

Brand Values Worksheet

This document will help you to uncover and establish the critical brand values and attributes of your organization. These details should help in guiding your business efforts regarding branding, design, and marketing.

If you'd like more information or are looking for consultation in moving forward, please reach out: alexander@shapemaker.co

What is the mission statement of your organization? Use 2 sentences or less.

What promise does your organization make? Use 2 sentences or less.

As a brand, what do you stand for? What impact do you hope to create? Keep this brief.

How do you want your company to be perceived? Make it an aspirational statement.

Choose up to 10 brand values that resonate with your organization. Use the list provided on page 3 as a starting point.

Now, choose only the 3 most important values from the last list. This is the most distilled, core representation of your brand.

Brand Attributes

This exercise is to help foster an understanding around opposing brand attributes, and where your organization sits within these categories. Simply mark an X on the line, denoting where you fall on each scale.

Intricate	Simple
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Traditional	Progressive
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Contemporary	Classic
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Subdued	Bold
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Extravagant	Necessary
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Feminine	Masculine
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Black & White	Colorful
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Loud	Reserved
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Upscale	Economical
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Organic	Man-Made
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Brand Value Examples

We've provided this list to assist you in exploring the principles of your brand on a deeper level, however it is not meant to be restrictive. If you want to use something not found here, go for it!

Adaptability	Curiosity	Guidance	Persistence
Adventure	Daring	Harmony	Philanthropy
Affection	Deepness	Health	Polish
Affluence	Dependability	Honesty	Pragmatism
Ambition	Depth	Honor	Privacy
Approachability	Determination	Hope	Professionalism
Assurance	Devotion	Hospitality	Prosperity
Awareness	Dignity	Humility	Reason
Awe	Direction	Imagination	Recognition
Balance	Discretion	Impact	Reflection
Belonging	Discipline	Industry	Relaxation
Blissfulness	Discovery	Ingenuity	Reliability
Boldness	Diversity	Integrity	Resilience
Bravery	Dynamism	Intelligence	Respect
Brilliance	Education	Intensity	Sacrifice
Calmness	Efficiency	Intuition	Security
Capability	Empathy	Joy	Sharing
Care	Encouragement	Justice	Simplicity
Charity	Energy	Kindness	Sincerity
Clarity	Enjoyment	Leadership	Sophistication
Comfort	Enlightenment	Learning	Spirituality
Commitment	Enthusiasm	Liberation	Stability
Compassion	Excellence	Love	Strength
Confidence	Expertise	Loyalty	Structure
Connection	Exploration	Maturity	Tactfulness
Consistency	Expression	Mindfulness	Traditional
Contemporary	Evolution	Moderation	Trustworthy
Contribution	Faith	Modesty	Unity
Control	Flexibility	Motivation	Utility
Conviction	Focus	Openness	Vision
Conviviality	Fortitude	Optimism	Warmth
Coolness	Freedom	Organization	Wisdom
Cooperation	Friendliness	Originality	Wonder
Courage	Giving	Passion	Youthful
Craftiness	Gratitude	Peace	
Creativity	Growth	Perseverance	