

Brand Platform

Our Internal Behavior

Our Vision is our Ethos

Human Progress through Seamless Movement

Accessible, seamless transport is a basic human need.

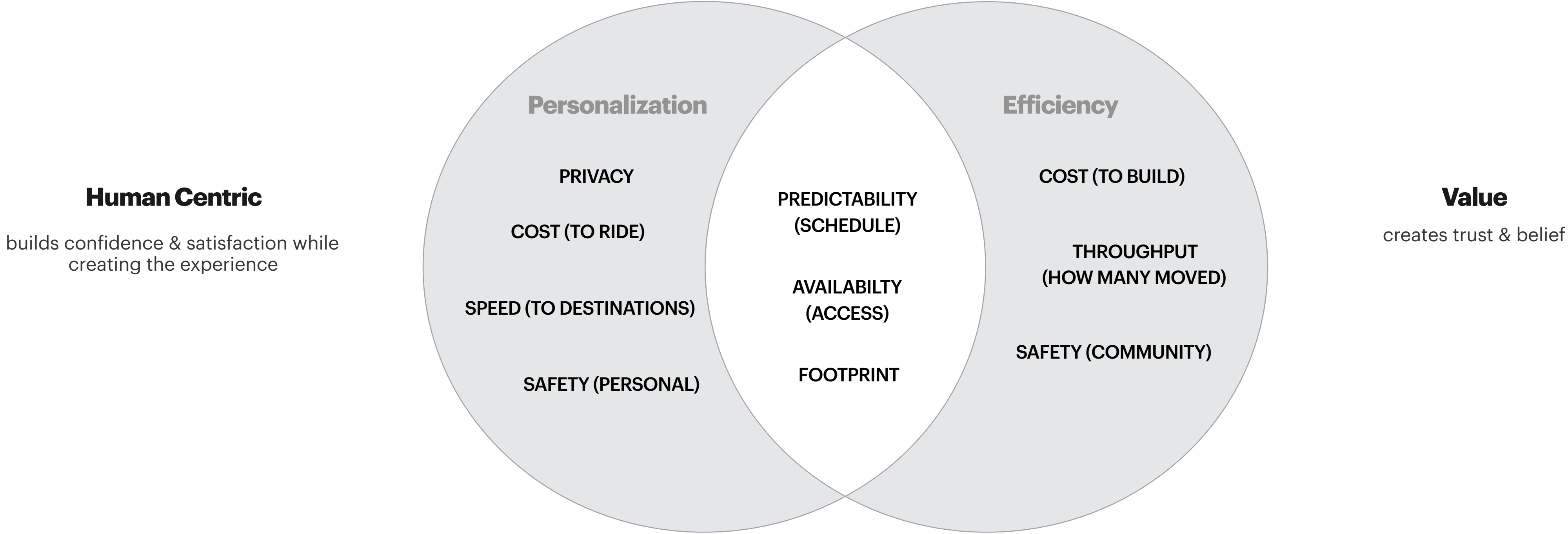
We will lead the future of human mobility, enriching the lives of all people, through the safest, efficient and most responsible ways of moving people.

Orchestrating Progress

We are the future. We are the new. We are all in this together.

Our nature drives us to advance, optimize, and design better ways for the good of all humankind.

Everything we do centers around better
Personalization and **Efficiency**



Our Product - USP

unified

Inspiring Movement
Anything is possible.
Work in harmony.

personal

Always ready
We're human focused.
Our actions are genuine.

Drivers are what motivate us. They enable us to push the Wayfarer brand forward & define our competitive advantage. They become the lens we use to evaluate & make decisions, ensuring success & cohesion

transport

Be on point
Never stand still.
Anticipate the future.

service

Do more with less
Timeless & Distinctive.
We Act. We are courageous.

