



JACOB PANGAN

GRAPHIC DESIGNER

INFOGRAPHICS

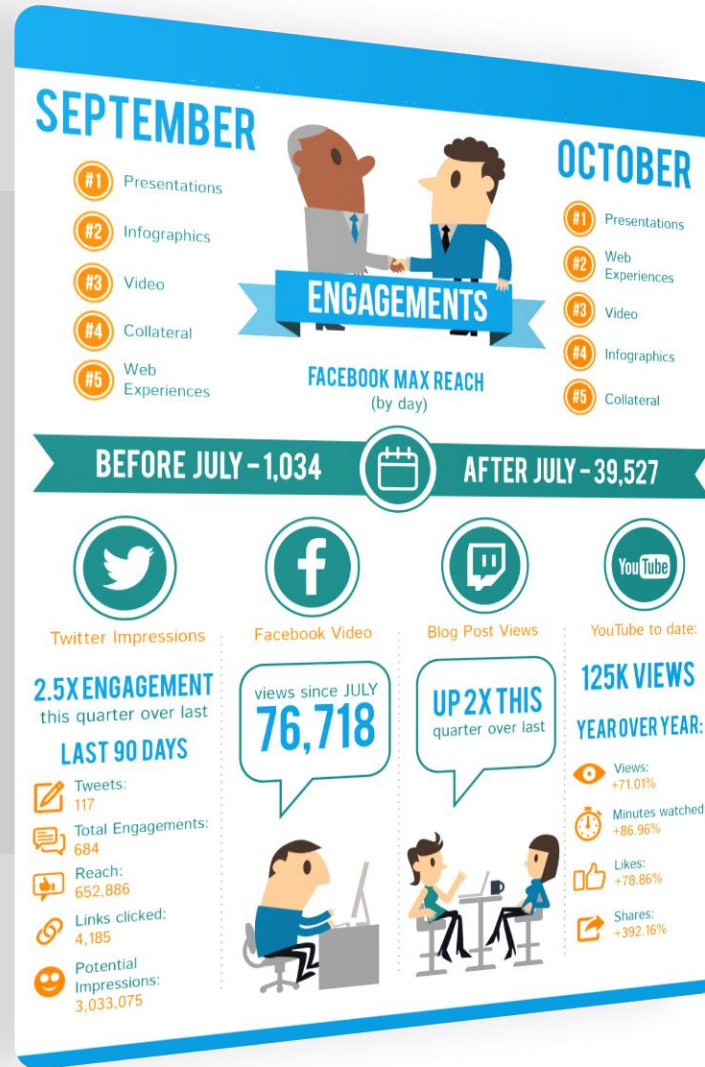
MYTHS ABOUT Graphic Designers EVERYONE THINKS ARE TRUE

- 01 GRAPHIC DESIGNERS ARE VERY RICH**
Many people think that all graphic designers make good money. They are convinced that the "graphic designer" job title will instantly bring them wealth, but this is far from reality. It's fair to say that some senior designers, art directors and long-term freelancers manage to make decent money, but the truth is that graphic designers are not wealthy at all.
- 02 GRAPHIC DESIGN TAKES A FEW MINUTES**
Graphic design is a complex job — it requires a lot of time and dedication and it's far from easy. However, people who are not aware of this think that creating a design project requires just a few minutes. Graphic designers have hearing statements such as, "It will only take you a few seconds," "It's not a big change, it shouldn't take you long," because in most cases this is far from the truth.
- 03 GRAPHIC DESIGNERS ARE BORN CREATIVE**
There's no such thing as people who are "born creative." Some find it easier to create things, others don't, but it doesn't mean that all graphic designers know what they were doing when they first started working.
- 04 GRAPHIC DESIGNERS DON'T NEED MONEY (DESIGNS SHOULD BE FREE)**
This myth is very popular among clients of graphic designers. They often believe that the projects themselves are very easy and not worth any money so that graphic designers should do them for free.
- 05 ANYONE CAN BE A GRAPHIC DESIGNER**
If you think that anyone can be a graphic designer, you're making a terrible mistake. You can become one, if you are very dedicated to the job and you put in a lot of effort to learn and master the necessary skills.
- 06 GRAPHIC DESIGN IS ONLY DONE ON A COMPUTER**
This myth is valid not only for graphic design, but for many creative professions. Graphic designers often use sketchbooks to gather all their ideas in one place, then also draw and outline things on paper, boards, and many other non-digital platforms.
- 07 EVERYONE UNDERSTANDS GRAPHIC DESIGN AND "KNOWS BETTER" THAN THE GRAPHIC DESIGNER**
When it comes to working for companies or clients, graphic designers are used to listening to someone else's opinion rather than focusing on their own. However, this is very frustrating for professionals with vast experience in the industry.
- 08 GRAPHIC DESIGNERS CAN ONLY USE A MAC**
Surprise, surprise — you CAN do graphic design on almost any modern laptop, tablet or computer. Most designers prefer the performance and reliability of Macs and the operating system they use, but this doesn't mean that they can't do design on any other computer.
- 09 GRAPHIC DESIGNERS ARE IT PEOPLE (THEY CAN FIX ANY IT PROBLEM)**
When it comes to IT skills, graphic designers were never really known for their expertise about solving computer problems. Designers are capable of using multiple software packages in just a few weeks, but if they encounter problems, they are usually not the best people to turn to for help.
- 10 GRAPHIC DESIGNERS CAN READ MINDS**
This is another well-spread misconception about graphic designers. They are normal people just like you, and they can't read your mind. If you want a change to be done on your project — tell them. If you don't like the designer's ideas — tell them. There's nothing easier than communicating with a graphic designer — you just have to put your ideas and concepts in writing or present them verbally.
- 11 GRAPHIC DESIGN IS EASY**
Graphic design is far from easy. It requires a lot of talent, dedication, hard work, a lot of imagination and the ability to work under pressure. Luckily, graphic designers should be able to work on their own, but they need team players, project clients but accept other people's suggestions, produce quality material in a quick and efficient manner... Do you think that all these things are easy?





INFOGRAPHICS



WEB DESIGN

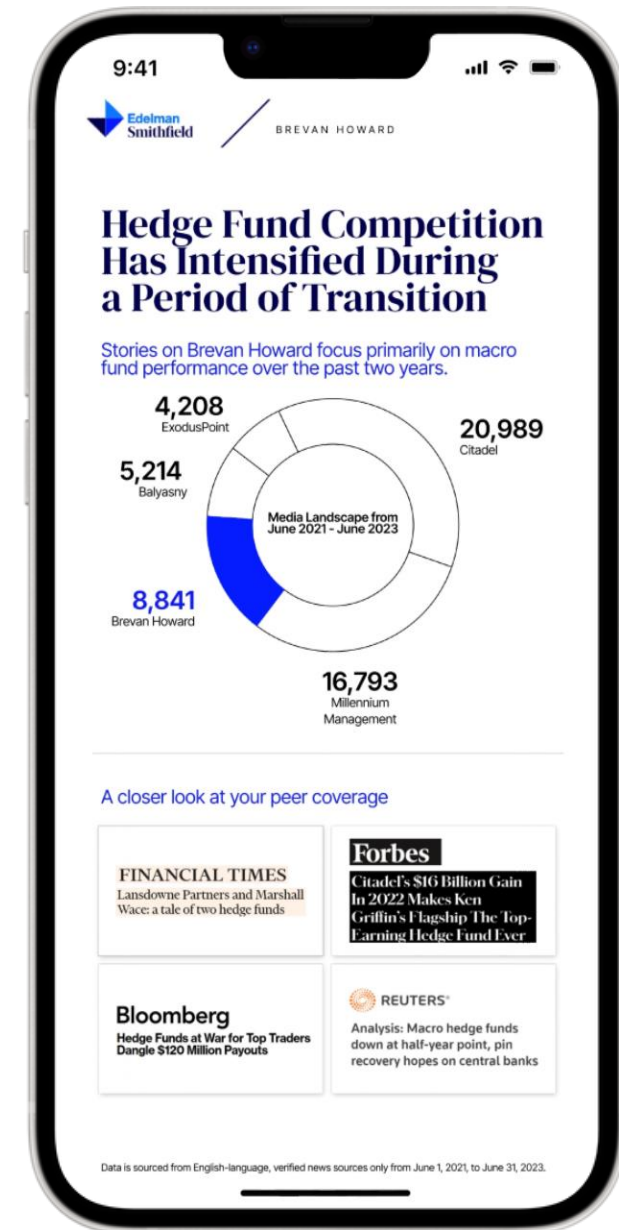
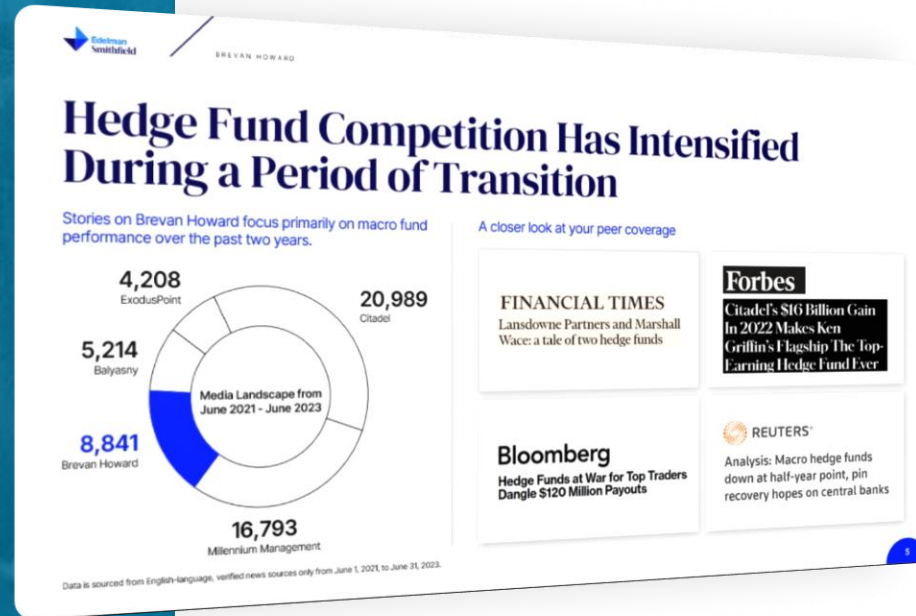




