

AN EVENT APART - WASHINGTON DC

Practical Branding

SARAH PARMENTER



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the Holidays**categories**[Automotive](#)[Antiques](#) (72844)[Books, Movies, Music](#) (436974)[Coins & Stamps](#) (124379)[Collectibles](#) (1016775)[Computers](#) (102176)[Dolls, Figures](#) (60977)[Great Collections](#) NEW![Jewelry, Gemstones](#) (139980)[Photo & Electronics](#) (55818)[Pottery & Glass](#) (191299)[Sports Memorabilia](#) (358191)[Toys, Bean Bag Plush](#) (305618)[Miscellaneous](#) (320412)[all categories...](#)[Shop by photos in the Gallery](#)**bid locally**[Find stuff](#) too large to ship.Pick a region **great collections**Visit [eBay Great Collections](#), our fantastic new area for fine art, antiques, and collectibles.Check out the current auctions at [Butterfield's](#).**(2000)**Hop aboard our time machine as we look back at the Roaring Twenties! [Millennium-o-Rama!](#)**stats**

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Business
Bureau
Program

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welcome

You Know Who is a creative studio specialising in all things web design, graphic design and print. Founded in 2003, You Know Who is well known for the individual attention we give each client and their business. We provide our solutions on time, on budget and aim to gain a good working knowledge of your business while doing so. We also like to have fun, and our office is a fun, professional working environment, we're really friendly and welcome any questions you may have about our services.

Our name? Well...we like it. It reflects the fun nature of our business.

We would love to show you what we can do for your business, if you like what you see, please get in touch for an informal chat about your next project. We look forward to meeting you.

You Know Who
Thames House
1528 London Road
Leigh-on-Sea
Essex

T. 44 (0) 1702 470414



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get one
of these?

get a fresh look
for 2006 with
our design &
print services!



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Hello ol' chap! Fancy seeing you here. I've been busy helping big clients dominate small screens.

Since 2003, we've been an award-winning web studio for strategy, design, branding and business. We work with celebrities, influencers, companies and brands to connect them with each other and refine their digital branding and social media strategies.



Digital branding so good it will have your knickers in a twist.

Contact us via [electronic mail](#)





No cuts.
No dyes.
Just blow drys.

Only £22

wash included

the blow
bar



Y



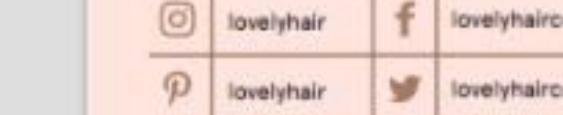
LOVELY
Luxury Hair Extensions

THIS INDIVIDUAL HAIR EXTENSION IS FOR ONE SIDE OF YOUR HALO.

100% LUXURY HUMAN HAIR.
BLONDE, DOUBLE DRAWN,
INDIVIDUAL HAIR EXTENSIONS.
HAIR LENGTHS 12", 14", 16", 18",
20", 22", 24", 26", 28", 30".

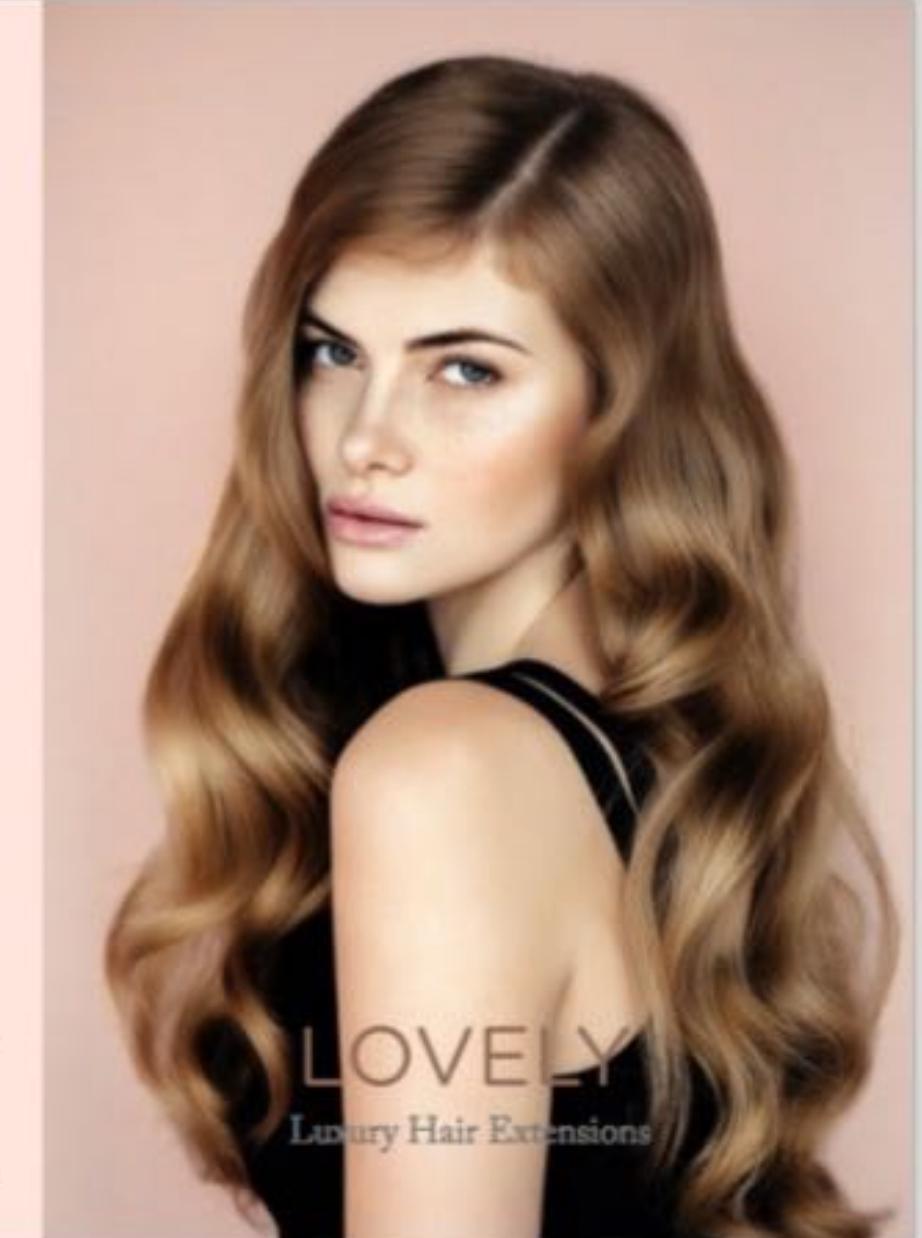
PLEASE USE CAREAGENTS AS
STATED ON PAGE 40.
HAIR QUALITY AND HAIR
EXTENSIONS ARE TO BE
DISCARDED.

www.lovelyhair.com



lovelyhair lovelyhairco
lovelyhair lovelyhairco

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www.lovelyhair.com



How to fit and care for your new extensions.

Fitting

Adjust the wire to the desired tightness, ensuring your Lovely Halo does not sit more than two fingers' width from the front of your head or does not rest on your ears. You should feel natural movement around the back of your Lovely Halo but it should still feel secure. Once the desired tightness has been achieved, tie a knot in the wire and cut off any excess.

Infrequent Washing

Only wash your extensions when you feel they have developed a build-up of product. Treat them with care and wash them in paraben- and acetate-free shampoo. Nourish the ends with argan oil to keep them soft and smooth. We love Davines shampoos and conditioners.

Heated Appliances

Lovely Hair is real, human hair and you can treat it as if it were your own. However, we still recommend using a heat protector spray prior to the use of straighteners, tongs or any other heated appliances.

Professional Cut

All premium quality extensions look best when cut in by a professional. Take yours to any Lovely-registered salon or salon professional to have them blended with your natural hair.

Registered Salons

Purchase Declaration

I understand I am purchasing a fully customised Halo and therefore cannot return/refund this product as it has been fitted and cut to my exacting and specified requirements on the fitting day at my chosen Lovely-registered salon.

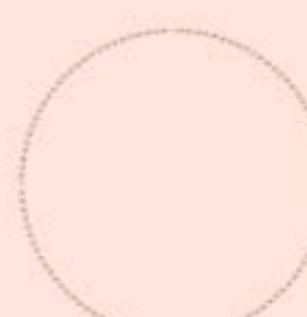
I fully understand that in the unlikely event of my wire snapping, replacement wire is available.

Purchaser

Registered Salon Stylist/Salon

Date

- Cut
 Custom Colour





PHOTO



princesscharlotteelizabeth

3d



• • •

♥ doroteagale, katie_tiffin, melaniiedeee,
mustang1sallie, lars_h_photography

princesscharlotteelizabeth And the close
up...beautiful Ava handmade mink lashes by



Established Nottingham 2003
THE CELEBRATED NEW MISCELLANY OF
MR. SIMON COLLISON

Bottled for your pleasure
POTTED AUTOBIOGRAPHY



Hello. I'm a designer. I also do plenty of writing, speaking, and sleeping. I'm based in Nottingham, England, but my work means I'm often found in all sorts of other fine places. [Please read on →](#)

Dropping science like it's hot
THE SPLENDID JOURNAL



§ 2014 music roundup
It was yet another cracking year for new music, and I consumed as much as possible, making my annual roundup as difficult as ever. To follow my 2010, 2011,... [More →](#)

Catalogued nocturnal matter
EXHAUSTIVE ARCHIVES



866—2013: a year in review
865—2013 in music
863—Yet another year in review
862—Yet another year in music
864—iPhone video experiment

Mr. Collison is currently
RECEIVING YOUR EMAILS



Opinions & queries this way
Drop me a line if you wish. I'm always interested in new projects and opportunities and will of course do my best to reply to your emails swiftly and efficiently. →

EXTERNAL REFERENCES { [VIEW ALL](#) }

A very proud member of those
FICTION KIN



Retro-filtered iPhone Photos
INSTAGRAM PHOTOS



Images from the field
FLICKR PHOTOGRAPHS



The tweets of @colly
FOLLOW ME ON TWITTER



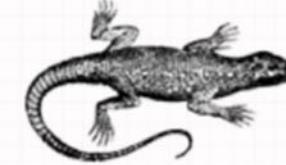
Conference and speaking history
LANYRD PROFILE



Writing about travel experiences
HI MOMENTS



Sneaky-peeks at my designs
DRIBBBLE SHOTS



Mr. Collison organises some
NEW ADVENTURES



Farewell, dearest Rdio
SPOTIFY PROFILE



Ignoring old acquaintances
BLOODY FACEBOOK



Collected internet oddments
GIMME BAR



I've been, therefore I am
FOURSQUARE CHECKINS



Slides from my presentations
SPEAKER DECK



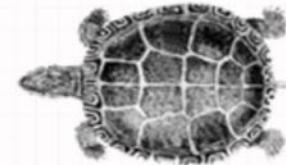
Playing on the gramophone
LAST.FM SCROBBLES



It's better than LinkedIn y'know
ZERPLY PROFILE

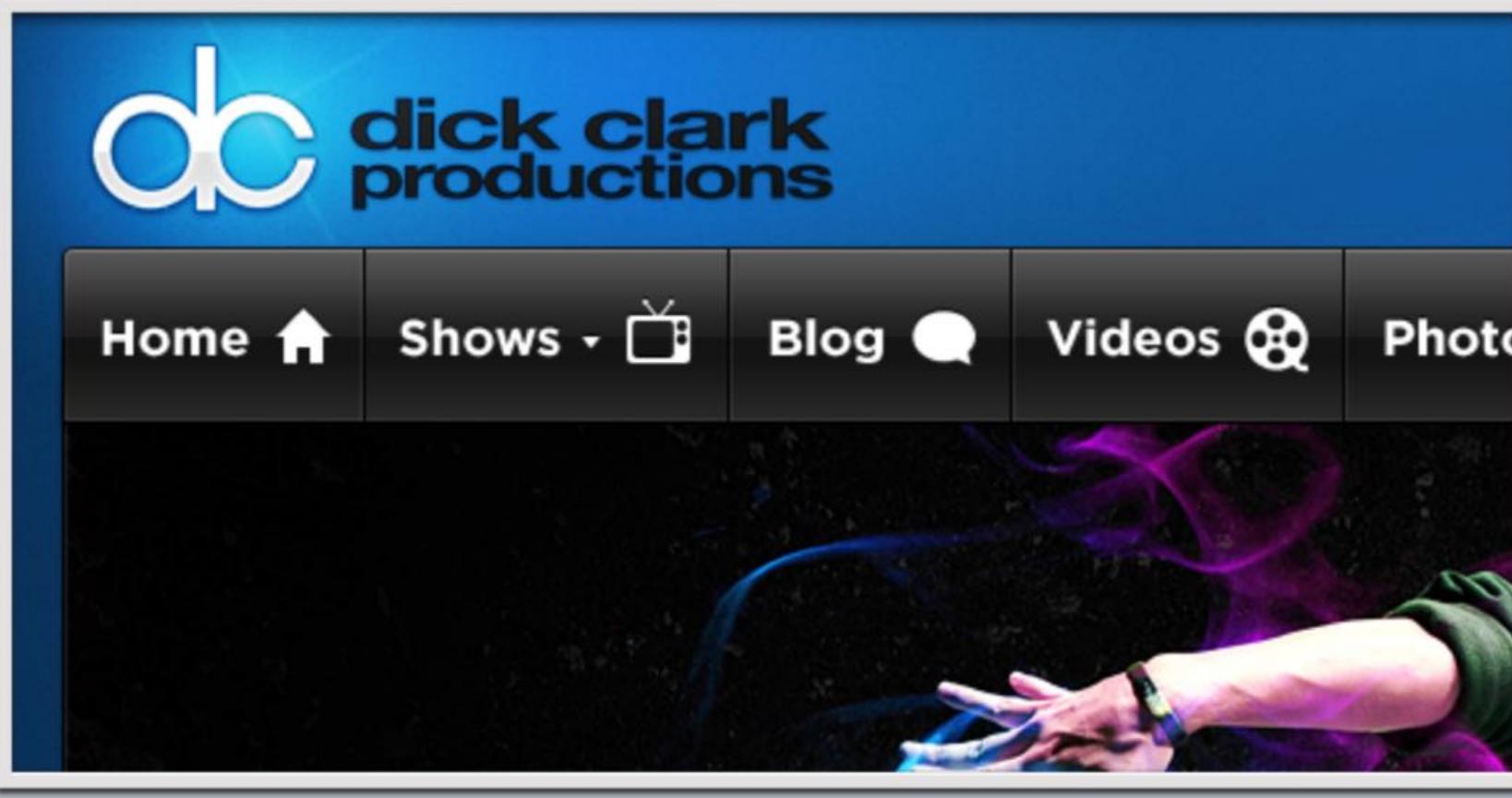


Amateurish moving pictures
VIMEO CHANNEL



We make interfaces.

- [Web](#)
- [iPhone](#)
- [Desktop](#)



Dick Clark Productions

Everyone knows Dick Clark. Well - this is his production company, and it produces such iconic American shows as So You Think You Can Dance, the Golden Globes, and the American Music Awards.

We helped them completely overhaul their company site, which includes promotional material for upcoming broadcasts and a plethora of photos and videos from their various events, among many other things. More recently, we worked on an interactive fan site for the 2010 American Music Awards.

[Next Client →](#)

Interested in working with us?

[Get In Touch](#)



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[Go ✓](#)

**Antony Francis**[Edit Profile](#)**6**

Stamps

2

Pins

0

Items

Passport**Stamps** (6)**Pins** (2)**Items** (3)**Antony Francis** (Antony511)

Trinity, FL

[Facebook](#)[Twitter](#)**Spots you have visited** ([see more](#))**Zim Zari**
New Port Richey, FL**Varsity Club**
Palm Harbor, FL**McDonalds**
Odessa, FL**Target**
Trinity, FL**Grille 54**
Odessa, FL**Florida**
Lake Wales, FL**Where your friends have been...****Kevin Mazur**
Trinity, FL**Cigar Cave Lounge**Relaxing with an Alec Bradley SCR and a beer.
about 1 hour ago**Chris Latko**
Sarasota, FL**Ruby Tuesday**

about 2 hours ago

Top Spots

The spots Antony frequently visits

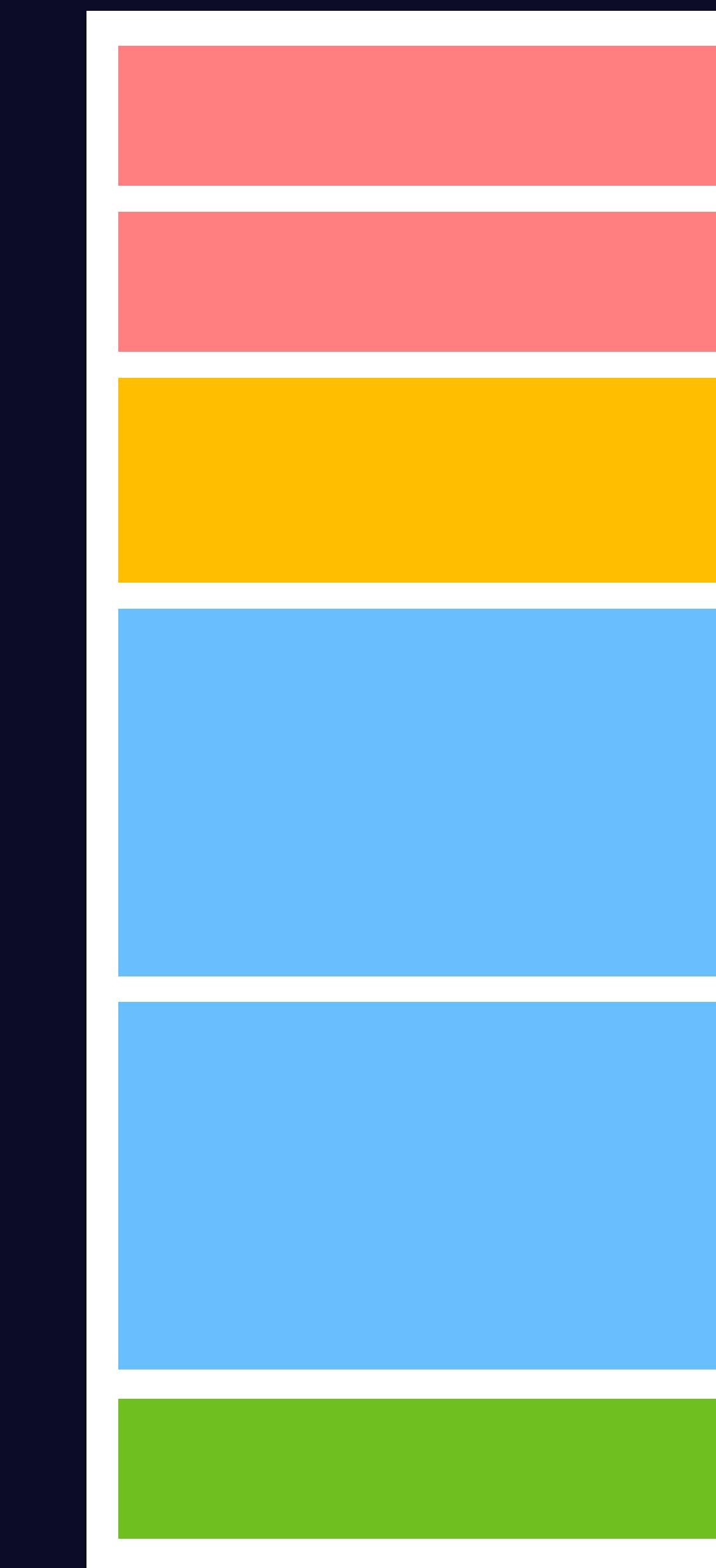
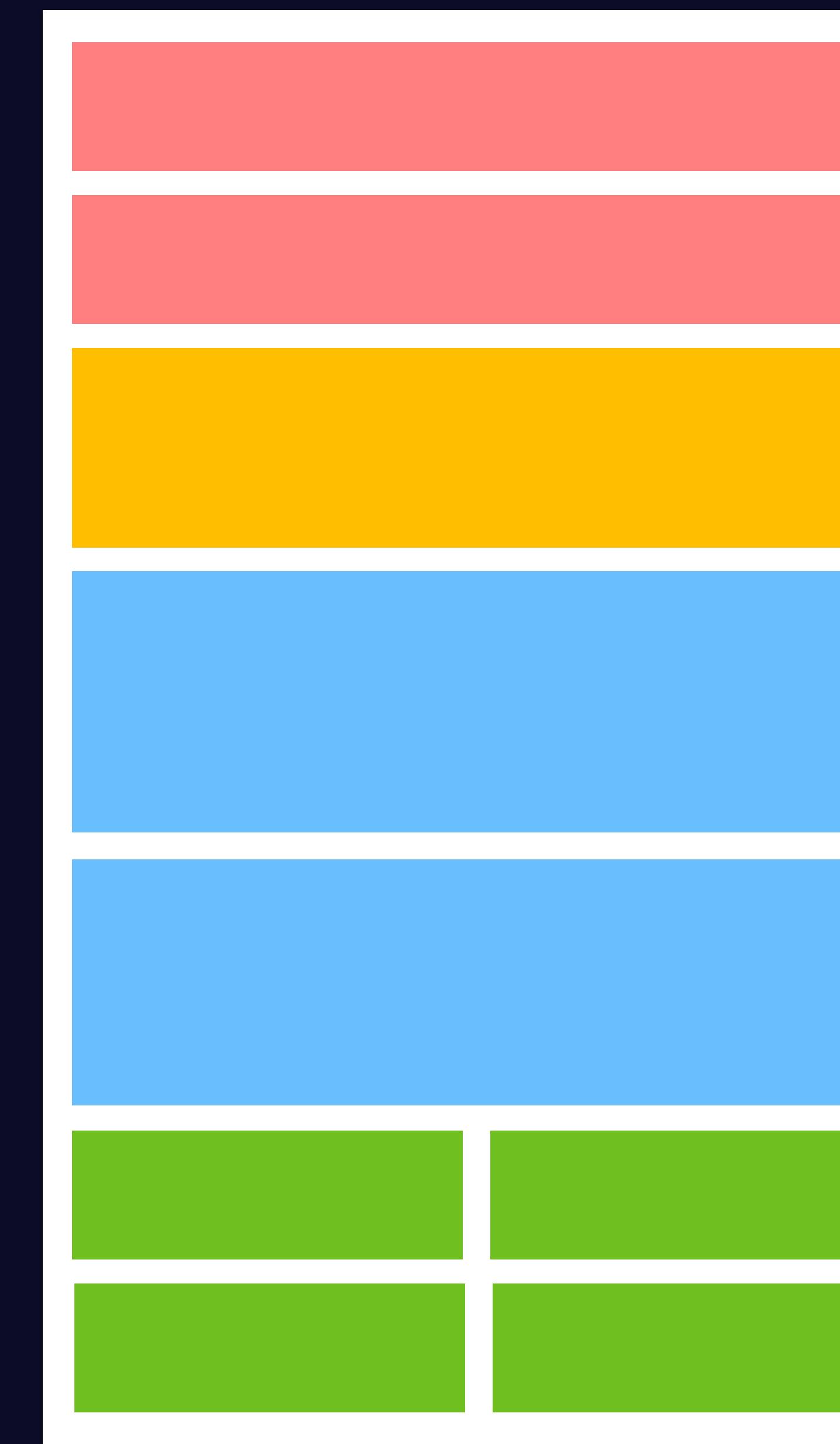
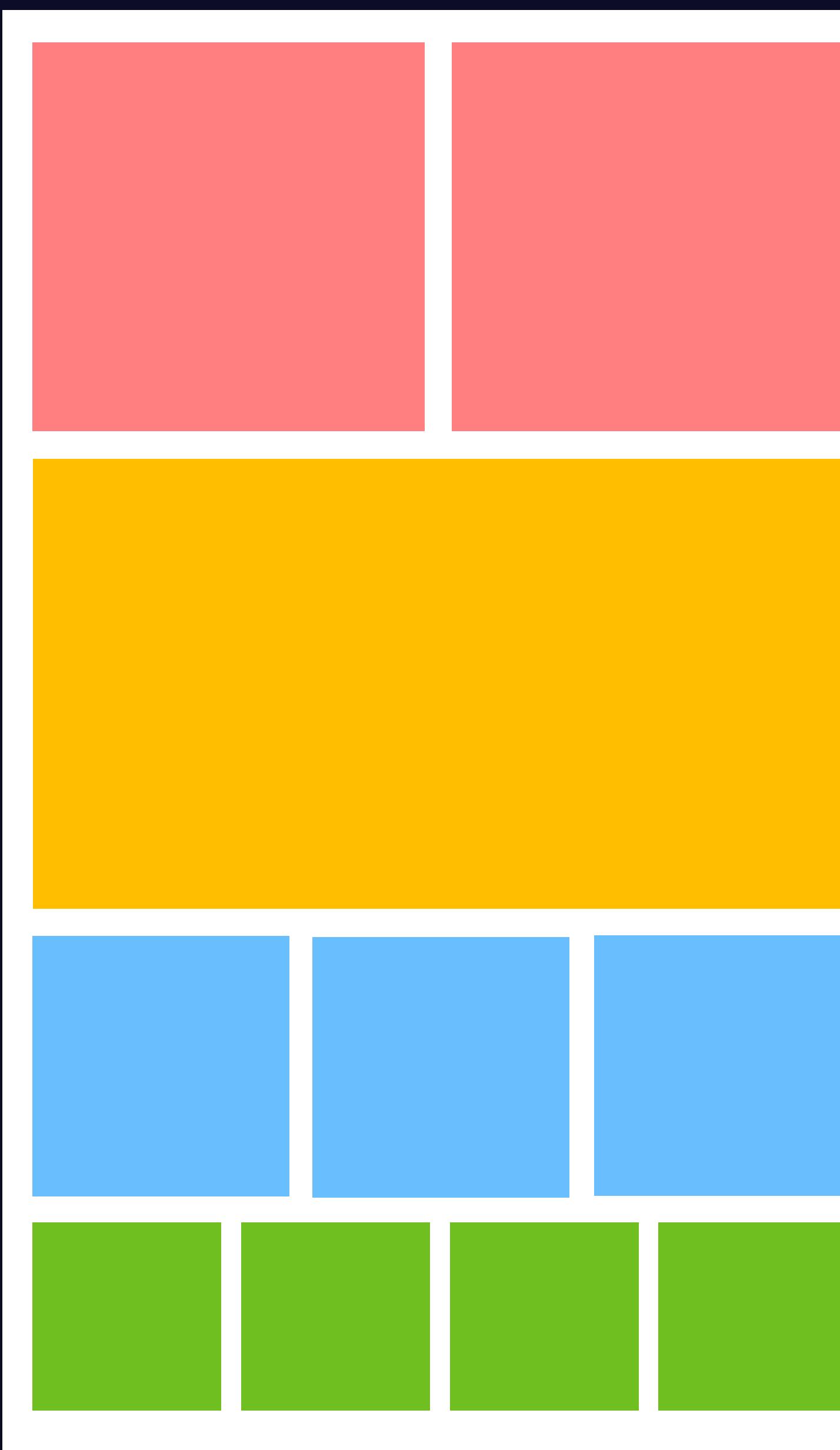
Zim Zari
3 Check-ins **Varsity Club**
1 Check-ins **McDonalds**
1 Check-ins **Target**
1 Check-ins **Grille 54**
1 Check-ins **Florida**
1 Check-ins

International
Thank you for your
Order!
3719864

Ethan Marcotte

RESPONSIVE WEB DESIGN

FOREWORD BY Jeremy Keith





<http://www.zeldman.com/2006/05/01/may-day-may-day/>

JEFFREY ZELDMAN

“

I don't think we're looking at the web as a primary artistic medium at all. We can do more of that.

”

*Every company is a
media company.*



jongold from twitter

@jongold



Follow

which one of the two possible websites are you currently designing?



RETWEETS

3,261

LIKES

4,564



1:40 PM - 2 Feb 2016



3.3K



4.6K

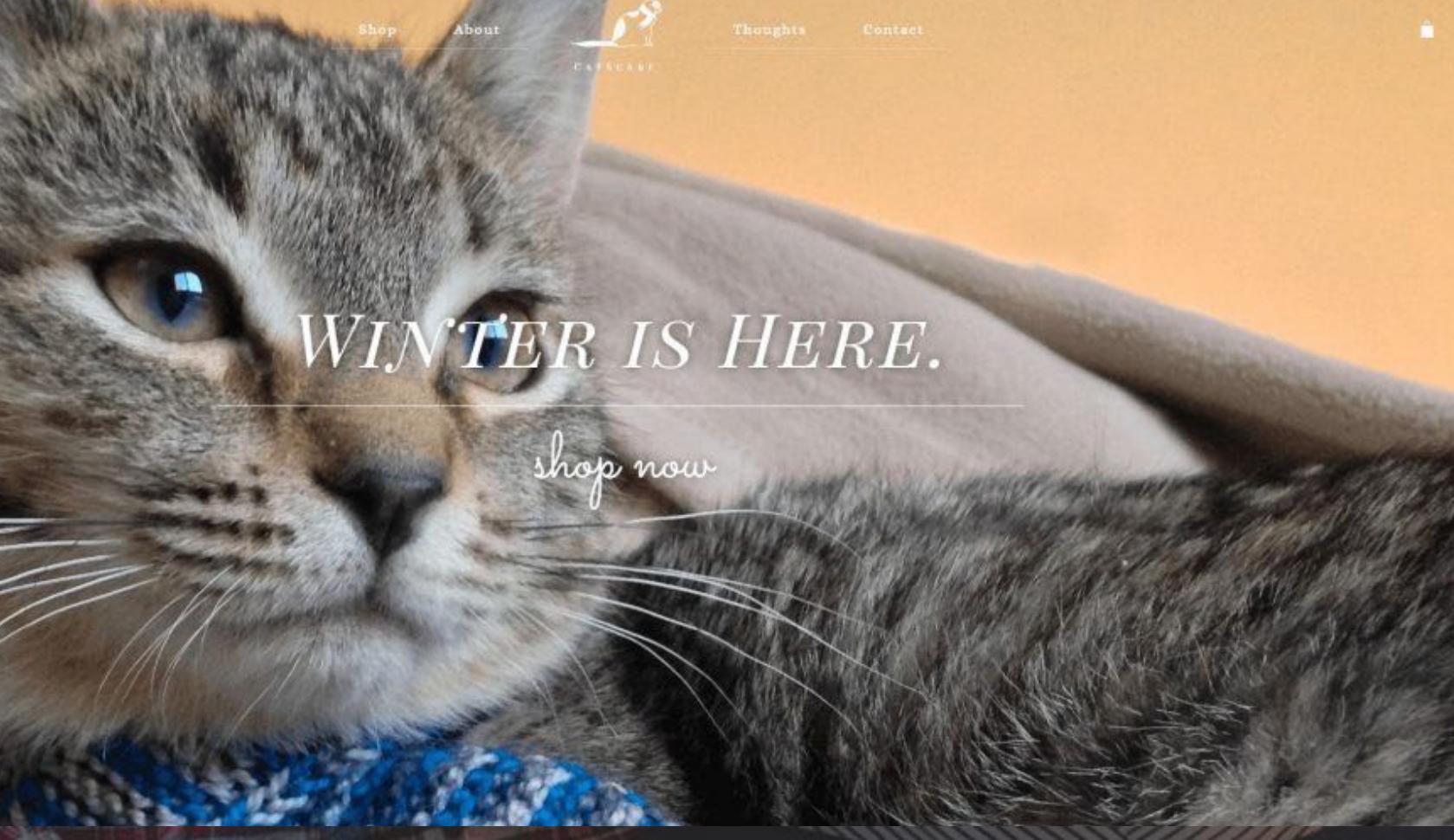
...

