

Epsilon Theory Branding Project

Autumn 2016

Branding Epsilon Theory

The goal: Create a brand identity for *Epsilon Theory* that is authentic, differentiated, and flexible enough to grow into a juggernaut.

Branding Epsilon Theory

The *Epsilon Theory* brand should embody and express the following attributes:

Iconic

Powerful
Timeless
Premium
Enlightened
Dominant

Revolutionary

Maverick
Provocative
Rebellious
Cult
Guerrilla

Authentic

Credible
Considered
Passionate
Rational
Confident
Sincere

Beyond Convention

Fresh
Brilliant
Creative
Pop/Worldly
Classic/Contemporary
Academic/Entertainment

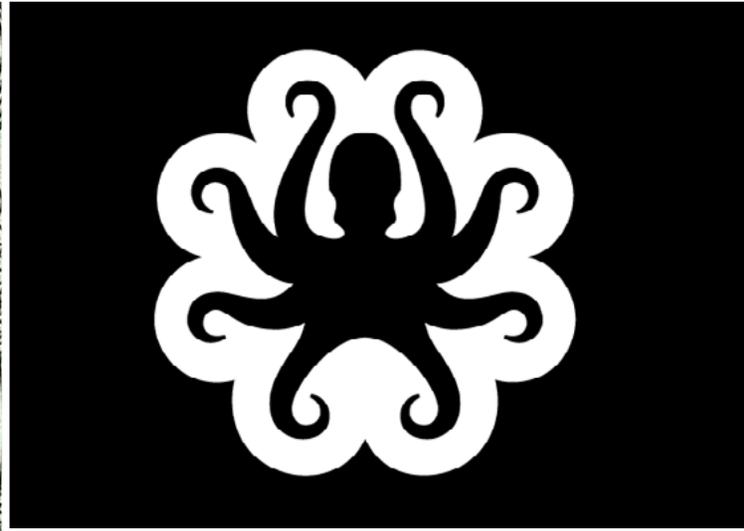
THEMES

The Modern Cabinet of Curiosities



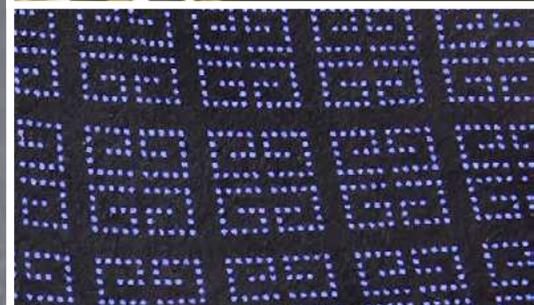
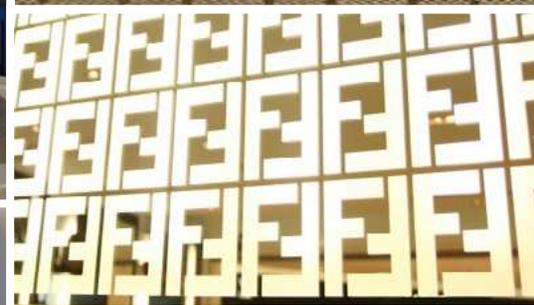
THEMES

