



# Reframe Brand & Marketing Guidelines

## Component and Style

# **THE REFRAME BRAND AND PILLARS**

# The People Leaders Community We Are Building

With use of earned and owned media, we will build a community of buyers and users of the Reframe People Leaders Platform.



Chief Human Resource  
Officers and Chief  
Talent Officers



Chief Executive  
Officer and Founders



Chief Marketing  
Officer



Chief Diversity & Inclusion  
Officer

## BUYERS

- CHRO and CTO are the proven primary buyers of services and software to date.
- CEOs ultimately give approvals for the transformation engagement
- Within the HR department is where change and people service buyers reside.

## USERS AND INFLUENCERS

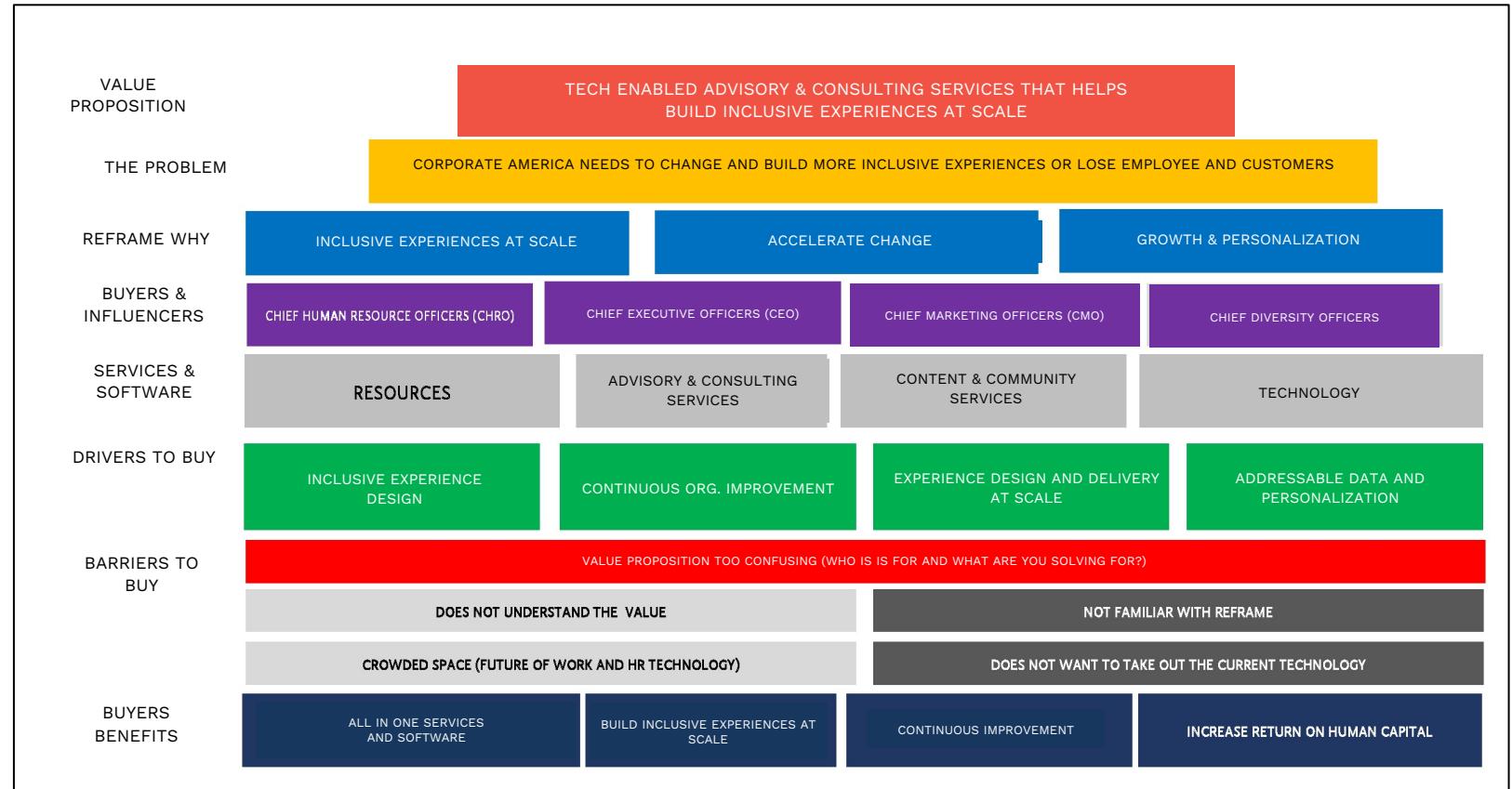
- CD&I are heavy influencers of the engagement with co-ownership of content & curriculum.
- CMO are users of the services with CHRO as partners.
- CMO engagement is the result of cross-sell with the marketplace as the focus for change and impact.

# Reframe Brand & Communications Architecture

The brand and communications architecture based on actual customer and user feedback from 2015 – 2020.

## Brand and Communications

- The communications (comms) architecture should be used for messaging and communications development.
- This provides a plan for how Reframe grows while defending its positioning against deeply seeded and well funded competitors.
- Throughout all channels of communications, this should be used to guide the brand and attributes.



# Reframe Brand Pillars & Proof Points

Benefits for buyers versus the competition: For building inclusive experiences,  
Accelerate Change, Growth and Personalization at scale

BRAND PILLARS			
PROOF POINTS	CHANGE	GROWTH	PERSONALIZATION
	<p><u>Services</u></p> <ul style="list-style-type: none"><li>▪ Workplace Change Approach (Services)</li><li>▪ Inclusive Employee Experience Design</li><li>▪ Cultural Maturity Model™</li></ul> <p><u>Software</u></p> <ul style="list-style-type: none"><li>▪ Employee Assessment (EA)</li><li>▪ Content Management System (CMS)</li><li>▪ Learning Management System (LMS)</li></ul> <p><u>Resources</u></p> <ul style="list-style-type: none"><li>▪ Wiley Published Future of Work Thesis</li><li>▪ Published Book #2: Reframe The Workplace (2021)</li><li>▪ Workplace Change Reports</li></ul>	<p><u>Services</u></p> <ul style="list-style-type: none"><li>▪ Marketplace Change Approach (Services)</li><li>▪ Inclusive Customer Experience Design</li><li>▪ Cross – Cultural and Poly – Cultural Insights &amp; Platform</li></ul> <p><u>Software</u></p> <ul style="list-style-type: none"><li>▪ Rewards Management System (RMS)</li><li>▪ Event Management System (EMS)</li><li>▪ Partner Management System (PMS)</li></ul> <p><u>Resources</u></p> <ul style="list-style-type: none"><li>▪ Published Book #1: Wiley Published Reframe The Marketplace (2015)</li><li>▪ Marketplace Change Reports</li></ul>	<p><u>Software</u></p> <ul style="list-style-type: none"><li>▪ Capability to personalize content, engagement and experience.</li><li>▪ Integrated experience and engagement tools tied to measurement, data and analytics reporting throughout the experience journey.</li></ul> <p><u>Software Implementation</u></p> <p>For buyers who elect, Reframe has the ability to design and deliver an inclusive experience at scale.</p>

# **BRAND GUIDELINES COMPONENT**

## BRAND MARK PRIMARY

The Reframe logo is the primary visual representation of our brand. Its consistent look and correct usage across all applications is paramount to the brand's success.

The Reframe logo consists of three parts: The Reframe word, the thick stroke containing it and the colon centered vertically relative to the name.

The brand mark may be used in its black form on white or on lighter backgrounds such as faded photographs. In certain circumstances the logo may also appear in grey so that it can live along side other brands.

Use the white version when placing on backgrounds when possible, whether that be textures, pictures or colors. Be sure not to place the brand mark over any distracting photography or textures, as it must be clear and uncluttered.

**REFRAME:**

**REFRAME:**

**REFRAME:**

## LOGO CLEAR SPACE

To ensure that the Reframe logo is free from visual distraction, all supporting graphic elements must be positioned at a minimum required distance from the logo. This distance is known as clear space.

Clear space is defined in terms of the measurement X.

X is defined as the cap height of the Reframe name within the logo. The preferred minimum clear space around the signature for print applications is 1.5 X. The preferred minimum clear space around the logo for digital applications is 1 X.

For all applications, allow for increased clear space whenever possible.

Preferred minimum clear space for print applications



Preferred minimum clear space for digital applications



# LOGO PLACEMENT AND SIZE

### LOGO PLACEMENT

It is preferred that the black Reframe logo be placed on a white background and lighter photographs. When using other backgrounds such as dark photographs, textures and colors, it is preferred that the white Reframe logo be used.

