



BRAND GUIDELINES



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WHO ARE WE?

The Company

Run by women, for women.

KR Socials, founded by CEO Katie Rumble, is designed to be a safe space for, but not limited to, women in the media industry. In a world where you can be anything you want, being a woman, although becoming easier, is still a heavy feat. And making it alone is impossible.

With a 'tiny proportion of women working in senior positions in the media' industry (Byerly & Ross, 2008) our CEO believed it was time for change. In 2020, in the first national lockdown in the UK, *KR Socials* was born.

Beginning with small personal projects our CEO gained hands on experience on the difficulties of working as a young woman in the media world. So, she decided to incite change.

The company, designed to help those looking to up their social media game, edit content and improve their brand's reputation, has gone from strength to strength.

And this is only the beginning.

“If someone tells you you can’t do something, or they don’t take you seriously. Take that, and do it twice as good.” - Katie Rumble, CEO, *KR Socials*

MISSION VISION + VALUES

Our Mission:

to provide exceptional service to clients whilst changing the way successful women are viewed in the industry

Our Vision

to be the biggest social/pr agency in the UK with clients from all over the world

Our Values

friendly, funny, professional, successful

MOODS + AESTHETICS

Our company prides itself on understanding our client and their audience. Run by young professionals, we are, quite often, the people they want to target with their brand and work.

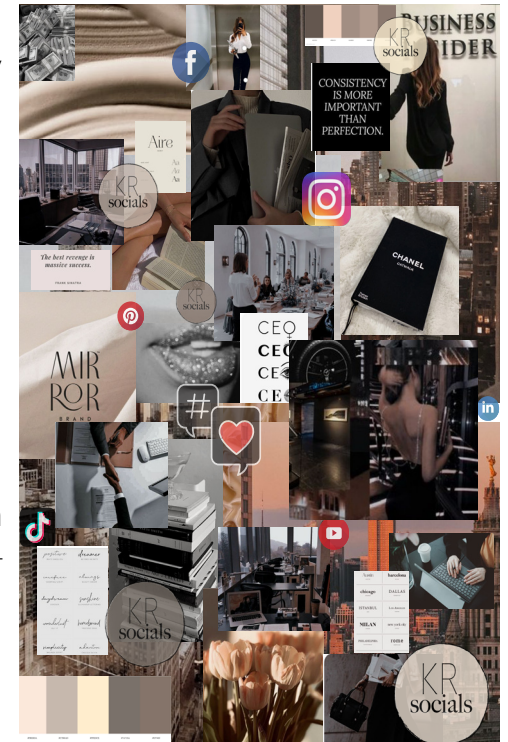
Many of our clients work on an aesthetic, and understanding this is crucial in creating, editing and marketing content relevant to their brand. Besides, 'brand aesthetics' are proven to 'allow a more refined and integrated brand management'. (Mazzalovo, 2012)

Therefore, it is only right that we too, have an aesthetic.

Think... 'young successful business woman living her best life in the city of her dreams, achieving her goals and working on herself despite the limitations of a society which preys on independent women capable of living life to the fullest.'

Like the sound of it?
Us too.

Our moodboard reflects this, and if you're ever unsure or need a reminder on what and who we are striving to be, don't hesitate to refer back.



TONE OF VOICE

What are we saying?

What we say and how we say it are super important factors in our business.

People skills are imperative in ensuring that we keep clients happy with our service, and having a distinctive tone of voice with an 'engaging style, will help to ensure that there are more people willing to listen' to us and the services we offer. (Morgan, et al., 2012)

Our company will never use a harsh, aggressive tone in anything we do. We don't believe in an impersonal service tainted by superiority.

Instead, we strive to provide a friendly, calm and informative service.

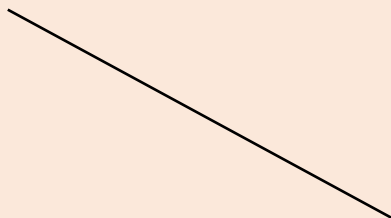
This tone of voice should be unified across all channels.

Our staff are kind, and any correspondence will represent this.

