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WHO ARE WE?

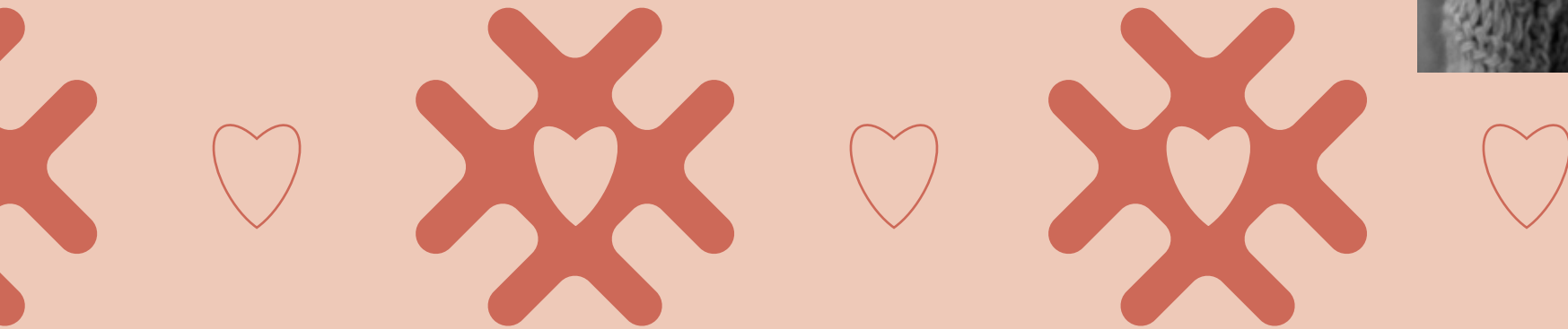
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OUR STORY

Women often feel a lack of confidence because of their physical appearance. Woven Wonders helps them learn to dress for their body while still being able to creatively express themselves. The styling appointments will provide a safe space for the clients to talk about their feelings and how their looks have impacted them on a mental level.



OUR INTENT

Woven Wonders' intent is to help ease the pain and stress of shopping by creating style guides for our clients that will allow them to know what they should be looking for. Our purpose is to also provide resources for women to be able to openly talk about their struggles relating to appearance with an unbiased consultant.



OUR BELIEFS

We believe that all women are amazing in their own ways, but some of them don't have the education on what the proper styles and fits that are best for their body type are. Woven Wonders will work with these women and put together customized style books for them to make getting dressed easier and promote more positive shopping experiences in the future for them.



OUR GOALS

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MISSION

OUR MISSION

Woven Wonders strives to help women find a new sense of confidence through personalized sustainable fashion styling appointments and a variety of self-love conversations to empower them.

OUR VISION

Woven Wonders' vision is to create a world where women know that they are beautiful and help them find the best style to enhance the beauty that they already possess.



VISION



TAGLINE

A Styling & Self-Love Service

SLOGAN

Connecting You With Style



COMMUNICATION

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LANGUAGE

Call to Actions:

- Sign Up for Our Style Consultations.
- Become Your Most Confident Self.
- Start Putting Yourself First.

What We Say:

- You are loved, worthy, and valued.
- Your style enhances your beauty.
- Our company provides a safe space for you to be yourself and speak openly about your experiences.
- We are here to help and help you become a person that you adore.





The style of Woven Wonders messaging is to speak to the audience as if we are speaking to our best-friend. We choose to be informative while also eliminating the jargon that causes clients, who we consider our friends, to feel confused and frustrated. We strive to create an environment where the consultant and customer are able to learn from each other and share information open and freely.



Our technical messaging must always be proofread and free from grammatical errors. The writing should be concise and easy to follow. Terminology that is difficult to understand needs to be clearly defined to not cause confusion.

