



brand book

2015 edition

oh, hello.

Now that you're here, we can't wait for you to get to know us,
and help us conquer the world. *Ok, that sounded a little scary.*
Actually, we meant **happy the world**, one face at a time ...

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what the brand book is

A brand book helps establish a clear direction for the brand. It's a way for all teams to align their various job functions and carry out a unified brand aesthetic and perspective.

what it's not

This is not a style guide. It's not intended to prescribe exactly how and when to use certain images, words, or colors, and in what combinations.

who it's for

Any brand ambassador, in-house or off-site, should use this book for guidance on how to create assets, conceive visual design and employ tone.

how it's used

This is your playbook. Employees and business partners working on behalf of Shari's Berries can refer to this book for guidance on how to execute brand communications.

CHAPTER 1
OUR FOUNDATION

For the Experiential target audience,
Shari's Berries is the online gifting brand
**that takes ordinary treats and transforms
them into a memorable gift experience**
by offering unique dipped products,
expertly packed and shipped, so the sender
is recognized for her creativity and
valued for nurturing her relationship.

<i>Target</i>	[For the Experiential target audience]
<i>Frame of Reference</i>	[Shari's Berries is the online gifting brand]
<i>Differentiator</i>	[that takes ordinary treats and transforms them into a memorable gift experience]
<i>Reason to Believe</i>	[unique dipped products, expertly packed and shipped]
<i>Emotional Consumer Benefit</i>	[so that the sender is recognized for her creativity and valued for nurturing her relationship]

We are not in the dipped sweets business.
We are in the relationship business.

brand equities

- Fresh dipped berries and decadent treats
- Artfully decorated products
- An unforgettable gift experience
- Superior supply chain; best-in-class customer service



our pillars: what drives us

Novel We constantly look for surprising and interesting ways to make great treats even better with new twists on dips and toppings.	Delicious Our ripe fruits and fresh baked goods, with their decadent dipped toppings, make for an irresistible indulgence on any occasion.	Unforgettable The entire experience is geared to make a strong impression—from the elaborate care in the packaging to our unexpected twist on sweets gifts—so the sender is recognized for their creativity and valued for nurturing their relationship.
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BRAND PERSONALITY

approachable

We don't stand on ceremony. We are meticulously put together, but we're not too fussy to have fun. We like being liked. We enjoy the spotlight. We're affable, easy-going, and fit in with any crowd.

creative

We value the inventive. We don't relegate ourselves to the tried and true. We believe there's always a new way to present old favorites. And by the time we pull off something spectacular, we're already exploring our next idea.

indulgent

Skimping is not our style. We believe that a life lived to the fullest is a life worth living, and that dessert is not something you need to save room for. Given the choice between with or without, we always go with.

discerning

When we do choose to indulge, we don't just go in for the junk. We celebrate our indulgent moments by picking treats that are fresh and superior. Fervent purists we are not – rather, we celebrate craft.

WE BELIEVE IN THE SWEET LIFE.

No matter what day it is or where we are, we'll find a reason to celebrate. And, of course, everyone's invited—in fact, we insist. Celebrations are always sweeter when they're shared. Just like life.

That's why we're all about sharing sweet moments with the people that are important to us—and you. We love bringing people together and building relationships. Because we believe everyone deserves a taste of the sweet life.

And since treating others feels just as good as treating ourselves, we believe the best way to share a sweet moment is with an amazing gift. Something decadent, imaginative—and dipped, of course. After all, even dessert should have dessert. A gift that's so perfect they'll sing a blissful tune, jump for joy ... you get the idea. We don't just want to deliver gifts. We want to deliver happiness.

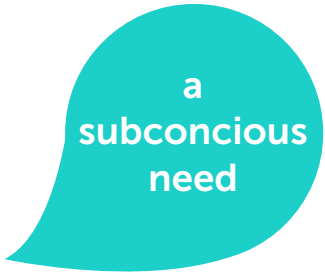
CHAPTER 2
TARGET AUDIENCE



Meet Jennifer

Jennifer is 34 years old, a “cool mom” who loves to shop and find unique gifts that show off her creativity. She’s college-educated and enjoys exploring new cafes and boutiques in her neighborhood. She’s very tech savvy, and uses her iPhone for everything from shopping, connecting with friends and pinning inspiration for her next project, party or gift.

