

600 BRAND VALUE EXAMPLE LIST

A

A Will To Win	Attention to Detail
Abundance	Attentive
Above and Beyond	Attentiveness
Acceptance	Availability
Accessible	Available
Accessibility	Awareness
Accomplishment	
Accountability	
Accuracy	
Accurate	
Achievement	
Activeness	
Activity	
Adaptability	
Adhere	
Adventure	
Adventurous	
Affection	
Affective	
Aggressive	
Agility	
Aggressiveness	
Alert	
Alertness	
Alignment	
Altruism	
Ambition	
Amusement	
Anti-Bureaucratic	
Anticipate	
Anticipation	
Anti-Corporate	
Appreciation	
Approachability	
Approachable	
Assertive	
Assertiveness	

600 BRAND VALUE EXAMPLE LIST

B

Balance	
Beauty	
Being Present	
Being the Best	
Belonging	
Best	
Best People	
Beyond	
Bold	
Boldness	
Bound	
Boundaries	
Bravery	
Breathe	
Brilliance	
Brilliant	
Building	

600 BRAND VALUE EXAMPLE LIST

C

Calm	Concentration
Calmness	Concern for Others
Candor	Confidence
Capability	Confidential
Capable	Confidentiality
Care	Conformity
Careful	Connection
Carefulness	Consciousness
Caring	Consistency
Celebrate	Constant
Certainty	Content
Challenge	Contentment
Challenging	Continuity
Change	Continuous Improvement
Character	Contribute
Charity	Contribution
Cheerful	Control
Citizenship	Conviction
Clean	Cooperation
Cleanliness	Coordination
Clear	Cordiality
Clear-Minded	Correct
Clever	Cost Conscious
Clients	Courage
Collaboration	Courtesy
Collective	Craftiness
Comfort	Craftsmanship
Commitment	Creation
Common Sense	Creative
Communication	Creativity
Community	Credibility
Compassion	Cunning
Competence	Curiosity
Competency	Customer Centric
Competition	Customer Commitment
Competitive	Customer Focus
Completion	Customer Satisfaction
Composure	Customer Service
Comprehensive	Customers

600 BRAND VALUE EXAMPLE LIST

D

Daring	
Debate	
Decency	
Decisive	
Decisiveness	
Dedication	
Delight	
Democratic	
Dependability	
Depth	
Determination	
Determined	
Development	
Devotion	
Devout	
Differences	
Different	
Differentiation	
Dignity	
Diligence	
Direct	
Direction	
Directness	
Discipline	
Discovery	
Discretion	
Diversity	
Dominance	
Down-to-Earth	
Dreams	
Dreaming	
Drive	
Durability	
Duty	

600 BRAND VALUE EXAMPLE LIST

E

Eagerness	Exceed Expectations
Ease of Use	Excellence
Economy	Exceptional
Ecosystem	Excitement
Education	Exciting
Effective	Exhilarating
Effectiveness	Exuberance
Efficiency	Experience
Efficient	Experiment
Egalitarian	Expertise
Elegance	Exploration
Elevate	Explore
Embrace	Expressive
Empathy	Extrovert
Employees	
Empower	
Empowering	
Encourage	
Encouragement	
Endurance	
Energy	
Engagement	
Enjoyment	
Entertainment	
Enthusiasm	
Entrepreneurial	
Entrepreneurship	
Environment	
Environmental	
Equality	
Equitable	
Equity	
Ethical	
Evolution	

600 BRAND VALUE EXAMPLE LIST

F

Fair	Friends
Fairness	Friendship
Faith	Frugality
Faithfulness	Fun
Fame	Fundamentals
Family	Future
Family Atmosphere	
Famous	
Fanatical	
Fascination	
Fashion	
Fast	
Fearless	
Fearlessly	
Ferocious	
Fidelity	
Fierce	
Firm	
Fitness	
Fixation	
Flair	
Flash	
Flexibility	
Flexible	
Fluency	
Focus	
Focus on Future	
Foresight	
Formal	
Fortitude	
Freedom (Freedom of.....)	
Fresh	
Fresh Ideas	
Friendly	

600 BRAND VALUE EXAMPLE LIST

G

Generosity

Genius

Genuine

Get It Right

Give

Giving

Global

Good Citizenship

Goodness

Goodwill

Grace

Gratitude

Great

Greatness

Growth

Guidance

600 BRAND VALUE EXAMPLE LIST

H

Happiness	
Hard Work	
Harmony	
Health	
Heart	
Helpful	
Heroism	
History	
Holiness	
Honesty	
Honor	
Hope	
Hopeful	
Hospitality	
Human Rights	
Humble	
Humility	
Humor	
Hungry	
Hygiene	

600 BRAND VALUE EXAMPLE LIST

I

Imagination	International
Impact	Intimacy
Impartial	Intuition
Impious	Intuitive
Improvement	Invention
Improving	Investing
Independence	Investment
Individuality	Inviting
Industry	Involved
Informal	Irreverence
Innovation	Irreverent
Innovating	
Innovative	
Inquisitive	
Insight	
Insightful	
Inspiration	
Integrity	
Intelligence	
Intensity	

