



THE
Retirement
Solution INC.

Your Partner Through The Retirement Journey



1 Concept - Family

Concept Overview

Using the current logo, a new tagline would help position TRS while supporting the current brand.

For this first concept, taglines would be focused on *Retirement Planning and Family*. Along with visuals, the tagline would support the concept as well.

“Your Happily Ever After Starts Here” refers to “Family” being a foundation and motivation for proper retirement planning. We would keep the current color pallet from the logo as well as add some secondary colors to help supplement other materials.

Using imagery that is family based and has multigenerational ties would also help position TRS as a caring and nurturing company.

(see concept examples following the mood board)

Logo Variations

Current Logo with Updated Positioning Statement(s)

1



2



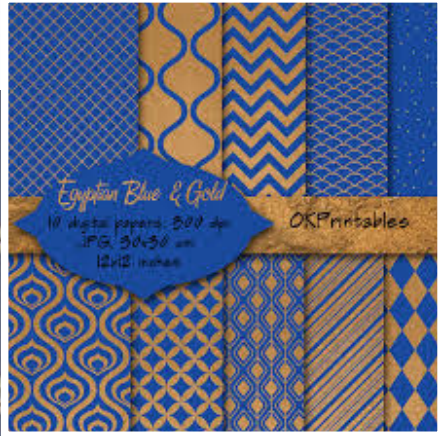
3



Mood Board (family oriented)



Associated Colors

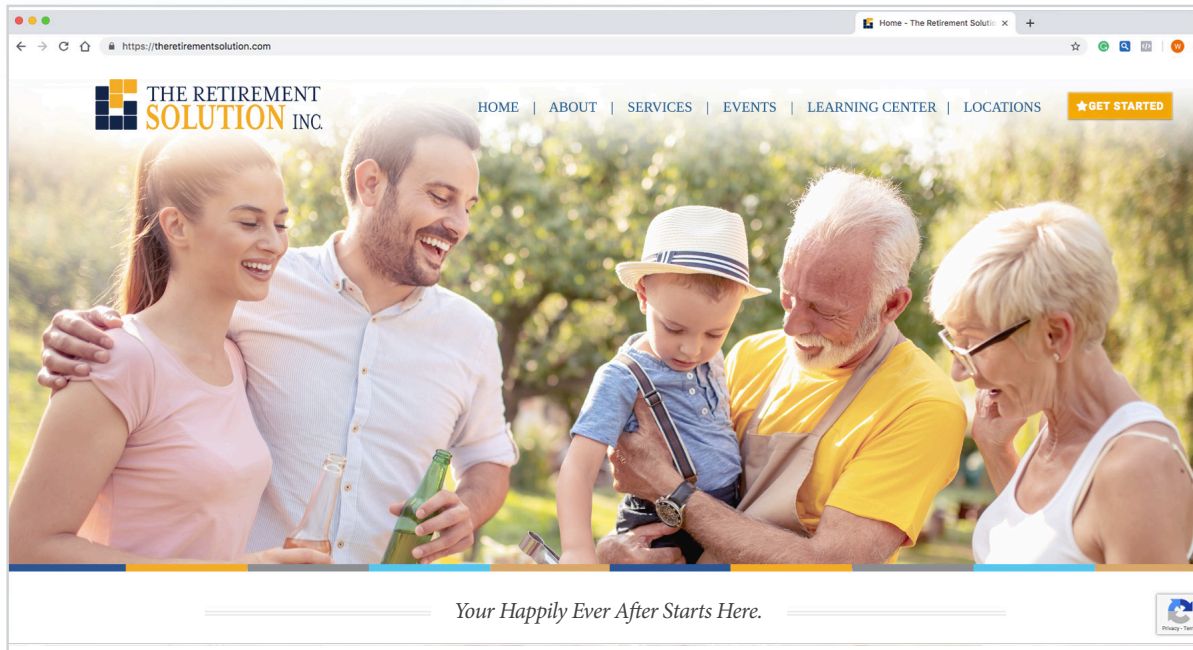


Usage and Visuals



Associated Colors

Website Concept



Booklet Cover Concept



Facebook Concept



2 Concept - Celebration

Concept Overview

Using the current logo, a new tagline would help position TRS while supporting the current brand.

