

Scrum Alliance

brand handbook

So, What is this Thing?

This handbook is designed to provide a solid, well-documented foundation for the Scrum Alliance brand, including its conceptual, verbal, and visual elements. It should be used to help those involved with the brand—both internally and externally—understand and work with it effectively. All design, marketing, advertising, and web initiatives for this brand should use this handbook as a baseline. This is a living document meant to reflect the brand in its current and near-future state; it's meant to be reviewed and revised should any major changes happen within Scrum Alliance.

Made especially for Scrum Alliance with love, from Forty

MAY 2010

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Forty



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WHAT'S THE BIG IDEA?

Positioning Statement

This statement combines a variety of elements (benefits, target market, competition, etc.) to provide a clear and concise assessment of your brand's uniqueness in the minds of your customers.

Audience Personas

These fictional, individualized profiles provide clarity and direction when thinking about your target audience—making it easier to imagine who you're working for, and how they feel about it.

Brand Metaphor

This is the heart of the brand, the focused idea that forms the basis for the verbal and visual direction described elsewhere in this handbook. Remember this concept, and everything else will make sense.

Positioning Statement

Scrum Alliance is a nonprofit association transforming the world of work by providing inspiration, guidance, and resources related to the Scrum framework.

Audience Personas

Joe Riley: The Information Hunter



Position/Company
Architect, Perkins & Will

Biggest Problem
“We never seem to have happy clients anymore. There has to be a better way for me and my team to manage our projects.”

Demographics

Age

34

Location

Chicago, IL

Income

\$105,000

Marital & Family Status

Married, 2 young children

Ethnicity

Hispanic

Religion

Christian

Psychographics

Interests & Activities

photography, basketball, blogging

Political Stance

Moderately Conservative

Possessions

Volkswagen Touareg, PC and iMac, Hasselblad camera

Psychographic group

Joe is an “Achiever.” Joe wants himself and his company to stand out and work more efficiently. He is working towards a goal and this drives his attitude and behavior.

Purpose

“I’m looking for information on the Scrum framework for managing my architecture projects. I want to know all about this way of doing business, so I can determine if it’s right for my team, and then bring it back to management for their consideration. I’ll need informational pages, resources I can refer to, a newsletter so I can stay up-to-date, and case studies or testimonials to prove to me that it works.”



Alice Tuskan: The Scout



Position/Company
COO, Green Dot
Advertising

Biggest Problem
“I need to find Scrum-certified talent to get our development team moving down the right path.”

Demographics

Age

48

Location

Miami, FL

Income

\$250,000

Marital & Family Status

Married, 3 teenage children

Ethnicity

Brazilian American

Religion

Roman Catholic

Psychographics

Interests & Activities

Spending time with her family, traveling, reading

Political Stance

Conservative

Possessions

Vacation home, boat

Psychographic group

Alice is a “Belonger.” She values her family and community, as well as where she stands in society. She has very strong brand loyalty and becomes an advocate once trust is gained.

Purpose

“I need a way to find Scrum-certified individuals for our agency’s development team. I’ll need stats on job postings so I can tweak them to get better results. And since we have offices across the U.S., I’ll need to target by region. I’d also love a way to see the candidates profiles before allowing them to send me their resumes. I just like knowing who I’m dealing with.”



Kylie Anderson: The Involver



Position/Company

Trainer & Agile Consultant (CST),
Augman Consulting

Biggest Problem

"I need a better way to plan my CSM class schedules and promote them to Scrum Alliance members."

Demographics

Age

41

Location

Los Angeles, CA

Income

\$550,000

Marital & Family Status

Divorced, 1 young child

Ethnicity

White

Religion

Jewish

Psychographics

Interests & Activities

Writing, temple groups, volunteering, shopping

Political Stance

Conservative

Possessions

Large home, car, timeshare

Psychographic group

Kyle is "Balanced." She spends her money wisely and supports socially conscious movements when she can. She likes impacting peoples' lives and making a difference.

Purpose

"Since CSM courses are my primary income, and I live in a metropolitan area, it's important to me to be able to post and promote my classes in a personalized way that attracts more students. I like being able to customize everything I do. I also run my own website and blog, so import and export functionality matters. I'd love to have reminders for my classes available, and maybe even information on who's planning to attend."



Bryan Augman: The Circle Seeker



Position/Company
Pocket PC Writer, Yahoo

Biggest Problem
“I’m a CSM on a team of writers but want to find user groups I can join so I can get fresh ideas to put to use on my team.”

Demographics

Age

31

Location

Sunnyvale, CA

Income

\$58,000

Marital & Family Status

Single

Ethnicity

Asian American

Religion

Atheist

Psychographics

Interests & Activities

Video games, electronics, online dating

Political Stance

Very Liberal

Possessions

Computers, motorcycle, car

Psychographic group

Bryan is “Needs Driven.” Bryan buys on impulse and craves human interaction on his own terms. He wants to feel adequate and equal with everyone around him.

Purpose

“I’ve got a lot of questions about Scrum, and I’m looking for a user group to be involved in. I want to see who attends so I can figure out if it’ll be worth my time. If I can’t find one that meets my needs, I’d like an easy way to start a new one.”



Arthur Reynolds: The Skeptic



Position/Company
Pastor

Biggest Problem
“Someone in my congregation mentioned Scrum working for our church projects. It sounded interesting, but I need to know a lot more about it.”

Demographics

Age

62

Location

Albany, NY

Income

\$63,000

Marital & Family Status

Widowed, 1 grown child, 1 grandchild

Ethnicity

White

Religion

Baptist

Psychographics

Interests & Activities

Teaching, jogging, volunteering

Political Stance

Very Conservative

Possessions

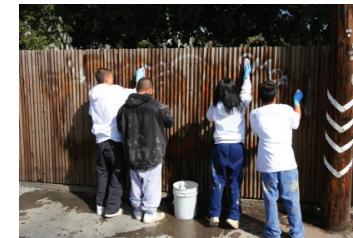
Home, car

Psychographic group

Arthur is a “Belonger.” He values his community and stays involved as much as possible. His family is of ultimate importance and he does not trust easily.

Purpose

“I need to become as immersed as possible into this world of Scrum if I’m going to rearrange my congregation’s projects. If that means traveling to learn, I’m prepared to do so. I’ll need plenty of up-front information about how Scrum will work for my church before making any type of commitment. I’ll also need to ensure my time is well spent, and the speakers and topics are worthwhile.”



Peter Franklin: The Opinionated



Position/Company

Programmer,
Parallax Technologies

Biggest Problem

“Scrum has totally changed the way we work. I want to help people learn about it, and I’m willing to put my time and energy into it.”

Demographics

Age

29

Location

Edmonton, Alberta

Income

\$120,000

Marital & Family Status

Married, no children

Ethnicity

White

Religion

Non-religious

Psychographics

Interests & Activities

Building computers, concerts, video games, road trips

Political Stance

Moderately Liberal

Possessions

Multiple computers, monitors, car

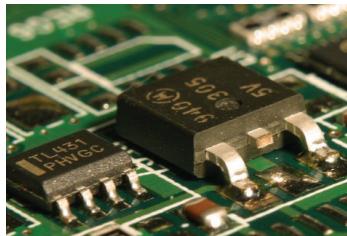
Psychographic group

Peter is an “Achiever.” He wants success within himself and the communities he’s involved in.

Peter will do what it takes to make something happen if he sets his mind to it.

Purpose

“I live for Scrum and software development, so I want to make sure it succeeds, even if that requires sacrificing my time. I want a website that works well and does what I expect it to, and will always offer my opinion on how to make it better. It pains me to see crappy software that’s not doing its job, and if that means I need to give someone a piece of my mind, I’ll do it.”



Brand Metaphor

Scrum Alliance is a reform movement. It's changing the way people from all over the world approach the projects in their lives, while showing them a new and better way to work.



WHAT DO WE SAY?

Content Strategy

Web content can take the form of static pages, blog posts, articles, videos, and more. We'll break down what you should be planning for, how to develop it, and how it should be delivered to your audience.

Persuasion Strategy

Based on the different ways people process their decisions (fast and slow, logical and emotional), this section describes specific things that they'll be looking for in your marketing pieces.

Messaging

A concrete foundation for describing your company will help you to consistently communicate your brand across any platform. This information can be used as a reference guide for anything from creating a brochure to writing pay-per-click ads.

Content Strategy

Content Types

Due to the diversity of personalities and cultural backgrounds of those who'll be submitting articles (solicited or otherwise), the website should allow for the producers of content to submit in the medium with which they're most comfortable. There should be an accommodation for all varieties, including video, images, audio, and written pieces. The content accepted and published should reinforce the sense of community and authority that Scrum Alliance provides, through their high-quality educational content and useful perspective.

Schedule

In order for Scrum Alliance to become a trusted and relevant information hub for Scrum, there will need to be a steady flow of content on the website at all times. There should be on-going messaging to encourage members to submit articles of various formats often, and content received in batches should be scheduled out so it goes live gradually over time. This steady flow of content will keep the site popping up frequently in RSS feeds, social bookmarking sites, blog posts, and search engine results. In order to accomplish this goal, there should be specific editorial calendars for the articles section, and separate RSS feeds for individual user group pages, trainers, and individuals.

