

shpr

solutions by **Momentum***m*

We're shpr, a new kind of shopper agency with momentum (both lowercase and uppercase "m"). Lowercase because we're all about velocity and force, uppercase because we're part of Momentum, The Total Brand Agency.

table of contents

Welcome

Tone of Voice

Logo

Color

Typography

Graphic Devices

Icons

Photography

Application Examples

Contact Info

The background is a gradient from pink on the left to yellow on the right. It is decorated with various triangles in shades of pink, orange, and yellow. Some triangles are solid, while others are formed by overlapping semi-transparent shapes. A white rectangular box with a thin border is centered in the middle of the image.

welcome

mission

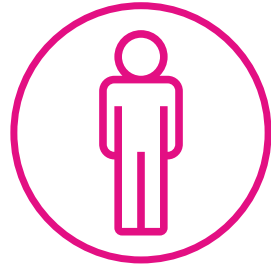
**To create brand and retailer
success through shopper
experiences that matter.**

**To change the shape of the
shopper marketing world
through virtuosity, science and
connections—to the brand,
retailer and product.**

vision

positioning

Giving shopper marketing a new identity through intimacy at scale experiences—personal, data-driven, fresh, creative, expressive, powerful.



who we are

SOLUTION-FOCUSED CONSULTANT PARTNERS

We live, breathe and create ahead of the shopper marketing curve. We connect shoppers to inspired experiences and brands and retailers to empowered results.

Anthropologists. Data geeks. Cartographers. Experience designers. We call ourselves many things but understanding the shopper—and that they're human—is at our core.

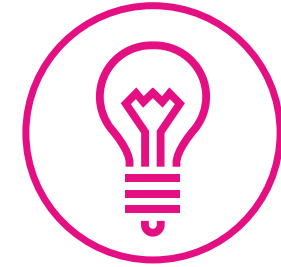


what drives us

INSPIRED SHOPPER EXPERIENCES

Our passion for shoppers is matched only by our passion for understanding them inside and out—everything from minute details to the bigger picture.

We believe that mining the right data delivers results. Great ones at that. And intimacy at scale shopping experiences can power lifetime brand connections that can span generations.



what inspires us

UNPRECEDENTED OPPORTUNITY

There has never been a better time to work in shopper marketing. Brands are realizing that everything starts and ends here. That impact is made in store.

Knowing how to reach the consumer is the key to increasing sales. TV, print, and radio ads are all great, but shopper marketing hits them where it counts. In front of the product (even before they get to the store).



The background is a gradient of green and yellow, transitioning from a darker green on the left to a bright yellow on the right. Scattered across this background are numerous triangles of varying sizes and shades of green and yellow. Some triangles are solid, while others are outlined. A central white rectangular box with a thin black border contains the text.

tone of voice

We're paradoxes. Our tone and voice contradicts itself while making all the sense in the world. It's confident, it's self-deprecating, and it's all true.



witty **+ wise**

Witty because we're clever; wise because we know what we're doing.

We craft creative solutions with a purpose: to entice shoppers to take action (and then tell all their friends).

strategic **+ spirited**

If art and science combined to make a Venn diagram, we'd be that sweet spot in the center. Our strategy's got spirit (and so do we, literally), but above all it's smart. And it works.

bold **+ bright**

Behind every daring decision is an insight—a spark that makes the room light up. We're passionate about what we do, so we do it well. Every. Single. Time.

heroic **+ humble**

We're confident, not cocky. Our egos are in check (ish), and we're not afraid to admit we don't know it all. But we'll be damned if we can't figure it out.

tone

The background is a gradient of purple and blue, transitioning from a lighter blue at the top left to a darker purple at the bottom right. Scattered across this background are several dark blue triangles of various sizes and orientations. Some triangles are grouped together to form larger, more complex geometric shapes, such as stars or larger triangles. In the center of the image, there is a white rectangular box with a thin white border. Inside this box, the word "logo" is written in a bold, white, sans-serif font.

logo

The logo consists of the lowercase letters 'shpr' in a bold, sans-serif typeface. The letters are a vibrant magenta color. The 'p' and 'r' have a distinctive design where the bottom right portion of each letter is cut off at a 45-degree angle, creating a sense of forward motion and growth.

our logo

shpr's bold wordmark stands on its own, yet seamlessly connects with the Momentum brand. The angled bottoms of the "p" and "r" add forward motion, an element of growth through the climbing nature of the slant.

