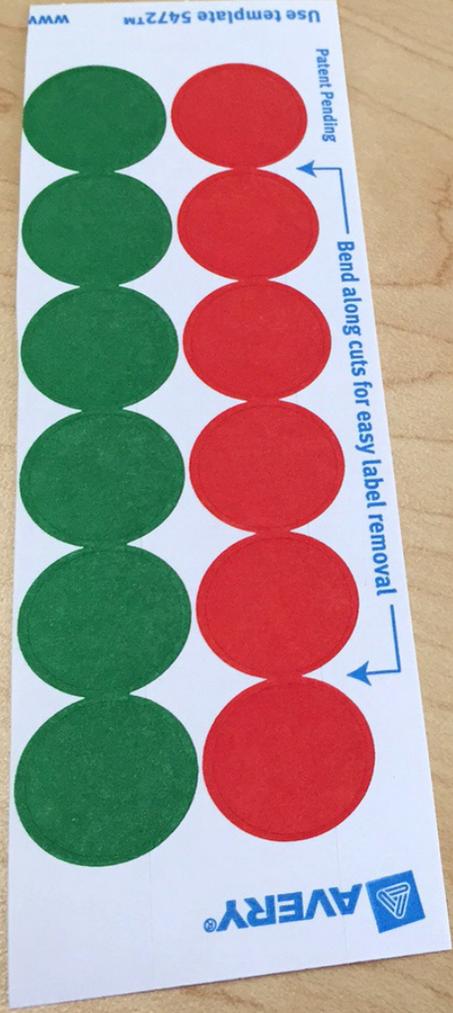
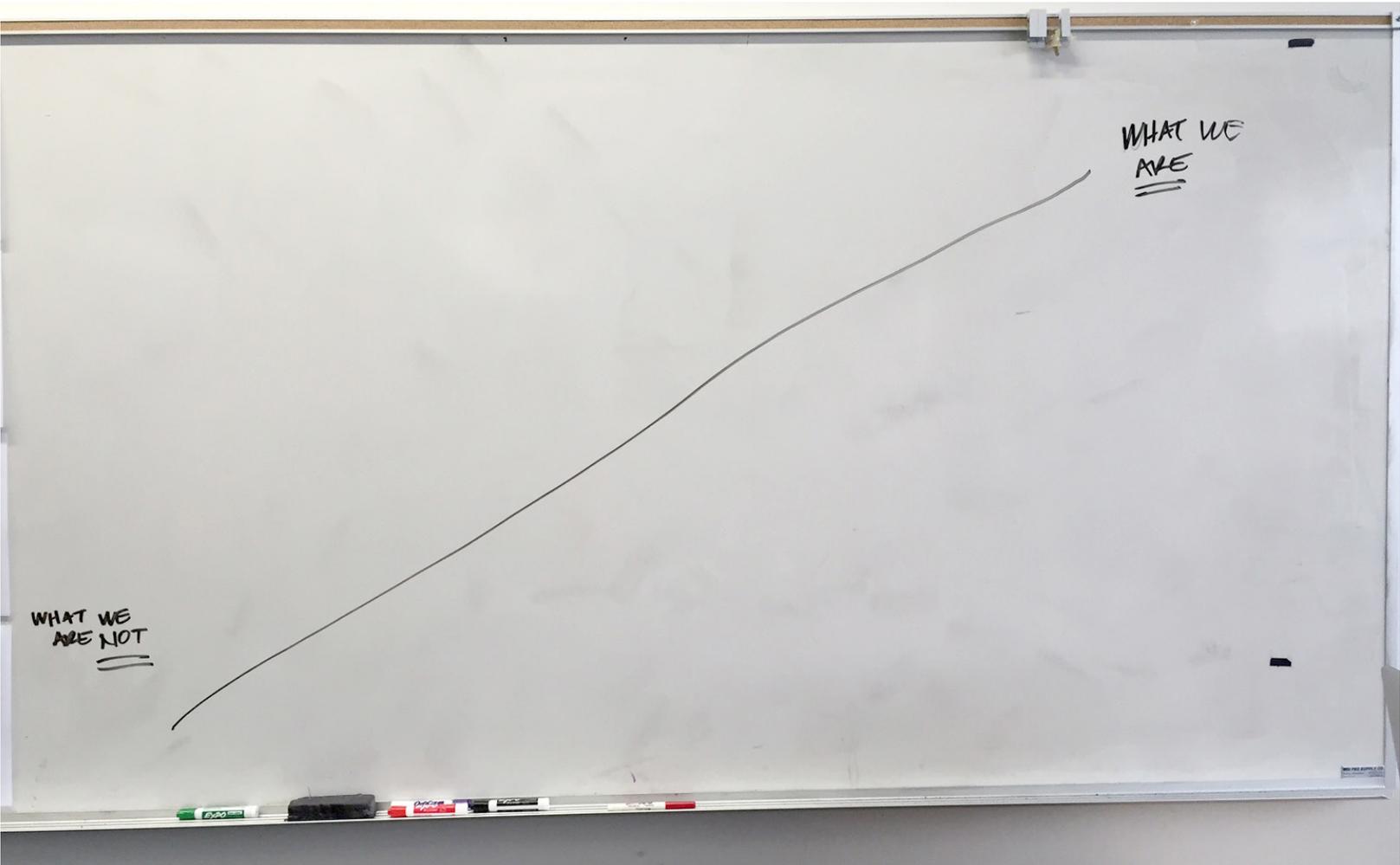


