

The 1-Minute

Brand Identity Quiz

When you think of your brand, what colors come to mind?

What is your brand's biggest strength — passion, generosity, creativity, joy, fearlessness, responsibility, wisdom, or optimism?

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|-------------------------------------|-------------------------------------|---|-----------------------------------|
| <input type="checkbox"/> Passion | <input type="checkbox"/> Creativity | <input type="checkbox"/> Fearlessness | <input type="checkbox"/> Wisdom |
| <input type="checkbox"/> Generosity | <input type="checkbox"/> Joy | <input type="checkbox"/> Responsibility | <input type="checkbox"/> Optimism |

Your company has just received a \$1 million gift. What do you do with it?

If you had to write a snappy new tagline for your brand in 10 words or less, what would it be?

What's your best product?

What does your target audience do for fun?

Is your brand:

| | | | |
|--------------------------|----------------------|-------------------------------|----------------------|
| Professional or casual? | <input type="text"/> | Fun or serious? | <input type="text"/> |
| Masculine or feminine? | <input type="text"/> | Serif, sans serif, or script? | <input type="text"/> |
| Modern or classic? | <input type="text"/> | Memes or gifs? | <input type="text"/> |
| Affordable or luxurious? | <input type="text"/> | Loud or quiet? | <input type="text"/> |
| Cool or warm? | <input type="text"/> | TikTok or YouTube? | <input type="text"/> |

What other brands would be friends with your brand?

When people see your brand, what emotion do they immediately feel?

What brands do you hope to emulate within the next 5 years? What about 10 years?