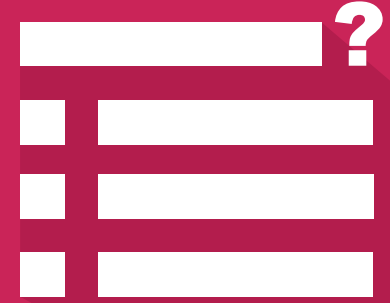




CLARITYQUEST™

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Brand Personality Quiz

There are three choices for each question; simply choose the one that you like best. There are no wrong answers.




Prefer to take this quiz online?

Visit www.clarityqst.com/library/brand-personality-survey/

1 Which company name is most appropriate for a coffee supply company in Southeast Michigan?

- A) Detroit Coffee Supply Co.
- B) Brew2You
- C) Fueling Station

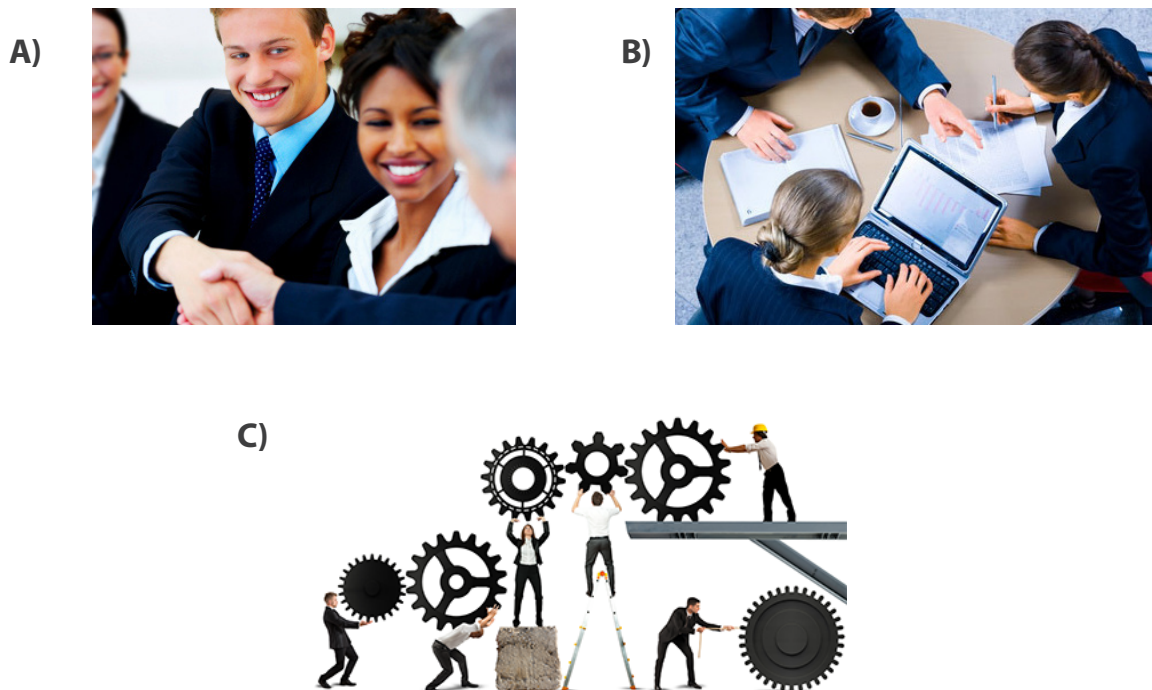
2 Which logo works best for Think Outside the Cube, a company that provides environmental office design for small businesses?

- A)  **Think Outside the Cube**
- B)  **Think Outside the Cube**
- C)  **Think Outside the Cube**

3 Which color palette should the designer use when creating the website for Omega Group, a workflow/operations consultant?



4 Which image will work best on Omega Group's homepage to emphasize that they are a trusted partner in their clients' operations?



5 Which tagline is most appropriate for Omega Group, a workflow/operations consultant?

- A) The Workflow Experts
- B) The final word in operations consulting.
- C) Finally, problem solved!


6 Which product name works best for a new handheld barcode reader made by the company that created StockPile, a popular inventory management software package?

- A) StockPile Scanner
- B) EasyRead
- C) Zapper

7 Which list of words best represents Data Keepers, a company that archives corporate data online?

- A) information, secure, professional, solution, technology
- B) easy-to-use, access, trust, space, adaptable
- C) liberation, key, smart, worry-free, pristine

8 Which URL is best for J. Joseph Advisors, a financial planning firm whose name is already taken as a .com?

- A) www.JJAFinancial.com
 - B) www.TrustJJoseph.com
 - C) www.AskJoe.com
- 

9 Which company name is most appropriate for a wireless internet provider?

- A) Freedom WiFi
- B) Access Anywhere
- C) Cirrus

10 Which font is best for the logo of Clarity Enterprises, a manufacturer of medical devices and supplies?



Scoring

of As = _____ x 1 = _____

of Bs = _____ x 2 = _____

of Cs = _____ x 3 = _____

Sub Total _____

If you answered:

6 or more A's then... - 10

6 or more B's then... + 0

6 or more C's then... + 10

Brand Score =

See what your
brand personality is
on the next page!

0 – 15: Levelheaded Literal

You prefer no-nonsense branding that tells you exactly what a company does. You like representations that match existing norms and meet industry expectations. For you, name recognition and a track record of success are more important to a brand than a flashy look.

Examples of “levelheaded literal” brands:



16 – 29: Tout the Benefits

You want a brand to really differentiate a company. You want to be able to understand what a company does, but also have a clever sense of what makes them shine against the competition. To you, a good brand is a balance between literal and evocative.

Examples of “tout the benefits” brands:



30 – 40: Warm & Fuzzy

You love a brand that feels good. You believe a brand should really make an impression and connect with a customer’s deeper desires. To you, a brand should be evocative, encapsulating the experience of working with a company or using a product.

Examples of “warm and fuzzy” brands:



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graphic design services.