



# ATHENA

Invest in Yourself

**Design Ignites Change**

Providing guidance on personal finance  
management to university women

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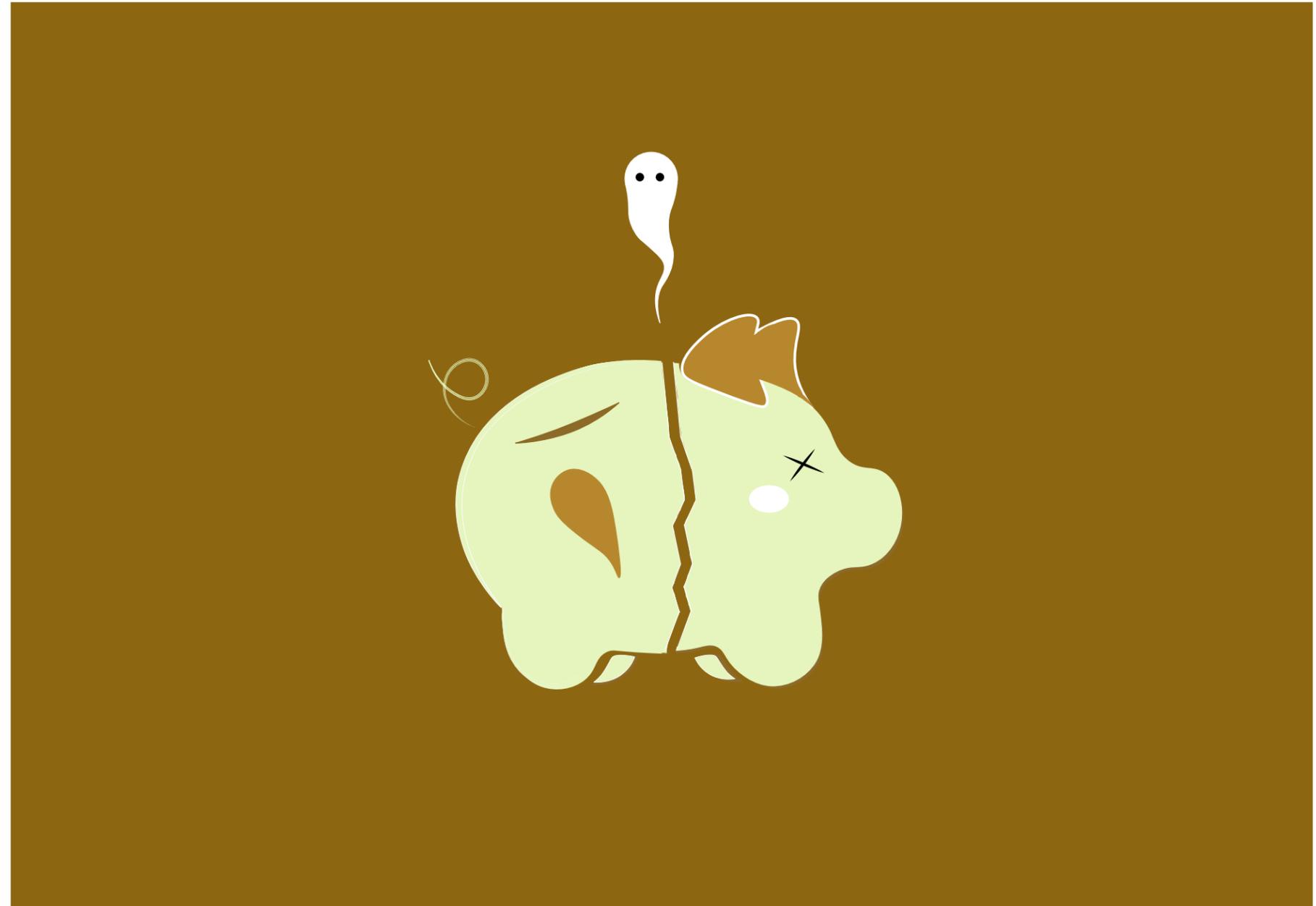
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## PHASE 1

### Research

Consequences of limited  
financial education in  
college curriculum



## PHASE 1

### Research

Consequences of limited financial education in college curriculums

- Some of the largest financial media sources including Forbes, Investopedia and The Wall Street Journal report the majority of Americans are not familiar with the ins and outs of the financial system, don't understand financial jargon, don't have adequate savings, a retirement plan, or a consistent strategy for managing their money.
- The lack of financial literacy not only affects the personal lives of individuals; it also causes the economy to suffer by leading to poor financial decisions, increased debt, and reduced investment in growth opportunities.

## PHASE 1 Research

The truth about  
women and money

Allianz Trade published a study in July 2023. They tested the financial literacy of both men and women in several countries with a simple nine question test.

