BOARD RESPONSE TO WRITTEN REQUESTS FOR CLARIFICATION

RELATING TO:

INVITATION TO NEGOTIATE
FOR

Advertising / Digital Marketing, and Public Relations Services for the Florida Prepaid College Board, the Stanley G. Tate Florida Prepaid College Foundation, and ABLE United

#19-04

October 9, 2019

Florida Prepaid College Board
1801 Hermitage Blvd., Suite 210
Tallahassee, Florida 32308
(850) 488-8514
To: Prospective Respondents, ITN #19-04  
From: Florida Prepaid College Board  
Date: October 9, 2019  
Subject: Board Response to Written Requests for Clarification relating to ITN #19-04: Advertising / Digital Marketing, and Public Relations Services for the Florida Prepaid College Board, the Stanley G. Tate Florida Prepaid College Foundation, and ABLE United

Any questions concerning conditions and specifications of this ITN must be addressed in the form of written questions submitted by Respondents pursuant to the schedule in Section 2.01.

Company Name: Seven Outsource

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>N/A</td>
<td>N/A</td>
<td>Whether companies from Outside USA can apply for this? (like, from India or Canada)</td>
</tr>
</tbody>
</table>

Answer: Per the Minimum Qualifications in Section 1.03 of the ITN, the Respondent must maintain a permanent and active place of business in the state of Florida.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>N/A</td>
<td>N/A</td>
<td>Whether we need to come over there for meetings?</td>
</tr>
</tbody>
</table>

Answer: Per section 3.01 of the ITN and the proposed contract provided as Appendix A, the successful Respondent(s) must attend quarterly Board Meetings and other meetings related to services provided under contract, as requested by the Board.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>N/A</td>
<td>N/A</td>
<td>Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)</td>
</tr>
</tbody>
</table>

Answer: While there is no direct prohibition on performing work outside the United States, this would be handled on a case by case basis.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>N/A</td>
<td>N/A</td>
<td>Can we submit the proposals via email?</td>
</tr>
</tbody>
</table>

Answer: Per Section 4.03 of the ITN, “Delivery”, Responses received by facsimile, telephone, or email will be rejected. (Please see Section 4.03 for detailed delivery instructions).
### Company Name: Little Fish Media

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>N/A</td>
<td>N/A</td>
<td>I wondered if separate proposals can submitted for portions of the RFP or if the proposal had to be all inclusive.</td>
</tr>
</tbody>
</table>

**Answer:** The components of this ITN are 1) Advertising and Creative Services, Digital Marketing, and Social Media Services, and 2) Public Relations, Partnerships, and Events. A Respondent may Respond to one or both of these components. Per Section 3.01 of the ITN, “Services”, when bidding on a component, a Respondent is bidding on all services listed within that component. Please see Section 3.01 for additional details.

### Company Name: FKQ

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>N/A</td>
<td>N/A</td>
<td>Is a Statement on Standards for Attestations Engagements required? What would be an acceptable reason for not submitting this document?</td>
</tr>
</tbody>
</table>

**Answer:** Per Tab 5 of the Written Response Packet, if such an audit report was not completed in the most recent two-year period, the Respondent shall provide an explanation for why no audit report was prepared.

### Company Name: Sachs Media Group

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>3.01</td>
<td>3</td>
<td>Who is the current incumbent for advertising, creative, digital and social media services?</td>
</tr>
</tbody>
</table>

**Answer:** The current incumbent for advertising, creative, digital and social media services is St. John & Partners (SJ&P).

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>3.01</td>
<td>3</td>
<td>How long has the incumbent had the contract?</td>
</tr>
</tbody>
</table>

**Answer:** The term of the current contract began on May 6, 2014.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>3.01</td>
<td>3</td>
<td>What was the advertising budget for the last fiscal year? How much of the budget toward media buys?</td>
</tr>
</tbody>
</table>

**Answer:** Please see Appendix G: Prepaid and Savings Marketing Plans - FY 19/20 Executive Summary Marketing Plan, page 17, and Appendix M: ABLE Marketing Plans - FY 19/20 Executive Summary, page 22.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>3.01</td>
<td>5</td>
<td>Who is the current incumbent for PR services?</td>
</tr>
</tbody>
</table>

**Answer:** The current incumbent for public relations services is Moore Communications Group.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>3.01</td>
<td>5</td>
<td>How long has the incumbent had the PR contract?</td>
</tr>
</tbody>
</table>

**Answer:** The term of the current contract began on May 6, 2014.
<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>3.01</td>
<td>5</td>
<td>What was the budget for PR services for the last fiscal year?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Answer:</strong> Please see Appendix G: Prepaid and Savings Marketing Plans - FY 19/20 Executive Summary Marketing Plan, page 17, and Appendix M: ABLE Marketing Plans - FY 19/20 Executive Summary, page 22.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.</td>
<td>1.03</td>
<td>1</td>
<td>Can two or more agencies partner to meet the billings minimums?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Answer:</strong> No, the minimum qualifications are the requirements for a single Respondent in each component to which the Respondent is responding.</td>
</tr>
</tbody>
</table>

