

150 Brand Values

Acceptance	Drive	Hope	Purity
Accessibility	Duty	Humor	Quality
Accountability	Ease of use	Imagination	Reliability
Accuracy	Education	Impact	Resourcefulness
Activeness	Effectiveness	Independence	Respect
Adaptability	Elegance	Individuality	Responsibility
Adventure	Empathy	Innovation	Safety
Appreciation	Empowering	Inspiration	Satisfaction
Approachability	Energy	Integrity	Sensitivity
Attention to detail	Enjoyment	Intelligence	Serenity
Authenticity	Entertainment	Intimacy	Service
Awareness	Enthusiasm	Intuition	Sharing
Balance	Entrepreneurship	Joy	Simplicity
Beauty	Environment	Kindness	Sincerity
Belief	Equality	Knowledge	Speed
Bravery	Ethics	Leadership	Spontaneity
Calmness	Excellence	Learning	Stability
Capability	Excitement	Liveliness	Success
Caring	Expertise	Love	Support
Clarity	Exploration	Loyalty	Sustainability
Collaboration	Fairness	Mindfulness	Talent
Comfort	Faith	Motivation	Teamwork
Commitment	Family	Openness	Timeless
Communication	Flexibility	Optimism	Thoughtfulness
Compassion	Focus	Originality	Transparency
Confidence	Freedom	Partnership	Trust
Connection	Freshness	Passion	Truth
Consistency	Friendship	Patience	Understanding
Craftiness	Fun	Peace	Uniqueness
Craftsmanship	Genius	Persistence	Unity
Creativity	Giving	Playfulness	Variety
Curiosity	Gratitude	Positivity	Vitality
Customer-centric	Growth	Potential	Wealth
Dedication	Guidance	Productivity	Warmth
Dependability	Happiness	Professionalism	Welcoming
Discovery	Harmony	Progress	Wonder
Diversity	Heart	Prosperity	
Dream	Honesty	Purpose	