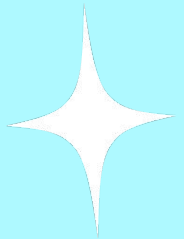


Financial Literacy Month



Design Approach

Financial Literacy 🤝 Gen



Our Financial Literacy Month **Z** campaign Vis ID is aimed at capturing Gen Z's attention by using vibrant colors and gradients in tandem with some of their favorite influencers and streamers. This design approach draws inspiration from nostalgic trading cards and Lisa Frank sticker packs and puts a new updated spin on it while still remaining true to Intuit's branding on both Instagram and TikTok.



Visual Guidelines

Financial Literacy Month

Typeface

Visual Guidelines

Primary Font

Intuit's primary font will still remain the hero of this campaign.

Avenir Next for Intuit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@*

Avenir Next for Intuit Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@*

Avenir Next for Intuit Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@*

Titles

DIVIDERS *Add space in between letters for tracking

Subtitles

Paragraph

Visual Guidelines

Secondary Font

In addition, we are introducing a secondary font to help our influencers names and classes stand out.

LTC Squareface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234576789!@*

SUBJECTS

NAMES

Visual Guidelines

Financial Literacy Month

Colors

Visual Guidelines

Campaign Logo

Most of the colors for this campaign are still rooted in Intuit's blues, with some pops of light blue and pink to add a modern yet retro flair.



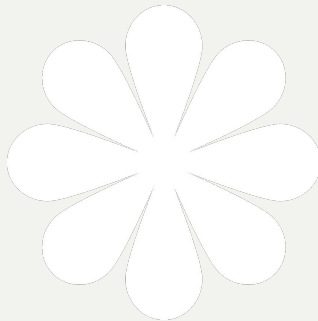
blueberry-110

#00254a
RGB: 0, 37, 74
CMYK: 100, 85, 40, 40
PMS: 2767C
AAA



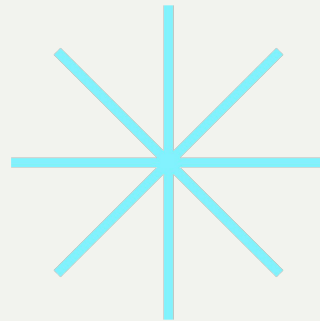
Super Blue

#236CFF
RGB: 35, 108, 255
CMYK: 100, 64, 9, 0
PMS: 285C
AA



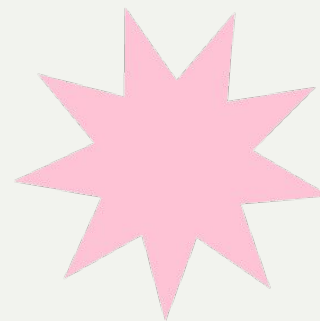
white

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS: N/A
AA



agave-30

#81F2FE
RGB: 190, 242, 254
CMYK: 48, 0, 10, 0
PMS: 3105C
AA



dragonfruit-20

#FFD1E9
RGB: 255, 198, 107
CMYK: 100, 64, 9, 0
PMS: 285C
AA

Visual Guidelines

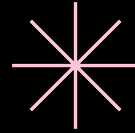
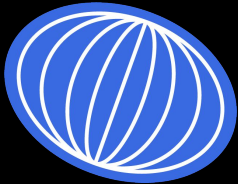
Financial Literacy Month

Stickers

Visual Guidelines

Sticker Library

These are some stickers to give our content some extra pizzazz. They are added to our content to bring personality, similar to phone case or locker at school.



Visual Guidelines

Financial Literacy Month

Mocks

Visual Guidelines

Graphic Posters

Static and animated posters introducing the campaign and teasing the influencers.



