



Student Ambassadors Program



About

4

Brand Philosophy

6

Student Ambassadors Program (SAP)

- Who is SAP?

9

- Philosophy

10

- SAP Consumer Profiling

-

- Tone of Voice

11

- Social Character

-

Visual Language

- Color

12

- Typography

13

- Kinetic Typography

15

- Illustration Style

16

- Photography

17

- Grids

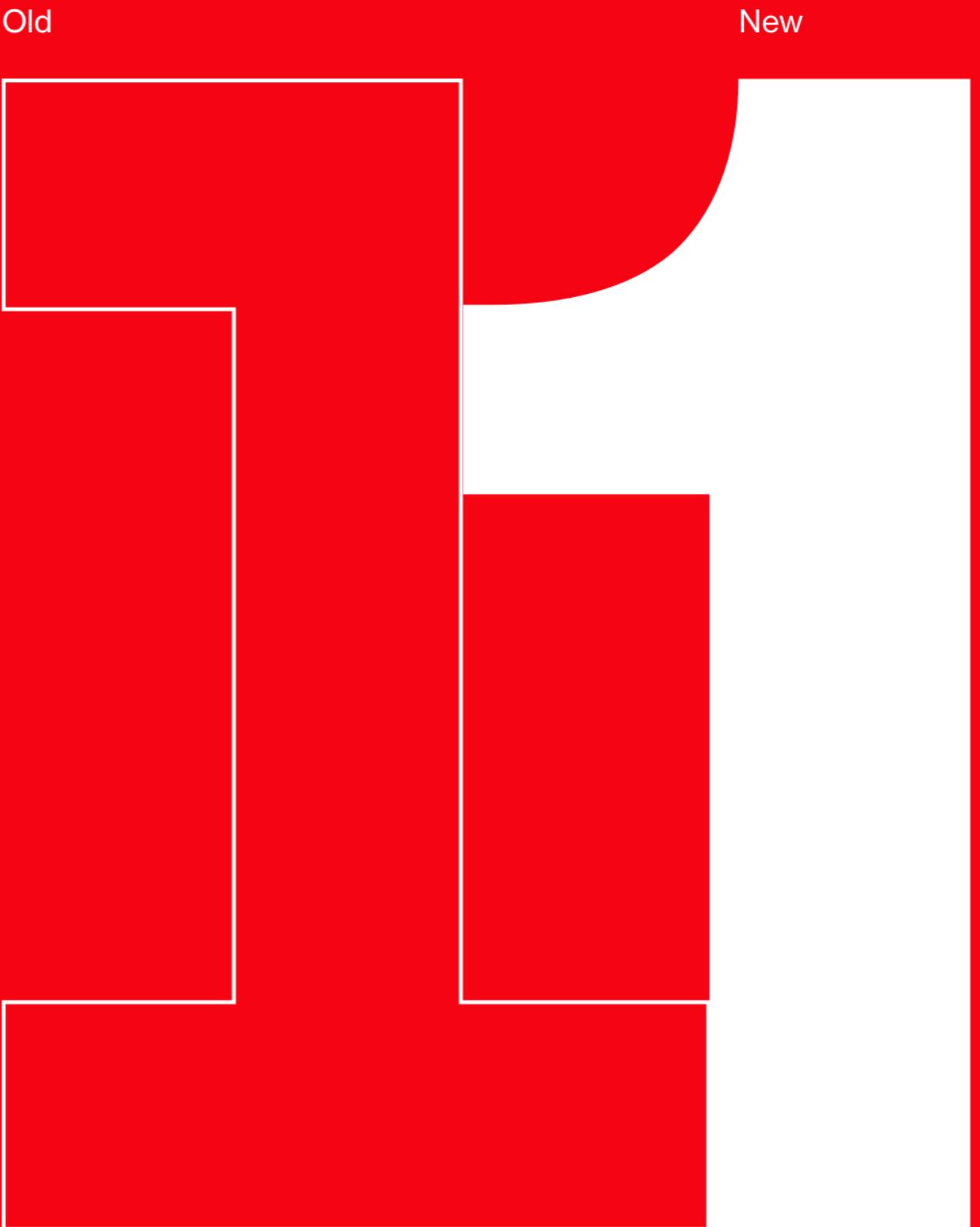
18

- Videography

21

“ We increased the logo’s thickness, simplified the number and made the plus sign a more connected part of the logo, to create a more modern, concise and recognizable image.”

source : (<https://www.oneplus.in/brand/asset>)



About

One Plus Technology (Shenzhen) Co., Ltd., commonly referred to as OnePlus, is a Chinese smartphone manufacturer based in Shenzhen, Guangdong. It was founded by Pete Lau (CEO) and Carl Pei (Director) in December 2013. The company officially serves 34 countries and regions around the world as of July 2018.

Why are we called OnePlus?

1 stands for the status quo.
+ represents our desire to do better.

