giffgaff the mobile network run by you

Brand Guidelines

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Just for giffgaffers

Brand Story

Just for giffgaffers

Brand Story

At the heart of it, we believe in something simple - that there is 'a better way to do mobile'. A belief that gets us up in the morning ready to challenge the old way of doing things.

We are the David amongst Goliaths in mobile-land. Big mobile networks like things their way. They tell you what phone you can have and how long you can keep it; all at a cost that suits them. They've had it too good for too long and that's where we come in.

We built a mobile network where we collaborate with our members to make things better.

You see, what we love about people getting together is that it empowers folks to take control and work together to change outdated approaches. We're firm believers in this sort of 'people power'.

We work with our members to do things that big companies normally spend a fortune on. We keep our costs low and that way we can pass the savings back to our members. We recognise our members' efforts and reward them. Hence the name 'giffgaff', which is ye olde Scottish for 'mutual giving'.

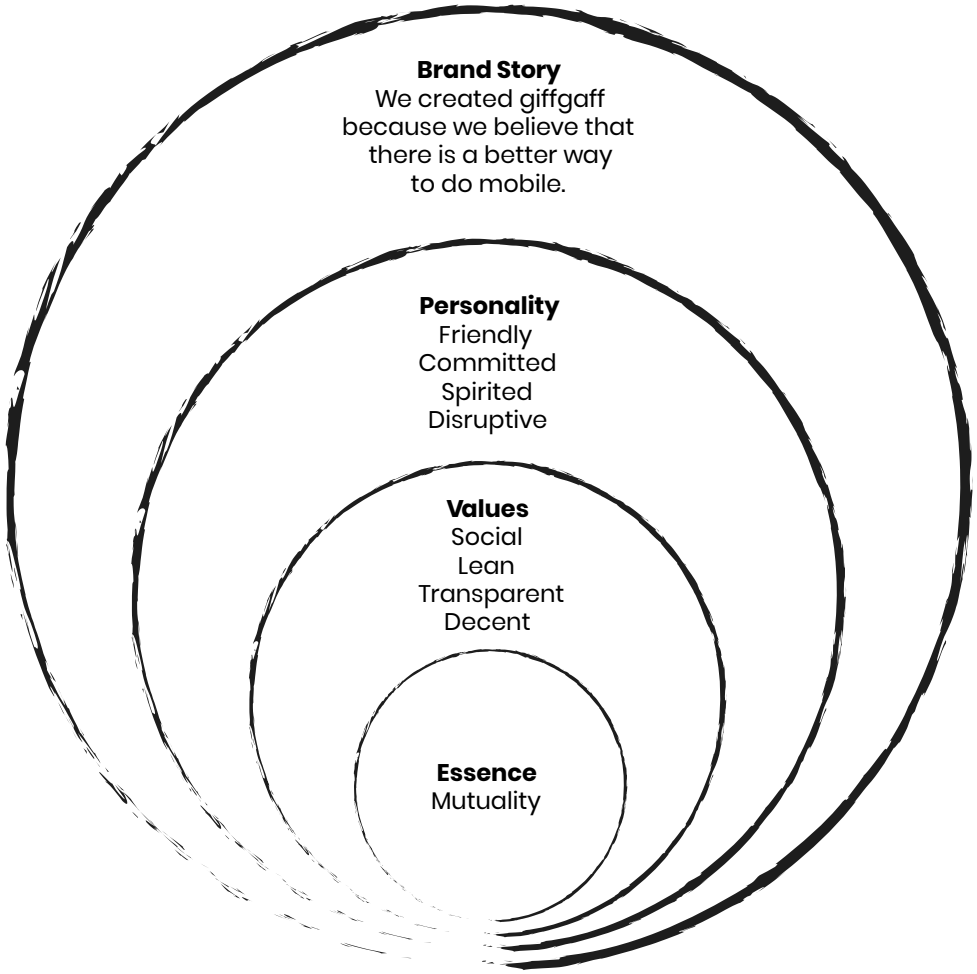
We are the new way of doing things, and it's just the start. Our ambition is endless.



Our brand

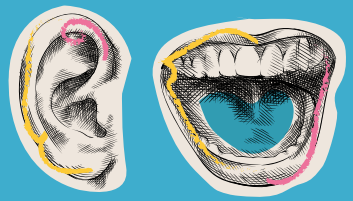
We'll go through everything in more detail on the pages that follow... but think of giffgaff like an artichoke, full of layers.

From our story on the outer layers, to our personality, values and core essence on the inside.



What we're like (Our brand personality)

Friendly



We're happy to talk
if you want.
We're happy to listen
if you want to talk.

Spirited

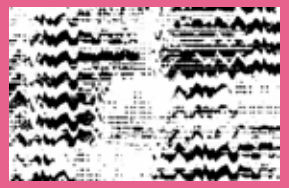
We don't need to be
for everyone, so
we enjoy our way
of doing things.



Committed

We really love
what we do
and are commited
to do it well.

Disruptive



In a positive way.
Making things better
sometimes upsets
the big boys, but
we don't mind that.

How we do things (Our brand values)

Social



Conversations and collaboration are at the heart of our business

Transparent



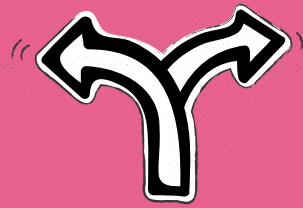
Some companies keep secrets. We don't.

Lean



We don't waste money. We find new, efficient ways of doing things and return the saving to our members.

Decent



Easy to say harder to do. We always try.

Just for giffgaffers

Our Culture

Collaborative



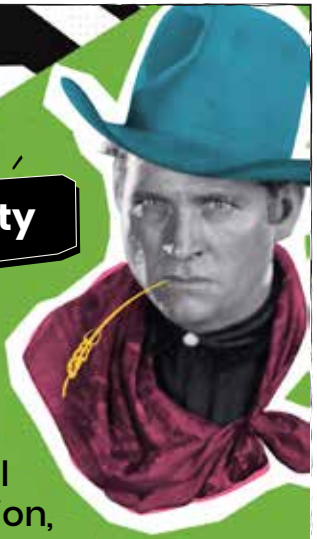
We recognise each others strengths and play to them.

Curious

We talk. We listen.
We challenge.
We find a better way.



Gritty



With a brim full of passion, perseverance and pride, we focus on what matters and get it done.

Positive



Our ambition is matched by our spirit and infectious purpose.


Logos

Master Logo Variants

Logo Usage

There are two variations of the logo as shown below. The accompanying description explains where the correct logo should be applied.

Full Logo



giffgaff Full Logo usage:

- Used on end card videos
- YouTube videos
- “the mobile network run by you” must be legible
- The white divider line lock up must always be included
- Advertisement print

Shortened Logo



giffgaff Shortened Logo usage:

- Facebook, Instagram and Twitter posts
- When the strap-line copy is no longer legible, please remove and use only the giffgaff logo

Clear Space and Minimum Size

Logo Usage

In order to stand out, the giffgaff logo must be of a certain size with a minimum amount of clear space surrounding it.

The space around the logo must be a minimum of 10% of the overall logo. Width shown below.

100% (Full Logo width)



100%
(Shortened Logo width)



Things to Avoid

Logo Usage

It is important to be consistent with both logos, this is achieved by avoiding any alterations.



Don't
Rotate the logo from it's original position.



Don't
Use any less than 100% opacity on the logo.



Don't
Stretch or reshape the logo.



Don't
Animate the logo.



Don't
Apply additional effects to the logo.



Don't
Change the colour of any part of the logo.



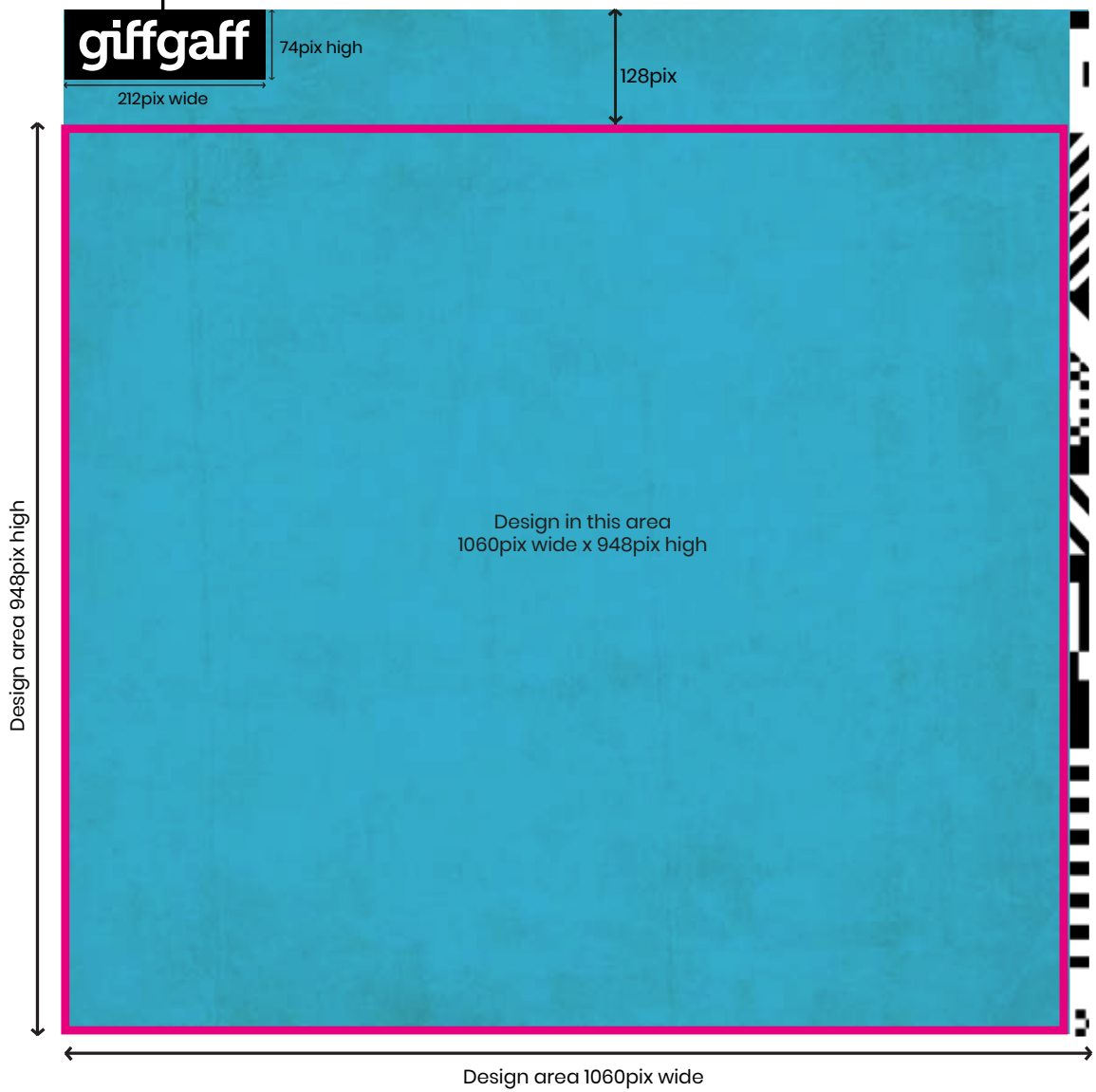
Don't
Move or rescale individual elements of the logo.

Master Logo Positioning

For Instagram / Facebook square: 1080pix x 1080pix, we use the giffgaff Shortened Logo.

