

BRANDING



BRAND DNA





HOW IS EULER TOOLS DNA COMPOSED?

4TH BRAND IDEA

The shortest and simplest expression of what Euler Tools stands for.

3RD MANIFEST

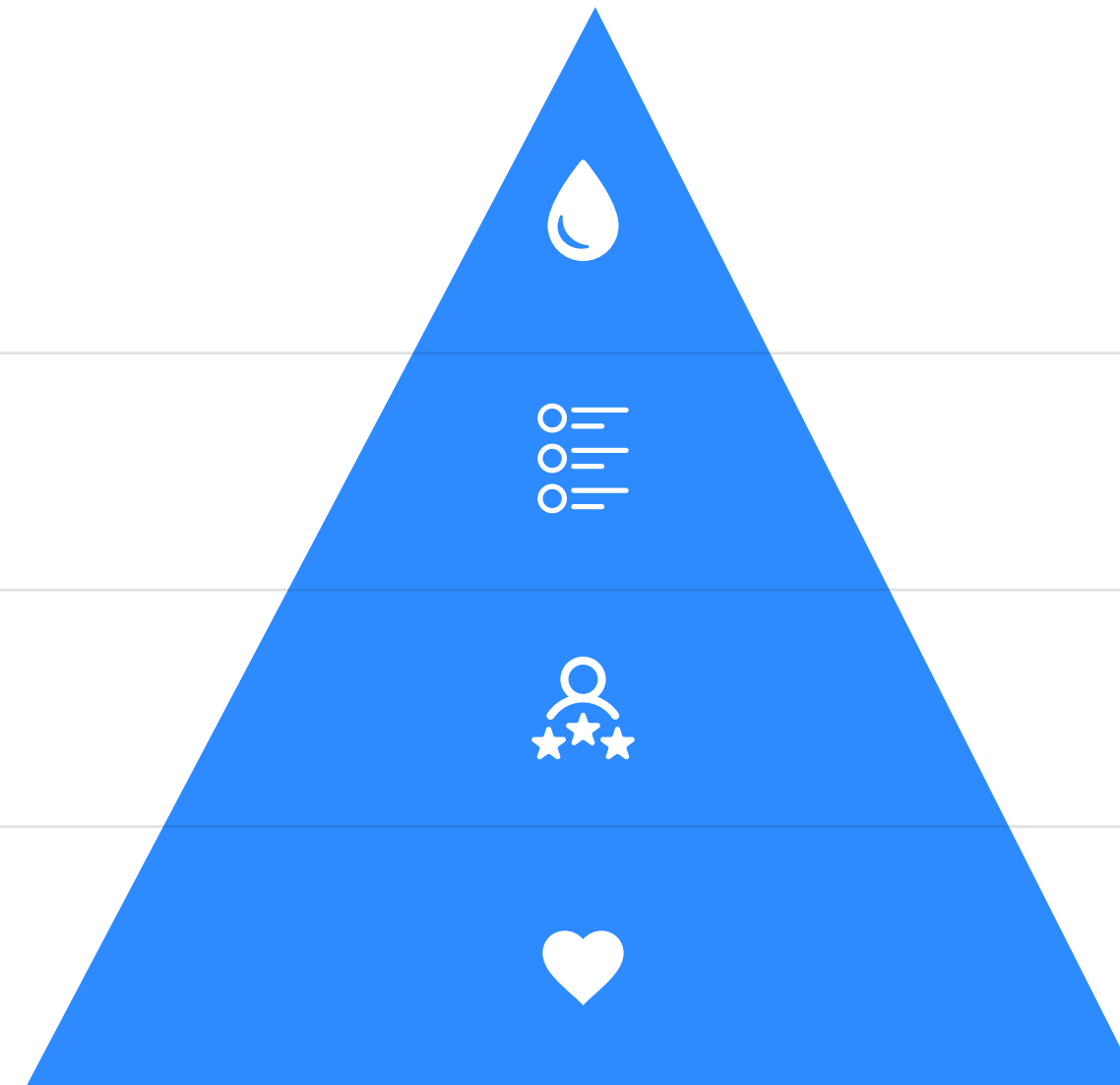
What defines Euler Tools as a brand.

