



Brand Guidelines

## logo.

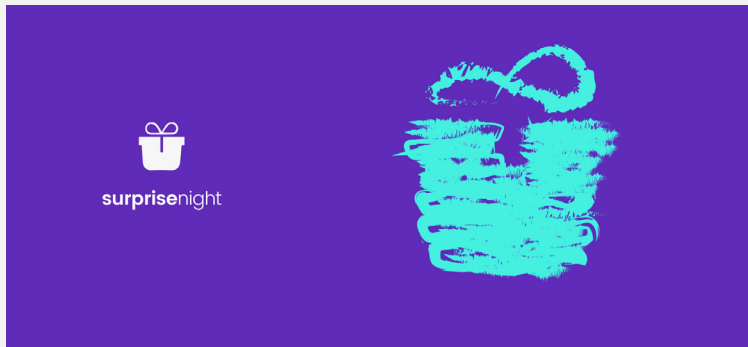
The logo is young and modern and thanks to the font weight differences easy to read. The logo is not limited to a single form, but can be placed in different ways in relation to different content.



surprisenight



surprisenight



The logo does not only have to be used in the fixed form, but can also be used separately and with all the predefined colors from the color palette.



## typography.

Hallmark has been restyled in 2018, where Poppins was chosen as the main font. Poppins is popular, young and easy to read and therefore adopted. Based on research by Google Fonts, Open Sans is added as best modern, Sans Serif, complementary secundair font.

# Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

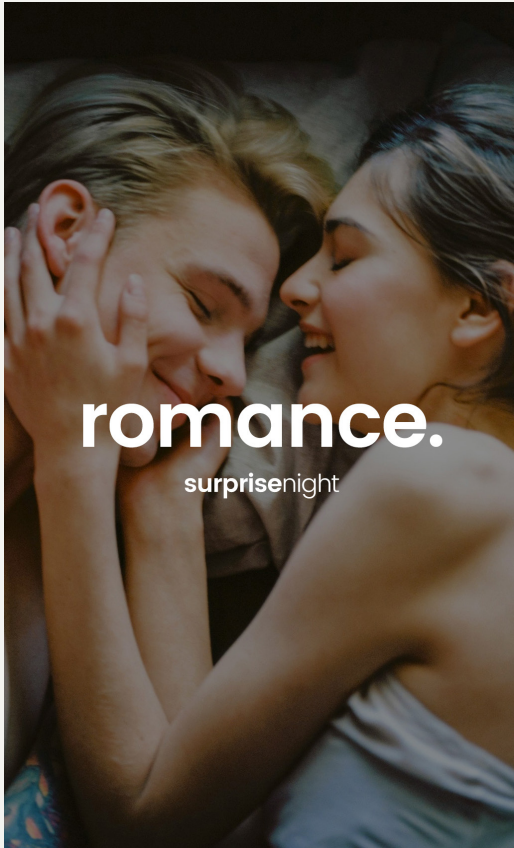
1234567890!@#\$%^&\*()\_+=":?><

**Poppins will be used for headers**

**words.**

**In lowercase and UPPERCASE**

**SemiBold** and light can be used in the same sentence



# Bringing the feeling of the first date back



Words are lowercase and followed by a dot. Phrases can either start with a capital letter or be written in capitals and do not end with a dot.

Open Sans en Poppins are both free fonts, which could be downloaded and easily implemented online. Therefore no additional licenses have to be purchased.

# Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

Open Sans regular will be used as paragraph font. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse congue laoreet erat, non commodo ligula pellentesque eu. Sed varius suscipit nunc, ac imperdiet eros dapibus at. Etiam ultrices sapien justo, quis ultricies lacus cursus non. Vivamus fringilla quam lacinia rhoncus vehicula. Vestibulum ornare justo lorem, gravida ornare purus gravida mattis.