A template is available in the Social Guidelines assets folder:
File name: Facebook_Instagram_template_1080x1080.psd and ai formats

Logo measurements: 212w x 74hpix



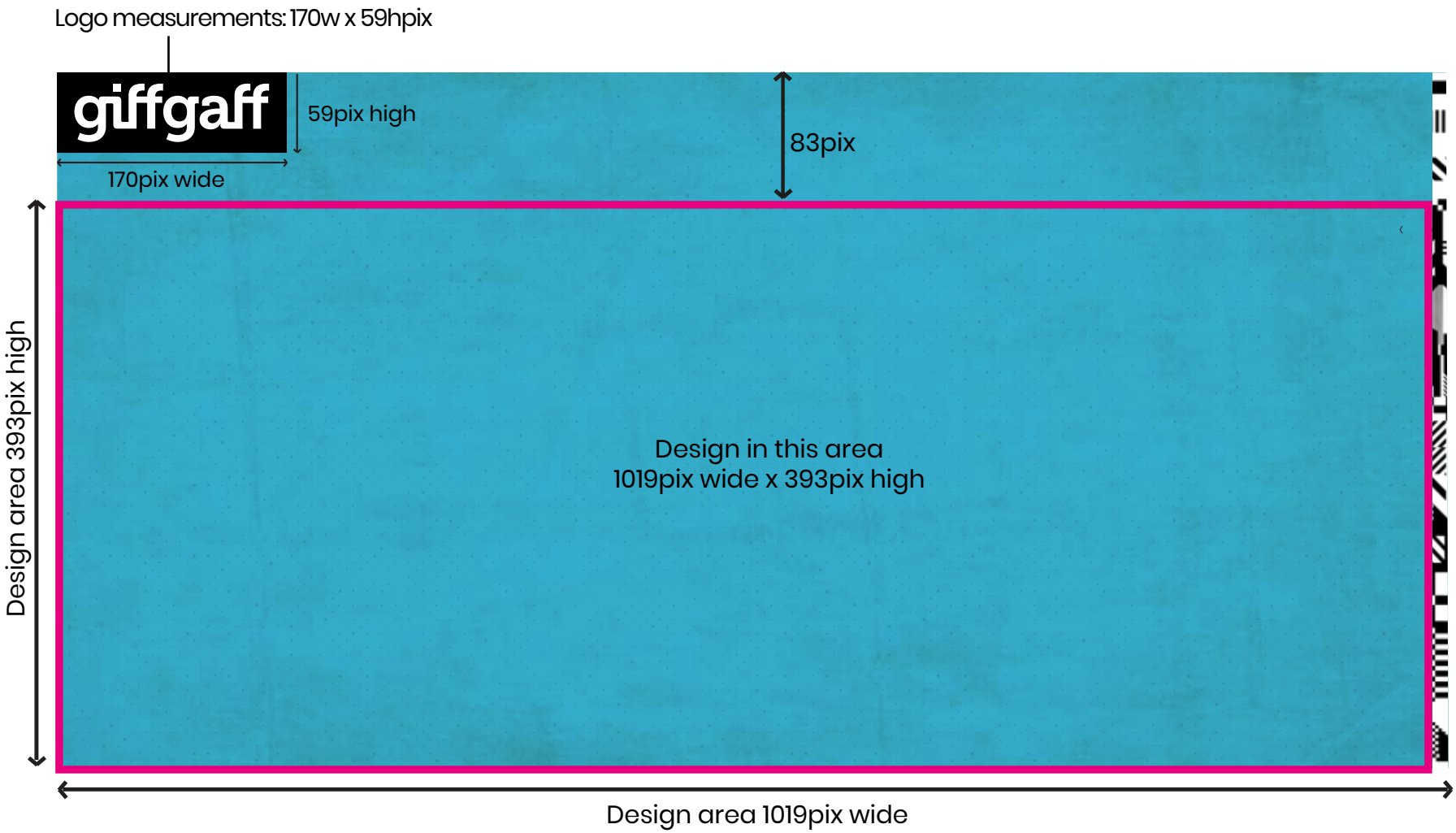
Note:
= Area to design in

Master Logo Positioning

For Twitter: 1024pix x 512pix, we use the giffgaff Shortened Logo

A template is available in the Social Guidelines assets folder:
File name: Twitter template_1024x512.psd and ai formats

Note:
= Area to design in



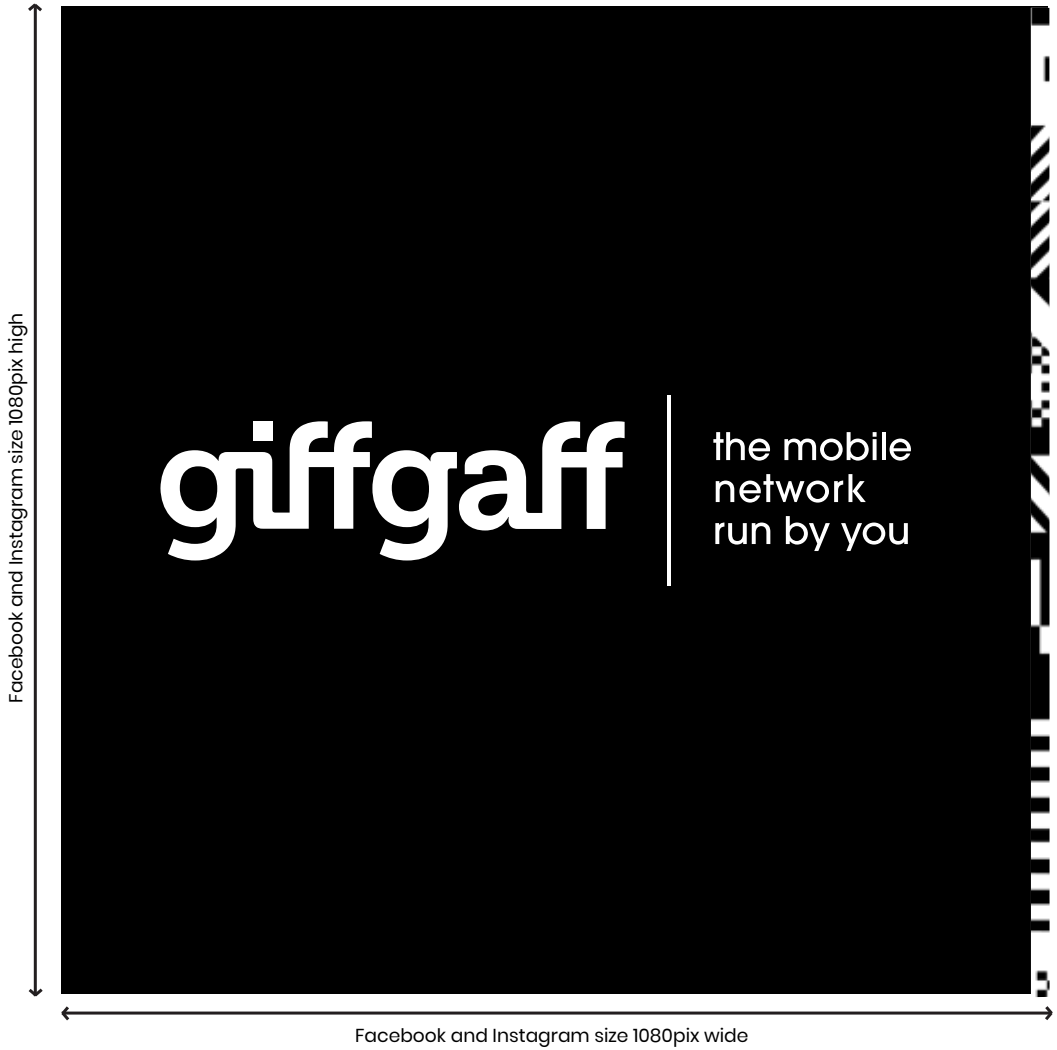
Master Logo with No Box Positioning

Is used for end cards on videos or photography.

Remove black logo box.
White logo needs to be legible on an image. Please overlay logo on a darker area.

A template is available in the Social Guidelines assets folder:
File name: Facebook_Instagram_video end card template_1080x1080.psd and ai formats

Full Logo measurements: 926w x 209hpix





Master Logo with No Box
Bus Advertisement



Logo positioning

Logo on Instagram Stories

giffgaff logo is in the profile image



If you need to use a logo please use the version below in this position



A template is available in the Social Guidelines folder:
File name: Facebook_Instagram template 1080x1080.psd and ai

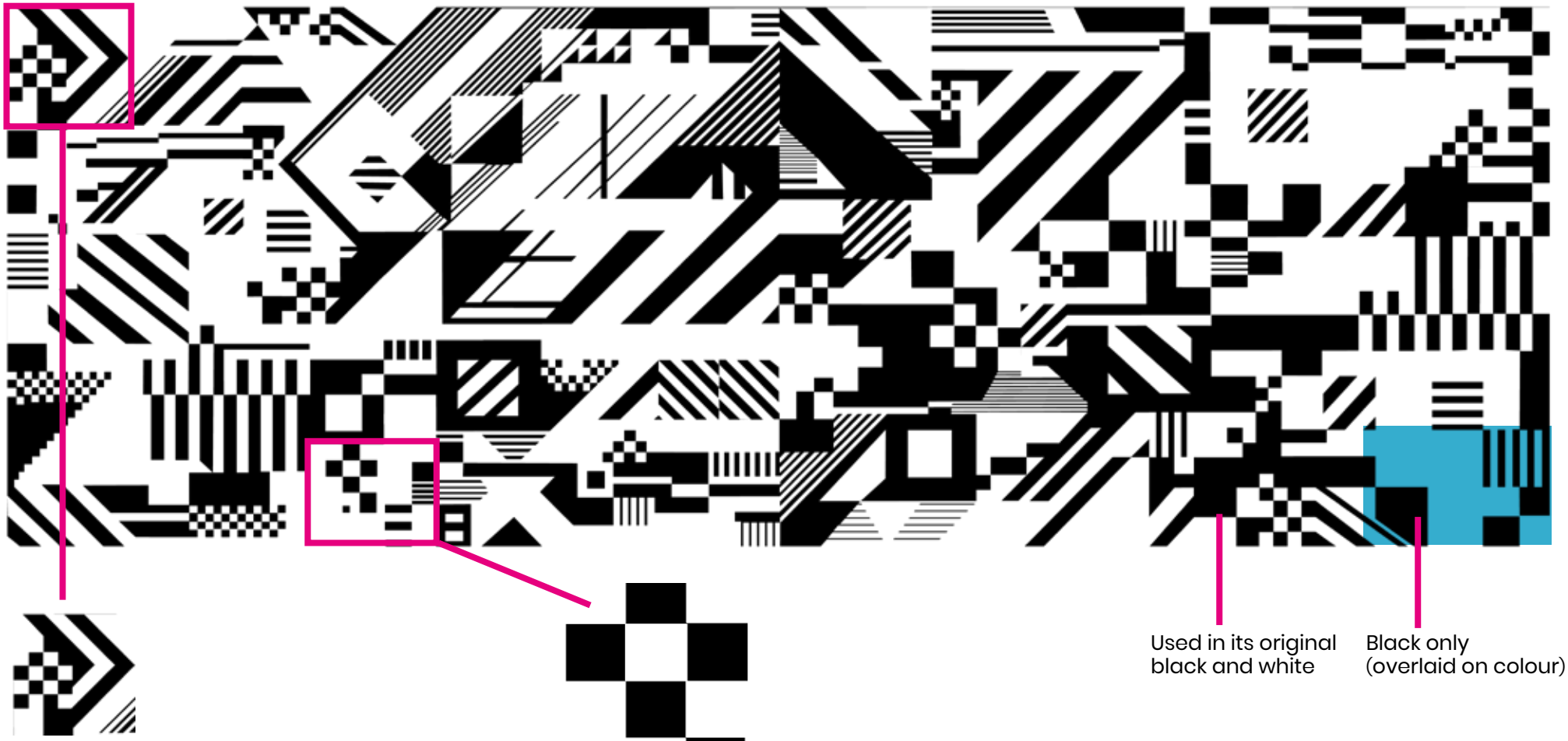

Digital Noise

Digital Noise

Below is the giffgaff brand Digital Noise asset.

The Digital Noise can be used in either:
1. Its original black and white form
2. Black only (overlaid on a colour)

This graphic is available in the Social Guidelines assets folder:
File name: Digital Noise full graphic.ai and png formats



