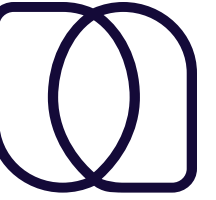




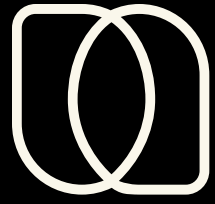
STYLEGUIDE

BMELITE.COM.AU

CONTENT



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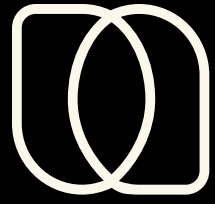


Mision Statement

A private membership-based dating platform for business-minded professionals.

BMELITE.COM.AU



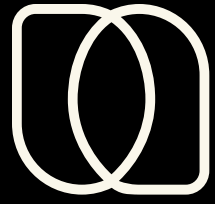


Brand Values

Integrity Authenticity Trust Honesty

BMELITE.COM.AU

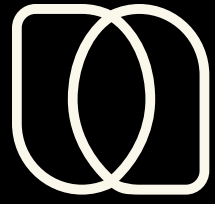




Positioning Line

Linking professionals without the swipe.





Tone of Voice

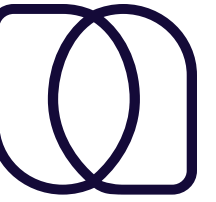
Sophisticated, but not pretentious

We have set our platform to a high standard of quality, but we're never brash about it. We earn our client's trust through expertise and attention to detail, but not so overwhelming that our clients feel unwelcome.

Fun, but not silly

We want to make people smile, but never in a way that undermines our core audience or core message. Our content is clever but never pretentious.

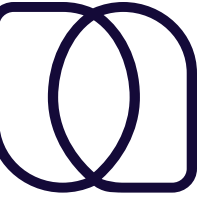




Male heterosexual persona

DEMOGRAPHICS

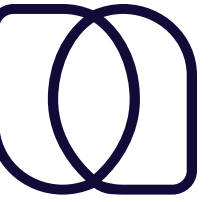
Gender: Man
Age: 30-60
Job Category: Highly-skilled Professional Ethnicity: All
Status: Single
Needs: Doesn't have the time to go through the 'apps' and doesn't like to be seen on them.
Motivations: Doesn't trust the 'apps'. Wants to form more of a connection as current 'apps' are impersonal. It is too easy to be catfished or have endless conversations with nothing eventuating from these interactions.
Persona's Journey: See's an icon on LinkedIn for BME. Clicks through to the website and decides on which level of connection they want; entice / elevate / elite. Then follows BME on LinkedIn and Instagram.



Female heterosexual persona

DEMOGRAPHICS

Gender: Woman
Age: 30-60
Job Category: Highly-skilled Professional Ethnicity: All
Status: Single
Needs: May feel pressures from social expectations. Doesn't have the time to go through the 'apps' and doesn't like to be seen on them.
Motivations: Wants to form more of a connection as current 'apps' are impersonal. It is too easy to be catfished or have endless conversations with nothing eventuating from these interactions.
Persona's Journey: Hears about the platform through a friend and goes to the website and decides on which level of **connection they want**; entice / elevate / elite.
Then follows BME on Instagram.



Bi/Homosexual persona

DEMOGRAPHICS

Gender: Woman/Male

Age: 30-60

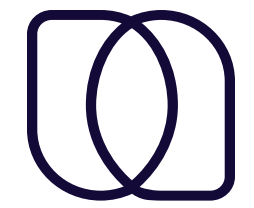
Job Category: Highly-skilled Professional Ethnicity: All

Status: Single

Needs: Doesn't have the time to go through the 'apps' and doesn't like to be seen on them.

Motivations: Wants to form more of a connection as current 'apps' are impersonal. It is too easy to be catfished or have endless conversations with nothing eventuating from these interactions.