Our Brand Platform - Internal

Our Vision

INTERNAL

Brand Positioning

INTERNAL

Core Strengths

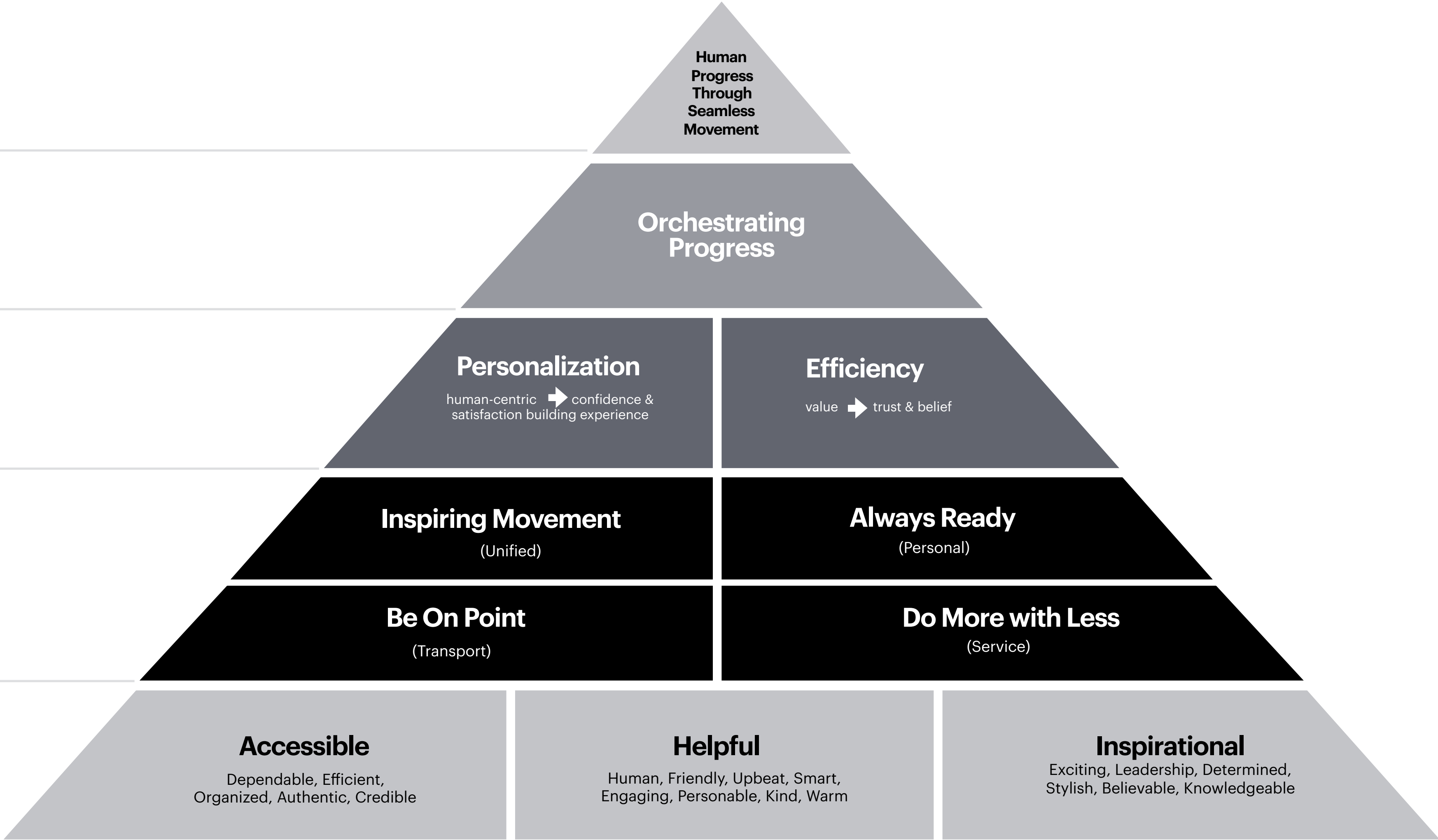
INTERNAL

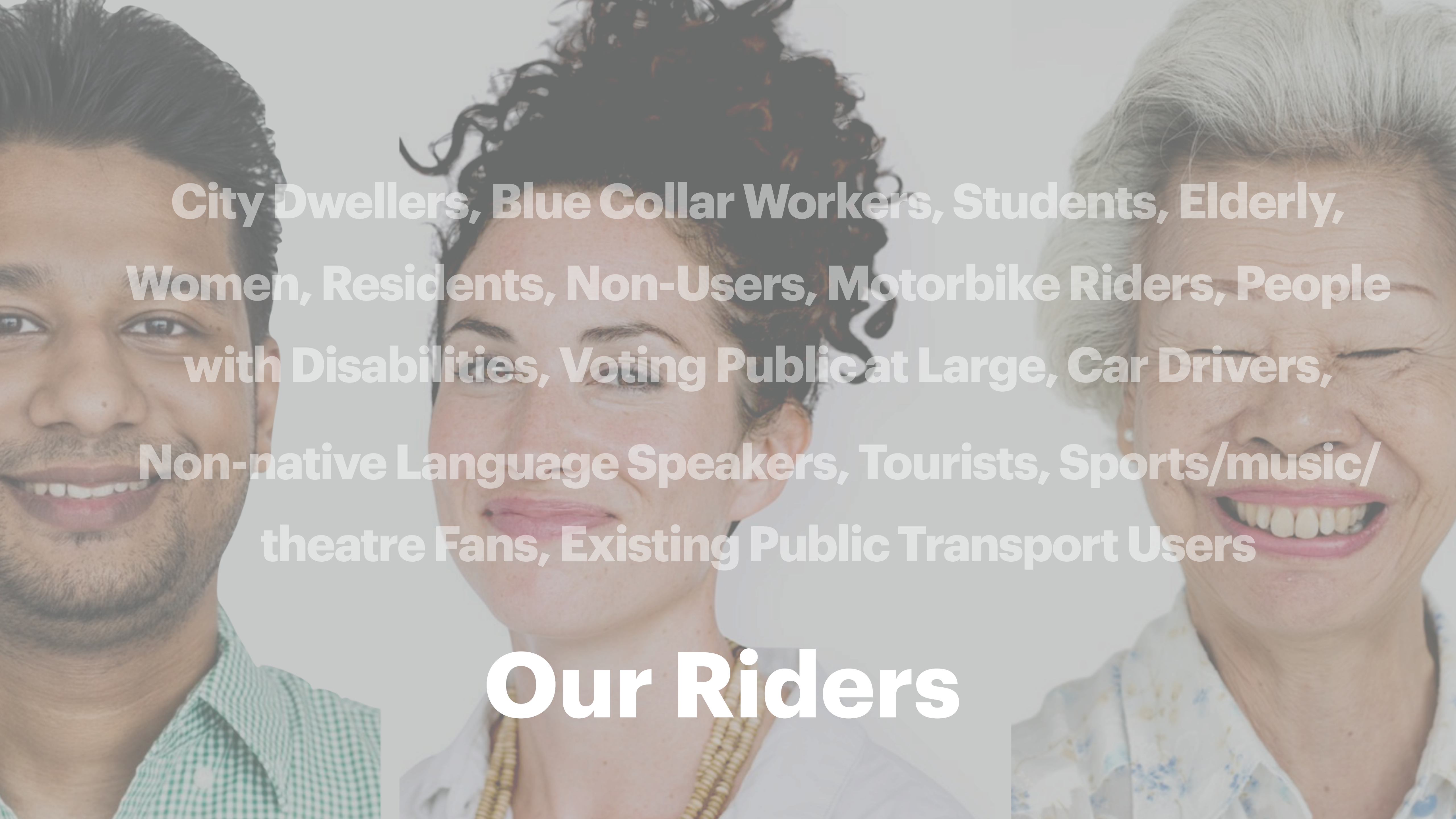
Drivers

INTERNAL

Brand Personality

EXTERNAL



A background image featuring three diverse individuals: a young man with dark hair and a beard on the left, a woman with curly hair in the center, and an elderly woman with white hair on the right. All three are smiling. The image is semi-transparent, allowing the text to be clearly visible.