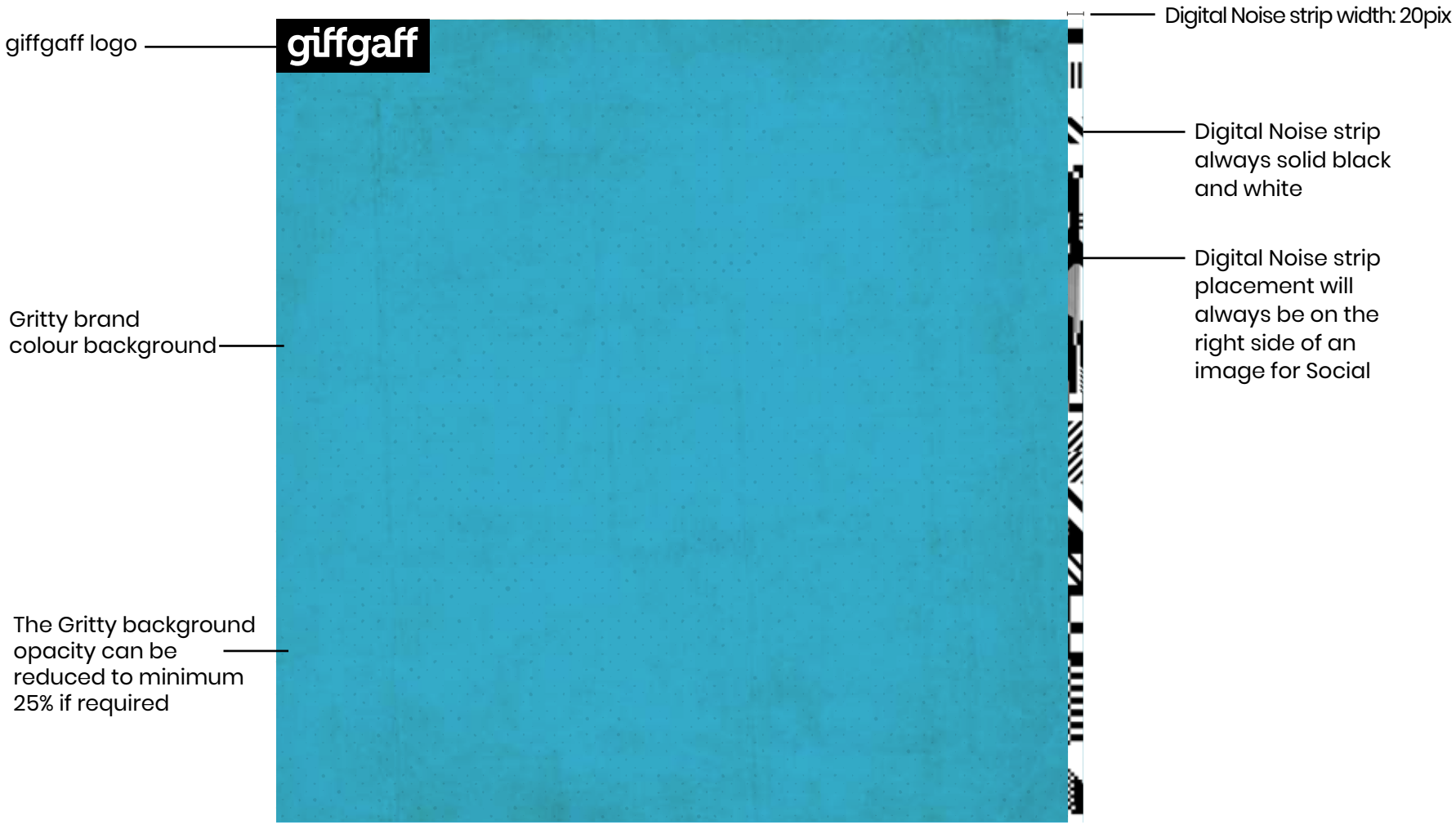
3 Core Components to a Social Post

When designing a static or animated post there are 3 core components a post must have:

1. Logo
2. Digital Noise
3. Gritty colour background texture.

Facebook and Instagram square

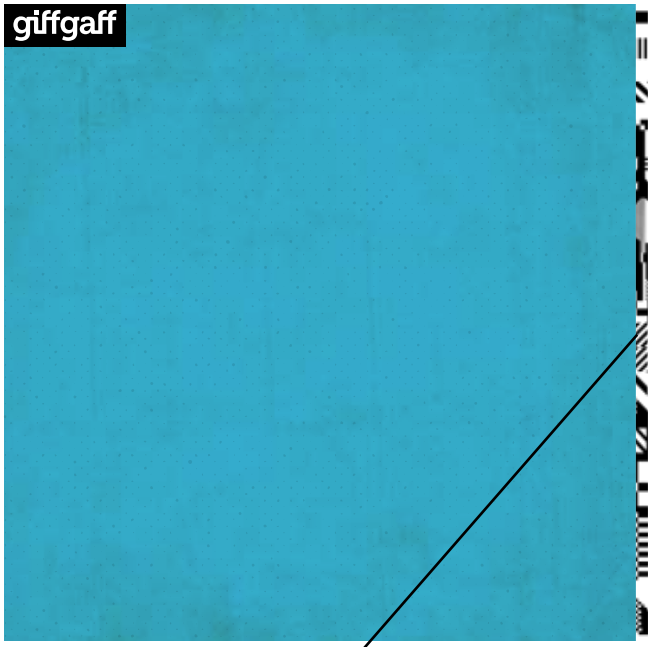
A template of these are available in the Social Guidelines assets folder:
File name: Facebook_Instagram_template_1080x1080.psd and ai



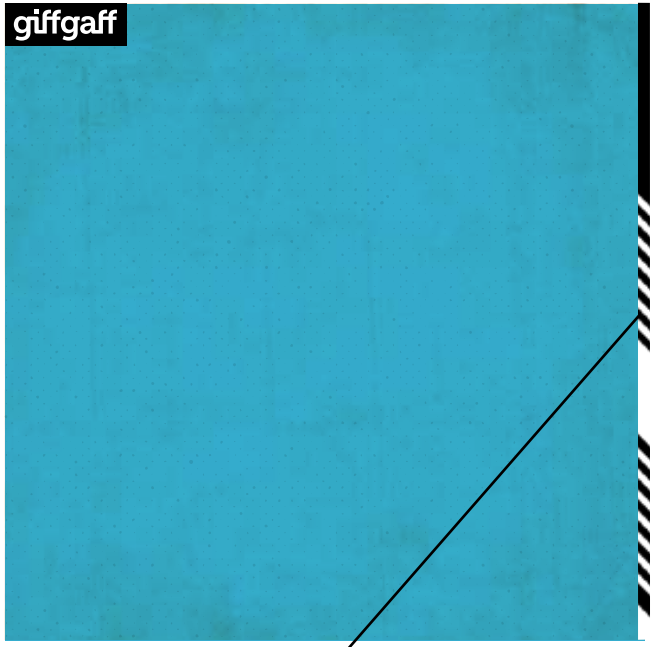
Use of Digital Noise strip

The Digital Noise pattern can be zoomed in, out or up and down to add movement and variation.

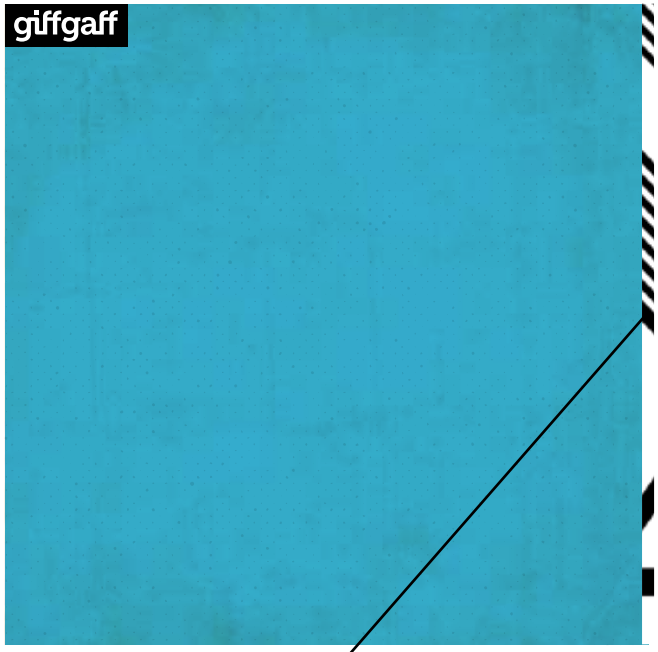
Facebook and Instagram square post



Digital Noise example zoomed out



Digital Noise example zoomed in



Digital Noise example moved up or down

Use of Digital Noise Strip on a Video

YouTube video example

We should always have:
• Shortened Logo on the start frame
• Full Logo with the Digital Noise Strip on the end frame

Shortened Logo on the start frame



Start frame

Use the Digital Noise Strip on a video end card



End frame

Other Uses of the Digital Noise

The Digital noise can also be enlarged as part of the background for a more graphic approach on posts. These might be used on Instagram Stories, Competitions and videos for example.

A template of these are available in the Social Guidelines assets folder:
File name: Facebook_Instagram_enlarged Digital Noise template_1080x1080.psd and ai



Digital noise can be enlarged example

Examples for reference





Other Playful uses of Digital Noise

Placement on Sponsorship Posts

The Digital noise strip can be removed on a Sponsorship post.
You can incorporate the Digital Noise as part of the set or wardrobe.
See example below with notes.



The Digital Noise has been printed on a shirt sleeve creating a stylised shirt pattern

The Digital Noise has been printed as part of the set


#Hashtags

Hashtag Positioning

For Twitter posts

A template of this is available in the Social Guidelines assets folder:
File name: Twitter template_1024x512.psd and ai format.



Font size 30pt
Font: Avant Garde Bold
Always position bottom right

Placement measurments example



Space from bottom and right edge
19w x 15h pix


Colours

Brand Colour Pallet and Accessibilty Rules

Below is our colour palette along with text colour contrast ratios that pass the WCAG 2.0 level AA standard e.g if we are using the light pink background, we would use black text.
If we are using the dark-pink background, then white text would pass for accessibility.

Core.

Black
RGB: 0,0,0
CMYK: 40,40,40,100

White
RGB: 255,255,255
CMYK: 0,0,0,0

Primary. Use in first instance. Mainly used for design backgrounds and doodlles.

Light-pink
RGB: 235,95,142
CMYK: 0,75,16,0

Light-blue
RGB: 53,173,206
CMYK: 70,10,15,0

Light-green
RGB: 114,183,42
CMYK: 61,1,100,0

Yellow
RGB: 252,195,30
CMYK: 1,26,90,0

Use black copy on these colours

Secondary. Use to accent only.

Orange
RGB: 234,91,37
CMYK: 1,75,90,0

Use black copy on orange

Dark-pink
RGB: 174,13,33
CMYK: 21,100,88,15

Dark-blue
RGB: 0,82,138
CMYK: 97,67,20,5

Dark-green
RGB: 0,115,73
CMYK: 88,29,82,17

Use white copy on these colours

Primary and secondary colours on black and white accessibility

Light-pink
RGB: 0,0,0

Light-blue
RGB: 0,0,0

Light-green
RGB: 0,0,0

Yellow
RGB: 0,0,0

Use these colours on black

Dark-pink
RGB: 255,255,255

Dark-blue
RGB: 255,255,255

Dark-green
RGB: 255,255,255

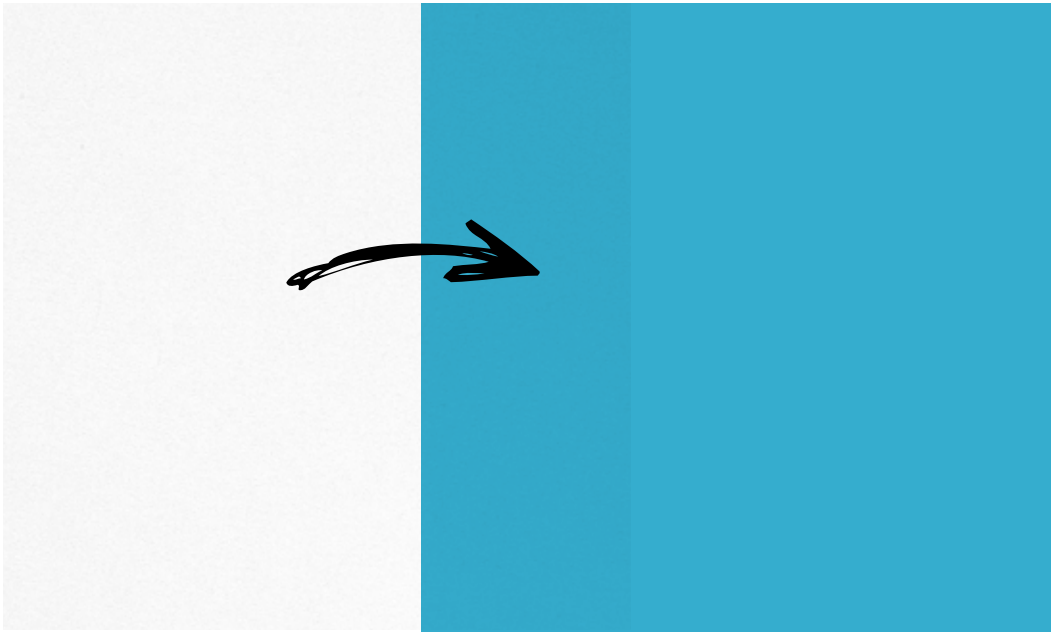
Use these colours on white

Just for giffgaffers

Solid colour with soft texture

We have created a soft paper texture option to add a slight texture. A good example of this is shown below for our sponsorship posts.

