our brand

debbidoo

marketing for real people, by real people™

A brand is more than just a logo, a strapline or a colour scheme. While visual identity plays an important role in the organisation's brand strategy, of equal importance are the missions, philosophies, behaviours and messages that work with the organisation's visual identity to provoke the desired emotional responses in the stakeholders that come into contact with the brand. The way we answer the phone, the tone of our emails, the language we use in our promotional materials… these are important elements of the brand, because they all can influence the way stakeholders relate to the organisation.

At debbidoo we're passionate about the brand, both our own and those of our clients. We work hard to understand each client's brand from the moment we start working together, but it's also important to us that our stakeholders fully understand our brand too.

This brand manual explains the philosophies, messages and values that make up the debbidoo brand, and directs stakeholders in the correct use of our visual identity.

debbidoo Ltd is a provider of marketing, e-marketing and web design services to organisations of all shapes and sizes, including businesses, charities, the public sector and community groups.

The services we provide include marketing planning and management, marketing research, marketing communications (including e-marketing and brand development and management) and website design. Clients can hire debbidoo when they need to, either in addition or as an alternative to employing a full time marketing or office manager.

our mission statement

We are in the people business; our clients and their stakeholders are people, not statistics, and deserve to be treated as such. We aim to help our clients create and maintain exceptional stakeholder relationships which, combined with our provision of affordable, honest, efficient marketing and operational expertise, will aid and support our clients' growth.

“marketing for real people, by real people”

We believe that debbidoo’s strapline defines our entire approach to our business relationships.

Although we, like most marketers, find statistics useful as a means to understanding marketing environments, we never forget that we’re marketing to and for human beings, not columns of numbers or ticks in boxes. When we’re not being marketers we’re being customers; when we’re being customers, the relationships we value most are those with organisations that make us feel like special, valued human beings, and this has shaped the way we do business.

Our strapline also illustrates our commitment to providing services that are carried out by human beings; while we embrace and make best use of the technology available to us, we believe that the personal touch is also important. When we describe a service as ‘fully managed’, that’s exactly what it is.

The debbidoo brand is built around our philosophy that every organisation should have access to affordable, efficient, effective marketing services whenever they need them, without having to take on the responsibilities of creating full time posts.

We love:

- Marketers that work hard to get to know us as individuals, instead of treating us like machines that behave in a predictable way
- Honesty; marketing is about identifying and satisfying customer needs, not telling lies to shift units
- Getting to know our clients, and helping them get to know us
- Simplicity, but never at the cost of efficiency
- Thoroughness
- Communicating; that's why we're marketers

We don't love:

- Language which is designed to impress rather than to inform
- Sloppy, incomplete work
- Dishonesty

We pride ourselves on being open, honest, efficient and flexible.

We are sticklers for detail, and it's important to us that every task we undertake is done properly and thoroughly, and in a logical order. We hate the idea of cutting corners.

But because we are also passionate about providing top-notch customer service, we recognise that a client's needs are more important than our always being able to follow our internal processes to the letter, so we will bend our own rules if it means providing a better service to our clients.

We want to build exceptional relationships with our clients; every one of our clients is unique, and so we aim to provide our services in a way that is tailored to the client's individual needs, not to a rigid set of ticks in boxes.

It's also important to us that we provide the best possible service for the best possible price; we believe that every organisation should have access to efficient, reliable, effective marketing services and that price needn't be a barrier.

Our visual style is clear and uncluttered and reflects the key brand messages that we want to communicate to our stakeholders:

hard working warm honest
dedicated professional fair
organised efficient friendly
creative passionate marketers
real people knowledgeable
affordable uncomplicated
excellent value plain speaking
genuine realistic likeable
confidential progressive
approachable modern
transparent trustworthy

Our logo comprises three elements:

- The marque: the font used is BorisBlackBloxx by Manfred Klein
- The strapline: the font used is Arial in bold
- The happygirl device: influenced by a Japanese Unakuzin doll

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Using our logo

- Our logo should never be made up using typography
- Do not use the logo against cluttered or complicated backgrounds
- Never use our logo at widths of less than 20mm
- Leave a clear space equivalent to x-height between our logo and adjacent design elements
- Do not alter the shape of the logo in any way

Our company name only uses lower case characters:

debbidoo

Some common misspellings and misrepresentations of our company name are:

Debbidoo debidoo debbiedoo
debbido **debbi doo** debbi do
debbie doo debbie do **debi doo**

Our primary brand colours are representative of the modern, forward-thinking industry of which debbidoo is a part, and of our energetic and enthusiastic approach to every task we undertake.

Our highlight colours are used as backgrounds where contrast or emphasis is needed – for example, in callout boxes or in graphs and charts.

Primary colours				
RGB	30/124/255	255/20/255	173/22/255	128/128/128
Web	#1E7CFF	#FF14FF	#AD16FF	#808080
Highlight 1				
RGB	127/182/255	255/147/255	204/117/255	173/173/173
Web	#7FB6FF	#FF93FF	#CC75FF	#ADADAD
Highlight 2				
RGB	193/220/255	255/193/255	224/170/255	204/204/204
Web	#C1DCFF	#FFC1FF	#E0AAFF	#CCCCCC
Highlight 3				
RGB	224/237/255	255/216/255	240/214/255	226/226/226
Web	#E0EDFF	#FFD8FF	#F0D6FF	#E2E2E2

All of debbidoo's written communications are produced using the Arial typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?*&@£
14pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?*&@£
14pt bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?&@£*
14pt italics

We don't like written language which is designed to impress rather than to inform, for example over-use of jargon or technical terms; it's difficult to read, it's not engaging, and it goes against our guiding principles of clarity, honesty and transparency.

We believe that the best copy reads as naturally as a spoken conversation; therefore all our written communications use a relaxed, natural language that flows easily and avoids over-use of jargon.

If you have any questions about our brand, please contact us as follows:

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