**City Dwellers, Blue Collar Workers, Students, Elderly,
Women, Residents, Non-Users, Motorbike Riders, People
with Disabilities, Voting Public at Large, Car Drivers,
Non-native Language Speakers, Tourists, Sports/music/
theatre Fans, Existing Public Transport Users**

Our Riders

Rider Mindset

As humans, we have the same basic needs in life. As we grow, it's only when one emotional state is satisfied that we are able to experience more

The mindset & attitude of our riders & insight into their behaviors

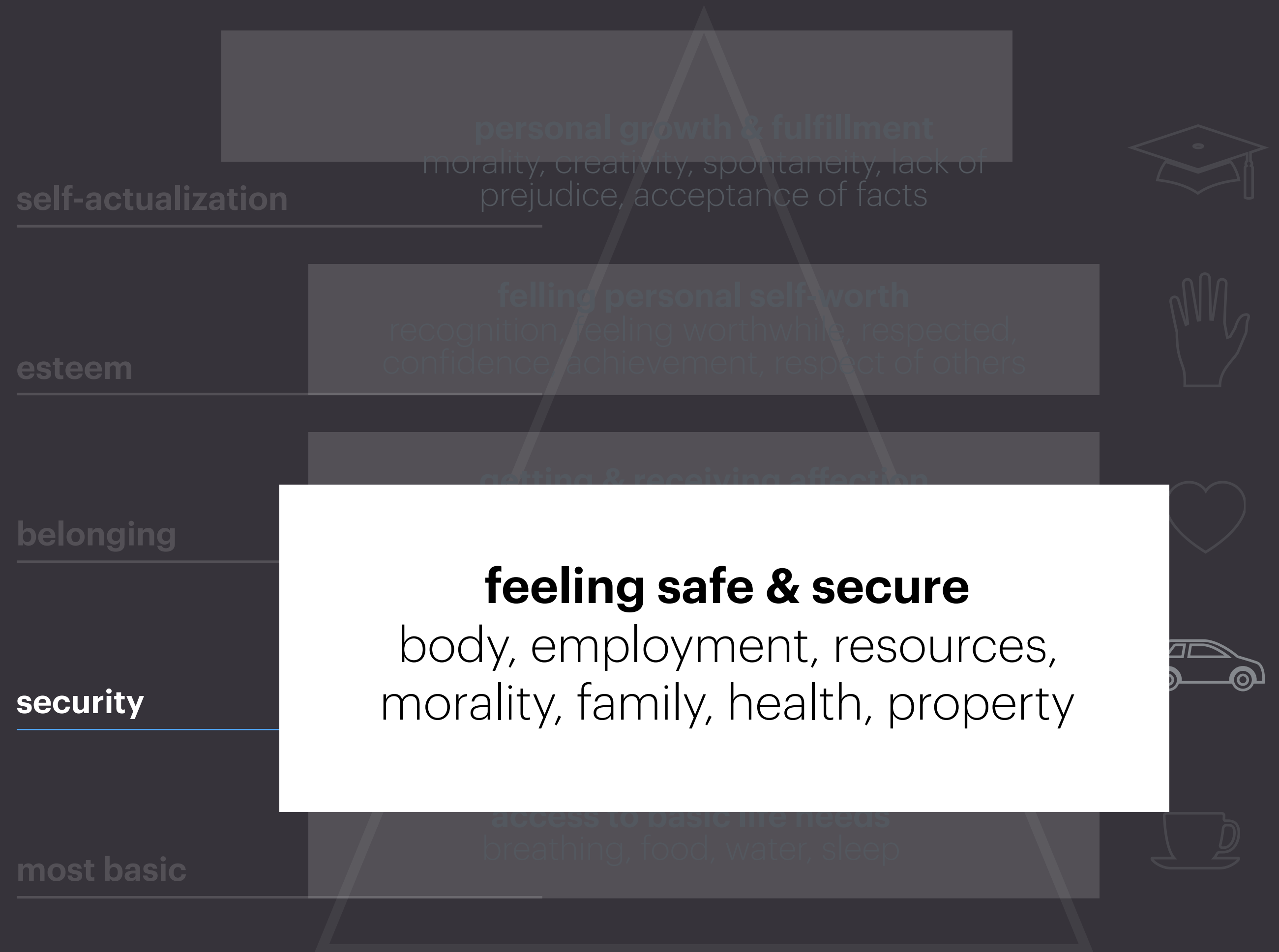


Rider Mindset

The only way we can build trust and loyalty with our riders is by:

- ➔ recognizing and knowing deeply their fundamental needs
- ➔ speaking to them in their language
- ➔ delivering on our promises

The mindset & attitude of our riders & insight into their behaviors



Voice & Tone

Voice & Tone

Our Voice

the **impression** we give how our personality comes through

Our Tone

how we make people to **feel** by the language we choose

How will we reach them?

Be human

Our riders want to be inspired by experiences that are enjoyable across all senses. Our services go beyond transportation & always include a human touch.

Look for ways to connect

We find opportunities to relate and inspire. We gain the trust of our rider by showing them we are thoughtful and ambitious in our mission striving to make an emotional connection by sharing our greater purpose.

Make it effortless

Our riders value their personal time and want to save it, so things that work faster and smarter will free them to focus on the more important things in life. They look for signals that our solutions provide meaningful improvements. They gravitate clarity and guesswork is frustrating for them.

Our Brand Platform - Internal

Who We Are	We're a Unified Personal Transport Service offering a simpler, intimate way for all people to move from point to point. Our orchestrated systems provide certainty of movement for all.		
Why Do We Do It	Accessible, seamless transport is a basic human need so we're building efficient, personal ways for all people to move through life & regain control over their time.		
Who We Do It For	We're streamlining movement for riders, businesses and communities – because when we all move in harmony everyones lives get better.		
Our Values	economical	cooperative	ambitious
Our Principles	adaptable	public-spirited	purposeful
Our Voice	helpful	accessible	inspirational



Accessible means:

We're straightforward

We Say What We Mean

We go out of our way to make everyone feel included. That means we're easy to talk to and only give information that's clear and user-friendly.

We're Sincere

We strive to be honorable in all of our interactions. So we let people get to know us by opening up. We know that shows we're trustworthy and credible.

We're Not

verbose, wishy-washy, impulsive, timid, showy, flashy, stubborn, tactless, pretentious

Helpful means:

We're friendly

We're Upbeat

What we're creating is exciting and we want people to see that. We know every interaction matters, so we make sure we're enjoyable and easy to talk to.

We're Engaging & Curious

Personal interaction defines who we are. We go out of our way to know our people and make everyone feel comfortable and understood. We know the little things make the biggest impact.

We're Not

dramatic, pushy, overconfident, excessive, hyper, comical, amusing, bubbly, super-competitive, faux-human





Inspirational means:

We're motivational

We're Empowering

Our tools will help improve the quality of life for all people so we make sure our brand always makes people feel capable and confident.

We're Believable

We like to share our point-of-view in a way that shows where our thinking comes from because sharing our ideas helps people understand and trust us.

We're Not

trendy, lazy, laid-back, frivolous, unhelpful, impatient, fanatical, argumentative

Key Messages **Riders**



**We simplify how
you get around
because life's too
important to miss**

**Life has enough challenges.
Getting where you want to go
doesn't have to be one of them.**

Switch up your commute with a
safer, faster, and more enjoyable
way to get around.

Key Messages

For Riders

	INTERNAL		EXTERNAL
	Message		To Riders
EFFICIENCY	Do more with less	➡	Straightforward and easier than ever
SAFETY	We utilize continuous flow resulting in higher through put.	➡	Our unique co-working pods navigate the best way to get you there in a flash
PERSONAL EXP.	We're low impact and using existing infrastructure in a way that has never been done.	➡	Unlike other autonomous vehicles, our clever glide-ways work on existing footpaths and structures to reduce the number of cars on the roads.

Key Messages

For Riders

MESSAGES	INTERNAL		EXTERNAL	
	Message		To Riders	
EFFICIENCY	Human Progress through Seamless Movement	➡	We simplify getting around because life's too important to miss	
SAFETY	We're human focused.	➡	We're ready when you are. Wayfarer takes you where life is going	
PERSONAL EXPERIENCE	We are a personalized experience with quiet technology	➡	We're a super smooth, personal ride that will make your commute go by in a flash. Our pint-sized pods are fully loaded. Complete with all the little things people really care about.	

