CUPPA
THE NETWORK APP
BRANDGUIDE

PREFACE

More professionals are working place
and time independent. They are part
of smaller companies, temporary
projects or network organizations.
Located at campuses, co-working and
shared workspaces. Because of this
changing work environment, knowing
'who is who' and 'who knows what'
is becoming a greater challenge.
It takes time, skills and courage to
grow a network. We want to help.

CONTENT

INTRO

Brief explanation of the app

The Cuppa app is a proximity based networking app that allows its users to connect with new people based on shared interests. Cuppa is meant to help professionals grow and expand their network. Whenever two users are within a certain proximity of one another, you'll be able to view each other's profile and interests. Based on this initial impression they'll have the opportunity to send a coffee request. The receiver can either accept or decline it. When the request is accepted they will be able to see each other's full profile and arrange a meeting.

Contributors

The initial idea for the app was thought up by Lars van Rooijen, the founder of Workvenues. Workvenues is therefore also the distributor of the Cuppa app. The app was developed in collaboration with Kembit. As for the marketing and branding aspect, they collaborated with Fontys students.

Content and importance of the brand guide

Within this brand guide you'll be able to find the guidelines regarding the branding of the Cuppa app. This includes the usage of the logo, colour scheme, usage of the fonts, the tone of voice and the target audience. The core values, mission and vision will also be described in this guide.

These guidelines and rules have been established in order to create a visual unity. This will create a recognizable brand that enforces a consistent visual style throughout all media.

CORE IDENTITY

Brand identity

By looking at the mission and the objectives it can be determined that connecting people is the most important objective of the app/brand. The motivation behind this objective is to supply a platform to help people grow their network and indirectly become more successful. This whole core process revolves around social behavior which the app obviously encourages heavily.

Unique selling point (USP)

While Cuppa is not the only app using GPS based proximity as a means of connecting strangers, The actual proximity used by the app does set it apart from similar apps like Tinder. An extremely narrow margin of distance between 2 users is used to ensure a more direct connection. While comparable apps focus on connecting people in a more personal and intimate way, this application is aimed at business connections.

Brand positioning

The Cuppa app targets business professionals who actively works on campus, or in some sort of shared workspace environment. They wish to target professionals who are willing to share knowledge and experience, but also those who have a need to develop themselves. With this proximity based app, Cuppa wants to assist these business professionals in growing a network.

COREVALUES

Vision

"We strive to improve the quality of business networking through technology -enabling meaningful connections- so like-minded businesspeople share knowledge and experience, recognise and create new opportunities or possibilities for collaboration and innovation."

We believe business professionals should not miss a moment to interact with others, exchange information and develop professional or social contacts Recognize, create, or act upon business opportunities.

Mission

"We help business professionals realize meaningful connections."

We help business professionals grow their network. We are a professional networking service focused solely on interactions and relationships of a business nature.

Strategy

"We show profiles of business professionals currently in the proximity of the user and make it easy to connect. In addition we inform business professionals about supporting services."

This is our plan:
- We suggest relevant profiles based on network motivation and personal interests

- We support business professionals by showing & actively suggesting relevant profiles and information, real-time and in their proximity.

Core values
- Creative
- Sincere
- Reliable (accurate & timely)
- Sustainable
- Innovative

TONE OF VOICE

Voice

Cuppa's voice is enthusiastic but formal. Our priority is to connect people who need each other skills and expertise. It is important to show potential and current users that Cuppa is a serious app, and we'll be formally excited when skills and expertise get acknowledged. We also get excited from a good Cuppa coffee.

Contributors

Serious: Cuppa is an formal connection app, which uses a LinkedIn connection. The network have a formal motivation and interests. These are between formal and informal. A user can send a "coffee request", which means that he wants to arrange a meeting with the person who received the coffee request.

Formal: Cuppa is focussed on business relations and is pragmatic.

This is related to LinkedIn and more about create connections with other people who have the same interests.

Respectful: It could be serious situations and only about business in serious way, but a bit fun is fine. Interesting topics can make the conversation more interesting.
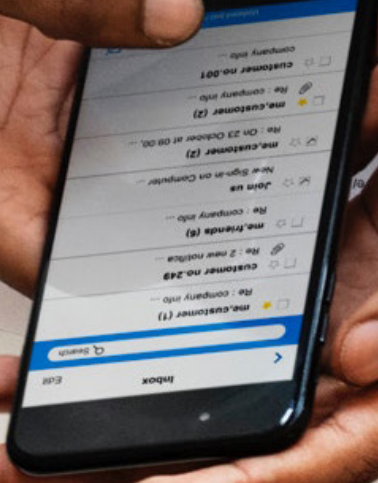
Possibilities Cuppa:
- *Network motivation*
- *Networking details*
- *Interests*
- *Nearby users*
- *LinkedIn integration*

Style tips

The users they use Cuppa and approached we, ours and yours because it is a bit formal.

Pay off

Business done without suits. Have some semi casual conversations and enjoy a good "Cuppa" coffee.

