



**Brand Essentials
Template Version 0.1**

October 2018

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BRAND POSITIONING

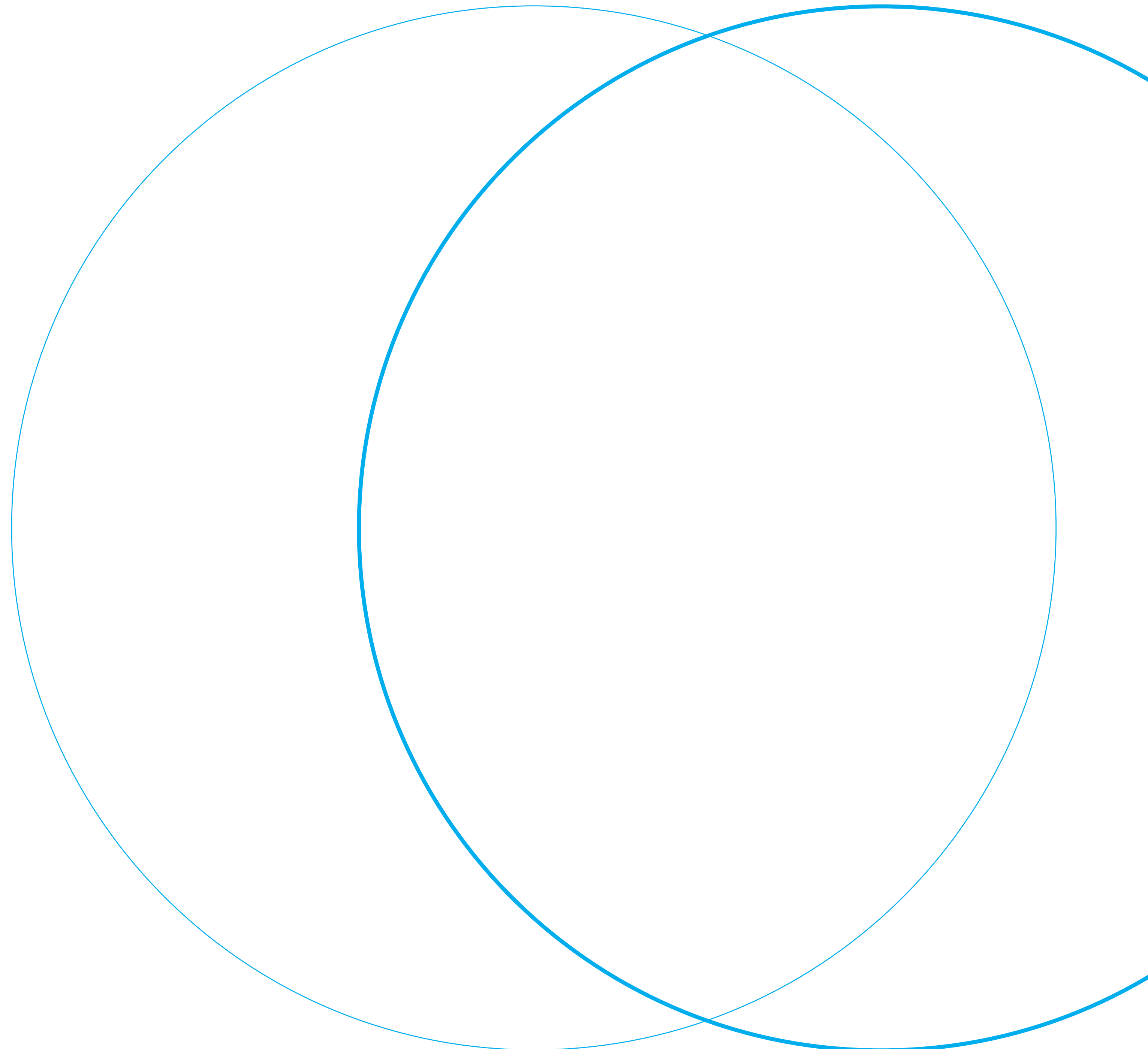
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Brand positioning

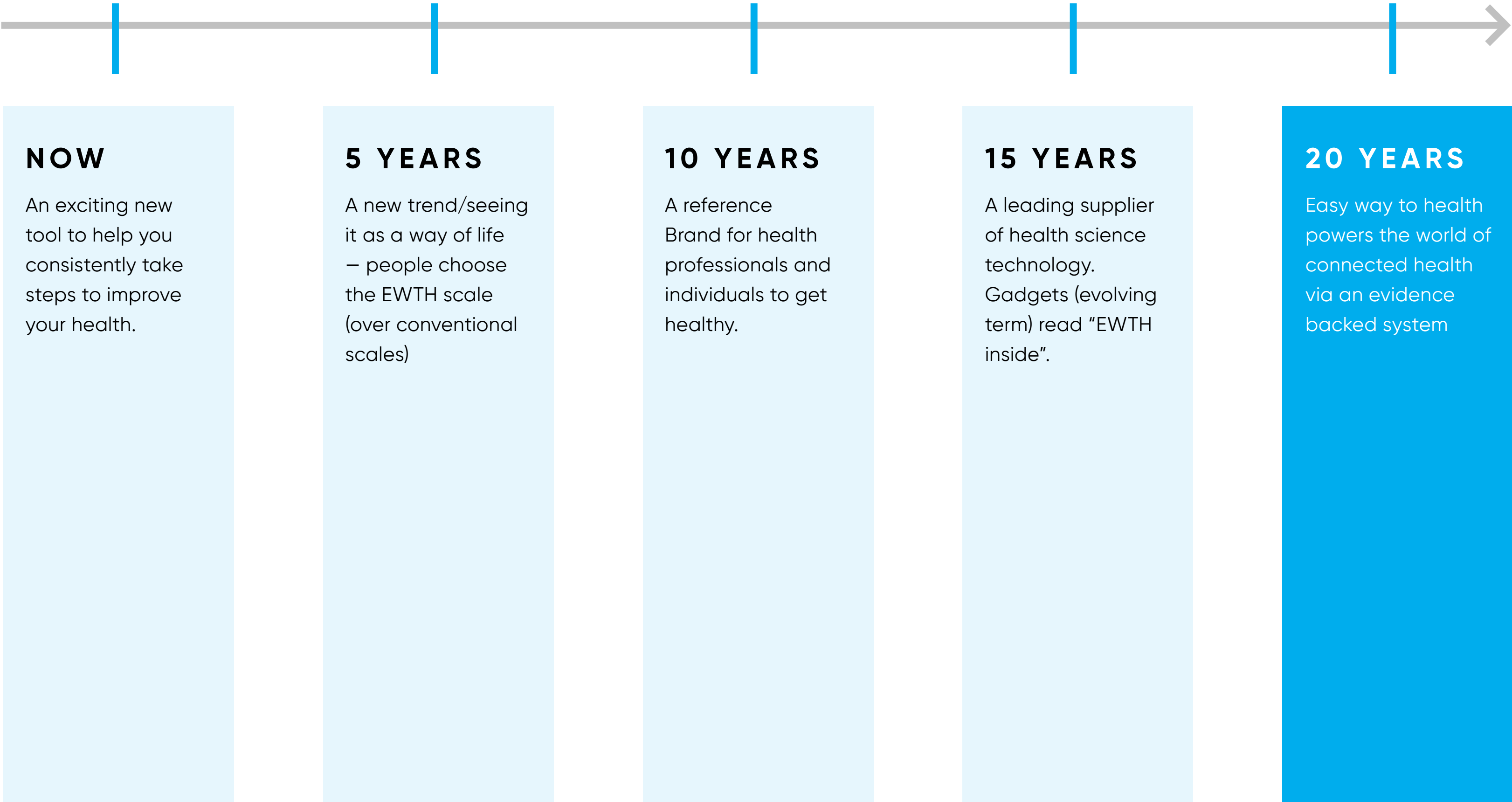
The following section details the strategic positioning of a our brand. This is the meaning that underpins our visual expression.



