

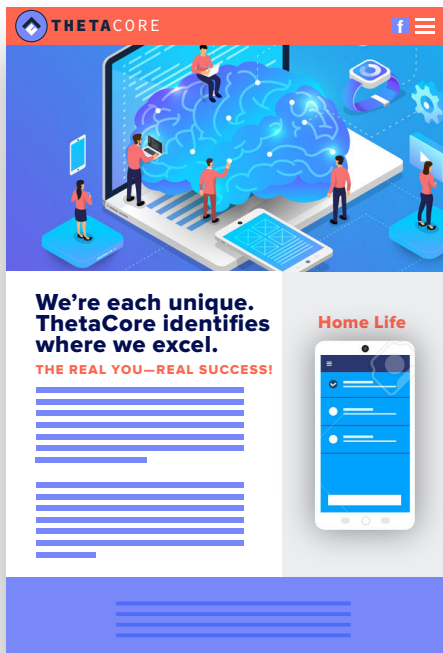


## BRANDING

### Landing Page

Recommended art style, typography, layout and color palette, which together, create a strong and identifiable brand for ThetaCore. This artist shares the same in-vogue style used by Google and Facebook. Familiar art benefits us, as it positions ThetaCore alongside leaders, bolstering our reputation. His royalty-free art depicts ThetaCore themes, including people on a PC and smartphone, theta imagery, work themes, relationships and young people/students. He offers a large body of drawings which is vital when selecting an illustration style for numerous applications over many years to come. As discussed, the final logo and colors can easily be swapped into place here.