For this second concept, taglines would be focused on the “*Celebration of Retirement*”. Using a magical or celebratory theme would help show the lighter, fun side of retirement and retirement planning and the laid-back and friendly atmosphere when meeting with the TRS team.

“*Your Happily Ever After Awaits...*” refers to the future and how retirees should look forward to celebrating and enjoying that stage in their lives. We would keep the current color pallet from the logo as well as add some secondary colors to help supplement other materials

Using imagery that is celebration and entertainment based and has a light-hearted and magical reference positions TRS as fun but forwarding thinking company.

(see concept examples following the mood board)

Logo Variations

Current Logo with Updated Positioning Statement(s)

1



2



3



Mood Board (magical or celebration oriented)



Associated Colors

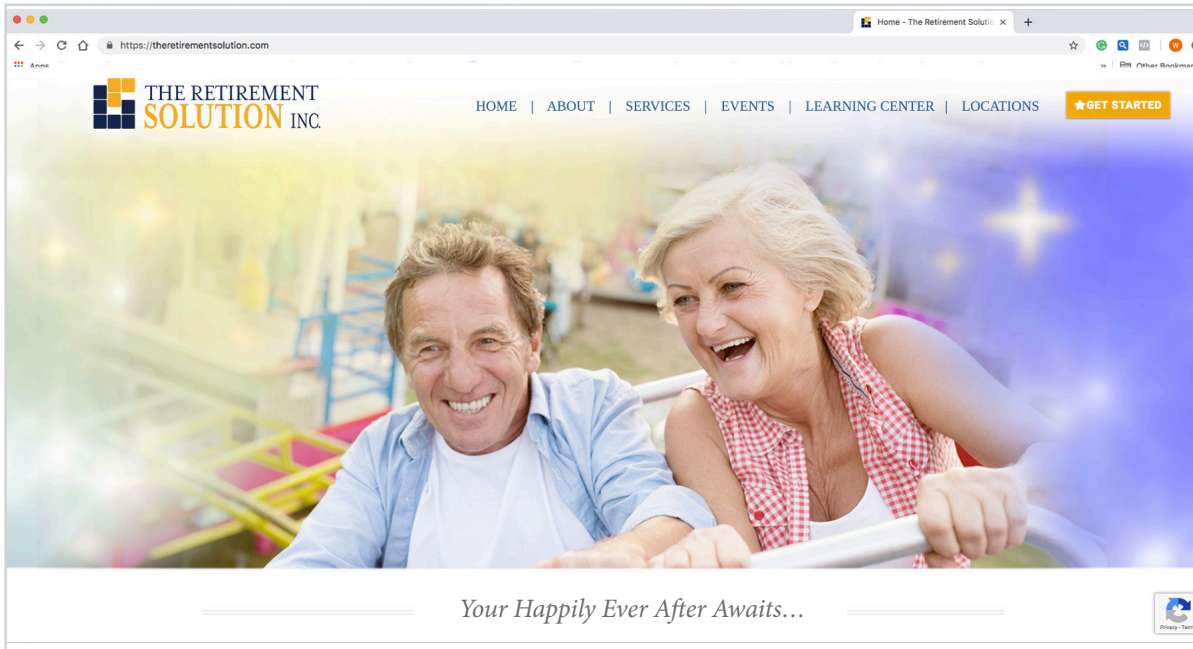


Usage and Visuals



Associated Colors

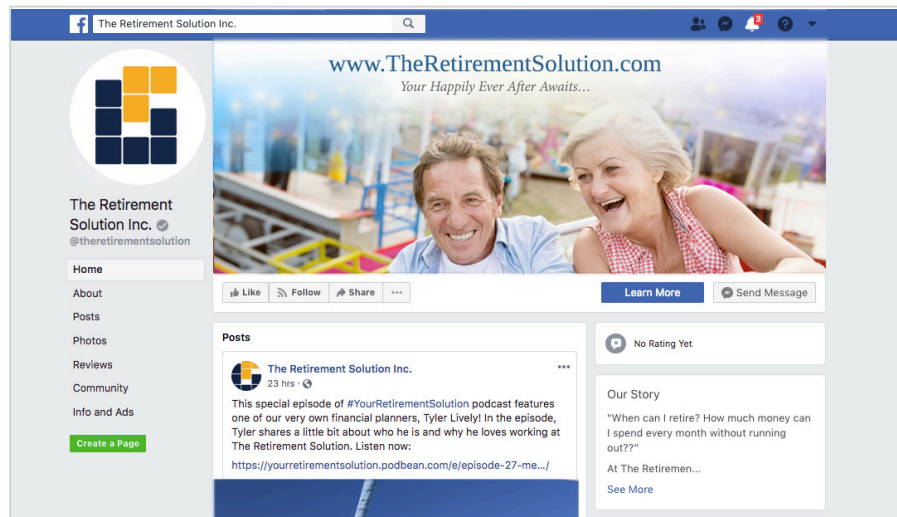
Website Concept



Booklet Cover Concept



Facebook Concept



3 Concept - Guide Through Retirement

Concept Overview

Using a new and updated logo, as well as a new tagline and overall theme, would help re-position TRS while updating the brand to a more contemporary look and feel.

