

# *This or That?* Brand Aesthetics Activity

What is it that you want your audience to feel when they look at your brand?  
Select the best word from each pairing provided below.

- SIMPLE    *or*     INTRICATE
- ORGANIZED    *or*     UNCONTROLLED
- TASTEFUL    *or*     HAPHAZARD
- LOCAL    *or*     WORLDLY
- WHIMSICAL    *or*     SENSIBLE
- PEACEFUL    *or*     NOISY
- INDULGING    *or*     NOURISHING
- EXTRAVAGANT    *or*     HUMBLE
- WARM    *or*     COOL
- SILLY    *or*     PRACTICAL

- FRESH    *or*     FLASHY
- COLORFUL    *or*     CALMING
- LIGHT    *or*     DARK
- CAREFUL    *or*     ADVENTUROUS
- EFFORTLESS    *or*     STYLIZED
- BOLD    *or*     RESERVED
- EXPENSIVE    *or*     REASONABLE
- FRIENDLY    *or*     SERIOUS
- SOOTHING    *or*     SURPRISING
- EDGY    *or*     COMPOSED

Of the words you've selected above, please choose the **THREE** you feel most connected to: