

Final Design Deliverables

Felicia M. Reid

MPDC-900-101 | DMC Capstone 2022

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CAPSTONE

Scope of Work

CLIENT NAME

Felicia Jackson

CLIENT TITLE

CEO and Founder of CPR Wrap

PROJECT NAME

CPR Wrap Branding Materials

PROJECT CONSULTANT

Felicia Reid

DATED

January 30, 2022

CLIENT BACKGROUND

Felicia Jackson is the CEO and Founder of CPR Wrap, an innovative tool that helps make CPR easier. In an emergency, CPR Wrap can be used to save the life of a sudden cardiac arrest (SCA) victim. With its compact, quick-open package and simple instructions, users do not need to be certified utilize CPR Wrap in an emergency, however it is intended for use by individuals trained in CPR by authorized personnel.

OBJECTIVES

As the project consultant, Felicia Reid will work with the client to help raise the brand awareness of CPR Wrap. The client expressed the desire to reach certain target audiences – adults within local minority and low-income areas (especially new parents), ministries and deputies of foreign trade of various embassies, and military and government agencies in Washington. In hopes of making CPR Wrap a known product, branding materials must be consistent and recognizable. The client also expressed the need of a company one-pager to strategically promote CPR Wrap for the respective target audiences.

PROJECT DELIVERABLES

- *Brand guide*
 - A document that will detail the visual identity of CPR Wrap, as well as provide rules and guidelines to ensure consistency across any public-facing communication
- *Company one-pager/pamphlet*
 - A single page marketing document about CPR Wrap tailored to inform and attract the target audiences

CLIENT RESPONSIBILITIES

- Client must grant access to internal documents related to past and current communications, marketing, advertising, designs or creative efforts
- Client must be responsive via email within 48 hours (2 business days)
- Client must be willing to have check-in calls once to twice a month
- Client must understand that they will receive a solution-based design deliverable

TIMELINE

PROJECT APPROVAL | JANUARY 25TH

Professors will review project synopsis and plan for semester

SCOPE OF WORK | JANUARY 30TH

Project consultant will draft the agreement for the intended work for the CPR Wrap Branding Materials project

CLIENT CHECK IN | WEEK OF JANUARY 30TH

Update client on scope of work, plans and progression

RESEARCH PLAN | FEBRUARY 6TH

Project consultant will create a plan for both the primary (e.g. empathy interviews, user journey mapping, etc.) and secondary research (e.g. target audience research, brand research, category research) to address the objectives

CLIENT CHECK IN | WEEK OF FEBRUARY 6TH

Update client on research plan and next steps/continued research

CREATIVE STRATEGY OUTLINE | MARCH 3RD

Project consultant will draft a creative strategy to link the client objectives and primary & secondary research conducted to the final project deliverables. It will show that your design approach based on a detailed analysis of the needs and desires of the client, the brand, and the audience

CLIENT CHECK IN | WEEK OF MARCH 6TH

Update client on creative strategy outline and next steps

ETHICAL ISSUES REPORT | MARCH 27TH

Project consultant will apply their personal code of ethics by identifying ethical successes and any ethical concerns related to the client and the design or design management challenge, being sure to examine possible courses of action to address the situation

CLIENT CHECK IN | WEEK OF MARCH 27TH

Update client on project progression, ethical issues report and next steps

FINAL DESIGN DELIVERABLE | APRIL 26TH

Project consultant will use the feedback from their creative strategy to develop comprehensive, client-ready design deliverables

CLIENT FINAL CHECK IN | WEEK OF MAY 1ST

Present design deliverables to client

Primary

1. Empathy Interviews/Directed Storytelling

1. After completing the stakeholder map, empathy interviews - by way of directed storytelling - with some of the stakeholders within reach. These interviews will be held to hear about their experiences around the medical emergencies, the knowledge and use of CPR and the ways in which they gather and gain medical information. This method will help to either support the initial assumptions about the stakeholders and/or target audiences, or introduce insights around their personal experiences, perceptions and opinions.
2. Timeline: First and second weeks of research (between Feb. 7th-18th)

2. Triading

1. This method will serve as a secondary part to the interviews as it will introduce CPRWrap® to those within the target audiences. The interviewees will view examples of CPR masks (including CPRWrap®) and have the opportunity to honestly discuss how they feel about the products. To avoid any bias, it will not be revealed that the client is the founder and CEO of CPRWrap®. This will help yield their authentic thoughts and opinions while comparing and hopefully reveal some competitive advantages and disadvantages from their perspective.
2. Timeline: First and second weeks of research (between Feb. 7th-18th)

3. Personas

1. After mapping the stakeholders and hearing first hand from key constituents, representative profiles will be created to establish archetypical users of the deliverables (both the brand guide and brochure). These personas will be helpful throughout the course of this project, serving as human references to consider while designing.
2. Timeline: Third week of research (between Feb. 20th-26th)

Secondary

1. Brand research

- The client has provided access to their past marketing materials as well as all visuals, imagery, typefaces that have and are currently being used. A deeper tie will be taken to determine CPRWrap®'s story, values, mission, messaging. tone of voice, themes, patterns and key factors of the brand's current identity in order to create a mood board to share with the client and gather their opinions.
- Timeline: Second week of research (between Feb. 13th-18th)

2. Competitor Analysis

- This method will be used to determine who CPRWrap®'s competitors are, identify differences between the products - their story, values, mission, messaging. tone of voice, themes, patterns and key factors. Research will also be done around their sales tactics, pricing, marketing gimmicks or product perks to compare with CPRWrap®.
- Timeline: Third week of research (between Feb. 20th-26th)

3. Image Boards/Mood Boards

- The creation of mood boards depicting CPRWrap®'s current aesthetics and possible directions for modifications will help to solidify the overall intent of the design deliverables.
- Timeline: Third week of research (between Feb. 20th-26th)

Industry Background

CPRWrap® is considered a part of the resuscitation mask market which is saturated with a variety of options from masks classified into nasal pillow, facial, laryngeal, and oral, bifurcated into reusable and single use, and categorized into anesthesia, surgery, mouth-to-mouth, coma, and resuscitation [1]. CPRWrap® is an oral, single use pocket mask/device that has a jarring advantage given its unique design to aid in resuscitation. In terms of the common places where resuscitation masks are used, the global resuscitation masks market is generally divided into hospitals, clinics, homecare settings, and ambulatory surgical centers as the masks and devices are generally used by individuals trained in CPR. However, according to an American Heart Association (AHA) study on stroke and heart disease, over 350,000 cardiac arrests occur outside of the hospital every year and more than 90% of people who experience an out-of-hospital cardiac arrest die [2]. Knowing the statistics around people, the AHA states that CPR, if administered immediately after cardiac arrest, can double or even triple a person's chance of survival. This is why CPRWrap® is created - though intended for use by people trained in CPR by professionally trained personnel, a person does not need to be certified to use as they can easily follow the four-step instruction extension and potentially save a person's life. The product also promises to ensure sanitary protection with its non-woven chest overlay, a mouth-to-mouth, one-way breathing barrier, and face shield.