Secret Societies



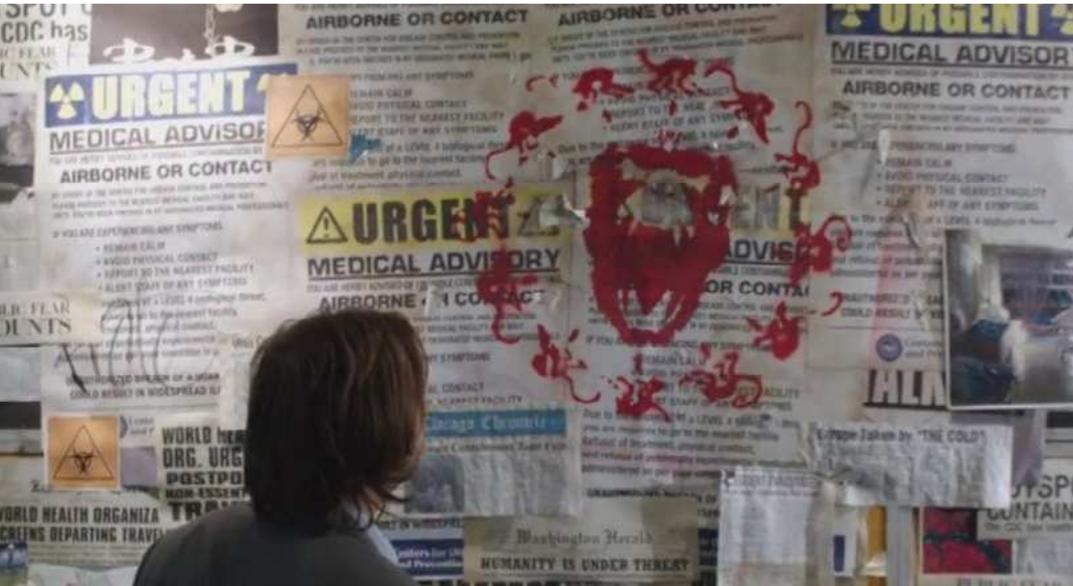
THEMES

A Premium Experience



THEMES

Guerrilla



Epsilons

Ɛ Ɛ € ε ε €

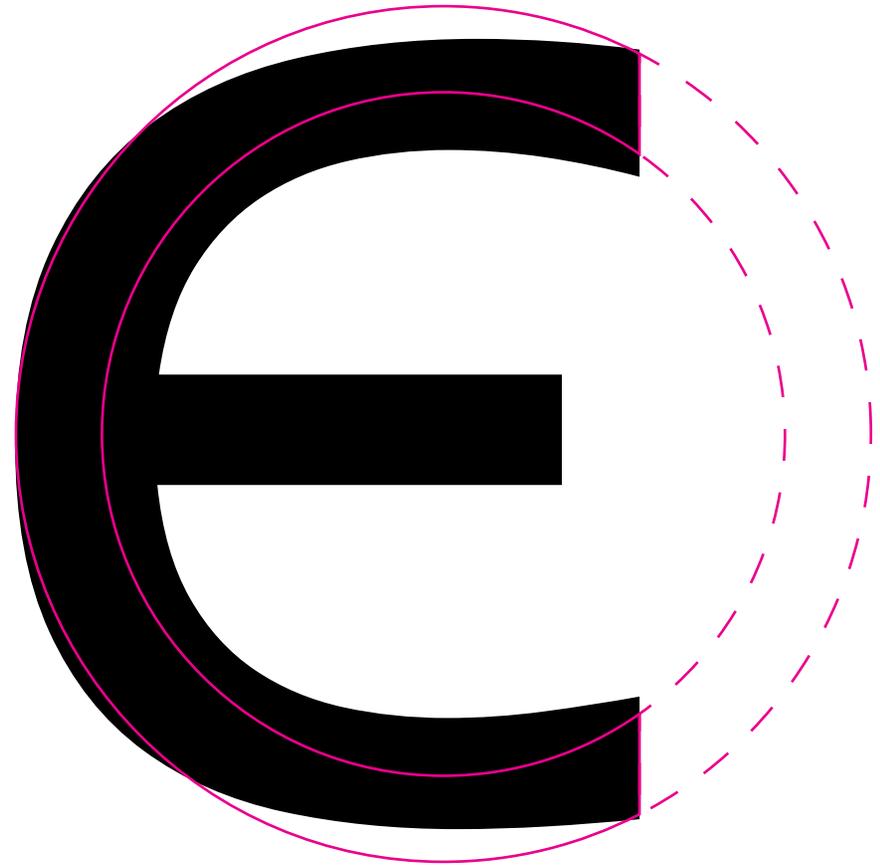
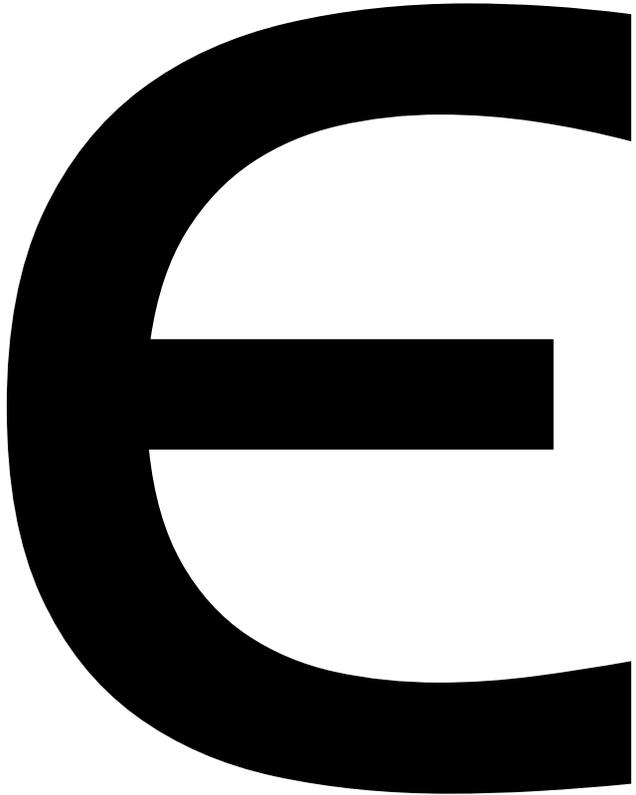
Creative Concept

