

ESCAPE
ADULTHOOD
brand book

**don't settle for the life you've been told to live.
create the one you were made for.**

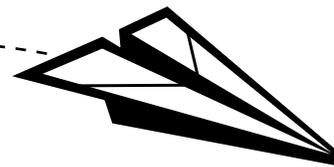
Escape Adulthood is a mission and a rallying cry. It's not about escaping responsibilities or reality. Nor is it about paying your bills with Monopoly money, eating a strict diet of chicken nuggets, or putzing around with Play-Doh all day long (although we do love that smell!).

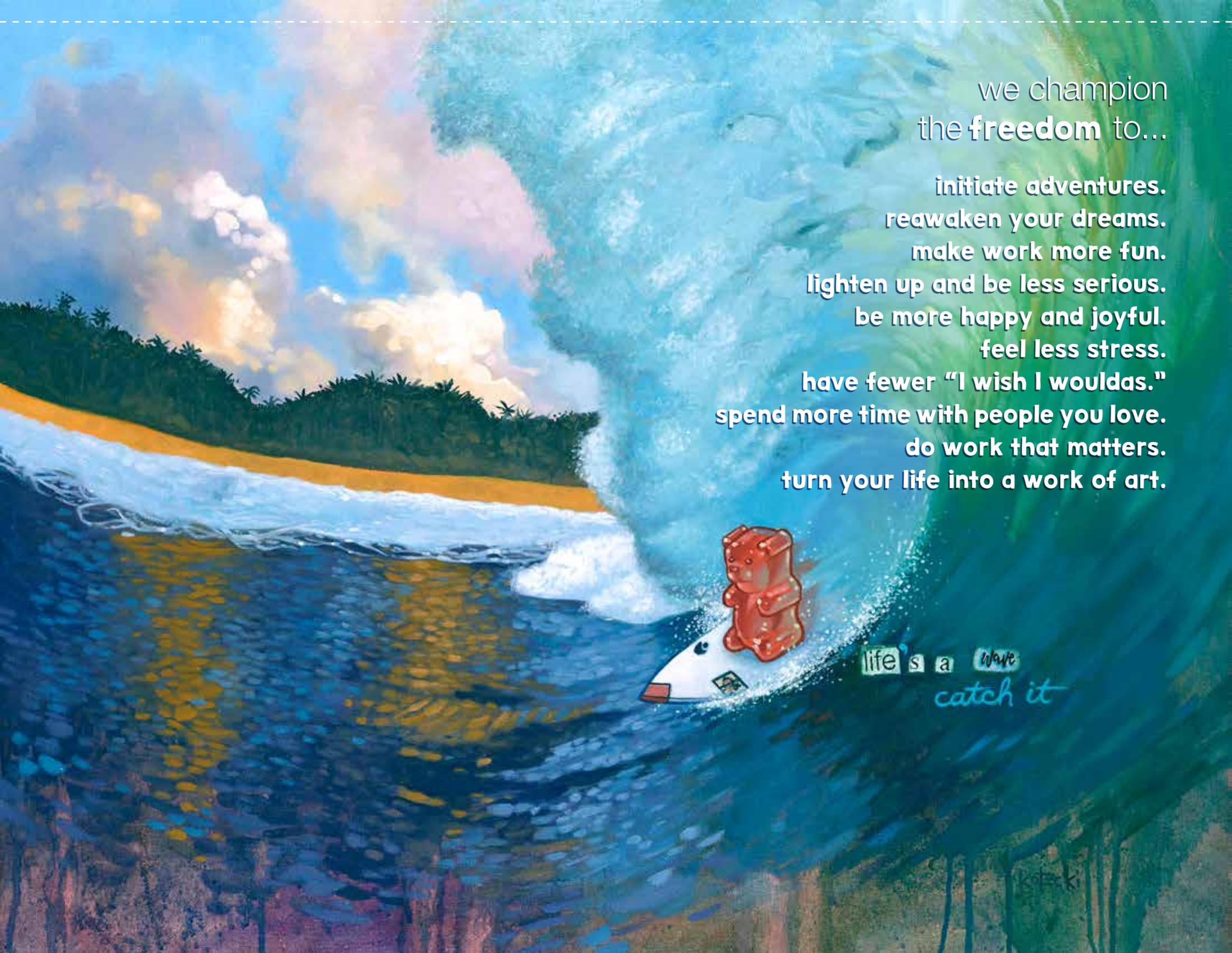
Rather, the 'Adulthood' we recommend you escape from is the cynical, joyless, unadventurous trap of being a grown-up, which we all tend to fall into. The one with all the stupid rules that insists we always play it safe and take ourselves way too seriously. We actually believe the crazy notion that there is more to life than the busyness, stress, and melancholy that is typical of most modern lives.

