

Request by

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Vertical

decimal

Stakeholders

Haze, Amanda M, Willie

Project Name

decimal

Project Objectives

Decimal's vision is to prepare youth to live in control of their finances. Decimal does this by educating youth about personal finance, and boosting confidence and proactivity when it comes to their personal finances. The decimal movement is focused on giving all youth access to quality personal finance education & raising the next generation of Canadians to expect transparency from the financial industry.

Our core beliefs are

You're the expert: You're the expert of your situation, not us. You know you best! We believe in giving you the tools and information you need to make your best choices. We work to present options, not prescribe solutions because personal finance is personal.

You can learn anything: You can learn anything. It's not you, it's how it's taught. We believe in breaking barriers to personal finance education. Whether that means making quality education tools easily available or building someone's confidence through empathy and encouragement.

The compound effect: Good financial decisions compound over time. The earlier you're able to start educating someone about personal finance, the greater the impact you will have on their lives.

Social Enterprise

Any profits from t-shirts sold are put toward promoting financial literacy rates in local communities.

Target Audience

Target age group: 20-30

Bullseye target: Early 20s

Marital status: Married, in a relationship or single, no children

Education level: University/College educated

Living situation: Renting or sharing with roommates. Live a downtown lifestyle. Not yet settled in the suburb.

Motivations: They are hard working and determined to succeed in achieving their aspirations and goals. They may not be 100% satisfied with their current job or financial situation but they hustle with the hope to improve their lives. They are optimistic and positive about the future.

Characters: They are socially conscious and have causes that they are opinionated about. They are authentic, independent and expressive about their world view and find a sense of belonging with like-minded people. Being millennials, they feel frustrated by how transitioning to adulthood was like. The lack of job prospects and a weaker economy meant that budgeting and personal finance education would have been seen as useful skills they wish they were taught. They also believe that people who enjoy privilege should give back to those who don't and as they embrace adulthood, they want to create a better future for the younger generations.

Financial situation: They don't live pay cheque to pay cheque but they do worry about money. They are financially responsible with the occasional splurge. Not frugal enough to cut out fun but conscious about making good purchase decisions that support their lifestyle. They value interesting experience, relationships and personal success over conventional material goals like owning a big house in the suburb or driving an expensive car.

Distribution Channel

Retail/swag

Expected Deliverables

- 20 unique tshirt concepts provided by DesignCrowd
- Upon receiving concepts we will select our top choice and send back to have any revisions made.

Project Details

Slogan to be used on t-shirt: Know your worth.

Slogan breakdown:

- Know: ties to knowledge and understanding your personal finances
- Worth: the word that associates the slogan with money and personal finance

Slogan's main interpretation: Know your personal finances, know your money, know the financial products you use to manage your money

We want the wearers to: Feel good about themselves, feel motivated and positive.

Design

The decimal brand is very black and white. We would prefer that the designs stay within these colour options but can include secondary colours such as yellow (#ffcc50) blue (#00b5d6) or green (#4ab878) as accents. The t-shirts need to be a black or white base. These shirts will be worn by men and women aged 20-30. So they can be designed with a bit of edgier, impactful look in mind if it lends to the design.

We would like a few options where the word “know” from our slogan has a higher prominence/stands out more than “your worth.”

The T-shirt design could be on the front, back or sleeves of the T-shirt.



Deadline

Version 1: April 26, 2019 by end of day (with a one day delivery time)

Final delivery: April 30, 2019

Other Notes
