

LOVE2SHOP



# Brand Guidelines

Version 1.1

# Contents

Welcome to the Love2shop Brand Guidelines. Here you'll find everything you need to know about the Love2shop brand and how it should be used.

These guidelines should be followed when creating campaign imagery and content, and if in doubt please contact the Love2shop creative and content teams.

Like with all great brands, these guidelines will evolve, so please familiarise yourself with any future updates accordingly.

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# Vision and Values

# Our Vision



We bring vitality to the world of **Gift Cards** and **Vouchers**  
by building and enhancing strong relationships.

# Brand Values

In order to achieve our vision we have 5 key brand values. These are the values we want our customers to remember us for and they should be repeatedly referenced when crafting marketing communications, creating products or delivering customer experience.

## CHOICE

### Freedom of Choice



We believe in being true to yourself. There's no point us telling you the best way, when we can provide the choice that lets you express yourself in whatever way floats your boat. So we don't dictate, we use our empathy and celebrate that every individual Love2shop experience is different; ensuring the possibilities for every individual are practically limitless.

## CONNECTION

### All Relationships Matter



Every moment we spend with a customer - whether on the phone or on a website - is a moment we treat with joy, generosity and gratitude. We exist to bind relationships together with a joyful experiences to represent the importance of rewards, recognition and gifting for any and all relationship.

## JOY

### Full of the Joys



We believe in the power of optimism. We seize the day with a positive outlook, a twinkle of irreverence, and an expectation of happiness in the air. We enjoy creating a smile in every moment in people's lives that we have the privilege to turn up in.

## EASE

### Eager to Please



Gifting and showing your appreciation for someone should never be difficult, which is why we create and share meaningful, engaging and responsible content through smart thinking and expertise to ensure our customers trust that the whole Love2shop experience is pleasurable for all.

## OPEN

### Open-Hearted



We're open-hearted, meaning we're comfortable with emotions. We encourage others to be open with their appreciation by sharing our feelings in a way that is refreshingly open, inspiring others to do the same.

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Identity

**Master Logo**

**LOVE2SHOP**

# Master Logo

The Master Love2shop logo should always appear in its entire form, in one of 3 main core colours.



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The Guiding Heart



# The guiding heart

Great brands need distinctive assets that set them apart. For us, we have the guiding heart.

The reason the heart is shaped the way it is, is because it's actually the point of an arrow.

The underlying principle of the heart in the visual language is that it's the heart that guides you.

The role of the new Love2shop brand is to guide people to the products that they need.

We have spent a lot of time getting the heart right, so the heart shouldn't be squashed, stretched or reshaped in any way.

**Let the heart  
guide you**

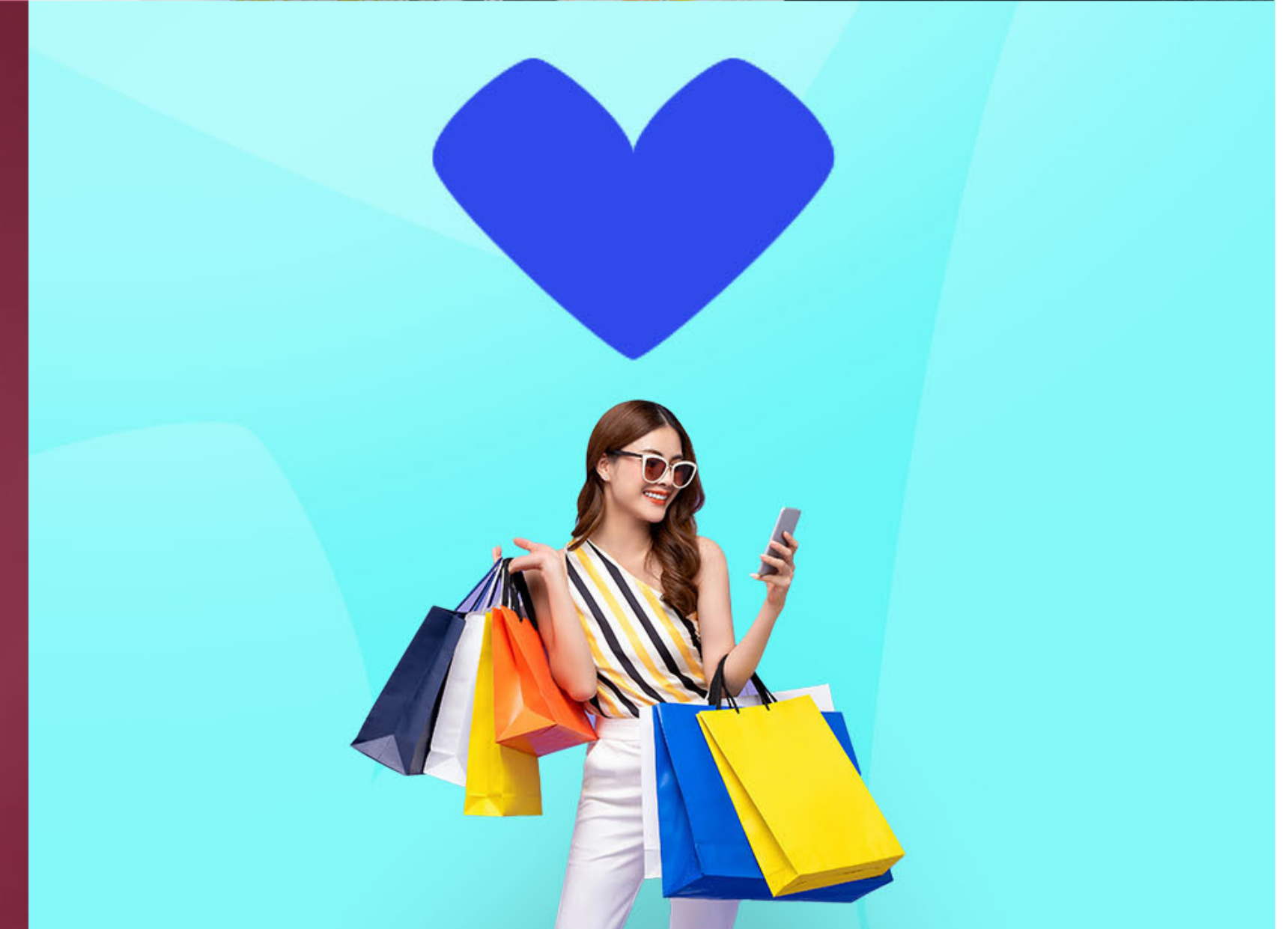
# Using the heart to signpost

Our guiding heart can be incorporated in many ways to fit a campaign or message.

For instance, the heart can signpost the viewer to tell the story subconsciously.