- I LOVE spending time to find that perfect gift—shopping is my cardio
- I want to be able to add my personal touch to the gift I’m giving, through customization or an interactive selection
- I am always looking for unique and one-of-a-kind gifts that reflect my good sense of style, preferably sweets
- I’m highly social and love using social media as a tool to connect and share with friends



a
subconscious
need

Jennifer has an ulterior motive...

Yes, she wants to express her creativity and generosity by giving a unique gift that truly wows her recipient. But, Jennifer also loves to hear the excitement in their voice or see the delight on their face once they've received her gift. **It's the thank you, applause and praise that truly energizes Jennifer.**

IN SUMMARY, JENNIFER NEEDS:

A way to show off her
creativity and thoughtfulness
by giving unique gifts that
deepen her relationships.

SOLVING THE CUSTOMER'S UNMET NEED:

Shari's Berries is the perfect way to express what your relationships mean to you and your recipient.



CHAPTER 3
OUR LOGO

Refreshed in 2015, the new logo features cleaner lines, balanced letterforms and enhanced legibility. The new mark has been set on a straight, horizontal baseline. The berry icon has been redrawn and simplified. Finally, the colors have been updated to reflect a fresher, more contemporary color system that aligns with our brand tenets.

OUR LOGO: THE MARK



Because our logo will live in a variety of places such as web, print, shipping materials, etc., we've created color specifics for each medium. For paper, there are Pantone colors and CMYK mixes, and for screens, there's an RGB mix.

OUR LOGO: COLOR VERSION



Pantone

Red: PMS 1795
Brown: PMS 476
Green: PMS 363

RGB

Red: R 228 G 37 B 18
Brown: R 66 G 47 B 21
Green: R 79 G 150 B 35

CMYK

Red: C 4 M 100 Y 100 K 4
Brown: C 49 M 71 Y 86 K 69
Green: C 70 M 8 Y 100 K 5

Occasionally, our logo appears in a monochrome print environment, so we've created a single-color version for those instances. It can be rendered either in Shari's Brown or reversed out of a Shari's brand color.

OUR LOGO: SINGLE COLOR



Pantone

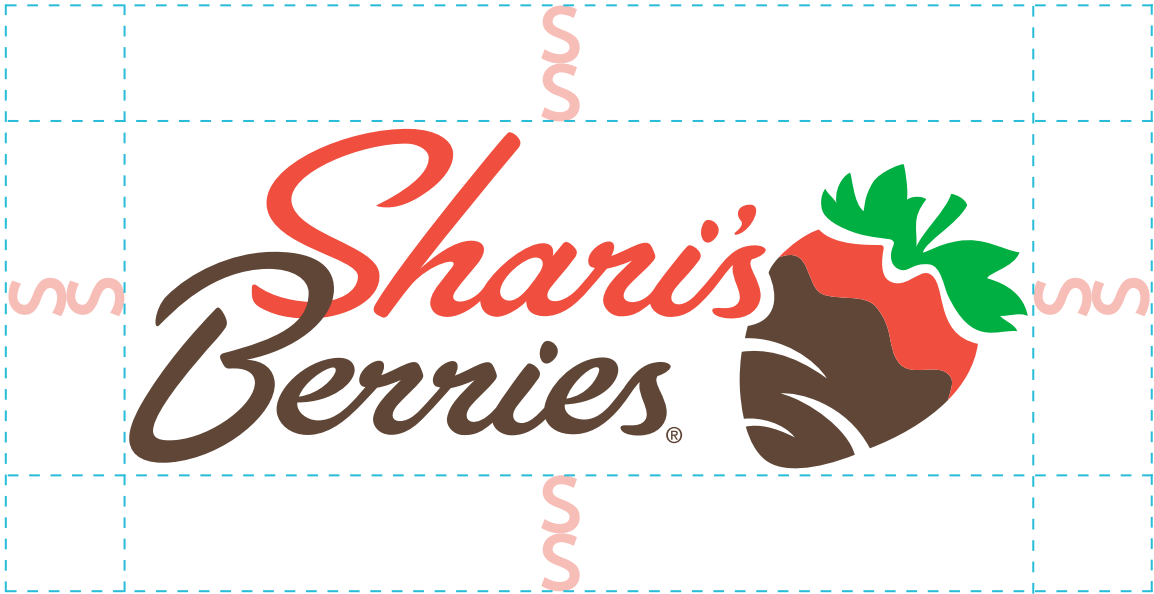
Brown: PMS 476

KO or CMYK

White

To protect the reproduction of the logo, it can be used in a minimum size of 0.75 inches wide.
To protect its integrity, use the logo in a way that keeps the clear space intact and free of other visual elements. The logo is used in all situations that allow for it to be reproduced successfully.