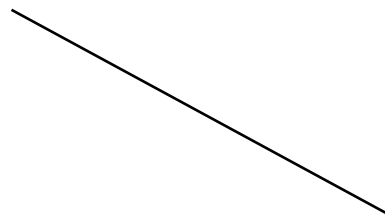
We are a happy team, who love our work, love our clients and love our lives.

The world is a much better place when you do everything with a smile, and it's essential that when people deal with our company they leave happier than they arrived.

Kind



Helpful



Fun

FUNCTION VS CREATIVITY

Shifts of Expression

Communication is key in everything we do. And understanding the differences in function vs creativity is hugely important in our company.

Our tone of voice will shift in expression depending on which channel of communication is being used.

FUNCTION

vs

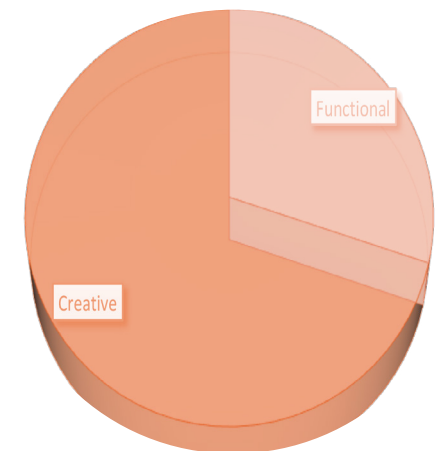
CREATIVITY

- Emails
- Client Contracts
- Customer Service
- Investor Meetings

- Social Media stories
- Social Media feed posts
- Client lunches
- Client content
- Events

A functional shift in expression doesn't mean boring. We want to be clear in our communications, professional and mature.

Our creative expression is the most used in every day correspondence, and it's what we pride ourselves on being: fun!



Social Media Creative Voice

Social media is our main form of correspondence between current and potential clients, along with our own ever growing audience of people wanting to know more.

It's important that we acknowledge the less professional tone taken by brands online. We expect our clients and audience to see the personality behind the business.

We're not just another PR agency.



our socials

our voice

kind fun happy
friendly
soft
ale
geable
knowledge
helpful
sassy
funny

OUR AUDIENCE

Behind the Scenes of Community



At *KR Socials* we always make sure to go the extra mile when working with and encouraging more clients.

In doing this we believed it was important to grow our own social accounts, in order to show potential clients exactly what is possible and what we do.

From here we have created a community of aspiring influencers, media connoisseurs and young people looking to be inspired to succeed.

Therefore it's important that we always keep our socials relevant to our audience, the generation z who are 'born after 1995 who...tend to be digital natives' they 'are fast decision makers and are highly connected' (Cilliers, 2017). They move quickly and trends pass fast.

So we have to move faster.

OUR LOGO



WHY?

Serif lowercase bold lettering

serif makes the lettering stand out whilst looking professional and classy
socials explicitly states what our company does making it easy to identify
lowercase lettering keeps the logo soft

Circle design

perfect for social media pictures, or to be used over content and documents
sleek looking
soft and friendly



Sans-Serif capital thin lettering

the thinness of the *KR* stands out
sleek and simple
black lettering to ensure it stands out on every document
stands for CEO name, hence uppercase

Outlined

slightly broken circle - representing being open to new clients
black in colour to make it stand out, also helps the background not blend into other coloured documents

Coloured background

colour picked from colour pallet
solid colour to keep it simple
nude/neutral makes it look neat

IMPORTANCE

Inspiration

‘Logos are a critical component of brand aesthetics’ (Walsh, et al., 2010) therefore when designing ours it was extra important for it to be something simple and easily recognisable.

Recently redesigned to fit our every growing company, our logo needed to represent more than it ever has before.

When redesigning the logo, a lot of research was put into logos of the industry, and creating something different to others was important to us.

We wanted it to be sleek, professional but fun.

2020 logo



2022 logo

Reasoning

KR Socials was originally named by our CEO, Katie Rumble.

She wanted something simple that represented her freelance work along with the services she offered at the time.

Over time this business has grown, and KR Socials has stayed, if not become more relevant than ever.

Like everything, over time our assets have changed. But no matter what, the company must stay true to itself, and that includes all assets associated with it.

