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Portfolio Deck - Typography

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Branding guidelines

Branding guidelines for Design & Dialogue. It is important to be consistent with the logo use to build brand recognition.

Primary logo

“&” is the defining symbol in our stacked primary logo. It signifies inclusion and connection. The primary logo is the preferred logo when space is allowed. Ex. Cover page, promotion materials when brand recognition is a priority.



Secondary logo

Use the secondary logo only in situations where the primary logo does not fit cohesively into a layout due to space restrictions. Ex. Inside page branding, marketing collateral where other information is given priority.



Using clear space

Clear space is the area surrounding the logo. It must be kept free from graphics and away from the edge of the page. The clear space is at least the distance of the height and width of the “&” in the logo.



Logo usage and variations examples:

MODELOGS PRESENTS:

FASHION, & DESIGN DIALOGUE



PANEL:

Ji Oh
FASHION DESIGNER, CFDA MEMBER

ALEJANDRA ALONSO ROJAS
FASHION DESIGNER, CFDA MEMBER

NADIA ANNE RICKETTS
TEXTILE DESIGNER, BEATWOVEN

HEATHER McDONALD
KNITWEAR TEXTILE DESIGNER, JONATHAN SIMKHAI

SEPTEMBER 4
6-9 PM
PRIVATE LOCATION
RSVP@MODELOGS.COM

CREATIVE PARTNER:
**THIRTEENSEE
CREATIVE**

DESIGN
& DIALOGUE



Design & Dialogue Presents:

A special end of the year
discussion on
Design & Wellness
with *Nadia-Anne Ricketts*

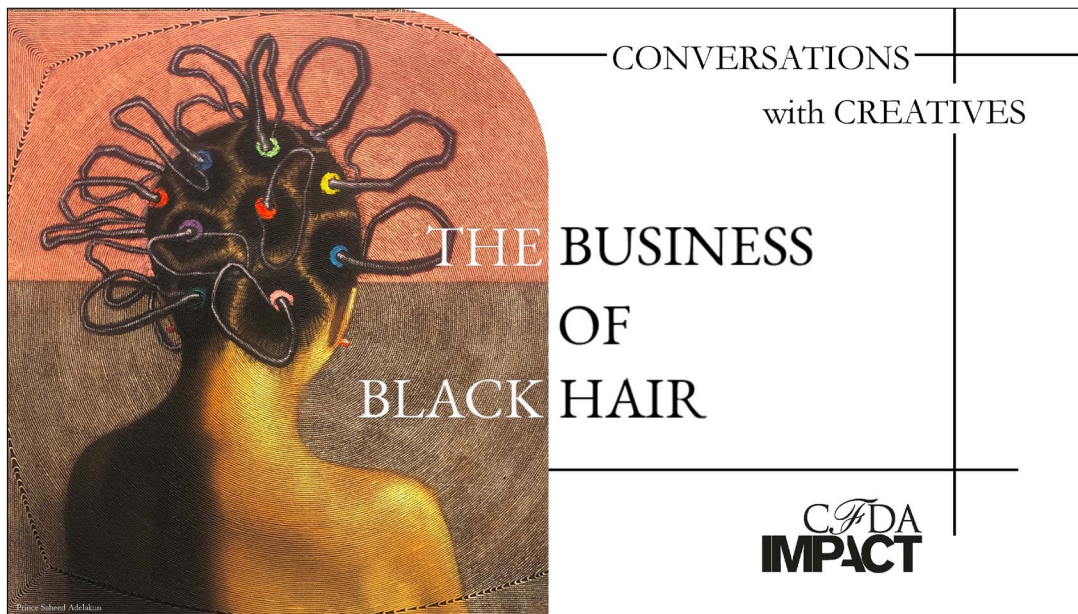
Thursday,
December 23, 2021
2pm EST New York Time
7pm GMT London Time

LIVE



CFDA IMPACT

A new CFDA IMPACT series, "Conversations with Creatives," exploring careers in the Fashion Industry. For the premiere, we discussed the Business of Black Hair and the career journeys of Ursula Stephen, and Naeemah LaFond.




Digital invitation



A carousel style post for Instagram as featured on CFDA President, CaSandra Diggs', personal account.

Proposal Design

In just 24 hours, I designed a 71-page on-brand start-up pitch deck for Securitize using InDesign.



