

TWEDDLE™ — GROUP —

Connectivity and Information Innovation Company

COMPANY D.N.A. CONSTRUCT
(Devised Norms Assemblage)



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company

Tweddle is a _____ company?

The question was posed-

What kind of company are we?

Digital, App, Printing, Content,
Advertising, Authoring, Data??

Everyone had a different answer.

What product do we make?

It was then asked-

What product do we make?

Would this help define things better?
Discover who we are by what we do.

Everyone had a different answer.

We create content.

Author information, develop video and digital narratives, and translate aggregated data.

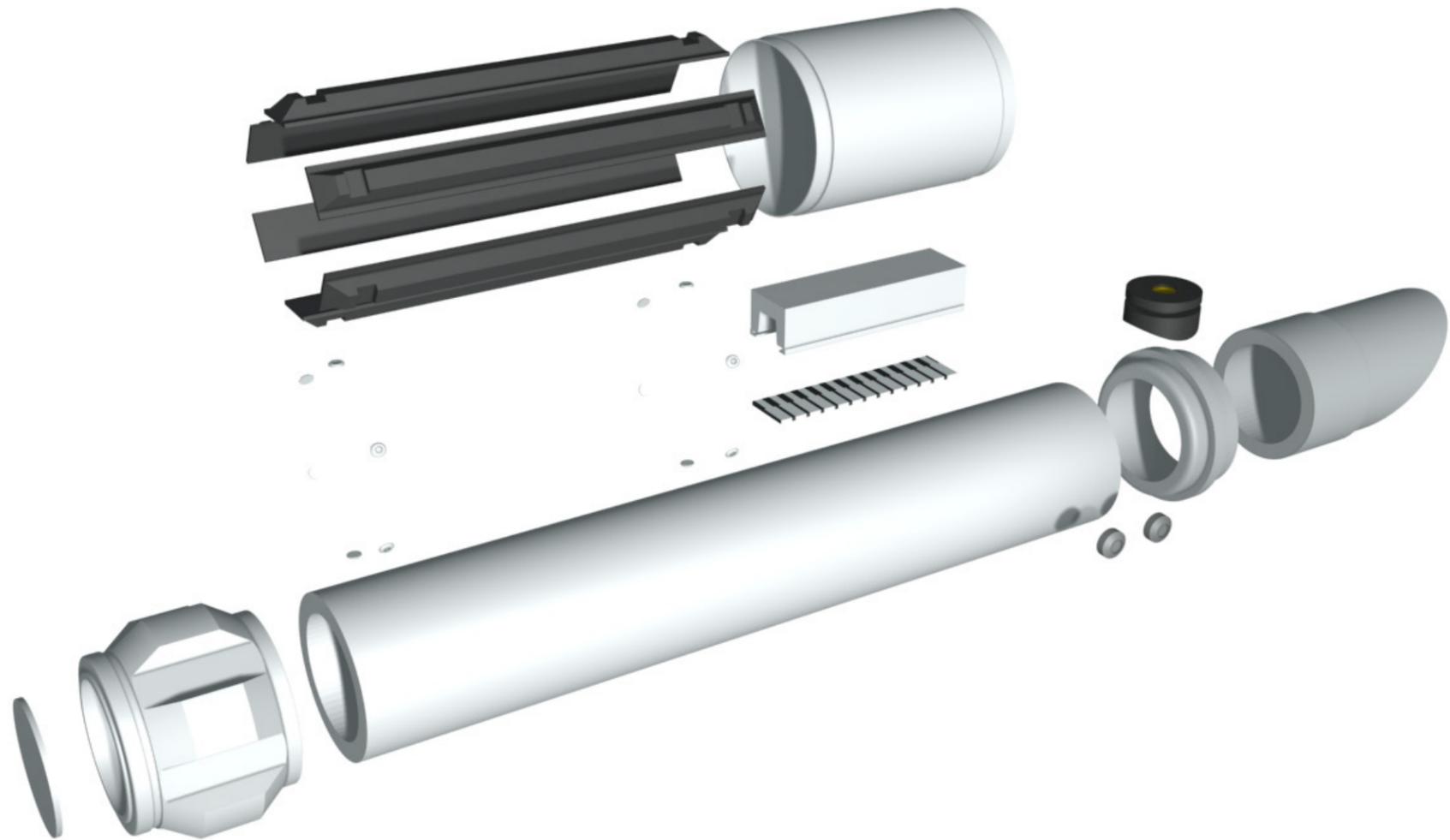
We deliver it in various, innovative ways.

Well designed manuals, videos, websites, mobile apps, head unit software, and augmented reality experiences to name a few.