### MINIMUM LOGO SIZE

The minimum allowable size of the Reframe logo in digital applications is 72 pixels wide. The minimum allowable size of the Reframe logo in print applications is 1 inch wide. These standards assure clear reproduction of the logo and all of its elements.

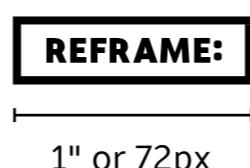
Black Reframe logo examples



White Reframe logo examples



Reframe logo minimum size



# LOGO: WHAT NOT TO DO

Using the Reframe logo consistently makes it a more stable, robust and recognizable symbol. Therefore, it is very important that the logo is always reproduced from approved artwork. It should never be recreated, redrawn or distorted. Any previous versions of the logo must be replaced with the current version. Do not use old logos.

The following examples are unacceptable modifications or applications of the Reframe logo.

DO NOT distort, stretch or skew



DO NOT place over a distracting background



DO NOT redraw



DO NOT change the colors



DO NOT rotate



DO NOT use old variations



DO NOT surround with a frame



DO NOT use different colors inside or outside



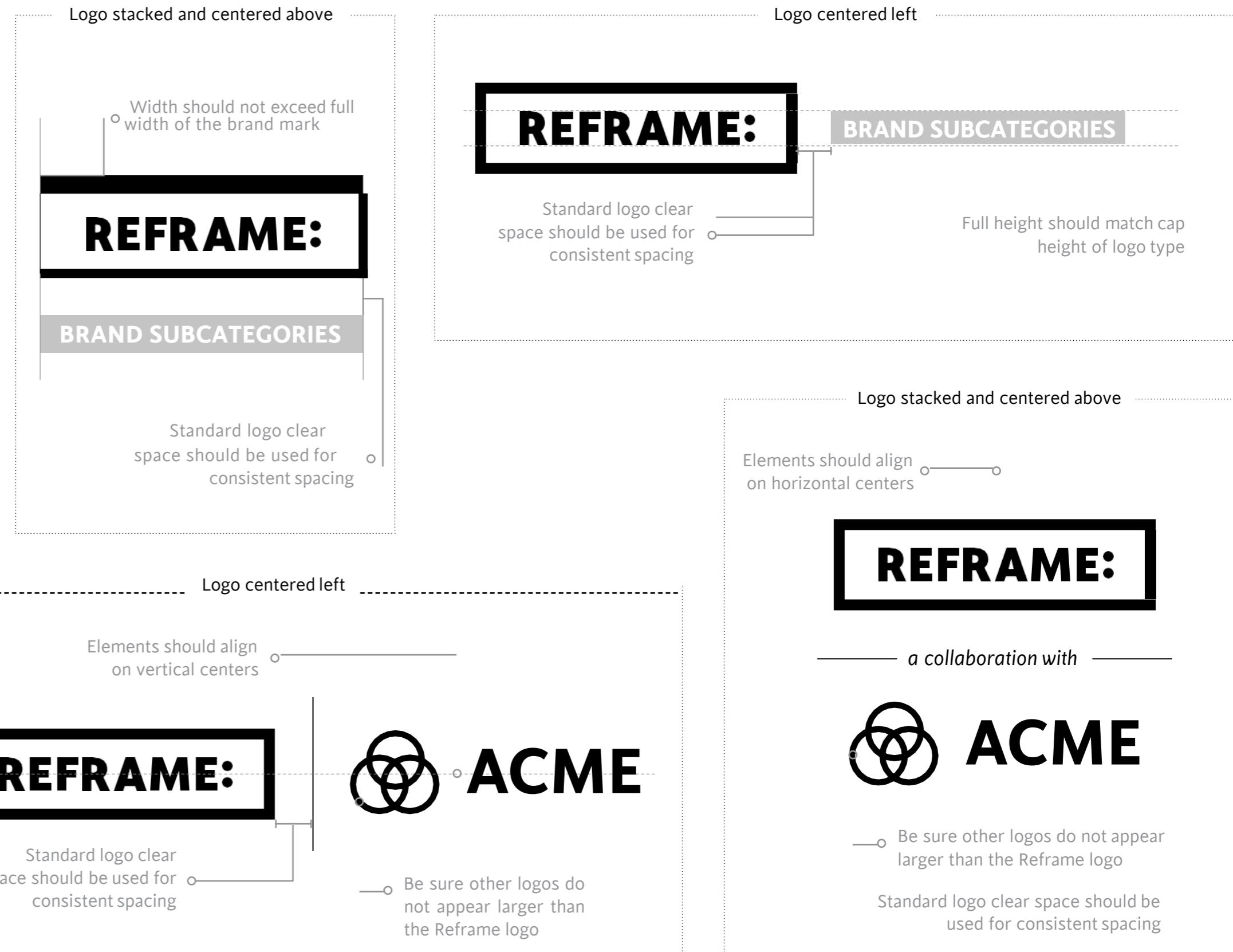
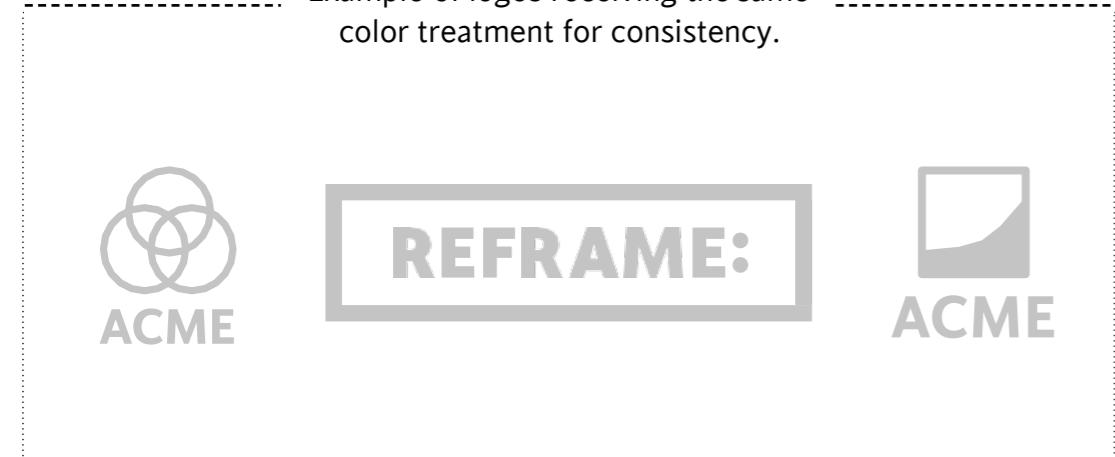
# LOCKUPS

The Reframe logo should always be presented first to set branding context. It should always appear centered above or centered left of the content it is living with, whether that be another brand mark or a Reframe brand subcategory.

Make sure that the proper logo clear space is used so the Reframe logo does not become crowded or overpowered.

When appearing alongside other brand logos in a large group, it is recommended that all of the logos receive the same color treatment so that they do not clash. In this case, it is ok to apply a shade of grey to the Reframe logo.

Example of logos receiving the same color treatment for consistency.

