

BAXTER PLANNING & APRIL SIX

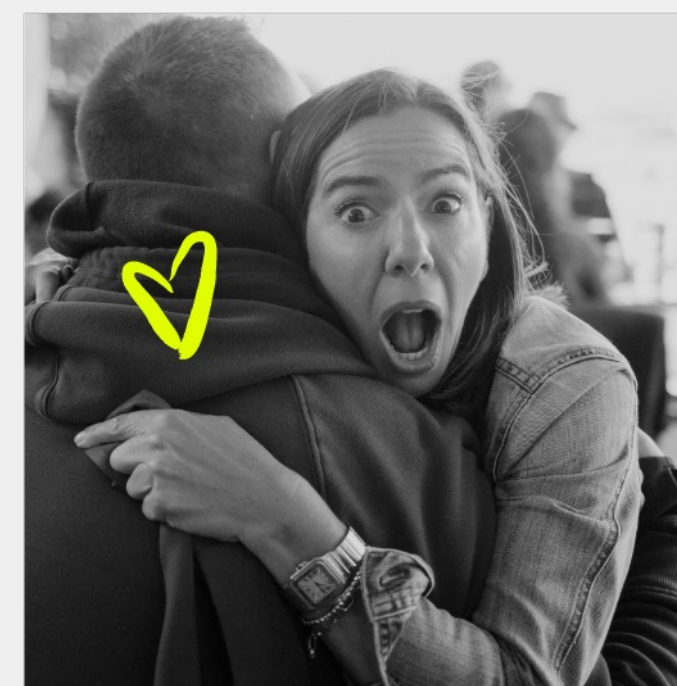
August 28, 2024

AGENDA

- Introductions
- A little about April Six
- Brand philosophy
- Brand & web work sample
- “Firebrick to finished”
- Working with April Six
- Discussion



**WE ARE
A GLOBAL GROUP
OF INDUSTRY
SPECIALISTS
CRAFTING MOMENTS
THAT MATTER FOR
BRANDS SHAPING
THE FUTURE.**



A BIT ABOUT US

- 140-strong
- 24 years in business
- Strategy, creative, account, media, and analytics
- Global footprint US, UK, Singapore, Germany
- Experience in hardware, software and services



BRANDING + WEB REFRESH

Built-to-last brands applied to customer-centric web experiences that drive measurable action.

ABM PROGRAMS

Designing 1:1, 1:few, and 1:many strategies and activating programs into market through intent-led media.

BRAND CAMPAIGNS

Activating brand stories by creating moments to spark new audience engagement and awareness.

MEDIA + REPORTING

Planning, buying, and reporting on paid media across search, social, display, content syndication, direct buys, CTV, and OOH.

DEMAND CAMPAIGNS

Single- or multi-campaign demand generation strategies to capture and qualify leads for sales team follow-up.

CONTENT DEVELOPMENT

Video to infographic, short- and long-form content to educate and inspire audiences.

**BRANDS
WE'VE BEEN
PROUD TO
PARTNER
WITH**



OUR BRAND PHILOSOPHY

1

**CORE PRINCIPLES
NEED TO BE RELEVANT
AND TRUTHFUL**

2

**COHERENCY MATTERS
MORE THAN CONSISTENCY**

3

**BRAND ENERGY
CREATES FINANCIAL
PERFORMANCE**

1

CORE PRINCIPLES NEED TO BE RELEVANT AND TRUTHFUL

The best brands are built
on core principles that
are **authentic**, impactful,
and unchanging

2

COHERENCY MATTERS MORE THAN CONSISTENCY

It's not about creating
uniformity, it's about
all customer touch
points **adding up** to a
coherent experience

APRIL SIX COHERENCY GAUGE



3

BRAND ENERGY CREATES FINANCIAL PERFORMANCE

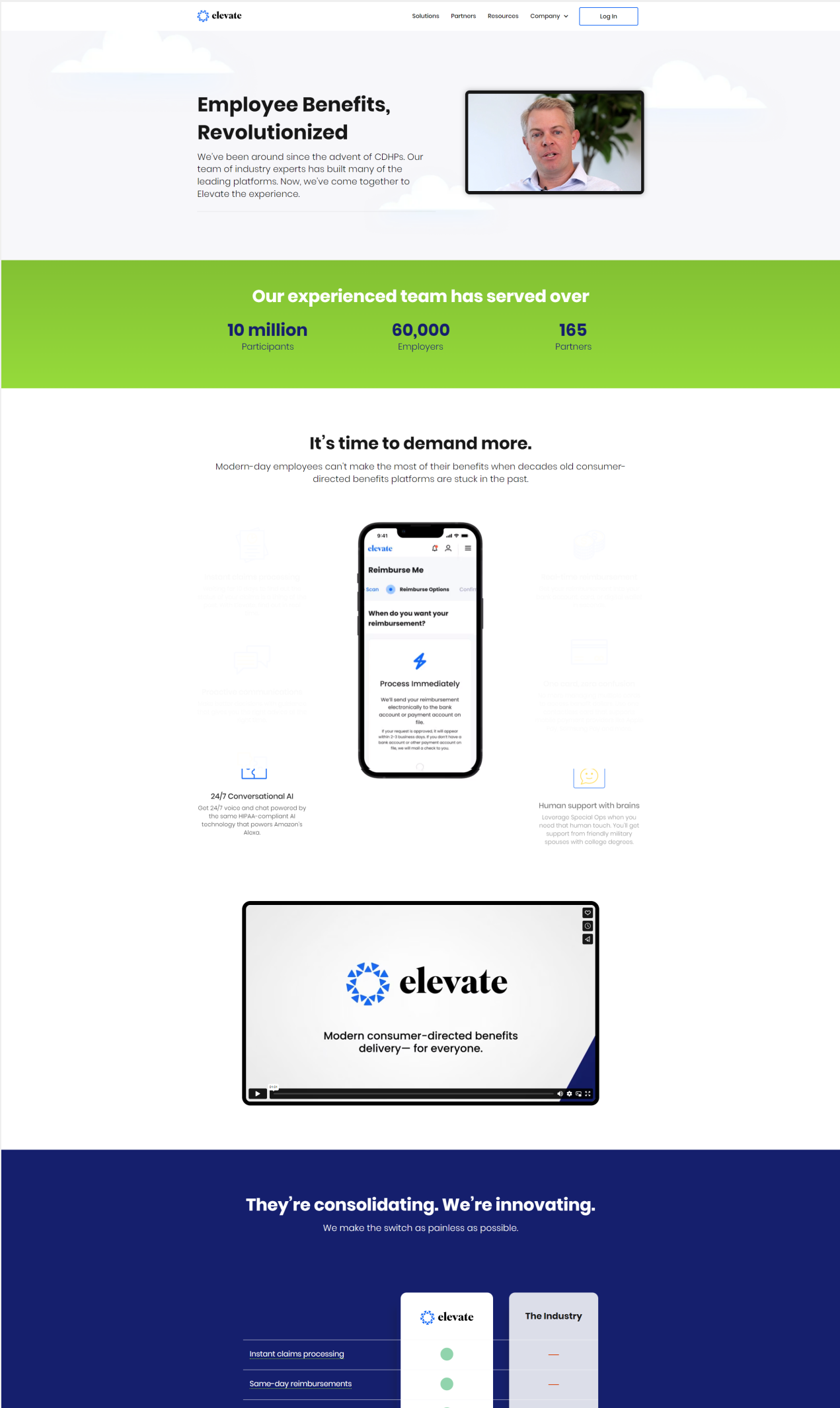
Awareness doesn't
guarantee success.
Successful brands spark
momentum from
customer engagement

WORK SAMPLE

ELEVATING THE BRAND THAT'S REIMAGINING EMPLOYEE

elevate

Before



After

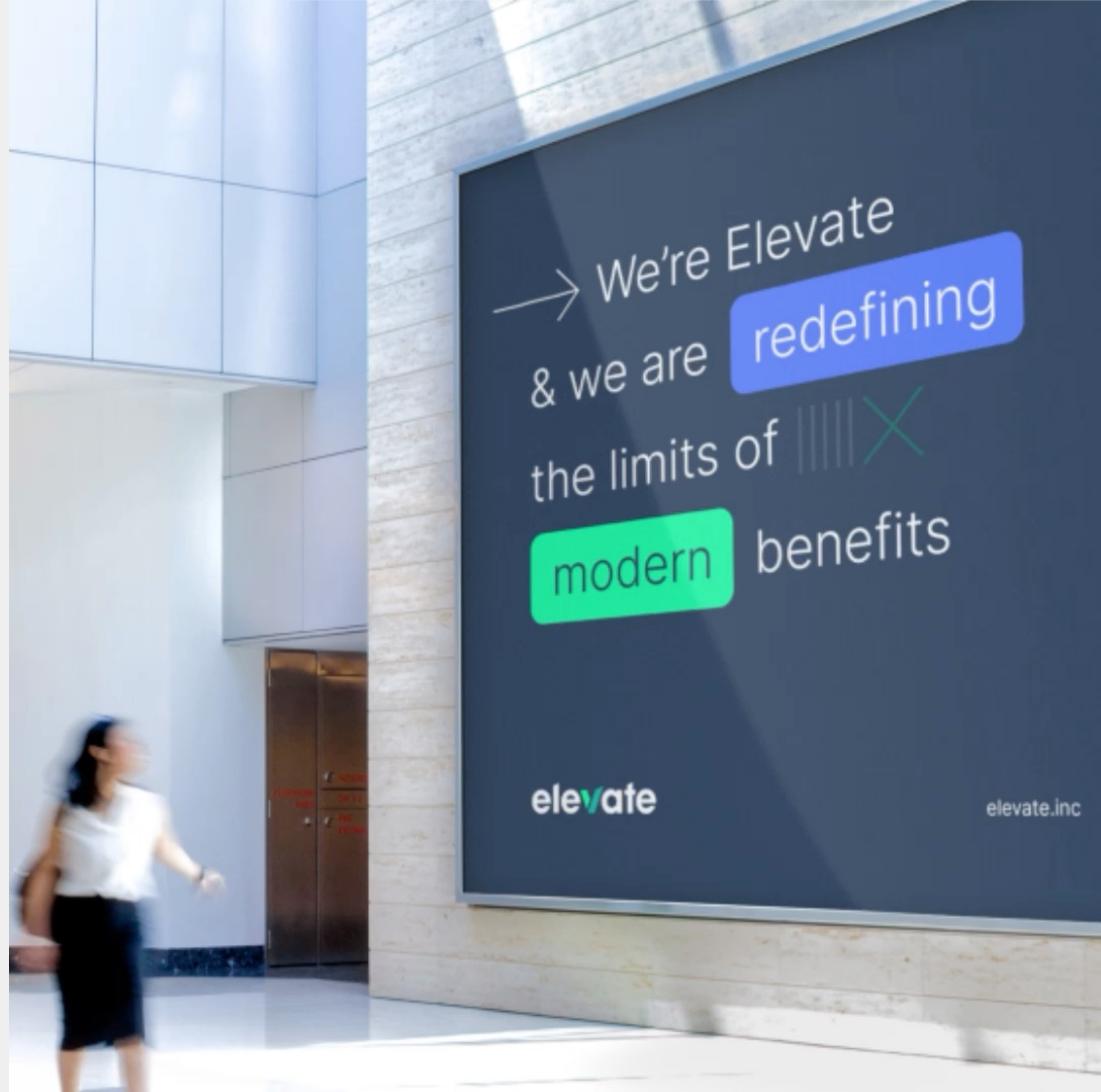


THE CHALLENGE

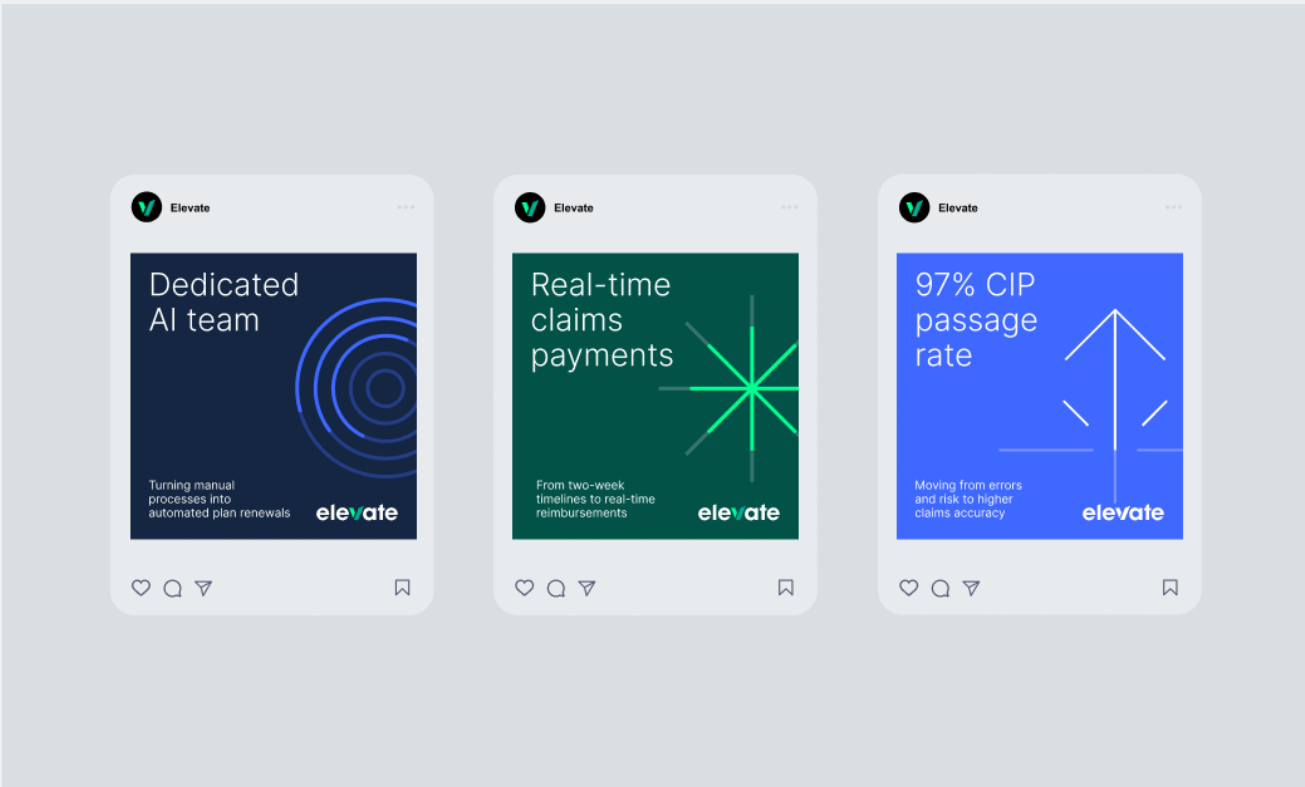
Employee benefits platforms were introduced to great fanfare in the ‘90s. Since then, they’ve caused growing frustration. So the team at Elevate spent two years developing a simple, powerful solution to help platform administrations turn the page on the past. As part of that effort, April Six was tasked with reimagining the identity and brand to reflect its modern offering while differentiating the company from emerging disruptors.

THE SOLUTION

Our approach positions Elevate as both fresh and foundational—able to operate in the critical area between the legacy laggards and the unproven upstarts. We developed a style of graphics and iconography informed by midcentury modern simplicity; selected ownable, unexpected colors; and created confident storytelling that leans into the company’s agile, modular technology. Informed by the theme, “Redefining the limits of modern benefits” these elements fuse to reflect the dynamic nature of the business.



Redefining the **limits**
✱ of **modern** benefits





LOGO

Variations

Primary logo
The primary Elevate logo—the reversed-to-white version—is designed to be used on the dark color backgrounds (Motivate Blue or Cultivate Green).

Secondary logo
The secondary Elevate logo is to be used on White or light backgrounds.

The full logo should be used on creative that doesn't otherwise reference the product name in some way.

The eV6 logomark
The "eV6" logomark—only version of the logo may be used for Elevate branding when the product name and/or full logo have already been established (i.e., deeper into product experience, on social ads where the product name is featured as the social handle, favicon, or app icon). In all cases, please seek approval from the brand team before using the eV6 logomark independently from the logo.

Primary logo

Secondary logo

App icon

Favicon

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LOGO

Minimums

Minimum clear space
The area immediately surrounding the logo must always be free of text, imagery, and graphic elements. Leaving this clear space allows the logo to stand out from any competing graphic elements.

Minimum size
A minimum amount of clear space should be maintained on all sides of the logo, extending from its outer edges. Whenever possible, the amount of clear space should be increased.

Clear space

Minimum size

6 Elevate Brand Guidelines

LOGO

Color

As a brand with both web and digital properties, color contrast and accessibility are a top priority for Elevate, so it is important to use the correct logo on the correct background color. The following examples provide specific guidance to ensure proper contrast and web compliance across all materials.

Primary logo

White logo

Motivate Blue logo

Primary logo

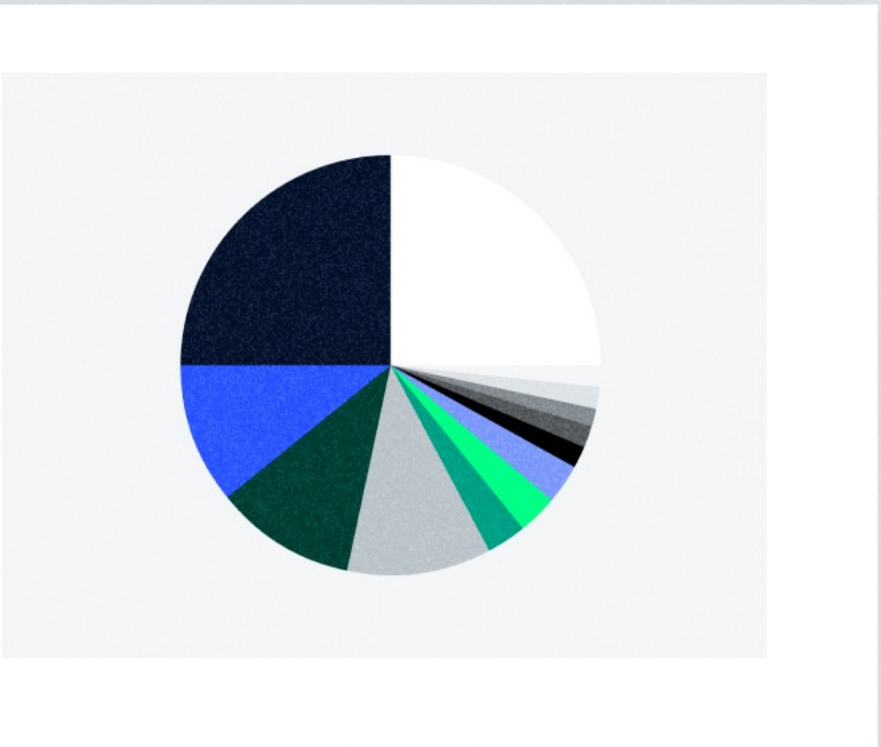
Motivate Blue logo

Secondary logo

White logo

Black logo

7 Elevate Brand Guidelines



COLOR

Primary colors

Color is essential to conveying the diversity of the Elevate brand; our primary colors reflect a bold energy and our focus on the future. We've renamed the colors, using the word-structure of the brand name while subtly conveying aspects of what makes us unique: Motivate Blue and Cultivate Green (dark hues) and Captivate Blue, Innovate Gray, and Radiate White (lighter hues). Consistent usage of the primary colors will help to enhance and unify the visual presentation of the brand.

Motivate Blue

Captivate Blue

Cultivate Green

Activate Green

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COLOR

Supporting colors

When appropriate, select from our supporting colors to further enhance Elevate-branded communications. This simplified set is limited to tones of the primary colors and neutral grays, which were chosen for the elegant way they complement the use of our Activate Green.

Supporting colors

Neutral colors

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TYPOGRAPHY

Fonts

Inter is a clean and simple Google font designed by [Rasmus Andersson](#). It is a comprehensive font family of sans serif designs optimized for maximum legibility in digital and print use cases. The typeface is available in a wide array of weights, however for Elevate, the weights used should primarily be in Light, Regular, Medium and Bold.

Inter

Light

Regular

Medium

Bold

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GRAPHICS

Brand graphics

To give life to the expression of the Elevate brand, we've created a series of graphics that conceptually represent a wide range of visually dynamic qualities and benefits.

Our vision of "Radically transforming the consumer benefit experience" has been a clear guide for these visual concept, which seek to bring to life the ideas of transformation, modernization and change. These graphics are stylistically refined and elegant, using a linear medium, infused with color to suggest dynamism, energy, upward movement, progress, and the flow or structure of information.

Each expression is applicable across every aspect of the Elevate brand. The following pages show just some of the initial brand graphics from the set that will be continually developed.

Digital body copy minimum = 12px

Print body copy minimum = 8pt

Digital body copy maximum = 20px

Print body copy maximum = 14.5pt

22 Elevate Brand Guidelines

GRAPHICS

Brand graphics

A graphic consisting of several concentric circles, with the outermost circle being a vibrant green and the inner ones being lighter shades of green and white.

22 Elevate Brand Guidelines

GRAPHICS

Color application

Any brand graphic can be adapted for use on the following Elevate background colors to the right in addition to white. The color pairings are as follows:

- Captivate Blue graphic on Motivate Blue background
- Activate green graphics on Cultivate Green background
- White graphic on Captivate Blue background
- Captivate Blue graphic on Innovate Gray or lighter background

AI-powered processing

Microservices

Integration

Plan design

23 Elevate Brand Guidelines

GRAPHICS

Scale and weights

Elevate brand graphics should adhere to the following usage specifications:

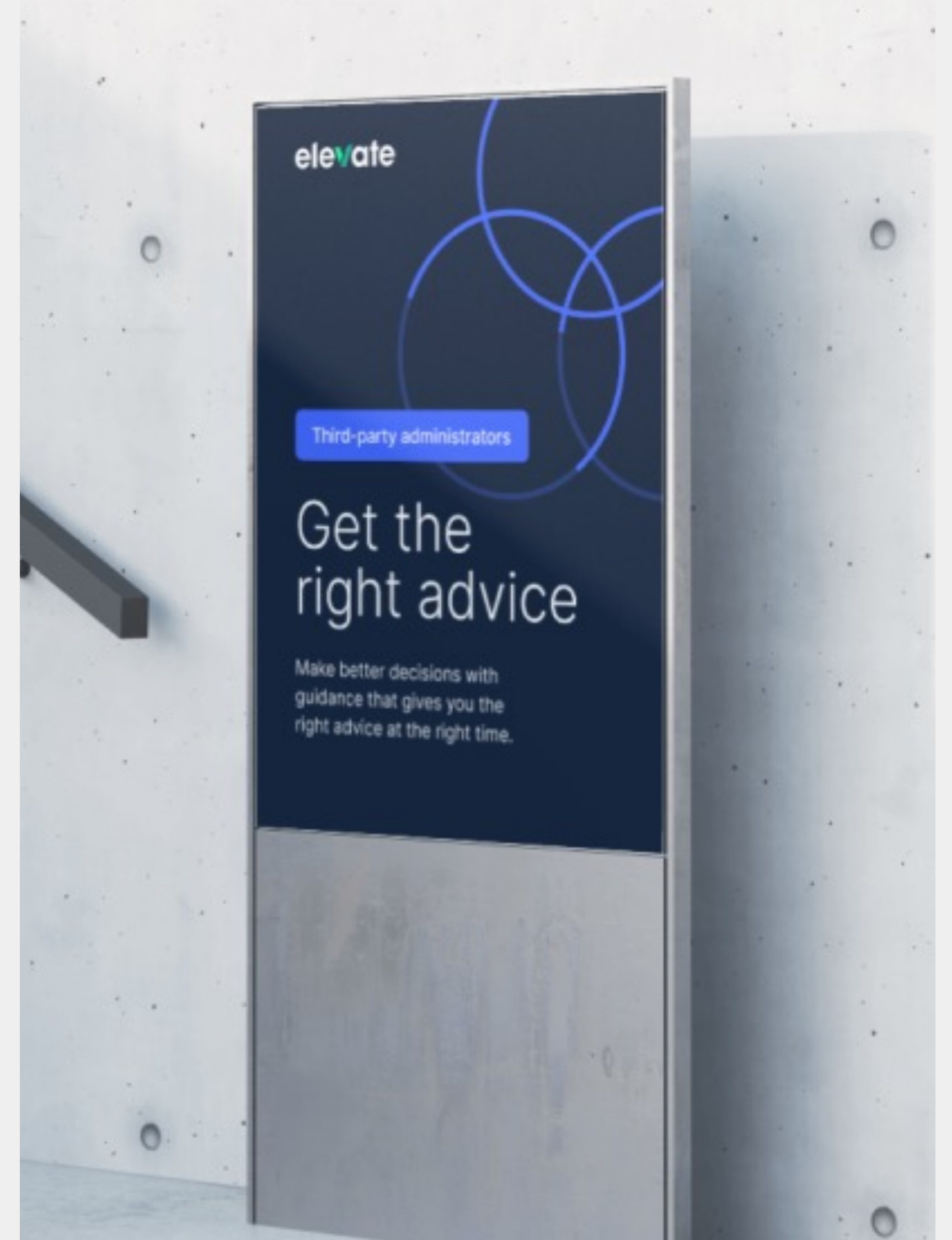
Ideal dimensions
While different mediums, compositions and layout sizes will require flexibility in the size of the brand graphic, the target size for the scale of a brand graphic is 600 pixels wide.