@JONGOLD

“

*I'm really upset with the state
of our industry that this tweet
has resonated so much.*

”

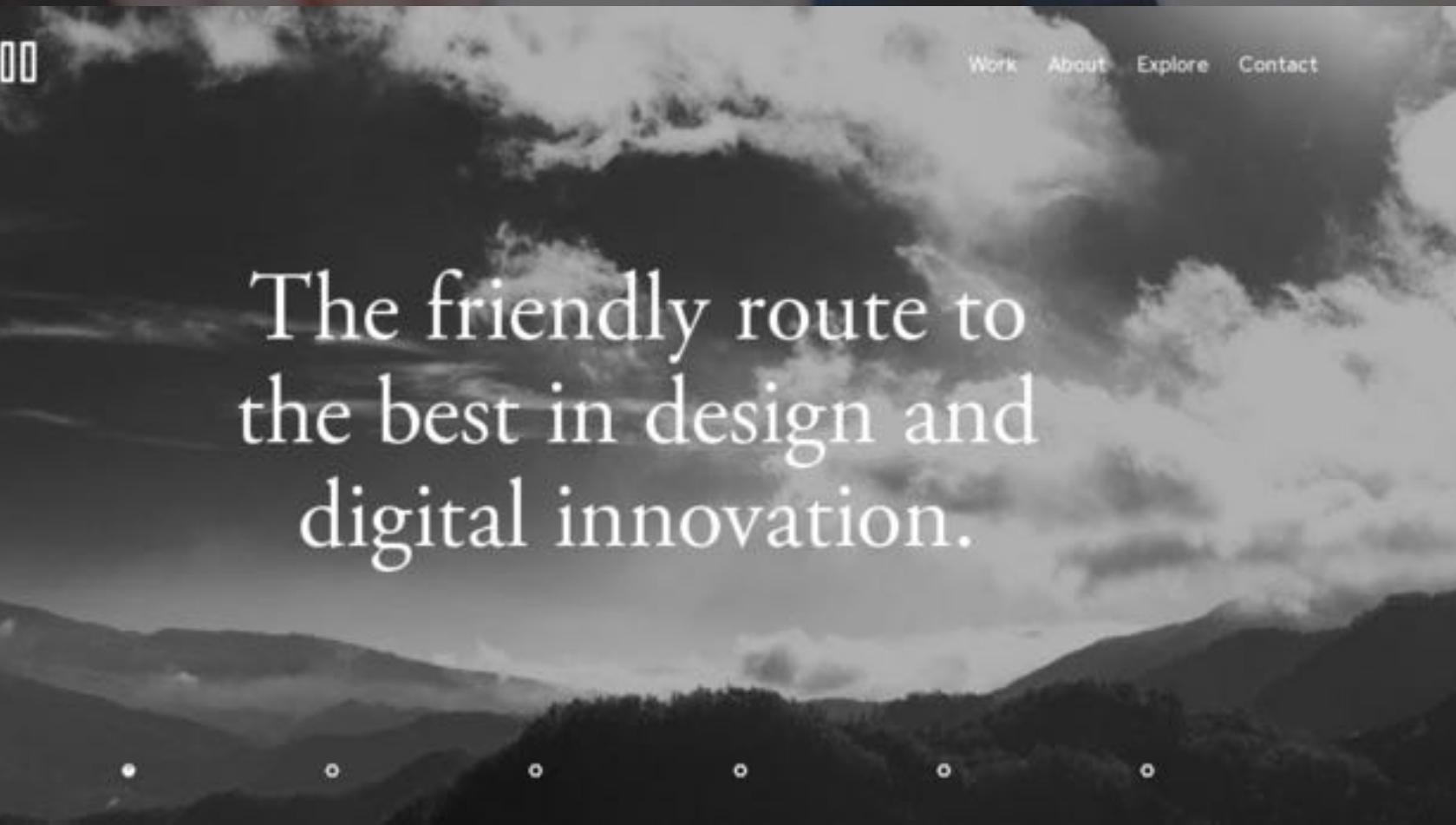


OUR WORK BLOG CONTACT US

PIXELS WITH PURPOSE

Passionately creating digital experiences and engagement for web and mobile through strategy, user experience, innovation and dedication.

LET'S TALK



CLEVERBIRD CREATIVE

A Digital Design & Branding Firm

ABOUT SERVICES WORK CONTACT

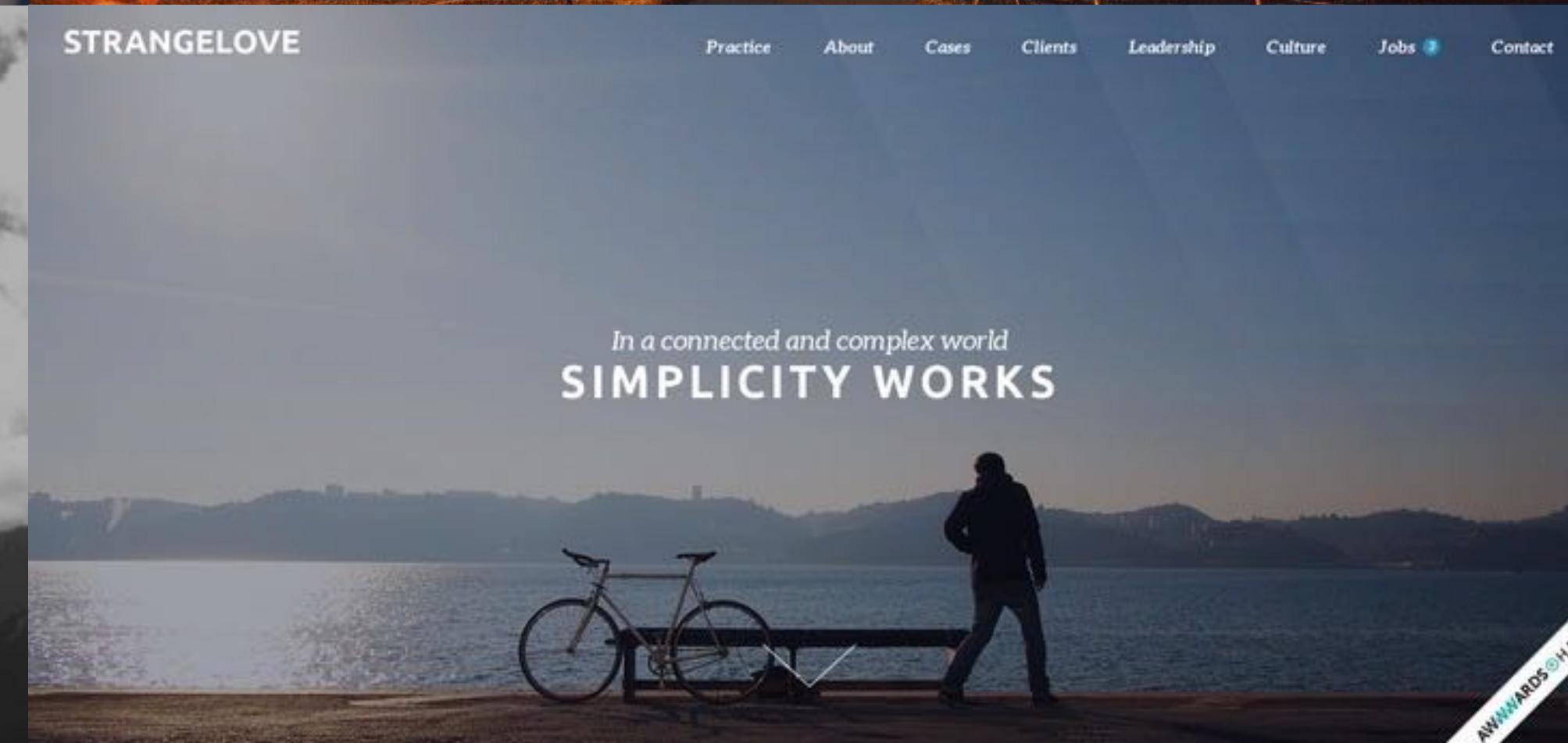
MEXTURES

FEATURES GALLERY PRESS KIT CONTACT

NEVER HAS BEAUTIFUL BEEN SO EASY

DOWNLOAD NOW

Download on the App Store



GUIDO SCARIGLIA

GUIDO LA

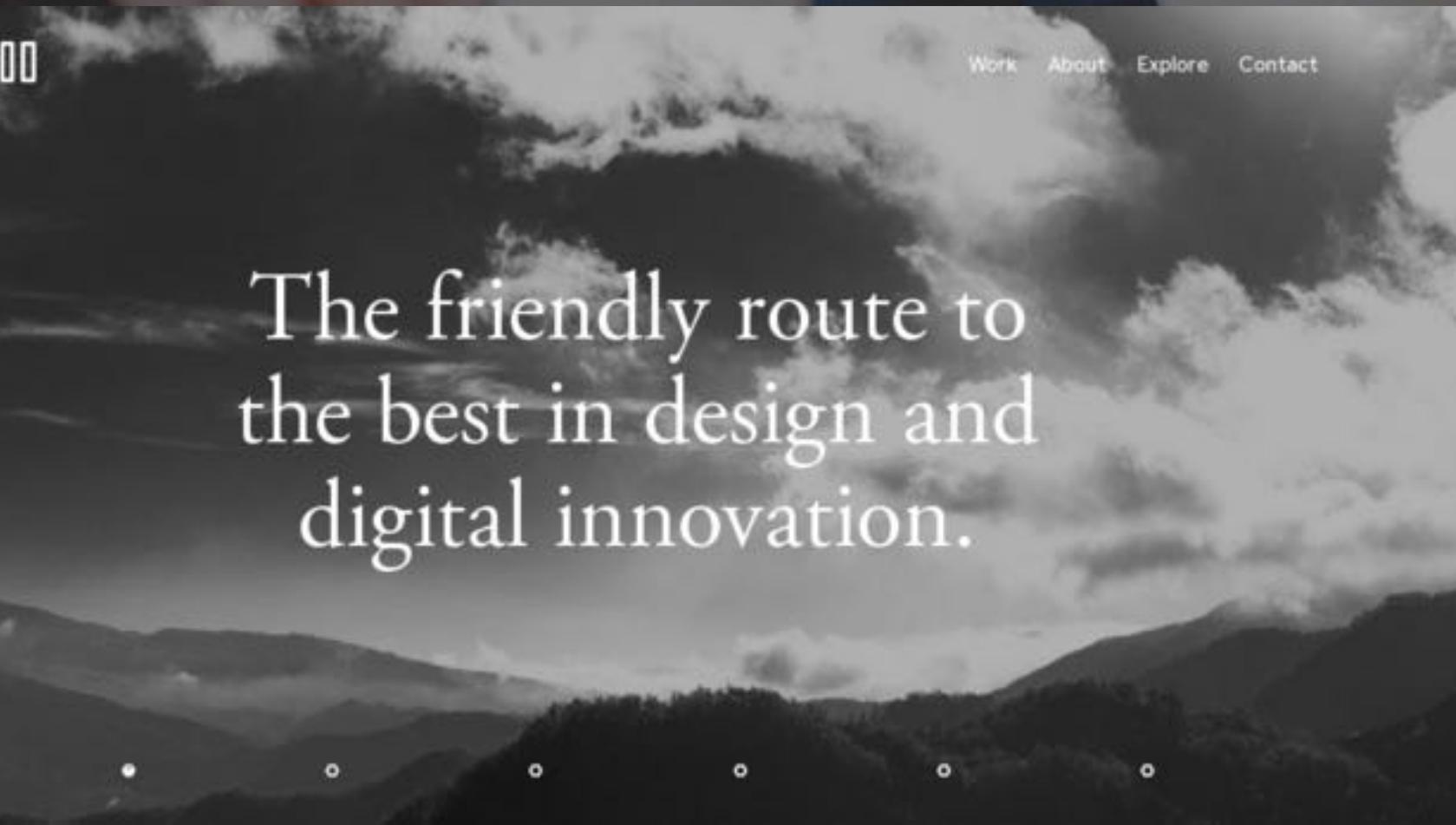
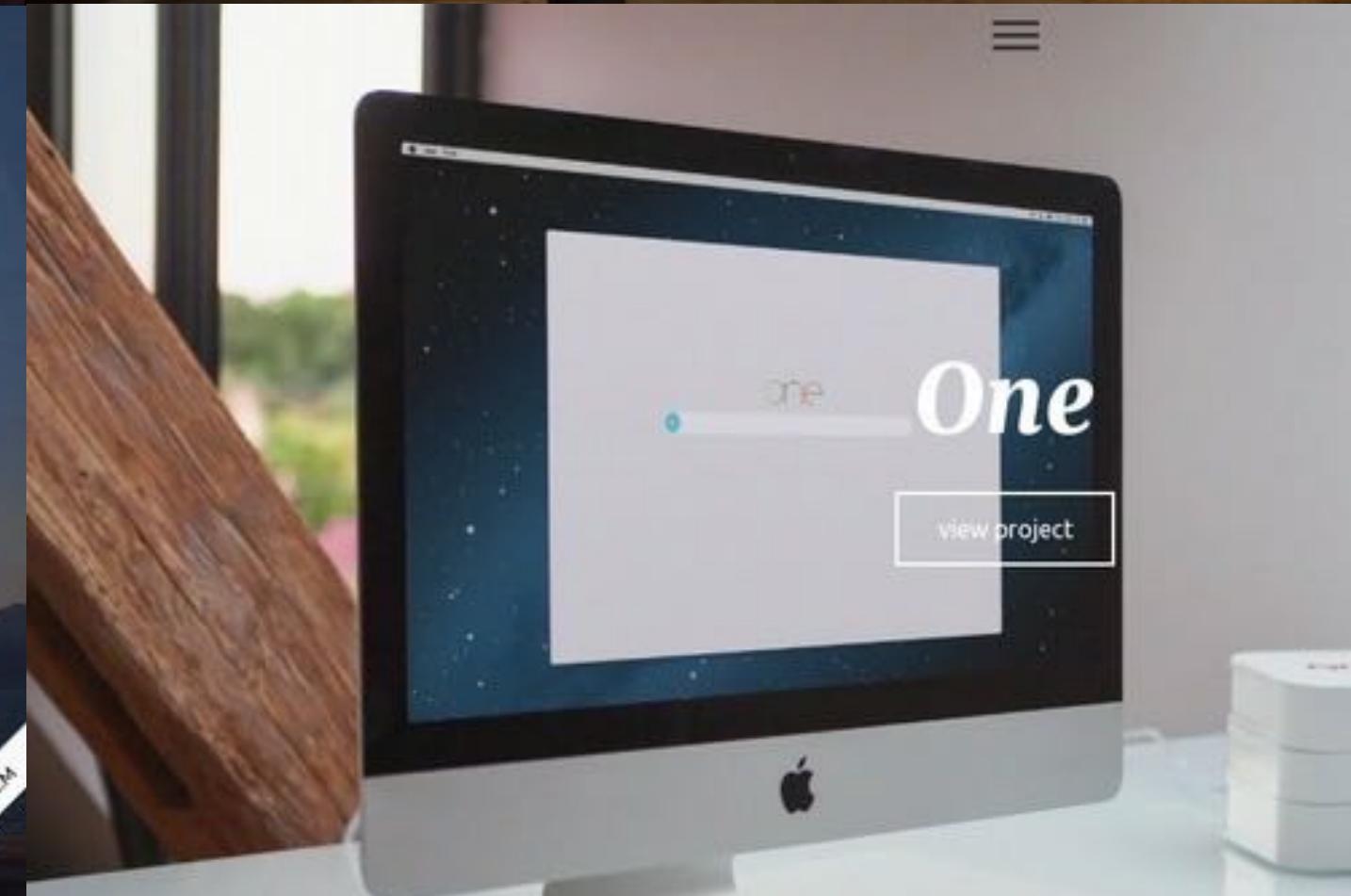
SCROLL DOWN

Make your mark , for all you

JUSTBEAN

JUSTBEAN TO WORKSHOP

READ NOW →



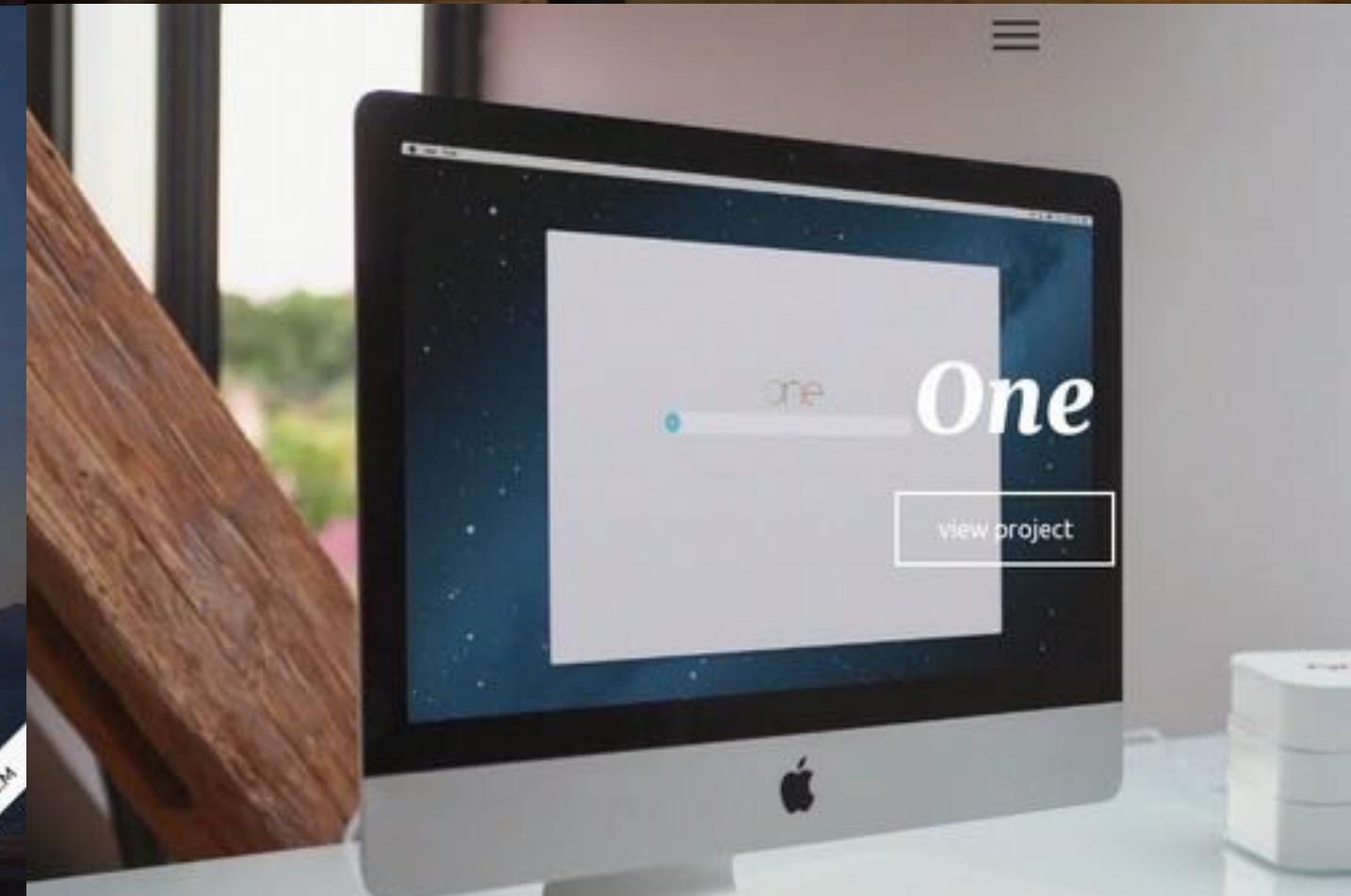
Work About Explore Contact

STRANGELOVE

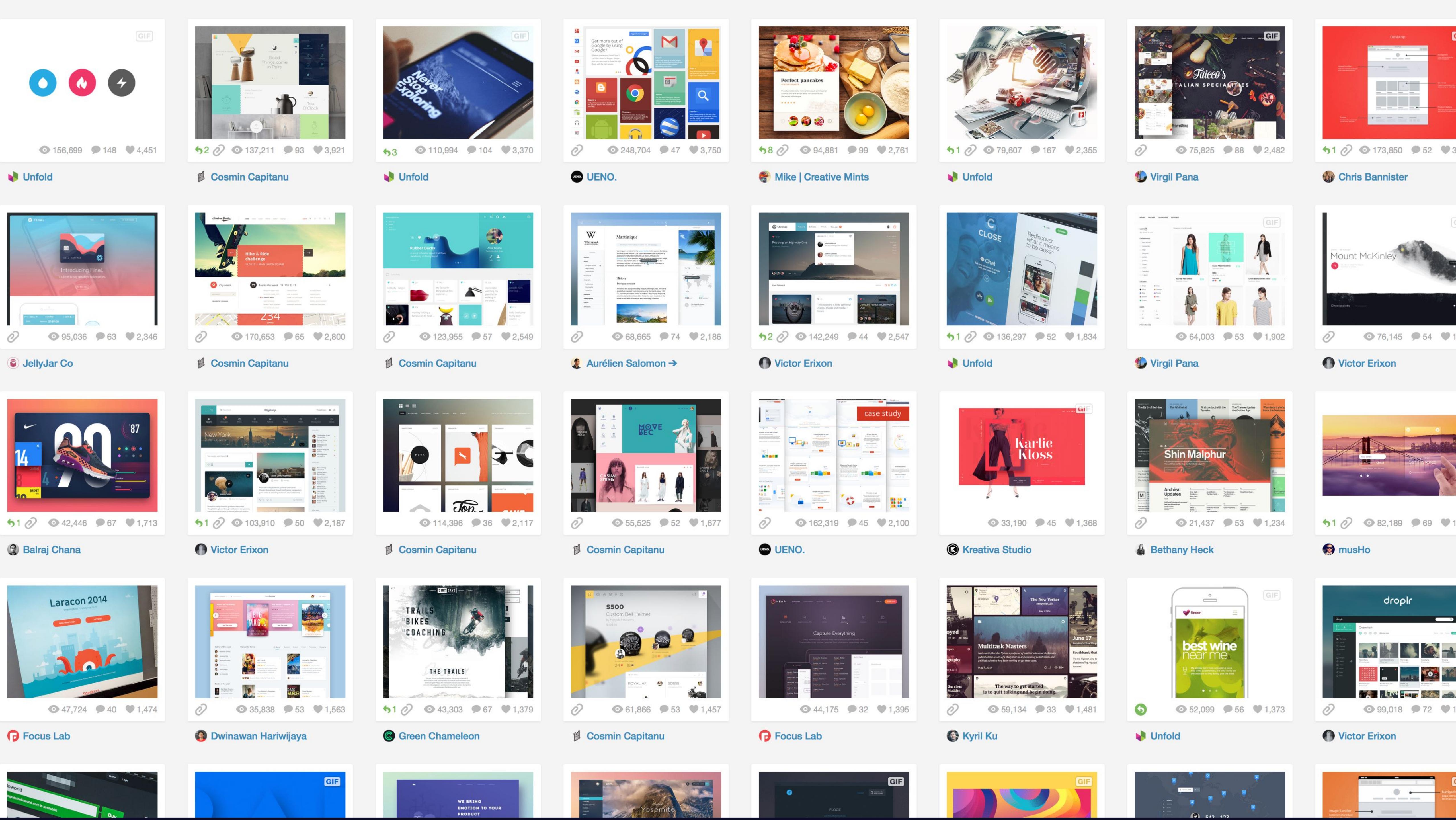
Practice About Cases Clients Leadership Culture Jobs Contact

In a connected and complex world
SIMPLICITY WORKS

AWWARDS H.M.



Boring and predictable designs.





Typewolf

WHAT'S TRENDING IN TYPE

[Web Fonts in the Wild](#)[Font Recommendations & Lists](#)[Guides & Resources](#)[Blog](#)[About](#)

Site of the Day

Arta closed their seed round with some amazing investors.

Samsung launched the S7 (a gorgeous new phone).

Adam Fields of Arta interviewed in Forbes.

Our redesign of Rookie magazine went live to much acclaim. Page views doubled. Crowds cheered.

Our partner, Joël, published a book on Flask.

Conan tried out the kGoal on live TV.

Samsung launched an ecommerce shop in Brazil.

This. closed a round of funding. Investors included Tumblr's President, a Twitter VP, Matter Ventures, and The New Republic Fund.

Fictive Kin

Jul 18, 2016

Fonts—GT Sectra, GT Pressura Mono

Jonestown offers services including, audio editing & mixing, album / EP producing & arrangement, editing and mixing for voiceovers.

If you need to contact us or would like to find out anymore information about services,

Jonestown Audio

Jul 17, 2016

Fonts—Space Mono

Home → Tribes

The New Gamer

n as the ultimate procrastination, video games are n achieve intellectual, holistic and financial fulfilment. N taking part, The New Gamers.

Protein

Jul 16, 2016



studio.zeldma

148 Madison Avenue,
Suite 600
New York, NY 10016

studio.zeldman

Jul 15, 2016

*We keep waiting for
permission...*

Payments infrastructure for the internet

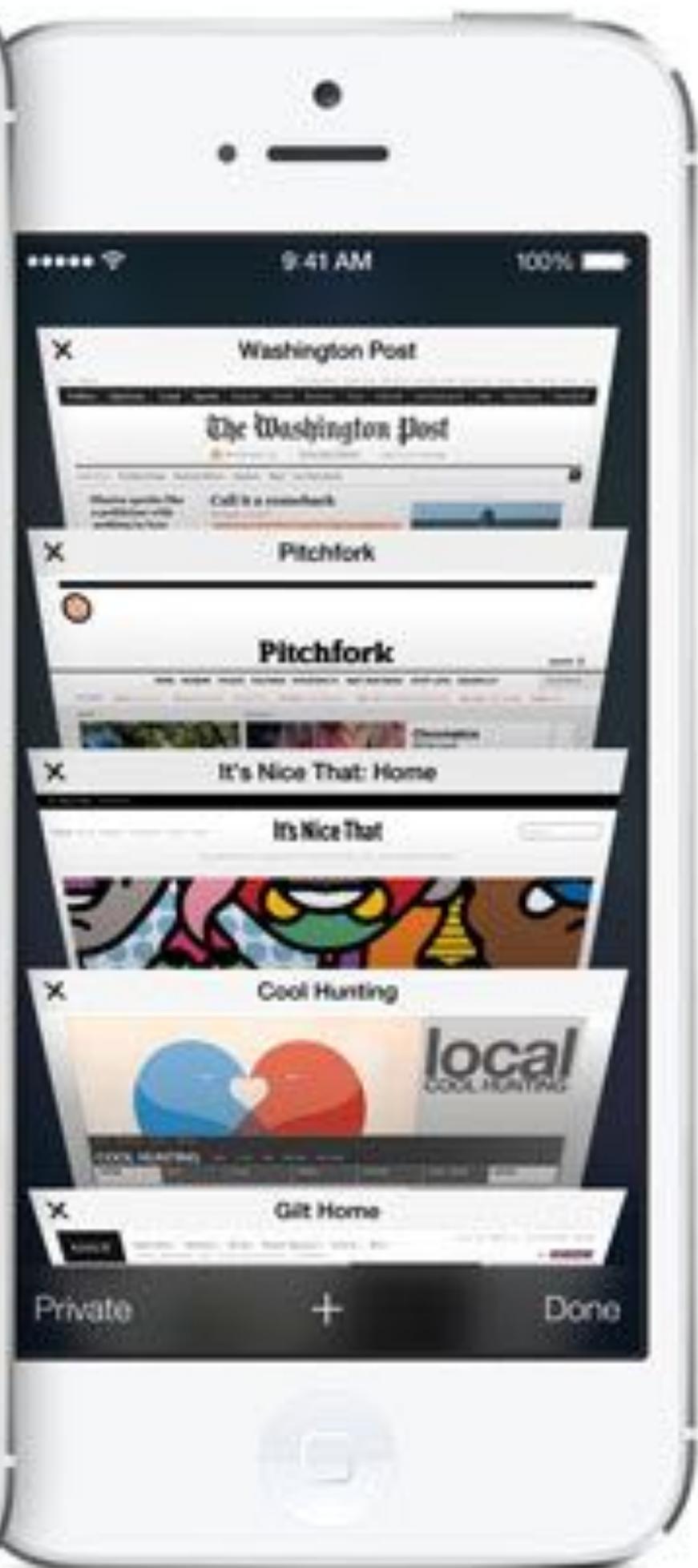
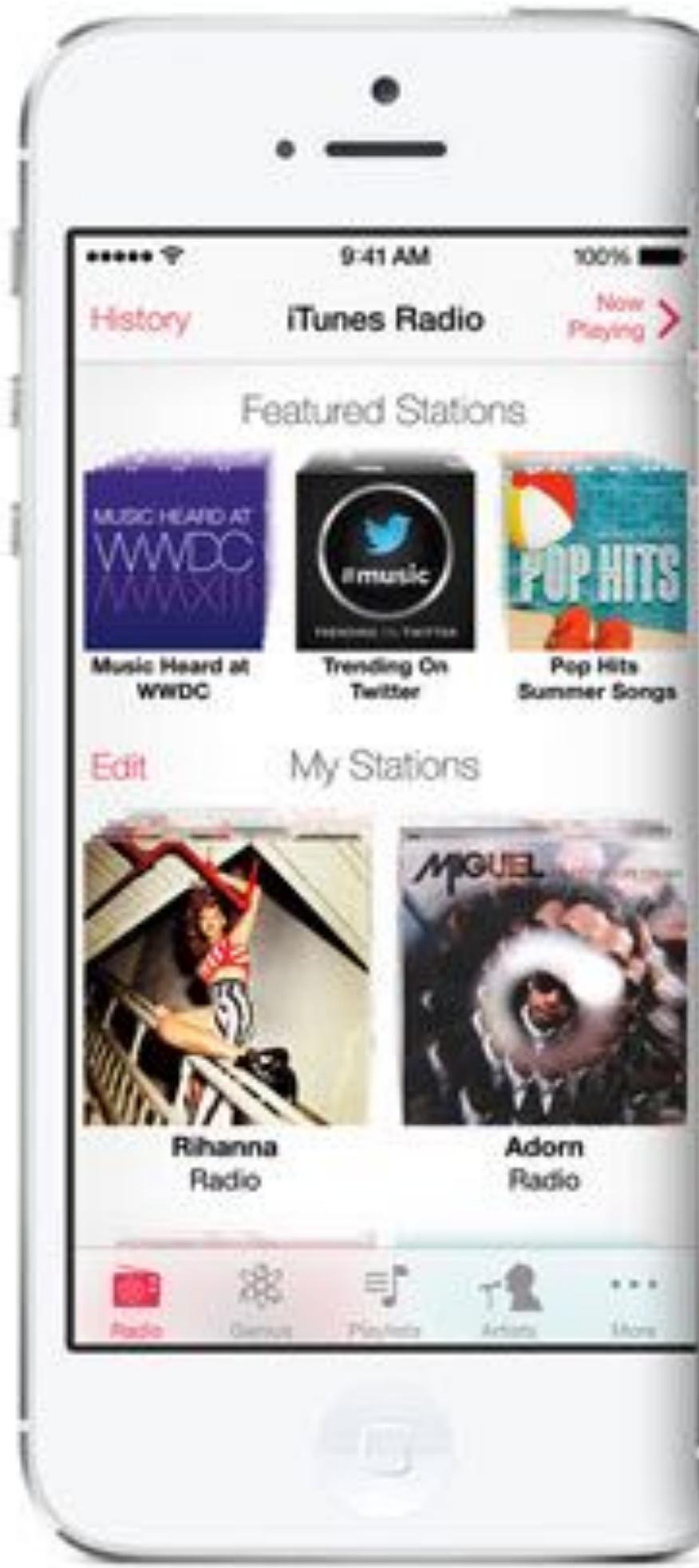
Whether you're building a marketplace, mobile app, online storefront, or subscription service, Stripe has the features you need.