ACCEPTABLE USES



The correct use of the *KR Socials* logo is imperative to our success. In order to be recognised by our audience we must stick to only the acceptable, discussed logo types.

As a company we have different types of acceptable logo uses. The ones detailed on this page are the main acceptable logo uses.

It is important that wherever possible these are the logo types used. Unless necessary and in the (below) stated examples, you **SHOULD NOT** use any other acceptable logo type.



These logo types are our main acceptable uses due to them keeping the exact same style as the original logo.



You **MAY** change the background of the logo to another colour detailed in the company's main colour pallet.

Unless necessary, the text and circle outline **SHOULD** stay black.



ACCEPTABLE USES

Circumstantial Colour Ways

In the appropriate circumstances these logo types are acceptable uses.

For example: on written documents, emails or darker backgrounds or merchandise.

You MAY change the colour of text to white if necessary.

You MAY remove or change the colour of the outline (to white.)

You MAY remove the coloured background but you MUST keep the black outline and black text.



UNACCEPTABLE USES



These uses of our Logo are completely unacceptable and must NEVER be used.



You MUST NOT change the frame to a square shape.

You MUST NOT change the background colour to something not in our company's colour scheme.

You MUST NOT change the placement of one or both pieces of text.

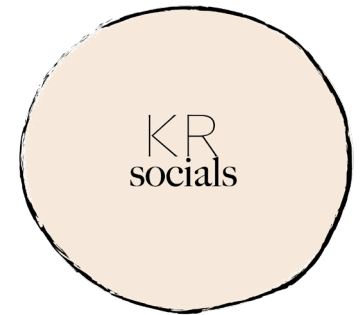
You MUST NOT change the fonts of the logo.

You MUST NOT add more outlines.

You MUST NOT change the colour of the text to anything other than black or white.

You MUST NOT make the text smaller in the logo.

You MUST NOT switch the fonts around.



WORDMARK

KR
socials

Our wordmark uses the same fonts as our logo, however they are enlarged.

The wordmark is good to use on more serious documents, or at times when a circular logo isn't appropriate.

OUR SUBMARKS

The submarks of our logo are extremely important in our company. Used when there isn't space for the original logo, or when something simpler fits the frame better (on social media content, for example), these submarks are super useful and handy to have.

KRs, designed to simplify *KR Socials* keeps the same fonts as the original logo in order to make them recognisable.

To further this, you **MUST** only use the submark with background colour of our colour pallet.

You **MAY** remove the circled background but you **MUST** then enlarge the text.

You **MUST NOT** add a outline to the circle of any colour. We need to keep the submark simple.

You **MUST** keep the submark small.



KR_S



KR_S



KR_S



KR_S



KR_S

KR_S

UNACCEPTABLE SUBMARKS



KR^S

You MUST NOT move the location of the 'S' it MUST stay on the right hand side attached to and just below the 'R'.



KR_S

You MUST NOT change the fonts of the text or make it italic.

You MUST NOT add a outline of any colour.

You MUST NOT change the shape of the background of the submark, it MUST be either a circle or none.



KR_S



KR_S



KR_S

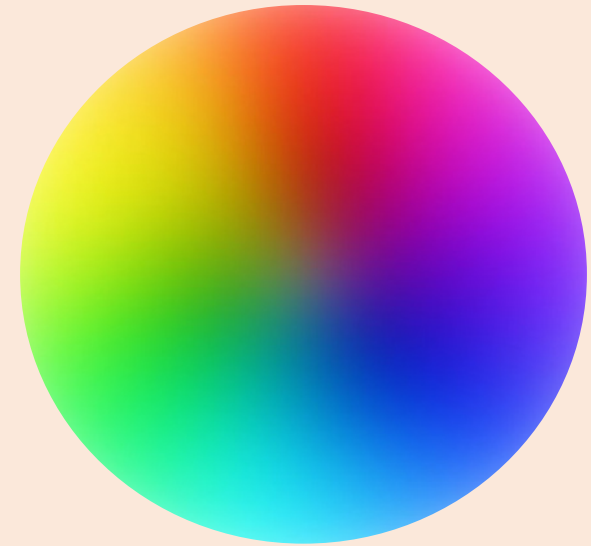
COLOUR SCHEME

Company Colours

Having a set of brand/company colours is hugely important in our industry.

