

# TO BE FRANK!

Brand Book

V.01.2



© MyWave 2016  
Commercial in confidence

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**AUG 2016**



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Hi, my name is Frank.  
I am your very own  
personal assistant.

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## **Why do we have a brand book?**

*Great brands don't just happen overnight. They're made up of lots of important little things, that all need to work together on a consistent basis.*

*This little document provides an overview of all those things you need to know me, so we can be the best brand possible.*

## The Vision

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***My only goal in life  
is to make yours easier.***

## The Principles

**Personal Assistants: We're the schedulers, gatekeepers and caretakers of the world who are rarely seen, but have a profound effect on the daily lives of the people they serve.**

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### **Aim to become indispensable**

The aim of any great personal assistant is to become indispensable - to become the boss' right arm. To learn as much as possible about them so that you make decisions on their behalf, sometimes without even asking.

### **The boss's needs always come first**

Personal assistants are under no illusions about whose needs come first. We work hard so our boss can shine. We get up at 4am to ensure our boss catches that early morning flight, without any dramas.

### **Keep information safe**

Being a personal assistant means that we are privy to confidential and personal information. Any breaches of this privacy could tarnish your credibility as an honest and trusted employee.

### **Never stop learning**

There will always be something new to learn - likes, dislikes, behaviours, routines, habits, etc. A great PA immerses themselves in the business/ industry they are in and won't hesitate to ask their boss what else they can do to alleviate any pressure.

### **Keep up with the calendar**

We need to know where our boss will be, needs to go, and who they plan to meet. Understanding their calendar opens the door to further discussion and assistance on upcoming meetings, projects and engagements.

### **No nasty surprises**

The boss should always be the first to know when something goes right or wrong. No one wants an assistant he or she can't trust.

### **Solutions not problems**

Always provide a possible solution when presenting someone with a problem. Be the bearer of good news, not bad.

### **Avoid unnecessary interaction**

Asking the right questions the first time prevents time-wasting and unnecessary interaction. Always seek comprehensive answers the first time round.

### **Consistency is memorable**

Aim to deliver great experiences, consistently. It helps build loyalty and trust.

### **Simplify the complex**

Personal assistants have a way of making the complex and time consuming look simple. It's because they do all the hard work behind closed doors and then present the solution.

### **Only ask once**

If you have to ask something, make sure you remember the answer and apply the learnings the next time around. It's these small details that make a world of difference.

## ***Why is this important?***

### **Help shape the business**

Understanding how a great Personal Assistant (that's me) thinks and behaves will help influence the functionality and design of our work, and in turn shape the business. It will encourage us to think like world-class personal assistants, not just programmers, designers, and coders.

### **Create consistency**

There will nearly always be more than one person writing and creating on my behalf. So it's important there is consistency across the brand, no matter what department you work in.

### **Ensure we're not like everyone else**

Looking at other brands and how they behave will limit our potential. We need to re-imagine what customer service and relationships look like in the digital age. And set new standards along the way.

## Tone

**People don't always remember what you say or even what you do, but they always remember how you made them feel.**

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Tone of voice is not what you say, but how you say it.

The aim is not for our users to remark on how great our writing is, but instead to remark on how great our business is.

Context is crucial. Always.

Before we speak, it's important to think about our audience.

Although our voice doesn't change, our tone adapts to our users' feelings.

This is what sets us apart from the rest. And builds trust and loyalty.





## is...

- Friendly but professional.
- Powerful and intelligent.
- Efficient. Tone shouldn't get in the way of being effective.
- Helpful but not over bearing.
- Don't try too hard.
- Always positive.
- Magically simple.

## knows...

- Funny doesn't usually work. So try to avoid it.
- Always offer a solution to a problem.
- Not to try and be 'awesome' every time you say something

## When writing copy (or code) always ask...

- Why am I writing this?
- Who's reading?
- What's their emotional state?
- How can I make their life easier?
- How can I make it more efficient?