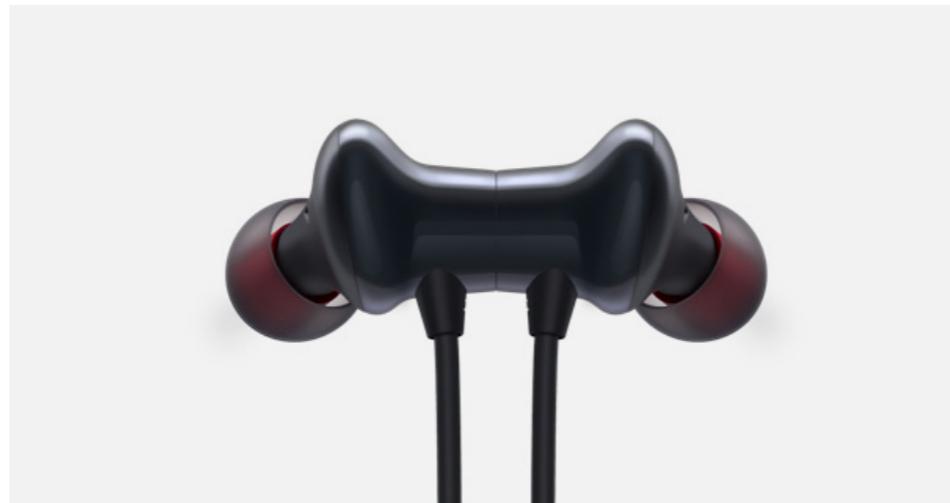
Product Portfolio



Phones



TVs



Audio



Accessories

Brand Philosophy

Vision	To be a healthy company that endures.
Mission	To empower the world through better technology.
Values	Benfen / Never Settle / Open / User Driven

Benfen

Benfen is a demand of oneself, not of others. We believe in stepping up, taking responsibility, and the importance of introspection.
Rather than focusing on self-gain, we work with like-minded partners who share our vision of co-creating long-term success.

Never Settle

Never settle is not about perfection. It's about the constant pursuit of better.

Open

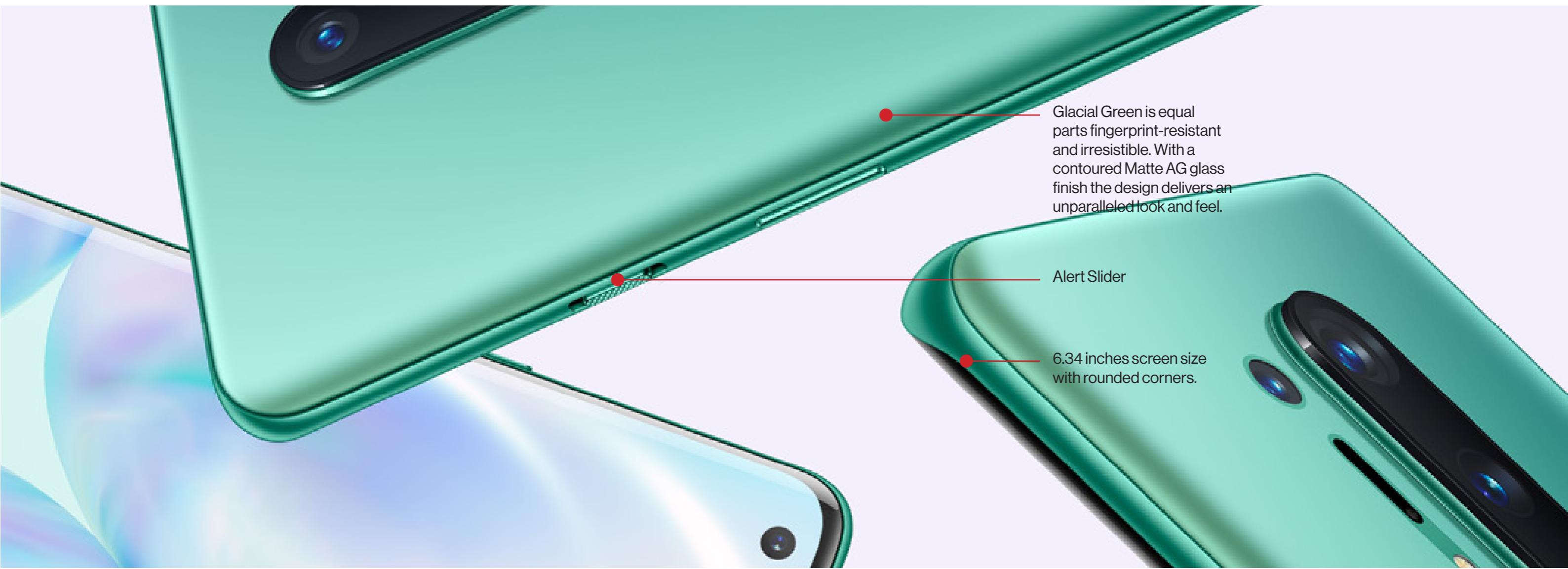
Stay open. To users, colleagues, and the world. An open attitude empowers us to listen, learn, and build towards our mission.