**30%** of women had **0-2** correct answers,

**21%** of men had **0-2** correct answers.

**11%** of women had **7-9** correct answers,

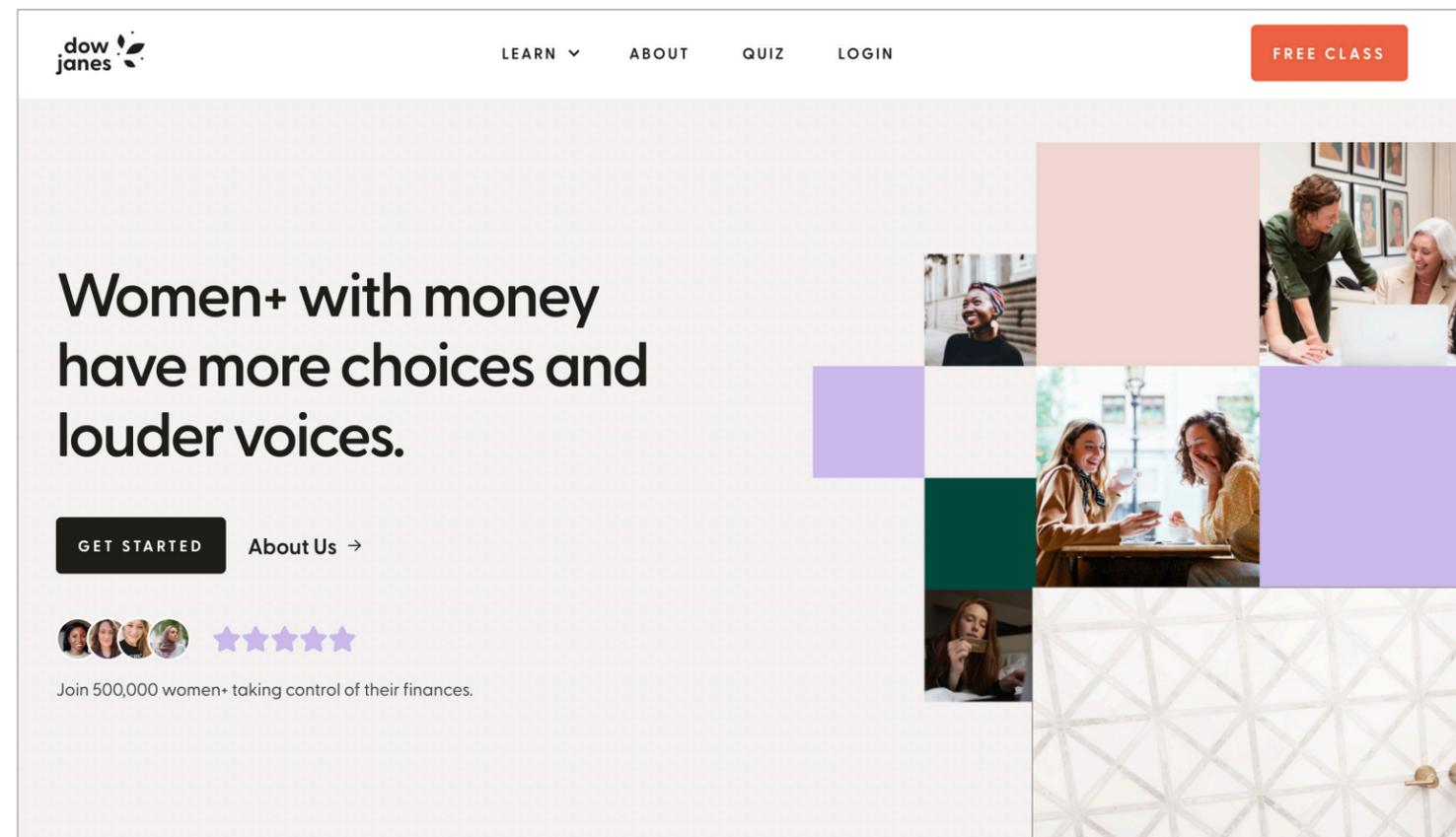
**19%** of men had **7-9** correct answers.

