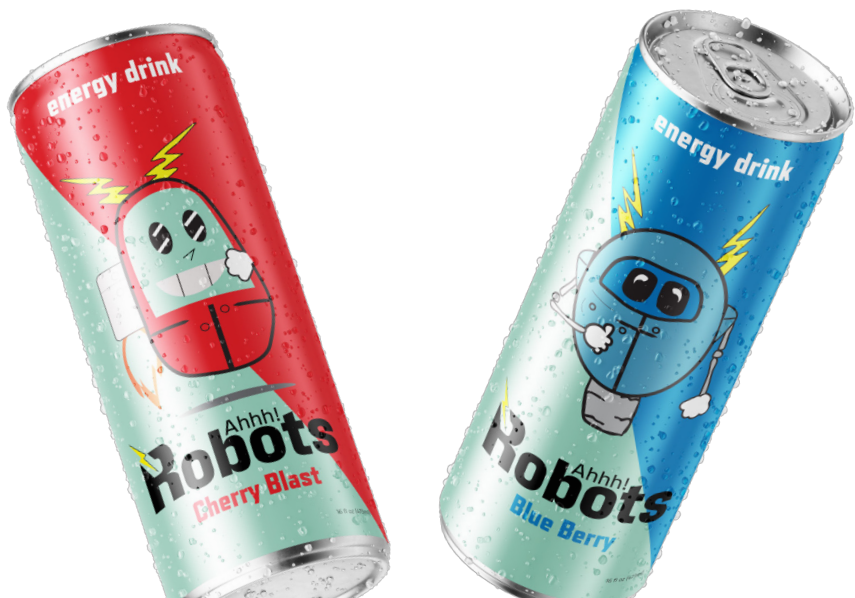


# Ahhh! **Robots**

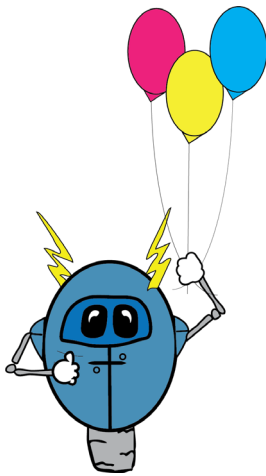
## Brand Guidelines



# Malfunction Junction

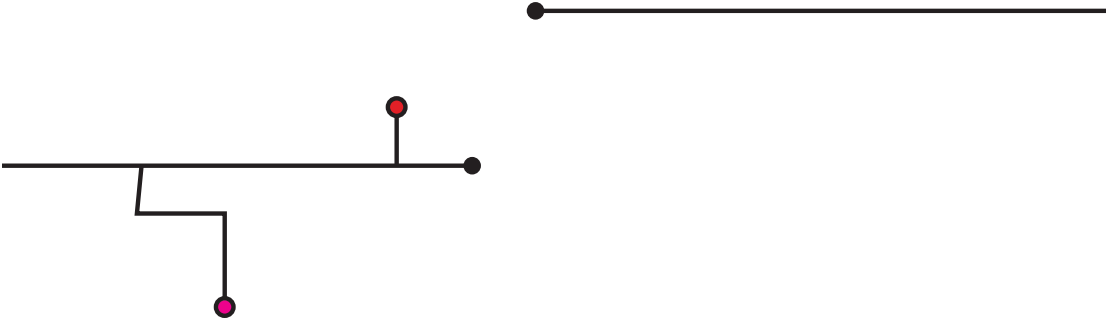
Welcome to Malfunction Junction! We're working hard to create a fun and energizing drink. I'll show you around and I'll be your brand guide, guide.

I'm Berrybot but my friends call me Berry.



# CONTENTS

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# Purpose & Mission

From the neon glow of a futuristic cityscape Ahhh! Robots emerges to fuel your late night gaming or to give you a quick recharge for the workday.

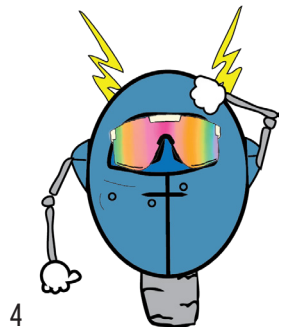
We want to be the first drink you think of when you need the small shock of energy.

Why do we exist? Not to fill you with existential dread. Why do we do what we do?

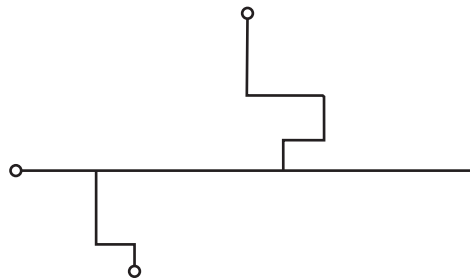
We want to bring a fun and creative energy drink brand to the market.

The market is full of cool and edgy “EXTREME” energy drinks. We want to bring a more chill drink while still giving you energy..

Ahhh! Robots started in my lunchbox. My wife puts doodles in my lunch box and drew me a couple of robots and I became obsessed with them.



4



# Strategy

## **What Makes Us Different**

How are we going to accomplish becoming well known and popular?

We're looking to fill in the missing cog in the world of energy drinks. We're something different on the market. We're going to gain popularity by being authentic and making a catchy a jingle.

## **Target Audience**

Here at Ahhh! Robots we want everyone to enjoy our product. People under the age of 18 or those sensitive to caffeine should maybe settle for a nice overpriced coffee.

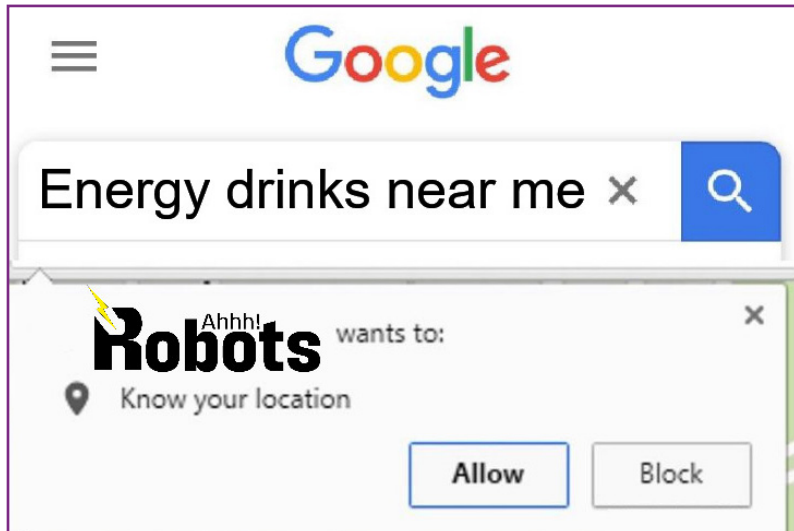
Even if you work a boring job or are a corporate drone, we want you to enjoy the refreshing flavor that Ahhh Robots brings to the fridge!

## **Market Position**

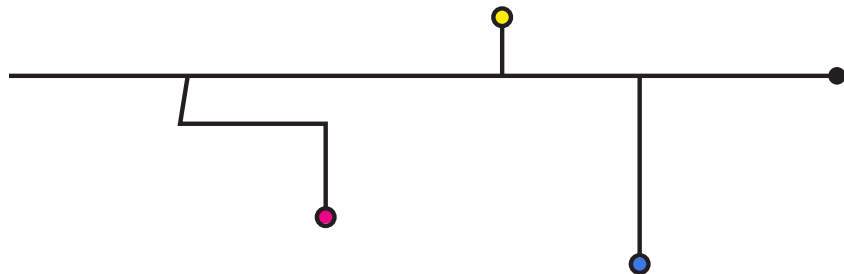
As the new bot on the block we're going to be hard at work to become one of the best drinks available.

5

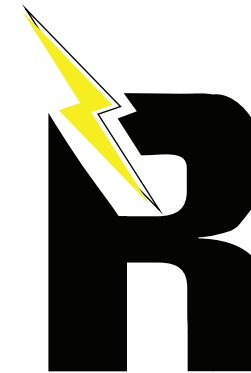
## Tone & Voice



We're a little goofy and we want to lean into that tone with everything we make. We're a serious brand but can appreciate a good joke.



## Logo



This is our logo, the face of our brand. The preferred approach is to use the R logo by itself, unlocked from the wordmark. This allows for flexibility in any display.



The optimal logo size is determined for individual media, depending on the area of application and printing method. However, the logo can be only reduced on a size that is legible to see all the characters and icon.

# — Merchandise —

Our four crisp and refreshing flavors are the centerpoint of our brand. Not just because they taste amazing, but because they represent everything we stand for:

Bold choices, energizing experiences, and a no-nonsense attitude toward thirst. Each flavor is crafted to deliver a punch of personality with every sip.



We love our brand and want our products to shine through on every piece of merchandise we produce.

Any shirts, totebags, lanyards or other textiles are well made and good quality. We want consumers to wear our stuff so don't cut corners!



# — Social Media —



## **Instagram**

On the Gram' we all fam. Was that cringe enough?

We post to Instagram twice a week; Posts are to promote our product and share a good giggle.

Funny posts should be relatable content. Think memes relating to current events. The audience should think "I can't believe they posted that." Not: "I can't believe they posted THAT."

We want only high quality resolution photos. If it's below 1080p it's garbage and we don't want it.

