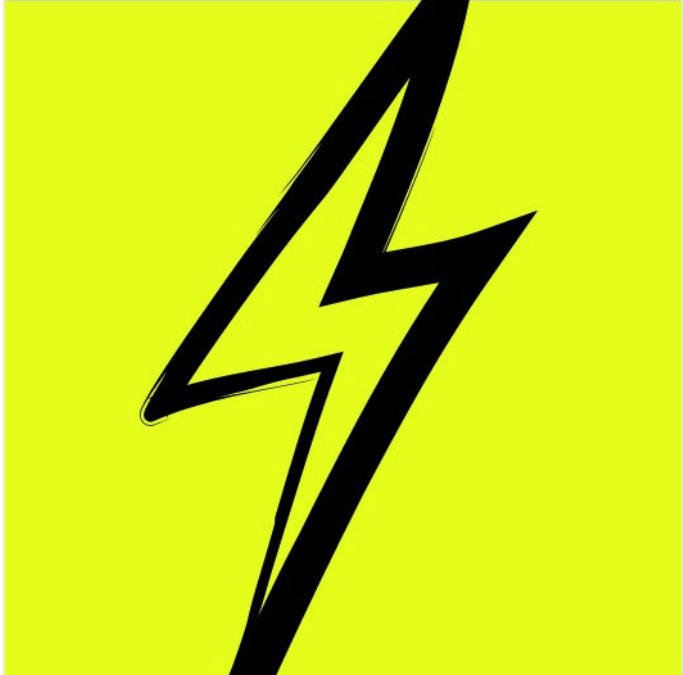


APRIL SIX CREDENTIALS

2025

**WE ARE
A GLOBAL GROUP
OF INDUSTRY
SPECIALISTS
CRAFTING MOMENTS
THAT MATTER FOR
BRANDS SHAPING
THE FUTURE.**



**BRANDS
WE'VE BEEN
PROUD TO
PARTNER
WITH**



BRANDING + WEB REFRESH

Built-to-last brands applied to customer-centric web experiences that drive measurable action.

ABM PROGRAMS

Designing 1:1, 1:few, and 1:many strategies and activating programs into market through intent-led media.

BRAND CAMPAIGNS

Activating brand stories by creating moments to spark new audience engagement and awareness.

MEDIA + REPORTING

Planning, buying, and reporting on paid media across search, social, display, content syndication, direct buys, CTV, and OOH.

DEMAND CAMPAIGNS

Single- or multi-campaign demand generation strategies to capture and qualify leads for sales team follow-up.

CONTENT DEVELOPMENT

Video to infographic, short- and long-form content to educate and inspire audiences.

WE HELP GTM LEADERS BRIDGE BUSINESS STRATEGY AND MARKETING EXECUTION

How? By integrating the capabilities of a management consultancy and a marketing agency—all underpinned by analytics, data and technology, and all under one roof. Net result: Accelerated performance. Zero signal loss from strategy through execution.

Our client focus > Brands in complex markets:











300⁺

Expert teammates

4

Integrated services

6

NA & UK locations

6

Key industries

GETTING STARTED: **FROM FIREBRICK TO FINISHED BRAND** **IN THREE STEPS**



THE PAYSCALE REBRAND

Payscale provides salary data and compensation management resources to individuals and employers, but its B2B audiences—the primary revenue driver of its business—were not leveraging those capabilities. Prospects did not fully understand how Payscale’s solutions could help them gain competitive advantage. With Firebrick’s strategic positioning in-hand, Payscale partnered with April Six to operationalize the positioning into a customer-facing brand-story framework, refresh the brand identity, and create a completely new web experience to drive increased B2B engagement and conversions.

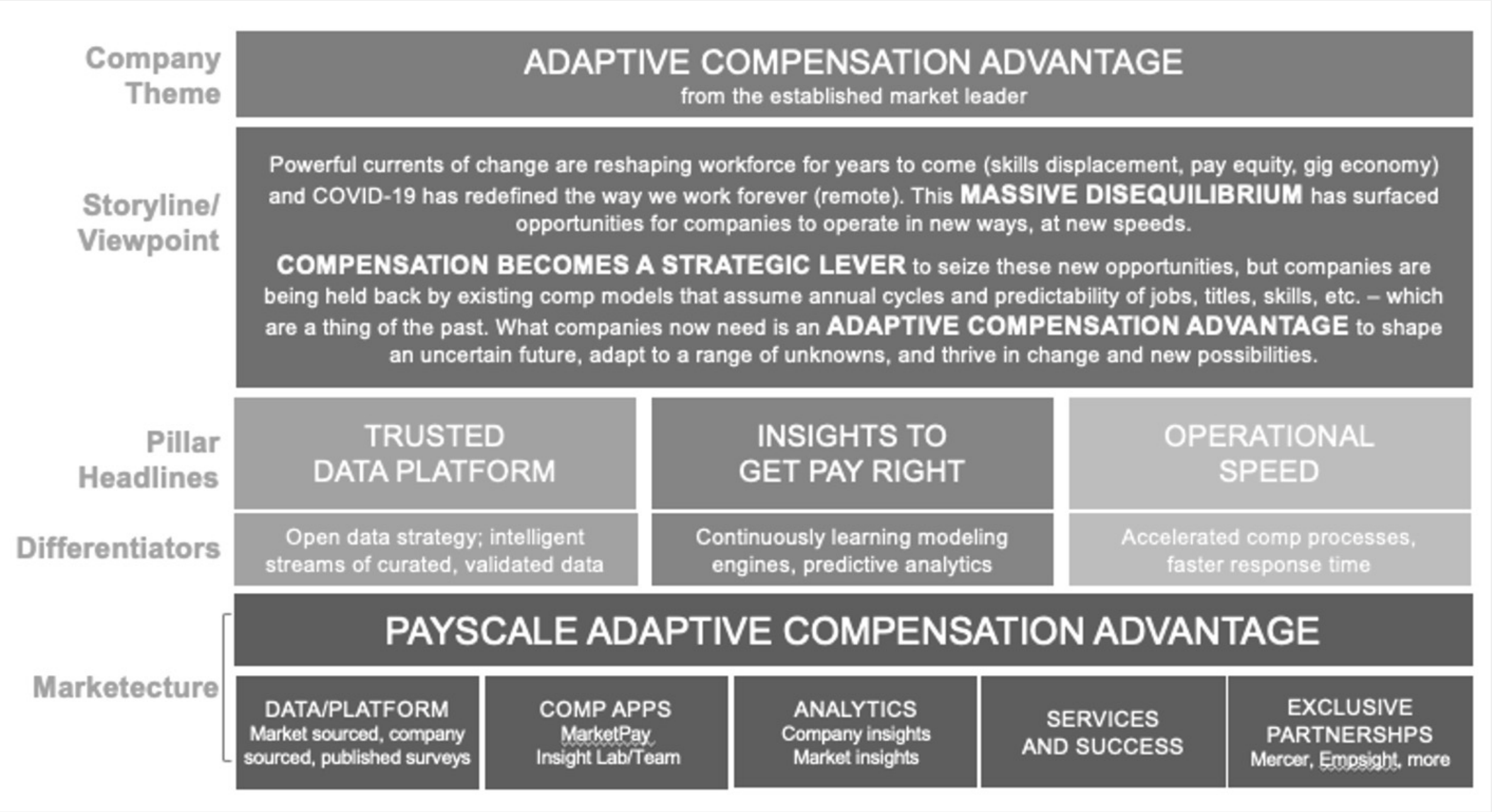
1 UNPACKING THE POSITIONING

Key insight:

