

1. TARGET AUDIENCE

Who potentially, is using the organization's product/service?

(Describe the market demographics. Possible differentiators include:

Gender, Age, Education, Race, Relationship Status, Income Levels, Hobbies, etc).

The market is comprised of ___???___ main segments

(Three are shown below, you can add or subtract as needed).

Primary Target: (_____ %)

Secondary Target: (_____ %)

Tertiary (mass-market) Target: (_____ %)

2. TONE AND MANNER

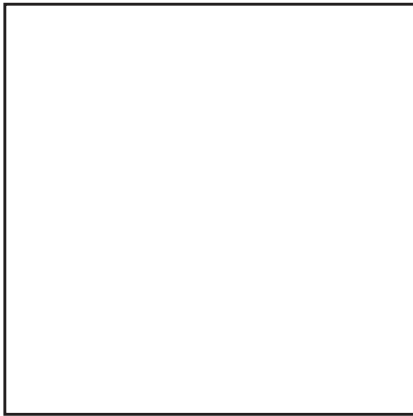
Personality

Describe the product's ideal personality/attributes. *(Ex. Imaginative, Eccentric, Clever, Untamed)*

Visual

What design principles will you use to convey the text images provided? *(Consider audience and purpose. Examples include hierarchy, focal point, negative space, etc)*

Sketch Set 1 (1 mile)

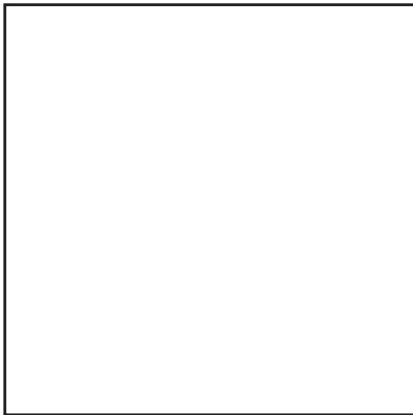


Start

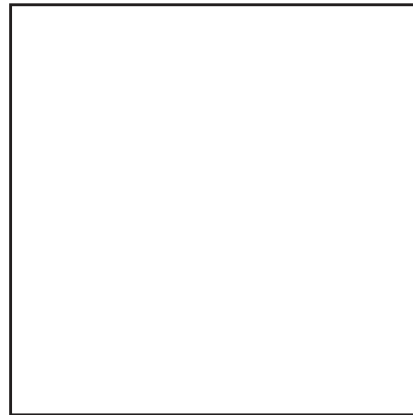


Exercise
is Medicine®

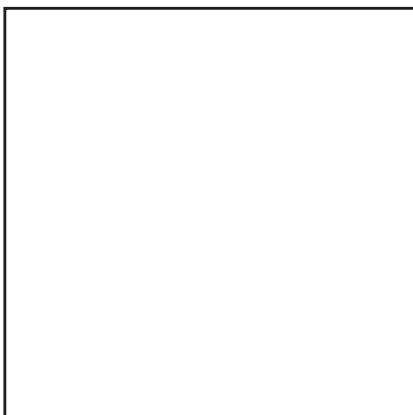
Logos for reference



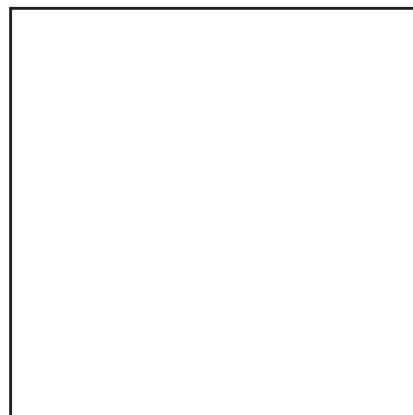
Arrow forward



Arrow turn right

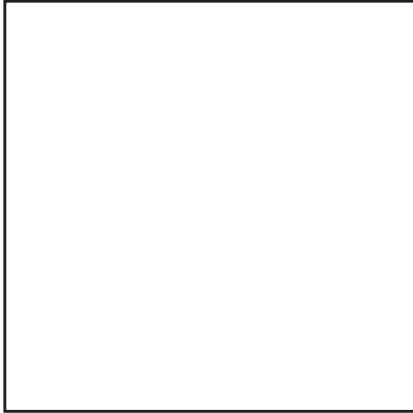


Arrow turn left



Finish

Sketch Set 2 (2 mile)

