

Warpaint Resources



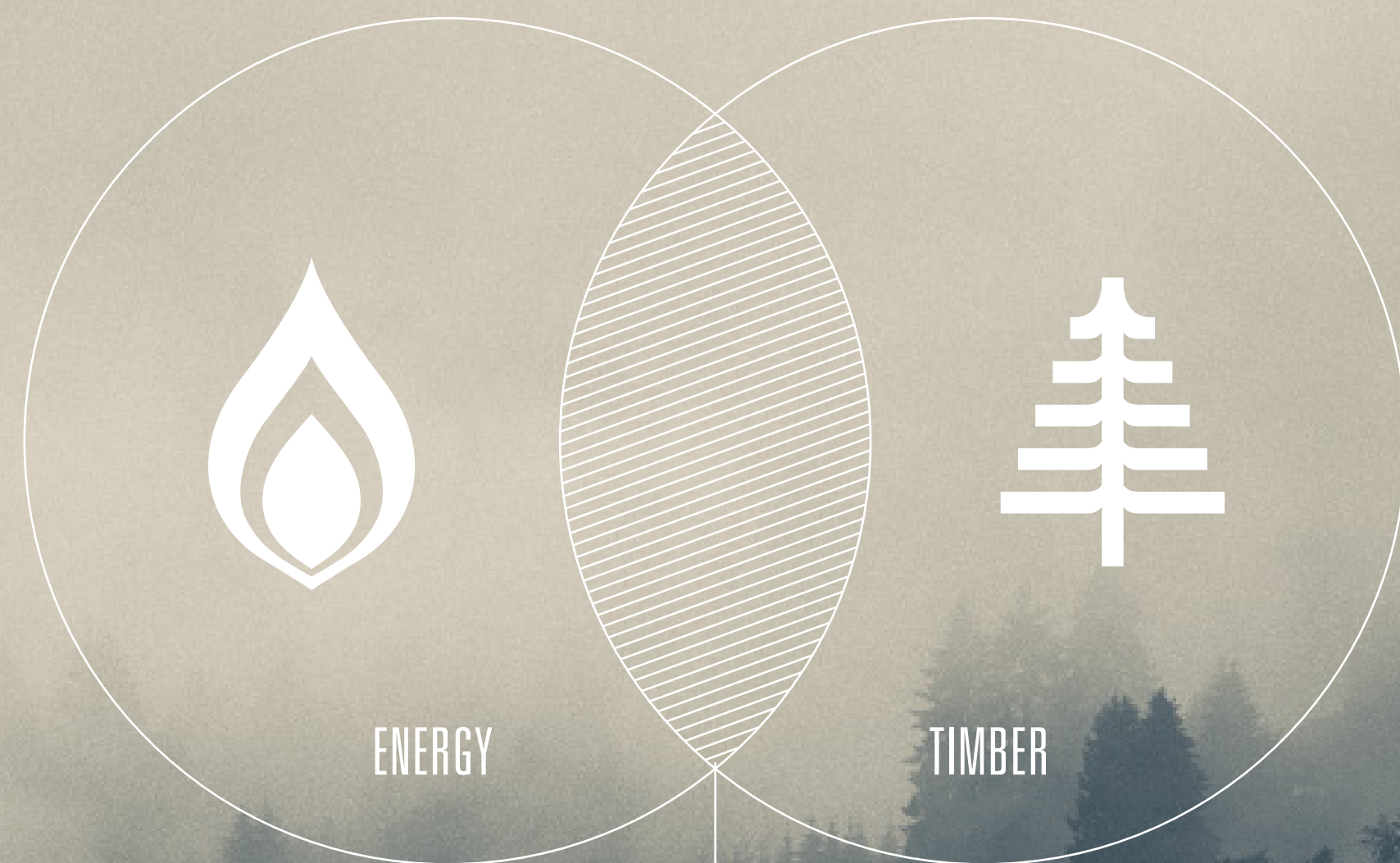
Brand Essence Guide

This document is to serve as a source of

INSPIRATION & GUIDANCE

in the establishment and implementation of the Warpaint brand.

The colors, textures, fonts, photos and messaging that comprise this book are meant to consolidate the elements of the brand into a solid foundation on which to build.



UNIQUE VALUE

in Natural Resource Markets

POSITIONING STATEMENT



We create value by judiciously evaluating and exploiting opportunities in energy, timber and other domestic natural resources.

VALUE PROPOSITION



Rooted in a fundamental approach to investing, our success is driven by adapting to diverse opportunities in dynamic markets.

Note: The combination of dramatic and minimalistic photography with diagrams and charts create a compelling balance of function and beauty.