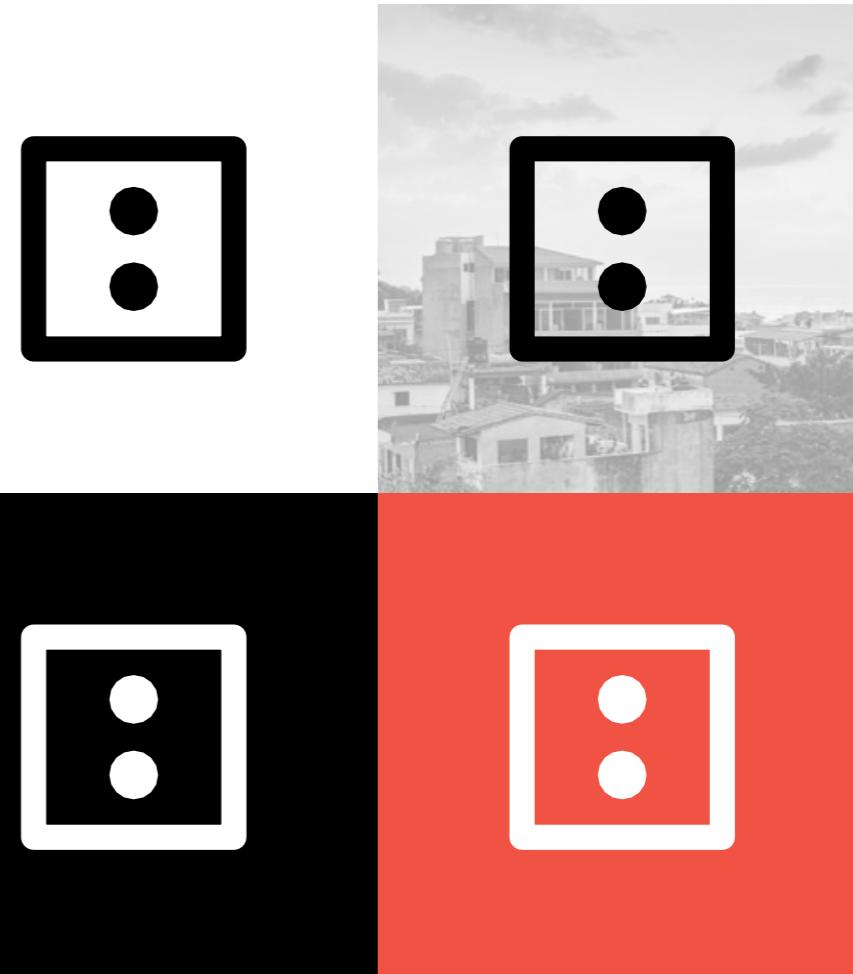


# MARK USE COLON BRAND

The stylized Reframe colon brand mark should be used for social channels and identity. It may also be used as a secondary logo or design element. It should not replace the primary logo in communications or marketing materials. It is most useful on open pages, such as the inside pages of a multi-page document in which the primary logo appears at the beginning.

The Reframe colon brand mark must appear in its entirety. Do not crop or place images or copy over it. The Reframe colon brand mark may appear in black or white.

The same logo guidelines that apply to the main Reframe logo also apply to the Reframe colon brand mark as well.



# COLON: WHAT NOT TO DO

Using the Reframe colon brand mark consistently makes it a more stable, robust and recognizable symbol. Therefore, it is very important that the Reframe colon brand mark is always reproduced from approved artwork. It should never be recreated, redrawn or distorted. Any previous versions of the mark must be replaced with the current version. Do not use old brand marks.

The following examples are unacceptable modifications or applications of the Reframe colon brand mark.

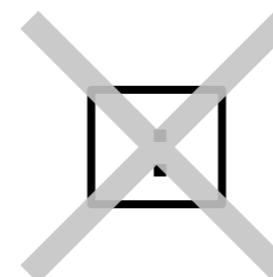
DO NOT distort, stretch or skew



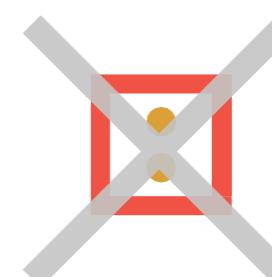
DO NOT place over a distracting background



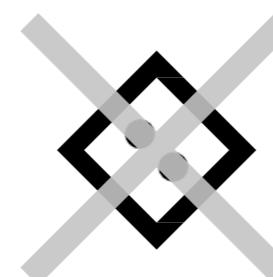
DO NOT redraw



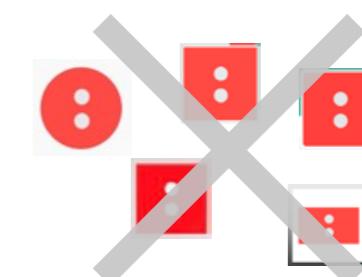
DO NOT change the colors



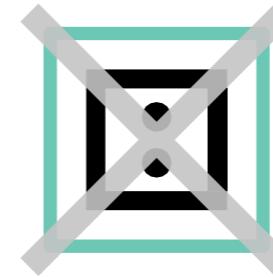
DO NOT rotate



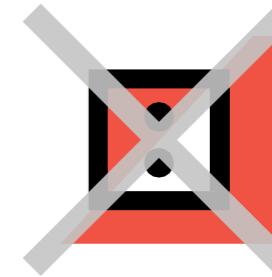
DO NOT use old variations



DO NOT surround with a frame



DO NOT use different colors inside or outside

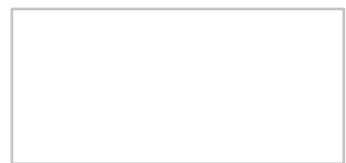


## COMPONENTS

# COLOR PALETTE

Limit palette for simplicity. Colors are used to depict importance and should be used sparingly as accents, callouts, CTAs & point of reference. Lines and small fields are recommended.

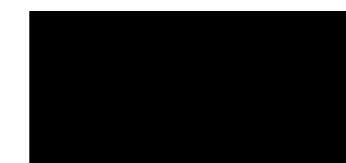
### PRIMARY COLORS

**WHITE**

CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: #FFFFFF

**RED**

CMYK: 0-83-77-0  
RGB: 240-83-67  
HEX: #F05343

**BLACK**

CMYK: 0-0-0-100  
RGB: 0-0-0  
HEX: #000000

**LIGHT GREY**

CMYK: 23-18-18-0  
RGB: 196-196-196  
HEX: #C4C3C4

**DARK GREY**

CMYK: 69-63-62-58  
RGB: 52-51-51  
HEX: #333333

### SECONDARY COLORS

**YELLOW**

CMYK: 15-39-93-0  
RGB: 218-160-54  
HEX: #dA9F35

**PURPLE**

CMYK: 56-77-40-21  
RGB: 111-71-99  
HEX: #6F4762

**BLUE**

CMYK: 74-45-22-2  
RGB: 78-124-160  
HEX: #4E7B9F

**GREEN**

CMYK: 56-0-36-0  
RGB: 108-199-180  
HEX: #6BC6B4

### COLOR RATIO BREAKDOWN

**WHITE**

Allow for extra white (or negative) space for clean and focused design.

**RED**

Used for callouts and CTAs. More of an accent color than a fill.

**BLACK**

Avoid using to flood large areas. Instead, use for accent lines and icon strokes.

**GREYS**

Good alternative to filling spaces when white does not work. Complements red well.