For this third concept, taglines would be focused on *TRS as a guide and mentor through the entire retirement planning process.*

Using a simplified compass icon with a travel or experience based imagery theme would help promote TRS's mentoring and professional guidance process for retirement planning, while showing the colorful and friendly atmosphere at TRS.

"Your Partner Through the Retirement Journey" refers to how TRS will guide a retiree through the process and the entire journey of retirement. We would create a color pallet from the logo design as well as add some secondary colors and design elements to help supplement other marketing materials.

Using imagery that is travel or experience based helps position TRS as a mentoring and helpful company while showing that each retirement journey experience and plan are different for every client.

(see concept examples following the mood board)

Logo Variations

New Logo Concept with Updated Positioning Statement(s)





Mood Board (travel and experience oriented)



Associated Colors

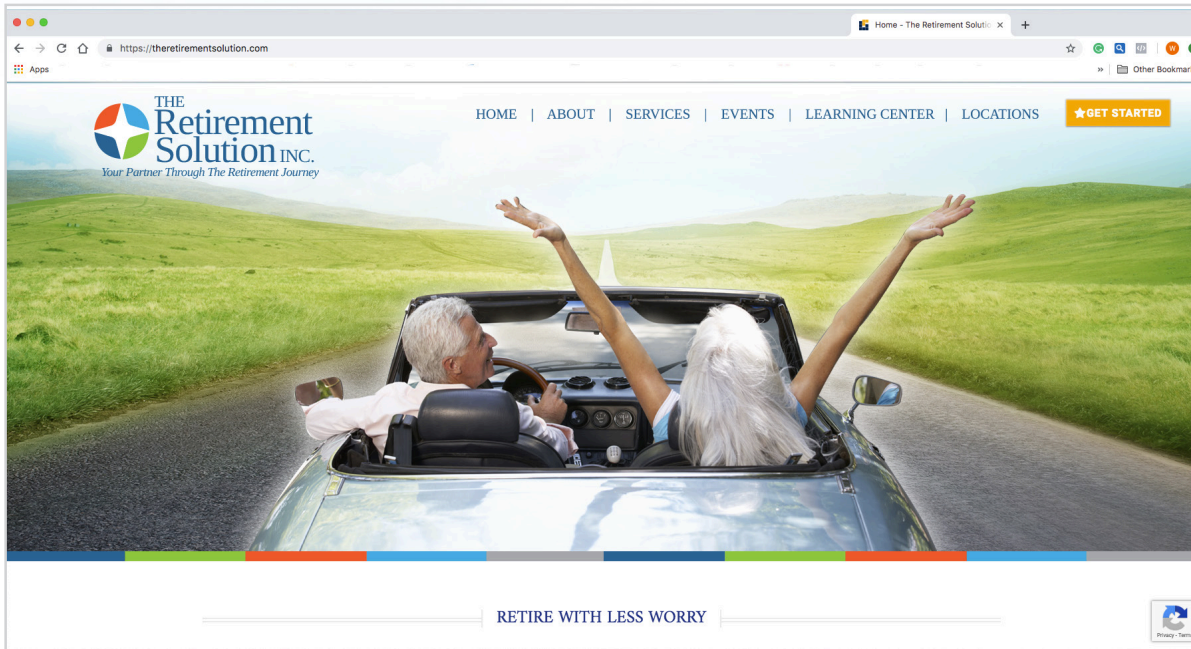


Usage and Visuals



Associated Colors

Website Concept



Booklet Cover Concept



Facebook Concept