20 year Road Map

Where we want to go

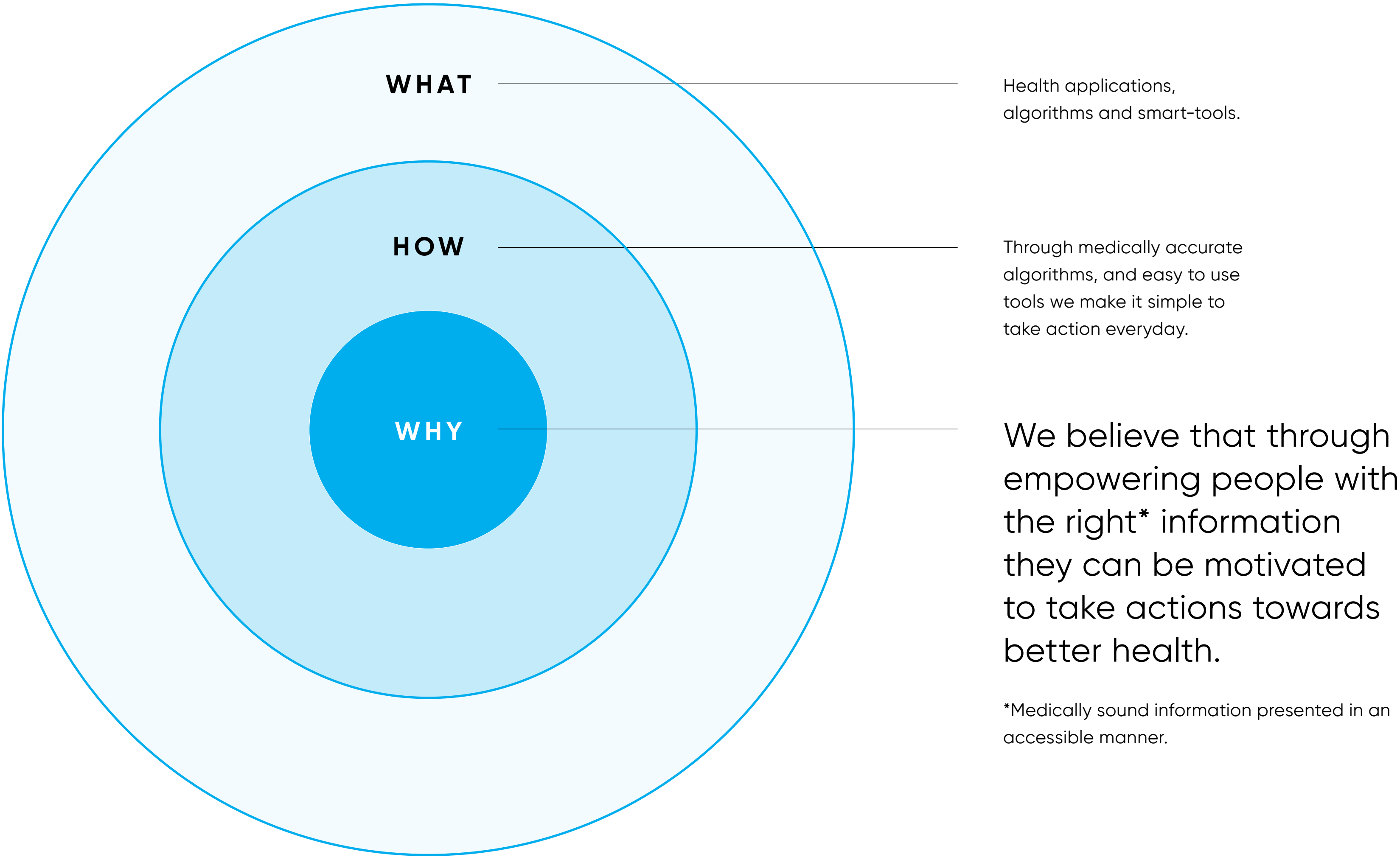
A collective vision of the lifetime of our brand. This is where we agreed we want to go, now here it is as reminder going forward.



How, What & Why

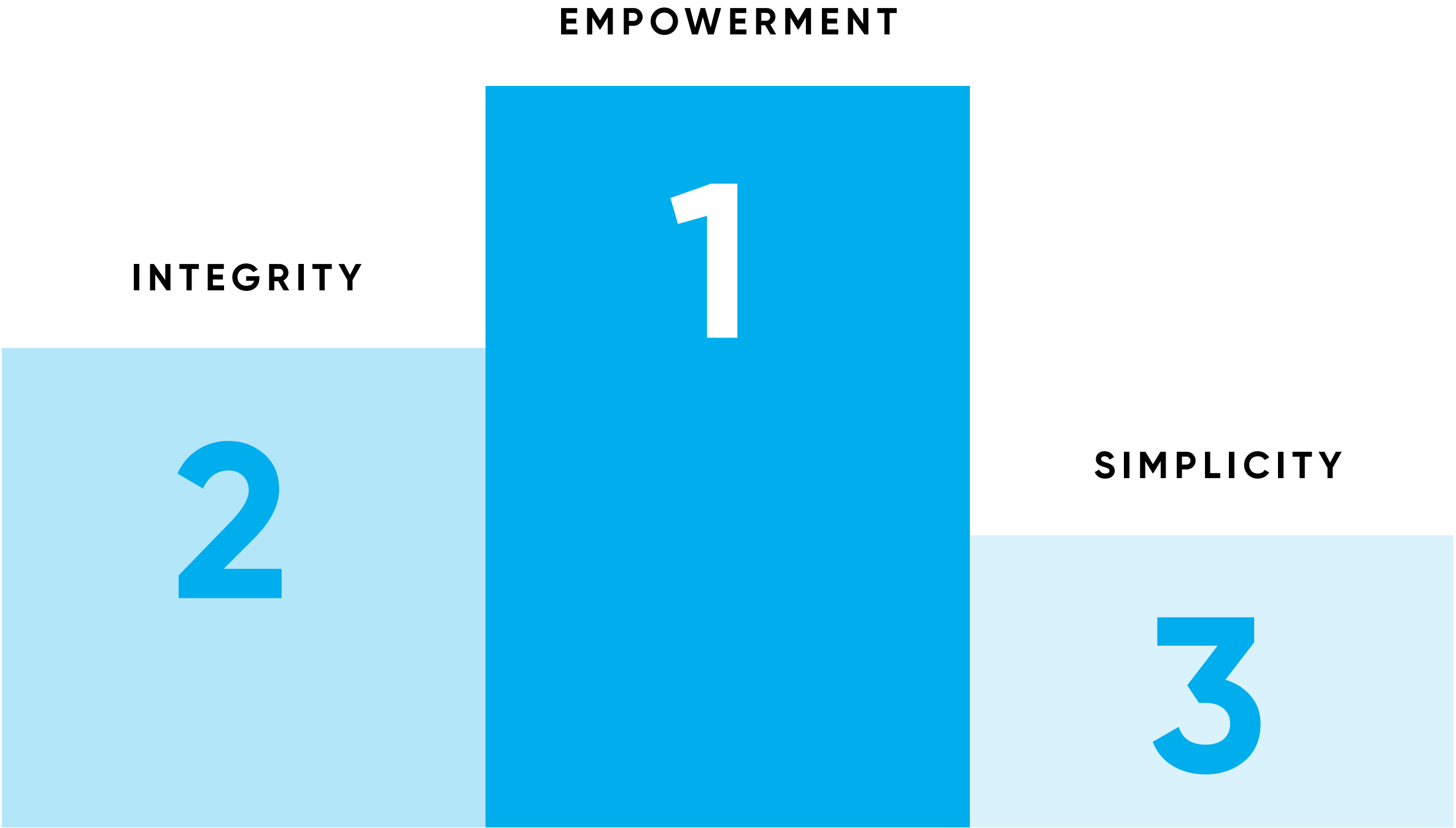
Our brand purpose

The ‘why’ is the core belief at the heart of our brand, it’s what gets us up in the morning, its the change we want to make real.



