

# Onboarding Weeks 1-3

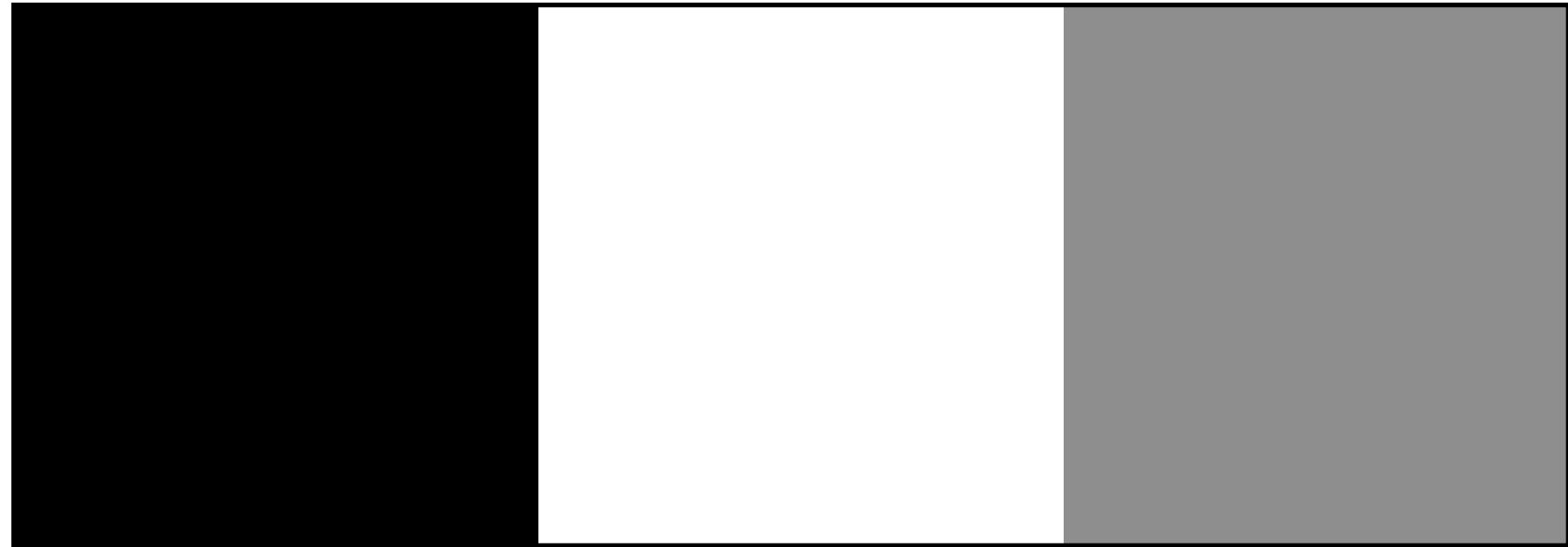
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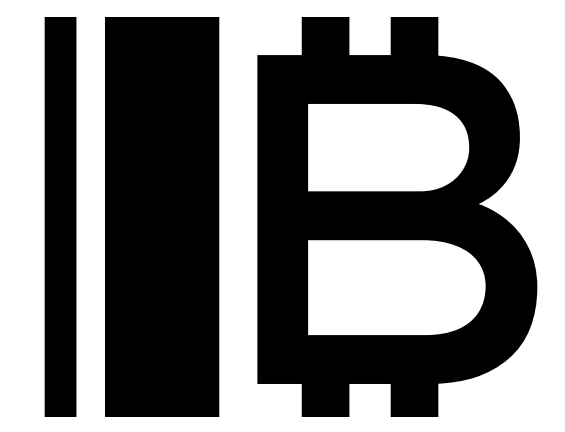
# Creative Brief Proposal & Objectives

- Logomark / Branding Redevelopment
- Visual / Image Treatment Development
- Social Media Creative Treatment Development
- Social Media Content Calendar Development

