



# LEVEL UP!

## THE 50:20:5:1 EXERCISE

Accessible	Energetic	Raw
Adaptable	Everyday	Realistic
Adventurous	Exclusive	Refined
Aggressive	Experimental	Relaxed
Amateurish	Factual	Relatable
Ambitious	Fearless	Reserved
Analytical	Frank	Respectful
Approachable	Forefront	Rigorous
Artistic	Formal	Savvy
Aspirational	Fun	Scientific
Authoritative	Futuristic	Secure
Basic	Geeky	Serenity
Best-in-class	Glamorous	Serious
Big	Grit	Shared
Blunt	Harsh	Sincere
Bold	Honest	Simple
Calm	High-end	Small
Casual	Humble	Sophisticated
Certain	Imaginative	Steady
Charming	Industrial	Strong
Cheeky	Intuitive	Subtle
Clever	Lively	Surprising
Collective	Mass-market	Quiet
Complex	Modern	Technical
Conventional	Mysterious	Thorough
Courageous	Nostalgic	Timeless
Crafted	Ordinary	Traditional
Curious	Open-minded	Trusted
Current	Opinionated	Truthful
Cutting-edge	Optimistic	Typical
Daring	Pessimistic	Usual
Dependable	Playful	Unusual
Disciplined	Practical	Vibrant
Dynamic	Professional	Vintage
Effortless	Progressive	Welcoming
Emotional	Radical	Wise