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• • • •

★ **Managed Accounts in Europe.** More marketplaces can now fully customize the experience for sellers on their platform. [Learn more ▶](#)







AN EVENT APART / WASHINGTON DC

*Rise of progressive
enhancement.*

*Branding is the product of
deliberate conception.*

*Branding is not a pattern
library or mood board.*

\$888 USD

[See price breakdown](#)

Range Display / Range Display

Optional error title. Descriptive copy. [Optional Action](#)

Optional title. Descriptive copy with additional copy [Optional Action](#)

Optional title. Descriptive copy with additional copy

Optional title. Descriptive copy

Saturday, Oct 10 Check Out

S M T W T F S

October

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17			
18	19	20	21	22	23	24			
25	26	27	28	29	30	31			

November

1	2	3	4	5	6	7	8	9	10	11	12	13	14
---	---	---	---	---	---	---	---	---	----	----	----	----	----

Marquee Entry

Optional caption

Marquee Document

Optional caption

Text Row is used for brand copy and pull quotes... [read more](#)

Small Text Row is used for sub-copy and legal. Links are always welcome. [One optional link](#)

Input suggest. row
Optional subtitle [OPTIONAL LABEL](#)

Micro row

Link row

Name
Apr, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla consectetur quam dui, interdum varius sem viverra eu. Praesent pellentesque ut ex at eleifend. Praesent neque magna, efficitur eget feugiat a, auctor id leo.

Paragraph two

First Section Header [See all](#)

Section Header [See all](#)

First Section Header + [See all](#)
Optionally the quick brown fox jumped over the neighbors dog. Lorem ipsum dolor sit amet.

Section Header + [See all](#)
Optionally the quick brown fox jumped over the neighbors dog. Lorem ipsum dolor sit amet.

Optional title. Descriptive copy with additional copy [Optional Action](#)

Brooklyn · Fort Greene [About](#)

Row

Row + [User Input](#)
Optional subtitle

Long input row [Edit](#)
This text is editable. It has a prompt state and an edited state.

Tween row [Edit](#)

Tween row [Edit](#)
Optional subtitle

Listing details summary Hosted by [Host Name](#)

Listing details Hosted by [Host Name](#) [BUSINESS READY](#)

Listing detail text is used for anything over XX characters such as listing descriptions, profile bios, and long-form editorial. Also used for messaging and notifications. Styling: as well as the... [read more](#)

99 Reviews 

Sheet title

Optional caption

Optional Provider

Optional Provider

Sign Up with Email

By signing up, I agree to Airbnb's Terms of Service, Privacy Policy, Guest Refund Policy and Host Guarantee Terms.

Wrapping key frame sheet title

Optional caption

Primary Button

OK

Sheet title
Optional subtitle

\$150 - \$250



Sheet title
Optional subtitle

\$50 - \$100



Entire Place Private Room Shared Room

Stay in a shared space, like a common room.

Optional caption

Matching interstitial. Used for matching suggestions and promos.

Button

Label Label Label Label

Label Label Label

Label Label

Hi. We're traveling to London and were wondering if it was fine if we checked in a later. [1 day ago](#)

Not a problem.

I'll just leave the keys in a lock box and meet you Wednesday. [56 mins ago](#)

Name Hello, Michael and thank you... Accepted · Listing title [5 hours ago](#)

Name Hello, Michael and thank you... Pending · Listing title [5 hours ago](#)



SETH GODIN

“

*When a brand says “a modern form
of currency...for a new generation
of chocolate enthusiasts”...*

”

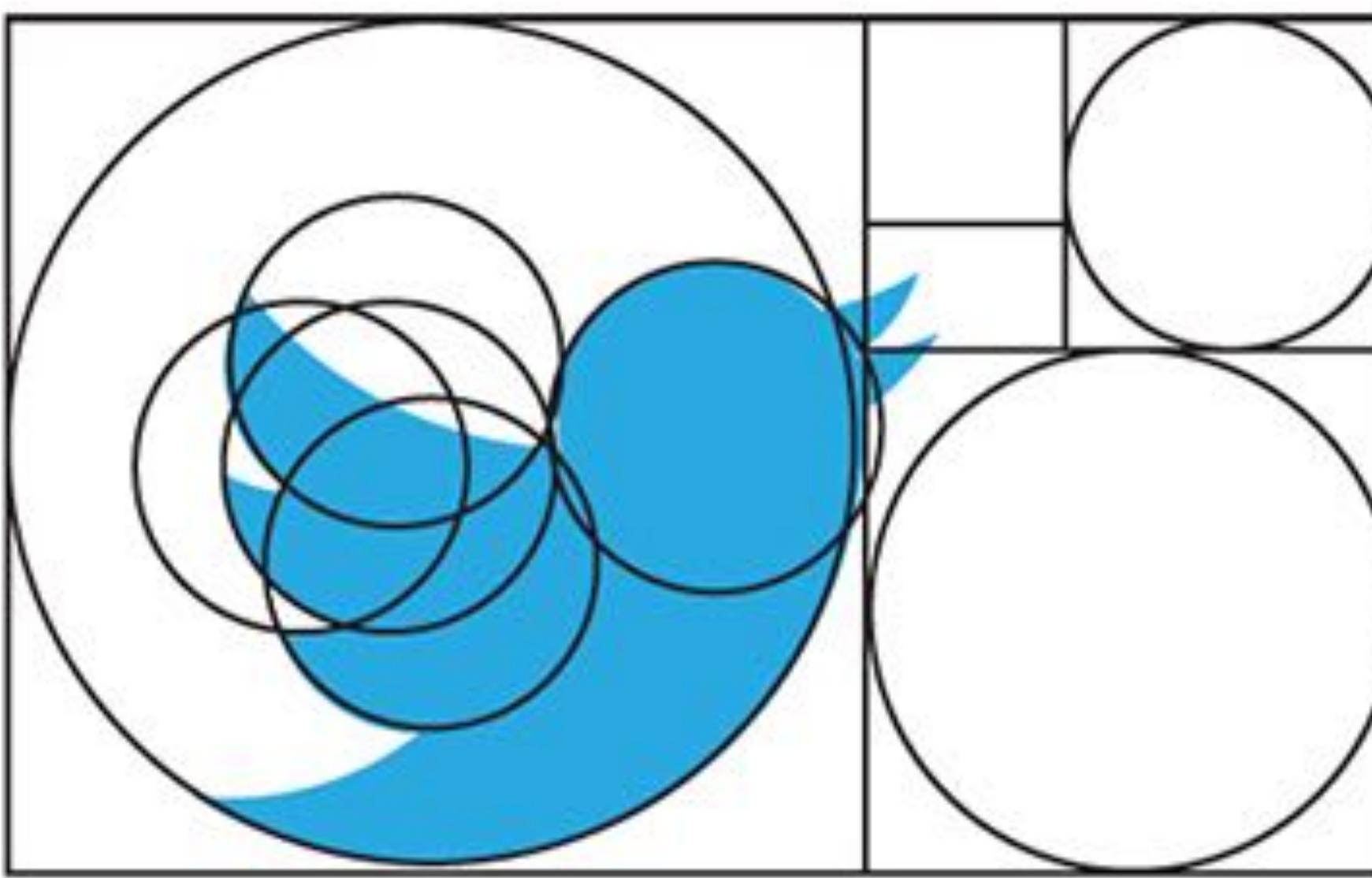


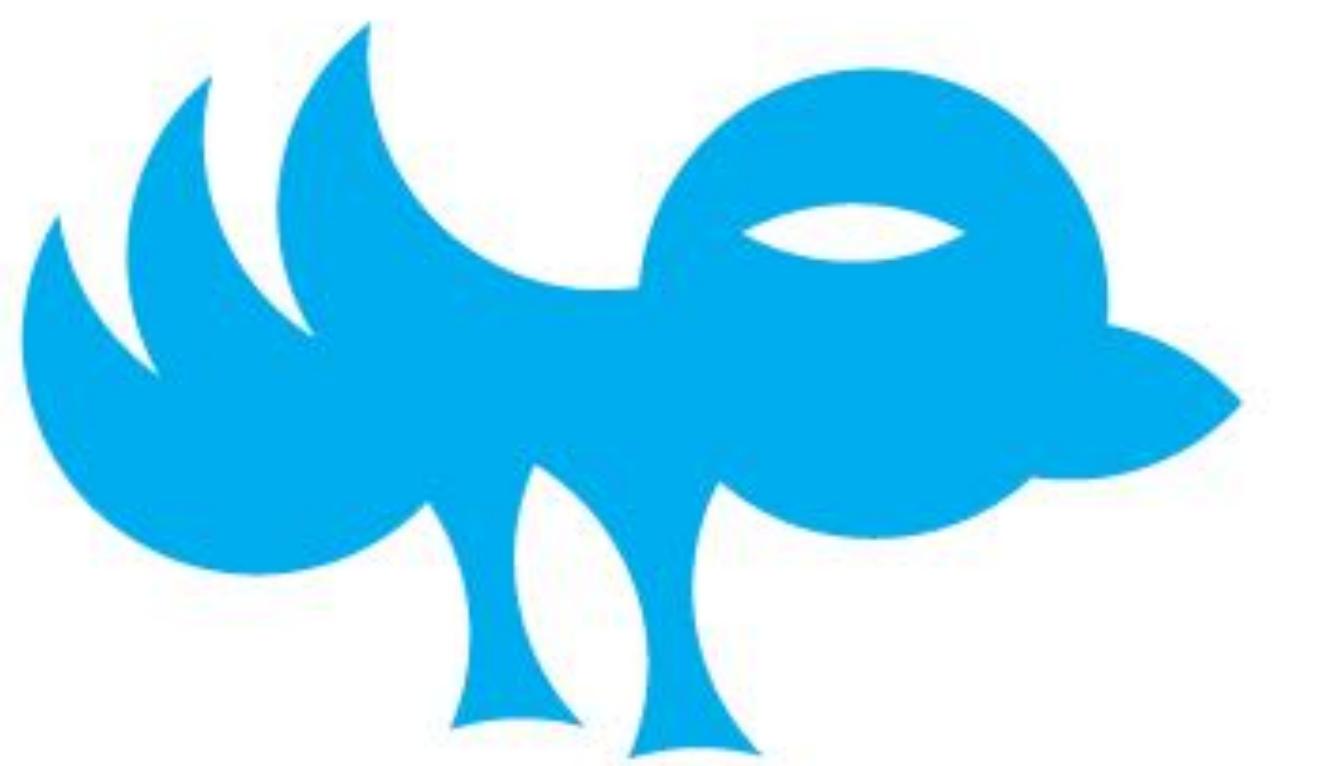
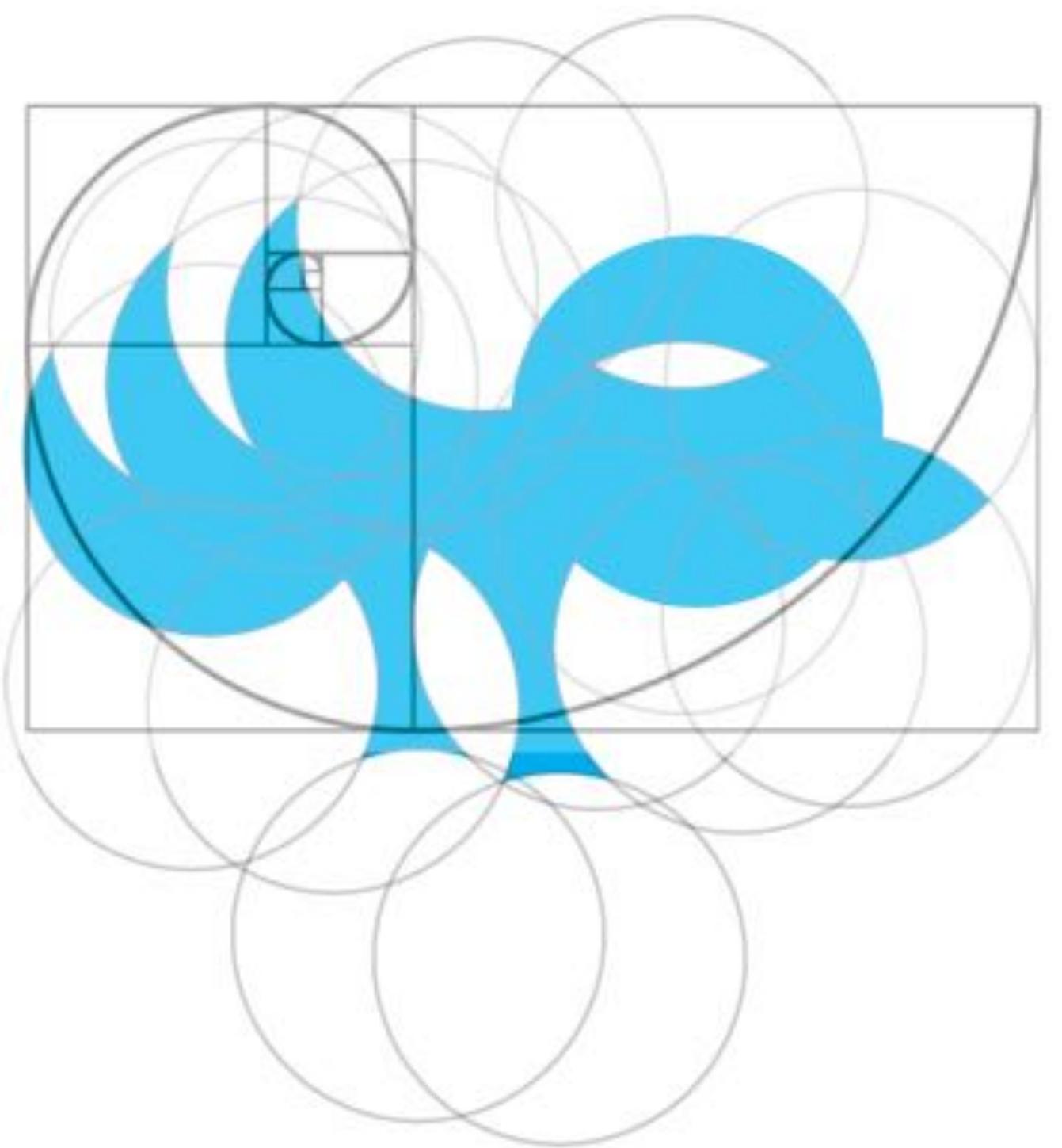
SETH GODIN

“

*...that might be good design talk, but
to appeal to real people, the brand will
have to connect to a series of feelings.*

”





twitter



COLOURS



SUB MARK



INSPIRATION



TYPE

MONGOLIAN BAITI

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HOMIZIO

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PATTERN



PRIMARY LOGO



ALTERNATE LOCKUP



MARK

NEUTRAFACE TEXT DEMI
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!?&

NEUTRAFACE TEXT BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!?&

PRIMARY COLOURS

TYPEFACE

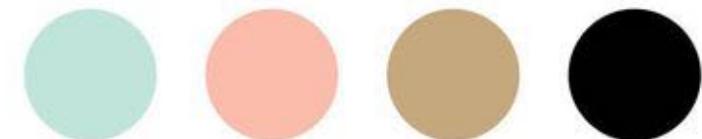
WORDMARKS



ROMP PHOTOGRAPHY



COLOUR SELECTION



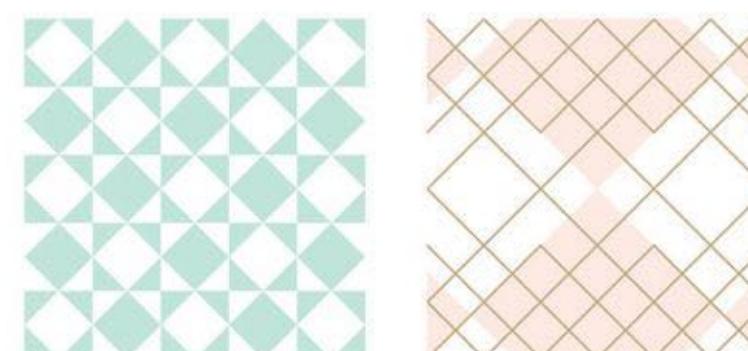
SECONDARY MARKS



LOREM IPSUM AMET

*"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat."*

PATTERN DESIGN



PRIMARY LOGO WORDMARK



SECONDARY LOGO



WATERMARK



COLOR PALETTE



TYPOGRAPHY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

GRAPHIC ELEMENTS



PATTERNS



CREATIVE BRANDING BY



WWW.THEPAPERPARAMOUR.COM

Type

Title 1 · 44/56

A11y Color



Rausch
#FF5A5F
3.05:1

Spacing

8 · tiny

16 · small

24 · base

48 · large

64 · x-large



A11y Babu
#00A699
3.03:1



A11y Arches
#FC642D
3.0:1



A11y Hof
#484848
9.14:1



A11y Foggy
#767676
4.54:1

Title 3 · 24/28

Large · 19/24

Regular · 17/22

Small · 14/18

STANLEY HAINSWORTH - GLOBAL CREATIVE, STARBUCKS

“

Genuinely good branding involves an examination of every single way the brand, the product, and the experience is viewed.

”



*How do you stand out in a
homogenized web?*

The friendly route to
the best in design and
digital innovation.

RESEARCH PHASE

Research

A dark, moody portrait of Howard Schultz, founder of Starbucks. He is shown from the chest up, wearing a dark suit jacket over a light-colored shirt. His gaze is directed slightly off-camera to the right. The lighting is dramatic, with strong highlights on his forehead and eyes.

HOWARD SCHULTZ - FOUNDER, STARBUCKS

“

If I went to a group of consumers and asked them if I should sell a \$4 cup of coffee, what would they have told me?

”

STANLEY HAINSWORTH - FORMER GLOBAL CREATIVE, NIKE

“

*At Nike, ideas were validated
by gut instinct, not the
consumer:*

”

RESEARCH PHASE

*The big problem
with research....*

RESEARCH PHASE

Contradictions

Account:

Create New

Open

Save

More ▾

Create Ad

CREATE AUDIENCE

Custom Audience >

Location



UNITED KINGDOM

All United Kingdom

+ Country, region, or city

Age and Gender



Age

18 < - Any >

Gender

All Men Women

Interests



ADDITIONAL ENTRIES

Sephora

+ Interest

Connections



Pages



People Connected to

+ Your Page

(New Audience)

700K - 800K monthly active people

People on Facebook

Country: United Kingdom

Demographics

Page Likes

Location

Activity

Household

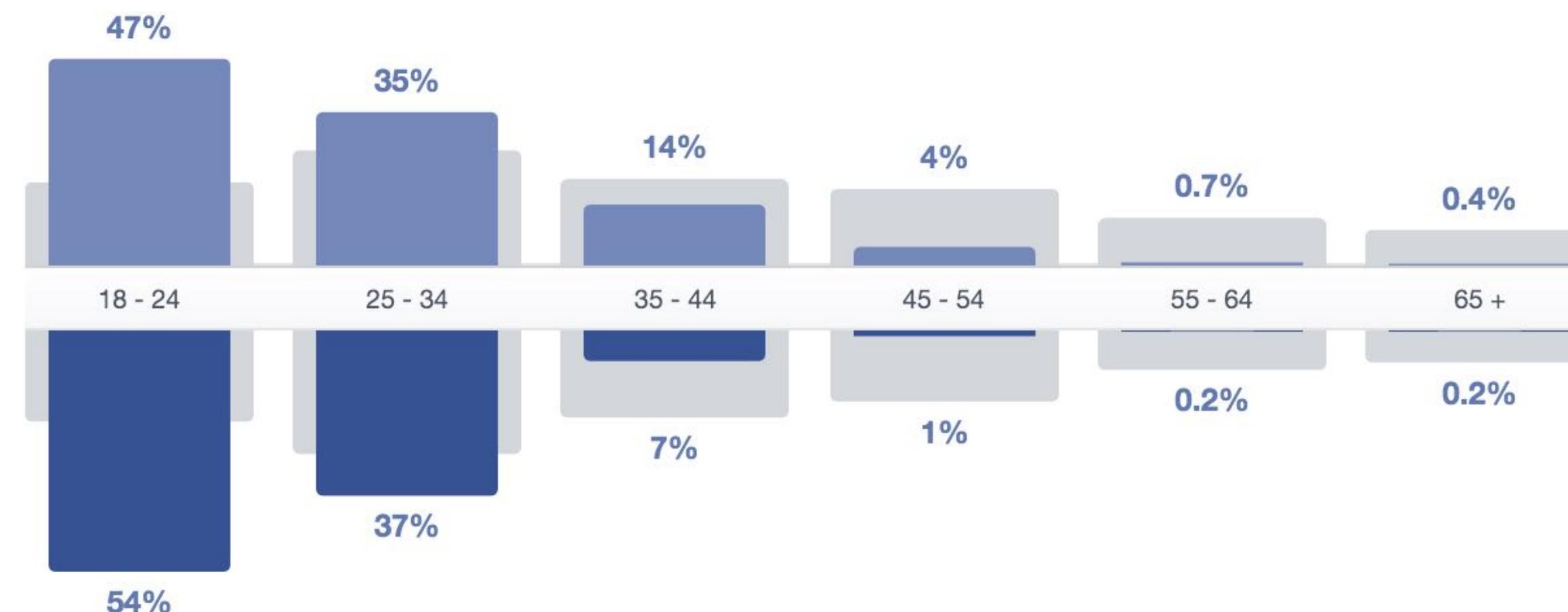
Purchase

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

93% Women

51% All Facebook



7% Men

49% All Facebook

LifestyleUS demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personicx
Request audiences here from Acxiom Data Guru.

Account:

Create New

Open

Save

More ▾

Create Ad

CREATE AUDIENCE

Custom Audience >

Location

UNITED KINGDOM

All United Kingdom

+ Country, region, or city

Age and Gender

Age

18 — Any

Gender

All Men Women

Interests

ADDITIONAL ENTRIES

Sephora

+ Interest

Connections Pages

People Connected to

+ Your Page

(New Audience)

700K - 800K monthly active people

People on Facebook

Country: United Kingdom i

Demographics

Page Likes

Location

Activity

Household

Purchase

Top Categories

1	Product/Service	MAC Cosmetics • LASULA
2	Education	Belle Hair Extensions
3	Shopping/Retail	Omg fashion • Fearless.co.uk • ShesLovely.co.uk
4	Clothing	PrettyLittleThing.com • boohoo.com • Bows Boutiques • misspap.co.uk • Krystellie
5	Health/Beauty	Beauty Bay • I ❤ Mascara • Soap & Glory • Colour Creationz Hair Extensions
6	Entertainer	Charlotte Crosby • Jamie's World • Caito Potatoe • Holly Hagan • KATIE PRICE
7	Movie	Team Twilight • The Fault in Our Stars
8	Video Game	Just Dance
9	Public Figure	Adalia Rose • Khloé Kardashian • Nicki Minaj • Kim Kardashian West • Kylie Jenner
10	Retail and Consumer Merchandise	Pink Boutique • IKRUSH • everything5pounds.com

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CREATING A BRIEF

Work with a copywriter.

Anatomy of a Brand



brand

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SOCIAL
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AUTHENTIC
STORY-
TELLING

LOGO
MARK

COLOR
PALETTE

TONE OF
VOICE

COMPANY
VALUES

TYPEFACES

What's on Spotify?

Music

There are millions of songs on Spotify. Play your favorite tracks, discover new tracks, and build the perfect playlist.

Playlists

Find ready-made playlists or create your own by music fans around the world.

New Releases

Hear this week's new releases and find out what's hot in music.

LOGO
MARK

COLOR
PALETTE

ART
DIRECTION

TYPEFACES

It's easy.

Search

Know what you want to listen to? Just search and hit play.

Browse



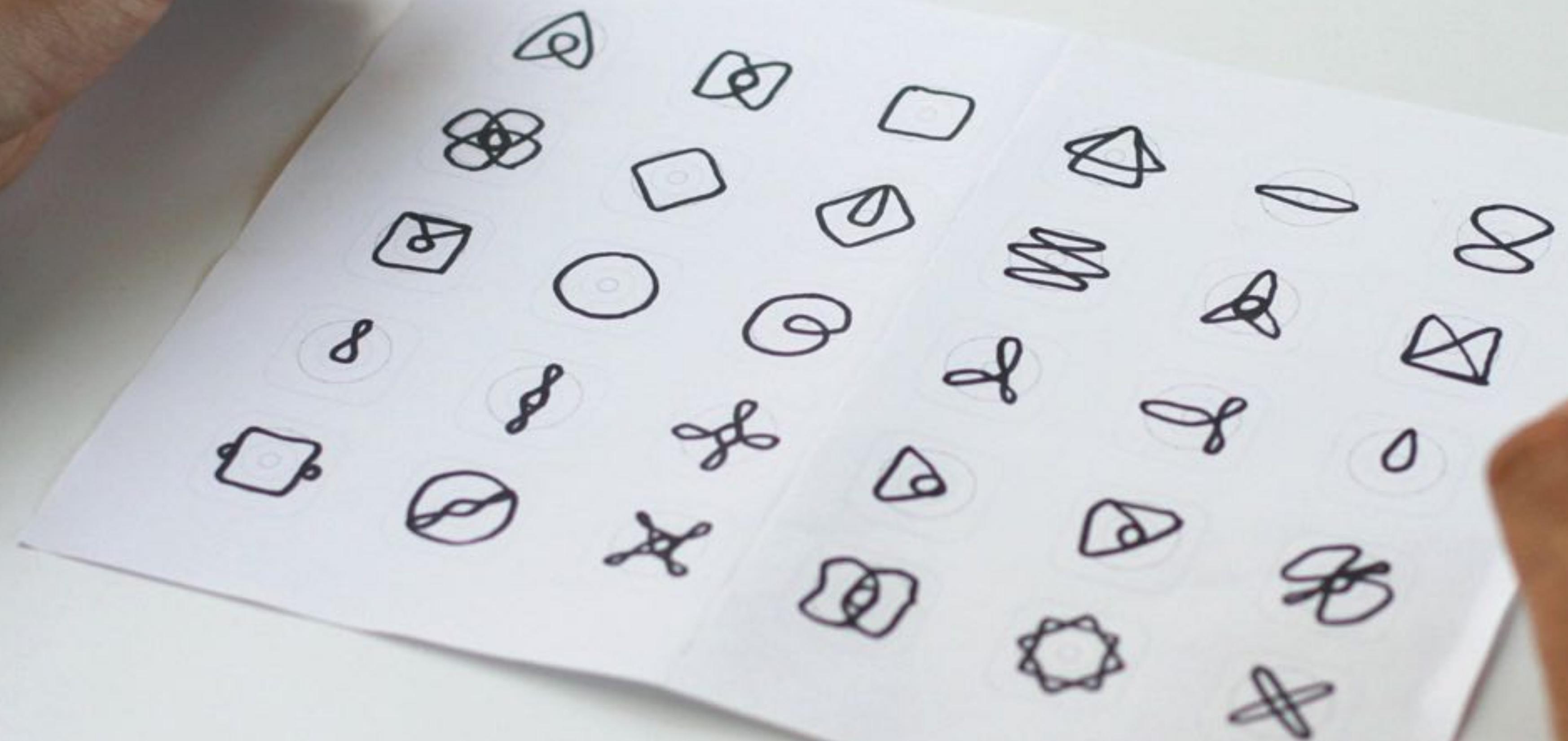
LOGO
MARK

SEAN ADAMS

“

*An icon should be neutral enough to
be able to withstand all kind of
cultural or generational shifts*

”



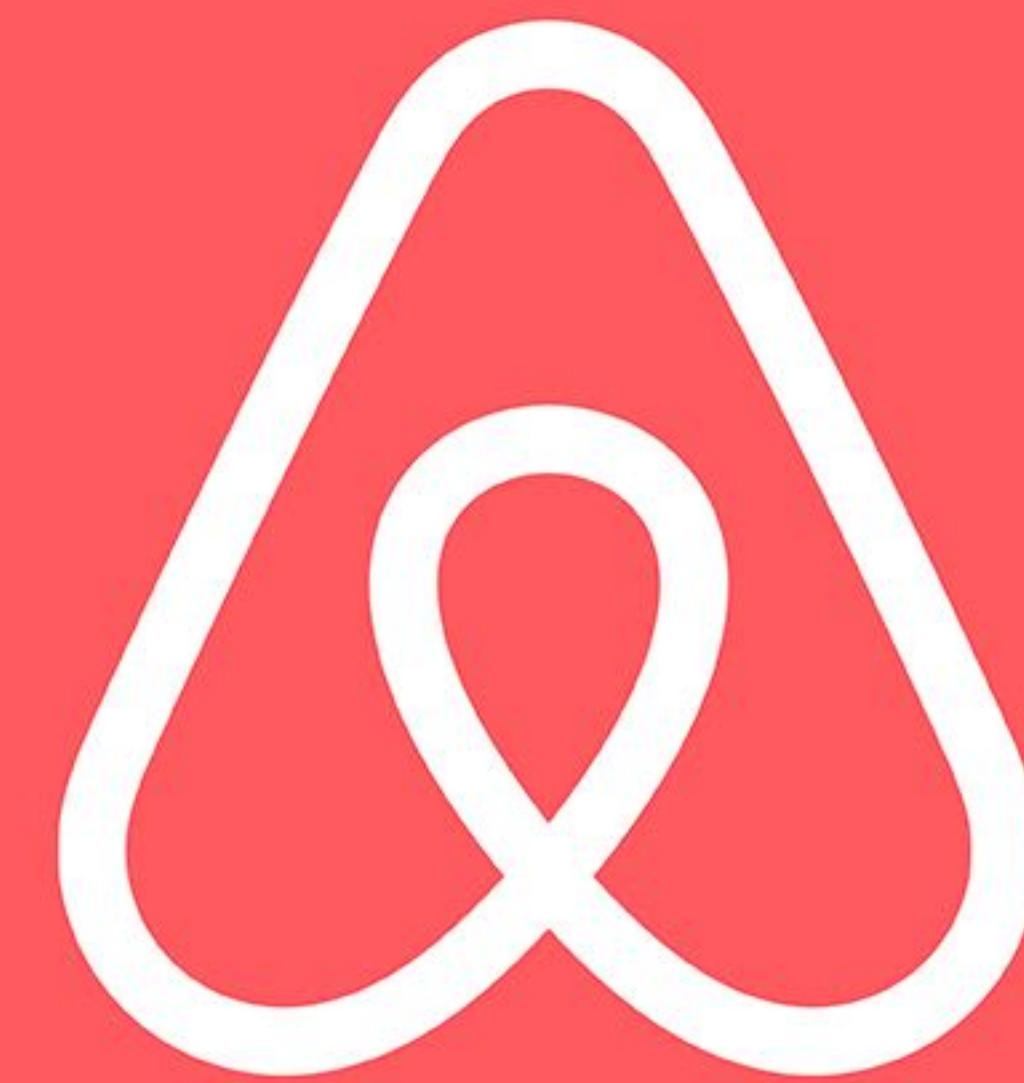


Vox

CUSTOM MARK BASED ON HARRIET DISPLAY

The logo for Airbnb, featuring the brand name in a stylized, lowercase, blue gradient font. The letters have a white outline and a soft, rounded, bubbly shape. The color of the letters transitions from a light blue at the top to a darker blue at the bottom.