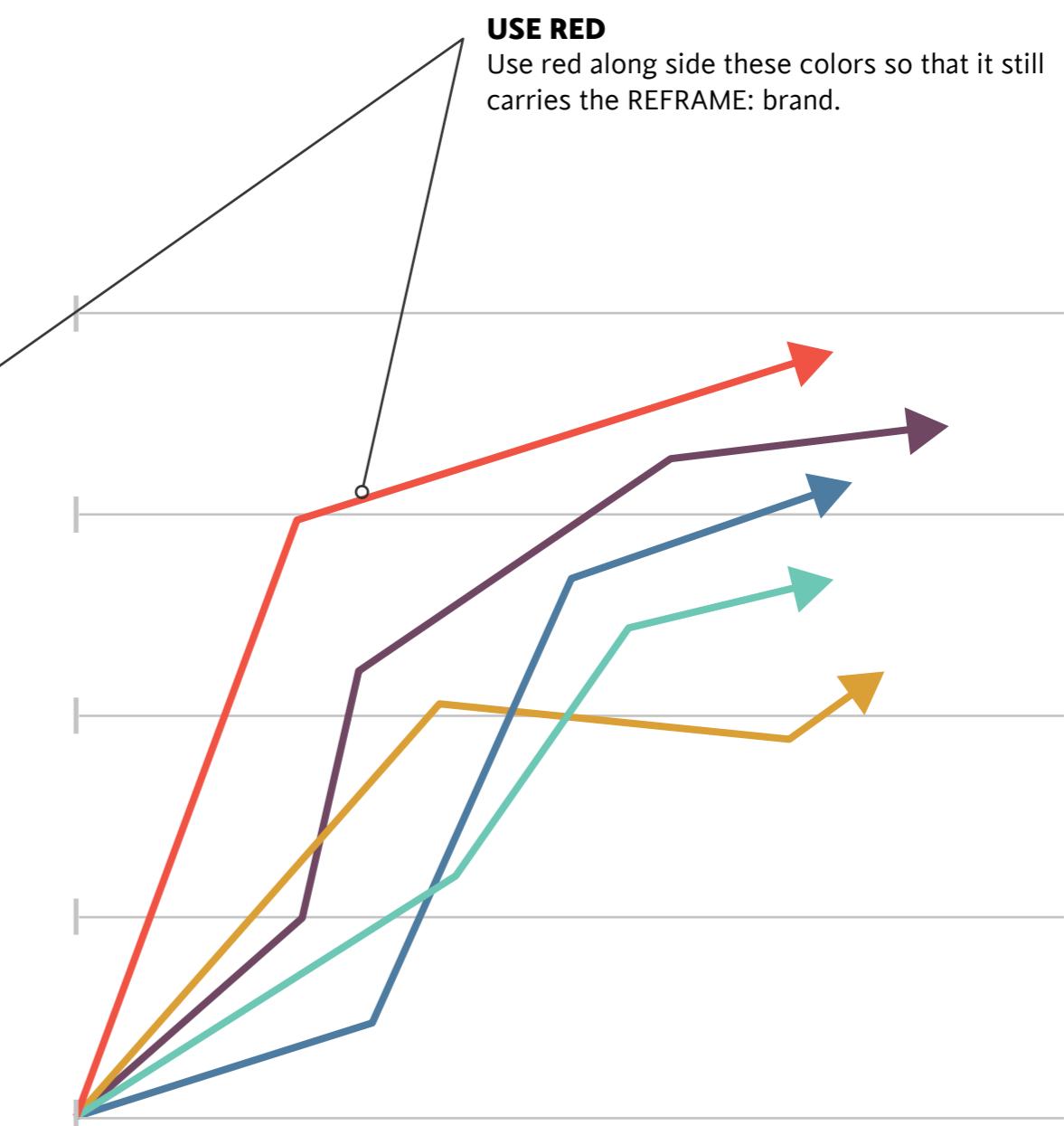
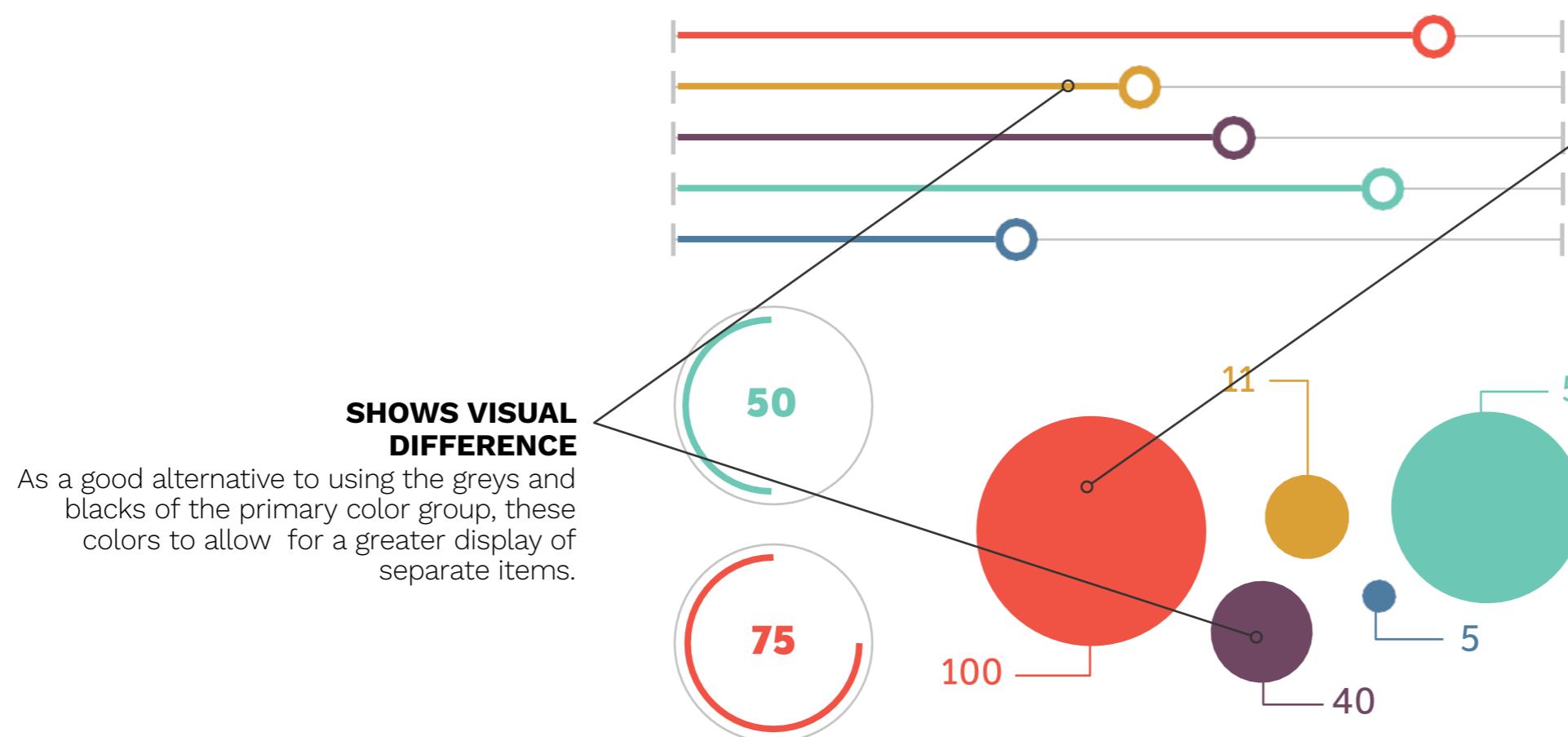
**SECONDARY**

Use only when necessary, like contrast colors in charts, graphs and dashboards.

## SECONDARY COLOR EXAMPLES

The secondary color group complements the primary color group and should appear as little as possible. Use when necessary, especially when creating charts, graphs, tables, etc.

As the red represents Reframe brand as a whole, these colors should not represent specific things consistently, so that they are not constrained in usage.



# PHOTOGRAPHY

All photography should be simple, clean and focused on people and society. Use as a subtle background, texture or frame.

If colors are overpowering and fighting with brand colors, it should be faded (dark or light) or greyscale. Show only one photograph at a time so the communication does not look cluttered.

Use global, unbiased, relevant photography as the backdrop, allowing color to live overtop and the message to be the hero.



## ILLUSTRATIONS



### Illustration Usage

Illustrations are used in a few key places as brand or value prop moments.

These are sometimes static images or videos placed in the Full Bleed Imagery Component – as well as being used in other marketing collateral.

### Style

The illustration style is a friendly, warm illustration style derived from the Shutterstock artist: [shutterstock.com/g/LanKogal/sets/80249122](https://shutterstock.com/g/LanKogal/sets/80249122)

For future brand imagery, that vector style is hand-adjusted to get the specific image wanted. The colors are then hand-adjusted to our brand colors.

Priority is to having people moments being woman-first and showing diversity. People should be shown in a respectable, bright light.

# ICONOGRAPHY

Icons are constructed with a single stroke weight for a clean, professional look, while still bringing life and energy to the brand.

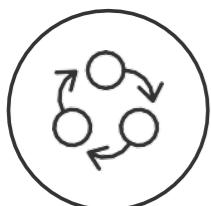
Some strokes include color to reinforce the point of reference.

Place icons after the Reframe brand mark and use in conjunction with naming conventions whenever possible.



### REGULAR ICON

The icons should live outside of circles and other containers as often as possible.



### ICON IN CIRCLE

The icons may be placed in a circle made up of the same stroke weight for consistency. This application may be useful when the icon lives alone without a defined anchor point.



### ICON SILHOUETTE IN CIRCLE

The icons may be placed in a solid circle. This is useful when placed over more complex background textures or images.



### ICON COLOR VARIATION

The icons can take on the brand color in certain applications, whether interjected in a small area or the icon as a whole.



