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po<sup>o</sup>kett

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SPORTS BRA

WORLDWIDE



pookett



S P O R T S B R A

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LET'S GO FOR IT!

INTRODUCTION

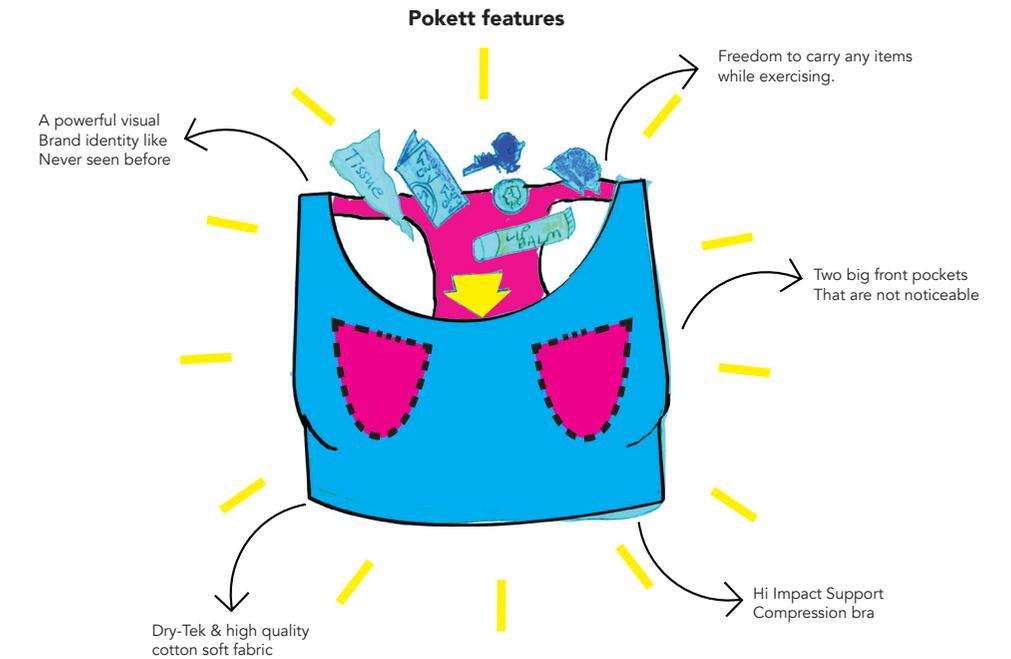
# 01 - INTRODUCTION

Where I come from people have the perception that being a fan of the arts is something that can only be used as a hobby. While some people have the means to learn science or math, others like myself have the passion of creating. Since I was a little girl I've always loved to express myself by developing ideas that can communicate to others my thoughts and vision, turning them into something tangible. I was always attracted to shapes, forms, colors, sounds and even movement. It takes a certain kind of person to be a successful graphic designer, especially one who really enjoys doing it and is willing to make a career out of it. It requires a combination of audacity and humility, confidence in one's talent and a willingness to cheerfully surrender it to another's taste preferences. But, when we don't have the freedom to do what we love we seek for ways to scape. Finding a way to break free from those things that bring us down is simply magic. Every person has their own stress relief treatment, mine happened to be fitness and everything that surrounds it. Back in 2009 I suffered from a huge lack of self-esteem, which brought the worse on me.

I have to admit that the influence of images and advertising of what society thinks is right got into my system. All of the sudden I wanted to be everything I saw in those magazines. It was everywhere: the clothing, the shoes, the trends, the social media, TV, radio, everything. You grow up surrounded by brands; advertising and elements that make you become part of society's massive consumerism, which is the ideology that encourages the acquisition of goods and services in ever-increasing amounts. Since we are always surrounded by it we grow fans of some of those brands and products. Breaking away from what society demanded was the biggest challenge, and so I took everything I had and simply learned to be happy with who I was. I always wanted to take the initiate to become part of something that represented exactly that, to feel free and to simply be the best version of you. Not often people get to do something they love so when my senior year at college arrived I took the opportunity of combining my two major passions to create and promote the concept of freedom and self-love through a very popular item: the sports bra.

## POKETT WAS BORN IN A CLASSROOM

During the first semester of my senior year I had the luck of meeting a young entrepreneur from the school of business. Melissa Lawando and I where together in a small business management class, while talking about choosing the right project for senior year she jumped into my conversation and exposed her idea of developing a new type of sports bra for the local market. Is in that class room that I found the perfect vehicle in which I was going to be able to communicate and create that concept that I always wanted to express. Melissa told me her inspiring story of how her and her mother started the whole sports bra project: a sports bra with two pockets that its made for any size or shape. They wanted to inspire other girls and introduce a product that was going to be different, not for what it could do but for what it could promote. They had a great product but no visual identity, marketing strategy or moving message. As a visual and creative creature I saw potential, so I decided to become the designer of that emerging product. I was challenge with successfully launching this new brand, developing a new identity, a new message, a new look & feel. I was given total freedom of transforming this product into something meaningful, that was beautiful and with potential for future success.





By providing unique value proposition and an explosive visual identity, Pokett will introduce a new sports bra line into the New York market. Pokett is intended to re-brand a current sports apparel brand by launching it's new identity through the development of a branding campaign with supporting advertising collateral for ladies who have difficulties carrying items while exercising. Pokett promotes healthy living, confidence and being hands free! Pokett is not just a bra – it's power, it's having no limitations, it's feeling free!

# MISSION STATEMENT



Pokett aims to promote self love by creating messages to bring out the best version of one's self. We believe that women have incredible potential to break away from society's stigmas. Strength, having no limitations and feeling free is the core of what we do and create.

PRODUCT INFO

# 02 - PRODUCT DESCRIPTION

Pokett will sell women's fitness clothing online over time. It will launch and start off with the sports bra line. We will offer outdoor and indoor clothing for almost every type of active use. We will focus on the seasonal clothing demands of our customers including the following: Cotton Sports bra, Dry-Tek Fabric technology sports bra, Running Shorts with hidden pockets, Training and running tights with hidden pockets. Our main product is Pokett's Bold Sports Bra Dry-Tek (Two pockets). Dry-Tek Fabric: moves sweat away from the skin to the outer layer of fabric where it can evaporate easily, helping to keep the skin dry. High Impact Support/Compression bra The front of the bra and two pockets are double lined for comfort and to prevent your belongings from coming in contact with your skin. Specifically

designed to hold your most important needs such as your: ID, key, cellphone, money/debit card, inhaler, MP3, insulin pack. Bras are the main focus, comprising 80% of our merchandise. We will provide AA-JJ cups, 30-48 band sizes, S-XL and special ordering other sizes. Standard Sizes: S 30-32 A/B, M 34-36 B/C, L 36-38 B/C, XL 39-41 C/C. Plus sizes: 2X 42-44 C/D, 3X 45-48 C/D. We will have the largest variety of colors, styles and price points in these all sizes and different styles. Prices will range from \$30 to \$70, with the average being between \$35-\$55. For the next three years we expect an average growth of 33.5% from this category, primarily from developing our business and taking a larger share of the market.

## POKETT BOLD DRY-TEK



### POKETT BOLD - SPORTS BRA

High Impact Support/Compression

Dry-Tek Fabric: moves sweat away from the skin to the outer layer of fabric where it can evaporate easily, helping to keep the skin dry.

#### DETAILS

- Front Pockets for Easy Access
- Hi Impact Support/Compression
- Abrasion Resistant
- Solid Black Front
- Patterned Racer Back Design



Pokett's motto is simple. It is simple because we seek to convey a message that will allow women to be whoever they want to be. Whether you're shy or outgoing, laid-back or energetic, crazy or calm. We want you to be you. Regardless of what is it, it's all about freedom!

IT'S ALL ABOUT FREEDOM

UNIQUE VALUE



Before Pokett was Pokett is was The Buddy Bra. The Buddy Bra was a quick thought branded idea of this awesome product that was simply not working. It did not possess an attractive look & feel nor it convey an important message. Re branding was inevitable and necessary. Whether launching a new brand or re branding an existing one, brand implementation is one of the toughest exercises a company can go through. The challenge was to find the voice of this product and bring it to life. Re branding solved the problem of the issue of why this product was not generating Business. Corporate brand is one of the most influential assets of any business. Your brand identifies you to your clients and seeks to engage them in an ongoing relationship. It represents the sum of all your marketing efforts and strategies — your logo, emails, advertisements, social media channels, and marketing. Good corporate branding draws in clients, builds loyalty among those clients, and separates you from your competition. Your branding strategy should serve to attract the best business to your company. There were ten reasons of why re branding was the answer:

- 1.** Better branding helps you identify your target audience. Besides a logo and a website with few pictures and a story, “buddy bra” was not

cutting it. **2.** A consistent brand will attract clients consistently. **3.** Strong brands turn even small businesses into empires. There is a lot of potential for Pokett being a local product 100% USA Based in Long Island NY. **4.** Branding strategies hone your message to meet your client needs. Strong message, strong followers. **5.** Set yourself apart in a crowded marketplace. **6.** Branding focuses your efforts. The key is to communicate and express our motto and mission. **7.** Developing a strong brand strategy helps your company develop a laser focus on your core mission and focuses all efforts directly on achieving those key goals. The goal and adventure is to successfully placed this product into a market niche. **8.** Strong brands save time and money. Pokett will consist of a high worth of mouth marketing strategy. **9.** The brand is the strongest asset to build lead generation, attract and retain top clients, and drive traffic to the website. Working with a better brand strategy will results into better business. **10.** A strong brand strategy separates you from the competition by highlighting what you do differently and how you operate as a thought leader in the industry, therefore gaining more followers.

