

Brand Guide



flypaper

Creative Brand Guideline

BRAND HEART

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PURPOSE

WEHCO Media, Inc. started with the Palmer Newspapers in 1909, launched a radio station in 1933, and television in 1952. Flypaper was created to help fund newspapers to keep journalism alive.

VISION

We want to become the trusted marketing agency in each of our markets, providing a level of service national agencies can't compete with.

MISSION

At Flypaper we believe in hard working people in the pursuit of their dreams, and it is our mission to support those people as they turn those dreams into reality. Our team believes that we can make a difference in the lives of local businesses owners by connecting them with their customers online.

CORE VALUES

- Transparency
- Connection
- Trust

TARGET AUDIENCE

- Local businesses whose product costs similarly to ours
 - Home services, legal, and medical
-

WHAT MAKES US UNIQUE?

While we do have multiple locations, we are truly local. We offer a more personalized experience for our clients, including meeting in person to discuss packages and monthly in-person meetings once they're onboarded. And since we focus on certain verticals, we're able to produce better results than a digital agency that takes on every vertical.

VERBAL IDENTITY

TAGLINE

Digital marketing can be hard.
We make it easy.

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BRAND PERSONALITY

- Educational
- Genuine
- Informed
- Fun

VALUE PROPOSITION

- Local
- Full-service agency
- Monthly in-person meetings
- Easy to understand results

WRITING STYLE

Our tagline should guide all content we put out.
"Digital marketing can be hard. We make it easy."

Content should always be written in layman's terms. We want our content to be easy enough to understand to the point that they'll reach out to learn more.

When targeting a specific vertical, content should be terms they're used to. (e.g. homeowner instead of client, if targeting home services)

No marketing content should be printed or published without being proofed and edited by the Marketing Manager. This is to ensure that our brand voice is consistent and aligning with marketing goals.

VISUAL IDENTITY

BRAND FONTS

Montserrat - Headings & CTAs
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans - Body Copy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MAIN LOGO



PURPLE AND GREEN

Use for official documents and white background designs



GREEN

Use on white or black background designs



WHITE

Use on black or purple background designs & photo overlays



BLACK

Only use for green background designs, if white does not work.

LOGO MARK

NEVER use in tandem with the main logo. Choose one or the other.



GREEN

Use on white or black background designs



WHITE & GREEN

Use for favicons and social media icons



PURPLE

Only use for white background designs.



BLACK

Only use for green background designs, if white does not work.



WHITE

Use on black or purple background designs & photo overlays

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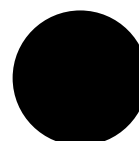
COLOR PALETTE



Bud Green
R 129 G 186 B 79
#81BA4F



Tea Green
R 211 G 230 B 195
#D3E6C3



Black
R 0 G 0 B 0
#000000



Maximum Purple
R 125 G 45 B 139
#7D2D8B



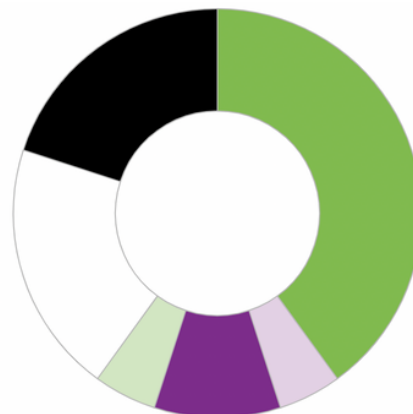
Queen Pink
R 227 G 209 B 229
#E3D1E5



White
R 225 G 225 B 225
#FFFFFF

COLOR PROPORTIONS

The Flypaper color palette varies across platforms, but this is the approximate breakdown of the intended color usage.