Plain and simple-

We create value through information.





Tweddle is a _____

Information Innovation Company

We provide **information innovation services**

We are **passionate experts about teaching**

Hire us!



Now that we understand what we do.
Let's talk about why we do it.
Why we wake up in the morning?

Why be an author, or a project strategist,
or a sales person at Tweddle instead of
somewhere else?

Why Tweddle...



We believe we had to **answer the calling**

We are **passionate experts
about teaching**

Hire us!



People buy why we do it.

When asked the question, No one could really describe “Why?”

But they all felt it inside. It was a calling they were describing.

This is not only Why we do what we do, but Why people want to work with us.

Why they want to work for us. Why they believe what we do is worth it.

Internally this was our call to arms-

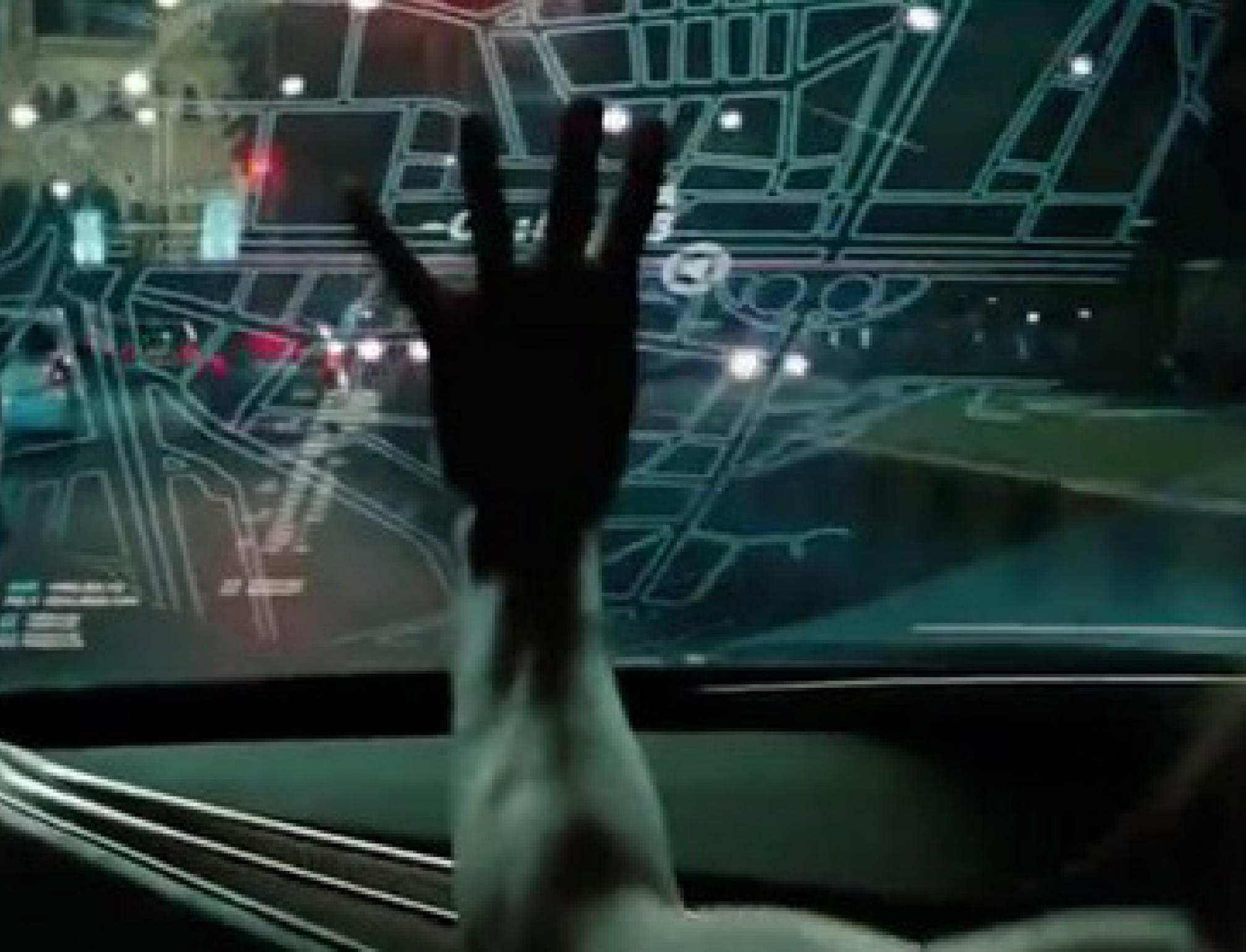
The mantra that we all champion,



answer the calling



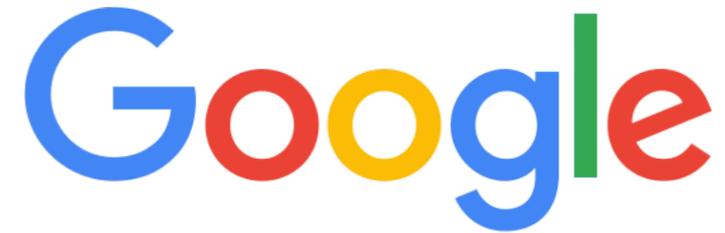
positioning



What do we own?