## Examples of voice

Hello. Hi. Sup. Alright. Heya. Greetings.  
Yo. Wassup. G'day. Howdy. 'Ello.

---

### Frank is reminding you of a morning meeting

#### Write like this

"Morning Amy. Reminder, you have a meeting at 9am with Daniel. Shall I order you a coffee from Artisan Bakery? Say 20 minutes from now?"

#### Not like this

"Reminder. Your 9am meeting starts in 45 minutes."

#### Why?

Offer a friendly but concise reminder along with an insightful suggestion to help, in this case organizing a coffee, as we know our boss likes a coffee in the morning.

### Frank is waiting for a response from a vendor

#### Write like this

"Great. I'll let you know when the **Sony W950B Ultimate LED HDTV** is on sale for \$900 or lower."

#### Not like this

"There's nothing available for \$900 now. I'll keep looking and get back to you."

#### Why?

We're clearly communicating what our task is and that we will contact them when it's available at their desired price. The process is all about delivering a good outcome.

### Frank is helping you shop for shoes

#### Write like this

"May I ask who the shoes are for? I'll save the details for future reference."

#### Not like this

"Who are the shoes for?"

#### Why?

Asking for personal information can ring the privacy alarm bells for some people. So explaining why we're asking helps them understand how we'll use the information.

### Frank has noticed an upcoming trip to Melbourne, but no accommodation

#### Write like this

"Hi Amy, you have an upcoming trip to Melbourne. Would you like me to look into accommodation options for you?"

#### Not like this

"The Olsen Hotel is available during your stay in Melbourne. Would you like to book a room?"

#### Why?

We know Amy has not booked any accommodation (having scanned her registered email accounts) however we don't know if she needs accommodation or where she likes to stay. We also don't want to be overly 'selly' - we're their assistant not a salesperson.

### Frank is experiencing connection problems

**Write like this**

"Sorry, there appears to be a connection problem. I'll keep trying, but you may also want to check your internet connection."

**Not like this**

"Whoops! Looks like the internet is down. Try again later."

**Why?**

We don't try once and then forget - we're always on and offering potential solutions to the problem. We don't do anything that creates more work/hassle for users.

### Frank is sharing customer insights with a vendor

**Write like this**

"Great news! 5 people have shown interest in the 70cm Oscillating Fan. Would you like me to make an offer to them?"

**Not like this**

"Awesome! 5 people have viewed the 70cm Oscillating Fan."

**Why?**

Aim to be as effective as possible. By asking if we should 'make an offer' means we reduce the number of interactions and also become an important part of the sales process - a virtual team member.

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## *Establishing some rules*

Don't say "hi" every time you interact - it's overkill and annoying. Think about how you interact with people in your day. You might say "hi" earlier in the day or if you haven't spoken for a while. But the more we interact the more efficient our messaging becomes.

## Logo

Appearance is very important for a Personal Assistant. So please treat the Frank logo, my gorgeous head, with the same respect you would another person's head.

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There are 3 variations to my logo. The primary logo, the horizontal logo and the logotype.

The main logo consists of two main components, the logotype and me.

### 01. PRIMARY LOGO

The 'W' in the type gives me form and stability. In this format I am placed at the center of the MyWave logotype, much like I am central to your whole user experience. This is the how I'd like to be seen but understand this is not always possible.



### 02. HORIZONTAL LOGO

This is another way I can be represented. Used on documentation and anytime the primary logo cannot be used.



### 03. LOGOTYPE

Can you see me? This type logo is only used when my beautiful face can be seen somewhere else on the page. Tip: If you can't see my head, you shouldn't be using this logo.