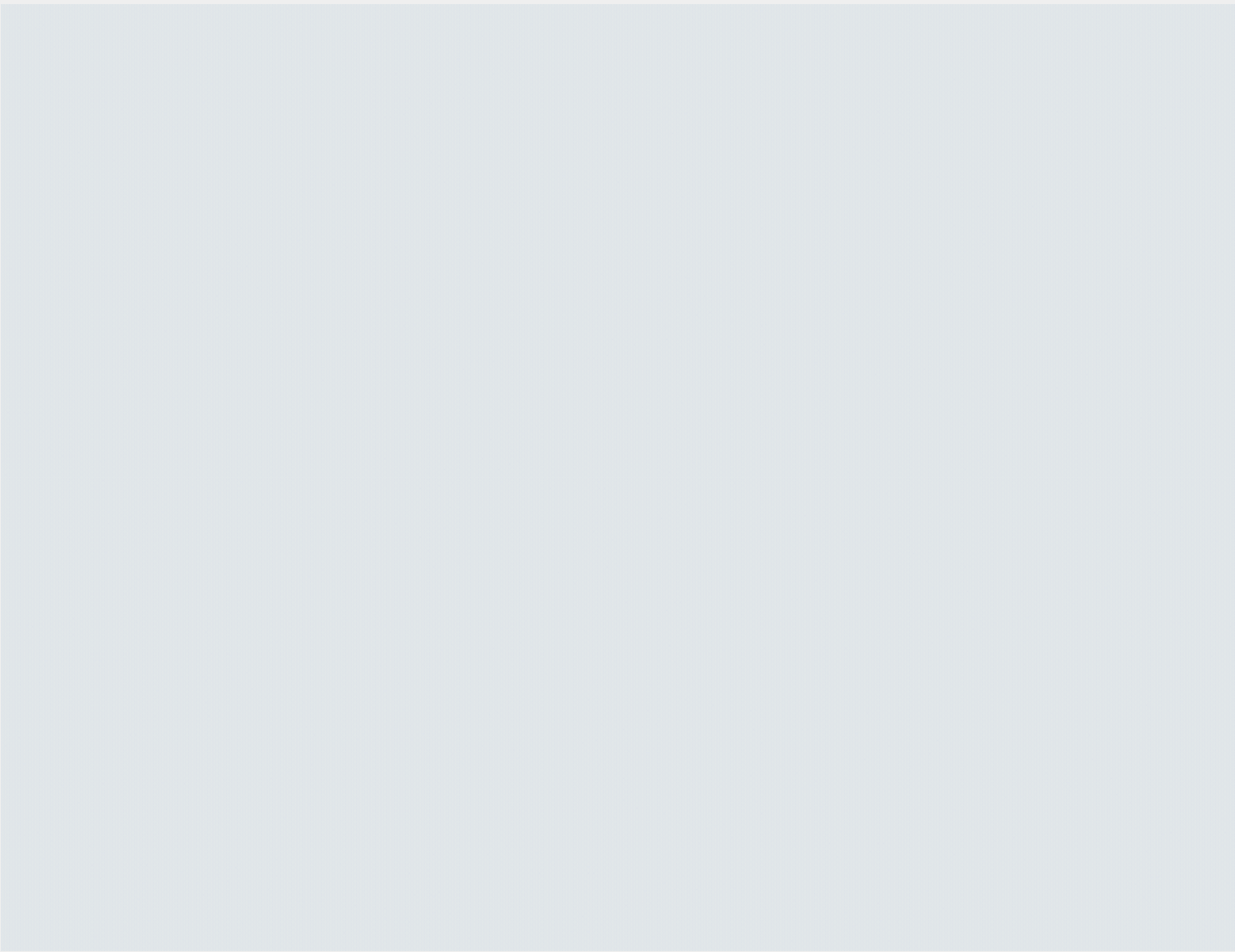
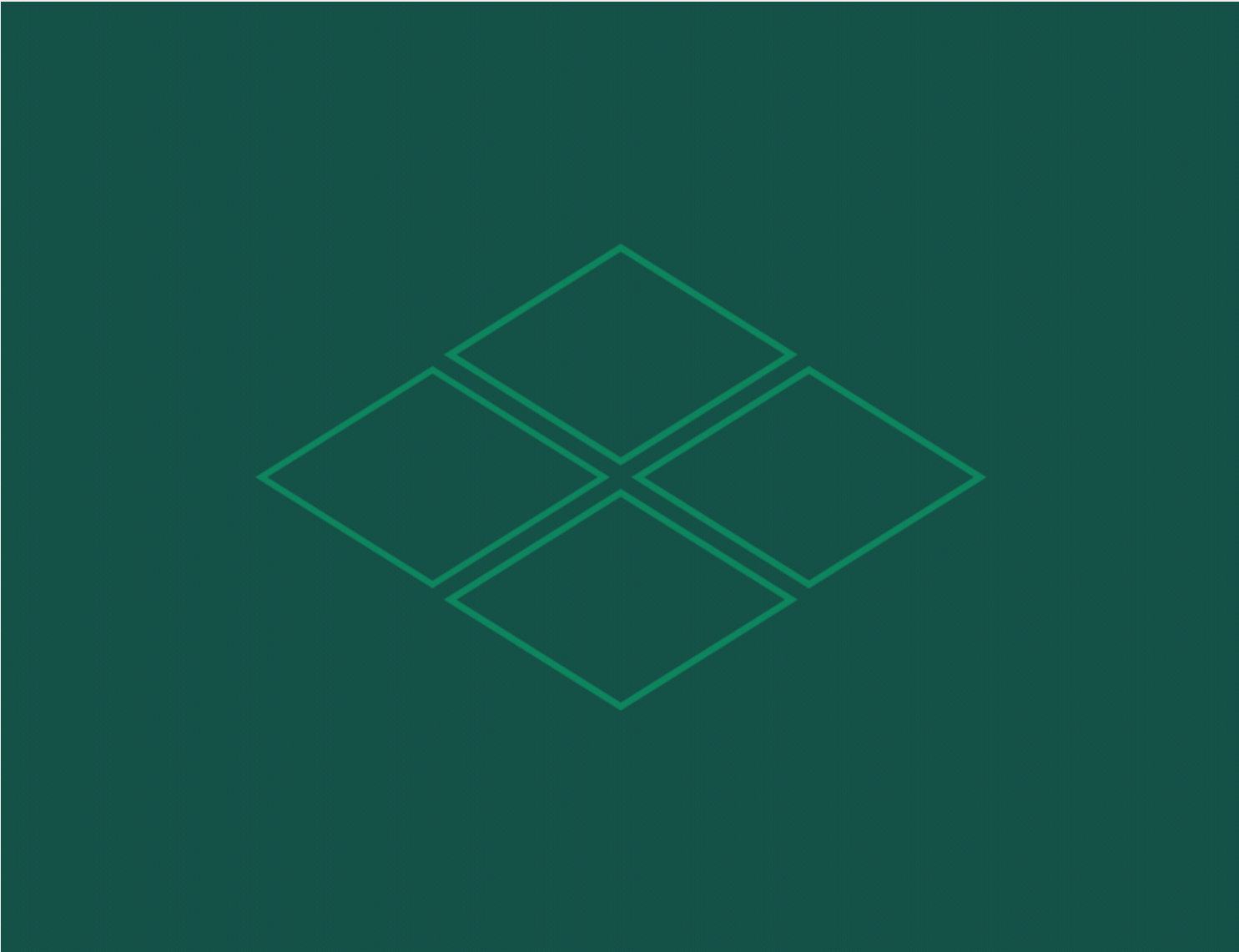
Minimum size
In order to avoid playing the same role as Elevate icons, Elevate brand graphics should not be scaled below 300 pixels wide. Take notice of the reduce stroke weight that is to be used at this size.

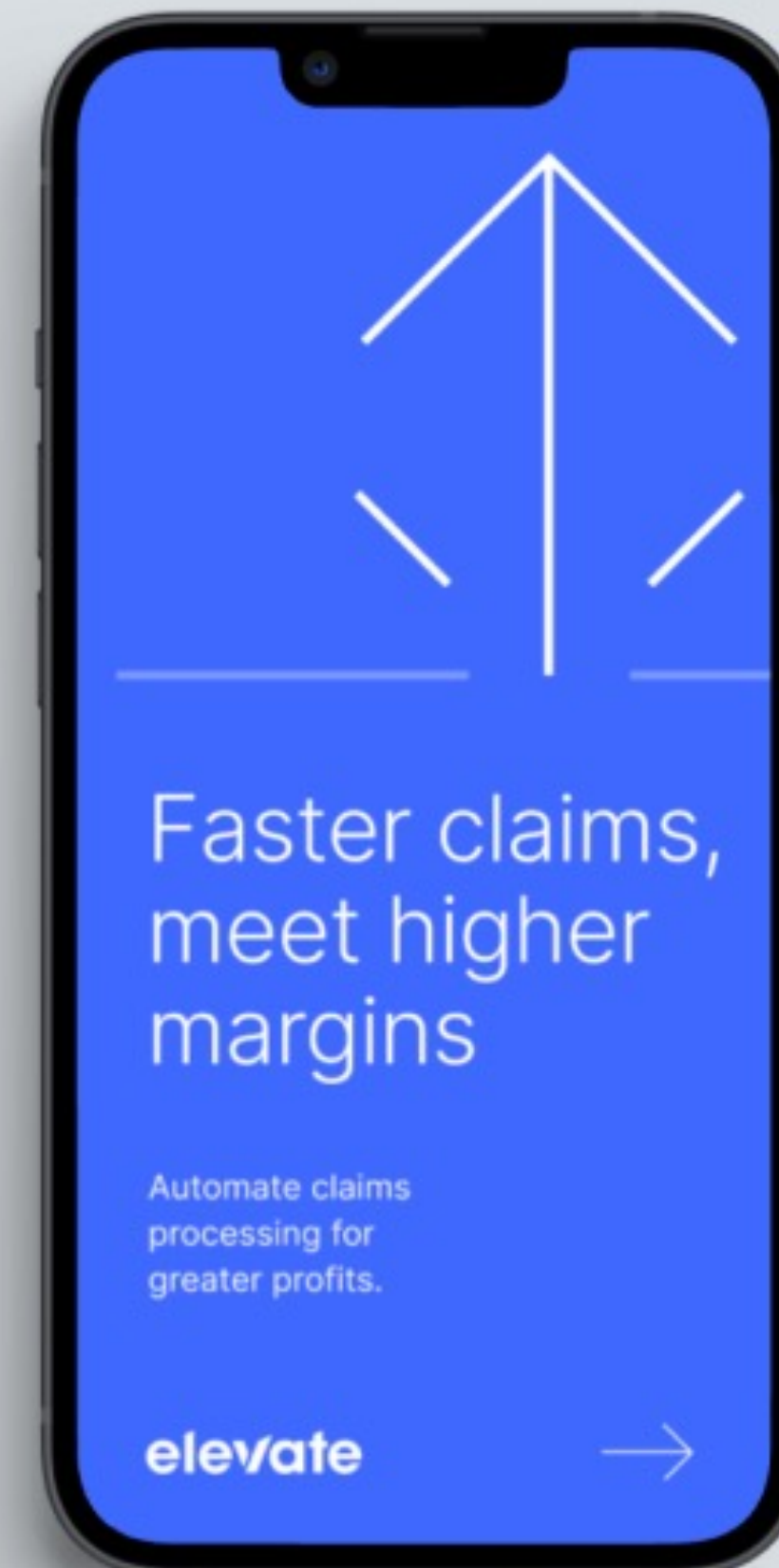
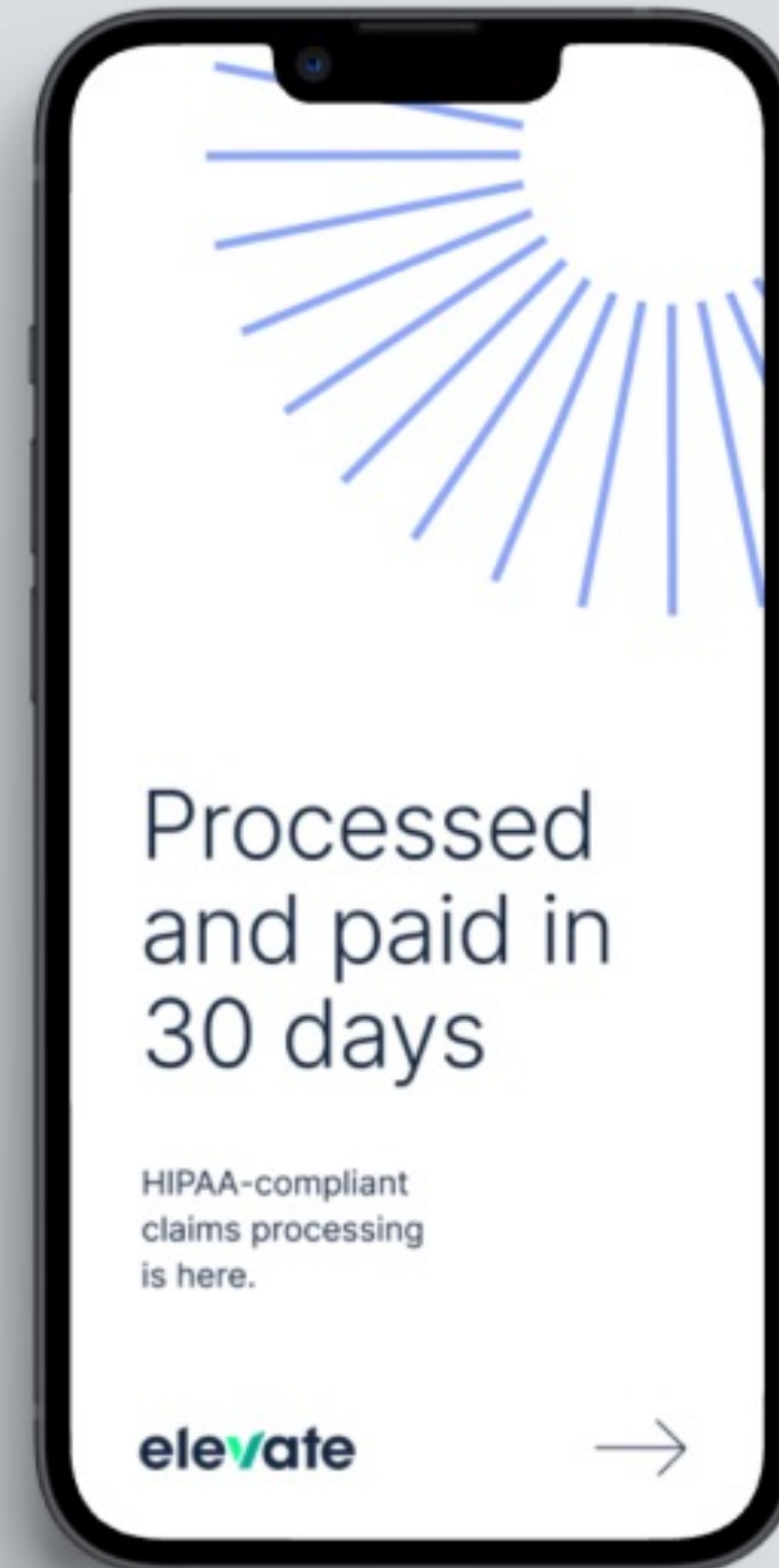
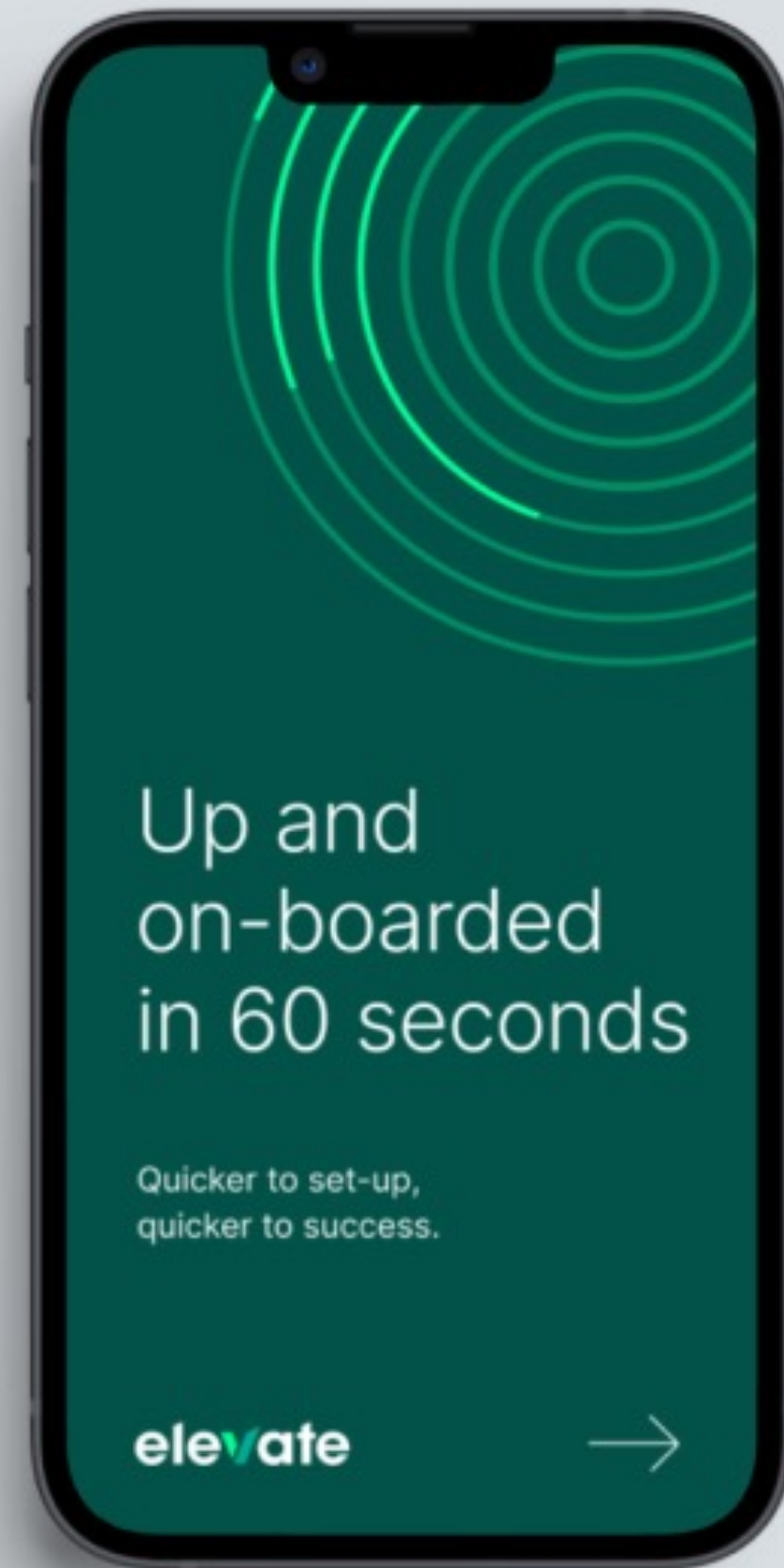
Ideal size

