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The brand



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Corporate philosophy

Our brand identity is based on the Golden Circle theory of Simon Sinek.
Sinek states that one should always remember why you do something
in your daily activities.

Why:

We believe creativity is the main driver to create delightful experiences.

How:

We develop user friendly and customer centric technology by co-creation and inspiring hackathons.

Whuuuuuuuuuuuuuuuuut:

Creative concepts and fascinating web apps.



We believe



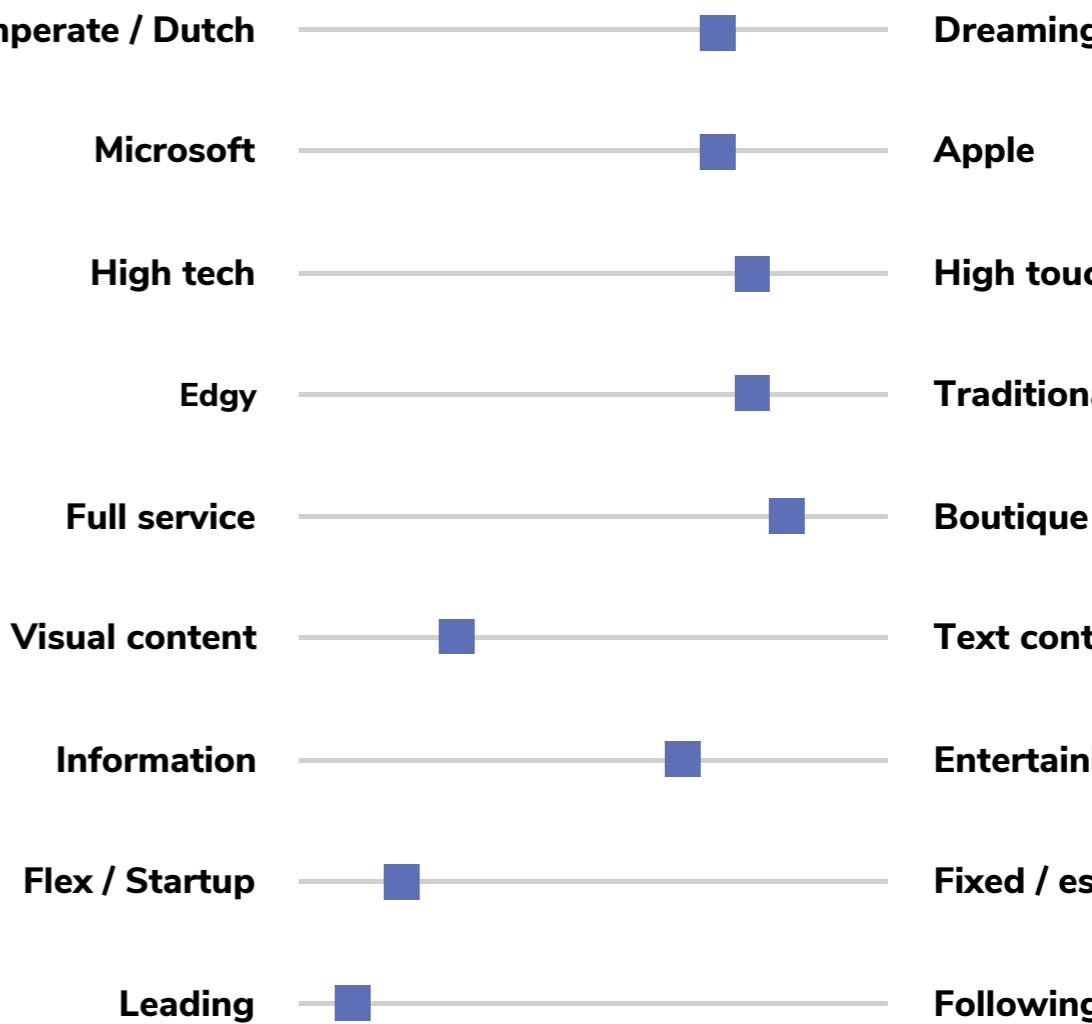
creativity
is the main driver
to create
delightful experiences.

Branding

We act, speak and work with more confidence than we used to do, but not too American.

We want to shift way more to visual content with a more entertaining purpose, rather than an informing purpose.

