JEN KRAMER, INSTRUCTOR
PLANNING SUCCESSFUL WEBSITES AND APPS

CLASS THREE
INTRO TO BRANDING

What is a brand?

"I'm lovin' it"

Transportation Security Administration

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CLASS FIVE
REINVENTING A BRAND

http://www.businessinsider.com/kfc-is-finally-turning-business-around-2016-5

https://www.kfc.com/about/how-kfc-makes-chicken

KFC Nashville **HOT** SPICY·SMOKY·CRISPY

KFC GEORGIA GOLD HONEY MUSTARD BBQ

COLONEL HARLAND SANDERS
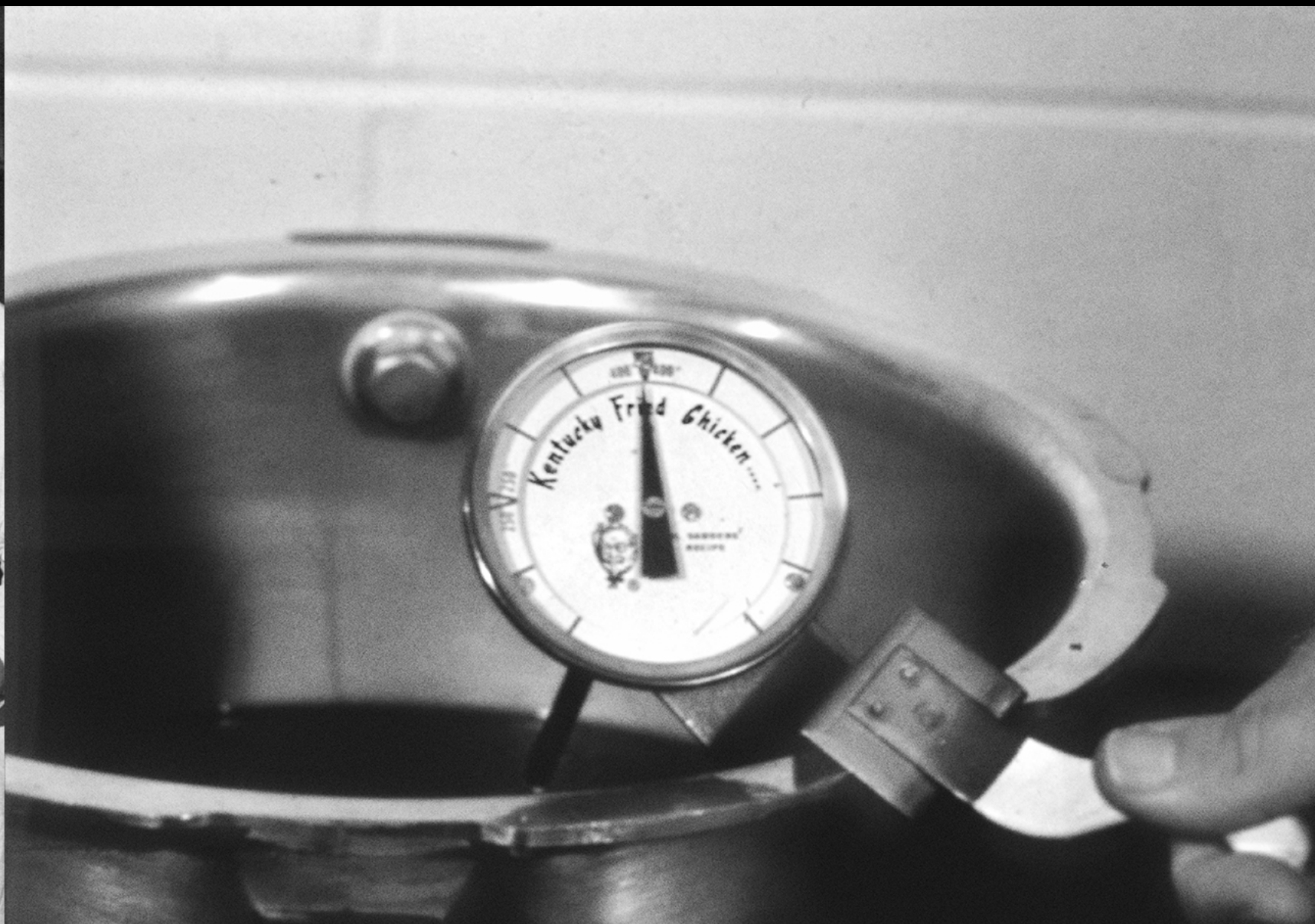
Tweets 33.7K	Following 11	Followers 1.25M	Likes 6,015	Lists 2	Moments 6

