DailyStory

BRAND GUIDELINES

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PURPOSE

THIS BRANDING OUTLINE WILL BE USED TO UPDATE ALL CREATIVES ON LOGOS, COLORS, TYPOGRAPHY, IMAGERY, AND MORE. IT'S IMPORTANT THAT OUR BRAND IS REPRESENTED IN A CONSISTENT AND RESPONSIBLE MANNER FOR EVERY PROJECT THAT IS COMPLETED. FOR ANY QUESTIONS, PLEASE CONTACT HELLO@DAILYSTORY.COM.

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OUR MISSION

DAILYSTORY'S MISSION IS TO BE A COMPREHENSIVE MARKETING SOLUTION THAT HELPS CUSTOMERS CREATE SALES, BUILD LOYALTY AND GROW THEIR BUSINESSES. GREAT MARKETING TELLS A STORY, AND WE BELIEVE MARKETING SHOULD BE EASY, EFFECTIVE, AND MEASURABLE FOR BUSINESSES OF ALL SIZES.

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OUR GOALS

Create Sales

Build Loyalty

Grow Business

Measure Results

04

OUR VALUES

DAILYSTORY STRIVES TO UPHOLD THE FOLLOWING VALUES IN BOTH INTERNAL AND EXTERNAL INTERACTIONS WITH CUSTOMERS, EMPLOYEES, CO-WORKERS, PARTNERS AND PEERS.

EXCELLENCE

WE ARE UNYIELDING IN OUR COMMITMENT TO OFFERING THE HIGHEST QUALITY OF PROFESSIONALISM IN OUR INDUSTRY.

05

OUR VALUES

INTEGRITY

WE WILL UPHOLD ETHICAL STANDARDS IN OUR DEALINGS AND INTERACTIONS.

HONESTY

WE WILL COMMUNICATE OPENLY AND HONESTLY, EVEN THROUGH CHALLENGING CONVERSATIONS.

06

OUR VALUES

EMPLOYEES

WE WILL ALWAYS STRIVE TO SATISFY OUR CUSTOMERS, BUT WE WILL NEVER ACCEPT THE MISTREATMENT OF TEAM MEMBERS IN ANY INTERNAL OR EXTERNAL INTERACTIONS.

07

MESSAGING

DAILYSTORY'S MESSAGING MUST BE CLEAR YET AUTHORITATIVE, CAREFUL TO MIRROR THE BRAND'S IMAGE.

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MESSAGING

CLEAR

BECAUSE DAILYSTORY'S MISSION IS TO SIMPLIFY DIGITAL MARKETING FOR BUSINESS OWNERS, THAT SIMPLICITY AND CLARITY SHOULD CARRY ACROSS TO ALL FORMS OF MESSAGING. CLEAR MESSAGING MEANS STRAIGHTFORWARD COMMUNICATION, NOT EMPLOYING JARGON OR FLUFF. INTERACTING WITH DAILYSTORY IS DESIGNED TO BE USER-FRIENDLY AND STRAIGHTFORWARD, MIRRORING THE EASE OF USE FOUND WITHIN OUR SOFTWARE.

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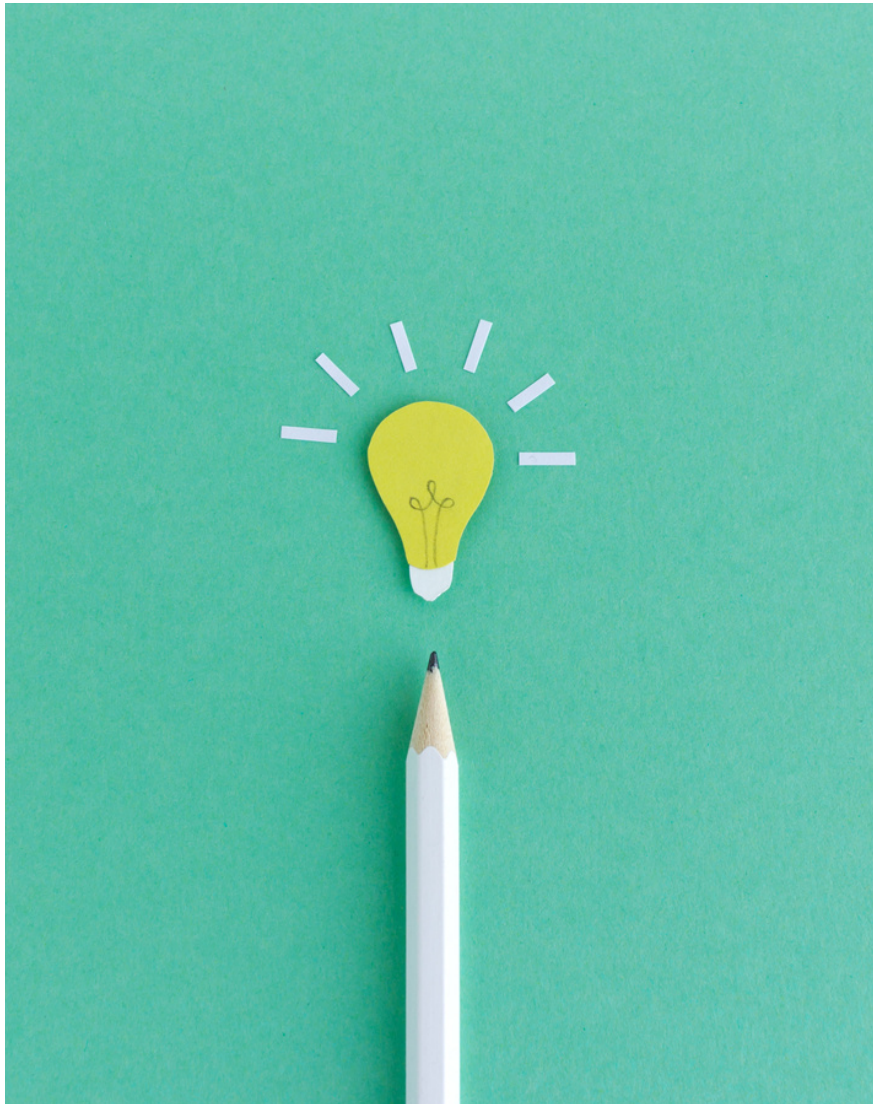
MESSAGING

AUTHORITATIVE

BECAUSE DAILYSTORY'S MISSION IS TO EMPOWER BUSINESS OWNERS WITH EASY-TO-USE AND EASY-TO-MEASURE DIGITAL MARKETING, ITS MESSAGING SHOULD REFLECT THAT BRAND CHARACTERISTIC. USE MESSAGING THAT CONVEYS THE EXPERTISE AND AUTHORITY BEHIND DAILYSTORY.

TONE

WHEN CONVEYING A MESSAGE, DAILYSTORY'S CONTENT SHOULD ALWAYS BE CONFIDENT, ENCOURAGING, AND APPROACHABLE.

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TONE

CONFIDENT

WE ARE CONFIDENT IN ASSISTING OUR CLIENTS TO SIMPLIFY AND AUTOMATE DIGITAL MARKETING PROCESSES. NOTE THAT "CONFIDENT" DOESN'T MEAN BRAGGING BUT RATHER TRUSTWORTHINESS.

- **TOO STRONG:** "OH, NO PROBLEM AT ALL—WE CAN DO THAT IN OUR SLEEP."
- **TOO SOFT:** "WE MIGHT BE ABLE TO GET IT DONE."
- **CORRECT:** "WE CAN ABSOLUTELY HELP YOU WITH THAT."

TONE

ENCOURAGING

DAILYSTORY SHOULD ALWAYS SOUND ENCOURAGING. THIS INCLUDES FOCUSING ON THE POSITIVES, NOT THE NEGATIVES. DAILYSTORY MUST BE SOLUTION-FOCUSED IN ALL DEALINGS TO SHOW VALUE.

- **TOO STRONG:** "YOU'LL NEVER HAVE PROBLEMS."
- **TOO SOFT:** "YOU REALLY SHOULDN'T HAVE DONE THAT."
- **CORRECT:** "YES, I SEE THE ISSUE. LET'S WALK THROUGH IT TOGETHER."

TONE

APPROACHABLE

DAILYSTORY SHOULD AVOID JARGON, ALWAYS MESSAGING IN "LAY" TERMS. DAILYSTORY SHOULD ENCOURAGE QUESTIONS AND COMMENTS.

