

**Partnering with founders,  
start-ups and creative studios  
to add context to content.**

**Selected Projects**

**Contextual  
Branding Group**

**2024-24-01**

**Developing brands with innovative thinking, engaging storytelling, and considered design.**

# 9th Street Pickleball Brand Development

## 9th Street Pickleball Brand Development

Perspective November 20th, 2023

Interaction: Logo, Black & White

The Next Level Inspiration: ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789...!@#\$%^&\*()-\_>?< WIT NYC'S ESSEN

Brand Identity: Logo, Black & White; Download Logos

### What you'll see today

## Three Brand directions including inspiration, logos, colors, and typography.

### Concept B

# Club Premium

9th Street Pickleball Brand Identity

### Brand Strategy

## 9th Street Pickleball

**Key Insights**  
Over the past three years, average growth rate is 158%, making it the fastest growing sport in America. By 2025, the Pickleball industry is estimated to reach \$2.5 billion.  
70% of Pickleball players prefer to play indoors.  
**Key Insights**  
Located in beautiful Grand and catering to the growing demand of 1 million US Pickleball players.  
Offering a unique experience: bonding community, social play, and creativity in the accessible sport of pickleball.  
**Regulators**  
Regulators to competitive athletes, accommodating all skill levels.  
**Ball**  
Ball: Durability, longevity and trust in the experience of pickleball for all.  
**Value**  
Value: Inspire and engage all players to become passionate stewards of pickleball.  
**Mission**  
To make the trail in pickleball, ignite their obsession, unite our communities. Guide their advancement.

**Positioning**  
We make the trail in Pickleball, igniting player's ambitions and crafting extraordinary competitive-down experiences, establishing ourselves as the premier destination for (backed) players to thrive.  
**Value**  
Value: More serious than funny. Equal parts casual & formal. Respect with a dash of sass. Pragmatic but completely enthusiastic.  
**Target Consumer**  
**Beginner**  
They are looking for fun, influenced by friends and family.  
**Sport Casual**  
They are looking to team and are curious about the game.  
**REC Obsessed**  
They are looking for a social and sport experience.  
**Sport Inspired**  
They are coming to grow their game to the next level.  
**Competitor**  
They are looking to perform at the top of their game.  
**Veteran**  
They are looking ahead, this sport is their doorway to what is next.

**Three Insights**  
**Look for Value**  
They are looking for creative ways to pay, payment plans that are convenient to their lifestyle and maximize their value share.  
**Look for Community**  
All clubs have courts and instructors. They are looking for new programming that is community-centric and brings a diversity of players together.  
**Look for Sustainability**  
All clubs have courts and instructors. They are looking for new programming that is community-centric and brings a diversity of players together.  
**Look for Differentiation**  
Looking for a "hook" not a facility that they resonate with. A club that tracks meaning into their pickleball life beyond the sport itself.

**Personality**  
**Creator (20%)**  
Innovative, Playful Structure  
**Every Person (20%)**  
Disciplined, Personal Connection  
**Here (20%)**  
Mystery, Leave Legacy  
**Value**  
Enthusiastic, Innovative, Humble, Passionate, Confident, Community

Club Premium Inspiration: ABCDEFGHIJKLMNOPQRSTUVWXYZ 012345678910...!@#\$%^&\*()-\_>?<

Brand Identity: Interaction

**Brand Identity**  
**Interaction**  
The Brand Identity for 9th Street Pickleball is based on the intersection of SE 9th Street and SE Woodland Blvd. This is where the magic happens. The intersection between innovation and community, casual and formal, respect and sass.  
The design language is inspired by the aesthetics of the US highway sign system. It's a strategic move, mirroring the precision and clarity of highway signage, ensuring every pickleball match serves up drops and drives, with a side of fun.

Brand Identity: Brand Colors

**Brand Colors**  
**Primary Colors**  
Light Green, Blue, and Olive Green are the primary colors for 9th Street Pickleball. These primary colors are more than just aesthetic choices—they are a reflection of our commitment to creating a visually appealing and meaningful space for Pickleball enthusiasts.  
**Secondary Colors**  
Incorporating a touch of tradition and stability, our highlight color, yellow, is inspired by the most commonly used and respected ball color in Pickleball. The yellow accent adds energy and excitement, creating a dynamic contrast against the primary colors. It's a nod to the roots of the sport and a strategic choice that enhances the overall visual Pickleball experience.

Brand Identity: Light Green

Color	HEX	CMYK	PMS
Blue	#0056b3	100% 50% 50%	2865 C
Olive Green	#6b8e23	100% 50% 50%	147 C
Light Green	#90ee90	100% 50% 50%	391 C
White	#ffffff	0% 0% 0%	382 C
Black	#000000	100% 100% 100%	6900 C
Yellow	#ffff00	100% 100% 0%	108 C
Dark Green	#006400	100% 50% 50%	3435 C

Brand Identity: Download Logos

### Brand Identity

## Intersection

9th Street Pickleball Brand Identity

Concept A

Club Premium: Logo, Black & White

Brand Identity: Exterior Inspiration

### Brand Identity

## The Next Level

9th Street Pickleball Brand Identity

Concept C

Brand Identity: Interior Inspiration

# Day-J

## Brand Development

**Day-J Brand Guidelines**

Version 01.5  
Wednesday, January 24, 2024

**Content**

- 03 Brand: Our Brand, Core Values, Cultural Relevance
- 07 Logo System: Guiding Principles, Logotype Structure, Logotype Color, Logomark Structure
- 12 Voice & Messaging: Traits & Voice
- 15 Color: Color Inspiration, Brand Colors
- 18 Typography: Font Family, Casing
- 20 Photography: Guiding Principles, Attitude, Iconic, Intimate
- 24 Context: Desktop & Mobile, Social Media, OOH, Apparel
- 32 Contact

**Our Brand**

**Mission:** Make the world healthier, one day at a time.

**Vision:** A world where healthy living is the rule, not the exception.

**Proposition:** Daily guidance for your health.

**Position:** Helpful, Healthful, Radical.

**Cultural Relevance**

- Be a Disrupter:** Be revolutionary in some way. Innovate with style and technology. The more ways a brand innovates for its consumer, the more opportunity there is for relevance.
- Stand for Something:** Have an authentic voice and stand for what authentically reflects the brand's values.
- Drive Positive Change:** Respond to issues facing your consumers and what they are facing. Consumers want brands to make the world a better place.
- Pick Your Partners:** Collaborate with intersecting cultural spheres that embody the brand's values.

**Guiding Principles**

- Energy:** The Day-J identity represents energy, positive, happy energy that helps guide you thru the highs and lows to feel your best.
- Confidence:** The Day-J identity represents expert, science-backed guidance in a simple, human way.
- Beauty:** Day-J should represent bold & unique beauty in food, in mood, in movement, in all people, in all shapes, in all journeys.

**Logotype Structure**

**Construction:** The structure of the logotype is based on 100 (the dash in DAY-J), represented as 1x. The rest of the logotype is constructed using increments of 1x. Height of Day-J and Playlist Bars is 4x, width is 14x for the shorter bars, 19x for the longer bars, with a spacing of 1x between bars.

**Clear Space:** Clear space is also based on 1x for the logotype. Horizontal and vertical space requires 4x on either side, as shown.

**Logotype Color**

The multi-color gradient is a symbolic representation of Day-J's commitment to make the world healthier, one day at a time.

Use the Day-J's in one of the following color combinations. The gradient versions are preferred, in cases where color needs to be restricted, the one-color logos are acceptable. Choose the color option with the highest contrast.

**Download Logotypes**

**Logomark Structure**

**Construction:** The structure of the logomark is based on the same guidelines as the logotype. The intent for the logomark is to be used on its own to accentuate the strength of the playlist concept, bold and approachable.

**Clear Space:** There aren't any rules for the Clear Space for the Logomark, it is designed to be used on photography, graphics and can also be applied to App & Social Media icons.

**Download Logomarks**

**Brand Colors**

**Primary Colors:** The primary color is the gradient named Fresh. The gradient is used sparingly with either black or off-white to add emphasis and clarity. Please see the following page for color proportions and a breakdown of color usage.

**Secondary Colors:** When needed, individual colors from the Fresh gradient can be used in web-accessible UI, print materials with limited color capabilities, etc.

**Photography**

**Guiding Principles:** Photography is essential in supporting Day-J's marketing services across customer touch points, including advertising, websites, social media, print materials, etc.

**Attitude:** All portraits are of people looking into the camera. Real, honest, beautiful & confident. Allowing them to express themselves.

**Iconic:** Create iconic shots of everyday people. Using a photography style that captures their honest feeling of their health journey.

**Intimate:** The authentic self.

**Production:** Black & white photography normalizes images from different sources on a production level while also creating a stronger connection and perspective for the Day-J brand.

**Intimate**

**YOUR PLAYLIST FOR A HEALTHY DAY-J**

LinkedIn, Email, Instagram, OOH, Billboard

# Hill Harper for Michigan Brand Development

## HILL HARPER BRAND PLAYBOOK

2024-01-24

**BELIEVE IN BETTER**

**GOOD FOR SOIL**

**GOOD FOR LABOR**

**GOOD FOR MOMS**

**INTERGRAL CF**  
**DEMI BOLD**  
**ALL CAPS**

Libre Baskerville  
Regular  
ALL CAPS & Normal

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

1234567890

**BELIEVE IN BETTER**

**CHANGE FOR BETTER**

**83 COUNTIES STRONG**

**TOGETHER IS BETTER**

A refreshing change from the same old rhetoric of traditional leaders.

A refreshing change from the same old rhetoric of traditional leaders.

**GOOD FOR MICHIGAN**

**GOOD FOR MICHIGAN**

**GOOD FOR SOIL**

**GOOD FOR WAGES**

**BELIEVE IN BETTER**

# Miami-Dade Innovation Authority

## Brand Development

### Miami-Dade Innovation Authority Brand Identity

**About**  
Founded in 2023 as an outcome of a public-private partnership with the Miami-Dade County and key technology leaders, the Miami-Dade Innovation Authority (MDIA), strengthens the relationship between the County and technology companies.

**Mission**  
MDIA's mission is to accelerate the adoption of innovative solutions to local pressing climate and health challenges in Miami-Dade County to drive equitable, sustainable economic growth.  
MDIA fosters an innovation ecosystem that supports the discovery and commercialization of technologies de-risking capital investments and helping companies successfully deliver market-ready solutions along with accompanying jobs in Miami-Dade County.

**Vision**  
MDIA supports equitable, sustainable economic growth driven in partnership between private innovators and the public sector.  
MDIA's vision is to scale solutions for people most affected by critical challenges, improve economic and social outcomes, and make Miami-Dade a world class capital for high growth companies.

**Guiding Principles**  
Partnership  
Growth  
Innovation  
Accelerate  
Human

**Concept A Color**  
MIAMI-DADE INNOVATION AUTHORITY

**Concept B Color**  
M-DIA

**Concept C Color**  
Miami-Dade Innovation Authority

**Final Black & White**  
Miami-Dade Innovation Authority

**Final Color**  
Miami-Dade Innovation Authority

**Mission Statement**  
Powering Innovative Partnerships  
We support equitable, sustainable economic growth partnerships.

**Driving Sustainable Growth**  
We support equitable, sustainable economic growth partnerships.

**Final Accelerating Human Potential**

# NEEW

## Brand Development

**NEEW**

**BRAND PLAYBOOK** 09-19-23

**THE NEEW ECONOMY**

**MISSION**

An economy built on easy, equitable access to capital, collective expertise and powered by a global marketplace.

**VISION**

Create synergy between Black entrepreneurs, investors, and consumers to foster global economic prosperity, generate wealth, and promote inclusivity.

**KEY INSIGHTS**

- Cultural Diversity**  
Embraces and celebrates cultural diversity, representing various backgrounds and perspectives.
- Economic Empowerment**  
Empowers Black entrepreneurs for sustainable businesses and community wealth creation.
- Global Marketplace**  
Provides a platform for a diverse customer base and global business opportunities.
- Collaboration & Synergy**  
Fosters collaboration among entrepreneurs, investors, and consumers, creating a synergistic ecosystem for growth.
- Inclusivity**  
Bridges opportunity gaps and creates a supportive environment for everyone to thrive and succeed.

**GUIDING PRINCIPLES**

The NEEW logo prominently features the double 'E' within the NEEW name. When connected, it symbolizes collaborative creativity, delivers financial education, and bridges opportunity gaps to support our entrepreneurs.

This newly formed symbol, created by connecting the double 'E's and subsequently rotating and merging them, ingeniously represents NEEW's core areas of interest: E-Commerce, Equity, Education, and Engagement, all interwoven.

To pay homage to African culture and draw inspiration from African mud cloth designs, a subtle texture is applied.

**LOGO VERTICAL**

**LOGO E-COMMERCE**

**TRAITS & VOICE**

NEEW's voice is direct and open, conveying knowledge and authenticity. It exudes confidence and trustworthiness, grounded in a proven track record. With an optimistic outlook, it serves as a source of support and motivation within a tight-knit community, reflecting NEEW's commitment to being socially conscious.

<b>Traits</b>	<b>Voice</b>
<ul style="list-style-type: none"> <li>• Knowledgeable</li> <li>• Socially Conscious</li> <li>• Trustworthy</li> <li>• Confident</li> <li>• Community</li> </ul>	<ul style="list-style-type: none"> <li>• Direct &amp; Open</li> <li>• Human &amp; Authentic</li> <li>• Confident &amp; Proven</li> <li>• Optimistic</li> <li>• Support &amp; Motivate</li> </ul>

**BRAND COLORS**

The Brand Colors employ a carefully chosen color palette inspired by earthy tones commonly found in African mud cloth, including deep browns, rich reds, warm yellows, and serene blues. These colors not only connect with the African heritage but also convey a sense of trust, stability, and innovation.

Also a nod to the US, Brazilian, and South Africa flags.

