



WHAT TO EXPECT IN THIS BOOK



WHO WE ARE

- Blue Tulip Awards
- Tornado chaser
- Who are our audiences?
- Slogan
- Brand DNA
- Mood board

HOW WE LOOK

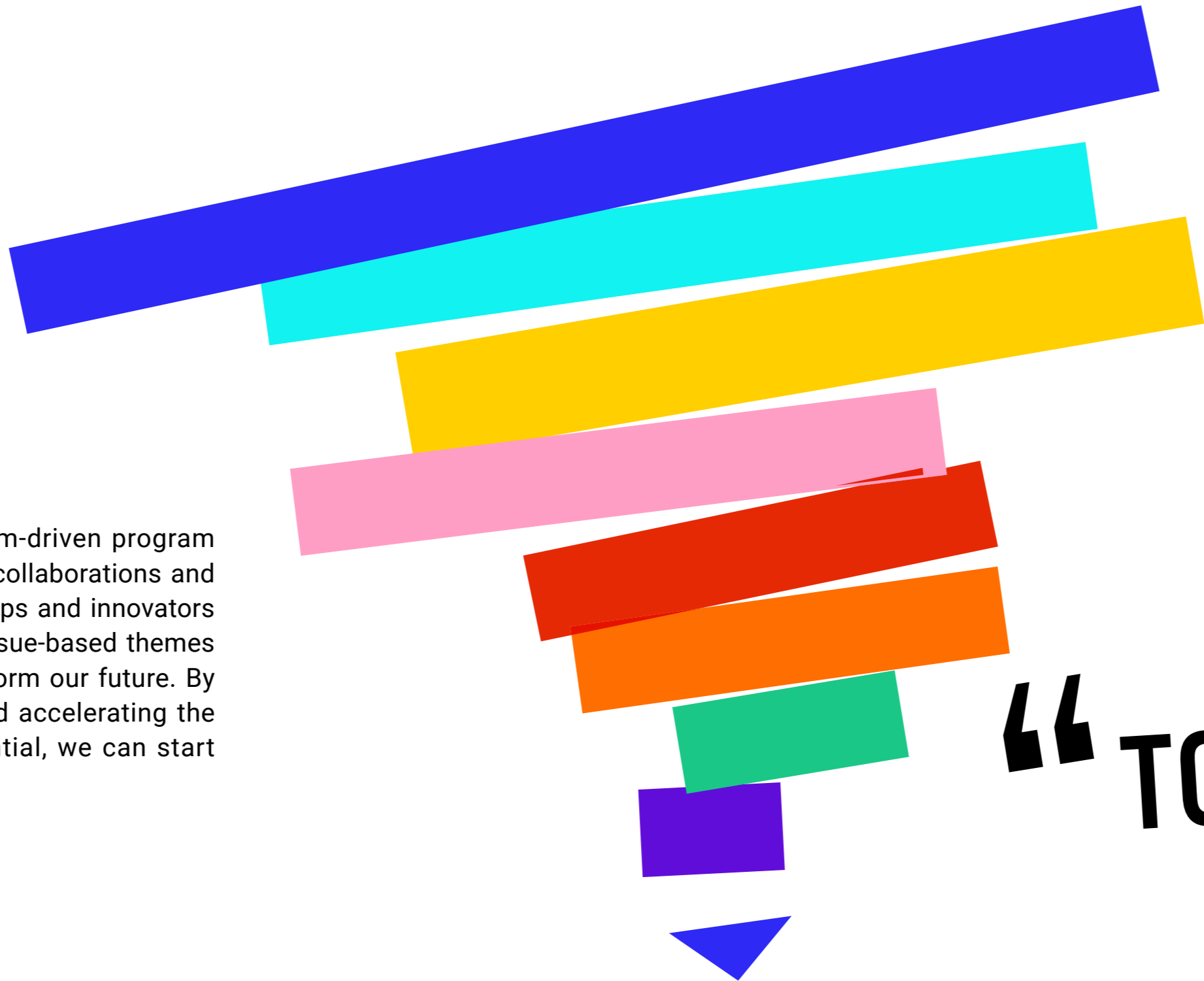
- Logo
- Color
- Typography
- Brand shapes
- Photography
- Theme branding
- SUA branding

HOW WE SAY

- Tone of voice

WHERE TO KNOW US

- Instagram
- Linkedin & others
- Website
- Email



WHO ARE WE :

The Blue Tulip Awards is a year-round ecosystem-driven program aiming to accelerate innovators, build powerful collaborations and drive breakthrough innovation. We provide startups and innovators with a clear call to arms: connecting eight inspiring, issue-based themes with new ideas that have immense potential to transform our future. By driving collaboration between the brightest minds and accelerating the most promising innovations to reach their full potential, we can start improving the way the world works and lives right now.

Tornados are strong, powerful, and always breaking the old. The innovation that we are looking for are quite like a tornado: they break the rules, and build a new system out of the old. Although innovations are happening everyday and everywhere, a world-changing innovation is difficult to find. They are unique and rare. We, Blue Tulip Awards, are here to discover and nurture those world-changing innovations.

We see ourselves as a tornado chaser, always on the way to chase for these most inspiring tornados in the world.

“ TORNADO CHASER ”

WHO ARE OUR AUDIENCES :

INNOVATORS

The innovators are the participants who compete for the Blue Tulip Awards. Either young or old, experienced or not, there's one common thing among all of these innovators: **the passion about what they are doing**. They take them as their little babies: If you meet them, they will always talk about their innovations hours by hours with you!

JURIES

The juries will assess and select the winning innovations in a collaborative way. They will also become the coaches of the innovators. As the experts in their theme, they are very willing to use their experiences and expertise to help the innovators to improve their projects.

PARTNERS

The partners are other companies who help us to organise the event (e.g. hold workshops). They like to connect with potential clients, promoting what they are doing, and more importantly, learn about the newest trend in their industry. By collaborating with us, they can also build a more innovative brand image.

PARTNER
JOHN, 45



I WANT TO LEARN ABOUT THE NEWEST INNOVATION TRENDS IN MY INDUSTRY AND CONNECT WITH POTENTIAL CLIENTS.

I LIKE TO MEET AND HELP YOUNG PEOPLE WITH MY EXPERIENCES, BUT ALSO GET INSPIRED BY THOSE CREATIVE MINDS!



JURY
NINA, 42



INNOVATOR
TIM, 27

I'M PROUD OF MY INNOVATION AND I WANT IT TO BE KNOWN BY MORE PEOPLE IN THE ECO-SYSTEM!

You might have some questions now: How does Blue Tulip Awards look like? How does it sound like? How could we define Blue Tulip Awards' Style? Here, we use one sentence to answer all these questions!

OUR STYLE
IS LIKE :

A TORNADO IN WONDERLAND

The innovations we are looking for are bold and rapid. They are like a tornado, always broke the limits along the way and build a new criteria out of the old. Creating disasters? No. This tornado always bring wonders to people's life.

"Tornado" is a metaphor that we choose, but innovations could be more than that. Now it's your time to think about it: what do you think is our innovation?

DYNAMIC

Just like our innovations, we don't want to stay the same all the time. Be flexible and respond to the changes outside, but always in a coherent style;

ENERGETIC

Bold and sharp. We are passionate about what we are doing, and we want to reflect this positive energy via our branding.

AMBITIOUS

This means we are confident and professional enough to help the start-ups fulfill their goal. We are not afraid of challenges. Together, we gonna make it work!

THESE ARE OUR DNA :

Just like a person, beside the face, it also has DNA. Our DNA could be defined by 3 words. These 3 principles will determine our behaviour for every usage of our brand. Well, let's meet them:

OUR MOOD BOARD

As a creative mind, you must also run out of ideas once in a while. Just take a break and go to the mood board. Ask yourself: what does these pictures makes me think of? Do I have any new associations when I look at the pictures? We hope the mood board could give you inspirations and directions.



PART ONE - WHO WE ARE

CORE LOGOS

Our logo is our most valuable assets. We must treat them nicely! The logo consists of two parts: the shape (tulip) and the wordmark. We will introduce when & how to use the logos in different situations.



CONDENSED LOGO



REGULAR LOGO

WHEN HOW

In general, use a core logo in the official communications. When you want to **highlight the wordmark "Blue Tulip Awards"**, please choose the condensed logo since it's bold and the name stand out. When you want to **highlight the tulip shape**, then use the regular logo. No matter which one you choose, please make sure the name "Blue tulip awards" is big enough in the visual for people to recognise who we are!

HOW WE LOOK



- Logo
- Color
- Typography
- Photography
- Event branding
- Theme branding
- SUA branding

TIPS!

Use different color backgrounds' logos on different channel. In this way, we can demonstrate the dynamic side of our brand!



GENERIC BLUE LOGOS



LIGHT BLUE LOGOS



WHITE LOGOS



LOGO IN A VISUAL

A quick recap:

- 1. Generic blue logos are used on white or light blue backgrounds.
- 2. Light blue logos are used on generic blue or black backgrounds.
- 3. White logos are used in all the other colorful backgrounds.

WHEN HOW?

There's also other situations when you want to use the logo in a background with a color. You can use the generic blue logo on a light blue backgrounds.

The light blue logo can be used on a generic blue or black backgrounds.

When the background color is not the generic blue, the light blue or the black, use the white logo in this case. (e.g. **theme-specific color as backgrounds**)

If you need to add the logo **in a colorful visual or picture**, please use the white logo as well.

ALTERNATIVE LOGOS



ALTERNATIVE LOGOS #1-4

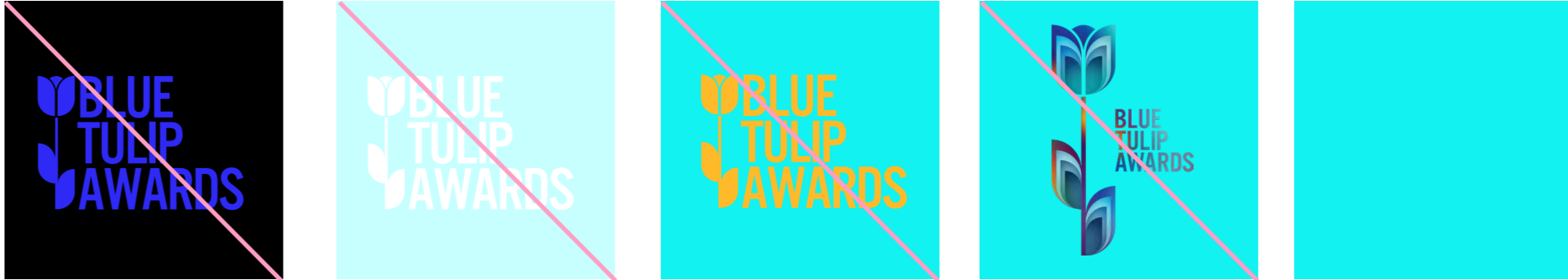
WHEN HOW?

Besides the core logos, we also have four beautiful alternative logos created by an external agency. **Don't overuse them** since they are all very unique and precious for us! Thus, you should only use them in some special moments. You can use them on the badges during an event, print them on our merchandise, etc. However, **never use them in the daily communications!**

DON'T BULLY OUR LOGOS




Don't move the elements.
Don't change the layout of the text.
Don't change the form.
Make sure the text is big enough to read.





Don't use generic blue logo on a dark background. Make sure our logo pops out from the background!
Don't use white blue logo on a white background.
Don't use theme color for the logo. We only use generic blue, light blue and white logos.
Don't use the alternative logos on a colorful background.

COLORS


"Colors speak louder than words."
Using different colors correctly will help us to build up a both consistent and dynamic brand.


 **#2E29F5**
rgb(46,41,245)
hsl(241.5,91.1%,56.1%)
cmyk(81,83,0,4)
BTA GENERIC BLUE


 **#12F2F0**
rgb(18,242,240)
hsl(179.5,89.6%,51%)
cmyk(93,0,1,5)
BTA LIGHT BLUE

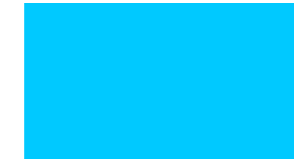
 **#000000**
rgb(0,0,0)
hsl(0,0%,0%)
cmyk(0,0,0,100)
BTA BLACK

MAIN COLORS
Used for daily communications


 **#E52905**
rgb(229,41,5)
hsl(9.6,95.7%,45.9%)
cmyk(0,82,98,10)
HEALTH - RED


 **#FF6E00**
rgb(255,110,0)
hsl(25.9,100%,50%)
cmyk(0,57,100,0)
SECURITY - ORANGE


 **#FFCF00**
rgb(255,207,0)
hsl(48.7,100%,50%)
cmyk(0,19,100,0)
MOBILITY - YELLOW

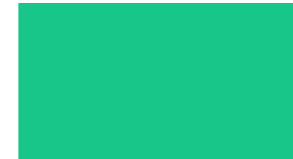
 **#00C9FF**
rgb(0,201,255)
hsl(192.7,100%,50%)
cmyk(100,21,0,0)
CLIMATE - AQUA BLUE

THEME-SPECIFIC COLORS
Used for theme-specific communications

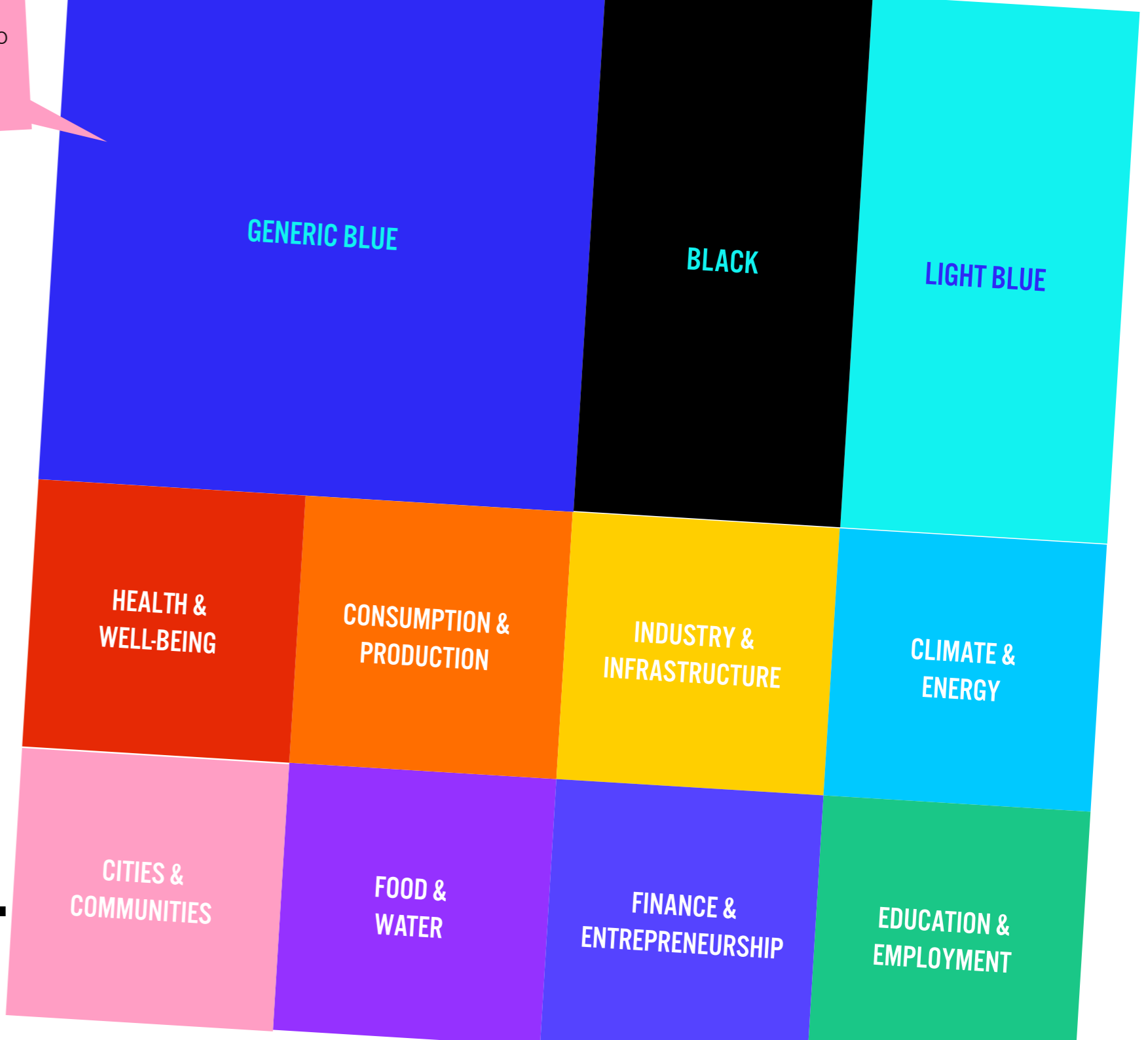
 **#FF9EC4**
rgb(255,158,196)
hsl(336.5,100%,81%)
cmyk(0,38,23,0)
L&W - PINK

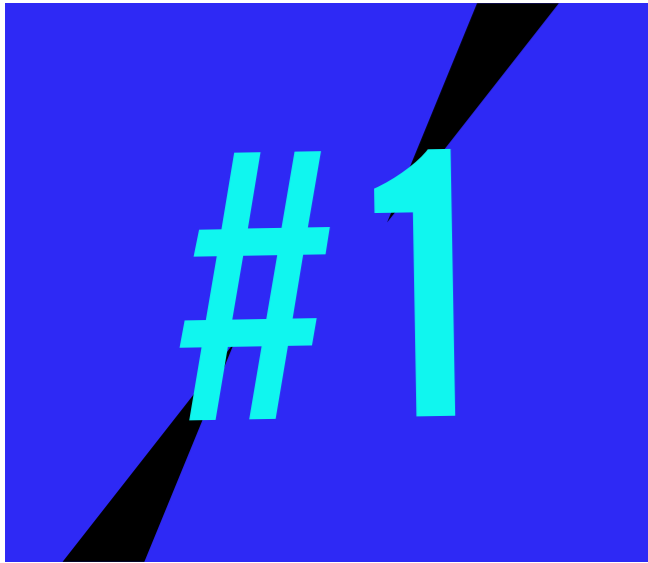
 **#9531FF**
rgb(149,49,255)
hsl(269.1,100%,59.6%)
cmyk(42,81,0,0)
NUTRITION - PURPLE

 **#5543FF**
rgb(85,67,255)
hsl(245.7,100%,63.1%)
cmyk(67,74,0,0)
FINANCE - DARK BLUE

 **#17C688**
rgb(23,198,136)
hsl(158.7,79.2%,43.3%)
cmyk(88,0,31,22)
EDUCATION - GREEN

TIPS! "Colorful" is a way to show the energetic DNA of our brand!

