



Loyalist

Brand Book

2017

Copy & Tone of Voice

The Loyalist Team brand voice is characterized by the following key words:

- ...Active
- ...Present
- ...Approachable
- ...Enjoining
- ...Down to earth
- ...Directional
- ...Clear
- ...Straightforward
- ...Interesting

Avoid:

- ...Jargon
- ...Unnecessary complexity
- ...“Insider” language
- ...Passive voice

Copy & Tone of Voice (2)

When you bring together the elements of Explorer, Every Person, Journey, & Transformation; you lead or guide a movement in a specific direction and toward a specific goal. The movement is inclusive, open, not intimidating, and approachable. Individuals are joining the movement. Individuals and teams are on the journey, so use active present tense when possible. Keep it simple. Avoid passive verbs religiously. As a writer, put yourself in the shoes of someone on an expedition. Each day is new. You make progress, grow personally, compile experiences, and gain competence. On the Trispective or Loyalist Team journey, Explorers are not alone, they are curious, demonstrate ingenuity, and they want to learn and grow. As a brand, The Loyalist Team is at the forefront of theory and practice. The Explorer is balanced by the humility and human connection of the Every Person.

Example Voice:

Do:

You are on the path to becoming a Loyalist Team, and it is a process. As the team leader, the most important item to remember is...

Don't:

As the principal figure responsible for the performance and engagement of your team, the primary tenant to remember in this evolutionary process is...

Archetypes

ar•che•type

'ärkəˌtīp/

- An inherited idea or mode of thought from the psychology theory of C. G. Jung that is derived from the experience of the race and is present in the unconscious of the individual or organization
- Constructs of personality or organizational behavior

The Explorer Brand

Goal:

To experience a better, more authentic, more effective, more fulfilling life as a leader.



Strategy:

To seek out and experience new things, take others where they haven't gone before.

Caution/Fear:

I do not conform or don't want to get trapped. Do not be enticed by the idea of adventure, without the actual adventure.

Mindfulness:

Some who wander are lost! Be intentional in your direction.

The Every Person Brand

Goal:

To relate and belong with each other and with our clients.



Strategy:

Have solid values, be down to earth and approachable, hard working, and nice.

Caution/Fear:

To be left out or leave someone behind

Mindfulness:

Never be boring!

Metaphor

met•a•phor

'medə,fôr,'medə,fər/

- A thing regarded as representative or symbolic of something else, especially something abstract.
- Deep metaphors can be used in a marketing context to help marketers communicate more effectively to consumers about their relationship to a **brand, product, or topic with the same viewing lens, or deep metaphor, their consumers are already using.**



Transformation:

Transformation involves changing states or status. It's the caterpillar transforming into a butterfly. Transformation is about change, and we might consciously seek it or avoid it. Trispective seeks it and brings others into the transformation along the journey.



Journey:

Journey is a core idea and can be physical, social, or psychological. Customers join you in their journey. It Robert Frost said, "Two roads diverged in the wood, and I took the one less traveled." This is not a journey from point a to point b. It is a journey of transformation.

- Have you ever gone on a transformational journey?
- One where you felt uncomfortable and stretched, but not alone?
- Where you were safe but not without danger?
- Where you had to leave something behind to become who you were capable of being?
- Where you didn't exactly know what was ahead?
- What if the leadership world isn't flat?
- Who would you trust to take you on such an experience?

Supporting Fonts

Ingra Light and Century Gothic Regular are used in the logos.

Aa

Ingra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
wxyz

Aa

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

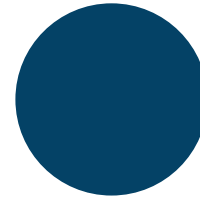
abcdefghijklmnopqrstuvwxyz
vwxyz

Loyalist Logo Colors

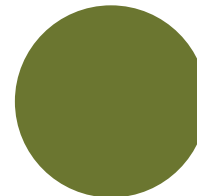
The
Loyalist Team

Loyalist

The
Loyalist



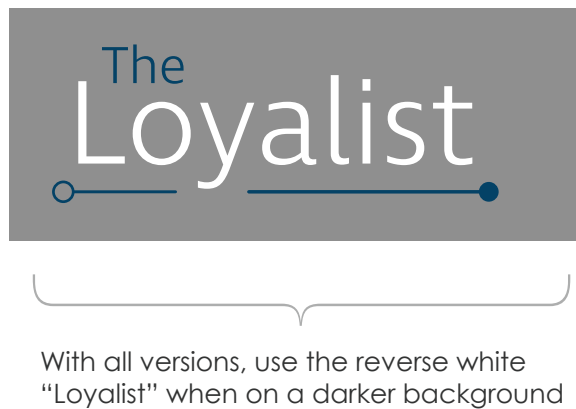
RGB 6, 66, 102
Hex #064266
CMYK 100 38 0 27
Pantone 7692 U



RGB 107, 118, 50
Hex #6b7632
CMYK 69 44 73 15
Pantone 2410 U

Loyalist Logo Usage

There are 3 versions of this logo.

