

Nic+Marks

LONDON, UK 2018

AN UPSCALED PERSONAL
BRAND ALONG WITH A FEW
AND FRESH WEBSITE FOR
**THE CREATOR OF THE HAPPY
PLANET INDEX**

We love personal brands. All the better when our client has a shining personality and is actively working towards changing the world for the better.

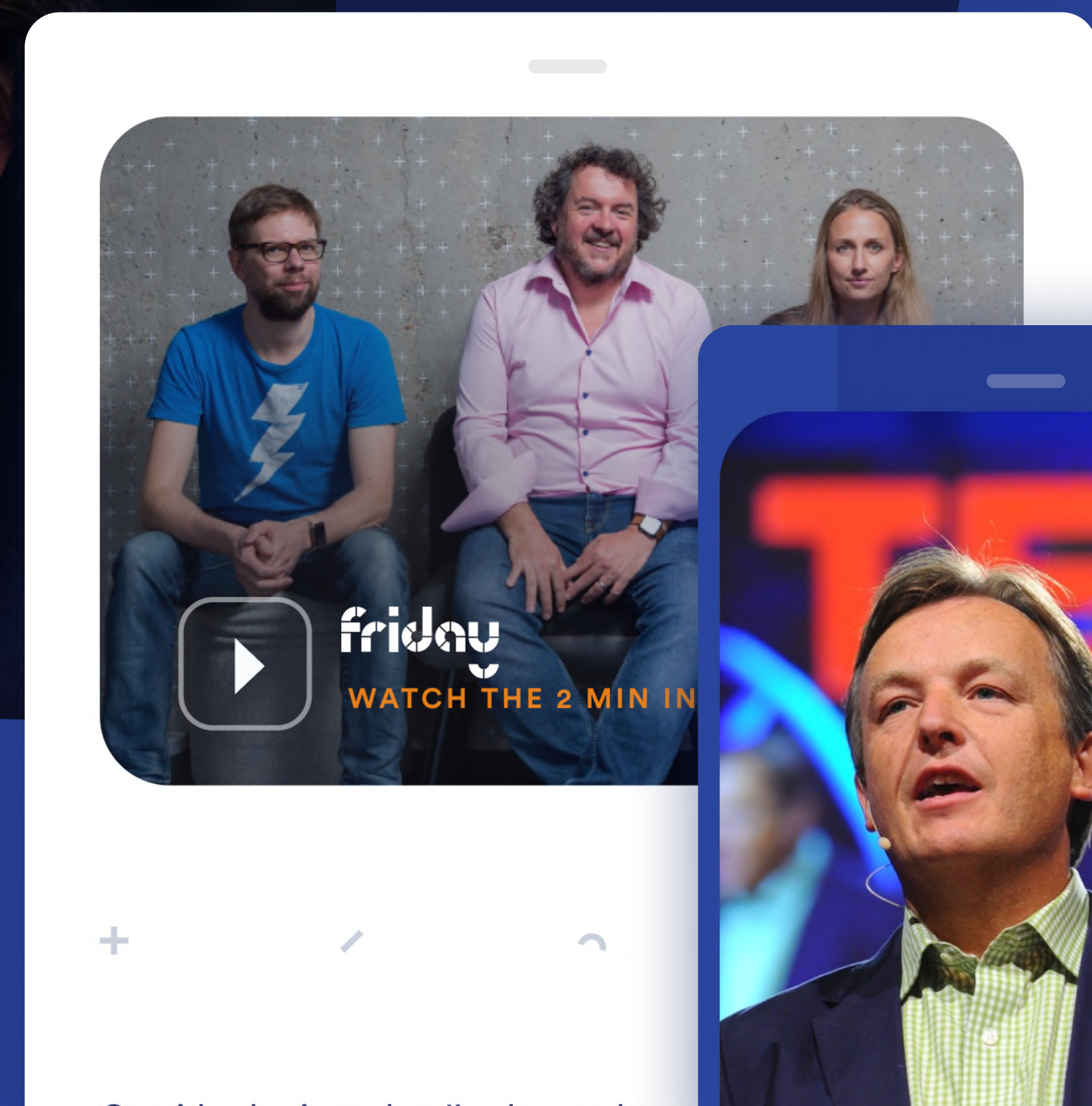


Nic Marks, "the statistician with a soul" is renowned for his work on the Bhutan Happiness KPI research and for the development of the Happy Planet Index.

Nic is also an experienced Ted speaker the founder of FridayPulse: the London-based startup where besides leading the company he's also the one backing the math behind the SaaS that gives enterprises and startups alike the necessary tooling to measure their employees' happiness in the workplace.

A person with so much to say needs a platform to do him justice.

Nic and, we were aiming to come up with a platform that'd reflect well on Nic's insightful and cheerful personality, as well as to provide a home base for his fellowship' of happiness enthusiasts.



“ Pffft.
Happiness isn't science. Of all the things you could measure to forecast groups of people's future... the numbers behind

Global Data Disagrees.

Put people's real lives at the centre or whatever system, whatever model you are using to track the quality of life, and this emotion headlines. You can't ignore it. But you can track it.

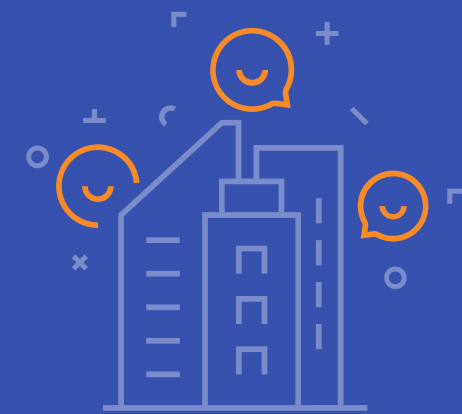
Even as a relatively wealthy young man, I learned that money doesn't solve all your problems—or guarantee happiness.

