Flow projekt - sweetbot.design [15 study points]

Det lille fiktive webbureau Sweetbot har brug for jeres hjælp. Virksomheden har specialiseret sig indenfor følgende områder:

- **Webudvikling**
- **Digital security**
- **Branding**

Sweetbot er internationalt orienteret og består af 4 medarbejdere samt 2 CEOs. Sweetbot ønsker at implementere en dansk udgave af deres website. Websitet skal være optimeret til mobile enheder og Sweetbot ønsker desuden, at der skal indgå jQuery elementer i løsningen.

Udover den tekniske løsning, bliver I også bedt om at give et bud på visuelle elementer samt informationarkitektur til sitet. Sweetbot har en style guide som **skal** følges (se vedhæftede fil) samt et logo som **skal** implementeres (se vedhæftede .eps fil).

Sweetbot har netop udviklet deres egen e-commerce løsning under navnet *HotBot*, men mangler et logo samt ikoner til løsningen. Dette skal I også udvikle og demonstrere i den online website løsning. Logoet skal desuden tilføjes den aktuelle styleguide.

Sidst men ikke mindst skal I foretage en brugertest af sitet.

Flowet afsluttes med en fælles præsentationsdag, hvor vi vurderer og diskuterer jeres løsning i plenum.

Gruppestørrelsen skal være på 3-4 stud.

Aflevering (senest den 23. november, kl. 08.00):

1 PDF fil (**filnavn:MUL[A/B]-[Gruppe-nr]-sweetbot.pdf** - eksempel: MULA-01-sweetbot.pdf) med

- **Navne + Cphbusiness-mails**
- **Link til gruppens online løsning**
- **Link til gruppens GitHub repository**
- **Kort redegørelse for gruppens GitHub strategi**
- **Kort beskrivelse af de gennemførte brugertests**

Projektet giver i alt **15 study points** som er fordelt på følgende:

- **5 study points for aflevering af link til websitet**
- **10 study points for præsentationen @ præsentationsdag**

SWEETBOT.DESIGN

Brand-identity Guidelines

Contents:

Date: October 2017

1.0   Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

SWEETBOT.DESIGN

SWEETBOT.DESIGN

45°

Page Edge

Our "identity"

Our corporate identity is the face and personality presented to the global community. It's as important as the products and services we provide. Our visual identity is the total effect of logo, products, brand name, trademark, advertising, brochures, and presentations—everything that represents us.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent our company cohesively to the outside world.

The company background

sweetbot.design is an international oriented start-up company, currently with main focus on the Danish market. We are offering services and consulting within web design and web development, branding (visual identity) as well as internet security (network and data security), and are distributing our own custom web shop solution **hotbot**.

The sweetbot.design team consist of 6 permanent members and a wild bunch of associated freelancers.
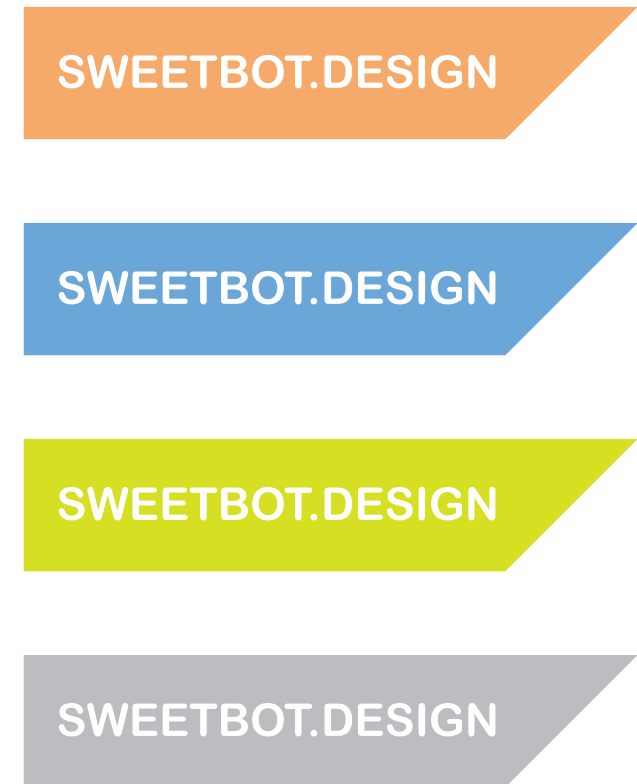
2.0

The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

# SWEETBOT.DESIGN

Primary logo - in colour

Primary logo - alternative colours

2.1 The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, *only* the original high resolution or vector graphic files shall be used - logos *should not* be taken from this document.