A lot of people have a hard time with this one.

So let's explore some examples.



Everybody knows that Google is the most innovative company on the planet. Besting Apple and Samsung in areas of technology, and dominating all other companies in the realm of Big Data.

The idea of information management is too vague and general to forge a solid messaging niche. They focused on one singular message.

What do they own over everyone else?

Google owns Search.



What does Starbucks own?

Come on this should be an easy one.

They own coffee right?

No. Wrong. Starbucks owns the Third Space.

The place that is not home or work that you can treat as both of those. They beat out every restaurant, bar, bandwagon cafe, and book shop relic for the title long before fast-casual was a thing.

Too many laptops? Blame strong positioning.



Coca-Cola the worlds most recognizable brand is not selling soda.

Coke bottles happiness.

This timeless company has stayed true to its core message and continues to succeed across all borders. Bestowing on us the strength of an idea that can change a carbonated liquid into an intangible element. Creating a mass movement in our minds simply by owning a state of being.

We create value through information.

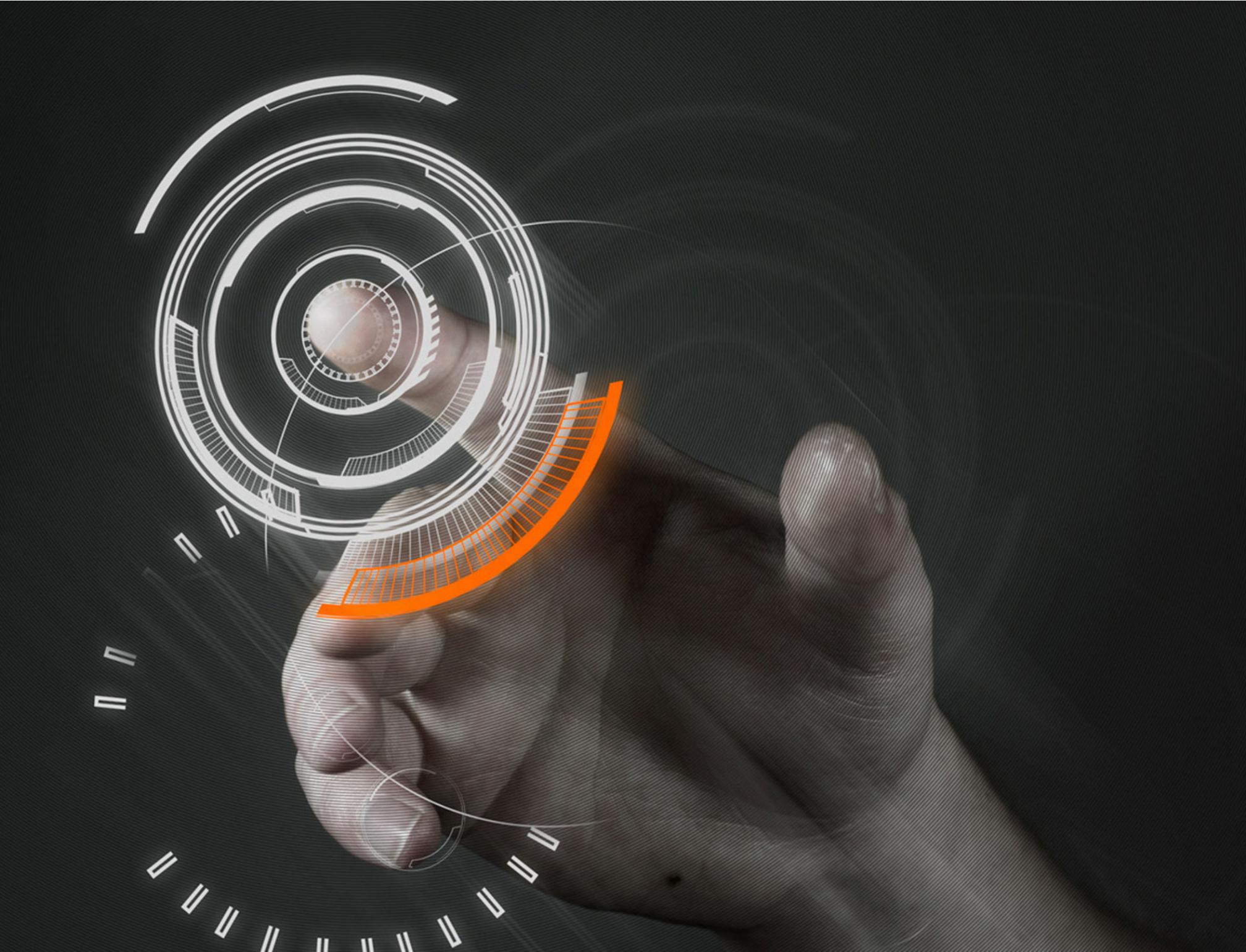
Our industry expertise is in automotive.