WEB DESIGN



SLIDE CONTENT TO MOBILE FORMAT





Presentation Design

SAMPLE WORK

Template Designs



TEMPLATE DESIGN

Warner Brothers





TEMPLATE DESIGN

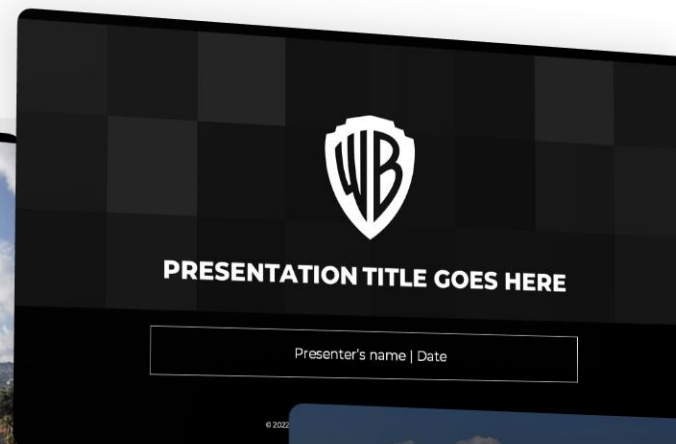
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TEMPLATE DESIGN

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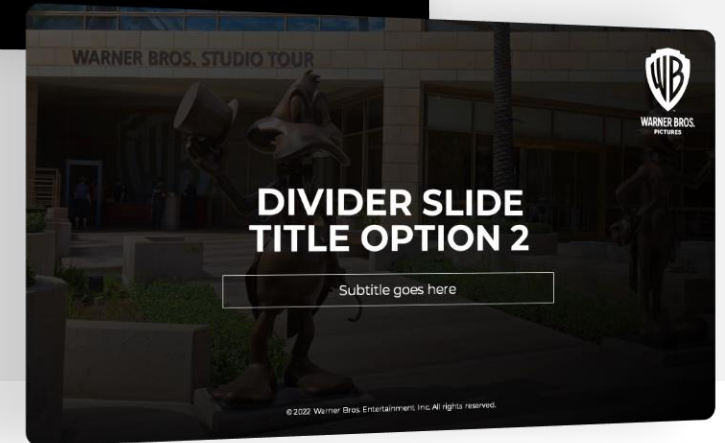
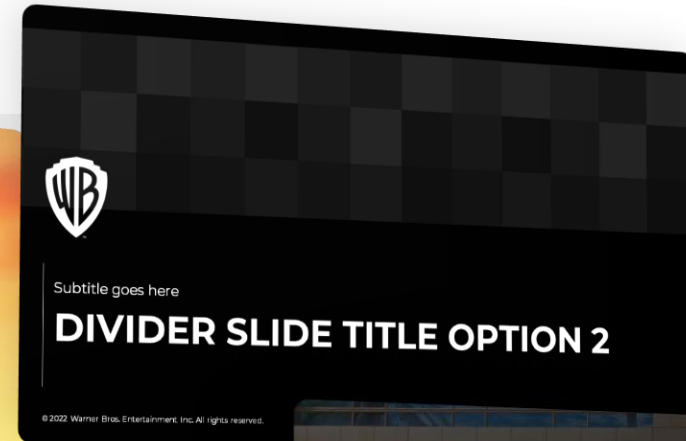


Cover Slides



TEMPLATE DESIGN

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Divider Slides



TEMPLATE DESIGN

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TEMPLATE OPTION 1

TEMPLATE OPTION 2



TEMPLATE OPTION 3



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Content Template



TEMPLATE DESIGN

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3 COLUMN CONTENT WITH HERO IMAGE



Content Title

- First level bullet style (18pt)
 - Second level bullet style (16pt)
 - Third level bullet style (14pt)

Content Title

- First level bullet style (18pt)
 - Second level bullet style (16pt)
 - Third level bullet style (14pt)

Content Title

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 - Third level bullet style (14pt)

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1 Point 1

2 Point 2

3 Point 3

4 Point 5

5 Point 5

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2 Dolor Sit Amet

3 Adipiscing Elit

4 Consectetur

5 Sed ut perspiciatis

6 Nemo enim ipsam

7 Neque porro quisquam est

8 Nam libero tempore

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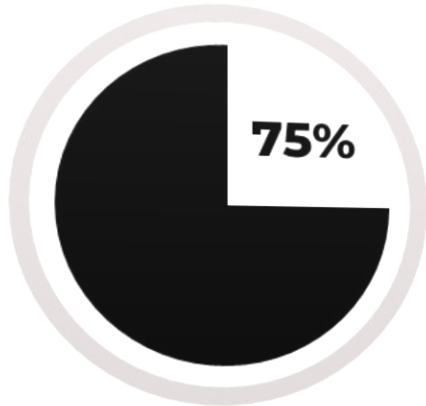
Layout Variety



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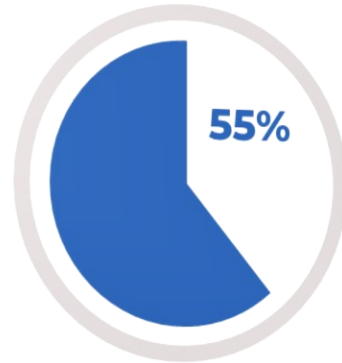
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3 COLUMN CHART SLIDE



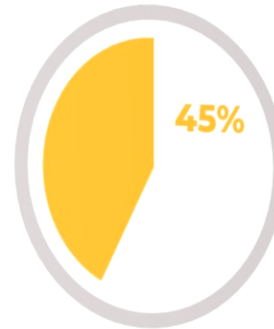
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LOREM IMPSUM

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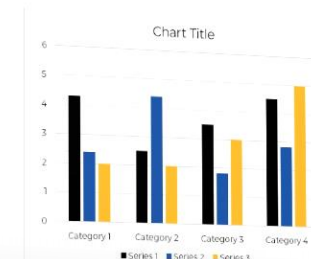
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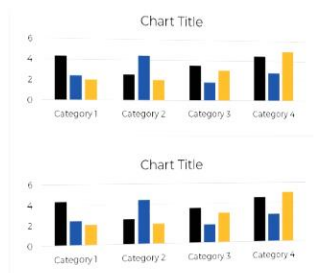
2 COLUMN CHART SLIDE



1st Qtr 2nd Qtr 3rd Qtr 4th Qtr



4 CHART SLIDE



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Data Slides



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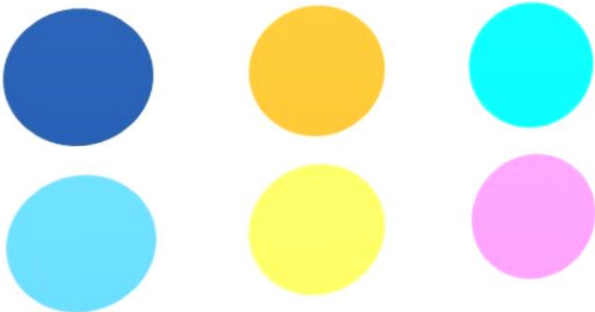
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COLORS AND FONTS