Allianz  data from 2023

# PHASE 1 Research

The truth about  
women and money

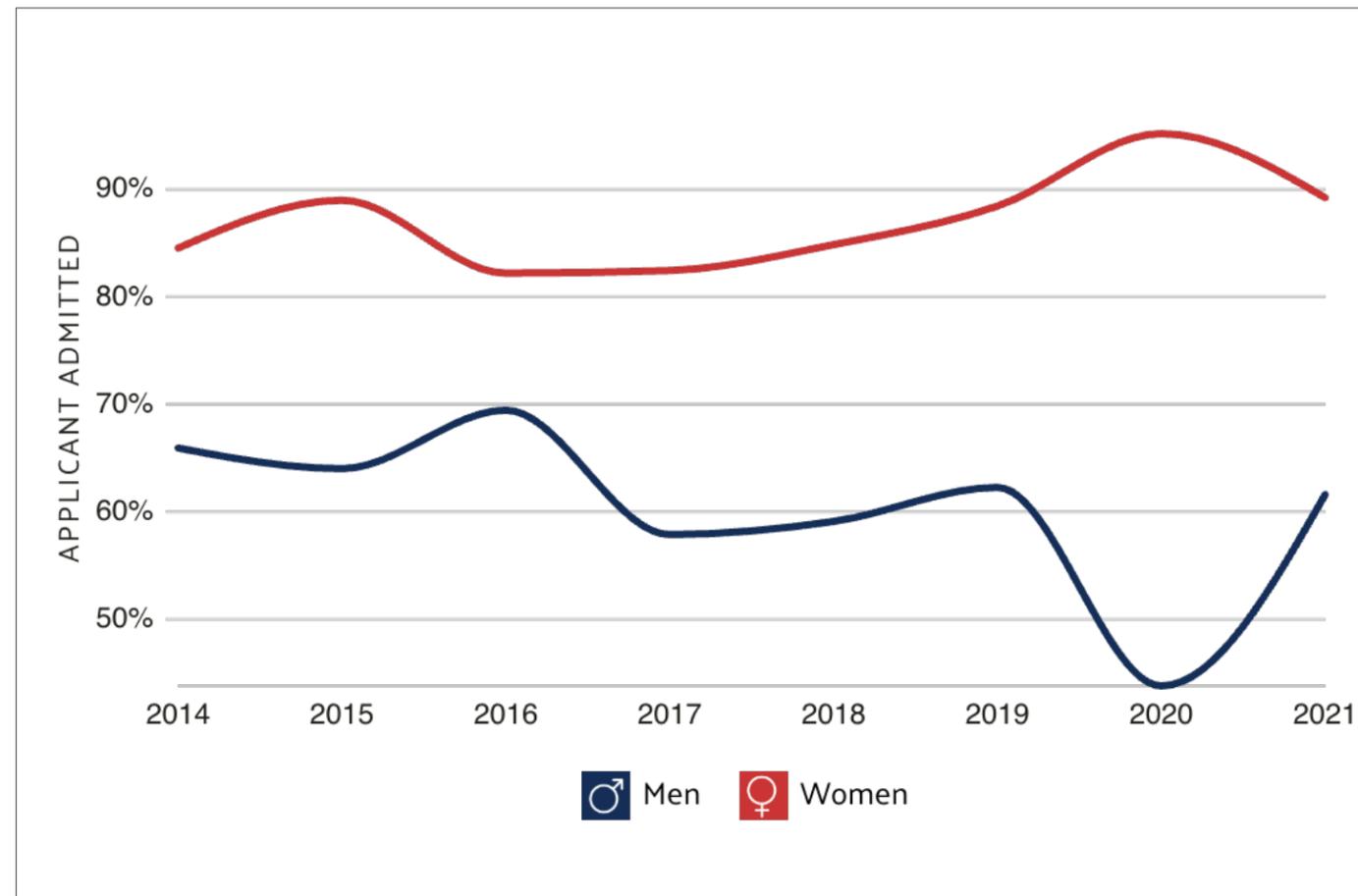
## Competitor Organization: Dow Jones



Founders Britt Williams Baker and Laurie-Anne King report women are **5x** more likely than men to live paycheck to paycheck.

## PHASE 1 Research

The truth about  
women and money



“In 2021, 41.3% of applicants to DMV universities were admitted out of 22.6% who enrolled. This was 100,007 students, 37.3% men and 62.7% women.”

