

Brand target: Look at what your business or product does and how it fits into the bigger context. What does your product do? "Helps people run faster." How do that? "Today, we make shoes." Why do we do it? "To help people live healthier lives."

Values

Ranked Top 3 1		2. 3.		
Honest	Reliable	Sustainable	Affordable	Data-driven
Authoritative	Luxury	Elegant	Conventional	Environmental-Friendly
Modern	Spirituality	Courageous	Playful	Passionate
Intelligent	Growth	Powerful	Compassionate	Respectable
Innovative	Wealth	Original	Loyal	Fresh
Healthy	Happiness	Diverse	Friendly	Bold
Thoughtful	Creative	Inclusive	Stable	Tranquility
Secure	Trustworthy	Exclusive	Traditional	Integrity

Values: Circle all the brand values that apply then identify your top 3 brand values. Note: This is a stack- ranked, so your most important audience and your most important audience should be at the top.



Spectrum: Try to place a dot along the spectrum of each row. Note that there are plenty of reasons to be on the less exciting side — e.g. a brand like Wells Fargo comes with built-in trust, whereas Simple Bank stands out in a crowd of old stodgy banks. It's also OK to be in the middle, especially if one or two other rows have strong characteristics that you'd like to stand out.