

THE ROOTING

a little book

for big dreams

brand therapy by **muute**

"the deeper into forest,  
the more trees you find."

- lithuanian folklore

/

"kuo giliau į mišką,  
tuo daugiau medžių."

this book was born  
from a need of **clarity**

decades passed  
work multiplied

we found ourselves

**more** clueless  
than we started

we needed

a

**compass**

this is an attempt  
to **distill**

a chaos  
into a **map**

\* you're looking at  
a working **draft**

it will likely  
never be finished

purpose  
methodology  
philosophy

**a manifesto**  
for healing brands

that  
outgrew

themselves

P  
U  
R  
P  
O  
S  
E

**T H E G A P**

**GAP**

welcome to the g a p

where brands go to die

a slow expensive **death**

between promise ..... and experience

between a beautiful pdf ..... and messy reality

brand is not what you

say  
dream  
pdf

brand is what

happens  
exists  
persists

in the

**wild**

## WILD

you've seen the **wounds**

- ceo says "innovative". powerpoint says "1997"
- strategy says "seamless", microcopy says "go away"
- ads say warm. product feels fried. support: frozen
  
- brand is a beautiful lie in 47 fragmented voices
  
- visuals. show everything. reveal nothing
- copy. seo optimized. not meant for humans
- badges. 5 logos. still doesn't feel safe enough
- footer. full of disclaimers. no trace of humanity
  
- website. says relax. looks like stress
- homepage. every department's wish. chaos wins
- navigation. comprehensive. like a tax form
- cta. says "buy now". feels like a warning
  
- journey. functional. like customs declaration
- flow. 12 steps. like airport security
- funnel. frictionless. cold as death

we've felt the **mayhem**

- engineers. decide branding in 15 minute polls
- performers. chase conversion. miss connection
- analysts. optimize metrics. remove feeling
  
- different teams speak like different companies
- brand guide is 200 pages not opened since 2019
- random acts of marketing are always random
  
- add a form. 8 people, 4 meetings, 6 months
- add a comma. 40 days. comma never shipped
  
- change a button. requires archeology degree
- change of text. triggers a UN council
  
- "quick fix" makes everyone laugh
  
- brand feels bureaucratic because it is
  
- gerda knows everything. gerda just quit

**T H E   B R I D G E**

## TRIBES

your brand is run by two tribes:

**poets** - can't build  
**plumbers** - can't dream

neither speaks the other's language:

- strategy & execution
- creative & engineering
- design & architecture
- content & operations
- narrative & systems