Data from the Integrated  
Post-Secondary Fall Enrollment

## PHASE 1

### Research

Understanding the  
Target Audience

### Demographic Profile

**Age:** 19-24

**Gender:** Female

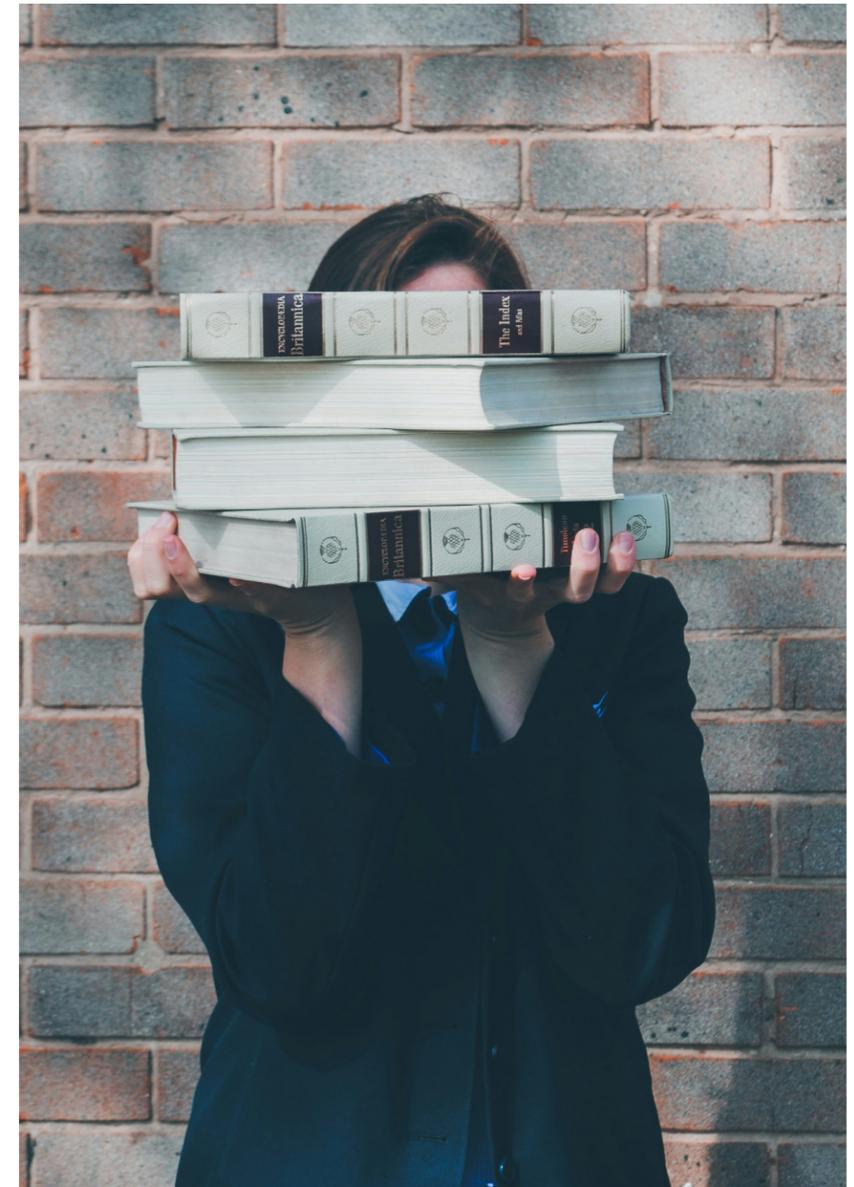
**Religion and Ethnicity:** Majority in

DMV schools are White and Asian

**Education:** High School Diploma,  
currently in college

**Occupation:** Varies, may work as  
receptionists, baristas, bartenders,  
retail cashiers, administrative  
assistants, etc.