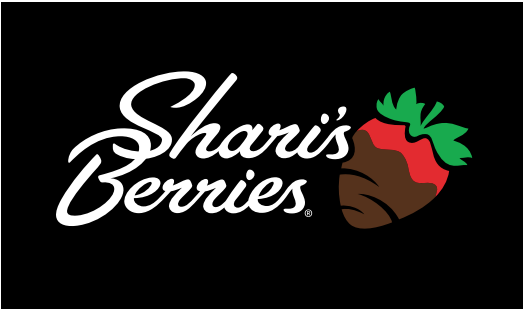
OUR LOGO: MINIMUM CLEAR SPACE



Don't swap any logo color.
Our logo contains one set color scheme to be used universally.



Don't create reversed-out variations.
Our logo lives only as a positive lockup over light backgrounds.



Don't introduce new colors into our logo.
It's perfect as it is, thanks.



Don't confuse Shari's Brown with black.



CHAPTER 4
TONE AND VOICE

OUR VOICE IS ALWAYS...

approachable

We lead with lighthearted, engaging sentiments that invite the user in. Our tone is familiar, easy going and conversational—like a good friend.

indulgent

We speak to indulging as something we all deserve, rather than a guilty pleasure. We believe even dessert should have dessert. We tempt the user with delicious details about our dips, mix-ins, toppings and ingredients.

discerning

We establish our expertise in the way we describe the quality and freshness of our ingredients, as well as our unique, on-trend flavors and gifts. We're like a savvy gifter you go to for great advice. We're also discerning in our use of language. We speak directly and use the words we need (no more, no less), all carefully chosen and crafted to deliver the right message.

creative

We speak to the innovativeness of our dipped treats and our gift collections from the flavors to the toppings and decorations. We are also creative in our use of language: we're playful, fun, witty, inventive and sometimes a little cheeky.

celebratory

Every word and phrase is inspired by the spirit of celebration. We speak to the reactions and emotions our gifts deliver—the happiness and joy they bring. As well as how they draw people together and strengthen and grow their relationships.

OUR VOICE IS NEVER!

too serious or sentimental

Our tone is never too solemn, sappy or lofty. It always sets the right mood and makes an instant connection.

unappealing

We avoid unappetizing words that bring to mind unappetizing images like “drool-worthy” and “mouthwatering” whenever possible.