Follow

KFC ✔
@kfc

Kentucky Fried Chicken. Founded by The Colonel. Practitioners of The Hard Way. Purveyors of the World's Best Chicken.
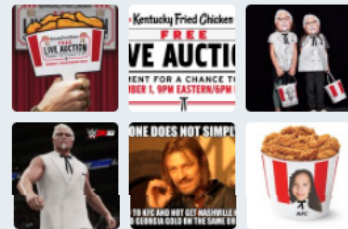
📍 Louisville, KY, USA
🔗 kfc.com
📅 Joined July 2008

Tweet to | **Message**

🖼 Photos and videos

Who to follow · Refresh · View all

Burger King ✔ @BurgerKing ✕
Follow

McDonald's ✔ @McDonal... ✕
Follow

Pizza Hut ✔ @pizzahut ✕
Follow

👥 Find people you know

Trends for you · Change

#VeteransDay
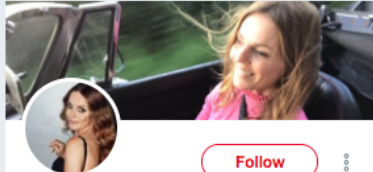@HarvardEXT is Tweeting about this

#iGEM2017

#latb48

#RoyMooreChildMolester
@mlanger is Tweeting about this

ON SALE NOW
18.9K Tweets

#platformcoop

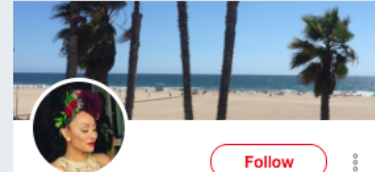#HarvestSummit

Facebook Local
6,458 Tweets

Geri Horner ✔
@GeriHalliwell
Follow

Singer / Songwriter
blog.gerihalliwell.com/http://www.fac...:
therealgerihalliwell

Melanie Brown ✔
@OfficialMelB
Follow

Mother,"SCARYSPICE,"loverosegold,LEEDSNUTTER,singer songwriter,producer,judge, AGT,Voice Kids in OZ & UK Xfactor!!

KIT & KIN
Emma Bunton ✔
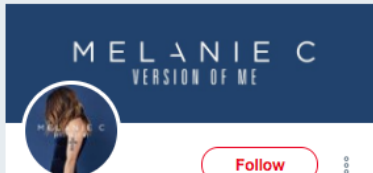@EmmaBunton
Follow

The official Emma Bunton Twitter Page, co-founder of kit and kin, spice girl, Presenter on heart radio and Boy Band premieres June 22nd on ABC
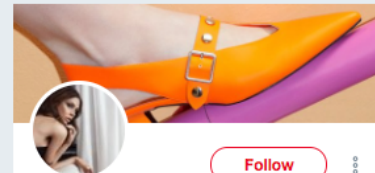
MELANIE C VERSION OF ME
Melanie C ✔
@MelanieCmusic
Follow

Melanie C / Sporty Spice - Updates from the Singer, Songwriter - facebook.com/Melaniecmusic - Instagram @melaniecmusic - 'Versio...

