

Branding Word Exercise

What **Look and Feel** should your new communications have?
(Referenced in question #13 of the Branding Questionnaire)

CHOOSE FOUR WORDS:

Accessible	Humorous	Plain
Bold	Kind	Reassuring
Bright	Innovative	Secure
Beautiful	Informal	Sophisticated
Chic	Informative	Simple
Colorful	Intelligent	Technological
Compassionate	Low-Key	Timeless
Current	Modern	Unique
Comprehensive	Organic	Upbeat
Elegant	Optimistic	Useful
Empathetic	Provocative	Warm
Energetic	Progressive	