

Your brand is your uniqueness.

Let's map out the characteristics that describe your company.

This worksheet gives us direction for all the aspects of the project in order to avoid ambiguous and unproductive exploration. It's great to explore, but it's worthwhile to have a good place to start and an understood direction.

casual	<input type="text"/>	formal
traditional	<input type="text"/>	revolutionary
earthy	<input type="text"/>	high-tech
leader	<input type="text"/>	supporter
structured	<input type="text"/>	ad hoc
lively	<input type="text"/>	calm
thrifty	<input type="text"/>	luxury
adventurous	<input type="text"/>	cautious
serious	<input type="text"/>	fun
bold	<input type="text"/>	reserved
nurturing	<input type="text"/>	powerful