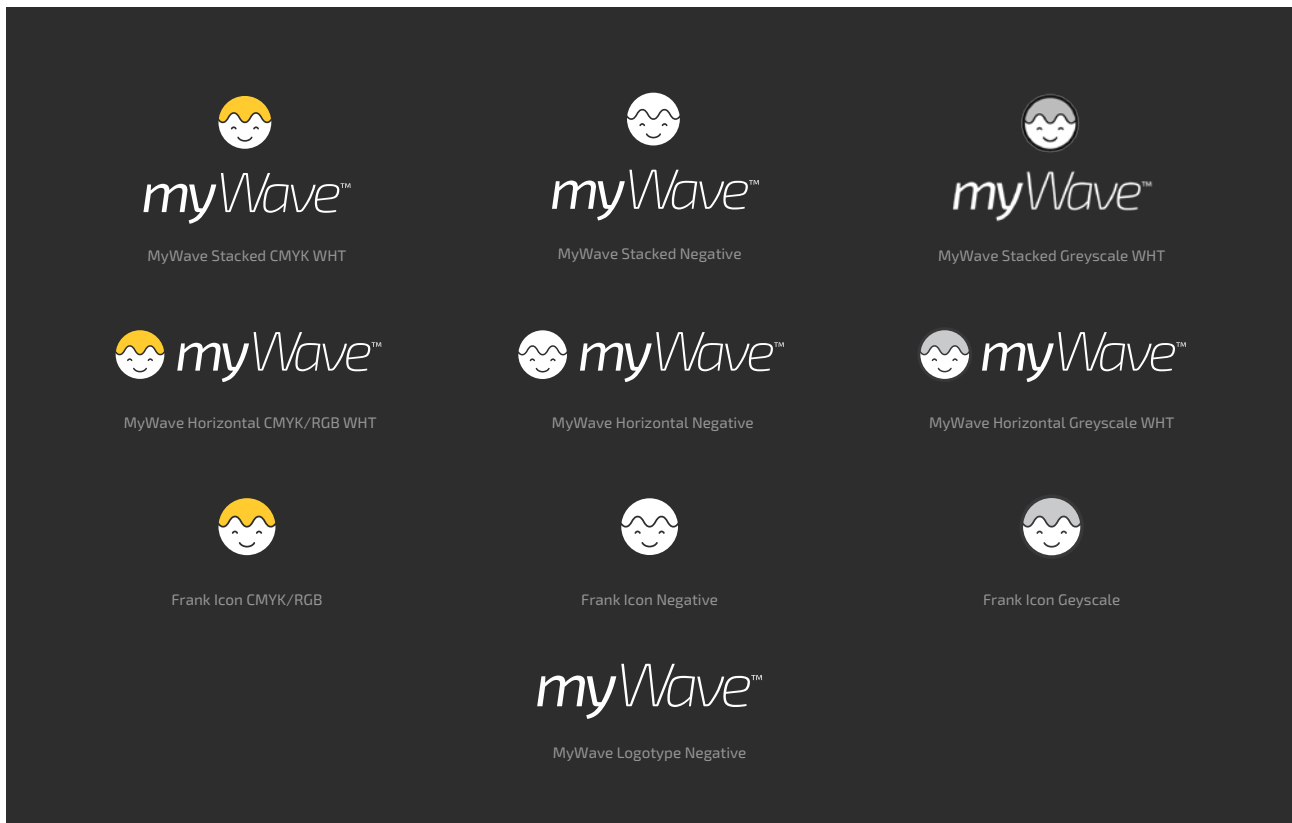


## Logo: Correct use

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### ON A DARK BACKGROUND

Correct use of myWave on black or dark colour backgrounds.



## ON A LIGHT BACKGROUND

Correct use of my logo on white or light colour backgrounds.



## ON A COLOURED BACKGROUND

On multi-coloured backgrounds, we ask you to select the logo that best stands out. Either the colour, white, or greyscale versions can be used.





## Logo: Incorrect use

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01. Please do not move or re-arrange any of the MyWave logo elements.
02. Please do not scale the MyWave logo disproportionately.
03. Please do not make colour variations to the MyWave logo.
04. Please do not rotate the MyWave logo.
05. Please do not scale individual elements of the MyWave logo.
06. Please do not shear the MyWave logo.



