



# WHO

TAGLINE || **Keep your kids safer online**

MISSION || **Canopy exists to inspire a world of healthy tech users.**

- **TECHNOLOGY IS AMAZING** || It's a vital part of modern life. With the right guidance, every child can develop healthy tech habits to last a lifetime.
- **SOME CONTENT ISN'T FOR KIDS**. || Inappropriate content is too easy to find or accidentally see. It's not only responsible but also healthy to protect children from exposure to it.
- **OPEN COMMUNICATION IS IMPORTANT**. || Technology for families should bring parents and children closer together by encouraging trust and transparency.
- **FAMILIES ARE BETTER TOGETHER**. || By helping parents and children overcome the challenges of the digital world, they can have healthier relationships.

# WHAT

## QUICK PITCH

Canopy is a parental control app. We have a porn blocker that not only blocks all known porn websites but also seamlessly removes explicit content in real-time on otherwise "safe" websites. We use that same technology to deter sexting.

## TO TELL AN **INTERESTED** FRIEND

Canopy is a parental control app with the world's best real-time porn blocker that also deters sexting, helps you keep track of your children, and allows you to choose what websites and apps they use. And your kids can't get around or remove our filters.

## OFFICIAL, IN-DEPTH UNDERSTANDING

Canopy is a parental control app that offers real-time protection against pornography. Our patented filter uses artificial intelligence to scan, detect, and eliminate explicit content in milliseconds, before it reaches the screen of a device it protects. Canopy's technology also automatically scans and analyzes photos that are saved on a device to deter sexting. The App Management tool allows parents to choose which apps their children can access, and location awareness allows them to keep up with their children, no matter where life takes them. This is all done on an app that kids aren't able to remove or disable.

# WORDS

## IMPORTANT WORDS

- Customers || People who pay for the service Canopy provides.
- Subscribers || Individuals who have signed up to receive newsletters and other communications from Canopy. They have not yet begun paying for Canopy's service.

## WORDS + PHRASES WE LIKE

- Digital Parenting Apps || Parents don't like to be controlling, and children don't want to be controlled. We invite parents to parent digitally, just like they would in the real world.

## WORDS + PHRASES WE DON'T LIKE

- Parent Control App || It's just bad. Being controlling and being controlled...no one likes that. See above. However, for SEO purposes, we need to use it in every piece of content and as a hashtag.

## NARRATIVE COPY PHRASES

- Canopy creates safer way to explore the Internet
- Block every explicit website today. Your child will thank you later.
- 1 in 7 teens has sent a sext. Make sure yours isn't one of them.
- We block porn that other filters miss.
- Canopy is the only app that deters sexting.
- Technology should serve families first, not the other way around.
- The world's smartest and most effective porn blocker.
- Give your family all the good of the online world without the bad.
- World-class technology protecting your kids
- We created Canopy so families don't have to choose between safety and freedom.
- Most filters block. Canopy unlocks.
- Explore freely with confidence
- It's a real-time porn blocker that actually works.
- "Technology without anxiety"
- Let your kids be kids longer // help your kids be kids
- Today's mistakes never go away

## RULES

- Never talk about viewing pornography as normal.
- Talk about viewing pornography; don't give it any power.

## EMOJIS

- Use when we want the recipients to receive our messaging appropriately and in appropriate context
- Examples: holidays, giveaways, exciting news, etc.

# VOICE

*How we want to say what we say: Professional + Polished + Personal*

## A TRUSTED, APPROACHABLE PEDIATRICIAN

- INTELLIGENT AND PERSONABLE || Canopy will have the voice of an educated professional who can offer wisdom, research-based recommendations, and practical counsel for parents. However, words chosen will be warm, friendly, and caring.
- CONVERSATIONAL YET CAREFUL || Canopy will engage *with* customers in its writing and not speak at them, bridging gaps and connecting with our audience. We will avoid unhelpful slang terms but still use phrases and words that have a common understanding for our target demographic.
- MODERN AND CONTEMPORARY || Canopy will be culturally relevant but not so edgy that it doesn't make sense to parents who are out of touch with youth culture and cutting edge technology. Canopy will translate youth culture and technology for parents who need to know how to digitally parent well and understand the world in which their children are growing up.
- TAMI TAYLOR || The mom from *Friday Night Lights*

