Brand personality cards

How Brands Are Built

Brand personality cards

To make the cards

- Print front and back or glue pages together.
- Be sure to match sides A and B for each number—e.g., the opposite side of Down-to-earth (1A) should be Upper-class (1B).
- Cut on dotted lines to create a deck of 24 “opponent pair” brand personality cards.

To run a brand personality exercise

- Spread the cards out on a table.
- Flip cards over until the most appropriate brand personality traits are face-up.
- If neither side of a card applies, push that card to the side.
- Take a picture of the final, face-up brand personality traits as input for the brand personality.
- Note that this exercise is simply intended to inform the final expression of the brand’s personality; the final personality traits may differ from those listed on the cards.
- For instructions on running an exercise when multiple stakeholders are involved (e.g., in a brand strategy workshop) and additional thinking on brand personality, visit howbrandsarebuilt.com/personalitycards.

These cards were created by Rob Meyerson, creator of How Brands Are Built, a podcast and blog for branding professionals. To get in touch with any questions or comments, please visit howbrandsarebuilt.com.

1a

Down-to-earth

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2a

Wholesome

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3a

Friendly

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Sincere

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4a

Daring

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5a

Spirited

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6a

3b

Authoritative

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2b

Edgy

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1b

Upper-class

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

Buttoned-up

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

6b

Reliable

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

5b

Playful

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

4b

7a

Imaginative

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8a

Current

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9a

Technical

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10a

Corporate

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

11a

Successful

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

12a

Outdoorsy

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

9b

Natural

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

8b

Traditional

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7b

Real

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Delicate

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

12b

Up-and-coming

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11b

Casual

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

10b

13a

Tough

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14a

Masculine

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

15a

Rugged

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

Youthful

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

16a

Fun

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

17a

Inclusive

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

18a

15b

Smooth

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

14b

Feminine

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

13b

Sentimental

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

Exclusive

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

18b

Pragmatic

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

17b

Established

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

16b

19a

Quirky

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

20a

Warm

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

21a

Innovative

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

Straightforward

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

22a

Approachable

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

23a

Calm

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

24a

21b

Familiar

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

20b

Cool

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

19b

Mainstream

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

Passionate

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

24b

Elite

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

23b

Sophisticated

BRAND PERSONALITY HOWBRANDSAREBUILT.COM

22b

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