

Brand Guidelines Version 1.2
Created by Frank Collective
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womply

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The Company

This is Womply.



A champion of local values, putting the entrepreneur first.



Building
relationships
that drive better
businesses.



WALK-INS
Welcome

TOOLS
for every
TRADE

TOOLS *for every* TRADE



Reconnecting them
with their community.



**Delivering smarter
data that helps small
businesses thrive.**





**Because good service isn't old fashioned.
It's just good business.**

Verbal Identity

Tone of Voice

We're people. We're going to talk like people.

Straightforward and approachable, we want to reach out to local business owners in a way that's real. No word walls or technicalities. Just a voice that's warm and earnest.

Courteous, but never stuffy. Timeless, but never tired.

Because when we speak, we want the world to listen.

Human

People are more than data points. We're going to treat them that way. Think less buzzy business jargon and more casual conversation.

Friendly

Speak to people the way you'd speak to your work friends. Become the friend people turn to for sagely advice.

Earnest

Say what you mean and mean what you say. Sincerity is always more helpful than sarcasm.

Timeless

Speak in a way that won't sail over people's heads. In other words, leave your YOLOs, FOMOs, JOMOs, and other slang at the door.

Empathetic

Show that you know what people are going through. Assure them that you know where they're going, because you know where they've been.

Direct

Don't talk in circles. Go straight to the point. When it comes to communication, five words are almost always better than fifty.

Company Description

Short Description

Womply is a CRM and marketing software for small businesses that brings in customers and keeps them coming back.

Long Description

Womply is a CRM and marketing software for small businesses that brings in customers and keeps them coming back. Giving business owners access to data and technology, we help local businesses grow, fostering valuable customer relationships and increasing revenue. We build relationships that help businesses truly thrive.

Headlines

Looking for a line to use? Here are some examples of emotional headlines that can be used across the brand.

Emotional Headlines

Behind every storefront is a place where communities come together.

Main Street is more than an address.
It's a set of values.

We turn customers into regulars.

America thrives when local business thrives.

Better relationships for better business.

Womply's Solutions

Brand Promise	Turn customers into regulars.
Customer Benefit	Bring in new customers. Keep them coming back for more.

	Reputation Management	Business Insights	Email Marketing
Solution Promises	Build a reputation that drives better business.	Metrics that make the difference.	Keep customers coming back.
Solution Benefits	Beat the competition to become the customer's first choice.	Find out who your best customers are.	Drive repeat business.
Features that Deliver Benefits	Manage reviews Get reviews Reputation activity	Revenue summary Competitive leaderboard Customer overview Customer directory	Automatic emails Offers
Real Benefits for Womply Businesses	20% increase in revenue 22% more repeat customers 10 hours saved, every week		

Business Insights

Brand Promise Metrics that make a difference.

Customer Benefit Find out who your best customers are.

Solution Promises	Keep an eye on your revenue trends to keep your business on track.	Know where you stand, so you can put your best foot forward.	See how quickly you're attracting new customers.
Solution Benefits	Track your revenue, transaction volume, and purchase price over the years.	Compare your performance to the competition.	Compare revenue between new and returning customers.
Reasons to Believe	<p>Womply saves business owners 10 hours every week.</p> <p><i>'I didn't realize how much of our business was coming from first-time customers. That's a significant and valuable piece of information.'</i></p> <p>Barbara Criswell, Aquarius Books</p>		

Email Marketing

Brand Promise Keep customers coming back.

Customer Benefit Drive repeat business.

Solution Promises Stay top-of-mind to bring in repeat business. Reward your customers. Inspire another purchase.

Solution Benefits Thank customers, get reviews, and share updates with email support. Send custom offers that keep your customers loyal.

Reasons to Believe Real benefits for Womply businesses:

- 22% more repeat customers
- 10 hours saved, every week

Reputation Management

Brand Promise	Build a reputation that drives better business.		
Customer Benefit	Beat the competition to become the customer’s first choice.		
Solution Promises	Turn reviews into business opportunities.	Inspire happy customers to become your biggest champions.	See how many eyes are on your business.
Solution Benefits	Respond to every review in one place.	Encourage your customers to share their experience.	See if you’re trending on Google, Yelp, Facebook, TripAdvisor, and more.
Reasons to Believe	<p>People spend up to 58% more at businesses that respond to them.</p> <p>Real benefits for Womply businesses:</p> <ul style="list-style-type: none">• 20% increase in revenue• 22% more repeat customers• 10 hours saved, every week		

Visual Identity

Brand Elements Overview

Logo

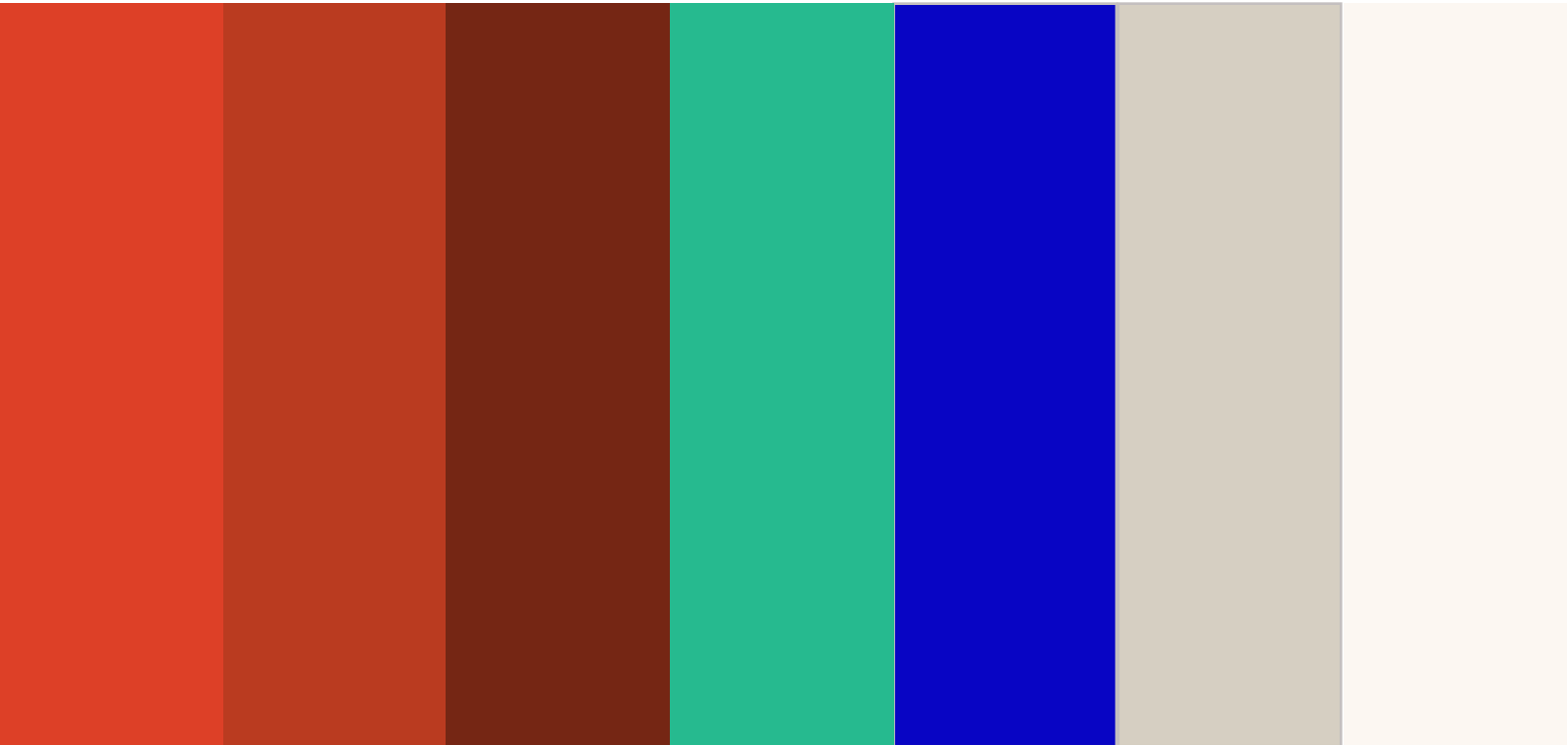


Typography

We turn customers
into regulars.

Womply is a CRM and marketing software for
small businesses that brings in customers and
keeps them coming back.

Color Palette



Icon



Badges



Photography



Logo



Logo Overview

The Womply logo conveys a warm, inviting presence but is built with purpose. The dynamic 108° angle pulls together the awning device and the typemark.



