

The background is a dark charcoal grey. It features a network of thin, light teal lines that form various geometric shapes, including rectangles, triangles, and polygons. Scattered throughout this network are small, dark teal squares, some of which are grouped together in small clusters. The overall effect is a modern, tech-inspired graphic.

TECH LIVES HERE

BRANDING GUIDE &
SOCIAL MEDIA STRATEGY

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GOAL OF PROJECT

The goal of this project is **talent retention** for the tech industry in London, Ontario. This will be monitored and achieved through an increase in the positions filled through the London tech jobs website. It is the intention of this team to produce results through:



AWARENESS CAMPAIGN

- focus on online social media presence through hashtags and user generated content
- large poster installations in London post-secondary institutions

All media forms will drive traffic to the London Tech Jobs website and other such employment resources. A well-rounded approach will be taken to attract the millennial audience, playing to their want to be a part of something greater than themselves as well as have a balanced lifestyle.

WEBSITE RESEARCH

In our research, we came across a website for a video game named 'Firewatch' that has parallax scrolling (see figure 1.1). We decided that the landscape of London would lend itself nicely to such a graphic treatment. The downtown core fading slowly into rolling hills of trees illustrates the aptly named 'Forest City'. Roots-or rather-wires, will flow down out of this header into the websites contents pictorially demonstrating London's now-strong base in the tech industry.

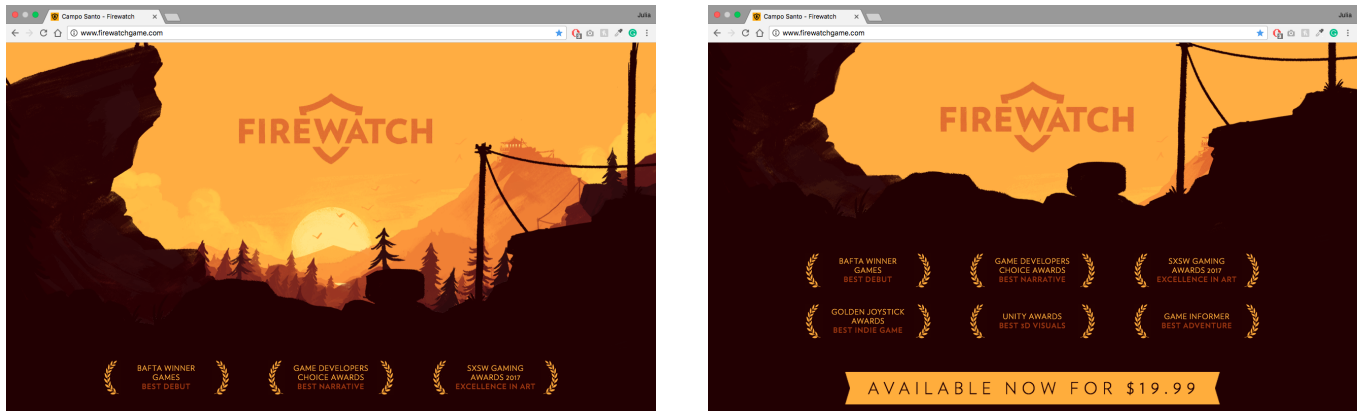


Figure 1.1

The parallax creates a depth and innovative scrolling motion to attract and retain the user to the website.

In our initial research, we also found an interesting hover effect on a French company's portfolio. 'Superlime' has a hover menu bar (see Figure 1.2). This interesting menu keeps the website clean as the user only engages with the menu when need be. We have incorporated this element on our tablet and mobile website with a more user friendly "menu" tag, to ensure all users gain from the simplicity and innovation.

