



Branding Document

WHAT YOU DESIGN STUDIO

GROUP NAME: WYD | FONTYS ICT & MEDIA S3 (PURPLE)

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Introduction

In this document, we unveil the core elements that define our brand identity. From the fonts that speak our language of modernity to the vibrant colors that reflect our youthful spirit, we delve into the intricacies of our design choices. Explore our values, mission, and vision as we strive to redefine the landscape of media creation. Discover why we do what we do, who we do it for, and how we're shaping the future of design.

About the brand name

- i. **Brand name: "WYD"** – Because it's short and a memorable acronym, wyd stands for what you design, we value client inputs emphasizing a collaborative design.
- ii. **WYD** – Moreover, it could also represent Web Design, a concept that resonates with our brand identity.
- iii. **Ambiguity of the word** – it means WYD (What You Doing) but also WHAT YOU DESIGN aka emphasizing our studio as the go-to source for clients seeking innovative digital solutions.
- iv. We can play around with the letters for the logo etc.
- v. Memorability: "WYD" is a short and memorable acronym. Its brevity and simplicity help it stand out and stick in people's minds, promoting brand recall and awareness.
- vi. Inclusivity: The acronym "WYD" stands for "What You Design," implying a collaborative design approach that values client input, emphasizing tailored solutions.
- vii. Versatility: The acronym "WYD" offers creative flexibility in branding and messaging, allowing for diverse interpretations that reflect the studio's commitment to various design disciplines and adaptability to client needs.
- viii. Modern and Trendy: Using an acronym like "WYD" follows modern naming trends, particularly in digital and design fields, projecting a forward-thinking image that resonates with younger and tech-savvy audiences which would make it stand out more.
- ix. Internet-Friendly: "WYD" is concise and easy to type, ideal for online branding and digital marketing, translating well into domain names, social media handles, boosting the studio's online visibility and accessibility.
- x. Curiosity and Engagement: The abbreviation "WYD" can spark curiosity, leading to increased engagement and opportunities to communicate the brand's values and offerings.

Brand Strategy

Our mission

WYD's goal is to design digital products that spark joy and energize the audience by adding our vibrant, youthful and bold touch. We create funky and innovative projects that stand out of the crowd and captivate audience's attention. Forget about the corporate, basic designs that you are used to and get familiar with our vibe – we can bring your ideas to life and skyrocket your brand to the next level.

Our values

1. Get the most out of the project, gain and build up experiences and skills which we can use for the rest of our careers.
2. Each person in the group should have respect for everyone else.
3. We prioritize understanding our clients' needs and goals, striving to deliver solutions that truly resonate with their audience.
4. We seek clients that share our principles and values. We are committed to working with companies that share our viewpoints, while avoiding collaborations with those whose values may be harmful to society or the environment.
5. We believe in creating a workplace that promotes joy and fulfilment. We want to create an environment in which team members feel respected, driven, and inspired. We acknowledge accomplishments, prioritize work-life balance, and provide chances for enjoyment by having some relaxing spaces in our offices.
6. Innovation is important to everything we do. We're committed to pushing to the limits of what we could do in media development, investigating new technologies and trends to provide innovative solutions. We want to encourage thinking outside the box in order to meet or exceed client expectations and achieve genuine change in the world of design.

Target audience (who we wish to collaborate with)

We're on the lookout for forward-thinking partners, including businesses, brands, and organizations of all sizes. From startups to established companies, we're eager to collaborate with anyone who shares our passion for innovation and creativity. Creative freelancers, agencies, entrepreneurs, and industry disruptors alike are all welcome aboard our journey of exploration and collaboration. If you're ready to break boundaries and make waves in your industry, we're here to join forces and bring your ideas to life!

Brand Positioning

WYD positions itself as a dynamic and imaginative design studio that challenges traditional norms. Our youthful energy and enthusiasm for creativity distinguish us, allowing us to create media products that attract and inspire audiences.

