



PO-DE

Hyacinth Weng

Who We Are 03

Brand Strategy 06

Visual Identity 10

Verbal Identity 16

Style Frames 18

Applications 23





POSE is an imaging company with a focus in analog film.

We help you slow down from the hyper-efficient and fast paced modern world, to take a break and appreciate the smaller moments in life.

Positioning Statement

POSE is the only analog film focused imaging company that makes widely accessible film and cameras to create an inviting culture around photography for those swept up by the fast-paced modern society because we believe in slowing down and appreciating both the big and little moments in your life.

Pause, look, point, pose, shoot, click, hope, develop, wait, dry, love, and remember.

In the modern world of quick, fast, and instant, it's easy to forget how to slow down and look around. Take a break from all the high speed and focus on the highlights in your life. We want to remember both the big and little moments, appreciate both the highs and lows.

Get away from the quick tap tap tap tap tap and get into the click and snap.



Brand Manifesto

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Target Audience



- . millenials and genz
- . photo amateurs/casual interest
- . those looking for a break from the hyper-efficient digital
- . those who want to cherish the present moment

Competitive Differentiation

- . primary focus on film & break from digital technologies
- . lower price point
- . more accessible; easy entry for a younger and/or amateur audience

Brand Values

Curiosity

POSE wants to inspire you to be curious; curiosity is the compass that leads us to our passions.

Mindfulness
& Presence

We want to help you be more in tune with yourself and the world around you.

Patience

All good things come in time, we want to encourage patience and living life one moment at a time.

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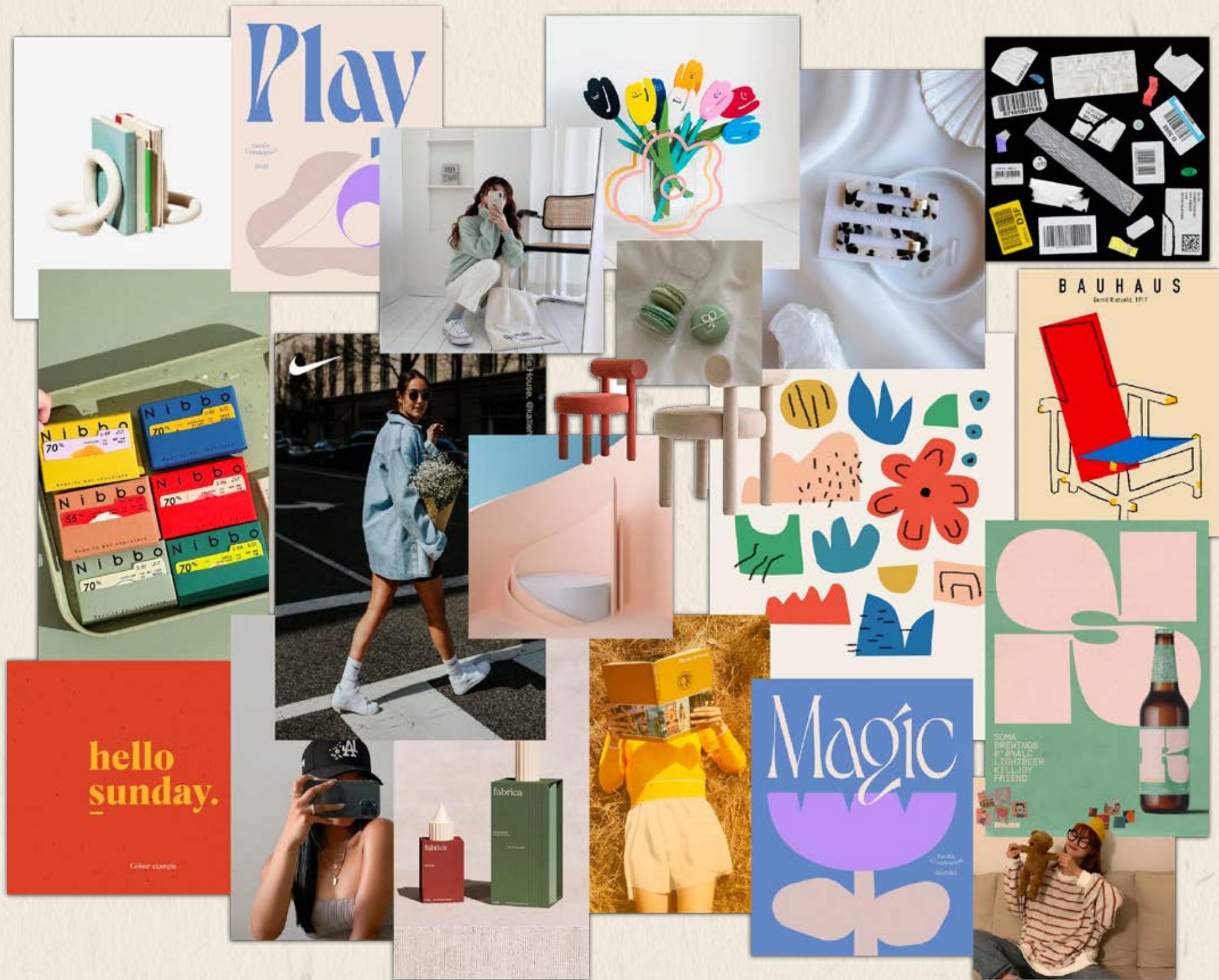
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Personality



cozy

optimistic

playful

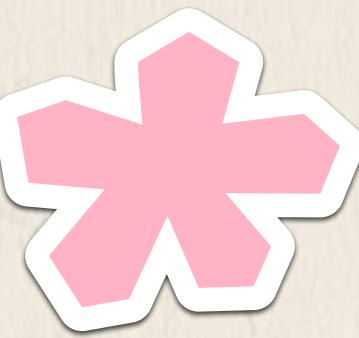
observant

fresh

Color Palette

colors evocative of
the environment we're
creating around our
brand

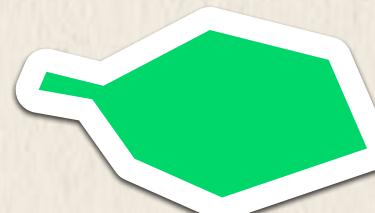
bright colors to
visualize playfulness
and a contrasting
darker color to add a
grounded element



playful pink
#ffb3c5



sunny yellow
#ffbb00



fresh green
#00d76b



inky indigo
#050d41

soft beige
#edebda

Typography

Wordmark Typeface

CHUCK **VERY COOL**

Primary Typeface

Rubik Bold
Rubik Medium
Rubik Regular

Let's stop and smell the flowers
Let's stop and smell the flowers
Let's stop and smell the flowers

Logo



icon

POSE

wordmark



POSE

lockup



sticker

Graphic Elements

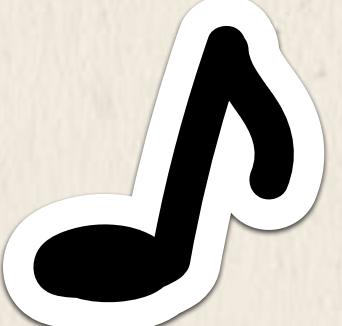
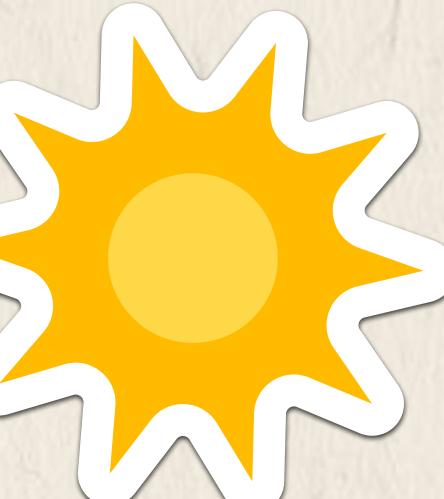