**THEY** Love2shop.  
**SHE** has been gifted.

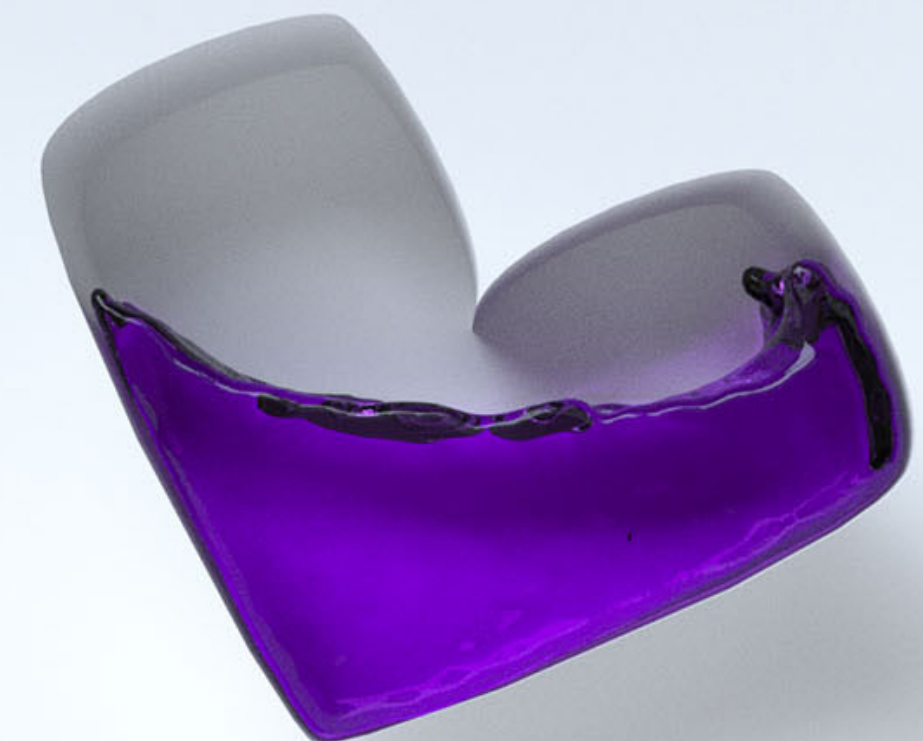
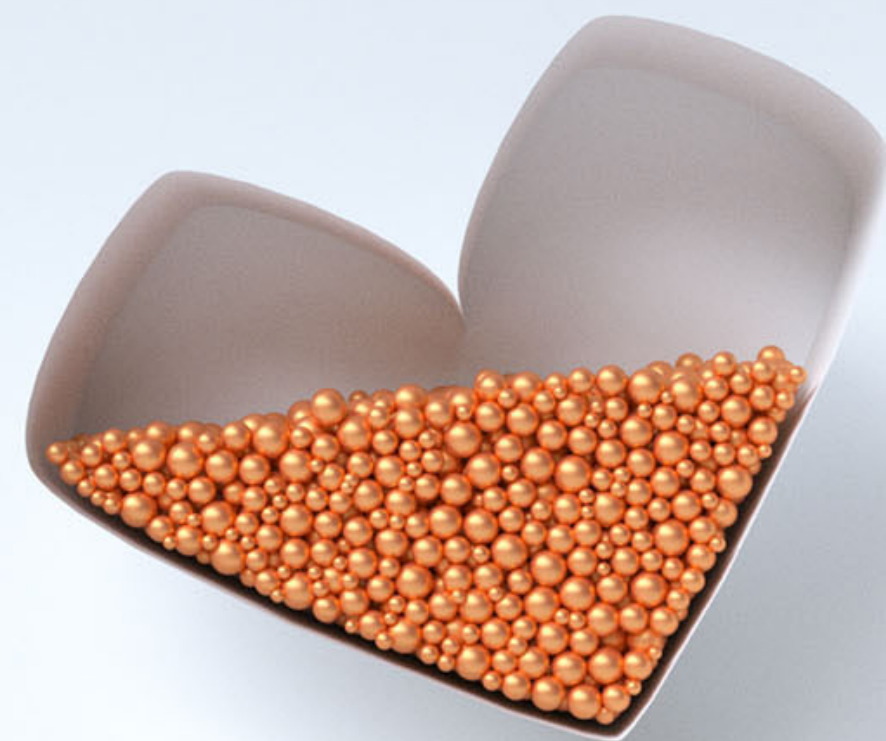
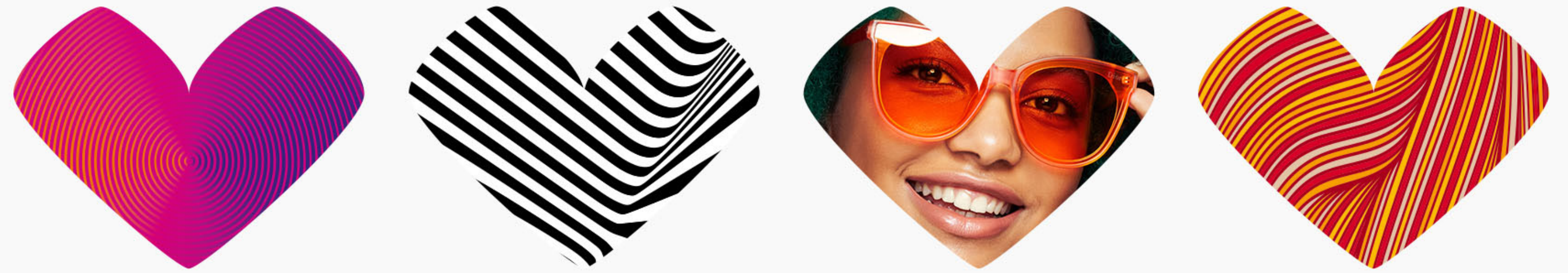
If applied correctly and simply, it can become the main call to action within the creative.



# The heart as as a frame

It is also a strong enough shape to be used as a framing device for any number of creative interpretations.

This can be represented in a simple 2D crop of an image / pattern or a more complex 3D model supported by movement.



# The heart as a highlight

The heart can also be easily used to highlight key messages in our marketing communications.

Whether that's highlighting a part of a statement, featuring a category, or as part of an icon or infographic.



TEXT AND **HIGHLIGHT**

**UNDERLINE**

**Entertainment**

**Fashion**

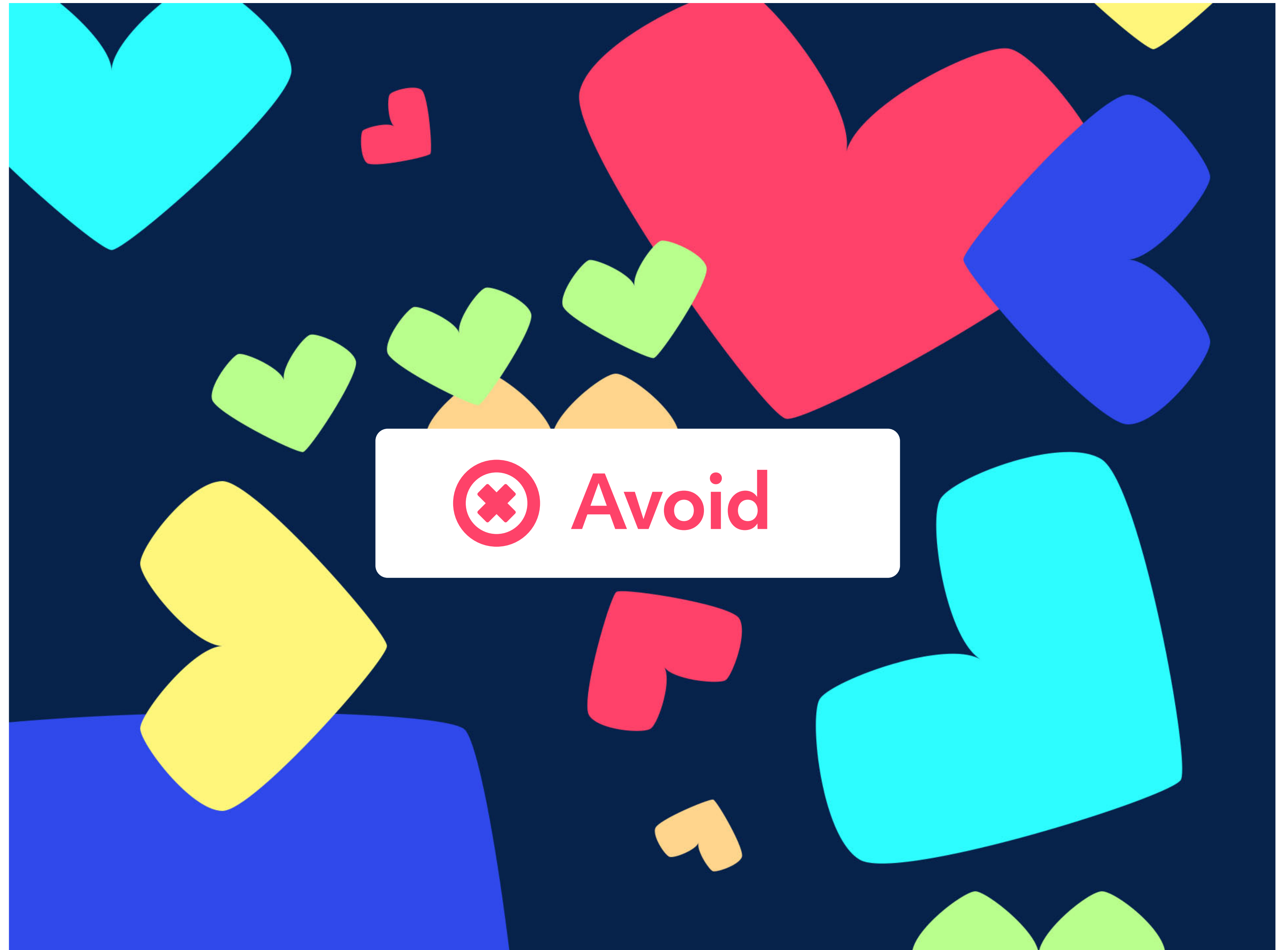
**Holiday**

**Home & Garden**

# What to avoid

The heart should try to lead the eye in a singular direction. We want to guide them to the message we are communicating.

NOTE: If the image looks like an air-traffic control screen, then it becomes confusing to the viewer where they are supposed to be looking. At which point, it's time for a rethink.



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# Logo Usage

# Clear zones

This ensures that no other graphic elements encroach on its natural space, providing clear visibility in all situations.





# Different sizes

Where possible the full Love2shop Master Logo should always be used, but naturally in some instances this is not possible at smaller sizes.

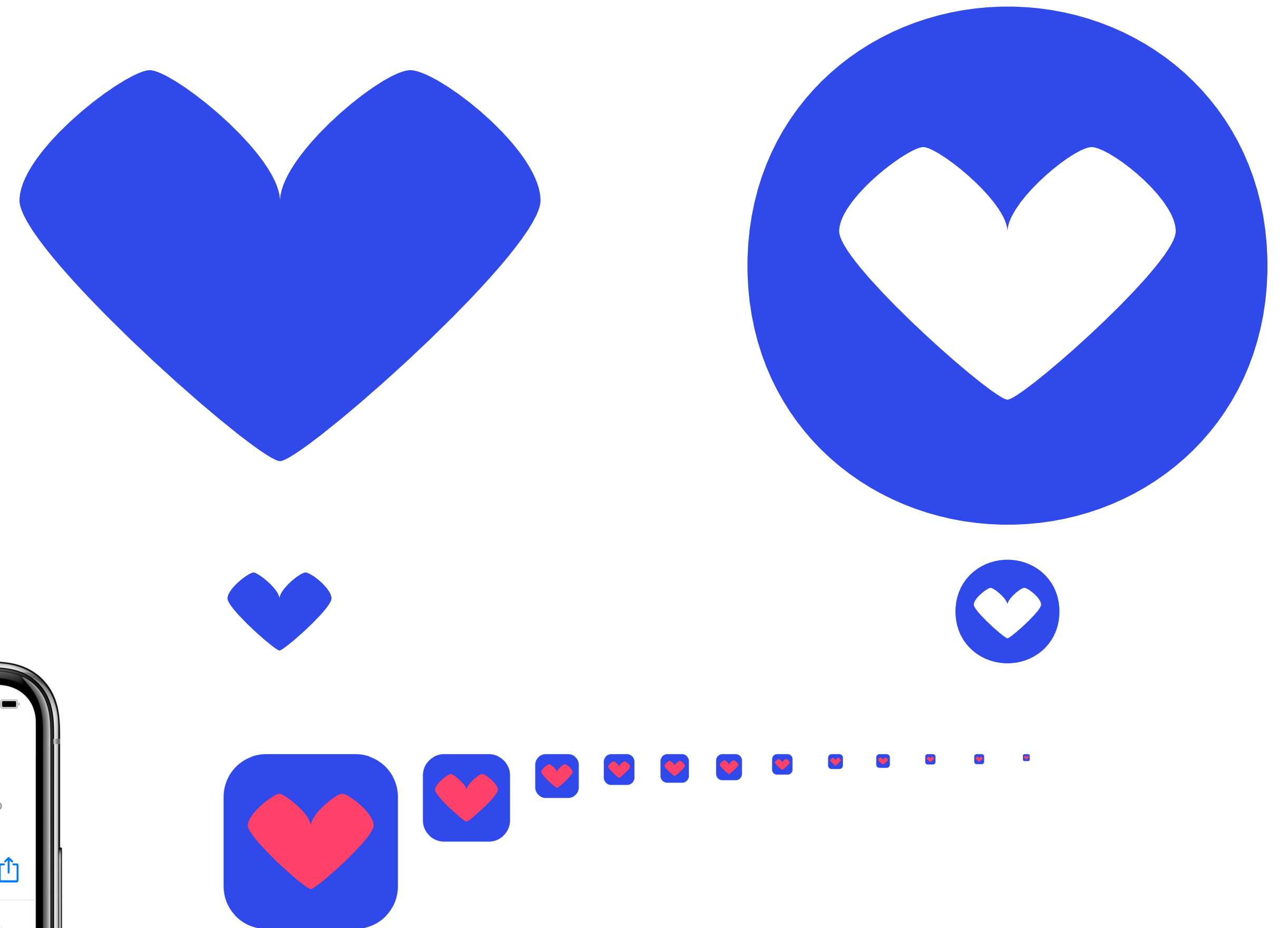
Instead the Love2shop Guiding Heart should be used. (i.e. for App / Social media icons). This consistent usage will ensure the Love2shop Master Logo and Love2shop Guiding Heart become identifiable to people over time.