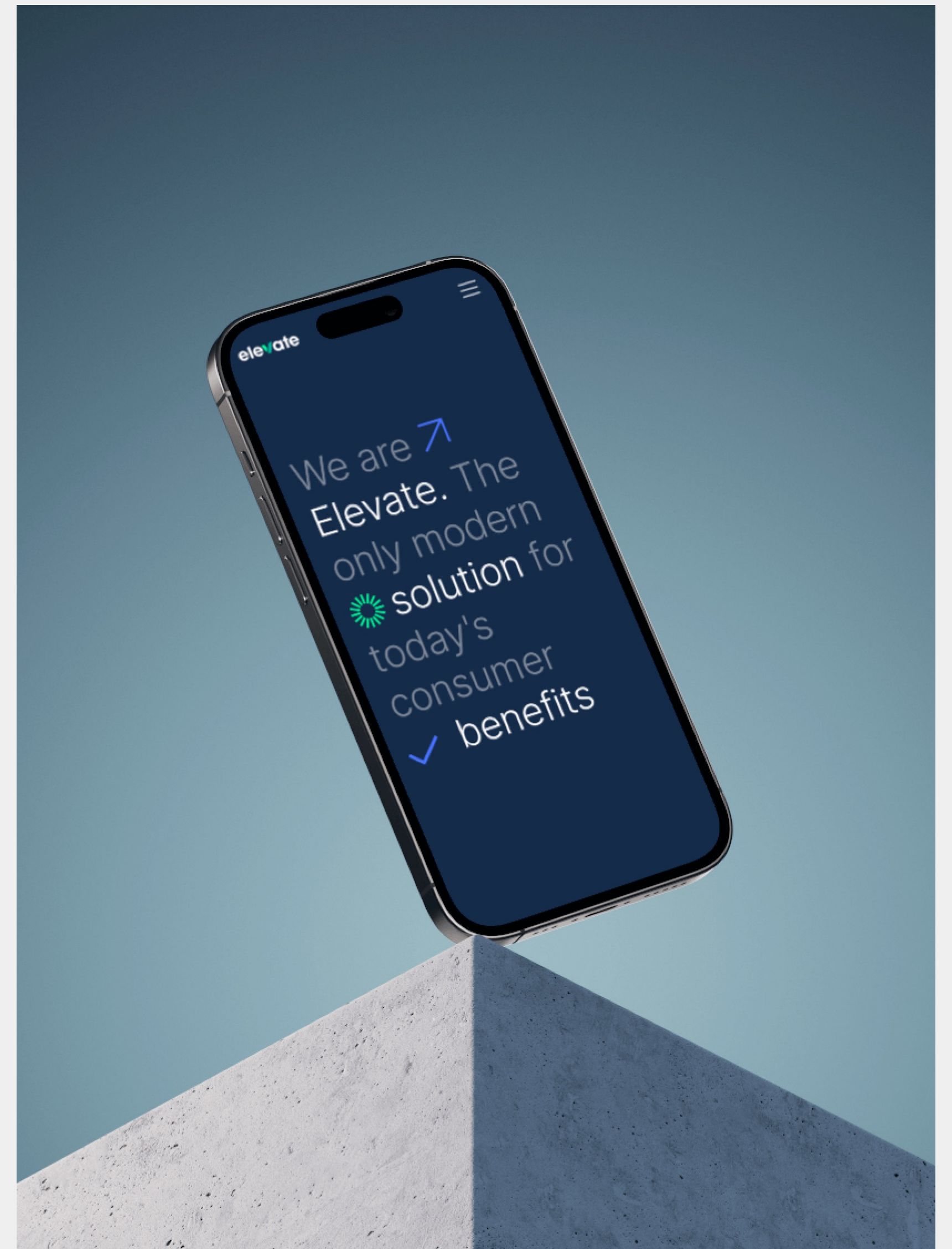
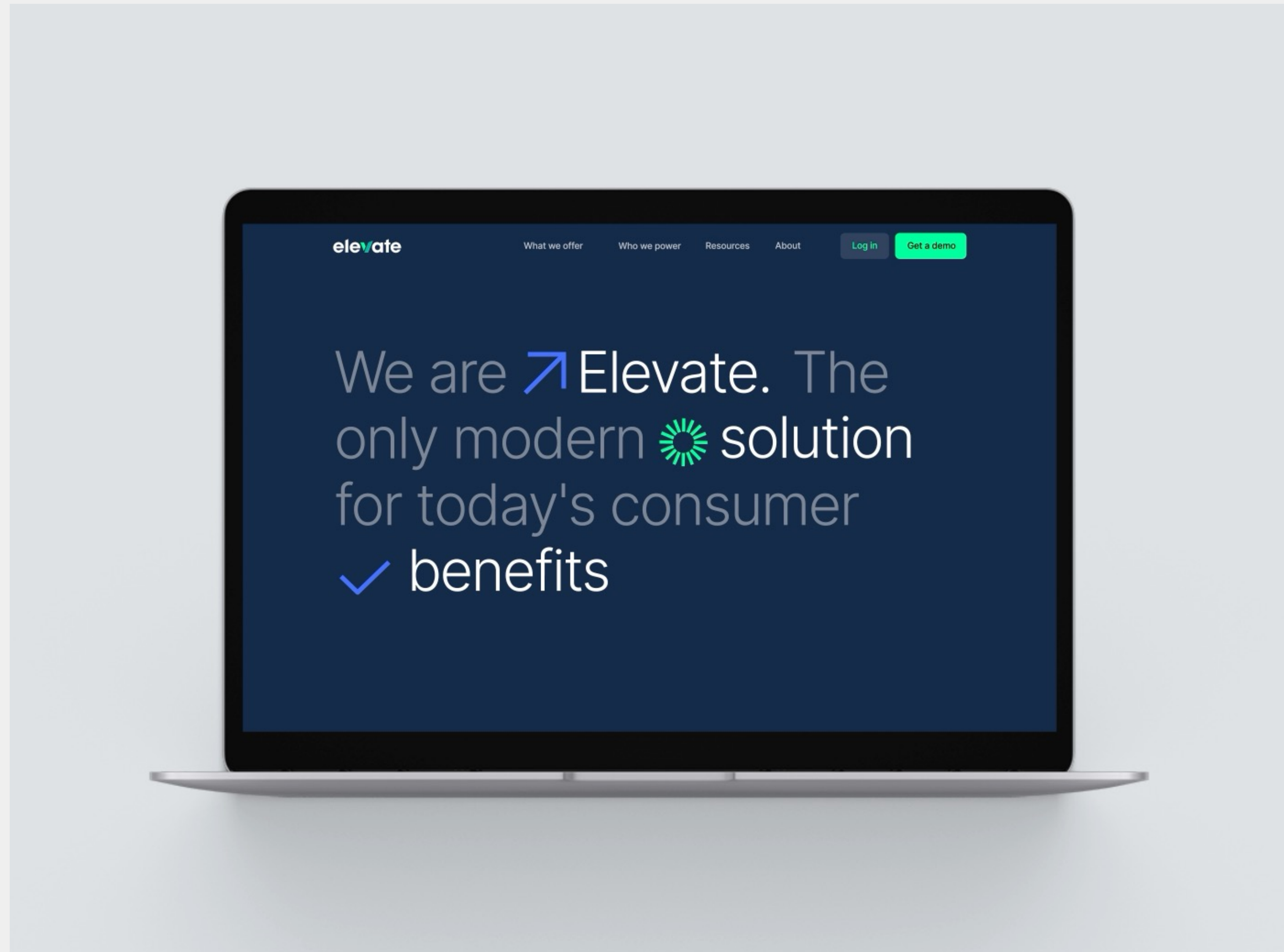
Minimum size