Website Structure Homepage				
SECTION TITLE in order of appearance on page	SECTION PURPOSE	SECTION COPY		
		Headline	Subhead	Body Copy
Intro Statement	summarize what we're doing differently	We simplify how you get around, because life's too important to miss	Life has enough challenges. Getting where you want to go doesn't have to be one of them. At Wayfarer, we're challenging the daily routine because we're confident when everyone's moving safer, quicker and more affordably, we'll all be heading in the right direction.	(none)
Introduce the Pod	show render of the individual pods and the ability to label different features	Meet the Glyds	We're straight from the future	A super smooth, personal ride that will make your commute go by in a flash. Our pint-sized pods are fully loaded. Complete with all the little things people really care about. Here's the lowdown.
Pod Features	highlight unique features describe related benefits	Standout Features	We're fully loaded with extras to improve your daily ride	(features to come from client but should be designed in a way that shows the benefit of each) Made up example: Top-Rated Security Cameras Keep you and your family safe no matter where you're headed
Introduce the Fleet	show render of the fleet working together	Meet the Fleet	Our zippy, co-working crew gets you there in a flash	We occupy existing footpaths and infrastructure with our clever glide-ways, so we help reduce the number of cars on the roads. Once you're picked up individual units link up
Safety Features	highlight unique features describe related benefits	Safety first	Our focus is keeping you safe. Let's jump in	The Lab Lowdown (features to come from client but should be designed in a way that shows the benefit of each) Made up example: Top-Rated Security Cameras Keep you and your family safe no matter where you're headed
Introduce the System how the algorithm works & the user experience	Illustrate linearly how system works: app > fleet control > modal integration > mobility service >	How it works	Straightforward & easier than ever	Whip out your mobile device and all you have to do is call up a pod and you're ready to go. Yes, they come to you! (Show it works step by step - we need to know from the client which areas to highlight)
Contact	contact us to discuss how it fits your needs	Ready when you are	Learn how Wayfarer can work for you. Reach out and meet our team today	Let's get moving (button)
In the details	for PR - highlight relevant metrics & details with link to download spec sheet	On the hunt for more?	If you're like us, you need the details. You're on the right track. Here's your cheat sheet (its one super smart system.)	Download (button) (image of download, spec sheet)

Branding Refinements and Feedback

Travel Light

Slowing down time is your new superpower
Confidence you'll always grab window seat

FOCUS:
USING THE SERVICE
.....
MESSAGE:
PERSONAL AGENCY THROUGH
CERTAINTY OF RIDE
.....
LOOK & FEEL
FUNCTIONAL
.....

INSPIRATION WORDS

- Off the beaten track
- Sojourn
- Relax
- take it easy
- passage
- route
- locomotion
- movement
- voyage
- travel
- transport
- transit
- path
- way
- right-way
- trip
- tour
- range
- way
- common
- shared
- glideways

Naming

Goals: meaningful, distinctive, future-oriented, modular, protectable, positive, visual