**||B**  
**TBL**Thinks



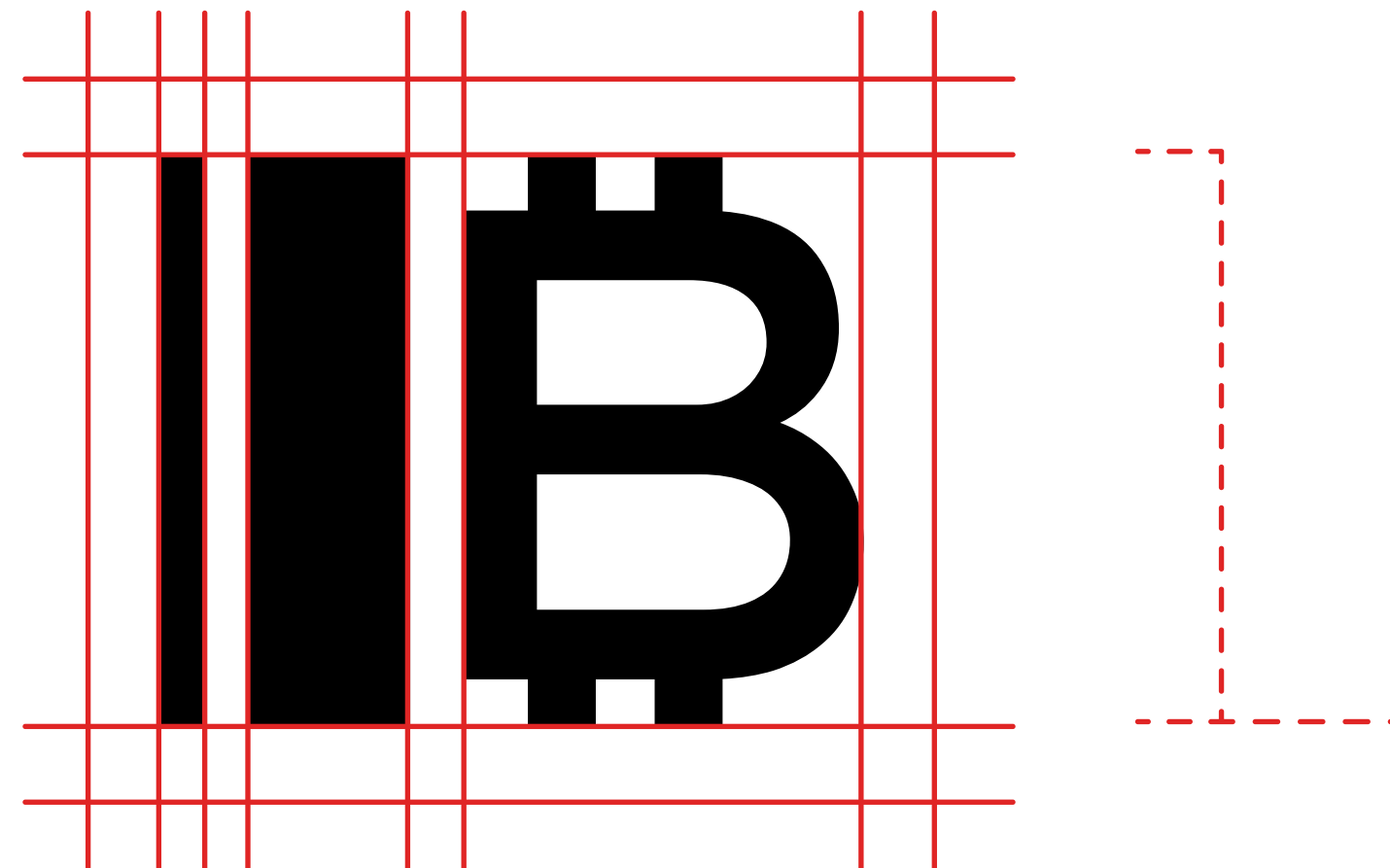
**TBL Weekly**



**THE  
BITCOIN  
LAYER**

# Logo Redlines