Class Names are FPO
Influencer securing in progress // Jesus Nalgas + Joshua Erabu

Exports include:

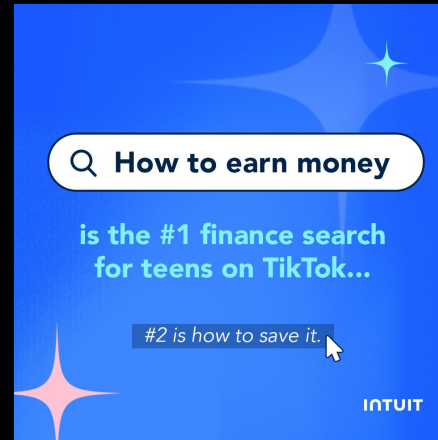
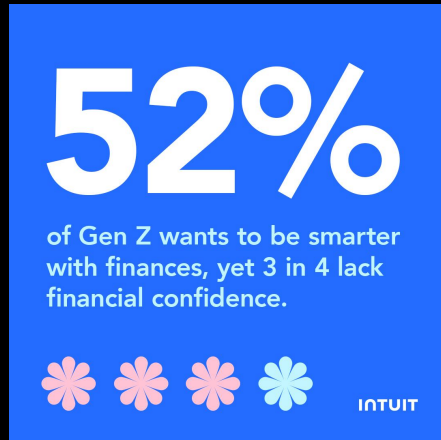
9x16 for TikTok Carousel

4x5 IG Feed

Visual Guidelines

Stat Cards

Set up the problem throughout March with stat graphics and videos. Shift focus to lack of education in school and where students are turning for info.



*All stats FPO

Exports include:
1x1 for IG Feed, static and animated

Based on I4E, turn the Influencer lessons into attention-grabbing weekly graphic that we post throughout the weeks leading up to FinLit Fridays.



Clip from class

2nd clip from class

Last frame: CTA for I4E

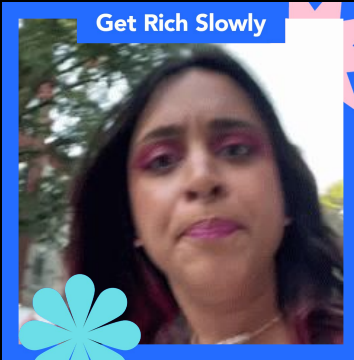
Exports include:
1x1 Carousel - IG Feed
Animated 9x16 video version for TikTok

Based on I4E, turn the Influencer lessons into attention-grabbing weekly graphic that we post throughout the weeks leading up to FinLit Fridays.

F1



F2



Clip from class

F3



F4



F5



Last frame: CTA for I4E

Exports include:

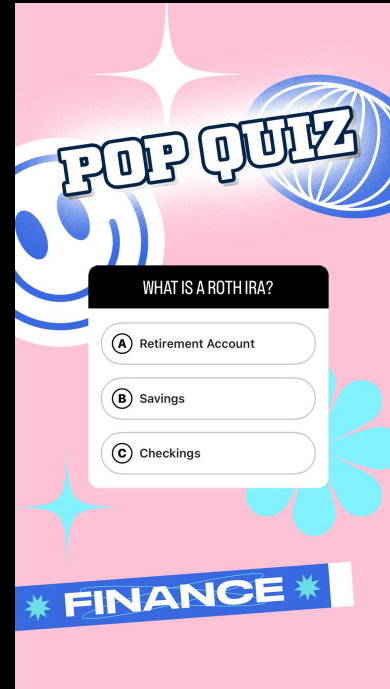
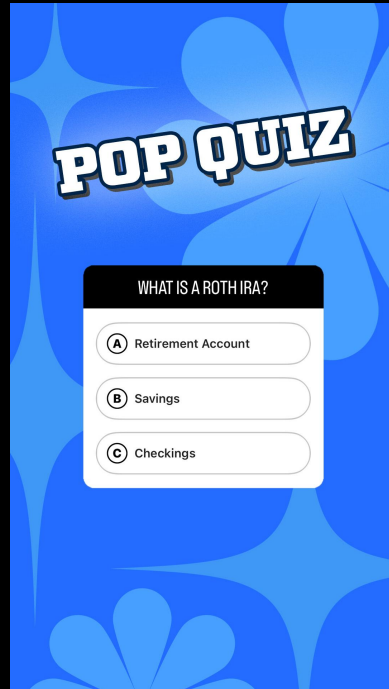
1x1 Carousel - IG Feed

Animated 9x16 video version for TikTok

Visual Guidelines

Pop Quiz Stories

Pop Quiz stories on our feed using native Instagram features based on some of the lessons the influencers taught and other I4E priorities.



