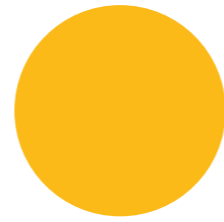


Color

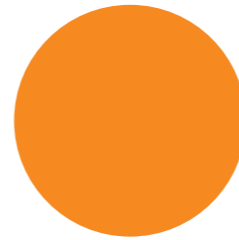
MATERIALS

Core palette



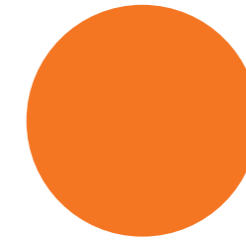
Spark in the dark

CMYK 0.78.40.0
RGB 246.190.0
HEX #F6BE00



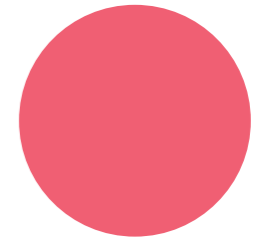
Good vibrations

CMYK 0.55.100.0
RGB 255.143.0
HEX #FF8F00



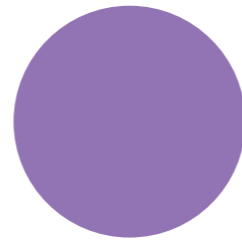
Rich harvest

CMYK 0.67.100.0
RGB 244.107.0
HEX #F46B00



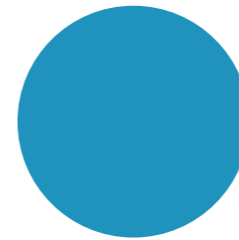
Hot dynamite

CMYK 0.78.40.0
RGB 000.000.000
HEX #FF586F



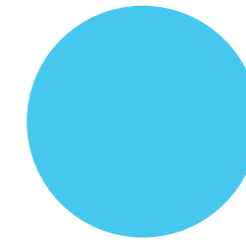
Double dare

CMYK 46.60.0.0
RGB 156.124.182
HEX #9C7CB6



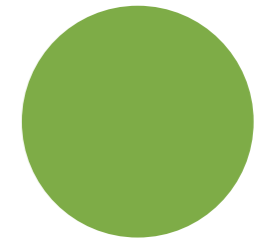
Make mischief

CMYK 83.27.15.0
RGB 0.142.180
HEX #008EB4



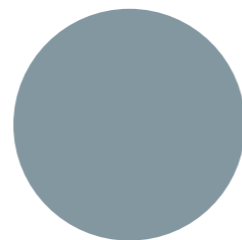
Give a hoot

CMYK 60.0.3.0
RGB 95.195.230
HEX #5FC3E6



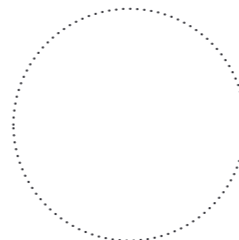
Dream team

CMYK 57.15.95.00
RGB 142.165.60
HEX #8EA53C

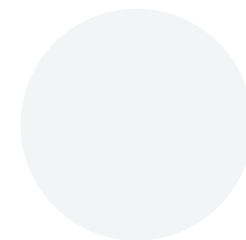


Grey matter

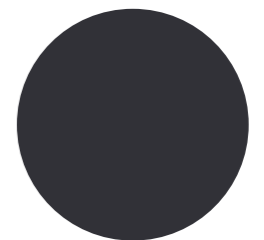
CMYK 15.0.0.45
RGB 150.156.158
HEX #969C9E



CMYK 0.0.0.0
RGB 255.255.255
HEX #FFFFFF



CMYK 0.0.0.7
RGB 242.242.242
HEX #F2F2F2



CMYK 73.66.51.40
RGB 63.65.77
HEX #333339

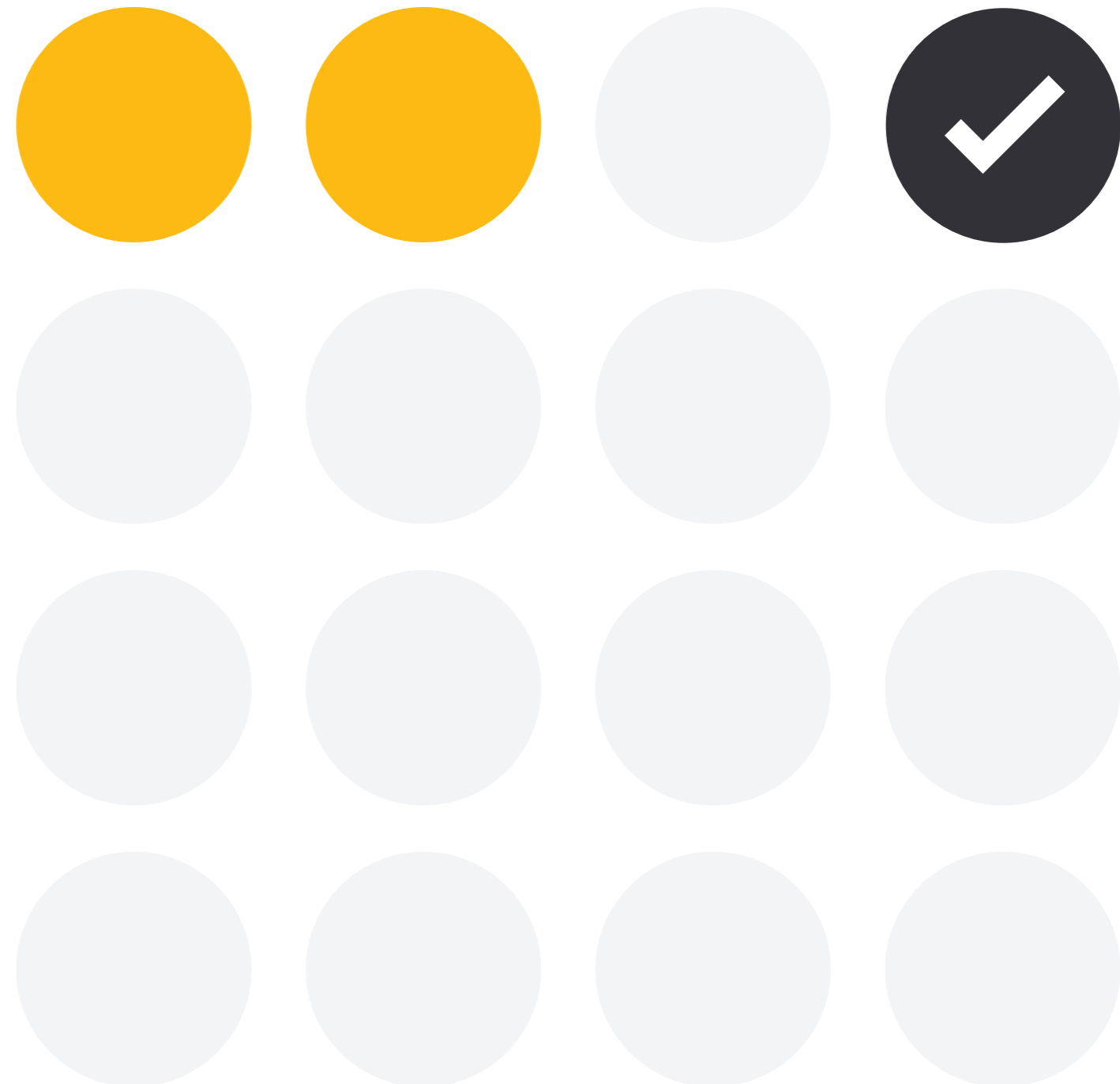
GUIDELINES

A matter of proportions

Let's be honest, we have a lot of colors.
But each is important.

