# BRAND
PROPOSAL

// LINK TO LIVE DEMO

Brand Identity
// Statement

I wanted something that felt at home in the modern app landscape but still stood out as recognisable. After revisiting the old colour wheel, I landed on a palette of three core colours: black (#000000), purple (#6f00ff), and orange (#f15a24). From there, I started thinking about how to visually convey the brand.

I'd been experimenting with Illustrator's envelope distort tool using meshes, and had the idea to fill a shape with warped text. I initially considered a microphone or speaker but eventually settled on a megaphone. It just fit the idea of a "shout" better. By the third mesh sketch I was happy. The distortion and slight wriggle in the lines give the logo a sense of movement, which I think subtly reinforces the energy behind the brand.

The resulting brand identity is expressive, modern, and unapologetically bold. The colour palette balances energy (orange), creativity (purple), and clarity (black) in a way that feels at home in digital spaces. Typography choices reflect this same duality , with the playful, angular weight of Brotesque matched against the clean, flexible readability of Roboto. Combined with our dark interface, subtle motion, and generous spacing, ShoutStack's design language creates a sense of confidence without noise. It's a brand that feels loud but intentional.
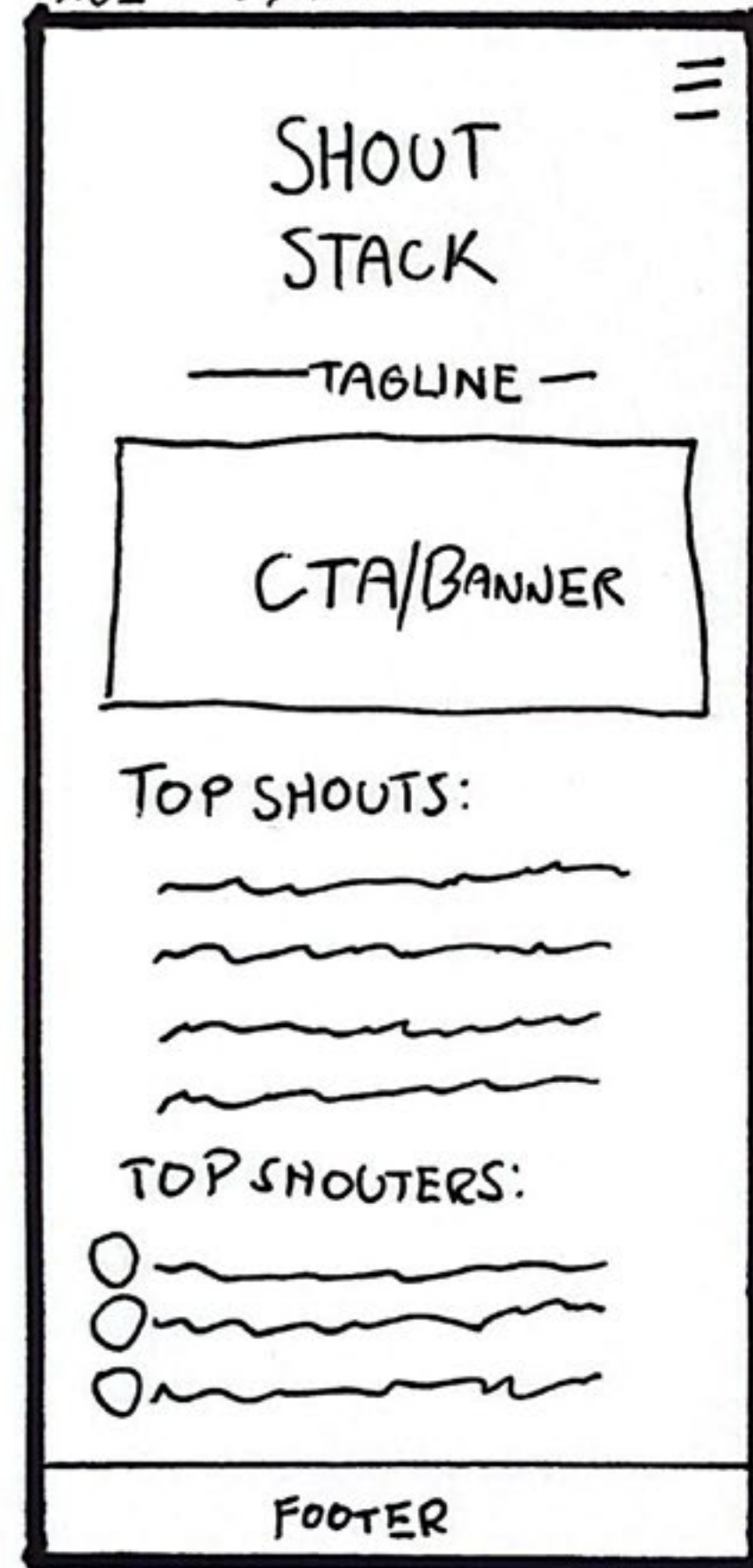

