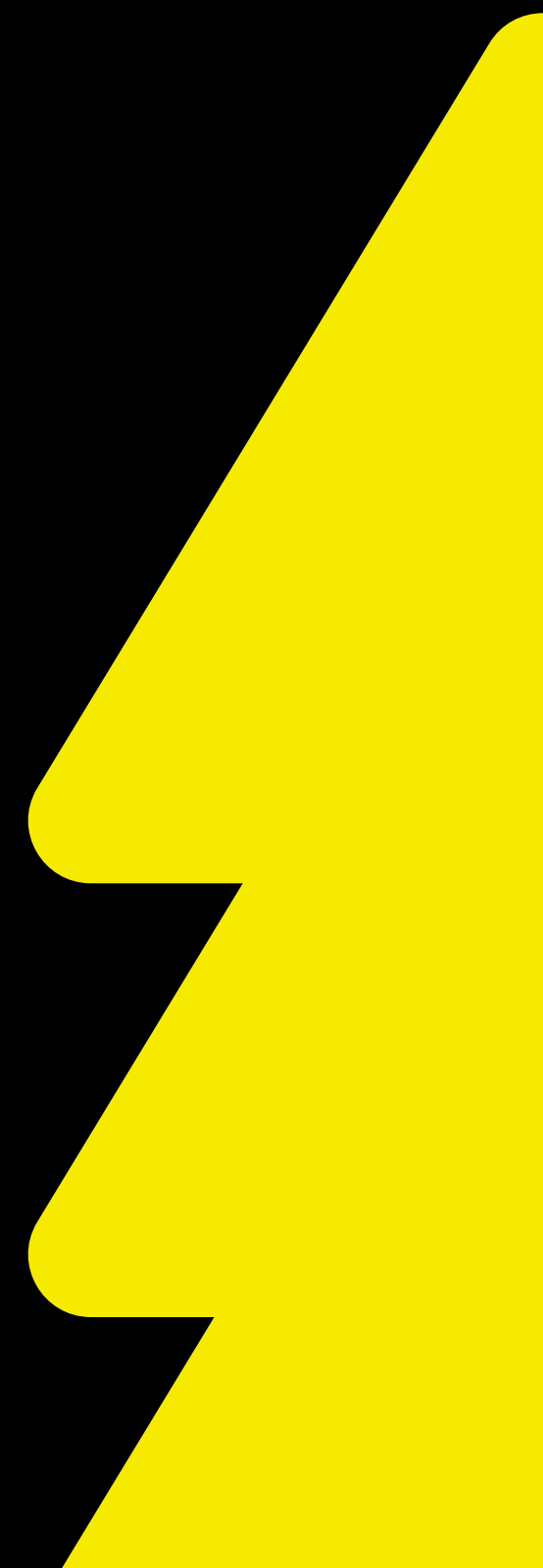




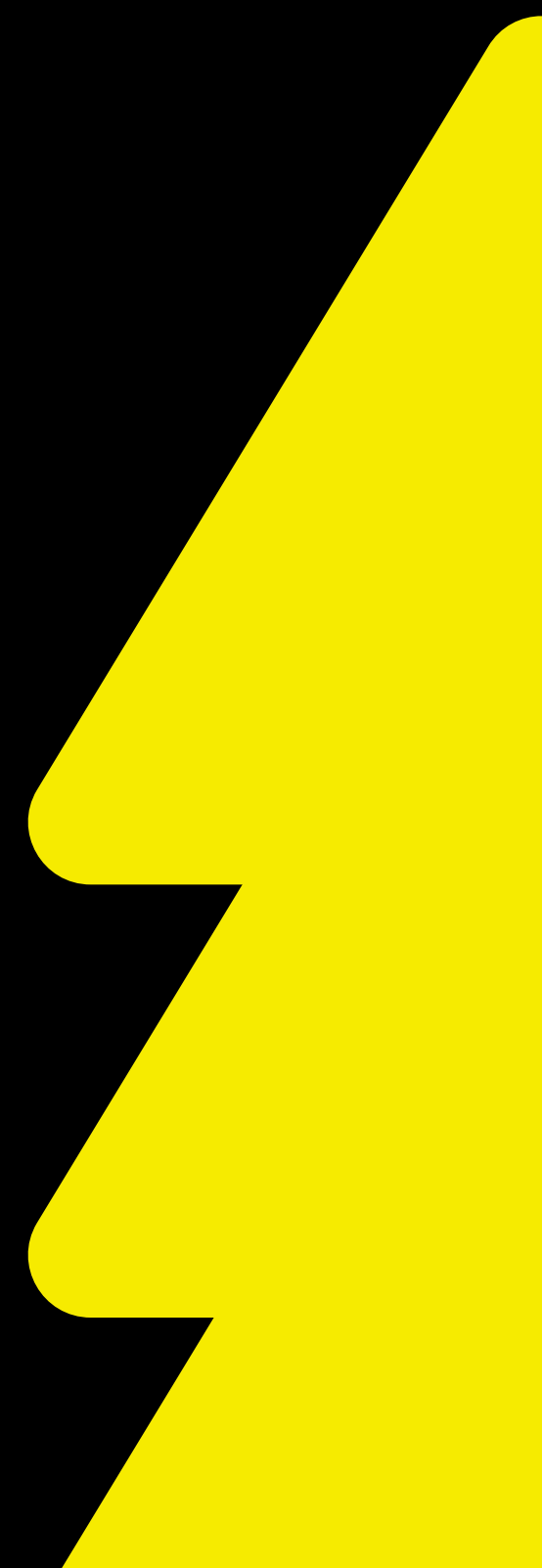
A Brand Proposal By:
Ryan Menzildjian

Balance, Momentum, Accomplish





עברית





Create a brand from scratch
applying the full methodology learned in the course

IDEA

A service for the youth that blocks access to certain common procrastination apps unless access time is bought by completing their goals or "quests".

TARGET AUDIENCE

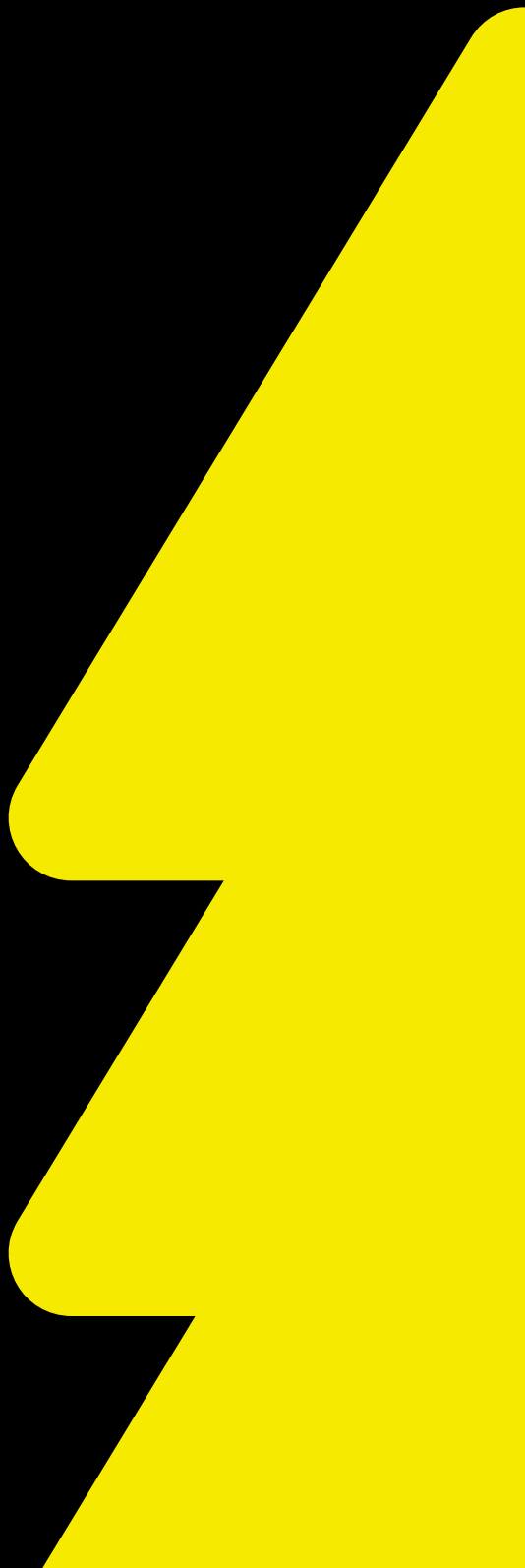
Youth (16–25 yrs) with neurodevelopmental disorders that cause procrastination or inhibit that ability to accomplish goals/responsibilities.

CORE TENSION

People want to achieve their ambitions and responsibilities, **but** their brains are biologically hardwired to prioritize immediate, low-effort dopamine to avoid the negative emotions of hard work.



RESEARCH



CONTEXT

We are in a Screen Time Epidemic. Gen Z averages **7+ hours of daily screen time**, dominated by algorithms designed to hijack the brain's reward system and paralyze executive function.

OPPORTUNITY

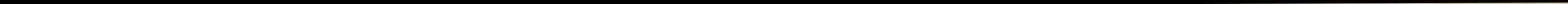
There is a massive gap for a brand that actually removes the shame of procrastination. The opportunity is to create an empathetic but strict digital environment that prevents the brain from "freezing" or feeling unmotivated when faced with large tasks