People feel their cars to be an extension of themselves.

They seek to feel comfortable, rather than insecure.

We seek to own...

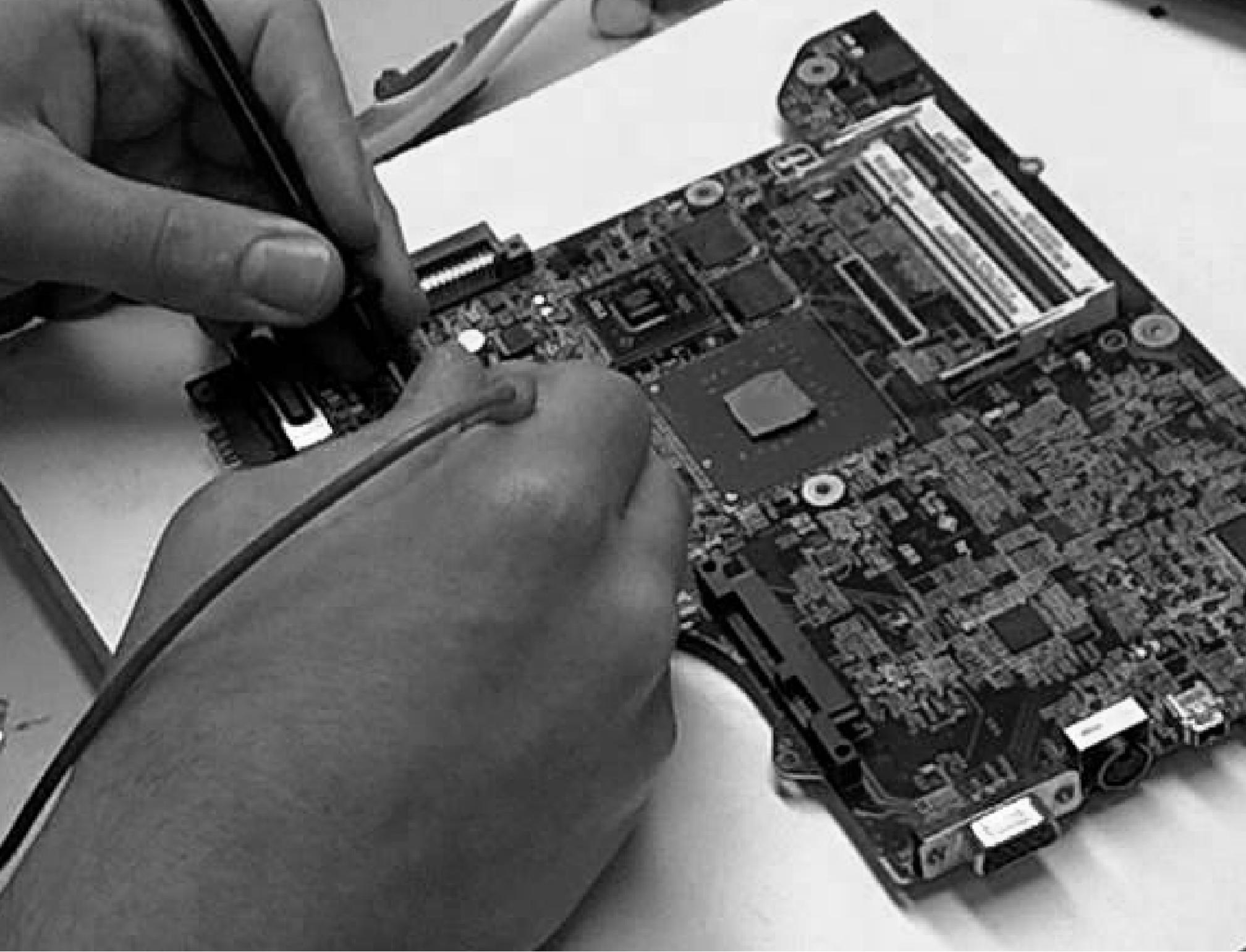
UNDERSTANDING



The use of mobile screens, dash screens, holograms, projections, glass displays, eye tracking, voice recognition, hand gestures, etc. Have all allowed for us to evolve printed manuals into secondary elements of the vehicle experience.