# TONE

*The feelings behind what we say with what we say*

- Cared for, safe, trusted
- Smart
- Empowered
- Relieved, anxiety-free
- Family
- More trusted authority, not guilt-driven
- Talk with you, not at you
- Simplify your life, not complicate
- Images: Fun, caring, joyful, realistic
- Lighter but direct and concise

# AUDIENCE

*We crafted seven personas for our audiences. Our main one is Protective Paula, the parent most likely to be interested in Canopy. Information about her is listed here.*

## PROTECTIVE PAULA

### **A PARENT WHO WANTS TO PREVENT EXPOSURE TO PORN BEFORE IT HAPPENS OR AFTER ONE TIME**

Paula is most concerned about protecting childhood innocence. Whether or not her kids have seen porn or not, she wants to prevent it. She is well aware of the problem. Her children are late-elementary/middle-school-aged, and her family lives in the suburb of a mid-size city. She may work part-time, and she invests a significant amount of her days investing in her kids. When she thinks of "the problem," she is overwhelmed, worried that no software will actually work, and is concerned that it's too complicated. When she has a solution, she'll feel confident and not guilty for risking her child's safety when on devices.

SOURCES || Asking friends and trusted parenting sources, and searching on Google. Her regular Instagram and Facebook activity oftentimes includes parenting wisdom, tips, and resources. She would likely follow us there to learn more about us, even if her husband is the one who will investigate the app and install the technology.

### CORE MESSAGING

- Most kids see porn unintentionally. With Canopy, yours doesn't have to be one of them.
- Kids can't unsee porn. Stop them from seeing it in the first place.
- Keep kids safe online by blocking all explicit content with Canopy.
- Canopy || A Simple Solution to the Complex Problem of How to Stop Kids from Seeing Explicit Content
- Keep your kids safe online with a porn blocker that actually works, preventing them from sending inappropriate images of themselves, and choosing what websites and apps they can access.

*The world has changed. Kids today are exposed to explicit content that harms them all too easily because of technology in the palm of their hands. With Canopy, it doesn't have to be that way because our porn filter catches everything.*

## ORGANIZATIONS, INFLUENCERS, AFFILIATES

Canopy's audience is not limited to direct customers. Part of the strategy is to reach out to individuals and groups with a platform to talk about Canopy. Those include but are not limited to the following:

- Parents who are also early adopters of technology
- Leaders within in communities of faith
- Parenting and family
- Anti-trafficking
- Pediatrics, public health, and mental health (including counselors and counseling organizations)
- Media, specifically with audiences that tend to include parents and faith-based individuals
- Schools
- Faith-based organizations — churches, denominations, training organizations

Fristname Lastname  
12345 Street Name  
City, ST 12345



Dear Person,

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Best,

[SIGNATURE INSERTED HERE]