Primary Logo

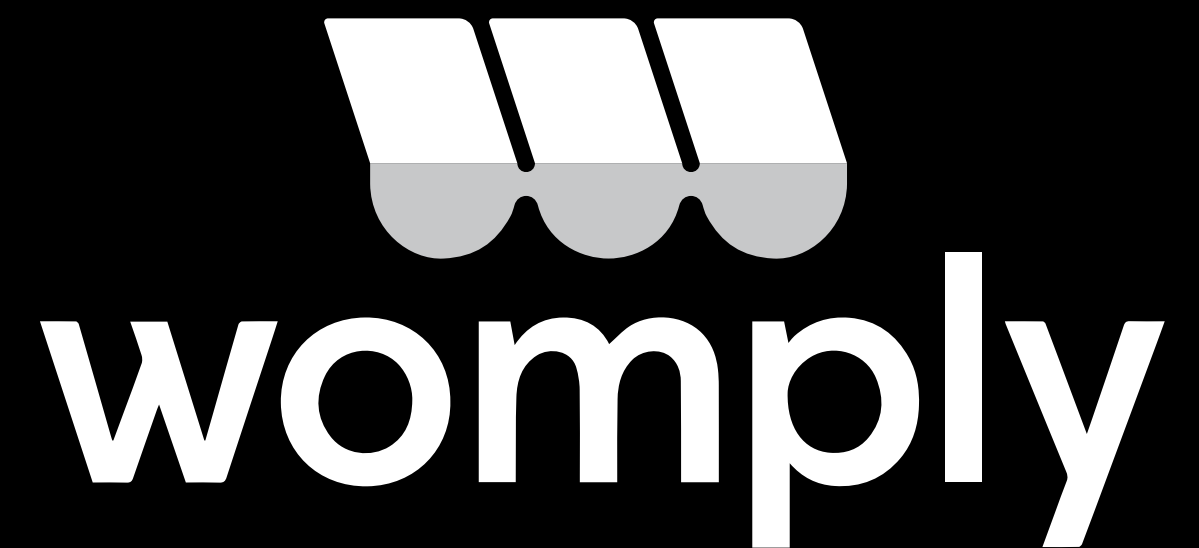
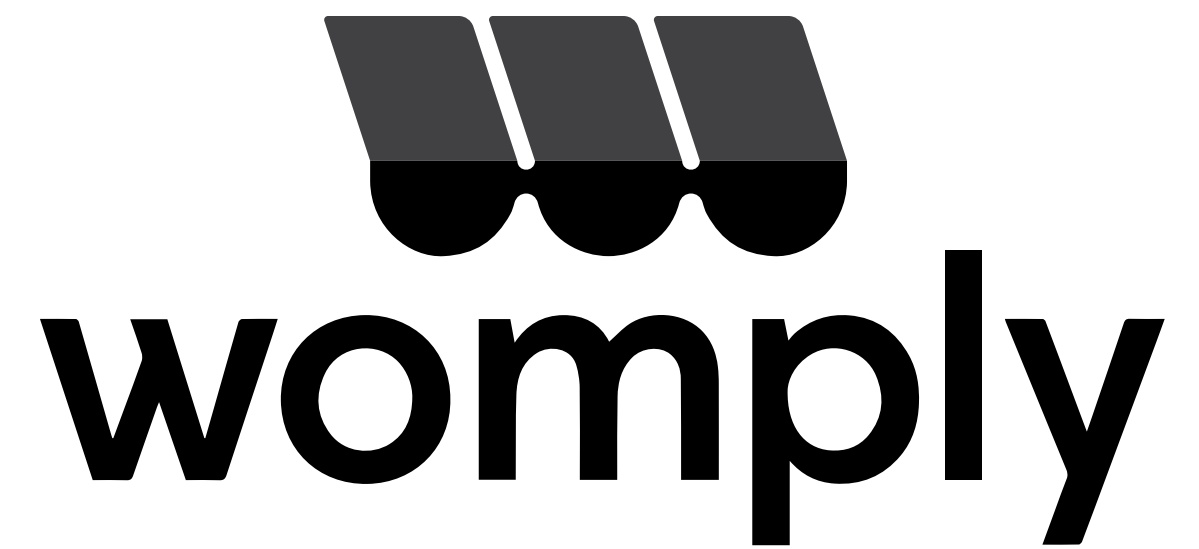
The primary logo is the main identifier of the brand and should be included on all branded materials to ensure recognition of the company name.

The primary logo should be used in Awning Red & Awning Shadow when possible. Use the 2-color white & Waxed Canvas knockout logo on Awning Red or similar color backgrounds. The logo should only appear in Awning Red, white & Waxed Canvas, white or black; never use the logo in other colors.

The minimum digital size for this version is 100×50px. The minimum print size is 0.75” wide. Smaller applications should revert to either the horizontal or icon only version.

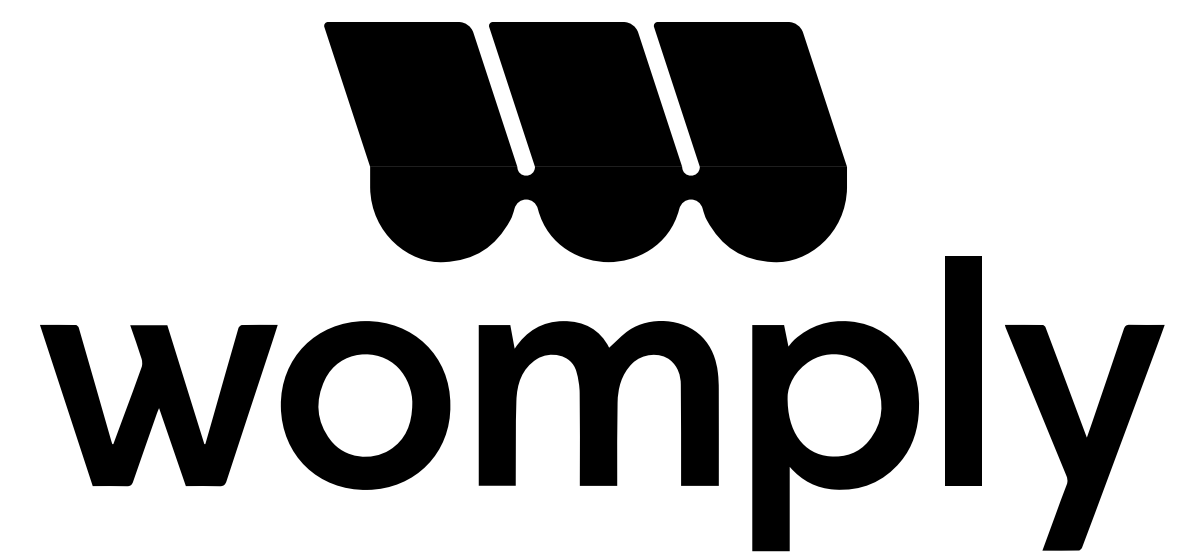
“Womply” is written in sentence case in body copy, plain text, social media posts, emails, etc.

When color is not an option, but tone is still possible, use the grayscale logo on light backgrounds. Use the white grayscale knockout logo on dark backgrounds. The gray color on grayscale logos should be 90% black. The gray color on knockout versions should be 15.5% black.



Primary Logo 1-Color

When it's not possible to render the logo in 2 colors, use the Awning Red, black, or knockout version.



Secondary Logo

The secondary logo should be used in places where vertical space is at a premium. This may include digital header areas on websites, emails and wide digital display banners.

The secondary logo should be used in Awning Red & Awning Shadow when possible. Use the 2-color white & Waxed Canvas knockout logo on Awning Red or similar color backgrounds. The logo should only appear in Awning Red, white & Waxed Canvas, white or black; never use the logo in other colors.

The minimum digital size for this version is 116×24px. The minimum print size is 1” wide. Smaller applications should revert to the icon only version.



Secondary Logo 1-Color

When it's not possible to render the secondary logo in 2 colors, use the Awning Red, black, or knockout version.

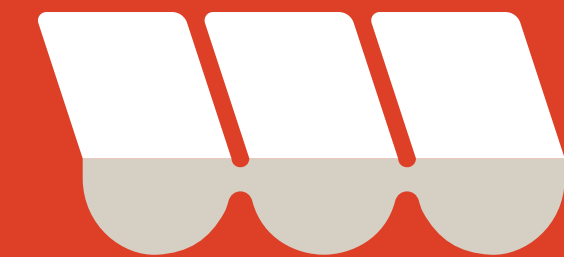


Icon

The icon acts as a simplified signifier for the brand. Use on its own at time of relaunch should be minimal. Use the primary or secondary logos as much as possible for brand recognition. Over time as the logo becomes known, the icon can be used more frequently alone.