## 04-CURRENT PROBLEM

# 04 - UNIQUE VALUE

## UNIQUE VALUE PROPOSITION



Pokett introduces a new sports bra that allows you to become completely hands free. The only patent sports bra with two front pockets made in the USA. Pokett promotes self-love by creating visual messages to bring out the best version of one's self. We believe that women have incredible potential to break away from society's stigmas. Strength, having no limitations and feeling free is the core of what we do and create.

### THE ONLY SPORTS BRA WITH TWO POCKETS THAT LETS YOU BE COMPLETELY HANDS-FREE.

#### Completely hands-free

Pokett lets you exercise while you carry your wanted possessions. Forget swapping bags, stacking things in your pants, workout without having to make a gym bag and break free from hidden things inside your socks. No more complications, no more planning.

#### The only sports bra with two pockets

The only patent sports bra with two front pockets made in the USA. Top high quality Dry-Tek and Soft cotton fabric material that moves sweat away from the skin to the outer layer of fabric where it can evaporate easily, helping to keep the skin dry.

#### Diversity & Self-love

Pokett is committed to inspire women to be who they want to be. With it's energetic, bold, and different brand communication, it conveys the strong message of "it's all about freedom". Made for all shapes and all sizes, to feel free inside and out it's the core of what we do.



# BUDDIE BRA

the only sports bra with 2 front pockets



to carry your ID, cellphone, MP3, keys, insulin pack, inhaler, and much more... keeping your hands free!



NOW AVAILABLE, THE ULTIMATE SPORTS BRA

# IT'S ALL ABOUT FREEDOM.

The only sports bra with two pockets that lets you be completely hands-free.



AUDIENZE

# 05 - TARGET AUDIENCE

Pokett intends to introduce a new sports bra line into the New York market through the development of a branding & advertising campaign. Pokett has a broad audience and it could be use by anyone but it will provide its main target with a new utility product that will be comfortable, convenient and fashionable. Pokett's focus on women in their 20s and 30s that are largely driving by the "athleisure trend," in which customers buy sports bra and leggings with the intent of wearing them to the gym, errands, and brunch. Pokett defines target from the female who is competitive and confident and who plays on high school or college sports teams, or who, after college, continues to work out regularly, it's a fit mom or likes wearing fitness apparel. Could describe the target customer as: The movers and shakers. In this twenty-first century, woman of all ages and ethnicity have it going on. They are into healthier bodies, and furthering their education with established degrees. In another words, numerous of women today are positioned in great authoritative roles, making things happen, and yet preserving the soft side of womanhood, with passion for family and compassion for community.

## PERSONAS

### JULIE ARENA

EVENT SENIOR MANAGER  
THE BUSY FIT MOM



Julie, is a 33 years' old young mom who lives in Plainview, NY. She has been married for 3 years and has a 2-year-old baby. Julie graduated from Utah University with a BS in Marketing and minor in finance. She is an event senior manager for a technology company in Long Island who makes approximately \$95K a year. She is always prepared, and likes carrying everything she needs with her in case something else is needed. She is very good at managing her time, so every single minute counts! After the workday is over, Julie goes home and tries to balance her life by enjoying time with her family, exercising to distress and resting. She is a firm believer of disconnecting from her work mode to also satisfy other priorities in her life.

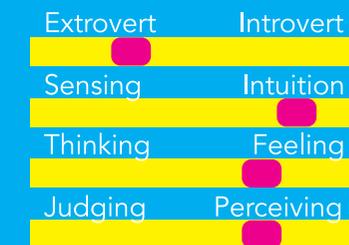
She is a fit mom that is always on the go. She always has a million things going on and often has to be busy handed. Because of her busy lifestyle she takes advantage of any minute she can to either run around the block, go to the gym either really early or late night when the baby is asleep and prepping healthy meals for her family and herself. Julie is very active and has a lot awareness in social media. Julie is social butterfly; even though she has a corporate job, she is also an Instagram #fitmom. She enjoys overall fitness and wellness. Julie has owned most of the major brands out there, but nothing has been more comfortable, functional and pretty to wear like Pokett.

“

EVERY MINUTE COUNTS! TO PREPARE THE GYM BAG IS SUCH A TEDIOUS TASK, I JUST WANT TO GET UP AND GO BEFORE THE BABY WAKES UP!

”

### PERSONALITY



### TECHNOLOGY



**PAIGE GEYSER**

CREATIVE ART DIRECTOR  
GYM RAT HIPSTER



Paige, 27 years' old visual UX designer who graduated with an BFA in Visual Communications Design from Rochester Institute of Technology. She currently lives in Garden City NY and is doing her MFA on Interactive Design. She works as a Creative Art Director who makes approximately \$95k a year at an online marketing agency, creating, elevating brands and problem solving with aesthetic solutions. On a daily basis she works on the campaigns from the outset and manages details about the client, product, target audience and required advertising message, which helps to shape the advertising campaign. Paige enjoys challenges, whether it's designing a sleek website or getting chalked up for a CrossFit, she craves a balance

between going hard-core and being soft when needed. Paige is always on the hunt for new cool products and services. It is part of who she is, she likes discovering new things, sharing them and seeing how other people brand themselves. She likes high quality product and services and will try and buy things if they seem to have potential. She follows the "fitness" trend, and being that she has had multiple clients that are big in the fitness related industry, she is well aware of most recent and innovative products. Paige loved Pokett, it was new, different and efficient. Not only Pokett provided her with physical support, but being an original and creative person that she is, it was a convenience product, that looked and felt great made better.

**SOPHIA MILLER**

NUTRITION & HEALTH TECHNICIAN  
ROLE MODEL STUDENT

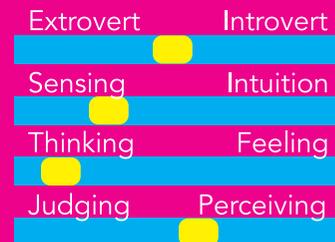


Sophia, 24 years old is a student and research technician at Stony Brook University in the School of Nutrition and Health Promotion. Currently, Sophia is in the last semester of her Master's program in Exercise Science and Health Promotion, and plans to continue school to get her PhD in the Fall of 2016. Her main areas of interest are in women's health and holistic/integrative health management. Along with her Master's degree, she is getting a graduate certificate in integrative health. She has been practicing yoga for 5 years and in 2012 she became a certified yoga instructor and was inspired by a poster that she saw. Sophia is passionate about learning and wishes to share her knowledge with others as a teacher, mentor, and friend. Sophia believes in simplicity, good energy and her mantra is all about feeling free and

comfortable with one's self. As someone who promotes health and wellness, Sophia is always around campus, setting informational tents, participating in fitness activities and promoting events so that can other people join. When Sophia isn't busy utilizing her brains at school and work she enjoys practicing yoga and meditation, hiking, running, exercising, cooking, fitness modeling, and reading magazine articles. The school's magazine just featured a new local sports bra named Pokett on the health and fitness section. This product had energy, look nice but most of all it promoted one of Sophia's mantra, to "feel free". This product became for Sophia more than just a utility piece, it spoke her language, she with one look connected with the bright and energetic concept of this brand.

“ IF IT LOOKS GREAT AND WILL MAKE MY LIFE EASIER, AND I CAN'T WAIT TO TRY IT? I DEFINITELY WANT IT! ”

PERSONALITY

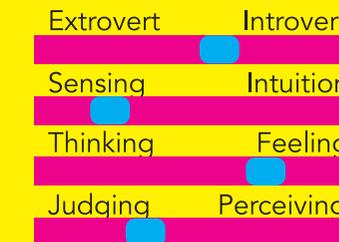


TECHNOLOGY

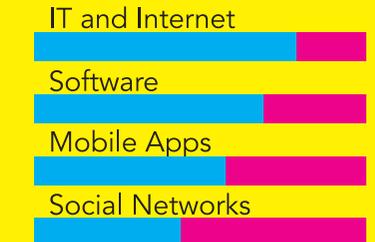


“ PRODUCTS NEED TO MAKE YOU FEEL GOOD INSIDE AND OUT, YOU NEED TO BE COMFORTABLE WHILE DOING THE THINGS YOU LOVE AND ENJOY. ”