Templates are available in the Social Guidelines assets folder:
File name:
Facebook_Instagram_soft paper texture_background_template_1080x1080.psd and ai formats.
Twitter_soft paper texture_background_template_1024x512.psd and ai formats





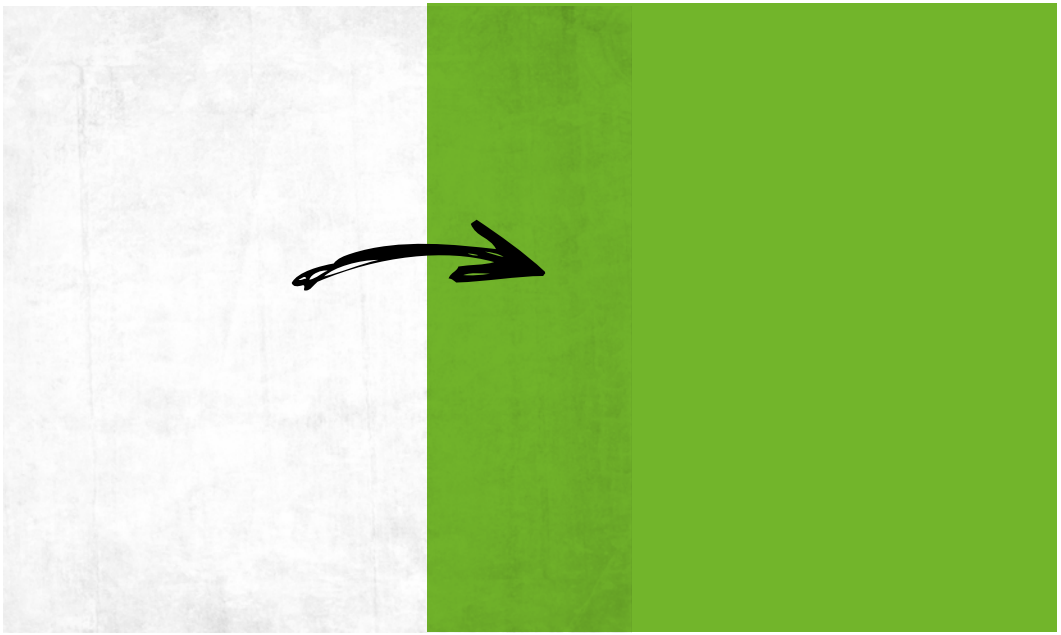
A softer texture example was used in The Voice UK sponsorship posts.

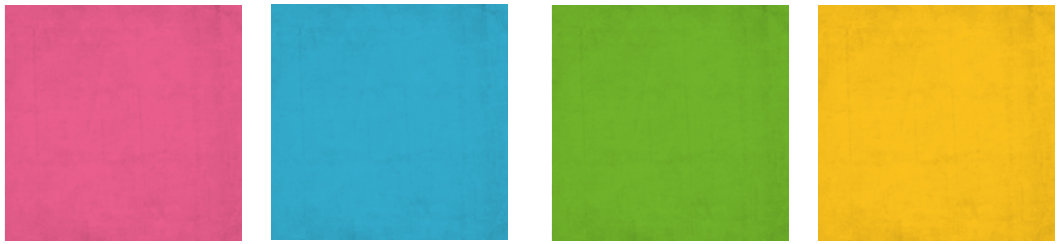


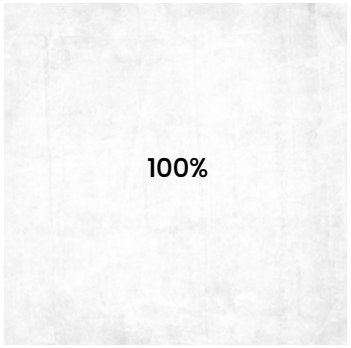
Gritty Texture

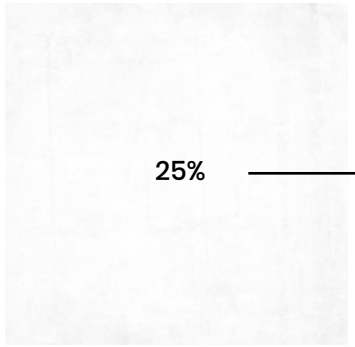
We have created a gritty texture with our colour palette for the backgrounds of our social posts.

Templates are available in the Social Guidelines assets folder:
File names:
Facebook_Instagram_gritty background_template_1080x1080.psd and ai formats
Twitter_gritty background_template_1024x512.psd and ai formats









You have the flexibility to reduce the gritty background opacity to 25% minimum to work with your design.

Just for giffgaffers

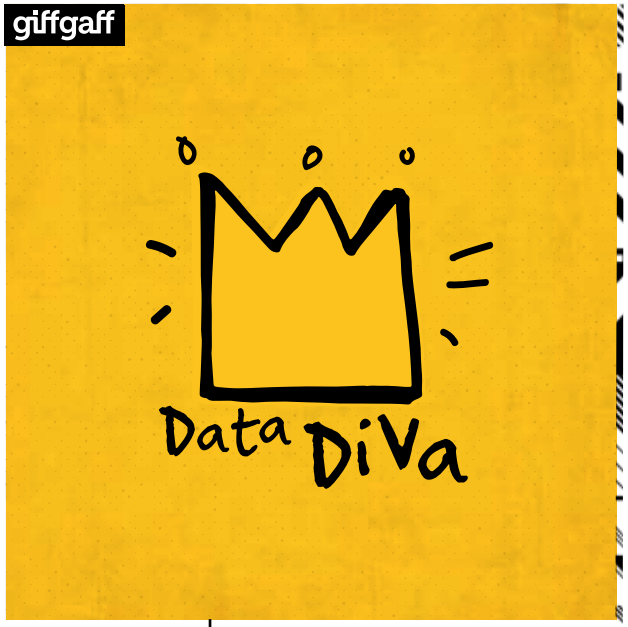
Colour Useage in the Design

When creating a social post we use a maximum of 5 colours in total consisting of:

- 1 or 2 core colours at all times (black and white)
- Maximum of 3 colours from our primary colour palette

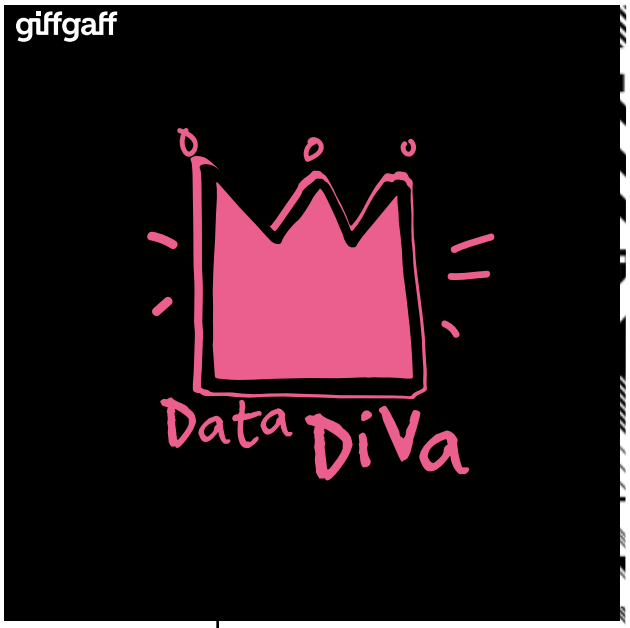
Copy in the design to be in black or white.
Colour copy can only be used on a black background

3 colour example



2 x Core colous (black and white)
1 x Primary colour (yellow)

3 colour example (on black background)



2 x Core colours (black and white)
1 x Primary colour (Light Pink)

5 colour example



2 x Core colours (black and white
3 x Primary colours (Light Blue, Pink and Yellow)

Colour useage in Sponsorship design

When creating Sponsorship post we use a maximum of 5 colours in total consisting of:

- 1 or 2 core colours at all times (black and white)
- Maximum of 3 colours from our primary colour palette

Copy in the design to be in black or white.
Colour copy can only be used on a black background

A set of assets from TV Idents will be shared with you from the show.

4 colours example



2 x Core colours (black and white)
1 x Primary colour (Light Pink)
1 x Secondary colour (Orange)

5 colours example



2 x Core colours (black and white)
3 x Primary colours (Light Blue, Light Pink and Yellow)


Fonts

Fonts

giffgaff is the giffgaff font
used for all key messages.

Headlines are in giffgaff Bold.

Sub headings are in giffgaff Medium.

Body copy are in giffgaff regular

See example for reference.

giffgaff — giffgaff Bold

The mobile network run by you — giffgaff Medium

Come join us — giffgaff Regular

Font files are available in the Social Guidelines assets folder:
Folder name: Fonts

Example of Kerning in Print

This is an example of how we use kerning at giffgaff.

We would suggest that you use this as a guide for when you use different text weights.

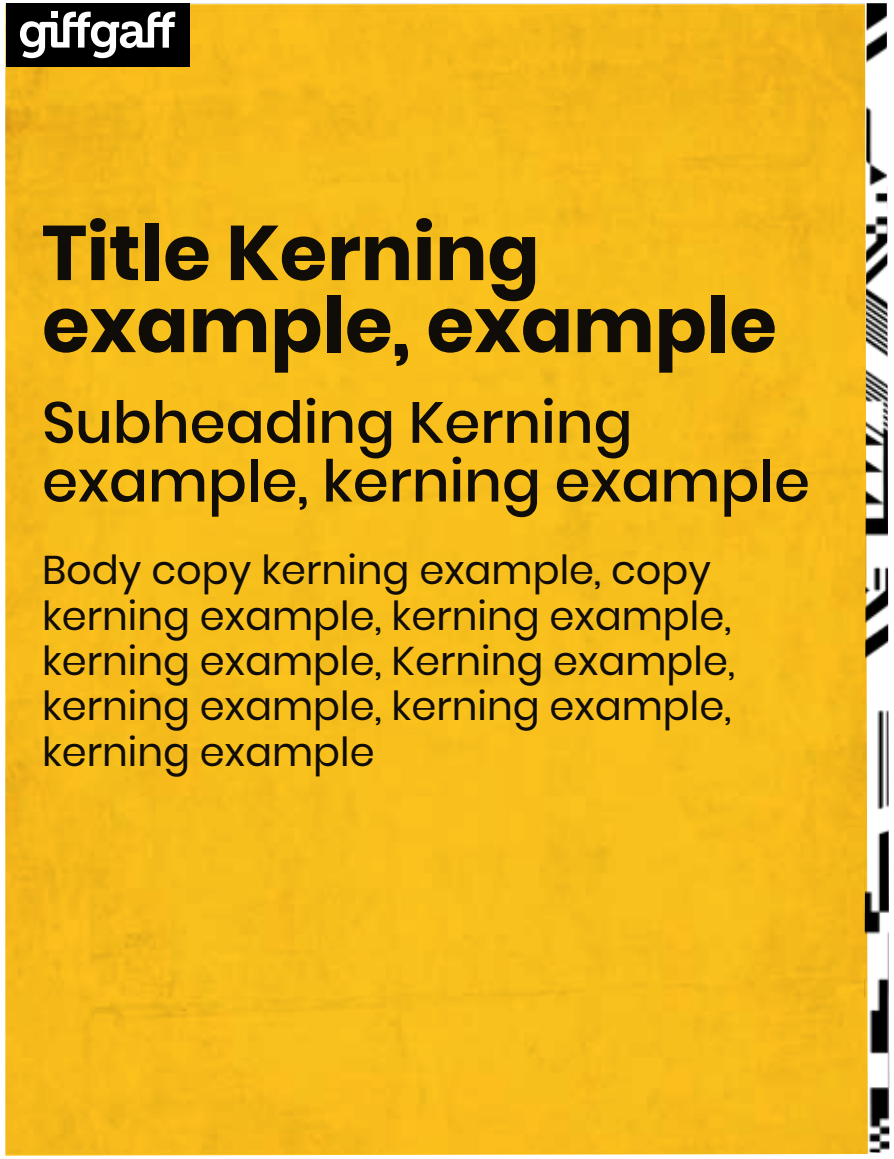
Kerning between title text — 27 pt

Kerning between title and subheading — 12 pt

Kerning between subheading text — 22 pt

Kerning between subheading and body copy — 14 pt

Kerning between body copy text — 17 pt



The use of our giffgaff name

It must always be written with a small ‘g’, even at the start of sentences and never as separate words.

We always use sentence casing, apart from when giffgaff is placed at the start of a sentence.

giffgaff

Correct



Incorrect



Incorrect

Our Tone of Voice

We love the way we talk. It makes us, us

Here are some handy notes



We don't use exclamation marks

and



We use the word 'and' not ampersand symbols

...

Use only when grammatically required and there's no alternative option (i.e Member quotes in E4 idents)

members

Sounds like giffgaff

customers

Doesn't sound like giffgaff

Tone of voice word examples we love to use.

Woohoo. Nice one. Legend. Hurrah. Splendid. Top job. Brilliant. Lovely jubbly. Blimey. Yay. Spot on.

Fonts Sizes and Kerning on Facebook and Instagram Posts

A template is available in the Social Guidelines assets folder:
File name: Facebook_Instagram_ copy size template_ 1080x1080.psd and ai formats.

Kerning may differ depending on font size, but use this as a guideline.