- **TOO STRONG:** "YOU'RE ALL READY TO GO. NOW, HERE'S MY CELL NUMBER, CALL ME OR TEXT ME!"
- **TOO SOFT:** "I FIXED YOUR API CONFIGURATION."
- **CORRECT:** "I'VE FIXED THE ISSUE WITH YOUR DYNAMIC SEGMENT. FEEL FREE TO EMAIL US IF YOU HAVE ANY MORE ISSUES."

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LOGOS

INSPIRATION

THE DAILYSTORY LOGO WAS DESIGNED TO REPRESENT THE BRAND'S CORE IDENTITY OF CLEAR DIGITAL MARKETING EXPERTISE. THE STANDARD BRAND USES THE TREBUCHET MS FONT. THE DAILYSTORY INFINITY LOGO MAY ONLY BE USED WITH THE BRAND TEXT BELOW THE LOGO OR TO THE RIGHT OF THE LOGO. ANY FUTURE LOGOS OR ALTERATIONS TO THE CURRENT LOGO SHOULD FOLLOW THE SAME STANDARDS, KEEPING IN MIND THE ORGANIZATION'S OVERALL GOALS AND VALUES.
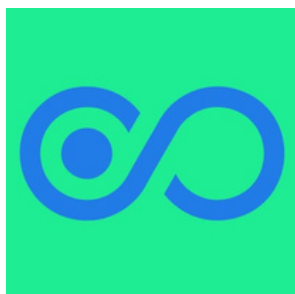
LOGOS

WITHIN TEXT

WHEN THE DAILYSTORY NAME APPEARS WITHIN A HEADLINE OR BODY TEXT, DO NOT USE A LOGO. INSTEAD, SET THE LETTERS DAILYSTORY, WITH A CAPITAL "D" AND "S," THE REMAINING LETTERS IN LOWERCASE, AND NO SPACE BETWEEN THE WORDS "DAILY" AND "STORY."

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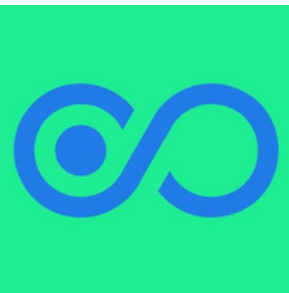
L O G O S

D I G I T A L   F I L E S

THE DAILYSTORY LOGO IS A UNIQUE DESIGN. IT SHOULD NEVER BE RECREATED USING FONTS, HAND-DRAWN ARTWORK, OR ANY OTHER METHOD. IT SHOULD BE REPRODUCED ONLY FROM ELECTRONIC FILES SUPPLIED BY DAILYSTORY. DIGITAL FILES OF VARIOUS VERSIONS OF THE LOGO ARE AVAILABLE UPON REQUEST. PLEASE CONTACT HELLO@DAILYSTORY.COM TO REQUEST THE LOGO FILES NEEDED FOR YOUR PROJECT.

L O G O S

S I Z I N G

IN PRINT USES, THE LOGO SHOULD NOT APPEAR SMALLER THAN 1" WIDE. WHEN USED ON THE WEB, THE LOGO SHOULD NOT APPEAR SMALLER THAN 100 PIXELS WIDE. DO NOT USE ANY DAILYSTORY LOGO BELOW THESE SIZE RANGES.
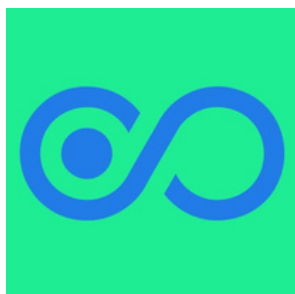
L O G O S

F R E E   S P A C E

THE LOGO MUST HAVE BLANK SPACE AROUND IT TO MAINTAIN LEGIBILITY AND VISUAL IMPACT. NO OTHER GRAPHIC ELEMENT SUCH AS TYPOGRAPHY, IMAGES, RULES, ETC., SHOULD INFRINGE UPON THIS SPACE. THE MINIMUM FREE SPACE NEEDED IS GIVEN RELATIVE TO THE HEIGHT OF THE LOGO. WHERE THE LOGO HEIGHT IS X, THE REQUIRED BUFFER SPACE IS .125X.