Although we are maturing as an organization, we still want to keep the flexible and startup-ish image alive.



Koek as a person

If Koek was a person, it would act, speak and behave according to these characteristics. They are based on a combination of the following characters: Alexander Klöpping, Fred Sirieix, Jamie Oliver and Daenerys Targaryen.



- Funny
- Relaxed/Laid back
- Passion
- Professional
 - Being prepared
 - Taking ourselves serious
 - Confident, sharp

- Creative/energetic
- Enthusiasm
- Inspiring
- Honest
- Empathic, sympathetic
- Curious
- Striving to deliver

Our mentality

The way we want to speak (online and offline), behave and act as a company.

Empower: We help people understand our corporate philosophy: what we think and do and why we think and do this.

Empathy: We connect with our relations by putting ourselves in their shoes. Avoid using technical terms and business specific hocus pocus. We are humans, not computers.

Stay true: We stick to our Dutch roots, so stay down-to-earth and don't oversell it. Avoid dramatic storytelling and grandiose claims.

Confidence: Be proud about your skills as a professional. We do amazing stuff so share it with confidence. Just don't get cocky.

Natural: When you think too long about your message, it's probably not good. Don't overthink, keep it human, also for yourself.

Our look and feel





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Logo

A solid, powerful and squared logo with a firm visibility of our company name. The last K is broken with a touch of a cookie crumb. It represents our mindset of keeping things simple and clear, with a touch of creativity.





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Logo variants

The upper logo is our default logo. This one will be used 60% of the time. In some cases, a shadow will be added, for example in this brandbook.

The highlighted logo will be used on a black background. This way, the background will always be visible and the depth in the logo as well.

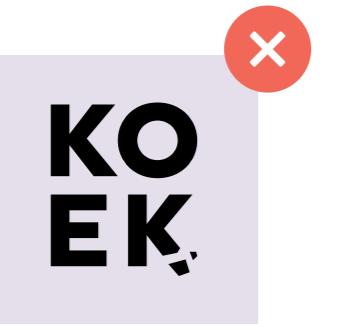


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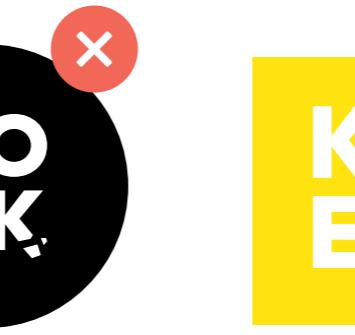
No background shape.



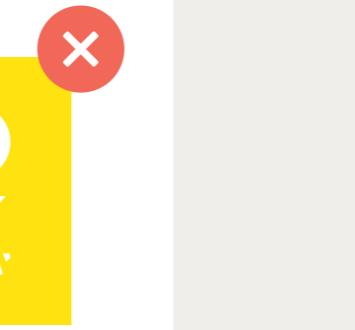
Text is not white.



No background shape,
no white text.



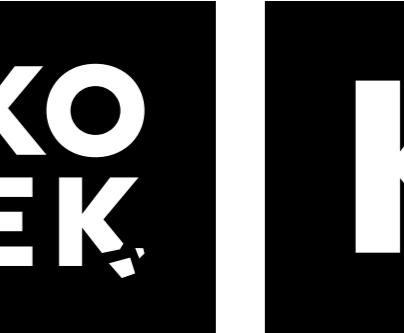
It has to be a square
shape. It is not allowed to
use a round shape or one
without corners.



The text is hard to read.
High contrast is important.

