**Branding Word Exercise**

What **Look and Feel** should your new communications have?

*(Referenced in question #13 of the Branding Questionnaire)*

**CHOOSE FOUR WORDS:**

Accessible

Bold

Bright

Beautiful

Chic

Colorful

Compassionate

Current

Comprehensive

Elegant

Empathetic

Energetic

Humorous

Kind

Innovative

Informal

Informative

Intelligent

Low-Key

Modern

Organic

Optimistic

Provocative

Progressive

Plain

Reassuring

Secure

Sophisticated

Simple

Technological

Timeless

Unique

Upbeat

Useful

Warm