

The Business Persona

A person in a white shirt and tie is shown from the chest down, holding a rolled-up document. The background is a city skyline at sunset, with a bright sun low on the horizon creating a strong lens flare effect. The person's right hand is visible, gripping the document. The overall mood is professional and aspirational.

Collette Johnson

What voice do you want your brand to have?



The five dimensions of brand personality



SINCERITY

Domestic, honest,
genuine, cheerful



EXCITEMENT

Daring, spirited,
imaginative, up-to-date



COMPETENCE

Reliable, responsible,
dependable, efficient



SOPHISTICATION

Glamorous, pretentious,
charming, romantic



RUGGEDNESS

Tough, strong,
outdoorsy, rugged

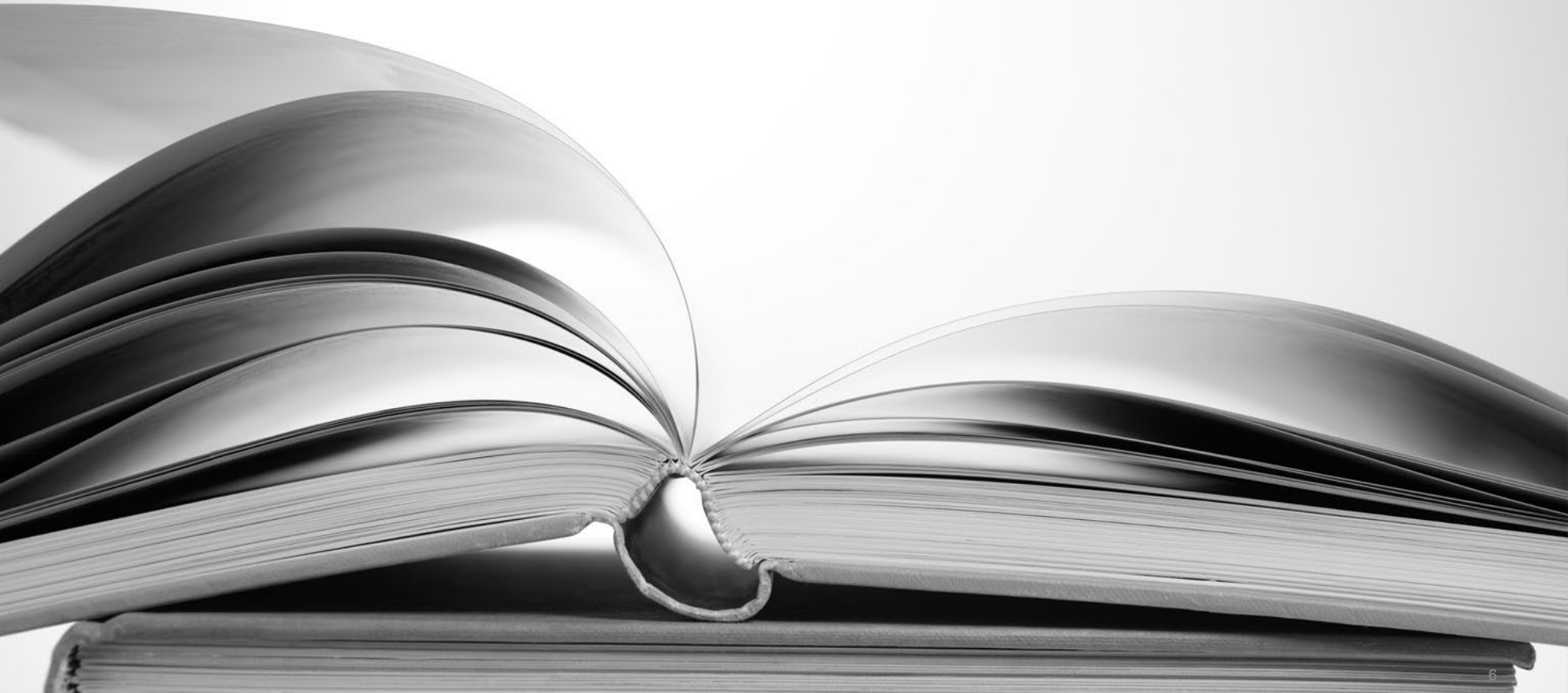
Understanding who you are as a business is important,



Understanding who you are as a business is important,
however it's also about who you are as a leader



Define your business in 3–5 key words



It's more than just words

RED	visceral, bold, courageous, energetic stimulates appetite and the pituitary gland
ORANGE	friendly, cheerful, confident, fun, vitality lighter shades appeal to upscale market
YELLOW	optimism, clarity, warmth, positivism eyes see yellow first, great for POS displays
GREEN	balance, harmony, health, growth, freshness deep greens associated with prestige
BLUE	trustworthy, strong, dependable, secure preferred by men, popular in offices
PURPLE	wise, creative, imaginative, royalty lavender evokes nostalgia, sentimentality
BLACK	prestige, serious, bold, classic, powerful works well for expensive products



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OPINION

Find out why our CEO is optimistic about the opportunity to build a positive human future



INSIGHT

Artificial intelligence and automation can create jobs and improve our working lives. Our research shows how.

Collette Johnson

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