CPRWrap®'s brand identity is in alignment with the first aid and emergency care industry where red and green are prominent colors. The colors of the product's logo, specifically the darker red accompanied by a muted red, are displayed on CPRWrap®'s website, marketing materials and on the actual product packaging. There is also the presence of a complementary teal color that highlights the instructional factors of the product.

Though there are a plethora of CPR Masks on the market, none have been made so practical providing instruction that both CPR certified and non-certified people can follow the guided steps to perform the emergency procedure. This factor alone leverages CPRWrap® above the top ten CPR masks on the market [3] as they are

primarily in the possession of those trained to use it. However, a real disadvantage is that everyday people are not purchasing CPR masks as a preventative measure. Getting CPRWrap® in the hands of people working inside and outside of the medical industry, whether professionally trained or untrained to perform the emergency lifesaving procedure, is the brand's ultimate goal.

Design Research

My client has voiced is her target audience (adults within local minority and low-income areas (especially new parents), but I took it a step further and did research to see all the people have an interest in the product and its success, those who can influence product decisions, and the individuals who are directly or indirectly impacted by the product. I looked into the careers that require or recommend CPR certification, specifically non-medical professions, to get a better understanding as to why it is needed. It really helped put into perspective who would be fitting for the empathy interviews and I got the opportunity to hear their thoughts and experiences around emergencies, conducting CPR (both being certified and uncertified), first aid kit usage and safety needs. The interview definitely helped me to build out the personas or possible CPRWrap® users.

Additionally, I did research to find out the locations where the most cardiac arrests take place, apart from within hospitals. The astonishing insight is that over 70% of Out of Hospital Cardiac Arrests (OHCA) occur in people's homes, 18.8% happen in public settings, and 11.2% in nursing homes [4]. These statistical findings as well as facts around cardiac arrest related death, the amount of time a person has to live when they go under cardiac arrest, and how CPR can double or triple the chance of survival from an OHCA served as true eye openers to the importance to making this information public knowledge and, ultimately, CPRWrap® as a known to product and tool to aid in saving lives.

These findings also set the tone for the mood board options [5] I created to best visually depict the CPRWrap® brand and the direction I can go in terms of formulating and formatting the both the brand guide and one pager/pamphlet.

Objectives

The ultimate business goal for CPRWrap® is to have this products be a standard item in first aid kits worldwide. The company would like to raise the brand awareness of CPRWrap® as well as create a consistent brand image. They have worked graphic designers and consultants in the past to establish the current logo, their website's look-and-feel, and create marketing materials. However the client expressed the need to have cohesive branding across communications and a solid one page/pamphlet that is suitable for all of the brand's stakeholders. CPRWrap® is aiming for their product to reach certain target audiences – adults within local minority and low-income areas (especially new parents), ministries and deputies of foreign trade of various embassies, and military and government agencies in Washington. In hopes of making CPRWrap® a known product, branding materials must be consistent and recognizable. The client also expressed the need for a single document to strategically inform the respective target audiences about CPRWrap®, allowing them to see the importance of the product in order to purchase it and/or partner with the brand.

Message Framework

The premise of the CPRWrap® brand is rooted in storytelling and the current identity reflects just that. The CEO and Founder of CPRWrap®, Felicia Jackson, created this product as a result of a traumatic experience – although she worked in healthcare for years and was trained and certified to administer CPR, she froze and could not remember what to do when her two year old son stopped breathing one day. The CPRWrap® brand currently leans on this story to explain the reason, purpose and importance of the product as Felicia's reality can happen to just about anyone. However, I believe that the brand can extend its messaging as CPRWrap® is emerging during a time where many people have seen, heard or experienced some form of traumatic experience. In fact, all seven of the seven people that I conducted empathy interviews with shared their stories where someone in their social faced a traumatic situation. With hindsight being 20/20, some of the interviewees expressed what they which they could have done. The mindset that "prevention is better than cure" is one that can speak volumes for CPRWrap®'s existence – it is better to be prepared as there is no telling as to when CPR may need to be administered, or to who may experience cardiac arrest. I plan to position the brand within that same storytelling

frame to strategically inform the target audiences about the realities around cardiac arrest and CPR statistics in order to highlight the importance of the product and why they should have it.

Target Audience or User Analysis

From the research I conducted to determine what non-medical professions recommend CPR certification, and the locations where cardiac arrest most frequently occur, I was able to broaden the client's current target audience. The key targets for CPRWrap® are any adult in a household, people around or working with/around the elderly, people working/around young children, those who work or regularly interact with individuals with physical and mental health issues and people who work or frequent area where high exertion/physical activity take place. To better learn about these targets, I set up empathy interviews with a personal trainer, a new mother, and occupational therapist, a lifeguard, a babysitter and a corrections officer. I was able to create the personas around each of them.

	 Brenda the Babysitter	 Carlos the Corrections Officer	 Lawrence the Lifeguard
Goals	To ensure that child she watches is safe, well fed and taken care of during the day	To maintain order, enforce the rules and make sure things run smoothly in the prison facility	To prevent drowning and respond if other swim-related injuries occur
Motivation to use CPR Wrap	Having a reliable tool, suitable for and infant or child in the event of an emergency	Having a face mask and body shield to prevent direct contact with bodily fluids	Serving as a flexible barrier if/when a swimmer regurgitates water
Values/Outcomes	Being seen as a reliable babysitter who can handle both expected and unexpected situations	Showing a standard in a career that both the inmates and worker are treated harshly	Being prepared to handle the unfortunate emergencies that commonly occur in the profession
Thoughts about CPR Wrap	"It seems pretty straight forward to use - never thought I would need it until now seeing it"	"Things happen so fast in the prison, I don't think there would be time to grab something like this, unless it was in the area or on my duty belt."	"I personally don't think that I would need it but it would be a good tool for new lifeguards, but we do have a mask in our rescue kits."

	 Nila the New Mom	 Olive the Occupational Therapist	 Peter the Personal Trainer
Goals	To take care of her baby, take care of her household and try to find rest in the midst	To help people fully function to do everyday life tasks easily and independently	To help clients reach their optimal health and fitness goals
Motivation to use CPR Wrap	Having a helpful 'just-in-case' product with build in reference on how to save the baby	Serving as a reminder of how to perform CPR between the time for recertification	Carrying a tool that can come in handy if a client's heart happens to stop beating
Values/Outcomes	Feeling like a good mother	Helping people continue to live their lives, both functional and practical	Being an aid in elongating a client's lifespan
Thoughts about CPR Wrap	"As a first time mom, I want to order both the infant and child one because freak accidents happen, and this thing gives a bit of reassurance"	"In all my years as an OT, I never had to perform CPR (thankfully), but having something like this is like having a mask and a reference, so it's cool."	"Though I am CPR certified, I would consider adding this product to my first aid kit because I currently do not have a CPR mask of sorts."