User-Driven

Begin everything with a complete focus on creating value for users. Stand in their shoes and build insights from user needs and pain points. Then, set out to create a user experience that is truly beyond expectations.

Design Philosophy

- Burdenless design
- No detail is too small
- Affordable product line
- Simple and rational, elegant with a high-end texture, and slightly rebellious.





Student Ambassadors Program

- Ambitious Youth
- Hustler
- Fun yet Logical
- Smart Thinker
- Thought Leader of tomorrow
- Quirky
- Explores to get Inspiration
- Inspirational not preachy

Philosophy

Vision	To recruit Key Opinion Leaders within the student community and drive the Word of Mouth for OnePlus.
Mission	To build a sustainable community amongst the youth and cultivate the biggest student community and define student culture in India.

SAP Consumer Profiling

Demographics (Age, Location): 16-24 y/o (Tier 1/ Tier 2 consumer)

Income Group: (Non income group - Influences decision making for friends & family)

Psychographics: (Shutterbug, Automobile enthusiast, Geeks, Gamers, Social Media Hoggers, Smartphone enthusiasts, Audiophile, High Fashion Consumers, Travellers)

Current Device: iPhone 7/8, Xiaomi Redmi Note 5 Pro, Samsung Galaxy J7, Prime Xiaomi Redmi S2

Positioning: Needs essential packed smartphone and wants Performance Centric

Interest: Gaming, Photography, Music, Tech Savvy, Lifestyle, Photography, Content creators



Tone of Voice

- Aspirational undertone
- Edgy but not without a cause
- Topical and fresh
- Informative and helpful
- Create pride of association

Social Character for SAP IG

Young, Cool & Inspired

- The social character for SAP is young, a Gen-z and hence speaks to them fluidly, in their own way. The communication is not preachy but it's inspiring and connects with them at the same time. W
- It gives OnePlus India the young voice to further build the community in this TG. The character is cool & quirky - implying that the program (SAP) is the next cool yet responsible thing to be a part of. Hence urging the youth to be a part of it.



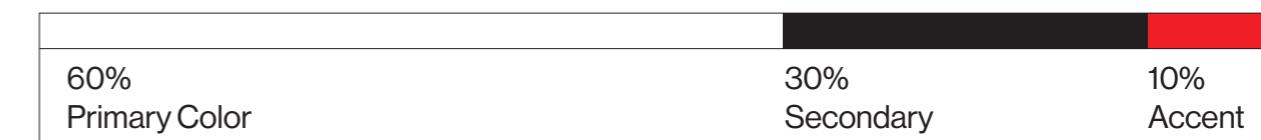
OnePlus Student Ambassador Program

Registrations for OnePlus Student Ambassador Program'20 are concluded. Kindly check out [instagram](#) page for further updates

Color

- The main color, usually the brand's secondary color, should be the dominant hue.
- 30% of the design should go with the secondary color.
- The last 10% is the accent color which is also the brand's predominant color, and usually complimentary or contrasting in nature.