-: See's an ad on Instagram and clicks through to the website and decides on which level of connection they want; entice / elevate / elite. Then follows BME on Instagram



Social Audit

Current Hashtags

Current Hashtags
#romance
#elite
#elitedating
#love
#oldschool
#values
#morals
#relationship #couples
#BMEMatchmaking #FindLoveWithBME
#LittleThingsMatter #LoveInEveryDetail
#CherishTheMoments
#LoveBeyondSwipe

High performace Hashtag

#singlelife	#onlinedating
#datingadvice	#gaysingle
#newsingle #singles	#relationshipsgoals
#singlemomlife	#singlelifeproblems
#singlerp	#singlelady
#events	#relationshipsbelike
#relationships	#australianwine
#australiagram	#singlerelease
#australianmade	#singlewomen
#singlegirl	#liveevents
#singlespeed	#dmvevents
#toxicrelationships	#datingapps

Competitor Hashtags

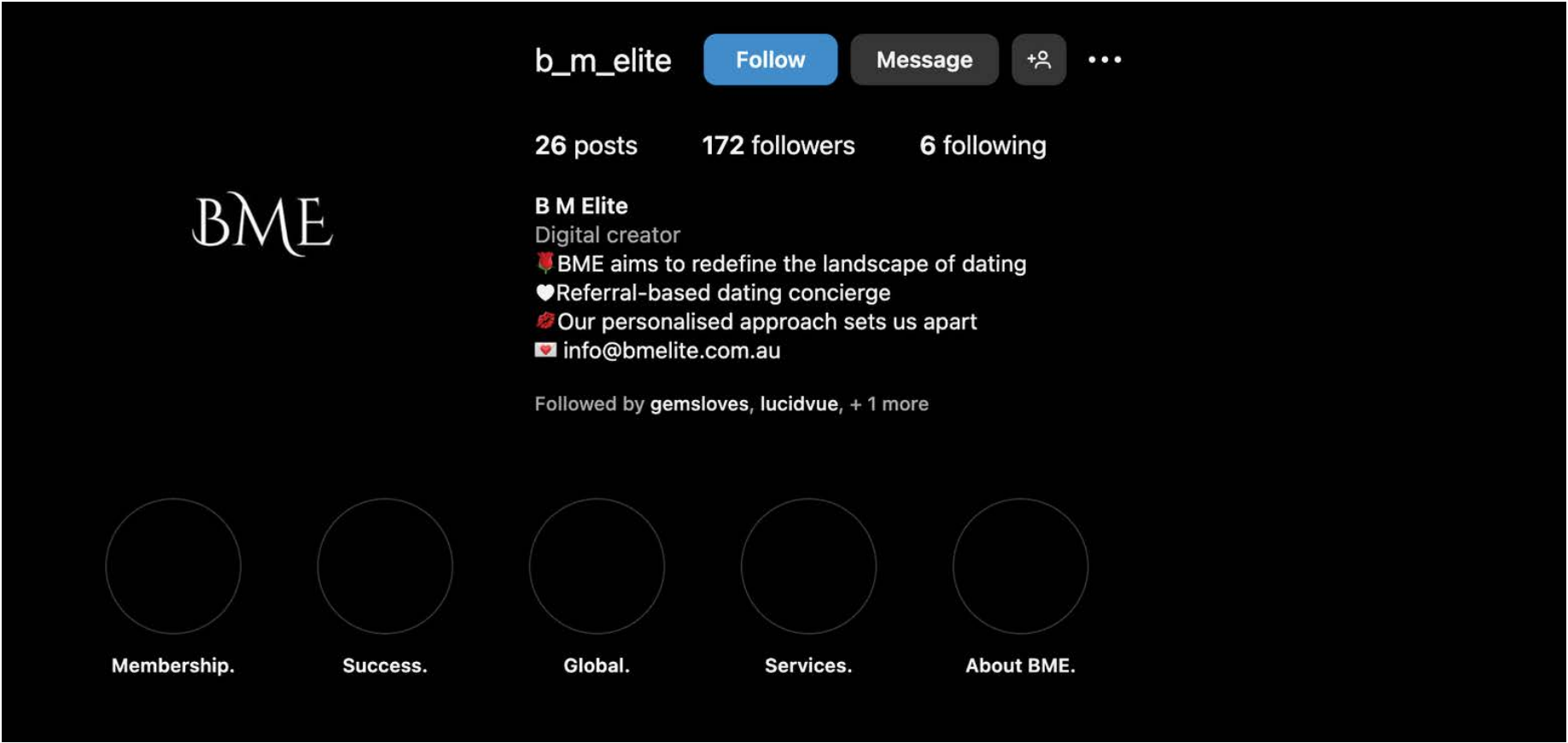
#iwd #community
#event
#loveon24
#southyarra
#comingsoonmelbourne
#datingsunday
dating #extremedates
#SingleNotSorry
#ifyouknowyouknow
#TheStoryOfHowWeMet
#single #dating #matchmaking #kisscam
#datingapp #datingappevent #datingadvice