Content Access

The Scrum Alliance website should be accessible by anyone, regardless of their membership status within the organization. All articles, event postings, agendas, schedules, etc., whether member-submitted or solicited, should be accessible to anyone visiting the website. This will ensure that anyone can get to general information about Scrum without feeling pressured to join, which aligns with the relaxed and open feeling Scrum Alliance wants to portray. Members-only content should be limited only to newsletter-type communication to members who've opted to receive specific information. It should be noted that only members of Scrum Alliance can contribute information. This will ensure credibility and help to prevent junk posting from spammers.

Content Strategy: Articles

Schedule

An editorial calendar should be in place at all times for solicited articles so there is a constant stream of authoritative pieces being added to the website and RSS feeds. Editorial calendars should contain suggested topics to cover and publication dates. This calendar (or portions of it) should be accessible by members, allowing them to volunteer to cover certain topics and agree to a decided-upon timeline. Member-submitted articles should always be encouraged and can be submitted as often as the author would like. Ideally, five new member-submitted articles should be added to the website each week for the information to stay fresh but since many more articles than this will be submitted, members should have access to a queue in which they can vote up articles of interest.

Article Sub-Pages

In order to promote linking to the Scrum Alliance website, all article pages should be free of clutter and work to showcase the author's content. This can be achieved by emphasizing the author's bio and contact information, the piece itself, and leaving other areas clear of advertisements or promotions for other areas of the website. This will encourage direct linking instead of re-posting of the content to personal websites because authors will feel their article is adequately displayed and there will be no reason to repost the content.

Tone, Style, & Mood

All solicited articles should be written with humor and honesty in mind. This means taking a light-hearted tone to the information, with adequate linking to any sources used in the article. For member-submitted articles, Scrum Alliance should provide a simple list of suggested guidelines to help guide authors down the right path. The style of all pieces should focus on information and resources, with some room for editorials or entertaining pieces. When visitors to the website read these pieces, they should feel inspired and motivated, and that they've received information that they can immediately begin applying in their own situations.

Content Strategy: Member-Generated Content

Content Types

Member profiles are an important area of member-generated content on the website. Members should be able to create detailed profile pages which they can fill with as much or as little content as they want. These profiles should be designed such that they easily act a member's full Scrum-related website. Other areas where user-generated content will play a large role include submitted articles, upcoming class listings (both for the instructor and attendees), event postings for user groups, and content on user group profiles.

Sharing & Exporting

Social media sharing tools should be available wherever possible to encourage the spreading of information, resources, events, and whatever else a reader deems valuable. This will be a useful tool in Scrum Alliance's mission to transform the world of work. Exporting functionality will also be important to consider so members or visitors can easily download calendar events, post certain items to an external blog, or share by email. It will also be helpful to allow for other members of the community to comment, express their approval of, or flag items for moderation.

Encouraging Participation

Since the website will rely fairly heavily on member-generated content, it will be important to encourage members to contribute on a frequent basis. This can be done in the members-only newsletter, messaging throughout the site, and by featuring member-generated content where possible. Members should feel comfortable with posting as much content as they want and there should be strong moderation to ensure a high standard of content as the norm. Incorporating interaction into member-generated content and helping members to see the value of contributing to the community will also help to encourage future postings and frequent website use.

Content Strategy: User Groups

User Group Pages

Scrum Alliance user groups should have access to their own event posting system and upload area within a user group profile. This area should act as a standalone website, with agendas, minutes, member bios, videos, articles, or whatever the members want to post. The user group areas should be flexible in how much content active members decide to post, encouraging participation but not requiring it. There should be built-in areas where content may be posted to fill out the user group profile, including:

- Detailed event posting with export and subscription functionality
- Video, images, articles, with comment sections
- Group-specific RSS feed
- Meeting locations/agendas
- Webinar functionality/resources

Guidelines

User group members should be able to see general Scrum Alliance guidelines, as well as guidelines specific to each user group. This will allow user group members to be empowered in determining how they'd like the user group to work, and in what content gets posted. Included in this area will also be information about starting a user group, and what kinds of things a member will need to know in order to create a user group of their own.

Content Strategy: Gatherings

Content Types

Scrum Gatherings should have a separate event posting system and upload areas for the unique data associated with the events, including the following:

- Event descriptions
- Programs/agenda
- Speaker bios
- Sponsors
- Post-conference notes and materials from open space
- Archive section for conference recordings and video