2ND VALUES

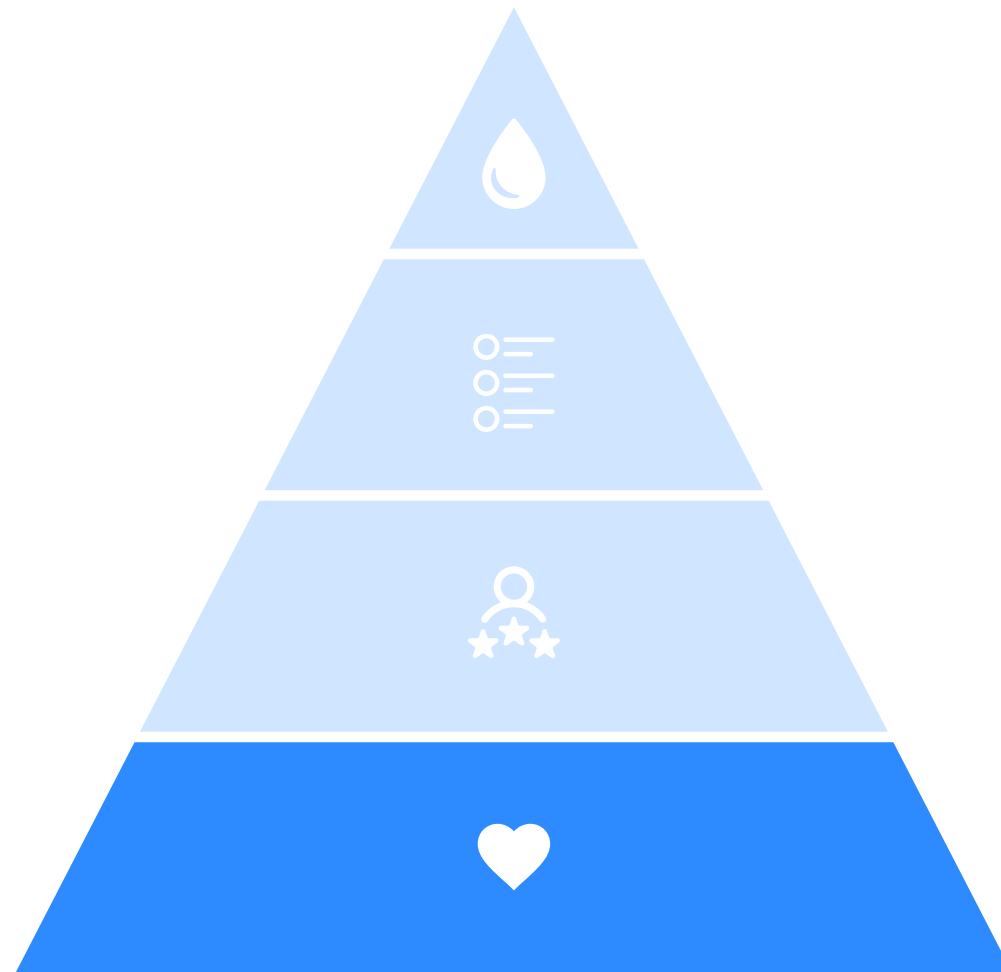
How the audience perceives Euler Tools.

1ST BRAND PERSONALITY

How we connect Euler Tools with the emotions of its audience.



"Euler Tools BRAND DNA will execute and permeate all company decisions"



EULER TOOLS PERSONALITY

How the brand connects with the emotions of its audience.



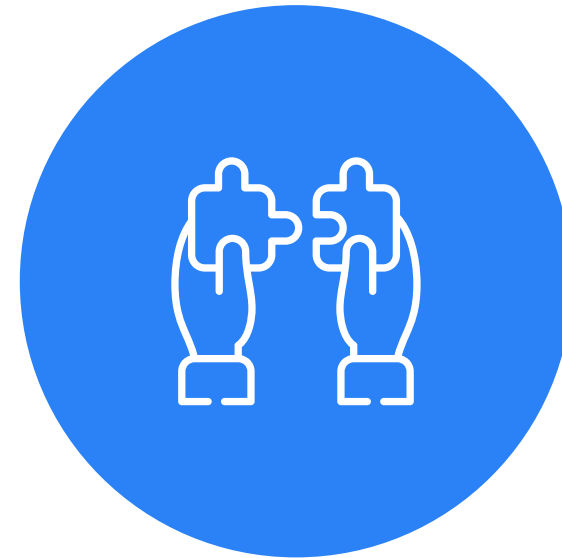
ATTITUDE

The behavior that the brand has in contact with its customers.