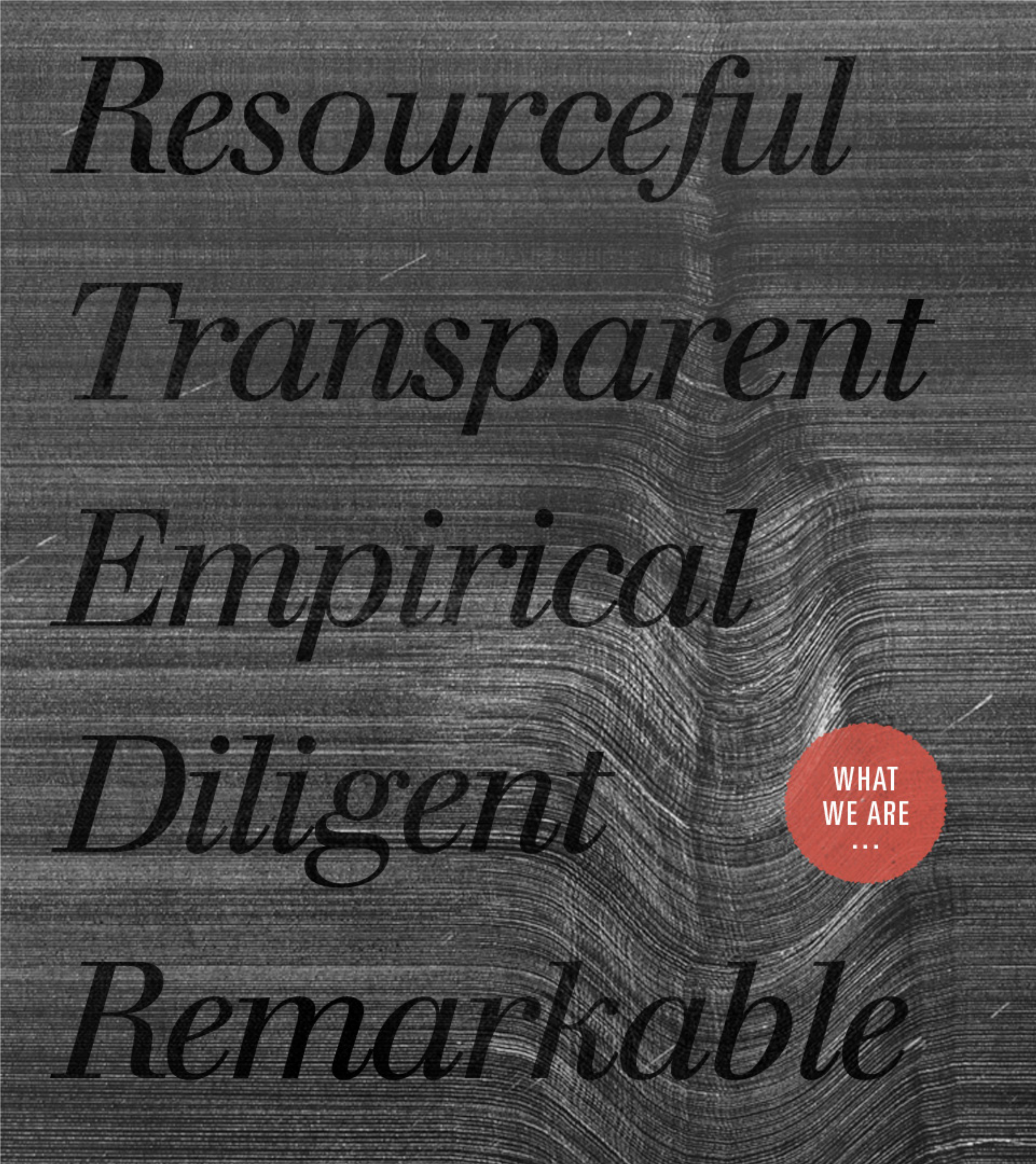


BRAND DNA



The following pages spell out the tenets of the Warpaint brand. As the brand evolves, all new elements should be in compliance with the ideals presented here. By consistently referring back to these key points, the Warpaint brand will remain true to the original vision and maintain its position in the minds of the core audience.

Note: Black and white, woodgrain textures can be used to visually reinforce Warpaint’s unique combination of oil and timber markets.



No 1

We are...

RESOURCEFUL



Our strategy employs a diverse valuation skillset marked by our drive to evaluate disparate and interrelated opportunities in order to determine the most profitable outcome while simultaneously best mitigating risk.



We are...

TRANSPARENT



At all a times we seek to enthuse alignment of interests and fair dealing to all parties by providing accessibility of information, full disclosure, and proper documentation.

No 3

We are...

EMPIRICAL



Our judicious and methodical approach is research and data driven; based on past experience, market intelligence, practical expediency and discriminating judgement.

No
4

We are...

DILIGENT



Our decisions are supported by a heightened standard of care, utilizing constant and earnest efforts to accomplish our objectives. We compel astute examination, valuation and analysis in order to identify and exploit the best opportunity in any potential prospect or project.



We are...

REMARKABLE



It is our fundamental objective to be extraordinary; we strive to achieve results worthy of notice and attention.

BRAND VOICE, PERSONALITY & TONE

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The following adjectives describe the way in which Warpaint will communicate both visually and verbally. Each customer-directed message should contain these characteristics.