wordy

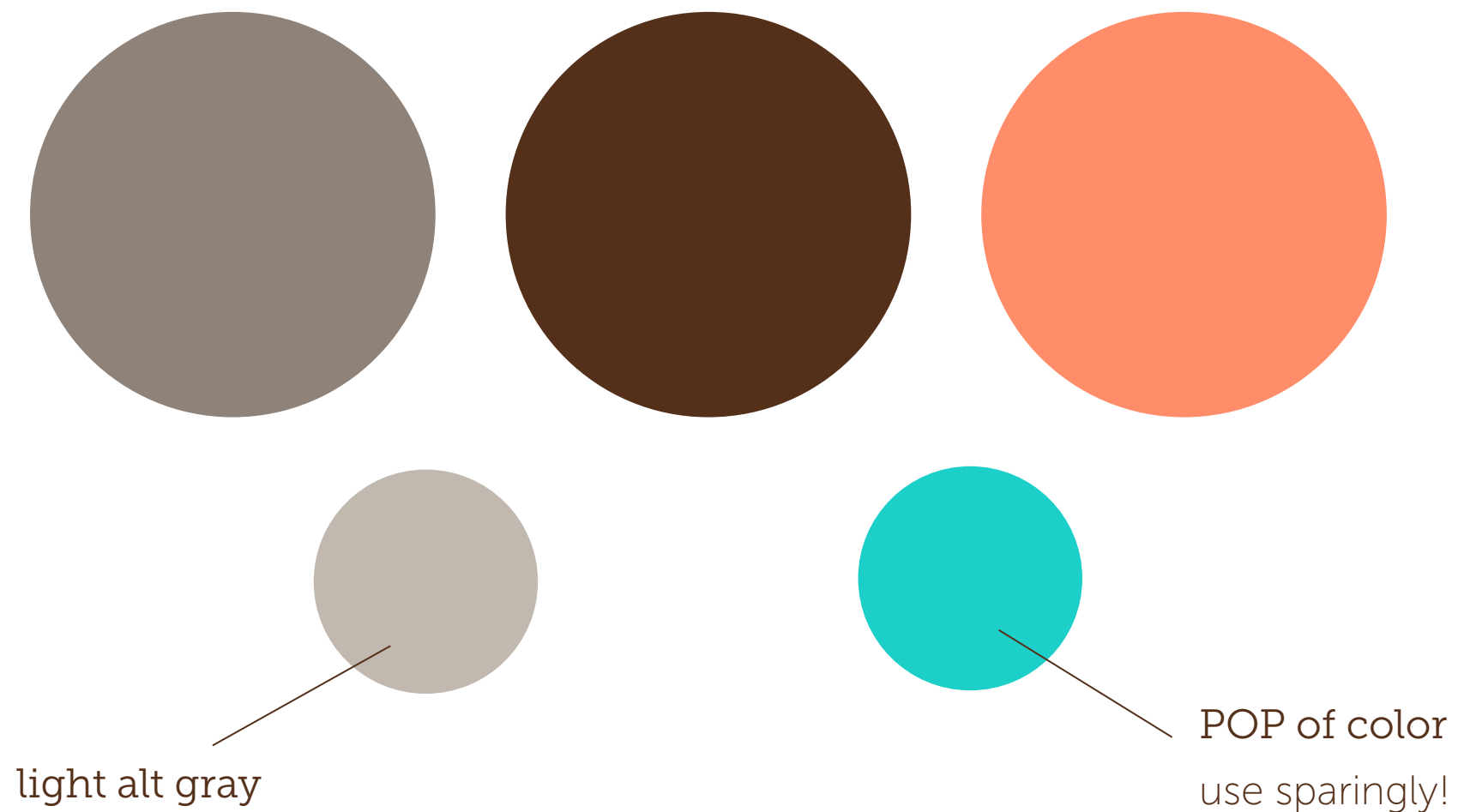
We keep our messaging short, simple and direct so that it’s instantly and easily understood. We don’t pad our copy with unnecessary or redundant adjectives and phrases.

boring

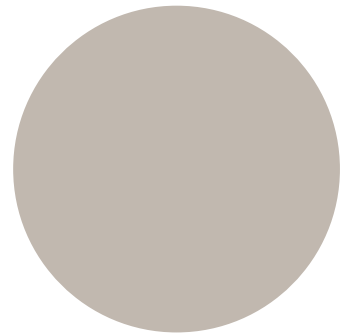
We never write anything that doesn’t have a sense of playfulness and fun. Even when we’re transactional, we do our best to express our personality.

CHAPTER 5
VISUAL VOCABULARY

In this chapter, we show the brand color palette. These were designed to work year 'round and compliment—not compete with—our seasonal palette. We applied classic color theory rationale so that each color serves a function: assert brand presence, exercise our personality, and differentiate ourselves in the marketplace.