orange trees
in the backyard

June 27
12:41



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Example Copy

when the sunlight hits just right

that long awaited group hug

let's stop and smell the flowers

an accidental twinning moment

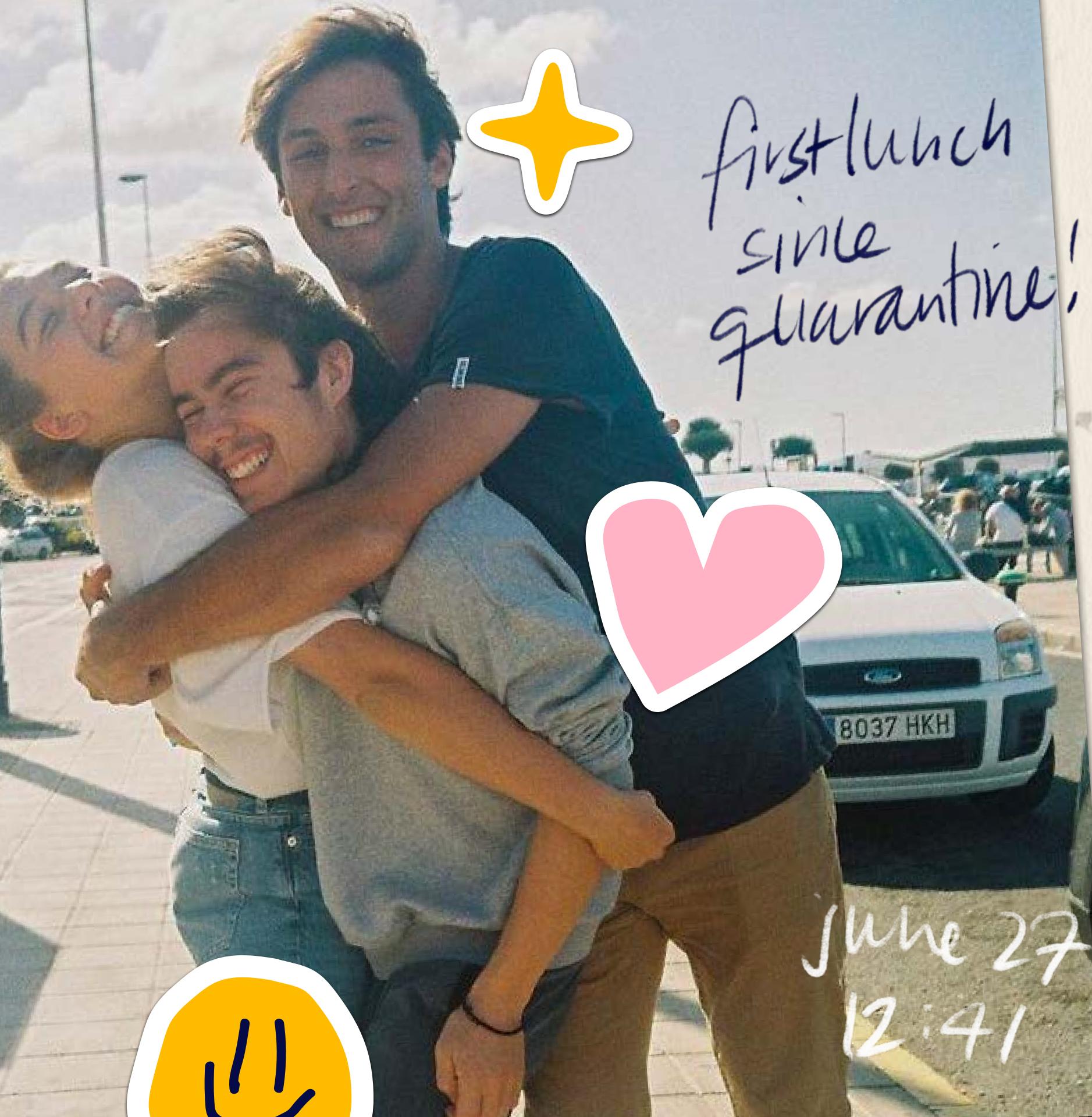
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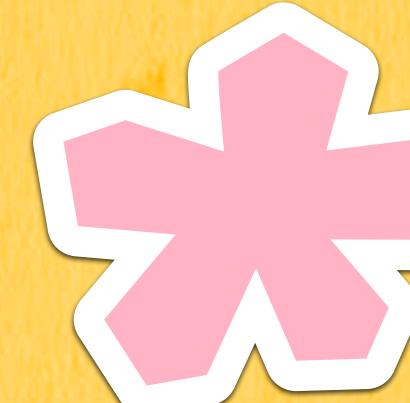
when the sunlight
hits just right