GLYDWAYS

glydways

GLYDWAYS

GLYDWAYS

glydways

GLYDWAYS

Travel Light

Certainty & Ease / Functional

Slowing down time is your new superpower

glyd
glydways
glideway motors
waycar
woosh
jaunt
o-car
auton

glyders
autoglyd
glydlink
glyd-n-go
glydstops

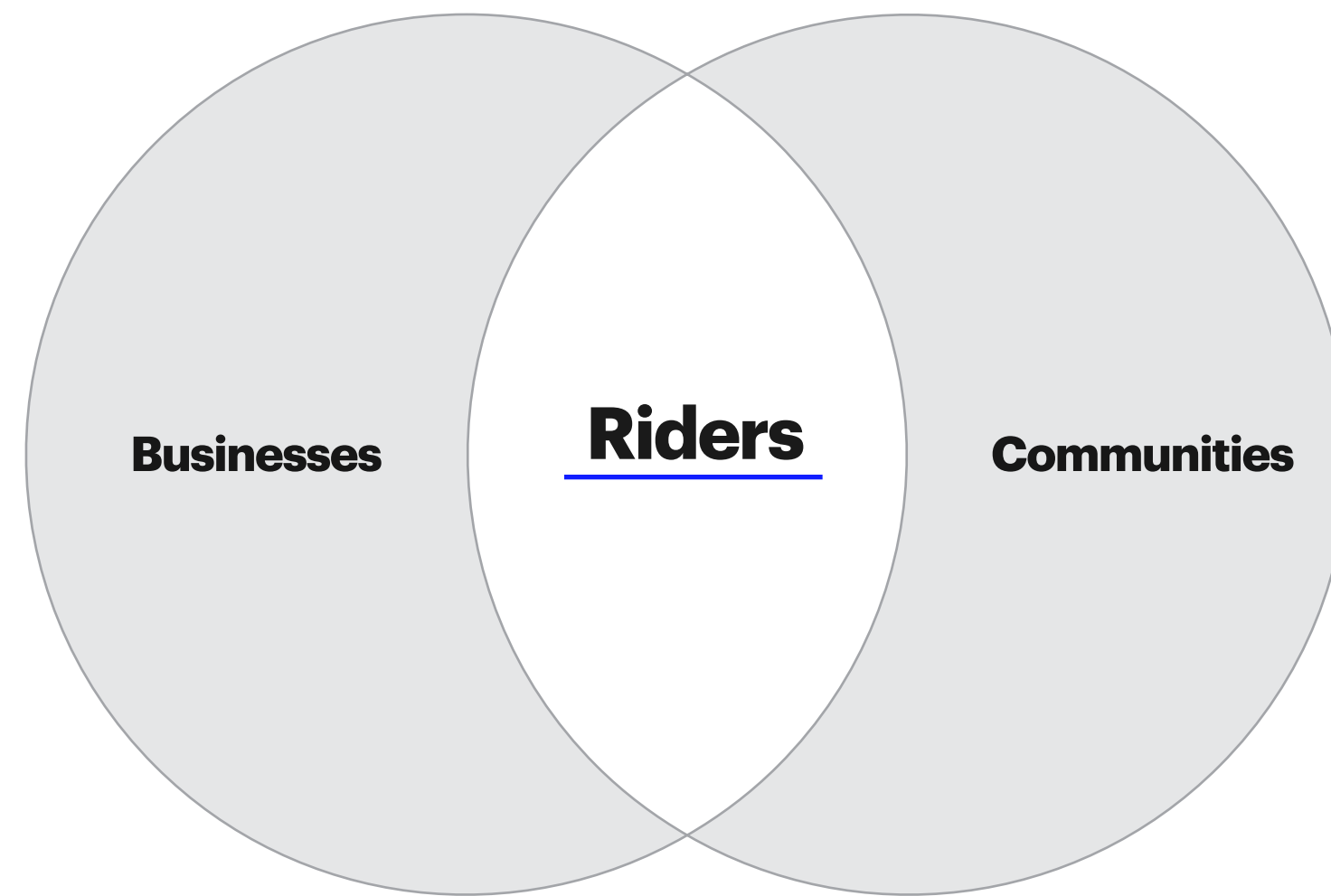
Naming & Themes

Goals: meaningful, distinctive, future-oriented, modular, protectable, positive, visual

Sidekick	Retreat	Travel Light
Useful Tool / Utilitarian	Freedom & Fun Inside / Experience	Certainty & Ease / Functional
It's like having your own personal assistant	Confidence you'll always grab windowseat	Slowing down time is your new superpower
unigo gofor linkus linkway	hailie vamoov joiride caride sojourn	glyd glydways glideway motors waycar woosh jaunt o-car auton

Appendix - Brand Platform

Our Core Capabilities & Foundational Focus



Riders are the primary beneficiaries of our service.
Fixing their commute will improve **Businesses & Communities.**
Our brand must speak directly to them.

The Problem

Current clogged systems of gridlock, accidents & bottlenecks result in unpredictability and inefficient movement – trapping our personal-time and **destroying our quality of life.**

Who Are We & What Do We Do

We have an opportunity to claim and create our own category & vocabulary, let's embrace it.

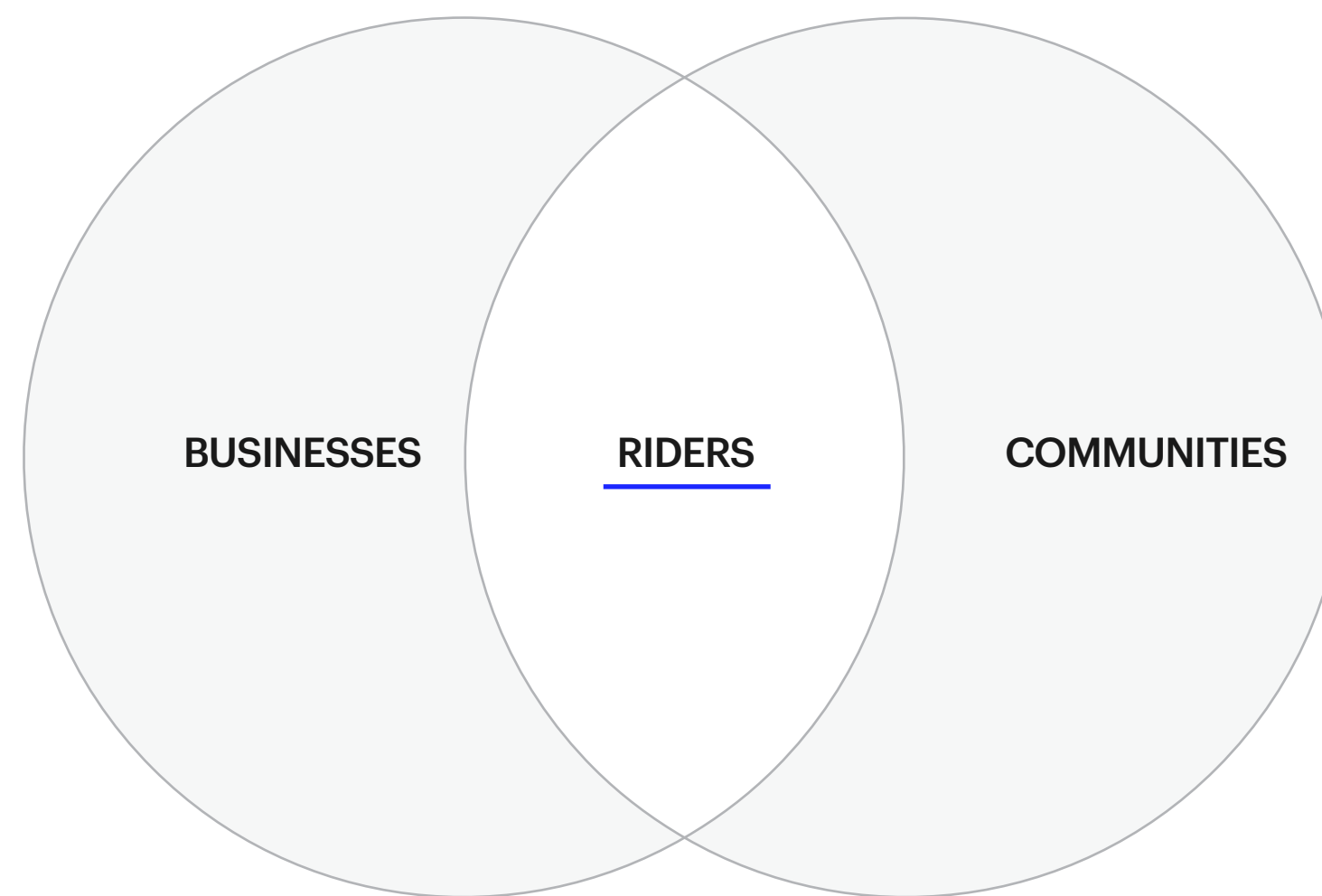
We must make a bold statement because we are requiring bold change to move forward.