**Company Name: Mod Op**

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>N/A</td>
<td>N/A</td>
<td>Are you able to provide a budget that has been allocated for this account?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Answer:</strong> Please anticipate a budget consistent with the current budget as described in Appendix G: Prepaid and Savings Marketing Plans - FY 19/20 Executive Summary Marketing Plan, page 17, and Appendix M: ABLE Marketing Plans - FY 19/20 Executive Summary, page 22.</td>
</tr>
</tbody>
</table>

**Company Name: Edelman**

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>N/A</td>
<td>N/A</td>
<td>What is the total budget for all services requested: fee and out of pocket</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Advertising and creative, digital marketing and social media services</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Public relations, partnerships and events</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Answer:</strong> Please see Appendix G: Prepaid and Savings Marketing Plans - FY 19/20 Executive Summary Marketing Plan, page 17, and Appendix M: ABLE Marketing Plans - FY 19/20 Executive Summary, page 22.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>N/A</td>
<td>N/A</td>
<td>How many agencies will be competing?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Answer:</strong> The Invitation to Negotiate is a competitive procurement which is open to all Respondents who meet the minimum qualifications.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>N/A</td>
<td>N/A</td>
<td>What are the current marketing plans and who are the partners?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Answer:</strong> The current marketing plans can be found in Appendix G: Prepaid/Savings Marketing Plans: FY 18/19 and 19/20 and Appendix M: ABLE Marketing Plans: FY 18/19 and 19/20. The current incumbent for advertising, creative, digital and social media services is St. John &amp; Partners (SJ &amp;P); the current incumbent for public relations services is Moore Communications Group.</td>
</tr>
<tr>
<td>Question</td>
<td>ITN Section</td>
<td>ITN Page</td>
<td>Question/Comment</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
<td>----------</td>
<td>------------------</td>
</tr>
<tr>
<td>4.</td>
<td>N/A</td>
<td>N/A</td>
<td>What communications (paid, owned, earned or shared) work best for your business objectives?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: Past campaigns can be viewed in Appendix G: Prepaid/Savings Marketing Plans: FY 18/19 and 19/20 and Appendix M: ABLE Marketing Plans: FY 18/19 and 19/20. The Marketing Plans generally represent successful communication strategies, as appropriate for the Board’s budget. However, the Board is continually evaluating opportunities to enhance creative strategies.</td>
</tr>
<tr>
<td>5.</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Confirm that agency needs to fill out Appendix B Response Packet by November 1, 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: The Response deadline is November 1, 2019 at 12:00PM (ET); any responses received after this date/time will be rejected.</td>
</tr>
<tr>
<td>6.</td>
<td>N/A</td>
<td>N/A</td>
<td>For this round are we expected to deliver creative ideas and spec work or will that be another stage?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: Please see Appendix B: Written Response Packet, Tab 4: Work Examples.</td>
</tr>
</tbody>
</table>

Company Name: Jacob’s Eye Marketing

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>N/A</td>
<td>N/A</td>
<td>Are you happy with current creative strategy?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: The Board is continually evaluating opportunities to enhance creative strategies.</td>
</tr>
<tr>
<td>2.</td>
<td>N/A</td>
<td>N/A</td>
<td>Are there any limitations as to what the media can be spent on? eg: Sponsorships that include media and on site activation?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: The proposed marketing plan and budget must be approved by the Board.</td>
</tr>
<tr>
<td>3.</td>
<td>N/A</td>
<td>N/A</td>
<td>Is an account person in Tallahassee a requirement?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: Per the Minimum Qualifications in Section 1.03 of the ITN, the Respondent must maintain a permanent and active place of business in the state of Florida.</td>
</tr>
<tr>
<td>4.</td>
<td>N/A</td>
<td>N/A</td>
<td>Will agency need to front the media costs for the state?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: Yes; please see Appendix A: Contract, Section 4, “Consideration”, for additional details.</td>
</tr>
<tr>
<td>5.</td>
<td>N/A</td>
<td>N/A</td>
<td>What has been your most successful campaign to date?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: Past campaigns can be viewed in Appendix G: Prepaid/Savings Marketing Plans: FY 18/19 and 19/20 and Appendix M: ABLE Marketing Plans: FY 18/19 and 19/20. The Marketing Plans generally represent successful communication strategies, as appropriate for the Board’s budget.</td>
</tr>
<tr>
<td>Question</td>
<td>ITN Section</td>
<td>ITN Page</td>
<td>Question/Comment</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
<td>----------</td>
<td>------------------</td>
</tr>
<tr>
<td>6.</td>
<td>N/A</td>
<td>N/A</td>
<td>Is there a core target audience you are trying to reach?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: The audiences are Prepaid customers, Savings customers, Foundation donors, and ABLE customers as described in Section 1.01. Data regarding current customers can be found in Appendices D, E, I, and K.</td>
</tr>
<tr>
<td>7.</td>
<td>N/A</td>
<td>N/A</td>
<td>Do you have a compendium of &quot;satisfied customers&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: Data regarding current customers can be found in Appendices D, E, I, and K.</td>
</tr>
</tbody>
</table>

