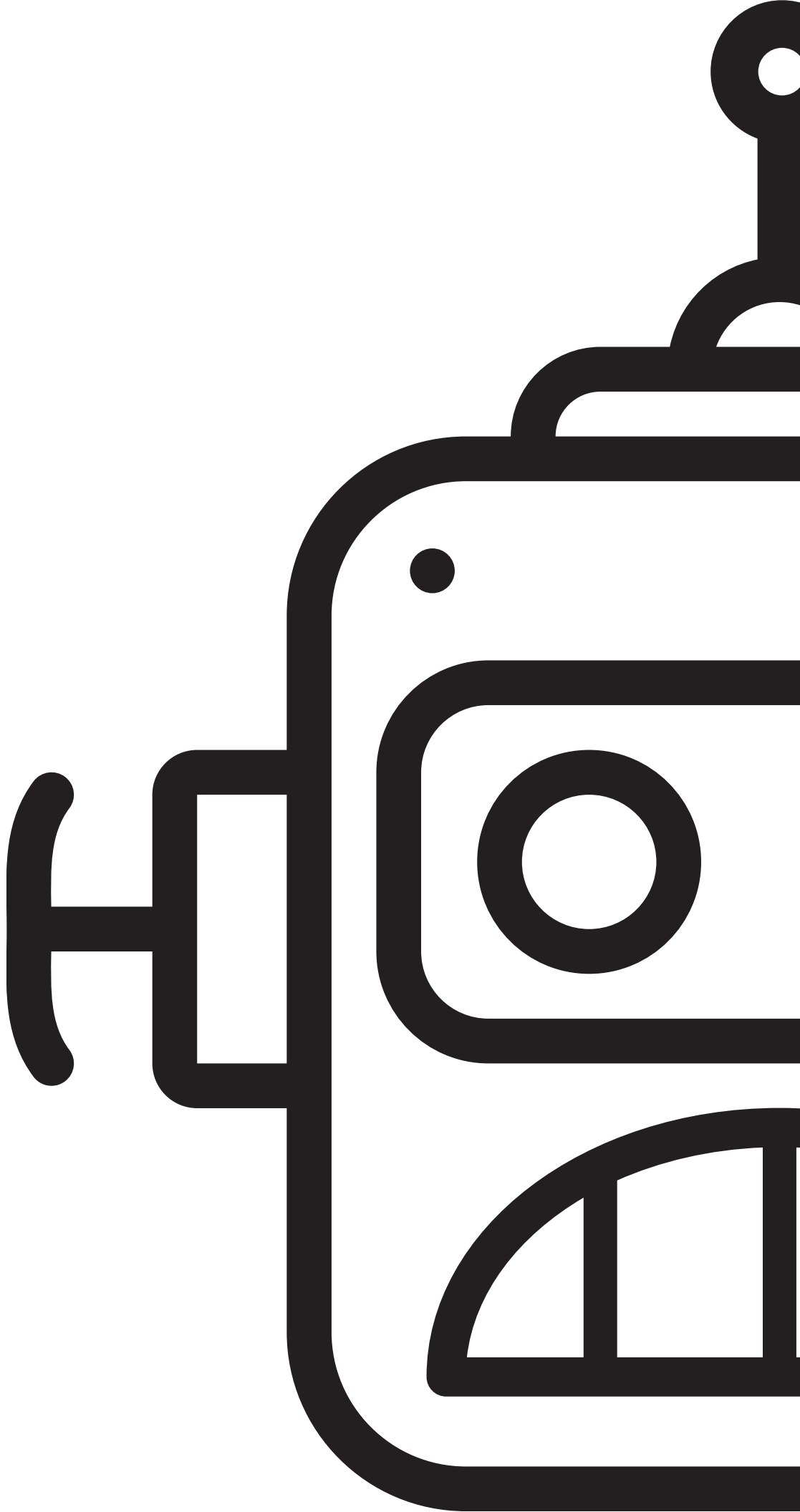


DALLAS PRINT FACTORY



BRAND GUIDELINES

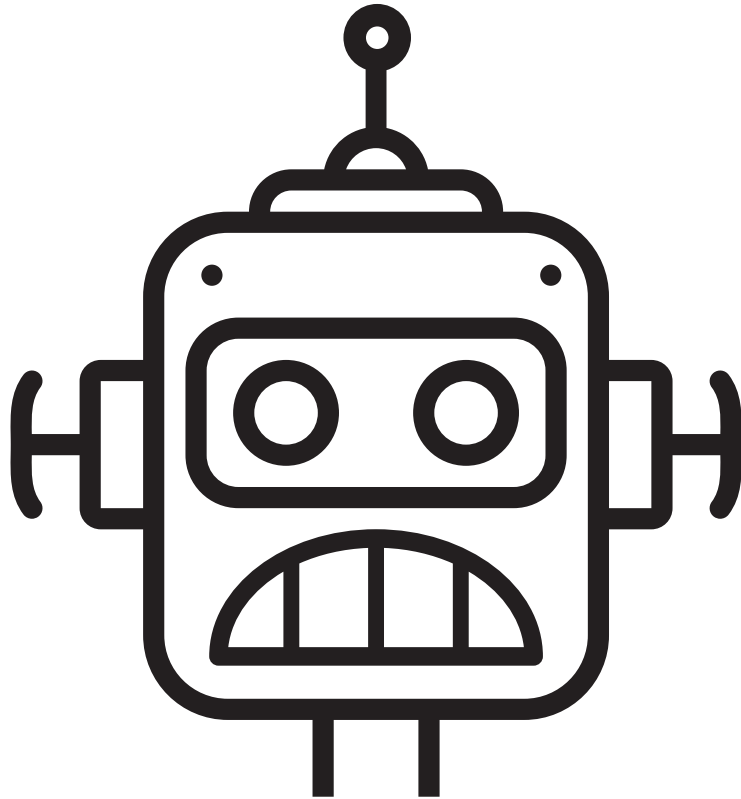




MEET ROB

“The Face of DPF”

Short for his full name *Rob Ot*, aka the “Sass-bot” of the print factory. (It’s actually pronounced like “Robe” but we DGAF.)



Rob’s Story

Rob was programmed to print. Disgruntled after hearing so many humans talking about the “death of print,” he started a print factory in Dallas with his robot dog Press. Together they live for the thrills of short runs and the smell of fresh ink. He is a loud print advocate, believing (ironically, because he is a digital being) that print is not dead. His life’s passion and purpose are the same — print.

They say print is dead; Rob says they’re dead wrong.

The humans of the print factory do all of the real work behind the scenes, but Rob likes to take credit. He is not a dictator, but he feels like their brilliant, fearless leader.

