

Ⓒ DECIBEL

Brand  
Strategy **Position**

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## Leveraging Aristotle's Proofs:

Traditional communication tools (rhetorical proofs) can be applied to brands and leveraged, to gain the attention of a specified market segment via formulaic implementation of visual brand language and product positioning strategies.

### Ethos:

#### Appeal of credibility

Decibel is a newly introduced brand dedicated to the establishment of credibility through robust, precise, and refined products to lead the non-lethal defense market space.

Focus

15%

### Pathos:

#### Appeal of emotion

A boost of confidence, awareness, emotional and physical security via an attractive and intuitive solution requiring no direct engagement with an aggressor positions users to respond favorably to Decibel.

Focus

45%

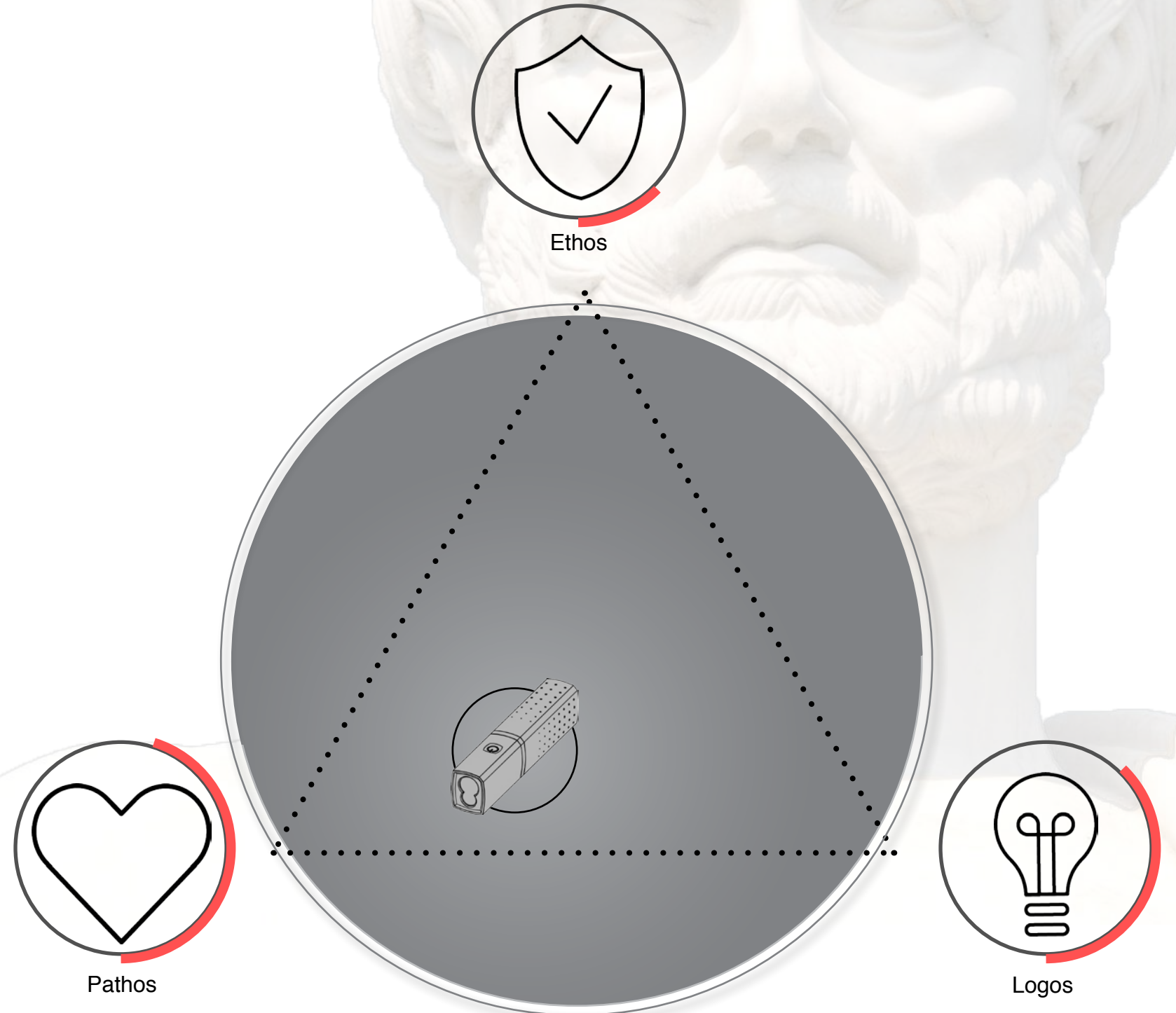
### Logos:

#### Appeal of logic

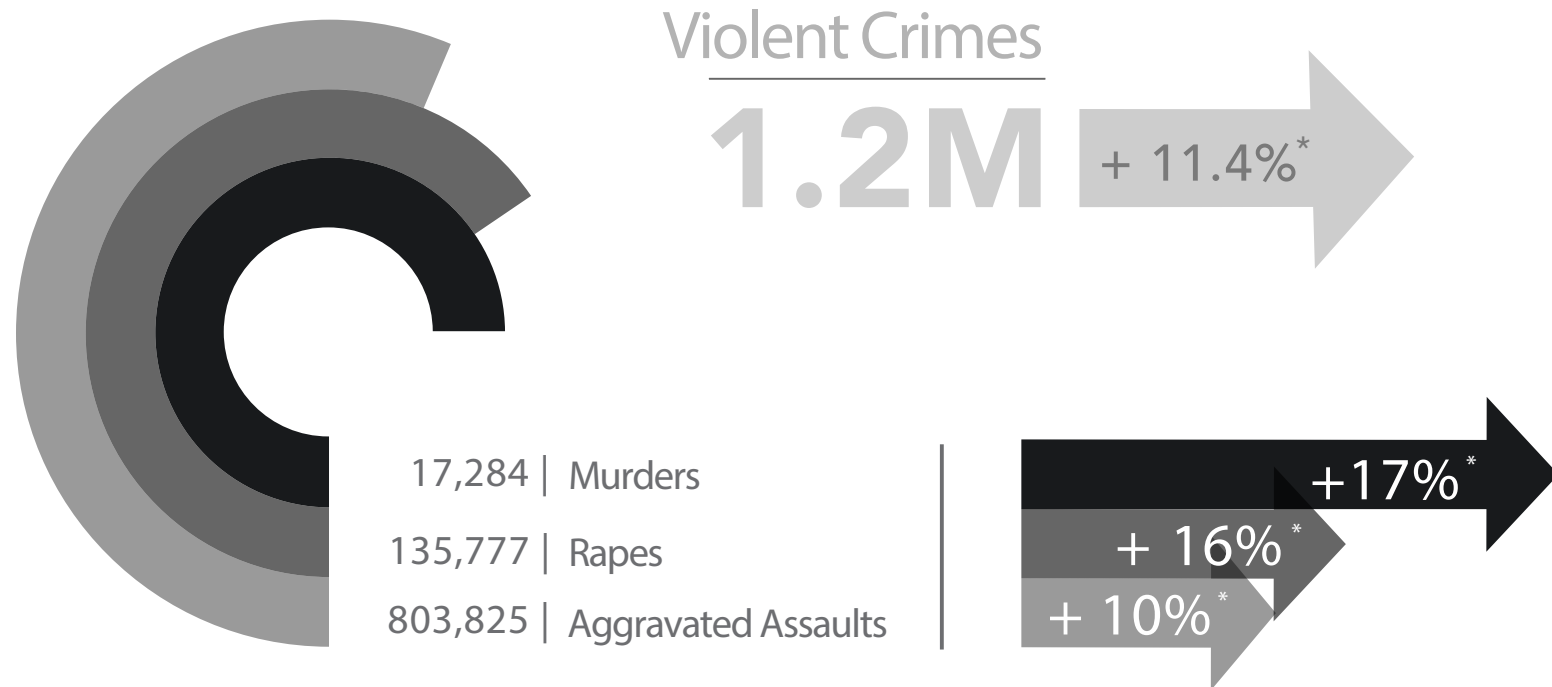
Presenting a problem supported by facts and statistics engages targeted user's inductive and deductive reasoning.