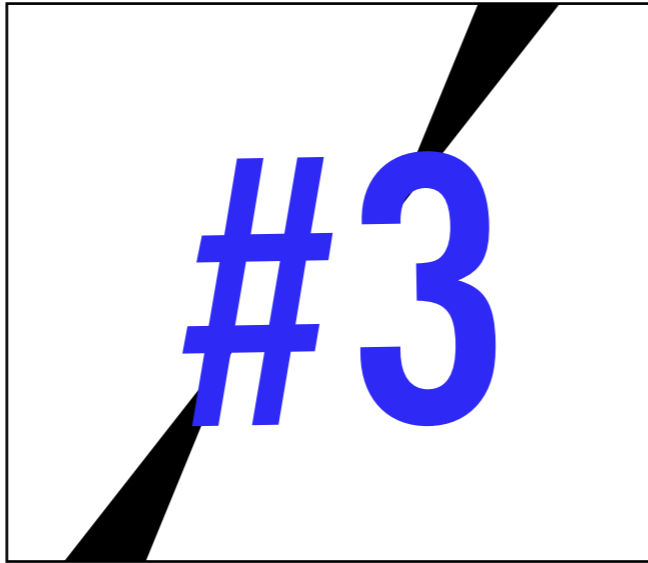




#1 Generic Blue + Light Blue + Black
Daily communications



#2 Light Blue + Generic Blue + Black
Daily communications



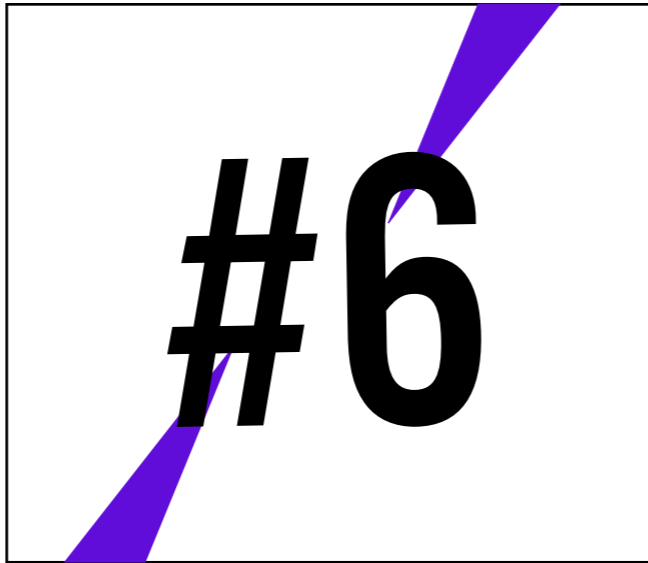
#3 White + Generic Blue + Black
Daily communications



#4 Black + Different theme colors
Special moments (event, holidays, etc.)



#5 Theme colors + White + Black
Theme-specific communications



#6 White + Theme color + Black
Theme specific communications

HOW SHALL WE USE COLORS?

The colors are all beautiful, but you don't want to use them all together, right? That would become a disaster... To avoid that, we have some suggestions for you:

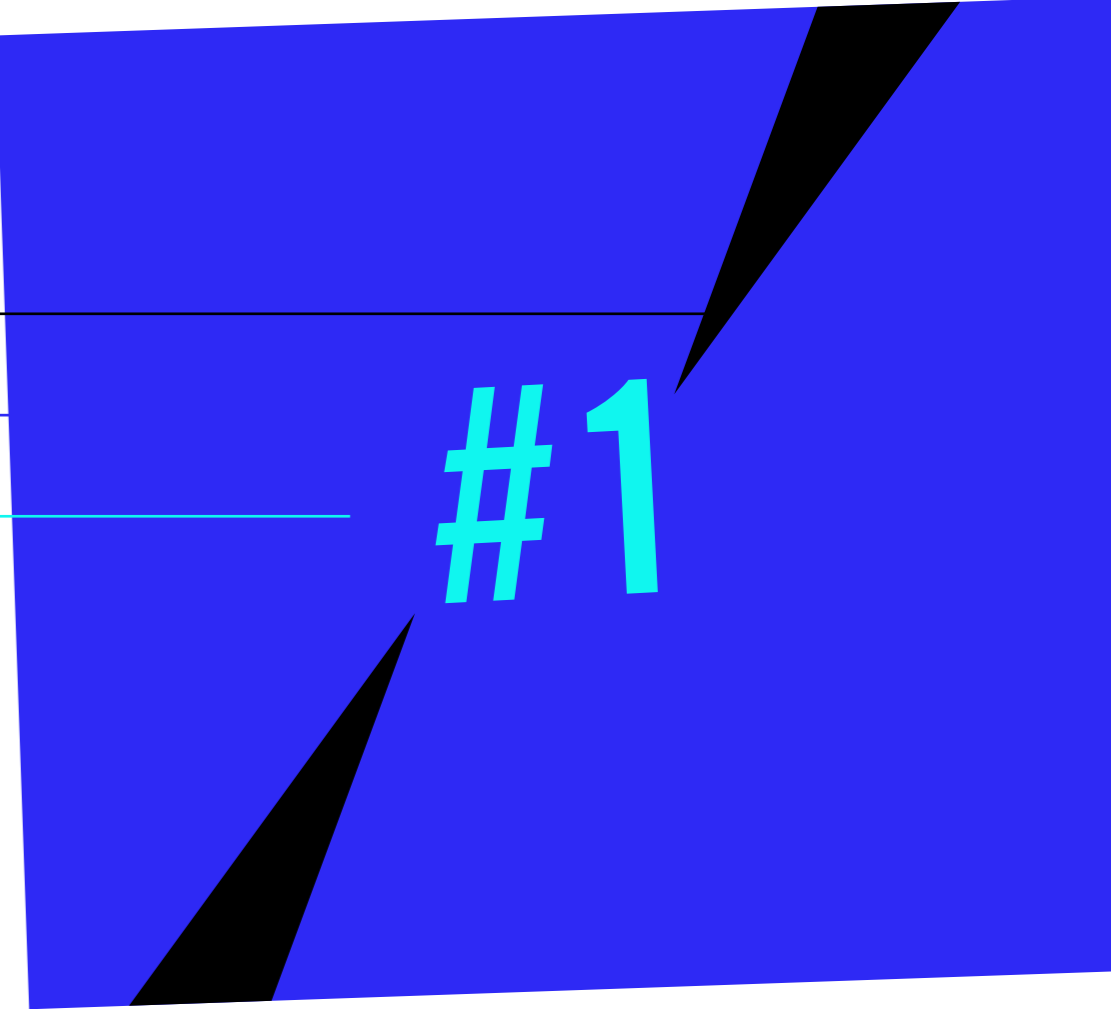
ELEMENTS COLOR



BACKGROUND COLOR



FOREGROUND COLOR



In a visual, there're usually **three components**: the foreground (the main information of the visual), the background (the environment); the elements (other decorative elements). In general, We love to make the **contrast** between the foreground, the background and the elements to make the image sharp and pops out.

We have already create 6 pre-defined color combinations (**see the left page #1-#6**). Mostly, we use #1 and #3 for our daily communications. #2 is the reverse version of #1, which can be used alternatively.

#4 are used when we want to use colorful elements in one visual - in this case, please use black as the background color. #5 and #6 are used in theme-specific communications where the theme colors are used.

TYPOGRAPHY

Typography ensures that our information is clearly conveyed and easy to read.

Aa

ALTERNATE GOTHIC NO3 D

ALTERNATE GOTHIC NO3 D

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ROBOTO BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ROBOTO REGULAR

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ROBOTO LIGHT

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TITLE

SUBTITLES

HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu arcu enim. Sed interdum laoreet nisl non laoreet. Maecenas scelerisque at magna in eleifend. Phasellus nec pretium augue, quis dignissim dui. Curabitur at efficitur orci, sed viverra lacus. Integer blandit mollis enim. Maecenas scelerisque at magna in eleifend. Phasellus nec pretium augue, quis dignissim dui. Curabitur at efficitur orci, sed viverra lacus. Integer blandit mollis enim..

Curabitur at efficitur orci, sed viverra lacus. Integer blandit mollis enim blandit mollis enim blandit mollis enim.