Whilst it's tempting to use them all, less is definitely more – just be **confident** in your use.
If you're after exact science* keep 10% colour, 10% mono in mind.

- ✓ **Color for emphasis**
- ✓ **Dark grey to balance**
- ✓ **White is important**



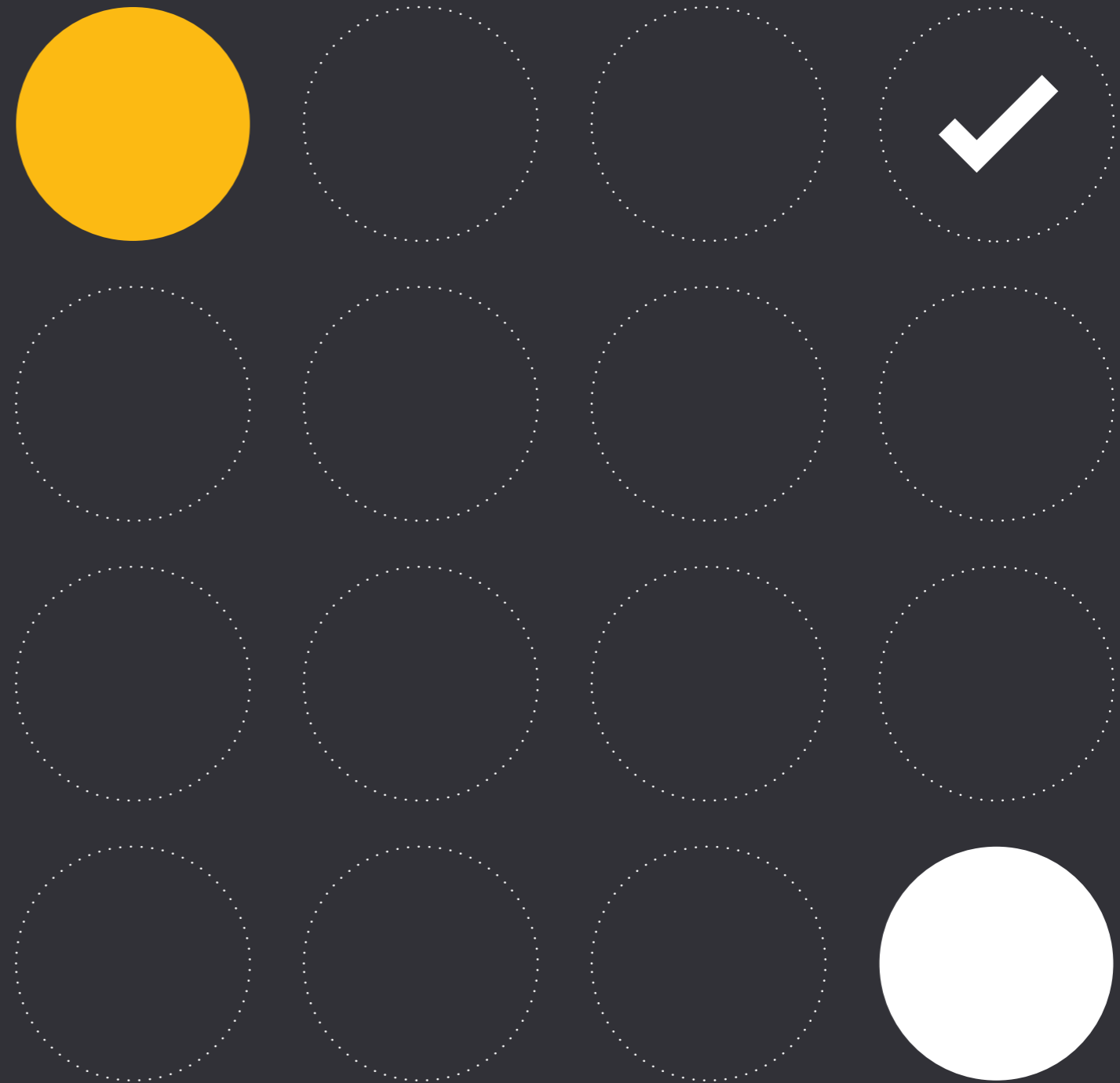
* not really science, more math.

