

# A New Methodological Approach for Creating and Visualizing Brand Personalities

Assist.Prof.Dr.Mai Ali Mohamed Nada

Associate Professor, Program Director of Faculty of Art & Design, King Salman University, Faculty of Applied Arts Helwan University

[may\\_nada@a-arts.helwan.edu.eg](mailto:may_nada@a-arts.helwan.edu.eg)

## Abstract

Branding came from the practice of branding cattle with symbols, to identify their owners. In the same sense, branding is intended to educate people about the products and services businesses offer. It puts a mark that recognizes the producer of a certain product or a service, and then communicate this mark to consumers, while initiating an intimate rapport with them. The mark that started as a means to avoid forgery, expanded after the post-war consumer explosion, as people started to identify the role of branding in selling products and services to the masses.

Today, branding plays an important role in defining and differentiating businesses in the marketplace. In order to fulfill this role, brands must attain a deep and profound understanding of their true essences, and to what they stand for. Brands pay constant attention and consideration of their past and present, and then, develop their cohesive personalities which possess charisma and magnetism that engage people. The most important factor here, is how brands can capture the emotions that people experience and indulge them into their brand personas, whilst also representing their core values, and their points of differentiation.

Aaker\* developed a five-dimensional framework for measuring brand personalities called the “Big Five”. The big fives in the model were; sincerity, excitement, competence, sophistication and ruggedness. Aaker’s model didn’t exceed creating the personality, and didn’t suggest a way to visualize it. On contrary, this research paper suggests a new methodological approach, an approach that addresses the path towards creating-and-visualizing brand personalities.

## Keywords

Branding Persona, Brand Image, Brand Positioning, Brand Tagline, Brand Tone of Voice.

## الملخص

مقاربة منهجية جديدة نحو البناء والتمثيل البصري لشخصية الماركة تناقش الورقة البحثية موضوع شخصية الماركة، وكيف أنها تحتاج لاقتراح منهجيات جديدة لابتكارها وتمثيلها بصرياً. استعرضت الورقة البحثية مفهوم شخصية الماركة ومجموعة من المفاهيم المرتبطة والمتداخلة معها، مثل الصورة الذهنية والتمركز ونبرة الصوت والشعار المميز. ثم استعرضت الورقة البحثية عشر نماذج من الشخصيات لماركات عالمية، وكيف تم التعبير عنها من خلال علامات تجارية مميزة ومعبرة. الجزء التالي من الورقة البحثية استعرض المجموعات المقترحة لسمات الشخصية والتي يمكن توظيفها في بناء شخصية الماركة، حيث قسمتها الورقة البحثية إلى ٩ مجموعات، كل مجموعة منها تنقسم إلى فريقين من السمات التي لا يفضل جمعها معها لاختلاف مسارات المعنى لكل منها. جاءت المجموعات كالتالي: الشخص العادي والمميز، الهادئ والمغامر،

الأخلاقي والمبدع المتحرر، التاريخي والحدائي، المتعاطف والجذاب، الحاذق الماهر والرياضي مقتول العضلات، المحب للطبيعة والمنجز للمهام، المرح والمعبّر المفوه، وواهب الاهتمام والقائد المؤثر .

انتقلت الورقة البحثية بعد ذلك إلى التمثيل البصري للسمات الشخصية وذلك من خلال نموذج من تسع ثنائيات من السمات الشكلية يمكن تطبيقه على كل من السمات الشخصية السابقة، ويمكن استعراض السمات الشكلية للوجو المطلوب عن طريق اختيار واحد من كل من الثنائيات التالية: أولي ومفصل، محدد وممتلئ، عضوي وهندسي، طويل وعريض، نحيف وسميك، خفيف وثقيل، ثقافي وثوري، مجرد وسردي، ومنحني وحاد الزوايا .

قدمت الورقة البحثية نموذجاً تطبيقياً لماركة محلية للمكملات الرياضية، حيث تم استعراض منهجية بناء الشخصية لها، ثم التصور البصري لسبع شخصيات مقترحة للماركة، وهي: المميز صاحب المكانة، والمبدع، والمتعاطف، ومحب الطبيعة، والمنجز، والمعبّر، والقيادي. حيث تم تقديم تصوراً بصرياً للوجو وبعض التطبيقات الخاصة به. وجاءت نتائج البحث لتؤكد على أهمية الموضوع لندرة المرجعيات العلمية التي تتناول البناء الاستراتيجي للماركة، والعلاقات الترابطية بين العناصر والمفاهيم، كما جاءت أهم التوصيات لتؤكد على أهمية استكمال الموضوع في أبحاث لاحقة وتقديم نماذج متنوعة تتناول بناء شخصية الماركة من خلال مدخلات مختلفة .

i

## 1. Introduction

The word branding came from the practice of branding cattle with symbols in Ancient Egypt around 2700 B.C., in order to identify their owners. In the same context, some researchers relate the phenomenon to their act of marking jars with simple signs. Branding is intended to educate people about the products and services businesses offer. It puts a mark that recognizes the producer of a certain product or a service, and then communicate this mark to consumers, while initiating an intimate rapport with them. The mark that started as a means to avoid forgery, expanded after the post-war consumer explosion, as people started to identify the role of branding in selling products and services to the masses.<sup>i</sup>

Today, branding plays an important role in defining and differentiating businesses in the marketplace. In order to fulfill this role, brands must attain a deep and profound understanding of their true essences, and to what they stand for. Brands pay constant attention and consideration of their past and present, and then, develop their cohesive personalities which possess charisma and magnetism that engage people. The most important factor here, is how brands can capture the emotions that people experience and indulge them into their brand personas, whilst also representing their core values, and their points of differentiation.<sup>i</sup>

Aaker\* developed a five-dimensional framework for measuring brand personalities called the “Big Five”. The big fives in the model were; sincerity, excitement, competence, sophistication and ruggedness.<sup>v</sup>Aaker’s model didn’t exceed creating the personality, and didn’t suggest a way to visualize it. On contrary, this research paper suggests a new methodological approach, an approach that addresses the path towards creating-and-visualizing brand personalities.

## 2. Problem Statement

A business's brand personality plays a pivotal role in its branding strategy. It becomes a guideline in the process of shaping its image in the minds of consumers. Creating a brand personality needs to follow a methodological approach, as this will reflect on all brand communications. The problem of this research paper can be stated in the research questions as follows:

1. How to provide a new methodological approach for creating brand personalities? Where to start a personality? And how is it created?
2. What are the measures, or otherwise, attributes of brand personality to be addressed by the approach?
3. How can brand personalities be interpreted and visualized in brand logo and communications designs?

## 3. Aims and Objectives

This research paper aims to suggest a new methodological approach for creating and visualizing brand personalities. The main objective here is to offer an opportunity to empower brands' communications in the marketplace on both local and global levels. A significant objective of the research, is to address the brand personality from the designer -rather than the marketer - point of view; focusing on the visualization, as well as, the creation of brand personalities.

## 4. Hypothesis

The research paper suggests a new methodological approach for creating and visualizing brand personalities under the following hypothesis:

1. A branding strategy follows a linear path; starting from the objectives, and ascending towards the creation of the personality. After creating the personality, the process descends as the personality is being interpreted in the brand's behaviors and communications.
2. A brand personality can be determined upon a set of attributes, that can be categorized under a set of holistic groups. The personalities can be classified from focused, to distracted according to the level of congruence of the attributes and groups addressed.
3. After determining the personality characteristics, a second phase of the process begins. This phase suggests another set of attributes for brands to position the characteristics on, resulting in a generalized set of guidelines for logo and communication designs.

## 5. Significance and Importance

Branding has a major role in shaping businesses economies and competitive behaviors in the marketplace. A brand personality works as a controller of its attitudes and communications, consequently, brands need to adopt methodological approaches that help to leverage their communications with customers and prospects. The significance of this paper can be stated as;

1. The rising need for new methodological approaches in branding, that is congruent with the increasing importance of branding itself in a fast-evolving competitive market.
2. Although there is abundance in scientific resources that address the subject matter of branding, yet, there is a lack in those who address its methodological and chronological sequences.

## 6. Delimitations and Scope

This research paper is bound by the subject of developing a new methodological approach for creating and visualizing brand personalities. The research is restricted to the time span of 2020-2023 in Egypt.

## 7. Research Methodology

The study adopts a descriptive approach in describing and analyzing the theoretical framework. A practical approach for a local sports accessories brand is conducted in order to verify the hypothesis.

## 8. Literature Review

Branding is about building a robust brand image in the minds of audiences and prospects in the marketplace. The main problem here is that brands have no control over the process, as images are built by people, not brands. Therefore, brands have a critical role to execute, that is, to build their own personal images, those determined by the brands themselves, and communicate them to customers, thus, hopefully, be able to generate the images desired and intended.

### 8.1. The Concept of Brand Personality

American Marketing Association (AMA) defined a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors"<sup>v</sup>. While a brand personality describes the mental exercise in personifying a brand, by asking such questions as; if the brand was a human being, what type of person would he be? And what traits is he going to entail? What adjectives would describe him? Thus, a brand can create a singular, unified and consistent voice in all its communication touchpoints.<sup>v</sup>

Brand personality isn't a new expression in businesses terminology, as the first reference to brand personality was by Atiken\* et al. in 1987. In the next decade, Aaker\* and Fournier\* asserted the important role personalities perform as brand differentiators, and how they increase the values of brands. Over the years, brand personality theory and practice continued to evolve, as brands surge for better brand-consumer communications never stopped. Aaker is the one who suggested the first sound definition of brand personality in 1997. According to Aaker; brand personality is "the set of human characteristics associated with a brand".<sup>v</sup> On the other hand, the American Marketing Association AMA defines brand personality as "the psychological nature of a particular brand as intended by its sellers".