Primary Colors



Accent Colors



MONTSERRAT BOLD - HEADINGS

Montserrat - Body

Color Usage



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5 STEP DIAGRAM



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ICONS



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Design Guidelines



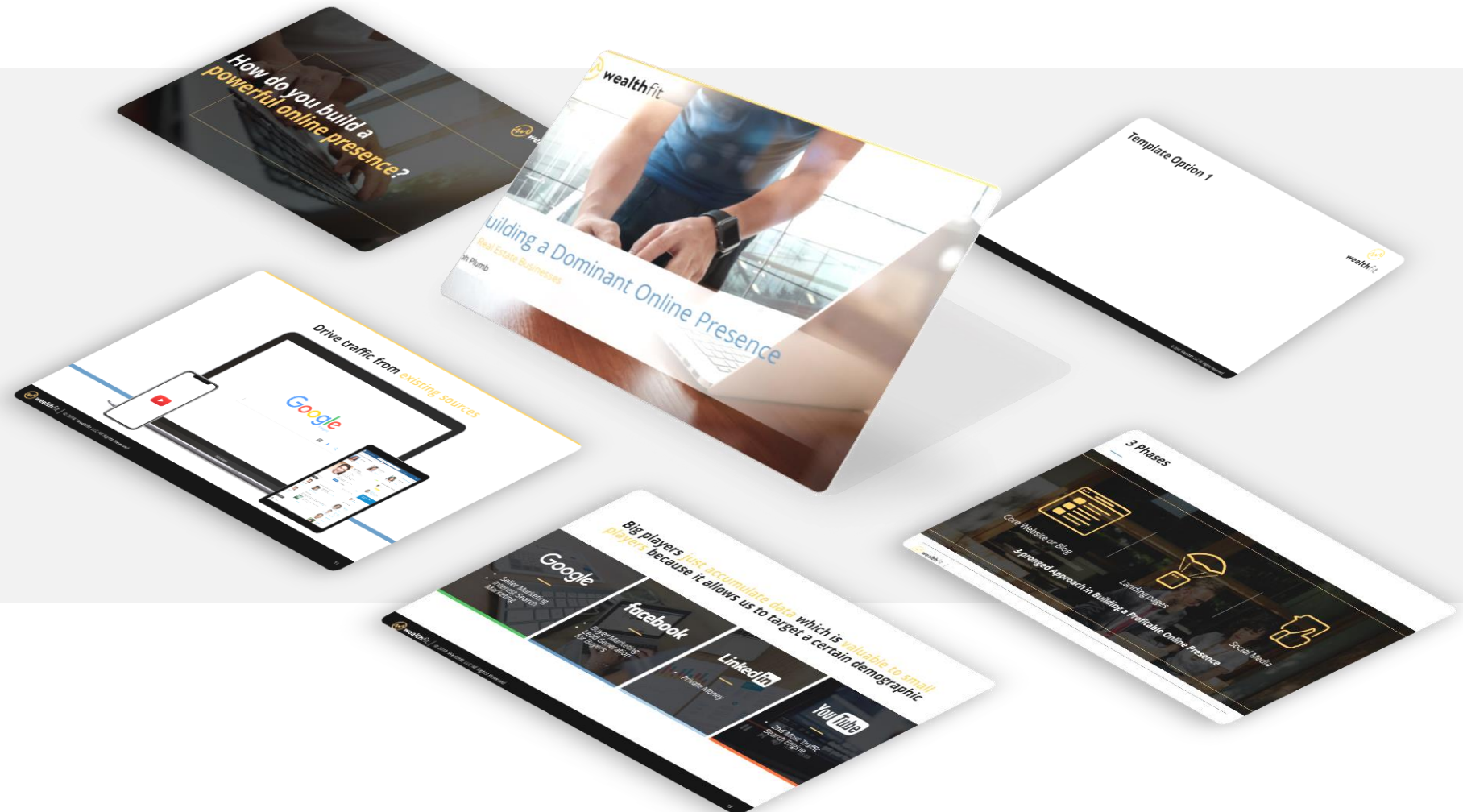
TEMPLATE DESIGN

WealthFit



TEMPLATE DESIGN

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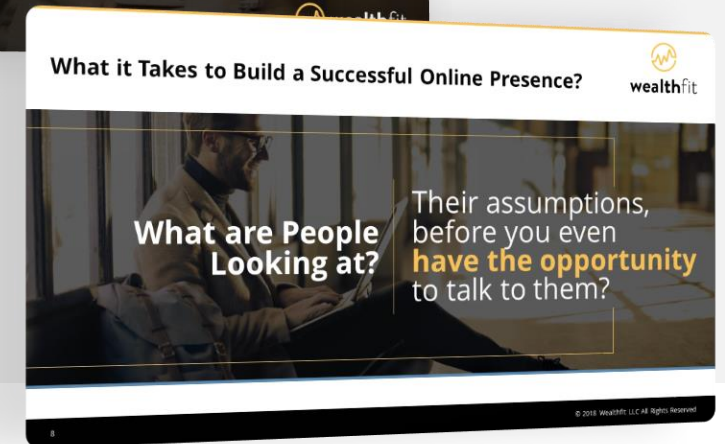
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Cover Slides

TEMPLATE DESIGN

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Divider Slides

TEMPLATE DESIGN

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Template Option 1



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Template Option 2

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Template Option 3

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Content Template



TEMPLATE DESIGN

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3 Phases



Core Website or Blog



Landing pages



Social Media

3-pronged Approach in Building a Profitable Online Presence

Drive traffic from **existing sources**



Put them in those existing sources
and Link back to your landing page



Have them fill out your form
to add them to your buyer

Big players just accumulate data which is **valuable to small players** because it allows us to target a certain demographic

Google

- Seller Marketing
- Interest Search Marketing

facebook

- Buyer Marketing
- Lead Generation for Buyers

LinkedIn

- Private Money

YouTube

- 2nd Most Traffic Search Engine

Layout Variety



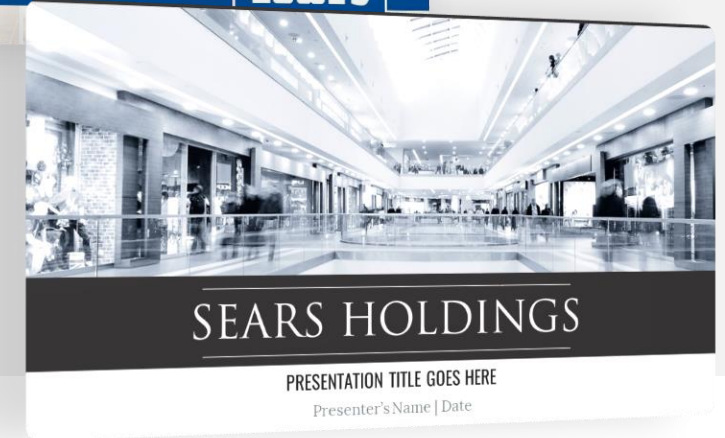
Presentation Design

SAMPLE WORK

General Design

GENERAL DESIGN

Brand Variety



Cover Slides

GENERAL DESIGN

Brand Variety



WHO WE ARE

SEARS
HOLDINGS

Sears Holdings Corporation is an American holding company headquartered in Hoffman Estates, IL that owns the retail store brands Sears and Kmart and other subsidiaries.

2

OUR STORY OF INNOVATION

Jerome Monroe Smucker, from Orville, OH first milled cider from apples in 1897, from the trees John Chapman, or Johnny Appleseed, had planted in the countryside in the early nineteenth century. He sold the cider along with apple butter from a horse-drawn wagon, in crocks with hand-signed paper seals as his personal guarantee of quality.

J.M. Smucker's efforts to build a reputation on doing the right things and doing things right pays off as excellent, high-quality fruit products soon become synonymous to the Smucker® brand name.



4

OUR STORY OF INNOVATION

- 1921** Lucius Smith Lowe opened Lowe's Ninth Warehouse Hardware in North Wilkesboro, North Carolina.
- 1940 - 1943** Ruth, daughter of Lucius Lowe, adjusts the business with father Lucius. Jim Lowe, who, in turn, takes Carl Buchan as a business partner.
- 1961** Buchan's executive team, led by Robert Van Land and Edward Manning, opens the company to the public, also by retail.
- 1952 - 1954** Buchan becomes the sole owner of Lowe's, focusing primarily on retail store and building supplies. Entrepreneurial during the Lowe Foods grocery store chain.
- 1979** Lowe's launches trading on the NYSE as LOW.
- 1999** A generalist style Hardware & Garden from Northern Washington is completed.
- 2007** Lowe's expands into Canada as a going concern in Hamilton, Ontario, and Regina, Ontario.
- 2011** The first stores are acquired as a result of a leveraged buyout of Lowe's Companies, Inc. and its subsidiaries.

4

Content Slides

GENERAL DESIGN

Brand Variety



Growing Card Acquisition with Member-Get-Member Campaigns



DON'T do business WITHOUT IT™

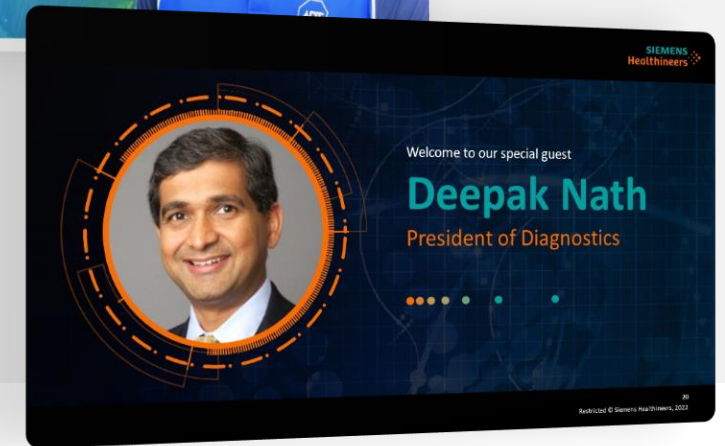
- The webinar is being recorded.
- All lines are muted.
- You should have a slide view and the media player view on your screen.

THE TOOLBAR:



- The Q&A button can be used to submit any questions you have.
- The last button on the tool bar is for you to complete a short survey about this webinar.

When You Hear **ADT**
What Comes
to Mind?



Content Slides



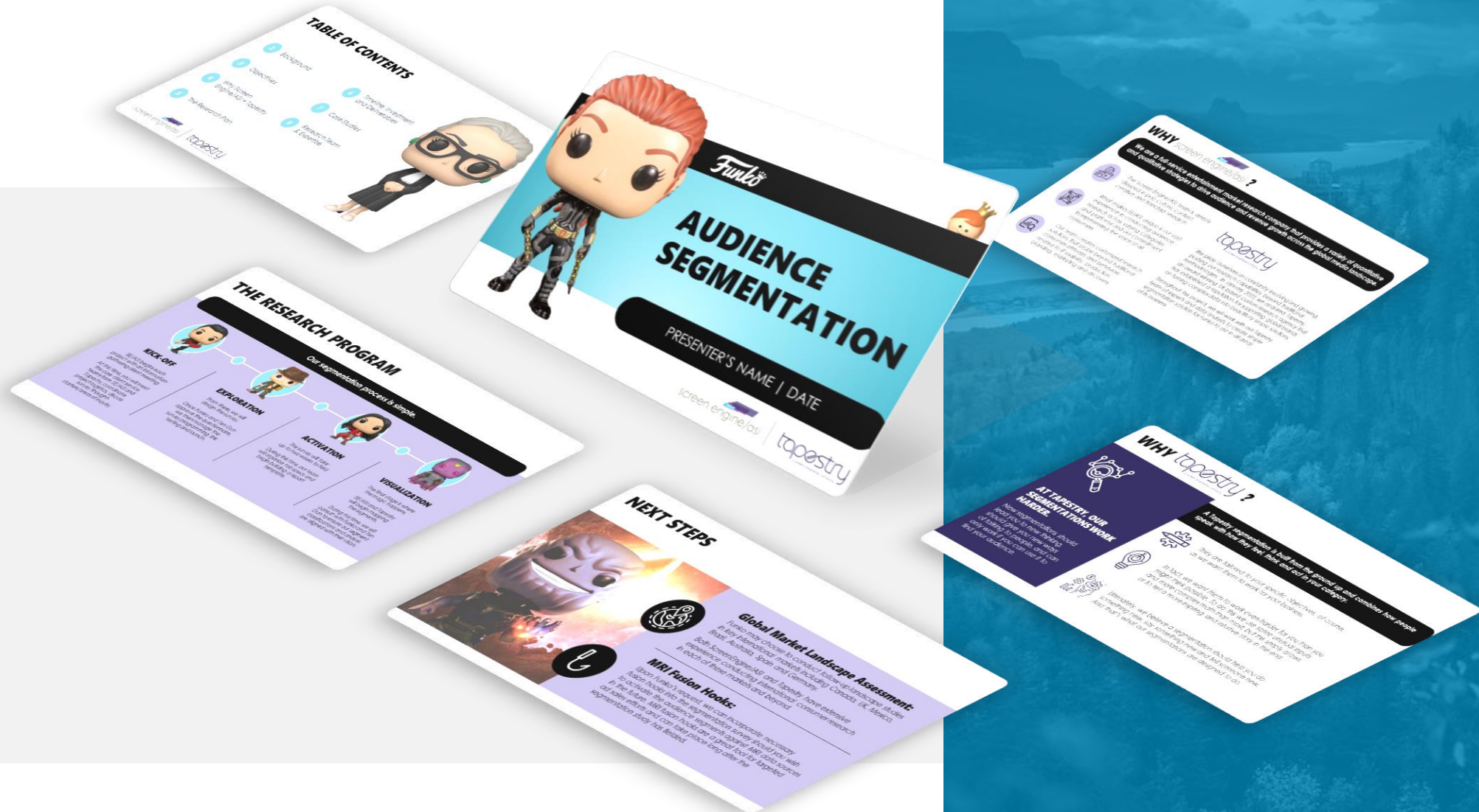
Presentation Design

SAMPLE WORK

Before & After

BEFORE & AFTER

Funko

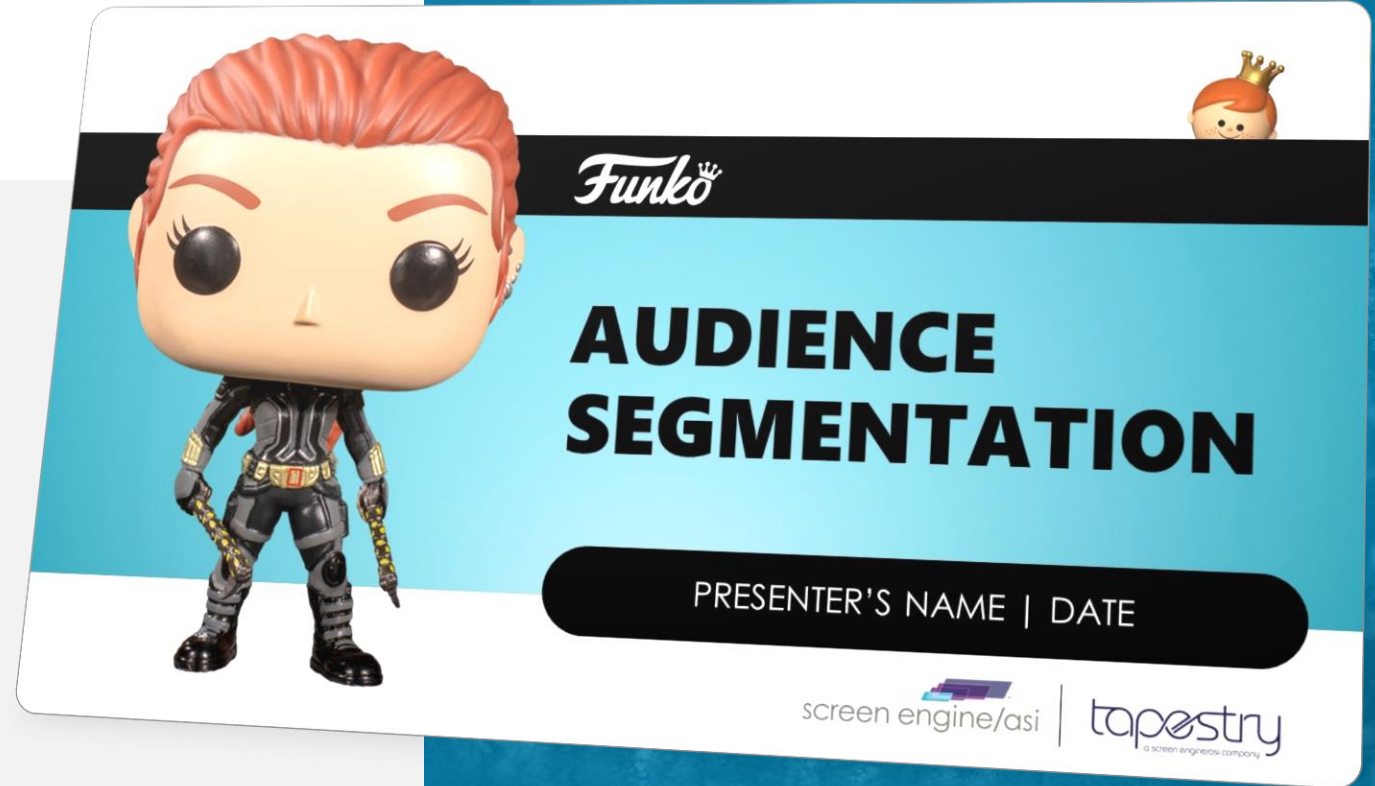


BEFORE & AFTER

Funko



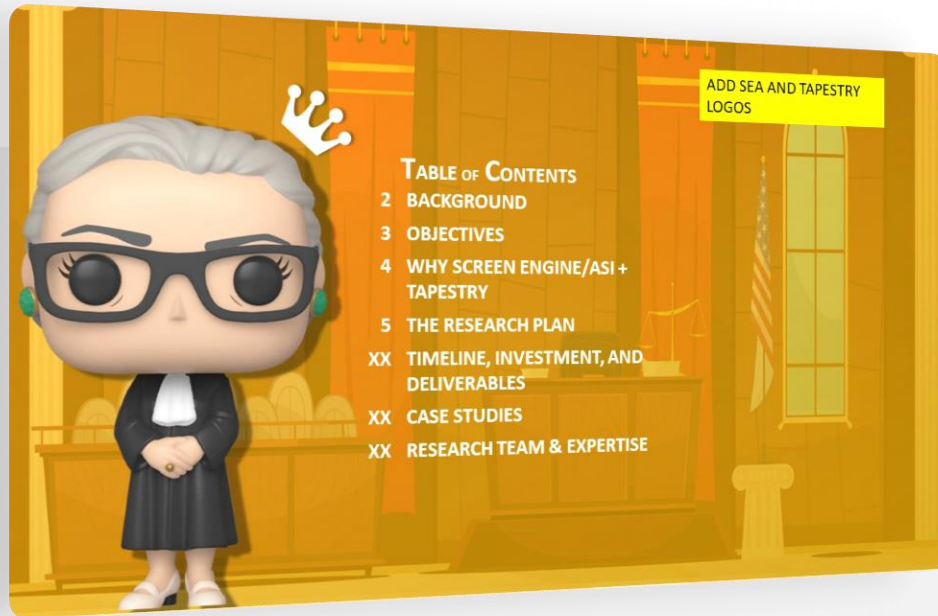
Before



After

BEFORE & AFTER

Funko



Before

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| 3 | Objectives | 7 | Case Studies |
| 4 | Why Screen Engine/ASI + Tapestry | 8 | Research Team & Expertise |
| 5 | The Research Plan | | |