# LOVE2SHOP

## LOVE2SHOP

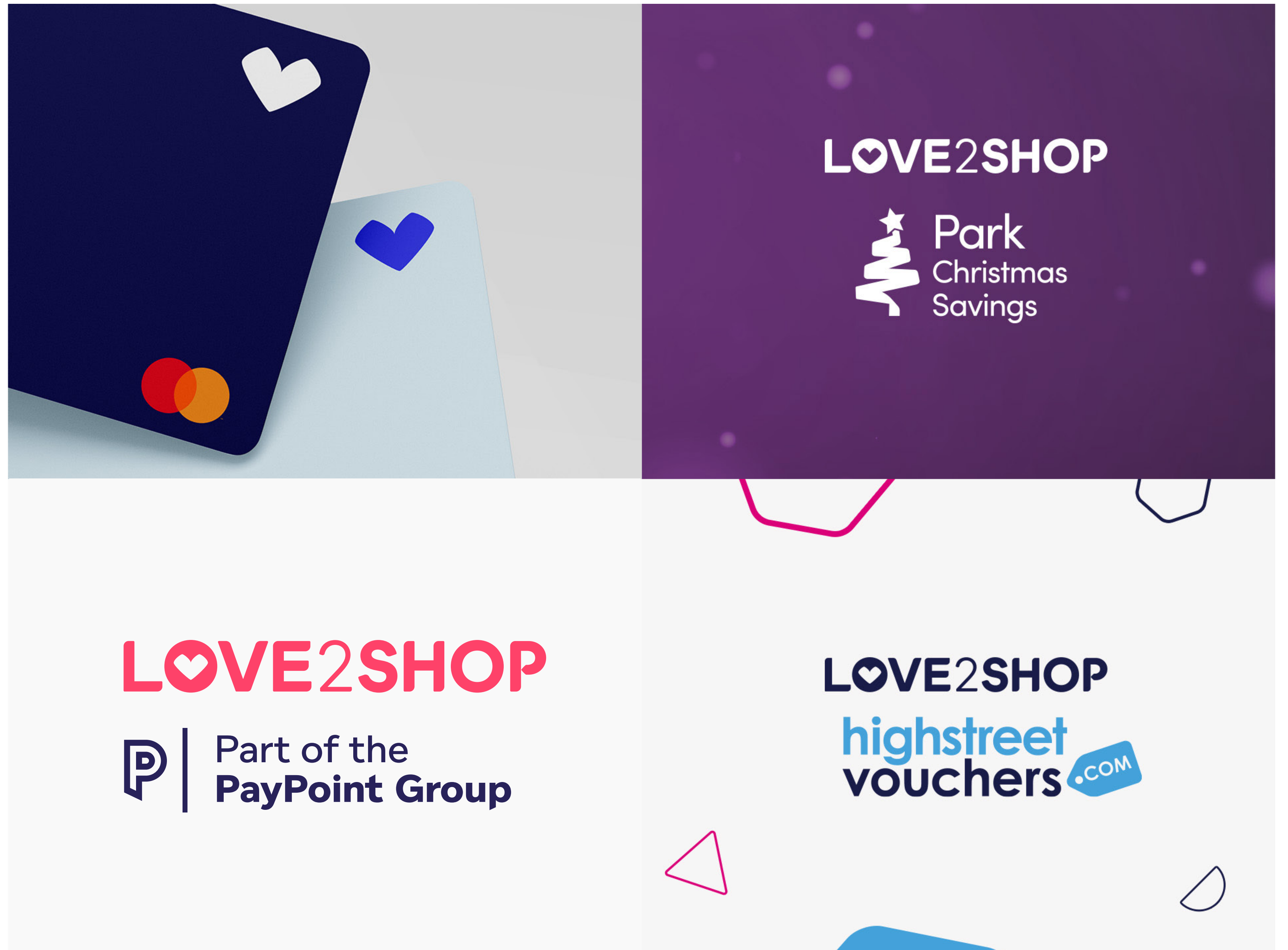
### LOVE2SHOP



# Alongside other brands

Careful consideration should be taken when placing the Love2shop logo alongside other brands.

In almost all instances please consult the brand and creative team if in doubt about the usage of the Love2shop logo alongside our brands and any 3rd party partner brands.



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Colours

# Colour palette

The primary blue and pink colours are deliberately chosen to stand out. We've also introduced some vibrant secondary colours which help modernise the brand and make it look fresh. The Pink, Blues and Darker colours should be used more in B2B communications to provide a reliable, credible and robust feel to our campaigns.