Tone, Style, & Mood

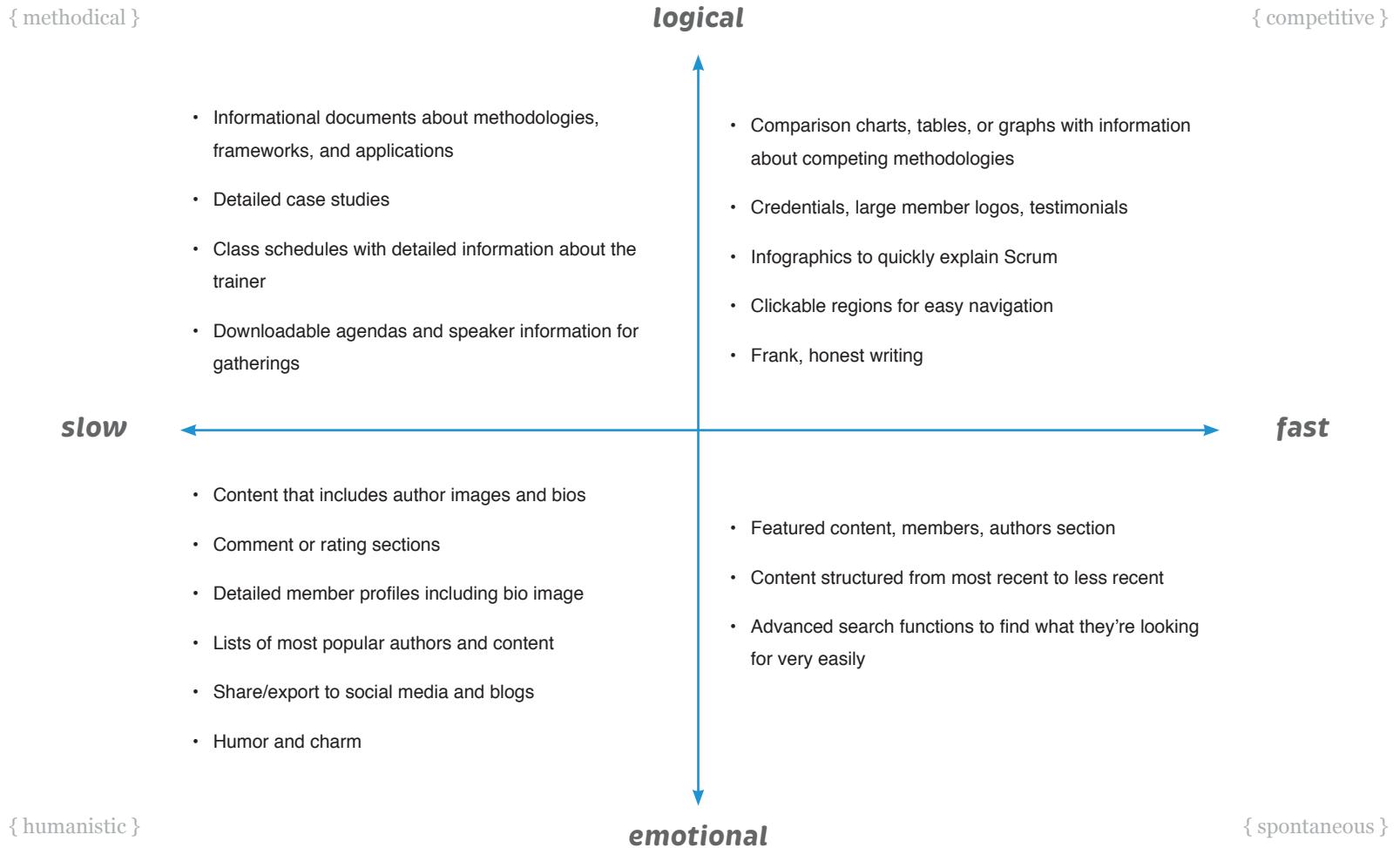
There should be a consistent feel across all gatherings in the imagery, wording, and available information. There should also be a coherent look to all Scrum gathering event pages, with the primary modifications being in the schedule, location, and speakers, the dynamic content of the events. This will help to solidify the Scrum Gatherings' image as significant global events with top-notch information and speakers. The tone of all gathering communication should be friendly and exciting, with specific wording on what types of information will be covered so someone can easily understand if it's something they'd be interested in attending.

Gathering Event Pages

Upcoming gatherings should have prominent real estate throughout the site, encouraging members and site visitors to learn more. The specific gathering event page should consist of clear navigation and include as much information as is available. Having a physical event promoted on the site helps establish the legitimacy of the Scrum Alliance. On their own, these gathering event pages should act as websites for the individual events and allow visitors to do everything including learning about the gathering, registering, and finding information about travel and accommodations. There should also be social media integration where possible, to encourage sharing conference details to attendees' influence circles.

Persuasion Strategy

All people process information differently. This chart explains what types of information should be considered when creating any type of marketing communication to ensure that all individual's preferences and needs are addressed so they can connect with you easily.



