

10.14.2022



 **Speaks Greeks**
PROCESS BOOK

CREATING AN AESTHETIC



PROCESS OVERVIEW

4 Stage Process to Achieve Your Goals

Note: All worksheets are within this Brand Builder Packet. None of the worksheets are self-guided, they will be completed before delivery.

01 Creative Kick-start

Overview

A guided conversation that facilitates a better understanding of your business, specific design needs, & target user group.

Deliverables:

Business Analysis Worksheet
Keyword Ideation Worksheet
User Persona Profile



02 Research & Synthesis

Overview

After doing a deep dive into target brands, we will synthesize everything we've learned into a **critical messaging statement**.

Deliverables:

Research Packet
Critical Message Worksheet

03 Mood-Boards

Overview

Mood-boards translate your company's critical messaging statement into visual aesthetics. Two unique mood-boards will be created, but only one will be selected for use in stage 4.

Deliverables:

2 Mood-boards



04 Design

Overview

A visual aesthetic that is uniquely your brand. It will be aligned with your company's core values and resonate with your target customer.

Deliverables:

Brand Guideline Book

Color Palette	Mock-Ups
Typography	Logo + Best Practices
Iconography	Asset Download Drive
Textures	Social Media Kit

STAGE 1

CREATIVE KICK-START

Overview

A guided conversation that facilitates a better understanding of your business, specific design needs, & target user group.

Deliverables:

Business Analysis

Keyword Ideation

User Persona Profile



BUSINESS ANALYSIS

Basics of Your Business

Offer

What does it offer? Does it solve problems?

Because Speeks Greeks offers a dependable data and software with tested results.

Proof Points

Why should users trust the brand?

Because Speeks Greeks offers a dependable data and software with tested results.

Competitors / Peers

Who targets the same audience?

Trading signals (discord chats)
Other trading softwares
Investment firms/banks

Culture

What is the culture like in your industry?

Grind-core
Hard working
Education focused
Self Improvement

Key Benefits / X-Factor

What makes you unique?

A good portfolio with solid returns that will allow you to have independence and a steady income to sustain yourself.

Growth

What does the ideal future look like?

Helping others learn
Education to customer sales funnel

Inspiration

What inspires you? Personal, business, etc.

Gary V
Mark Cuban

Personal Values

What's most important to YOU?

Growing Business

Disposition

If X was a person, how would you describe them?
What would they sound like when they speak?

Well educated
Ambitious
Teacher
Master of craft

USER PERSONA NAME HERE

Insert core user statement here.



Personality

User overview (last step)

Driven and curious.

Summary

Describe them.

Likes the hands on, in control approach, but also tech. Type of person who would enjoy paddle shifters in a car. Dedicated to self improvement and building a

Present Needs

Personal, business, etc.

Guidance and instruction.

A path to success.

Specific data to inform investment decisions.

Basic info

Age, Location, Profession

20's, in college studying finance or business.

Hobbies

What do they do for fun?

Day trading (for at least a year)

Current events

Golf

Travel

Interested in technology

Future Aspirations

What is in their ideal world?

Escape from the rat race

Independence

Riches & accompanying lifestyle

Self employed and independent.

Living comfortable and care-free.

Share & Socialize

Where do they interact with peers?

Discord

Youtube

Telegram

Instagram

Redit

(R/agorating & R/options)

Brand Affinities

What brands / businesses do they love?

Trading Gurus

Self help resources/personalities

Warren Buffet

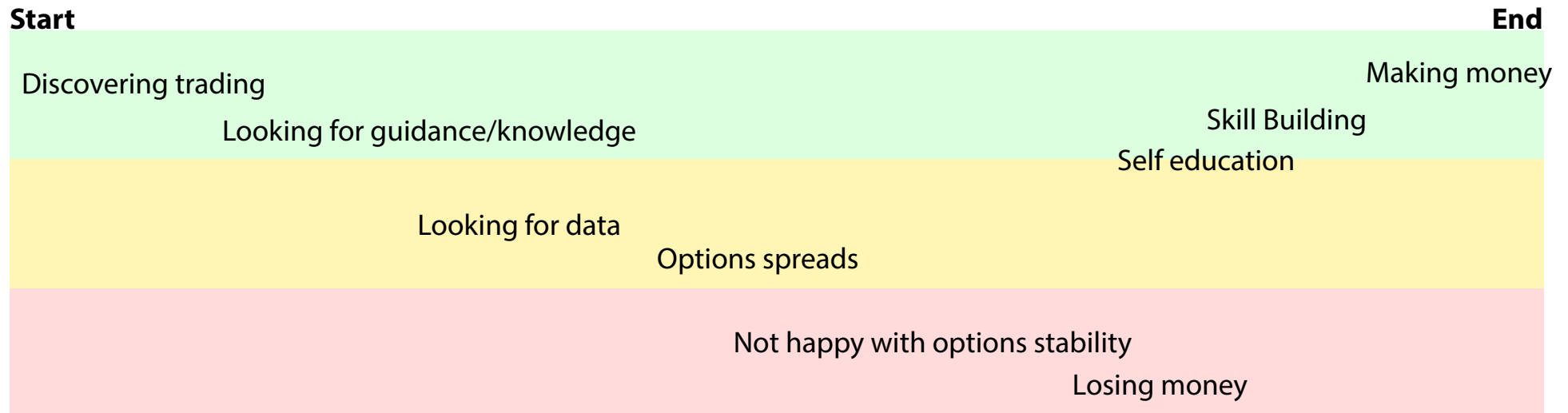
Brooks brothers

Grant Cardone

Tasty Works

USER JOURNEY

Outline of Peaks & Valleys



Compelling Events

What makes the user want to take action?

First discovering options trading.

Suffering a big loss.

Options spreads.

Obstacles / Objections

What stands between them & you?

May be skeptical of get rich quick schemes.

May be enticed by get rich quick schemes.

May not have \$ to start investing.

Expectations

What preconceived notions do they have before interacting with your business? Which expectations are true, which are not?

Transparency

Make Money

Signals work

Valley Responses

How might we diminish valleys?

Offering knowledge and data that help people not lose money, and empower them make steady returns on their investments.

Peak Responses

How might we enhance peaks?

Seeing the returns

Benchmarks (2k, 10k, 25k)

[25k is a big deal because you can trade without restrictions]



STAGE 2 **RESEARCH & SYNTHESIS**

TARGET BRANDS:

Selected Brand X

Selected Brand Y

Overview

After doing a deep dive into target brands, we will synthesize everything we've learned so far into a critical messaging statement.

Deliverables:

Research Packet

Critical Message Worksheet

KEYWORD SYNTHESIS

Uncovering Themes in Keyword List



STAGE 3

MOOD-BOARDS

Overview

Mood-boards translate your companies critical messaging statement into visual aesthetics. Two unique mood-boards will be created, but only one will be selected for use in stage 4.

Deliverables:

3 Mood-boards

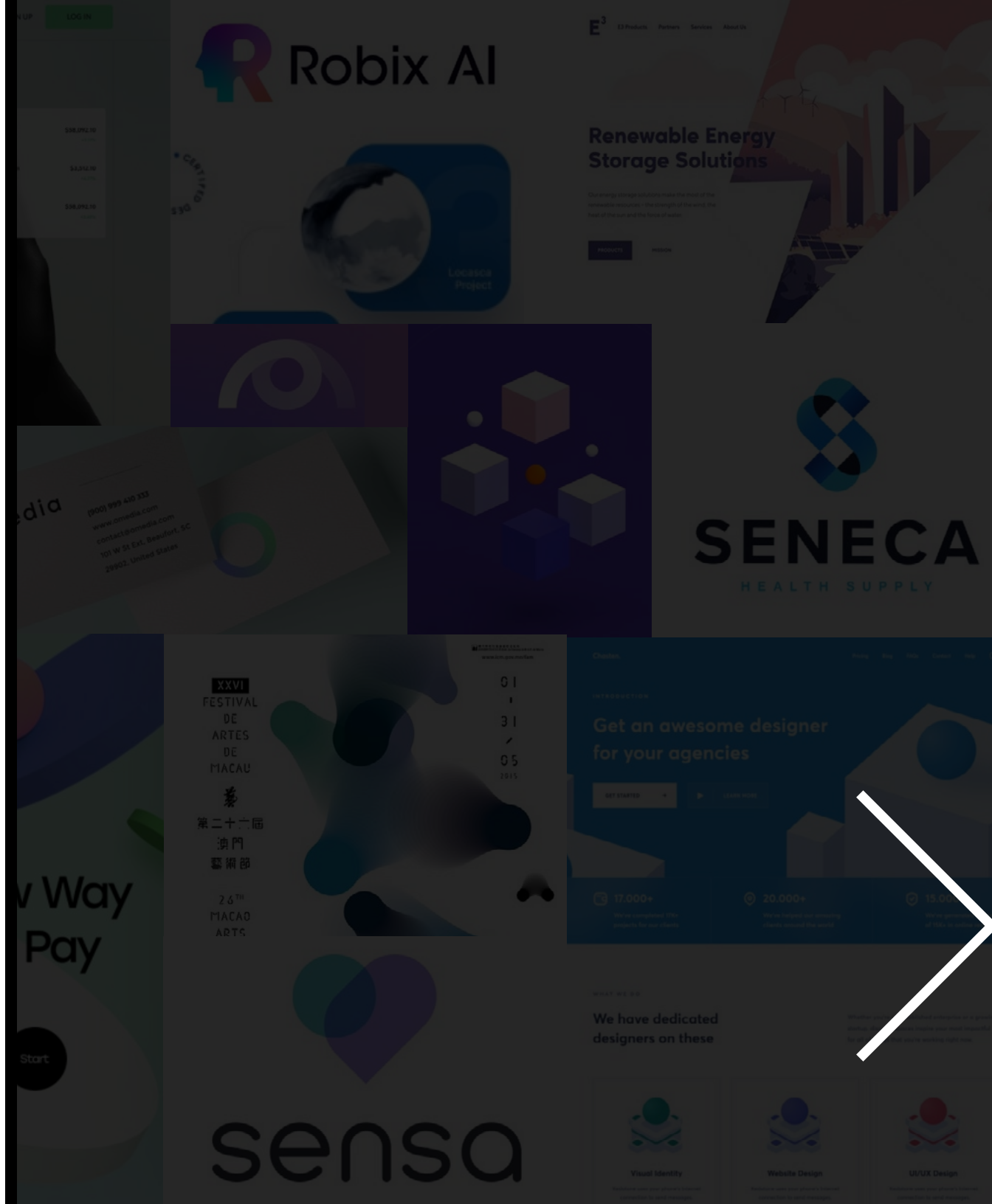


Mood-Board 1

Ethereal A.I.

Description

"Ethereal A.I." is a guided journey through the surreal mind-scape of the ultimate super computer. It's use of **light and transparency** reflects the core principal of it's company: **transparency in tech**. Much like the technology it represents, the physics of this world are a bit hard to grasp. However, this company will help you harness the power of tech in a way that is simple and approachable, as reflected by the **geometry**.



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Chosen.

INTRODUCTION

Get an awesome designer for your agencies

GET STARTED + LEARN MORE

17,000+ We've completed 17k+ projects for our clients

20,000+ We've helped our amazing clients around the world

15,000+ We've generated a total of 15k+ in online revenue

WHAT WE DO

We have dedicated designers on these

Visual Identity Redbubble uses your phone's Internet connection to send messages.

Website Design Redbubble uses your phone's Internet connection to send messages.

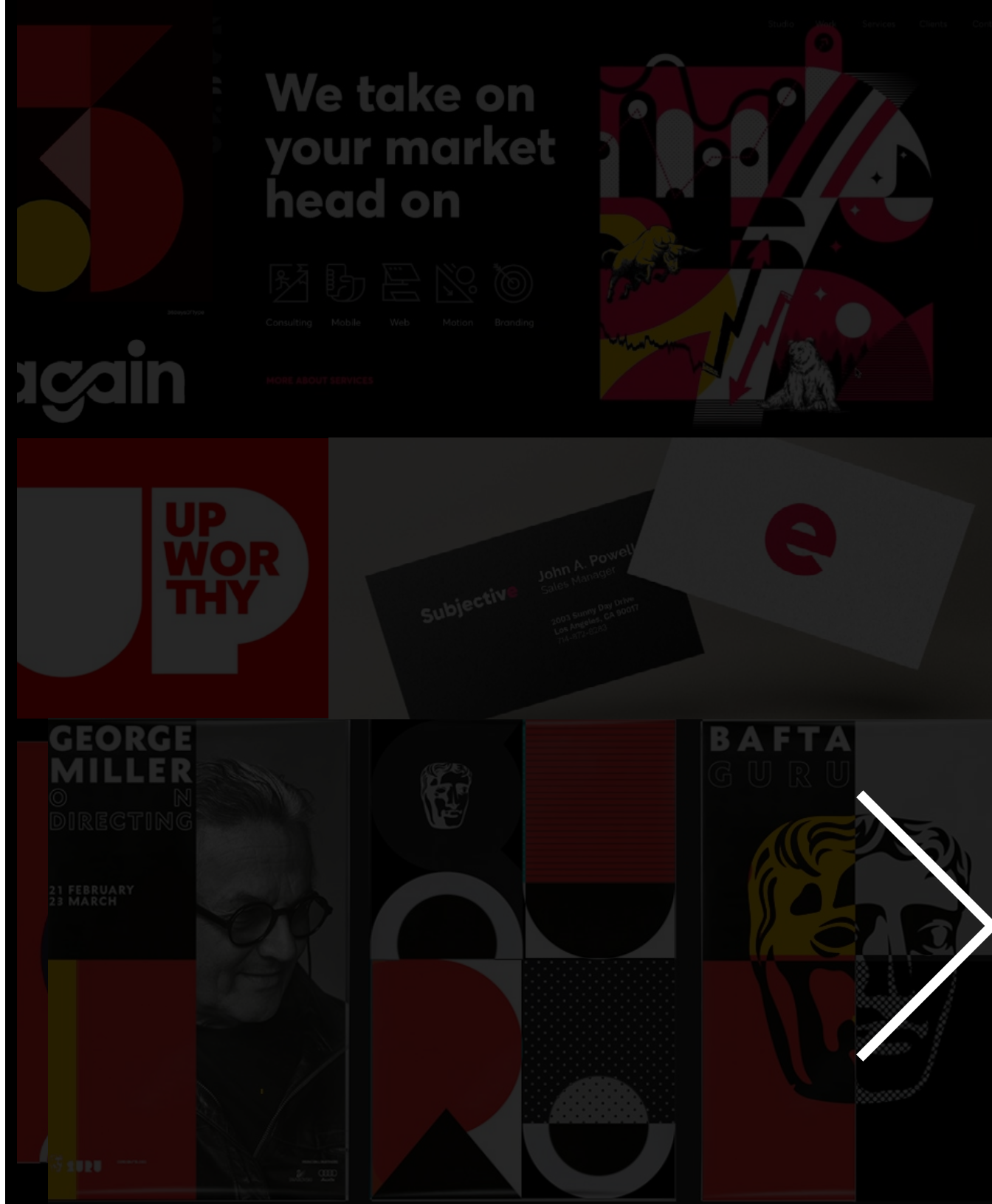
UI/UX Design Redbubble uses your phone's Internet connection to send messages.

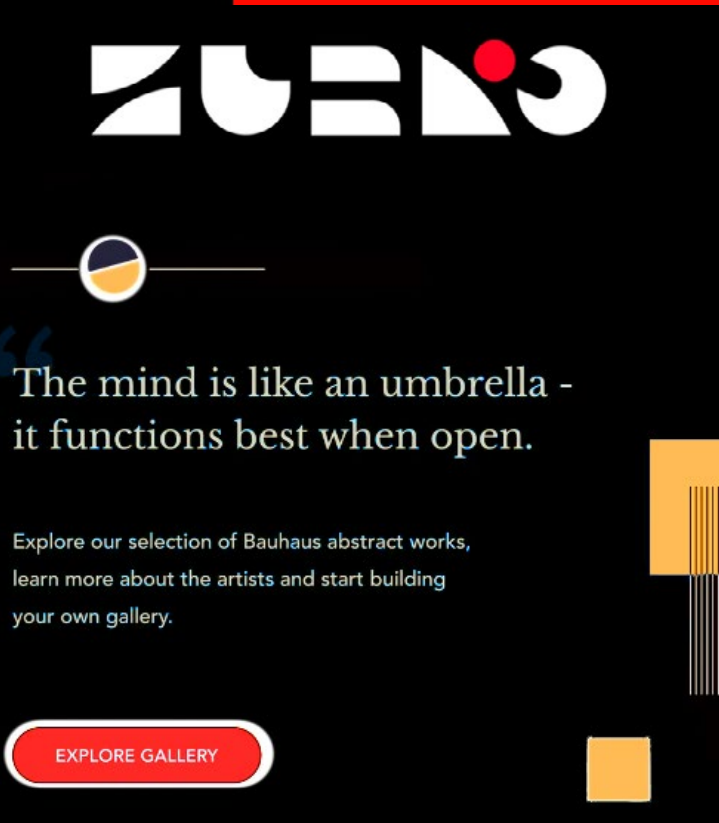
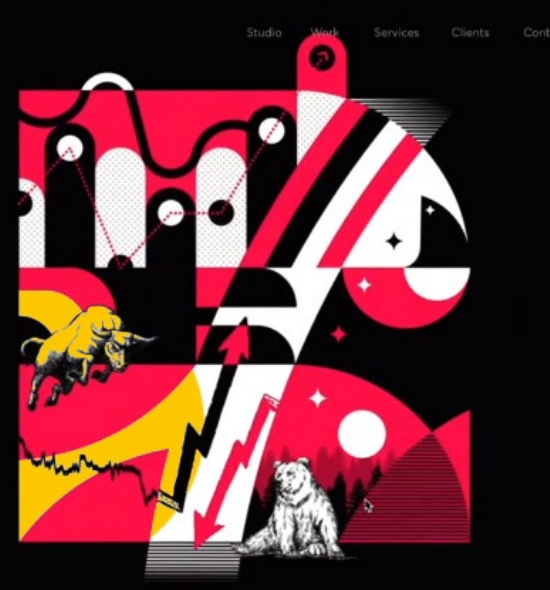
Mood-Board 2

Building Blocks

Description

"Building Blocks" uses the motifs of **modular blocks** to emphasize the brick by brick mindset necessary to build a long lasting financial portfolio. Additionally, it's use of **simple geometric shapes** evokes simplicity and assures the user that this company will translate sophisticated financial methods into terms even a child could understand.



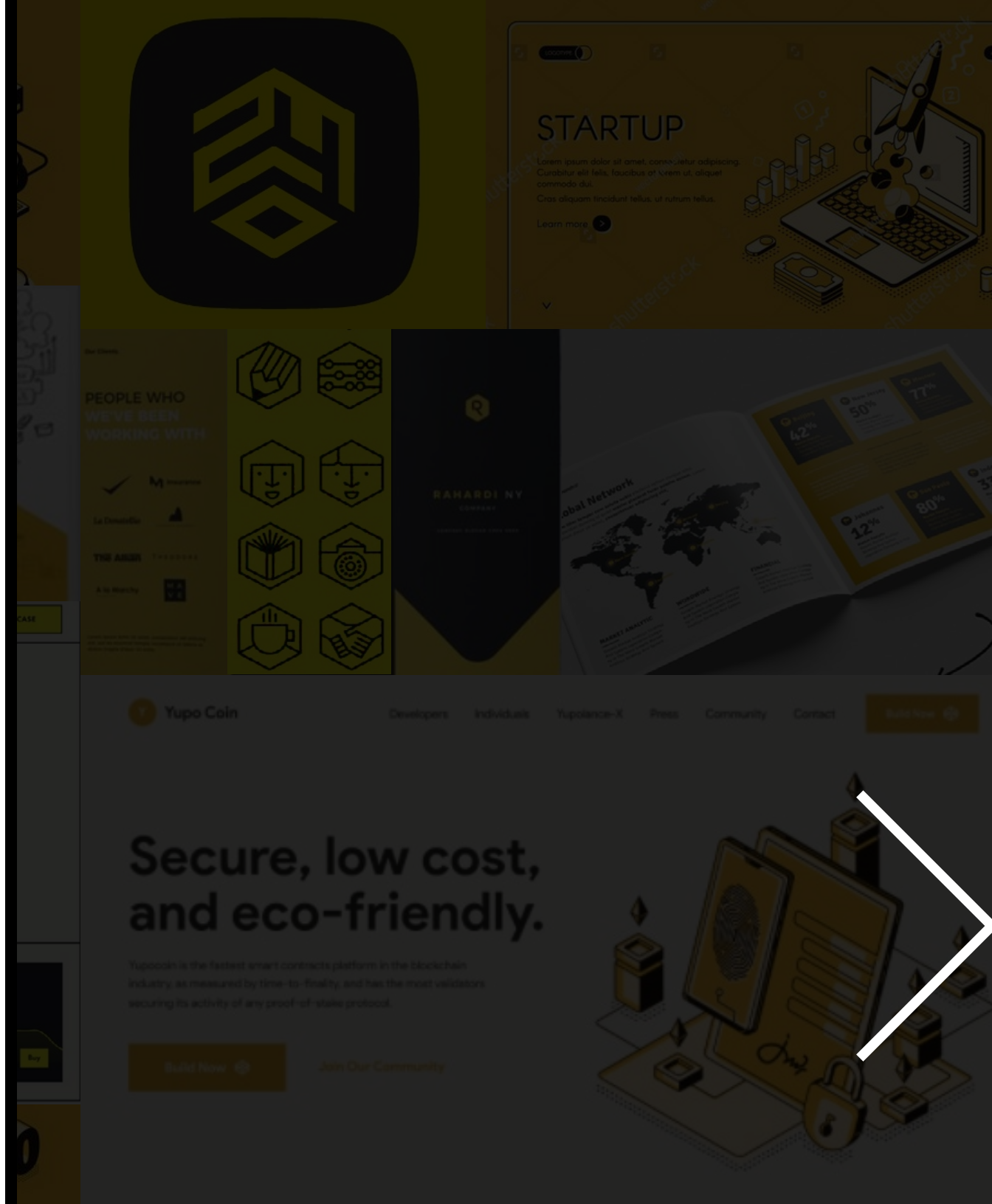


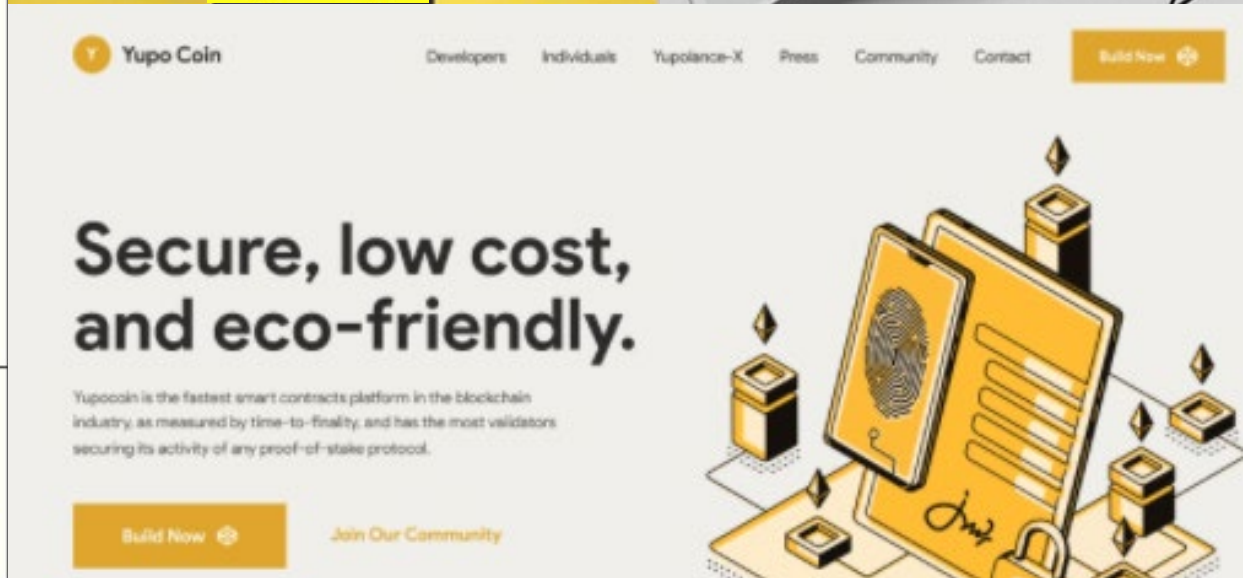
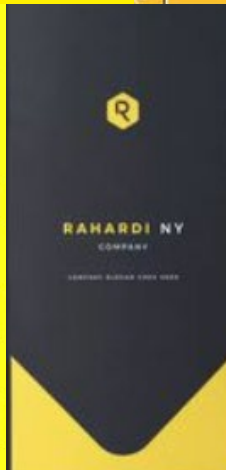
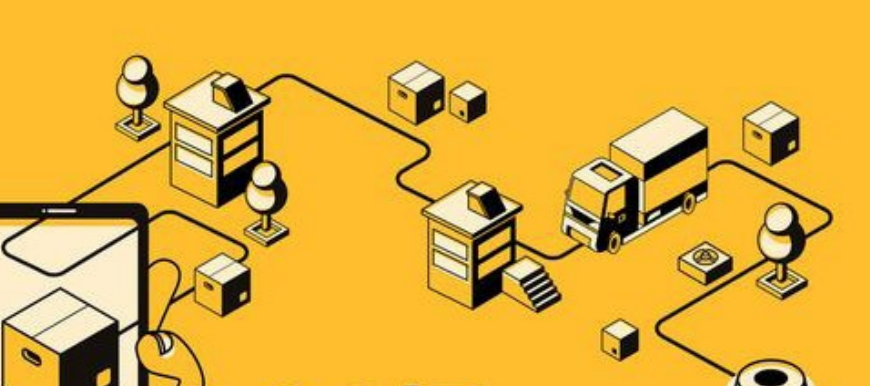
Mood-Board 2

Tactile Tech

Description

"Tactile_Tech" uses industrial style drawings to represent abstract computer operations and data. Unlike Ethereum A.I., Tactile_Tech is upfront about the complexity of Speaks Greeks operations, and attempts to provide **understanding through representation of systems.**







STAGE 4 DESIGN

Overview

A visual aesthetic that is uniquely your brand. It will be aligned with your companies core values and resonate with your target customer.

Deliverables:

Brand Guideline Book

Color Palette

Logo + Best Practices

Typography

Textures

Icons

Mock-Ups

Social Media Kit

Asset Download Drive

LOGO DESIGN

SPEAKS
GREEKS

 **Speaks Greeks**

Options spreads made simple.

 **Speaks Greeks**

Options spreads made simple.

 **Speaks Greeks**

The Options Spreads Assistants.

 **Speaks Greeks**

The Options Spreads Assistants.

 **Speaks Greeks**

Options spreads made simple.

 **Speaks Greeks**

Options spreads made simple.

FINAL DESIGN

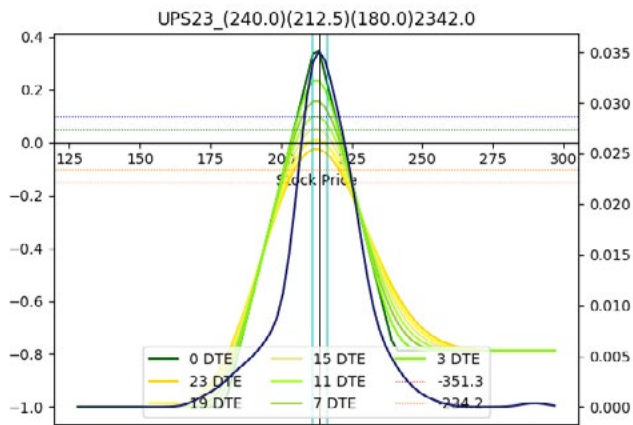
High-Fidelity

 **Speaks Greeks**

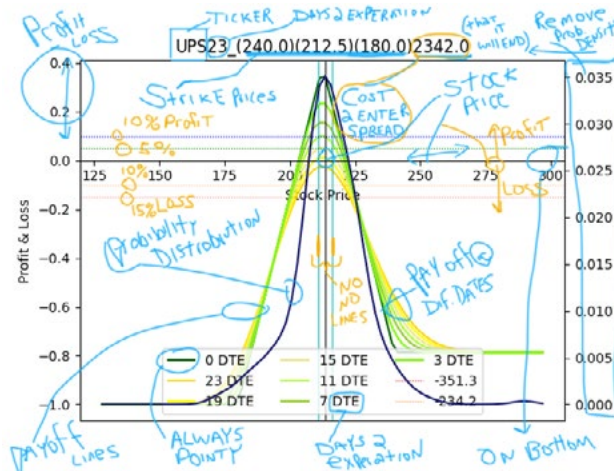


DATA VISUALIZATION

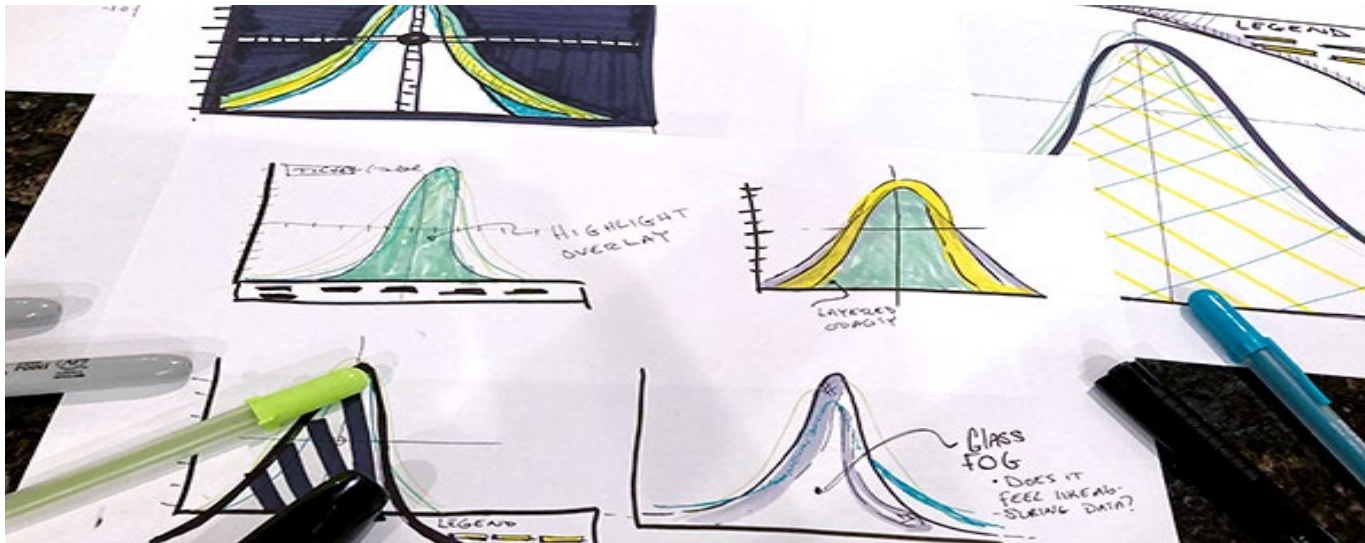
Original Spread



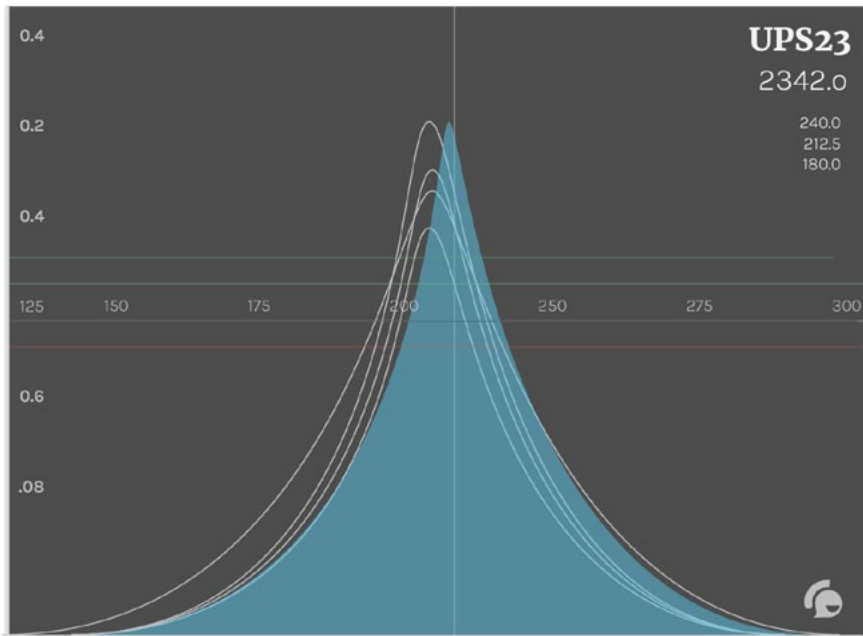
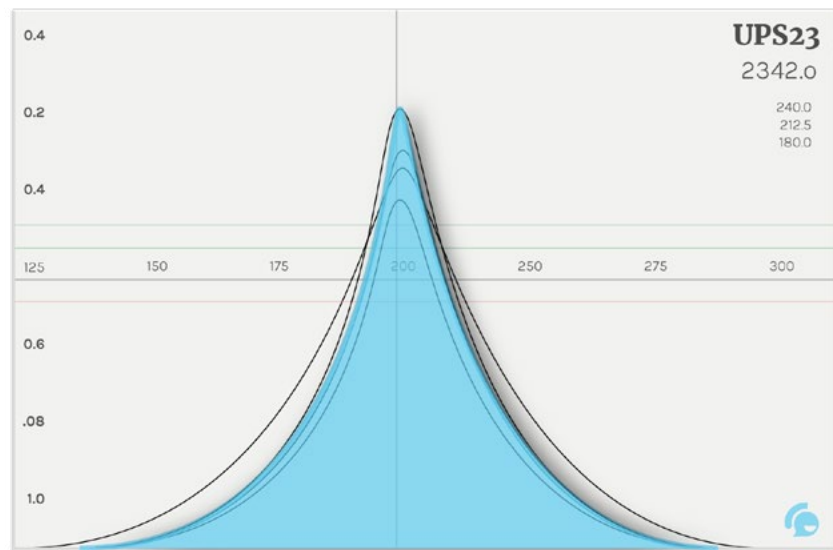
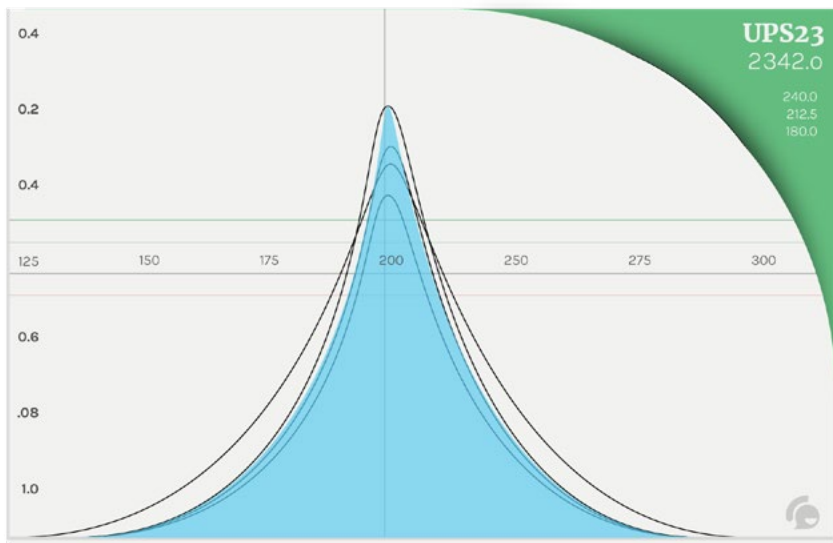
Note Taking



