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Toronto Public Library

# **TD SUMMER READING CLUB**

The logo for TD Summer Reading Club 2020 is centered on a blue background. It features the text 'TD Summer Reading Club 2020' in a white, rounded, sans-serif font. The text is arranged in four lines: 'TD' on the first line, 'Summer' on the second, 'Reading Club' on the third, and '2020' on the fourth. The background of the entire page is a vibrant blue with a repeating pattern of white line-art illustrations. These illustrations depict various children's activities and characters, including a girl reading, a boy with a pencil, a girl in a wheelchair, a boy with a book, a girl with a pencil, a boy with a book, a girl with a pencil, a boy with a book, a girl with a pencil, a boy with a book, and a girl with a pencil. The illustrations are scattered across the background, creating a busy and engaging visual field.

# TD Summer Reading Club 2020

## THE BRIEF

TD Summer Reading Club (TDSRC) is the nation's largest bilingual summer reading program aimed for kids of all ages. The program inspires kids to read by allowing them to track the books they have read or want to read. To attract them, there are activities within the site they can participate in, such as trivia, battle of the books, silly stories, and more. Additionally, the site celebrates Canadian content by featuring Canadian artists, authors and stories.

**roles:** art direction, ux research & design

**developer:** Rajbir Karan Singh

**illustrator:** Dave Whamond

**comic artist:** Kean Soo

THE PROBLEM

How do you get kids to  
be **excited about reading**  
during their summer break?

THE OPPORTUNITY

Make reading/learning less  
of a chore to kids

# User personas



**Anita**

born in India	8 years old
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tech exposure



library frequency: **twice a week**

goals: **wants to be a veterinarian when she grows up**

pains: **English is her second language and her family does not speak much English**



**Jason**

born in Canada	10 years old
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tech exposure



library frequency: **once every 3 months**

goals: **wants to be an athlete**

pains: **Only class he's into is gym class**



**Barbara**

born in Canada	12 years old
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tech exposure



library frequency: **once a week**

goals: **wants to be a writer for TV shows**

pains: **Her family only has one old computer that they all share. She frequents the library to use the computers to do homework**

# What kids want



“  
I want games.  
Animé games!  
”

10 year old boy

“  
Can I share jokes  
with my friends?  
”

8 year old girl

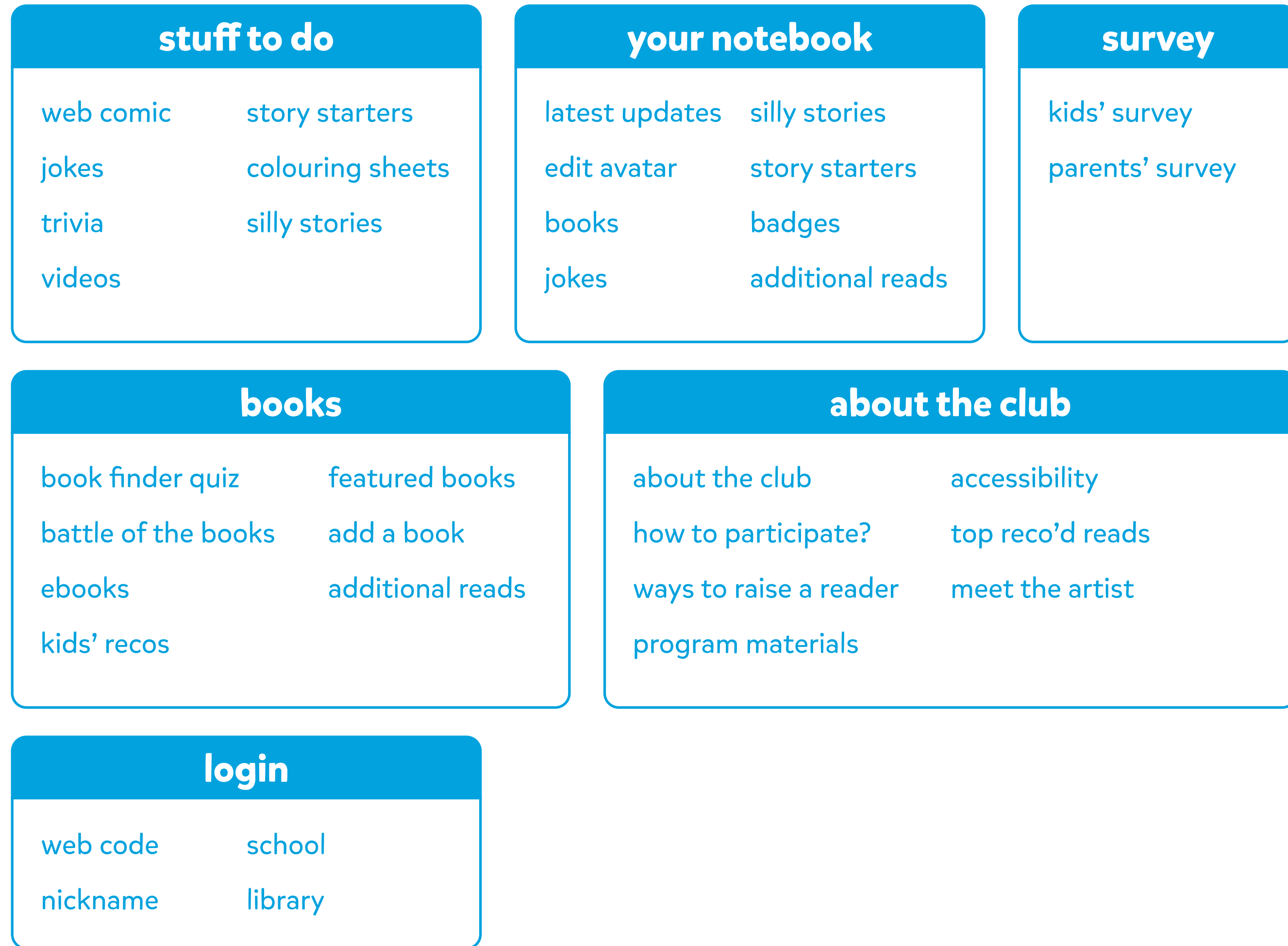
## THE RESEARCH

From speaking with over 50 kids from 15 different library branches within the Toronto area, our findings resulted in kids mainly wanting to be able to play games on the library website. Additionally, there were multiple requests regarding sharing content with friends, with around 30% of kids wanting anything to do with books.

## THE PLAN

The website's main priority was to encourage kids to read. I conducted competitor analysis and strategy refinement to redefine how to include gaming elements in the site without having actual video games made due to budget constraints.

The plan was to **gamify the website to award them with badges** for tracking books, participating in activities and engaging on the site.



### THE PROBLEM

In past activations, the engagement level on the website was low. This insight was from heat maps showing very low clicks on CTAs and links on the nav bar resulting in low engagement on pages.

### THE RESEARCH

With the use of card sorting exercises with approximately 30 kids from 3 library branches, I found that the language being used in the past was the main reason for low engagement.

With the updated language, kids were able to easily identify and bucket items into categories.

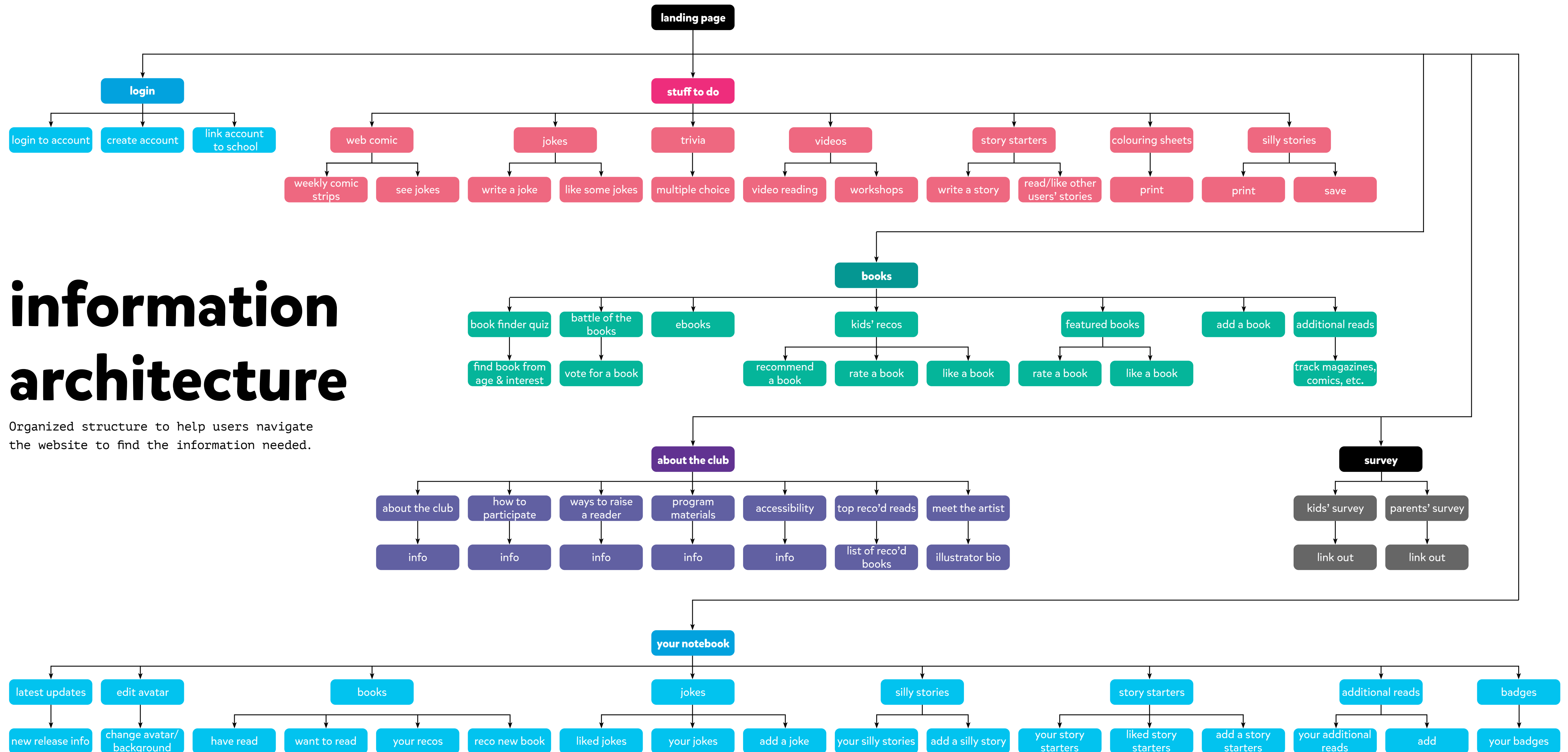
### THE PLAN

Changing the language to be more kid-friendly in tone allows users to navigate the site easily. Additionally, the body copy needed to be rewritten for the same reason.



# information architecture

Organized structure to help users navigate the website to find the information needed.



# Login user flow

## THE PROBLEM

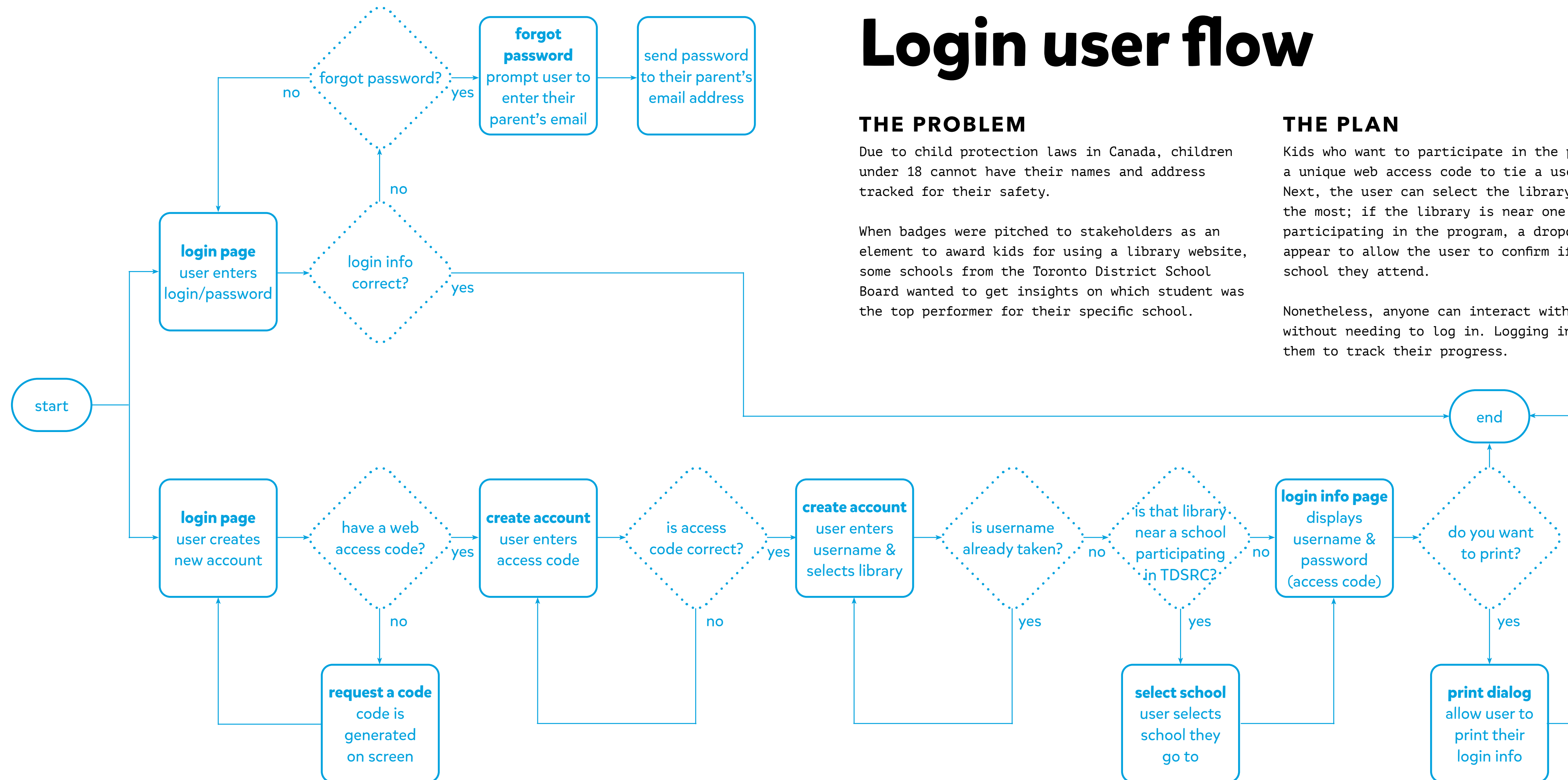
Due to child protection laws in Canada, children under 18 cannot have their names and address tracked for their safety.

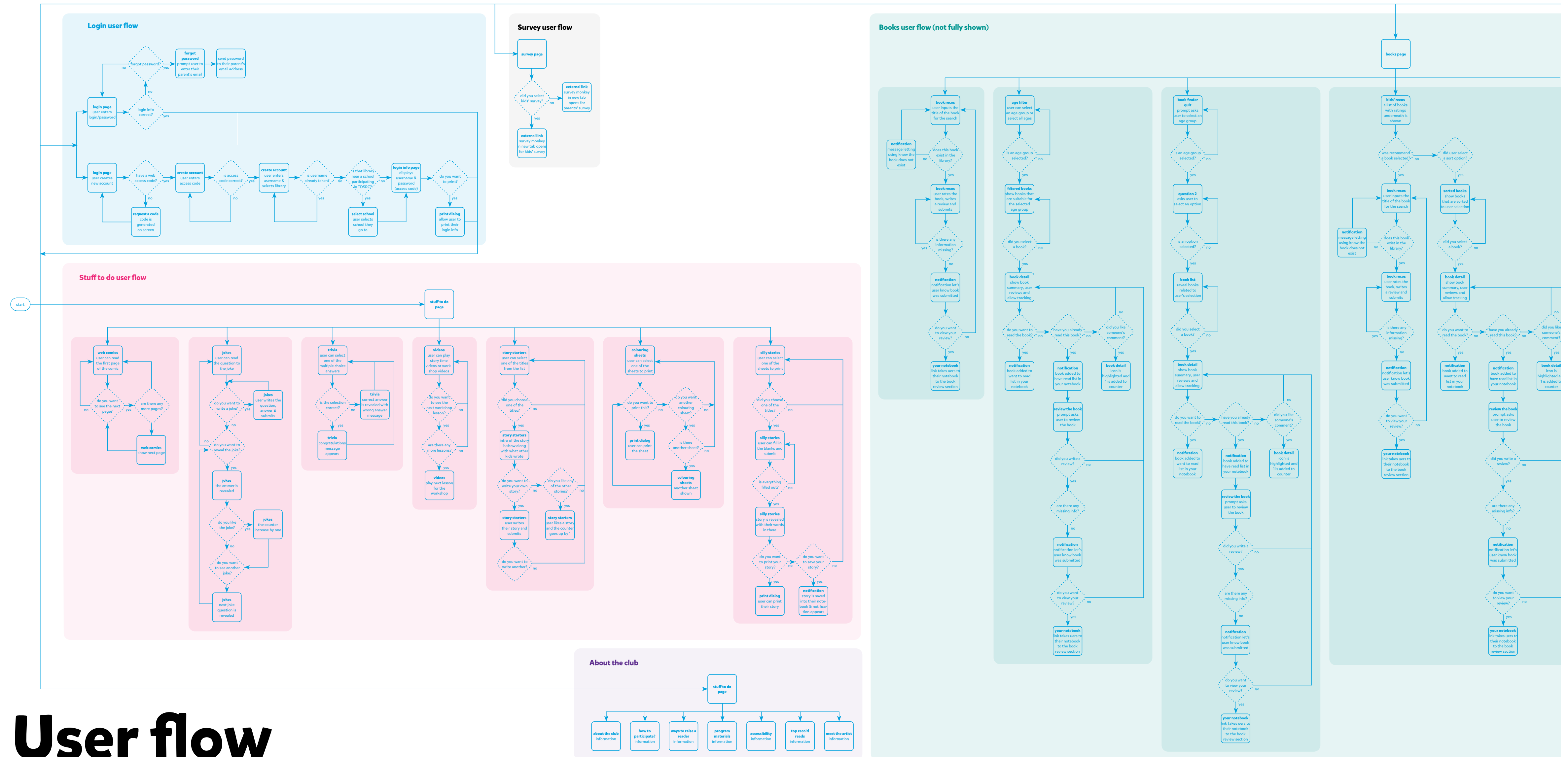
When badges were pitched to stakeholders as an element to award kids for using a library website, some schools from the Toronto District School Board wanted to get insights on which student was the top performer for their specific school.

## THE PLAN

Kids who want to participate in the program need a unique web access code to tie a username to. Next, the user can select the library they go to the most; if the library is near one of the schools participating in the program, a dropdown will appear to allow the user to confirm if that is the school they attend.

Nonetheless, anyone can interact with the site without needing to log in. Logging in will allow them to track their progress.





# User flow



# Meet Anita

8 year old girl from India

Anita loves to learn new things, so she goes to the library twice a week to read books on animals. She wants to be a veterinarian when she grows up, so she studies hard to achieve this despite English being her second language.

## Summary

- Tech Exposure ● ● ● ● ○
- Library visits/wk ● ● ○ ○ ○
- Reading level ● ● ○ ○ ○

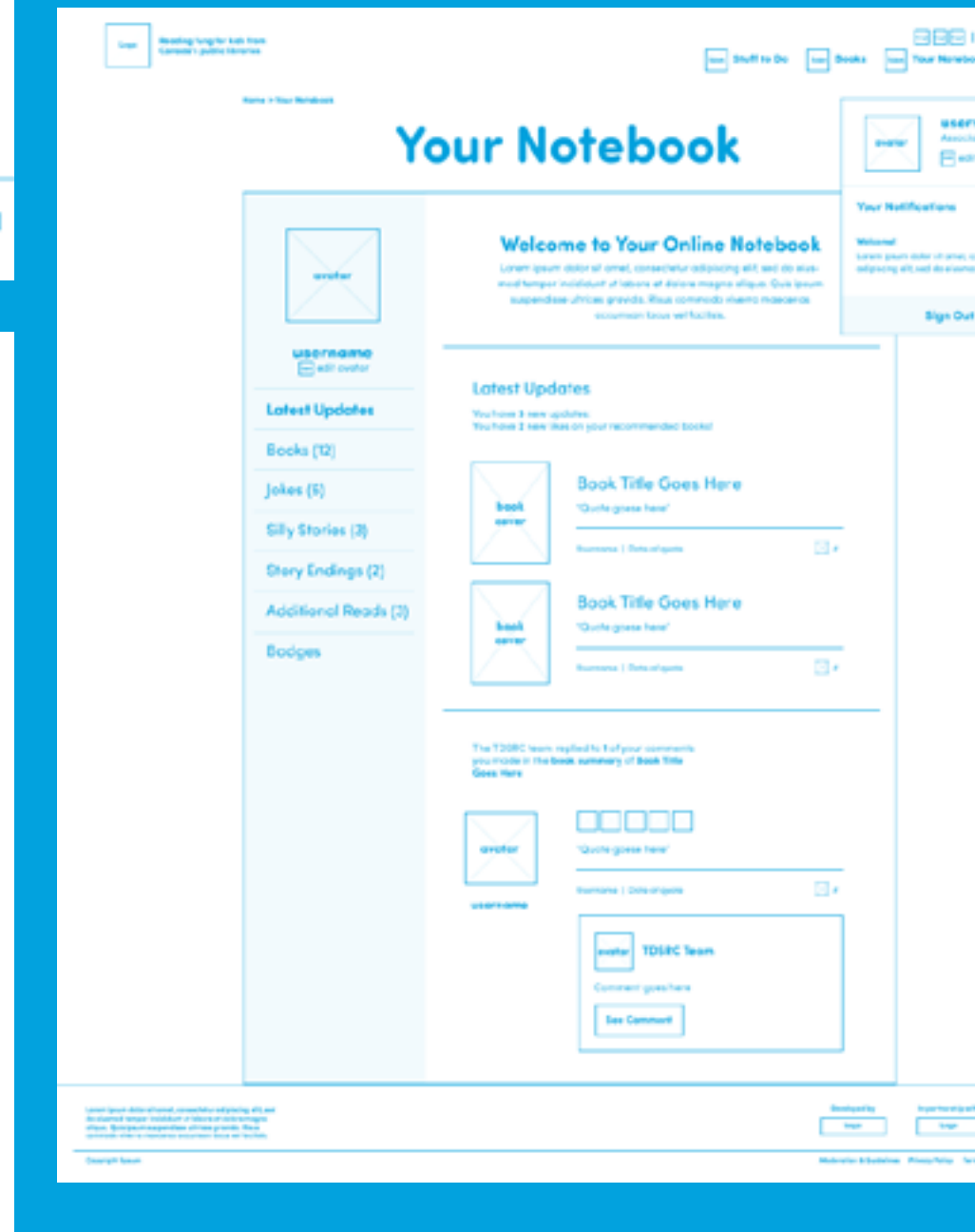
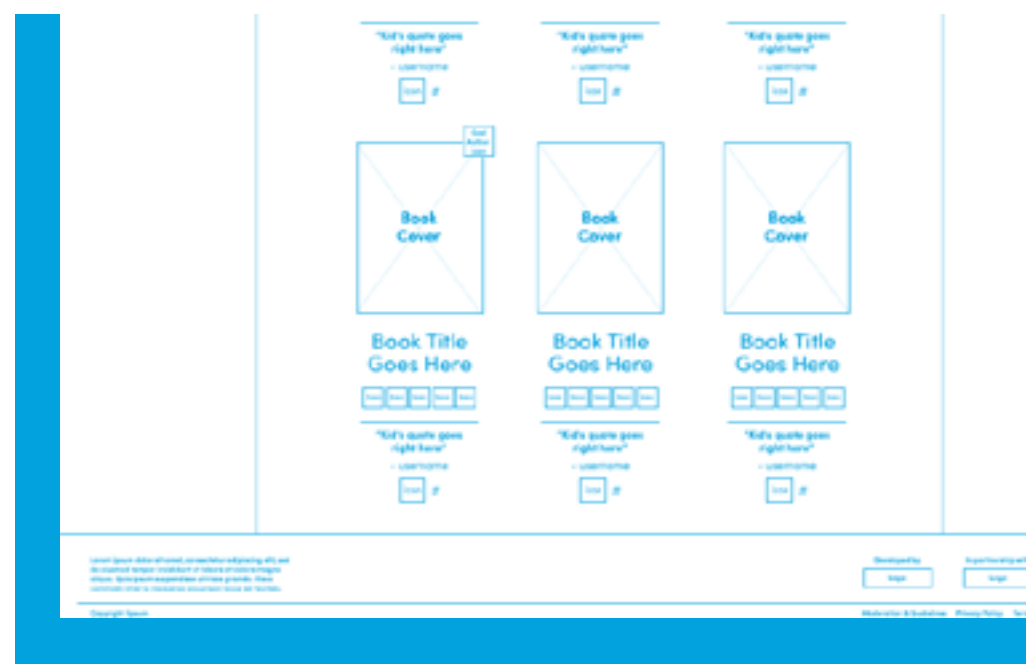
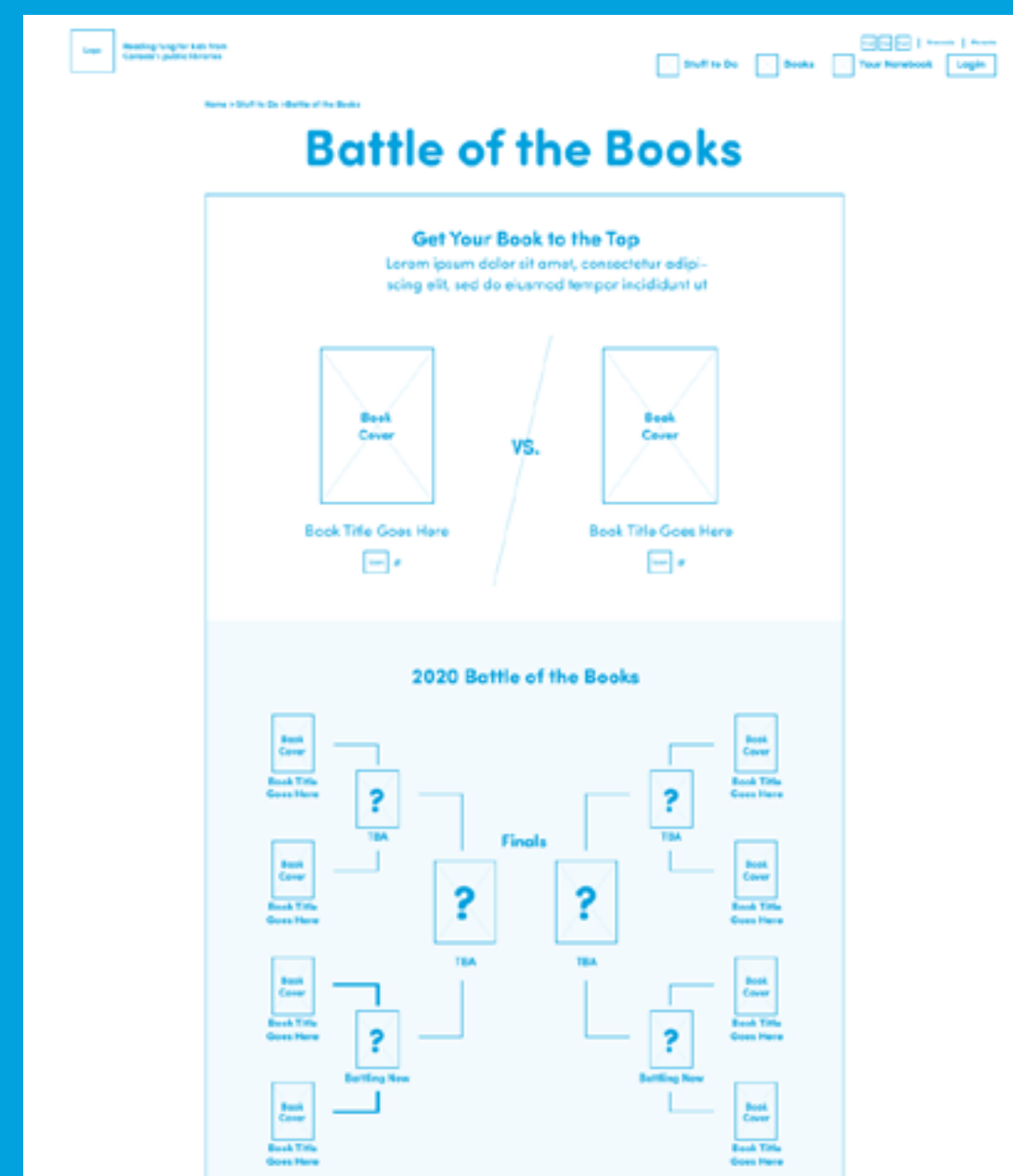
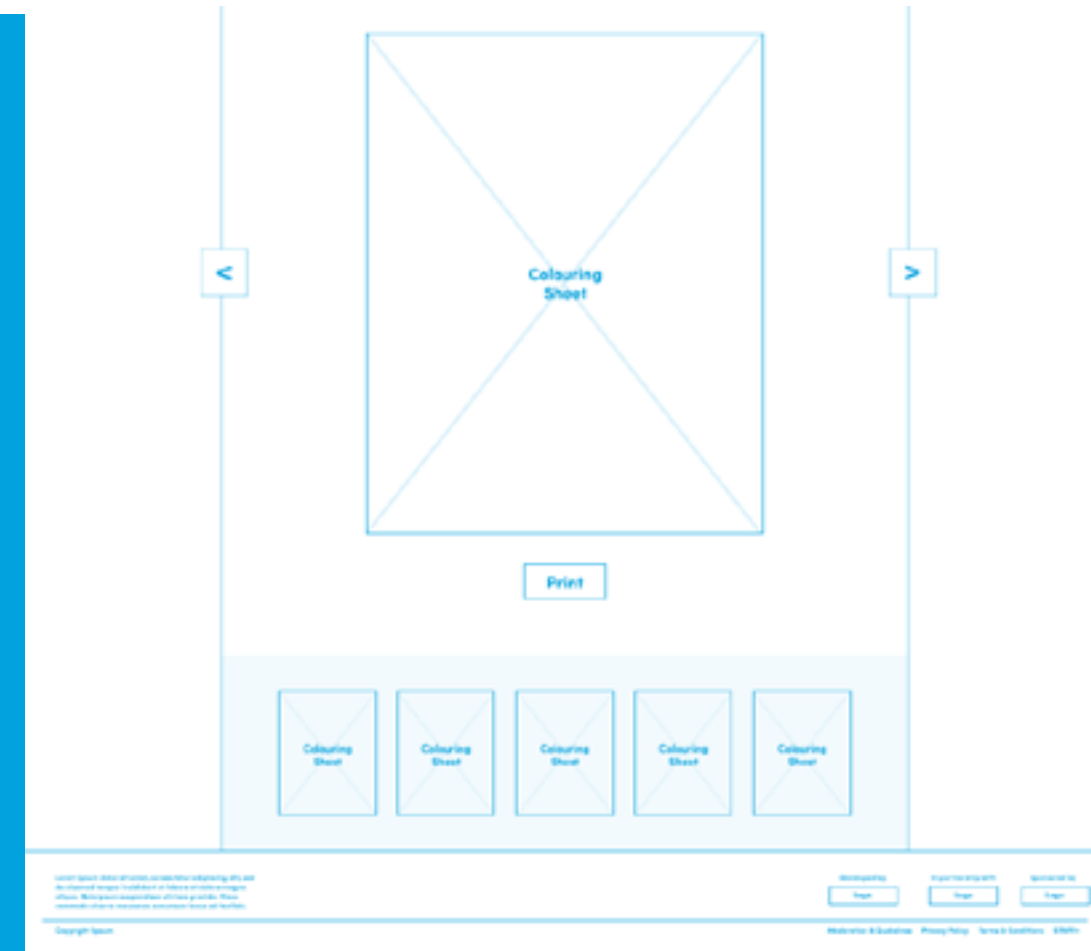
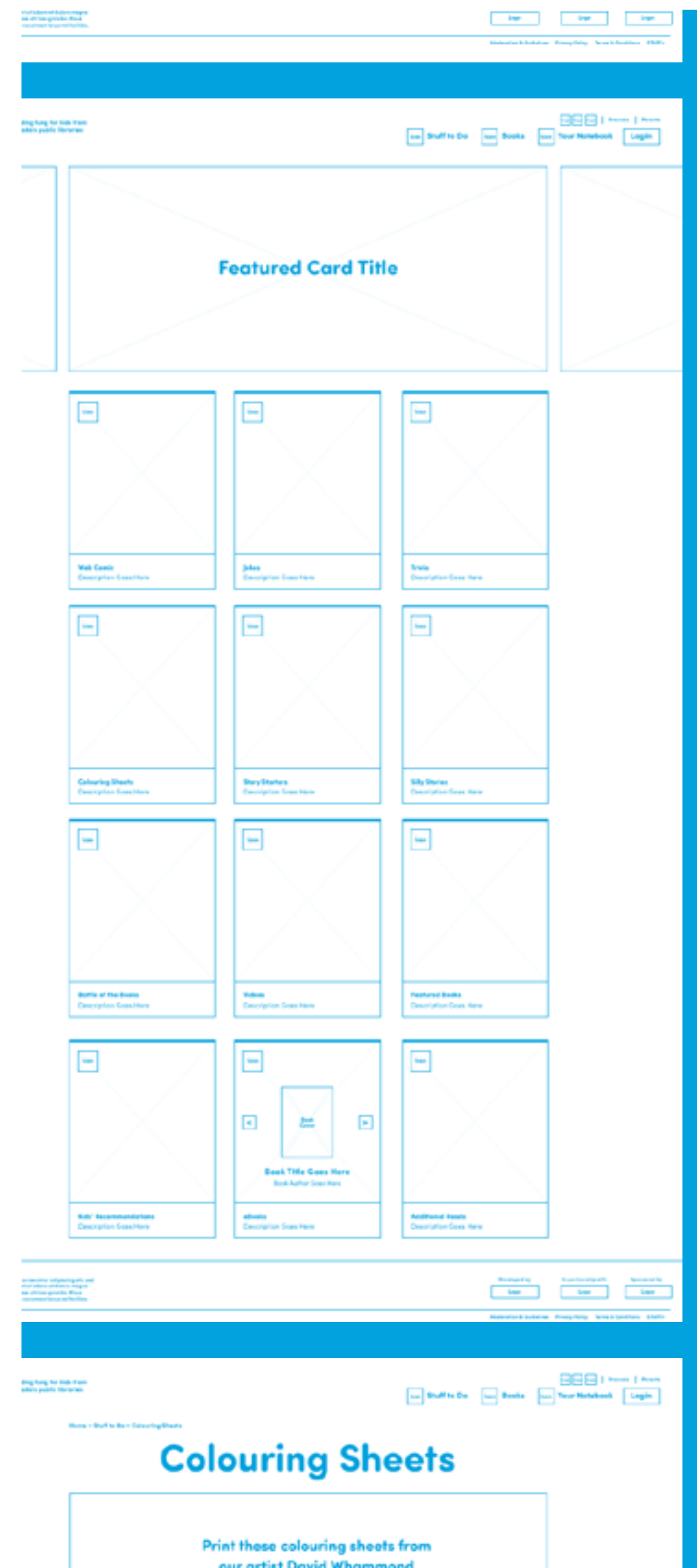
## THE RESEARCH