GUIDELINES

Light + dark

The same goes for when we're in the dark. However, a little color goes a long way – so consider using a little less colour and a drop more white. Especially when you need high contrast, for example, in URLs.

- ✓ **White for clarity**
- ✓ **Light grey for copy**
- ✓ **Lower proportion of color**

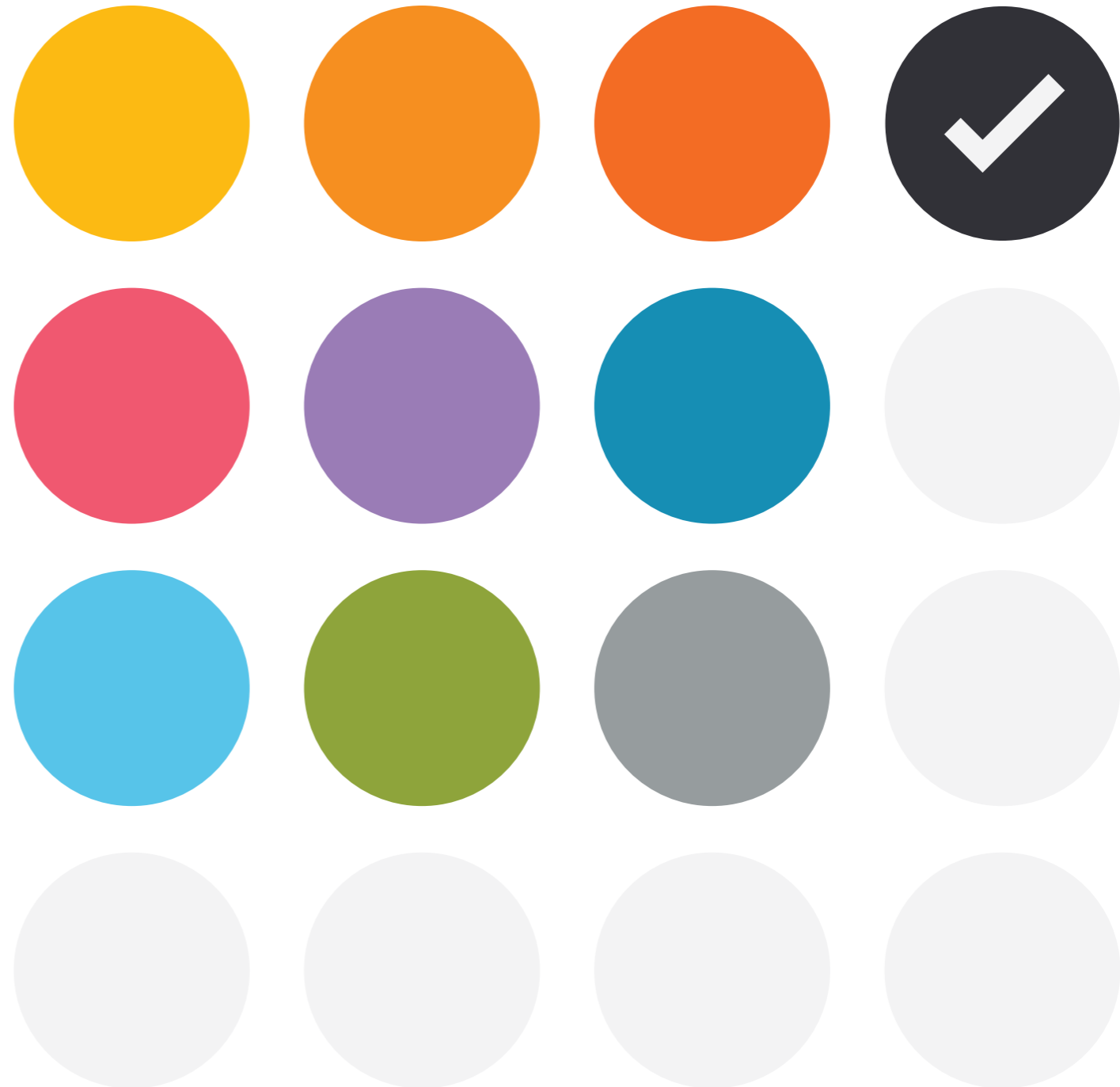


GUIDELINES

The full spectrum

What's the use of having all these colors if you've got to pick just one? Well, you don't. Use colour when and where you need it, keeping in mind:

- ❓ **Is it adding emphasis?**
- ❓ **How's the balance?**
- ❓ **Is one color overused?**
- ❓ **Are you using it in a smart way?***



*Let's think beyond 'pink for girls, blue for boys'

GUIDELINES

Enough is enough

If you're channelling your inner Jackson Pollock and applying color with reckless abandon, it might be time to go put the kettle on and rethink your approach.

- ? Are all of these necessary?
- ? Is there any harmony?
- ? How's the 90% to 10% balance?