COLLABORATIVE

The brand is open to its public to contribute in a positive way.



EMPATHETIC

The brand understands the needs of users.



PROACTIVE

The brand will try to innovate constantly, to leave its footprint.



APTITUDE

The way the brand makes its products and services.



SIMPLE

The brand wants to provide solutions to crypto display for all.



TRANSPARENT

The brand gives users the blockchain knowledge.



VERSATILE

The brand adapts to all new technologies.



ARCHETYPE

The brand character in order to connect with its target audience and differentiate itself from its competition.



EULER TOOLS HAS THE DEMEANOR OF LONGING FOR A BETTER WORLD.

- The brand inspires wisdom, intelligence, mastery and **technological innovation**.
- The brand wants to provide **solutions to crypto display** for all audiences.
- The brand wants **knowledge and certainty**.



BLOCKCHAIN WISE

Our personality represents the sage of the blockchain.

THE PERSONALITY ATTITUDE:

Euler Tools believes in the **power of knowledge** and in analyzing the environment to **understand the crypto world**.

BRAND STRATEGY:

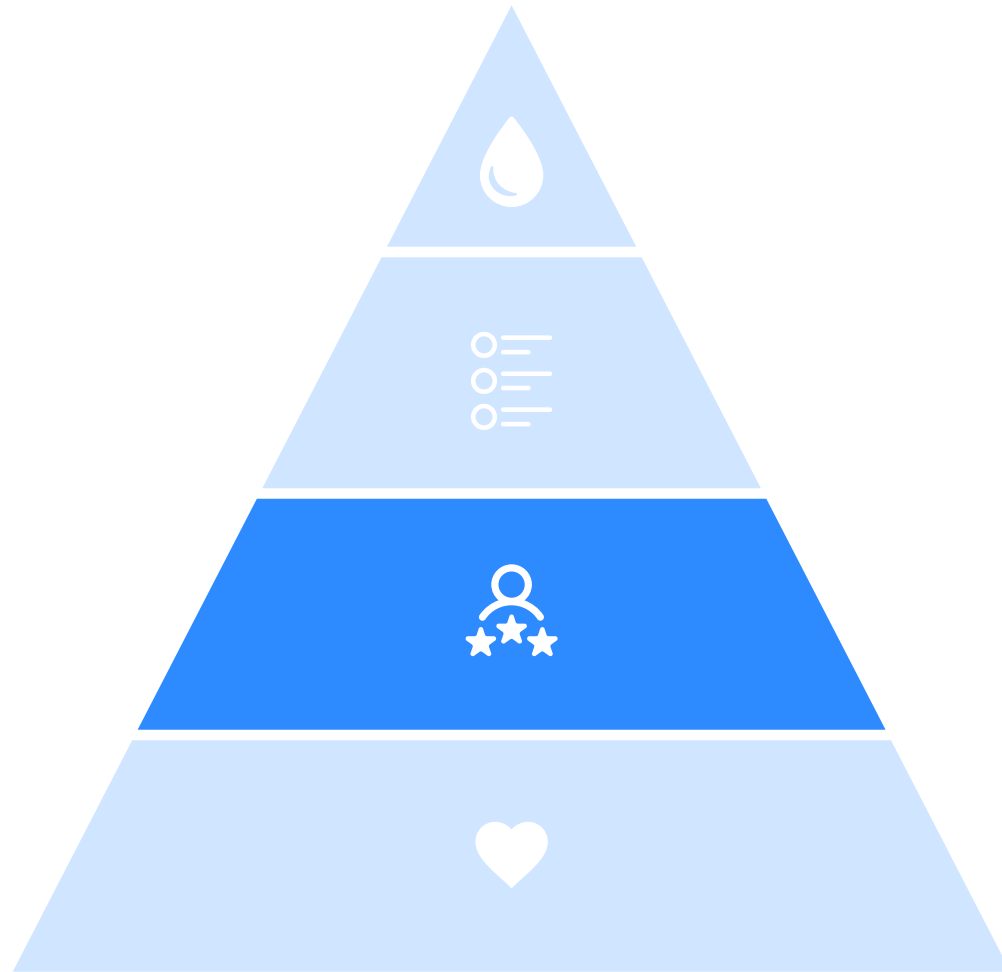
Euler Tools is **constantly searching and sharing information** and knowledge about blockchain.