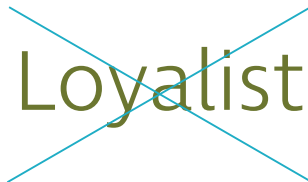


Loyalist Logo Usage : Correct Usage



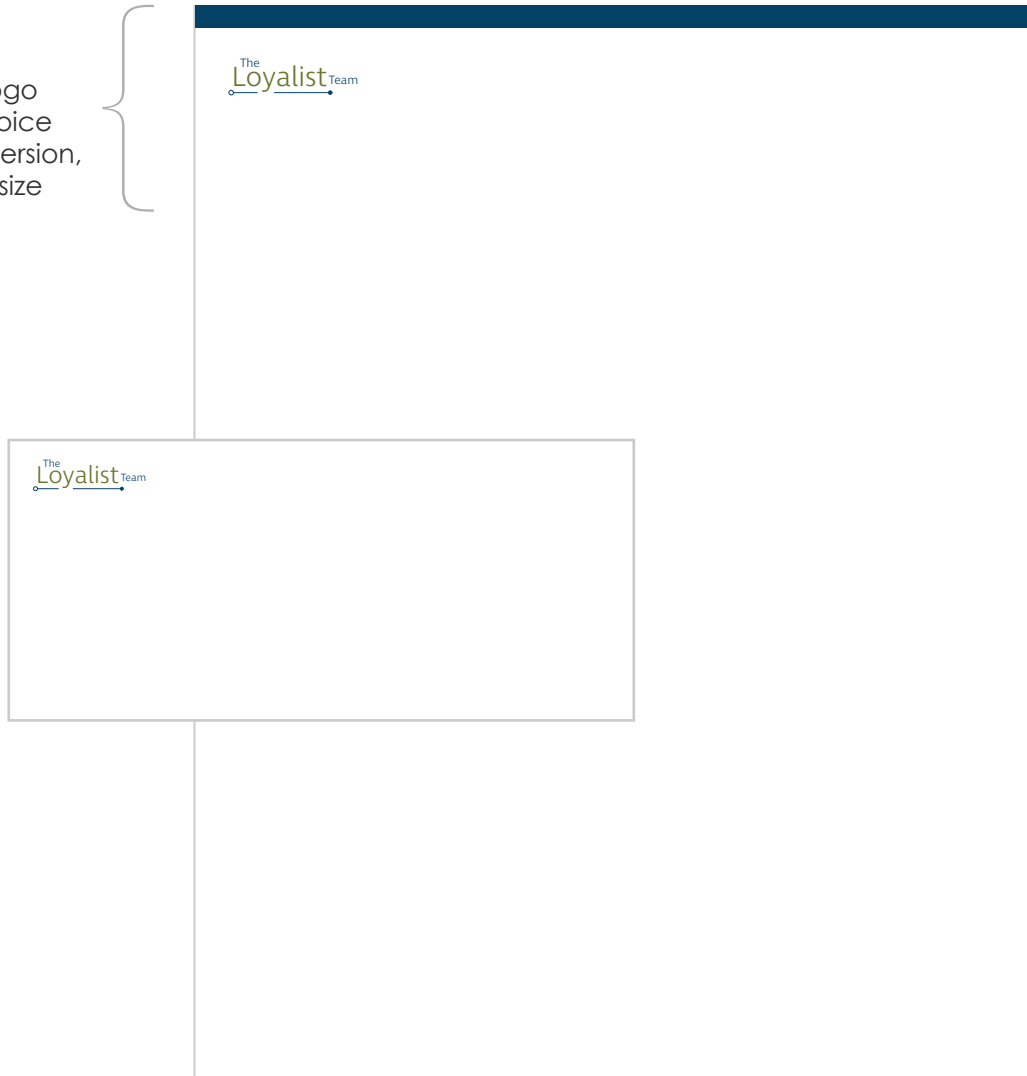
Loyalist Logo Usage : Incorrect Usage

Do not alter the logo in any way. Do not move the elements around. Do not change the colors in any way. When used with any marketing material, use the correct logo version.