Victoria Beckham ✔
@victoriabeckham
Follow

The Official Twitter page for Victoria Beckham
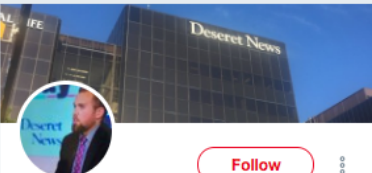
Deseret News
Herb Scribner ✔
@HerbScribner
Follow

Staff writer and InDepth web producer for @DeseretNews. Self-published author. Followed by @kfc.
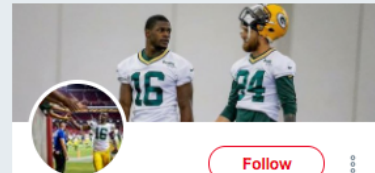
Herb J. Wesson, Jr. ✔
@HerbJWesson
Follow

L.A. City Council President, Papi to 3 grandkids, sock game on point, never late for tee time. Find me in #CD10.

HERB WATERS ✔
@herbwaters6
Follow

my hustle come from seeing my mom struggle alumni University of miami Green Bay packer #16
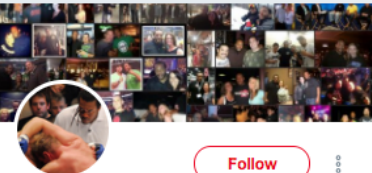
Herb Dean ✔
@HerbDeanMMA
Follow

certified trainer, referee & martial artist

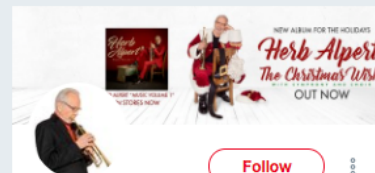**Herb Sendek** ✔
@HerbSendek
Follow

Official Twitter of Santa Clara University Head Coach Herb Sendek #GoBroncos

HERB ALPERT The Christmas Wish OUT NOW
Herb Alpert ✔
@HerbAlpert
Follow

The Official Twitter for Herb Alpert and Herb Alpert Presents

https://www.thrillist.com/news/nation/kfc-twitter-joke-painting

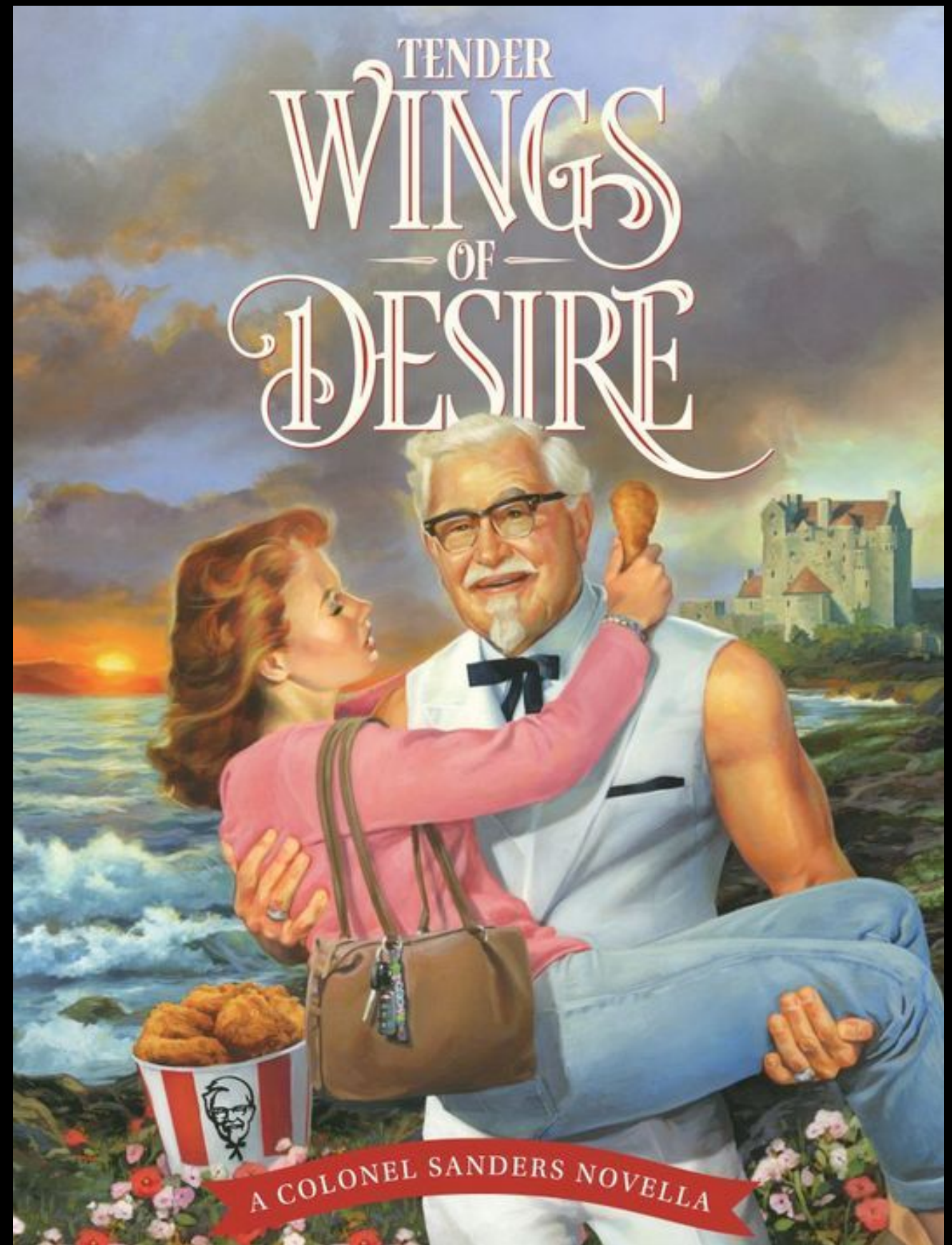We don't make mistakes
Just happy accidents