Company Name: PPK, Inc.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Appendix B: Written Response Packet Tab 4: Work Examples</td>
<td>3. Situational Prompt: Advertising and Creative, Digital Marketing and Social Media Services Page 10</td>
<td>For the purpose of evaluating the Media plan assignment, is there a Gross Media Budget that should be allocated to the Miami DMA recommendation? Or should the Agency make a recommendation given the resources of the budget provided in the Situational Prompt.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: The Respondent should take into consideration the current budget as listed in the marketing plan, and make a recommendation given the resources of the budget provided in the Situational Prompt.</td>
</tr>
<tr>
<td>2.</td>
<td>Appendix B: Written Response Packet Tab 4: Work Examples</td>
<td>1. Work Examples: Advertising and Creative Page 9</td>
<td>Should the individual examples for each category in question b) be related to the two examples a) fully integrated marketing campaigns or can they be stand-alone creative examples?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: They can be stand-alone examples.</td>
</tr>
<tr>
<td>3.</td>
<td>Description of Services 3.01 Services</td>
<td>Page 4, Item 15</td>
<td>To best understand the scope as outlined, please let us know how many audience segments the current email marketing platform manages and communicates to.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Answer: Email marketing is used to communicate with current and prospective customers, as well as other interested parties (e.g. legal and professional segments), for the Prepaid program, Savings program, the Foundation, and ABLE.</td>
</tr>
<tr>
<td>Question</td>
<td>ITN Section</td>
<td>ITN Page</td>
<td>Question/Comment</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
<td>----------</td>
<td>------------------</td>
</tr>
<tr>
<td>5.</td>
<td>3. Description of Services 3.01 Services</td>
<td>Page 4, Item 13</td>
<td>Can you elaborate on what type of web applications would be included? What CMS are each of the sites built off of?</td>
</tr>
</tbody>
</table>

Answer: Examples of the types of web applications may be found on the Florida Prepaid and ABLE websites (please see links in Appendices D and J). All websites are currently built using WordPress.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>3. Description of Services 3.01 Services</td>
<td>Page 4, Item 13</td>
<td>What CMS are each of the sites built off of?</td>
</tr>
</tbody>
</table>

Answer: All websites are currently built using WordPress.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.</td>
<td>3. Description of Services 3.01 Services</td>
<td>Page 4, Item 14</td>
<td>Can you please elaborate on what type of content is needed to be produced on the website and/or if pages currently exist and content is just updated on the page?</td>
</tr>
</tbody>
</table>

Answer: The content produced by the successful Respondent(s) will be similar to what is currently on the website(s). New content would be determined based on business need and approved marketing plan(s).

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>3. Description of Services 3.01 Services</td>
<td>Page 4, Item 16</td>
<td>What are your primary social media channels? What are your secondary social media channels?</td>
</tr>
</tbody>
</table>

Answer: The Board currently uses Facebook, Twitter, and Instagram for social media.
<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.</td>
<td>3. Description of Services 3.01 Services</td>
<td>Page 4, Item 16</td>
<td>Do the internal teams handle community management or is this something the agency would take on as outlined “monitoring and engagement?” Answer: The successful Respondent(s) will be responsible for all activities included in the component(s) awarded.</td>
</tr>
<tr>
<td>10.</td>
<td>3. Description of Services 3.01 Services</td>
<td>Page 4, Item 6</td>
<td>Are we able to pixel your websites and set up tracking for all conversion and retargeting-based initiatives? Answer: The successful Respondent(s) may use website pixeling and tracking.</td>
</tr>
</tbody>
</table>

Company Name: WOW MKTG

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>3.01 Services</td>
<td>4</td>
<td>Do you have an existing brand and messaging manual and if so, can you make it available? Answer: The Board has attached herein the current brand and style guidelines.</td>
</tr>
<tr>
<td>2.</td>
<td>4.02</td>
<td>7</td>
<td>Are ITN responses typically delivered in person or may packages being sent via a delivery service such as Fed Ex in advance of the deadline to the appropriate address? Do you have a preferred response delivery method? Answer: Per Section 4.03, “Delivery”, the Respondent is responsible for timely and proper delivery. In-person delivery is not required. Responses received by facsimile, telephone, or email will be rejected.</td>
</tr>
<tr>
<td>3.</td>
<td>Appendix A Contract 7 C (i)</td>
<td>7</td>
<td>Are transition plans in place with current vendor(s) to transfer any and all critical knowledge and creative materials needed to guarantee a seamless transition of services? Answer: A transition plan will be in place to transfer all critical knowledge.</td>
</tr>
<tr>
<td>4.</td>
<td>Tab 3 Staffing 2a</td>
<td>4</td>
<td>May the staffing organizational chart requested include position titles without the names of specific employees? Answer: No; team member name and title must be provided as detailed in Tab 3 of the Written Response Packet.</td>
</tr>
<tr>
<td>5.</td>
<td>Tab 3 Staffing 2b iv Tenure</td>
<td>4</td>
<td>If an identified key account staff member listed in the organizational experience section will be or is a new hire</td>
</tr>
</tbody>
</table>
of the submitting agency, should point deductions be expected? Are tenured employees preferred?

