

BRAND BOOK

WAVECREST

Brand book

The extra 10%

DESIGN EDITION / REVIEW DRAFT

WAVECREST / BRAND BOOK



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The extra 10%

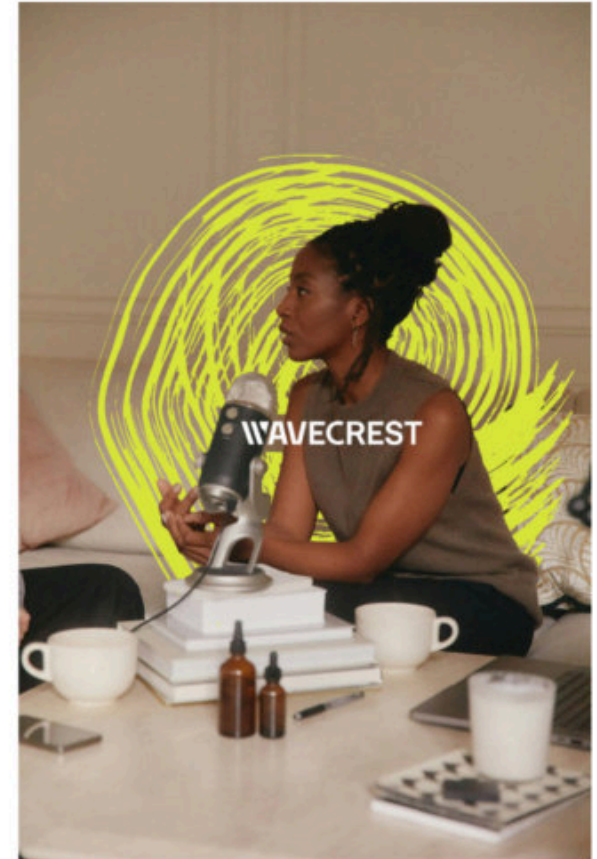
The detail you didn't expect.
The idea you didn't ask for.
The effort that makes a brand
feel worth choosing.

It's the extra that sets you apart.

Our brand essence

Simple at the core. Extra in the details.

Clean structure gives the work clarity.
Expressive energy makes it WaveCrest.



Purpose, vision & mission

01

Purpose

To unlock the power of people and ideas and turn potential into momentum.

02

Vision

Marketing that inspires, builds trust and creates genuine connections.

Our mission

To be the most trusted and daring partner in shopper marketing.

Who we are

Curious thinkers.

Hands-on makers.

We connect insight with the work people actually meet. We take responsibility for the details and look for the extra that improves the experience.



Who we speak to

Brand & marketing teams

Lead with the shopper challenge, the idea and the intended outcome.

Retail & commercial teams

Show how the experience works in the store and how teams can deliver it.

Our people & partners

Be specific about the brief, responsibilities and the next decision.

Audience framework for review. The source does not define market segments.

A photograph of a woman and a man in a room. The woman, on the left, has long dark hair and is wearing a white short-sleeved shirt and dark trousers. She is holding a black camera up to her eye, taking a picture. The man, on the right, has curly dark hair and is wearing a grey t-shirt and dark trousers. He is also holding a black camera, looking down at it. In the foreground, a camera on a tripod is partially visible. The background shows a green cabinet with various items on it, including a glass and a cup. A hanging plant is visible on the wall to the right. The overall lighting is warm and indoor.

Our voice

Clear, confident and unmistakably human

Tone of voice

01 **Clear**

Say what we mean. Use concrete words and make the message easy to follow.

02 **Confident**

Stand behind the idea. Support claims with work, examples or evidence.

03 **Curious**

Invite a useful conversation. Ask questions that help move the work forward.

04 **A little unexpected**

Use a playful line when the moment fits. Keep practical information straightforward.

Language in practice

GENERIC

We deliver innovative solutions.

Please be informed of the delay.

A successful activation.

WAVECREST

We turn shopper insight into experiences people want to take part in.

The delivery is delayed. Here's the updated plan.

Show the work. Explain what happened and use verified results.

Be EXTRA.

Forget fine. GO ICONIC.

100% is cute. Now add 10%.

Campaign language and social headlines. Keep functional copy clear and direct.

Internal communication

A useful message gets the work moving

State the situation. Make the next action clear. Name the person responsible and give a date when timing matters.

EXAMPLE

The updated artwork is ready.

Tue will send the print file after approval.

Please confirm the text by Thursday at 12:00.

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Our visual identity

Clarity with a human edge

The visual system

A neutral foundation

Black. White. Gray. Steam.
Clear hierarchy and space to breathe.

An expressive accent

One accent colour and a purposeful human gesture.



Original WaveCrest artwork

The WaveCrest wordmark

WAVECREST

Use the original asset. Preserve its proportions and keep the surrounding area clear.

Logo usage

01 **Original artwork**

Use approved logo files. Keep the wordmark intact and scale it proportionally.

02 **Clear placement**

Choose a quiet area with strong contrast.
Keep type and artwork away from the logo.

03 **Legibility**

Check the logo at the final output size.
Use a simpler placement if details become unclear.

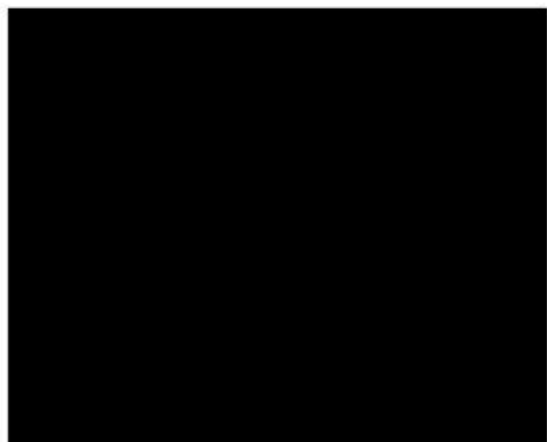
04 **Production**

Confirm the master variants, minimum size and clear-space measurement before release.

The source supplies a white wordmark but no formal logo specification. These rules are proposed.

Primary colours

Our foundation for text and backgrounds



Black

HEX #000000



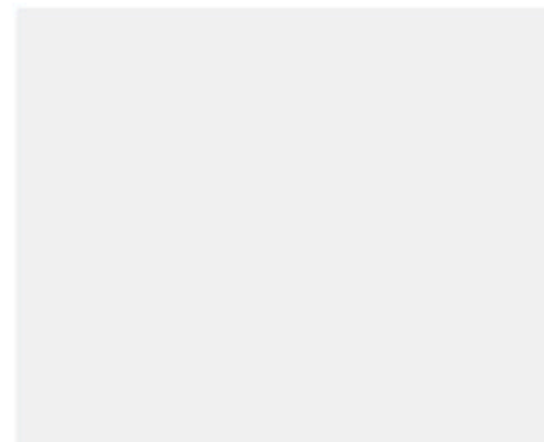
White

HEX #FFFFFF



Gray

HEX #595654



Steam

HEX #F1F2F4

Accent colours

One accent colour in each composition

Extra Green

HEX #D8E63B

Creative Violet

HEX #6E5ACB

Bold Blue

HEX #273287

Matcha / #F5F9D1

Lavender / #DCD6F6

Blueberry / #CBD0F3

The lighter supporting colours serve charts and data graphics in the source guidance.

Colour & readability



**Extra Green
on black**

Accent colour adds emphasis. Neutral colours do the everyday work.



White
on Bold Blue

Use dark text on light surfaces. Check small text, buttons and links for accessible contrast.

Roboto

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?+*

Roboto Black

Emphasis in headlines

Roboto Regular

Main weight and subheads

Roboto Light

Supporting copy

Typographic hierarchy

A clear idea.

An **EXTRA** detail.

REGULAR + BLACK

REGULAR

LIGHT

One headline, one point of emphasis

Roboto Light gives supporting copy room to breathe. Keep paragraphs short and use enough contrast for the final size and medium.

Hand-drawn energy

Organic, expressive and imperfect on purpose



The original forms add personality to a clean composition. Use them to support a specific message.

