

THE
BOOK
OF WHO

OUR BRAND

SMART

PEOPLE BUY OUR
BRAINS, SO WE KEEP
THEM TOPPED UP.

PASSIONATE

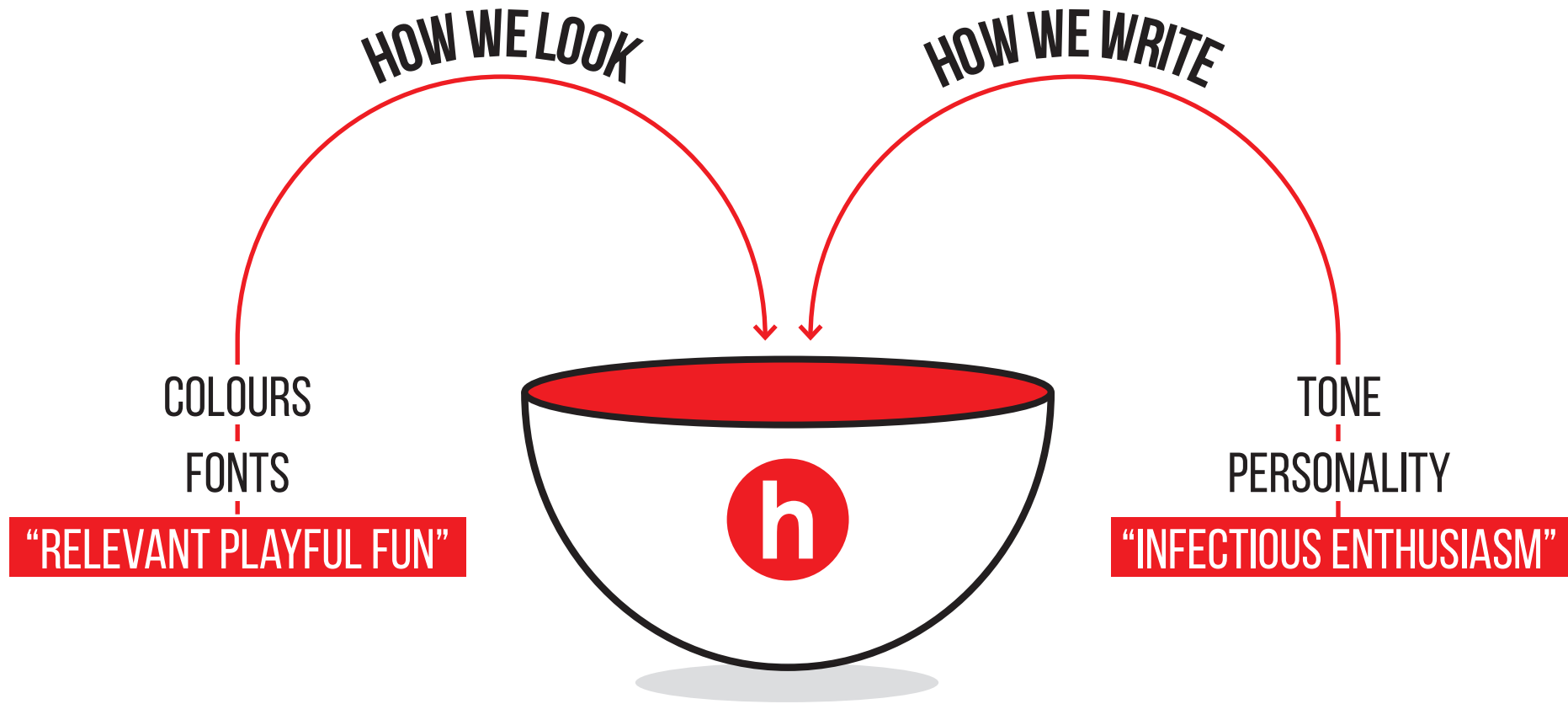
WE LOVE WHAT
WE DO AND MAKE SURE
IT'S INFECTIOUS.