Our mission is to annihilate Adulthood.

That includes working with organizations to deliver speaking programs that drive innovation, prevent burnout, and achieve new levels of productivity. We also develop tools and make things to help individuals design lives that are less stressful and more fun. Everything is fueled by Jason Kotecki's whimsical artwork and it all began with a humble comic strip.

Escape Adulthood is the cure for the common life. Break free from the vile clutches of Adulthood and rediscover the secrets of childhood that can lead to a life filled with passion, wonder, and joy. Make your escape and turn your life into a thrilling work of art!





we champion
the **freedom** to...

initiate adventures.
reawaken your dreams.
make work more fun.
lighten up and be less serious.
be more happy and joyful.
feel less stress.
have fewer "I wish I wouldas."
spend more time with people you love.
do work that matters.
turn your life into a work of art.

life's a wave
catch it



the backstory

Now before it was an idea or a rallying cry, this all began as a simple love story. Jason first drew his lovable characters for his girlfriend Kim sometime before the turn of the century. They shared a kindred childlike spirit, and Jason used the drawings, which represented the couple as children, on many homemade (aka cheap) gifts designed to win Kim's heart.

Luckily for him, this downright sappy ploy helped him to win not only her heart, but also her hand in marriage. The characters took on lives of their own and became stars in a comic strip. In 2000, the newlyweds decided to build a company to share the comic strip and its inspiring message. The strip was officially retired in 2007, but the wild ride to rid the world of Adulthood has continued on at full speed.

Kim and Jason are now leading a growing movement of Adulthood Fighters who are passionate, loyal, and engaged.





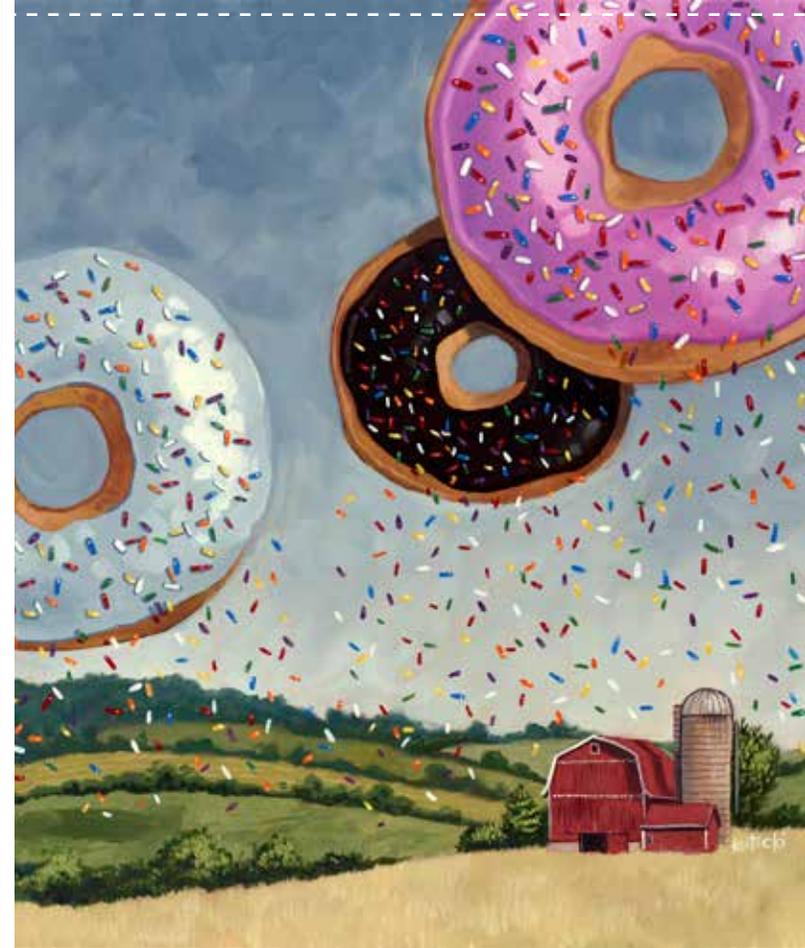
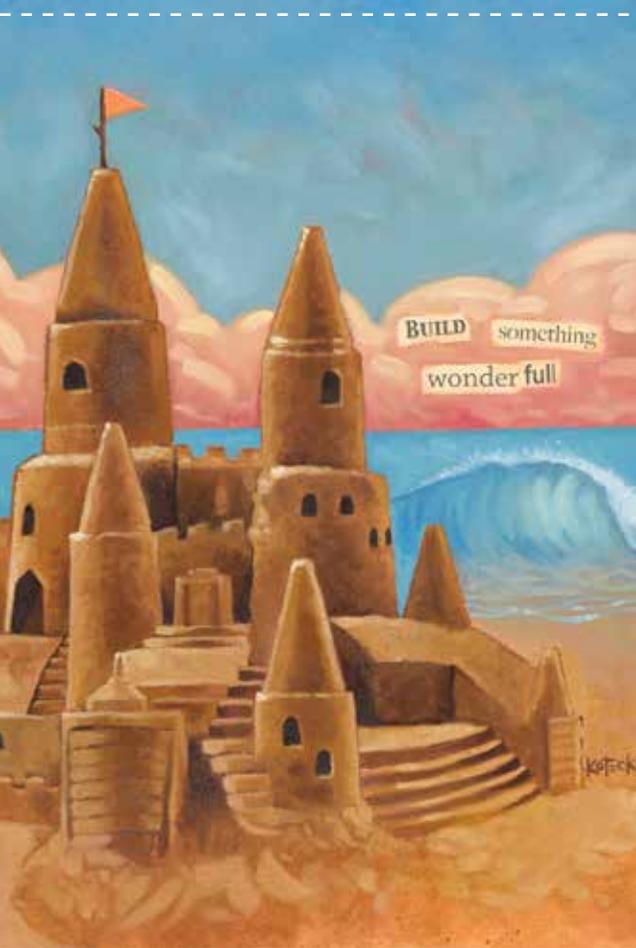
We are best friends, husband and wife, parents of three kids, entrepreneurs, authors, retro t-shirt wearers, and partners in crime on a crusade to annihilate Adultitis in ourselves and in the world! Kim is a former kindergarten teacher and noodle junkie. Jason is an artist, professional speaker, and cereal aficionado.