Title

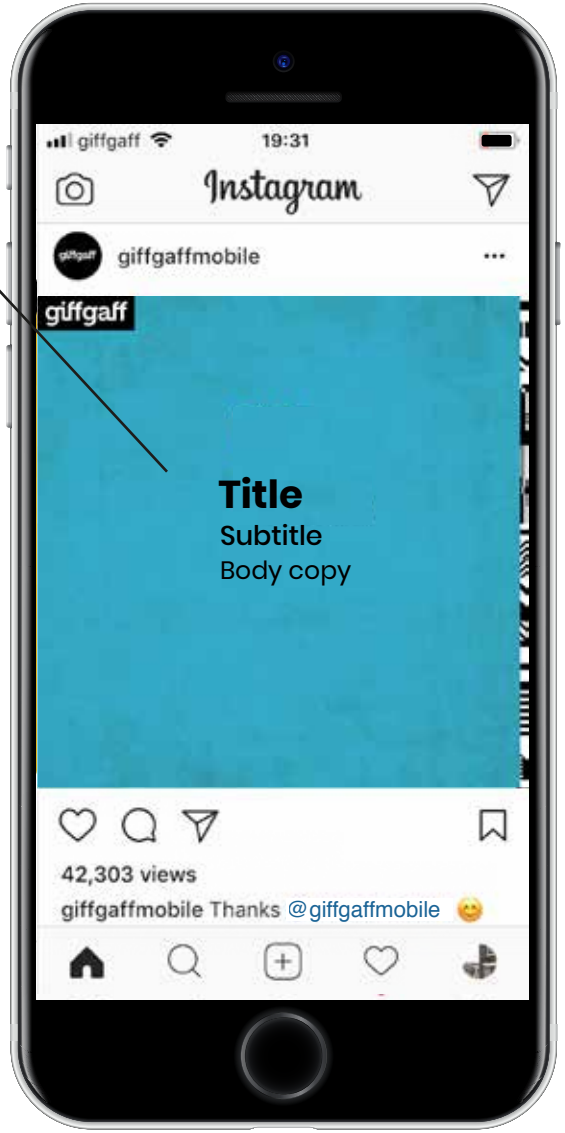
giffgaff Bold
Maximum Copy size: 85 pt
Kerning guide: 80 pt

Subtitle

giffgaff Medium
Copy size: 60 pt
Kerning guide: 64 pt

Body copy

giffgaff Regular
Minimum size: 55pt
Kerning guide: 60 pt



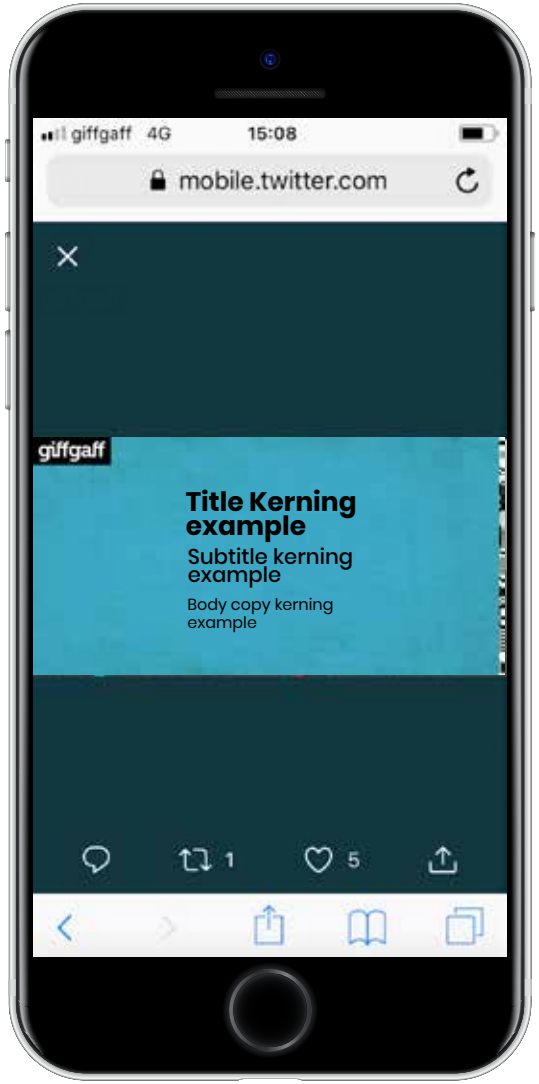


Fonts Sizes and Kerning on Twitter Posts

A template is available in the Social Guidelines assets folder:
File name: Twitter_copy size template_1024x512.psd
and ai formats.

Kerning may differ depending on font size,
but use this as a guideline.





Title

giffgaff Bold
Maximum Copy size: 56 pt
Kerning guide: 56 pt

Subtitle

giffgaff Medium
Copy size: 40 pt
Kerning guide: 47 pt

Body copy

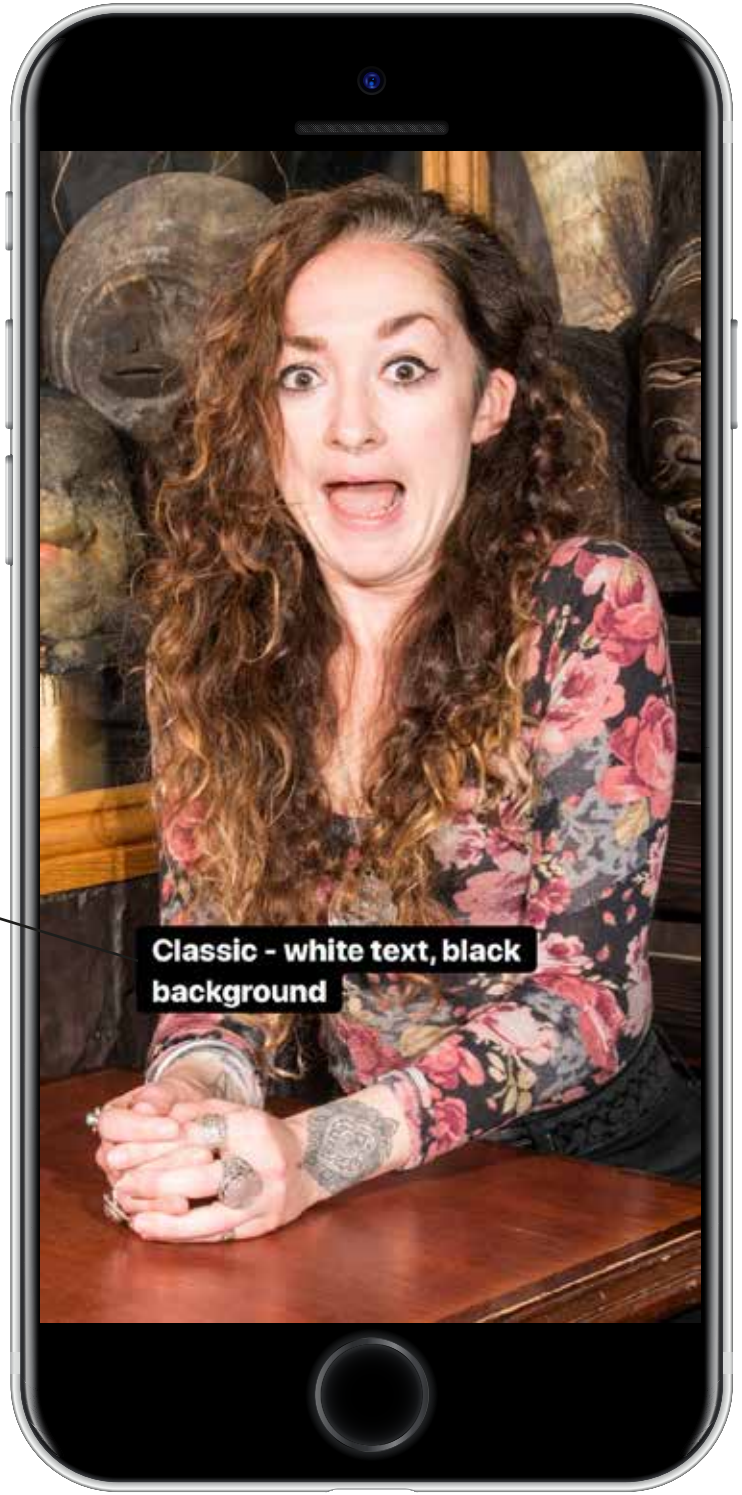
giffgaff Regular
Minimum size: 35 pt
Kerning guide: 42 pt

Exceptions to the Font Guidelines.

As well as dialling up brand, we also need to be sympathetic to platform and user expectations. For example Insta Stories have their own fonts set up and makes sense to keep to what users are familiar with and expect on the different platforms.

In addition to the above, we have the following guide exceptions:
- Only use the one font from Insta Stories: Classic
- Always keep copy straight (not angled)
- To make copy legible over a photo use white text with a black highlight block.

Example of 'Classic' font on a black highlight block in Insta Stories



Social Subtitling Guidelines.

For Instagram/Facebook stories only we pick out the salient info, rather than subtitling every word that's said. The subtitle text should be introduced via animation at the beginning of the video as the topic is introduced, and stay there throughout the clip.

In addition to the above, we have the following guide exceptions:

- Only use the giffgaff bold font
- giffgaff bold 135pt size for IG stories
- giffgaff bold 87pt size for FB/IG square
- Keep to 8 words max so we can make the message big and bold
- Always keep copy straight (not angled)
- You have the freedom to use white copy on black or black copy on white. We recommend using the black highlight area on lighter backgrounds and the white background highlight on darker backgrounds to allow the copy to be read easily.

Black copy on white highlighted area



White copy on black highlighted area

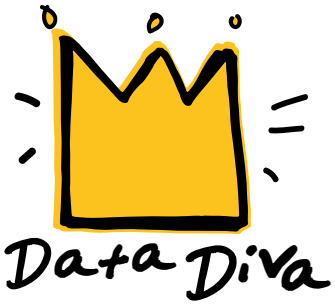


Handwritten Font in Social Posts

Font name: Marker Comp

This font should only be used to compliment/be part of a design and not used as written copy on its own. This font style gives a playful human touch.

Examples below:







We are also flexible with Illustrators using their own handwritten style within their design.





Copy Box Asset

The below copy box shape is used to help titles stand out on a design if required.
This copy box can only be used on SIM packs and Video.
The box can be scaled in height or width to fit the copy. See image examples below.

A template is available in the Social Guidelines assets folder: Copy Box

White copy on black box example

Title name

Black copy on white box example

Title name

Retail SIM pack



Instagram stories video



Facebook video



Placement guide:
Space between the edges to look equal



Just for giffgaffers

Doodle Play

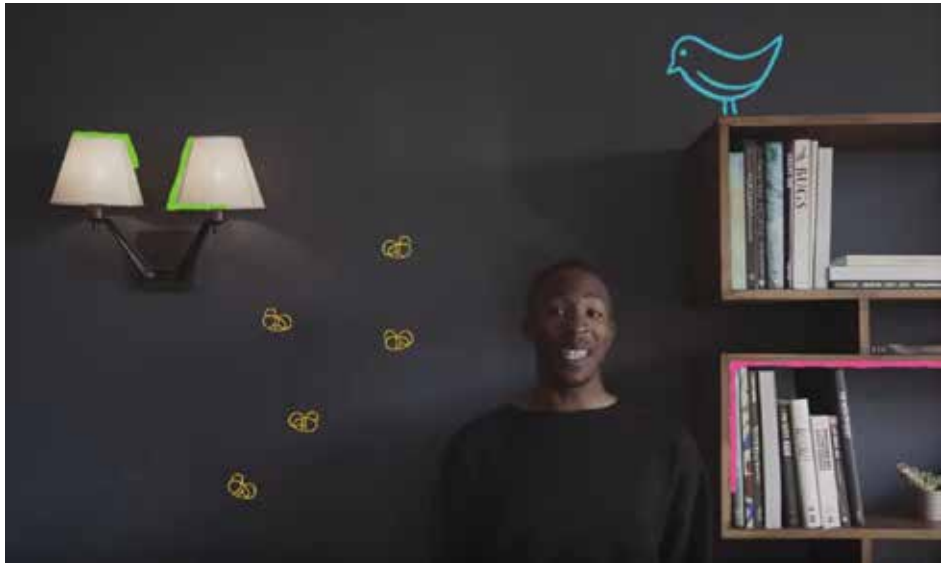
We like to add doodles in our designs to highlight movement, show playfulness, create emotion and excitement on video and stills.

This video is a great example of how to apply and follow the doodle style

View this link https://www.youtube.com/watch?v=7Gi-lqAD5ps









Doodle Icons

We have a bank of existing icons in this style

These icons are available in the Social Guidelines folder:
Folder name: Website Icon Doodles in ai and svg


Mobile phone


4G-coverage


Calander


No quibble returns


Refresh


Speedy payment


Time clock


Triangle warning


With credit


Without credit


Warranty


Unlocked


Tick


Minutes


PAYG


PayPal


Online-help



CVC


Text


Superhelpful


SIM


Roaming


Rewards


Tank

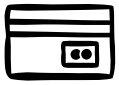

Button


Button selected


Plus


Close

Minus


Card


Camera


Great value


Free-WiFi


Free delivery


Flexible


FCR


Envelope


Envelope open


Data


Be in control

Award-winning

Blog

No contract

Voucher

Savings

Left Chevron

Right Chevron

Examples of Doodle Line

This line style is available in Illustrator under the ‘Stroke’ section.

