

Using Great Graphic Design to Lead with Clarity

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BRAND PERSONALITY EXERCISE

Who are you trying to reach?

What do they need to know about your organization?

CHRISTY BATTA DESIGN

What impression do you want to make?

Absorbing	Delightful	Honorable	Revolutionary
Adorable	Detailed	Impressive	Ritzy
Adventurous	Dramatic	Industrial	Romantic
Appealing	Dry	Informal	Royal
Artistic	Dynamic	Innovative	Rustic
Athletic	Earthy	Inspiring	Scholarly
Attractive	Eccentric	Intense	Secure
Bold	Efficient	Inviting	Serious
Breathtaking	Elegant	Low Maintenance	Silly
Bright	Elevated	Lively	Sleek
Business-like	Enchanting	Lush	Smart
Busy	Endearing	Majestic	Soothing
Calm	Energetic	Modern	Sophisticated
Capable	Ethereal	Natural	Stable
Caring	Excellent	Nautical	Stimulating
Casual	Exciting	Nifty	Striking
Charming	Exuberant	Noisy	Strong
Cheerful	Fabulous	No-nonsense	Stunning
Chic	Familiar	Nostalgic	Stylish
Classic	Fancy	Novel	Swanky
Clever	Fantastic	Old	Tasteful
Collaborative	Fashionable	One-of-a-kind	Tranquil
Colorful	Festive	Organic	Trustworthy
Comfortable	Fierce	Playful	Unconventional
Conservative	Flirty	Pleasant	Unique
Contemporary	Formal	Powerful	Upbeat
Convenient	Fresh	Predictable	Urban
Cool	Friendly	Professional	Versatile
Creative	Fun	Quaint	Vintage
Custom	Functional	Quirky	Whimsical
Cutting Edge	Futuristic	Radiant	Wild
Daring	Glamorous	Rebellious	Witty
Dashing	Graceful	Relaxing	Wistful
Dazzling	Hip	Reliable	Youthful
Delicate	Historic	Retro	

What are the top 3 adjectives from above that you can use to describe your brand personality?