



DigitalMarketingMentor

Brand guidelines

May 2020

B
K
CONSULTANCY

Contents

01

Values & Mission

What will be covered

02

Tone of voice

What will be covered

03

Logo & elements

What will be covered

04

Typography

What will be covered

05

Colour palette

What will be covered

06

Photography Style

What will be covered

Why have brand guidelines

query

Do you have brand values or a personality you want to use? Or is this the tone of voice?

Our background

Digital Marketing Mentor was created in 2011 by David Prescod when he realised there was a demand for small business owners to gain the necessary skills to use social media effectively. He started by writing a BTEC qualification in Social Media for Business.

His goal was to empower individuals to take ownership of their own social media marketing. Working with big and small companies Digital Marketing Mentor focuses on delivering apprenticeships.

Vision/Values Statement

Digital Marketing Mentor sees its learners, employers and staff as its customers. Our customers are people first with lives that we seek to enrich. In an educational industry where learning and training has not evolved, we strive to do things differently using innovation and technology to create new and exciting experiences. Quality will never succumb to financial greed and we will be recognised for over delivering rather than cutting corners. Measured growth will always enable flexibility and evolution in our thinking and beliefs.



Mission statement

To create a compelling learning experience for employers and learners through the use of innovation and technology.

Tone of voice

Joyful

We are joyful in our writing. In practice this means that we focus on positive emotions that are experienced in a moment of action. We create a relationship with the reader using storytelling. Eg: If you eat something you like, then you feel joy. When you experience reciprocal love, you feel joy.

Informal

We are conversational in our writing style, this means we write how we speak. Our content should not be difficult to digest. We write in first person to build a sense of connection with the reader and we write with contractions as we'd do if we'd had a conversation. Eg: we've rather than we have.

Humorous

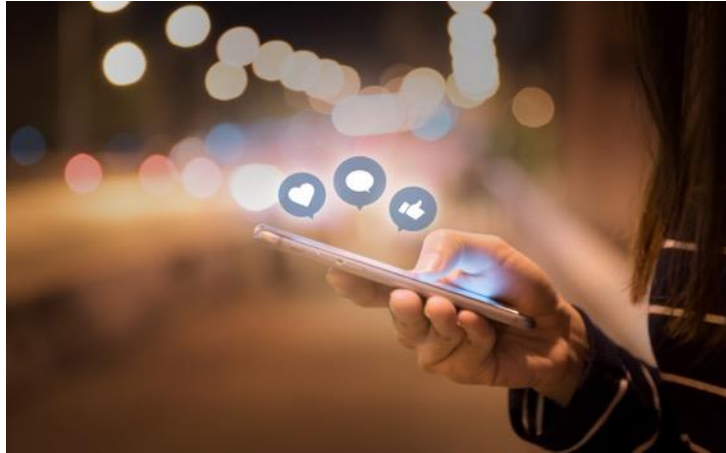
We can use a bit of humour within our writing, particularly in headlines to get the readers attention. This is because being funny does more than make us laugh. It allows us to think about difficult concepts in a way that feels safe. This tone in writing is intended to draw us into the content so that we can engage with certain facts or opinions that we feel are important to share.

Motivator - Our content is there to inspire people, we motivate

Educator - Our content informs others, conveying expertise with the subject material.

Tone of voice for companies

Dial up the tone of voice for companies by focusing on the three main elements below



Educator

Body copy



Joyful

Body copy

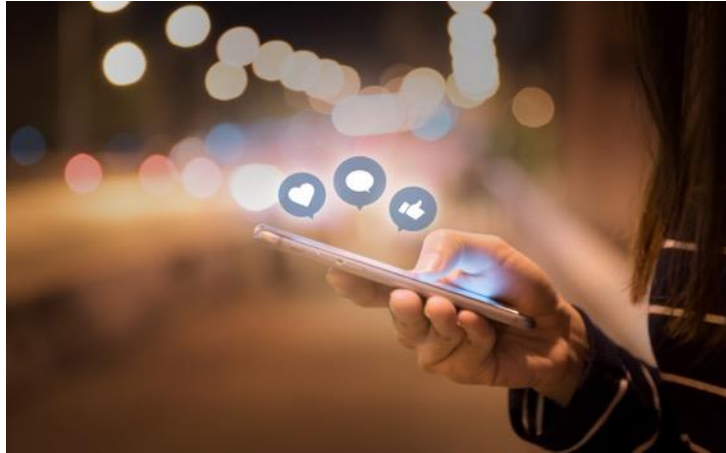


Motivator

Body copy

Tone of voice for apprentices

Dial up the tone of voice for apprentices by focusing on the three main elements below



Humorous

Body copy



Joyful

Body copy



Motivator

Body copy

Logo



Logo



This is the main logo for Digital Marketing Mentor. Please note the clear zone for the logo.