We are founders of The Cure Adultitis Institute and Escape Adulthood, a company that helps people rediscover the secrets of childhood in order to build better lives, businesses, and teams.

We consider ourselves to be “professional reminderers.” The stuff we talk about is not rocket surgery, but these important principles are easy to forget amidst the hectic deluge of daily life. We ALL need reminders from time to time.

Kim & Jason





the artist

Jason makes things. Not just art objects, but experiences, observations, and connections. His art is propaganda for what really matters. Deceptively simple, it is candy-coated whimsy sprinkled with profundity. Each work is a little reminder of something important, such as a feeling, a memory, or a great truth.

In a world that is all stocked up on cynical, Jason's colorful work is a refreshing blend of happiness, optimism and whimsy. He is inspired by pop culture, children, and the wisdom, wonder and

nostalgia of childhood. Jason's style combines digital and traditional techniques while incorporating texture that adds energy, depth, and humanity.

Jason is no stranger to creating art that people fall in love with. His art contains messages that move people and stir their souls. Because it connects to the heart, Jason's work transcends trends with timeless appeal and is collected by fans all over the world.

“ Jason’s illustrations are so rich and communicative. His work is beautiful, whimsical and poignant all at the same time. He manages to convey both the humor and delicate nature of life in a way that draws you in. He truly knows how to capture the human condition. ”

-Katja Schindler, Art Director





ESCAPE
ADULTHOOD
wondernite

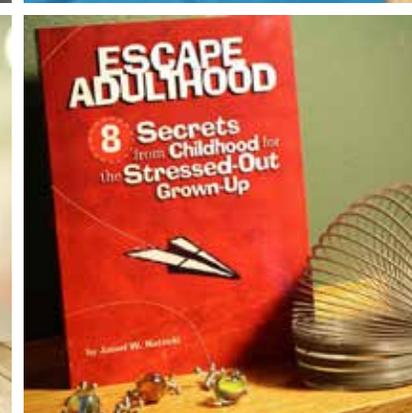
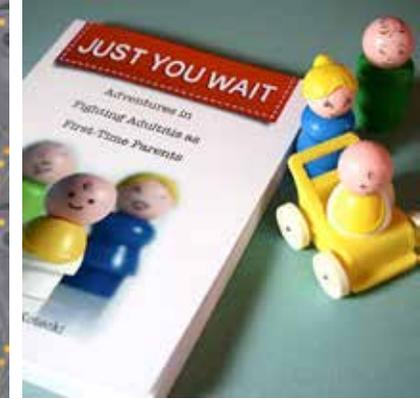
Wondernite is an inspiring evening of art, food and storytelling where Jason premieres never-before-seen originals and limited edition artwork. It's an unforgettable event that includes a delightful plated dinner, wine, dessert, and an extra helping of magic. As he reveals his new pieces, Jason entertains and inspires collectors with the stories behind his work.

