

PEP Style Guide Client Presentation

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Goals for this project

— — —

- Create a professional PEP Style Guide and a few Design Templates for collateral
- Develop a PEP style that works in all market segments
- Give staff clarity on how to use various templates and designs
- Style guide is user-friendly for staff

User Personas



Marcy

"Parents these days are struggling. I want to find a resource that helps support my parenting community."

Type A

Pillar of the
community

Extroverted

Busy

Passionate about
family

Age 35
Job PTA coordinator
Education College degree
Location Washington DC Area
Family Married with 2 kids

DECISION MAKING

- Looking for an approach that's welcoming and aligns with school values
- Believes in recommendations from other moms

GOALS

- Wants to have a positive relationship with children
- Want to build a network in her community of support
- Wants to be a good mom
- Wants to support her husband

FEARS, CHALLENGES AND PROBLEMS

- Has trouble balancing home life with work goals
- Facing pressure at work to find parenting resources

SOLUTION

- PEP can provide Marcy's school a variety of ways to receive parenting support: via subscription or scheduling individual webinars. It is likely that she will be interacting with a version of our PowerPoint template and our Email Templates. The PowerPoint would be if she asks PEP for a pitch presentation about what services PEP could provide her school. The Email would be if she wants to join our newsletter or pass around our newsletter to her parenting community. I would think these templates will work for people like Marcy since our branding will be clean, friendly and inviting. The other important aspect is that information will be easily accessible, for those parents that don't have time to read through giant blocks of text.

User Personas

— — —



Age 46

Job Business owner

Education College degree

Location Missouri

Family Separated, has 1 kid

DECISION MAKING

- Needs something practical and ready to use
- Prefers communicating over email

David

“How do I stop fighting with my kid and build a positive relationship?”

Curious
Driven
Private
Introverted
Go-getter

GOALS

- Wants to keep a positive connection with his child
- Keep his business successful
- Keep relations with ex constructive

FEARS, CHALLENGES AND PROBLEMS

- Has trouble balancing home life with work life
- Needs to take court-mandated parenting classes
- Feels disconnected from his child
- Stressed from running his own business

SOLUTION

- PEP can help David build a better relationship with his child and satisfy his need for court mandated parenting classes. It is likely that he will be interacting the most with our one of our Email templates, probably our weekly newsletter. This way he can find out about the latest webinars and determine which best fit his needs for court and for his relationship with his child. There will also be a section in the newsletter explaining how to get a certificate of completion so he can use them for court-related needs.

User Personas



Daniela

"I'm looking for ways to provide benefits to my company's employees and increase employee retention."

Chatty
Optimistic
Goal-oriented
Extroverted
Focused

Age 28
Job HR Professional
Education College Degree
Location New York City
Family Married

DECISION MAKING

- Looking for reputable contractors
- Needs data and results
- ...

GOALS

- Increase employee retention
- Increase worker satisfaction
- Wants to do well at work (overachiever)

FEARS, CHALLENGES AND PROBLEMS

- Worried about not meeting retention quota
- Gets many email solicitations a day
- Doesn't have a lot of free time during the day

SOLUTION

- Daniela's solution for her corporate company is to add PEP's services to their benefits for employees. It's likely that Daniela will interact with all of our templates at some point. She will probably see our PowerPoint template for pitching, which I think will appeal to her for being a good balance of friendly and corporate/professional-looking. If Daniela and her company choose to subscribe to PEP's services they will receive a customized internal communication (from our template) which will specifically advertise the upcoming resources and webinars PEP is providing for their employees.

Template by
www.blog.filestage.io

 **FILESTAGE**

Branding “Refresh” Ideas

— — —

- Accessible, friendly
- Keeps PEP colors and circle motif
- Add another shape to complement brand
- More professional and clean

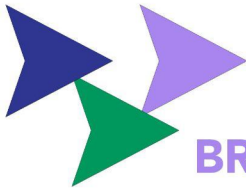


Moodboards

— — —



Avenir Black
Avenir Book

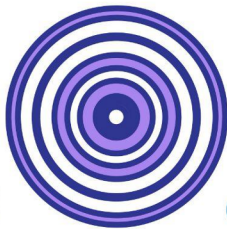


BOLD

STRONG

BRIGHT

BRAVE



CORPORATE



Moodboards

— — —

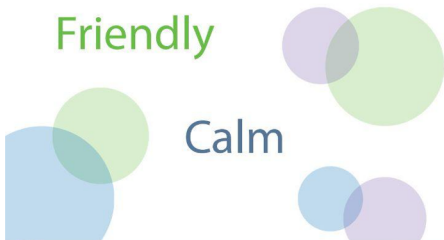


Myriad Pro
Myriad Pro Light



Friendly

Calm



Sophisticated
Approachable



Focus Group Feedback

- Overall, preferred the second moodboard
- Responded positively to calm imagery and colors
- Looking to feel encouraged
- Enjoy the quiet moments
- Liked the energy and “moving forward” in first moodboard

Demographics:

Gender: Female

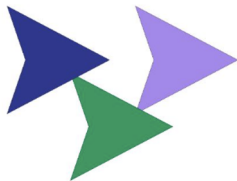
Age: 50-60

Parents of Children

Recommendations

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- Go with the muted color palette
- Calm imagery that shows connection
- Concentric circles pair with arrows from first moodboard



Budget & Timeline

— — —

Total budget: \$17,000

Expected Expenditures: \$15, 083.49

- At the start all workers will meet to establish the deliverables and delegate
- The timeline for the project is 30 days
- Workers will have weekly meeting to discuss progress and give feedback

Questions?