HI, I'M SAM.

WEBSITE

www.SomethingSoSam.com

TWITTER & INSTAGRAM

@SomethingSoSam

www.SomethingSoSam.com/WordCampOrlando2018

Copernicus Wapuu

Wapuuble

DEFINE YOUR BRAND

What judgement will people form about your brand?

Princeton researchers found that within 0.1 seconds, people form judgements about the likeability, trustworthiness, competence, attractiveness, and aggressiveness of faces in photos they were shown.

Elements That Make Up a Brand

THE VALUE OF YOUR BUSINESS

THE VOICE YOU USE

YOUR PERSONALITY

YOUR VISUAL IDENTITY

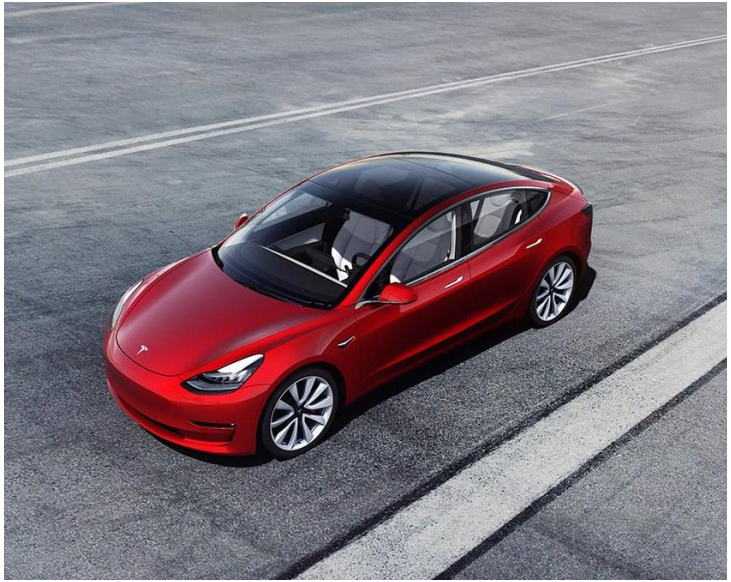
The Value of Your Business

WHY does your company exist

and what do you want to offer?

WHO IS DOING IT WELL?

Tesla



TESLA

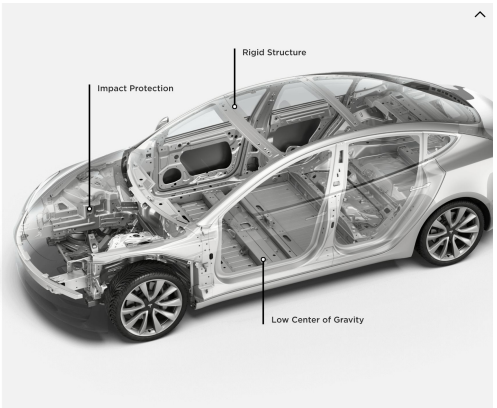
Safety

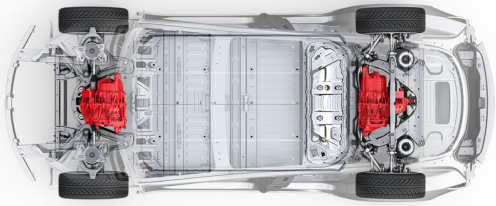
Built for Safety

Safety is the most important part of the overall Model 3 design. The metal structure is a combination of aluminum and steel, for maximum strength in every area. In a roof-crush test, Model 3 resisted four times its own mass, even with an all-glass roof: that's the same weight as two full-grown African elephants.

LEARN MORE

ORDER NOW





310mi
Range

155mph
Top Speed

3.3s
0-60 mph

The Voice You Use

Your brand voice is the tone in which you speak to and connect with your audience.

WHO IS DOING IT WELL?

