

Jawbone

Description

Jawbone® is a world-leader in consumer technology and wearable devices, building hardware products and software platforms powered by data science.

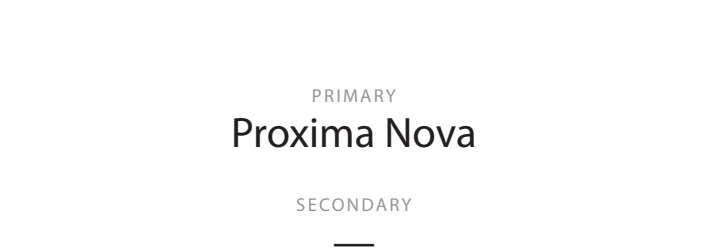
Voice/Tone/Style

1. Similar to fitbit, Jawbone wants its wearables to be front-and-center. It makes the device the centerpiece of every image, whether a framed photo of just the wearable or a photo including a user.
2. Unlike fitbit, Jawbone’s images seem more clinical. They rarely seem to put the user in an active situation, instead focusing on posed shots and opting to make the device personal through the surrounding texts and story.
3. The personalities used are at odds with the staged photographs, encouraging potential consumers to connect with the testimonials and simple stories conveyed.
4. Their website uses whitespace judiciously, opting for other colored backgrounds, but maintaining a clear, neutral color aesthetic.

Logo



Typography



Color



Imagery

