



Brand Personality Template

Section 1: Brand Overview

1.1 Brand Name:

- [Your Brand Name]

1.2 Mission Statement:

- [Your brand's mission and purpose]

1.3 Vision Statement:

- [Your brand's vision and long-term goals]

1.4 Core Values:

- [List your brand's core values]

1.5 Target Audience:

- [Description of your ideal customer, including demographics and psychographics]

Section 2: Defining Your Brand Personality

2.1 Brand Archetype:

- [Select a brand archetype that aligns with your brand's personality (e.g., Hero, Caregiver, Innovator, Explorer)]

2.2 Personality Traits:

- [List 3-5 key personality traits that define your brand (e.g., adventurous, trustworthy, innovative)]

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2.3 Brand Voice:

- **Tone:** [Describe the tone of your brand's communication (e.g., friendly, professional, witty)]
- **Style:** [Describe the style of your brand's communication (e.g., formal, informal, conversational)]
- **Language:** [Describe the type of language your brand uses (e.g., simple, technical, inspirational)]

Section 3: Visual Identity

3.1 Logo:

- **Primary Logo:** [Attach or describe your primary logo]
- **Secondary Logo:** [Attach or describe any alternative logos]

3.2 Color Palette:

- **Primary Colors:** [List your main brand colors, including HEX/RGB/CMYK codes]
- **Secondary Colors:** [List any secondary colors used for accents or highlights]

3.3 Typography:

- **Primary Font:** [Name of the main font used for headings and important text]
- **Secondary Font:** [Name of the secondary font used for body text and other content]

3.4 Imagery and Graphics:

- **Style Guide:** [Description of the style of images and graphics that represent your brand]
- **Examples:** [Attach or describe examples of preferred imagery and graphics]

Section 4: Communication Guidelines

4.1 Key Messaging:

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- **Tagline:** [Your brand's tagline or slogan]
- **Elevator Pitch:** [A brief description of what your brand does and why it matters]
- **Core Messages:** [List of key messages that convey your brand's value proposition]

4.2 Content Guidelines:

- **Social Media:** [Describe the tone and style for social media posts]
- **Website Content:** [Describe the tone and style for website content]
- **Customer Service:** [Guidelines for maintaining brand personality in customer interactions]

4.3 Storytelling Elements:

- **Brand Story:** [Craft a narrative that highlights your brand's journey, challenges, and achievements]
- **Storytelling Techniques:** [Describe the storytelling techniques that align with your brand personality]

Section 5: Implementation and Consistency

5.1 Brand Guidelines:

- [Comprehensive document that outlines all brand identity elements and their correct usage]

5.2 Templates:

- **Email Templates:** [Attach or describe email templates that align with your brand personality]
- **Presentation Templates:** [Attach or describe presentation templates that align with your brand personality]
- **Social Media Templates:** [Attach or describe social media post templates that align with your brand personality]



5.3 Brand Review Process:

- [Process for reviewing and updating brand identity elements to ensure consistency and relevance]