Establishing the Leading Global Marketplace for Digital Non-Traded REIT (NTR) Securities

Proposal to build NTR Redemption Marketplace Solution powered by Securitize


DIGITAL SECURITIES OFFERING DESCRIPTION & WORKFLOW

Table of Contents

Executive Summary	4
B. Proposed Approach	8
CR Capital's Intent	8
Introduction to Securitize	9
C. Securitize's Financial and Resource Capacity	10
Financial Viability	10
Resource Availability	11
D. Recommended Approach	12
Compliance & Transfer Agency	12
Issuance and Trading	15
Digital Redemption Custody, Trading, Settlement, Asset Servicing Platform Tools	19
E. Technology and Security	21
Architecture	21
A. On-chain Platform	21
B. Off-Chain Components	23
Security	24
F. Key Partnerships	25
Liquidity Partners	25
Custody Partnerships	25
G. Speed to Market	26
H. Foreign Market Competency	29
Securitize Technology	29
Strategic investors and partners	29
I. Relationships and Introductions to Potential Distributors	30
J. Highlighting Aspen St. Regis Hotel and Other Global Use Cases	31
Commercial Proposal	32
Summary of Proposal and Conclusion	36

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2



Appendix 5: Security

As Securitize's platform processes sensitive data and may be involved in complex or significant transactions, information security is of paramount importance to Securitize's development efforts.

Securitize's platform security measures focus on five key tenets (outlined in greater detail below):

01Application Security

02Network Security

03Software Development Security

04Security Procedures

05Blockchain Security

1. Application Security

At Application Security, Securitize uses the following methods to ensure a high level of security across its platforms:

Application Security Process

An in-depth Application Security Lifecycle process is fully integrated into Securitize's Software Development Life Cycle (SDLC), including:

- Ongoing security review of architectures, design features, and solutions.
- Iterative manual and automated (using static code analyzers) source code review for security weaknesses, vulnerabilities, and code quality, plus development team advisory and guidance.
- Regular manual assessment and dynamic scanning of pre-production environment.

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66



After the securities are issued, investors can manage them through their Investor Experience. Each asset will have a separate area, giving the investor access to the following capabilities:

01

Issuer Communications:
The Investor Experience will present information from the issuer that may only be available to security holders. The latest NAV report for funds, information about future payouts and governance events may be of relevance here.

02

Transaction Record:
All of the transactions, such as successive investments in the fund or liquidations, will be registered within the detail page of each asset. This will serve as a record of investments to track the total holding value.

03

Payouts:
For securities that offer income distribution or coupon payment, investors can manage their preferences and see a record of payments received. Investors can decide their preferred method of payment such as cheque distributions, ACH and wire transfers.

04

Governance Events:
Funds that require investor input in order to make a decision will be able to create governance events to submit those decisions to a vote if it is required.


05

Liquidity Partners:
Investors wanting to sell their fund holdings can access a selection of available liquidity partners and secondary trading venues. This possibility will be enabled if investors are allowed to liquidate their assets depending on the regulatory constraints of the issuance.

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84






Summary of Proposal and Conclusion

CONCLUSION

Our partnership in deploying the global NTR marketplace will enable CR Capital to enhance its cash flow, create price transparency and provide compliant onboarding of an expanded investor base, and initially, prepay secondary market liquidity to thrive in the competitive global markets. CR Capital will also be able to reach a much broader group of institutional and ultra-high net worth investors. We see this as the first step in a sequenced and scaled global rollout, fueled by the increasingly ubiquitous digital economy, products and services and anticipating a surge in digital securities. This will create unprecedented opportunities for CR Capital to profit from solving the NTR's frustrating industry-wide redemption queue problem and as a result, broadly transform the NTR and overall unfilled assets industry. We are motivated by the prospect of a long-term partnership to achieve this vision.