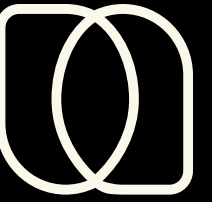
NOTE: The biggest reach tactic is tagging businesses in your caption.

Social Audit

B M Elite

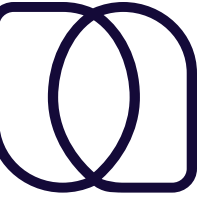
Dating Service
[white heart] A private membership- based dating platform for business- minded professionals.
[30+]
Join the movement info@BMElite.com.au





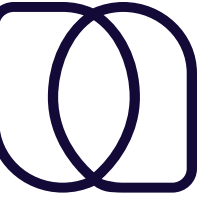
Wordmark

BME

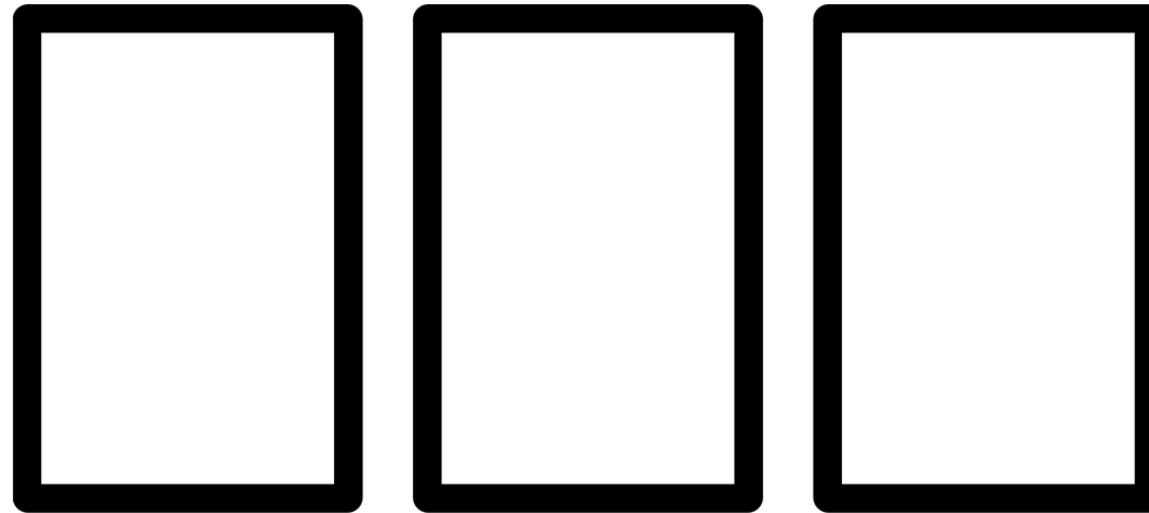