The humans that work at DPF provide basic information and customer service, but Rob is never too far away with an opinion. His charm and personality keep customers interested in what he will do or say next.



Rob is:

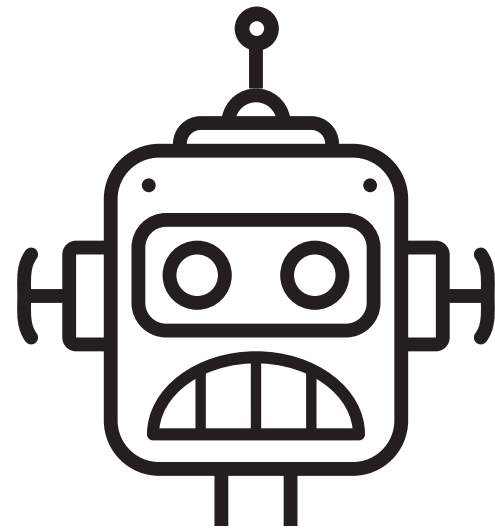
- Sassy
- Quick-witted
- Tongue-in-cheek
- Smart
- Subtly superior
- Relatable
- Lovable
- Playful
- Perceptive
- Funny

Rob is NOT:

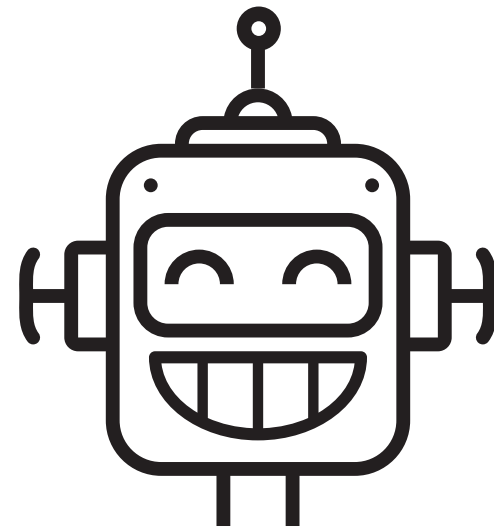
- Negative
- Heartless
- Dumb
- Perfect
- Mean
- Humble
- Eager-to-please
- Fine-with-anything
- Timid
- Abrasive

ROB'S PERSONALITIES

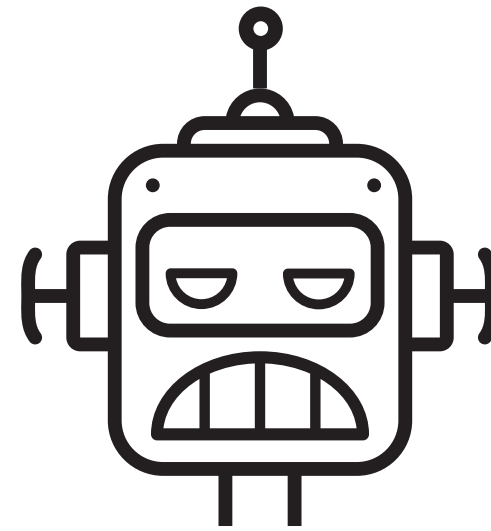
Rob was programmed with eight different emotions. This means that everything Rob says or does has to come from one of these sentiments. They should serve as a guide to ensure all future work stays on-brand and true to Rob's character.



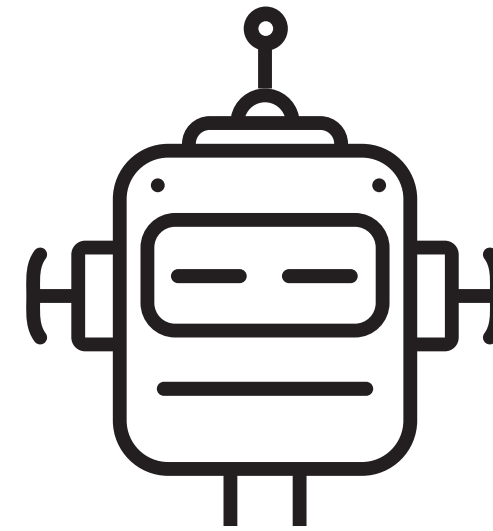
STANDBY



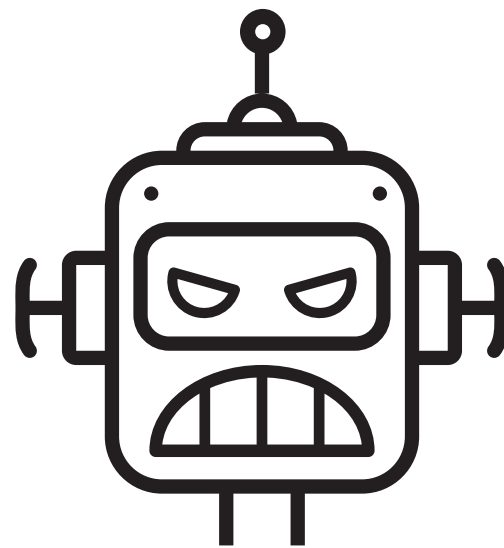
HAPPY



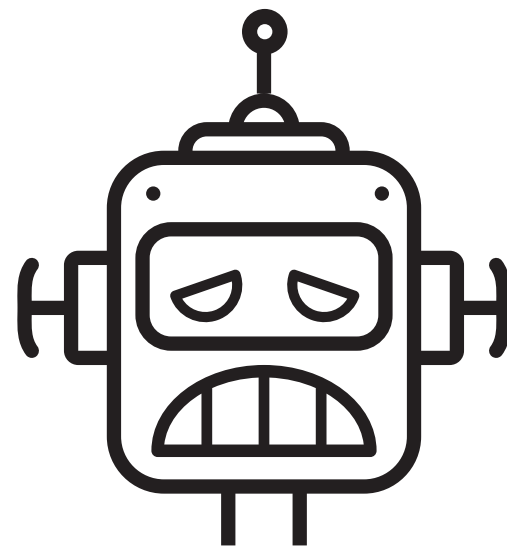
ANNOYED



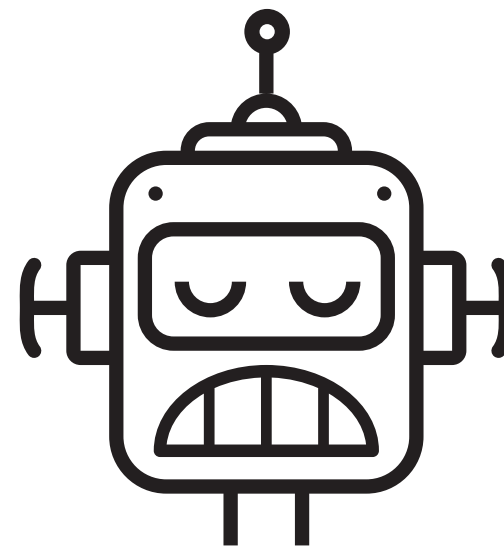
OVER IT



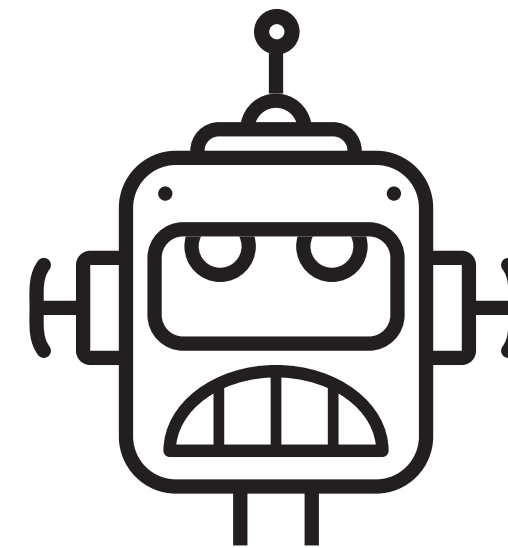
PISSED OFF



SAD



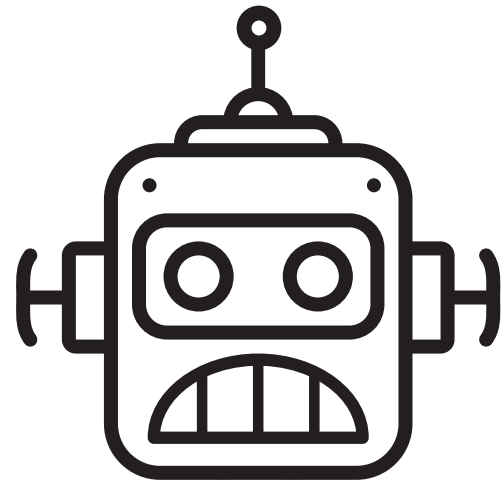
SASSY



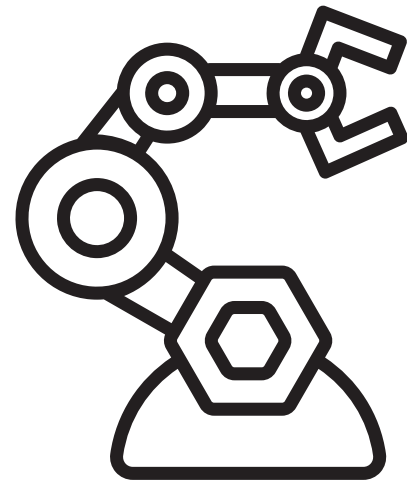
EYEROLL

BRAND ELEMENTS

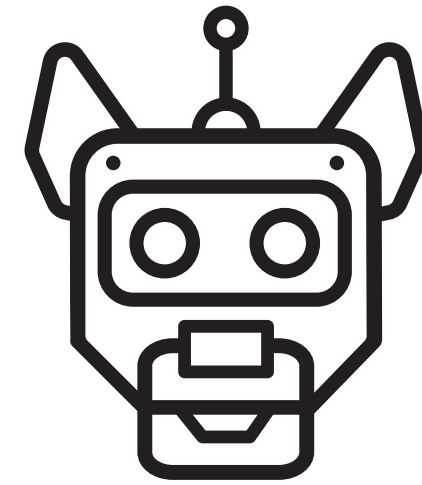
These three graphic elements are the visual representation of the DPF story and a reference for all future design.



ROB'S HEAD



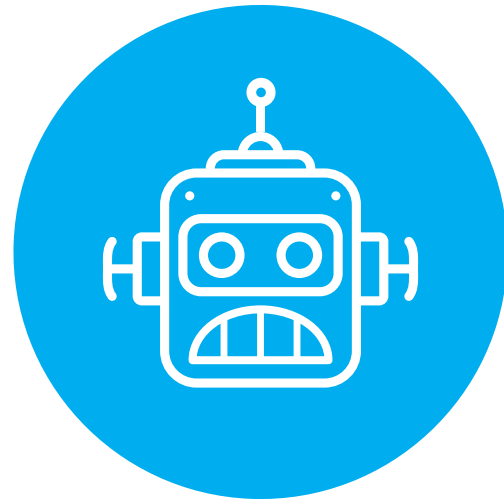
FACTORY ROBOT ARM



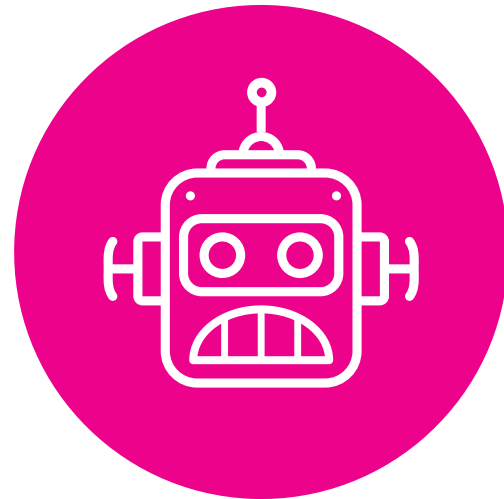
PRESS THE ROBOT DOG

COLOR SYSTEM

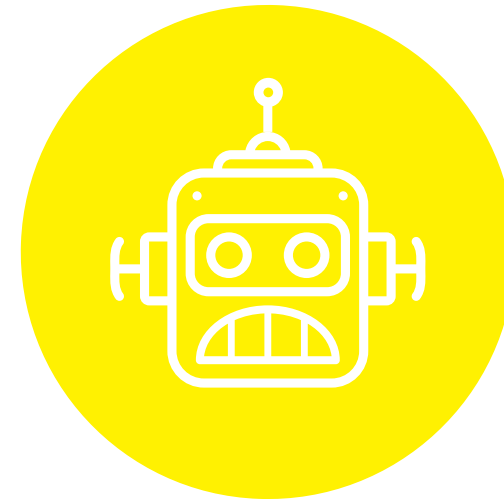
The color system is CMYK, or cyan, magenta, yellow, and black. It's a play on the fact that DPF is a print factory and, consequently, very familiar with the 4-color process.



