



BRAND GUIDELINES 2017

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BRAND GUIDE

COMPANY OVERVIEW

The Grommet is the place to discover innovative products by Makers and small businesses and learn the stories behind each one. We launch intriguing new products that have been carefully selected by our team.

Our goal is to improve how the public learns about innovative consumer products and to help the best ones win. We're changing the status quo, letting everyday people determine which products succeed rather than letting a few big retailers (e.g., Amazon, Target, Best Buy, Toys "R" Us, Walmart,) set the entire retail landscape.

We're also changing the way people buy (both online and in brick and mortar stores) by helping them find products that align with their personal values so they can support principles with their purchases.

We discover unique products from around the world, vetting each one to ensure the business behind it is trustworthy. We get the story behind the business and provide our audience the full picture of each product, via a written story, video, and/or photography.

We are fostering "ethical shopping," with a focus on helping small businesses launch and thrive. We don't want to undercut their profit margins in order to sell products less expensively; we want them to grow and bloom.

In short, *our goal is to help these products—and the people behind them—succeed.*

COMPANY PURPOSE
COMPANY PURPOSE
COMPANY PURPOSE
COMPANY PURPOSE

Level the playing field so that the best products win.

COMPANY MISSION

COMPANY MISSION

COMPANY MISSION

COMPANY MISSION

To give innovative products the opportunity and amplification to succeed, and give the world a place to discover them.

COMPANY PROMISE
COMPANY PROMISE
COMPANY PROMISE
COMPANY PROMISE

The Grommet is helping our community easily discover innovative products and telling the stories behind the products, so they can get to know the people who created them.

We save time for our community, providing useful and relevant information to help them make informed purchasing decisions, know that the businesses they are supporting are trustworthy, and connect them with personal values that align with their own ideals.

The Anti-Amazon

The Grommet is shining a light on how Amazon's business model threatens small businesses and consumers on several levels—like failing to enforce minimum pricing and unabashedly selling counterfeits and cheaper imitations. We vet our Makers, support pricing that rewards their hard work, and give our community a trusted way to shop.

BRAND PERSONALITY

The Grommet is a trusted resource that makes recommendations about products that our community can depend on.

We want our community to feel confident we've done the research, vetting, and evaluating for them before we launch a new product.

We don't sell hard; we simply present the product in a personable voice that gives the community the information they need to make a smarter buying decision.

Through our discovery and launch process, we're helping our supporters find the best products, saving them time and energy.

Our company personality is:

Surprising and delightful

Every weekday, we surprise our community with something new, different, highly pleasing.

Friendly

Through our storytelling and presentation of products, we are down-to-earth and ever-present. Like a trusted friend, we don't oversell, use hyperbole, or put pressure on our community. We're playful when appropriate, and serious but direct when a product calls for it.

Authentic

We tell it like it is. We don't embellish how the product works or what solution it provides in order to make a sale.

Playful

We have a sense of humor when appropriate. We can lighten the mood through our videos and stories or inspire a smile.

Idealistic

We're also working to change the world, and this vision shines through.

Trustworthy

Our community benefits from the hard work we do to discover and launch products. We stand behind each product and ensure it comes from a trusted, reliable Maker.

BRAND PERSONA

Curator

We're picky, fastidious, and very selective. Nowadays that means we're a curator. Every product that makes it to launch has been tested, vetted, and compared to its competitors.

Storyteller

We tell the story behind the products we sell via words, pictures, and/or video. How was it developed? Who created it? What problem does it solve? Why would you benefit from it? We provide a deep level of engagement to the products and the people behind them.

Advocate

We are endorsing and amplifying ethical business practices. We're helping Makers build sustainable businesses through guidance and consulting. We want them to succeed because it's central to our mission.

Connector

We're connecting Makers with a community of millions. We're connecting the community with products that match their personal values. We're connecting Makers with Retailers.

VISION STATEMENT
VISION STATEMENT
VISION STATEMENT
VISION STATEMENT

To be the most important and influential place for makers and small businesses to launch a new, innovative product and reach every person who is open to new ideas.

COMPANY VALUES
COMPANY VALUES
COMPANY VALUES
COMPANY VALUES

Transparent

The Grommet is clear and transparent about how we work with Makers, our community, and Retailers. It starts with our Team members and woven into how we work with our various communities in order to build trust, improve service, and increase customer loyalty.

Authentic

Just as we want our Makers, supporters, and Retailers to view The Grommet as a trustworthy, authentic company, we want authenticity to be central to how we conduct ourselves in the workplace.

Creative

Given the creativity that comes from the Makers, inventors, and entrepreneurs that we are surrounded by, we need to make creativity a priority in how we work. We'll never go static or grow stale. We'll keep thinking up new ways of doing things and unique approaches that keep The Grommet dynamic and intriguing.

Committed

Changing the world never happens fast, but we are in this for the long haul. We know building a business takes time, and we're committed to our Makers and Retailers as we help change the way the product launch and retail industries work.

Inspirational

Ultimately, The Grommet and the products we launch tell the stories of people overcoming numerous obstacles and challenges to bring their ideas to life. As a result, we aim to inspire future Makers, inventors, entrepreneurs, and small businesses to change the course of their lives and work on things they are most passionate about.

COMPANY IMPACTS
COMPANY IMPACTS
COMPANY IMPACTS
COMPANY IMPACTS

We want our community and supporters to:

- Trust in The Grommet and our Makers' products
- Discover small businesses who support personal values that match their own
- Help us spread the word about small businesses and products they believe in

VALUE PROPOSITIONS

The Grommet delivers value to our community, our Makers, and our Retailers.

For our community, we deliver the discovery of innovative products, the stories behind each product. We make it easy for our community to find products and Makers that align with their own values. We vet every product and promote our community's trust with each launch.

For our Makers, we deliver their story to a community of millions of early adopters who have an open mind, help with positioning their product through our storytelling and video, and offer a simple route to sell their products to a massive audience.

For our Retailers, we deliver innovative products from small businesses, the background stories they need for retail sales, an easy way to purchase them, and the peace of mind that The Grommet stands behind them.

Citizen Commerce® is our collective muscle to change the world through what we buy. We help our community identify what companies stand for so they can support products that match their values.

PERSONAL VALUE DESCRIPTIONS

The Grommet helps our community connect with small businesses that share their values, so our community can support those that are important to them.

Sustainable Living

Put our planet front and center. These Makers use natural and eco-friendly materials, manufacture sustainably, or focus on a reduced carbon footprint.

Made in the USA

Help fuel the movement to manufacture in America. These companies make their wares here in the homeland.

Tech & Innovation

Want to promote fresh thinking and groundbreaking ideas? These products all challenged the status quo in a big way.

Handcrafted

Help preserve traditional skills, craft, and handiwork. Everything in this collection has some distinct element of human touch.

Made for a Lifetime

Commit to products that commit to you. These Makers use superior materials and techniques so that their goods will last for years to come.

Independent Maker

Support hard-working individuals and small businesses who brought their innovative ideas to life.

Social Enterprises

Build some serious social conscience into your purchase. These products promote something greater—from paying living wages to funding education and medical care in underserved areas.

Philanthropy

Support nonprofits that take an innovative approach to helping those in need.

Underrepresented Entrepreneurs

Support entrepreneurs who've faced extra barriers to success. These companies are led by women, people of color, veterans, and people over 65 or under 25.

Crowdfunded

The people spoke, and put their money behind their words. Support products that started as successful crowdfunding campaigns.

ELEVATOR PITCH

The Grommet is a place to discover and shop for innovative and exciting products. Each weekday we launch new products and tell the story of every one and the people behind them.

MEDIA

STORIES, COPY & SCRIPTS

The Grommet's launch stories and marketing copy are conversational, informative, friendly, and to-the-point. We want to convey—simply—the story behind the product, the Maker, and help our community get to know them.

We've got a sense of humor, where appropriate, and we let our team's personality shine through in everything our community sees—from videos and stories to emails, blogs, on-site copy, ads, and even CET responses.

We pepper our copy with smile-inducing moments when we can. And our grammar is good, but we're not beyond breaking some rules to sound down to earth.

Our writing (other than for scripts) is crisp, clear, and a pleasure to read.

Using too many words to explain “this news we will be telling you about is going to make you very excited” is not our thing. We prefer to say, “Now hear this: exciting news.” Again, there are always exceptions if it would infuse some personality. Like, “This may be the best news you've heard all week.”

When you interact with The Grommet, we want you to think, “I want to be friends with this brand.”

VIDEOS

The Grommet's launch videos are created to be informative, first and foremost. We're creating an original video that gives our community insight into its Maker (featuring them, when possible), the product, and its origins. As a result, they are as long or as short as they need to be.

We want to answer questions for our community like, "What's the story behind the product? Why did they make it? What problem does it solve? Is it a new innovation? What inspired them?"

Our launch videos are not sales-y or glitzy, and they don't skew the truth.

Our videos are informational, educational, casual, friendly, conversational, factual, genuine, and to the point. They will build trust.

PHOTOGRAPHY

The Grommet's launch photography is created to show a product in use, or in appropriate settings of use. The question asked for each launch is, "What's best to help with product understanding?"

Our photography does not look too high-end, get in the way of product understanding, or use props that distract from the Grommet itself.

Our photography is natural, realistic, aspirational, offers a broad appeal, demonstrates a product's usability, and brings diverse Grommets into a singular visual direction. We want to "get tight" on each product as well as focus on aspects a Maker may have overlooked.

SOCIAL MEDIA

SOCIAL MEDIA POLICY

Guidelines for functioning in an electronic world are the same as the values, ethics, and confidentiality policies employees are expected to live every day, whether you're Tweeting, talking with customers, networking at an event, or chatting over the neighbor's fence. Remember, your responsibility to The Grommet doesn't end when you are off the clock. For that reason, this policy applies to both company-sponsored social media and personal use as it relates to The Grommet.

What You Should Do:

Disclose your Affiliation

If you talk about work-related matters that are within your area of job responsibility, you must disclose your affiliation with The Grommet. Always speak as yourself, and not as The Grommet.

Protect Yourself and The Grommet

Be careful about what personal information you share online. Remember, everything you share is permanent (even if you delete it).

Be Respectful

Some subjects can invite a flame war. Be careful discussing things where emotions run high (e.g. politics and religion) and show respect for others' opinions.

Act Responsibly and Ethically

When participating in online communities, do not misrepresent yourself.

Correct Mistakes Immediately

If you post something you regret, correct it immediately and be clear about what you've done to fix it. Contact the Marketing Team if it's a real doozy.

What You Should Never Disclose:

The Numbers

Non-public financial or operational information. This includes strategies, forecasts, and most anything with a dollar figure attached to it. If it's not already public information, it's not your job to make it so.

Personal Information

Never share personal contact information about our Supporters, Makers, Retailers, or Employees.

Legal Information or Confidential Information

Do not publish, post, or release information that is considered confidential or top secret. Basically, if you find yourself wondering if you can talk about something you learned at work, ask your manager first.

SOCIAL MEDIA DESCRIPTIONS

Content Style Guide

For specific guidance with grammar, punctuation, and The Grommet's unique language, our [Content Style Guide](#) is your go-to resource.

Talking Points

[This document](#) is helpful for when speaking with members of the media or doing an interview. When you need to communicate what The Grommet is in a clear, crisp, and concise way, start here.

MAKER COMMUNICATIONS

We want to ensure a Maker's launch on The Grommet is a milestone in their company's history. It's important to instill that same excitement in talking with them. You want them to know you have their back 100% and are willing to help however you can.

In providing marketing on-boarding materials, put it in a language they can understand and doesn't get too technical. Walk them through each step in the on-boarding and emphasize the goal is to make the most of their launch day.

