



# Africa Avenir

BRAND IDENTITY  
11/9/2021

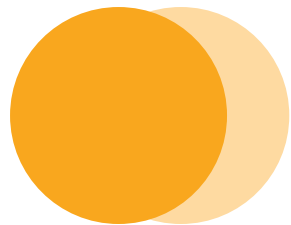




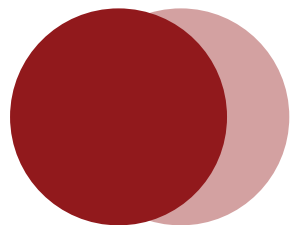
**Africa Avenir**



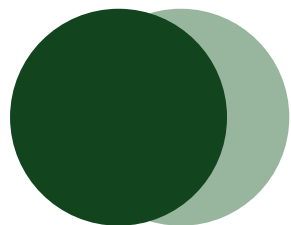




0/39/99/0  
255/168/18  
#ffa812  
130 C



27/100/100/28  
145/18/18  
#911212  
7627 C



84/45/100/53  
3/68/12  
#03440c  
3435 C



Main Header | Libel Suit - Regular

# Libel Suit

## AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Sub Header | Semplicita Pro - Bold

## Semplicita Pro

## AaBbCc

abcdefghijklmn  
opqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Paragraph Text | Semplicita Pro - Medium

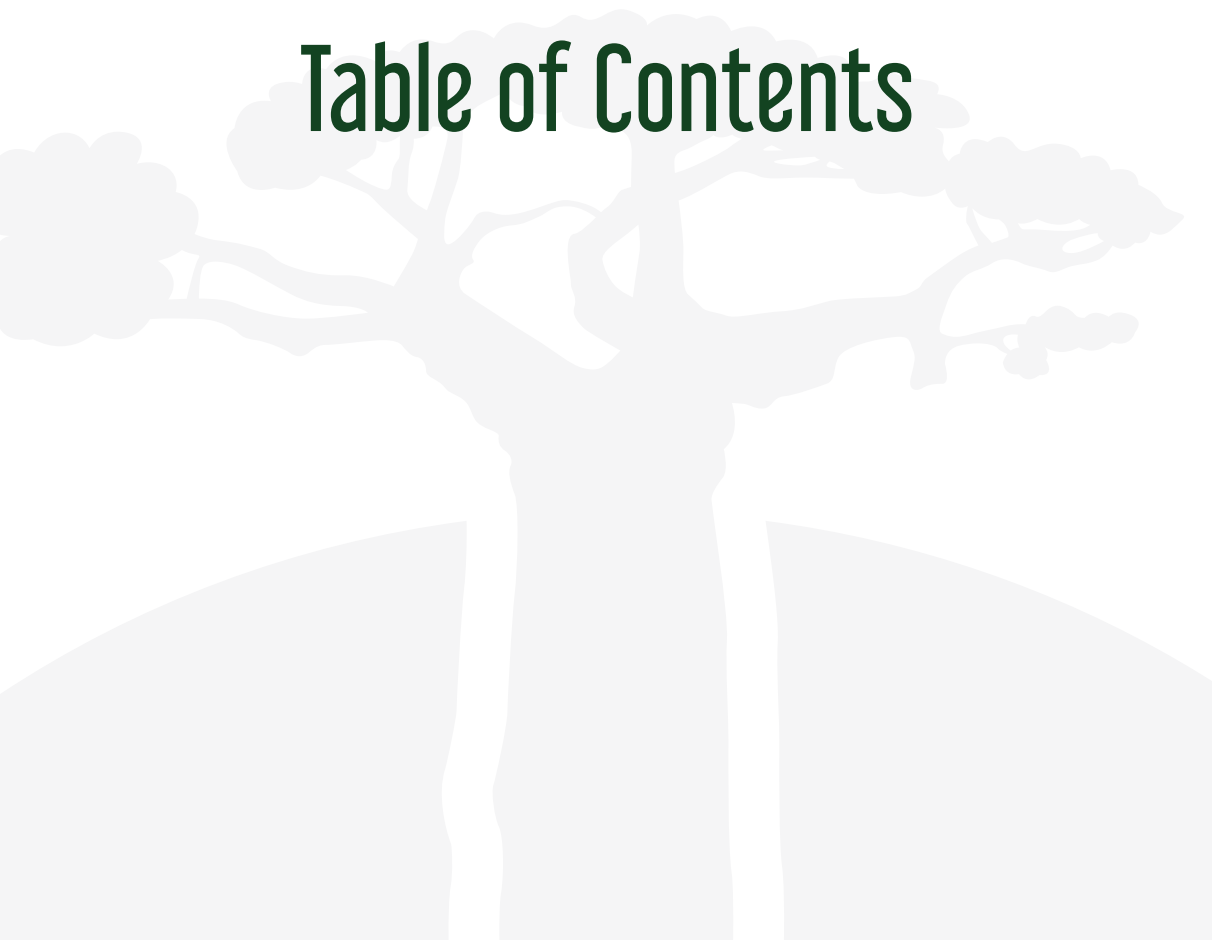
## Semplicita Pro

## AaBbCc

abcdefghijklmn  
opqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Dare to go beyond any circumstance with  
courage & trust.  
Through confidence & strength, walk  
step-by-step in this world.