Usage Research and Analysis

Being that the client's product is a physical one, I was not able to do any detailed user research or hands-on user testing to understand the user's experience of the product. However, when performing the triading exercise [6], when CPRWrap® appeared as one of the three CPR masks, 4 of for 6 individuals did voice that it looked detailed and helpful due to instruction provided on the product.

Competitor Analysis

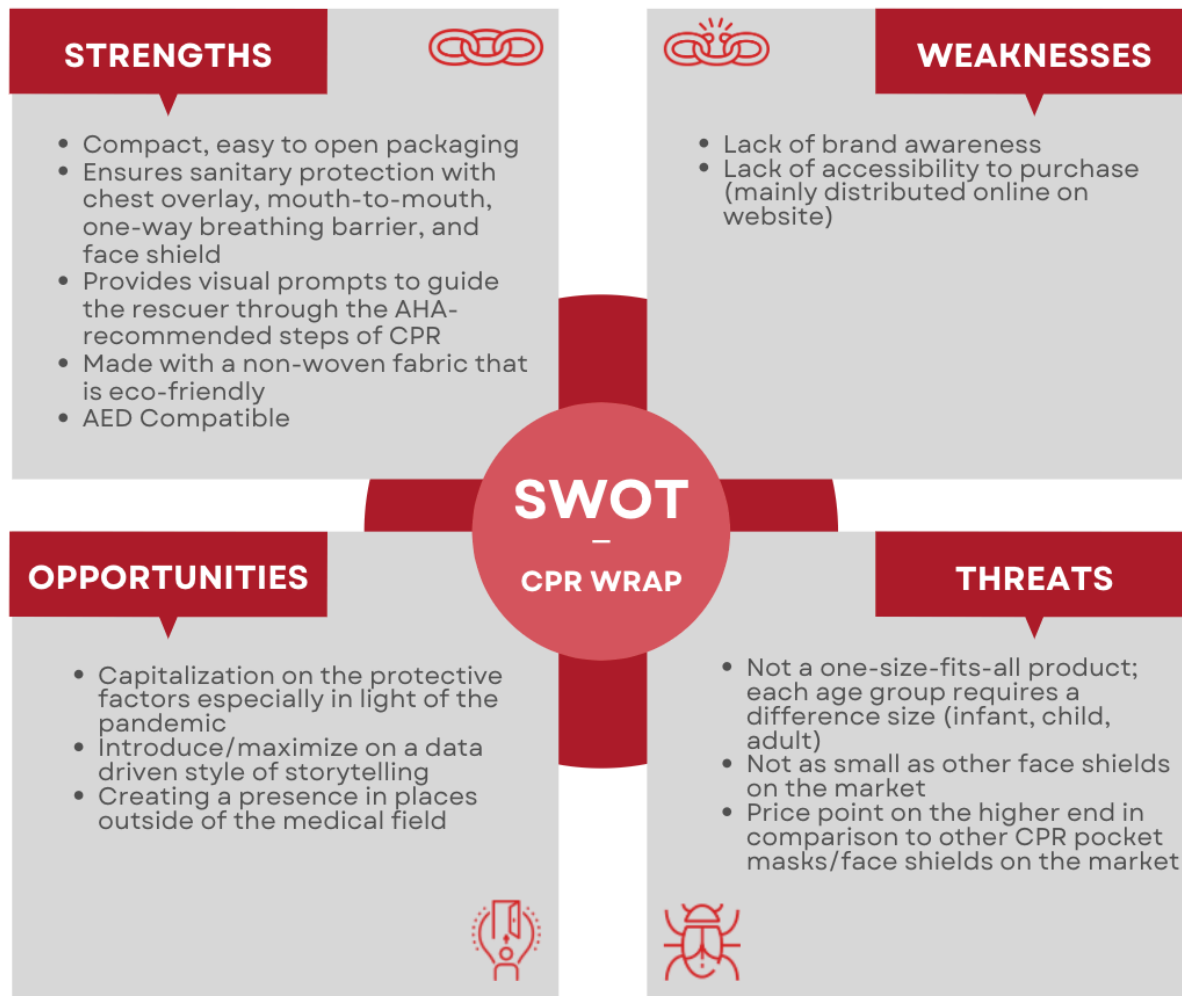
Though CPRWrap® is a part of the resuscitation mask market, the product would fall specifically within the CPR pocket mask/face shield industry. The pandemic has drastically affected this market due to the ways in which people are responding to OCHA. An article released in January 2022 by the American Heart Association's newsroom noted that American Heart Association has been collaborating organizations, including the American Academy of Pediatrics, the American Association for Respiratory Care, the Society of Critical Care Anesthesiologists and the American Society of Anesthesiologists to provide new CPR guidance in light of COVID-19 [7]. The article mentioned that cardiac arrest survival rates decreased

dramatically during the COVID-19 pandemic and OHCA survival in 2020 also declined. The guidance encourages the reinforcement of resuscitation best practices and the importance of having and wearing the appropriate Personal protective equipment (PPE) before conducting CPR. This emphasis indirectly places CPRWrap® in a compelling position as the product's chest overlay, its one way breathing barrier and attached face shield ensures sanitary protection [8]. Many of CPRWrap®'s competitors either include multiple PPE items (gloves, alcohol wipes, etc.) while CPRWrap®'s compact, all-in-one design can alleviate the amount of time needed to protectively prepare to administer CPR safely.

CPRWrap®'s competitors are broad, just because the resuscitation mask market, and specifically CPR pocket mask/face shield industries, are very widespread. There was a recent Global Pocket Resuscitation Mask Outlook Market Size, Share & Trends Analysis Report release in January 2022 that unfortunately I could not afford to fully access (as the single license to view it is \$3,150), however, from the free data, I was able to acquire a list of the top key players in CPR mask market [9] and did further research and found a buying guide for the best CPR face masks and shield [10]. Those findings help create the stimuli for the triading exercise [11]. I had the same people that I conducted the empathy interviews with, choose three CPR masks from a set of ten to talk about each. I have the individuals do four rounds of selections and quickly learned that major factors and competitor advantages were in the following:

- Size
 - There were smaller more compact CPR face masks and shield options
- Price point
 - Many were cheaper or office products in bulk
- Durability
 - The traditional rubber-style mask deemed to be safer
- Usability
 - The masks that are able to be used on multiple age groups were concluded as more practical

Here is a SWOT analysis that I created for CPR Mask based on my research:



Strategies

With the insights gathered, and knowledge gained, I plan to create a brand guideline that will not only serve just as a document to detail the visual identity of CPRWrap®, but will also include rules around the brand's image and voice, as well as ways to include data to inform the target audiences. It will also have guidelines to ensure consistency across any public-facing communication and the one pager/pamphlet will be and exemplary marketing document that will include CPRWrap®'s strengths and opportunities, in addition to tailoring the information attract the target audiences by showing their faces and sharing their stories.

