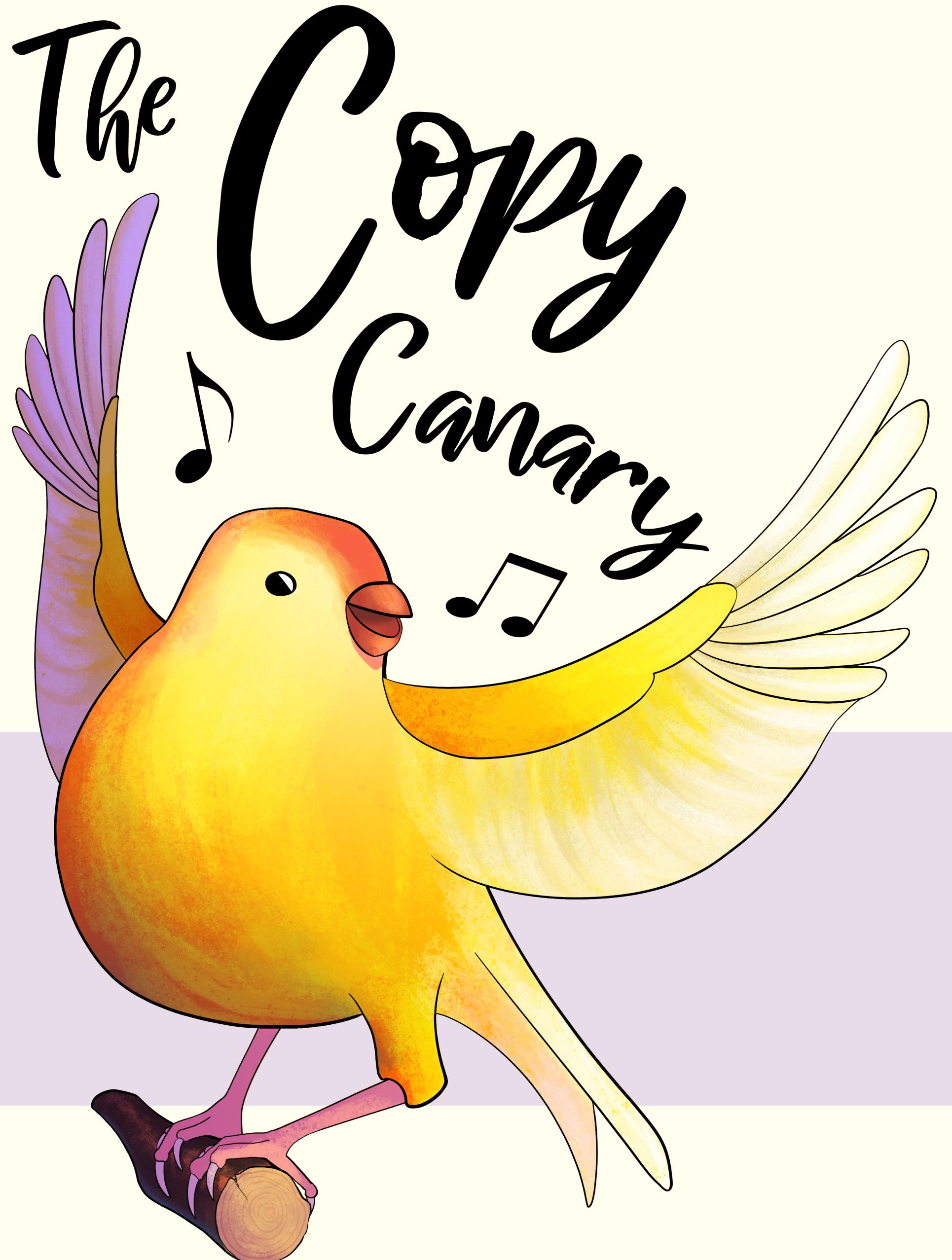


# ***Brand Identity and Tone Guide***

**Brand Identity:** Selina Gerosa

**Tone Guide:** Adele Costa



*Persuasive writing that sings.*



# *Brand Identity*

# Logo: Intro

- The Copy Canary is a multi-talented copywriter. Adele needed a bright, modern website to complete the launch of her new business and attract new clients.
- The Copy Canary is: friendly, warm, funny, intelligent, & authentic.
- The brand aesthetic is primarily inspired by the logo, illustrated by Kristina Tran.



