



ELEMENT



BRAND GUIDELINES  
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# Element

**Element (n)** -

1. An essential or characteristic part of something abstract.
2. The primary constituents of the physical universe.

## The Metaverse is evolving every day.

If you liken reality to a cake, the Metaverse would be the data layer that sits on top of the physical layer in which we live, and is comprised of information about information (hence the prefix ‘meta’). Although it is not yet fully understood how the Metaverse will transform the other layers that make up our reality, like the physical, economic, or political layers, it is clear that it will significantly impact them.

For thousands of years, mankind has utilized the basic building blocks of the physical layer, called elements, to develop the industries and power the economies that now form our global community. But there isn’t a lot of equity in that community any more. And that industry comes at an ever-increasing cost to global financial stability and our natural environment.

Element believes just as there was an industrial revolution in the physical world, there will be one in the Metaverse, and it has the potential to be far more impactful to the average person. The Metaverse is not subject to physical laws or traditional economics, meaning there are vastly more ways to utilize resources without depleting them in the Metaverse than in the real.

The internet, the interconnection of things (IoT), virtual reality, and augmented reality are baby steps compared to the strides that we will collectively make in the coming decade. Element is dedicated to making those strides as universally beneficial as possible by digitizing physical resources into the Metaverse, and developing Metaverse-specific industries in which everybody can participate.

## At Element, we unearth possibilities.



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# Ideology

ELEMENT



# SELF-SUFFICIENCY

Twenty-four hours.

One day and one night.

All the time you need to make a decision, achieve a goal, or perform a task that will improve all the twenty-four hour periods you have left to live.

Can you capitalize on the opportunity you have today?  
Do you even see the opportunity you have today?

It's time to open your eyes to the world forming all around you.  
It's time to stake your claim in the Metaverse.

A revolution is coming. The rules will be rewritten.  
Those who are prepared will thrive and will earn the chance to secure for themselves an endless supply of better tomorrows.

Take action today.  
Join us and **unearth possibilities.**

Not very long ago the world was a big place, and opportunity could be found virtually anywhere you looked. Every dawn was filled with hope, and the potential of each new day could be unlocked with vision, determination, and work. New horizons promised wealth to any with the fortitude to explore them, and those who did became titans among men.

But the world grew small, and the distant shore lost its mystery. As the world shrank, so did our hope for a brighter future. The titans that once tamed the wild began to enslave it, hoarding nature's bounty simply to keep it from others. Prosperity had become a zero sum game that only the powerful could play. The time had come to look to a new horizon.

Or invent one.

Today, the Metaverse is a big place, and opportunity can be found anywhere you virtually look. As co-creators of a digital universe, we each are privileged to fill it with hope, stability, and prosperity. In the Metaverse we have the chance to write new rules and correct the missteps of our collective history. We can build a better world for all, and become titans, every one of us.

Unlike our physical universe, the resources available to us in the Metaverse have to be put there; and as there are no physical laws, there are no limits to how those resources can be used or who can use them. In the Metaverse, we are limited only by our imagination, and ambition is our most precious resource.

CONVICTION -

The reason the ideal will catalyse the market

Stability creates prosperity creates stability.

ASPIRATION -

The world we seek to achieve through the ideal

Wealth or influence is not generated or maintained at the expense of another.

MANDATE -

What we're doing to create that world

Create universal access to industry.

MANTRA -

What we tell each other to remind us of our mandate

Ambition is the most precious resource.



# Economies built by Element are rock solid.

Through the application of blockchain and other technologies, Element creates and authenticates digital ‘metaversions’ of resources to be used in more expansive ways, and by more people, than their physical, real-world counterparts.

By digitizing in-ground precious resources and personally owned valuable assets into the Metaverse, Element dramatically expands the economic potential of both while simultaneously making it unnecessary to remove them from the ground or otherwise encumber them.

Once digitized, Element secures the relationship between the tangible version and the meta version of an asset to ensure the long-term value and utility of both in thier respective constructs.

Element leverages secured, digitized resources in alternative economies (such as gaming, entertainment or lending), and drives widespread adoption by incentivizing participation in those economies with digital rewards.

At Element, we believe that the promise of the Metaverse is self-sufficiency for all, and when substantially more of the global population can participate in economies that utilize natural resources, there will be a substantial improvement to the quality of life, in the preservation of natural resources, and in citizenship accross the globe



In his Element

The first thing he notices is the quiet. In the early morning there is a harmony, a balance borne from the economics of survival. It’s not that there is no noise, it’s that there is no noise that is unnecessary. Set against a backdrop devoid of white noise, elements that others would describe outside of sound speak to him with voices most have forgotten how to hear. The trees warn, the sun sings, the horizon calls: a symphony of information greeting him at the beginning of the day, connecting him to the earth.

For as long as he can remember, every morning has been the same, and he is grateful for it. The morning reminds him of his course, and the bounds within which he must work. He is alone in the morning, but never lonely. He is renewed, and reminded by the solitary business of survival going on all around him. The days’ work will be long, but is it his work to do. It will be hard, but he is strong. It will be thankless, but it is necessary.

There is no time or energy to waste throughout the day. Nothing that does not help him accomplish his work is given a moments thought while he is engaged in his vocation. He is precise, consistent, calculating. He works according to his plan, and does not deviate from it - at least not without first formulating a better one. His goal is as assured as the setting of the sun - or as his waking the next morning to begin again.

His labor is difficult and at times mundane, but through it he secures for himself a place in the grand scheme. There are some that depend on him. One day they must depend on themselves. He works to give them that chance, and to show them how to live un beholden to another so they will be prepared.

If you were to observe him, the first thing you would notice is the quiet. There is a harmony, a balance to his work borne from the economics of survival. It is not that he does not make noise, it is that he makes no noise that is not necessary. Through his work he is connected, he is in his element.

- Stable < Fickle
- Convicted < Opportunistic
- Stalwart / Crotchety
- Creative / Unrealistic
- Trustworthy > Responsible
- Kinetic < Analytical
- Agressive / Disrespectful
- Fearless / Naïve
- Helpful < Aloof
- Precise / Pedantic
- Just < Nice
- Loyal / Exclusive
- Calm / Boring
- Outlier < Mainstreem
- Bold < Disruptive
- Consistent / Mundane
- Generous / Milktoast
- Calculating > Knowledgeable
- Resourceful / Ostentatious
- Intrigueing > Interesting

THIS < as opposed to that                      THIS / without being that                      THIS > Instead of just that

When approaching written content for internal and external marketing materials, it’s important to keep the following key words in mind. This is the brand’s voice and tone and should live throughout everything we create.





# Create universal access to industry

FIRST PRINCIPLES

- 1. When we are self-sufficient, we are capable of creating stability.
- 2. Access to opportunity creates stability and prosperity.
- 3. Our community members prosper to the degree they are each self sufficient.
- 4. Prosperity is not cumulative, it's exponential.
- 5. There is never stability where there is exploitation.

OPERATIONAL PRINCIPLES

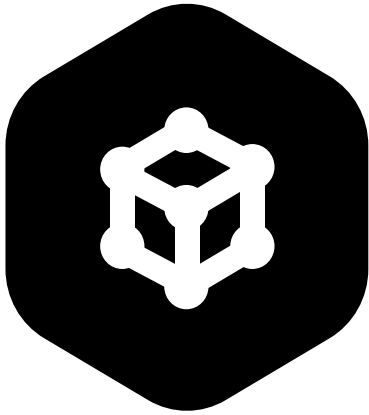
- 1. Nobody should do for me what I could do for myself.
- 2. When I do for someone that which what he can do for himself, I limit him.
- 3. My prosperity cannot come at the expense of another's stability or prosperity.
- 4. Stability does not seek to limit change, but to leverage it.
- 5. I prosper when you prosper, and we both prosper most working together.

“UNEARTH POSSIBILITIES.”





# Product Strategy



# Element

Element decentralizes and democratizes industry by using the Metaverse to both expand access to natural resources and leverage those resources in ways that are impossible in the physical world.

Element provides universal access to mineral resources and precious assets by digitizing them into the Metaverse, then synchronizes their dual aspects (physical version and metaversion) to safeguard the physical asset and stabilize its digital equivalent.

Element develops innovative use cases for synchronized resources accross a broad range of industries, as a more universally beneficial and environmentally responsible alternative to mining and other exploitative practices.

Element products and services are divided into four categories: Digitization, Synchronization, Collateralization, or Monetization - each representing a crucial component of the Element value proposition.

