



## **The Brand Visual Identity Journey**

- Generating a purpose-driven visual identity
- Applying this new visual identity



**Brand  
Visual  
Identity**

## **Process**

### **Step 1**

#### **Development of (2) Visual Languages**

- a. Typography / Fonts
- b. Color Palette
- c. Iconography
- d. Animation
- e. Photography



## Brand Visual Identity

### Process

#### Step 2

Choose 1 Language - Selected Identity Refinement

#### Outcome: A New Visual Identity

A style guide / set of values for all internal and external content, messaging, branded materials and product / student platform design.

- A brand that organically attains Fortune 1000 stakeholder attention and respect
- A brand that continues to attract Gen-Z tastemakers & students
- A brand that looks Series A+ ready



**Brand  
Visual  
Identity**

**Process**

**Step 3**

**Visual Application to Core Channels and Assets**

Core brand channel updates (website, landing page, social profiles), sales and marketing content template revamp (decks, email, video content, etc.), product UI/UX implications



Paragon One

## A Minimalist Canvas to Build From...

**Application Process**  
After you apply you will receive an email with an application number. You will use this number to track your application.

**Week 1: Onboarding**  
During this week you will receive an email with a link to the onboarding module. This module will provide you with all the information you need to get started.

**Weeks 2-6: Research &**

**Here's how a Remote Externship works**  
Students will be assigned to a remote externship. They will receive an email with a link to the onboarding module. This module will provide you with all the information you need to get started.

**Project Instructions**

**Your Action**

**Step 1:** First, you'll complete the remaining steps in the Project Instructions. Completing these steps involves completing some of the following training modules. You will get access to two sets of training modules - There will be a few modules under the Project Instructions section and a few modules under the My-Tasks area. While the project instruction modules will assist you in getting an overview and gathering information necessary to develop the skeleton of your assignments, the modules under My Task will assist you in creating and completing the tasks.

**Training Modules under the Project Instruction section**

1. Introduction to product strategy
2. Introduction to banking/finance module
3. Introduction to Web3 module
4. Trend Analysis

**Training Modules under the My Tasks section**

1. Mind Map resources
2. Fact Sheet resources

**Step 2:** Go through the modules in the 'My Tasks' part after you've completed the training modules in the 'Project Instruction'

### Attributes

- "A Real Work-Based Learning Experience"
- "Custom, Comprehensive & Robust Curriculum"
- "Textually-Dense"
- "Academic"
- "For the Ambitious"
- "World-class"
- "Engageable to diverse audience - all corners of globe"
- "...Down To Business... Less Frills"
- "Impact"
- Minimalist Look & Feel

Audiences: Gen-Z & Fortune 1000



## Early Career Edu. Up-Skill Platforms

**Forage**

**lululemon Omnichannel Marketing Virtual Experience Program**

Discover Marketing, Omni and Retail Technology at lululemon.

**Why join this Virtual Experience Program?**

- 1. Use all Virtual Experience Program on Forage. This experience is always free for students.
- 2. This program is self-paced. It takes 2-3 hours to complete this Virtual Experience Program.
- 3. Get practical skills and experience from lululemon.
- 4. Prepare yourself for the world of work. Thousands of Forage users have skills to work applications and interviews.

coursera

**coursera**

**Financial Markets**

Yale University

**Syllabus - What you will learn from this course**

1. Module 1: Introduction to Financial Markets
2. Module 2: Financial Markets and the Real World


1



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## Values / Attributes

- Ambitious
- Professional
- An Authentic Real Work Experience
- Substance
- Focused
- Social Impact
- For A Global Community
- World-Class
- Academic
- Modern-Mid-Century Textbook

## Value-Aligned Brands




2



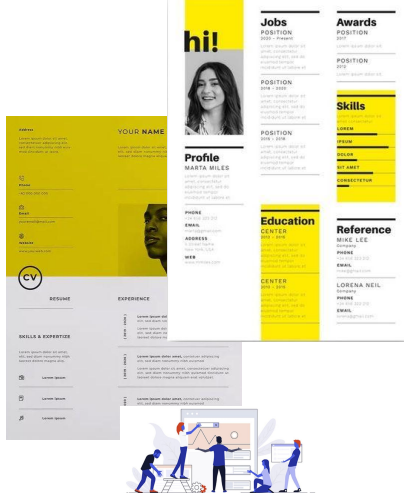
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**CV**

**Profile**  
MARTA MILES

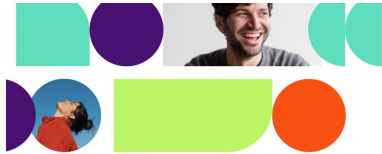
**Education**  
CENTER FOR LEADERSHIP

**Skills & Expertise**

**Reference**  
LORENA NEIL



3

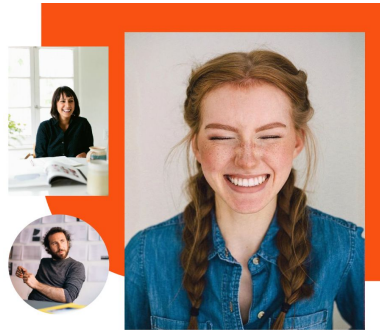
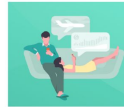


## Empower Tomorrow's Fortune 1000 Leader

Join us in engaging innovative and under-served students from across the globe.



150+  
Countries represented



4



## Empower Tomorrow's Fortune 1000 Leader

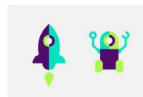
Join us in engaging innovative and under-served students from across the globe.