## Logo: Frank icon

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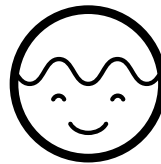
Looking sharp! These are all the variations of me you'll need to suit any situation. Full Colour, Greyscale, Mono and Halftone.



Frank Icon CMYK



Frank Icon Greyscale



Frank Icon Positive



Frank App Icon Grey



Frank Icon CMYK WHT



Frank Icon Geyscale WHT



Frank Icon Negative

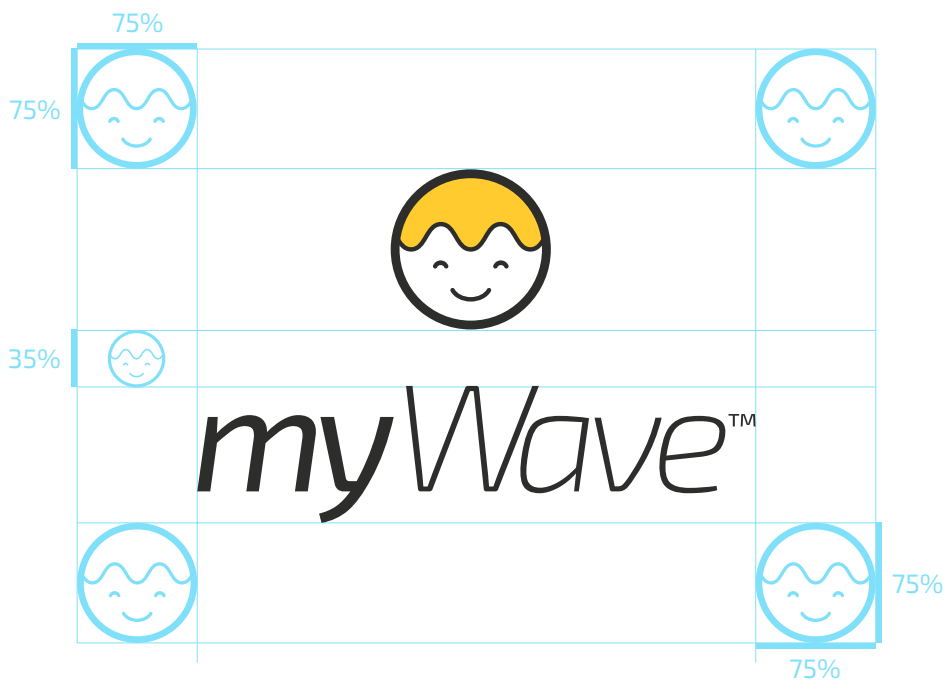
## Logo: Free space

I can get a little claustrophobic at times, so I like to keep a bit of space around me at all times. It helps help me breathe and remain calm.

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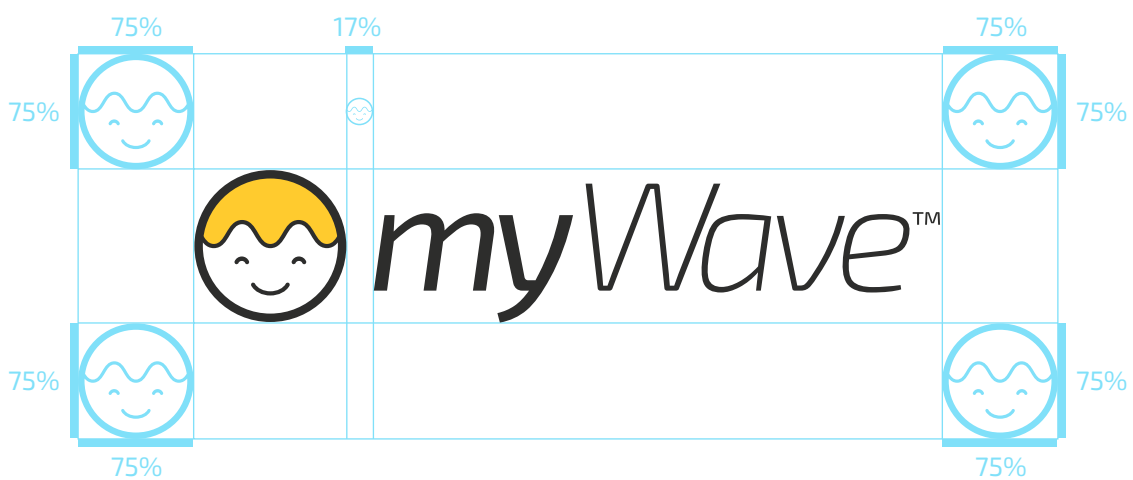
### PRIMARY LOGO