PERSONALITY



TECHNOLOGY





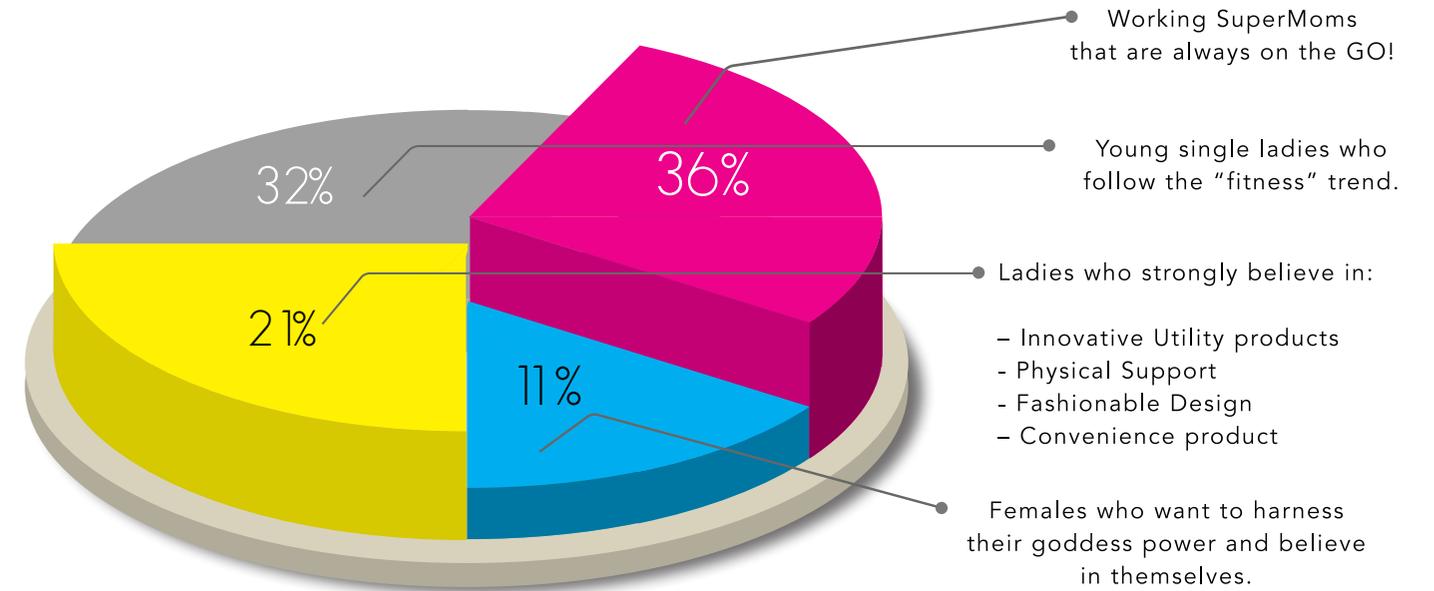
Pokett's audience has a wide diverse target: they are working mothers, single ladies, young athletes who also exercise and participate in different physical activities in the weekends as part of their hobbies. Females who follow the "working out" trend, they are active and participate in several physical activities: classes, gym, yoga, running, sports, etc. They are aware of technology and use the Internet to self-learn and research sports fashion trends and products. They like high-quality design products, they believe in proper support and comfort quality. They share products and their use through the use of social media. They strongly believe that Breast support is essential medically for maintaining firmness and skin integrity. Females who want to harness their goddess power and believe in themselves. Ladies who want a product that will provide them with all the physical support they need.

Biggest motivators:

**Physical Support – Fashion Design – Convenience product - Fun & diverse - Unique**

# TELL ME MORE!

“ Jump up and down, run in place, raise arms up in the air, sweat and to feel completely free? Best feeling in the whole world! - Tamara 27” ”



COMPETITION

# 06 - COMPETITION

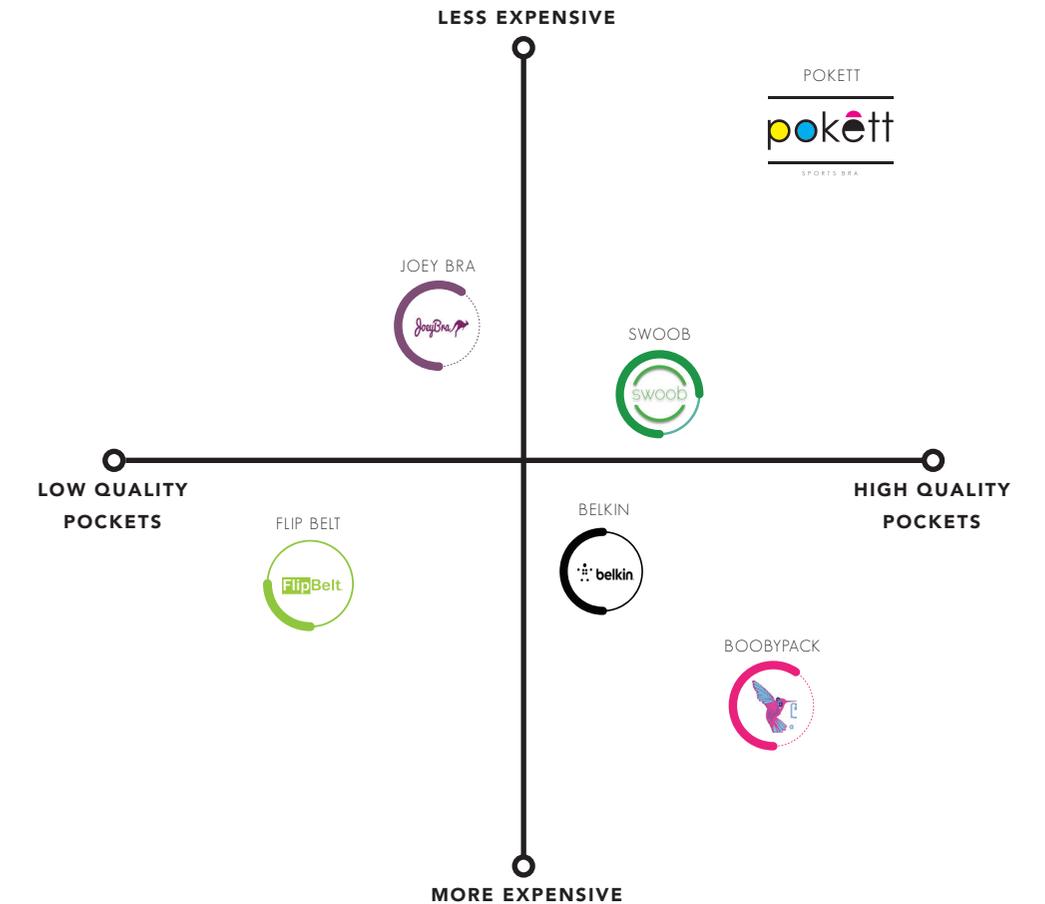
## DIRECT COMPETITION

Pokett has a broad audience and it could be use by anyone but it will provide its main target with a new utility product that will be comfortable, convenient and fashionable. This new local product focus on one idea that will change how fast paced ladies in Long Island who are always on the go see the sports bra. The Sports Bra is having a major street style, gym, at home, anytime and any day moment. This is why females can't just get enough of it! Some of us have more sports bras than regular bras. And the demand has been so big that people have gone out of their way to discover new ways to innovate this item and make it not only fashionable but also convenient. Swoob is Pokett's primary competition. This brand is a general female sports apparel brand that provides a line of sports bra with one pocket. One of the disadvantages of this bra line is that is very limited when it comes to sizing. Often

we can find reviews of ladies who order and this bra doesn't let them breath. It seems like their audience is focused on tiny/petite females. Let's face it, there is nothing worse than feeling a bit squashed. Even though Swoob has a variety of sports bra with pockets, because of their one pocket limitation they only focus on carrying smart phones or other technology items. There campaigns are also directed to specific extreme physical activities like mountain climbing or snowboarding. Pokett has found a market niche in the Long Island, NY. This sports bra is intended for anyone, any age that likes to do absolutely anything! So weather you are a working Supermom's that is always on the GO! A Young single lady who follows the "fitness" trend, like doing extreme sports, running marathons or simple going for a walk with your dog around the house; Pokett is made for you and your needs of always being hands free.

## STRATEGY MATRIX

One of the main peripheral competitor is ARMBAND from Belkin, which is an item to carry mostly smarts phones or MP3 players made by Belkin. An armband is a piece of material worn around the arm and its typical used by runners. This is great if you like carrying your phone while exercising but it is absolutely not fashionable at all! Armband by Belkin is bulky, not pretty and definitely not convenient if you want to carry other important items while exercising. It's characteristic make it very limited to fit any device, therefore you have to be product specific when buying one of these. Also some people complain that once you start sweating the band either starts slipping or if it is too tight it starts cutting out circulation. This is also an item that is most used among men than women. So even though it does serve the purpose of allowing you to be hands free it is definitely not a fashionable, convenient or resistant item to choose when you have tons of things that you might want to carry with you. Other competitors include: Fitbelt, JoeyBra, Boobypack among others.



# POKETT IS DIFFERENT.

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Pokett might not be the first of its kind, but it is definitely different from the rest of the sports bra out there. It's so much more than just a typical mere garment. Pokett is engineer so that it can help improve women's life by providing them with a beautiful, comfortable, fun sports bra that will allow them to feel completely hands free! This new revolutionary item will speak different and will differentiate itself with its fresh, bold and authentic visual identity.

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## OUTCOME

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Pokett has found a market niche in the Long Island, NY. This sports bra is intended for anyone, any age that likes to do absolutely anything! So weather you are a working Supermom's that is always on the GO! A Young single lady who follows the "fitness" trend, like doing extreme sports, running marathons or simple going for a walk with your dog around the house; Pokett is made for you and your needs of always being hands free.

So now you won't have to fight deciding what to bring with you. Pokett will fix the dilemma women face when we are pocket-less, and in this case not only ONE pocket but TWO! Pokett is the only USA patent sports bra that features two discrete pockets that are very easily concealed and come in a large various of sizes and materials for every taste. Pokett's fabric is very thick, and it's double layered. Its material is made with the latest Dry-Tek Fabric: moves sweat away from the skin to the outer layer of fabric where it can evaporate easily, helping to keep the skin dry. This high impact support sports bra will fit any need! Pokett fit any age and any sizes under any circumstance! Pokett comes in a variety of colors and its branding campaign explodes with color, power and fun.

