

Visual Design Strategy

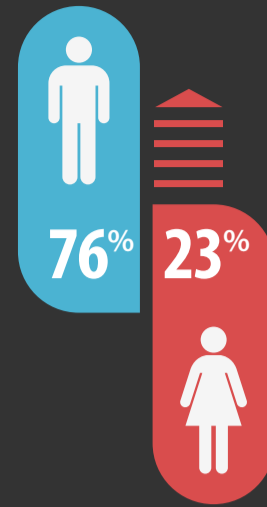
Target Audience

Age 50 ~ 59

Baby Boomers

(1946 ~1964)

By 2015, all the Baby Boomers will be over Age 50.



Brand Personality

Research has shown that there is a real connection between the use of **colors** and customers' perceptions of a **brand personality**.



Reliable, Responsible
Dependable, Efficient

Color

Strategy :

- Use color for cross genders, cross regions, complement color palette to target audience.
- Use color to direct the focus and simplify: Message is king.
A neutral palette directs the focus to our product or service

Color Palette

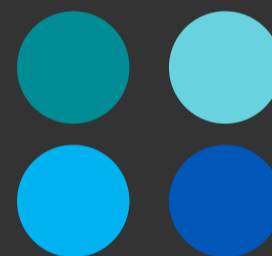
Backgrounds



Borders



Focus



Typography

Cross devices - Mobile, desktop

Cross platforms - Native mobile apps vs. Web vs. Desktop apps

Sans-serif

Sans Serif – Stability, Objective, Clean, Modern

Mostly Arial, Verdana, Lucida Grande and Helvetica.

Layout

Modular, Mobile friendly, Stickiness

Visual Design Trends

Design Principles

Images & Icons

Better performance

Trendy, Simple & flat