## ALCHEMY

### *Digitization*

Natural resources are the primary elements of most global industries, but their extraction and monetization are cost-prohibitive, exploitative, unsustainable, and environmentally detrimental. Through Alchemy, Element creates digital or ‘meta’ versions of precious natural resources that can be monetized in the Metaverse without adverse collateral consequences.

## FORMAT

### *Synchronization*

The Metaverse and adjacent technologies, like those supporting NFTs, are rapidly evolving the relationship between physical objects and thier digital counterparts. Through Format, Element ensures that relationship is optimized to support industry in the real world and the Metaverse.

## GILD

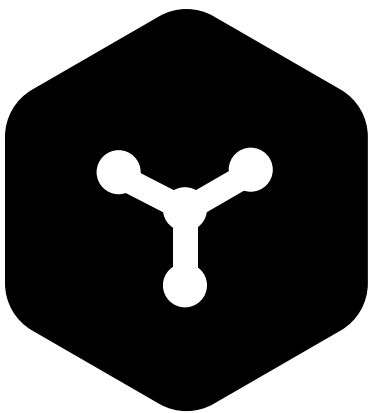
### *Collateralization*

As the blockchain continues to decentralize age-old institutions like insurance and lending, Gild is there to create opportunities for individuals to secure or even monetize thier privately owned precious assets through collective microlending and other yet-to-be-discoved innovations.

## 49

### *Monetization*

The rules of the Metaverse are still being written, and will be evolving for years to come. But one thing is sure - there is a lot of opportunity for innovation. Through 49, Element develops and deploys Metaverse-specific uses for digitized natural resources, like gaming, entertainment, advertising, philanthropy, and community development.



# Founder Node

**DIGITIZATION**

**PRODUCT PROMISE -**

What our customers or prospects should say about the Founder's Node

**I prosper when I support  
others' access to prosperity.**

**PRODUCT STORY**

How the Founder's Node can change the customer

**PRODUCT VALUE PROPOSITION**

How we deliver on our Product Promise

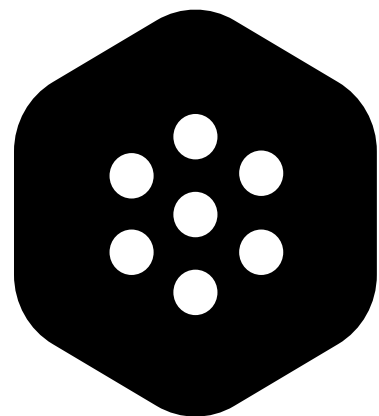
Element employs rapidly evolving mining and analysis technology to digitize in-ground precious resources into the Metaverse where they can drive a more expansive set of industries for a larger group of people than mining and manufacturing.

When substantially more of the global population can participate in economies built around precious resources in more substantial ways, there will be a shift in how we consume resources and how we treat each other.

**TOKENOMICS**

How the Founder's Node rewards the customer

TBD



# Alchemy

## **DIGITIZATION**

### PRODUCT PROMISE

What our customers or prospects should say about Alchemy

**It has not achieved its potential until it has been Alchemized.**

### PRODUCT STORY

How Alchemy can change the customer

What is real? Well, the Earth, obviously. You can hold it in your hands and feel it between your toes. It grounds you - reminds you that you are alive and you are real.

But can something you can't feel be real? What if there are other places just as real, but instead of earth there is simply information? What does information look like in that place? What are the rules in that place? What's possible in that place? How do we get there? All will be answered through Alchemy.

### PRODUCT VALUE PROPOSITION

How we deliver on our Product Promise

Element employs rapidly evolving mining and analysis technology to digitize in-ground precious resources into the Metaverse where they can drive a more expansive set of industries for a larger group of people than mining and manufacturing.

When substantially more of the global population can participate in economies built around precious resources in more substantial ways, there will be a shift in how we consume resources and how we treat each other.

### TOKENOMICS

How this product rewards the customer

TBD





# Format

SYNCHRONIZATION

## PRODUCT PROMISE

What our customers or prospects should say about Format

**If my asset has been  
Formatted, it's real.**

## PRODUCT STORY

How Forat change the customer

Format marries the physical universe and information universe together to create something new, something unique, something of great value. Safeguarding the relationship between the elements of these two universes is essential to unlocking their collective and individual potential.

## PRODUCT VALUE PROPOSITION

How we deliver on our Product Promise

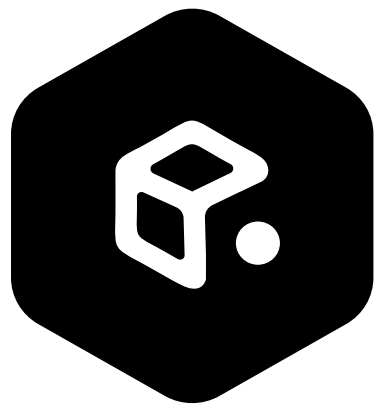
Through the ongoing innovation of NFT and other blockchain technologies, Element clearly defines the relationship between the physical and meta versions of precious resources and rare assets to safeguard their value and utility in thier respective constructs.

When substantially more of the global population can secure their valuables in transparent, easy, and cost-effective ways, there will be a shift in how we trust and treat eachother.

## TOKENOMICS

How this product rewards the customer

TBD



# Gild

## COLLATERALIZATION

### PRODUCT PROMISE

What our customers or prospects should say about Gild

**Gild makes all my resources precious.**

### PRODUCT STORY

How Gild changes a customer

King Midas is a mythological character who turned whatever he touched into gold. We don't have that ability, but what if we could lend against the precious materials, jewelry, and items we own to generate revenue? Gild allows us to leverage our possessions of worth to open up financial possibilities and secure value without selling.

### PRODUCT VALUE PROPOSITION

How we deliver on our Product Promise

Through the Element blockchain, its native cryptocurrency, strategic partnerships, and the deployment of FORMAT technology, Element incentivizes manufacturers, distributors, and owners of rare or valuable consumer goods (jewelry, guns, art, cars, etc) to anonymously record and/or transfer title to their assets on the Element blockchain, thereby creating an economy based on the responsible ownership, protection, and trade of privately owned precious goods.

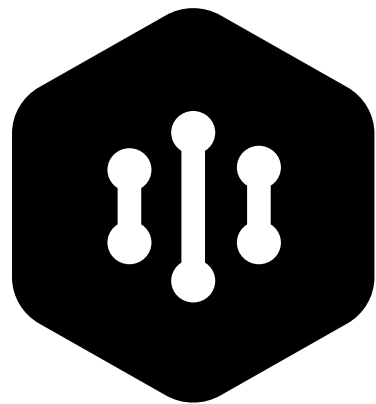
Element also provides a platform that allows individuals to lend against their privately owned assets, transforming them into reward generating collateral within a microlending economy.

### TOKENOMICS

How this product rewards the customer

TBD





49

MONETIZATION

PRODUCT PROMISE

What our customers or prospects should say about 49

Mine the Metaverse for digital gold.

PRODUCT STORY

how 49 changes the customer

We all want opportunities to better our lives. The Gold Rush of 1849 is a key example – as soon as gold was discovered in California, people worldwide came to California searching for a chance to use that element to make something of thier lives. Almost 200 years later, 49 provides that same opportunity, except you don’t need mining tools – all you need is an internet connection and a can do attitude.

PRODUCT VALUE PROPOSITION

How we deliver on our Product Promise

Element develops and deploys products and services that monetize precious resources in alternative, universally accessable, and non-invasive ways. From gaming and entertainment, to advertising, and environmental rehabilitation, the Metaverse offers so many more ways to monetize precious resources than the real.

When substantially more of the global population can participate in economies built around precious resources in more substantial ways, there will be a shift to how we consume resources and how we treat each other.

