

THE WALLACE CO.

TAO Agency | Brand Concept

*Unforgettable experiences and
partnerships that last.*

TAO Agency | Together As One

Vision

To be the most wanted and most desirable marketing agency, the agency all brands want to work with. An agency associated with success

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Brand Position

TAO Agency is a unique marketing and brand agency. TAO can offer something the traditional agencies cannot, not only building brand awareness, but connecting brands to each other.

The premise of TAO is all roads lead to success. TAO aims to take our business partners on a journey; a journey of ultimate success.

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Value Proposition

We are unique. We do things that traditional marketing agencies cannot do.

All roads lead to success and at TAO we hold the key. That is why we are here. Unforgettable experiences and partnerships that last.

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Brand Inspiration

TAO has a predominantly Asian (Chinese) business partner base. As such, considerations will be taken to ensure the overall branding conforms to any cultural sensibilities.

In traditional Chinese art and culture, black, red, green (qing), white and yellow are viewed as standard colours. These colours correspond to the five elements: water, fire, wood, metal and earth.

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Brand Colour Palette

TAO | **Reputable, Strong, Reliable**

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Black | *Water*

Black, corresponding to water, is a neutral colour. The I Ching, or Book of Changes, regards black as Heaven's colour.

(NB: Associated Pantone colours to be defined for logo / branding)

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Red | *Fire*

Red, corresponding with fire, symbolises good fortune and joy. Red is the Chinese national colour and represents happiness, beauty and success.

(NB: Associated Pantone colours to be defined for logo / branding)

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Yellow | *Earth*

Yellow, corresponding with earth, is considered the most beautiful and prestigious colour. The Chinese saying, '*yellow generates Yin and Yang*', implies that yellow is the center of everything.

(NB: Associated Pantone colours to be defined for logo / branding)

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White | *Metal*

White, corresponding with metal, represents gold and symbolises brightness, purity, and fulfilment.

(NB: Associated Pantone colours to be defined for logo / branding)

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Green | *Wood*

Generally green is associated with health, prosperity, and harmony.

(NB: Associated Pantone colours to be defined for logo / branding)

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Logo & Branding

The TAO branding and colour palette will utilise each the five traditional chinese colour elements. This will be broken into primary and secondary colours for usage. Pantone colours for the brand are still to be formalised and will be part of the logo development.

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Photography

Must appeal to premium markets and influential clientele. Conservative, yet an element of uniqueness.

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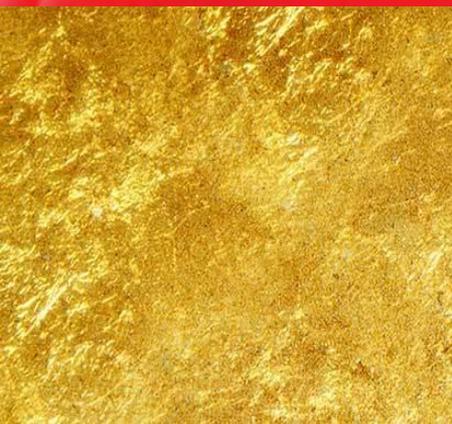


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Textures

Must appeal to premium markets and influential clientele. Conservative, yet an element of uniqueness.

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Fonts & Styles

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Fonts

Fonts to be defined further during full guidelines development. Fonts will be defined across the board for all branding elements (print related and digital).