EXAMPLES: IF THE LOGO IS 1-INCH HIGH, THE REQUIRED BUFFER SPACE IS .125 INCHES. IF THE LOGO IS 2 INCHES HIGH, THE REQUIRED BUFFER SPACE IS .25 INCHES.

COLOR PALETTE
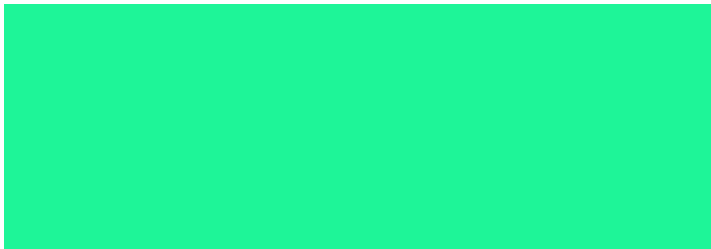
DAILYSTORY BLUE

CMYK: 0.86, 0.47, 0.00, 0.09
RGB: 33, 124, 232
WEB: #217CE8

DAILYSTORY GREEN

CMYK: 0.88, 0.00, 0.38, 0.04
RGB: 30, 245, 152
WEB: #1EF598

DAILYSTORY RED

CMYK: 0.00, 0.87, 0.49, 0.07
RGB: 237, 30, 120
WEB: #ED1E78

COLOR PALETTE

THE DAILYSTORY LOGO COMPRISES A GREEN INFINITY SYMBOL AND THE WORD "DAILYSTORY." THE ALTERNATE LOGOS INCLUDE VARIATIONS OF BLACK OR WHITE LETTERS, AS IS APPROPRIATE FOR THE BACKGROUND COLOR BEING USED.

THE LOGO MAY BE PLACED ON A BACKGROUND OTHER THAN WHITE, AS LONG AS A HIGH DEGREE OF CONTRAST IS MAINTAINED BETWEEN THE LOGO AND THE BACKGROUND. ON DARK BACKGROUNDS, THE REVERSED LOGO SHOULD BE USED. THE ONLY COLOR OPTION THE INFINITY-LIKE SYMBOL LOGO SHOULD BE CHANGED TO IS GREEN, BLUE, BLACK, OR WHITE ON ANY BACKGROUND.

DO'S & DON'TS

- DO USE OUR LOGO AND BRAND IMAGES WHEN REFERENCING DAILYSTORY.

- DO NOT ABBREVIATE DAILYSTORY TO DS, DS, OR DAILY STORY.

- DO NOT USE A SPACE TO SEPARATE "DAILY" AND "STORY." IT'S A SINGLE WORD.

- DO NOT USE THE BRAND FONT TO RECREATE THE BRAND IN WRITTEN TEXT. IT SHOULD SIMPLY BE "DAILYSTORY" WHEN WRITTEN AND IN THE SAME FONT, SIZE, COLOR AND WEIGHT OF THE SURROUNDING TEXT.

- DO NOT MODIFY THE LOGO, TYPOGRAPHY OR COLORS.

- USE OUR LEGAL NAME "DAILYSTORY, LLC" FOR CONTRACTS OR LEGAL DOCUMENTS.

F O N T S

FIRE SANS BLACK

A A B B C C D D E E F F J J K K
1 2 3 4 5 6 7 8 9 0 . , ? ( ) * !

PRIMARILY USED IN HEADLINES

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FONTS

POPPINS

A A B B C C D D E E F F J J K K
1 2 3 4 5 6 7 8 9 0 . , ? ( ) * !

USED THROUGHOUT THE DAILYSTORY WEBSITE AND APPLICATION SOFTWARE

FONTS

MERRIWEATHER

A A B B C C D D E E F F J J K K
*1 2 3 4 5 6 7 8 9 0 . , ? ( ) * !*

CURSIVE FONT AVAILABLE TO USE FOR EMPHASIS

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IMAGING

PHOTOS SHOULD ONLY BE USED IF THE QUALITY OF THE PHOTO IS CLEAR AND BRIGHTLY LIT. ALL IMAGING MUST UPHOLD OVERALL BRAND VALUES AND TONE. THE FOLLOWING ASPECTS SHOULD BE CONSIDERED WHEN PLACING A PHOTO IN A LAYOUT.