We are the catalyst to help the women of  
Africa Avenir go beyond their  
current circumstances.



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# Brand Statement

Our brand statement, also called our brand definition, shrinks all our thoughts about our business mission, values, promise, and character into a concise statement.



**Dare to go beyond any circumstance with courage & trust.  
Through confidence & strength, walk step-by-step, bravely in this world.**

**We are the catalyst to help the Women of Africa Avenir go beyond their current circumstances.  
To evolve beyond, with respect.**

Walk step-by-step in this world with confidence and strength.

**Contribute and pave the path towards a better tomorrow.**

You are the center of life, and one of your desires is to have a fulfilling career to provide a better life for your family. With Africa Avenir, you are just one step away.

One step away from learning in-demand and easy-to-implement remote skills highly sought after from businesses around the world.

### **It's time to turn your dreams into reality.**

For a woman, her family is everything for her. She can go beyond her capabilities and capacity to do anything and everything to ensure her family's happiness and well-being. We are passionate to do anything and everything to ensure the happiness and well-being of the Women of Africa Avenir.

Our only ambition is to help you uncover the wings that you already have. To lead you to the runway so you can fly. To bring all of your dreams into reality. After learning with a positive mindset the right skills from great resources, we will help you develop a fulfilling and successful career in an online environment where you can work from your home.

Covid has changed the work environment globally, everything is going online. More online opportunities are ahead of us and we are passionate about helping the Women of Africa Avenir make the most of it.

We are committed to changing the work environment for the Women of Africa Avenir wholeheartedly. There are immense opportunities for members to expand and **learn new in-demand skills** and change or start a new remote career to earn a more **stable income**.

We are dedicated to creating courses to teach the Women of Africa Avenir the skills that are in-demand and easy to learn. These courses are in the format of video content that is easily understood and implemented.

**We take a holistic approach** to helping the Women of Africa Avenir by providing tools like internet access, electronic devices, software subscriptions, and sufficient space to learn and implement the skills.



# Brand Statement

Our brand statement, also called our brand definition, shrinks all our thoughts about our business mission, values, promise, and character into a concise statement.





## About Us / Our Story:

Africa Avenir is bigger than you and me.

Bertrand hasn't seen his family in over 23 years. He and his wife, best friend, and life partner started Africa Avenir knowing it is not met without obstacles or fears of misunderstanding from his own community influenced by unsettled cultural conflicts.

Stepping forward from things that have happened in the past and bringing them into the future may be met with resistance.

This is why Africa Avenir takes a family-centric approach to ensure that the Women of Africa Avenir (WOAA) have more opportunities to learn, earn, and help build more financially stable African Families.

Africa Avenir knows that preparing for the bright future of the next generation has to start now.

***"Life doesn't reproduce through women by chance. Women are naturally the center of our life and the challenges of any society will only be overcome with women at the center."*** - Bertrand Tendo

Our founders Bertrand and Amanda are extremely passionate. Their mission and driving force is to ensure their niece's and nephew's generation don't continue to be victims of the cultural stigmas around the persistent lack of opportunities for women & children in Africa.

**Africa Avenir is constantly working towards helping women in need and bringing generational opportunities to change the future of Africa.**

Avenir means "the future". It's no coincidence that our name is Africa Avenir. The future of Africa lies in the development of female entrepreneurs, breaking historical norms of the under-resourced and under-developed countries of Africa.

# Core Values

Core values are the fundamental beliefs of our company. These guiding principles dictate behavior and can help people understand the difference between right and wrong.





Africa Avenir is brave and courageous to create new opportunities and lead the Women of Africa Avenir into new careers to fulfill their dreams. However, we need to approach that with respectful strength to fuel our determination and vision **to uplevel the ENTIRE community**. Through all of our passionate endeavors, we will always act with grace above egos. It's always better when women help and contribute to impact the community **alongside the men**, by using her strength and capabilities.

### Be Brave & Courageous

Africa Avenir believes that every human being has the courage to out-perform and go beyond any situation with the right guidance and a clear vision of their goals. Our members are one-of-a-kind, brave, courageous and seeking to create a better future for themselves and their families.

### Respectful Strength

While giving birth to her child she bears the most pain and still, you will see her smiling and thanking God for the child, thus Women are the infinite source of strength, they hold the family together in the bad times. That's why we respect and trust the strength and power of women to bring change. We take pride in putting constant efforts towards creating a better livelihood for the Women of Africa Avenir.

### Vision & Determination

Africans in the diaspora feel compelled to help their families back home in Africa, usually by sending money. We want to create an entirely new ecosystem to aid in the permanent restoration of African families. We are determined to create an environment for the Women of Africa Avenir to bring out entrepreneurship, vision, and growth mindset to increase the well-paid career opportunities in Africa, that will ultimately help to improve lives.

### Grace above Egos

Changing the world is a passionate endeavor. We know that egos may often get the best of us. But it is with grace, patience, and understanding that we live and breathe the mission of Africa Avenir.