**Income:** Typically minimum wage,  
\$15 an hour



## PHASE 1

### Research

Understanding the  
Target Audience

## Success Story: *Angel Thompson*

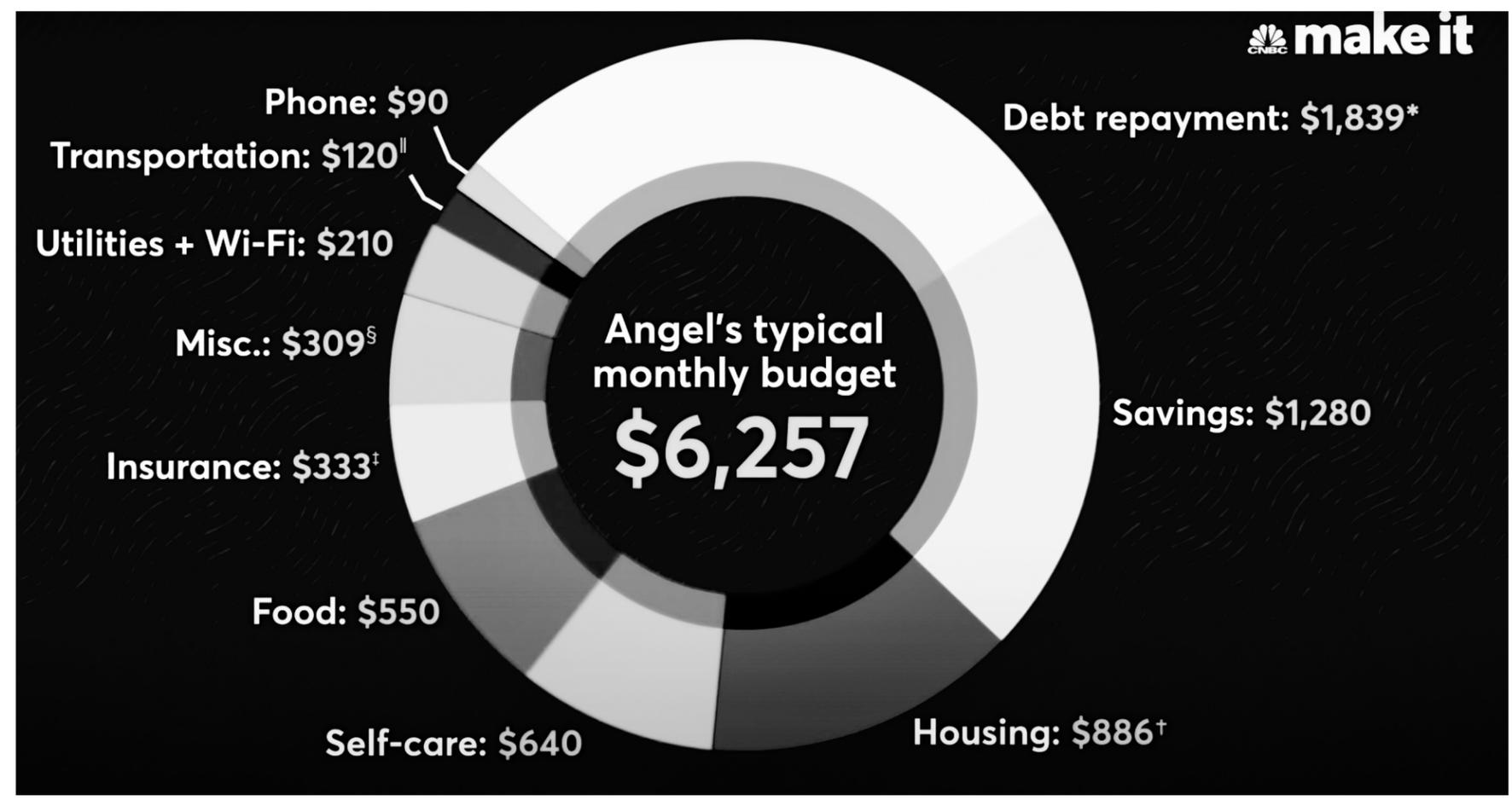


# PHASE 1

## Research

Understanding the Target Audience

# Success Story: Angel Thompson



## PHASE 1

### Research

Vision, Mission,  
and Values

## Vision

Women who graduate from universities in the DMV area have the knowledge, skills, and confidence to manage their finances.

## Mission

Educate women approaching graduation about the importance of solid personal finance skills. Inspire them to create an investment portfolio, open a retirement account, build savings, and effectively manage expenses.

## PHASE 1

### Research

Vision, Mission,  
and Values

## Values

### Individuality.

We are committed to recognizing and addressing the unique needs and situations of each woman we work with, acknowledging their distinct requirements, preferences, and challenges.

### Self-Improvement.

We work to improve women's personal lives by promoting financial wellness as a crucial aspect of self-help and self-care.

### Productivity.

We know undergraduate women are hardworking individuals who value success and achievement in their fields. They deserve to reap the rewards of their labor.

### Support.

We aim to boost young women's financial confidence.

### Stability.

Through our outreach, we provide financial education for undergraduate women to lead financially stable lives.

PHASE 1  
Research

Vision, Mission,  
and Values

## Goals, Strategies, & Tactics

- **Goal #1: Educate**

Strategy

Provide a data base of print and digital educational materials women can use at their own convenience.

**PHASE 1**  
**Research**

Vision, Mission,  
and Values

## Goals, Strategies, & Tactics

- **Goal #1: Educate**
- **Goal #2: Build Interest**

**Strategy**

Provide a data base of print and digital educational materials women can use at their own convenience.

**Strategy**

Integrate financial materials into the audience's everyday environment.

**PHASE 1**  
**Research**

Vision, Mission,  
and Values

## Goals, Strategies, & Tactics

- **Goal #1: Educate**
- **Goal #2: Build Interest**
- **Goal #3: Provide Support**

**Strategy**

Provide a data base of print and digital educational materials women can use at their own convenience.

**Strategy**

Integrate financial materials into the audience's everyday environment.

**Strategy**

Offer opportunities for connections between undergraduate girls and financial professionals.

## PHASE 2

### Brand Identity

Name & Tagline

*Athena is the goddess of war, wisdom, and knowledge, who embodied strategy, rationality, and craft.*