Balance of colors



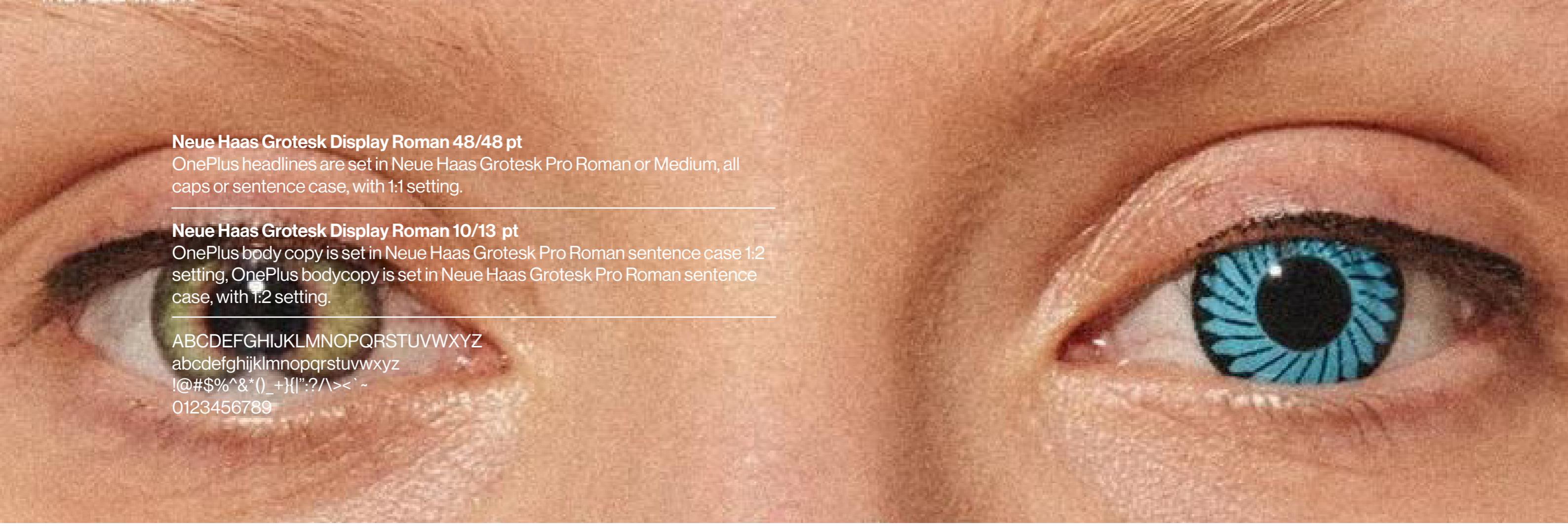
OnePlus color palette



Main color for CTAs and links

● For text

○ For background



Neue Haas Grotesk Display Roman 48/48 pt

OnePlus headlines are set in Neue Haas Grotesk Pro Roman or Medium, all caps or sentence case, with 1:1 setting.

Neue Haas Grotesk Display Roman 10/13 pt

OnePlus body copy is set in Neue Haas Grotesk Pro Roman sentence case 1:2 setting, OnePlus bodycopy is set in Neue Haas Grotesk Pro Roman sentence case, with 1:2 setting.

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+{}":?/\\><`~
0123456789

Typography

- Contrast defines hierarchy, creates emphasis, it improves the relationship and relative importance of content, and can control how quickly text is read.
- The contrast in typography can be created through | scale | weight | classification | case | color.

Font scale example :

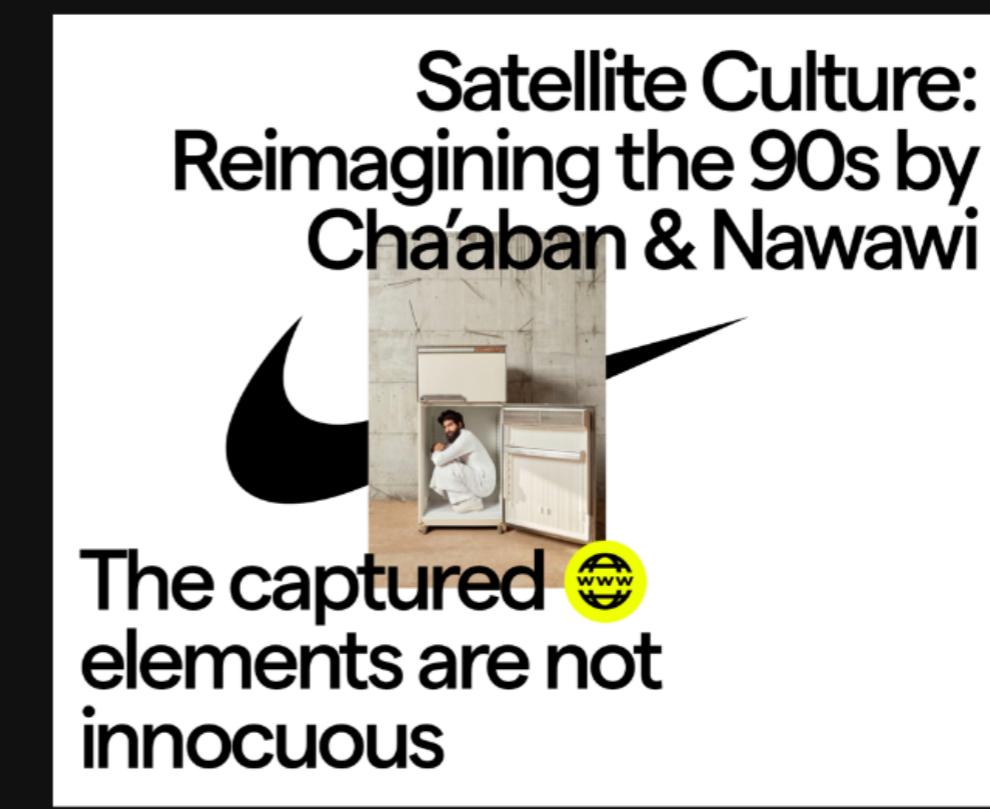
52px 90px 124px

Three different type of sizes for Instagram :

H1	124px	115px	122px
H2	90px	86px	75px
p1	52px	42px	42px



Type Layout



NUKU NUKU NUKU

Kinetic Typo

Kinetic typography is an animation technique that uses moving text to capture attention, set a tone, and entertain. Which is also used by OnePlus everywhere right now—commercials, music videos, device launches, and websites to make their words more impactful and add an element of artistry.



Fun with Dad Challenge

90 Hz
Display.
Smooth

Let's Wear
OnePlus-Design
A Jacket Together



Line art

OnePlus uses a lot of line art or line drawing style of illustration in their print and digital designs which consists of distinct straight or curved lines placed against a (usually plain) background, without gradations in shade (darkness) or hue (color) to represent two-dimensional or three-dimensional objects. Line art emphasizes form and outline, over color, shading, and texture.