The logo should not be so small that it is illegible.

This is the main logo to be used at all times

The logo can be reversed out on the primary colour palette or an image

Alternative versions



Digiman



The logo can be used without the digiman icon.

The Digiman can be used for online purposes or where there is not enough space to show the full logo.

Note: The logo usage should be controlled. Files should be made available for use, do not give details that could be used to try to recreate the logo.

Elements

Digiman



The digiman

Digi Line



The digi line can be used as a separator for text.

It should always be a short line

Square



The square can be used for numbers to bring out text or the first letter of a title to make it stand out

Horizontal line



The horizontal line should always go to the edge of the page

The line should not go fully across the page. It should be a 1/3rd of the page

It should be used at the bottom of a page for style rather than as a separator

Confirm you are happy with these or if any need to be taken away

Typography

Typography

Raleway is the font in the presentation.

- I have selected a range of body texts – see next slide (Montserrat, Open Sans or Roboto) Please select the one you would prefer. I am thinking Open Sans or Montserrat.
- On the right hand side is all the different versions of Raleway. Please confirm if you have any preferences
- For Apprentices, if you would like something a little bit more fun. Raleway Dots could be used – Just for headings (large titles)

Typography

Raleway & Montserrat

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Raleway & Roboto

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Raleway

Light 300

Almost before we knew it, we had left the ground.

Light 300 italic

Almost before we knew it, we had left the ground.

Regular 400

Almost before we knew it, we had left the ground.

Regular 400 italic

Almost before we knew it, we had left the ground.

Medium 500

Almost before we knew it, we had left the ground.

Medium 500 italic

Almost before we knew it, we had left the ground.

Semi-bold 600

Almost before we knew it, we had left the ground.

Semi-bold 600 italic

Almost before we knew it, we had left the ground.

Bold 700

Almost before we knew it, we had left the ground.

Bold 700 italic

Almost before we knew it, we had left the ground.

Extra-bold 800

Almost before we knew it, we had left the ground.

Extra-bold 800 italic

Almost before we knew it, we had left the ground.

Black 900

Almost before we knew it, we had left the ground.

Black 900 italic

Almost before we knew it, we had left the ground.

Typography - Apprentices

Regular 400

Raleway Dots

Almost before we knew it,

Body text should be a minimum of 11pt

Colour

Colour palette

- Please confirm which colour of mustard/yellow you would like to go with? The one in this presentation or the one from your website?
- Black and White are the standard colours, do you want to change them so that they are slightly different to the standard colours? OR do you want to add more colours into your secondary colour palette?
- For print, ideally you need to do test print runs. I have suggested some colours which may match the mustard, also depends on whether you use coated or uncoated stock BUT these colours may not be an accurate reflection. Do you want me to continue with my recommendations for the primary and secondary colour palette?
- Tertiary colours – please check the suggested colours and let me know what you think (I like the blues, turquoise, green and oranges)

Colour palette

Primary colours

Digi mustard



Pantone
XXXX



C 0
M 27
Y 94
K 1



R 253
G 184
B 16
Hex #FDB810
WS #FFCC00
Fec947
(website)