RELEVANCE

# 07 - CULTURAL RELEVANCE

You may wonder if being physically active is really worth the time, money and effort. Well, lots of women think so! Let's face it; once you get in the groove it's pretty fun. Being active has been proved to enhance your quality of life, mental & physical health and even sociological. Throughout the decades fitness has been an imperative part of society and so the fashion sense that comes with it. Over the pass few years the topic of fitness has developed a huge demand for products and services that relate to the same.

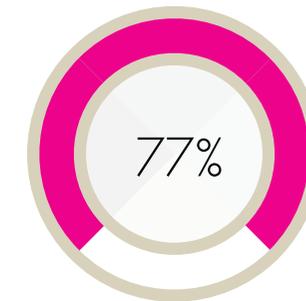
From yoga, to running and weight lifting; "being fit" is one of the major topics everyone talks about nowadays. This exhilarating trend is having a moment in fashion. That is why we've seen a big increase in how brands are emerging with products and services for this target group. Apparel innovations have revolutionized the fitness industry. It has rapidly entered into

## FITNESS TREND

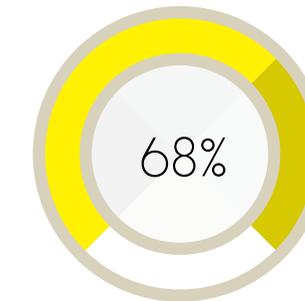
people's everyday lives and has enabled them to share the fuse of wellness and progress thought all channels but most importantly social media. Females share what they do but most importantly what they wear. Active wear sales are booming, and the active sports category is the fastest-growing segment of the market. It seems like having the right high-end workout gear has become just as important as owning designer clothing. But from all the different categories one stands out: The Sports Bra is having a major street style, gym, at home, anytime and any day moment. This is why females can't just get enough of it! Some of us have more sports bras than regular bras. And the demand has been

so big that people have gone out of their way to discover new ways to innovate this item and make it not only fashionable but also convenient. A sports bra is a bra that provides additional support to female breasts during physical exercise. Sturdier than typical bras, they minimize breast movement, alleviate discomfort, and reduce potential damage to chest ligaments. Many women wear sports bras to reduce pain, and physical discomfort caused by breast movement during exercise. Some sports bras are designed to be worn as outerwear during exercise such as jogging. Larger breasted women may be prevented from taking part in sports or exercise when their breasts move excessively. So is wearing a sports bra while working out really

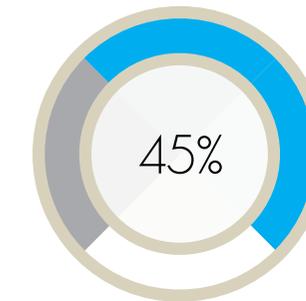
important? The short answer, YES! But most importantly it to wear the CUTE, COOL, FUN sports bra. Despite the fact that many people think sports bras are just there to look pretty, or are only useful for larger chested women - they are a crucial part of your workout wardrobe! If there is one thing (apart from sneakers) that you should spend your money on, then it is definitely a sports bra. Sports bras are specially designed to support your breasts ALL the way around, making sure they are secure and your skin can breathe. No matter what type of exercise you do, buying a good quality sports bra is the same as buying good quality sneakers, it will support your body and enhance your workout routine!



**In the past 15 years, women's fitness wear has grown into a billion dollar niche in the clothing industry. That's a 77% increase, more demand and more exposure.**



**68% from interviews show that females like and need to carry personal items when going or doing any physical activity. Smart phones, ID Cards, Keys, even hair spray.**



**45% Has tried, used or bought an accessory that will allow them to bring personal items. Belt, bags, specialty apparel. Any "cute&fun" item is always a go to.**

VISUAL IDENTITY



**Energetic**

Pokett's visual strategy will consist of a set of imagery that will display an energetic look and feel. When you are energetic, you're active with enthusiasm and excitement to spare and that is what pokett's wants to convey. Energy to do the things you love without limitations.

**Colorful**

Color plays a very important role in pokett's communications. CMYK are the brand color which will be exposed throughout all marketing materials. Color is a meaningful constant for sighted people and it's a powerful psychological tool. We want our colors to be associated with happiness, good vibes, movement, cheerful, fun and modern.

**Fun**

The first thing we want people to think is: "this looks so fun". This campaign is based on very energetic, bold and fun imagery style; it displays movement and focuses on the inner feeling girls get when they perform their favorite workout activity. Having fun and feeling free is a must!

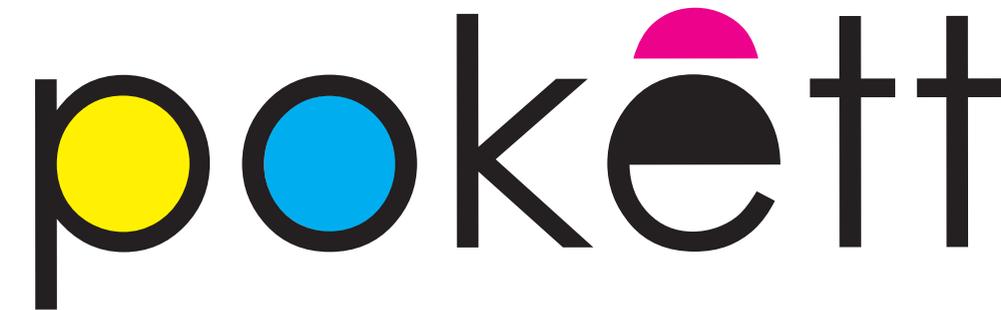
# 08-VISUAL STRATEGY

# THE LOGO



The name pokett is derived from the Japanese word "Poketto" meaning (Pocket) Describes the brand with its main purpose to have a small bag sewn into or on clothing so as to form part of it, used for carrying small articles. The "e" displays a graphic representation or logo mark of "pocket". When needed this can be use as a symbol throughout the visual identity.