X SWEETBOT.DESIGN **X**

X
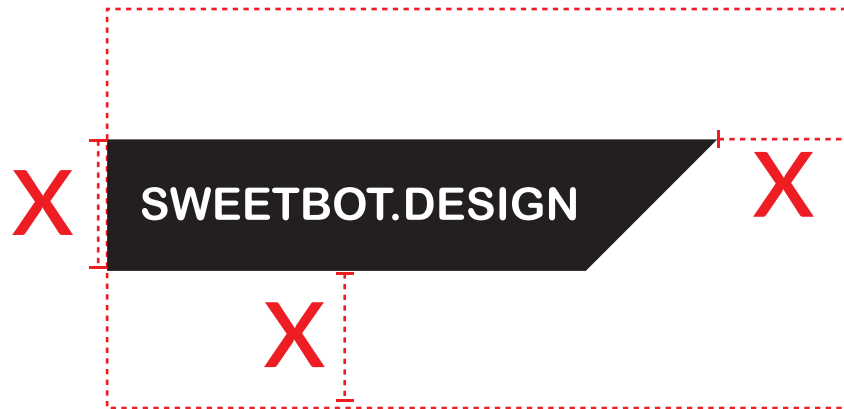
Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.

31 mm

7 mm SWEETBOT.DESIGN

Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibilty is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.
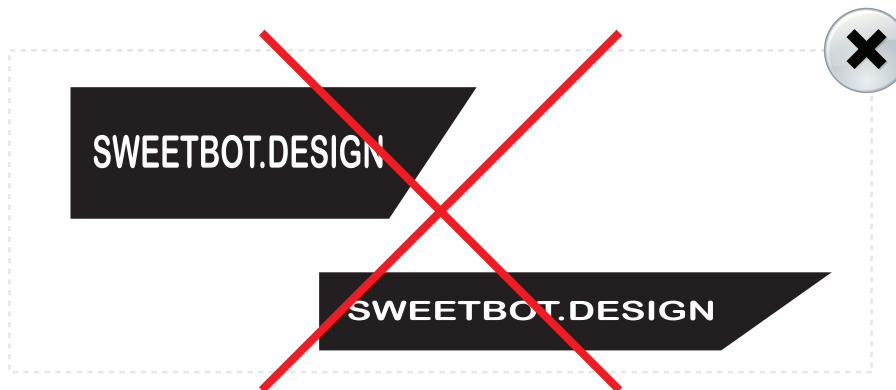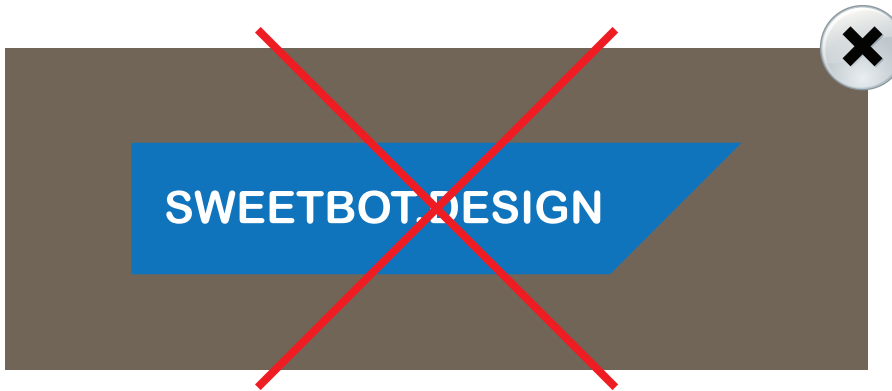
Wrong!

The logo has become distorted from it's designed aspect ratio, therefore stretching or squshing the shape and text.

If the space is restrictive, the scale of the logo (*not* the dimensions) must be adjusted to fit.

SWEETBOT.DESIGN

SWEETBOT.DESIGN

Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.

SWEETBOT.DESIGN

Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibilty and contrast.

To fix this problem, you can either select a contrasting base colour, or switch to one of the secondary colours assigned to the logo.

Correct!

The logo is clear and visible, set in primary colours onto a backdrop which shows contrast.

Although the backdrop is not white, the colours have been adjusted accordingly to work with the design.

SWEETBOT.DESIGN

✖

Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.