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Appendix A.

Empathy Interviews/Directed Storytelling

People

3. Shante – Age 25 – First time parent of a 1 year old
4. Melisa – Age 20 – Babysitter of 3 year old
5. Gilbert – 40 – Corrections officer at Rikers Island
6. Ben – 27 – Seasonal Lifeguard
7. Gary – 37 – Personal Trainer/Coach
8. Aida – 52 – Occupational Therapist

Questions

1. Can you tell me a bit about yourself and your current job/role as a ____?
2. Would you say that you have self-control when the unexpected occurs?
3. What would you say is probably the scariest thing you ever experienced as a _____? How did you react?
4. Have you ever witnessed or know of someone who has been under cardiac arrest? If so, tell me about the story? If not, what would you do if you were in close proximity or it was someone you know?
5. Have you ever been trained in CPR? If so, when was the last training. If not, have you ever considered?
6. When was the last time you used a first aid kit? What happened that made you go to it?
7. Do you feel like you had/have everything you need in the first aid kit? What was missing? What could be helpful?

Appendix B.

Trading

Guidance:

1. Choose the top three that you would possible purchase to aide with CPR.
Explain why for each.
2. Choose your next set of three - explain why for each.

CPR WRAP  \$9.99	ARCHER MEDTECH CPR MASK FOR POCKET OR KEY CHAIN  6 for \$6.39	MCR MEDICAL CPR RESCUE MASK, ADULT/CHILD POCKET RESUSCITATOR, HARD CASE WITH WRIST STRAP  \$8.95
AMERICAN DIAGNOSTIC CORPORATION ADSAFE PLUS CPR FACE SHIELD WITH KEYCHAIN ROYAL BLUE  \$5.05	LAERDAL CPR POCKET MASK, COMPLETE, YELLOW HARD CASE  \$19	WNL PRODUCTS CPR RESCUE MASK, ADULT/CHILD & INFANT POCKET RESUSCITATOR, HARD CASE KIT WITH BELT CLIP  \$9.95

Appendix C.

Mood boards

CPRWrap®'s current mood board:

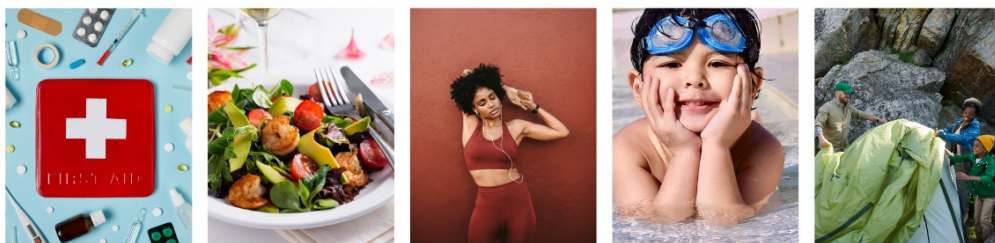
COLOURS



FONTS

Montserrat	Merriweather
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&	1234567890!@£\$%^&

MOOD BOARD



Two new mood boards options:

#1:



This mood board features a top header with four colored semi-circles (red, red, grey, blue). The main headline reads "Be CPR ready with CPRWrap®". To the right is a photo of two lifeguards in white shirts. Below the headline, on the left, is a red speech bubble containing the text "80% of bystanders don't have confidence to perform CPR. (according to the American Heart Association)". In the center, there is a diagram of a person's head showing the use of the CPRWrap device, with numbered steps: 1. Place CPRWrap over mouth and nose, 2. Breathe 2 gentle, 1-second breaths into the mask, 3. Repeat steps 1-4 until help arrives. To the right of the diagram is the text "Mouth-to-mouth, one-way breathing barrier, and face shield, to ensure sanitary protection." Further right is a red speech bubble that says "Such a great product to have, just in case! For anything can happen when taking care of a baby." This is accompanied by a photo of a woman holding a baby and a small image of the CPRWrap product packaging.

Be CPR ready with **CPRWrap®**

We have to be ready to handle unexpected emergencies on a daily basis. With CPRWrap®, we're always prepared.

80% of bystanders don't have confidence to perform CPR.
(according to the American Heart Association)

4
1. Place CPRWrap over mouth and nose
2. Breathe 2 gentle, 1-second breaths into the mask
3. Repeat steps 1-4 until help arrives

Mouth-to-mouth, one-way breathing barrier, and face shield, to ensure sanitary protection.

Such a great product to have, just in case! For anything can happen when taking care of a baby.

#2:



This mood board has a top header with five colored rectangles (blue, red, red, blue, grey). On the left, a photo of a woman speaking is above a text box that says "My son almost died. That's why I invented CPRWrap®." Below this is a paragraph: "I experienced the trauma of cardiac arrest firsthand. Though certified in CPR, I froze when my toddler son stopped breathing in the back seat of my car." The central headline reads "You have the power to help save a life." To the right, a diagram shows the four steps of using the device: 1. Place CPRWrap over mouth and nose, 2. Breathe 2 gentle, 1-second breaths into the mask, 3. Repeat steps 1-4 until help arrives, 4. Easy to use CPR aid for anyone. Below the diagram is a photo of the CPRWrap product packaging. At the bottom left, a photo shows hands using the device on a mannequin, with a large blue circle containing the number "4" and the text "clear steps to follow". At the bottom right, a photo shows the device in a car's back seat, with a text box that says "With CPRWrap®, you're always prepared."

CPR doesn't have to be intimidating.

My son almost died.
That's why I invented CPRWrap®.

I experienced the trauma of cardiac arrest firsthand. Though certified in CPR, I froze when my toddler son stopped breathing in the back seat of my car.

You have the power to help save a life.

4 clear steps to follow

With CPRWrap®, you're always prepared.

Ethical Issues Report

This ethical assessment of my client, Felicia Jackson's, product, CPRWrap® takes a deeper dive into the answer to three pertinent questions:

1. Is CPRWrap® a good tool to use/is it the right tool to use?
2. Can everyone access/purchase/get a CPRWrap®?
3. Can everyone actually use CPRWrap®?

