

# BRAND ADJECTIVE

*swipe file*

What words do you and your customers use to describe your brand?  
Find the words to describe the vibes your brand gives off.

BELOW ARE 136 WORDS THAT COULD BE USED TO DESCRIBE YOUR BRAND.  
START BY CHOOSING 20, THEN NARROW IT DOWN TO 10 BEFORE SELECTING YOUR TOP 5

ACCESSIBLE	DRAMATIC	GRACEFUL	PROFESSIONAL
ADORABLE	DRY	HAPPY	QUIRKY
ADVENTUROUS	DYNAMIC	HELPFUL	REBELLIOUS
ANALYTICAL	EARTHY	HEALTHY	RELAXING
ANTI-ESTABLISHMENT	ECCENTRIC	HIP	RELIABLE
APPROACHABLE	EDUCATIONAL	HOPE-FILLED	REVOLUTIONARY
ARTISTIC	EFFICIENT	HUMAN	ROMANTIC
ATHLETIC	ELEGANT	IMAGINATIVE	RUSTIC
BOLD	EMPATHETIC	INDUSTRIAL	SCHOLARLY
BRIGHT	ENERGETIC	INFORMAL	SECURE
BUTTONED-UP	ENCHANTING	INNOVATIVE	SERIOUS
CALMING	ENCOURAGING	INSPIRING	SHOCKING
CAPABLE	ENDEARING	INTENSE	SILLY
CARING	ENTHUSIASTIC	INVITING	SINCERE
CASUAL	ETHEREAL	JOYFUL	SLEEK
CHALLENGER	EXCLUSIVE	LAIID-BACK	SMART
CHARISMATIC	EXPENSIVE	LIVELY	SOOTHING
CHARMING	EXUBERANT	LOW-KEY	SOPHISTICATED
CHEERFUL	FAITHFUL	MAJESTIC	SPOOKY
CHIC	FAMILIAR	MASCULINE	STABLE
CLASSIC	FANCY	MATURE	STEADY
CLEVER	FEMININE	MINIMALIST	STIMULATING
COLLABORATIVE	FESTIVE	MODERN	STRIKING
COLORFUL	FIERCE	NERDY	STRONG
COMFORTABLE	FLEXIBLE	NO-NONSENSE	TASTEFUL
CONSERVATIVE	FLIRTY	NOSTALGIC	TRANQUIL
CONTEMPORARY	FORMAL	OLD-WORLD	TRUSTWORTHY
CONVENIENT	FRESH	ORGANIC	UNCONVENTIONAL
COOL	FRIENDLY	PASSIONATE	UNIQUE
CREATIVE	FUN	PATRIOTIC	UPBEAT
CUTTING-EDGE	FUNCTIONAL	PERSONABLE	VERSATILE
DARING	FUNNY	PLAIN	WARM
DELICATE	GIRLY	PLAYFUL	WHIMSICAL
DETAILED	GLAMOROUS	POLISHED	WILD

YOUR TOP 5 ADJECTIVES THAT DESCRIBE YOUR BRAND