

BRAND GUIDELINES

hello@stellamina.com
erika@lightsagency.com

BRAND IDENTITY



BRAND GUIDELINES

YOUNITED CULTURES



Putting out a strategic visual image of Younited Cultures is the way to go to raise awareness about the brand and therefore insure increased interest in YC accessoires. We tell stories in written and visual media. YC channels are continuously filled with different content - all of them under the umbrella of the herfore developed brand & design guidelines. Following further defined strategies and visual guidelines is key to a consistent public appearance and to harmonize the sel mage and perception of others.

To jump into sales on social media, means to go all in. To jump into Online Marketing and Social Media means to GO ALL IN. No content is better than bad content. A sheduled and strategic approach can spare time, costs and disappointments. Yet some experiments are part of the game and allow to learn and grow... The goals: increase awarenness, build relationships, build a community, build a platform for sharing knowledge and opinions, tell personal stories, be in control of the online image, support word-of-mouth!

We have beautiful stories to tell - but we need the right channels to share them: Blog, Newsletter, Facebook, Instagram, Website, Online-Shop.

Communication is no
longer about the pieces
you produce but about
the stories you tell.



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CONTENT

Rebranding migration

BRAND STRATEGY

Readiness.

The website & shop are designed. The social media channels are set up. The next step is to fill all channels with relevant content following these guidelines.

BRAND STRATEGY

Tonality

We address to the community with a simple YOU, are playful yet meaningful in our communication. Regardless of the channel, our voice should always be the same - which also counts for the visual aesthetics.

BRAND STRATEGY

Growth

Growth should mainly happen organically, yet will also be supported by Facebook Ads and other promotions if necessary.

BRAND STRATEGY

Content

A first pack of content has been produced within the re-branding process and can be shared and adapted to all media. In future content should be created by either the founders or assigned people following these guidelines.

BRAND STRATEGY

Civil group.

People interested in social topics, culture and cultural diversity who want to express their interest and position.

BRAND STRATEGY

Monitoring.

Do not miss to track your efforts and keep an eye on achieved numbers and analytics. On which platform is coverage about our products and stories? Where are we mentioned? How do people perceive us? Monitoring the media coverage allows us to learn more about the people interested in the products and helps to understand where to get active.

stories
worth
telling

stories
worth
wearing

BRAND GUIDELINES

STRATEGY

Seing the bigger picture



Every picture tells a story, so careful consideration of photography when producing visual material for Younited Cultures is crucial.

Photography will be used for promotional and storytelling purpose on

- Younited Cultures Website + Online Shop
- Social Media Channels + Blog
- Print

Images for the website and blog shoul without expection always be produced by a professional photographer to keep up the same look, aestehtics and quality.

IMAGE GUIDELINES

Light.

All pictures taken should be as light as possible, yet still play with deepness of the room and contrasts.

IMAGE GUIDELINES

Color.

Try to stay clean, light and friendly. Don't overdo color but play with ther power and meaning. Keep an eye on the skincolor not to be changed and try to stick to the predefined YC palette.

IMAGE GUIDELINES

Setting.

Play with the depth of focus. People love blurry backgrounds. We do too!

Try to leave open space on some photos, to be able to add a logo, a text, an icon or else. These pictures can afterwards be used for banners, blog posts and Facebook.

We of course focus on one person at a time but also try to capture human interactions, funny moments, two people talking, a group collaborating... Personality. Try to get a feeling for the person, the story and message behind and capture it not only trough your ears but also trough your eyes and lense.

play with
focus

show
interaction

show
emotion

show stills
with a
human
touch.

PHOTO & VIDEO

IMAGE TREATMENT

BRAND GUIDELINES



PHONE EDITTING
HACKS

Image Below
no edit
Image Credit, Amma Stella Steiner, 2017

IMAGE CREATION

All pictures used should be of high quality to build trust in the professionalim and consistence of the brand.