brand becomes **5** different things

## FUSION

two decades in the machine  
took us the strangest paths

fusing into something  
harder to name

we found ourselves native  
in both: poetry **and** plumbing

and the third one  
everyone forgets: polish

**poetry to plumbing to polish**

we've become  
**whole**

## BRIDGE

we're on a mission to ensure  
your soul **survives** the system

not just dream  
not just build  
not pdf and disappear

to build the bridge  
and **stay** on it

**T H E I N S T R U M E N T**

don't build brands

build **the instrument** ■

they sing with

clear. cohesive

calm

always

M  
E  
T  
H  
O  
D  
O  
L  
O  
G  
Y

T H E T R U T H

## TRUTH

start  
where nature starts

at the beginning

from **excavating**  
the truth

**brutal**  
clinical  
forensic

painful  
inconvenient  
**necessary**

raw  
naked

yours

**distance** between  
who you think you are

and who you **are**

measured  
investigated

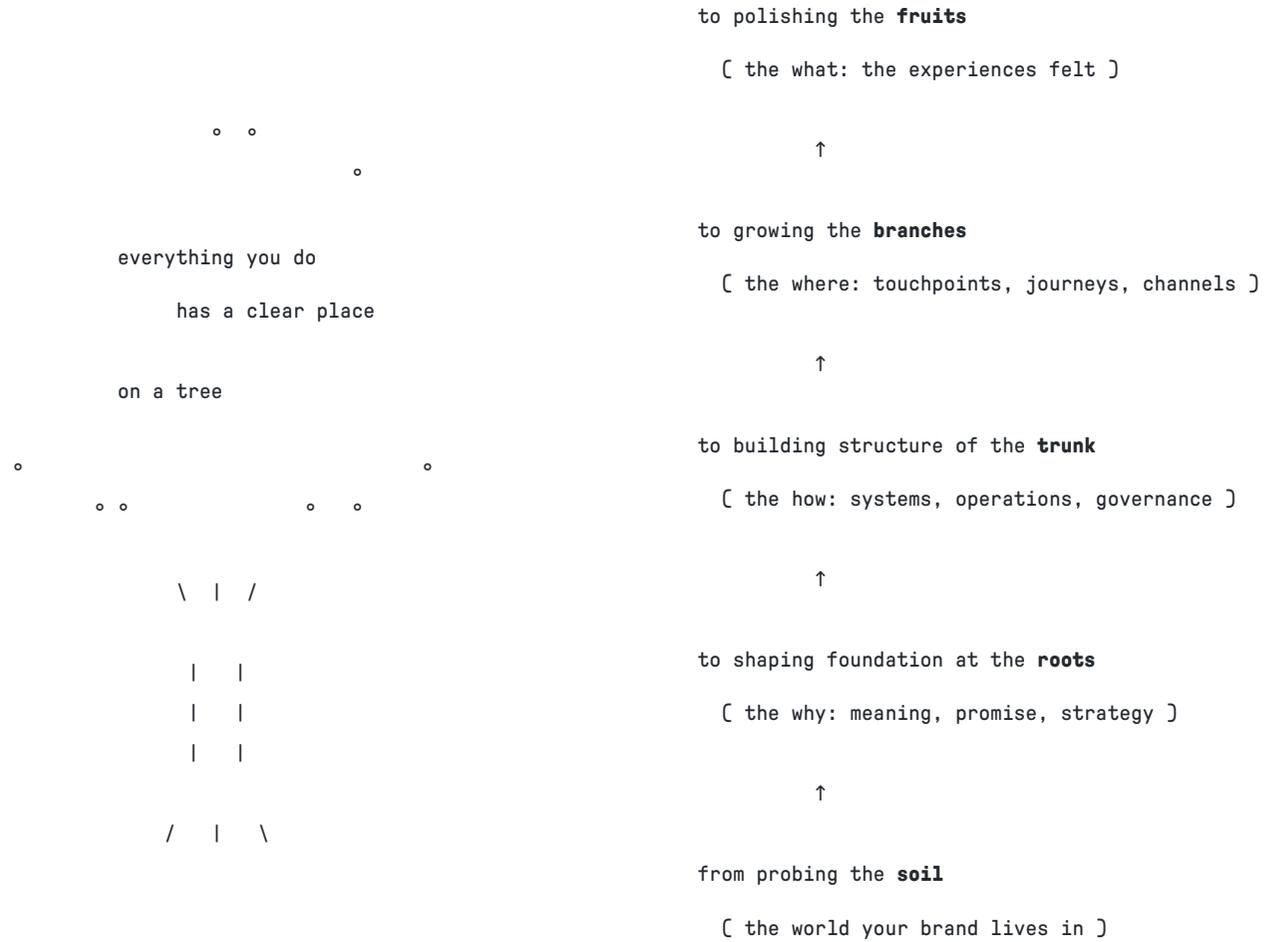
made **visible**

in short  
take it to **the bureau** ■

T H E T R E E



TREE



## NURTURE

read the soil

excavate your truth

plant it deep and permanent

prune what's dead

let it turn to compost

strengthen what's weak

guide growth with purpose

cultivate

nurture

why  
to how  
to what

roots > trunk > branches > fruits  
strategy > systems > execution > experience  
feed > support > deliver > delight

poetry  
to plumbing  
to polish

truth found  
to truth built  
to truth felt

P  
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C R E A T I V E

by **underwhisper** ■

## MEANING

build on meaning

foundation before decoration  
strategy before execution  
brand before campaigns  
truth before tactics  
words before image  
why before what

from ground up  
like nature

**always**

**roots** before fruits

**foundation** first

the house is only as good  
as the foundation

foundations are built with **words**

**UNDRESS**

write like **nature**

calm

subtle

honest

direct

authentic

**grounded**

not decorate

**excavate**

undress

reclaim

distill

sharpen

don't make it louder  
make it **truer**

**WHISPER**

give it **air**

distill

distill

**distill**

clear vs clever

sharp vs fluffy

essence vs sugar

not out-yell

out-**silent**

understated

deliberate

never desperate

let words breathe

let silence speak

let ideas whisper

**haiku** vs novel

**restraint** is luxury

land like **snowfall**

slow

quiet

fluent

**effortless**

**LESS**

"i didn't have time  
to write a short letter,  
so i wrote a long one instead"

- Mark Twain

fight for **less**

**GLOW**

in a world of more      seek **less**  
in a world of burnout    seek **calm**  
in a world of hype        seek **truth**  
in a world of surface     seek **depth**  
in a world of noise       seek **signal**

when everyone  
is dancing on tables  
the one who sits still

**glows**

## DREAMS

we're in business of shaping **dreams**

we don't build products

we build:

a feeling  
an experience  
an atmosphere

a philosophy  
a liberation  
a transformation

a possibility to believe in  
a better way to be  
a bigger promise

beyond functional

### **conceptual**

products fail not because they lack features  
they fail because nobody **wants** to use them

people don't act because they were informed  
they act because they **felt** something

best products don't state what they do  
they show what they **change** in your world