My responses to each are directly in relation to the ethical positioning that CPRWrap® has established as a brand and overall developing company. It also aligns with my Personal Code of Ethics, giving means to provide ideas and solutions around my findings and stakeholder opinions.

So, is CPRWrap® indeed a good tool to use?

CPRWrap® was created to make CPR easier however, its overall intent is to aid in saving lives. The use of this product emphasizes the values around the health and well-being of a sudden cardiac arrest victim as well as the person performing the resuscitative act. CPRWrap® is crafted to ensure sanitary protection with its non-woven chest overlay, a mouthpiece/one-way breathing barrier and face shield. The product's element that allows it to stand apart from competitors is its visual prompts to guide the rescuer through the AHA-recommended steps of CPR. These help to remove the ambiguities around what to do if one is in the midst of a sudden cardiac arrest-related emergency - promoting confidence in knowing/performing CPR as preparatory skill with CPRWrap® as a reliable tool and reference.

Although CPRWrap® is intended for use by people trained in CPR by personnel, one does not need to be certified to use the product as a tool and guide in an emergency. Within the company's Disclaimer, the brand states that CPRWrap® is not able to prevent death in all circumstances and the product does not replace or claim to replace necessary treatment by a medical professional. It is important that this information is publicly noted to avoid misconceptions. A person who is unfamiliar with the act of performing CPR may view CPRWrap® as a definitive solution. It is my obligation to fulfill the duties that I have set for my client's deliverables by creating both the brand guide and one pager/pamphlet for my client to promote the use of

CPRWrap®, but does not compromise my personal values around honesty. It is important not to mislead and target users or potential consumers by excluding assurances that a person's life definitely will be saved with the use of CPRWrap®. However, the use of empowering language, such as, "with CPRWrap®, you have the power to help save a life" suggests how the tool is indeed a good tool to use but does not insinuate any promises.

Can everyone access/purchase/get a CPRWrap®?

The current access to CPRWrap® is one of my client's biggest goals - making CPRWrap® a household name and getting in the hands of everyone. In a 2020 press interview, Felicia spoke about CPRWrap®'s then reach, being international (available for purchase in the United States, South Africa and Europe). However, there are real shocking race, income and education-related disparities that have led to higher incidences of sudden cardiac death in BIPOC communities than white communities. In my very first interview with Felicia, she noted that this is why one of CPRWrap®'s major target audience is low income, minority communities.

As far as accessibility for purchase and distribution, CPRWrap® has partnered with local police stations, hospital, school systems, CPR training facilities to distribute CPRWrap® and is currently pitching to work with large corporations like Costco in order to broaden access. However, a concern is awareness, and ensuring that even as CPRWrap® is accessible, people are aware of its existence, especially those in BIPOC communities. My goal is to create equitable designs of the one pager and suggestive measures for brand guide that are fitting, but not limited to the key target audiences to display inclusivity. The one pager/pamphlet can be strategically placed in clinics and community centers within minority communities. However, I would also suggest that CPRWrap® create a targeted online ad presence and even intentional social media ad presence to raise awareness in the digital spaces as minorities have the highest social media usage.

Lastly, can everyone use CPRWrap®?

My client's intent is for CPRWrap® to be used by everyone. Since the product is instruction base, there may be concerns of inclusion specifically relating to language barriers as CPRWrap® is only available online for purchase in English and Spanish. However, my client has expressed that the company is eager to expand by providing

the CPRWrap® in multiple languages. This may take extensive demographic research to ensure that the products are readily available in preferred language(s) based on location. Consequently, the one pager/pamphlet deliverable will also need to be available in all languages that the product is obtainable in accordingly.

One of my ethical guidelines is having an innovative approach when conceptualizing the clients request. In understanding that CPRWrap® is expanding globally, the basis of the desired deliverables must also be crafted to be communicated in multiple languages and visually fitting and/or adjustable to ensure cultural inclusivity.

References

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Final Design Deliverables

Brand Guide

[Click to view brand guide virtually](#)
(full document starts on page 25)



One Pager/Brochure (Pamphlet)

[Click to view brochure virtually](#)
[Click to view brochure inserts virtually](#)
(full document starts on page 47)



CPRWRAP®

BRAND GUIDELINES

VERSION 1 — APRIL 2022

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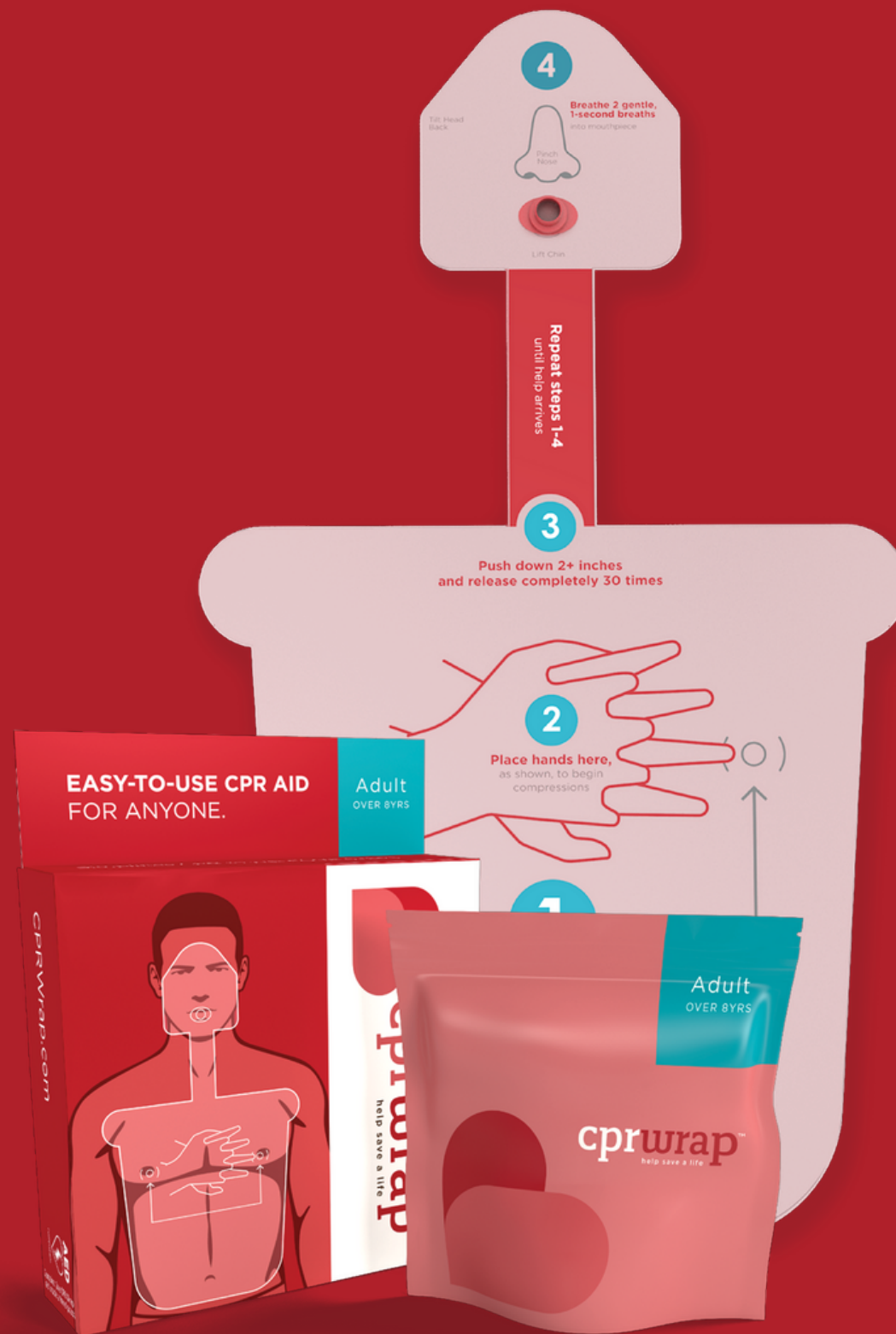


