

WE ARE WARRIORS



VOLUNTEERS

WARRIORS

A D V E N T U R E S



VOLUNTEERS

WARRIORS

V O L L E Y B A L L



WARRIORS VOLUNTEERS

VOLUNTEERS

WARRIORS

Y O G A



VOLUNTEERS

WARRIORS

C O R E



VOLUNTEERS

WARRIORS
CORE

WHAT VOLUNTEERS GAIN

WARRIORS
CORE

WHAT VOLUNTEERS GAIN

WHAT WE’RE WORKING ON

WE ARE ALL
VOLUNTEERS

WARRIORS

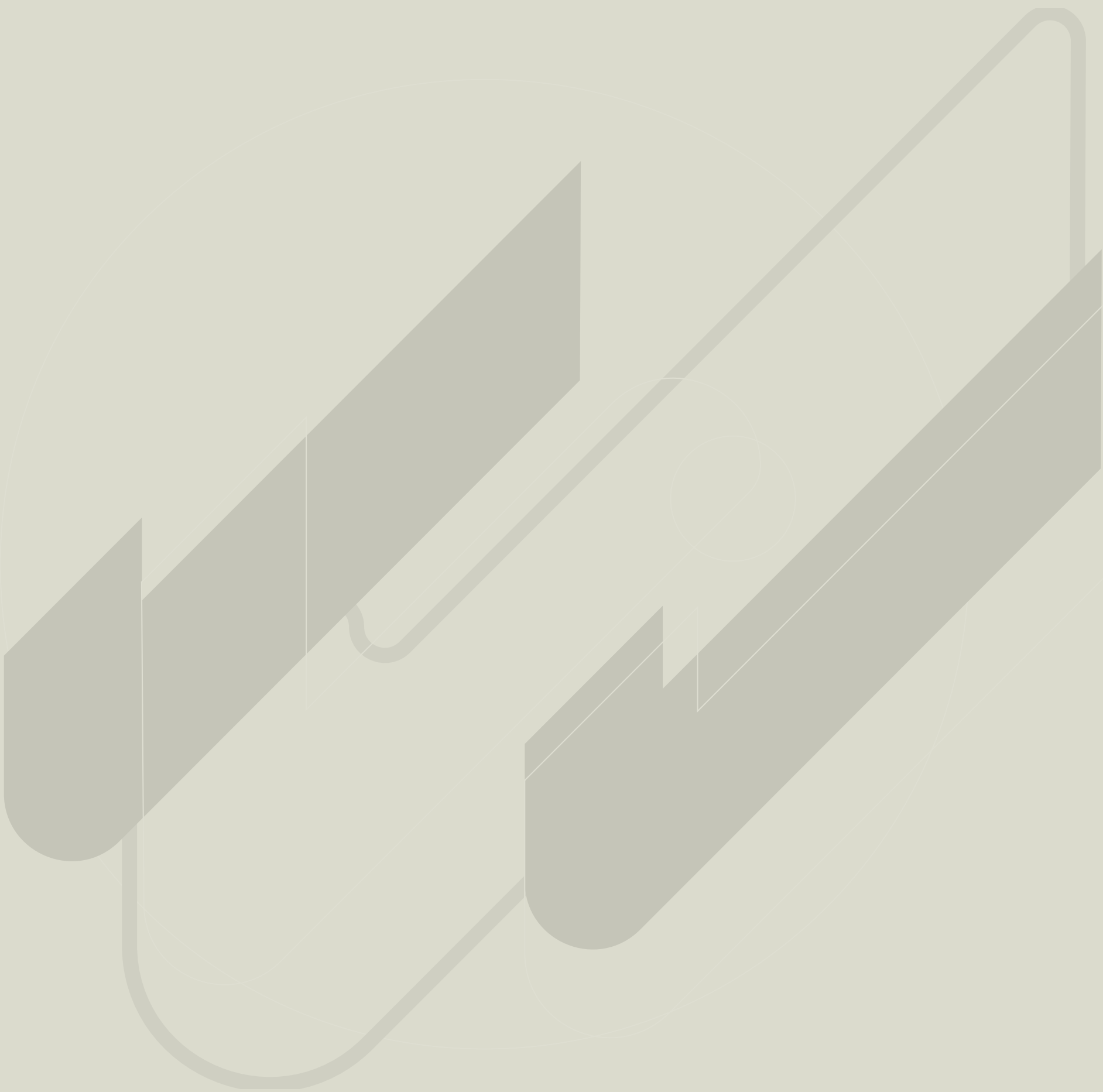
B R A N D

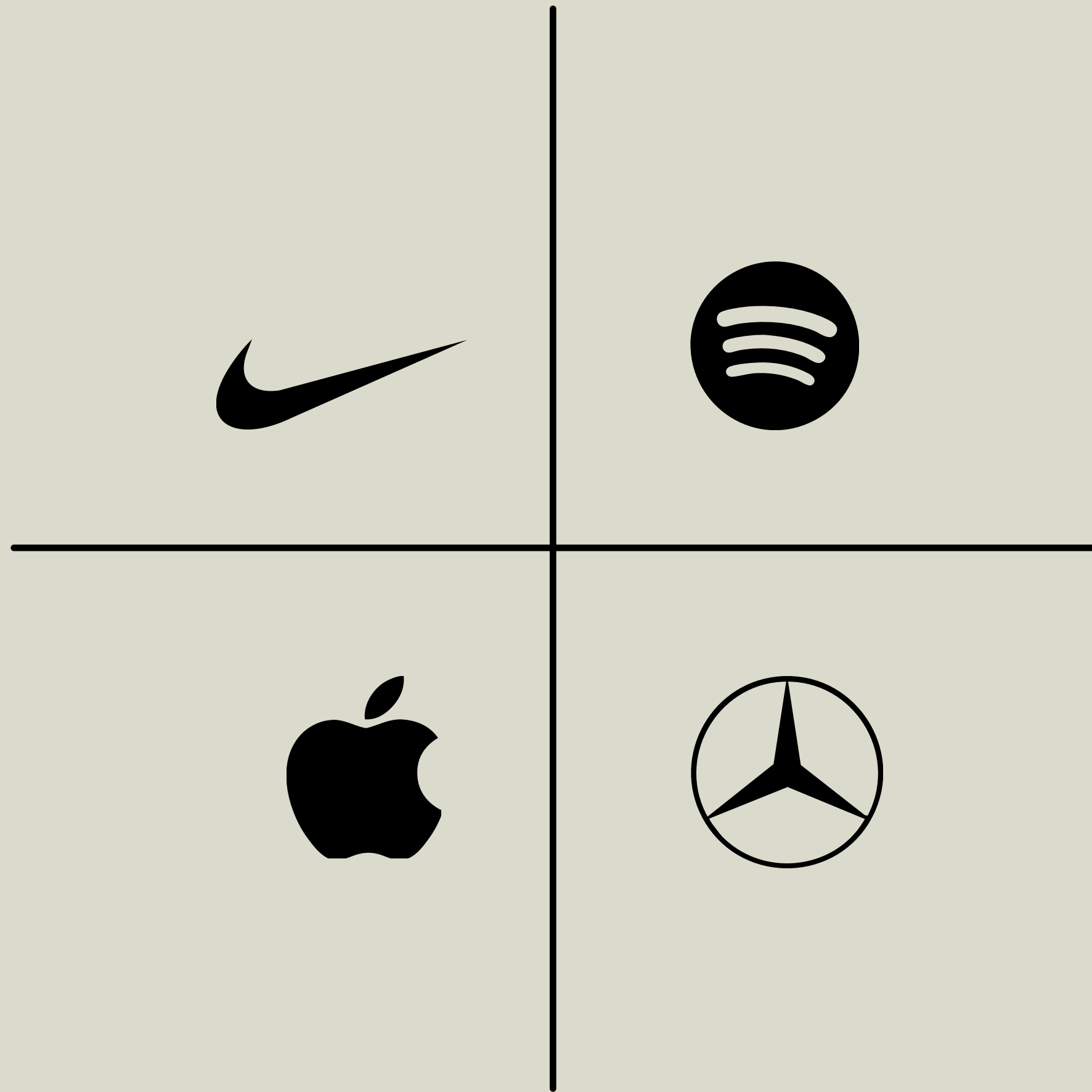
WARRIORS

B R A N D

THIS IS JUST THE BEGINNING OF
SOMETHING BIG.