TITLES AND CALL OUT TEXT SHOULD ALWAYS BE IN UPPER CASE

THE SUBTITLES AND HEADERS ARE IN ROBOTO BOLD.

USING ROBOTO REGULAR FOR THE MAIN CONTENT.

TEXT IS USUALLY ALIGNED LEFT.

DON'T BE SO SERIOUS

TITLES AND CALL OUT TEXT SHOULD ALWAYS BE IN UPPER CASE.

LET'S MAKE THE LINES SHAKE

WE LIKE TO BE "NAUGHTY". SO THE BASELINE SHOULD BE SKEW.

THE ANGLE OF THE BASELINE SHOULD BE BETWEEN -3° TO $+3^{\circ}$

TIPS!

The shaking lines makes the visual more lively, which meet the brand DNA "energetic".

When using the typographic as an element in a visual (such as a social post), we always use *AlternateGothicNo.3* and we like to use it differently. See the example above how to use it in a playful way.



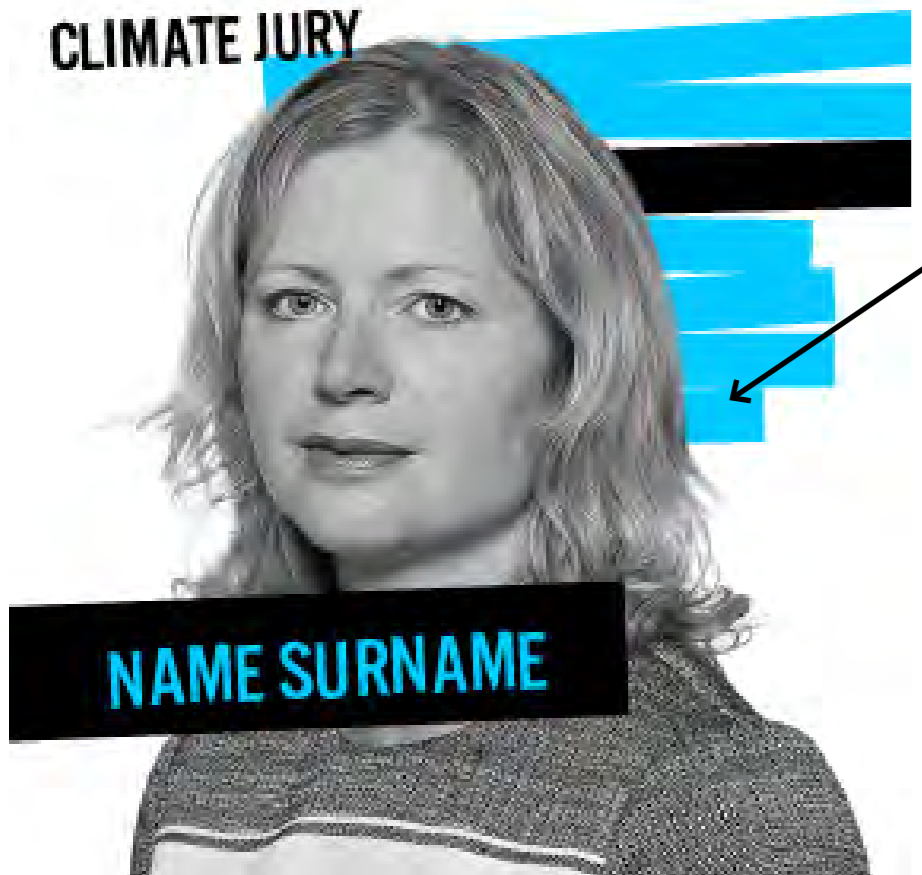
Example of using the typographic in the quote visual.



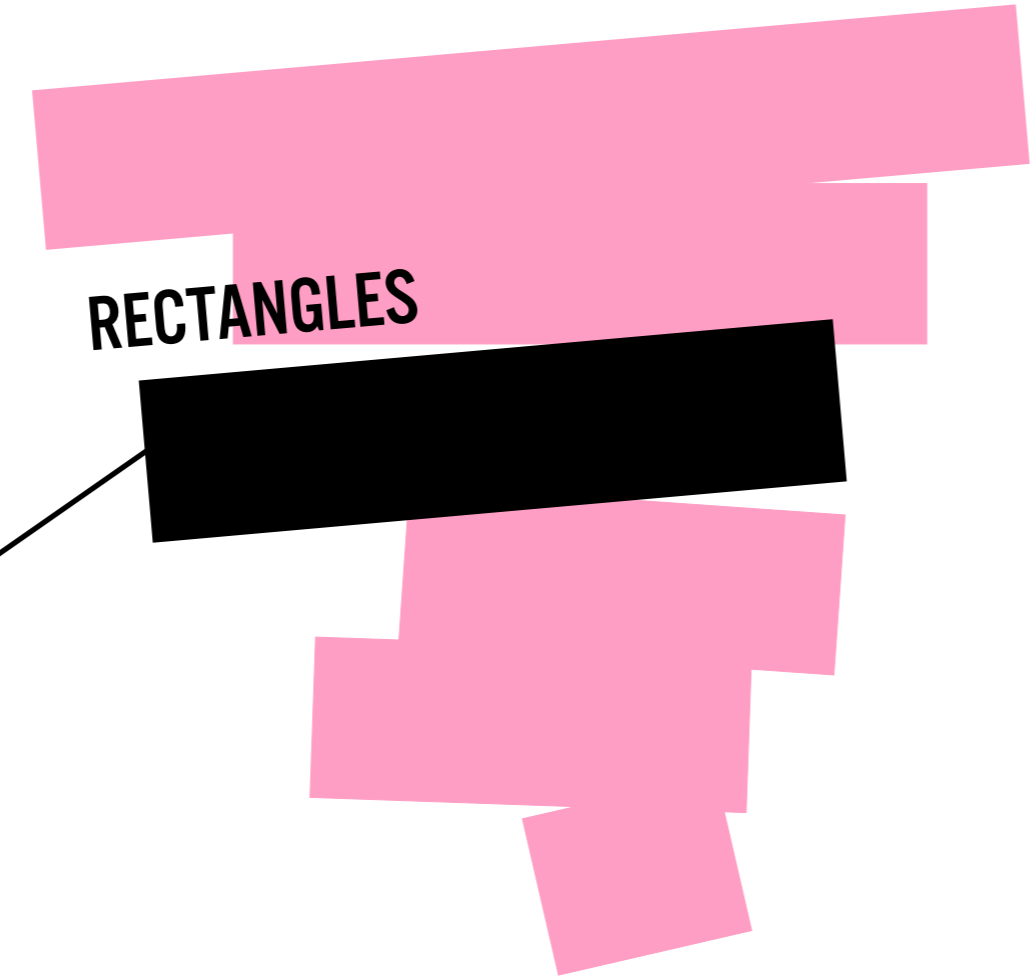
Example of using the typographic as a label in a visual.

BRAND SHAPES

Rectangles and triangles are used as our brand shapes. They are the building blocks of our visual, so feel free to play around with them.

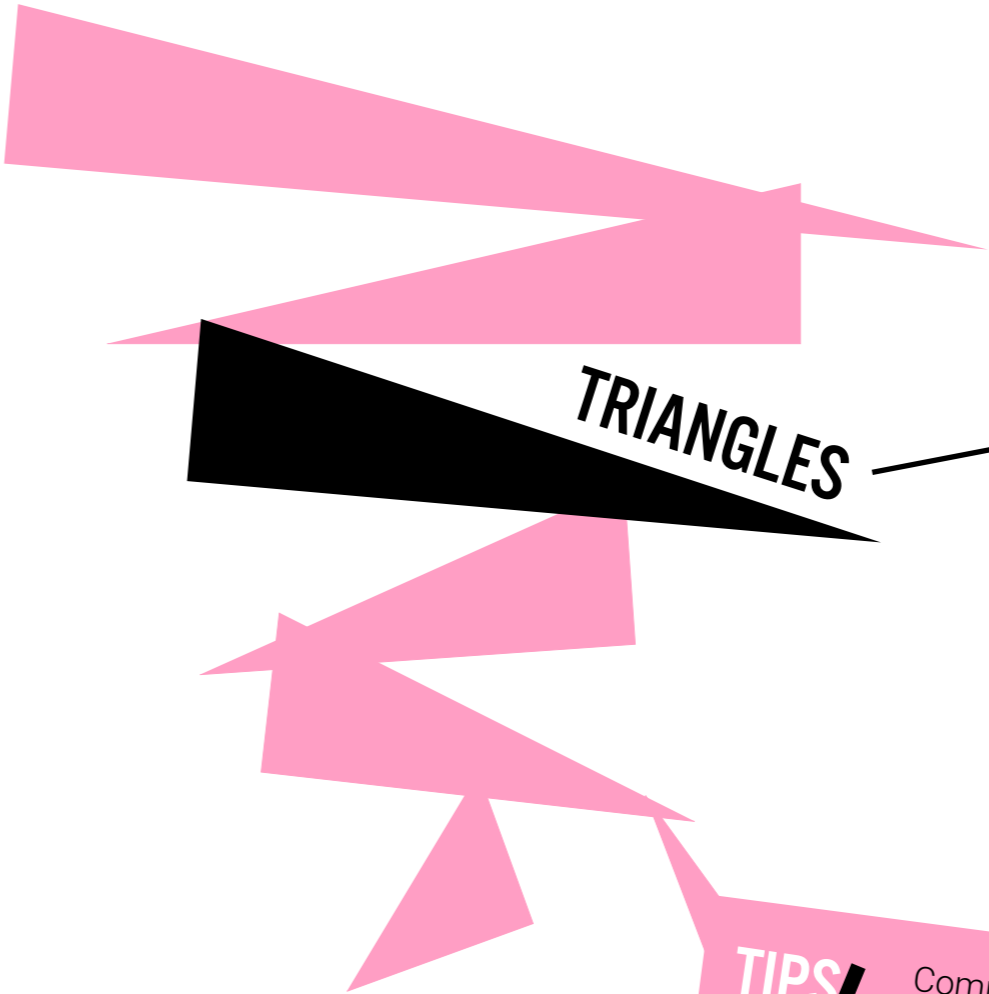


RECTANGLES



Different scales of rectangles (from flat-shape to square-shape) are usually used as the elements in a visual. In this example, the rectangle are used as the decoration on the background.