SWEETBOT.DESIGN

✔

Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.
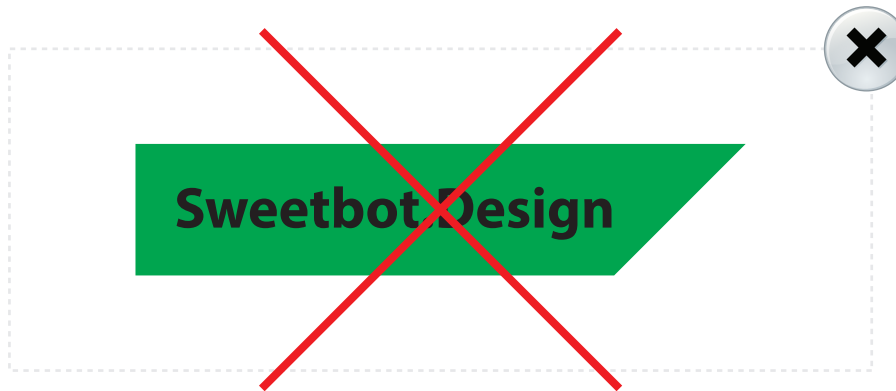
Wrong!

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definate no-no. The selected typeface should be used at all times with the presentation of the logo.

Sweetbot.Design

SWEETBOT.DESIGN

Correct!

The logo is presented in it's primary colours using the primary typeface that has been selected for the logotype.

SWEETBOT.DESIGN

Content

SWEETBOT.DESIGN

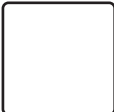SWEETBOT.DESIGN

Content

SWEETBOT.DESIGN
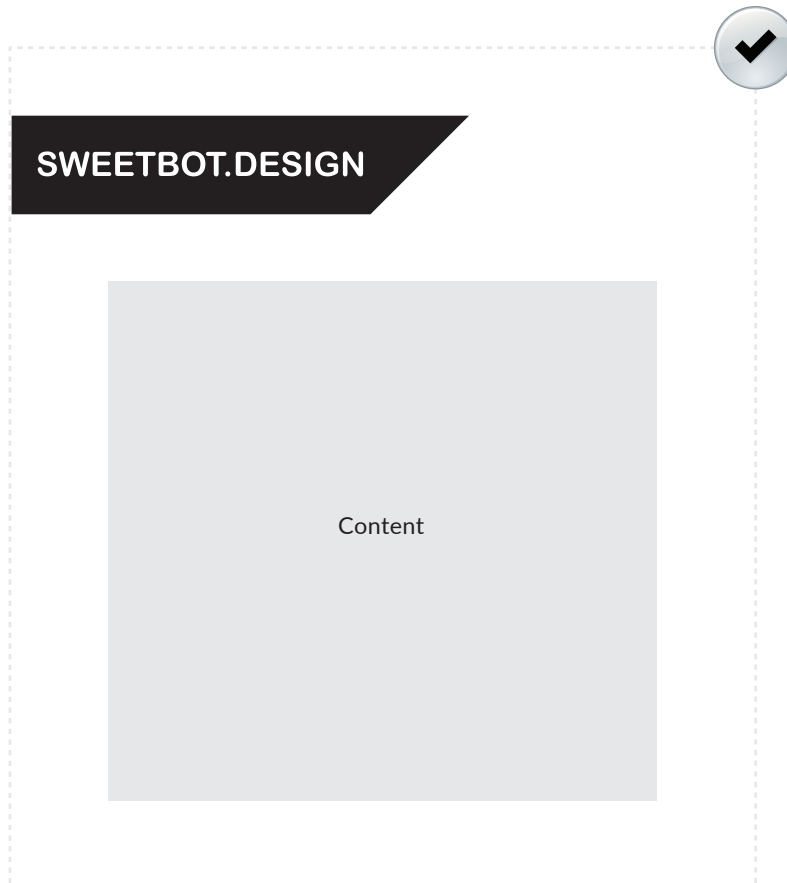
In most cases, use of **one** company logo is all that is required. If an advertiment is made by your company then that logo is usually all that is required for recognition by your audience and/or customers.
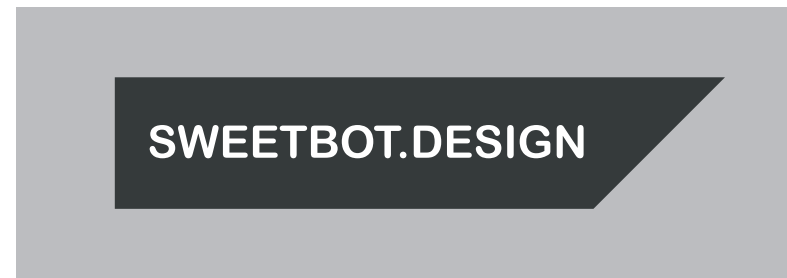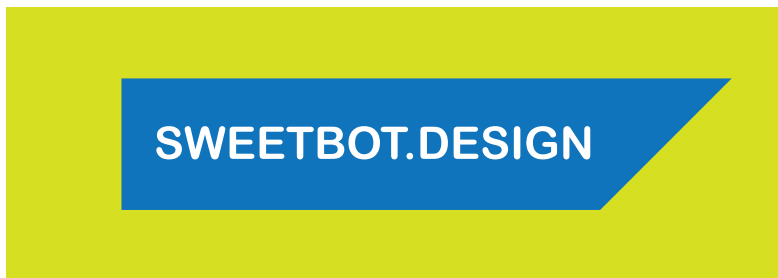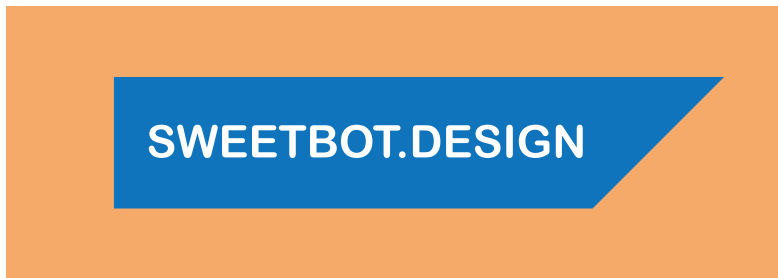
3.0