LOGO SKETCHES

SHOUT STACK

SHOUT STACK

SHOUT STACK
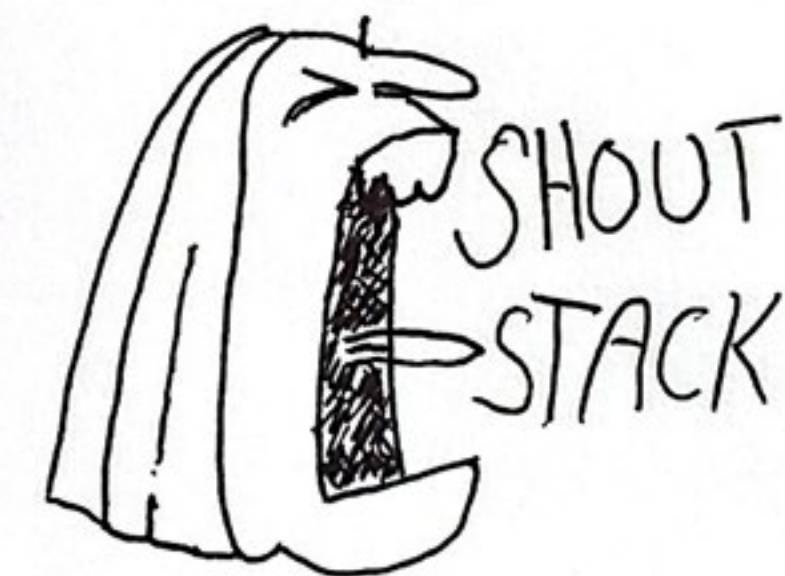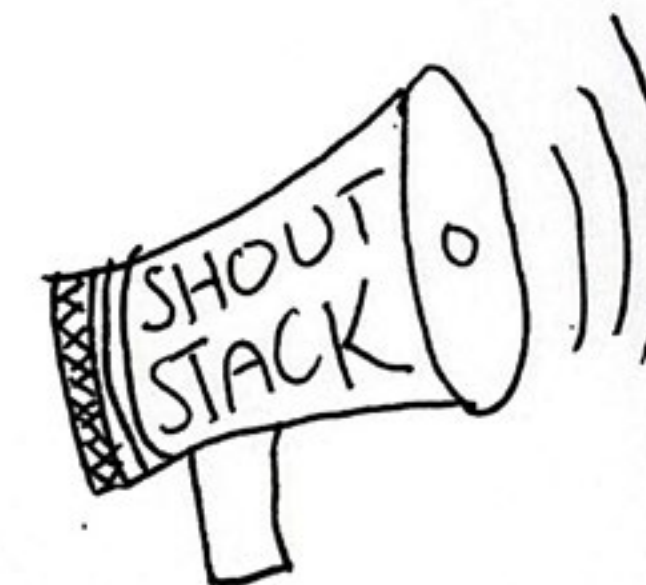
SHOUT STACK

DENBY SERRAO-ARNOT   DSO103   ASSESSMENT 2 "SHOUTSTACK"