We're a **Unified Personal Transport Service** offering a simpler, intimate way for all people to move from point to point.

Our orchestrated systems provide certainty of movement for all.

Who We Do It For

We're streamlining movement for riders, businesses and communities –
because when we all move in harmony
everyones lives get better.



Why Do We Do It?

Accessible, seamless transport is a basic human need so we're building efficient, personal ways for all people **to move through life & regain control over their time.**

**Brand
Attributes**

These characteristics represent the essence of our brand & identify tangible physical characteristics and personality traits that will bring our brand to life.

Values

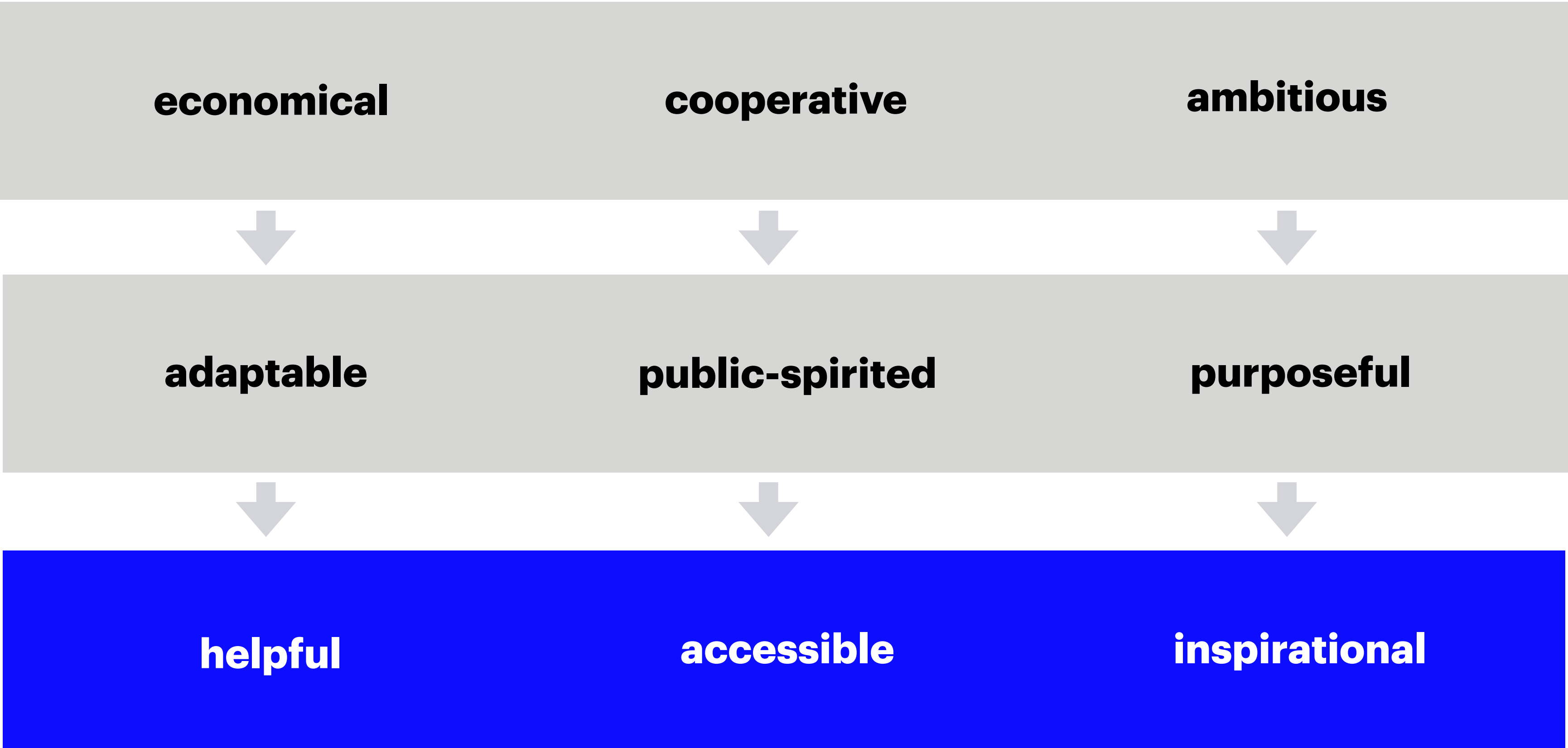
Behavior creates our Principles

Principles

Beliefs governing our behavior based upon our values

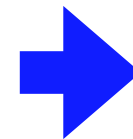
Voice

Our Values & Principles work together to determine how we engage



Our Voice

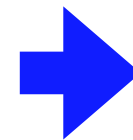
economical
adaptive
helpful



Helpful is **optimistic & happy**

Our riders want to be inspired by experiences that are enjoyable across all senses. Our service goes beyond transportation & includes ambiance with a human touch.

