

SULEVIA INSIGHTS

DESIGN BRIEF

Sulevia Insights is a newly created product advisory firm that helps clients optimize their product portfolios. To get started, we created an initial color palette and typography to convey an image that is streamlined and modern, while being client and delivery focused. We need help with:

1. Review of color palette and typography, including how to standardize and use it in subsequent delivery and marketing documents
2. Creation of Sulevia Insights logo that can be used across all online communications:
 - a. Fact sheets and other promotional materials
 - b. Client presentations and proposals
 - c. Email signatures, LinkedIn, other online presence branding
 - d. Client deliverables, including slides and documents

SULEVIA INSIGHTS DESIGN BRIEF

At Sulevia, we help clients get the most from their product portfolio. We use a personalized approach, adapting our Product Blueprint to fit each client's specific needs and goals. This ensures that product efforts align with corporate objectives, increasing revenue growth, enhancing client satisfaction, and improving team efficiency.

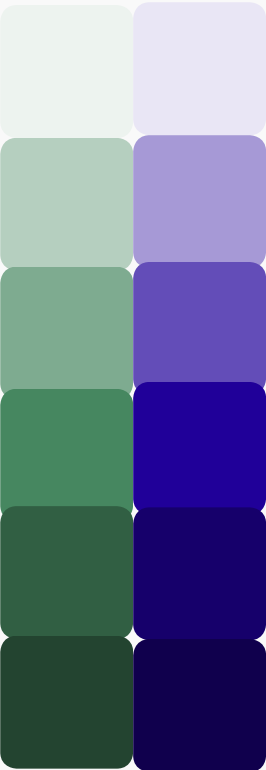
To do this, we use a quantifiable diagnostic tool that assesses a client's product program versus best practice for their persona. We apply a four quadrant framework to identify actionable recommendations to improve their portfolio performance.

What makes us unique is that we combine standard tools with deep understanding of the clients' goals and business objectives, which leads to a personalized and actionable Product Blueprint.

Sulevia materials should convey 'wisdom', 'attentiveness', 'positive outcomes' to the client

SULEVIA INSIGHTS COLOR PALETTE

The Sulevia color palette is meant to convey brightness and depth, to be used in the diagnostics and analysis produced through the advisory process. The primary indigo color will be used throughout communications and client materials, with the supporting accent colors. The reports will use standard graphics colors to visually identify strengths and improvement areas in the client’s product program.



PRIMARY

BACKGROUND

ACCENT

ACCENT

ACCENT

GRAPHICS

GRAPHICS

GRAPHICS

GRAPHICS

FONT

SULEVIA INSIGHTS

TYPEOGRAPHY

Title, OPEN SANS, CAPS, 44, 278 SPACING

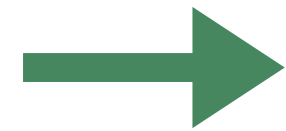
Heading, Public Sans, 27

Body, Public Sans, 16

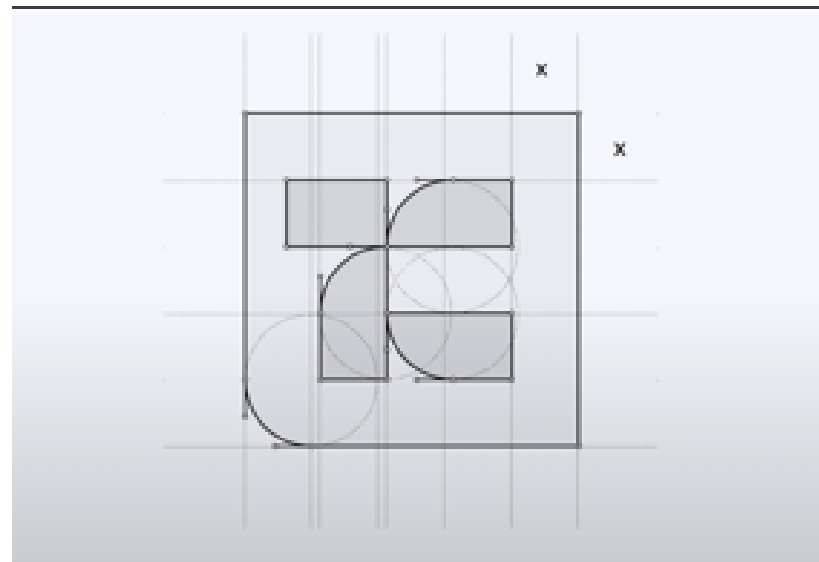
LOGO CONCEPT

We would like a 'two layered' logo that includes a quadrant-type grid structure as the backdrop and a flowing image in the foreground using our primary color. The secondary green scale could be used to provide some contrast and depth to the purple. The logo should be minimal but avoid the 'pixel' icons that have been popular in webpages and presentations.

'Sulevia' is the primary word, with 'Insights' being secondary and potentially placed below.



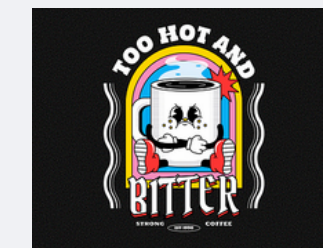
This image has a clean background that shows movement and agility.



This image shows a structured framework behind and surrounding the logo, which would represent the combination of structure with personalization that Sulevia offers.



This flat image has a dated look and doesn't convey the depth of services Sulevia provides.



This image has too many components and wouldn't represent Sulevia's focus on clear guidance for clients.