

**AARP**<sup>®</sup>

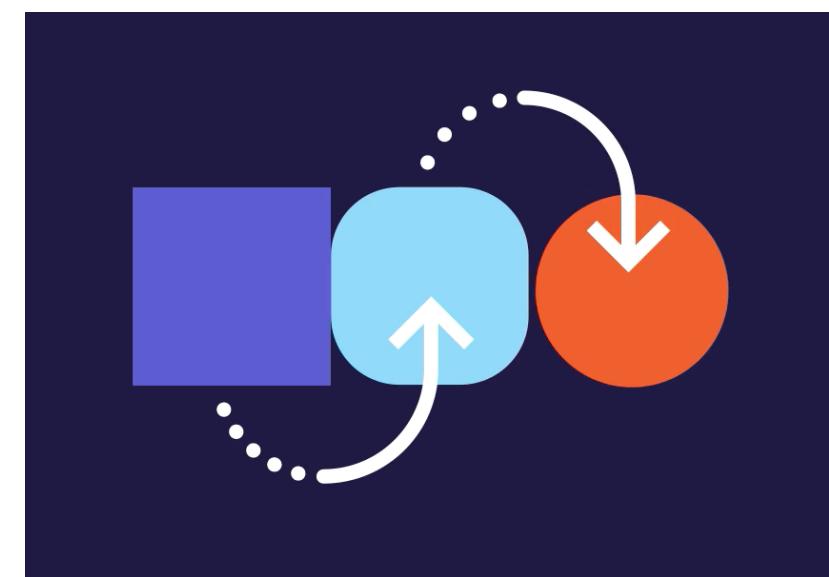
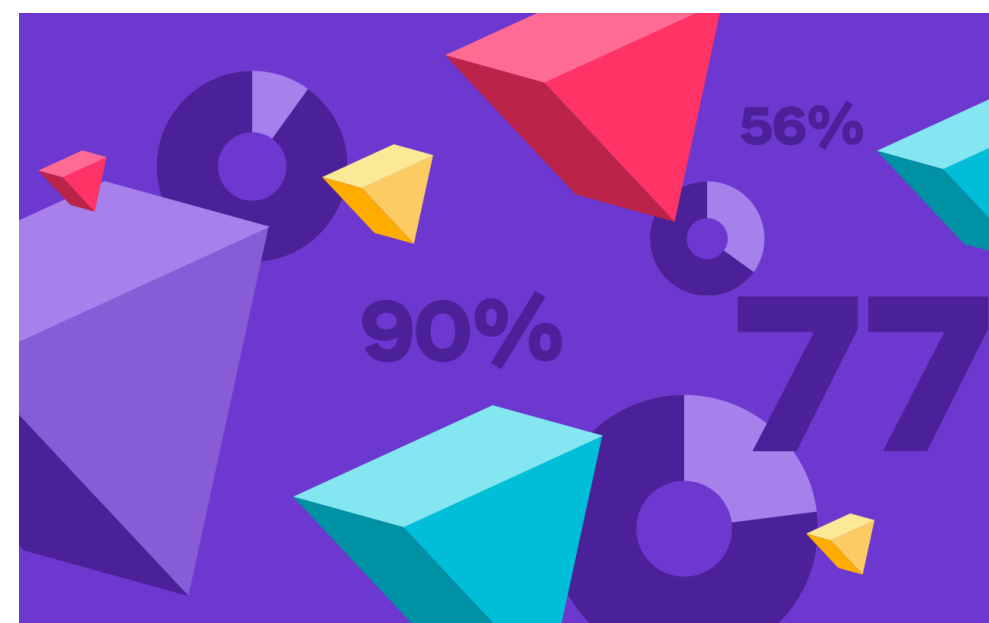
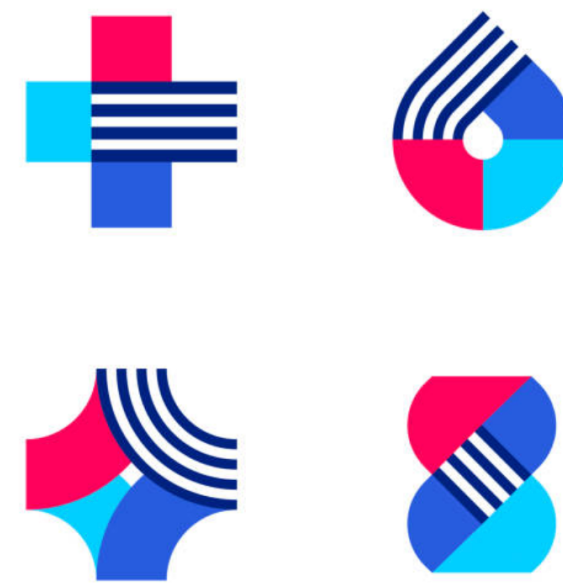
Innovation Labs