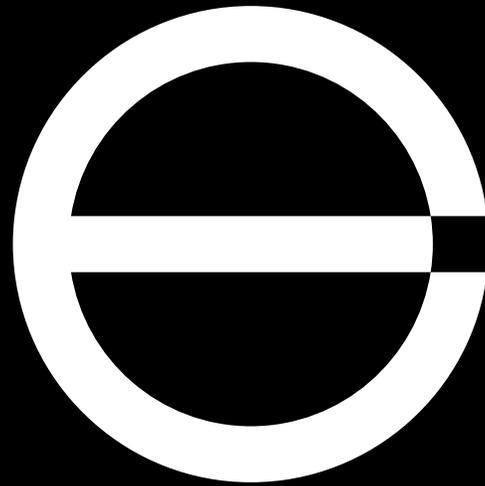
We developed a concept that meets our objectives and express our brand attributes in varying ways:

Iconic	
Revolutionary	
Authentic	
Beyond Convention	

The New Epsilon Theory

Construction

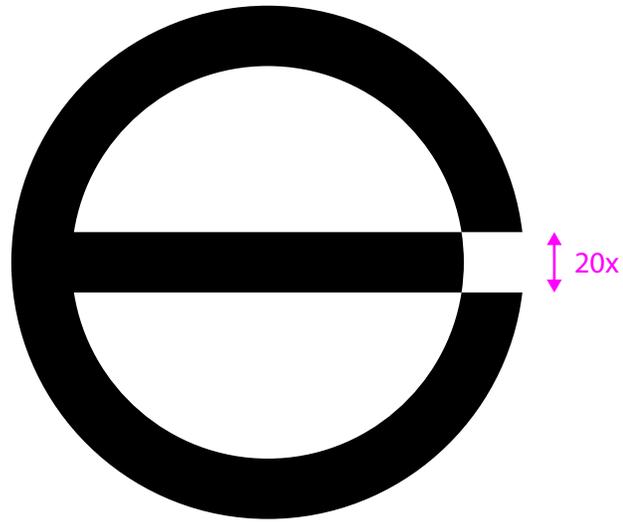




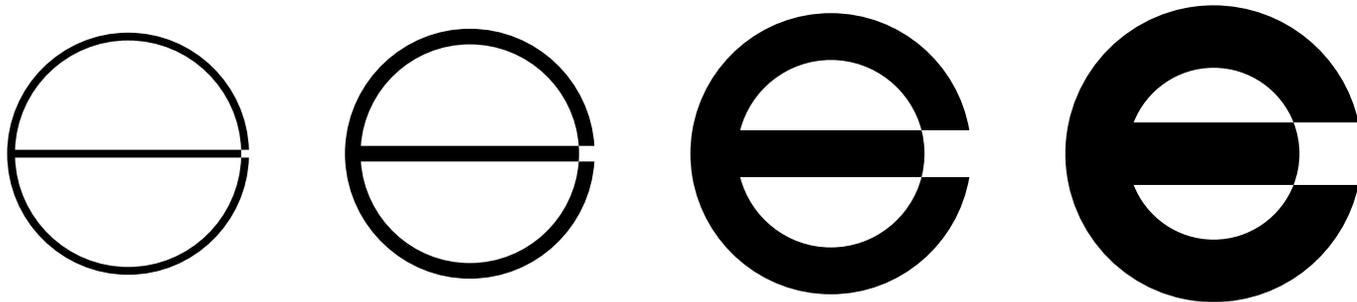
Epsilon Theory

The System

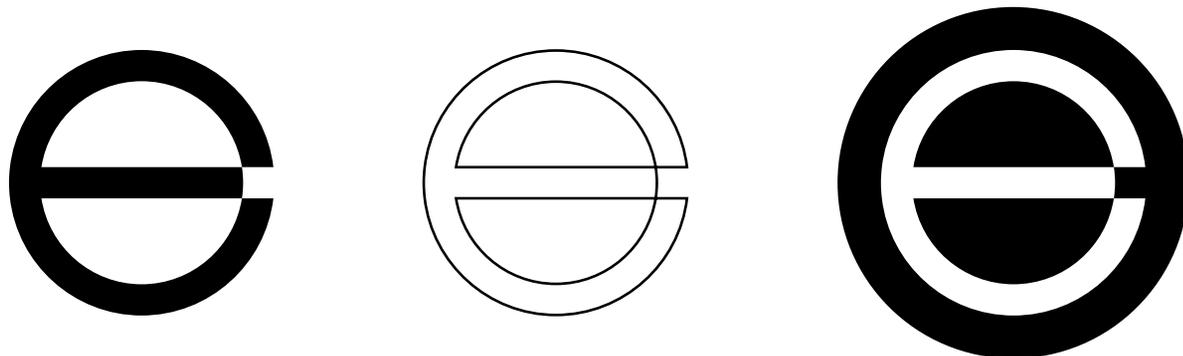
Construction



Weight & Framing Flexibility



Fill Variations



Tonal Range

Premium

Guerrilla

Pop



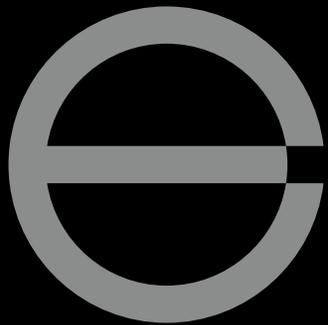
Epsilon Theory



Epsilon Theory



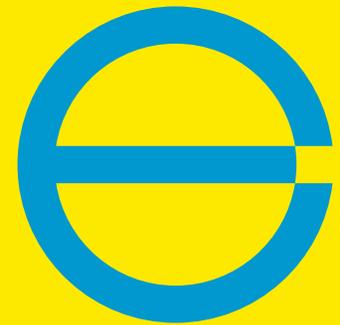
Epsilon Theory



Epsilon Theory



Epsilon Theory



Epsilon Theory

Photography: Frame