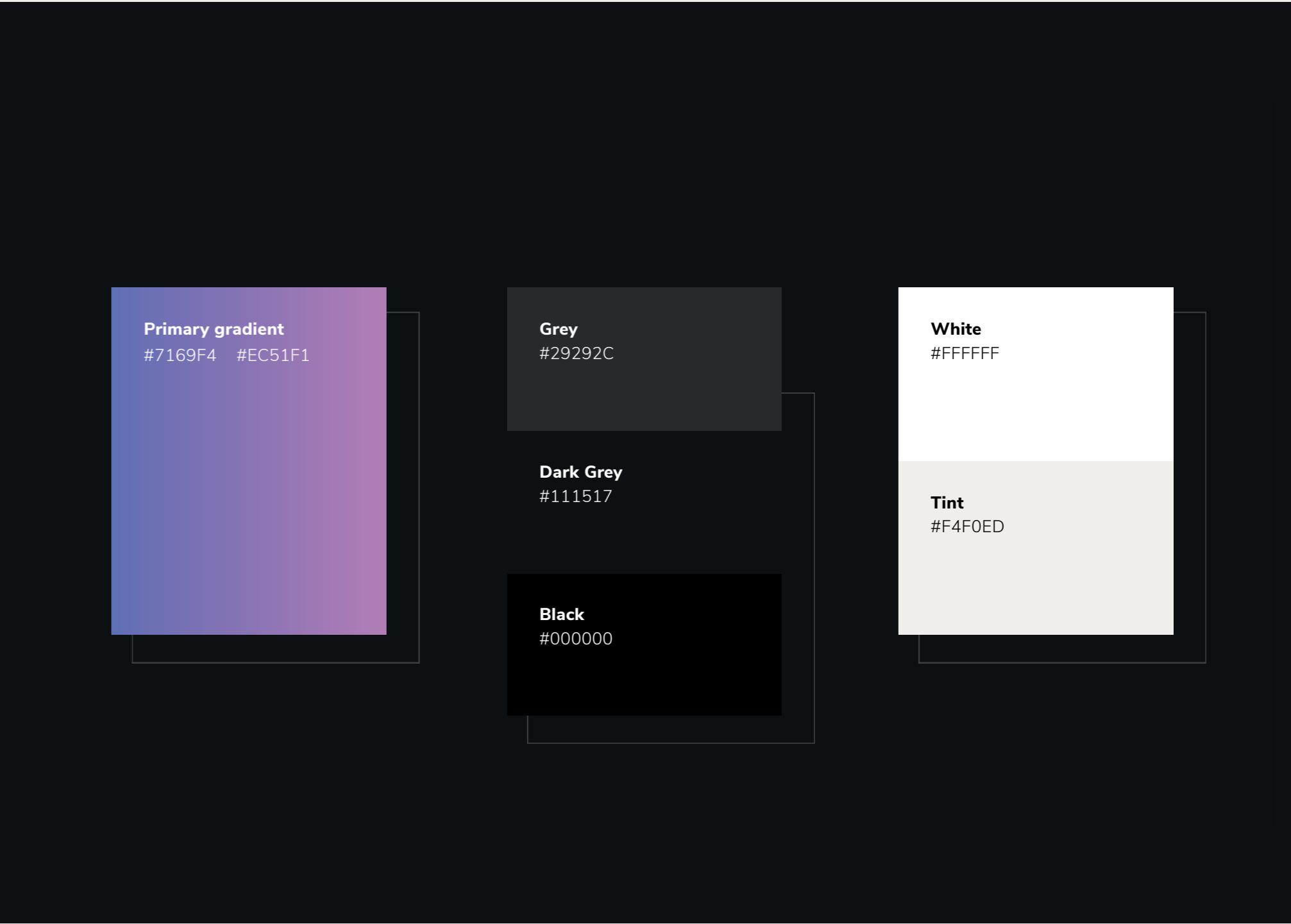
Responsive logo

We use a responsive logo for smaller screens. This is
also to create more recognisability in the long term with
only the K.



Colors

Our dominant colors are black and white. Next to that, we use our purple gradient as a supportive color in design elements.



Typography

We only use Nunito Sans. Because it's corners are squared. This fits the logo the best way. Again, a consistency based choice.

The outline is used to highlight certain words in headlines.