VISUAL GUIDE

LOGO

PRIMARY LOGO & WOODMARK

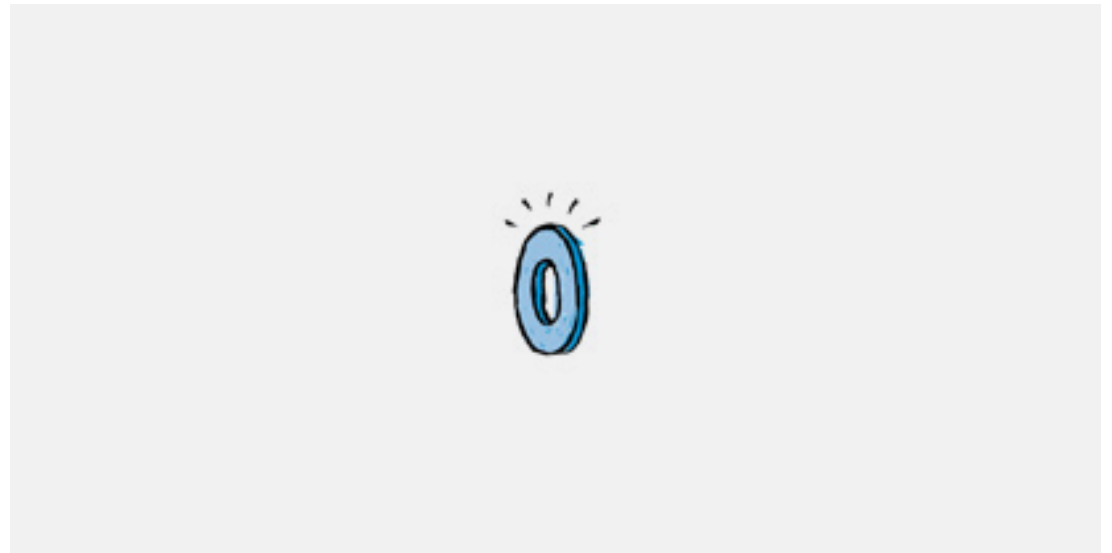
PRIMARY LOGO

The horizontal, four-color version is the main logo, and should be used in all executions when possible. The preferred way to use the primary logo is over a white/light background for maximum impact and clarity.



PRIMARY WOODMARK

The “hero grommet” illustration woodmark may be used in limited applications. It should not be used in place of the primary logo. The preferred way to use the primary logo is over a white/light background for maximum impact and clarity.



FOUR-COLOR PRIMARY LOGO



The Grommet logo consists of four colors: Grommet Blue, Light Blue, Medium Grey, and Black.



Grommet Blue

Pantone 2925c

RGB 0/152/219 (web)

CMYK 84/21/0/0 (print)

HEX #0098DB



Light blue

Pantone 283c

RGB 152/198/234 (web)

CMYK 40/5/0/0 (print)

HEX #98C6EA



Medium Grey

RGB 147/149/151 (web)

CMYK 45/36/36/1 (print)

HEX #939597



Black

RGB 0/0/0 (web)

CMYK 0/0/0/100 (print)

HEX #000000

TWO-COLOR REVERSED WHITE LOGO

In cases where the four-color logo is not appropriate (if the background is dark, as an example), the two-color reversed white version is available for use.



Grommet Blue

Pantone 2925c

RGB 0/152/219 (web)

CMYK 84/21/0/0 (print)

HEX #0098DB



Light Blue

Pantone 283c

RGB 152/198/234 (web)

CMYK 40/5/0/0 (print)

HEX #98C6EA



White

RGB 255/255/255 (web)

CMYK 0/0/0/0 (print)

HEX #ffffff



Black

RGB 0/0/0 (web)

CMYK 0/0/0/100 (print)

HEX #000000

MONOCHROME LOGO & WOODMARK

MONOCHROME LOGO

The one-color versions of the logo should be used in all instances where four spot colors process is not available.

Black logo



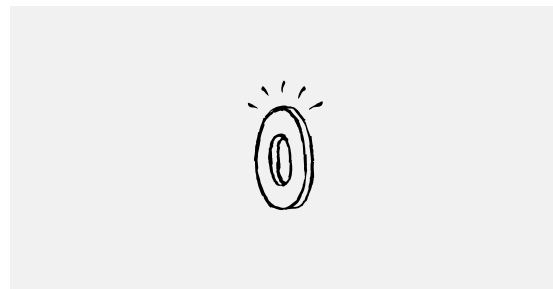
White logo



MONOCHROME WOODMARK

The one-color version of the woodmark should be used in all instances where three spot colors process is not available.

Black woodmark



White woodmark



LOGO COLOR USAGE

Logos on a light colored background

Logos on a dark colored background



LOGO CLEAR SPACE

The logo should be given proper space when used with other elements.

Standard non interference spacing is twice the height of the “M” in “GROMMET” on all sides.



LOGO SIZES

The logo can be as big as it needs to be.