Focus

40%



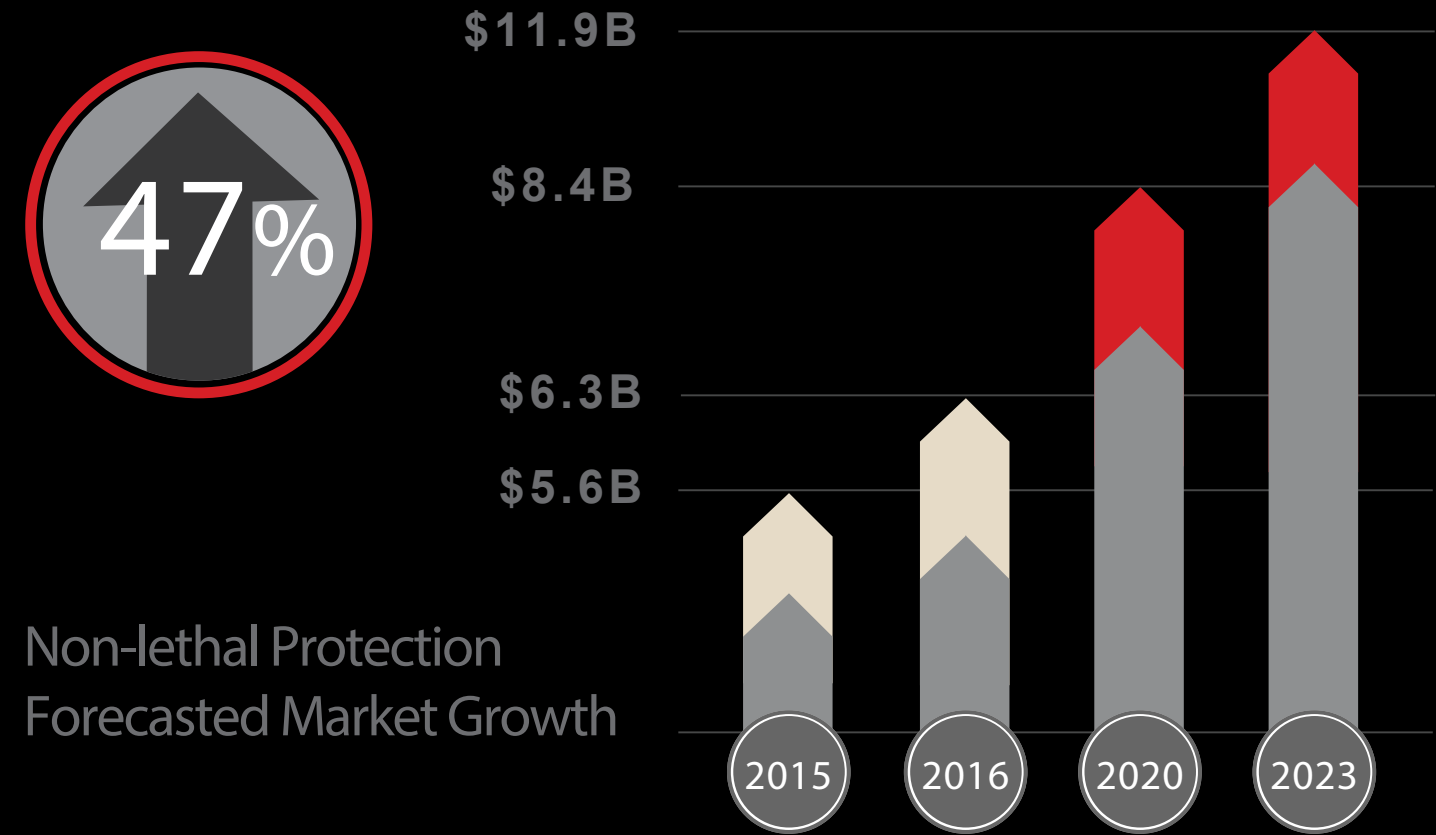
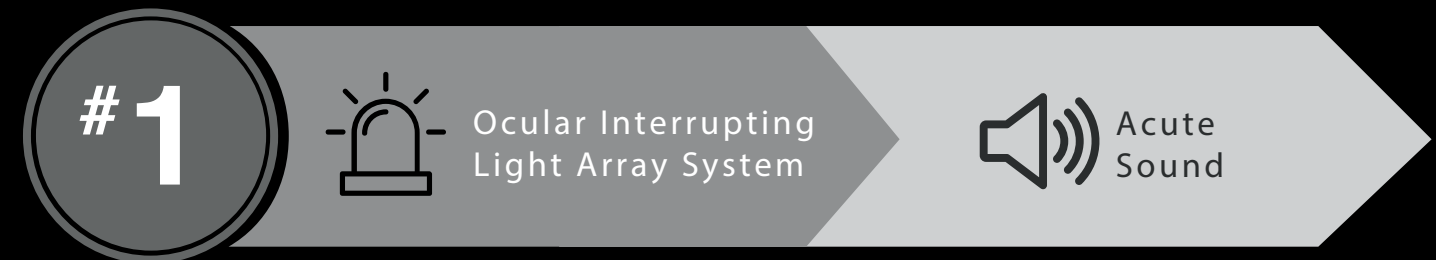
2017 U.S. Violent Crime Statistics



\*5 year U.S.A. statistic snapshot 2013 - 2017. Includes murder, rape, and aggravated assaults only.  
<https://ucr.fbi.gov/crime-in-the-u.s/2017/crime-in-the-u.s.-2017/topic-pages/tables/table-1>  
<https://ucr.fbi.gov/crime-in-the-u.s/2017/crime-in-the-u.s.-2017/topic-pages/offenses-known-to-law-enforcement>  
 \*\* Research & Markets  
<http://www.researchandmarkets.com/research/rbk36t/nonlethal>  
<https://www.researchandmarkets.com/reports/4426297/non-lethal-weapons-global-market-outlook-2017#pos-0>