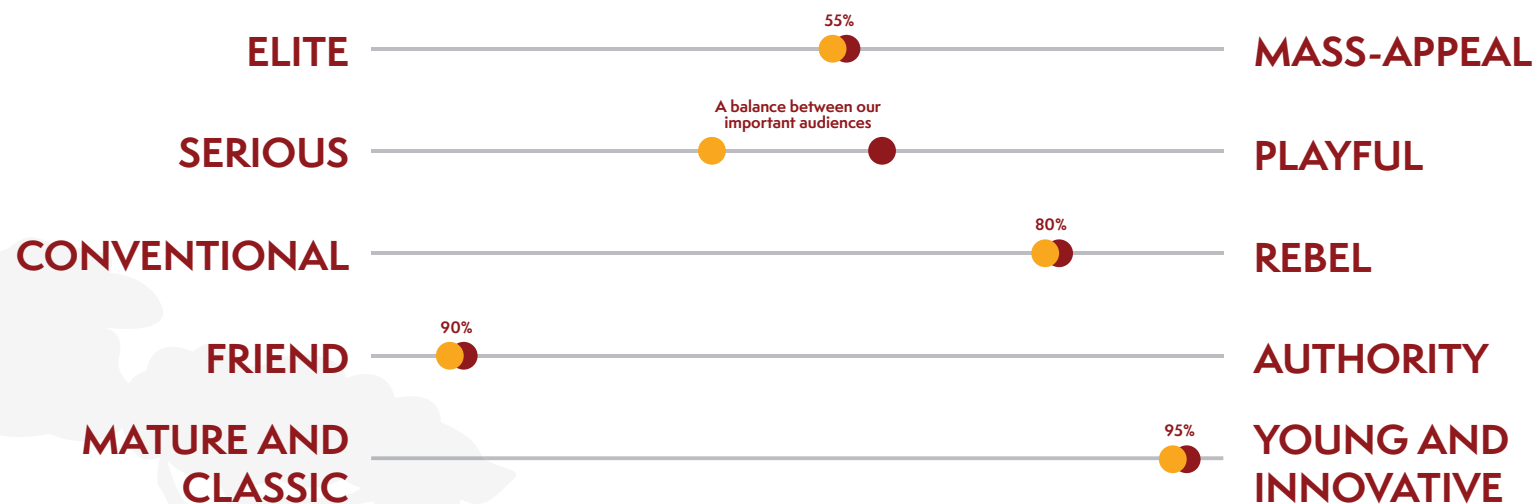


# Personality Spectrum

Our Personality Spectrum represents how our organization perceives, interprets, assesses, evaluates and responds to existing and possible threats and opportunities in business.







Impacting and improving the life of even one woman in Africa will impact many people associated with her. We are determined to impact and help masses of women in Africa, that will ultimately lead to impacting the ENTIRE community surrounding these women.

Circumstances and situations are serious and fragile, but the solution doesn't have to be consequential. We are approaching this issue and bringing the solution in a friendly and playful manner to introduce the Women of Africa Avenir (WOAA) to the **new technology** and concepts of **acquiring new skills** while working remotely to build a successful business by providing services all around the world over the internet.

Women who have the desire to change their current situation and who are ready to take steps to change and improve life for themselves and their family are the rebels. We are training these Women of Africa Avenir with the right skillset and mindset to achieve all of their desires.

We intend to create a safe and friendly environment for the Women of Africa Avenir to learn and implement skills. This is a matter of the heart and best spoken about as if talking to a friend or family member.



# Brand Language

Brand language is the body of words, phrases, and terms an organization uses to describe its purpose or in reference to its products. Brand language is used in marketing to help consumers connect specific words or ideas to specific companies or products.



## Strong and Impactful

Women are naturally the source of strength. They might need guidance and the right information to use their strength and ability to impact and cause an uprising in the ENTIRE community. We are creating programs to help them understand their abilities and use that as a change-making vehicle.

## Walk step-by-step in this world.

Connecting with the world brings many opportunities for growth and exposure to the different skills, knowledge of business, and ultimately brings the broader mindset that we want for our members.

## 'The Women of Africa Avenir' (WOAA)

The only way to create a bright future is by empowering women. Women impact the lives of their children, parents, and partners on an everyday basis. Our whole life revolves around women and when we start empowering women, we are uplifting and empowering the ENTIRE community.





# Brand Personas

Brand Personas (sometimes referred to as a client avatar or customer profile) is a representation of our ideal customer—the type of person that will likely want to purchase our services or products.







## Brigitte Awona

Nickname: Woman of Africa Avenir

### Demographics:

Gender: Female  
Age: 19  
Race: West African  
Salary: \$500 USD/per year  
Geographics:  
Country: Cameroon  
City: Yaoundé

Brigitte is a single mother who lives with her parents, younger brother, and four-year-old daughter in a two-bedroom apartment in the city of Yaoundé. She has been caring for her younger brother and daughter within her family home since she was fifteen years old. While she works evenings as a hotel receptionist, it is not enough to financially support herself without additional assistance from her parents. She wants to find a profession that will provide her with enough money so while she is financially independent, she can provide for her and her daughter and eventually buy land and build a family home.