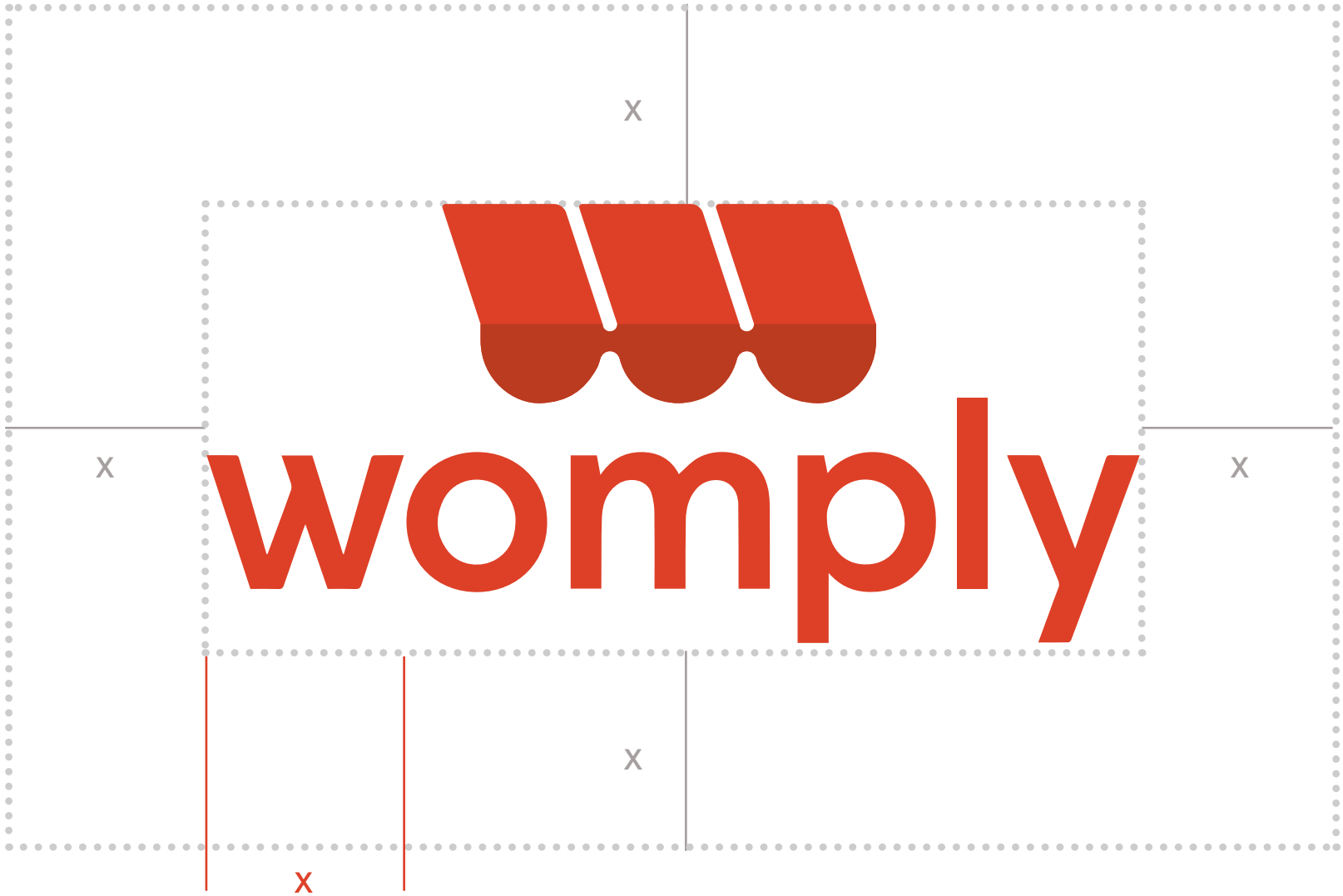
When space is at an ultra premium - less than 100×50px (0.75” wide) for hero, or 116×24px (1” wide) for horizontal, use the icon only version.

If tone is not an option and only black may be used, use the black logo on light backgrounds and white logo on dark backgrounds.



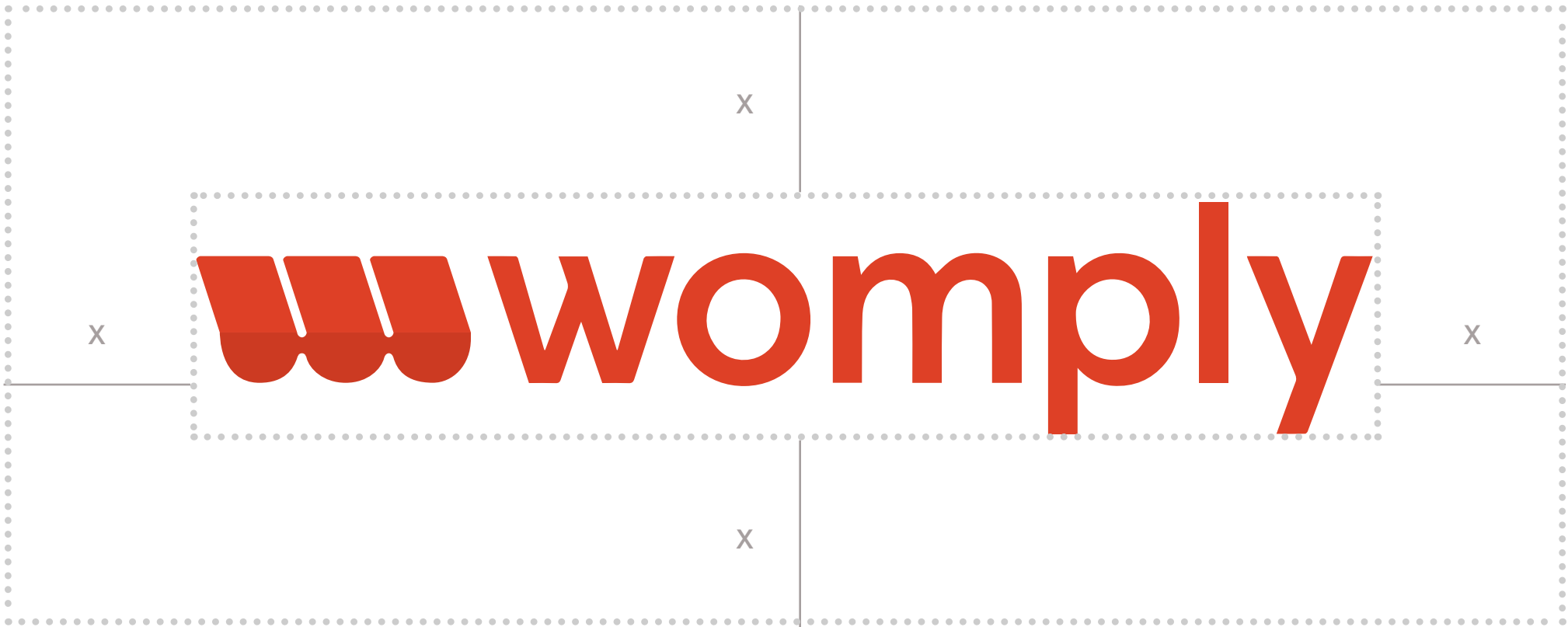
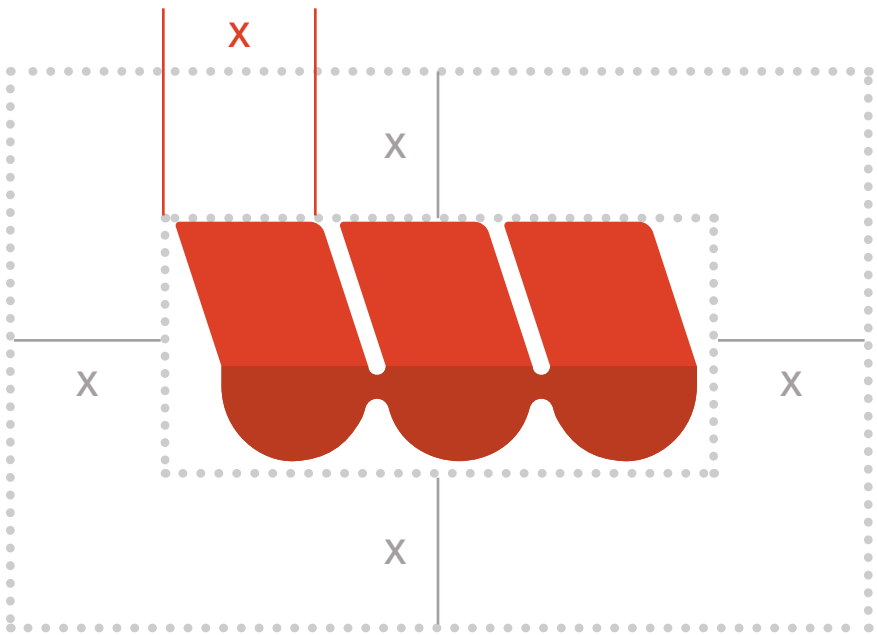
Logo Spacing

To keep the integrity of the logo, adequate spacing should be maintained around the logo at all times.