WIREFRAMES
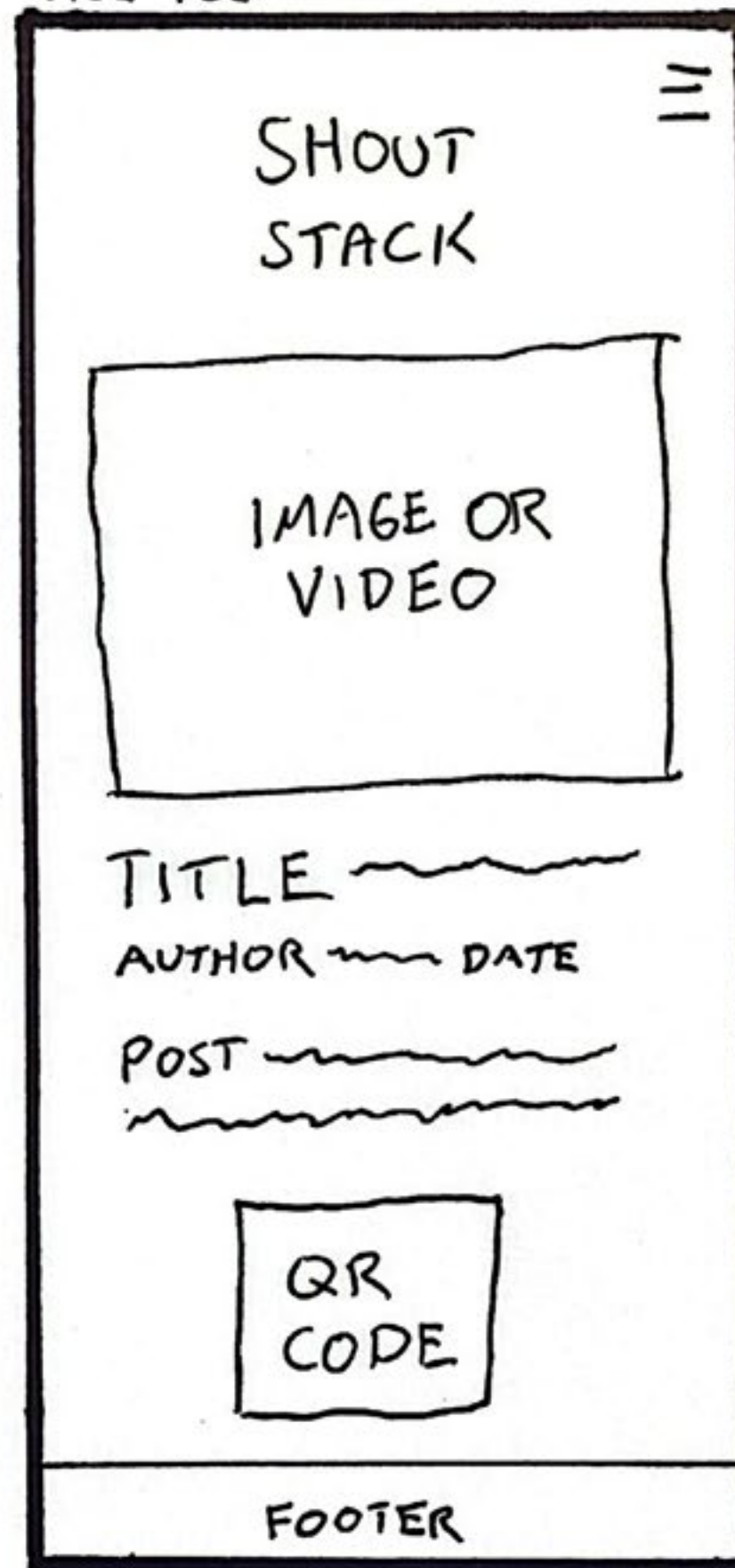
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