



# BRAND GUIDELINES

Brand Guidelines Presentation

Welcome to our world were everybody finds  
the perfect fit!

Start Presentation



## Introduction to the brand

Walk this way is an online shoe store based in London. It specialises in bigger sizes for men and women from size 8 until 15. Our aim is to provide comfortable shoes that fit everybody.

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## OUR MISSION

## and Vision



**Mission:** our main purpose is to offer shoes in larger sizes to ensure that everyone can find comfortable footwear that fits

**Vision:** our biggest dream is to create a community for all our customers, including future plans to launch shoes to support LGBT+ community.



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## OUR BRAND Values

**Empathy:** we understand the range of struggles and frustrations of our customers. We commit to offer a relatable and understanding retail experience.

**Inclusivity and acceptance:** we believe that every person, regardless of their foot size or shape, deserves fashionable, comfortable and accessible footwear.

**Specialised knowledge and quality:** we are experts in large size, wide-fit, and medically accommodating footwear and we sell items that offer the proper support, comfort and durability.



## OUR LOGO

Colour palette



- Blue= #6B6AFF
- Yellow= #FFD95B
- Pink= #FF0099

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**Our logo has 3 colours:** blue evoking the traditional colour associated with male gender ; pink evoking the female gender and yellow which stands in the middle of the wording making a connection between the 2 genders and establishing a bridge for the projection of a third gender which evokes the LGBT+ community. The colours are a variation of the classic triad of primary colours (red, blue and yellow). The pink, being a lighter shade of red, projects a vibrant, energetic and playful vibe together with the yellow.

**Logo position=** The logo can be used on the left hand side, mainly for the website. Right hand side for documents, internal communications, product descriptions. In the middle of a page especially for video content on social media.

**Logo background and size=** mainly in transparent background. Size will vary depending on platform. Instagram & Facebook profiles 320 x 320 px/ TikTok 200x200 px/



## OUR TYPOGRAPHY

**WALK THIS WAY**= LAZYDOG

**Titles**= Tahoma bold

Paragraphs= Open Sans Regular

### BRAND RECOGNITION

LAZYDOG FONT GIVES THE IDEA OF MOVEMENT, YOUTH, FRESHNESS. THE BRAND NAME "WALK", IMPLIES THAT MOVEMENT THAT WE WANTED TO BE REFLECTED ON THE FONT.

### Titles and paragraphs

The other 2 typographies were chosen as secondary and harmonious fonts to write titles and paragraphs in neat design.



## OUR PHOTOGRAPHY

We aim to use pictures of our products that showcase big size shoes. Especially colourful, bright or exotic shoes. We want to drag the attention and pinpoint comfort and unique style.

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## BRAND GUIDELINES



## OUR BUYER PERSONA

### Persona 1: "Clara-The Tall Style Seeker"

- **Age**=28-38 (Millennials/older Gen Z).
- **Location**= urban/ suburban areas.
- **Profession**= Marketing, HR, Design
- **Income**= middle to upper- middle
- **Footwear needed**= 8 to 15 UK size
- **Goals**= to wear the same fashionable style as average friends. To feel confident.
- **Pain points**= tired of wearing "Granny shoes". Emotional exclusion, feels ignored by retailers.
- **Tech habits**= Highly active on Instagram, TikTok and influencer reviews

## BRAND GUIDELINES

### Persona 2: "Richard- The Pragmatic Comfort Buyer"

- **Age**= 35-60 (Gen X/older Millennials)
- **Location**= any
- **Profession**= corporate role, Engineer, Manager, Sales rep, front of house.
- **Income**= middle to upper-middle
- **Footwear needed**= 13 to 15 UK size
- **Goals**= to have comfortable pain-free feet after a long day.
- **Pain points**= struggles to find the right size; needs shoes that withstand his weight; finds limited colours, only black or brown shoes.
- **Tech habits**= Reads customers reviews online, blogs, uses e-mail overall.



## OUR TONE OF VOICE

### Female Millennials= emotional buyers

**Core tone**= empathetic, celebratory, aspirational. It must sound warm, acknowledging their disappointment and exclusion of the fashion world. "Tired of Grandma shoes?", "The style you fell in love with, finally available in your size". Aspirational: "Meet the viral boot that actually fits your foot".

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### Male old Millennials= pragmatic buyers

**Core tone**= confident, reliable, informative. For male segment/ male shoes the tone will be direct, fact-based and reassuring. "Perfect fit guaranteed". "We speak your size, let's find your perfect fit". Messages should sound reliable, authoritative, helpful and straightforward.



## VISIT OUR WORK



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