

WARRIORS

# WE ARE WARRIORS

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15/06/2025



WARRIORS VOLUNTEERS

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



WARRIORS VOLUNTEERS

VOLUNTEERS

# WARRIORS

C O R E



VOLUNTEERS

**WARRIORS**  
CORE

# WHAT VOLUNTEERS GAIN

VOLUNTEERS

**WARRIORS**  
CORE

WHAT VOLUNTEERS GAIN

WHAT WE'RE WORKING ON

W E A R E A L L  
V O L U N T E E R S

WARRIORS

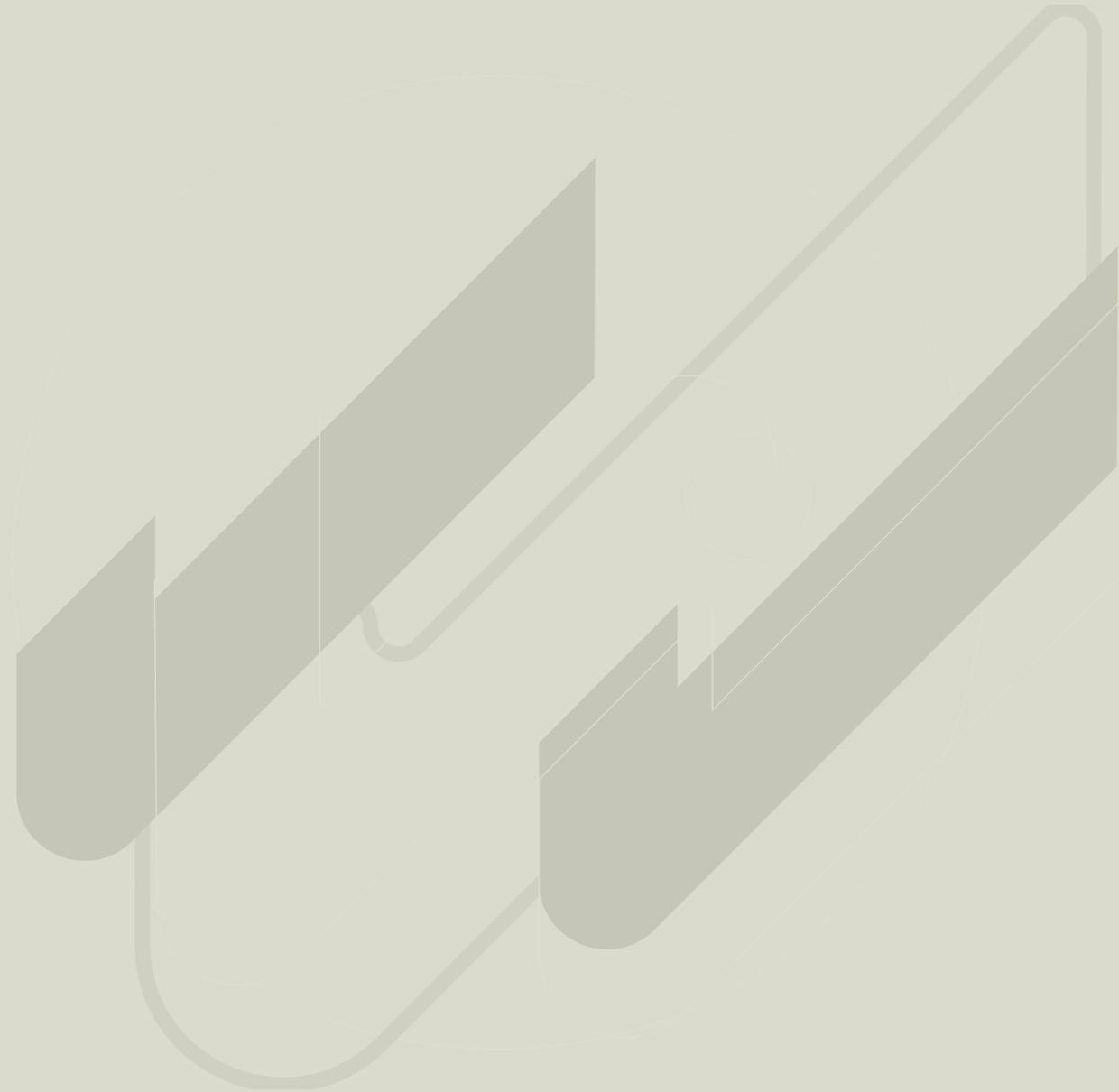
B R A N D

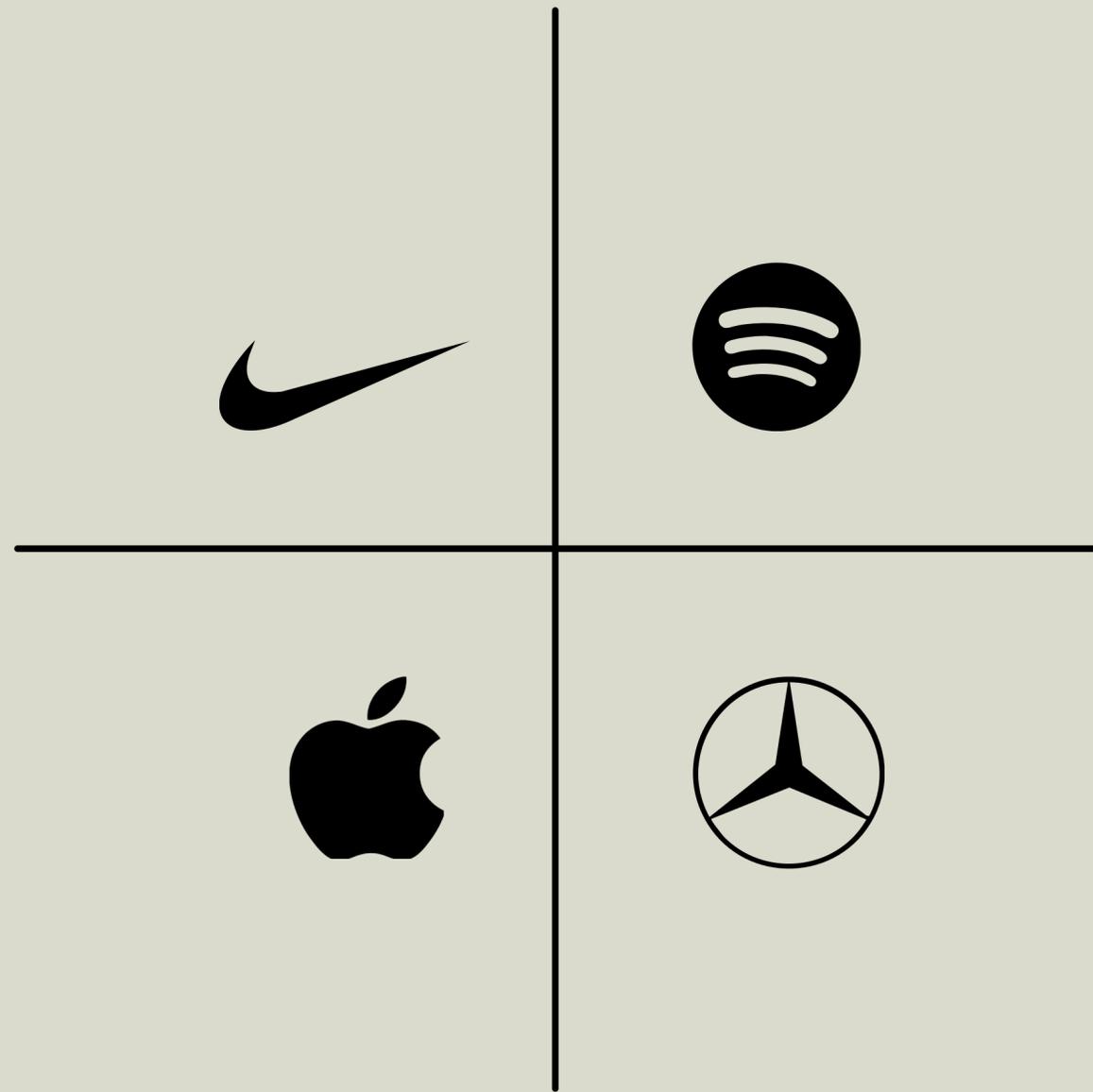
# WARRIORS

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





**TODAY SPEED WILL BE REVEALED**

**YOUR FAST WAITS FOR NO ONE.**

**TRACK AND FIELD**

**ONE**

**FUTURE MOVEMENT**  
OCT 2021 #ISSUE 001

**#BANDTOGETHER**  
Winning on the field or court comes with tremendous effort but winning in life and standing up for what's right takes belief, commitment and sacrifice, and it starts with us.

**#SDWC**

**SDWC**

**FUTURE MOVEMENT**

NIKE BY YOU

NIKE FREE BY YOU

NIKE SOHO

PLAYS FOR DAYS

NIKE BY YOU EXP-AN ID

NIKE ID LEB ON SOLDIER XII VHT

MAHARISHI BY YOU

NIKE & THE SWOOSH ARE TRADEMARKS

AN ICON BUILT BY YOU.