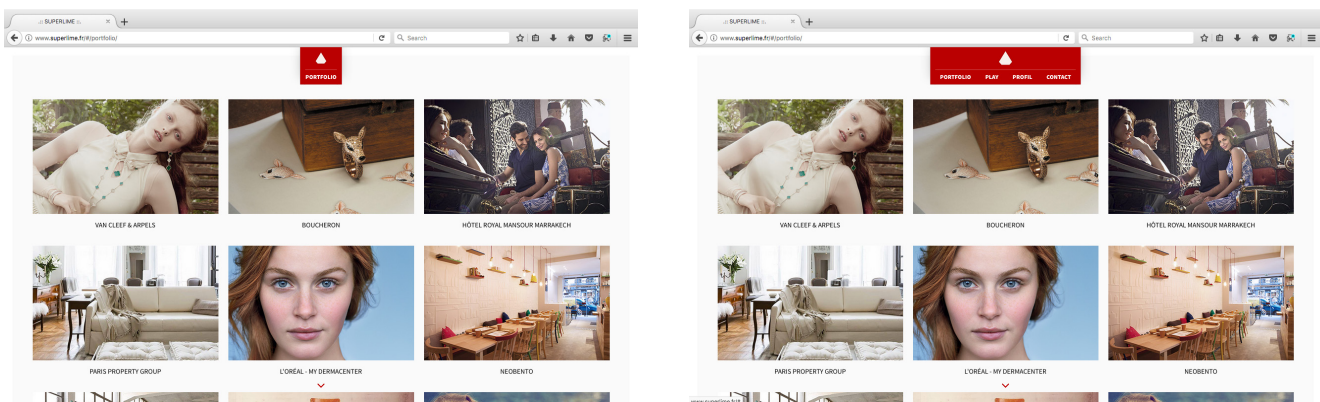


Figure 1.2

The hover menu keeps the initial webpage simple and clean for the user to interact with the page. With our intricate and detailed parallax, this simplistic menu will partner well with this approach.

For our website, we also have an interactive infographic map to display the main buildings, companies, and attractions within London. In our research, we were inspired by a website which educates the user on the city of Rio for the 2016 Olympics (see Figure 1.3). This website uses a simple illustration design partnered with a hover effect to add a text explanation.

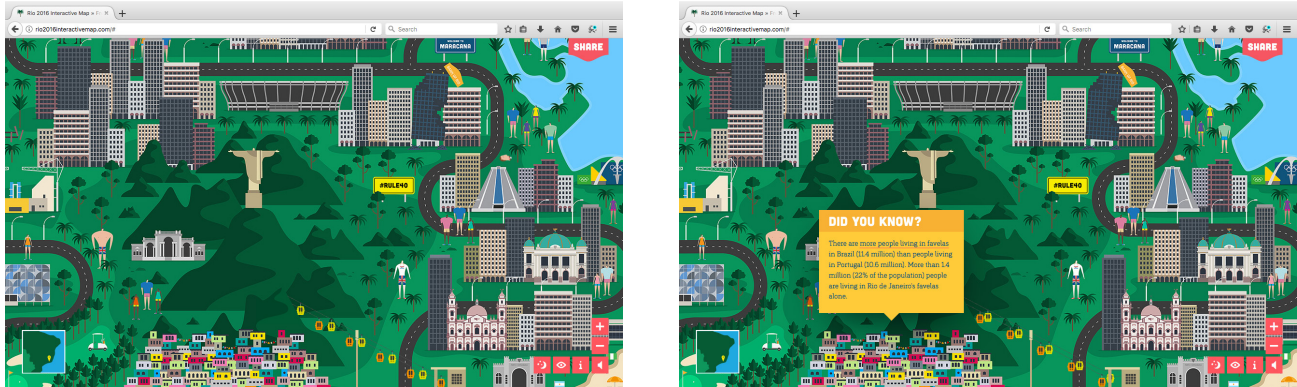


Figure 1.3

WEBSITE FUNCTION

Our website will be clean and striking, inviting the user to play and explore. The parallax scrolling header and an interactive infographic map are a few aspects that will help to do so. The tech industry demands a modern sensibility, and therefore these stylized graphics that interact with their user are very fitting. The flow of the website places job awareness at the forefront, with all supporting modules—testimonials, social media—supporting that category.

From there we mapped out different sections of the website and decided on which information to flood into each section. All sections support the call to action: Apply for your tech job in London. Knowing that individuals will be accessing this site remote from London we wanted to bring the city to them. We decided that an infographic map can highlight what the city has to offer (figure 1.2). This presents the opportunity to take a walk down the streets without setting foot in the area and hopefully providing many reasons to come see it first-hand.



We endeavour to have a sophisticated and modern approach to our website that is basic enough to display all our content but aesthetically pleasing enough to attract traffic to our website.