TOKENOMICS

How this product rewards the customer

TBD



# Audiences



# Nguyen

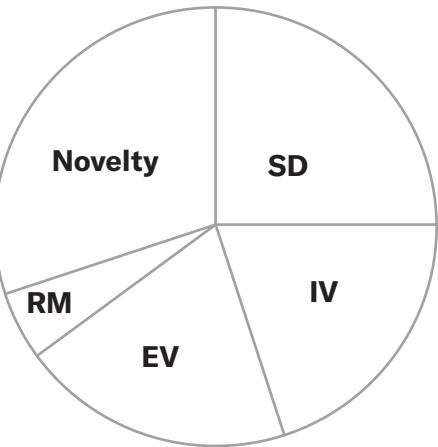
Crypto early winner who actually understands how it works

MALE, 40 TO 55, HEAD OF HOUSEHOLD, MASTER IN STEM FIELD, HIGHLY SELF EDUCATED, MULTIPLE WALLETS, LOVES PLAY-TO-EARN, BILINGUAL, KOREAN

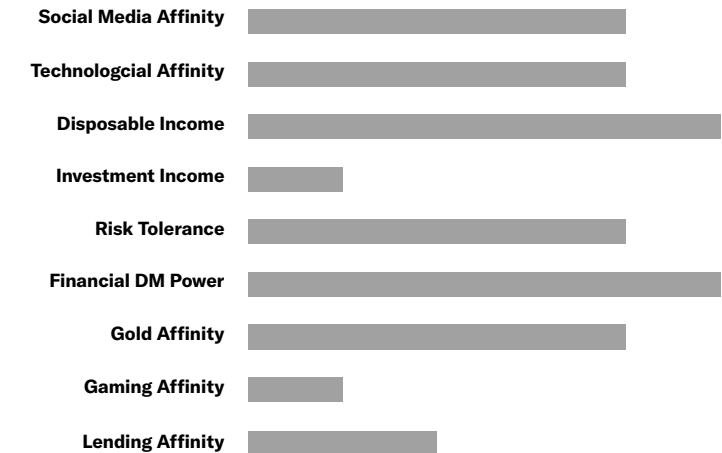


Nguyen always believed he was smart enough to create his own reality, but even he is shocked that he was smart enough to create a new reality for everybody else. It’s not like he invented the blockchain, but he sure helped build it. And oh ya, Nguyen doesn’t refer to it as crypto, it’s blockchain. The math comes first, the money is just a natural outcome of understanding how all of this works, and he gets it.

PSYCHOGRAPHIC COMPOSITION



DEMOGRAPHIC COMPOSITION



SELF DETERMINATION

- I have experienced the freedom I want in the blockchain. Now nobody gets to tell me what to do.
- I want to go where my mind and my interests take me. Not doing something I hate is real success. And this is where the real money is anyway.
- I've made it, now what? How do I keep this? How do I protect it? How do I multiply it?

INTERNAL VALIDATION

- I beat the system, and in so doing, created a whole new system.
- My value is now tied to the value of the new system. If it fails, then I did too.
- I am the hero (evolution from trace thinking of himself as the anti-hero).
- I am a problem solver, the more difficult the problem, the more satisfying it is to solve it.
- Why solve a problem that has already been solved, it's a waste of energy. I am smarter, I want to solve the bigger problems.

EXTERNAL VALIDATION

- Competitive in his ability to solve the problem, set the trend , figure out the way, win the game. If it's all about gaming the system, we need to keep score.
- Needs to be legitimate in his tribe.
- Very sensitive to tribal signals in attitude and technical knowledge.

RISK MITIGATION

- Looking for a specific investment profile that limites exposure or presents a risk that he's comfortable with. Crypto does not present the kinds of risks to him because of his success with it.

NOVELTY


- More likely to avoid new as his younger avatar (Trace) because he feels he has a proven solution.



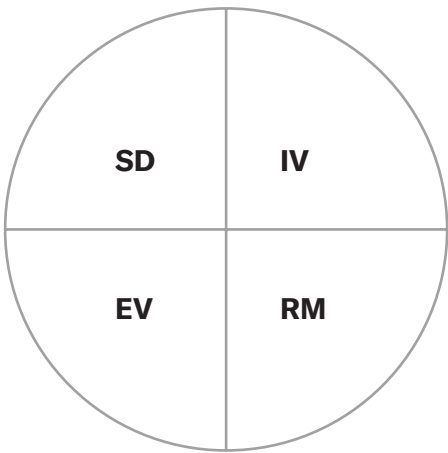
# Michael

Seasoned investor who is new to crypto and skeptical

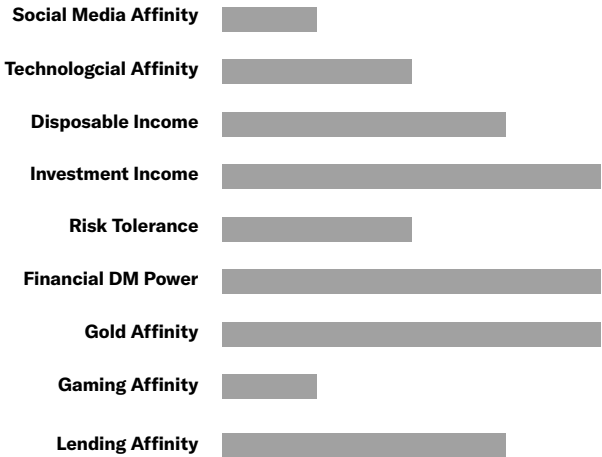
MALE, 50 TO 70, BACHELOR’S, HEAD OF HOUSEHOLD, REPUBLICAN, WHITE, EX CEO OR BIZ OWNER, NOT TECHNICAL, NOT SOCIAL

 Michael has made money through a combination of playing by the rules and maybe, selectively, breaking some of them. He feels a huge pressure to perform, which he may attribute to his role as a provider, but which really comes from his sense of importance. He has benefited from traditional paths to success (stock market, university, W-2 career, etc), so the rise of crypto is a challenge to his world view before it’s an opportunity. After all, success comes from hard work, not getting lucky.

PSYCHOGRAPHIC COMPOSITION



DEMOGRAPHIC COMPOSITION



SELF DETERMINATION

- Needs to be in control - feels he has the burden of making decisions that impact others, but simultaneously is possessive of the burden.
- Has been working towards ‘financial freedom’ for entire career.
- Has proven through hard work and sacrifice that he has a right to the freedom that comes with success.

INTERNAL VALIDATION

- Self worth is based on success as a provider - the more he provides through his own merrits, the greater his value.
- Sees himself as a success of hard work - not a fluke or by taking shortcuts.
- Prides himself on putting in the work/making the sacrifice ‘for his family’. But actually very ego driven. Probably not self aware.

EXTERNAL VALIDATION

- Competitive in his ability to provide - compares himself to others in his role.
- Does not like to be seen as incompetent or incapable. Needing help is weakness, and he’ll hide that weakness whenever and wherever possible.
- Simultaneously afraid that he’ll be seen as incompetent for not leveraging the crypto boom and foolish for making a mistake/ getting ‘taken’.

RISK MITIGATION

- Believes there is no safety net, or uncomfortable trusting one, so is risk averse.
- Tends to be highly reactive to investment volatility.
- Looks for signals of safety/researches, vets, analyses, etc.
- Will pay extra for peace of mind.

AVOIDANCE OF WORK/FRUSTRATION

- Hates the ‘hassle factor’ in learning new things, solving new problems, dealing with problems he feels he has to solve (problem borrowing).

NOVELTY

- Skeptical/avoidant of the new because of the hassle and uncertainty involved.





# Trace

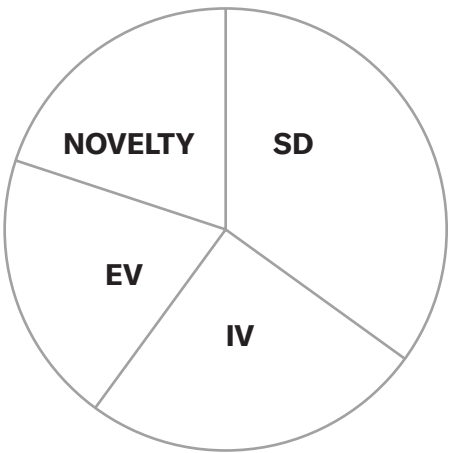
Young, technical, early-adopting crypto speculator

MALE,25 TO 35, SINGLE, WORKING TOWARDS/PLANNING ON MASTERS, HIGLY SELF-EDUCATED, LIBERTARIAN, MAYBE ON SPECTRUM, HIGHLY TECHNICAL, ANTI-ESTABLISHMENT, MERCERNARY

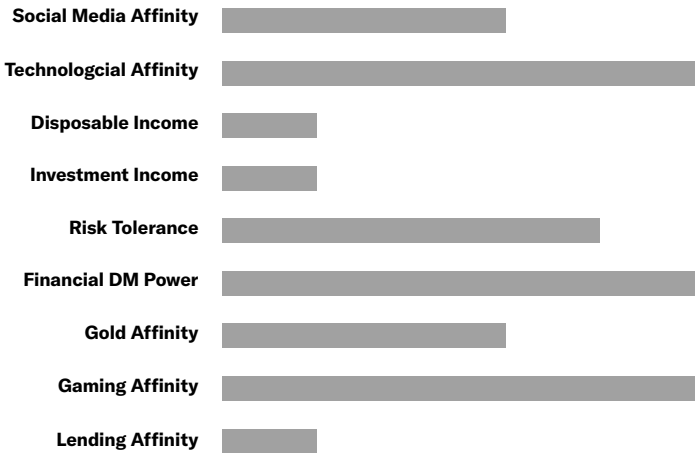


Trace is the last of the millenials, with a healthy dose of cynicism concerning anything that worked for his parents’ generation. He believes if he’s going to get ahead, it’s going to be through his own ingenuity. He isn’t afraid to color outside the lines, because it’s all about gaming the system. Status quos are meant to be challenged, but in the end he doesn’t care how he makes his fortune, he’s just here to make it. Trace has no reason to believe he won’t succeed, it’s just a matter of when.