Photography: Overlay



SYSTEM

Photography: Cutout



Photography: Collage







Color & Type

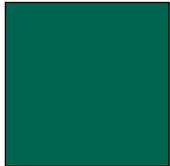
Palettes

Classic

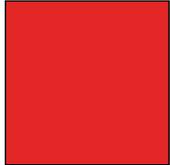
PMS 287 Blue



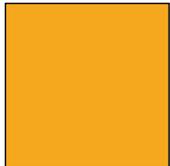
PMS 336 Green



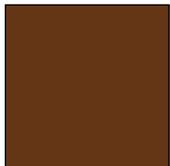
PMS 485 Red



PMS Yellow Gold



PMS 732 Brown

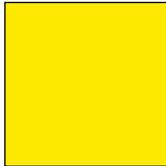


Pop

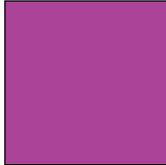
PMS Rhodamine Red



PMS 803 Yellow



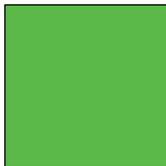
PMS Purple



PMS 801 Blue



PMS 802 Green



Premium

PMS 877 Metallic Silver



PMS 209 Burgundy



PMS 655 Blue

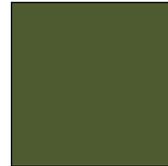


Guerrilla

