

# BRAND QUALITIES: ADJECTIVES

Place a “✓” by the three adjectives you associate with your brand, and then place an “✗” by the three adjectives you don’t associate with your brand.

ACTIVE <input type="radio"/>	CAUTIOUS <input type="radio"/>	FAST <input type="radio"/>	LEADER <input type="radio"/>	POSITIVE <input type="radio"/>	TACTFUL <input type="radio"/>
ADAPTABLE <input type="radio"/>	CHARMING <input type="radio"/>	FEARLESS <input type="radio"/>	LOGICAL <input type="radio"/>	PRACTICAL <input type="radio"/>	THOUGHTFUL <input type="radio"/>
ADMINISTRATIVE <input type="radio"/>	CLEVER <input type="radio"/>	GENEROUS <input type="radio"/>	LOUD <input type="radio"/>	QUAINT <input type="radio"/>	THRIFTY <input type="radio"/>
AGGRESSIVE <input type="radio"/>	COMFORTABLE <input type="radio"/>	GENTLE <input type="radio"/>	METHODICAL <input type="radio"/>	RATIONAL <input type="radio"/>	TOUGH <input type="radio"/>
ALTRUISTIC <input type="radio"/>	CORDIAL <input type="radio"/>	HAPPY <input type="radio"/>	MYSTERIOUS <input type="radio"/>	REAL <input type="radio"/>	TRANQUIL <input type="radio"/>
AMBITIOUS <input type="radio"/>	CURIOUS <input type="radio"/>	HARMONIOUS <input type="radio"/>	NATURAL <input type="radio"/>	RESOLUTE <input type="radio"/>	TRUSTING <input type="radio"/>
APPROACHABLE <input type="radio"/>	DEDICATED <input type="radio"/>	HELPFUL <input type="radio"/>	OPTIMISTIC <input type="radio"/>	RESPONSIVE <input type="radio"/>	VORACIOUS <input type="radio"/>
ARTICULATE <input type="radio"/>	DETAILED <input type="radio"/>	HONEST <input type="radio"/>	ORGANIZED <input type="radio"/>	RISKY <input type="radio"/>	WARM <input type="radio"/>
ARTISTIC <input type="radio"/>	DILIGENT <input type="radio"/>	HUMBLE <input type="radio"/>	PARTNER <input type="radio"/>	SAFE <input type="radio"/>	WILLING <input type="radio"/>
AWARE <input type="radio"/>	EAGER <input type="radio"/>	HUNGRY <input type="radio"/>	PASSIVE <input type="radio"/>	SERIOUS <input type="radio"/>	WISE <input type="radio"/>
BRAVE <input type="radio"/>	EASY <input type="radio"/>	IMAGINATIVE <input type="radio"/>	PATIENT <input type="radio"/>	SINCERE <input type="radio"/>	WITTY <input type="radio"/>
BRIGHT <input type="radio"/>	EFFICIENT <input type="radio"/>	INSIGHTFUL <input type="radio"/>	PLACID <input type="radio"/>	SOCIABLE <input type="radio"/>	YOUTHFUL <input type="radio"/>
BUSY <input type="radio"/>	EGOCENTRIC <input type="radio"/>	INTENSIVE <input type="radio"/>	PLAYFUL <input type="radio"/>	SMART <input type="radio"/>	_____ <input type="radio"/>
CALM <input type="radio"/>	EXPERIENCED <input type="radio"/>	KIND <input type="radio"/>	PLEASING <input type="radio"/>	STABLE <input type="radio"/>	_____ <input type="radio"/>
CAPABLE <input type="radio"/>	FAIR <input type="radio"/>	KOOKY <input type="radio"/>	POLITE <input type="radio"/>	STRAIGHTFORWARD <input type="radio"/>	_____ <input type="radio"/>