PSYCHOGRAPHIC COMPOSITION



DEMOGRAPHIC COMPOSITION



SELF DETERMINATION

- The establishment only works for those at the top (or at any rate, not me), so why should I care? I follow them, I'll never be free.
- I want to go where my mind and my interests take me. Not doing something I hate is real success. And there's no reason I can't make money, too.
- The system isn't interested in me, so I can go and do what i want.

INTERNAL VALIDATION

- If I game the system, I'm smarter than the system, and the people who make the system. Game on!
- I am the anti-hero.
- I am a problem solver, the more difficult the problem, the more satisfying it is to solve it.

EXTERNAL VALIDATION

- Competitive in his ability to solve the problem, set the trend , figure out the way, win the game. If it's all about gaming the system, we need to keep score.
- Needs to be legitmate in his tribe.
- Very sensitive to tribal signals in attitude and technical knowledge.

AVOIDANCE OF WORK/FRUSTRATION

- Not interested in traditional paths to financial security because it takes 30 or 40 years. There is a faster way if you can hack the system.
- Why solve a problem that has already been solved, it's a waste of energy. I am smarter, I shouldn't have to work as hard.

NOVELTY

- Drawn toward the new because it offers hope for a faster, more direct path to freedom. Societal failures are a result of old thinking, so new thinking is better by default. Technology is an exciting manifestation of new thinking.



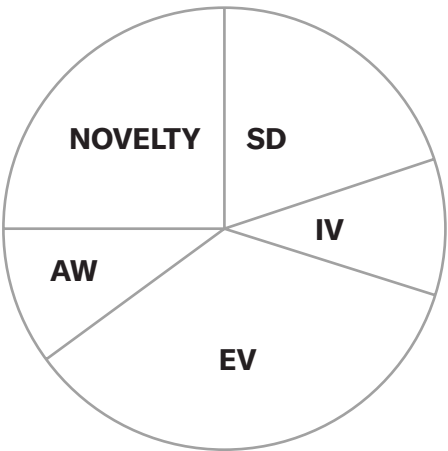
# Conjo

Affiliate Marketeer who

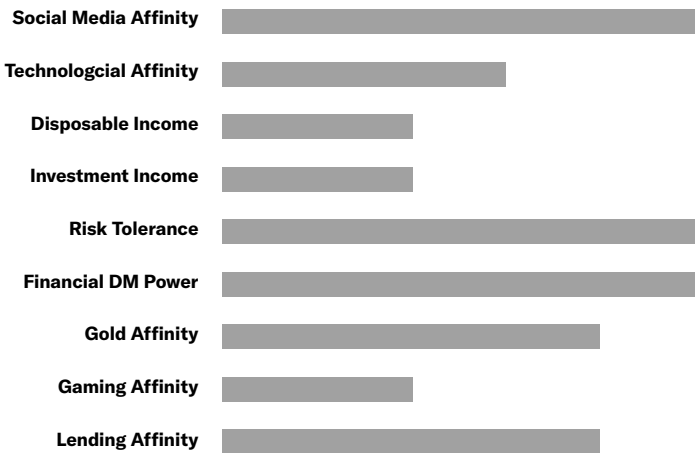
MALE, 35 TO 55, SINGLE (PROBABLY DIVORCED), UNDER EDUCATED, NOT POLITICAL, SOCIALLY COMPETANT, ALPHA (RED/YELLOW), LITTLE CORPORATE EXPERIENCE, SPENDER,NOT TECHNICAL BUT CONVERSANT IN TECH

Conjo has had his hands in a lot of pies for a long time. He’s built a reputation for being in the know and ahead of the curve on the latest trends. He enjoys the freedom and flexibility that monetizing his social network has brought him, but the downside is that he’s always hustling, and it’s a lot of work. Conjo likes to think he can spot an opportunity, and he’s been looking out for the big one for a while now. Crypto could be it, and if he nails this, he won’t have to worry about retirement. He can ride off into the sunset and finally stop chasing the dollar - as fun as it’s been.

PSYCHOGRAPHIC COMPOSITION



DEMOGRAPHIC COMPOSITION



SELF DETERMINATION

- Success is working how I want with whom I want, where I want and when I want.
- If I can find that big payout, the one I’ve been preparing for my whole life, I won’t have to work anymore.

INTERNAL VALIDATION

- I’ve got that special something that sets me apart, so rules don’t apply to me.
- If it’s meant to be, it’s up to me.
- I’m the alpha, I’m a ‘leader’.

EXTERNAL VALIDATION

- Highly competitive: gamified work, keeping score, contests, etc are all motivating.
- Achievement doesn’t really count until it’s recognized, and I deserve the recognition.
- It’s not about having enough, it’s about having more than the next guy.
- Needs to be heard.

AVOIDANCE OF WORK/FRUSTRATION

- Extremely economically driven with his time, so he is usually very efficient.
- “If the work is not directly making me money, I don’t want to waste my valuable time doing it.”
- “Just tell me what I have to do and I’ll do it” - doesn’t want to waste time figuring it out, just train him.
- Feels the best money is easy money.
- “Why work when you can manage people who do the work for you?”
- “Just a matter of time until I find the right shortcut.”

NOVELTY

- I always need something new to tell my followers about - content, products, services opportunities. I’m in the business of bringing the next thing to people (or at least telling them about it), so new is always, always, always good.



# Paul

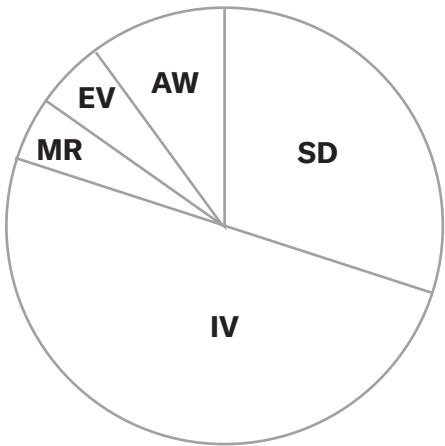
Success-oriented business owner ready to dive in



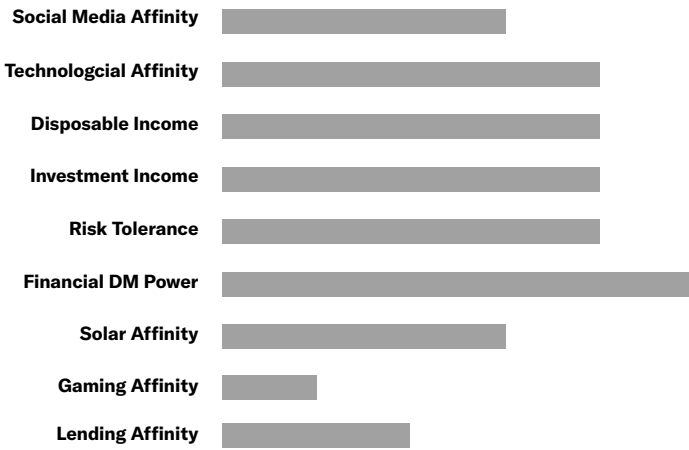
MALE, 35 TO 55, MARRIED, MASTER'S, APOLITICAL, SINGLE INCOME HOUSEHOLD, SOCIALLY COMPETANT, BUSINESS IS HIS HOBBY, UNAFRAID OF TECH, FINANCIALLY LITERATE, DRIVEN, LIKELY SOLD A BUSINESS

A master of business who has specialized in his field to achieve an outstanding level of success. As an executer who has worked up the ranks to become a manager, then a leader, then an innovator, Paul understands the value of knowledge enough to shut up when somebody is willing to take him to school. In fact, he looks for those opportunities, so he is always a force to be reckoned with - if not now, certainly when he's studied up. Paul believes success is a function of work and wisdom - both of which he considers friends. Paul isn't afraid to burn you, but it's not personal.

PSYCHOGRAPHIC COMPOSITION



DEMOGRAPHIC COMPOSITION



SELF DETERMINATION

- Works for the fulfillment and personal accomplishment, not to pay bills.
- Enjoys the freedom to go where his interests take him, or take his enterprise where he sees the opportunity.
- Maintains the detachment of a tourist in professional areas because his wealth/succes provides insulation.