Brand guide

Brand guidelines

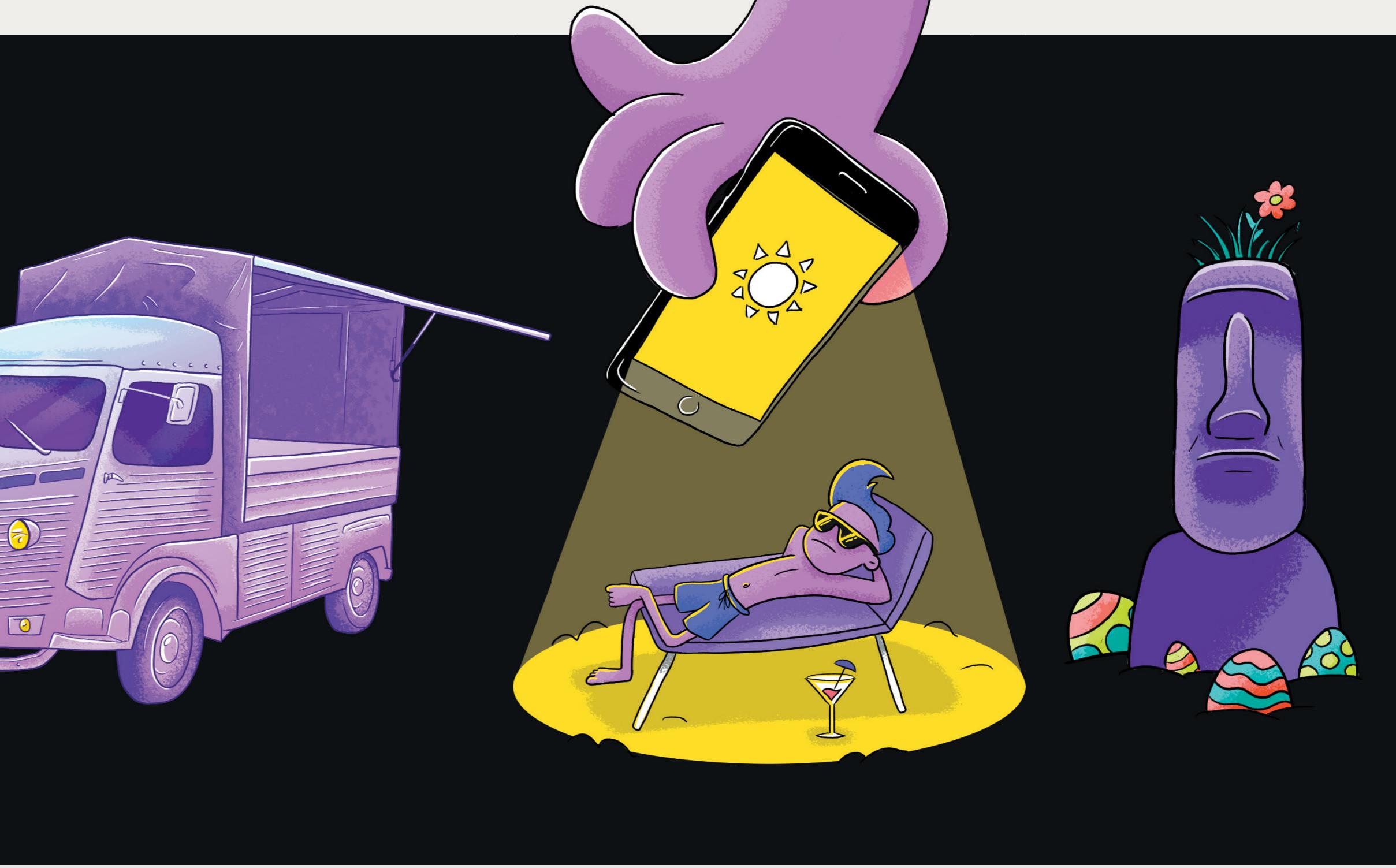
BRAND GUIDELINES

We are a digital agency, we believe creativity is the main driver to create delightful experiences in everything we do.

[Read more](#)

