

# DOCUMENT AND MEASURE YOUR BRAND

## Defining Your Brand Vectors

Brand vectors measure the gut feelings, expectations, memories and emotional associations to your brand.

### Brand Personality Vectors

If the organization was a person, how would you describe them?

- Friendly **vs** Reserved
- Spontaneous **vs** Strategic
- Accessible **vs** Elitist
- Fun/Playful **vs** Down-to-Work
- Risk Averse **vs** Embracing Risk
- Humble **vs** Projects Success
- Family-friendly **vs** Risqué
- Optimistic **vs** Pessimistic
- Youthful/Spirited **vs** Mature
- Trendy **vs** Timeless
- Intellectual **vs** Plain-Spoken
- Tough **vs** Delicate
- Outdoorsy **vs** Urban
- Adaptable **vs** Steadfast
- Ambitious/Aggressive **vs** Laid Back
- Secretive **vs** Open
- Easygoing **vs** Uptight
- Tactful **vs** Frank
- Funny **vs** Dead Serious
- Sarcastic **vs** Genuine
- Minimalist **vs** Complex/Ornate
- Quiet **vs** Outspoken
- Surprising **vs** Consistent
- Artsy **vs** Functional
- Authoritarian **vs** Flexible/Open to Ideas
- Feminine **vs** Masculine
- Folksy **vs** Cultured/Sophisticated
- Intense **vs** Peaceful
- Hurried **vs** Slow and Steady
- Idealistic **vs** Realistic

### Market Position Vectors

What principles guide your business?

- Bleeding Edge **vs** Tried and True
- Impartial **vs** Intentionally Biased
- Economical **vs** Luxurious
- Disposable **vs** Built-to-Last
- Independent/Agnostic **vs** Aligned/Partnered with a Brand
- Exclusive **vs** Open to All
- Immediate **vs** In Good Time
- Minimum quality **vs** Near Perfection
- Green **vs** Experienced
- Specialized **vs** Broad Expertise/One-Stop-Shop
- Enterprise **vs** SMB
- Disruptive **vs** Status Quo
- Self-serve **vs** High Touch
- Custom **vs** Cookie-cutter
- Customer Is Always Right **vs** My Way or the Highway
- Easy-to-Use **vs** Robust/Full-Featured
- Environmentally friendly/sustainable **vs** Meets environmental regulations
- High-tech/automated **vs** People Driven
- Family-owned and operated **vs** Publicly Traded
- Open-source **vs** Closed Architecture
- Internal Training **vs** Hire the Best

For more information on defining and measuring your brand, visit  
[www.iterativemarketing.net](http://www.iterativemarketing.net)