"'Yes, I'm a Colonel. *Yes*, I'm fabulously rich. I am a magnate of the restaurant industry, my dear, the king of an empire that I built with my bare hands. I took a sabbatical from my duties in order to see the world, see what else could possibly be out there, and on the course of my journey I found what I was looking for.'

Her heart fluttered wildly in the space of his pauses. In spite of everything, she found herself hanging on his every word.

'I found you, Madeline.'"

http://www.businessinsider.com/kfc-romance-novel-is-a-raunchy-steamy-tale-2017-5

TENDER
WINGS
OF
DESIRE

A COLONEL SANDERS NOVELLA

http://time.com/4770024/kfc-romance-novel-mothers-day/

KFC

Kentucky
Fried Chicken

HOWDY INTERNET VISITOR,

I REGRET TO INFORM YOU I HAVE TO DO SOME
MAINTENANCE ON MY INTERNET WEBSITE. THE
GOOD NEWS IS I AM ALMOST FINISHED WITH MY
HTML HOME CORRESPONDENCE COURSE AND I'LL
HAVE HER RUNNING AGAIN IN NO TIME.

YOURS TRULY,

Col. Harland Sanders

< CLOSE HTML TEXT FILE TABLE END GOODBYE DANGIT >

What words would you use to describe KFC's brand after reinvention?

