

BRAND VALUES LIST

Abundance	Customer Satisfaction	Fairness	Integrity	Productivity
Acceptance	Customer-Centric	Faith	Intelligence	Professionalism
Accessibility	Daring	Family	Intimacy	Progress
Accountability	Dedication	Fame	Intuition	Purity
Accuracy	Dependability	Fascination	Joy	Quality
Activeness	Determination	Fearlessness	Justice	Recognition
Adaptability	Devotion	Firmness	Kindness	Reflection
Adventure	Dignity	Fitness	Knowledge	Relationships
Affection	Diligence	Flexibility	Leadership	Reliability
Ambition	Directness	Focus	Learning	Resilience
Appreciation	Discipline	Freedom	Liveliness	Resourcefulness
Approachability	Discovery	Freshness	Logic	Respect
Attention to Detail	Discretion	Friendship	Longevity	Responsibility
Balance	Diversity	Fun	Love	Safety
Beauty	Dreams	Generosity	Loyalty	Satisfaction
Belonging	Drive	Genius	Mastery	Security
Bravery	Duty	Genuineness	Mindfulness	Sharing
Capability	Eagerness	Goodwill	Motivation	Simplicity
Care	Ease of Use	Gratitude	Neatness	Sincerity
Change	Economy	Growth	Optimism	Skill
Charity	Education	Guidance	Organization	Speed
Clarity	Effectiveness	Happiness	Originality	Spontaneity
Cleanliness	Elegance	Hard Work	Partnership	Stability
Collaboration	Empathy	Harmony	Passion	Strength
Comfort	Empowering	Health	Patience	Success
Commitment	Energy	Heart	Peace	Support
Communication	Engagement	Heroism	Perception	Sustainability
Compassion	Enjoyment	History	Performance	Talent
Confidence	Entertainment	Honesty	Persistence	Teamwork
Connection	Enthusiasm	Honour	Playfulness	Thoughtfulness
Consistency	Entrepreneurship	Hope	Poise	Tolerance
Control	Environment	Humility	Polish	Trust
Cooperation	Equality	Humor	Popularity	Understanding
Courage	Evolution	Imagination	Positivity	Uniqueness
Craftiness	Excellence	Impact	Potential	Unity
Craftsmanship	Excitement	Individuality	Power	Variety
Creativity	Exhilaration	Innovation	Precision	Warmth
Credibility	Expertise	Insight	Pride	Wonder
Curiosity	Exploration	Inspiration	Privacy	Zeal