Wordmark

BME



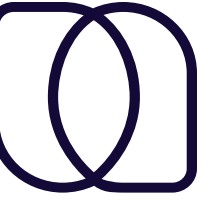
Logomark



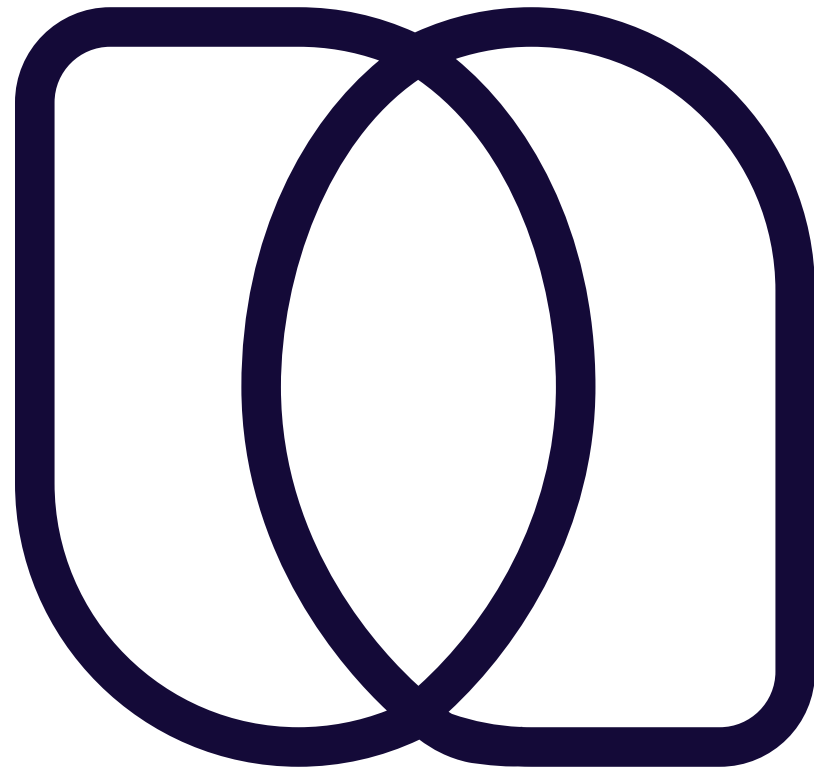
ENTICE

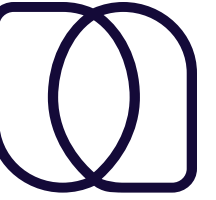
ELEVATE

ELITE



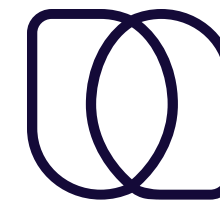
Logomark





Logomark

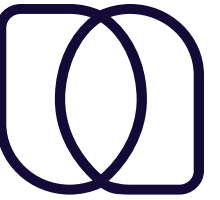




Photography Style

DEMOGRAPHICS

- Natural
- Friendly
- Fun
- Moments in time
- Light in colour
- Blue/Natural tones