ABOUT CPRWRAP®

About CPRWrap®

CPRWrap® is a single-use CPR template that has many features: an attached one-way valve mouth barrier for rescue breathing, visual hand placements that show exactly where to place hands for compressions and simple instructions imprinted on product. It comes in three different sizes, adult, child and infant.

The ultimate mission for CPRWrap® is to empower people to help save a life. In an emergency where CPR is required, one can easily use the product by tearing the quick-open package, laying the CPRWrap® on the chest of the sudden cardiac arrest (SCA) victim, and following the product's instructions.



“I want to empower every human to do the most basic, unselfish thing a person can do... save a life.”

- Felicia Jackson, CEO and Inventor of CPRWrap®

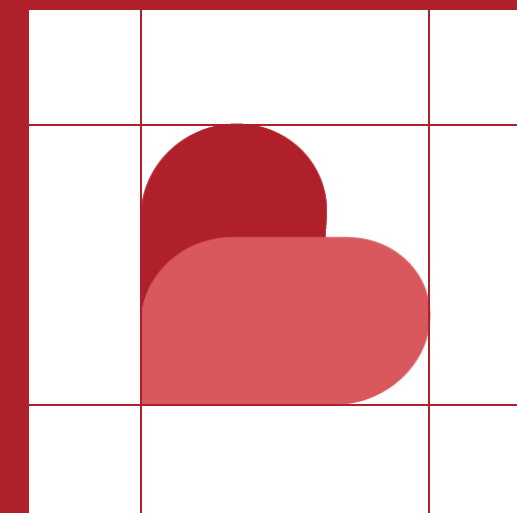


LOGO & ICON

Logo & Icon

CPRWrap® logo uses a clean vector-based approach to give the brand a sleek, simple, and clear look.

The logo and icon should always be surrounded by at least 1 cm of clear space for proper visual distribution during application.



Logo & Icon

The same spacing rules go for the CPRWrap® logo without the icon or if the icon is moved is placed on the the left side of the brand's name. Both of these instances are only appear on the packaging for CPRWrap®.



Important Reminders

TO ENSURE PROPER USE OF THE CPRWRAP® LOGO



DO NOT change the color.*
Use colors in the palette.

**Exceptions highlighted on page 7.*



DO NOT change the
proportions of the logo.



DO NOT place directly on any
of the actual colors in the logo.

Exceptions

FOR USE OF THE CPRWRAP® LOGO



Logo Without Icon on Pink-Colored Background

The only instance where the CPRWrap® logo can appear in a different color is when it is placed on the pink-colored background seen here; this is the main color of the CPRWrap® product packaging.



Logo in one color

The CPRWrap® logo and icon are allowed to be in the crimson red or white if needed to be displayed in one color. It allows for the logo to be visible when printed on an item with limited color options (as seen on the actual CPRWrap® tool), or on a darker solid or busy background.



COLOR PALETTE

Color Palette

HEX CODE #B0202A CMYK: 22 99 93 13 RGB: 176 32 42	HEX CODE #DA585C CMYK: 10 80 59 1 RGB: 218 88 92	HEX CODE #42BACE CMYK: 80 80 80 80 RGB: 66 186 206	HEX CODE #6D6F71 CMYK: 58 49 47 15 RGB: 109 111 113
90%	90%	90%	90%
70%	70%	70%	70%
50%	50%	50%	50%
30%	30%	30%	30%
10%	10%	10%	10%



TYPOGRAPHY

Typography

Montserrat is the primary typeface for CPRWrap®. The font comes in different weights and sizes and should be maintained in most marketing materials and both digital and print materials.

Montserrat

Aa

Montserrat

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog.

Aa

Montserrat Classic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog.

Aa

Montserrat Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog.

Typography

Merriweather is the secondary typeface that is primarily seen stylized in the CPRWrap® logo. It can also be used for formal letters and documentation.

Merriweather

Aa

Merriweather

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog.



tone of voice

Tone of Voice

CPRWrap® overall uses a motivating, pathos driven tone of voice. This aligns with the brand's mission to empower its target audience to not only be confident in the product, but feel confident within themselves to have the willingness to save a life.

Also, CPRWrap® strategically appeals to people by providing statical data to help reassure the need for the product.