DOS AND DON'TS

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DO

-  Bring marketing ideas to your Agency Manager
-  Share social media posts from the Flypaper social accounts
-  Use pre-approved and printed leave behinds and graphics
-  Maintain brand consistency by using this branding guide
-  Focus on our core services when creating marketing material

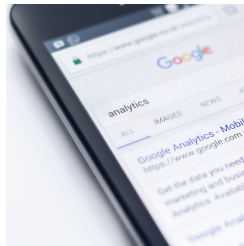
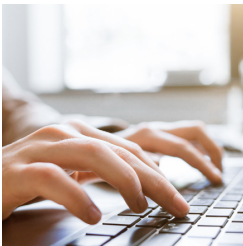
DON'T

-  Create marketing material without talking to your Agency Manager & the Marketing Manager
-  Take Flypaper creatives and alter them in any way without checking with the Marketing Manager
-  Use the Flypaper logo for anything unless it's approved
-  Distribute any creatives or leave behinds without getting it approved by the Marketing Manager
-  Mention Digital Out of Home or other add-ons on marketing materials (mention these services later)



INSPIRATION

WHEN REFERENCING OUR SERVICES



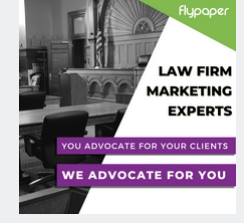
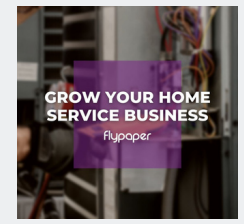
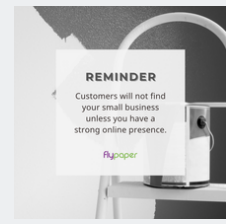
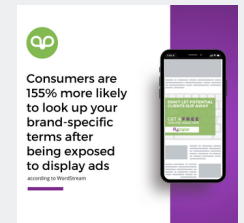
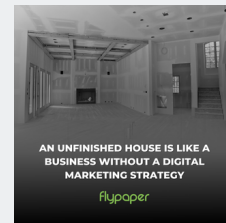
WHEN TARGETING A VERTICAL



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EXAMPLES



RULES:



If you're using text over an image, always add a shadow to the text. Also consider adding a slight blur to the background image and desaturate/turn black and white. Our colors are loud and it's important to keep the focus on what really matters.



Always make sure images or graphics used are current - e.g. technology in images should be what's on the market now.



Don't stray far away from the examples. The Flypaper brand should always be consistent, regardless of what market or medium.

CHECKLIST

THE MARKETING IDEA PROCESS

- 1 Bring your marketing idea to your Agency Manager
- 2 Your Agency Manager will discuss the idea with the Marketing Manager
- 3 If the idea aligns with current Flypaper marketing goals and your market has the budget for it, we will proceed. Depending on the idea, the Marketing Manager will either design & execute the strategy OR will have you design it and get it approved by them.

THINK FIRST

- 1 Does this creative draw your target audience in?
- 2 If targeting a vertical, are you using industry-specific terms? And if you're marketing our general services, are you using easy-to-understand terms?
- 3 What is the desired outcome if we distribute this?

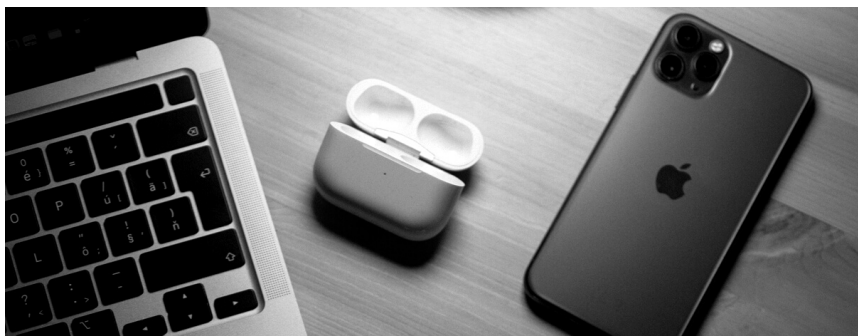


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TOOLS & RESOURCES

DESIGN

- Canva
 - You may need to [upload brand fonts](#)

PHOTOS

- iStock
- Shutterstock
- Unsplash
- Canva
- NEVER use an image from Google search - images must be stock/free to use

CONTENT

- Find content on:
 - the Flypaper website
 - Flypaper social channels
- Check your content on:
 - Grammarly
- Have two people proof it before sending to your manager