A user journey flow was created to get a sense of the problems that may arise when the user is trying to complete a task on the site.

## THE JOURNEY

Anita wants to vote for an animal-related book for this week's Battle of the Books. She wants her book to win the entire book battle bracket.

	Login	Search/Discovery			Vote	Tracking			
Doing	<ul style="list-style-type: none"> <li>Clicks into the login button on the top right corner of the screen</li> <li>Enters her username and password</li> <li>Clicks login button</li> </ul>	<ul style="list-style-type: none"> <li>Looks for 'Battle of the Books'</li> <li>Notices 'Books' link near the top and clicks the link</li> <li>Finds a card labelled 'Battle of the Books' and selects the card</li> </ul>			<ul style="list-style-type: none"> <li>Sees her animal book at the top</li> <li>Clicks on the heart icon below her book and notices the counter going up</li> </ul>	<ul style="list-style-type: none"> <li>An alert shows up on her avatar</li> <li>Clicks the alert and a block of text appears mentioning she earned a badge</li> <li>Clicks into "Your notebook" and finds "Badges" on the left panel and clicks into it</li> </ul>			
Thinking	<p>"I think I should login since that's what most websites need me to do."</p>	<p>"Where is 'Battle of the Books'?"</p>	<p>"There's a lot of cards, is there a faster way to find it?"</p>	<p>"Good thing there's a 'Books' link, maybe that will take me there."</p>	<p>"There's the book I'm looking for, it's at the top, how convenient."</p>	<p>"Wow, there's a long way to go for this battle. I wonder what other books are next on the chart?"</p>	<p>"There's a red circle with a '1' on it on my avatar, I wonder what it is?"</p>	<p>"It says something about a badge, let's see what that means."</p>	<p>"There's the badges section in my notebook. Cool, I got a new badge!"</p>
Feeling									
Opportunities	<ul style="list-style-type: none"> <li>Make sure login button is in a familiar place</li> </ul>	<ul style="list-style-type: none"> <li>Make cards easy to identify, so it is not overwhelming to the user</li> <li>Make sure the navigation is easy to find</li> </ul>			<ul style="list-style-type: none"> <li>Place current battle above the fold</li> <li>Indicate where the current battle is on the bracket below</li> </ul>	<ul style="list-style-type: none"> <li>Improve visibility on alerts/notifications</li> <li>Use a tab system allowing user to navigate to sections with ease</li> </ul>			



## THE WIRES

Desktop wires were made before mobile because stats revealed most kids used desktop to view the previous summer program.

A total of 67 wireframes showing all the states and a prototype were made for user testing purposes.

## THE USER TESTING

The first test was conducted using a paper prototype for quick user feedback. Afterwards, wireframes were made and converted into a working prototype for 30+ kids to test.



## Mikado

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**  
**Kk Ll Mm Nn Oo Pp Qq Rr Ss**  
**Tt Uu Vv Ww Xx Yy Zz**

## THE BRAND

TD Summer Reading Club uses 4 colours but there was no documentation as to the primary colour. The logo has the colours equally weighted. Blue was used as the main background colour as it is more calming and it played well with the other contrasting colours.

The brand's typeface was Mikado, a bold font that had playful elements.

Other than those two elements, there was no guidelines and documentation to be found.



## THE RESEARCH

From competitor research, kids' sites tend to use larger font sizes, bolder colours and focus on the use of imagery. As kids have a lower attention span, they gravitate towards visuals over large bodies of text.

## THE PLAN

Once the results from user testing showed that kids were able to navigate the website by completing certain tasks with ease, high-fidelity screens were made.

From over 20 illustrators applying to have their illustrations featured on the website, I collaborated with stakeholders and guided them in choosing the right candidate using a skills matrix. In the end, Dave Whammond was our main illustrator and Kean Soo was the illustrator chosen for the webcomics section.

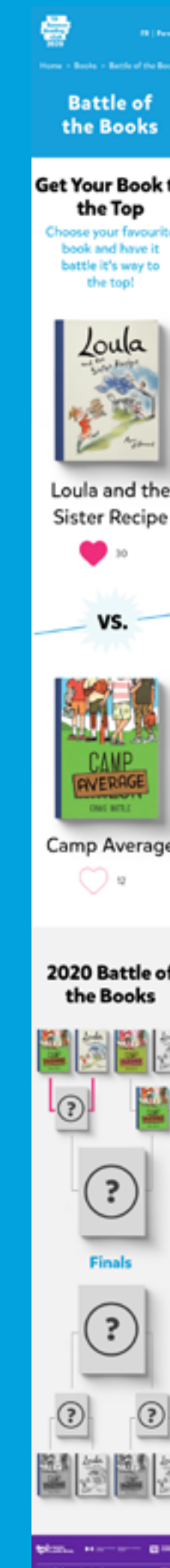
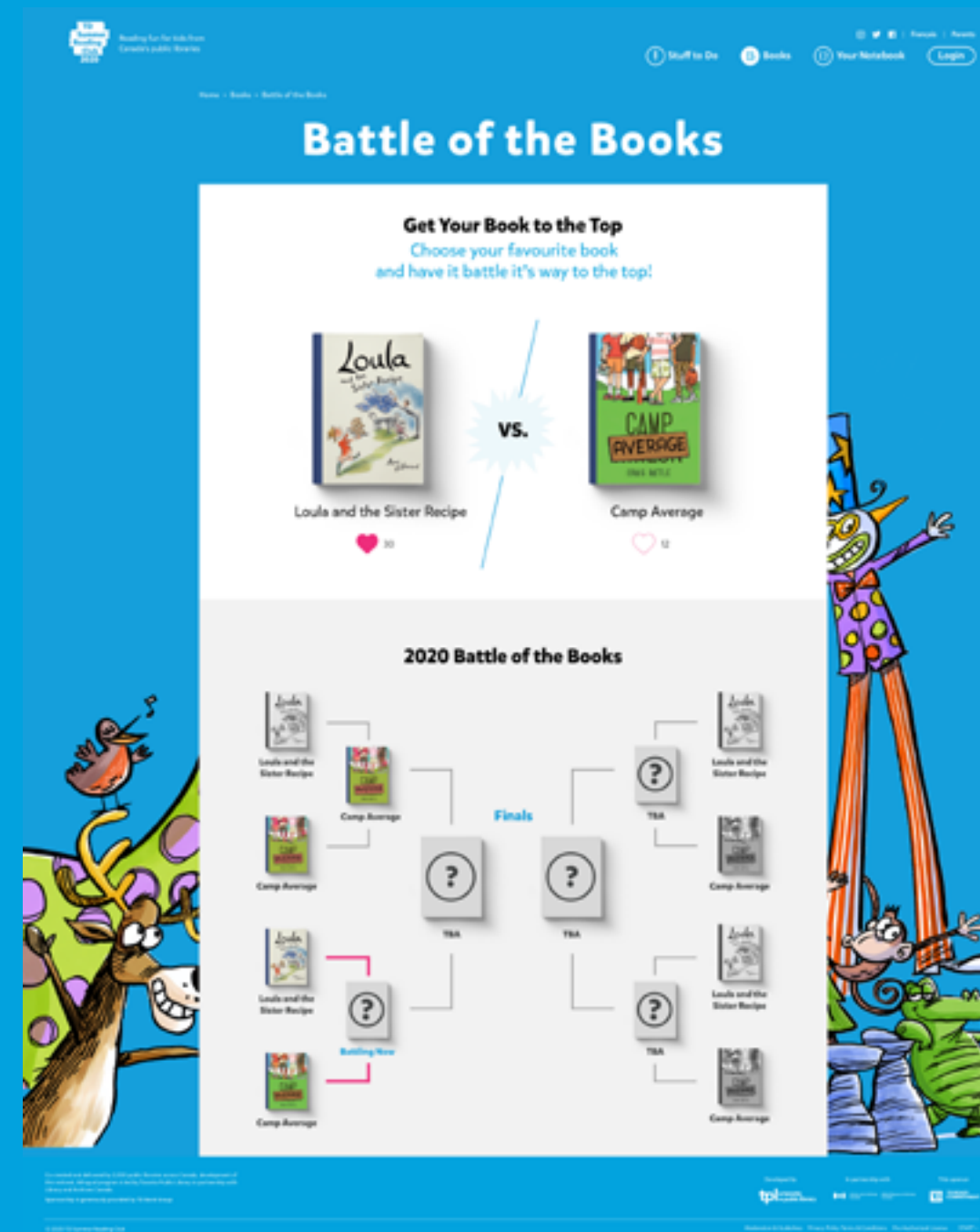
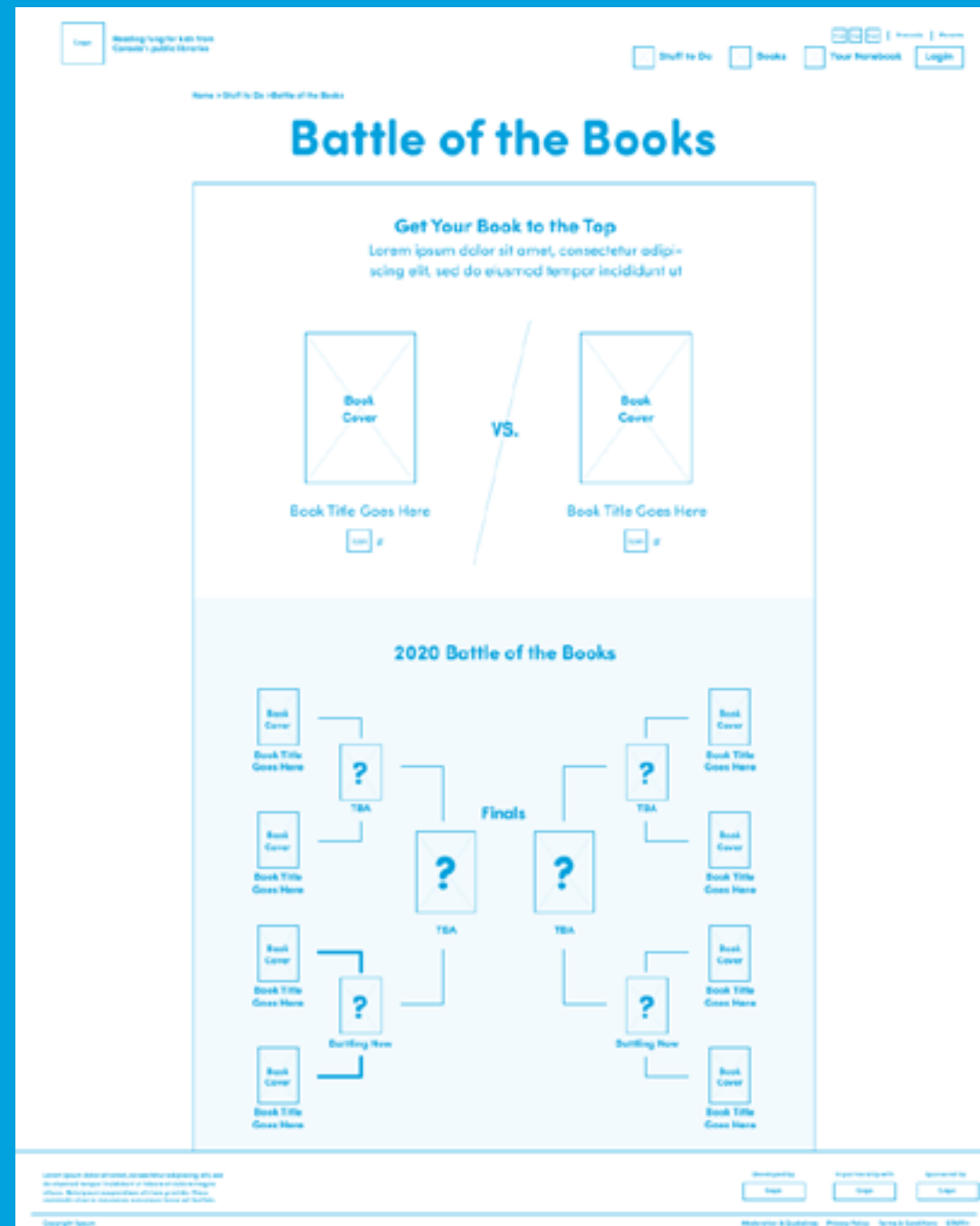
I directed Dave Whammond and briefed him on the style of illustrations that appeal to kids and the type of imagery that was needed.





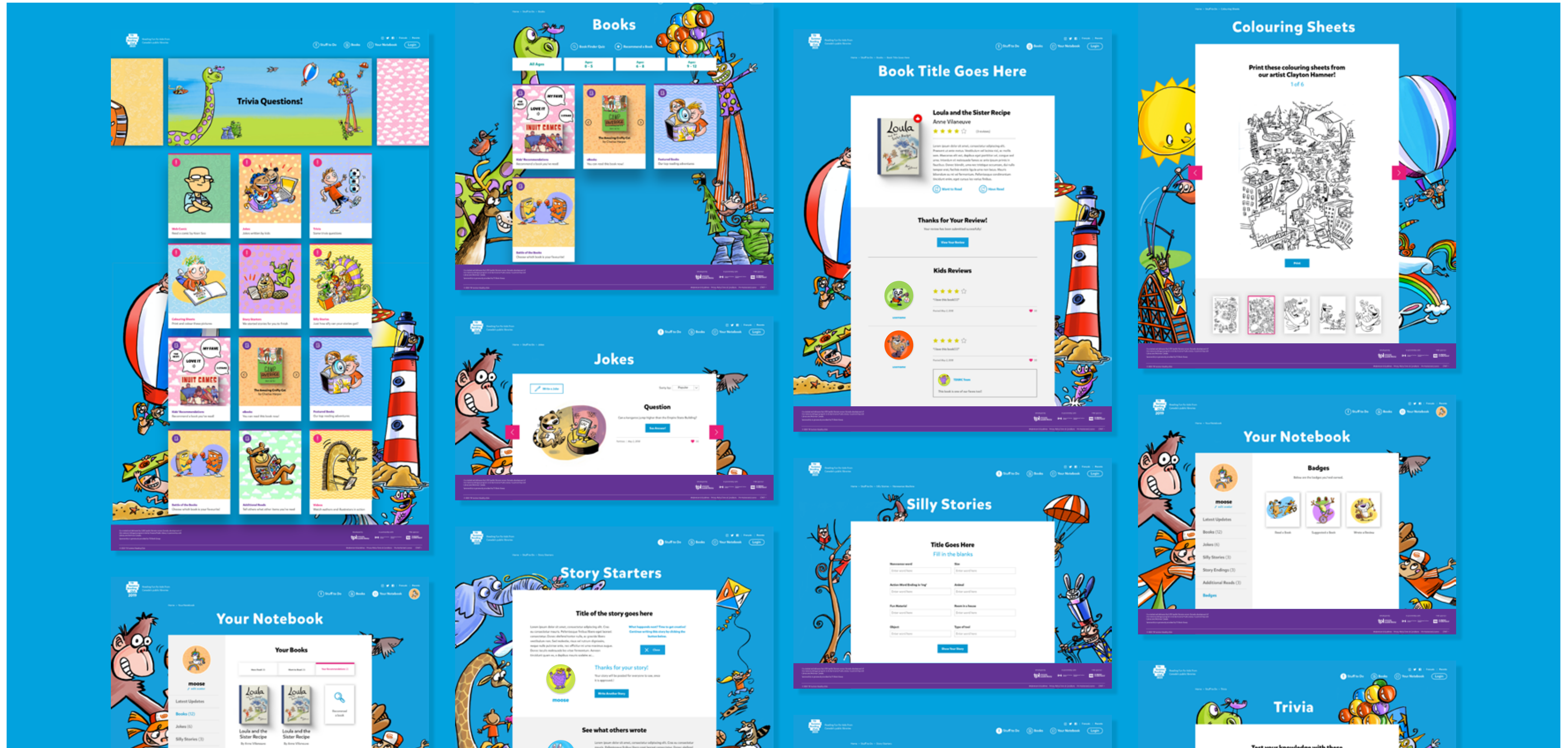
## THE MOBILE SCREENS

The desktop wireframes were resized to fit mobile screens. From there, high-fidelity screens were designed and tested, ensuring it was AODA/WCAG compliant. Accessibility was our top priority as this website is for the general public.



## THE Q&A + LAUNCH

Vigorous testing was conducted by both myself and the developer to ensure the website worked on both Apple and Android devices, along with desktop and tablet screensizes. Testing was also made to check consistency across different browsers including Chrome, Firefox, Safari, Internet Explore and Edge.



### THE IMPACT

There was a **150% increase** in engagement within the first month due to the kid-friendly language & the badge system

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Clearco

# **INTERNATIONAL WOMEN'S DAY**



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## THE BRIEF

For International Women's Day, a lander was made to promote breaking the bias (#BreakTheBias). To celebrate the occasion, Clearco put women in the spotlight to let them be seen. The lander feature videos of women founders that Clearco funds, speaking about their personal experiences and struggles of the inception of their startup.

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## roles:

art direction, ux research & design

## design director:

Jeremy Bailey

## developer:

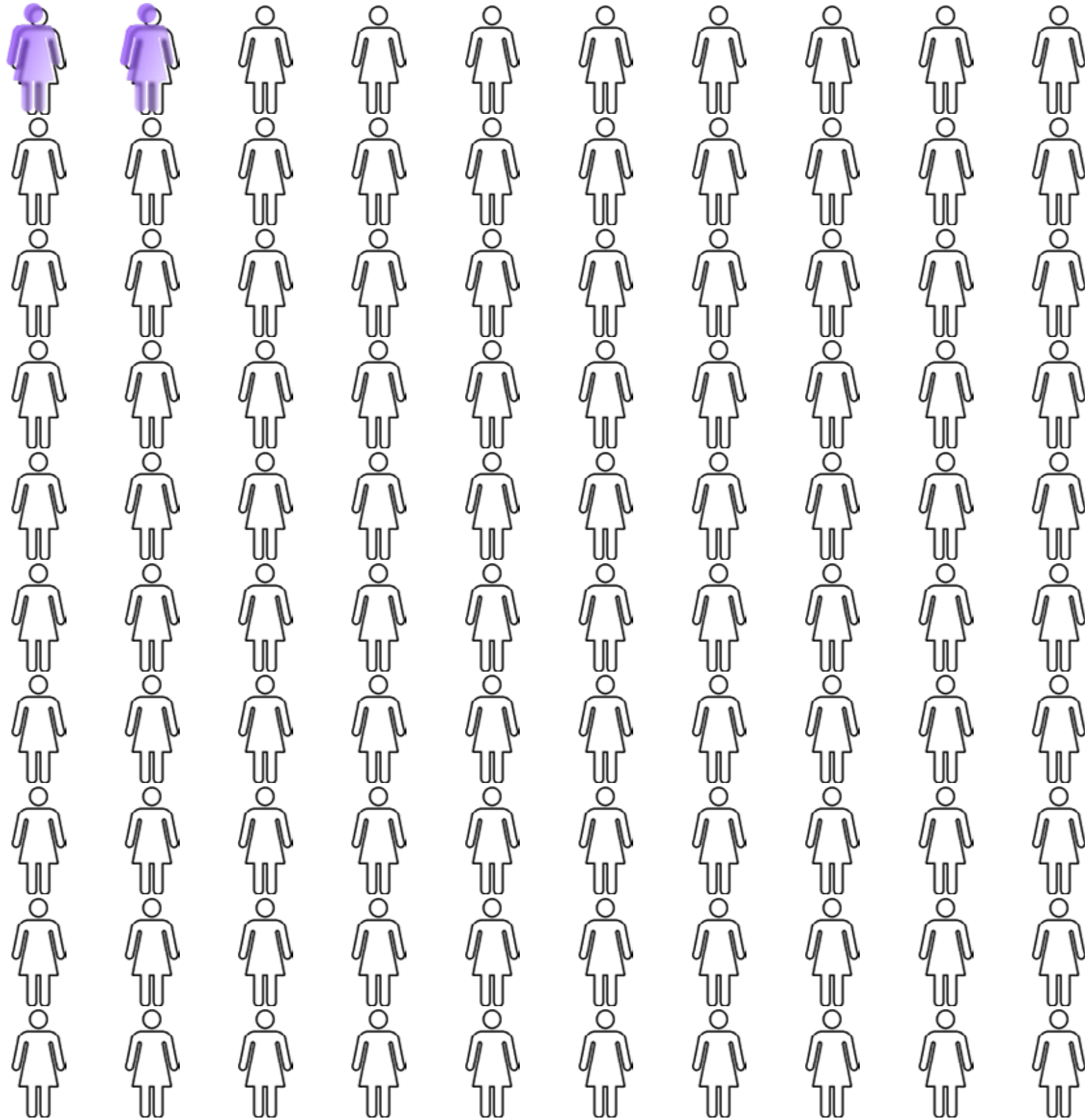
Mariusz Dabrowski

## videographers/editors:

Anthony Rojo Samargo, Adam Freeman

## art director (video):

Saksham Sharma



STAT

Only 2% of VC  
Funding went to  
women in 2021

THE PROBLEM

How do you show Clearco made  
an **impact** on women founders



THE OPPORTUNITY

Bring women  
**founders into  
the spotlight**  
&  
Show Clearco's  
bias-free  
funding mentality





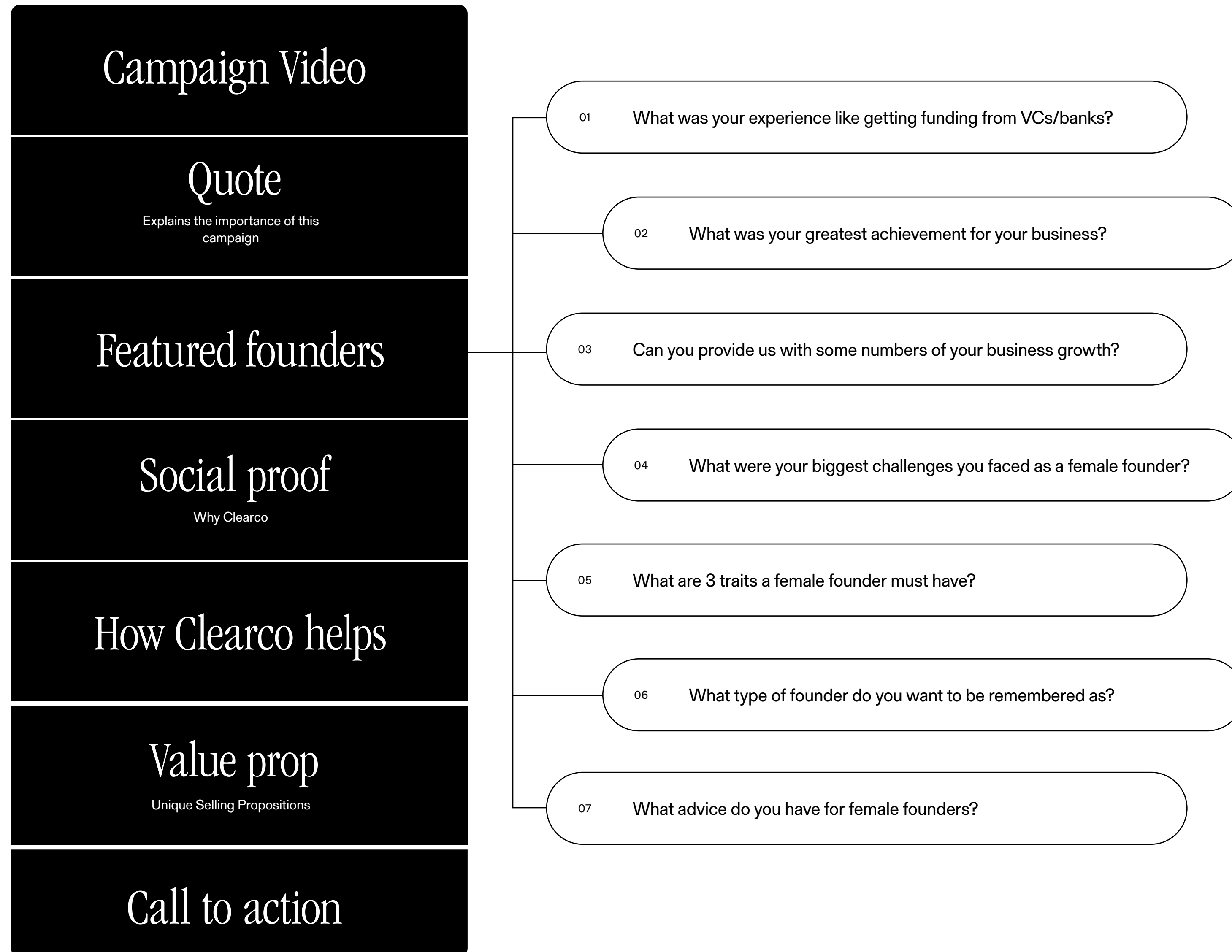
## THE RESEARCH

With the help of the marketing team, we gathered information on the businesses that were owned by women that had high year over year growth in their business that Clearco funds.