# Logo: Definitions



The **logomark** is an icon that represents the brand.

## *The Copy Canary*

The **logotype** is the typeset brand name.



## **The Copy Canary**

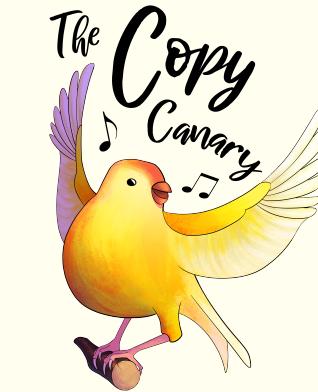
The **combination mark** uses both logomark and logotype.

# Logo: Use Cases

**Do:** use the logomark with script type on large scale.



**Don't:** use the logomark with script type on small scale.



**Instead:** use just the logomark or use the combination mark.



**The Copy Canary**

# Logo: Use Cases

**Do:** use Lobster Two for the logotype.

*The Copy Canary*

**Do:** use Josefin Sans in the combination mark.



**The Copy Canary**

*The Copy Canary*

**Do:** use either maroon or black for the logotype.

*The Copy Canary*

**The Copy Canary**

# **Typography Considerations**

- The Copy Canary brand needed a friendly, engaging, and super legible primary typeface.
- We considered a couple different thematic styles:

***Round and Even***

Montserrat

Gotham

Quicksand

***Round and Calligraphic***

Gayathri

Amico

***A Little Quirky***

Josefin Sans

Livvic

**... and chose**

## **Josefin Sans**

- An upbeat geometric sans-serif designed by Santiago Orozco.

The brand is accented by

## **Lobster Two**

- A clean and versatile script face designed by Impallari Type.

# **Typography Use**

## ***Josefin Sans***

- Bold Italic: h1, h3, h4
- Regular: body copy
- Regular Italic: captions

## ***Lobster Two***

- Bold Italic: h2
- best used as an accent

# Color Palette

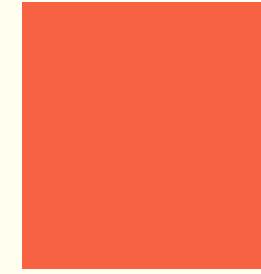
- The color palette is inspired by the logo, but pushes the tonal contrast of the colors.

