

BRAND PERSONALITY TRAITS

Able	Dignified	Joyful	Passionate	Safe
Accepting	Disruptive	Keen	Patient	Sarcastic
Adaptable	Dramatic	Kind	Patriotic	Scientific
Adventurous	Energetic	Knowledgeable	Peaceful	Self-assertive
Agile	Extroverted	Laid-back	Playful	Sensible
Altruistic	Exuberant	Liberal	Poised	Serious
Ambitious	Fashionable	Lively	Polite	Sexy
Analytical	Fearless	Local	Polished	Sharp
Balanced	Fit	Logical	Popular	Silly
Bold	Flexible	Loving	Powerful	Sincere
Brave	Friendly	Masculine	Practical	Smart
Calm	Funny	Maternal	Precise	Social
Candid	Generous	Mature	Proactive	Sophisticated
Caring	Giving	Methodical	Proficient	Soulful
Cautious	Happy	Meticulous	Profound	Stable
Charming	Hip	Modern	Proud	Strong
Cheerful	Helpful	Modest	Prudent	Sympathetic
Chic	Honest	Motivated	Rebellious	Tactful
Classy	Humble	Natural	Refined	Talented
Clever	Idealistic	Neat	Reflective	Traditional
Compassionate	Independent	Nostalgic	Relaxed	Trustworthy
Competent	Ingenious	Nurturing	Reliable	Urban
Competitive	Innovative	Observant	Religious	Vibrant
Complex	Insightful	Old-fashioned	Reserved	Warm
Confident	Inspiring	Optimistic	Resourceful	Welcoming
Conservative	Intelligent	Outgoing	Respectful	Wise
Creative	Interesting	Outspoken	Responsible	Witty
Dependable	Introverted	Organized	Responsive	Youthful