"COMPENSATION BECOMES
A STRATEGIC LEVER TO SEIZE
NEW OPPORTUNITIES."

Key differentiator:

ADAPTIVE
COMPENSATION
ADVANTAGE



2 BUILDING THE BRAND STORY

Vision: **EMPOWERING COMPANIES TO MAKE COMPENSATION A STRATEGIC ADVANTAGE**

Mission: **BY DELIVERING ALL THE RELEVANT DATA IT TAKES TO GET IT RIGHT**

Vision	Empowering companies to make compensation a strategic advantage			Mission	By delivering all the relevant data and resources it takes to get it right		
Values	Dedicated	Transparent		Invaluable	Progressive	Experienced	
Internal narrative	When the market shifts, so does everything else, from the way we work to the employment we seek, and even how much we're paid; navigating changing market landscapes can be challenging for any company. Businesses don't just want to survive; they want to thrive. And, in the face of change, many of them look to market leaders for the safest route through to the other side. Economic crises or even pandemics happen, like COVID-19—and PayScale has been a North Star through it all. Since the Great Recession, PayScale has carried out its mission with one goal: to empower all companies with reliable data and the resources they need to react fast to change and get compensation right. PayScale <i>ensures</i> sudden changes mean success, not setbacks. The Adaptive Compensation Advantage from PayScale provides companies with relevant, reputable data, powerful technology, competitive insights, and experienced leadership so individuals and organizations can hire fast—and hire well, support their teams with limited resources, progressively address pay equity, and lead the way forward, so they don't just bounce back from big changes. They remain untouched. And better yet—they break away .						
Elevator pitch	Option 1: The constant, unexpected shifts in modern business make it harder than ever to get compensation right. With reliable, up-to-date salary data, powerful technology, and experienced leadership from PayScale, you can get compensation right under any market conditions.			Option 2: The constant, unexpected shifts in modern business make it harder than ever to get compensation right. With reputable, up-to-date salary data, powerful technology, and experienced leadership from PayScale, you can react fast to the changing economy to get compensation right and gain a competitive advantage.			
Core audiences	HR Generalists			Compensation Specialists			
Core solutions	Verified data	Technology platform		Thought-leadership	Professional services	Industry-recognized resources	
Reasons-to-believe	Adaptive Compensation Advantage						
	Adaptive		Compensation		Advantage		
	1. React fast to change		1. Get it right		1. Streamline and optimize processes		
	2. Rely on data		2. Tap into insights		2. Hire top talent		
	3. Validate decisions		3. Learn from experienced leaders		3. Outperform competitors		

THE ADAPTIVE COMPENSATION ADVANTAGE



ADAPTIVE

- React fast to change
- Rely on data
- Validate decisions

COMPENSATION

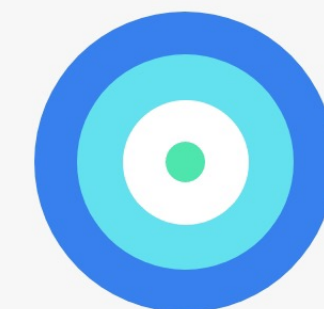
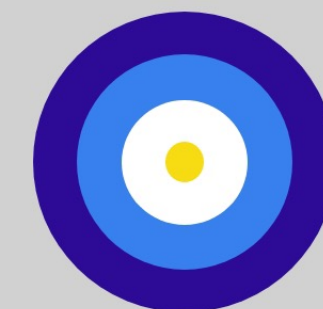
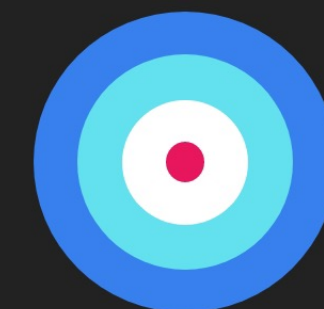
- Get it right
- Tap into insights
- Learn from experienced leaders