PASTEL GREEN BRIGHT SUN  
TURQUISE ELM PURPLE HEART  
PERSIMMON PASTEL GREEN  
BRIGHT SUN TURQUISE ELM  
PURPLE HEART PERSIMMON  
PASTEL GREEN BRIGHT SUN  
TURQUISE ELM PURPLE HEART  
PERSIMMON PASTEL GREEN  
BRIGHT SUN TURQUISE ELM  
PURPLE HEART PERSIMMON  
PASTEL GREEN BRIGHT SUN  
TURQUISE ELM PURPLE HEART  
PERSIMMON PASTEL GREEN  
BRIGHT SUN TURQUISE ELM  
PURPLE HEART PERSIMMON  
PASTEL GREEN BRIGHT SUN  
TURQUISE ELM PURPLE HEART  
PERSIMMON PASTEL GREEN

## colors.

The colors are the result of making the current Hallmark colors brighter. The colors can be combined well, are modern and stand out.





**Purple Heart**  
#602BB8



**Persimmon**  
#FF7351



**Pastel Green**  
#6FE697



**Bright Sun**  
#FFCA42



**Turquoise**  
#45F0E1



**Elm**  
#1B636A



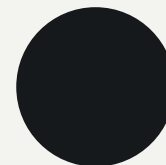
**Off White**  
#F7F6F3



**Light Gray**  
#E5E5E5



**Gray**  
#808080



**Black**  
#222222

## boxes.

The date boxes must radiate cheerfulness and quality. The back of the boxes is inspired by the successful Tony Chocology chocolate bars.

# de nacht wacht.

UITPAKKEN MAAR!

## we bring #romance back

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[www.surpriseight.nl](http://www.surpriseight.nl)  
010-123456789

Een initiatief van Hallmark

# ik hou van je doos.

UITPAKKEN MAAR!

# liefde gaat door de maag.

UITPAKKEN MAAR!

**we bring  
#romance back**

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Een initiatief van Hallmark

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**we bring  
#romance back**

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010-123456789

Een initiatief van Hallmark

 surprisenight

# read me first

Ik ben de IKEA-handleiding van je date en je dankt wel even zonder mij te kunnen. Maar na 10 minuten sta je met een half kastje en gillende ruzie en besef je dat ik toch wel essentieel ben.

Lees mij dus eerst.



cocktail themed  
date idea

## YOU NEED

- > vieze kleding
- > 15 uur de tijd
- > optioneel een flesje wijn

zin in?

## de bah-vieze handen-opdracht

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### vraag 1

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### vraag 2

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## there we go

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tips!

- > Lorem ipsum dolor sit amet
- > Lorem ipsum dolor sit amet

## guides.

The guide is the essential part of the boxes and that is why quality is most important. The design contains all characteristics of the brand as typography and symbols. The colors are coherent with the design of the specific box.

## assets.

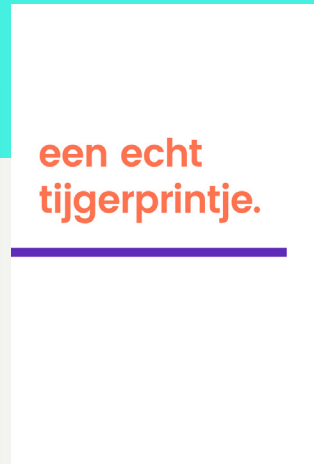
In addition to the boxes and guides, all assets such as game cards, spotify codes, score lists and question cards are designed in the same brand style.

**de antwoorden**  
BU TWUFEL ALTUD C

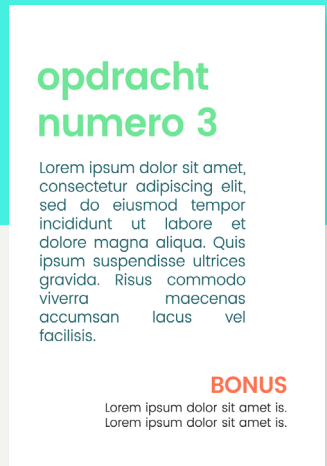
	voor jezelf		voor die ander
vraag 1	_____		vraag 1 _____
	_____		
vraag 2	_____		vraag 2 _____
	_____		
vraag 3	_____		vraag 3 _____
	_____		
vraag 4	_____		vraag 4 _____
	_____		