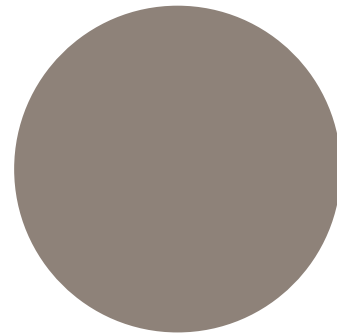


OUR CORE COLOR PALETTE



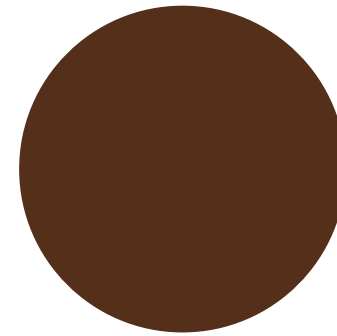
Warm Gray Lt

Pantone: Warm Gray 3
RGB: 191 / 184 / 175
CMYK: 09 / 11 / 13 / 20
HEX: #BFB8AF



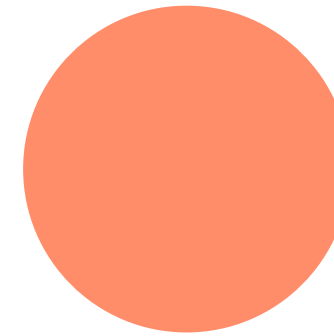
Warm Gray Dk

Pantone: Warm Gray 8
RGB: 140 / 130 / 121
CMYK: 17 / 24 / 25 / 49
HEX: #8C8279



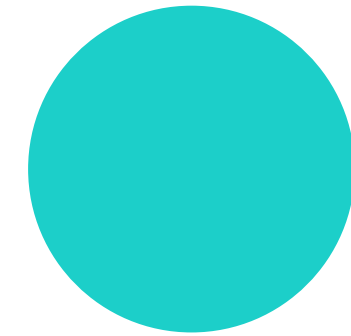
Brown

Pantone: PMS 476
RGB: 78 / 54 / 41
CMYK: 23 / 75 / 78 / 69
HEX: #4D3629



Coral

Pantone: PMS 1635
RGB: 255 / 141 / 109
CMYK: 00 / 56 / 56 / 00
HEX: #FF8D6D



Teal

Pantone: PMS 3252
RGB: 42 / 210 / 201
CMYK: 65 / 00 / 29 / 00
HEX: #2AD2C9

seasonal color cues

We rely on product to seasonalize our store. From reds and pinks at Valentine’s Day to colorful birthday sprinkles, we allow the spirit and colors of the occasion or season to shine against the backdrop of a complimentary brand color palette.



Museo Slab

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890@\$\$%&{}()/'"|[,

Museo Slab 100

Museo Slab 100 Italic

Museo Slab 300

Museo Slab 300 Italic

Museo Slab 500

Museo Slab 500 Italic

Museo Slab 700

Museo Slab 700 Italic

Museo Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
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Uu Vv Ww Xx Yy Zz
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Museo Sans 100 Italic

