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# Trio Brand Pack

— Voice, Personality, Tagline —

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# The Outlaw

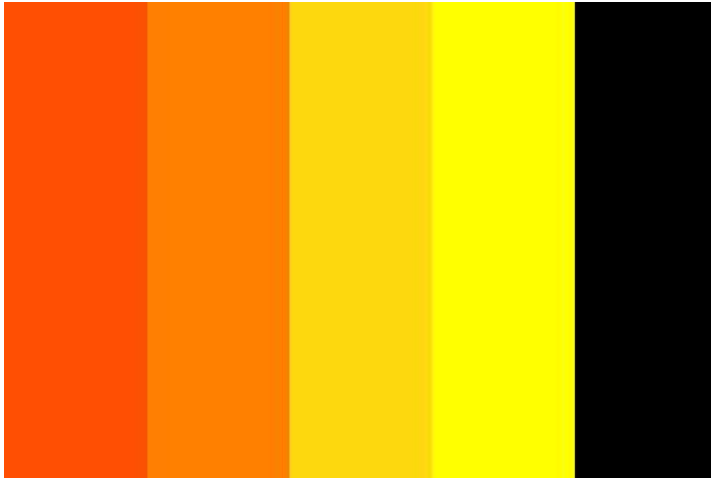
The outlaw has a need for revolution. This archetype tends to go against what traditional society projects. Often they can come across as troublemaker, but in pursuit of a new way of life they stand for what they believe is right. They are not afraid to go against the grain and do things differently:

- Allows customers expression
- Risk taking and different from the rest
- Need for revolution



# Brand Expression - Colours

- Orange- Displays enthusiasm, boldness, courage and creativity.
- Red- Youth, Passion, Energy,
- Yellow- Optimism, Warmth, Competence and Enlightenment

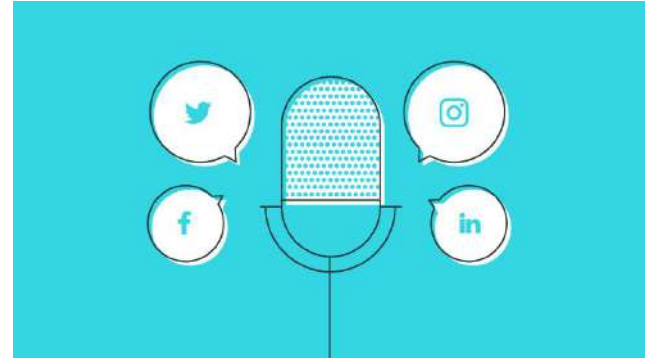


# Trio Brand Voice/Tone

The importance of a brand voice couldn't be more evident. A unique voice and tone allow your audience to recognise you. Continuity of your brands voice overtime helps to establish your presence and familiarise you with your target audience.

The Outlaw brand voice is one of inspiration. It aims to bring forth action for change in those they seek to serve. By providing their audience with an alternative means of thinking. The outlaw brand voice promotes freedom and confidence throughout anyone who will listen.

- Disruptive
- Informal
- Encouraging
- Liberating
- Courageous



THE DIFFERENCE BETWEEN

## Voice vs Tone

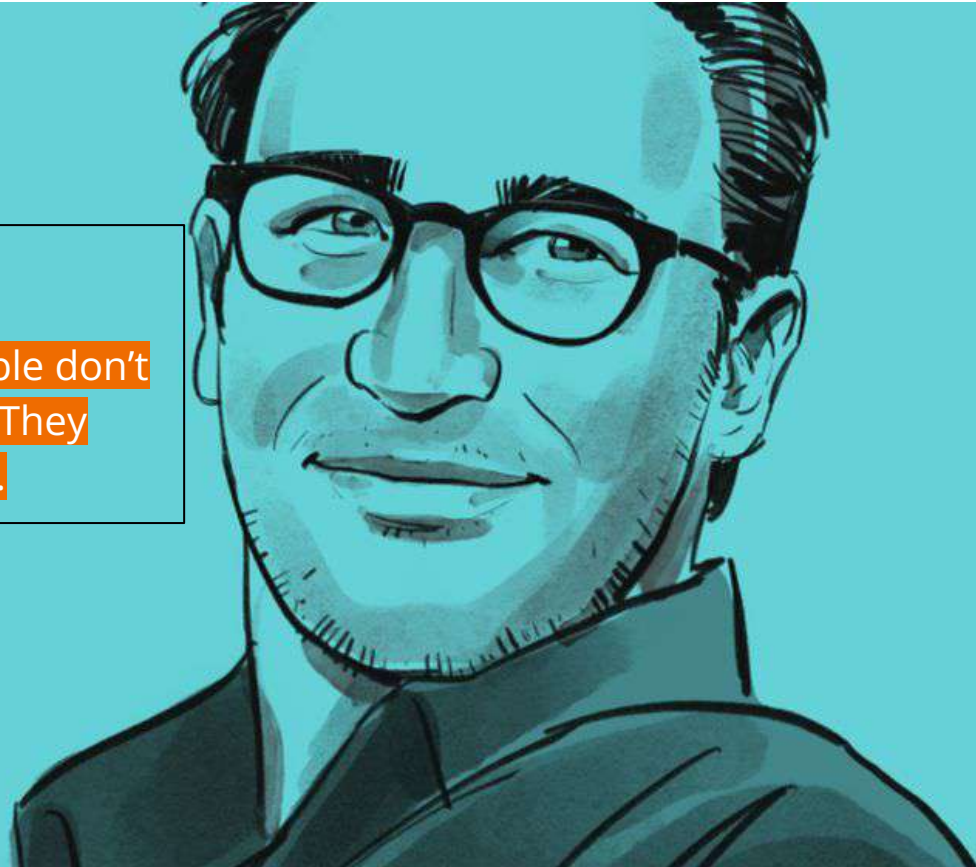
VOICE	TONE
<i>This describes your company's personality. It's consistent and unchanging.</i>	<i>The emotional inflection applied to your voice. It adjusts to what's suitable for a particular piece or message.</i>