Character Exercise: Important Key Frames

(Answering Who am I?)





WHAT WE ARE

WHAT WE ARE NOT

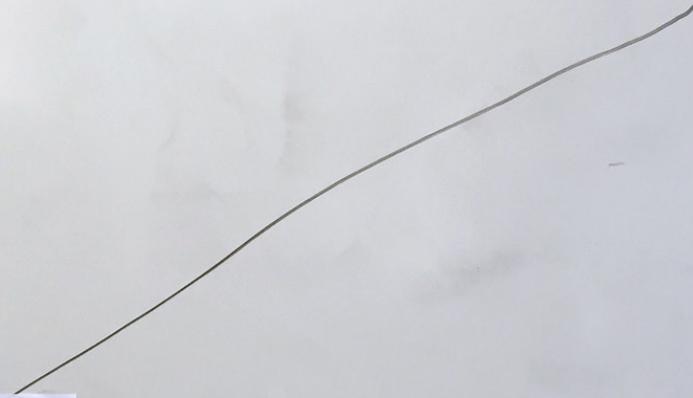


- COLD
- STERILE
- ONE WAY TRAFFIC
- BORING !!
- PASSIVE
- I DON'T WANT TO BE IN T...

WHAT WE ARE NOT



WHAT WE ARE





- impractical
- useless
- lack value
- Excessive
- High Brow
- Style over substance
- COLD
- STERILE
- ONE AUTHORITY
- BORING
- PASSIVE - static
- I DON'T WANT TO BE IN THAT ROOM
- NO ENERGY
- MONOCROMATIC
- NOT AUTHENTIC
- LIMITED PERSPECTIVES
- Destructive
- closed Not open
- Kiddie
- TRAPPED
- NO SPACE FOR CREATIVE THINKING

- CORPORATE
- STOCK
- CONTRADICTORY
- IMMEDIATE
- NOT ABOUT THE DEAL
- BANK
- IMPRACTICAL
- ONE DIMENSIONAL
- DATE
- KIND OF ARTIST ON SHEEP FEET