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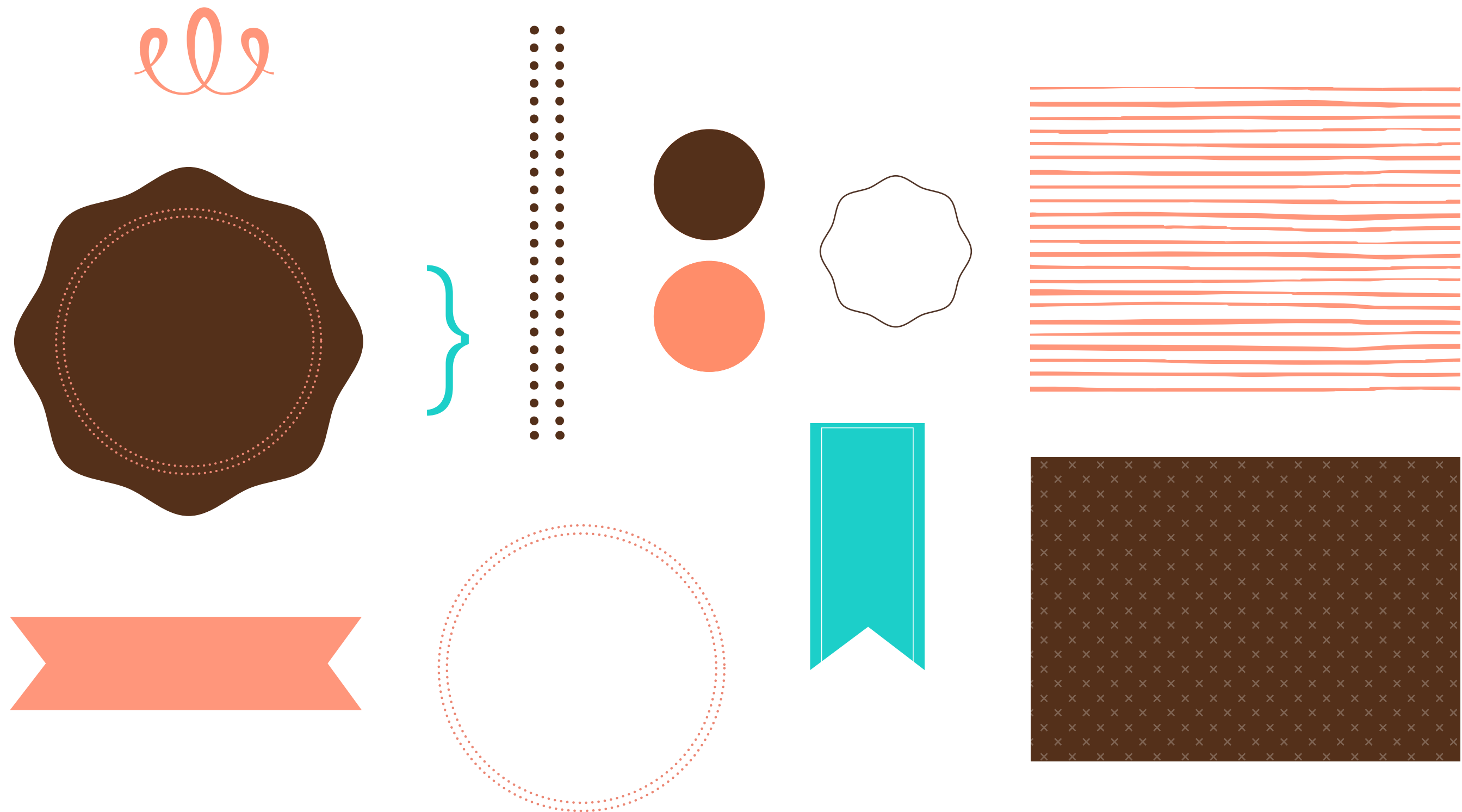
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Museo Sans 300 10pt. Italic Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do

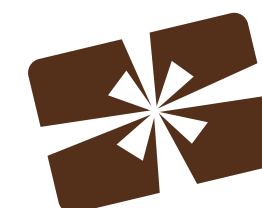
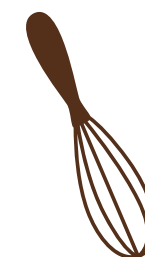
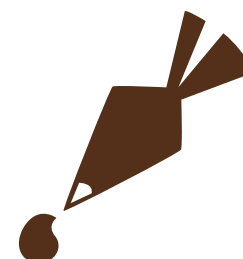
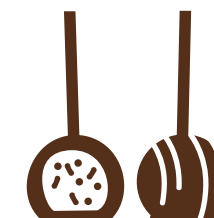
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CHAPTER 6
PHOTOGRAPHY

how is our photography approachable?

We show products on display, but not in a sterile or staged manner. Our products appear in environments with surfaces, lighting, and textures reminiscent of a home. Further, we present products in a way that makes you want to eat them, not put them on a shelf and save them for guests.

how is our photography indulgent?

Bring on the delicious. Our lighting and camera angles enable us to see, taste and feel everything the customer comes here for: the juicy strawberries, the decadent dip and unique and gourmet toppings. Our photography also brings an element of whimsy by showing detailed specialty sprinkles, sparkly champagne shimmer sugar and seasonally decorated products.

how is our photography discerning?

We employ modern food photography best practices such as a light selective focus, soft lighting, camera angles and smart cropping to communicate the idea of a tasteful culinary experience.

how is our photography creative?

We create a sense of place for our products. We employ subtle propping for a more human touch and occasionally feature colored, patterned, or textured backgrounds. We use lighting, composition and focus to showcase the product in the best way, every time. The best way, of course, is always changing. And so is our photography's conceptual approach.







editorial

- Highlight taste appeal, texture and quality
- Products appear in environments and on surfaces (not studio)
- Lighting and mood feels aspirational and contemporary
- Used in placements to bring the customer into the funnel



transactional

- Focus on value, piece count, variety and assortment
- Allow the customer to understand what they are buying
- Showcase products as gift solutions in lock-step with promotions
- Used in placements further down the purchasing funnel

CHAPTER 7
PUTTING IT ALL TOGETHER

THE BRAND AS A WHOLE

Now that we've examined bite-sized pieces of our brand, let's see how the brand expression works as a whole to advance the business objectives across all customer touch points.