If it is not possible to get hold of this particular stroke then we are flexible in the designer using a similar line effect for doodles which will add to the effect of each design.
Refer to Doodle play slide (page 45) for line stroke example.

These icons are available in the Social Guidelines assets folder:
Folder name: Doodle line assets in ai and png

Stroke name in Illustrator: Crayon Brush



Just for giffgaffers

Doodling on Imagery

Only doodle on stock imagery and not on commisioned photography



Just for giffgaffers



Just for giffgaffers

Illustration Styles We Like

Why these Illustration styles work for us:

- The Illustration outlines and details are loose and playful in a doodle style
- Nice background area for our brand colour treatment
- Minimal colour usage works well with our guidelines
- We like to design for emotion with these styles working as animation

Simplistic styles through to more detailed examples.



Illustrator: Dale Crosby



Illustrator: Softulka's portfolio on Shutterstock



Illustrator: Natlek



Illustration: theartplanet.com



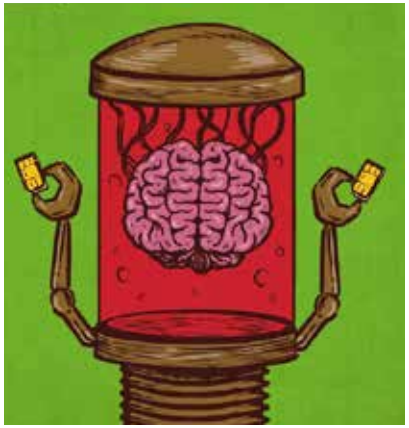
Illustrator: Ruby Taylor



Illustraton: A Constellation journal.com



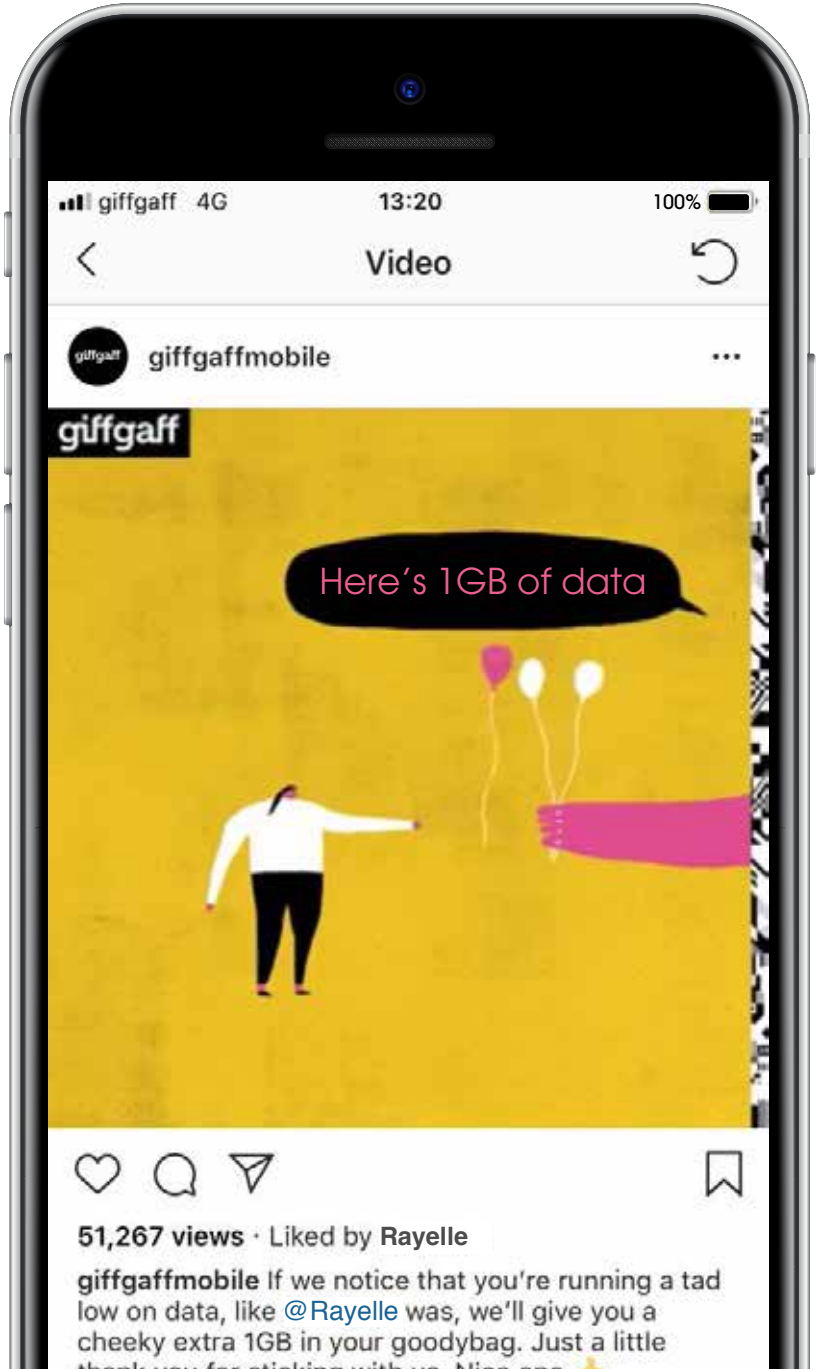
Illustrator: Moth&Dust





Illustrator: Xsamdunnx

Simplistic Illustration style by Dale Crosby in context of our guidelines



Detailed Illustration style by Xsamdunnx in context of our guidelines

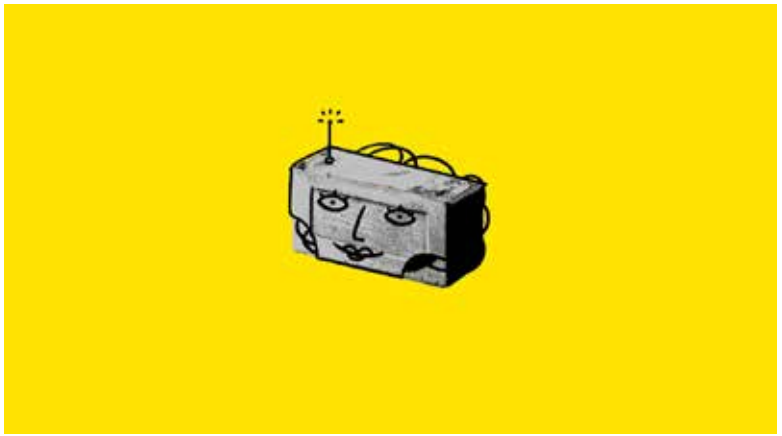


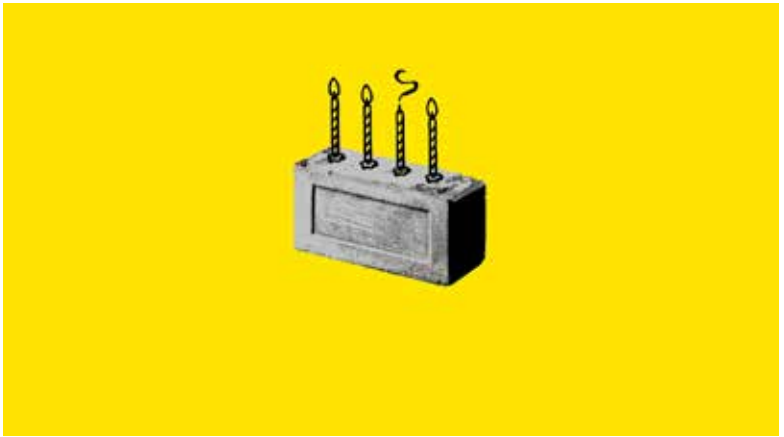
Illustration and Photography mixed

We like to use both colour and black/white photography

Why the below style works for us:

- Nice background area for our brand colour treatment
- Playful Illustration in black paired with a pop of colour oozes freshness and on black and white photography.





Illustrator: Joe prytherch



Joe's Illustration style in context of our Facebook and Instagram Social Guide lines

Photography Styles We Like

We love photographers who can bring out the extraordinary in the seemingly ordinary

We will use lots of photography on Instagram where we hero real people and find the extraordinary in the ordinary.
We want to champion our audience and empower them to tell their story, so we will be using UGC (user generated content).

Colourful: -
Would be amazing to have photographers amplify the saturation of our brand colours in some circumstances, so make pink, blue, etc. stand out more. Also, use the brand colours by having those in the shots subtly, using our coffee cups for example.

People at the heart
Not Insta Influencers though - our members are our influencers.

Group shots
As well as single shots Small's a community after all.

Relatable not aspirational #nofilter

Relatable with a playful edge
To try to get out people's personalities as much as they can to make the photos playful. It's all about spending some time with the person prior to taking photos, talking to them, making sure they're relaxed. Bear in minds that most of the people we're taking photos of have never had a professional photo taken. It will be an overwhelming experience for them.

Some people warmed up and had a great time, some people were more shy and reserved. So, we should strive to get people's personalities out as much as we can, but the results will vary - as we're photographing real people, not everyone will be 100% comfortable in front of a camera.

Anyone could have taken it
Yes, but we still need our photos to stand out, to look social, to be interesting. We should look for photographers who are original in their style and how they like to shoot, not necessarily are just pros with a good technique and an expensive camera.
For example - Sophie Green has a very good eye for people and shoots on a film camera which adds some "grit" to her photos. Alexander Coggin is very creative in his use of flash and strong colours. Charlie Kwai is a great street photographer and good at photographing people and candid photos. All of them rely more on their creativity than their kit - and that's the attitude we should champion.

Playful and Social
I think it's just a mixture of creative, bold, colourful photography with a bit of grit (strong flash, film photography, noise, etc.) - and getting people's personalities out on the photos. Interesting backdrops will also help - on theme, very British. We've used an old jellied eel pie shop and Musem of Curiosities as backdrops so far and both worked very well.

Channel-specific / suits the channel
Reflecting our brand personality in look and feel and how we brief is all about laddering up to our brand personality.

1. Friendly

Friendly: smiling in conversation, “feeling that that’s a great place to be”
We’re friendly, so we put that person at ease
Talk about their passion to get the conversation going
Smiling or talking passionately. The main thing is to make them feel comfortable and that their personality comes across. We put that person at ease
Bring a prop to describe themselves and talk about it so we capture them real
A feeling that the camera’s welcome
A safe space to be ourselves
Posed but in the moment
Heroing real people
#nofilter
Finding extraordinary in ordinary



(Picture from our Halloween Small’s a Community shoot with photographer Alexander Coggin)

2. Spirited
We will showcase how we're a spirited bunch by:
How we pick our subjects
Ensuring they're animated in some way (get them talking about their passion)
Don't take yourself too seriously
There's an energy in the photos

3. Commited
Showing how committed we are in how we approach setting this up:
Building relationship
Attention to location and photographer
Making contributor feel comfortable
Can be posed but in a natural setting
Checking in after with photo approval before we post

4. Disruptive
This is the lense we use on social:
Our world is not shot through an instagram lense
Real people
#nofilter
Our social channels are a safe space to be, we are relatable not aspirational, we're a safe space.





(Photographer Jade Smith)

How ‘Not Another Salon’ won social media

Salons can be scary and intimidating, not another salon is in Brick Lane and is ahead of the trends. Their social media reflects their personality, it isn’t scary, you want to be a part of their family. And they showcase the extraordinary in the ordinary really well.

For some people social media can be an unhappy place to be, giffgaff’s role is to make it a place for everyone.
When choosing a mobile, switching contracts from one of the big boys could be scary, but by showcasing our brand personality it’s actually not scary at all!