BRAND MESSAGE:

Euler Tools communicates through **analysis, knowledge and intelligent** research.

BRAND GOAL:

Euler Tools wishes to expand knowledge and position itself as a benchmark in its sector.



EULER TOOLS VALUES

How the brand is perceived by its audience.



EXPERIENTIAL

The sensations that the audience experiences in contact with Euler Tools.



FACILITATING

The brand provides information on the different blockchain areas.



SAFE

The brand provides absolute confidence regarding the data of its users.



RELIABILITY

The brand will communicate with total transparency to gain the trust of its users.



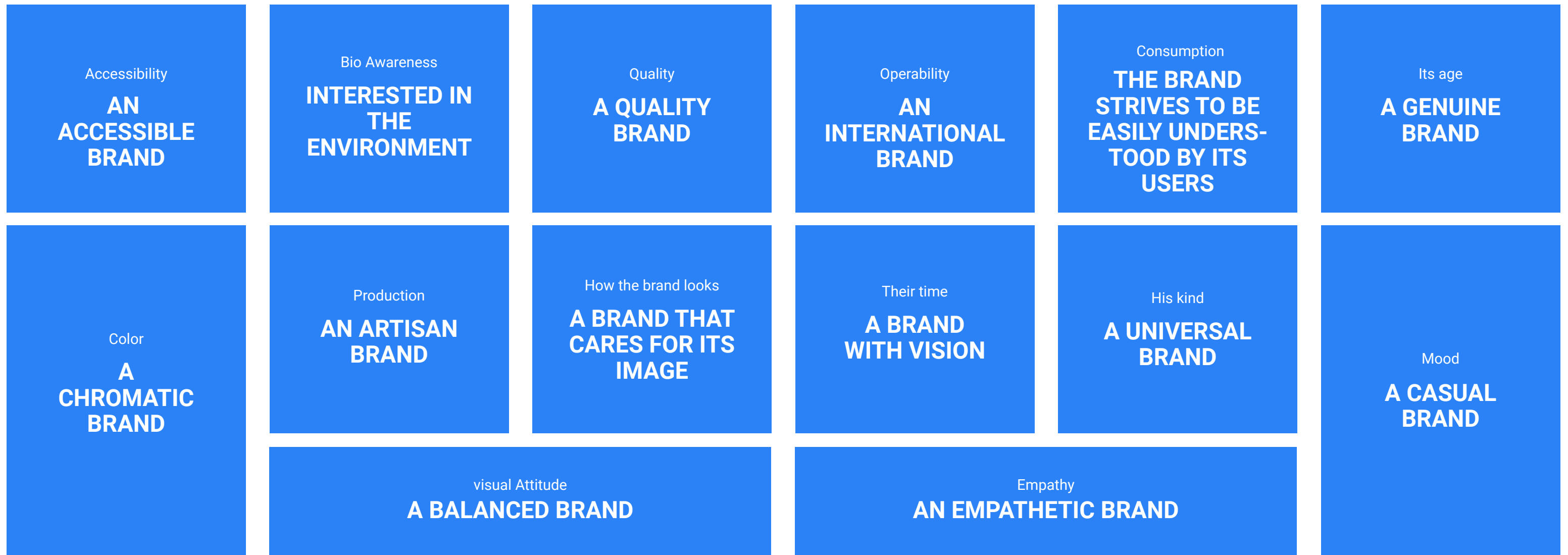
SAFE

The brand listens and provides solutions to the users' needs.



SYMBOLIC

The relationship and position that Euler Tools clients have when they integrate it within their businesses.





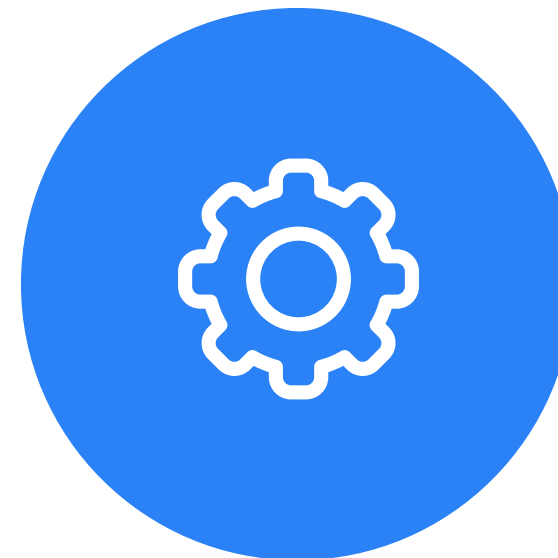
FUNCTIONAL

Feature finally makes the mark.