Answer: The Organizational Experience section will be evaluated, per Section 5.04 of the ITN.

<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
</table>
| 6.       | Tab 3 Experience 1b | 6 | Does the term “financial industry,” as referred to in the organizational experience section (tab 3), broadly defined to include banks, investment companies, insurance companies, and real estate firms?  
Answer: The Board will accept financial industry experience as broadly defined. |
| 7.       | Tab 4 Work Examples 1b 1&2 | 9 | Relevant to the required TV and radio work samples, what format should spots be embedded in the electronic copies of the response on USBs, as live links or mp4 files? Should alternate written scripts be provided for television and radio spots in the required unbound copy and four bound copies of the response? Please indicate your preferred method of providing audio and video files in non-electronic copies of the ITN response.  
Answer: The Response should be provided pursuant to Section 4.03, “Delivery”, of the ITN. There is no specific prohibition against particular file types, however, the Respondent may not provide a live link to external material. Alternate scripts may be provided, but are not required. |
| 8.       | Tab 4 Work Examples 1b 1&2 | 9 | Relevant to the required work samples, if only three samples of television and radio spots are requested, may one or all of them be in Spanish or should commercials produced in both English/Spanish samples for the same campaign be presented in pairs counting as one individual example? This question is being asked to ensure that non-Spanish speakers on your review panel are able to fully appreciate the samples submitted.  
Answer: Work samples should be presented in English. Including Spanish versions is optional. |
| 9.       | Tab 4 Work Examples 1b 1-9 | 9 | May work examples submitted in response to 1. b) be unrelated to examples provided in 1. a) and may these examples be from contracted projects that were not fully integrated marketing campaigns?  
Answer: Yes, the examples may be unrelated and do not need to be from fully integrated marketing campaigns. |
| 10.      | Tab 4 Work Examples 1b 9 | 9 | Relevant to required work samples, are images such as illustrations or photographs of promotional items acceptable or are physical, 3-dimensional samples of promotional items expected in the unbound copy and four bound copies of the response?  
Answer: Illustrations and/or photographs of promotional items are acceptable. |
<table>
<thead>
<tr>
<th>Question</th>
<th>ITN Section</th>
<th>ITN Page</th>
<th>Question/Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>Tab 4 Work Examples 2a</td>
<td>10</td>
<td>You write: Provide examples of three to five web development projects, interactive tools and apps previously created, produced and launched. Did you mean to say OR apps, not AND apps? Are examples of produced apps required? App development is not listed among your description of services. Answer: The Respondent shall provide examples of three to five web development projects, interactive tools, and/or apps. Examples of produced apps are not required.</td>
</tr>
<tr>
<td>12.</td>
<td>3.01 Services</td>
<td>3-6</td>
<td>Are advertising, creative, digital marketing, social media, public relations, partnerships, and events services currently being provided to you by one agency in a comprehensive fashion? Answer: The current incumbent for advertising, creative, digital and social media services is St. John &amp; Partners (SJ&amp;P); the current incumbent for public relations services is Moore Communications Group.</td>
</tr>
<tr>
<td>13.</td>
<td>3.01 Services</td>
<td>3-6</td>
<td>Have you ever contracted with two agencies concurrently to provide services in the separated categories proffered in the ITN? Answer: The current incumbent for advertising, creative, digital and social media services is St. John &amp; Partners (SJ&amp;P); the current incumbent for public relations services is Moore Communications Group.</td>
</tr>
</tbody>
</table>
Life happens fast. One day your kid is starting preschool, and the next she’s off to college. That’s why it’s important to plan for her future right now. And we’ll show you how. Every step of the way – coaching, guiding and cheering you on. Just take the first step, and you’ll be amazed how far you can go.

<table>
<thead>
<tr>
<th>Brand Pillars</th>
<th>Affordability</th>
<th>Flexibility</th>
<th>Value</th>
<th>Trustworthy</th>
<th>Secure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Tone</td>
<td>Approachable</td>
<td>Smart</td>
<td>Empathetic</td>
<td>Relatable</td>
<td>Optimistic</td>
</tr>
<tr>
<td>Brand Messaging</td>
<td>Encouraging</td>
<td>Empowering</td>
<td>Educating</td>
<td>Transparent</td>
<td></td>
</tr>
<tr>
<td>Brand Language</td>
<td>Present Tense</td>
<td>Positive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Voices</td>
<td>Child</td>
<td>Peer</td>
<td>Expert</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Mission Statement:**
The Florida Prepaid College Board is committed to helping Floridians save for future qualified higher education expenses by providing a cost-effective, financially sound Prepaid College Plan and other college savings programs.
This is our master logo.

Florida Prepaid is a trusted resource for planning a child’s future. The book icon was created as a visual cue to represent education of our audience and, ultimately, their children.

For all consumer-facing marketing and communications purposes, the Florida Prepaid College Savings Plans logo version should be used.
Use of the “Florida Prepaid” logo, wherein only the words “Florida” and “Prepaid” appear, should be used only in the following circumstances:

• When space dictates and there is little room for anything other than the words “Florida Prepaid.” For example, on a small sticker, button, digital display banner, etc.