Using personifying adjectives to describe businesses can be very helpful in deciding communication styles, wordings and visual imagery. It only takes a set of 3 to 5 words to describe the personality, and can be pared with shoer sentences to clarify the meaning.<sup>i</sup>

### 8.2. Concepts in Conjunction with Brand personality

Although branding strategies aren't new into existence, still, there is a little vagueness considering its terminology and concepts. Some concepts may overlap or intersect, others may be synonymous, therefore, a clarification of concepts needs to be done and taken into account before heading towards the suggested paradigm. The following are some concepts that are in conjunction with the concept of brand personality;

### 8.2.1. Brand Image

In his speech in front of the American Marketing Association (AMA) in 1955, David Ogilvy\* has defined a brand image as “the picture people carry around in their heads of a brand, it is the intangible sum of a product's attributes: Its name, packaging, and price, its history, its reputation, and the way it's advertised”.<sup>x</sup> In that sense, while a brand personality refers to how the brand wants to be seen, the brand image refers to how people in the marketplace actually see the brand. The two perspectives compare to the personalities of humans; “what we intend or desire, and what others see or believe.”<sup>x</sup>

Plummer\* stated that a brand personality is considered as one of the components of brand image. While Aaker associated the brand image with the brand personality as one component of the brand equity.<sup>x</sup>

### 8.2.2. Brand Positioning

In order to develop the words or adjectives used to describe brands, businesses must refer to their positioning statements and think about their key benefits. The personality must be justified accordingly, and in the same time, be accurate representation of the organization. Honesty is a critical criterion, as personality statements must match with the reality. A brand that is calmer and slower must not pretend to be fast-paced and dynamic. Brands must be transparent while searching for their positive aspirational angles.<sup>x</sup>

### 8.2.3. Brand Tone-of-Voice

Tone-of-voice can be described as the brand personality as expressed through the written word. It controls all the brand communications whether verbal or visual, in any sitting and in any medium. In order to fulfil its communicational role, tone-of-voice must be consistent and feels like it's coming from a single source. That way, tone-of-voice can offer brands a proper ‘voice’ that communicates an impression of solidity, trustworthiness and honesty to the audiences. On the other hand, an inconsistent tone of voice gives a dissonant, self-contradictory impression that readers will find discomfiting.<sup>x</sup>

### 8.2.4. Brand Tagline (Mantra)

Brand tagline (or mantra) is the promise of brand offerings being communicated via advertisements or any communication medium. In order to achieve its goal, the promise has to be clear, honest and realistic. The brand has to be committed to such promise, and never fail its audiences' trust. Brand tagline promises are trust builders and communication initiators, as they enable brands to connect emotionally with their customers. Promises differ from positioning statements as they are framed to the audience.

Brand tagline promises must be short, five words or less, catchy, engaging and easy to be memorized and remembered.<sup>x</sup> For example, FedEx's brand promise is illustrated in its advertising tagline: "Your package will get there overnight. Guaranteed", or "When it absolutely, positively has to be there overnight".

The Japanese retailer Uniqlo's tagline is "Made for All," reflecting its mission of creating stylishly simple casual clothes for all to wear. For its fruit smoothies, the U.K. company Innocent uses the tagline, "The fruit, the whole fruit, and nothing but the fruit."<sup>x</sup>



Pic. No.1, The brand tagline for FedEx.<sup>x</sup>



Pic. No.2, The brand tagline for Innocent.<sup>x</sup>

### 8.3. Examples of Brand Personas

The world market entails a multitude of brand personas that have shown profound, as well as, sustainable presence in global markets. Brands use their brand personalities as controllers of their tone-of-voice visual and verbal communications. The following examples, illustrate the relationship between personas and tone-of-voice, while demonstrating the logos as the visual equivalents of the personality attributes.

#### 8.3.1. Harley Davidson

Harley-Davidson, Inc. is an American motorcycle manufacturer founded in 1903. Harley Davidson segments people generally men that love motorcycles and tough life style. The brand addresses such audience as members of the gang. The personality traits the brand incorporates are Rebellious and disruptive. In its communications the brand adopts a gritty language, motivating people to liberate with the tagline "turning gas into noise".<sup>x</sup>



Pic. No.3,4 logo for Harley-Davidson. x x

### 8.3.2. Red Bull

Red Bull is a brand for energy drinks, created by an Austrian company named Red Bull GmbH. They segment men and young men mainly, thus, their communications come energetic and edgy, pushing people to the extreme. The brand personality is **daredevil, extreme, and outrageous**. In its communications the brand adopts edgy and energetic language, with very caffeinated tone-of-voice.<sup>x</sup>



Pic. No. 5,6 logo for Red Bull. x x

### 8.3.3. Nike

Nike is the market leader in the niche of sportswear and apparel. Nike is known to have a winner mentality that is evident in all their brand communications. Nike's brand characteristics are; **brave and determined, with a coach personality, that is encouraging, guiding, motivating**. The tagline "Just do it" is a call to action, that holds the idea of achievable success when people want it bad enough. The brand communications adopt a champion language, with a motivational tone-of-voice.<sup>x</sup>

Pic. No.7 logo for Nike.<sup>x</sup>



### 8.3.4. Coca-Cola

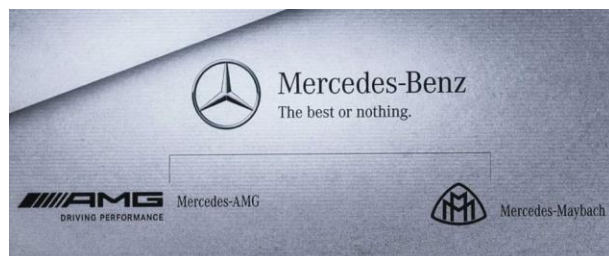
Coke has succeeded in associating its product with the meaning of happiness by aligning the brand with every happy moment in people's lives, such as; Christmas or Summer holidays. The brand characteristic traits that are evident in their advertisements and communications are happy, magical, optimistic, fun-loving and all the meanings associated with enjoyment. Coca-Cola taglines are "happiness in a bottle", "open happiness", and "a Coke and a smile". They use a joyful language with an optimistic tone-of-voice.<sup>x</sup>



Pic. No. 8 logo for Coca-Cola. <sup>x</sup>

### 8.3.5. Mercedes-Benz

Mercedes is a grand brand with refined branding strategy that communicates **superiority and exclusivity** to its customers in an articulate language with an authoritative tone-of-voice. The brand personality characteristics are of status, wealth and success. The brand also provides its customers with a sense of **achievement, encouraging them to earn the right to join their club.**<sup>x</sup>



Pic. No.9,10 logo for Mercedes-Benz.<sup>x</sup> <sup>x</sup>

### 8.3.6. Ikea

Ikea is brand that appeals to normal everyday people, and solve simple problems with no hassle. In order to communicate this to its audiences, it keeps a simple minimized looking, and uses an everyday language, with an easy tone-of-voice, and thus, communicate to its audience that the brand doesn't take itself too seriously. The brand used a tagline "The Wonderful Everyday", which elicits its personality as bright and unpretentious, who appreciates togetherness and inclusive atmosphere.<sup>x</sup>





# Long Live the Home.

Pic. No.11 logo for Ikea.<sup>x</sup>

### 8.3.7. Apple

Apple is a brand that gains the world admiration and respect as a world-changer. Apple encouraged its customers to join them on the cutting edge of the unknown, and break through boundaries of technology. The brand tagline “doing things differently” clarify the brand’s personality as innovative and creative. The brand uses a simple language with a humble tone-of-voice that always motivates people to express themselves and use their imagination to find their version of originality.<sup>x</sup>



Pic. No.12 logo for Apple.<sup>x</sup>

### 8.3.8. Dove

Dove a brand that appreciates beauty and elegance, and in the same time, encourages self-esteem in women and girls. Dove simply is a brand that demonstrates appreciation to all that is beautiful and feminine. Dove’s brand personality shows the characteristics of honesty, purity, innocence, and beauty inside-out. It embraces all things pure using a simple language, with a positive tone-of-voice. <sup>x</sup>

Pic. No.13,14 logo for Dove.<sup>x</sup>

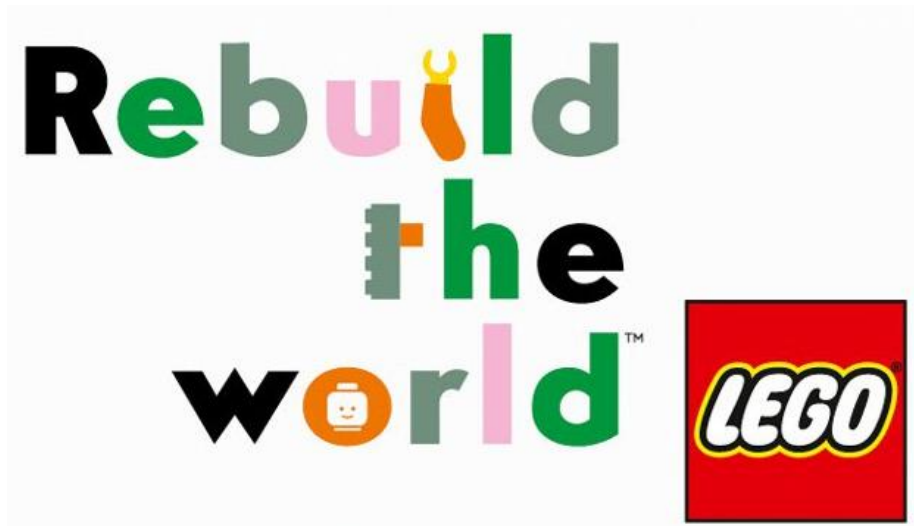
### 8.3.9. Google

Google has a motto of “Don’t be evil” that is embraced by the brand’s culture and communications. Google considers itself as a knowledge provider, but also it does more than that. Google’s brand personality characteristics are; wise, influential, and proudly geeky. “Do the right thing” is a tagline that communicates the brand desire to influence intelligence, wisdom and expertise. The brand’s language is intelligent with an expert tone-of-voice.<sup>x</sup>

Pic. No.15,16 logo for Google.<sup>x</sup> <sup>x</sup>

### 8.3.10. Lego

Lego is a traditional brand created in 1932, and faced a critical branding issue in 1998 as they lost connection with **culture** and **relevancy**. It is then that the brand acknowledged the importance of renovating itself, and to attain a new personality that is creative, original, imaginative and fun-loving. The brand is now considered one of the worlds most loved brands. The brand visual identity is characterized by simplicity, and minimalism, and elementary looks, accompanied with a youthful language in a fun-loving tone of voice.<sup>x</sup>

Pic. No.17 logo for Lego.<sup>x</sup>

### 8.3. Developing a Methodological Approach for Creating and Visualizing Brand Personalities

There is a need to develop a paradigm for creating and visualizing brand personalities, a one that follows a methodological approach, starting from the business's objectives, and on to all the brand's behaviors and communications.