MARKET

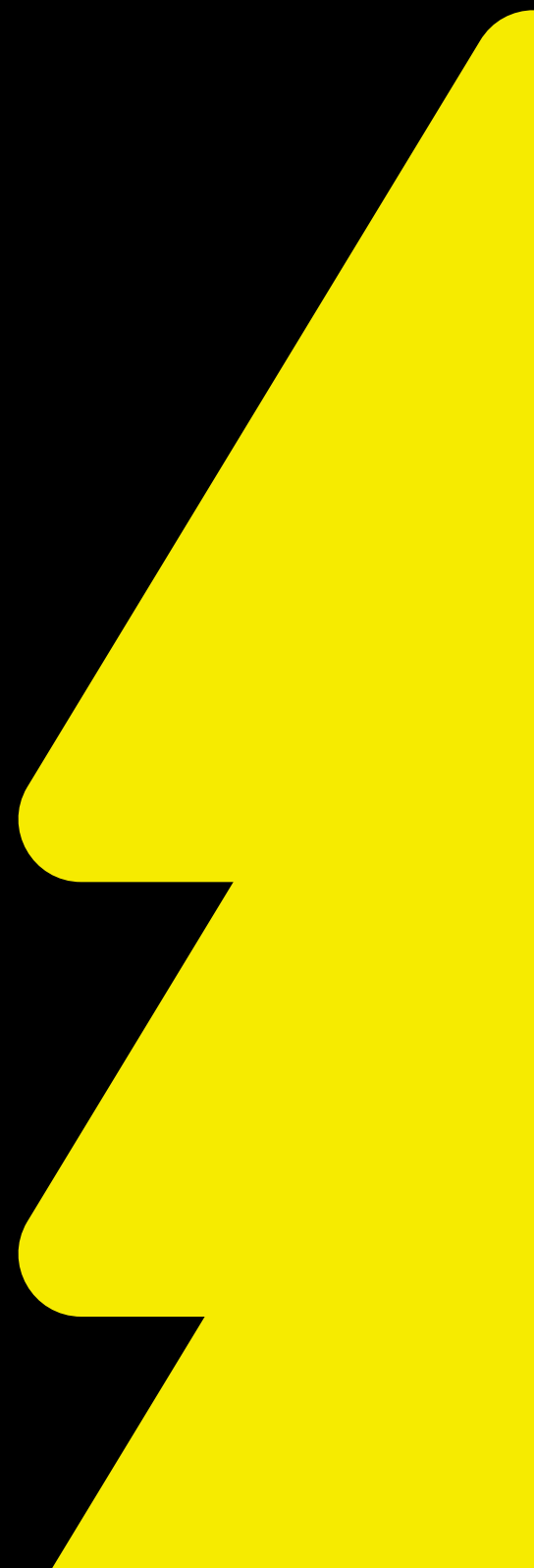
The productivity market is split between sterile, complex tools for naturally organized people and passive habit trackers. But since so many people are suddenly buying "dumb phones" or screentime locks just to get off social media, we know people are desperately looking for something that forces them to focus.

TRIBE

The Overwhelmed Ambitious. Specifically, 16–25 year old's with ADHD or other neurodevelopmental disorders.



שטפידהוד



CORE TENSION

People want to achieve their ambitions and responsibilities, **but** their brains are biologically hardwired to prioritize immediate, low-effort dopamine to avoid the negative emotions of hard work.

DIRECTION STATEMENT

AEQO will stand for **Engineered Momentum**, rejecting toxic "hustle culture," shaming, and overly complex productivity systems that require more executive function to set up than the task itself.

OPPORTUNITY

There is a massive gap for a brand that actually removes the shame of procrastination. The opportunity is to create an empathetic but strict digital environment that prevents the brain from "freezing" or feeling unmotivated when faced with large tasks

EXCLUSION CLAUSE

This brand is for the self-aware, those with ADHD, but are ambitious. Those who are paralyzed by executive dysfunction, not for the naturally organized.

3 STRATEGIC CONSEQUENCES

CHANGES IN COMMUNICATION

I.

The brand voice must act as a strict but empathetic coach. It will abandon inspirational cheerleading in favor of pragmatic, non-judgmental, and highly directive language.

II.

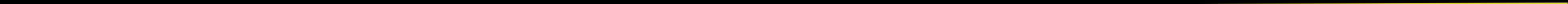
CHANGES IN DESIGN

The visual identity must abandon soft, corporate aesthetics in favor of a utilitarian, high-contrast display that provides immediate visual dopamine for completing tasks.

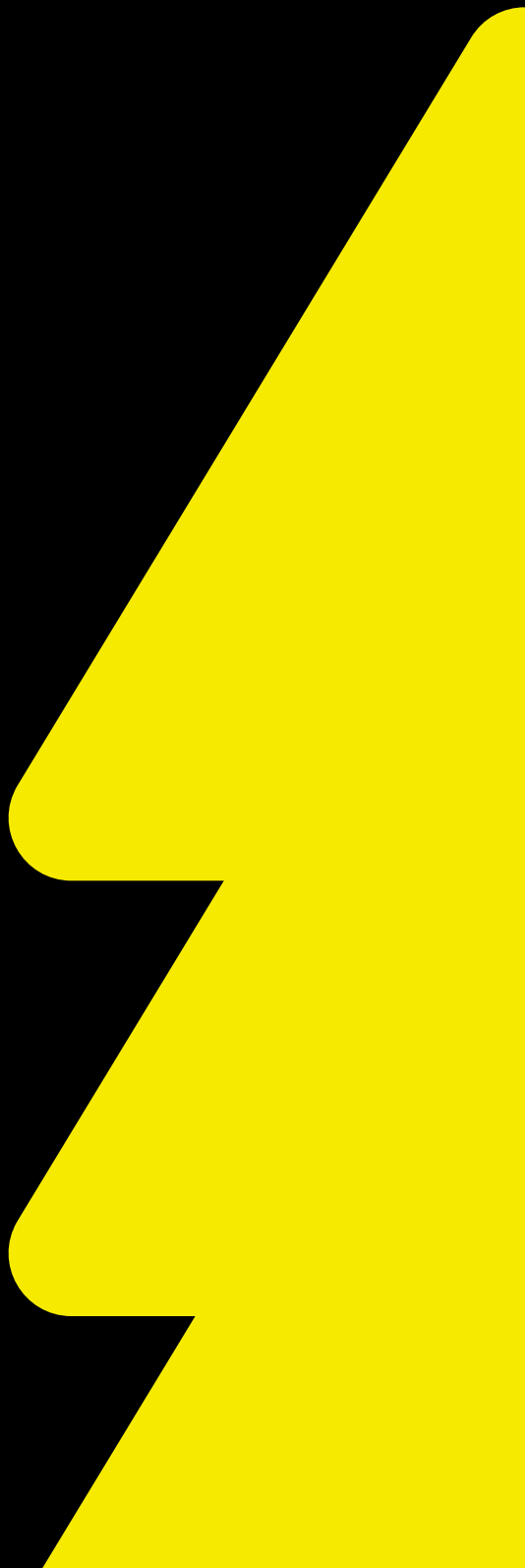
UNQUANTIFIABLE GOALS

III.

Users are not allowed to input broad, unquantified goals (e.g., "Study for finals"). It must actively force users to break goals down into bite-sized steps or "Quests" with assigned time values, rejecting the input if it is too broad.



שנה טובה



BRAND NAMING

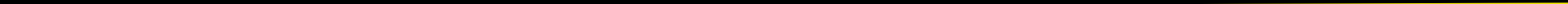


The root is Aequo (latin), meaning to balance/make equal.

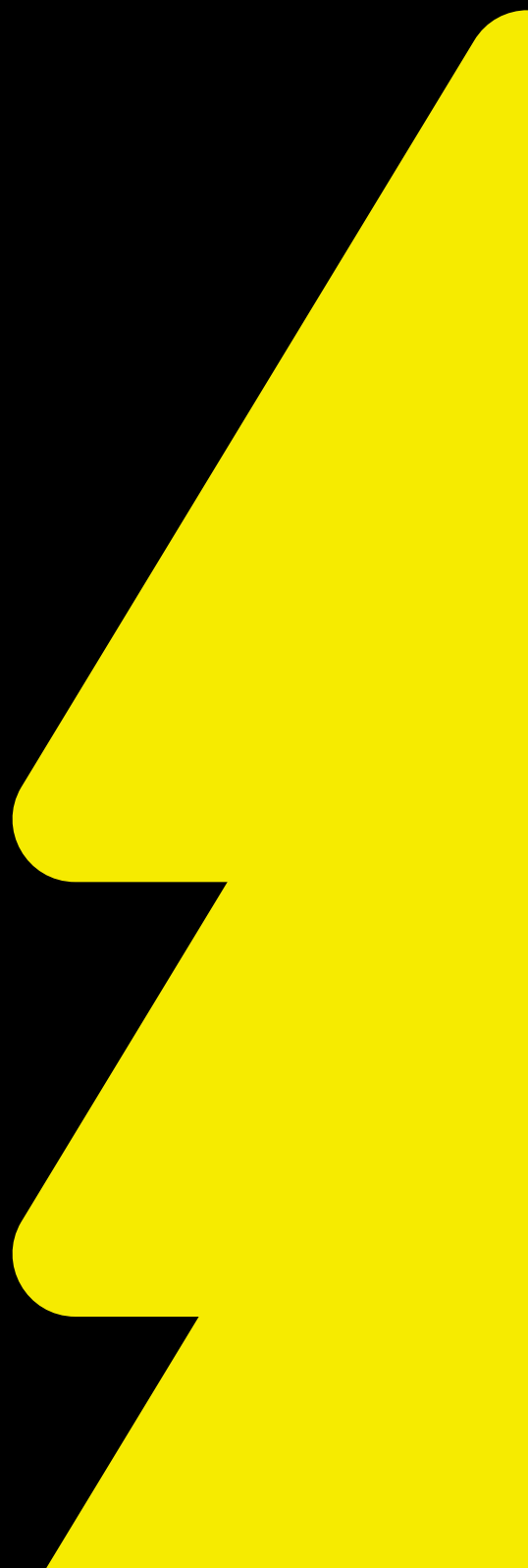
Level the playing
field against
predatory algorithms.

Balance the friction
of hard work with the
immediate dopamine.

Regulate the feeling
of being overwhelmed
with motivation.



