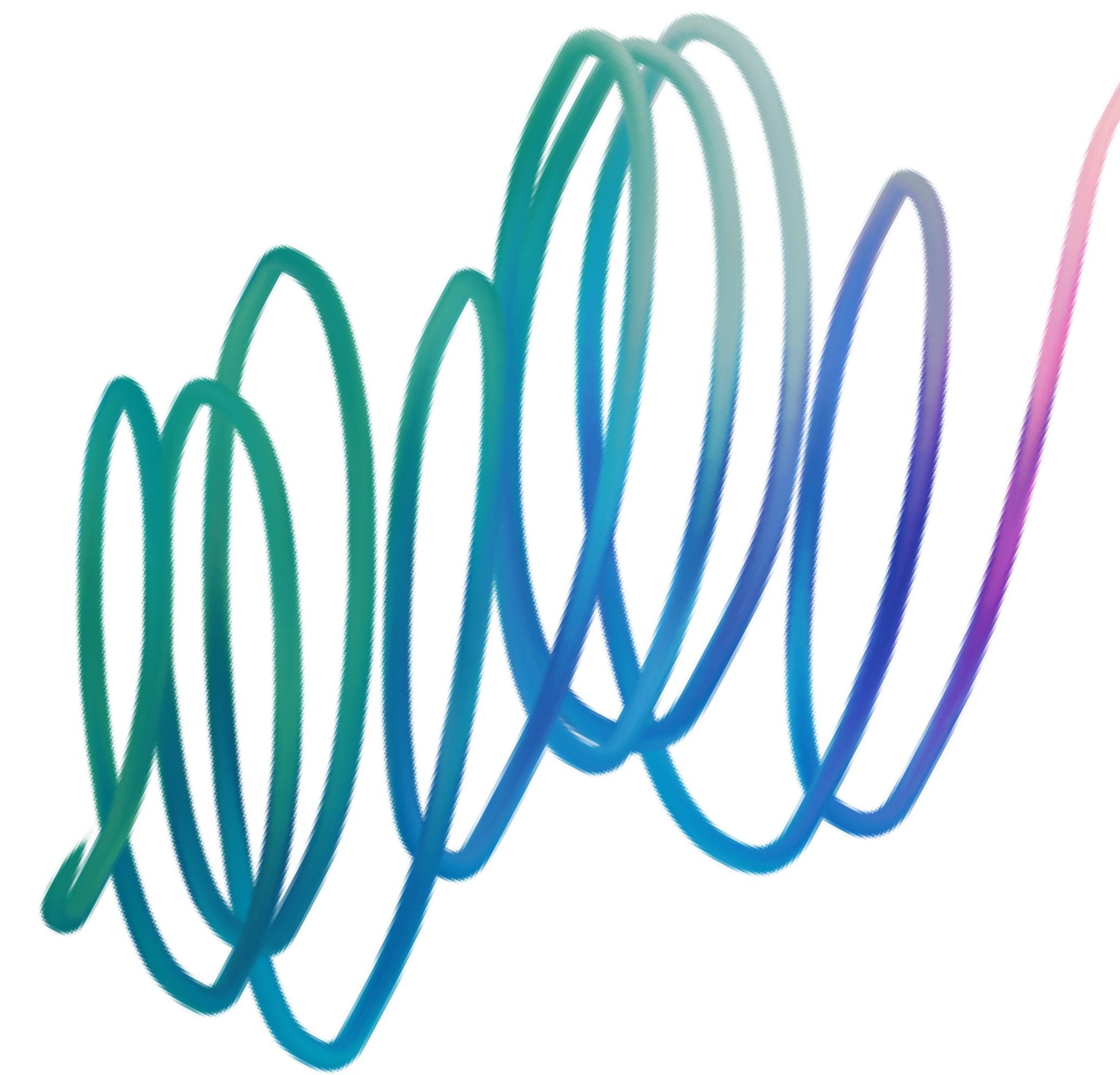


source{d}
brand persona.

personality.





competent.



sincere.



sophisticated.



excited.

traits.