600 BRAND VALUE EXAMPLE LIST

J

Joy

Justice

600 BRAND VALUE EXAMPLE LIST	
-------------------------------------	--

K	
----------	--

Keep It Simple	Knowledge
Kindness	

600 BRAND VALUE EXAMPLE LIST

L

Leadership	
Learn	
Learning	
Legal	
Level-Headed	
Liberty	
Listening	
Livelihood	
Liveliness	
Lively	
Local	
Logic	
Longevity	
Love	
Loyalty	

600 BRAND VALUE EXAMPLE LIST

M

Maintain	Moderation
Master	Modesty
Mastery	Motivation
Maturity	Mystery
Maximizing	
Maximum Utilization	
Meaning	
Meekness	
Mellow	
Members	
Merit	
Meritocracy	
Meticulous	
Mindful	
Mindfulness	

600 BRAND VALUE EXAMPLE LIST

N

Natural	
Neatness	
Nerve	
No Bureaucracy	
Non-Violent	

600 BRAND VALUE EXAMPLE LIST

O

Obedience	
Open	
Open-Minded	
Openness	
Opinion	
Opportunity	
Optimism	
Order	
Organic	
Organization	
Original	
Originality	
Outrageous	
Outcome	
<u>Out Perform</u>	
Ownership	

600 BRAND VALUE EXAMPLE LIST	
-------------------------------------	--

Q	
----------	--

Quality	
---------	--

Quality of Work	
-----------------	--

600 BRAND VALUE EXAMPLE LIST

P

Partnership	Powerful
Passion	Practical
Patience	Pragmatic
Patient-Centered	Precise
Patient-Focused	Precision
Patients	Prepared
Patient-Satisfaction	Preservation
Patriotism	Pride
Pay It Forward	Principles
Peace	Privacy
People	Proactive
Perception	Proactively
Perceptive	Productivity
Perfection	Profane
Performance	Professionalism
Persevere	Profitability
Perseverance	Profits
Persistence	Progress
Personal Accountability	Prosperity
Personal Development	Protect
Personal Growth	Prudence
Persuasive	Punctuality
Philanthropy	Purity
Play	Pursue
Playfulness	Pursuit
Pleasantness	
Poise	
Polish	
Popularity	
Positive	
Positivity	
Potency	
Potential	
Power	

600 BRAND VALUE EXAMPLE LIST

R

Rational	Rigor
Raving	Rigorous
Real	Risk
Realistic	Risk Taking
Reason	Rule of Law
Recognize	
Recognition	
Recreation	
Refined	
Reflection	
Relationships	
Relaxation	
Reliability	
Reliable	
Remember	
Renewal	
Replicable	
Resilience	
Resolute	
Resolution	
Resolve	
Resourceful	
Resourcefulness	
Respect	
Respect for Others	
Respect for the Individual	
Responsibility	
Responsiveness	
Rest	
Restores	
Restraint	
Results	
Results-Oriented	
Reverence	

600 BRAND VALUE EXAMPLE LIST

S

Sacrifice	Spirit
Safe	Spirituality
Safety	Spontaneous
Sanitary	Stability
Satisfaction	Standardization
Security	Status
Self-Awareness	Stealth
Self-Motivation	Stewardship
Self-Responsibility	Straightforward
Self-Control	Strength
Self-Directed	Strive
Selfless	Structure
Self Esteem	Substance
Self-Reliance	Succeed
Sense of Humor	Success
Sensitivity	Support
Serenity	Surprise
Serious	Sustainability
Service	Sustain Life
Shape	Sympathy
Shared Prosperity	Synergy
Sharing	Systemization
Shrewd	
Significance	
Silence	
Silliness	
Simplicity	
Sincerity	
Skill	
Skillfulness	
Smart	
Social Justice	
Solitude	
Speed	

600 BRAND VALUE EXAMPLE LIST

T

Talent	
Team player	
Teamwork	
Temperance	
Thankful	
Thorough	
Thoughtful	
Thoughtfulness	
Thrive	
Timeliness	
Tolerance	
Tough	
Toughness	
Traditional	
Training	
Tranquility	
Transformational	
Transparency	
Trust	
Trustworthy	
Truth	

600 BRAND VALUE EXAMPLE LIST

U

Understanding	
Unflappable	
Unique	
Uniqueness	
Unity	
Universal	
Urgency	
Useful	
Utility	

600 BRAND VALUE EXAMPLE LIST

V

Valor	Vision
Value	Vital
Value Creation	Vitality
Variety	
Viability	
Victorious	
Victory	
Vigor	
Virtue	

600 BRAND VALUE EXAMPLE LIST

W

Warmth	Wisdom
Watchful	Wonder
Watchfulness	Worldwide
Wealth	Work/Life Balance
Welcoming	
Wildly	
Willfulness	
Willpower	
Winning	