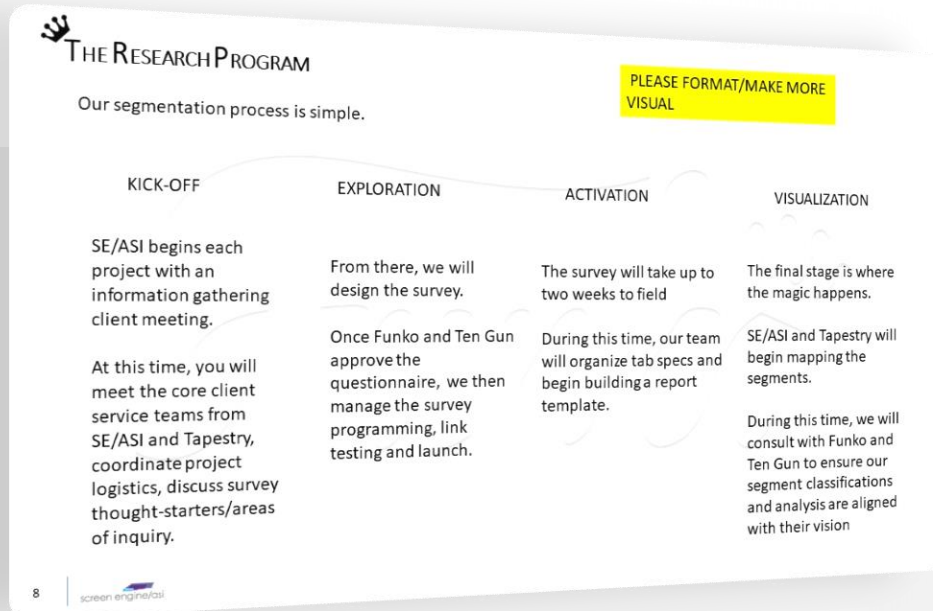
screen engine/asi | tapestry
a screen engine company



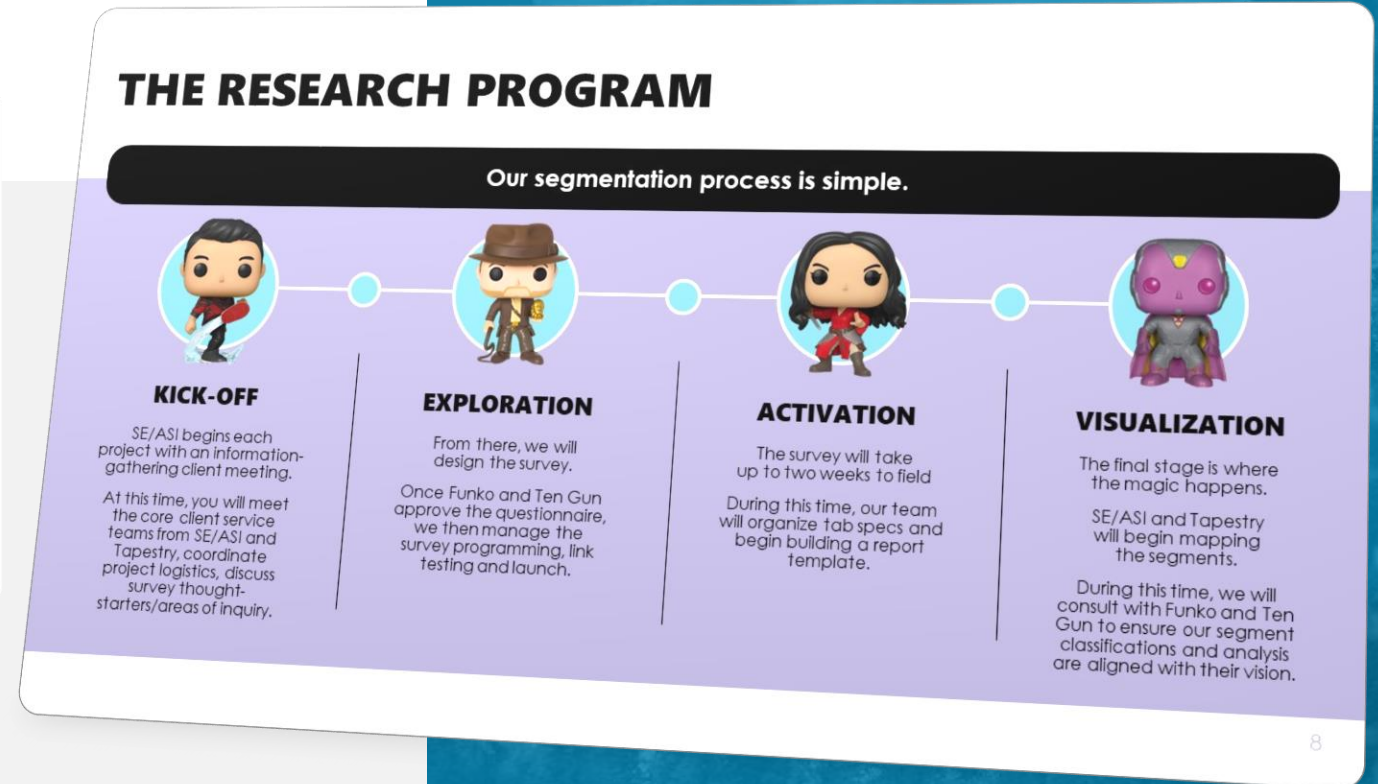
After

BEFORE & AFTER

Funko



Before




After

BEFORE & AFTER

Funko



 Investment


VISUALIZE

The costs for conducting a US-based 30 minute segmentation survey are as follows:

N=2000 Adults 18-64	\$59,500
N=2500 Adults 18-64	\$72,000
Augment of N=500 Kids 10-17	\$13,000

Optional Value-Add Tak Ons:

\$2500	Custom typing tool built from segmentation that can used in all future Funko consumer research studies
\$3500	Highlight reel of video open-ends with select segmentation sample respondents
\$2500	Custom designed infographic visuals
\$9500+	Price per online focus groups of Funko segments

15 

Before

INVESTMENT

The costs for conducting a US-based 30-minute segmentation survey are as follows:

N=2000 Adults 18-64	\$59,500
N=2500 Adults 18-64	\$72,000
Augment of N=500 Kids 10-17	\$13,000

Optional supplements to extend the function/usefulness of your segmentation:

\$2500	Custom typing tool built from segmentation that can used in all future Funko consumer research studies
\$3500	Custom designed infographic visuals (can be one-sheets for each segment or a poster that includes all segments)
\$2500	Highlight reel of video open-ends with select segmentation sample respondents
\$9500+	Price per online focus groups of Funko segments

After

BEFORE & AFTER

Funko

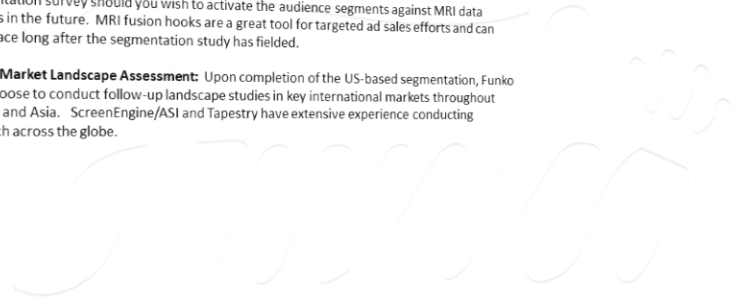


Next Steps

VISUALIZE

MRI Fusion Hooks: Upon Funko's request, we can incorporate necessary fusion hooks into the segmentation survey should you wish to activate the audience segments against MRI data sources in the future. MRI fusion hooks are a great tool for targeted ad sales efforts and can take place long after the segmentation study has fielded.

Global Market Landscape Assessment: Upon completion of the US-based segmentation, Funko may choose to conduct follow-up landscape studies in key international markets throughout Europe and Asia. ScreenEngine/ASI and Tapestry have extensive experience conducting research across the globe.



16

screen engine/asi

Before

NEXT STEPS



Global Market Landscape Assessment:
Funko may choose to conduct follow-up landscape studies in key international markets including Canada, UK, Mexico, Brazil, Australia, Spain and Germany.

Both ScreenEngine/ASI and Tapestry have extensive experience conducting international consumer research in each of these markets and beyond.

MRI Fusion Hooks:

Upon Funko's request, we can incorporate necessary fusion hooks into the segmentation survey should you wish to activate the audience segments against MRI data sources in the future. MRI fusion hooks are a great tool for targeted ad sales efforts and can take place long after the segmentation study has fielded.



After

BEFORE & AFTER

Circa



BEFORE & AFTER

Circa



Why Circa?

Before



Why Circa?