## Primary



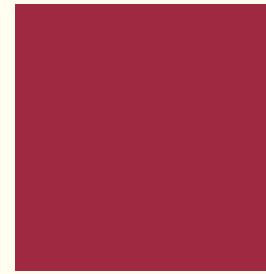
Goldenrod  
#F5C92A

## Accent



Salmon  
#F76243

## Text



Maroon  
#9E2940

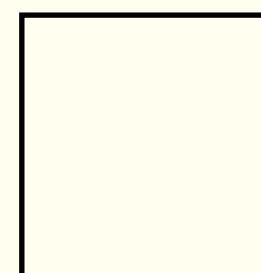


Black  
#000

## Background



Lavender  
#E9DCE9



Cream  
#FFFFFF

## Header 1

Subtitle

## Header 2

### Header 3

body copy

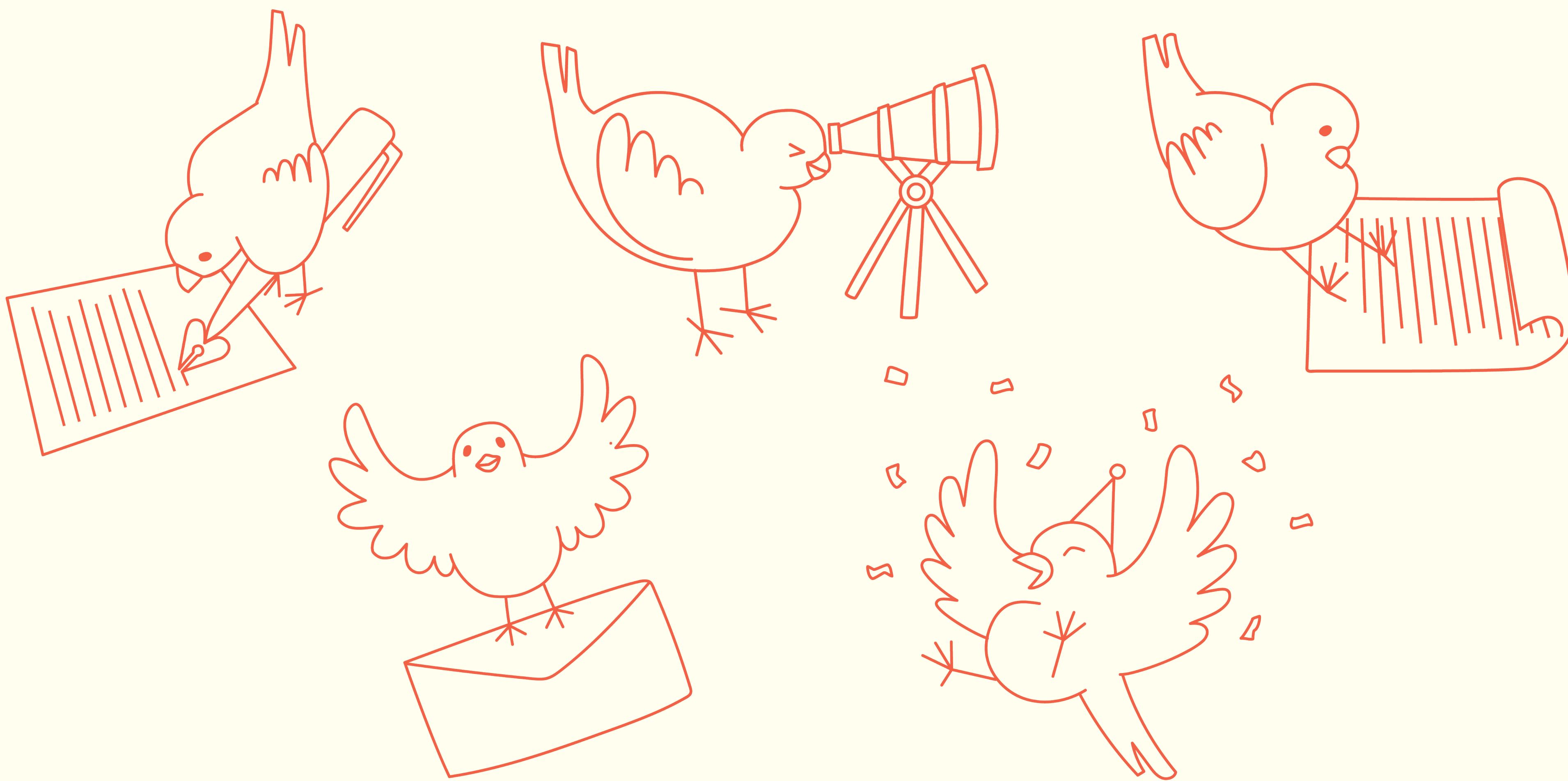
[link](#)