2016	%Growth
108,287	-11%
91,938	+37%
125,819	+42%
78,161	+78%
,827	+18%

2016
39,912
108,287
91,938
125,819
278,161
11,827
107,812

...es to increase sales
...ieve the advantage
...t has to do with the
...ed on how you gain

...es that will maximize

June
45,556
1,876
190
134
47,756

TYPOGRAPHY

We use only the following fonts in order to create consistency and clarity

MAIN TITLE - BILL CORP

WORKSPACE, COMMUNITY   **WORKSPACE, COMMUNITY**

We use Bill corp for the titles and names. This font is always used in caps!

Main text - Open sans

Open sans is used for the main text.

Font sizes

App	*Web*	*Documentation*
Main title: pts	Main title: pts	Main title: 25 pts
Main text: pts	Main text: pts	Main text: 12 pts

LOGO'S

Cuppa uses two variations of the logo. Both serve different purposes.

The icon variant of the logo is primarily used. This logo is smaller than the word logo and helps with visibility at a distance. This logo is used in the app icon and when the word logo would be too big to use.

The word logo is used when the full name of app is needed, e.g. the homepage of the app.

Logo color variations
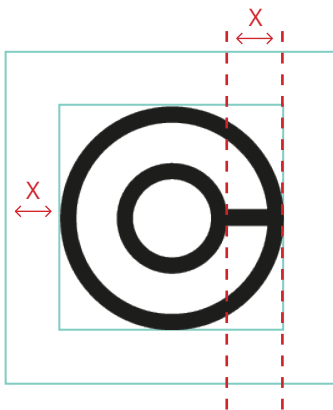It is possible to use the following different color variations for the color

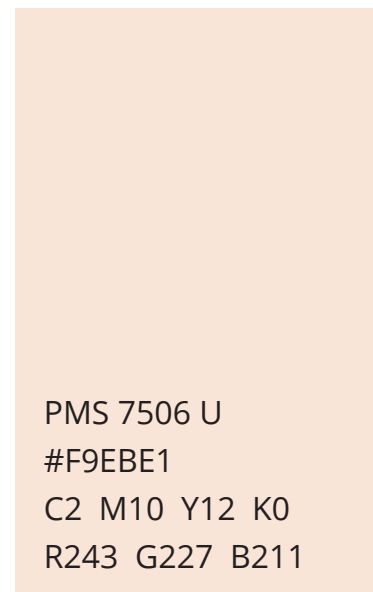If placed on a white background it is possible to use the watermark
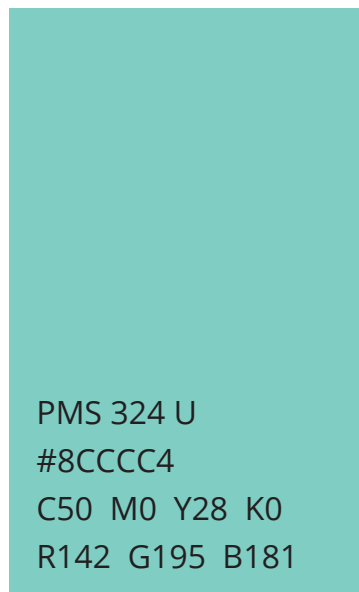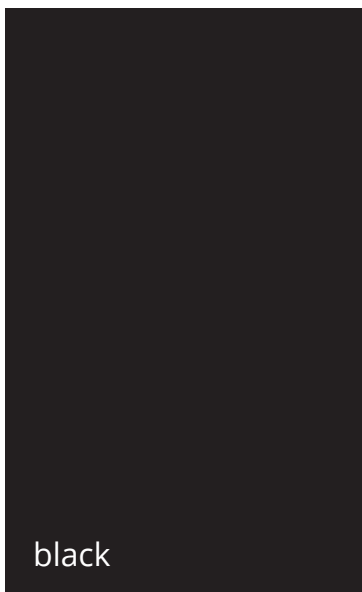
Margins

Always use the following margins
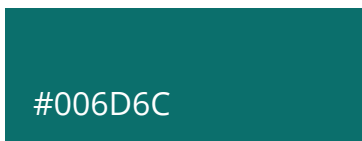
Other variations of the logo aren't allowed. Never do the following:
- Gradient (background nor logo)
- Distort
- Other colors

COLORS

black

PMS 324 U
#8CCCC4
C50 M0 Y28 K0
R142 G195 B181

PMS 7506 U
#F9EBE1
C2 M10 Y12 K0
R243 G227 B211

Buttons in the app have the following color

#006D6C

IMAGES

Look for the following features in an image

- High quality
- People connecting / together
  A mix of technology and coffee
  (technology comes first, coffee
  second)
- Inspiring work environments
- Anything that underlines our
  core values
- Preferably warm and positive
  pictures

When using a mix of technology and
coffee, make sure that the coffee is
visible but not the primary element
in the image. Cuppa is a networking
app, not a barista app. The following
are examples of what is prohibited.

IMAGES

Example 01

Pros

- Two people clearly collaborating

- Mobile present which could be photoshopped to the Cuppa app

- There is an ice coffee present but not as primary object in the picture, the focus is on the usage of the phone.

Cons

- There is also some focus on the iPad, which doesn't have much to do with Cuppa

IMAGES

Example 02

Pros

- Projects warmth

Cons

- Coffee is just as present as the usage of the app

- Shows too much of a relaxing environment instead of an inspiring / business one

IMAGES

Example 03

Pros

- Coffee is present, but the meeting between the two people is the primary focus

- Formal clothing in an open environment

Cons

- Phone barely visible