Milk Bar

milk x Canlis
INDIANA TICKET CO.

milk

BAR
MILK

milk bar
all about cake
I'M ALL ABOUT CAKE

milk

milk
HARDBODY

“I don’t think cake should be frosted. I’ve seen how obsessed you can get with frosting a cake, and that time should be spent elsewhere... we’re not in pottery class.”

CHRISTINA TOSI

Chef, founder, and owner of Milk Bar

Your Personality

Brands that have a well-defined personality make the product relatable on a personal level.

WHO IS DOING IT WELL?

Wendy's

Wendy's ✓
@Wendys

When the tweets are as broken as the ice cream machine.

> **McDonald's** ✓ @McDonaldsCorp
> Black Friday **** Need copy and link****

♡ 750K 11:59 AM - Nov 24, 2017

281K people are talking about this

Wendy's ✓
@Wendys

looks at logo on bag

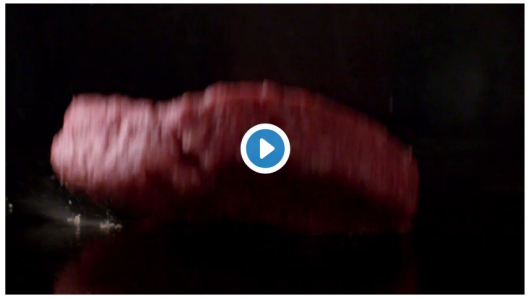
You failed.

> **Champagne Papito** @canceric
> I hope every person who ever thought I would fail sees this.

♡ 329K 11:03 AM - Dec 6, 2017

76K people are talking about this

McDonald's ✓ @McDonalds · Mar 30, 2017
Today we've announced that by mid-2018, all Quarter Pounder burgers at the majority of our restaurants will be cooked with fresh beef.



Wendy's ✓
@Wendys

.@McDonalds So you'll still use frozen beef in MOST of your burgers in ALL of your restaurants? Asking for a friend.

♡ 177K 11:00 AM - Mar 30, 2017

77.4K people are talking about this

Glorious One @lunaticfringe38 · Jun 16, 2017
@Wendys i ordered Burger King what do i do?

Wendy's ✓
@Wendys

Learn from your mistake

♡ 58 5:48 PM - Jun 16, 2017

See Wendy's's other Tweets

Mika ✨ @_inkedSnowFlake · Jan 3, 2017
@Wendys can you find me the nearest Mcdonalds?

Wendy's ✓
@Wendys

pic.twitter.com/IhRsonIUnJ

♡ 23K 2:44 PM - Jan 3, 2017

12.3K people are talking about this

© Grizzlee Martin

Your Visual Identity

Your visual identity comprises your logo, imagery, typography, colors, and creative design.

WHO IS DOING IT WELL?

Foxtail Coffee Co.

Foxtail
COFFEE CO.

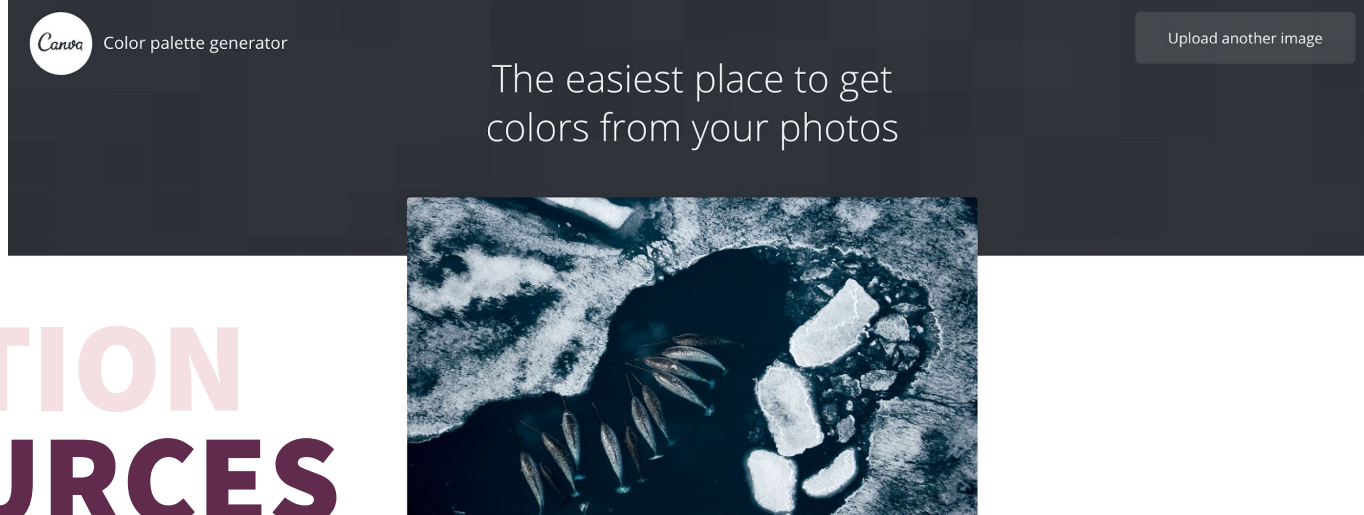
Foxtail
COFFEE CO.