OVERALL CONTEXT

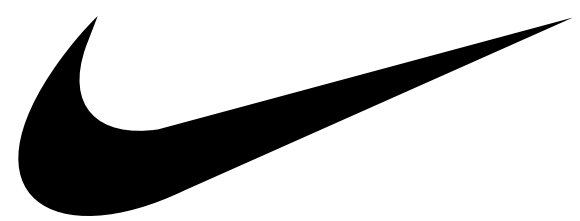


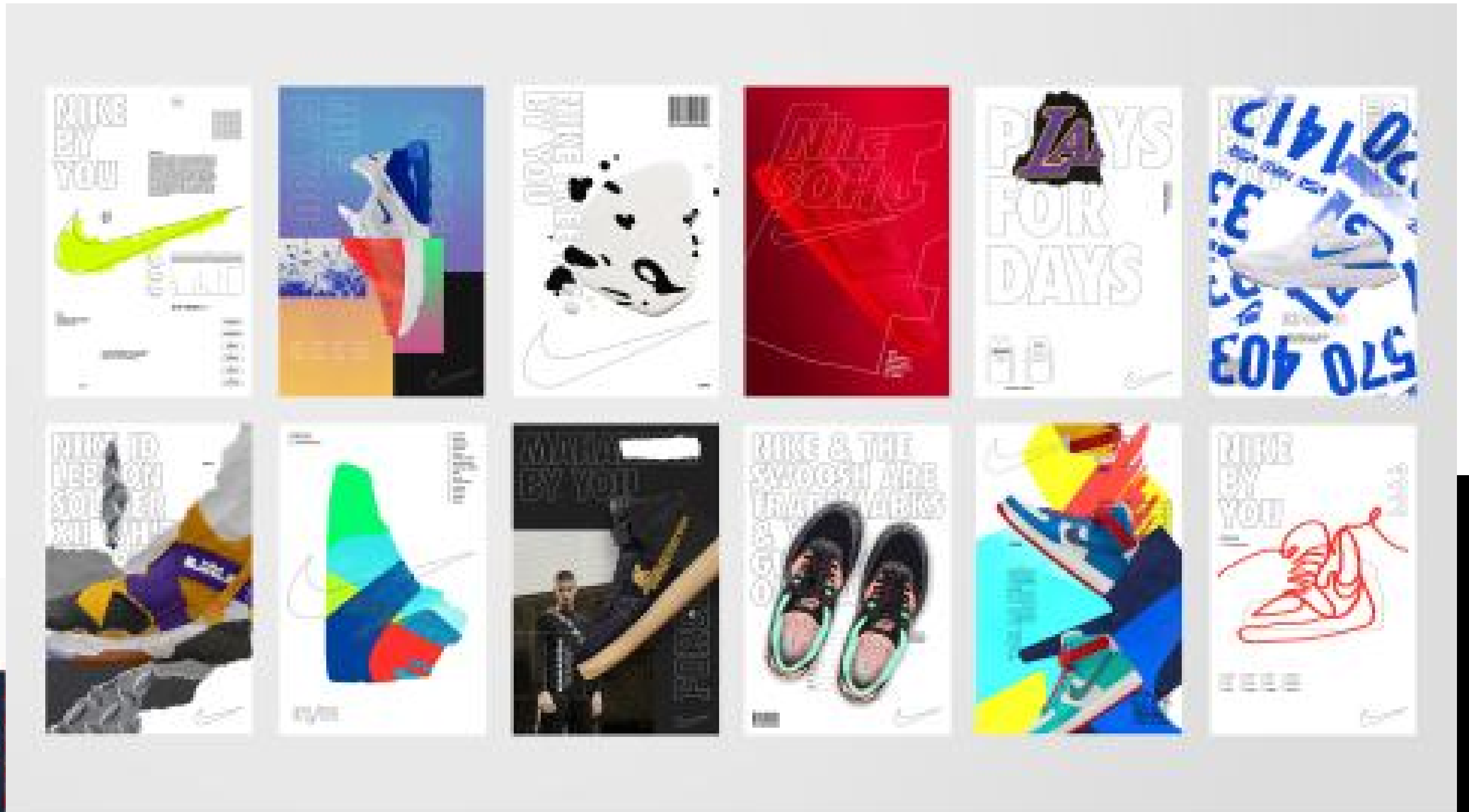


A GOOD SYMBOL IS:

- SIMPLE AND MEMORABLE
- RELEVANT TO THE BRAND
- VERSATILE AND SCALABLE
- TIMELESS
- UNIQUE AND DIFFERENTIABLE
- COLOR-ADAPTABLE

SYMBOL





BRANDS EVOLUTION



1964



1972



1978



1985



Now



1898



1905



1906



1950



1962



1991



1996



2006



2014



Today

WHAT IS WARRIORS?

