

Designcrowd contest: HP Workspace ProConnect huisstijl

Name your project

HP Workspace ProConnect starters kit

Task description

Through this DesignCrowd contest, I would like to obtain multiple deliverables in a to be designed corporate identity. The main objective is to develop a corporate identity that can be applied to several of these articles.

Deliverables summary

With this contest we want to ask you, the designer, to design the following deliverables:

1. A brochure/hard copy to take away
2. A comprehensive brochure/white paper
3. Case study template or a fictional one
4. Pre made slides
5. Quote template/Template for general documents (FAQ)
6. Social media template - LinkedIn

Each deliverable is described in more detail down below.

What is HP Workspace ProConnect?

HP Workspace ProConnect is a fully managed Device-as-a-Service (DaaS) solution that provides organizations with secure, always-updated HP notebooks on a predictable monthly subscription. You pay one fixed monthly price per device for 3 years—everything included: hardware, setup, security updates, proactive monitoring, device replacement, and end-of-life recycling.

The solution solves critical business challenges: unpredictable IT budgets become fixed monthly costs, aging hardware and security gaps disappear through proactive monitoring and next-day replacement, and sustainability goals are met through intelligent refurbishment and circular economy principles. Whether you're managing 50 devices or 5,000, HP Workspace ProConnect scales effortlessly, reduces total cost of ownership, and ensures your team always has the tools they need to succeed.

With proactive monitoring, devices are fixed before users even notice problems, with 70% of issues caught before users report them. The solution includes built-in HP Wolf Security at the firmware level (where 68% of companies leave themselves vulnerable), automatic next-business-day device replacement when hardware fails, and real-time device insights via HP Proactive Insights. This means: report a defect before 4:00 PM, receive a replacement by 11:00 AM the next day. HP manages all device provisioning, patching, troubleshooting, and replacement logistics, allowing your IT team to reduce operational hours from 52 to 37 hours per week and focus on strategy instead of firefighting daily problems. One IT person can now manage 150+ devices without requiring additional staff.

Stakeholders

Audience

There are two target groups for the product: the end user and the reseller. The end user will ultimately be the one who actually uses the product. The reseller will be the one who supplies it to the end user on our behalf.

Owners

The starters kit will be used by HP Inc., Ingram and Service Planet as a way to inform the customer about HP Workspace ProConnect.

Note: The logos of the collaborating parties do not need to appear on the items.

Style

General corporate identity

Ultimately, all these products must comply with the HP Workspace ProConnect corporate identity.

#182825 product color code HPWSPC

[HPWorkspaceProconnect.nl](https://www.hp.com/go/WorkspaceProconnect)

Lettertype (Poppins)

<https://fonts.google.com/specimen/Poppins>

Reference Materials

You can find photos on the website or on LinkedIn.

Vibe

Keep it businesslike and abstract.

Design Restrictions

Do NOT use: Cartoonish illustrations, cluttered layouts, bright neon colors (except for subtle accents).

Brand Flexibility & Partner Customization

HP Workspace ProConnect supports customizable implementations to accommodate partner branding requirements. While the core visual identity must remain recognizable, colors, logo variations, and design elements can be adapted to align with partner brand guidelines. All customizations must respect minimum brand standards and logo integrity as defined in this style guide to ensure consistent brand representation across all applications.

Deliverables explanation

1. A sell sheet/hard copy to take away

This should be a quick overview of the product, giving customers a general idea of how it works and what it does. An advertising sell sheet.

Examples:

<https://www.pipedrive.com/en/blog/sales-sheet>

<https://helpjuice.com/blog/sell-sheet>

<https://www.creatibly.com/products/sell-sheet-design?srsId=AfmBOorqcMcpb0eZEO2dXewUb nqHsBe0zZnuYjwAzHZ580R8gzTAXBGV>

2. A comprehensive brochure/white paper

This should be a more detailed overview of the product with more figures and a more comprehensive explanation of the product.

Example:

<https://yieldfund.com/deck/>

https://drive.google.com/file/d/1iK5EpeszeK1eX9qJ5AAo8b2rbho4ymo8/view?usp=drive_link

3. Case study template or a fictional one

I want a template for when the product is rolled out to a customer and we receive positive feedback so that we can show other customers the potential of the product.

Examples:


<https://elements.envato.com/case-study-template-3ADUSET>

https://www.bluleadz.com/hs-fs/hubfs/Blog_pics/writing-case-study.png?width=550&name=writing-case-study.png

<https://designbundles.net/mightydesign/2520124-professional-case-study-template>

4. Pre made slides

I would also like to have premade slides in the same house style to present to potential customers. We need 10 reusable slide templates in the HP Workspace ProConnect brand color (#182825) that can be used for multiple presentations and purposes. The templates should include: (1) Title Slide with full-screen design for presentation openings, (2) Intro/Agenda Slide with split-screen layout for roadmaps, (3) Standard Content Slide with two-column layout for most data presentations, (4) Full-Statement Slide for emphasizing key statistics on dark backgrounds, (5) Comparison Slide with split-screen contrast between problem and solution, (6) Grid/Card Slide for listing features and benefits in card format, (7) Large Graphic Slide for charts and infographics, (8) Testimonial Slide for customer quotes with photos, (9) Full-Width Image Slide for visual breaks and transitions, and (10) Call-to-Action Slide for presentation closing. Each template must be flexible enough to accommodate different content, use consistent typography and spacing, include the HP Workspace ProConnect logo, and follow the brand guidelines. The designs should work for internal presentations, client pitches, webinars, and marketing materials.

 Kopie van Service Planet HP Workspace ProCONNECT algemeen.pptx

5. Quote template/Template for general documents (FAQ)

I would like to receive a template for quotes and general documents for HP Workspace ProConnect. It should be a standard template, not too busy, but with details of HP Workspace ProConnect. That it makes the documents just that little bit more special, more professional, and more attractive.

Examples:

<https://www.deddo.nl/offertes/simpel-complete-bouwofferte-maken-met-voorbeeld/>

<https://nl.pinterest.com/pin/826762444088845239/>

6. Social media template - LinkedIn

I want a house style for social media posts on LinkedIn, where I can post a photo or text. That way, people can immediately see that it's from us.


Example:

<https://www.linkedin.com/company/ingram-micro>

Our LinkedIn:

https://nl.linkedin.com/company/hp-workspace-proconnect?trk=public_post_follow-view-profile

Upload files (optional)

 Kopie van Service Planet HP Workspace ProCONNECT algemeen.pptx

Product portfolio

Logo bestand