Loyalist Print Usage & Size Guidelines

Can use logo of your choice but if this version, follow the size guidelines

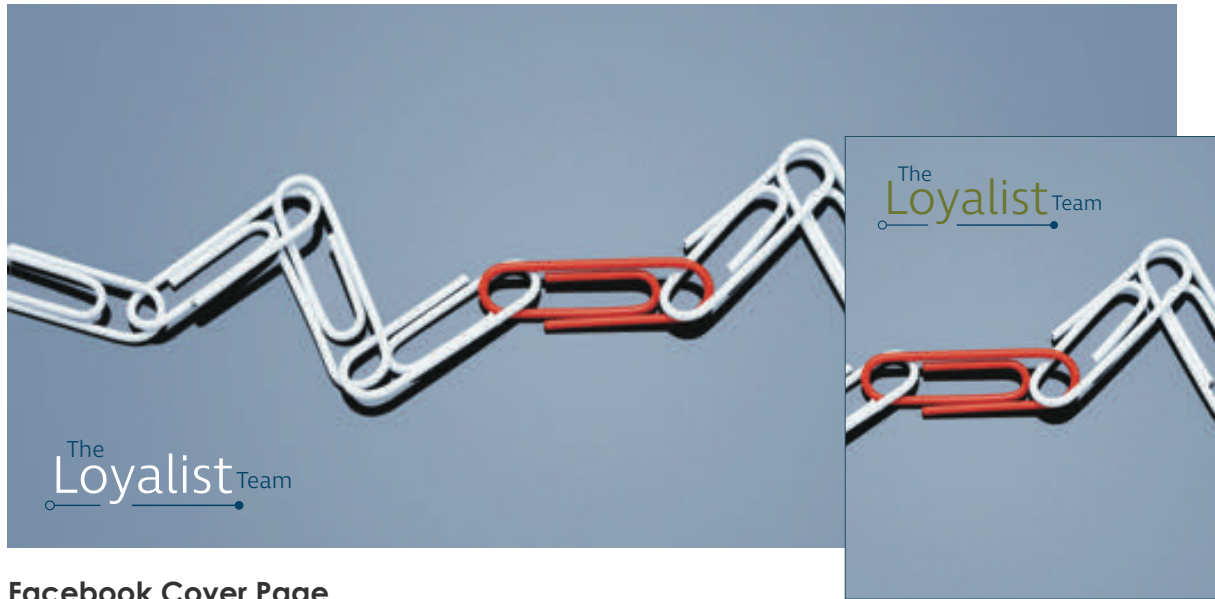


Used for letterhead, envelope, and similar stationary



Minimum size for all print

Loyalist Web Usage & Size Guidelines



Facebook Cover Page

Ad Banner Sample
468 x 60



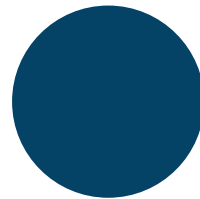
When background is light enough,
the full color or reverse logo may
be used



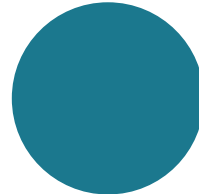
Ad Banner Sample
300 x 250

When logo is used on a dark
background, use the reverse
white version

Teamkit & Snapshot Sub Brand Logo Colors



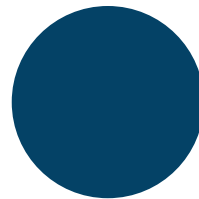
RGB 6, 66, 102
Hex #064266
CMYK 100 38 0 27
Pantone 7692 U



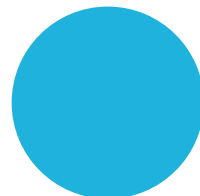
RGB 33, 119, 141
Hex #21778d
CMYK 95 0 6 30
Pantone 7705 U



RGB 255, 255, 255
Hex #FFFFFF





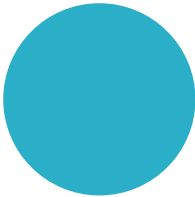


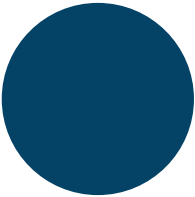



RGB 6, 66, 102
Hex #064266
CMYK 100 38 0 27
Pantone 7692 U



RGB 17, 178, 219
Hex #11b2db
CMYK 89 0 1 0
Pantone 2995 U

1d, 2d, 3d Sub Brand Logo Colors

| | | | | | |
|---|---|---|--|---|--|
|  | } |  | RGB 150, 158, 95 Hex #969e5f CMYK 58 27 55 2 Pantone 2407 U |  | RGB 255, 255, 255 Hex #FFFFFF |
|  | } |  | RGB 44, 174, 199 Hex #2caec7 CMYK 74 0 10 0 Pantone 306 U |  | RGB 255, 255, 255 Hex #FFFFFF |
|  | } |  | RGB 6, 66, 102 Hex #064266 CMYK 100 38 0 27 Pantone 7692 U |  | RGB 255, 255, 255 Hex #FFFFFF |