Photography

- VHS / Vintage Aesthetic / Polaroid Feel / Disposable Camer Effect
- Street Photography / Lifestyle Photography
- Surreal Photography

Instagram Image Size

Instagram Profile Picture
Recommended: 180x180px

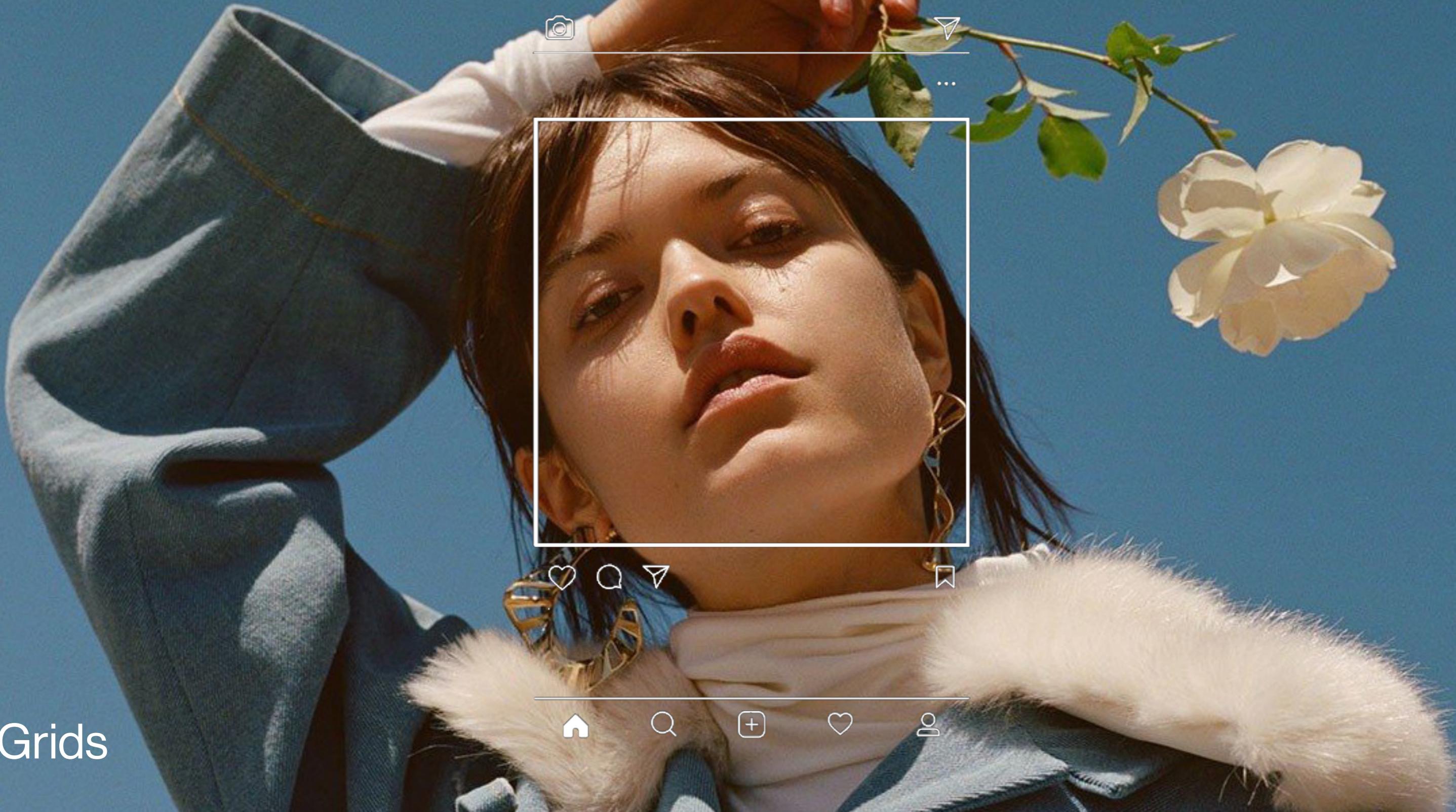
Instagram Photo
Recommended: 1080x1080px
Landscape: 1080x608px
Portrait: 1080x1350px