FUN

PROBLEMS FEEL LIKE
PUZZLES WHEN YOU'RE
HAVING FUN.

OUR BRAND IS OUR REPUTATION. IT'S WHAT PEOPLE THINK WHEN
THEY THINK OF US AND WHAT THEY SEE WHEN THEY SEE US.

WHAT'S IN A BRAND



WHAT'S THE FEELS?

WE'RE IN ←
THE KNOW
→ **BUT NOT**
KNOW-
IT-ALLS

We have our finger on the pulse. And we don't mind having an opinion. But we'll never shove it down anyone's throat. It's our job to make others look good, not listen to the sound of our smarts.

WE'RE ←
CLEVER
→ **BUT NOT**
TRY-
HARD

Whether it's a wry smile or a cheeky wink, a bit of charm never hurt. We don't mind having fun, but we're never the one yelling "look at me." That's Luke. He probably works somewhere else.

HUNCH LOGO

I need my space.

Make sure nothing squeezes in too close to us.



Colour me right.

These are the only colours for our logo.

hunch

We prefer this.



This is also okay.

hunch

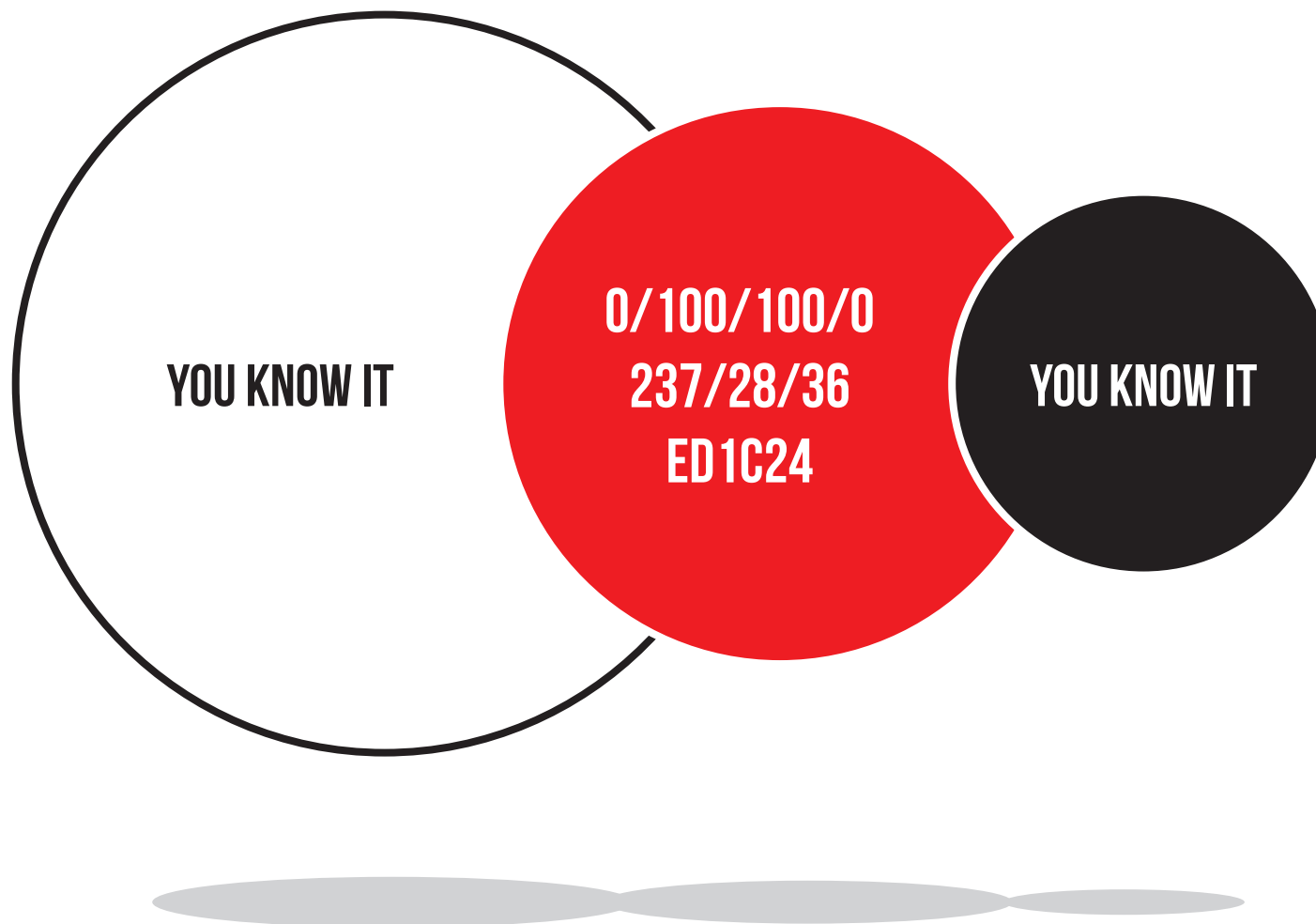
Only in B&W docs.