STYLE

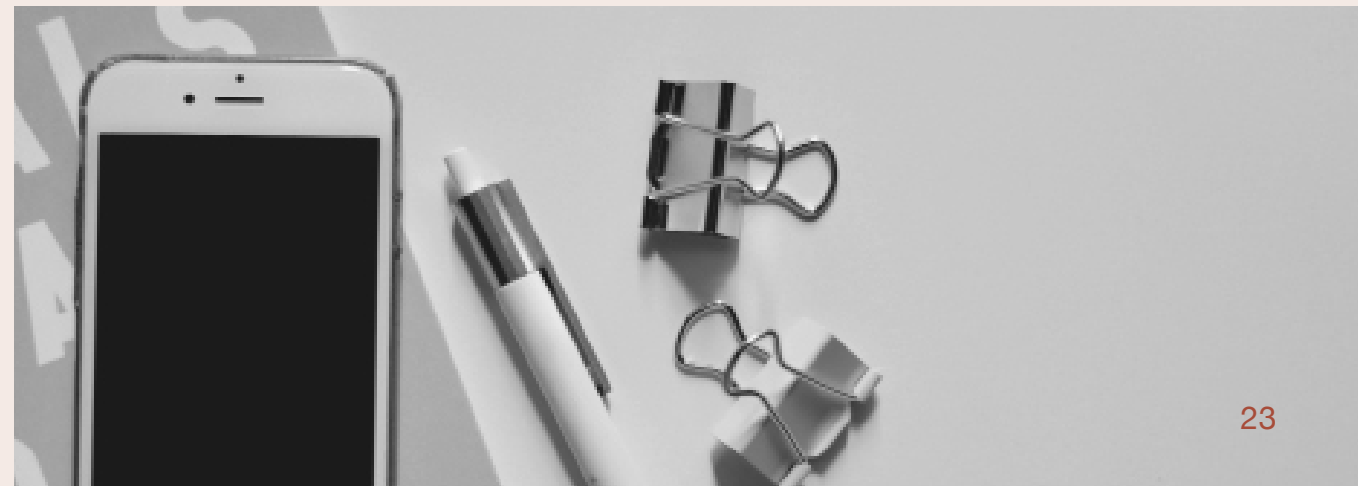
READABILITY

In formal copy such as emails and Facebook posts, sentences can be longer but should be understandable. Capitalization will follow the traditional English rules of being used to start a sentence and on names of people and places. Abbreviations and acronyms should not be commonly used.

Social media content for Instagram, Twitter, and TikTok can be more informal with short sentences and abbreviations. Despite this, they should be proofread and free from spelling errors. The copy should be relatable while providing our viewers with the reassurance that they will be in good hands if they choose to sign up for our services.

OUR EMAILS

Emails will be using paragraphs in a conversational manner. Questions may be asked that allow the reader to engage with what is being sent out. The tone of emails will be professional, trustworthy, and friendly. Woven Wonders wants to send out emails which receive responses. Our clients and future clients must know that they can interact with our company and see us as a close friend. Our word mark will be used as the signature of our emails. This will create brand recognition.