INTERNAL VALIDATION

- Strong sense of personal worth, high degree of confidence in personal capability.
- Healthy relationship with failure, sees it as a teacher.
- Has very high and justified expectations of himself. Secure in his own ability enough to not be threatened by other capable people.
- Sees himself as a mentor, his time is extremely valuable; mentees don't realize the value of what he povides, but he does it anyway.

EXTERNAL VALIDATION

- Is past the need to impress peers with success markers.
- Generally not interested in flexing - it's a waste of time and resources. Would rather stay quiet and observe/learn.
- Extemely competitive, but only because he understands how competition produces results.

RISK MITIGATION

- Believes not just in the inevitability, but in the health of taking calculated risks.
- Understands there are things he does not know simply because there is much he knows that others do not.
- Understand the relationship between failure and success, so sees risk less emotionally

AVOIDANCE OF WORK

- Some say it's working smarter, not harder - but if you want to get ahead, it's both.
- No aversion to hard work, but detests inefficient work.

NOVELTY

- New is both and opportunity and a threat, but it is not emotional either way.
- Unafraid to learn, and has embraced learning and continual improvemment in his career.
- Does not subscribe to the notion that new is always better.



# Todd/Joan

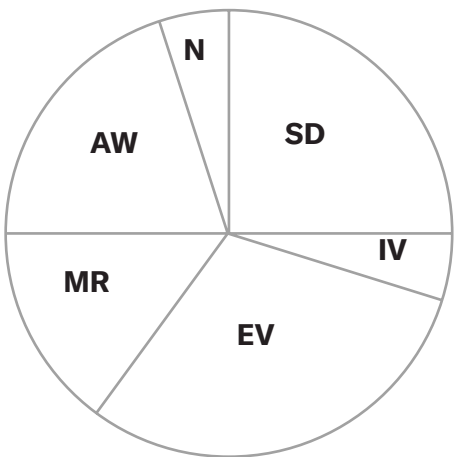
## Jungle Gold Fan

35 TO 65, MARRIED, CO-HEAD OF HOUSEHOLD, NO HIGHER THAN A BACHELOR'S DEGREE, CONSERVATIVE, 2 INCOME HOUSEHOLD, MULTIPLE CHILDREN, BLUE COLLAR, FLY OVER, TRADITIONAL VALUES

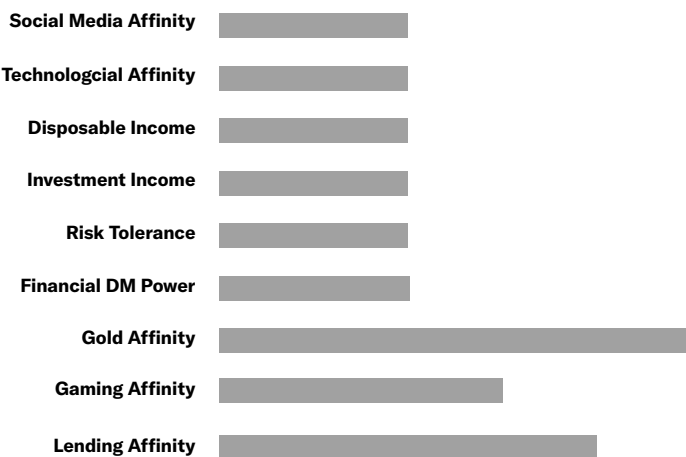


Todd's a hard worker, and has settled into a life filled with simple pleasures. Probably doesn't have a large social media following, which is fine because he thinks it's ridiculous anyway. For Todd, the world makes sense when he's enjoying his favorite hobbies with his favorite people. He works to live, not the other way round. Usually late to the party when it comes to new tech, fads, social movements, etc. - and don't start him on politics, they're all a bunch of crooks. Life, by definition, was better in the good old days, and we're all doomed unless we return to traditional values. Todd has given up on making a fortune, or maybe moved past it as a prerequisite for happiness, and in that is probably farther ahead than most of us. The wealth he has accumulated is functional - guns, cars, jewelry, etc.

### PSYCHOGRAPHIC COMPOSITION



### DEMOGRAPHIC COMPOSITION



### SELF DETERMINATION

- Freedom is something yet to be attained at some future point. 'If I had a million dollars...'
- Associates retirement to finally being able to do what he wants because he's always worked only to support his life.
- Dreams of an exotic life, but has relegated himself to ordinariness or small extravagencies - like colletables.

### INTERNAL VALIDATION

- Maintains an elementary world view where he and his kind wear the white hat.
- Defines himself through his hobbies (I'm a hunter, an outdoorsman, a Buckeye, a Ford man, etc.)
- Self-worth a function of his ability to meet his obligations to his close relationships.

### EXTERNAL VALIDATION

- Highly tribal as evidenced by affiliation to specific sports teams and brands, extreme patriotism, and strong political partisanship.
- Seeks out, and is concerned with status among, communities aligned to his avocations/interests.
- Life is fairly black and white, us and them, good and bad. Seeks to signal alignment to 'good' or the 'best' whenever possible.
- Is more concerned with what others think than he lets on, or that he even realizes.
- Thinks polititcal correctness is silly; would be surprised to discover his staunch political incorrectness comes from the same place.

### RISK MITIGATION

- Fairly unsophisticated relationship to risk that corresponds to his elementary financial intelligence.
- Shares risk in most areas of life with spouse, works as a team. Distrustful of outsiders.
- Highly risk avoidant, opting for perceived stability always.
- Finds comfort in repitition, structure, routine.

### AVOIDANCE OF WORK

- Prefers physical labor, and would be astonished to learn he is highly avoidant of mental work.
- Avoids emotional frustration whenever possible. Tuning out is easier than leveling up.

### NOVELTY

- Is a creature of habit and somewhat suspicious of new ideas or changes to the norm.
- Is a fairly early adopter of technology, but only because it's a way to exercise consumer power - one of the only freedoms he enjoys.
- Has a high need for diversion and entertainment, so new is always good in those areas.



# James

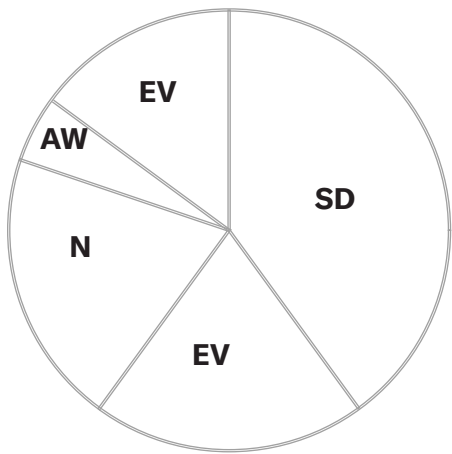
Hotshot who is ready to make his money work for him.

MALE, 35 TO 55, MARRIED, THINKING ABOUT AN ADVANCED DEGREE, SINGLE INCOME HOUSEHOLD, CHILDREN, TECHNICAL ENOUGH, FINANCIALLY SAVVY, CONTRACTOR OR SELF EMPLOYED.

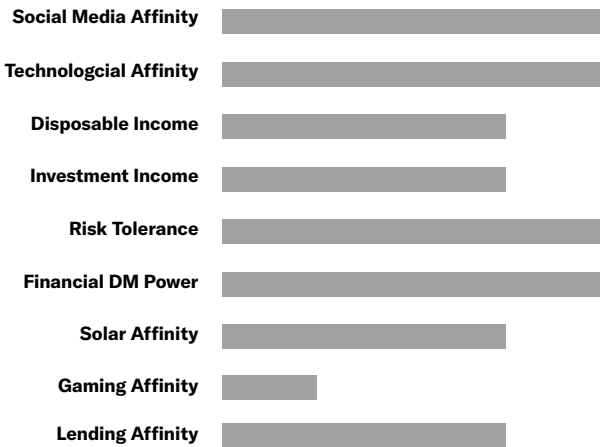


James is comfortable in the chaos, and has made a career out of being able to read the room and spot the trend. It's not that technology is his happy place as much as it's everybody else's and he knows how to sell people what they already want. It's harder than you'd think. James is driven and supremely confident that bigger and better things are waiting for him around the corner. James is highly paid, but still just trading time for money - he wants to level up and find ways for his growing bank account to work for him. James isn't looking to change the world, he knows he'll do just fine as long as he spots those who are and gets in early. Once he's in, there might be a select few he shares the secret with, but for the most part, this is a member's only kind of deal.