Artwork & photography

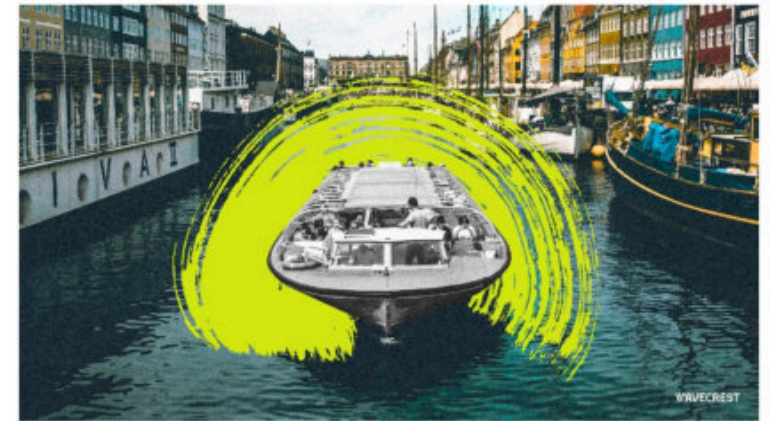
The gesture follows the image



Frame the subject



Follow the action



Respond to the setting

A purposeful gesture

01 **Opening moments**

The hero graphic belongs on introduction slides. Keep content and closing slides clear.

02 **Natural integration**

Follow the photograph's movement and curves. Protect the face, logo and main message.

03 **One accent**

Keep a single accent colour in each view. Give the artwork enough space to have an impact.

04 **Carousels**

Use one dominant graphic per image. Keep the sequence consistent and avoid stacked gestures.

Small gestures

Icons are the quieter alternative to full brush illustrations



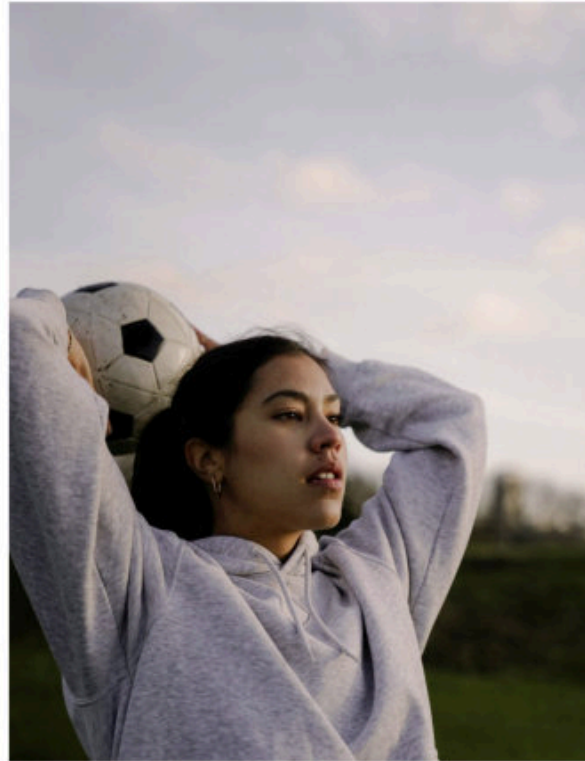
Use the supplied icon family sparingly in presentations and digital content. Keep scale and weight consistent.



Real people. Real moments.

Photography with a natural Nordic feel

Photography & composition



Candid and unposed

Inclusive subjects

Off-centre framing

Space for the message

A mix of details, movement and wider scenes gives the image library depth.

Light, colour & texture

Soft light.

Natural colour.

Muted tones and subtle grain.

Low to medium contrast.

Realistic skin tones.

Visible detail in light and shadow.



Motion with character



Hand-drawn rhythm

Animate the existing gestures with a frame-by-frame feel. Keep the imperfections that make the artwork human.

A clear message

Give text time to read. Keep functional information steady while the gesture adds energy.

The sound of EXTRA

Short intros and outros build recognition.
A subtle rhythmic loop can support presentations.

Apollo

Shake Sum'n

Punchy and energetic.
For dynamic edits and action.

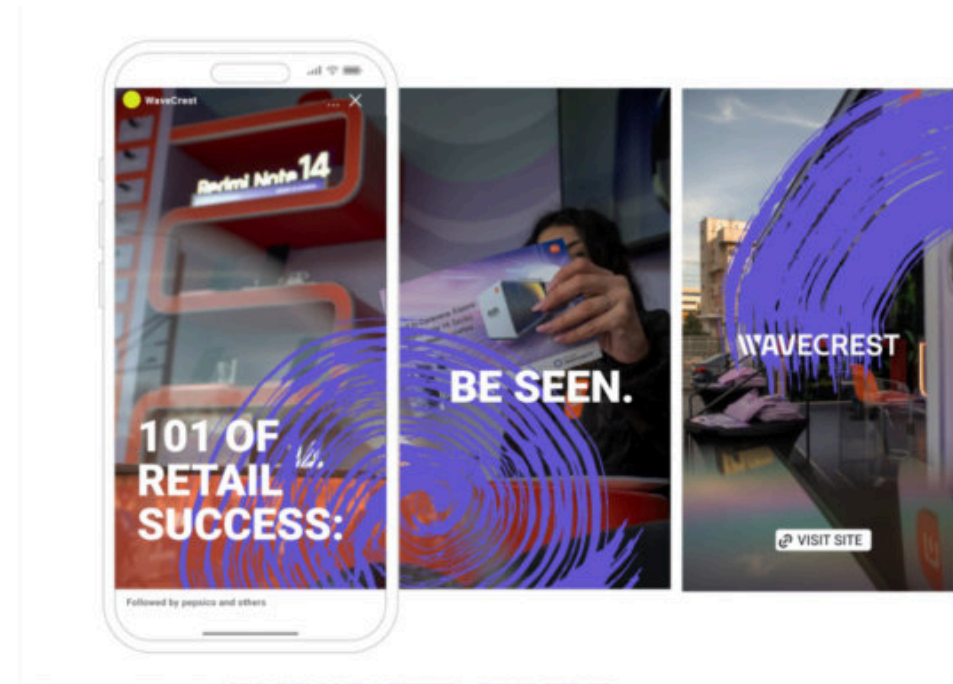
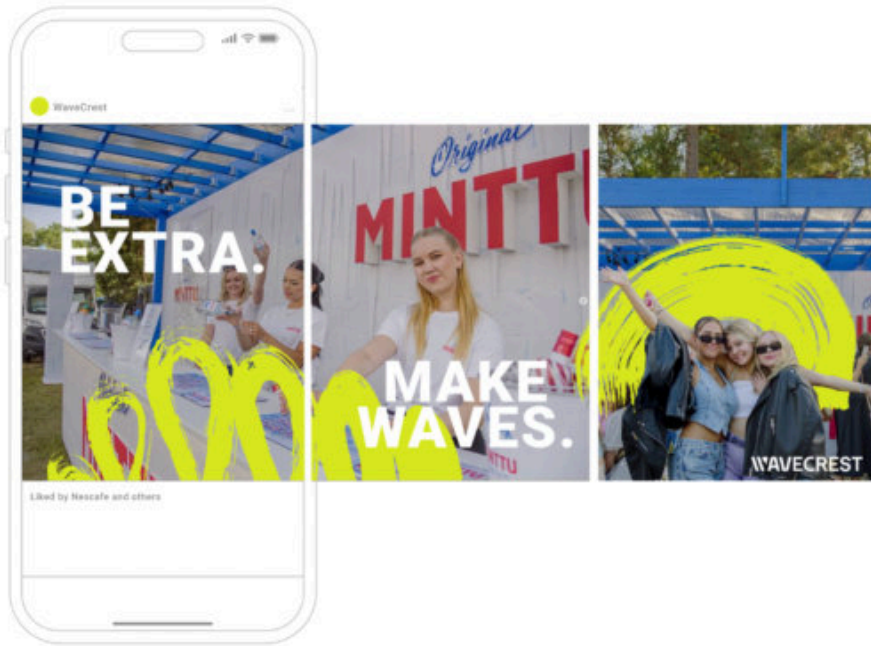
Ooyy

Colorplast

Instrumental version.
Modern synths and a driving beat.