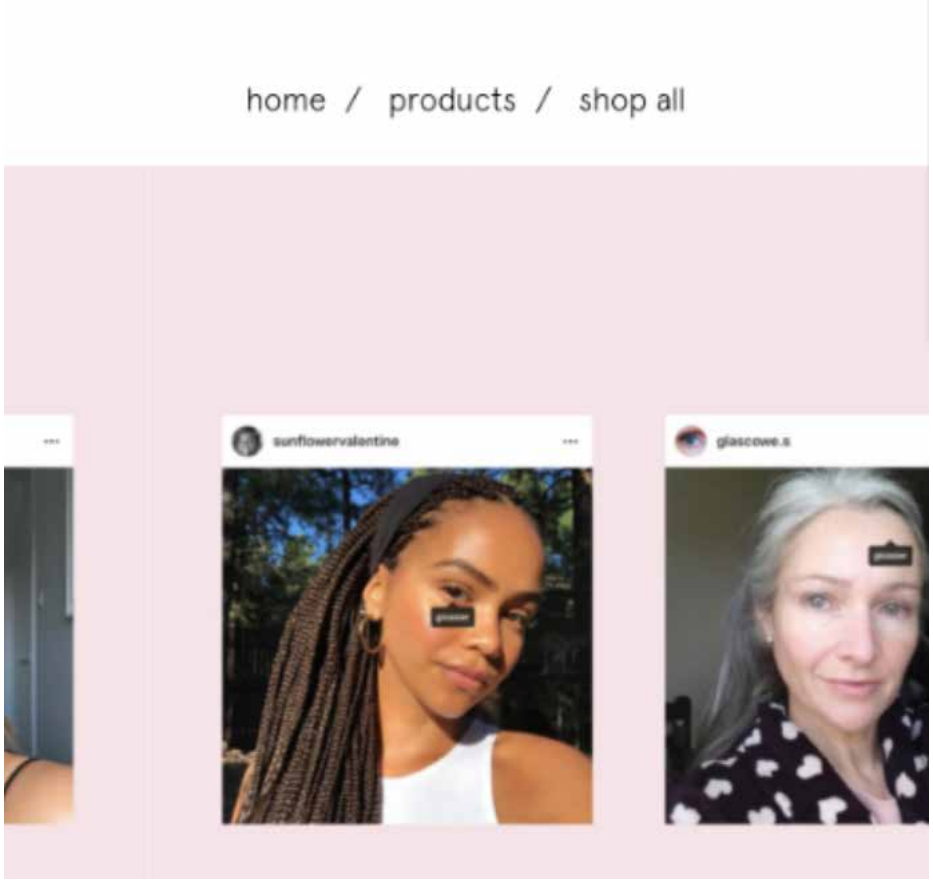


(Photos from Not Another Salon Instagram feed)

UGC

We want our audience to tell their stories and there will be a strong emphasis on user generated content.

To ensure coherence we will establish some cropping and framing techniques. Here’s an example of how glossier do it. The framing and consistent eyeline make it feel coherent without feeling uniform.



giffgaff Campaign Photography

The ‘Molly’ photography from our ‘stay because you want to stay’ campaign is a good reference for the film grain look and feel





Campaign style in context of our Facebook and Instagram Social Guide Lines

Note: When we use giffgaff campaign photography in social the Digital Noise Strip stays on to drill home our branding.

We tend not to use animals





Just for giffgaffers


Video

Video

Video and animation are key to creating engaging, attention-grabbing content on social media. Which is why it's important to make sure our shooting and editing style is consistent.

Should always have:

- Shortened Logo on the start frame, our Full Logo with the digital noise bar on the end frame
- Our full logo and digital noise bar on the end frame

VHS Style:

- VHS and a bit of grain is something that will set us apart from other brands, adding some giffgaff grit to our videos. As well as being creative in how we edit (overlays, split screen, different quality footage, stills on video, etc.)
- Shoot with 80s/90s cameras alongside modern cameras and then transcribe the footage to digital
- Use grain, contrasting footage, stills on video, split screen when fitting

80s/90s VHS effect on Silver Surfers example but can't be a rule for everything as it requires edit time, shooting with camera that can produce this style.



Intro frames



80s/90s VHS effect



End frame



Split screen when fitting example

When producing short (60 seconds or shorter)* content, we will:

• Add our full logo at the end, with the digital noise bar



Video on stills



Videos on our background brand colours



Stills on video



End frame



Just for giffgaffers

Design Style

Finding Imagery:
Imagery should represent a word/subject you are designing for.

We encourage each other to take our own photos and collaborate with our teams in creating a style that feels playful, human, memorable, and fun. We also have a shutterstock account for options.

3 Things a Design Must Include:

1. Black/white (Photography or Illustration)
2. Brand colour
3. Digital Noise

Adding colour photography is optional.

Our Lovely Book design is a good rerference for design style for mixing photography, colour, Illustration and texture.



The Main Image Focus will be the Black/White Photography

Disrupt the black/white photo by applying the half tone filter to give a texture and interest.

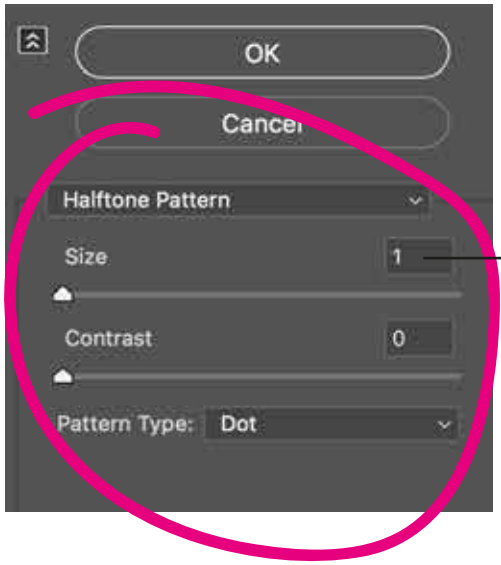




Note: This filter works well on bigger scale imagery in print e.g posters and booklet design for example. This filter is not recommended on smaller imagery used on websites for example as the detail is too small to see.

Filter Gallery in Photoshop:
Artistic Folder - Halftone Pattern.





These values are a good guide to creating the right film grain look.

When using Colour Photography

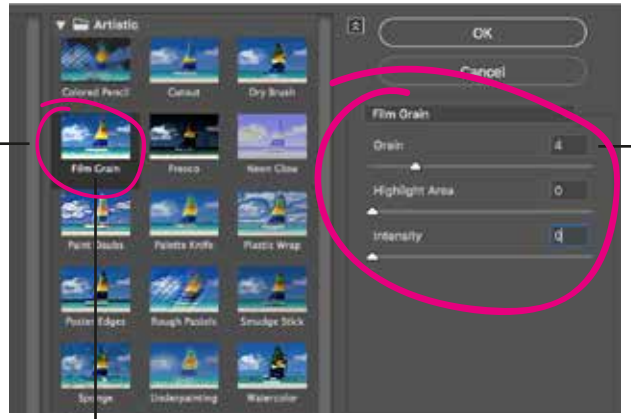
To keep our brand's look and feel consitent across platforms when using colour photography we apply the film grain filter for that authenticit look. Below is a guide on how to apply this.

Original Photo



Note: This filter on imagery works well for websites and in print.





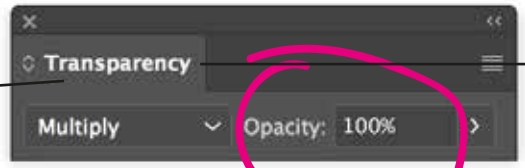
These values are a good guide to creating the right film grain look.

Filter Gallery in Photoshop:
Artistic Folder - Film Grain.

Applying Colour Overlay to Photography

Adding a pop of colour from our primary palette adds fun and character. There are a few ways of doing this (see page 67).





Available in Illustrator and Photoshop: Transparency - Multiply - Opacity: 100%.



Adding a pop of colour over the jewellery.

Example on how to create the black/white cut out look and feel

Designing for: Share the Love / Members are at the heart of it.

1. Cut out the image.



2. When overlaying an image on Digital Noise there must be a white cut out line.



3. Add Digital Noise.



4. Add colour.



5. Add doodle.



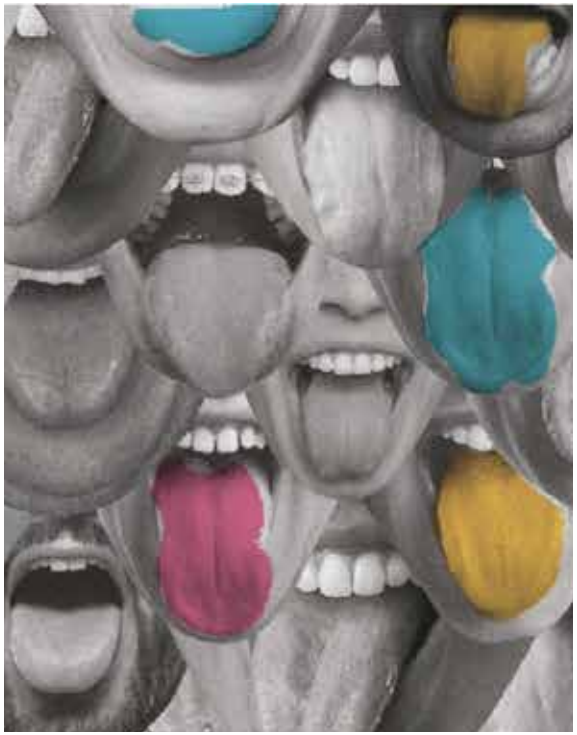
6. Colour overlay (applied to ring example).



Just for giffgaffers

Applying Colour Overlay on Photography

Below are a few ways of doing this.

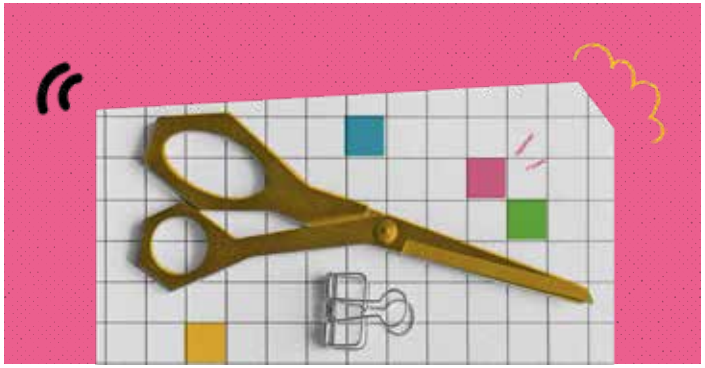


Colour overlay on non cut out photography:
Use a max of 3 primary colours when overlaying colour.



Colour overlay on cut out photography:
When a design consists of many elements, select only one area to overlay colour.





Colour overlay nudge:
When there is space around your cut out image, you can apply the above technique. Fill your image with a colour overlay and nudge to the left or right. This reveals the edge of the black and white image underneath. This creates a nod towards disruption/movement.

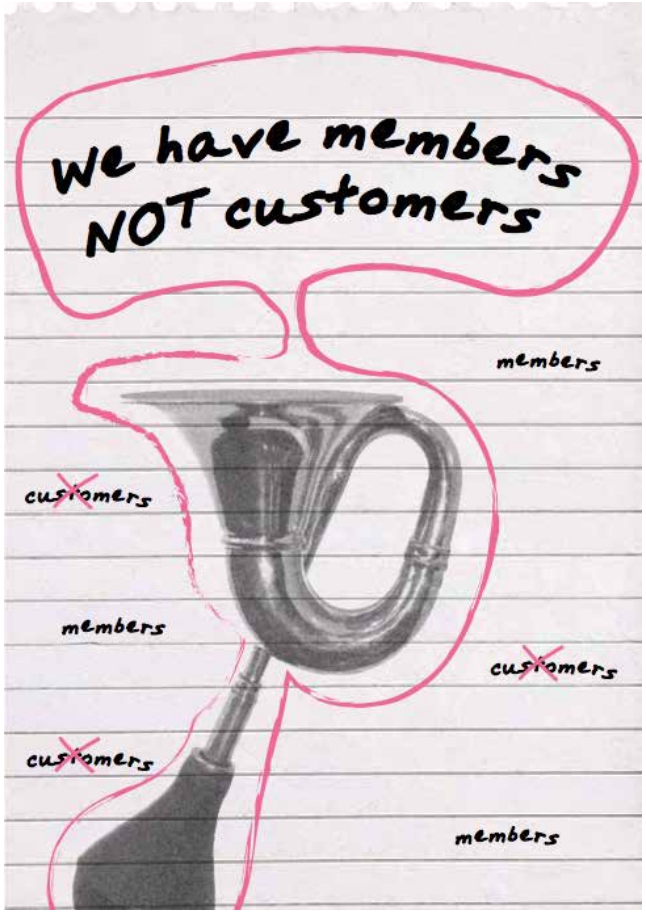
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Doodle Design Techniques

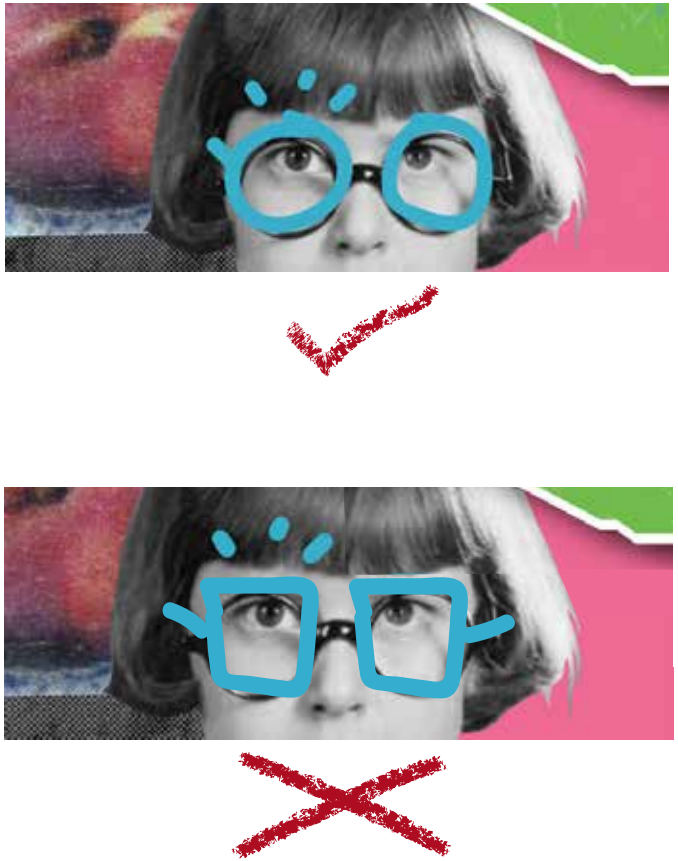
Examples below.