PSYCHOGRAPHIC COMPOSITION



DEMOGRAPHIC COMPOSITION



SELF DETERMINATION

- Prefers to be self-directed and is alling in love with the freedom that a career in sales or as a contractor provides.
- Dreams of being his own boss 'for real'.
- Beginning to actively look for ways to build wealth as it dawns on him that the only thing keeping him from it is his own expetations.

INTERNAL VALIDATION

- Eager to discover where this life is taking him. Has a plan and if he can follow through, he'll be a success
- Has high sense of self worth, and the success he's already attained is a matter of course.

EXTERNAL VALIDATION

- Competitive with peers - keeps info that gives him an advantage to himself.
- Important that others see he is successful becuase it is somewhat self-fulfilling. He'll get more opportunity the more he is seen as capable.

RISK MITIGATION

- Not risk averse
- Believes he needs to get in on the action more than he needs to avoid the action.
- Risk is in missing out on opportunity more than anything else.

AVOIDANCE OF WORK

- Prefers physcial labor, and would be astonished to learn he is highly avoidant of mental work.
- Avoids emotional frustration whenever possible. Tuning out is easier than leveling up.

NOVELTY

- Tends to believe new means opportunity more than new means risk.



# Copy Writing



BRAND



# Element

BRAND WORD BANK

Opportunity  
Honest  
Access  
Principles  
Prosper  
Legacy  
Growth

Ownership  
Change  
Fairness  
Ethical  
Independence

BRAND PROMISE

What our customers or prospects should say about the Founder's Node

## Economies built by Element are rock solid.

BRAND AWARENESS PHRASES

Reinvention of Industry in the Blockchain

- The Gold Standard of Gold Standards
- The Element Standard
- Find your Element.
- Element Marks the Spot
- The Eureka of New Industries
- The New Modern Commodity
- Forge a new path.
- Secure your future.
- Mining a new foundation.
- Reinvention of industry.

METaverse AWARENESS PHRASES

Nature of and Opportunity in the Metaverse

- The Metaverse promises self-sufficiency for all.
- Gold is now held to the Element Standard.
- The New Frontier of Reality
- A new environment of possibility.
- Reinvent your reality.
- Your new reality is attainable.
- Materialize new worlds.
- Realize your vision.

MISSION AWARENESS PHRASES-

Self-Sufficiency and Eliminating Exploitation

- Because you are the greatest resource.
- Keep it in the ground.
- Safe and sound, in the ground
- Accessible wealth for all.
- Build wealth, build a legacy.
- You are your own safety net.
- Dig deep.
- Be your own gold rush.
- What's mined is mine.

SUPPORT



Node

BRAND WORD BANK

Key  
Exclusive  
Essential  
Passport  
Solution

Infrastructure  
Invest  
Thrive  
Authority  
License

PRODUCT PROMISE

What our customers or prospects should say about the Founder's Node

I prosper when I support others' access to prosperity.

BRAND AWARENESS PHRASES

Necessesity of Decentralization in the Blockchain

- Take control of your reality.
- No one should be in charge of your future but you.
- You are the deciding factor.
- The opportunity you've been waiting for.
- I'm the only authority I need.
- Because no one else should do it for you.
- No one knows your potential more than you.
- Because you have what it takes.

BLOCKCHAIN AWARENESS PHRASES

Nature of Blockchain and Computing Footprint

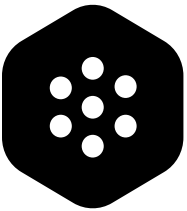
- Trust above all.
- Your investment, safe and secure.
- Protect the precious.
- Control your future.
- The future is protected.
- Confidence in your foundation.
- Stabilize your foundation.
- Your personal groundbreaking ceremony.

MINING AWARENESS PHRASES

Software Versus Hardware Mining

- The Modern Motherlode
- The only mining tool you'll need.
- Strike metaversal gold.
- Miners wished prospecting was this easy.
- Your golden opportunity.
- Extract your greatness.
- Self-sufficiency refined.
- No blind luck needed

DIGITIZATION



# Alchemy

BRAND WORD BANK

Transform  
Code  
Reality  
Authentic  
True

Inventive  
Revolutionary  
Evolution  
Conviction  
Create

PRODUCT PROMISE

What our customers or prospects should say about the Founder's Node

## It has not achieved its potential until it has been Alchemized.

NATURE OF METAVERSE PHRASES

What the Metaverse Is

- The future of reality is mint.
- Global economies united by digitization.
- Welcome to the Meta Economy Revolution
- Transforming reality.
- Expand what you know about reality.
- This reality is more than virtual

ELEMENTS IN THE METAVERSE PHRASES

Metaversions of Elements are Not Mined, but Digitized

- There's no such thing as luck in the metaverse.
- Don't leave your future to fate.
- Your destiny is designed.
- Write your own stars.
- Things are what they seem.
- Our meta reality isn't an accident.
- Where capability meets invention.
- The blueprint for future society.

DIGITIZATION TECHNICAL PHRASES

State and Evolution of Digitization Tech

- Unearth opportunity.
- Develop a brave new world
- Where the impossible is possible.
- A true extension of your vision.
- The culmination of imagination and tech.
- Create beyond your imagination.
- Imagine beyond what you know.
- Build the metaverse in your image.
- From your home to London in seconds.
- Worldbuilding beyond your dreams.
- Functionality meets creativity.



SYNCHRONIZATION



# Format

BRAND WORD BANK

Solid  
Reliable  
Rights  
Assurance  
Integrity

Relief  
Ease  
Respect  
Comfort  
Secure

PRODUCT PROMISE -

What our customers or prospects should say about the Founder's Node

## If my asset has been Formatted, it's real.

METaverse/IRL DUALITY PHRASES-

Changing Relationship between MV and IRL

- Safeguarding your most precious investments and memories.
- Your investments and memories deserve an unbreakable vault.
- If it's been Formatted, it's mine.
- The proof is in the Format.
- The next level of ownership.
- Because the proof is in the minting.

NFT EVOLUTION PHRASES-

Where NFTs are VErSus Where They Need to Go

- More than an ape cartoon.
- Putting you in utility.
- Can a JPG do this?
- Beyond collectibles.
- Prove it.
- As good as gold.
- Rock solid.
- Fortune favors the non-fungal

TBD PHRASES-

TBD

- TBD



COLLATERALIZATION



Gild

GILD WORD BANK

Advance  
Unlock  
Obtainable  
Possibility  
Wealth

Answer  
Trailblaze  
Beneficial  
Treasure  
Fund

PRODUCT PROMISE -

What our customers or prospects should say about the Founder's Node

Gild makes all my resources  
precious.

ACCESSIBILITY PHRASES

Alternate Economies that are More Accessible

- Create your own path.
- It makes dollars and sense
- Balancing financial inequity
- Inclusive economic opportunities
- No institutional knowledge necessary
- The new establishment.
- Find your fiscal future.
- You have permission to succeed.

LEVERAGING ECONOMY PHRASES-

Power of Properly Incentivized Microlending

- Your motivation to live the way you want.
- The capability to create your own opportunities.
- Self-reliant lending.
- Self-sufficient financial freedom
- Unlock your financial power.
- Discover dollars you never knew you had.
- Better than finding change in your couch.
- Don't break the piggy bank.

EVault PHRASES-

Positioned Against Traditional Offerings



MONETIZATION



49

PRODUCT PROMISE -

What our customers or prospects should say about the Founder's Node

Mine the Metaverse for digital gold.

BOOMING INDUSTRY PHRASES-

Reinvention of Industry in the Blockchain

- The future of entertainment.
- Give the people what they want.
- Drill-bit graphics.
- Your opportunity's save point.
- Royalties for me.
- Yes, I'm still watching.
- The new age of content.
- Lights, Camera, Extraction!

ACCESSIBILITY PHRASES-

Nature of and Opportunity in the Metaverse

- Financial power-up
- Your extra life is waiting.
- Dig the Metaverse
- And the reward goes to...
- The new Tinseltown
- P2P opportunities.
- Metaverse, the new frontier.
- Let's go to the (metaverse) lobby

49 WORD BANK

Fun  
Participation  
Share  
Collect  
Entertainment  
Activate

Premium  
Perk  
Content  
Community

GAMING PHRASES-

Self-Sufficiency and Eliminating Exploitation

- Leave no gold coin behind
- Content for the good of the globe.
- Level up your portfolio.
- Precious resources' extra life.
- Where XP and badges actually matter.
- Get entertained. Get rewarded. Get digging.
- Dig the new economy.
- Get your hands dirty





# Brand Identity



The Element logo is the single most recognizable element of our brand identity. It is our hallmark, and its consistent application throughout all of our communication materials is imperative to the strength of that identity.

