

Brand Descriptors

Formal

Giving the brand a sense of confidence, this tone help provide a sense of trustworthiness and professionalism to the brand. This tone sets forth a bold visual statement, showcasing the brand being more than willing to be serious when it comes to their customer's pain points.

Casual

Though the main goal is to show a sense of confidence and professionalism, the brand also should reflect a sense of casual comfort as well. The brand can be serious when it comes to issues, yet also provide a casual and comforting feel to have the customers to enter the stores without any worry.

User-Friendly

The brand must show a welcoming tone to the target audience of all backgrounds, allowing many to purchase the products with ease. The brand should show a sense of accessibility and affordability, showing the stores being open-minded with the customer service.