WARRIORS CORE CONCEPTS

OVERVIEW:

"Warriors is a free, volunteer-led movement that empowers individuals through sports, mindfulness, and community, making well-being accessible to all."

WARRIORS CORE CONCEPTS

Core Values:

- **Community & Inclusion** – Bringing people together, regardless of background, through shared experiences.
 - **Strength & Growth** – Encouraging personal and collective development in both physical and mental health.
 - **Wellbeing & Balance** – Promoting an active lifestyle that integrates movement, AND mindfulness.
 - **Adventure & Exploration** – Engaging with nature and new experiences through outdoor activities.
- **Giving Back & Dedication:** Sustaining impact through volunteer-led initiatives. Ensuring sports and wellness activities remain free and open to all.
 - **Passion:** Driving efforts with enthusiasm and commitment.

WARRIORS TARGET AUDIENCE

Primary Audience:

- **International students/visitors &** – Looking for community, wellbeing, and affordable activities
- **Young professionals & locals** – Interested in fitness, wellbeing, and social connection.
- **Fitness & wellness enthusiasts** – Seeking accessible training and holistic health activities.

Secondary Audience:

- **Volunteers & Coaches** – Passionate individuals looking to give back
- **Partner Organisations & Sponsors** – Businesses and groups aligned with fitness, mental health, and community building. Grants support to improve the offering



‘EMPOWERING PEOPLE THROUGH
MOVEMENT, COMMUNITY, AND
WELLBEING.’

WARRIORS

WARRIORS BRAND ESSENCE

Brand Personality

WARRIORS IS:

- **Energetic & Strong** – Encouraging action and motivation.
- **Supportive & Inclusive** – Open to all, fostering connections.
- **Agile & Dynamic** – Adaptive to different needs and interests.
- **Mindful & Grounded** – Promoting both physical and mental wellbeing.

KEYWORDS \ BRANDING \ MARKETING

STRENGTH, COMMUNITY, SUPPORT, WELLBEING, MOVEMENT, ENERGY, INCLUSIVITY, PASSION, NATURE, GROWTH, FLEXIBILITY, AGILITY, MINDFULNESS, ACTIVE, OUTDOORS

Strength
Agility
Movement
Energy
Bold
Fierce



Strength
Agility
Movement
Energy
Bold
Fierce

FLEXIBILITY
FLUID
WELLBEING
MINDFULNESS

Strength
Agility
Movement
Energy
Bold
Fierce

FLEXIBILITY
FLUID
WELLBEING
MINDFULNESS

COMMUNITY
SUPPORT
INCLUSIVITY
GROWTH

Strength
Agility
Movement
Energy
Bold
Fierce
Inclusivity
Growth

Flexible
Fluid
Mindful

WARRIORS \ BRAND PILLARS

STRENGTH & POWER: STRENGTH, BOLD, FIERCE

MOVEMENT & AGILITY: MOVEMENT, SPEED, FLEXIBILITY

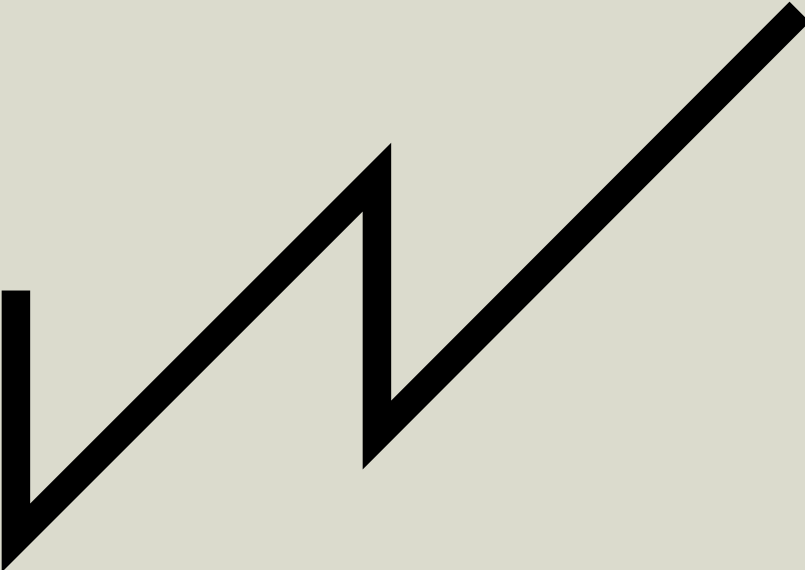
COMMUNITY & CONNECTION: COMMUNITY, SUPPORT, TOGETHER