שניבירקרחקט



STORYTELLING

Balance, Momentum, Accomplish

Controlling Idea: “Engineered Momentum”

Stop fighting your brain. Start gaming the system.

I. Turn your massive, overwhelming ambitions into bite-sized quests that actually give your brain the reward it needs.

II. We lock the distractions and hijack your brain's reward system, making the completion of hard work hit just as hard as an hour of doom-scrolling.

III. Break free from executive dysfunction and the shame of procrastination by treating focus as a tactical, winnable game. Do the work, earn the break.

TOV

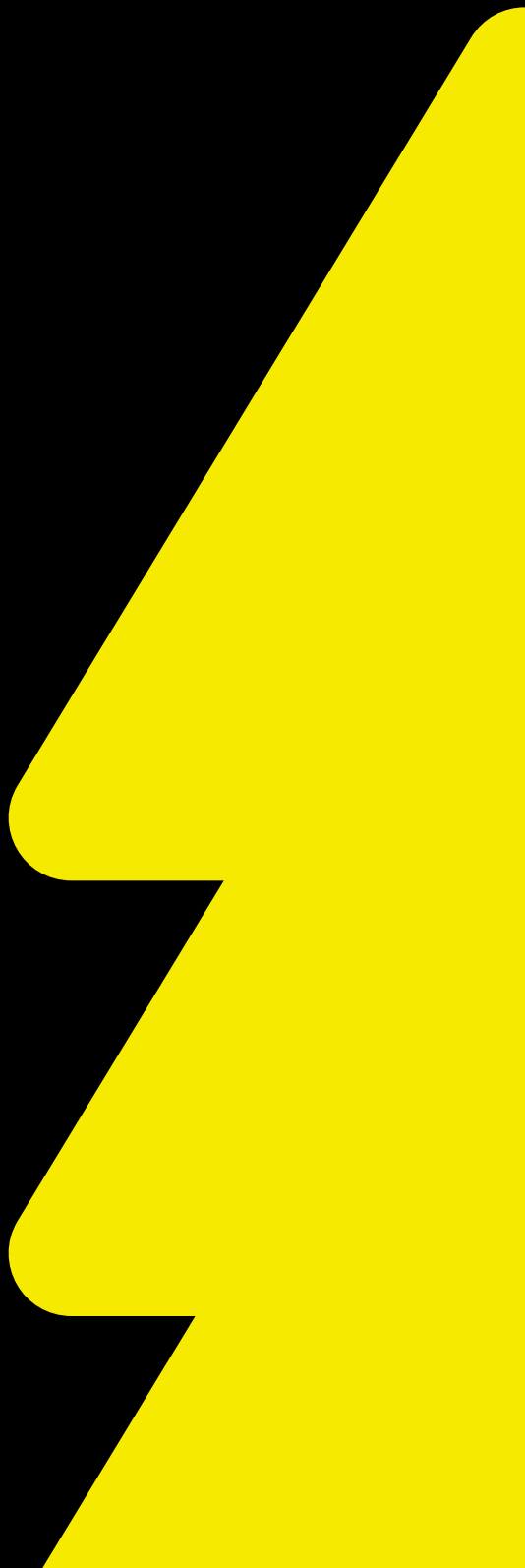
We are:

- Practical
- Energetic
- Inspired

So we speak with Empathized Motivation



STYL ESCAPE



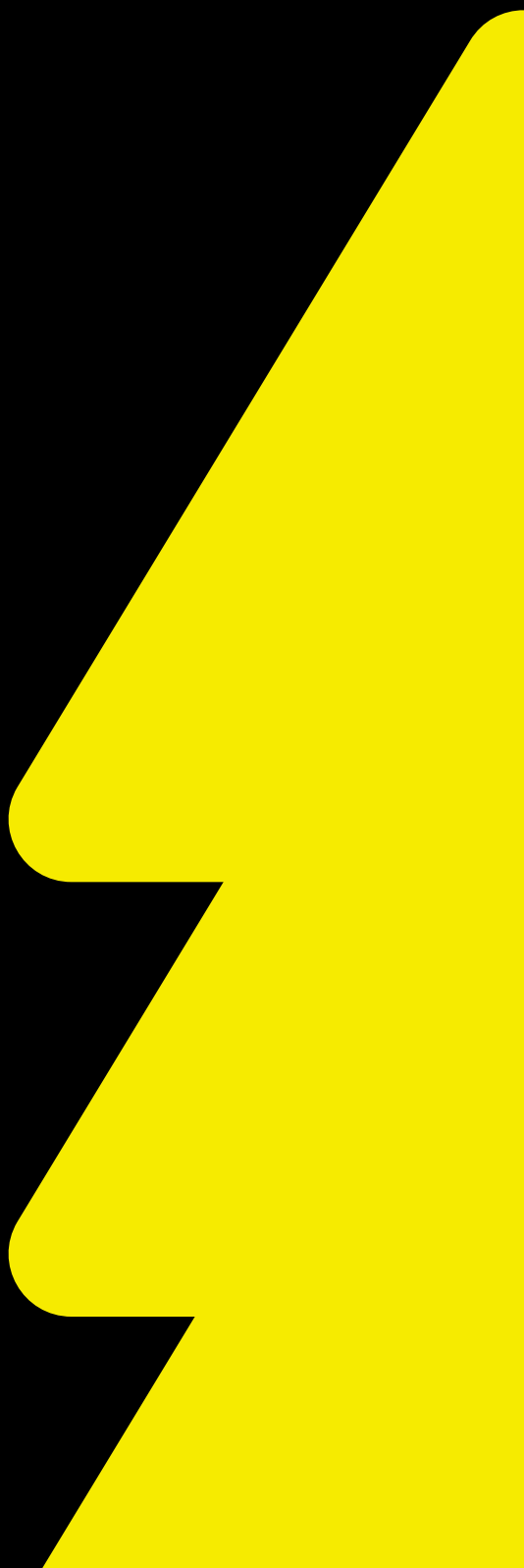


The stylescapes theme is **MOVEMENT**

Bright colors emphasizing sparks of energy with messages of movement, encompassed by design elements that may feel overwhelming but structured.



LOGO



I.

The logo is a play on a thunderbolt representing energy.

II.

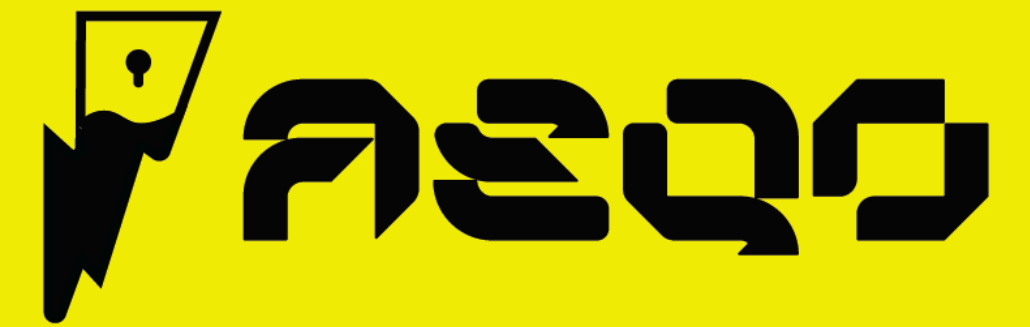
Inside is liquid representing the “use of energy” or the progress.

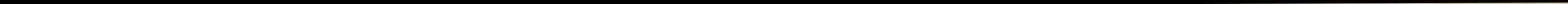
III.

The bolt appears to be dripping to again convey the use of energy.

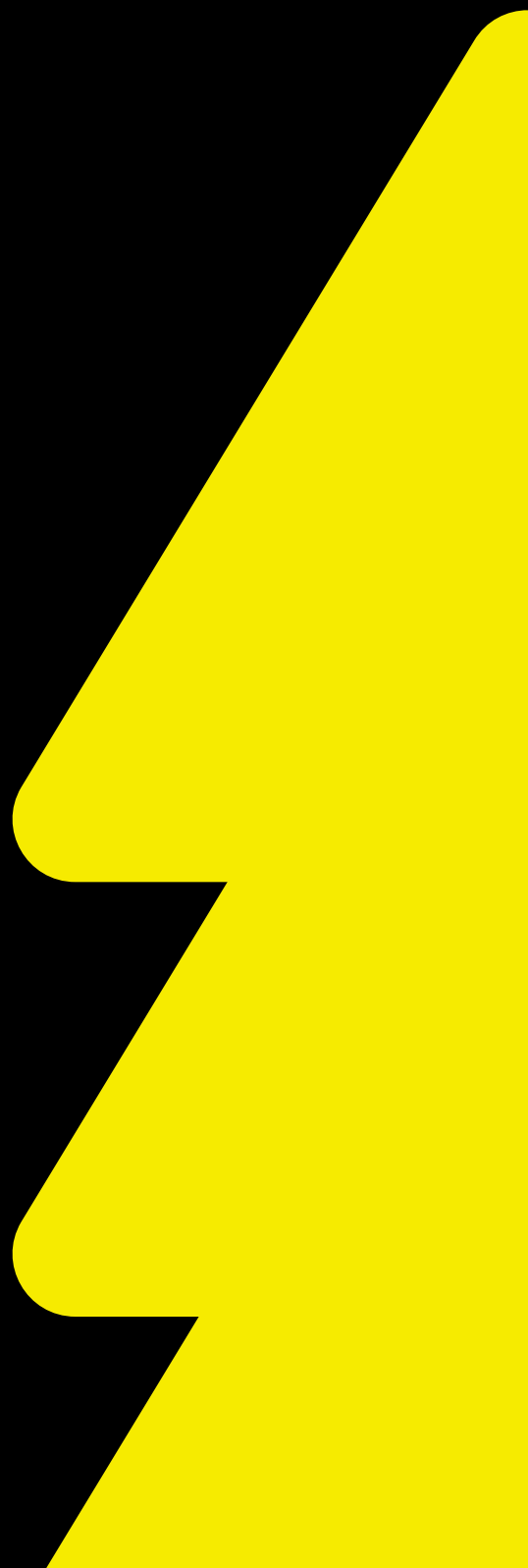
IV.