Illustrations

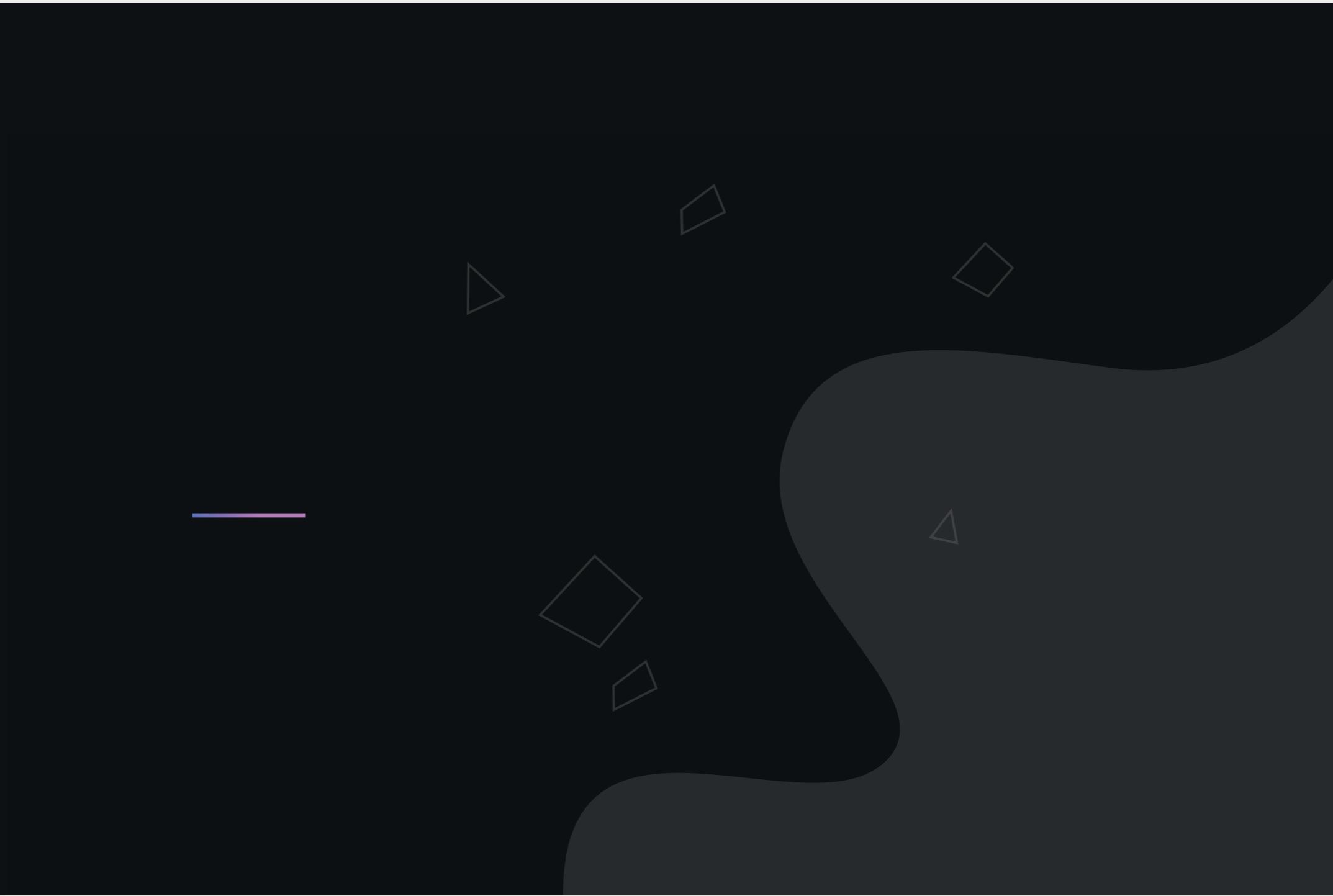
We want to generate a creative vibe. A sketch like shape or a strip like illustration fits this best. It's important that the shades of the gradient recur in the illustration. Other colors can be used, but have to be vibrant as well.



Style elements

There are two types of elements that recur, but they don't have to.
These elements are only used when they add more value. The corners
are inspired by the old Koek logo with chocolate crumbs.

The dynamic flow is all about high touch, the human side. The dynamic
flow changes continuously.



Icons

For example these icons are used for USP's. The icons appear when a certain subject has to be explained. Icons from Fontawesome are used to make clear if something is selected or has an active state. Regular icons are used for other purposes.



“
That's another
koek!

L. van Gaal - 2014

Content guide

How we write in general



In English. Taking our international ambitions into account, we have decided to write our main content in American English.

Keep it brief. Don't over inform. Nobody likes to read, especially on the internet. Give the right dose of information with the option to really dive in. We don't have to spell it all out.

Inform all. Write informal like you'd talk in a face-to-face conversation. Be friendly, warm and adapt to your audience without tending towards hype words or fluffy corporate terms. (Read; Joris' language).

With some humor. Don't be shy to crack a joke here and there. Just don't overdo it.

