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### OneSpace – An online collaboration tool

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Given the dynamics of business today, sophisticated systems are essential for productivity. It has become commonplace for team collaboration to occur while executing deliverables. Systems that have the capacity to manage these outputs are few. OneSpace provides a fully customizable platform for project-based collaboration needs. OneSpace is ineffective without engaged users and continuous system activity. Therefore, a marketing plan was implemented to identify system features, benefits and goals. The marketing approach included a unified vision for a system logo, innovative website design and a flyer to distribute information. Additionally, business stationary, including letterhead and business card products, were produced to help brand OneSpace. The main purpose of OneSpace is to deliver a web-based platform that supports team collaboration, best-practice sharing, innovation and curriculum access. With these functions in mind, the logo was created mirroring OneSpace implementation. Branding for the company includes renditions of these practices in an aesthetic manner. To highlight collaboration, a table-like shaped figure along with 4 circles representing individuals was used to depict a meeting. To identify with the ability to share best practices, an image was created replicating an icon of an electronic document. A light bulb was included to reflect innovation. Lastly, to illustrate the capacity to access the electronic version of curricula, a book-like figure was created. Each function (image) of the system was grouped together by using a cloud structure to signify that OneSpace is universally accessible and dynamic. The branding of this company and material aims to reflect the intended purpose—to cultivate a collaborative, web-based initiative that supports successful partnerships. The branding is inviting and personable as it relates to mission-driven work. It communicates strength in numbers, a core value to the institution it was developed for. It depicts system workflow and platform capacity. Through a glance of the logo, a clear understanding of functionality is conveyed.

### Biography

Oralia Mijares manages web-based technology for programs within the organization that allow members to access resources, share best practices, submit data, and convene with project networks. Oralia has a passion for technology and invests her energy in developing infrastructure that promotes efficiency and team cohesion. Over the past year, she worked to develop policy and best-practice recommendations for English learners in the personalized learning paradigm. She is a first-generation college graduate with a Bachelor of Science degree in information systems from the University of the Incarnate Word in her native San Antonio, Texas. In fall 2015, she will earn her Master of Science degree in computer information systems and educational computer gaming Graduate Certificate from St. Mary's University, also in San Antonio. In her advanced studies, she earned two awards for the development of two pieces of software: the Ackermann Function and the Idioma Tutor (an English-language tutoring program). She lives in San Antonio and loves to run during her time off from work, school and being a full-time mom to her lovely and energetic daughter, Triniti.

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