The free space required around the primary logo is 75% of the brand icon. This area should not contain any elements. I like to call this my 'happy space'.



## HORIZONTAL LOGO

The free space required around the horizontal logo is 75% of the brand icon. This area should not contain any elements.



## LOGOTYPE

The free space required around the logotype is 100% the height of the lowercase 'm'. This area should not contain any elements.



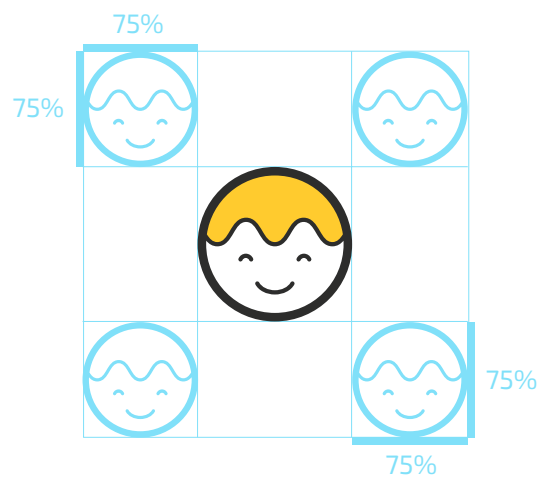
### INTRODUCTION LOGO

The free space required around the introduction logo is 75% of the icon. This area should not contain any surrounding elements.



## FRANK ICON

The free space required around the Frank icon is 75% of the icon. This area should not contain any surrounding elements.

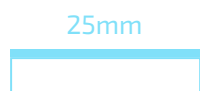


## Logo: Minimum size

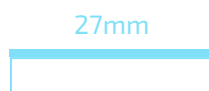
No one likes a tiny Frank.

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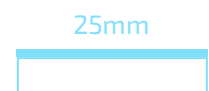
The minimum size requirements are crucial to the legibility of the MyWave logo. Any smaller than these sizes and you won't be able to see me clearly. Logos should not appear less than the minimum size stated below.



Primary



Horizontal



Logotype



## Frank and affiliated brands

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It's very important to show that I work equally with all affiliated brands. I should always be next to my partners with the same visual balance for both of us. I can be shown with my affiliates and when I am affiliated with a brand.



