



TROUTWOOD

Media Kit

2022 - 2023

Who We Are

Mission: Troutwood seeks to close the "Wealth Gap" by providing software that empowers individuals to learn how to build, implement, and successfully execute a plan to achieve financial freedom.

Safe. Authentic. Appreciated.

The Kepferer Brand Identity Prism

"The Brand Identity Prism is a concept developed in 1986 by Jean-Noel Kapferer, a professor of marketing strategy. The Brand Identity Prism was a major contributor to our understanding of the role of storytelling in branding. It remains an indispensable aid for businesses looking to reinforce their brand in ways that are consistently reflective of their origins and core values."

- Physique - Physical Characteristics
- Relationship - How do we retain a healthy relationship with our customers
- Reflection - Who we want our customer to be
- Personality - Our Voice, The Brand's Human Characteristics
- Culture - How a company lives its mission day-to-day
- Self Image - Customer's Ideal Selves

BRAND IDENTITY PRISM

PHYSIQUE

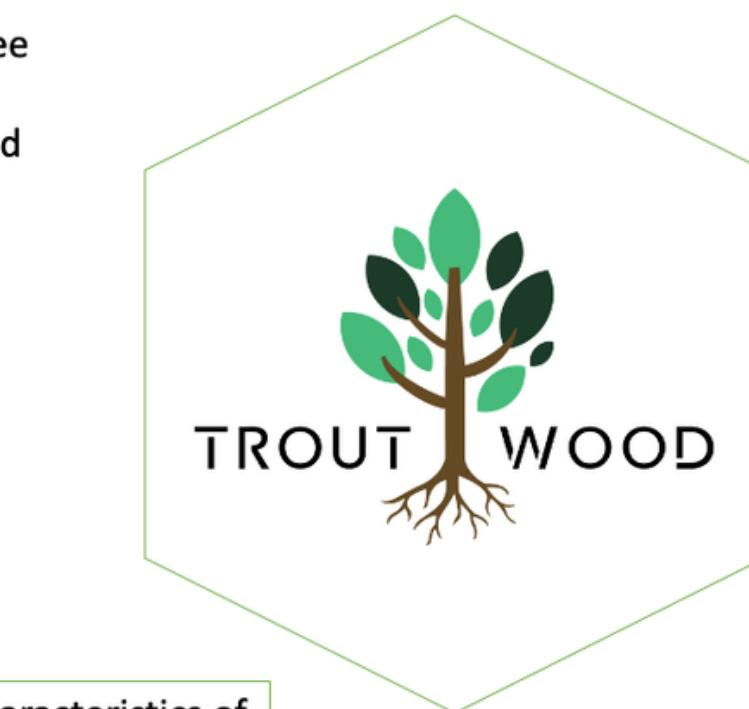
- Troutwood Logo Font w/ Tree and w/o Tree
- Varying shades of Troutwood green, black, white
- Clean

RELATIONSHIP

- Safe space
- Relieving
- Accessible
- Trustworthy

REFLECTION

- Willing to learn
- Young
- Seeking financial stability



"Characteristics of your typical customer"

"What do I feel when I use the brand?"

"If the brand was a human being, who will it be".

PERSONALITY

- Friendly, with open ears
- Knowledgeable, Trustworthy
- Actively helpful and informative
- Fun!

CULTURE

- Supportive
- Sincere
- Friendly
- Dedicated

SELF IMAGE

- Capable
- Organized
- Well versed
- Empowered

Our Products

- **The Troutwood App:** Create your first financial plan.
- **The Troutwood Map of the Market:** An interactive stock market map
- **Finulator:** A financial life simulation game.
- **Finglish:** Translations of finance terms into more plain english.
- **Buy Sell Hold:** A stock market simulation game - play against the market.
- **Time Portal:** A calculator that shows past returns of the S&P 500 stock market index over given periods of time.

Overall: Financial simulations, financial planning, and investment education.



Our Target Audience

High school students, college students, early professionals -
the earlier we can reach people the better!
(Gen Z)

Our Sales Funnel

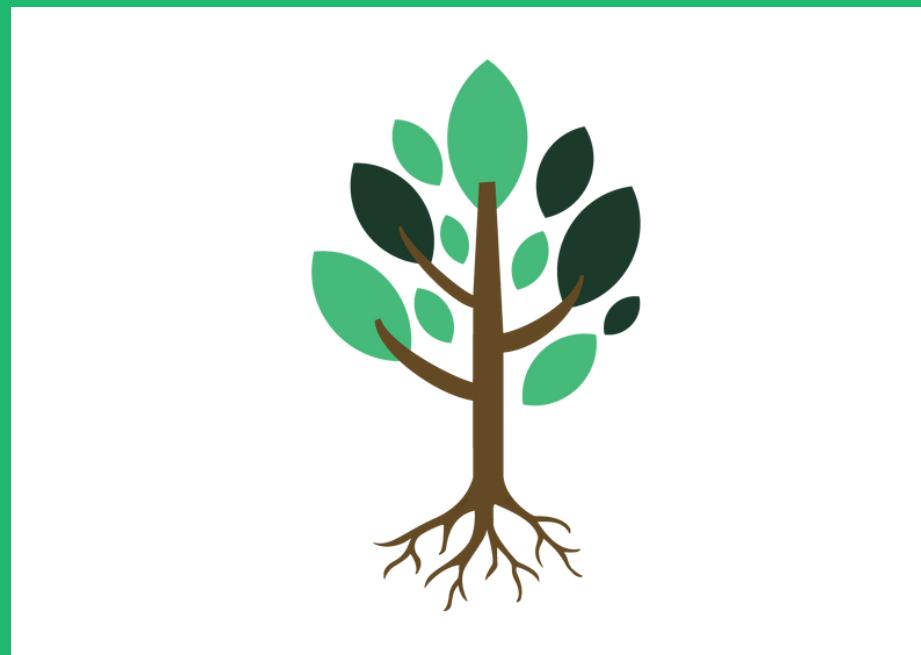
Problem: Not enough people are financially literate and therefore able to take actionable steps to prepare for their financial future.

Solution: Troutwood provides financial tools to help you plan for your future and understand your finances.

Result: Have ownership of your financial future and peace of mind.

Not everyone grows up with a Wall Street Journal on the kitchen table. Troutwood provides software that empowers individuals to learn how to build, implement, and successfully execute a plan to achieve financial freedom.

Logos



TROUTWOOD
TROUTWOOD
TROUTWOOD

Color Palette

Primary

Green #57B575	Blue #3491F7
Primary Text #283A49	Secondary Text #6D7A7D
Off White #ECF1F4	

Accent
* To be used sparingly or to convey progress

Red (Danger) #CD4557	Yellow (Warning) #E0A644
Purple #7159DB	Pink #E547AD

Typography

iOS

SF Pro Text

Android

Roboto

Social Graphics & Finglish Videos

BEBAS NEUE

Heading 1

Heading 2

Heading 3

The job requires extra pluck and zeal from every young wage earner.

 TROUT WOOD

Our Brand Identity

The physical aspects

◀ Back

Next ▶



Website & Socials

Instagram: @troutwoodapp

Twitter: @troutwood_app

Facebook: @troutwoodapp

LinkedIn: /company/troutwood

Youtube: @troutwoodapp

Podcast: "Watching Trees Grow" on all podcast platforms

Website: www.troutwood.com

Blog: www.blog.troutwood.com