Logo Spacing

The measure of safe space that must exist around the logo should be at least the width of the 'o' (represented by x).



Logo Don'ts

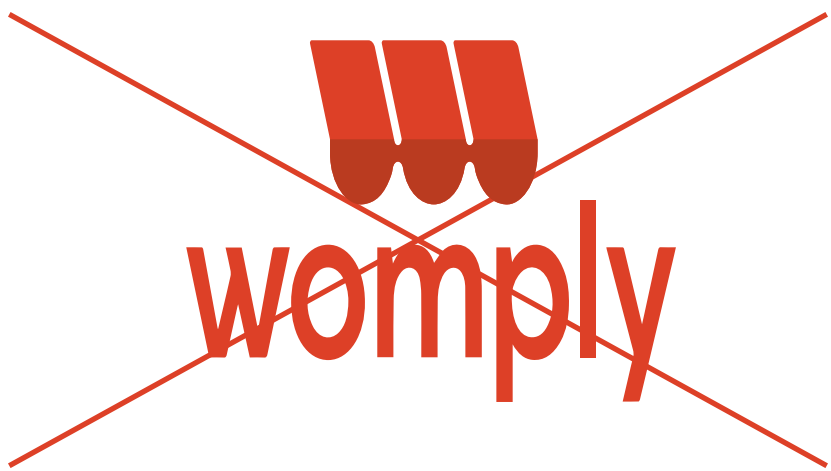
It is important to maintain consistency of the logo across all branding. The logo should never be reconstructed, rotated, stretched or skewed. Only the supplied logo files should be used.



Do not tilt or rotate logo.



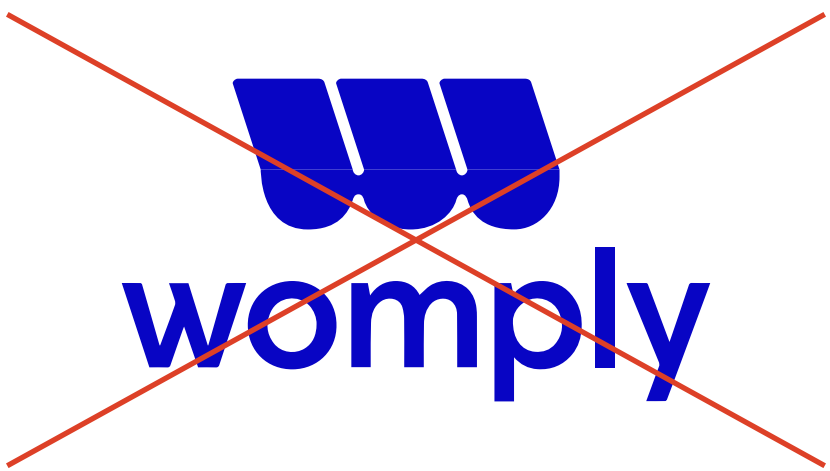
Do not change the typeface.



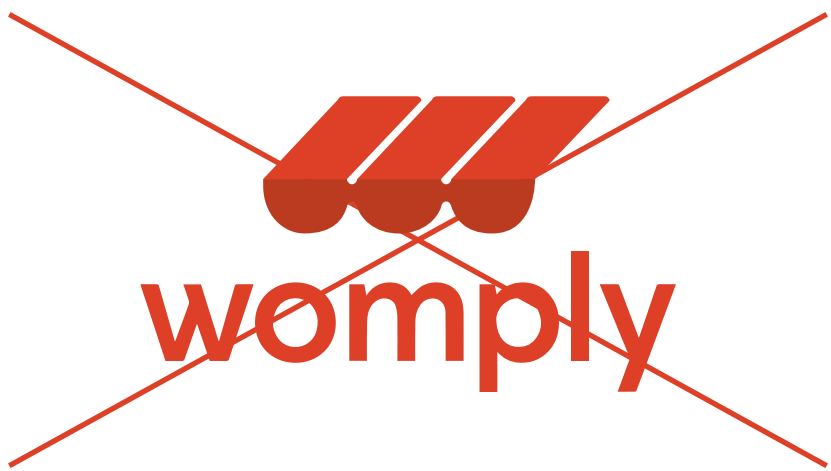
Do not stretch, skew, or distort.



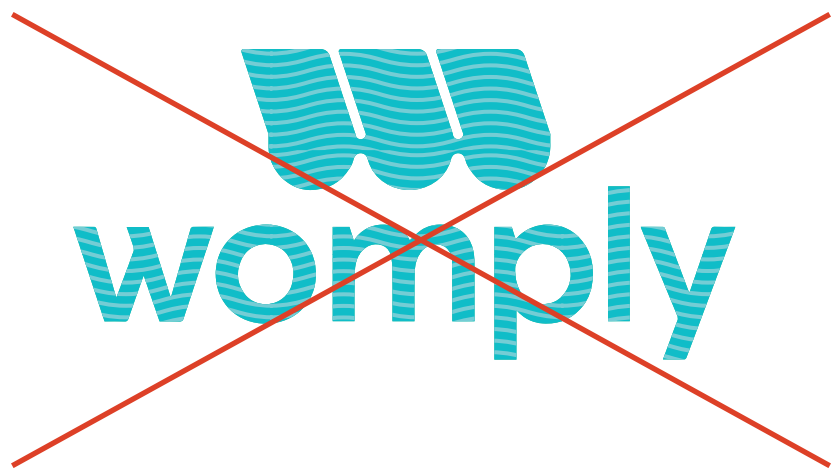
Do not put logo in a box or other frame.



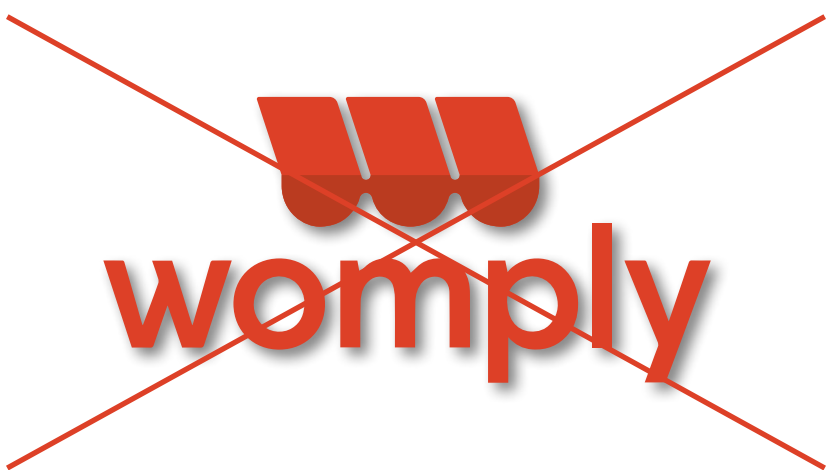
Do not use secondary brand colors.



Do not change the perspective angle of the awning.



Do not apply gradient or patterns to logo lockup.



Do not apply special effects like drop shadows to the logo.



Do not break the lockup between the awning and the typemark.

Typography

Roboto

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Designed by Christian Robertson.

Aa

Typographic Usage

**We turn customers into
regulars**

**Womply is a CRM and marketing software for small businesses that brings
in customers and keeps them coming back**

First, let’s take a short trip down Memory Lane to put the new Womply brand into perspective. Womply was founded in 2011 by Toby Scammell. Back then, Womply was focused on connecting consumers with local businesses via card-loaded deals. That’s our business’s origin story — but what about the very distinctive name?

If you’re like most people, when you first heard of our company you probably asked yourself, “What’s a Womply?” The company’s name has been a source of intrigue for a long time! Turns out, “Womply” was the name of Toby’s boyhood pet wombat (he grew up in Australia). Accordingly, the cuddly creature became the company’s namesake and de facto mascot.

Display, Headline

72/72pt, 64/76pt, 56/64pt, 48/56pt, 36/44pt, 32/40pt
Bold

Subhead

24/32pt, 18/28pt
Bold, Medium

Paragraph

16/24pt, 14/20pt
Regular

Typographic Don'ts

To maintain brand integrity and cohesiveness, do not stray from the established typefaces and typographic style.