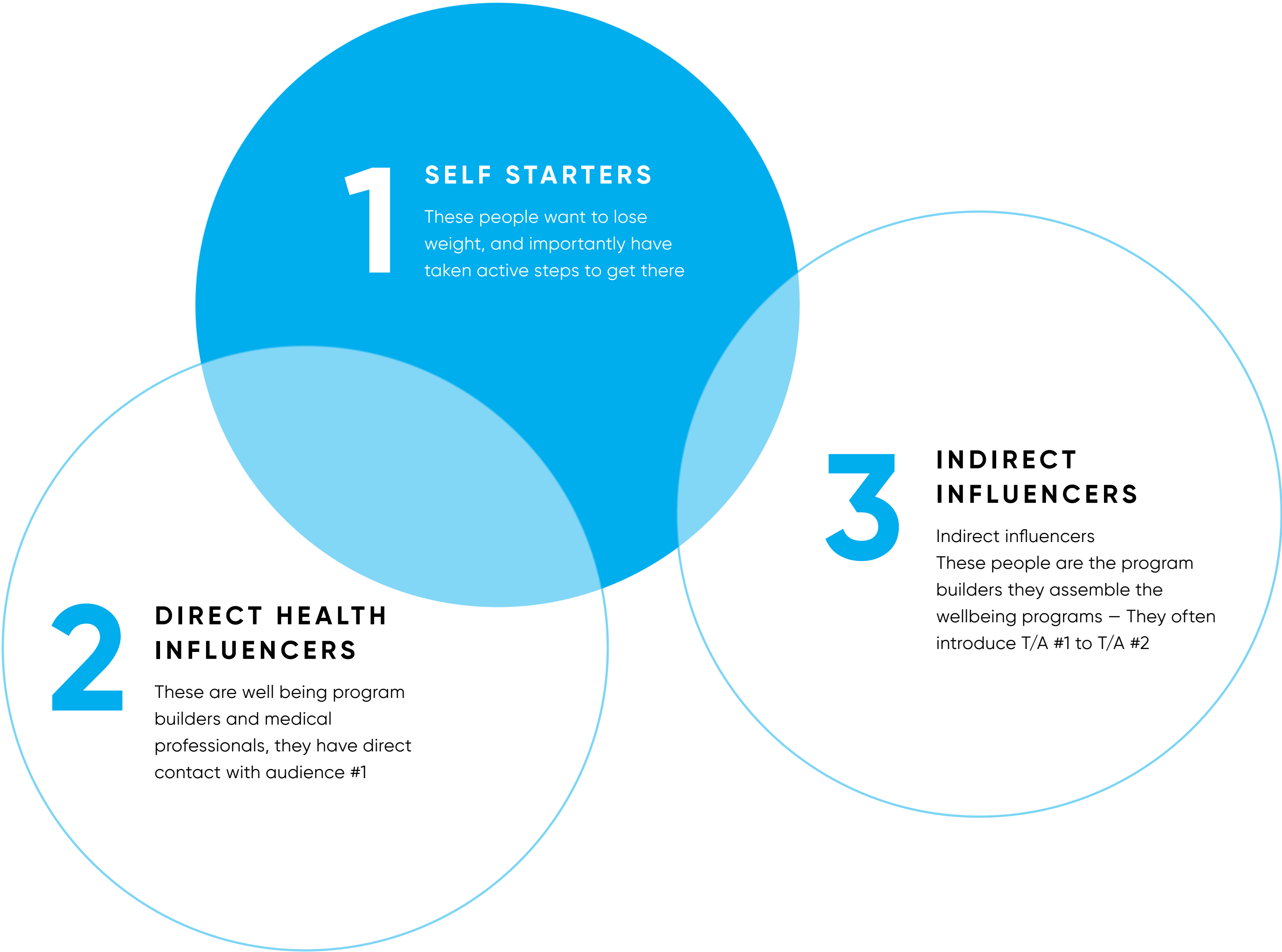
Brand Values

These three core values are what we stand for, we promote these values through every aspect of our brand. They are our decision making principles.



Target Audience I

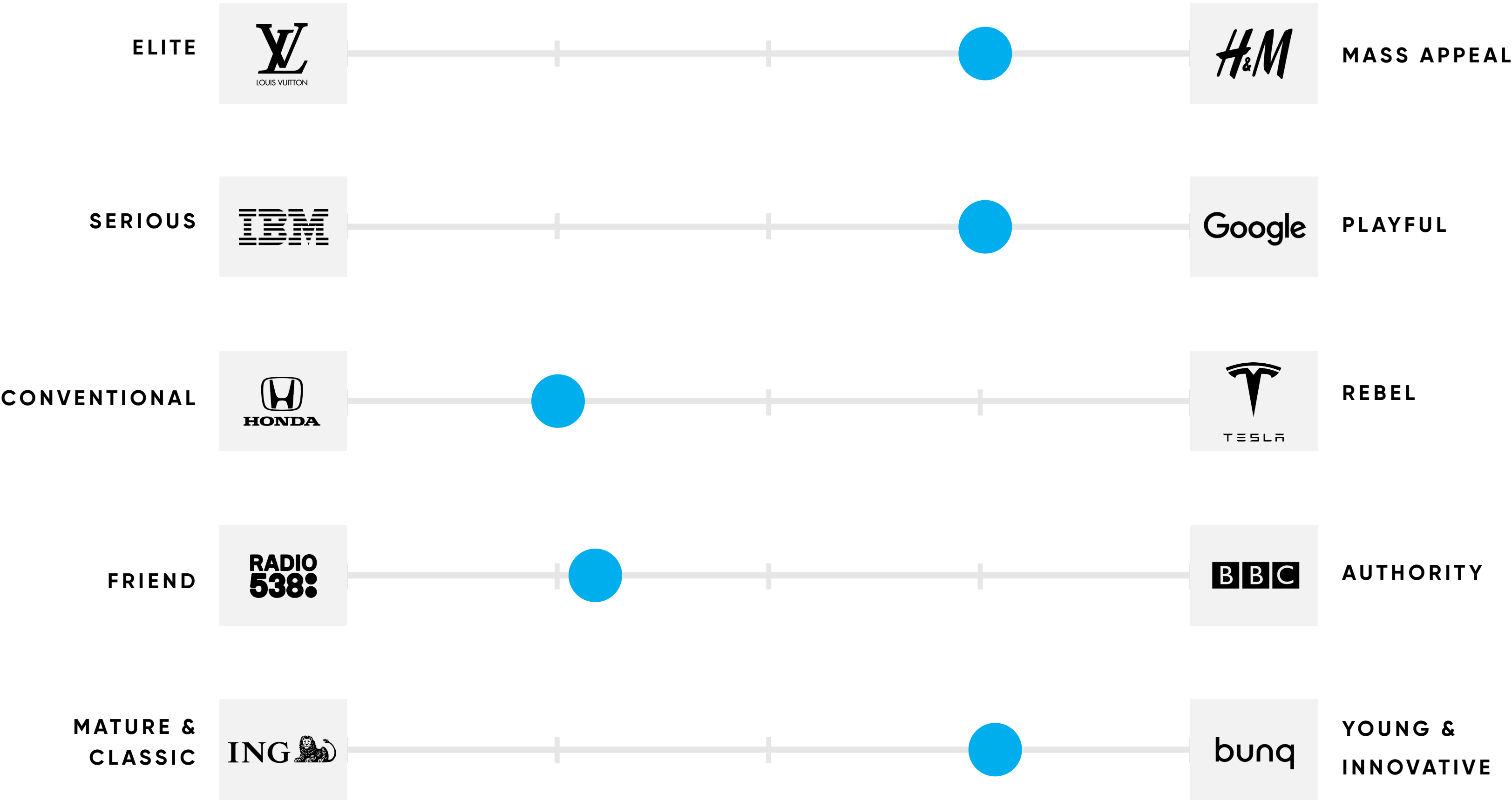
These are the people whose opinions we care about most. Look after them.