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36



Appendices

Appendix 1: Scope of Services

Service	Category	Service Items	Provider's Capabilities	Pro. requests	Time to Complete
COMPLIANCE			P10 P13	P18	1-6 MONTHS
ISSUANCE			P10	P18	1-6 MONTHS
CUSTODY			P17	P18	1-6 MONTHS
PLATFORM	DESIGN		P10		1-6 MONTHS
	DEVELOPMENT		P21		1-6 MONTHS
	HOSTING		P41	P47	1-6 MONTHS
	FUNCTIONALITIES	CONTENT MANAGEMENT	P41		1-6 MONTHS
		ACCOUNTING	P43		1-6 MONTHS
		REGISTRATION	P43		1-6 MONTHS
		EXCHANGE	P49	P52	1-6 MONTHS
		CLEARING AND SETTLEMENT	P49		1-6 MONTHS
		SECURITIES MARKET	P49		1-6 MONTHS
		INTEGRITY CHECK	P49		1-6 MONTHS
		ACTIVITY	P49		1-6 MONTHS
		PORTFOLIO	P49		1-6 MONTHS
		REGULATORY COMPLIANCE	P49		1-6 MONTHS
		PERFORMANCE	P49		1-6 MONTHS
		REGISTRATION	P49		1-6 MONTHS
		ACCOUNTING	P49		1-6 MONTHS
		CUSTOMER MANAGEMENT	P9 P10		1-6 MONTHS
		ALTERNATIVE	P20		1-6 MONTHS
		BUSINESS PROCESS	P20		1-6 MONTHS
		MANAGEMENT	P45		1-6 MONTHS
		DATA	P45		1-6 MONTHS
		SECURITY	P45		1-6 MONTHS
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		INTEGRITY	P45		1-6 MONTHS
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		ACCOUNTING	P45		1-6 MONTHS
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		BUSINESS PROCESS	P45		1-6 MONTHS
		MANAGEMENT	P45		1-6 MONTHS
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		PORTFOLIO	P45		1-6 MONTHS
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		ACCOUNTING	P45		1-6 MONTHS
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		REGISTRATION	P45		1-6 MONTHS
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		PORTFOLIO	P45		1-6 MONTHS
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		REPORTING	P45		1-6 MONTHS
		REGULATORY	P45		1-6 MONTHS
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		PORTFOLIO	P45		1-6 MONTHS
		REGULATORY COMPLIANCE	P45		1-6 MONTHS
		PERFORMANCE	P45		

On-brand document layout

From typical information loaded document to easy to read on-brand document.

Before:

FAQs for Doula Program Expansion

What is a doula?

Doulas can provide family-centered services, that are trauma informed to encourage safe and respectful care to birthing communities that have been historically marginalized. They support birthing people in prenatal visits, labor, and delivery, and post-partum period. A doula provides physical, culturally appropriate emotional, and informational support.

What services are being offered?

Doula services will be provided at no extra cost to qualifying members. The doulas will provide birth education and support to mothers throughout the prenatal, perinatal, and postpartum period (up to 12 months). They can attend any birth that is medically supervised by a licensed provider, this includes birthing centers, hospitals, and home births.

How are members connected to a doula?

Members who are pregnant or looking to become pregnant will be directed to sign up on the Mahmee platform, where they will be connected to a care coordinator. If eligible for doula services, Mahmee's care coordinators will provide the referral to Her Health First. Once Her Health First receives the referral, the mother can expect to be contacted by a doula within 24-72 hours. No prior commitment to the program is needed. The mother will have an opportunity to learn more about what services will be provided and ask any questions during this initial call before moving forward with a doula.

What is Mahmee?

A web-based maternity and infant care management platform that provides education, support, and resources to parents during the prenatal and postpartum periods of their pregnancy journey.

What is the difference between Mahmee and Maven?

Maven is an app-based program designed to provide education and support to mothers and their partners during and after pregnancy. Through Maven, members have access to Maven OB-GYNs, lactation consultants, doulas, mental health specialists, nutritionists, career coaches, and more. Mothers have a care advocate to help them navigate through the healthcare system.

Mahmee is an integrated care management platform for maternal and infant health that also offers virtual consults with obstetric nurses, support groups, classes, and assistance with enrollment in social services and community programs. In addition, Mahmee's Virtual RNs serves as liaisons between care team members since providers (such as the patient's OBGYN or doula) can join the Mahmee platform. Referrals to in-person doulas are done only through the Mahmee platform.

Neither Mahmee nor Maven replace a mother's in-person OBGYN or care team but is meant to supplement it.

Can I use Maven and Mahmee at the same time?

Yes, using one platform will not prevent you from using the other platform.

Many members will benefit from joining both and they are both available at no extra cost to members.

How many doula visits are covered/provided?

Visits typically mirror the OBGYN visit schedule unless the client demonstrates additional needs. There is no minimum or maximum number of visits covered and visits usually become more frequent in late pregnancy. Mothers can receive a referral to a doula at any stage of their pregnancy and doulas can also support mothers throughout special situations such as a pre-term birth, cesarean section, or during fetal demise/stillborn deliveries.