Teamkit, Snapshot, 1d, 2d, 3d Sub Brand Logo Usage



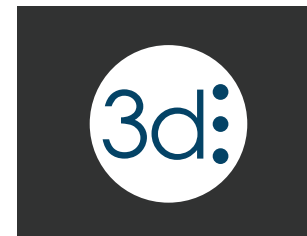
Use the reversed out white version
when on a darker background



Use the reversed out
white "snap" version
when on a darker
background



Use the reversed
out white version
when on a dark
background



If the background is darker and makes the
logo less legible, use the reverse logo

Teamkit, Snapshot, 1d, 2d, 3d

Sub Brand Logo Usage : Incorrect Usage

Do not alter the logo in any way. Do not move the elements around.
Do not change the colors in any way.



Teamkit & Snapshot

Sub Brand Web Usage Guidelines



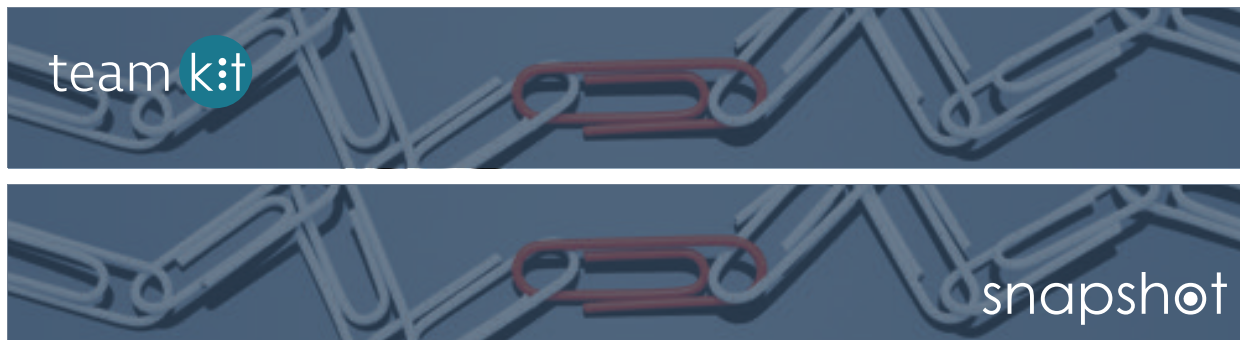
Facebook Cover Page

Ad Banner Sample
468 x 60



When background is light enough,
the full color or reverse logo may
be used

Ad Banner Sample
300 x 250



When logo is used on a dark
background use the reverse
white version

1d, 2d, 3d

Sub Brand Web Usage Guidelines

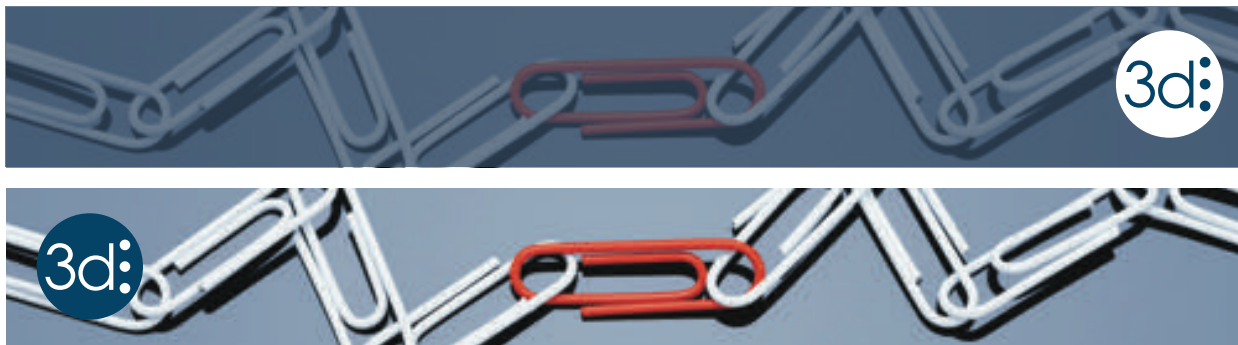


Facebook Cover Page

Ad Banner Sample
468 x 60



