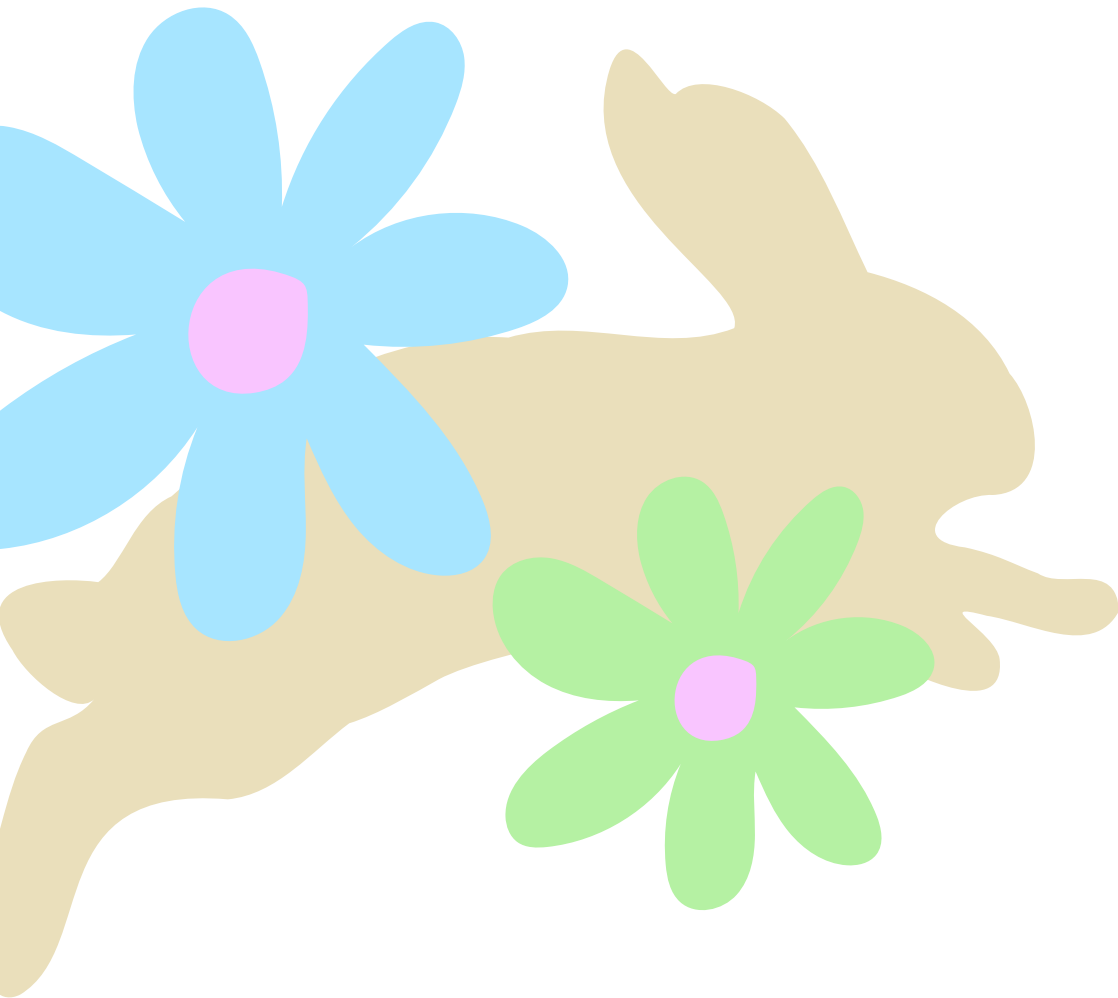


# **Social Media Campaign Brand Standards**



**Zippy Treats 2022**

# Logo

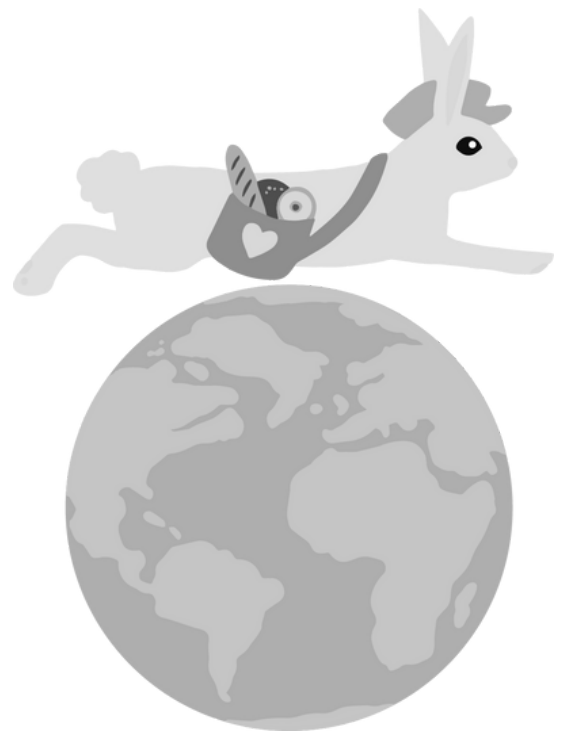
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The Zippy Treats logo features Zippy the rabbit, clad in a postal uniform, ready to deliver treats with tastes from around the world. The mascot of a rabbit emphasizes Zippy Treats' quick delivery and warm, fuzzy feeling. The logo uses the soft pastel colours defined in the brand guidelines.



