



Who do you think you are?

Branding is the conversation between you and your customer. And the conversation starts when you know who you are, what is distinctive about your offering, and how you deliver value. It starts with five words, maybe ten. It starts now.

adventurous	critical	gentle	mature	spontaneous
affordable	curious	graceful	methodical	stable
aggressive	current	gracious	modest	strategic
agile	decisive	green	motivating	structured
alive	delicious	growing	multifaceted	stylish
analytical	delightful	harmonious	mysterious	surprising
approachable	determined	healthy	neighborly	sustainable
articulate	dignified	helpful	nostalgic	tactical
astute	diligent	hip	nurturing	talented
attentive	discerning	historical	open-minded	technical
authentic	dynamic	honest	organic	thoughtful
authoritative	earnest	humble	organized	timeless
balanced	educated	humorous	passionate	timely
bold	efficient	idealistic	peaceful	traditional
boundless	emerging	imaginative	persuasive	trendy
brilliant	emotional	inspirational	playful	trustworthy
bright	empowering	intelligent	powerful	unbiased
casual	enduring	intentional	precise	unflappable
clean	energetic	international	productive	upscale
clear	enlightened	intrepid	quiet	urban
clever	established	intriguing	quick	vibrant
collaborative	exclusive	intuitive	quirky	vigorous
colorful	experienced	joyful	refined	visible
competitive	experimental	kind	regional	visionary
confident	expressive	knowledgeable	resourceful	warm
connected	fair	lean	responsive	wholesome
consultative	fancy	levelheaded	revolutionary	wide-eyed
contemporary	flexible	lighthearted	rising	wise
conversational	focused	local	sensible	young
cost-effective	formal	loyal	serious	youthful
courageous	fresh	magical	skilled	zealous
creative	friendly	magnetic	social	
credible	fun	mainstream	sophisticated	
crisp	functional	masculine	specialized	
	generous		spirited	

Learn more about how we can help you define and develop your brand.