**open.
scientific.
innovative.
transparent.**

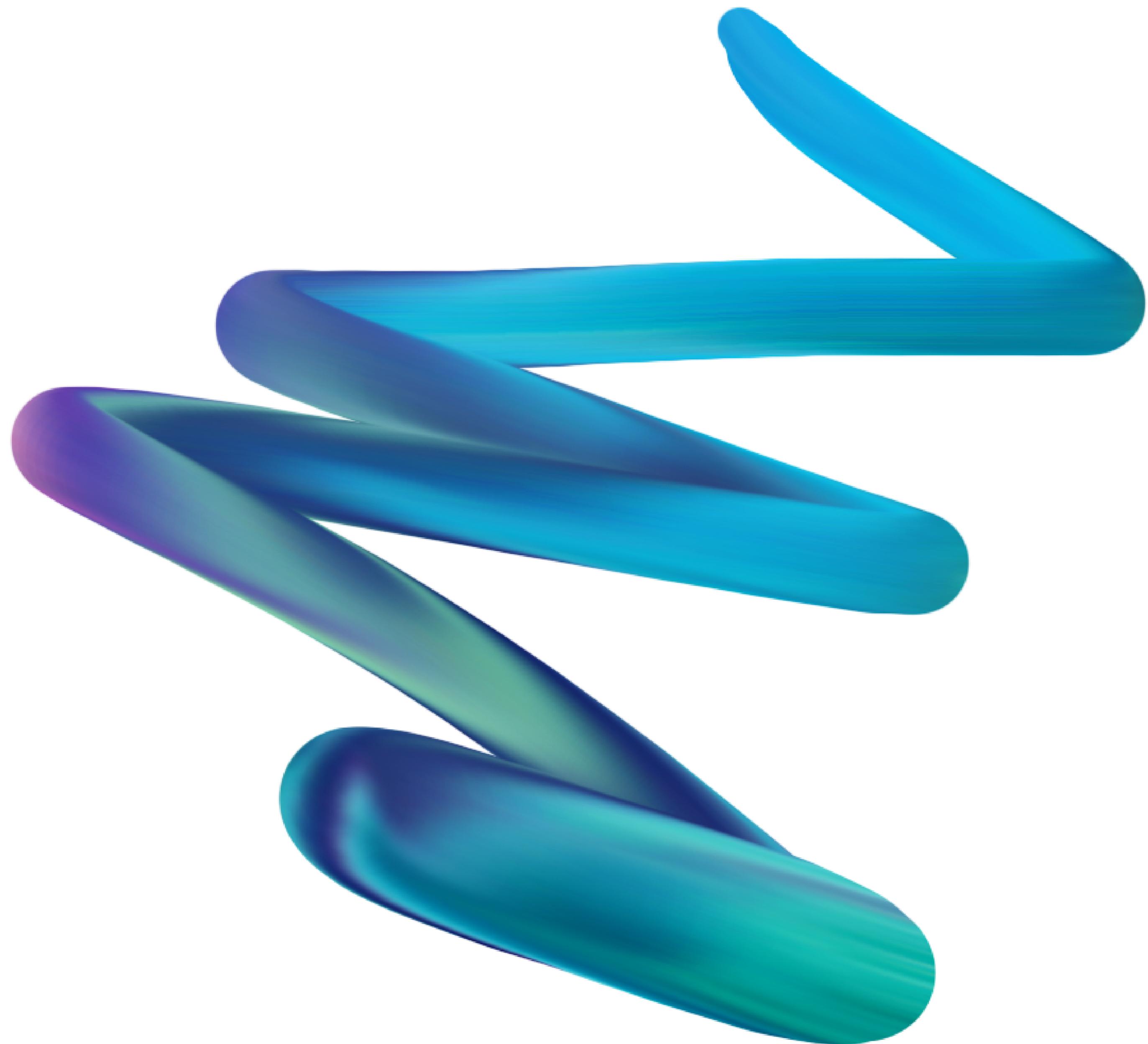




