



# YOUR BRAND FOUNDATION

METIS

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Prepared for Tom Hale  
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# AT A GLANCE

## VALUES

Said, Not Assumed

## SECTION 01

### BUSINESS OVERVIEW

#### OUR READ

Kestrel Joinery makes furniture for the room it will actually stand in.

## SECTION 02

### OUR MISSION

#### OUR READ

For people who would rather wait than settle.

## SECTION 03

### WHAT WE STAND FOR

#### OUR READ

Nothing is started before the number is said out loud.

#### SAID, NOT ASSUMED

The number is agreed out loud before any timber is cut.

Nobody finds out what it costs afterwards.

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SECTION 04

## WHO WE SERVE

OUR READ

People furnishing one room properly, not a whole house quickly.

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SECTION 05

## WHO WE'RE NOT FOR

OUR READ

Anyone who needs it by Friday.

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SECTION 06

## WRITING IN YOUR VOICE

OUR READ

You write plainly and name the material before the price.

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SECTION 07

## WHERE WE'RE GOING

OUR READ

Two commissions a month, and a workshop that stays this size.