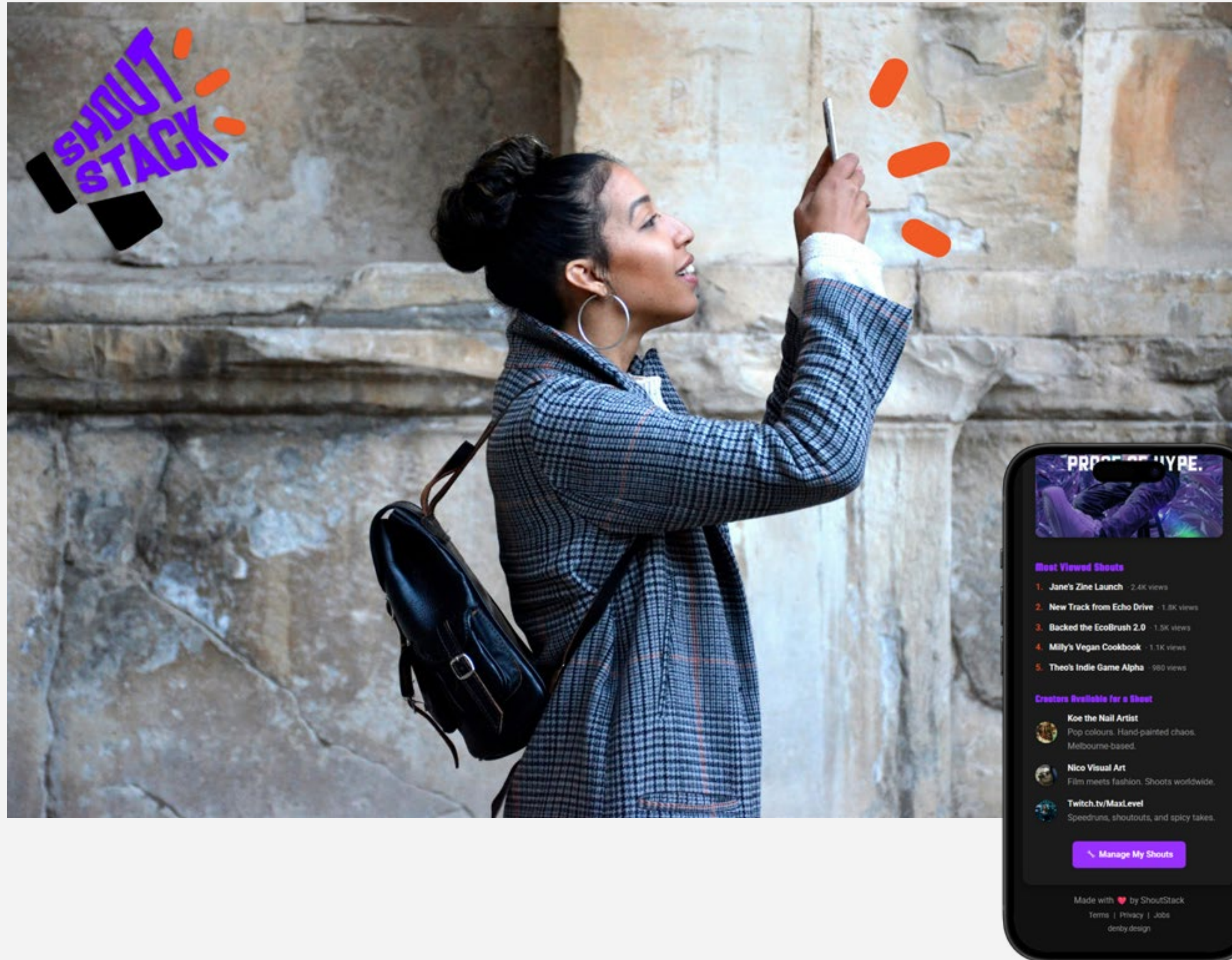DSO103 // Assessment 2