airbnb



airbnb

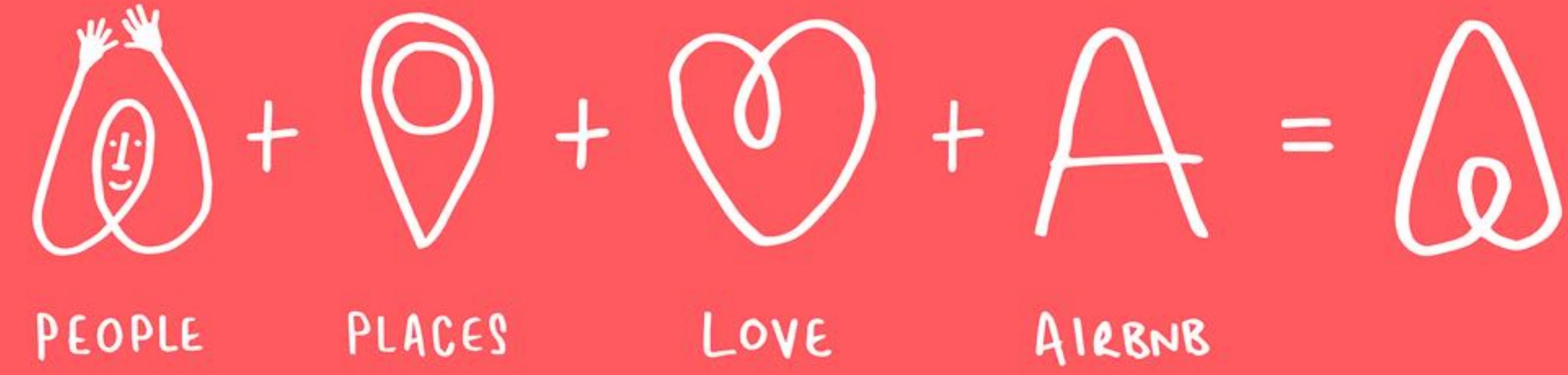


Photography +
Art Direction

Color

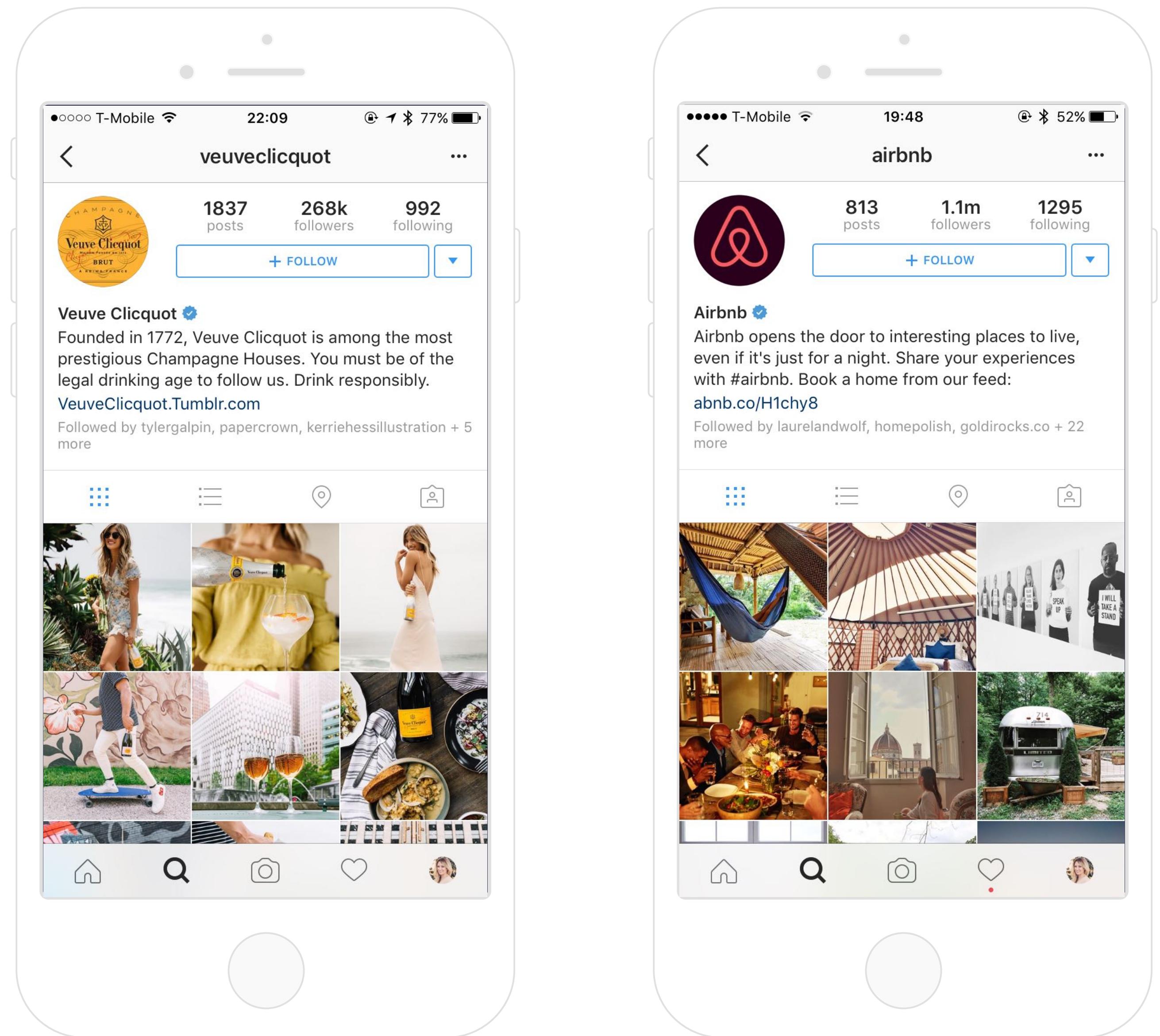
Places

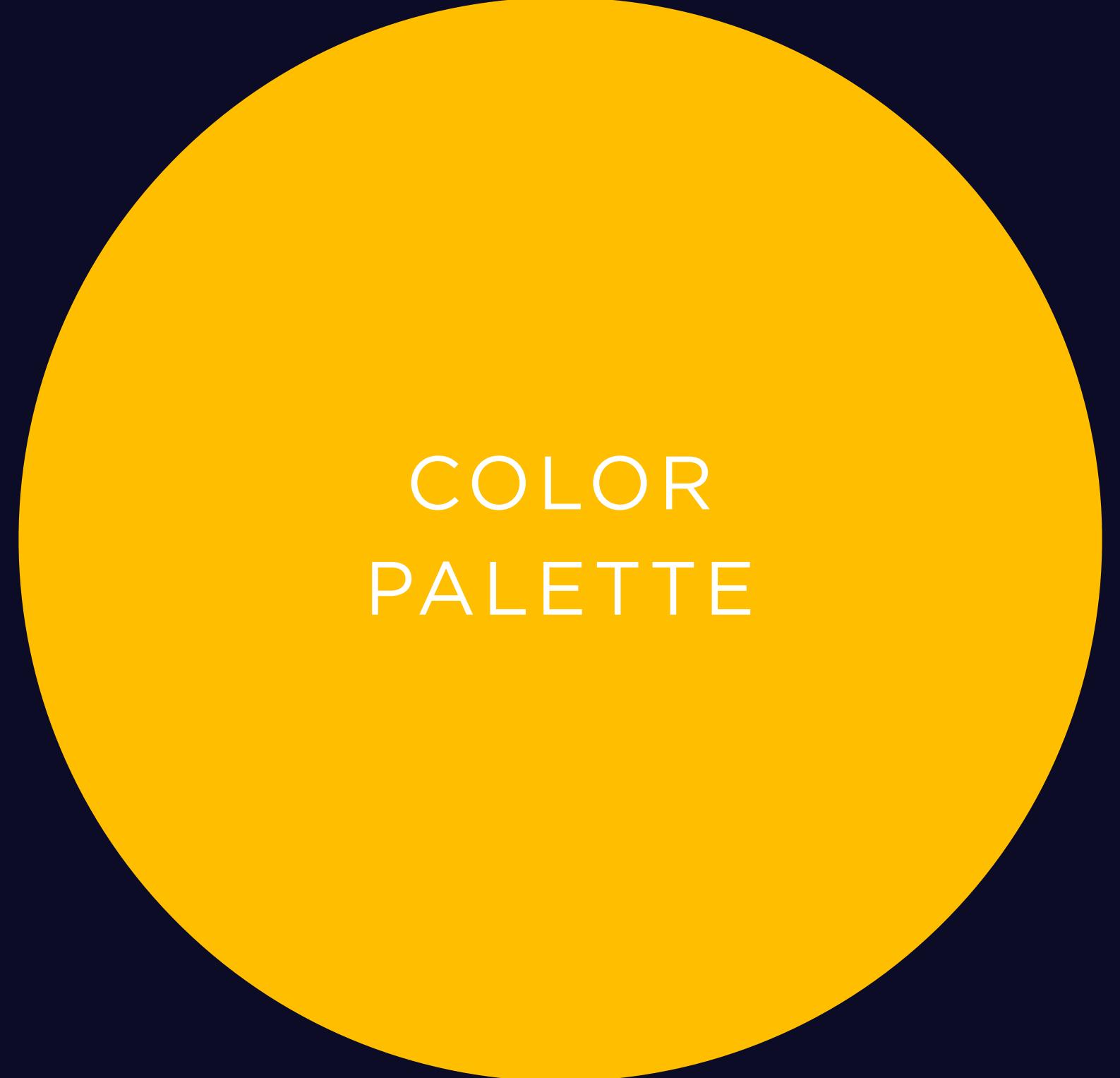
google:
airbnb logo parody



LOGO MARK

*Companies are really afraid to
simplify their logo marks...*





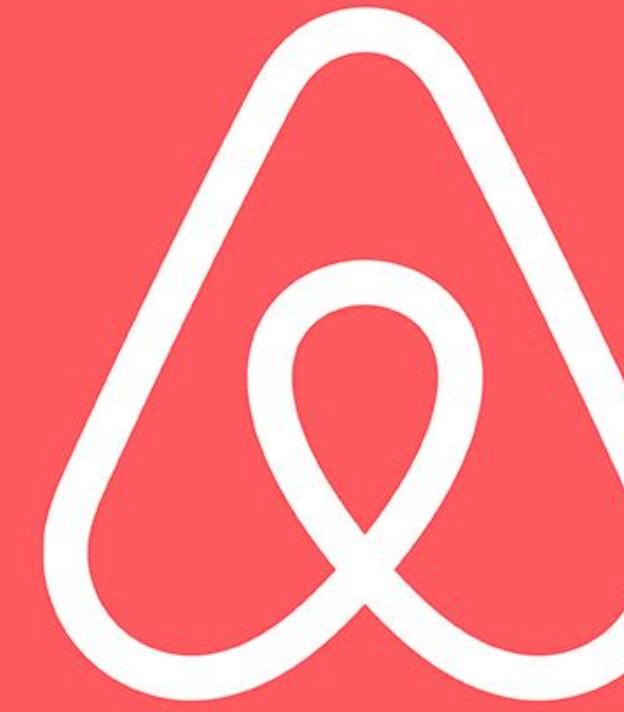
COLOR PALETTE

**THE
PLUS
SERIES**

PANTONE®

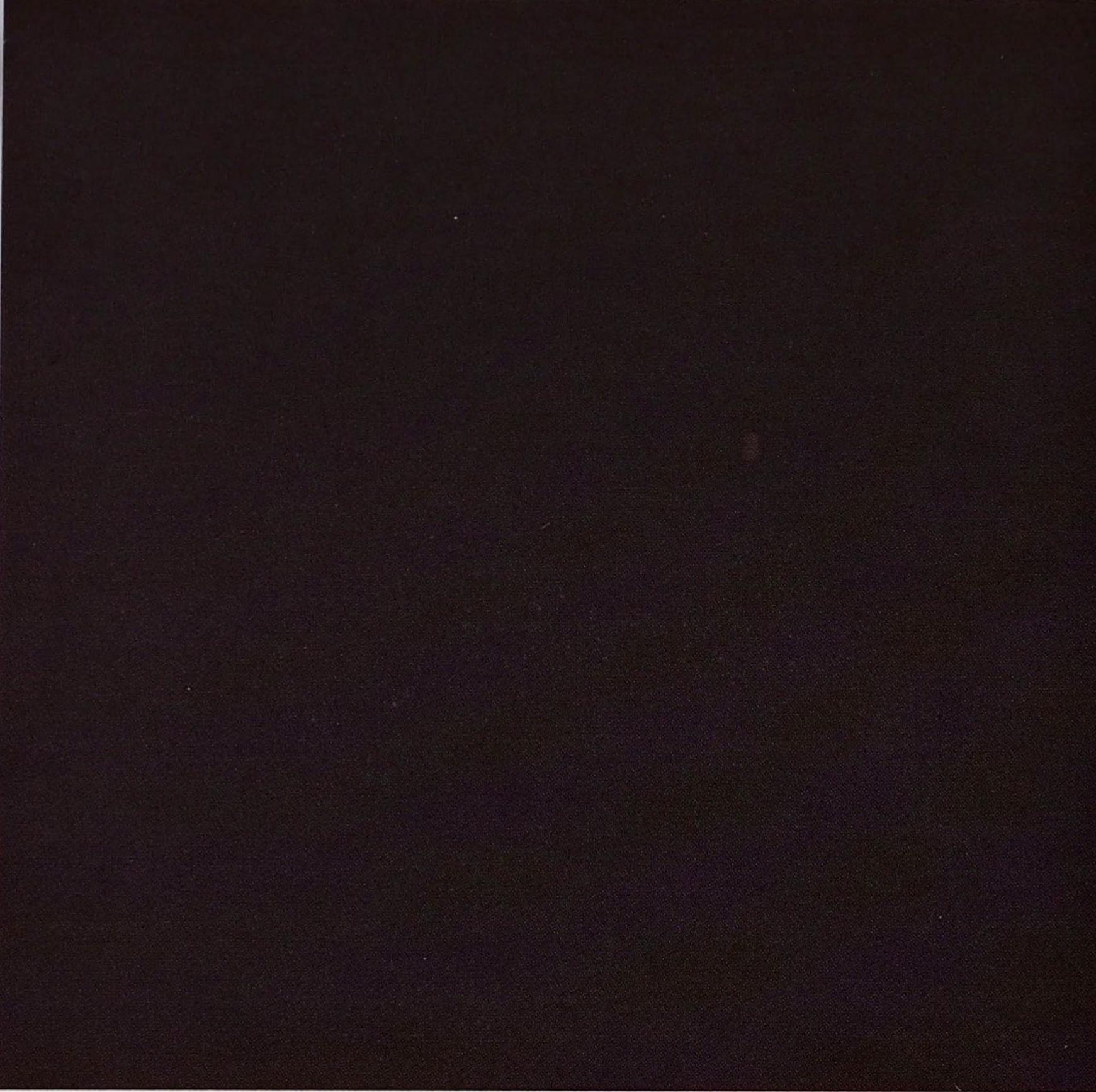


TIFFANY & CO.

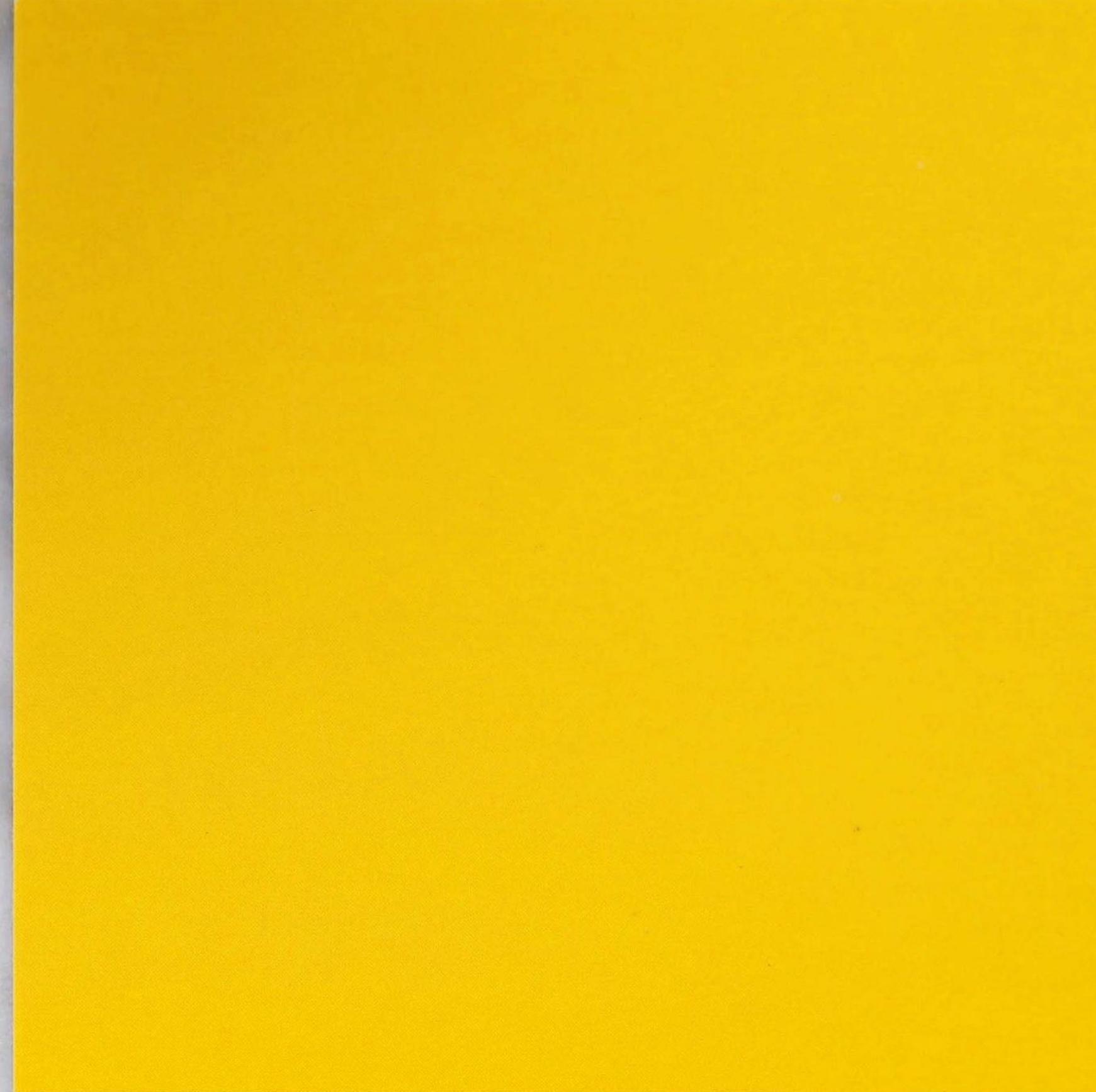


airbnb





PANTONE® 19-4305
Pirate Black



PANTONE®
108



PANTONE® 19-4305
Pirate Black



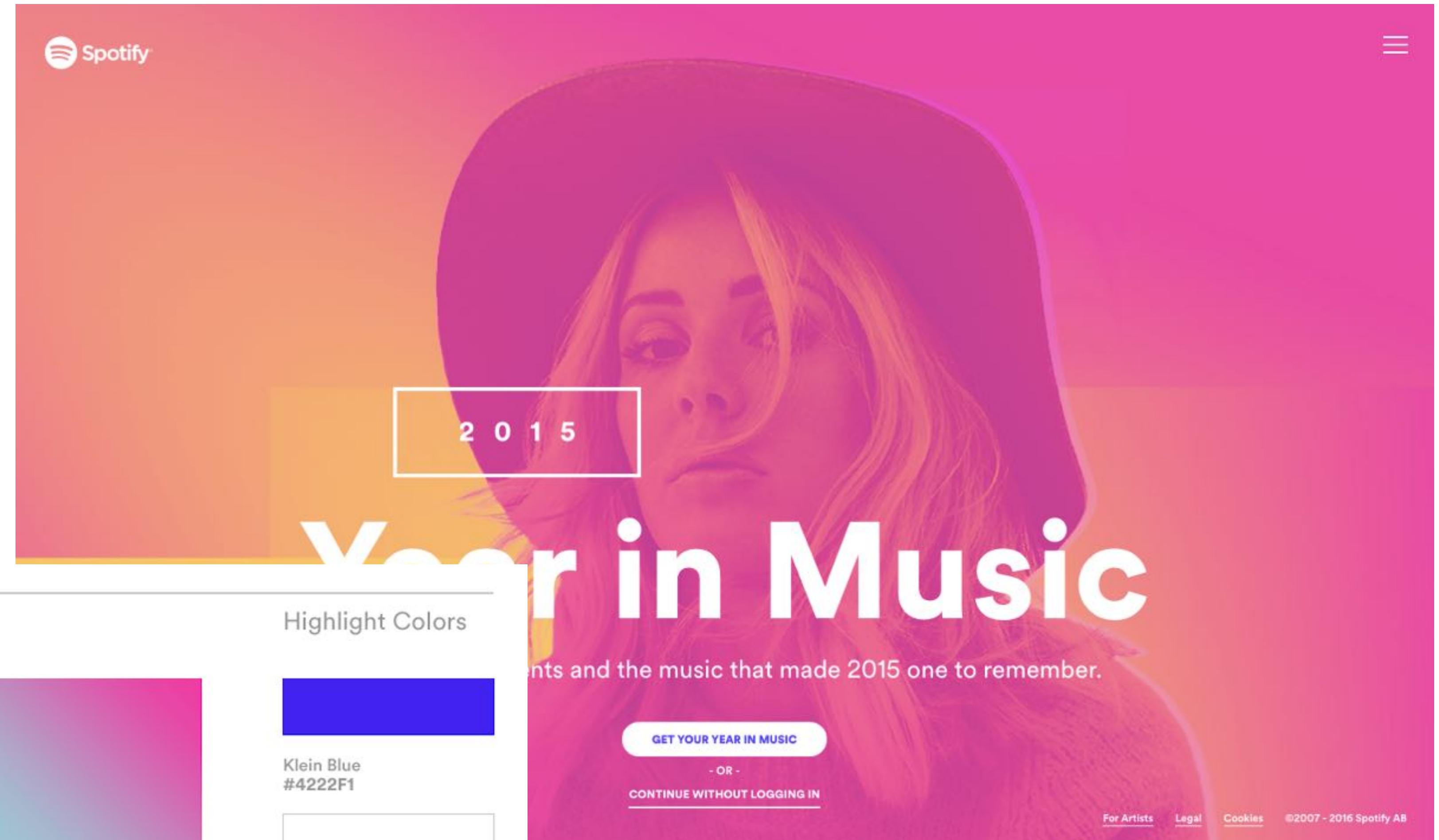
PANTONE®
7737



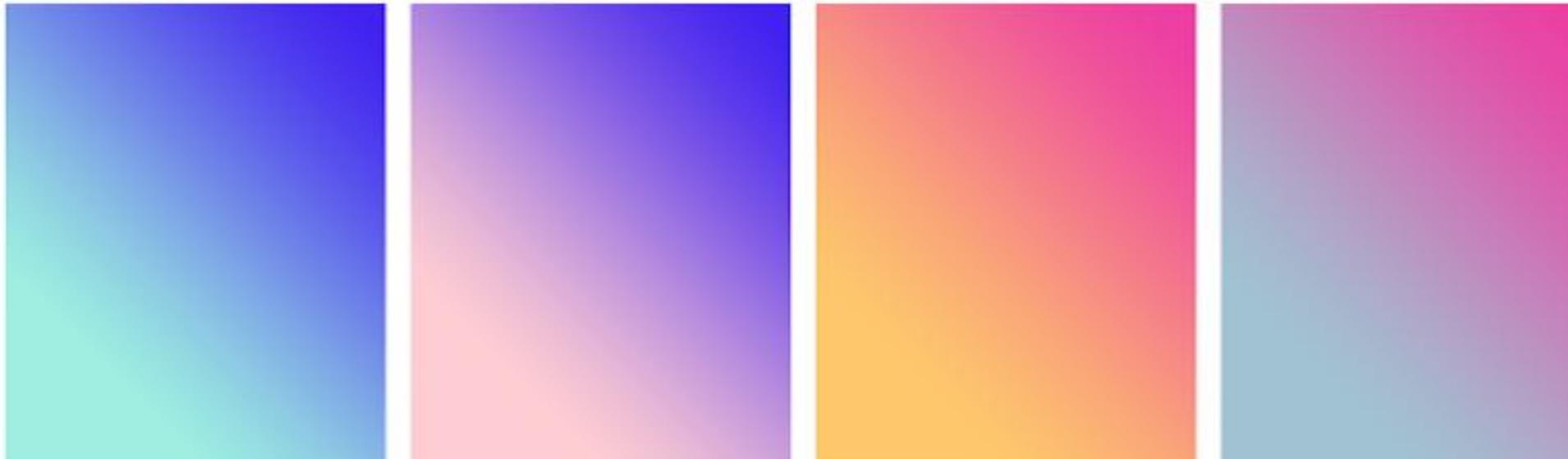
The image shows the Spotify 'Year in Music' landing page for 2015. The background features a man wearing sunglasses and a woman's hands. A white rectangular box contains the year '2015'. Below it, the text 'Year in Music' is displayed in large, bold, white letters. A subtitle reads 'Relive the moments and the music that made 2015 one to remember.' Below this are two buttons: 'GET YOUR YEAR IN MUSIC' and 'CONTINUE WITHOUT LOGGING IN'. At the bottom left, there is a link to 'Choose Country'. The footer includes links for 'For Artists', 'Legal', 'Cookies', and copyright information: '©2007 - 2016 Spotify AB'.



The image is an advertisement for Spotify. It features a pink-tinted photograph of Stevie Wonder and Janet Jackson performing on stage. Overlaid on the image is the text 'Soho loves its legends' in large, bold, white letters. Below this, a subtitle states 'Stevie and Janet trended highest right here'. At the bottom, the URL 'spotify.com/2015' is displayed in white.



Gradients



Base:
#9EEFE1

Base:
#FECDD3

Base:
#FEC76C

Base:
#A1C3D1

Gradient:
#4222F1

Gradient:
#4222F1

Gradient:
#ED3EA4

Gradient:
#ED3EA4

Blending Mode:
Normal

Blending Mode:
Normal

Blending Mode:
Normal

Blending Mode:
Normal

Highlight Colors



Klein Blue
#4222F1



White
#FFFFFF

PANTONE®
100 Postcards

PANTON
Peony

TO



TONE OF VOICE

Voice & Tone

CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App Copy 2

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account Form

Public Site 2

Press Release

Public Site 3

Legal Content

App Copy 3

Create List Form

Twitter, Facebook 2

Knowledge Base 2

Failure Message

Compliance Alert

SUCCESS MESSAGE



USER

Finished this week's campaign! Now I can enjoy the weekend.

USER'S FEELINGS

Relief
Pride
Joy
Anticipation

TIPS

- ✓ Pat these users on the back for getting a campaign out the door.
- ✓ They're probably feeling happy and relieved—use casual language that encourages those feelings.
- ✓ Feel free to be funny.

MAILCHIMP

Fine piece of work! You deserve a raise.

© 2016 The Rocket Science Group

Kim Kardashian's Taylor Swift-Kanye West Snapchat story, explained

Kim Kardashian's Taylor Swift Snapchat is proof that Swift might be a cold-blooded pop star.

Updated by Alex Abad-Santos on July 23, 2016, 12:01 p.m. ET @alex_abads alex@vox.com

TWEET

SHARE (4,315)

+



Recording Artists Taylor Swift, Jay Z, and Kanye West, and TV personality Kim Kardashian attend the 57th annual Grammy Awards at the Staples Center on February 8, 2015, in Los Angeles, California.

Larry Busacca/Getty Images

Fourteen years ago, when Taylor Swift was just 12, a woman named Whitney Houston asked for the receipts. It was a simple request. Journalist Diane Sawyer had asked Houston to comment on **an alleged \$730,000 drug problem**.

"I wanna see the receipts." Houston calmly replied, daring Sawyer to come up with an itemized list of purchases from Houston's alleged dealer. She repeated: "I wanna see the receipts."