IMAGING

BELIEVABILITY

STOCK IMAGES WILL INEVITABLY BE USED, BUT ANY CANNED-LOOKING OR "CHEESY" STOCK PHOTOS SHOULD BE AVOIDED. THE IMAGE ITSELF SHOULD LOOK AS NATURAL AS POSSIBLE.

LIGHTING

DOES THE PHOTO HAVE CONSISTENT LIGHTING, WITH NO AREAS OF EXTREME WHITE OR EXTREME BLACK OR POOR LIGHTING?

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IMAGING

RESOLUTION

IS THE PHOTO OF SUFFICIENT RESOLUTION FOR THE OUTPUT DEVICE? IN GENERAL, THE FOLLOWING RESOLUTION SETTINGS ARE REQUIRED AT THE PHOTO'S FINAL SIZE: 300 DPI FOR PRINT, 72 DPI FOR WEB, AND 100 DPI FOR EXHIBIT/DISPLAY.

FOCUS

ARE THE IMPORTANT ELEMENTS OF THE PHOTO IN FOCUS?

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IMAGING

COMPOSITION

ARE THE HORIZON AND STRONG VERTICAL LINES STRAIGHT? IS THERE A DATE STAMP ON THE PHOTO THAT NEEDS TO BE REMOVED?

DIVERSITY

OUR CUSTOMER BASE IS DIVERSE, AND OUR IMAGES SHOULD BE AS WELL. THIS PERTAINS TO INDUSTRIES AS WELL AS INDIVIDUALS.
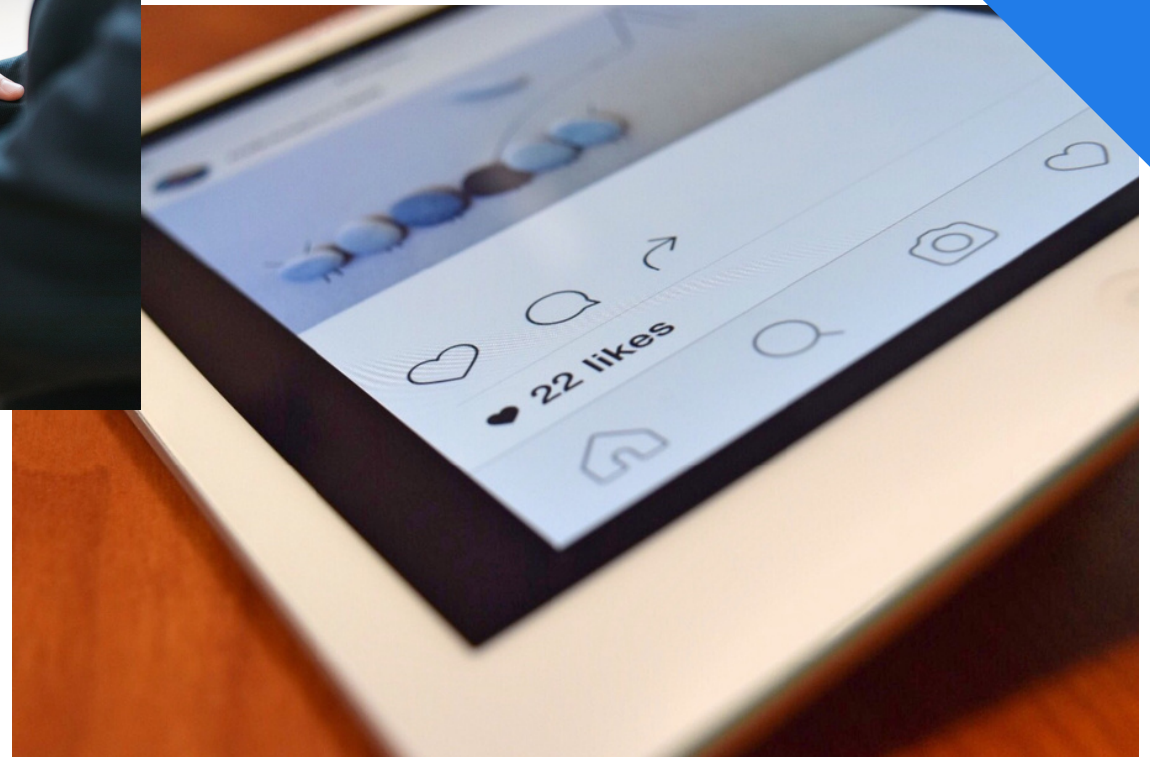
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IMAGING EXAMPLES

