Design RFP: Oura Community Hub

- deadline: **Dec. 30th** for first drafts
- mirrored style for each image
- **black, white, turquoise color scheme**
- modern approach, with a sleek, yet playful feel
- images should be sized for both web and mobile application
- *please use artistic license to interpret what we've provided*

NOTE: we are looking to establish a long term relationship with a designer that we can leverage as the brand grows (think: 5-10 hrs./week)

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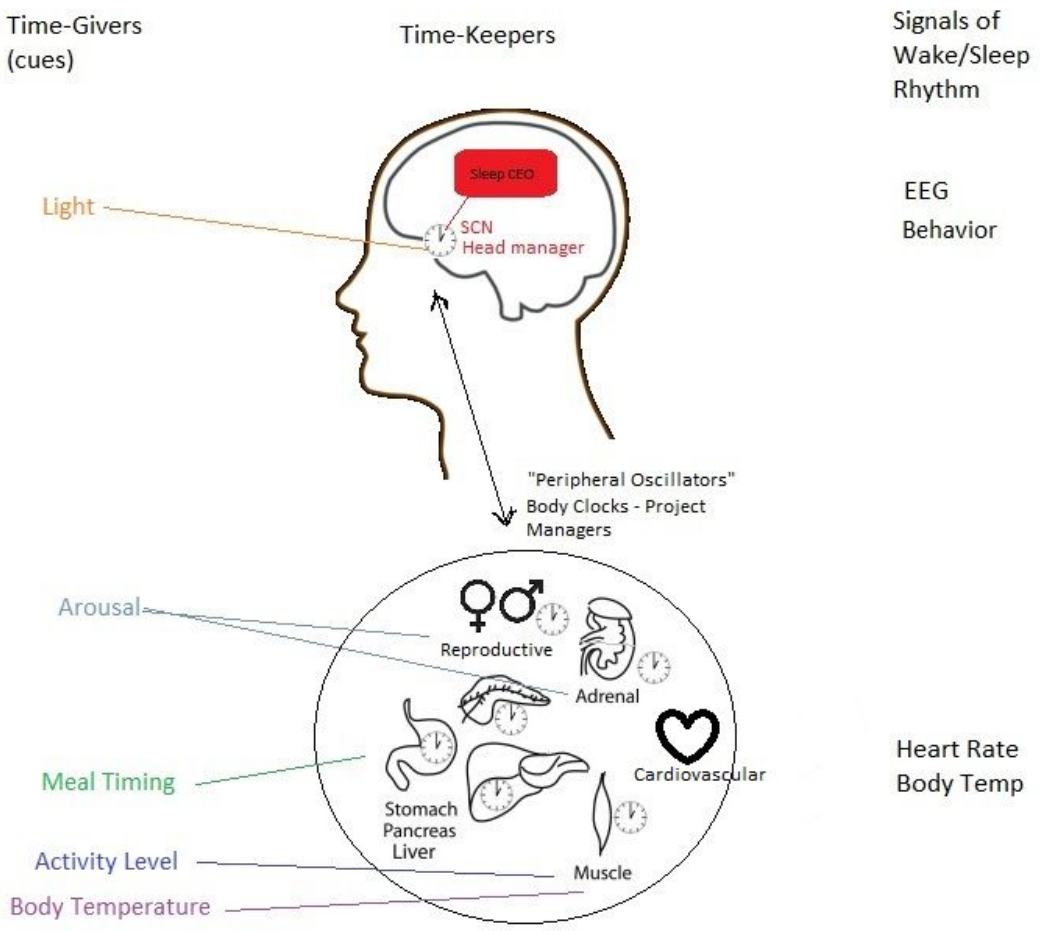
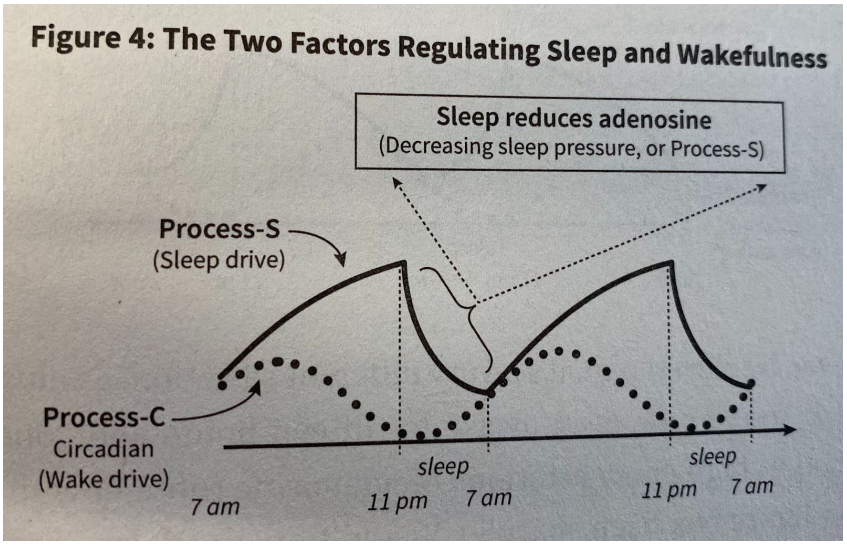
1. Internal Clock System



Notes: use neutral colors if possible, would like to avoid orange/purple, e.g. ensure the clocks are reflected inside of the respective organs/elements. Please use your discretion to make these organs, head, clocks look appealing and modern, yet easy to understand

2. Circadian Rhythm Chart



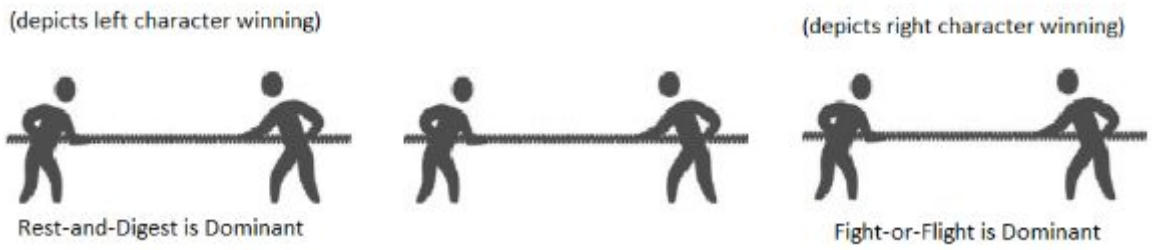
Notes: ignore text, mark the x-axis with a 24 hr. time frame -- 3 times (7 am, 12 pm, 7 am)

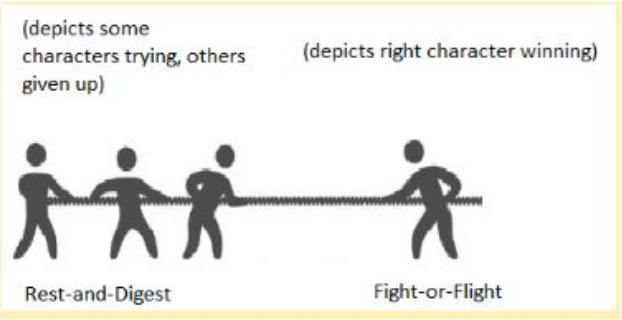
3. Sleep Stages

One Cycle ------>					
Wake	NREM				REM
Stage 0	Stage 1	Stage 2	Stage 3	Stage 4	Stage R
Brief awakenings	Light Sleep		Deep Sleep		REM Sleep

Notes: playful, accessible representation of this graph, with a clear separation between **REM** and other sleep stages

4. Mind + Body + Stress





Notes: take note of text above images, and depict those cues visually