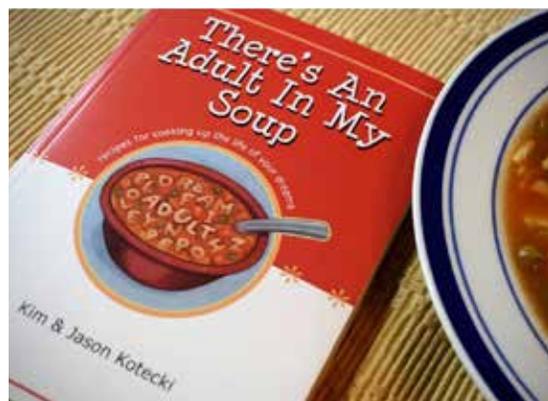
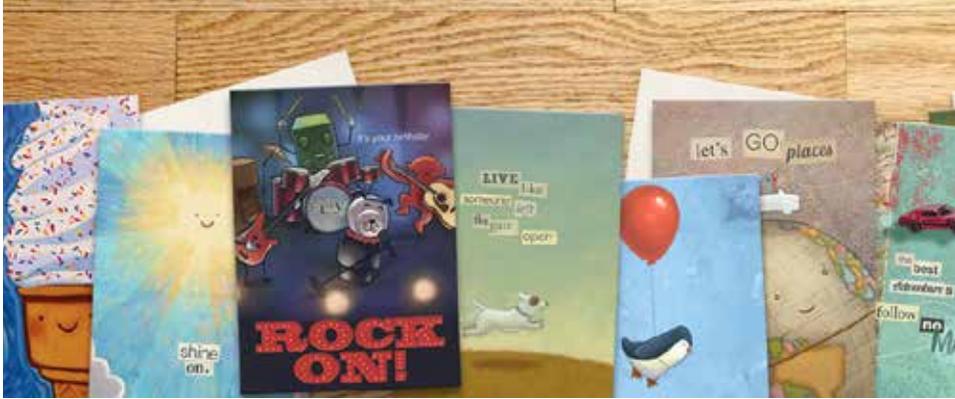




“ All of Jason’s pieces are just so lovely, imaginative, and fun. Hearing his take on each piece was really touching. ” –Rachel Arfstrom, Art Collector







1 calendar. 365 real holidays.



“How many people do you see walking around with t-shirts emblazoned with what Zig Ziglar or Dale Carnegie said? Exactly. Versus people wearing t-shirts with cute pictures of red wagons, penguins and balloons, and bumble bees on them? I can't wait to treat myself to another one; I've gotten SO many compliments on the “Bee Optimistic” shirt!”



—Sara Gast



the speaker

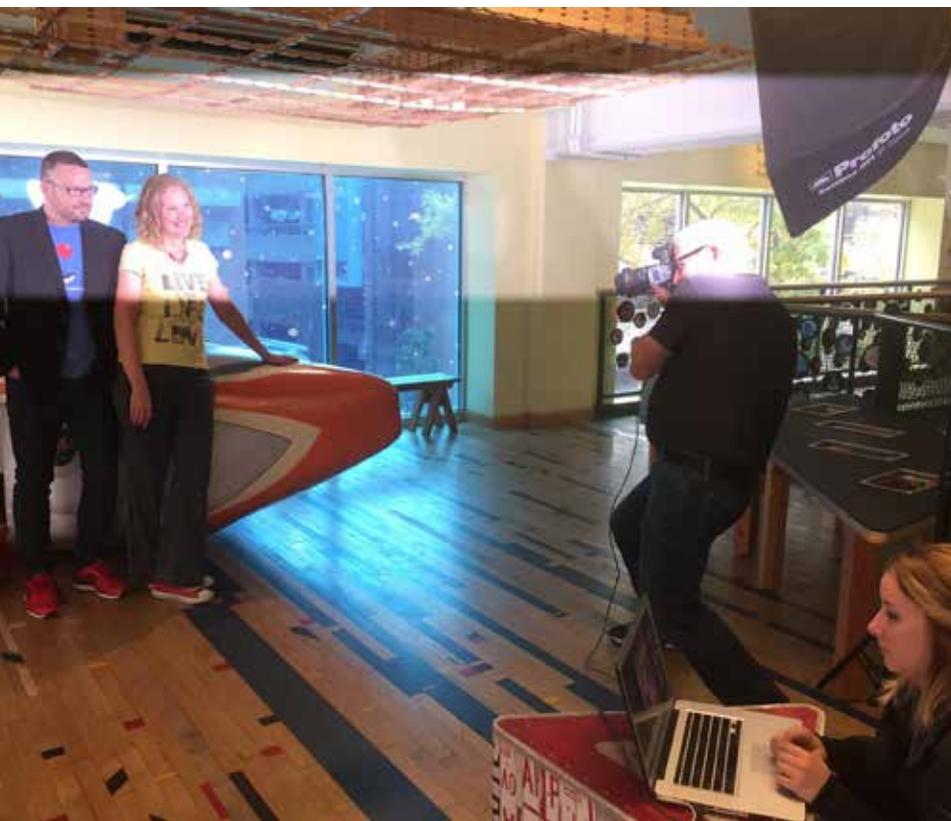
Jason Kotecki is an artist who speaks.