# Design Thinking Video

Moodboards / 3 Options

# Option 1

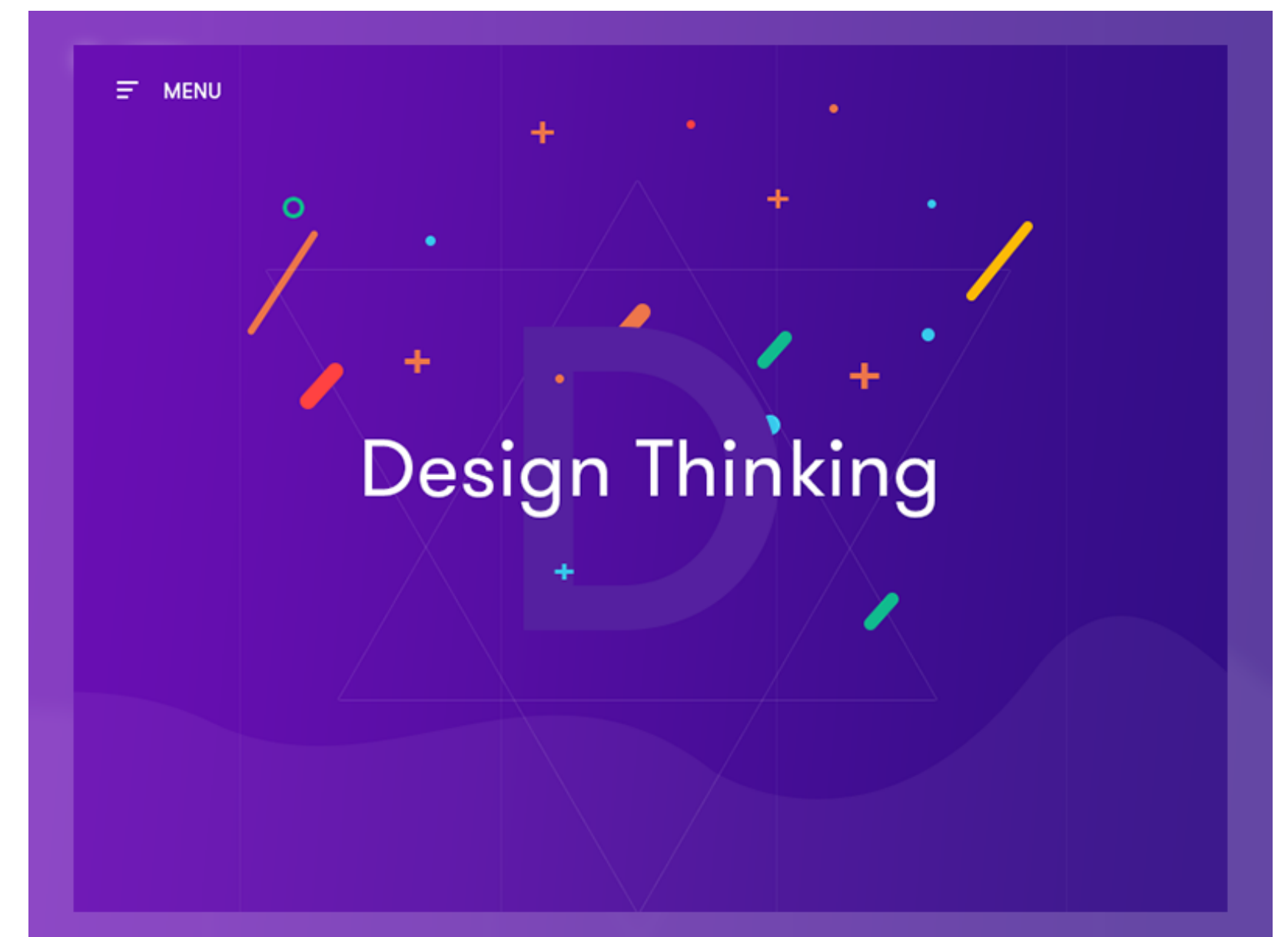
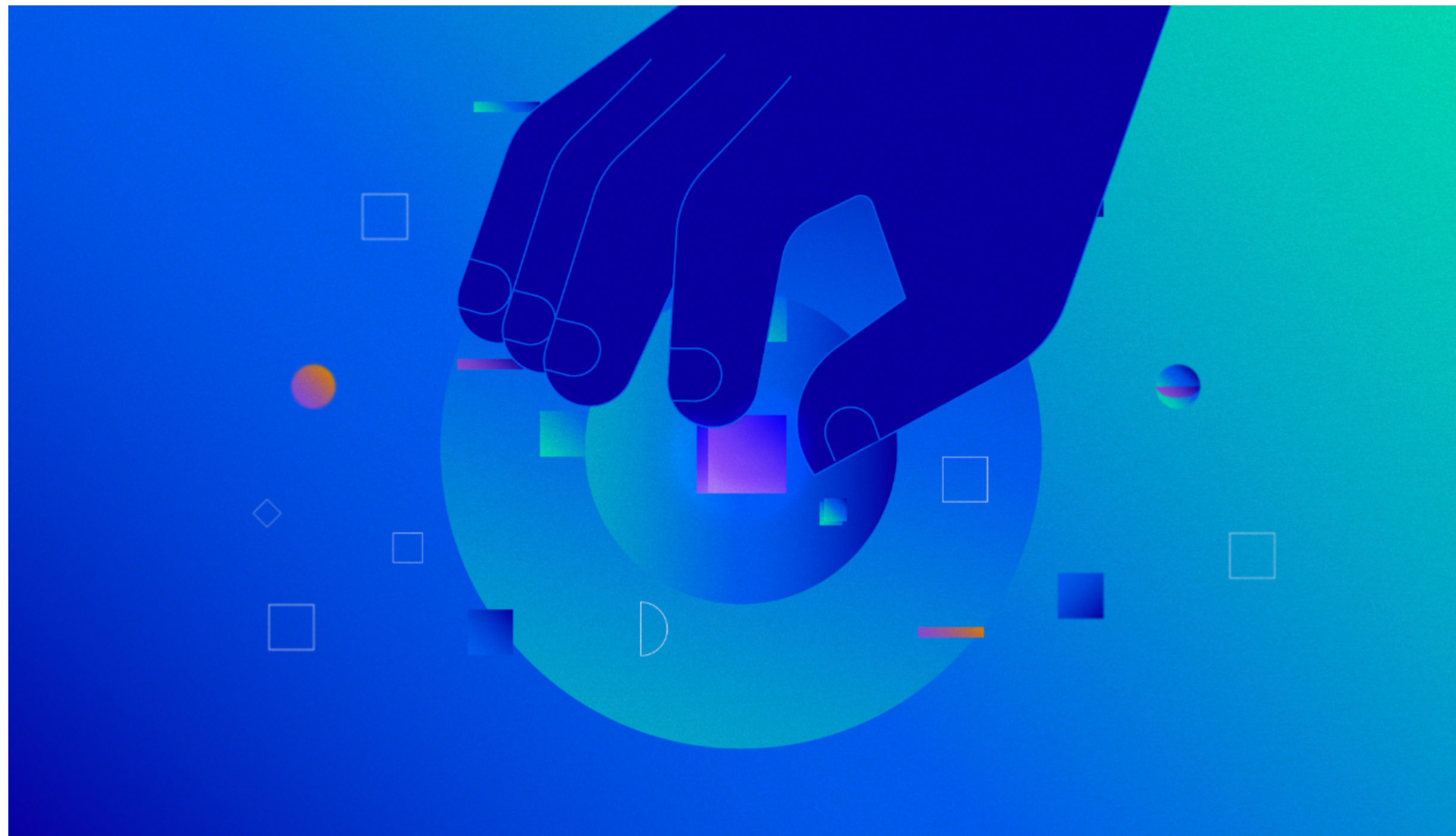
Simple geometric shapes used in a somewhat abstract manner to tell the story. The motion of these elements will play an important role in communicating the message.





## Option 2

Similar to option 1 in terms of simple geometric shapes with the addition of gradients to create depth and a modern feel. The colors could be dialed back to be closer to the DT palette.





# Option 3

This one uses imagery and colors that are very similar to the current AARP DT illustrations and iconography. Please disregard the stippling in these samples.



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Main color palette:



Typography:

**Avenir Heavy** for Titles

Avenir Book for Subtitles