After

BEFORE & AFTER

Circa



Our Mission

Our mission is to create strong brands, tell unique stories, effectively engage with prospective students and execute innovative, data-driven enrollment marketing strategies.

We're passionate about establishing a new of way thinking in enrollment marketing. Our goal is to reinvent how colleges and universities communicate with prospective students, while helping our partners solve societal problems and push forward with new ideas.

Before

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After

BEFORE & AFTER

Circa



Why We Should be a Part of
Your Team

Before



Why We Should be a Part of Your Team?

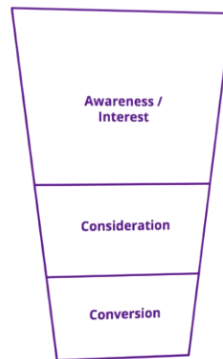
After

BEFORE & AFTER

Circa



Conversion-Focused Digital Strategies Designed to Generate High Quality Inquiries



Capture Awareness / Interest

- Keyword-based search
- Social paid search
- Digital PR / thought leadership
- SEO / organic visibility
- Content marketing
- Blog content
- Targeted display advertising
- Strategic media buys

Reinforce Positive Messaging

- Retargeting
- SEO (branded)
- Email drip campaigns
- Audience-specific landing pages
- Microsite

Make Converting Easy

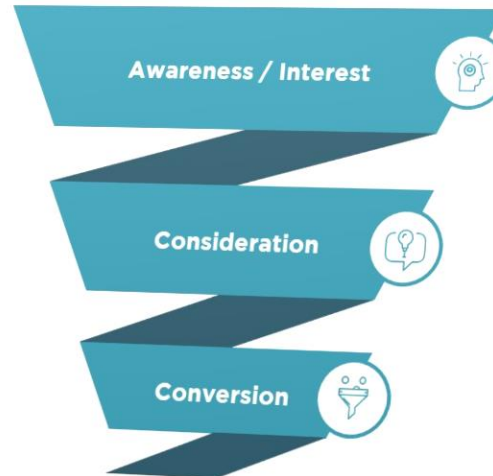
- Brochure download
- Optimized form
- Microsite conversion

↑
We need to redesign this to look more professional and engaging

Before

Conversion-Focused Digital Strategies

Designed to Generate High Quality Inquiries



Capture Awareness / Interest

- Keyword-based search
- Social Paid Search
- Digital PR/ Thought Leadership
- SEO / Organic Visibility
- Blog Content
- Targeted Display Advertising
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Reinforce Positive Messaging

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- Audience-specific Landing Page
- Microsite

Make Converting Easy

- Brochure download
- Optimized form
- Microsite conversion

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Circa Interactive 2018

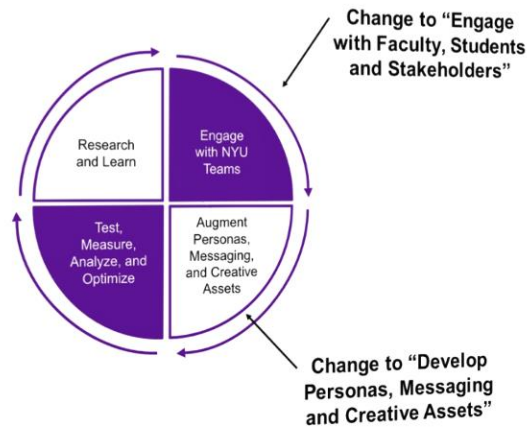
After

BEFORE & AFTER

Circa



Circa Creative Process



Before

Circa Creative Process



1
Research and Learn



2
Engage with Faculty, Students and Stakeholders



3
Develop Personas, Messaging and Creative Assets



4
Test, measure, analyze and optimize

17 | Confidential

Circa Interactive 2018

After

BEFORE & AFTER

Circa



How We'll Engage Your
Audience

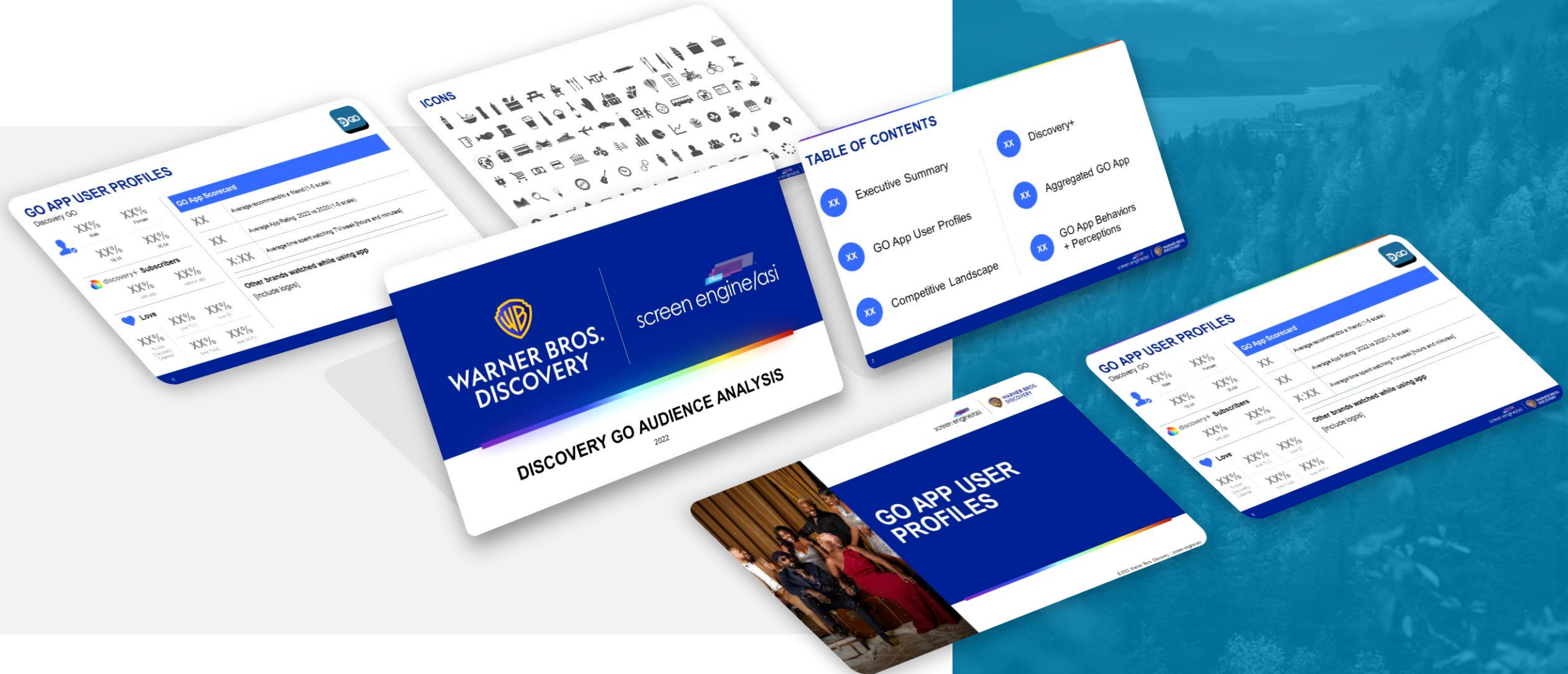
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After