caption

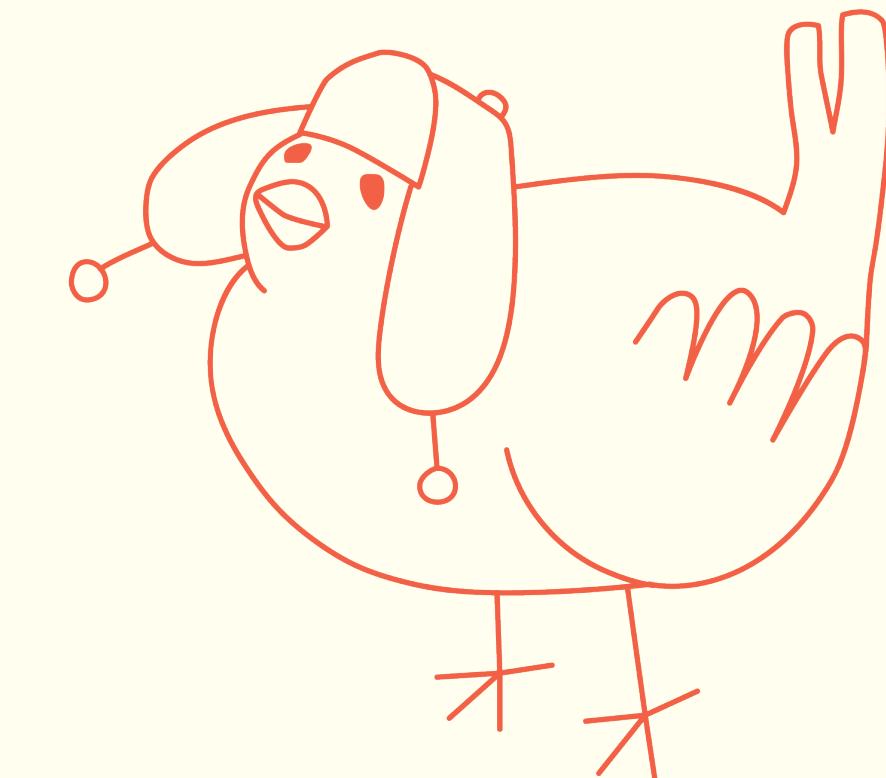
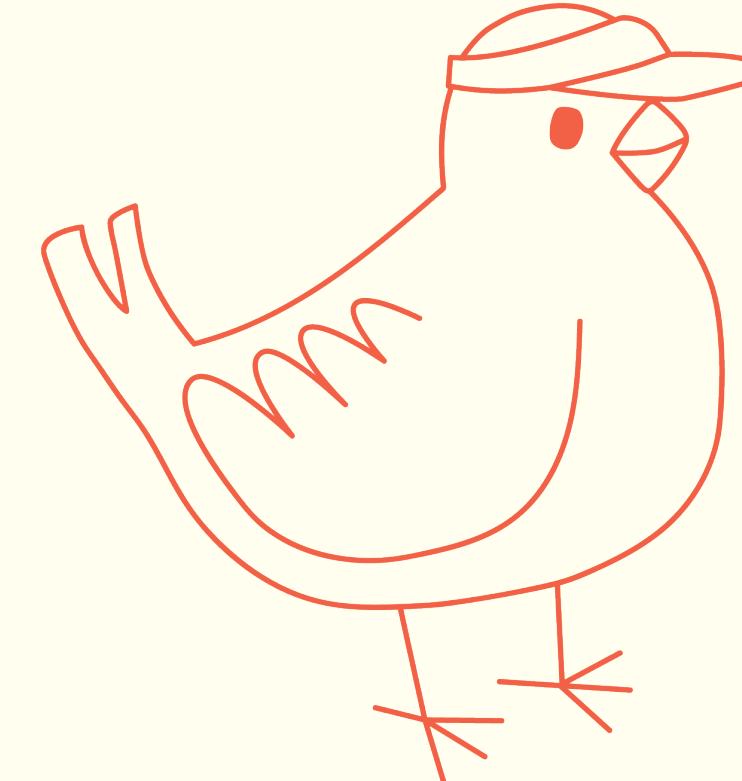
button

# Icons

Canary icons are the icing on the cake of this bright and friendly brand.



