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Demos | MOS | TAO Brand Naming



TAO BRAND CONCEPT
v.20 janvier 2015



How can we name the brand in order to
make potential users aware that TAO is
THE LEARNING PLATFORM for
personal and professional
development?



TAO BRAND STATEMENT

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I drive my learning path and my
personal development

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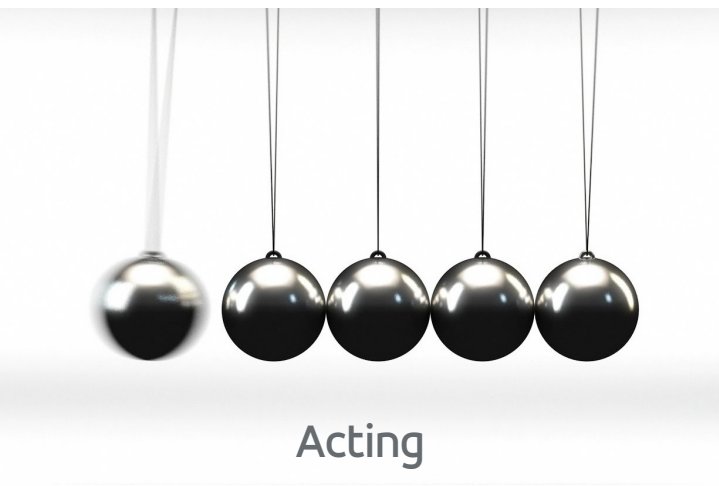