WHAT WE ARE NOT

- NOTHING DISRUPTIVE
- CORNISH
- DIRTY
- FINE ART
- FLAT
- CLONE / LOFT
- ONE FACET

WHAT WE ARE

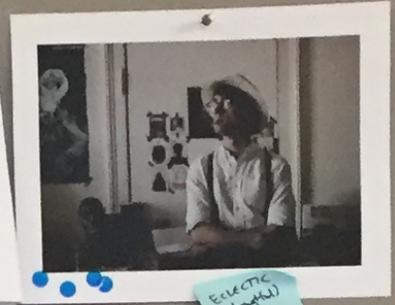
+ organized
+ CRAFT
+ BLUE COLOR

+ CI
+ SL
+ 's





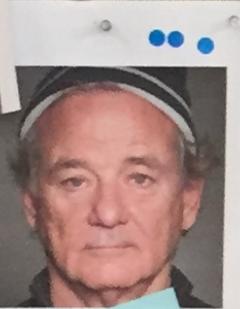
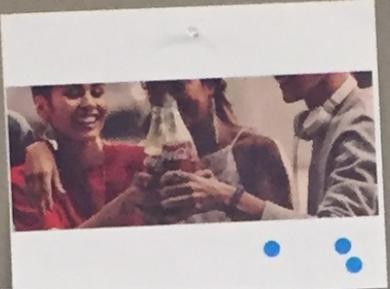
Iconic
Vintage
Nostalgic



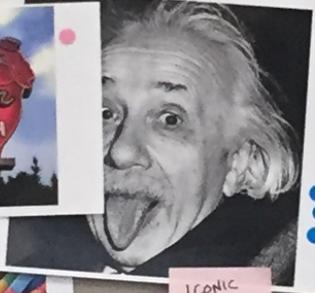
Eclectic
(quirky)
(unique)



Eclectic
(quirky)
(unique)



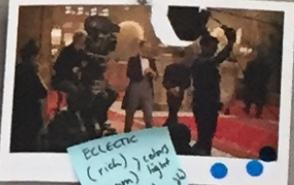
Eclectic
(quirky)
(unique)



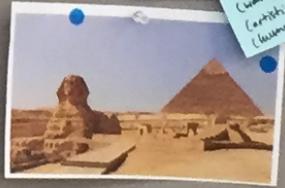
Iconic
(lovable)
(fun)
(personality)



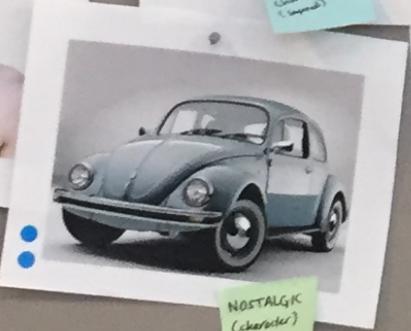
Iconic
(local)
(vintage)
(nostalgic)



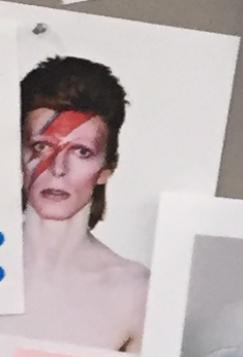
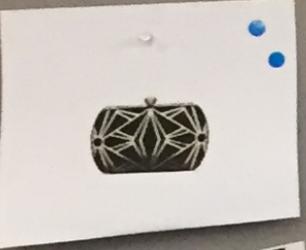
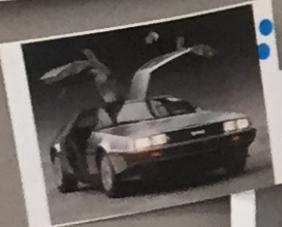
Eclectic
(rich)
(warm)
(artistic)
(luxury)



THIS IS THE SIGN YOU'VE BEEN LOOKING FOR



Nostalgic
(character)
(vintage)



Iconic
(art)
(old)
(legendary)

Contrast

Contrast friendly



DIVERSITY



PRACTICAL

Colors!
(stick out against monotonous background)



