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

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

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

A) ![Logo A]
B) ![Logo B]
C) ![Logo C]
3 Which color palette should the designer use when creating the website for Omega Group, a workflow/operations consultant?

A)  

B)  

C)  

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

A)  

B)  

C)  

BRAND PERSONALITY QUIZ
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?

A) Clarity Enterprises
B) Clarity Enterprises
C) Clarity Enterprises
Scoring

\[
\begin{align*}
\# \text{ of As} &= \underline{_______} \times 1 = \underline{_______} \\
\# \text{ of Bs} &= \underline{_______} \times 2 = \underline{_______} \\
\# \text{ of Cs} &= \underline{_______} \times 3 = \underline{_______} \\
\text{Sub Total} &= \underline{_______}
\end{align*}
\]

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: