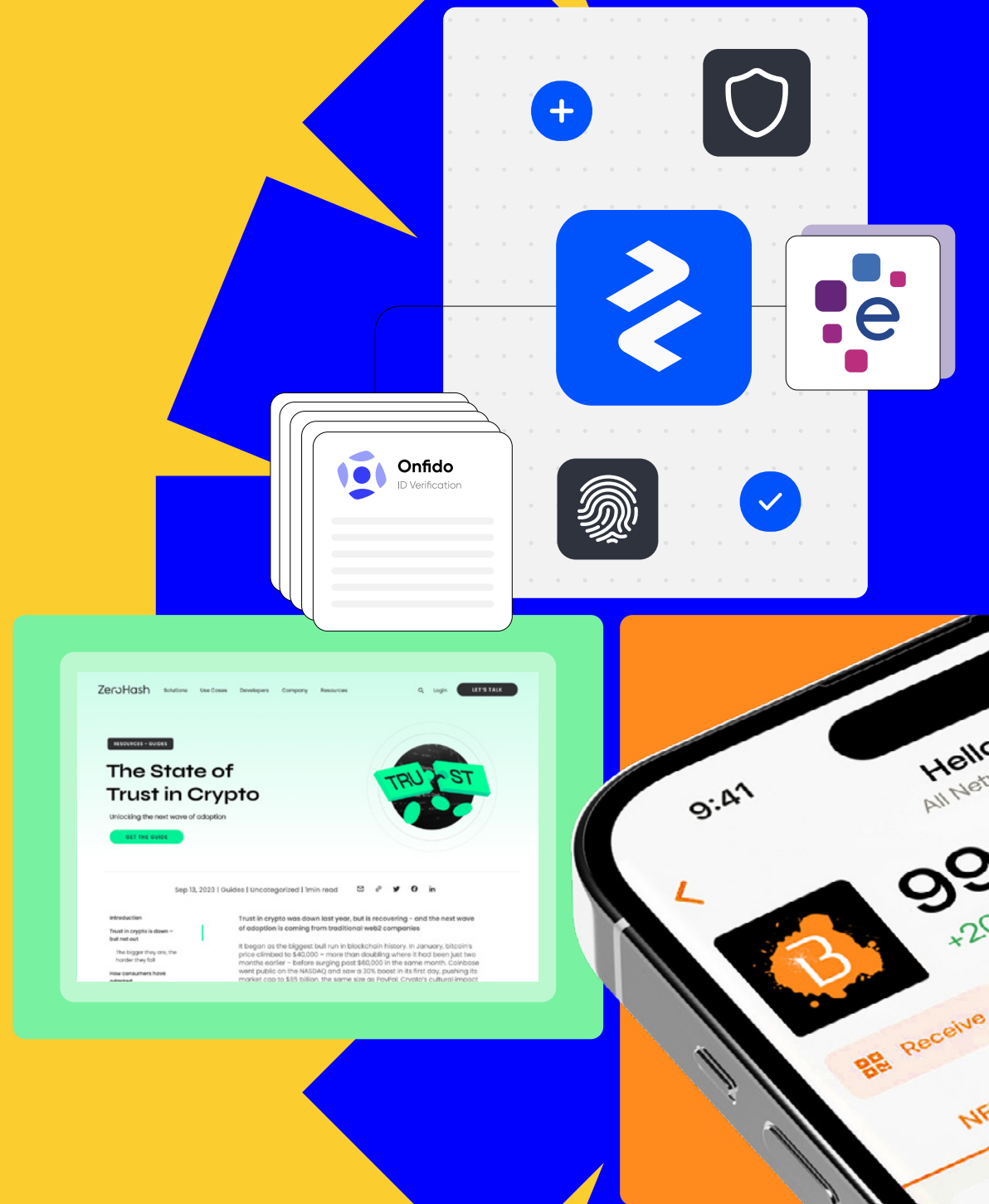


WONDROUS.

# He11 yeah!

Work worth celebrating

Edition 3



# Accelerating the marketing efforts of B2B fintechs

Hello everyone! Our Spotlight series is here not just to showcase our skills but also to ignite some creative thinking.

This month, we're happy to share three standout projects from our recent work. To start, we have an engaging animated video designed to simplify decision-making at critical moments.

Following that, we highlight an innovative branding project for a local, new music metaverse. It's a bit different from our usual fintech focus, but it's still loaded with advanced technology.

Finally, we take a look at a case study that demonstrates how our design and technical expertise have helped enhance our client's brand presence in a competitive market.



**Sally Baker**  
Founder, Wondrous



# Ready-made onboarding flows explained

Founded in 2020, TransactionLink helps companies to build tailored business onboarding processes in minutes, all with no code, saving huge amounts of time and money.

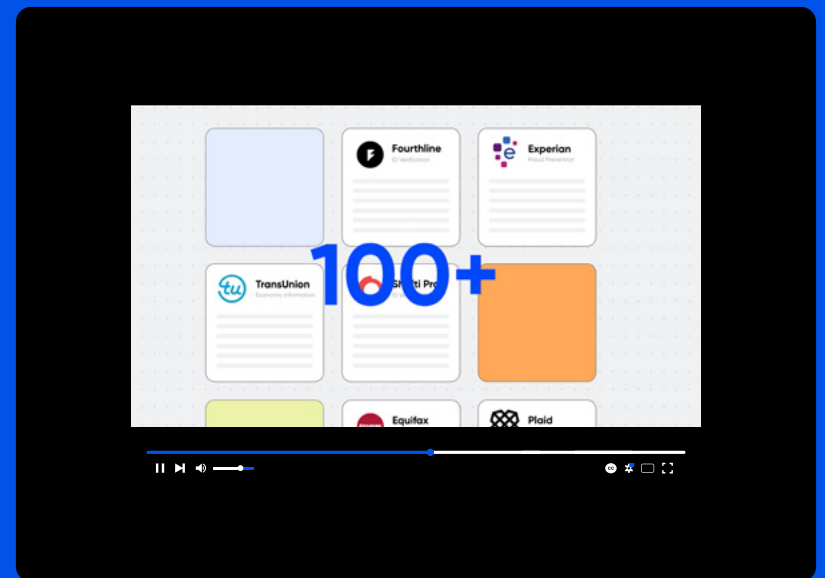
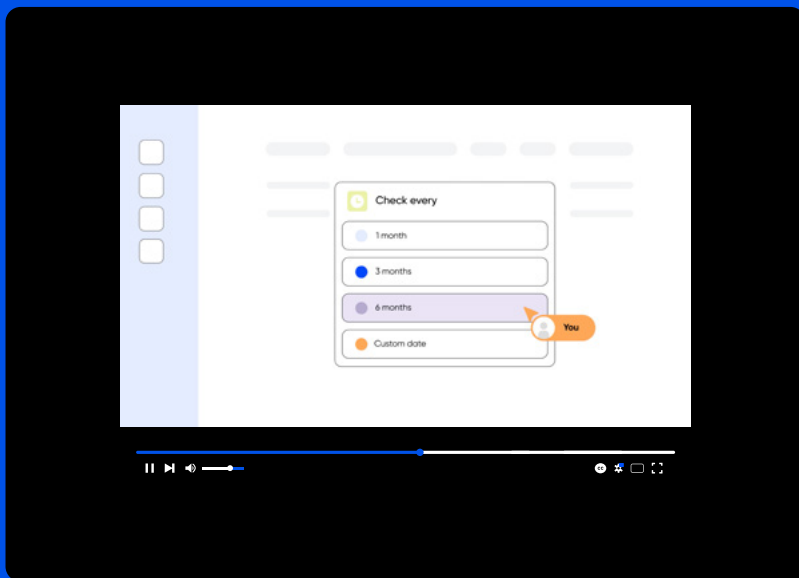