### Background:

- Single mother with a daughter: age 4
- High School Education
- Works night shift as a receptionist at Boun's Hotel

### Indicators:

- Self-starter and motivated to financially provide for her family
- Interested in learning technology
- Showed an aptitude for computers during primary school
- Is actively looking for a new career

### Goals, Desires, and Aspirations:

- Wants to provide her daughter with a better life
- Ready to move out of her family home
- Desires to be responsible for her own success

### Challenges, Fears, Pain Points, and Frustrations:

- Scared of failure
- Lack of available resources
- Is concerned about childcare for her daughter and younger brother

### Product Needs:

Education, support, encouragement, employment

### How the Product/Services Helps Me:

She needs to learn a trade to immediately impact her financial situation.

### How to Connect: (how we would likely reach them via marketing means)

- Local bulletin and boards
- Word-of-mouth
- Conferences
- Job fairs
- Community and Family Reunions
- Crafted social media - Facebook, WhatsApp, Twitter





## Jean-Claude Andoa

Nickname: The Philanthropist

### Demographics:

Gender: Male  
Age: 65  
Race: African American  
Salary: \$300,000 USD/per year  
Geographics:  
Country: United States  
City: Pittsburgh

Jean-Claude is the son of a Cameroonian doctor who fled from the country in the 1990s to flee the political turmoil. Their family settled in Pittsburgh, where his father practiced medicine at a local facility for fellow Cameroonian refugees. Following in his father's footsteps, Jean-Claude attended both undergraduate and medical school at Penn State where he focused primarily on family medicine. With strong ties to the Cameroonian community within Pittsburgh and with much of his extended family still living in Cameroon, Jean-Claude is passionate about providing both medical and financial assistance to those in need.

### Background:

- Married with two daughters: ages 30 and 33
- Doctorate of Medicine (M.D.)
- Runs a family practice walk-in clinic in Pittsburgh, PA

### Indicators:

- Goal-oriented and within a strong leadership role
- Financially successful
- Passionate about his culture
- Empathetic towards the plight of those living in Cameroon

### Goals, Desires, and Aspirations:

- Wants to improve the lives of people living in Cameroon
- Has an altruistic impulse that he wants to direct toward his home country
- To provide opportunities to women in Cameroon that his daughters have in the United States

### Challenges, Fears, Pain Points, and Frustrations:

- Feels guilty for his inability to personally help make changes to improve current conditions in his home country.
- Cannot provide relief or finances for everyone

### Product Needs:

A safe way to financially support the people in Cameroon.

### How the Product/Services Helps Me:

Will provide him a financial and emotional way to contribute to the women living in Cameroon.

### How to Connect: (how we would likely reach them via marketing means)

- Word-of-mouth within the local Cameroonian-American community
- Website
- Paid Advertising
- LinkedIn
- Professional Organizations
- Crafted social media - Facebook, WhatsApp, Twitter



## Anne Stella-Bell

Nickname: The Activist

### Demographics:

Gender: Female  
Age: 28  
Race: West African  
Salary: \$20,000 USD/per year  
Geographics:  
Country: Cameroon  
City: Douala

Anne Stella-Bell was born in Cameroon before she left at age 17 to attend college in Paris, France. While in Paris, she completed an undergraduate degree in economics and met her husband, and fellow economist, Simon Lautner. After the two were married, Anne and her husband moved back to her hometown of Douala to pursue her dreams of improving the economic lives of the women in Cameroon.

### Background:

- Married with no children
- B.S. in Economics
- Works remotely
- Volunteers at the Douala The Women's International League for Peace and Freedom (WILPF)

### Indicators:

- Passionate about women's rights in Cameroon
- Financially secure
- Is engaged with her local community
- Returned home to support her country and community

### Goals, Desires, and Aspirations:

- Wants the women in Cameroon to have more opportunities
- Wants to join in the global conversation about the lack of opportunity for women in Cameroon
- Desires to provide her future daughters a flourishing community to grow up in

### Challenges, Fears, Pain Points, and Frustrations:

- Scared to have daughters within the current culture
- Can't make changes fast enough
- Feels uncomfortable in her own community and does not feel hopeful for her or her neighbor's futures.

### Product Needs:

A resource or location where she can refer the women within her community to seek education, help, and guidance.

### How the Product/Services Helps Me:

It will offer a tangible resource that will provide both education and security to the women of Cameroon.