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LEARN MORE

150+  
Countries represented



### Values / Attributes

- Accessible
- Corporate but Fun
- Silicon-Valley
- Approachable
- Inclusive
- Authentic
- Software Meets Service
- Trustworthy
- Big Brand That Doesn't Want to Appear Evil

### Value-Aligned Brands

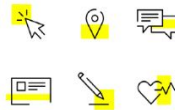


## Selected Direction



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Join us in engaging innovative  
and underserved students from  
across the globe.





## Brand Style Guide



Version 1.0 - Updated September 2022

# Brand Guidelines

# **Brand Values & Personality**

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**Academic  
Authentic  
Impact-Focused  
Professional  
Focused  
Ambitious  
World-Class  
Learning**

# Logo

Brand Basics

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## CLEARSPACE



## MINIMUM SIZE



## USAGE



✓ Light background



✗ Changing logo color



✓ Dark backgrounds



✓ Dark photo/graphic backgrounds



✗ Placing on busy backgrounds

# Color

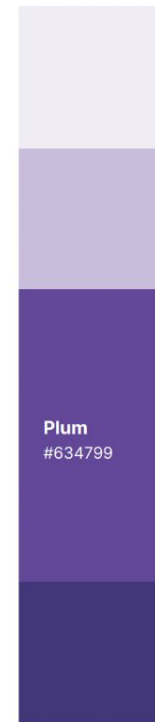
Limited, Bold Palette

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## PRIMARY



## SECONDARY



# Typography

Brand Fonts

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**Abcdefghijklmnopqrstuvwxyz0123456789**

INTER EXTRA BOLD

**Abcdefghijklmnopqrstuvwxyz0123456789**

INTER EXTRA BOLD

**Abcdefghijklmnopqrstuvwxyz0123456789**

INTER EXTRA SEMIBOLD

Abcdefghijklmnopqrstuvwxyz0123456789

INTER EXTRA REGULAR

Abcdefghijklmnopqrstuvwxyz0123456789

INTER EXTRA LIGHT

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Abcdefghijklmnopqrstuvwxyz0123456789

ROBOTO MONO REGULAR

**Abcdefghijklmnopqrstuvwxyz0123456789**

ROBOTO MONO BOLD

# Typography

Sample Application

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**H1 - HEADLINE**  
Inter, ExtraBold

# Make your social impact vision a reality

**H2 - SUB-HEADLINE**  
Roboto Mono, Regular

Enter an online classroom, reach  
the world's most ambitious students

*Only use for sub-headlines with small character counts — not as body copy*

**H3 - HEADLINE**  
Inter, ExtraBold

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## Real-Work-Based Learning

Ut faccum et que comnis suntium quosapi ditatia erore a rem et qui debit aut eiumet rehendem eos solorum quatibu sandam fugiatet as dollabo repedisqui dolupis et voluptisi quatur, cuptat.

*Headline accent line should span column width*

**BODY TEXT**  
Inter, Regular

*Line should be equal weight to character stem, spaced two units above type*

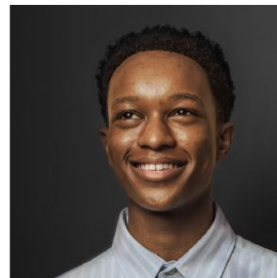
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**Rea**

# Photography

Expressive Student Portraits

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# Graphic Elements

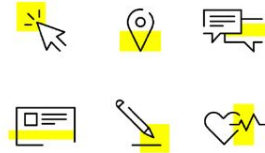
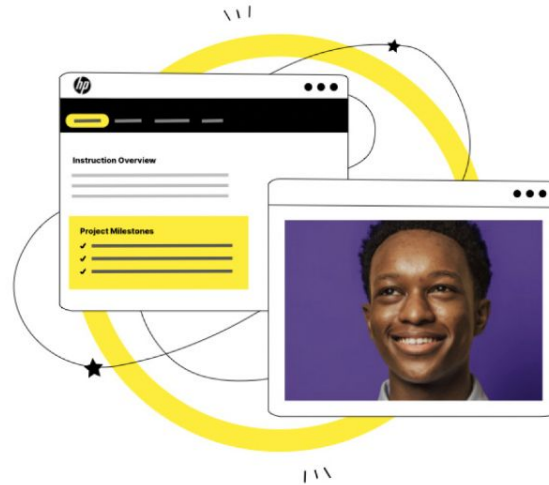
Simply, Playful Elements



# Illustration + Icons

Sample Inspiration

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# Sample Application

Current Web and Presentation Design



## Ambitious Curriculum, Real Global Change

[LEARN MORE](#)





**Gen-Z Web3 Leaders from Underserved Communities**

**FOCUS**  
Students educated and engaged to aid real strategy towards HSBC's entrance into Web 3.



**300+ Students from 80 Countries**

**FOCUS**  
Students up-skilled to aid their community's local conservation challenges.



**25,000+ Black and LatinX Students**

**FOCUS**  
Students received digital and career readiness training, upskilling, and mentorship.

**PARTNERSHIP**  
10+ Externship Programs + 3 Years

[View Case Study](#)

## Make Your Social Impact Vision a Reality

Enrich your team's impact and volunteering efforts through inspiring and up-skilling underserved communities.

[VIEW DEMO](#)


Meta Pfizer pwc Snap Inc.

### Empower Your Underserved Community of Focus

We identify and select ambitious members of the community you're looking to impact.

**95%**  
Externs from underserved backgrounds (select program)

**100+**  
Countries represented



## The Externship

A new era of high-impact programming