**honest work for fun.
on funny things.**

**cool.
we know our stuff.**



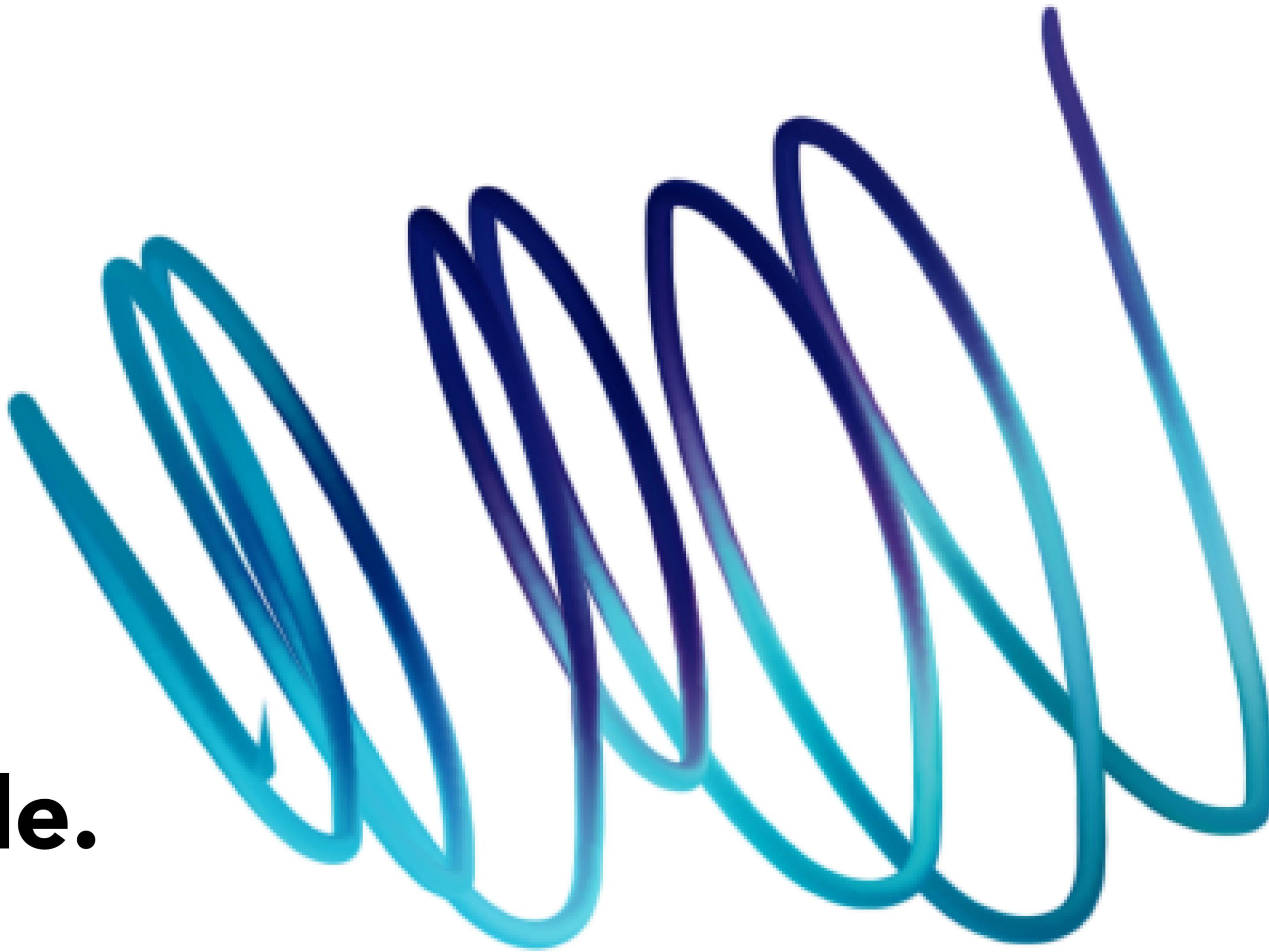