Ideation

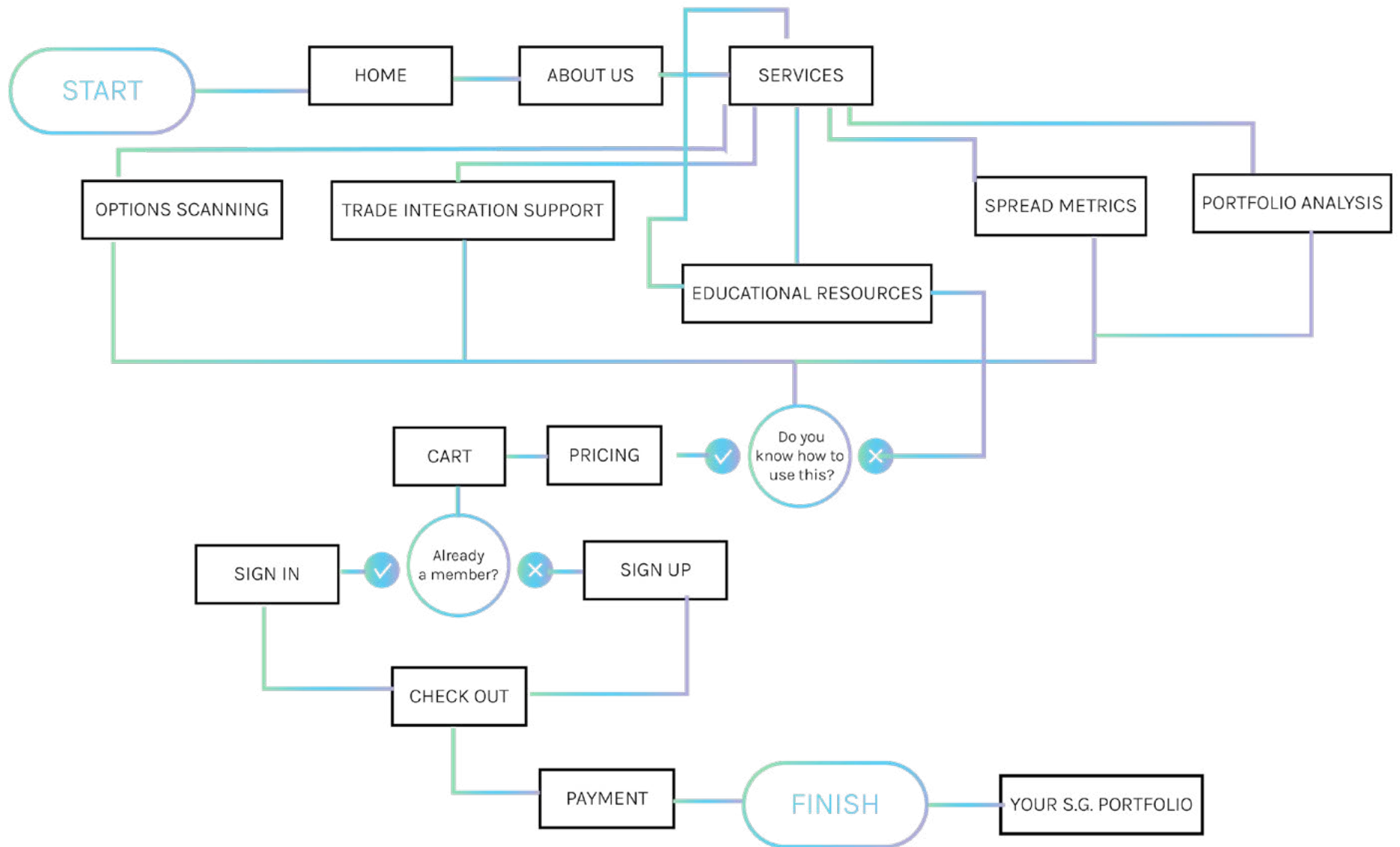


DATA VISUALIZATION



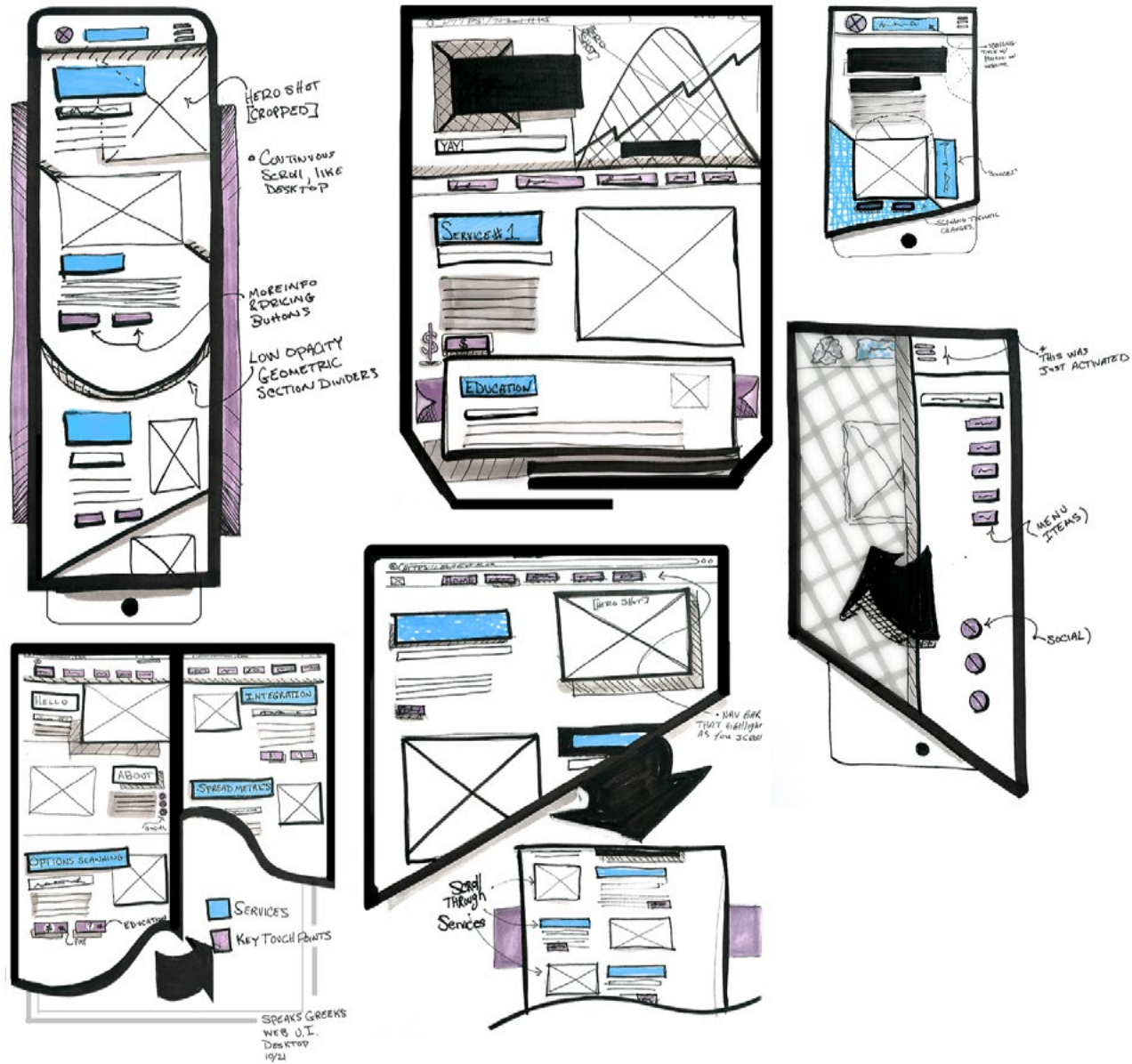
U.I. DESIGN

User Flow