<b>NAME</b> E-COMMERCE	<b>NAME</b> EDUCATE	<b>NAME</b> ENGAGE	<b>NAME</b> EQUITY	<b>NAME</b> POWER	<b>NAME</b> SOPHISTICATION
RGB 43 19 73 HEX #2B1446	RGB 235 189 95 HEX #E9C060	RGB 226 64 70 HEX #C04046	RGB 55 69 172 HEX #3746A2	RGB 0 0 0 HEX #000000	RGB 255 255 255 HEX #FFFFFF

**TYPOGRAPHY**

**General Sans**  
General Sans is a rationalist sans serif typeface. Its letterforms feel like the France of the 1950s; they are very orderly, but also a bit apathetic.

The letters' apertures are very small, making the counter-forms in typeface feel like they are being completely enclosed within their surrounding characters. The General Sans family comes in twelve weights ranging from Extralight to Bold with complementary italics.

Automate ad-hoc data queries

**KICKBACK**

**GENERAL SANS**

**THE NEW ECONOMY**

**Headline**  
SIZE: ALL CAPS

We are a culturally diverse team of professionals committed to unlocking the potential of Black entrepreneurs.

**Subhead**  
Regular  
Sentence Case

**GRAPHIC ELEMENTS**

**Heritage**  
Inspired by the African mud cloth, use the pattern to add visual interest and hierarchy to NEEW's marketing services across customer touchpoints, including advertising, websites, social media, print materials, etc.

**Creative**  
Use unique angles, lighting, and composition to create visually stimulating images that capture the energy and spirit of Black entrepreneurs. The result is a dynamic and engaging experience.

**GUIDING PRINCIPLES**

Photography is essential in supporting NEEW's marketing services across customer touchpoints, including advertising, websites, social media, print materials, etc.

**Innovative**  
Use photography in an innovative way by incorporating dynamic visuals with creative composition that appeals to our demographic and reflect the modern and contemporary nature of the platform.

**Powerful**  
Showcase Black entrepreneurs, investors, and consumers capturing their strength and resilience. The imagery reinforcing our commitment to fostering a global economic prosperity, and creating lasting generational wealth.

**Portrait**  
Black & white photography normalizes images from different sources on a production level, creating a stronger connection and perspective for the NEEW brand.

**INNOVATIVE**

# SOMOS

## Brand Development


### SOMOS Brand Playbook

Version 02.0  
Wednesday, January 24, 2024

#### Seeing it and being it is at the core of what we stand for, and this commitment begins with our Brand Playbook.

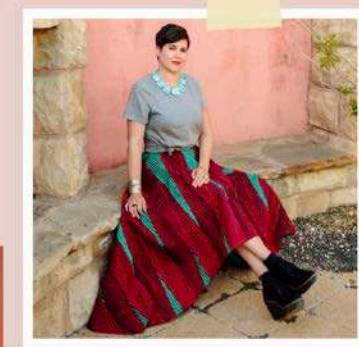

Consistent use of our logo and visual design system is essential to give our customers the best experience, from their first engagement with the website to email correspondence to help build a content series profiling Latinos from all walks of life.


Communications should be clear and free from "marketing speak." The Somos brand should guide how we position and communicate with our clients, provide a foundation for our visual identity, and help unify our messaging across various channels.



Our show explores the journey of Latina women who have disrupted industries as entrepreneurs, founders, and CEOs.

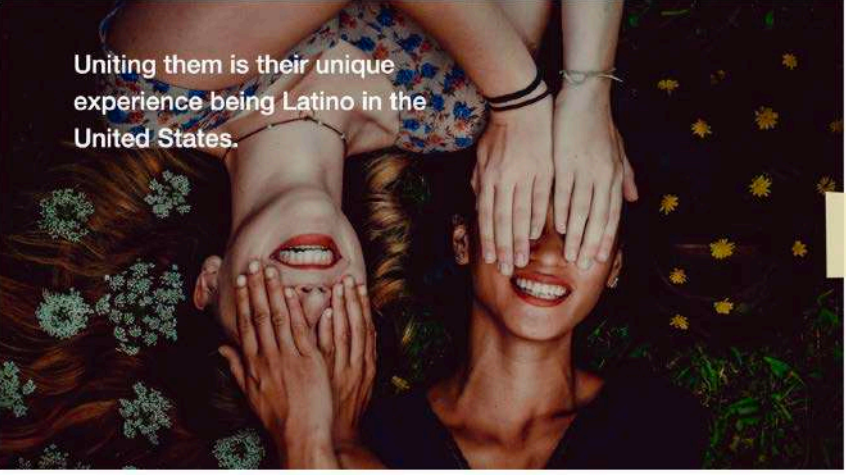
Some are well-known, while others are famous in their own circles.



actors, singers, chefs, artists, athletes, politicians, educators, leaders, executives, brothers, sisters, mothers, daughters, and spouses.


Uniting them is their unique experience being Latino in the United States.



#### Guiding Principles



The topography is a youthful and expressive script that embodies the brand's principles: **Powerful, passion, creativity, innovative.**

The script is energetic and engaging, connecting and promoting authentic stories that resonate with a dynamic and diverse community of Latinos.



#### Logo Structure

**Construction**  
The construction of the logo is based on the asterisks in the script. The height of the script is 2x the asterisks.


#### Script Color

The multi-color painted script is a symbolic representation of Somos's community, a confident yet approachable statement of inclusiveness.

Actors, singers, chefs, artists, athletes, politicians, educators, leaders, executives, brothers, sisters, mothers, daughters, and spouses.

Use the Somos script in one of the following color combinations. The paired versions are preferred. In cases where color needs to be restricted, the one-color logos are acceptable. Choose the color option with the highest contrast.

#### Download Logos



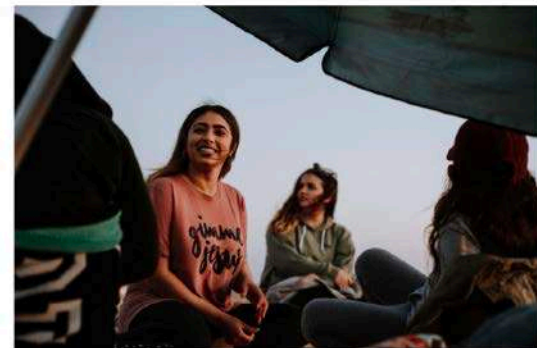
#### Traits & Voice

With the many new social media platforms available today, brands have become increasingly difficult to find and consistent platforms where their audience will see them as authentic.

With this, Somos needs to speak to their customers with an open, creative, and empathetic voice, leaving ego at the door.

To help with consistency, we can break down messaging into two categories: **traits and voice.** Always ask the question, "If we are honest with each other, how do we speak with brand values?"

<b>Traits</b> <ul style="list-style-type: none"> <li>Community-centric</li> <li>Approachable, grounded, honest</li> <li>Consistent and trustworthy</li> <li>Small, confident, and innovative</li> <li>Creative and inspirational</li> </ul>	<b>Voice</b> <ul style="list-style-type: none"> <li>Personal, direct, and open</li> <li>Human, connection and authentic</li> <li>Confident and proven</li> <li>Optimistic, energetic, and full of enthusiasm</li> <li>Support and motivate</li> </ul>
---	---



#### Brand Colors

As mentioned in the Brand Identity section, the multi-color painted script is a symbolic representation of Somos's community, a confident yet youthful statement of inclusiveness.


**Primary Colors**

<b>Somos Red</b> HEX: #E61E22 CMYK: 28, 10, 100, 80	<b>Somos Orange</b> HEX: #F15A24 CMYK: 100, 14, 18, 100	<b>Somos Pink</b> HEX: #F06292 CMYK: 100, 100, 100, 100	<b>Somos Blue</b> HEX: #42A5F5 CMYK: 100, 100, 100, 100
---	---	---	---

**Secondary Colors**

<b>Light Warm Grey</b> HEX: #F5F5F5 CMYK: 0, 0, 0, 100	<b>Dark Warm Grey</b> HEX: #9E9E9E CMYK: 0, 0, 0, 100	<b>Warm Black</b> HEX: #212121 CMYK: 0, 0, 0, 100	<b>Somos Highlight Blue</b> HEX: #42A5F5 CMYK: 100, 100, 100, 100
--	---	---	---

**Highlight Color**




#### Water Color Glitch

The water color glitch is used to add depth and dimension to the Somos Brand. Use it sparingly but effectively to highlight different expressions of the brand.

It is also advisable when used with type to have a white block of color below the type to help with readability.

Download



#### All Walks of Life

Use these "All Walks of Life" scripts sparingly to help build a connection between the Somos brand and the people that inspire these stories.

Download

* we are	* athlete	* sister
* actor	* politician	* mother
* singer	* leader	* daughter
* chef	* executives	* spouse
* artist	* brother	* storyteller

#### Guiding Principles


Photography is essential in supporting Somos' marketing services across customer touchpoints, including advertising, websites, social media, print materials, etc.

**Wordless**  
Use photography in a youthful way by incorporating dynamic visuals with creative compositions that appeal to a younger demographic and reflect the modern and contemporary nature of the show.

**Powerful**  
Showcase powerful Latina women, capturing their strength and resilience to inspire and empower the audience. The imagery reinforces the show's commitment to celebrating diversity and promoting authentic stories.

**Creative**  
Use unique angles, lighting, and composition to create visually stimulating images that capture the energy and spirit of the show's Latina audience. The result is a dynamic and engaging experience.

**Portrait**  
Black & white photography normalizes images from different sources in a production level, creating a stronger connection and perspective for the Somos brand.



#### Inspiration


At this moment, Somos doesn't have a photo asset library but relies on royalty-free stock photography, sourced predominantly from Unsplash.

Unsplash is a platform powered by a fantastic community that has gifted hundreds of thousands of their photos to fuel creativity worldwide.


**Unsplash License:**

- All photos can be downloaded and used for free.
- Commercial and non-commercial purposes
- No permission is needed (attribution is appreciated)

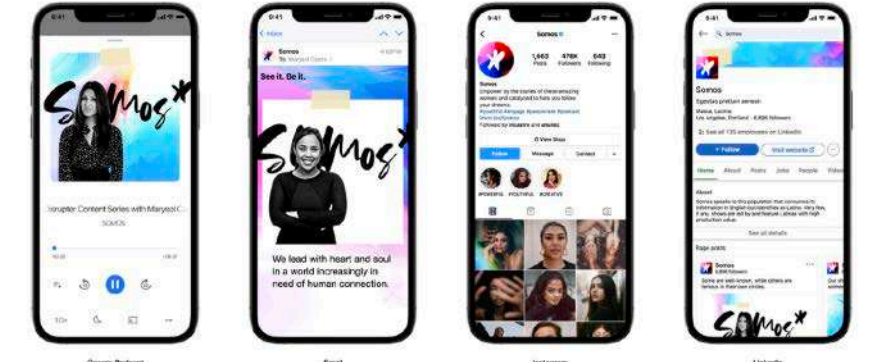
Collected images: [unsplash.com](https://unsplash.com)


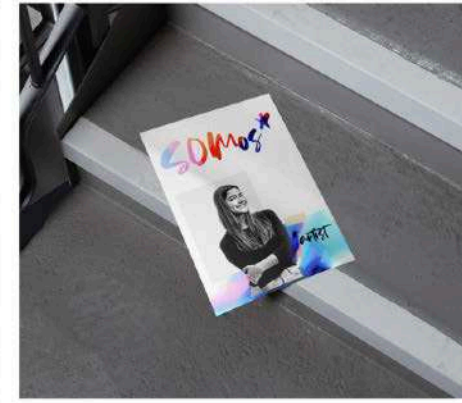




#### Portrait

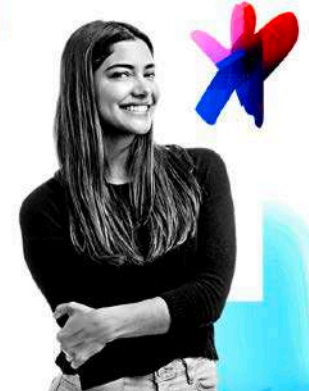



#### Usage Platform









# WerkFlow

## Brand Development

### WerkFlow Brand Guidelines

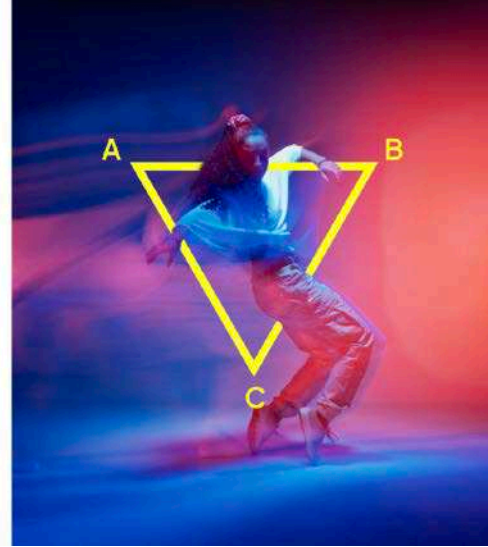
Version 1.0

#### Audience

**A. Teachers / Trainers**  
WerkFlow is simple: rent space, manage bookings, and receive payments easily. Focus on what you love: dancing.

**B. Studios / Gyms**  
WerkFlow is convenient: make money with little to no extra work, hire teachers reliably, and boost 'cool factor' in the community.

**C. Consumers**  
WerkFlow is connected: look, discover, book, and pay for the perfect dance class with top dancers.



### WerkFlow

## The marketplace for dance classes.

### Brand Creative

### Brand Strategy



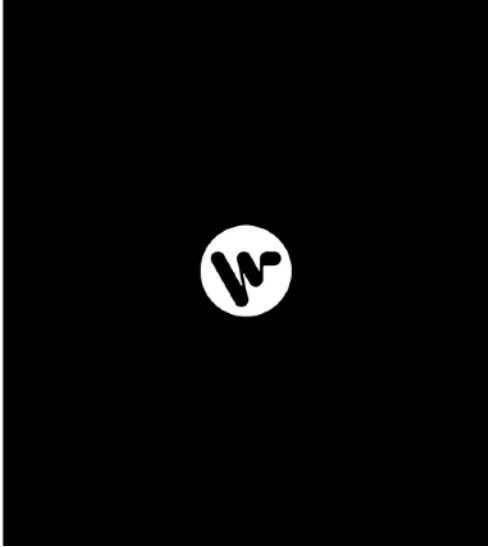
#### Mission

WerkFlow is empowering professional dancers with tools—including access to studio spaces—to sell dance classes and services directly to consumers.



#### Vision

WerkFlow is the future for dancers: a place to express, connect, celebrate and showcase our love for dance.



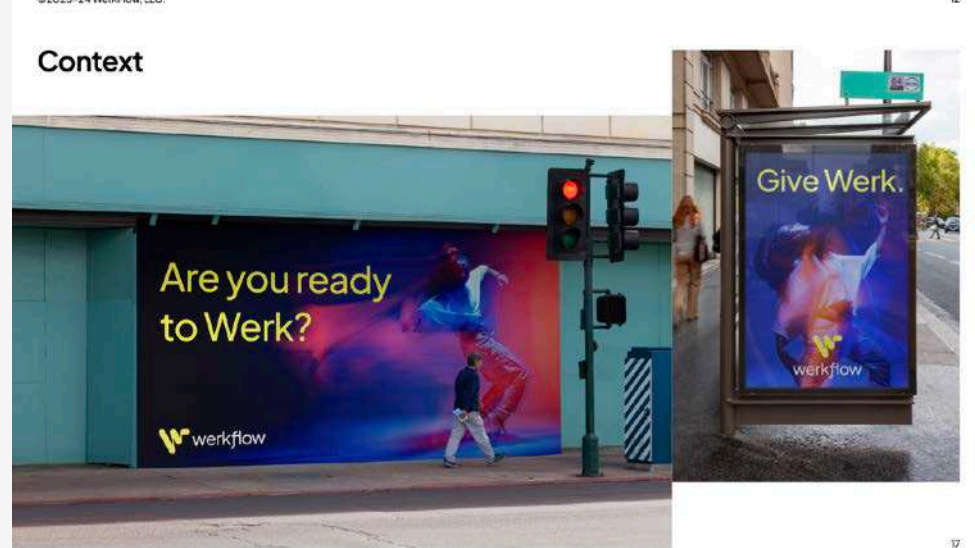
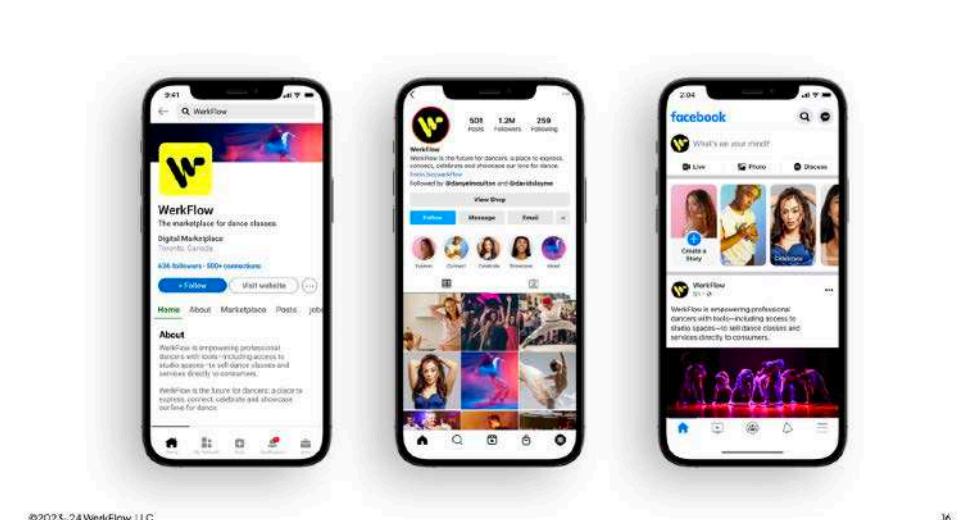
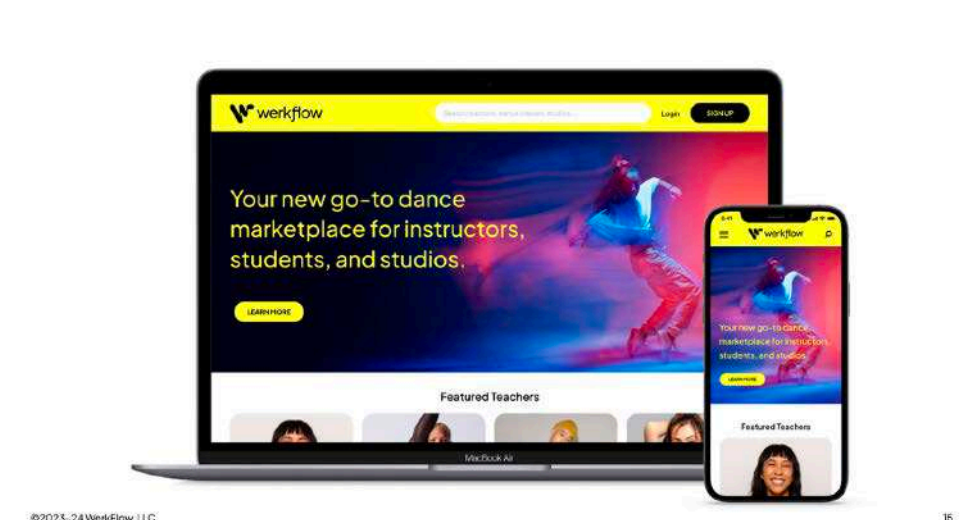
#### Typography

### Are you ready to Werk?

WerkFlow is empowering professional dancers with tools—including access to studio spaces—to sell dance classes and services directly to consumers.

#### Color

<b>Devant</b> Hex #FFFF54 RGB 255 255 84	<b>Seconde</b> Hex #FFFFFF RGB 255 255 255
	<b>Effacé</b> Hex #000000 RGB 0 0 0



# OppZo

## Brand Development

**OppZo Brand Guidelines**  
Version 01.5  
Friday, May 28, 2021

### Contents

- 03 Hello
- 07 Logo System
- 12 Voice & Messaging
- 14 Color
- 17 Typography
- 20 Graphic Elements
- 23 Photography
- 29 Context
- 35 Contact

### Hello

**We are OppZo.**

Doing well to do good is at the core of what we stand for, and this commitment begins with our Brand Guidelines.

Consistent use of our logo and visual design system is essential to give our customers the best experience, from their first engagement with the website to email correspondence to filling out an application to help fund their dreams.

Communications should be clear and free from "marketing speak." The OppZo brand should guide how we position and communicate with our clients, provide a foundation for our visual identity, and help unify our messaging across various channels.

### Core Values

- Community**: Our number one priority is supporting the community and making it thrive. This mission drives everything we do. We listen to the challenges our customers face and bring solutions to support their businesses and neighborhoods.
- Empathy**: We understand first hand the impacts of disparity in funding available to communities in opportunity zones.
- Transparency**: We pride ourselves on being trustworthy partners to the community. We focus on providing a clear and fair service in our process and bring what we're dedicated to ensuring that our customers feel supported.
- Creativity**: Our service is built on innovation technology and funding real life ideas for small businesses to get their working capital they need to grow. We are constantly innovating on our product to find even better ways to support our customers.
- Humility**: We believe there is no place for ego in the work we do. We're ready to learn and to help in more ways than one in the service of rebuilding communities and improving the lives of our customers.

### We Believe

**This business is your home.** It defines your neighborhood, and you built it, dedicated to your neighbors.

If you flourish, they flourish. Everyday you bring your passion and energy to your community. It's more than just a business. It's personal.

But business isn't easy. It takes a lot to keep things running. Many people don't see that, but we do. So we're here right beside you, whenever you need us. We're here to take some hard stuff off your plate. So you can do the important work. **Scale, flourish, and win.**

### Guiding Principles

The logo is a bold expression of community, represented by the 8 motions of a circle: beginning, never ending, solid and growing from a solid foundation.

**Confident, together, innovative.**

The logo is also a bold statement, creating an address symmetry with five circles, starting and growing from a solid foundation.

The color gradient signified a modern and innovative company while also signifying the transformation from an individual to a community.

### Logo Color

The multi-color gradient is a symbolic representation of OppZo's community, a core client yet representative statement of inclusiveness.

**Primary Colors**  
Innovator: Purple  
Entrepreneur: Blue  
Government: Green  
Business: Yellow  
Individual: Orange

Use the OppZo logo in one of the following color combinations. The gradient versions are preferred. In cases where color needs to be restricted, the one color logo is acceptable. Choose the color option with the highest contrast.

### Logo Structure

**Construction**  
The construction of the logo is based on "12" in the logo type, 1/2 the distance of the "12" for placement of the circle logo. The logo is 2x the size of the "12" in the logo type.

**Clear Space**  
Clear space is also based on the letter "12" in the logo type. Horizontal and vertical space requires the full height and width of the "12" on either side, up/down.

### Brand Colors

As mentioned in the Logo System section, the multi-color gradient is a symbolic representation of OppZo's community as a whole, the awareness, the statement of inclusiveness.

**Primary Colors**  
The primary color for OppZo is the gradient. OppZo is a brand that is inclusive and open to all. The gradient is used to highlight with other black or white to add emphasis and clarity, please use the following guide for color precedence and a breakdown of color usage.

**Secondary Colors**  
When needed, individual colors from the OppZo primary gradient can be used in web/mobile/UI, print materials with limited color capabilities, etc.

### Font Family: Montserrat

**ABCDEF GHIJKL MNOPQ**  
**RSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&\*^&**

### Casing

When it comes to casing, please use sentence and all caps in our marketing communications.

**LET US HELP BUILD YOUR DREAMS.**

**OppZo is building an ecosystem that drives capital to businesses in distressed communities.**

**Doing well to do good.**

OppZo is a community-oriented financial services company, with the goal of helping small businesses in economically distressed areas gain access to uncapital sources of capital.

### Gradient Rules

Use simplified gradients (roughly two colors) to help focus the content and add life to the composition.

Simplified gradients can also be applied to the copy, retaining the same idea.

Color proportion should be a big part in helping the gradient interesting without overwhelming the content of the medium.

When these rules, gradient angle and colors can change to help create an aesthetically pleasing and dynamic composition.

### Guiding Principles

Photography is essential in supporting OppZo's marketing services across customer touchpoints including advertising, websites, social media, and mobile apps, etc.

**Timeless**  
The use of black & white photography creates a stronger connection to the subject matter, removing any distractions color may cause while also giving the eye to the subject matter.

**Community**  
OppZo is powered by technology, but at its core humans. Photography of people should be candid, candid and best staged. The photography should be authentic, approachable and friendly.

**Connection**  
The pairing of images can help discuss patterns, from entrepreneur to business, individual to the community, city to the government. Highlighting these relationships create a strong connection to and for the OppZo brand.

**Production**  
Black & white photography normalizes images from different sources at a production level, creating a stronger connection and perspective for the OppZo brand.

### Timeless

Black & white photography normalizes images from different sources at a production level, creating a stronger connection and perspective for the OppZo brand.

### Connection

Individual X Community  
Entrepreneur X Business

### Digital

Desktop, Mobile, Tablet, Instagram

### Analog

Business Cards, T-shirt, Billboard, Signage

# Limitless Minds

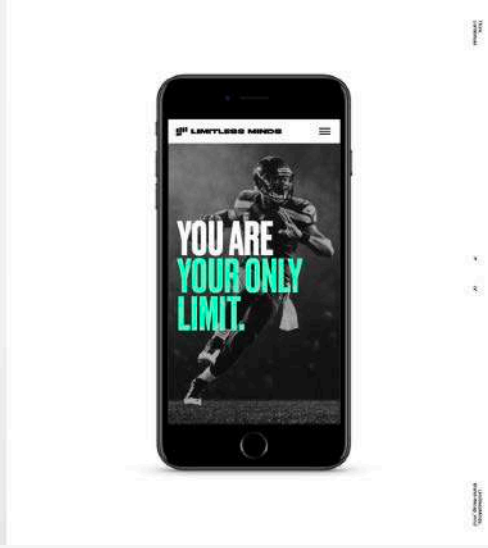
## Brand Development

### Limitless Minds Brand Playbook



#### Limitless Color

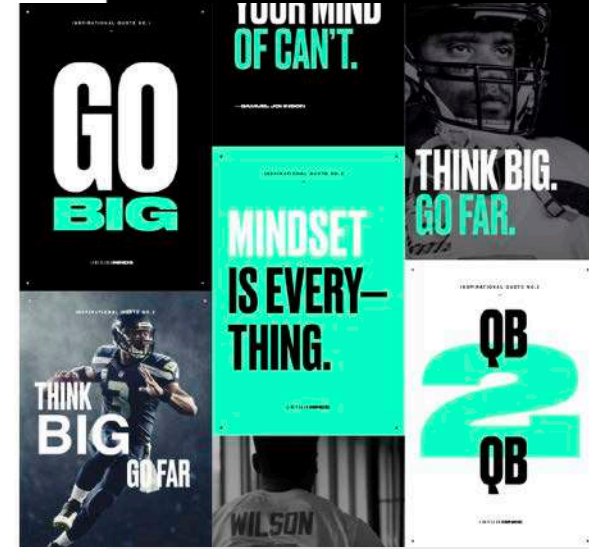
Think Big, Go Far!  
It's associated with happiness and sunshine. Whereas the green represents the cohesiveness of change and growth, refreshing and friendly, yet strong and reliable. The blue represents the 'hey, look this side of the Nevada nature.'



**Positioning Statement.**  
In today's fluid, fast paced and competitive world - a mindset that delivers the highest probability of success is an undeniable asset. Limitless Minds offers experience-proven insight and training in what it takes to achieve big and go far. Unlike other 'rah rah' positive thinking speakers and firms, we don't emphasize the magic of just thinking positive. We believe the mind is truly limitless and provide workable keys to unlock that potential.

