

INDOOR RECESS

BRAND IDENTITY & GUIDELINES

MENTORS & JUDGES

Vetting young talent in weird circumstances

Flexing mentorship skills

Opportunity to give back

Discover innovative & new ideas expanding realm of thought

STUDENTS

Replacing lost opportunity to learn

A launch pad for starting career

Receiving mentorship & insights from people in industry & building relationships

Showing off skills/proving self

Resume/portfolio filler

Clout: Awards & recognition as a junior person

A learning opportunity and moment for personal growth

BRAND FOUNDATION

Brand promise

Brand persona

Brand value

Brand actions

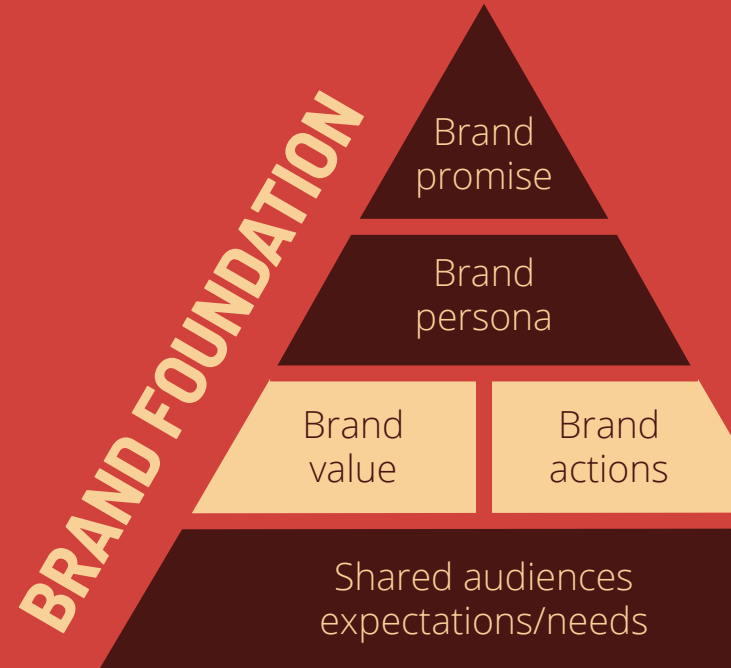
Shared audiences expectations/needs

BRAND VALUE

Opportunity to grow your skill set and exercise your brain during a seemingly restrictive, stagnant time, by mimicking a real world situation – interacting with talent from diverse backgrounds to solve a problem.

BRAND ACTIONS

- Connecting to mentors
- Top tier industry judges
- Blind ~~dating~~ working
 - Real life experience of working with diverse, unknown people
 - Mimics real world
 - Not limited by geography