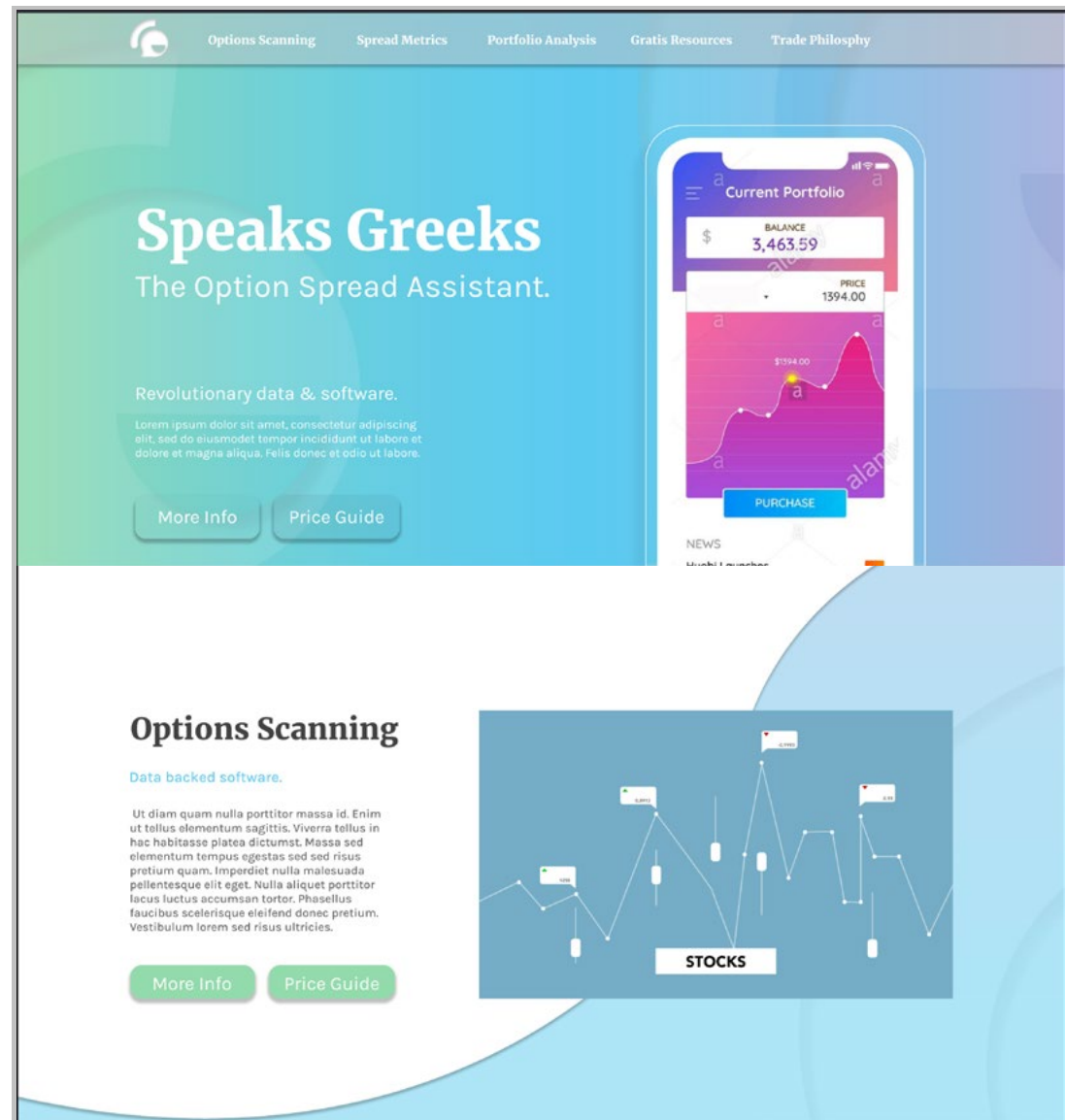
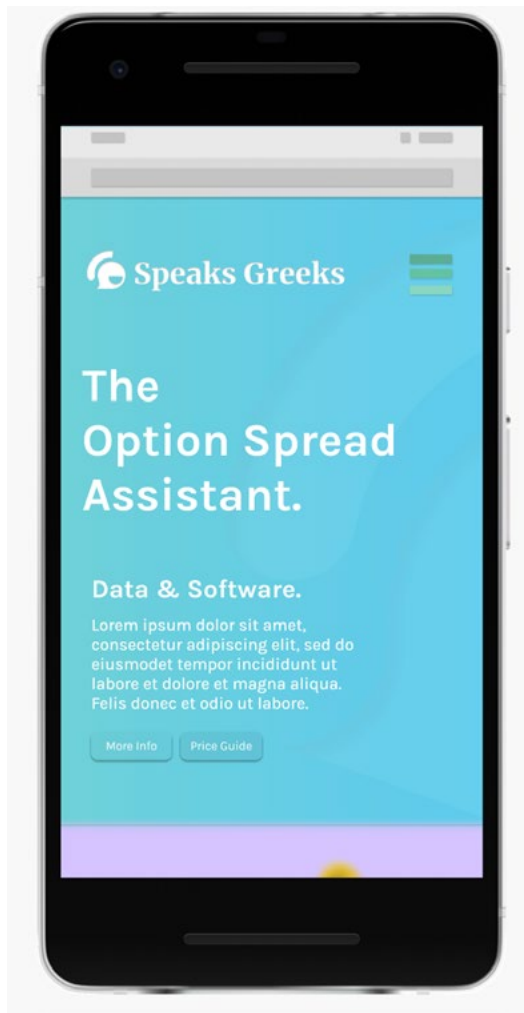
U.I. DESIGN

Low-Fidelity



U.I. DESIGN

Mid-Fidelity



U.I. DESIGN

Mid-Fidelity