TEACHING

The brand function will teach users the most agile and easy way to manage the blockchain.



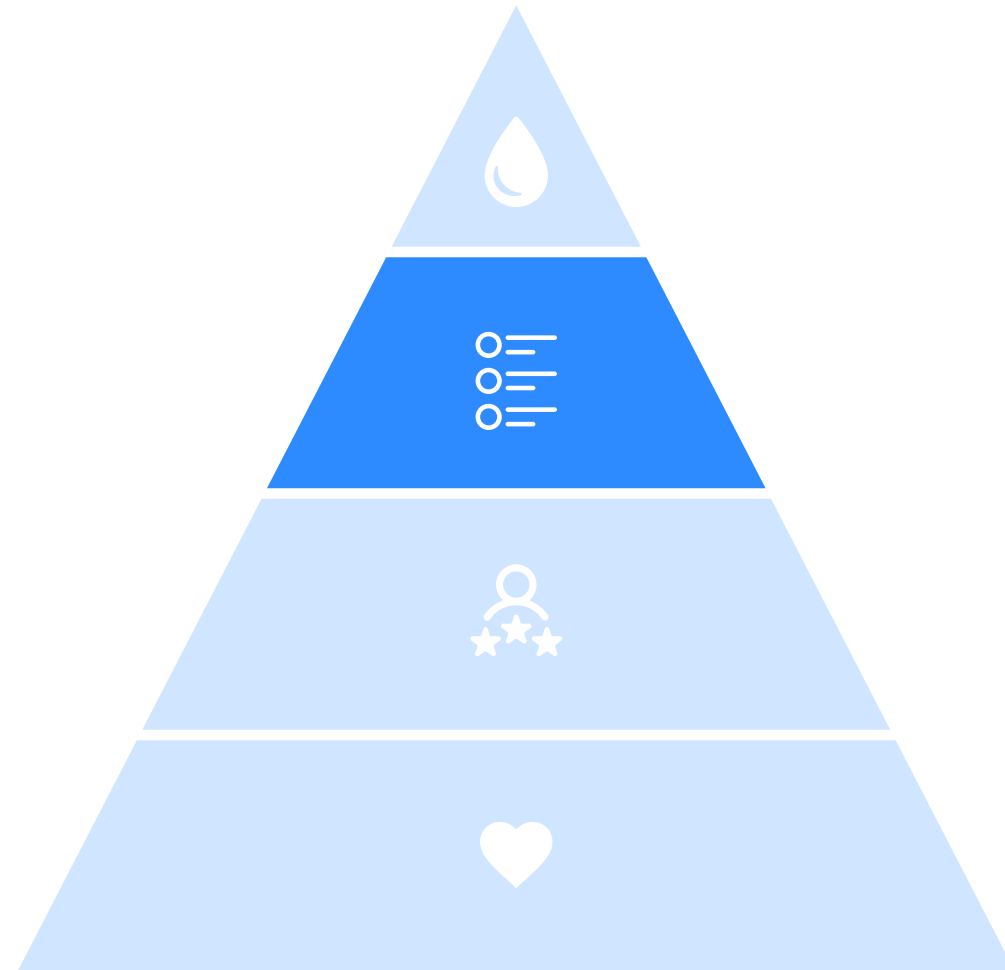
INNOVATING

The brand will innovate the way to show and manage the blockchain.



REGROUPING

The brand regroups the different blockchain areas to show it in a more pleasant way.



EULER TOOLS MANIFEST

How the brand is defined.



WHAT IS THE BRAND ABOUT?

Euler Tools is the tool that crypto investors need to manage their crypto investments in a simple and comprehensive way.

WHAT WILL EULER TOOLS ALWAYS BE AS A BRAND?

Euler Tools will be a facilitating tool co-created by users.

EULER TOOLS GOALS AS A BRAND

Euler Tools will be the number one tool to manage the blockchain.