**Better
business.**

Do not use other typefaces for headlines.

Better business.

Do not use product typefaces for brand collateral.

**Lorem
ipsum.**

Do not outline type.

**BETTER
BUSINESS.**

Do not use all uppercase for headlines.

*Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua.*

Do not use decorative typefaces (Gig, Cortado, Bruphy, or Wagner) for body copy.

Color

The brand color palette was chosen to represent local business values that resonate across America. Rooted in universal values, but looking clearly to the future, the colors bring a timelessness to the Womply brand.

Brand Color
Awning Red

Primary Color Palette

Brand Color

Awning Red

CMYK	8, 89, 90, 1
RGB	221, 64, 39
HEX	DD4027
PANTONE	WARM RED C

Pride Blue

CMYK	94, 88, 13, 0
RGB	8, 5, 196
HEX	0805C4
PANTONE	BLUE 72 C

Trim Green

CMYK	5, 7, 13, 0
RGB	38, 186, 143
HEX	26BA8F
PANTONE	339 C

Secondary Color Palette

#FFE9E5	#F15137	Awning Red #DD4027	Awning Shadow #BA3B20	Depp Copper #752917
Secondary Blue #E6E6F9		Pride Blue #0805C4	#05037D	#131259

Neutrals

#F7F1E8	#D6CFC2	#F0F4F4	#DFE5E7	#C6D0D4	#A8B4B9	#818C90	#636E72	#2D3436	#192022	#000000
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Color Usage

The brand color palette must be used consistently across all materials for ease in recognition.

Use two color combinations that offer good to very good legibility. Use Pride Blue and Awning Red combinations for extra visual vibration.



When pairing the mark with photography, use the 2-color red or a knockout version with contrast in mind.



Color Don'ts

To maintain brand integrity and cohesiveness, do not misuse colors within the brand palette or use non-brand colors.



Maintain visibility and legibility when using brand colors.



Do not use Awning Red, Awning Shadow or Trim Green for body copy.



Do not use the Awning Shadow color for typographic elements.



Do not place logo where it isn't legible.



Badge Application

The badge shapes used by Womply were inspired by pre-digital era American shop signage and ephemera like window panting, arrow signs, deli tickets, stamps, appointment cards, and more.

Badges can be grouped or dispersed on and around an image to balance out the composition. Badges should be rendered in the same one- or two-color scheme. Only 90° rotate one badge per grouping to maintain legibility.

Keep badges similarly sized with each other

Badge scale should be within 15% of each other. For example, if one badge is 100 pixels wide, the other badges should be between 85 and 115 pixels wide.

Consider groupings of 1 to 3 badges as a starting point. In the rare instance of using a 3-color badge, use it alone.

Limit burst-shaped badges

Only use one burst shaped badge per grouping.

Keep badges a legible size

Badges should not be rendered smaller than about 60px wide, or rendered so small that the containing typefaces fall below their minimum size requirements:

Px Grotesk - 7px or 5pt tall minimum

Gig, Bruphy and Cortado - 14px or 8pt tall minimum

Wagner - 25px or 12pt tall minimum



TOOLS
for
every
TRADE

Badge Colorways

Badges should generally use one or two colors. Follow these color recommendations for better legibility.

One color



One color knockout



Two color



Three Color



Badge Typefaces

The badges are comprised of typefaces inspired by hand painted signage, marker written signs, and tall gothic fonts used in shop windows intended to get your attention on a busy Main St.

The Womply badges use a mix of these for a textural effect.

Combining Typefaces

Use 2 typefaces for badges, except in the case of badges with 3 words. When the badge content has 3 words, you may choose to use 3 different typefaces.

Px Grotesk

When using Px Grotesk, only use Px Grotesk Bold in all caps. It is recommended to track out this typeface.

Wagner

When using Wagner, only use it in all caps. You may track out the caps as necessary.

Script Faces

When using a script face, Cortado, Bruphy, or Gig, try to use only one, not 2 or 3 together in the same badge.

Gig

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Cortado

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Bruphy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Wagner Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PX Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Badge Creation

Use the provided shape library as a starting point. You may add other shop-window inspired shapes to your library that are able to hold text, like large arrows, ornamented rectangles, circles, ovals, and bursts.

You can also construct badges without an outer shape like the "Digital Tools for Small Shops" shown here.



Badge Creation

To create the right amount of consistency among badges, stay within these guardrails.

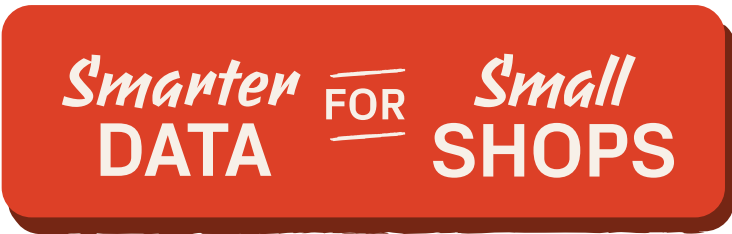


Arching text
You may set Px Grotesk or Wagner on a curve as shown in "Support Small Business". When arcing script faces, limit their arc to the example seen in “Locals do it Better”.

Skewing text
You may skew script faces Cortado, Bruphy, and Gig (eg "Easy", "for every,"). Do not skew words set in Px Grotesk or Wagner.

Word count
Keep badge copy from about 2 - 5 words if possible. Badges with more words will require a larger minimum size for legibility at the discretion of the designer.

It is not necessary to arc the text along the outer shape of a badge.



Color
Badges should be 1, 2 or 3 colors. When using 3 colors, do not use the badge in a grouping.

Line
Lines within badges are rendered in a paintbrush texture of varying weights as seen in the heart shape here. Use the same texture on horizontal lines.

Shadow
A badge may have a textured shadow at the bottom suggesting a top-lit environment. The shadow may be color-matched or contrasted to the main badge shape.

Badge Don'ts



Application
Badges can be grouped or dispersed around an image to balance out the composition. Only 90° rotate one badge per grouping to maintain legibility. Do not disproportionately scale badges.



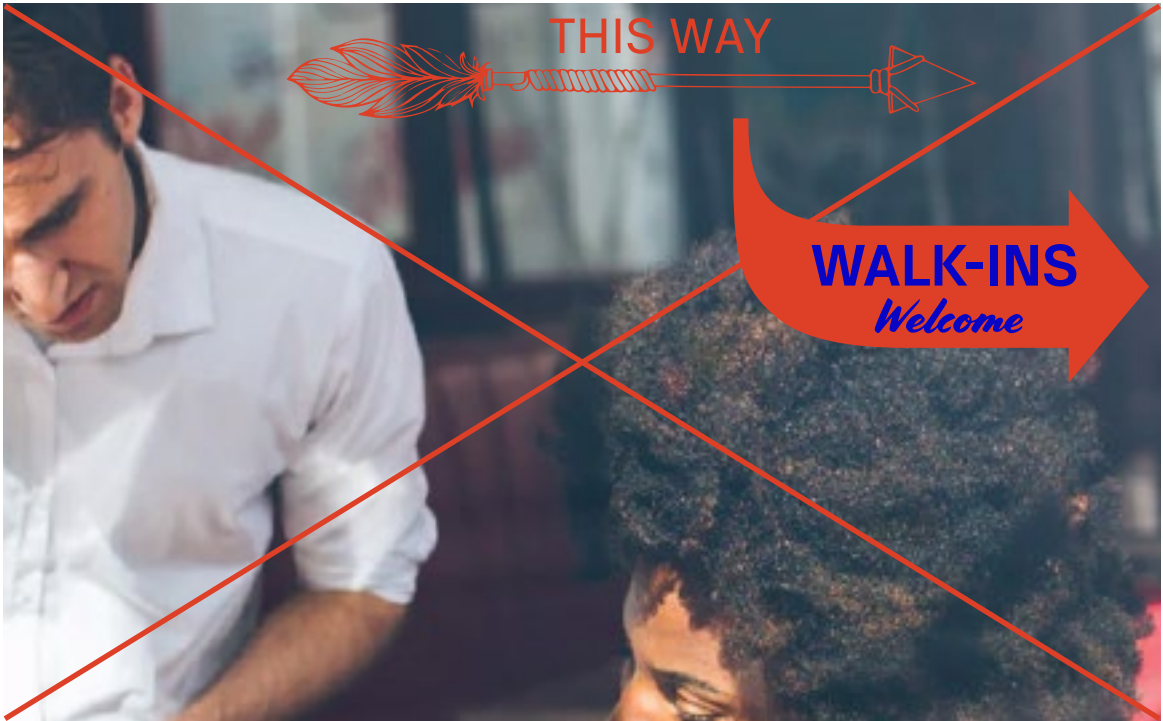
Obscuring key photography details
Badges should not cover key photographic areas like faces or primary subject or action.