TAO BRAND ESSENCE

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Living & dreaming



Acting



Holistic learning



Trust

TAO Brand essence
LEARNING



Ecosystem



Digital



Sharing hub



Pride



My aspirations



Thinking



Dream



Passion



My path of life



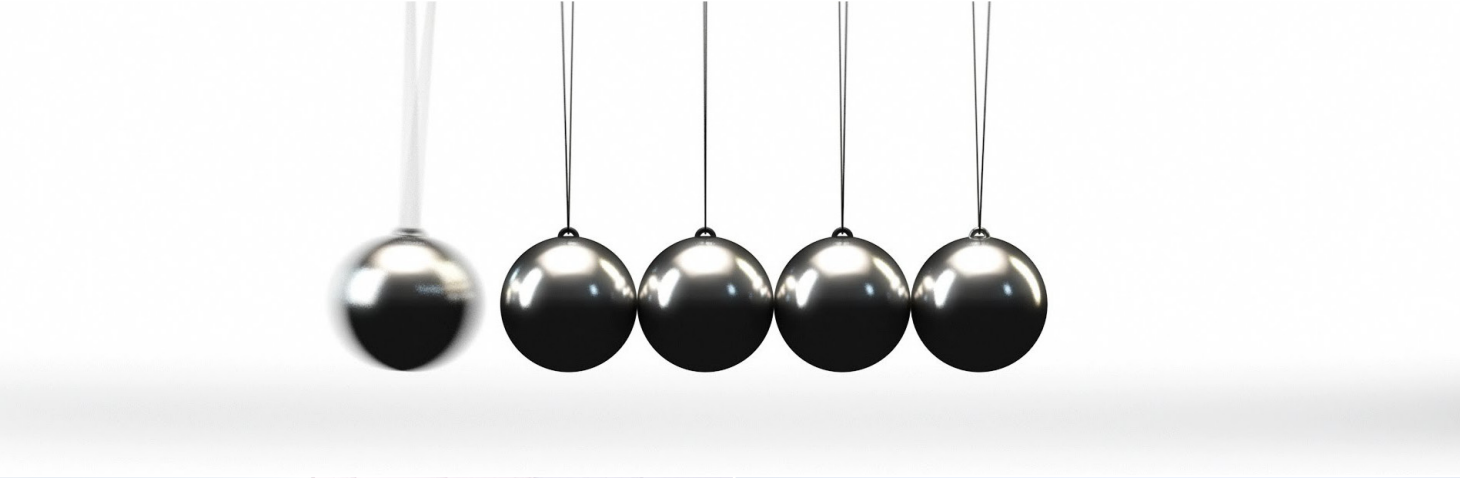
> Living & dreaming



Responsibility



Energy



Practice



Development



Involvement



Achievement

> Acting

All aspects of learning



All sources of knowledge



Unique expertise



Life long learning



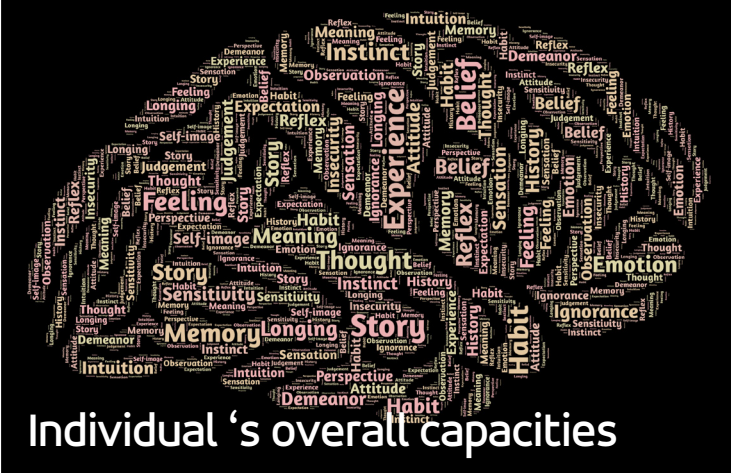
Individual 's overall capacities



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Individual 's overall capacities