# **The Copy Canary wears different hats**



# *Tone Guide*

# **Positioning Statement**

The Copy Canary produces persuasive writing designed to get stakeholders to take the action clients want them to take. Their founder and CEO Adele Costa is proficient in both digital and print mediums, and is especially adept at “professional self-promotion” copy, i.e. resumes, cover letters, and LinkedIn bios. Her experience in the Peace Corps honed her skill for forming connections across myriad barriers, which only enhances the cultural competence and relatability of her writing. Couple these “soft skills” with the hard business skills she learned while completing her Master of Public Administration, and you’ve got yourself a versatile writing machine primed to work with both the public and private sector.

# **Target Audiences**

- **Non-profits and public interest organizations.** Adele has spent the last 10 years serving the public in various research and program management roles at NYS agencies and non-profits. She understands the unique challenges these entities face, especially in an over-saturated market more and more reliant on private donations. She has specific experience with libraries, higher education, social justice, child welfare, and youth development.
- **Minority and women-owned businesses.** The Copy Canary is committed to lifting up the most marginalized in our society. Minorities and Women face extra barriers to entry when it comes to starting businesses - barriers The Copy Canary, a business owned by a woman, would like to alleviate however it can.

# **Target Audiences**

- **Educated progressives.** The Copy Canary's founder is herself an educated progressive who refuses to believe that the world we live in now is the best that we can do. She can easily relate to this demographic and loves working within it.
- **People who love to travel and learn new things.** i.e., fellow explorers and life-long learners.
- **Creatives and arts organizations.** i.e. Artists, writers, actors, musicians, and the civil society that serves them. As a creative herself, The Copy Canary's founder finds it easy to relate to this demographic and knows a lot about different kinds of creative work. She is also not scared off by the avante garde, experimental, or unique, and in fact relishes writing for these types of projects.

# **Target Audiences**

- **Solopreneurs.** E.g., People who set up and run businesses on their own. Often their personas are indistinguishable from the business brand (Example: Cher), and The Copy Canary is a lover of people who is herself a solopreneur.
- **Small business owners.** Small business culture is generally more authentic and less formal than corporate culture and dovetails nicely with “The Copy Canary’s” brand. Small business owners are also generally highly-motivated risk takers, a group Adele has no problem understanding.

# **Target Audiences**

- **Women promoting/searching for wellness.** Being a woman in today's world is not easy, and even the most high-achieving woman puts herself at the end of the priority list a good majority of the time. The Copy Canary is interested in projects that help women run the marathon that is life.
- **Children/youth and the brands that serve them.** The Copy Canary's authenticity, accessibility, optimism, and friendliness position it well to serve children and youth. Adele's direct experience working with this population and tendency to keep an open mind and embrace change makes writing for this demographic a joy.

# ***Brand Descriptors***

- **passionate**
- **empathic**
- **intelligent**
- **funny**
- **accessible**
- **innovative**
- **engaging**
- **inspirational**
- **authentic**

# **Passionate**

The Copy Canary is **passionate** because their founder loves what she does and approaches projects with determination, drive, and thoroughness. She is as committed as her clients to achieving the desired outcome and will give 120% to get there.

The Copy Canary is NOT: halfhearted, wishy-washy, or aloof.

**Embrace:** Enthusiastic, superlative words/phrases. Emphasize The Copy Canary's dedication and laser-focus on the client's satisfaction.

**Avoid:** Lukewarm, sardonic, and stiff language. Never use words/phrases that could suggest we are cutting corners.

# **Empathetic**

The Copy Canary is **empathetic** because their founder is caring, perceptive, and culturally competent. Her copy frequently explores the “deep benefit” of a product or service in a way that resonates with the audiences’ worldviews, life experiences, and emotions.

The Copy Canary is NOT: Callous, or insensitive.

**Embrace:** Culturally/socially relevant language and words/phrases that showcase the brand’s understanding of human needs and emotions.

