# Brand Brainstorm

### Differentiation

* Triple bottom line company / worker/customer co-op hybrid / run according to Golden Rule
* All events listed on site
* Easily filterable / searchable

### Promise

* Treat customers with respect according to Golden Rule
* We are helping to build the queer Toronto community and tackle loneiness by providing a convenient, searchable and filterable list of organizations/volunteer activities and an event calendar

### Make it Easy

* Ashroh Enterprises

### Character and human characteristics

* Kind, caring, visionary, compassionate, love, generosity