Finally, the logo combines the keyhole to represent the dormant, locked energy one possesses.





דפוס חסכוני





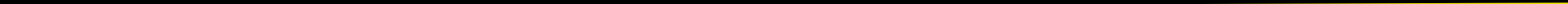
The Padlock
represents the
locked applications
and incomplete
goals.



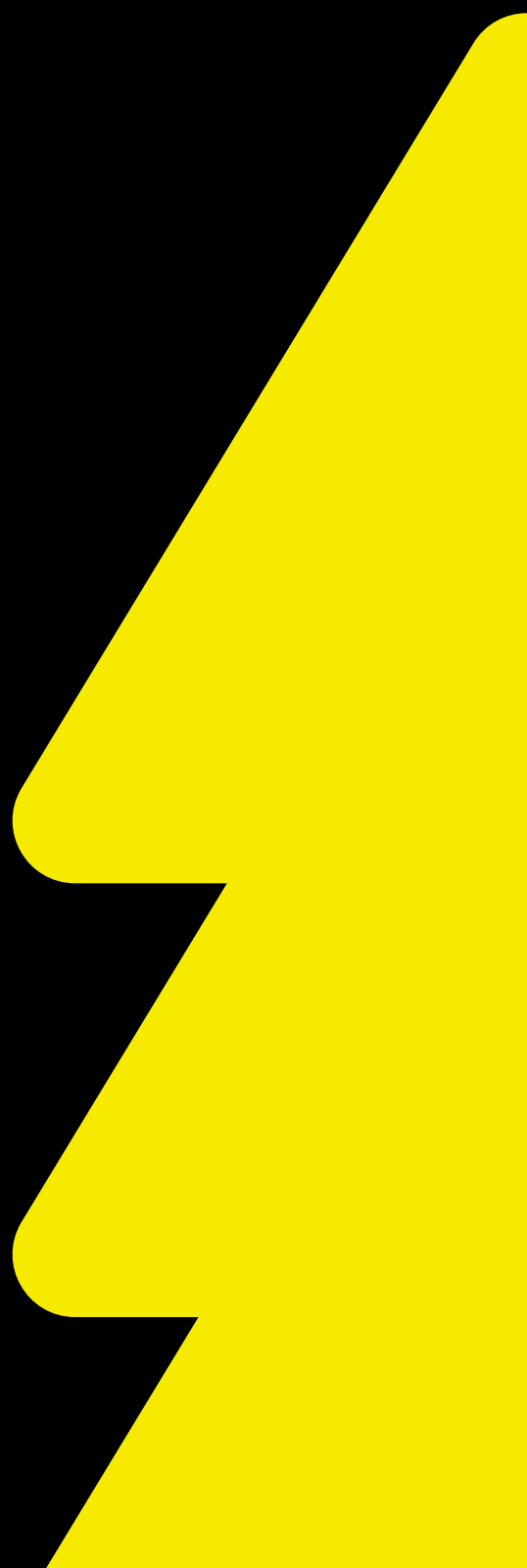
The Thunder
exclamation point
represents quests
and goals available
to be completed.



The time present
represents the
addition of time to
use certain locked
applications.



צוֹלֵק אֶרְוֶט אֶסְקֵר



16:9 Ratio

Font-Pairing

HEADLINE 170

HEADLINE 94

SUB-HEAD 52

body 01 bold 29

body 01 29

quotes 9

CAPTIONS ALL CAPS 5

Magda Clean Mono &
Neoblast

I'm motivated to accomplish.

Balance, Momentum, Accomplish



Accent Info

People want to achieve their massive, distant ambitions, but their brains are biologically hardwired to prioritize immediate, low-effort dopamine (scrolling) to avoid the negative emotions of hard work, so the brand should artificially pull the distant reward into the present through high-stakes, bite-sized gamified "Quests."

