

NAME _____ COMPANY _____

Circle three words in each category, then number them 1-3, with 1 being the highest.

Feel free to write in your own words.

VOICE <i>What you sound like</i>		STYLE <i>What you look like</i>		VALUES <i>What you act like</i>	
ACADEMIC	HONEST	BOLD	MODERN	ADVENTUROUS	HELPFUL
AGGRESSIVE	INSPIRATIONAL	CHIC	NATURAL	AGGRESSIVE	IMPULSIVE
APPROACHABLE	INTIMATE	CLASSIC	ORNATE	AMBITIOUS	INNOVATIVE
CANDID	IRREVERENT	CLEAN	OUTDOORSY	AUTHENTIC	IRONIC
CASUAL	LOUD	COOL	PREMIUM	CHARITABLE	LEADER
CLEVER	MYSTERIOUS	CURRENT	PREPPY	COMMUNITY MINDED	LIBERAL
COACHING	OPTIMISTIC	ECLECTIC	RETRO	CONSCIENTIOUS	PATRIOTIC
COMFORTING	PROFESSIONAL	ELEGANT	RUSTIC	CONSERVATIVE	PLAYFUL
CONFIDENT	QUIET	ELITE	SEXY	COURAGEOUS	PREPARED
DEFIANT	SARCASTIC	FANCY	SIMPLE	CUTTING-EDGE	QUIRKY
DIPLOMATIC	SEXY	FEMININE	SLEEK	DYNAMIC	REBELLIOUS
ELITE	SMART	FORMAL	TIMELESS	ECO-FRIENDLY	RESPONSIVE
EMPOWERING	SPIRITUAL	FUNKY	TRADITIONAL	EDUCATED	SELECTIVE
ENERGETIC	UNDERSTATED	GRUNGE	TRENDY	EXPRESSIVE	SINCERE
EXCLUSIVE	WHOLESOME	HIP	URBAN	GREEN	SOURCE-LOCAL
FRIENDLY	WISE	LOUD	VIBRANT	HEALTH	THOUGHTFUL
FUN	WITTY	MASCULINE	WHIMSICAL	HEDONISTIC	TRUSTWORTHY
HEARTFELT	WORLDLY	MINIMAL			VISIONARY