



Grodan vs. Pargro Moodboard





Grodan & Pargro Color Palette





Grodan vs. Pargro Messaging and Tone







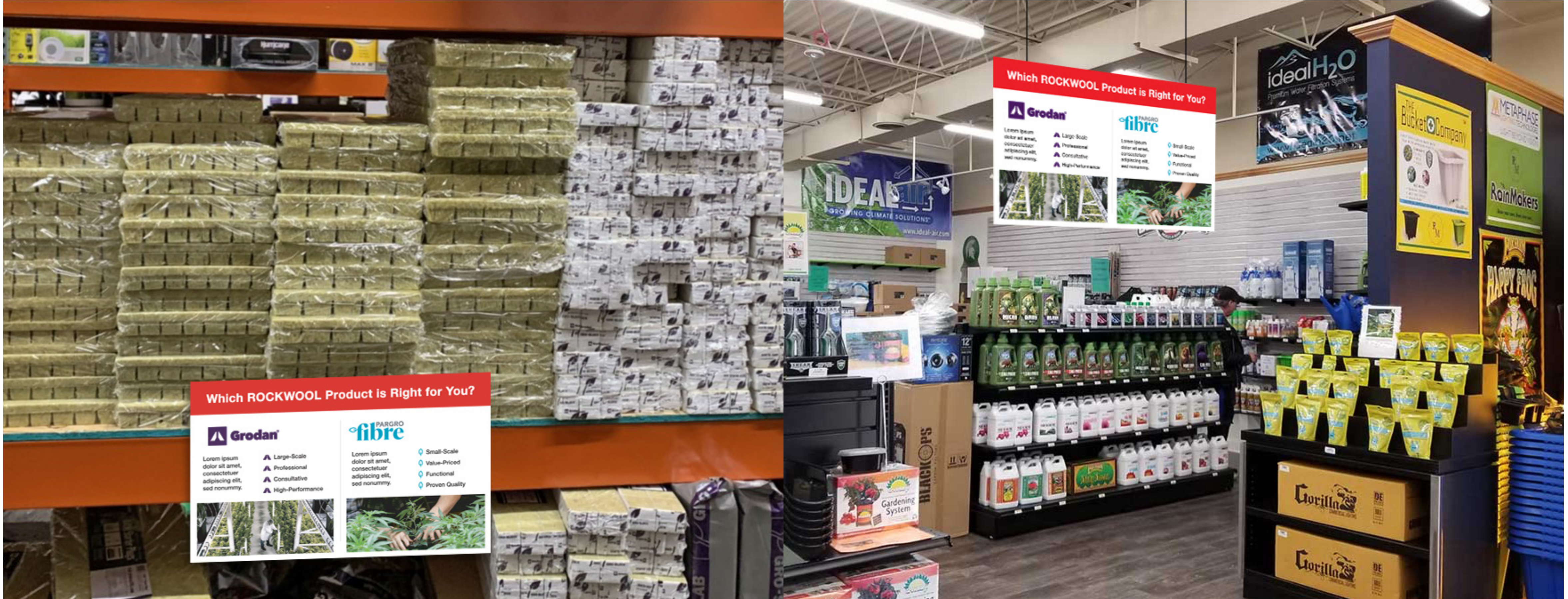
- High-End
- High-Tech
- Large-Scale
- Professional
- Consultative
- Partnership
- High-Performance
- Data
- Analysis
- Comprehensive
- Solution
- Top-Tier
- Precision








- Economical
- Craft
- Hobbyist
- Budget-Minded
- Functional
- Value
- Small-Scale
- Mid-Tier
- Enthusiasts
- Scalability
- Proven Quality for Less
- Starter
- Value-Priced
- No Frills







Customer Persona - Motivating Factors

	MORE MOTIVATING	LESS MOTIVATING
Outcomes	 PG	
Quality	 PG	
Scale	 PG	PG
Price	PG	
Technical Sophistication	 PG	PG
Support/ Consultation	 PG	