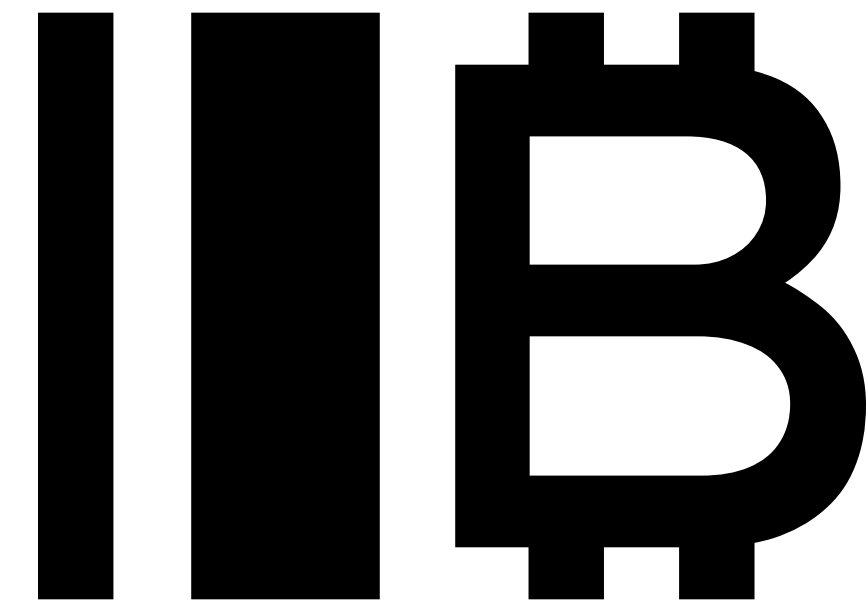
**270PX**



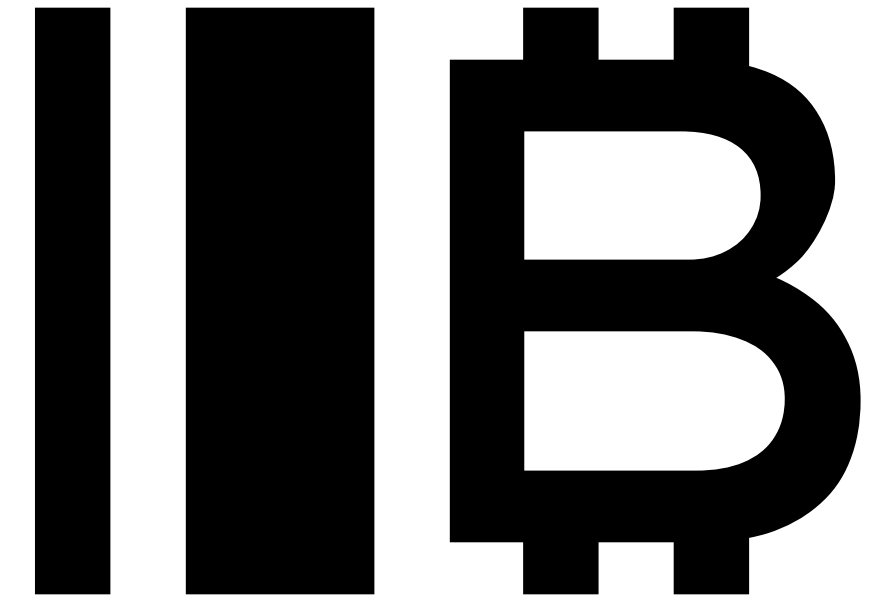
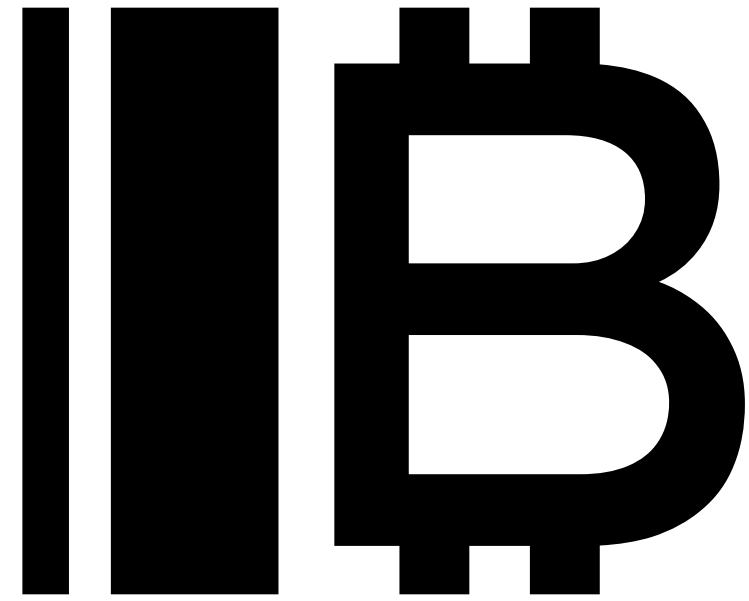
**220PX**