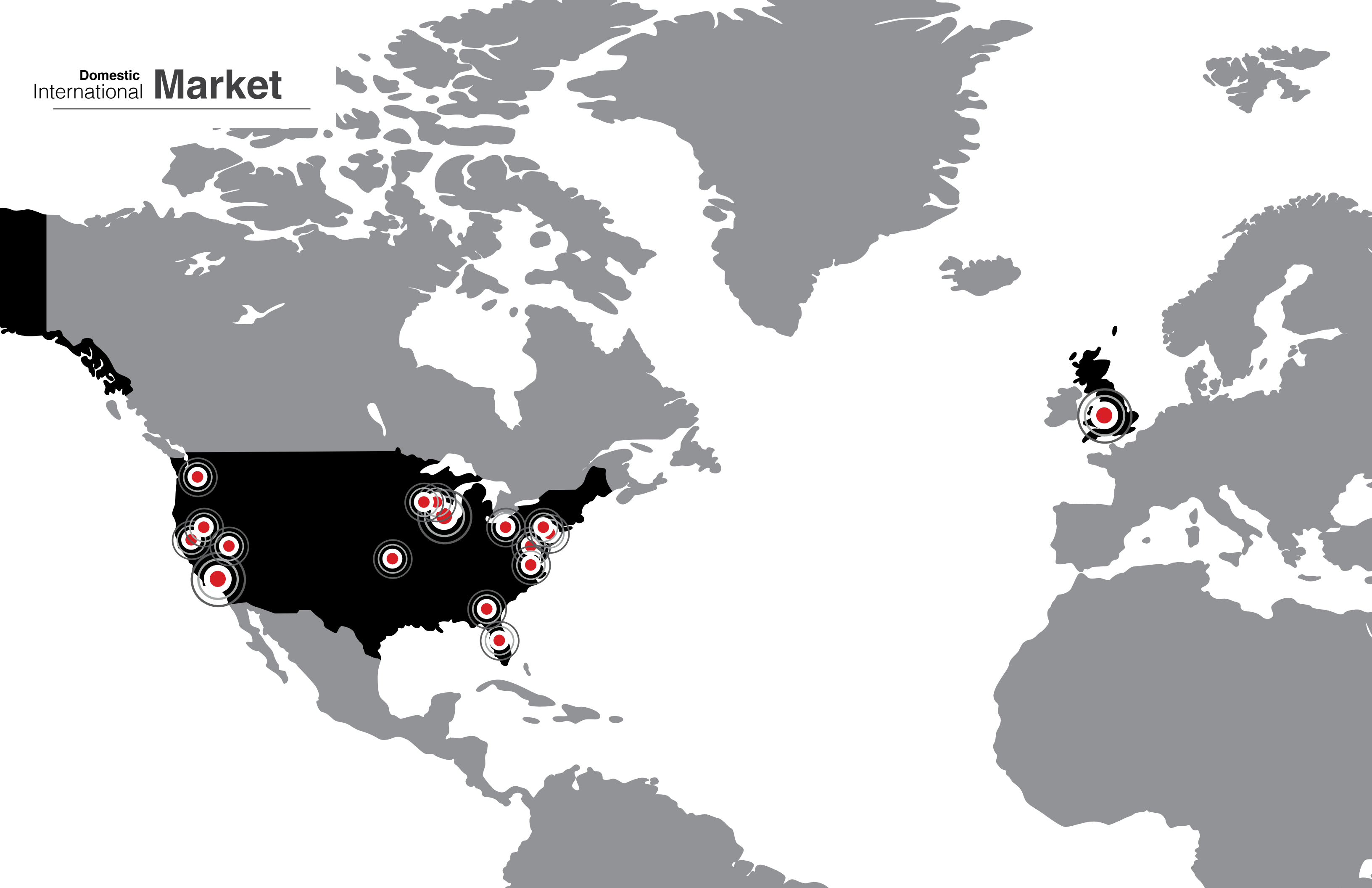
Data: Distributed Sound & Light Array

COMBINATION PROVEN TO BE MOST EFFECTIVE NON-LETHAL DETERRENT AGAINST ASSAULT



Domestic  
International

# Market



Regulation

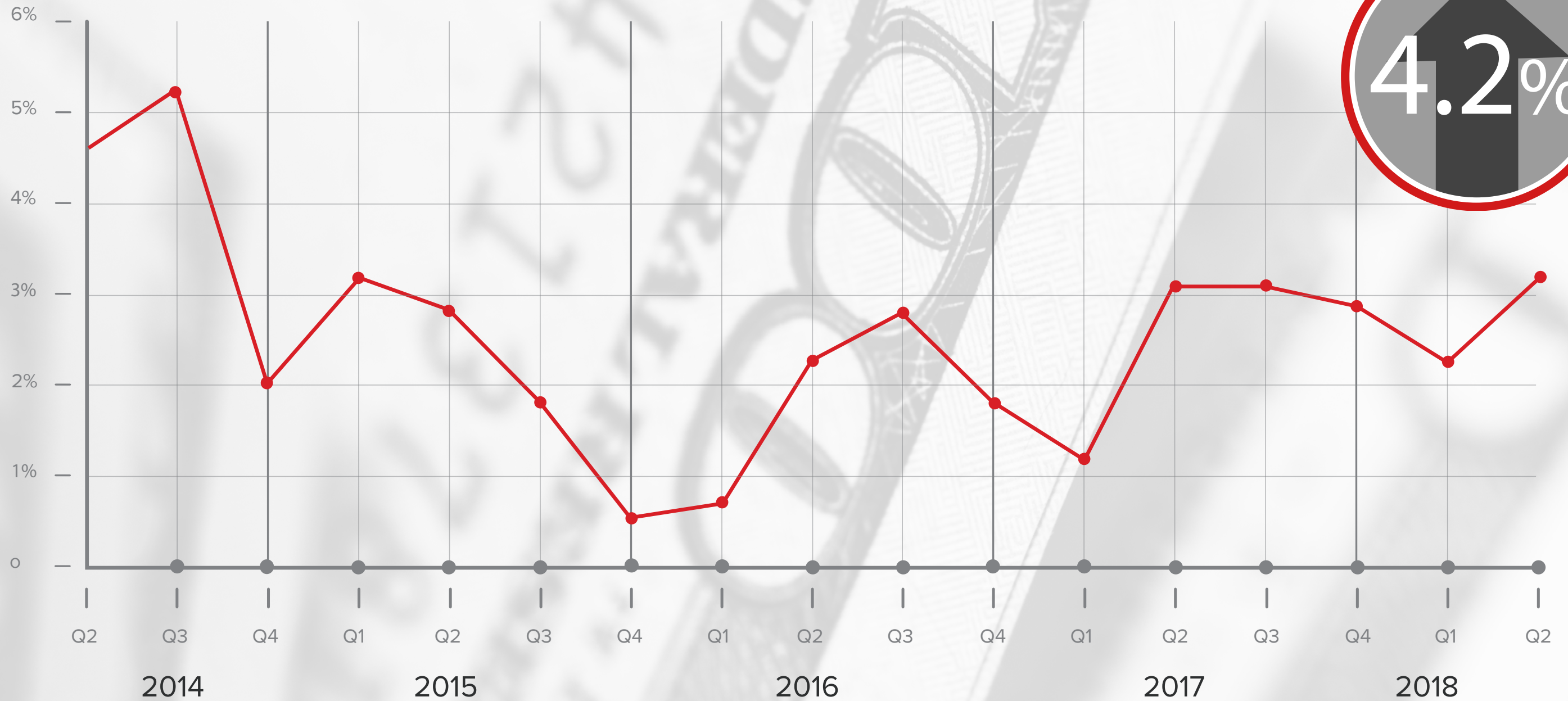
Awareness

Call To Action

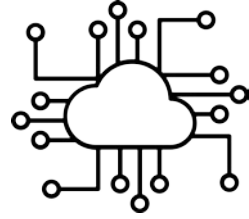
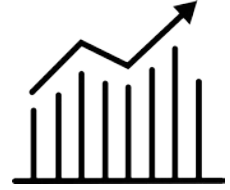


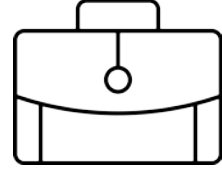
Independence



## GDP



# Past Future Trends

TRENDS	FORMER	CURRENT	FUTURE
<p>Technology </p>	<ul style="list-style-type: none"> <li>• Active user engagement</li> <li>• Lethal</li> <li>• Mechanical</li> <li>• Analogue</li> <li>• Physical defense</li> <li>• Firearm</li> </ul>	<ul style="list-style-type: none"> <li>• Active user engagement</li> <li>• Lethal &amp; non lethal</li> <li>• Mechanical operation</li> <li>• Battery generated shock</li> <li>• Noise alarm</li> <li>• Oleoresin capsicum aerosol</li> <li>• Physical defense</li> <li>• Firearm</li> <li>• GPS tracking</li> </ul>	<ul style="list-style-type: none"> <li>• Passive sensory activation</li> <li>• Physiological telemetry</li> <li>• Non lethal</li> <li>• Microelectronic and nanoscale body current sodium potassium ionic transfer of electrons powered microchip               <ul style="list-style-type: none"> <li>• Passive geotracking</li> <li>• Measures physiological balance                   <ul style="list-style-type: none"> <li>• Alerts authority with specific reading combinations</li> <li>• Notates others in immediate vicinity</li> </ul> </li> </ul> </li> </ul>
<p>Market </p>	<ul style="list-style-type: none"> <li>• Law enforcement</li> <li>• Military</li> <li>• Civilian defense</li> </ul>	<ul style="list-style-type: none"> <li>• Military</li> <li>• Law enforcement</li> <li>• Civilian defense               <ul style="list-style-type: none"> <li>- Men</li> <li>- Women</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Military</li> <li>• Law enforcement</li> <li>• Civilian defense               <ul style="list-style-type: none"> <li>- Men</li> <li>- Women</li> </ul> </li> </ul>
<p>People </p>	<ul style="list-style-type: none"> <li>• Men</li> <li>• Women</li> </ul>	<ul style="list-style-type: none"> <li>• Active individuals</li> <li>• Fathers</li> <li>• Daughters</li> </ul>	<ul style="list-style-type: none"> <li>• Universal users</li> </ul>
<p>Culture </p>	<ul style="list-style-type: none"> <li>• Aggressive defense</li> <li>• Situation justifies the means</li> <li>• Community</li> <li>• Camaraderie</li> <li>• LEO support</li> </ul>	<div style="border: 2px dotted red; padding: 10px;"> <ul style="list-style-type: none"> <li>• Western</li> <li>• Non-lethal defense</li> <li>• Lethal defense in dire circumstances</li> <li>• Increased situational awareness</li> <li>• Defensive training</li> <li>• Prosecution &amp; imprisonment of improper defense.</li> <li>• Increased gun violence</li> <li>• Increased LEO distrust</li> <li>• Increased individuality</li> <li>• Heighten social tension</li> </ul> </div>	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Integrated experiences</li> <li>• Equal rights amongst all</li> <li>• Consequences for inflicting harm on aggressors</li> <li>• Individuality</li> <li>• Ai/ Ag Interfacing</li> <li>• Tracking individuals</li> </ul>
<p>Business </p>	<ul style="list-style-type: none"> <li>• Defense</li> <li>• Personal protection</li> </ul>	<ul style="list-style-type: none"> <li>• Innovative defense</li> <li>• Personal protection</li> </ul>	<ul style="list-style-type: none"> <li>• Technology</li> <li>• Monitoring</li> <li>• Security</li> </ul>



# Protection Competitive Landscape

## Blare'em

Sound deterrent/  
personal alarm

## Combo

Combination of personal  
security deterrents

## Blast'em

Pepper spray -  
Train, aim, dispense.  
Avoid inhalation

## Zap'em

Electric shock defense -  
Aim, activate, contact

## Flash'em

Tactical flashlight -  
Aim, activate strobe

## Opportunity

Refined high end accessory -  
Incorporating sound, light,  
GPS, & intuitive use