877.BERRIES • COVERED STRAWBERRIES • CHOCOLATE GIFTS

OUR BRANDS ACCOUNT CART

Keyword / Item #

MOTHER'S DAY | BIRTHDAY | OCCASIONS | DIPPED FRUIT & SWEETS | DIPS & TOPPINGS | SPECIALS | BLOG

it's officially **LAST MINUTE**

Love mom back with a delicious dipped and decorated surprise.

MOTHER'S DAY BEST SELLERS

whatever the occasion, they'll get the message

happy birthday ▶ thanks a million ▶ you're amazing ▶

later, cupcake

Hello, cake pop!

It's the gift everyone wants to get. And they'll love you for giving it.

FREE SHIPPING
limited time only
details inside

Shari's Berries
berries.com/pops

BIRTHDAY CONGRATS GET WELL THANK YOU JUST BECAUSE

A GIFT THAT FITS EVERY OCCASION?

Yeah, we've got that.

20% OFF

Delicious dipped berries & treats are always a hit, no matter what they're celebrating.

SHOP NOW ▶

THANK YOU GET WELL JUST BECAUSE BIRTHDAY CONGRATS

mom deserves more than a day

One day, and one gift, isn't enough to **thank Mom** for always putting you first. So treat her with Mother's Day gifts delivered on two different days.

PUTTING IT ALL TOGETHER

20% OFF

gifts that **(SHAM)ROCK**

Delight them with delicious treats sure to make them feel lucky this St. Patrick's Day.

ST. PATRICK'S DAY COLLECTION ▶

shamrock sprinkled berries

chocolate dipped Oreo® cookies

leprechaun hats, steins & pot o' gold brownie pops

dark & milk chocolate pretzels

Oreo® cookies in a leprechaun's pot o' gold

PUTTING IT ALL TOGETHER: CORE PACKAGING



.....
* LAUNCH DATE:
FALL 2015
.....



QUESTIONS?
WE'VE GOT YOU COVERED.

For questions and comments,
please contact the brand team.

SANEM AHEARN / Director of Marketing
sahearn@providecommerce.com

KATE LANGE / Creative Director
klange@providecommerce.com

WHITNEY KALSCHEUR / Brand Manager
wkalscheur@providecommerce.com

APPROVED LOGOS:



BRAND ELEMENTS: CHEAT SHEET

TYPEFACE: Museo Sans / 100, 300, **500**, **700**; Museo Slab / 100, 300, **500**

CORE COLOR PALETTE: Brand color-palette, agnostic of season or occasion.

-  Lt Warm Gray: PMS WarmGray3; RGB 191/184/175; CMYK 09/11/13/20; Hex #BFB8AF
-  Md Warm Gray: PMS WarmGray8; RGB 140/130/121; CMYK 17/24/25/49; Hex #8C8279
-  Dark Brown: PMS 476; RGB 78/54/41; CMYK 23/75/78/69; Hex #4D3629
-  Coral: PMS 1635; RGB 255/141/109; CMYK 00/56/56/00; Hex #FF8D6D
-  Teal: PMS 3252; RGB 42/210/201; CMYK 65/00/29/00; Hex #2AD2C9

BRAND PERSONALITY: Approachable, Discerning, Creative, Indulgent

BRAND VOICE: **IS:** Approachable, Discerning, Creative, Indulgent. **IS NOT:** Serious, Sentimental, Unappealing, Wordy, Boring

BRAND STRATEGY: Shari's Berries is not in the dipped gifts business. Shari's Berries is in the relationship business.

BRAND IDEA: Relationships are better dipped.

VALUE PROPOSITION: For the Experiential target audience, Shari's Berries is the online gifting brand that takes ordinary treats and transforms them into a memorable gift experience by offering unique dipped products, expertly packed and shipped, so the sender is recognized for their creativity and valued for nurturing their relationship.

thank you.