Personality Sliders

Brand tone

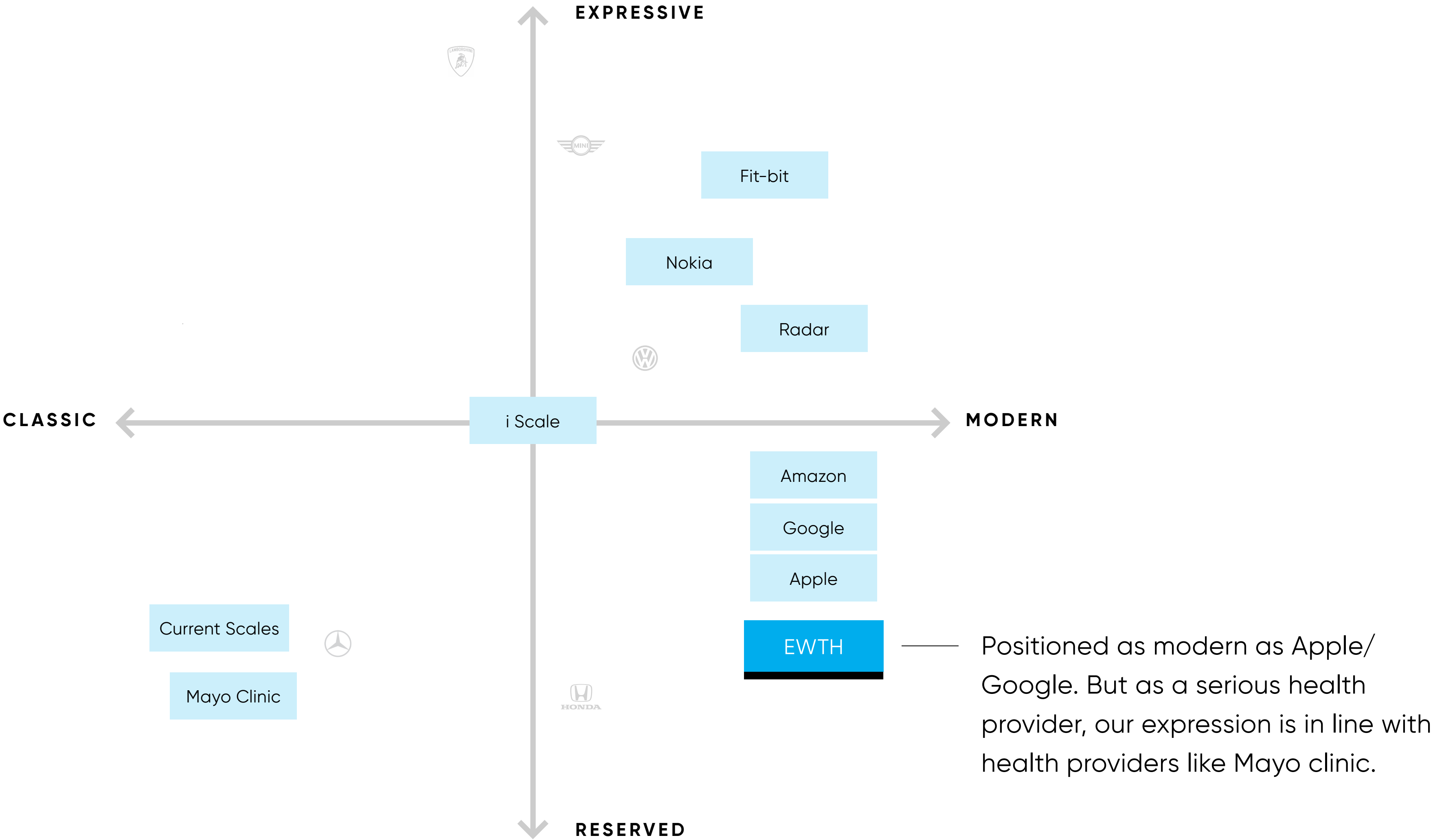
Just like a person we need to express ourselves. How we express ourselves is our brand personality. On a sliding scale heres how we stack up.



Competitive Landscape

How do we position ourselves? Here we take a look at our competitive landscape and where we are (ideally) positioned.

Note: the car logos exist as a reference point for what the axis mean.