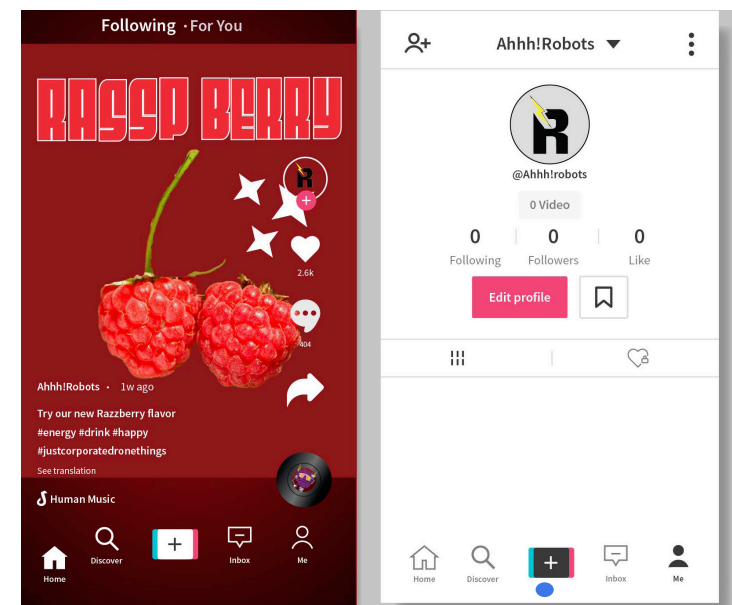
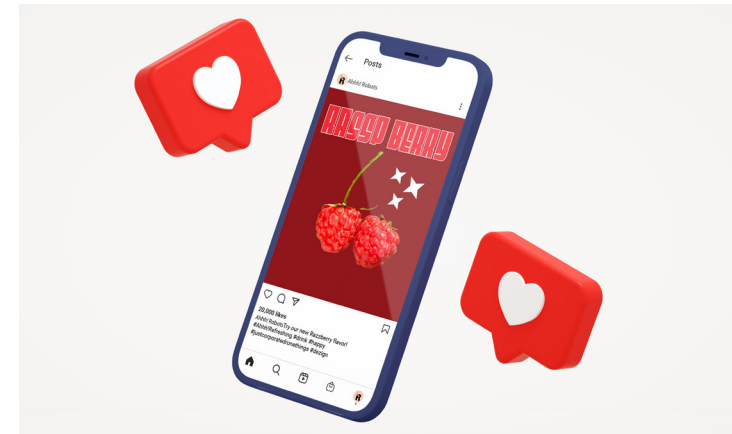


## **Tiktok**

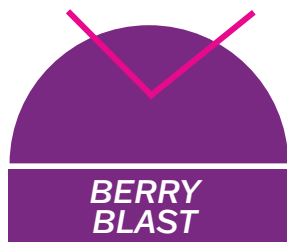
We aren't influencers...yet! We're an energy drink brand and we want to make fun videos of how cool our product is and how much we love working in the factory. Make sure all links in the link tree work. Make the hashtags relevant and trendy.

We have milliseconds to get the humans attention so make them count! Make Tiktoks that are straight to the point, witty, hilarious, informative or anything that makes people want to buy our energy drink.

We post to promote our products. Posts promote the things happening in Conjunction Junction.

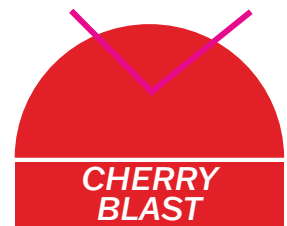


# Color



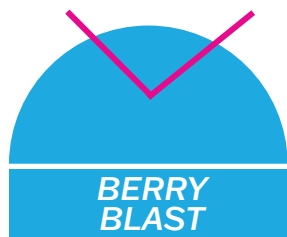
#7A2982

C: 63.28 R:122  
M: 100.0 G:41  
Y: 10.94 B:130  
K: 1.56



#E11F26

C: 5.46 R:225  
M: 99.58 G:31  
Y: 98.42 B:38  
K: 0.44



#23A9E1

C: 70.61 R: 35  
M: 15.14 G: 169  
Y: 0 B: 225  
K: 0



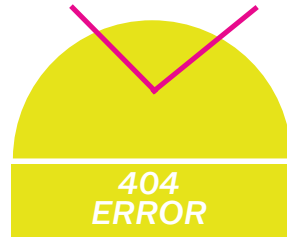
#E84688

C: 2.38 R:232  
M: 87.23 G:70  
Y: 13.87 B:136  
K: 0



#8BCFB7

C: 45.49 R:139  
M: 0 G:207  
Y: 34.9 B:183  
K: 0



#E7E21A

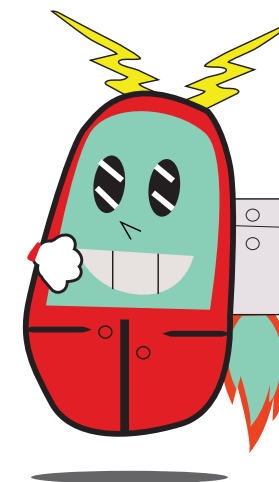
C: 12.82 R:231  
M: 1.09 G:226  
Y: 98.87 B:26  
K: 0

