

Brand Values

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Abundance	Discovery	Hard work	Popularity
Acceptance	Discretion	Harmony	Positivity
Accessibility	Diversity	Health	Potential
Accountability	Dreams	Heart	Power
Accuracy	Drive	Heroism	Precision
Activeness	Duty	History	Pride
Adaptability	Eagerness	Honesty	Privacy
Adventure	Ease of use	Honor	Productivity
Affection	Economy	Hope	Professionalism
Ambition	Education	Humility	Progress
Appreciation	Effectiveness	Humor	Purity
Approachability	Elegance	Imagination	Quality
Attention to detail	Empathy	Impact	Recognition
Balance	Empowering	Individuality	Reflection
Beauty	Energy	Innovation	Relationships
Belonging	Engagement	Insight	Reliability
Bravery	Enjoyment	Inspiration	Resilience
Capability	Entertainment	Integrity	Resourcefulness
Care	Enthusiasm	Intelligence	Respect
Change	Entrepreneurship	Intimacy	Responsibility
Charity	Environment	Intuition	Safety
Clarity	Equality	Joy	Satisfaction
Cleanliness	Evolution	Justice	Security
Collaboration	Excellence	Kindness	Sharing
Comfort	Excitement	Knowledge	Simplicity
Commitment	Exhilaration	Leadership	Sincerity
Communication	Expertise	Learning	Skill
Compassion	Exploration	Liveliness	Speed
Confidence	Fairness	Logic	Spontaneity
Connection	Faith	Longevity	Stability
Consistency	Family	Love	Strength
Control	Fame	Loyalty	Success
Cooperation	Fascination	Mastery	Support
Courage	Fearlessness	Mindfulness	Sustainability
Craftiness	Firmness	Motivation	Talent
Craftsmanship	Fitness	Neatness	Teamwork
Creativity	Flexibility	Optimism	Thoughtfulness
Credibility	Focus	Organization	Tolerance
Curiosity	Freedom	Originality	Trust
Customer satisfaction	Freshness	Partnership	Truth
Customer-centric	Friendship	Passion	Understanding
Daring	Fun	Patience	Uniqueness
Dedication	Generosity	Peace	Unity
Dependability	Genius	Perception	Value
Determination	Genuineness	Performance	Variety
Devotion	Goodwill	Persistence	Virtue
Dignity	Gratitude	Personal development	Vision
Diligence	Growth	Playfulness	Warmth
Directness	Guidance	Poise	Welcoming
Discipline	Happiness	Polish	Wonder