DO'S AND DON'TS

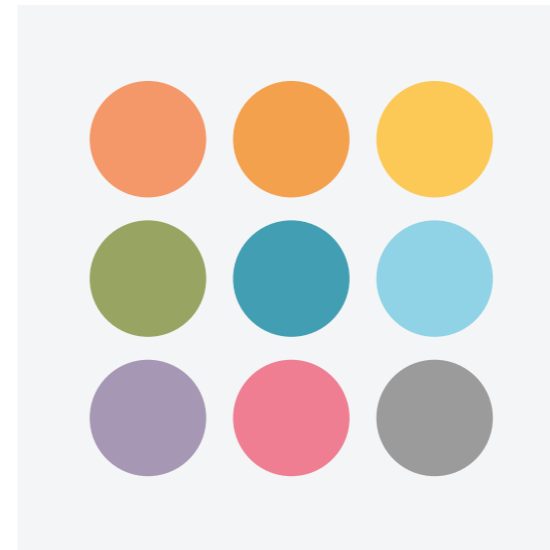
✓ A-OK



✗ Hands off the contrast



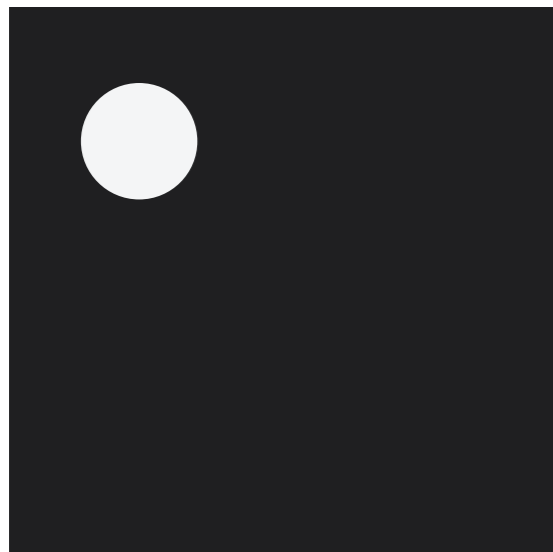
✗ Don't dull the mood



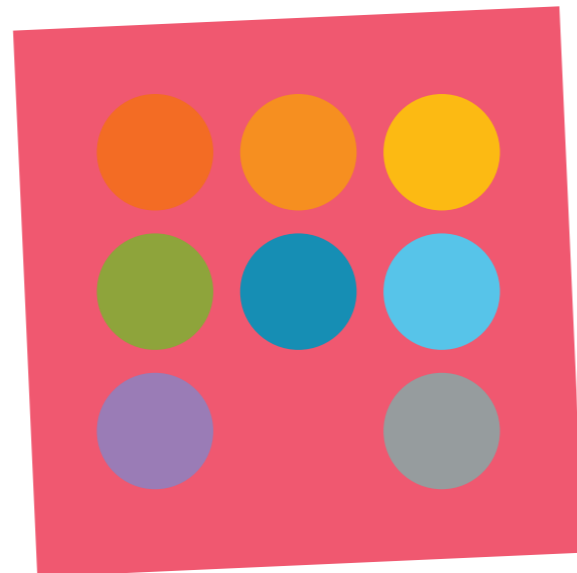
✗ Don't invite friends



✗ We've already had a goth phase



✗ Don't be a mad scientist



✗ Don't make us Ven-t



✗ Psychedelia, don't

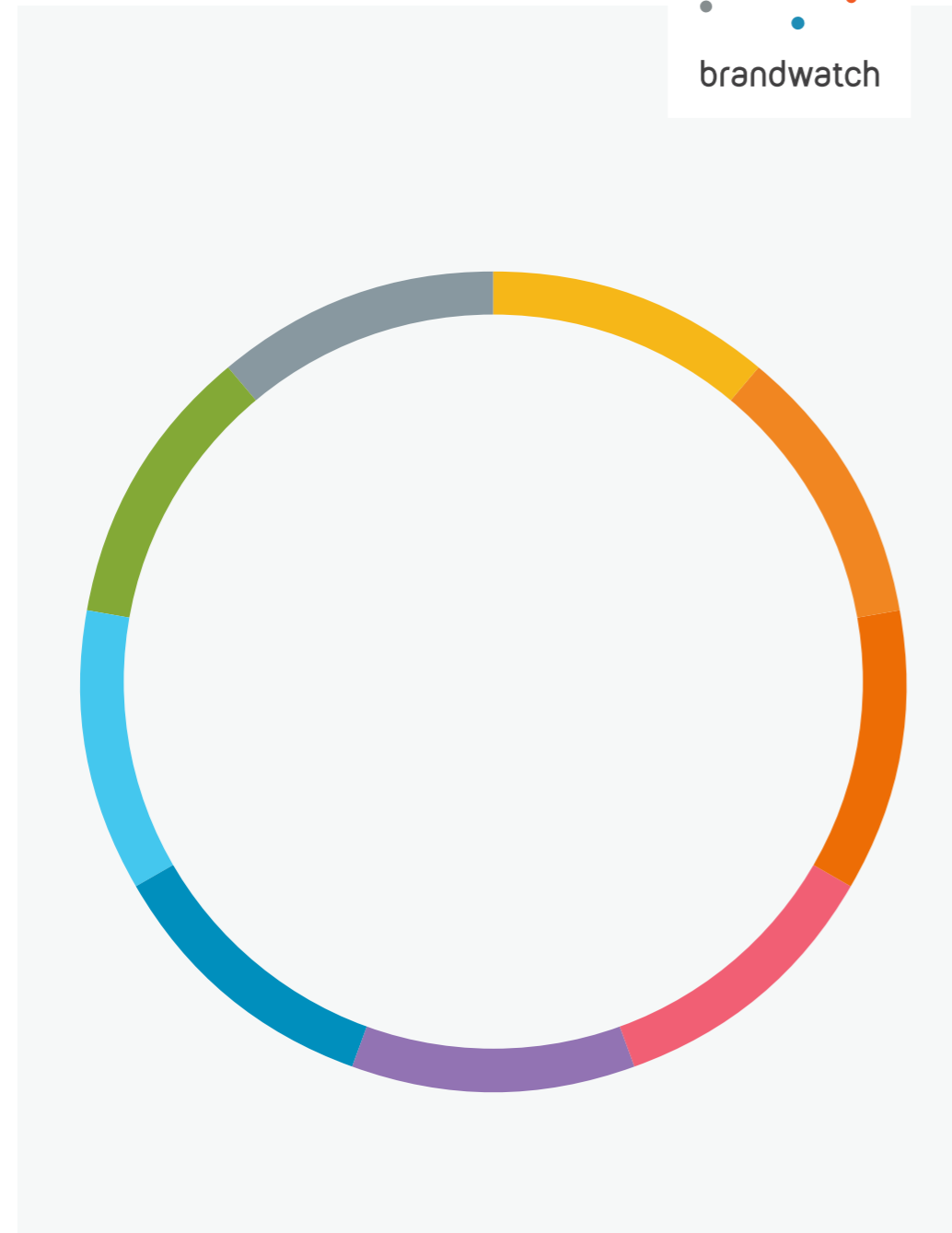


EXAMPLES



EXAMPLES

CAB | 2018



Team Contract

Good design is an idea design as possible. -Norman

Communication

Be clear, be concise, be human
Some people love a chin-wag, others like a considered email, be mindful of the person you are talking to.

Be comfortable saying "I don't know"
None of us know it all. Need an explanation? Not sure of how to do something? Ask.

Be clear about your priorities
Begin the day by letting the team know your workload. Want no interruptions? Speak up and let us know you need to be in the zone.

Be visible with your work
Invite people to view your work, print it off and get it on a wall. Invite others to show you what they're working on.

Support

Offer support
If you notice someone is having a tough time don't start the conversation with "Are you OK?". Be mindful of the context, invite them for a walk or a chat to discuss anything that's on their mind.