As Google, Tesla, and the Big Three move toward connected vehicles that have the ability to drive themselves, we intend to assist them in gathering and processing vehicle data in real time. With this service they may then better address their customers needs.





purpose



consumer

manufacturer

We build to fulfill the needs of our Targets.

For consumers we create
Content Delivery Experiences

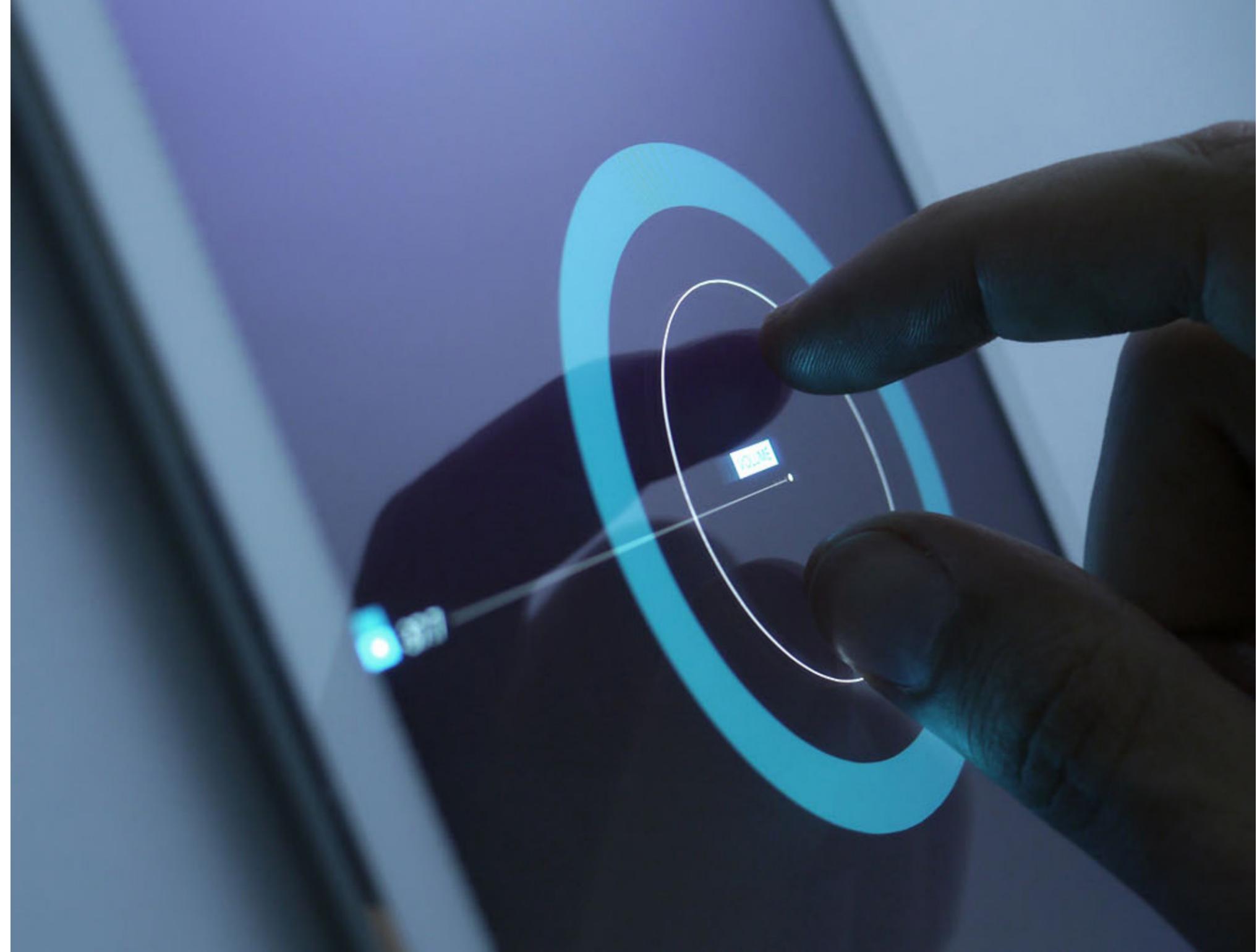
For manufacturers we create
Metric Collection Abilities

Doing a great job in creating a product for our targets means designing for the user.

