

Brands are *Human*

A brand is only as good as the *human* endeavor it represents. Meaningful brands transmit value, dignify participants, portray products and services authentically, reduce waste, clarify confusion, and conveys our highest ideals.

TENETS:

01. **Represent Humans**
Brands must be ecological, reflecting who they represent.
02. **Transmit Value**
Brands must be useful, being both helpful and beautiful.
03. **Dignify Participants**
Brands must be thoughtful, providing meaning to communities.
04. **Portray Authenticity**
Brands must be honest, echoing human aspirations.
05. **Reduce Waste**
Brands must be responsible, being mindful of their footprint.
06. **Clarify Confusion**
Brands must be clear, fighting confusion with clarity.
07. **Convey Ideals**
Brands must be symbolic, sewing harmony amongst diversity.