A special filter allows easy photo editing to make sure all images used show the same feeling, color sheme and visual language.



Image Below
Edited with VSCO App using s3 filter only
Image Credit, Photographer, 2017



OVER APP

use OVER to adapt your images to any needed platform and directly meet the requirements in order to create the smoothiest sharing and replicating possible.

SNAPSEED

use SNAPSEED for precise image treatment like facial corrections or lightening only parts of the image ... try out. find out.

VSCO APP

use VSCO to adapt the same look and style to any of your images and create a coherent visual brand experience
Filter s3
then play with saturation & lights

UNUM

use UNUM to preview your Instagramfeed, arrange images accordingly and shedule posts with captions.

SQUAREADY

use SQUAREADY to add colorful and matching frames to your images by using the predefinde YC coor palette.

Digital and print
redesign for Parisfashion
brand Haute Marais

COLOR

Our color selection is based on the main YC colors but made a little bit lighter and more smokey. This leads to a friendly, light and inviting atmosphere on the website.

We advise to stick to these colors in everything that is being done in graphic design. We also advise to use max. 6 main colors if somehow possible.

Use the MAIN COLOR as the primary color for every design that is brand related (like business cards, flyers, ...)

Use the SECONDARY COLORS for bringing more color into more intensive designs like a website, a product portfolio or similar.

Use the ACCENT COLOR to bring some crazyness into a design and stand out - for example when designing quotes.

MAIN COLOR



YC YELLOW
#fcd647
R252/G214/B71
C002/M015/Y079/K000

SECONDARY COLORS



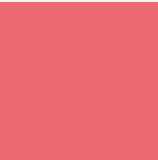
TURQUISE
#61C6CB
R97/G198/B203
C060/M000/Y025/K000



BLUE
#338BC1
R51/G139/B193
C076/M034/Y007/K000



GREEN
#66B184
R102/G177/B132
C063/M007/Y059/K000



RED
#EC6973
R236/G105/B115
C001/M071/Y043/K000

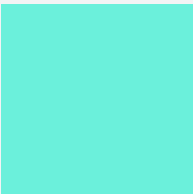


ORANGE
#FF9363
R255/G147/B99
C000/M053/Y060/K000



PINK
#FB84B9
R251/G132/B185
C000/M062/Y000/K000

ACCENT COLOR



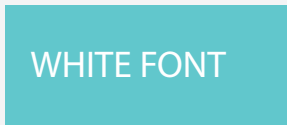
ICE
#6BEFDA
R107/G239/B218
C052/M000/Y027/K000

COLOR

DO'S

Use white font color to write on colored backgrounds. Dark colored fonts on the colored background don't differentiate enough, are harder to read and look unfriendly.

YES



NO

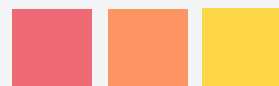
YC want's to be known for the colorfulness. So when using pictures or quotes with colored background in rows, try using different colors in one row (don't use red, orange and pink because they are too similar). (No) good color fits are as follows:

YES



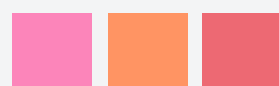
NO

YES



NO

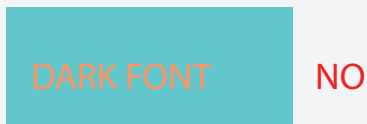
YES



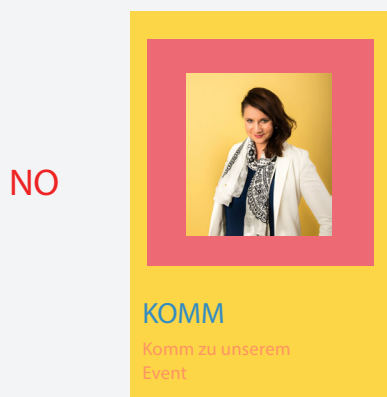
NO

DON'TS

Never use color over color. This would make the text very hard to read and not stand out. Instead use white (or a dark grey if the background is too light).