BEFORE & AFTER

screen engine/asi for WB



BEFORE & AFTER

screen engine/asi for WB



Before



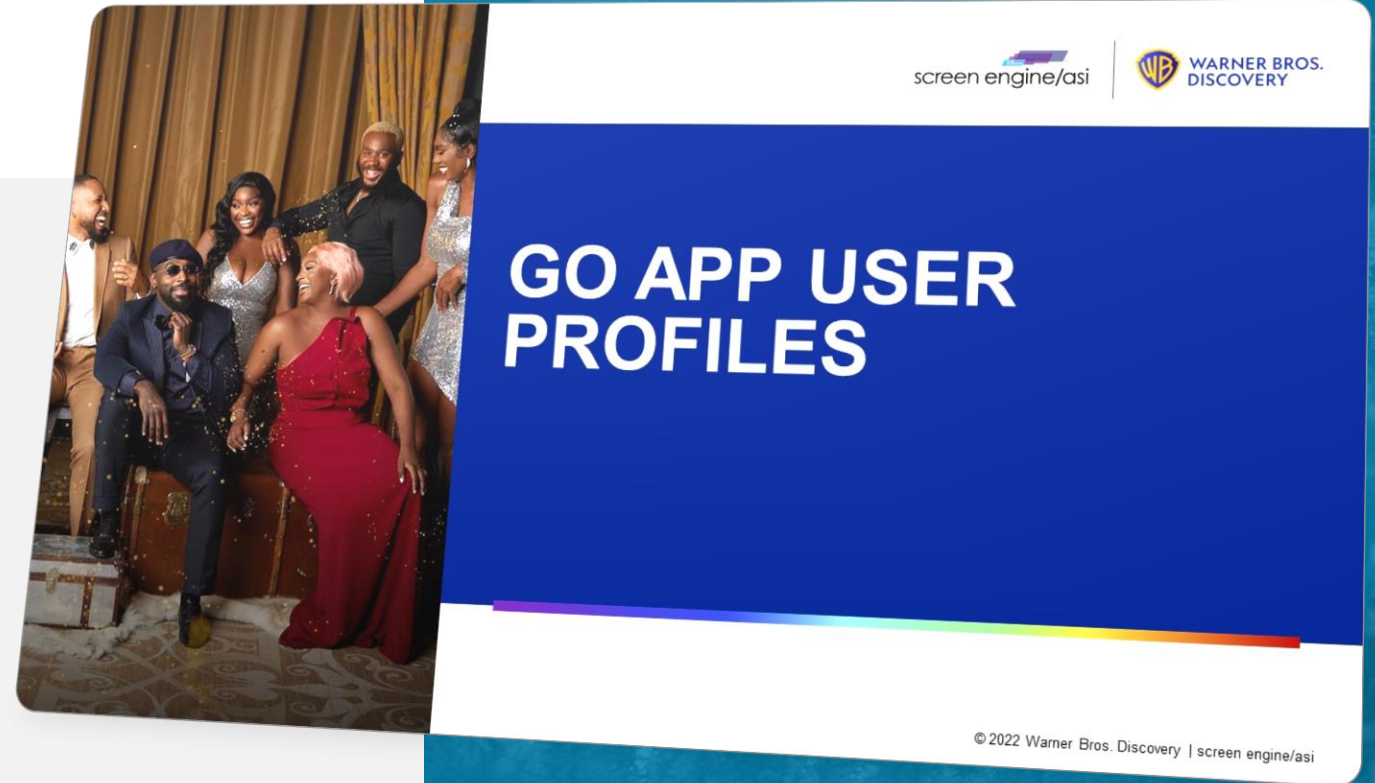
After

BEFORE & AFTER

screen engine/asi for WB



Before



After

screen engine/asi for WB



S11. Which of the following networks do you regularly watch – as a viewer or as a creator? (N=200 per GO app user) [5 – LOVE IT]

S14. How do you feel about the following networks and streaming services? (N=200 per GO app user) [5 – LOVE IT]

S14

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

S14. How do you feel about the following networks and streaming services? [N=200 per GO app user] 5 – LOVE IT

screen engine/asi



After

BEFORE & AFTER

screen engine/asi for WB



GO APP USER PROFILES

Need 5 created: one for each app: Discovery GO, TLC GO, ID GO, Food GO, HGTV GO

% Male/ % Female
% 18-34/% 35-54

Discovery+ Subscribers
% with ads
% without

Love
% love Discovery Channel
% love TLC
% love ID
% love Food
% love HGTV

GO App Scorecard

Average recommend to a friend (1-5 scale)
Average App Rating 2022 vs 2020 (1-5 scale)
Average time spent watching TV/week [hours and minutes]

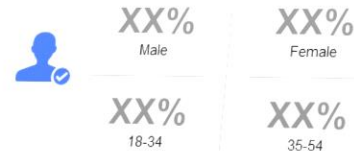
Other brands watched while using app
[Include logos]



Before

GO APP USER PROFILES

Discovery GO



GO App Scorecard

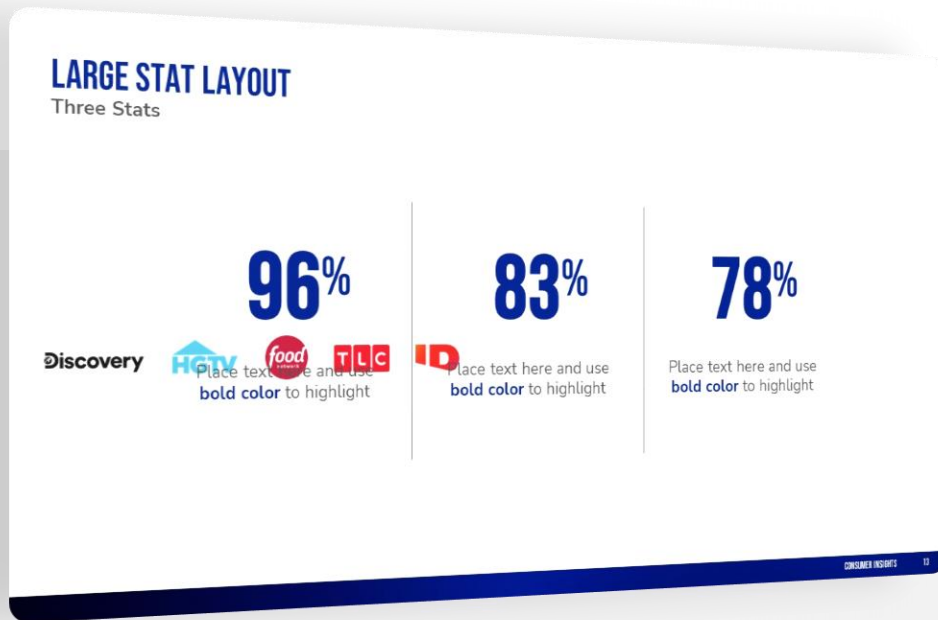
XX	Average recommend to a friend (1-5 scale)
XX	Average App Rating 2022 vs 2020 (1-5 scale)
X:XX	Average time spent watching TV/week [hours and minutes]

Other brands watched while using app
[Include logos]

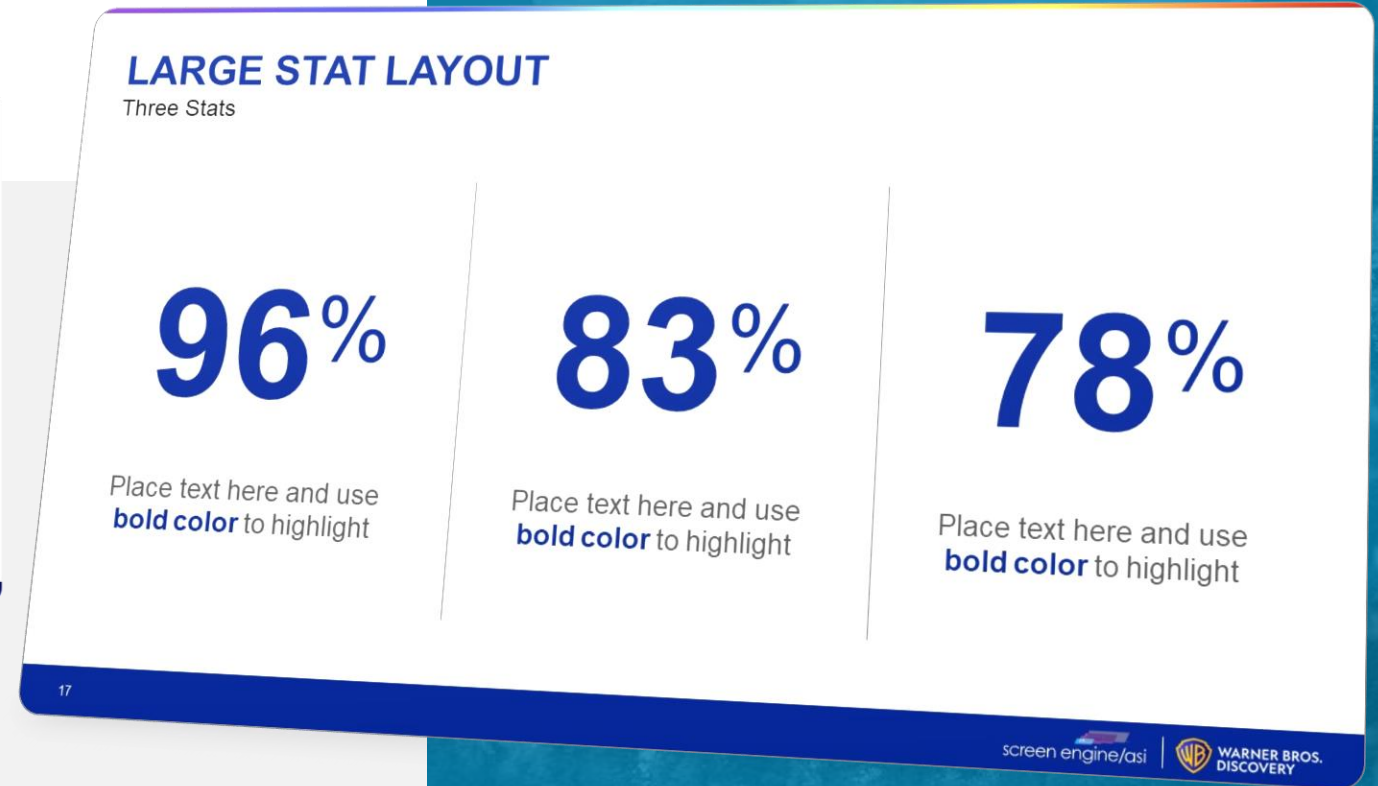
After

BEFORE & AFTER

screen engine/asi for WB



Before



After

BEFORE & AFTER

LUV Car Wash



BEFORE & AFTER

LUV Car Wash



2021 GROWTH OPPORTUNITY AND STRATEGY



Before



2021 Car Wash Investment Strategy

June 9, 2021

After

BEFORE & AFTER

LUV Car Wash



Before



After

BEFORE & AFTER

LUV Car Wash



AGGRESSIVELY GROW THROUGH
ACQUISITIONS AND DEVELOPMENT TO
BECOME A TOP 10 CAR WASH OPERATOR

Before

Aggressively Grow to
Maximize Returns

After

BEFORE & AFTER

LUV Car Wash



GROWTH - DEVELOPMENT COST

- Target budget of \$4.5M including land, building and equipment
- Land - \$750K to \$1.75M – This will vary greatly depending on market. California will be much higher than Midwest as well as location and size
- Building - \$1.5M to \$2.0M – This can vary on specific market conditions
- Equipment - \$1.0M to \$1.25M – This can vary initially depending on discount we can negotiate with critical vendors and if we have our own install team
- Technology - \$250K to \$500K – This can vary depending on site layout