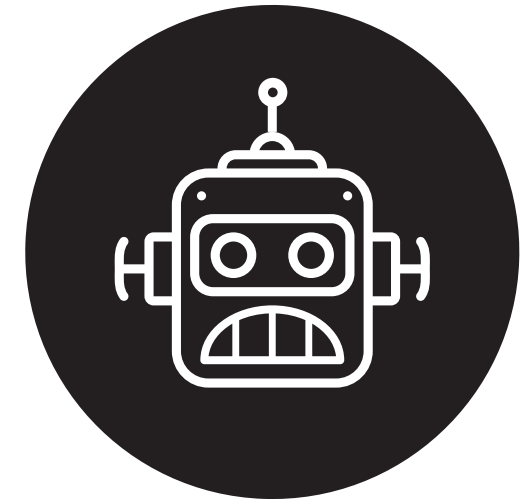
100% CYAN



100% MAGENTA



100% YELLOW



100% BLACK

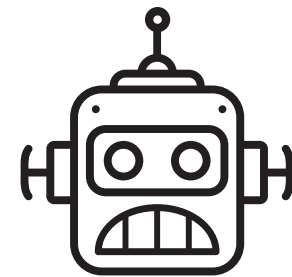
LOGO SYSTEM

Each logo represents the brand identity in a different way. The logotype group is comprised of primary logos, and all other logos in the system should be used to express the brand identity on marketing collateral and apparel. Logos should never be in any color besides black and white.)

Logotypes:

DALLAS PRINT FACTORY

**DALLAS
PRINT
FACTORY**



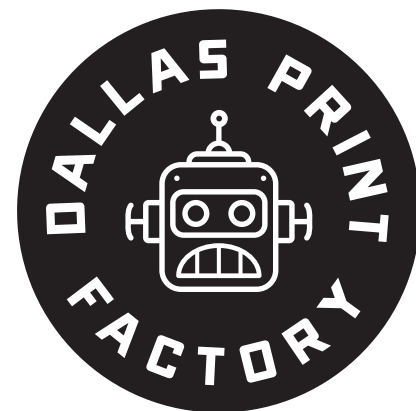
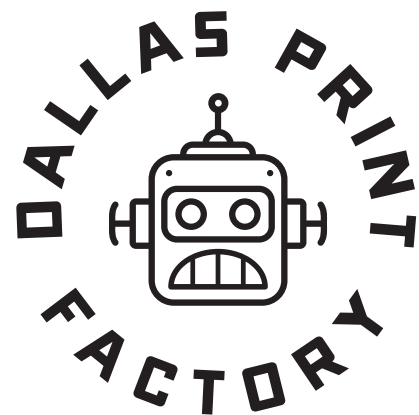
**DALLAS
PRINT
FACTORY**

Type Lockups:

**DALLAS
PRINT
FACTORY**



Badges:



Lettermarks:



ICON SYSTEM

Custom built branded icons used to uniquely showcase the services and products DPF has to offer. Additional products/service icons may be included upon approval.



TYPOGRAPHY

The DPF typography system is the visual voice of Rob, and any branded copy.

Brand Typefaces:

ONRAMP

HEADLINES

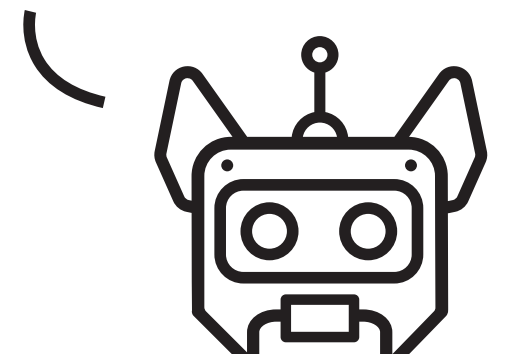
Factoria Medium

SUBHEADLINES

Montserrat Light

BODY COPY

**beep* *click* *click* schwrrrr*



TYPOGRAPHY

TYPE APPLICATION SAMPLE

DALLAS PRINT FACTORY [ONRAMP]

DALLAS PRINT FACTORY (FACTORIA MEDIUM)

Dallas Print Factory. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignis Giatio et volesequo odis sequia ne voluptae. Nam dolo eum harciditius aut in re veriatur aut qui dolupta turecto rporibusapid eumet et que pa voloritius dic tes conseri orporit, omniendis velessimus veliam eos et od maio od eate volestiis eum rempor mil moloribuscid utatium quatet etur? Cera in nobitias ipita natem sequam, omnis volora. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. (Montserrat Light)

TAGLINE

This tagline represents both Rob and the business. Rob is the personality of the brand, and DPF prints things that represent the unique personalities of each client.

**PRINT WITH
PERSONALITY**



DESIGN APPLICATION

COLLATERAL SAMPLES



TRUCKER HAT



T-SHIRT FRONT



T-SHIRT BACK

DESIGN APPLICATION

COLLATERAL SAMPLES



DESIGN APPLICATION

COLLATERAL SAMPLES



DESIGN APPLICATION

COLLATERAL SAMPLES



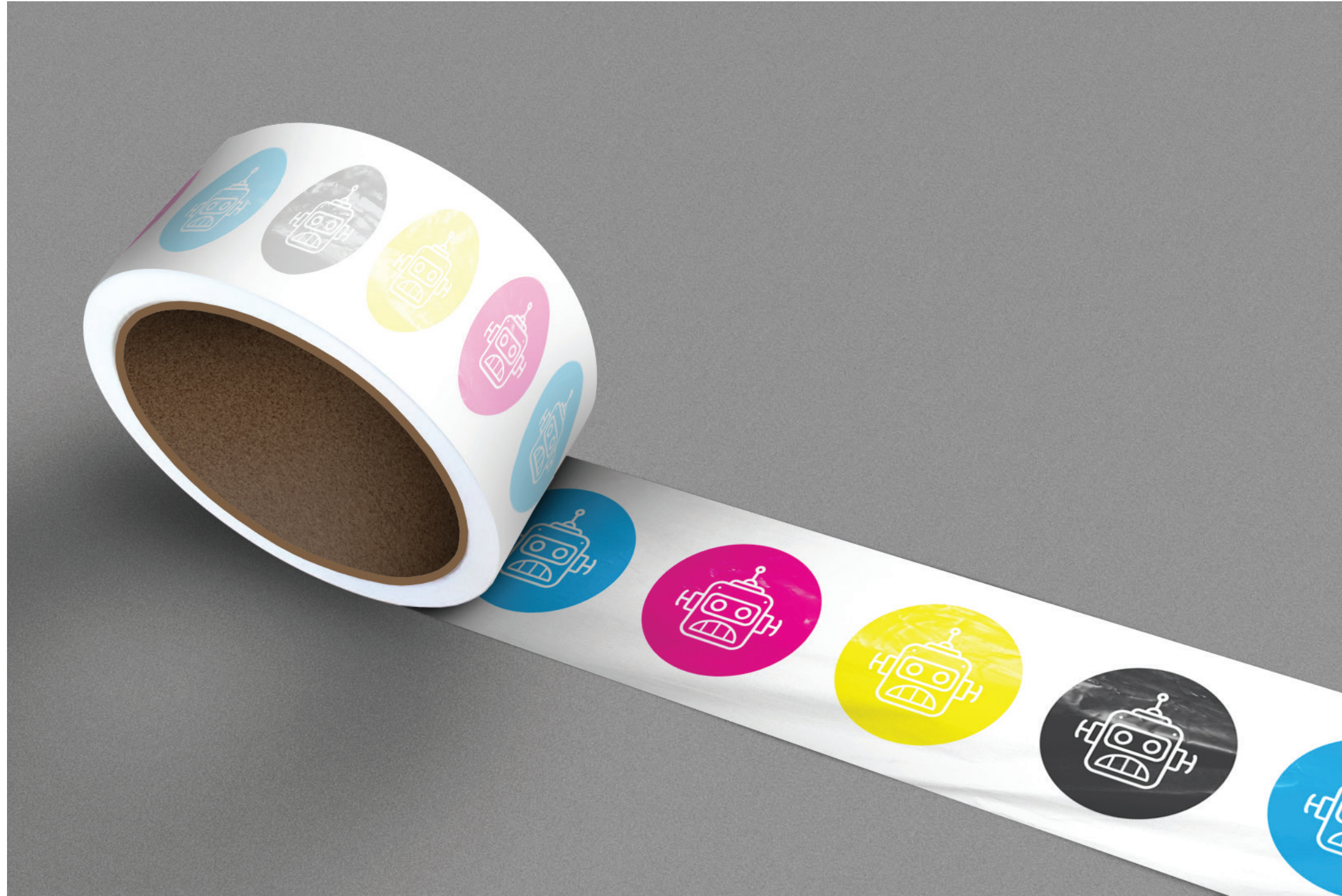
DESIGN APPLICATION

COLLATERAL SAMPLES



DESIGN APPLICATION

COLLATERAL SAMPLES



DESIGN APPLICATION

COLLATERAL SAMPLES





COMMUNICATION GUIDELINES

MESSAGING/VOICE

Language

DPF uses copy that is equal parts helpful, genuine, and clever. If you have something extra witty to say that has a bite to it, leave it to Rob. He may be a robot, but he's programmed to deliver some mild heat.

