



Media Kit

PURPLE, ROCK, SCISSORS

407.936.1749 — hello@prpl.rs



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Contact Information



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[Purple Rock Scissors](https://www.facebook.com/PurpleRockScissors)



WHAT WE DO

Purple, Rock, Scissors designs and develops innovative digital products and services for forward-thinking brands.



WHO WE ARE

Purple, Rock, Scissors (PRPL) is an Orlando-based product design company—a team of strategists, creatives, and engineers focused on building great products. We exist to be a sandbox of challenging exploration where we unapologetically push boundaries and explore our world.

Our staff ranges from 40 to 50 employees, both in-office and remote. PRPL HQ is located on the 20th floor of the Chase Plaza building, overlooking the flourishing city. Our clients and friends include some of the world’s greatest companies, who we build meaningful relationships with as we explore creative solutions.

Whether we’re working with innovative startups or global corporations, PRPL is powered by goal-driven design and the principles of user experience. Our team of multidisciplinary professionals are here to create, iterate, and find answers to real human problems.

COMPANY VALUES

01

Commit

02

Explore

03

Do Great Work



Meet Our Leaders



Bobby Jones

FOUNDER/CEO

An advocate for innovation and an influential leader, Bobby pioneers PRPL's team of strategists, creatives, and engineers to deliver best-in-class experiences.



Michael Parler

VP, STRATEGY & ENGAGEMENT

Michael has been at PRPL for over 10 years and provides goal-driven strategic guidance, with a focus on building meaningful relationships with clients.



Dave Armstrong

VP, PRODUCTION & OPERATIONS

Dave's experience in running startups and his focus on lean principles make him a powerful leader, streamlining innovation and ensuring that we deliver on our promises.



Jim Powell

DIRECTOR OF TECHNOLOGY

Jim leads the Technology team, providing direction to PRPL engineers and utilizing the latest technologies to match client objectives with real solutions.



We offer a variety of engagement models

Below are the ways we typically engage clients. While these are the most common methods, we also offer more customized solutions for complex projects and engagements.

Strategy & Consulting

Starting at \$5,000 / day

We work closely with clients through strategic consultation, **embedded workshops**, and other à la carte services. Our wide range of services include consumer research, strategic audits, digital consultation, product roadmap development, on-site workshops, go-to-market strategies, online visibility strategies, usability testing, focus groups, and creative ideation sessions.

- 1 - 5 + working days
- On-site or Remote Process

Plan & Prototype

\$15,000 - \$35,000+

This is the best option for start-ups or established companies who wish to prototype their vision or fully plan their next product idea. **Plan & Prototype** projects typically include discovery, research, project planning, user experience (UX) design, content strategy, functional requirements, technology R&D, clickable prototypes, high-fidelity design comps, and more.

- Pricing is a narrow estimate range with suggested Do-Not- Exceed (DNE) amount
- Typically 6 - 12 week process

Design + Build

Starting at \$50,000

We fully develop your new product and bring it to market. Great for creating new MVP platforms, SaaS products, large-scale / enterprise CMS, content migrations, integrated systems, and other technology-heavy projects. **Design + Build** projects leverage PRPL's **9-Stage Production Process** that includes Plan & Prototype services, plus Development, Testing, Launch, and Warranty. Once we ship, we train your staff and hand over the keys.

- Pricing is a wider estimate with suggested Do-Not-Exceed (DNE)
- Typically 4 - 6 month process

Agile / Monthly

Starting at \$10,000 / mo.

Monthly agile process with a hand-crafted and dedicated production team. Following our **Agile / Monthly** process, we collaborate with you to ideate and estimate tasks, prioritize requirements, maintain ongoing project roadmaps, features, and sprint release schedules. Your PRPL team may be remote, work in-house with you, or blend these two options.

Production hours are charged into your monthly budget and billed in arrears.

- Typically 6 - 12 + month engagement
- 90 day minimum commitment



Our Services

We don't get bogged down with "big company" culture.
Here are the only things that matter to us:

Product Design

- User Experience (UX) Design
- Iterative & Rapid Prototyping
- Product Planning & Roadmaps
- Product Requirements Development
- Usability & Heuristics Improvements
- Immersive / Experimental Innovation
- VR & Augmented Reality

Digital Strategy

- Research & Insights
- User / Audience Definition
- ROI & Conversion Optimization
- Analytics & Insights
- Go-to-Market Strategies
- Enterprise Architecture
- Embedded Team Resources

Technology & Engineering

- Product Engineering
- SaaS / Software Development
- System Integrations & Web Services
- Enterprise CMS
- eCommerce
- IoT & Wearables
- Hardware R & D

Product & Services Support

- Product + Brand Engagement Strategies
- Investor Decks & Pitch Materials
- Digital Content Strategies
- Photo / Video / Asset Development
- Motion Graphics
- Digital Footprint & Touchpoint Development
- Program Management Support



Awards & Recognitions

- American Advertising Awards (ADDYs)
- Favourite Website Awards (FWA)
- The Webby Awards
- W3 Awards
- Awwwards
- CSS Awards
- ReBrand 100
- Applied Arts Interactive Media
- Orlando Business Journal
- Adobe Site of the Day
- Best Workplace for Commuters
- Davey Awards
- Orlando Weekly
- Orlando Sentinel
- Orlando Egotist
- 12ozProphet
- The Daily City
- HOW Design Awards
- Abduzeedo
- Pixel Awards
- Creative Loafing





Fun Facts

01. First named Hydra Studios in 2003
02. 40+ employees
03. Located on the 20th floor of Chase Plaza
04. Clients span over four continents
05. Nope...name does not have a cool, secret meaning
06. Follow an agile structure with cross-functional teams
07. 5 offices in 12 years
08. Team invented **Gifn**, an interactive photo booth, for a birthday party
09. Work from home (or wherever) every Wednesday
10. Always have beer on tap



Brand Guidelines

We're particular about our brand and how it's repped across different media, so below is a reference for mark usage. Please contact **Ariel Rivera** (ariel@prpl.rs) for high-resolution files and logo variations.

[Download our full Brand Guide](#)



PRIMARY | PRPL SHIELD



PRPL^{RS}

PRIMARY | LOGO TYPE



SECONDARY | LOGO TYPE

PRPL^{RS}

PURPLE, ROCK, SCISSORS

Thank You

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