Really, really well.

Recognized as a Certified Speaking Professional® by the National Speakers Association (a designation held by only 10% of speakers in the world), Jason's message reaches tens of thousands of people each year. A master at exposing the rules that don't exist which limit our success, Jason uses his extraordinary artistic gifts, combined with humor and memorable storytelling, to spark intentional thinking that leads people to become more passionate, productive, and profitable.

His inspiring, engaging, and heart-warming programs are visual masterpieces jam-packed with relevant, practical information coated in fun. They are ideal for organizations looking to increase morale, engagement, and innovative thinking. After his speeches, audience members regularly line up to purchase his prints, books, and t-shirts.







live painting

Sometimes, Jason is hired to deliver a keynote speech. Sometimes he's hired to do a live painting. The real magic happens when an organization brings him in to do both.

Jason's colorful, whimsical style and personable, friendly approach really draw people in, creating memorable interactivity with guests of all ages and backgrounds. When he's working on a painting, Jason becomes a magnet, captivating the crowd. He can start and finish a painting in just a few hours, giving guests the satisfaction of seeing it come to life. The event organizer has the option of purchasing the finished art to give away, present as an award, auction off, or serve as the coolest door prize ever.



“ I’m so glad I invited Jason to paint live. His presence and colorful artwork were like a magnet to passersby. People came back throughout the evening to check on the progress he had made. Jason was warm, sincere and engaging with everyone who stopped by. My booth really stood out and invited a fun vibe that attracted media and sales. ”



–Amy Moore, Owner of Little Luxuries, an award winning gift shop in Madison, WI





the author

Jason has written five books, including *Penguins Can't Fly +39 Other Rules That Don't Exist*, which was published by St. Martin's Press. It's a beautiful and inspiring hardcover book for adults that uncovers, and encourages people to break, the so-called rules that could be holding us back from a life of awesome.

To say the fan base of *Escape Artists* was excited about the book would be a great understatement. They were instrumental in driving the publisher to quickly order a second printing to meet demand...before the book's release date! In fact, a third printing was ordered during the the first week of publication!



“I bought this book for the artwork thinking it would be a beautiful gift to give as a thank you present. Then I read it. The words spoke to my heart and the illustrations kept me turning the pages. So many truths combined with light humor and stunning images made me keep a copy for myself - and nearby.” —Jessica Pettitt