Non-proportional scaling
Badges should not be non-proportionally scaled.



Size
Badges should not be rendered too small for legibility.



Shape
Shapes shouldn't be complex (rendered with more than about 16 vector point). Shapes shouldn't have areas too small for legible text.



Color group
When grouping, badges should use the same two colors.



Margins
Text elements shouldn't be too close to the edge.

Shadow Device

Photos can be shadowed with a solid contrasting brand color. Only use one shadow per image grouping.

Badges may also be shadowed. Use only one shadow per badge grouping to call additional attention to a badge.



Photography



Lifestyle Photography

The lifestyle photography style for Womply is defined by a candid, documentary-style presence within a typical working environment of a Womply shop owner. It's a pragmatic, real style that serves as a way to help place potential customers within the Womply brand.

Lensing

We recommend lenses that put you in the space well by choosing a depth similar to the human eye (about 50mm).

Framing

The shots should only be taken straight on or on a left-or-right angle at roughly eye level. There should be a 50/50 representation between the subject and surrounding shop. Avoid birds-eye or low-angle shots.

Lighting

Lighting should be natural if possible. Correct for artificial lighting where necessary.

Set Direction

Shops should be relatively tidy, but realistic, and not containing too many distracting typographic elements (e.g. safety signage, wastebaskets).

Models

There should be 1-3 subjects in most cases so that the intent of the shot is clear. They should not be trained models, but rather feel like friends and family.



Shopkeeper actions may include putting out stock, tidying up, helping a customer, or working on their core service (eg cutting hair, making coffee, fixing cars, etc.).

More models may be used when intending to show busy-ness or heightened activity.

Reflection Photography

The window reflections are layered photos that let us see both action within a store and the Main Street that is reflected on it. While you can see some details in the reflection, the subject matter is still the action behind the window.

Reflections within a shop (eg deli cases, interior surfaces) can also work well.

The ratio of street to interior subject can vary from 50/50 to 10/90 (the reflections are barely perceptible.)

This style matches the lifestyle style in candidness, lensing, angle, set direction, and subject matter.



An example of a 50/50 reflection/interior ratio.



Customer actions may include browsing aisles, asking the shopkeeper a question, or completing their payment at the register.

Street Photography

The third photography style is focused on elevated, pedestrian-friendly Main Streets around the country.

Subject matter may include street shots, building facades, doorways, windows, or close ups of unique signs (painted, metal, neon, or hand rendered as a preference.) They should feel like establishing or contextualizing shots for a scene within a shop. This style is intended to support a feeling of urban revitalization or thriving.

Models

In street shots, it's preferred to have them populated by a few people however the person shouldn't dominate the frame or take away from the urban focus of the image.

Architecture

Buildings should feel more timeless, but kept up, and not too European or ornamental. They should reflect building materials used in the US in the 20th century like brick, wood and long-standing street furniture (lamps and benches.)

Avoid displaying specific landmarks to keep the sense of an Everytown, USA.

Greenery

It's beneficial to display trim greenery in the shot to support an active and thriving community. It's also beneficial to limit the display of automobiles in the image.



Photography Tone

Use these photo guidelines to help bring different images more closely in line with brand color and feel. Keep photo tone work subtle and natural looking.

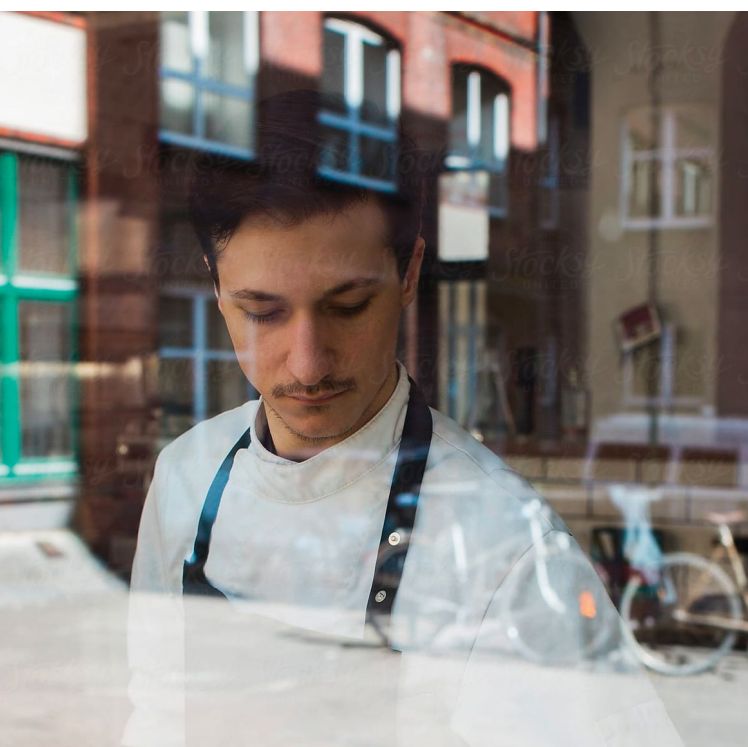
Find brand colors

Select shots with a component of Awning Red, Pride Blue, or Trim Green to work well with adjacent brand color solids.



Midtones

If not already present, slightly accentuate red tones in the mid range.



Daylight tone

Correct flourescent-lit shops to feel more daylight.



Shadows

If not already present, slightly accentuate blues in the shadows, and slighty lift blacks (about 5%).



Photography Don'ts

Photography is an important expression of the brand. Avoid using stock imagery or other photos that fall outside of the brand photo style.



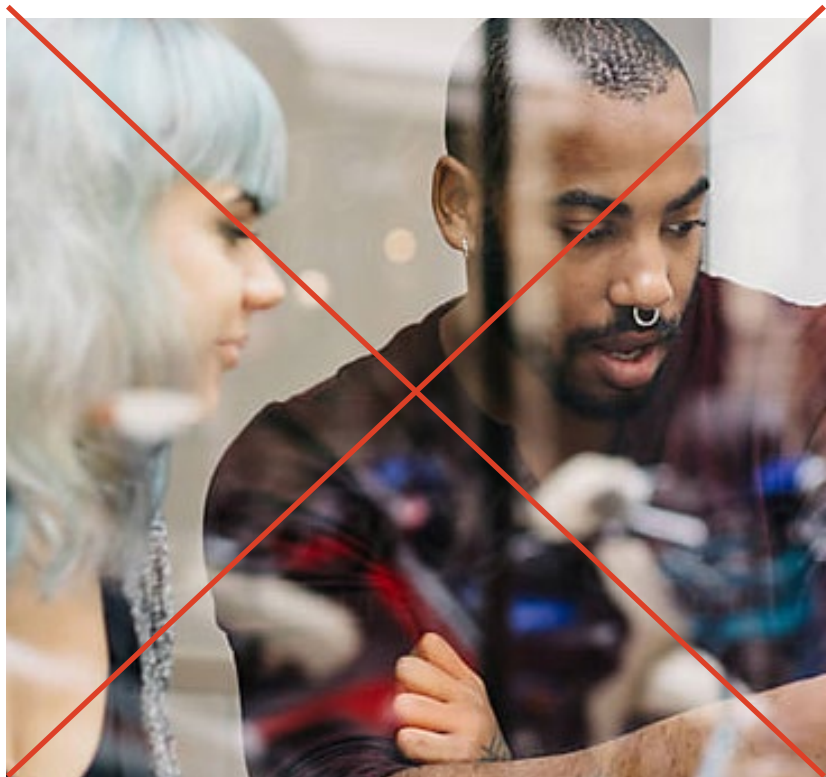
Do not cover people's faces or primary action with badges.



