**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Persona+Worksheet+word+11225&lpa=Brand+Persona+Worksheet+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND PERSONA**

**WORKSHEET**

Company Name

brand manager

brand manager NAME

00/00/0000

Shape

Description automatically generated with medium confidence

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Shape

Description automatically generated with medium confidence

# A picture containing text Description automatically generatedCompany Overview

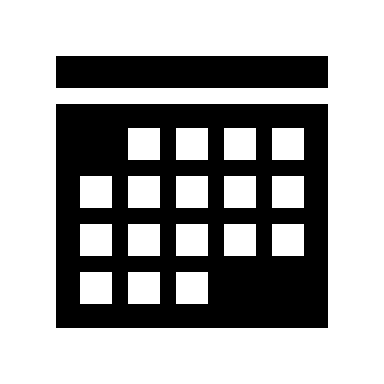
|  |
| --- |
| Write a brief summary of what your company does and for whom. |

# A picture containing logo Description automatically generatedYour Brand as a Person

|  |
| --- |
| Write a description of who your brand would be if it were a person. Choose a few adjectives that clearly describe this individual. Include a photograph to help visualize a person who represents your brand. |

A person with curly hair

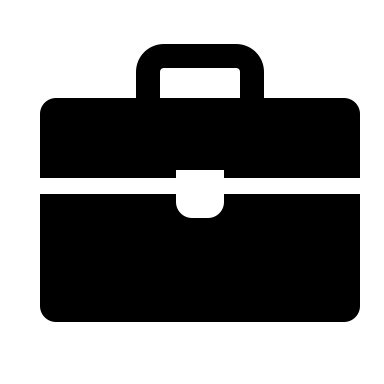
Description automatically generated with low confidence



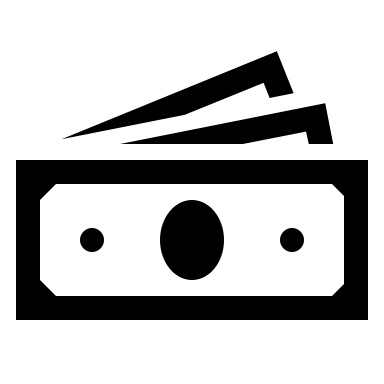
35



Seattle

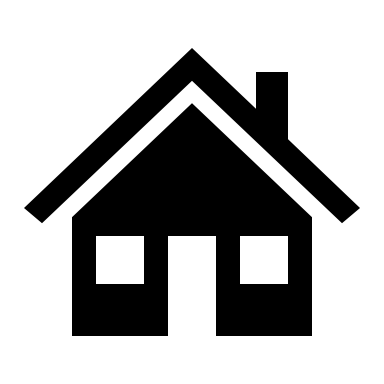


Media Manager



$85k

Gloria Miner



Single

A picture containing logo

Description automatically generatedBrand Personality Traits

Rank your brand based on which traits best describe and are most important to the brand. Apply a score of 1 to 10 to each trait with 10 being the most important.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| TRAIT | SCORE |  | TRAIT | SCORE |  | TRAIT | SCORE |
| Accessible |  |  | Exclusive |  |  | Sophisticated |  |
| Altruistic |  |  | Feminine |  |  | Spirited |  |
| Authoritative |  |  | Friendly |  |  | Spiritual |  |
| Bold |  |  | Fun |  |  | High Tech |  |
| Caring |  |  | Masculine |  |  | Low Tech |  |
| Clever |  |  | Mature |  |  | No Tech |  |
| Competent |  |  | Modern |  |  | Traditional |  |
| Conservative |  |  | Personable |  |  | Warm |  |
| Corporate |  |  | Polished |  |  | Worldly |  |
| Dependable |  |  | Professional |  |  | Youthful |  |
| Easy-Going |  |  | Quirky |  |  |  |  |
| Edgy |  |  | Rebellious |  |  |  |  |
| Elegant |  |  | Rugged |  |  |  |  |
| Established |  |  | Serious |  |  |  |  |
| Exciting |  |  | Sincere |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| TOP 5 TRAITS | TRAIT 1 | TRAIT 2 |
| TRAIT 3 | TRAIT 4 | TRAIT 5 |

# This, But Not ThatA picture containing logo Description automatically generated

Choose adjectives that describe your key brand characteristics. Example: emotive but not sensational. At the end of the exercise, choose the top two phrases that reflect your brand in order to hone your messaging and brand representation.

|  |  |  |
| --- | --- | --- |
| This, but not that. | | |
|  | but not |  |
|  | but not |  |
|  | but not |  |
|  | but not |  |
|  | but not |  |
|  | but not |  |
|  | but not |  |
|  | but not |  |
|  | but not |  |
|  | but not |  |

|  |  |
| --- | --- |
| TOP 2 PHRASES | Phrase 1 |
| Phrase 2 |

# Brand Affiliations and Beliefs

|  |  |
| --- | --- |
| What causes (political, social, religious, etc.) are your brand affiliated with? |  |
| What is your brand’s relationship to these causes? |  |
| How does your ideal customer view your beliefs? |  |
| Are these beliefs and affiliations relevant to your public branding strategy? |  |

# Logo Description automatically generatedBrand Voice

|  |  |
| --- | --- |
| How do you want your brand to make people feel? |  |
| What other brand has a similar voice? |  |
| What voice would not appeal to your target audience? |  |
| Who would your brand be if it were a celebrity? |  |
| What makes your voice different from your competition? |  |

# Visual IdentityText Description automatically generated

|  |
| --- |
| How is your brand personality represented visually? |

## Colors

|  |
| --- |
|  |

## Text Description automatically generated

## Typography

|  |
| --- |
|  |

## Logo

|  |
| --- |
|  |

|  |
| --- |
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