Foxtail
COFFEE CO.
Foxtail
COFFEE CO.

INSPIRATION

INSPIRATION
RESOURCES

unsplash.com
canva.com/color-palette
underconsideration.com/brandnew



BE CONSISTENT

This is where a style guide comes in.

The purpose of having a solid style guide is to ensure brand consistency throughout any collateral you produce – no matter who created it.

What should be in a style guide?

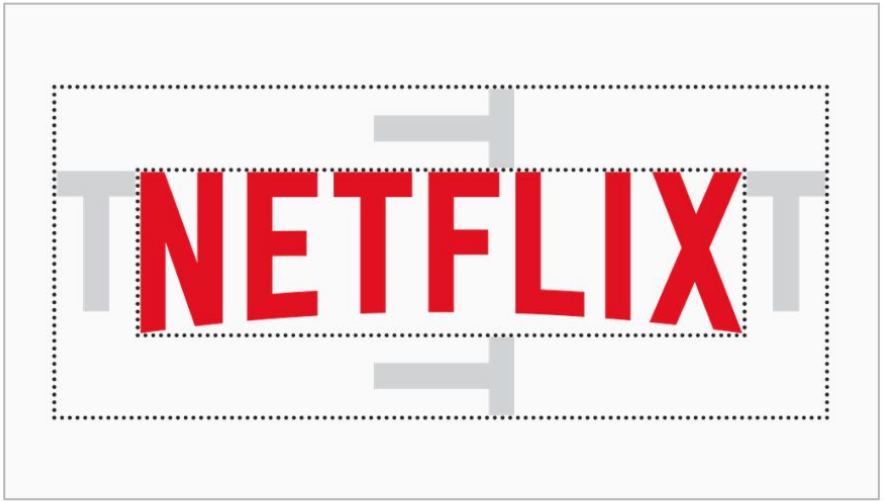
At the very least, a style guide should include details about your brand's logo, colors, typefaces, web styles, and any other elements you feel confident enough to define. You cannot be too detailed.

YOUR STYLE GUIDE

Logo

- Primary Logo
- Any secondary logos or monograms
- Sizing
- Placement
- Spacing
- Examples showing how not to use the logos

CLEARING SPACE



TREATMENT

Primary Use

Secondary Use

White burn-in (the only use for a white logo)

AVOID

Avoid using a white logo, except for a video watermark. For all other cases, please contact brand@netflix.com.

Avoid using the logo over a red background.

Avoid using the logo in a sentence.

Avoid adding effects like shadows, dimensions, and gradients to the logo.

Avoid stretching or compressing the logo.

Avoid placing the logo in a shape or container.

Avoid rotating the logo.

Avoid using the logo on busy backgrounds.

Colors

- Primary/secondary/tertiary colors
- Limited/single color versions of the logo
- Pantone
- CMYK
- RGB
- Hex

Our Colours

Spotify has always been green, and that won't change. While embracing a much more colourful language in our brand communications, Spotify Green is our resting colour, used only in situations where the brand palette is not being used.