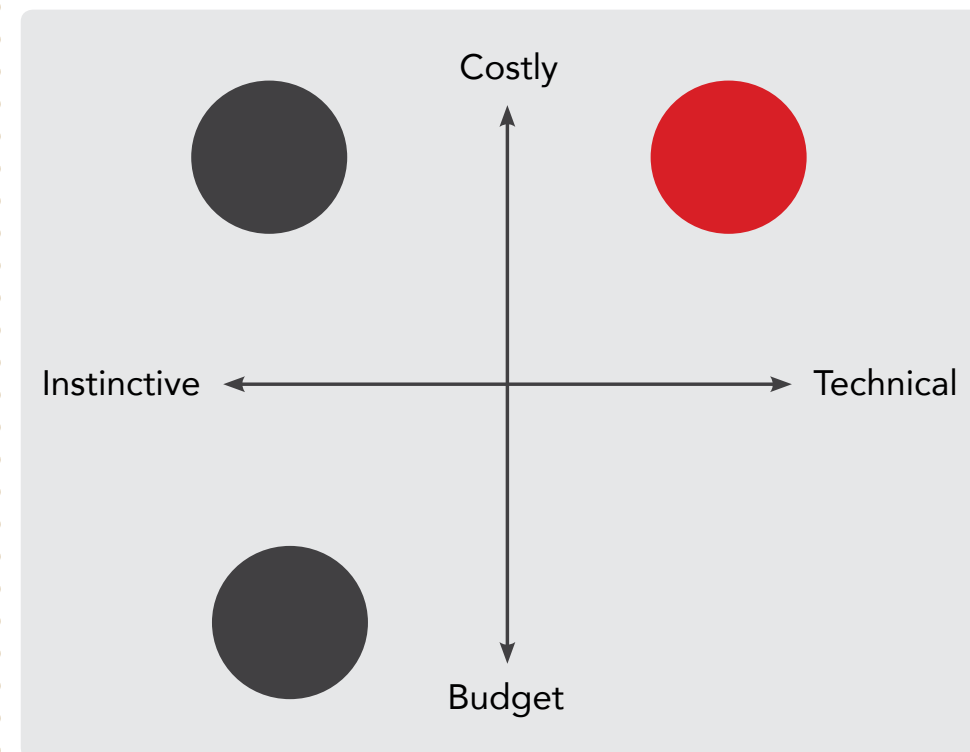
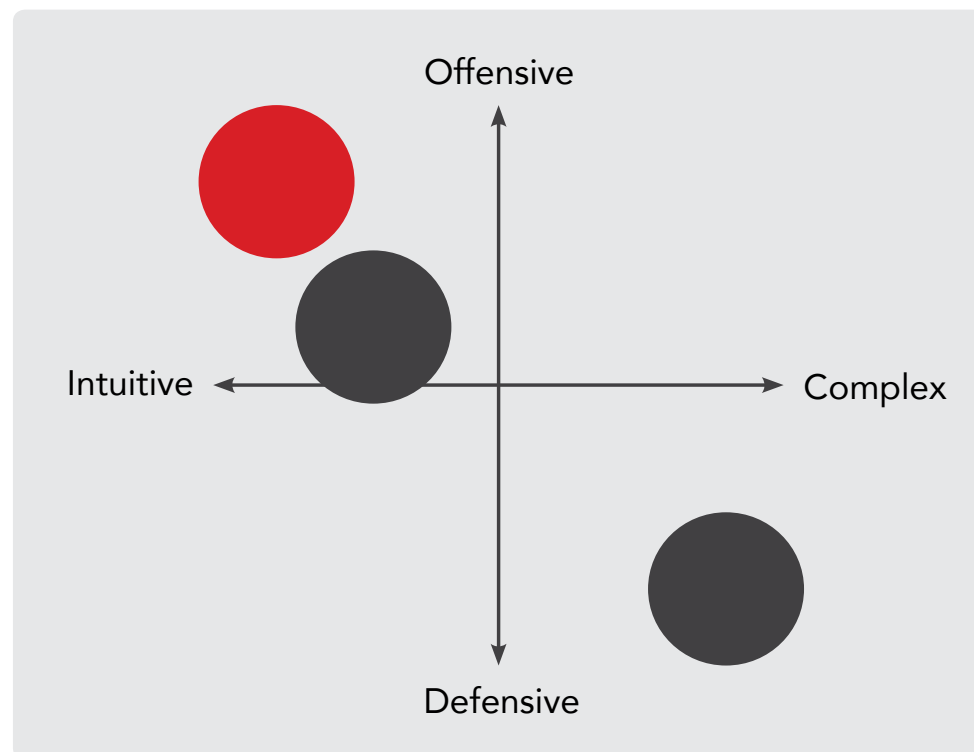
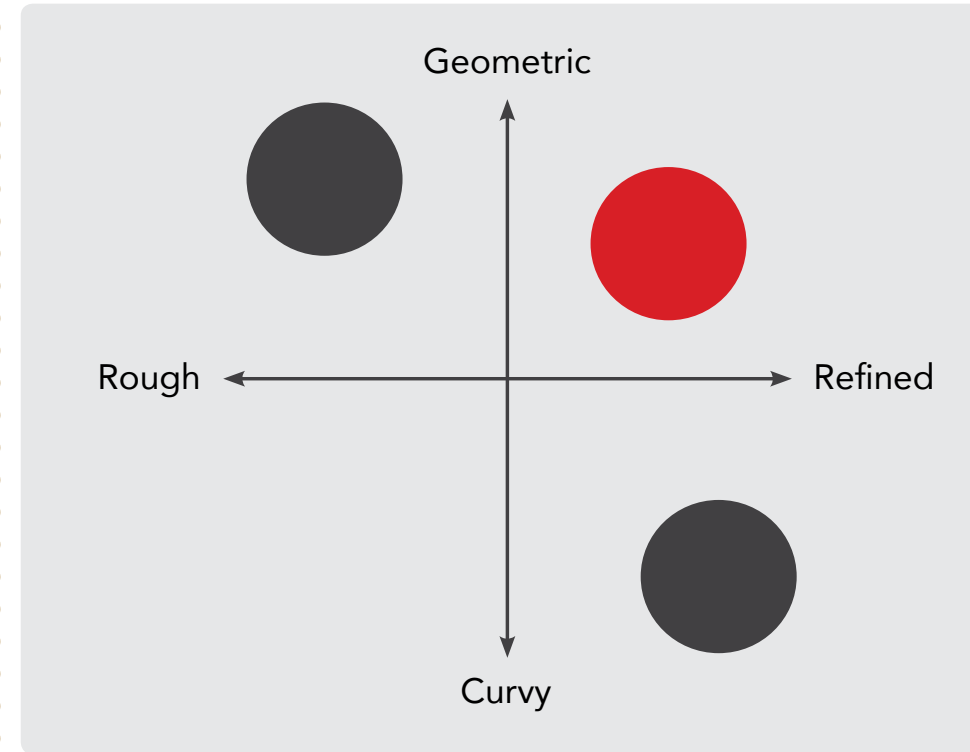
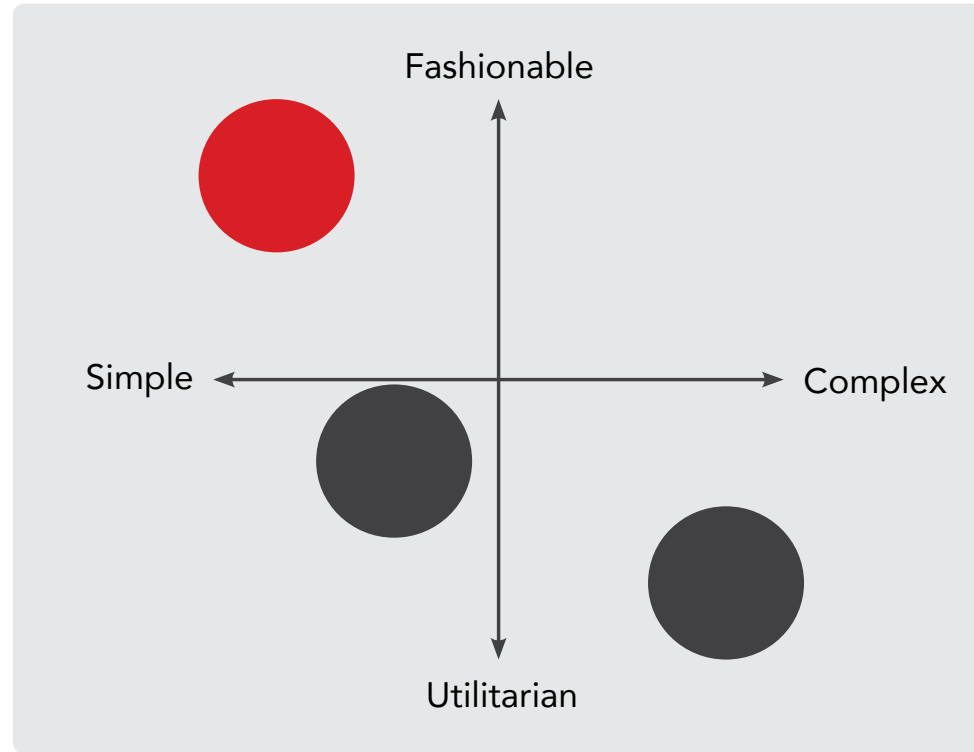


High End Protection

Target  
\$200 - \$220

Value Protection

# Product Position Mapping



● Decibel  
● Competitors

### Why on SWOT of Taser?

Taser is synonymous with non-lethal self defense. They are industry leaders with the highest priced non-lethal defense product on the market. Taser has attempted to target women with the Bolt; however, it is primarily men who purchase these devices for their significant others. I believe that there is a gap in the market with young women consumers.

#### STRENGTHS

- Established consumer base
- Established manufacturing
- Established distribution channels
- Capital
- Effective stopping power (when target is hit and user maintains an active trigger)
- Expendable cartridges and training emphasis establish reoccurring income

#### WEAKNESSES

- Contracts limit consumer base
- Exclude women from target market
- CQB
- Products require concentration and dexterous operations
- Requires ongoing training
- Requires aiming
- Requires contact
- Requires continual engagement with aggressor
- One time use cartridges
- Large size is difficult for most to conceal
- Indiscreet
- Liabilities
- Occasional deaths
- Misuse and abuse

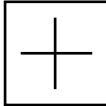
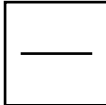
#### OPPORTUNITIES

- Aesthetically pleasing form
- Expanded consumer base
- Technology
- Consumer focus
- Distribution to defense institutions
- Flanking

#### THREATS

- Regulations
- Pricing
- Manufacturing - Global relationships
- Competition

# Evaluate/ User Segments

USER DEMOGRAPHICS	ADOLESCENT	COLLEGE STUDENT	YOUNG ADULTS (no college)	PROTECTOR	MARRIED	PROFESSIONALS	RETIRED
 Supporting	Walking to school	Ridesharing to: Walk/ bike to:	Work in industrial areas	Considers loved ones	Protects family interest	Come/ go frequently Owner of designer accessories	Walks alone
	Walking to friends house	School Parties	Work to home	Concerned party	Walks w family	client meetings - interactions w/ strangers Access to valuables	Walks with others
	Lost	Friends Clubs	Lower-middle class resedency	Wandering thoughts	Travel	Travel appreciates accessories	Walks dog
	Playing outdoors	Store Shoping				Considers safety	Senior abuse -physical -financial
 Adversities	Will loose	Not often alone	Consideration for refined artifacts	Overbearing	Doesn't go out often	Doesn't see need	FIXED INCOME
	Too costly	Cost	Cost	Cost	Not often alone	Not often alone	Deployment & operation
	Not often alone	Convenience	Convenience	Accurate picture of other's situations	Cost / priorities	Cost / priorities	Doesn't see need
	Quickly accessable?	Sence of security	Sence of security				