Messaging

Sample Headlines

- Succeed with Scrum
- Transform Your Team Meetings
- The New Way to Work
- Pace Yourself: Scrum Solves Sustainability Concerns at Work
- Understanding Your Clients through Ongoing Communication
- Get Projects Done with Scrum
- The New Way to Plan Events
- Accomplish Personal Goals with Scrum
- Get that Novel Finished with Scrum
- Mastering Client Relationships
- Discover How Easy Scrum Can Be
- Transforming Team Culture
- Rethink Your Meetings
- Master Scrum in 5 Minutes
- Succeed with Scrum on Your Own

Sample Keywords

- Accomplish
- Inspire
- Succeed
- Finished
- Master
- Understand
- Team
- Value
- Done
- Reform
- Easy
- Transform
- New way
- Improve
- Discover
- Rethink
- Work

Sample Phrases

- Talking is easy; doing is Scrum
- Search the collective
- Join the movement
- Learn the ropes
- Get certified, change the world
- Take it back to your team
- Do what matters
- Make it official: get certified
- Help us transform the world of work
- Learn the art of Scrum

WHAT DO WE LOOK LIKE?

Colors

Long before people begin reading your words, their brain has already made snap decisions just off the colors alone. Colors can have a physiological and social impact on a person, so choosing the right colors will make a big difference.

Typography

Careful typeface selection, though it may barely be noticed by the viewer, can be used to evoke certain moods, emotions, time periods, or cultural references that support and strengthen your message.

Visual Elements

In this section we describe styles of textures, patterns, icons, illustrations, photos, etc., that can be used to set a specific tone in your marketing materials, visually reinforcing the brand concept.

Background

Newspaper Metaphor

A newspaper is a trusted source for information and acts as an authoritative resource. It's made up of content overseen by editors, columnists or staff writers, and reader contributions; operationally similar to how the Scrum Alliance website will function. Newspapers must also ensure they have mass appeal for a wide variety of audiences.

A newspaper is also a source for finding events for the community without being the organizers of those events, similar to the certifications and user groups of Scrum Alliance. Occasionally, a newspaper must run special sections that focus on a particular topic, similar to the Scrum Gatherings.

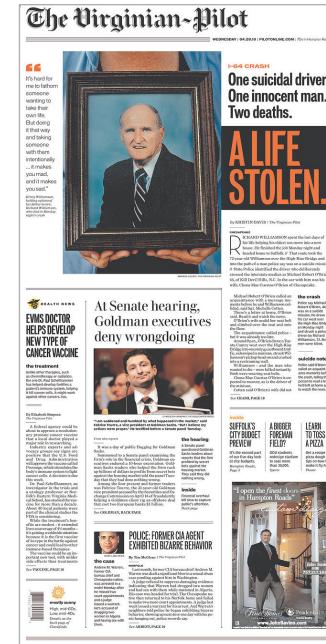
The newspaper metaphor touches on the fact that there are many types of content to organize and many entry points for a reader to get involved, making it a perfect ideal for Scrum Alliance.

Inspiration

Taking the newspaper metaphor further and looking at publications in general, *Wired* magazine became the biggest source of inspiration for the Scrum Alliance website. It's open, exciting layout and content draws parallels with the need for an ever-changing, yet always motivating web presence for Scrum Alliance.

Wired is also notorious for jarring, and somewhat stirring headlines and content, intending to inspire their readers into action. This aspect of the magazine aligns perfectly with the type of information being housed on the website and can help to inspire a consistent structure throughout all marketing pieces.

Visually, *Wired* combines strong black and white content with punches of color to create a unique, recognizable visual style which can be used to guide all future marketing materials.



Colors

The chosen colors were inspired by the existing color palette with slight variations to add variety and visual interest throughout. Black, white, and shades of grey were added to the palette to help solidify the authoritative tone that the website must convey.

Like a newspaper, building a foundation of black and white will allow for a showcase of unique content. It's appropriate for a the Scrum Alliance's brand metaphor, reform movement, because it provides validity and weight.



White



R173 G175 B178



R99 G100 B102



Ro Go Bo



R248 G151 B40



R209 G86 B28



Ro G149 B213



R27 G66 B152



R114 G191 B68

Typography

Considering the large amounts of dynamic content on the website, we chose typography that's easy to use and flexible.

Helvetica was selected for body copy due to its clean and readable appearance. It also converts nicely to printed materials because it was originally created for such uses.

Georgia was chosen for its friendly feeling and provides a balance to Helvetica's structured style. It also has a very journalistic feel.

Brevia is an additional friendly sans serif available for both online use and printed materials with proper licensing. It adds a humanist yet modern touch to headline and accent elements.