Green*
#1DB954
R30 G215 B96
C80 M0 Y80 K0

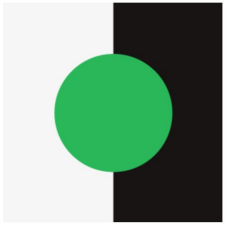
White
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Black
#191414
R25 G20 B20
C0 M0 Y0 K100

*Note that this green is darker than the green we use on the Spotify logo, which we refer to as light green. The green featured above is optimized for accessibility and legibility. Light green is only intended to be used with the official Spotify logo.

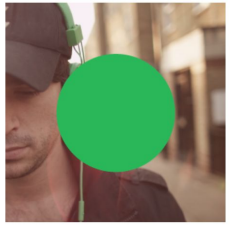
Rules with Colours

Spotify Green should only ever sit on white, black, or a non-duotoned photograph. Spotify Green will mostly exist in the app. Spotify Green should never be used as or with a colour from the brand palette, or a duotoned image.



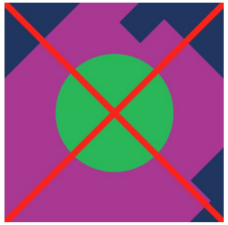
YES

Spotify Green on black or white.



YES

Spotify Green on an image.



NO

Spotify Green on brand palette.

NO

Spotify Green on duotoned image.

Typefaces

- Name of any primary/secondary typefaces used in the logo, marketing material, and on the web
- Examples showing the different weights used
- Descriptions of how elements, such as titles or body copy, should be styled (i.e. bold, all-caps for titles, regular weight and sentence-casing for body copy)
- In some cases, typefaces you use in one medium may not be usable or ideal for legibility in another (such as print versus web). Listing out alternative web-safe fonts may be useful as well.

ACIDALIA
ARCHER HAIRLINE

FREMONT
ARCHER THIN

LONG EDDY
ARCHER EXTRALIGHT

ROSCOE
ARCHER LIGHT

MONTICELLO
ARCHER BOOK

NARROWSBURG
ARCHER MEDIUM

HANKINS
ARCHER SEMIBOLD

CALLICOON
ARCHER BOLD

ARCHER

HAIRLINE | THIN | EXTRA LIGHT | LIGHT | BOOK | MEDIUM | SEMIBOLD | BOLD

Archer, the colorful slab serif.

Sweet but not saccharine, earnest but not grave, Archer is designed to hit just the right notes of forthrightness, credibility, and charm.
(10pt)

Slab serifs have been evolving for two hundred years, yet the category continues to be dominated by two basic styles: Antiques and Geometrics. Antiques arise out of the same nineteenth-century tradition that produced the Modern and Scotch styles: at heart, they're text faces, and they feature all of the qualities needed to thrive at small
(12pt)

Prepared @
HOEFLER & FRERE-JONES

A B C D E F G H I J K M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 %
! @ # $ % ^ & * ( ) _ + { } " : ?

Aa

(Antiques customarily have the traditional 'two-storey' forms of a and g, and a capital R that ends in a flourish.) Our Ziggurat typeface is an example of the Antique style in full flower, capturing the best of what the style has to offer: it's warm, comforting, and persuasive. But this coziness comes at the expense of modernity, and in the wrong context even the best Antique can feel
(14pt)

The quick brown fox jumps over the lazy dog and feels as if he were in the seventh
(16pt)

The quick brown fox jumps over the lazy dog and feels as if he were in the
(18pt)

The quick brown fox jumps over the lazy dog and feels as if he were
(20pt)

The quick brown fox jumps over the lazy dog and feels as if he
(22pt)

The quick brown fox jumps over the lazy dog and feels as
(24pt)

The quick brown fox jumps over the lazy dog and
(26pt)

