



## Brand Guidelines.

This is a guide to the basic elements that make up Bite. Have a read, it will help you get to know us a little better.



# Welcome to a new Bite.

**“We’re brilliant at talking about our clients,  
but terrible at talking about ourselves.”**

This statement has been uttered with remorse more than once in the past. But that’s about to change.

We’re at a critical point in the evolution of both the company and the industry we work in. We’re changing as the market changes around us, and becoming a different kind of agency to the Bite of the past.

Now is the time to redefine who we are, what we stand for and how we express ourselves. Our new brand identity creates that definition - It’s much more than just a logo. It gives us a consistent and global personality. It gives us a shared voice. It gives us certainty and direction.

**We’ve always been proud of our agency,  
now we can be proud of our brand.**

# The essence of our brand.

## **Bite is a courageous agency.**

This is the essence of our brand and everything we do should support it.

Our brand faces forward, pushes against boundaries and takes risks. It projects vibrancy, dynamism and confidence into the world.

It's a courageous brand for a courageous agency.  
An agency that innovates, disrupts and sets the agenda for the industry to follow.

# How we express ourselves.

## Tone.

Our tone of voice stems from our brand essence. It guides the written, verbal and visual language that we use.

### **Assured, but not arrogant**

We should project confidence, without appearing cocky. We do this by articulating our message clearly and concisely and by avoiding meaningless industry jargon. If we believe in what we say, others will believe us to.

### **Ambitious, but not unachievable**

We're striving to beat the competition and shouldn't be afraid to show it. We set our marker a yard ahead of the rest. When we communicate we should challenge expectations and set goals that are hard, but not impossible, to achieve.

### **Radical, but not ridiculous**

Everything we say and do should surprise. We should surprise our clients and surprise each other by avoiding the expected. If our audience feels bored by a single word we write or say, we're not doing ourselves justice. We should never say the same thing as our competitors - we rip up the rulebook and do things differently.

### **Vibrant, but not shouty**

Bite is an innovative environment, full of creative people. Our energy needs to come through in our communication via dynamic and evocative language.

# How we express ourselves.

## Language guidelines.

We deal with a wide range of clients, spanning many sectors. We should always remember who we are talking to, and adjust what we say accordingly, but never allow our core brand personality to fade. Here are the key guidelines to use when communicating on behalf of the Bite brand.

# How we express ourselves.

## Language guidelines.

### No jargon, no clichés

If you notice a word is becoming clichéd, stop saying it. Jargon is for agencies who don't know what they're trying to say - for people who follow the herd. That's not us. Using direct and straight-forward language will set us apart from the crowd and help us sell ourselves.

#### ***Stop saying***

Content remains king. Bite's Point of View methodology enables clients to develop and communicate engaging messages to the right audiences.

#### ***Start saying***

Our point of view approach gets brands talking to the people that matter, about the subjects that matter.

### Never waste a word

Time is precious, information is everywhere and concentration spans are shrinking. Respect your reader by communicating your point as succinctly as you can and never say the same thing twice. When you have written something you should ask yourself if any words could be added or taken away to make it any better? The answer should be no.

#### ***Stop saying***

We've always been inspired by brands that have, or are destined to have, market-shifting influences. Bite's client roster includes large, industry-leading enterprises and smaller, emerging innovators. We offer Corporate, B2B and B2C communications, delivered by experienced sector specialists. While we're known for our technology expertise, our experience spans others sectors from cleantech and financial services to online fashion and entertainment.

#### ***Start saying***

We work with companies that are innovating in their fields, disrupting markets and changing the world.

# How we express ourselves.

## Language guidelines.

### Informal doesn't mean unprofessional

Biters are expected to act with professionalism at all times. But being professional is about how we act, the work we do, the time we keep, the manners we have. It's not about using lengthy, complicated words. Don't be afraid to use informal contractions and shorter, simpler words.

<i><b>Stop saying</b></i>	<i><b>Start saying</b></i>
We will	We'll
Do not	Don't
Require	Need
Appropriate	Right
Utilize	Use

### Speak human

All we have to sell is our people's time. It's "us" that our client's are buying, so we should let our personality shine through. Don't be afraid to show a bit of wit and irreverence. Communicate as a person, not a corporate machine. But remember that you are representing a brand that is courageous and confident.