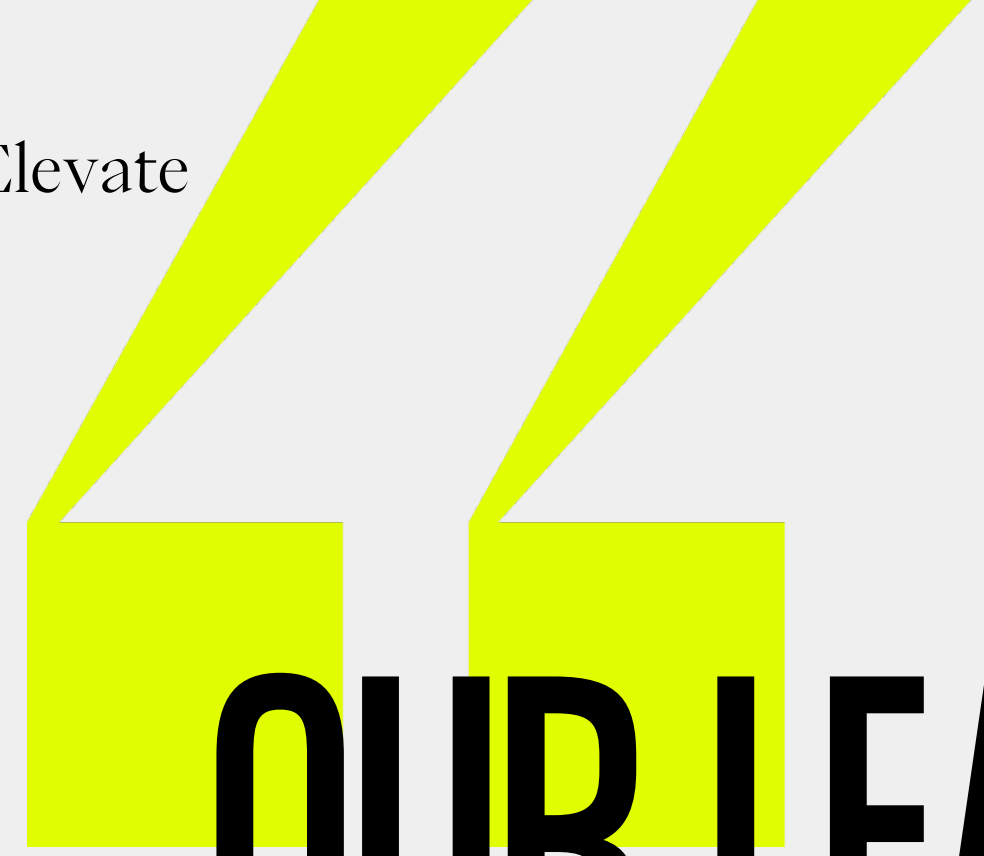
24 Elevate Brand Guidelines











**OUR LEADERSHIP LOVED THE NEW
BRAND CONCEPTS!!! APPRECIATE
YOUR DEDICATION TO HELPING US
GET THIS BIG THING OF OURS RIGHT.**

—Alicia Oberg, Director of Marketing, Elevate

Getting Started

FIREBRICK TO FINISHED BRAND IN THREE STEPS



THE PAYSCALE REBRAND

Payscale provides salary data and compensation management resources to individuals and employers, but its B2B audiences—the primary revenue driver of its business—were not leveraging those capabilities. Prospects did not fully understand how Payscale’s solutions could help them gain competitive advantage. With Firebrick’s strategic positioning in-hand, Payscale partnered with April Six to operationalize the positioning into a customer-facing brand-story framework, refresh the brand identity, and create a completely new web experience to drive increased B2B engagement and conversions.

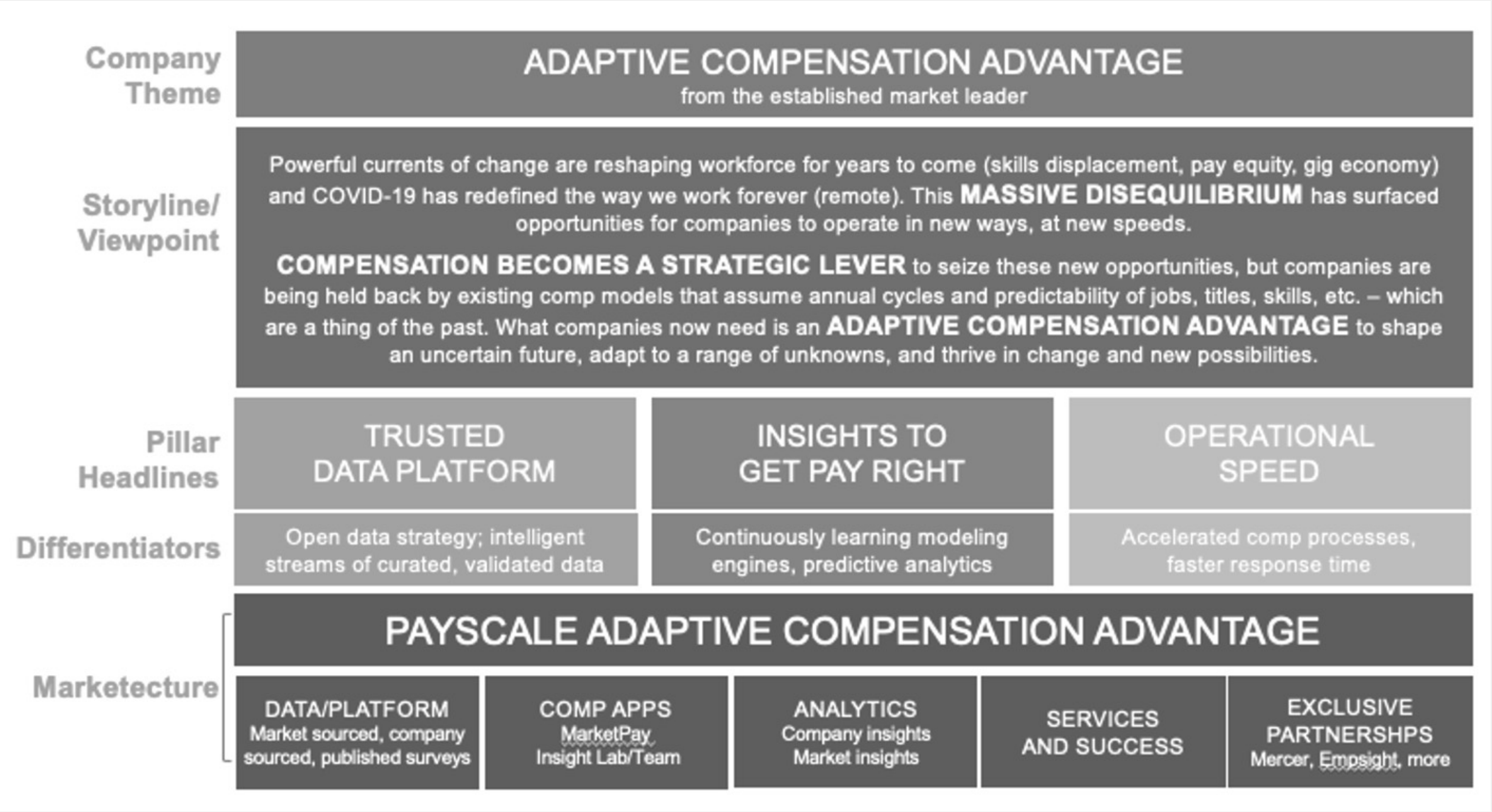
1 UNPACKING THE POSITIONING

Key insight:

"COMPENSATION BECOMES
A STRATEGIC LEVER TO SEIZE
NEW OPPORTUNITIES."

Key differentiator:

ADAPTIVE COMPENSATION ADVANTAGE



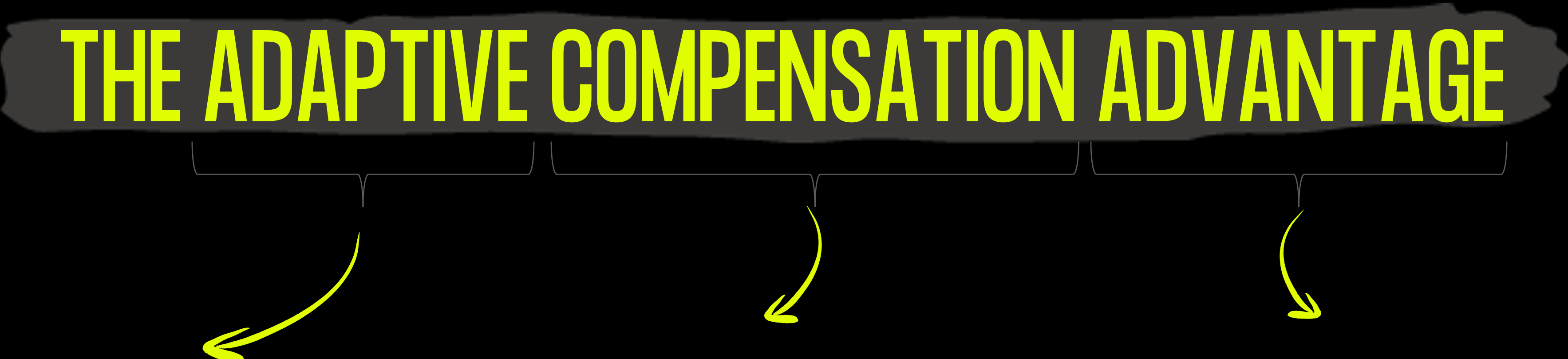
2 BUILDING THE BRAND STORY

Vision: **EMPOWERING COMPANIES TO MAKE COMPENSATION A STRATEGIC ADVANTAGE**

Mission: **BY DELIVERING ALL THE RELEVANT DATA IT TAKES TO GET IT RIGHT**

| | | | | | |
|--------------------|--|--|--|---|-------------------------------|
| Vision | Empowering companies to make compensation a strategic advantage | | Mission | By delivering all the relevant data and resources it takes to get it right | |
| Values | Dedicated | Transparent | Invaluable | Progressive | Experienced |
| Internal narrative | When the market shifts, so does everything else, from the way we work to the employment we seek, and even how much we're paid; navigating changing market landscapes can be challenging for any company. Businesses don't just want to survive; they want to thrive. And, in the face of change, many of them look to market leaders for the safest route through to the other side. Economic crises or even pandemics happen, like COVID-19—and PayScale has been a North Star through it all. Since the Great Recession, PayScale has carried out its mission with one goal: to empower all companies with reliable data and the resources they need to react fast to change and get compensation right. PayScale <i>ensures</i> sudden changes mean success, not setbacks. The Adaptive Compensation Advantage from PayScale provides companies with relevant, reputable data, powerful technology, competitive insights, and experienced leadership so individuals and organizations can hire fast—and hire well, support their teams with limited resources, progressively address pay equity, and lead the way forward, so they don't just bounce back from big changes. They remain untouched. And better yet—they break away . | | | | |
| Elevator pitch | Option 1: The constant, unexpected shifts in modern business make it harder than ever to get compensation right. With reliable, up-to-date salary data, powerful technology, and experienced leadership from PayScale, you can get compensation right under any market conditions. | | Option 2: The constant, unexpected shifts in modern business make it harder than ever to get compensation right. With reputable, up-to-date salary data, powerful technology, and experienced leadership from PayScale, you can react fast to the changing economy to get compensation right and gain a competitive advantage. | | |
| Core audiences | HR Generalists | | Compensation Specialists | | |
| Core solutions | Verified data | Technology platform | Thought-leadership | Professional services | Industry-recognized resources |
| Reasons-to-believe | Adaptive Compensation Advantage | | | | |
| | Adaptive | | Compensation | | Advantage |
| | 1. React fast to change 2. Rely on data 3. Validate decisions | 1. Get it right 2. Tap into insights 3. Learn from experienced leaders | | 1. Streamline and optimize processes 2. Hire top talent 3. Outperform competitors | |

THE ADAPTIVE COMPENSATION ADVANTAGE



ADAPTIVE

- React fast to change
- Rely on data
- Validate decisions

COMPENSATION

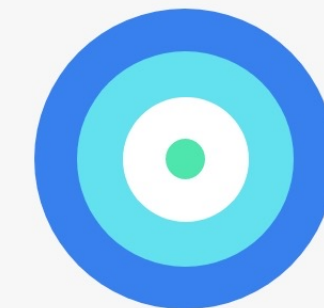
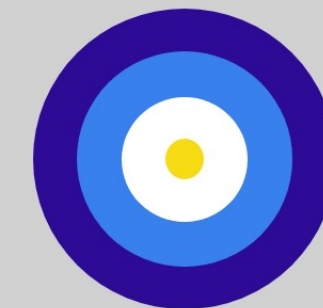
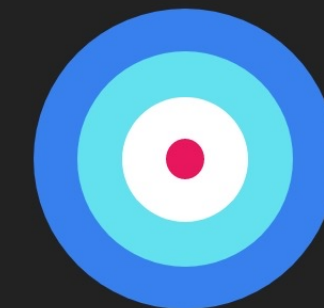
- Get it right
- Tap into insights
- Learn from experienced leaders