When trying to attract attention to our work our colours work well to represent everything we stand for.

‘Colours help to capture consumers’ attention and affect perceptions’ (Kauppinen-Raisanen, 2014) therefore getting it right for our company is essential to our success.



COLOUR PALLET

Main Pallet

Below is our company's main colour pallet. 'Colour can convey a mood or elicit a particular emotion and, can influence attitudes, perceptions, and behaviours'. (Tigwell, et al., 2017) Therefore creating a pallet that represented everything we are: sleek classy and successful was imperative..

Our main brand colour #FBE8DA is used on all assets and content created for our brand. This colour was chosen as it is feminine, sweet and light.

This pallet was specifically chosen to emit calm professionalism of which is shown by every member of staff.

The nude colours chosen can be used anywhere, from logos to business proposals and merchandise.



#FBE8DA

#C7B8AD

#FFEDCE

#7A716A

#857469

COLOUR PALLET

Pantone Colours

These specific colours are very important to get right.

When creating content ensure that all the values are correct.

Getting the values wrong means the tone of our content will be different and less recognisable.

RGB 251, 232, 218

HSV 25, 13, 98

CMYK 0, 8, 13, 2

LAB 93, 4, 9

RGB 199, 184, 173

HSV 25, 13, 78

CMYK 0, 8, 13, 22

LAB 76, 3, 7

RGB 255, 237, 206

HSV 38, 19, 100

CMYK 0, 7, 19, 0

LAB 94, 1, 17

RGB 122, 113, 106

HSV 26, 13, 48

CMYK 0, 7, 13, 52

LAB 48, 2, 5

RGB 133, 116, 105

HSV 24, 21, 52

CMYK 0, 13, 21, 48

LAB 50, 5, 8

PANTONE®

PANTONE®

PANTONE®

PANTONE®

PANTONE®

COLOUR PALLET

Complimentary Pallet

Along with our main colour pallet, when creating content it is acceptable to use colours from our complimentary pallet, along with black and white.

Having an extra pallet to chose from gives us more versatility when creating content, we can change colours to suit the specific post or time of year, for example.

However, when using colours from this pallet, you **MUST** ensure you still use colours from our main colour pallet including our brand colour.

If there is a special occassion or a client asks us to use a specific colour this is allowed. But, it **MUST** still be used with at least our brand colour.

RGB 99, 87, 80	RGB 240, 209, 192	RGB 163, 142, 131	RGB 176, 153, 141	RGB 138, 120, 110
HSV 22, 19, 39	HSV 21, 20, 94	HSV 21, 20, 64	HSV 21, 20, 69	HSV 21, 20, 54
CMYK 0, 12, 19, 61	CMYK 0, 13, 20, 6	CMYK 0, 13, 20, 36	CMYK 0, 13, 20, 31	CMYK 0, 13, 20, 46
LAB 38, 4, 6	LAB 86, 8, 12	LAB 61, 6, 9	LAB 65, 7, 9	LAB 52, 5, 8
#635750	#F0D1C0	#A38E83	#B0998D	#8A786E

color.adobe.com

TYPOGRAPHY

Fonts & Uses

Our font collection is unique to our company. 4 specific fonts were chosen and designed to relax the client when viewing content whilst looking classy and professional.

Our collection of fonts are exquisitely picked to enhance viewer experience.

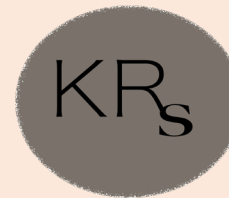
Having a collection of feminine fonts described as 'fine, serified, sleek, and elegant' (Shaikh, et al., n.d.) was important to our brand seeing as we are a company dedicated to women.