**bold.
not reckless.**

**smart.
not pretentious.**

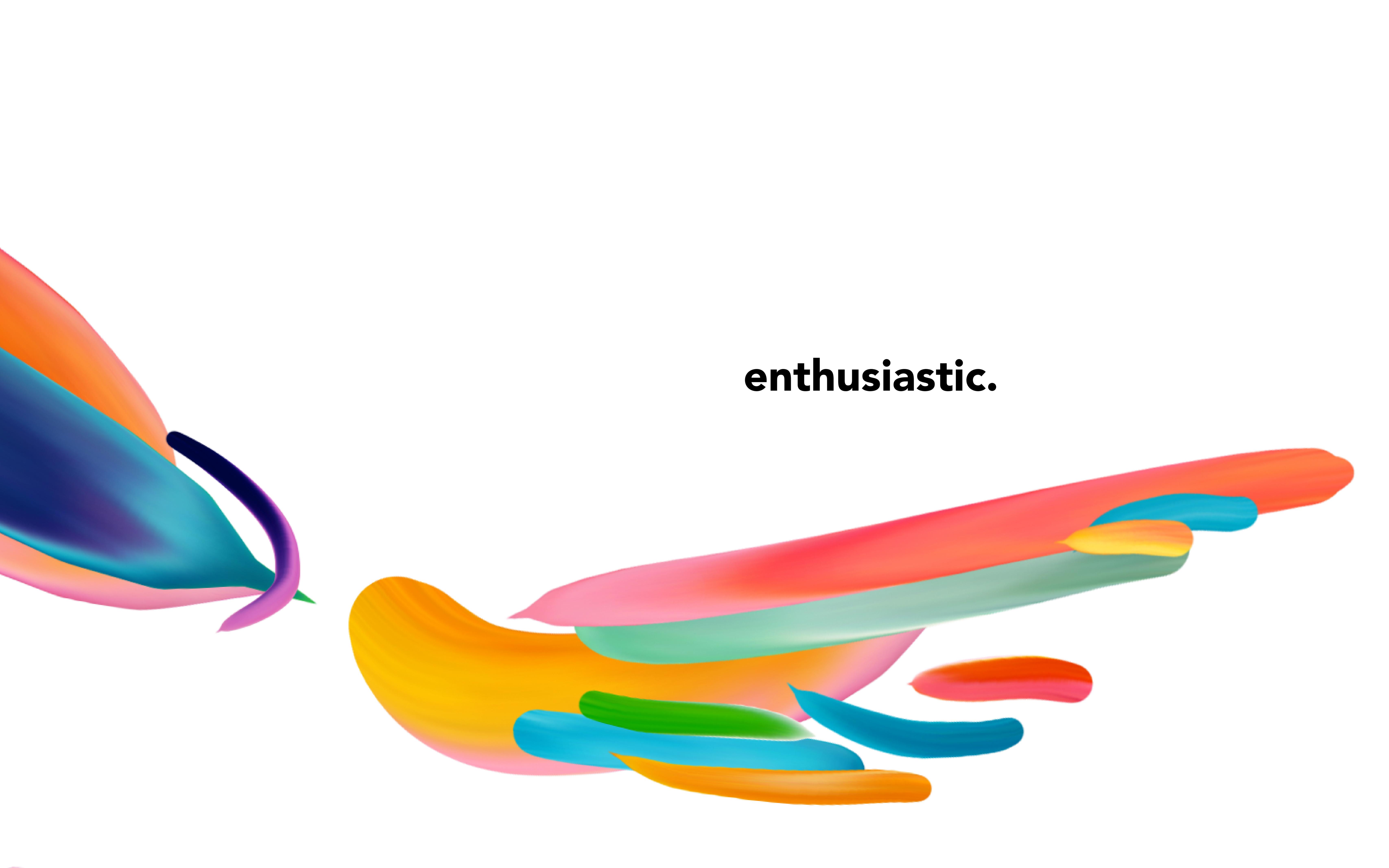


facsimile.