TRIANGLES



TIPS! Compared with the rectangles, triangles is really sharp and directional. Use it when you want to show the dynamics.

Triangles could be used when you want to add movement and dynamic to the visual.



PHOTOGRAPHY

Photos are always taken during our events. Here're some suggestions which could help our photographer to know what we want. An image may not provide all of the requirements. However, they should be used as a guide to help select the image that has the right values.

EVENT

Photos taken at our events should portray innovation and excitements about participation. The mood should be energetic, positive and business casual.

In order to make the visuals more attractive and dynamic, the pictures should have an unexpected but not over-exaggerated angle.

These are the aspects that should be considered for every photo:

- Action, reaction and interaction
- Showing community
- Unusual angles and points-of-view
- Context and space
- Diversity
- Strong focus
- Depth
- The rule of thirds



PART TWO - HOW WE LOOK

PORTRAIT

The personal pictures should show the role of a person in the event (participant, jury member, partner etc.). The following points have to be considered at all times:

- Intimate and authentic
- Clean and simple composition
- Soft background
- Natural look (not looking into the camera)
- Dynamic and bright
- Relevant props and environments



THEME BRANDING

Our program is divided into 8 themes. It's very important differentiate them in our online and offline communications. Here, we use three elements: theme color, theme icon and theme name to identify the themes.

8 THEMES

Theme color

The theme colors are very easy to use and recognise in different situations to identify a theme.

Theme name

All the names consist of two words and a "&" symbol. The symbol and words should be in line with each other.

& CITIES & COMMUNITIES

PART TWO - HOW WE LOOK

Theme icon

Theme icon could be used as a logo to represent the theme (normally together with the theme name in this case). It can also be used as a element in a visual. There are two versions (Black or white) to choose:



Examples of using the theme colors for social media posts.

Examples of using the theme colors, icons and names for event visuals.




SUA BRANDING


SUA is short for Scale Up Academy. It offers a series of workshops which helps innovators transfer a startup into a scaleup. For this particular, a SUA-specific logo and some branding strategies are introduced which will only be used in SUA-related communications.

LOGO
Instead of Blue Tulip Awards logo, please use SUA logo in all SUA-related communications.




COLORS

 **#2E29F5**
rgb(46,41,245)
cmyk(81,83,0,4)

 **#01A9EE**
rgb(1,169,238)
cmyk(100,29,0,7)

 **#3907A6**
rgb(57,7,166)
cmyk(66,96,0,35)

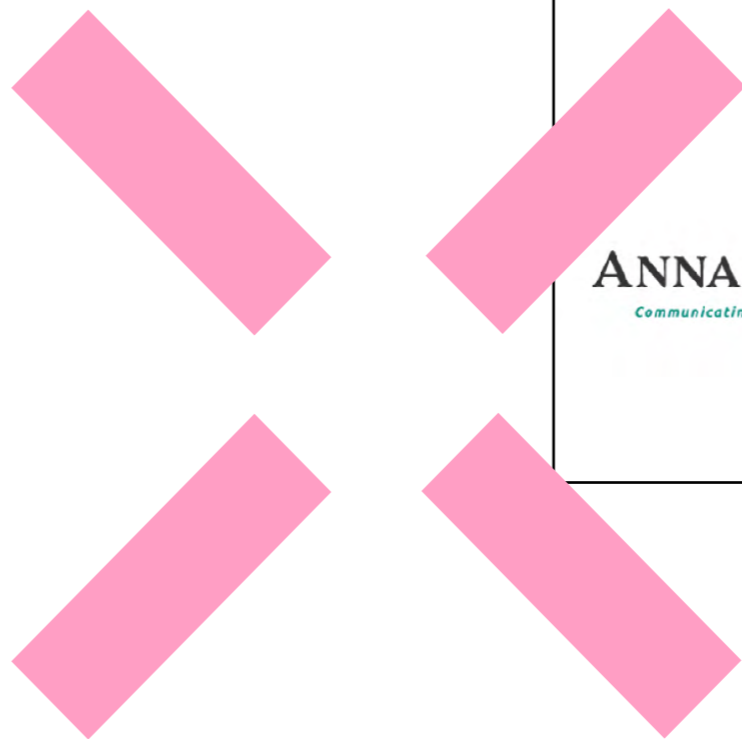
 **#212858**
rgb(33,40,88)
cmyk(63,55,0,65)

GRADIENT

 **#3907A6**
100%

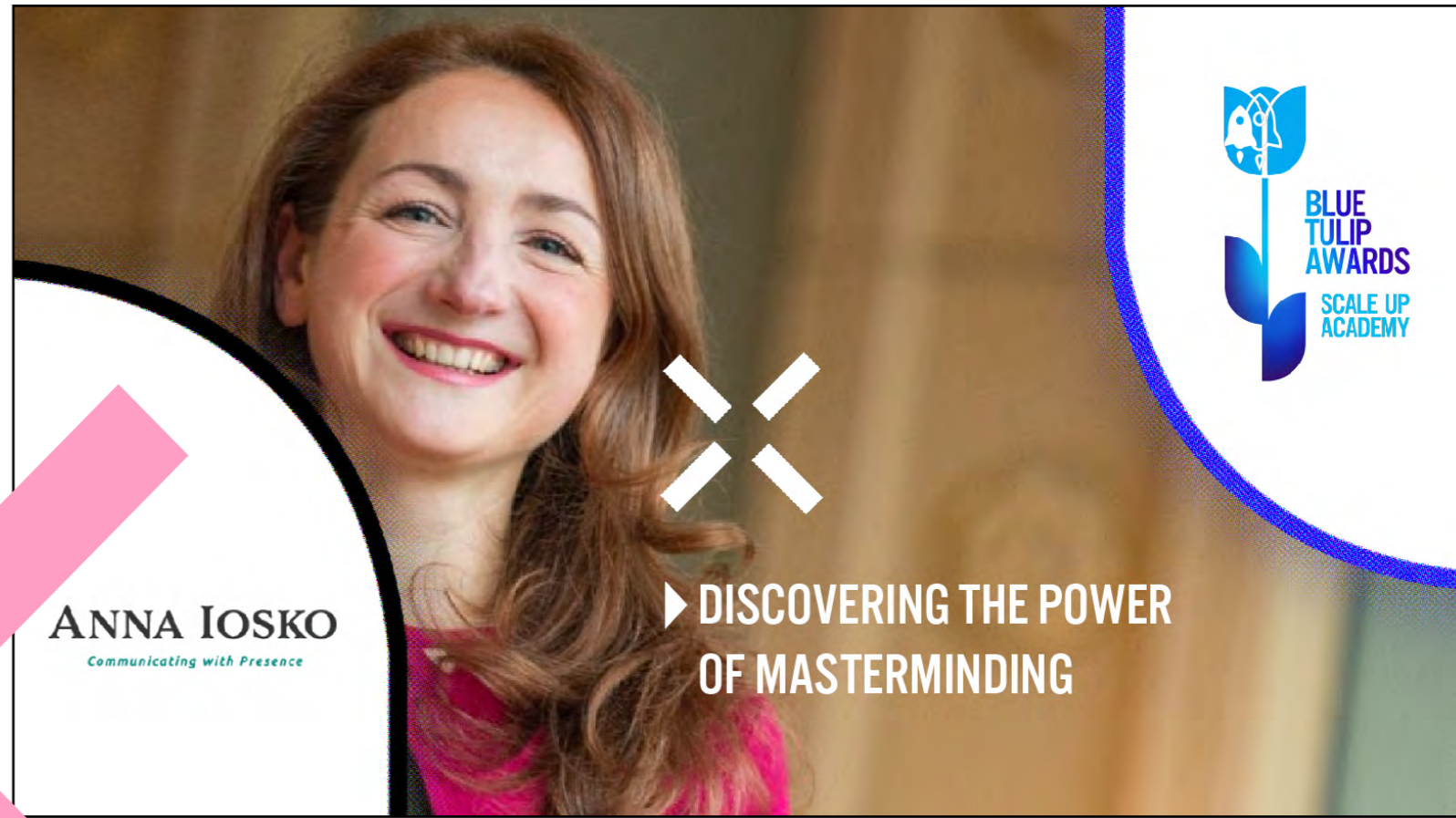
#3907A6
20%

#212858
0%



THE "X" SIGN

The SUA workshops are always co-organised with other partners. In this case, use the "x" sign in the visual to highlight the collaboration between Blue Tulip Awards and the partner brand.



