

KEYWORDS

Mark the keywords that reflect your project best. Now choose 3-5 most vital keywords that will function as your guidelines throughout the brand's styling process.

GROUP 1

friendly
light
bright
bubbly
clear
communicative
creative
jumpy
lively
open
fun
emotional
innovative
improvising
free-style
inspiring
enthusiastic
youthful
optimistic
positive
quick
simple
emphatic
spontaneous
warm
inviting
catchy
approachable

GROUP 2

detailed
balanced
beautiful
creative
trustworthy
effective
elegant
gracious
flowing
gentle
subconscious
logical
organized
attentive
perfectionist
quality
calm
cool
responsible
romantic
sensible
serious
calming
supporting
timeless
traditional
understated
chic

GROUP 3

abundant
ambitious
authentic
fighter
comforting
community
earthy
effective
energetic
enthusiastic
fun
spirited
spiritual
focused
friendly
focused on growth
learning
unusual
historical
intense
fair
learning
nostalgic
organic
practical
productive
strong
warm

GROUP 4

self-assured
cutting-edge
decisive
disciplined
dramatic
expensive
expert
focused
down to earth
doer
high-end
luxury
market leader
objective
over-flowing
precise
realistic
trustworthy
confident
serious
simple
cohesive
specialist
outstanding
strong
inflexible
goal-minded
visionary