## Primary



Hex: **#2F49EA**  
R:47 G:73 B:234  
C:100 M:56 Y:0 K:3  
Pantone: **2935C**



Hex: **#FE4269**  
R:254 G:66 B:105  
C:0 M:85 Y:30 K:0  
Pantone: **191C**

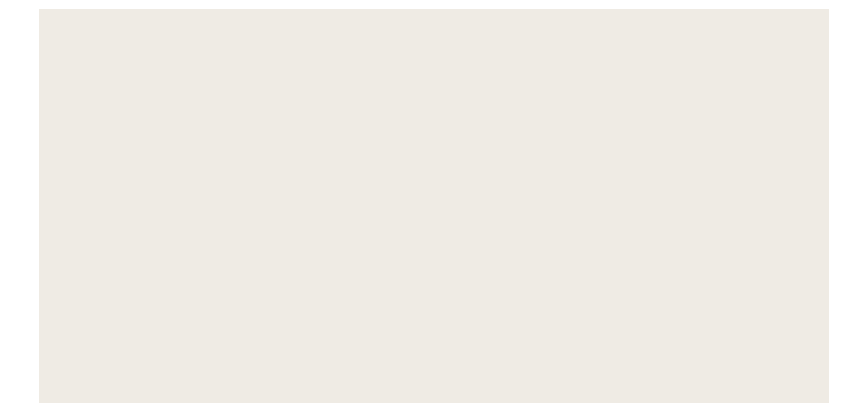
## Offset



Hex: **#07234C**  
R:7 G:35 B:76  
C:100 M:78 Y:0 K:66  
Pantone: **294C**



Hex: **#00544F**  
R:0 G:84 B:79  
C:93 M:14 Y:53 K:57  
Pantone: **329C**

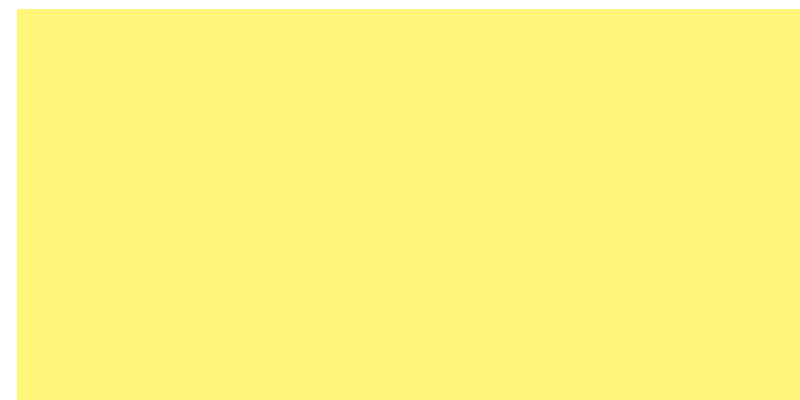


Hex: **#EFEBE4**  
R:239 G:235 B:228  
C:7 M:7 Y:11 K:0  
Pantone: **Cool Grey 1C**

## Secondary



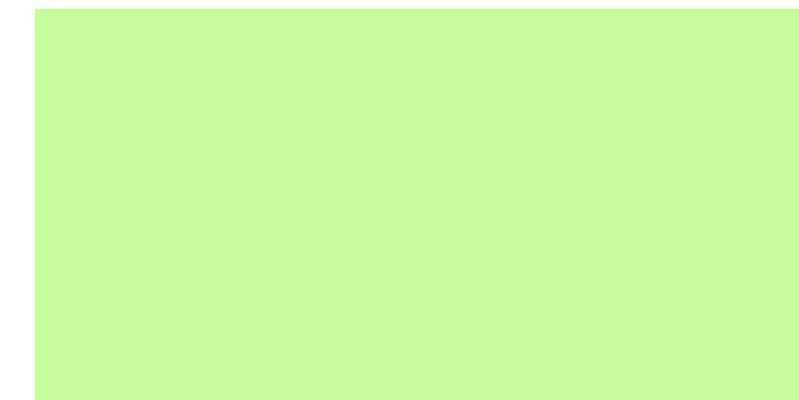
Hex: **#2DFDFF**  
R:45 G:253 B:255  
C:49 M:0 Y:7 K:0  
Pantone: **305C**



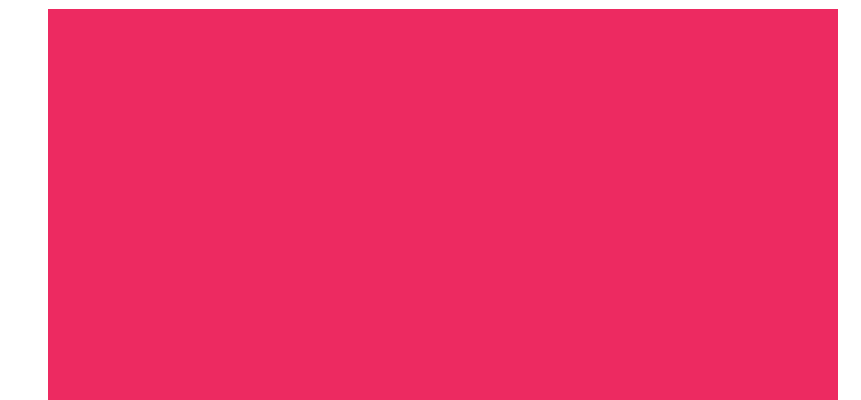
Hex: **#FFF67B**  
R:255 G:246 B:123  
C:0 M:1 Y:74 K:0  
Pantone: **113C**



Hex: **#FFD58D**  
R:255 G:213 B:141  
C:0 M:27 Y:100 K:0  
Pantone: **2010C**



Hex: **#B8FF8D**  
R:184 G:255 B:141  
C:28 M:0 Y:100 K:0  
Pantone: **3570C**



Hex: **#E10054**  
R:255 G:0 B:84

## Web Safe Pink

# Colour combinations

Here are example colour combinations which should be used first before exploring other options.

Please offset cooler colours with the warmer tones, and the lighter colours with the darker tones.

Keep it interesting and keep it vibrant. But please pay attention to legibility and avoid garishness.



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# Typography

# Primary font

Objektiv Mk2 is Love2shop's Primary Typeface, and is an Adobe font. It is used for Headings, and text throughout the brand.

A combination of Regular and Bold can be used in order to create page hierarchy and contrast.

Always keep leading and tracking tight (around -25 for Headings).

**Objektiv Mk2**

**Headings in Bold**

How razorback-jumping frogs  
can level six piqued gymnasts!

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwyz

0123456789

# Replacement font

Love2shop's Universal Typeface is Arial.  
It is used for Emails and Email Signatures only.

## Arial

How razorback-jumping frogs  
can level six piqued gymnasts!

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwyz

0123456789



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Products

# Our products





LOVE2SHOP  
£50



LOVE2SHOP



# Love2shop Holidays e-Gift Card

Where possible we should always use the Love2shop Holidays e-Gift Card with a supporting logoblock to display the relevant brands where you can use the Love2shop Holidays e-Gift Card. Examples of this include emails / social media assets.

This will allow the Love2shop Holidays brand to build it's own brand equity over time and become recognisable in it's own right.



**KUONI**

**FIRST CHOICE**

**TUI**

**easyJet holidays**

**Disneyland PARIS**

**HOSEASONS**

**Celebrity X Cruises®**

*Sandals*

**Royal Caribbean INTERNATIONAL**

**Jet2holidays**  
Package holidays you can trust

**holiday extras**

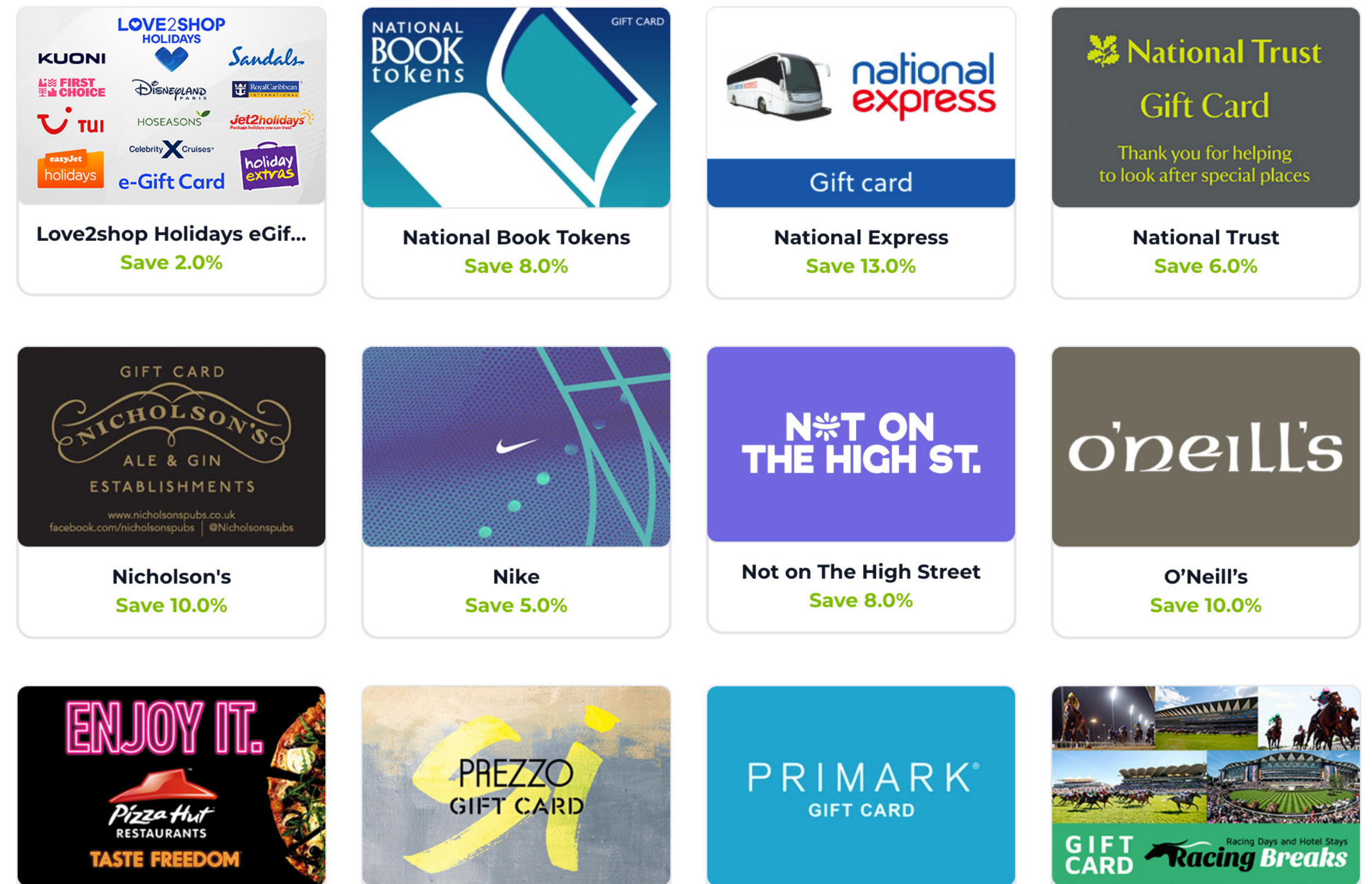
# Love2shop Holidays e-Gift Card (Logoblock variation)

In some instances we need to display a Love2shop Holidays e-Gift Card variation which features a logoblock.

This would be in a catalogue environment where competitor products are shown and we want to leverage the power of the holiday operator brands on the product.



## Tastecard's Digital e-Gift Card Mall



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Examples





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# The gift of education

Schools, colleges, universities and private education providers regularly use Love2shop to thank parents, teachers, tutors and students.



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# The gift of happy staff.



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# The best way to say thank you.



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# Engagement Platform

# One brand

There should be consistency across both B2C and B2B to ensure that there is no dilution of the Love2shop brand. This is important to create a long lasting memorable impression for our audiences.

We are one company. Therefore we have one Love2shop brand to represent us all.

**Love2shop** 1,909 followers  
Today at 19:33

There's officially less than 100 days to go until Christmas. And even less than that before our last order on Christmas rewards. That might seem like a long time, but between then and now, lots of companies are in a mad sprint to wrap up outstanding projects.

We know we like to come into the year with a fresh start, nothing left undone before a winter break.

Check out the details here: <http://bit.ly/3ncO0d9>

Thought about **Christmas rewards** for staff yet?

£50  
LOVE2SHOP  
e-Gift Card

4 3 shares

Like Comment Share Send

Be the first to comment on this

**LOVE2SHOP**

Buy Love2shop | Activate | Manage My Card | Top Up

Awesome gifts for awesome Mum's!

LOVE2SHOP  
e-Gift Card

**Did you remember Mother's Day this weekend?**

Don't panic if you've still not ticked off that perfect present, send a Love2shop Gift Card instantly via email!

There are over 50 top high street brands available to redeem it with, so showing some love to your mum on Sunday can be done with ease!

# Retail environments

As we discover new retail opportunities for Love2shop we should use the brand to help us stand out in a very crowded and busy environment.



# Exhibition stands

Our presence at B2B exhibitions is key to business growth. Therefore our brand needs to have immediate impact at a distance and be distinctive from our competitors.