The Geometric is a twentieth-century riposte to the Antique. Informed by the same kind of rationalist thinking that inspired the great sans serifs of the Bauhaus, Geometrics abandon traditional forms in favor of mathematical strategies. A Geometric's O is circular rather than elliptical, and its forms shed their residual contrast between thicks and thins. Geometrics usually apply this same rationalism to the woollier parts of the alphabet, replacing the alphabet's beaks and tails and ball terminals with a program of matching serifs. While these faces can sometimes be bracingly modern, they're often monotonous, and many Geometrics suffer from an astringent sting that makes them difficult to use and unwelcome to
(8pt)

Antique. Informed by the same kind of rationalist thinking that inspired the great sans serifs of the Bauhaus, Geometrics abandon traditional forms in favor of mathematical strategies. A Geometric's O is circular rather than elliptical, and its forms shed their residual contrast between thicks and thins. Geometrics usually apply this same rationalism to the woollier parts of the alphabet, replacing the alphabet's beaks and tails and ball terminals with a program of matching serifs. While these faces can sometimes be bracingly modern, they're often monotonous, and
(9pt)

Web Styles

- Buttons
- Form elements
- Iconography
- Grid system

airbnb

Where are you going?

Browse

Penny

2

Help

List Your Space

Dashboard | Inbox | Your Listings | Your Trips | Profile | Account

Reviews About You | Reviews By You

Invite Friends

Where do you want to go? | Arrive | Depart | 2 Guests | Search

Bedrooms

Bathrooms

First Name

Last Name

CVC Code

Rausch

Ebisu

Hackberry

Kazan

Babu

Lima

Tirol

Beach

Foggy

Hof

Host Metrics

44%

Acceptance Rate

That's **31%** lower than hosts in your neighborhood, **29%** lower than hosts in your city.

Hosts have welcomed over 11 million travelers on Airbnb.

Learn about Airbnb's economic impact

Penelope Bain

Aug 21 - 30, 2014

Accepted

Other Elements

- Brand history, values, vision, and personality
- Copywriting style (e.g. words to avoid, tone)
- Photography style (e.g. lighting, composition)
- So much more!

hello

come here often?
YOU, YES, YOU.

PSSST!

HERE ARE A FEW THINGS WE'VE LEARNT...
HOW CUSTOMERS FEEL
WHAT CUSTOMERS WANT
THERE'S AN OPPORTUNITY
WE NEED TO STEP UP
SO CAN WE CHANGE?

YES

ALWAYS BY YOUR SIDE. WE'RE THE ORIGINAL PEOPLE'S CHAMPION.
yes

yes
yes
yes
yes
yes
yes
A WHOLE LOT MORE YES

YES

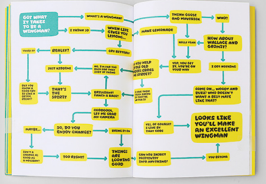
WHO WE ARE
WHAT WE STAND FOR
HOW WE BRING IT TO LIFE
THE WAY WE DO IT

WHO WE ARE
WE BELIEVE IN

WINGMAN

RESTLESS OPTIMISTS, THAT'S US.

WE POWER CONNECTIONS.
WE DISCOVER THE NEW.


LOOKS LIKE YOU'LL MAKE AN EXCELLENT WINGMAN

TO SUM IT ALL UP...
THE CHALLENGER SPIRIT
TEAMWORK
INTEGRITY
CUSTOMER FOCUS
PERSONAL EXCELLENCE
WINGMAN
WE'RE RESTLESS OPTIMISTS
YES

BE PART OF THE QUEST. SAY YES TO YES.

Don’t be afraid to evolve and grow your brand.

Both your brand and your style guide are living, breathing entities. You will learn what works as you use it, and you can (and should) always add or adjust the information as needed. The most important thing is to set a solid foundation by creating one.

LINKS TO EXPLORE

stylifyme.com
fbrctr.github.io
frontify.com/styleguide
uber.design/case-studies/rebrand-2018

THANK YOU

@SomethingSoSam