BRAND PERSONA

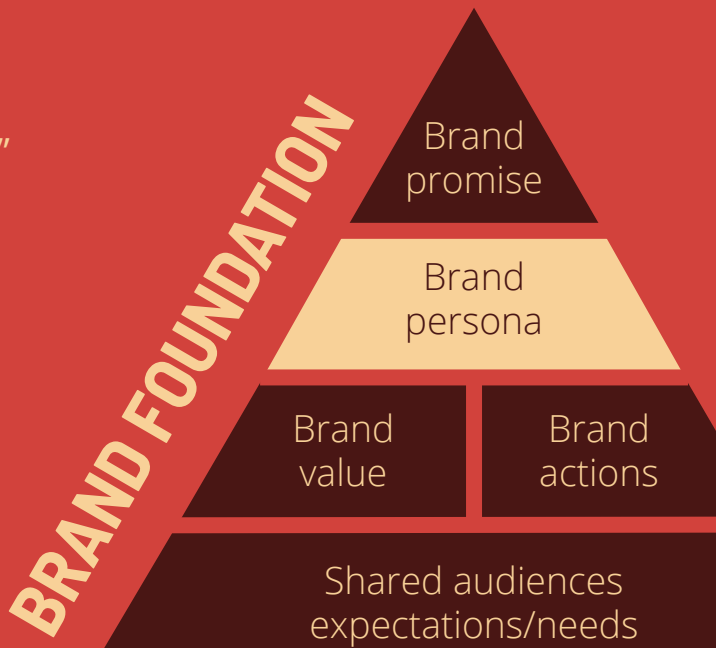


Robin Williams

in Dead Poets Society

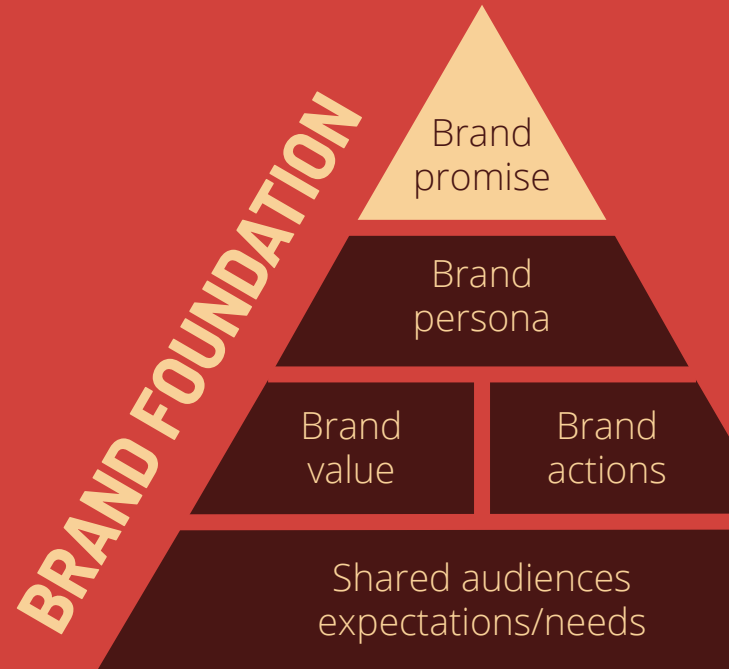
Cheeky, highly involved,
making the most out of a
bad situation, "carpe diem"

Mainly Magician with
strings of Jester + Creator



BRAND PROMISE

The Plan B that feels like a Plan A



LOGOS

**INDOOR
RECESS**

**INDOOR
RECESS**

**INDOOR
RECESS**

**INDOOR
RECESS**

**INDOOR
RECESS**

**INDOOR
RECESS**

COLOR SCHEME

PRIMARY

#293F58

#9BBCC5

#A78083

#D2423C

#F7D968

SECONDARY

#1C2B3D

#C8F3FF

#413435

#712320

#F8D198

FONTS

Barlow Semi Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRAND VOICE & TONE

We're on your team.

Collaborative – Indoor Recess understands your goals and the challenges you face. Because we're your peers – we are here to tackle the future with you.

We're eager to learn.

Empowering – Indoor Recess will provide the learning tools you need to succeed.

We're confident, but humble.

Audacious – Indoor Recess has pride but never an ego; we are proud of all our participant's accomplishments, but recognize that we still have SO much to learn.

We get you.

Open & Personal – Indoor Recess speaks with empathy. We're all in the same boat, and it's a rocky one. So, feel free to vent out all of your frustrations. We're here to listen.

We have a sense of humor.

Relatable – Indoor Recess doesn't take everything so seriously; Indoor Recess has a sense of humor and quick wit. We need to make the best of the situation somehow right?

MESSAGING EXAMPLES

Collaborative

How weird that eventually some of us hooligans will have to run these agencies? Like where do we even start prepping for that? Oh... right here? Let's do this.

Empowering

We're going to problem-solve, have fun, get tips and tricks from real agency people with real agency jobs, and maybe make a friend or two.

Audacious

We know there's some badass young talent out there. You know your stuff. So let's take it to the next level... the *professional* level.

Open & Personal

Have any questions? Thoughts? Binge-worthy show recommendations? Want to vent? Need a friend? We got you. Just drop us a line below.

Relatable

Yeah. So this is definitely shitty. But why not have fun inside and stay creative?