

THE DECLARATION OF INDEPENDENTS

When in the Course of Corporate Planning, it becomes necessary for one brand to be dissolved and another to replace it, and to assume among the powers of the Sun, the separate and equal station to which the Laws of Sun Life entitle them, a decent respect to the opinions of corporate logo designers requires that they should declare the causes which impel them to this logo separation.

We hold this brand to be self-evident, that all logos are not created equal, that they are endowed by their Designer with certain unalienable features, that among these are Sun Life, Liberty Mutual, and the pursuit of Happiness. That to secure these rights, the Senior Management Team is instituted among the Independents, deriving their just powers from the consent of the employed. That whenever any logo becomes outdated, it is the Right of the Independents to alter or to abolish it, and to institute a new Brand, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their Corporate Position and New Business Development.

Prudence, indeed, will dictate that logos long established should be changed for light and transient causes; and accordingly all experience hath shewn, that Independents are no more disposed to suffer than to right themselves by abolishing the logos to which they are accustomed.

We, therefore, the Independents, Assembled, appealing to the Supreme Commander of our Company for the rectitude of our intentions, do, in the Name, and by the authority of the good People of this organization, solemnly publish and declare...

That this brand is, and of Right ought to be Free and Independent; that it is hereby Absolved from all Allegiance to the Nike Swoosh logo knock-off,

and that all connection between it and IFMG is and ought to be dissolved;

and that as Free and Independent workers, we have full Power to seek sales, conclude deals, contract Alliances, establish Commerce,

and to do all other Acts and Things which Independents may of right do. And for the support of this Declaration, with a firm reliance on the protection of Divine Providence (and Michael Weiss), we mutually credit our strong union and pledge to each other our Lives, our Fortunes, and our sacred Honor.

~ Chris Bovine