#### ***Stop saying***

The multiple platforms used to communicate a value proposition – whether earned, owned or paid channels – all require a strong, coherent and audience-focused message that helps companies differentiate themselves from competitors..

#### ***Start saying***

A company needs a strong and clear message to stand out from the crowd – a message which captures people's attention wherever they are.

# How we express ourselves.

## Language guidelines.

### Don't ramble

A confident person won't ramble on at length. They will know what they want to say and they will say it clearly. A confident brand should do the same. Write in small chunks, avoid lengthy sentences and paragraphs, and use commas sparingly. If you do find a sentence or paragraph becoming long, use a short one next to vary the rhythm.

### *Stop saying*

In order to create a powerful and unique story, brands need to ensure they understand relevant communities and create messages that demonstrate a value proposition that is relevant to them.

### *Start saying*

Brands need to understand their audience. Only then can they create a message that will really capture attention. It's all about telling a unique and powerful story.

### We are "we"

We are nothing more or less than a group of people. There are no production lines here. Bite is the name of our agency, not the name of a machine that produces work. So always speak in an active, first person voice and say "we" rather than "Bite", or even worse "I".

### *Stop saying*

Original ideas and groundbreaking work are encouraged by Bite.

### *Start saying*

We break new ground and encourage original ideas.

### Don't over-punctuate

Don't over-rely on exclamation marks or capitals to make a point. The words should do the exclaiming, not the punctuation! AND WE DON'T NEED TO SHOUT TO MAKE OUR POINT. Oh yes, and avoid smiley and winky faces at all costs ;-)



## **How we describe ourselves.**

People will often put us on the spot and ask us to describe Bite. We need a quick answer up our sleeves. This is it.


**Global marketing services for companies that are innovating in their fields, disrupting markets and changing the world.**

# Our visual identity.

Usage

Identity minimum space

The identity must always have a minimum space surround which can be calculated by the **X** size as shown above. This will allow the logo to breathe when surrounded by other elements.

XX		X		XX
		X		
				
XX				XX



Colour Palette



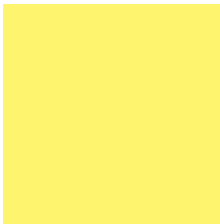
**PMS 513 C**  
C44 M83 Y0 K0  
R158 G35 B135  
#9E2387



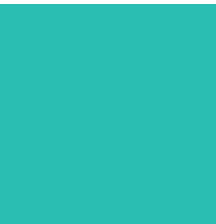
**PMS 806 C**  
C0 M50 Y0 K0  
R255 G0 B147  
#FF0093



**PMS Warm Red C**  
C0 M75 Y90 K0  
R249 G63 B38  
#F93F26



**PMS 803 C**  
C0 M0 Y70 K0  
R255 G237 B56  
#FFED38



**PMS 3265 C**  
C69 M0 Y37 K0  
R0 G198 B178  
#00C6B2



**PMS 299 C**  
C85 M19 Y0 K0  
R0 G163 B221  
#00A3DD

The Bite colour palette has been specifically created to add colour and interest to all Bite brand materials. The colours must only be used as background or highlight colours.

Identity



Identity full colour



Identity mono



Identity mono reverse

Typography

**Headline typeface**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

New Rail Alphabet Black

**Secondary typeface**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Gotham Book



**bite.**

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Thank you.

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Global marketing services.

Registered Address:  
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Global marketing services.

bite.

Global marketing services.



About.

Work.

Services.

Latest.

Our services:

## Global Marketing Services.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



We've released our brands as publishers ebook. Read it here [ow.ly/eEhQF](http://ow.ly/eEhQF)

about 23 mins ago  
[@wearebite](#)



NOKIA



BiteMarks:

## Influencing customers in the always on marketplace.

Read how we are creating a marketing agency for the always-on world.

