## The Nick Bryant Advanced & Ethical Marketing & Design ethical creed consists of the following core principles.

- **1.** People are more important than money.
- 2. Being legal, and decent, and honest, and accurate, and worthy of trust.
- **3.** Each individual regardless of, and because of, their: ability; age; disability; economic, familial, or marital status; hierarchal position; gender; ethnicity; race; or spiritual beliefs; has the following rights.
  - a. The right, duty, and responsibility, to become, or to develop further as: an essential, prosperous, and dynamic member of their familial grouping, hierarchy, community, and local economy; whilst being legal, and decent, and honest, and accurate, and worthy of trust.
  - **b.** The right to expect to be treated with respect, courtesy, intelligence, creativity, and understanding of their particular circumstances.
  - c. The right to naturally feel good about themself.
- 4. Having fun working with others who are legal, and decent, and honest, and accurate, and worthy of trust.
- 5. Being in favour of corporate responsibility.
- 6. People are more important than politics.
- 7. Being in favour of good citizenship.

The Nick Bryant Advanced & Ethical Marketing & Design ethical creed is based on the following core beliefs. The believe in the certain knowledge:

- **1.** of God the creator,
- 2. that on Earth God acts through the attitudes, decisions, and actions of good people;
- **3.** of the combined holy trinity of passion, logic, and compassion;
- 4. thou shall not inflict pain or suffering;
- 5. that everyone is created equal;
- 6. thou shall not murder;
- 7. that everyone has the divine right to believe in and peacefully practice their own faith as long as doing so does not deliberately prevent others from believing in and peacefully practicing their faith.

## **Declaration.**

I the undersigned (Nick Bryant) formally declare that the principles and beliefs above are the Nick Bryant Advanced & Ethical Marketing & Design ethical creed.

Ile. The undersigned