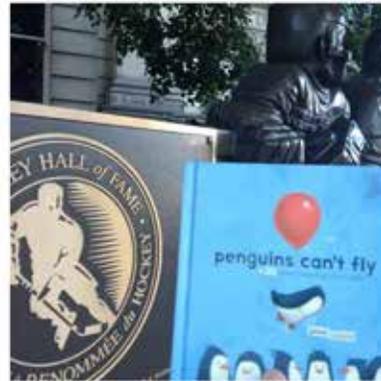
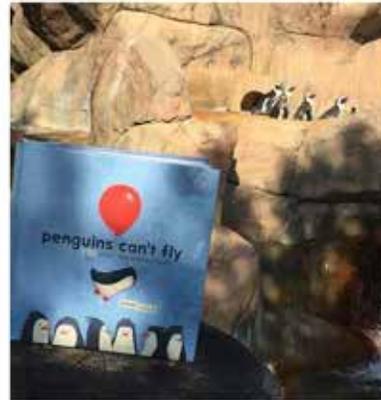
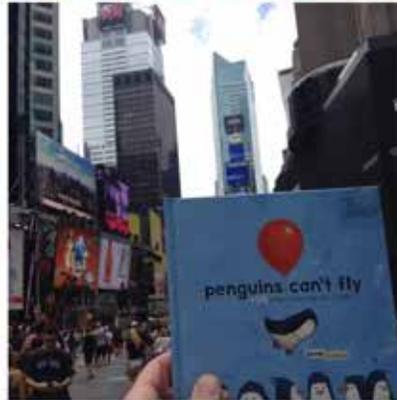
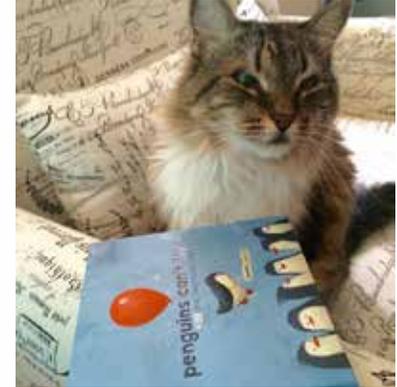
“Jason wrote the perfect book.”

—Chris Clarke-Epstein

“A magically whimsical self-help guide.” —Aaron Row

“Brilliant art and playful writing.”

— P. Maurer

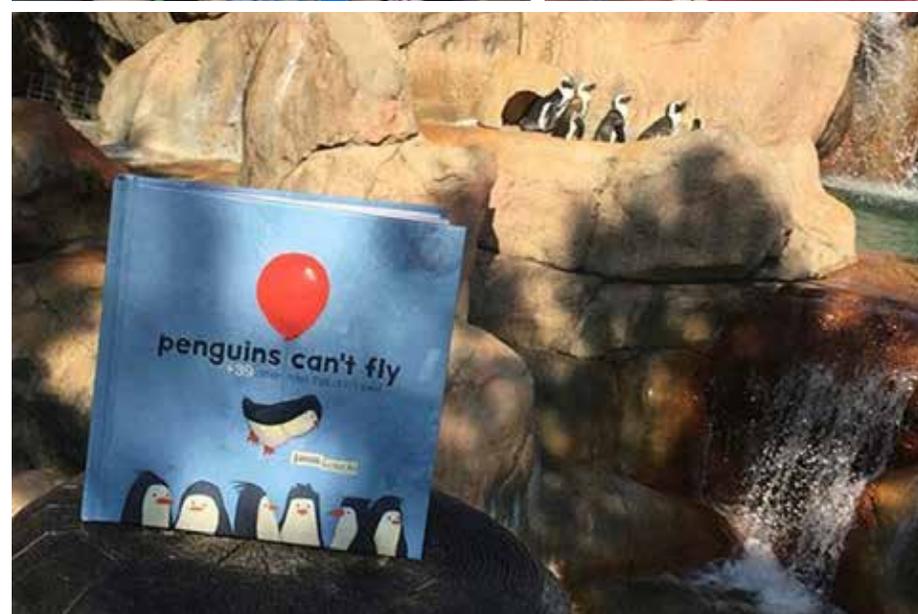


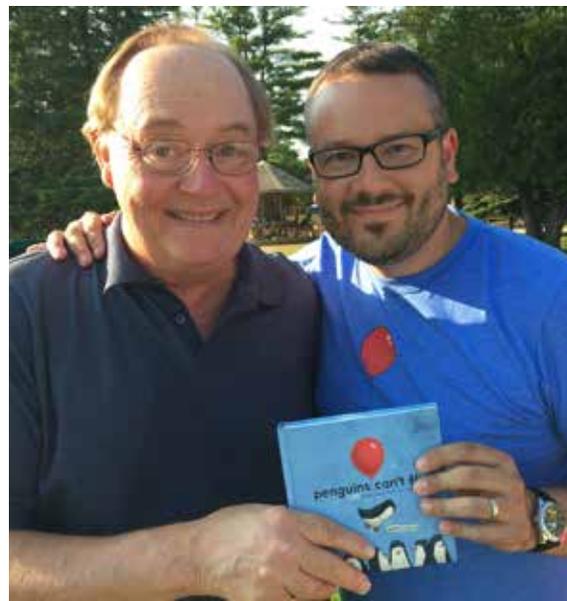


#NOTARULE TOUR

To promote the release of *Penguins Can't Fly*, Kim and Jason embarked on the 13-state, 25-city #Notarule Tour with their three kids (all under seven). The unconventional book tour featured stops at zoos, ice cream parlors, national landmarks, an art fair, and even a few bookstores!