Visual Identity

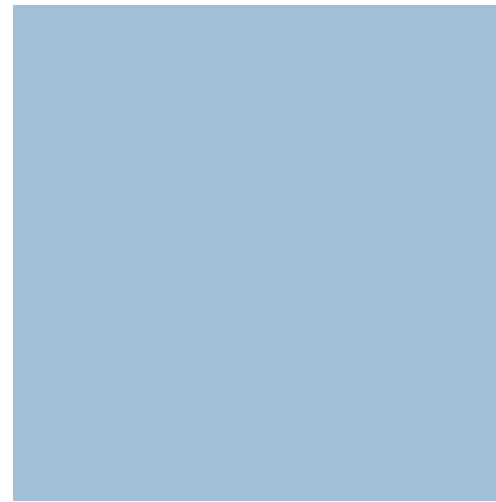
Colour Physiology



Depth

Protection, Elegance, Dramatic, Classy, Formality
Death, Evil, Mystery

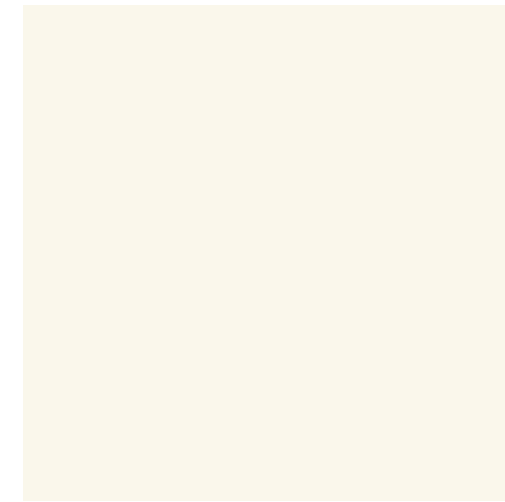
120A33



Ador

Friendly, Earth, Outdoors,
Longevity, Conservative

A1C05D



Latte Lust

Spiritual, Healing, Protection, Sophisticated, Envy,
Femininity

FAF7E6



Heat

Love, Passion, Heat, Desire, Courage, Confidence,
Friendliness, Success,

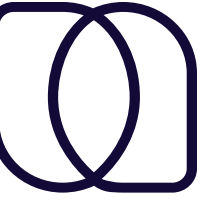
EE4D3A



Warmth

Dependable, Flexible, Crisp,
Conservative

A98260



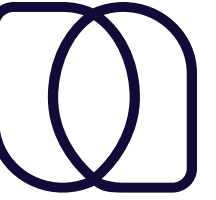
Visual Identity

Primary Font - Headings [H1]

Aa

Lust Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



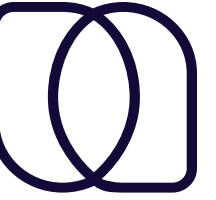
Visual Identity

Secondary Font - Body copy

Aa

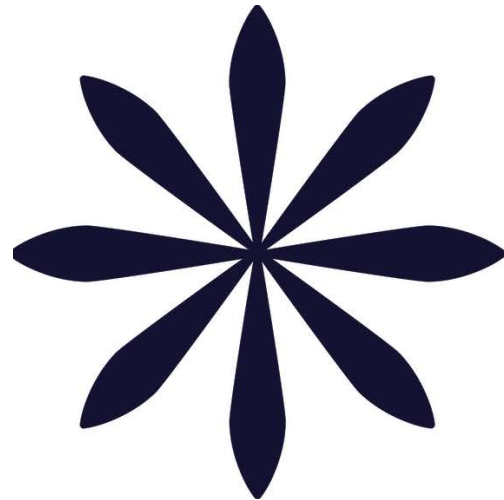
Barlow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