NIKE BY YOU

# BRANDS EVOLUTION



# 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.
- **Giving Back & Dedication:** Sustaining impact through volunteer-led initiatives. Ensuring sports and wellness activities remain free and open to all.
- **Adventure & Exploration** – Engaging with nature and new experiences through outdoor activities.
- **Passion:** Driving efforts with enthusiasm and commitment.

# WARRIORS TARGET AUDIENCE

## Primary Audience:

- **International students &** – 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.



**‘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**  
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**FLEXIBILITY**  
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**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

# WARRIORS SYMBOL

Agility  
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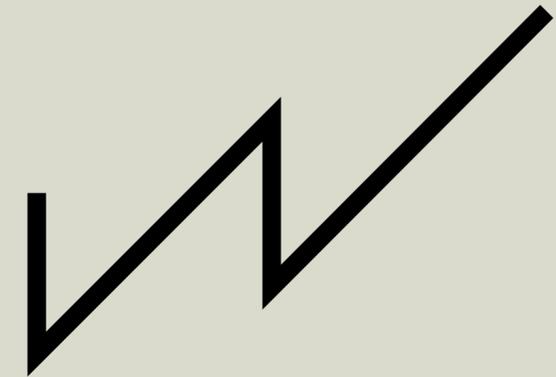
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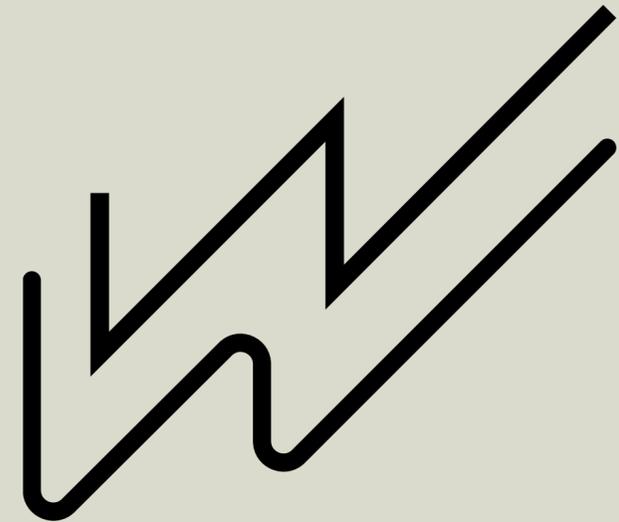
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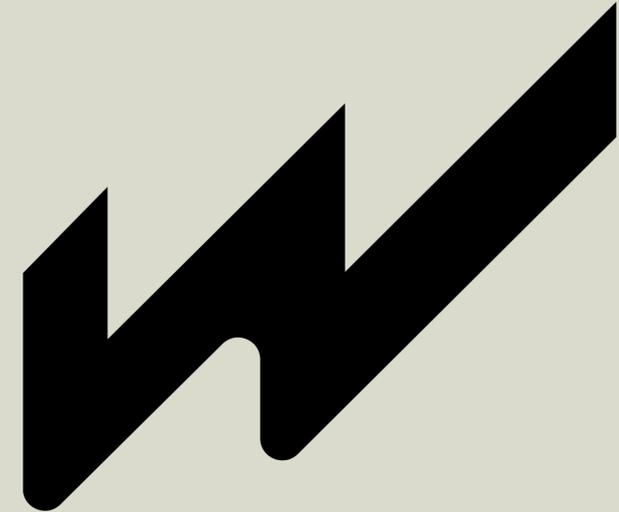
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# Bros handshake”

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

# Community Support Inclusivity





# Bros handshake”

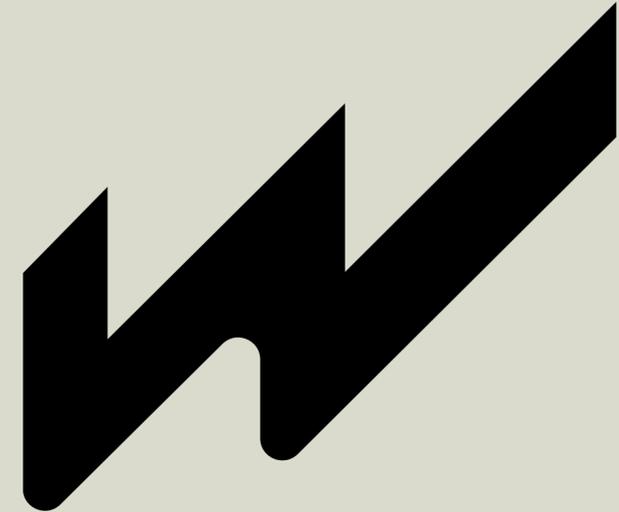
COMBINING A HANDSHAKE AND A ONE-ARMED HUG, SIGNIFYING **CAMARADERIE, ACCEPTANCE, AND SOLIDARITY**