Outside sharing what I've learned on s

02

AMBITION

How can we make a website that impacts people the same way
Nic does in person or on stage?



03
CHALLENGE

Personal brand websites are mostly there for due diligence. Whenever someone is looking you up online, having a personal website helps them quickly find out what they wanted to know about you and your business, while you have an improved ability to convey what you consider important for people to know.

Now a personal brand website that leaves its audience with their expectation exceeded is not something you see every day. And that's because it's no easy feat to achieve.

While Nic's complex personality gave us tons of material to work with, finding the perfect balance between the person, the business, and the website required our full craftsmanship turned on.

Nic + Marks

BIO | INSIGHTS | BOOK ME

Happiness is a **serious business.**

One of the greatest things about modern society is our increasing acceptance of talking about our emotions. **Here's my insights to measuring happiness at a systemic level.**



20 DECEMBER 2019

What the biggest workplace trends of 2020 can teach us about managing change

It's the end of 2019 already and the end of the decade (can you believe it?). The tens have been a decade of massive change in the workplace, with ideas like wellbeing coming to



3 DECEMBER 2019

Nic is not only the face of a digital business, he's the representative figure of one of the business trends with the most life-changing potential.

The design experience was marked by the precise color and lighting play throughout the website's length, carefully distributing the stage time between Nic - the individual, workplace happiness - the mission, and the visitor's own space for reflection on the matter.

"The logo is also a big plus"

If you missed the joke, I'm talking about the carefully tinkered wordmark that captures Nic's essence. That of a man who never fails to add value to his audience.

Press kit

If you are a publication interested in interviewing me on topics that relate to my three keynotes, please get in touch. Below, what collateral you can use:

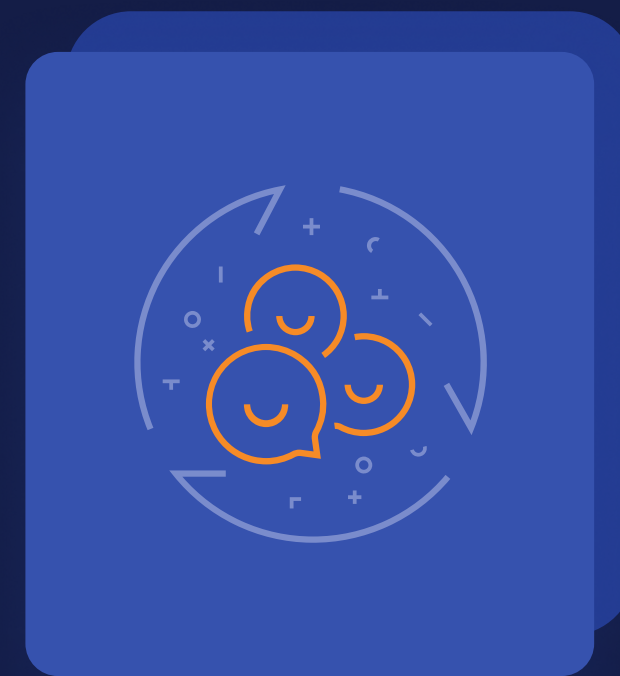
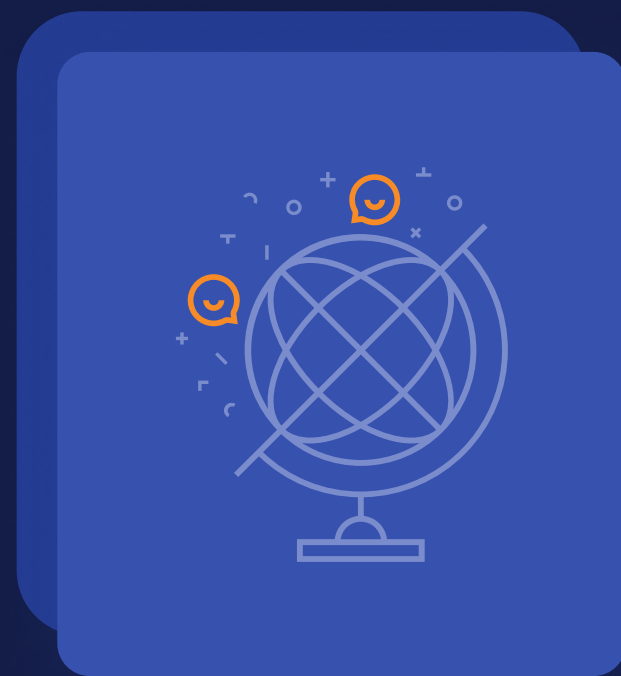
- Headshots in front of a light and dark background. Should you need another style, such as a portrait shot, I have this, please let me know.
- My bio in a word document, broken down into various lengths: one sentence, one paragraph, a few paragraphs, and finally one page.
- My Nic Marks logo and my company Friday's logo. The formats are in SVG, PNG and JPEG. If there is another format you need, just let me know.

ONE CLICK BELOW FOR MY HEADSHOTS,
LOGOS AND BIO. THESE FILES ARE IN A ZIP
AND WILL DOWNLOAD TO YOUR COMPUTER.



Nic + Marks

A well-rounded personal brand manifested through well-"rounded" sections, expressive iconography, and playful and contrasting color scheme that provides us with enough style combinations to create a meaningful and accessible web experience.



FRIDAY.WORK



MY PODCAST



LINKEDIN



TWITTER



YOUTUBE



WORDPRESS



HTML5



CSS3

stylus

STYLUS

php

PHP



07
OUTCOMES

- + Time for content publication reduced to only seconds from hours
- + Pages are simplified and optimized with a responsive, simple design and modern look and feel
- + Enhanced security with automated installations