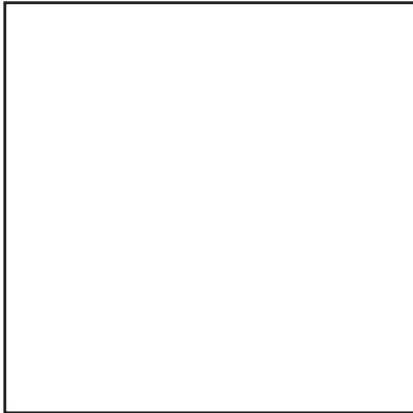


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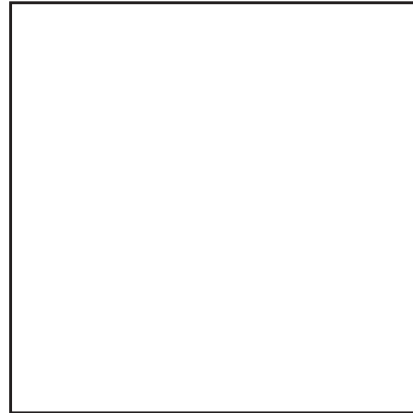


Exercise
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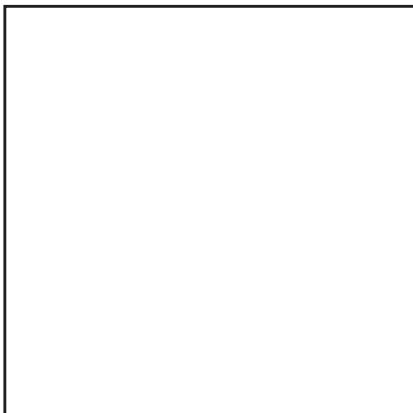
Logos for reference



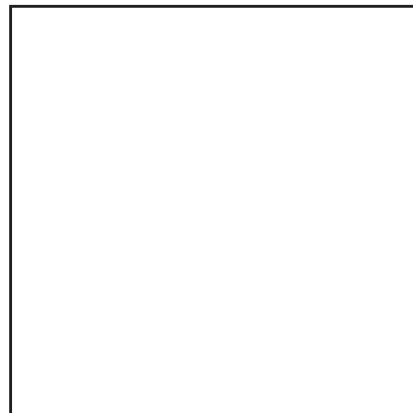
Arrow forward



Arrow turn right

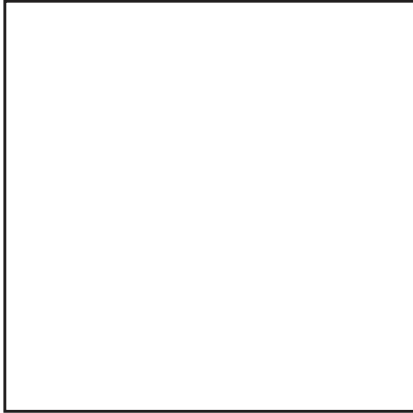


Arrow turn left



Finish

Sketch Set 3 (5K Route)

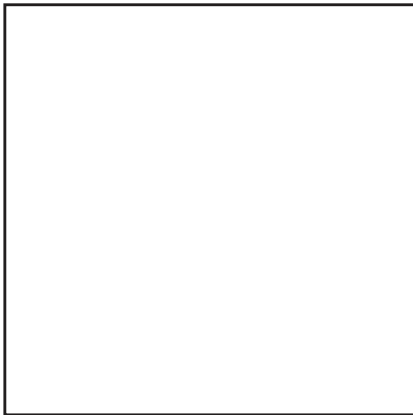


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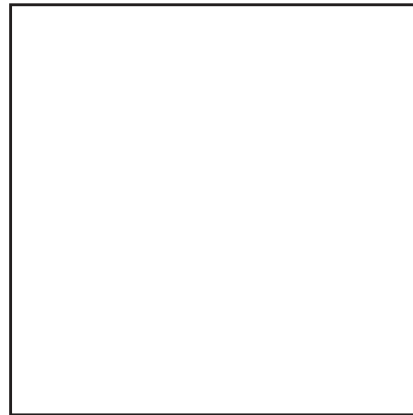


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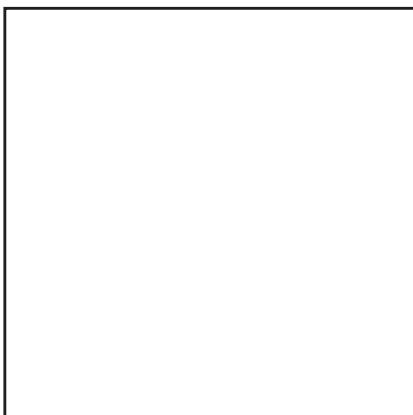
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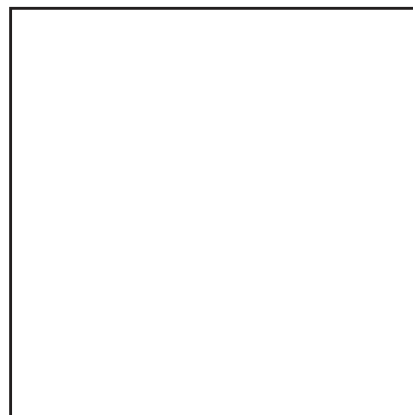
Arrow forward



Arrow turn right



Arrow turn left



Finish