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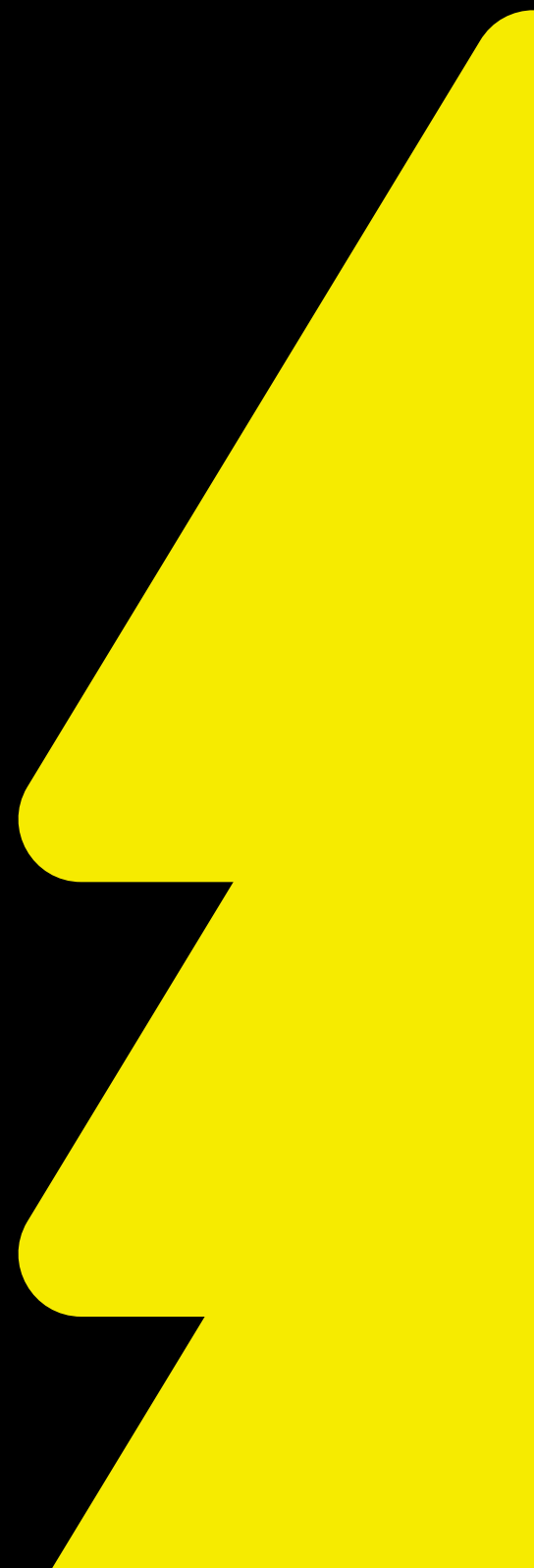
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CAPTIONS ALL CAPS



צירוף צבעים



I wanted to use heavy contrast to emphasize the brighter colors since those represent the brands values.

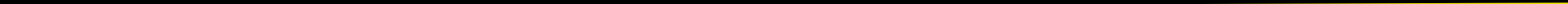
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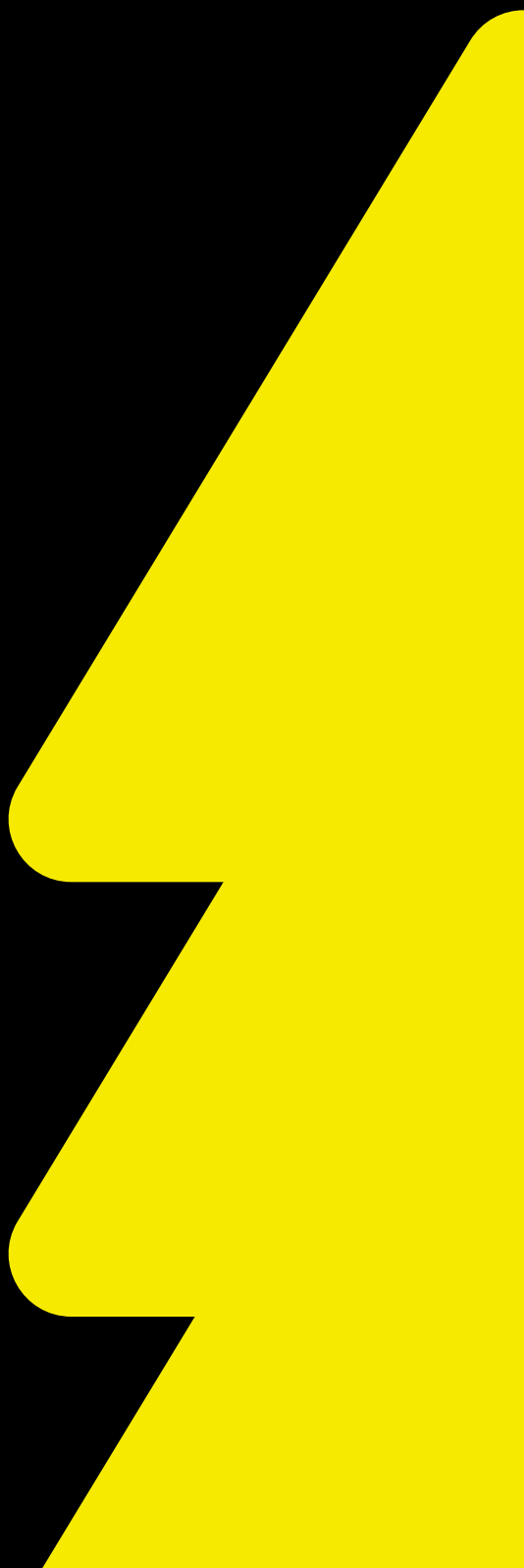
EBEBEC

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דירובסקו אינטר





Webpage Mockup