IN OUR LOGO:

KR - ヒラギノ角ゴシック - W0

Socials - **Big Caslon Medium**



IN OUR SUBMARKS:

KRヒラギノ角ゴシック - W1

Socials - **Big Caslon Medium**

TITLES:

NOVOCENTO SANS MEDIUM

SUBHEADINGS:

Big Caslon Medium

MAIN TEXT:

Basic sans Extra Light

TYPOGRAPHY

Correct Uses

When using our fonts there are some rules you have to abide by. It is important to get these right as 'typography...reflects the inspiration of the designer and on occasion even lays claim to be art.' (Baines & Haslam, 2005). Therefore in order to allow our content to represent our company:

The 'KR' font must ONLY be used in the logo.

Your text can be any size, however, it MUST be consistent across the whole document. i.e., in a presentation all headings must be size 21.

You CANNOT make fonts bold or normal, they must stay as they are.

Numbers CAN be used in any of the correct fonts.

All fonts MUST be aligned centrally.

Fonts CAN be used at any angle, however they must look smart.

Titles MUST be in capital letters.

Sub headings and main body of text CAN be upper or lower case.

Headings MUST be bigger than subheadings and main body of text.

Subheadings MUST be bigger than main body of text.

CONTENT RULES

Photography

Creating our own content is what makes us stand out from other agencies.

When creating content for social media, campaigns etc, it is important that the photography guidelines are followed.

We rely on people to keep our business running. Therefore our photography should represent this.

Using a mixture of candid, business and portrait style shots, every piece of content should be in line with our ethos, and should represent everything we want to be.

You **MUST** watermark any original content to protect against copyright.

Social media content can be of a more casual style, our feeds (as discussed in page 40) keep extremely close to our aesthetic and any photography uploaded should fit this theme.

Photography content for campaigns can be more open. Dependent on the client you will be given a brief, it is important you stick to this when creating content. i.e., when working with a fashion influencer, we should be collecting content relating to fashion, trends and aesthetics.

CONTENT RULES

Photography

All photography MUST (ideally) use natural lighting. If the photography is from a shoot with artificial/studio lighting this is allowed, but it must be stated on the platform it is posted. We want to portray reality.

No portraits of people will be edited other than for colours. We do not agree with the editing of photos. In certain circumstances editing is necessary - if so, you MUST declare this on the platform it will be posted on.

Our photography models will not be limited, however you will most likely photograph women. We do not discriminate. Any sex, height, ethnicity, age or size are welcome.



CONTENT RULES

Videography

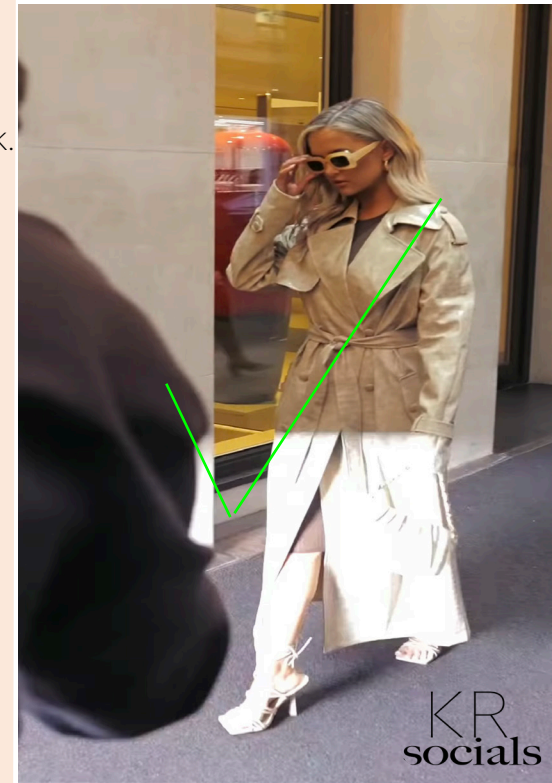
When we create moving content for our own channels or for clients it's important we utilise advertising ourselves.

Therefore when creating video content it is important we include our company name.

For example, you could add a logo to a corner of the video.

Or a wordmark.

However, you MUST NOT obstruct the content.



CONTENT RULES

Professional Brand Content

All document backgrounds MUST be white or the brand colour.

If the document is white it MUST include the brand colour in some form. i.e., as an accent.