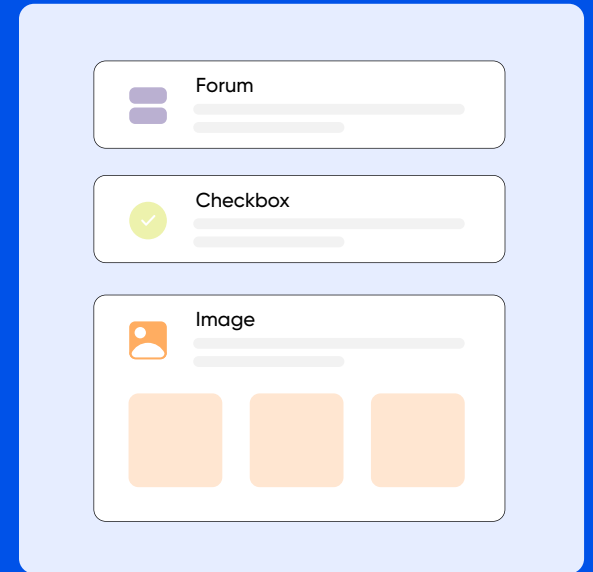
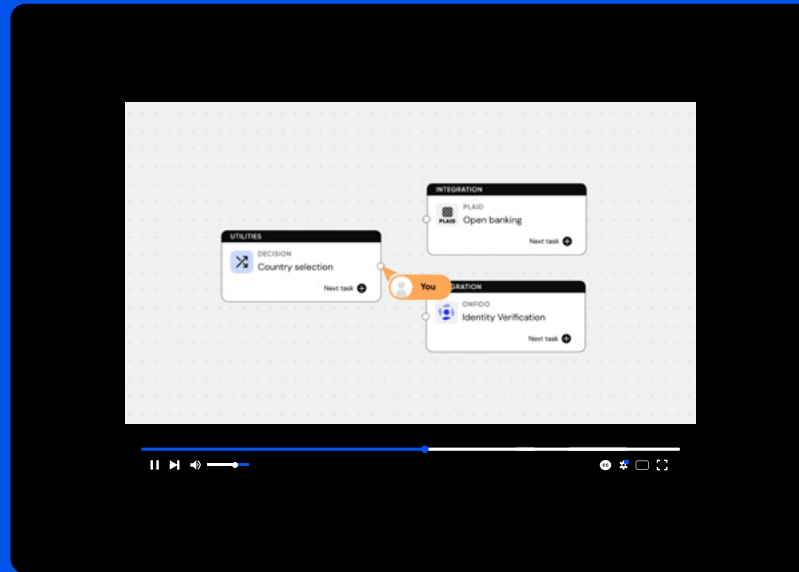
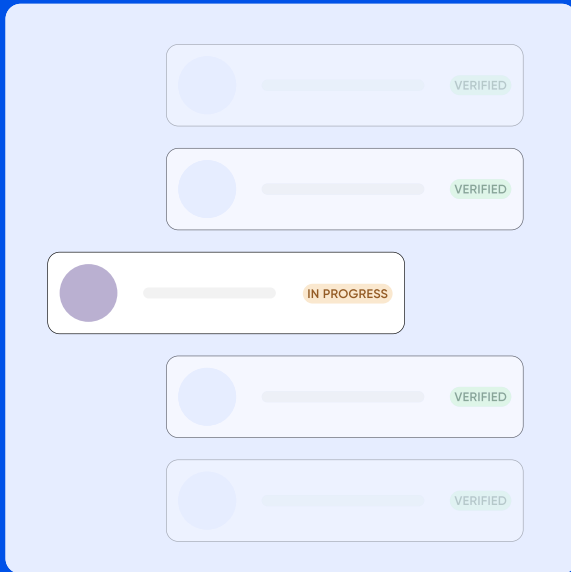
To illustrate the simplicity and versatility of their onboarding product, Wondrous created an animated product explainer video. The use of animation in this explainer meant that the platform was broken down into easy digestible chunks, perfect for time-strapped viewers.

## Key takeaways:

**Branded  
animation**

**Social first  
thinking**





# A metaverse for musicians

BrykWorks is a virtual platform that aims to grow the music community faster, while offering an improved service. The metaverse allows users to meet, collaborate, perform, sell music and merch, attend gigs and much more.

Wondrous was tasked with creating a brand that not only enhanced elements of the modern metaverse but also retained the industrial accents, and the urban surroundings of Digbeth, Birmingham.