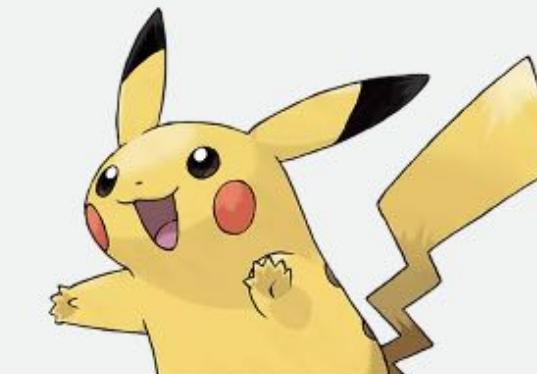
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Donald Trump's nomination is the first time American politics has left me truly afraid

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1

THE BASIC SOCIAL ECOSYSTEM

ASPIRATIONAL/
INSPIRATIONAL
CHANNELS

2

TONE OF VOICE

FOLLOW UP
CHANNELS

4

SUPPORT
CHANNELS



PUBLISHING
CHANNELS

1

THE BASIC SOCIAL ECOSYSTEM

TONE OF VOICE

ASPIRATIONAL/
INSPIRATIONAL
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FOLLOW UP
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THE BASIC SOCIAL ECOSYSTEM

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CHANNELS

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PUBLISHING
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THE BASIC SOCIAL ECOSYSTEM

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INSPIRATIONAL
CHANNELS

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FOLLOW UP
CHANNELS

4

SUPPORT
CHANNELS



PUBLISHING
CHANNELS

1

THE BASIC SOCIAL ECOSYSTEM

ASPIRATIONAL/
INSPIRATIONAL
CHANNELS

2

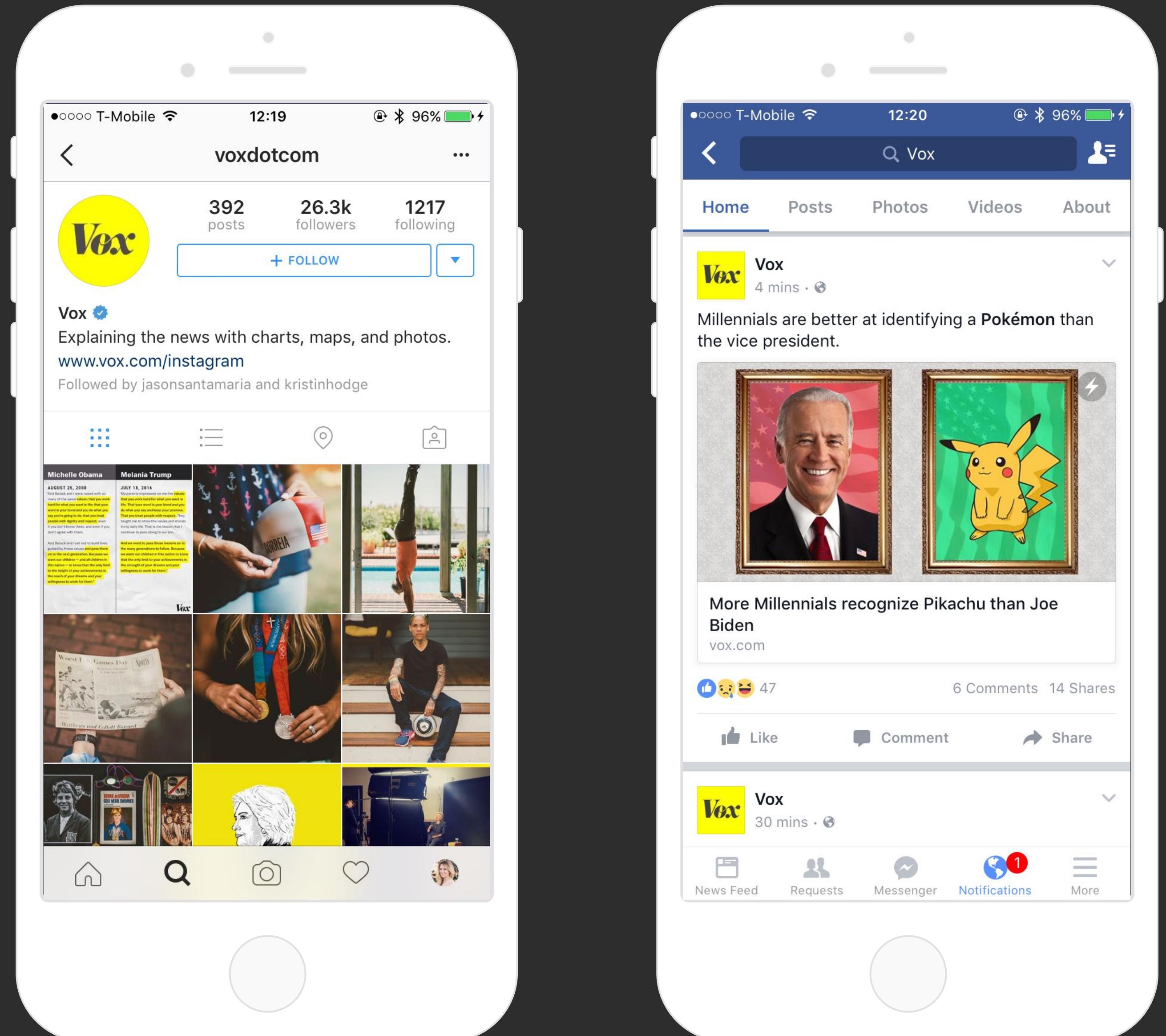
TONE OF VOICE

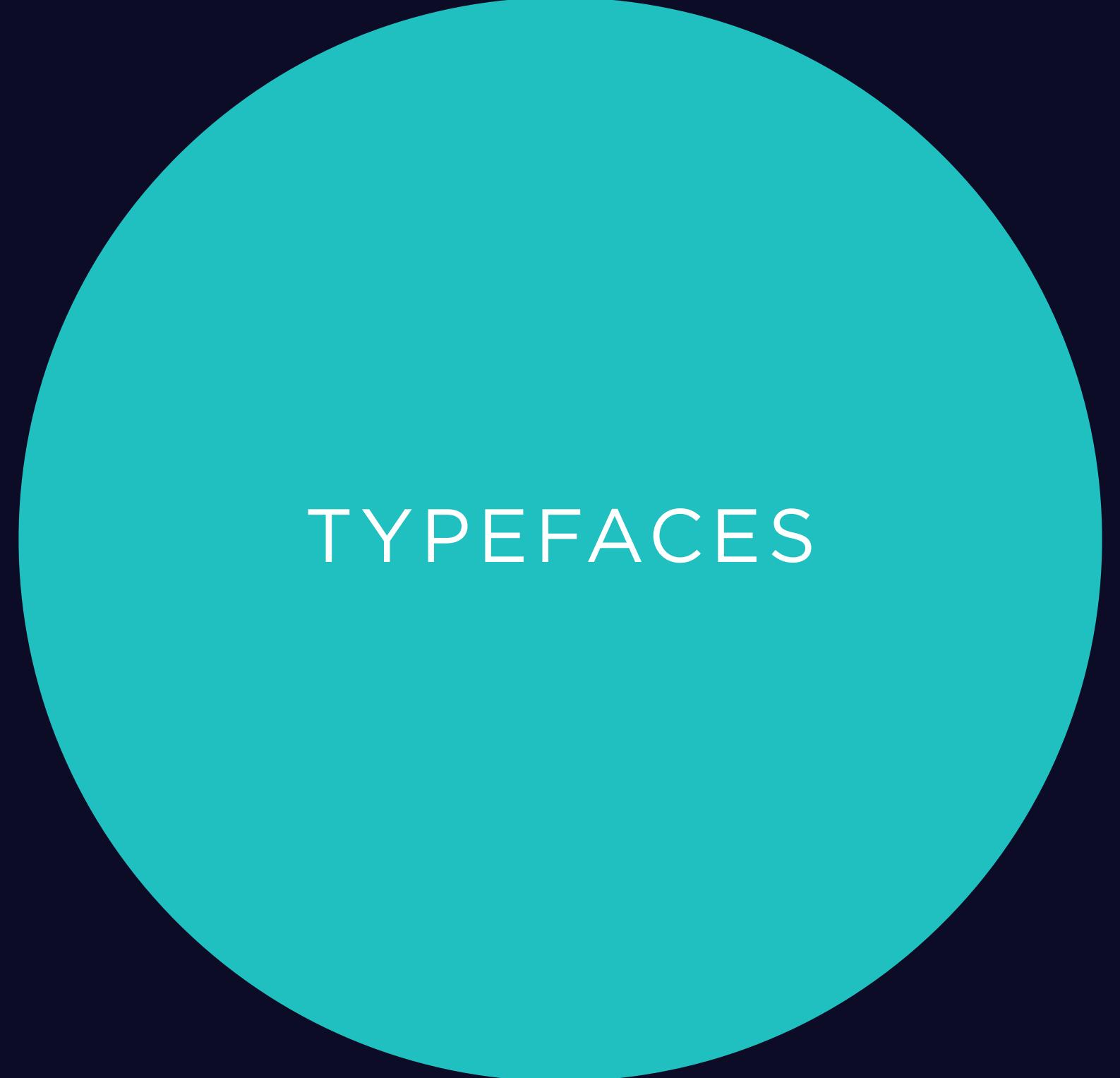
FOLLOW UP
CHANNELS

4

SUPPORT
CHANNELS







TYPEFACES

Storno

Screen Matrix

BIFF

LUTZ HEADLINE

Prismaset

Typ1451

Superstudio

LIQUID CRYSTAL

VECTREX

Replica Mono

FE

Thermo

NUMBERPLATE

Water Tower

BEANS

LEGO

Le Corbusier

Alpha Headline

KADA

Akkurat Mono

Number Two

Replica

Akkurat

Simpl

Dot Matrix

Unica77

Regular

Iord

Purple

Simple Köln-Bonn

TABLETTENSCHRIFT

Normetica

Brown

Valentine

Lettera Text

Courier Sans

Brauer Neue

Lettera

Office



4 winners and 4 losers from the first night of the Republican National Convention

Updated by Matthew Yglesias on July 18, 2016, 11:33 p.m. ET [@mattyglesias](#) matt@vox.com

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"Are you safer than you were eight years ago?" That, according to Rep. Michael McCaul (R-TX), the House Homeland Security Committee chair who spoke Monday night in Cleveland, is the key question in this election. If you judge that question in terms of the rate of incidence of murder or violent crime more broadly, the answer is that yes, Americans are safer in 2016 than they were in 2008.

But this kind of dull, plodding fact was not the kind of thing the convention's Make America Safe Again evening dwelled on. Nor was anyone inclined to mention that **illegal immigration has fallen to its lowest level in more than 40 years**.

Instead, the focus was on feelings. Feelings of fear, desire for a more forceful response, and the sense — apparently shared by a large minority of Americans — that Donald Trump's brand of forceful bluster is reassuring.

Trump is an unusual candidate, and he's organizing an unusual convention — one featuring fewer politicians and more C-list celebrities than America is used to out of these events. Here's who won and who lost on the first day.

Loser: The GOP's future

I've long been skeptical of the thesis that the shrinking non-Hispanic white share of the population portends demographic doom for the Republican Party. I have a Spanish last name, and my son is named Jose after my maternal grandfather, who grew up speaking



Most Viewed

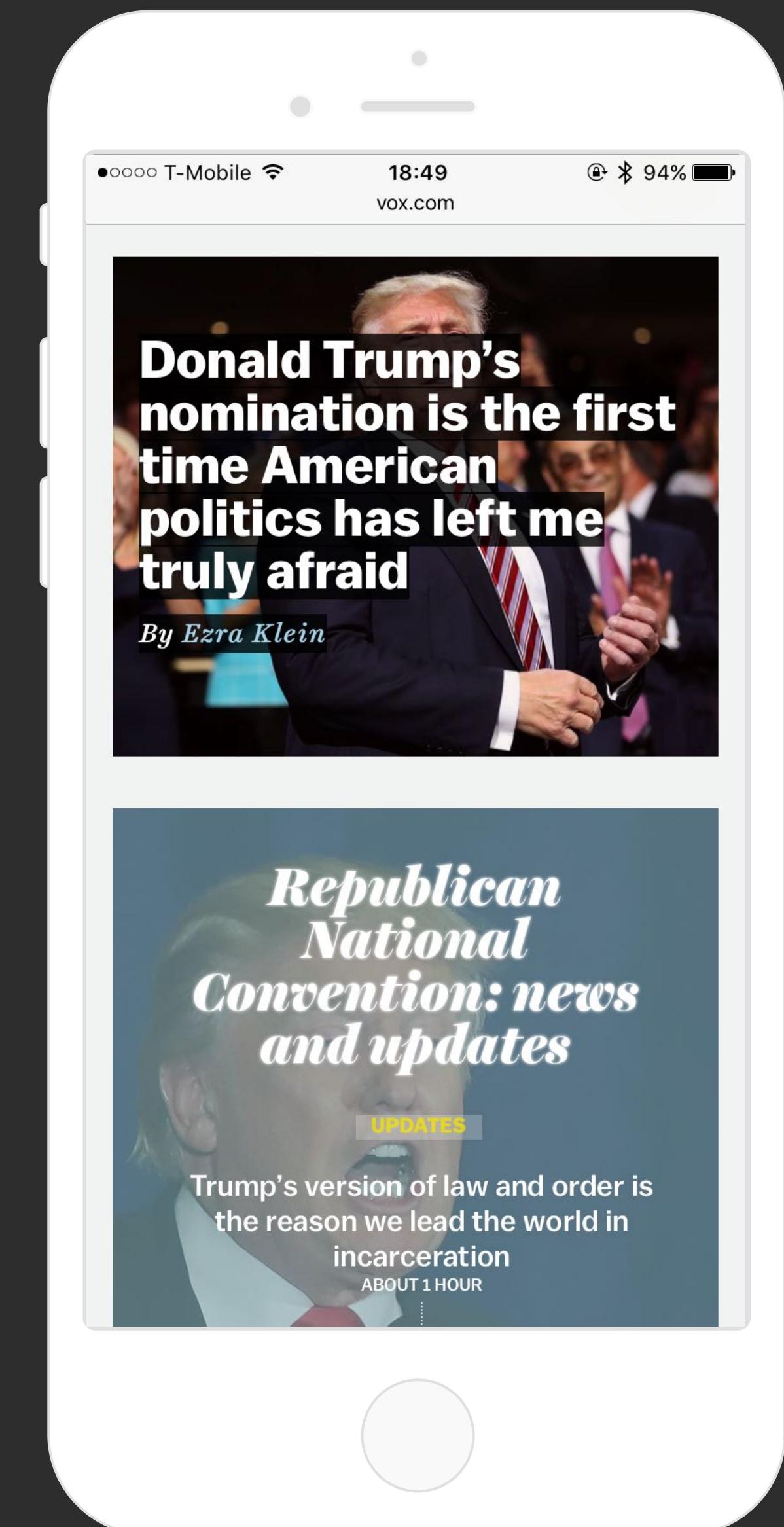
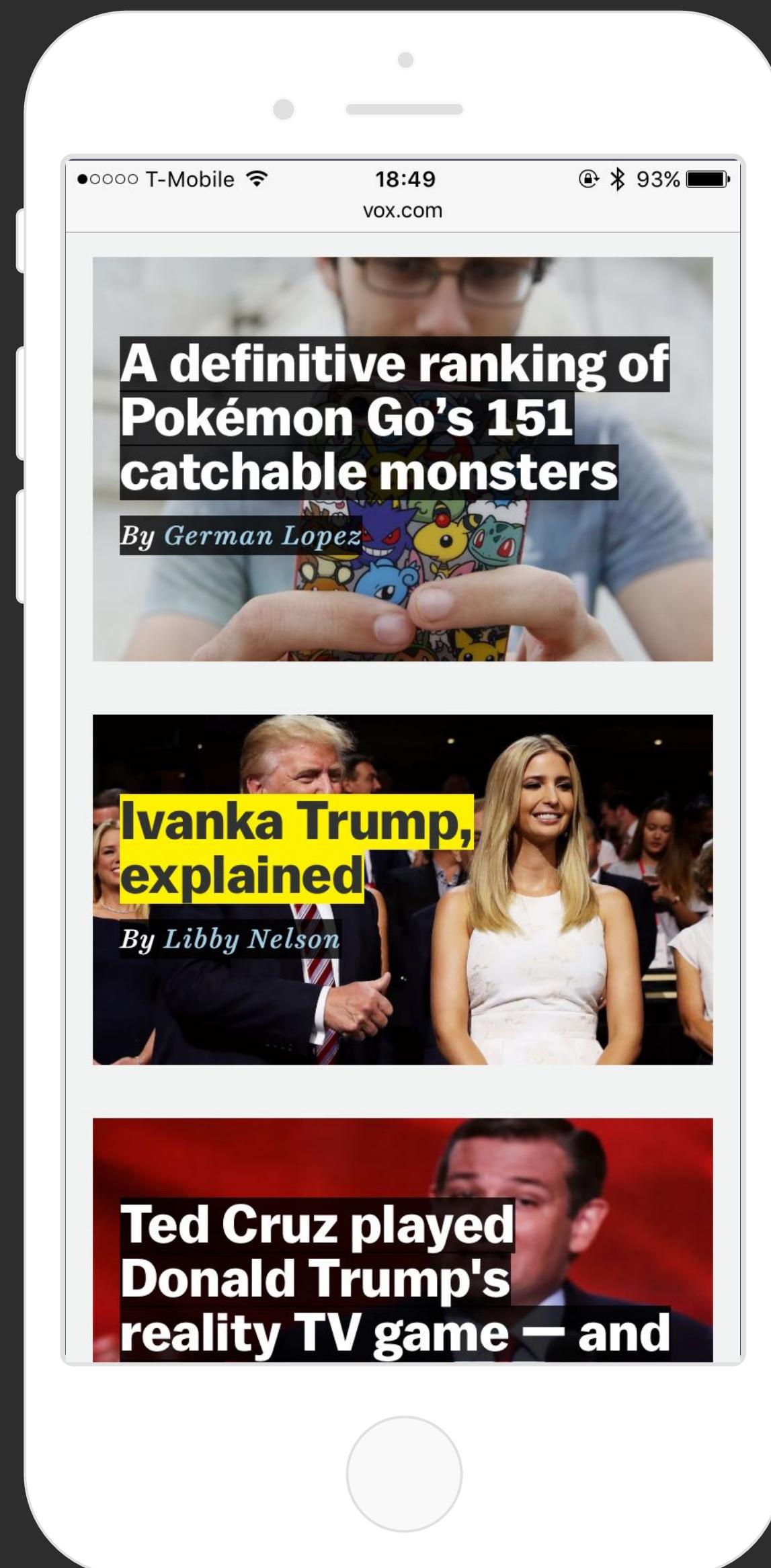


Latest News

HARRIET DISPLAY & HARRIET TEXT FAMILY

Taylor Swift is cold-blooded and calculating. That's what makes her a great pop star.

BALTO FAMILY



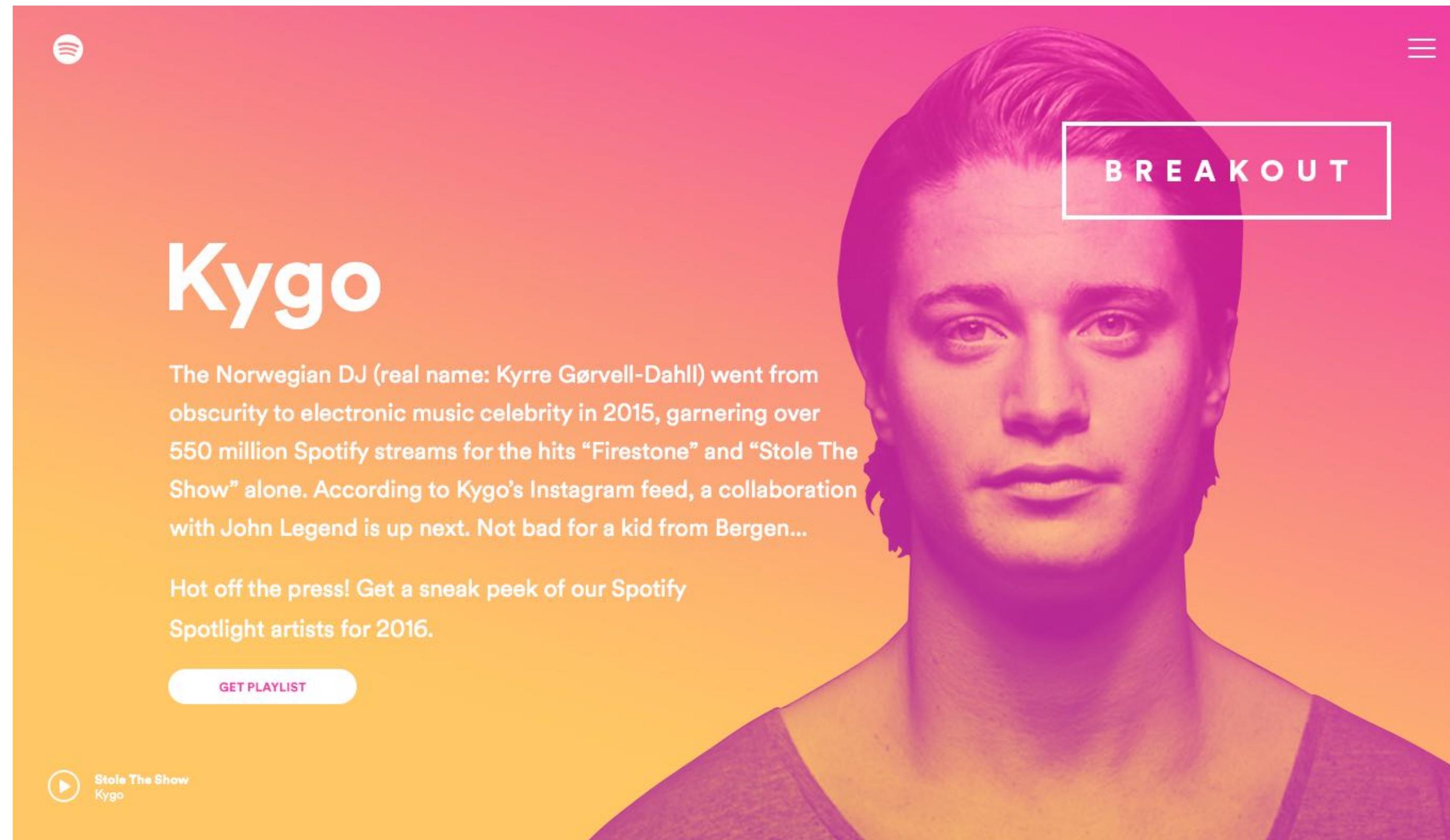


BRANDING FOR WEB DESIGNERS

TITLING PRO

Ethan Marcotte

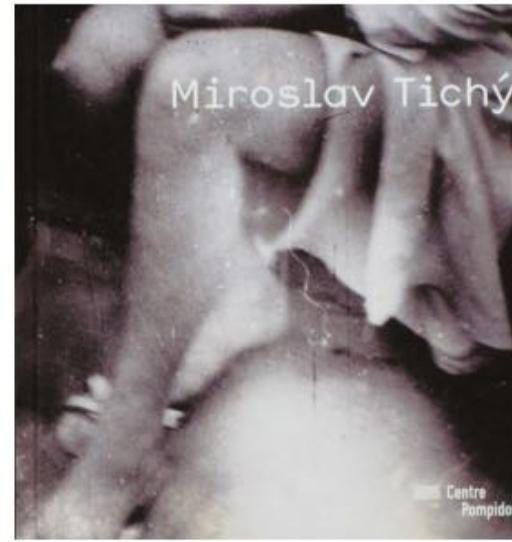
FF YOGA



music for everyone

CIRCULAR SANS PRO FAMILY

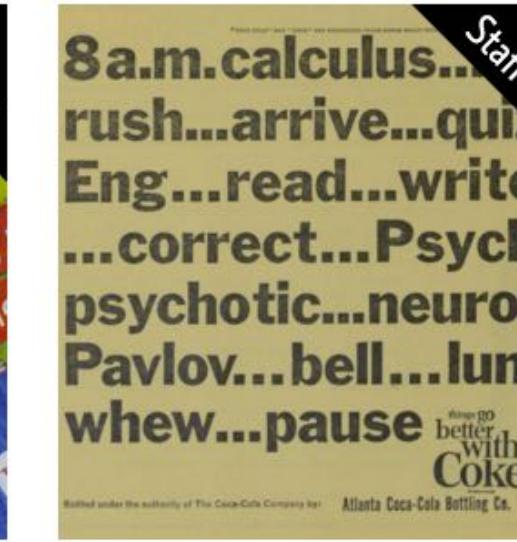
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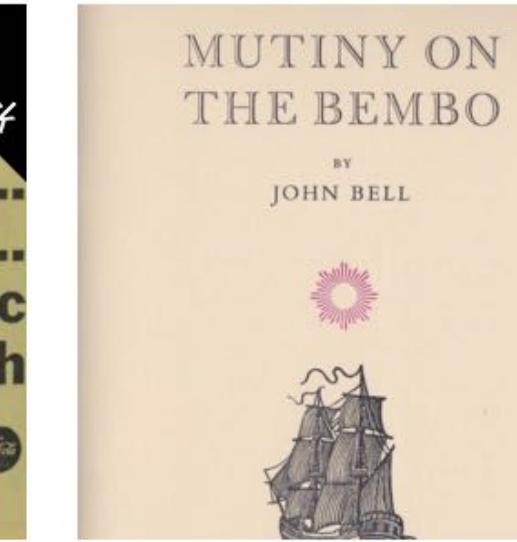
Hermes



Cera
Chronicle
EDO



Franklin
Gothic
Alternate Gothic



Bembo
OLD FACE
OPEN



Ostia Antica

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Collection



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collaborative
project. Create an
account and
submit your own
work or other examples of
typography.

Ads Via The Deck



Companies
like Travis
CI and Unity
use
MacStadium
private
clouds for
iOS testing
at scale.



Tick



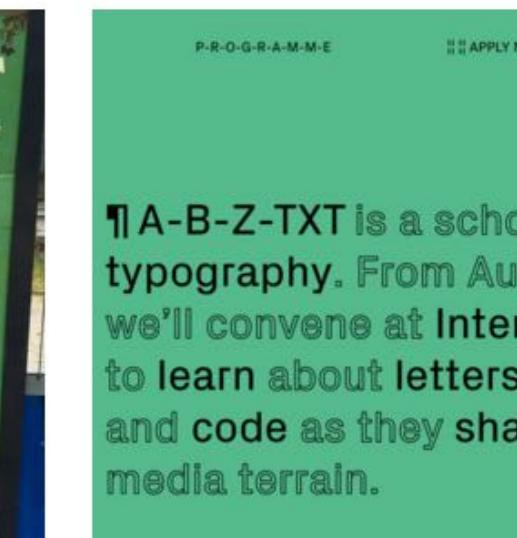
Moderat
Tiempos



FF Franziska
Brandon
Grotesque



GIN
unidentified type



Px Grotesk
Sharp Sans 1
Tiempos

Olapic

PRODUCT ▾

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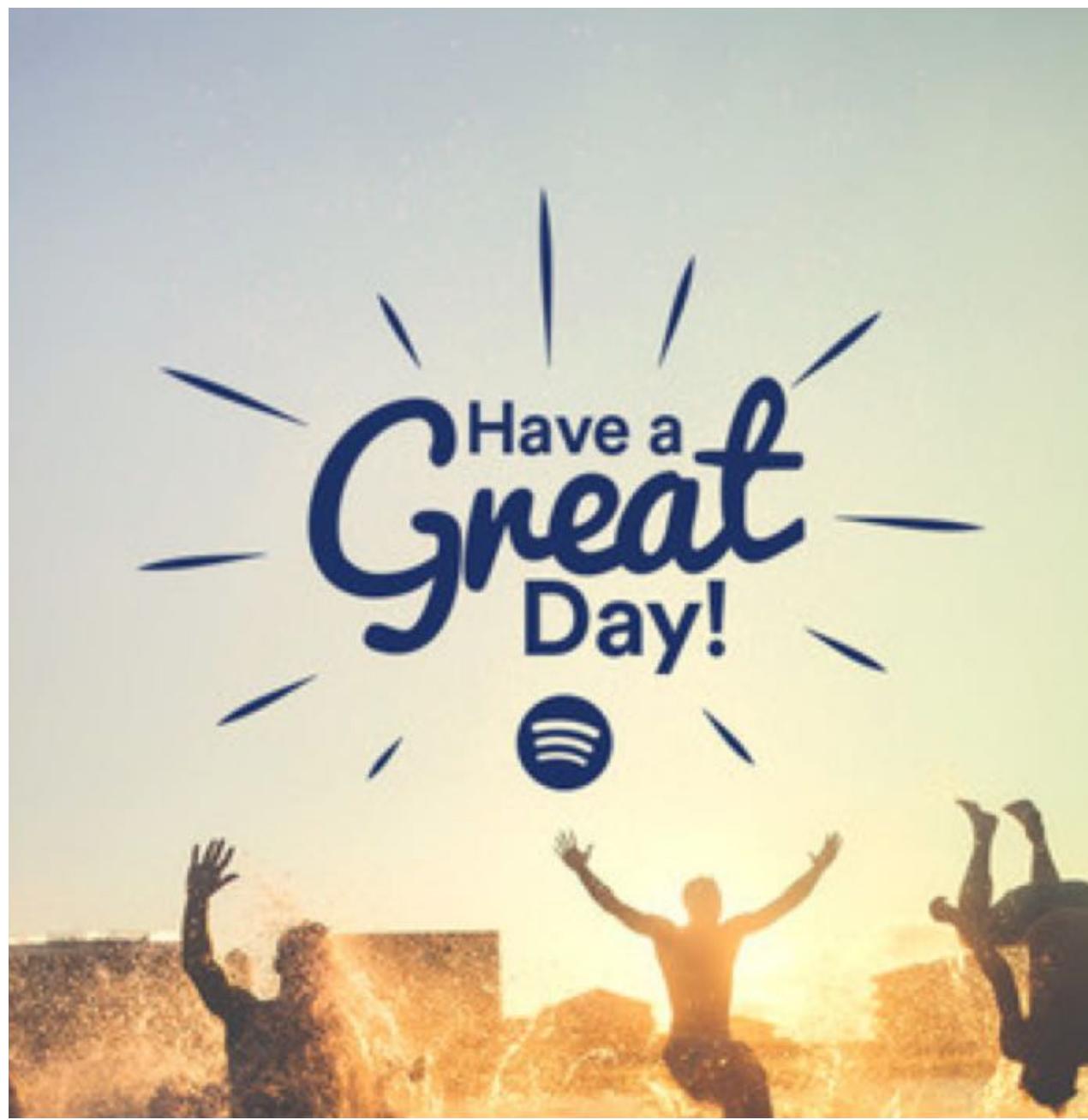
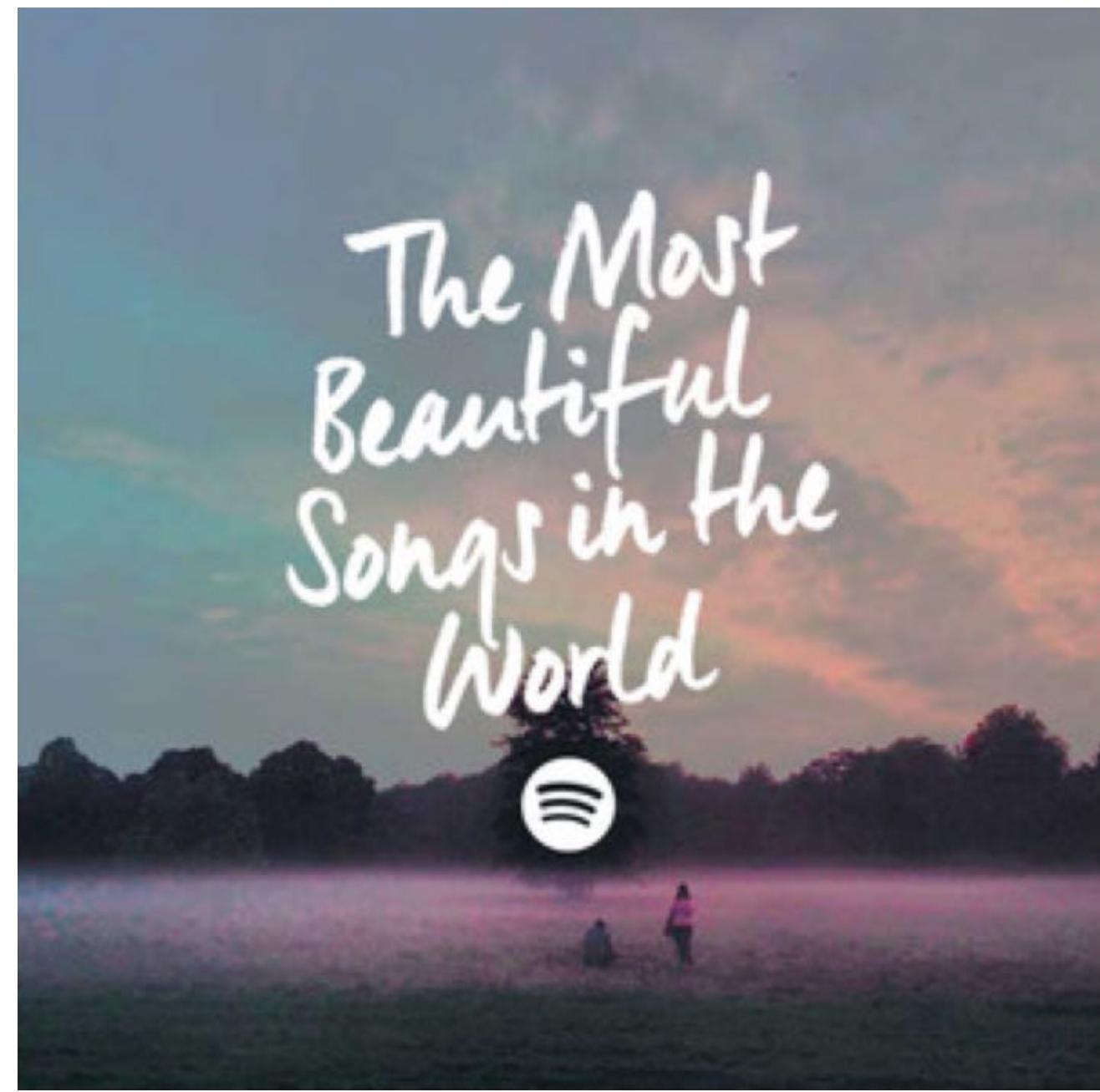
Syria's war: a 5-minute history

by Max Fisher and Johnny Harris on October 14, 2015

After four-plus years of fighting, Syria's war has killed at least 250,000 people and displaced 12 million people. And, though it started as a civil war, it's become much more than that. It's a proxy war that has divided much of the Middle East and has drawn in both Russia and the United States. To understand how Syria got to this place, it helps to start at the beginning and watch it unfold:



Something important you'll notice: As more outside groups get involved in the war, each escalates by backing their side, and then a rival will also get involved to back the other side. So what you have is not just the Syrian factions escalating but regional and global powers escalating as well, thus worsening the war and entrenching Syria's divisions.





**Play the
music you
love.**

Listen to your favorite artists, check out new releases, or play the songs that take you back.

