



STAND OUT BRAND VALUES

To accompany the exercise from The Hippo Campus Book.
Find out more at: www.thehippocampusbook.com

Remember, these are a guideline brand values. Brand Values can be industry specific, or could also be based around your avatar. The key here is to find STAND OUT values.

Ability	Approachability	Bliss	Classy	Contentment
Abundance	Ardent	Boldness	Cleanliness	Continuity
Acceptance	Artfulness	Bravery	Cleverness	Contribution
Accomplishment	Articulacy	Brilliance	Closeness	Control
Achievement	Assertive	Briskness	Cognizance	Conviction
Acknowledgement	Assurance	Buoyancy	Coherence	Conviviality
Action-Oriented	Athletic	Calmness	Comfort	Coolness
Adaptability	Attentiveness	Camaraderie	Committed	Cooperation
Adequacy	Attractiveness	Candid	Compassion	Copiousness
Adroitness	Audacity	Candor	Competence	Cordiality
Adventure	Availability	Capability	Complacency	Correctness
Affection	Awareness	Care	Completion	Courageous
Affluence	Awe	Carefulness	Composure	Courtesy
Alertness	Balance	Certainty	Concentration	Craftiness
Aliveness	Beauty	Challenge	Confident	Creativity
Ambition	Being-ness	Charity	Conformity	Credible
Amusement	Belief	Charm	Congruency	Cunning
Anticipation	Belongingness	Chastity	Connection	Curiosity
Appearance	Beneficent	Cheerfulness	Consciousness	Daring
Appreciation	Benevolence	Clarity	Consistent	Decisiveness

Decorum	Discretion	Enlightenment	Faithful	Freedom
Dedicated	Diversity	Entertainment	Fame	Fresh
Deepness	Dreaming	Enthusiastic	Fascination	Friendliness
Deference	Drive	Equality	Fashion	Frugality
Delicacy	Durable	Ethics	Fast	Fun
Delight	Duty	Evolution	Fearlessness	Fun-loving
Dependable	Dynamism	Exactness	Fidelity	Gallantry
Depth	Eagerness	Excellence	Finesse	Generosity
Desire	Economy	Excitement	Firmness	Gentility
Determination	Ecstasy	Exhilaration	Fitness	Genuine
Devotion	Education	Expectancy	Flexible	Giving
Devoutness	Effectiveness	Expediency	Flow	Good
Dexterity	Efficient	Expertise	Fluency	Grace
Dignity	Elation	Exploration	Fluidity	Gratefulness
Diligence	Elegance	Expressiveness	Focus	Gratitude
Diplomacy	Empathy	Extravagance	Forgiveness	Gregariousness
Directness	Encouragement	Extroversion	Formidable	Growth
Discernment	Endurance	Exuberance	Fortitude	Guidance
Discipline	Energetic	Facilitating	Frankness	Happy
Discovery	Enjoyment	Fairness	Free-Thinking	Harmony

Health	Innovative	Lasting	Memorable	Opportunity
Heart	Inquisitiveness	Lavishness	Merciful	Optimism
Helpfulness	Insightfulness	Leadership	Meticulousness	Optimistic
Heroism	Inspiring	Learning	Mindfulness	Opulence
Holiness	Instinctiveness	Legacy	Moderation	Order
Honesty	Integrity	Liberation	Modesty	Organization
Honorable	Intelligence	Liberty	Motivated	Original
Hope	Intensity	Liveliness	Mysteriousness	Originality
Hospitality	Intimacy	Logic	Neat	Outlandishness
Humility	Intrepidness	Longevity	Neatness	Outrageousness
Humorous	Introversion	Loving	Neighborly	Outstanding
Hygiene	Intuition	Loyal	Nerve	Passion
Imagination	Inventiveness	Majesty	Nimble	Patience
Immovable	Joyful	Malleable	Noble	Peacefulness
Impact	Judiciousness	Manage	Non-Conforming	Perceptiveness
Impartiality	Just	Mastery	Nurturing	Perfection
Impeccability	Justice	Maturity	Obedience	Performance
Independent	Keenness	Meaningful	Objective	Perseverance
Informative	Kindness	Meekness	Open-mind	Persistence
Ingenuity	Knowledge	Mellowness	Openness	Persistent

Personable	Presence	Reliability	Satisfaction	Smiling
Persuasiveness	Privacy	Reliable	Security	Solidarity
Philanthropy	Proactivity	Resilience	Self-control	Solidity
Piety	Professionalism	Resolution	Self-realization	Solitude
Planning	Proficiency	Resolve	Self-reliance	Sophistication
Playfulness	Prosperity	Resourceful	Selflessness	Soundness
Pleasantness	Prudence	Resourcefulness	Sensitivity	Speed
Pleasure	Punctuality	Respect	Sensuality	Spirit
Plentiful-ness	Purity	Respected	Serenity	Spirituality
Poise	Qualification	Respectful	Service	Spontaneity
Polish	Quickness	Restfulness	Sexuality	Stability
Polite	Quietness	Restraint	Sharing	Stillness
Popularity	Readiness	Reverence	Shrewdness	Strength
Positive	Realism	Richness	Significance	Structure
Potency	Reason	Rigor	Silence	Sturdy
Practicality	Recognition	Sacredness	Silliness	Substantiality
Pragmatism	Recreation	Sacrifice	Simplicity	Success
Precision	Refinement	Sagacity	Sincerity	Sufficiency
Preeminence	Reflection	Saintliness	Skillfulness	Superbness
Preparedness	Relaxation	Sanguinity	Smartness	Support

Supremacy	Thrift	Understanding	Vigorous	Willfulness
Surprise	Tidiness	Uniqueness	Virtue	Winning
Sympathy	Timeliness	Unity	Virtuous	Wisdom
Synergy	Togetherness	Usefulness	Vision	Wittiness
Tactfulness	Tough	Utility	Vitality	Wonder
Teamwork	Traditionalism	Valiant	Vivacity	Worthiness
Temperance	Tranquility	Valor	Warmth	Youthfulness
Thankfulness	Transcendence	Variety	Watchfulness	Zeal
Thoroughness	Trust	Victory	Wealth	Zest
Thoughtfulness	Truth	Vigor	Wholesomeness	Zing