• When additional copy clearly communicates the notion of “college savings plans” elsewhere in the ad, digital or otherwise, and space is at a premium. For example, on an outdoor board or banner with a headline “Affordable College Savings Plans,” it would be acceptable to use the logo “Florida Prepaid.”

Where space allows, and regardless of copy/message, the full logo, “Florida Prepaid College Savings Plans” should be used.
It’s important that our logo stands out and doesn’t become a lost element on a page.

Treat the logo with plenty of breathing room. The distance between the logo and other design elements should be no less than one book icon in distance.

Similarly, our logo should not be used at a size where the copy is not legible. The MINIMUM size for print is .85 inches wide and 40 pixels high for web.
If printing in 4 colors, the master logo should be used. If printing in 1 color, a black version of the logo should be used.

If printing on a light background, the master logo or black logo options should be used. If printing on a dark background, the reverse white logo should be used.
The campaign tagline balances the need to start saving for your child’s college now and the belief that you can.

This tagline should be included in communications. The play arrow should always accompany the tagline, and “Starting” should always be in the same brand color as the arrow. Always choose a brand color that is in sharp contrast to the background and increases legibility. Artwork provided.
The Florida Prepaid College Board offers five Prepaid Plans and one Florida 529 Savings Plan. There are six different icons to represent these plans. These icons may be used in collateral pieces or other materials when relevant.

These are the color versions of the icons. Each icon has a specific color, corresponding to the color palette.
### Product Nomenclature

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2-Year Florida College Plan</strong></td>
<td>Prepaid Plan that covers tuition and most fees for 60 credit hours at a Florida College.</td>
</tr>
<tr>
<td><strong>4-Year Florida College Plan</strong></td>
<td>Prepaid Plan that covers tuition and most fees for 120 credit hours at a Florida College.</td>
</tr>
<tr>
<td><strong>2 + 2 Florida Plan</strong></td>
<td>Prepaid Plan that covers tuition and most fees for 60 credit hours at a Florida College and for 60 credit hours at a State University.</td>
</tr>
<tr>
<td><strong>1-Year Florida University Plan</strong></td>
<td>Prepaid Plan that covers tuition and most fees for 30 credit hours at a State University.</td>
</tr>
<tr>
<td><strong>4-Year Florida University Plan</strong></td>
<td>Prepaid Plan that covers tuition and most fees for 120 credit hours at a State University.</td>
</tr>
<tr>
<td><strong>Florida 529 Savings Plan</strong></td>
<td>Investment-based college savings plan with 11 different investment options.</td>
</tr>
<tr>
<td><strong>University Dormitory Plan</strong></td>
<td>Additional plan available in 1-year increments, that covers the cost of a standard, double-occupancy dormitory room at any of Florida’s 12 State Universities.</td>
</tr>
<tr>
<td><strong>Tuition Differential Fee</strong></td>
<td>Additional plan to complement the Prepaid tuition plan.</td>
</tr>
<tr>
<td><strong>Local Fee Plan</strong></td>
<td>Local fees cover the cost for on-campus expenses of activities and services, health, and athletic fees.</td>
</tr>
</tbody>
</table>
Florida Prepaid College Plan and Prepaid Plan
The full name of the program is Florida Prepaid College Program. The abbreviated name (Prepaid Plan) is also capitalized when referring to Florida’s offering.

%  
Don’t spell out (percent).

bachelor’s degree  
Lowercase. The apostrophe always goes before the “s”; if it’s plural, use bachelor’s degrees.

associate’s degree  
Lowercase. The apostrophe always goes before the “s”; if it’s plural, use associate’s degrees.

Florida 529 Savings Plan  
This is another savings plan offered by the Florida Prepaid College Board. Where money saved in a Florida Prepaid College Plan goes toward tuition and some fees, money saved under the Florida 529 Savings Plan can be used for any qualified college expenses.

2-Year Florida College Plan  
Covers tuition and most fees for 60 credit hours at a Florida College.

4-Year Florida College Plan  
Covers tuition and most fees for 120 credit hours at a Florida College.

2 + 2 Florida Plan  
There’s a space before and after the + sign. Covers tuition and most fees for 60 credit hours at a Florida College and for 60 credit hours at a State University.
1-Year Florida University Plan
This plan allows people to “stack” (“buy” years one or two at a time). It also allows multiple purchasers to independently “buy” a year for the same child and put them together. Covers tuition and most fees for 30 credit hours at a State University.

4-Year Florida University Plan
Covers tuition and most fees for 120 credit hours at a State University.

University Dormitory Plan
Extra savings plan to cover housing expenses.

State University/Universities
Capitalize when referring to universities in Florida. There are 12.

Florida Colleges
Capitalize when referring to colleges in Florida. There are 28.

Tuition Differential Fee
One of the fees covered by a Prepaid Plan.

Starting is Believing
Lowercase “is.”

Open Enrollment
This refers to the portion of the year when anyone can enroll their child for a Prepaid Plan.
myfloridaprepaid.com
All lowercase. FPCB’s website.

Knowing is Believing
Lowercase “is.”

plan
Lowercase when not used with “Prepaid.”