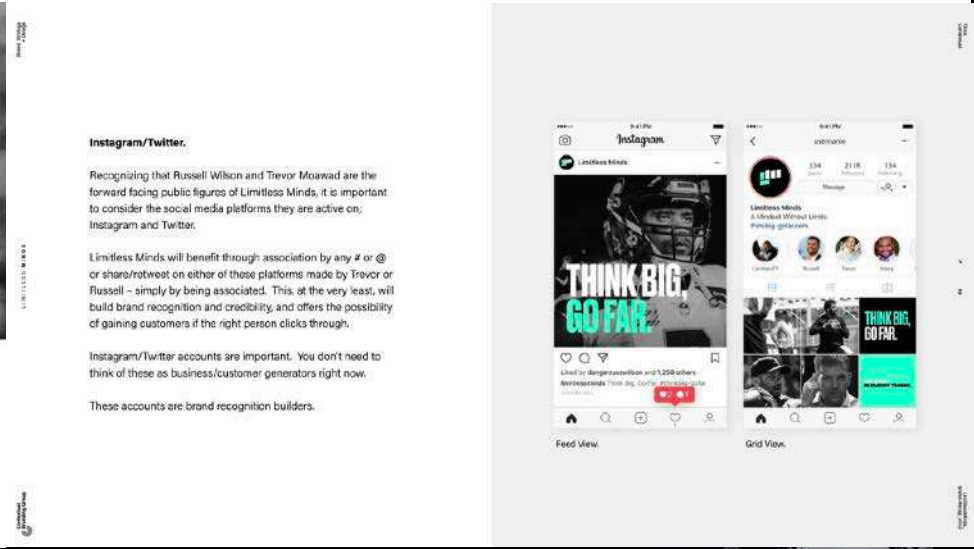
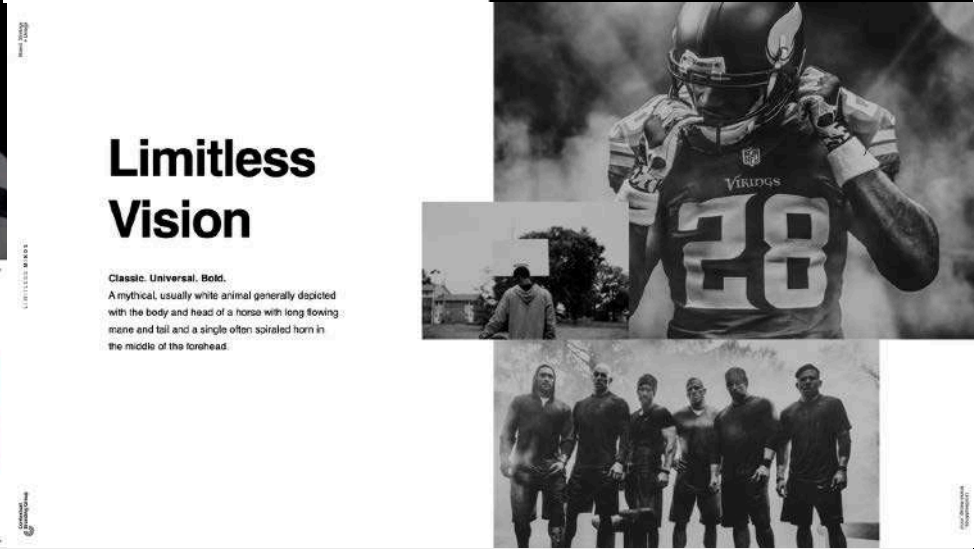
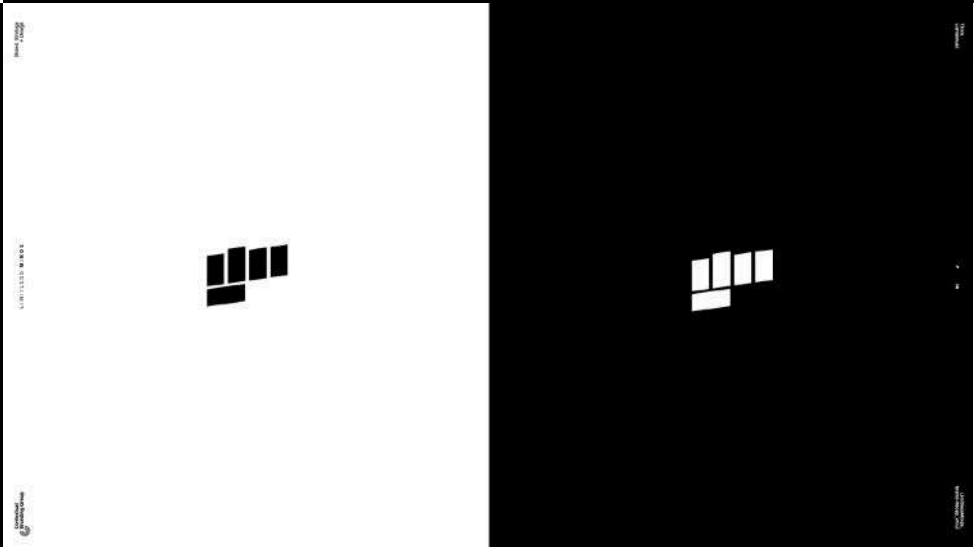
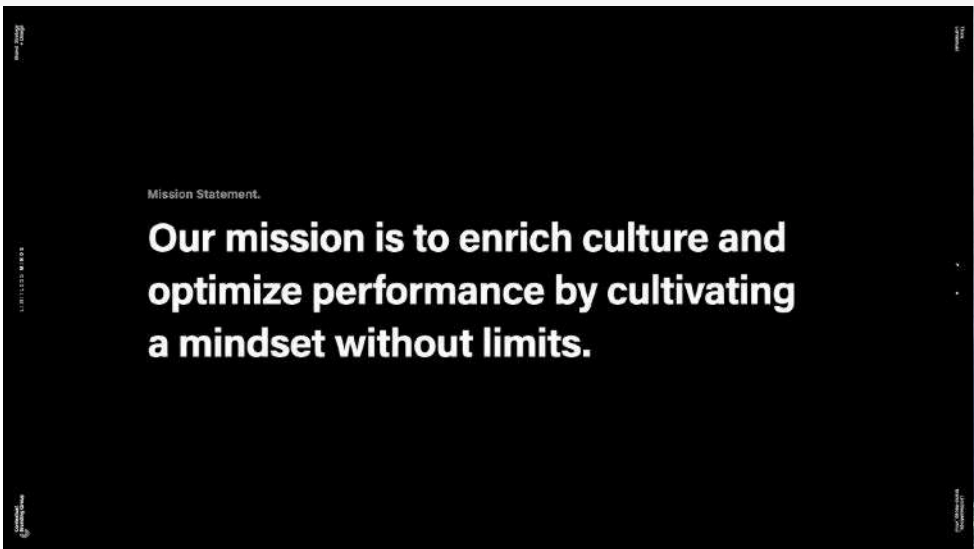
**Font.**  
Druk is a study in extremes, featuring the narrowest, widest, and heaviest typefaces. It has its roots in posters and editorial design but with a loud voice in the typographic digital spectrum.

**Limitless Voice**  
Adapt: like the mind can adapt. It's associated with happiness and sunshine. Whereas the blue represents the cohesiveness of change and growth, refreshing and friendly yet strong and reliable.

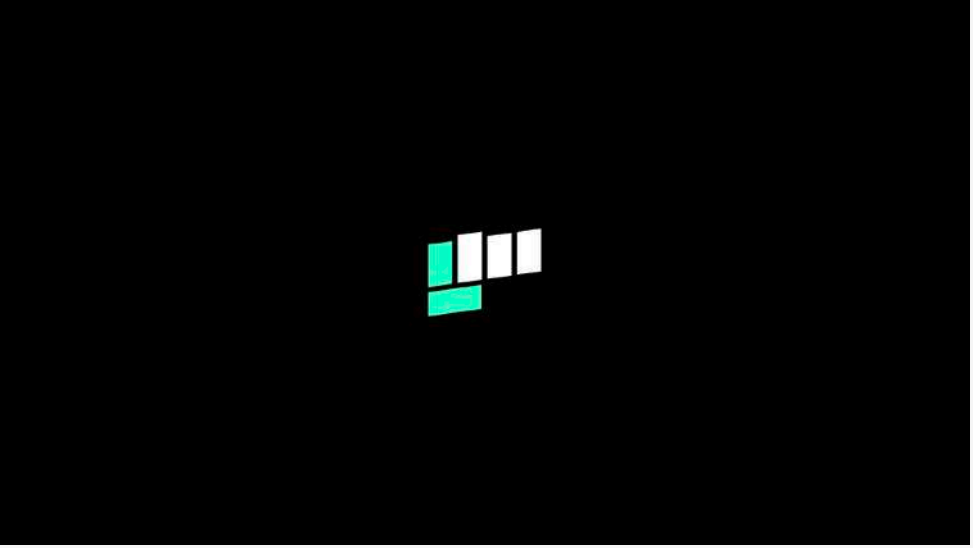
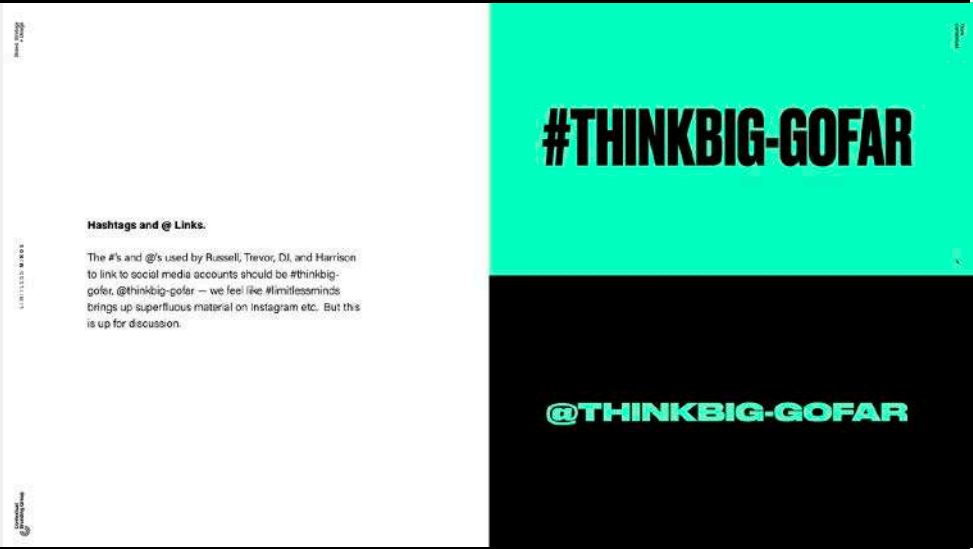
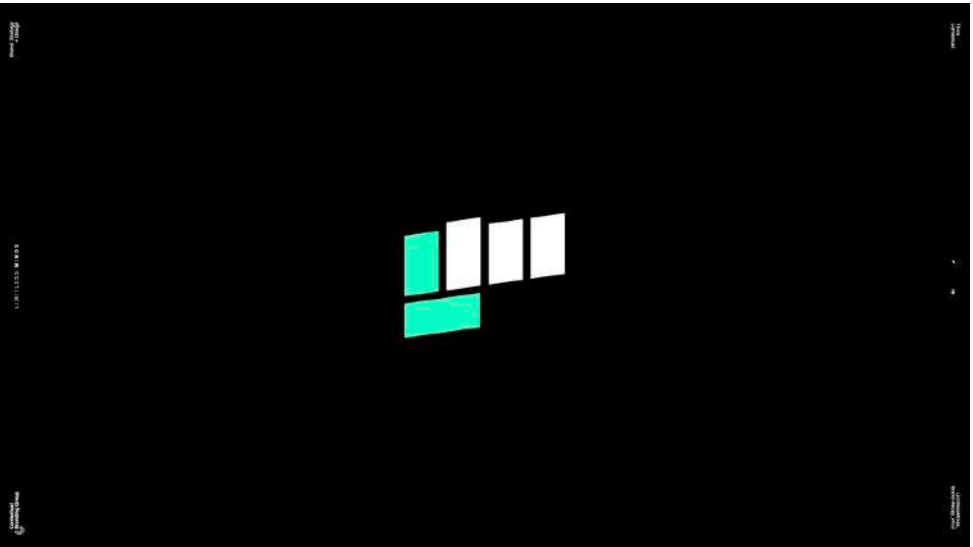


**Mission Statement.**  
Our mission is to enrich culture and optimize performance by cultivating a mindset without limits.

**Limitless Vision**  
Classic Universal. Bold. A symbol, easily write and generally decided with the body and head of a horse with long flowing mane and tail and a single often spiraled horn in the middle of the forehead.