#### 8.3.1. Suggested Paradigm of Branding Strategy

The researcher suggests a three-phased process that consists of; the Ascenders Asset (the Drivers), the creation of the Persona, and the Descenders Asset (the Driven).

##### 8.3.1.1. The Ascenders Asset (the Drivers) of the Persona

- 1- The suggested paradigm assumes that the branding strategy starts with stating the **Brand Objectives**; that are what the business aims to achieve on both the short-term and long-term basis.
- 2- The next two drivers are the **Brand Vision** statement; which entails the long-term objectives written in an abstract and aspirational language, and the **Brand Mission** statement; which entails the short-term objectives written in a more specified and more realistic language.
- 3- After voicing the vision and mission statements, there comes a core point that is the **Brand Positioning**; in which the brand defines the unique value it presents to its customers, and that determines its position amongst competition in the marketplace, and the **Brand Equity**; in which the brand states its financial worthiness amongst competitors in the marketplace.
- 4- The fourth driver is the **Segmentation**; in which the brand defines its customers according to the four types of segmentation;
  - Demographic Segmentation: What are the characteristics of the market segment; gender, age, social status, educational level, income, ...etc.?
  - Geographic Segmentation: Where are the audience located; urban, suburban or rural areas?
  - Behavioral Segmentation: How are the customers purchase, or what are their buying behaviors?

- **Psychographic Segmentation:** Why are customers buying, or what motivates them to purchase?

In the light of the Segmentation comes the **User Imagery**; in which the business defines the typical user attributes, which to be addressed by the step of **Targeting**; entailing the Marketing Mix, and Marketing strategy procedures.

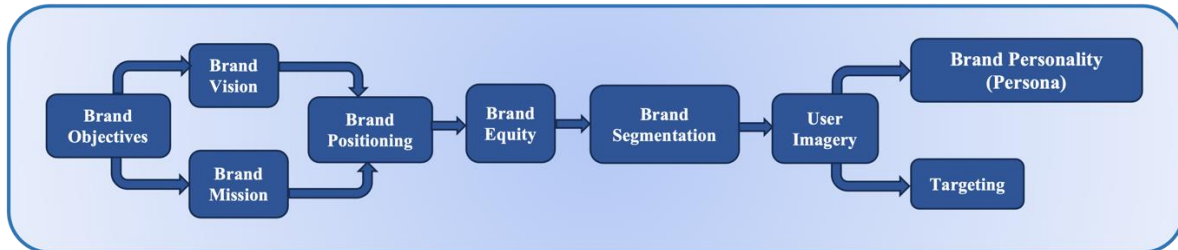


Diagram No. 1 The Ascenders Asset (the Drivers) of the Persona <sup>x</sup>

### 8.3.1.2. The Creation of the Persona

After the Ascenders Asset is complete, there comes the pivotal step of creating the **Brand Personality (the Persona)**; that is the human attributes in which the business can be described, and is suggested, by the researcher, to represent a better version of the user imagery, in the sense of, how the brand customers and prospects want to see themselves; a better father, a better employer, a better athlete...etc...

### 8.3.1.3. The Descenders Asset (the Driven)

In the light of the attributes of the Persona, brands can define:

- 1- **Brand Core Values**; those that are appealing to the audience, and congruent with the personality attributes.
- 2- **Brand Name**; a one that is matching with the persona, and appealing to the target audience.
- 3- **Brand Tone-of-Voice**; which involves the Brand Tagline (Mantra), along with all the brands verbal communications. Brands' tone of voice must be unified with a space of tolerance towards minor variations.
- 4- **Brand Visual Identity**; which controls all the brands' visual communications, and is congruent with the tone-of-voice. It starts with the logo; which is its most important visual element, besides the logo comes the Color Scheme, the Patterns, Imagery, Packaging ...etc..

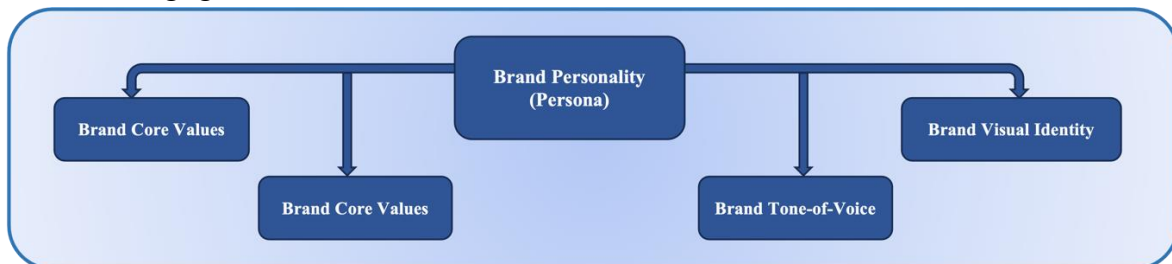


Diagram No. 2 The Descenders Asset (the Driven)<sup>x</sup>

## 8.3.2. Creating Brand Personality

In this part of the research, the researcher suggests a new paradigm for generating brand personality attributes, as they can be determined by identifying nine sets of two groups. Each group entails a multitude of relevant characteristics. Brands are to choose a set of three-to-five

maximum attributes, provided that, it is allowed to choose only one of the two groups in each set. As mentioned earlier in this research paper; deciding what attributes to be chosen relies on the user imagery of the brand, introducing audiences a better version of themselves that is likely to gain their admiration and engagement.

The 9 sets of unlikely-to-be-combined groups-of-two relevant personality attributes suggested by the researcher are as follows:

**Ordinary (Everyday Person)** ---- Not likely to be combined with ---- **Auspicious (Ranked)**

**Calm (Relaxed)** ---- Not likely to be combined with ---- **Adventurous (Heroic)**

**Ethical (Restricted by Morals or Religion)** ---- Not likely to be combined with ---- **Creative (Free-Spirited)**

**Historic (Oldy)** ---- Not likely to be combined with ---- **Avant-guard (New)**

**Sympathetic (passionate)** ---- Not likely to be combined with ---- **Appealing (Liked by others)**

**Dexterous (Brained)** ---- Not likely to be combined with ---- **Athletic (Masculine)**

**Naturistic (Nature Oriented)** ---- Not likely to be combined with ---- **Achiever (Mission Oriented)**

**Cheerful (Silent Emotions)** ---- Not likely to be combined with ---- **Expressive (Vocal Responses)**

**Care Giver (Team Member)** ---- Not likely to be combined with ---- **Coach (Team Leader or Mentor)**

In the light of this paradigm; brand personalities can be classified into four groups, as:

- **Focused Brand Personas;** In which a brand can choose attributes from only one group of the 18 suggested.
- **Semi-focused Brand Personas:** In which a brand can choose attributes from two different groups of the 18 suggested, provided that it doesn't combine any, not likely to be combined groups.
- **Barely-focused Brand Personas;** In which a brand can choose attributes from three different groups of the 18 suggested, provided that it doesn't combine any, not likely to be combined groups.
- **Distracted Brand Personas;** In which a brand can choose attributes from two or three groups of the 18 suggested, while combining attributes from the not likely to be combined groups.

After choosing the three-to-five sets, brands will have to choose their attribute from each set. The groups of relevant attributes are as follows:

#### 8.3.2.1. Ordinary (Everyday Person)

This type of persona is more relevant to brands that seek to appeal to ordinary people, with affordable prices and day-to-day marketing performances.

List of attributes: Apprehensible, Approachable, Average, Clean, Clear, Congenial, Demure, Domestic, Easygoing, Elementary, Familial, Familiar, Feminine, Feminist, Fraternal, Friendly, Girlish, Homebound, Homey, Hospitable, Immigrant, Kin, Lady, Ladylike, Learner, Low-risk, Malleable, Minimal, Moderate, Modest, Native, Nearby, Neighborly, Normal, Obtainable, People Person, Reachable, Realistic, Simplistic, Team Player, Thrifty, Uncomplicated, **Unpretentious**, Wiely, Woman, Young, Youngster, Youthful.

#### 8.3.2.2. Auspicious (Ranked)

This type of persona is more relevant to brands that seek to appeal to propitious people, those who own money, prestige, or higher academic educational degrees, with primum prices and more specified marketing performances.