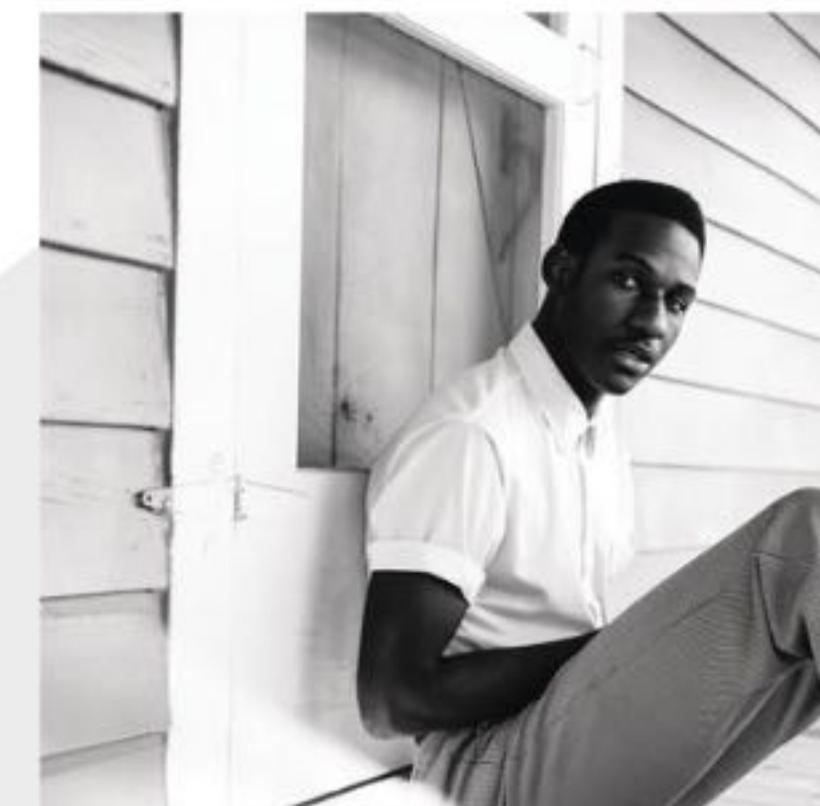
BELIEVE



COMING
HOME
LEON BR

**Let us
entertain
you.**

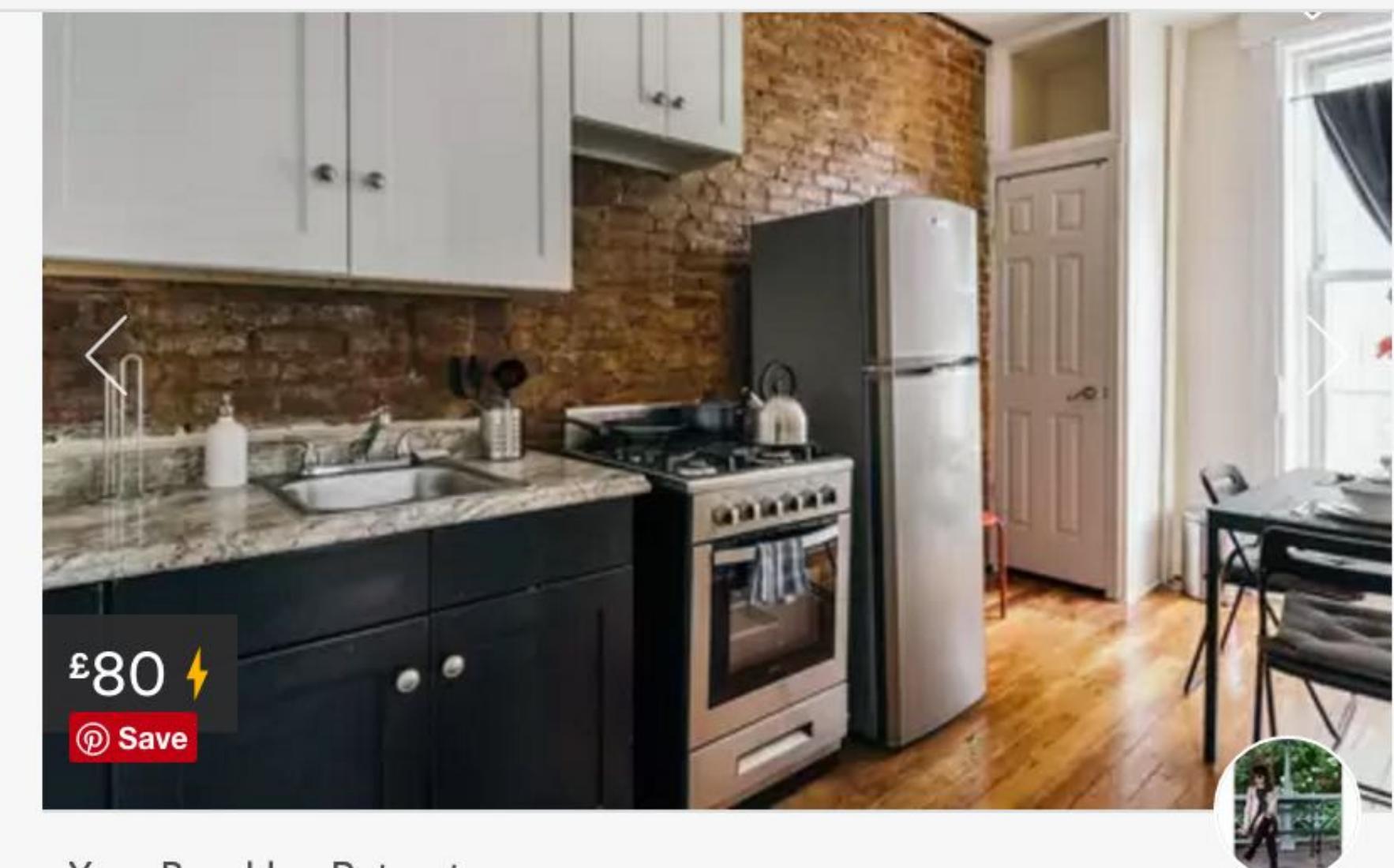
Every time you fire up Spotify, we'll suggest some great music for right now.



Filters (0)

Sort Results (0) **BETA**

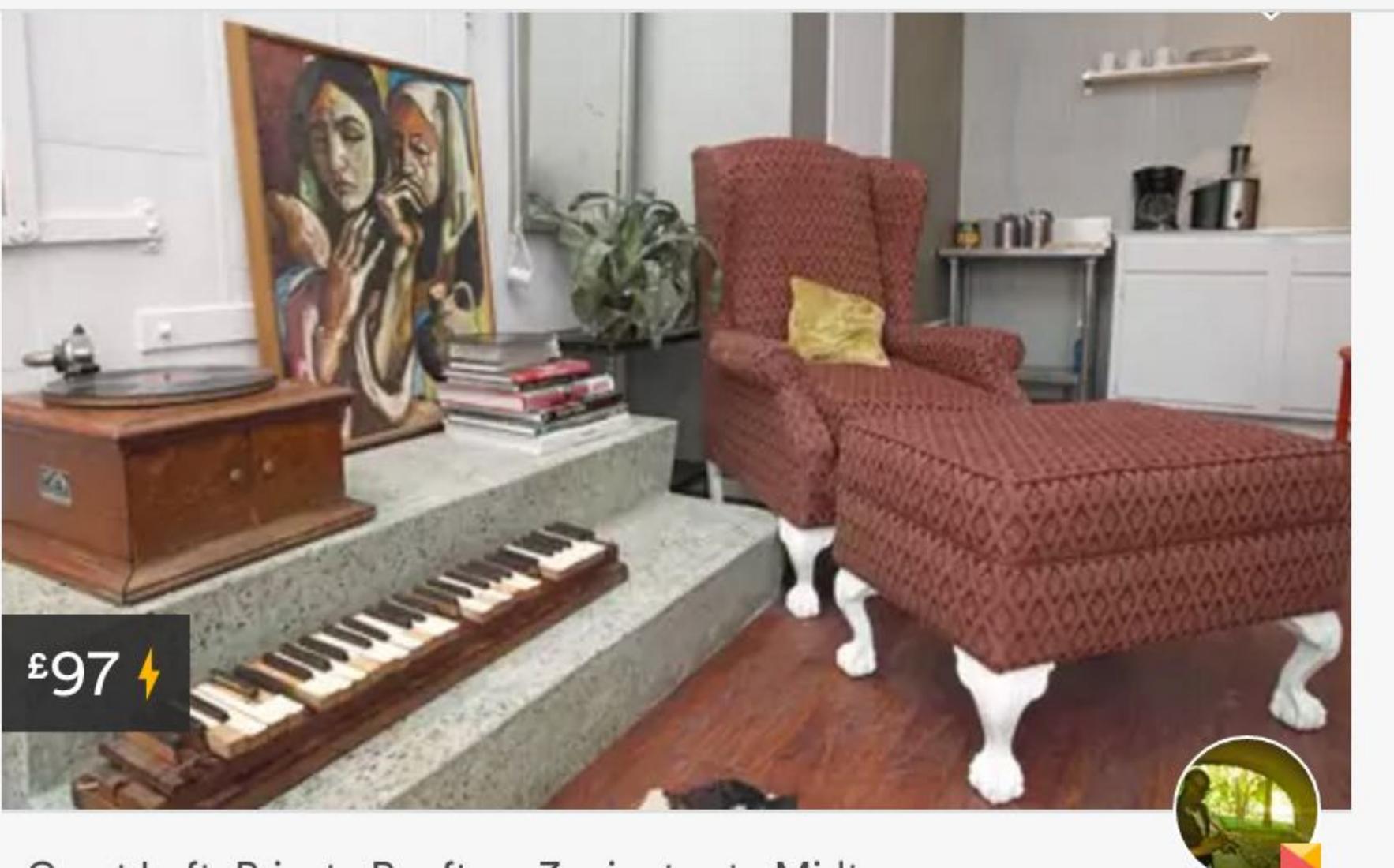
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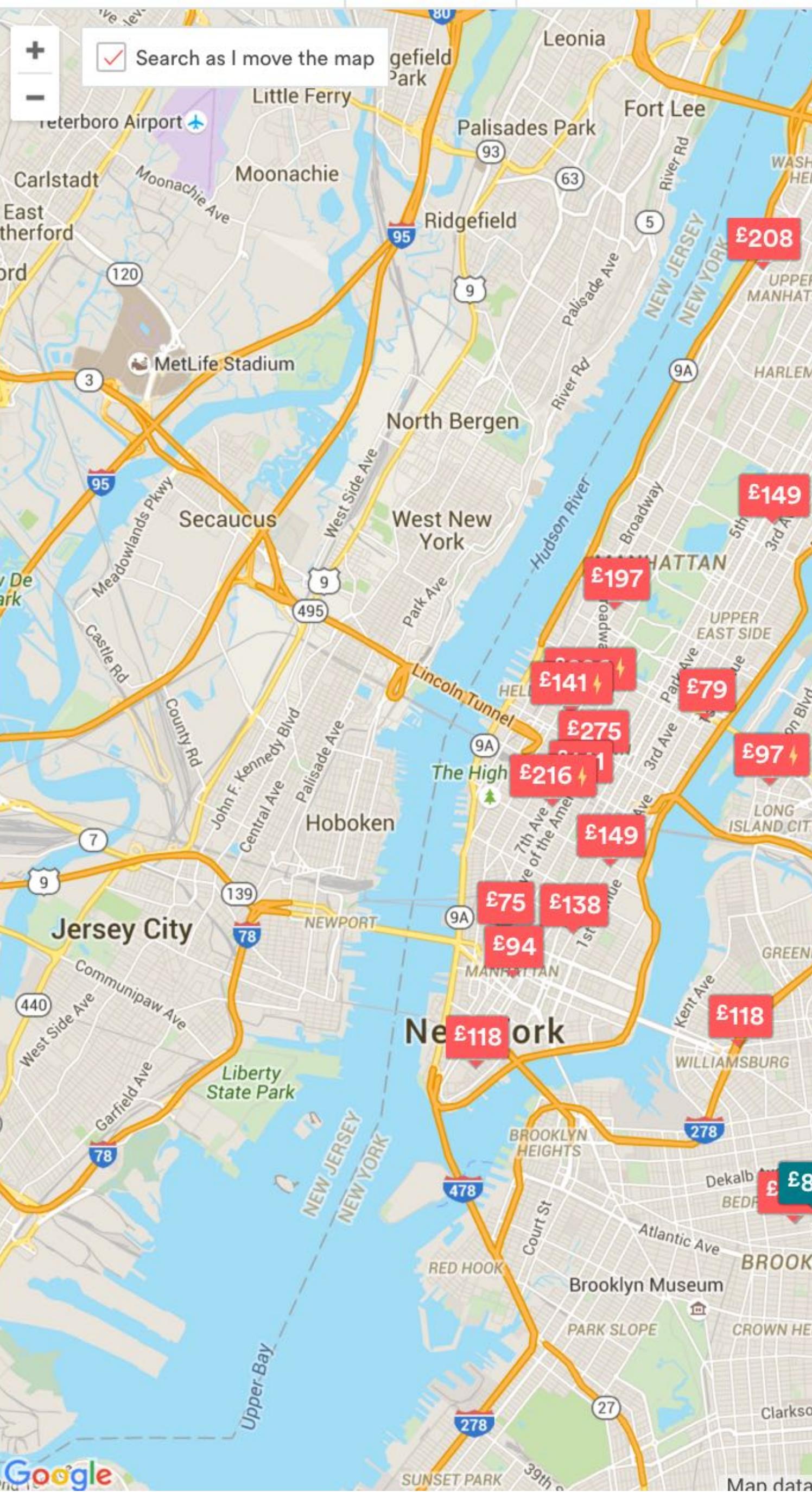
Near public transit Cozy Residential

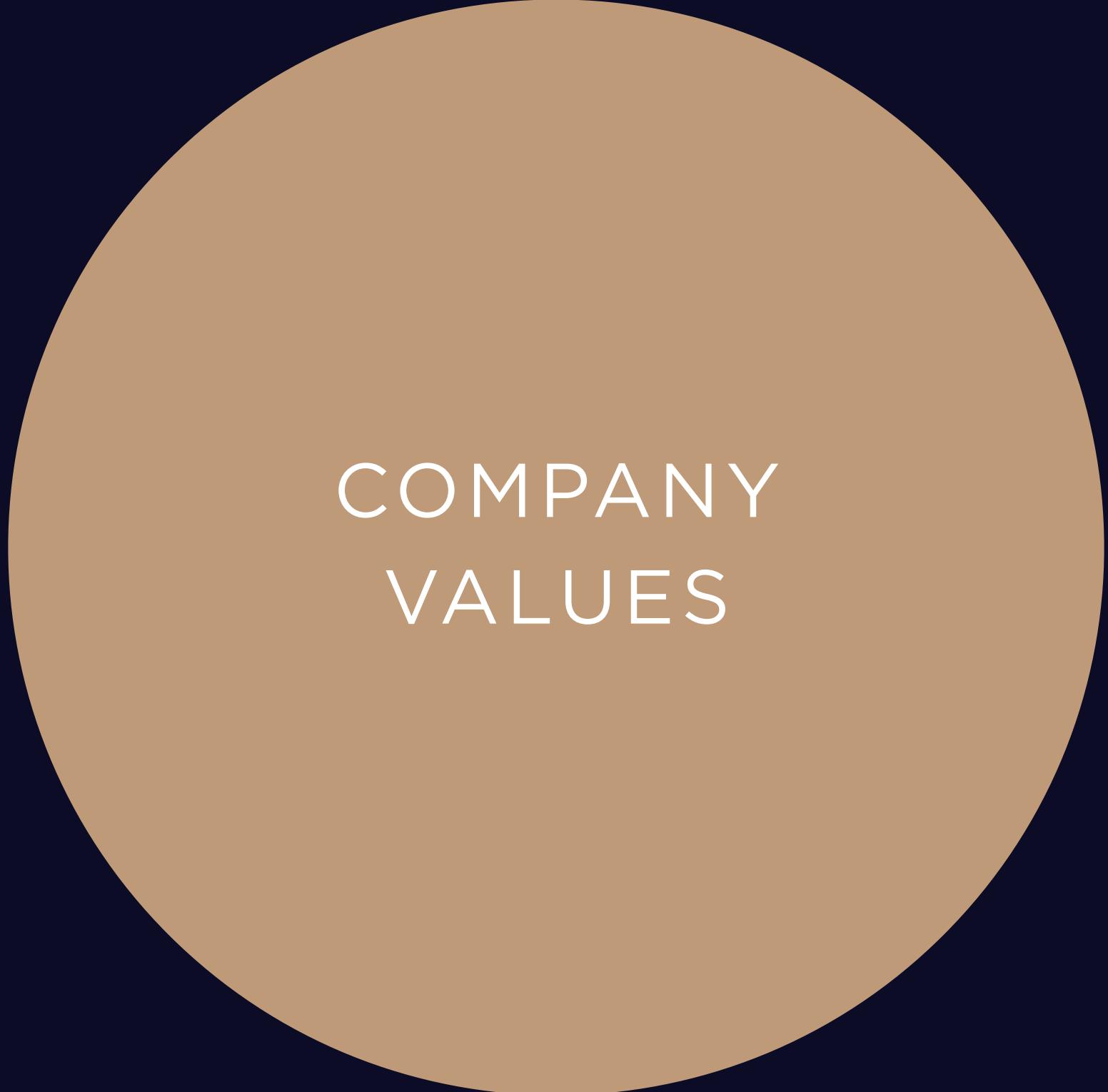


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- [Sneakers & Athletic Shoes](#)
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SHOP MEN'S

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- [Sneakers & Athletic Shoes](#)
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- [Boys' Shoes](#)

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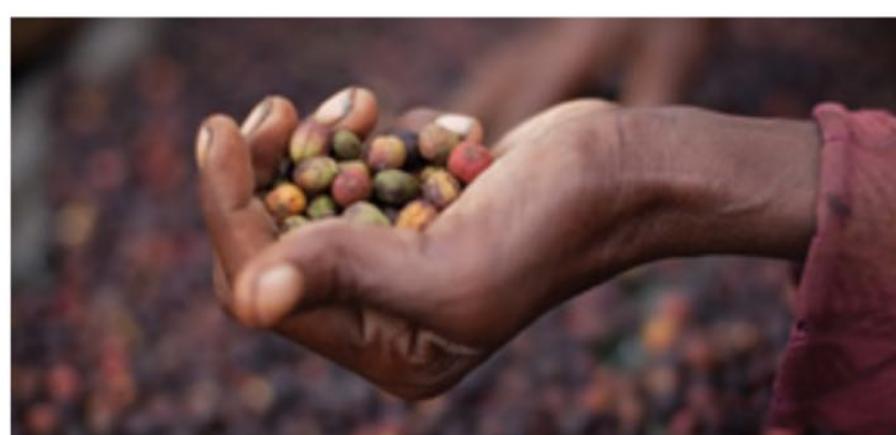


Starbucks and Conservation International: Our Commitment Continues.

Our success is linked to the success of the farmers and suppliers who grow and produce our products.

Helping people thrive helps ensure the long-term sustainability of the premium products we provide. Whether it's arabica coffee, tea, cocoa or manufactured goods, we're committed to offering ethically purchased and responsibly produced sustainable products of the highest quality.

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“

*...and this relationship and
overall vibe make me feel better
about the purchase...*

”

DORI TUNSTALL

“

*...even though there's a part of
my brain saying “hmmm I'm
not so sure about this”.*

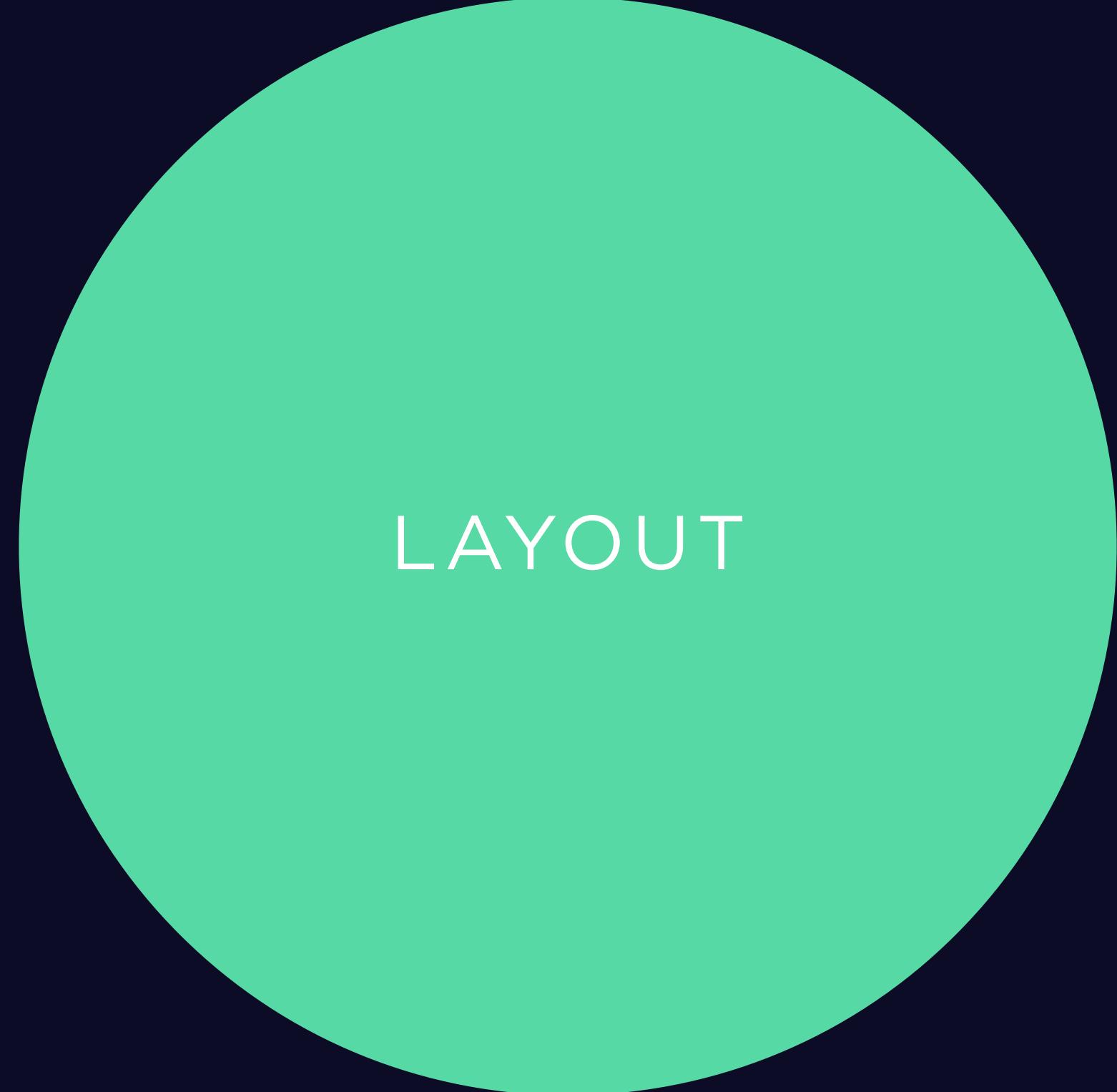
”



StubHubTM



Don't go quietly into that
season 5 marathon.



LAYOUT

reformed Turkish schools to include more Islamic education. Moreover, his moves to silence journalists, academics, and certain speech on social media have drawn international condemnation.



Still, having survived the coup attempt, Erdogan might see an uptick in support among Turkey's Islamists. His wider support in the country, where his approval rating fell to **39 percent in 2015**, is likely to remain low.

Check out the video above to learn more about the failed military coup and its relevant players.

Was this article helpful?

FILED UNDER: *Video, World, The Latest*

In this StoryStream

Turkey military coup: news and updates

JUL 18

Turkey's failed coup, explained in 3 minutes

JUL 16

Turkey Coup: How Facetime and social media helped Erdogan foil the plot

▼ 10 updates



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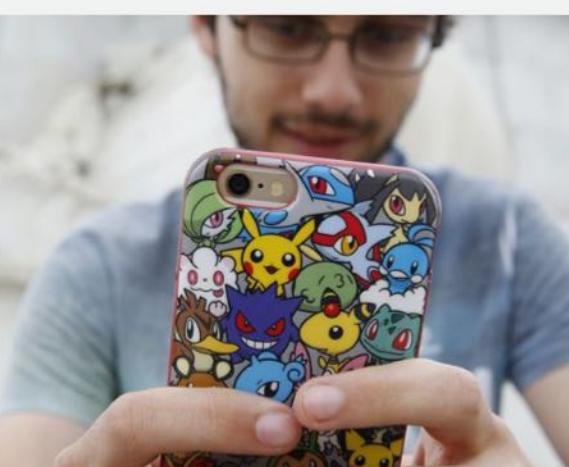
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- ▶ Why red light cameras aren't just about safety
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- ▶ Why so many queer female characters die on TV
- ▶ The NRA doesn't buy politicians. It swings elections.
- ▶ Why there aren't any great white sharks in captivity

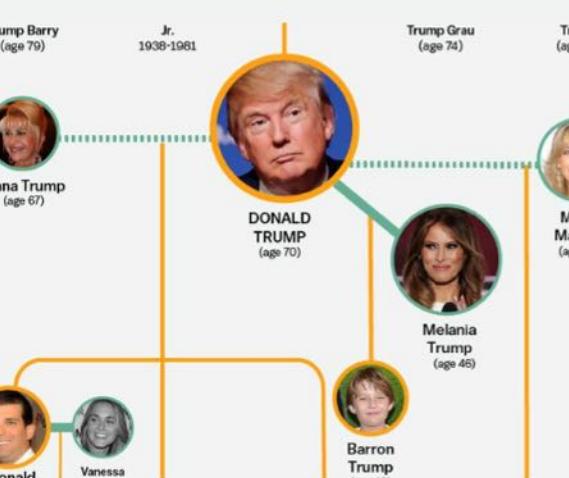
Donald Trump's nomination is the first time American politics has left me truly afraid



Kim Kardashian's Taylor Swift-Kanye West Snapchat story, explained



A definitive ranking of Pokémon Go's 151 catchable monsters



The entire Donald Trump family tree, in one graphic



How Republicans went from the party of Lincoln to the party of Trump, in 13 maps

'The sooner you go the better': Hollande points to the Brexit door warning

Theresa May not to delay the process of leaving the EU as he lays down tough terms



The French President delivered the tough message after holding talks with the new Prime Minister at the Elysee Palace. Mr Hollande said he understood that Mrs May wanted to 'prepare for negotiations' - although he stressed that no formal talks could take place until Article 50 was invoked. The discussions come after German Chancellor Angela Merkel said the UK should 'take a moment' over its plans to sever ties with Brussels, while warning against leaving the negotiations 'up in the air'.

3k comments 2 videos 776 shares

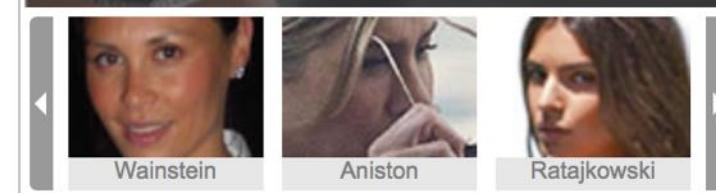
Muslim teacher called Islam ordered by a pub barman to take off a hoodie with his name on it because it was 'offending other customers' in the wake of the Nice massacre



Humiliated Nurul Islam (pictured) had arrived to meet fellow teachers at a Hertfordshire pub when the man told him his top was 'offending people' following last week's atrocity.



Pictured: The shrink having affair with Jules' husband



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Teacher, 23, died on her dream holiday to Mexico after being hit by vehicle but family will never know what happened after boyfriend was found unconscious at roadside



28 comments 58 shares

Brazilian police arrest 10 people and hunt two more as they smash ISIS plan for 'terror attacks' on Rio Olympics



342 comments 2 videos 1k shares

Two bodies found in London flat as police evacuate neighbours over suspected gas leak



Two bodies have been found in a south London flat after a suspected gas leak. Officers were called to a flat in Oxford House, Wimbledon, after concerns were raised about the health of the occupants.

7 comments 113 shares

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DON'T MISS

► Michelle Keegan looks ultra glam in glitter gown as she gives her new platinum blonde locks their red carpet debut at star-studded Revlon masquerade ball



► Eyes to the front, Jose! Bikini-clad Eva Longoria and her husband enjoy a steamy smooch... before awkwardly realising they are on a NUDIST beach



► Jennifer Aniston dresses for the heat in pretty slip dress and shades as she sets sail on a yacht off the Amalfi coast in Italy In holiday mode



► Cheeky! Bikini-clad Nicole Scherzinger puts on a VERY bootylicious display as she twerks up a storm in holiday video Work it!



