



The Couch Test

Uncover Your
Company's
Brand Personality



If Your Company Were a Couch...

Without even realizing it, our perceptions are cross-referenced with our memories. Our brains conjure up an emotional reaction when our eyes see familiar shapes, colors, and textures. This fun exercise uses various styles of couches to help you make decisions about the emotional response that best represents the personality of your company (or how you would like your company to be perceived).

So, which couch feels most like your company? Parallel your choice with your company's brand personality attributes. Insights on effective color and hand-picked typography choices (with links to free fonts) are included and will help codify your communication style. See if your choice aligns with your company's mission and vision.

Rustic



ADVENTUROUS
WARM
POWERFUL
WEATHERED
EARTHY

UNREFINED
HOMEY
MASCULINE
STRONG
NATURAL

Solid furniture, wood, and leather — heirlooms that evoke a rugged, organic tone. You take your work seriously. You are a meat and potatoes kind of company.

Recommendations:

Stay earthy or let your corporate identity color palette go beyond greens and chestnut browns with inspiration drawn from the colors of autumn leaves, baked clays, and terracotta. Keep the font strong, legible, and simple by using a san-serif or get bold with a slab font like ***Museo Slab 500***. A showy, novelty font will dilute your message.

Case in Point: **The Ranch at Live Oak Malibu, upscale retreat**



STYLISH



MODERN

PROGRESSIVE

STREAMLINED

DESIRABLE

SIMPLE

CONFIDENT

UNIQUE

DISCRIMINATING

CLASSIC

TASTEFUL

Clean lines, modern, current. That's a stylish company. Being confident and deliberate in your decision-making shows in everything you do. This company may associate themselves with a Mid-Century modern look.

Recommendations:

For color — go fruity for the primary color: orange, plum, lime, blueberry, etc. A geometric sans-serif font like ***Raleway*** will feel contemporary yet timeless; look cutting-edge yet approachable —all staying in line with that sharp stylish image.

Case in Point: **M Industrial Design**



Playful



CASUAL
ENERGETIC
SPIRITED
IMAGINATIVE
FUN

EXCITING
PASSIONATE
HAPPY
ENTHUSIASTIC
WHIMSICAL

Happy and productive corporate or retail culture. This is a place where ideas become realized and enthusiasm is valued. The employees feel appreciated and are proud to be associated with the company.

Recommendations:

Let go a little with this color palette. Explore colors such as vintage teal, pink, or robin's egg blue. Conversely, use a neutral as a secondary color to counter the fun color and ensure a professional feel. Play with a bold, retro script like, ***Grand Hotel*** for a logotype. Steer clear of novelty fonts. Over-designed fonts make you look like you are screaming for attention and may come off as amateurish. Downplay to stay above the pack.

Case in Point: **Cake Monkey Bakery**



COLLABORATIVE



PROFESSIONAL
TEAMWORK
INTERACTIVE
CREATIVE
YOUNG

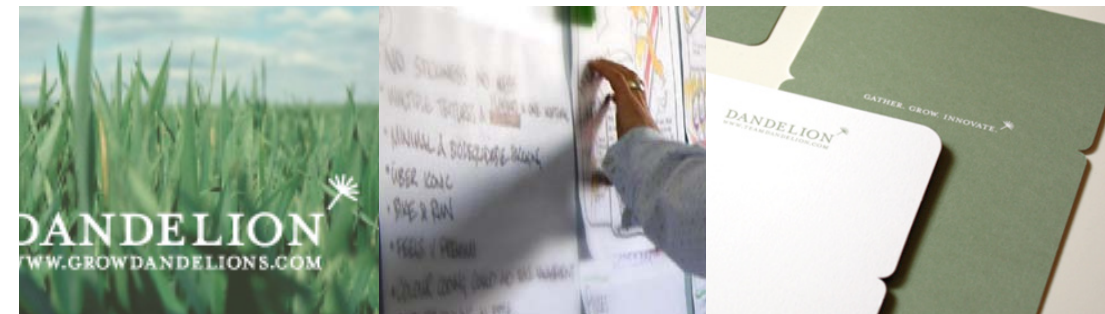
STRATEGIC
HARD-WORKING
INFLUENTIAL
PARTNER
CONNECTED

Communication is key. Relationships are important to your organization both internal and external. Decisions are not made in a vacuum, but are a result of the collaboration of many minds. Your company culture is perceived as young, thoughtful, and deliberate.

