**Brand name**: DTC Dental 

**Overview**: Robert is a

**Personality image**: This is an actual image of a person that embodies

the traits you wish to include in your brand. This makes

the personality less abstract. Pick a famous person, or a person

with whom your team is familiar. If your brand has a mascot or

representative that already embodies the personality, use that

instead. Describe the attributes of the mascot that communicate

the brand’s personality.

**Brand traits**: List five to seven traits that best describe your

brand along with a trait that you want to avoid. This helps those

designing and writing for this design persona to create a consistent

personality while avoiding the traits that would take your

brand in the wrong direction.

**Personality map**: We can map personalities on an X / Y axis.

The X axis represents the degree to which the personality is

unfriendly or friendly; the Y axis shows the degree of submissiveness

or dominance.

**Voice**: If your brand could talk, how would it speak? What

would it say? Would it speak with a folksy vernacular or a refined,

erudite clip? Describe the specific aspects of your brand’s

voice and how it might change in various communication situations.

People change their language and tone to fit the situation,

and so should your brand’s voice.

**Copy examples**: Provide examples of copy that might be used in

different situations in your interface. This helps writers understand

how your design persona should communicate.

**Visual lexicon**: If you are a designer creating this document for

yourself and/or a design team, you can create a visual lexicon

in your design persona that includes an overview of the colors,

typography, and visual style that conveys your brand’s personality.

You can be general about these concepts, or include a mood

board (<http://bkaprt.com/de/5>).

**Engagement methods**: Describe the emotional engagement

methods you might use in your interface to support the design

persona and create a memorable experience. We’ll learn more

about these in the next chapter.