PHASE 2

Brand Identity

Brand Concept &  
Logo



ATHENA

Invest in Yourself



ATHENA

Invest in Yourself

## PHASE 2

### Brand Identity

Typography & Color  
Palette

Logotype

LUXIA

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

Designer: Andrew Herndon

Tagline, Headers

Cormorant

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

abcdefghijkl  
lmnopqrstu  
vwxyz

1234567890

Designer: Christian Thalmann

## PHASE 2

### Brand Identity

Typography & Color  
Palette

Body Copy

## Montserrat

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

Designer: Julieta Ulvanovsky

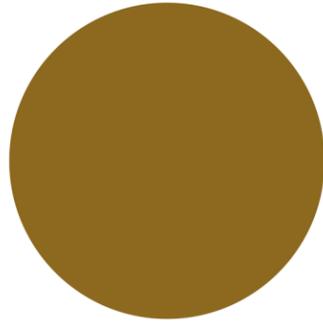
abcdefghijkl  
lmnopqrstu  
vwxyz

!@#\$%^&\*()?<>

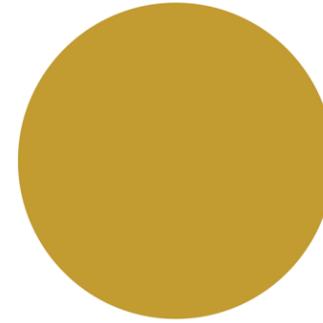
**PHASE 2**  
**Brand Identity**

Typography & Color  
Palette

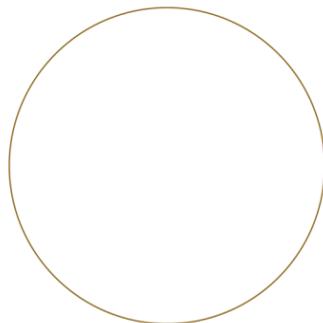
Primary



Golden Brown  
8c691e

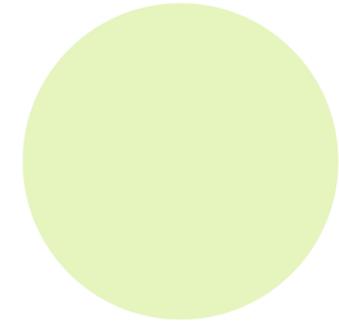


Athena's Shield  
c29b31



White  
ffffff

Secondary (for Accents)



Pale Green  
e5f5bd

## PHASE 2

### Brand Identity

#### Iconography



# PHASE 2

## Brand Identity

### Stationery Suite - Letterhead



MAY 06, 24

Cia Rodriguez  
ATHENA  
514 19th Street NW  
Washington, DC, 20052

Dear Ms. Rodriguez,

Certain rules must be followed when printing letters on this stationery. The top one-third of the letterhead should be used for the name whom you are sending the letter. The date is positioned flush-left with the baseline 1.5 inches from the top of the page —aligning vertically with the address block. The address block is positioned with one blank line space between the date and the first line of the address block.

The salutation is positioned flush to the left, one blank line below the address with the body of the letter beginning one blank line below the salutation. One blank line should separate each paragraph. Abbreviations and hyphenated words should be avoided.

Four blank lines should be left for your signature between the signature closing and your typed name. If the letter is to run longer than one inch off the bottom of the page, a second sheet is to be used. At least three lines, excluding the signature copy block should be continued to the second sheet.

If the above rules are followed, your stationery will fulfill its function of communicating a message in a clear, orderly, easily read fashion and will serve to enhance your corporate image.