## COMPLETE LOGOTYPE

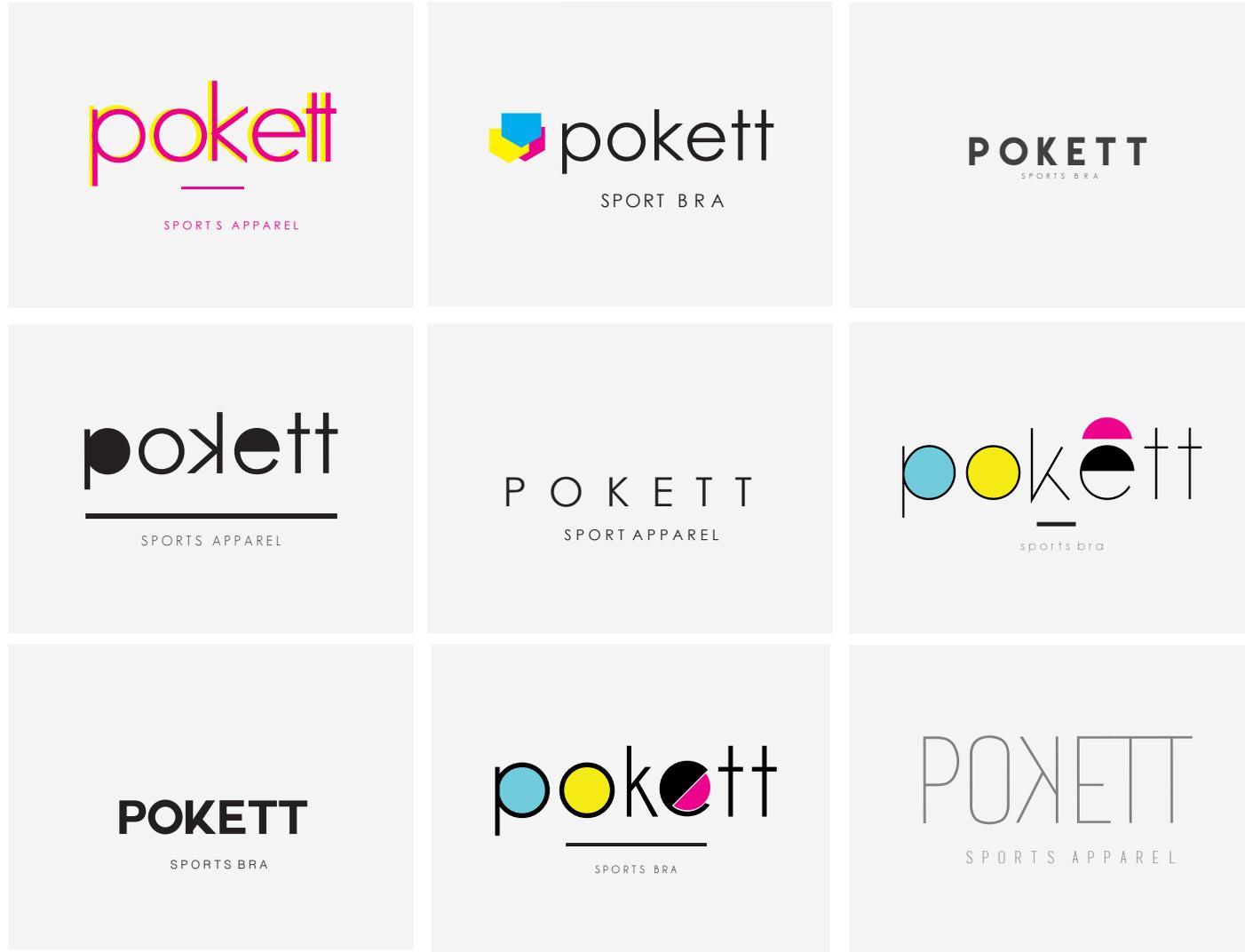


S P O R T S B R A

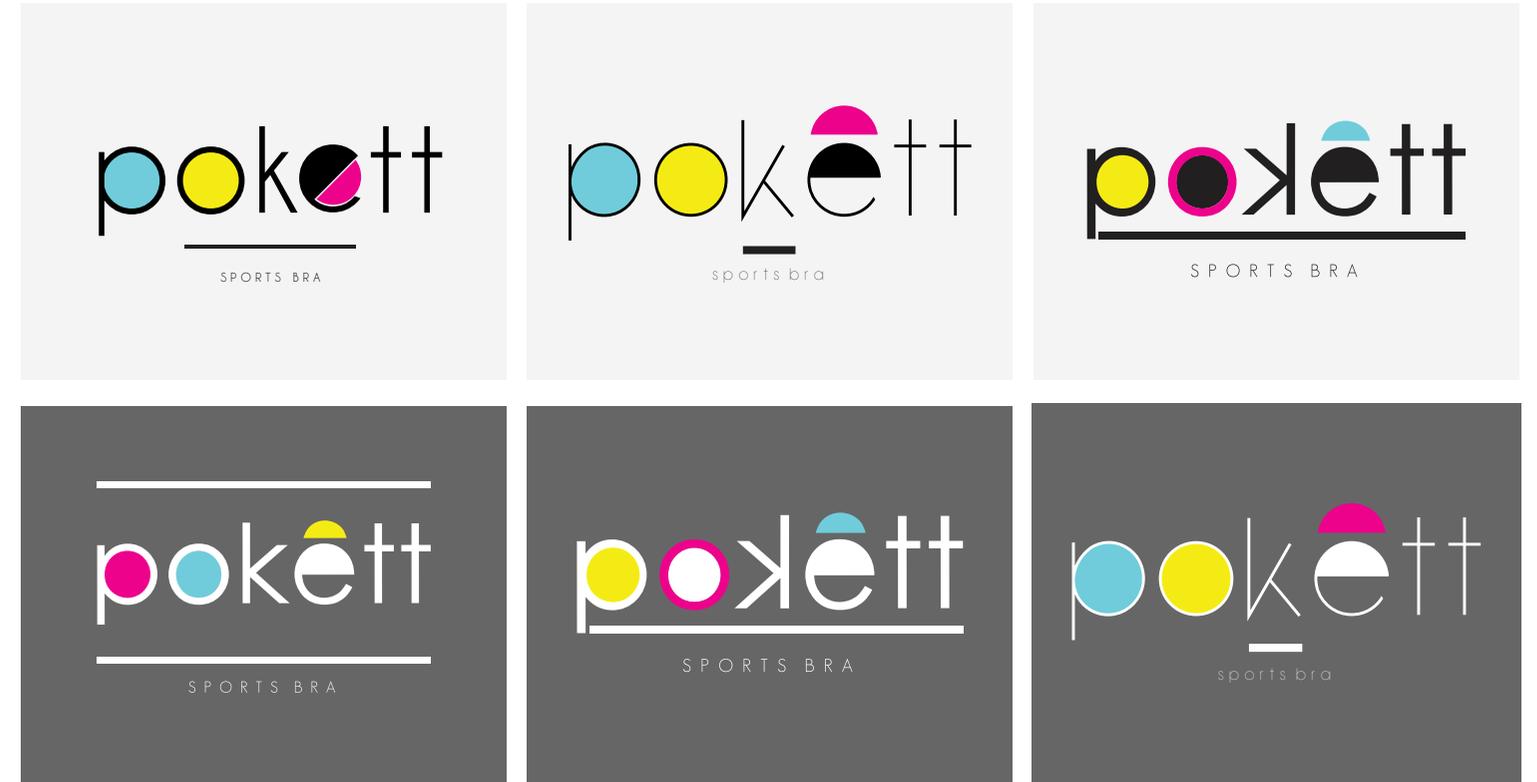
## ALLOWED USE OF LOGO MARK

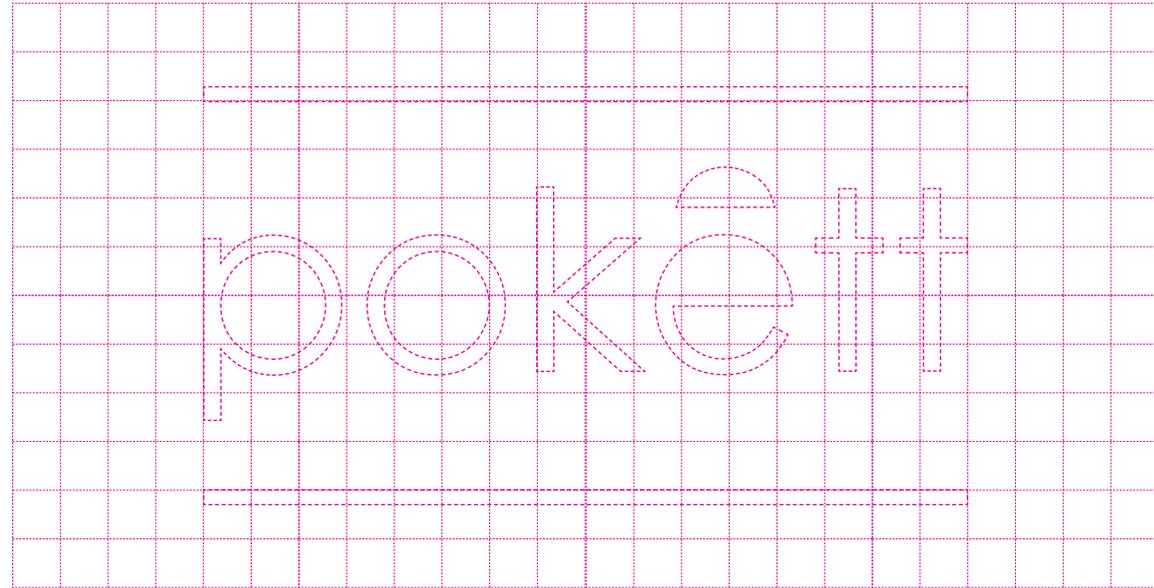


LOGO - INITIAL SKETCHES

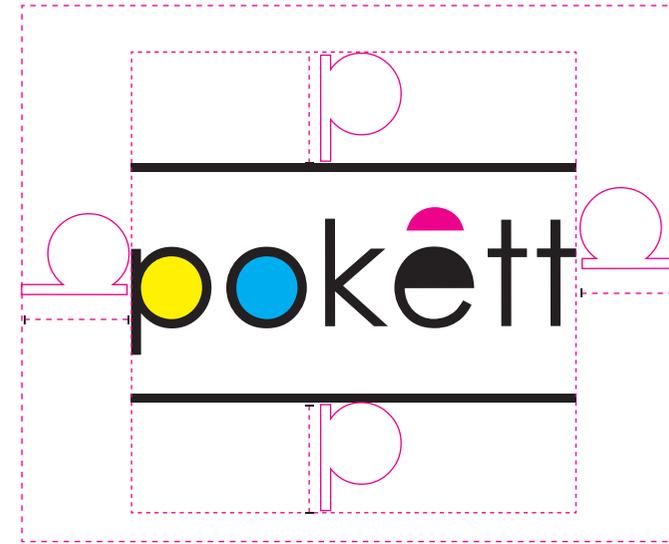


DRAFTED ROUGH VARIATIONS



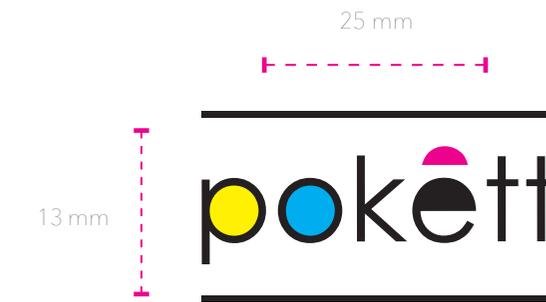


Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application. When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum size requirement is based on the width of the seal. When reproducing the logo in print, the minimum size of the seal for the logo is 25mm. For online use, the minimum size is 75 pixels at 72 dpi.

# CHROMATIC STANDARDS

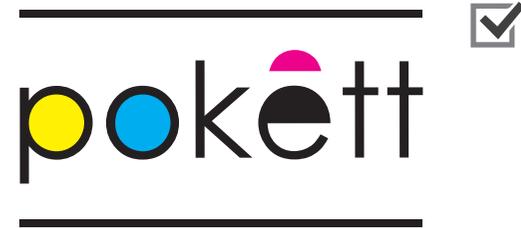
## LOGO COLOR OPTIONS



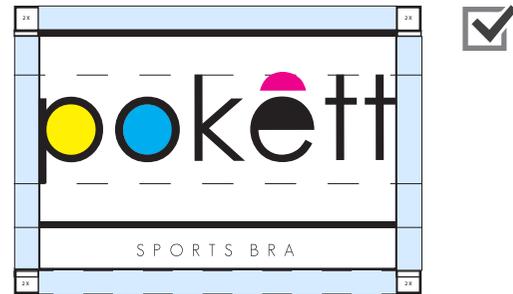
Primarily the logo should be used on a white background for maximum impact and clarity. In cases where the 3-color logo is not appropriate for background, the following versions are available for use.