**CURRENT LOGOMARK**

# Logo Refinement Proposal

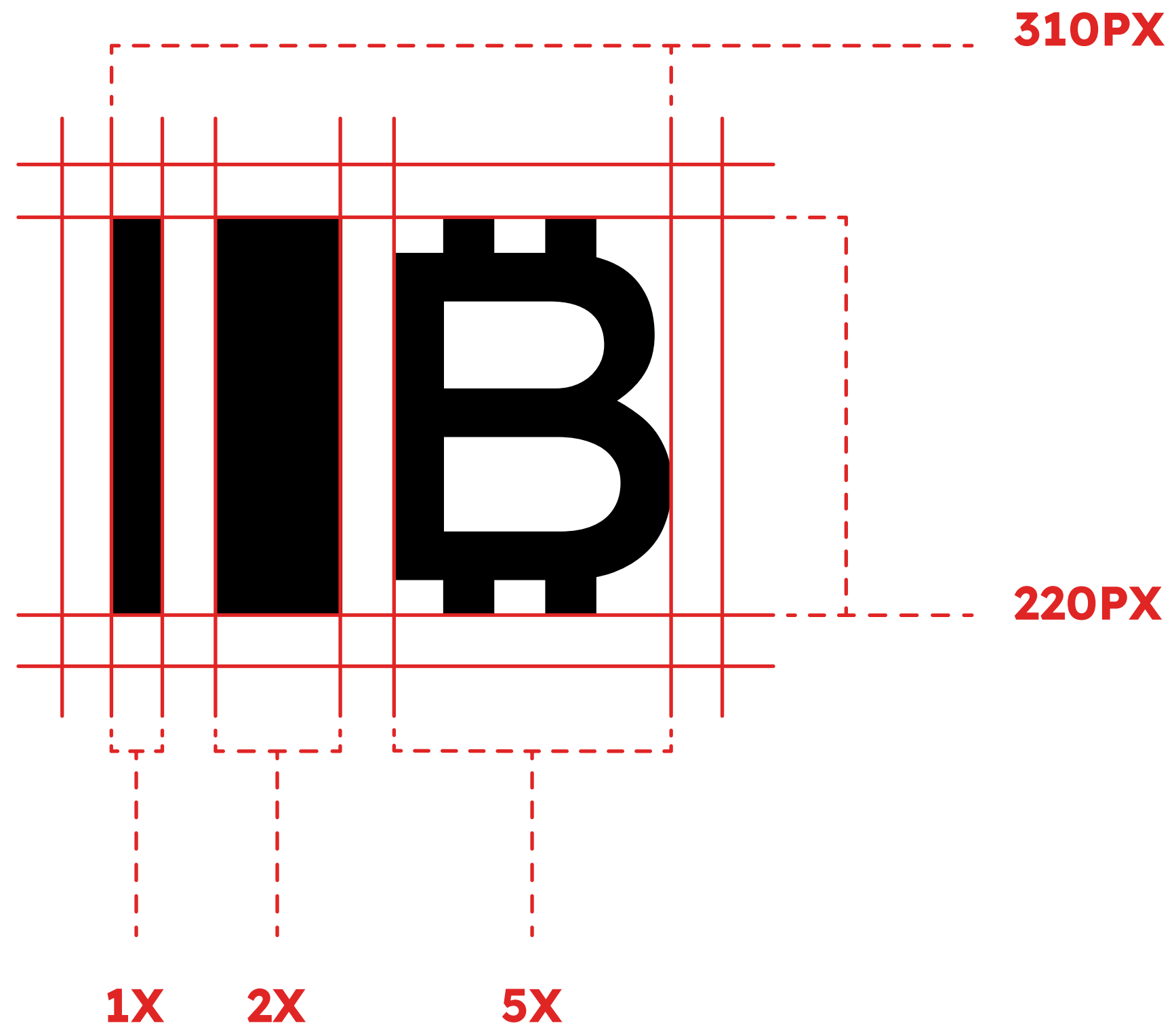






**CURRENT LOGOMARK**

**REVISED LOGOMARK**



**REVISED LOGOMARK**

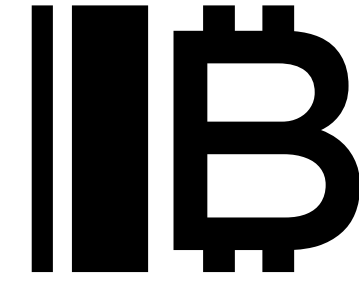
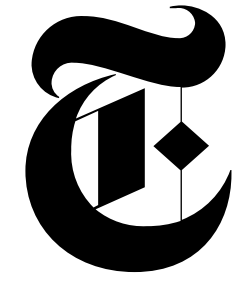
# Brand & Marketing Audit Notes

- Primary logo doesn't have responsive elements leading to inconsistency within brand and marketing.
- Redevelop primary brand visuals to create consistency between different mediums.
- Expand brand color palette to enhance the existing monochromatic aesthetic.

# Current Brand Marketing Assets

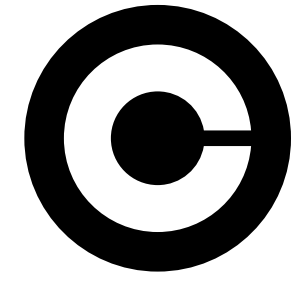