► PICTURE EXCLUSIVE: Make-up free Lauren Goodger shows off her curves in tight gym gear as she's seen for first time since having her lip fillers removed



► The useless mum's summer survival kit (AKA how to get through the school holidays with your sanity intact!) SPONSORED



► Going the chop! Cara Delevingne reveals new short hairstyle as she promotes latest sci-fi flick at Comic-Con after teasing her bold new 'do on social media



► Lucy Watson looks super slim at star-studded fashion party...after sparking concern among fans with worryingly thin appearance



► Kimberley Garner amps up the glamour in barely-there dress and



Latest News

Roger Ailes resigns as Fox News CEO over sexual harassment allegations

3 MINUTES AGO

The online radical right is partying at the RNC — because they think they've won

22 MINUTES AGO

Trump's version of law and order is the reason we lead the world in incarceration

ABOUT 2 HOURS AGO

North Miami police allegedly shoot black man as he held hands up while lying on the ground

ABOUT 2 HOURS AGO

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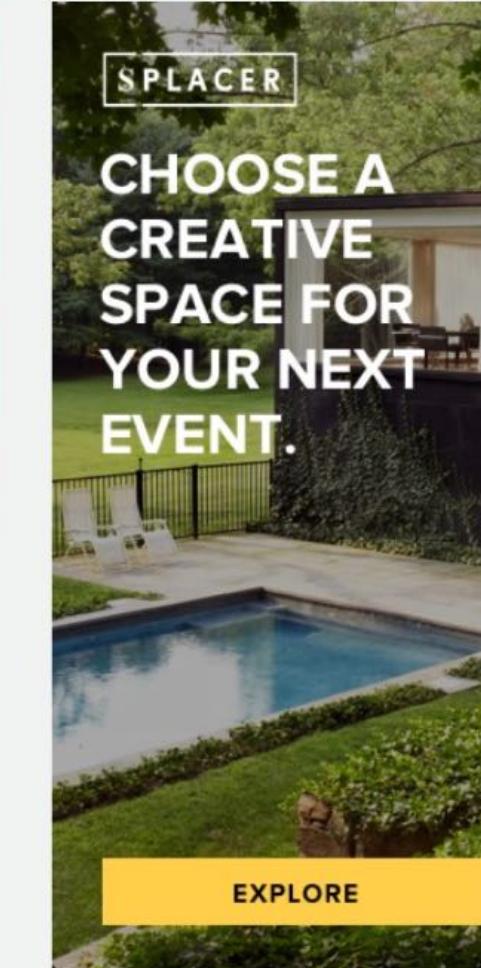
Republican National Convention: news and updates

UPDATES
Trump's version of law and order is the reason we lead the world in incarceration
ABOUT 2 HOURS

The ultimate reading list for understanding Donald Trump
ABOUT 4 HOURS

Donald Trump's nomination is the first time American politics has left me truly afraid
ABOUT 6 HOURS

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100

Top 100

Donald Trump's nomination is the first time American politics has left me truly afraid



Videos

How free mobile games are designed to make money



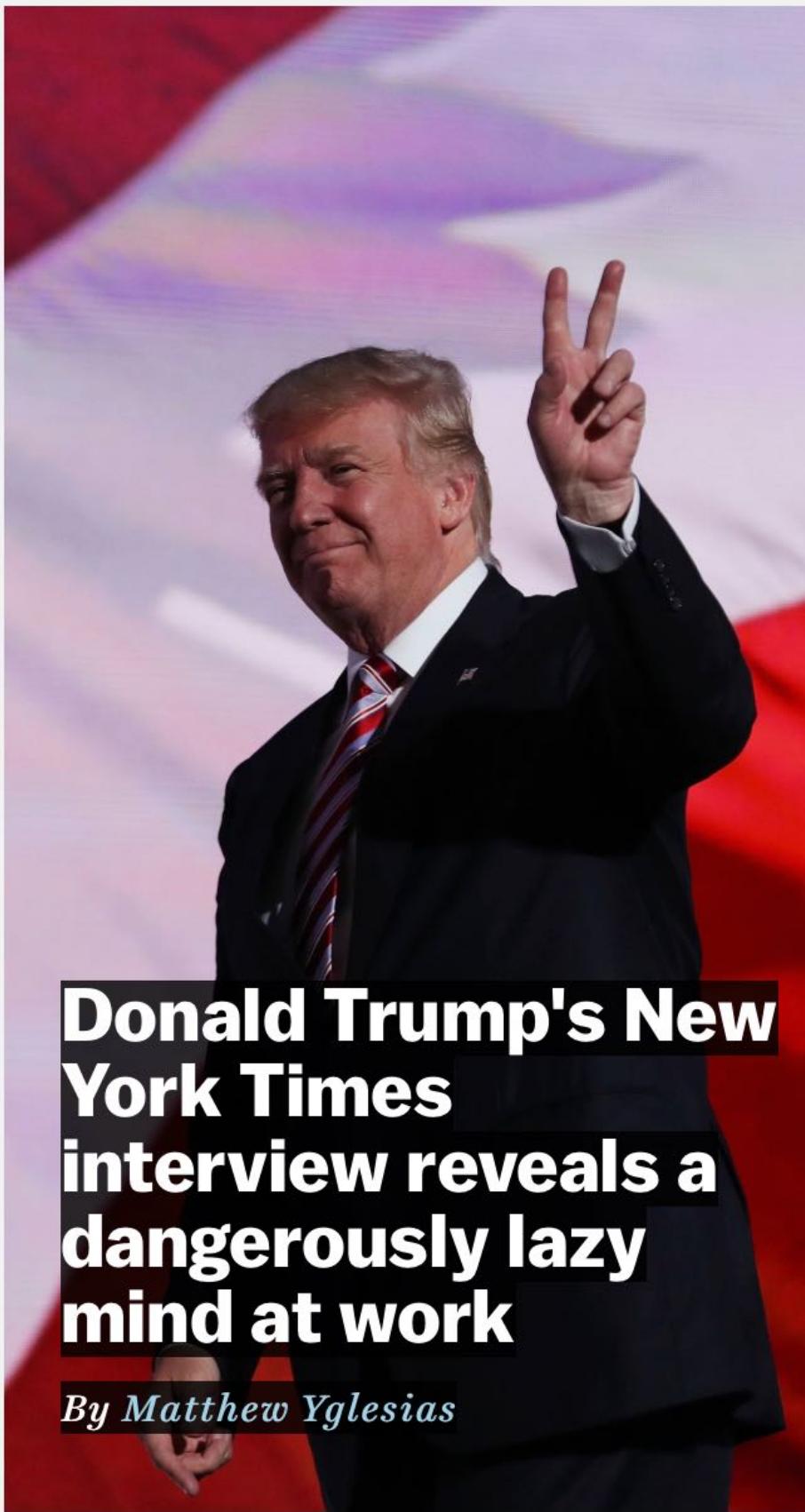
Maps

America's unique gun violence problem, in 17 maps and charts



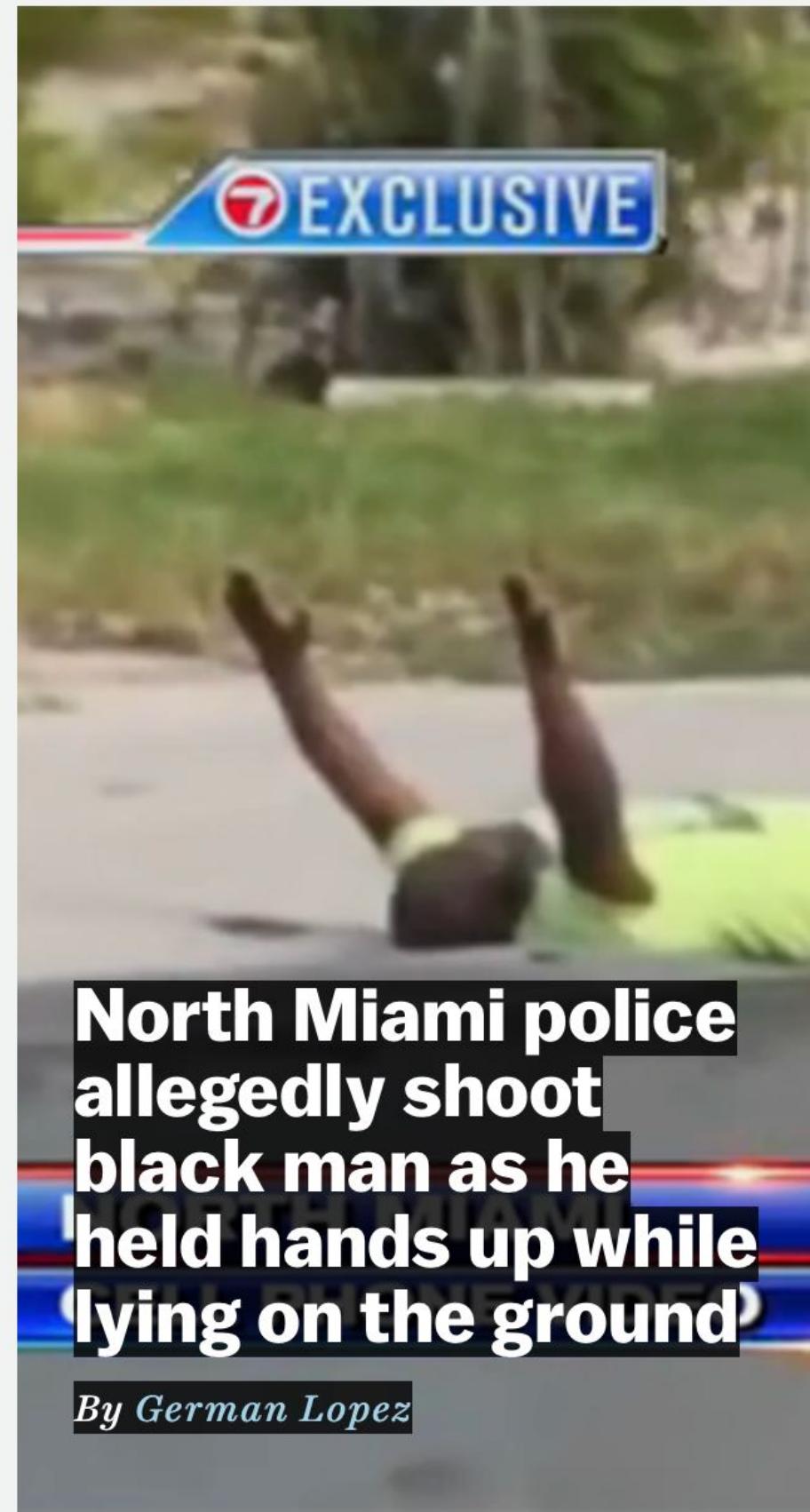
Card Stacks

The 18 best TV shows airing right now
Transgender people: 10 common myths



Donald Trump's New York Times interview reveals a dangerously lazy mind at work

By Matthew Yglesias



North Miami police allegedly shoot black man as he held hands up while lying on the ground

By German Lopez

A smartphone screen showing the "Top Charts" section of the App Store. The app "Pokémon GO" by Niantic, Inc. is listed as free. The phone is set against a yellow and pink abstract background.

Feature

How free mobile games are designed to make money

By Joss Fong and Dion Lee



Brexit, the UK's vote to leave the European Union, explained

1. What is the European Union?
2. Why did many voters want to leave the EU?
3. What was the case for the UK to leave the EU?



Contested conventions, explained

1. What is a contested convention?
2. What would actually happen at a Republican contested convention this year?
3. What happens if nobody wins the Republican nomination?



The 18 best TV shows airing right now

1. 12 Monkeys: Syfy's incredibly daffy time-travel tone poem
2. Animal Kingdom: TNT aims for prestige with a new crime drama and gets close-ish



The spread of marijuana legalization, explained

1. Marijuana has been legalized in four states and Washington, DC
2. Marijuana legalization is a response to the failures of the war on drugs



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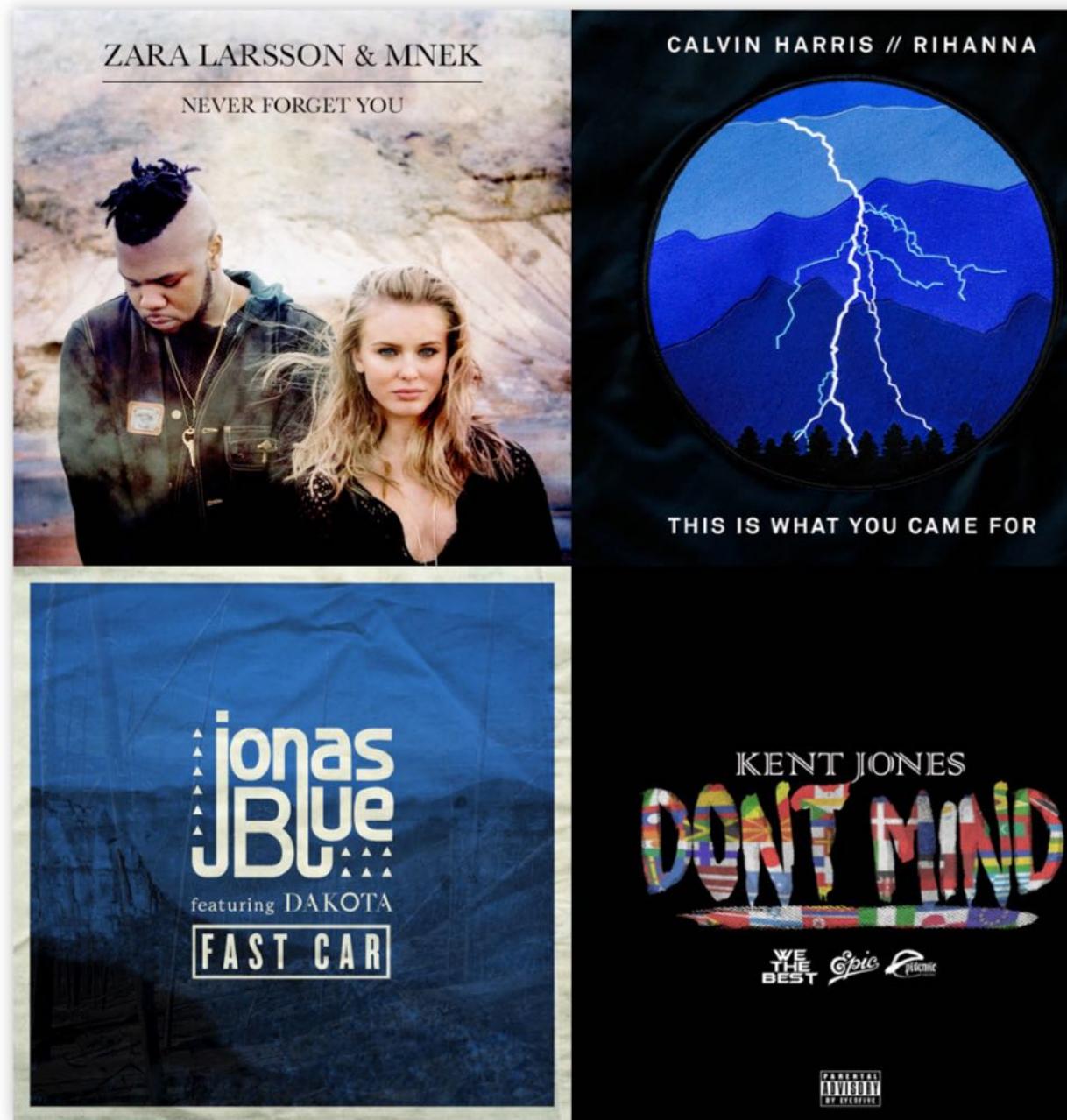
Music for everyone.

Spotify is now free on mobile, tablet and computer. Listen to the right music, wherever you are.

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TYPEFACES

It's easy.

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Know what you want to listen to? Just search and hit play.

Browse

What's on Spotify?

Music

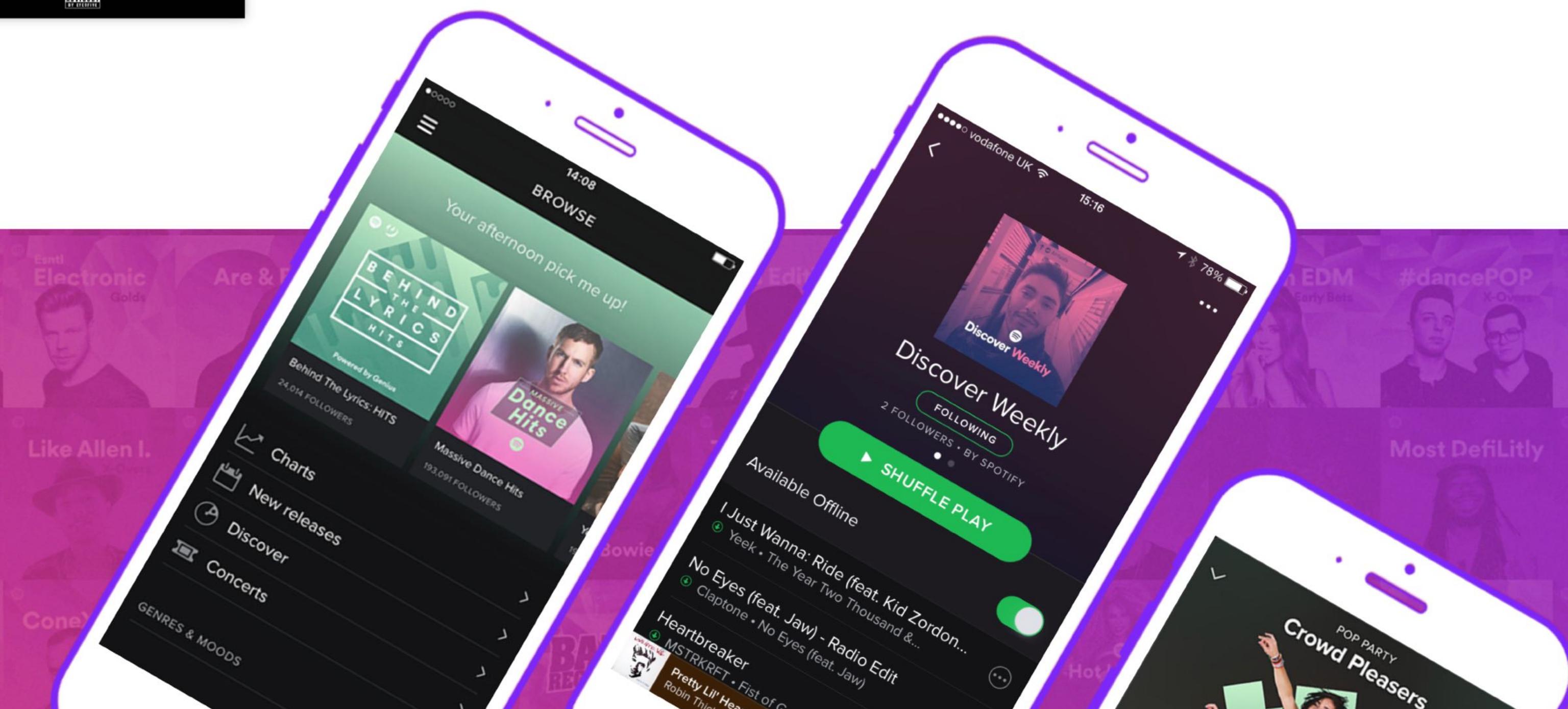
There are millions of songs on Spotify. Play your favorites, discover new tracks, and build the perfect collection.

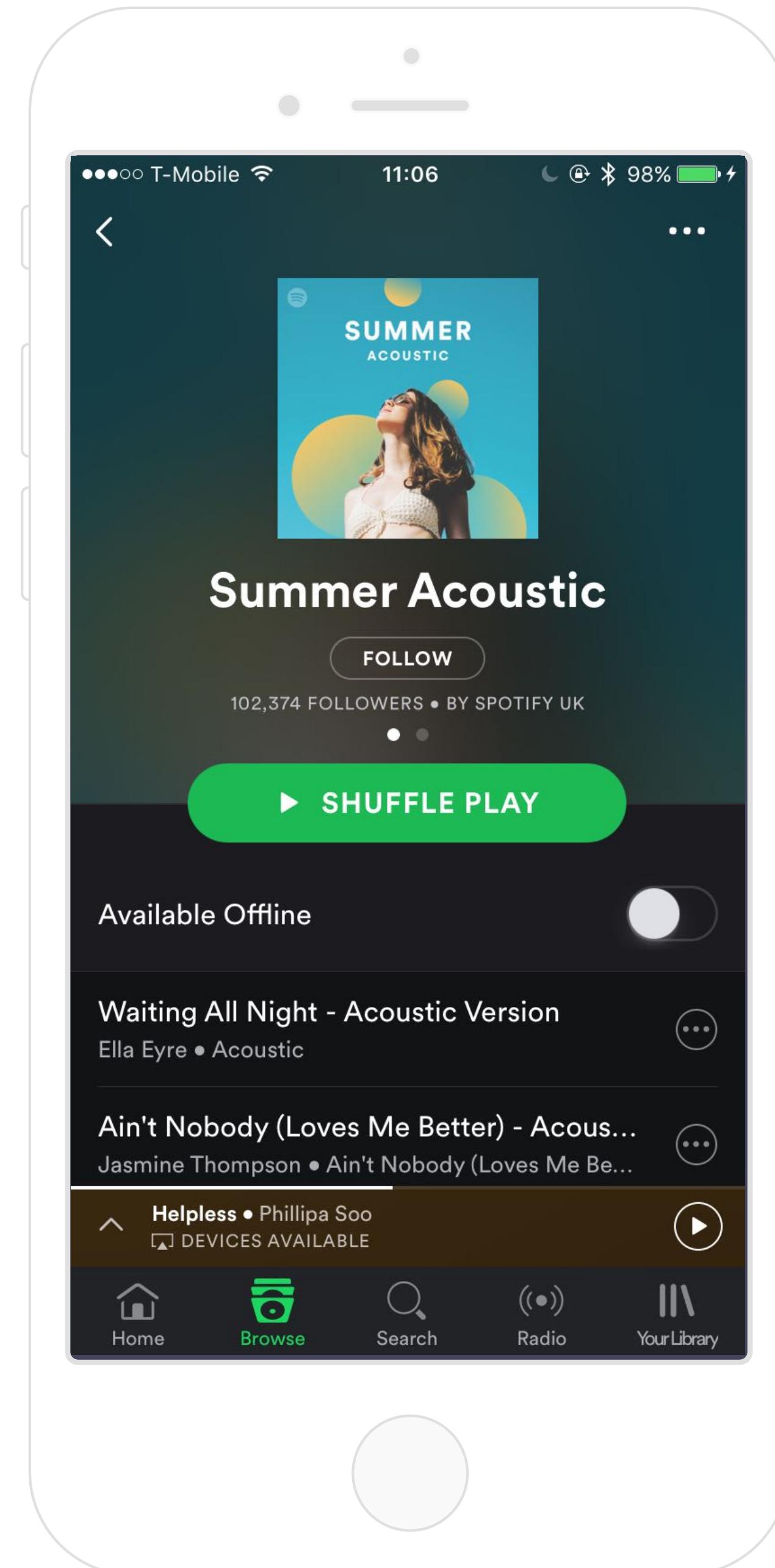
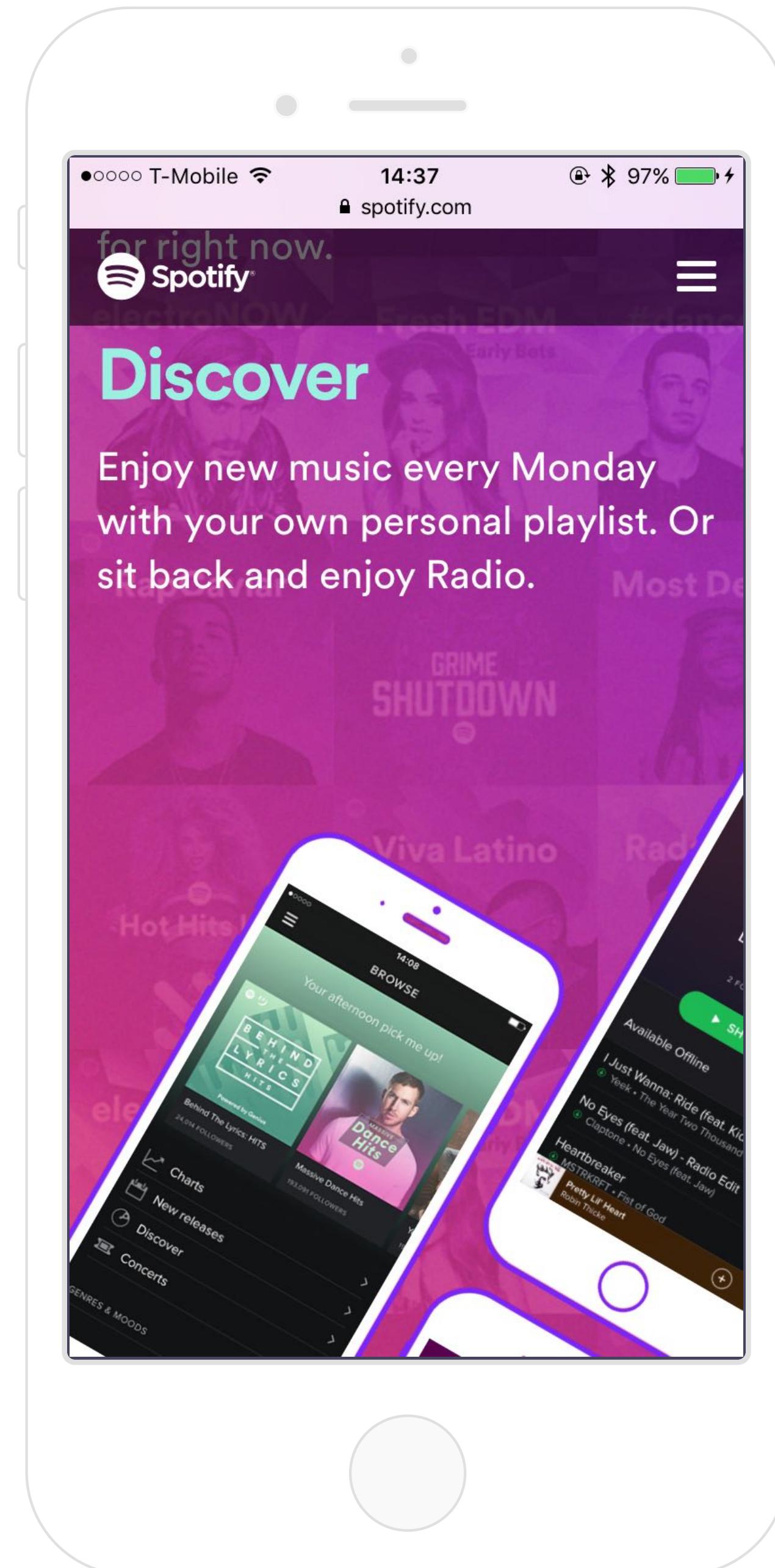
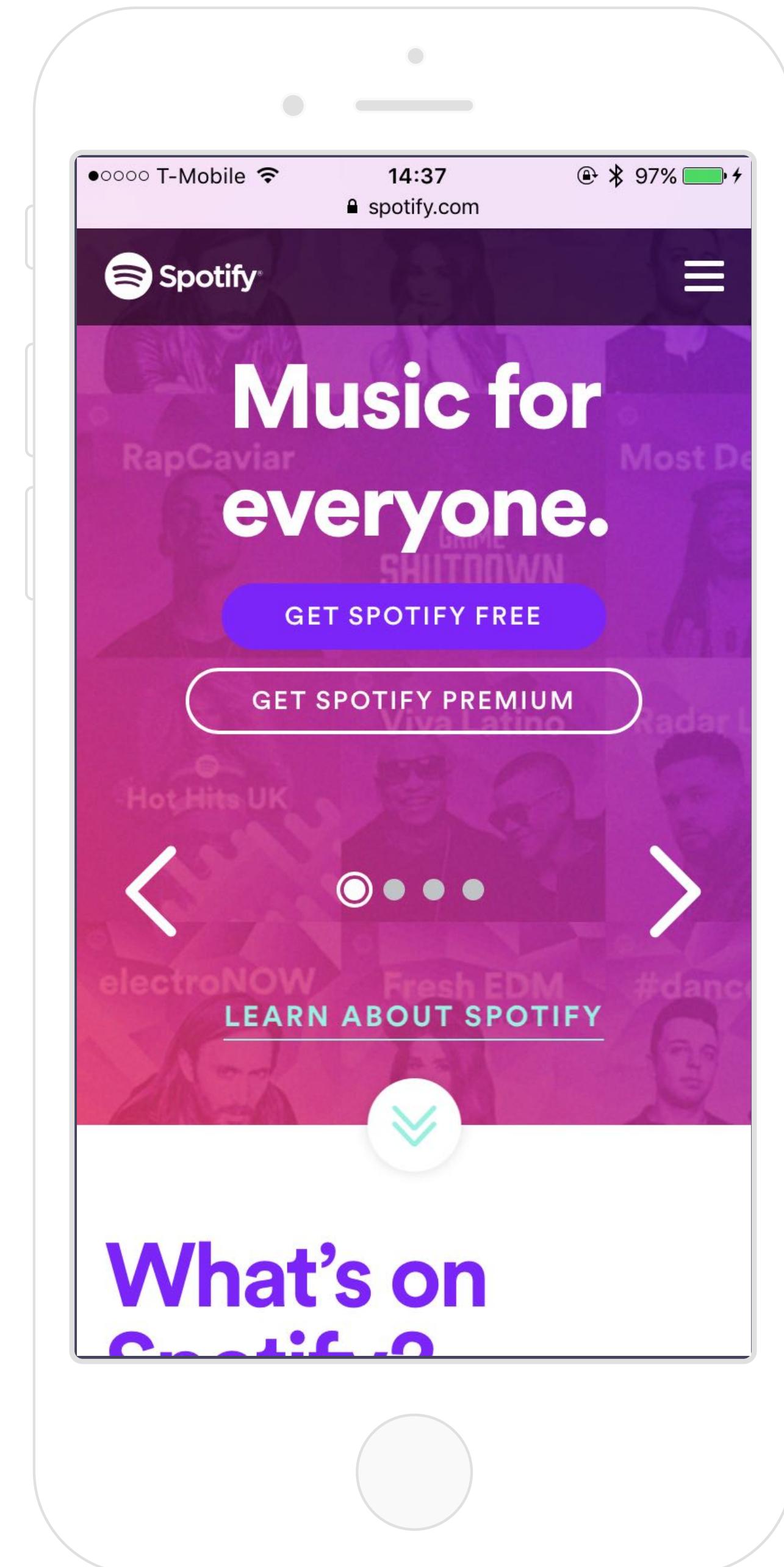
Playlists

You'll find readymade playlists to match your mood, put together by music fans and experts.

New Releases

Hear this week's latest singles and albums, and check out what's hot in the Top 50.





SEASON ONE UPDATE: [JUDGE ORDERS NEW TRIAL](#)



SEASON TWO



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LISTENING GUIDE



SERIAL

SEASON ONE



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ALL EPISODES

JUDGE ORDERS NEW TRIAL



FOLLOW SERIAL





SEASON ONE: EPISODE 01

THE ALIBI

It's Baltimore, 1999. Hae Min Lee, a popular high-school senior, disappears after school one day. Six weeks later detectives arrest her classmate and ex-boyfriend, Adnan Syed, for her murder. He says he's innocent - though he can't exactly remember what he was doing on that January afternoon. But someone can. A classmate at Woodlawn High School says she knows where Adnan was. The trouble is, she's nowhere to be found.



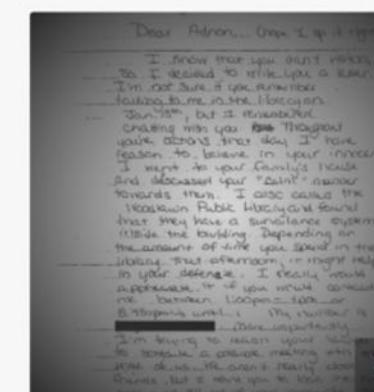
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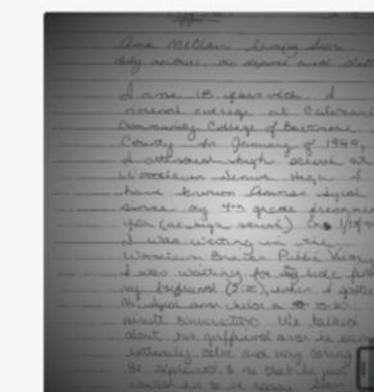
I just came from your house an hour ago March 1, 1999

RELATED TO EPISODE 01



Asia's Letter to Adnan,
March 1, 1999

This is the first letter Asia wrote to Adnan right after he was arrested. In it, she describes talking to him in the library on the afternoon that Hae disappeared.



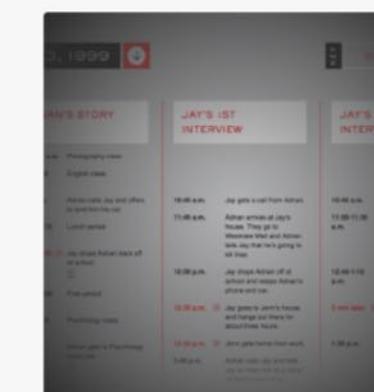
Asia's Affidavit, March 25,
2000

Asia wrote this affidavit soon after Adnan was convicted, at the request of Rabia Chaudry, a friend of Adnan's family.



Best Buy Architectural Plans

These architectural plans for the Best Buy on Security Boulevard date from November, 1994. They indicate a place for a payphone in the vestibule.



Timelines: January 13, 1999

Possible timelines of the events of January 13, 1999, based on Adnan's memory, court records, and three of Jay's statements: his first two recorded statements to the police and his testimony at the second trial.

JULY 2016 UPDATE

Judge Orders New Trial for Adnan Syed →

ADNAN SYED'S HEARING | FEBRUARY 2016



DAY 01



f



DAY 02



f



DAY 03



f



Related Material →

ALL EPISODES | SEASON ONE



EP. 01

Dear Adnan, (Handwritten note)
I know that you
so I decided to write.
I'm not sure if you remem-
ber talking to me in the library
Jan. 13th, but I remember
chatting with you. Please
make sure actions that do
not lead to believe in
I went to your fan
and also send your "or
wards THEM". I am

THE ALIBI



EP. 02



THE BREAKUP



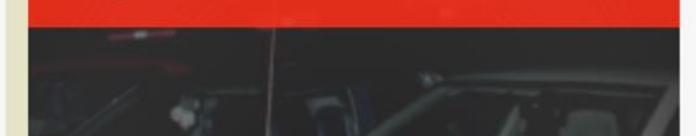
EP. 03



LEAKIN PARK



EP. 04



EP. 05



EP. 06





SLOGANS



Your ticket out

S E R I A L

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ECOMMERCE • MAT BEECHE • 25TH FEB '15

After only 18 months in business Frank Body will likely exceed \$20 million in revenue this year



Last year, we published a story on the launch of a new ecommerce brand called [Frank Body](#) that sells coffee based skincare products. The startup leapt out of the gates as an instant hit, mostly due to its on point marketing strategy which has not only been one of the most effective social media campaigns by an Australian startup in the last 12 months, but it has converted brand awareness into cash, and buyers



TONE OF VOICE

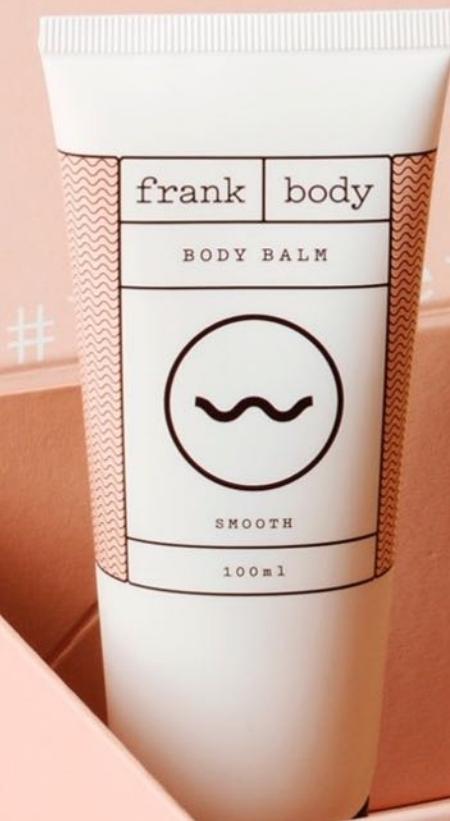


ART
DIRECTION



SOCIAL
ECOSYSTEM

“ You, after
you use
what's in
this box.