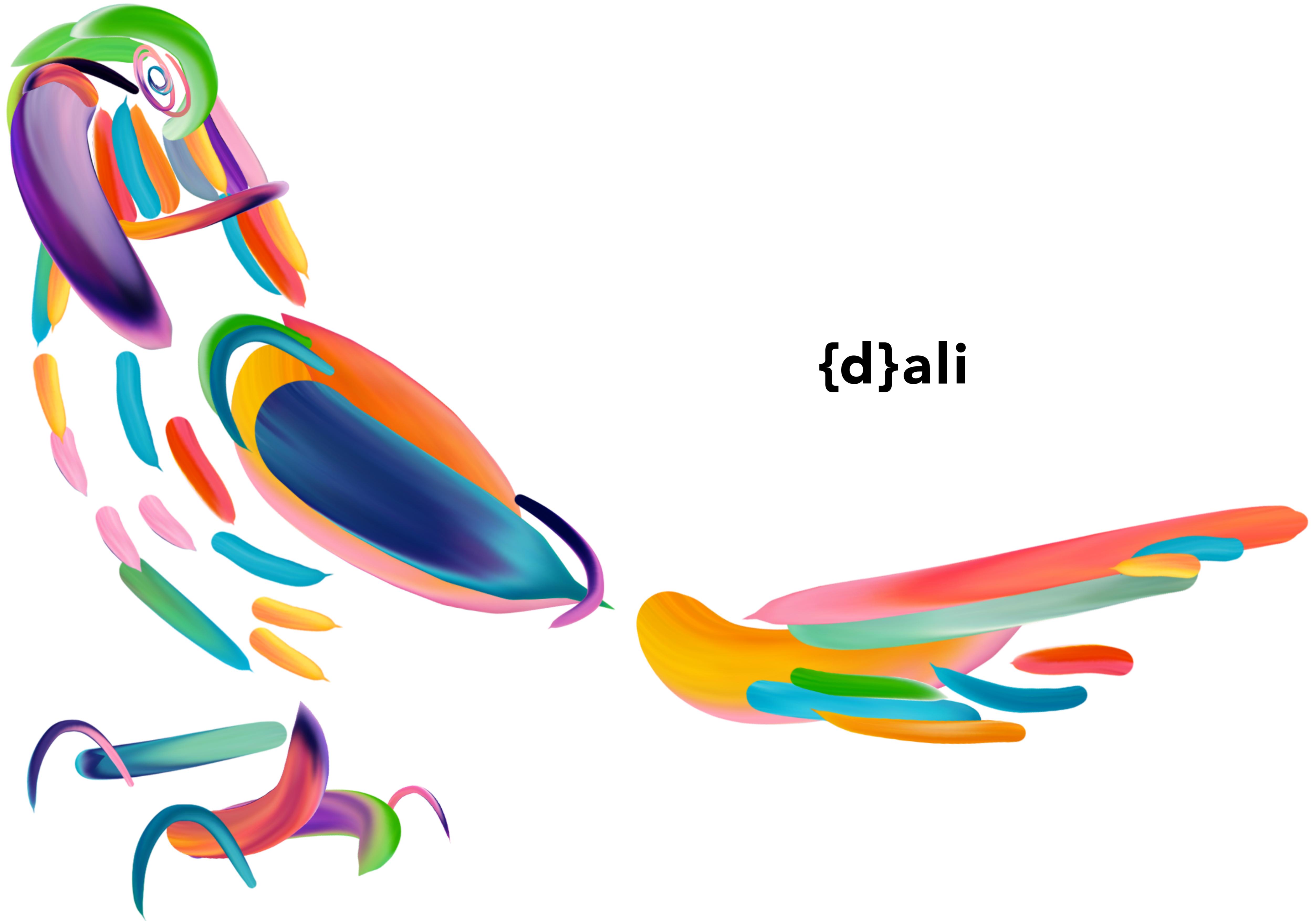
trustworthy.



enthusiastic.



genuine.





design is a team sport.