Community
Support

- SIMPLE AND MEMORABLE
 - RELEVANT TO THE BRAND
 - VERSATILE AND SCALABLE
 - TIMELESS
 - UNIQUE AND DIFFERENTIABLE
 - COLOR-ADAPTABLE
- = GOOD SYMBOL

WARRIORS SYMBOL

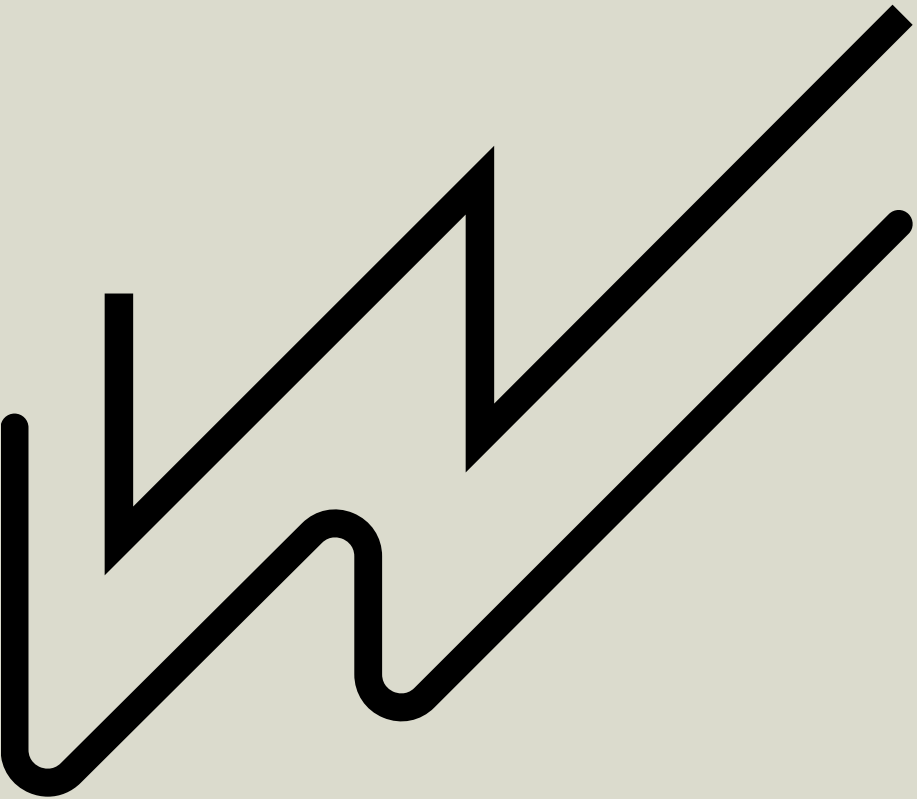
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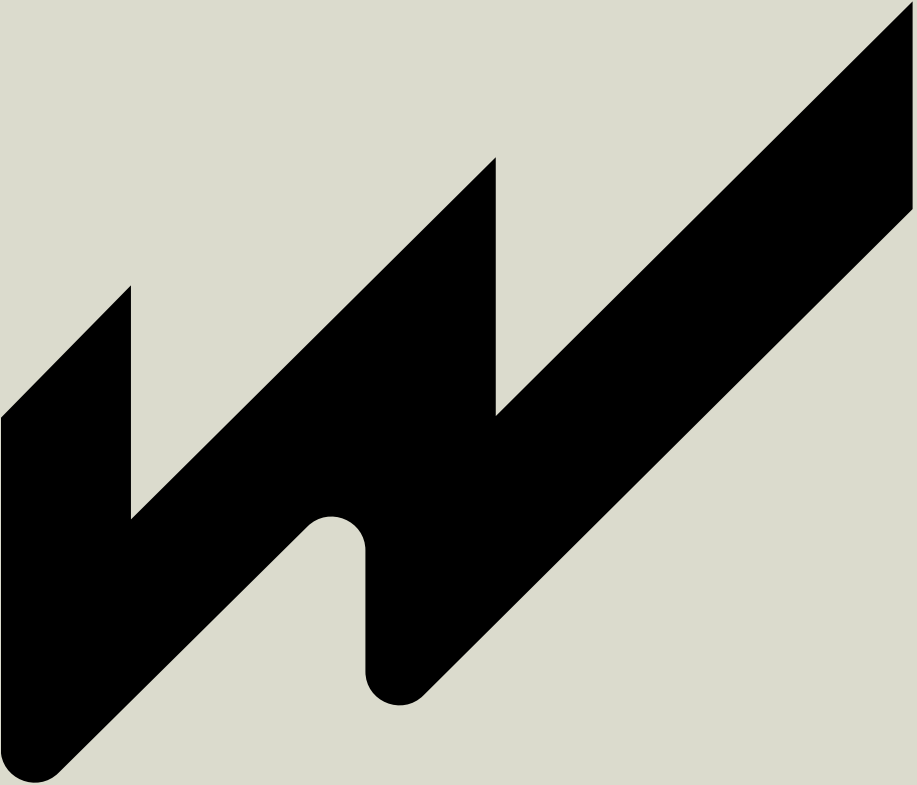
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Bros handshake”