Recommendations:

The color family is a pop of color grounded in neutrals. Pick one strong color. Don't clash hues. Balance a dominant color with lots of white. For a logotype, stay friendly and timeless with a san-serif font such as, ***Langdon***.

Case in Point: **Team Dandelion, ideation firm**



Accomplished



ESTABLISHED
RELIABLE
INFLUENTIAL
INTELLIGENT
KNOWLEDGEABLE

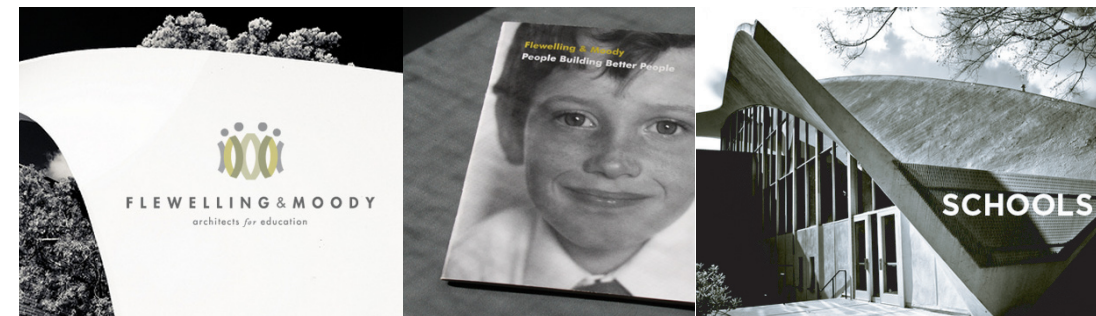
SEASONED
COMPETENT
RESPECTABLE
EXPERIENCED
CREDIBLE

A bookshelf laden with books from every generation, a smart looking desk lamp define this category. Rich in tradition and high on integrity, you're a company built on a solid reputation that has garnered great respect from years of experience and deep knowledge of your industry.

Recommendations:

Consider darker colors to convey depth and couple it with several shades of an earthy tone: a mid-tone khaki or charcoal gray. Using a classic typeface with contrasting thick and thin strokes will be easily readable. Serifs will represent stability and credibility, along the lines of **Crimson** in upper and lower case.

Case in Point: **Flewelling and Moody, architects for education facilities**



EARTHY



GENUINE
HONEST
RESPECTFUL
RESPONSIBLE
CONSERVATIVE

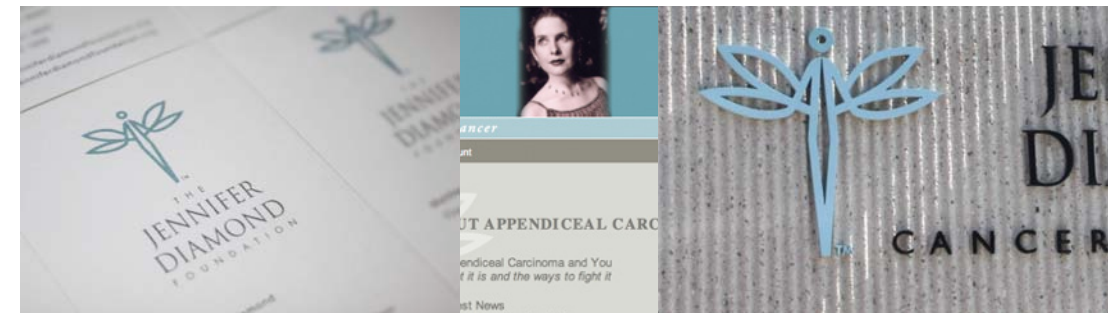
UNASSUMING
COMMITTED
THOUGHTFUL
BOUTIQUE
PRAGMATIC

Classic and no nonsense. Perhaps, for your company, style is an afterthought, since being functional is more practical. Your utilitarian ways keep you from looking too slick, but you still need to have a professional demeanor.