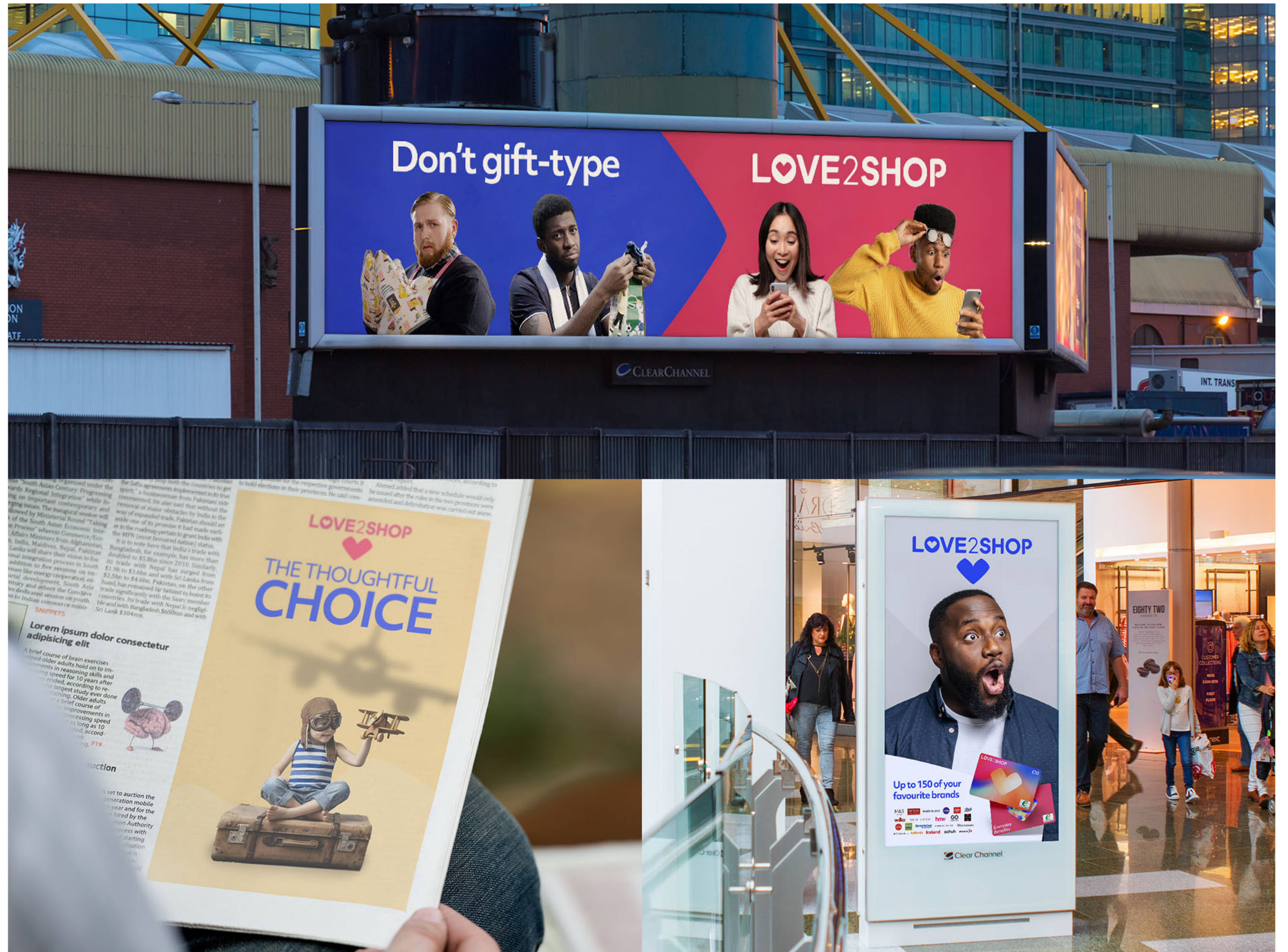


# Above the line

If we're boosting brand awareness and reach through an above the line campaign, we need to stand out to maximise effectiveness and ROI.

Therefore we should aim for simpler applications of the brand, with minimal headlines and big bold imagery.

Anything else and the Love2shop brand will get lost amongst the noise.



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Tone of Voice

The way we write, speak and communicate creates the power to be distinctive. This new defined and established tone of voice **(TOV)** for Love2shop will allow the brand to generate consistency, develop a unified brand and become identifiable in the market in a way that people love and remember.

Getting the tone right is critical to being heard, creating connections and allowing audiences to understand the Love2shop brand for what it truly is.

Every bit of communication, whether on a page, spoken out aloud, read on a mobile, or an advertising campaign contributes to the tone of voice we use to talk with our customers.

Tone is more than just the words we choose. It's the way we communicate our personality. TOV is the way we tell our users how we feel about our message just as much as it will influence how they'll feel about our message, too. Tone of voice is an impactful opportunity for Love2shop to make their mark on the world of gift cards and vouchers, to define our impact in how we show up in the world.

## Not strict rules, but guidelines

**This tone of voice document can be used as an introduction to two things:**

- Making us, 'us'. Getting under the skin of the Love2shop brand and why this developed tone of voice is so important to establish our distinctive brand character.
- Bringing us to life. This is a tangible guide for any writer or marketing professional responsible for communicating for Love2shop across any part of the brand's communication platforms.

# How to use

This document is something writers of every kind can use. It provides an overview of what it is about Love2shop that just sits differently. We're setting the scene on who we are, why that's a little bit special, and therefore what this means for the way we talk, write and communicate. We've provided some tone of voice principles, questions to ask yourself when writing, a few watchouts to keep you on track, and some examples of how this comes to life in the real world, across our platforms.

We want this to be a document you can refer back to time and time again. Have it by your side if you want or print it out and stick it on your desk. The checklist at the end is there to take a look over once you've written your copy. However you want to use it, this document should work for everyone to allow you to write in the same way, know when and how to rein things in or push them further, so you all feel like you're one, to help to solidify Love2shop's unmistakable brand.

# Why is it important?

Having a document like this just really helps us to stay consistent. It's easy to wander off in different directions when we write, but this is our guiding star, borne from our DNA, that keeps us on the straight and narrow, but in our own unique way. If everyone is singing from the same hymn (tone) sheet, then we will generate a consistent feel and sound anywhere and everywhere someone interacts with the Love2shop brand – so no matter how or where someone is reading our content or interacting with us, it will feel like one brand. Whether it's a long-form lifestyle piece, or some financial messaging, it's always Love2shop.

This helps to really define the brand and show the world how different we are to the rest of the gifting market, enhancing that competitive advantage we know we have as a leader in the world of gift cards and vouchers. And as leaders in this market, that's not something we should shy away from. Have confidence in what you're saying, because we've been around for this long for a reason.



# What makes us different

Love2shop is a business that brings vitality to the world of gift cards and vouchers through the celebration of giving. We are experts in enhancing strong relationships of all kinds through joyful experiences that add a little magic to the world. Our range of popular retailers and spending options means people can indulge in their gift of choice by treating themselves in a way only they know how.