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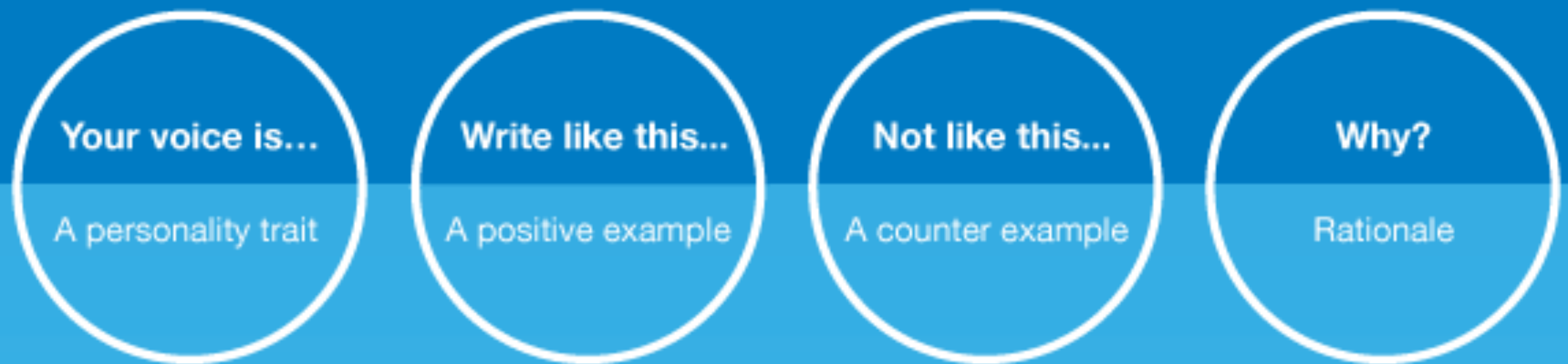PLANNING SUCCESSFUL WEBSITES & APPS

CLASS FIVE
VOICE AND TONE

Brand: the attributes that people associate with your organization.

Voice and Tone Table

Your voice is...	Write like this...	Not like this...	Why?
A personality trait	A positive example	A counter example	Rationale

https://gathercontent.com/blog/a-simple-tool-to-guide-tone-of-voice

Voice and Tone Table – Example

Your voice is...	Confident

Write like this...	**Not like this...**	**Why?**
"We set you apart from the rest with eye-catching, memorable, delightful designs." – Website copy	"We usually do a pretty good job with most projects, as long as we ask the right questions." – Rejected website copy	We're selling ourselves and our expertise. If we sound like we believe it, our pro-spective clients will feel good about us.

http://voiceandtone.com/success-message/

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CLASS FIVE
BRAND & STYLE GUIDE

https://vpcomm.umich.edu/brand/style-guide/logo-guidelines
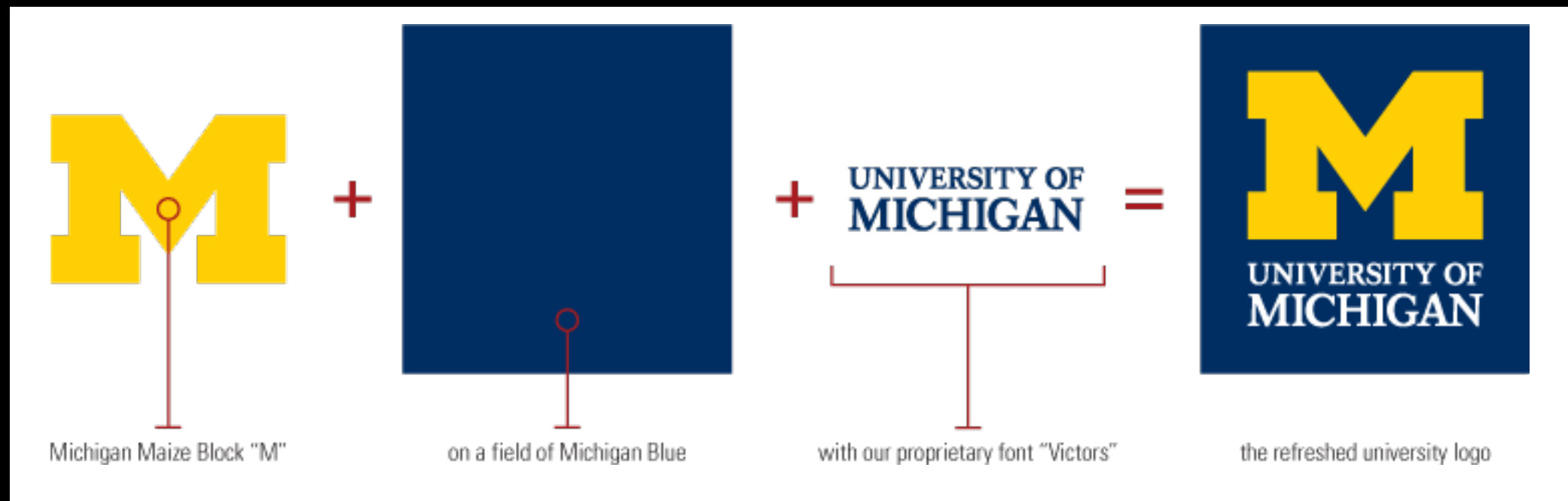
EXAMPLES OF MISUSING OUR LOGO:

🚫 **DO NOT RETYPE TEXT**

🚫 **DO NOT STRETCH**

🚫 **DO NOT ALTER COLOR**

🚫 **DO NOT DISTORT**

🚫 **DO NOT ADD SHADOW**

🚫 **DO NOT ADD GRAPHICS**

A logo

A logo

A logo

A logo

A logo

Helvetica

Avenir

News Gothic

Garamond

Brand Guide examples

Standard UI Colors

	#EEEEEE	Light gray	Main background color
	#333333	Dark gray	Default text color
	#f5554b	Salmon	Primary accent color
	#48cdbf	Teal	Secondary accent color
	#272E32	Black	Header bar color
	#FFFFFF	White	Content panel color

TOP

Town of Wrentham
Massachusetts

Home | Departments ⌄ | Boards & Committees ⌄ | Groups & Services ⌄ | Services A-Z | Government ⌄ | About ⌄ | Events ⌄ | Contact ⌄

Find it Fast

Search...

Abatements & Excise Tax

FAQ's

On-Line Payments

Posted Meetings

Town Employment

Trash and Recycling

Volunteering

Community Alerts

Drought Advisory Affects the Town of Wrentham

Update - November 2016

The state is still experiencing below average rainfall. As a result, Wrentham will remain in the Stage V Water Ban.

Following sixth straight months of below average rainfall and warm weather, the state has declared a Drought Warning for all of eastern Massachusetts. The Town of Wrentham's aquifer water supplies have experienced a significant drop and are extremely low due to excessively high demand for water. These conditions raise serious public health and safety concerns including increased risk for wildfires and possible future contamination of our drinking water supply as levels continue to decrease. To combat this hazard the Town has declared a Stage V Water Ban. Effective immediately, all outdoor water use is banned. There are no exceptions. The Massachusetts Emergency Management Agency is asking the public, including households and businesses that draw water from private wells, to conserve water by reducing both outdoor and indoor use.

Read more about the water ban >>

Please contact the Department of Public Works at 508-384-5477 for more detailed information.

2017 Dog Licenses

www.wrentham.ma.us

www.lincolnpl.org

Brand Guide examples

Emphasis Colors

	#D00000	Red		Error Text
	#006600	Green		Success Text

Error message text:

> Whoops! Looks like your princess is in another castle.

Success message text:

> Nice work! You found a 1UP mushroom.

Warning message text:

> **Beware, you are now entering Bowser's castle.**

TOP

Brand Guide examples

Standard UI Fonts

The CLIENT tools use Arial as their standard, basic UI font across the board. As Arial is virtually universal, there is no need to specify additional fallback fonts.

Examples:

- This is Arial (with **bold** and *italic*) at size 18px.
- This is Arial (with **bold** and *italic*) at size 14px.
- This is Arial (with **bold** and *italic*) at size 12px.
- This is Arial (with **bold** and *italic*) at size 11px.