**YOU HAVE THE POWER
TO HELP SAVE A LIFE.**

**WHEN CARDIAC ARREST
OCCURS, CPR MUST BE
STARTED WITH TWO
MINUTES.
WITH CPRWRAP®,
BE PREPARED IN A
MOMENTS NOTICE.**

**CONFIDENTLY PERFORM
CPR TO INCREASE THE
CHANCES OF SURVIVAL.**



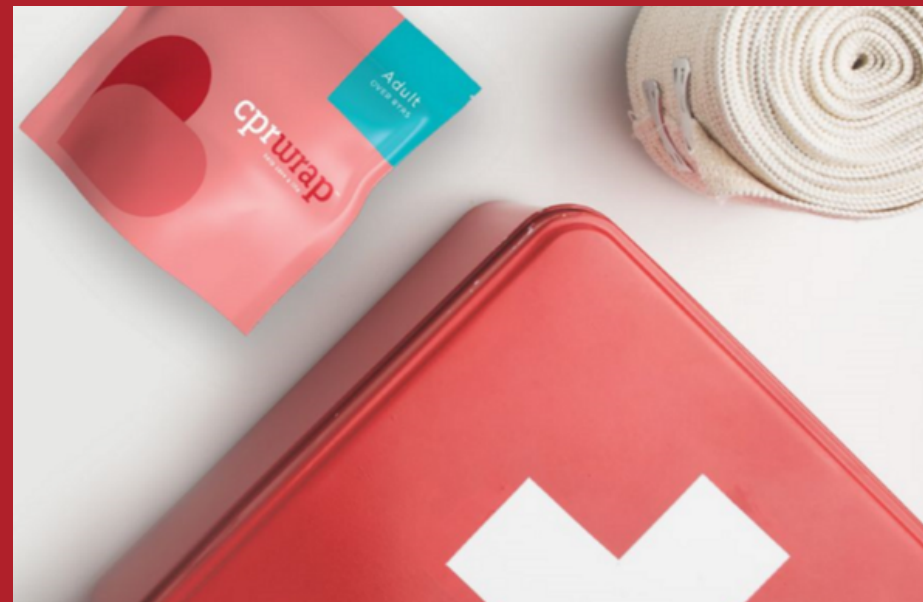
PHOTO USAGE

Photo Usage



PEOPLE

Images of the targeted audience doing everyday tasks that are recognizable and relatable.



PRODUCT

Displaying the actual product within packaging in places that it would be seen or should be kept. This gives a sense of size and convenience.



PRODUCT IN USE

Showing stills of how the product is used - from the way it opens easily, to conveying how to execute the chest compressions for the respective age groups.



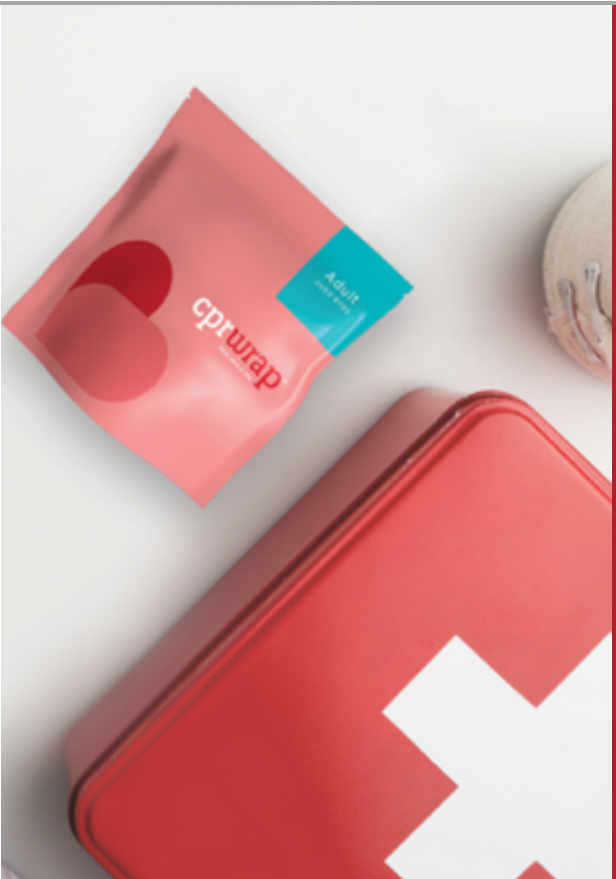
SLIDE DECK OPTIONS

Slide Deck Options

Red/Light Version



TITLE



DATE

Heading

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



cprwrap

40%

OF PEOPLE RECEIVE CPR FROM BYSTANDERS WITH A SURVIVAL RATE OF JUST 9%.

Heading

Lorem ipsum dolor sit amet. Rem modi earum et earum sint cum maiores enim.

“

THIS IS A GREAT PRODUCT WITH A LOT OF POTENTIAL. THERE'S NOTHING LIKE IT ON THE MARKET.”

PRIME MEDICAL TRAINING
JANUARY 8, 2018

Heading

Presentations are communication tools that can be used as lectures.

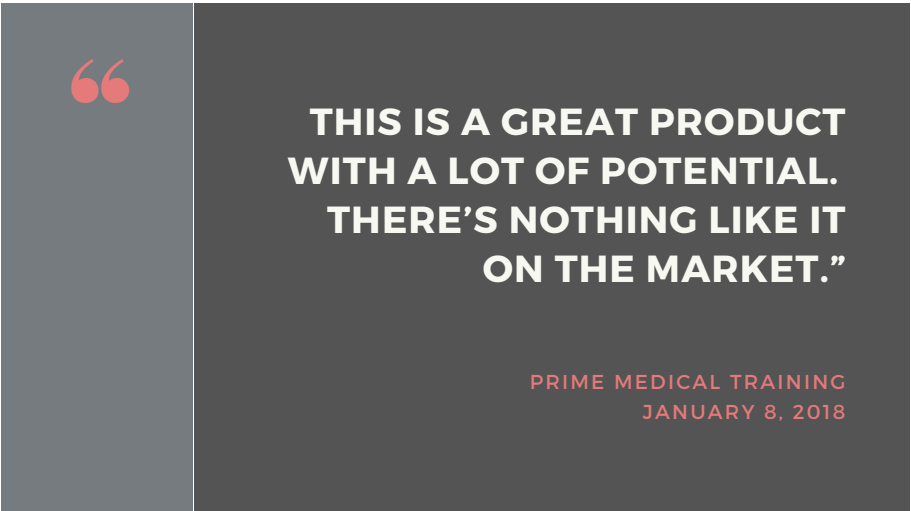


CPRWRAP®
BRAND GUIDELINES

21
APRIL 2022

Slide Deck Options

Dark version





Be ready with cprwrap®

Over **350,000 cardiac arrests** occur outside of the hospital every year and more than **90% of people who experience cardiac arrest die.***

This compact, easy-to-use tool takes the guesswork out of performing CPR, so that **anyone can save a life.**

*According to the American Heart Association (AHA)

Any child can be a choking victim.

Any teenager can be a drowning victim.

Any adult can be a sudden cardiac arrest victim.

Any one of them can be saved with your help.

Scan the QR Code to be prepared.



www.cprwrap.com

You have the power to help save a life



Emergencies can happen anytime, anywhere.

This is why it is important to always be prepared.