Unique Selling Propositions

- Youthful Creativity: We're a vibrant team of young creatives dedicated to infusing every project with fresh ideas and innovative solutions.
- Multi-Media Expertise: With a focus on websites, apps, videos, and photography, we offer a comprehensive range of services to meet our clients' diverse needs.
- Client-Centric Approach: We prioritize understanding our clients' needs and goals, delivering tailored solutions that resonate with their audience.
- Values-Driven Partnerships: We seek clients who share our values and prioritize societal and environmental concerns, fostering collaborations that make a positive impact.
- Joyful Workplace Culture: We believe in creating a workplace where joy and fulfilment thrive, celebrating achievements, prioritizing work-life balance, and creating opportunities for enjoyment.
- Innovation: Innovation is important to everything we do. We're dedicated to what we can do as a web developer, experimenting with new technologies and trends to provide innovative designs that meet customer expectations and achieve meaningful change.

By emphasizing our youthful creativity, multi-media expertise, client focused approach, values-driven partnerships, joyful workplace culture, and commitment to innovation, we position ourselves as a unique and forward-thinking design studio that stands out in the industry.

Brand Identity Elements

Fonts (Typography):

Typography: Detail the fonts used in your brand, including primary and secondary typefaces, styles, and sizes.

- League Spartan
- Oswald
- Abril Fatface
- Kalnia
- Cooper black

Sans serif for regular text and then something bold/serif for the accent font?

Kalnia

Designed by [Frida Medrano](#)



Whereas disregard
human rights

Select preview

Oswald

Designed by [Vernon Adams](#), [Kalapi Gajjar](#), [Cyreal](#)

Abril Fatface

Designed by [TypeTogether](#)

Whereas disregard and

Whereas disregard
rights

Select preview

Cooper Std Black </>

The quick brown fox jumps

Cooper Std Black Italic </>

The quick brown fox jumps

Colors

This company is all about being modern and cool, just like our team! Our brand is bold, vibrant colors that visualizes our excitement and innovation. We're not afraid to push boundaries and dive into the fast-paced world we live in, joining forces with our clients in finding the best outcome and following the ability to follow up with the current trends.

Some inspiration websites:

- <https://monopo.paris/>
- <https://www.joinflowparty.com/>

This design studio also uses bold, vibrant colors. They consist of young professionals who are not afraid of expressing themselves.

- <https://www.givell.co/>

Minimalist, vibrant colors and design that is attracting young audience.

- <https://monopo.co.jp/vision/> esp vision

Color Palette: Specify primary and secondary brand colors with their respective codes.

- <https://coolors.co/541388-d90368-55dde0-f6ae2d-f26419>
- <https://coolors.co/541388-d90368-7678ed-f26419>
- <https://coolors.co/f6ae2d-f26419-d90368-7678ed-541388>

1. Orange: youth, optimism, stimulation, creativity

Is associated with enthusiasm, creativity, and adventure. Orange can represent the excitement and innovation involved in creating and delivering content. It can also symbolize our bold approach to storytelling and its willingness to take risks.

2. Purple: imagination, inspiring, creativity

Is often linked with creativity, luxury, and spirituality, it can convey a sense of sophistication and artistic excellence. It suggests that our studio produces high-quality, premium content that engages and inspires audiences.

3. Yellow: creativity, warmth, positivity

Is associated with positivity, energy, and optimism. As a color that stimulates mental activity and creativity, yellow can represent the vibrant and dynamic, full of energy and enthusiasm.

4. Pink: playfulness, kindness

Often associated with playfulness, and creativity. Pink can convey a sense of whimsy and fun, suggesting that the studio produces content that is light-hearted and entertaining, making it appealing to audiences who enjoy content that is fresh, modern, and relatable.

5. Lilac: tranquillity and serenity

It is often associated with tranquillity and serenity, indicating that our studio is a peaceful and harmonious environment where creativity can thrive.

Taken from: <https://www.color-meanings.com/#orange>.