Do: Keep it simple. Use only approved logo assets

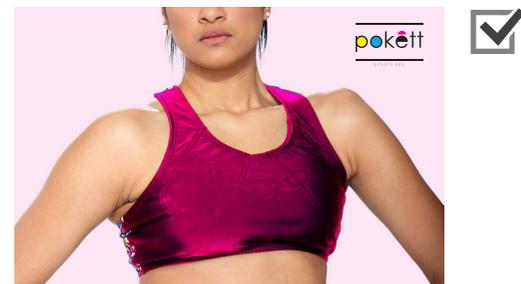


Do: Provide clear space, make sure the minimum clear space is applied to the logo and it's lines. Maximize clear space wherever possible, remember is all about freedom!



Do: contrast with the background.

Make sure the logo reads clearly and has sufficient contrast with a background color or photo.



# BIG NO NO'S

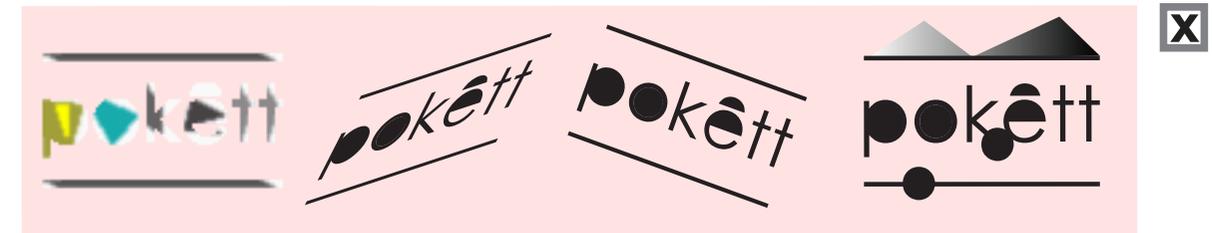
Horrible!

Don't: add effects such as drop shadows, gradients, accented edges and please do not stroke.



Outrageous!

Don't: Modify the logo. The Pokett logo should never be redrawn, distorted, rotated, or added to.



Ugly!

Don't: Change the color. Our logo likes to stay Pokett CMKY, negative or positive. Don't fill it with a pattern or a photo.



# TYPOGRAPHY PALETTE

## CORPORATE TYPOGRAPHY

Typography plays a critical role in Pokett's communications brand materials. Geosans light is the primary typeface family and should be used whenever possible to communicate key brand messages in headlines and display copy. Avenir Book and it's variations is used for all body copy, headlines, online and offline marketing materials.



Primary Typeface

Aa

GEOSANS LIGHT REGULAR  
*GEOSANS LIGHT MEDIUM ITALIC*  
**GEOSANS LIGHT REGULAR BOLD**

Secondary Typeface

Aa

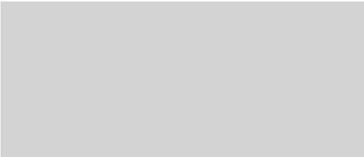
AVENIR BOOK  
*AVENIR BOOK OBLIQUE*  
AVENIR BOOK MEDIUM  
**AVENIR BOOK BLACK**

## CORPORATE COLOR PALETTE

Pokett's corporate color palette consists of four colors: CMYK. These colors are the core of our brand identity and should appear whenever possible for members to immediately identify our brand.

		
<b>CYAN</b>	<b>MAGENTA</b>	<b>YELLOW</b>
HEX #00FFFF	HEX #FF00FF	HEX #FFFF00
RGB (0, 255, 255)	RGB (255, 0, 255)	RGB (255, 255, 0)
CMYK (100, 0, 0, 0)	CMYK (0, 100, 0, 0)	CMYK (0, 0, 100, 0)
HSV (180°, 100%, 100%)	HSV (300°, 100%, 100%)	HSV (60°, 100%, 100%)

Black and various shades of cool gray can be used to add texture and depth to text, backgrounds, and illustrations.

		
<b>BLACK</b>	<b>DARK GREY</b>	<b>LIGHT GREY</b>
HEX #000000	HEX #808080	HEX #b2b2b2
RGB (0, 0, 0)	RGB (128, 128, 128)	RGB (178, 178, 178)
CMYK (0, 0, 0, 100)	CMYK (0, 0, 0, 50)	CMYK (0, 0, 0, 20)
HSV (-°, -%, 0%)	HSV (-°, 0%, 50%)	HSV (0°, 0°, 70°)

## INSPIRED MOODBOARD / COLOR INSPIRATION



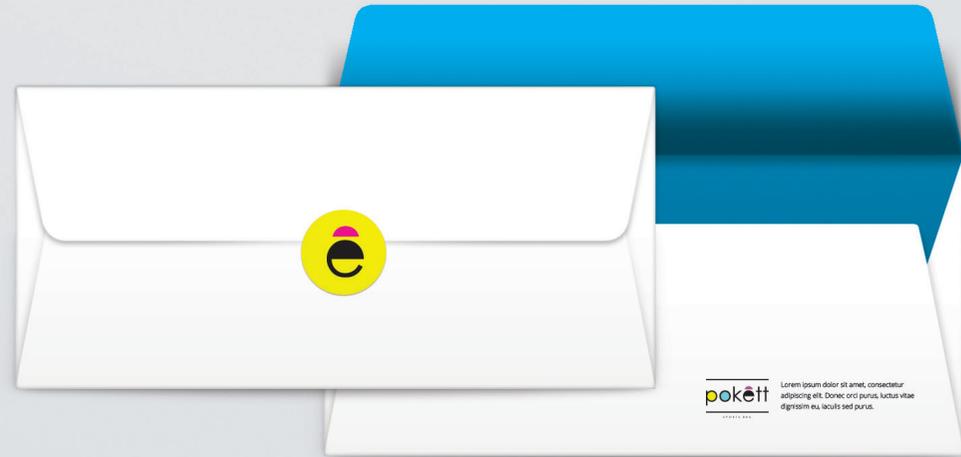
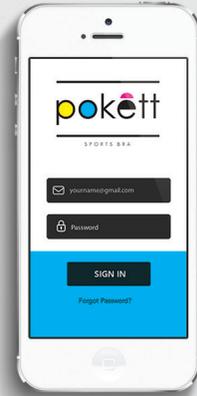
# CORPORATE IDENTITY