PMS 5535 Dark Green



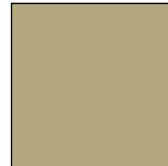
PMS 574 Olive Drab



PMS 448 Brown

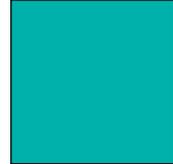


PMS 452 Khaki



Salient

PMS 326 Teal



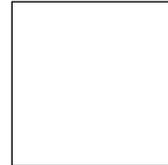
PMS 276 Aubergine

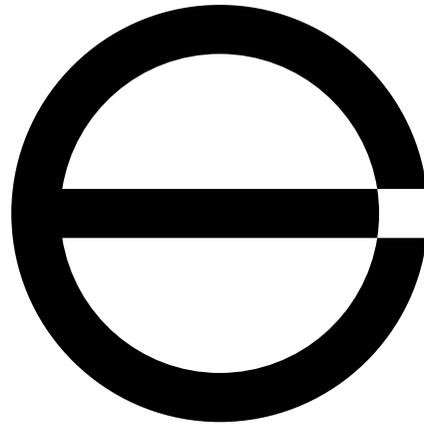


Black



White





Didot Bold

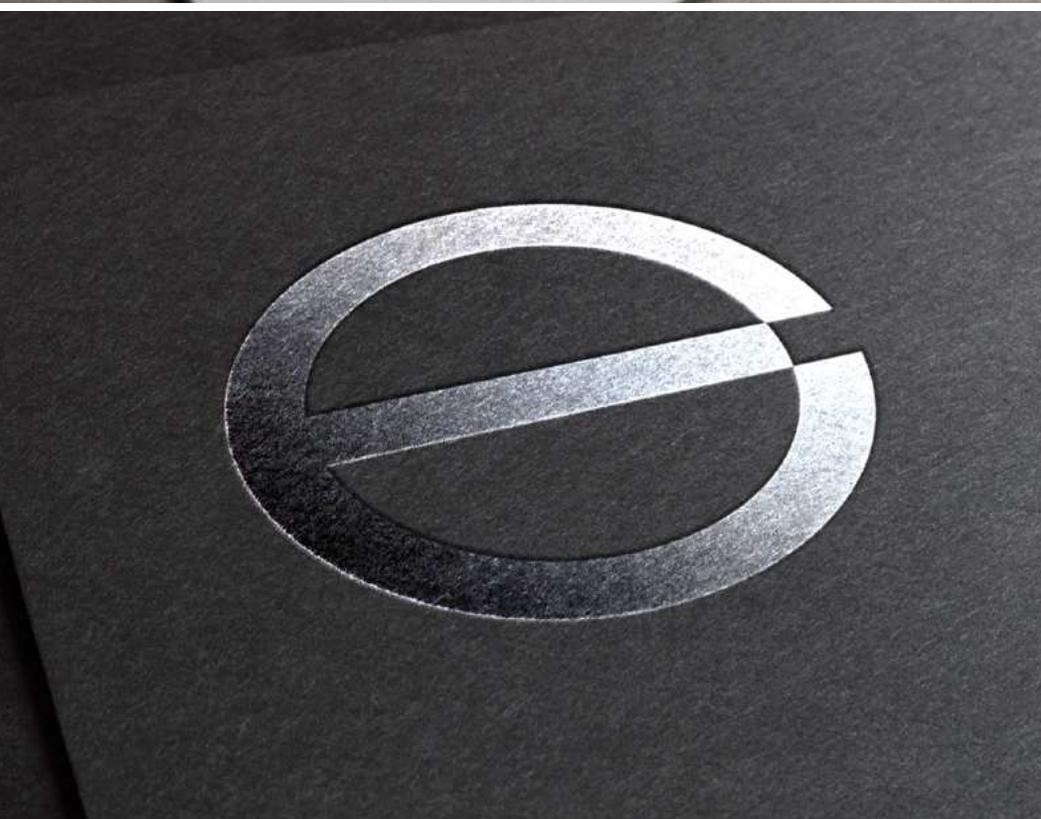
Epsilon Theory

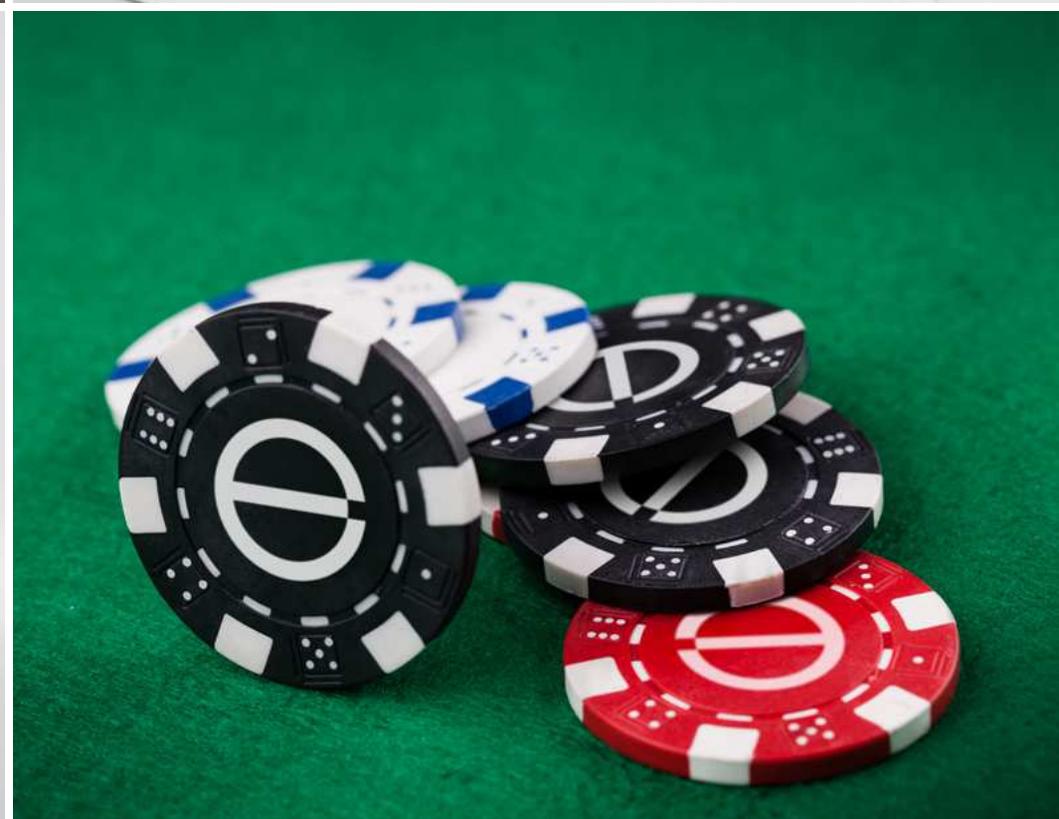
Raleway

Viewing capital markets through the lenses of Game Theory and history.

Today's markets require an investment approach viewed through the lenses of history, game theory and market structure, detailed in Salient chief investment strategist Ben Hunt's acclaimed *Epsilon Theory* newsletter.