Logo

Our logo covers the aspect of creativity, fun, playful, and open-minded. The whole ideology of our logo is to convey our identity as a studio that consist of different peoples with different

cultures and background. The logo itself has undergone several iterations and ultimately finalized. We went from only an acronym as a logo to a new design having the text reshape inside a circle. Through this, we expand the scope of reasoning behind the logo.

Logo Elements

Color

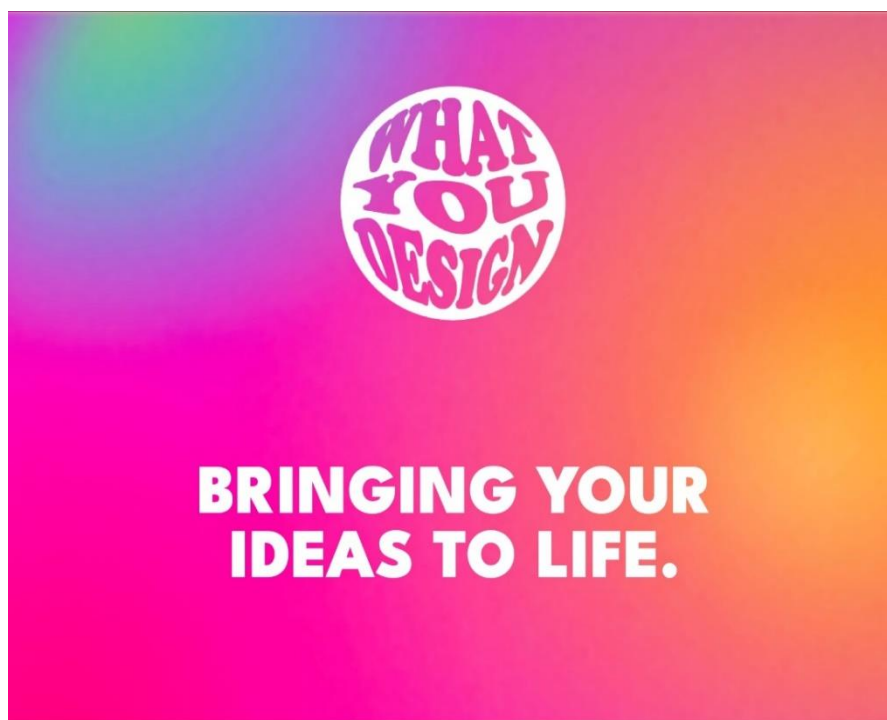
We decided to make our logo transparent in corresponding to the background. We want to represent our transparency in communication with our clients and stakeholders.

Shape

We use a circle as the main shape, it is used as a platform for the text to be displayed. A circle is universally a very versatile and easy shape to use, it can be used as other manifesto such as profile pictures and stickers. The shape itself represent unity, wholeness, and community to accommodate and inform our clients we have credibility.

Typography

For the font, we use “Cooper Black”, and the type is serif, Classic and traditional, often associated with reliability and trust. Using serif as the font logo and having a pairing font with a sans-serif complement each other creating a visual interest and hierarchy.





Brand Voice and Tone

Our brand voice

At WYD, our brand voice is casual, approachable, and friendly. We aim to strike a balance between professionalism and informality, cultivating a laid-back vibe that resonates with our youthful energy and creativity. Using emojis as well.

Characteristics

1. Casual: We communicate in a calm and casual approach, avoiding unnecessarily formal language and complexity.
2. Approachable: We strive to make our communication easy to understand and engaging, inviting stakeholders to feel comfortable interacting with us.
3. Friendly: Our tone is warm and welcoming, fostering a sense of camaraderie and collaboration.
4. Laid-back: While we take our work seriously, we maintain a relaxed attitude, creating a stress-free environment where ideas can flow freely.
5. Creative: Our brand voice reflects our passion for creativity and innovation, infusing our communication with a spark of imagination and originality.