Don't overdo the colors. For one image don't use more than three colors otherwise the eye gets confused and doesn't know where to look at. Decide what should be your main focal point in the image (like a call to action) and accentuate it with color. Otherwise stay moderate.



Font name
Helvetica Neue

Designed by
Edouard Hoffmann, Max Miedinger

Classification
Sans Serif

THIN

LIGHT

REGULAR

MEDIUM

BOLD

ITALIC LIGHT

ITALIC BOLD

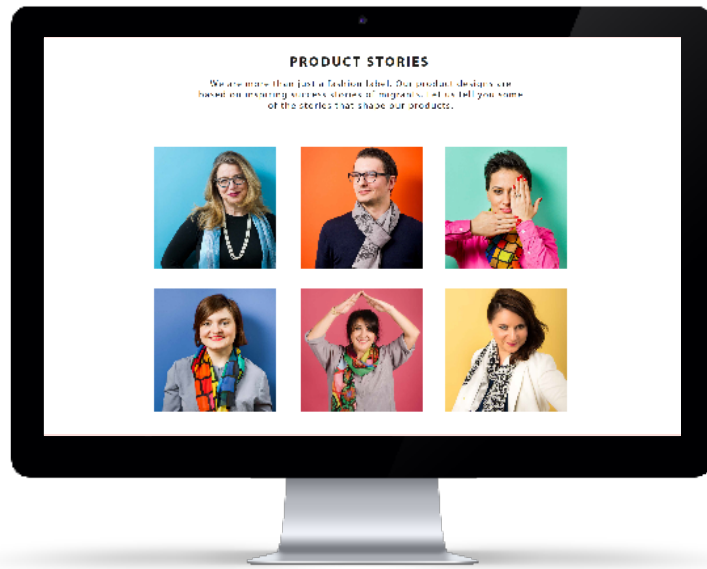
FULL LETTER SET

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@£\$%%^&*()

Your website is the first place people go to, when searching for information. Within few words and clicks, it should be made clear, what YountedCultures is all about, which message stands behind, and whoms stories are told. All information should continuously be updated and align with YC values & guidelines.



- * 1 post / week
- * stories and posts connected to the shop articles
- * sharing to all social media channels
- * interact with comments
- * being present on other platform to drive traffic to the own page.

SHOP | BLOG | STORIES

Coming from the website, the shop, blog and stories pages are the next places people go and where you want to direct them to. In order to turn interest into demand and finally a sale and valuable customer, connecting blog and stories is crucial to get the unique message behind every piece across.

Quality content is key to a successful online presence. Texts should be short, clear, engaging and written in perfect language. Images should go along with the YC aesthetics and be created by professionals to ensure the online quality image.

A blog is the more interactive and moving part of a website. In order to be valuable it needs to constantly be filled filled with new and interesting stories and accordingly optimizes for SEO!!! Creating this content is a lot of work. Articles should therefore be short and written with a consistent style and feeling. A catchy header image is essential to gain attention.

The shop on the other hand is the place we want to direct people to - making them buy products to become part of the stories.



SHOP | BLOG
| STORIES



LOGO DEFINITION

Obviously.
I am in a visual
business.
And people
will talk to
me about my
appearance.

Whereas a homepage and a blog serve well as a platform for static information, Facebook is more dynamic and interactive. Facebook is all about faces. Facebook wants to know the person behind - what is her story?
Facebook should be used to share constant news and to create and engage with the community. Facebook is crucial and addresses an important civil group - people from 30-50 years and financially strong.

Single posts can be pushed with a budget to increase the post reach and interaction.
Targeted ads can be used to increase awareness about the brand and reach new potential customers

Besides sharing original content only, resharing other articles and posts creates interesting content for the readers and interaction. Every post should have image and text.