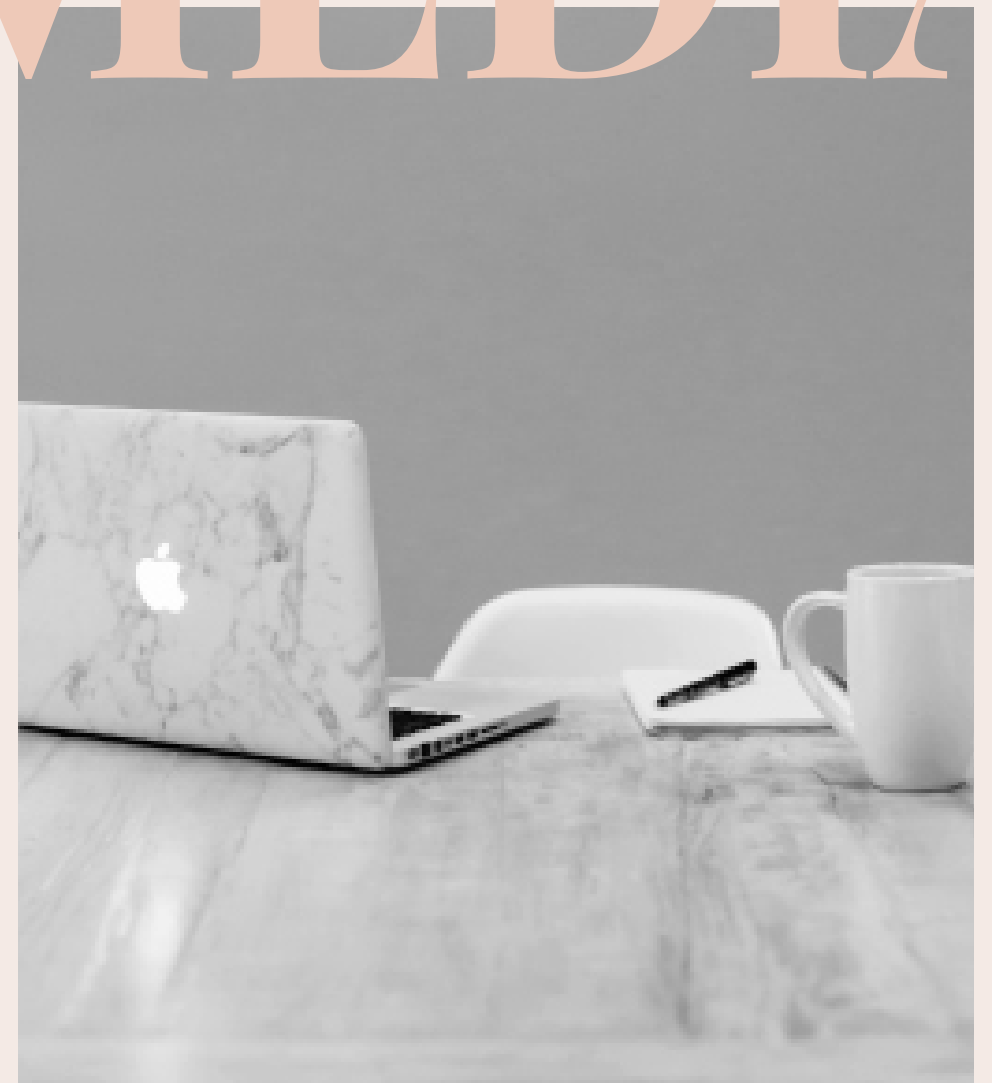


SOCIAL MEDIA

Woven Wonders uses Instagram to post photos and videos of outfits and snippets of style guides to help those who want to dress better but cannot afford our courses or consultation services. We are also present on TikTok where we show behind the scenes of our styling process and create at home styling videos. Our more type heavy content will be featured on platforms such as Facebook and Twitter. Brand photography is available on Pinterest where people can save the outfits as inspiration for their wardrobe.

Tone of Voice:

- Friendly
- Informative
- Passionate
- Trustworthy





On TikTok, Instagram, and Twitter, the social media team is allowed to be more casual with the writing style. We want this to be a safe and fun space for our potential clients to interact with us. To show credibility, the content on Facebook will be more informative and professional- similar to the emails we send out. All platforms will be used with a sense of passion and trustworthiness.

Posting times will depend upon highest engagement. We will utilize tools on the social media platforms to see when the highest amount of our followers is active and engaging with the content that we post. The goal will be to post to our accounts a few times a week or daily.