## THE PLAN

Shoot original **content of the women talking about how they got to where they are now**, including the struggles and pain points they had with VCs and what they learnt from those experiences.

I collaborated with Saksham (AD) and Anthony (Videographer/Editor) in location scouting and the overall look and feel of the videos. Saksham and I put together mood boards to guide Rojo in lighting and tone for the shoot. Saksham went to New York City with Anthony and Adam to shoot the videos that were needed for the site and social content.



Campaign Video

Quote

Explains the importance of this campaign

Featured founders

Social proof

Why Clearco

How Clearco helps

Value prop

Unique Selling Propositions

Call to action

### THE CONTENT

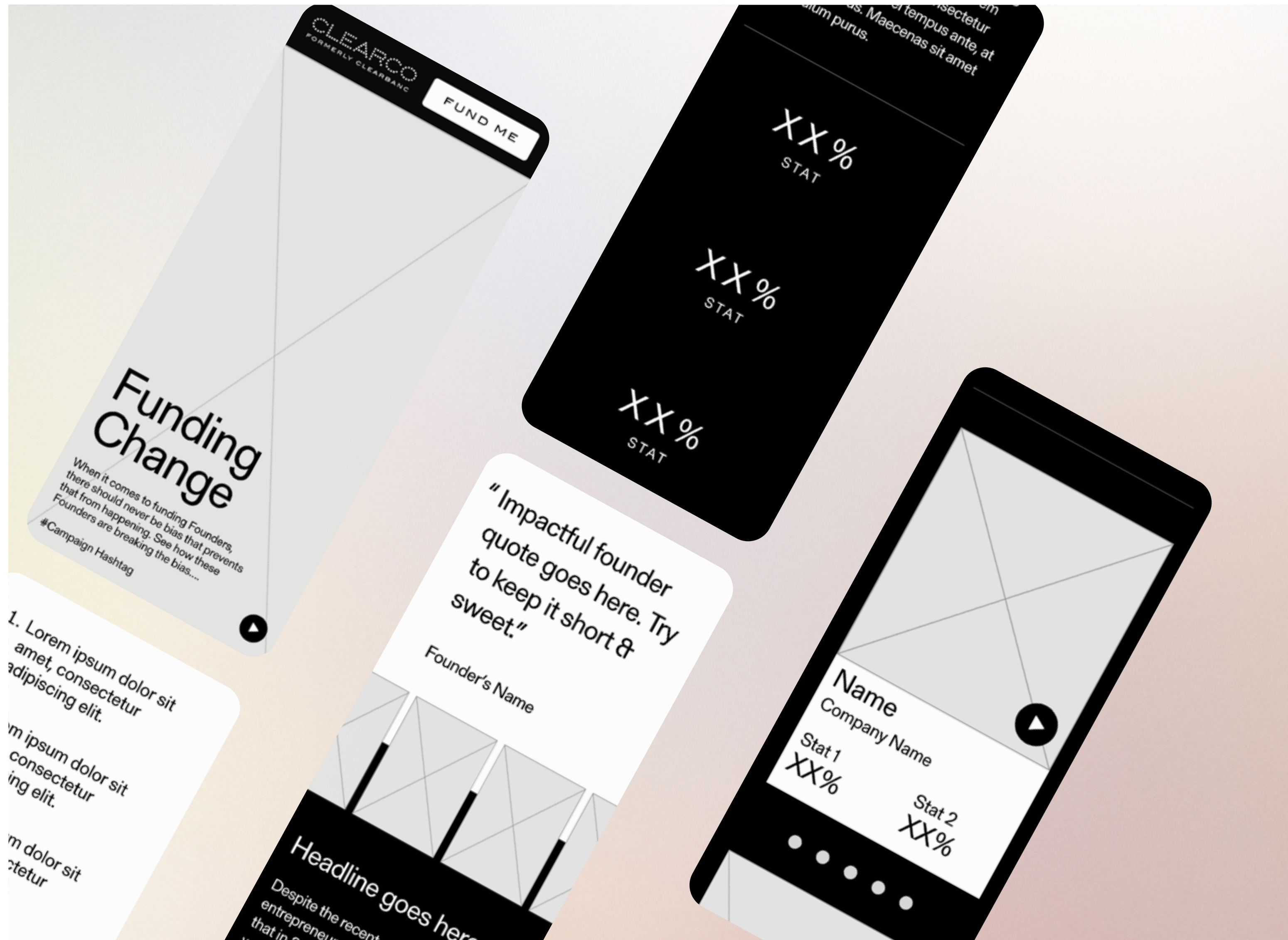
I collaborated with the marketing team on the content flow for better storytelling of what Clearco does and how they helped founders achieve their business goals.

We made sure each founder addressed 7 questions that gave an insight into their struggles and their achievements with funding from Clearco.

### THE PLAN

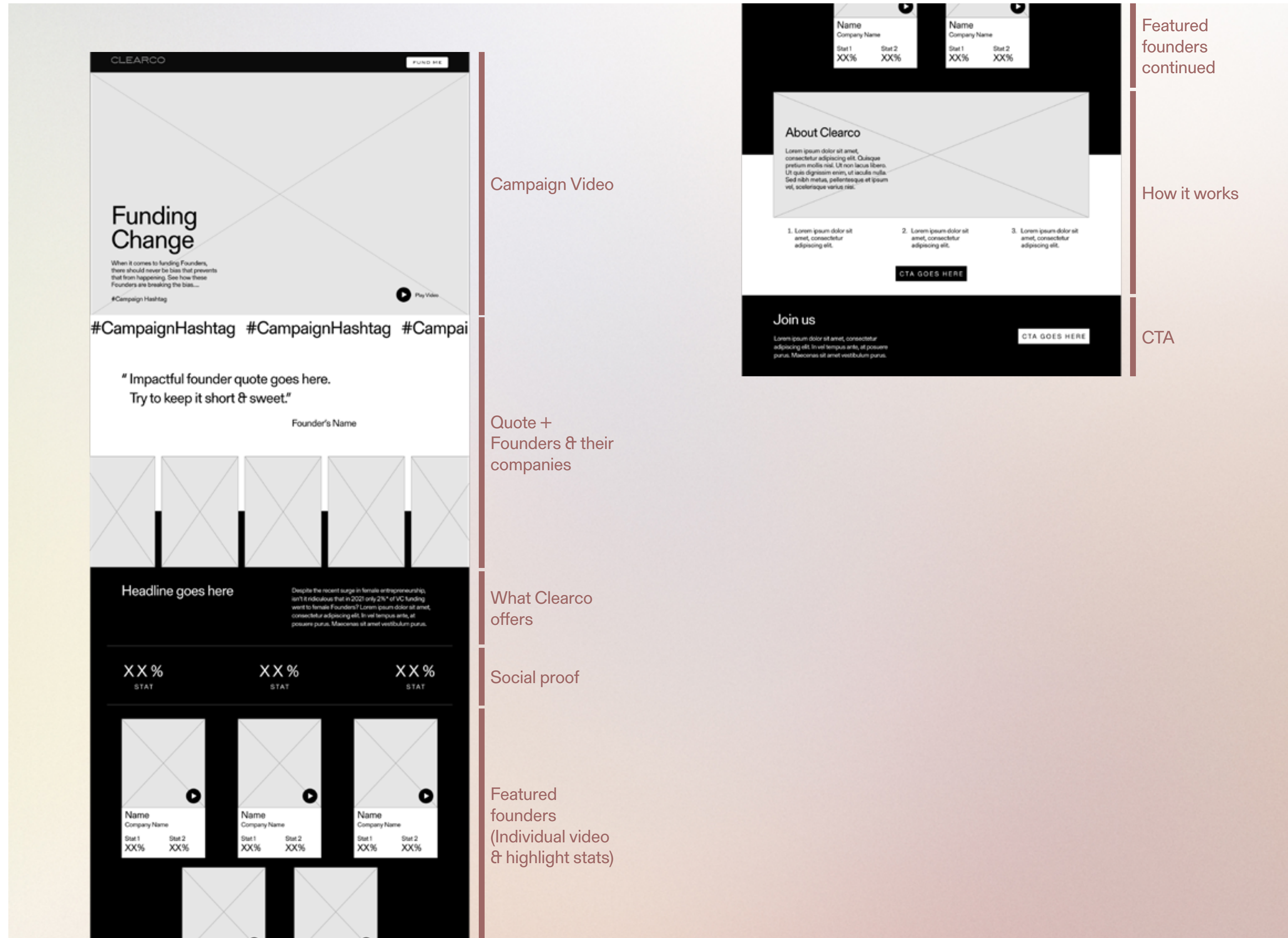
The strategists believe this campaign is to be used as an educational piece, rather than a hard-selling piece as it is to **celebrate the women that Clearco funds**. The push is to provide as much social proof as possible and to utilize the campaign video to make it relatable.

The call to action (CTA) brings the user back to the original site to learn more about the company and its values.




## THE WIRES

From insights, we found that most people use their phones when browsing past campaign landers. Hence, I took a mobile-first approach when designing the landing page.



### THE DESKTOP WIRE & CONTENT

Here is the desktop wireframe with content flow information beside it to get a better idea of storytelling within the landing page.




#BreakTheBias

**Silje Lübbe**

Founder of Nova Octo

E-comm Growth	Dollars Deployed
<b>1,445%</b>	<b>\$86K</b>

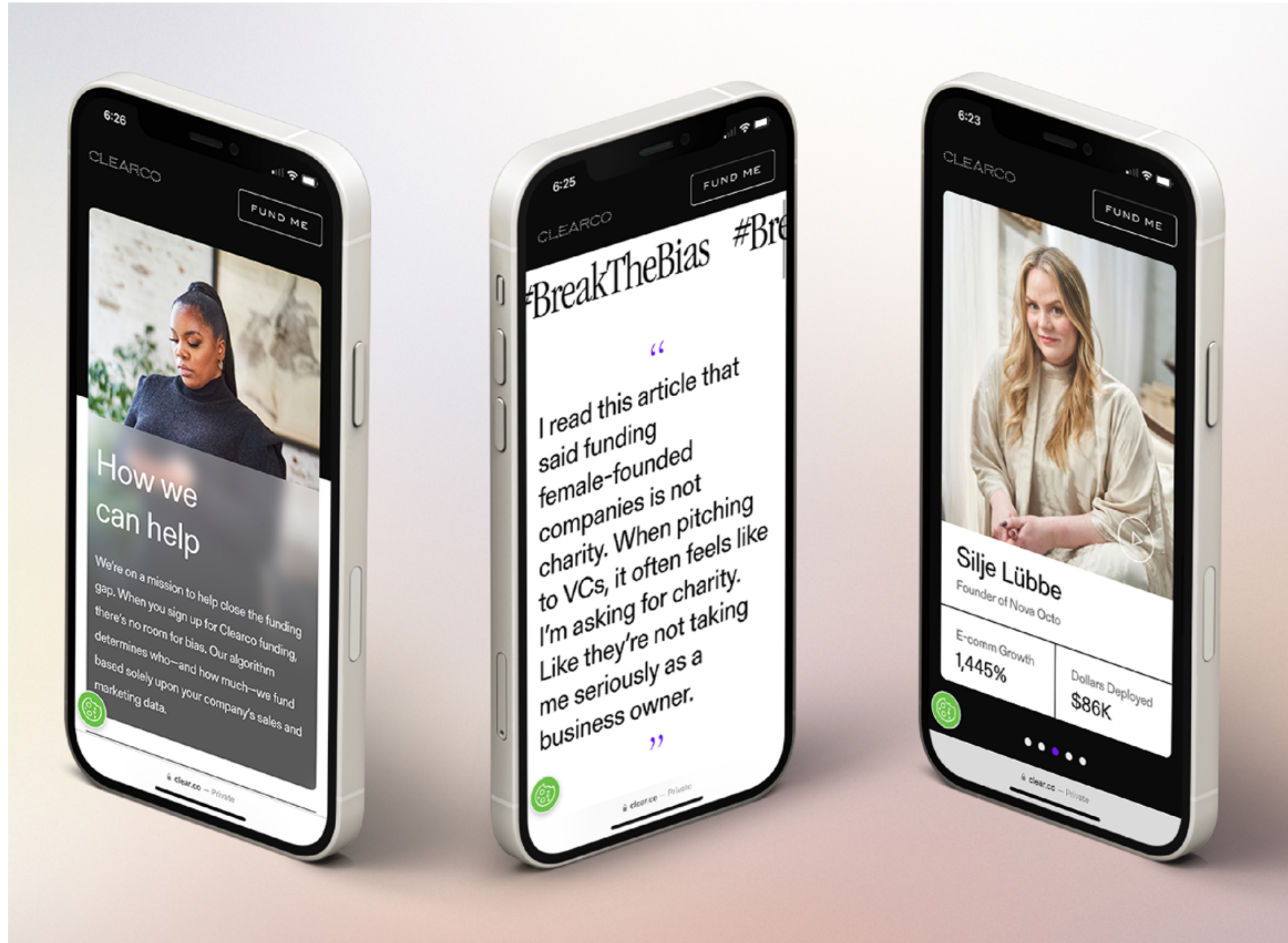


### THE TONE

During this campaign, I was in the middle of leading the brand update initiative. I pitched to stakeholders about using some updated branding elements to **test if our hypothesis statements** were correct.

The brand update allowed for the use of secondary colours, making CTAs stand out more and highlighting important stats within the lander. Along with playing with the idea of glass morphism tying it to the transparency of Clearco's values.

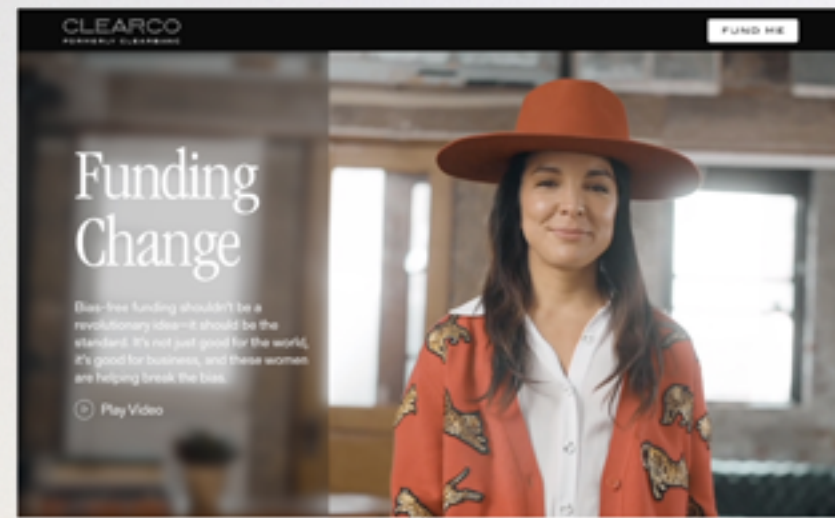
From our location scouting, we wanted the overall mood of the lander to be light and airy, so it feels more aspirational and motivating.



## THE HIGH FIDELITY MOCKUPS

Here is the desktop wireframe with content flow information beside it to get a better idea of storytelling within the landing page.

[SEE IT LIVE](#)



#BreakTheBias #BreakTheBias #BreakTheBias

“ I read this article that said funding female-founded companies is not charity. When pitching to VCs, it often feels like I'm asking for charity. Like they're not taking me seriously as a business owner. ”

— Annette Azan  
Founder of Nuudii System



#BreakTheBias Only 2%\* of VC funding last year went to female Founders. But what happens when you remove the bias from funding? In our case, 50% of our portfolio of Founders are women. It's one step in the right direction, but there's still lots of work to be done.

WE FUND	OF OUR PORTFOLIO	OUR FEMALE FOUNDERS GREW THEIR BUSINESSES BY
25x	50%	178%
MORE WOMEN FUNDED THAN TRADITIONAL VC	OF THE FOUNDERS ARE WOMEN	ON AVERAGE OVER THE PAST 2 YEARS

Meet the women breaking the bias

“ The 3 traits every entrepreneur needs to be successful are resilience, dedication and optimism ”



<b>Miki Agrawal</b> Founder of Tula	<b>Annette Azan</b> Founder of Nuudii System
1,647% \$1.5M	326% \$520K

dedication and optimism

<b>Miki Agrawal</b> Founder of Tula	<b>Annette Azan</b> Founder of Nuudii System
1,647% \$1.5M	326% \$520K

<b>Silje Lübbe</b> Founder of Nissa Octo	<b>Crystal Etienne</b> Founder of Play Love	<b>Hannah Habes</b> Founder of Habbah
1,445% \$86K	7,394% \$6.9M	93% \$68K

How we can help

01 Keep 100% of your business

02 Get funded in as little as 48 hours

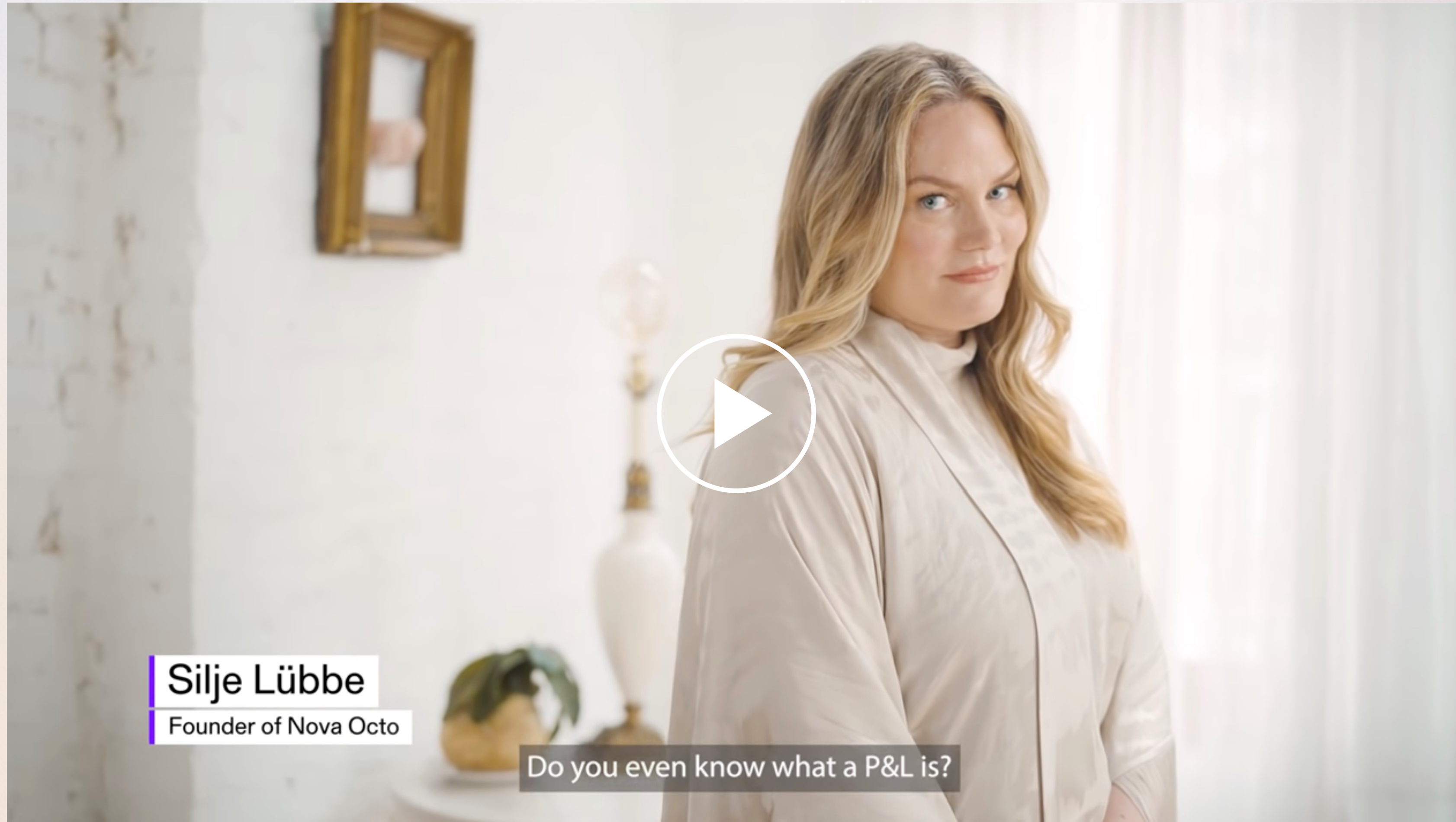
03 Receive \$10K-20M, equity-free

Join the 5,500+ founders in the Clearco portfolio

You've worked hard to build your business, you should own 100% of it.







**Silje Lübbe**  
Founder of Nova Octo

Do you even know what a P&L is?

### THE IMPACT

Clearco's International Women's Day  
lander was the most successful to date,  
garnering **34K+ views** and a **6% increase**  
in click-through rate on CTAs

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Toronto Public Library

# TTC: READS MOBILE APP



## THE BRIEF

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In partnership with the Toronto Transit Commission (TTC), an app that turns a mundane commute to work more interesting was made. The TTC Reads mobile app grants commuters to discover the library's most popular books in different genres and allows users to read the first few chapters of it. If the user wants to read the full book, it pushes them to download the Libby app to borrow the ebook.

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**roles:** art direction, ux research & design

**developer:** Kyle Bachan

### THE PROBLEM

Library users are not familiar with Libby, an app that allows users to borrow ebooks, audiobooks and more from the library

## THE OPPORTUNITY

As most Torontonians rely on the TTC, it gives them an opportunity to read a few chapters of a book while they commute to their destination



## Matt May

Age: **32**

Education: **BA in Music Production**

Occupation: **Music Producer**

I produce beats for new rappers making it to the music scene. I'm busy, and my job does not have set hours, it's not your usual 9-5. I take the TTC to and from the studio, since I live right on the subway line.

### Goals

- Wants to produce a hit song, bringing his artists to the top of the charts
- Aspires to be the next Dre
- Do something useful during the commute to the studio

### Frustrations

- Doesn't have enough time
- Stress from constantly coming up with new beats
- Crowded subway gives him anxiety

### Values

- Efficiency
- Quiet time

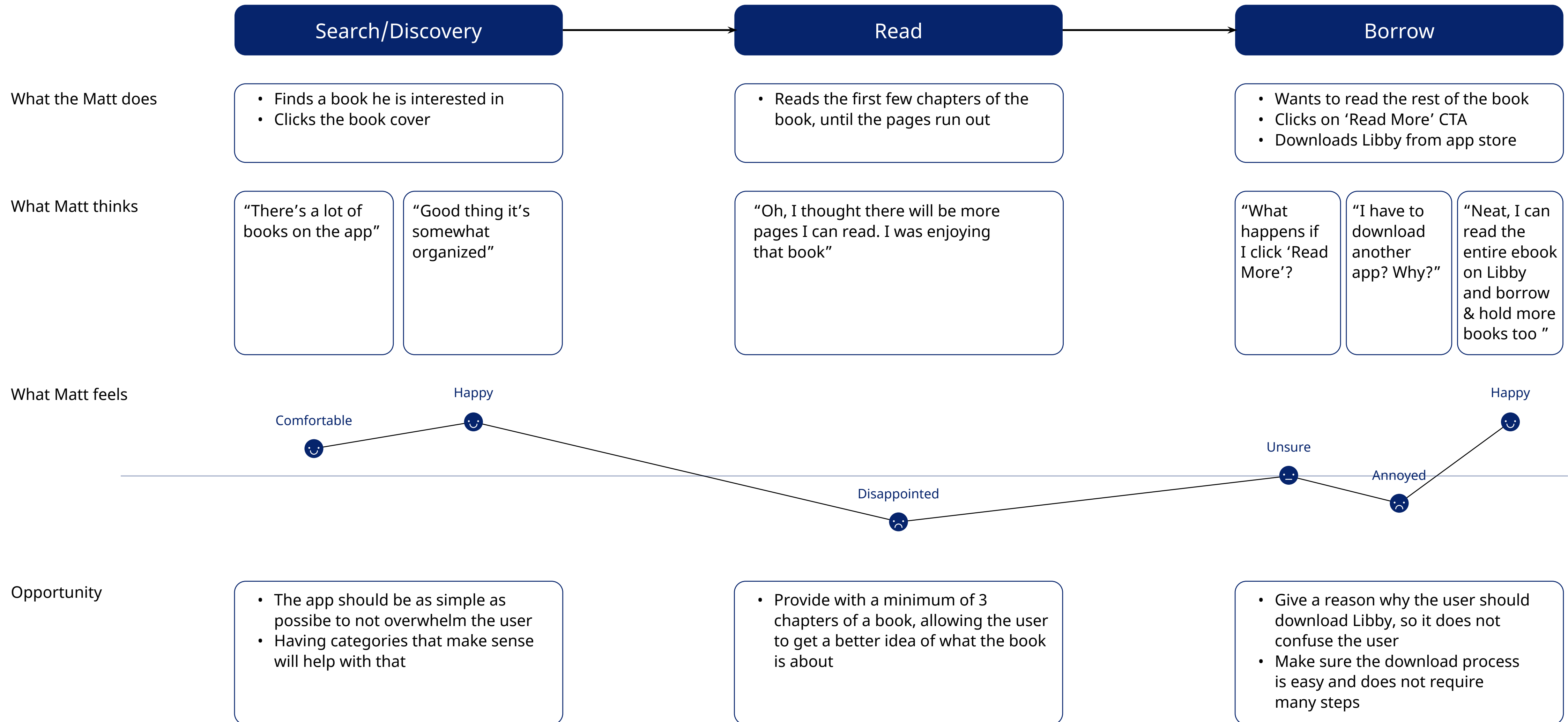
### Motivations

- Freebies
- Being able to focus

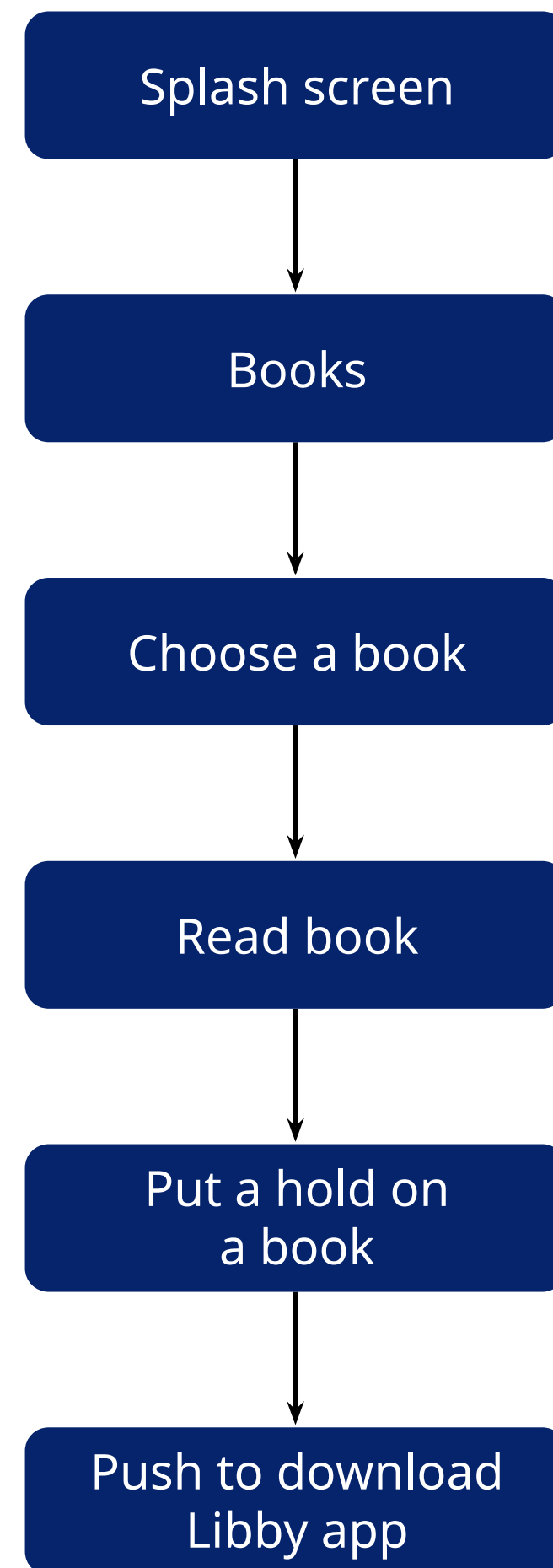
### THE RESEARCH

There were 3 personas, and Matt May was one of them. Since the library and public transportation serve the general public, there were unlimited possibilities for personas.

