

Adjectives for Brands

Active	Direct	Impactful	Relaxing
Adorable	Dramatic	Industrial	Reliable
Adventurous	Dynamic	Informal	Retro
Ambitious	Eager	Innovative	Revolutionary
Artistic	Earthy	Inspiring	Romantic
Athletic	Eccentric	Intense	Rustic
Bold	Efficient	Intentional	Scholarly
Calm	Elegant	Inviting	Secure
Caring	Enchanting	Irreverent	Sensitive
Casual	Endearing	Jolly	Serious
Charming	Energetic	Joyous	Silly
Cheerful	Ethereal	Low Maintenance	Sincere
Chic	Exciting	Lively	Sleek
Classic	Exuberant	Lush	Smart
Clever	Fabulous	Majestic	Soothing
Collaborative	Familiar	Mature	Sophisticated
Comfortable	Fashionable	Modern	Stable
Confident	Festive	Natural	Stimulating
Conservative	Fierce	Nifty	Striking
Contemporary	Flirty	Noisy	Strong
Convenient	Formal	No-nonsense	Stunning
Cool	Frank	Nostalgic	Sustainable
Cooperative	Fresh	Organic	Swanky
Courageous	Friendly	Plain	Timeless
Creative	Fun	Playful	Tranquil
Custom	Functional	Plucky	Trustworthy
Cutting Edge	Funny	Powerful	Unconventional
Daring	Futuristic	Professional	Urban
Dazzling	Generous	Proud	Versatile
Debonair	Gentle	Quaint	Vintage
Delicate	Glamorous	Quirky	Whimsical
Delightful	Graceful	Radiant	Wild
Detailed	Hip	Rebellious	Witty
Determined	Hilarious	Reflective	Wistful
	Historic		Youthful