Colour Scheme
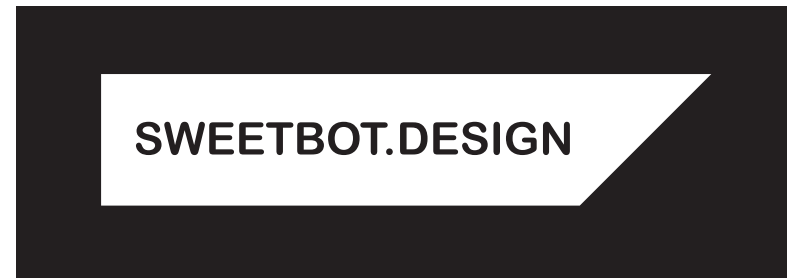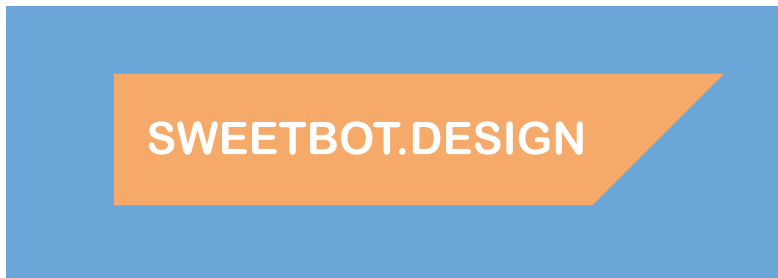
Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		Pantone colour ref.	CMYK	RGB	HEX
Primary Brand Colour *logo / main background / business cards*		Pantone 7690 C	85 / 50 / 0 / 0	61/ 107 / 180	#3D6BB4
Secondary Brand Colour *secondary background / accent*		Pantone 659 C	56 / 24 / 0 / 0	116 / 156 / 211	#749CD3
Third Brand Colour *tertiary background / second accent*		Pantone 157 C	2 / 38 / 64 / 0	223/ 155 / 103	#DF9B67
Fourth Brand Colour *alternative background / alternative accent*		Pantone 584 C	20 / 0 / 100 / 0	201/ 219 / 80	#C9DB50
Alternative Background Colour		Pantone 421 C	0 / 0 / 0 / 30	181 / 178 / 176	#B5B2B0
Text / Content		Pantone Black 6 C	0 / 0 / 0 / 100	42 / 16 / 0	#2A1000
Alternative Text / Content			0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF

SWEETBOT.DESIGN

SWEETBOT.DESIGN

SWEETBOT.DESIGN

SWEETBOT.DESIGN

SWEETBOT.DESIGN

SWEETBOT.DESIGN

Examples of how the primary logo deals with the alternative colour backgrounds from the suggested scheme.

The only 'rules' are that the colours do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.

This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.

4.0

Typography

The primary typeface is Lato, selected to best represent the brand image, and must be used to retain consistency.

Replacing fonts with alternatives should *not* be done under any circumstances.

Primary Typeface

Lato (Regular) *Text / Content*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-–_=+{}[];:/\,.~
å∫ç∂´ƒ©˙^Δ°¬µ~øπœ®ß†¨√∑≈¥Ω

Secondary Typeface

Lato (Medium) *Tagline / Headings / Subheadings*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-–_=+{}[];:/\,.~
å∫ç∂´ƒ©˙^Δ°¬µ~øπœ®ß†¨√∑≈¥Ω

5.0 Contact Details

Contact Details

Company: Sweetbot Design

CEOs: Merete Geldermann | Marc Kluge

Email: mli@cphbusiness.dk | klu@cphbusiness.dk