PROMOTION POST

Before each of the SUA workshops, there will be a warm-up visual in which the SUA logo, the partner logo and the topic of the workshop are introduced. A picture of the speaker or the topic will be used as the background (See the example above).

HOW WE SAY?

Tone of voice

WHAT IS TONE OF VOICE?

PART THREE - HOW WE SAY

The tone of voice is not what we say, but how we say it. It's the way in which we communicate our brand DNA and tell our users how we feel about our message, and it will influence how they'll feel about our message too.

According to Kate Moran's four dimensions theory, the brand's tone of voice could be analyzed along 4 dimensions: humor, formality, respectfulness, and enthusiasm. Each of the dimension has two polars:

- ▶ **[Humor] Funny vs. serious:** Is the writer trying to be humorous? Or is the subject approached in a serious way? (Note that for our purposes, this dimension was only the attempt at humor. We didn't evaluate if the writers successfully landed their jokes.)
- ▶ **[Formality] Formal vs. casual:** Is the writing formal? Informal? Casual? (Note that casual and conversational are not necessarily synonymous, but they do often appear together.)
- ▶ **[Respectfulness] Respectful vs. irreverent:** Does the writer approach the subject in a respectful way? Or does she take an irreverent approach? (In practice, most irreverent tones are irreverent about the subject matter, in an effort to set the brand apart from competitors. They are not usually intentionally irreverent or offensive to the reader.)
- ▶ **[Enthusiasm] Enthusiastic vs. matter-of-fact:** Does the writer seem to be enthusiastic about the subject? Is the organization excited about the service or product, or the information it conveys? Or is the writing dry and matter-of-fact?

OUR TONE OF VOICE

We don't want to sound like a "formal" businessman. Instead, we are there to support our audiences like a friend. Be casual and be friendly!

- ✗ **Too formal:** "The first official event of Blue Tulip Awards - Class of 2020 ended successfully on January 9. It was an significant moment for all the participants."
- ✓ **Casual and friendly:** "Time flies when you're having fun! Our Class of 2020 event on January 9 marked the first official milestone of our participants."

Like our our audiences who are enthusiastic about innovations, we are also enthusiastic about what we are doing. Show this enthusiastic in our words.

- ✗ **Only matter of facts:** "The Blue Tulip Awards program is still going on. Go and check our next Scale Up Academy workshop."
- ✓ **Enthusiastic:** "The Blue Tulip Awards program never stops! Are you ready for our next Scale Up Academy workshop?"



Rather than trying to make the audiences laugh, we want to inform the audiences in a clear and serious way without those cheesy jokes.

- ✗ **Too funny:** "What did you do!? You broke it! (Just kidding. We're experiencing a problem on our end.)"
- ✓ **Clear and serious:** "Oops! We're sorry, but we're experiencing a problem on our end."

Be respectful to others, even to our competitors!

- ✗ **Too irreverent:** "Here we are, the no.1 innovation program in the Netherlands. Don't hesitate, check the link and join us now!"
- ✓ **Respectful:** "Are you the game-changer we are looking for? Learn about the Blue Tulip Awards 2020 program and register using the link!"

LANGUAGE USE

"We" or "you":

Try to use less 'we' language and sentences more directed towards the audience:

✘ "We" language: "We can't wait to meet you and fellow innovators during this event"

✔ "You" language: "You will soon meet other innovators during the event"

Startups

The word 'startups' should be used in this way, all in lowercase and no dash in between. Incorrect ways of presenting this word would be:

- ✘ Start-ups
- ✘ StartUps
- ✘ Start-Ups

Competition Stages:

When referring to the competition stages, we use the following:

- ✔ Quarterfinals
- ✔ Semifinals
- ✔ Finals

When referring to innovators belonging to each stage, we use the following:

- ✔ Quarterfinalists
- ✔ Semifinalists
- ✔ Finalists

Dates

Based on the Accenture Style Guide, dates should be presented as follows:

- ✔ April 25
- ✔ October 2020
- ✔ anuary 13, 2020

This means that you need to spell out all months, to avoid confusion.

When a phrase refers to a month, day, and year, set off the year with a comma. For example:

On January 13, 2020, we will announce the names of the winners.

When a phrase lists only a month and year, do not separate the month and year with a comma. For example:

Registrations open September 2019 so do keep your eyes on a lookout for that.

When a date doesn't end a sentence, use a comma after the year too. For example:

On September 2019, we will open registrations.

Commonly used phrases

- Shaping the future
- Changing the game
- Pushing the limit
- Reimagined. Redesigned.
- Ecosystem
- Build powerful collaborations
- Accelerate innovators
- Drive breakthrough innovations
- Disrupt the industry
- It's blue tulip season
- Can you make the impossible, possible?

WORDS WE LIKE

COLLABORATE

INSPIRING

IMPACT

ECO-SYSTEM

CHALLENGE

CURIOUS

WORDS WE DON'T LIKE

NETWORK

MINIMALISM

MONOPLY

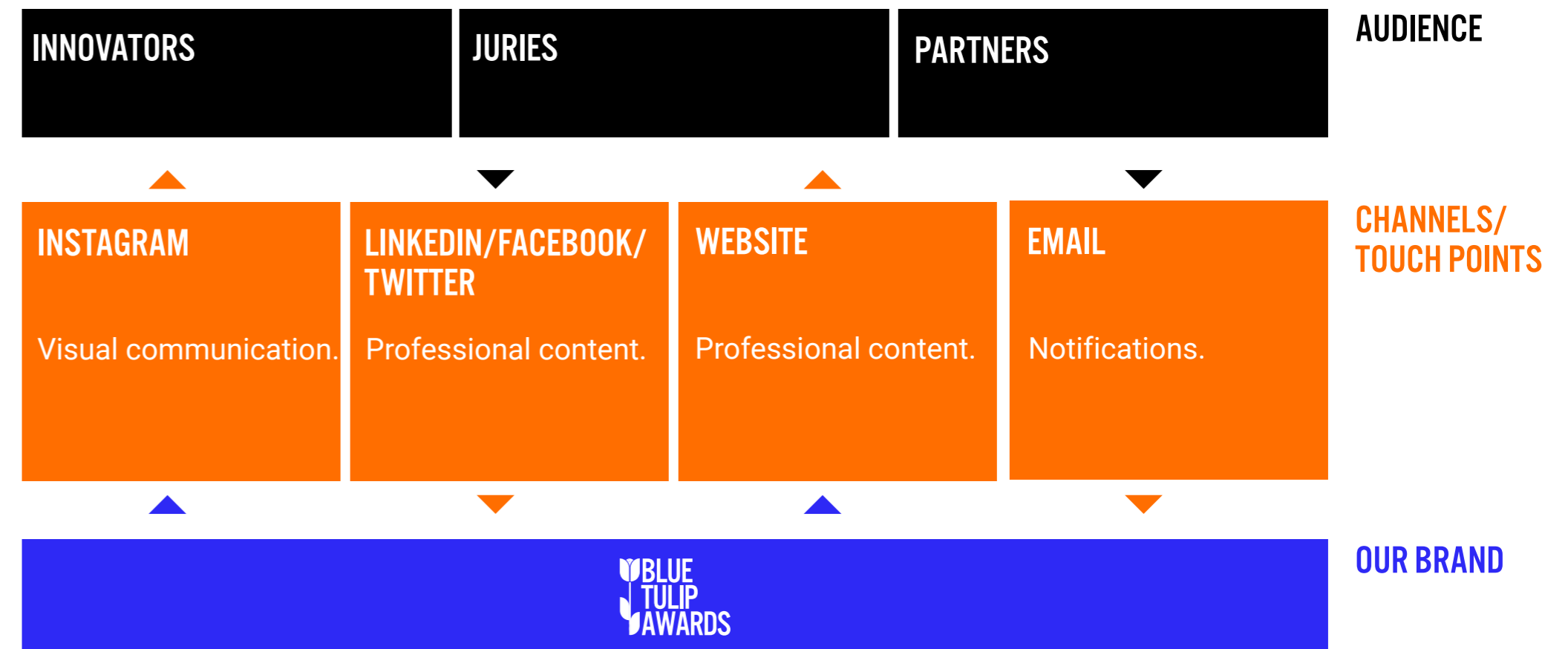
RULES

WHERE TO FIND US

Our channels
 Instagram
 LinkedIn/Twitter/Facebook
 Website
 Email

OUR CHANNELS

Our audience could find & contact with our brand via four channels: Instagram, LinkedIn/Facebook/Twitter, website, and emails. In general, all the channels need to follow the visual and language guidelines in the previous chapters. However, different channels has different targets and focuses. Thus, some special requirements towards each of the channel will be introduced in this chapter.