Purpose // Vision // Values

Purpose

ShoutStack exists to amplify voices and spotlight what matters. It's a space to publicly endorse people, projects, or products you believe in, with a lasting record to back it up.

Vision

We see a future where digital shoutouts are part of everyday culture. A kind of social currency built on authenticity, gratitude, and good taste.

Values

We value connection, creativity, and credibility. We believe in lifting others up, leaving receipts, and making noise for the things you love. Profession speciality.
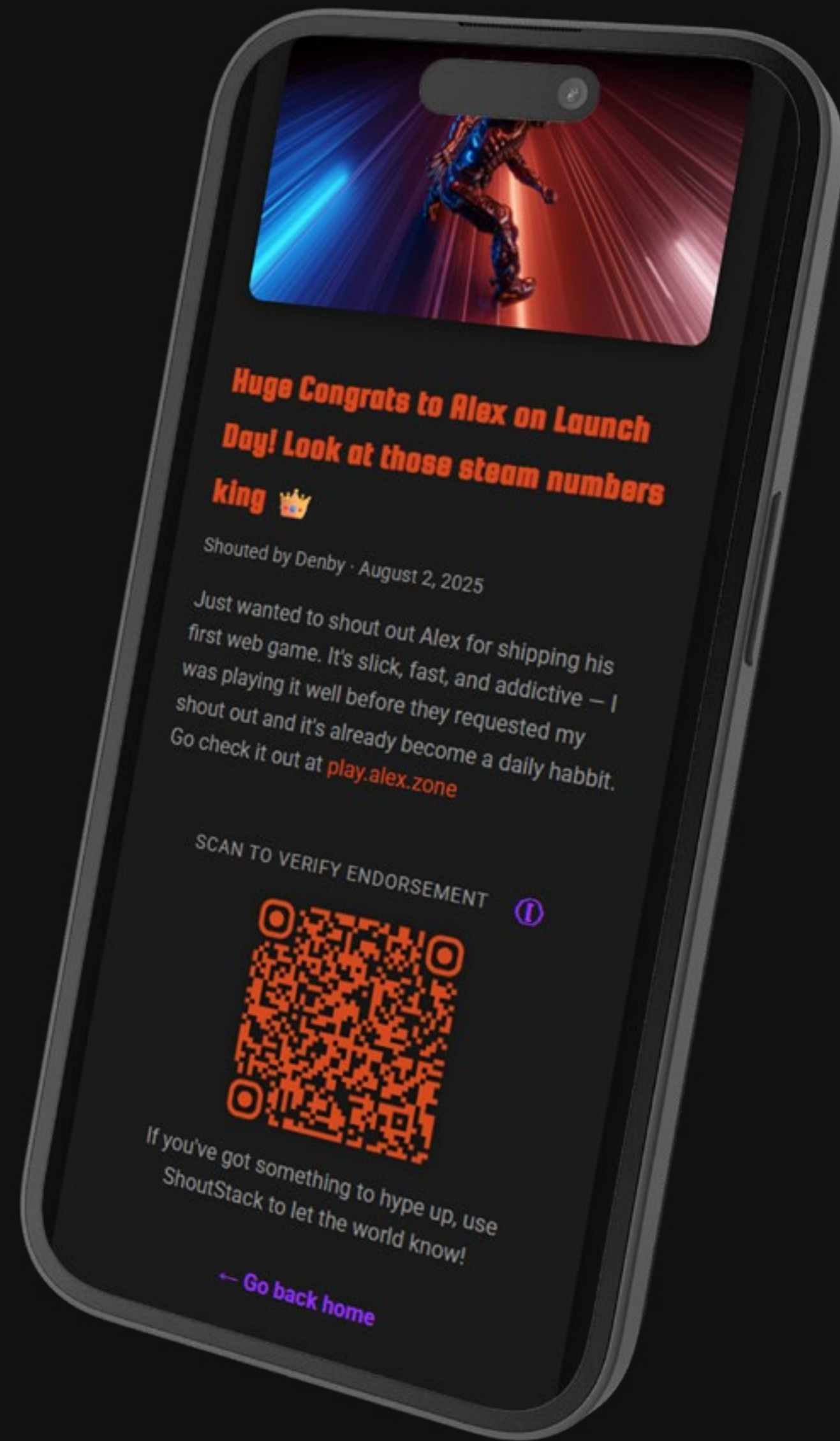
Audience // Research

Details

Our core audience includes creators, influencers, indie teams, and small to mid-size business owners who rely on trust, visibility, and vibes. They're digitally native, often Gen Z or younger Millennials, and hyper-aware of social proof and looking cringe online.
They care about being heard, endorsed authentically, and connecting with people who get it.

To reflect this, we evolved the palette during dev to a deeper, more high-end look, adding luxe purples, burnt orange, and off-whites. The logo was also refined to work on a darker backdrop without losing its shape or energy.

Riley

(they/them)
25 - Zine Creator & Barista

Loves posting lo-fi art, hates algorithm games, dreams of building a niche following.

Uses ShoutStack to endorse other artists in their scene, building mutual credibility through shareable shouts.

Arjun

(he/him),
33 - App Dev & Dad of Two

Released his first indie game and wants a legit way to share press quotes and public feedback.

Links to his ShoutStack profile in his Steam page and Kickstarter updates to build trust with potential backers.

Sienna

(she/her)
29 Nail Artist & TikTok Creator

Grows by word-of-mouth and local buzz. Wants proof of client love and a clean way to reshare it.

Prints her QR shout badge onto appointment cards so clients can scan and share their experience instantly.

Emotional // Proposition

ShoutStack makes users feel backed, trusted, and part of a shared moment. It offers a way to endorse people, projects, or products without the noise or gatekeeping. For creators and businesses, it's authentic marketing with a human face. For supporters, it's a chance to share what you love in a way that lasts.

Shouts are simple, sincere, and searchable, a meeting place between those looking to endorse and those looking to be endorsed, without the middlemen.