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IMAGING EXAMPLES

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IMAGING EXAMPLES

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IMAGING EXAMPLES

IMAGING EXAMPLES

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IMAGING EXAMPLES

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IMAGING EXAMPLES

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CONTENT STYLE GUIDE

WHEN CREATING CONTENT ON BEHALF OF
DAILYSTORY, EVERYTHING ORIGINATES
FROM A POSITION OF AUTHORITY AND
APPROACHABILITY. DAILYSTORY IS A
THOUGHT LEADER IN THE MARKETING
INDUSTRY.

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WRITING GUIDELINES

MESSAGE & THEME

CONSIDER THESE COMMUNICATION GOALS AS YOU DETERMINE THE OVERALL VOICE, FOCUS, AND STRUCTURE OF NEW CONTENT. THESE THEMES CAPTURE THE KEY MESSAGES THAT NEW CONTENT SHOULD SUPPORT THROUGH WEB CHANNELS AND AUDIENCE TOUCHPOINTS.

- ACCESSIBLE, HUMAN, INTERESTING
- APPROACHABLE, WARM, SMART
- COMMUNITY-MINDED AND COMMUNITY-BUILDING
- PROFESSIONAL, INTELLIGENT AND INTUITIVE

WRITING GUIDELINES

AUDIENCE

DAILYSTORY'S MAIN AUDIENCE CONSISTS OF SMALL BUSINESS OWNERS. WHEN WRITING FOR DAILYSTORY, ASSUME A MODERATE-AT-BEST LEVEL OF KNOWLEDGE IN THE READER ABOUT DIGITAL MARKETING SINCE MANY OWNERS PREFER TO FOCUS ON THEIR BUSINESS RATHER THAN MARKETING. THE READER WANTS TO CONSUME CONTENT THAT PROVES DAILYSTORY IS AN EXPERT AUTHORITY IN DIGITAL MARKETING AND CAN SPEAK TO THEIR NEEDS EFFECTIVELY.

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WEB WRITING

CREATE A CONVERSATION

IF PEOPLE READ CONTENT TO MEET A FUNCTIONAL NEED, THEY'RE USUALLY TRYING TO ANSWER A QUESTION: I WANT TO LEARN MORE ABOUT THIS COMPANY. HOW CAN I GET IN TOUCH WITH THE DAILYSTORY TEAM? IF THEY COME TO THE DAILYSTORY SITE WITH SPECIFIC NEEDS, UPHOLD THE MESSAGE ARCHITECTURE: BE A GRACIOUS, WELCOMING HOST AND MAKE THEM FEEL COMFORTABLE WITH THE CONTENT THAT'S CONVERSATIONAL AND IN THE TONE THAT THIS GUIDE DESCRIBES.

- DO NOT EMPLOY REPETITION, JARGON, OR REDUNDANCY IN ORDER TO "WEAVE" IN KEYWORDS.

- FAVOR ACTIVE VOICE AND DIRECT, INFORMAL STATEMENTS AND SENTENCE STRUCTURES.

- TAKE CARE TO MAINTAIN CONSISTENT STRUCTURES, STEPS, AND DIRECTIONS IF THE READER IS TRYING TO LEARN HOW TO DO SOMETHING, FOLLOW YOUR GUIDANCE FOR AN ACTIVITY, OR IMPROVE THEIR PROCESS.

- AVOID FILLER AND FLUFF, AS WELL AS VERBOSE PREPOSITIONAL PHRASES.

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WEB WRITING

GENERAL PAGE & BLOG FORMATTING

PROPERLY USE BOLDING, HEADERS, BULLETS, WHITE SPACE, ETC., AND ORGANIZE A PAGE WITH THE APPROPRIATE INFORMATION LISTED IN THE APPROPRIATE SPOT. PLUS, WORDS SHOULD NOT BE PUT IN QUOTATIONS TO UNDERSCORE THEM.