# Community Support Inclusivity





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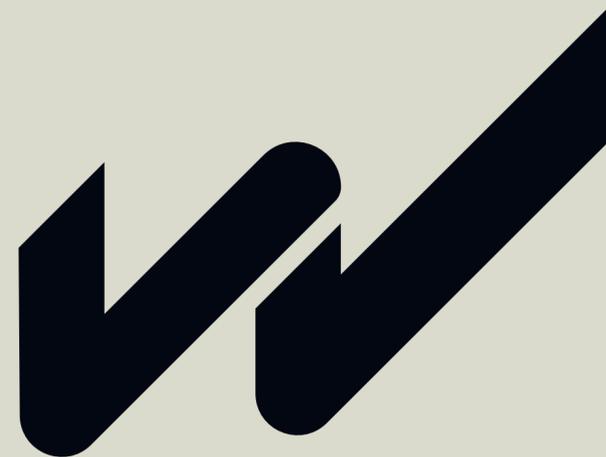


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TYPEFACE

***WARRIORS***

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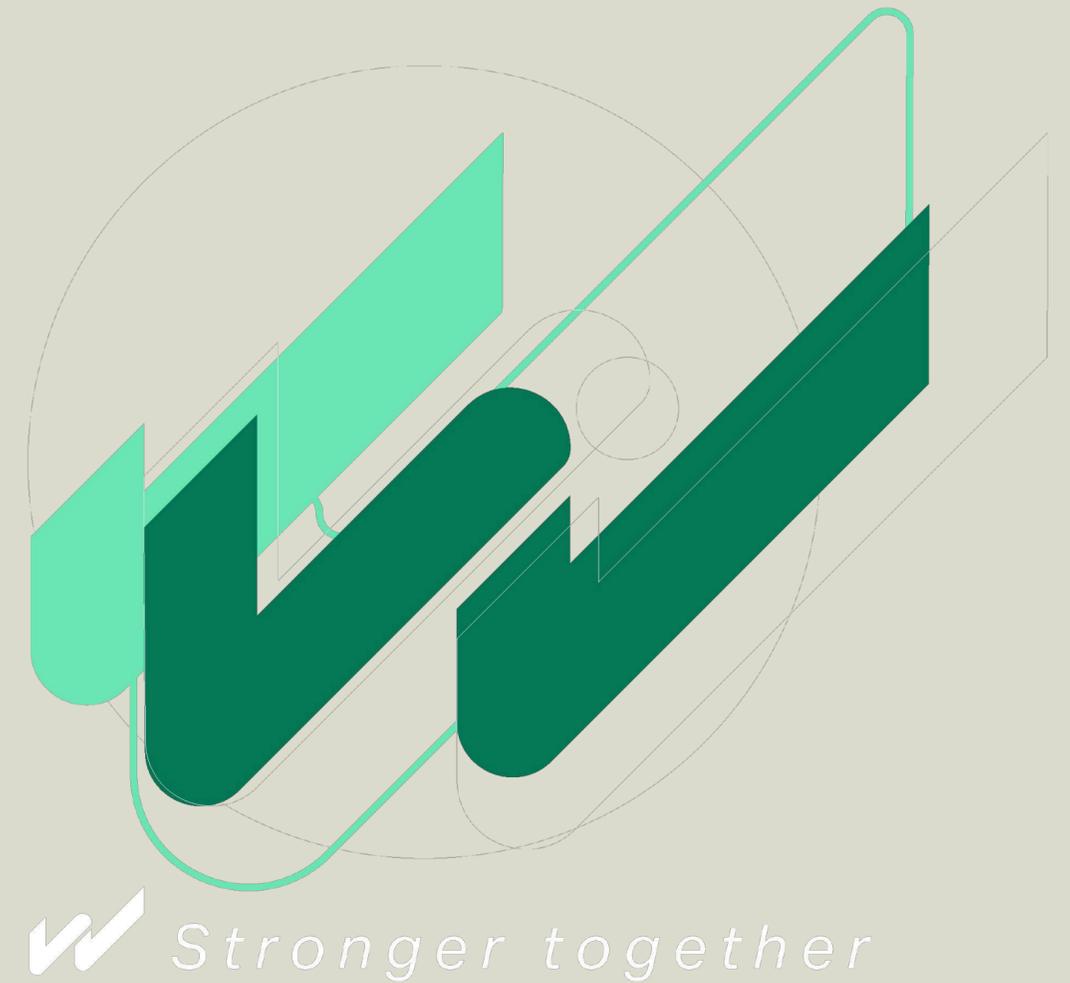
TAGLINE