Florida Prepaid College Board
The organization that oversees the Florida Prepaid College Plan program.

Florida Prepaid College Savings Plans
The name used for all marketing-facing purposes.
Florida Prepaid College Plan.................. Plan de Universidad Prepagado de Florida
Florida Prepaid College Plans............... Planes de Universidad Prepagados de la Florida
Florida 529 Savings Plan..................... Plan de Ahorros 529 de Florida
28 Florida State Colleges..................... 28 universidades estatales de la Florida
12 State Universities........................... 12 universidades públicas del estados de la Florida
plan names.................................. do not translate
Florida Prepaid College Board................. do not translate
Florida Prepaid College Savings Plans........ do not translate
stock funds................................. fondos de acciones
bond funds................................... fondos de bonos
age........................................... edad
prepaid.................................. prepaid (no hyphen)
college (alone)............................. universidad
Our color palette communicates trust and calmness which reinforces our “You Got This” campaign platform with a splash of happy and confident.
The neutral palette can be used as body copy, headlines and visual accent colors in situations where we want an alternate to color.

Neutral Palette

Neutral palette: a neutral color scheme used for body copy, headlines, and visual accents when an alternative to color is desired.
Century Gothic Family is the typeface we use for all printed designs.

Century Gothic Bold can be used for headlines and selectively in body copy to emphasize a point or for delivering important information, such as a tagline or URL.

Century Gothic Regular is used for body copy. Body copy should be no larger than 11pt.

Questrial is the typeface we use for headlines in web.

Open Sans is the typeface we use for body copy in web.
For internal communications, such as internal emails, memos, reports and presentations, there are two options for typography – a sans serif and serif font. The user may choose between the sans serif or serif fonts based on personal preference.

If choosing a sans serif font, Calibri Regular should be used. Headline copy should be no larger than 24pt. Body copy should be 10pt.

If choosing a serif font, Georgia Regular should be used. Headline copy should be no larger than 24pt. Body copy should be 10pt.

Sans Serif

Calibri Regular

Serif

Georgia Regular
Millennials, our primary target, are photo connoisseurs. They appreciate them (social media), they take them (smartphone) and they expect them from brands they associate with. We have migrated imagery to a more “Instagram” feel.

Photography should be a slice of life, natural and have more of a user-generated feel.

The images should try to have:
- A short depth of field (like the portrait mode on iPhone)
- Relatable content (real life, not staged)
- Diversity (Caucasian, Hispanic, Asian, African American, Mixed)
- Focus on babies and/or parents with kids (based on digital/social engagement rates)
- Create an emotional tug
- Stay in the warmer tones to balance the heaviness of our primary jewel tones
Saving for college can be simple, affordable and stress-free.

Starting is Believing
PowerPoint Template
A variety of content examples are shown here, and working files are provided.

Page headers should always pop off of the blue color bar.

The tagline should be present in the top right corner on every page.

The logo should be present in the bottom right corner on every page.
Campaign Guidelines
Campaign Design Elements

Your child’s future is coming at full speed. The Florida Prepaid College Board can show you how easy it is to be ready by saving for their education now. We’ll guide you every step of the way through our flexible Prepaid Plans and Florida 529 Savings Plan, offering a variety of choices and payment options to fit any budget.

We’ve helped over 1 million families save. You can do this.

Layer Angles
Using several angles to create a layered graphic over the photography is one of the signature design elements for the brand. It also creates space for headlines, copy or call-outs.

College Savings Plan Guide
Your child’s future is coming at full speed. The Florida Prepaid College Board can show you how easy it is to be ready by saving for their education now. We'll guide you every step of the way through our flexible Prepaid Plans and Florida 529 Savings Plan, offering a variety of choices and payment options to fit any budget.

Starting is Believing
Florida 529 Savings Plan

The Florida 529 Savings Plan lets you save all of your own pace for college. You also get to choose how you would like to invest your college savings.

- Nationwide — A Florida 529 Savings Plan can be opened by anyone nationwide, and the funds can be used in all volunteer and out-of-state colleges and universities, both public and private.
- Investment Options — Save all of your own pace and choose from a wide variety of investment options to meet your savings goals.
- Tax-Free — Your earnings on contributions are free from federal tax when used for qualified higher educational expenses such as tuition, room and board, books and other qualified expenses.
- Enroll Anytime — A plan can be opened, or contributed to, year-round by parents, friends or family.

Every bit you save can help.

<table>
<thead>
<tr>
<th>5 YEARS</th>
<th>10 YEARS</th>
<th>15 YEARS</th>
<th>20 YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>$4,050</td>
<td>$7,744</td>
<td>$13,364</td>
</tr>
<tr>
<td>$1,000</td>
<td>$8,100</td>
<td>$15,488</td>
<td>$26,729</td>
</tr>
<tr>
<td>$3,000</td>
<td>$37,000</td>
<td>$68,581</td>
<td>$137,301</td>
</tr>
</tbody>
</table>

- Even if your child attends an out-of-state or private university in Florida.
- A student with A student with a bachelor’s degree can earn $1.6 million in lifetime earnings potential.