## THE USER JOURNEY







## THE PROBLEM

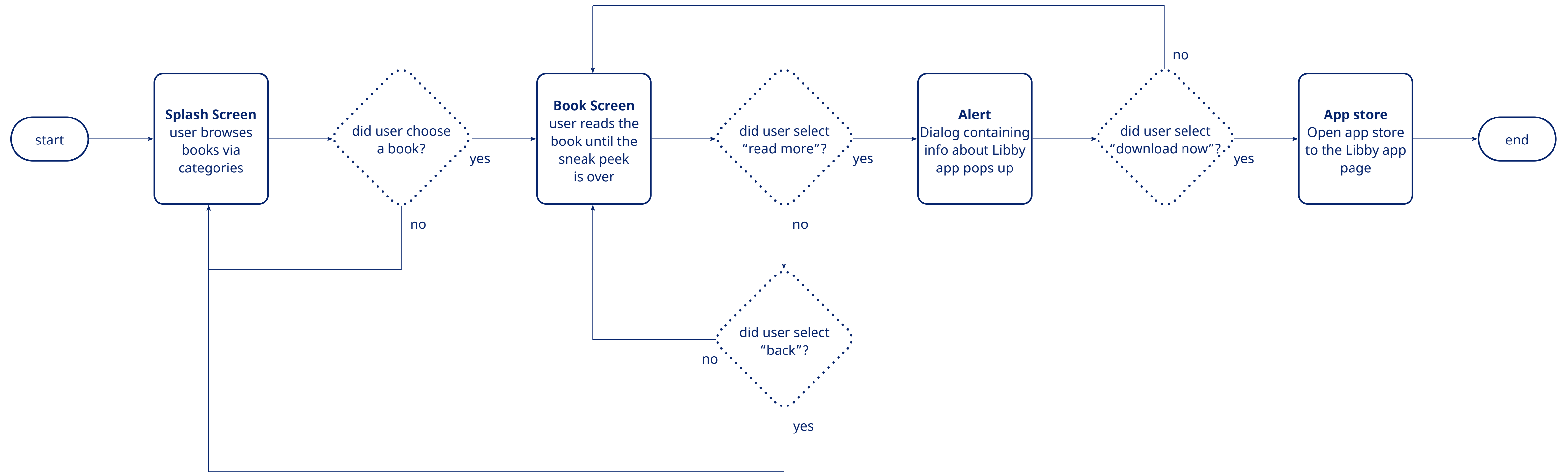
The point of partnering with the TTC is to utilize the TTC's wifi and have the app start once the user connects to their network. The TTC's wifi is not very fast, limiting the number of books that people can read on the app. Also, limiting the functionality of the app itself.

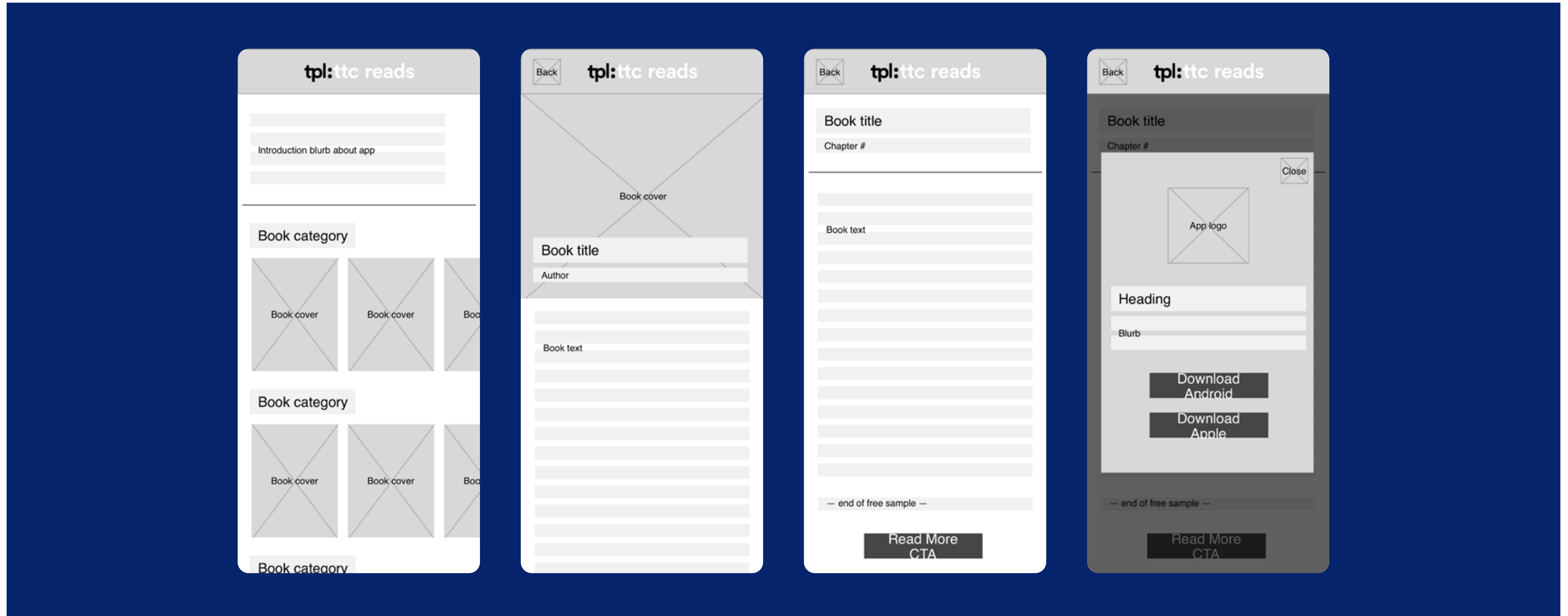
## THE PLAN

The structure of the app is straight forward, since it has only 2 functions: let the user read a few chapters of a book and push the user to download the Libby app to borrow the book or physically go to the library to borrow the book.

The simple linear approach makes the app very easy to use and will not need much data to run smoothly.

## THE USER FLOW



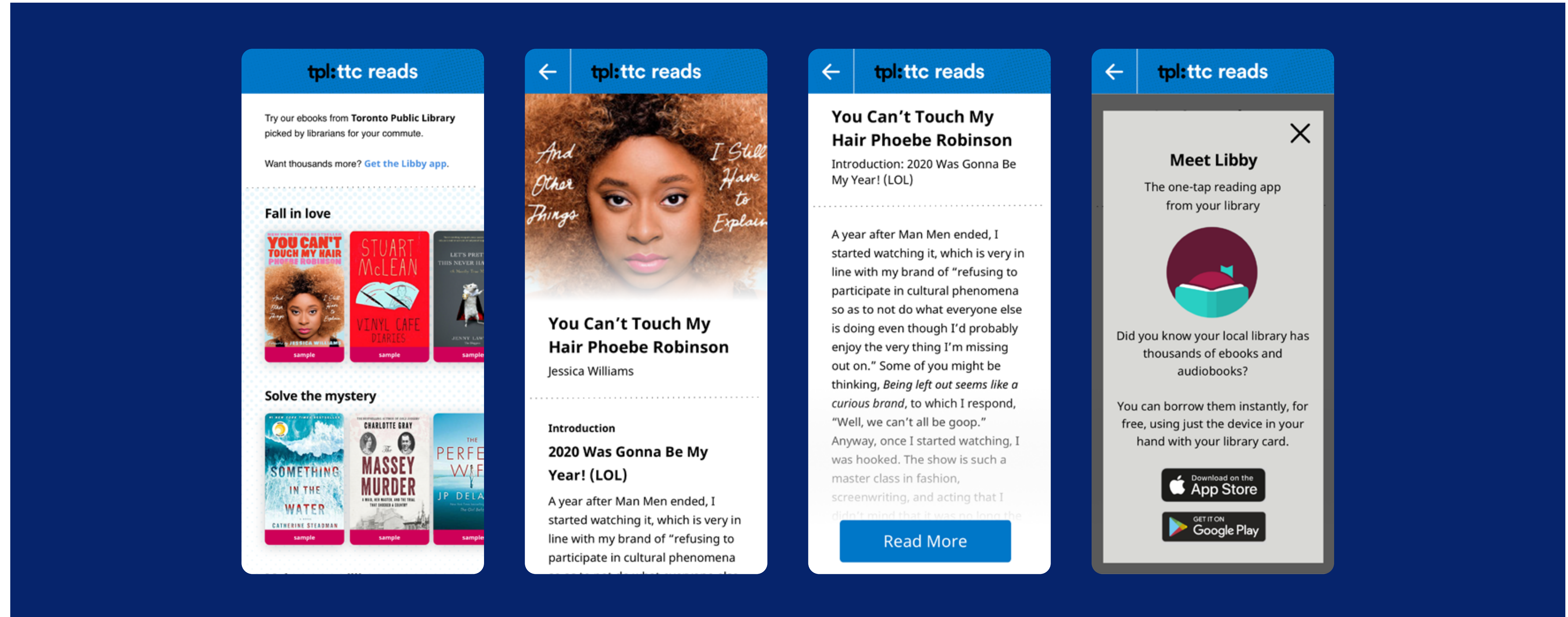


## THE WIRES

Wireframes are made to portray the user journey, showing the UI elements needed for the app.

## THE TESTING

From a test size of 30 participants, everyone was able to use the app with ease. Some noted the annoyance of downloading an extra app to read the rest, but that was the main push of the app itself.



**THE HI-FI MOCKS & LAUNCH**

High fidelity mockups were prototyped and tested before the official launch of the app. The app was up and running for 3 months (the duration of the partnership) and was a success.

### THE IMPACT

With the launch of the TTC: Reads mobile app, there were **more holds** on books within the library system (including physical holds). Plus, there was an **increase of Libby users logging into the tpl system** using their library card

Clearco

# **BRAND UPDATE**

The image shows the word "CLEARCO" rendered in a dot-matrix font. Each letter is composed of a grid of white dots on a dark purple-to-black gradient background. The 'C's are circular, 'L' is a vertical line, 'E' has three horizontal bars, 'A' is a triangle, 'R' has a vertical stem and a curved top, and the final 'O' is circular.

## THE BRIEF

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A brand refresh for Clearco, a fintech company, providing data-driven, bias-free funding, and insights to founders to support them in their entrepreneurial journey.

A brand audit was made to solve inconsistencies that hindered brand awareness and turnaround time of projects.

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### roles:

art direction, design & motion

### design director:

Jeremy Bailey

### designers (brand update):

Claire Roskey, Dawn Buensuceso, Artem Paltazhan, Kristyna Gottvald, Haroon Aslam, Jen de vera, Carrie Mah, Julian Liao, Brendan Gore

### designer (homepage):

Antony Meneghini

### UX researcher:

Jakob

### developer:

Mariusz Dabrowski

### copywriter

Suzanne Gardynik

### THE PROBLEM

There were brand inconsistencies between designs from the marketing team and the product team, making Clearco look disjointed as a corporation



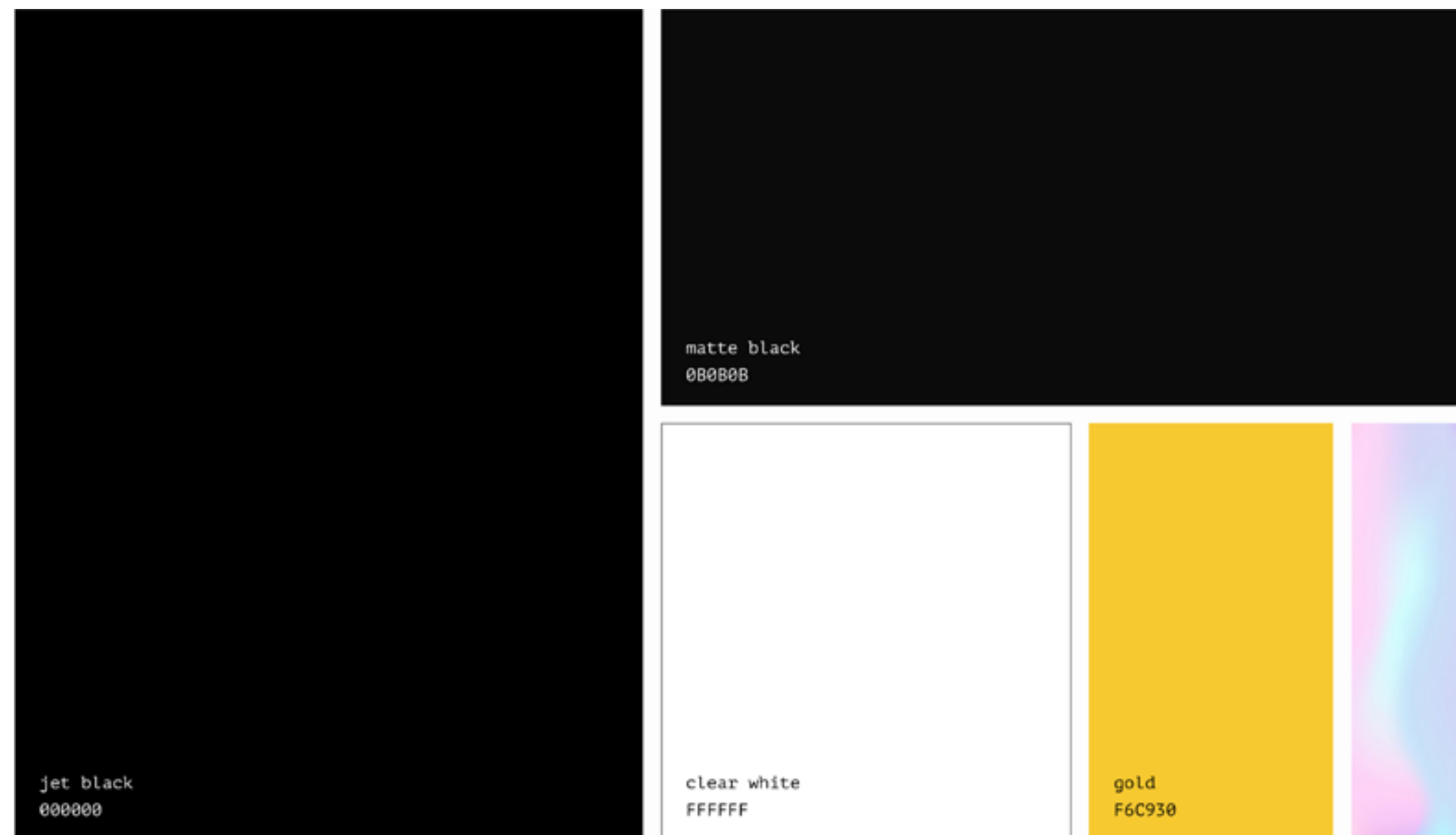
THE OPPORTUNITY

Make Clearco evoke both **performance** and **intimacy** to reflect its core values as a brand: daring, mature, sophisticated, authentic and supportive

### THE PROBLEM CHILDREN

I conducted a brand audit and found the following to be the main offenders of **inconsistencies across the brand**: colour, typography, pattern/texture & iconography

## THE OLD COLOURS



## THE RESEARCH

Insights provided by the marketing team involved feedback from people inside the company and product users. Below are some quotes we received.

“Our site is so black and white,  
it’s *not approachable*”

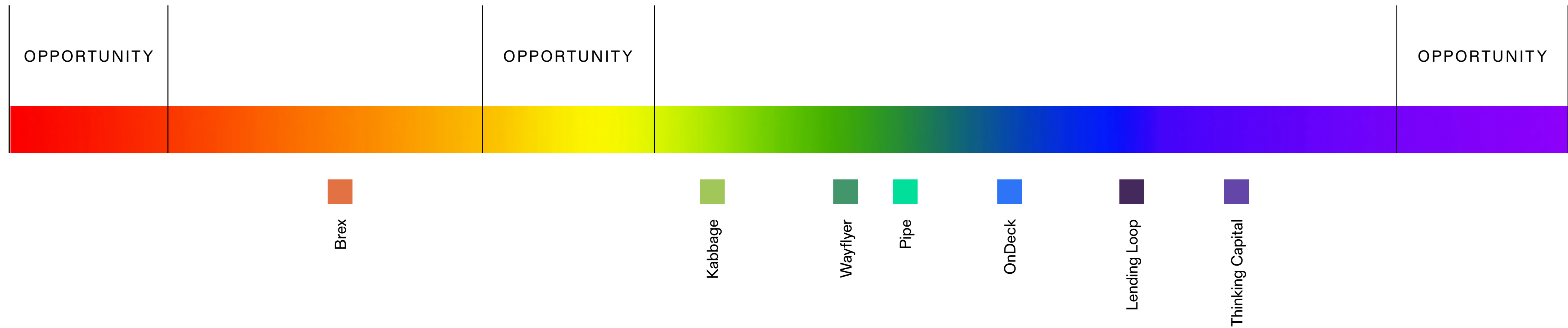
———— MICHELE ROMANOW  
CEO & CO-FOUNDER, CLEARCO

“Gold doesn’t function for  
*accessibility standards* on white”

———— PRODUCT DESIGNER  
CLEARCO

“Are you a high fashion brand?  
a cosmetics company?”

———— CUSTOMER



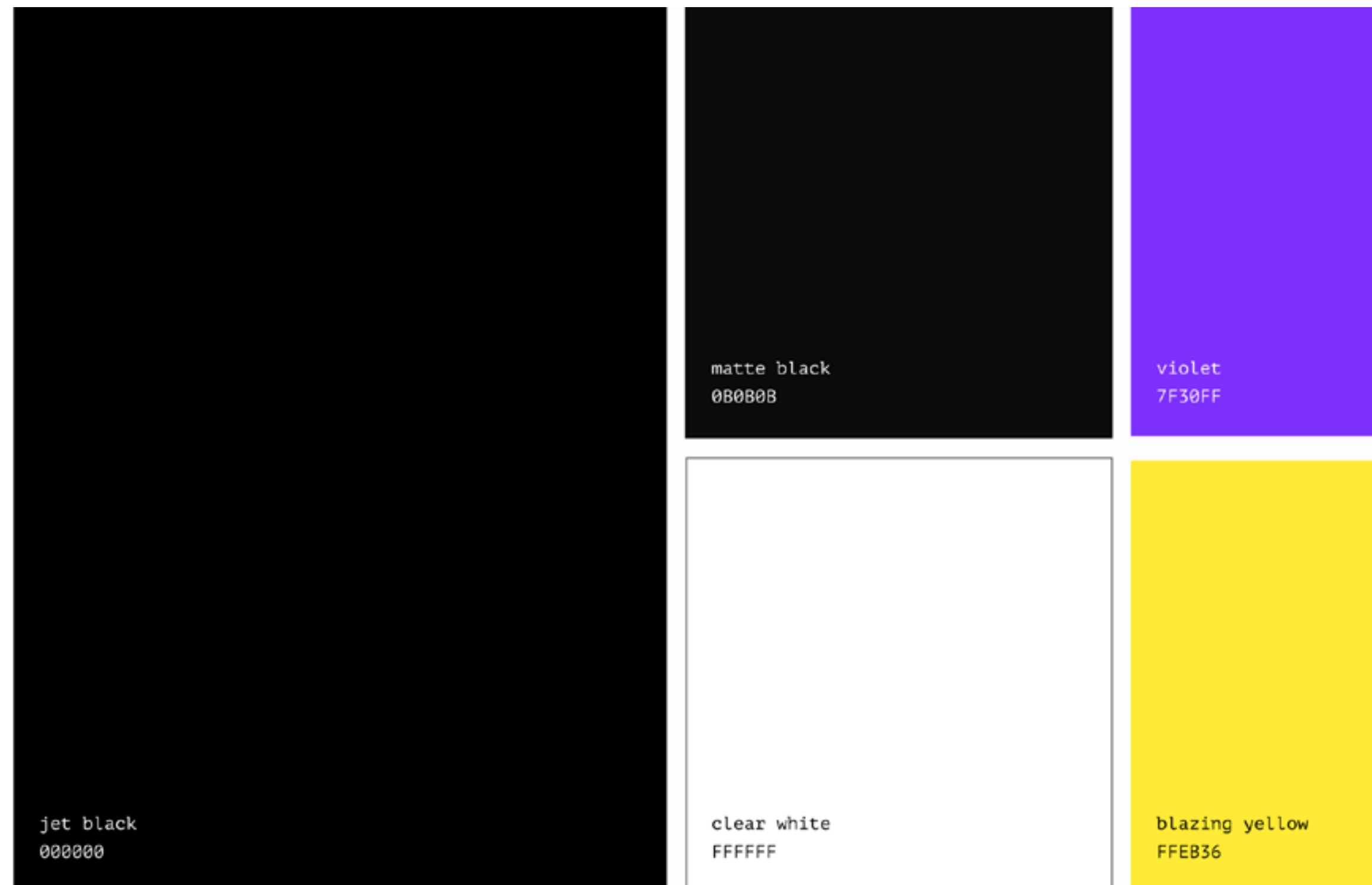
### THE RESEARCH

From competitor analysis with the help of Jeremy Bailey (Design Director), we found areas in the spectrum where the competition hasn't touched. With that, we pitched to stakeholders of colours we can use.

Additionally, we found that bright colours are more appealing to both men and women when asked to rate how colours made them feel on websites (a study from [usertesting.com](http://usertesting.com))

### THE PLAN

Explore colours within the red, orange and violet areas on the colour spectrum, since no competitive brand uses those colours. Making Clearco stand out from the rest of the market.



## THE COLOURS

The primary brand colours are Jet Black, Matte Black, and Clear White.

The secondary colours added to the colour palette are Violet and Blazing Yellow. Violet evokes luxury and ambition and suggests intimacy. While yellow gives off warmth, the bold Blazing Yellow drives performance. These colours are used for accents; call to actions within bodies of text and data visualizations.

The dynamic gradient signifies Clearco being part of the journey every step of the way; the gradient is not to be used in a traditional linear fashion. Instead, a mesh gradient connecting the Violet and Yellow is used sparingly for backgrounds, data visualization and imagery.

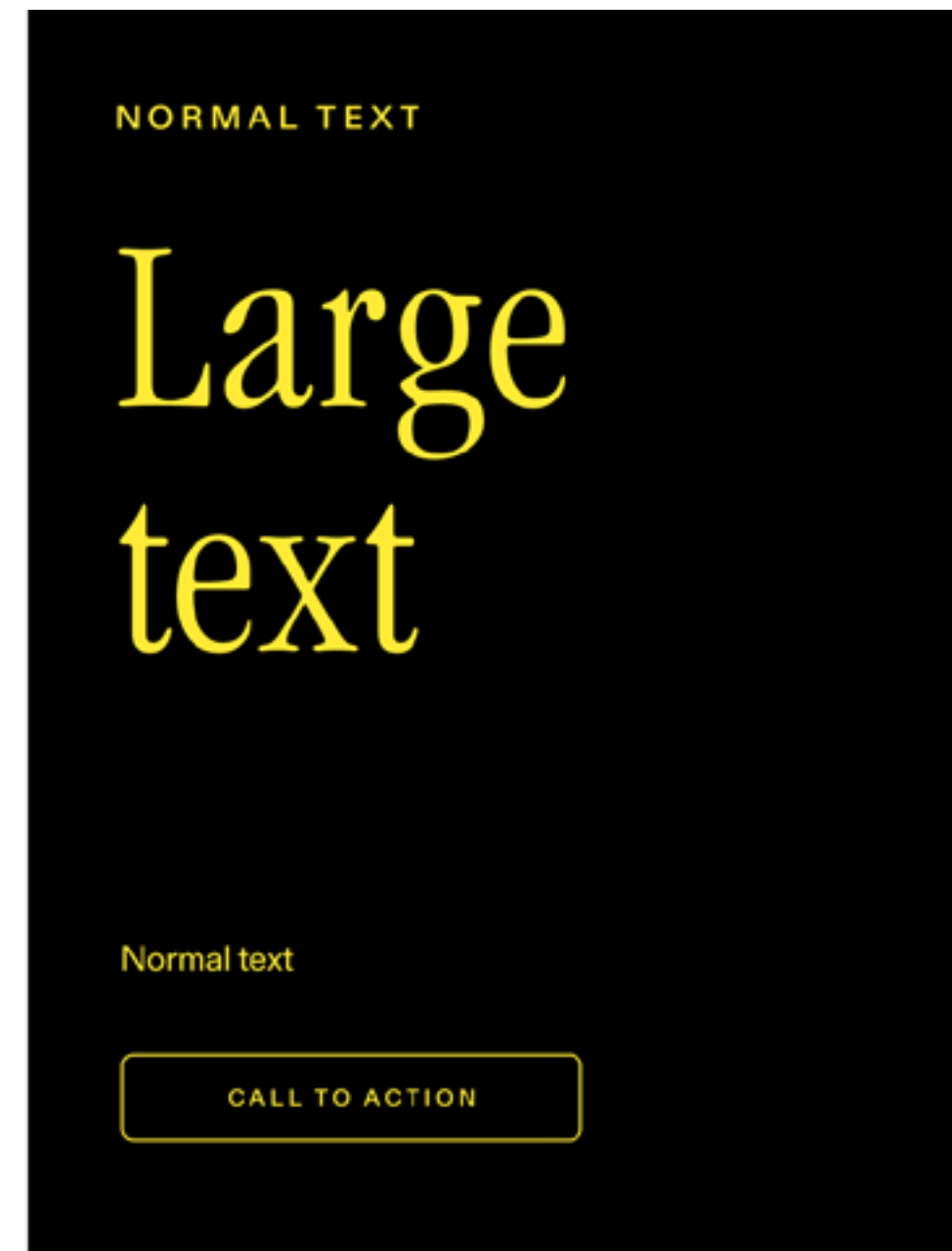


## THE SECONDARY COLOURS

The secondary violet and yellow are shades for product designs that require variations of opacity and tone for specific functions



- ✓ Large & Normal Text: Violet 7F30FF
- ✓ Background: Clear White FFFFFFFF
- ✓ Graphics and UI Elements: Violet 7F30FF



- ✓ Large & Normal Text: Blazing Yellow FFEB36
- ✓ Background: Jet Black 000000
- ✓ Graphics and UI Elements: Blazing Yellow FFEB36



- ✓ Large & Normal Text: Clear White FFFFFFFF
- ✓ Background: Matte Black 000000
- ✓ Graphics and UI Elements: Clear White FFFFFFFF

## THE TESTING

Text on the web and product needs to comply with the Web Content Accessibility Guidelines (WCAG) 3.0. Compliant colour contrast.

To meet accessibility standards, Violet is meant to be on a light background and Blazing Yellow is to be placed on dark backgrounds.