Instagram Story
Recommended: 1080x1920px

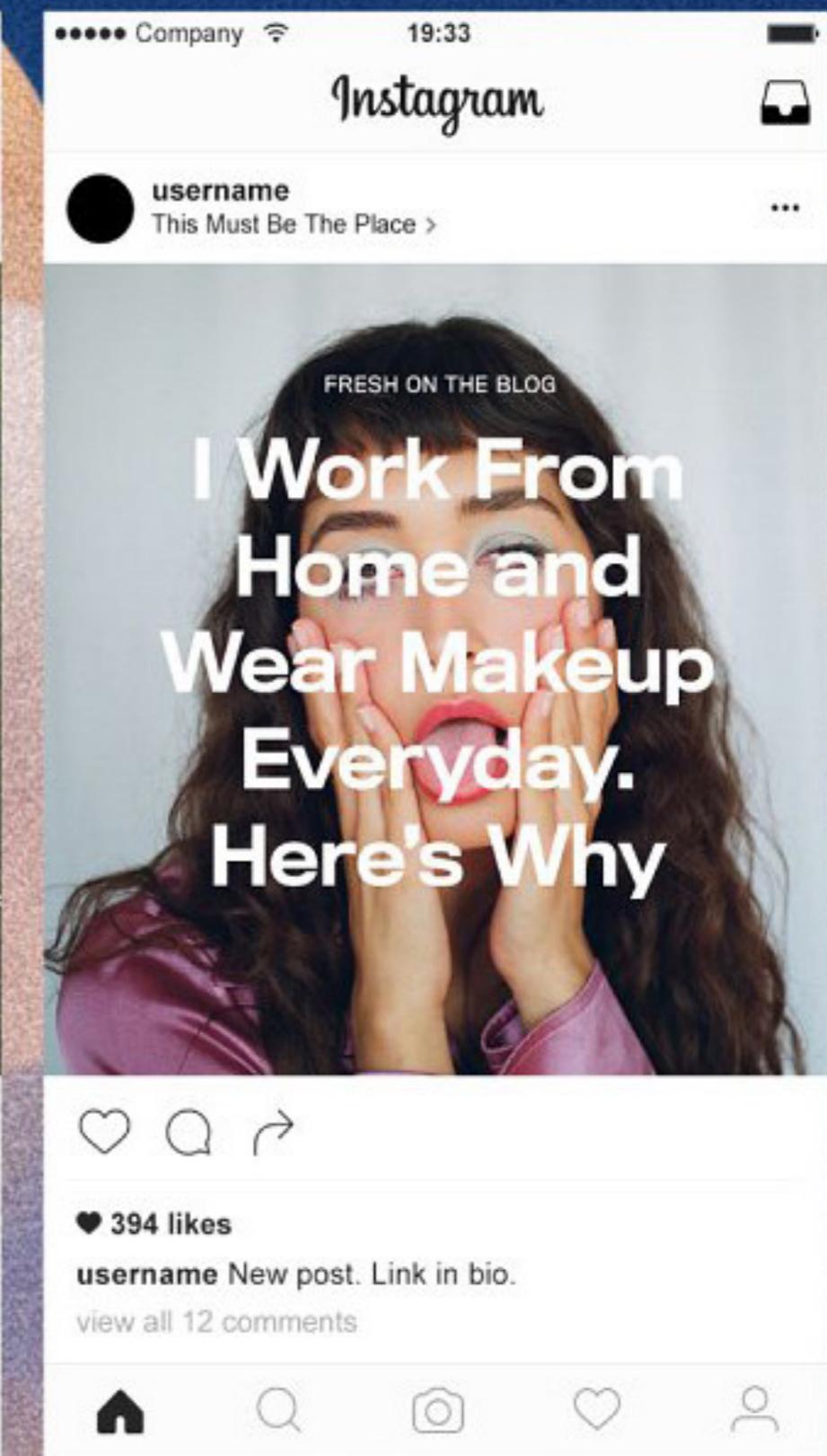
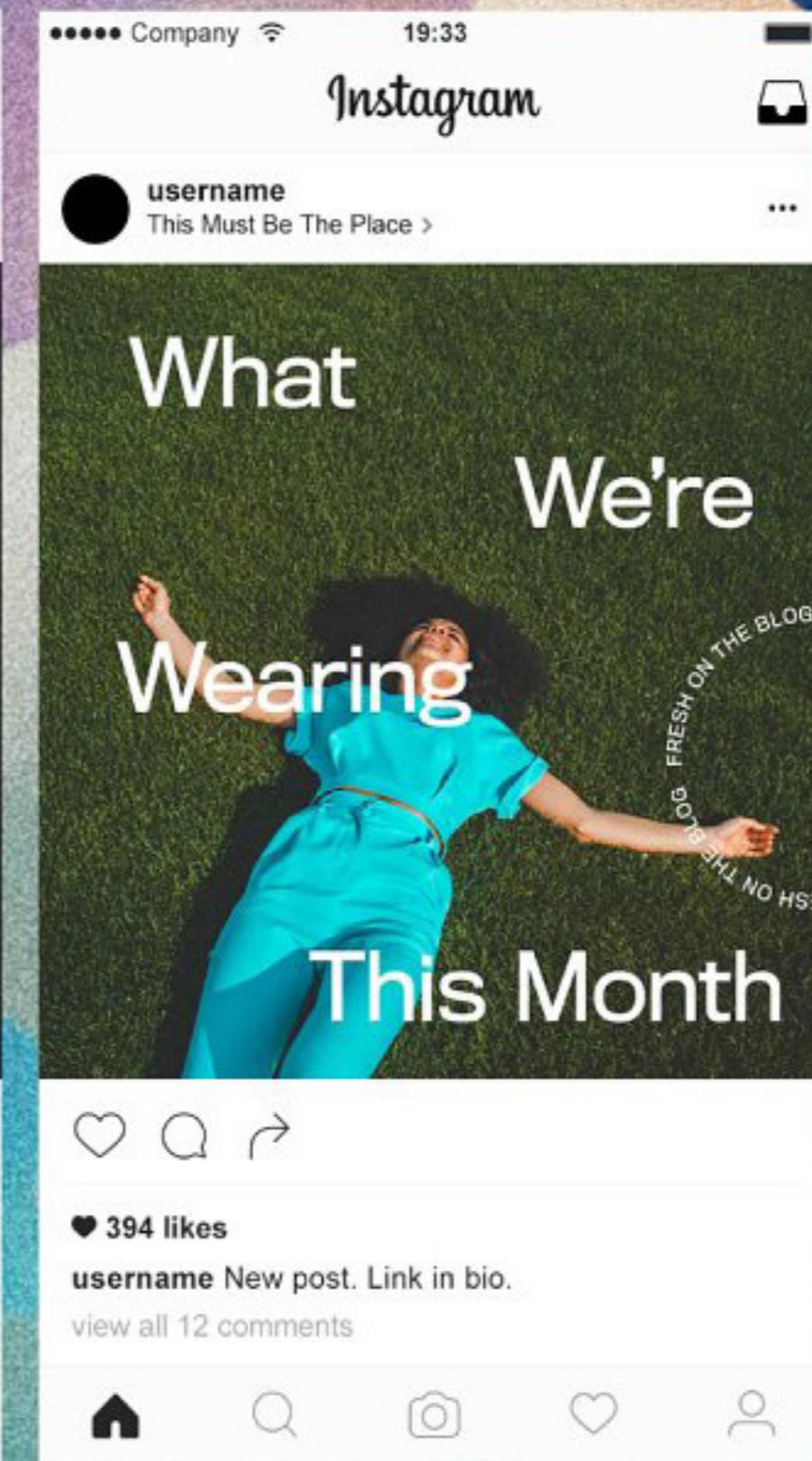
Instagram Video
Recommended: 1080x1080px
Landscape: 1080x608px
Portrait: 1080x1350px