Applications







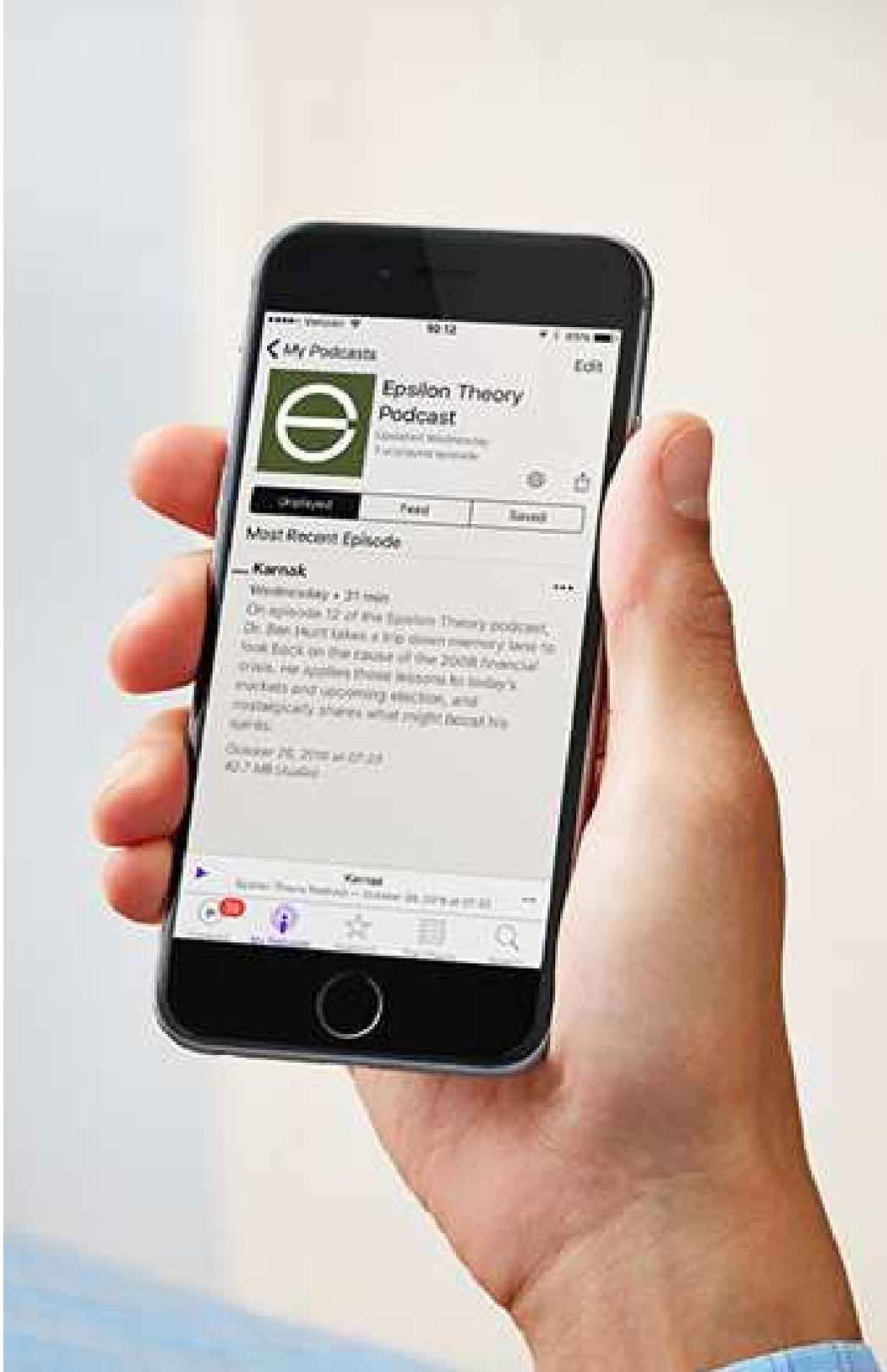