This logo is to be used throughout all of shpr's communications materials including, but not limited to, printed publications, advertising, PR, websites, banners and presentations.

clear space

Let our logo breathe a little. Always leave a gap the size of the logo on all sides; nothing should encroach on this space. Use the x height of the “s” to avoid unwanted interaction or overlapping.



logo colors

PMS 219 is the primary logo color, however, any Momentum brand color could be used to add personality.

shpr

shpr

shpr shpr shpr shpr shpr shpr

shpr

shpr

shpr shpr shpr shpr shpr shpr

tag

Our logo can also be locked up with both the tag (“Solutions by Momentum”) and secondary logo run. This should only be used if more description is needed.

shpr
solutions by **Momentum**

shpr
solutions by **Momentum**

shpr solutions by **Momentum**

shpr
solutions by **Momentum**

shpr
solutions by **Momentum**

shpr solutions by **Momentum**



color guidelines

Color is expressive. It's bold and tells a story. Embrace it. Color is a representation of how we are breaking free from the mundane black and white of expected shopper marketing.

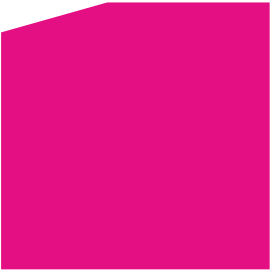
our colors

Colors give us personality,
and that’s one of our best
qualities. We’re bright, bold,
lively and confident.

Note: Please use CMYK
or Pantone colors for best
print results. Actual colors
will vary due to different
monitor calibrations.



PANTONE 432 C | 532 U
RGB 51 62 72
CMYK 78 64 53 44
WEB 333E48



PANTONE 219 C | 226 U
RGB 249 11 125
CMYK 0 97 16 0
WEB F90B7D



PANTONE 1505 C | 021 U
RGB 255 109 0
CMYK 0 71 100 0
WEB FF6D00



PANTONE 803 C | 803 U
RGB 255 255 0
CMYK 6 0 96



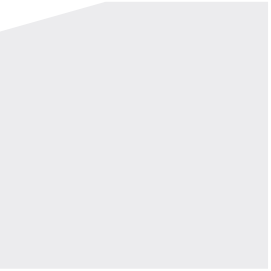
PANTONE 388 C | 396 U
RGB 214 234 15
CMYK 21 0 99 0
WEB D6EA0F



PANTONE 7478 C | 331 U
RGB 132 255 201
CMYK 40 0 35 0
WEB 84FFC9



PANTONE 306 C | 306 U
RGB 49 231 255
CMYK 53 0 6 0
WEB 31E7FF



PANTONE 432 C | 532 U
RGB 51 62 72
CMYK 78 64 53 44
WEB 333E48

The background is a gradient of warm colors, transitioning from a deep orange on the left to a bright yellow on the right. Scattered across this background are numerous triangles of varying sizes and orientations, some in a darker orange and others in a lighter yellow, creating a dynamic, geometric pattern. In the center of the image, there is a white rectangular box with a thin white border. Inside this box, the word "typography" is written in a bold, white, sans-serif font.

typography

primary typeface

Helvetica Neue LT is our primary
typeface in both Bold and
Light weights.

Helvetica Neue LT STD 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@%#&

Helvetica Neue LT STD 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@%#&

Arial is our default typeface in both Bold
and Regular weights. Arial should only
be used digitally when Helvetica Neue
LT is not available.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@%#&

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@%#&

default
typeface

headline

Helvetica Neue Lt STD 75 Bold | 60pt.
Leading 60pt. | Optical kerning | tracking 0

statement

Helvetica Neue Lt STD 75 Bold | 50pt.
Leading 58pt. | Optical kerning | tracking 0

subhead

Helvetica Neue Lt STD 75 Bold | 30pt.
Leading 38pt. | Optical kerning | tracking 0

body
Helvetica Neue Lt STD 45 Light | 11pt.
Leading 15pt. | Optical kerning | tracking 0

styling

Bold should be used for all headlines, subheads and descriptors.

Light is used for body copy only. Both should be used in Sentence case.