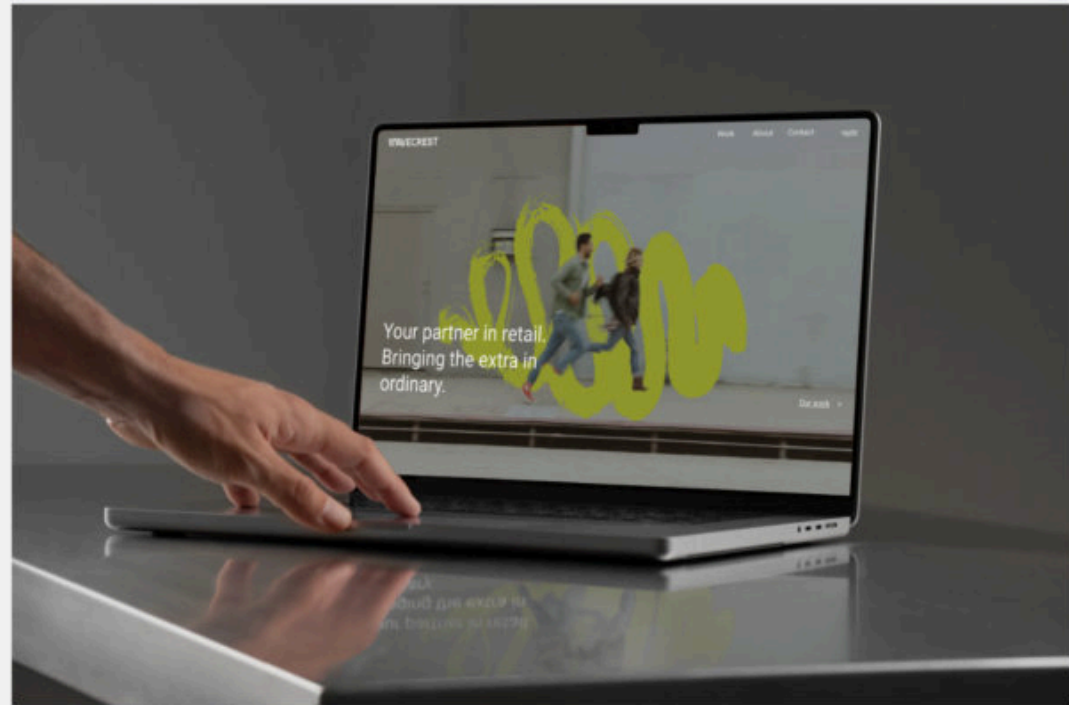
Social media

A clear first impression, even in a fast scroll



Short headlines. One accent per visual. The image and gesture carry the energy.

Digital experiences



Short content sections and strong imagery keep the focus on the work.

Presentations

Simple layouts keep attention on the content

SHOPPER INSIGHT

One idea.
A clear story.

The detail that makes people notice.



Clear hierarchy and readable evidence

Editorial layout

Proposed layout for credentials and case studies

THE EXTRA 10%

A detail worth noticing

One idea per page. A strong photograph.
Enough room for the story to breathe.



Brand assets

01	<u>Roboto</u>	OPEN
02	<u>Visual elements</u>	OPEN
03	<u>Photography</u>	OPEN
04	<u>Web layouts</u>	OPEN
05	<u>Icons</u>	OPEN
06	<u>Music</u>	OPEN

Links retained from the original deck. Access depends on the existing sharing permissions.

Before the brandbook goes live

01 **Brand foundations**

Confirm identity, audience and tone-of-voice additions.

02 **Logo specification**

Add approved master variants, clear space and minimum sizes.

03 **Brand assets**

Check folder access and confirm the owners of shared files.

04 **Production**

Approve print colour profiles and confirm music usage rights.

WAVECREST

It's the extra
that sets you
apart.

THE EXTRA 10%