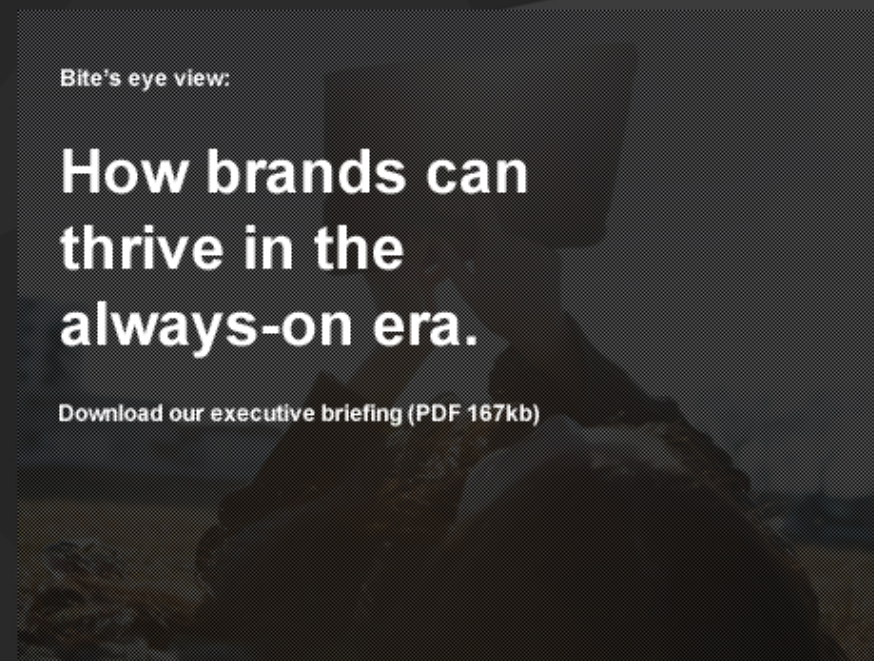
The difference between analytics and insight  
[ow.ly/eEhQF](http://ow.ly/eEhQF)

about 18 hours ago  
[@iamspaul](#)

Bite's eye view:

## How brands can thrive in the always-on era.

Download our executive briefing (PDF 167kb)



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Global marketing services.

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Where to find us in the US.

— New York

— San Francisco

Follow Bite.





bite®

About.

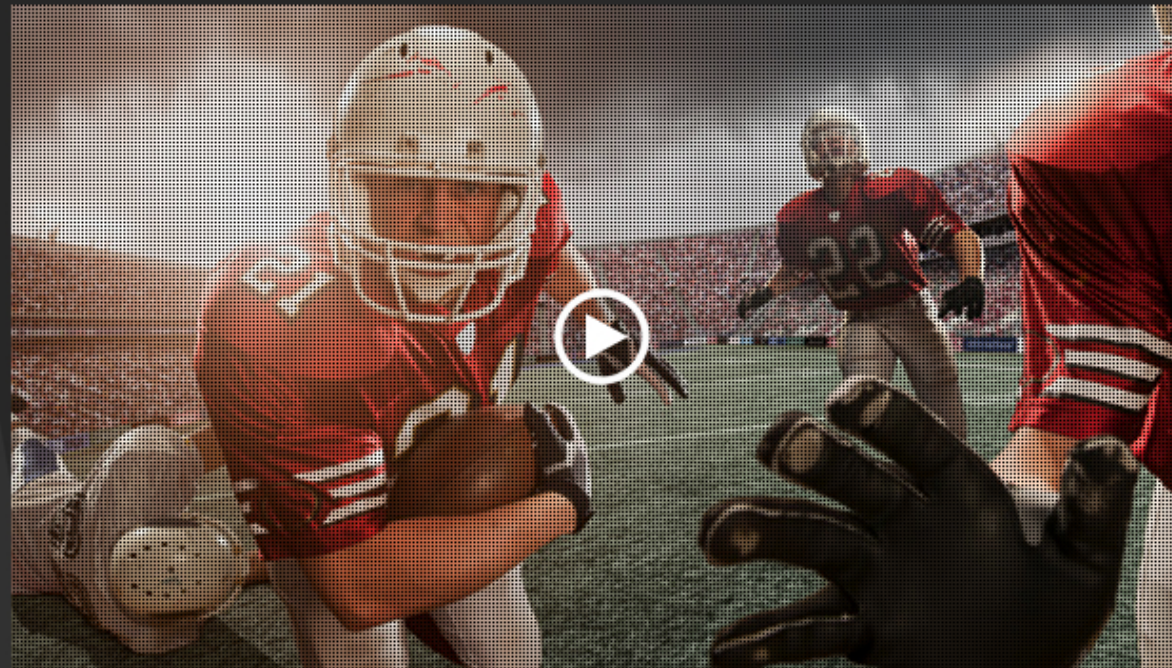
Work—

Services.