Instagram IGTV
Portrait: 1080x1920px
Landscape: 1920x1080px
Safe Margin: 250px

Instagram IGTV cover
Recommended: 420x654px



Grids



Posts / Feed

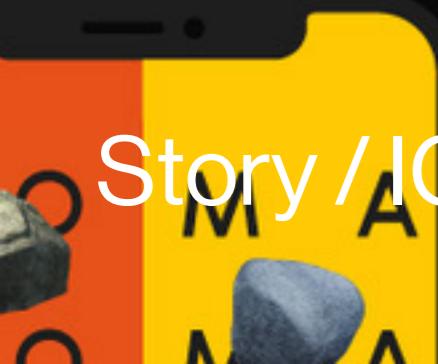


con bikini sobre mosaico
Sicilia – Louis Réard, 1946

MAKE
ARCHAEO-
GY SEXY
AGAIN

Nuevo post
2 — 20h

bdepiedra.com



Si lo único que has entendido del título de este post es Cleopatra, necesitas que te explique unas cositas antes de entrar en materia. Si lo que te suena es todo menos Cleopatra, entonces tenemos que trabajar un poco tus referentes. Si, en cambio, lo tienes todo clarísimo, relájate y disfruta: este es tu sitio.

DE
STARMAN
A FARAOÓN



LA NUEVA
EDAD DE
PIEDRA
EMPIEZA
HOY!



«—Beyoncé, eres una estúpida y una mal educada. ¡Fuera de las pirámides!»



Traslado de los templos de Abu Simbel,
Egipto – Autor desconocido, 1966



El Beso – Autor desconocido

CLEOPATRA,
SHANTAY
YOU STAY!