DESIGN INSPIRATION

THE PARALLAX

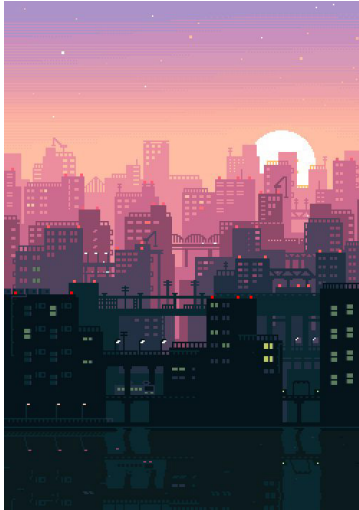


Figure 1.4

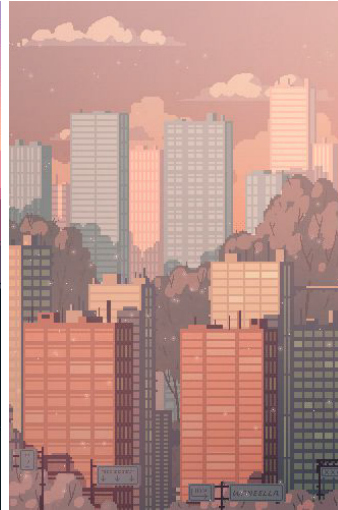


Figure 1.5

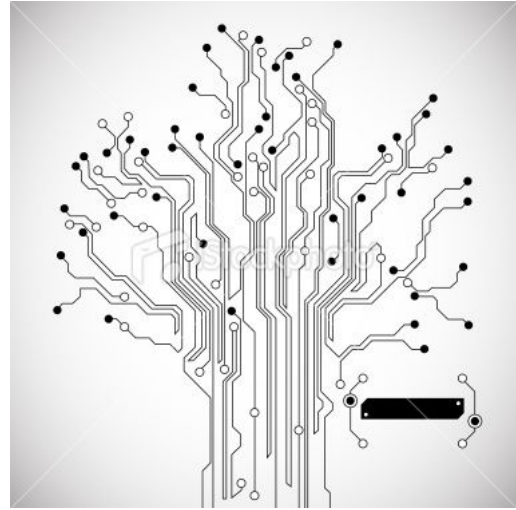


Figure 1.6

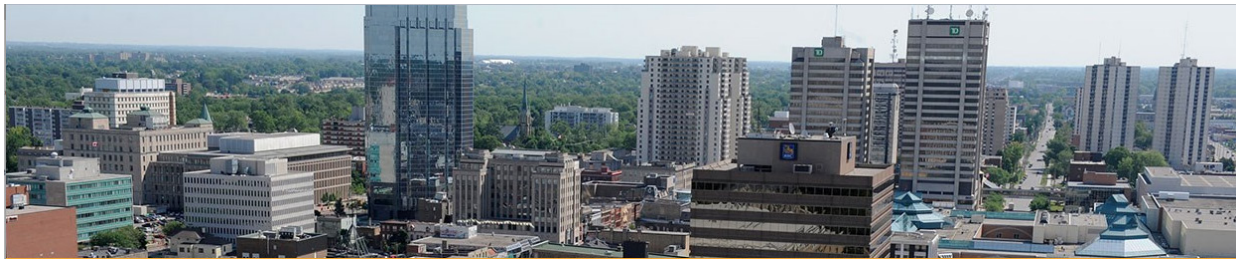


Figure 1.7

The parallax was initially inspired by the 'Firewatch' design, where we designed the city to flow back into the trees, as the layers moved backwards into the background. When designing the parallax, we also used Figure 1.4 to inspire the use of colour in each layer. Figure 1.4 was also used to inspire the simple building designs, as a flat geometric illustration. Figure 1.4 was paired with Figure 1.7 to design a London specific city skyline. Figure 1.5 was used to show how highlights and shadows could be used with the trees and buildings. Lastly, Figure 1.6 inspired the relationship between the circuit board lines in an organic setting, using the tech lines to symbolize the 'roots' of the City of London.

THE INFOGRAPHIC



Figure 1.8



Figure 1.9



Figure 1.10

The other main design on our website is the interactive infographic map. The overall design is inspired by Figure 1.8, as this image uses basic flat illustrations with a full, detailed map. This map example is a little busy for what our goal is, but we used the elements to spark ideas. Figure 1.9 inspired the use of light street colour to divide the darker city blocks. Figure 1.9 also inspired using a straight perspective for the buildings and landmarks, regardless of where it sits on the map. This allowed us to use Figure 1.10 to influence the buildings on our infographic map.

