



**YOU SNOOZE  
YOU LOSE**



# PREFACE

Since the very beginning of language itself, sayings such as “the early bird catches the worm” have been around. Staying ahead is a basic biological instinct and essential to evolution. Facing the fact that things change and there’s no stopping the future has been a challenge that every living species has been presented with, forcing them to either adapt or die out.

Throughout history, the most forward thinking minds, have risen up to this challenge to break through the borders of habit and push mankind further. While some people may have been ahead of their time and weren’t always appreciated for their efforts, we owe many things we take for granted to them.

At 8:55AM, we as young professionals stand at the very beginning of our professional lives in a world that has never been as fast and ever changing as it is today. What we know today will become history in a blink of an eye. We realise that there is no stopping the future and choose to embrace it and stay ahead of our time.

Written in the fabric of our being is our slogan “You Snooze, You lose”. There’s no time to lose, and no time for familiar or conventional. We see trends as opportunities, not threats, and welcome them with open arms.



**TOM SEINSTR**  
PROJECT OWNER

# INDEX

<b>COMPANY</b>	<b>5</b>
<b>MISSION</b>	<b>6</b>
<b>VISION</b>	<b>9</b>
<b>ORGANISATION</b>	<b>10</b>
<b>ASSIGNMENTS</b>	<b>11</b>
<b>BRANDING GUIDELINES</b>	<b>12</b>
<b>LOGO</b>	<b>14</b>
<b>FONTS</b>	<b>16</b>
<b>PRESENTATION GUIDELINES</b>	<b>19</b>
<b>COLORS</b>	<b>20</b>
<b>IMAGES</b>	<b>22</b>



08:55AM is a media company that follows the newest trends to create fitting products for every assignment. We are always ahead of the competition by being punctual and future driven.

08:55AM was founded in the beginning of 2018 by 19 motivated students from all corners of the globe. We each bring our own respected talents and views to the table, but serve a common goal. The company is based in the bustling centre of Eindhoven, one of the most technologically advanced cities in Europe.

Our daily routine consists of a stand-up at 08:55AM where all projects are discussed in their respective teams. We are a very agile team, we drift between the projects, and we shift resources to where it's most needed. With this method we always give all projects the full attention they deserve, resulting in products always being delivered on time.

If you are interested in knowing more about us, please visit our office at the beautiful Obelisk for an inspiring conversation over a nice cup of coffee.



**DAAN KUHLMANN**  
CEO

# MISSION

ANY METHOD

We are a young and diverse company of knowledge hungry students from all corners of the globe with different talents and perspectives. 8:55AM is the centre where all these talents and perspectives meet to form one common purpose:

KEEPING OUR CLIENTS AHEAD OF THE  
**FUTURE** BY TRANSFORMING TRENDS INTO  
SOLUTIONS. ”

OUR MISSION

By anticipating societal trends and applying innovation and technology individually and adaptively to each of our clients, we can help them embrace and stay ahead of the future in a way that fits their identity and purpose.



Backlog

To do

In progress

JBH

Refine/  
expand  
@coggle

Research  
German  
hospital  
AUS

Read the  
previous  
research  
from Aise  
AW

JBH  
Research

Project  
document  
(PID)  
AW

Research  
target  
audience  
FD

Find  
and  
report





08:55 AM's future is one where self development and innovation are encouraged and nurtured in all facets of society. Where individuals and institutions alike can apply any and all technology and knowledge at hand to enhance and enrich themselves and serve their desired purpose.

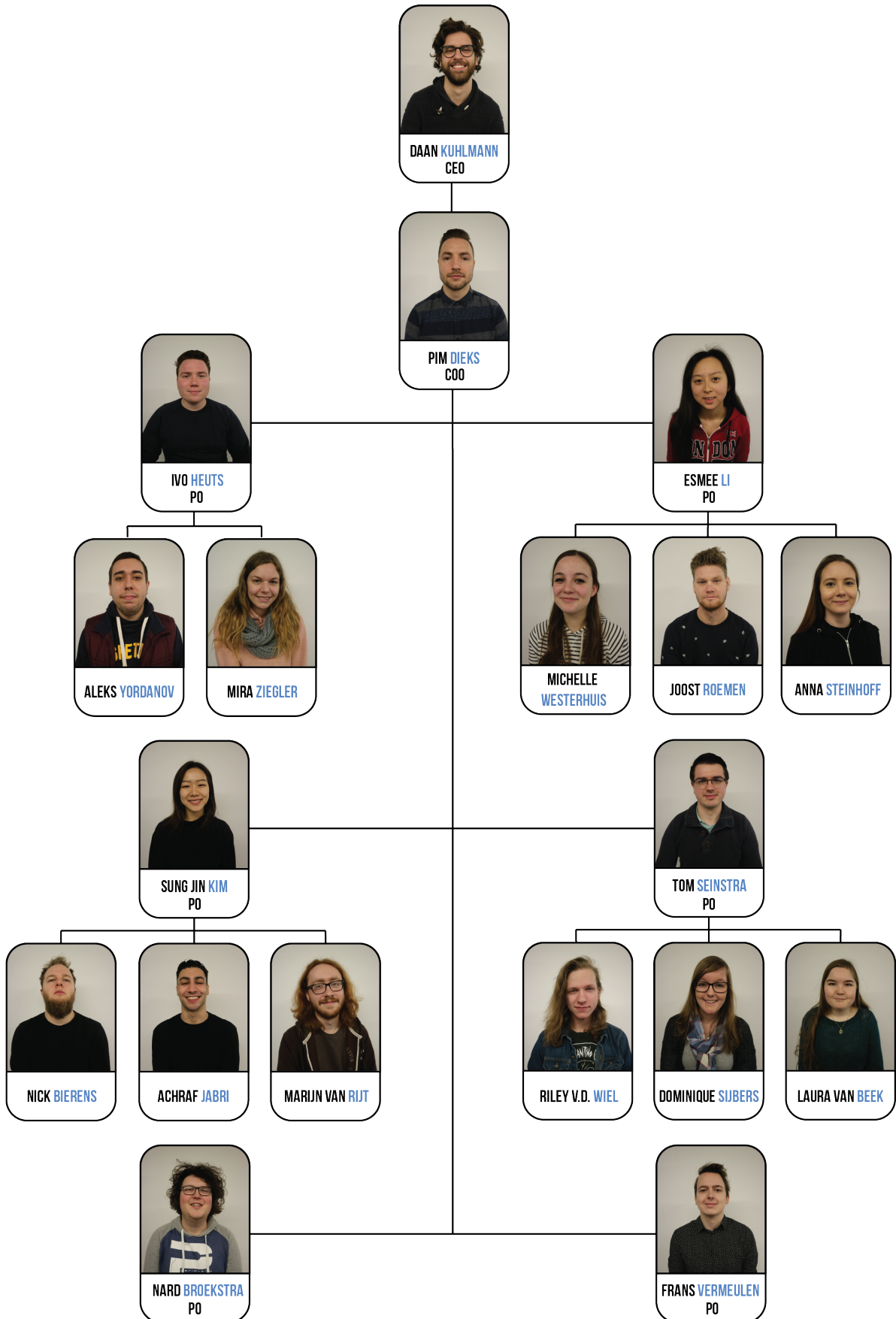
A **FUTURE-PROOF** SOCIETY THAT  
EMBRACES AND NURTURES SELF (RE) DEVELOPMENT AND **INNOVATION** FROM A PERSONAL TO INSTITUTIONAL SCALE. ”

**OUR VISION**

In this society it should be practically impossible to stay behind and become archaic as there is always a way forward.

# ORGANISATION

TAKE YOUR TIME



# ASSIGNMENTS

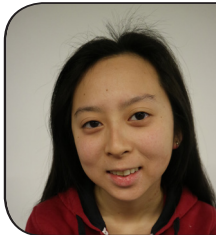
TAKE YOUR TIME



## TTTT

"TTTT is a company that analyses people and their talents by doing their so-called "me-scan"

NARD BROEKSTRA, PO TTTT-PROJECT



## JEROEN BOSCH HOSPITAL

"Creating a safe environment for the children without the stressful and scared feelings."

ESMÉE LI, PO JEROEN BOSCH HOSPITAL-TEAM



## PEERVIEW

"The tool that will lead performance assessments into the 21st century. Improve the whole visual package and show this educational diamond to the world."

IVO HEUTS, PO PEERVIEW-TEAM



## KEMBIT

"Creating an intuitive bridge between professionals in a near range environment."

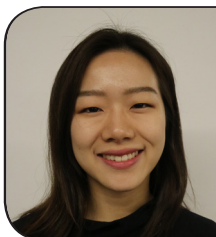
FRANS VERMEULEN, PO KEMBIT-PROJECT



## TILBURG LIBRARY

"Transforming the library experience for the library of tomorrow, where knowledge meets knowledge and connections are made."

TOM SEINSTRÁ, PO TILBURG LIBRARY-TEAM



## GOLDEN EGG CHALLENGE

"Our goal is to add value to the egg. Show people why our eggs are worth the price."

SUNG JIN KIM, PO GOLDEN EGG CHALLENGE-TEAM

# BRANDING GUIDELINES

DOING IT THE 08:55AM WAY





L4  
SUIKI  
Kalkkivi  
Sipula

POU  
EGBE  
AROMA VAN  
MOCC

# LOGO

The logo is one of the most important things of a company. It's the thing that is most recognisable by our clients in the communication.



## MAIN LOGO

Our main logo always has the same color. On a white background or very light picture we always use our main logo.



## MAIN LOGO ON IMAGE

On images that are too dark, we use a white version of our main logo.



## FOOTER LOGO

We use this logo for the footer in general documentation. It always has the same line-height as the page number.



## FOOTER LOGO SUBGROUP

Every subgroup in our company uses a different color scheme. This is reflected in the footer logo.

We never do this:



### GRADIENT BACKGROUND

We never use a gradient as background for our main logo



### SOLID LOGO BACKGROUND

On images or white background we never use a solid background, or a wrong colored background at all.



### GRADIENT LOGO

Our footer logo is always grey, no gradients can be used.



### DISTORTED LOGO

Our logo always has the same definitions, and can't be distorted.

# FONTS

Our consistent style also comes back in our used fonts. We use two fonts, each with their own purposes.

We use Bebas Neue for titles and paragraph names.  
We use Open Sans for the main text.

**MAIN TITLE: BEBAS NEUE 25PTS #4E4E4E**

**SECONDARY TITLE: BEBAS NEUE 16PTS IN PROJECT COLOR**

Main text: open sans 12pts #4e4e4e

**QUOTES: BEBAS NEUE IN SAME FASHION AS MISSION AND VISION ABOVE.**







AGILE MEDIA

SHARP

# PRESENTATION GUIDELINES

## VISION

“A **future-proof** society that embraces and nurtures self (re)development & **innovation** from a personal to institutional scale.”

08:55 AM  
AGILE MEDIA

For Presentations we use our footer logo in the bottom right, and in text we highlight words that are important in the appropriate color.

## CORE VALUES



**PUNCTUAL**

08:55 AM  
AGILE MEDIA

Pictures that don't the whole slide are in grayscale, others follow the picture rules on page 22. Graphs and tables are excluded from those rules.

# COLORS

 08:55AM - #00A6E5

 TTTT - #47C4BD

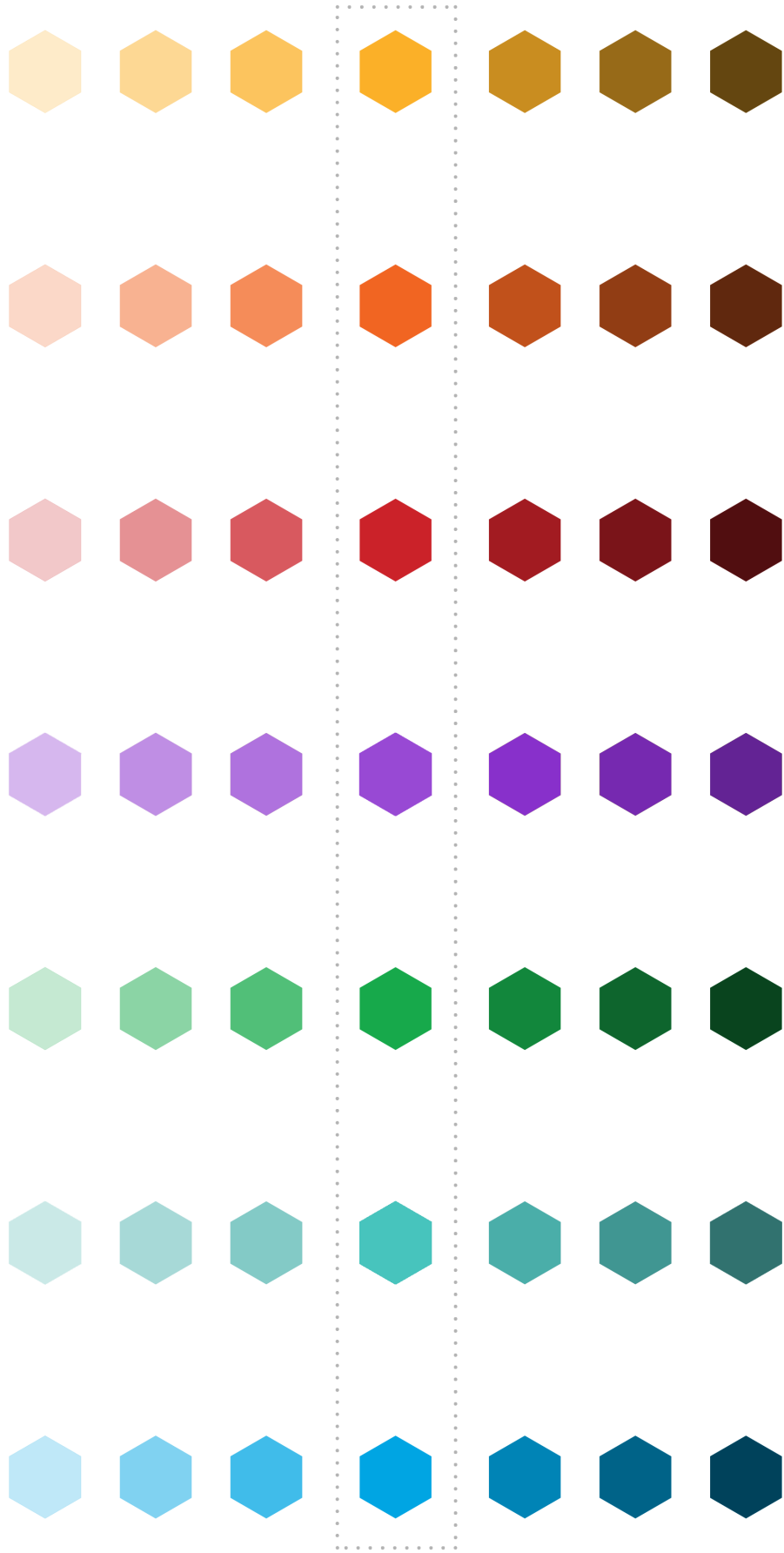
 JEROEN BOSCH HOSPITAL - #17A94B

 PEERVIEW - #9849D4

 KEMBIT - #CB2229

 TILBURG LIBRARY - #F16522

 GOLDEN EGG CHALLENGE - #FBB028



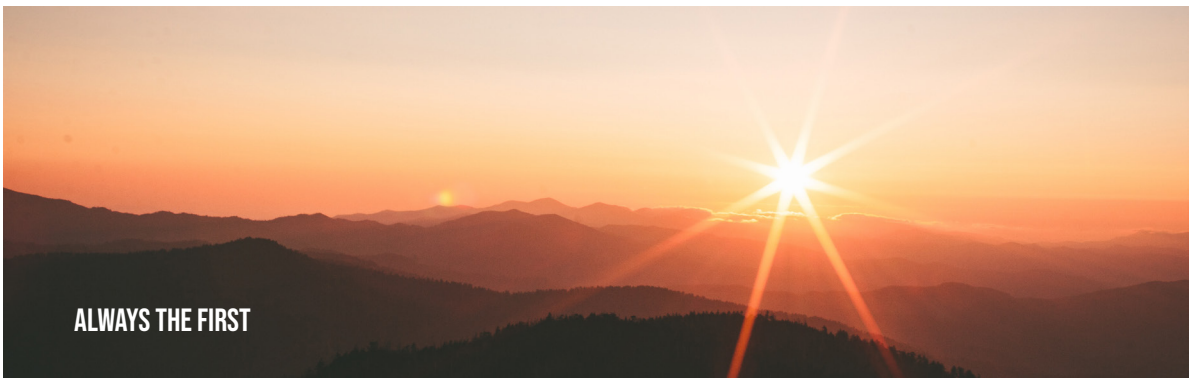
# IMAGES

Our pictures are vibrant and have something to say about the subject we are working on.