Before

Growth - Development COST

Target budget of **\$4.5M** including land, building and equipment

Land

\$750K to \$1.75M

This will vary greatly depending on market.
California will be much higher than Midwest as well as location and size

Building

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This can vary on specific market conditions

Equipment

\$1.0M to \$1.25M

This can vary initially depending on discount
we can negotiate with critical vendors and if we
have our own install team

Technology

\$250K to \$500K

This can vary depending on site layout

11

After

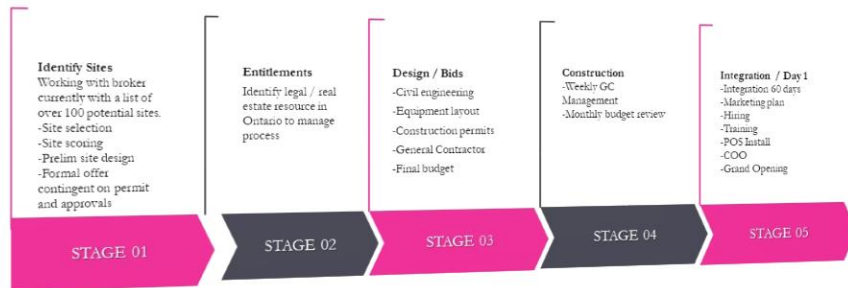
BEFORE & AFTER

LUV Car Wash



GROWTH – DEVELOPMENT CYCLE

- Typical Development cycle ranges from 15 months to 24 months
- Aggressively build a pipeline of development opportunities

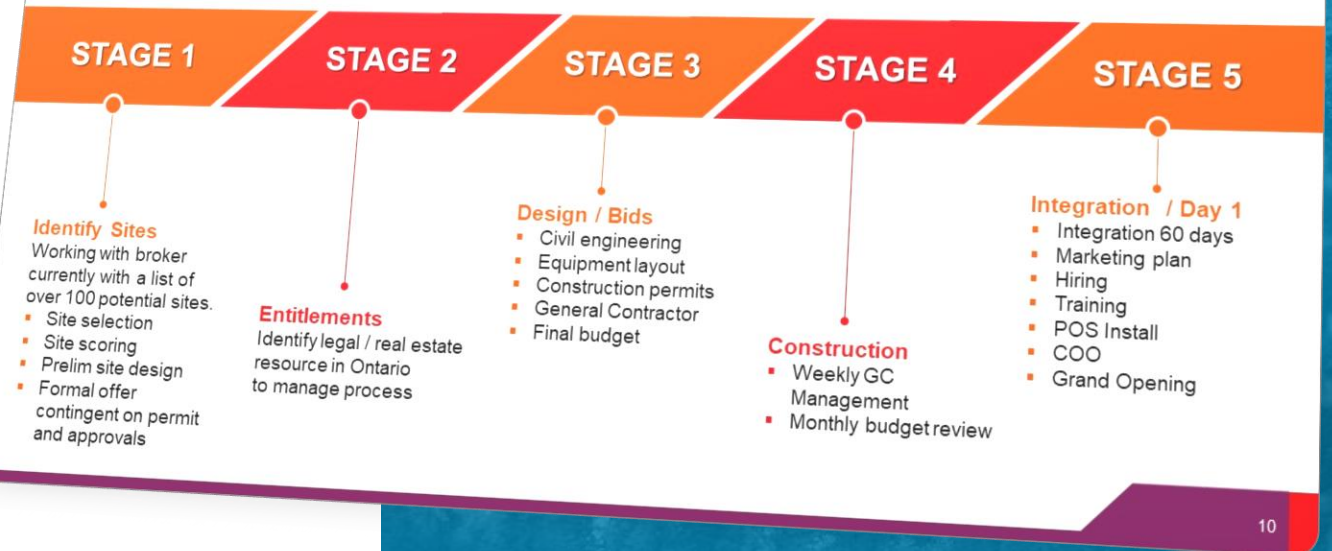


Before

Growth – Development Cycle

Typical Development cycle ranges from 15 months to 24 months

Aggressively build a pipeline of development opportunities



After

BEFORE & AFTER


LUV Car Wash






UNPARALLELED EXPERIENCE IN CAR WASH GROWTH AND DEVELOPMENT

- OVER 30 GROUND UP NEW BUILDS
- COMPLETED A HIGH VOLUME OF ACQUISITIONS. ALL PHASES: BD, CD, LEGAL, REIT, INTEGRATION
- MANY MAJOR SITE RENOVATIONS

Before



Unparalleled Experience in Car Wash Growth and Development

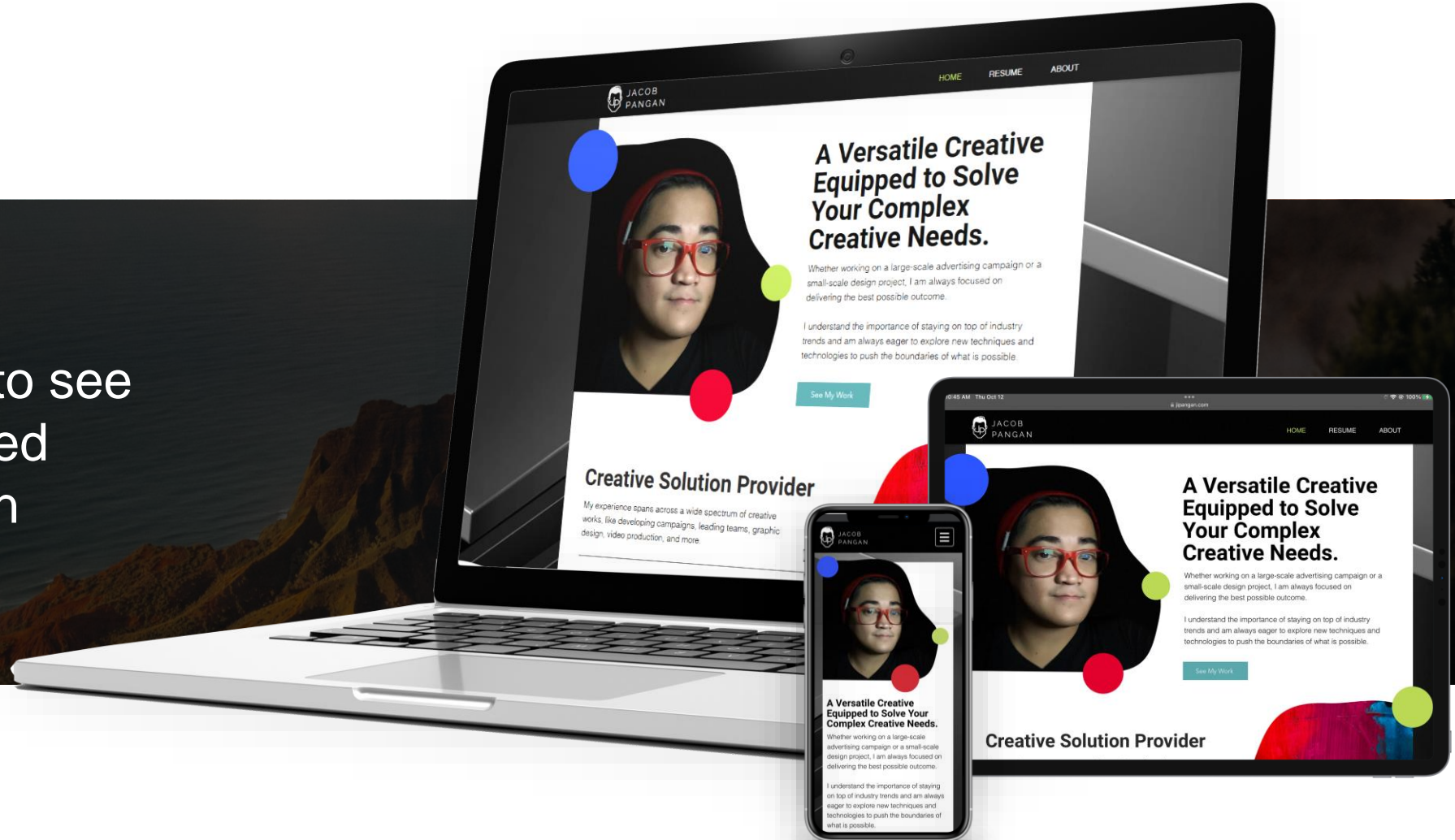
-  Over 30 ground up new builds
-  Completed a high volume of acquisitions. All Phases: BD, CD, Legal, REIT, Integration
-  Many major Site renovations

26

After



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[Click here for my resume](http://www.jipangan.com)