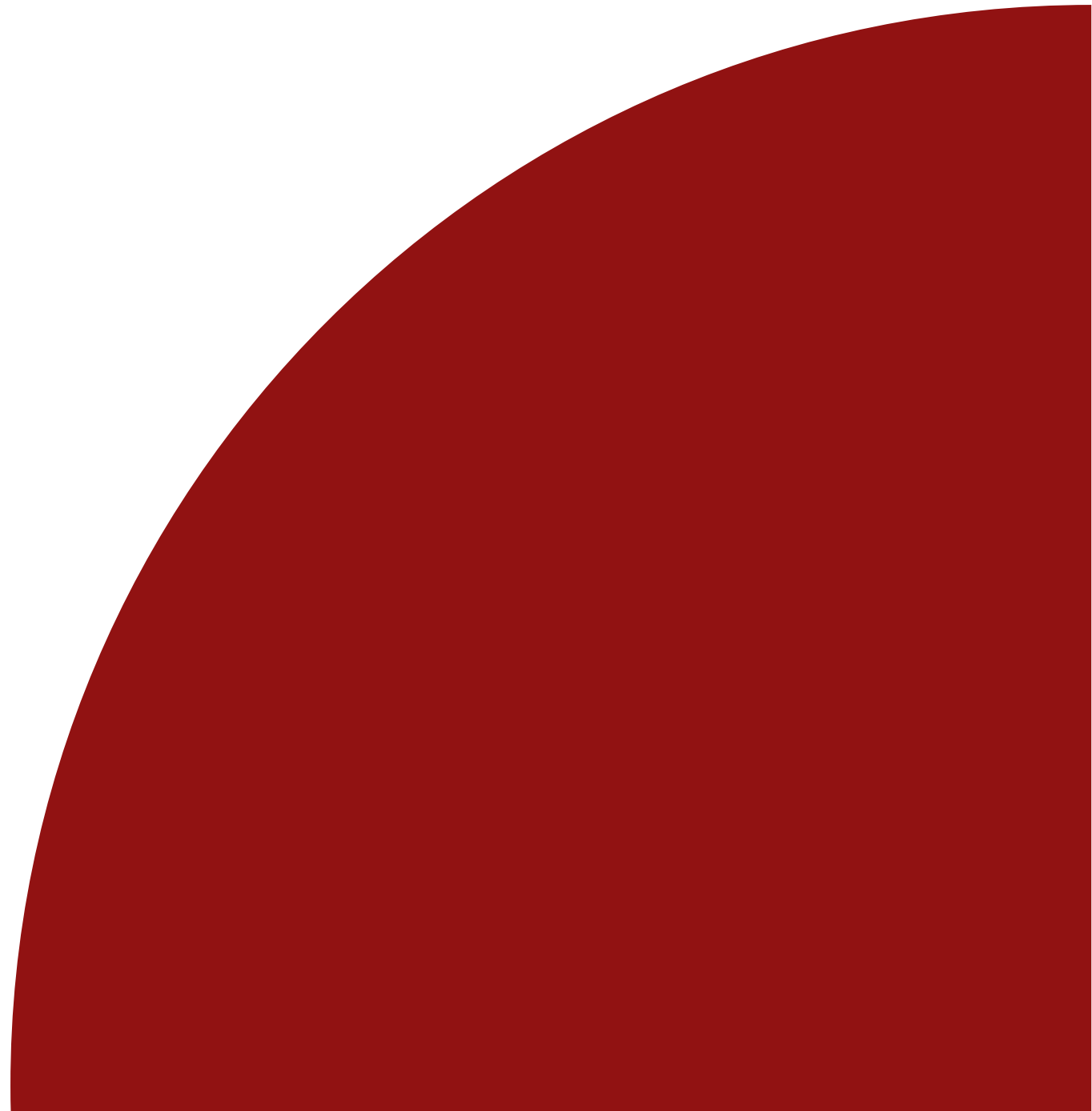
### How to Connect: (how we would likely reach them via marketing means)

- Website
- Paid Advertising
- Direct Mail
- Crafted social media - Facebook, WhatsApp, Twitter, LinkedIn
- Word-of-Mouth



# Logo Variations

Our logo is a primary visible  
element within our brand.  
Distinguishing our brand in  
consumers' minds.