Exports include:
9x16 IG Story

Visual Guidelines

Prosperity Quest Promos/Recap

On social, we post countdowns to the next FinLit Friday Twitch stream.

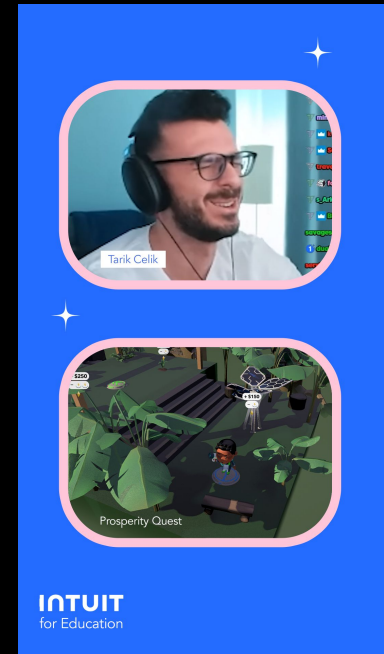
'Best of' moments from the previous weeks are cut and posted, in addition to school district leaderboards.



Promotional Assets



'Best of' recap V1



'Best of' recap V2

Visual Guidelines

Leadership Board Template

School district leaderboards will be posted as carousels on IG Grid to update schools with how the top districts are performing.

HOF SCHOOL WEEKLY LEADERBOARD

Small-Size

Pos	School	Avg Score	# Players
1	School A	1,500	125
2	School B	1,450	80
3	School C	1,300	150
4	School D	1,200	60
5	School E	1,100	75

HOF School Leaderboard

updated weekly through Apr 15 2024

SMALL-SIZE			MID-SIZE			LARGE-SIZE					
Pos.	Avg Score	# Players	Pos.	Avg Score	# Players	Pos.	Avg Score	# Players			
1	School A	1,500	125	1	School F	1,600	250	1	School K	1,700	450
2	School B	1,450	80	2	School G	1,550	160	2	School L	1,450	800
3	School C	1,300	150	3	School H	1,400	300	3	School M	1,400	200
4	School D	1,200	60	4	School I	1,300	120	4	School N**	1,250	100
5	School E	1,100	75	5	School J**	1,200	75	5	School I**	1,150	125

*scores and rankings currently displayed above are preliminary data and should not be regarded as final. Final results will be announced post-challenge.
** to qualify for the prize, schools must achieve a minimum number of players, 50 for small-sized schools , 100 for mid-sized schools and 150 for large-sized schools

Site mockup from I4E deck

Exports include:
1x1 IG Grid Carousels

**HAVE
A NICE
DAY**



THANKS



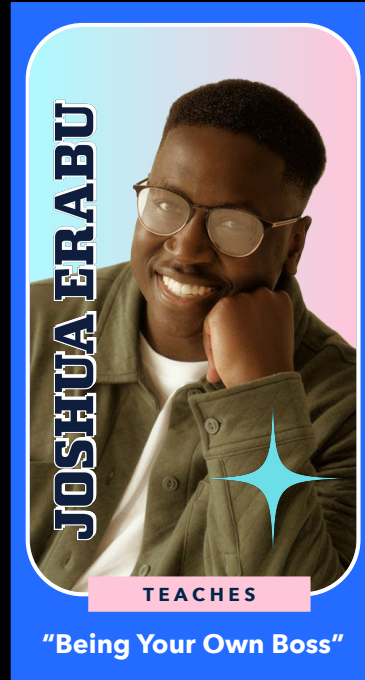
BUDGET



Visual Guidelines

Graphic Posters

Static and animated posters introducing the campaign and teasing the influencers.



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Influencer securing in progress // Jesus Nalgas + Joshua Erabu

Exports include:

9x16 for TikTok Carousel

4x5 IG Feed