The minimum size is 78 pixels by 26 pixels or 1.1 inches by .036 inches.



LOGO MISUSES



Do not alter the logo typography



Do not change the logo colors



Do not rotate the logo



Do not squish or torture the logo



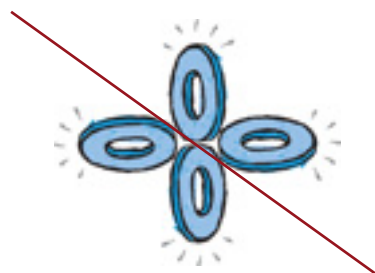
Do not use the logo without the registered trademark symbol



Do not use the logo without its "dings"



Do not add any special effects to the logo



Do not create new shape or pattern with the logo



Do not place the logo on a busy image

TAGLINE

TAGLINE TYPEFACE & COLORS

Our tagline is “Discover What’s Next™”. It may be used in copy and under the logo when appropriate. Either ways it should always be written in IM FELL DW Pro Regular. The preferred way to use the tagline is in Black or Medium Grey (see page XX for color specs) over a white/light background for maximum impact and clarity.

The white version is available for use (see page XX for color specs) if the background is dark.



Discover What’s Next™



Discover What’s Next™



Discover What’s Next™

TAGLINE COLOR USAGE

Tagline on a light colored background

Discover What's Next™

Discover What's Next™

Tagline on a dark colored background

Discover What's Next™

TAGLINE TRADEMARK SYMBOL

The trademark symbol should always be at the end of the tagline. One exception is when the tagline is part of the logo.

Always reduce the size of the trademark symbol by half as it tends to look too big in IM FELL. *Example: if the font size for the tagline is 34 points, “TM” should be 17 points.*

Then move the trademark symbol up so the base of the “TM” is in line with the bar on the “t” of the word “Next”.

Discover What’s NextTM---

TAGLINE MISUSES

Discover What's Next™

Do not change the typeface
of the tagline

Discover What's Next™

Do not change the color of the tagline for a
color other than Black, Medium Grey or White

Discover
What's Next™

Do not stack the tagline
over 2 or more lines

Discover What's Next™

Do not leave the trademark symbol the
same size as the tagline (reduce by half)

DISCOVER WHAT'S NEXT™

Do not capitalize all the letters of the tagline

Discover What's Next™

Do not rotate the tagline

TAGLINE WITH LOGO & MINIMUM SIZE

The rules for the tagline with the logo are the same as the ones for the tagline used alone, except it does not require the trademark symbol at the end.

The logo's tagline should always be legible. If the logo has to be small and shrunk to the point where the tagline is hard to read then it should be removed. The font size for the tagline should be no less than 5 points (or if the logo reaches 80 pixels by 35 pixels).

The smallest tagline size allowed is when the tagline's type reaches 5 points:



or when the logo's size reaches or gets smaller than 80 px by 35 px:



TAGLINE WITH LOGO MISUSES



Do not change the typeface
of the tagline



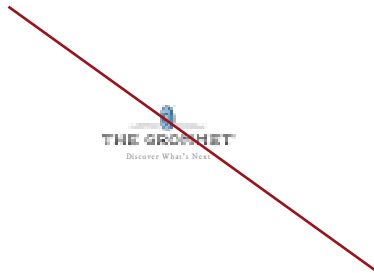
Do not change the tagline color to
anything other than black, grey, or white



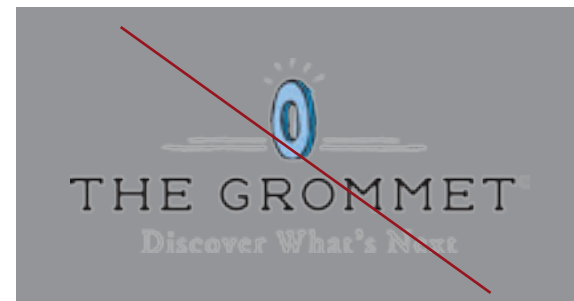
Do not change the size
of the typeface



Do not change the space between
the logo and the tagline



Do not shrink the logo to the point
where the tagline cannot be read



Do not place the tagline on
an illegible background

COLOR PALETTE & SPECS

PRIMARY & SECONDARY COLORS

PRIMARY COLOR



Grommet Blue

Pantone 2925c

RGB 0/152/219 (web)

CMYK 84/21/0/0 (print)

HEX #0098DB

SECONDARY COLORS



Light Blue

Pantone 283c

RGB 152/198/234 (web)

CMYK 40/5/0/0 (print)

HEX #98C6EA



Medium Grey

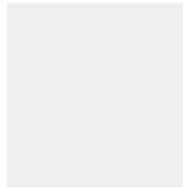
RGB 147/149/151 (web)

CMYK 45/36/36/0 (print)

HEX #939597

TERTIARY & CALL TO ACTION COLORS

TERTIARY COLORS



Light Grey

RGB 241/239/238 (web)

CMYK 4/4/4/0 (print)

HEX #f1efee



Dark Grey

RGB 101/103/105 (web)

CMYK 61/51/49/19 (print)

HEX #656769

CALL TO ACTION COLOR



Orange

Pantone 1665c

RGB 212/75/0 (web)

CMYK 15/83/100/5 (print)

HEX #D44B00

TYPOGRAPHY

PRIMARY TYPEFACE

The typeface from the logo (“THE GROMMET”) is a custom typeface, and therefore is not used in other brand materials.

The main typeface is Georgia. Georgia Regular should be used for body copy. Georgia Italic and Bold should be used sparingly, such as for headers or highlighting information.

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PRIMARY HEADLINE TYPEFACE

The primary typeface for headlines is IM FELL DW Pica PRO Regular.

IM FELL DW Pica PRO regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Never use IM FELL Italic all caps.

IM FELL DW Pica PRO *italic*
abcdefghijklmnopqrstuvwxyz
1234567890

TYPEFACE SIZES

Georgia Regular, Italic, and Bold should not be smaller than 9 points for print and 13 points for web.

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

There is no minimum size for IM FELL
DW Pica PRO and Brandon Printed One.
The headlines should always be bigger
than the body copy.

MOOD / FEELING

MOOD / FEELING

MOOD / FEELING

MOOD / FEELING

MOOD/FEELING

The Grommet visual brand is a mixture of clean and modern with rustic and vintage, swaths of blue along with distressed metal and wood textures, with orange as a call to action highlight color. The Grommet office decor (pictured to the right) is a good example of the juxtaposition of the textured rustic elements and the clean modern look.



BACKGROUNDS & TEXTURES

BACKGROUNDS

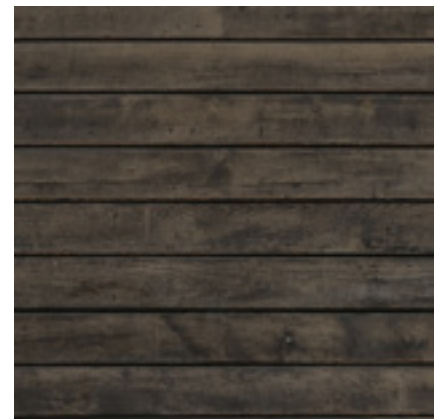
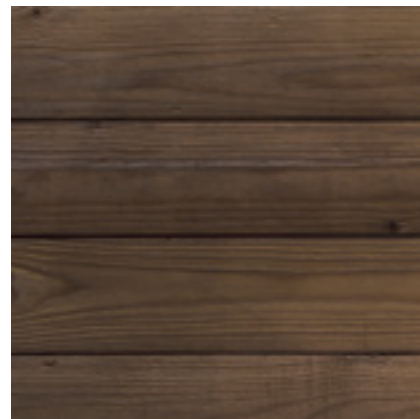
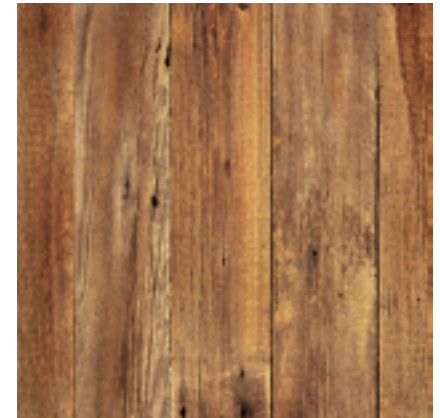
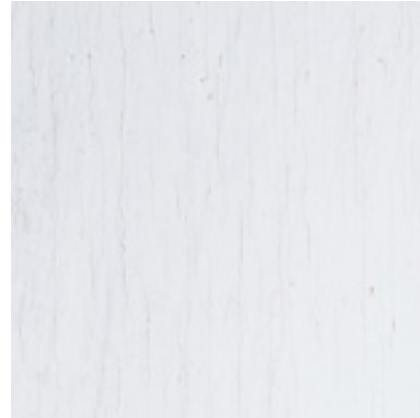
Using photographic backgrounds in brand materials is encouraged. These backgrounds should be mainly textural in nature, flat with minimal depth, and should not be overly busy so as not to detract from the main message. Images should have a strong tactile quality, and might be abstract at first, but should ultimately be recognizable.