Brand // Story

ShoutStack started as a simple idea: what if sharing love, hype, and support online felt more real and lasting? We wanted to build something that stripped away the cringe and gave people a clean, meaningful way to back what they believe in.

It's a digital megaphone with receipts; part celebration, part handshake, part love letter. We're building a world where trust is public, connections are authentic, and support spreads fast. Less influencer noise, more community signal. Whether you're giving a shout or getting one, you'll know it came from someone who meant it.

"BACK SOMEONE PUBLICLY. BE REMEMBERED FOR IT."

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Brand // Positioning

ShoutStack lives in a space between social media and longform content, not another endless scroll, not a cold press release. It's a platform for public endorsement that feels both personal and permanent.

Unlike a tweet or an Instagram story, a shout doesn't disappear. Unlike a newsletter or LinkedIn post, it's lightweight, searchable, and shareable.

Competitors like Linktree, Substack, or even Cameo touch parts of the same market, but ShoutStack is unique in that it centres on mutual value. It's not about broadcasting to fans; it's about building lasting, two-sided connections that scale and using branding to build authenticity and trust with users.

Brand Loyalty
// Audience Engagement

Users come for the validation, stay for the visibility. ShoutStack taps into the joy of being seen and the power of giving props. Profiles grow with each shout received, and embedded QR codes and shareable links make spreading the word easy. Features like surprise shoutouts, badges, and featured feeds encourage repeat engagement and help build a network powered by authenticity, not algorithms.

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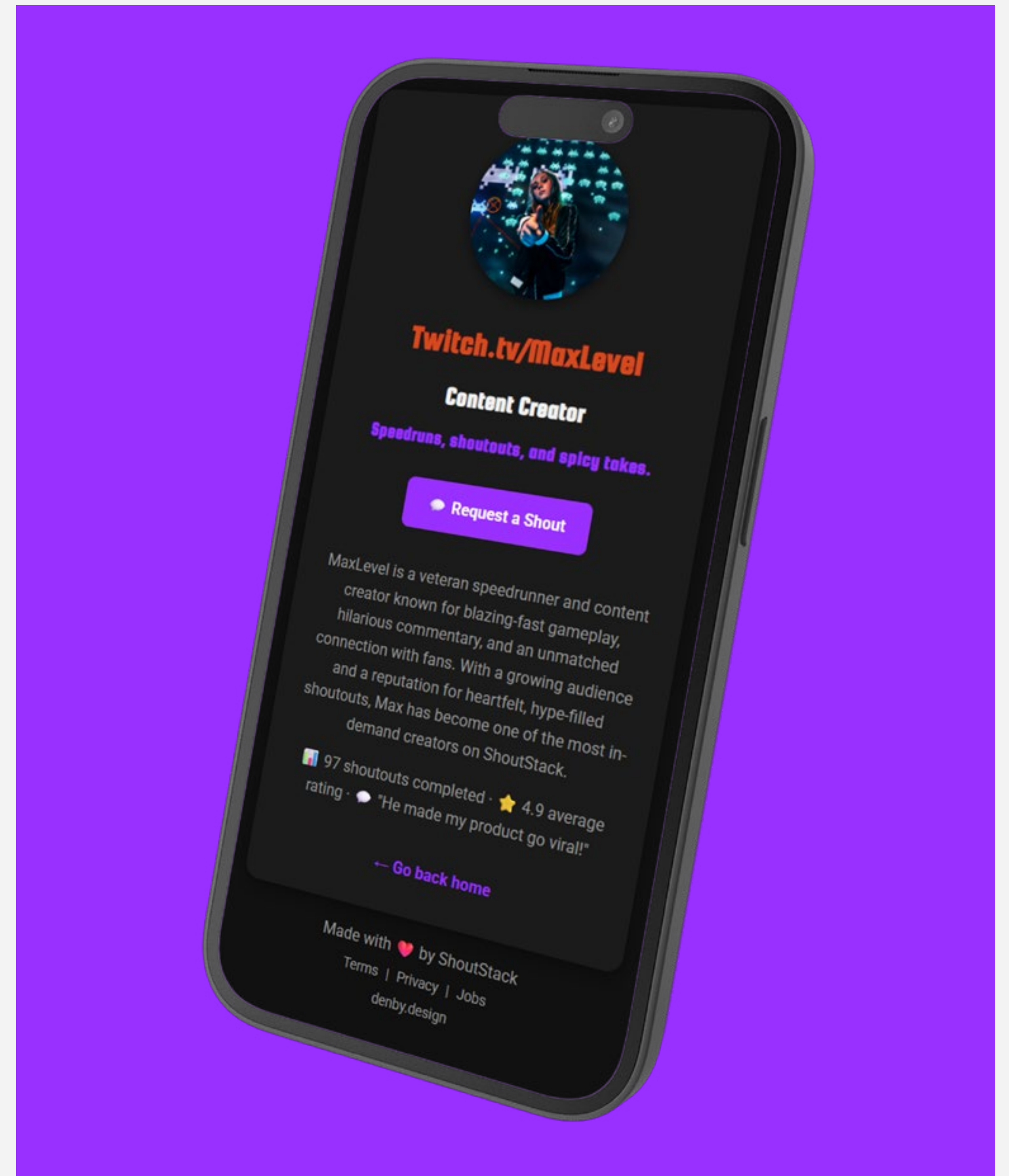
Brand // Competitors