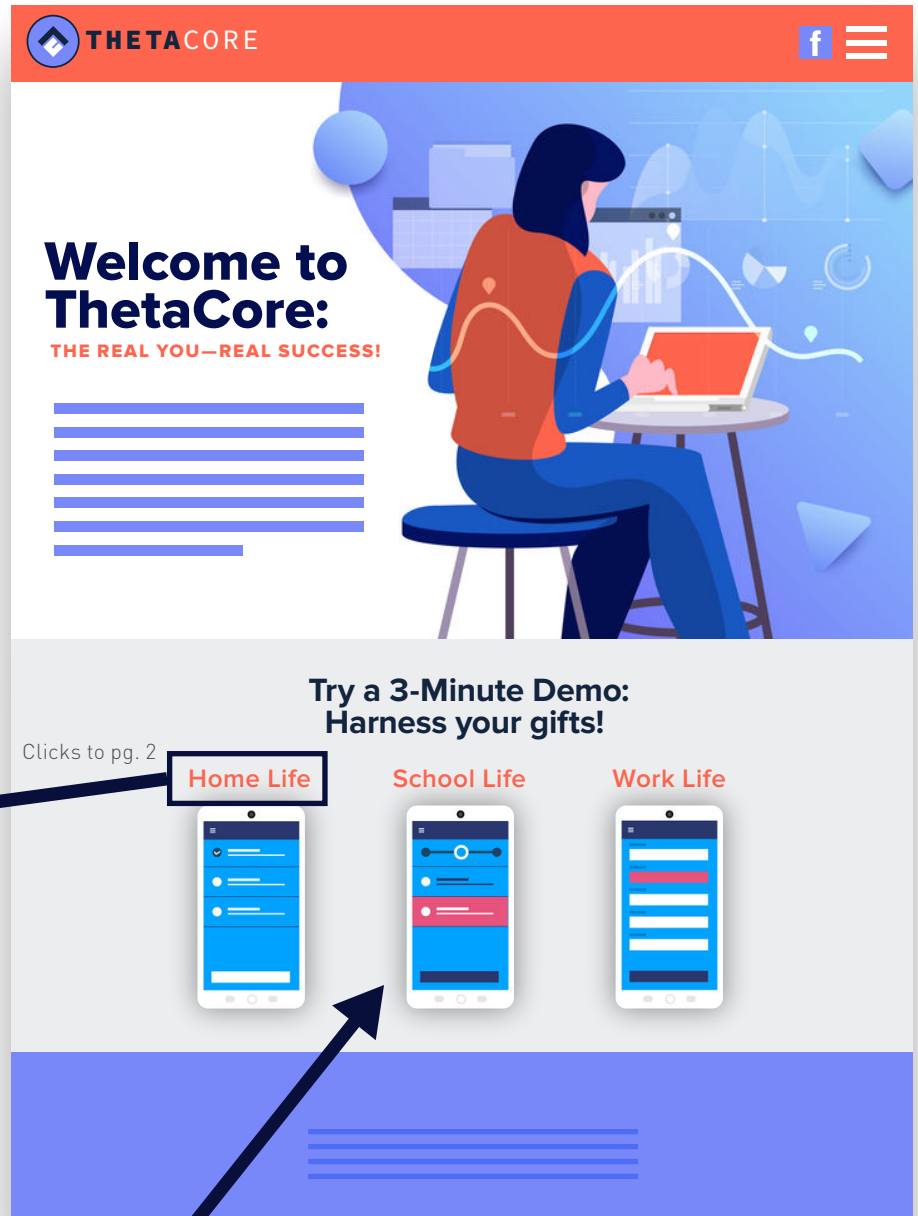
Second-level page



Navigation Menu



Landing page



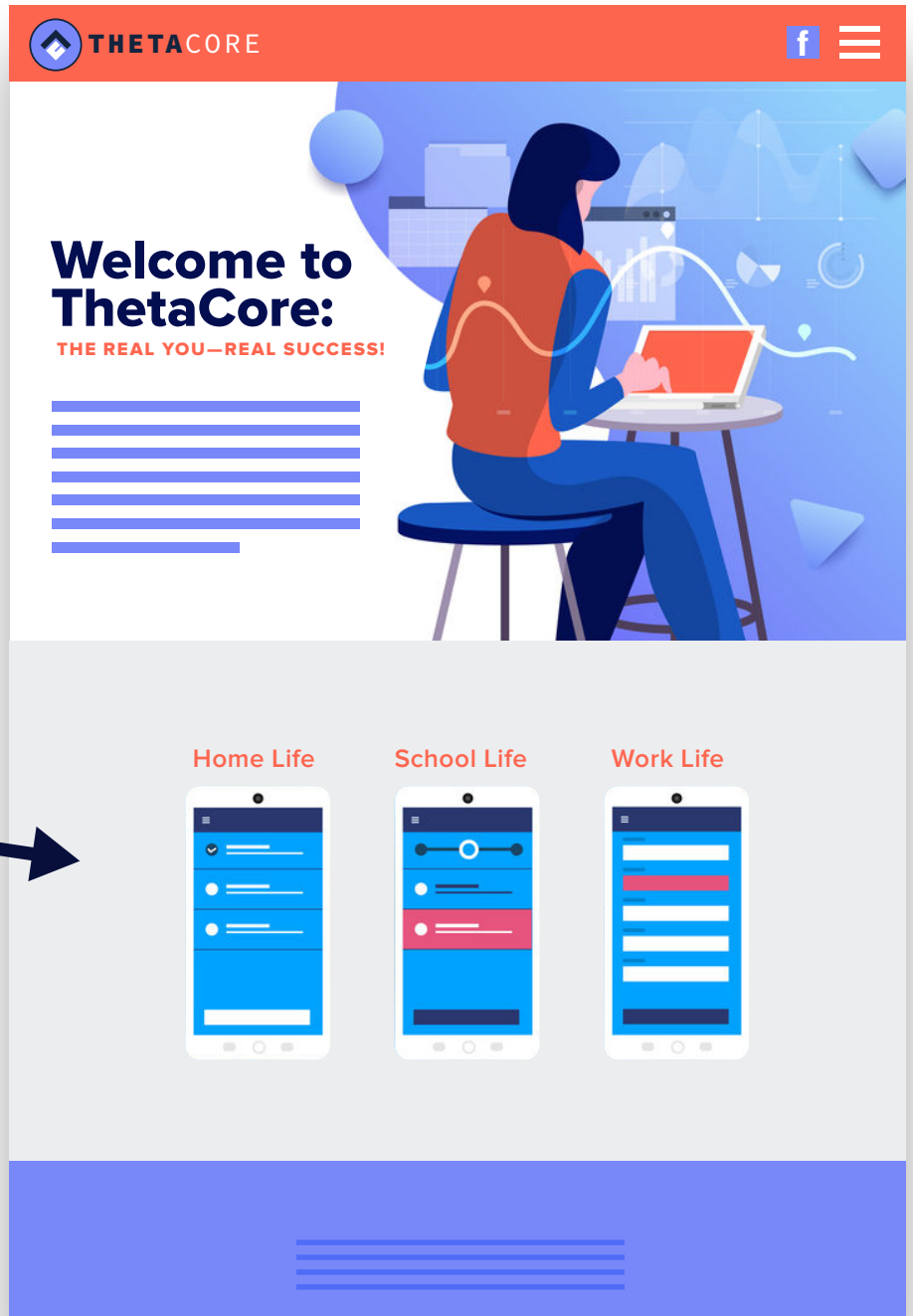
Palette

### Shard's Styling

Drop shadow following style from Shards Dashboard



BRANDING  
Landing Page



Color

Colors complying with Shards  
Dashboard background gray  
and dropshadow



THETACORE



Palette



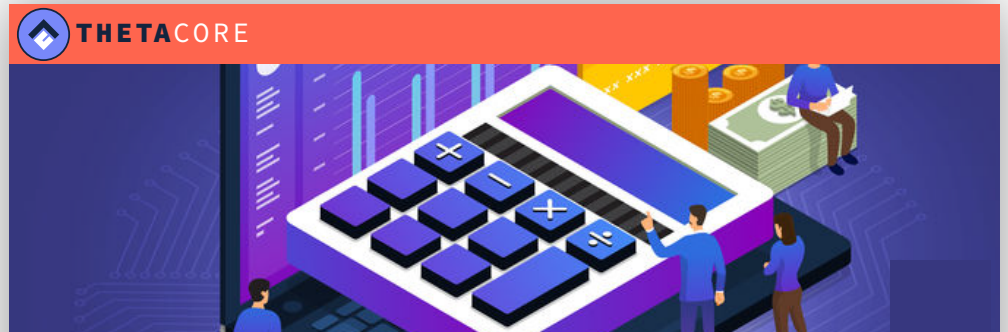
**BRANDING**  
**PPT/Flier**  
**Layouts**

### PowerPoint

Each screen will focus on limited key content to offer focus and impact. I will supply additional images based on your specs so you may populate additional screens with fitting imagery.

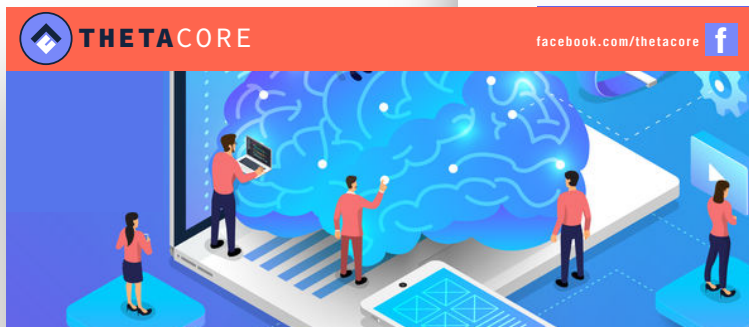
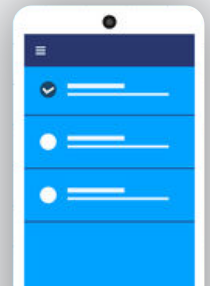
PPT slides will instill greater conviction by creating charts/video (following this artist's styling).

(Final template to be delivered in .pptx format)



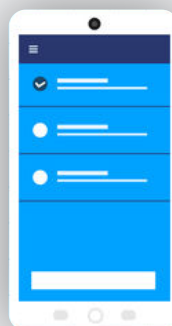
## Improve Your Work Life: 3 Easy Steps

### Work Life



## Improve Your School Life: 3 Easy Steps

### School Life



### Contact Info

### Flier

PPT includes unlimited screens. But printed leave-behinds have fixed space. Therefore the flier must offer more info than a PPT screen. The flier must also include contact info such as your website, email and phone. Flier content can also be offered via an HTML email and a shareable PDF, if you capture emails at events or other venues. Please inquire for assistance with these.

Social media should be addressed. Facebook's Open Graph is an effective tool: [www.nydesign.com/nyds-opengraph.html](http://www.nydesign.com/nyds-opengraph.html)

(Final flier template to be delivered in .pdf format)