About Contact Press FAQs



Review | frank body

March 31, 2016

If you have Instagram, you'll have heard of Frank Body 'The Original Body Scrub'. It may be the original and it certainly is the best. I gotta say, this coffee body scrub is worth the social media hype.

frank body coffee scrub

The high caffeine content of freshly ground roasted and ground robusta coffee beans stimulates blood flow targeting cellulite, stretch marks, psoriasis, varicose veins, eczema, acne, and scarring.



Earlier this year I was contacted by Frank's PR rep and when asked if I would like to try the original coffee scrub, I was actually like 'Wait, I've never tried Frank before - why is this?'. I have seen this brand dominate social media for so long and just never tried it, so I was pleasantly surprised to receive an email and the opp to finally review the product. This has, in no way, influenced my review or opinion, because as you know, Why Hello Beauty is a small place of positivity on the internet and I also believe myself to be a true and honest person.

Within the oh-so-cute pink parcel received, was the Original Body Scrub, Body Balm along with some extra information on the Frank range. The images used within the brochures are almost as fabulous as the products itself, absolutely lovin' the campaign!

THE VERDICT

After around three weeks of usage every third or so day, I'm absolutely in love with this

HOME ABOUT STYLE BEAUTY LIFESTYLE

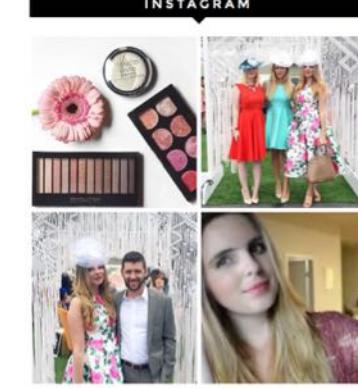
the urban umbrella

JANUARY 6, 2015

Frank Body Peppermint Scrub Review



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Keywords...

Beauty

Frank Body Review

A couple months ago I was pleasantly surprised to find a beautifully packaged pink and white box outside of my door. And inside the box was even more cute packaged goodies! Frank had paid me a visit and I was not mad about it.



Hey there, my name is Aron Melane Duncanson! I'm a 22 year old spending my days soaking up the sun and living in, arguably the best state ever, Florida! Follow along as I share my love for fashion, food and beauty.

@aroonmelane



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JESS HATZIS - FOUNDER

“

*We created a male persona
called Frank. We wanted to be frank
& honest in all communications.*

”

MAY 22, 2016

#letsbefrank: a girl's guide to flirting in foreign languages.

AS A CITIZEN OF BABETOWN, YOU'RE PRETTY MUCH A CITIZEN OF THE WORLD. SO LET'S TALK LIKE IT.



“ A baguette or bouquet? Babe, you woo me with your French words every day. ”

But when you're on holiday you want to woo the ones around you. So how do you speak the language of love? Glad you asked. That is my forte, if you will.

SHARE ME AROUND.



French

I see it now. You, Paris and that desire for a lemon and sugar crepe. Then you spot it, [Crêperie Brocéliande](#). Then you spot him. Now, let me assist.

HAVE YOU TRIED MY...

Babe: Tu es mignon (You are cute).



Cute Crepe Man: Tu as des beaux yeux (You have beautiful eyes).

Then you launch into my favourite line:

The Grind High Club

Si je t'aide à apprendre l'anglais, est-ce que tu m'apprendras comment embrasser à la

Add to cart \$22.95

A photograph of three women sitting on a dark brown leather sofa. From left to right: a woman with long dark hair in a black top; a woman with shoulder-length dark hair in a black top; and a woman with blonde hair in a black leather jacket. They are all wearing jeans and dark boots. The background is a plain pink wall.

ERIKA GERAERTS - FOUNDER

*We wrote in a way that came
very naturally to us.*

A photograph of three women sitting on a dark leather couch in a bright, airy room. The woman on the left is smiling at the camera. The woman in the middle is looking up and laughing. The woman on the right has her head resting against the middle woman's shoulder. They are all dressed casually. The room has large windows, a wooden floor, and some plants.

We do a lot of design work based on gut instinct, feelings or experiences with brands in the past.





BROWN SUGAR
& SEA SALT
Cleanse & clarify

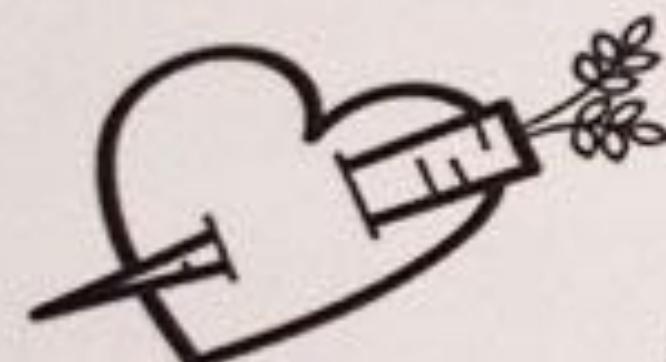
OTHER GOOD STUFF

200G - 7OZ

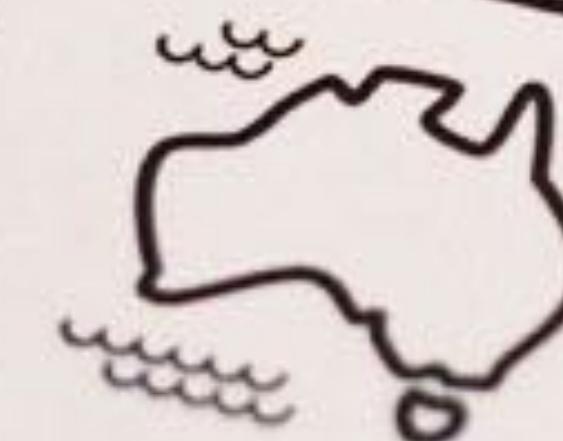
INGREDIENTS

Coffea Robusta Seed Powder (Coffee),
Prunus Amygdalus Dulcis (Sweet Almond) Oil, Water (Aqua),
Sodium Chloride (Salt), Sucrose (Brown Sugar), *Citrus Aurantium*
Dulcis (Orange) Oil, Tocopherol (Vitamin E), Fragrance (Parfum)*

*Natural



VEGAN
FRIENDLY



MADE IN
AUSTRALIA

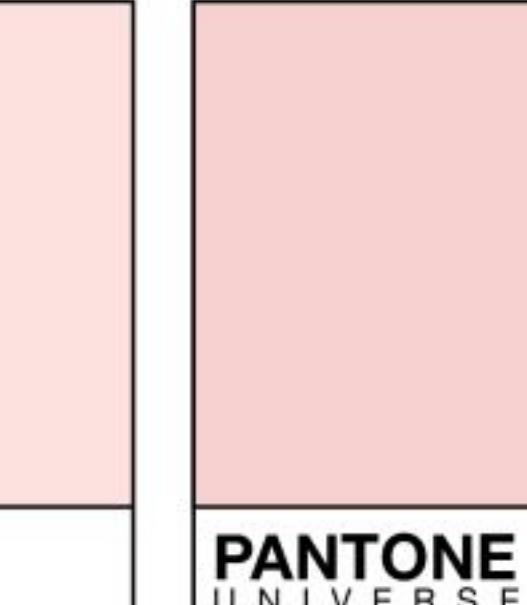
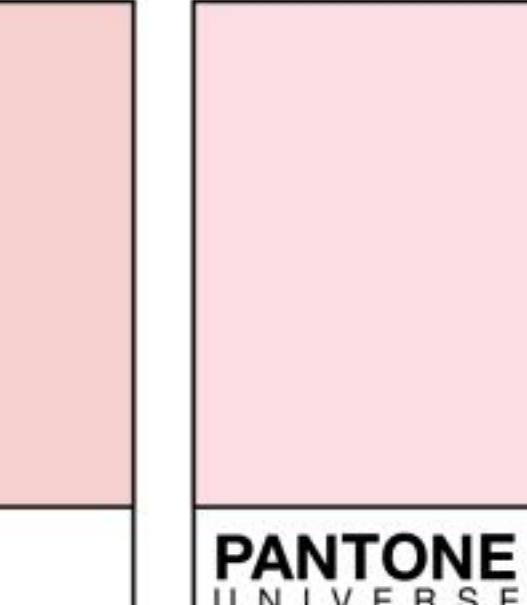
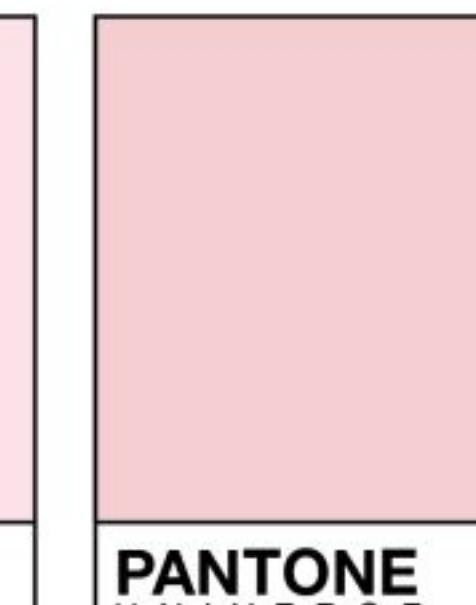
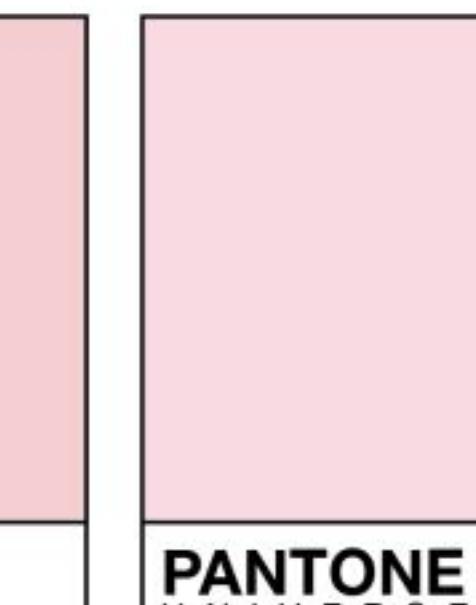
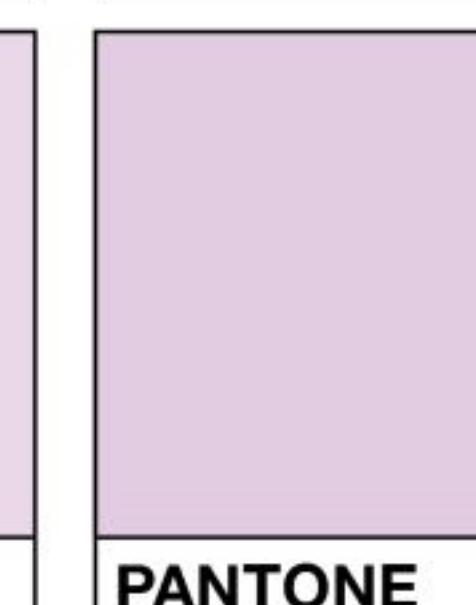
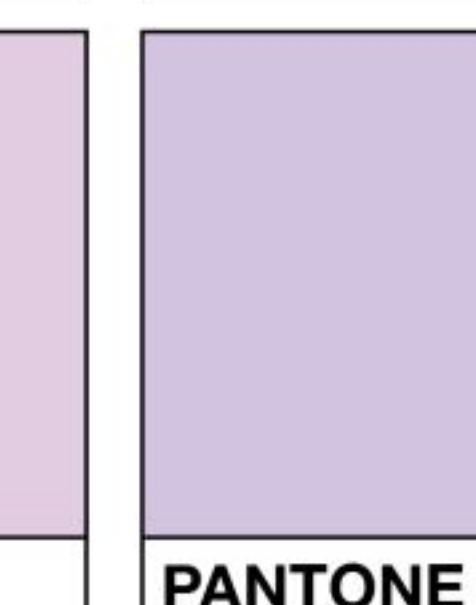
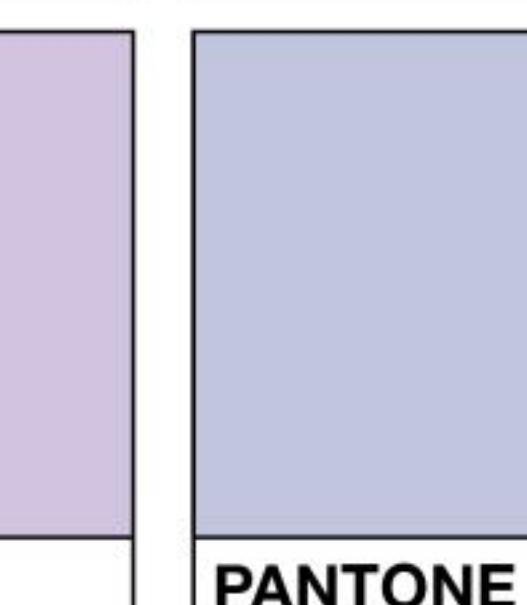
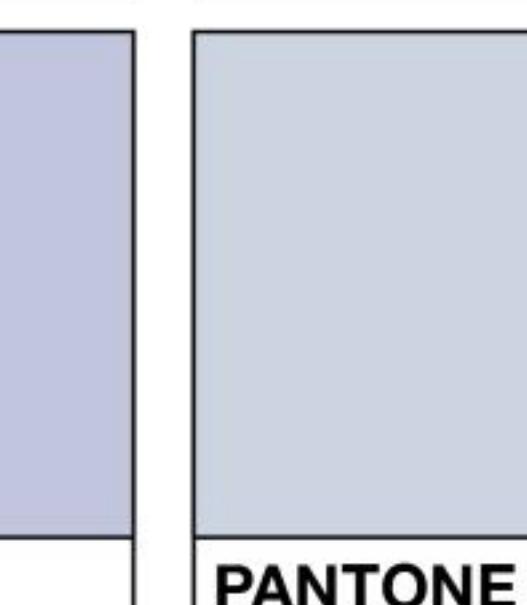


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PANTONE UNIVERSE 9281 U	PANTONE UNIVERSE 9300 U	PANTONE UNIVERSE 9282 U	PANTONE UNIVERSE 9301 U	PANTONE UNIVERSE 9321 U	PANTONE UNIVERSE 9322 U
					
PANTONE UNIVERSE 9323 U	PANTONE UNIVERSE 9341 U	PANTONE UNIVERSE 9343 U	PANTONE UNIVERSE 9362 U	PANTONE UNIVERSE 9383 U	PANTONE UNIVERSE 9385 U



“ Hey, babe.
How do you take
your coffee? ”

DISCOVER #THEFRANKEFFECT

SEE MORE OF ME

“ Coffee-based
skincare for all
babes. ”

Because life is
better when it's dirty.

LEARN MORE



Let's be frank, I'm just
what you've been looking for.

I'm an Australian made, coffee-based skincare range that makes babes feel like... babes.
Products made from natural ingredients to give you naturally soft, supple skin.

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frank body

worldwide · www.frankbody.com

#letsbefrank, I'm just what you've been looking for. Coffee-based skincare that makes babes feel like... babes. Snapchat: frankbod

59
Boards

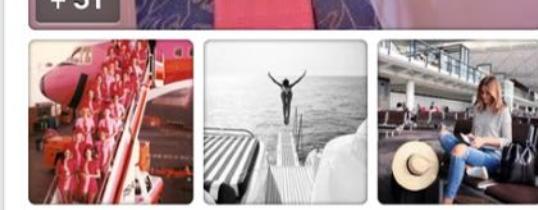
9.4k
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9.9k
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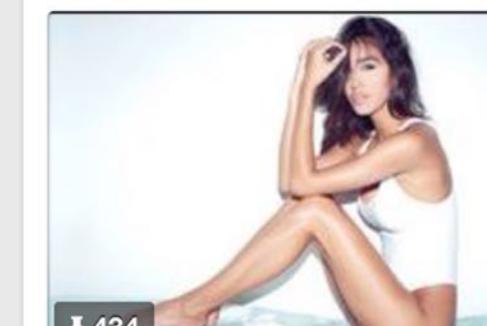
Time to take (it) off.

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For the love of coffee

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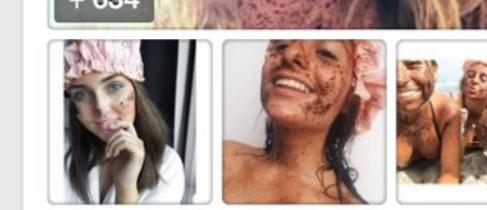
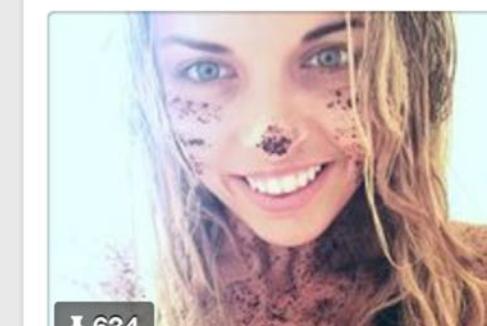
Real men scrub

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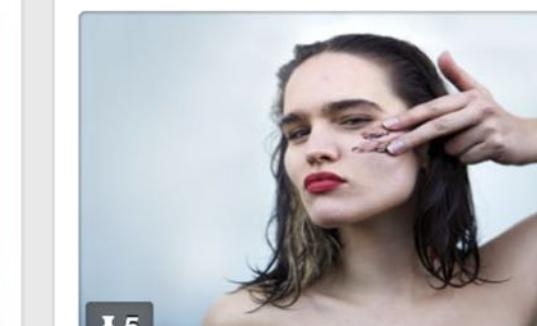
I'm green with envy.

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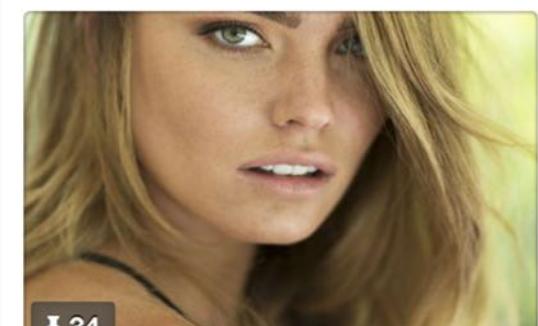
Me and my babes

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When I met Nerissa

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When I met Em

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When I met Tahnee.

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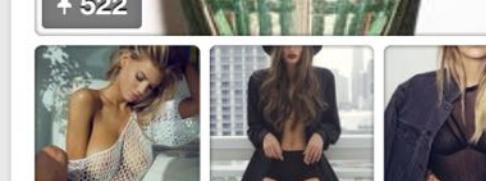
An ode to the coconut

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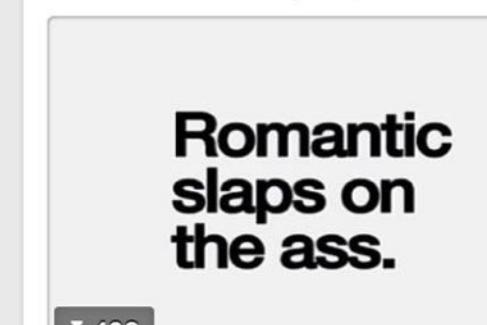
Dirty Talk

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Clothes I like

[Follow](#)

Call me Hemingway



Romantic
slaps on
the ass.

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Me lying around

[Follow](#)

That time I went gold

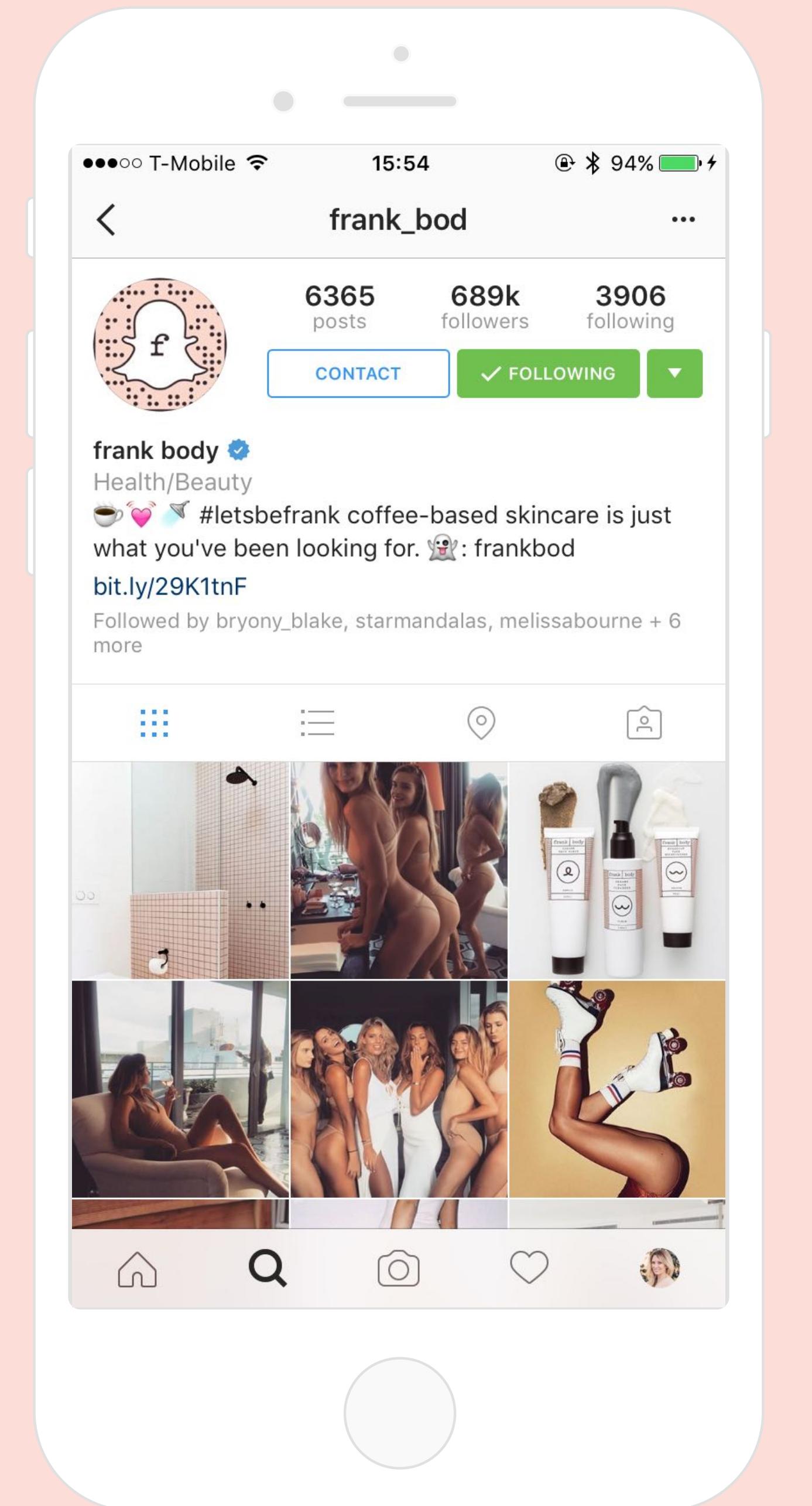
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A very frank adventure.

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It's balmy in here.

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Run down of what Frank Body
has done.

AN EVENT APART - WASHINGTON DC

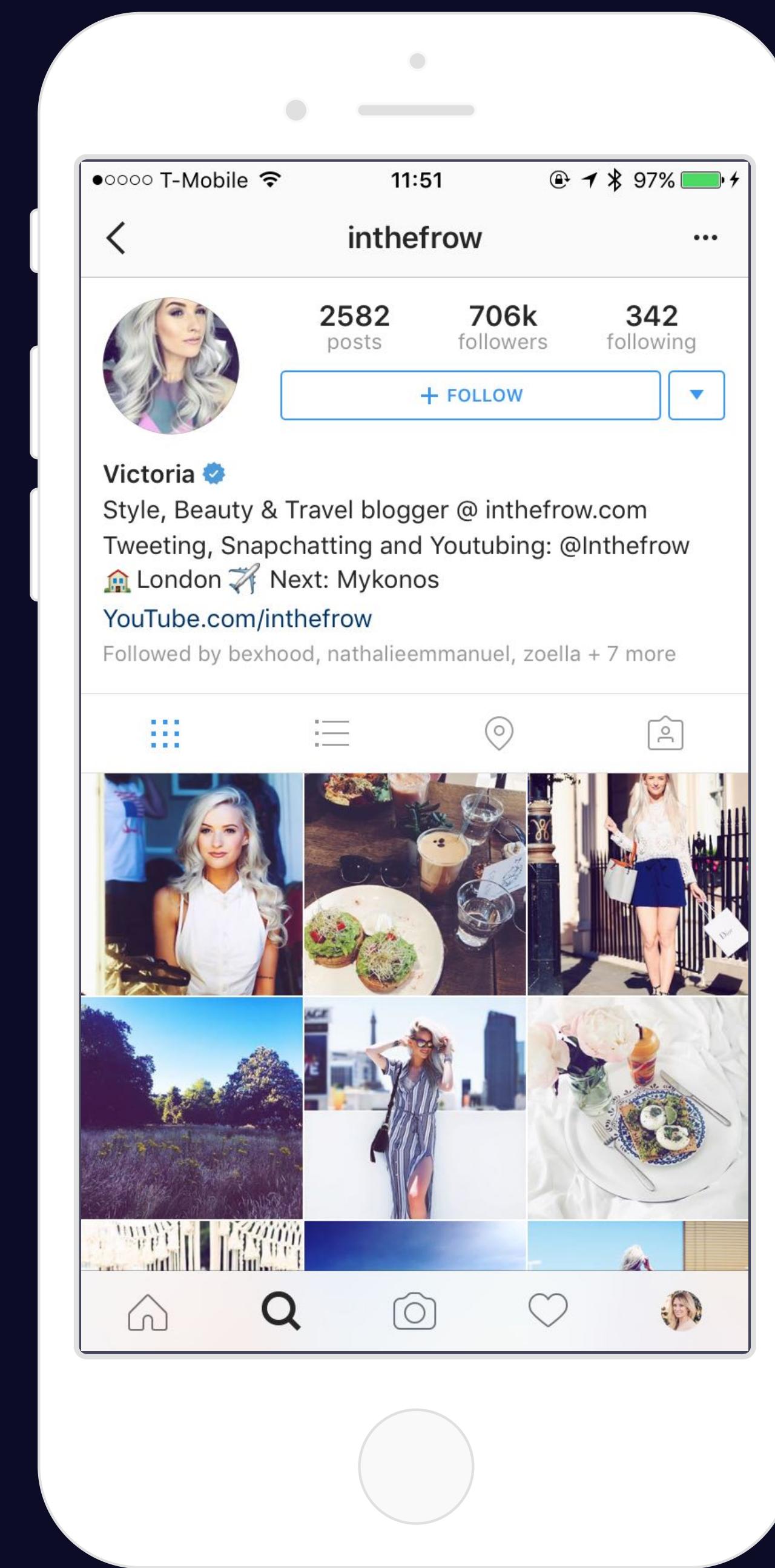
Personal Branding



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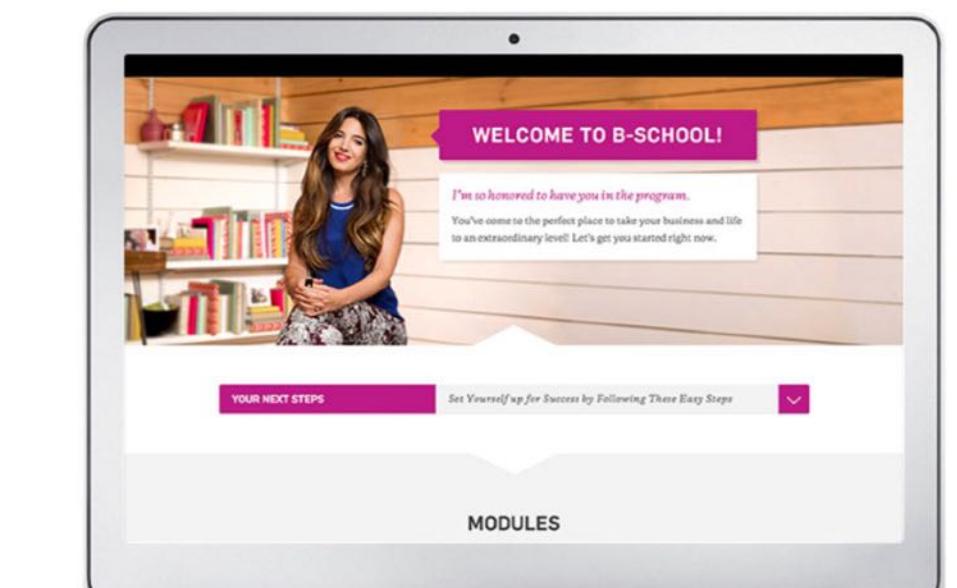
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FROM THE DESK OF JEFFREY ZELDMAN

Hi, I'm Jeffrey, and I've been designing websites since 1995.

I've seen fads and patterns come and go. But the truth of design has never changed. You want people to connect emotionally with your product or service. I can help you make that happen. It's what I do.

Forging a real connection takes honest communication, empathy, and fairness. It also takes passion for the work. You'll notice it the first time we sit down to discuss your project. And five years from now, when your site is still satisfying you and your toughest customers.

When you hire me, you also hire the smartest and most talented designers, coders, and strategists I know.

Your project is serious. We both know that. So look around. Talk to other agencies and studios. Then please [talk to me](#). You'll be glad you did.

Jeffrey

P.S. Here are a few of the things I've done...

Co-founded a publishing company.

Consistency

Quantity over Quality



LUKE WROBLEWSKI / @lukew

*super human
output.*

Video: Using Radio Groups for Input — Jun 17, 2014
What Makes Wearables Valuable? — Jun 12, 2014
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3 books on mobile & Web usability, interaction, and visual design.

TWEETS 16.2K FOLLOWING 93 FOLLOWERS 157K LIKES 3,621 LISTS 5

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Luke Wroblewski @lukew Humanizing technology. Founded: Polar (Google acquired) Bagcheck (Twitter acquired) Wrote: Mobile First, Web Form Design, Site Seeing. Worked: Yahoo, eBay, NCSA

📍 Silicon Valley
🔗 lukew.com
📅 Joined February 2008

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Luke Wroblewski @lukew · 23 Apr 2015

Don't ever say you don't have choices on mobile.

THE MYSTERY MEAT OF MOBILE NAVIGATION

6.8K 5.3K

Luke Wroblewski @lukew · 6h

users: "make every feature of your app a setting we can turn off."

developers: 😳

75 159

Luke Wroblewski Retweeted

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new smartphone set-up(s)

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ASUS ZENFONE
NEXUS 5X
LENOVO VIBE K5

104 200

Luke Wroblewski @lukew · Jul 20

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Thank you

Find my table at lunch and let's talk, or you can say nice things to me on twitter :

@SAZZY

For my fellow design geeks - **Harriet Display Bold Italic & Sweet Sans Pro** were used throughout.