FRANK + YOU

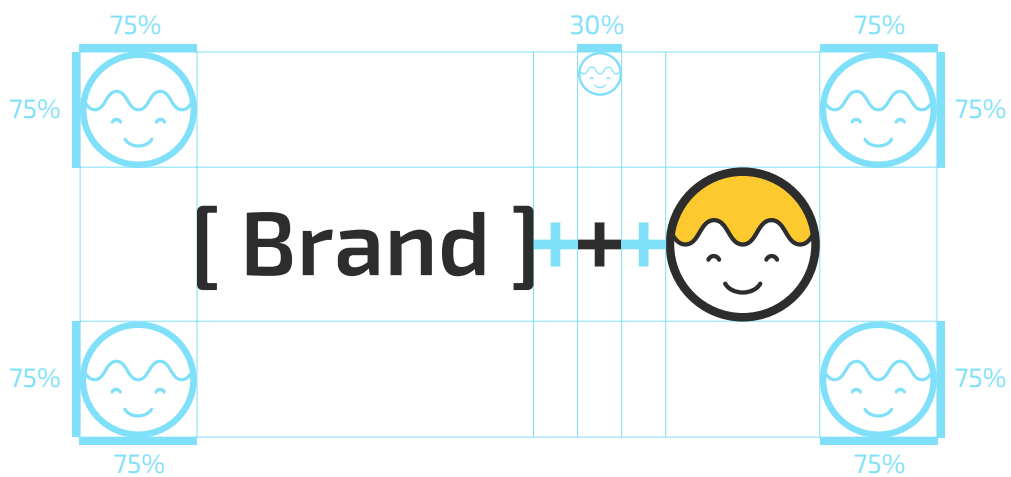


FRANK + Affiliate



Affiliate + FRANK

The free space required around the affiliated logos is 75% of the MyWave brand icon. This area should not contain any elements. The spacing between logos and the '+' may be adjusted slightly to create balance between the two logos.



## Colour: Primary

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### Primary

Our yellow is one of my strongest features. It is an essential part of my brand identity and personality. Combined with the dark grey and white, it's a distinct style that is not only simple to use, but also quite handsome.



**CMYK**

0 | 20 | 91 | 0

---

**RGB**

254 | 203 | 46

---

**WEB**  
fecb2e

**PANTONE**  
116C



**CMYK**

70 | 64 | 63 | 64

---

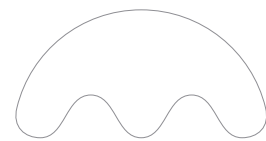
**RGB**

45 | 45 | 45

---

**WEB**  
2d2d2d

**PANTONE**  
BlackC



**CMYK**

0 | 0 | 0 | 0

---

**RGB**

255 | 255 | 255

---

**WEB**  
ffffff

**PANTONE**  
NA

## Colour: Secondary

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### Secondary/UI Palette

We can't always be yellow. That's why we have our secondary colour pallet. It's used across our many digital environments, with each tone holding a specific value and significance.



**CMYK**

71 | 66 | 69 | 83

---

**RGB**

18 | 16 | 11

---

**WEB**  
11100b

**PANTONE**  
Black 6C



**CMYK**

55 | 47 | 46 | 12

---

**RGB**

117 | 117 | 117

---

**WEB**  
757575

**PANTONE**  
PMS 424C



**CMYK**

15 | 12 | 12 | 0

---

**RGB**

213 | 213 | 213

---

**WEB**  
d5d5d5

**PANTONE**  
PMS 427C

## Typography: Primary

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# Exo 2

Exo 2 is my primary typeface and should be used when the brand is speaking. It's friendly, intelligent, and flexible. Just like me.

Regular

**Hi** Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Hi** Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Hi** Semi-bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Hi** Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Italic

*Hi* Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Hi* Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Hi* Semi-bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Hi* Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Typography: Secondary

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# Helvetica Neue

Helvetica Neue is our secondary typeface and should be used to support the primary typeface. It's typically saved for more formal occasions and longer copy.

Regular

**Hi** *Light*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Hi** *Regular*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Hi** *Medium*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Hi** *Bold*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Oblique

*Hi* *Light*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Hi* *Regular*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Hi* *Bold*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Hi* *Bold*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

