



## BRAND VALUES

Acceptance  
Accessibility  
Accountability  
Action  
Agility  
Altruism  
Boldness  
Challenge  
Collaboration  
Community  
Connection  
Contribution  
Craftsmanship  
Creativity  
Curiosity  
Dedication  
Discovery  
Diversity  
Education  
Efficiency  
Empathy  
Energy  
Environment  
Ethical  
Equality  
Excellence  
Exploration  
Focus  
Fun  
Honesty  
Hope  
Humour  
Imagination  
Impact  
Inclusion  
Informative  
Innovation  
Inspiration  
Integrity  
Intelligence  
Joy  
Leadership  
Learning  
Logic  
Luxury  
Mastery  
Motivation  
Mindfulness  
Nature  
Openness  
Optimism  
Order  
Partnership  
Passion  
Performance  
Perseverance  
Personal Development  
Philanthropy  
Playfulness  
Precision  
Professionalism  
Purpose  
Relationships  
Reliability  
Resilience  
Responsibility  
Results  
Risk  
Simplicity  
Skill  
Structure  
Support  
Sustainability  
Teamwork  
Transparency  
Truth  
Uniqueness  
Usefulness  
Value  
Wonder