Assessing User **Segments**



Adolescents



College Students



Young Adult  
(w/o higher education)



The Protector



The Professional



Retired



Marrieds

User/  
Customer **Segments**

## The Professional



Works in urban environment

Lives in urban environment

Frequent business travel

Active weekends

Ride sharing

Routines

Public transportation

Lives alone

Out of office meetings

Dines out alone

Client dinner engagements

Outdoor Fitness

Fiscal endowed

Cognitively Aware

## The Protector



Father

Husband

Boyfriend

Friend

Brother

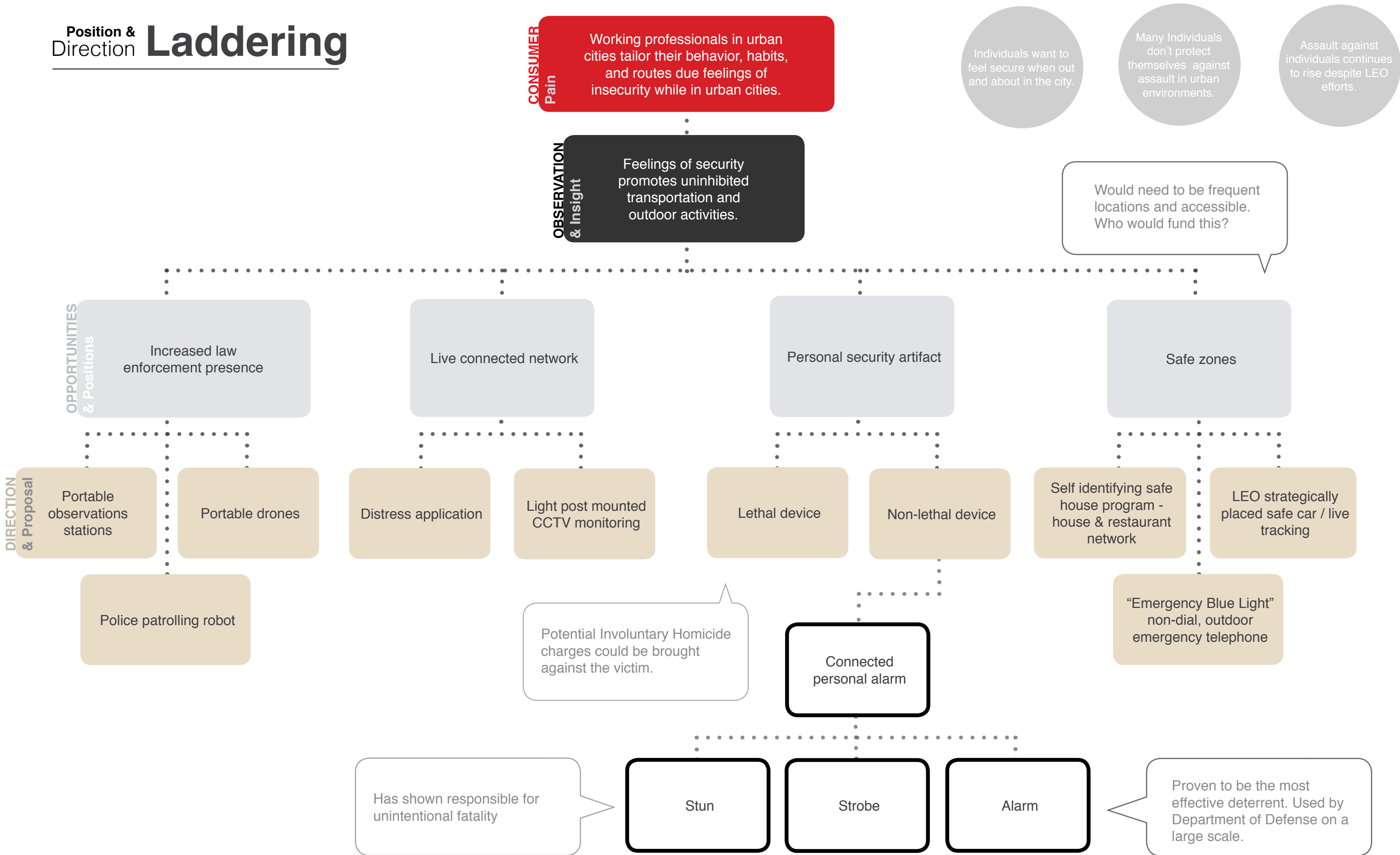
# Use Case Scenario

Professionals in urban cities. Large urban cities contain the highest rate of crimes against persons to include assault, rape and murder.

## Target:



# Position & Direction Laddering





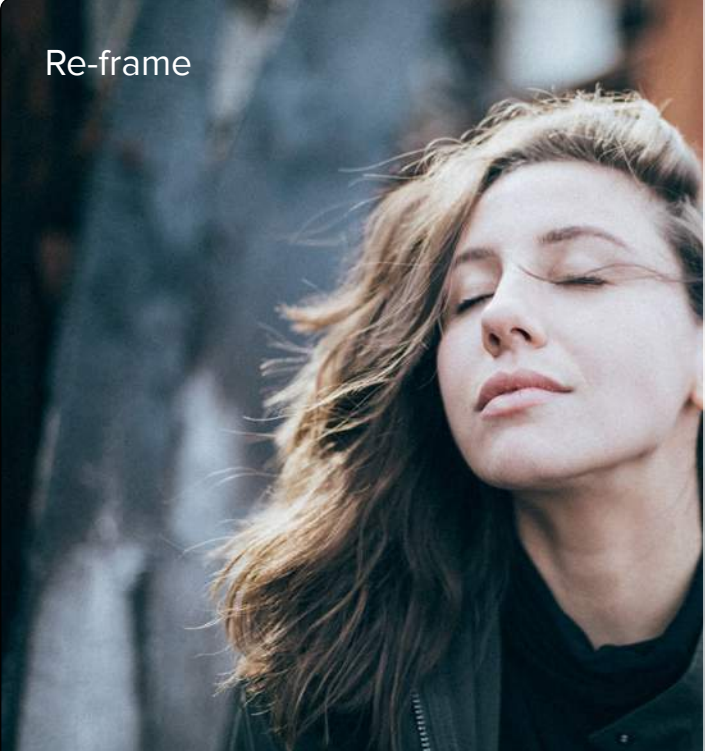
Problem Statement:

“How might we integrate personal security amidst the everyday hustle and bustle of the working professional?”

