

Is your brand honest?

clear, open, truthful, uncomplicated, easy to understand, substantial, respectful of others.

You state the truth clearly and back it up with facts and figures. You don't need to overcomplicate issues with obscure terminology and jargon. You make your language easy to understand and keep it simple. Honesty flows hand in hand with openness. There must be a willingness to open yourself up to criticism, and allow your audience to engage with you. There's nothing hidden in your small print. It's all in your big print. **Your brand is honest.**