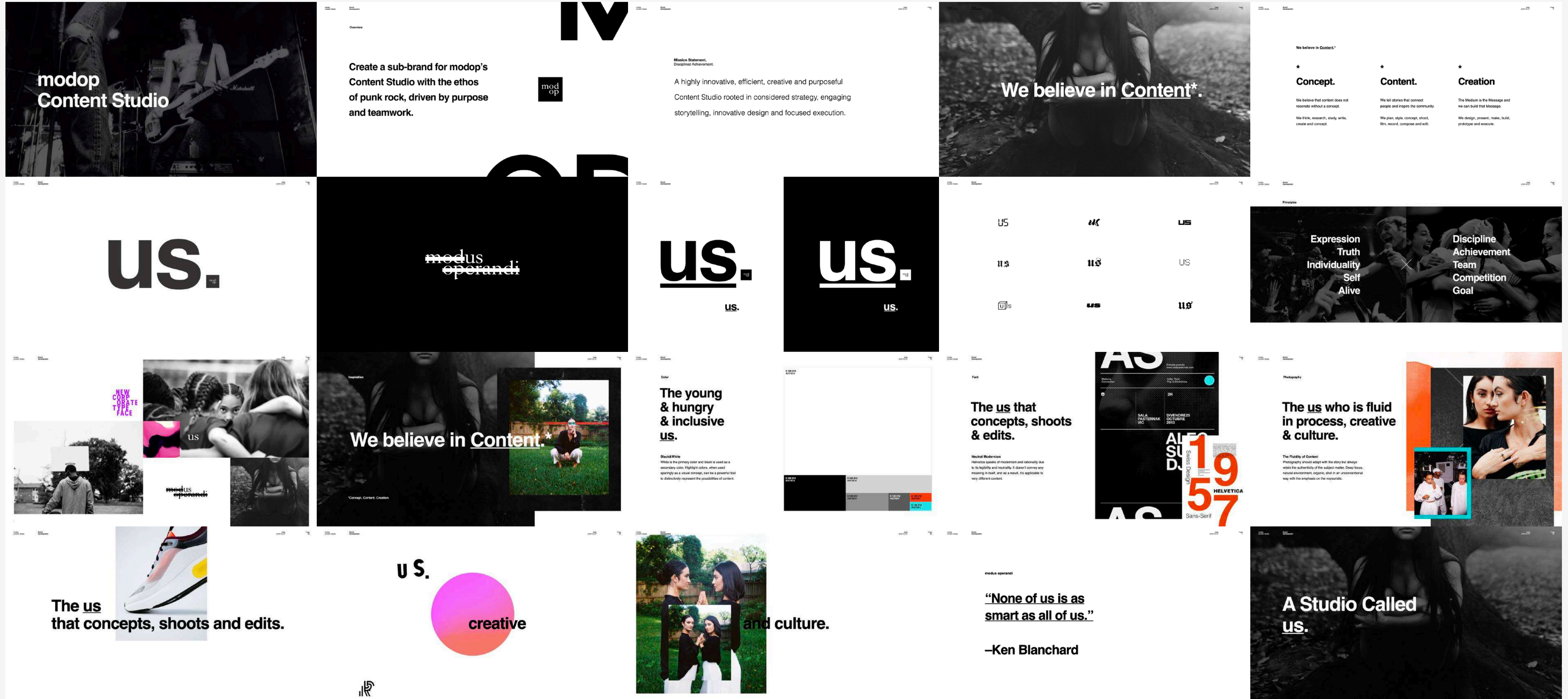


**Guiding Principles.**  
Fearless  
Modern  
Impactful  
Truthful  
Limitless



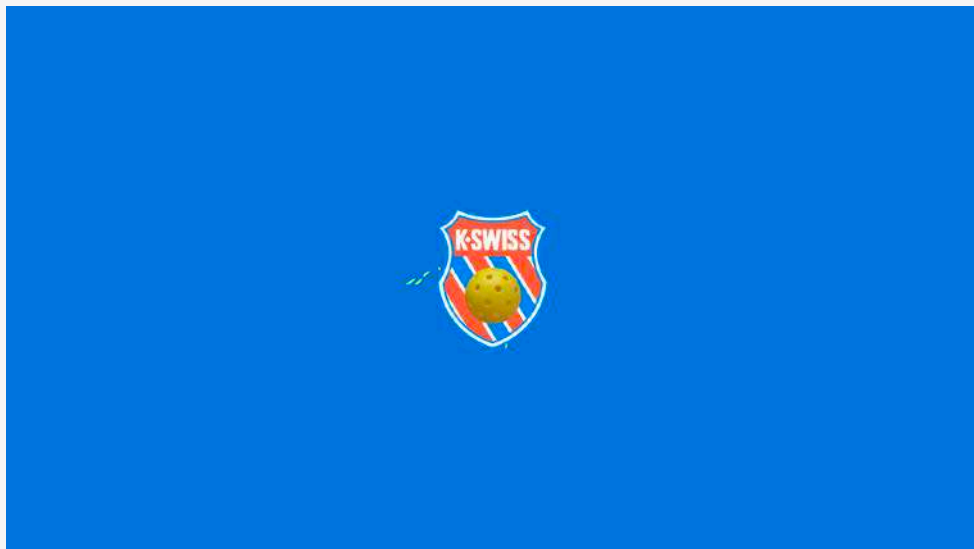
# modop Content Studio

## Brand Development



**The framework to tell a compelling story with considered, strategic, and insightful execution.**

# K-Swiss Let's Go Courting Creative Campaign



## Creative Campaign Sales Meeting



Using the iconic style of 70's NFL highlight films, featuring the legendary voice of John Facenda, we infuse Pickleball with epic drama, humor and inspiration, and even education, transforming every game from the ordinary to the extraordinary.

Let's go courting!

## Heroes of the Hardcourt

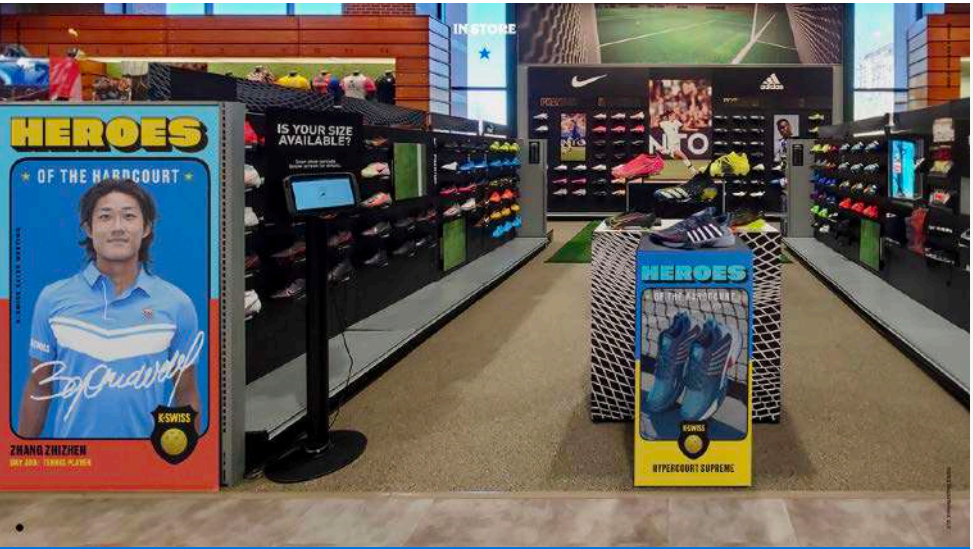
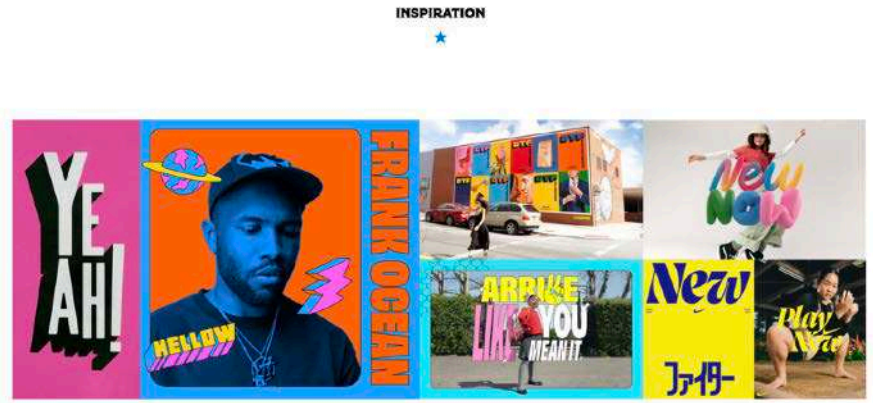
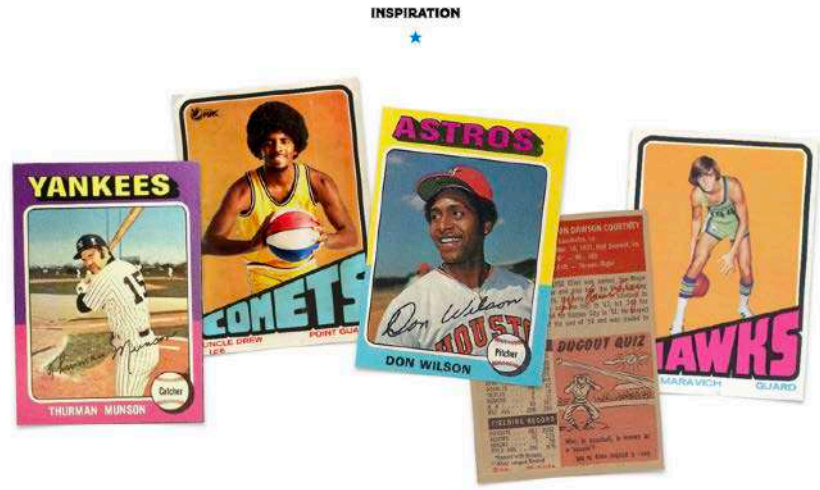
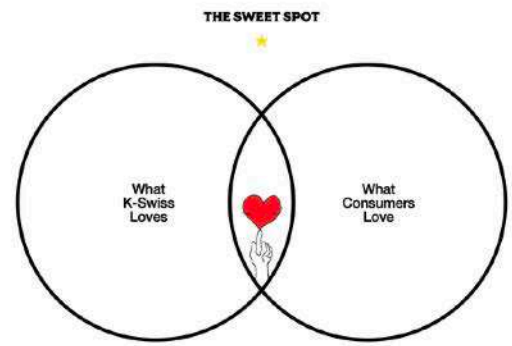


Use humor, upbeat enthusiasm, passion and court sport insight, to craft an unforgettable K-Swiss Sales Meeting Experience that amplifies K-Swiss's ethos and instills unwavering confidence in our 'Let's Go Courting' Brand Communication Platform.



Surprise and Delight are keys to virality.

Use the iconic style and timelessness of trading cards as a base for the Heroes of the Hardcourt design aesthetic, adding surprise and delight throughout all media channels.



# Una Vodka Brand Playbook

## UNA Vodka Brand Playbook

2023-05-31

### the liquid shape of beauty

This document invites you to the world of UNA Vodka. It will guide you through the look and feeling we've created to express our brand. We will use it to instill our substance, style and spirit in everything we do.

*Our strategy is the foundation for everything that follows.*

Our strategy motivates and defines every aspect of our identity. It's how we know what to aim for and how best to achieve it. Anything we make, say or do is done for this purpose.

#### BRAND STRATEGY

- PRODUCT TRUTH**  
Our Vodka has a floral flavor profile.
- FUNCTIONAL BENEFIT**  
It provides versatility and a unique aroma for cocktails.
- EMOTIONAL BENEFIT**  
It allows drinkers to express their individual creativity.
- BRAND PURPOSE**  
To inspire appreciation for beauty, being.

**INSPIRE OUR EXUBERANCE**  
With this connection, we know our ambitions link back to the truth at the heart of our product. It's how we keep our identity consistent, genuine and believable.

### DRINK EXUBERANTLY

OUR BRAND VOICE  
Come on, beauty. Let's adore one another, before there's no more of you and me.

#### OUR VALUES

### Happiness

**WHAT WE MEAN** ✓

- Brings joy and delight, making any occasion magical and memorable.
- Disables mood and spirits, creating whimsy and wonder.
- Encourages carefree attitude, inviting people to enjoy life to the fullest.

**WHAT WE DON'T MEAN** ✗

- Cold or typical.

#### OUR VALUES

### Empowerment

**WHAT WE MEAN** ✓

- Embodies strength and confidence of femininity.
- Represents sophistication and elegance, inspiring confidence.
- Provides luxury and exclusivity, empowering those who consume it.

**WHAT WE DON'T MEAN** ✗

- Common or arrogant.

#### OUR VALUES

### Beauty

**WHAT WE MEAN** ✓

- Captures nature's beauty with floral aromas and natural appearance.
- Celebrates beauty in simplicity, with clean and crisp taste.
- Reflects commitment to aesthetic excellence with striking and unique bottle design.

**WHAT WE DON'T MEAN** ✗

- Ordinary or pretentious.

#### OVERVIEW

### Brand Creative contains all the visual elements of our identity.

In support of Drink Exuberantly, our values define how we speak, look and act. Whatever we're doing, no matter who we're with or where we are, if we keep these values close we'll stay true to who we are.

#### OUR THREE VALUES

- HAPPINESS**  
Magical and whimsical, not cold or typical.
- EMPOWERMENT**  
Sophisticated and feminine, not common or arrogant.
- BEAUTY**  
Surreal and floral, not ordinary or pretentious.

### We lead with our White Lotus.

The bottle is our North Star for the Una, with our White Lotus as its foundation. Sophisticated, airy, optimistic and modern, our light cream is the core primary color across our brand.

#### PRIMARY PALETTE

Our White Lotus sits alongside three additional core Una colors in our palette. Creation, is based on our color and works beautifully as a bright accent. Prussia Black, Navy, helps to change the pace and create contrast, and Azalea offers balance.

To offset our primary palette, we use a rich gold metallic. It adds warmth and links directly to the frame of our label.

<b>White Lotus</b> HEX: #F0F0F0 CMYK: 0, 0, 0, 100	<b>Azalea</b> HEX: #F08080 CMYK: 0, 100, 100, 0	<b>Prussia Black</b> HEX: #191919 CMYK: 100, 100, 100, 0
<b>Creation</b> HEX: #FF0000 CMYK: 100, 0, 0, 0	<b>Prussia Black</b> HEX: #000000 CMYK: 100, 100, 100, 0	<b>Prussia Black</b> HEX: #000000 CMYK: 100, 100, 100, 0

#### GUIDING PRINCIPLES

The logo type embodies the brand's principles: Neutrality, empowerment, and beauty.

The logo type is elegant and engaging, connecting and promoting aesthetic experiences.

#### PRIMARY CAMPAIGN LOGO

With imagery & collage.

#### PRIMARY CAMPAIGN LOGO

With imagery & collage.

#### STYLING

#### ENVIRONMENT

# The Simple Company Brand Playbook

## Brand Playbook

THE SIMPLE COMPANY 2022-11-02

Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple.

But it's worth it in the end because once you get there, you can move mountains.

-Steve Jobs

### VISION

To design businesses at the speed of simplicity.

### VOICE

Smart  
Insightful  
Direct  
Human  
Witty

### BRAND

The world's simplest small business growth program.

### CREATIVE OVERVIEW

Make every business work through Simplicity.

How do we achieve our wildest dreams?

It's Simple.

