

## ATTRIBUTE FINDER

Attributes are essential building blocks to a brand — unique, values-based, descriptive words that encapsulate who a business or organization is and what it does, as well as its personality and tone. They can drive decisions like design, programs, products, services and content. This is just one part of my branding process. [Get in touch](#) to learn what else happens.

DISCOVERY  
WHO  
WHAT  
WHY

*Circle words that resonate with you and your mission or work, narrowing your final selection to 3 to 5 words. Beware of contradictions or words that you **wish** to identify with but are not really you (aspirations allowed!) Go for **depth** and **accuracy** rather than **breadth** and **generality**. Avoid selecting words obvious to your business, as the goal here is finding **differentiating** factors to others like you.*

Abundant	Curious	Formal	Mysterious	Scientific
Accessible	Cutting-edge	Free	Mystical	Secure
Accountable	Daring	Fresh	Neighborhoodly	Self-reliant
Accurate	Dependable	Functional	Nonconforming	Sensual
Active	Devoted	Funny	Nourishing	Serene
Adaptable	Dignified	Futuristic	Nurturing	Simplicity
Adventurous	Diverse	Gentle	Open	Synchronicity
Agile	Down-to-earth	Giving	Optimistic	Socially-conscious
Altruistic	Dutiful	Gracious	Partnership	Sophistication
Ancient	Dynamic	Graceful	Passionate	Spirited
Approachable	Eager	Grassroots	Peaceful	Spontaneous
Aspirational	Earthy	Growth-oriented	Persevering	Stability
Attentive	Effective	Harmonious	Persuasive	Stealth
Audacious	Efficient	Heroic	Personable	Strength
Balanced	Elegant	Holistic	Pioneering	Surprise
Benevolent	Empathetic	Hopeful	Playful	Sustainable
Bold	Empowering	Humorous	Pleasant	Sympathetic
Brave	Encouraging	Imaginative	Positive	Synergistic
Bright	Energetic	Inclusive	Possibility	Teamwork
Calm	Enduring	Ingenious	Pragmatic	Timeless
Charismatic	Engaging	Innovative	Precise	Traditional
Classic	Enlightening	Instructive	Progressive	Transformative
Clean	Enriching	Intimate	Pure	Trustworthy
Clever	Enthusiastic	Intuitive	Rapid	Unifying
Collaborative	Ethical	Irreverent	Rare	Vast
Colorful	Exclusive	Joyous	Refined	Vibrant
Comforting	Expansive	Kinetic	Relaxed	Vigilant
Compassionate	Expedient	Leadership	Resilient	Vigorous
Confident	Expressive	Longevity	Reverent	Visionary
Connecting	Extravagant	Love	Responsive	Vital
Conscious	Factual	Loyalty	Rich	Warm
Conventional	Fair	Lyrical	Rigorous	Whimsical
Convivial	Feminine	Magnetic	Risk-taking	Wholesome
Courteous	Flexible	Masculine	Robust	Wise
Crafty	Focused	Mindful	Scarce	Wonderous
		Mischievous		