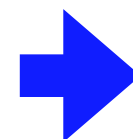
cooperative
public-spirited
accessible



Accessible is **easy to understand**

Our riders need an immediate effect. They look for signals that solutions will provide meaningful improvements to their life without exceptional effort. They gravitate to clarity and guesswork is frustrating for them.

ambitious
purposeful
Inspirational



Inspiration **makes a connection**

Where possible, we inspire. We need to gain the trust of our riders and showing them we are thoughtful and ambitious in our mission will not only build trust but hopefully make an emotional connection with our greater purpose in the eyes of the rider/viewer.

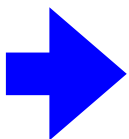
Tone of Voice

VOICE CHARACTERISTIC	DESCRIPTION	DO	DONT
ACCESSIBLE	Your time is important, so our products are straightforward and easier than ever to use	<ul style="list-style-type: none">➔ Be direct➔ Own any issues or mistakes and show how you will address them.➔ Stick to your word➔ Say what you mean	<ul style="list-style-type: none">➔ Use Jargon➔ Use too much slang or obscure references➔ Lose sight of the core audience and message
HELPFUL	We improve how you get around (insert technical details here) because life's too important to miss	<ul style="list-style-type: none">➔ Use strong verbs➔ Offer assistance➔ Be honest & reassuring➔ Take time to explain details➔ Be articulate➔ Be a problem solver	<ul style="list-style-type: none">➔ Sound generic or cliché➔ Overload with unnecessary technicalities➔ Overcomplicate simple processes
MOTIVATIONAL	We're dreaming up the next best thing in transportation. As a team we're leading the charge with useful ideas we can all get behind.	<ul style="list-style-type: none">➔ Express yourself with enthusiasm➔ Use as a way to connect➔ Use as a way to keep people updated with technology➔ Champion Innovation & Think Big➔ Lead by example	<ul style="list-style-type: none">➔ Be too casual or overly friendly or obscure➔ Overpromise➔ Oversell our product's capabilities➔ Use a passive voice or neutral tone

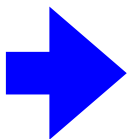
Our Tone

INTERNALLY WE SAY

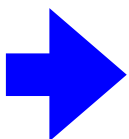
THROUGHPUT



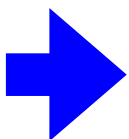
PASSENGER EXPERIENCE



ON-DEMAND



NETWORK EFFECT



At Wayfarer we're here to create big change. We're leaders in our field, but externally we use language that's human because we're accessible.

TO OUR CUSTOMERS WE SAY

We get tons of people where they need to be fast.

We make sure your ride is enjoyable.

We're always in the right place at the right time.

Working together we can make the world better.

Wherever possible we use direct language and avoid intellectual words when there is a clearer, emotional replacement.

Voice & Messaging Example

Rider vs. Communities

MESSAGES	Riders		Communities
EFFICIENCY	I can depend on Wayfarer to get me where I need to be exactly when I need to be there for the cost of a bus ticket.	➡	Wayfarer helps us move a lot of people safely while cutting costs.
SAFETY	I have peace-of-mind that my family and I are safe when we take Wayfarer.	➡	Wayfarer helps us build safety into our community by controlling placement of the system to reduce accidents.
PERSONAL EXP.	When I take Wayfarer I know I can depend on it to get me where I need to be on-time comfortably.	➡	Our Wayfarer-enabled city is highly sought after—the accessibility it brings us has improved business & jobs. Plus its quiet with a small footprint.

TONE OF VOICE: FRIENDLY, ACCESSIBLE, RELIABLE

Rider Mindset Beliefs

The mindset & attitude of our riders & insight into their behaviors

Driven by their fundamental need to feel a sense of belonging, our riders believe everyone matters equally regardless of age, ethnicity or creed.

They want to be a part of a tribe, yet quietly fit in. They easily see through pretense and artifice. They respect “real” brands who seek to do the right thing and are down-to-earth.

They are focused on the basic routines of life so they respond to practical, useful ideas that can solve actual problems they face. When they find a brand they love they are fiercely loyal and supportive.

Our Platform

Who We Are	We're a Unified Personal Transport Service offering a simpler, intimate way for all people to move from point to point. Our orchestrated systems provide certainty of movement for all.		
Why Do We Do It	Accessible, seamless transport is a basic human need so we're building efficient, personal ways for all people to move through life & regain control over their time.		
Who We Do It For	We're streamlining movement for riders, businesses and communities – because when we all move in harmony everyone's lives get better.		
Our Values	economical	cooperative	ambitious
Our Principles	adaptable	public-spirited	purposeful
Our Voice	helpful	accessible	inspirational

Thank You