

## Adjectives for Brands

Active  
Adorable  
Adventurous  
Ambitious  
Artistic  
Athletic  
Bold  
Calm  
Caring  
Casual  
Charming  
Cheerful  
Chic  
Classic  
Clever  
Collaborative  
Comfortable  
Confident  
Conservative  
Contemporary  
Convenient  
Cool  
Cooperative  
Courageous  
Creative  
Custom  
Cutting Edge  
Daring  
Dazzling  
Debonair  
Delicate  
Delightful  
Detailed  
Determined  
Direct  
Dramatic  
Dynamic  
Eager  
Earthy  
Eccentric  
Efficient  
Elegant  
Enchanting  
Endearing  
Energetic  
Ethereal  
Exciting  
Exuberant  
Fabulous  
Familiar

Fashionable  
Festive  
Fierce  
Flirty  
Formal  
Frank  
Fresh  
Friendly  
Fun  
Functional  
Funny  
Futuristic  
Generous  
Gentle  
Glamorous  
Graceful  
Hip  
Hilarious  
Historic  
Impactful  
Industrial  
Informal  
Innovative  
Inspiring  
Intense  
Intentional  
Inviting  
Irreverent  
Jolly  
Joyous  
Low Maintenance  
Lively  
Lush  
Majestic  
Mature  
Modern  
Natural  
Nifty  
Noisy  
No-nonsense  
Nostalgic  
Organic  
Plain  
Playful  
Plucky  
Powerful  
Professional  
Proud  
Quaint  
Quirky

Radiant  
Rebellious  
Reflective  
Relaxing  
Reliable  
Retro  
Revolutionary  
Romantic  
Rustic  
Scholarly  
Secure  
Sensitive  
Serious  
Silly  
Sincere  
Sleek  
Smart  
Soothing  
Sophisticated  
Stable  
Stimulating  
Striking  
Strong  
Stunning  
Sustainable  
Swanky  
Timeless  
Tranquil  
Trustworthy  
Unconventional  
Urban  
Versatile  
Vintage  
Whimsical  
Wild  
Witty  
Wistful  
Youthful

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