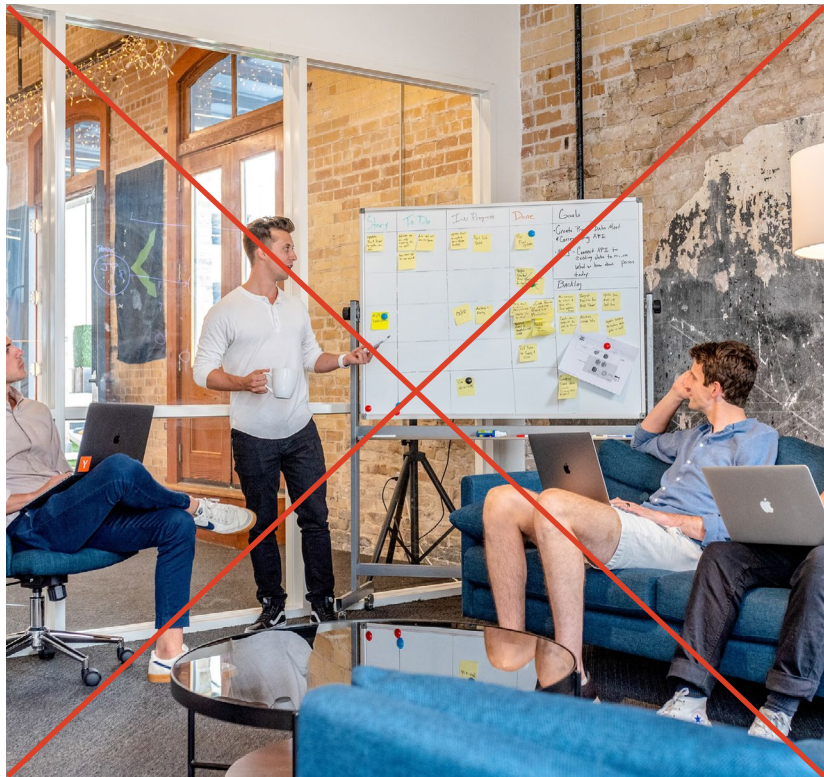
Do not use harsh shadows or extreme lighting.



Portrait subject should not be looking directly at the viewer.



Do not crop a photo too closely.



Do not use corporate stock photo imagery of people in offices.



Do not over grade images. Keep colors natural.

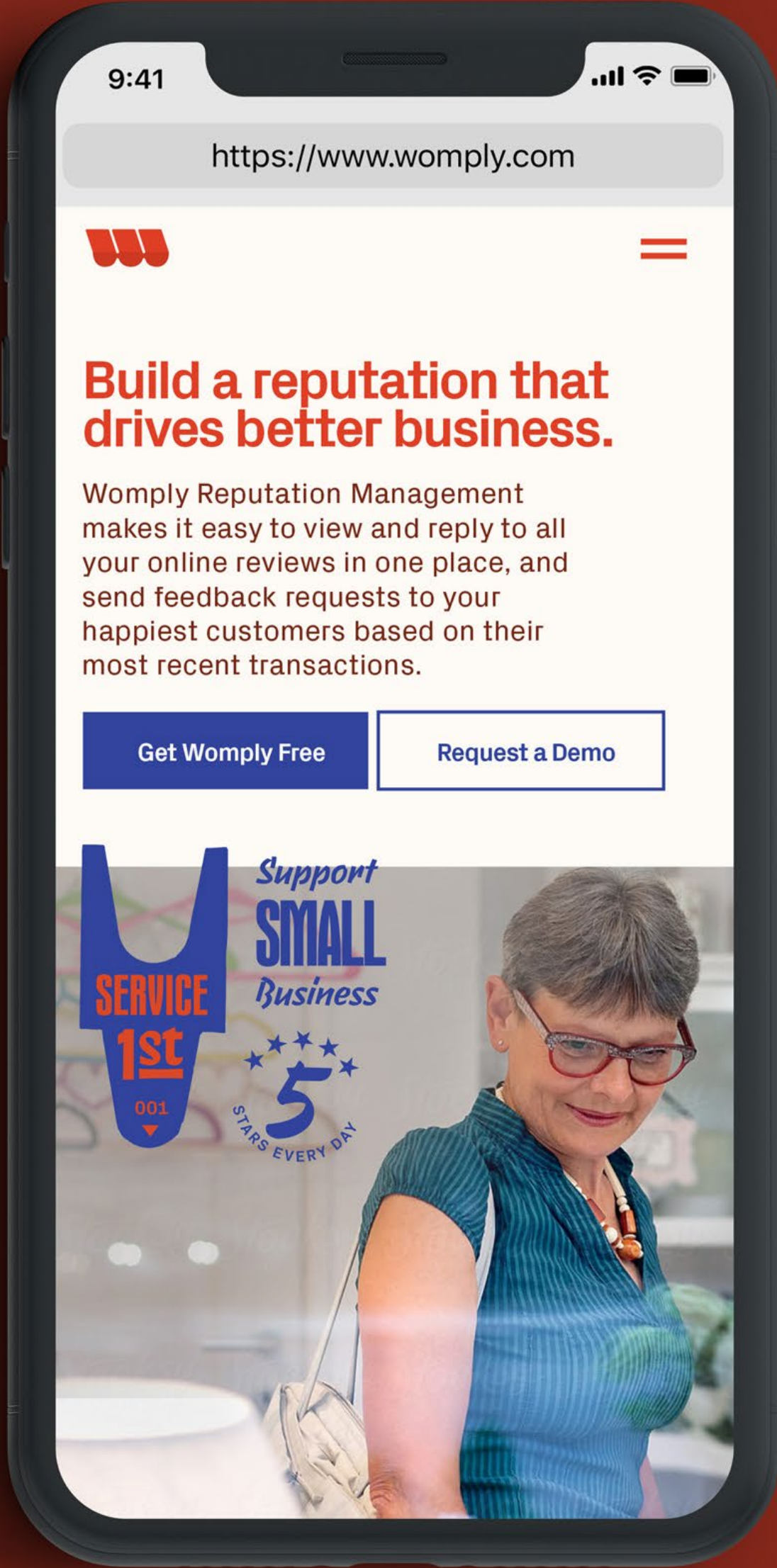
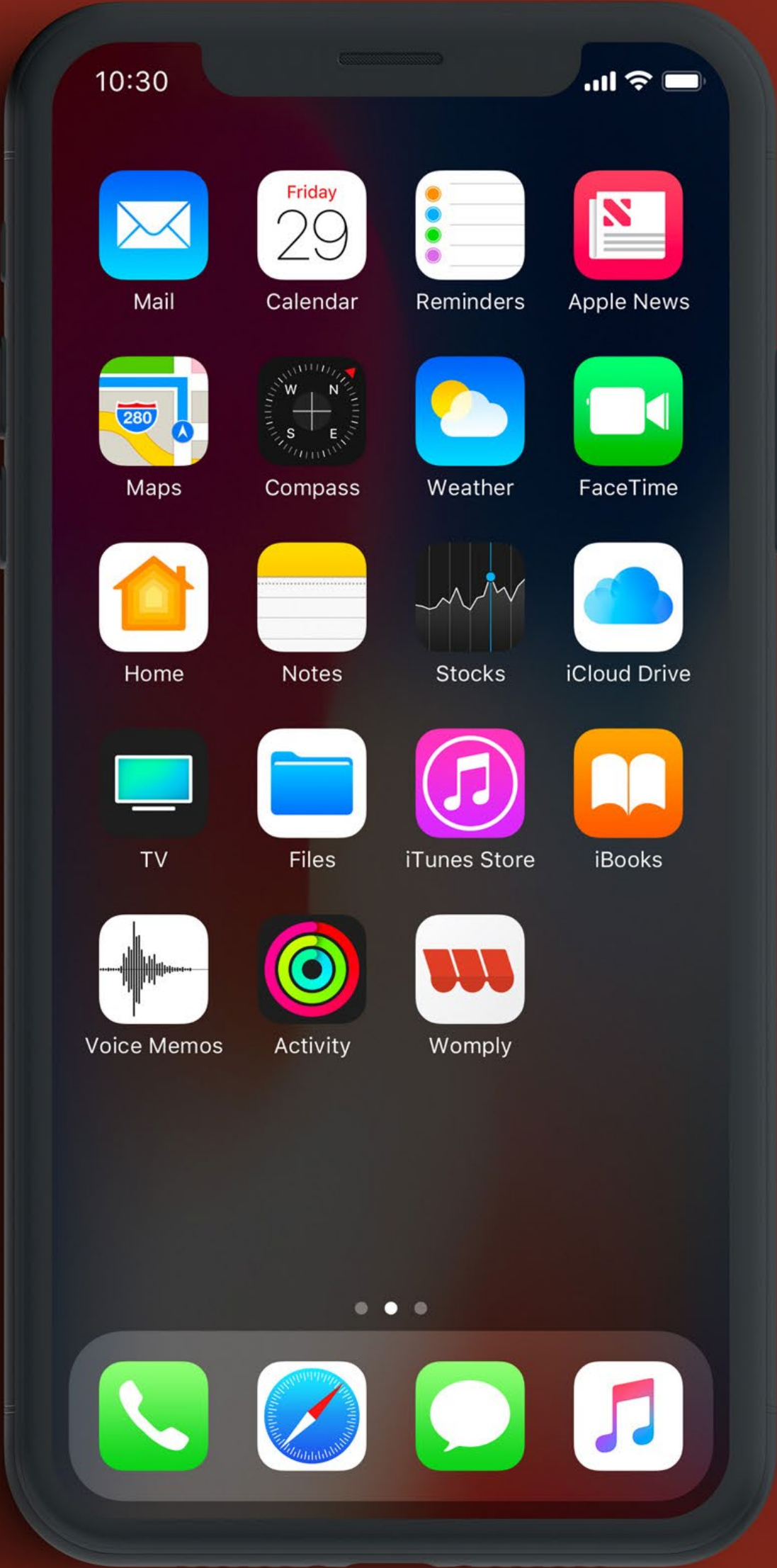
Applications

The following mock-ups show how the brand elements work together through proper use of the brand guidelines, and provide examples for digital and printed applications.