ShoutStack sits in a unique space, but it brushes shoulders with platforms like Cameo, Linktree, and Substack.

ShoutStack takes the best of each and reframes it into something fast, personal, and built for interaction.

PROOF OF HYPE.

Cameo nails personal connection, turning shoutouts into a product, but it's transactional, exclusive, and doesn't scale socially.

It positions creators as performers rather than collaborators, limiting community-building and peer-to-peer value.

Linktree is great for simple sharing and directing traffic, though it's static, with no emotional or narrative layer.

It treats identity as a menu, not a moment, offering function without any real engagement.

Substack supports longform loyalty and creator-owned content, but it's slow, solitary, and text-heavy.

It rewards deep readers but misses the power of quick, social-first interactions that drive discovery and hype.

#111111
CHARCOAL

#6f00ff
DEEP-PURPLE

#9a30ff
ELECTRIC-PURPLE

#d74a1f
BURNT-ORANGE

#f3f3f3
WHITE

LOGO

Brand Culture // Values

ShoutStack's culture is rooted in creativity, community, and low-key celebration. It's a space where shouting someone out is about authenticity, not ego. Features like auto-expiring posts reflect our belief that moments matter more than metrics, while permanent URLs keep the proof alive without the noise.

We value accessibility and have designed with clear contrast, readable fonts, and mobile-first layouts. Our culture welcomes all voices, whether you're shouting out a friend, a client, or a creator you love, ShoutStack is built to be open, respectful, and real.

Brand Personality //

ShoutStack is bold, expressive, and proudly anti-cringe. It's the friend who hypes you up without making it weird. Our tone is casual but thoughtful, confident without being cocky, and always genuine.

We write in first person when it makes sense, and we're not afraid to use slang or emojis, just not too many. We'd rather sound like a real human with good taste than a brand trying too hard.

FONTS

BROTESQUE
Roboto Thin
Roboto
Roboto Bold

Brand // Promise

ShoutStack gives users a simple, stylish way to show support that sticks. We promise every shout will be authentic, lasting, and easy to share. It's a platform built for backing what you love; no ads, no fluff, just receipts. We make public praise feel good, and make it matter

Brand Experience // Touchpoints

Users might first encounter ShoutStack through a shared shout, a QR badge, or social link. The interface is clean, dark, and deliberate, with small animations and hover states that make things feel alive.

From the landing page to the shout post, the experience is designed to feel personal and permanent, more like a keepsake than a scroll.