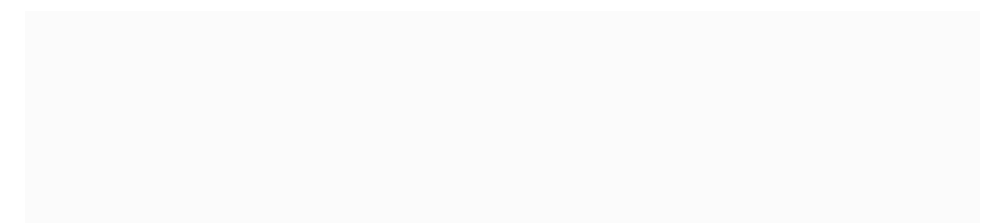
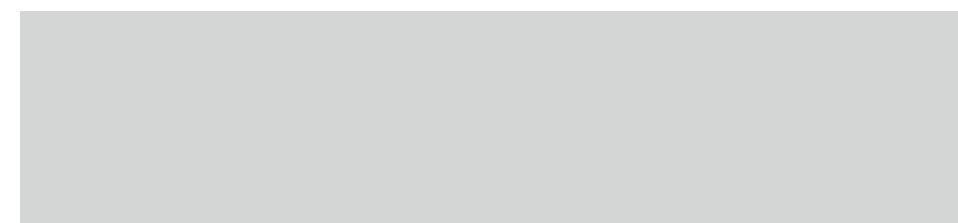