Most stops offered opportunities for guests to break a few rules, including "Thou shalt act thine age," "Thou shalt not draw on thy children," and "Thou shalt decorate cookies beautifully."





“ My biggest takeaway was to see how loved and supported you are in your mission. You are changing lives. All for the better. All for the positive. Myself included. ”

-Tara Ingalls, Designer + Adultitis Fighter



inside the brand

Escape Adulthood is an aspirational lifestyle brand which appeals to that large segment of the population which has wondered, “Isn’t there more to life than this?” It has the potential to play in many sandboxes, including art licensing, apparel, books, live events, digital products, gifts and stationery, a magazine, retail stores, restaurants, food carts, etc.

We **create experiences** that are filled with magic, deliver anticipation, and tickle all five senses.

We are **unconventional** and **unpredictable**. We are always looking to put a new twist on old ways of doing things.

We have a **blue sky mentality**. Our stuff reflects optimism, hope, and sunny days through the use of white space, bright colors, and friendly copy.

Through our emphasis on **well-crafted, thoughtful design**, we project an upscale image that feels premium and exclusive, but remains **warm, friendly** and **accessible**.

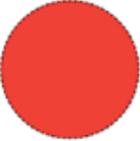
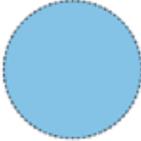
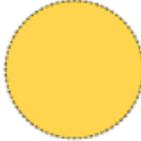
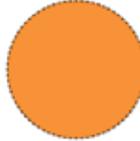
Everything we create has an **aura of whimsy**. Think tiny surprises and humorous hidden gems that may be overlooked at first glance, but when discovered, deliver a smile in the mind.

The brand is **fun, witty, and playful**, but not childish. The **childlike** elements take on an air of sophistication, whispering **nostalgic** reminders of childhood, not screaming tacky kindergarten classroom.

We strive for **simplicity** by eliminating the extraneous. We are offering an escape from adulthood, not more noise. A generous use of white space not only contributes a contemporary vibe, but invites people to breathe and gives a refreshing sense of peacefulness.

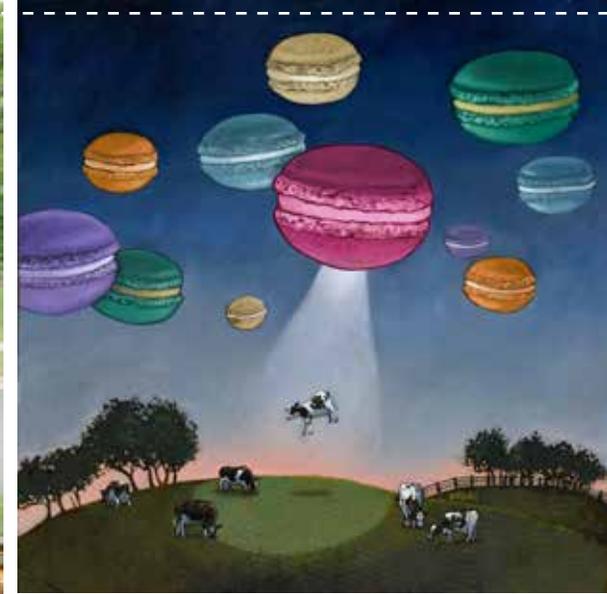
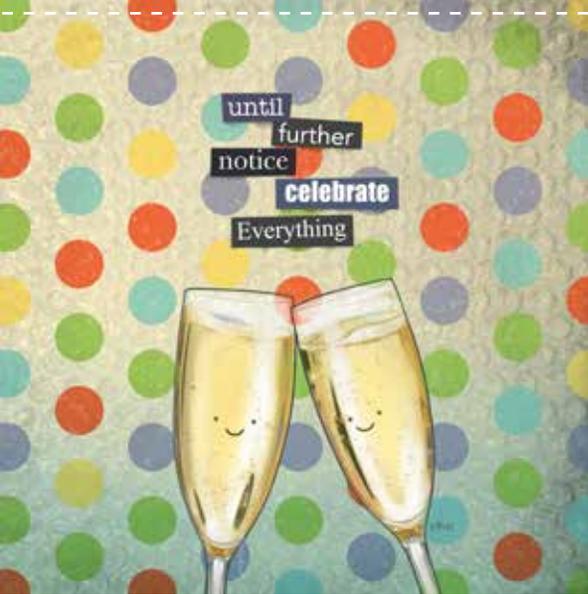
Our products and experiences are exceptionally **high-quality**, and our level of **caring** and **attention to detail** make every interaction and purchase feel personal, and special.