Key takeaways:

**Brand  
creation**

**Brand  
guidelines**

**Supporting  
assets**





**Brand Book**

**BRYKWORKS**

Please ensure you use all our approved colours (see Section 02). Always ensure the logo is visible and clearly legible and used in compliance with accessibility requirements.

**02 Colour Palette**

**Tiger Orange**

HEX	#E67E22
RGB	230, 126, 34
CMYK	100, 50, 80, 0
CMYK	100, 50, 80, 0

**Spark Yellow**

HEX	#F1C40F
RGB	243, 196, 15
CMYK	100, 50, 80, 0
CMYK	100, 50, 80, 0

**Pure Black**

HEX	#000000
RGB	0, 0, 0
CMYK	100, 100, 100, 0
CMYK	100, 100, 100, 0

**Pure White**

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 100
CMYK	0, 0, 0, 100

**Smooth Blue**

HEX	#2980B9
RGB	41, 128, 185
CMYK	100, 50, 80, 0
CMYK	100, 50, 80, 0

**03 Typography**

**Erasle Regular**

Aa  
Aa  
Aa

**Erasle Extended Regular**

Aa  
Aa  
Aa

**Erasle Extended Medium**

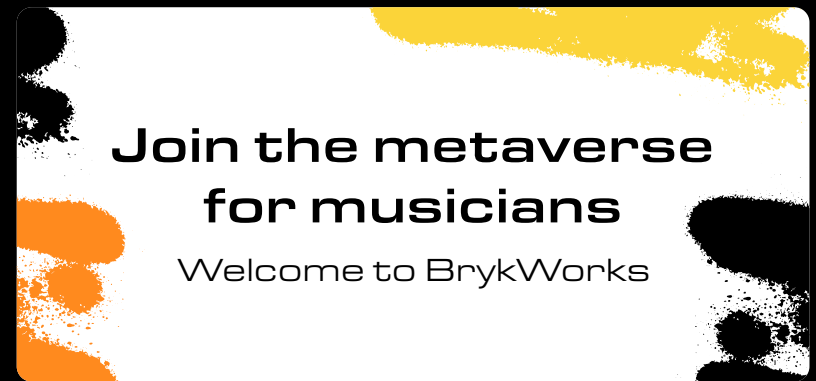
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**04 Hierarchy**

Introduction

Dolorum repel illaut raturum  
quisparum as aut nerrisid  
voliseq uiditior atlequi ber  
dusandiant peris non num.

Dolorum repel illaut raturum  
quisparum as aut nerrisid  
voliseq uiditior atlequi ber  
dusandiant peris non num.



# 'Trust Matters' campaign

Zero Hash is a B2B2C embedded infrastructure platform that allows any platform to integrate digital assets natively into their own customer experience quickly and easily.

Zero Hash recently conducted a survey of 3,000 consumers in the US, UK, Brazil and Australia to evaluate their engagement and confidence levels in crypto and why 'trust matters'.

To communicate the findings, Wondrous supported by creating a number of assets to work across different media.

Following its successful launch the campaign has been picked up by Bloomberg!

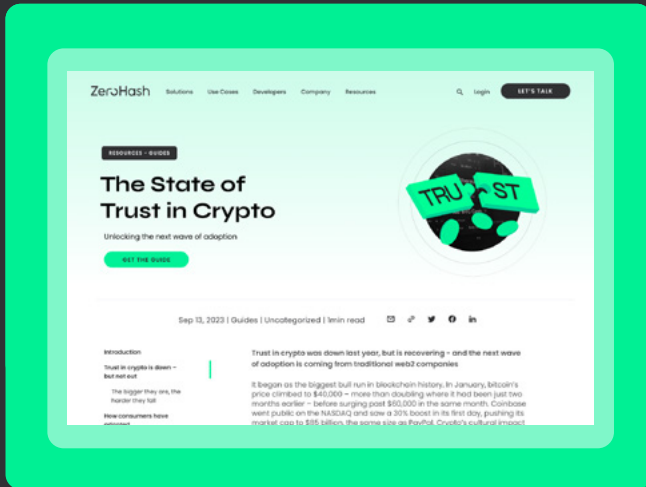
## Key takeaways:

**Survey  
design**

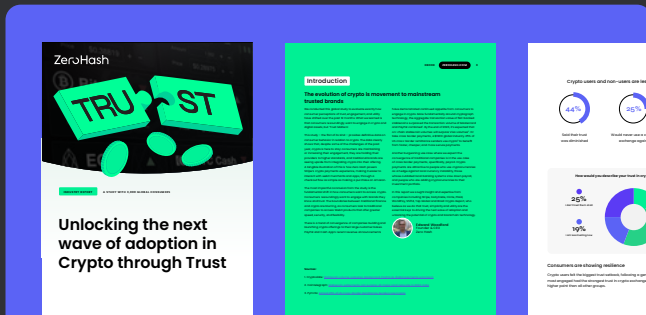
**Supporting  
infographics**


**Landing  
page**






# Unlocking the next wave of adoption in Crypto through







**63%**  
would trust a tech brand like Amazon to engage in crypto



**43%**  
would trust a consumer brand like Nike to engage in crypto

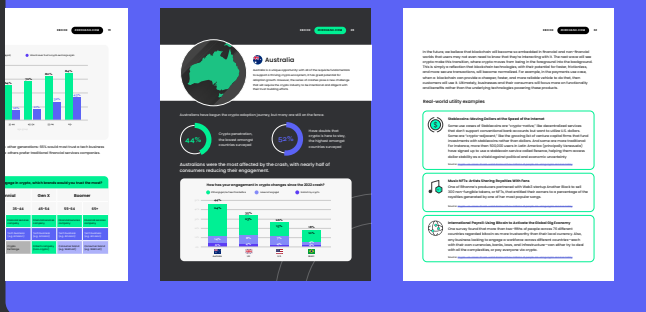


**40%**  
would trust a consumer brand like Walmart to engage in crypto



## Unlocking the next wave of adoption in Crypto through Trust

A STATE WITH A CLEAR GLOBAL CONNECTION










## What is the path forward for the industry?

Focus on utility and real-world use cases | Embed crypto in to trusted wallet brands | Operate with complete transparency

**Voice of the industry**

Read our industry report, *Unlocking the next wave of adoption in Crypto through Trust*, to discover what consumer utility means for the industry and how these leading companies are adapting.

**ZeroHash**  
UNLOCKING THE NEXT WAVE OF ADOPTION IN CRYPTO THROUGH TRUST

Get in touch to get your copy of *Unlocking the next wave of adoption in Crypto through Trust*

Our mission is to empower access to crypto and web3.

@zerohash | zerohash.com



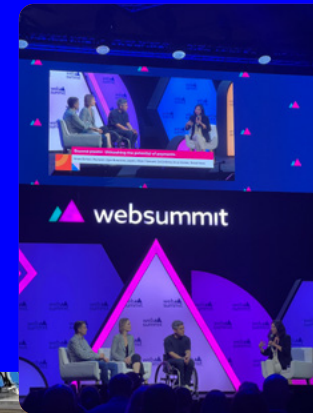
# Wondrous attends European Web Summit 2023

In November, Sally and Alison joined 80,000 attendees at the European Web Summit event in Lisbon.

With no less than five pavilion halls as well as a main stage, it was the place to be for startups and investors.

A jam packed agenda included a series of marketing talks, offering an opportunity to hear about some of the latest trends as well as a reminder of some fundamentals.

A mix of friendly plus plenty of new faces made for a great week of conversation.



# WONDROUS.

## About Wondrous.

Specialists in helping fintech marketers and founders to craft irresistible value propositions, strategic go-to-market plans, captivating campaign ideas, branding, content design and more.

Wondrous have been working with tech based companies since our start, it's what we do and know. From Fintech Unicorns to new startups we have experience and knowledge to help you grow.

Go-to-Market

Campaign ideation

Content design

Branding

Animation

Digital

For any enquiries, speak to [sally.baker@thisiswondrous.co.uk](mailto:sally.baker@thisiswondrous.co.uk)

[thisiswondrous.co.uk](https://thisiswondrous.co.uk)