We celebrate people and occasions and our memorable brand name conveys infectious enthusiasm, provides an indulgent, enjoyable activity and gives permission to treat yourself – beyond mere money. We provide an avenue for self-expression despite everything else life throws our customers' way.

Love2shop should be positioned as a treat, incentive, or reward where both the recipient and giver's enjoyment is foremost.

## Flex appeal

Having a tone of voice doesn't mean we always sound exactly the same.

We need to create a brand for the diverse and inclusive ecosystem in which we'll operate. We pride ourselves on being able to appeal to anyone and everyone. From businesses, to loved ones. Colleagues to new customers. The brand tone needs to have flexibility to ensure we're as relevant and distinctive as possible for each user throughout the user experience, but the foundation of this document looks for and identifies the common ground, the things that unify and make our world both simpler to create and navigate. This is the core of Love2shop's tone.

# Where TOV turns up

From social to website, campaign communication and cold calls, to on the cards themselves, this TOV should remain consistent throughout the purchasing journey, never breaking tone or personality.

Whether it's talking to individual buyers, inspiring employee rewards, writing to inform or talking through what Love2shop offers, the TOV has a responsibility to fit to, and enhance, the touchpoint we're on.

## Our personality creates individuality

Personality is the magic fairy dust that creates humanity and distinctiveness for a brand. A brand personality is the foundation on which a tone of voice sits. It directly guides a tone of voice and paints a picture of who Love2shop is as a person.

So what's ours you ask? Let's dig in...

### Is

<b>Expressive:</b>	Outgoing and enthusiastic, larger than life, open-minded, open-hearted, happy to share.
<b>Playful:</b>	Carefree, imaginative, lightness of touch, insightful touches of wit.
<b>Magnetic</b>	Charismatic, empathic, speaks the unspoken truths, entertaining.
<b>Smart</b>	Insightful, observant, straight-talking, full of ideas, full of experience.

### Isn't

<b>Expressive:</b>	Introverted, didactic, judgemental, cynical.
<b>Playful:</b>	Boring, anxious, taking itself too seriously, obscure.
<b>Magnetic:</b>	Self-obsessed, cliched, overly sincere, risk averse.
<b>Smart:</b>	One-sided, lacking in empathy, waffly, repetitive, naïve, patronising.

# How this might influence our TOV

If our personality is who we are, the next step is defining how that personality talks. The principles of the personality act as the springboard from where the tone of voice emerges. So let's explore what that means in Love2shop's case.



**It starts to sound a little  
something like this...**

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# Our Brand Manifesto

# Giving

At Love2shop we've got it down to a golf tee, t-shirt, toaster.

Or even a table for two at a tasty restaurant. Woo-hoo.

Because Love2shop lets everyone treat themselves in the way only they know how.

Giving them the joy of getting exactly what they want.

The freedom to grab life by the gift cards and make the high street, my street.

The chance to revel in a bit of me-tail therapy.

That's the magic of Love2shop.

All the positivity, possibilities, choice.

Can all be passed on to your favourite people.

Friends, family, employees, neighbours. Heck, even yourself if you like.



Whatever it is that floats their boat, we make it plain sailing.

A sure-fire shopping win, whether you're giving or receiving.

Appreciation, spread throughout the nation.

Connecting people through pleasure, even when they're not together.  
Our expertise helps make the moments that matter most, matter more.

From recognising employees and rewarding customers.

To cementing friendships, bigging up birthdays and sleighing Christmas.

Celebrating life in all its glory with all it can bring.

Because whatever the reason. Whatever the day.

**Just what they wanted is just a gift card away.**

# TOV Principles

So, we've talked about brand values, personality and behaviours. But how do we actually speak?

Below are some principles and traits to shape our tone of voice and act as a good reference point when creating copy.

But fear not all you copywriters and marketers... Not every trait needs to be adopted in every piece of copy – that'd be way too complicated and nigh on impossible. But it's good to have them all as a framework that can bubble away in your subconscious, giving your brain a bit of a subliminal steer and a better idea of what we're all about:

## Super enthusiastic

A vitality, positivity and lust for life should shine through in everything we do. After all, Love2shop are champions of seizing the moment, grabbing every possibility that comes your way and celebrating the glorious act of giving in all its different forms and guises. So seriously, what's not to get excited about?

**Watchout:** Being super enthusiastic doesn't mean we're childish or immature. We're just full of beans and want to spread that feeling about.











## Straight-talking with a smile

Love2shop aren't ones for jargon and unnecessary words. We much prefer getting customers and consumers straight to the joyful bit as simply and quickly as possible.

Sure, as leaders in our field, we know our stuff. And that allows us to point people towards the easiest and smartest route to getting what they want in a totally waffle-free way. But always with a playfulness and down to earthiness - and when it's right, a little dash of wit - to keep us keep us friendly, relatable and entertaining.

**Watchout:** Straight-talking doesn't mean boring. Try to think about how to add that little smile, even in the unlikeliest of places.

# Points to ponder

- 1  Is the overall tone one of positivity and joy?
- 2  Would the relevant reader find this entertaining and engaging from the get-go?
- 3  Are we inspiring as opposed to dictating?
- 4  Do we sound like we know our stuff?
- 5  Are we using any unnecessary or tricky words?
- 6  Could we nip a word or two here and there?
- 7  Is there a topical slant we can work in? (If not, don't worry).
- 8  Does what we're promoting sound easy to action?
- 9  Are we weaving in a little playfulness?
- 10  Does what we're saying sound in any way patronising?



# 3 key watch outs...

## Happy snappy

Headlines and body copy should all be pretty punchy, but always packing a punch of positivity and joy. So in terms of sentence length, think less wordiness, more wow. Or as we like to call it, happy snappy.

## Don't go mad with exclamation marks(!)

When the tone of voice is as joyful and stimulating as Love2shop's, there's a temptation to use exclamation marks to ramp up the excitement. But we don't think we need them. Truth is, they can sometimes appear a bit cheesy, and our knowing splashes of wit land just as well without them. So, if in doubt, leave them out.

## Loosen up

Our copy should be fun-sounding, not formal (although a bit of 'business formal' may be needed in some cases and phrases, but nothing too heavy). So try to take the conversational approach to sentence construction.

**We'd instead of We would.**  
**We'll instead of We will.**  
**Here's instead of Here is. Etc, etc.**

All helping to keep that little lightness of touch in our tone.

# Tone of voice in a one-word nutshell

Well, lots of different things to take in there.

And no doubt lots of different words and phrases floating around your head. But when you're sat there, keyboard at the ready, and you're wondering what to write.

Just remember to keep it **BRIGHT**.

**B**ubbly  
**R**elatable  
**I**nsightful  
**G**regarious  
**H**umorous  
**T**o the point



**Contact information**  
Any questions and enquiries

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