SAFE

FUN

Friendly



COLOR

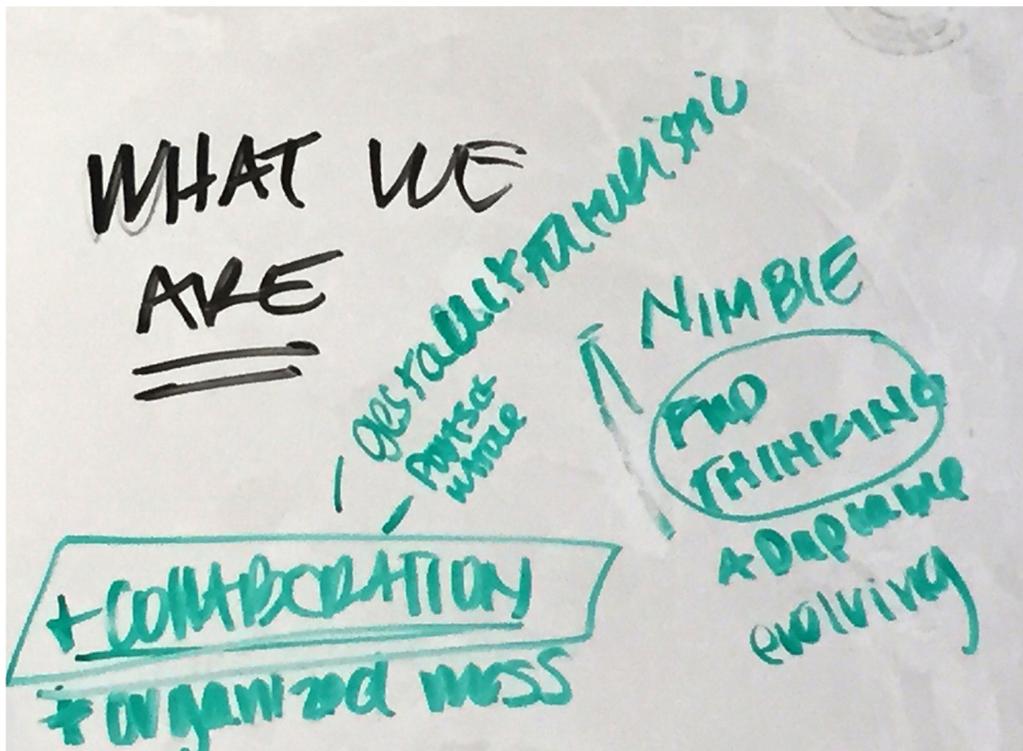
The Steps to Defining Brand Character

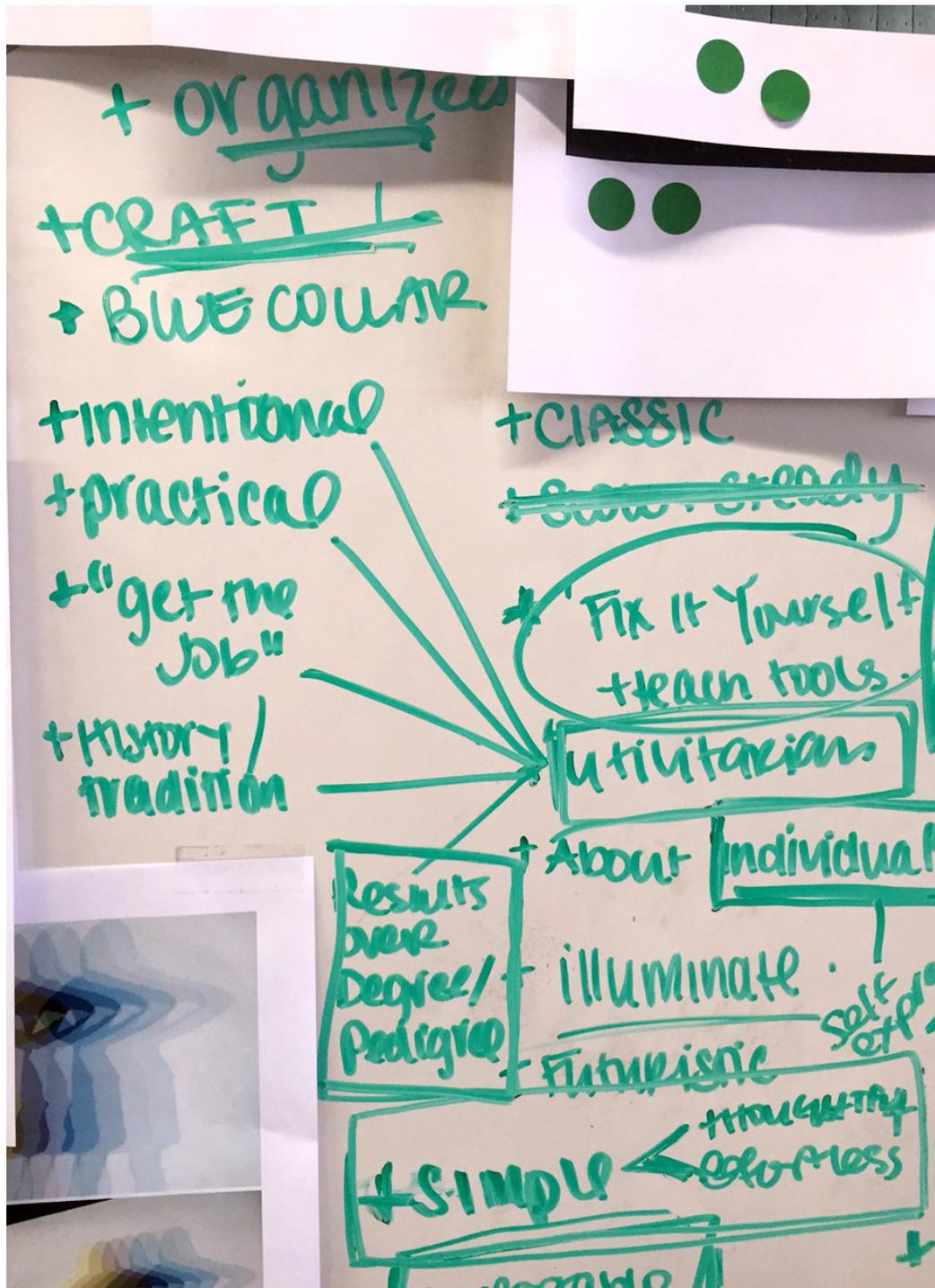
Characterize

Step back and the traits on the wall will begin to tell a story.

The groupings may start to cluster into ideas.

Label each group of traits with the word that best characterizes them as a whole. For example, a group of words like, “adaptable,” “flexible,” “nimble,” “flighty,” “fickle” might be labeled “adaptable.”





For character traits:

Use clear and singular traits.

Words like "integrity" represent bundles of traits like, "honest," "steadfast," "dependable," "selfless," etc. Create Post-Its for each of the bundled traits: e.g. "integrity" (with the root traits which make up that bundled trait in paranthesis)



The Steps to Defining
Brand Character

Organize

It is likely that five or so groupings will emerge from dozens, even hundreds of traits. If there are too many, enlist the best wordsmiths from the teams to pack them more tightly.