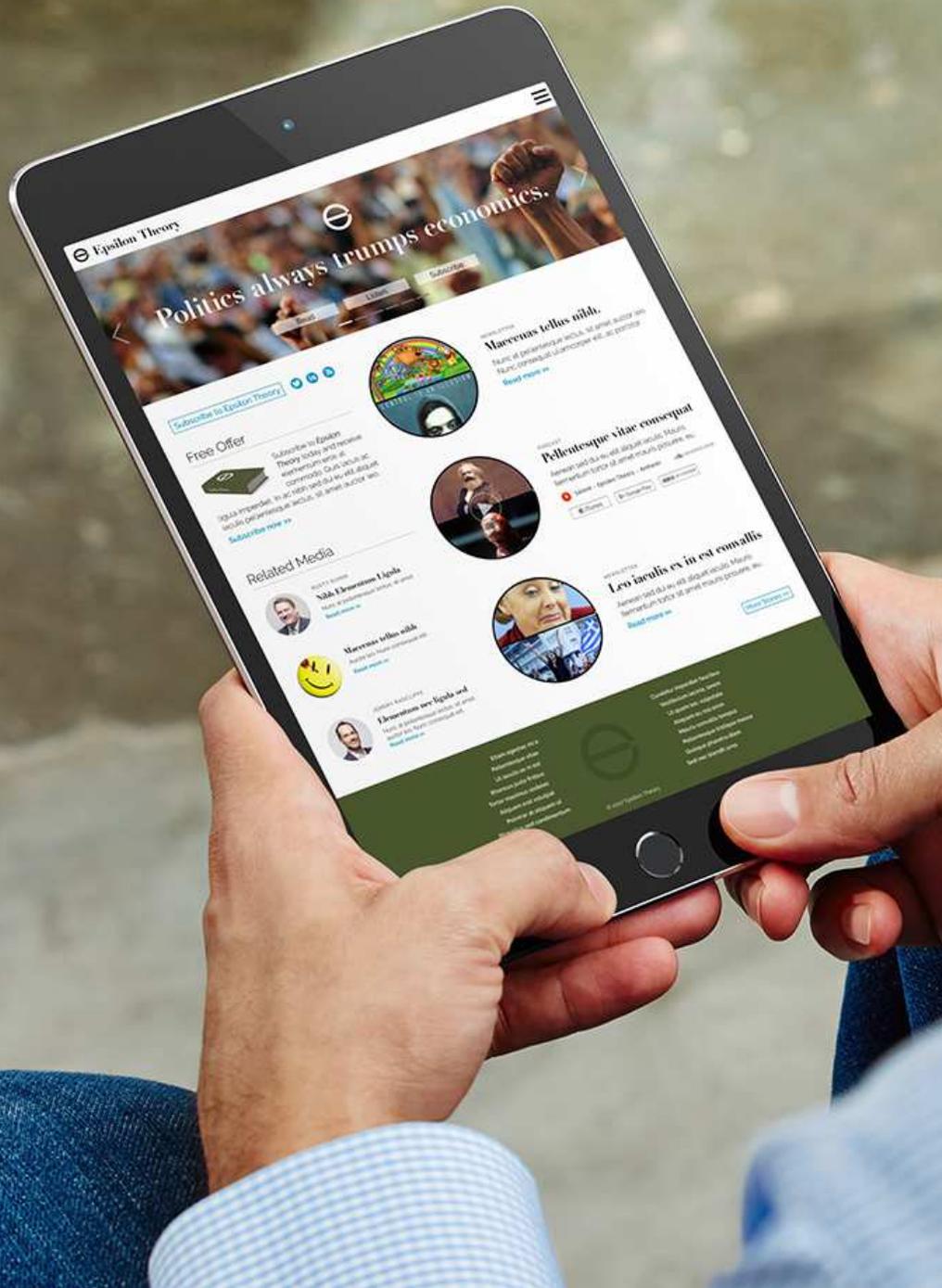
$$y = \alpha + \beta +$$