POSTERS

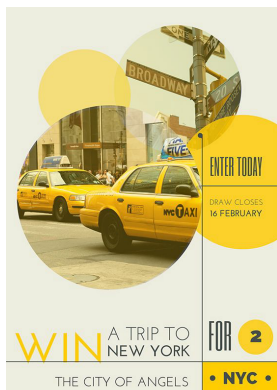


Figure 1.11



Figure 1.12

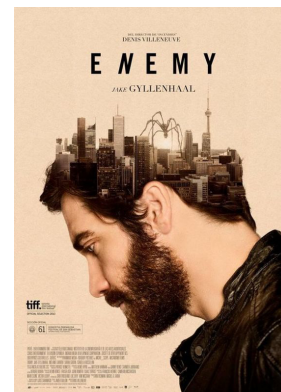


Figure 1.13

Our physical marketing will consist of a poster campaign, highlighting the people of London. We will use direct quotes with photographs of the people from London to highlight: 1. why London is a tech destination, or 2. other components London has to offer. The posters will have a title of Why London? With our slogan at the bottom: Tech Lives Here. To keep our branding consistent. We were inspired by all figures above for the overlay effect and focus on the person in the middle, with references to London surrounding.

BRAND IDENTITY



ELEMENTS OF THE BRAND

- TECHNOLOGY
- FOREST + CITY
- ROOTS
- OPPORTUNITIES
- MODERNITY
- INTEGRATED

These elements run true throughout our entire campaign. For this project, we decided to focus on a couple components which became our platform for branding and design. The idea of Forest + City runs through our entire project, specifically in our design. However, our slogan focuses on the tech side, as our main goal is to gain talent retention on the tech jobs website. Our slogan is:

TECH LIVES HERE.

The slogan is often accompanied with text referring to London, Ontario, to ensure there is no confusion. 'Tech Lives Here' is utilized to let the audience know that London has technology that runs through our city. We shortened the word 'technology' to 'tech' to keep our slogan clean and precise, as well as modern. We also used the word "lives" to refer to the audience as they should live here too, due to the opportunities provided here in London, Ontario.

This slogan perfectly accompanies our design, through the circuit board roots dripping from the city skyline, which can be found on the website homepage. Our slogan runs throughout our entire campaign as our main focus, from our physical to online presence, we will market our brand accordingly.

COLOUR STUDY

Colour is an important element to create a consistent and recognizable brand. We focused on three colours to express our brand and image.

DEEP GREY

#2C363A

R44 G54 B58

PANTONE 7546C

VIBRANT BLUE

#11A398

R17 G163 B152

PANTONE 7716C

ELECTRIC GREEN

#88C03C

R163 G192 B60

PANTONE 368C

Each colour is specific to represent an element of our brand. The Deep Grey is typically used as a background colour. It provides a blue-tint, as it represents the corporate buildings around London, Ontario. This can be seen in the parallax as the Deep Grey is used to colour the first layer of buildings.

Vibrant Blue represents the bright colour on a circuit board. The Vibrant Blue colour can be used over the Deep Grey background, and is always the colour for any 'circuit roots' within a design.

Electric Green is the second highlight colour. It is used sparsely but can be very effective. Electric Green is used to represent the lights on buildings (as seen in the parallax), as well as some small highlight sections around the website. The use of green is to link the brand back to nature, but the bright, electric version of a green colour brings it back to the technological elements of our brand.

TYPOGRAPHY

Our use of fonts is also a key factor in displaying a consistent and recognizable brand.

Our header font is **ADAM.CG PRO**. This bold sans-serif typeface perfectly illustrates our strong slogan and statements. **ADAM.CG PRO** only has capital letters, so it is used for the header. **ADAM.CG PRO** is NEVER used for blocks of text over 20 words.

ADAM.CG PRO can be downloaded on 1001fonts.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

We use a second font on our website to balance the strong, bold header font. Pontano Sans is used with sections of text which are less than roughly 150 characters.

Pontano Sans can be downloaded on 1001fonts.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Our body font is Antic Didone. This lightweight serif font perfectly accompanies our header font as it balances out the design. This font is only used when there is a large body of text.

Antic Didone can be downloaded at 1001fonts.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