ADVANTAGE

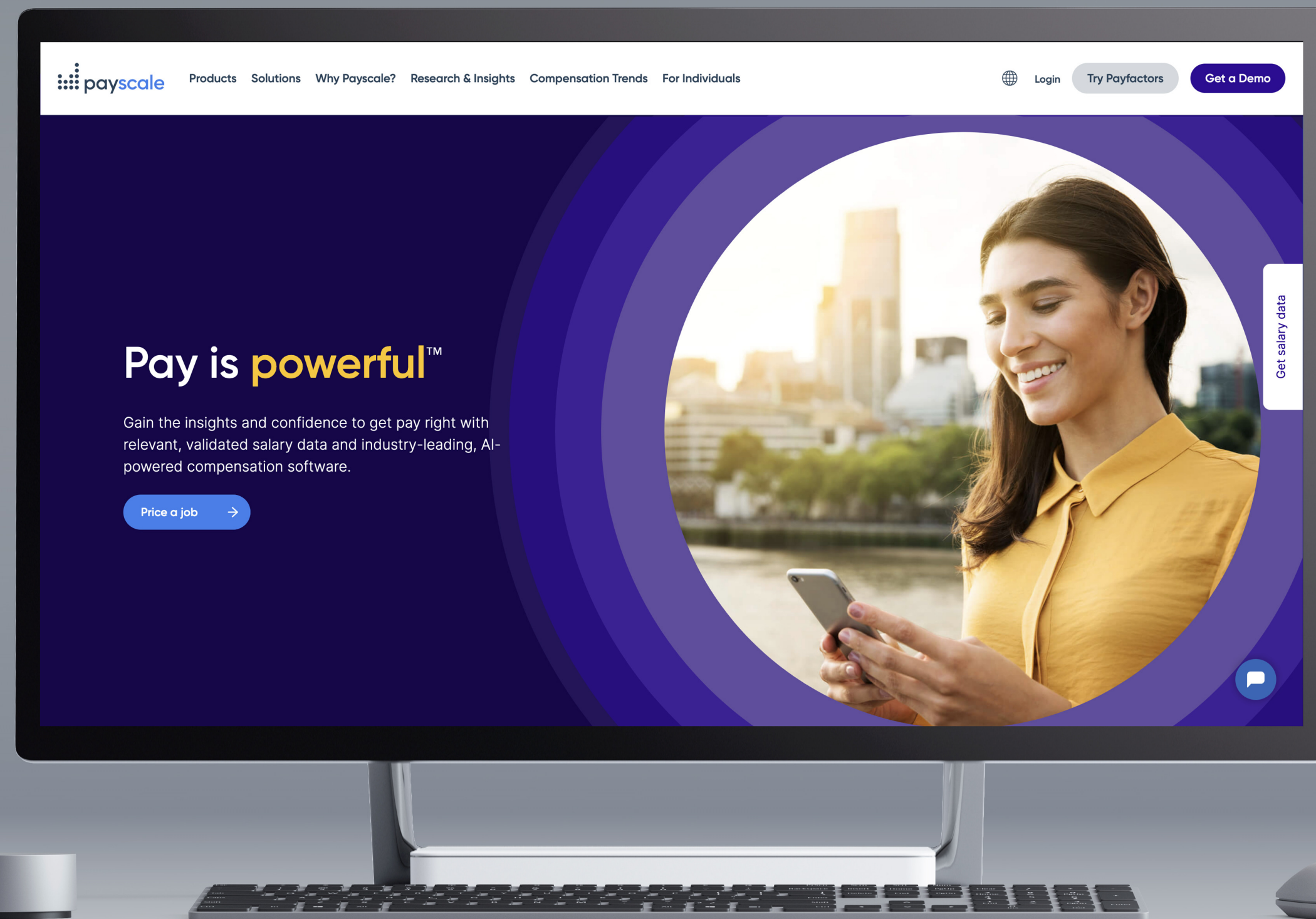
- Streamline and optimize processes
- Hire top talent
- Outperform competitors

THE CIRCLE OF EVOLUTION

The April Six team built a new brand narrative and messaging framework from the Firebrick positioning (unpacking the Adaptive Compensation Advantage theme). We also reimagined the brand's design, taking visual inspiration from the previous logo and the brand's graphical circle elements. Built around an overarching conceptual idea—"Pay is a powerful thing"—the brand evolution became the compass that guided the creation of the new B2B-centric web experience. April Six worked to define content hierarchy and prioritized providing B2B audiences with meaningful value.



3 EXPRESSING THE BRAND IDENTITY



PAY IS A POWERFUL THING

When the market shifts, so does everything else, including pay —so it really shouldn't play an insignificant role in organizations. Pay is actually a powerful thing, because where you find change, you can also find opportunity. Payscale empowers businesses and professionals to use changing pay conditions to their advantage. By providing relevant data, easy-to-use software, and services to #getpayright, they've helped users understand when and how to act as the market evolves, guided organizations to use pay as a strategic lever for surviving and thriving when big shifts hit, and given countless businesses the leads they needed to break away from the competition using one very powerful thing: pay.


Creative Expression Concepts

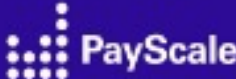
Pay is a powerful thing

A circular frame containing a vibrant explosion of red and blue powder against a black background, creating a starburst effect.



Pay is a powerful thing

A circular frame showing the back of a person's head, which is replaced by a realistic image of the Earth. The person is wearing a pink shirt.





Learn how Nestlé uses the power of pay to break away

A circular frame showing a hand holding a white mug filled with a bright blue liquid, set against a dark, textured background.



Pay is a powerful thing

A circular frame showing two women walking on a paved path in a park, with a large green tree and a blue sky in the background.



Turn pay into strategic power

A circular frame showing a hand pointing upwards towards a realistic image of the Earth, which is positioned above a light blue circular background.

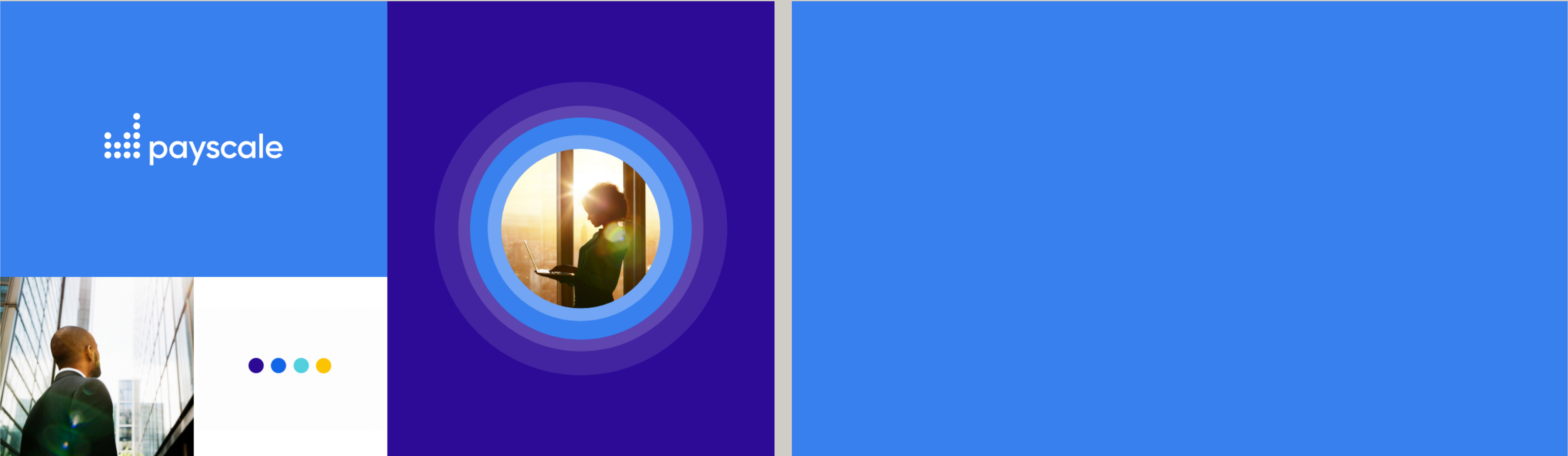


Pay is a powerful thing

A circular frame showing a grid of blue circles, each containing a small image of the Earth, set against a dark blue background with a starry sky.



Brand Identity



Type specimen

Aa

Font

Gilroy

Weights

Regular
SemiBold
Bold

Color palette

| | | |
|---|---|--|
| <p>Color</p> <p>#17064B</p> <p>RGB 23, 6, 75</p> | <p>Color</p> <p>#2E0895</p> <p>RGB 46, 11, 150</p> | <p>Color</p> <p>#D50E51</p> <p>RGB 213, 14, 81</p> |
| <p>Color</p> <p>#3880EE</p> <p>RGB 56, 128, 238</p> | <p>Color</p> <p>#53D1DE</p> <p>RGB 83, 209, 222</p> | <p>Color</p> <p>#FFB300</p> <p>RGB 255, 179, 0</p> |

Logo

The Payscale logo is available in three color schemes: color, white, and dark. The color version works best on a white or light background. The white version should be used on dark backgrounds. The neutral version can be used when the hex code for the logo is needed, but should always be evaluated for adequate contrast.

Access Logo »

Clear space

The clear space is based on the letter 'a' in the logo. Horizontal and vertical space requires the full height and width of the 'a' on either side, as shown.

Color

White

Dark

Color palette

We are committed to complying with the Web Content Accessibility Guidelines (WCAG) standard contrast ratios. To do this, choose primary, secondary, and extended colors that support usability by ensuring sufficient color contrast between elements so that people with low vision can see and use our products.

Primary colors

| | | | |
|---|--|--|--|
| <p>HEX: #17064B RGB: 23, 6, 75 PMS: 2685C</p> | <p>HEX: #2E0895 RGB: 46, 11, 150 PMS: 651C</p> | <p>HEX: #3880EE RGB: 56, 128, 238 PMS: 2935C</p> | <p>HEX: #53D1DE RGB: 83, 209, 222 PMS: 2935C</p> |
|---|--|--|--|

Accent colors

| | |
|---|--|
| <p>HEX: #D50E51 RGB: 213, 14, 81 PMS: 1965C</p> | <p>HEX: #FFB300 RGB: 255, 179, 0 PMS: 108C</p> |
|---|--|

Neutral colors

| | | | | | |
|---|--|--|--|---|--|
| <p>HEX: #17064B RGB: 23, 6, 75 PMS: 2685C</p> | <p>HEX: #2E0895 RGB: 46, 11, 150 PMS: 651C</p> | <p>HEX: #3880EE RGB: 56, 128, 238 PMS: 2935C</p> | <p>HEX: #53D1DE RGB: 83, 209, 222 PMS: 2935C</p> | <p>HEX: #D50E51 RGB: 213, 14, 81 PMS: 1965C</p> | <p>HEX: #FFB300 RGB: 255, 179, 0 PMS: 108C</p> |
|---|--|--|--|---|--|

Gradients

Gradients are used to add depth and interest to a layout. The main color gradient should be used sparingly and to not feature the red too prominently.

Multi color gradient

HEX: #17064B
PMS: 2685C

HEX: #2E0895
PMS: 651C

HEX: #D50E51
PMS: 1965C

Blue gradient

HEX: #17064B
PMS: 2685C

HEX: #2E0895
PMS: 651C

Neutral Gradient

HEX: #17064B
PMS: 2685C

HEX: #2E0895
PMS: 651C

Gradient do not

Do not use complementary color combinations

Do not use complementary color combinations

Circle usage

The circle can be used as a mask to reveal part of a graphic, or as a container to feature an image. The circle can also be used to create a graphical element.