Latest.

**This is what we do.  
This is what makes  
us proud and our  
clients very happy.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit.



Sony — Project Title

**What did we do  
for Sony and/or  
what was the  
outcome.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

[View Case Study \(PDF 107kb\)](#)

citi®

Informatica — Return on big data

**What did we do  
for Informatica  
or what was the  
outcome.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

[View Case Study \(PDF 107kb\)](#)

RICOH

DELL

htc  
quietly brilliant

SIEMENS



mozilla

Nicira — Project Title

**What did we do  
for Nicira or**



NOKIA



# Our internal mission, vision and values.

## Our values

These are the traits we look for and encourage in our staff. They guide our behavior and interactions day to day.

**Creativity** – Solving problems, joining the dots, looking from different perspectives. We train our minds to produce original thoughts.

**Courage** - Speaking up and offering an opinion, with colleagues and with clients. We aren't afraid to take risks and we aren't afraid to fail.

**Teamwork** - Teams built on trust and respect. We work together in a transparent and supportive way.

**Passion** - An attitude based on energy, enthusiasm and purpose. We don't accept mediocrity.

**Fun** - Irreverence, humour and spontaneity. We have fun at work, but are always professional.

# Our internal mission, vision and values.

## Our vision

What is the purpose of our vision and why does it exist?

### What is our vision?

Our vision is a statement of where we want to go and who we want to be. It charts the road ahead.

**Be the best environment for creative marketers to do brilliant work on behalf of the most progressive companies.**

Provide further explanation of the below and words, why they were chosen and how they should guide us.

### Best environment

Our environment is a product of the way that we work, the systems and processes we adopt, the technology we use, the buildings we work in and the way we treat each other. Our environment enhances both our culture and our work.

### Creative marketers

Our business is built on people, it has always been this way and will always be this way. So we never take them for granted. Bite is a place where restless and imaginative people can push marketing forward.

### Brilliant work

Our work should make us proud. If you are not proud of a piece of work, don't accept it. Tackle each piece of work as if your hero was looking over your shoulder.

### Progressive companies

We are fussy about who we work with, but this has nothing to do with size or industry. All we ask is that our clients are innovating in their fields, disrupting markets and changing the world.

# Our internal mission, vision and values.

## Our Mission

Our mission is what gets us out of bed in the morning. It gives us both a purpose and a measure of success.

### Our mission is to wow and win.

This is not about a group hug in the car park, a morning chant or high fiving colleagues in the kitchen. It's an attitude we bring to work every day and how we measure our success as a business.

Wow is all about creating stand-out solutions, being the best we can be, soaking up inspiration and channeling it into your work.

Win means doing exactly that. Helping our clients win in their markets, win mind-share, win more market-share, win over doubters and beat the competition.

No matter who you are or where you're located, wow and win should form the foundation of everything we do. Two little words that strive to surprise, delight and deliver, create and communicate. And if we have them as our goals, our business will grow as our people do.

It's a (wow) win win situation.

# Our point of view.

Our point of view is our opinion on the industry around us. It gives us our angle and it gives us a platform on which we can build. Our thinking, our methodology, our services... Everything stems from our point of view.

Our point of view is that the future of brand marketing will be built around always-on strategies. Telling long, content-rich stories with many lightweight components.

We came to this point of view through an understanding that, thanks to the Internet and mobile technology, people are constantly connected. They are always receiving and always contributing, with conversations evolving continuously through multiple channels.

Whereas once the “big idea” ruled supreme, brands now need to find a “long Idea” that engages people over time and manifests itself in many different ways.

Most brands are not ready for this, but we can help them get ready.

For more information on our point of view see (insert name of positioning paper)



## Thank you.

If you're ever in doubt, just refer back to this document. We don't ask for much, just a little love and respect for our brand. We think it's a pretty flexible system that allows creativity, so give it your best shot.

And make us proud.