COMBINING A HANDSHAKE AND A ONE-
ARMED HUG, SIGNIFYING CAMARADERIE,
ACCEPTANCE, AND SOLIDARITY

Community Support Inclusivity





Bros handshake”

COMBINING A HANDSHAKE AND A ONE-ARMED HUG, SIGNIFYING **CAMARADERIE, ACCEPTANCE, AND SOLIDARITY**

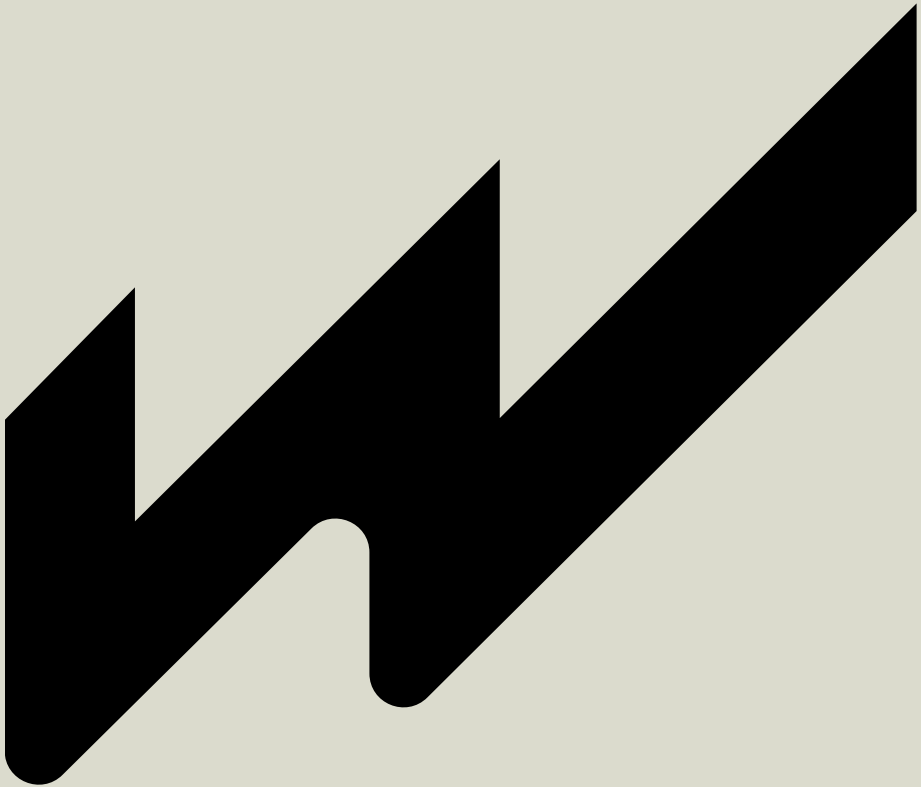
Community Support Inclusivity





WARRIORS SYMBOL

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Movement
Energy
Agility
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TYPEFACE

WARRIORS

Agility
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TAGLINE

“Stronger Together”