CULTURED

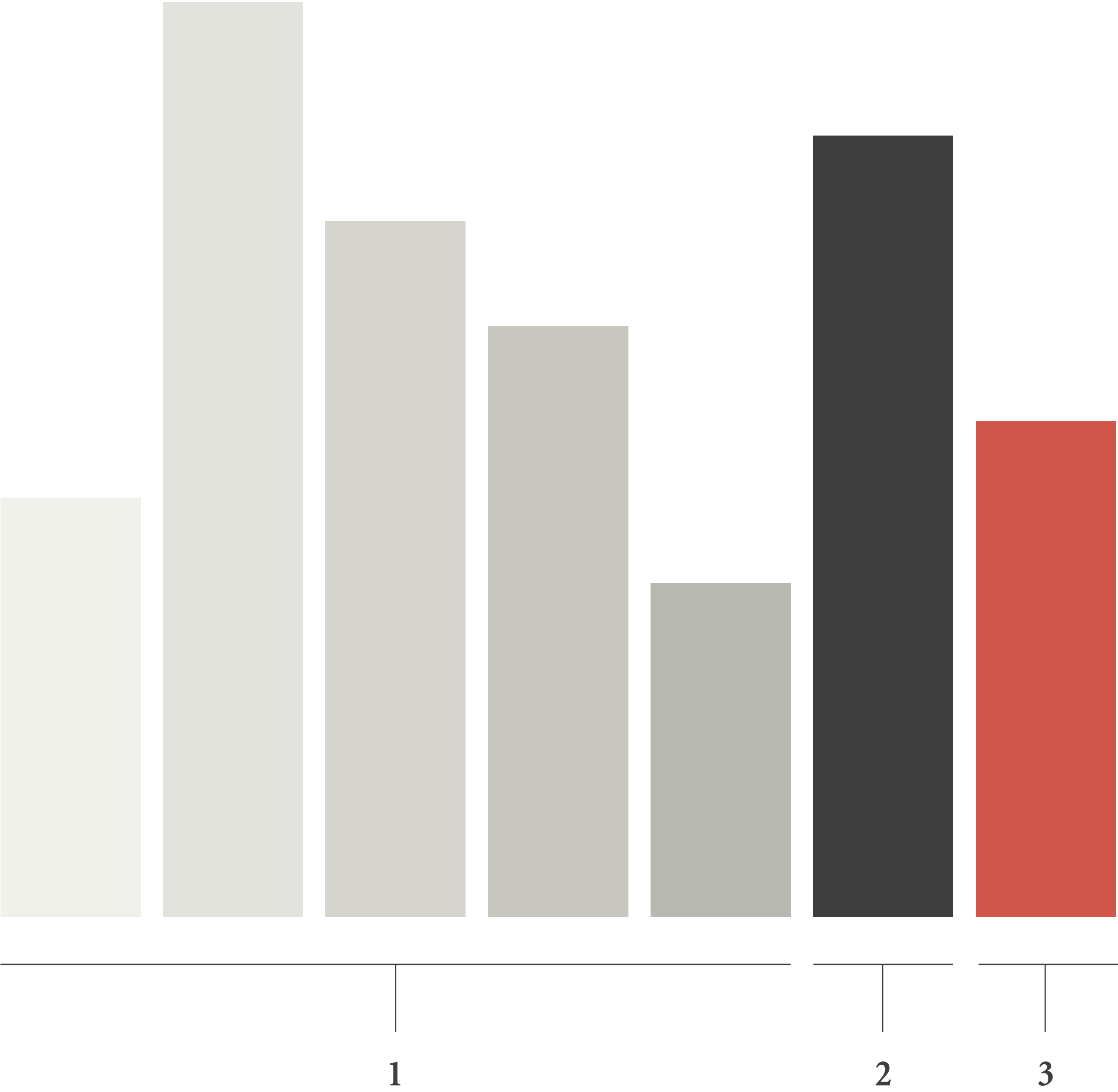
An appreciation of art and style combined with a highly educated and well informed approach to the natural resources industry results in a sense of sophistication and excellence that makes investors feel confident and secure.

HUMBLE

Speaking in a voice that makes complex concepts easy to understand without sacrificing technical accuracy and while maintaining a simple and unpretentious honesty and sincerity conveys a sense of quiet confidence and competence that is unique in an otherwise ostentation-saturated market.

UNIQUE

Showing a quick and ardent responsiveness and demonstrating a sharp and perceptive intellect makes us stand apart from many competitors and allows us to be measured by our clever conception, alert comprehension, and resourcefulness in all our transactions.



COLOR PROPORTIONS

NUMBER ONE

A range of warm greys allows for a wide array of different layouts that maintain a similar feel.

NUMBER TWO

A deep, warm grey alludes to oil and creates a more serious tone when needed.

NUMBER THREE

This earthy reddish-orange accent color is inspired by Native American arts and craft.