that long
awaited
group hug

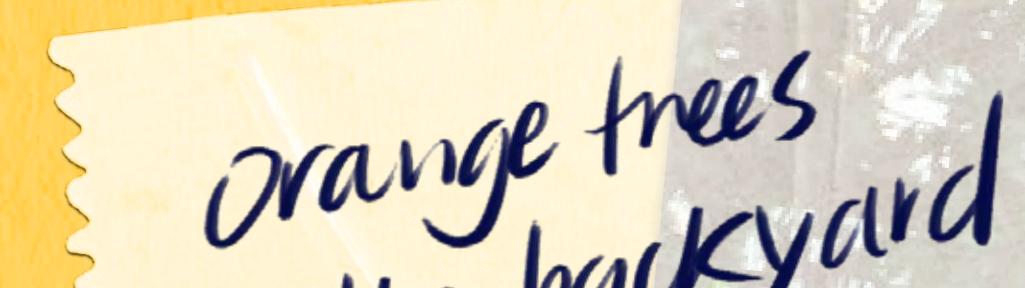
 POSE



let's stop
and smell
the flowers



POSE



orange trees
in my backyard



* an
accidental
twinning
moment



POSE



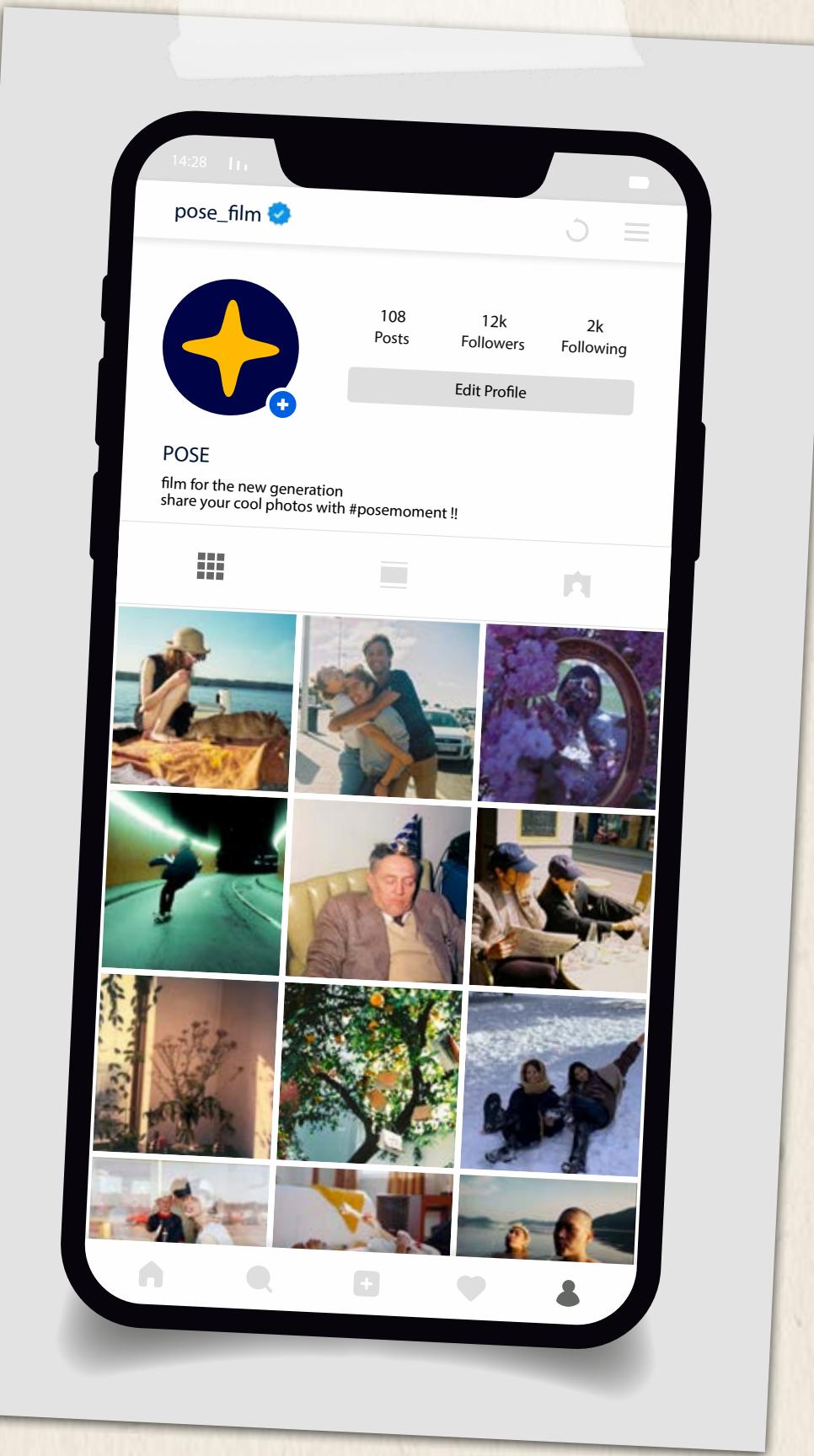
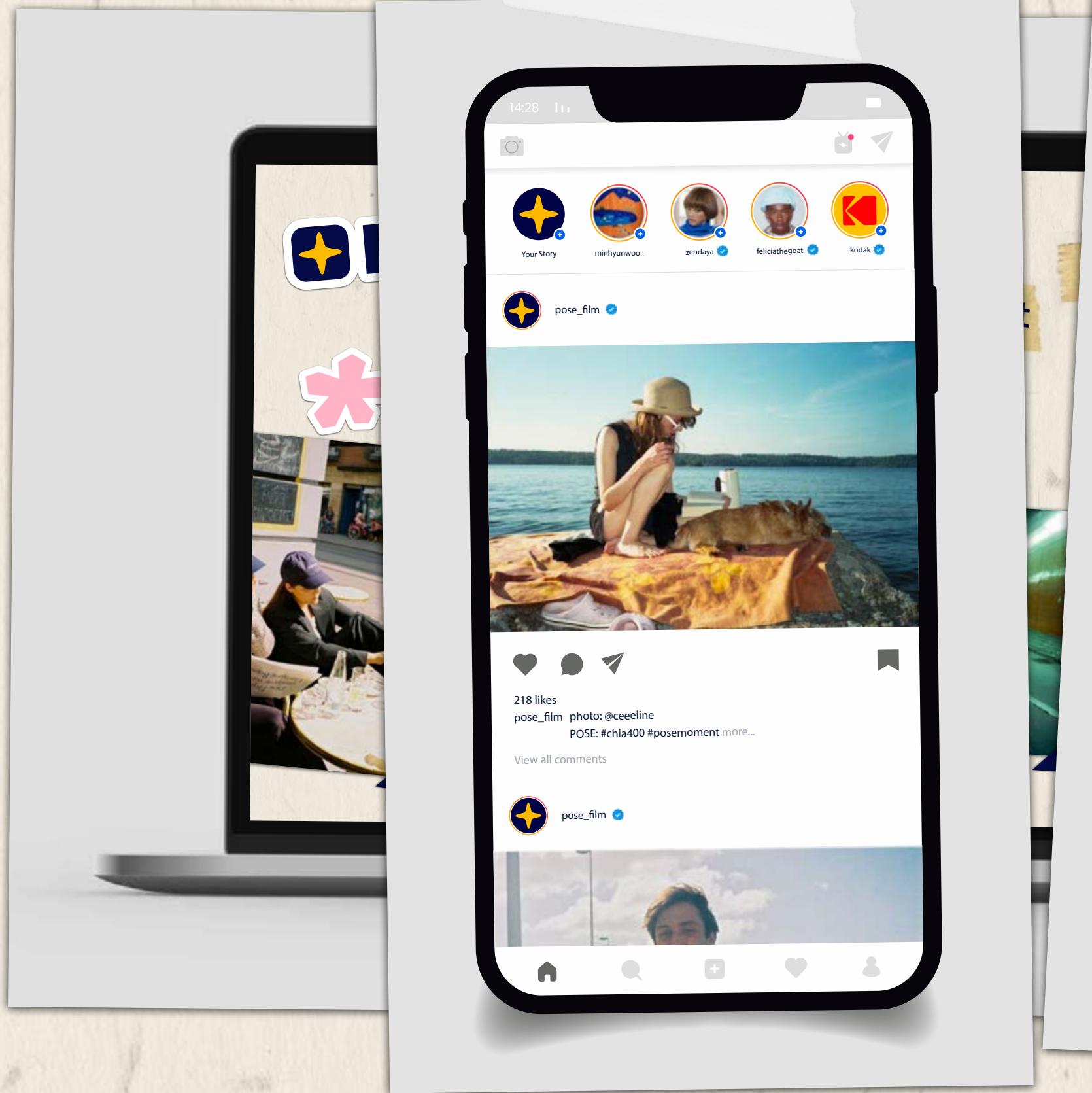
first snow
of the year!