Readability

Copy should be clear and interesting. There is underlying wit, but the main goal should be clarity.

Style

DPF copy should sound like you're talking to a friend. The style is relaxed and non-technical. DPF uses AP style with Oxford comma.

Tone of Voice

DPF's tone of voice is friendly, relatable, and easy-to-understand, with witty undertones.

COMMUNICATION GUIDELINES

MESSAGING/VOICE

DPF is:

- Helpful
- Genuine
- Clever
- Clear
- Interesting
- Friendly
- Easy-to-understand
- Direct
- Natural
- Trustworthy

DPF is NOT:

- Technical
- Formal
- Irreverent
- Boring
- Rude
- Misleading
- Ambiguous
- Ignorant
- Vague
- Flippant

COMMUNICATION GUIDELINES

MESSAGING/VOICE

Rob is:

- Sassy
- Quick-witted
- Tongue-in-cheek
- Smart
- Subtly superior
- Relatable
- Lovable
- Playful
- Perceptive
- Funny

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- Dumb
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- Timid
- Abrasive

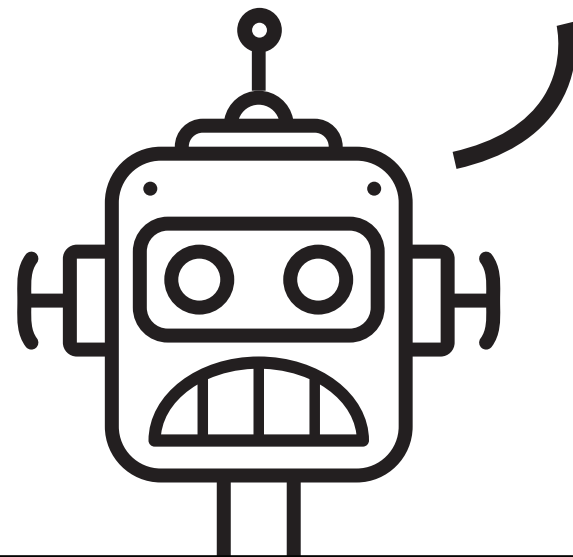
COMMUNICATION GUIDELINES

MESSAGING/VOICE

ROB VOICE

**WE PRINT WITH
PERSONALITY.**

**NOW DRINK UNTIL
YOU HAVE ONE.**



Congratulations to all the winners and the not-winners. We got a drink with your name on it.