INSTAGRAM

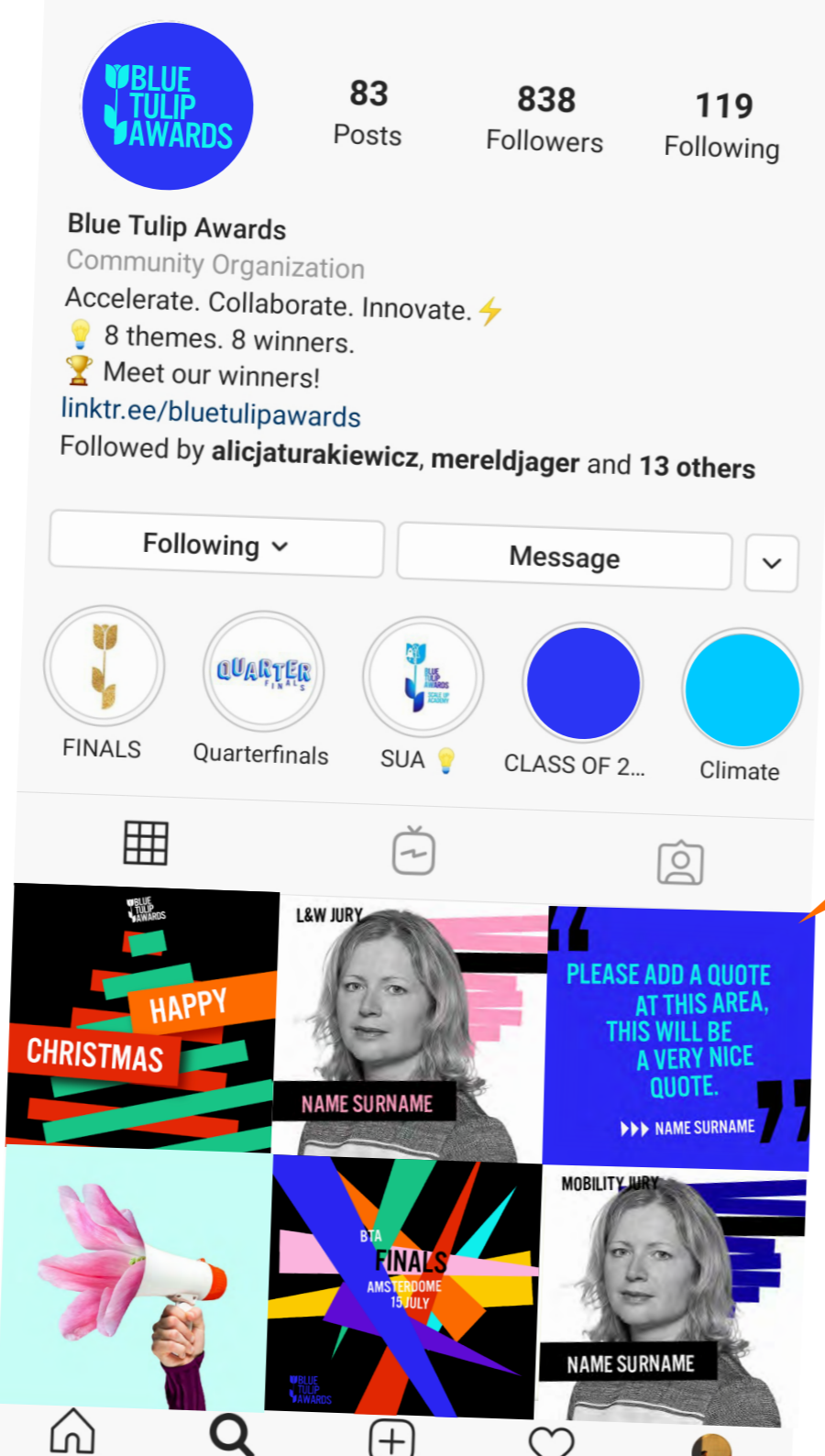
Our instagram is like a showroom for our brand. We try to use different colors from our color palette to make it more lively and energetic. Here, you can apply more creative ideas than the other channels. Enjoy and play around with the shapes and colors!

WHY WE USE INSTAGRAM

- For younger audiences.
- For mobile phone lovers.
- Quick communications. (Instagram stories)
- Flexible and trendy.
- Visual-oriented.
- It could work as a test field for new marketing ideas.

WHAT WE POST ON INSTAGRAM

- People's post:** jury post; presentor post; winner post
- Quote post:** innovation quote; previous winner quote
- Mood post**
- Event post:** location post; live post; instagram stories
- Special days:** holidays; theme days;
- Stories:** dilemma vote; event stories;



TIPS!

Please try to make square visuals for instagram posts. The optimal size is **1080 x 1080 px.**

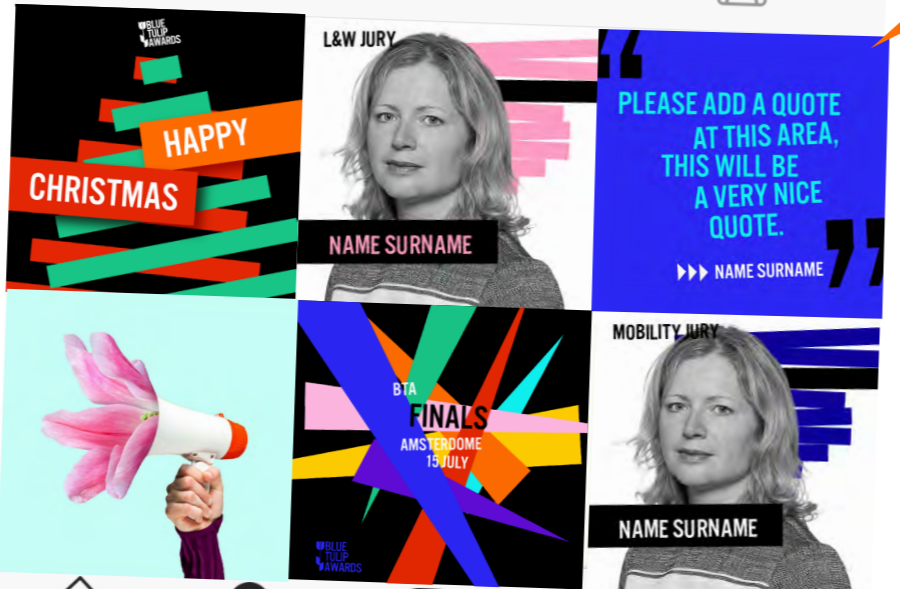


PEOPLE'S POSTS

The name of the person should be in "NAME SURNAME" format and write on a black rectangle

The pictures of the person should be in black and white and the person should always face the camera.

If the people's post is theme-related, then use the theme-specific colors in the visual (theme-specific color board #6)



SPECIAL DAY POSTS

In some special days such as Christmas Eve, we always like to post a special visual to celebrate the moment with our audiences. As a designer, you have much freedom to create a beautiful & unique visual for the day! The only rule is trying to use the brand elements (brand shapes and colors) to reflect the theme of the day!

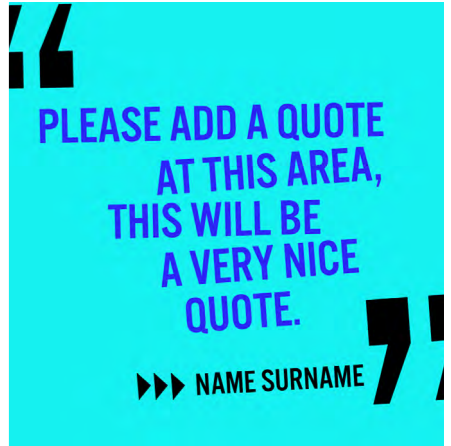
Use color board #3 or #6 (theme-specific)

Use the "" sign to show it's a quote!



QUOTE POSTS

Follow the guideline of typography.



LINKEDIN/TWITTER/FACEBOOK

Linkedin, twitter and facebook are the channels where we inform our audience with the latest news of Blue Tulip Awards. Usually, we post the same content across these three channels.

WHY WE USE THEM

- For all age groups.
- For different kind of devices.
- Interact with audiences. (Comment and re-share)
- Content-oriented.
- Professional information.

WHAT WE POST THERE

- People post:** jury post; presentor post; winner post,
- SUA-related:** SUA promotion post; recap post
- Event-related:** event promotion post;
- Theme-related:** SC banner; Top 50, etc.