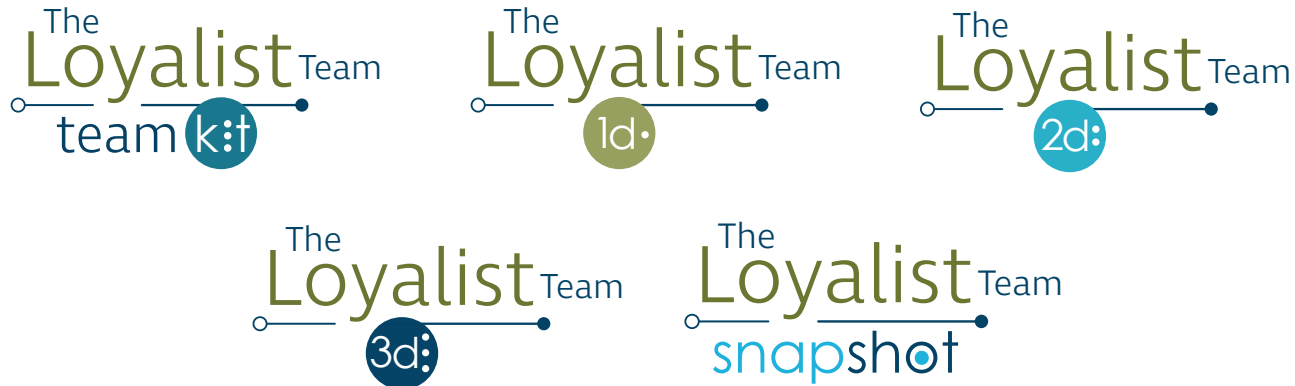
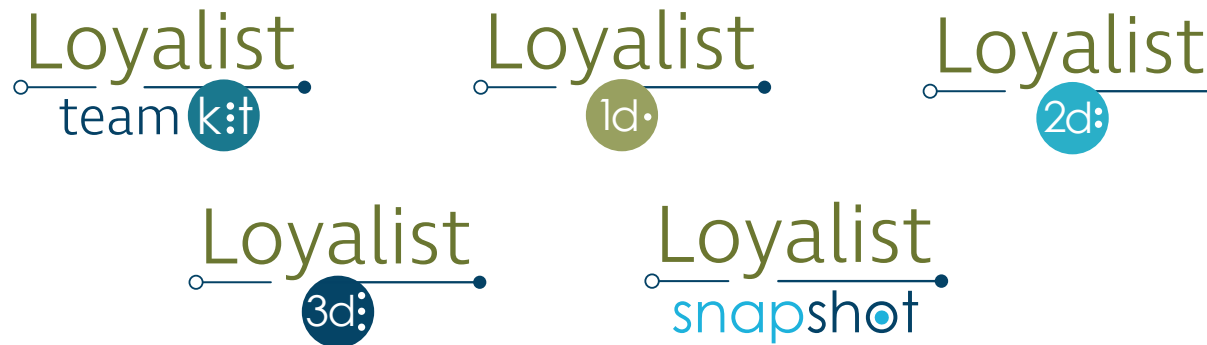
Ad Banner Sample
300 x 250



When background is light enough,
the full color or reverse logo may
be used

When logo is used on a dark
background use the reverse
white version

Loyalist w/ Sub Brand Logos



Loyalist w/ Sub Brands

Web Usage Guidelines



Facebook Cover Page

Ad Banner Sample
468 x 60



Ad Banner Sample
300 x 250

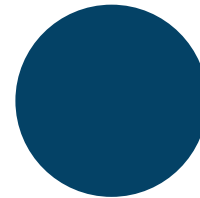


When background is light enough, use the reverse white, "Loyalist" and full color sub brand

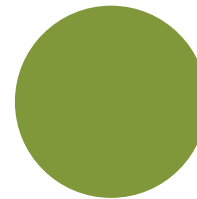
When logo is used on a dark background use the reverse white Loyalist logo

When logo is used on a light background use the full color Loyalist logo

Envia Logo Colors & Usage



RGB 6, 66, 102
Hex #064266
CMYK 100 38 0 27
Pantone 7692 U



RGB 128, 150, 59
Hex #80963b
CMYK 35 0 93 37
Pantone 2306 U



Reverse out the logo icons to white when on a darker background



Use reversed white when on a dark background