

Company values | What does your company stand for?

☐ Environment	☐ Intellectual	☐ Community	Other
☐ Industrial	☐ Athletic	☐ Security	
☐ Creativity	☐ Innovations	☐ Sustainability	
☐ Expertise	☐ Traditions	☐ Ecology	
☐ Health	☐ Adventure	☐ Fashion	
☐ Fun-loving	☐ Low-cost	☐ Education	
☐ Honesty	☐ Exclusive	☐ Entertainment	
☐ Transparency	☐ Youth	☐ Open-minded	

Company personality | Tone of voice

☐ Ambitious	☐ Family	☐ Encouraging	Other
☐ Dynamic	☐ Artistic	☐ Gentle	
☐ Brave	☐ Responsible	☐ Influential	
☐ Friendly	☐ Mysterious	☐ Passionate	
☐ Ethical	☐ Excited	☐ Transparent	
☐ Loyal	☐ Trustworthy	☐ Nerdy	
☐ Honest	☐ Fearless	☐ Technical	
☐ Communicative	☐ Tranquil	☐ Romantic	

Design vision | Your preferences

☐ Abstract	☐ Soft shapes	☐ Masculine	Other
☐ Geometrical	☐ Dark	☐ Feminine	
☐ Typography art	☐ Bright	☐ Romantic	
☐ Illustrations	☐ Futuristic	☐ Playful	
☐ Photography	☐ Traditional	☐ Modern	
☐ Minimalism	☐ Elegant	☐ Original	
☐ Patterns	☐ Colorful	☐ Realistic	
☐ Edgy shapes	☐ Clean	☐ Vintage	