Standard font sizes:

The default (base) font size for the Group1 tools is 12px. The default (base) font size for the App3 tool, which is based on Twitter Bootstrap, is 14px, though 12px is also used often within that tool.
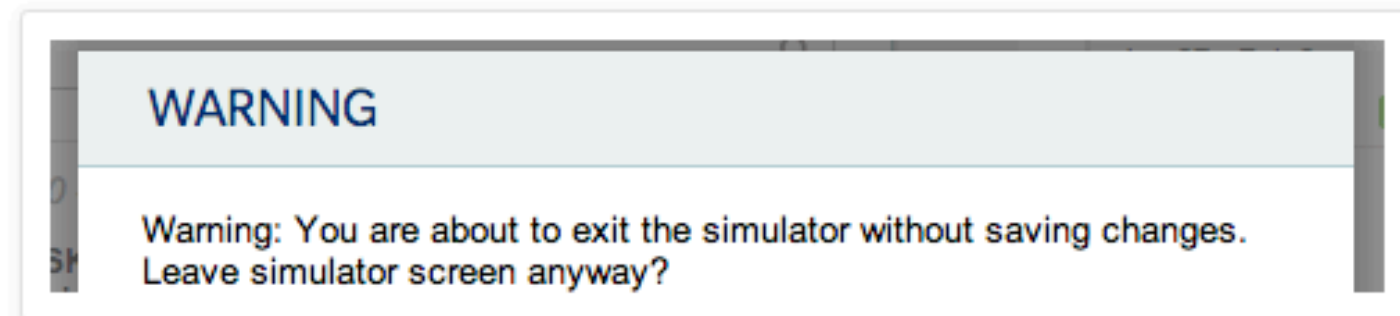
Brand Guide examples

Brand Fonts

CLIENT has a corporate style guide, which specifies the corporate typeface, Slate Pro. The CLIENT tools use Slate Pro in a select few key places throughout the UI, while relying mainly on standard web typography.

Arial (the default UI font) should be specified as the fallback font for Slate Pro in all instances. We use a version of Slate Pro for the web which has been scale-adjusted so that the relative character size (x-height) of both fonts are similar, so brief flashes of unstyled text on page load should not cause any width or spacing problems.

Images:

WARNING

Warning: You are about to exit the simulator without saving changes. Leave simulator screen anyway?

Modal window header using Slate Pro [App1]

Usage:

- Slate Pro is currently used in the following instances:
  - App1: The main Planner/Management View page titles
  - App1: Modal window headers

Brand Guide examples

Logo

Your company's logo is most likely the defining staple your brand, and an important asset to keep in mind when creating a web tool or website. Don't forget about all the possible variants your logo may have, and plan accordingly.

Brand Guide examples

https://identity.unc.edu/

https://vpcomm.umich.edu/brand/

http://www.hbs.edu/marketing/

https://www.skype.com/en/legal/brand-guidelines/

https://www.apple.com/legal/sales-support/
certification/docs/logo_guidelines.pdf

https://design.google/library/evolving-google-identity/

https://about.twitter.com/content/dam/about-twitter/company/
brand-resources/en_us/Twitter_Brand_Guidelines_V2.0.pdf

Consider making a Pinterest board to help you flesh out ideas about your brand.

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CLASS FIVE
INTERACTION ELEMENTS

Simple

Intuitive

Interaction Element Spectra

For each, mark where your site falls on the spectrum. Write what that location means in practice and why you chose that spot for your site. (Consider goals, project requirements and personas when defining each.)

Common
Patterns

Specialized/
Need-to-learn

X

Mark with an x along this line

What this means:

Why I chose this spot:

Common patterns vs. need-to-learn (specialized) interfaces

Open site vs. proprietary site

Scroll vs. click

Browse vs. accomplish

One path vs. many directions

User-led vs. Site-led Interactions

Interaction Element Spectra

For each, mark where your site falls on the spectrum. Write what that location means in practice and why you chose that spot for your site. (Consider goals, project requirements and personas when defining each.)

Common
Patterns

Specialized/
Need-to-learn

Mark with an x along this line

What this means:

Why I chose this spot:

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CONTRAST, REPETITION, ALIGNMENT, PROXIMITY