## THE OLD TYPEFACES

Headlines, Titles, Quotes

ITC Garamond Light Condensed  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Subhead, Secondary Headings

Gerstner Programm Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Eyebrow Copy, CTAs, Metadata

ITC BLAIR MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy, CTAs

Gerstner Programm Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Technical

Frekuent Mono Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### THE PROBLEM

Some observations were made on the way typography was handled in the past:

**Garamond Light Condensed** had negative tracking making the typeface **hard to read**.

**ITC Blair** is a very wide typeface, making it **hard to read** and **hard to use in the constrained spaces** it is intended for CTAs.

**Frekuent Mono** intended to take inspiration from the stock market but was perceived as being **robotic and inhuman**.

In general, there are **too many typefaces** causing confusion and inconsistency across the brand.

### THE PLAN

Fewer typefaces in our design system will **improve brand awareness and consistency**. Instead of iterating upon some font choices, the decision was to deprecate some of the fonts.

Additionally, due to budget constraints, the goal is to avoid purchasing a new font, but rather to improve on the typefaces we intend to keep to make them legible and readable in both print and digital.



Serif fonts = trustworthy

Sans serif fonts = modern

### THE RESEARCH

Serif fonts are trustworthy because we are used to seeing serif fonts as symbols of intellect, heritage and formality, perceiving them as trustworthy and dependable.

Sans serif fonts are modern because they culturally represent a break with tradition, giving these emotional fonts a progressive personality

### THE PLAN

Clearco's typeface can have a combination of both a serif and a sans serif font. Doing so allows the brand to evoke a sense of sophistication and respect, while still being approachable and innovative.

# ITC Garamond Light Condensed

Elegant, Sophisticated, Nod to 90s Apple, Renaissance origins

## Gerstner Programm FSL

Progressive, Friendly, Innovative

### **THE TYPEFACES**

Clearco's typefaces are ITC Garamond Light Condensed and Gerstner Program FSL. Simplifying the typefaces to two will drive brand consistency across all aspects of design.

The quick brown  
fox jumps over  
the lazy dog



before



update

### THE TWEAKS

Garamond is a typeface made for print. In the past, Garamond was negatively tracked and the leading was very tight, making it hard to read.

Slight tweaks were made to improve readability for this typeface on web applications.

24pt, 145.5% leading, 21.5% tracking

BY FOUNDERS FOR FOUNDERS

160pt type, 98% leading, 1.2% tracking

# Benchmark Your Performance

headline: 98% leading

50pt type, 130% leading, 0 tracking

Clearbanc has already invested over \$1.6B.  
invested over \$1.6B.

subhead: 130% leading

19pt type, 160% leading, 0 tracking

The business landscape remains incredibly biased  
against the majority of founders.

body: 160% leading

## THE TYPE RULES

To ensure we don't repeat past mistakes, a set of rules were made for typographic rhythm and giving a use case for the typefaces.

For eyebrow copy, use Gerstner Programm Medium with 21.5% tracking and 145.5% leading.

For headlines, use ITC Garamond Light Condensed with 1.2% tracking and 98% leading.

Subheadings, body copy and numerals are in Gerstner Programm.

For subheadings, leading is 130%. As for body copy, leading is 160%.

ONE HELL OF AN EYEBROW

Here's our  
*beautiful* title.

And just look at this stunning body paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ac odio id risus vehicula malesuada.

OMG A BUTTON

### THE RHYTHM

Here's an example of the typographic rhythm with eyebrow copy, a headline, some body copy and a button to end it. For marketing materials, this information is normally needed.

**DESKTOP**

H1 Headline

H2 Headline

H3 Headline

H4 Headline

H5 Headline

L A B E L

Quote Large

Quote Small

Body Copy Strong

Body Copy Regular

Body Copy Small

**TABLET/MOBILE**

H1 Headline

H2 Headline

H3 Headline

H4 Headline

H5 Headline

L A B E L

Quote Large

Quote Small

Body Copy Strong

Body Copy Regular / Small

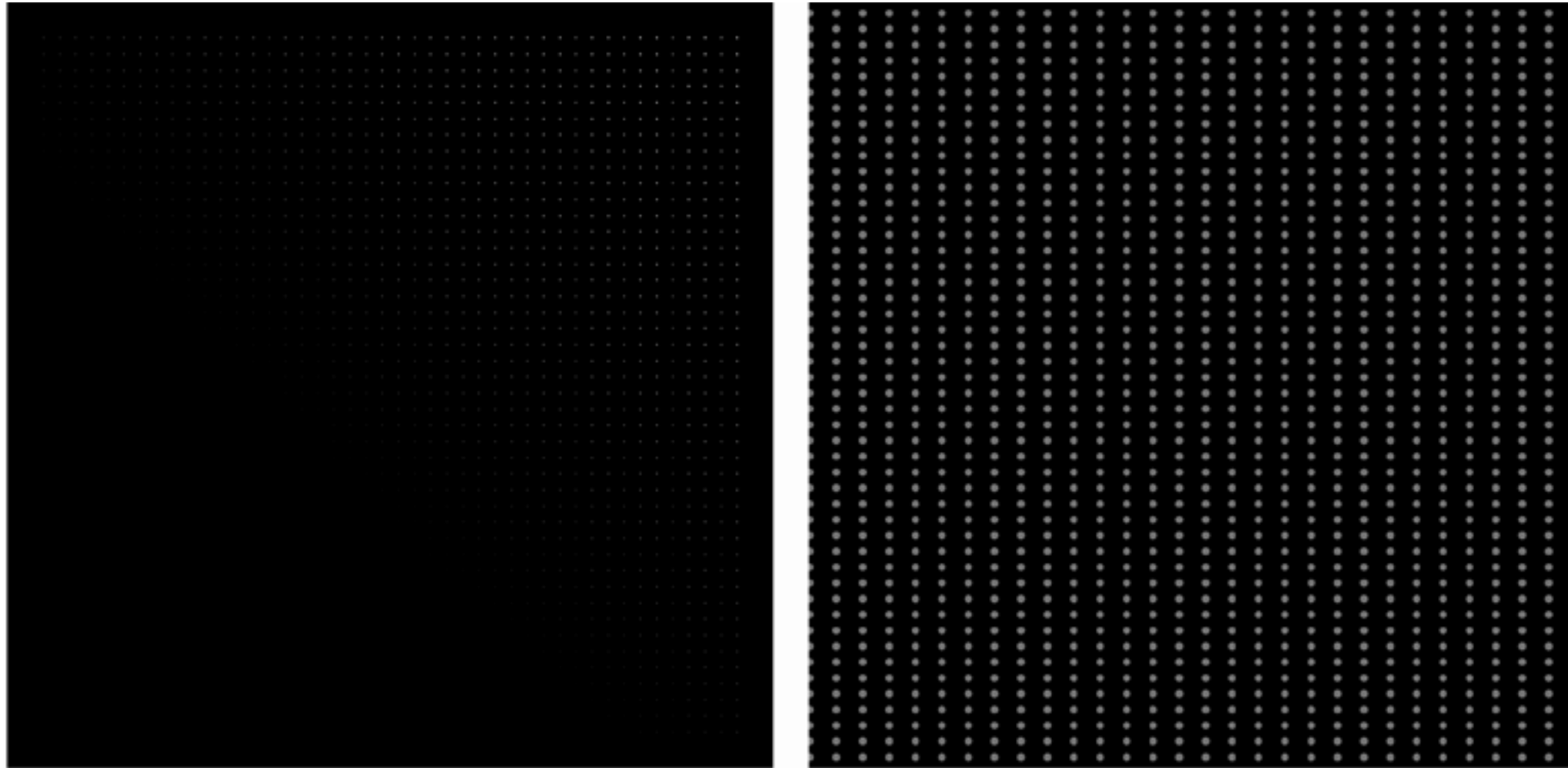
**THE HIERARCHY**

Clearco uses ITC Garamond for main headings and quotes for print and digital applications.

Gerstner Programm is used for all other instances. There are cases for campaigns and socials where Gerstner is used as the main heading typeface.

The left showcase the hierarchy for web applications: desktop and tablet/mobile.

## THE OLD PATTERNS/TEXTURES



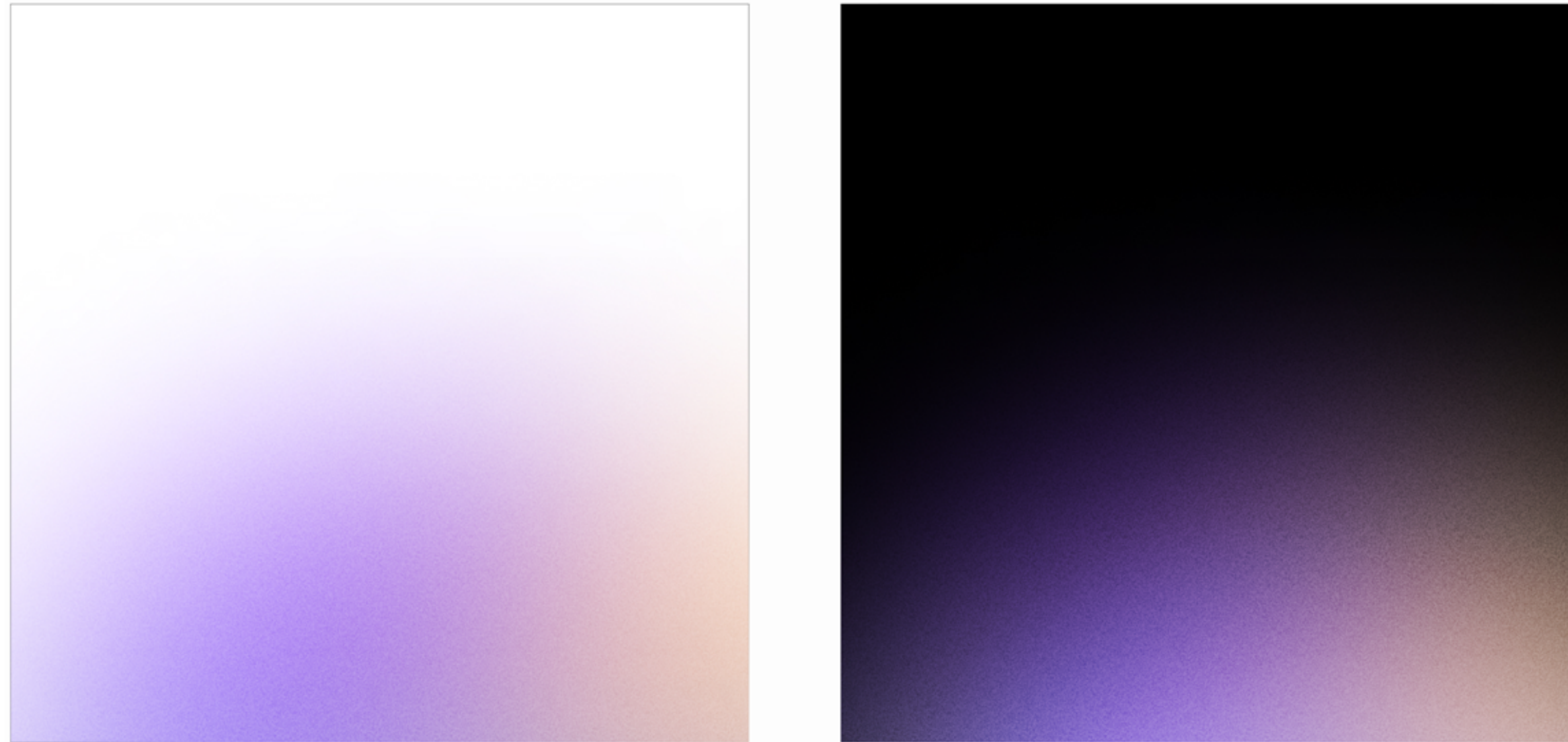
### THE PROBLEM

Some observations of the previous patterns/textures:

1. Pattern usage does not have much of a function; it serves as a generic background.
2. Pattern does not have much personality; not ownable.

### THE PLAN

Since Clearco's main objective is to put founders in the spotlight, we tweaked the pattern/texture to do just that.

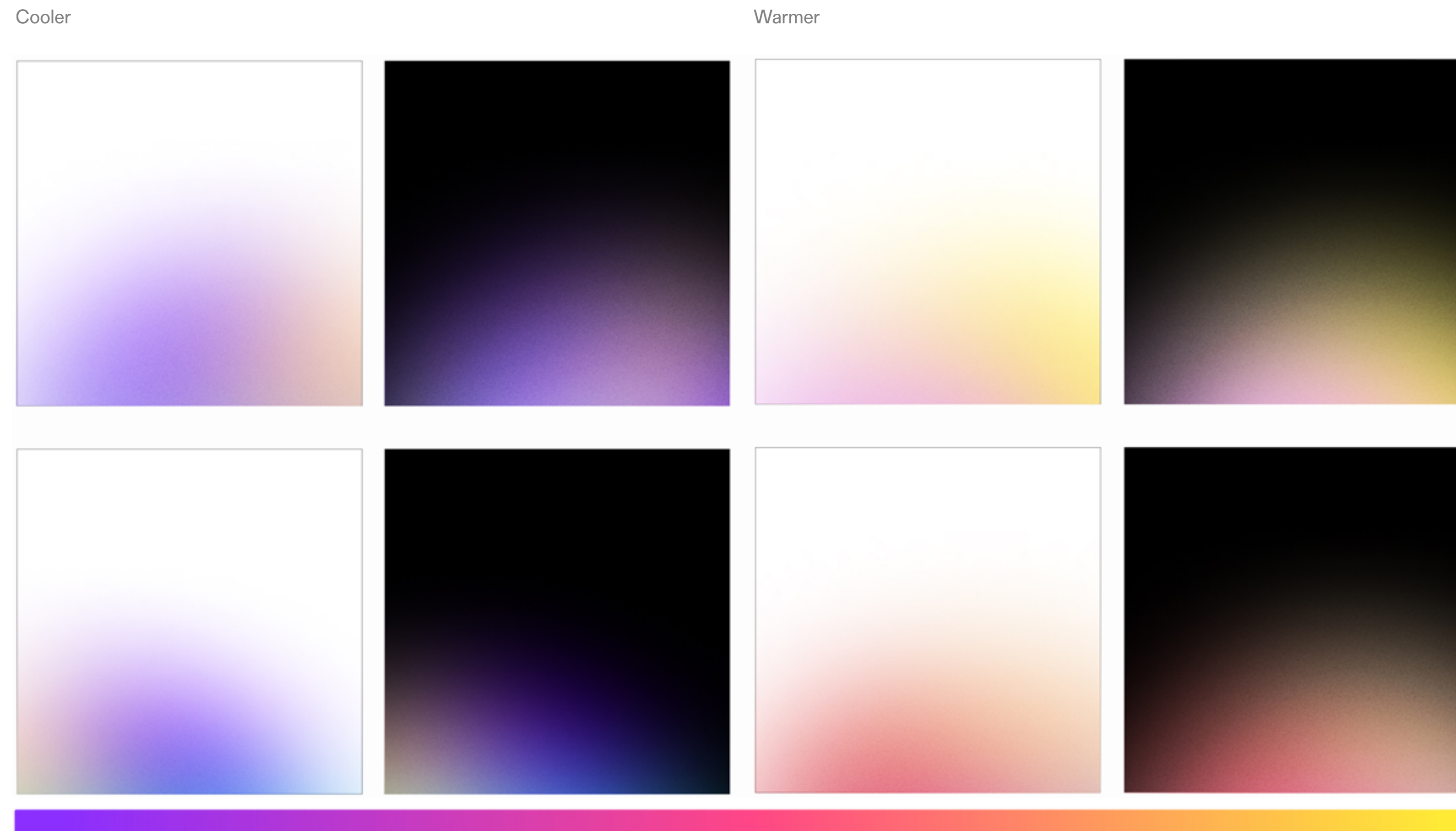


## THE APPROACH

To tie Clearco's main purpose to the branding, a subtle glow acts like a spotlight to highlight founders and draw attention to important information on the creative, putting them in the forefront and giving pattern/texture a purpose.

The glow is a mesh gradient reflecting the non-linear path of an entrepreneur. Additionally, it has a noisy texture, showing the grit of a new founder and the hardships/sacrifices they make to succeed.





## THE TONES

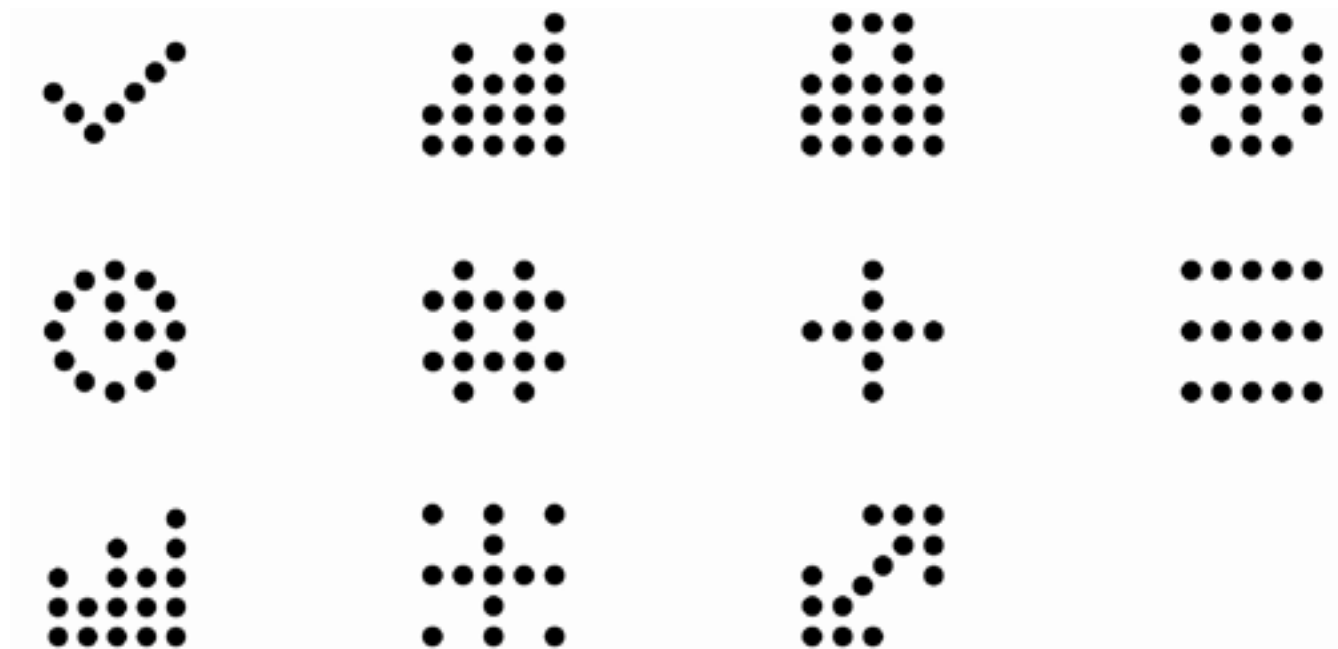
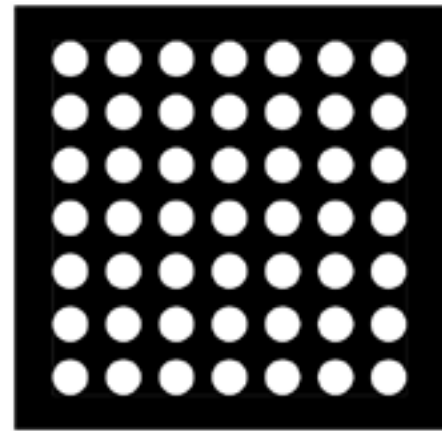
The updated colour spectrum, allows the pattern/texture to have unlimited possibilities in terms of the tone of the spotlight. It has a wide reach to

achieve different moods to match the tone of voice for certain creative campaigns and can be expanded to infographics for the web and products.

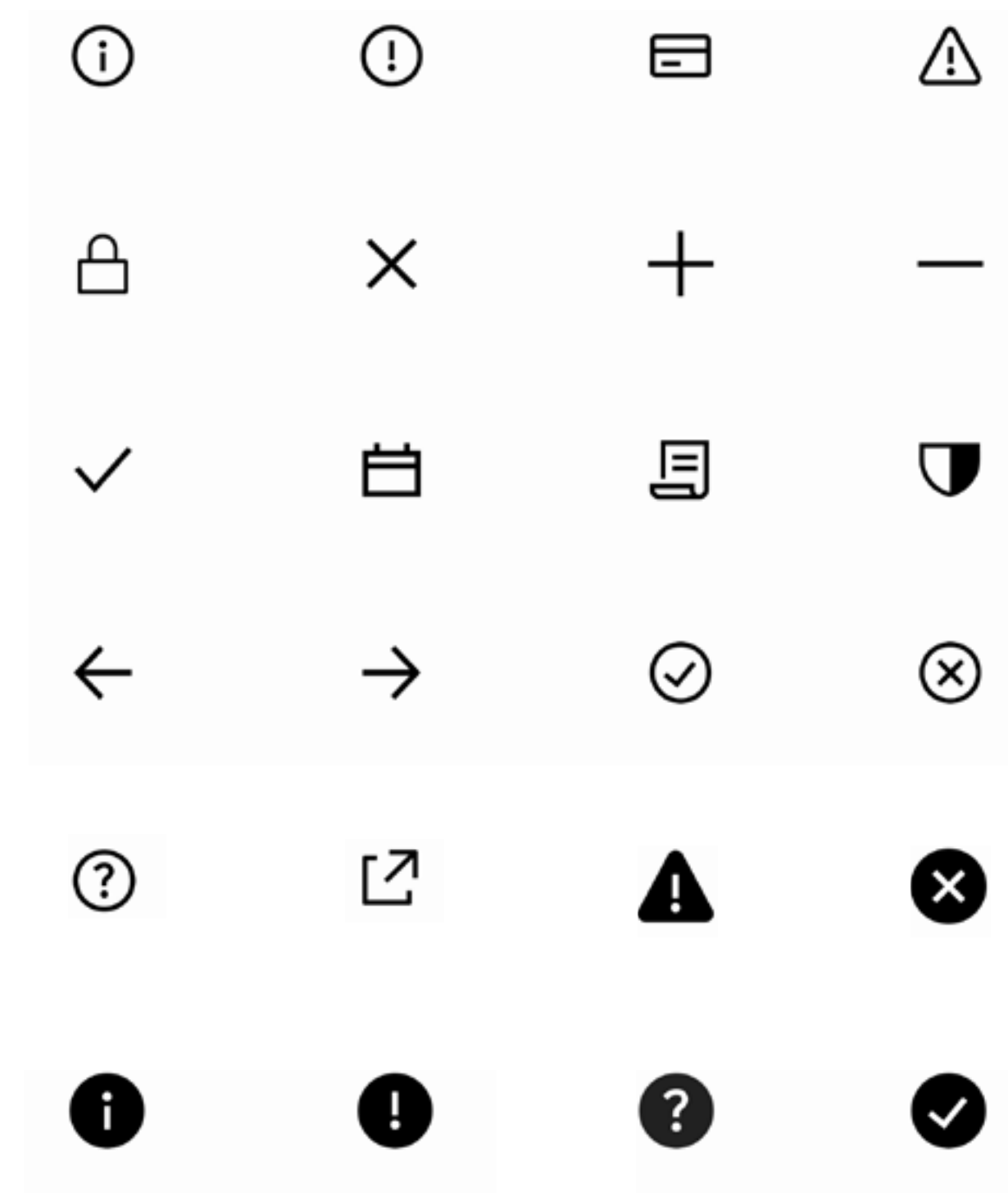
## THE OLD ICONS

Dot Grid Style (used in web applications)

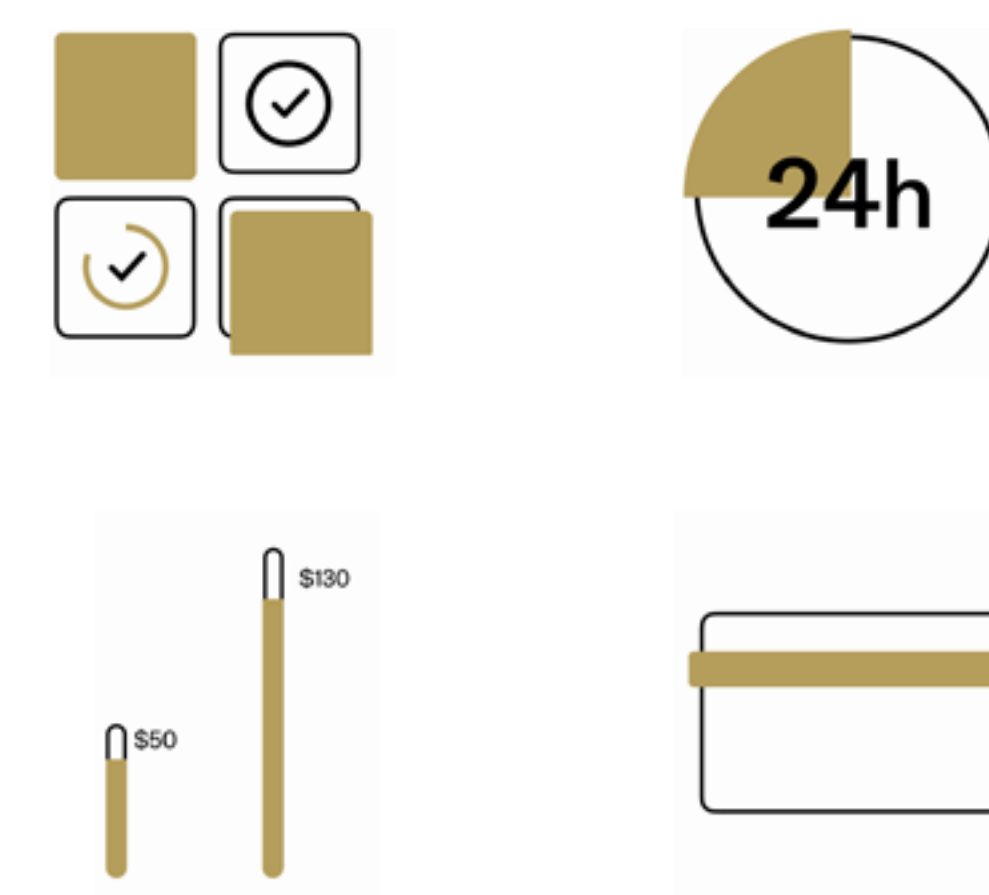
Base grid



Line Style (used in product)



Other Style (used in web & marketing materials)



## THE PROBLEM

Some observations of the previous iconography:

**Dot grid-styled icons** tied into the logo nicely, but it was too abstract making it hard to decipher & illegible at small sizes.

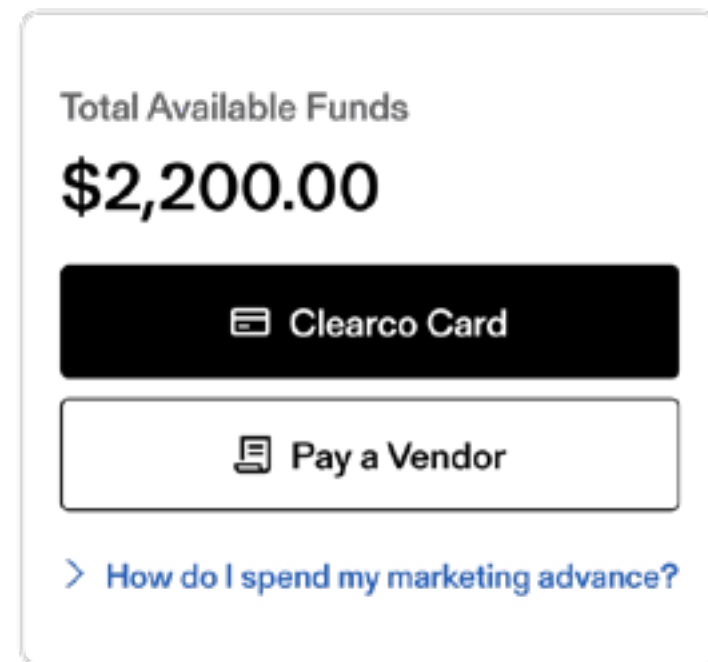
**Line-styled icons** were legible, but the set was a free-to-use set that everyone has access to; not uniquely Clearco.

**The other style icons** were used randomly, they were seen on some parts of the website and within some marketing materials.

In general, there were **too many styles of iconography**, making the **brand feel inconsistent**.