CAMPAIGN BRANDING

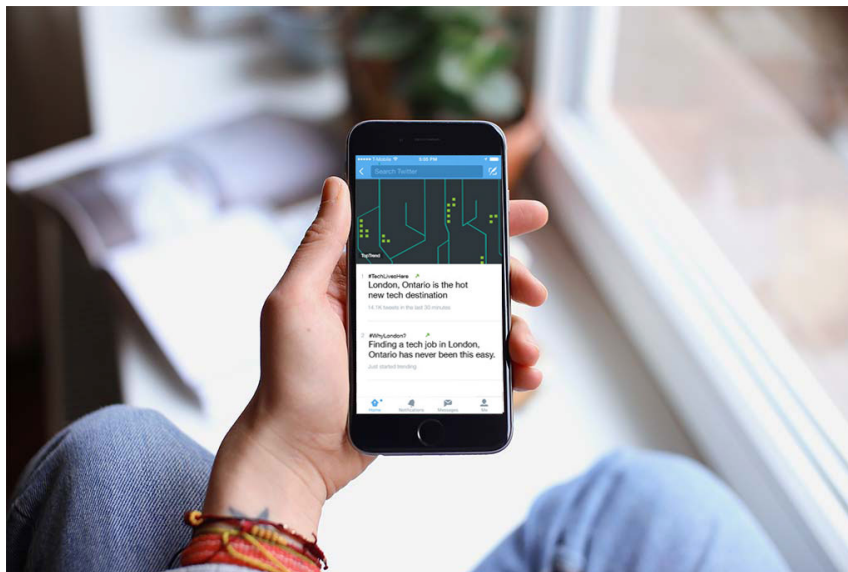
Social Media is a great platform to reach out to a large audience, targeting a variety of ages. It can be beneficial for connecting a younger audience with talent agents and the tech companies. By using social media, our online presence will increase through communal slogans, colours, and designs. We will use similar hashtags as to our slogans across all platforms, including:

#TECHLIVESHERE

#WHYLONDON?

These hashtags will be used to market our campaign and increase online engagement. Hashtags will allow us to brand ourselves over multiple platforms.

We are focusing on a younger demographic, typically those who are just entering the workforce. For this demographic, their mobile phone's are a dominant medium to engage their participation. Through an online community built through social media, we will be able to gain their attention, and eventually, rely on the user-generated content for our online presence to grow and prosper.



SOCIAL MEDIA PLATFORMS

Each platform will be strategically used for a specific purpose of the campaign. They will work in unison to drive traffic to the 'London Tech Jobs' website and promote awareness for recent position openings and local tech events.



PURPOSE: Focus on Job Postings

Since there is no pre-existing Twitter for LEDC, we decided on a short-term goal for our platform as another outlet for job postings. To attract and retain an audience through social media, twitter will directly link back to the LEDC job listing page. Twitter will also be used to follow LEDC's partner companies, as well as retweet any posts focusing on the opportunities in their companies.



PURPOSE: Create an online Community

Similar to the pre-existing LEDC Facebook page, our facebook page will also be used to connect with fellow companies as well as create an interactive online community. Postings will include:

- Interviews of those in the industry
- Tips on applying for jobs
- Why stay in London - targeted at students
- sharing posts from other partner companies



Facebook and Twitter are the most beneficial platforms to focus on for a short-term strategy. Once a brand has been established, especially for the young-adult demographic, then can expand to include Instagram, Snapchat, and other platforms.

ON-CAMPUS EVENTS



We have included a basic proposal for possible on-campus events. One major demographic we can attract are students graduating from Fanshawe College and Western University. While many students come to London simply for school, we want to go on campus and highlight why London can provide many opportunities for students, and provide an easier start to a career coming straight out of school.

CONCEPT: SET UP BOOTHS IN A HIGH FOOT-TRAFFIC AREA ON CAMPUS

A physical presence on campus will get students involved and engaged. We are proposing setting up booths twice in a school-year for information and suggestions for students.

t

FIRST BOOTH: This booth will be set-up early in the school-year, post Orientation week, closer to October when students are more settled into their studies and school. This booth will focus on:

- Informing the student
- Gaining brand recognition

A table set up with tablets and a laptop showcasing our website and the LEDC job opportunities. We will educate the students on the opportunities as well as inform them on how to make their resumes and/or portfolios the best to succeed when they wish to apply later in the year. We will also include an interactive element, which can include a spin wheel or a quiz, both providing giveaways. Giveaways will include memory sticks, sunglasses, stickers, etc. with our branding.

SECOND BOOTH: Now that the students have the tips to improve their resumes and/or portfolios, we will visit again in February, while summer applications are going live. This booth will focus on:

- Available job applications
- London's features

The second booth will focus on upper-year students, providing help and tips for applying for jobs within London. We will focus on the Pros of staying in London. The second booth will focus on the students looking to enter the workforce. A concentrated effort will be made to give resume feedback, job-application tips, as well as cover-letter writing help.

The positive attribute of a London Tech job will be highlighted:



**SMOOTH
WORKFORCE
TRANSITION**



**LOWER COST
OF LIVING**



**SIMILAR JOB
OPPORTUNITIES
AS LARGER CITIES**