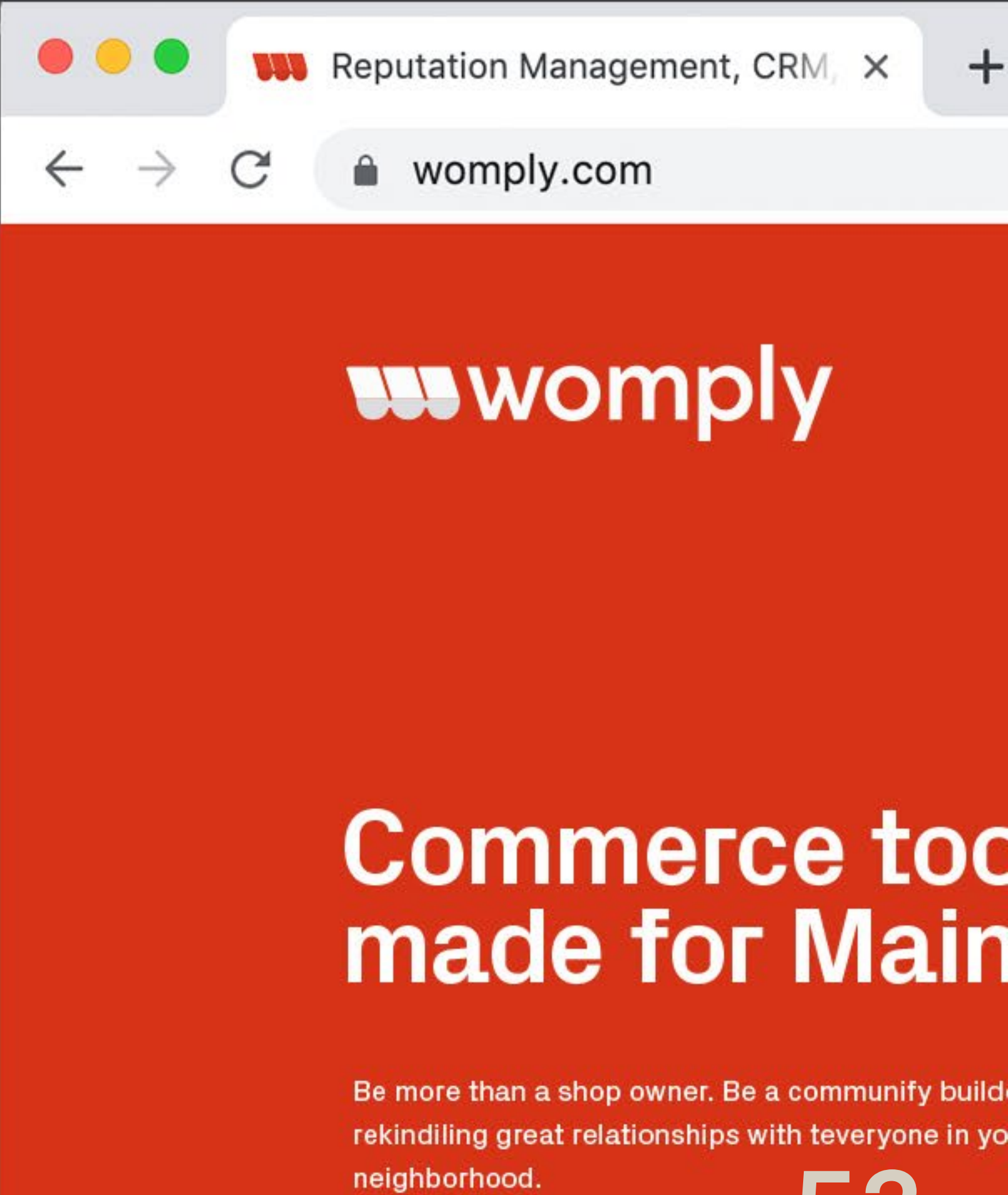
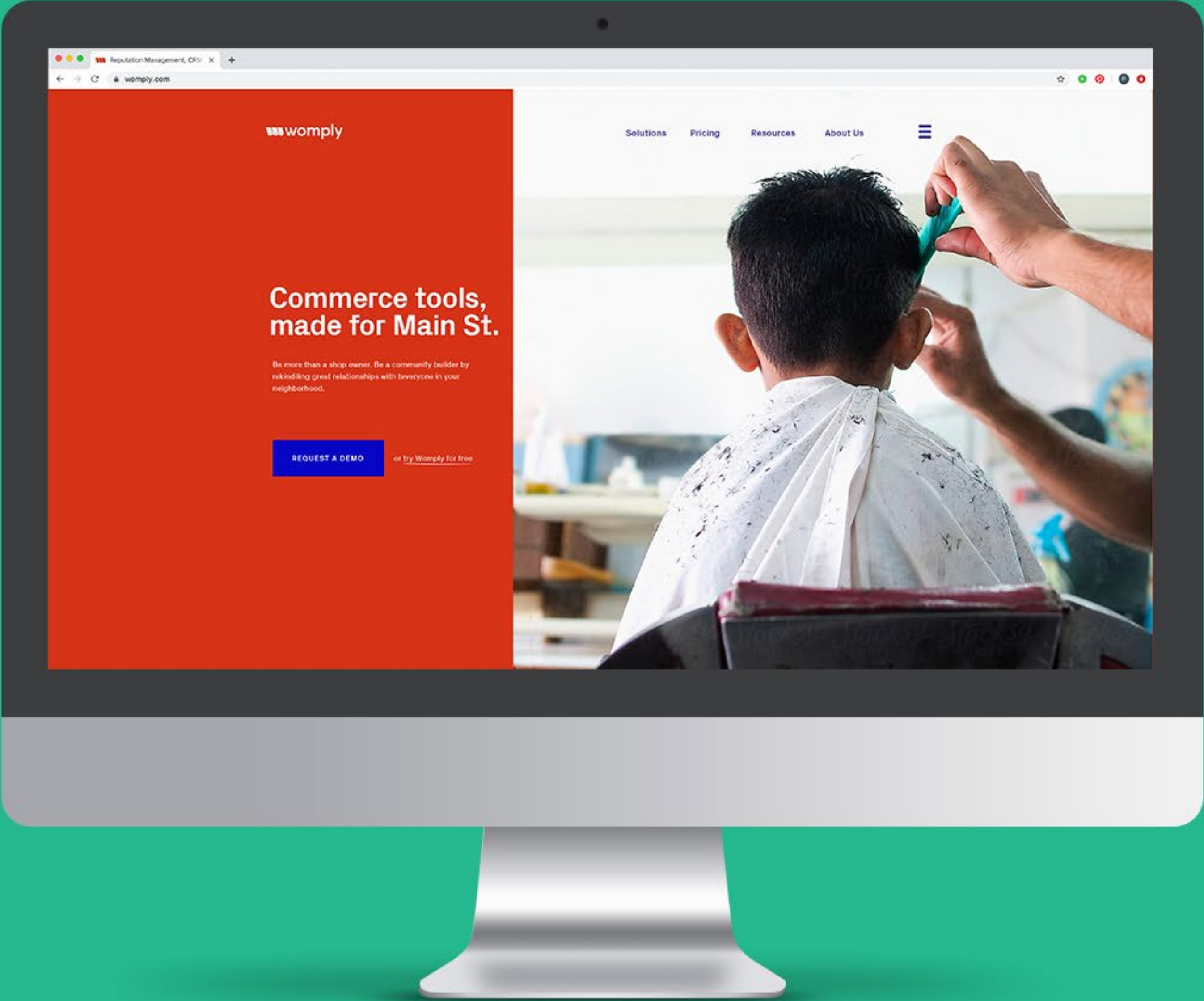
Poster Mock-up



Mobile Application



Website Mock-up



Tablet Mock-up



Merchandise



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Created by Frank Collective

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