

**QUALITY**

The fact that the service offered is of quality should be a prerequisite and is not a value through which one can differentiate oneself.

**INNOVATIVE**

If one is not actually a pioneer within the market, innovation is another „hygiene factor“ that often cannot be practiced authentically and quickly appears generic.

**TRUSTWORTHY**

Trust has to be earned. Whether you are trustworthy is determined by your customers, not by the brand itself.

**TRANSPARENT**

In today's world, where consumers are better informed and more connected than ever before, a certain level of transparency is advisable and not worth to be mentioned as a brand attribute.

**PROFES-  
SIONAL**

Would you do business with an unprofessional organization?

**CUSTOMER  
ORIENTED**

Anything else would be bad for business.

**RELIABLE**

Reliability is the principle of entrepreneurial action and does not provide orientation or differentiation from the competition

**PASSIONATE**

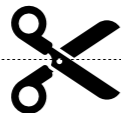
This is difficult to prove authentically and therefore serves less well as an identification source for potential customers.

**MOVING**

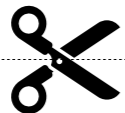
**VISIONARY**

**PROVOCATIVE**

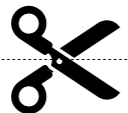
**BOLD**



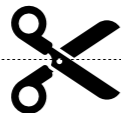
<b>FRIENDLY</b>	<b>HONEST</b>	<b>DARING</b>	<b>DOWN TO EARTH</b>
<b>VIVID</b>	<b>AUTHORITATIVE</b>	<b>EDGY</b>	<b>ELEVATED</b>
<b>RATIONAL</b>	<b>PLAYFUL</b>	<b>CREATIVE</b>	<b>TECHNICAL</b>



<b>CORPORATE</b>	<b>NATURAL</b>	<b>TRADITIONAL</b>	<b>DELICATE</b>
<b>CASUAL</b>	<b>TOUGH</b>	<b>MASCULINE</b>	<b>FEMININE</b>
<b>STURDY</b>	<b>YOUTHFUL</b>	<b>INCLUSIVE</b>	<b>EXCLUSIVE</b>



<b>PRAGMATIC</b>	<b>ESTABLISHED</b>	<b>QUIRKY</b>	<b>WARM</b>
<b>COOL</b>	<b>DIRECT</b>	<b>APPROACHABLE</b>	<b>CALM</b>
<b>DOMESTIC</b>	<b>SOPHISTI- CATED</b>	<b>RESERVED</b>	<b>EMOTIONAL</b>



<b>CONFIDENT</b>	<b>UNCONVENTIONAL</b>	<b>PROGRESSIVE</b>	<b>FORMAL</b>
<b>THOUGHTFUL</b>	<b>CARING</b>	<b>LOUD</b>	<b>DRIVEN</b>
<b>ELITIST</b>	<b>EDUCATIONAL</b>	<b>CLEAR</b>	<b>DIVERSE</b>