**Avoid:** Blanket generalizations, dry language, and words/phrases that could be alienating.

# **Intelligent**

The Copy Canary is **intelligent** because their founder is thoughtful, strategic, and brings a wide range of knowledge, skills, and abilities to the table.

The Copy Canary is NOT: Foolish, ignorant or obtuse.

**Embrace:** Language that showcases how our writers and our clients think, and words/phrases that are grammatically and conceptually sound.

**Avoid:** Imprecise, grammatically incorrect language.

# **Funny**

The Copy Canary is **funny** because their founder has a gift for making people laugh.

The Copy Canary is NOT: stuffy, overly-serious, or boring.

**Embrace:** Positive, G-rated humor, colorful analogies, hyperbole.

**Avoid:** Gravitas, jargon, corporate language.

# **Accessible**

The Copy Canary is **accessible** because their founder is approachable, considerate, and friendly. She is committed to meeting clients halfway and making it as easy as possible to take the creative journey together.

The Copy Canary is NOT: Exclusive, snobby, or elite.

**Embrace:** Friendly, conversational language that sounds like a real person as much as possible.

**Avoid:** Words/phrases that sound elitist, lofty, or too high-end.

# Innovative

The Copy Canary is **innovative** because their founder is an explorer at heart who is not afraid to take risks and experiment during the creative process.

The Copy Canary is NOT: Hum-drum, tame, or cliché.

**Embrace:** Colorful words/phrases that showcase our unique perspective and thought process.

**Avoid:** Stale overused words/phrases or obvious comparisons.

# **Engaging**

The Copy Canary is **engaging** because their founder is outgoing, client-focused, and communicative. They will always make sure the creative process is a clear conversation between themselves and the client or audience.

The Copy Canary is NOT: Directive or unappealing.

**Embrace:** Words/phrases that encourage interactivity, feedback, and understanding.

**Avoid:** Fear-based writing or writing designed to make people feel bad about themselves.

# **Inspirational**

The Copy Canary is **inspirational** because their founder strives always to be positive, encouraging, and optimistic. They have often been accredited for giving “the best pep talks ever” and consider it a privilege to lift others up.

The Copy Canary is NOT: Negative, pessimistic, or cynical.

**Embrace:** Bubbly words/phrases designed to make people feel happy and excited about themselves/life.

**Avoid:** Presumptuousness. Long, clunky, hard-to-understand words/phrases and opacity.

# **Authentic**

The Copy Canary is **authentic** because their founder is committed to running a truthful, ethical, and real enterprise. She believes intimacy is one of the key building blocks to any relationship - and relationships are essential to doing good business.

The Copy Canary is NOT: Overly-polished, disingenuous, or hard to get to know.

**Embrace:** Personal, relatable anecdotes, self-deprecating humor, and discussion of likes/loves.

**Avoid:** Austere or cold words/phrases or writing that makes you sound like you're wearing a tie tightly around your neck.

# Common Words Used by The Copy Canary

Beautiful	Thrilled	Joyous	Happy	Tactics	Vision
Stunning	Excited	Unparalleled	Privilege	Harmonize	Objectives
Voice	Tone	Theme	Concise	Cat words, bird words	Sings/music words
Prosaic	Poetry	Prose	Writing	Trauma responsive language	Foreign words (Arabic, French)
Authentic	Candid	Outcome	Purpose	Goals	Convey
Problem	Solution	Improvement	Opportunity	Profit/Revenue	Scale
Colloquialisms/slang	Needs	Strengths	Space	Horizon	Gorgeous
Cohesion	Thrive	Grow	Unique	Words that evoke imagery	Sensory words

# **Words The Copy Canary Would Never Use**

- Language that causes harm
- Fear-based tactics
- Language that reinforces racism, classism, or toxic masculinity
- Language that builds walls (formal language, niche jargon, etc.)
- Overtly vulgar or shocking language (Keep it PG!)
- Arrogant-sounding, overly-confident language
- Language that puts others down



The Copy  
Canary