Variation 1; Square - Full Color



Variation 1; Square - Black



Variation 1; Square - White

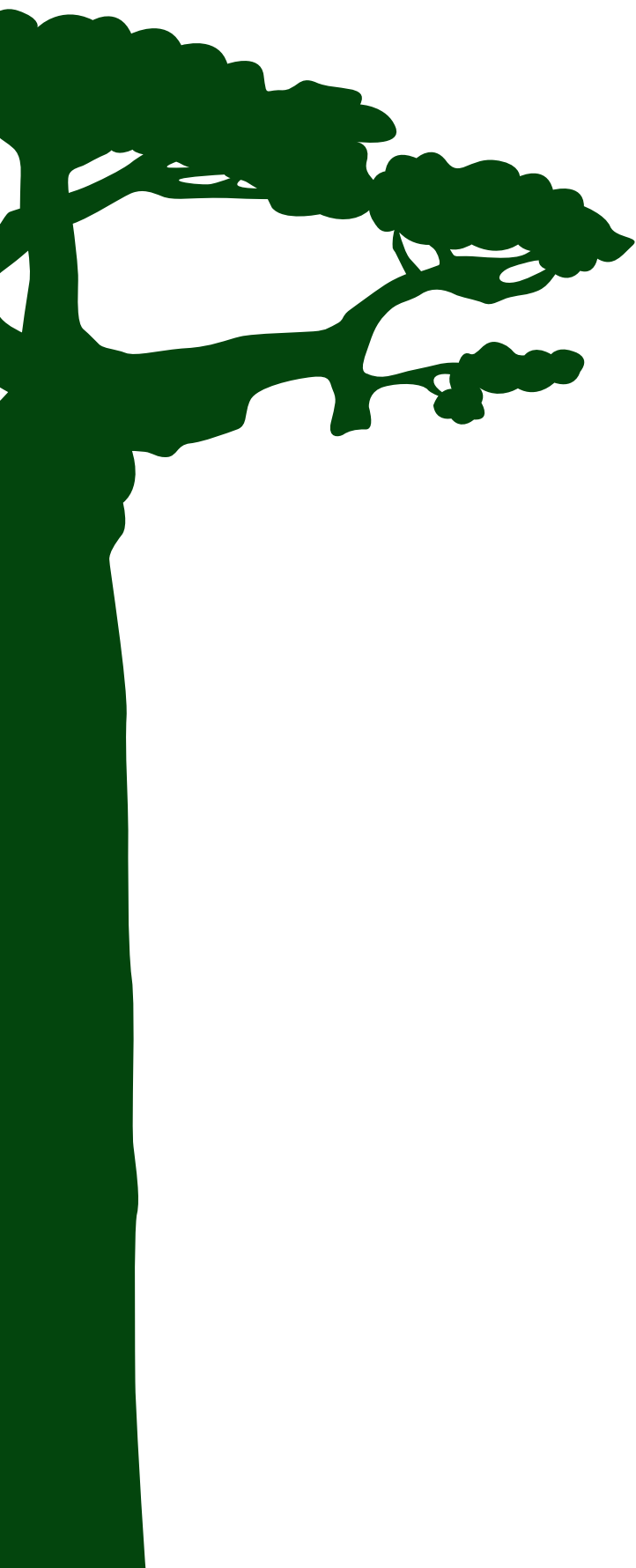




# Logo Variations

Our logo is a primary visible  
element within our brand.  
Distinguishing our brand in  
consumers' minds.





Variation 2; Horizontal - Full Color



Variation 2; Horizontal - Black



Variation 2; Horizontal - White





# Logo Variations

Our logo is a primary visible element within our brand. Distinguishing our brand in consumers' minds.





Logomark - Full Color



Logomark - Black



Logomark - White





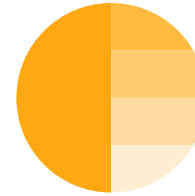
# Color Theory

The psychology behind color theory, allows our company to further tap into branding techniques and better connect with our market.





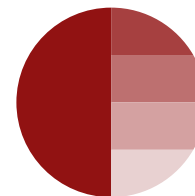
- Energy
- Enthusiasm
- Creativity
- Bright
- Positivity



CMYK 0/39/99/0  
RGB 255/168/18  
#HEX #ffa812  
PANTONE 130 C

**Golden Yellow:** (sunshine / golden): Yellow is the color of brightness. We are excited to help the Women Avenir to create their own bright future full of energy, enthusiasm and creativity. Yellow is the symbol that this darkness is about to leave and you will start to pave your path towards a better tomorrow.

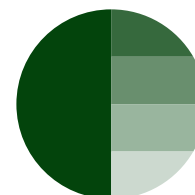
- Action
- Courage
- Intensity
- Passionate
- Desire
- Strength



CMYK 27/100/100/28  
RGB 145/18/18  
#HEX #911212  
PANTONE 7627 C

**Red Ruby:** The red color represents the desire and passion of Africa Avenir to bring positivity and strength into the life of the Women of Avenir and lead them with the intensity of growth and success by helping them take action with courage. The women are the gems of Africa and just like the strength of the ruby red stone they may just need to be polished to shine like a star.

- Stability
- Money
- Growth
- Healing



CMYK 84/45/100/53  
RGB 3/68/12  
#HEX #03440c  
PANTONE 3435 C

**Green Spirit:** The green color is the symbol of stability, as Africa Avenir is creating a safe growth environment for women which helps them earn income and create stability in their lives and for their families and communities.



# Typography Usage

The selection of fonts identified in our brand identity as well as the usage intent and parameters around when to and when not to use.

Main Header | Libel Suit - Regular

Libel Suit

AaBbCc

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

Sub Paragraph Text | Semplicita Pro - Light

Semplicita Pro

AaBbCc

abcdefghijklmn  
opqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

Sub Header | Semplicita Pro - Bold

Semplicita Pro

AaBbCc

abcdefghijklmn  
opqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

Quote Text | Semplicita Pro - SemiBold Italic

*Semplicita Pro*

*AaBbCc*

abcdefghijklmn  
opqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

Paragraph Text | Semplicita Pro - Medium

Semplicita Pro

AaBbCc

abcdefghijklmn  
opqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

Accent Font | Semplicita Pro - Bold Italic

***Semplicita Pro***

***AaBbCc***

abcdefghijklmn  
opqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()



# File Type Usage

After you receive your digital files, you may be wondering — what do I do with these? Why are there so many different formats? We've outlined what these are and when you might need them.





## **.JPG FILE FORMAT**

JOINT PHOTOGRAPHIC EXPERTS GROUP

Use it for photos. Opens with almost any program. It can not scale.  
Does not allow for transparent background.

**IMPORTANT:** Image quality diminishes every time it is enlarged, shrunken, or saved.



## **.EPS FILE FORMAT**

ENCAPSULATED POSTSCRIPT

Use it for logos & illustrations. Opens with Illustrator & Photoshop. It can scale infinitely.  
Does allow for transparent background.

**IMPORTANT:** Can resize file infinitely without losing any quality.



## **.PDF FILE FORMAT**

PORTABLE DOCUMENT FORMAT

Use it for web, email, & files. Opens with Adobe Reader.