# ICON PLACEMENT AND SIZE

### ICON PLACEMENT

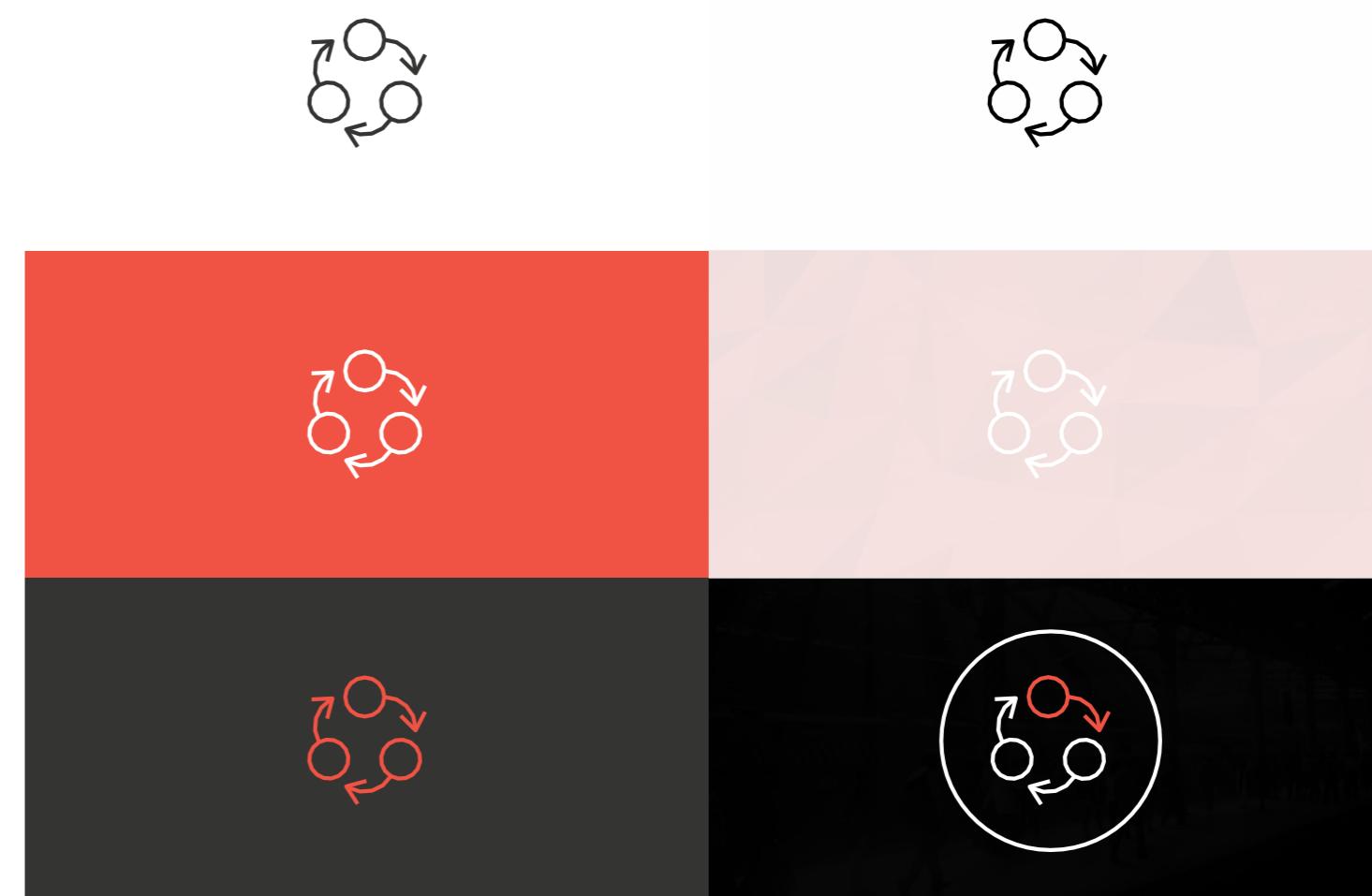
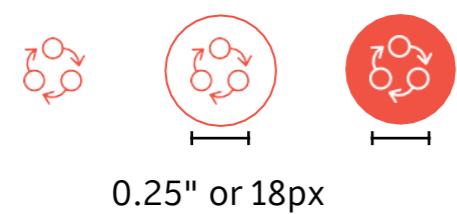
Place icons on a solid background whenever possible. Care should be taken that no background photograph or texture overwhelms the icon. Consider color and circle options when placing over photographic or textured backgrounds.

Position icons with naming conventions whenever possible. Center above or left of the naming convention with ample clear space.

### MINIMUM ICON SIZE

The minimum allowable size of the icons in digital applications is 18 pixels wide (excluding the circle portion). The minimum allowable size of the icons in print applications is 0.25 inches wide (excluding the circle portion). These standards ensure clear reproduction of the icons and all of their elements.

When using icons at small sizes, single color options should be used to ensure optimum clarity.



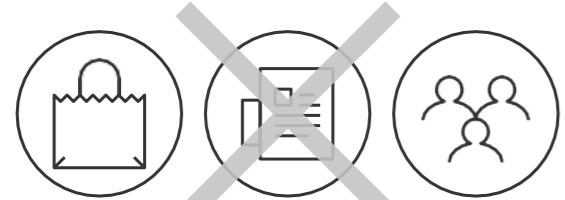
# ICONS: WHAT NOT TO DO

Using the icons consistently makes them more recognizable across all channels of communication.

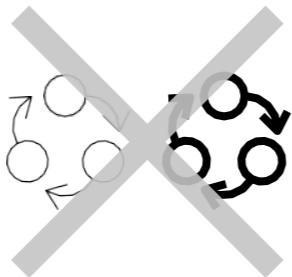
Therefore, it is very important the icons are always reproduced from approved artwork. They should never be recreated, redrawn or distorted. Any previous versions of the icons must be replaced with the current versions. Do not use old icons.

The following examples are unacceptable modifications or applications of the Reframe icons.

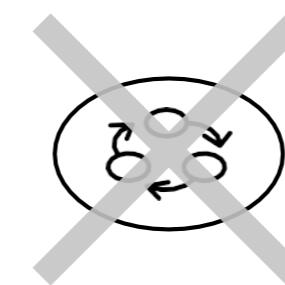
DO NOT put the circle version of the icons together



DO NOT make the icon stroke a different thickness



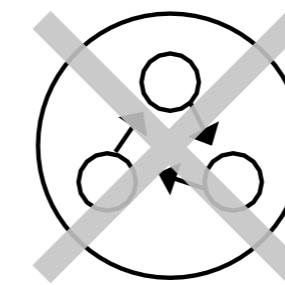
DO NOT distort, stretch or skew the icons



DO NOT place the icons over a distracting background



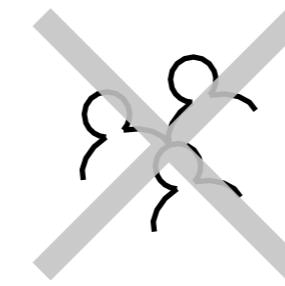
DO NOT redraw the icons



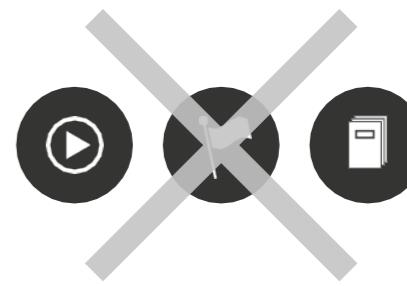
DO NOT change the icon colors



DO NOT rotate the icons



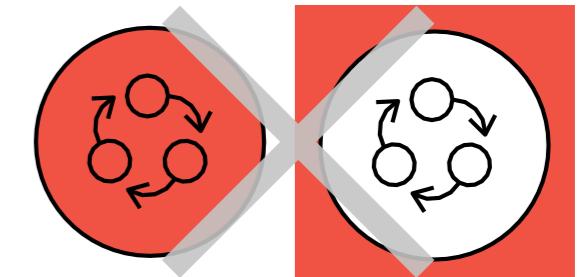
DO NOT use old variations of the icons



DO NOT put an unapproved frame around the icons



DO NOT use different colors inside or outside the icons



# ICONS

## Curriculum

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CULTURAL MATURITY 101



CUSTOMER SEGMENTATION FOR THE  
TOTAL ADDRESSABLE MARKET



A MODERN WORKPLACE FOR  
THE NEW MARKETPLACE



EMPLOYEE ENGAGEMENT IN THE  
AGE OF ACCELERATION



MARKETPLACE MEASUREMENT  
& EFFECTIVENESS



CULTURAL CONTENT IN THE  
NEW MARKETPLACE



A CROSS-CULTURAL & POLY-  
CULTURAL APPROACH FROM  
THE INSIDE, OUT



CULTURAL CONTENT IN THE  
NEW WORKPLACE



CUSTOMER EXPERIENCE &  
ENGAGEMENT IN THE AGE OF  
ACCELERATION



WORKPLACE MEASUREMENT  
& EFFECTIVENESS



MARKETPLACE PERSONALIZATION  
& EMPLOYEE EXPERIENCE



WORKPLACE PERSONALIZATION &  
THE EMPLOYEE EXPERIENCE

# ICONS

## Contact & Share

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APPLE PODCASTS LINK



YOUTUBE LINK



SHARE - TWEET



SHARE - EMAIL



RSS SUBSCRIBE



SOFTWARE



GENERAL INQUIRY



CAREER



MEDIA



EVENTS



SERVICES

# ICONS

## Topics

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COMPLETE



LEARN



CONVERSE



SUCCESS



MEMBERSHIP



CULTURE



DIVERSITY



TIME



SYSTEMS



SEGMENTS



ASSESSMENT

# ICONS

## Offerings

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CONSULTING SERVICES



REWARDS MANAGEMENT SYSTEM



VIDEO CONFERENCE



MEASUREMENT & REPORTING



CHAT & MESSAGING



EMPLOYEE ASSESSMENT



TEAMS & GROUP MGMT



CONTENT MGMT SYSTEM



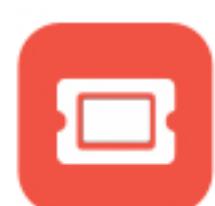
PARTNER PORTAL



LEARNING MANAGEMENT SYSTEM



CALENDARING & SCHEDULING



EVENTS MGMT SYSTEM



COMMUNITY MGMT SYSTEM

## PRIMARY STYLES

# Header Style 1

Large body copy dolor sit amet, consectetur lorem adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore luxum deus morem.