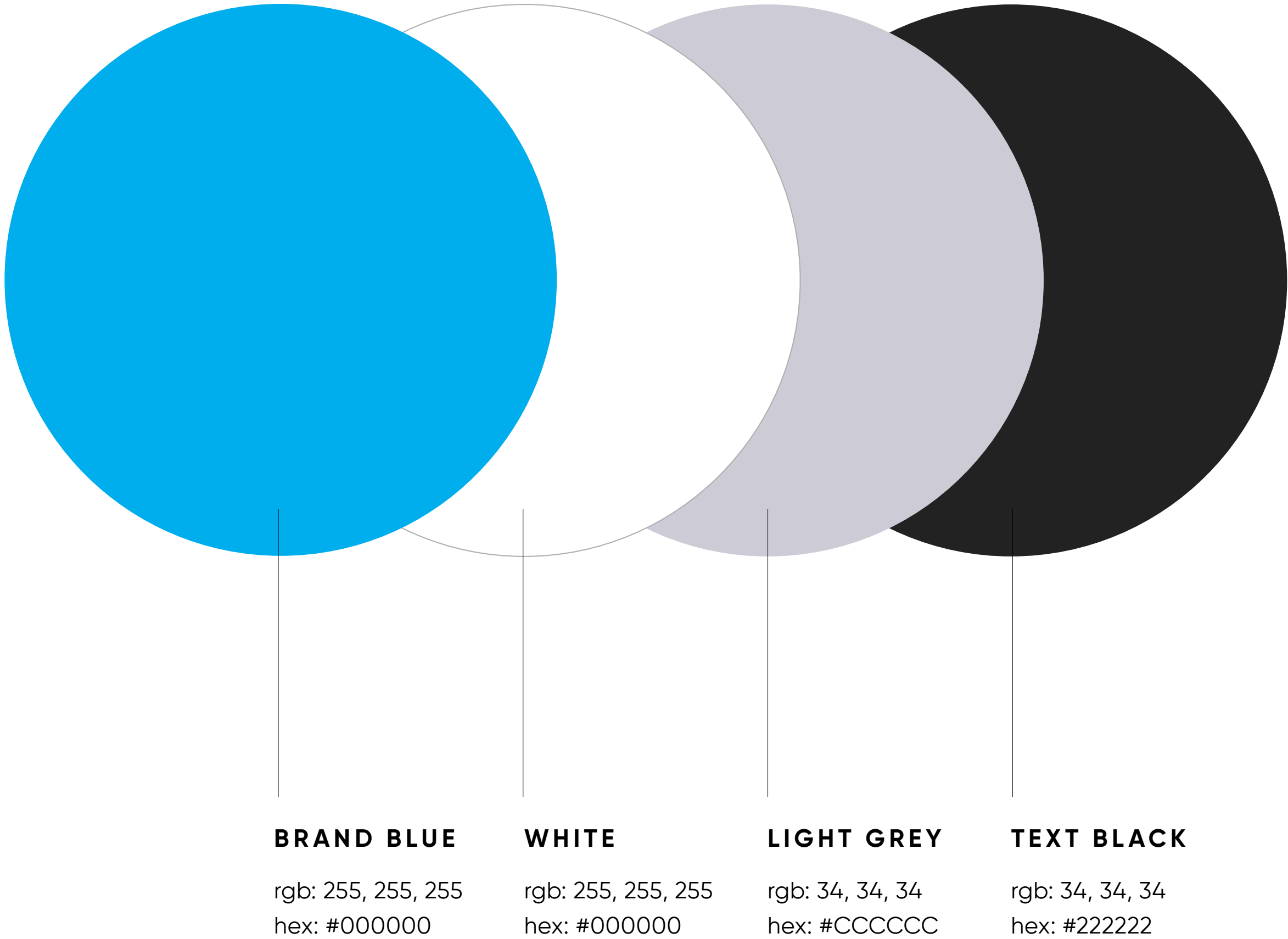


Brand Expression

The following section details the expression of a our brand. Both the assets that are available and how they should be used. With these tools we deliver our message as outlined in the brand positioning.

Colours

Colour is often the first path to recognition, before forms can be deduced colours are recognised. Colour is therefore a critical component in our visual language. Here are our colours.



Mark

Our mark is our primary identifier. It is therefore integral that its usage is consistent and purposeful. Use our brand with pride, but please keep these things in mind.

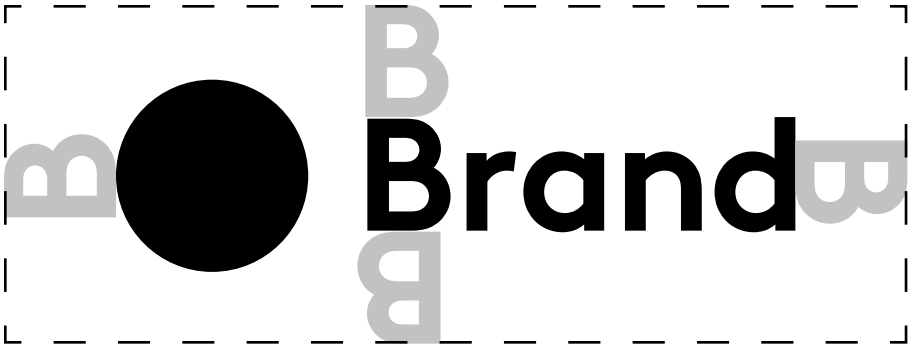
PRIMARY



REVERSED



CLEAR SPACE



APP STORE ICON



USAGE



Do not rotate the mark



Do not use non-brand colours



Do not create new versions



Do not place on low contrast backgrounds

Typography

Typography is visual structure it makes our stories coherent, eye-catching and engaging. We use <typeface> because — state reasons why you selected this particular typeface and how it builds on the general narrative of the design

Circles & rings, what are dots?

This is an example of a leading paragraph this provides a brief insight into the article’s content.

Meaningful copy that delivers your brand message in an eloquent way goes here. You can use long fruity words or just a few choice nuggets.

TYPEFACE

Gilroy – Bold

abcdefghijklmnopqrstuvwxyz
1234567890

Gilroy – regular

abcdefghijklmnopqrstuvwxyz
1234567890

STRUCTURE

Heading
Colour: Brand Blue
Weight: LL Brown bold
Line-height: 1.7

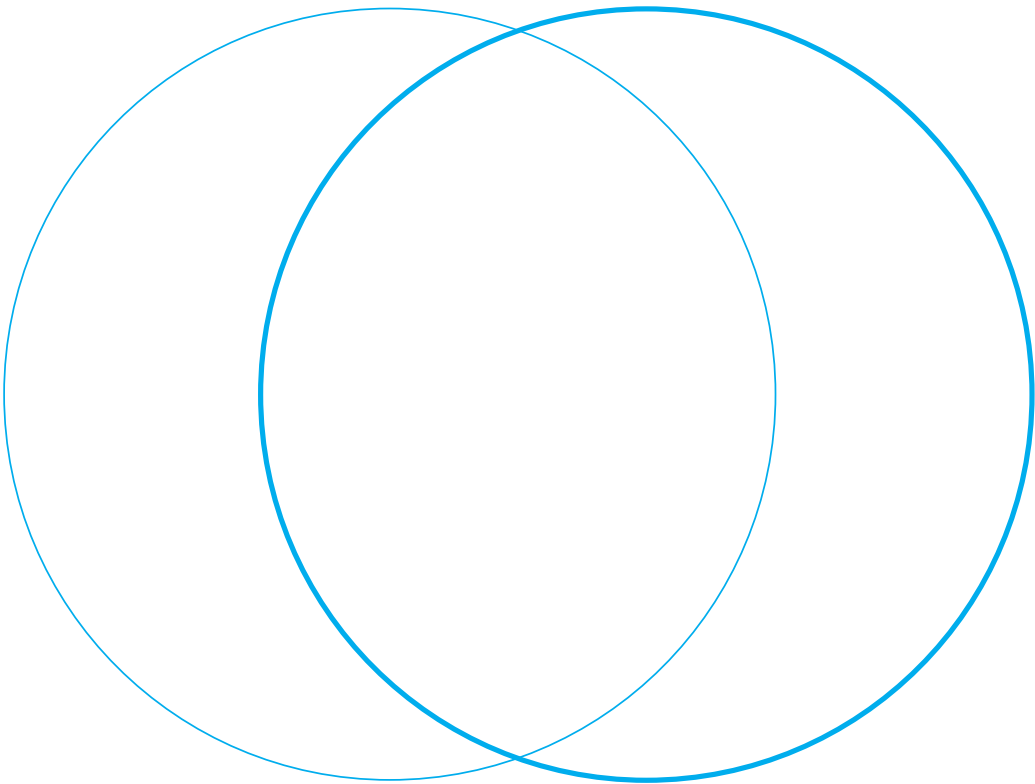
Lead paragraph
Colour: Body-black
Weight: LL Brown bold
Line-height: 1.7

Body
Colour: Body-black
Weight: LL Brown Light
Line-height: 1.7

Visual language

Our visual language is the world our brand lives in. It comprises a unified system of form, colour and imagery. Its our story telling kit. Go ahead, say something with meaning.