Engage and be present
Shut that laptop, phones away and listen up when people are presenting. Support your team-mates and if you really need to browse through your cat pic collection in a meeting, let the presenter know.

Celebrate achievements
Pop open the champers, buy a round of Kiribats, whether it's a massive project launch or challenging back with we acknowledge each other's work and celebrate it.

Feedback

Give feedback
Be honest, respectful and timely - don't let it linger. If asked, make sure you give feedback that's relevant to the question.

Request + receive feedback
Present the project as a whole. Give context to your request. Explain why you want feedback. Be specific as to what you want and don't want feedback on.

Keep feedback regular
Invite feedback every day. Building a culture of quick 2-3 minute informal peer reviews will lead us to the best results.

Conflict

Talk it through
It's good to talk through frustrations. It's good to vent - over-hearing someone doing so is not. Know the right context in which to do so. Go for a walk, grab a team mate, a dog, plug in your headphones whatever works.

Find quick resolvers
We're human, we'll disagree sometimes. When we do let's identify the underlying issue and work together to resolve it and do it in good time.

Learn from mistakes
Every negative is an opportunity to learn. We use retrospectives on large projects but we also analyse our day-to-day work, identify pain points and propose solutions.


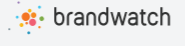
Design Team Brandwatch

EXAMPLES

The screenshot shows a website layout for 'nyk'. At the top is a navigation bar with 'nyk' on the left and 'HOME', 'SCHEDULE', 'VENUE', 'SPEAKERS', and 'TICKETS' on the right. The 'TICKETS' tab is highlighted. Below the navigation is a hero section with the headline 'Get closer to the truth at Now You Know |' and the date '0-0 MAY 2017 DENVER'. To the right of the headline is a large circular graphic with a blue segment. Below the hero section is a text block: 'The global gathering of the greatest minds in social' followed by two paragraphs of placeholder text. At the bottom are three ticket options: 1) 'EARLY BIRD' for '\$495' with a description and a 'GET TICKETS' button; 2) a blue square with a white plus sign, 'Firstname Lastname', and 'Founder of Information Architects Inc.'; 3) a grey square with 'Firstname Lastname' and 'Founder of Information Architects Inc.'.