Digi slate



Pantone
XXXX



C 1
M 3
Y 0
K 74



R 66
G 65
B 67
Hex #424143
WS #333333

Secondary colours

Digi grey



Pantone
XXXX



C 0
M 4
Y 4
K 54



R 118
G 113
B 113
Hex #767171
WS #666666

Black



Pantone
XXXX



C 0
M 0
Y 0
K 0



R 0
G 0
B 0
Hex XXXXXX

White



Pantone
XXXX



C 0
M 0
Y 0
K 0



R 255
G 255
B 255
Hex #ffffff

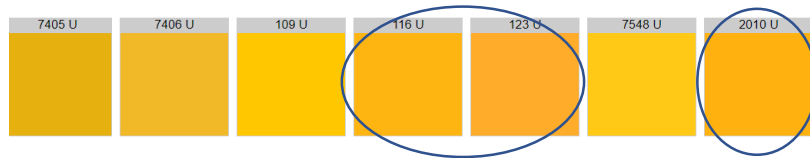
Pantone colours



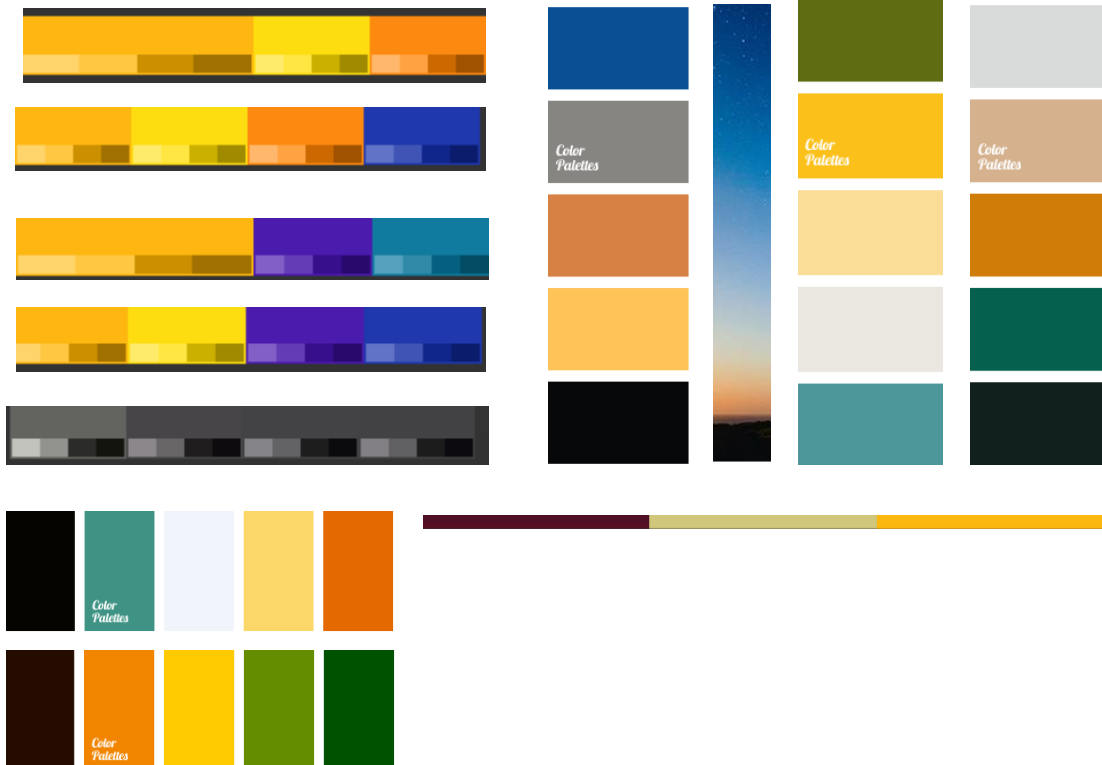
Coated stock



Uncoated stock



Tertiary colours



Photography style

Photography style

- Images should be xxx
- A filter of slate grey or digi mustard can be applied to images – ALWAYS?
- Black and white images can be used
- Images should be reflective of how apprentices learn (not in groups of people)
- Images should not be in an unnatural setting
- Images should be well lit
- Images which people using technology are on brand (eg: mobiles, laptops, tablets)
- When using images of people, they should show positive and happy emotions
- Backgrounds can be blurred to create a more impactful image/moment
- Check images on following slides are these ok? Esp the ones from the ppt..

Photography examples





Slide title

Body copy

Slide title



Subtitle

Body copy

Subtitle

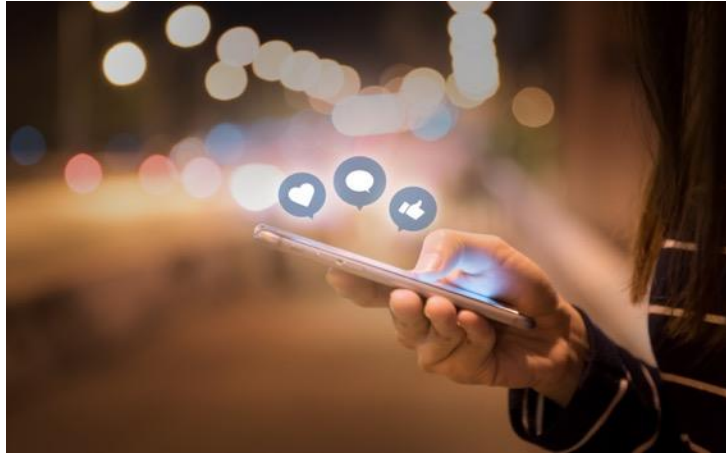
Body copy



Slide title

Body copy

Slide title



Subtitle

Body copy



Subtitle

Body copy



Subtitle

Body copy

Slide title

Body copy

