

friendly

thoughtful

human

honest

colourful

dependable

This set of values are the framework
for the Earthborn brand

friendly

Definition

1. companionable, neighbourly.
kind-hearted.
2. inclined to help, or support.

Brand reference

Approachable, warm and inviting.
Not elitist or snobby.

thoughtful

Definition

1. taking thought for the comfort and the good of others.
2. having respect for; regardful.

Brand reference

Earthborn is considerate of both mankind and the environment.

human

Definition

1. characteristic of humanity.
2. earthborn.

Brand reference

A unique personality. We are individual, not cloned, nor manufactured.

honest

Definition

1. truthful; trustworthy; creditable.
2. open; frank; straight-forward.

Brand reference

Total transparency, no pretence, clever wording or deception.

colourful

Definition

1. individual; characterful.
2. vivid and interesting.

Brand reference

Very different from the other paint companies! Rich in personality.
A sense of fun.

dependable

Definition

1. worthy of trust, reliable.
2. faithful, responsible.

Brand reference

We know everything when it comes to our 'eco paints'. Put your trust in us and our products.