

GALVAN

**galvan**<sup>®</sup>  
Return to the well.

# Ideology

# Galvan

## *GALVANIZE (v) -*

1. Shock or excite someone into taking action
2. To stimulate with electricity
3. To coat iron or steel with a protective layer of zinc (using an electric current)

## *WELLNESS (n) -*

1. **The desire, ability, capability, and capacity to form and maintain habits that benefit our mental, physical, emotional, and financial well-being.**
2. The state of mind, perspective, or lifestyle that results in health.

# Ownership

## Resolve

With it we are secure.

WE are free.

We are WELL.

It is simultaneously the cause and effect of becoming our best selves.

It is not afraid, it is not unsure, it is not unwilling, but it can be forgotten.

Only by testing it, do we replenish it.

We galvanize our resolve by taking action again, and again, and again.

Can you feel it in you?

It is there waiting;

waiting for you to remember yourself;

waiting for you to take back what was yours to begin with.

It is not a quick fix, but a daily process that will last a lifetime.

Reforging your life will take hard work.

But the electricity in your fingertips, the butterflies in your stomach,

the feel of your own gravity all echo what you know to be true.

It will be worth it.

When you are resolved to become what you believe you can be,

we invite you to begin the journey.

We invite you to **return to the well.**

**“How are you doing today?”**

One way to answer this question is to respond with a status update on your current mood, or a list of the circumstances that are controlling your life. Your answer can be about the things that are happening to you and how those things make you feel. But those types of answers imply life is simply happening to you, and all that's left to do is for you to state your opinion on the matter.

There is another way to answer this question; a far less common way. You can take “How are you doing today?” as an invitation to describe the decisions you're making today to shape the reality of your tomorrow. Nobody expects this kind of answer, and that is the problem we are trying to solve.

The time has come for each of us to take our own lives back, and that means making our own decisions. We cannot afford to trust anybody else with the business of managing our lives. Somewhere along the way, making our decisions for us became the pervue of big busines and big government, and for a time we abdicated that responsibility because we trusted those institutions had our best interests.

But whether they do or not, we alone live with the consequences of the decisions we make, and so we might as well be intentional in those decisions. We might as well own them. We must own them.

And in owning them, we begin to pay more attention to how those daily decisions affect us over time. We start looking at each day as a limited period of time to live the life we want and prepare for the life we want tomorrow. The life we want now and in the future is there for the having, all we must do is decide.

**CONVICTION -**

The reason the ideal will catalyse the market

When we realize nobody else is going to attend to our present or future wellness, we begin to.

**ASPIRATION -**

The world we seek to achieve through the ideal

Families determine thier own quality of life, and free themselves from their present circumstance.

**MANDATE -**

What we're doing to create that world

Galvanize people to invest in the life they would choose.

**MANTRA -**

What we tell each other to remind us of our mandate

Treat it like it's the only life you've got.

## With Galvan, making healthy choices is easy, safe, fun, and rewarding.

At Galvan, we define wellness as the desire, ability, capability, and capacity to make decisions that truly benefit us. We believe health is largely the result of wellness, and wellness doesn't happen by accident. By leveraging blockchain technology and a unique proof of action protocol, Galvan is turning self-care into a revenue generating activity, and reintroducing personal accountability and personal reward into healthcare delivery.

Galvan immediately incentivizes incremental decision-making in real time to encourage personal responsibility for long-term health and wellness. Galvan publishes a variety of mental, physical, and emotional exercise programing and professionals to improve health over time. Galvan deploys a suite of mental, physical, and emotional self assessment tools to provide real-time insight into your current state of wellness. Galvan securely and anonomously stores your personal health records on a decentralized, encrypted network. Galvan gamifies health through competitions, virtual gaming, and fitness events to help users establish healthy habits.

All Galvan services are trackable, encouraging accountability while providing a basis for rewarding use. The Galvan suite of products and services are expansive, addressing holistic wellness instead of only healthcare. Galvan is supported by a community which mitigates costs, ensures security, and ultimately enables Galvan to reward living well in a way that traditional health delivery organizations could never even attempt. Galvan is individually focused - it is up to the subscriber, not his/her doctor, therapist, etc. to use Galvan. That means the rewards for using Galvan also go to the individual. There is no business model for medical vendors to leverage; Galvan is honest and good for the soul.

## Galvanize people's resolve to invest in the life they'd Choose.

### FIRST PRINCIPLES -

1. We each succeed to the degree that we take personal responsibility.
2. Galvan succeeds to the degree that we take personal responsibility.
3. Our customers' lives improve to the degree they take personal responsibility.
4. Wellness is a consequence of taking personal responsibility.
5. Galvan gives people a reason and a path for people to take personal responsibility.

### 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. Personal responsibility does not mean working alone.
4. Part of my personal responsibility is to inspire capability in you.
5. I succeed when you succeed.

Every morning there's a pickup game at the court by the beach. When he pulls up, a game is already underway, but that doesn't keep the guys from giving him flak for arriving late. It's kind of their routine at this point. He's late every morning and they tease him as he gets ready. He's not late because he can't get up before sunrise, truth is he's already been up for a couple hours. He's late because the teasing bonds everybody. It's just a game until he shows up, then it becomes something more, something shared.

It takes a while to lace up his shoes and stretch - gotta stretch at his age. The rest of the guys are at least fifteen years younger than him, and don't let him forget it. The teasing about arriving late turns into teasing about stretching. It's amazing that they can play ball as hard as they do and still spare the attention to scrutinize his morning ritual. He knows they're watching him. The guys take a lot of cues from him, and not just about basketball. Lately a lot of the guys have started stretching.

The game lasts for a couple hours, but no one really keeps score after thirty minutes. It's competitive, sure, but it's not about winning. I mean, it used to be about winning - before he started coming three years ago. There were fights and tantrums and rivalries. Now there's laughing and joking and playing. It's not like he changed the rules, his presence just changed the game. They don't play against each other anymore, they play against themselves.

If you asked any of the guys about him they'd say he was fun to play with, that he had a couple sly 'old guy' moves, and that he never got riled up no matter how much they trash talked. They'd also say that if he stopped coming there'd be nobody to tease, which would suck. But the game would go on, and they'd keep coming as long as they could, because it just makes the rest of the day better.

Later that afternoon he heads to the city county building to pay the monthly rental for the court's early morning time slot. The city began charging a year after he started coming, but didn't publish the change so he's pretty sure the guys have no idea. He smiles as he pays the fee, and considers it money well spent, looking forward to his early morning pickup game at the court by the beach.

**Clever** < pedantic  
**Universal** > inclusive  
**Purpose-driven** / naive  
**Warm** / irreverent  
**Disruptive** / reckless  
**Grateful** < entitled  
**Community** < individual  
**Motivating** / overbearing  
**Novel** / trendy  
**Elegant** > simple  
**Conversational** < academic  
**Intuitive** > easy  
**Safe** / boring  
**Bold** < reserved  
**Inquisitive** < established  
**Modern** < traditional  
**Visionary** > leader  
**Educational** > informative  
**Kinetic** / overwhelming  
**Organized** / bureaucratic

THIS &lt; as opposed to that

THIS / without being that

THIS &gt; 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.



“Return to the well.”

# Galvan

## *Wellness*

Wellness is the desire and ability to consistently make beneficial decisions, and is built on six key components. Each component maps to a Galvan product category:

## Trove

### *Informatics*

Our decisions are only as good as the information upon which they are based.

## Modo

### *Medical Expertise*

Information, no matter how accurate, is only as useful as our ability to interpret it.

## Echo

### *Self-assessment*

The better we understand ourselves, the better we understand our decisions and how to improve them.

## Forge

### *Improvement*

We transform our lives when we expend the effort to do so.

## Ludos

### *Competition*

Finding and providing support makes adopting healthy habits more achievable and fulfilling.

## IZE

### *Reward*

We are more likely to form healthy decision making habits the more we are rewarded for making healthy decisions.

# Galvan

## WORD BANK

Care

Clarity

Confidence

Honest

Support

Accessible

Truth

Achieve

Control

Growth

Progress

Achievement

## PROMISE

**Making healthy choices is easy, safe, fun, and rewarding.**

### BRAND AWARENESS

- Treat your body like it's the only one you've got.
- It's okay to make the right choice for the wrong reason.
- Don't forget to invest for the future - IRA, 401K, Real Estate, Your Health.
- Exercise is no longer it's only reward.
- Live long while prospering.

### BLOCKCHAIN AWARENESS

- Galvan is Changing healthcare, one reward at a time.
- The next big thing in healthcare is also the next big thing in big things.
- The most revolutionary technology since the internet has come to healthcare.
- You are the ultimate NFT, and Galvan is your blockchain.
- Healthy living has its digital rewards
- Tomorrow's healthcare is on the blockchain, and you can buy it today.

### DEFINITION OF WELLNESS

- Our waiting rooms are the comfiest
- We speak your language.
- Think of us as a help desk for your body. That you get paid to use.
- Insurance costs you, Galvan rewards you.
- Healthy living has its digital rewards
- Listen between the lines.
- There's more to listening than just hearing.
- Find answers [help, insight, hope, peace] in the space between.

# Trove

## WORD BANK

Truth

Clarity

Clear

Confidence

Insightful

Undisputed

## TROVE PROMISE

**If it's in Trove, it's the truth.**

## INFORMATICS STORY

At first blush, your wellness may not come to mind when you think about objects of value. Wellness isn't tangible. Why would we think so? But when we realize how our lack of wellness can potentially hurt our wallets, we scramble for trustworthy information to help us. How can we know the information we're looking for is accurate?

Trove lets us take control of our wellness by helping us avoid unnecessary health issues before they happen. Trove is the only spot for a vast collection of vetted health information and research studies from the world's leading experts for whatever helps our wellness issues and curiosity.

## PHRASE BANK

- Accurate, vetted, trustworthy medical information at your fingertips.
- Your wellness history belongs to you, not your doctor.
- Because you shouldn't trust your mom for medical truth.
- The most trusted information in one place.
- Your doctor should take care of you, not your records.

# Modo

## WORD BANK

Empathy  
Certain

Clarity  
Honest

Personal  
Accurate

## MODO PROMISE

**I see things as they are, and I am prepared.**

## MEDICAL EXPERTISE STORY

Finding a healthcare professional that's right for us is a tedious and energy-sapping endeavor. It takes forever to get scheduled and put on waiting lists. Even when we finally get into the doctor, we don't align with their personalities, philosophies, and we receive questionable advice. We're already in a vulnerable position – we need someone who listens, understands, and can provide relevant information.

No longer will you feel the pressure of only having one opinion – Modo cuts through the noise with trustworthy advice and courses of action. With Modo, our vetted doctors and therapists are ready to see you now and give you the information you need to make the right choice for yourself.

## PHRASE BANK

- The waiting room is wherever you are.
- Waiting three months just to find out nothing's wrong sucks.
- Your doctor, therapist, and cheering section – all in one place.
- You deserve answers now, not in three months.
- Personal medical professionals in your pocket.
- Bedside manner redefined.
- Listen between the lines.
- There's more to listening than just hearing.
- Find answers [help, insight, hope, peace] in the space between.

# Echo

## WORD BANK

Discover  
Explore

Insightful  
Discern

Recognize  
Reflect

## ECHO PROMISE

**I know who I am and why I am.**

## SELF ASSESSMENT STORY

Entrusting someone else for our wellness is a difficult thing to do. Whether we're stubborn and insist on our way, don't even know where to start, or have a difficult time trusting others' opinions, we want to seek and know the answers for ourselves.

But sometimes, the more we talk and voice our concerns, we hear and reveal to ourselves what we need. With Echo, we can answer our questions and then receive quick, personalized suggestions to take the next right decision and reach out for help on our own time.

## PHRASE BANK

- Get data, get better.
- You have permission to change your life.
- The health and wellness hall pass.
- Self-discovery doesn't have to be scary.
- Curiosity is good for your health.
- Know thyself.

# Forge

## WORD BANK

Design  
Plan

Growth  
Progress

Foundation  
Custom

## FORGE PROMISE

**I know who I am and why I am.**

## IMPROVEMENT STORY

If we're not aware of our need for wellness, we don't have the defenses we need to live a good, healthy life. But when we become aware, we need the best weapon we can ever have — a wellness plan that works for us.

When a swordsmith works on his craft, they consider strength, flexibility, and balance to create an unbreakable sword – strong and flexible enough to absorb massive shocks and not crack break. The forger must also balance the blade so the carrier can wield it effectively.

When we take ownership of all aspects of our wellness free from impurities that don't serve our best interests, we forge a life for ourselves – unbreakable, sharp, and stabilized.

## PHRASE BANK

- No two people are the same – wellness plans shouldn't be either.
- Achieve wellness your way.
- The blueprint for self-improvement.
- Plan isn't a four-letter word.
- Take the guesswork out of your wellness plan.
- Our personal wellness playbook.

# Ludos

## WORD BANK

Fulfilling  
Community

Challenge  
Win

Triumph  
Thrive

## LUDOS PROMISE

**I have found my tribe.**

## COMPETITION STORY

While making the daily decision to fight for our wellness, taking ownership of our wellness shouldn't be painful or annoying – it can be the most fun we have.

Ludos helps us develop new habits through gamification while using information from our biometric data. It's the closest thing we have to a real-life simulation of how we would perform in the real world. And you're not just competing against yourself all by yourself, you'll be doing it along with a community of others who want the same thing as you do – a better life. And whether we win or lose, the results we see in mind, body, and spirit is the real victory.

## PHRASE BANK

- Demand more from yourself.
- There are no shortcuts to wellness.
- Compete for yourself, win together
- Be your own biggest fan.
- Go farther together.
- The ultimate friendly competition
- This is how I encourage others and myself to be better



# IZE

## WORD BANK

Benefit  
Reward

Valuable  
Achieve

Satisfying  
Thrive

## IZE PROMISE

# When I exercise my will, I benefit.

## REWARD STORY

When we find our true motive to better wellness, we discover more about ourselves and achieve more than we can ever dream. We feel good about ourselves. We earn digital awards.

IZE motivates us to keep doing the work to own our wellness by giving digital rewards, helping us get up early in the morning for workouts, or even just to help us get moving a little during our lunch hour. Ize allows us to continue to make good decisions for ourselves while rewarding us for our grind.

## PHRASE BANK

- Wellness is your legacy.
- You are your own reward.
- Ize on the prize.
- The wellness program that invests in you.
- The most valuable wellness decision you'll ever make.
- Because true wellness always pays off.

# Brand Identity



# galvan®

The Galvan 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 Galvan 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 GALVAN 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 Galvan brand.

### LOGOTYPE

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

HORIZONTAL



HORIZONTAL WITH TAGLINE



LOGOFORM





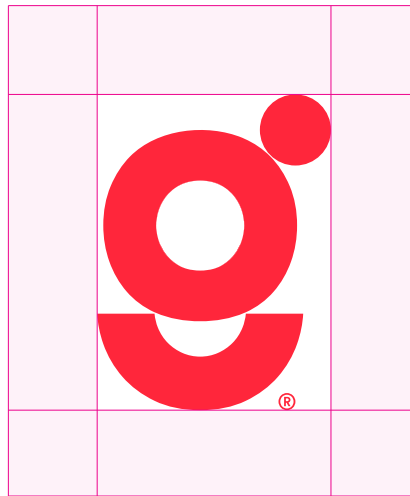
### PRIMARY LOGO:

The horizontal Galvan 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 Galvan logo, using internal measurements of the logo as guides.



## PRIMARY LOGO:

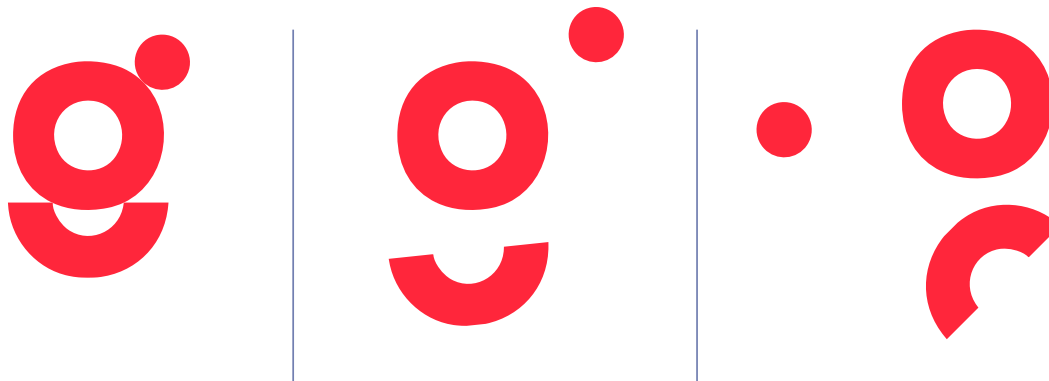
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Here are the appropriate clear spaces for the Galvan logo, using internal measurements of the logo as guides.

## DECONSTRUCTING THE LOGO

The Galvan “G” is here for your entertainment.  
Break it apart. Flip it around. Play with it.







## CREATE A PATTERN

Who even knows the limits of this logo?

**OUTLINED LOGOS**

Feel free to use this version of the Galvan mark.



galvan®



galvan®



galvan®

# Primary Colors

## BRAND 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.

PMS BLUE 072C

C100 M90 Y00 K07

R 16 G 06 B 159

HEX #10069F

PMS 3533C

C47 M 00 Y 32 K00

R 105 G 219 B200

HEX #69DBC8

PMS WARM REDC

C 00 M 83 Y 81 K00

R 255 G 38 B 59

HEX #FF2638

PMS 281C

C 100 M 78 Y 0 K 57

R 0 G 32 B 91

HEX #00205B

PMS BLACK6C

C100 M 6 Y32 K96

R 16 G 24 B 32

HEX #101820

### 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.

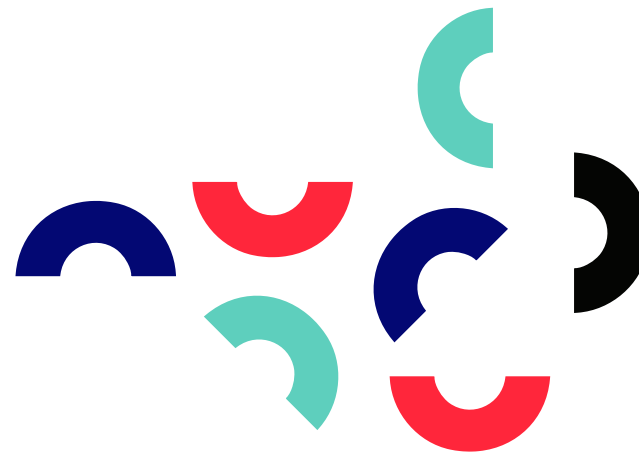
## HIERARCHY

These semi-circles represent the prominence of each color in the galvan branding. The dark blue should be the most prominent, and the black should be used the most sparingly.



## VARIABILITY

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



COLOR PALETTE

galvan®

galvan®

galvan®

galvan®

galvan®

LIGHT



galvan®

100%

80%

60%

galvan®

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 Galvan design architecture, providing a uniform structure that reinforces our brand identity throughout all of our materials.