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CONCEPT

- * 2-3 original posts/week
- * 2-3 reshared posts/week
- * stories/posts connected to the shop articles
- * inform about company news
- * present pieces for sale
- * always use text + image
- * create the images with according size with the help of OVER

ACTION PLAN

- * connect all social media channels
- * adapt the description
- * renew header image
- * share valuable content
- * ask your community to like and rate the page
- * share targeted ads
- * interact with people and comments

F A C E B O O K

YOUNITED CULTURES

INSTAGRAM

Instagram is a very visual platform where the image has to be catchy at first sight. Only then people will stop, and pay attention to the message behind - it's all about the stories you tell ...

Creating stories on Instagram invites people follow the account and learn more with each picture. Contests are perfect to create interaction.

Instagram is the right platform for meaningful content that is presented in a light and engaging way.

Posts should not be less than 3 a week. Interaction is crucial.

CONCEPT

- * 3+ posts/week
- * naming 1/3 - 3/3 addresses to people's interest and following the next posts.
- * analyse best time to post with business profile + analytics

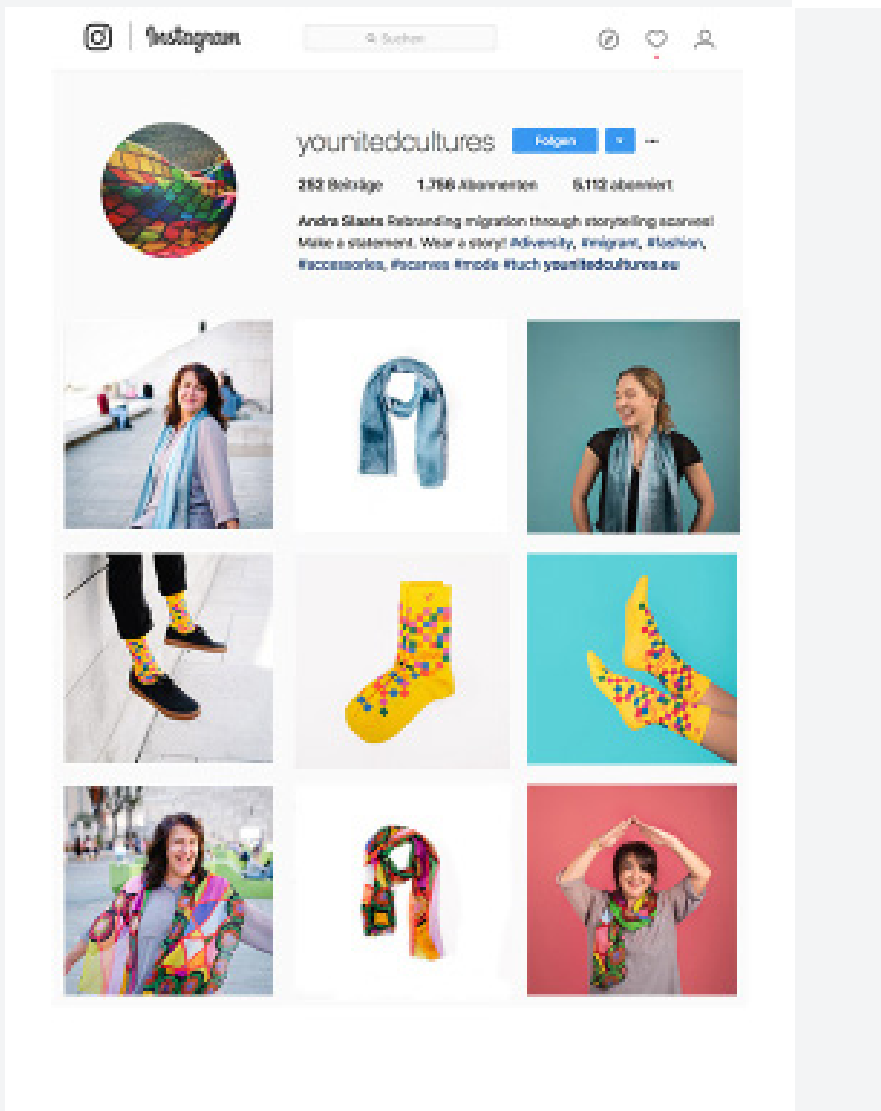
ACTION PLAN

- * revise account description
- * set up a posting schedule (with apps provided)
- * answer to comments
- * engage with other accounts
- * put relevant hashtags in comments