WHAT MAKES IT DIFFERENT FROM THE REST OF THE BRANDS

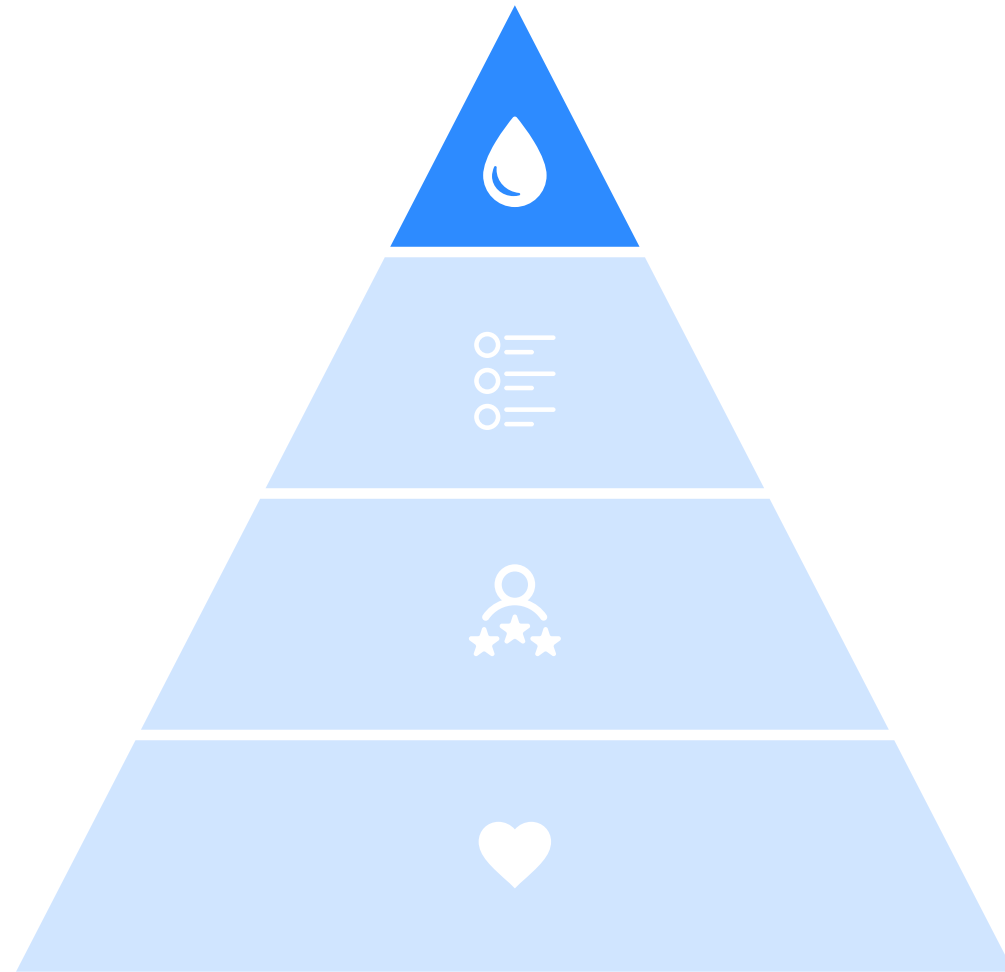
Euler Tools Euler Tools will have the easiest way to show the blockchain to the user.

WHAT ARE THE RELEVANT BENEFITS THAT THE BRAND CAN COMMUNICATE TODAY?

- **Euler Tools** is the platform that provides a global solution to the problem of crypto management.
- **Euler Tools** focuses on the users' needs and how they interact with the platform.

WHAT ARE THE RELEVANT BENEFITS THAT THE BRAND WILL COMMUNICATE IN THE FUTURE?

- **Euler Tools** will have the highest standards in digital technology for crypto management.
- **Euler Tools** will have the entire blockchain world available in its APP for management.
- **Euler Tools** will be the largest platform to manage the blockchain.
- **Euler Tools** will have a global presence.



EULER TOOLS BRAND IDEA

The shortest and simplest expression of what the brand stands for.



BRANDING / BRAND DNA / BRAND IDEA

EULER TOOLS IS THE DIGITAL TOOL THAT EMPOWERS CRYPTO INVESTORS



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