Keeping it subtle.

Sometimes you just need a circle. Here's one.



COLOURS



BEBAS NEUE

HEADLINES

SUBS

SUB SUBS

AVENIR

Body copy

HOW WE WRITE

WE'RE ←
CASUAL
→ **BUT NOT**
LOOSE

Let's keep it simple. Imagine you're talking to your best friend. Now take out the profanities and street speak. That's how we talk when we write.

WE'RE ←
CONFIDENT
→ **BUT NOT**
COCKY

We know we can get the job done and make it great. But that doesn't mean we think we're the sh*t. That's for you to tell us later.

EXAMPLES

A BIT TOO CASUAL	ABOUT RIGHT	A BIT TOO FORMAL
SHARSIES Y'ALL	LIKE WHAT YOU SEE? PASS IT ON	IF YOU LIKE OUR POSTS, FEEL FREE TO SHARE
THOUGHTS?	WHAT DO YOU RECKON?	WHAT'S YOUR OPINION ON THIS?
CHECK OUT MARCH SHIZZLE	HERE'S WHAT WE GOT UP TO	THIS IS WHAT WE DID IN MARCH
PEEP THIS	WORTH A LOOK	PLEASE TAKE A LOOK
WHAT'S UP?	HELLO	HOW ARE YOU DOING?

HOW WE ILLUSTRATE

SPEECH BUBBLE

Gives personality to headlines or images.
Copy changes to suit situation.

➔ **Best when it's two words, max**



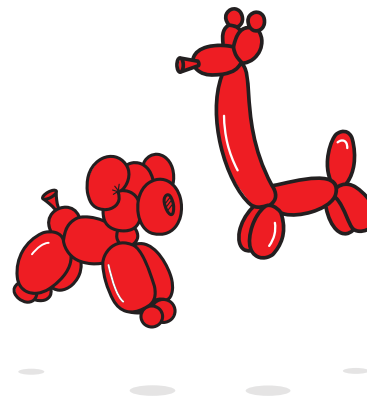
HOW IT LOOKS:



ILLUSTRATIONS (BLK/WHT & HUNCH RED)

Clever illustrations bring copy-heavy strat docs to life.