# Problem Assess **Frame**

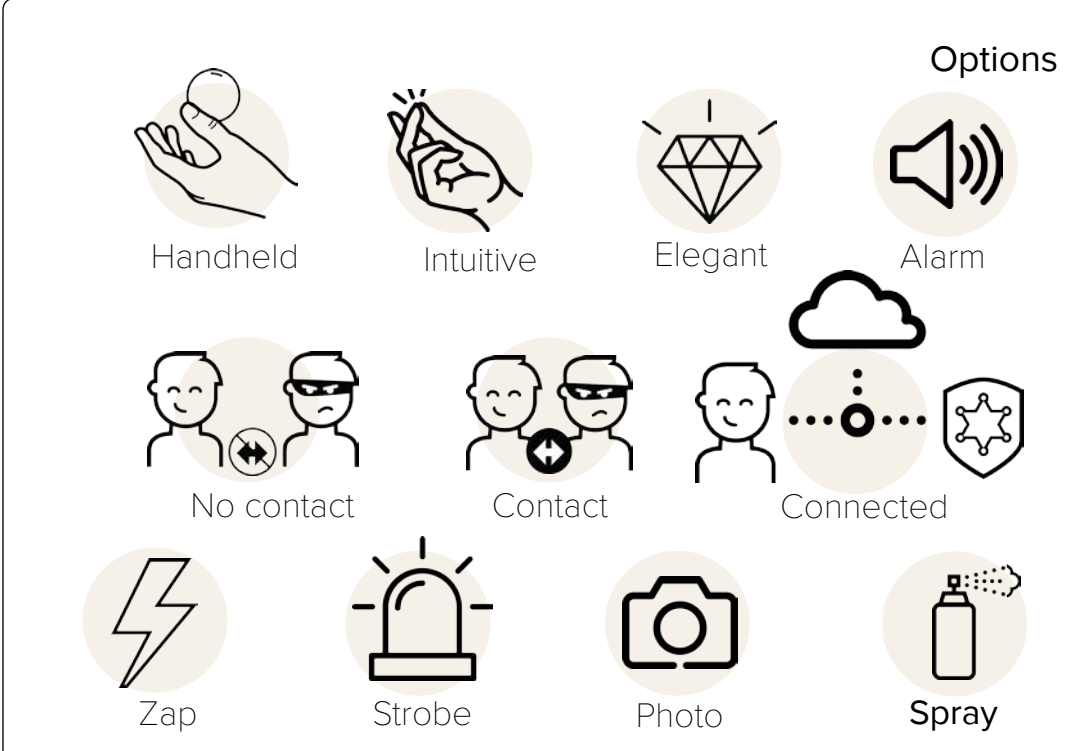
Abstract

Re-frame



- Confidence
- Security
- Peace of mind
- Independence

Options



Handheld Intuitive Elegant Alarm

No contact Contact Connected

Zap Strobe Photo Spray

Analyze



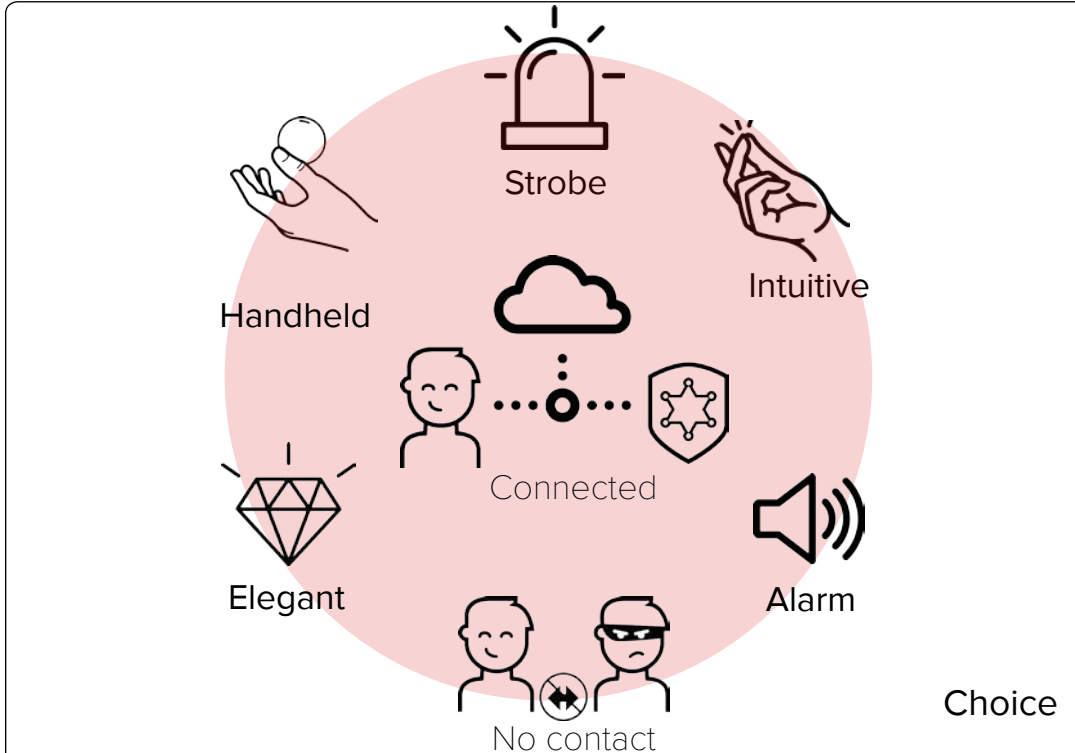
Current methods:

- Train
- Aim
- Engage

Context



Create



Strobe Intuitive

Handheld Connected Alarm

Elegant No contact

Choice

Real

# Logo Typography Brand Archetype

## Style 1: Classic

**Font:** Serif

**Anatomy:**

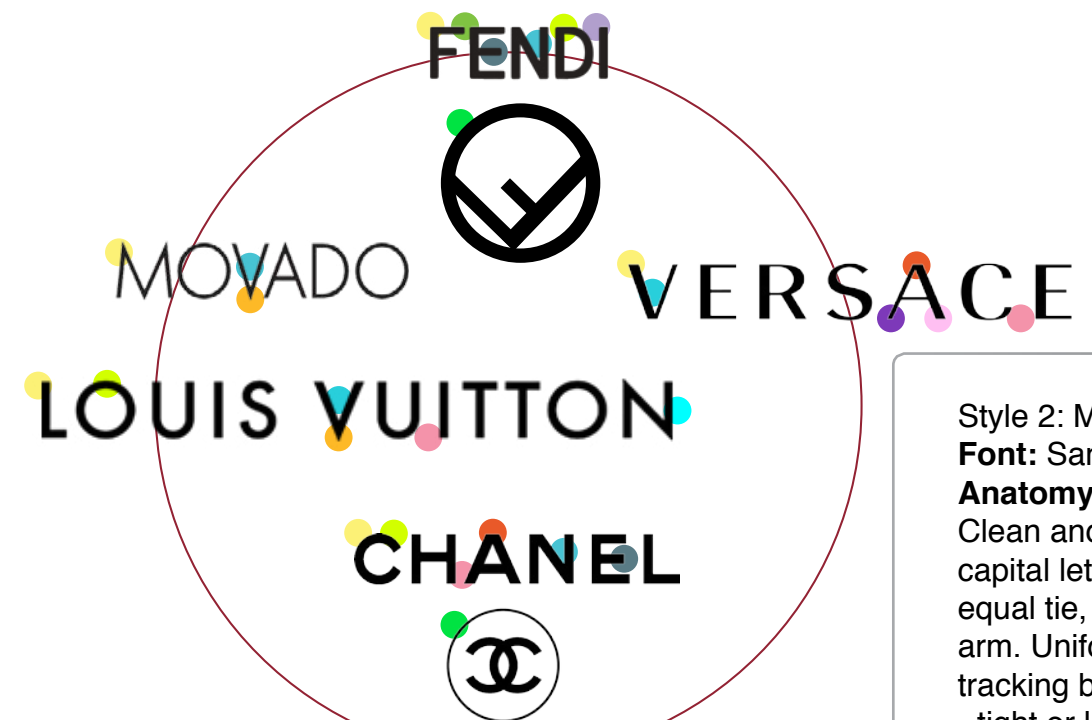
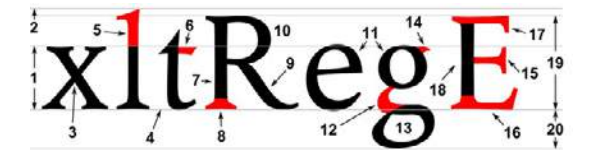
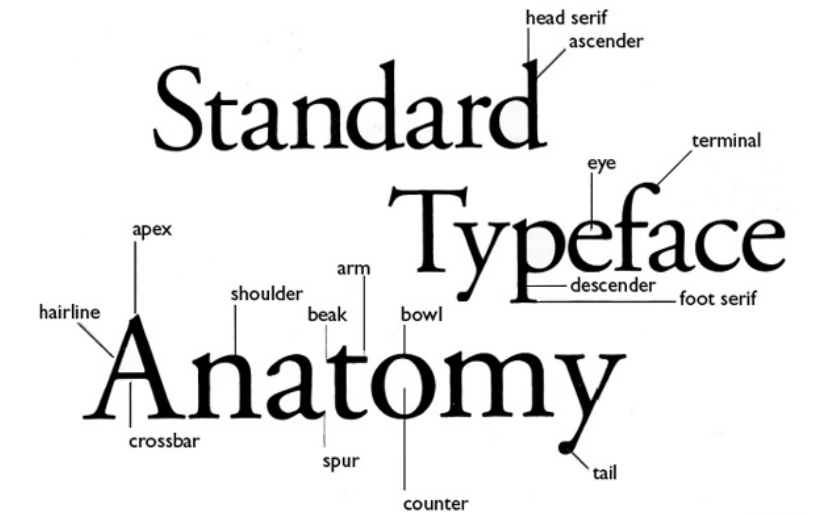
Linear text. Mixture of thick and hairline stems. All capital letters. Thin tie, horizontal bar, and arm. Uniform spacing and tracking between each letter - tight or loose. Serifs are tightening up as brands, such as Gucci, modernize. Standard and condensed letter form.



- apex/vertex - flat
- apex/vertex - sharp
- caps
- characters - bold & even thickness
- condensed lettering
- crotch - sharp
- hairline
- linear title
- logo - round w/ initials
- tracking - loose & uniform
- tracking - tight & uniform
- stroke - standard
- serif - classic
- serif - refined
- thick even tie, horizontal bar, & arm
- thin even tie, horizontal bar, & arm

### Observations:

- All high end luxury designer brands reviewed display their logos and wordmark in black.
- Designer logos are relatively simple, clean and elegant. They are comprised of the brand's initials encapsulated in a round form.
- Wordmarks are clean and elegant and simplistic.
- Many of the companies examined share similarities in their logo, font characteristics, and overall general feel.



## Style 2: Modern

**Font:** Sans-serif

**Anatomy:**

Clean and balanced. All capital letters. Semi bold with equal tie, horizontal bar, and arm. Uniform spacing and tracking between each letter - tight or loose. Standard and condensed letter form.

F37 Bella

AaBbCcDdEeFfG  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
1234567890

F37 Bergman

AaBbCcDdEeFfG  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
1234567890

F37 Ginger

AaBbCcDdEeFfG  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
1234567890

Findley

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
1234567890

- apex/vertex - flat
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- characters - bold & even thickness
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- hairline
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- logo - round w/ initials
- tracking - loose & uniform
- tracking - tight & uniform
- stroke - standard
- serif - classic
- serif - refined
- thick even tie, horizontal bar, & arm
- thin even tie, horizontal bar, & arm

Typeface Selection

F37 Bella

DECIBEL

DB CB CB

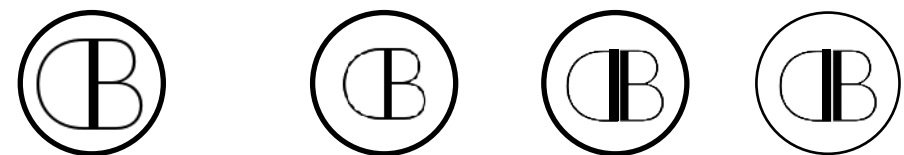
Logos



F37 Bergman

DECIBEL

DB CB CB



Premium brands are often represented through their logos. Their logos are often their brands initials centered within a circle.