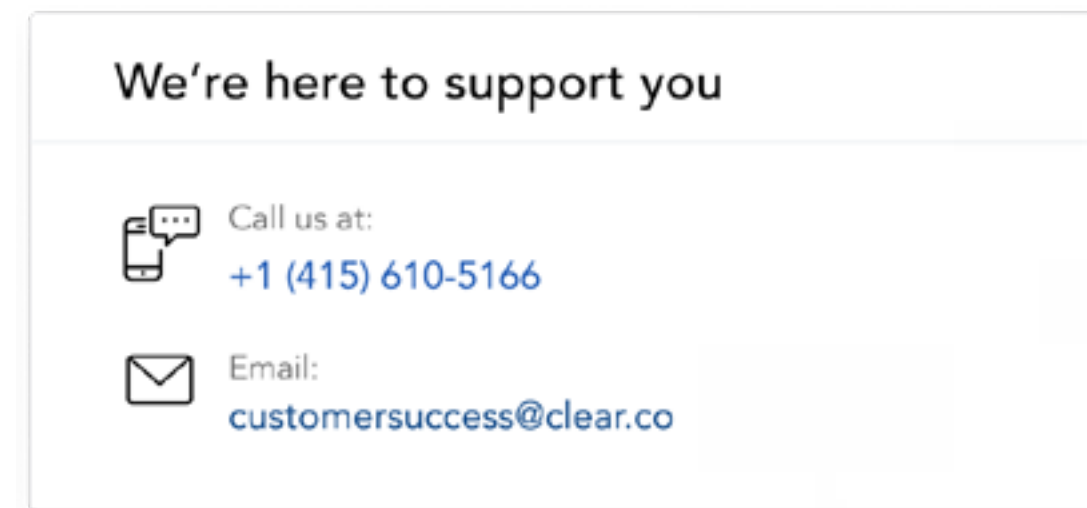
## THE OLD ICONS - PRODUCT

14-16px: Functional Icons

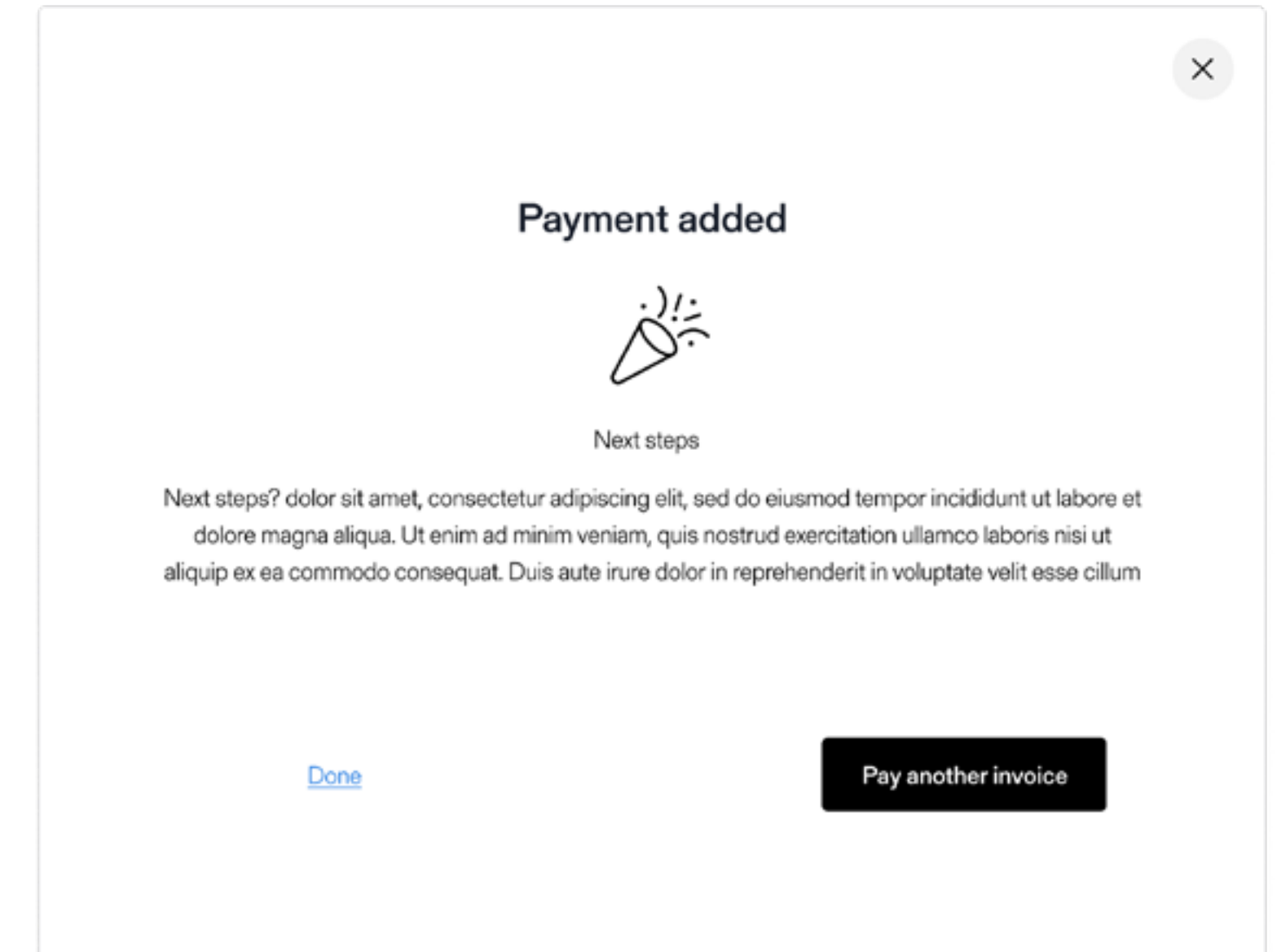


 Over 15,000 customers trust our [encryption](#)

32px: Decorative Icons



64px+: Spot Illustrations



## THE RESEARCH

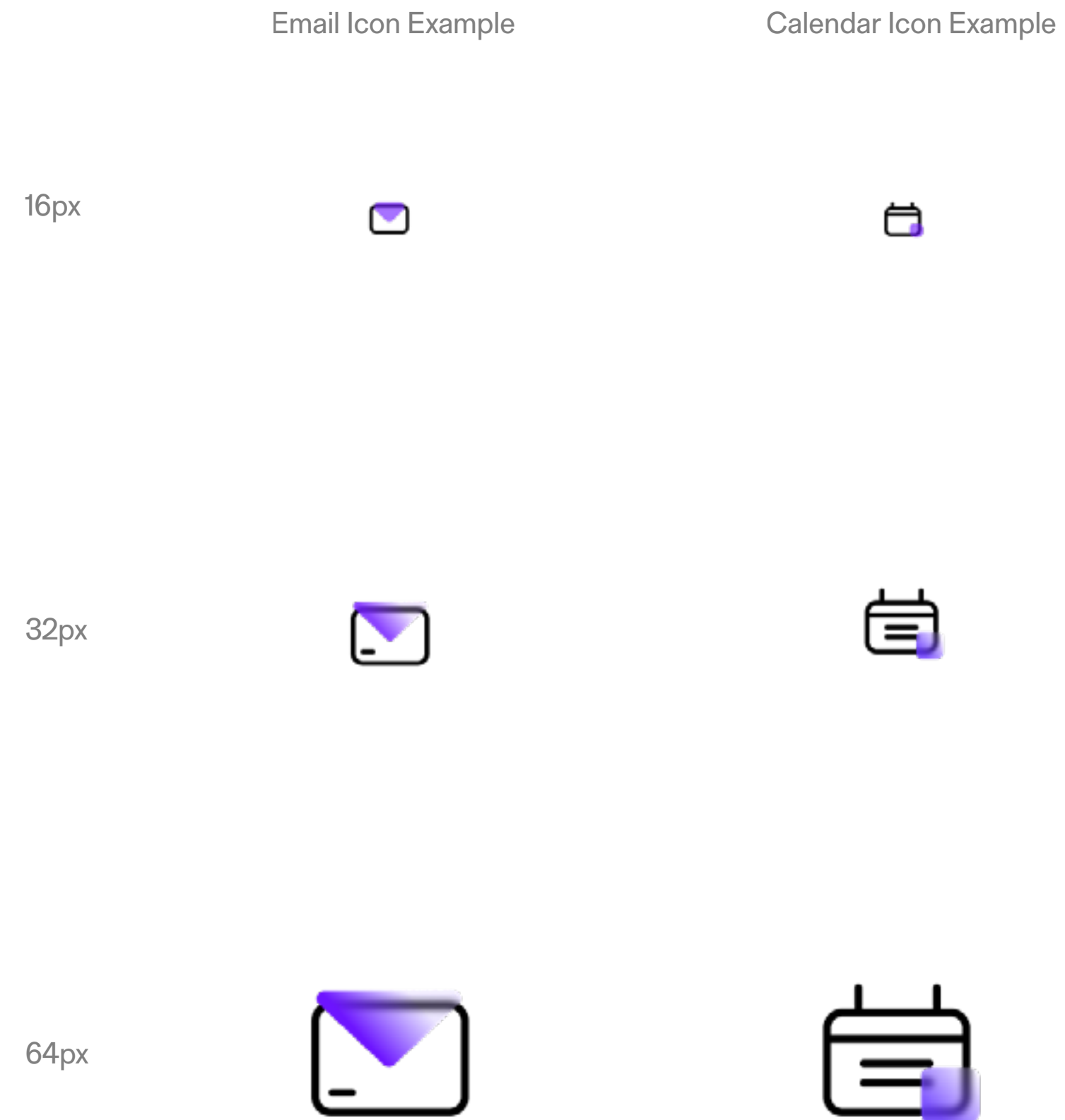
In collaboration with the product design team, we broke down the use cases of the icons and figured out the sizes they were formatted in. From our findings, there were 3 icon sizes that the product team worked with, 14-16px, 32px and 64px+.

As iconography was an important aspect of the product, we ensured the new style must be legible in those specific sizes.

## THE PLAN

Create a style that will be more ownable to Clearco's brand principles while being legible at small sizes (14-16px). Additionally, incorporating colour can tie everything together as a whole.

# Glass evokes clarity & transparency



## THE ICONS

The new icons have rounded corners to soften them, making them more approachable. The glass effect interacts with the line showing transparency, reflecting Clearco's brand principles of being transparent to their customers.

## THE RULES

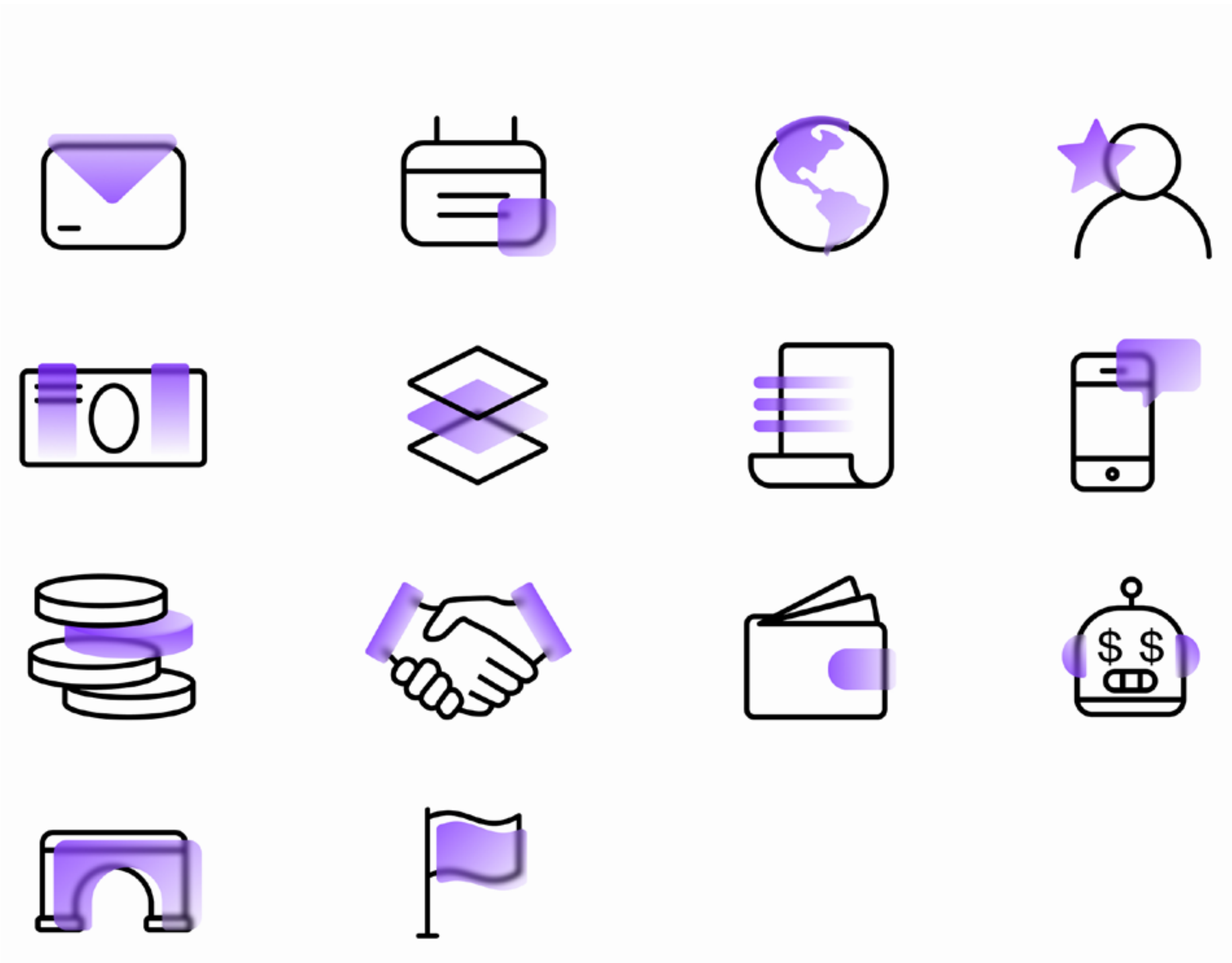
As 16px is a very small size for icons, the gradient and glass blur effect will not be applied to the lines. Instead, it will use solid colour blocking and a multiply effect to reveal the stroke underneath.

Icons at 32px and above will incorporate all the effects.



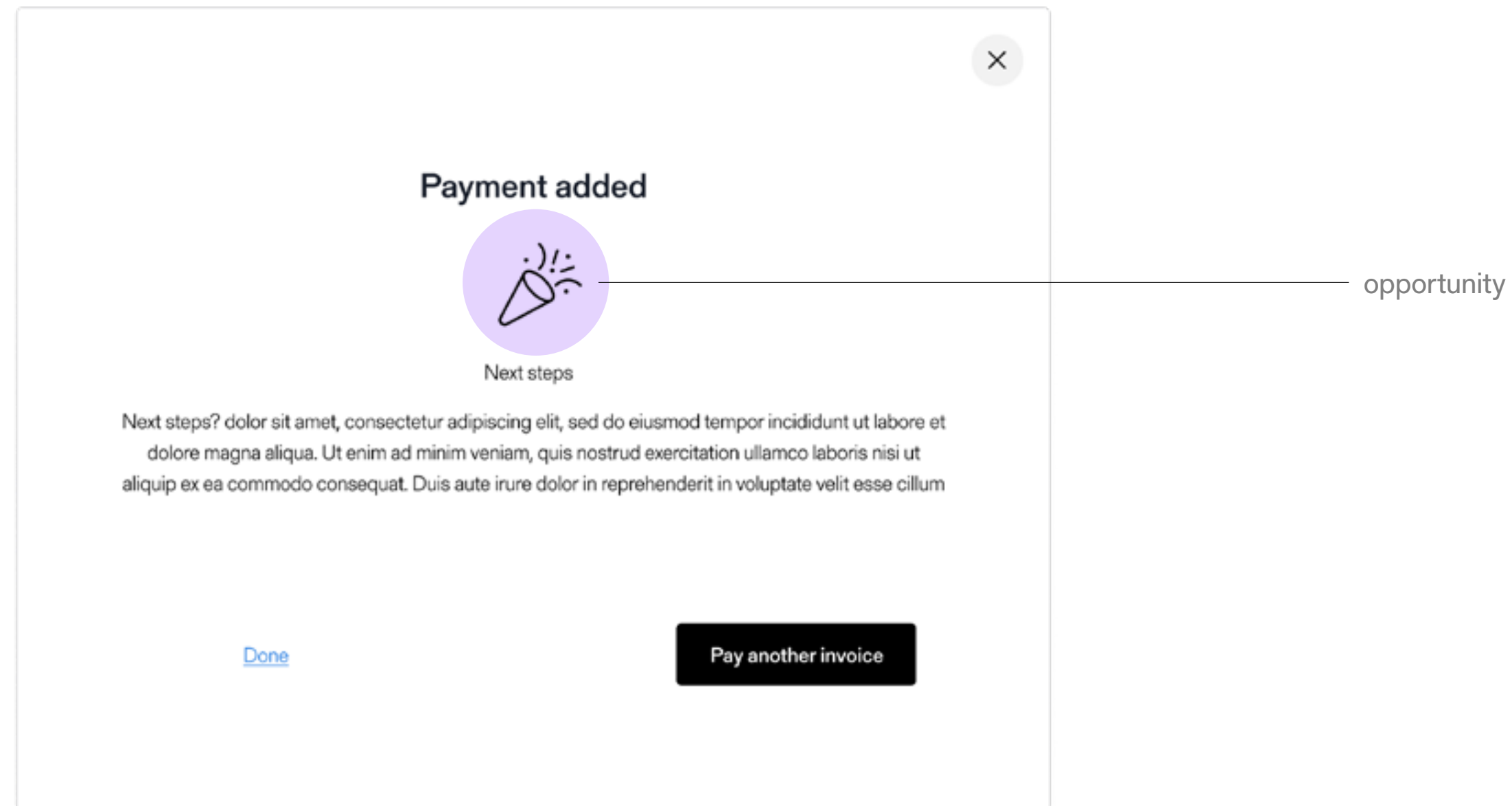
### THE RULES

For icons placed on dark backgrounds, the gradient will be Blazing Yellow to transparent, ensuring the icons will be accessible and legible.



## THE OLD ICONS - PRODUCT

64px+: Spot Illustrations



## THE OPPORTUNITY

Clearco did not have an established illustration style. From the iconography work we did, we found an opportunity where we can utilize illustrations, which was for the 64px+ icons.

Since the icons used in that size were in big alert containers, it made sense to make those icons more detailed to draw more attention and add more personality.

## THE PLAN

In conjunction with what the team and I established for the brand update, we felt the illustration style should include elements within the icons, as well as textures and gradients to tie it altogether.



## THE ILLUSTRATIONS

The illustrations have rounded corners, similar to the icons, giving them a friendly tone, and making the brand more approachable. A spotlight is

consistently placed on the top left, adding depth to the illustration.



getclearco

CLEARCO

"Any good founder knows the **importance of planning** ahead of time."

Alex Dastmalchi, Founder and CEO of Varsity Planet

"**Having the capital** to make sure that we have good inventory levels for **Black Friday Cyber Monday** allowed us to skyrocket."

CLEARCO

Now it's **your turn.**

GET FUNDED

Liked by lishafey and 14 others

getclearco  
Take it from a fellow Founder, you have to plan ahead, to get ahead. Your first move: get Black Friday inventory funding.

2 days ago

CLEARCO

Funding to fuel your *dreams.*

GET FUNDED

CLEARCO

# Marketing Advance Discount Credit

Understanding Eligible Marketing Spend

Jun Jul Aug Sep Oct Nov Dec

### Eligible Preferred Pricing Vendors

If you use your Advance with a Preferred Vendor, such as any of the 50+ Preferred Vendors currently listed on our Preferred Vendors page, you will be eligible to receive a 6% automated Discount Credit as spend occurs.

Please note that the Preferred Vendors listed on the page are subject to change, and are updated on a regular cadence - typically when new vendors, eligible for the Discount Credit, are added to the list. Please refer to your Revenue Share Agreement for full details and applicable terms.

If you're spending your Advance with a vendor that you believe may qualify for the 6% Discount Credit but don't see them listed on the Preferred Vendors page, please reference the following sections in this document for an overview of our review and evaluation process (please note that any inclusions are at our sole and absolute discretion).

### Eligibility Criteria for New Preferred Vendors

Any spend within the following categories listed below is eligible to receive the 6% Discount Credit:

- Digital Ad Spend
- Performance Marketing
- PR Agencies
- Customer Review Platforms
- Creative Marketing
- Branding
- Influencer Marketing\*
- Independent Freelancers/Contractors\*

Any spend that falls outside of the categories listed above is not eligible for the 6% Discount Credit.

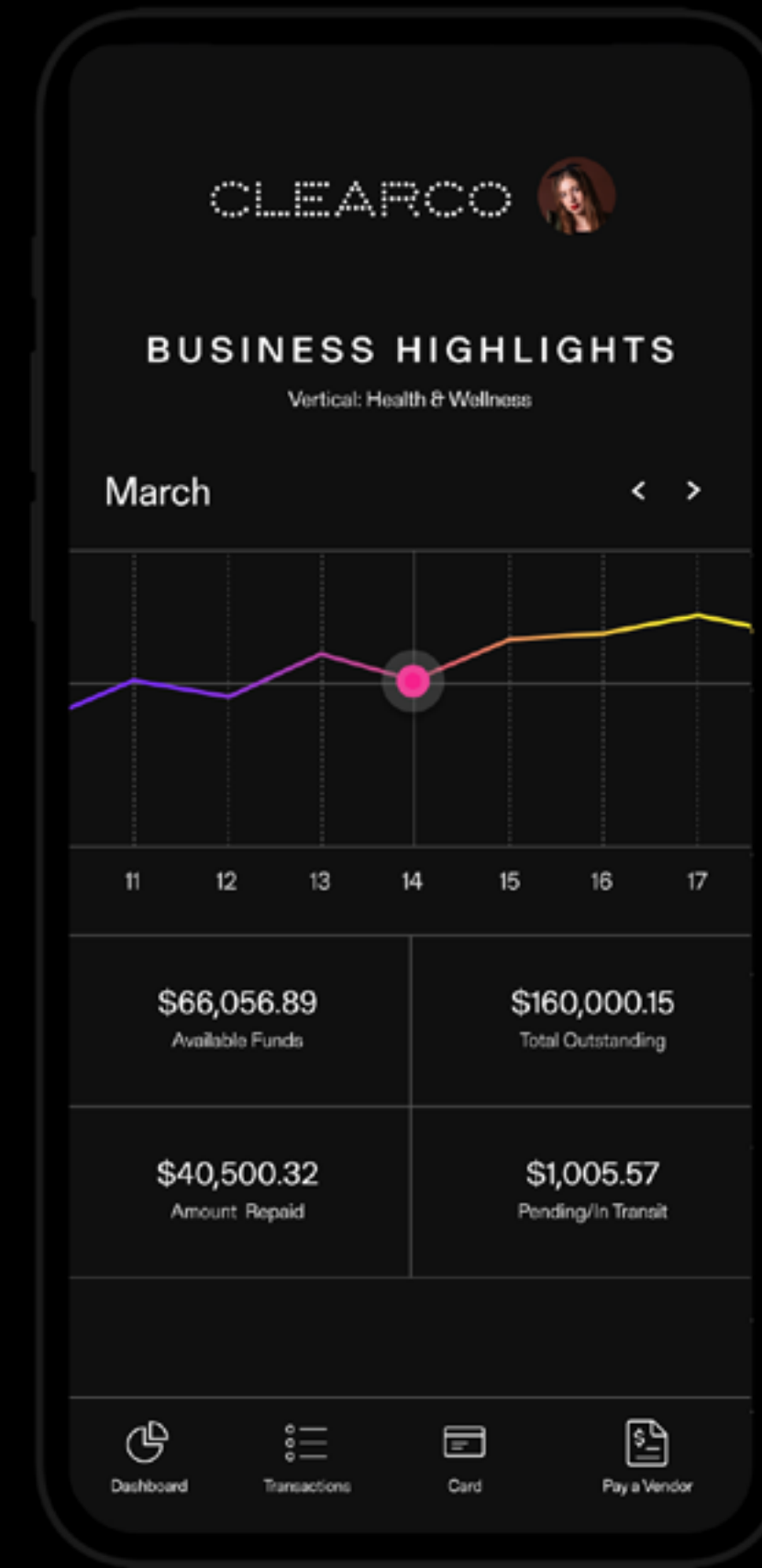
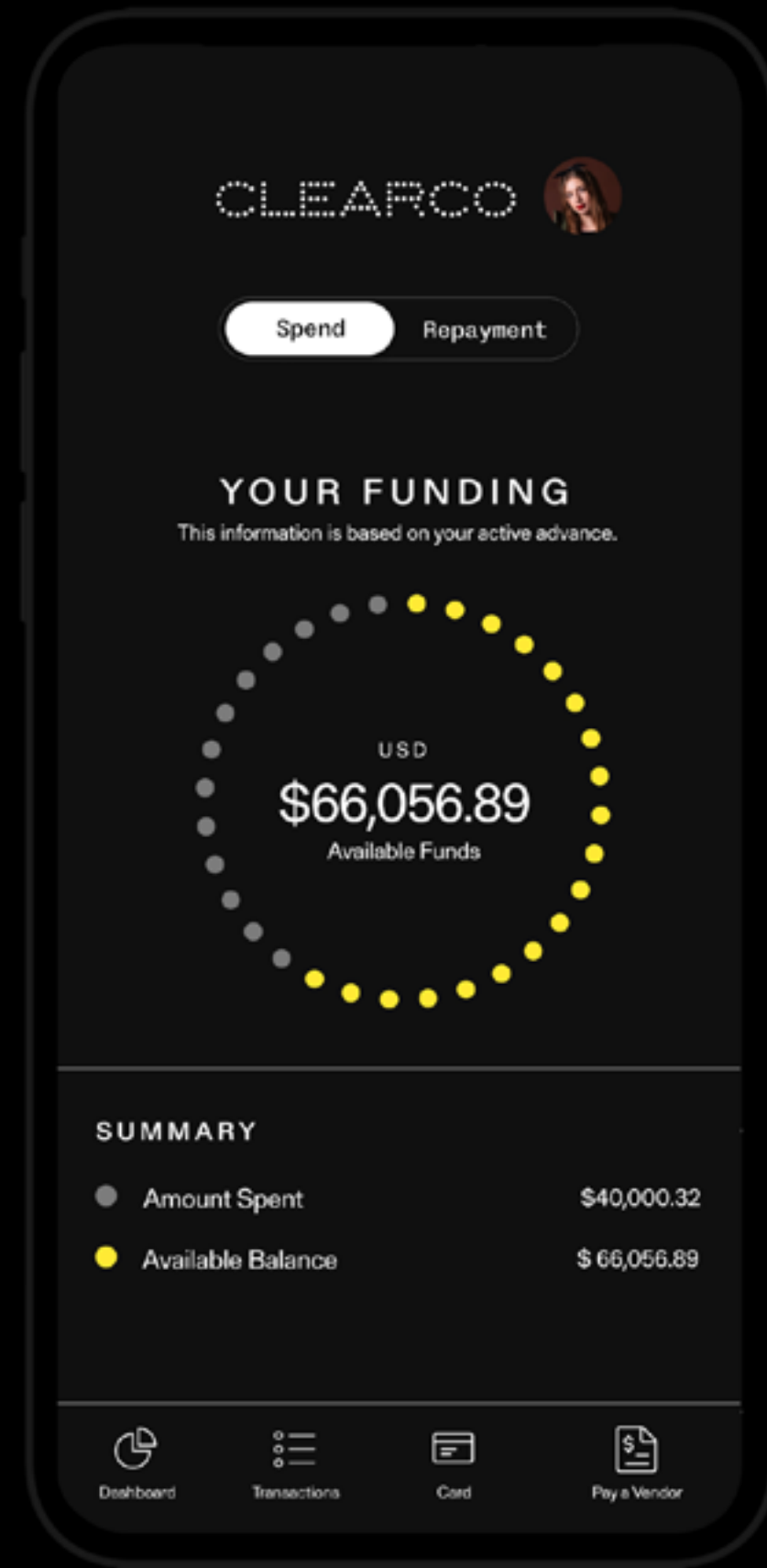
\*Please note that any direct payments towards individuals will only be eligible to receive the 6% Discount Credit if the spend occurs via our Vendor Pay dashboard, and any such transactions have been reviewed and approved by Clearco.

### Review and Approval Process for New Vendors

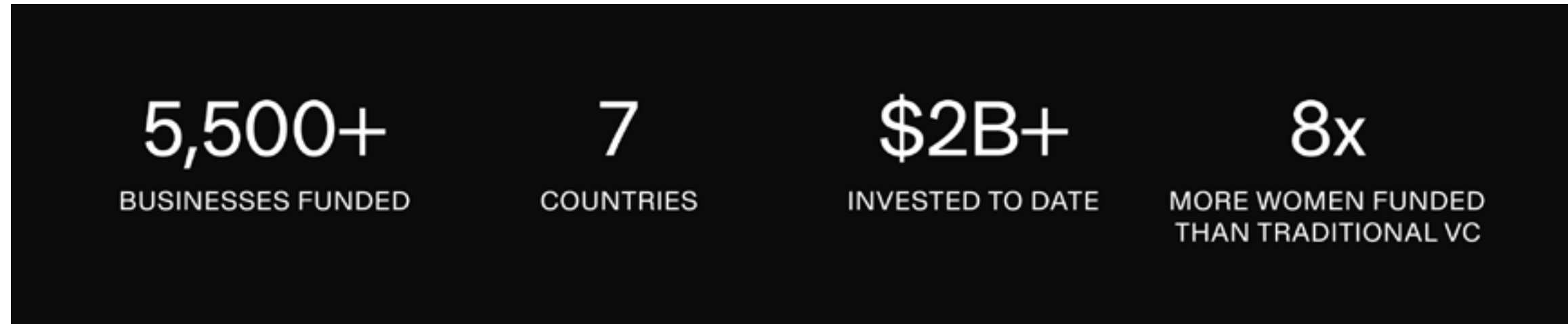
If you wish to submit a vendor that may meet the eligibility criteria but is not currently listed on our Preferred Vendors page, please get in touch with a Sales representative to submit a request for review and inclusion as a Preferred Vendor. We typically respond to such requests within 1-2 working days.