Circle as mask

Circle as container

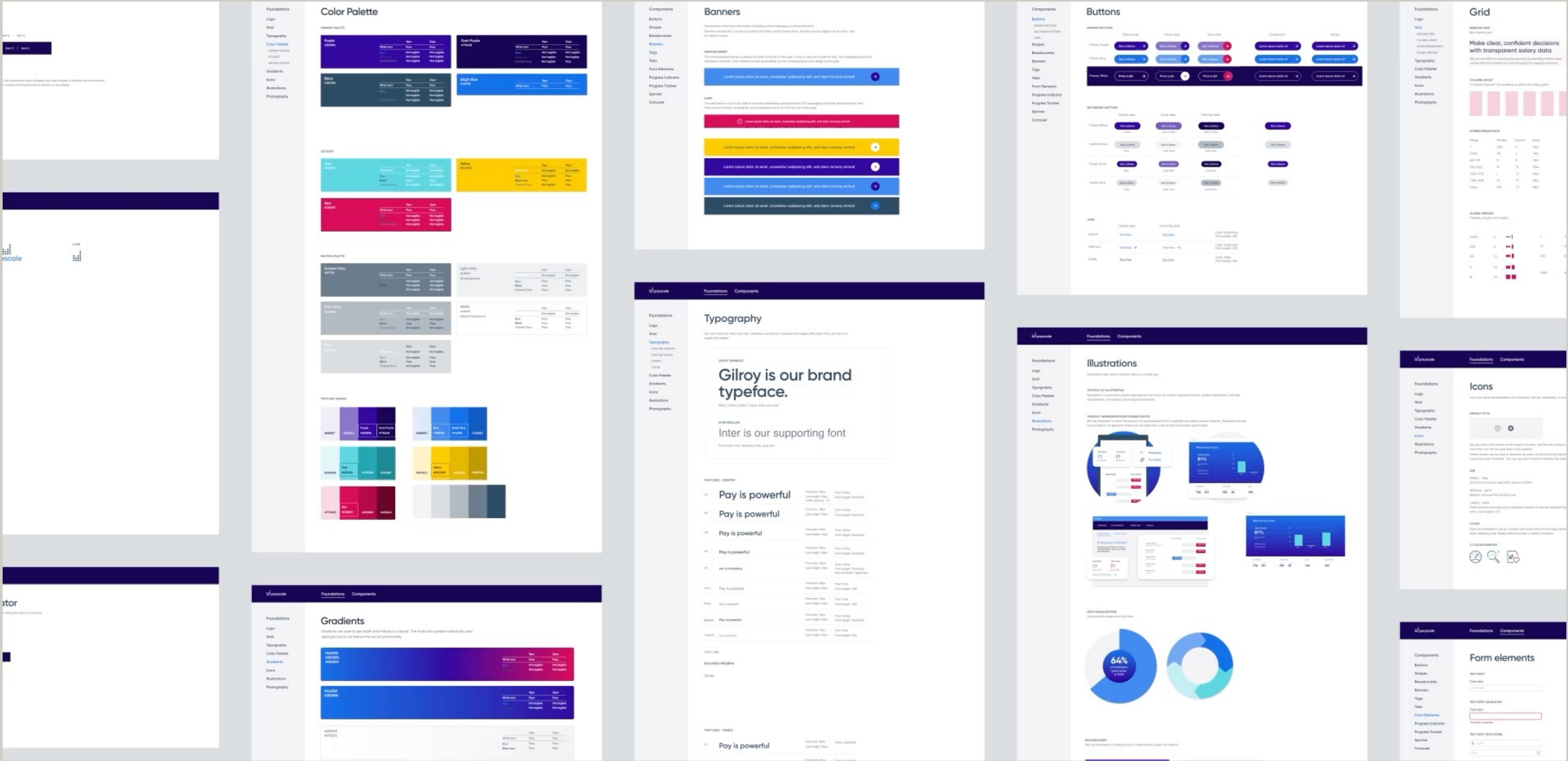
Circle as graphic

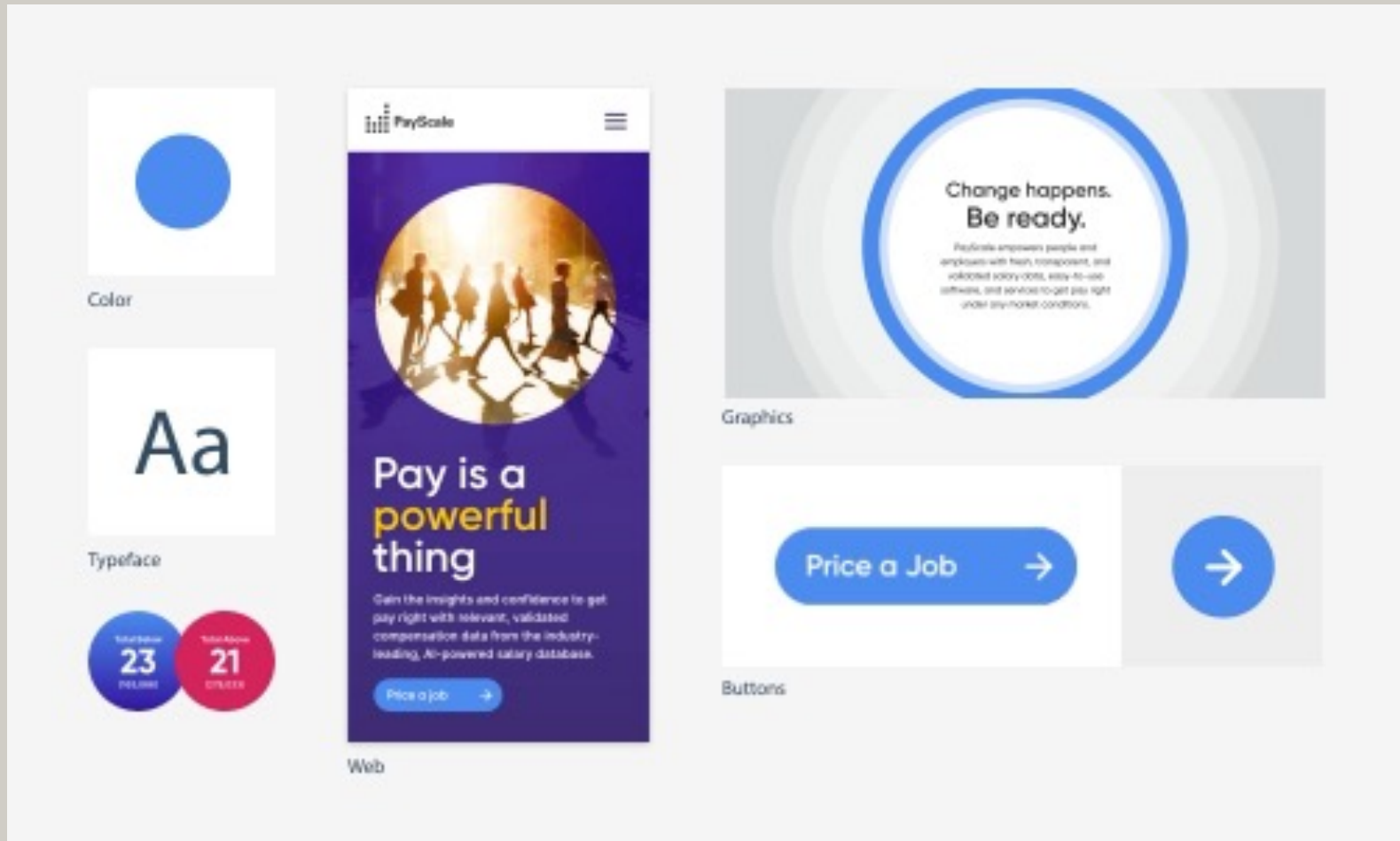
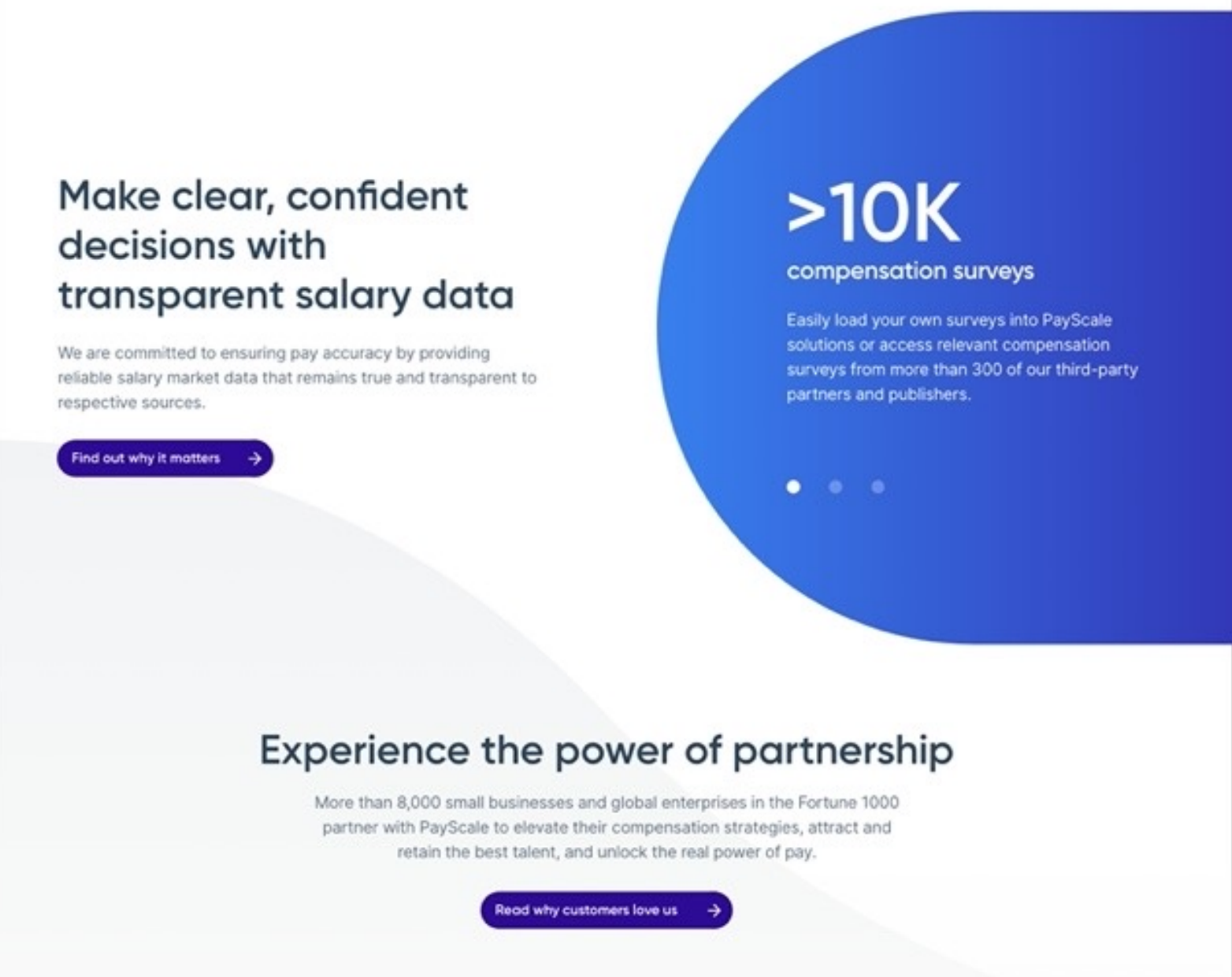
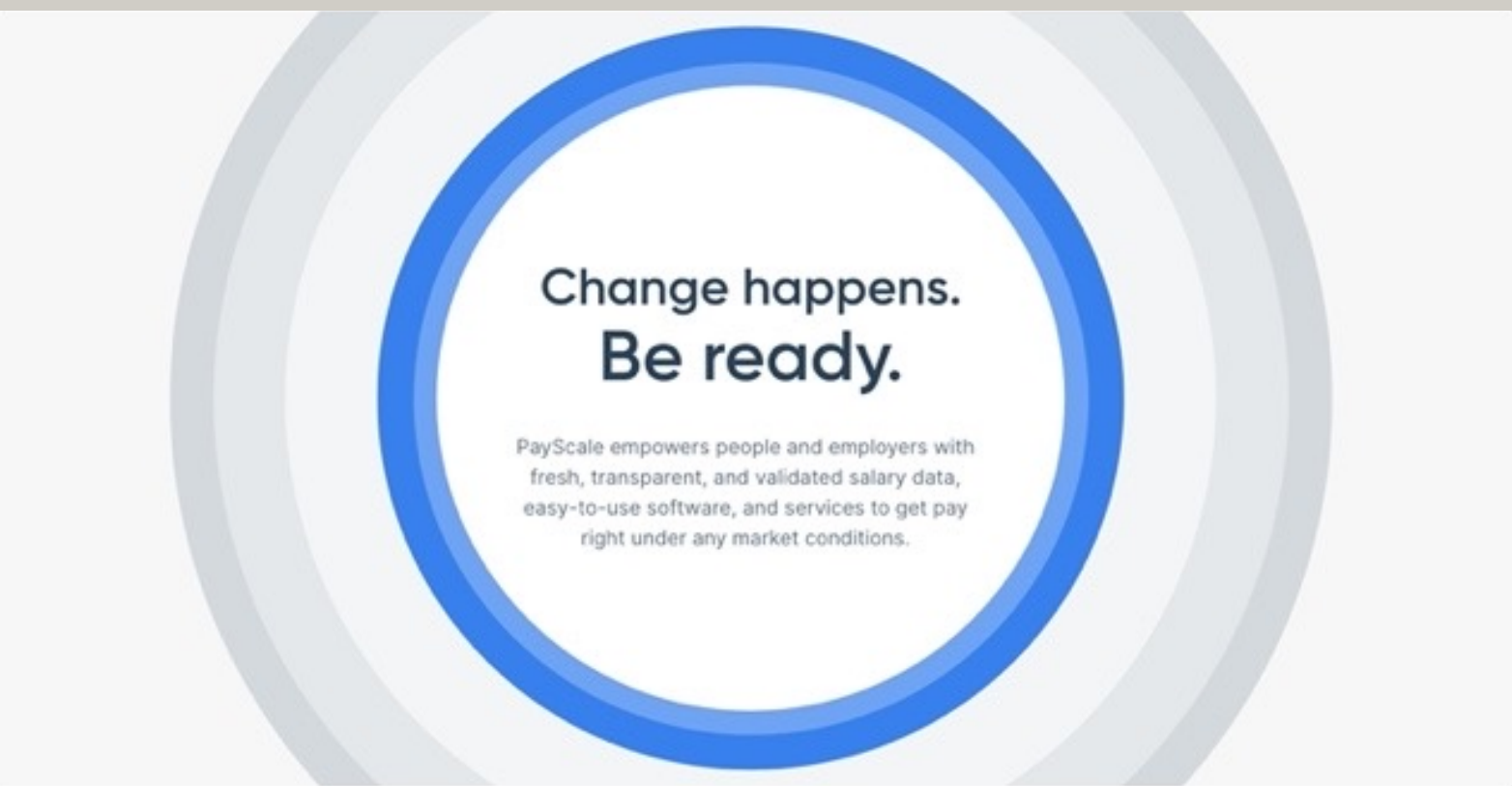
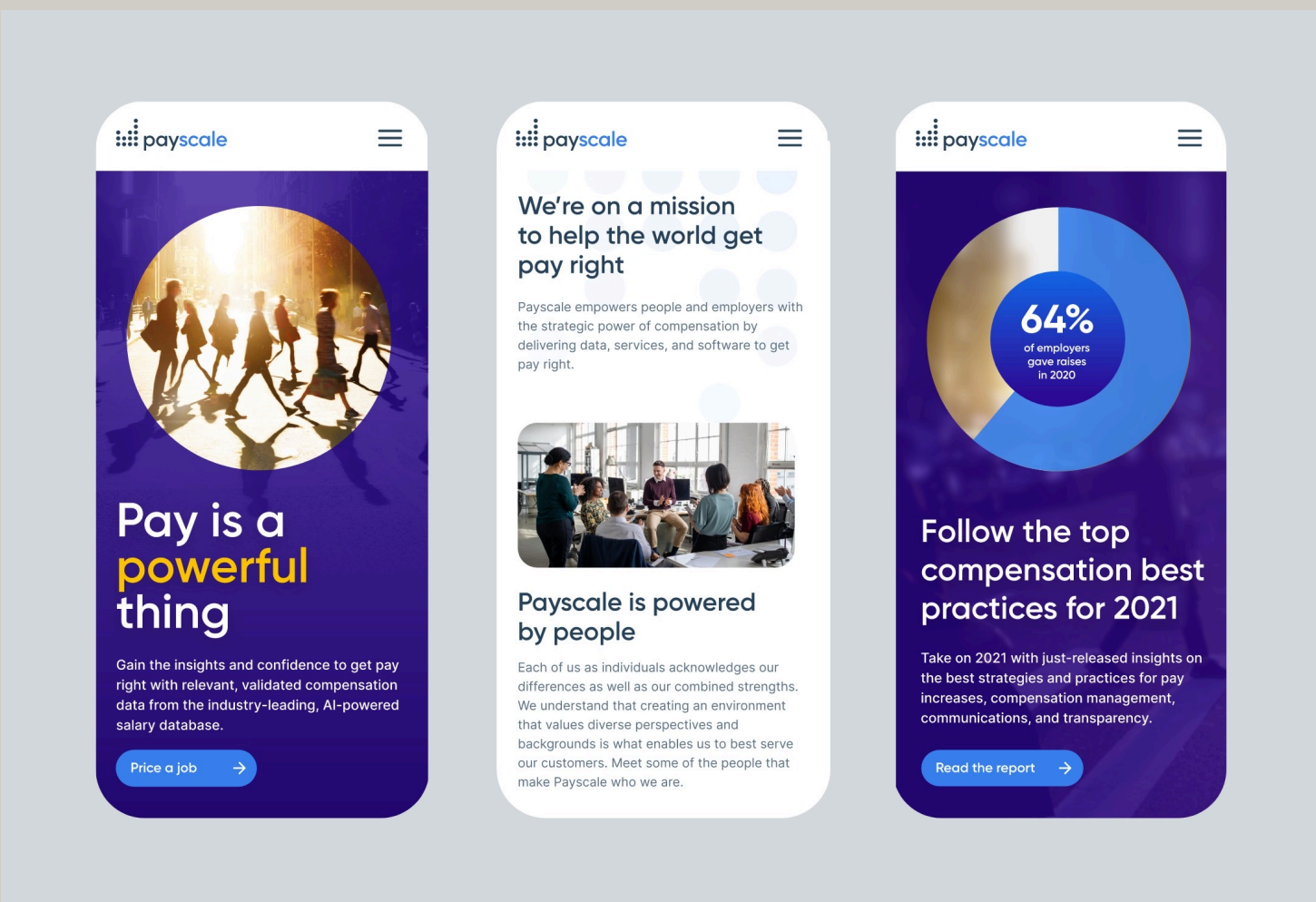
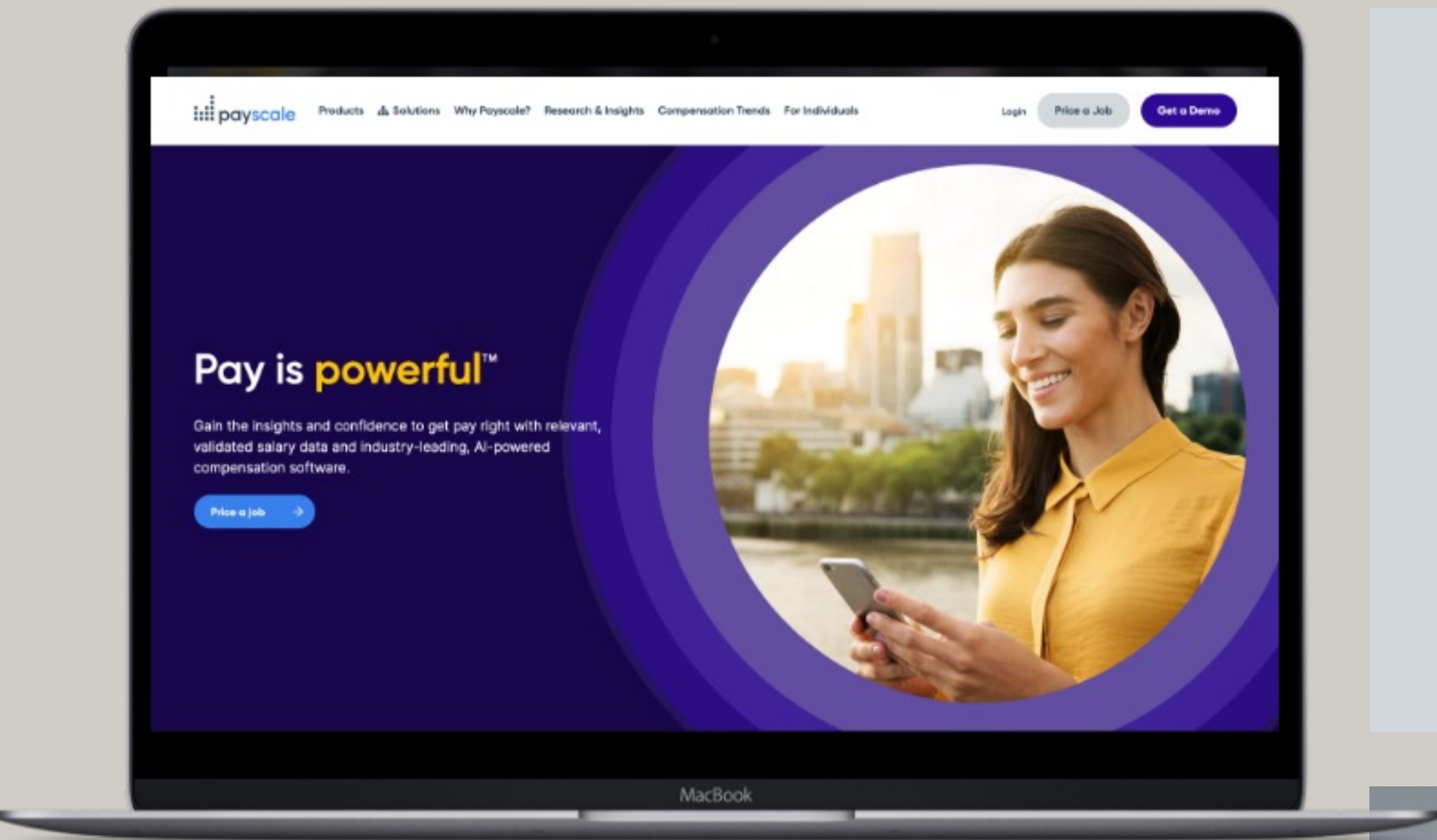
Brand Identity Applied