Content for social media

Instagram. Our “behind the scenes”, the living heart of Koek. Here we share our day to day activities and fun moments. (No limit, but try to keep it to one sentence or a short phrase. Feel free to throw in an emoji, use relevant hashtags).

LinkedIn. Corporate topics, business cases, recruiting content, media mentions, evergreen content. (Use a fitting cover image and feel free to use external links).

Twitter. Our fly catcher, cases, brand marketing, events, media mentions, drawings and animated video's, evergreen content, “we're hiring!” posts. (Use relevant hashtags and external links).

Facebook. Cases, brand marketing, events, media mentions, evergreen content, “we're hiring!” posts. (Use a relevant cover image, no limit in text but try to keep it short.)

Behance. Koek showcase products. More extended and in depth coverage of a product or product aspect.

Blog guidelines

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Our blog posts are written by people from all over the company. We love having experts from around the office blog about their work. The person most familiar with the subject is in the best position to convey it, and the writers on the marketing team can help with brainstorming and editing as needed.

We generally publish blog posts that breathe creativity and delightful experiences. We mainly focus on:

- Events, things that happen on our way to an end product: hackathons, training, teamevent, client event.
- Employee expertises.
- Client cases and references.



De perfecte klant?

2018 was voor ons een druk jaar met veel uitdagende en leuke opdrachten. Zo ook voor onze klant Branders. Na vijf vlammente hackathons in Malta hebben we de vijf casino brands een make-over gegeven in 2018!



The journey of Koek - Part deux!

Vorige keer werd er geschreven over het ontstaan van Koek. Deze keer over wat er allemaal gebeurt achter de schermen bij Koek. Enjoy!



Online groeien, waar begin je?

Oktober is begonnen, wat een nieuwe blog betekent! Deze keer is het de beurt aan Jorrin. Jorrin is betrokken bij Sales en Business Development bij Koek. Hij legt uit hoe we bedrijven online ondersteunen volgens de Koek Journey.

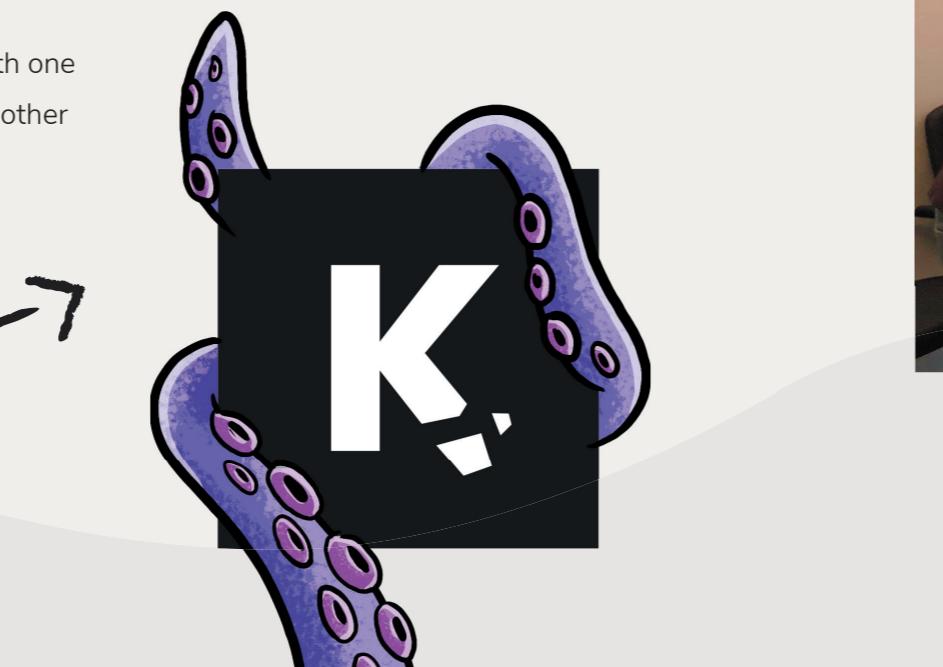
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Imagery

Photo's and video's can't be staged, because it doesn't feel natural or human.