## STATIONARY SYSTEM





CORPORATE IDENTITY

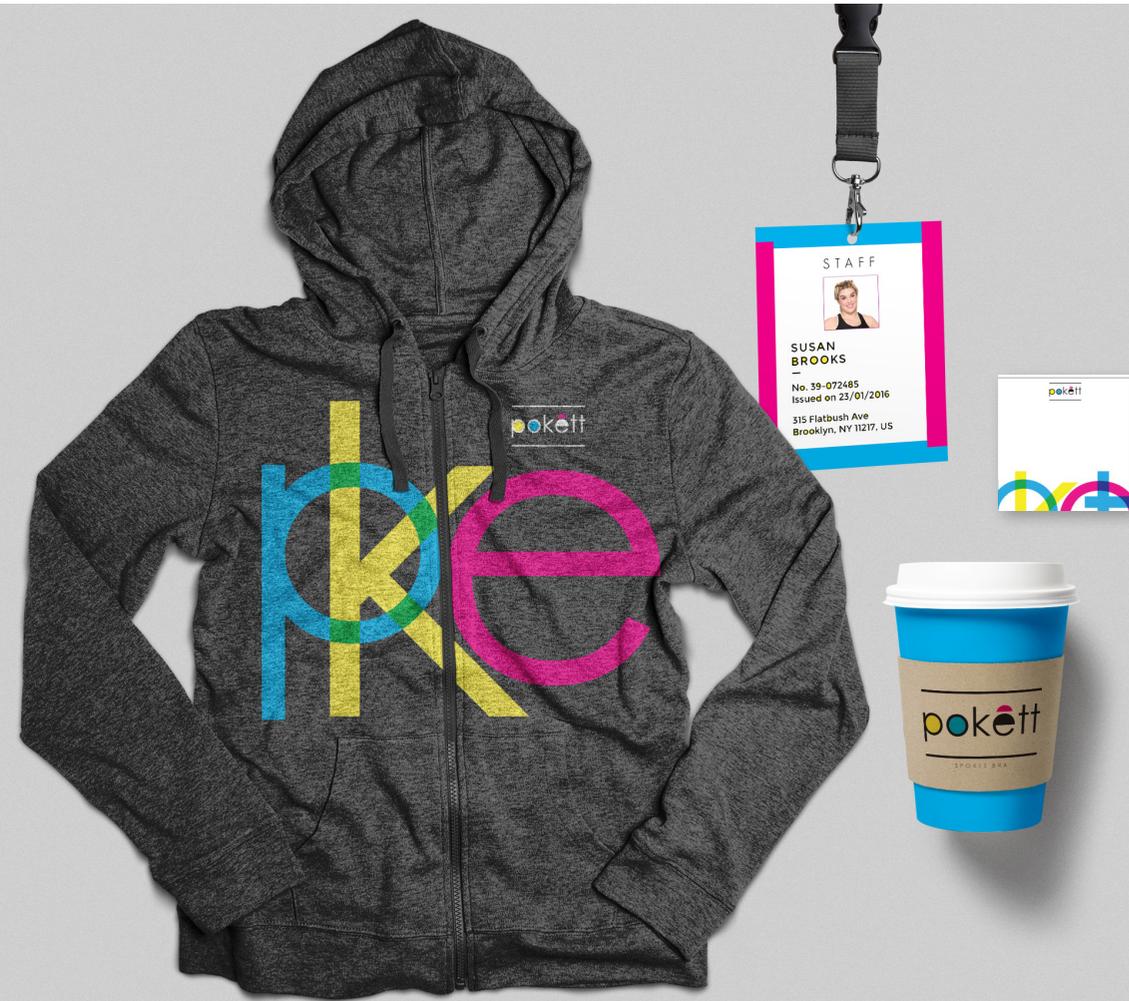


STATIONARY SYSTEM









MARKETING



In the past 15 years, women's fitness wear has grown into a billion dollar niche in the clothing industry. Consumer awareness of proper sport bra support has been on the increase for the last eight years. The popularity of the Internet has launched a number of online stores for women's fitness apparel but no company is exclusively selling their products online. There are a number of reasons for this but the strongest is that the concept is new and untested. Will customers buy something that they wear that can only be seen online? We believe they will, if the process is fun and the products are great and cheap. The key is marketing our target customers in the traditional advertising medium for fashion, i.e. women fitness magazines, ads and prints; as well as have a huge presence in the social media world. Creating web campaigns that will work both with paid ads and with organic links. The use of social media platforms such as

Facebook, Instagram, Pinterest, Twitter, Tumblr among others will produce more traffic to the pokett's site. Will implement SEO Content management with the use of keywords to rank higher in organic search. The ads will focused on the eliminating the middleman and selling direct, leaving our customers in their clothing budget and stepping up to the distinctive style of pokett's. The company logo will also be an important marketing tool in bringing customers to our website. This plan outlines the financial and marketing plans of pokett Sports Bra, the only sports bra in the USA market with two patent pockets. Pokett's marketing efforts consist of printed materials, social media and word of mouth efforts. It all starts with launching the brand campaign "it's all about freedom." A variety of images where taken to produce for print and digital ads.

## 07 - MARKETING STRATEGY

BRAND CAMPAIGN

IMAGERY STYLE











CONFIDENCE & STRENGTH TO DO WHAT YOU LOVE

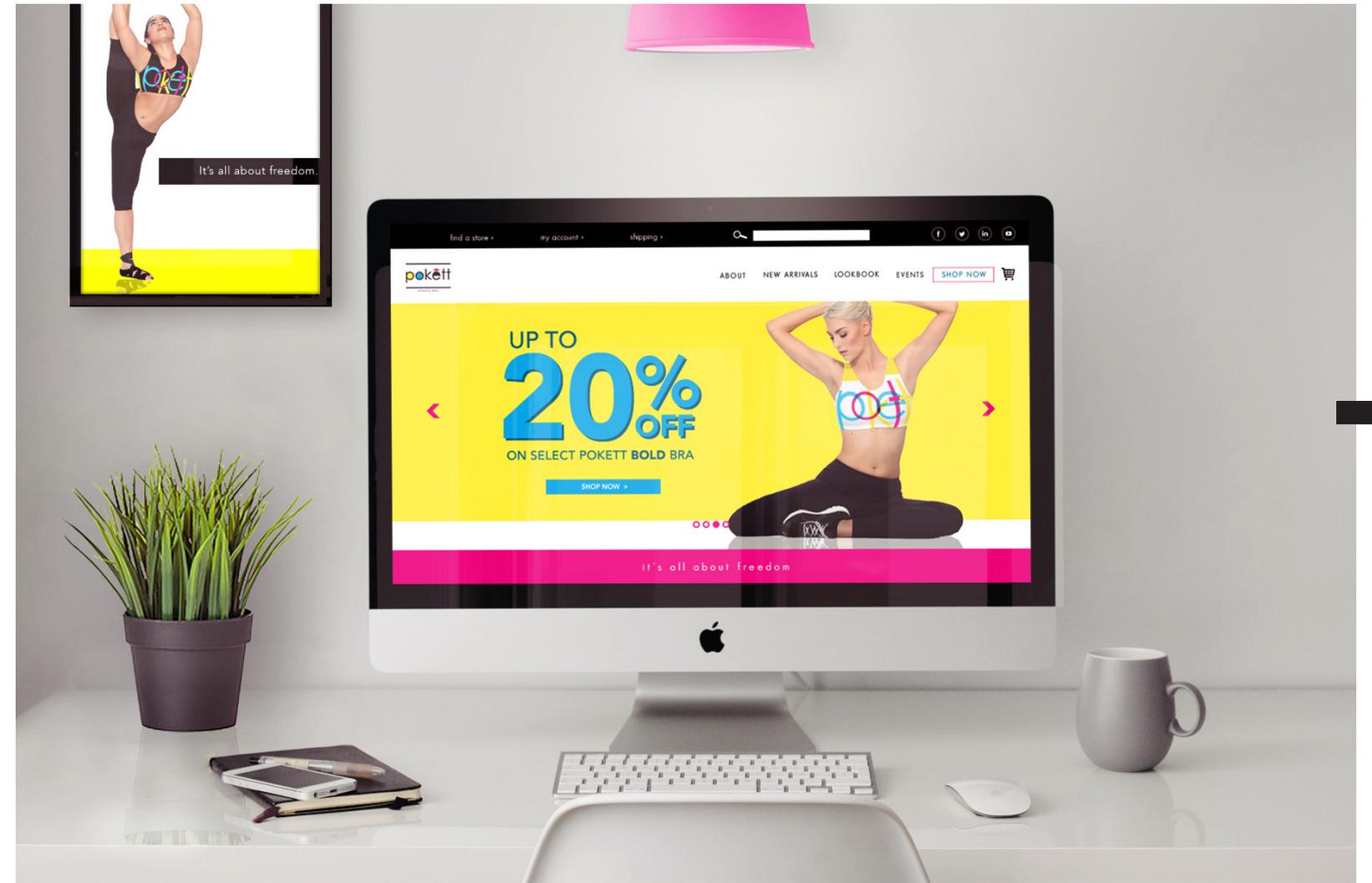
IT'S ALL ABOUT FREEDOM.



# WEBSITE

WWW.POKETT.COM

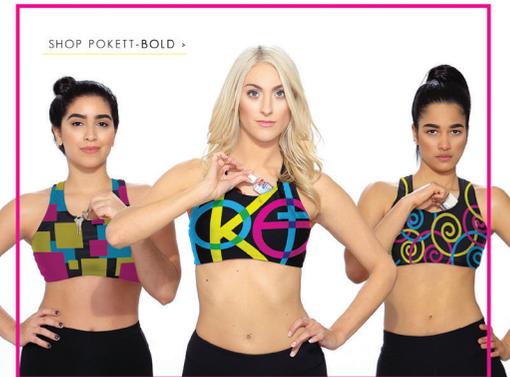
www.



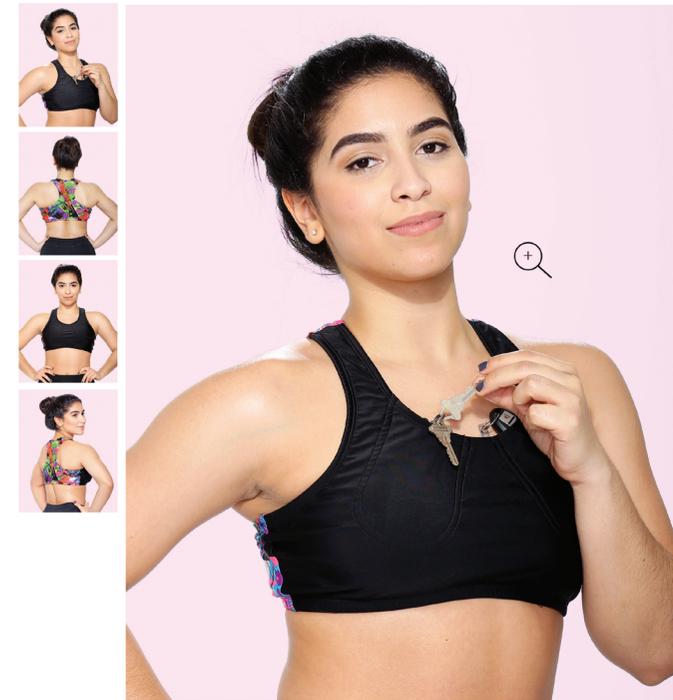


SHOP NOW >

it's all about freedom



Home / Activewear / Sports Bra / High Impact - Pokett Bold



**POKETT BOLD - SPORTS BRA**

Hi Impact Support/Compression

\$38.00

Back Color: Neon Print



Size: [See size guide](#)

XS S **M** L XL

QTY: 1

add to bag

[Add To Wishlist](#)

**DESCRIPTION**

**FABRIC**  
Dry-Tek Fabric: moves sweat away from the skin to the outer layer of fabric where it can evaporate easily, helping to keep the skin dry.