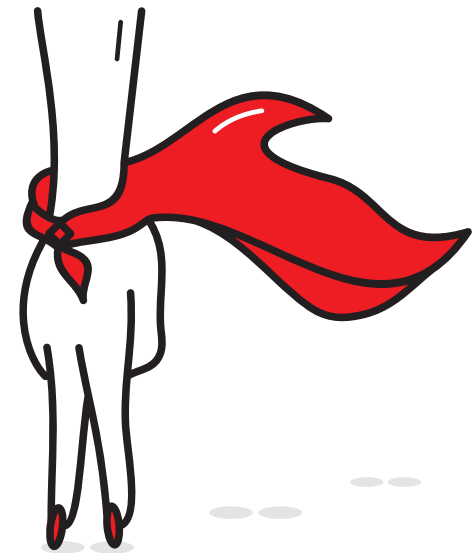
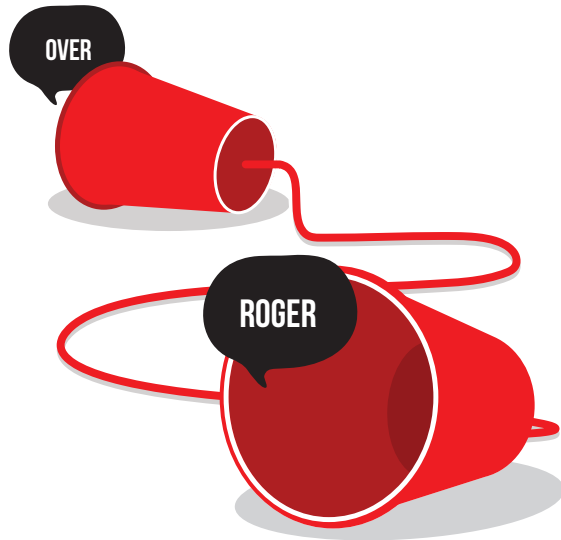
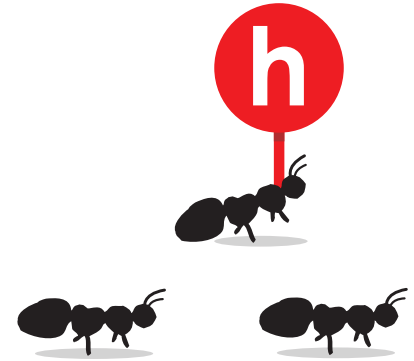
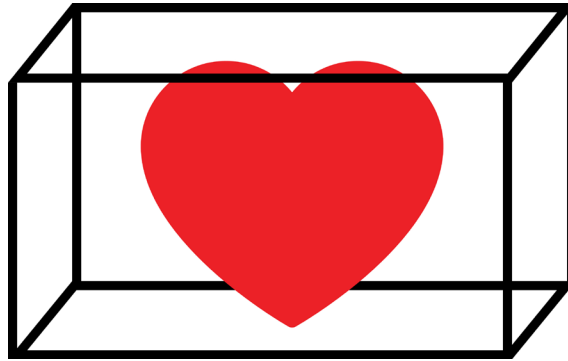
➔ **Noun project but make it Hunch**



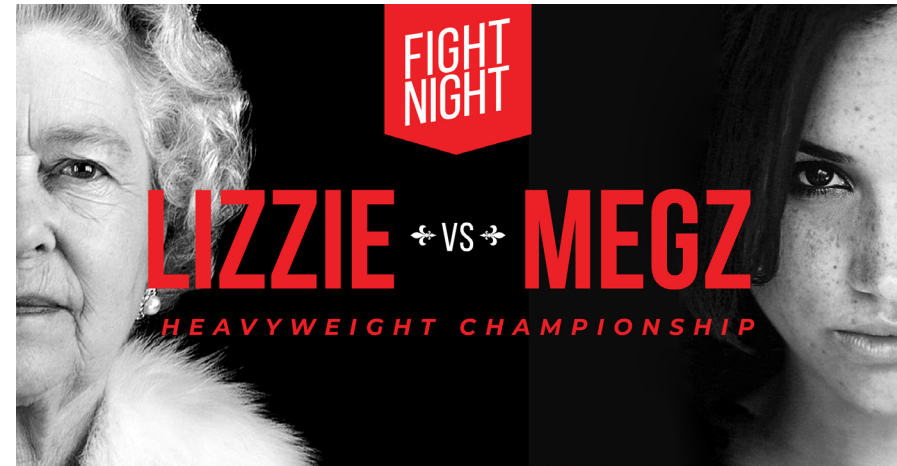
HOW IT LOOKS:



EXAMPLES



USING IMAGERY





hunch
EASY. EXCELLENT. FUN