List of attributes: Affluent, Aristocratic, Auspicious, Authoritative, Baronial, Classy, Commendable, Dignified, Esteemed, Exclusive, Fabled, Famed, Famous, Featured, First-class, Five-star, Heightened, Heir, High-class, High-profile, High-quality, High-spirited, Iconic, Idol,

Immortal, Immune, Important, Invaluable, Jackpot-winner, Kingly, Large, Laudable, Laureate, Lavish, Lucky, Luxe, Luxurious, Majestic, Med, Megastar, Memorable, Meritorious, Mogul, Niche, Nominated, Notable, Number one, Official, Omnipresent, Opulent, Organizational, Peerless, Pompous, Popular, Posh, Powerful, Praiseworthy, Precious, Premier, Premium, Preponderant, Prestigious, Privileged, Prizewinner, Prominent, Propitious, Proud, Queenlike, Recognizable, Regardable, Relevant, Reliable, Remarkable, Renowned, Reputable, Respectable, Resurgent, Reverent, Rich, Royal, Senior, Significant, Solid, Star, Star-spangled, Stately, **Status**, Substantial, **Successful**, Sumptuous, Superabundant, Superior, Supreme, Titleholder, Top-class, Top-level, Top-quality, Unchallengeable, Validated, Valuable, Venerable, Verified, Victorious, Wealthy, Well-earned, Well-known, Well-regarded, Winner, Worthy, Zillionaire.

#### 8.3.2.3. Calm (Relaxed)

This type of persona is more relevant to brands with products and services aiming to make people's lives comfier and more relaxed, such as beauty and health-care products, also, spas and remote resorts.

List of attributes: Balanced, blithe, bohemian, Breezy, Calm, Carefree, Casual, Comforting, Comfy, Convivial, Cool-headed, Extravagant, Hypnotic, Imperturbable, Laid-back, Leisure, Meditating, Meek, Nonchalant, Pacifist, Peaceful, Peacekeeper, Peacemaker, Placable, Poised, Quiet, Relaxed, Reserved, Restful, Safe, Secretive, Secure, Serene, Settled, Snug, Stable, Staid, Stoical, Sybaritic, Symbolic, Talkative, Thinker, Tranquil, Unaffected, Unafraid, Unassailable, Unassuming, Unburdened, Undisturbed, Unencumbered, Well-balanced.

#### 8.3.2.4. Adventurous (Heroic)

This type of persona is more relevant to brands with energetic products and services, such as sports apparel companies, racing equipment, and all brands that address young-male audiences.

List of attributes: Adventurous, Brave, Brisk, Brave, Broad, Challenging, Courageous, Curious, **Daredevil**, Daring, Dauntless, Defender, Defiant, Discoverer, Disruptive, Dynamic, Energetic, Explorer, Extreme, Fear-free, Free, Free-spirited, Free-thinking, Fresh, Gallant, Gutsy, Hero, Heroic, Incontestable, Incontrovertible, Indisputable, Indomitable, Intrepid, Invincible, Journeyer, Kinetic, Knightly, Legendary, Limitless, Lionhearted, Lively, Mighty, Mobile, **Outrageous**, Patriotic, Predominant, Pre-eminent, Protagonist, Rebellious, Risk-taker, Spontaneous, Steely, Superhero, Survival, Tough, Triumphant, Unbeatable, Unbreakable, Undaunted, Undeclared, Undiminished, Undisputable, Valiant, Valorous, Venturesome, Wandering, Warrior.

#### 8.3.2.5. Ethical (Restricted by Morals or Religion)

This type of persona is more relevant to brands that seek to appeal to people's emotions, no matter what their products are. Any brand can utilize ethical branding, specially to gain the trust of moral-driven, and religious audiences.

List of attributes: Angelic, Bashful, Beatific, Beautiful Inside-Out, Believer, Biodynamic, Blunt, Bonafede, Candor, Charitable, Chaste, Chivalrous, Consistent, Courteous, Credible, Cute, Decent, Decorous, Dedicated, Dewy, Donor, Dovelike, Dreamy, Empowering, Equitable, Ethical, Fair, Fair-minded, Faithful, Faultless, Finely, Forthright, Frank, Genteel, Gentle, Good-natured, Gracious, Godly, Good-hearted, Good-natured, Great-hearted, Harmless, Heavenly, Heavenward, Holy, Honest, Honest-to-goodness, Honorable, Humanist, Humble, Ideal,

Idealistic, Immaculate, Impeccable, Incorrupt, Incorruptible, Infallible, Innocent, Irrefutable, Irreproachable, Juvenile, Kid, Kid-friendly, Kid-like, Law-abiding, Lawful, Legitimate, Liberal, Lofty, Mannered, Messianic, Mild-mannered, Moralistic, Nestling, Neutral, Noble, Nobly, Non-toxic, Non-violent, Normative, Open, Pious, Polite, Principled, Pure, Reformatory, Religious, Rightful, Righteous, Romanticist, Sanctimonious, Saintlike, Salvationist, Stalwart, Staunch, Steadfast, Straightforward, Tactful, Theological, Transparent, Translucent, Trustful, Trustworthy, Trusty, Truthful, Unbiased, Unblemished, Uncorrupted, Veracious, Well-behaved, Well-intentioned, Well-mannered, Work-ethical, Worshipper, Zealot.

#### 8.3.2.6. Creative (Free-Spirited)

This type of persona is more relevant to brands with high tech products, design agencies, and similar industries.

List of attributes: Artful, Authentic, Bizarre, Boundless, Brilliant, Clairvoyant, Craftsperson, Creative, Distinctive, Diversified, Epic, Epicure, Esthetic, Exceptional, Extraordinary, Fanciful, Gastronomer, **Geeky**, Genius, Genuine, Gifted, Handy, Harmonic, Harmonious, Hipster, Imaginative, Improviser, Independent, Individualistic, Ingenious, Inimitable, Innovative, Insightful, Inspirational, Instantaneous, Instinctive, Intellectual, Intelligent, Intelligible, Intuitive, Inventive, Irrepressible, Kooky, Lyrical, Magical, Magician, Maverick, Melodies, Musician, Nerdy, Nocturnal, Nonpareil, Novel, Original, Originative, Path-breaker, Phenomenal, Pioneering, Poetic, Quester, Quirky, Revolutionary, Standout, Surrealistic, Symphonious, Talented, Tasteful, Trailblazing, Uncommon, Unconfined, Unconventional, Unequaled, Veritable, Visionist, Whimsical, Winged, Wizard, Young-blood.

#### 8.3.2.7. Historic (Oldy)

This type of persona is more relevant to brands with legacies and historical backgrounds, or those who are aiming to convey such image.

List of attributes: Antique, Classic, Historic, Long-awaited, Long-established, Long-lasting, Long-standing, Nostalgic, Old-fashioned, Reactionary, Renovative, Revalidating, Revivalist, Rooted, Timeless, Withstander.

#### 8.3.2.8. Avant-guard (New)

This type of persona is more relevant to brands with fashionable products, and those who want to look like cutting-edged or historically detached.

List of attributes: Ahead, Avant-guard, Civilized, Contemporary, Current, Cutting-edge, Enlightened, Futuristic, Modern, Modernistic, Neo, Newfangled, New-fashioned, Progressive, Technological, Zeitgeist.

#### 8.3.2.9. Sympathetic (passionate)

This type of persona is more relevant to brands that seek to appeal to people's emotions while gaining their hearts, no matter what their products are. Showing passion and affection is more appealing to feminine and younger-aged audiences.

List of attributes: Advocate, Affable, Affectionate, Appreciative, Benefactor, Beneficial, Benevolent, Benign, Bighearted, Booster, Bounteous, Candid, Caring, Clement, Commiserative, Compassionate, Considerate, Cozy, Devoted, Devotee, Doting, Dramatic, Effusing, Fervent, Heart-to-heart, Impassioned, Incandescent, Infatuated, Intimate, Inviting, Kind, Kind-hearted, Kind-spirited, Lenient, Loyal, Magnanimous, Maternal, Mellow, Merciful, Nice, Open-hearted, Outgoing, Overexcited, Overwhelming, Passionate, Permissive, Rapt, Raring, Respectful, Romantic, Selfless, Sentimental, Sincere, Soft-hearted, Sympathetic, Sympathizer, Tender, Tenderhearted, Thankful,



Thoughtful, Tolerant, True-hearted, Verve, Vibrant, Vigorous, Vital, Vivacious, Vivid, Warm, Warm-blooded, Warm-hearted, Welcoming, Wholehearted, Willing, Xenophile, Young-at-heart, Zealful, Zestful, Zippy.

### 8.3.2.10. Appealing (Liked by others)

This type of persona is more relevant to brands with magnified self-images, especially in the fields of beauty and fashion enterprises.

List of attributes: Admirable, Adorable, Alluring, Amazing, Appealing, Astonishing, Attractive, Bedazzling, Braw, Breathtaking, Captivating, Charismatic, Charming, Comely, Conspicuous, Crowd-puller, Dandy, Dapper, Dazzling, Debonair, Delectable, Delightful, Dumbfounding, Elegant, Enchanting, Enterprising, Enthralling, Ethereal, Exquisite, Fab, Fabulous, Fantabulous, Fantastic, Fascinating, Fashionable, Fave, Favorable, Fine-looking, Fragrant, Glamorous, Glamorous, Glorious, Good-looking, Gorgeous, Graceful, Impressive, Incisive, Incomparable, Incredible, Interesting, Intriguing, Irradiant, Irresistible, Kempt, Light-footed, Likable, Loveable, Lovely, Lovesome, Lucent, Luscious, Magnificent, Marvelous, Matchless, Mesmerizing, Mind-blowing, Miraculous, Modish, Mystical, Natty, Nice-looking, Noticeable, Ornamental, Out of This World, Outstanding, Paradisiac, Personable, Photogenic, Polished, Presentable, Pretty, Pulchritudinous, Ravishing, Refulgent, Resplendent, Seductive, Sexy, Snazzy, Spectacular, Spellbinding, Spiffy, Splendent, Stellar, Supernal, Svelte, Swanky, Sweet, Terrific, Tidy, Unbelievable, Well-dressed, Willowy, Winsome, Wonderful, Wondrous, Young-looking.

