**Target Audience Visual Profile**

**Type of Business:**

Non-profit Sports Edutainment

**Character Profile:**

Adam is a single 18-yr old male student, who is a casual, curious, trendy, and sporty person who likes to know more about the NBA and its current roster. He doesn’t necessarily play basketball, but he likes to watch games from the television and is interested in knowing more about the organization.

**Content Notes:**

Include videos and images of NBA players in action for easy recognition in the future.

Statistics are also welcome as content.

**Design Notes:**

Minimalistic design with noticeable and readable yet not so flashy text.

**Color Notes:**

NBA colors of red, blue, and white with black for contrast.