*If you have additional questions, please reach out to your Sales representative for more information.*

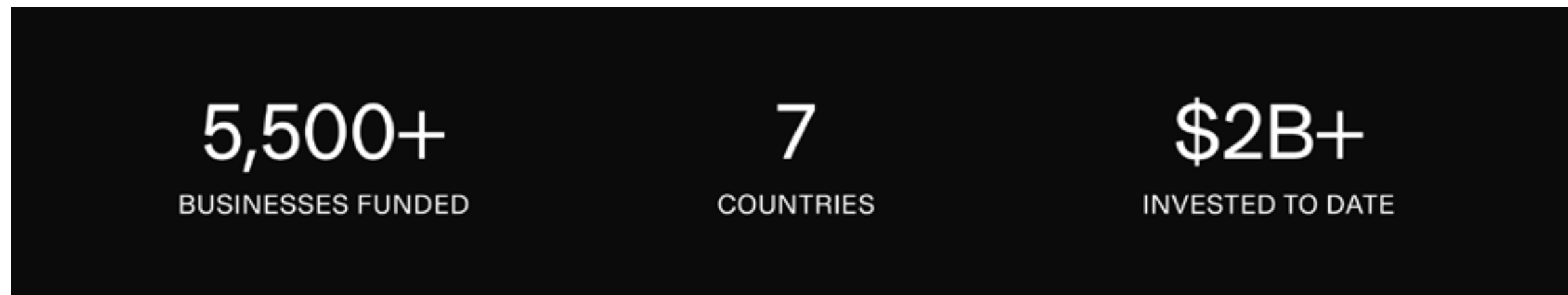




Optional: Top Divider



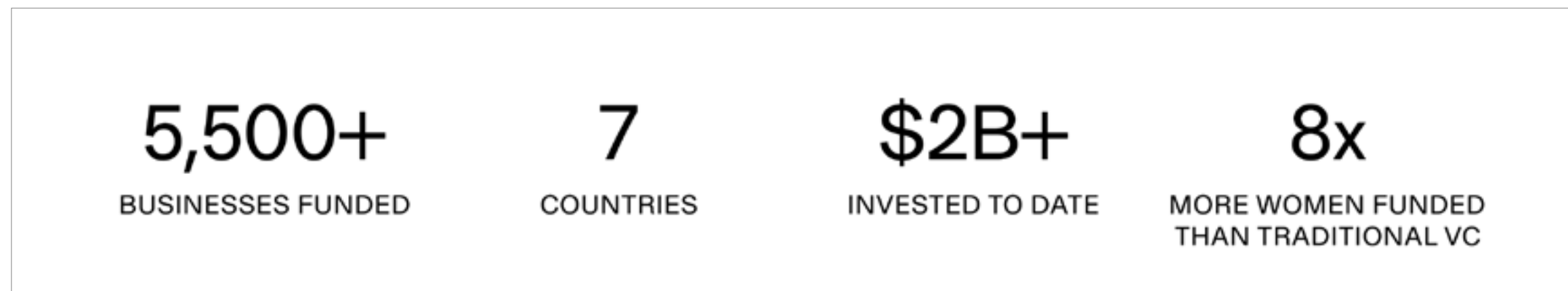
Desktop: 4 Stats



Desktop: 3 Stats



Desktop: 2 Stats (Minimum)



Desktop: Light Mode

### THE PROBLEM

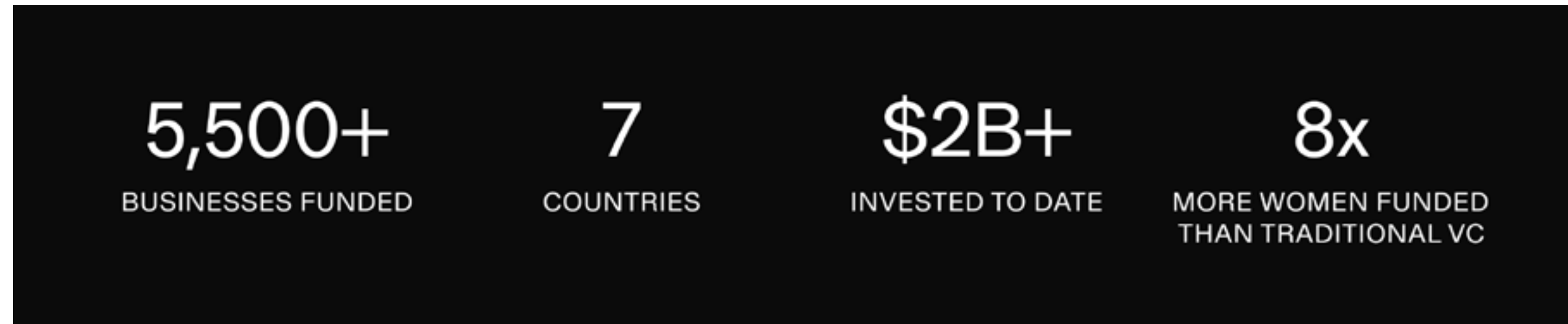
While working closely with the dev team, we found inconsistencies throughout web pages for marketing initiatives. Additionally, there was no component library, making landers take longer to design and code than they should.

### THE DESIGN SYSTEMS

When I was building the component library in collaboration with the dev team, we made sure each component had options for different use cases and was modular to fit the content given by the marketing team.

The components were built on Prismic, and the user can select options using a dropdown menu, making it user-friendly and quick to build prototypes for testing purposes.

Desktop



Tablet



Mobile



## THE BREAKPOINTS

Each component built had 3 breakpoints: desktop, tablet and mobile, ensuring all components were responsive and were legible when scaled down.

Join the 5,500+ founders in the Clearco portfolio.

[GET FUNDED](#)

You've worked hard to build your business, you should own 100% of it.

heartily recommend Clearco\*

**JUDDAN CHAUDARY**  
Omnire LTD

things in more detail. Would highly recommend these guys!

**CHRYSTALLA SPIRE**  
We Are Pentagon

**ROSS CONSTANT**  
Ardent Clothing Ltd.

5,500+

BUSINESSES FUNDED

7

COUNTRIES

\$2B+

INVESTED TO DATE

8x

MORE WOMEN FUNDED THAN TRADITIONAL VC

### Fuel your Cyber Monday sales.

Get \$10K-\$10M in only 24 hours. Use our funding to scale your marketing or prepare your inventory to make this Black Friday/Cyber Monday your most lucrative yet.

First Name

Last Name

Email

Phone Number

Company Website

Business Type

Business Type

Send me offer updates and helpful info

I agree to Clearco's [Terms of Use](#) and [Privacy Policy](#)

[GET FUNDED](#)

Erin Bury, CEO and Co Founder of Willful, saw her sales grow by 300X after using Clearco funding to scale paid ads.

### FAQ

This is the label for an accordion +

This is the label for an accordion +

This is the label for an accordion -

Your data won't be shared with your matches unless you consent to this when requesting an introduction




**JOHNNY APPLESEED**  
Founder of Acme Corp.

“With Clearco’s investment, Dushyant was able to keep equity in his business while still growing revenue 300%, saving over 10 Million Days of Drinking water in the process by scaling his sustainable brand.”

### These founders said it best.

GLAMNETIC
VANITY PLANET
Haus
TKEES
willful.
Andie



Kevin Gould, Co-founder of Glamnetic

“Clearco helped me grow from bedroom to boardroom”

[Read the case study](#)


### We are the worlds largest e-commerce investor

See why some of the fastest-growing UK brands love working with Clearbanc.

★★★★

Extremely professional service with a straight forward application process and a user friendly system.

Ross Constant - Ardent Clothing Ltd



### Your Black Friday inventory costs, covered.

Get equity-free capital, get your inventory set, and grow during the busiest stretch of the year.

**Easy inventory funding.**

Get up to \$10 million, and use the funding to pay your vendors directly through our VendorPay service.

**Automatic invoicing.**

Upload your vendor invoices and Clearco will handle your accounts payable, no matter where your suppliers are located.


**Equity-free capital.**

Get funding without giving up equity, and pay via a percentage of your daily sales, typically within a 4-month timeframe.


[GET FUNDED](#)

### Our partners are your partners.


Get the most out of your capital with help from our network of industry leaders.



**Jill**  
Co-founder of Jack & Jill




**Karen**  
Founder of Wine



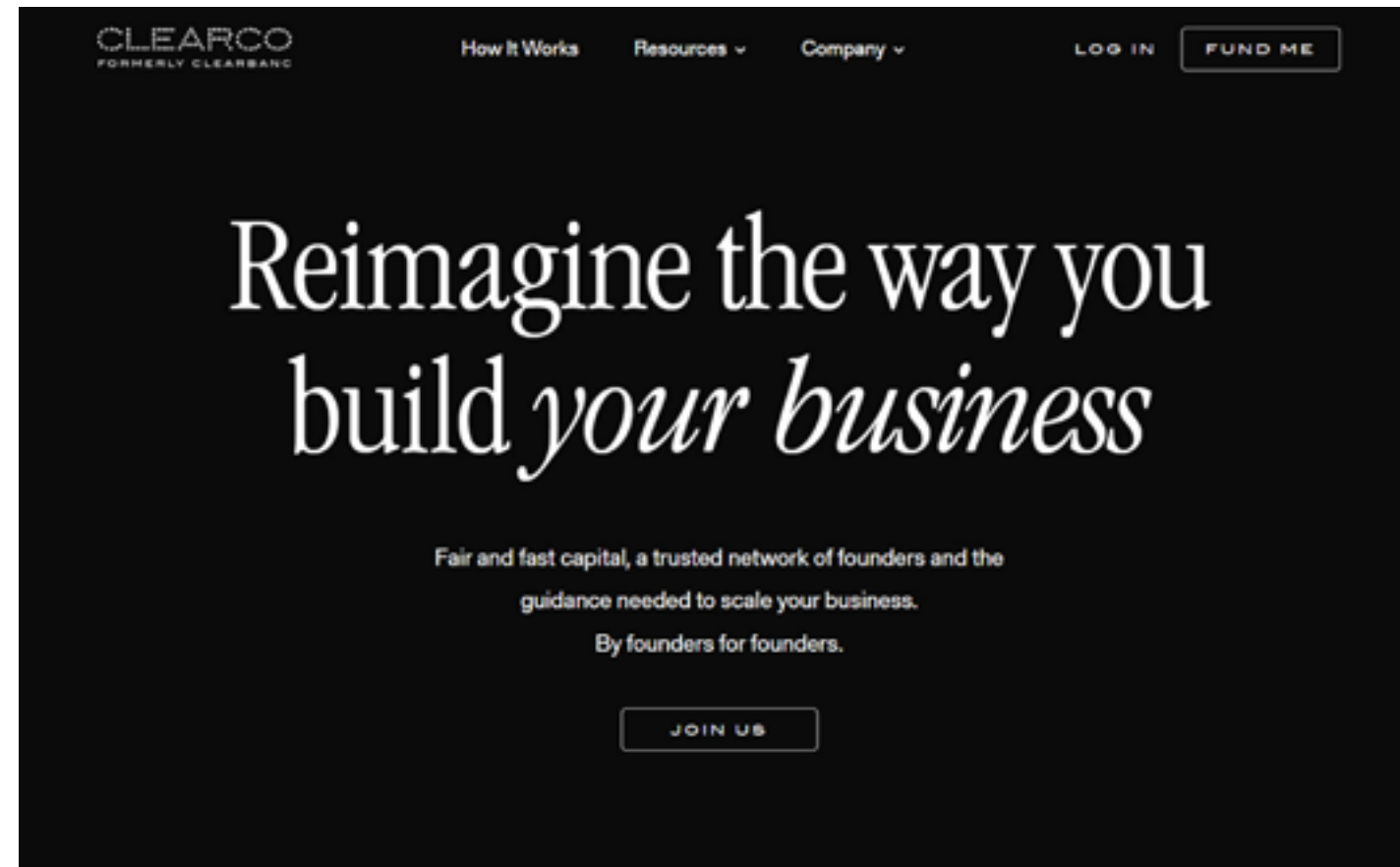
**Bob**  
Founder of XXX

### How we can help

We're on a mission to help close the funding gap. When you sign up for Clearco funding, there's no room for bias. Our algorithm determines who—and how much—we fund based solely upon your



## THE OLD HOMEPAGE

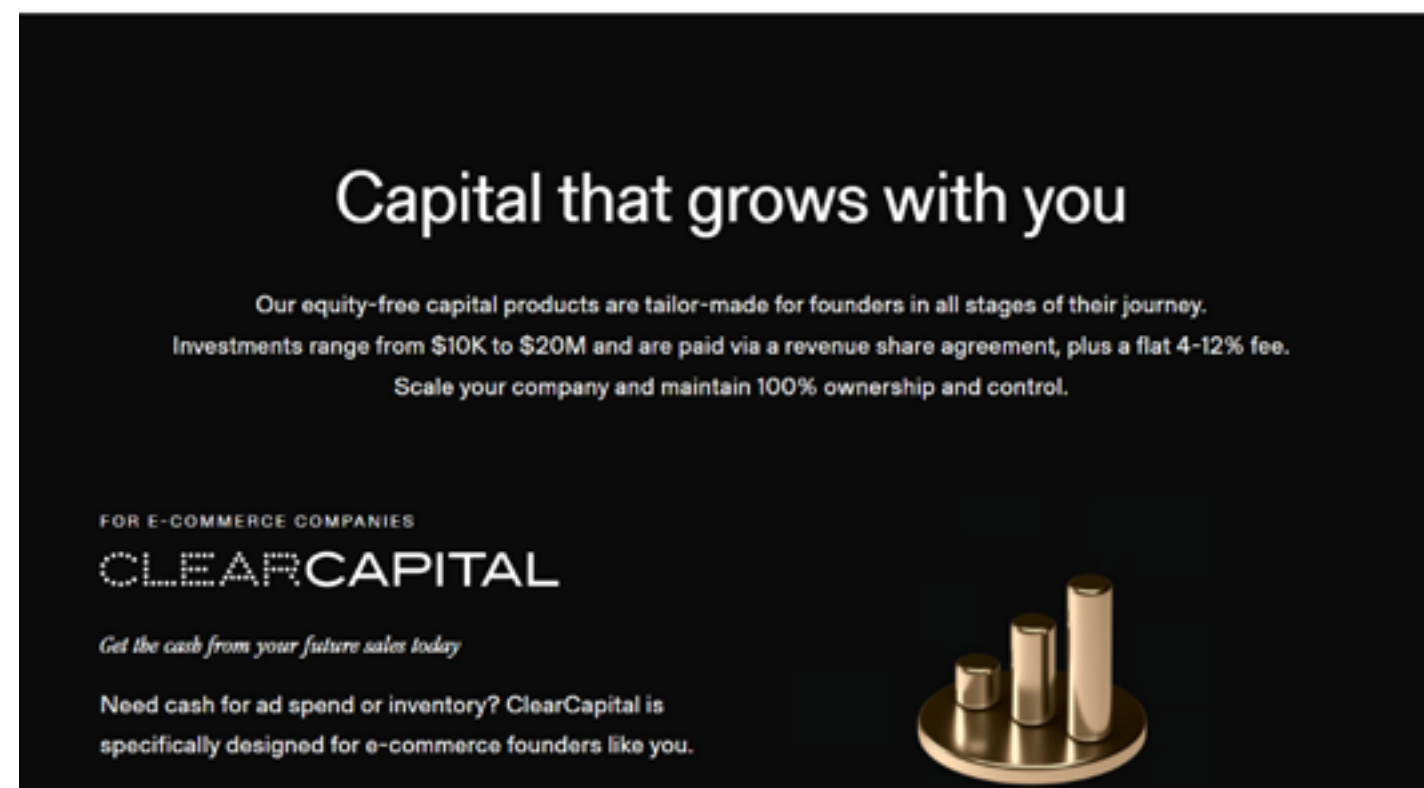


\$2.5B+ invested in 6,500+ businesses

We are the world's largest ecommerce investor.  
Our mission is to remove the barriers between brilliant ideas, and brilliant businesses.

care/of    MONOS:    VANITY PLANET    Soludos  
7KEES

JOIN OUR PORTFOLIO



## THE PROBLEM

In collaboration with Jakob (UX Researcher) and Antony (Designer), through user testing and data collection, we noticed there was a low click-through rate on the CTAs.

## THE PLAN

Using the updated brand guidelines, revamp the homepage and reconfigure the content for better storytelling. Through an **iterative design process**, we utilized A/B testing to confirm our design solutions and iterate for the best possible result.

Intro What we do
Social proof Why Clearco: Stats
Value prop Unique selling propositions
Supported stores Why Clearco: our network
Social proof Why Clearco: testimonials
Blog articles How Clearco helps
Social proof Why Clearco: news articles
Outro Final CTA

## THE FINDINGS

From numerous tests, we found that most users did not know what Clearco does and questioned if it was a legitimate business.

“Is this a scam? It sounds too good to be true”

——— USER FROM TESTING

“I don’t get what this company even does”

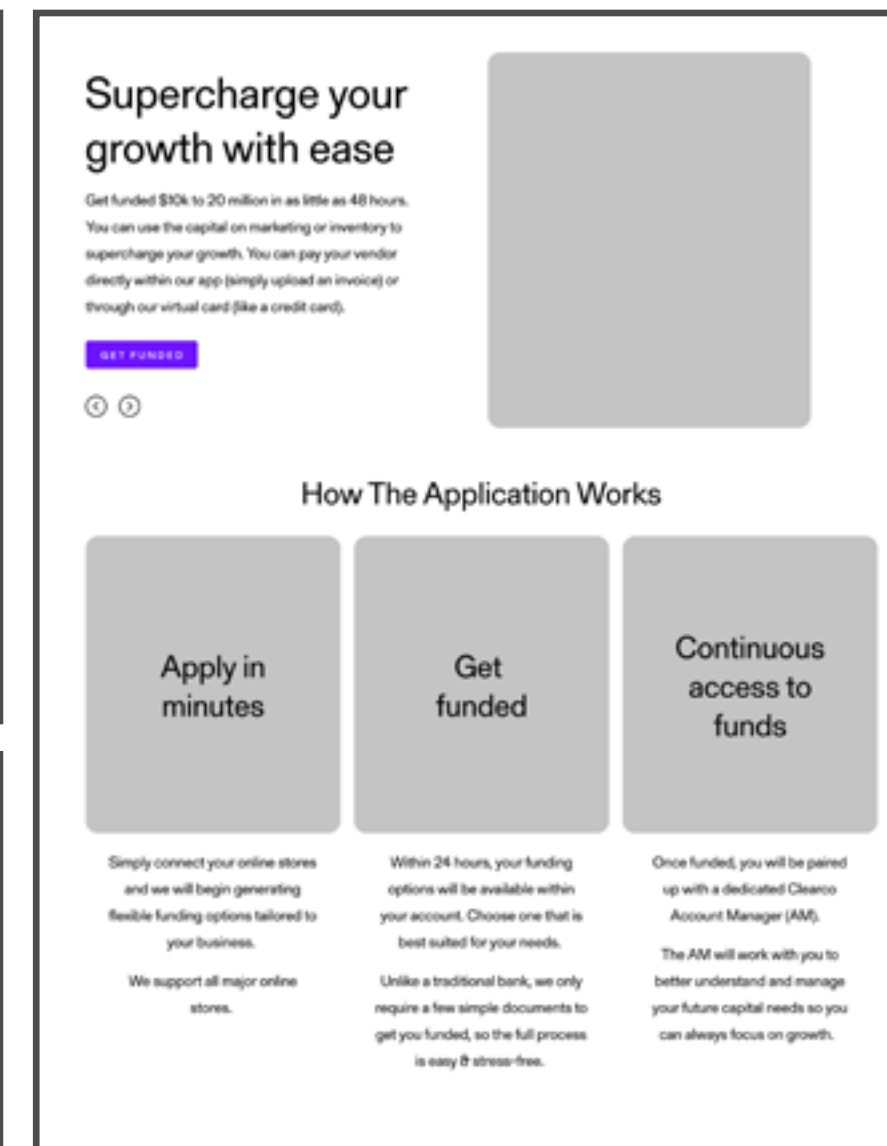
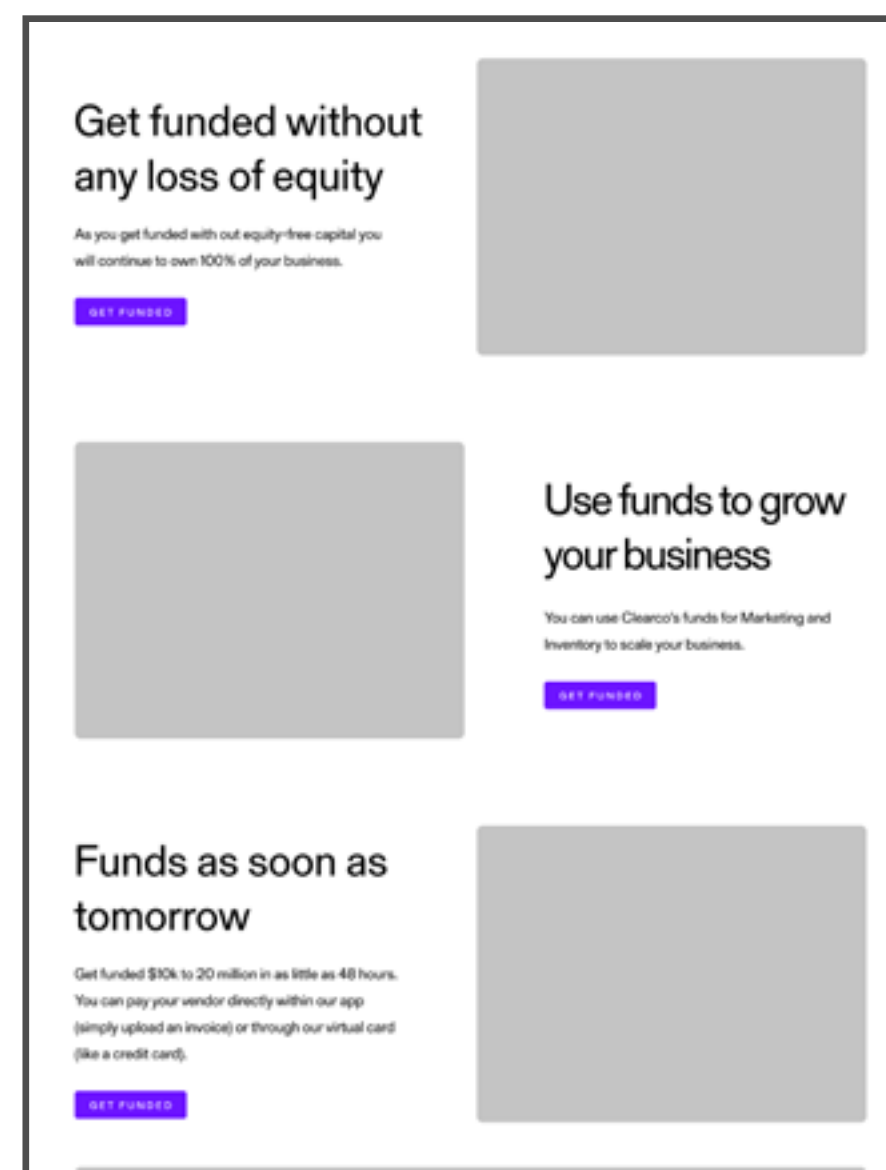
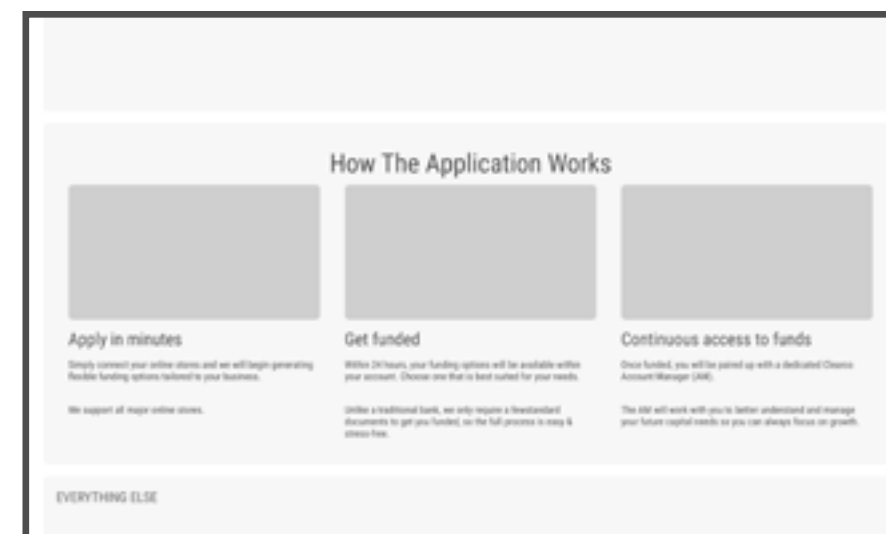
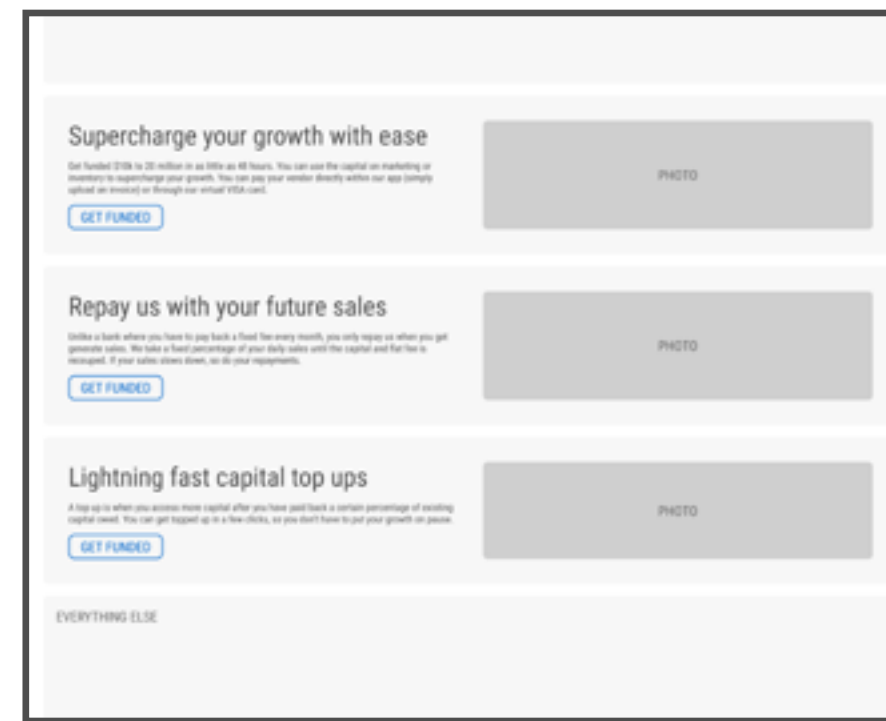
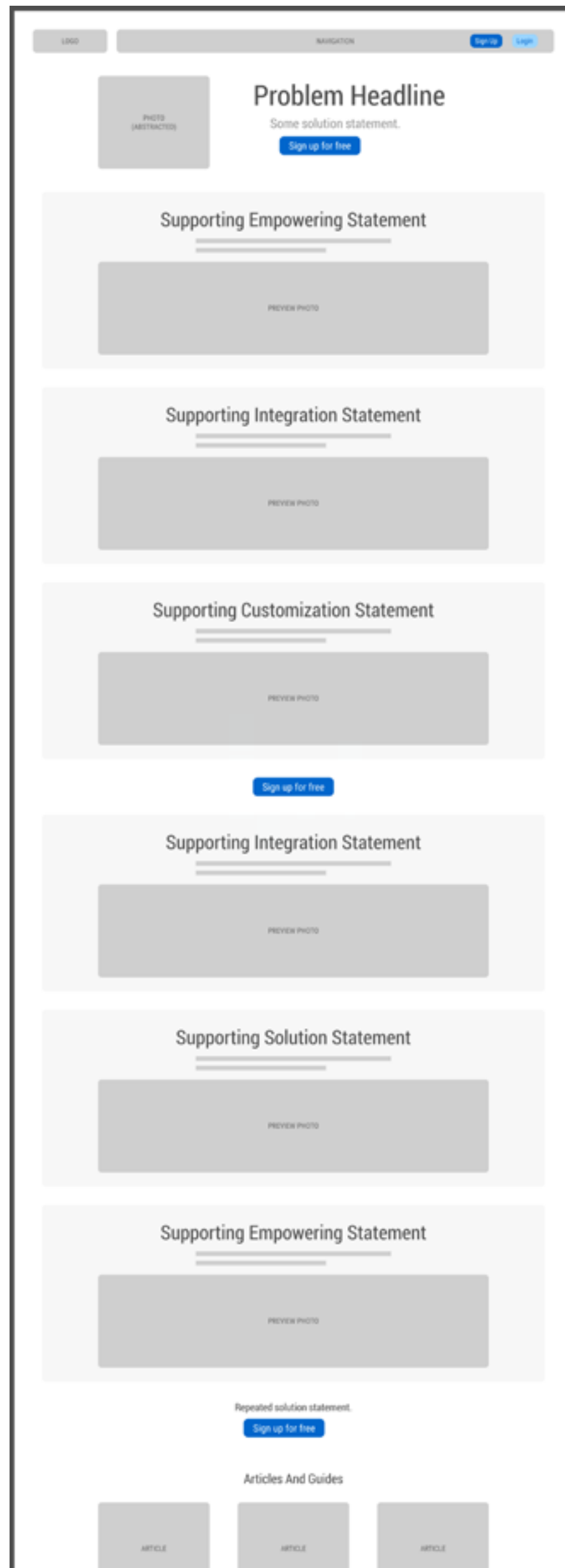
——— USER FROM TESTING

## THE PLAN

With the help of the marketing team, we received data for social proof to help with the content flow of the homepage. With stats, testimonials, news articles, etc. It will help Clearco feel more trustworthy to people who land on the site for the first time.