### 8.3.2.11. Dexterous (Brained)

This type of persona is more relevant to brands that gained marketplace trust as precise and efficient, a trust, upon which, they pride themselves.

List of attributes: Abiding, Alert, Brainy, Calculating, Caliber, Canny, Capable, Capacious-minded, Clear-headed, Clever, Cognizable, Coherent, Competent, Comprehensive, Confident, Conscious, Consummate, Credential, Cultured, Deep, Definite, Deft, Dependable, Developed, Dexterous, Diplomatic, Disciplined, Discreet, Downy, Earnest, Educated, Elaborate, Elevated, Eminent, Encompassing, Evolved, Exact, Exalted, Excel, Excellent, Experienced, Expert, Extensive, Fathomless, Focused, Forceful, Foresighted, Global, Global-Citizen, Gourmet, Groovy, Guaranteed, High-caliber, High-minded, High-tech, Industrious, Intense, Irreplaceable, Jaunty, Keen, Knowledgeable, Logical, Lucid, Mature, Maven, Methodical, Meticulous, Mindful, Multidimensional, Multidisciplined, Multifaceted, Multitasked, Neat, Neat-handed, Nifty, Nimble, Noetic, Observant, Omniscient, Omniscient, Orderly, Organized, Outstrip, Out-thinker, Perceptive, Perfect, Perspicacious, Philosophical, Picky, Precise, Prepared, Prescient, Prodigious, Professional, Proficient, Profound, Qualified, Quick-minded, Quick-sighted, Quick-thinker, Rational, Realizer, Reasonable, Renascent, Rigorous, Sage, Sane, Sapient, Scholar, Scientific, Scintillate, Scrupulous, Selective, Self-assured, Self-confident, Self-conscious, Self-directed, Self-disciplined, Self-reliant, Self-respect, Self-satisfied, Sensational, Sharp-witted, Shrewd, Skeptical, Skillful, Smart, Snappy, Solemn, Sophisticated, Specialist, Statistical, Successful, Sufficient, Superb, Thorough-paced, Thriving, Ultraprecise, Versatile, Versed, Veteran, Vigilant, Watchful, Well-educated, Well-grounded, Well-informed, Wise, Witty, Wiz, Wowing.

### 8.3.2.12. Athletic (Masculine)

This type of persona is more relevant to brands with athletic products and services, such as sports clubs, apparel and accessories. Masculine personas appeal the most to male audiences.

List of attributes: Bold, Champion, Conqueror, Fortified, Gargantuan, Good-health, Healthy, Hefty, Hygienic, Limber, Lithe, Manly, Masculine, Medalist, Muscular, Olympian, Robust, Sportive, Stout.

### 8.3.2.13. Naturistic (Nature Oriented)

This type of persona is more relevant to brands with eco-friendly products, or otherwise, eco-friendly manufacturing approaches. Naturistic branding can also appeal to brands in the fields of organic foods or gardening and landscape designs. It can also work for any brand that claims to be customer-focused, as this conveys meanings of social responsibility and care for people and the earth's wellbeing.

List of attributes: Bucolic, Conservationists, Eco-friendly, Economical, Environmental, Green, Environmentalist, Natural, Naturistic, Organic, Rustic, Sustainable, Zoologist.

### 8.3.2.14. Achiever (Mission Oriented)

This type of persona is relevant to a multitude of brands, as achieving is a globally-shared demand, especially if a brand doesn't have a solid attribute to revolve-around in their branding endeavors. At last; who doesn't want to be viewed as an achiever?

List of attributes: Active, Achiever, Ambitious, Ardent, Articulate, Aspiring, Attentive, Bestseller, Booming, Budding, Bullish, Burgeon, Competitive, Conscientious, Decisive, Determined, Devious, Diligent, Doer, Dutiful, Effective, Efficient, Expedient, Exponential, Evergreen, Factual, Fast-growing, Firm, Flowering, Founder, Frugal, Functional, Game-changer, Geeky, Gritty, Hyper-focused, Hyperactive, Investor, Judicious, Maximal, Meteoric, Mission-driven, Mission-oriented, Motivated, Motivating, Never-failing, Objective, Operative, Oriented, Outperforming, Overachiever, Overactive, Overtake, Perfectionist, Perseverant, Persistent, Practical, Pragmatic, Proactive, Problem-solver, Productive, Profitable, Prolific, Prosperous, Prudent, Punctilious, Purpose-driven, Purposeful, Relentless, Resilient, Resolute, Responsible, Rugged, Sensible, Sequacious, Serious, Single-minded, Speedy, Strategic, Systematic, Tenacious, Overachiever, Overactive, Tireless, Troubleshooter, Will-powered, Wily, Yielding.

### 8.3.2.15. Cheerful (Silent Emotions)

This type of persona is more relevant to brands that have a younger clientele-base, and that provide up-lifting products and services, such as gaming and entertainment supplies.

List of attributes: Amusing, Blissful, Boisterous, **Bright**, Buoyant, Cheerful, Crowd-pleaser, Cushy, Ebullient, Elated, Engaging, Enjoyable, Euphoric, Exciting, Exhilarating, Exuberant, Frolic, Fun-loving, Funny, Gleeful, Happy, Heartwarming, Hilarious, Hopeful, Humorous, Idyllic, Jazzed, Jocular, Jolly, Jovial, Joyful, Joyous, Jubilant, Light-hearted, Liven-up, Magical, Mellifluous, Merry, Merrymaking, Mirthful, Optimistic, Overjoying, Peppy, Perky, Playful, Pleasant, Pleasurable, Positive, Radiant, Rapturous, Rejoiced, Risible, Rollicking, Sanguine, Smiley, Spirited, Spunky, Stoked, Synergetic, Thrilled.

### 8.3.2.16. Expressive (Vocal Responses)

This type of persona is more relevant to brands that want to build profound rapports with their audiences. Expressive branding doesn't focus on the product or the service offered, but rather, on the communications, whether verbal or visual, that fuels customers' loyalty.

List of attributes: Explicit, Expressive, Extroverted, Interactive, Interconnected, Loquacious, Magniloquent, Miscellaneous, Orator, Outspoken, Overt, Perspicuous, Persuasive, Pithy,

Plausible, Responsive, Rhapsodist, Sarcastic, Social, Subtle, Unambiguous, Vocal, Well-spoken, Wordsmith.

### 8.3.2.17. Care Giver (Team Member)

This type of persona is more relevant to brands who seek to gain customers' trust and fidelity on the basis of its role as a care giver and supporter, being the always-attending consultant helps such brands being as close as possible to their audiences' hearts and minds.

List of attributes: Cohesive, Collaborator, Collective, Committed, Communicative, Companionable, Contributor, Cooperative, Empathetic, Encouraging, Entertainer, Forthcoming, Generous, Genial, Giver, Godsend, Gracious, Guarantor, Healer, Harkener, Heartened, Heedful, Helper, Helpful, Icebreaker, Incentive, Indulgent, Invigorating, Keeper, Lifesaver, Mediator, Medical, Motherly, Nonprofit, Nurturing, Open-handed, Overflowing, Parental, Participative, Paternal, Philanthropist, Philoprogenitive, Populist, Protective, Reassuring, Remedial, Sacrificial, Savior, Sharing, Solicitous, Supportive, Therapist, Understanding, Voluntary.

### 8.3.2.18. Coach (Team Leader or Mentor)

This type of persona is more relevant to brands that seek to change perceptions, such as community-awakening and awareness- spreading. It can also be utilized by brands that seek to gain customers' trust, while keeping a distance in order to preserve respect.

List of attributes: Chief, Coach, Coadjutor, Consultant, Counselor, Custodian, Governing, Guardian, Guiding, Guru, Hegemonic, Impactful, Influential, Instructor, Key, Leader, Maestro, Masterful, Mentor, Mind-bending, Motivator, Pivotal, Provocative, Role-model, Shepherd, Spearhead, Teacher, Team Leader, Thought-provoking, Trainer.

### 8.3.3. Visualizing Brand Personality

After settling on the brand personality attributes, brands shall move forward to the second phase in which the attributes are to be visualized, in order to, be communicated. The most explicitly used element in brands' corporate identities is the logo, from email signatures to letterheads, advertising and everything in between. Logos play two main roles for brands; the first role is to **communicate** brands' true essences and core values, and the second is to **differentiate** a brand over its competitors. In that sense, logos must reflect what brands stand for, and be expressive of their personalities.

In this phase the researcher suggests a group of nine two-attributed sets for visual measures to be considered in logo designs, in order to visualize the personality created, only to choose one of each two. In order to suggest the visual guidelines for logo designs, brands need to address their personalities attributes paradigm, therefore, apply visualizing process as follows; p.s. those guidelines are not obligating, but rather, suggested.

List of visualization attributes: (Minimal/ Detailed), (Contoured/ Filled), (Organic/ Geometric), (Elongated/ Wide), (Fine/ Bold), (Light/ Heavy), (Cultured/ Radical), (Abstract/ Narrative), (Curved / Angled).

In the following paragraphs the researcher explores the visual attributes of each personality suggested, accompanied with examples of global brands' logos. The approach here is driven from those already-existing widely-acknowledged logo visual attributes, as being widely accepted might reflect on audiences' perceptions of similar logos.

**8.3.3.1. Ordinary (Everyday Person)**

List of visualization attributes: Minimal, Filled, Geometric, Wide, Bold, Heavy, Radical, Abstract, Curved.

**8.3.3.2. Auspicious (Ranked)**

List of visualization attributes: Detailed, Contoured, Geometric, Elongated, Fine, Light, Cultured, Narrative, Angled.

**8.3.3.3. Calm (Relaxed)**

List of visualization attributes: Minimal, Filled, Organic, Elongated, Fine, Light, Radical, Abstract, Curved.

**8.3.3.4. Adventurous (Heroic)**

List of visualization attributes: Minimal, Filled, Geometric, Wide, Bold, Heavy, Radical, Abstract, Angled.