Nuevo post
20/12 — 19h

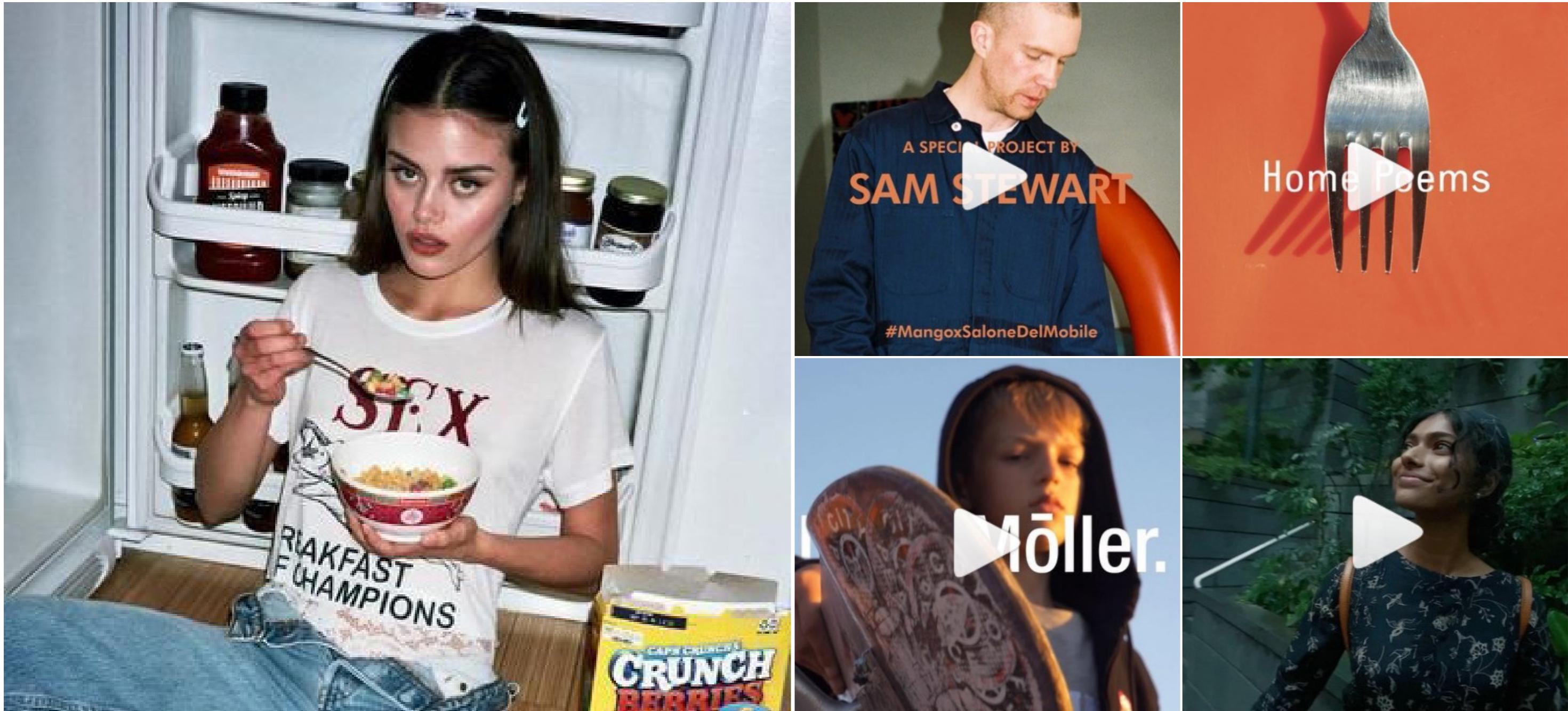
Piedra en... La e
miércoles 12 a las
19:00h



BEYONCÉ
LA CONSI
RACIÓN
DE LAS
PIRÁMIDE



EL OLIMP
ILUSTRAD



Videography

- VHS / Vintage Aesthetic / Polaroid Feel / Disposable Camer Effect
- Street Videography/ Lifestyle Videography
- Surreal Videography

Videography Link

1. www.instagram.com/p/CB6N13BF2xb/?utm_source=ig_web_copy_link
2. www.instagram.com/tv/CDCHzLYDMWE/?utm_source=ig_web_copy_link
3. www.instagram.com/p/CCYSv6ehE7h/?utm_source=ig_web_copy_link
4. www.instagram.com/p/CDCSp4zHZsI/?utm_source=ig_web_copy_link
5. www.instagram.com/p/B_2AFF-lGBa/?utm_source=ig_web_copy_link
6. www.instagram.com/p/B_P3paCh9H4/?utm_source=ig_web_copy_link
7. www.instagram.com/p/BwEWGY2oasV/?utm_source=ig_web_copy_link
8. www.instagram.com/p/CBvazMYDNZJ/?utm_source=ig_web_copy_link
9. www.instagram.com/p/B_2ADstF--h/?utm_source=ig_web_copy_link
10. www.instagram.com/p/Bvhb6DEB_Nh/?utm_source=ig_web_copy_link
11. www.instagram.com/p/Bz1TvPZBjBV/?utm_source=ig_web_copy_link
12. www.instagram.com/p/CDINGQrH5Bl/?utm_source=ig_web_copy_link
13. www.instagram.com/tv/CCd0XFklGi3/?utm_source=ig_web_copy_link
14. www.instagram.com/p/CD4OwG2ggff/?utm_source=ig_web_copy_link

SAP IG

Scan the QR code to check out what the OnePlus Student Community has been upto.

Click to view SAP IG

instagram.com/oneplus_sap?igshid=nyeyzrt9xq6a



Design Team

Software Requirements

- Adobe Suite
- Elements 3D
- Stock Library Access (Eg Epidemic Sound, Videohive, Storyblocks Etc)

Hardware Requirements

- Mini Light Booth (+ Back Drops)
- Gorilla-pod for phone (Mounts)
- Moment Lens for smartphones (Lens Add-on)