User Centered Design

This is the practice of designing to the needs and circumstances of the user.

Making sure not to impose on users the demands of the Big Brand. Which tend to yeild negative experiences.



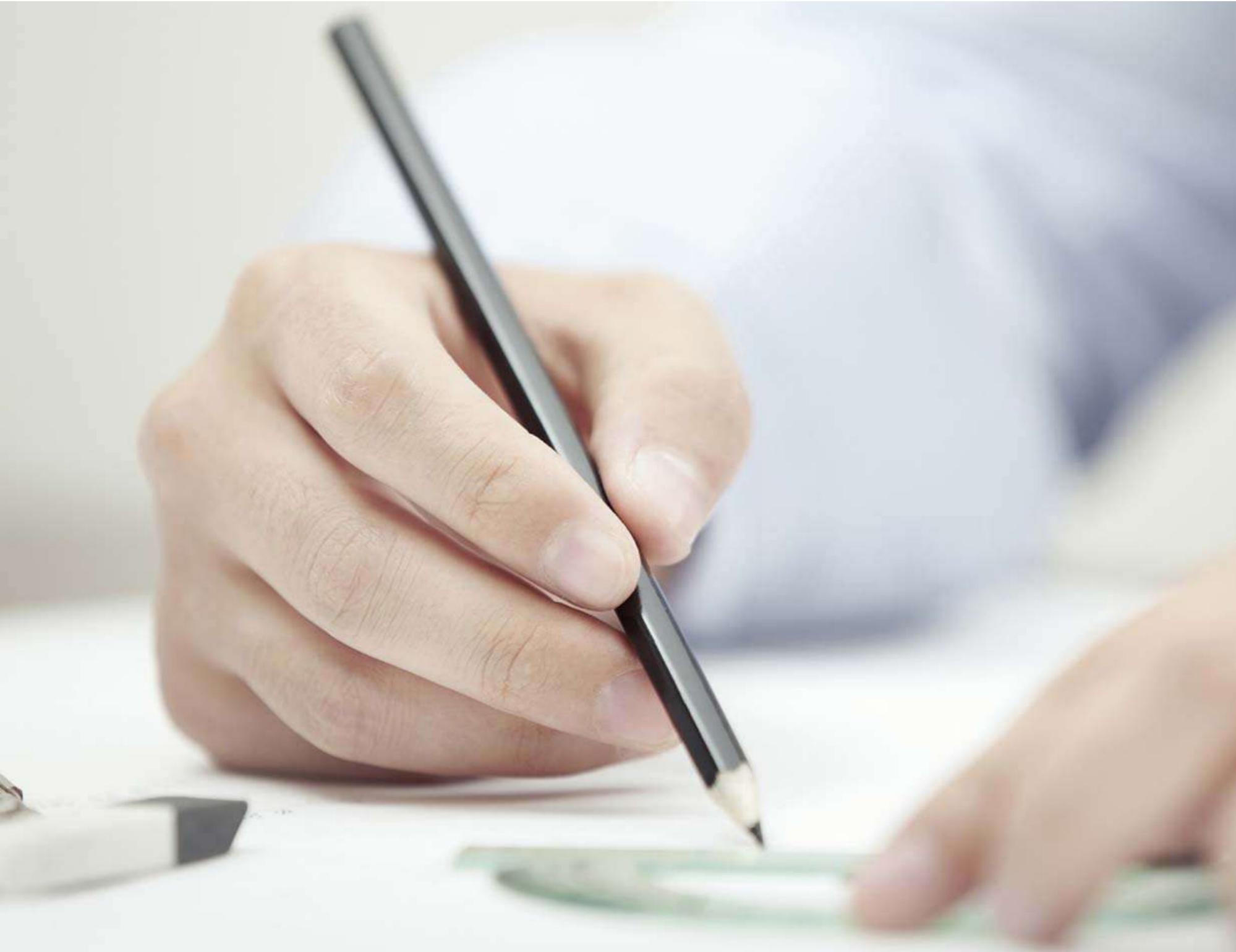
Remember our **Google** example.

How they own Search, but at the same time build self-driving cars, robotic arms, mobile phones, etc.

All this secondary to Big Data.