### BRANDMARK

the Simple company

### SYMBOL

### HELVETICA NEUE

Helvetica is a neo-grotesque design, one influenced by the famous 19th century (1890s) typeface Akzidenz-Grotesk and other German and Swiss designs.

Its use became a hallmark of the International Typographic Style that emerged from the work of Swiss designers in the 1950s and 1960s, becoming one of the most popular typefaces of the mid-20th century.

Notable features of Helvetica as originally designed include a high x-height, the termination of strokes on horizontal or vertical lines and an unusually tight spacing between letters, which combine to give it a dense, solid appearance.

AaBbCc123  
AaBbCc123  
AaBbCc123

### MESSAGING

Make every business work with the simplest business design program in the world.

<b>Traits</b>	<b>Voice</b>
• Simple	• Smart
• Punchy	• Insightful
• Growth	• Direct
• Design	• Human
• Wordy	• Witty

### Problem Solution

How do I achieve my wildest dreams?  
It's Simple.

### COLOR

We combine proven brand and business growth strategies with world-class coaching, training, and accountability to bring you breakthrough results.

### COLOR BREAKDOWN

Gold is the color of success and affluence. This color harnesses masculine energy and the power of the sun with its strong, warm undertones.

It is the color that is most often linked to champions. For products with black packaging, a contrasting gold embellishment creates a luxurious appearance.

### the Simple process™

Clarify + Simplify + Multiply

How do I double, triple or even 10x my profitability?

It's Simple.

Witty + Smart

the Simple company



# AWS Retail Marketing Framework

**Born from Retail Built for Retailers**

Sharing our experience with retailers and partners for the most important customer journey – the one you lead.

**Lead, Never Follow.**

July 9, 2019

**Today's Discussion**

**The Customer:** Expectations from demand to delivery. Boundless choice through technology.

**Why Journeys Matter:** The stakes are higher, which isn't new for retailers. What it takes to respond to.

**The Challenge:** Years of investment creates obstacles and a partial view of the journey forward.

**Journey-Driven Retail:** With a purpose-built foundation and sharing twenty years of experience.

**Lead, Never Follow:** Where we began. With 1,000's of retailers and partners, we're in this together.

**The Customer**

A new generation of customers see every channel connected, forecast made, recommendation shared, store transformed, shipping option offered, and call center contacted as a choice.

**Hyper-Connected**

Demand to Delivery  
Accelerating Choice  
Customer = Channel

**The Customer Journey**

- Interest & Research
- Engage & Evaluate
- Justify & Purchase
- Anticipate & Track
- Inquire & Return
- Loyalty & Advocacy

63% Expect Personalization as Standard - 74% Frustrated When Not Offered

78% Willing To Leave If Fast/Free Shipping Agent Offered at Checkout

Tracking Detail Checked 8x Expecting New Info

60% of Consumers Unhappy With Returns or Not Even Writing To Try

**Journey = Opportunity**

- 30% More Predictive of Customer Satisfaction
- 4-5x More Likely a Bad Experience Will Lose Customers
- 15% Incremental Revenue Opportunity When Understood

**Technology Obstacles**

- Technical Debt:** Investment to maintain legacy systems is limiting innovation and drastically impacting the ability to react, or move to proactive retail.
- Fragmented View:** Retailers struggle to achieve a single view of the customer, let alone a complete view of their journey. How to leverage IoT is also a challenge.
- Transformation Disconnect:** C-Level executives realize AI/ML transforms stores, forecasts, and recommendations, but need to know which scenarios to prioritize today.

70% IT Forecast Ability to Increase

69% Less Responder to Changes in Market

16 Average Systems with Calendar Data

51% Can't Share Data Between Multiple Systems

#1 AI/ML Ranking at Customer Change

#8 AI/ML Ranking by IT Spend

**Empowered to Lead?**

- Plan & Forecast
- Promote & Recommend
- Incentivize & Sell
- Fulfill & Ship
- Deliver & Support
- Analyze & Expand

Speed To Deploy, Quality, Accuracy?

Optimize Sourcing/Shipping Options?

Post-Purchase Personalization?

Disposition, Community, Re-Engage?

Technical Debt

Fragmented View

Transformation Disconnect

**Journey-Driven Retail**

**Customer Journey**

- Interest & Research
- Engage & Evaluate
- Justify & Purchase
- Anticipate & Track
- Inquire & Return
- Loyalty & Advocacy

Plan & Forecast

Promote & Recommend

Incentivize & Sell

Fulfill & Ship

Deliver & Support

Analyze & Expand

Requires a Purpose-Built Foundation

Connect Their Experiences. Guide Their Choices. Lead Their Journey.

The Best of Amazon Shared Through AWS

Giving retailers and partners a head start 20 years in the making.

**Lead, Never Follow.**

**Working Backward to Move Forward**

We work with 1,000's of retailers and partners to find out where they're going. We work backward, considering the countless possibilities, to build the tools (AI/ML, IoT, Serverless Microservices, Data Lakes) retailers need for greater performance and efficiency at lower costs.

We then share our own experience with retailers to ensure you can lead your customer's journey.

**A Foundation to Lead**

- Reinvent Your Legacy:** Connected, Agile, Modern
- Complete Your View:** Real-time, Scalable, Journey-Based
- Transform Your Engagement:** Higher Quality, More Accurate, Customer-Aware

**Case Study**

**Brooks Brothers**

Brooks Brothers is running key business-critical SAP applications powered by HANA on AWS. The organization can use AWS to launch and test new SAP software based retail projects in hours instead of weeks, save thousands on hardware costs, and focus more on new initiatives that drive revenue.

"Using AWS to deploy and operate our SAP environments, we can be more nimble, which opens up many more possibilities for our business. We can get new initiatives to production faster, and if some things aren't providing the desired business results in pilot mode, we can quickly shut those down."

Sahil Lahere  
Executive Vice President & CIO

**Case Study**

**Fender**

Fender went all in on AWS to better engage with customers and gain supply-chain efficiencies. The company uses AWS services including AWS Lambda, Amazon DynamoDB, and Amazon API Gateway to store and deliver more than 700 TB of video and more than 4.9 million lessons to customers.

"With an enterprise-ready option like Lake Formation, we will be able to spend more time deriving value from our data rather than doing the heavy lifting involved in manually setting up and managing our data lake."

Joshua Couch  
VP Engineering

**Case Study**

**Yamaha**

Established in 1960, Yamaha offers a full line of musical instruments and audio/visual products. The company had been managing all of its applications and infrastructure internally with one data center used primarily as a backup facility, and all production, test, and development.

"Amazon Personalize saves us up to 60% of the time needed to set up and tune the infrastructure and algorithms for our ML models when compared to building and configuring the environment on our own. It is ideal for both small developer teams who are trying to build the case for ML, and large teams who are trying to iterate rapidly at reasonable cost."

Ishwar Bharbhar  
Director of Information Technology

**Amazing Customer Stories**

**Industry-Leading Partners**

**Industry's Largest Ecosystem at Work**

Our fantastic customers and partners growth continues to accelerate, as they take bold leaps forward – listening, anticipating and defining what their customers never knew they wanted. They experiment, wander and transform their moments of choice into revolutionary moments of growth. Experiences that speak louder than words...

**Amazing Customer Stories**

**lululemon athletica**

lululemon athletica can stand up development environments in minutes instead of days, automate its environment, and enable consistent integration and deployment using AWS.

**The Challenge:** lululemon decided to offer more digital services and push out new applications and features faster.

**The Solution:** lululemon chose AWS as the platform for its development, test, and production environments.

**The Benefit:** Relying on AWS services to automate and simplify, lululemon can decrease its development time.

"Any continuous integration and deployment pipeline should be automated, easy to manage, and discoverable, and that's exactly what we get using AWS. We get a level of simplicity and transparency we simply couldn't have in our previous on-premises environment."

Ishwar Bharbhar  
Director of Information Technology

**The Future of Retail**

- 26% More Likely to Undertake IT Transformation
- 5% Higher Average Order Value
- 12% More Likely to Take on Store Transformation

**Empowered to Lead**

**Taking Bold Leaps Forward Together**

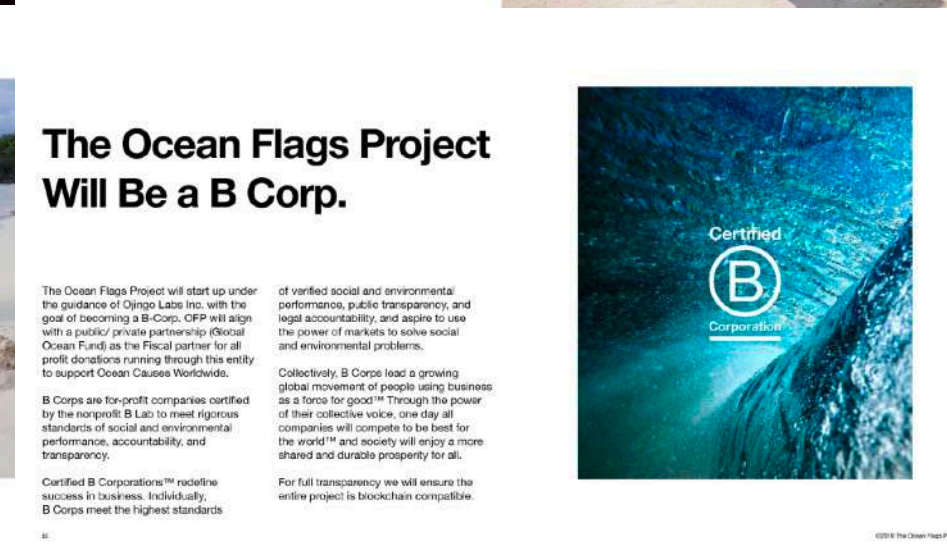
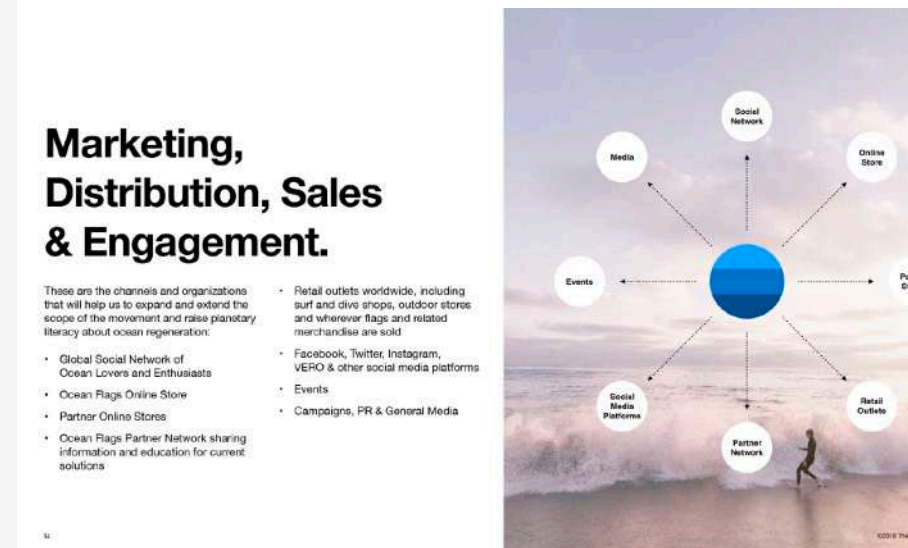
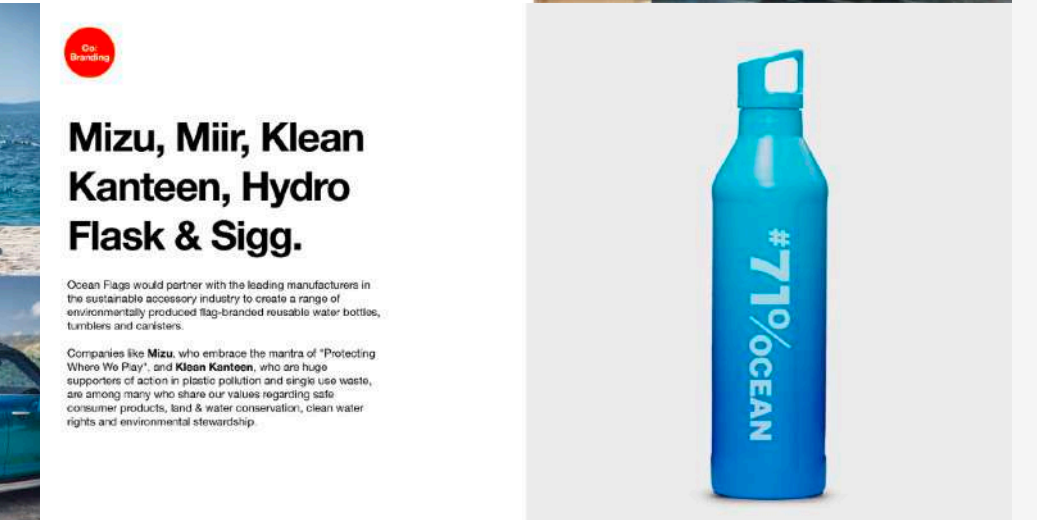
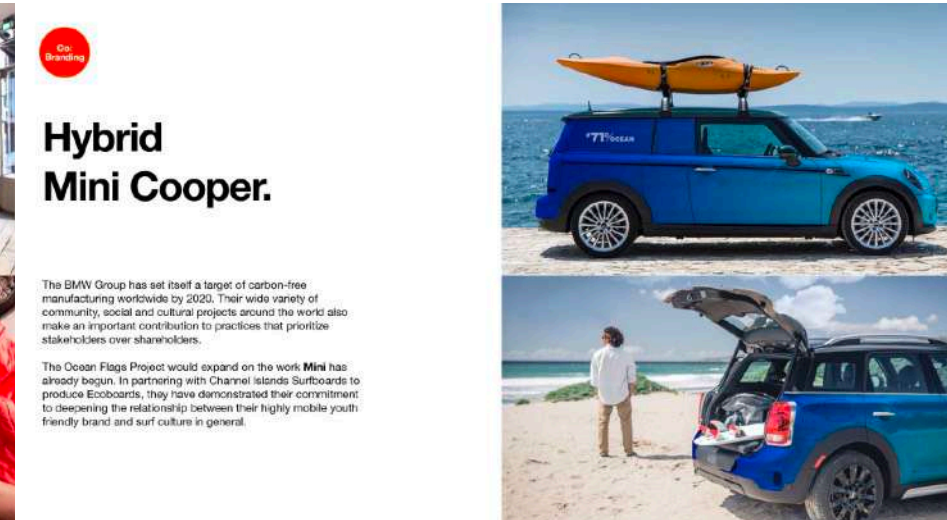
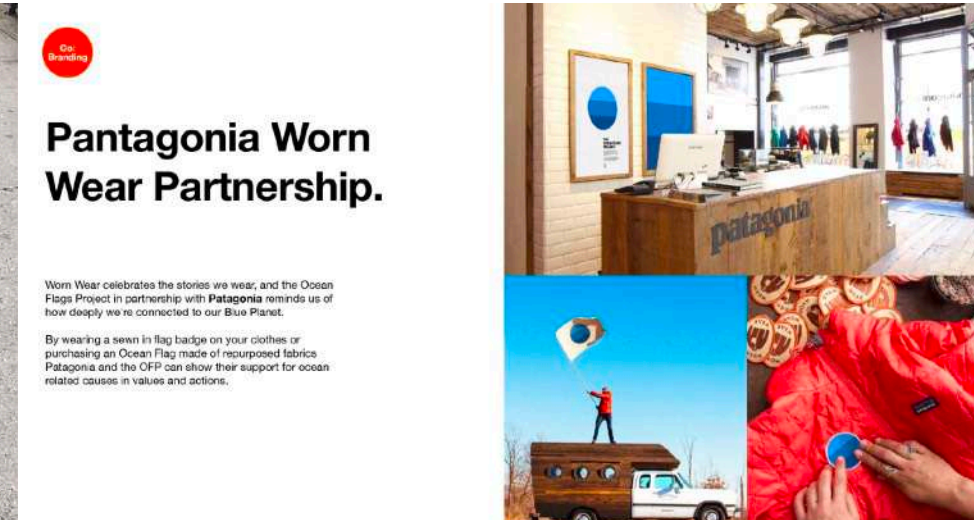
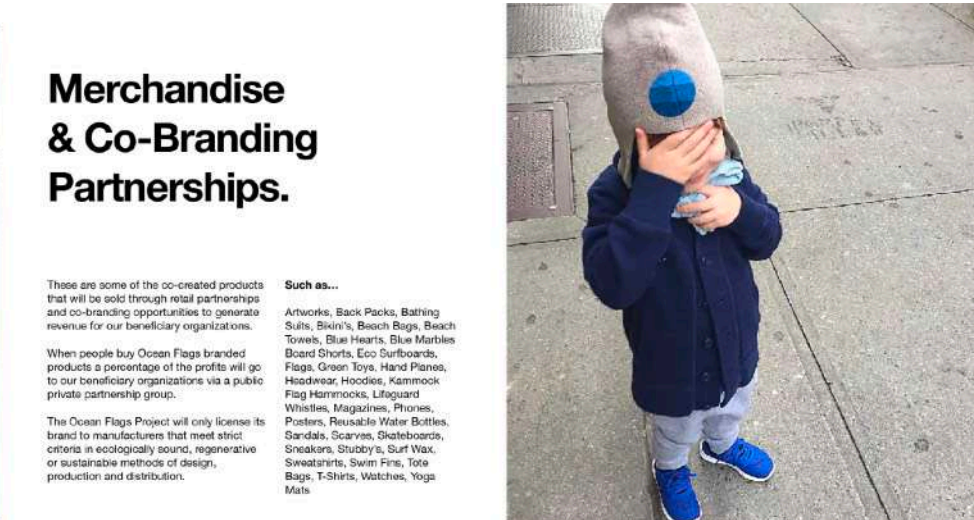
AWS never stops innovating and shares the experience of Amazon to make the journey better, for all. Every day we're with you to ensure your customers take the most important journey of all – the one you lead.

