

**ZERO**

MARKETING / BRANDING / STUDY 1



**-Z-E-R-**



**PRIVATE - SECURE  
DECENTRALISED ASSET**

## INTRODUCTION

WE HAVE RECENTLY SEEN SOME GREAT PROGRESS ON ZERO'S DEVELOPMENT, DEVS KEEP DELIVERING AND THE COMMUNITY IS GROWING NICELY.

ZERO CAN BE MUCH MORE THAN WHAT IT IS TODAY  
I AM CONFIDENT THAT WITH PROPER BRANDING AND MARKETING, WE COULD MAKE IT A TOP TIER "Z ASSET".

THE GOAL OF THIS STUDY IS TO FIND WAYS TO REACH THE SAME LEVEL OF BRANDING AS :

ZCASH

ZENCASH

ZCOIN

OR EVEN DO BETTER IF POSSIBLE...

## ZERO CORE VALUES

### FROM ZERO CURRENCY TO ZERO ASSET

A LOT OF US ARE CONSIDERING ZERO AS A DIGITAL CURRENCY

IT IS INDEED A CONVENIENT WAY OF PAYMENT, ULTRA CHEAP FEES, AND FAST BLOCK TIME.

THE PROBLEM IS THAT THERE'S ALREADY TOO MANY PAYMENT FOCUSED CURRENCIES AVAILABLE, ONE COULD THINK IF WE REALLY NEED ANOTHER "CRYPTOCURRENCY"

ON THE OTHER HAND ZERO HAVE SOMETHING THAT IS RARE IN THE CRYPTOWORLD :

PRIVACY, ANONYMITY, LOW SUPPLY, SHIELDED TRANSACTIONS...

THESE ARE THE FEATURES THAT COULD MAKE ZERO SHINE IN MY OPINION.

FAST PAYMENTS ARE A GREAT BONUS IN THE ZERO ECOSYSTEM BUT IF WE BUILD AN IMAGE ABOUT BEEING A CURRENCY, THE OTHER ASPECTS OF THE ASSET MIGHT BECOME UNDERESTIMATED.

## **ZERO: THE DIGITAL ASSET**

THE GRAYSCALE "ZCASH INVESTMENT THESIS" IS A GREAT EXAMPLE OF WHAT IS POSSIBLE FOR ZERO IN TERMS OF MARKETING AND BRANDING IMAGE.

IT IS AVAILABLE HERE :

[HTTPS://GRAYSCALE.CO/WP-CONTENT/UPLOADS/2018/01/GRAYSCALE-ZCASH-INVESTMENT-THESIS-PROTECTED.PDF](https://grayscale.co/wp-content/uploads/2018/01/grayscale-zcash-investment-thesis-protected.pdf)



**ZERO**

"A PRIVACY-ENHANCED, STORE OF VALUE FOR THE DIGITAL ECONOMY"

" POSSESSES STORE-OF-VALUE PROPERTIES SIMILAR TO PRECIOUS METALS AND BITCOIN "

"SELECTIVE DISCLOSURE CAPABILITIES, TO REDUCE GOVERNMENT INTERVENTION"

"A SWISS BANK ACCOUNT IN YOUR POCKET"

THIS IS MUCH BETTER FROM AN INVESTMENT & BRANDING POINT OF VIEW

**FROM ZERO, TO POCKET  
SWISS BANK ACCOUNT**



AN IDEA IS TO EXPERIMENT WITH A PRIVACY / SWISS  
BANK ACCOUNT IMAGE AND APPLY IT TO ZERO

IF YOU THINK ABOUT IT THAT'S A MAIN POINT WITH  
ZERO, YOU CAN HIDE & PROTECT WEALTH.

SWISS CRAFTSMEN ARE KNOWN FOR THEIR PRECISION  
WORK AND HIGH RELIABILITY

COULD BE INTERESTING TO SEE HOW ANY OF THESE  
ATTRIBUTES COULD BE APPLIED TO ZERO.

WE COULD CATCH THE ESSENCE OF IT, MAYBE  
CREATE AN SMALL PDF BOOKLET EXPLAINING HOW  
ZERO WORKS AND HOW IT IS COMPARABLE TO A  
DIGITAL SWISS BANK ACCOUNT...

## **ZERO: GRAPHICS & COMMUNICATION**

I THINK IT IS TIME TO WORK WITH A PROFESSIONAL GRAPHIC DESIGNER, COUPLE OF HOURS A WEEK TO GIVE US GRAPHIC COMMUNICATION GUIDELINES, AND HELP US TO RELEASE ANY GRAPHIC SUPPORT THAT WE NEED.

NEWSLETTER, TWEET GRAPHICS, MEDIUM BLOG...

ALL COMMUNICATION CHANNELS'S GRAPHICS NEEDS TO BE HARMONISED, USING THE BRAND COLOR CODES AND SAME LOGO ECT.

WE CAN'T HAVE FOR EXAMPLE ONE TWEET WITH A DIFFERENT ZER LOGO AND NEXT WEEK A MEDIUM ARTICLE WITH A DIFFERENT BRAND COLOR PALETTE ECT.

EVERYTHING THAT IS RELEASED, ARTICLES, ZERO MAILS , TWEETS COULD BE BETTER HARMONISED & EMBELLISHED.

WE COULD DO MUCH BETTER WITH GRAPHICS AND IT IS VERY IMPORTANT FOR THE ZERO PROJECT.

**ZERO: NEW LOGO, FONT & BRAND COLOR CODES**

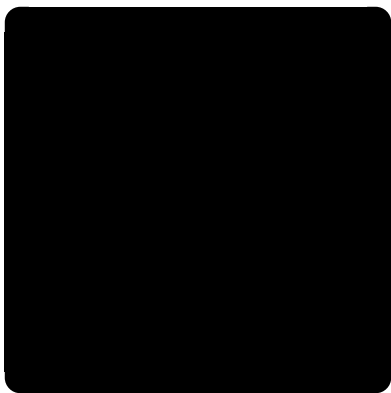
CURRENT ZER LOGO MIGHT BE INDEED TO SIMPLE, IT  
WOULD BE GREAT TO IMPROVE IT IN HARMONY WITH  
THE PROJECT.

WOULD BE GREAT TO SEE A FEW SAMPLES FROM PRO  
DESIGNERS.



ALSO WE CAN DECIDE ON THE ZERO BRAND'S COLOR  
CODES (PALETTE) , AND CHOOSE A COMMUNICATION  
FONT

CURRENT ZERO'S COLOR PALETTE LOOKS APPROX.  
LIKE THIS



#000000



#ffc03f

"From zero to hero"  
(Glacial indifference)