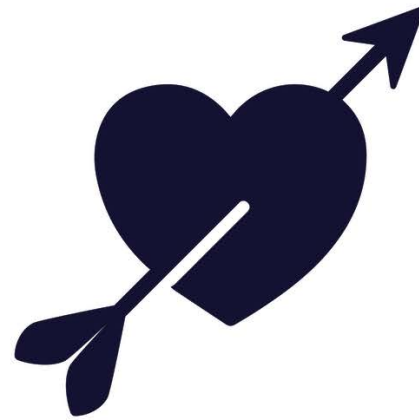


Visual Identity

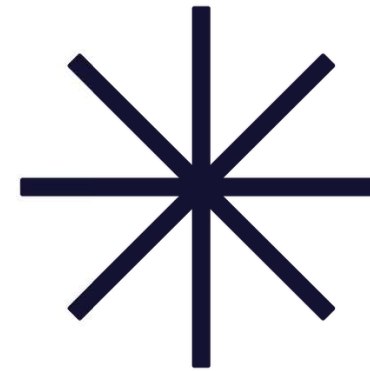
Graphic Elements



Blossom



Cupid



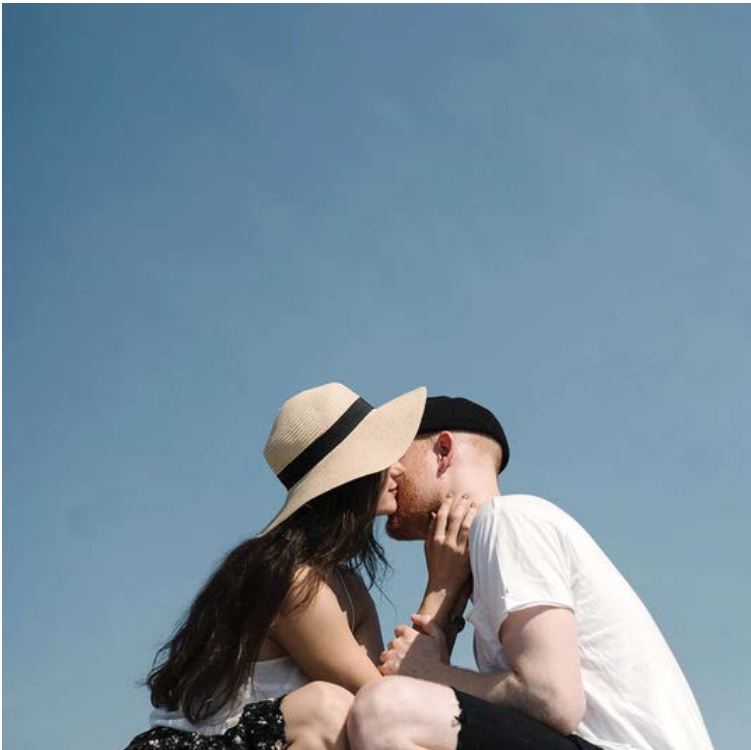
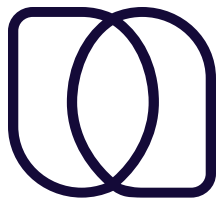
Spark

Social Style

BAU Soft natural tones. Friendly social aspect to posts.
Event posts to have accents of Heat colour to grab followers attention.

Linking partners
without the swipe.

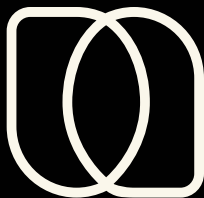
BME




Fridate Drinks
@ THE POST OFFICE



Social Style



b_m_elite

Following Message + ...

200 posts50K followers6 following

B M Elite

Dating Service

♥ A private membership-based dating platform for business-minded professionals. [35+]

Join the movement info@BMElite.com.au

Followed by bird_w85, gemsloves, + 1 more

Membership.

Success.

Global.

About BME.

POSTS

REELS

TAGGED

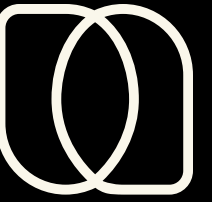
Say good

BME

FIND YOUR WINE MATCH

Red Hill Wine Tour

BME



Quick Wins



June 2024

- Have a Mini Style Guide so the brand is cohesive
- Instagram page is finalised and has a style and a content calendar written up for the next three months
- Website is in the final stages of development

July 2024

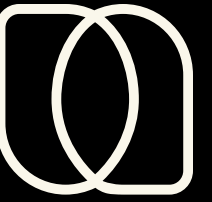
- Launch Date 20th of July
- Website Complete
- Instagram Brand ad commence on the 21st of July

October 2024

- Completed several events successfully
- Booked in a Billboard in the city

January 2025

- Continued success in events and possible Friday launch in NSW and QLD (launch)
- Paying members of Entice = 100
- Paying members of Elite = 50t



Long Term Goals



May 2025

Employment of several employees
Integration of LinkedIn
Friday launch
expand to SA and TAS (launch)

2 Years

Net worth 1 million

5 Years

Listed on the ASX

10 Years

Sell to LinkedIn Sit on the board



Thank You

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