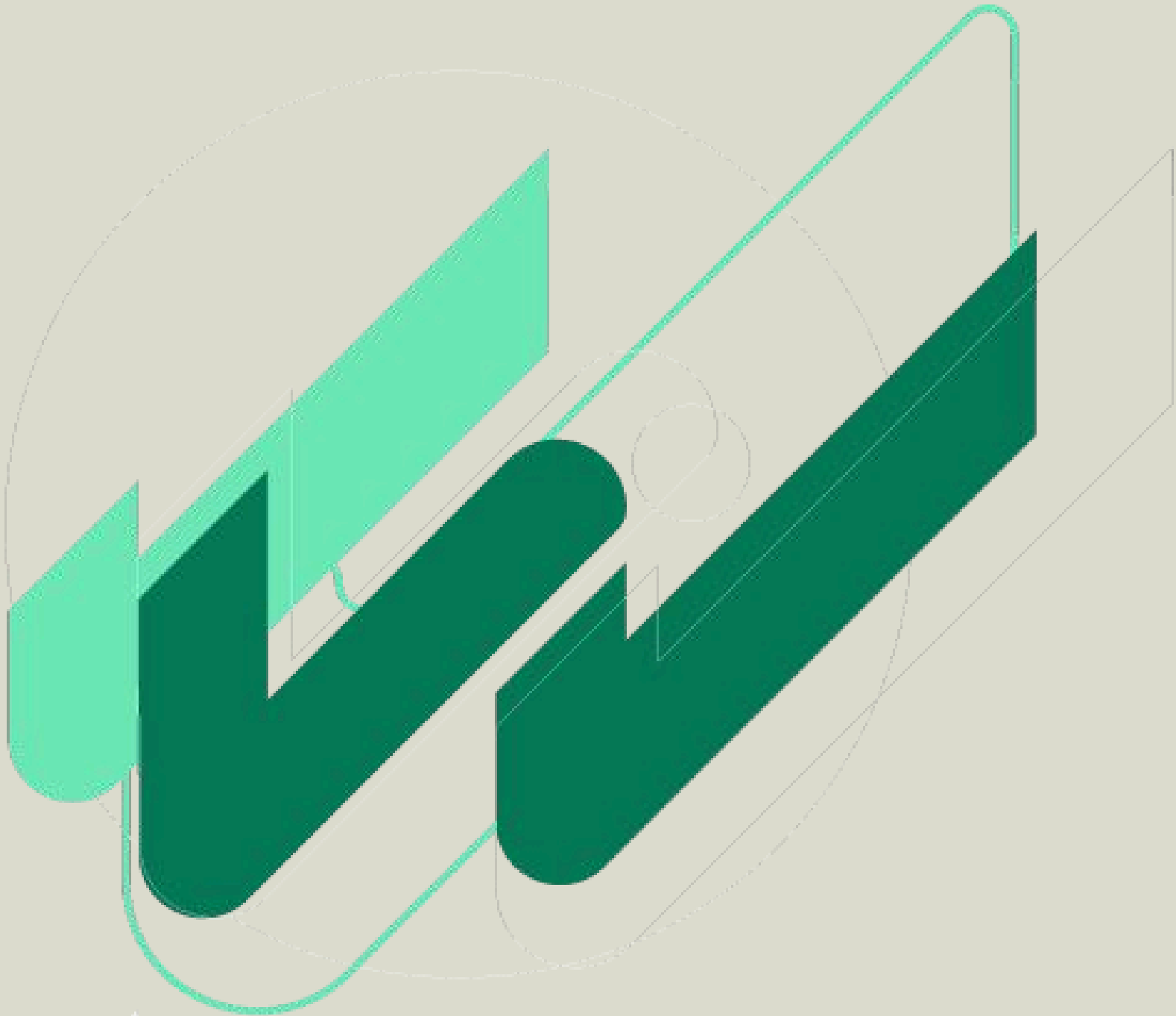


WARRIORS
Stronger together



WARRIORS
Stronger together

KEY VISUAL / STYLE



 *Stronger together*

KEY
VISUAL / STYLE



KEY
VISUAL / STYLE



KEY
VISUAL / STYL





KEY
VISUAL / STYL



KEY
VISUAL / STYLE



KEY
VISUAL / STYLE





 Events

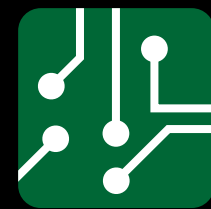


<https://warriorsteam.app/attendance/EVE>



WARRIORS

T E C H



TECH

WARRIORS

A P P



WHAT'S NEXT...