Helvetica

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz
0123456789

Georgia

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz
0123456789

Brevia

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz
0123456789

Brevia Bold Italic
AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz
0123456789

EXCITING HEADLINE

Sidebar Head

Person Name

LOREM IPSUM

Nam ut as perunt exero blabor
as qui cum [link](#) »

SIGN UP 

Lorem Ipsum Dolor

LOREM IPSUM

Nam ut as perunt exero blabor
as qui cum [link](#) »

Visual Elements

a

b



**LOREM IPSUM
Dolor**

LOREM IPSUM

Nam ut as perunt
exero blabor as qui
cum [link](#) ↗

c



d

con cuptata temporum
dolores trumet labo.
Agnim dolorib usdaest 
iandelApe nonsequas

Nam ut as perunt exero
blabor as qui cum que
rempe minvenim et officiis
alit litium ipite volecum,

unt inciae es a deraepudi
quiaue volorem suntias
eaqui dipicat occaborest,
que ipicitae pos dolorup

tatiber sperrovidem voles
ariam everum, ipsundae
sundit officil inumente
expla delibea tempedi

e

Nam ut as perunt exero
blabor as qui cum que
rempe minvenim et officiis

alit litium ipite volecum,
unt inciae es a deraepudi
quiaue volorem suntias

eaqui dipicat occaborest,
que ipicitae pos dolorup
tatiber sperrovidem voles

ariam everum, ipsundae
sundit officil inumente
expla delibea tempedi



www.flickr.com/photos/christophererin



The visual elements are focused on being open and clear, while still incorporating elements of surprise. Presenting content in an open, unconfined atmosphere suggests a work-in-progress.

- a. Rounded drop shadow, similar to partially lifting a piece of paper up off a table, can be used to gently separate sections.
- b. Light grey background for occasional use, with white frames and slight drop shadows, giving the appearance of items being lifted off the page.
- c. Treatment for staff/columnist headshots.
- d. Clickable regions for ease-of-use, especially with mobile devices and the iPad.
- e. Large black area, perhaps a footer treatment, with a slight radiant glow at the top.
- f. Existing logo.
- g. Rules/dividers are a combination of heavy and light — heavy in smaller areas and light dotted lines for divisions of content.
- h. Background color block, used sparingly and with a light touch.
- i. Callout or graphic can be used for layering and supporting artwork in a variety of colors.
- j. Sketch-style graphics will be used to distinguish between user-generated content, which will likely be of a wide variety, and "house" articles which will need a more consistent feel.
- k. Light grey vector icons can be used for typical web site icons meant primarily for wayfinding and visual explanation. The light grey elements will help to tone down vivid content.

WHAT'S EVERYONE ELSE DOING?

Messaging

Breaking down and analyzing the most common words and phrases used by your competitors will allow you to understand how your brand can develop a memorable and refreshing voice amongst the noise.

Visuals

Your goal is to stand out, not blend in, and this section will help you identify patterns in your competitors' visual conventions, so you'll know what to avoid. Who wants to look like them, anyway?

Tone

Find out where competitors' branding and messaging efforts rank in relation to each other on various scales. This will help you learn how your brand can stand out from the crowd and offer something new to the market.

Messaging: Overview

General Tone

In general, others in the marketplace of Agile training and consulting seem to be very software-focused. (The Project Management Institute appeals across industries, but isn't Agile-specific.)

The tone across the board is neutral and conservative, and their websites generally don't say much about the organizations. (Mountain Goat Software is an exception that actually does a pretty good job of communicating a clear, memorable message.)

The marketplace is generally lacking in interaction, personality, and aesthetic appeal. It's very practical and analytical, leaving opportunity for a charismatic and personable brand to grab the audience's interest and respect.

Taglines/Purpose

"Improving the profession of software development."

"We support those who explore and apply Agile principles and practices to make the software industry productive, humane, and sustainable."

"Scrum & Agile training and consulting that helps teams succeed with agile software development."

"The mission of Agile University is to instill Agile principles, share knowledge of Agile practices and advance the adoption of Agile approaches."

"Nationally-recognized Scrum practitioners and an Agile-friendly corporate environment make Improving the ideal provider of Scrum training."

Most Common Terms

- Developer/Development
- Software
- Team
- Community
- Resources
- Organization
- Network
- Framework
- Consulting

Messaging: Language Analysis

Scrum.org

Readability: 40% (9.8 Gunning-Fog)¹

Average sentence length: 16 words²

Lexical density: 39.8%³

Top words & phrases:

- Professional Scrum developer
- Scrum developer program
- How to use
- Level of knowledge
- Scrum developer trainer
- Professional Scrum master
- Knowledge and skill
- Scrum developer
- Professional Scrum
- Scrum knowledge

Agile Alliance

Readability: 25% (11.4 Gunning-Fog)

Average sentence length: 18 words

Lexical density: 44.3%

Top words & phrases:

- Agile software development
- Agile acceptance testing
- Test-driven development
- Scrum and XP
- Software development
- Agile software
- Agile acceptance
- Agile processes
- Software
- Development

Project Management Institute

Readability: 17.3% (13 Gunning-Fog)

Average sentence length: 19 words

Lexical density: 39.8%

Top words & phrases:

- Project management profession
- Professional development units
- Body of knowledge
- Project management
- Project managers
- Professional development
- Degree programs
- Academic programs
- Global standards

¹ The Gunning-Fog index is a rough estimate of the number of years of education that a person requires to understand the text. A universal understanding would be an index less than 8.