**Be Empowered Today**

Let's Go!

# Ocean Flags Project

## Investor Pitch



**stupidbrilliant** **KEEN**

hello we are stupidbrilliant

we believe in the power of ideas

IDEAS PUT A MAN ON THE MOON  
IDEAS BUILT A NETWORK TO CONNECT BILLIONAIRE TO CORRECT BILLIONAIRE  
IDEAS MADE "UBER" A HOUSEHOLD WORD

religion the smart phone and democracy

were all just ideas once

IDEAS FOR PRESIDENT!

ideas are patient

for every problem you can imagine (business or otherwise) there is an idea waiting to solve it

but they're also elusive and the demand is far greater than the supply

we are working on a solution for that

we are an iconic, idea factory that solves complex business problems with simple, smart solutions that touch people, intellectually and emotionally

@stupidbrilliant

we start by diagnosing a business's strengths, weaknesses, opportunities & threats

then build handpicked teams of problem solvers and idea generators

to put the gears of our factory in motion

our formula for success is simple

STUPID! BRILLIANT!  
MAGIC!  
MAGIC!  
MAGIC!

where stupid meets brilliant, magic is sure to follow

our creative process

LISTEN COLLABORATE IDEATE  
LEARN COLLABORATE EXECUTE  
ACTIVATE COLLABORATE

harnessing the immense power of a raw idea takes

MAD SKILLS

RESEARCH + STRATEGY  
QUANT + QUAL BRAND STRATEGY COMMUNICATIONS STRATEGY CONTENT STRATEGY  
DESIGN  
LOGO + BRANDING DIGITAL + WEB PACKAGING MERCHANDISING

LET'S WORK

ADVERTISING  
VIDEOS DIGITAL PRINT + OOH GUERRILLA

DIGITAL + SOCIAL  
STRATEGY CONTENT ANALYTICS

EXPERIENTIAL MARKETING  
MOBILE TRADE SHOW INFLUENCER

throw the lever and get the gears turning

an idea specialist

EMAIL NOW!  
ideas  
CALL NOW!

RANDALL SCHROEDER  
FOUNDER/CREATIVE DIRECTOR

**Creative Toolkit**

THIS IS A SECTION DIVIDING PAGE!

We Are an Idea Factory

this is a headline with no capitals and no punctuation

This is body copy and I believe Hank Williams said it best. When you've strayed from the fold and there's trouble in your soul. Can't you hear the Blessed Saviour Callin' You? When your soul is lost in sin. And you're at your journey's end. Can't you hear the Blessed Saviour Callin' You?

A Title for An Idea

this is a headline with no capitals and no punctuation

A Title for An Idea

this is a headline with no capitals and no punctuation

the strongest brands tell the best stories

the most powerful brands lead with emotion

the most relevant brands speak peer-to-peer

ideas

THANK YOU!

stupidbrilliant

**CONSUMER MISSION VISION POSITION**

**WORK IN PROGRESS**

THE GAME CHANGER    CREATE A PASSION FOR SPORT AND PLAY EVERY DAY    MAKE SPORT A DAILY HABIT FOR A LIFETIME

**KIDS ARE TURNING AWAY FROM ACTIVITIES WHICH RELY ON RULES AND STRUCTURE**

KIDS EVERYWHERE ARE FEELING THE HEAT FROM THE INCREASE IN STRUCTURED LEARNING AND THE DECREASE IN OPEN FREE PLAYTIME. SO WHEN IT'S UP TO THEM TO CHOOSE HOW TO HAVE FUN, RELAX AND PLAY THEY ARE SEEKING EXPERIENCES THAT DELIVER WHAT DAY TO DAY LIFE DOESN'T: **REBELLION, RISE-FAKING AND RULE BREAKING.**

Recycling And Compost Point

OUR PLANET'S FUTURE

"Play is different from sports because there are no rules, you have to use your imagination, sports are strict, and you cannot break the rules. When I play I can let my imagination run wild and that makes me happy!"

—Boy, 8, Non-Active, LA

**SPORT FEELS LIKE ANOTHER THING THEY HAVE TO CONFORM TO**

Believe in something, even if it means sacrificing everything.

**NIKE BRAND MESSAGING DOES NOT MOTIVATE THEM TO MOVE**

"Every morning at the school, the teacher asked us to arrive early and run at 7:30. This can be a better thing for our group of special children. We were all getting, some and complained. We had to complete 5 rounds around the school field."

—Girl, 8, China

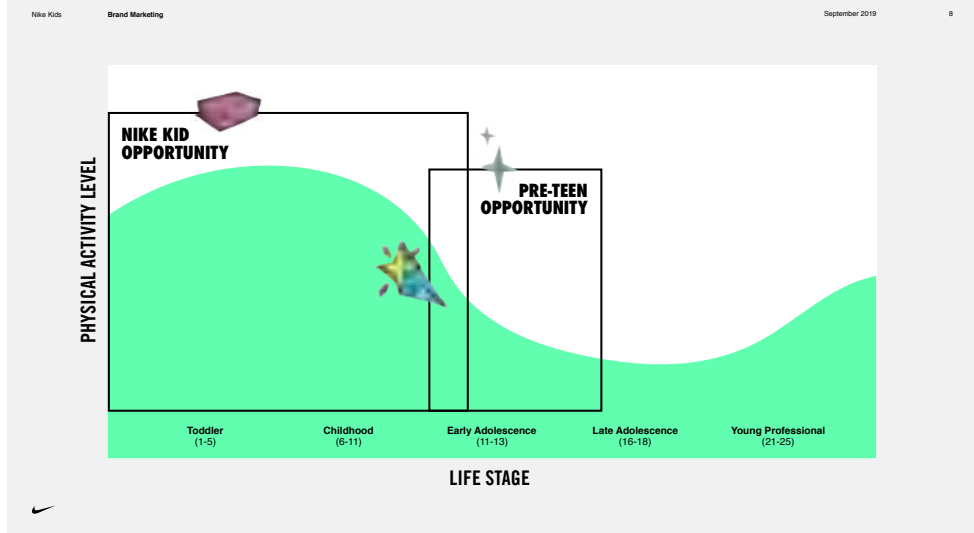
**WE SERVE SPORT**

**SPORT KID**

**RETAIN**  
Deepen every athlete's relationship with sport by proactively delivering the 'Best of Nike' to address their specific needs.  
Family Profile

**CREATE**  
Reach and inspire kids to feel and believe in the Power of Sport and draw them to Nike through powerful innovation and inspirational storytelling.  
Inspiration With the Brand  
Parent & Kid Night Journeys  
Made for Growing Athletes

**SERVE**  
Be useful to kids & parents every day in the pursuit of greatness. Leveraging data and signals to give them what they want, when they want it and how they want it.  
Family Profile  
Nike Connect  
Nike Fit Tool



**PLAY PATTERNS WITH GRASS ROOTS IN THE DIGITAL SPACE ARE CHANGING KIDS' BEHAVIOR IN THE REAL WORLD**

THE DIGITAL ARENA IS FULL OF BEHAVIOR CHANGE AGENTS. INFLUENCERS, MAKERS, CREATORS, PLATFORMS, LIFE-LOGGERS AND BEHIND THE SCENES CELEBRITIES CREATE TRIBAL FORCES THAT SOCIALLY MOTIVATE KIDS TO TAKE PART IN REAL WORLD BEHAVIORS. THESE MENTORS ARE THE ANTIDOTE TO THE SPORTS COACHES AND ACTIVITY TEACHERS THAT THEY DON'T WANT TO LISTEN TO ANYMORE.

"The street performer from Venice Beach comes and skates with the kids. He's the one they all look up to. He gets into the best and juke boxes at them, gives them h-fives. They follow him whenever he goes."  
—Dad of Girl Aged 10, Non-Traditional, LA

DIY MEGA FLUFFY SLURRY: Dawn Stone Marshall  
10/15/19 12:00 PM

**THE MORE THEY PLAY DIGITALLY, THE LESS TRADITIONAL SPORT APPEALS**

IN CONTROL	OUT OF CONTROL
OPEN WORLD	CLOSED WORLD
FOR EVERYONE	FOR SPORTY PEOPLE
MY OWN EXPERIENCE	PRE DEFINED EXPERIENCE
UNLIMITED OUTCOMES	SAME SAME
UNPRESCRIBED	DICTATED

**DIGITAL**    **SPORT**

"There aren't that many rules. Minecraft lets you do things."  
—Boy, 8, Berlin

"My trainer pushed us to be better. When I struggled, she didn't help me."  
—Boy, 11, Berlin

**INSTANT GRATIFICATION BREEDS A NEED FOR EXPERIENCES WITH CONTINUAL PROGRESSION AND SELF-DEVELOPMENT**

THESE KIDS HAVE BEEN QUANTIFIED SINCE PRE-SCHOOL, THEY KNOW HOW MANY STEPS THEY'RE TAKING, HOW LONG THEY'VE BRUSHED THEIR TEETH FOR AND HOW MANY FOLLOWERS THEY HAVE ONLINE. THEY NEED TO SEE PROGRESS AND DEVELOPMENT. CONSTANT VALIDATION AND REASSURANCE THAT THEY ARE DOING OK.

"I love DIY. I like to create all sorts. I like to get better at something and track my progress. It gives me a feeling and a sense of accomplishment."  
—Girl, 8, Non-Active, China

**THE MORE THEY PLAY DIGITALLY, EXPECTATIONS EVOLVE, AND THE LESS TRADITIONAL SPORT APPEALS**

**OUR RISK-IRRELEVANT**

**CREATE UNBREAKABLE RELATIONSHIPS WITH SPORT FOR THE NEXT GENERATION**

**WE HAVE AN EFFICIENT AND POWERFUL ECOSYSTEM AT OUR FINGERTIPS**

NIKE LANDSCAPE

JUST DROPPED

TRAIN LIKE SYDNEY

RUN WITH MO

**BUT THIS CURRENTLY DOESN'T ACCOUNT FOR THE WAY KIDS ACCESS AND PARTICIPATE IN DIGITAL**

KIDS EITHER CAN'T LEGALLY ACCESS, CAN'T PARTICIPATE ON THE PLATFORM AND CONTENT DOESN'T ALIGN WITH THEIR INTERESTS AND MINDSET

**THE CONCEPT THE NIKE PLAYLIST**

NIKE OWNED CONCEPT THAT POSITIONS SPORT AND PLAY AS FUN IN THE MINDS OF KIDS THROUGH FRICTIONLESS DIGITAL EXPERIENCES BUILT AROUND INSPIRATION, ACTIVITY, PROGRESS AND COMMUNITY.