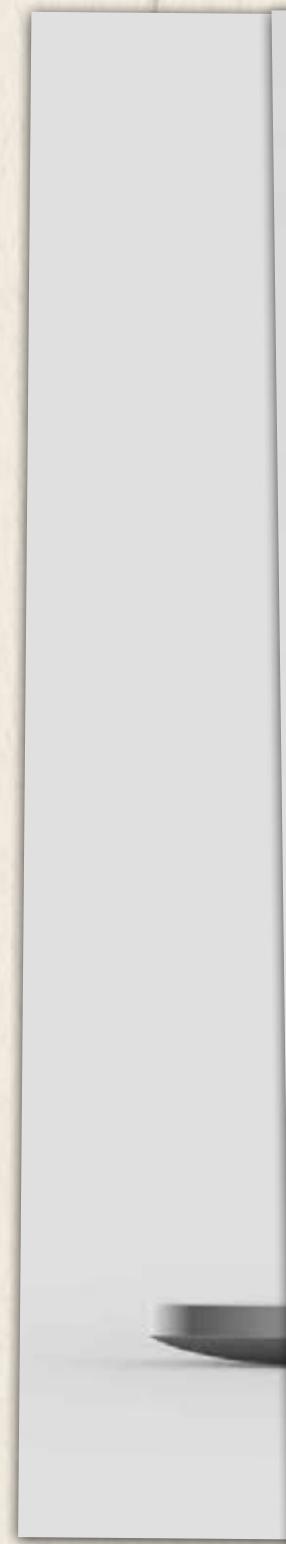
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