Knowing is Believing: Children with dedicated college savings are 3.5 times more likely to enroll in and graduate from college than children with no account.

START YOUR APPLICATION ANYTIME! Florida Prepaid Open Enrollment is from February 1 to April 30.
Florida 529 Savings Enrollment is year-round.

Enroll Today! Myfloridaprepaid.com

Call to action
Always give the viewer a way to take action

Layers of color
Create multi-color spaces/blocks to help organize and break up copy

Logo/tagline lookup
Use this logo tagline lockup where appropriate
Artwork provided

Headline copy and Image
Be sure the contrast is strong enough when adding copy over an image.

Campaign Design Elements

Copy
Primarily use PMS 7540 for the bulk of body copy and use the other brand colors to highlight subheads and copy you wish to call out.
Your child’s future is coming at full speed. The Florida Prepaid College Board can show you how easy it is to be ready by saving for their education now. We'll guide you every step of the way through our flexible Prepaid Plans and Florida 529 Savings Plan, offering a variety of choices and payment options to fit any budget.

We’ve helped over 1 million families save. You can do this.

College Savings Plan Guide

You can start making their tomorrow brighter today.

EARNING POWER

High School<br>$30,000
Associate’s<br>$36,000
Bachelor’s<br>$49,000
Master’s<br>$60,000
Doctorate<br>$85,000

Not only does a Florida Prepaid College Plan give you peace of mind about your child’s education, it will make you feel great about their future.

College graduates benefit from a higher employment rate and stronger earning potential.

A student, with a bachelor’s degree can earn $1.6 million more in their lifetime¹ than a student with only a high school diploma. Investing in their future today will ensure a brighter tomorrow.


Knowing is Believing is always Century Gothic Italic and the “i” in “is” is always lowercase. Where possible, call out an interesting fact

Artwork provided
You’re already his biggest fan.

Just wait until you send him to college.

Start saving for college today with our flexible, affordable plans.

Let us help you get started at myfloridaprepaid.com or call us at 800.552.GRAD (4723).

Call to action
Always give the viewer a way to take action

Art
The main visual should be bright, upbeat and if at all possible, attention-grabbing. Remember, the “Starting is Believing” campaign is all about encouraging parents and grandparents, so every time we can show an adult in a situation caring for, helping or nurturing a child, we’re strengthening Florida Prepaid’s brand and purpose.

Color overlay
Use translucent color triangles to create a layered dimensional look

Logo/tagline lockup
Use this logo tagline lockup where appropriate

Artwork provided
Logo
Use the primary logo with appropriate clear space in header. Artwork provided.

Display typeface
Use Questrial typeface for any header text.

Body typeface
Use Proxima Nova for any body copy text.

Photography
Use eye-catching, candid photography of parents and children.

Calls to action
Call-to-action buttons use approved solid colors with white, all-caps text or color border with color type.

Illustrations
Use simplified, limited-color vector illustrations where applicable.
Ashley Falls, MPA
Manager of Business Process & Quality Control
1801 Hermitage Blvd., Suite 210, Tallahassee, FL 32308
O: 850.488.8514  D: 850.413.1401
E: Ashley.Falls@MyFloridaPrepaid.com
www.myfloridaprepaid.com

300x250 HTML Banner
6 out of 10 parents are saving for college.

160x600 HTML Banner
Do you have a college savings plan? Open Enrollment ends April 30
Explore Options

728x90 HTML Banner
Starting is easier than you think.

300x600 HTML Banner
Losing sleep over college costs?

Flexible, affordable, tax-free college savings.

Header H1 color
Use the primary brand color #a01f37 for header colors

Subhead typeface
Use Proxima Nova for any body copy text

Color overlay
Use translucent color triangles to create a layered dimensional look

Call to action
Always give the viewer a way to take action

Logo
Use this logo where appropriate
Artwork provided
• It’s important to use our social channels, not only as a trusted resource, but also to foster a community. Posts should be conversational, approachable and adhere to emerging trends in each social community. Social channels and blog posts can be valuable tools in our overall linking strategy, engaging users and driving them back to myfloridaprepaid.com.

• As social influencers become increasingly more popular, we should strategically weave them into our paid and social efforts. By tapping into their social media cachet, we’ll expose and endear ourselves to important audiences.

• Following audience leads in trending content is a great way to increase engagement and, inevitably, improve the engagement we have on our more informational or formal posts.

• Stay up to date on different channel post types. Determine channel, style of post and validate creative assets against the approved specs.
Email Communications

Email Blast

Having trouble viewing this email? View as a webpage.

Stress-free college savings is our #1 goal.

For 30 years, Florida Prepaid has been helping families save for college. We’re proud to be the largest and longest-running Prepaid program in the nation. Now it’s your chance to join the more-than-one million families who have started saving with us.

Enroll for free and save $50 using promo code 31YEARS now through March 2.

We offer affordable Prepaid College Plans to meet every family’s budget and goals.

So take 60 seconds and learn how Prepaid Plans take the stress out of saving for college.