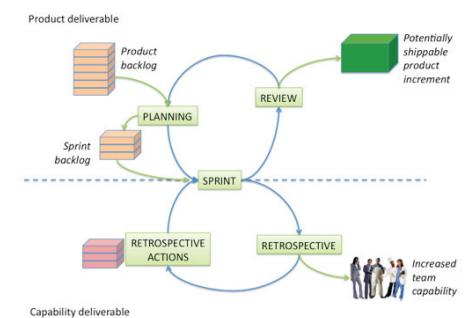
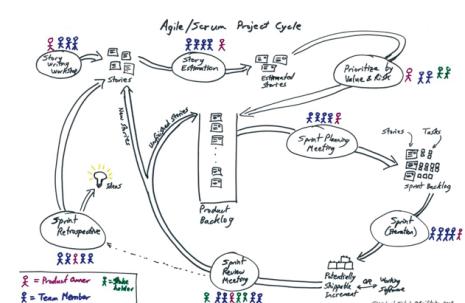
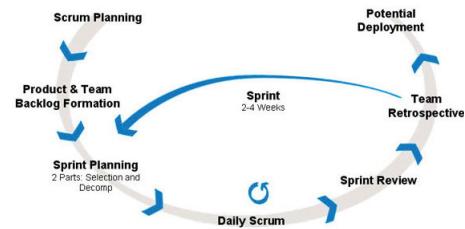
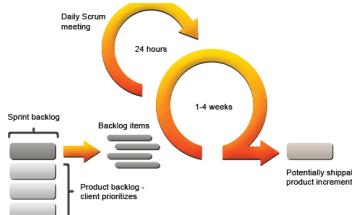
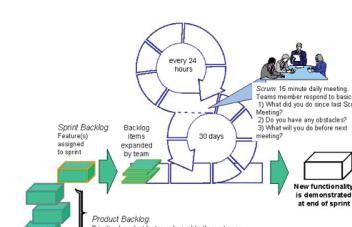
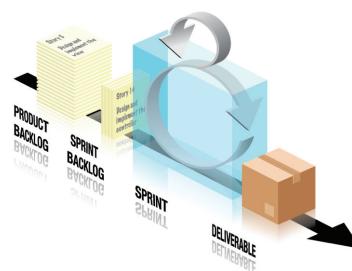
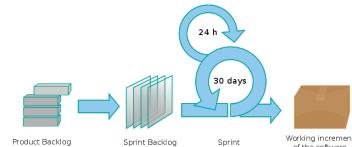
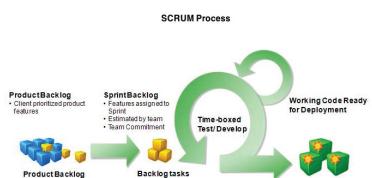
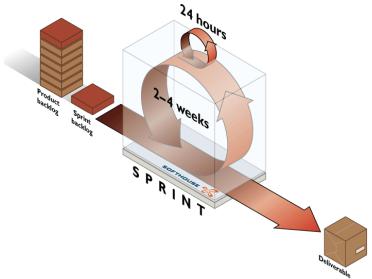
² The ideal sentence length runs between 15 and 20 words. This length is ideal based on chunking and human memory principles.

³ This is a measure of the number of different words occurring in a text over the total number of words. Texts with lower densities of 40-50% are more easily understood.