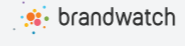
This 3D rendering shows a white tote bag with a large circular logo in the center. The logo consists of a grey ring with a blue segment and the lowercase letters 'nyk' in the middle. To the right of the bag is a vertical blue bar with the text 'NOW YOU KNOW BRANDWATCH.COM'. Below the bar is a white guest badge with a grey ring logo, the text 'nyk', and 'Firstname Lastname Brandwatch'.

EXAMPLES





What impact does social have on **customer experience**?

We analyzed 15 industries to find out: brandwatch.com/report




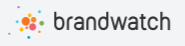
What impact does social have on **customer experience**?

We analyzed 15 industries to find out: brandwatch.com/report




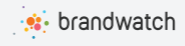
What impact does social have on **customer experience**?

We analyzed 15 industries to find out: brandwatch.com/report




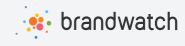
What impact does social have on **customer experience**?

We analyzed 15 industries to find out: brandwatch.com/report




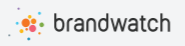
What impact does social have on **customer experience**?

We analyzed 15 industries to find out: brandwatch.com/report





What impact does social have on **customer experience**?

We analyzed 15 industries to find out: brandwatch.com/report




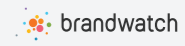
What impact does social have on **customer experience**?

We analyzed 15 industries to find out: brandwatch.com/report



What impact does social have on **customer experience**?



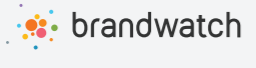
We analyzed 15 industries to find out: brandwatch.com/report



What impact does social have on **customer experience**?

We analyzed 15 industries to find out: brandwatch.com/report



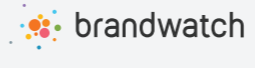
EXAMPLES



CASE STUDY

60% of airline passengers hate airports.



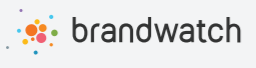
Find out why: brandwatch.com/report



CASE STUDY

60% of airline passengers hate airports.



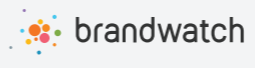
Find out why: brandwatch.com/report



CASE STUDY

60% of airline passengers hate airports.

Find out why: brandwatch.com/report

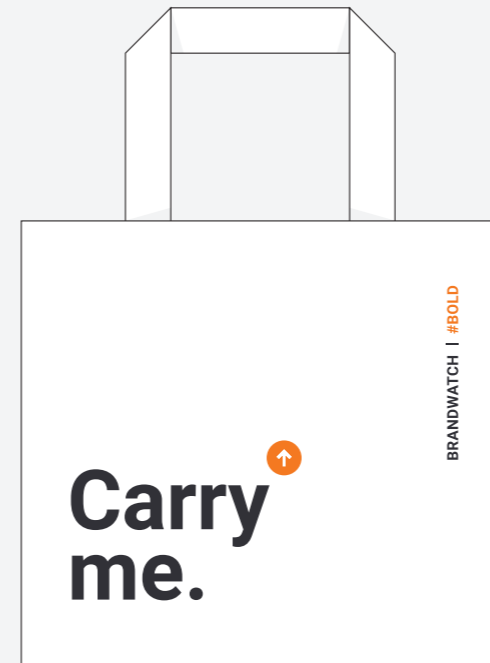
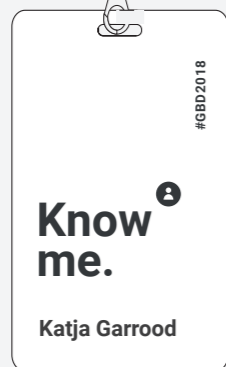


CASE STUDY

60% of airline passengers hate airports.

Find out why: brandwatch.com/report

EXAMPLES



Questions?



Spotted something by Brandwatch out in the wild that doesn't look quite right? You can join the [#brand-at-brandwatch](#) channel on Slack or contact us directly:

Natalie Meehan | Head of Content

Slack | [@natalie](#)

Email | natalie@brandwatch.com

Rebecca Harrison | Art Director

Slack | [@rebecca_h](#)

Email | rebeccah@brandwatch.com