WHAT THE CHANNEL COULD LOOK LIKE



BRAND INSPIRATION

INSTAGRAM

Use the following elements as main elements of your design:

THE SQUARE

THE COLORS

THE BIG HEADINGS (not too much text!)

Here are some inspirations how you can use these three elements.

QUOTES

DARE
TO BE
COLOURFUL

IT'S NOT
A SCARF.
IT'S
A STORY.

BE PROUD.
STAND
OUT.

PHOTO BACKGROUNDS



FOCAL POINTS



CELE
BRATE
MIGRA
TION

PROCESS

INSTAGRAM

Please find a whole guide about how to create Facebook Ads here: https://www.facebook.com/business/help/898399293584952?helpref=faq_content

Try out the different Ads types and see what works. Adapt to the ones that have the best outcome.

SINGLE

INSTAGRAM

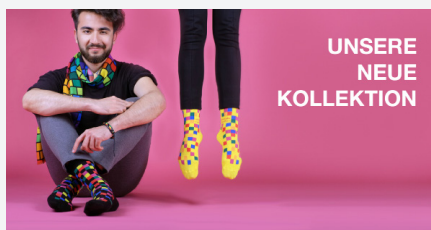
Create a single image campaign for the Newsletter Feed. This images will pop up on the News feed of your target audience.



This Ad tries to catch the attention of the audience through setting up a focal point and coloring the background



This Ad tries to catch the attention of the audience by using a strong color and the look of the ppl on the image that is directed to the slogan.



This Ad tries to catch the attention of the audience by using a strong color and a fun image. It is best for young, playful persons.

CAROUSEL COLORED

INSTAGRAM

Try one carousel campaign that uses the colorful pictures.
Below a text inspiration that can go along with the images:



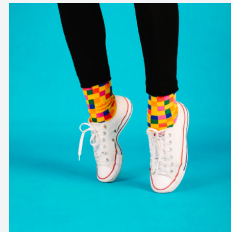
Bunte Schals für Sommer und Winter...



... für Frau und Mann...



... desingt von Menschen mit Migrationshintergrund...



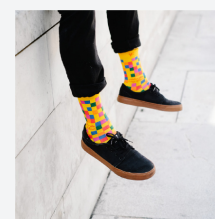
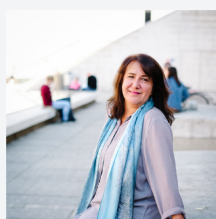
... um Migration gemeinsam zu feiern.

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CAROUSEL OUTDOOR

INSTAGRAM

Another carousel campaign can be focused on the outdoor pictures with which your audience might identify easily. The text can be similar to the one above.



CAROUSEL SHAWL FOCUS

INSTAGRAM

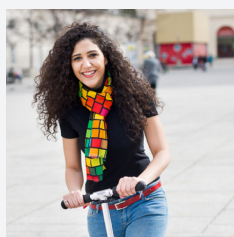
This is a Carousel Ad that focusses on one product. You can apply this procedure to any product.



Bunte Schals für Sommer und Winter...



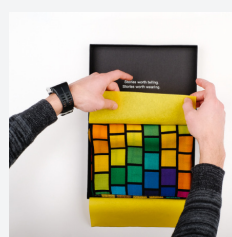
... für Mann...



... und Frau...



... um Migrations gemeinsam zu feiern.



Verpackt mit Liebe für dich von Younited Cultures.

YOUNITED CULTURES

YOUNITES CULTURES