



## Branding Worksheet

### Steps to Developing Your Branding Statement:

1. Use the list below, along with your own ideas, to come up with a short list of adjectives and phrases that describe your personality, characteristics, and interests.
2. Make a second list of adjectives and phrases that describe your artwork's style and predominant subjects. There will probably be a lot of duplicates on the two lists, which gives you the foundation for your brand description.
3. Make note of anything you particularly value that relates to your artwork.
4. Put all of this together into a single paragraph that summarizes your brand. (It may come out looking a lot like a very short artist's statement.)
5. Revise your statement until it feels true and authentic.

### Branding Examples (fictitious)

#### *Jeffrey's Brand*

There's almost nothing I love more than a good story that captivates my imagination, especially if it's a true story from history. In my oil paintings, I love to capture moments from history that perfectly encapsulate all of the drama and power of the full stories. A meticulous attention to accurate detail, backed up with hours of research, is essential in ensuring viewers understand and recognize the familiar stories I re-tell in my paintings. The pose of each character, the gestures of the hands and bodies, the facial expressions, the clothing, animals, and settings—all of these details contribute to telling the story and communicating the message or the moral of each story found in the images I create. The dominating size and elegant, Old World presentation of my work are fitting for the epic nature of my paintings, which are modeled after the grand historical paintings of earlier centuries. My paintings currently sell for \$7,000 to \$15,000. My work has already been collected into several prestigious collections of traditional representational art, and I envision my work in museum collections someday.

## *Melissa's Brand*

Back in my early 20s, I came very close to dying due to a serious kidney disease. After my transplant, I was humbled and inspired by my second chance at life. Since then I've been filled with hope and joy. Some people even say I look at life through rose-colored glasses, and I like that quality in myself. I want to share that joyful, optimistic outlook with everyone through my oil paintings of my favorite subjects—fun scenes where people are playing and enjoying life at sidewalk cafes, outdoor fairs, playgrounds and parks, even carnivals. It also explains why I use a fairly bright palette of colors, and why I heighten the color in all my work. I have created a brand that is friendly, fun, casual, and accessible, and I hope my work allows people to see the world through my eyes—a romanticized, sometimes nostalgic view of the world as seen by someone in love with life. Because I want to share my work with as many people as possible, I have kept my prices for originals fairly low, and I also sell giclee reproductions of my paintings.

Need some inspiration? Here's a list of characteristics or personality traits that you and/or your work might possess.

Captivating  
Accessible  
Cultured  
Elegant  
Active  
Flexible  
Adventurous  
Soft  
Sly  
Balanced  
Self-conscious  
Brilliant  
Clever  
Suspicious  
Passive  
Daring  
Calm  
Emotional  
Capable  
Reserved  
Provocative  
Unrestrained  
Caring  
Dreamy  
Challenging  
Grand

Subjective  
Charismatic  
Superstitious  
Authentic  
Charming  
Obnoxious  
Naive  
Cheerful  
Haughty  
Clean  
Creative  
Curious  
Dignified  
Mellow  
Moralistic  
Dramatic  
Surprising  
Colorful  
Difficult  
Compassionate  
Educated  
Maternal/Paternal  
Confident  
Tough  
Contemplative  
Irreverent  
Courageous  
Escapist  
Sensual  
Dynamic  
Efficient  
Superficial  
Gloomy  
Eloquent  
Uninhibited  
Energetic  
Outrageous  
Enthusiastic  
Impulsive  
Exciting  
Cautious  
Sarcastic  
Gullible  
Extraordinary

Impulsive  
Firm  
Steely  
Focused  
Vague  
Forceful  
Silly  
Slow  
Forthright  
Morbid  
Friendly  
Questioning  
Abrupt  
Genuine  
Quiet  
Logical  
Positive  
Trendy  
Earthy  
Heroic  
Crazy  
Outspoken  
Lyrical  
Honest  
Political  
Humorous  
Abrasive  
Quirky  
Idealistic  
Complex  
Delicate  
Passionate  
Hypnotic  
Patriotic  
Rigid  
Peaceful  
Imaginative  
Boisterous  
Innovative  
Assertive  
Insightful  
Reactionary  
Leisurely  
Whimsical

Transparent  
Arrogant  
Methodical  
Conservative  
Meticulous  
Rowdy  
Fiery  
Modest  
Neat  
Intense  
Open  
Shy  
Cruel  
Optimistic  
Aloof  
Brittle  
Cerebral  
Orderly  
Brutal  
Original  
Breezy  
Painstaking  
Crude  
Timid  
Perceptive  
Casual  
Fun-loving  
Generous  
Tense  
Lively  
Gentle  
Opinionated  
Playful  
Simple  
Flamboyant  
Skillful  
Agonizing  
Polished  
Vivacious  
Artificial  
Disruptive  
Precise  
Solemn  
Airy

Frightening  
Principled  
Dirty  
Extravagant  
Devious  
Critical  
Arbitrary  
Profound  
Mystical  
Rational  
Unpredictable  
Angry  
Realistic  
Moody  
Reflective  
Coarse  
Respectful  
Busy  
Fanatical  
Responsive  
Familial  
Barbaric  
Disrespectful  
Crass  
Reverential  
Sedentary  
Bewildered  
Romantic  
Odd  
Bizarre  
Rustic  
Scholarly  
Enigmatic  
Blunt  
Desperate  
Sensitive  
Argumentative  
Cold  
Sentimental  
Vibrant  
Serious  
Experimental  
Calculating  
Sexy

Amusing  
Disturbing  
Shrewd  
Extreme  
Sober  
Cynical  
Hostile  
Sophisticated  
Melancholic  
Strong  
Impatient  
Contradictory  
Subtle  
Ambitious  
Sweet  
Gritty  
Demanding  
Sympathetic  
Confused  
Tasteful  
Prim  
Urbane  
Destructive  
Witty  
Warm  
Grim  
Aggressive