The Steps to Defining
Brand Character

Craft

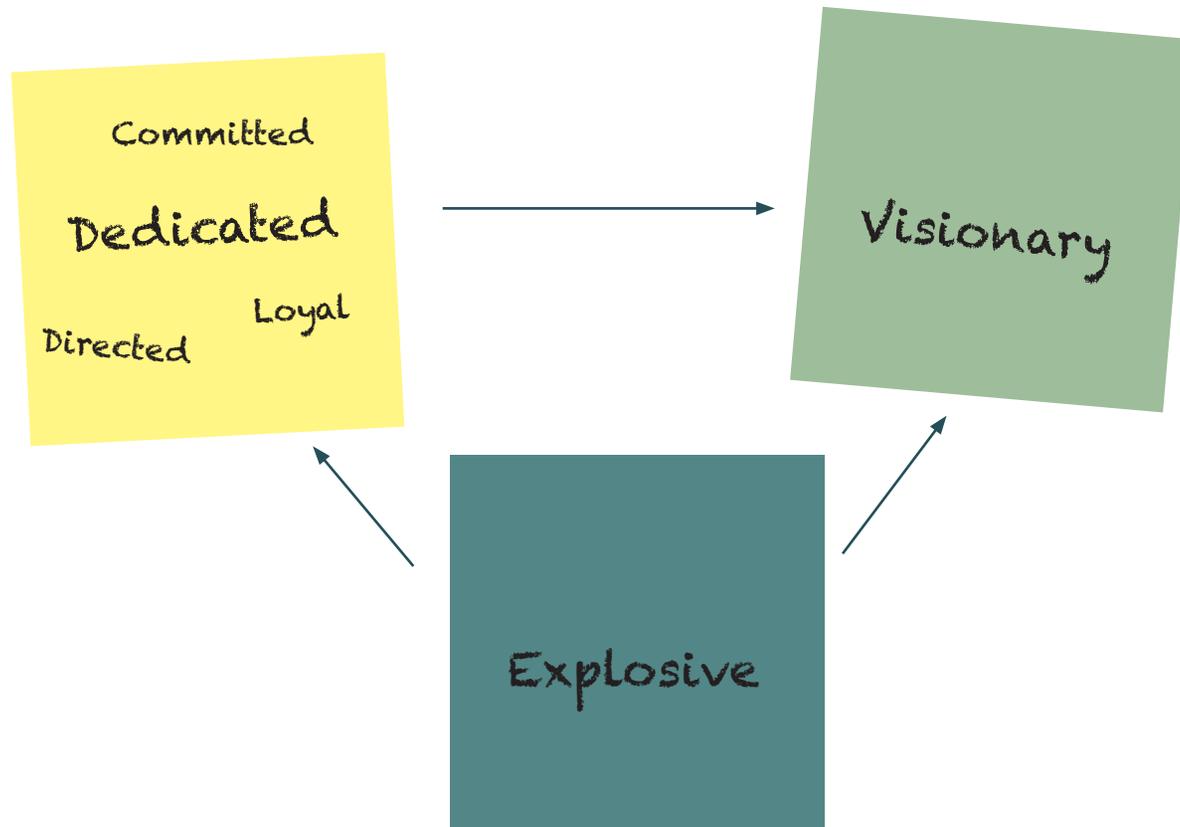
In this step, the group will decide on the three traits that capture the character traits of the organization.

The Steps to Defining
Brand Character

Craft

Find a new space and select three traits. Put them close together in a triangle. Consider their interaction. They should not duplicate or overlap in meaning. They should affect each other. For example, “ambitious” could be seen as selfish, but add “supportive” and you begin to see it as “ambitious for others.”

This group felt they had gotten the first two traits right but were still finding the right word for the third trait.



The Explosive nature of the company is what fueled its innovative spirit. Their Visionary spirit helped to brainstorm many varied solutions quickly = Explosive.

The Steps to Defining
Brand Character



Craft

*Try out: <http://www.visualthesaurus.com>
to experiment with synonyms.*

Try different combinations of key traits. You may tweak the words themselves. A synonym with a slightly different emphasis might be what is needed.

Some hints to find the right

three traits: A balanced character profile should make sense from all points of view. Consider whether the traits lean too much toward what is relevant inside the organization or outside of the organization.





outfit

COMMUNITY

steward

educate