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CX JOURNEY MAP

Journey Map

| Journey steps	Discover	Explore	Shout	Share
Story	The user sees a shout on social media or a poster with a QR code. Curious, they tap through and land on a clean, simple post celebrating a creator or product. It feels personal, not forced, and they're intrigued enough to keep exploring.	They scroll through the homepage, checking out recent shouts, popular posts, and profiles. The tone feels authentic and positive. They click around a few creators and start to understand the platform's vibe and value.	The user decides to create a shout of their own. They upload an image, write a short message, and add a link. The process is quick and smooth. Hitting "Post Shout" feels satisfying, they've shared something that matters publicly.	Their shout generates a clean link and QR code. They send it to a friend and share it on socials. The post gets views, and the friend appreciates the gesture. The user checks their profile and sees the shout archived, it feels real, like it left a mark.
Actions	Sees a shout via social link or QR code / Clicks through to the ShoutStack post / Lands on homepage or shout feed via social media	Browses top viewed and recent shouts / Scrolls to find someone worth shouting / Clicks "About" or watches demo content	Clicks "Create a Shout" button / Writes shout message and headline / Links project, product, or social	Copies URL or shares directly / Downloads QR code for use / Sends to friends, followers, or clients
Touchpoints	QR code on flyer or poster / Embedded shout on a website / Social media link in bio	ShoutStack homepage and feed / "Most viewed" shout list / Profile pages of creators	"Create a Shout" CTA button / Upload and message input fields / Link field and preview pane	Generated shout link / Downloadable QR badge / Notifications or mentions
Emotions	🥹 👀 🫣	🤞 😎 😍	🎯 🤣 🎉	🥳 🎺 😊
Pain points	Unsure what the platform actually is / Feels like just another promo link / Wary of clicking random URLs	Lacking social proof or reviews / Hard to tell who is legit / Not sure how it all works yet	Doesn't want it to feel cringe / Worried about the quality of a shout bought / Nervous about writing something good	Unclear if anyone saw the shout / No feedback or reaction shown / Link sharing feels impersonal

Brand // Challenges

Socially, there's a fine line between meaningful endorsement and empty performativity. Cancel culture also makes public praise riskier, especially if opinions change.

Culturally, we're up against the cringe factor. New platforms are met with scepticism, and trust is something we have to earn over time.

Environmentally, we're storing shoutouts that never disappear, which raises questions about data longevity and digital clutter.

To offset this, our UX prioritises sustainability, clean interfaces, low file weight, and fast load times. We're designing ShoutStack to feel light, look good, and tread lightly on the web.

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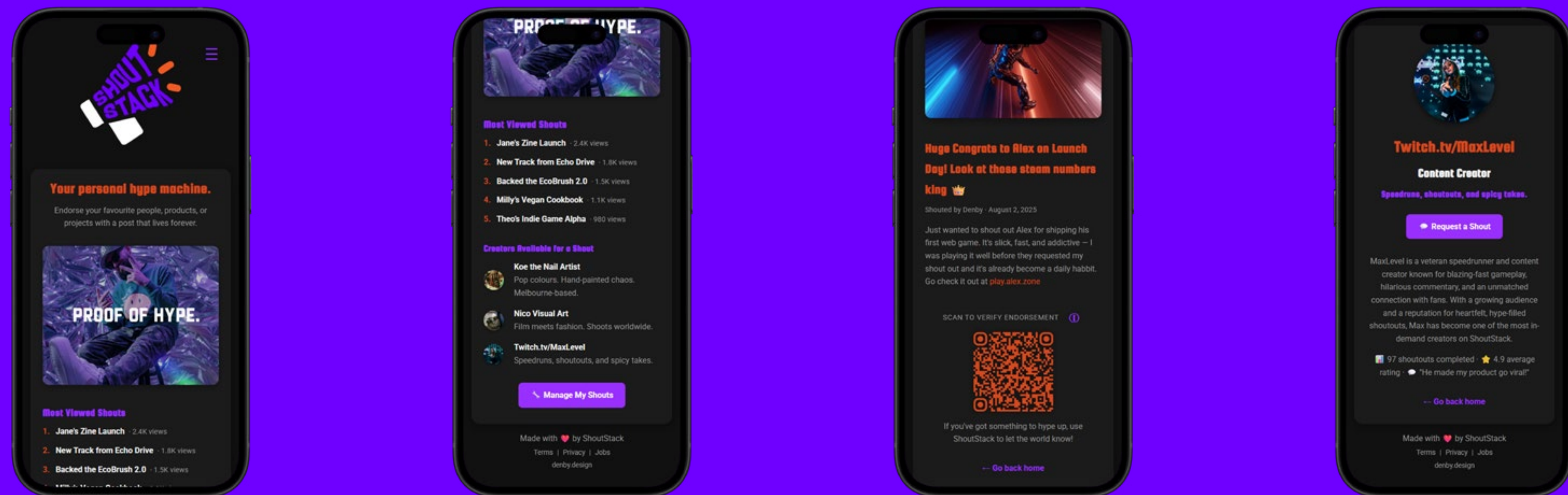
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