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WEB WRITING

SUPPORT SUBHEAD SCANNERS

PEOPLE SCAN AND DEEP DIVE TO FIND INFORMATION THAT MEETS THEIR NEEDS AND THEN READ ABOUT IT. OFFER CONTENT THAT SUPPORTS THIS BEHAVIOR BY:

- FAVORING SUBHEADS THAT ACTUALLY INTRODUCE OR SUMMARIZE THE CONTENT.
- MAINTAINING INTERNAL CONSISTENCY: ALL SUBHEADS SHOULD START WITH THE SAME PART OF SPEECH AND BE ABOUT THE SAME LENGTH.

WEB WRITING

INVERTED PYRAMID

LONGER-FORM COPY IN BLOG OR EMAIL FORM STILL NEEDS TO MEET THE INFORMATIONAL NEEDS OF SCANNERS. THE INVERTED PYRAMID SUPPORTS THIS:

- START WITH YOUR LEAD, OR THE KEY MESSAGE, GROUNDED IN A PERSONAL MESSAGE.
- OFFER SUPPORTING POINTS—EVEN IN BULLET FORM UNDER EQUALLY SCANNABLE SUBHEADS.
- CLOSE WITH THE LESS NECESSARY INFORMATION, HISTORY, AND A FINAL CALL TO ACTION.
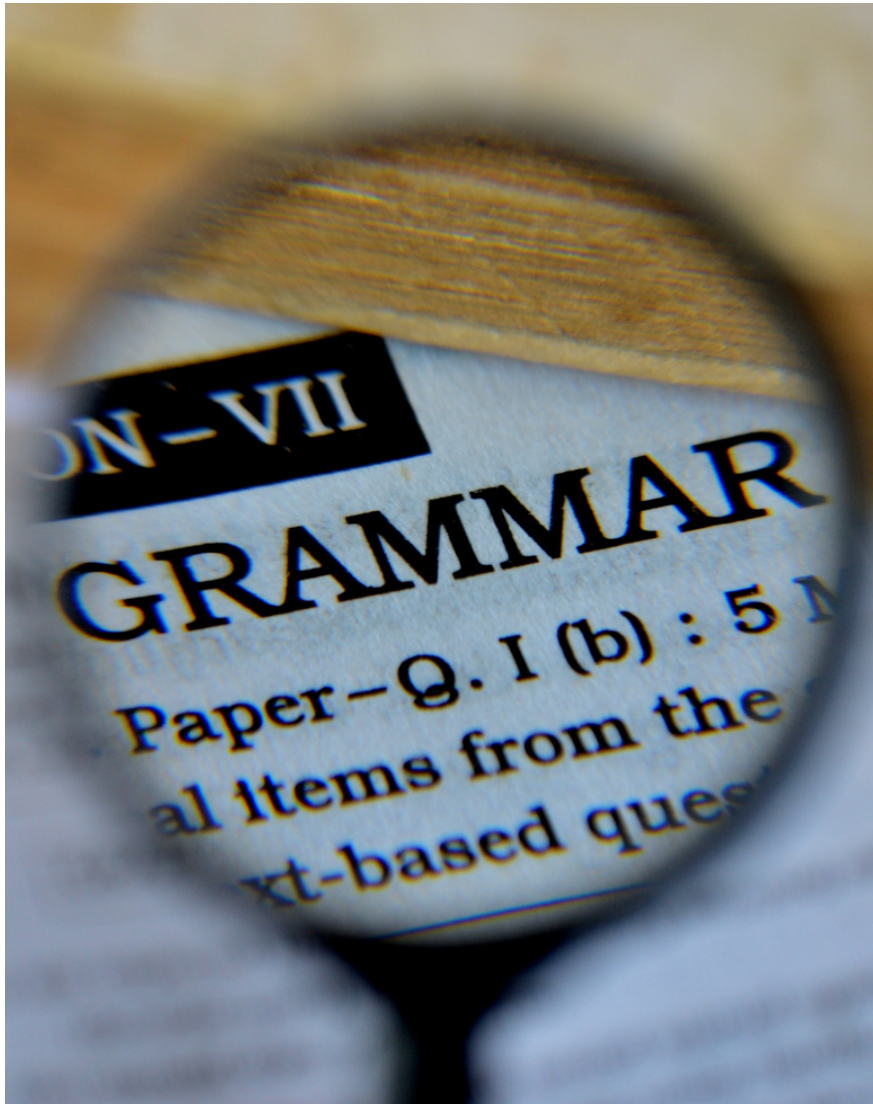
GRAMMAR & STYLE

BULLETS

- BULLETED LISTS SHOULD CAPITALIZE THE FIRST WORD ONLY AND BEGIN WITH THE MOST IMPORTANT POINT.
- IF YOU USE ALL SENTENCES, DO USE A PERIOD AT THE END.
- IF YOU USE PHRASES, DON'T USE A PERIOD AT THE END.
- BE CONSISTENT—IF USING PHRASES, USE ALL PHRASES; IF USING SENTENCES, USE ALL SENTENCES.