Guidelines for Consistency

1. **Tone:** Maintain a casual and friendly tone across all communication channels, from social media posts to email correspondence.
2. **Language:** Use clear and simple language that resonates with our target audience, avoiding overly technical terms or complex explanations.
3. **Engagement:** Encourage interaction and conversation with stakeholders, inviting them to share their thoughts and ideas openly.
4. **Authenticity:** Be genuine and authentic in our communication, reflecting our brand values and personality consistently.
5. **Flexibility:** Adapt our tone and language to suit the specific context and audience of each communication channel while ensuring consistency in overall brand voice.

By adhering to these guidelines, we ensure that our brand voice remains consistent and resonates authentically with our audience across various communication channels.

Define the personality and characteristics of your brand's voice.

Provide guidelines for maintaining consistency in tone across various communication channels.

What can we do for our clients

We will help you create a design that makes it unique and make sure it boosts your company's online presence. We are a team creative media from a variation of fields; user research, design, web development – you name it. We can do it all and we believe that all together we can do more for your company than any other studio.

Brand Application Guidelines

Print Materials: Provide specifications for applying your brand elements to printed materials such as business cards, letterheads, and brochures.

Digital Assets: Explain how to apply your brand identity to digital platforms, including websites, social media profiles, and email templates.

For our social media platform, we choose Instagram to share our brand

Brand Implementation Examples



Here are some mock-ups that we have created for our brand, showcasing how it would look like on actual real live objects.

Group Members' names and Roles/Skills:

- Karolina Sech – Frontend/Design/Adobe CC/**Strategist**
- Daniela Gonçalves - **Designer/Strategist**; prototyping; documentation; video/photo editing.
- Melita **Creative/Design** - HTML5, CSS, prototyping, documentation.
- Ivan Setiawan (**Developer/Creative**) - HTML, CSS, JS, Video/Photo Editing
- Lars Hoeijmans: **Creative Lead**, developing (JS, Vue, React, Python, C++, and C#), Unreal + Unity, video/photo editing, UX-design, LLM's and Stable Diffusion.
- Leon Jodana – **Developer/User Research** (HTML5, CSS, JS, ThreeJS, C#), Unity, UX, Sound composite, documentation,

Additional Resources

Provide links to additional resources:

- Templates that we use
- Tools (Canva, VS Code, InDesign, Figma, Photoshop)
- Contact information or support to the brand implementation

Online presence

We created a social media account (https://www.instagram.com/wyd_studio/) to create an online presence, other things that play a role in this are:

- **Brand Visibility:** This will help our brand reach a broader audience reach. Increasing our brands visibility and exposure to potential customers.
- **Engagement and interactions:** Our social media platform will make it possible for our audience to interact with us. Therefore we would also have the chance to engage with our followers through comments, likes, shares, and direct messages which can help us

with building relationships with our clients/customers creating a feeling of a community.

- **Brand Awareness and Recognition:** By consistently creating content on our socials, it helps to create awareness and recognition for our brand.
- **Customer/Client Feedback and Insights:** social media also provides us with the benefits of customers sharing their feedback, reviews, and opinions which helps us to gather more insights into what our customers preferences are. This could be beneficial for us to create our own strategies and decision-making processes based on the feedback that we would receive.
- **Drive Traffic and Conversions:** social media can serve as a powerful tool for driving traffic to your website or online store where people can see our brand as a whole and explore the website. Hopefully encouraging other people to visit our website and potentially convert into becoming customers.
- **Content Distribution:** Our social media allows us to distribute various types of content for example images, videos, and blog post, to a wide range of audiences. This helps us showcase our products and services that we offer.
- **Competitive Advantage:** By establishing a presence and engaging with our audience effectively, we can stay competitive and differentiate our brand from others in the industry.
- **Cost-Effective Marketing:** Comparing traditional advertising, social media marketing is often used in today's day of age. It often is more cost-effective and offers a higher return on investment.

Overall, creating a social media for our brand provides us with opportunities to connect and reach out to our audience, increases the chances of brand awareness and engagement to potentially gain valuable insights and hopefully help us to secure more customers/clients in the future.



wyd_studio

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What You Design Studio

Graphic Designer

Where creativity meets chill vibes 🍷

Based in Eindhoven, NL

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