500 17th Street NW  
Suite 222  
Washington, DC,  
20052

Sincerely yours,



Isabel Humphrey  
Founder  
**ATHENA**

# PHASE 2

## Brand Identity

Stationery Suite -  
Envelope



## PHASE 2

### Brand Identity

Stationery Suite -  
Business Card



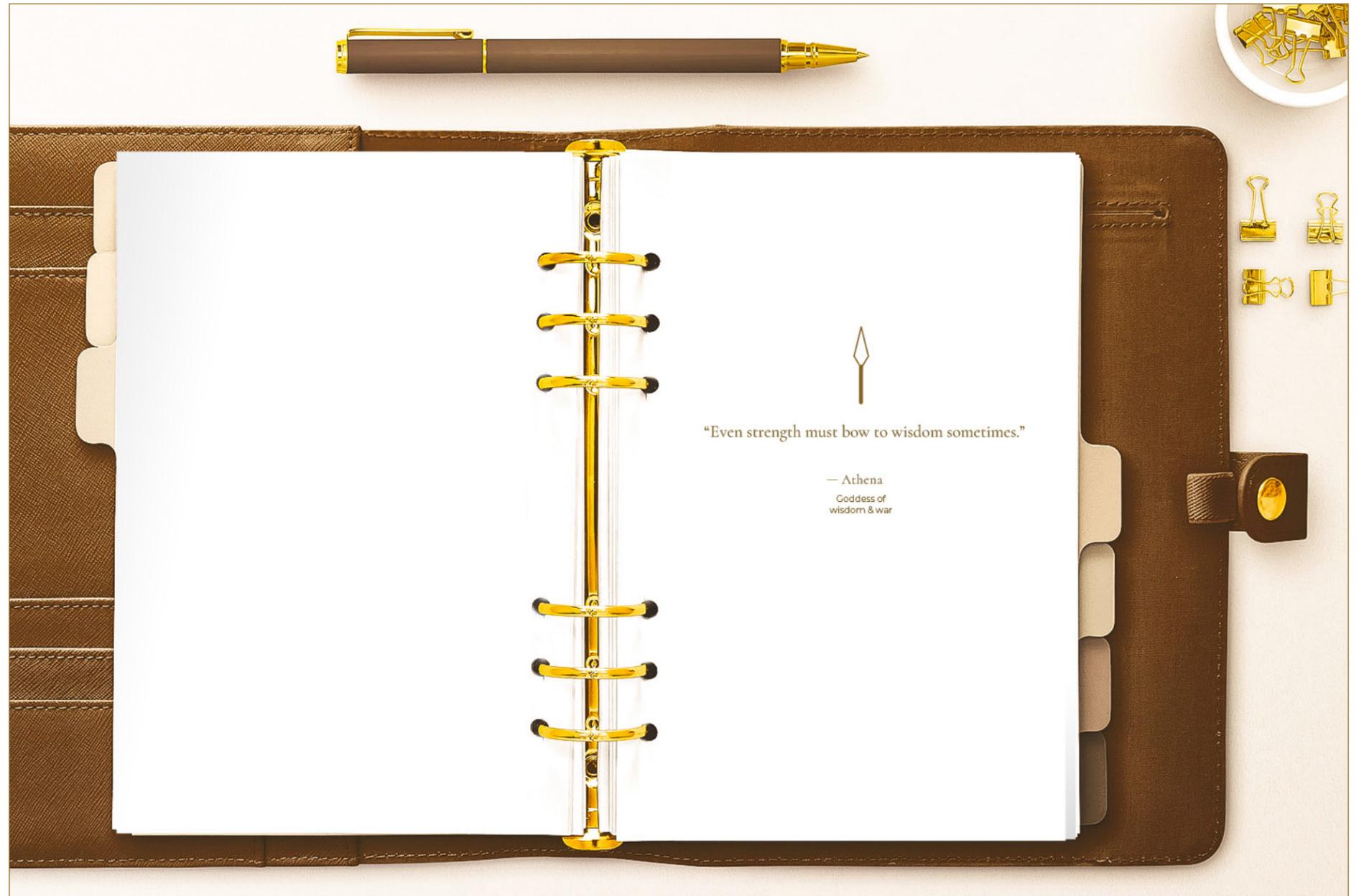
# PHASE 3 Collateral

The Athena Financial Planner



# PHASE 3 Collateral

The Athena Financial Planner



# PHASE 3 Collateral

## The Athena Financial Planner



# PHASE 3 Collateral

The Athena Financial Planner





## PHASE 3 Collateral

Environmental  
Implementations -  
Advertisements

# MONEY, MONEY, MONEY...

wish your school lessons  
included how to master it?

Mastering effective personal finance skills can greatly enhance self-care and overall quality of life. Investing is not only for CEOs, or wall street bros.

Investment vehicles such as the stock market, real estate, and bonds are for anybody who participates in the economy. Learn effective skills today.



[athena.org](http://athena.org)

ATHENA is an initiative offering financial literacy programs for undergraduate women to prepare them for graduation.

# PHASE 3

## Collateral

Environmental  
Implementations -  
Advertisements

# CHANGE THE HAND YOU WERE DEALT, AND YOUR FUTURE IS YOURS.

Investing is not only for CEOs,  
or wall street bros.

Become like Athena, the goddess  
of wisdom and war, who fought with  
rationality and strategy. Explore our  
resources to learn personal finance  
the easy way, and build your shield  
of financial protection as you navigate  
life's challenges.



[athena.org](https://athena.org)

ATHENA is an initiative offering financial literacy programs  
for undergraduate women to prepare them for graduation.

# PHASE 3 Collateral

Environmental  
Implementations -  
Advertisements



## BECOME AN ATHENA

She is the goddess of wisdom and war, who battled life's challenges with logic and strategy.

We are offering fun, engaging workshops for college girls to learn the basics of personal finance. These workshops are intended to prepare women for graduation and beyond.

### FREE FINANCE WORKSHOPS!

 <b>April 12</b> Friday 2-5 PM <b>Workshop:</b> Learn How to Earn with Personal Finance	 <b>April 19</b> Friday 2-5 PM <b>Field Trip:</b> Learn Budgeting and Saving with Bank Staff	 <b>April 26</b> Friday 2-5 PM <b>Workshop:</b> Learn to use <i>The ATHENA Planner</i>
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**SIGN UP NOW!**  
athena.org