F37 Ginger

DECIBEL

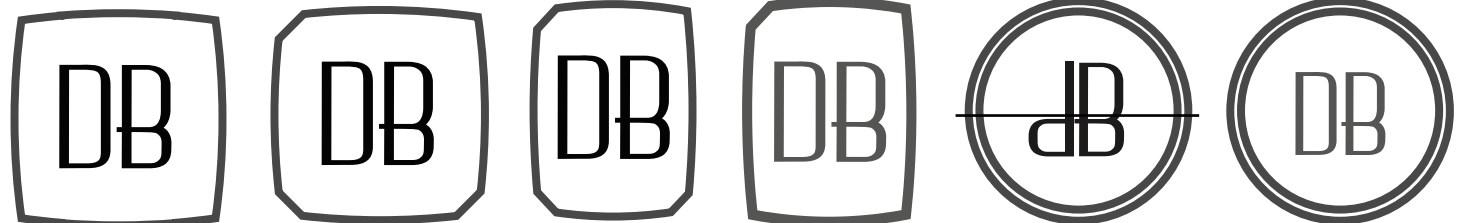
DB CB CB



Findley

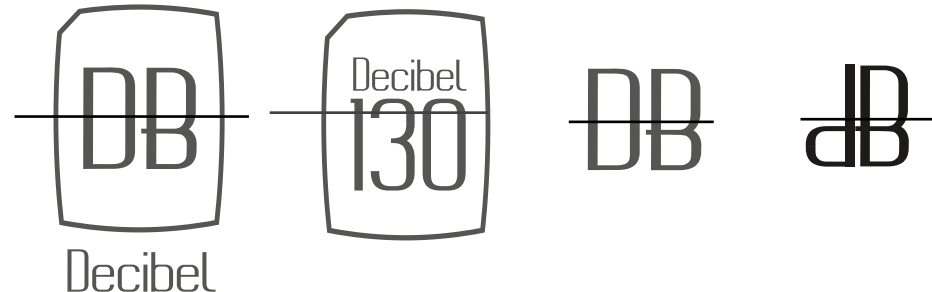
DECIBEL

DB CB CB



Findley

DECIBEL 130



Original Font Selected: Findley. Observations: Findley is a masculine font that shares little in common with premium brands and the audience which they reach.

F37 Bella

Decibel

db

F37 Bergman

Decibel

db

F37 Ginger

Decibel

db

Findley

Decibel

db db

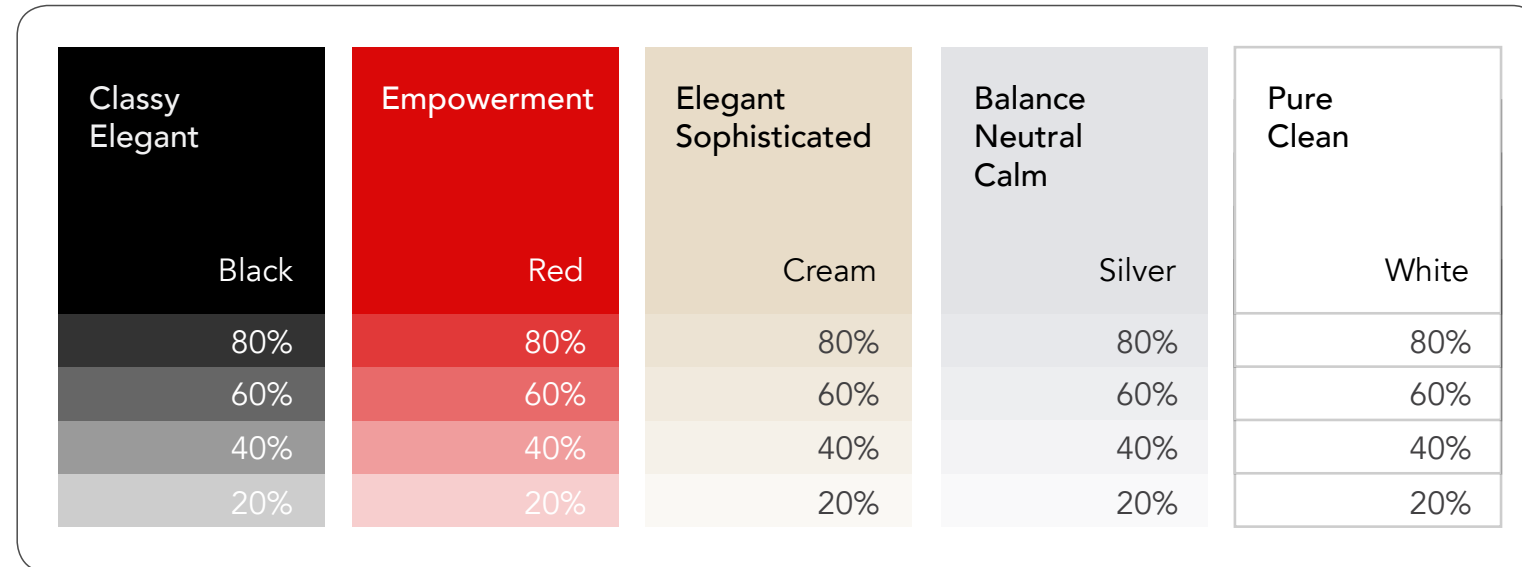
Lowercase fonts are not utilized by premium brands reviewed.



Brand Style **Guide**



Selected Color Pallet (Color Psychology)



Black, red, cream, and grey exude empowerment, control, confidence, sophistication and elegance. These are commonly utilized by leading designer fashion brands.

PANTONE®	419 PC	485 C	7500 C	427 PC	N.A.
CMYK	C 50 M 40 Y 40 K 100	C 8 M 100 Y 100 K 2	C 8 M 11 Y 21 K 0	C 10 M 7 Y 6 K 0	C 0 M 0 Y 0 K 0
RGB	R 0 G 0 B 0	R 216 G 31 B 38	R 233 G 220 B 199	R 226 G 227 B 230	R 255 G 255 B 255
#	000000	D81F26	E8DCC9	E2E3E6	FFFFFF

# Brand Style Guide

Modern & Elegant

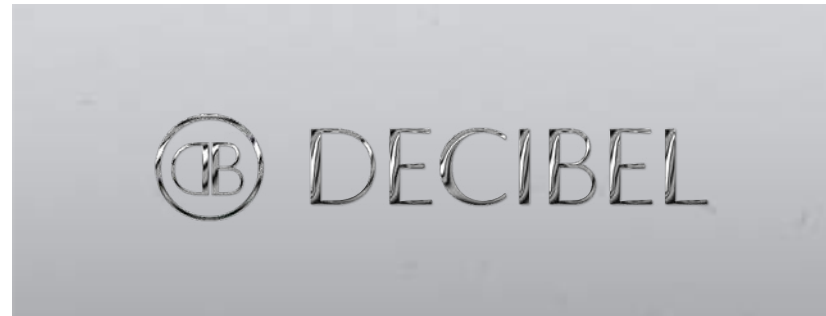
## Color pallet - metal tags



Anodized black



Anodized chrome



## Color pallet - print / digital



Pure Black



Pure White





# Principles & Brand Guidelines

## Brand Promise:

Securing peace of mind in style

## Mission:

Our mission is to deliver **confidence** and **protection** through **connected non-lethal personal protection** devices that are sensible yet innovative, research driven, invoke innovative technology, and implement proven methods which **mitigate assault** and **save lives** concurrent with exuding **contemporary elegance** through **unassuming forms**, are **pleasurable** to handle, and are **intuitive** to operate under extreme duress.

## Vision:

Bringing awareness, empowerment and style to professionals through non-lethal yet powerful means.

## Essence:

Elegant - Pleasingly refined and gracefully sophisticated.

Empowered - Instilling a sense of confidence, control and authority to act

## Tagline:

Protection by design

## Form:

Slow curves melded with crisp bone-line edges. Sheer form.