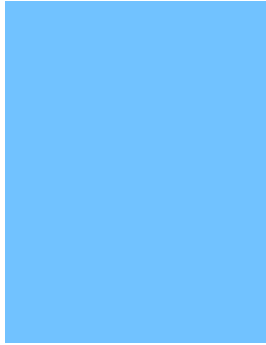
Alt logo - Just Zippy



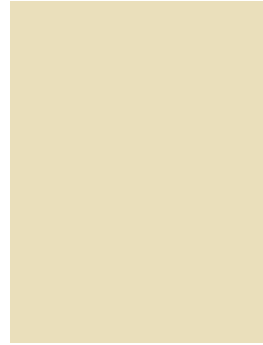
Alt logo - Greyscale

# Colours

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Zippy Treats  
Blue - #71c2ff  
Primary colour  
for graphic  
elements



Zippy Treats  
Beige - #eadfbb  
For use in  
backgrounds,  
graphics accents  
and minor text



Zippy Treats  
Green - #93e87c  
Secondary  
colour for  
graphic  
elements



Zippy Treats  
Mocha -  
#a08b5e  
For use in  
graphic accents  
and body text



Zippy Treats  
Pink - #fdc2eb  
Tertiary colour  
for graphic  
elements



Zippy Treats  
Brown -  
#5f4b21  
For use in  
heading text

# Typography

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## Yeseva One

**AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz**

Used for headings and important text, should always be written in title case so as to maintain the storybook feel.

## Bentham

**AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrS  
sTtUuVvWwXxYyZz**

Used for body text, should always be written in sentence case so as to maintain the storybook feel.

# Editing Style

- Illustrative motifs and bright colours
- Vintage-feeling filters with pink and blue tones
- Storybook fonts and print styles, look of aged paper



RAGGEDY ANN AND THE FAIRIES'

All the dolls were tucked snugly in their lit for the night and the large house was very still. Every once in a while Fido would raise one eye open one eye, for his keen dog sense seemed to something was about to happen.

Finally he opened both eyes, sniffed into getting out of his basket and shaking himself across the nursery to Raggedy Ann's bed.

Fido put his cold nose in Raggedy Ann's raised her head from the little pillow.

"Oh! It's you, Fido!" said Raggedy Ann. the tin soldier put an icicle down my neck!"

"I can't sleep," Fido told Raggedy Ann. something is about to happen!"

"You have been eating too many bones late they keep you awake," Raggedy replied.

"No, it isn't that. I haven't had any bon



When the summer days are done,  
And the shadows one by one  
Over earth are creeping,  
Shadows of November gloom,  
Shadows of the pale flowers' doom,  
Gathered in untimely tomb,  
O'er the bleak hills creeping:  
Clammy fingers of decay  
Close around us night and day,  
And athwart the dreary dale,  
Shrilly sounds the piercing gale  
Of winter nearer creeping.  
J. H. DAVIES.



# Tone

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Nostalgic - Branding and posts should use visual elements and language reminiscent of the common elements found in early childhood media; Using language and visuals that might be found in a classic children's storybook.

Whimsical - Branding and posts should use visual elements and language reminiscent of fantasy and fairytale media. Using pink and blue filters and the mascot motif will reinforce this tone.

Friendly - Branding and posts should use visual elements and language with a kind and friendly tone. Using sincere language and soft colours will reinforce this tone.

# Image Sources

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- <https://pin.it/3TRVUYN>
- <https://pin.it/1KbFuUC>
- <https://pin.it/36jIUio>
- <https://pin.it/5kxXQz8>
- <https://pin.it/3WBsKhF>
- <https://pin.it/xFYIiwT>
- <https://pin.it/3zA7cIL>
- <https://pin.it/49lhZOJ>
- <https://pin.it/2cQklqt>