**“Stronger Together”**



**WARRIORS**  
*Stronger together*

# KEY VISUAL / STYLE



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@warriors\_team\_brisbane

Monday  
**Yoga Class**

**6:30 pm**  
**New Farm Park**  
Next to the Power House

BYO mat

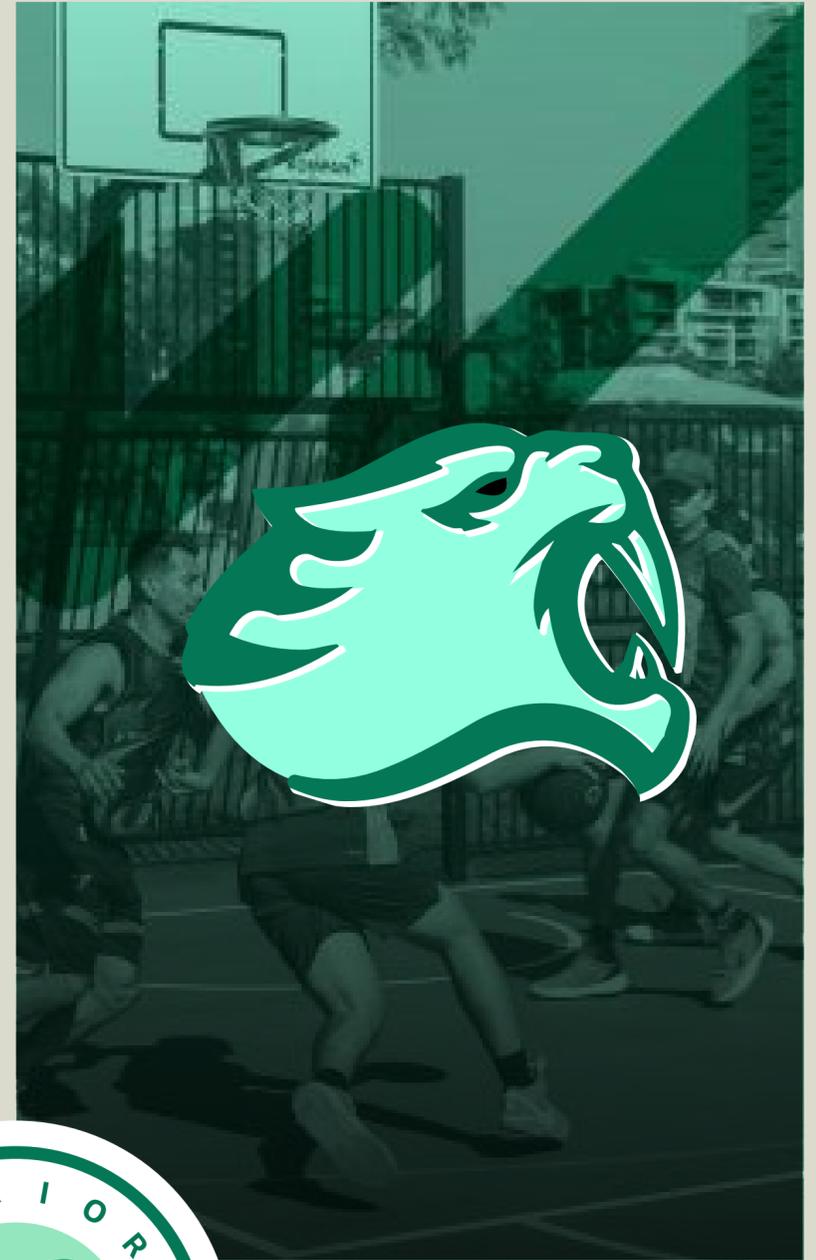




# KEY VISUAL / STYL



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# KEY VISUAL / STYLE





# KEY VISUAL / STYLE



# WARRIORS

T E C H



TECH

# WARRIORS

A P P



# WHAT'S NEXT...



- 🏆 Warriors Team Awards
- 🍷 Warriors Club
- 🧒 Warriors Juniors
- 🧥 Uniforms / Jerseys / Hats on demand

- 📱 Social Media Workshop
- 📱 App v2
- 🎸 Warriors Band
- 📄 DGR Status for donations
- 🎨 Templates / assets and Canva
- + Much More!

Please share your feedback and ideas! 🙏

<https://warriorsteambrisbane.com/survey>