GRAMMAR & STYLE

CAPITALIZATION

FAVOR SENTENCE CASE IN PAGE TITLES, HEADLINES, AND SECTION HEADLINES. CAPITALIZE THE FIRST LETTER OF THE FIRST WORD AND ANY PROPER NOUNS ONLY, AND OMIT END PUNCTUATION. SENTENCE CASE LOOKS MORE MODERN, STREAMLINED, AND FRIENDLY.

GRAMMAR & STYLE

COMMAS

USE COMMAS TO SEPARATE ELEMENTS IN A SERIES, AND USE A COMMA BEFORE THE CONJUNCTION IN A SIMPLE SERIES (OXFORD COMMA), SUCH AS THESE EXAMPLES:

- HE LEADS THE SYMPHONIC BAND, THE JAZZ BAND, AND THE ORCHESTRA.
- DAISIES, BLACK-EYED SUSANS, AND CONEFLOWERS ARE BLOOMING IN THE FLOWER BOX.

GRAMMAR & STYLE

CONTRACTIONS

DON'T WASTE TIME AND SPACE WITH MORE FORMAL, EXTENDED FORMS OF VERBS (E.G., USE "CAN'T" INSTEAD OF "CANNOT" OR "CAN NOT"). THE CONTRACTION IS MORE CONTEMPORARY AND CONCISE.

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GRAMMAR & STYLE

LINKS

- LINKS SHOULD ALWAYS INCLUDE ANCHOR TEXT.
- LINKS IN PROMOTIONAL CONTENT SHOULD NOT SAY, "CLICK HERE."
- NO JUMP LINKS.
- ALWAYS MAKE EXTERNAL HYPERLINKS OPEN IN A NEW PAGE.

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GRAMMAR & STYLE

PERSPECTIVE

PERSPECTIVE REFERS TO THE AUTHOR'S RELATIONSHIP WITH THE READER. IN CONTENT THAT ADVOCATES OR PERSUADES, SPEAK FROM THE FIRST-PERSON PLURAL. DAILYSTORY IS "WE." AS YOU WRITE IN THE FIRST PERSON, YOU'LL NATURALLY INDICATE THE OWNER, AGENT, OR ACTOR IN AN ACTION. IN DOING THIS, YOU'LL AUTOMATICALLY WRITE IN ACTIVE RATHER THAN PASSIVE VOICE AND TRIM NOMINALIZATIONS.

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GRAMMAR & STYLE

TENSE

TENSE IS THE FORM OF THE VERB THAT INDICATES TIME. IN GENERAL, USE THE PRESENT TENSE. LIKE THE ACTIVE VOICE, THE PRESENT TENSE IS ASSERTIVE, CONCISE, AND CONFIDENT—ALL QUALITIES THAT SUPPORT THE DAILYSTORY BRAND AND VOICE. THE PRESENT TENSE IS ALSO MORE CONTEMPORARY, MAKING EVENTS OR ACTIVITIES SEEM ONGOING INSTEAD OF FINITE—KEY FOR EVERGREEN CONTENT ON THE INTERNET.

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GRAMMAR & STYLE

USAGE AND TERMINOLOGY

IN GENERAL, CHOOSE MODERN FORMS OF TERMINOLOGY TO UNDERSCORE THAT DAILYSTORY IS A MODERN COMPANY WITH MODERN BUSINESS PRACTICES—BUT DON'T EMBRACE SUCH TRENDY, CUTTING-EDGE JARGON THAT YOU DISTANCE YOURSELF FROM THE COMPANY'S TARGET AUDIENCE AND COMMUNITY.

"

IF YOU DON'T GIVE THE MARKET THE STORY TO TALK ABOUT, THEY'LL DEFINE YOUR BRAND'S STORY FOR YOU.

DAVID BRIER

THANK YOU!