

200 BRAND ATTRIBUTE LIST

A	B
Active	Bohemian
Adventurous	Bold
Ambitious	Brave
Approachable	Bright
Altruistic	Bubbly
Authoritative	Balanced
Accessible	Boundless
Affectionate	
Agile	
Agreeable	
Alert	
Assertive	
Astute	
Adaptable	
Adorable	
Alluring	
Amusing	

200 BRAND ATTRIBUTE LIST

C	D
Calm	Daring
Candid	Delicate
Carefree	Down To Earth
Casual	Dynamic
Charming	Dependable
Cheerful	Delightful
Classic (Classy)	Deep
Collaborative	Defiant
Colorful	Determined
Cool	Devoted
Cozy	Diligent
Crafty	Diplomatic
Cultured	Disciplined
Caring	Discreet
Cooperative	Disruptive
Conservative	Dramatic
Cosmopolitan	Dashing
Clever	
Contemporary	
Convenient	
Creative	
Custom	
Cutting-Edge	
Capable	
Carless	
Cautious	
Charismatic	
Chatty	
Chic	
Child-like	
Clean	
Coherent	
Compassionate	
Competent	
Confident	
Consistent	
Controlling	
Courageous	
Crazy	
Critical	
Curious	

200 BRAND ATTRIBUTE LIST

E

F

Edgy

Fearless

Elegant

Fun

Energetic

Friendly

Easy

Feminine

Efficient

Feisty

Exclusive

Familiar

Eager

Flexible

Easy-going

Formal

Eccentric

Fresh

Emotional

Functional

Empathetic

Fashionable

Enthusiastic

Fervent

Enterprising

Fiery

Exuberant

Flashy

Flirtatious

Formal

Frank

Funny

Futuristic

200 BRAND ATTRIBUTE LIST

G	H
Genuine	Harmonious
Glamorous	Heartfelt
Gentle	Helpful
Generous	High-end
Grumpy	Honest
Good	Hopeful
	Healthy
	Humble
	Human
	Handsome
	Happy
	Hard-working
	Hip

200 BRAND ATTRIBUTE LIST

I

J

Inclusive	Joyful
Industrial	Jolly
Innovative	
Inspirational	
Intentional	
Inviting	
Imaginative	
Intellectual	
Informal	
Inviting	
Idealistic	
Impetuous	
Incisive	
Independent	
Indiscreet	
Ingenious	
Innocent	
Insightful	
Intellectual	
Interesting	

200 BRAND ATTRIBUTE LIST

K

L

Kind

Lively

Keen

Loyal

Knowledgeable

Luxurious

Kind-hearted

Light-hearted

Leader

Liberal

Laid-back

Lively

Local

Logical

Loud

200 BRAND ATTRIBUTE LIST

M	N
Magical	Natural
Mature	Neat
Minimal	No-nonsense
Modern	Naughty
Mysterious	Nostalgic
Masculine	Nosy
Maternal	Nurturing
Methodical	
Meticulous	
Mischievous	
Modest	
Motivated	

200 BRAND ATTRIBUTE LIST

O	P
Old-fashioned	Playful
Obstinate	Positive
Optimistic	Professional
Outgoing	Personable
Outspoken	Plain
	Polished
	Passionate
	Paternal
	Patient
	Patriotic
	Peaceful
	Pensive
	Picky
	Polite
	Popular
	Practical
	Precise
	Proactive
	Proficient
	Profound
	Proud
	Provincial
	Prudent
	Punctual

200 BRAND ATTRIBUTE LIST

Q	R
Quirky	Relaxed
Quiet	Romantic
	Rational
	Rugged
	Rebellious
	Reliable
	Reassuring
	Refined
	Reliable
	Religious
	Reserved
	Resolute
	Resourceful
	Respectful
	Responsible
	Restless
	Rowdy

200 BRAND ATTRIBUTE LIST

S	T
Sassy	Timeless
Serious	Traditional
Sincere	Transparent
Sophisticated	Trendy
Sexy	Trustworthy
Strong	Tough
Sweet	Tactful
Stoic	Talented
Spiritual	Thoughtful
Secure	Tidy
Sleek	
Safe	
Sarcastic	
Scientific	
Sensitive	
Serene	
Sharp	
Silly	
Sloppy	
Smart	
Snobby	
Sociable	
Solemn	
Soulful	
Stable	
Studios	
Subtle	
Systematic	

200 BRAND ATTRIBUTE LIST

U	V
Uplifting	Versatile
Urban	Vigorous
Unique	Vivacious
Unconventional	
Unassuming	
Unusual	
Unbiased	
Upbeat	

200 BRAND ATTRIBUTE LIST

W	Y
Warm	Youthful
Whimsical	Young
Wild	
Witty	
Wordily	
Warm-hearted	
Watchful	
Wealthy	
Wise	
Wise	
Willing	
Wonderful	