



Brand Values and Vibes

INSTRUCTIONS

1. Make a copy of this doc or print it out so you can use it as you like and write, circle, and scribble all over it. You will need to click File > Make a copy, and then you can edit!
2. Go through the following list of values and vibes and narrow it down to your top 10-15 values and vibes.
3. Now narrow it down to your top 5
4. Now pick 1-2

I know this is hard! Take your time!

Accessibility
Accomplishment
Accountability
Accuracy
Adventure
Affection
Affluence
Altruism
Ambition
Approachable
Art deco
Assertiveness
Authentic
Balance
Beauty/beautiful
Bohemian
Bold
Botanical
Boutique
Bravery
Bright
Bubbly
Calm
Care
Celebrity
Challenge
Charity
Chic
Clarity
Classic
Classy
Clean
Comfort
Commitment
Compassion
Completion

Contemporary
Contentment
Contrast
Control
Cool
Courage
Creativity
Curated
Curiosity
Custom
Dark
Delicate
Dependability
Detail-oriented
Determination
Directness
Discipline
Diversity
Earthy
Efficiency
Empathy
Empowerment
Enthusiasm
Ethereal
Excellence
Experience
Expertise
Fairness
Faith
Fame
Family
Feminine
Fidelity
Flexibility
Free spirited
Fresh

Fun
Generosity
Geometric
Glamour
Glitz
Grace
Growth
Handcrafted
Happy
Hard-working
Health
Holistic
Homey
Honesty
Humor
Imagination
Impact
Imperfect
Independence
Influential
Innovation
Inspired
Integrity
Intelligence
Intentional
Inviting
Joy
Juicy
Justice
Kindness
Knowledge
Leadership
Learning
Light
Love
Loyalty

Mindfulness
Nostalgic
Optimism
Originality
Passion
Peace
Perfection
Power
Prosperity
Punctuality
Recognition
Relaxation
Reliability
Resourcefulness
Respect
Security
Sensitivity
Significance
Sincerity
Speed
Spirituality
Spontaneity
Stability
Strength
Success
Sympathy
Teamwork
Understanding
Vision
Wealth
Winning