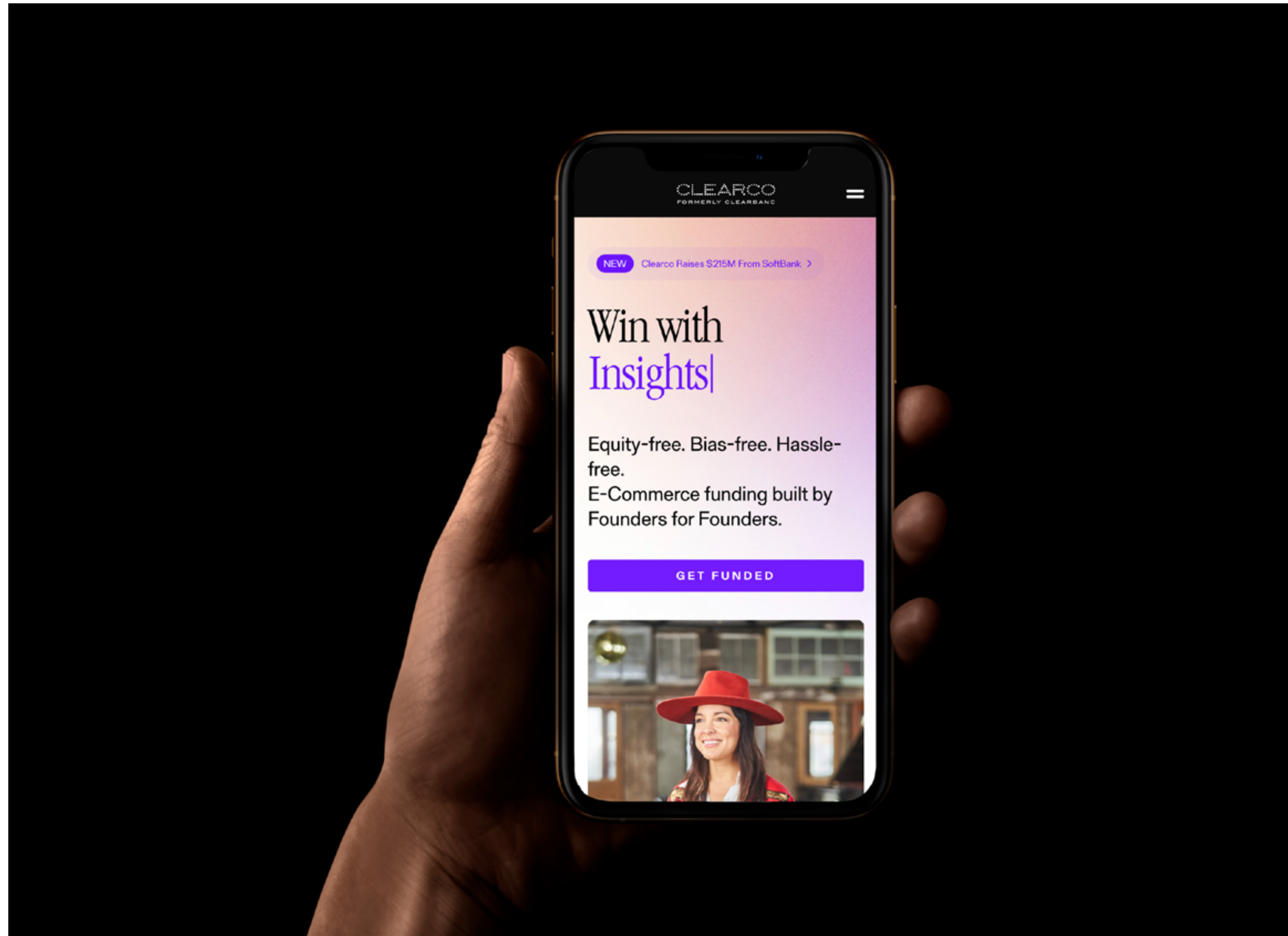
The plan is to get users to **feel that Clearco is transparent, supportive and authentic.**





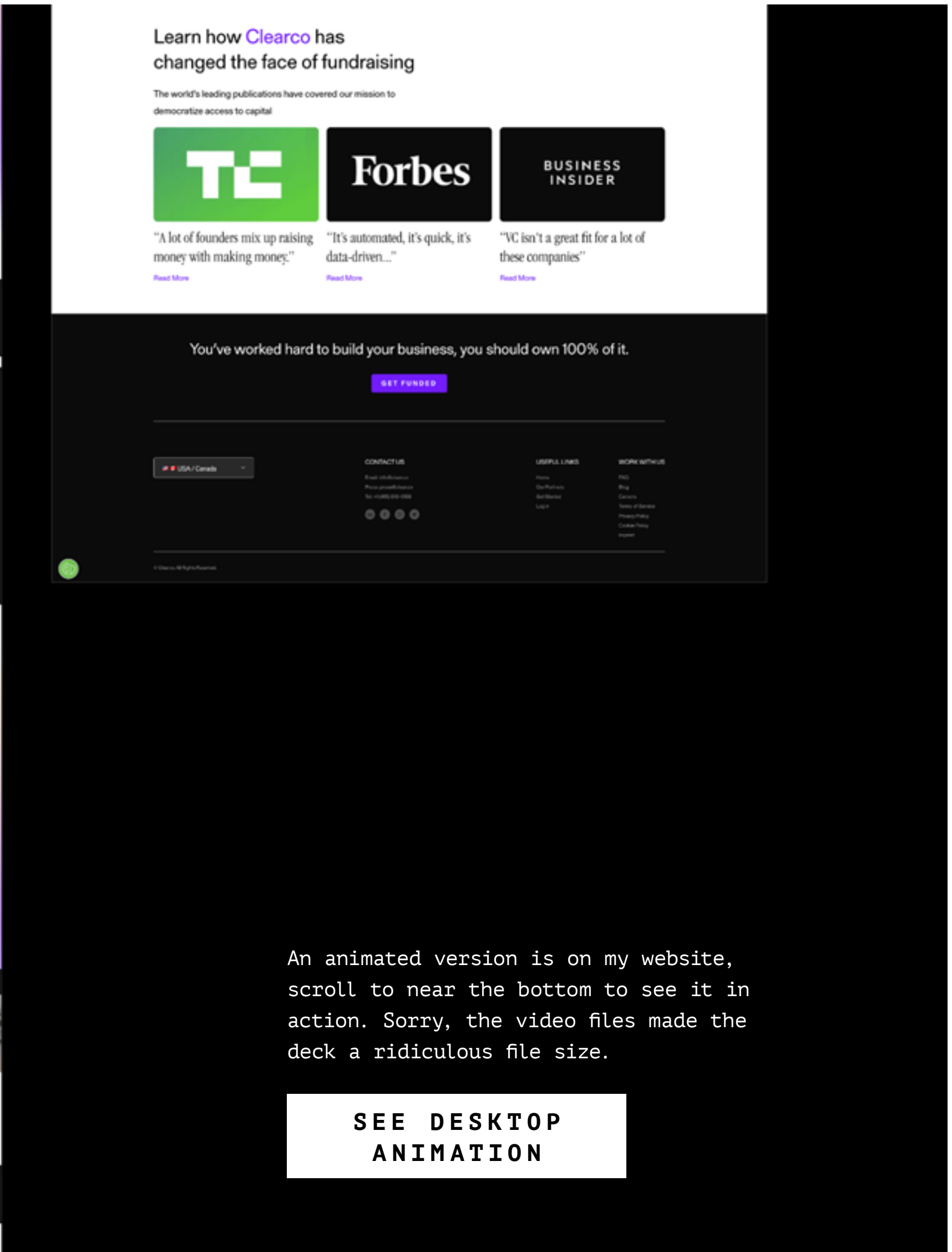
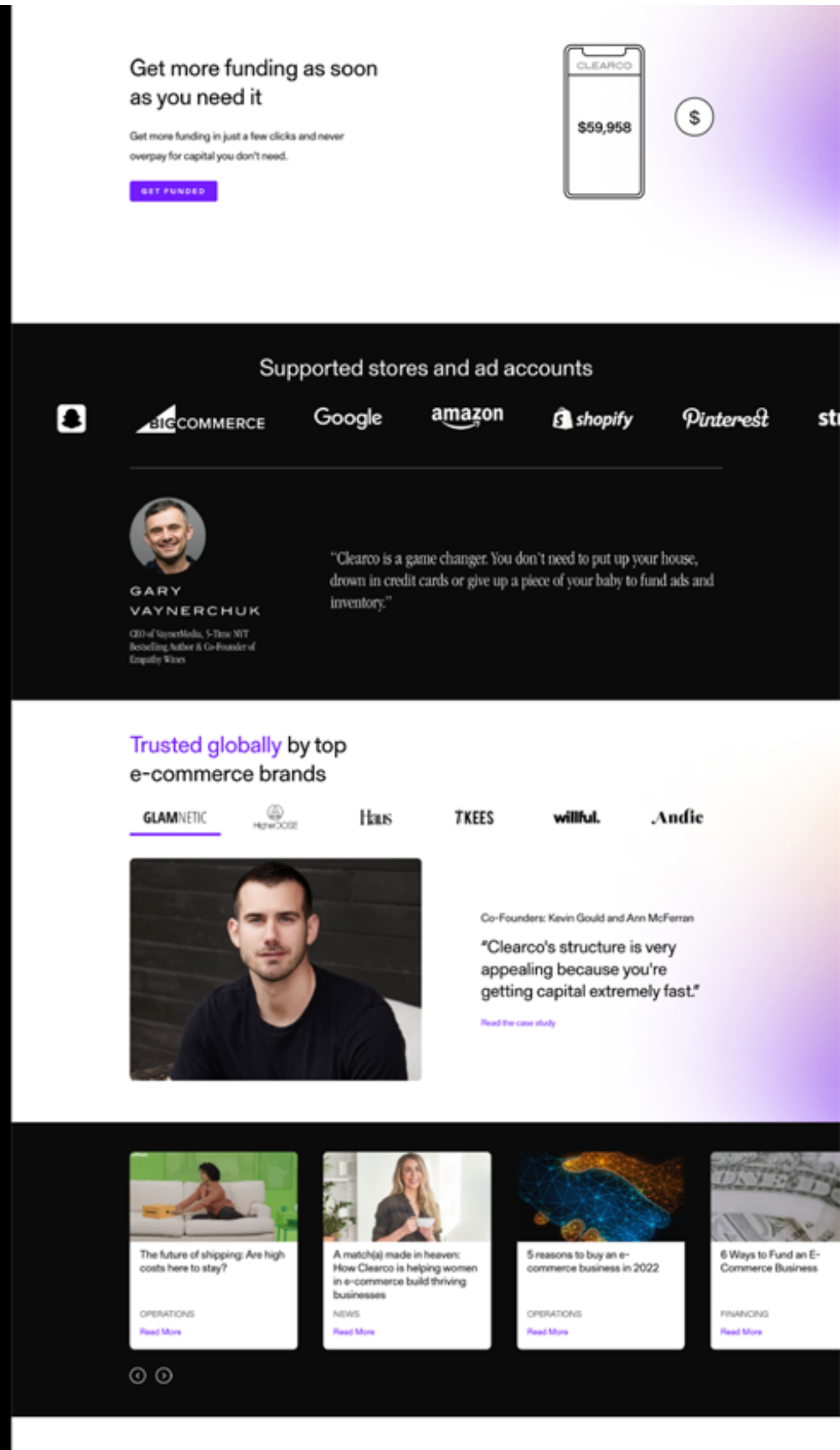
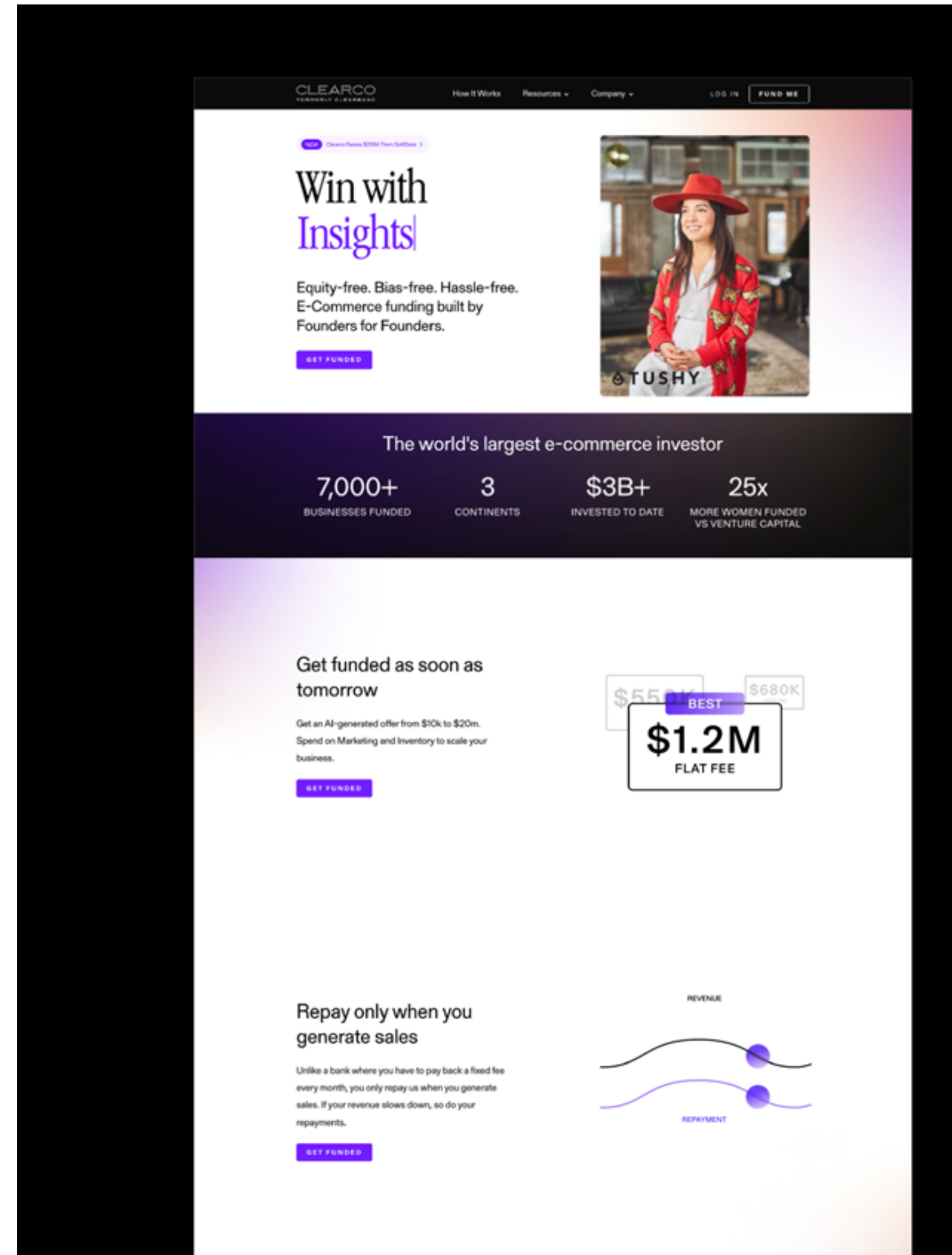
## THE WIRES

With A/B testing, we created many wireframes for different sections of the homepage; to test if the flow of information made sense to the user.



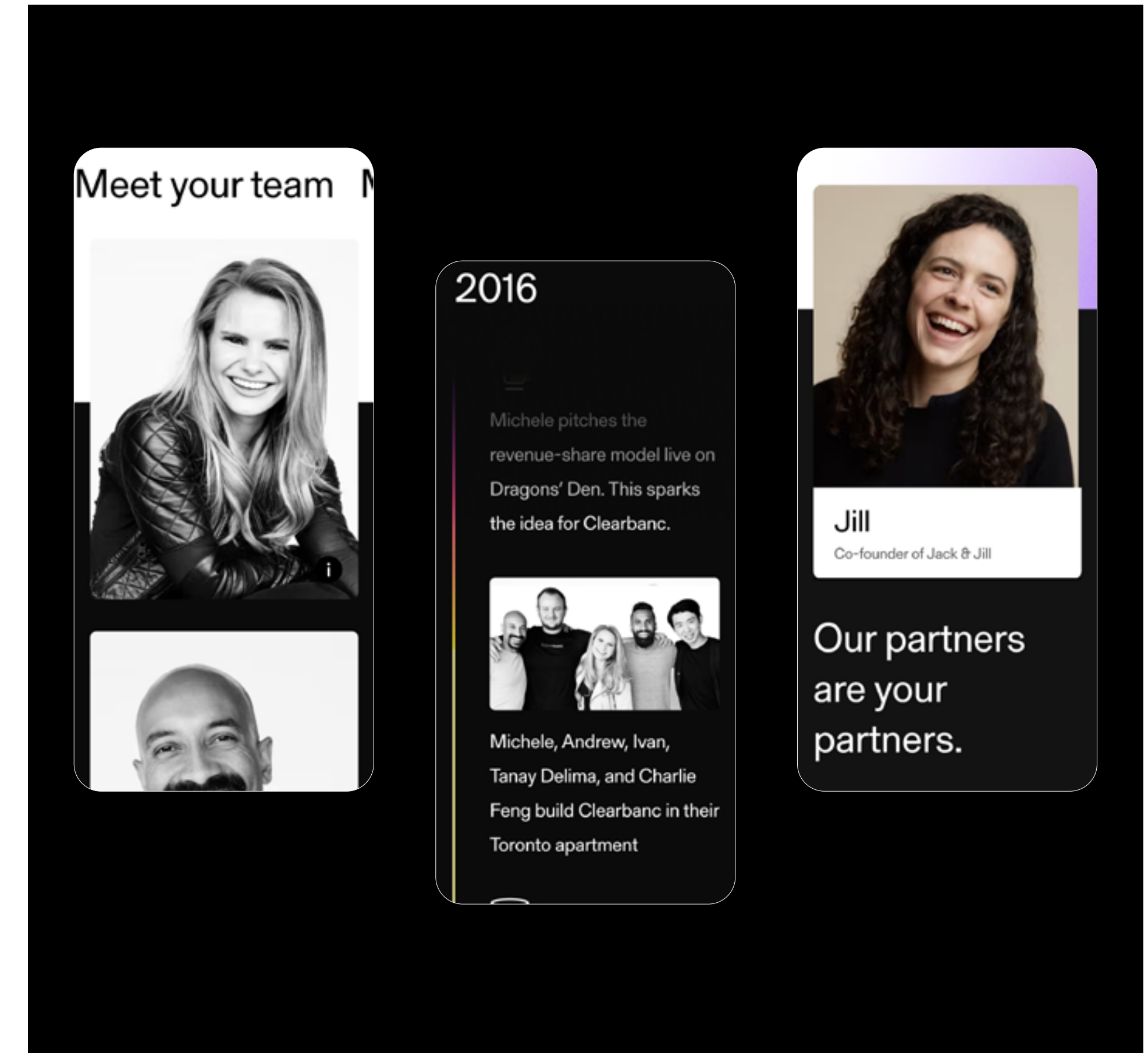
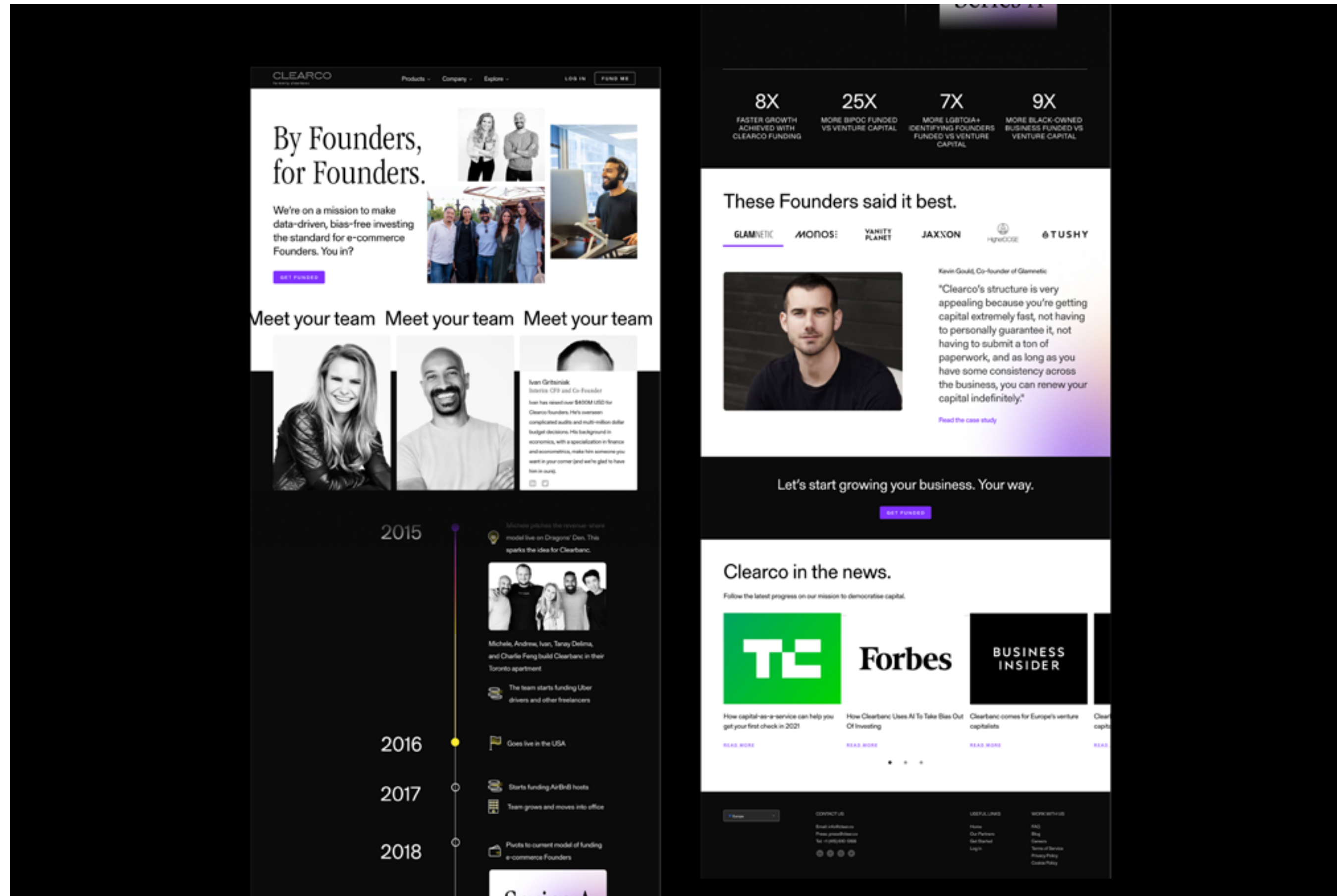
## THE HOMEPAGE

The revamped homepage garnered a **20% increase in clicks of CTAs** on the homepage. From the 20%, there was a **6% increase in sign-ups**.



An animated version is on my website, scroll to near the bottom to see it in action. Sorry, the video files made the deck a ridiculous file size.

SEE DESKTOP ANIMATION



**THE OTHER PAGES**

With the success of the homepage, I was to design other pages within the website, including the about page, blog page, blog article page and multiple landers.

**THE ABOUT PAGE**

The previous about page was lacking the story of Clearco's inception. It only had bios of the founders and some photos of venture partners. I worked with Suzanne (Copywriter) to tell Clearco's journey to users.

The solution was to showcase a timeline of milestones that Clearco achieved along with other stats to make the company look more established to users.

**SEE IT LIVE**

The screenshot shows the top navigation bar with 'CLEARCO' logo, 'How it Works', 'Resources', and 'Company' menus. A 'FUND ME' button is visible in the top right. Below the navigation is a featured article titled 'Want to raise funds during a bear market? Here's how' with a blue and white bar chart illustration. A 'Featured Articles' sidebar on the right lists several articles, including 'The future of shipping: Are high costs here to stay?' and 'A match(ing) made in heaven: How Clearco is helping women in e-commerce build thriving businesses'. The main content area below features a grid of article thumbnails with titles like 'Black Friday Supply Chain and Inventory Planning for 2022', 'How to find investors for E-commerce business', and 'Partner Spotlight: Clearco partners with Klarna to help e-commerce founders win!'.

This section highlights the primary funding offer: 'Keep 100% of your business. Get \$10k-\$20m in e-commerce funding in less than 48 hours.' It includes a 'GET FUNDED' button and social proof from Trustpilot (TrustScore 4.4/5) and CSAT (Score 4.5/5). A testimonial from Piglet is featured: 'There's room to continuously scale without worrying about limitations on [Clearco's side] to provide the funding we need!'. Below this is a 'Join a community built by Founders, for Founders.' section listing partner brands like Grand Cosmetics, Mentality, Jampipe, Glametic, Soludos, and Vanity Planet. The 'How it works' section is a 4-step process: 1. Connect your stores and ad accounts, 2. Choose an AI-generated offer, 3. Spend on inventory, marketing, and more, 4. Access more funds when you need to. A 'NOT A BANK. NOT A VC.' section lists benefits: Secure, No Interest, and Pay As You Grow. A testimonial from Crystal Etienne, Founder of Ruby Lou, is included: 'Top up funding instantly to keep growing.' The bottom of this section features a 'GET FUNDED' button and a summary of statistics: \$3B+ INVESTED, 3 CONTINENTS, 7,000+ BUSINESSES FUNDED, and 25x MORE WOMEN FUNDED VS VENTURE CAPITAL.

This section focuses on social proof and testimonials. At the top, it displays the same statistics as the previous section: \$3B+ INVESTED, 3 CONTINENTS, 7,000+ BUSINESSES FUNDED, and 25x MORE WOMEN FUNDED VS VENTURE CAPITAL. A testimonial from a founder of a business that grew 8X faster is featured: 'Companies that took funding from Clearco grew 8X faster than those that didn't.' Below this is a testimonial from a founder of a business that grew 5x: 'Getting funding just for the data was satisfying and because there were little questions asked and minimal paperwork. It felt pretty 1, 2, 3. We've grown 5x and our AOV has gone from \$90 to \$110.' A 'What Founders are saying' section shows three customer testimonials with star ratings and photos. The bottom of this section features a 'GET FUNDED' button and a quote: 'You've worked hard to build your business, you should own 100% of it.' The footer includes a 'FUND ME' button and a navigation menu.

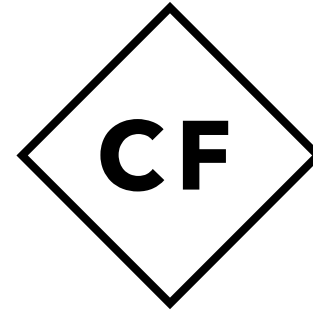
## THE IMPACT

As a result of the brand update initiative, there was an increased click-through rate and engagement of Clearco ads and sites, due to the updated colour palette, fonts, texture and icons allowing for better readability, and better scan and skim. Also, it increased turnaround time and brand consistency throughout design disciplines.

# WANT MORE?

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**THANK**

**YOU!**



let's jam  
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