## Tangible 707

Fresh and inviting, these colors will shine and look fantastic together. Bright and colorful We always ensure a sense of light cheerfulness. It's our most identifiable asset.

## Error 404

Take a long refreshing sip of Ahhh! Robots and your internal webpage will load. The lightning bolt of energy that Ahhh! Robots gives. This color is loud and proud, from our cans to our merchandise.





# Letterhead



Contact our corporate drone at 435-862-6639 for your graphic design needs.

# Type

## Header

### Refrigerator Deluxe

Refrigerator Deluxe is our header typeface. It has 5 variations. When using it use the bold variation.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Sub Headers

### Dita WD Italic

For sub headers use Dita Wd italic.

## Body Copy

Dita Wd is our body copy. It is a sans serif typeface. There are 10 variations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

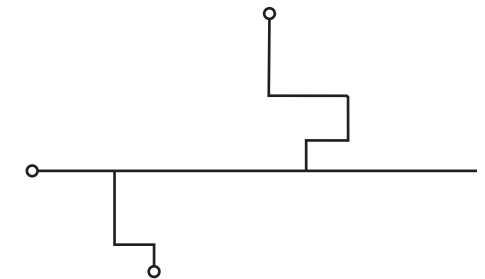
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

When doing anything that involves body copy like a website or advertisements use the fonts above so that we have a cohesive style throughout all of our marketing materials.





AI



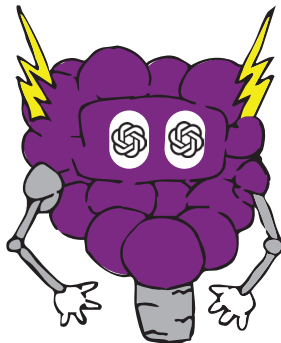
## Let's chat about Chatgpt

Let's talk about other robots for a second.  
Here at Ahhh! Robots we think AI is...neat.

HOWEVER

It will not be used by our brand for creative marketing.  
We want to work with real people and create things that are  
crafted, not mindlessly put into search.

Our consumers know exactly what flavors they want. They  
don't need some AI assistant telling them which Ahhh! Robots  
drink to choose. They've already got it figured out!



## When to use Chatgpt or Copilot

### **Streamlining Research and Data Gathering**

Competitive Analysis: Compile data on competitors, market shifts, and emerging best practices.

Background Research: Provide concise summaries of lengthy documents or reports, helping you stay informed without spending hours reading.

### **Automating Routine Tasks**

Drafting Briefs and Reports: Create initial outlines or summaries for client briefs, internal reports, or meeting agendas.

### **Boosting Client Engagement**

Preparation for Meetings: Help prepare talking points or summaries for client meetings.

Feedback Analysis: Assist in aggregating and summarizing client feedback to highlight key trends and actionable insights.

Presentation Support: Organize data and bullet points for client presentations or pitches.

By integrating AI as a support tool, we can reduce time spent on administrative and research tasks, allowing them to focus on the creative aspects that set our agency apart.

# Campaign Scenario

## **Monday:**

Working on a Monday?

Ew, we don't do that at Ahhh! Robots. Mondays should be the third day of the weekend. Our factories & offices won't be open this day.

## **Tuesday**

Story board social media posts. Which of our products do we want to promote for our corporate drone post on Friday? What updates does the website need?

## **Wednesday**

Use this day to film and create long form content. Begin editing the photos and videos.

## **Thursday**

Put the finishing touches on social media posts, website banners and email blasts.

## **Friday**

Begin brainstorming for upcoming Tuesday post. Any work that is left over from the other days gets done here. Relax and have a good weekend.

# Sustainability

## **Environmentalism**

Big Plastic doesn't want you to know this one simple trick! *Recycling*. Not to be a bore but we like the humans and they require oxygen from Earth so let's do our part and recycle our cans.

## **Reducing Our Carbon Footprint**

Ahhh! Robots is committed to keeping our production clean. We use 100% recycled materials to make our cans. Most of the advertising will be done through digital means meaning we won't use as much paper.



# Corporate Drone



Josh Jentzsch

Ahhh! Robots Brand Manager

435-862-6639