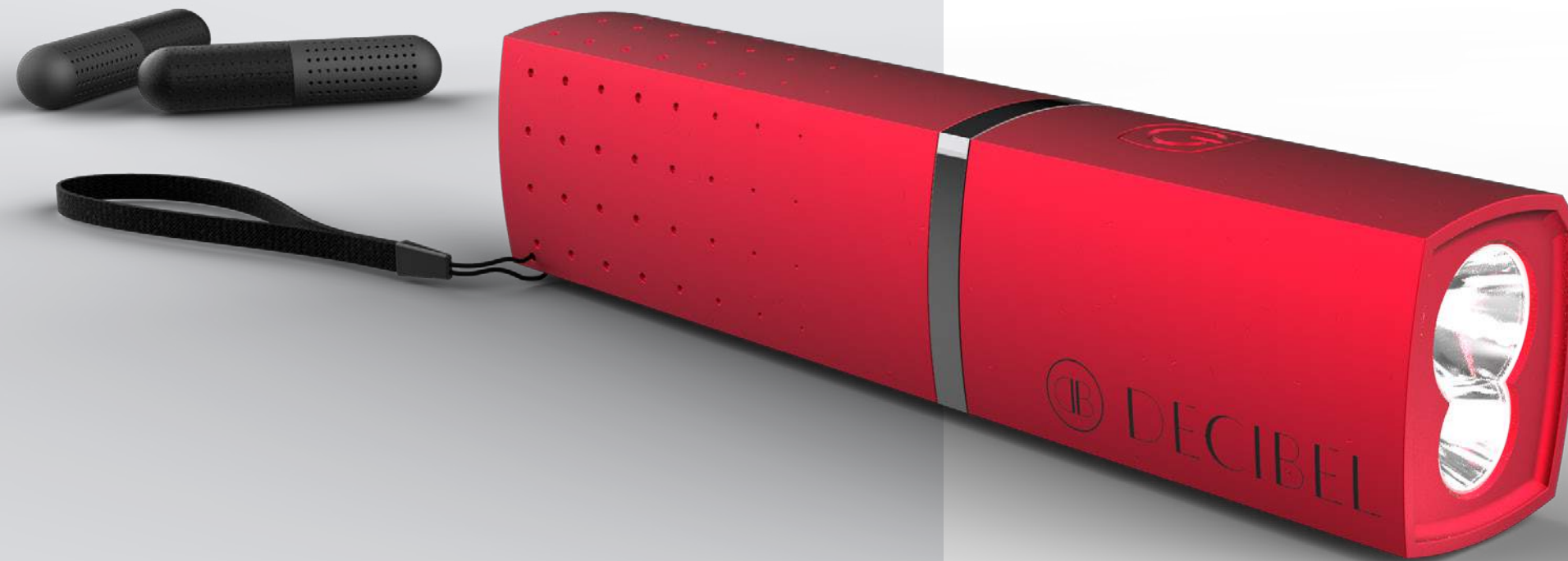
The fusion of positional bone-lines and convex sheer forms produces a sophisticated, exacting, and mature, easy-to-use, formidable artifact presented in a static rectilinear form, which is delivered in a balanced cool bead blasted anodized matte aluminum casing.

© DB DECIBEL



Decibel  
Product **Lines**

Flagship Product  
Decibel Torch

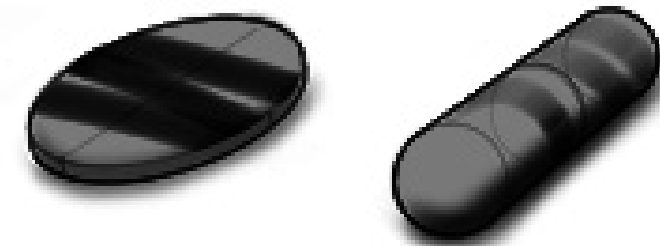


Decibel  
Product **Lines**

Secondary  
Product Line-up



Neurobiological  
wearable



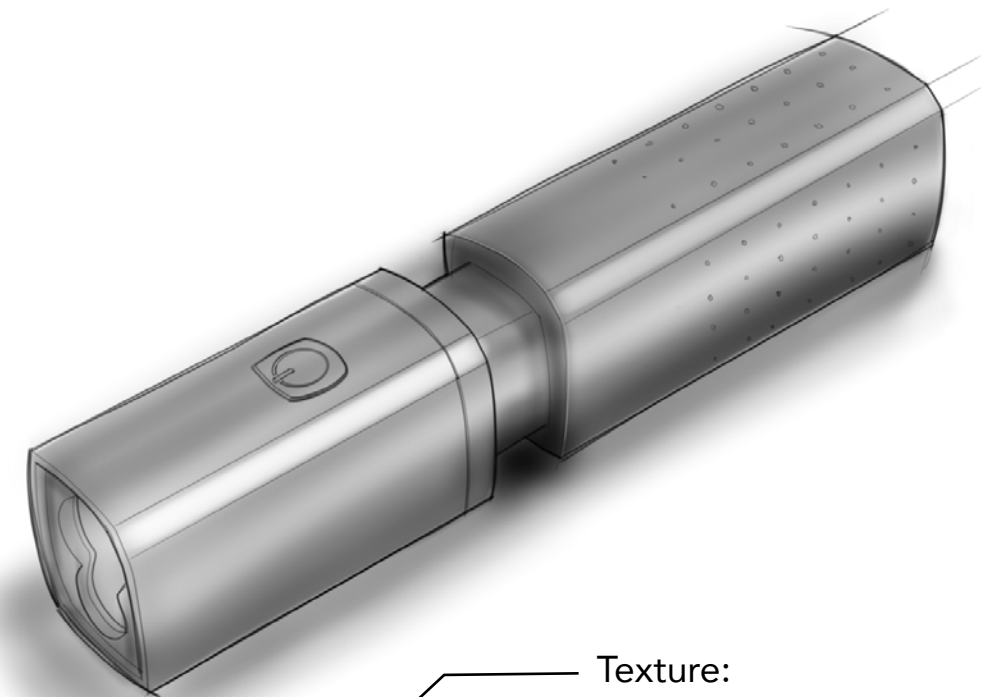
Neurobiological  
parable implant

VBL  
Compliant **Packaging**



Visual Brand **Language**

**Button:**  
Firm crisp concise engagement;  
short throw; automatic position  
reset; muted click position reset.

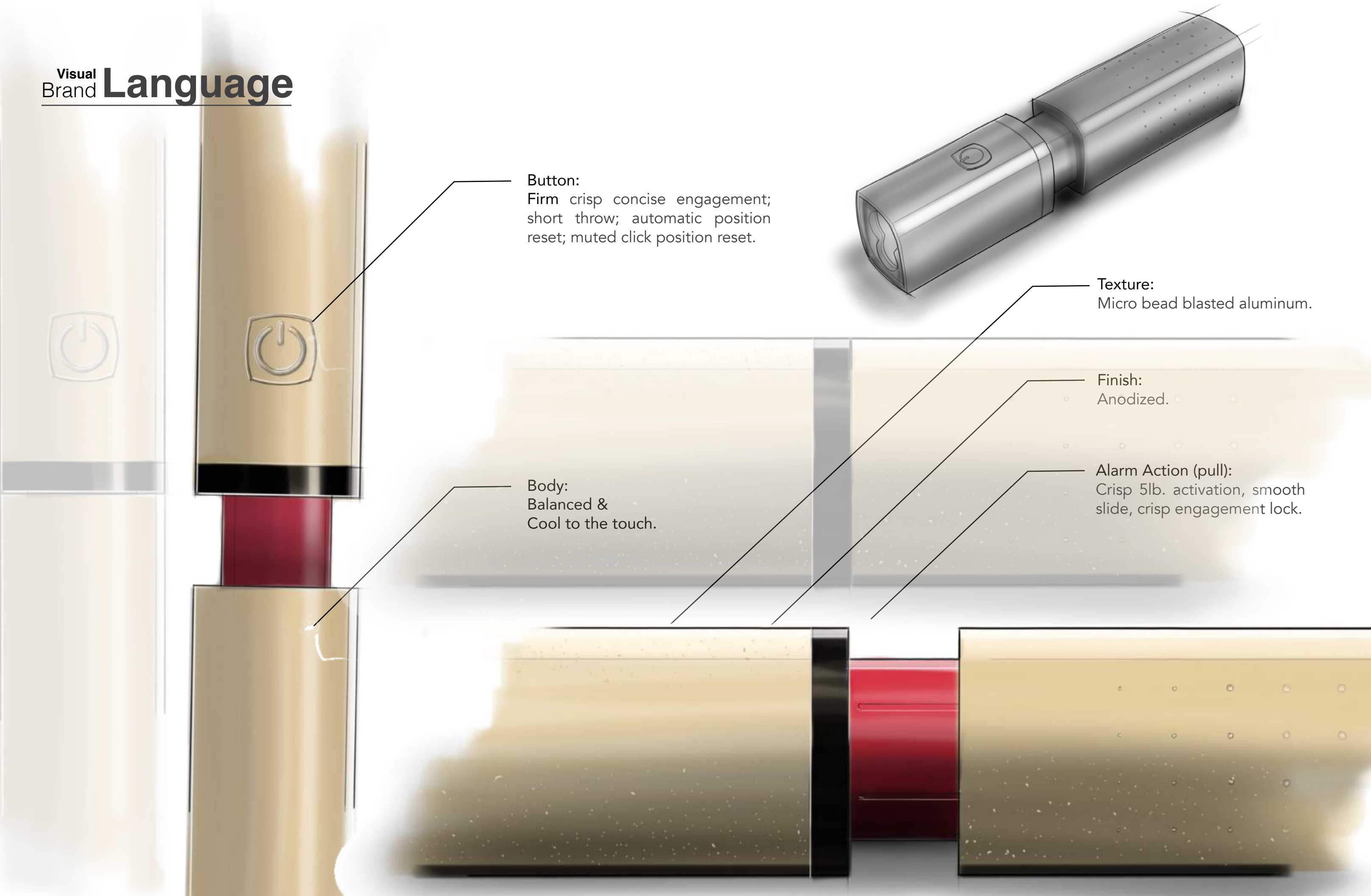


**Texture:**  
Micro bead blasted aluminum.

**Finish:**  
Anodized.

**Alarm Action (pull):**  
Crisp 5lb. activation, smooth  
slide, crisp engagement lock.

**Body:**  
Balanced &  
Cool to the touch.



## Unique Selling Point

### **Added value:**

A fashionable accessory that can be carried in plain sight, undetected. Decibel's sensual form encases its intuitive and precise functionality. Decibel is extremely powerful and effective in deterring aggressors and mitigating assault.