# Refinement Objectives

- Refine logomark for better legibility at various, dynamic sizes.
- Refine existing subsidiary logomarks.
- Develop additional subsidiary marks to define a complete the brand system.
- Enhanced branding for better appeal to investors.
- Clearer marketing to lead patrons directly to content.
- Defined Style Guide for consistent branding and marketing assets.

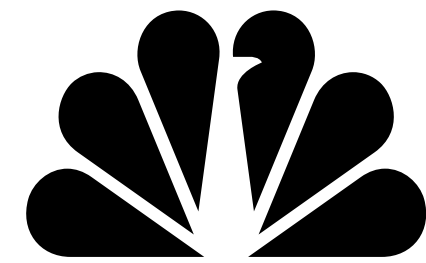


WSJ

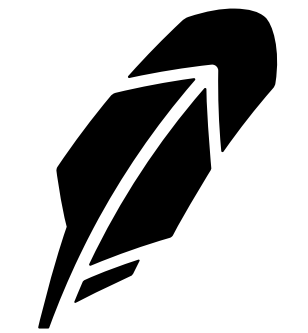
CNN



WP



yahoo!  
finance



**PRINT MEDIA**

**VIDEO MEDIA**

**NEW MEDIA**

**DIGITAL PRODUCTS**

COMPETITORS

OUR LOGOMARK