COMMON TEXTURES

WOOD TEXTURES

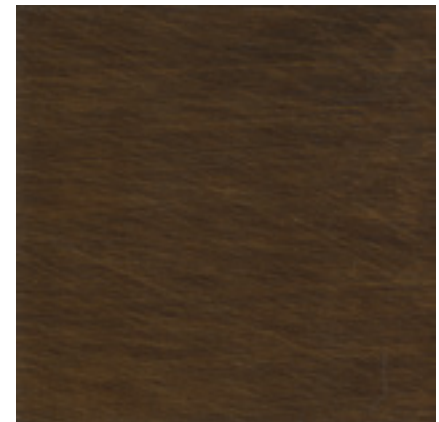
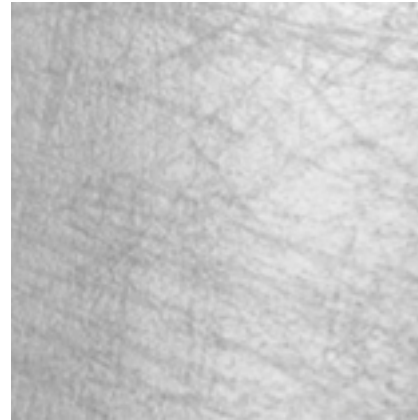
A variety of wooden textures and colors can be used: reclaimed wood textures—distressed, imperfect, used wood—the kind you find in a Maker’s shop.



COMMON TEXTURES

METAL TEXTURES

All kind of metal textures can be used, especially brass (echoing The Grommet logo). Always used distressed, weathered.



COMMON TEXTURES

PAPER TEXTURES

A variety of paper textures can be used. Our favorite paper textures include White Natural and Craft in all tones of beige/brown.



DESIGN ELEMENTS

HAND-DRAWN LINES

Intersecting hand-drawn lines that create a drafting look and feel.



PERSONAL
PERSONAL
PERSONAL
**PERSONAL
VALUE ICONS**
PERSONAL
VALUE ICONS

PERSONAL VALUE ICON COLORS

The preferred color for the icons is Grommet Blue (see page XX for color specs) and should be used over a white/light background for maximum impact and clarity.



The white version is available for use (see page XX for color specs) if the background is dark.



PERSONAL VALUE ICON TYPEFACE & SIZES

The value icons can be used as a group or individually, with or without their respective tile.

If the title(s) is/are used, it should always be written in IM FELL DW Pica PRO Regular all caps. The font size should not be smaller than 8 pts.



When the icons are shown side by side they should all be the same size and have consistent spacing in between them.



PERSONAL VALUE ICON MISUSES



Do not use colors other than blue or white for the icons



INDEPENDENT
MAKER

Do not use colors other than black or white for the titles



HANDCRAFTED

Do not use a font other than IM FELL DW Pica PRO Regular



Philanthropy

Do not write the titles in lower cases



MADE IN THE USA

Do not go smaller than 8 points for the title font size



Do not use be inconsistent with size when icons are shown side by side

**MAKER
PHOTOGRAPHY**

MAKER PHOTOGRAPHY

Shots showing the Maker in action—something that feels like it is the Maker’s “workshop” and shows their craftsmanship.

Images that feel natural and personal (not stages)—like a behind-the-scenes glimpse into the Maker’s life.

Fun and light-hearted imagery is encouraged—we want our community to get to know the real people who are our Makers.

