



# Web Inception

## Brand Traits Worksheet

This document is intended to create balance and provide direction for all the aspects of the project, and to avoid ambiguous and unproductive brand exploration. It's great to explore, but its worthwhile to create a grounded starting point and understood direction.

Project: \_\_\_\_\_

Casual						Formal
Simple						Elaborate
Traditional						Modern
Outgoing						Private
Calm						Lively
Humorous						Serious
Luxury						Thrifty
Masculine						Feminine

Please complete and post to your Web Inception Basecamp account, or send to your project manager.