



THE SITUATION

Creating a better life is a goal most share at some level, but the resources we need aren't always at our disposal. Opportunity for growth comes to those who seek knowledge, but how is that knowledge found? With the ever-changing job market and a new generation of workers entering the workplace, inclusion, work-life balance, and opportunities to grow are chief concerns amongst employees and employers. Cohesive and productive work environments are becoming harder to find for job seekers and harder to maintain for companies as advice given becomes further diluted.

ThinkWhy provides the missing elements of data-driven information, tools, and a sophisticated platform to connect users with their better lives.



MISSION STATEMENT

ThinkWhy helps to build better lives for the people we reach. By championing human interaction and transparency, we are an active part of a thriving and collaborative ecosystem.



VISION STATEMENT

We believe an exceptional workplace
creates better lives for employees.
We aim to resolve workforce issues for
companies while providing employees the
keys to career satisfaction.



POSITIONING STATEMENT

As a new generation takes its first steps within the workplace, it's important that their values and passions are reflected in a way that they can engage and build loyalty. ThinkWhy promotes transparency, empathy, growth, and opportunities to these new workers by curating and sharing knowledge that allows them to understand themselves as employees, and for employers to understand and connect with them during their tenure.

OPTION 1

SCOPE

For today's visionary searching for the next career opportunity, the possibilities are endless. Scope was created to represent these unique individuals who are both ambitious and ready to excel. While the world's infinite potential may seem overwhelming, Scope recognizes your significance in the workforce and cultivates the perfect place for you to employ your own potential. There may be opportunities all around us, but each person's needs are unique. With the right tools in place to narrow things down, Scope lets each ThinkWhy user focus on the part that is just for them. The telescope represents readiness, anticipation, and the future. The warm hues symbolize a sense of optimism that also evokes feelings of hope, dream, and wonder.



TOLYER REGULAR NO.1

Poppins Regular

Poppins Medium

Poppins SemiBold

Poppins Italic

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Primary Color Palette



Gradients



OPTION 2

THE IDEAL

Every great creation begins with one idea. As humans, our thoughts lead us down the paths we take to bring these ideas to life. But to spark these intentions, the brain may often crave some inspiration. The Ideal represents that moment of clarity in the mind when pure inspiration meets the tangible. We are then free to take these ideas and use the necessary tools, communication, and passion to manifest them into fruition. The cooler-toned colors cultivate a soothing sense of calm and also build a foundation for trust. The blended purple and blue themes allude to an awareness that inspires wonder and possibility. This creates broad, open spaces, inviting the mind to think and create at free will.



ROBOLT X BATTERY300V

REGULAR

Avenir

Avenir Medium

Avenir Black

Avenir Italic

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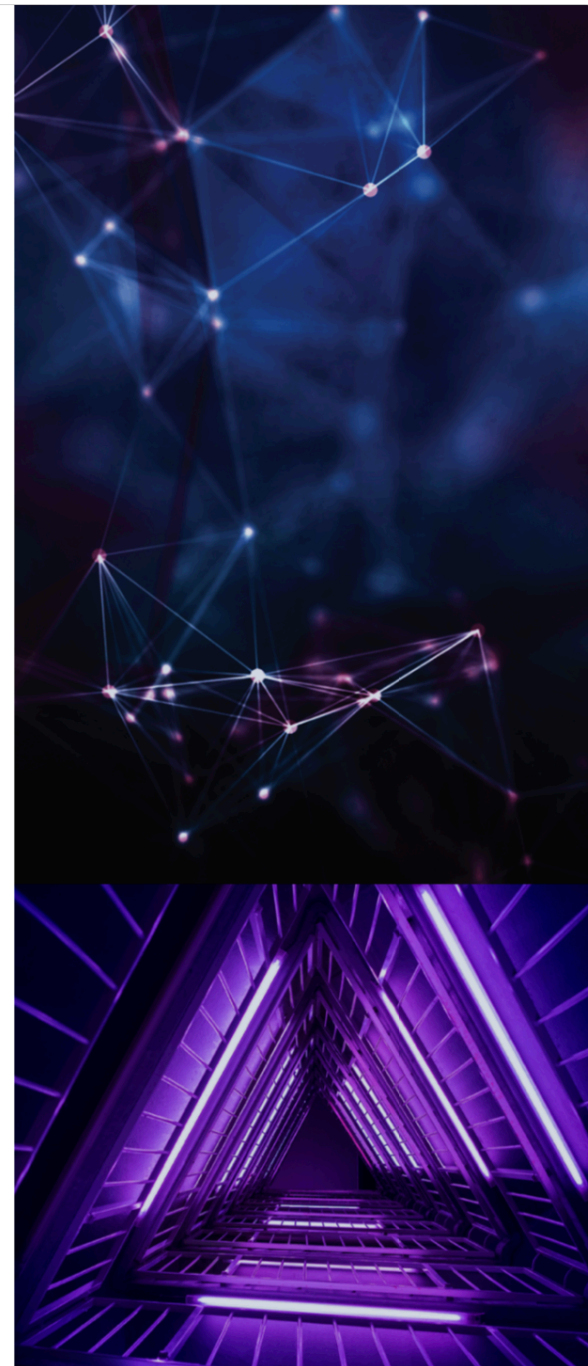
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Primary Color Palette



Gradient



OPTION 3

THE VOYAGER

Humans naturally seek growth and experiences that serve our greater evolution. To find this, we must embark on journeys that are often difficult, yet rewarding. The Voyager creates a vessel for the dreamer to get from one place to the next. The symbol of the helmet is the mark of an explorer who takes advantage of opportunities to chase their goals, even if thoughts about the future feel scary. The light blue colors also support a fresh perspective on the idea of finding just what one is looking for. The shape resting on the horizon of the explorer's clear glass visor (called a tesseract) is a four-dimensional hyper cube that can physically move between dimensions because it contains all of them within itself. The tesseract represents those places where dreamers aspire to go. The relationship between the dreamer and the vessel is a symbiotic one that can allude not only to the job seeker and employer, but also to companies and their recruitments.



THINK WHY

**SUNSPIRE
REGULAR**

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**AVENIR NEXT
HEAVY**

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PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



