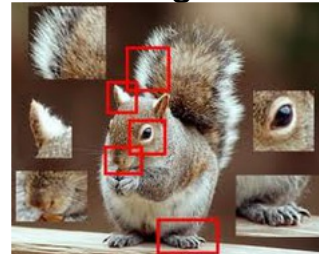




1. **appropriate** suitable or proper for a particular situation



2. **aspect** a part or feature of something



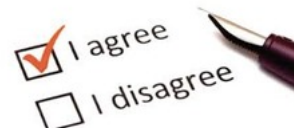
3. **authority** the power to make decisions or control people and things



4. **circumstances** the conditions or facts affecting a situation or event



5. **consent** permission or agreement given by someone



6. **consequence** a result or effect of an action or decision



7. **considerable** large in amount, size, or degree



8. **consistent** always acting or behaving in the same way



9. **context** the situation or background in which something happens or exists



10. **coordinate** to organize or make different things work together



11. **core** the most important or central part of something



12. **distinct**

clearly different or separate from other things



13. **dominant**

having more power or control than others



14. **establish**

to create or set up something that is meant to last



15. **evaluate**

to carefully consider something to form an opinion or judgment





16. framework

Brand Personality Framework



18. indicate

19. interpret

20. involved



21. legislation

laws or a set of laws made by a government



22. maintain

to keep something in a certain condition or continue doing something; to say an opinion



23. perceive

to see or understand something in a certain way



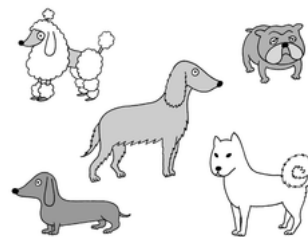
24. potential

the possibility for something to happen or develop in the future



25. range

a variety or selection of different things



26. regulate

to control something by making rules or laws



27. **restrict**

to limit or control the size, amount, or range of something



28. **seek**

to try to find or obtain something



29. **specific**

particular or clearly defined



30. **sufficient**

enough in quantity or quality for a particular purpose