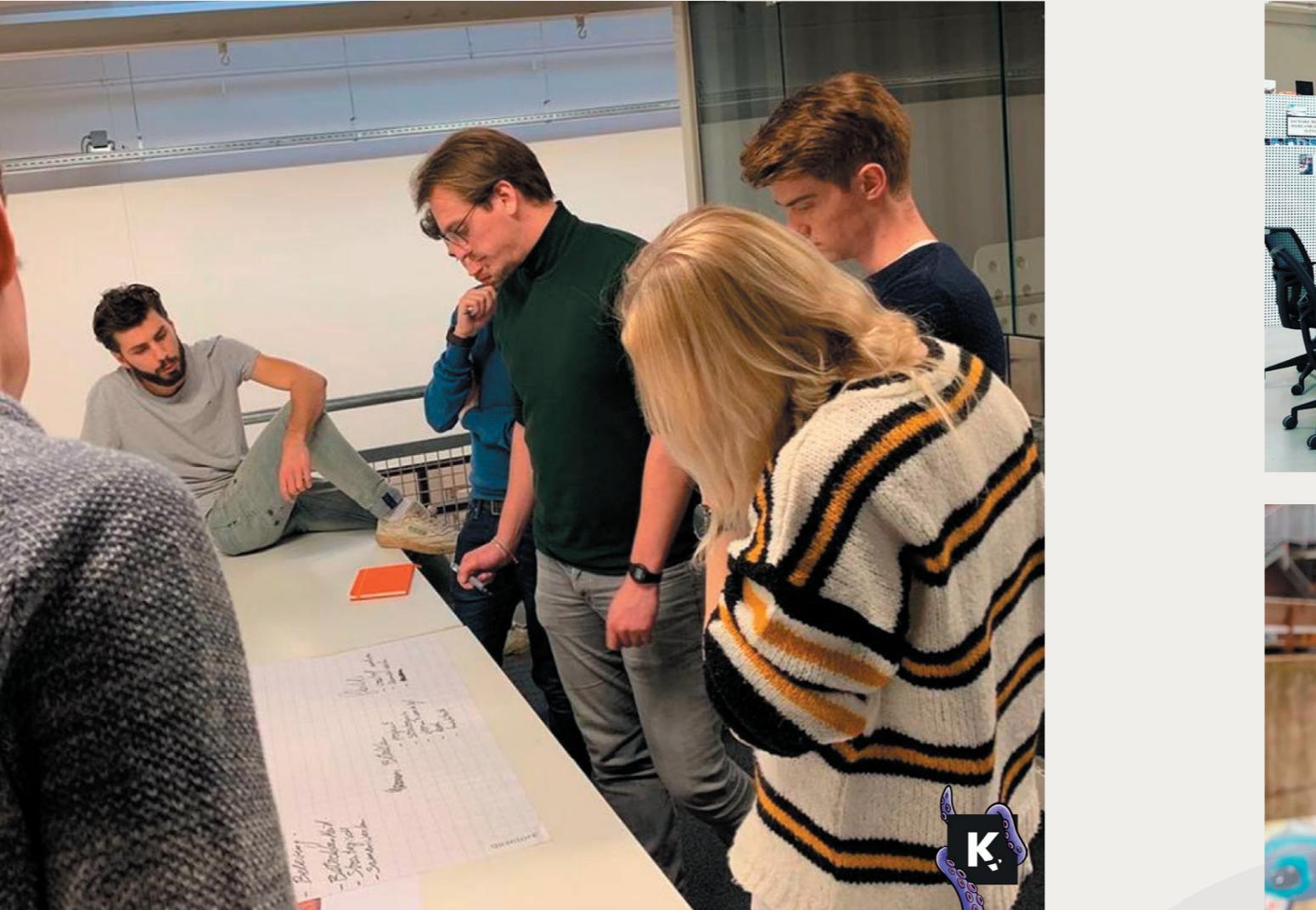
Remember: there's a big difference between forcing/staging and choreographing.

Remark: if possible, all our selfmade images will be tagged with one of our stamps if possible. For example this one (can also be another asset).



Approved stuff





The best is
yet to come



This brandbook was launched April 2019. From now on all our corporate branding and marketing tools and messaging will be developed according to this brandbook.

Every year, this brandbook will be updated with fresh, new and delightful examples.

That's how our Koekie crumbles!