

Protopia Creative Brief

Protopia helps professionals receive unbiased, relevant resume feedback in exchange for charitable donations.

Tagline: Good Resume Reviews

“Protopia enables professionals to help each other find better jobs, faster while supporting worthwhile charitable causes through its easy-to-use, convenient and compelling mobile app. “

1. Elevating careers & finding the next opportunity
2. Helping professionals collaborate, work together
3. Doing “double good”: mentoring and raising funds for charities

How It Works

1. Professionals share resume and offer charitable contributions for a review (“reward”)
2. Reviewers select matching resumes to review
3. Professionals get both quantitative and qualitative feedback
4. Reviewers select charity to donate “reward” to
5. Protopia recommends service provider to professional to assist with resume (“write a better resume”)

Attributes

- Positive, Uplifting, Doing Good, Feeling Good (about contributing)
- Collaborative, Working Together, Not Alone
- Forward, Progress
- On-The-Go, Easy, Quick
- Fun

Target Market

- United States
- Professionals
- Age 25 - 55
- Household Income \$75,000+

Personas

Job seekers looking for feedback on their resume to understand how effective it is
Busy professionals desiring to mentor and do good
Service providers offering resume writing & career coaching services
Recruiters looking for peer-reviewed talent

Branding

Primary Color: 158bc3 (blue)
Secondary Color: E58724 (orange)
Accent Color: F8D321 (yellow)
Additional Color: B8B6B5 (grey)

Though I am happy to consider other color combinations that may help better convey the mission and benefits of Protopia

Logo font: <https://fonts.google.com/specimen/Lilita+One>
Headline font: <https://fonts.google.com/specimen/Roboto>
Body font: <https://fonts.google.com/specimen/Domine>

Favorite Logos

<https://dribbble.com/shots/2093163-P>
<https://dribbble.com/shots/2291196-Power-to-the-P>
<https://dribbble.com/shots/2536058-P-as-Printing>
<https://dribbble.com/shots/2737832-Food-man-itarian>
<https://dribbble.com/shots/610025-Charitable-Filmaking-V2>
<https://dribbble.com/shots/865754-Rethink-Reviews>
<https://dribbble.com/shots/1693137-Pamili-Logo>
<https://dribbble.com/shots/2189615-File-sharing-app>
<https://dribbble.com/shots/2794099-dp>
<https://dribbble.com/shots/172753-ProsperousCopy>
<https://dribbble.com/shots/944885-Pattern-Hub-Mark>

<https://dribbble.com/shots/1632063-Parallel-Design-Group>