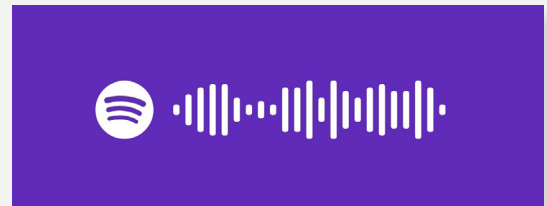
answer sheet



game card

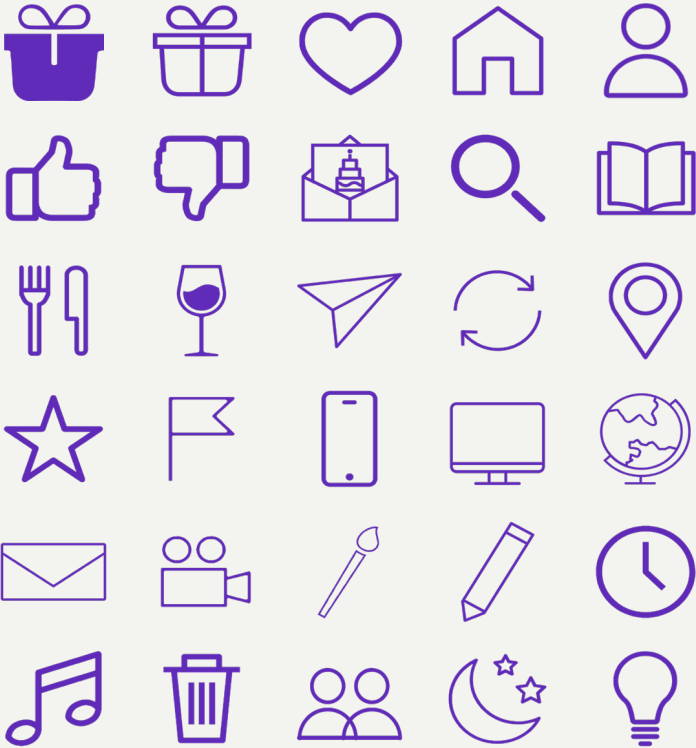


challenge card



Spotify code card

symbols.





# geef datenight weer prioriteit

Verras je geliefde met een verrassende, originele date die helemaal bij jullie past. Wij bezorgen jullie quality time thuis in een doosje.

shake it  
shake it

UITPAKKEN MAAKT

## Yess, dit zijn nog is #couple-goals

Vergeet dat eeuwige bankhangen of het altijd gaan naar hetzelfde restaurant om de hoek. Wij zorgen voor nieuwe dates, origineel, anders en een beetje out-of-the-comfort-zone.

## Een 200% het-past-bij- jullie garantie

Ieder stol is anders, dus waarom zouden dates voor iedereen hetzelfde zijn? Onzin natuurlijk, dus verzinnen wij een date die bij perfect bij jullie past.

## Het is echt easy peasy lemon squeezey

Jij geeft aan het begin van de maand aan wanneer je onze date-does wilt hebben, en je hoeft niet na te denken, je gaat zorgen te maken, want hé wij regelen het!

## Klaar om volledig surprised te worden?

Wij hebben best wel crazy date-ideeën, die iets verder gaan dan alleen een wijntje drinken. En wij zijn ready om jullie die te laten beloven, simpel geleverd in een doosje.

ChangeThis





## website.

The website *suprisenight.nl* contains in addition to all core brand elements also a lot of movement. This is to emphasize the surprising effect.


## hints.

The hints have to stand out among the many other text messages consumer receive. They should be as striking as possible.





bringing the  
**tears of  
laughter**  
back <3

 surprisenight

 **surprisenight**