Metric Collection and Intelligent

Diagnoatics is what will allow us to give users the contextual information they need in order to **understand** their unknowns.



core identity

core identity

**no distinct
symbol mark**

signature

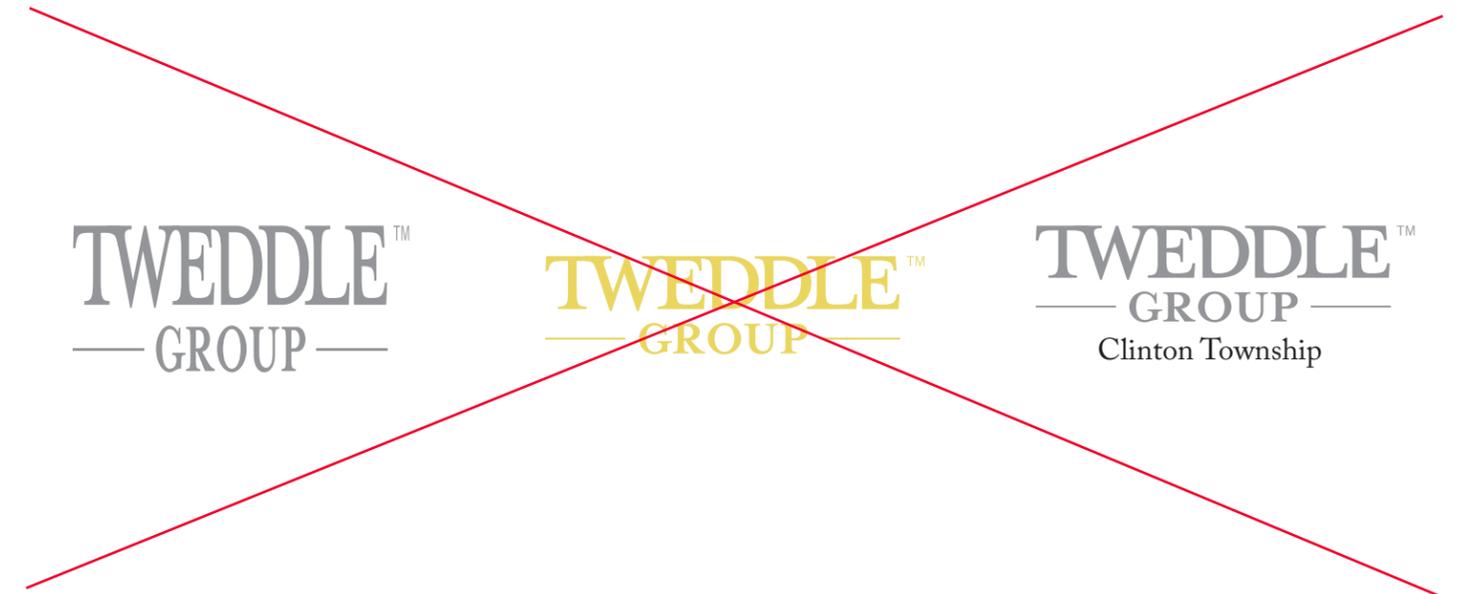
Our signature or word mark is composed of two words, the company name TWEDDLE and the word GROUP following it.

TWEDDLE™
— GROUP —



**DO MAINTAIN A SAFE DISTANCE
AROUND THE LOGO**

If the height of the word "Tweddle" is X, then maintain a 1X perimeter of negative space around the entire logo.



DO NOT!

- » Do not distort the logo's horizontal and vertical proportions.
- » Do not change the logo's colors.
- » Do not add on to the logo with additional text or images.

The stacked Tweddle Group logotype is the primary logo used. Versions are available in 100%K, 50%K and white. But the 50%K version is for primary usage.

TWEDDLE™
— GROUP —

TWEDDLE™
— GROUP —

TWEDDLE™
— GROUP —



 **DODGE**



2004 OWNER'S MANUAL

nomenclature



What kind of name is **TWEDDLE**?

Its the name of the family that founded the company as a printer over sixty years ago.



As we begin to drive the company in a predominately digital direction. We have explored the idea of adopting a new name with our brand overhaul.

Pros

It would mark a new phase and direction in the company's history.

A new brand name would help note our new footing in the area of connectivity and digital innovation.

Cons

The current name does have established brand equity with manufacturers.

TWEDDLE™
— **GROUP** —

How necessary is the word, “GROUP”?

Why do we use it?

What entities compose this group?

Can we scrap it?

