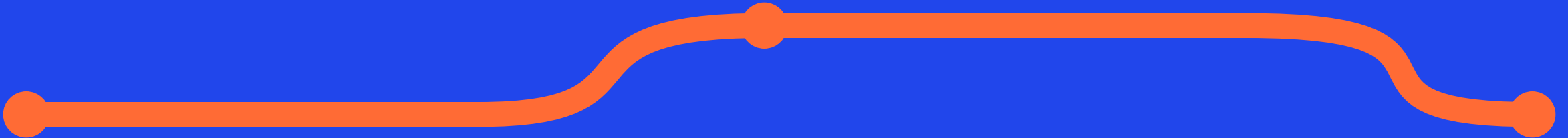


Make the upgrade human.

RELAY



A fictional federal technology adoption brand. FIRST 90 is its flagship program for employee communications, manager support, and adoption measurement.

A specific offer for a real communication need.

The audience

Federal program leaders and prime contractors preparing an AI rollout. Managers and employees are the people the program must help.

The offer

FIRST 90 packages a scope brief, employee FAQ, manager toolkit, practice communications, and sponsor readouts into a proposed 90-day engagement.

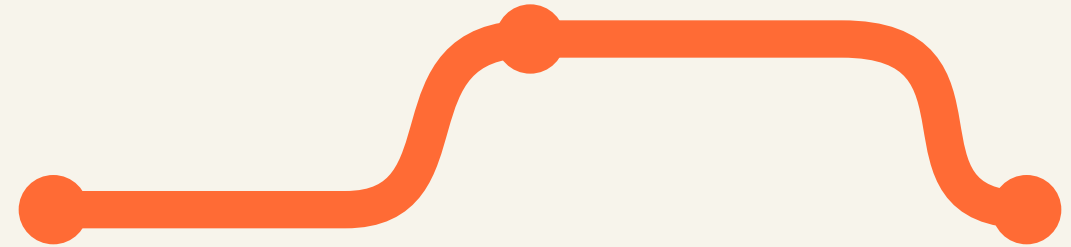
The value proposition

Give every rollout a clear purpose, a supported first task, and a useful feedback loop. The campaign earns attention with practical tools.

Market signal: GSA included training and enablement support in its September 10, 2026 OneGov AI announcement. The opportunity and offer above are strategic interpretations, not validated demand.

A connected line. A clear handoff.

RELAY 

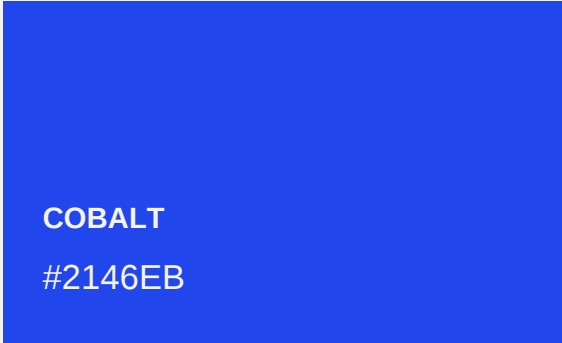


The wordmark stays direct and legible. The route motif represents the handoff from a new tool to supported everyday work.

Use the mark with clear space equal to the cap height of the R. Keep the wordmark at least 100 px wide digitally. Use a single-color version when contrast or production requires it.

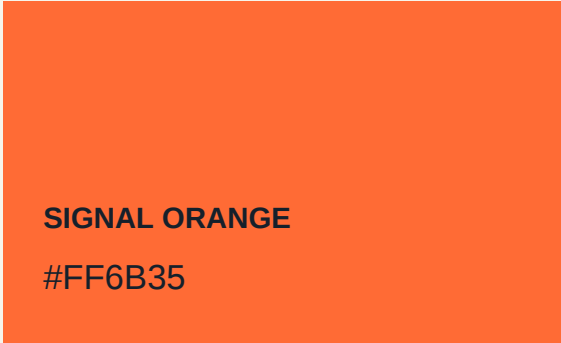
RELAY is a working fictional name. Commercial name clearance is outside this concept.