# PHASE 3 Collateral

Environmental  
Implementations -  
Advertisements

Poster in  
University Starbucks



# PHASE 3 Collateral

Environmental  
Implementations -  
Advertisements

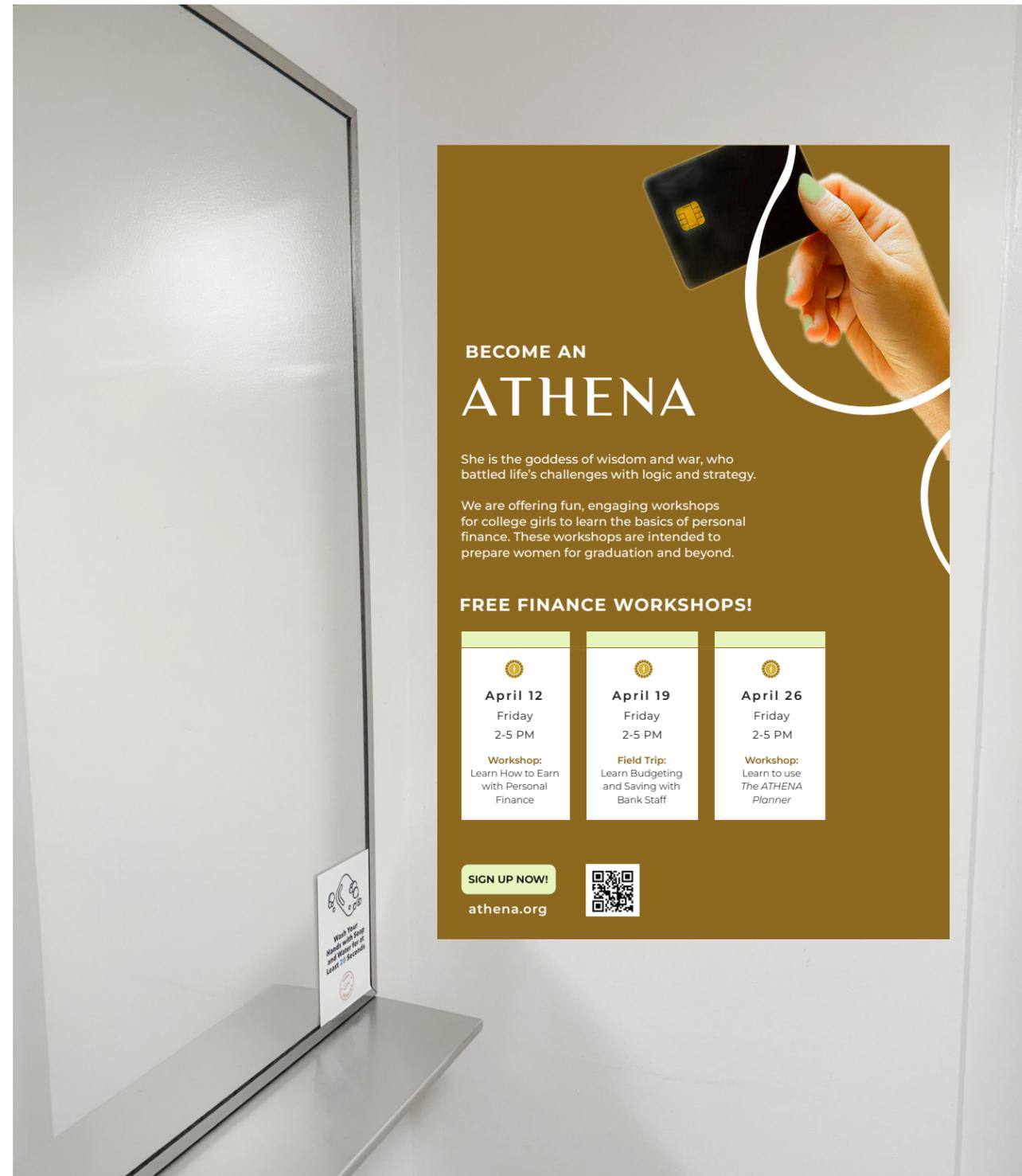
Poster in  
Aroma Cafe,  
a local study spot



# PHASE 3 Collateral

Environmental  
Implementations -  
Advertisements

Poster in  
University Library,  
Women's Bathroom



**PHASE 3**  
**Collateral**

Athena Coin Shield  
Necklace



## PHASE 3 Collateral

Card Game:  
Financial Scenarios



# PHASE 3

## Collateral

### Finance Workshops for Students

#### PART-TIME JOB OR FULL TIME STUDY

You are offered a part-time job that could help cover your living expenses but might impact your study time. How do you balance work and academics, and what are your priorities?



#### BUDGETING FOR STUDY ABROAD

You have the opportunity to study abroad for a semester. How do you budget for the additional expenses such as travel, accommodation, and daily living costs while still managing your regular financial responsibilities at home?



#### EMERGENCY FUND

You've received a small inheritance from a distant relative. Do you use it to pay off some of your student loans, start an emergency fund, or put it towards a high-yield savings account? What are the pros and cons of each choice?



#### ROOMMATE DILEMMA

Your roommate frequently asks to borrow money for groceries and bills but often forgets to pay you back. How do you address this situation without damaging your relationship, and what financial boundaries should you set?





**PHASE 3**  
**Collateral**

PSA

