



Whoogga™

GRIND. GROW. GRATIFY.

Brand Kit



who ggga TM

GRIND. GROW. GRATIFY.

Our Why

Redefine the traditional means by which the business community connect with each other. It's not that we are mad at networking, we just were disappointed with the status quo and wanted to create an alternative.



who gggga™

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Vision

Our Vision is to create a business LifeStyle Community of entrepreneurs and business professionals who share social, recreational, and cultural interests to Grind, Grow, Gratify together in life and in business.



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Target Audience

Entrepreneurs and business professionals who share social, recreational, and cultural interests



whogggga™

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Who is whogggga?

Grind, Grow, Gratify
Know your G Power
Friendly
Nontransactional
Relationship-driven
Return on Inclusion (ROI)
Be who you are at your natural best
Skip the charade
Relationships before business
Business LifeStyle Community
Empathetic
Progressive exclusivity
invitation of credibility
Recommendation of credibility
Earn your invite
Come as yourself, everyone is taken.

It's not about how you pronounce it
or spell it, it's how you feel.
People who give
Warm
Welcoming
Culture



TM

Whogggga

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Who is Whogggga NOT?

transactional
networking
traditional
committee
commissions
leads
quotas
dues
activity fees
elevator pitches
product advocates
attendance warning letters

judgmental



WhoggggaTM

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Values

People
Relationships
Helping
Making a difference
Collaborating
Wellbeing



WhoGGGATM

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Brand Content Style Guide

ADAIKRAY
CONSULTING

Logos



Whoogga™

GRIND. GROW. GRATIFY.

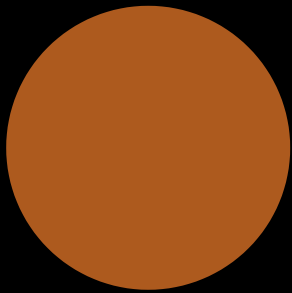


Whoogga™

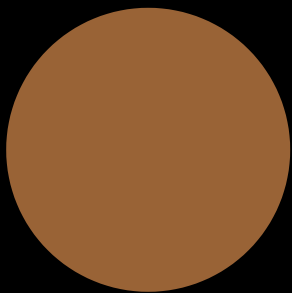
GRIND. GROW. GRATIFY.



Colors



#AD5A1E



#996336



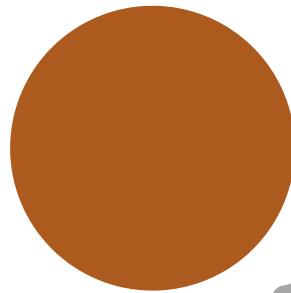
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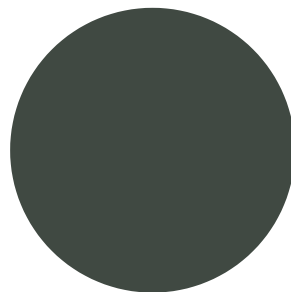
#996336



#B79879



#FFF7F1



#404942

Typography

Headings look
nice in

Merriweather bold

SUB HEADINGS STAND

OUT IN OPEN SANS

274 SPACING

Open Sans Regular is a great body text. It is clean to read and more modern as a sanserif.

Brand Identity

KEYWORDS AND PHRASES

Whogggi's

Whoggga

What is your Whoggga?

G Power

Grind. Grow. Gratify.

Business LifeStyle

Build community, not just networks.

Come as you are, everyone else is taken.

Find your people.

WhoByWhy

What's your cozy?

Network without the networking

Networking is notworking.