CoSchedule



## ***Why? How? What?***

Simon Sinek: People don't  
buy what you do. They  
buy why you do it.

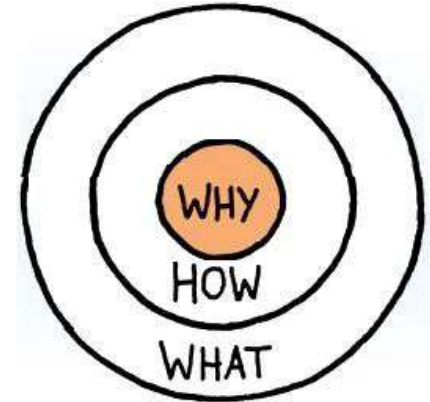


# Brand Purpose

**What?**- Branding and marketing consultancy, social media marketing and strategy, telegram and discord management.

**How?** - We do this by bringing a new and innovative approach to blockchain marketing and branding.

**Why?** We believe in connecting blockchain and web3.0 with urban culture.



# Brand Values

Values help to align your company across all departments. It helps to shape your company culture. Brand values help to guide to decision making across the company and it expresses what we stand for in this world.

- **Be fearless to try new things,**
- **Encourage a high level of transparency**
- **Be representative of all cultures**
- **Be authentic in every encounter**





# Brand Vision

Your vision is the influence on the direction of the brand. Where are we heading? What do we aim to achieve?

## **Where do you see your brand in Five years?**

In five years we see Trio as the hub where media, culture and crypto reside as one. We see trio as the organization that helps bring mainstream adoption for projects across chains, helping them convey their message and just cause in a palatable way.

## **What will your brand look like in 10 years?**

In ten years time we see TRIO operating as an one hundred person organisation. We aim to champion inclusion and diversity across the board. We see ourselves operating as a DAO at some point in our lifetime.. During this time we see TRIO gaining a 5% percent share in the global digital and advertising sector, with a potential share in the media and publishing sector. We we will have employees across the globe from India to Latin America. Whilst assisting with NGOs and other non profit organisations to help with prioritising education and economic growth in inner city areas.

## **What impact will your brand have in 15 years?**

In this timeframe I see Trio having bridged the gap between blockchain and mainstream global adoption. We see Trio facilitating the marketing efforts for major blockchain organisations whilst providing charitable education to continue the advancement of the global economy. In fifteen years' time, we see Trio being a parent company of subsidiaries in the fields of market research, customer insight, blockchain marketing consultancy, and leaders in innovative marketing technology.

# Defining a Brand Position

Think about how we are going to exist in the minds of our audience. Its key to think about how you are going to show up in their lives. Are we going to be more caring, approachable, a source of knowledge? Or are we going to guide, and mentor, or we going to stand for a just cause. The point here is to be different from our competitors. We need to be able to articulate what difference are we bringing. What pain point are we solving for our audience?

# Brand Positioning

Positioning is not what everybody thinks. Positioning is how a brand wants to be perceived in the minds of their audience. Brand positioning looks at how a brand distinguishes itself compared to its competitors. In a already crowded market place we need to offer an alternative to what's already on the market.

Positioning statement: The source of inspiration and knowledge for urban culture across web3.