RINGS DEVICE



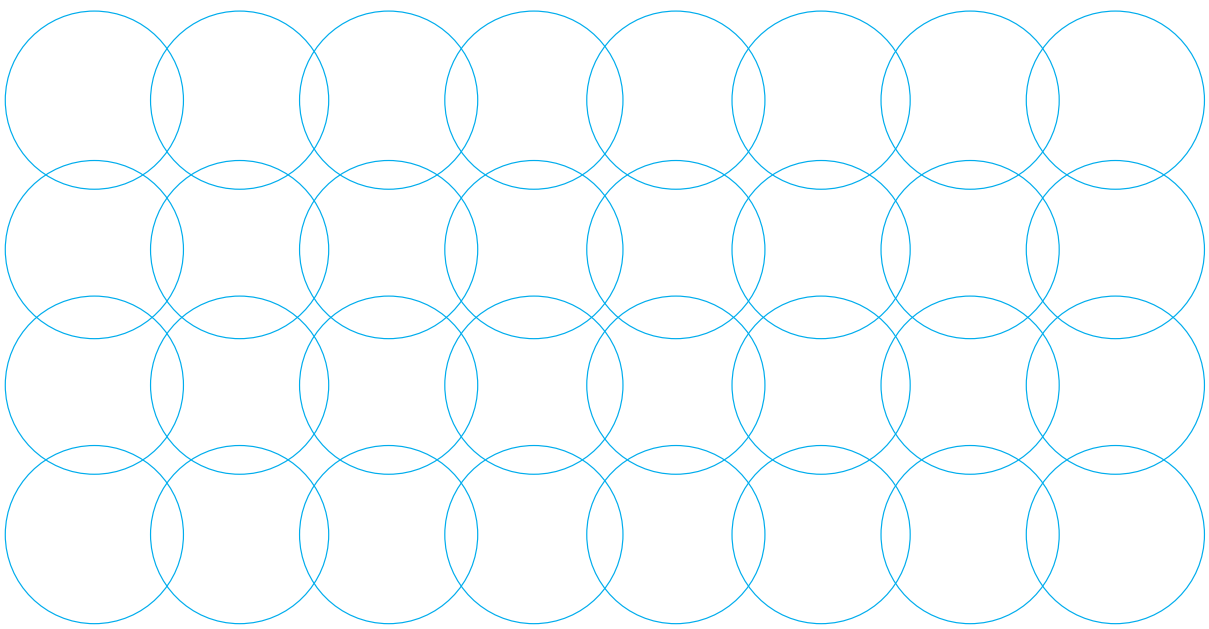
RINGS WITH PHOTOGRAPHY



CALL OUTS



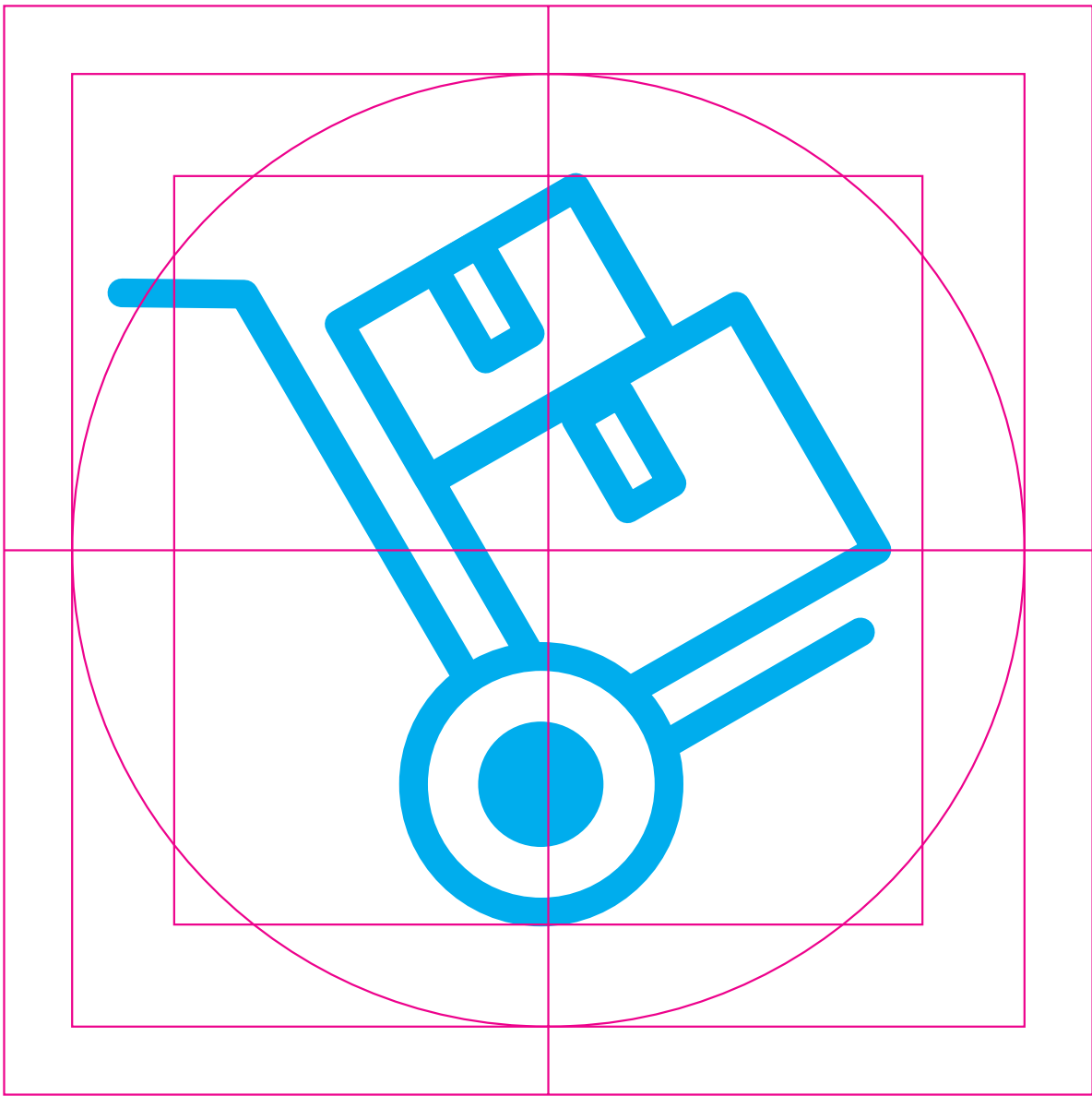
RINGS PATTERN



Icons

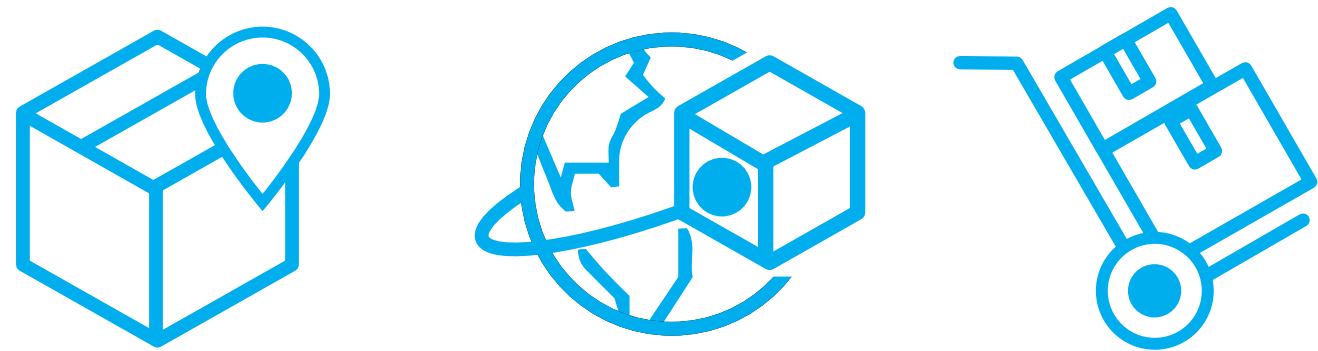
This is the most basic form of our visual language. A picture says a thousand words an icon should say just one. Fast. Our icons comprise visual shorthand for key functions of our product.