ADVANTAGE

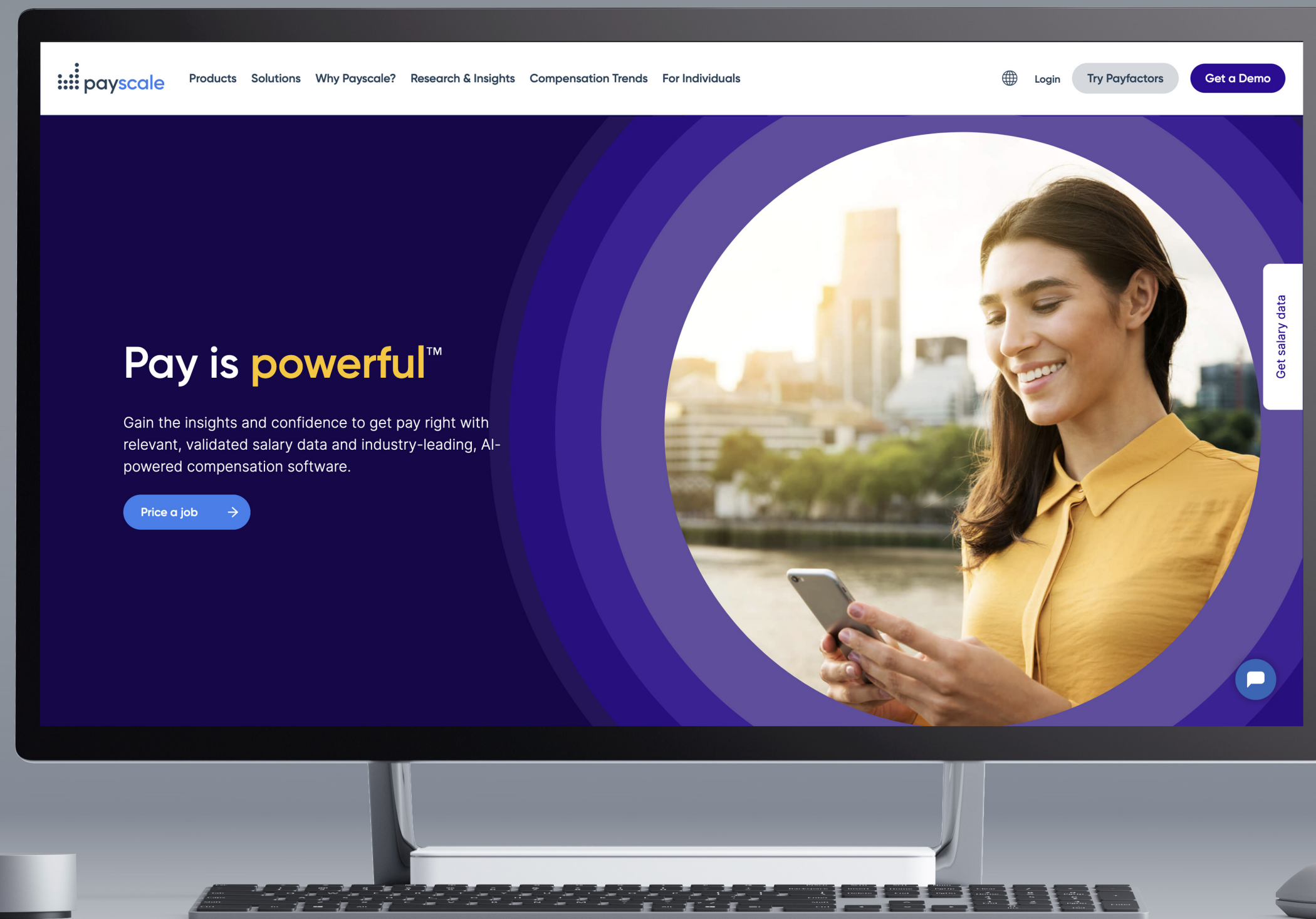
- Streamline and optimize processes
- Hire top talent
- Outperform competitors

THE CIRCLE OF EVOLUTION

The April Six team built a new brand narrative and messaging framework from the Firebrick positioning (unpacking the Adaptive Compensation Advantage theme). We also reimagined the brand's design, taking visual inspiration from the previous logo and the brand's graphical circle elements. Built around an overarching conceptual idea—"Pay is a powerful thing"—the brand evolution became the compass that guided the creation of the new B2B-centric web experience. April Six worked to define content hierarchy and prioritized providing B2B audiences with meaningful value.



3 EXPRESSING THE BRAND IDENTITY



PAY IS A POWERFUL THING


When the market shifts, so does everything else, including pay —so it really shouldn't play an insignificant role in organizations. Pay is actually a powerful thing, because where you find change, you can also find opportunity. Payscale empowers businesses and professionals to use changing pay conditions to their advantage. By providing relevant data, easy-to-use software, and services to #getpayright, they've helped users understand when and how to act as the market evolves, guided organizations to use pay as a strategic lever for surviving and thriving when big shifts hit, and given countless businesses the leads they needed to break away from the competition using one very powerful thing: pay.


Pay is a powerful thing





Pay is a powerful thing







Learn how Nestlé uses the power of pay to break away





Pay is a powerful thing





Turn pay into strategic power

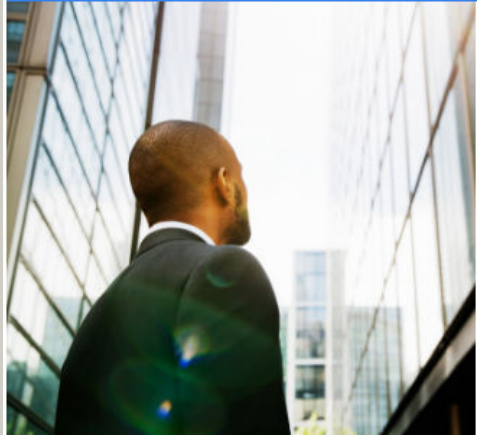
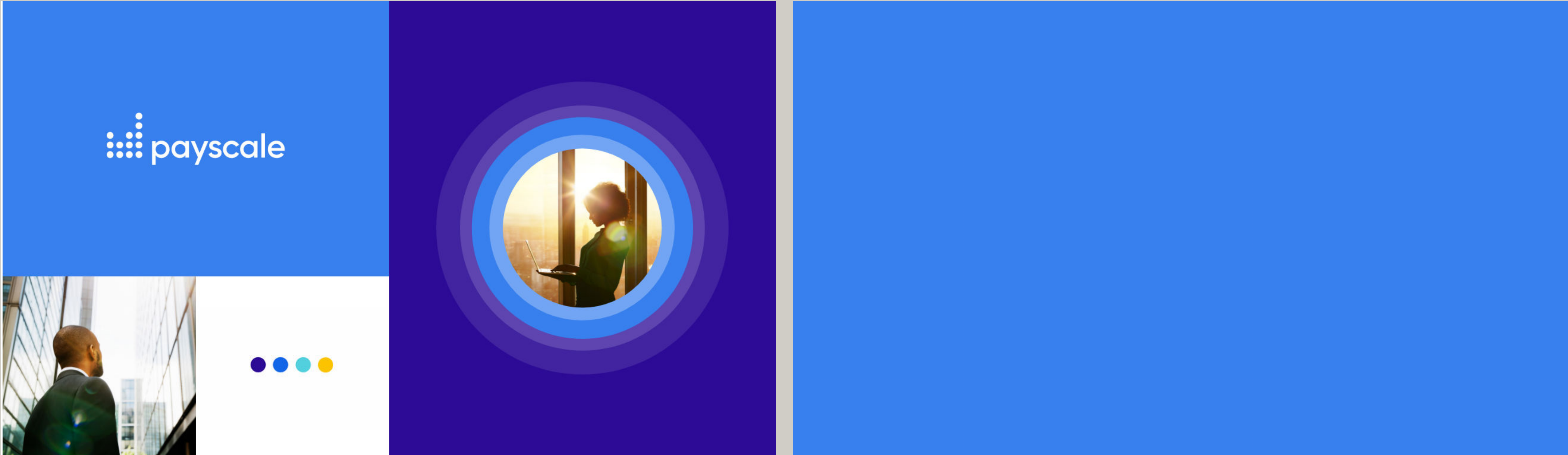




Pay is a powerful thing







Type specimen

Aa

Font

Gilroy

Weights

Regular
SemiBold
Bold

Color palette

<p>Color</p> <p>#17064B</p> <p>RGB 23, 6, 75</p>	<p>Color</p> <p>#2E0895</p> <p>RGB 46, 11, 150</p>	<p>Color</p> <p>#D50E51</p> <p>RGB 213, 14, 81</p>
<p>Color</p> <p>#3880EE</p> <p>RGB 56, 128, 238</p>	<p>Color</p> <p>#53D1DE</p> <p>RGB 83, 209, 222</p>	<p>Color</p> <p>#FFB300</p> <p>RGB 255, 179, 0</p>

Logo

The Payscale logo is available in three color schemes: color, white, and dark. The color version works best on a white or light background. The white version should be used on dark backgrounds. The dark version can be used where the necessary ratio for the logo is needed, but should always be evaluated for adequate contrast.