## Header Style 2

Body copy dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

## Header Style 3

## Header Style 4

## Header Style 5

TAB ACTIVE

TAB DEACTIVATE

SUBHEAD BLACK

SUBHEAD RED

Primary CTA

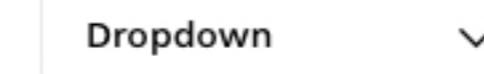
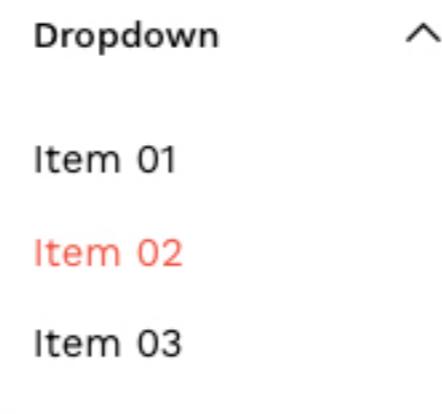
Secondary CTA

Tertiary Text CTA

Primary CTA

Secondary CTA

Tertiary Text CTA



ITEM 01



ITEM 02

## PRIMARY STYLES

The **all-in-one hub** for People Leaders to build the best experiences.

Video Conferencing 

Video Conferencing 

Body copy dolor sit amet, consectetur  
elit, sed do eiusmod tempor incididunt.

### Red Bolded Text

Headlines throughout have some text turned red as a highlight/bold treatment. It gives visual variance. Recommend on instances in design when copy is eventually received.

### Pricing Page – Feature Tooltips

On hover of the tooltip icon, a message bubble appears with some extra context.

## ANIMATION & INTERACTIONS

WORKPLACE CHANGE

## Cultural Strategy

*Lorem ipsum dolor sit amet, consectetur  
  adipisicing elit, sed do eiusmod tempor  
  doloribus morem incididunt deus puer  
  loribus morem seus luxus.*

[Learn More](#) | [Read Story](#)

## Employee Experience & Engagement Strategy

**LOREM IPSUM**

*Dolor sit amet, consectetur  
adipisicing elit, sed do eiusmod tempor  
doloribus morem incididunt.*

[Learn More](#) | [Read Story](#)

## The Reframe Movement Brief and Idea

Lorem ipsum dolor sit amet, consectetur  
  adipisicing elit, sed do eiusmod tempor  
  doloribus morem incididunt.

[Learn More](#) | [Read Story](#)

## Reframe People Leaders Platform

**LOREM IPSUM**

**DOLOR SIT AMET,** consectetur  
adipisicing elit, sed do eiusmod tempor  
doloribus morem incididunt.

[Learn More](#) | [Read Story](#)

## Employee Experience & Engagement Plan

**LOREM IPSUM**

**DOLOR SIT AMET,** consectetur  
adipisicing elit, sed do eiusmod tempor  
doloribus morem incididunt.

[Learn More](#) | [Read Story](#)

Effectiveness Strategy & Plan

## Build a Plan

Contact Us

## Animation

Animation is detailed further in each component page. At a higher level, animation is meant to be subtle and add a slight amount of finesse. Occasional use of fade-ins, and easing in on the Y-axis allows content to come into view a bit more elegantly and gives more life to the page (without being too distracting or time consuming for the user).

### Interactions

Interactions are meant to have a bit of transition, without things immediately converting to their next/hovered state. Hovering a card (like in the example), quickly fades to the inverted red state, rather than immediately becoming that state. Clicking carousel arrows slides the cards to their next state, rather than them immediately being in that next position.

# CHARACTER COUNTS

## IMPOSED (EXAMPLES)



VERIZON

**Lorem ipsum puella  
doloribus lux more...**

Title summarizing the ask and  
key ROI for it morem ipsui...

[Read the story](#)

**REPORT**

## Closing The Gap Between Corporate America and The New America

Lore ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor incididunt  
ut labore et dolore magna  
aliqua. Ut enim ad minim  
veniam, quis nostrud labo...

[Read the story](#)

### Character Counts Imposed

Character Counts should only be imposed for components and situations where too much text would break the size and constraints built for the component.

This essentially only falls on Cards with borders and confined sizing. The last three characters before the breaking point would be converted to an ellipsis "..."

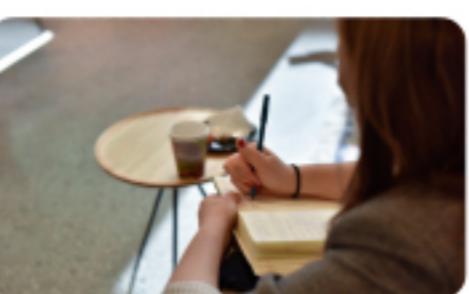
### Character Counts Unimposed

All other components would not have character limits imposed. However, components like Full Bleed Image, 3-Card (without borders), blockquotes, etc. should all be watched closely to make sure copy isn't too long. Those situations would better be guided by rewriting the copy shorter, because it will be important the full statement is readable.

## WATCHED CAREFULLY (EXAMPLE)

### Why attend?

Learn virtually via Reframe LIVE! Or in the office, with a personalized experience. Learn virtually via Reframe LIVE! Or in the office, with a personalized experience.



#### Access

Access to mentors with office hours,  
coaches and practitioners.

#### Engage

Engage in topics and learning content for  
driving change and growth acceleration.

#### Accelerate

Reduce learning time and accelerate  
impact to your organization.

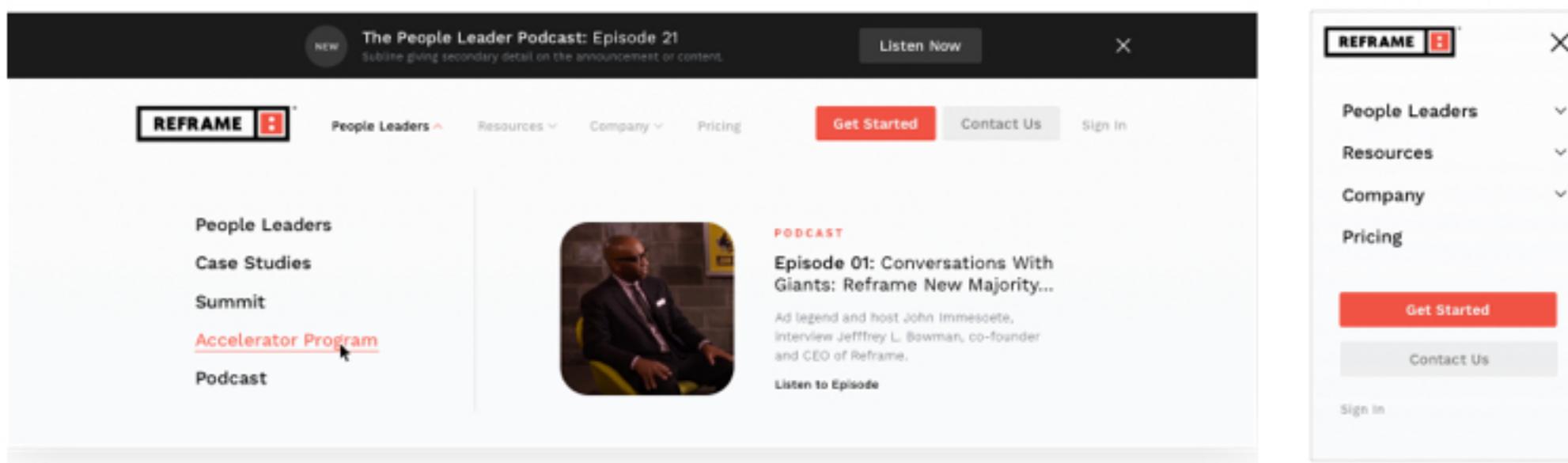
# COMPONENTS

## Navigation

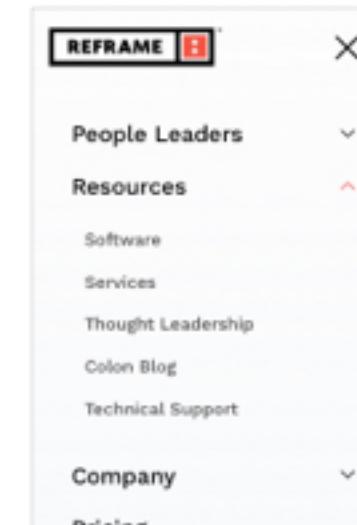
### CLOSED STATE



### EXPANDED STATE



### DROPODOWN EXPANDED (MOBILE)



### Specifications

Desktop: Expanded Image 200x200PX

### Interactions & Animations

Desktop: Hovering a dropdown arrow would behave like <https://lattice.com>. The above highlight banner is optional.