Design by antipod

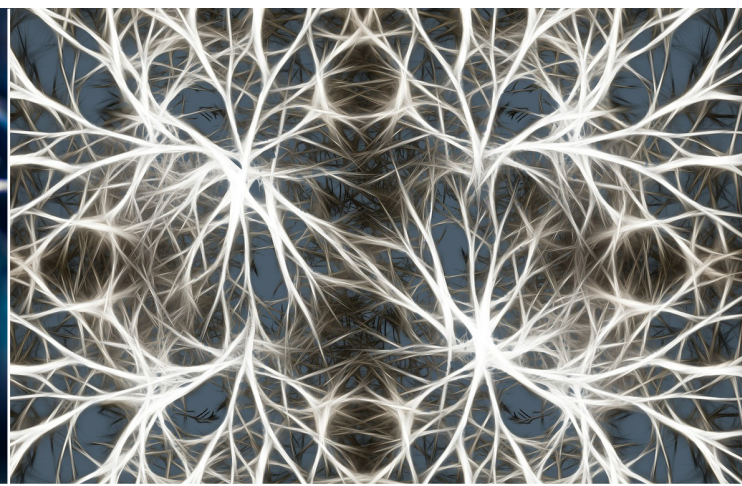
> Holistic learning



Social network



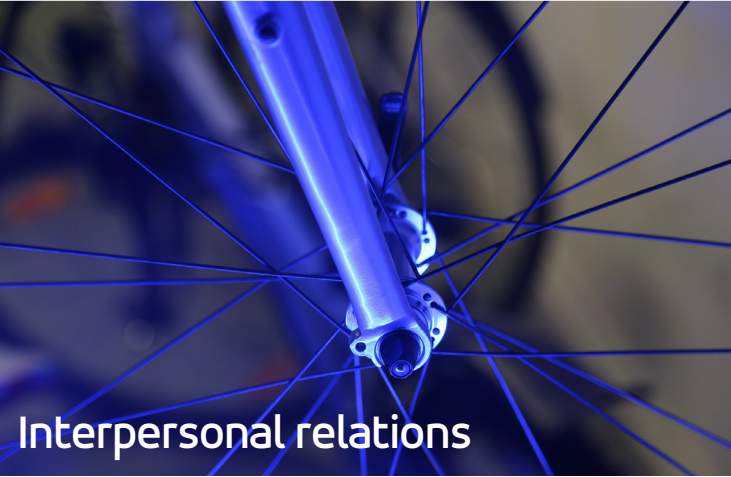
Openess



Mix of communities



Sense of belonging



Interpersonal relations



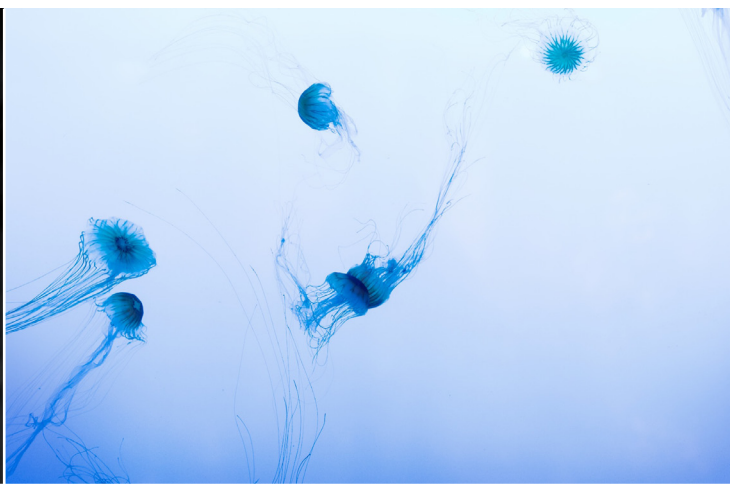
Intercultural



> Sharing hub



Agility, mobility



Just in time



Daily environment



Learner centric

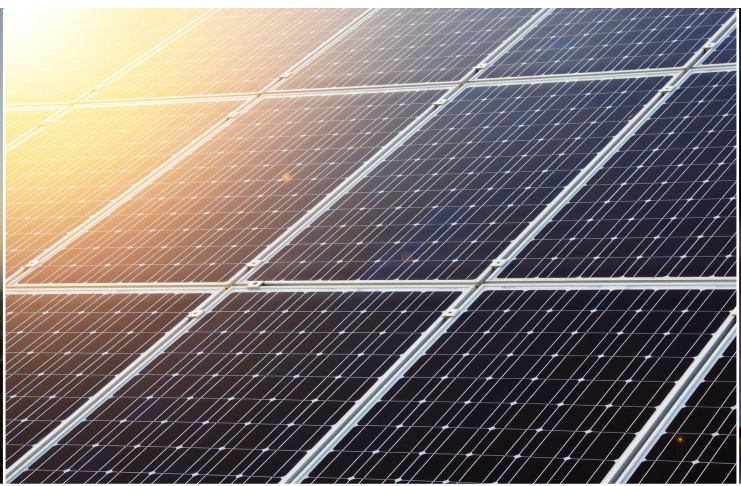


Constant innovation

> Digital



Sustainable environment



Sustainable economy



Lean management



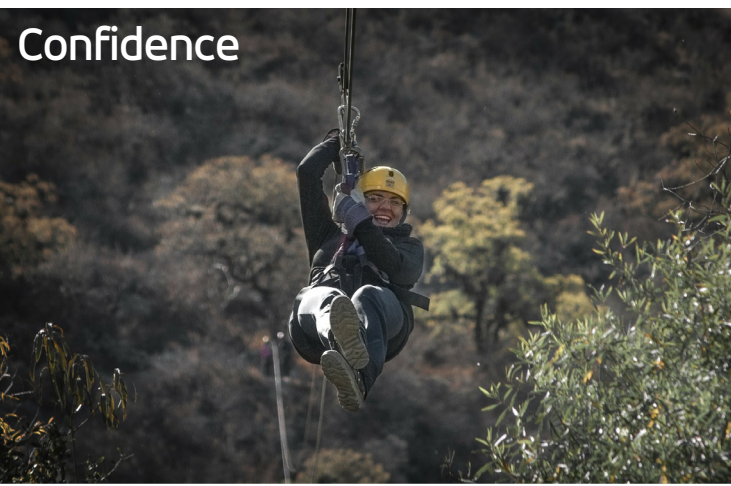
Sustainable society



For a better life

> Ecosystem

Confidence



Secure



Feeling well



Reliability



Honesty



Respect, quality



> Trust



TAO BRAND TONE OF VOICE

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Style de conversation

Anglais courant, compréhensible facilement

Centré individu: «I»; «My»; «Personnal»...

Direct > vocabulaire simple & compréhensible.

Convivial, humain

Professionnel, business driven > précis, pertinent, objectif, ponctuation adéquate (éviter les “!” et les “...”)

Actif (working, developing, growing, thinking,)

Au présent > temps présent, éviter les négations

Approche (approcher, être approché)

Hyper accessible

Disponible

Partage

Interactions humaines

Simple à comprendre

Facile à utiliser

En réseau

Vitesse & Mouvement

Mouvement tranquille

Cercles concentriques

Sinusoïdal, vers le haut

Cycles ascendants

Itérations pour une progression globale

Expressivité

S'exprime aisément, simplement

Sociable

Prend et donne la parole, écoute

Trouve sa place parmi les autres

Pertinence: apporte une valeur ajoutée, répond à mon profil

Fluidité

Donne confiance, me parle

Sympathique, humain

Respectueux