

Date: _____

Location: _____

Audience: _____

Brand Development Exercise

By completing this survey, you are signifying that you are 18 years or older and that you consent to participate in this study. We believe that brands are like people — they each have their own individual personalities. This exercise is an attempt to understand the depth of certain personality traits related to College of Western Idaho (CWI). Enter an X along the spectrum that best represents how strongly you feel about each descriptive word for CWI. For example, if you feel more strongly that the College is “Classic” vs “Trendy” put an X closer to Classic.

Sustainable									Wasteful
Trendy									Classic
Costly									Affordable
Opportunistic									Despairing
Formal									Casual
Approachable									Reserved
Exclusive									Inclusive
Traditional									Fresh
Relaxed									Adventurous
Innovative									Nostalgic
Structured									Dynamic
Safe									Risky
Outdated									Cutting Edge
Quality									Below Average
Restricted									Accessible
Bold									Discreet

Now, looking towards the future, please give us an idea of adjectives you would use to describe CWI **10 years from now**. Please choose the 10 best descriptors and rank them in order from 1 to 10 where a 1 indicates it is the MOST important attribute. Don't worry, there are a lot of words, but only 10 will be ranked.

____ Sustainable	____ Wasteful	____ Trendy
____ Classic	____ Costly	____ Affordable
____ Opportunistic	____ Despairing	____ Formal
____ Casual	____ Approachable	____ Reserved
____ Exclusive	____ Inclusive	____ Traditional
____ Fresh	____ Relaxed	____ Adventurous
____ Innovative	____ Nostalgic	____ Structured
____ Dynamic	____ Safe	____ Risky
____ Outdated	____ Cutting Edge	____ Quality
____ Below Average	____ Restricted	____ Accessible
____ Bold	____ Discreet	____ Other) _____

Finally, what does the current school logo represent to you?