The Element logo should be used for all general marketing materials including brochures, sales communications, advertisements, etc. It should also be used on formal business documentation including contracts, Terms and Conditions, invoices, paychecks, purchase order forms, etc.



LOGOMARK

LOGOTYPE



THE ELEMENT LOGO IS MADE UP OF TWO ELEMENTS:

LOGOMARK

A logomark refers to an image or symbol which represents a brand, and usually does not include the name of that company. This Triangle has the advantage of great creative range, and can generate a very strong visual identity for the Element brand.

LOGOTYPE

The logotype, also known as a “word mark”, is a brand name styled as a logo. The advantage for Element is obvious - it immediately associates a business name with the visual identity and does not leave much room for brand confusion.

HORIZONTAL



VERTICAL STACK



LOGOFORM



LOGOTYPE



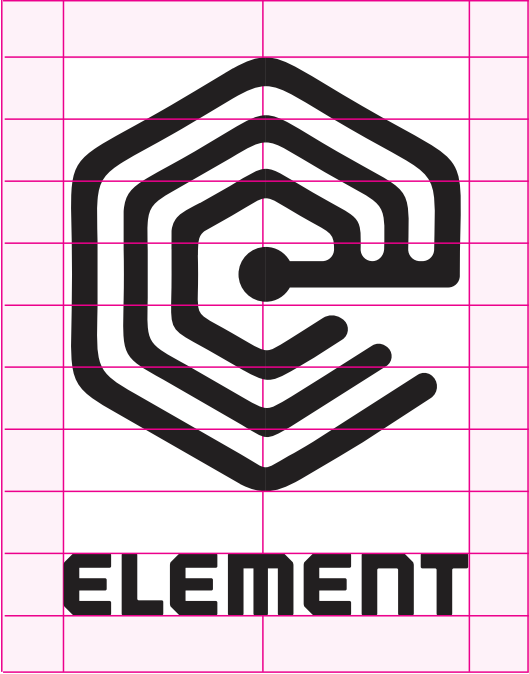


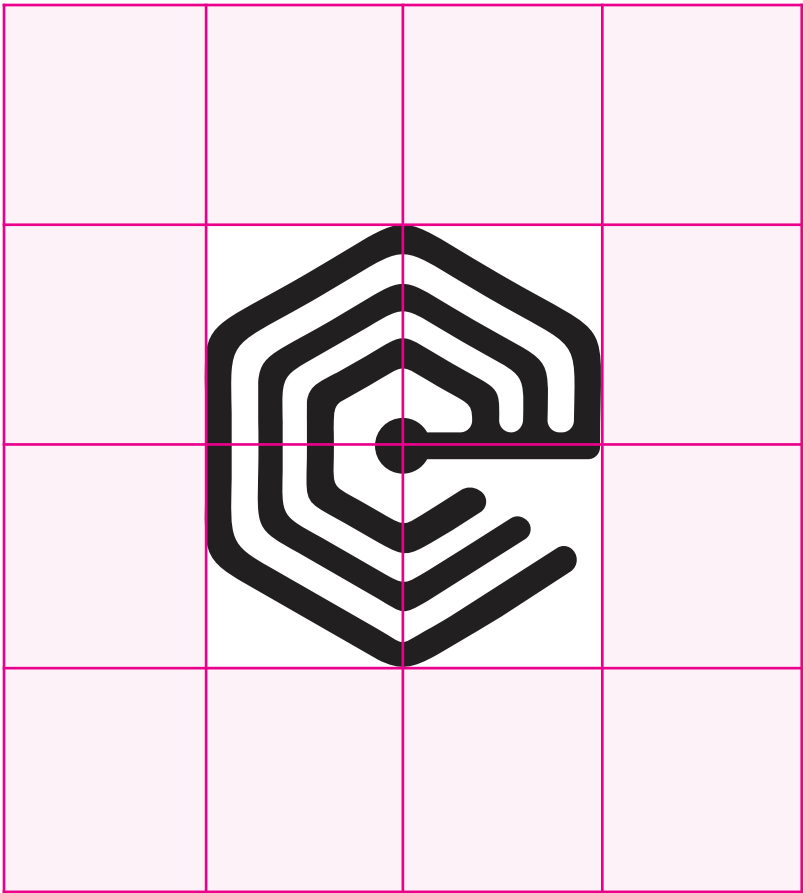
**HORIZONTAL AND VERTICAL LOGO:**

The horizontal Element logo lockup is the preferred logo application and should be safeguarded as an iconic brand signature.

Clear space is the recommended free space around a logo. Clear space ensures the logo feels important and iconic, separate from other design elements.

Here are the appropriate clear spaces for the Element logo, using internal measurements of the logo as guides.





**PRIMARY LOGOTYPE:**

The Element logotype is the preferred logo application and should be safe-guarded as an iconic brand signature.

Clear space is the recommended free space around a logo. Clear space ensures the logo feels important and iconic, separate from other design elements.

Here are the appropriate clear spaces for the Element logo, using internal measurements of the logo as guides.



OUTLINED LOGOS

Feel free to use this version of the Element mark.



# Primary Colors

This brand color palette is designed as a foundation for all printed and digital brand materials. **Pantone colors** are shown with **CMYK** values for printed applications (when spot color applications are not possible) and RGB values for web and digital applications.

Screens of each color may also be used in combination with this palette or the secondary and tertiary palettes. Minimum screened values will be evaluated by the Creative Director based on intended use.

**PLEASE NOTE:** For all Print, Presentations, Flyers, etc. the colors should reflect the **CMYK** values. For all Web applications, it should reflect the RGB or hexadecimal code. The Web RGB color is much brighter than the CMYK, which matches closer to the actual logo.

ELEMENT FLORO YELLOW	PMS 809C	C 11 M 00 Y 91 K 00	R 227 G 232 B 41	HEX #E1E31B
ELEMENT GREY	PMS 422C	C 36 M 26 Y 23 K 04	R 158 G 162 B 162	HEX #A1A0A0
ELEMENT TAN	PMS 4252C	C 19 M 27 Y 48 K 07	R 182 G 162 B 132	HEX #B6A383
ELEMENT BLACK	PMS BLACK6C	C 100 M 61 Y 32 K 96	R 16 G 24 B 32	HEX #101820





VARIABILITY

Even with the hierarchy in mind, the colors should be used with a high degree of variety and intention.

HIERARCHY

These circles represent the prominence of each color in the Element branding. The bright yellow should be the most prominent, supported against the black. The suporting colors should be used most sparingly.





LIGHT



DARK



100%

80%

60%



50%

40%

30%

BACKGROUND & LEGIBILITY

To ensure legibility, the positive logo should always be reproduced on a light, neutral background that has a visual density no greater than 50% value of black. Reproduce the reverse logo on a visual density no less than 50% black.



Guidelines showing best case application is shown here. However, good judgment should be used to determine which version will provide maximum visibility.

Whatever the application, the logo mark and logotype must be recognizable and readable. Approval from the design team is required for application of the logo in all communications materials.

# THE LOGO. WHAT NOT TO DO.

Consistency is key to maintaining the strong visual integrity of our brand. Never attempt to recreate the logo and signature lockup. Examples below illustrate a few key examples of misuse, but by no means constitute a complete list



1. Do not change the logo to an inappropriate color.



2. Do not add gradients or strokes.



3. Do not tilt the logo at an angle



4. Do not skew or distort the logo.



5. Do not add effects like drop shadows or inner glows.



6. Do not substitute with fonts for word marks.





# Typography

Typography is a fundamental building block of the Element design architecture, providing a uniform structure that reinforces our brand identity throughout all of our materials.

The Element typography is a collection of fonts to be used exclusively when creating printed materials for Element.

In certain instances, it may be necessary to use additional typefaces to call interest, coordinate with other marketing efforts, or capture a feeling that can't properly be expressed using the fonts provided. In these cases, it is extremely important that the overall visual impression is still clearly Element

Primary type

**GT  
AMERICA**

Element turns to **GT America** as its primary typography because of its contemporary feel, humble authority, and clear legibility.



Thin  
*Thin Italic*  
Light  
*Light Italic*  
Regular  
*Italic*  
Book  
Book Italic  
Medium  
*Medium Italic*  
Bold  
*Bold Italic*  
Black  
*Black Italic*

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Bb	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Cc	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Dd	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Ee	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Ff	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Gg	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Hh	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Ii	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Jj	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Kk	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Ll	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Mm	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^
Nn	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!?;:/@#\$%^





# FIRST LEVEL HEADER

## SECOND LEVEL HEADER

### MICRO DETAILS

Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney’s sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh. **Wayfarers shoreditch letterpress elit, aliquip 3 wolf moon Pinterest art party Marfa.**

“ Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney’s

sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh.“ Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney’s sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh. Wayfarers shoreditch letterpress elit, aliquip 3 wolf moon Pinterest art party Marfa.