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

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 Galvan

---

Primary type

**Circular**

Galvan turns to Inter 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

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 abcdefghijklmnopqrstuvwxyz 01234567890!?:;./@#\$%^\*

Gg

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 abcdefghijklmnopqrstuvwxyz 01234567890!?:;./@#\$%^\*

Hh

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 abcdefghijklmnopqrstuvwxyz 01234567890!?:;./@#\$%^\*

Ii

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 abcdefghijklmnopqrstuvwxyz 01234567890!?:;./@#\$%^\*

Jj

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Kk

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 abcdefghijklmnopqrstuvwxyz 01234567890!?:;./@#\$%^\*

Ll

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 abcdefghijklmnopqrstuvwxyz 01234567890!?:;./@#\$%^\*

Mm

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 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.

### DISPLAY TEXT/HEADERS

Circular Regular: 10 Tracking, Sentence Case

### SECOND LEVEL HEADER

**Circular Bold:** 20 Tracking, Title Case, All caps

### MICRO DETAILS

**Circular Bold:** 20 Tracking, Title Case, All caps

### BODY COPY/SUPPORT/ITALICS:

Abril Regular  
 Abril Italic  
 Abril Light  
 Abril Light Italic  
 Abril Thin  
 Abril Thin Italic

**Abril Bold**  
**Abril Bold Italic**  
**Abril Semi Bold**  
**Abril Semi Bold Italic**  
**Abril Extra Bold**  
**Abril Extra Bold Italic**

### NUMERICS

Circular Regular: 10 Tracking

## 20 / Numerics

### TYPE FAMILY

The primary typeface for Galvan is Aktiv Grotesk and Caslon Graphique. 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.

# Photography

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

### DO

- Portray Galvan 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.

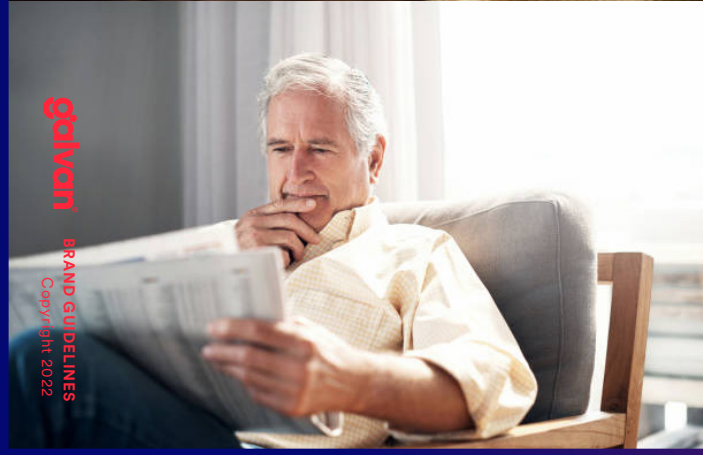
### DO NOT

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



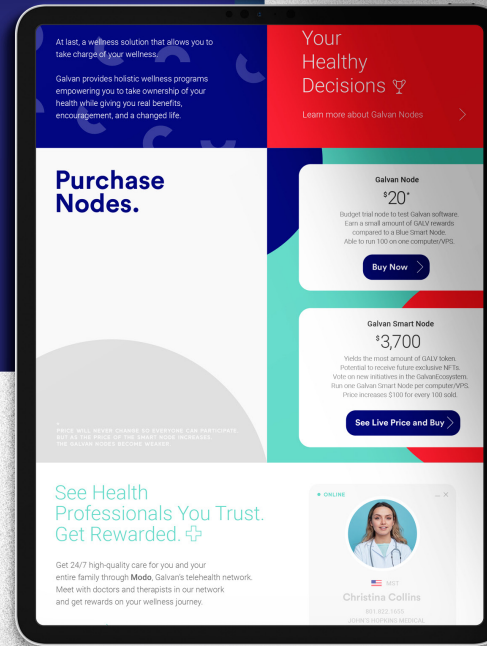
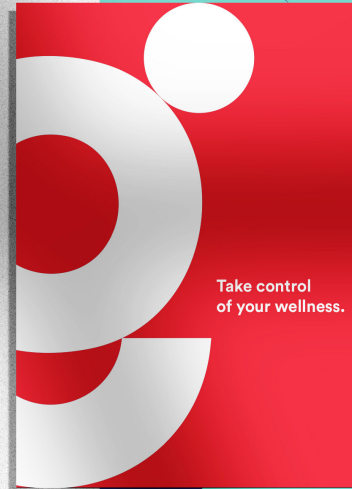
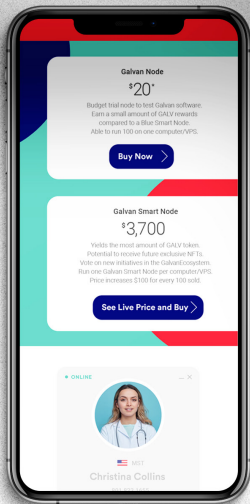