**8.3.3.5. Ethical (Restricted by Morals or Religion)**

List of visualization attributes: Minimal, Contoured, Geometric, Wide, Fine, Light, Radical, Abstract, Angled.

**8.3.3.6. Creative (Free-Spirited)**

List of visualization attributes: Minimal, Filled, Geometric, Elongated, Bold, Heavy, Radical, Abstract, Curved.

**8.3.3.7. Historic (Oldy)**

List of visualization attributes: Detailed, Filled, Geometric, Elongated, Fine, Heavy, Cultured, Narrative, Angled.



**8.3.3.8. Avant-guard (New)**List of visualization attributes:

Minimal, Contoured, Geometric,  
Elongated, Fine, Light, Radical, Abstract,  
Angled.



LOUIS VUITTON

1

**8.3.3.9. Sympathetic (passionate)**List of visualization attributes:

Minimal, Filled, Organic, Wide, Bold,  
Heavy, Radical, Abstract, Curved.



1

**8.3.3.10. Appealing (Liked by others)**List of visualization attributes:

Minimal, Contoured, Organic, Elongated,  
Fine, Light, Radical, Abstract, Curved.

VICTORIA'S  
SECRET

1

**8.3.3.11. Dexterous (Brained)**List of visualization attributes:

Minimal, Contoured, Geometric,  
Elongated, Fine, Light, Radical, Abstract,  
Angled.



Mercedes-Benz

1

**8.3.3.12. Athletic (Masculine)**List of visualization attributes:

Minimal, Filled, Geometric, Wide, Bold,  
Heavy, Radical, Abstract, Angled.

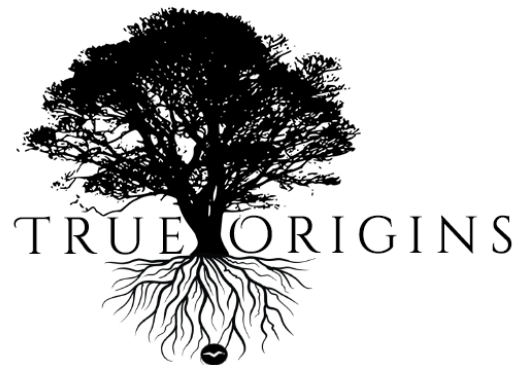


adidas

1

**8.3.3.13. Naturistic (Nature Oriented)**

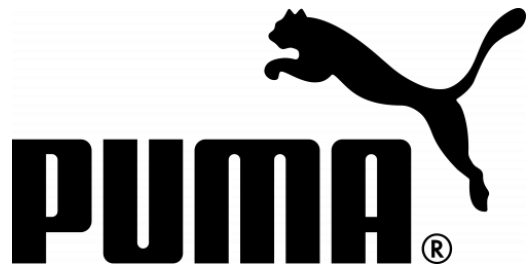
List of visualization attributes: Detailed, Filled, Organic, Wide, Fine, Light, Radical, Narrative, Curved.



1

**8.3.3.14. Achiever (Mission Oriented)**

List of visualization attributes: Minimal, Filled, Geometric, Wide, Bold, Heavy, Radical, Narrative, Angled.



1

**8.3.3.15. Cheerful (Silent Emotions)**

List of visualization attributes: Minimal, Contoured, Organic, Wide, Bold, Light, Radical, Abstract, Curved.



1

**8.3.3.16. Expressive (Vocal Responses)**

List of visualization attributes: Detailed, Filled, Organic, Elongated, Fine, Heavy, Cultured, Narrative, Curved.



1

**8.3.3.17. Care Giver (Team Member)**

List of visualization attributes: Minimal, Contoured, Organic, Wide, Fine, Light, Radical, Abstract, Curved.



1

### 8.3.3.18. Coach (Team Leader or Mentor)

List of visualization attributes:  
Minimal, Filled, Geometric, Wide, Bold,  
Heavy, Radical, Abstract, Angled.



1

## 8.4. Practical Study

### (Creating and Visualizing Personality for DJ

#### An Egyptian brand for Training Accessories)

According to DJ Training Accessories brand book; sports apparel market has an equity of 4 billion Egyptian pounds, with an annual growth rate of 7%, and an expected global growth of 4.5% between 2022-2027. The number of governmental clubs in Egypt is 196 clubs, with 3191 sport teams. The number of private clubs is 595 clubs, with 14.879 sports teams. The number of youth centers is 4449 centers, with 37.239 teams.

DJ Training Accessories was founded in 2018, by a textile designer called Doaa Khalil. The brand teamwork includes; engineers, developers, designers, and athletes.



### Brand Logo

The brand logo type is a monogram or initial letters, D for Doaa Khalil, J for Mohamed Jaafar who is specialized in sports.



### 8.4.1. Suggested Paradigm of Branding Strategy

#### 8.4.1.1. The Ascenders Asset (the Drivers) of the Persona

##### Brand Objective

Long-term Objective: To be a leader brand in local and regional markets of sports apparels and accessories.

Short-term Objective: To be a trusted supporter in the Egyptian market of sports apparels and accessories.



**Brand Vision Statement:** An Egyptian brand with Egyptian materials and by Egyptian hands, providing a variety of sports apparels and accessories.

**Brand Mission Statement:** A trusted supporter that sustainably provide products, 2 months before every competition.

**Brand Positioning:** A local brand that promises its customers of:

- Sound quality
- Good Price
- Consistent providing of products with no ups and downs in quality or price.

**Brand Equity:** A brand with fair prices that are approachable and much less priced than global brands' products.

**Segmentation:**

**Demographic Segmentation:** Parents, mostly mothers, ages ranging between 25 and 45, moderate social class (B), Moderate wages, and high and middle academic education.

**Geographic Segmentation:** Mainly located in Cairo, and Alexandria.

**Behavioral Segmentation:** Customers that are used to purchase sports apparels every sports competition, and keeps buying during trainings.

**Psychographic Segmentation:** Customers buy in response to their needs to feel good about themselves, their paternal and maternal emotions control their purchasing behaviors.

#### 8.4.1.2. The Creation and visualization of Personas

The researcher chose to address the brand with 7 different focused personas, that are; auspicious, creative, sympathetic, naturistic, achiever, expressive, and coach or leader. The researcher suggested the personas as appealing to the market segment, or better versions of the customers themselves.

The suggested personas, as well as, experiments of their visualizations are exhibited in the next pages. The practical study showcases the creation of the persona; by stating the main category and listing three attributes under it; focused persona. Then comes the personality visualization; by listing nine visual attributes to be taken into account while designing and selecting the logo. The practical study also showcases an exemplified logo visualization suggested by the researcher besides each personality attribute.

### 8.4.1. Persona No. 1 (Auspicious)

By addressing this persona, the brand is communicating its positioning as industry-leader, a one that athletes can rely on, and feel safe with. This also reflects the sense of having a remarkable clientele base, and that can appeal to customers who seek to feel distinguished and auspicious.

#### 8.4.1.1. Creation

Auspicious (Ranked): Esteemed, Reliable, Worthy.

#### 8.4.1.2. Visualization

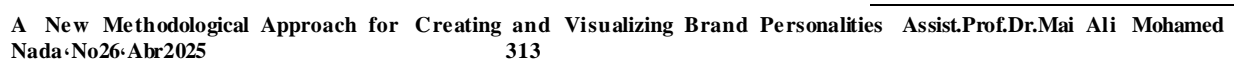
List of visualization attributes: Detailed, Contoured, Geometric, Elongated, Fine, Light, Cultured, Narrative, Angled.



By addressing this persona, the brand is introducing itself as creative and innovative, and that would also reflect on its customers image in a similar way. By promising its customers of creativity, the brand can preserve their alliance and preference when in competition, hopefully over time, that will result in generating a unique brand-customer rapport.

Creative: Authentic, Independent, Visionist

List of visualization attributes: Minimal, Filled, Geometric, Elongated, Bold, Heavy, Radical, Abstract, Curved.



### 8.4.3. Persona No. 3 (Sympathetic)

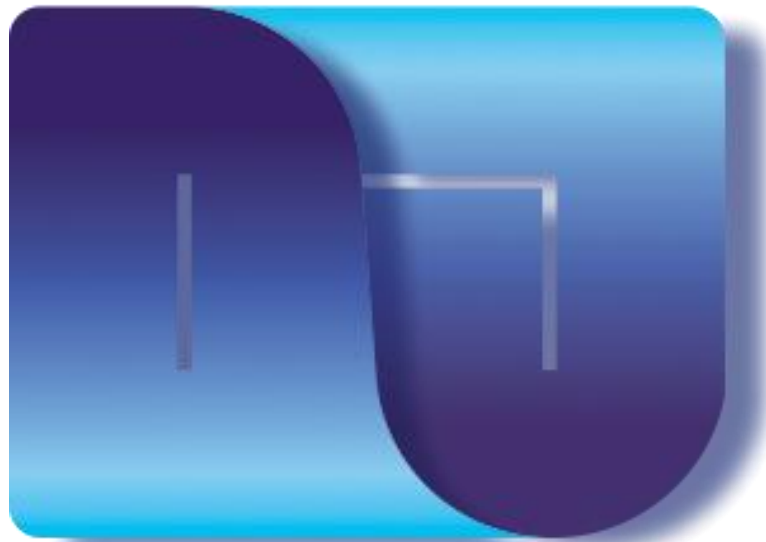
By addressing this persona, the brand is demonstrating passion and affection towards its customers, generating a bond that is governed by sincerity and loyalty more than anything else. That type of bond can enhance the way the brand is perceived in the market, especially when appealing to female audiences; whether athlete female players, or perhaps, mothers.