### TYPE FAMILY

The primary typeface for Element is GT AMERICA with supporting type family of FREIGHT. These type families were chosen for their modern, differentiated look and clarity. It is used across all applications, along with the support fonts provided on the next page. Consistent use of these type families will help promote brand recognition.

## 20 / Numerics

### DISPLAY TEXT/HEADERS

GT America Extended Medium : 10 Tracking. Sentence Case

### SECOND LEVEL HEADER

GT Compressed Regular: 30 Tracking, Title Case, All caps

### MICRO DETAILS

GT America Bold: 20 Tracking, Title Case, All caps

### BODY COPY/SUPPORT/ITALICS:

Freight Book  
Freight Book Italic  
Freight Light  
Freight Light Italic  
Freight Medium  
Freight Medium Italic

Freight Semibold  
Freight Semibold Italic  
Freight Bold  
Freight Bold Italic  
Freight Black  
Freight Black Italic

### NUMERICS

GT AmericaExtended Regular: 10 Tracking



# Photography



**In order to preserve the spirit and history of Element, be sure to read carefully through the following pertaining to what to do and what not to do in terms of photography.**

**DO**

- Portray Element as an all inclusive brand
- Utilize all races, body shapes, sexes
- Stick with cool color palettes regardless of season
- Create a focal point that highlights moments within the environment
- Create drama through lighting
- Make sure all activities are portrayed as being realistic
- Utilize abstract imagery that evokes a sense of movement or energy.

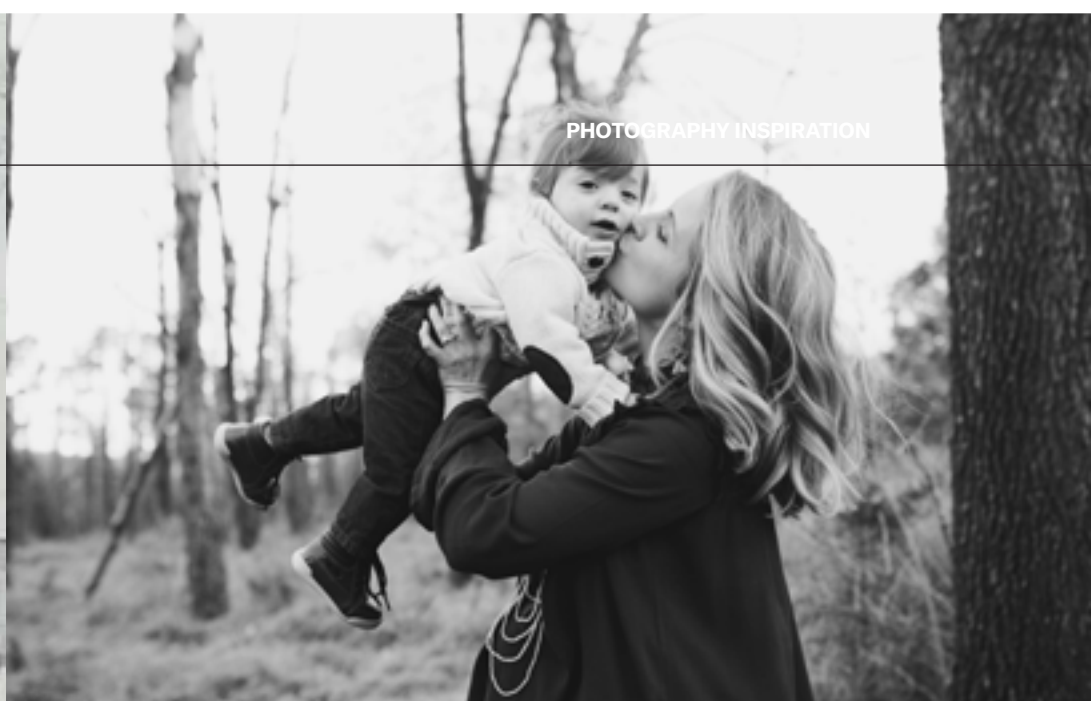
**DO NOT**

- Use overly staged or expected shots
- Choose anything too glossy or polished
- Use gimmicky images or illustrations.





# PHOTOGRAPHY INSPIRATION







# Brand Extension

ELEMENT

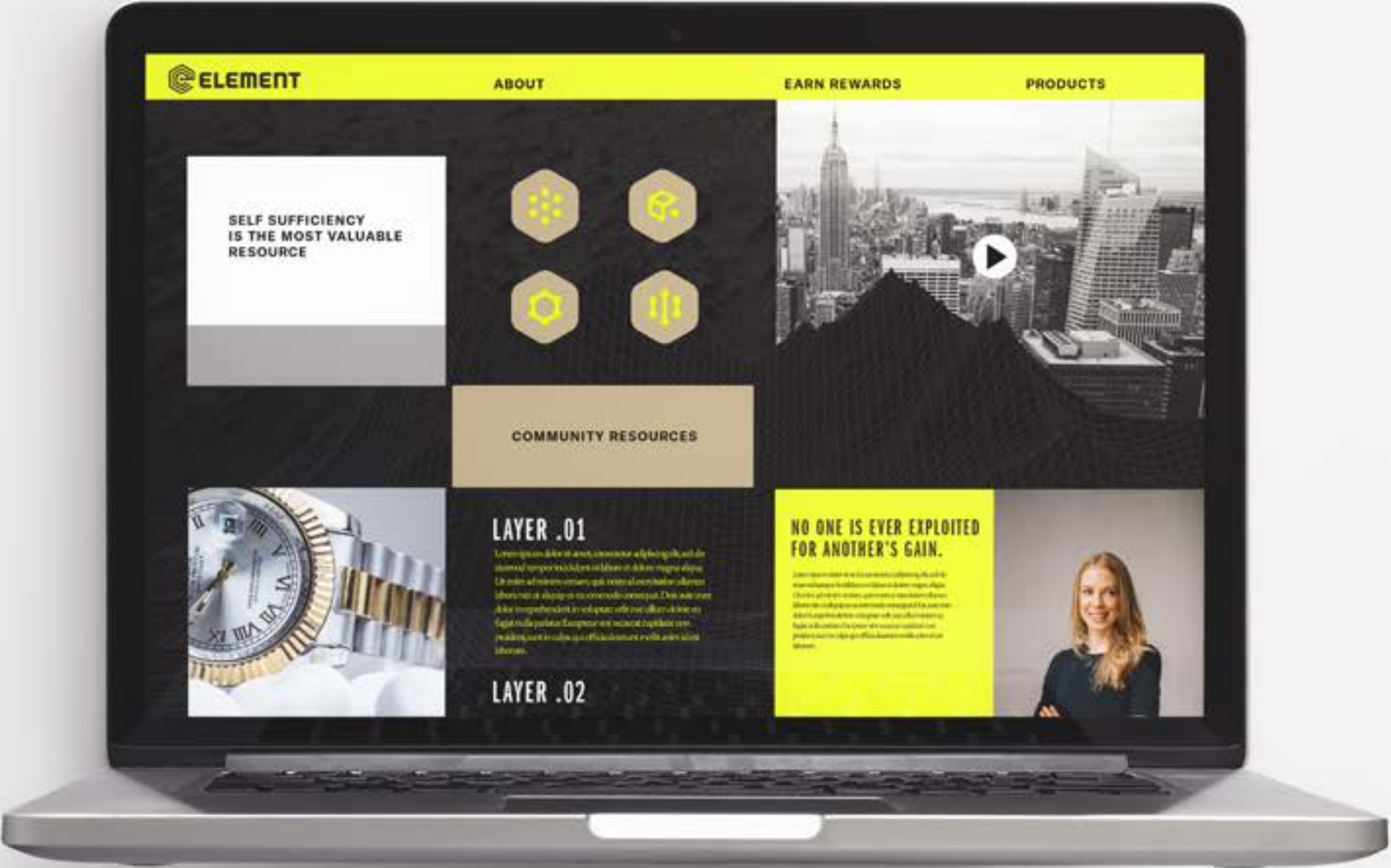


YOU ARE CUSTOM MADE. THIS IS CUSTOM MADE.













ELEMENT



ELEMENT



ELEMENT

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ELEMENT



BRAND GUIDELINES  
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ELEMENT











ELEMENT









ELEMENT