- DETAILS**
- Front Pockets for Easy Access
  - Hi Impact Support/Compression
  - Abrasion Resistant
  - Solid Black Front
  - Patterned Racer Back Design

**REVIEWS & RATING** ★★★★★

[Write a review](#) [Reviews \(52\)](#)



Customers Who Bought This Item Also Bought



Medium Impact - Heathered Crisscross Metallo-Back Sports Bra \$45



Low Impact - CMYW Cotton Pokett Sports Bra \$25



High Impact - Pokett BOLD Water-paint back pattern Sports Bra \$38



High Impact - Full CMYK Color block Pokett bold sports Bra \$40

Pokett Sports Bra Fan Page  
www.facebook.com/pokett

Pokett Sports Bra

**POKETT** ✓  
13,000 likes · 5,000 talking about this · 1,000 were here

Like

Sports Apparel  
it's all about freedom.  
www.pokett.com

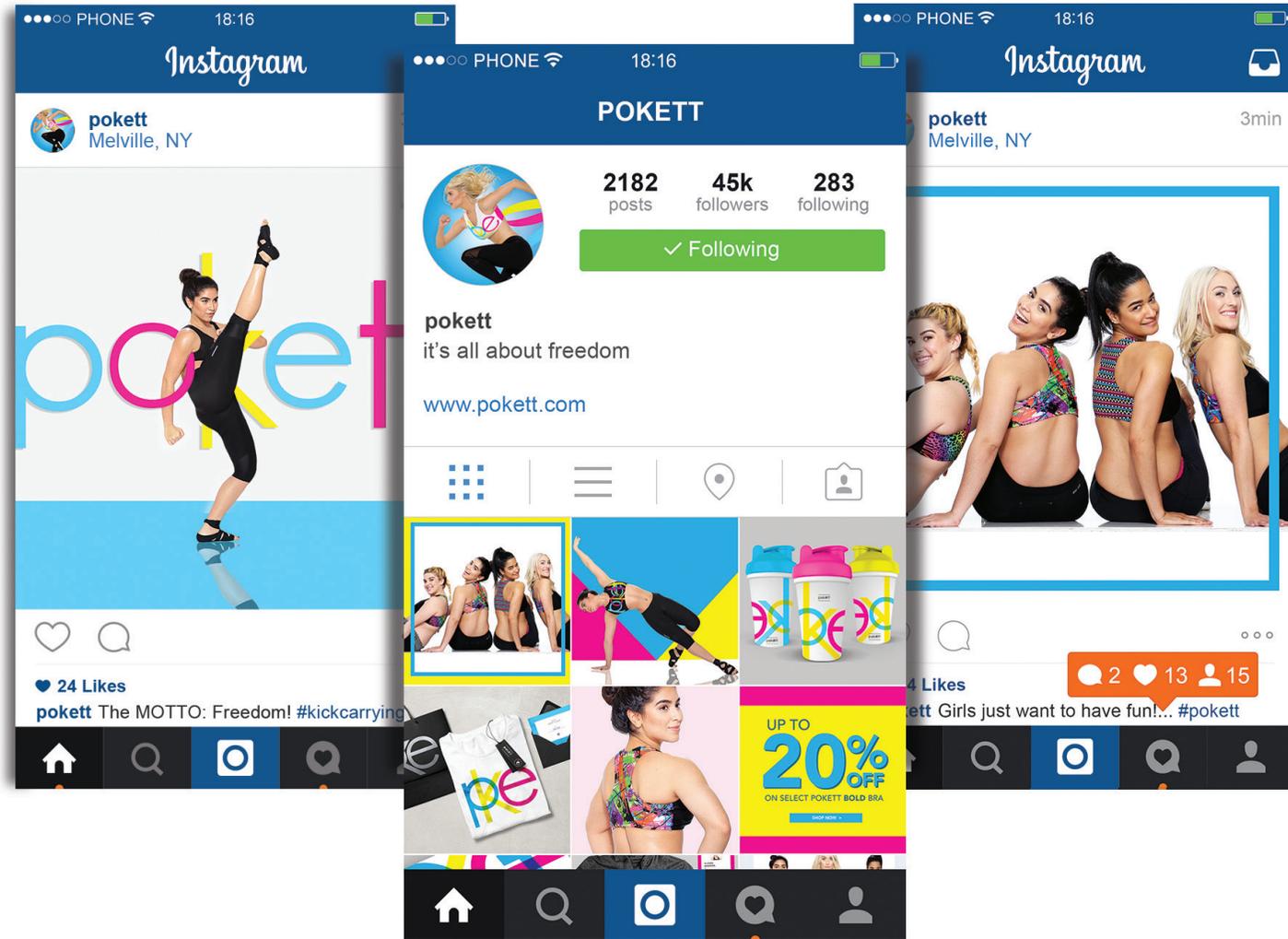
Pokett-Bold Campaign Launch New Releases Fit Moms

Highlights

Pokett posted a photo.  
10 minutes ago

# SOCIAL MEDIA

INSTAGRAM



TWITTER



- "Advantages and Benefits of Wearing a Sports Bra: Why Sports Bras Are Better Than Regular Bras." HubPages. N.p., n.d. Web. 17 Apr. 2016.
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- "Sports Bra With Built-In Ipad Holder, [on-line]; [posted to Internet Aug. 17, 2010. (2 pages).
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- "What Is the Difference Between Advertising & Promotion." Small Business. N.p., n.d. Web. 17 Apr. 2016.

# PATENT USD646461 S1

## ORIGINAL PATENT INFORMATION

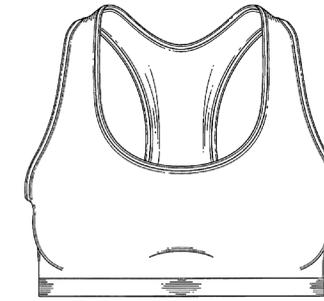


FIG. 2

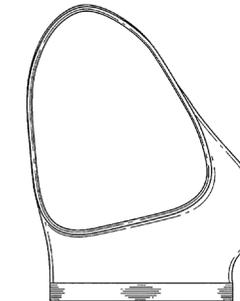


FIG. 4

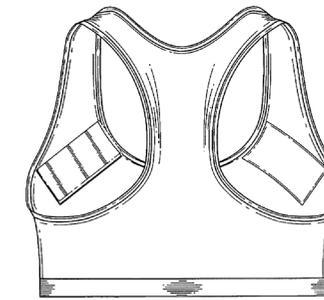


FIG. 3

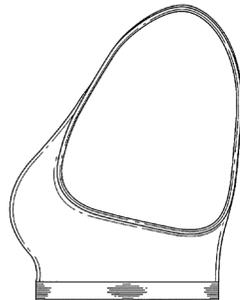


FIG. 5

Publication number USD646461 S1  
Publication type Grant  
Application number US 29/375,441  
Publication date Oct 11, 2011  
Priority date Sep 22, 2010  
Inventors Renee Lewando  
Original Assignee Renee Lewando  
Export Citation BiBTeX, EndNote, RefMan

Needed is a bra with a pocket, which pocket provides sufficient space to be accommodate a mobile phone or other mobile computing device, a driver's license, credit card, key-card, medical device, or similar, wherein the bra and pocket, even with items in the pocket, is reasonably discrete, wherein access to the pocket is simple, wherein the entire interior of the pocket can be accessed with only one hand, wherein the pocket may be made to protect items from perspiration, and wherein the bra and pocket can be manufactured without customized of or integration with the bra cup.

# GLOSSARY

## TERMS

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### **BRAND**

A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence.

### **BRAND IDENTITY**

The outward expression of the brand, including its name and visual appearance. The brand's identity is its fundamental means of consumer recognition and symbolizes the brand's differentiation from competitors.

### **BUSINESS PHILOSOPHY**

The philosophy of business considers the fundamental principles that underlie the formation and operation of a business enterprise; the nature and purpose of a business, and the moral obligations that pertain to it.

### **CHROMATIC STANDARDS**

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words. Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning.

### **COLOR PALETTE**

Finite set of colors for the management of digital images, branding, print, etc.

### **CORPORATE IDENTITY**

A corporate identity is the manner which a corporation, firm or business presents themselves to the public, such as customers and investors as well as employees.

### **COLLATERAL**

In marketing and sales, marketing collateral is sometimes considered the collection of media used to support the sales of a product or service. Historically, the term "collateral" specifically referred to brochures or sell sheets developed as sales support tools.

### **MOODBOARD**

A mood board is a type of collage consisting of images, text, and samples of objects in a composition. They may be physical or digital, and can be "extremely effective" presentation tools.

### **LOGOTYPE**

A logotype is the name of a company that is designed in a visually unique way for use by that company. It may be displayed in a preexisting font that is customized to some degree or another.

### **LOGOMARK**

Symbol" does not generally contain the name of the company.

### **STATIONARY SYSTEM**

A coordinated stationery system presents a unified brand image when communicating inside and outside. It's composed from corporate items such as letterhead, business cards, envelopes, folders, etc.

### **TYPOGRAPHY PALETTE**

Typography is as crucial a consideration to the design process as choice of color and imagery. It is a defining factor both aesthetically and in terms of usability and the way it communicates.

### **PROMOTIONAL**

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place.

### **PRODUCT DETAIL PAGE**

As a name for a (web) page that shows detailed information about a product, which of the following is better fitting.

### **WEB STRATEGY**

The plan of effectively exhibiting the brand via the web through search engine optimization (SEO), messaging, design, and content management.