SOCIAL MEDIA

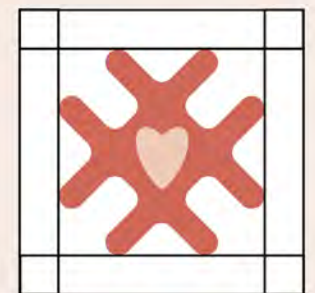
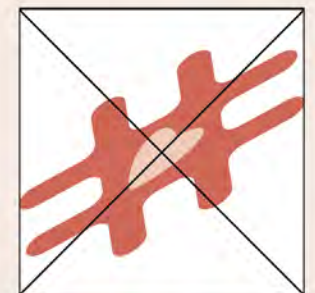
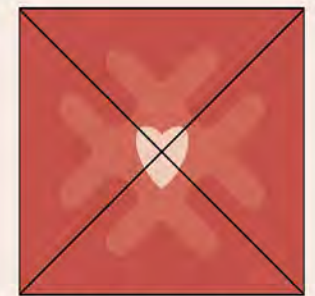
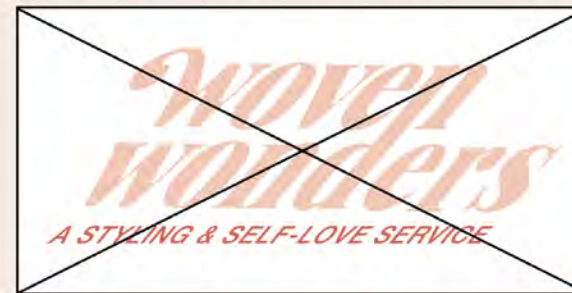
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LOGGOS

DO'S & DON'TS

- Do use monochromatic white or black mark on busy backgrounds
- Do not place colored word mark on patterned backgrounds of similar tone and value
- Do not use mark on overly busy photographs that may cause it to lose its intended meaning
- Do not distort, warp, or skew the word or pictorial mark in any way
- Do keep 0.25" of space around all sides of the mark
- Do select the mark that provides the most contrast to the background it's on



THE MARK

The word mark is to be used on the style course guides, personal style closet app, contracts, style consultation forums, advertisements, and company merchandise such as mugs, and paper.



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A STYLING & SELF-LOVE SERVICE



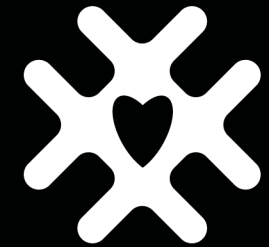
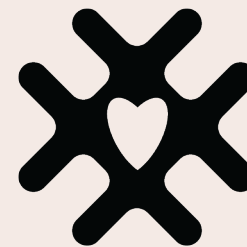
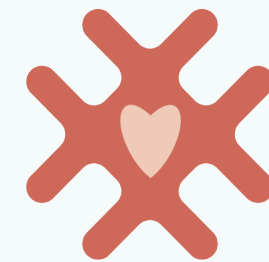
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THE ICON

The pictorial mark is utilized as an app icon and on photographs taken by the company. In addition, it may also be used to create patterns. If necessary, the icon can be a substitute for the mark.





#f0cab8



#ce6959



#f4eae5

#eecaba

#dd9f91

#cd6958

#a74c38

Color Usage:

- The primary color of the word mark is #eec9b8 and the secondary color of the word mark is #cc6958.
- The primary color of the pictorial mark is #cc6958 and the secondary color of the pictorial mark is #eec9b8.
- Additional brand colors are #f4eae5, #eec9b9, #dc9f90,
The word mark and pictorial mark can also be used in an all-black or all-white format to provide high contrast.

FONTS

Font Usage:

- The word mark utilizes Playfair Display Black for the company name and Helvetica Neue Medium for the tagline.
- Headers for Woven Wonders must be done in Playfair Display Bold.
- Subheaders are to be done in Helvetica Neue Medium.
- Quotes and pull quotes will be typed in Playfair Display Medium.
- Body copy is to be presented with Helvetica Neue Regular.

HEADER

SUB HEADER

QUOTES

BODY COPY

PHOTOS

- Photography for style courses must have minimalistic backgrounds
- Pictures will be taken to show different outfits and style trends
- Photographs may be taken during styling sessions if permission is given by client.
- Imagery used will be editing using a similar color grading technique.
- Editing that causes colors to become inaccurate on course guide will not be allowed or tolerated.
- Images are to be crisp and in focus.
- Photographs may include props if it does not distract from the focal point.





OTHER

Icons:

- Within the pictorial mark, there is a heart icon which can be used on its own, but will not replace neither the word mark nor the pictorial mark.

Patterns:

- A pattern using the pictorial mark and heart may be used to add flare and branding to the style courses, emails and promotional materials.

Illustration Style:

- Woven Wonders keeps a minimalistic illustration style and commonly sticks to photographs and typography outside of the pictorial mark.