TWEDDLE™



color palette

colors

Primary	
	Combines the connotations of red and yellow to symbolize energy and happiness, creativity, success and stimulation. In heraldry orange symbolizes strength and endurance. It is a particularly youthful color, too.
PMS 021	
	Connotes growth, nature, harmony, freshness and safety. It also suggests stability and endurance. In heraldry it represents growth and hope.
PMS 383	
	Connotes happiness, intellect and energy. It is spontaneous and invigorating. In heraldry it represents honor and loyalty.
PMS 1235	
	Connotes the peace and tranquility of blue with the energy and happiness of yellow. Light blue symbolizes understanding.
PMS 631	
Secondary	
	Connotes simplicity, lightness, perfection, cleanliness, safety and positivity. Good for a tech company because it suggests simplicity of use.
White	
	Connotes stability, sophistication and neutrality. It borrows from the strength and masculinity of black without any of the negative connotations, as well as the pure aspects of white. Various shades would be employed. 20, 50 and 80%.
Shades Grey	
	Connotes stability, trust, loyalty, wisdom, precision, confidence, and tranquility. In heraldry it symbolizes sincerity. It is an intellectual color. Dark blue is particular to depth, expertise, knowledge and experience. Retains Tweddle's legacy branding.
PMS 540	

The palette is inspired by Tweddle's mission, vision and values. The color connotations tap into Tweddle's aspirations

as a brand and as a great place to work.

White for simplicity, blue for trust, grey for stability, orange for creativity, green for growth and yellow for happiness.

The colors identified as 'primary' would have top billing, but we've built a supporting cast of colors to round out the palette so it's easily adaptable to various circumstances. The **Tweddle**

Blue is retained to tie the palette into its history, but its prominence is supplanted by our new brighter primary palette.

Tertiary	
	Used in software development for negative actions such as "quit," "delete," "cancel" etc.
PMS 185	
	Connotes authority, sophistication and self-confidence. Will be used sparingly but may find its voice over time depending on our message and context.
Black	
	Connotes change and transformation. It is inspirational and non-conformist. Magenta is clearly a happy and energetic color.
PMS 253	



typography

type

Use Hurme Geometric Sans No.4 as the primary typeface for display type and headings.

Use Adobe Caslon Pro for body copy.

Treat headlines in all caps.

Full-justify paragraph alignment for body copy.

Consider using a pilcrow (aka Paragraph Symbol/Marker) set in a contrasting color for Tweddle marketing documents. It's a nod to Tweddle's history in printing, plus it's unique and stylish. A contemporary twist on a historical concept. Typography and color will be the backbone of Tweddle's identity.

No.4 HURME GEOMETRIC SANS Weights

Black + **SMALLCAPS** + *Oblique* + **SMALLCAPS**

Bold + **SMALLCAPS** + *Oblique* + **SMALLCAPS**

Semibold + **SMALLCAPS** + *Oblique* + **SMALLCAPS**

Regular + **SMALLCAPS** + *Oblique* + **SMALLCAPS**

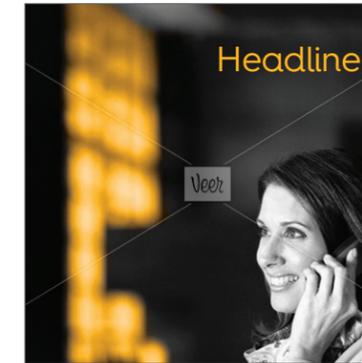
Light + **SMALLCAPS** + *Oblique* + **SMALLCAPS**

Thin + **SMALLCAPS** + *Oblique* + **SMALLCAPS**

Hairline + **SMALLCAPS** + *Oblique* + **SMALLCAPS**



imagery



THE PHOTOGRAPHY

Employ a lot of deep B&W photography that uses accents of color. In a market where everyone is screaming in neon and Technicolor, we'll stand out by toning it down. Classy B&W photos with a spiritual connection to the fine art of printing, craftsmanship and innovation.



New York
George Washington
Syracuse
Santa Clara
Berkeley
San Francisco
Michigan State
Indiana
Louisiana State
Harvard
Georgetown
Virginia Tech
Jair
Madi

voice and tone

authoritative

We are experts in our field and we should communicate that. Our job is to inform the client on how we will solve for their needs, not for them to tell us how we are going to do so.

intelligent

Be smart. Anticipate your users needs. We are an information company and should be looked at for answers.

#informationmanual

enthusiastic

Good energy is contagious and people are inherently drawn to it.

Meet...
Mason Ackers

he loves cars and is incessively curious about everything. He needs to know how it works, what its uses are, what new opportunities exist for it, and he is eager to share this with you.



Summary

There are millions of brands out there.

Most are not memorable.

Few leave a lasting impression.

Those that do, remain with us forever.

A point of reference for others there after.

When you don't care about the value of your brand,
neither does your client.

TWEDDLE™
— GROUP —