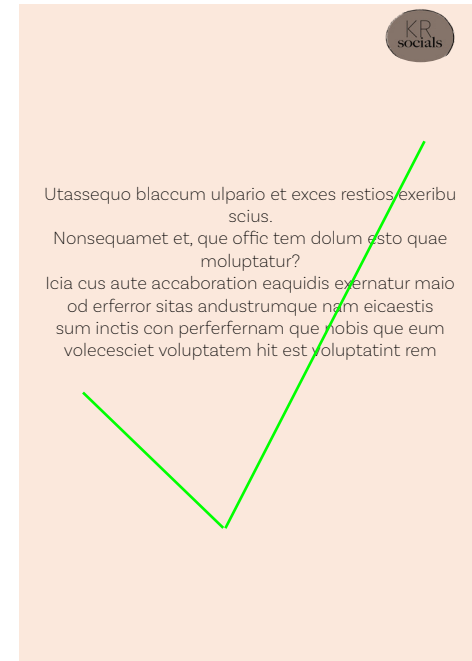
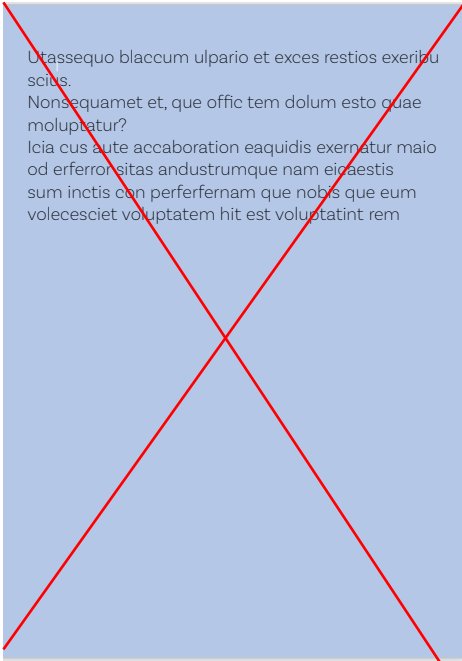
There must be at least 1 company logo per document.

Consistent font sizing.

All text must be centrally aligned.

'KR Socials' must be referred to in italics.

Tone of voice must be adapted to the document.



BRANDED DOCUMENTS

Examples



Client Contract

KR Socials is delighted to offer you
'Miss/Mrs/Mr/Sir.....' a client contract.

This document contains the details of your
contract, our expectations of you and what
you can expect from us.

We are extremely happy to be working with
you.

Branding documents like client contracts and invoices is key to keeping our branding consistent. As a company we want to show our clients how we work and it is imperative that we show them through our own content.

These example documents show how any professional branded documents should look.

- White or brand colour background ☒
- Logo on every document ☒
- KR Socials in italics ☒
- Consistent font sizing ☒
- Central font alignment ☒

Invoice

To: Miss Smith

From: *KR Socials*

SERVICE	PRICE
1x content creation	
2x social media strategy	



ADVERTISEMENTS

Examples

The logo for KR socials, featuring the letters 'KR' in a large, thin, sans-serif font above the word 'socials' in a smaller, bold, sans-serif font.

Virtual and Physical Business Card

A business card for KR socials. The top left corner features a circular logo with 'KR' above 'socials'. The main text reads: 'Need to upgrade your socials? Want to change your marketing strategy? Looking to gain followers and brand deals? Look no further. KR Socials. krsocials@gmail.com 07711898456'. The bottom right corner has icons for Facebook, LinkedIn, and Instagram.

KR
socials

Need to upgrade your socials?
Want to change your marketing strategy?
Looking to gain followers and brand deals?