Brand Identity Applied







#GetPayRight

RESULTS

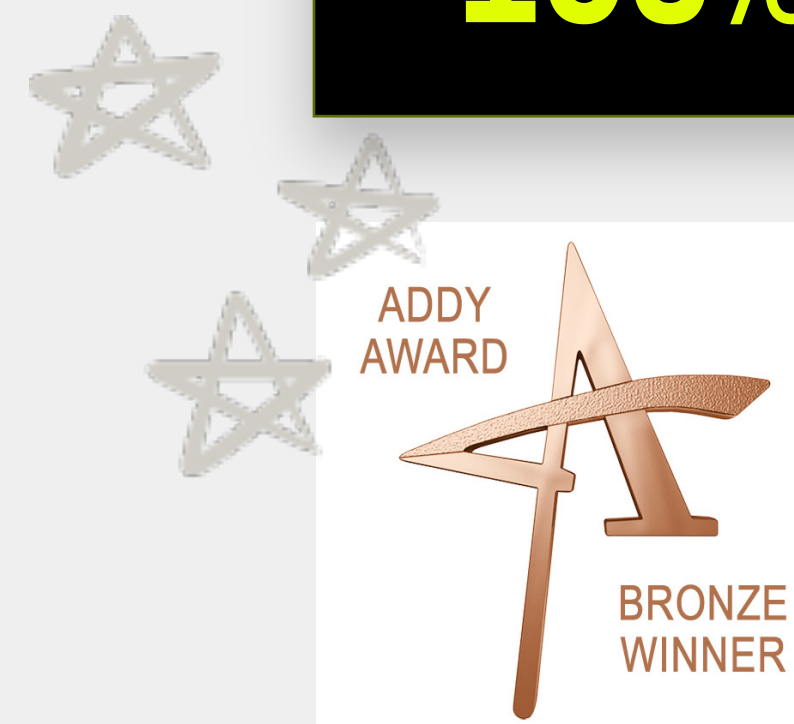
SINCE OUR NEW SITE LAUNCH,
WE HAVE SEEN A MASSIVE
SPIKE IN INTENT-BASED
CONVERSIONS—EXACTLY
WHAT WE SOUGHT TO DO!

94%

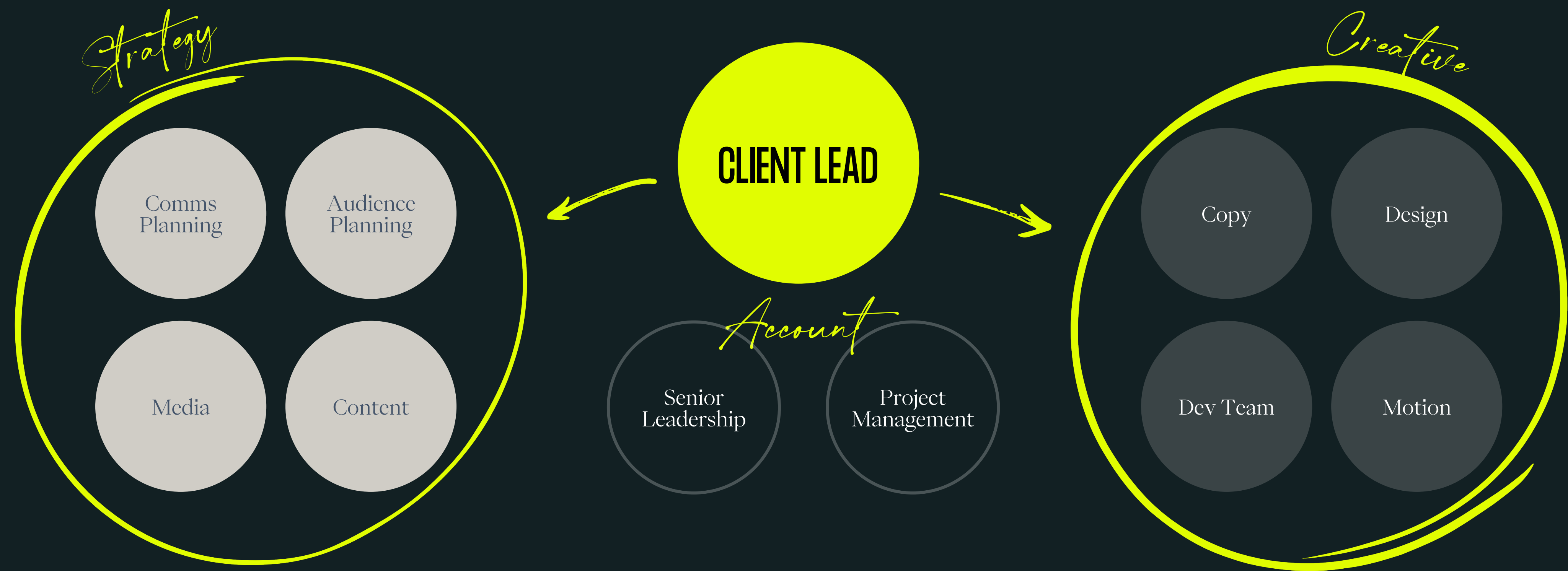
Increase in B2B CTA CTR

150%

Increase in leads generated from .com



WORKING WITH APRIL SIX



Your client lead serves as a conductor and conduit, orchestrating and connecting all projects and resources.

PROJECT MANAGEMENT*

- April Six leverages Slack and Asana as PM tools + fully secure Egnyte for file sharing
- A Project Manager is assigned to manage timelines, internal processes and resourcing
- Weekly status calls and end-of-week Executive Summary emails communicate project status and progress

COLLABORATION

- Stakeholder reviews at key milestones, and small touchpoints along the way. We prefer close collaboration with our client partners – seeking inputs early and often to ensure deliveries meet objectives

*The agency is open to working with client preferred tools



DISCUSSION

YOU

THANK