# PHOTOGRAPHY INSPIRATION



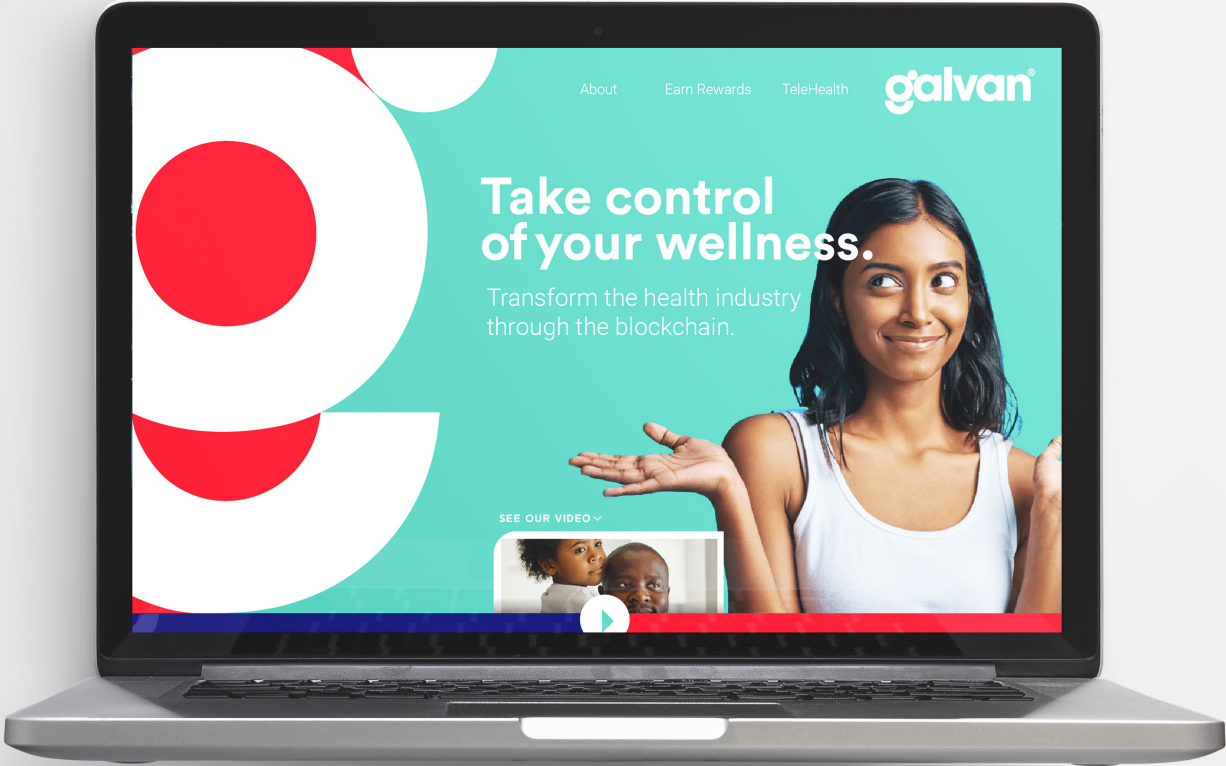
# Brand Extension







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