**IMPORTANT:** Option to be saved at a high or low resolution.



## **.PNG FILE FORMAT**

PORTABLE NETWORK GRAPHICS

Use it for photos & artwork. Opens with almost any program.  
It can not scale. Does allow for transparent background

**IMPORTANT:** Best used on the web.





# Color Swatches and Color Usage Guide

There are a variety of color models that you will need to utilize, depending on the scope of your project.





## RGB COLOR MODEL

### BEST USED FOR DIGITAL

RGB (red, green, and blue) refers to a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum. Levels of R, G, and B can each range from 0 to 100 percent of full intensity.



## CMYK COLOR MODEL

### BEST USED FOR PRINTING

CMYK is a scheme for combining primary pigments. The C stands for cyan, M stands for magenta, Y for yellow, and K for key. The key color in today's printing world is black but it has not always been.



## #HEX COLOR MODEL

### BEST USED FOR DIGITAL & MEDIA

A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex valuepairs (for example, #AFD645).



## PANTONE COLOR MODEL (PMS)

### BEST USED TO MAINTAIN COLOR CONSISTENCY ACROSS ALL FORMS OF MEDIA.

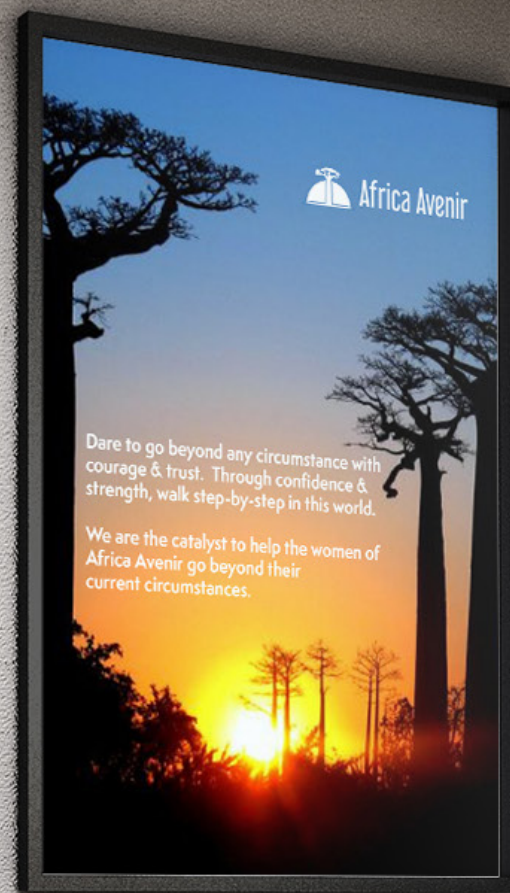
Pantone is a corporation that created a solid color matching system (Pantone Matching System or PMS). Pantone colors (also known as Spot colors) are a certain set of colors that will accurately match when reproduced in print because they are already pre-mixed. Therefore, Pantone colors give the truest color result.

# Brand In Action

Examples of how our visual brand elements may be used.







marthe@africa.avenir  
CHIEF OF STAFF  
+1-123-456-789



Africa Avenir





Africa Avenir







Africa Avenir

MacBook Pro

















The advertisement is framed by a thick black border. It is divided into three main sections. The top section features a woman with dark curly hair, wearing a red patterned headband and a blue denim jacket over a white shirt, looking down at a laptop. A thick yellow curved line separates this from the middle section. The middle section contains the 'Africa Avenir' logo, which consists of a stylized green baobab tree on a yellow semi-circular base, with the text 'Africa Avenir' in a dark red serif font below it. The bottom section is a landscape photograph showing a green field, a body of water, and several baobab trees under a clear sky. A yellow curved line also separates the bottom section from the middle one.



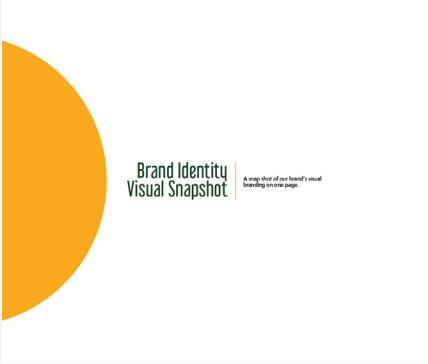
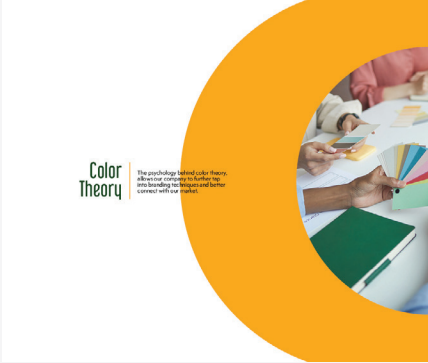
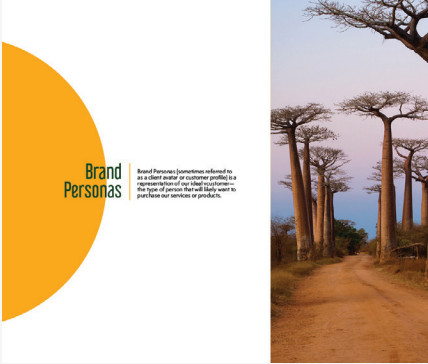


# Design Elements

Examples of how your visual  
brand elements may be used.