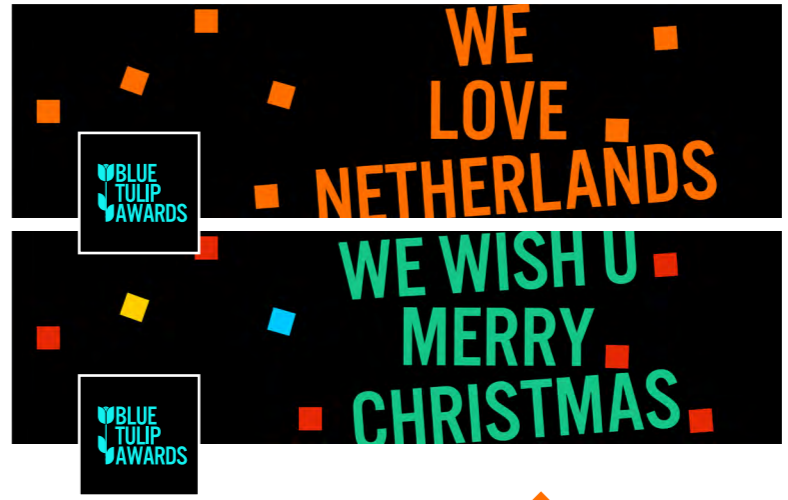


TIPS! Usually the size of the visuals on these channels is **1920 x 1080 px**. But always check before designing.



People's post - With quote

Similar with the people's post on instagram, the person here should also be in black and white, facing the camera. Quote could be added on the white space next to the person. The label would be added on the left-bottom corner.



Social media headers - special days

Social media headers - regular

Headers are good way to visually represent our brand and offer yet another way to showcase our brand. We have 3 regular headers (black, blue and light blue) used on a regular basis. In some special days, the header could be changed into a special-day edition to celebrate the moment and also show the dynamics of the brand.



Article visual

When we share an article, a visual need to be created as the cover. Normally, we like to search for a stock photo which tells the topic. Labels could be added on the left-up corner of the picture.



People's post - multiple people

In some special days such as Christmas Eve, we always like to post a special visual to celebrate the moment with our audiences. As a designer, you have much freedom to create a beautiful.

WEBSITE



**(To be decided with an external
website design agency)**

EMAIL

We use email to have one-to-one communication with the audience. Each of our audience will received personalized information that they need for the program.

WHY WE USE EMAIL

- One-to-one communication
- Personalized information about the events
- All-age groups
- Build up personal connections
- Link to our website & other channels

WHAT WE SEND THERE

- Event invitation email
- Know before you go (event notifications)
- Announcement email
- Theme-related communications



TITLE HERE

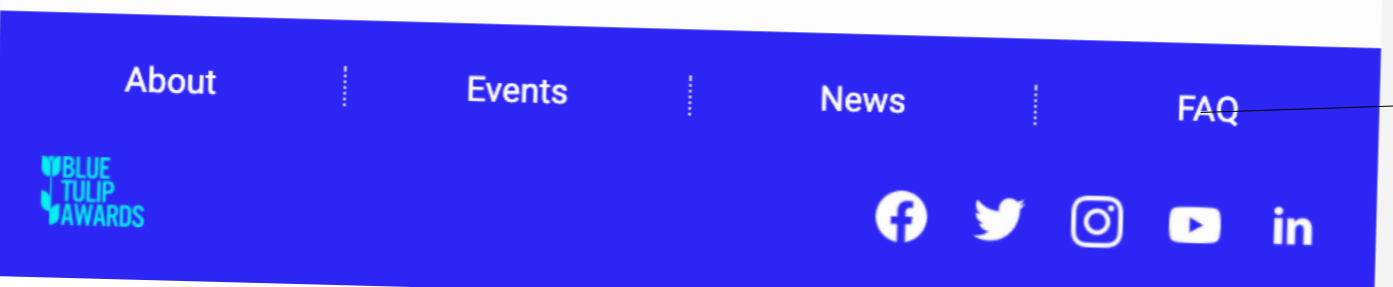
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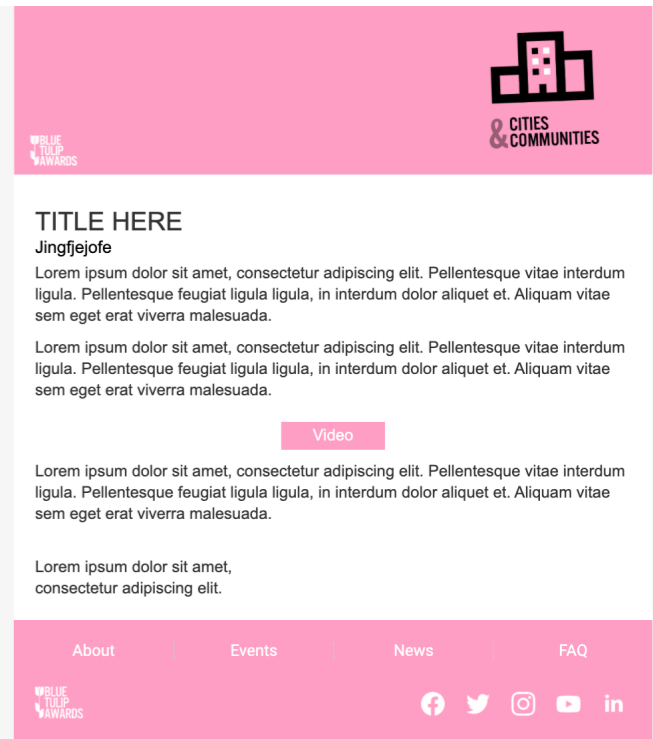
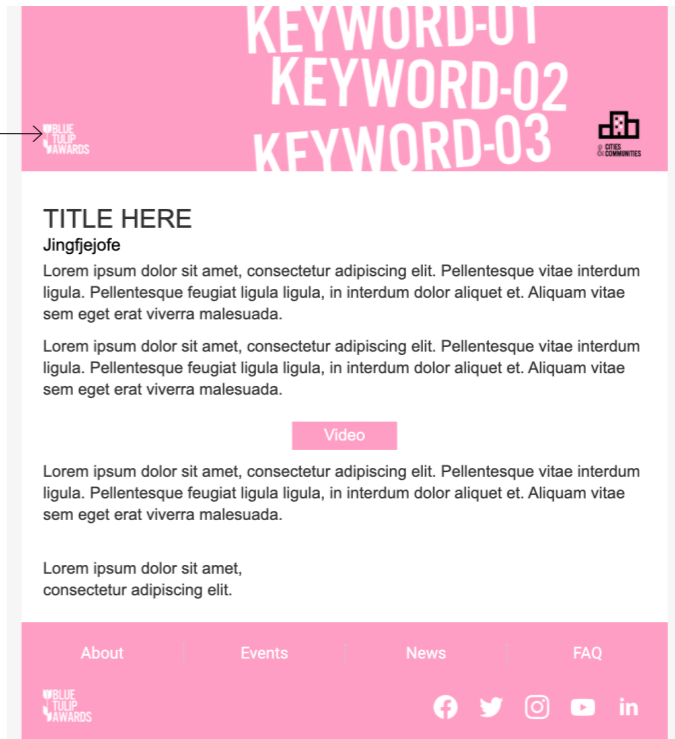


TIPS!

600 x 160

The size of the email header is 600 x 160 px.

Video



Theme-specific email ▲

The color of the email could be adjusted according to why & who you send the email. If the email is about the Blue Tulip Awards in general, please use the generic blue & light blue for the header and footer. If the email is theme-related, please use the theme-specific color and headers. See the example above.

Button

Use the button to link to a video, article or other external links.

Footer

The footer should be in the same color as the header. Please remember to add the hyperlinks towards our website and different social media channels in the footer. Use online platform (e.g. Stripo) to make the email templates.

HOW TO USE THIS BOOK

You can always find your own ways to use this brand book and play with rules. However, if you really have no clue sometimes, hereby we find a process for you to follow:

- ▶ **BRIEF**
 1. Ask for clear & detailed requirements:
 2. Decide the visual type.
 3. Write down keywords about the brand.
 4. Write down associations about the task.
 5. Write the story of the visual.
- ▶ **IDEATE**
- ▶ **DESIGN**
 6. Visualize the story
 7. Decide the color
 8. Add the text
 9. Add the logo
- ▶ **VALIDATION**
 10. Final check all the requirements.

Make sure you are clear about the following requirements:

- Key message
- Measurement/Size
- Channel
- Required text

If there's a template:

- People's visual
- Quote visual

Then go to step 7.

If there's no template:

- Promotion visual
- Event visual
- Special day visual

Then go to step 3

Go to **Chapter 1** to read **the slogan, the brand DNA and the mood board.** Try to write down keywords from the materials as the first half part of the input.

Come up with as much associations as possible from the **key message defined in step 1.**

Try to **connect 2-3 words** from both step 3 & 4. Write **a short story** with the keywords. This will be used as the "script" for the design phase.

Tell the story with visual languages. Try to use the elements from **"brand shape" and "theme branding" (in Chapter 2)** to form up the visual.

Go to **Chapter 2** and read **"colors" "how shall we use the colors"**. Decide the color based on the type of the visual. You can also choose from the pre-defined color combinations #1-6.

If there's text in the visual, check the instructions from the **"typography"** part. For the copy writing of the verbal content, read the **Chapter 3** about our tone of voice.

If you need to add a logo in the visual, go to **Chapter 2** and read the instructions from **"core logos" "alternative logos" "don't bully our logos"**

Once the visual is finished, please double check it with all the requirements from Chapter 2,3 and 4. Revise the visual if it failed to meet any requirement from the brand book.

Example: -----