Access Logo >

Clear space



The clear space is based on the letter 'a' in the logo. Horizontal and vertical space requires the full height and width of the 'a' on either side, as shown.

Color



White



Dark



Color palette

We are committed to complying with the Web Content Accessibility Guidelines (WCAG) standard. To do this, we choose primary, secondary, and extended colors that support usability by ensuring sufficient color contrast between elements so that people with low vision can see and use our products.

Primary colors



Accent colors



Neutral colors



Gradients

Gradients are used to add depth and interest to a layout. The main color gradient should be used sparingly and is not featured in the main color palette.

Multi color gradient



Neutral Gradient



Blue gradient



Gradient do nots



Circle usage

The circle can be used as a mask to reveal part of a graphic, or as a container to feature an image. The circle can also be used to create a graphical element.

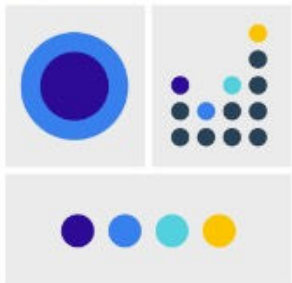
Circle as mask



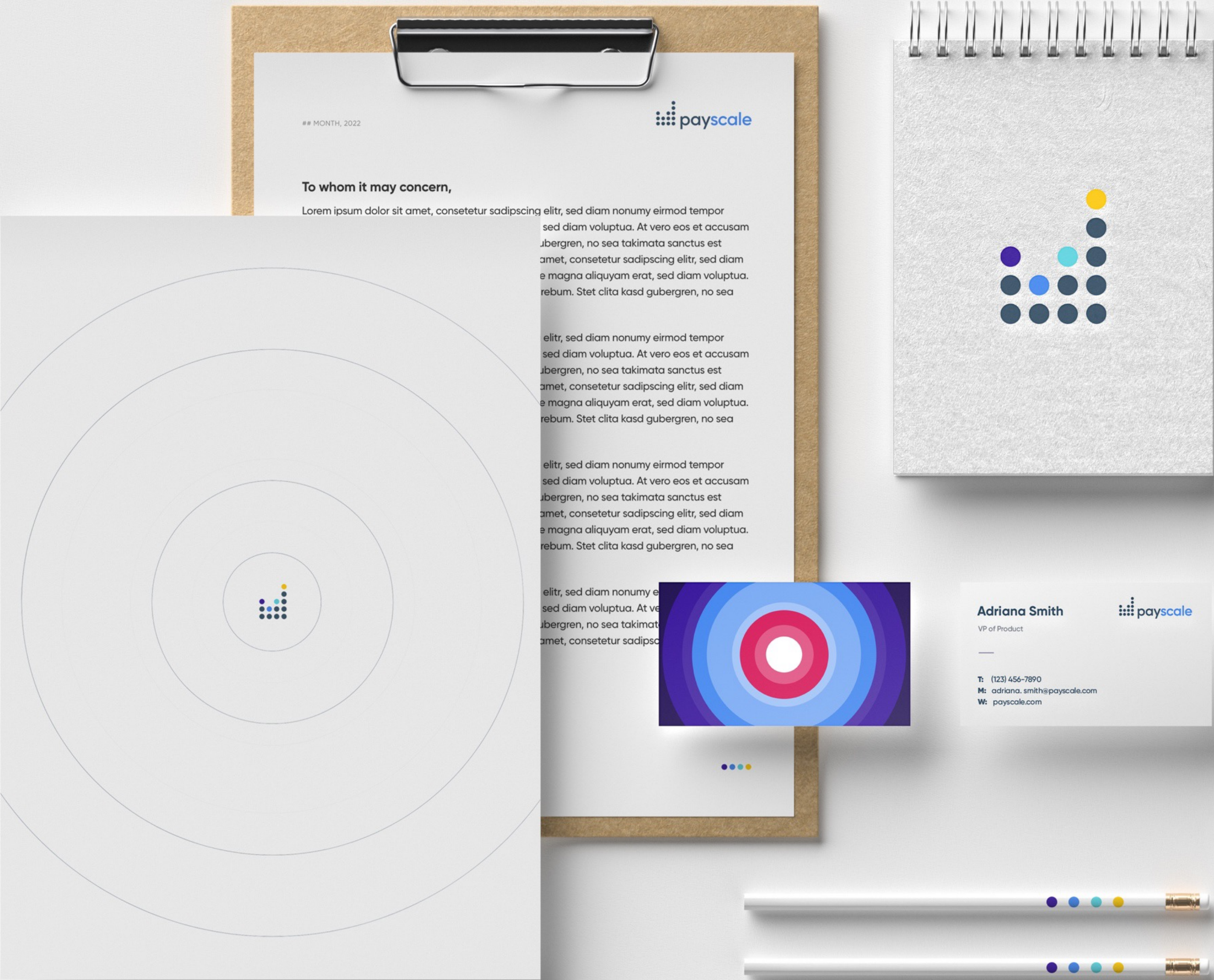
Circle as container



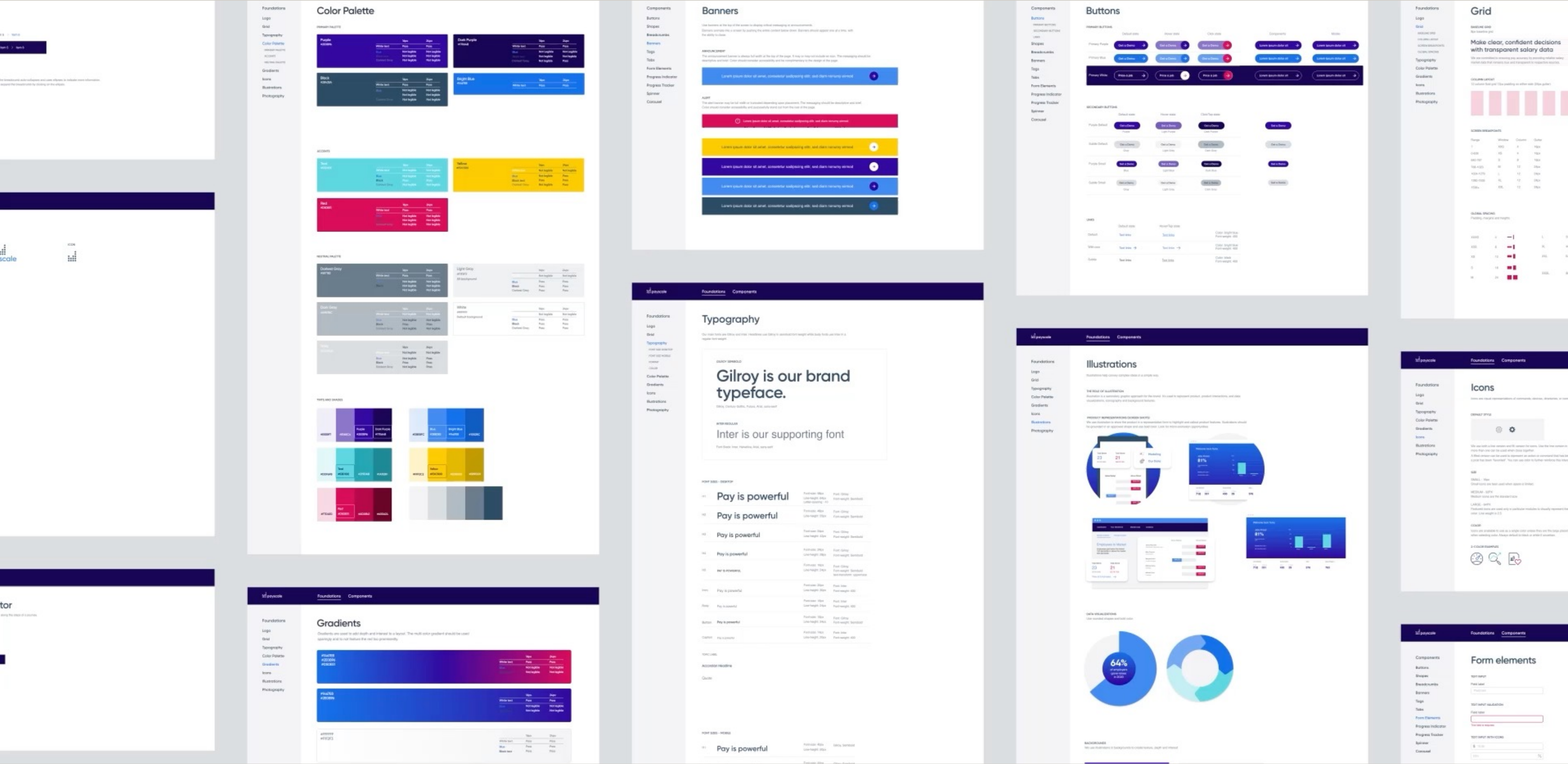
Circle as graphic

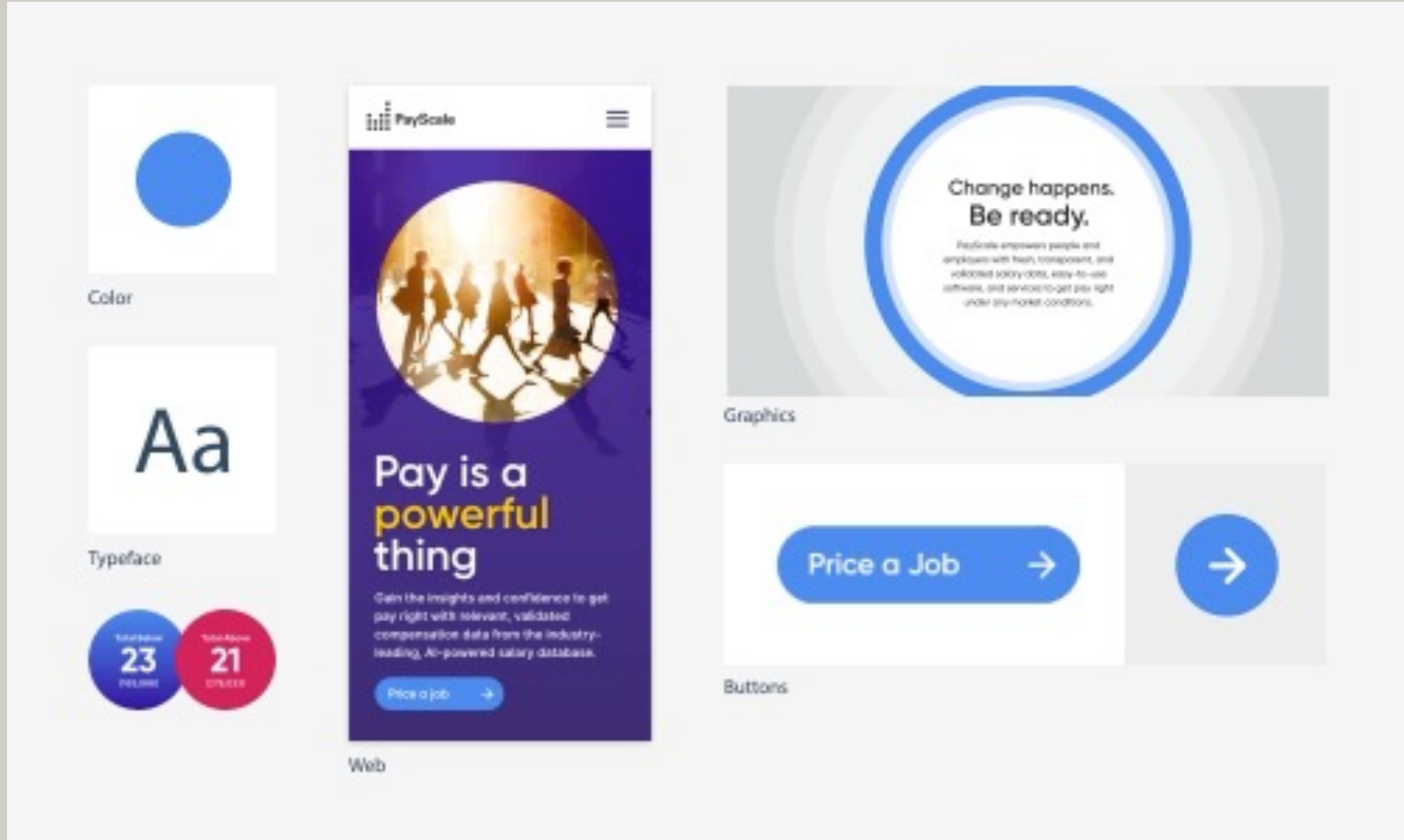
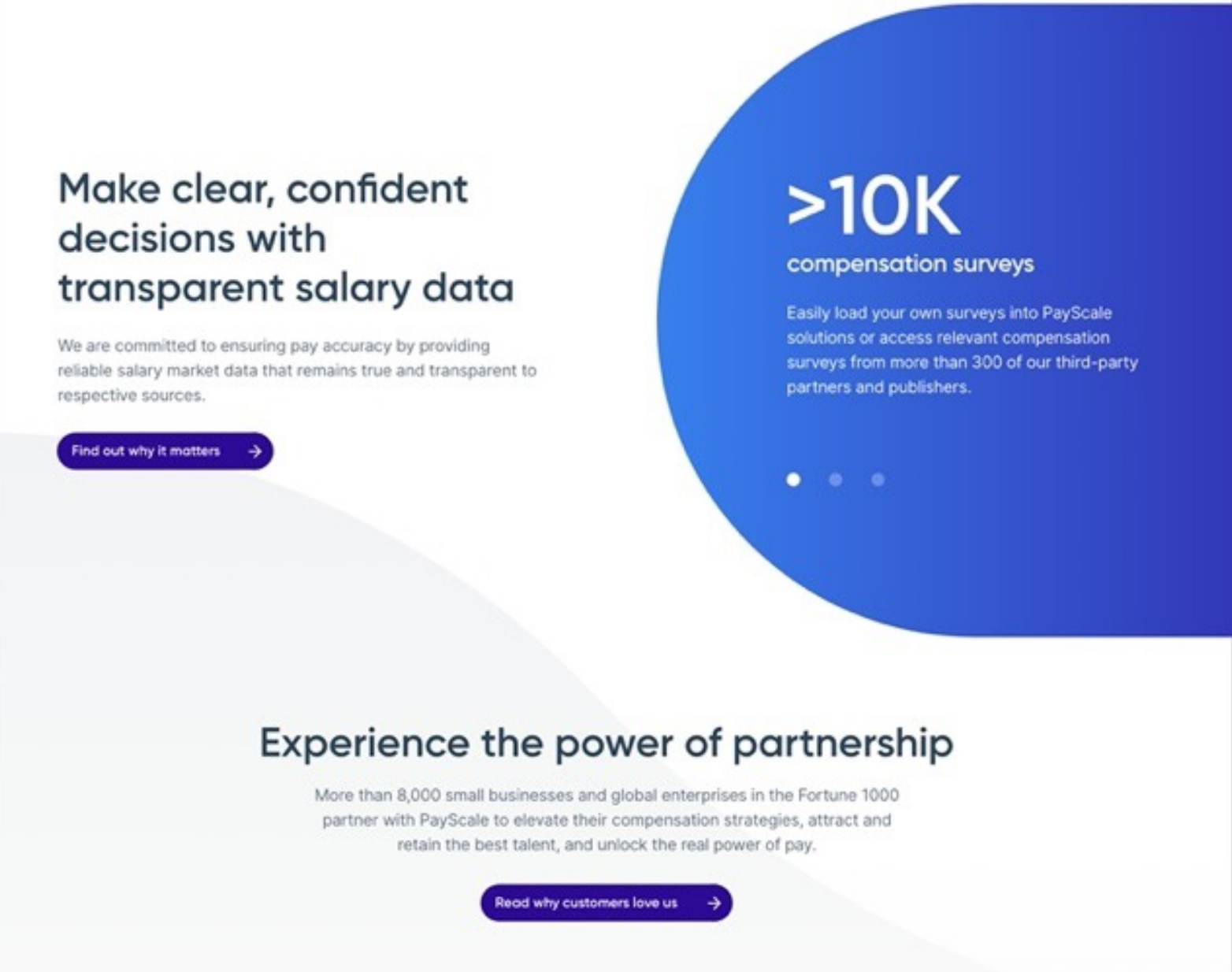
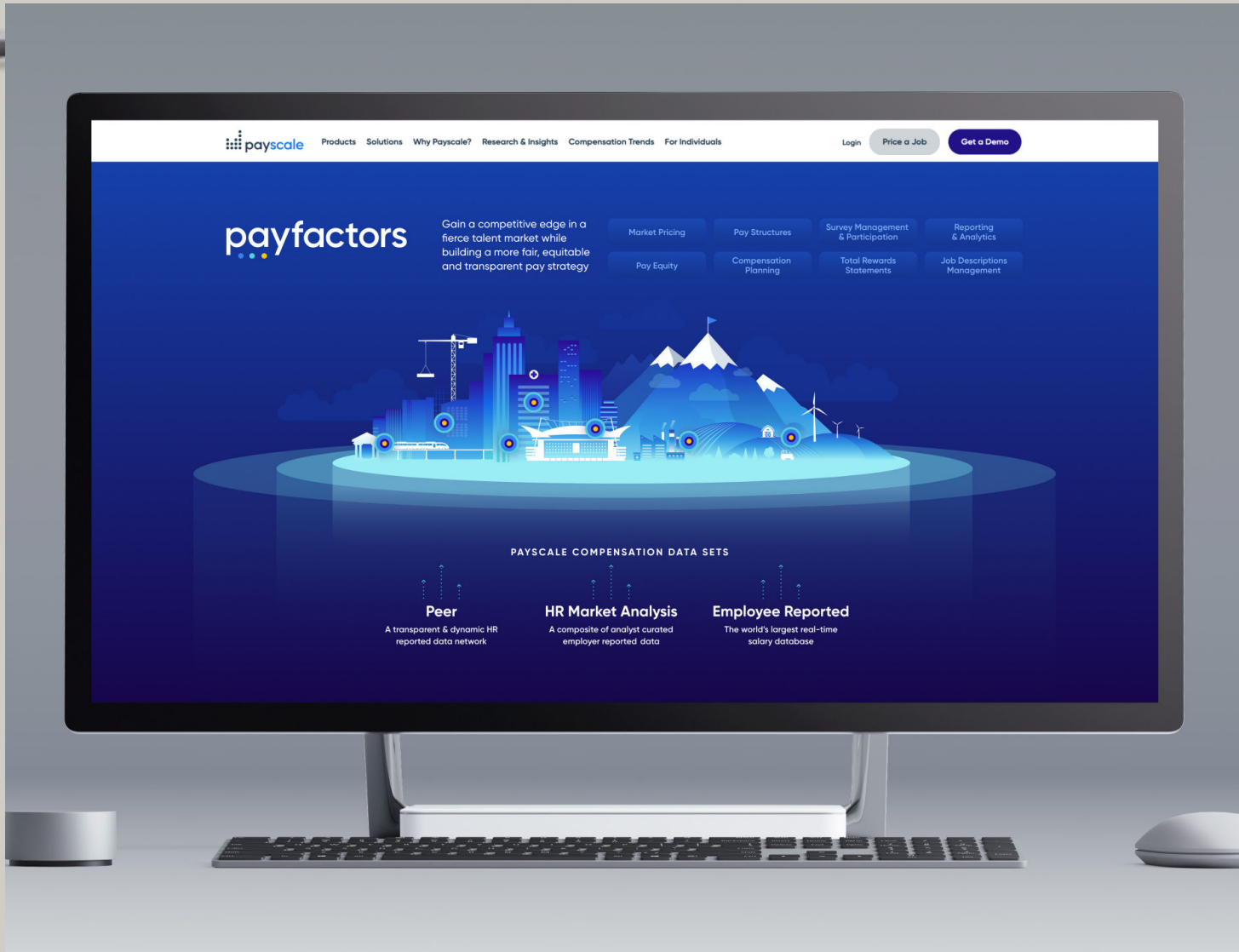
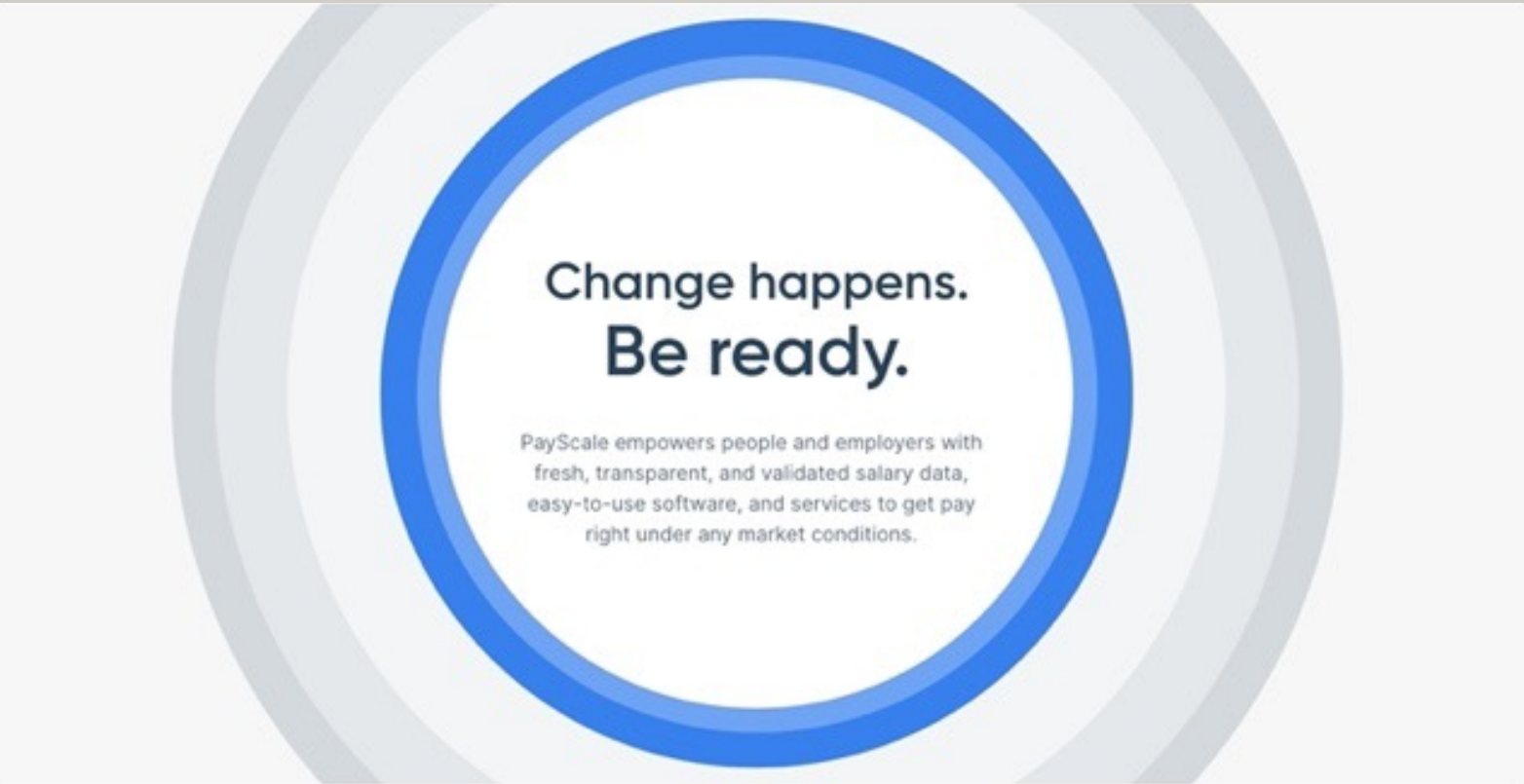