#### 8.4.3.1. Creation

Sympathetic (passionate):  
Caring, Thoughtful, Welcoming

#### 8.4.3.2. Visualization

List of visualization attributes: Minimal, Filled, Organic, Wide, Bold, Heavy, Radical, Abstract, Curved.



#### 8.4.4. Persona No. 4 (Naturistic)

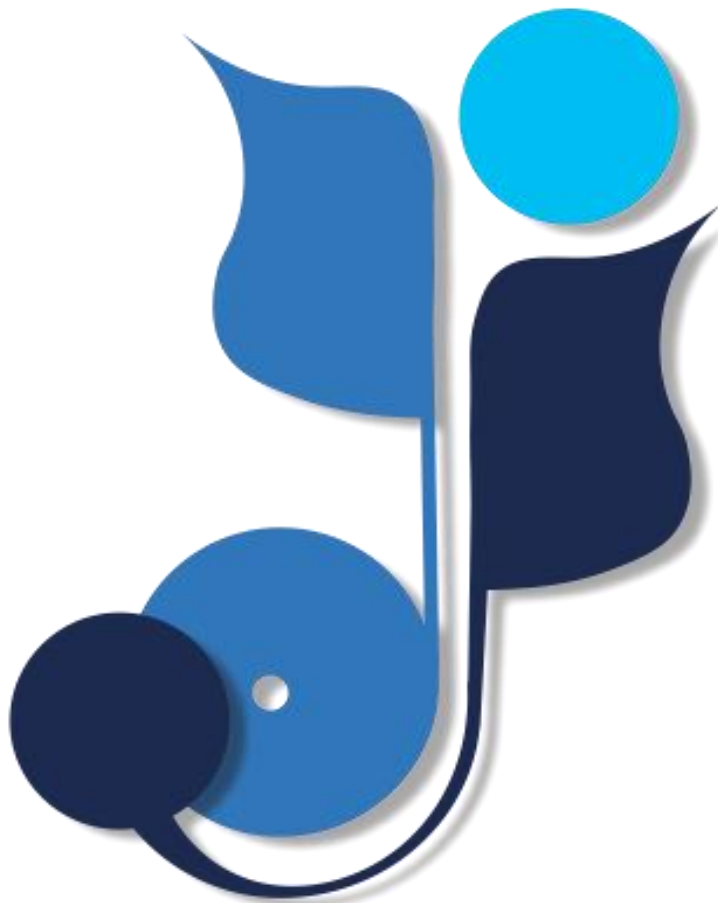
By addressing this persona, the brand is aligning itself to a case that possesses a global acceptance, and is related with the wellbeing of people, which is also the main concern of sports, and this is how the bond is planted. In the matter of fact, any brand can adopt the naturistic persona, as it works well in every situation, Nike Sustainability approach sets a good example for a sports brand with naturistic branding approach.

##### 8.4.4.1. Creation

Naturistic (Nature Oriented): Eco-friendly, Economical, Environmental

##### 8.4.4.2. Visualization

List of visualization attributes: Detailed, Filled, Organic, Elongated, Fine, Light, Radical, Narrative, Curved.





### 8.4.5. Persona No. 5 (Achiever)

By addressing this persona, the brand is adopting the personality of an achiever, representing a reference image for its customers, as young sports people with high ambitions to achieve medals and cups, along with advanced positions in sports classifications.

#### 8.4.5.1. Creation

Achiever (Mission Oriented): Problem-solver, Relentless, Resilient

#### 8.4.5.2. Visualization

List of visualization attributes: Minimal, Filled, Geometric, Wide, Bold, Heavy, Radical, Narrative, Angled.



### 8.4.6. Persona No. 6 (Expressive)

By addressing this persona, the brand is priding its communicational capabilities, with no need to focus on the products, but rather, on the heart-warming brand-customer rapport. Being expressive, means being supportive, clear and socially responsible; a type of personality that is highly required for a sports team.

#### 8.4.6.1. Creation

Expressive (Vocal Responses):

Extroverted, Social, Unambiguous

#### 8.4.6.2. Visualization

List of visualization attributes: Detailed, Filled, Organic, Elongated, Fine, Heavy, Cultured, Narrative, Curved.





### 8.4.7. Persona No. 7 (Coach)

By addressing this persona, the brand is aligning itself with the sports team, as a coach and team leader. This type of persona can be enormously needed and admired, especially during competitions and significant encounters. Demonstrating a coach persona can pave the way for the brand to occupy a special position in the marketplace of sports accessories.

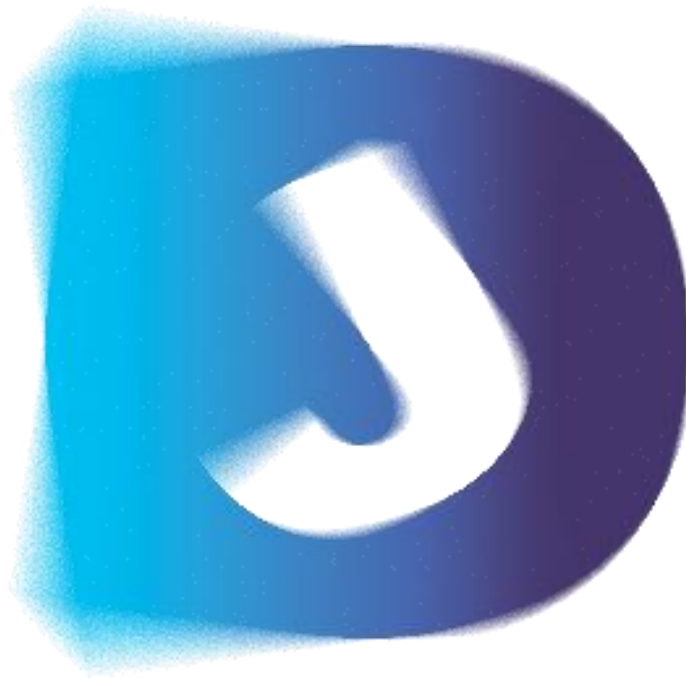
#### 8.4.7.1. Creation

Coach (Team Leader or Mentor):

Coach, Team Leader, Trainer

#### 8.4.7.2. Visualization

List of visualization attributes: Minimal, Filled, Geometric, Wide, Bold, Heavy, Radical, Abstract, Angled.



## 9. Conclusion

The research conclusions are as follows;

- A brand personality represents the climax of the brand strategy curve, proceeded by the ascenders' asset (the drivers; including the objectives, vision and mission statements, positioning, segmentation, and user imagery), and followed by the descenders' asset (the driven; including the core values, name, tone-of-voice, and visual identity).
- According to the researcher; brand personalities vary between focused, semi-focused, barely-focused, and distracted, according to the groups from which the personality attributes were chosen.
- Focused brand personalities are more likely to preserve a unified and consistent tone-of-voice through all brand communications.
- The suggested brand persona paradigm offers brands a chance to create and visualize brand personalities via a stipulated methodological approach. That would increase the chances for successfully achieving the objectives.
- The researcher suggests that a brand personality attributes, in order to be liked and followed by audiences, should convey to them a better version of themselves, or rather, a better version of the brand user imagery.

## 10. Recommendations

The paper recommends further researches to be conducted shading the light on the structural construction of brand building strategies, with more focus on the mutual relationships between branding various elements and concepts.

The research also recommends further models to be suggested in order to enrich brands with various paradigms to be addressed in their pursue for more competitive brand personalities.

## 11. References

### 11.1. Books

1. Albrighton, Tom: The ABC of Copywriting, ABC Business Communications Ltd, UK, 2013.
2. Baeva, Daniela Yassenova: Strong Brands; How Brand Strategy and Brand Communication Contribute to Build Brand Equity (The Case of Navigator), Master Thesis in Marketing, Faculty of Economy, Univ. of Coimbra, May, 2011.
3. Kaputa, Catherine: Breakthrough branding: How smart entrepreneurs and intrapreneurs transform a small idea into a big brand, Nicholas Brealey Publishing, UK, USA, 2012.

### 11.2. Researches

1. Brand personality; Current insights and future research directions: Calderón-Fajardo, Víctor et al., Journal of Business Research, Volume 166, November 2023, 114062, <https://www.sciencedirect.com/science/article>.
2. Dimensions of Brand Image; A Conceptual Review from the Perspective of Brand Communication: Wijaya, Bambang Sukma, European Journal of Business and Management, SSN 2222-1905 (Paper) ISSN 2222-2839 (Online), Vol.5, No.31, 2013.
3. The Four Basic Elements of Brand Strategy: Stevenson, Ché (editor), Insights; By Creative Revolution, Issue No. 4, March, 2017, USA.

### 11.3. Websites

1. Maryamminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.

#### 11.4. Photo References:

1. Animatevabg: <https://mktoolboxsuite.com/apple-mission-statement/2023>, last visited; 30, 11, 2023.
2. Brewer, Jenny: <https://www.itsnicethat.com/articles/lego-rebuild-the-world-betc-advertising-170919>, September, 17, 2019, last visited; 30, 11, 2023.
3. Dvornechuck, Arek: <https://www.ebaqdesign.com/blog/brand-slogans>, October, 2, 2023, last visited; 30, 11, 2023.
4. Harsono, Kwan: [https://twitter.com/Kwan\\_Harsono/status/841821328399294464](https://twitter.com/Kwan_Harsono/status/841821328399294464), March, 15, 2017, last visited; 30, 11, 2023.
5. Kimbereley, Sara: <https://www.campaignlive.com/article/innocent-ad-drive-smoothies/1091005>, September, 13, 201, last visited; 30, 11, 2023.
6. Logo and taglines: <https://logotaglines.com/mercedes-benz-logo-tagline-slogan>, 2023.
7. Logos world: <https://logos-world.net/dove-logo/October>, 24, 2023, last visited; 30, 11, 2023.
8. 1000 Logos: <https://1000logos.net/dove-logo/> August, 10, 2022, last visited; 30, 11, 2023.
9. Nair, Aishwarya and Flowers, Bianca: <https://www.reuters.com/business/auto-transportation/harley-davidson-suspend-most-vehicle-assembly-shipments-two-weeks-May>, 19, 2022, last visited; 30, 11, 2023.
10. Partridge, Lowen: <https://www.linkedin.com/pulse/brand-brief-behind-nikes-just-do-campaign-lowen-partridge>, October, 5, 2016, last visited; 30, 11, 2023.
11. Roach, Attorney: <https://www.brrlaw.com/google-helps-the-disabled/>, 2022.
12. Scudder, Doug: <https://www.androidheadlines.com/2013/05/eric-schmidt-thought-googles-unofficial-motto-dont-be-evil-was-the-stupidest-thing-ever.html>, May, 22, 2013, last visited; 30, 11, 2023.
13. Shutterstock: <https://seeklogo.com/vector-logo/216797/2023>, last visited; 30, 11, 2023.
14. The Coca-Cola Company: <https://www.coca-cola.com/au/en>, 2023, last visited; 30, 11, 2023.
15. Ubuy: <https://www.ubuy.com.eg/en/product/RWFYZ2DY-red-bull-energy-drink-16-fl-oz-12-count>, 2021.