**DALLAS
PRINT
FACTORY**

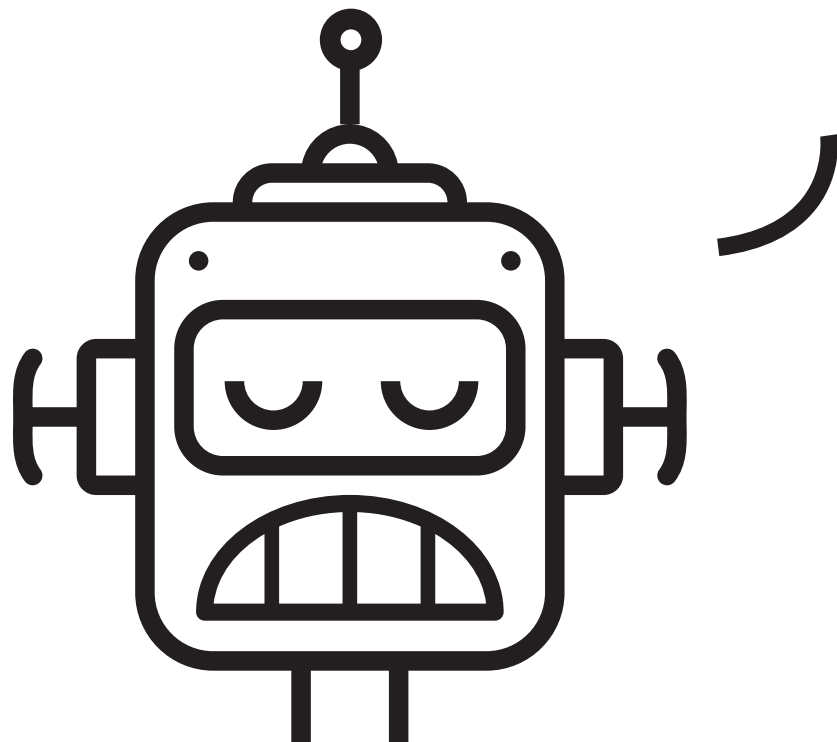
DALLASPRINTFACTORY.COM

DPF VOICE

COMMUNICATION GUIDELINES

MESSAGING/VOICE SAMPLES

**IF THERE'S ANYTHING
WRONG WITH THIS ORDER,
JUST REMEMBER,
THAT'S A HUMAN ERROR.**



**DALLAS
PRINT
FACTORY**

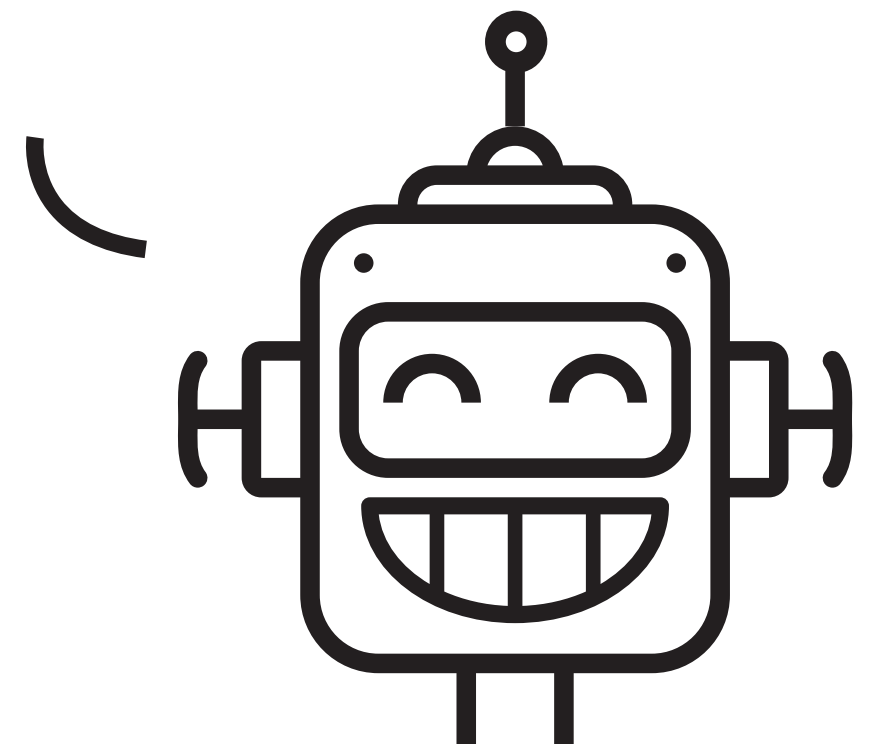
COMMUNICATION GUIDELINES

MESSAGING/VOICE SAMPLES

MY PRIMARY FUNCTION?

MAKING YOU LOOK GOOD.

**DALLAS
PRINT
FACTORY**

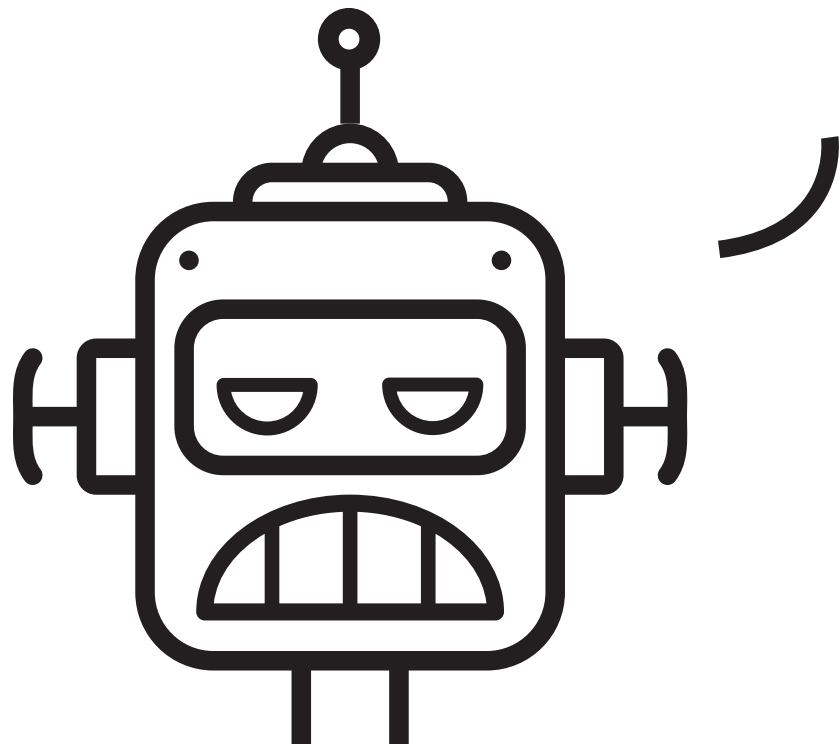


COMMUNICATION GUIDELINES

MESSAGING/VOICE SAMPLES

I DO ALL THE WORK.

YOU GET ALL THE CREDIT.



**DALLAS
PRINT
FACTORY**



**THANK YOU,
HUMANS.**