Firstname Last Name



First Name || Job Title Here  
name@hicanopy.com || canopy.us

# LOGO

COLOR

Primary Logo

Square



Horizontal



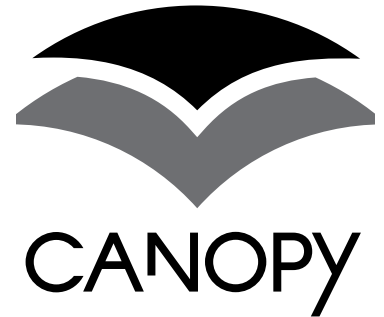
Icon Only



GRAYSCALE

Primary Logo

Square



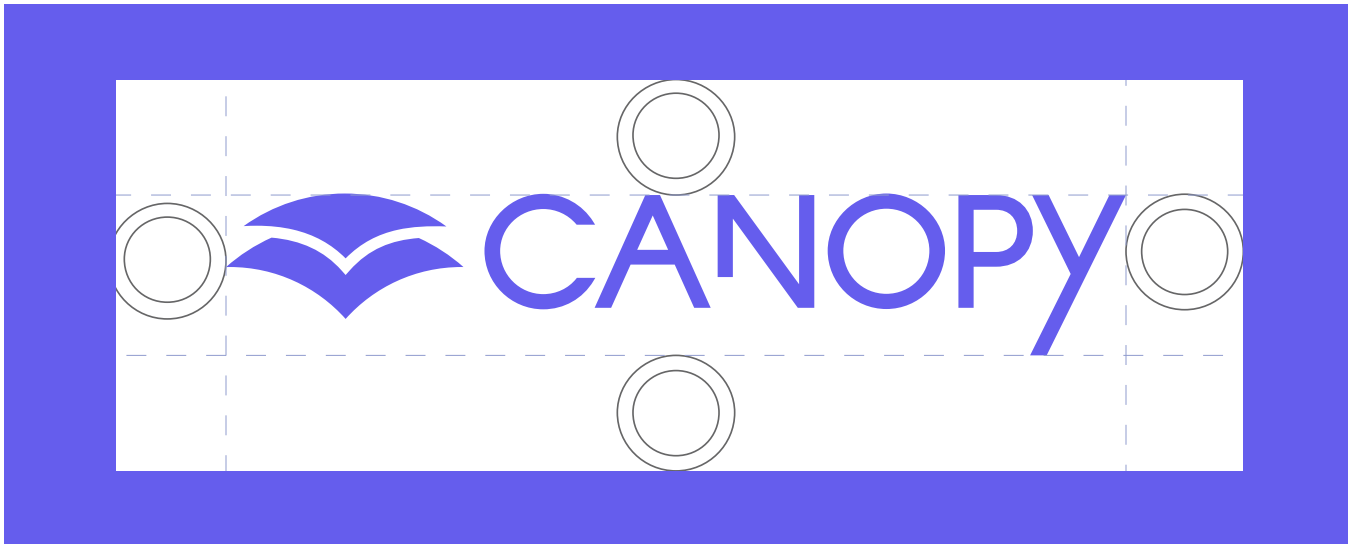
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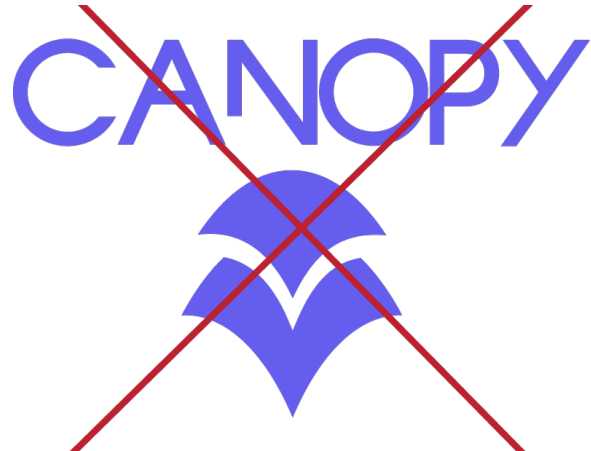
## SAFE AREA

No visual elements—graphics, text, special characters, etc.—should be placed within the safe area around the logo. This is defined by the size of the “O” in the logo.



# INCORRECT USAGE

Do not change the proportions, thickness, coloring or scaling the integrity of the Canopy logo.



# PHOTOS + VIDEOS

***PLEASE SEE @CANOPY.APP ON INSTAGRAM FOR EXAMPLES OF PHOTOS WE LIKE***

- Photos and videos will include children preferably no younger than 11 years old and, on average, 14-17 years old..
- Lighting will be warm and crisp.
- Strive to use visual elements that are clean and professional but not too cheesy, fake, or staged.
- Select pictures and videos that depict a fun, family environment.
- Backgrounds should be interesting but not too distraction.
- Colors should work well with the Canopy website, blog, and social media accounts.
- Avoid dark, shady images and videos.
- Make sure any accessories are age-appropriate (ex: rarely or never use photos with children drinking coffee)