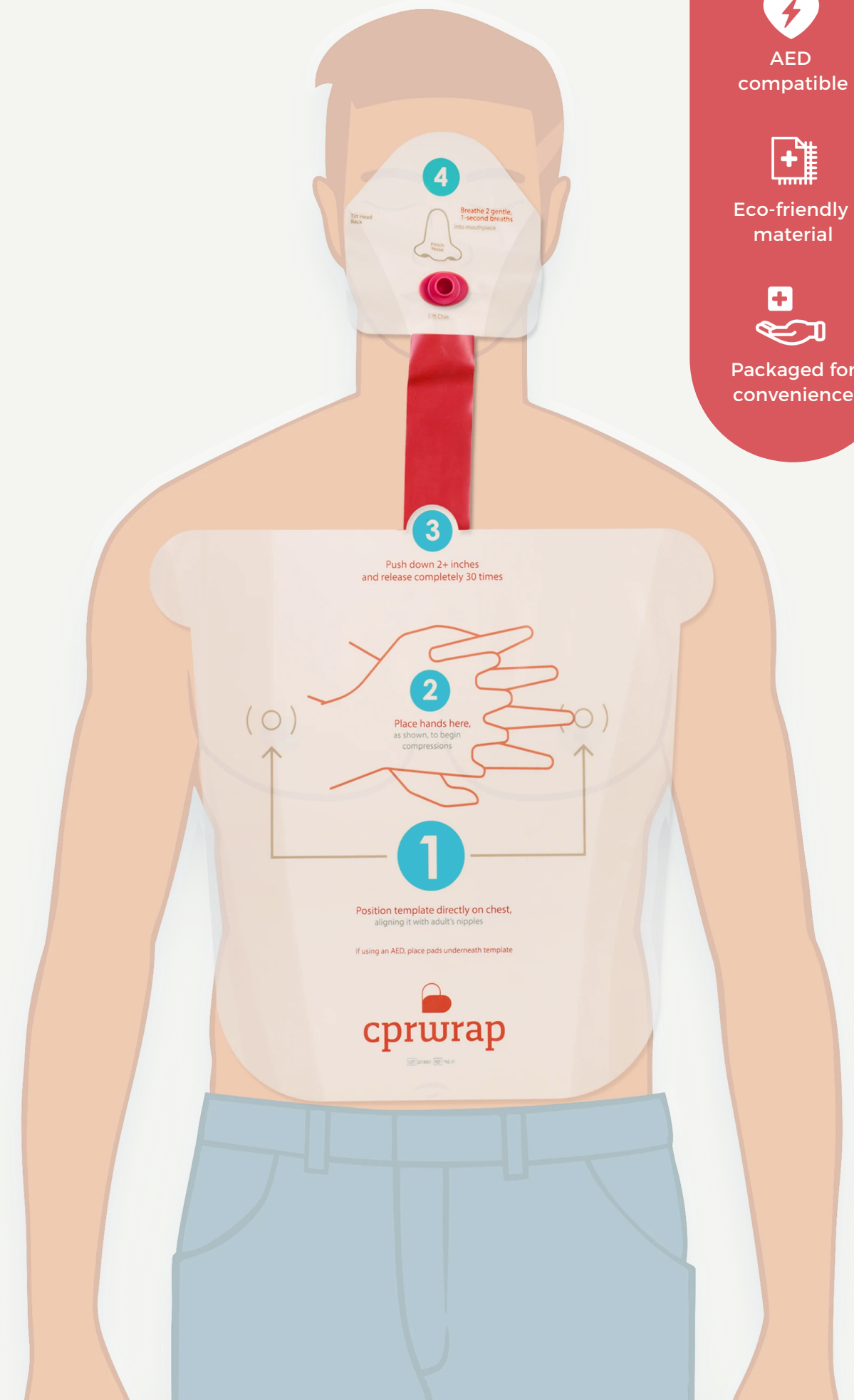
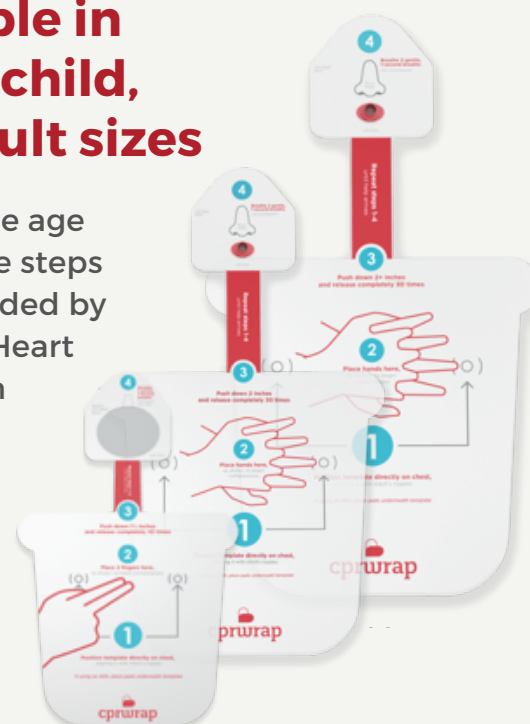
CPRWrap® is an emergency response tool that will equip you for the unexpected moments if sudden cardiac (SCA) arrest occur.

CPRWrap® is more than just a CPR mask.

- It has a **sanitary one-way mouthpiece** to protect from bodily fluids.
- It provides the **step-by-step instructions** for how to perform CPR.
- It includes **simple illustrations** to show exactly where to place your hands.

Available in infant, child, and adult sizes

Includes the age appropriate steps recommended by American Heart Association



AED compatible



Eco-friendly material



Packaged for convenience

"This is a great product and should be in everyone's home and office."

Steve Case, Founder of AOL



**As a new
mother, I feel
prepared and
reassured with
CPRWrap®.**

Nila Perez
Stay-at-home mom

flip to learn more





An innovative tool that helps make CPR easier.



The infant-sized CPRWrap® is intended for children ages 12 months and under.

It provides visual prompts to guide you through the four steps of CPR recommended by the American Heart Association (AHA), and includes a mouth-to-mouth, one-way breathing barrier, and face shield.

You have the power to help save a life.

Scan QR code or visit www.cprwrap.com to get your CPRWrap® today.





I carry
CPRWrap®
everyday that
I'm with my
students.

Janet Robinson
2nd grade teacher

flip to learn more





An innovative tool that helps make CPR easier.



The child-sized CPRWrap® is intended for children ages 1 to 8 years old.

It provides visual prompts to guide you through the four steps of CPR recommended by the American Heart Association (AHA), and includes a mouth-to-mouth, one-way protective breathing barrier, and face shield.

You have the power to help save a life.

Scan QR code or visit www.cprwrap.com to get your CPRWrap® today.





I'm glad
I added
CPRWrap®
to my gym
first aid kit.

Andrew Manning
Fitness Coach

flip to learn more





An innovative
tool that helps
make CPR easier.



**The adult-sized CPRWrap® is
intended for people ages
8 years and up.**

It provides visual prompts to
guide you through the four
steps of CPR recommended
by the American Heart
Association (AHA), and
includes a mouth-to-mouth,
one-way protective breathing
barrier, and face shield.

**You have the power
to help save a life.**

Scan QR code or visit
www.cprwrap.com to
get your CPRWrap® today.