How many doulas are available and how are they matched?

Her Health First has a vast network of doulas to support any qualifying mother in need of one. After the initial enrollment and assessment, a client is matched to a skilled doula based upon their specific needs.

Who qualifies for free doula support?

Blue Shield Commercial members who live within the county of Sacramento. This program is not available to those living outside of Sacramento County even if their work address or delivering hospital is located within Sacramento. However- all prenatal or postpartum mothers are encouraged to sign up for Mahmee even if they are outside of the eligible area as other support will be available to them.

How are members being informed of this program and where can they learn more?

The Blue Shield of California Creative Design team is working to deliver emails and direct mailers to women ages 18-45 in Sacramento County informing them of the services being offered. More information will be available on the Blue Shield of California Health [Reimagined](#) Website after 6/1/2022.

Do members need a referral from their provider, such as their OBGYN or midwife, or does the doula need to be associated with the provider's office?

The referrals are done through the Mahmee platform and doulas will be provided by Her Health First. Members do not need a doctor's order.

Can members be reimbursed for using their own doula?

Doula services are **not** deemed a covered benefit and are being provided through this BSC Pilot Program only. Qualifying Blue Shield Commercial members residing in Sacramento can access doula services through Blue Shield's community-based partner, Her Health First, through the Mahmee platform. Only doulas provided by our community partner are approved at this time.

Visit www.healthreimagined.blueshieldca.com/maternalchildhealth to learn more.

After:

FAQS FOR DOULA PROGRAM EXPANSION



What is a doula? Doulas can provide family-centered services, that are trauma informed to encourage safe and respectful care to birthing communities that have been historically marginalized. They support birthing people in prenatal visits, labor, and delivery, and post-partum period. A doula provides physical, culturally appropriate emotional, and informational support.

What services are being offered? Doula services will be provided at no extra cost to qualifying members. The doulas will provide birth education and support to mothers throughout the prenatal, perinatal, and postpartum period (up to 12 months). They can attend any birth that is medically supervised by a licensed provider, this includes birthing centers, hospitals, and home births.

How are members connected to a doula? Members who are pregnant or looking to become pregnant will be directed to sign up on the Mahmee platform, where they will be connected to a care coordinator. If eligible for doula services, Mahmee's care coordinators will provide the referral to Her Health First. Once Her Health First receives the referral, the mother can expect to be contacted by a doula within 24-72 hours. No prior commitment to the program is needed. The mother will have an opportunity to learn more about what services will be provided and ask any questions during this initial call before moving forward with a doula.


What is Mahmee?

A web-based maternity and infant care management platform that provides education, support, and resources to parents during the prenatal and postpartum periods of their pregnancy journey.

What is the difference between Mahmee and Maven?

Maven is an app-based program designed to provide education and support to mothers and their partners during and after pregnancy. Through Maven, members have access to Maven OB-GYNs, lactation consultants, doulas, mental health specialists, nutritionists, career coaches, and more. Mothers have a care advocate to help them navigate through the healthcare system.