# Brand Identity Visual Snapshot

A snap shot of our brand's visual  
branding on one page.



Variation 2; Horizontal - Full Color



Variation 1; Square - Full Color



Logomark - Full Color



Variation 2; Horizontal - Black



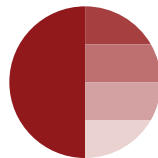
Variation 1; Square - Black



Logomark - Black



CMYK 0/39/99/0  
RGB 255/168/18  
#HEX #ffa812  
PANTONE 130 C



CMYK 27/100/100/28  
RGB 145/18/18  
#HEX #911212  
PANTONE 7627 C



CMYK 84/45/100/53  
RGB 3/68/12  
#HEX #03440c  
PANTONE 3435 C

Main Header | Libel Suit - Regular

Libel Suit

AaBbCc

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Sub Header | Semplicita Pro - Bold

Semplicita Pro

AaBbCc

abcdefghijklmn  
opqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Paragraph Text | Semplicita Pro - Medium

Semplicita Pro

AaBbCc

abcdefghijklmn  
opqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Africa Avenir is brave and courageous to create new opportunities and lead the Women of Africa Avenir into new careers to fulfill their dreams. However, we need to approach that with respectful strength to fuel our determination and vision **to uplevel the ENTIRE community**. Through all of our passionate endeavors, we will always act with grace above egos. It's always better when women help and contribute to impact the community **alongside the men**, by using her strength and capabilities.

### Be Brave & Courageous

Africa Avenir believes that every human being has the courage to out-perform and go beyond any situation with the right guidance and a clear vision of their goals. Our members are one-of-a-kind, brave, courageous and seeking to create a better future for themselves and their families.

### Respectful Strength

While giving birth to her child she bears the most pain and still, you will see her smiling and thanking God for the child, thus Women are the infinite source of strength, they hold the family together in the bad times. That's why we respect and trust the strength and power of women to bring change. We take pride in putting constant efforts towards creating a better livelihood for the Women of Africa Avenir.

### Vision & Determination

Africans in the diaspora feel compelled to help their families back home in Africa, usually by sending money. We want to create an entirely new ecosystem to aid in the permanent restoration of African families. We are determined to create an environment for the Women of Africa Avenir to bring out entrepreneurship vision and growth mindset and engender the well-paid career opportunities in Africa, that will ultimately help to improve lives.

### Grace above Egos

Changing the world is a passionate endeavor. We know that egos may often get the best of us. But it is with grace, patience, and understanding that we live and breathe the mission of Africa Avenir.



Variation 2; Horizontal - Full Color



Variation 1; Square - Full Color



Logomark - Full Color



Variation 2; Horizontal - Black



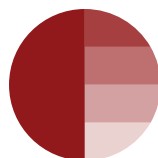
Variation 1; Square - Black



Logomark - Black



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Main Header | Libel Suit - Regular

# Libel Suit

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Sub Header | Semplicita Pro - Bold

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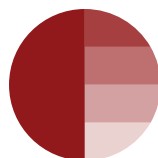
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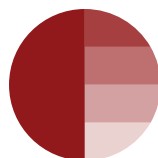
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Main Header | Libel Suit - Regular

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## BRAND EVOLUTION

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## BRAND EVOLUTION

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## BRAND EVOLUTION

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Name: \_\_\_\_\_

Nickname: \_\_\_\_\_

Background:

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Indicators:

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Goals, Desires, and Aspirations:

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Challenges, Fears, Pain Points, and Frustrations:

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**Demographics:**

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Race: \_\_\_\_\_

Salary: \_\_\_\_\_

Geographics: \_\_\_\_\_

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Product Needs:

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How the Product/Services Helps Me:

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How to Connect:

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Name: \_\_\_\_\_  
Nickname: \_\_\_\_\_

Background:

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Indicators:

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Goals, Desires, and Aspirations:

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Challenges, Fears, Pain Points, and Frustrations:

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Demographics:

Gender: \_\_\_\_\_  
Age: \_\_\_\_\_  
Race: \_\_\_\_\_  
Salary: \_\_\_\_\_  
Geographics: \_\_\_\_\_  
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Product Needs:

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How the Product/Services Helps Me:

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How to Connect:

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Name: \_\_\_\_\_

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Indicators:

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Goals, Desires, and Aspirations:

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Challenges, Fears, Pain Points, and Frustrations:

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**Demographics:**

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Race: \_\_\_\_\_

Salary: \_\_\_\_\_

Geographics: \_\_\_\_\_

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Product Needs:

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How the Product/Services Helps Me:

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How to Connect:

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Name: \_\_\_\_\_  
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Indicators:  
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Goals, Desires, and Aspirations:  
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Challenges, Fears, Pain Points, and Frustrations:  
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**Demographics:**  
Gender: \_\_\_\_\_  
Age: \_\_\_\_\_  
Race: \_\_\_\_\_  
Salary: \_\_\_\_\_  
Geographics: \_\_\_\_\_  
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Product Needs:  
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How the Product/Services Helps Me:  
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How to Connect:  
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## NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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[illegible]

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