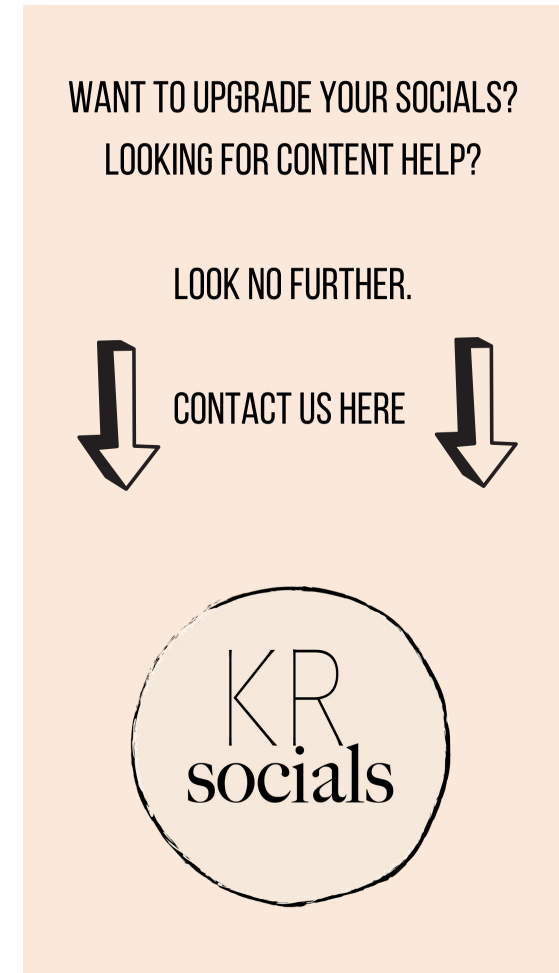
Look no further.

KR Socials.
krsocials@gmail.com
07711898456

f in i

ADVERTISEMENT

Examples



Instagram Story with link to contact page

STAFF WELCOME PACK

Making it feel like home

Every member of staff that joins the team receives a welcome pack of essential branded items.

We want them to feel at home, so we bring home to them.

Having our staff use branded items is a good form of marketing for our company.

Whether they're carrying their phone case and someone asks them about it, drinking from a tea mug in front of a client or wearing their lanyard to the coffee shop - repeated brand exposure means 'subjects are more likely to choose the brand when the prior exposure to the brand is visual.' (Chung & Szymanski, 1997).

The way our company brands these products says a lot about us. We are friendly, professional and kind - our products are too.

STAFF WELCOME PACK

Our Branded Products



Brand Hoodie - keep warm and cosy -
made ethically in the UK



STAFF WELCOME PACK

Our Branded Products



Staff get to chose 1 of 3 different tote bags and recieve a lanyard to attach to their staff cards.

These are also avaliable to buy on our website.

Made using recyclable materials, these tote bags take 3 different logo deisgns.



STAFF WELCOME PACK

Our Branded Products



The welcome pack also includes a wall calendar and a notebook. This allows staff to get organised.

These are also available to buy on our website.



STAFF WELCOME PACK

Our Branded Products



Available to both staff and clients, the tea mugs in the office are branded, along with complimentary sticker books on every desk.



STAFF WELCOME PACK

Our Branded Products



Available to buy via the website, our staff also receive a laptop sleeve and phone case.



STAFF WELCOME PACK

Our Branded Products



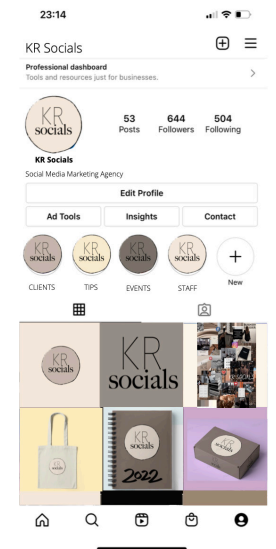
Finally, to finish the welcome pack, our staff receive a face mask branded with our wordmark. Keeping everyone safe is paramount to keeping our business running.



Packaged in a beautiful box, our staff start their journey at the company well looked after and prepped to take the marketing of our company outside of the office and online world.

SOCIAL MEDIA

Our Channels



Instagram



Facebook



LinkedIn



Youtube

As a social media marketing company, it is important that our socials are kept updated and keep to updated branding.

We aim to show clients what we do through our own channels so that they don't have any doubts of our capabilities.

Over time we have grown an online community and engaging with this is crucial.

All content must stick to brand guidelines. Our tone of voice is more casual online, especially in stories and posts - we want to have a personality.

Any customer service queries should be directed to the company email, where they will be dealt with professionally,

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KR
socials

BRAND GUIDELINES