**PARENTS AND KIDS ARE PROACTIVELY LOOKING FOR EXPERIENCES THAT CLOSE THE GAP BETWEEN THEM**

FAMILIES ARE LIKE TEAMS. DECISION MAKING IS COLLABORATIVE. LIFESTYLE IS A SHARED EXPERIENCE WITH PARENTS INCREASINGLY SEEKING TO BE FRIENDS WITH THEIR KIDS AND MAKING CHOICES ABOUT HEALTH, LEISURE AND TIME SPENT TOGETHER.

"It's fun when I make TaTiKa or sing karaoke at home, because my mum knows all the dance routines, so we can do it together!"  
— Girl, 10, Non-Traditional, Germany

**PieFace!**

**MAKE SPORT FUN\***

**WE SERVE SPORT**

**RETAIN**  
"Repeat demand for Sport" by championing and celebrating Play."  
Nike PLAYlist (E.G. Youtube Consumer Content)

**CREATE**  
Create demand for Sport by inspiring kids to experience new and diverse ways to play.  
Power 10 Moments Extra Day Of Play, Children's Day, BTS Brand & Innovation Marketing  
Nike PLAYlist (E.G. Youtube Athlete/Humor Content) Gaming Partnerships: Roblox

**SERVE**  
Serve demand for Sport through scalable interactions that help kids try, move more and move better.  
Nike PLAYlist (E.G. TaTiKa Challenges) NTC For Kids makeplay.com nike.com

**MAKE SPORT FUN\***

**WE SERVE SPORT**


**RETAIN**  
Deepen every athlete's relationship with sport by proactively delivering the 'Best of Nike' to address their specific needs.

**CREATE**  
Reach and inspire kids to feel and believe in the Power of Sport and draw them to Nike through powerful innovation and inspirational storytelling.

**SERVE**  
Be useful to kids & parents every day in the pursuit of greatness. Leveraging data and signals to give them what they want, when they want it and how they want it.


**#LOLO THANK YOU**

# Keen Live Monumental Creative Campaign



## LIVE MONUMENTAL CREATIVE DIRECTION

This is our chance to live a charmed existence.



→ The Creative Direction

Friendly and quirky but still serious.

→ The Facts

The strongest brands tell the best stories. The most powerful brands lead with emotion. The most relevant brands speak peer-to-peer.

→ The Logo





→ The Headline Font

Proxima Nova  
Bold  
Sentence Case  
All Caps

# LIVE for the moment.

→ The Text Font

Proxima Nova  
Medium  
Sentence Case

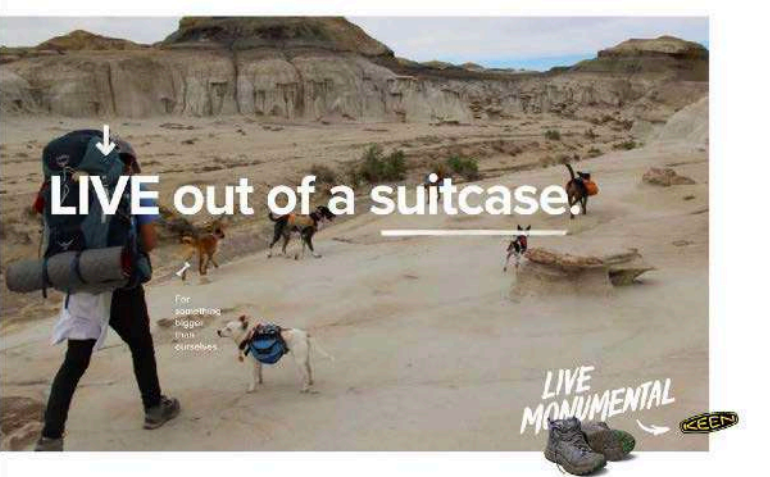
LIVE dangerously.



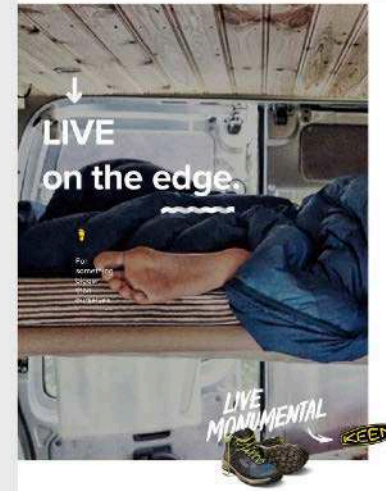
LIVE on the edge.



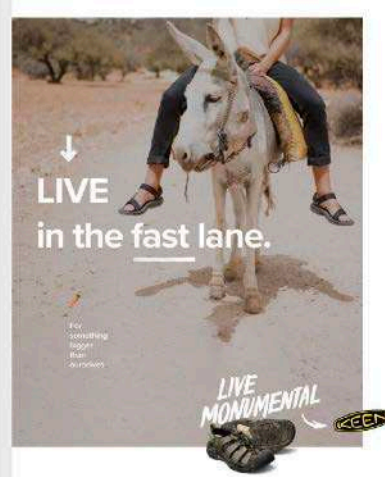
LIVE out of a suitcase.



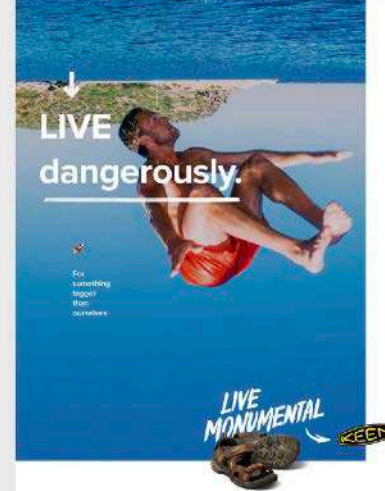
LIVE on the edge.




LIVE in the fast lane.



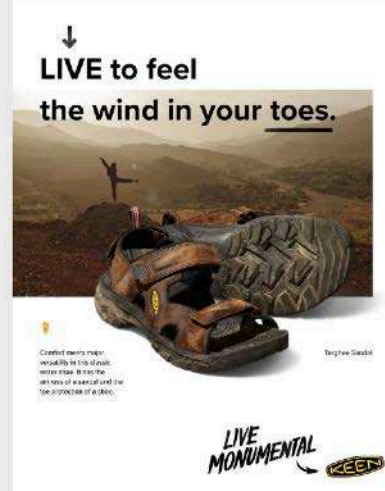
LIVE dangerously.




LIVE out of a suitcase.




LIVE to feel the wind in your toes.



LIVE closer to the wild.











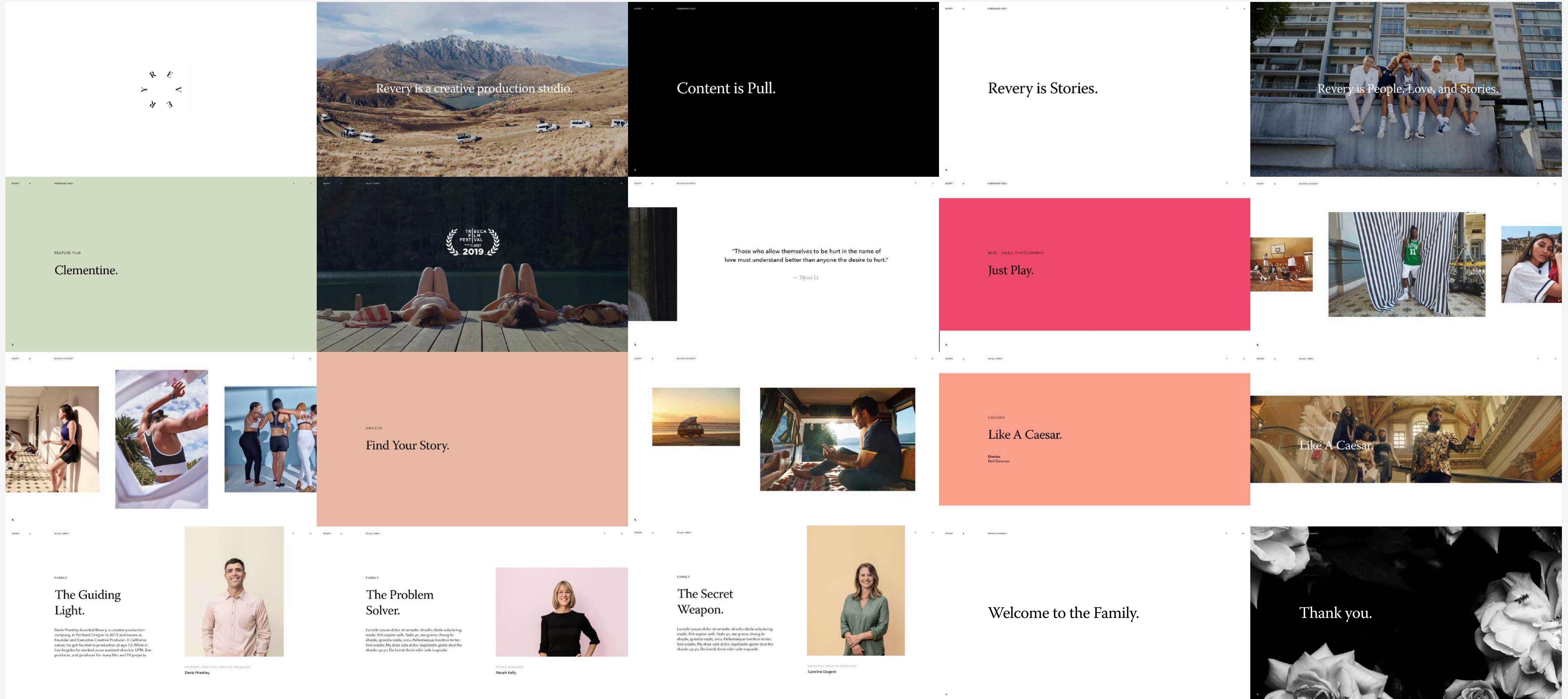
For something bigger ← than ourselves.



THANK YOU

# Revery

## Capabilities

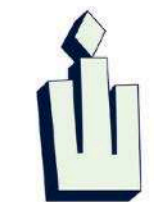
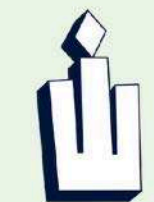


# Crown Shy Chicken & Sundaes Merchandise



- PRIMARY LOGO .....3
- SECONDARY LOGO.....4
- TYPOGRAPHY .....5
- COLORS .....6
- ILLUSTRATION.....7
- PATTERN .....8
- MERCH .....9

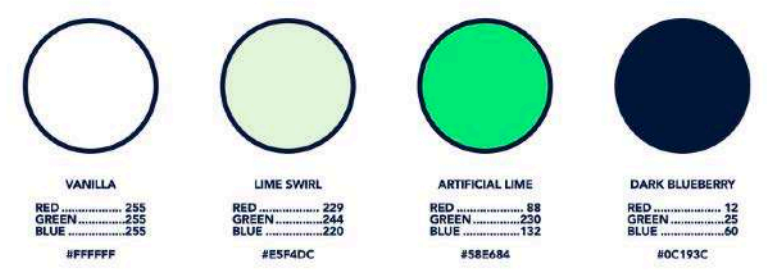
- PRIMARY LOGO ..... 3
- SECONDARY LOGO..... 4



- TYPOGRAPHY ..... 5

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!@%&\*  
AVENIR BLACK ALL CAPS

- COLORS ..... 6



- ILLUSTRATION..... 7



- MERCH .....10



- HATS .....11



- APRONS..... 13



- WAX PAPER ..... 14



- CUPS ..... 15



- PACKAGING ..... 16



- MENU ORIGINAL ..... 17



- MENU NEW ..... 18



- MENU NEW ..... 19



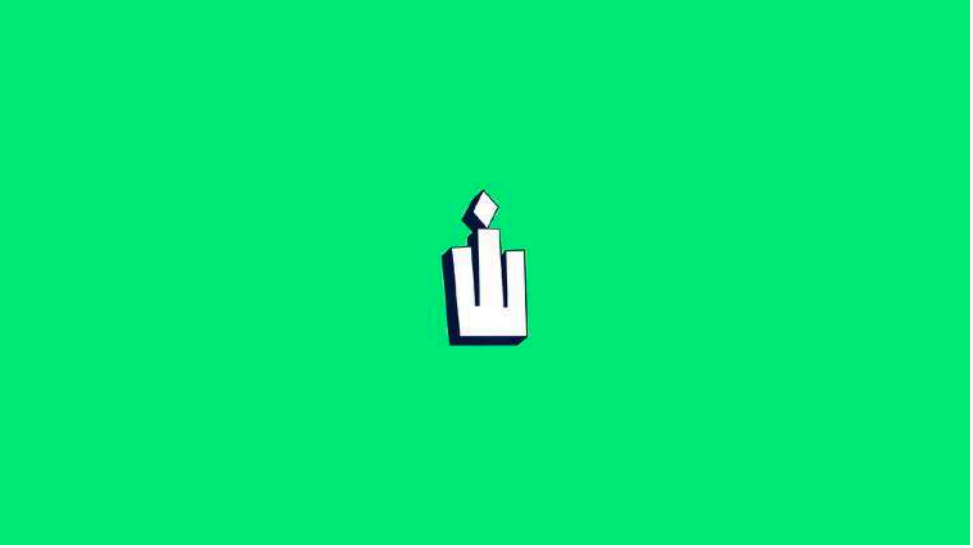
- SIGNAGE ..... 20



- SIGNAGE ..... 21



- THANK YOU ..... 22



**Thank you**





Think  
Contextual