Recommendations:

A monochromatic color scheme such as a range of cool blues and greens feels natural and authentic. White, cream, mushroom, oatmeal, charcoal, and chocolate are all unpretentious complements. ***Nexa Bold*** is a geometric slab-serif typeface with a tiny bit of contrast which increases the legibility. It has a traditional and reliable feel to it.

Case in Point: **Jennifer Diamond Cancer Foundation**



AGILE



ORGANIZED
MODULAR
SYSTEMATIC
SPONTANEOUS
TRANSFORMATIVE

PRACTICAL
ADAPTABLE
RESOURCEFUL
ACCOMMODATING
FLEXIBLE

Pragmatic in its approach, this company can accommodate almost anything that is thrown its way. The agile company appeals to people who want to get things done no matter what road blocks they come against. Energetic and flexible, this company is always on its toes.

Recommendations:

A fun muted tone with sage greens and slate blues will keep the look grounded. The typography should be super clean while the layout is geometric and modular. A condensed fontface like ***Alpin Gothic*** will make an excellent evergreen typeface solution for your logotype.

Case in Point: **Shopclass**, an idea studio and multi-purpose furniture



Elegant



SOPHISTICATED
PRESTIGIOUS
UPSCALE
SERIOUS
CONFIDENT

DIGNIFIED
SELECTIVE
CHARMING
CLASSIC
HIGH QUALITY

The elegant company evokes quality and suggests an upscale clientele. This company exudes good taste. Elegance is expressed by simplicity. But simple can sometimes be complex. It's not easy to

Recommendations:

Consider deep jewel tones and rich hues like deep burgundy wines, fresh olives, and dark espresso beans. Pair a strong color with cream for a luxurious yet understated effect. Stay away from flashy metallics — they can read as cheap and garish. Balance the look with an uncomplicated font face or try a classic look like ***Calendas Plus.***

Case in Point: **LeSanctuaire**, high-end kitchen and chef supplier



Eclectic



CREATIVE

UNCONVENTIONAL

INNOVATIVE

LIBERATED

IMPULSIVE

SOULFUL

EXPERIMENTAL

UNEXPECTED

NON CONFORMIST

DIVERSE

Mismatched and a little busy. Your irreverent attitude is consistent with your product or service. Expect the unexpected. You are the kind of company that isn't afraid to mix up different styles. Some say 60%, of one design style, 30% of another, and 10% surprise.

Recommendations:

That goes for color too. Mix up color with texture, pattern, or images. Use persimmon, curry gold, or citron greenish yellows. It's a good idea to use white as a backdrop. Don't complicate things with an elaborate typeface — try a fun, wacky ***Salome***.

Case in Point: **Coppo Films**, a commercial production company





PRESENTED BY:
logoswithsoul.com



SAMPLE CASE STUDIES:
specialmoderndesign.com

Hello,

As a veteran brand and identity designer, I've always cared about doing more than just pleasing a client with pretty, but meaningless, images. Because of this, since striking out on my own in 2000, I have been able to maintain a stable client base.

It wasn't until recently that I started to document my process. Out of that, I discovered I had a wealth of secrets, insights, and tips about how I was able to get great clients, create meaningful designs, and charge a lot more than other solopreneurs doing what I was doing. After 25+ professional years, I am at a point where I am ready to teach logo/corporate identity designers and brand developers what I have learned and dedicate my time to doing just that.



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I am interested in hearing from you. **[Contact me](#)** with questions, ideas, or just to say "Hi."