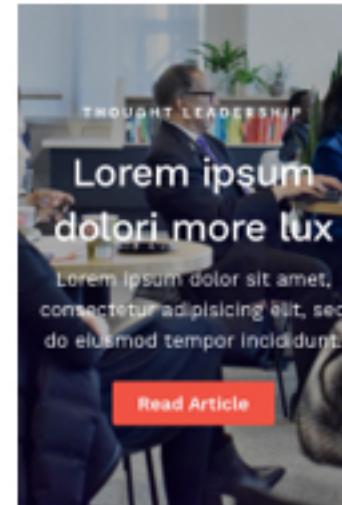
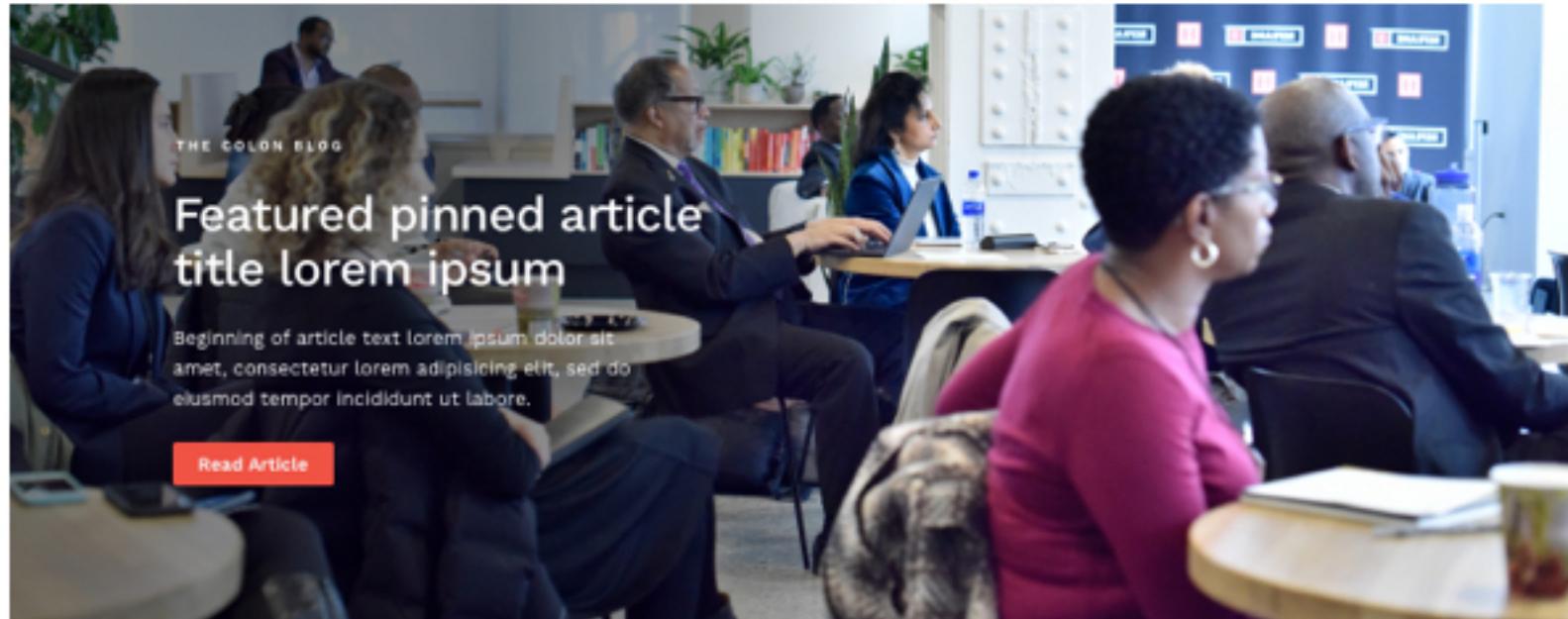
### Additional Annotations

Desktop would show an optional piece of content under each of the three dropdowns (in mock as a Podcast Episode, Press Piece, and Blog Article).

On Mobile, the open navigation would expand to take up the full screen.

# COMPONENTS

## Full-Bleed Image



### Course Takeaways

- Understand a modern way to build a diverse and inclusive workplace throughout the employee lifecycle.
- Understand the pros and cons of building a culturally mature workplace at each stage of development.
- How to assess and measure cultural maturity within the workplace.



### Specifications

Image: Desktop 1440x571PX, Mobile 458px  
Image height is flexible

### Interactions & Animations

Per prototype mock, image would briefly fade in on load. Text/CTA would follow similarly to prototype where they would fade in and upwards about 40px on y-axis. Movement should have an ease-in and ease-out. Also timing should be staggered so that the headline would animate first, then the sub-text slightly delayed by ~.25 seconds, and the CTA slightly delayed by another ~.25 seconds .

### Additional Annotations

Certain situations like the below example are a full bleed image cut that visually fakes an image onto a white background. A template will be provided for images like these.

Text can appear on left or right. Optional text / CTA varies per different situations.

## Carousels

### Press Highlights

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.



**The New York Times**

Headline of the press article  
lorem ipsum dolor morem  
eius ipsus morem lux

[Read the story](#)



**Wired**

Headline of the press article  
lorem ipsum dolor morem  
eius ipsus morem lux

[Read the story](#)



**Fast Company**

Headline of the press article  
lorem ipsum dolor morem  
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[Read the story](#)



**Today**

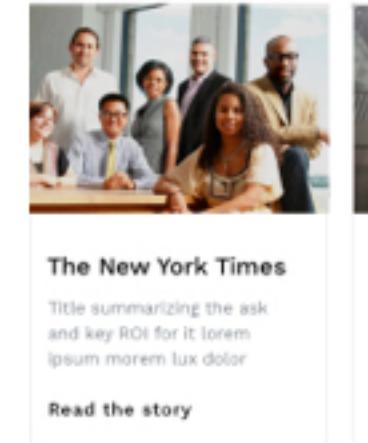
Headline of the press article  
lorem ipsum dolor morem  
eius ipsus morem lux

[Read the story](#)



### Press Highlights

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.



**The New York Times**

Title summarizing the ask  
and key ROI for it lorem  
ipsum morem lux dolor

[Read the story](#)



### Specifications

Image: Desktop and Mobile 263x184PX

### Interactions & Animations

Clicking the Desktop arrows or clicking and dragging the carousel items will move the carousel either one to the left or right. If you're all the way to one side; the arrow will turn grey and you can't move further in that direction. Animation mimicks the prototype. On Mobile, swiping the cards or tapping the dots moves the carousel similarly.

### Additional Annotations

This module also applies to the Case Study Carousel and the "History" Carousel on the About Page. The "History" Version has the cards in a different color (active card red, other cards dark grey). Specific History icons (to be designed when we have content) will be applied to it.

# COMPONENTS

## Header Text Block

---

### Why attend?

Learn virtually via Reframe LIVE! Or in the office, with a personalized experience. Learn virtually via Reframe LIVE! Or in the office, with a personalized experience.

### Why attend?

Learn virtually via Reframe LIVE! Or in the office, with a personalized experience. Learn virtually via Reframe LIVE! Or in the office, with a personalized experience.