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page 1 of 2

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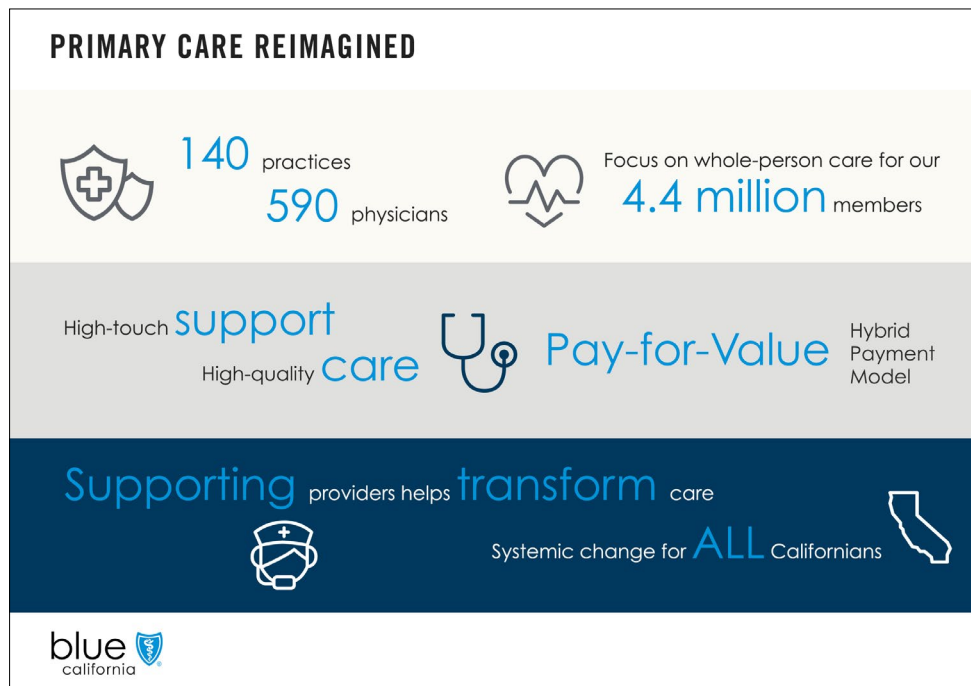
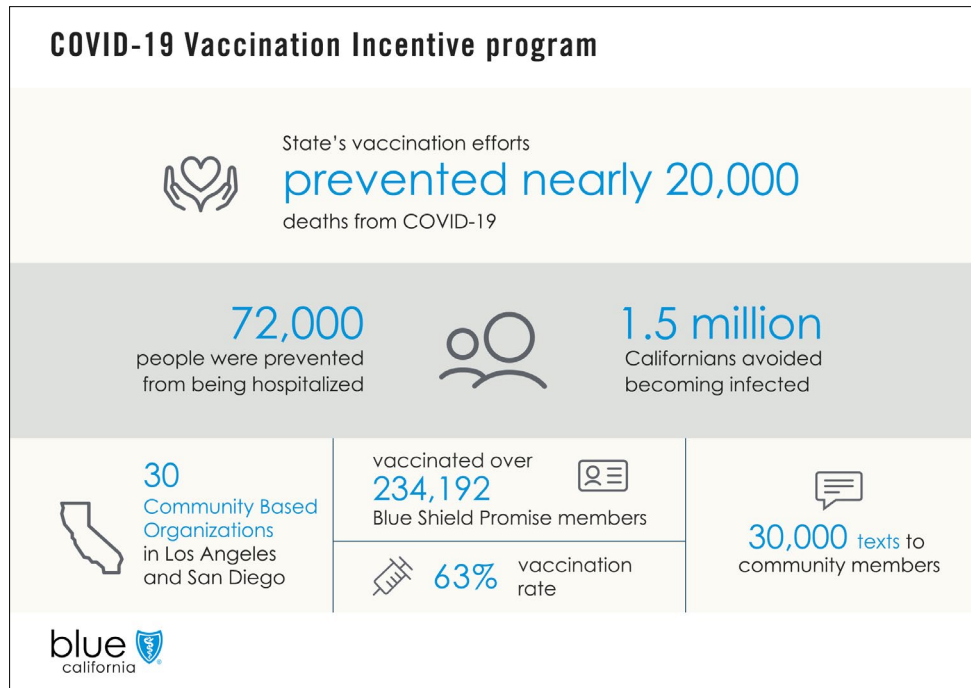
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page 2 of 2

Infographics

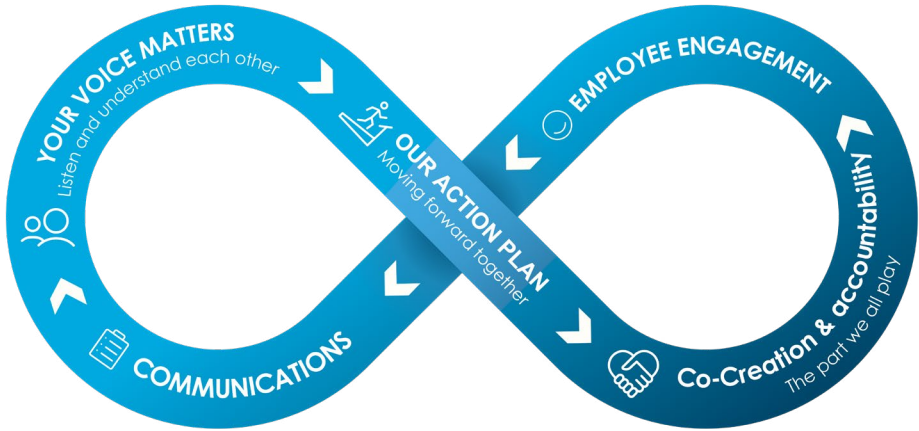
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Infographics

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Our People | Engagement + Communications