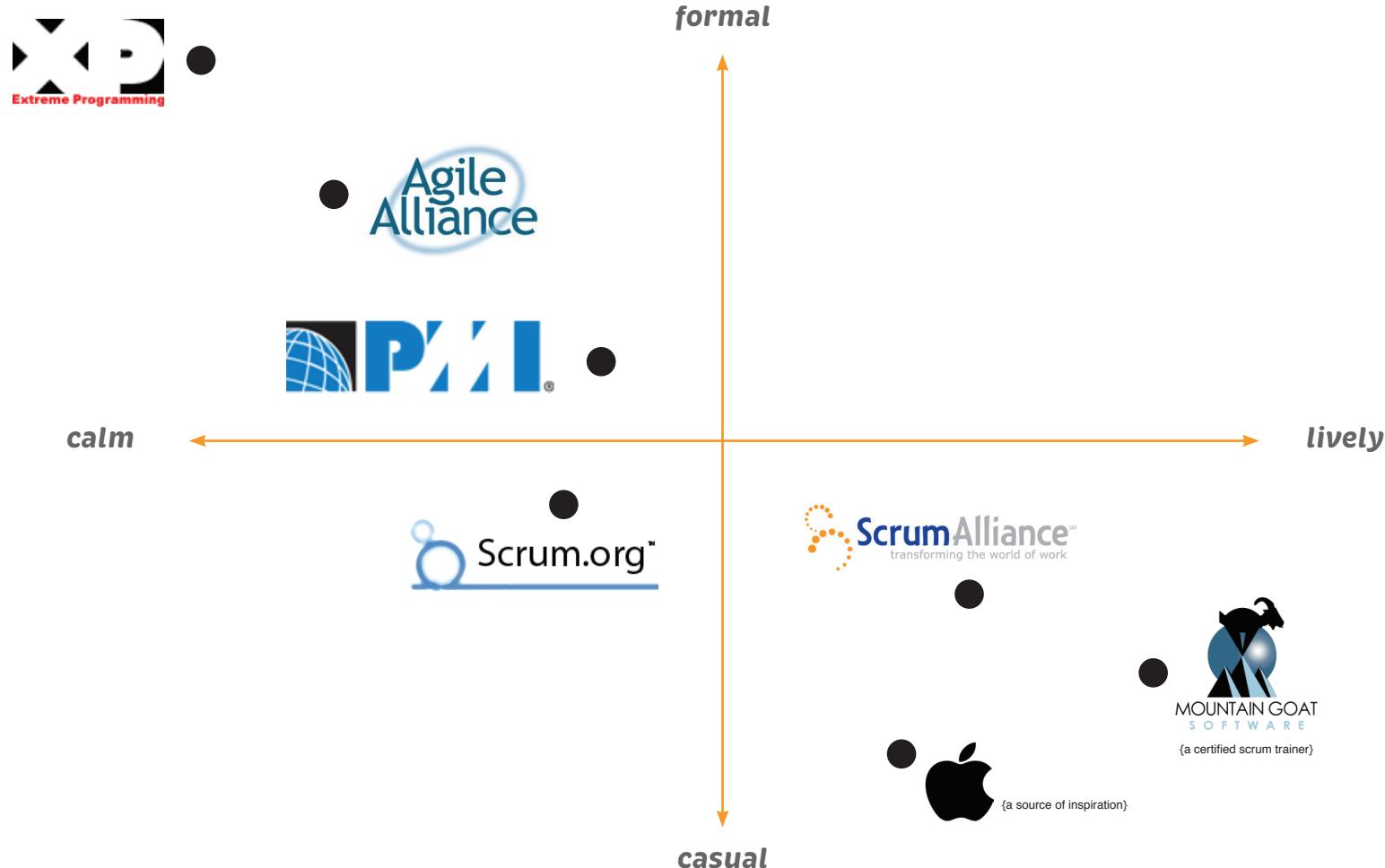
Visuals: Logos



Visuals: Diagrams



Tone



SO, NOW WHAT?

Brand Summary

Scrum Alliance is a nonprofit association transforming the world of work by providing inspiration, guidance, and resources related to the Scrum framework.

Metaphorically, Scrum Alliance is a reform movement. It's changing the way people from all over the world approach the projects in their lives, while showing them a new and better way to work.

This reform movement is portrayed verbally through action-oriented words like "accomplish," "inspire," "succeed," "finish," "transform," "discover," and "rethink."

Visually, Scrum Alliance has been given an appearance that brings to mind contemporary newspapers and magazines, which provides an images that's fresh and interesting while remaining confident and authoritative.

The Role of this Handbook

This brand handbook is meant to guide Scrum Alliance's future design and marketing work. It's intended to be a living document, as brands will (and should) evolve over time. These ideas and recommendations should serve as a helpful hand in moving Scrum Alliance's brand forward, making minor course corrections as needed.

While some specific design and marketing deliverables are mentioned, such as the organization's website, the general ideas and direction provided in this handbook can be applied throughout the organization, including elements as varied as e-mail signatures, conference signage, magazine advertisements, and voicemail welcome messages. The general principles are broad enough to be applied anywhere that the Scrum Alliance brand can or should be felt.

Forty's Here for You

Forty exists to help you find your voice, and to make sure that voice connects and resonates with your target audience. With the information provided in this handbook, Scrum Alliance can grow into a bold, memorable, and respected brand that people around the world can understand and integrate into their everyday lives.

The team at Forty is here to help execute on any of the suggestions made throughout this book, but the ideas and recommendations provided can be useful to anyone involved with your organization. We truly care about the brands we work with and want to see them succeed.