ICONS GRID



Our icon grid ensures the consistent rendering of our icons wherever they are used. If additional icons are needed ensure the visual weight is equivalent to the central square. It is ok to go out side the square to achieve this as indicated in the example above.

ICONS DETAIL



ICONS SET



Meaning: parcel tracking
Usage: widgets / general



Meaning: parcel tracking
Usage: widgets / general



Meaning: parcel tracking
Usage: widgets / general



Meaning: parcel tracking
Usage: widgets / general



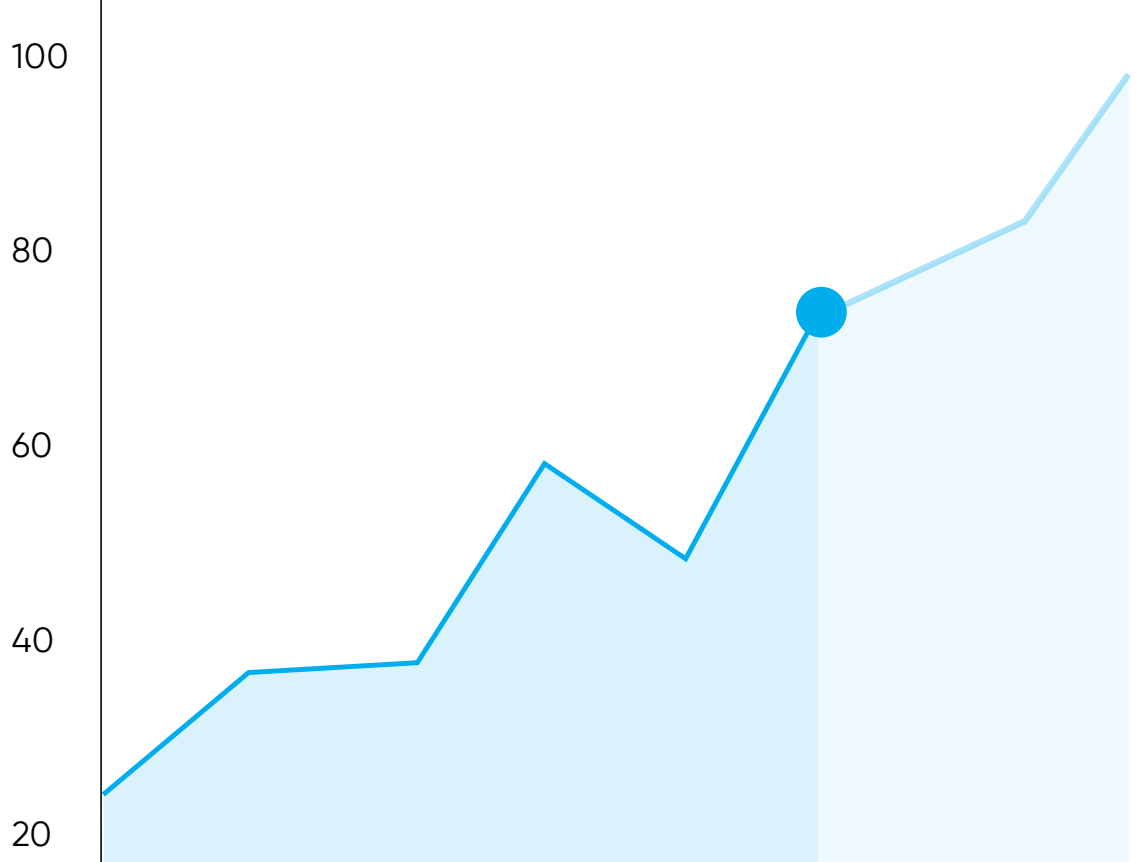
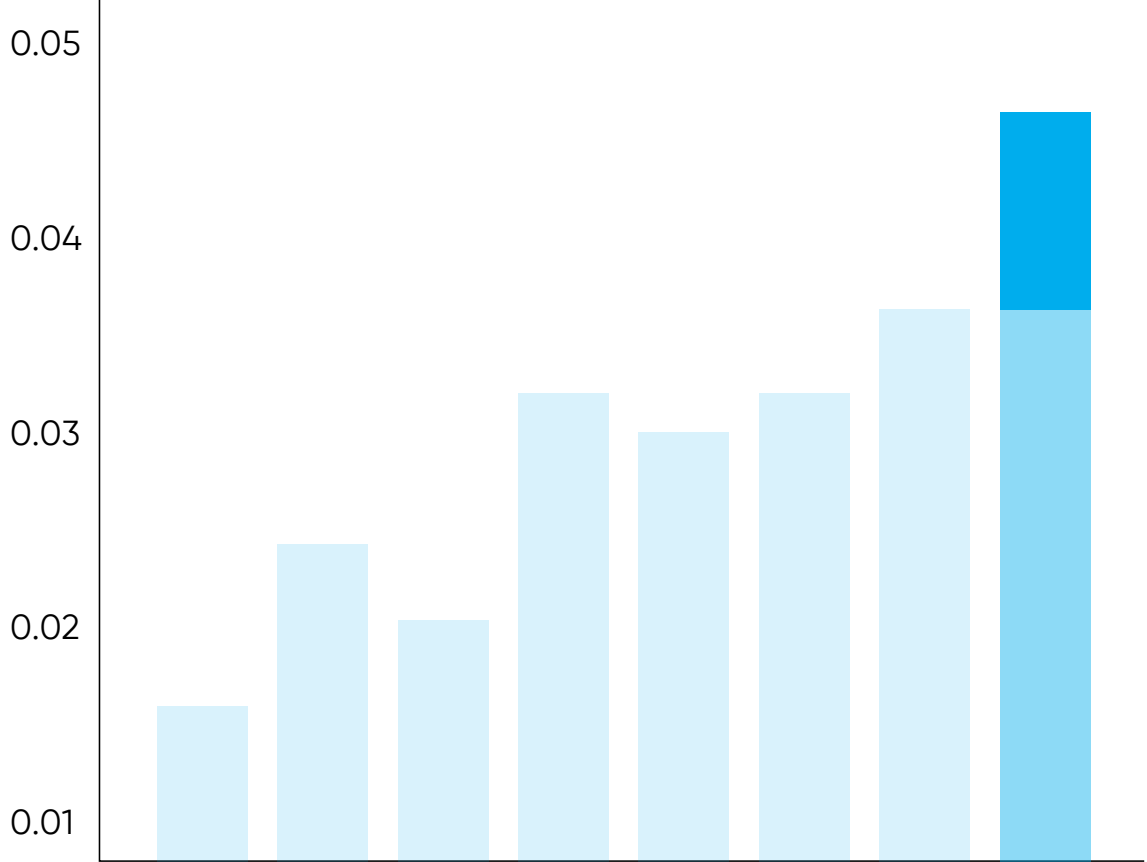
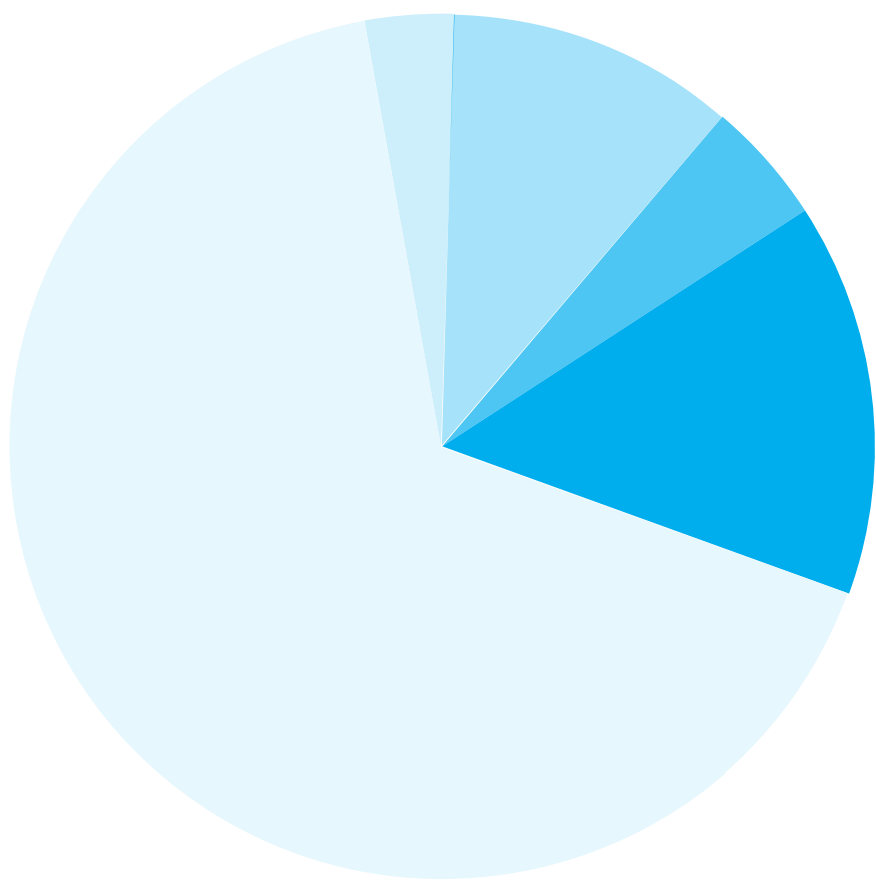
Meaning: parcel tracking
Usage: widgets / general



