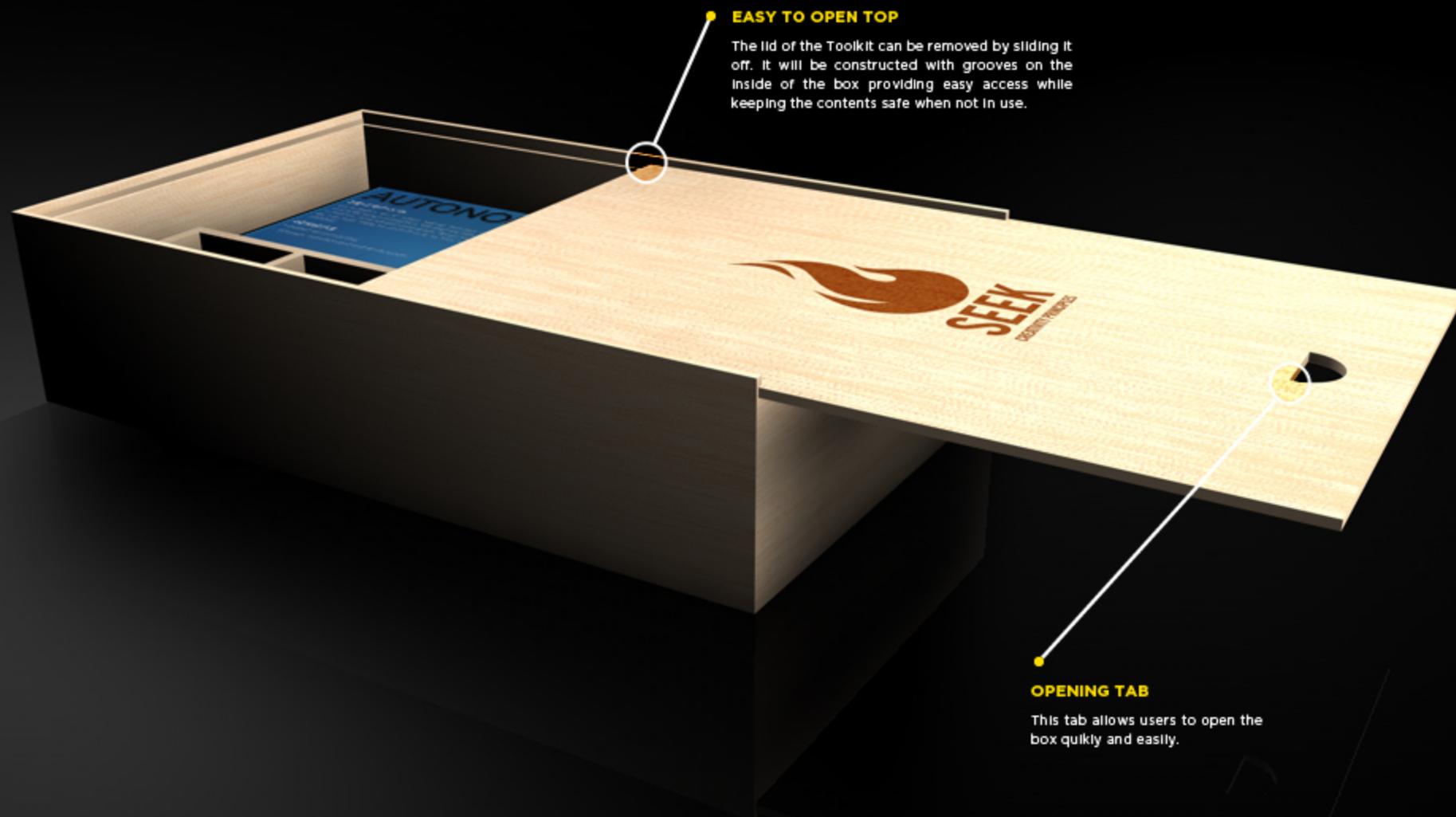




**LASER ETCHED LOGO**

The lid of the Toolkit will be laser-etched with the new Seek branding



**EASY TO OPEN TOP**

The lid of the Toolkit can be removed by sliding it off. It will be constructed with grooves on the inside of the box providing easy access while keeping the contents safe when not in use.

**OPENING TAB**

This tab allows users to open the box quickly and easily.



**DIE-CUT SPACE FOR EACH PIECE**

The bottom of the Toolkit will be lined in foam (much like that found in gun cases) that will be custom cut to fit the specific pieces. This will make assembling the Toolkit after use extremely intuitive and ensure that each piece maintains its proper place for first-time users.



**PRINCIPLE TILES**

Each kit will contain 10 tiles, representing each of the Creativity Principles. During a design session, the team will mix-and-match to populate the Principle Tray with the optional blue tiles. The red tiles will be glued into place since these two principles are included for every project.

**PRINCIPLE CARDS**

These cards will be printed on stock paper and will basically function as more detailed summaries of each Creativity Principle. They are meant as a reference while the team debates the merit of each Principle in the design session.

**PRINCIPLE TILES**

There will be two stacks of Principle Tiles colored blue in each kit. Each of these will represent one of the 8 Creativity Principles that can be used to help design an experience.



**PRINCIPLE TRAY**

This tray will contain 5 slots - 2 of which will be permanently filled by the Clarity of Framework and Coreographed Energy tiles. The remaining slots will be filled during the design session using the other Principle Tiles.