### Annotations

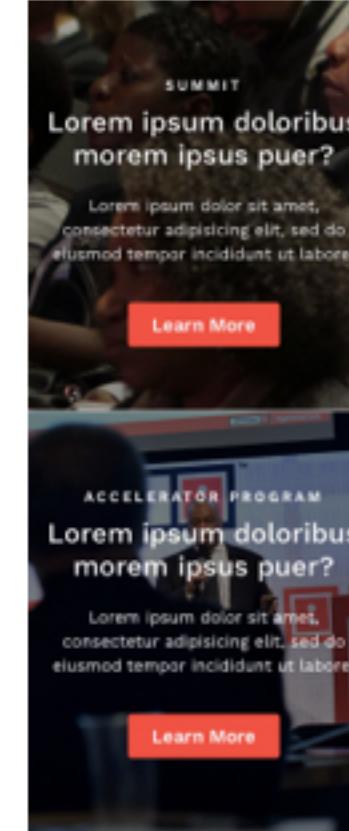
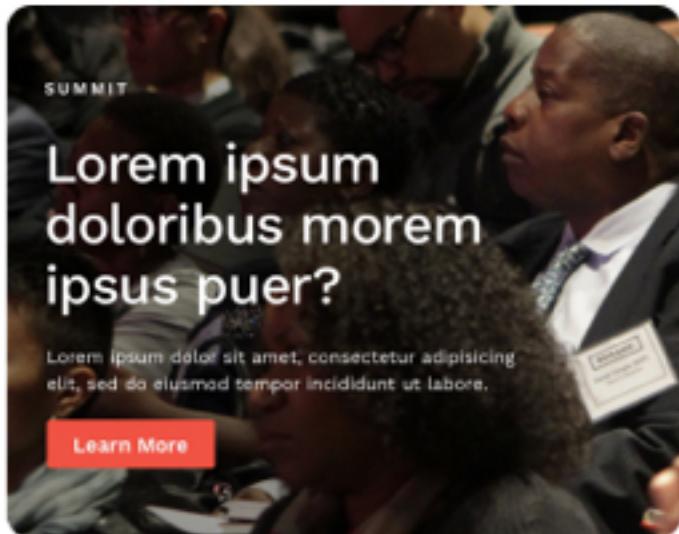
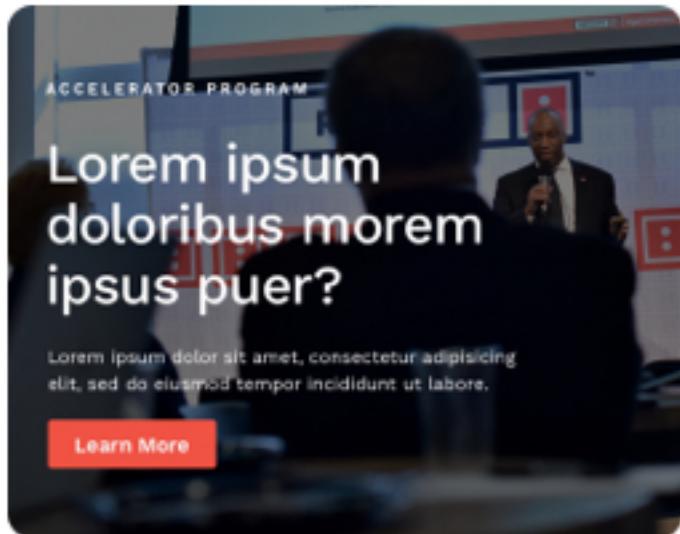
Headline and copy are both optional. This component often appears before a module setting it up.

### Interactions & Animations

Text/CTA would follow similarly to prototype where they would fade in and upwards about 40px on y-axis. Movement should have an ease-in and ease-out. Also timing should be staggered so that the headline would animate first, then the sub-text slightly delayed by ~.25 seconds.

## COMPONENTS

### Two-Column Cards



#### Specifications

Each Image: Desktop 554x438PX, Mobile 320x373

#### Interactions & Animations

Text/CTA would follow similarly to prototype where they would fade in and upwards about 40px on y-axis. Movement should have an ease-in and ease-out. Also timing should be staggered so that the headline would animate first, then the sub-text slightly delayed by ~.25 seconds.

# COMPONENTS

## Three-Column Cards

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### Access

Access to mentors with office hours, coaches and practitioners.



### Engage

Engage in topics and learning content for driving change and growth acceleration.



### Accelerate

Reduce learning time and accelerate impact to your organization.



### Access

Access to change agents, innovative thought leaders and practitioners.



### Engage

Engage in topics for driving modernization of the workplace and marketplace.



### Develop

Get leading workplace and marketplace learning, development and certification

### Specifications

Each Image: Desktop 359x212, Mobile 320x220PX  
The Mobile size has white space backed around it; a template will be provided.

### Interactions & Animations

Text/CTA would follow similarly to prototype where the three items would fade in one after the other.

### Additional Annotations

The 3-column variations like on the Contact Page or the Services section on the Homepage might be developed as separate custom components – despite their similarity; they might be found to behave radically differently.

# COMPONENTS

## Four-Column Cards



VERIZON  
**Employee Experience & Engagement**

Title summarizing the ask and key ROI for it morem ipsums

[Read the story](#)



RES. ASSOCIATES  
**Lorem Ipsum Doloribus**

Title summarizing the ask and key ROI for it morem ipsums

[Read the story](#)



MOLSON COORS  
**Cultural Transformation**

Title summarizing the ask and key ROI for it morem ipsums

[Read the story](#)



VERIZON  
**Diversity, Equity & Inclusion**

Title summarizing the ask and key ROI for it morem ipsums

[Read the story](#)



VERIZON  
**Employee Experience & Engagement**

Title summarizing the ask and key ROI for it morem ipsums

[Read the story](#)

### Specifications

Desktop and Mobile 263x164PX

### Interactions & Animations

Cards should animate in similarly to 3-column card component but with 4 cards. On hover, the card should have a drop shadow (refer to hovered card in Homepage People Leaders Stories section).

### Additional Annotations

Depending on how you choose to build, Resources and Homepage Software section could be considered variations on 4-column cards.



RES. ASSOCIATES  
**Lorem Ipsum Doloribus**

Title summarizing the ask and key ROI for it morem ipsums

[Read the story](#)



MOLSON COORS  
**Cultural Transformation**

# COMPONENTS

## Text Callout

---

SECURITY & TRUST

**Lorem ipsum your **security** is our top priority.**

[Learn More](#)

SECURITY & TRUST

**Lorem ipsum your  
**security** is our top  
priority.**

[Learn More](#)

### Interactions & Animations

Per prototype mock, image would briefly fade in on load. Text/CTA would follow similarly to prototype where they would fade in and upwards about 40px on y-axis. Movement should have an ease-in and ease-out. Also timing should be staggered so that the headline would animate first, then the sub-text slightly delayed by ~.25 seconds, and the CTA slightly delayed by another ~.25 seconds .

### Additional Annotations

Eyebrow text and CTA are both optional.

## COMPONENTS

### Frequently Asked Questions

A dark mode screenshot of a Frequently Asked Questions (FAQ) section. The title "Frequently Asked Questions" is at the top. Below it are four collapsed sections with arrows pointing down:

- Can I upgrade Reframe just for myself (individual to team), instead of upgrading everyone in our workspace?
- What are my payment options?  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- When we need to add new users, how will that be billed?
- My team wants to cancel its subscription. How do we do that? Can we get a refund?

A light mode screenshot of the same FAQ section. The title "Frequently Asked Questions" is at the top. Below it is one expanded section with an arrow pointing up, while the others are collapsed:

- Can I upgrade Reframe just for myself (individual to team), instead of upgrading everyone in our workspace?**  
User experience design includes elements of interaction design, visual design, information architecture, user research, and other disciplines, and is concerned with all facets of the overall experience delivered to users. Following is a short analysis of its constituent parts.
- What are my payment options?
- When we need to add new users, how will that be billed?
- My team wants to cancel its subscription. How do we do that? Can we get a refund?

#### Interactions & Animations

Clicking a section between lines expands or closes that section. The section would expand to reveal the body copy and the arrow flips to the other direction.

## COMPONENTS

### Video

---

Remaking Corporate America To Reflect the New America



Remaking Corporate America To Reflect the New America



#### Specifications

Desktop and Mobile 1140x570PX, Mobile is 291x146PX

#### Interactions & Animations

On-Hover, a 15% black overlay should appear over the video, until you click play.

#### Additional Annotations

Optional subhead text above.

## Bullets

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### The Approach

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### The Approach

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### Article – Header Text

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: COLON BLOG: SEGMENTS | JULY 14, 2020

## Two Culturally Transformative Companies Converge in Collaboration

Remaking Corporate America To Reflect the New America

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: COLON BLOG: SEGEMENTS | JULY 14, 2020

### Two Culturally Transformative Companies Converge in Collaboration

Remaking Corporate America To Reflect the New America

Developing cross-cultural messaging and communications platform for the new marketplace

#### Annotations

This is the header text for blog articles. Includes eyebrow with the Blog Section and Date, headline, subhead, and intro copy.

## Article – Blockquote

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### Annotations

Quote icon provided as SVG.

## COMPONENTS

## Article – Text & Image

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**Consequat.**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISICING ELIT, SED DO ELUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QVIS NOSTRUD EXERCITATION ULLAMCO LABORIS NIL UT ALIQUIP EX EA COMMODO CONSEQUAT.



Caption text lorem ipsum



Caption text lorem ipsum

## Annotations

For an instance in an article where an image could be tied to the side of text.

Includes optional caption text under image.

## Article – Questions

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