Email Signature

Typography

Name
Calibri Bold – 14pt

Title
Calibri Italic – 12pt

Contact Information
Calibri – 12pt
Thank You.
ABLE UNITED
BRAND IDENTITY STANDARDS
ABLE United encourages and assists the saving of private funds to help persons with disabilities cover costs that support their health, independence and quality of life.
ABLE United’s corporate logo consists of 3 interrelated components: a symbol, a corporate name and a descriptive tagline. To ensure consistency, the established size and positioning relationships between these 3 elements must not be altered. Always use the approved artwork files. Do not recreate the logo.
The primary corporate logo is the preferred version for most applications. However when the available horizontal space in an application is limited, the use of the vertical version allows for better legibility and scale.
Clear space is an area that is kept free of any other text, graphic elements or other visual distractions. The minimum requirements for clear space around the ABLE United logo are shown. Whenever possible, more clear space is preferred.
To ensure legibility in both print and online applications, the ABLE United logo should not be used smaller than the minimum sizes illustrated above.
Because the symbol on the primary corporate logo is centered on the height of both the corporate name and tagline, there is an alternative logo version for use when no tagline is desired. On this version, the center of the symbol is adjusted to align with the cap height of “ABLE United”. Always use the approved artwork files. Do not recreate the logo.
Examples of the primary corporate and secondary vertical version logos without the tagline.
ABLE UNITED
LOGO USAGE
ABLE United's corporate logo is defined in three main colors — a blue and green used in the symbol and corporate name with an additional gray accent color for the tagline.
SECONDARY COLOR PALETTE – TINTS
Percentage tints of the 3 primary colors are useful secondary colors for use in applications – particularly print applications limited to PMS colors.
Support health, independence and quality of life

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

ABLE United is making a difference

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

USE OF SECONDARY COLOR PALETTE – TINTS
As accent color, percentage tints of the 3 primary colors provide a wide range of color options and directions for use.
USE OF SECONDARY COLOR PALETTE – TINTS

Example of the relationship between the primary (logo) and secondary color palette (charts).
In addition to the percentage tints, a secondary palette of muted warm and cool colors adds vibrancy but does not compete with the primary colors. This palette’s primarily use is print applications produced in 4 color process and online applications using RGB or HEX.
USE OF SECONDARY COLOR PALETTE

Offering a broader range of expression, the secondary palette of muted warm and cool colors offers many color combinations and options for use.
USE OF SECONDARY COLOR PALETTE
Example of the relationship between the primary (logo) and secondary color palettes of muted warm and cool colors (charts).
A gray scale version of the ABLE United logo is designed for applications where color is not available or may not reproduce well, such as on documents intended to be photocopied, duplicated or scanned.
Example using the secondary vertical version logo.
**BLACK AND WHITE USE**

The gray scale version of the logo shown on the left is for use on light color or gray values less than 50%. The white version is for use over strong colors, gray values over 50% and black.
Example using the secondary vertical version logo.
ABLE United’s corporate logo is based on three weight values of Akzidenz Grotesk — black, bold and light.

**Akzidenz Grotesk – Black**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**Akzidenz Grotesk – Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**Akzidenz Grotesk – Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```
Support health, independence and quality of life

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

ABLE United is making a difference

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

USE OF TYPOGRAPHY

In addition to matching ABLE United’s logo, the Akzidenz Grotesk typeface family provides a high level of harmony, consistency and legibility for use in applications. As a general rule, limiting the number of styles in a document by using a range of sizes of the same type style is preferred. Example shown above.
**ALTERNATIVE TYPEFACE USE**

When Akzidenz Grotesk is unavailable for use such as in windows-based internal documents, Arial is suitable substitution.
William Thompson, CPA, Esq.
Deputy Executive Director

ABLE United
1801 Hermitage Blvd., Suite 210
Tallahassee, FL 32308
1-888-524-ABLE (2253)
William.Thompson@ableunited.com

www.ableunited.com 1-888-524-ABLE

ABLE United
Save for a better life experience

BUSINESS CARD
Two-sided business card.
STATIONERY

Correspondence stationery and Board stationery.
ENVELOPES

Logo use on a standard No.10 envelope and a large, square flap mailing envelope.
ENVIRONMENTAL USE

The space available affects legibility of the ABLE United logo. Generally long or wide spaces favor the primary horizontal version while squarish spaces benefit from the compactness of the secondary vertical version.
SUPPORTIVE GRAPHIC ELEMENTS
The symbol which abstractly suggests interlocking hands and/or waving flag is valuable as supportive graphic element when used consistently. The primary use is centered while bleeding to the left and right edges.
SUPPORTIVE GRAPHIC ELEMENTS
Variation on the primary use version.
SUPPORTIVE GRAPHIC ELEMENTS
Flat color shapes based on the curves of the symbol.
SUPPORTIVE GRAPHIC ELEMENTS
Variation on the flat color shapes.
Cover slide options - can be used sequentially.
DATE

Presentation Title
Subtitle
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate deserunt mollit et esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip
- Commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse dolore
- Fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident
Slide Title

Slide Subtitle
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

• Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip
• Fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident
Main section title transition pages – primary color palette.
Main section title transition pages – secondary color palette.
Slide Title

Slide Subtitle
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip
Commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse dolore teur sint occaecat cupidatat non proident