Meaning: parcel tracking
Usage: widgets / general

Data (optional)

Our product demands we communicate vast quantities of information. How we display this is therefore critical. Heres how this is done.



Less is more – Our visual style is paired back letting nothing get in the way of the communication

Monochrome – You can use any colour you like as long as its blue. Our blue.

Focus – We use tone strategically drawing the users eye to the most important information.

Tone of voice

(optional)

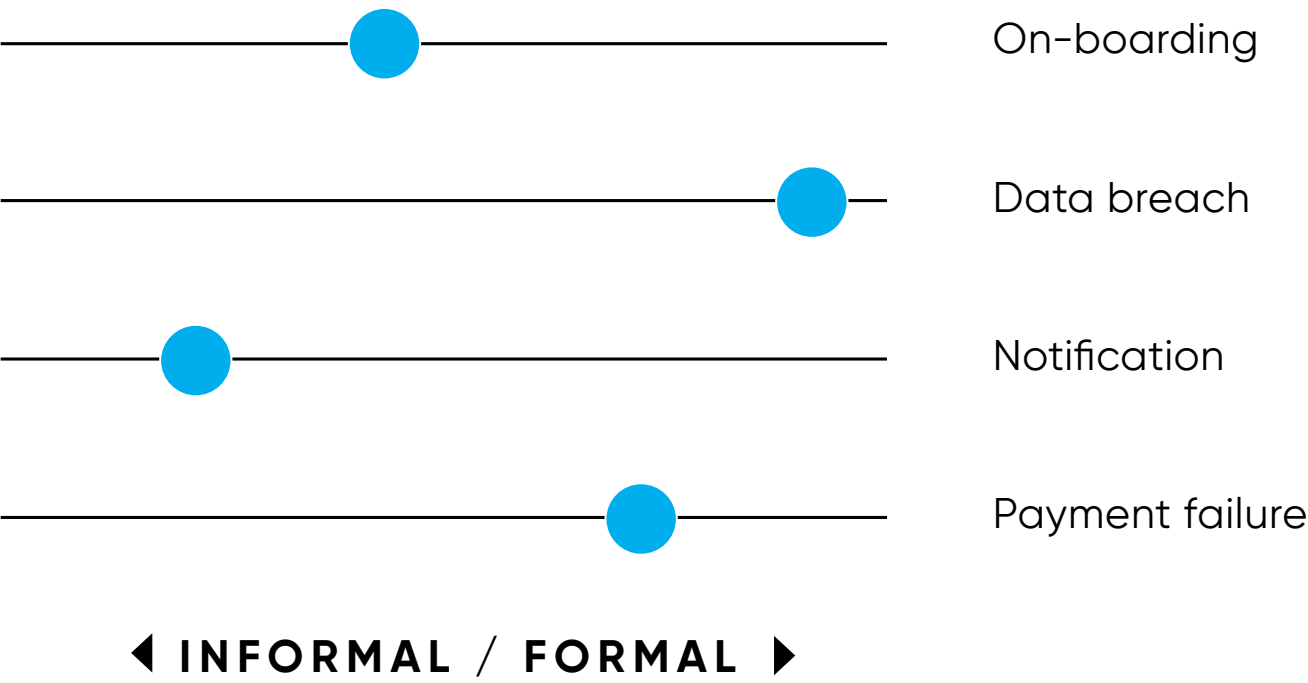
This is how we tell our stories. Are they irreverent? Are they serious? Its not the facts it’s how you tell them. Find out how to tell stories worth listening to here.

Our tone of voice, because storytelling.

To-the-point – One liners are our bag, baby.

Quick on our feet – We’re reactive and spontaneous. Think Robin Williams minus the coke.

Genuine and real – We are unafraid to call a spade a spade, but not offensive. If you prefer ‘shovel’ thats ok too.



Photography

People

In order to craft a consistent message we need to control the emotional signals we send. This goes double when we are portraying people. On this page are our guiding principles for imagery featuring people and the content those images should contain.

PRINCIPLES

Genuine, human, spontaneous, light-hearted



CONNECTION

Interpersonal connections, genuine emotions



LIGHTING

Isolated subject, diffused lighting



MOTION

People in motion – work or play

Photography

Contextual

In order to craft a consistent message we need to control the emotional signals we send. On this page are our guiding principles for contextual imagery and the content those images should contain.

PRINCIPLES

Intimate, focused, isolated, simple



FUNCTIONALITY

Demonstrating the product forming its primary function.



DISPLAY

Product is always displayed in a usage context – in the users hands, in the home environment.



STORYTELLING

Product is the focus, subject and product interact directly in a focused manner.



Thanks

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