

BRAND CHARACTERISTICS



This resource can help you understand where your brand naturally sits and explore the tone and pitch it uses when communicating. Each set of characteristics offers an opportunity to find your brand's voice. It is not about choosing one side over the other. It is about recognising the tone and character that should shine through in your work, messaging, and content.

When you and your team complete this as an exercise and the results show distinct differences, it is a strong signal to pause, have a wider conversation, and align more clearly. Are your brand values clear enough to guide everyone, and does your tone reflect this? Let's find out.

FRIENDLY	----- ----- ----- ----- ----- ----- ----- -----	AUTHORITATIVE
PROGRESSIVE	----- ----- ----- ----- ----- ----- ----- -----	CONSERVATIVE
PLAYFUL	----- ----- ----- ----- ----- ----- ----- -----	CLEAR
FUNNY	----- ----- ----- ----- ----- ----- ----- -----	SERIOUS
CONSPICUOUS	----- ----- ----- ----- ----- ----- ----- -----	DECENT
CORPORATE	----- ----- ----- ----- ----- ----- ----- -----	CASUAL
ESTABLISHED	----- ----- ----- ----- ----- ----- ----- -----	YOUNG
NICHE	----- ----- ----- ----- ----- ----- ----- -----	MASS