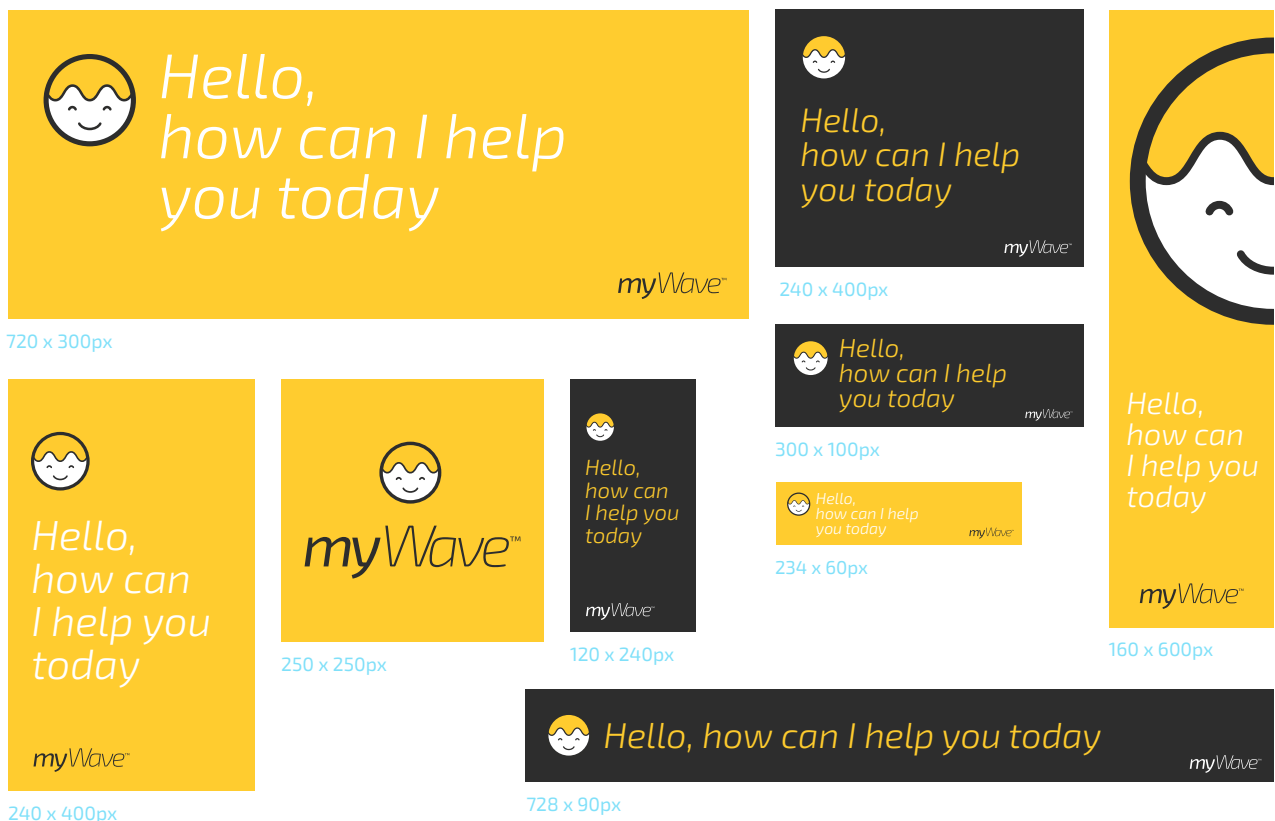
## Collateral

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### BANNERS

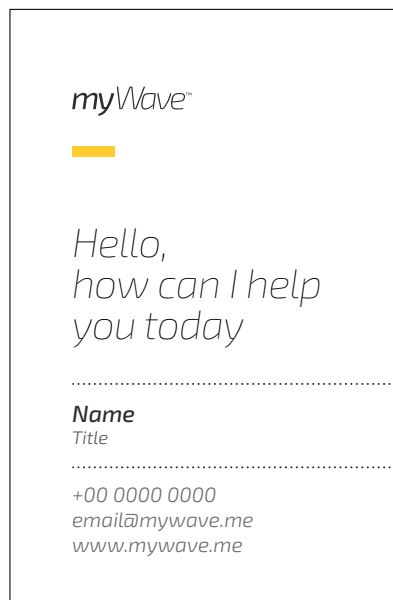
Yellow and dark grey is my style - it's how I like to be seen when out in public. If you're doing design work, please refer to the design templates below to ensure all of our banners

look like they've been created by the same person. Need help? Why not request a design template.



