

# BRAND PERSONALITY FRAMEWORK

SINCERITY

Down-to-earth  
Honest  
Wholesome  
Cheerful

EXCITEMENT

Daring  
Spirited  
Imaginative  
Up-to-date

COMPETENCE

Reliable  
Intelligent  
Successful  
Hard-working

SOPHISTICATION

Upper class  
Charming  
Glamorous  
Feminine

RUGGEDNESS

Outdoorsy  
Tough  
Masculine  
Western