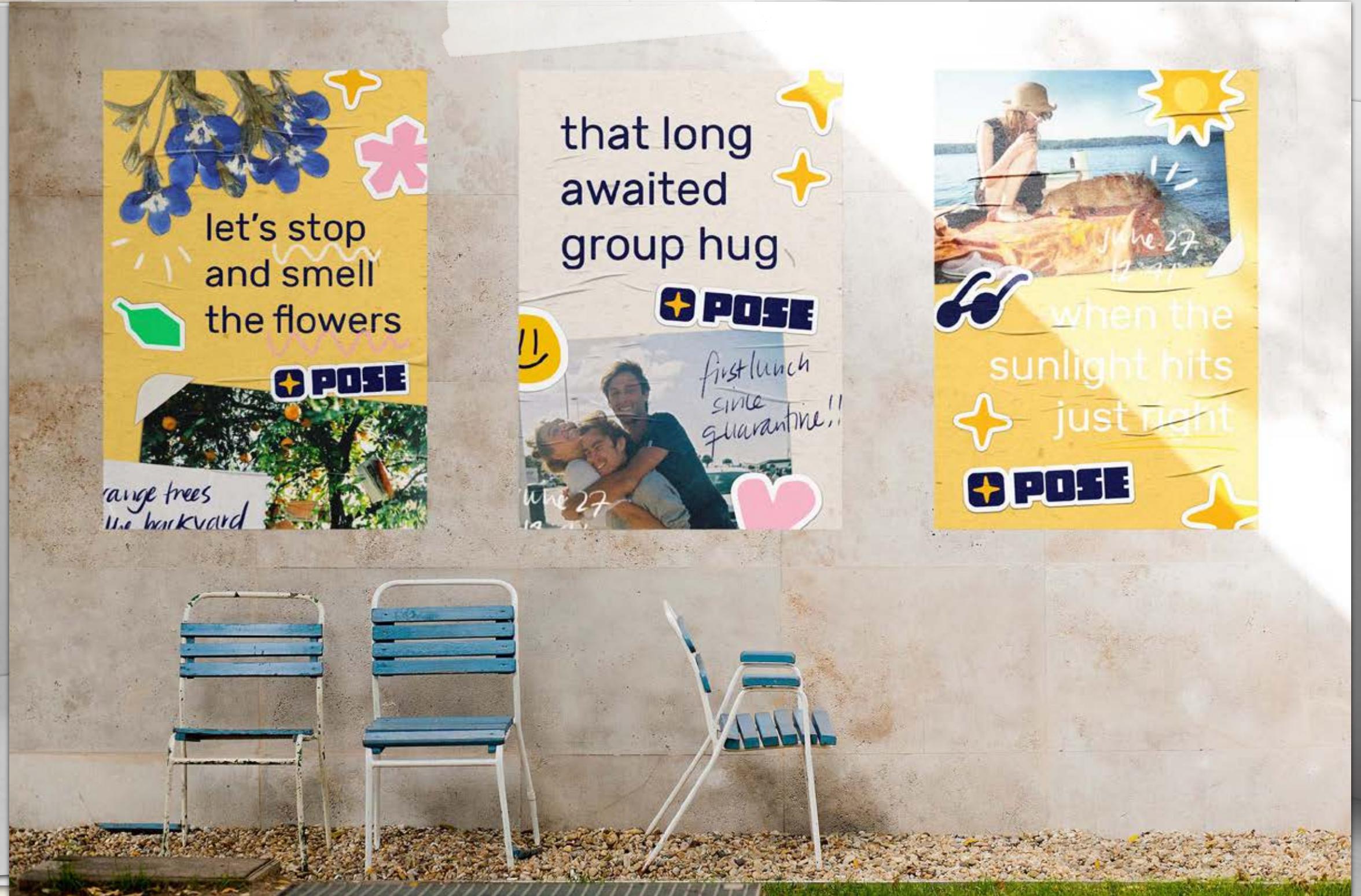












Thank you!