---

<sup>i</sup> Associate Professor, Program Director of Faculty of Art & Design, King Salman University, Faculty of Applied Arts Helwan University.

i

The Four Basic Elements of Brand Strategy: Ché Stevenson (editor), Insights; By Creative Revolution, Issue No. 4, March, <sup>i</sup> 2017, USA, P. 26.

Ibid., P. 17.<sup>i</sup>

\* David Allen Aaker (1938); an American organizational theorist, consultant and Professor Emeritus at the University of California, Berkeley's Haas School of Business, a specialist in marketing with a focus on brand strategy.

Brand personality; Current insights and future research directions: Calderón-Fajardo, Víctor et al., Journal of Business<sup>v</sup> Research, Volume 166, November 2023, 114062, <https://www.sciencedirect.com/science/article>.

Dimensions of Brand Image; A Conceptual Review from the Perspective of Brand Communication: Wijaya, Bambang<sup>v</sup> Sukma, European Journal of Business and Management, SSN 2222-1905 (Paper) ISSN 2222-2839 (Online), Vol.5, No.31, 2013, p. 55.

<sup>v</sup> The Four Basic Elements of Brand Strategy: Op. cit., p. 28.

\* Robert Atiken; Professor at University of Otago, Department of Marketing, teaching advertising, branding, communications and media-related marketing issues after previously lecturing in Media and Cultural studies in the UK, President of the Australia and New Zealand Marketing Academy (ANZMAC) – the leading academy of Marketing scholars from Australia and New Zealand.

\* David Allen Aaker, previously mentioned.

\* Susan M. Fournier; An American marketing professor. She is the Allen Questrom Professor in Management at Boston University and the first female dean of the Questrom School of Business.

Brand personality; Current insights and future research directions: Op. cit.<sup>v</sup>

The Four Basic Elements of Brand Strategy: Op. cit., P. 26.<sup>i</sup>

\* David Mackenzie Ogilvy: CBE (1911 –1999) A British advertising tycoon, founder of Ogilvy & Mather, and known as the "Father of Advertising."

Dimensions of Brand Image; A Conceptual Review from the Perspective of Brand Communication: Op. cit., p. 61.<sup>x</sup>

Daniela Yassenova Baeva: Strong Brands; How Brand Strategy and Brand Communication Contribute to Build Brand Equity<sup>x</sup> (The Case of Navigator), Master Thesis in Marketing, Faculty of Economy, Univ. of Coimbra, May, 2011, P. 31.

\* Joseph T. Plummer: Vice president, special task force, at Leo Burnett U.S.A., Chicago. He was Chairman of the Research Committees for the American Association of Advertising Agencies and the American Marketing Association, and a Trustee of the Marketing Science Institute.

Dimensions of Brand Image; A Conceptual Review from the Perspective of Brand Communication: Op. cit., p. 61.<sup>x</sup>

The Four Basic Elements of Brand Strategy: Op. cit., P. 26.<sup>x</sup>

<sup>x</sup> Albrighton, Tom: The ABC of Copywriting, ABC Business Communications Ltd, UK, 2013, p.24.

The Four Basic Elements of Brand Strategy: Op. cit, P. 29.<sup>x</sup>

Catherine Kaputa: Breakthrough branding: how smart entrepreneurs and intrapreneurs transform a small idea into a big<sup>x</sup> brand, Nicholas Brealey Publishing, UK, USA, 2012, P. 26.

Dvornechuck, Arek: <https://www.ebaqdesign.com/blog/brand-slogans>, October, 2, 2023, last visited; 30, 11, 2023.<sup>x</sup>

Kimberley, Sara: <https://www.campaignlive.com/article/innocent-ad-drive-smoothies/1091005>, September, 13, 2011.<sup>x</sup>

Maryamminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016.<sup>x</sup>

Shutterstock: <https://seeklogo.com/vector-logo/216797/2023>, last visited; 30, 11, 2023.<sup>x</sup>

Nair, Aishwarya and Flowers, Bianca: <https://www.reuters.com/business/autos-transportation/harley-davidson-suspend-most-vehicle-assembly-shipments-two-weeks-May, 19, 2022>, last visited; 30, 11, 2023.

Maryamminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.<sup>x</sup>

Ubuy: <https://www.ubuy.com.eg/en/product/RWFYZ2DY-red-bull-energy-drink-16-fl-oz-12-count>, 2021, last visited; 30, 11, 2023.

Shutterstock: <https://seeklogo.com/vector-logo/216797/2023>, last visited; 30, 11, 2023.<sup>x</sup>

Maryamminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.<sup>x</sup>

Partridge, Lowen: <https://www.linkedin.com/pulse/brand-brief-behind-nikes-just-do-campaign-lowen-partridge>, October, 5, 2016, last visited; 30, 11, 2023.

Maryamminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.<sup>x</sup>

The Coca-Cola Company: <https://www.coca-cola.com/au/en>, 2023, last visited; 30, 11, 2023.<sup>x</sup>

Maryamminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.<sup>x</sup>

Logo and taglines: <https://logotaglines.com/mercedes-benz-logo-tagline-slogan>, 2023, last visited; 30, 11, 2023.<sup>x</sup>  
**A New Methodological Approach for Creating and Visualizing Brand Personalities Assist.Prof.Dr.Mai Ali Mohamed Nada•No26•Abr2025**

Harsono, Kwan: [https://twitter.com/Kwan\\_Harsono/status/841821328399294464](https://twitter.com/Kwan_Harsono/status/841821328399294464), March, 15, 2017, last visited; 30, 11, <sup>x</sup> 2023.

Mary amminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.<sup>x</sup>

<sup>x</sup> 1000 Logos: <https://1000logos.net/dove-logo/> August, 10, 2022, last visited; 30, 11, 2023.

Mary amminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.<sup>x</sup>

Animitevabg: <https://mktoolboxsuite.com/apple-mission-statement/2023>, last visited; 30, 11, 2023.<sup>x</sup>

Mary amminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.<sup>x</sup>

1000 Logos: <https://1000logos.net/dove-logo/> August, 10, 2022, last visited; 30, 11, 2023.<sup>x</sup>

Mary amminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.<sup>x</sup>

Roach, Attorney: <https://www.brllaw.com/google-helps-the-disabled/>, 2022, last visited; 30, 11, 2023.<sup>x</sup>

Scudder, Doug: <https://www.androidheadlines.com/2013/05/eric-schmidt-thought-googles-unofficial-motto-dont-be-evil-was-the-stupidest-thing-ever.html>, May, 22, 2013, last visited; 30, 11, 2023.<sup>x</sup>

Mary amminhasblog: <https://maryamminhasblog.wordpress>. May, 29, 2016, last visited; 30, 11, 2023.<sup>x</sup>

Brewer, Jenny: <https://www.itsnicethat.com/articles/lego-rebuild-the-world-betc-advertising-170919>, September, 17, 2019, <sup>x</sup> last visited; 30, 11, 2023.

Diagram designed by the researcher.<sup>x</sup>

Diagram designed by the researcher.<sup>x</sup>

1000 Logos: <https://1000logos.net/dove-logo/> August, 10, 2022, last visited; 30, 11, 2023.<sup>x</sup>

Ibid.<sup>x</sup>

Logos world: <https://logos-world.net/dove-logo/October>, 24, 2023, last visited; 30, 11, 2023.<sup>x</sup>

Shutterstock: <https://seeklogo.com/vector-logo/216797/2023>, last visited; 30, 11, 2023.<sup>x</sup>

1000 Logos: <https://1000logos.net/dove-logo/> August, 10, 2022, last visited; 30, 11, 2023.<sup>x</sup>

Ibid.<sup>1</sup>

Teapublic: <https://www.teepublic.com/sticker/9172378-the-louvre>, 2023, last visited; 30, 11, 2023.<sup>1</sup>

1000 Logos: <https://1000logos.net/dove-logo/> August, 10, 2022, last visited; 30, 11, 2023.<sup>1</sup>

Ibid.<sup>1</sup>

Ibid.<sup>1</sup>

Ibid.<sup>1</sup>

Ibid.<sup>1</sup>

Brand Crowd: <https://www.brandcrowd.com/blog/50-eco-friendly-logos-for-green-businesses/2019>, last visited; 30, 11, <sup>1</sup> 2023.

1000 Logos: <https://1000logos.net/dove-logo/> August, 10, 2022, last visited; 30, 11, 2023.<sup>1</sup>

Ibid.<sup>1</sup>

Ibid.<sup>1</sup>

Ibid.<sup>1</sup>

Ibid.<sup>1</sup>