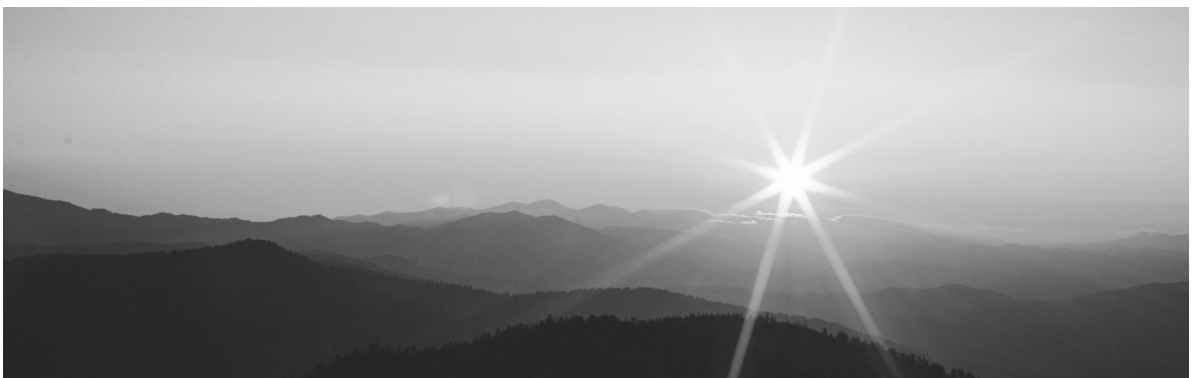
## FULL PAGE PICTURES

We use colored pictures on full pages



## TEXT ON FULL PAGE PICTURE

We use Bebas Neue #fff on colored pictures. This text has to say something about the picture shown.



## NON FULL PAGE PICTURES

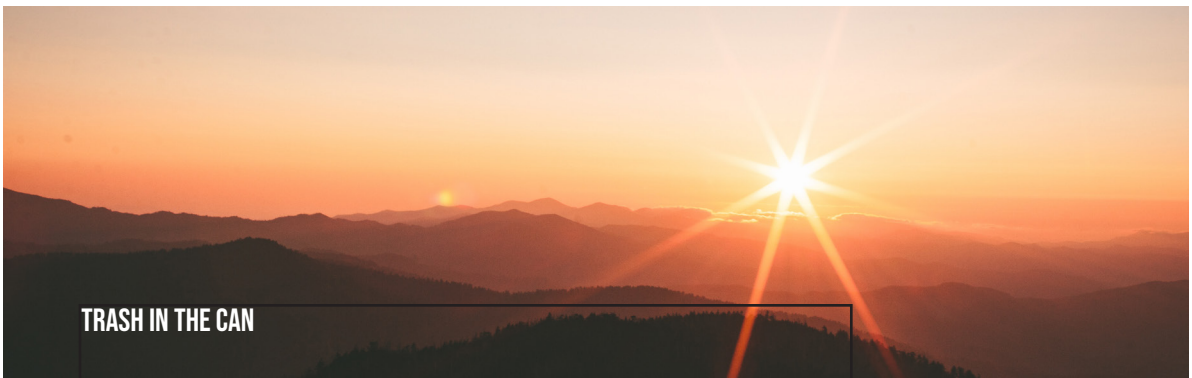
We use grayscale for smaller pictures that don't cover the whole page.

We never do this:



### **PICTURE DISTORTION**

We never distort pictures, ever. We do not distort to let the picture fit within a given frame, we crop it accordingly.



### **VAGUE TEXT WITHIN PICTURE**

Text always has a clear meaning about the picture shown.



### **GRADIENT AND OPACITY**

We never use gradients in pictures, or alter the opacity.

**EIGHT**

**55**

**AM**

**YOU SNOOZE**  
**YOU LOSE**