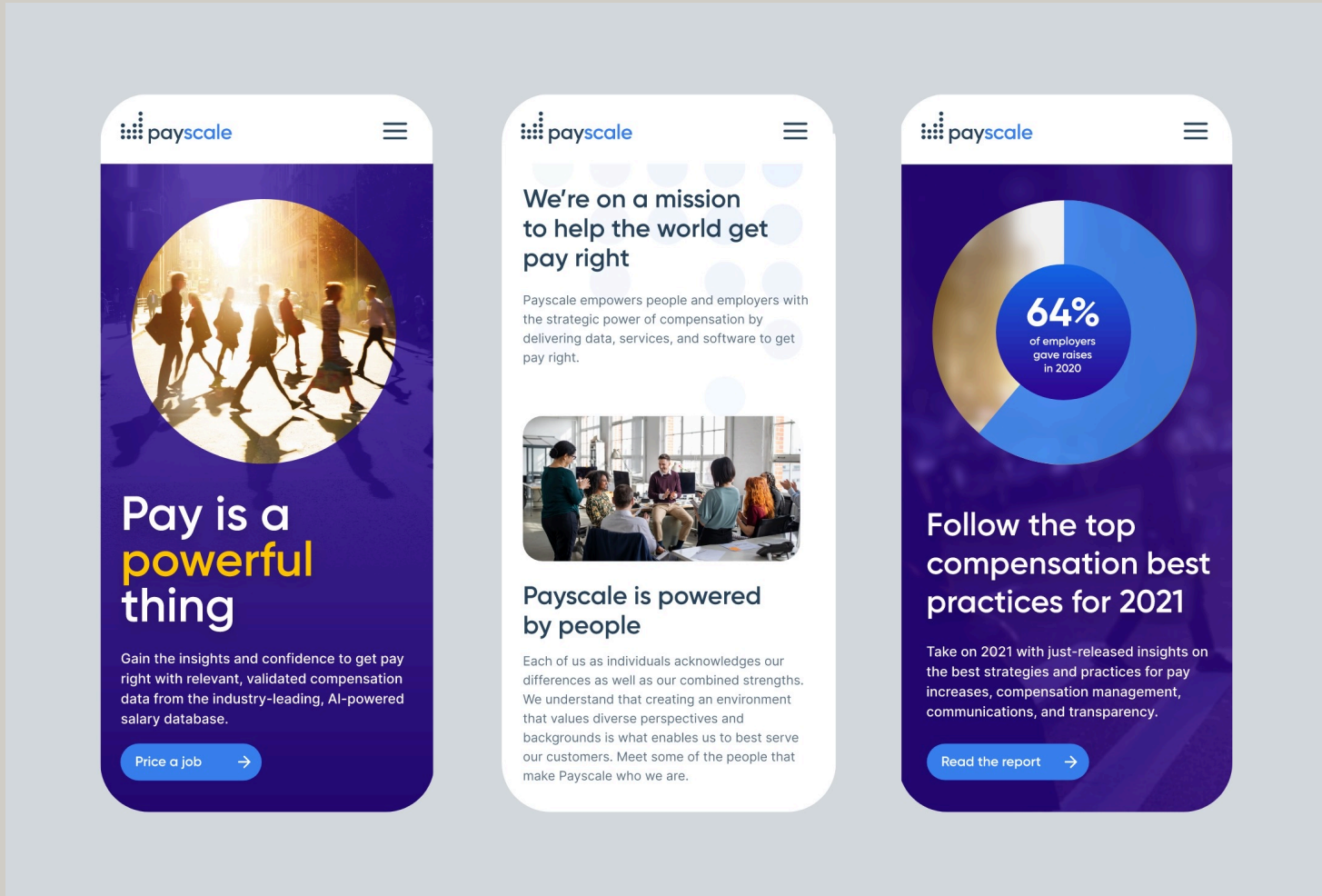
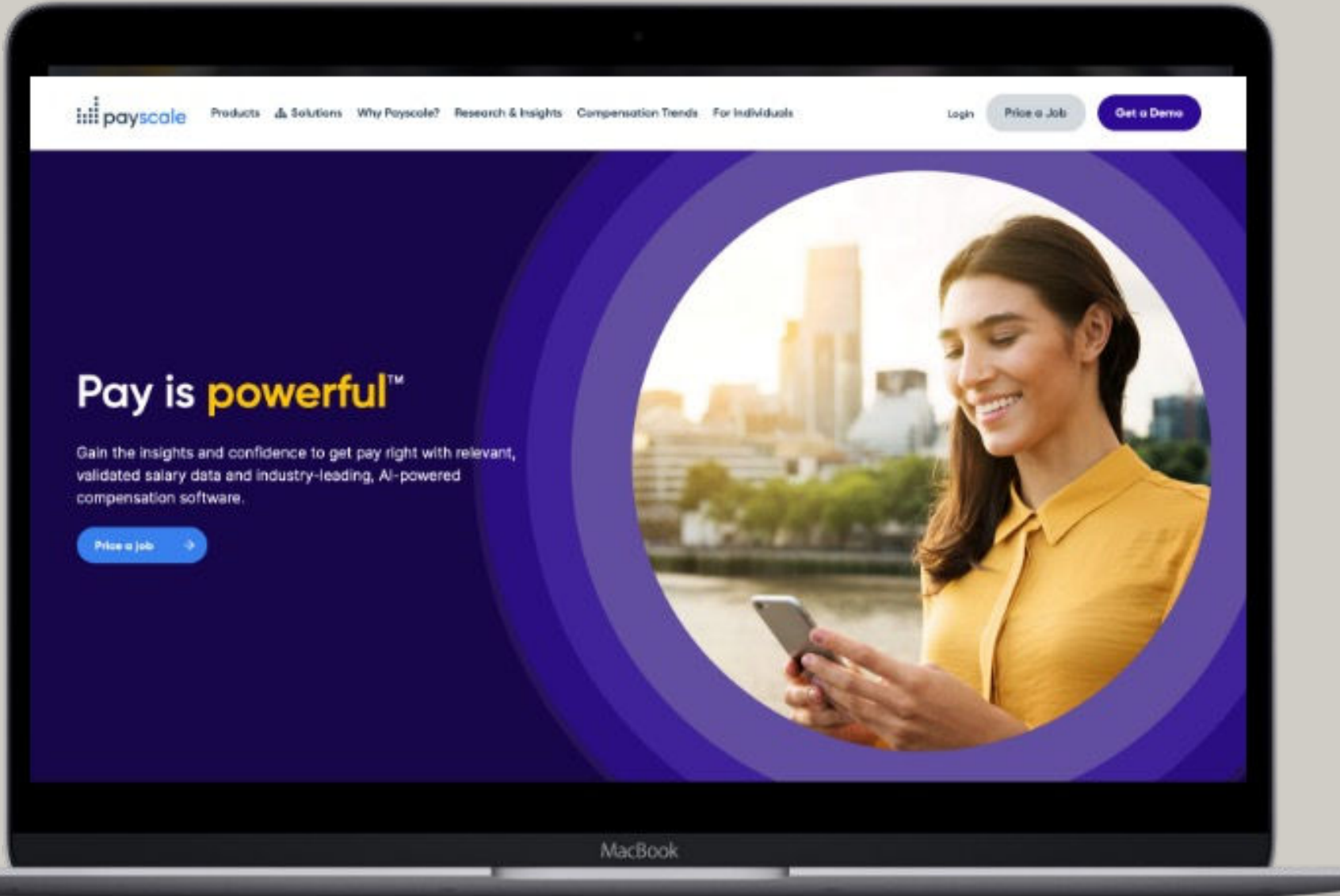


Brand Identity Applied









#GetPayRight

RESULTS

SINCE OUR NEW SITE LAUNCH,
WE HAVE SEEN A MASSIVE
SPIKE IN INTENT-BASED
CONVERSIONS—EXACTLY
WHAT WE SOUGHT TO DO!

94%

Increase in B2B CTA CTR

150%

Increase in leads generated from .com