the human **why** before the what

to uncover it, you need a submarine  
it's called **empathy**

humans are wired for **stories**  
facts get forgotten. what sticks is the image

story is a way to **paint** image in your mind  
a **lens** to view the product  
a way to make you **feel**

they trigger imagination  
paint the scene  
cement an idea

when mindset is there

the rest flows **naturally**

## RIOT

real things are **imperfect**

weird. quirky  
rough. inconvenient  
bold. absurd. surreal

in a world of polish  
imperfect is a necessary salt

it builds trust  
character  
soul

tone-deaf

breaks conversations  
fuels creation

when everyone zigs  
find reasons to zag

some norms are meant  
to **riot**

be **brutal** to ideas

let them grow wild

use them as exploration vehicles  
take them to deepest depths

then try every way to kill them

what survives  
is what matters

**E N G I N E E R I N G**

by **aparātas** ■

## HUMAN

we have no fetish in technology  
we have fetish in human beings

we build for **humans-first**  
machines-never

## SIMPLE

complexity sells  
simple excels

we fight for **simple**  
  
that's never simple  
but always worth it

## REFINED

we obsess not in over-engineering  
we obsess in over-polish, over-**care**

98% done is far from done  
we obsess over the **2%**

## MINIMAL

we're not silicon valley  
we're proudly **european**

positively brutalist  
radically minimalist

measured, balanced  
surgical, precise

stable, steady  
disciplined

## TIMELESS

move fast and break things  
is not in our song book

we don't think in weeks, months  
we think in years, decades

we're a lean startup that graduated  
and became an adult

**timeless** vs trendy

## CALM

we reject noise, bloat, friction, drama

we optimize for clarity, confidence, calm

so we can ship smoothly, swiftly, surely

**calm** isn't luxury  
it's survival

## SPELLS

best work is not instructed  
it's inspired, motivated

briefs are transfer of energy  
from dreamers to builders

engineers are humans

briefs are marketing

not specs  
**spells**

W O R K

by **muute** ■

## HUMAN

we believe the future  
is not

artificial  
artificial  
artificial  
artificial

it's deeply **human**

we're post-ai  
and stages of grief

we accept ai  
not as a substitute  
as a power tool

a better **synthesizer**  
machine spits out noise  
human makes into music

like always been

not a threat  
a leverage

we **despise**  
sloppy use of ai

in our world  
future is not "ai art"

it's human **taste**  
judgement  
ownership

rooted in **culture**  
experience  
reality

with a grain of **restraint**

a machine doesn't **care**

ai doesn't replace human

it replaces a blank paper

## WRITTEN

thoughts are ghosts  
written is real

we worship the **written**

we work  
how we wish most did

thinking over reacting  
writing over talking

clear. silent. **async**

stories aren't just output  
they're input

we build the narrative first  
not for customers. for ourselves

if we can't believe it  
we don't build it

**story-driven.** intuition-led

## QUIET

deep work  
needs deep **quiet**

our work comes  
from **silence**

from time  
space  
depth

a walk  
a shower  
a blank paper

we enjoy performance art

but it's not our workroom

we think  
we write

then  
we speak

we love **theatre**

corporate theatre?  
not so much

meetings about meetings  
about workshops

hustle culture  
agency grind  
tech-bro energy

not our stage

**SMALL**

we're small **by design**

lean

senior

direct

focused

agency without agency  
outcomes without overhead

**quality** over quantity

excellence has edges  
we honor them

we protect our attention  
**boundaries** are freedom

we're **partners**  
not vendors

## FOR

those **who**:

value foundations, not band-aids  
build cathedrals, not paint walls

think in decades, not weeks  
trust expertise, not theatre  
seek depth, not decoration

outgrown their own identity

know something's broken  
but can't name it

## NOT FOR

those **who**:

need it cheap  
need it yesterday

love their chaos (some do. godspeed)

think more noise is the way

<3

our heart has a reserved spot for:

### **enterprise**

everyone runs from it  
we run right towards it

the worst nightmare of all brands  
is exactly what makes it interesting

we remove the enterprise tax:  
friction, fragmentation, fear

so what remains is the essence:  
enterprise feels smaller  
to customers, to itself  
and reclaims itself

clear, confident, calm

the ultimate enterprise  
deserves a special love letter:

dear **telco**,

you imagined, you believed, you built  
the most beautiful infrastructure on earth  
connecting everyone, enabling everything  
delivering intimacy across the world  
yet, you became a thing  
people don't love  
but tolerate

we think that's unfair  
we think we are made for each other

you live the exact level of pain we enjoy

MUUUTE

we're a humanist **fusion**  
of art and engineering

we believe **less** is the answer

we're rooted in  
depth and **silence**

we're **muute** ■

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authored by **auris** ■