Grodan Moodboard





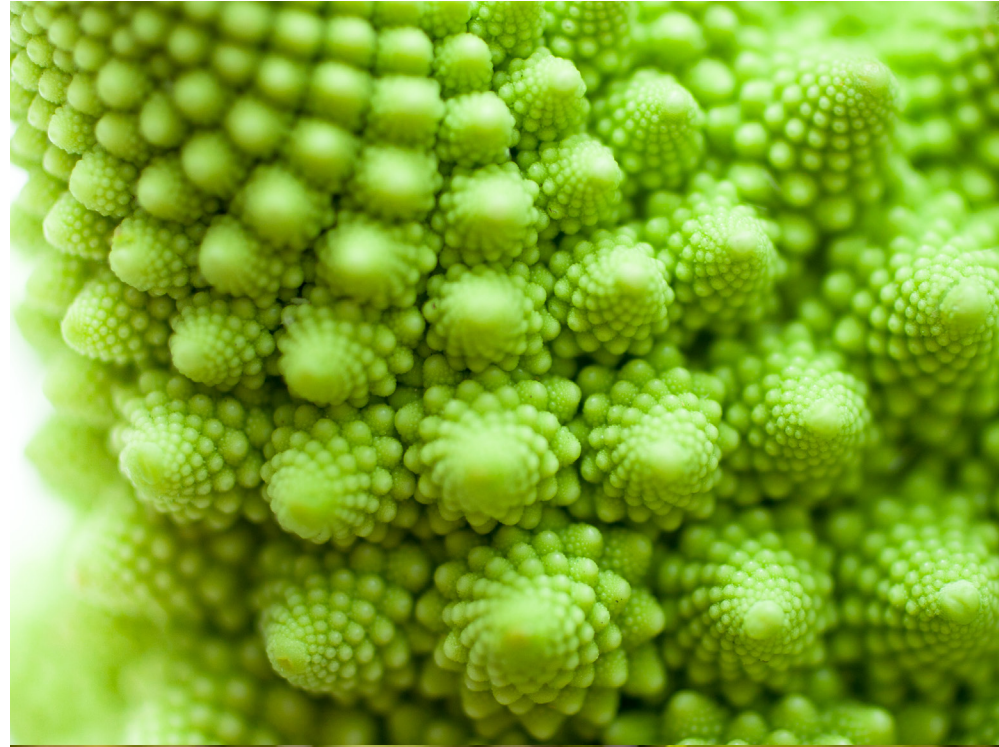
Grodan Color Palette





Grodan Photography Moodboards







Pargro Moodboard



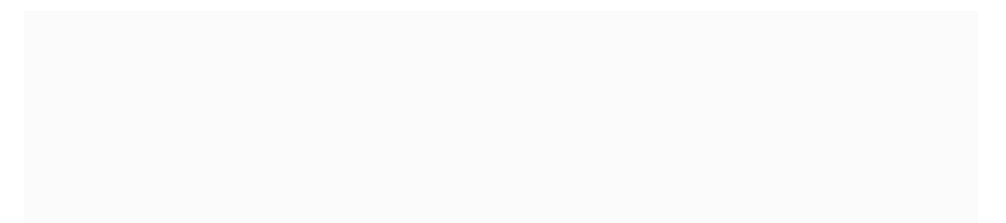
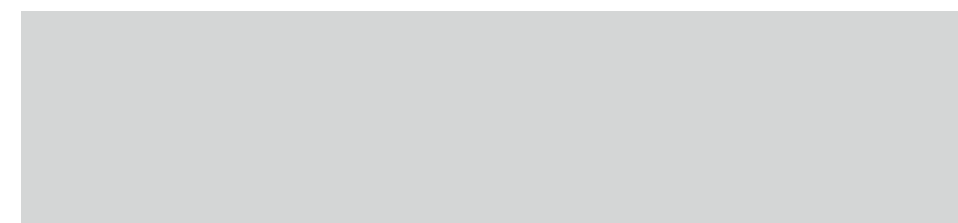
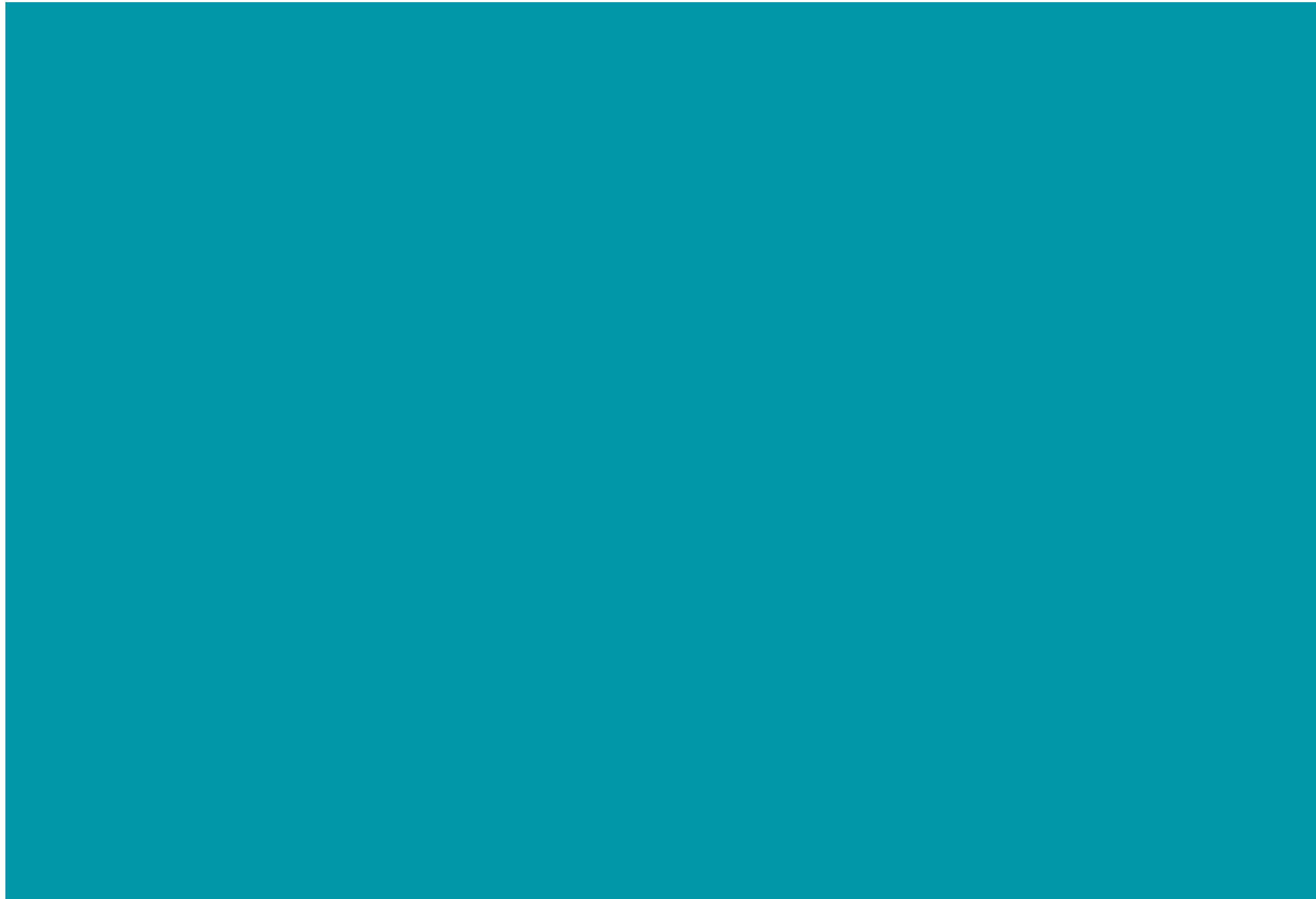
Pargro Logo Style Moodboards





Pargro Color Palette Moodboards

Suggested color palette featuring bold pop colors that are approachable and inviting. Primary, secondary and neutral.





Pargro Photography Moodboards



