



Brand Narrative

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For professionals seeking an engaging and energizing space to collaborate, O2 provides a clean, productive, and open-air extension of the indoor office.

Positioning

Definition:

An expression of how O2 fulfills a need for its target audience that other offerings do not.

Use Case:

Internal

O2 reimagines the concept of the office, creating a convenient, physically distanced yet connected outdoor working environment that facilitates teamwork and productivity.

Promise

Definition:
An experience guests can expect every time they interact with O2.

Use Case:
Internal

O2 is Outdoor.

O2 prioritizes safety and productivity by leveraging existing infrastructure and natural elements to create a dynamic business-meets-fresh-air office environment.

Pillar

Definition:
The ethos of
the O2 brand.

Use Case:
Landing page,
marketing
collateral

O2 is Convenient.

O2 is a centrally-located and publicly-accessible space for local professionals looking for an outdoor, collaborative working environment. To ensure a seamless experience, O2 features an easy-to-use reservation system, a simple sign-in, free WIFI, ample outlets, and trained staff onsite during busy hours to maintain streamlined operations.

Pillar

Definition:
The ethos of
the O2 brand.

Use Case:
Landing page,
marketing
collateral

O2 is Community.

O2's inviting and easy-to-use spaces foster a comfortable work atmosphere where connection and community thrive. From playful open-air meeting areas to engaging office-inspired activations, O2 is a synergistic, clean, and refreshing extension of the office environment.

Pillar

Definition:
The ethos of
the O2 brand.

Use Case:
Landing page,
marketing
collateral

O2 is a Breath of Fresh Air.

O2's vision centers around wellness — mental, physical, and social. Its innovative use of Gateway Park offers an outdoor, clean, collaborative, and refreshing retreat for weary and wary professionals looking for a productivity-inspiring change of scenery.

Pillar

Definition:
The ethos of
the O2 brand.

Use Case:
Landing page,
marketing
collateral

True
blue-sky
thinking

Primary Tagline

Definition:

A customer-facing expression of O2, distilled into just a few words.

Use Case:

The tagline will be used in conjunction with the O2 and Rosslyn BID logos. It will appear small in scale, and in keeping with those logos, will not be the primary point of visual emphasis. The tagline serves to further introduce the viewer to the concept of O2 or to provide an additional bit of business jargon relating to O2 near the end of a piece.

Space to think, space
to collaborate, space
to breathe.

O2 is Rosslyn's new
outdoor office concept
where teamwork and
productivity thrive.

Elevator Pitch

Definition:

A quick synopsis of what O2 is and introduces its benefits in a short narrative.

Use Case:

The elevator pitch is a quick explanation of the idea of O2 to press, neighbors, or potential partners. It is public facing, could be used in a social media profile bio, or headline of a website.

Headlines

Definition:

Headlines serve as the strongest visual elements of this campaign. They will be easy to read and set in an over-sized scale — sometimes so large they bleed off the page. They will tie O2 to both Rosslyn's business community and the idea of safe, outdoor meeting and community. Always playing off of business jargon, and often using a strikethrough to turn the meaning of those phrases towards the outdoors, these headlines will showcase Rosslyn as business friendly and wellness focused.

Use Cases:

Ads, signage, swag, additional marketing collateral

**Think
outside
~~the box.~~**

Schedule
a deep
~~dive~~
breath.

**Let's
take this
conversation
offline
outside.**

**Telecommuting
community.**

Move
~~the needle~~
around.

**Your office's
newest branch.**

Catch
~~up on emails~~
your breath.

Where
productivity
has no ceiling.

Cloud
computing
commuting.

K.P.I.
R.O.I.
S.U.N.

Let's
take this
conversation
~~offline~~
outside.

Schedule
a deep
~~dive~~
breath.

Where
productivity
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Headline Options

Logo Usage



Approved Logo Color Combinations

O2 logo should always be in pink or purple



Unacceptable Logo Color Combinations

O2 logo should never appear in grey or white



Typography

Ad

BrownStd

Headlines - BrownStd Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body Copy - BrownStd Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Headlines should always be bold and sentence case, never all caps. Headline type should be tightly tracked (set at -75) with rough leading proportions set at 20/16.

Search for interesting placements for type such as resting the baseline on the crop or allowing the bottom of curved letterforms to extend off the page.

Color Palette

O2's color palette ties into Rosslyn's branding, leaning heavily into the fuschia and purple. White and grey may be used as secondary colors if necessary, but black and yellow are to be avoided.



PMS 233

CMYK 11/100/0/0

RGB 206/0/140



PMS 269

CMYK 78/100/0/33

RGB 75/2/107



PMS 7541

CMYK 2/0/0/5

RGB 234/238/241





**Graphic
Treatments**

Let's
take this
conversation
offline
outside.

Welcome
to O2.

ROSSLYN

Let's
take this
conversation
offline
outside.

Sample Design Application

Sample Design Application

Think
outside
~~the box.~~

Welcome
to O2.

ROSSLYN 

Schedule
a deep
dive
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Welcome
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ROSSLYN

Sample Design
Application

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ROSSLYN 



Sample Design Application

Sample Design Application





Sample Design Application