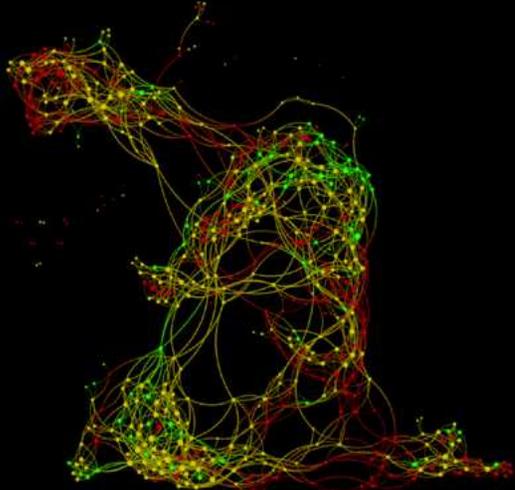
epsilontheory.com

History Doesn't Repeat, But It Does Rhyme









Focus on
catalysts.



Epsilon Theory



See things
differently



Epsilon Theory

Capital markets through the lenses
of game theory and history.

Every dog needs a job.

It's true for **the pack**, and it's true for **the portfolio**.



Epsilon Theory

Act strongly on your beliefs, but

don't hold your beliefs strongly.

How do you survive when
fundamentals don't matter?



A collapse in the Narrative
of Chinese Government
Competence is the
biggest systemic risk
out there right now.

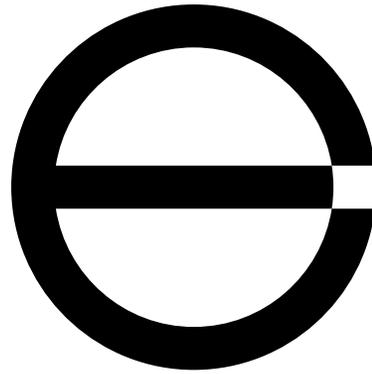


Epsilon Theory



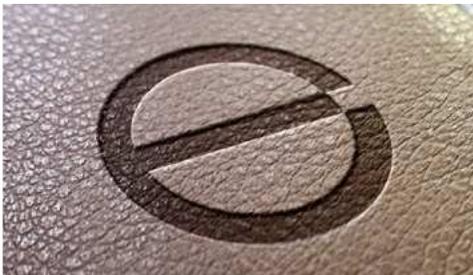
Summary

Summary



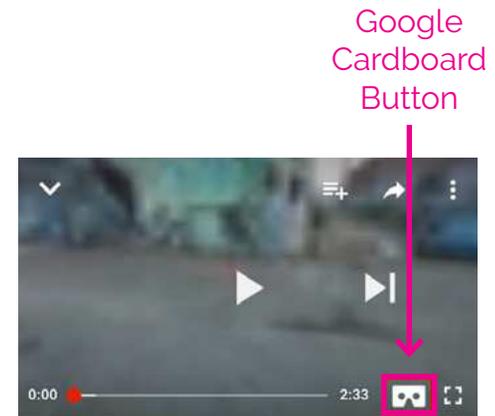
Epsilon Theory

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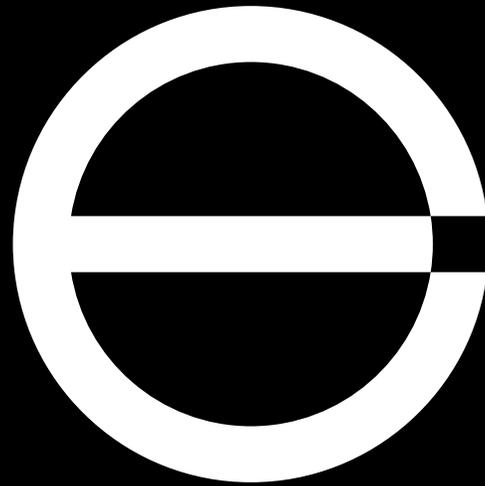


SNEAK PREVIEW

Epsilon Theory VR



epsilontheory.com/vr



Epsilon Theory