MAIN BRAND COLORS

| | | | |
|---|---|---|---|
|  |  |  |  |
| Escape Red CMYK: 0 90 85 0 RGB: 239 65 54 WEB: #f4136 | Blue Skies CMYK: 45 9 2 0 RGB: 131 195 231 WEB: #83c3e7 | Sunny Days CMYK: 0 15 80 0 RGB: 255 214 79 WEB: #f9d4f | Mac & Cheese CMYK: 0 51 88 0 RGB: 249 146 55 WEB: #f9d237 |

SECONDARY COLORS

| | | |
|---|---|---|
|  |  |  |
| Swimming Pool CMYK: 55 10 22 0 RGB: 111 184 194 WEB: #6fb8c2 | Bubble Gum CMYK: 0 52 29 0 RGB: 255 150 149 WEB: #f9695 | Key Lime Pie CMYK: 38 6 70 0 RGB: 166 198 116 WEB: #a6c674 |
|  |  |  |
| Blue Jay CMYK: 75 44 15 0 RGB: 73 126 171 WEB: #4a80ad | Elephant CMYK: 31 29 39 0 RGB: 181 170 154 WEB: #b5aa9a | Army Men CMYK: 58 37 81 19 RGB: 105 119 73 WEB: #697749 |
|  |  |  |
| Grape Soda CMYK: 50 71 25 4 RGB: 138 94 134 WEB: #8a5c86 | Vanilla Ice Cream CMYK: 6 7 31 0 RGB: 240 228 185 WEB: #f0e4b9 | Gingerbread Man CMYK: 32 69 85 22 RGB: 148 85 53 WEB: #945535 |
|  |  |  |
| Peanut Butter CMYK: 6 25 67 0 RGB: 239 193 110 WEB: #f4136 | Cinnamon Toast CMYK: 16 64 80 2 RGB: 206 115 17 WEB: #ce7347 | Chocolate Chip CMYK: 48 59 72 37 RGB: 103 79 60 WEB: #67433c |



“ In the last 2 weeks I’ve spoken alongside Deepak Chopra and performed for Bill Gates, and despite the amazing people I come across in my career, I’m convinced Jason Kotecki is a master innovator and creator the world will soon revere. He is literally Seth Godin meets Charles Schulz. ”

–Jason Hewlett, corporate entertainer + hall of fame speaker

“ The thinking that goes into Jason’s work—his art, his words, his imagination—is touching at a level that most people hoping to make a positive difference in the world only dream about. ”

–Matthew Gartland, editor, writer + strategist

“ What a kind heart and wonderful talent. ”

–Mark Scharenbroich, humorist + hall of fame speaker

“ I marvel at the artistry in his soul. Jason has a talent that we have only started to hear about. Write his name down, sit back and watch because he is going places. ”

–Laurie Guest, author + professional speaker

ESCAPE ADULTHOOD SUMMIT



Kim and Jason host an annual event in Madison called the Escape Adulthood Summit. Part conference, part retreat, part mastermind group, it's a one-of-a-kind experience designed for people filled with the soaring spirit of childhood. Attended by people from all over the country, each Summit has sold out and received rave reviews. Lives have been changed, friendships have been formed, and a vibrant community has emerged.



“ I really believe that you are on to something big with your Escape Adulthood theme, as there is too much stress in the world and everyday life, so your concept is needed and GREAT! I love your CREATIVITY!!! ”

—Joan McGrath, Summit attendee





“ I heard you this morning on The Joy Cardin Show. My life has been changed in a way that you may not be able to understand! Thank you.

Thank you, thank you, thank you.

Thank you for being the permission-granter that I didn't know I needed.

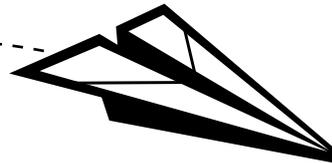
Thank you for reminding me that I am so young still.

Thank you for reminding me that I have to be present to play with my baby, and to not take things quite so seriously. I am forever grateful! ”

—Sabrina Eberhardt, Survivor of Adultitis

“ Please don't ever, ever stop doing what you're doing. You may not realize it, but you really are changing lives. Thank you for leaving your fingerprint-covered prints on mine. ”

—Holly Kirkpatrick, Adulttis Fighter





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www.EscapeAdulthood.com

“ I’ve been a fan of @escapeadulthood ever since they greeted me with a glass of chocolate milk. ”

—Brett Farniloe, author, speaker