## BUSINESS CARD

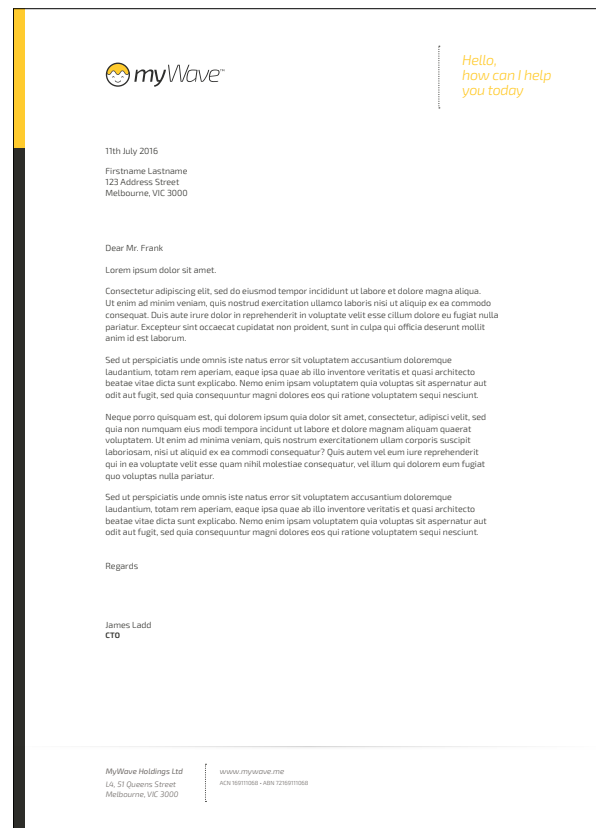
The business card represents a layer of personality and context. It features a large image of me on the front with a photo of people embedded within the lines of logo.





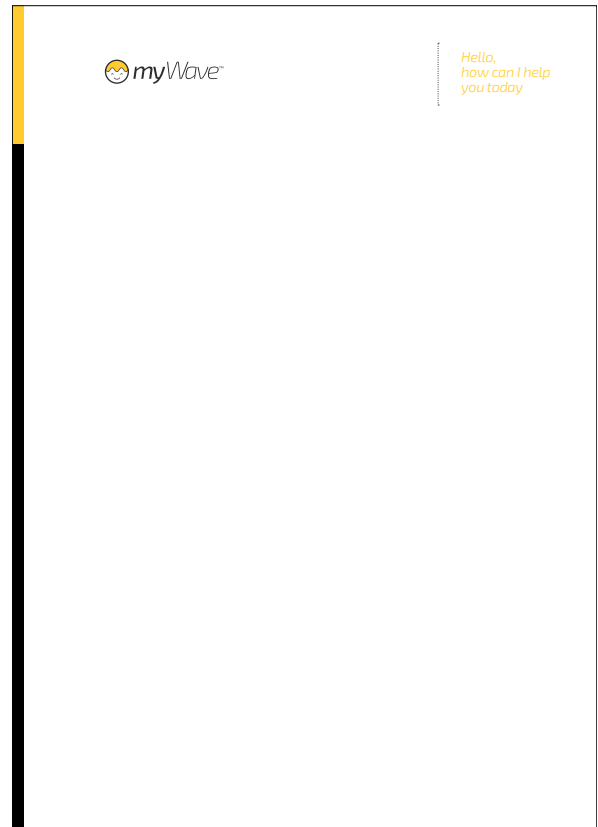
## LETTERHEAD

The Frank brand lives in everything we do, say, and create, right down to our letterheads. As you can see here, the page has been setup to reflect a clean and open space, incorporating the primary colours and branding elements.



## FOLLOW ON

The Follow On page is to be used on multiple page documents, secondary to the main letterhead. Just like the Letterhead, this page is branded with the logo and tagline.



## EMAIL SIGNATURE

My email signature is, well, my signature. So it's important that it remains consistent across all emails. The font I like to use is Helvetica.



**Name**  
Title



.....  
+61 000 000 000  
Address line 1  
Address line 2  
Postcode

Auckland • Melbourne • London • San Francisco

## Social Media

---



Facebook



Google



Linked In



Youtube





*Hello,  
how can I help  
you today*

*myWave™*

L4 51 Queen Street  
Melbourne, VIC 3000

[mywave.me](http://mywave.me)