Confident color. Generous space.

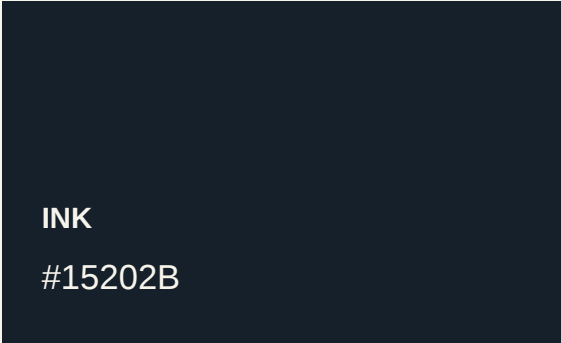


COBALT
#2146EB

IVORY
#F7F4EB



SIGNAL ORANGE
#FF6B35



INK
#15202B

Arial / Helvetica

Web: 16-20 px body; 14 px labels. Guide: 12 pt body. Social: 34 px equivalent body or larger. Keep orange as an accent on light backgrounds.

Bold headlines. Regular body copy. Simple numerals. Use ink on ivory, ivory on cobalt, and ink on orange. Web extension: Manrope display and DM Sans body.

Every audience gets a useful next step.

BUYERS

Your rollout needs a plan people can use.
Next step: explore a readiness workshop.

MANAGERS

Your team has questions.
Next step: use the briefing and surface gaps.

EMPLOYEES

Start with one useful, approved task.
Next step: practice and share what gets in the way.

Voice: specific, calm, practical. Explain boundaries plainly. Avoid claims about guaranteed productivity, compliance, or employment outcomes.

Six weeks from introduction to follow-through.

TIMING	PURPOSE	ASSET OR CHANNEL	NEXT ACTION
WEEK 1	Introduce the premise	Hero creative + landing page	Guide visit
WEEK 2	Make the issue tangible	Six-slide LinkedIn carousel	Guide download
WEEK 3	Demonstrate usefulness	Manager-toolkit excerpt + email	Readiness interest
WEEK 4	Create a discussion	Proposed 30-minute briefing	Qualified conversation
WEEK 5	Answer an objection	Measurement example + follow-up	Workshop request
WEEK 6	Review and refine	Channel and message review	Next experiment

This is a proposed market launch. It is separate from the FIRST 90 delivery calendar. No outreach, paid media, or customer sessions have been conducted.

A credible funnel starts with clear definitions.

Reach to visit

Campaign-tagged visits / impressions. Treat cross-platform comparisons cautiously; definitions differ.

Visit to download

Unique visitors who click the field-guide download / unique campaign landing visitors, where consent and analytics permit.

Download to conversation

Qualified conversations attributed to the guide / identified guide leads, only if a real consented lead process is introduced.

Conversation to workshop

Confirmed workshop requests / qualified conversations. Define qualification as a relevant role, a stated rollout need, and a plausible next step.

Targets, spend, lead volumes, and ROI are unset. Establish a baseline before choosing targets. This portfolio release measures interest in the work and does not operate a consultancy lead funnel.

Strategy you can inspect. Tools you can use.

The challenge

Create a differentiated federal-adjacent brand that makes AI adoption understandable and gives a prospective buyer a practical reason to engage.

The work

Brand identity, 12-page field guide, six-slide carousel, 15-second motion asset, launch copy, channel plan, and portfolio experience.

The decisions

Define one flagship offer. Build the launch around a useful guide. Connect buyer messaging to manager and employee needs. Separate proposed measures from observed results.

The evidence

Finished artifacts demonstrate the approach. Market demand, campaign lift, client adoption, and revenue have not been measured. AI-assisted production is disclosed.