Doodle on your photo:
Only add a doodle or two on your image. These give a playful finishing touch.



Doodle around your cut out photo:
The doodle outline around an image does not need to be exact. Have fun with this. The more natural looking the better.



Doodle direction:
Match your doodle style to the shape you are working on e.g these glasses are round so we doodle in a round shape.

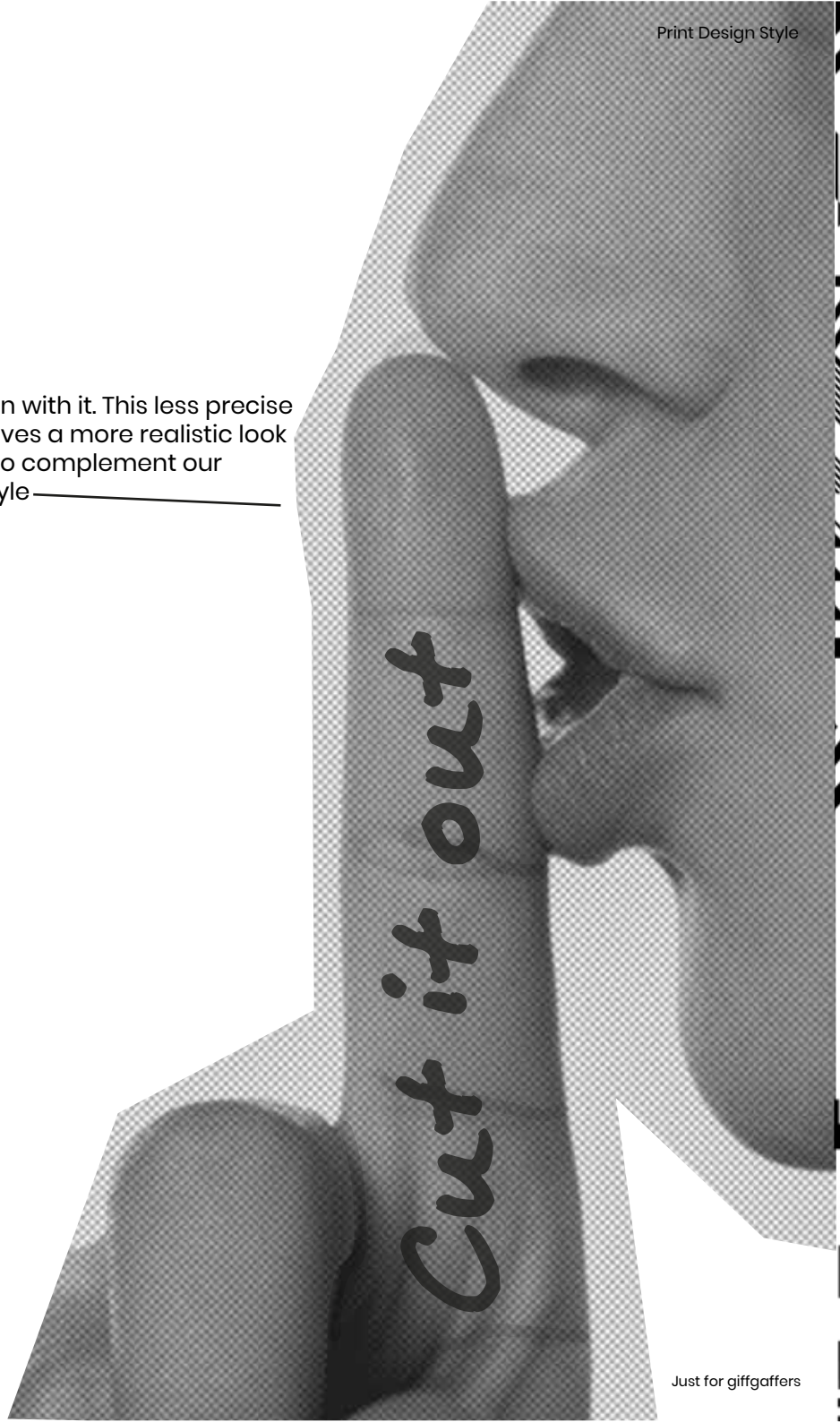
Cutting out Imagery Approach

Overall we encourage your cutting out to be as natural as possible which means you dont need to be exact with matching the shape of your image. Below are guide examples to follow.



Apply a white cut out edge when overlaying an image on Digital Noise..

Have a fun with it. This less precise cutting gives a more realistic look and feel to complement our design style



Go for that Scrap book look.

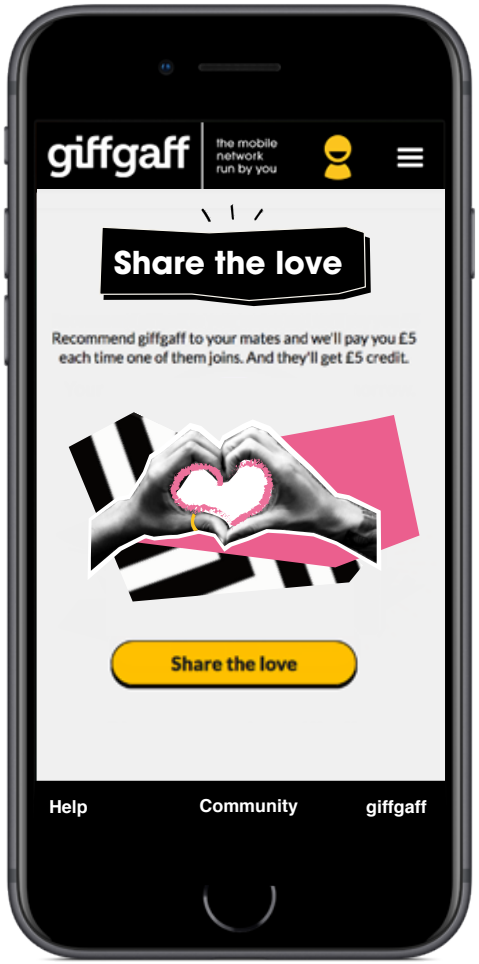


Example on How This Design Refreshes Our Website Design

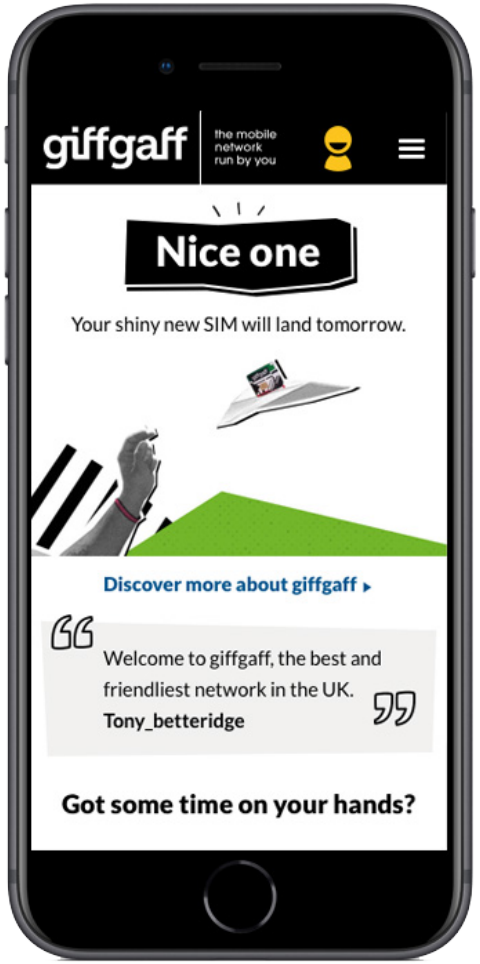
Before



After



SIM delivery example



Design Example in Print

Create an image around the title:
Wear your pass with pride.
Think of it as a fashion accessory.

Used a pride of Lions
with the film grain effect

We took our own photo
on our phones of a collegue
wearing the pass like a
fashion accessory.

A quick reminder of those must
have's when creating an image:

1. Black and white image
   (With half tone effect applied)

2. Colour from our Brand palette

3. Digital Noise for branding



Design Example In Print

Topic/key words/designing for:
Our data principles
We ensure we do all we can to look after your data. We know It's precious.
We do what we say (eg on the tin packaging).



Example of when an image is overlayed on Digital Noise the image must have a white cut out

Used a precious gift approach with hands to show a people focus brand with the half tone effect added for that authentic look

Our data principles designed in a doodle style to show our fun and playful way of doing things

A quick reminder of those must have's when creating an image:

1. Black and white image (With half tone effect applied)
2. Colour from our Brand pallette
3. Digital Noise for branding (On top)

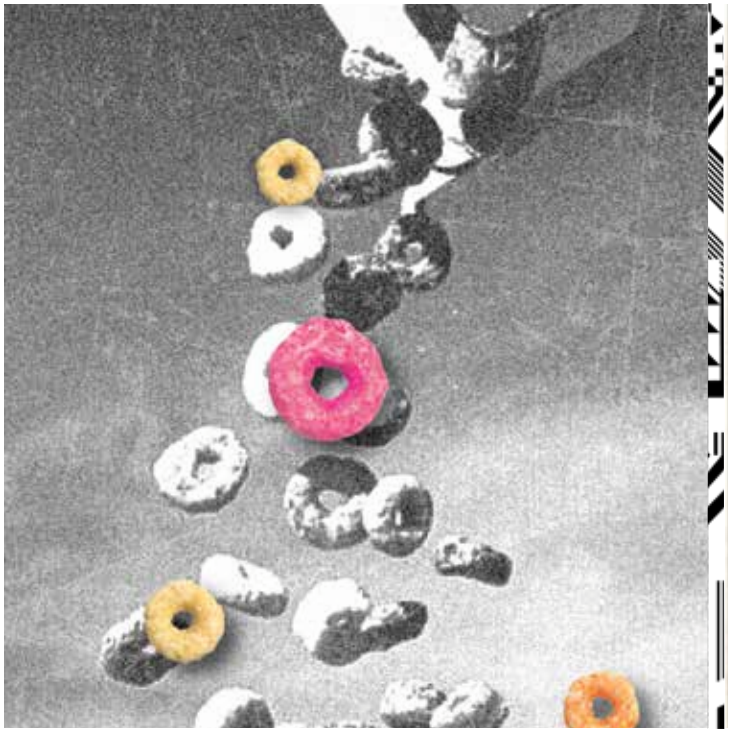
Keeping design assets consistent across platforms with our gritt texture background treatment

Other Examples for Print and Website Imagery



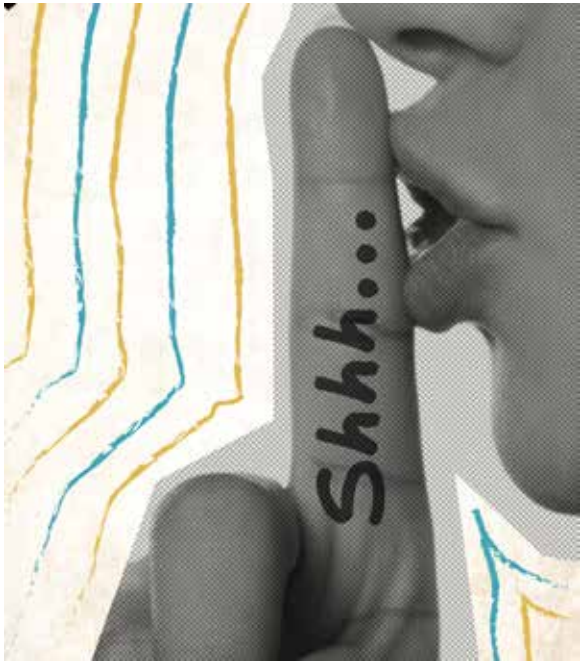
Illustration skecth

Black and white photography



Colour overlay

Mixing Illustration with photography



Contacts and Resources.

Handy info:

Social Template links and assets have been given throughout the guideline documents. A link to these will be shared with you by the team:
Location: Brand Guidelines - Social Guidelines assets

Team Social:

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Lisa Boyles - lisa@giffgaff.co.uk
MJ - martina@yrstruly.uk

Team Design:

Darren Barker - darren@giffgaff.co.uk
Available to answer or give guidence
on any design related questions or assets.

