

04 | Is it a match?

Designed for

Date

Version

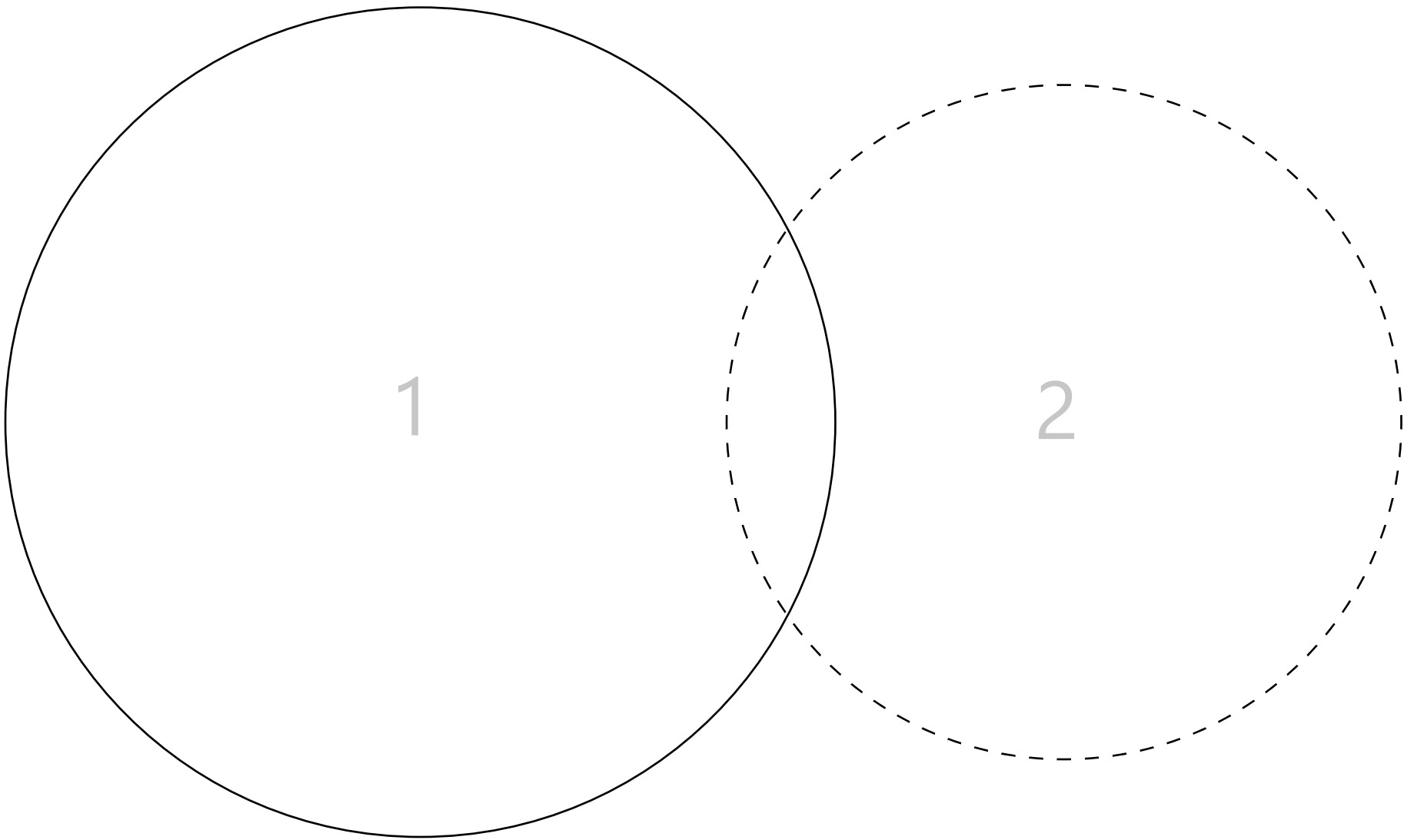
Review colors and compare

Step 1 - Turn the 7 Brand Personality cards around and list how many cards there are of each color in the table below. In addition, also add the prioritization that you determined in the previous step.

ORDER					
EGO					
FREE					
SOCIAL					
	1	2	3	4	5

of cards

Step 2 - Visualize a color profile by looking at which color(s) have the most amount of cards. Note that you can have a maximum of three different colors and if the amount of cards is equal for multiple colors, determine which colors should be in the color profile by looking at the priority numbers.



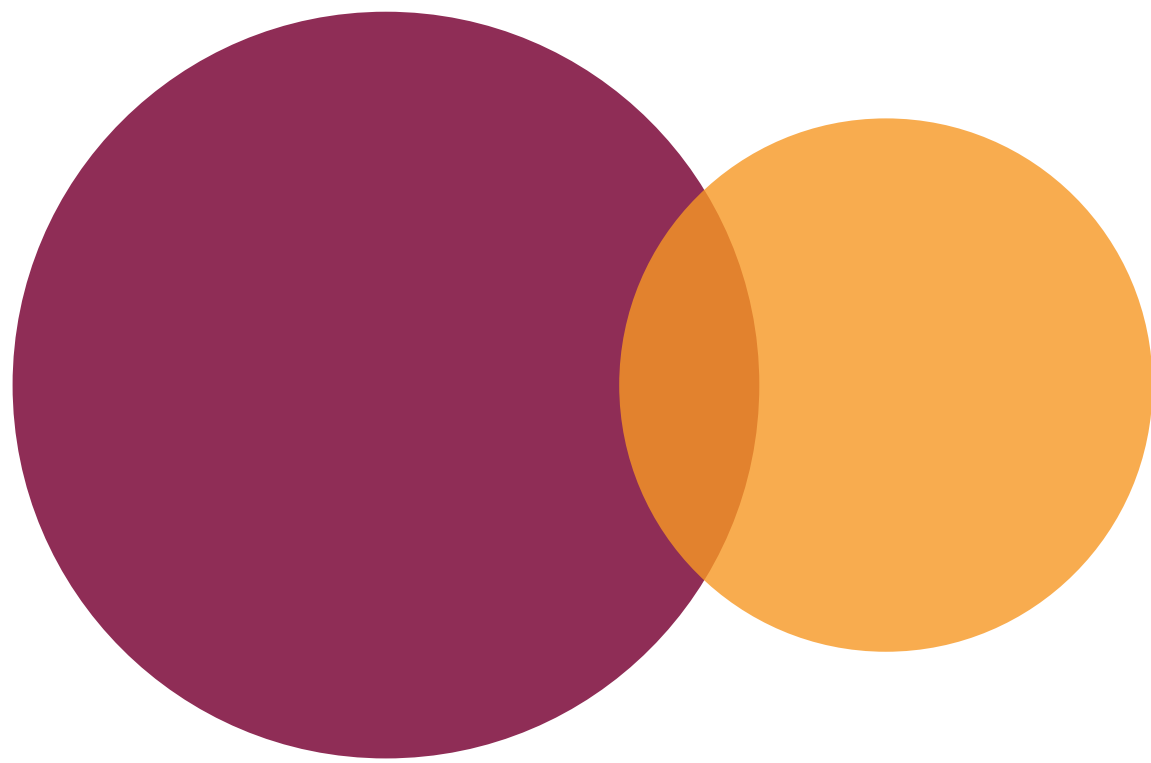
Example



The back of the selected Brand personality cards. Prioritized from left to right, left being highest priority and right being lowest priority.

ORDER	1	4	5		
EGO					
FREE	2				
SOCIAL	3				
	1	2	3	4	5

of cards



Your color profile based on selected cards