

*Handheld*  
HANDMADE

BRAND GUIDELINES  
2018



# CONTENTS

- 1 ABOUT
- 2 MISSION/VISION
- 3 OUR CUSTOMER
- 4 BRAND ASSETS
  - a LOGO USAGE
  - b COLOR STORY
  - c TYPOGRAPHY
  - c ICONOGRAPHY

*Handheld*  
HANDMADE

# ABOUT

Handheld Handmade is text-based retail for curated handmade goods. Launched by Kelly Rand whos is a seasoned craft industry professional with more than a decade under her belt as a tastemaker and entrepreneur. Rand devised Handheld to bring the best of the best the handmade community has to offer straight to your messages. Taking the guesswork out of searching for the perfect gift, unique home accent, or accessory, just easily hit reply to get these unique items delivered to your door.



Handheld  
HANDMADE

# MISSION/VISION

## OUR MISSION

*Handheld Handmade's mission is to connect independent makers with their biggest fans via a one-of-a-kind retail experience. Handheld helps get handmade goods from amazing makers into the hands of customers who want to support independent makers and small businesses.*

## THE VISION

Where we are today: **Handmade, Tech, Fun**

Where we'll be in a year: **Fresh, Indie, Savvy**



# OUR CUSTOMER

## CUSTOMER PROFILE

She is a stylish, educated urban dweller in her mid 20's to late 30's. Ready to level up from entry level to mid-level professional and all that entails. She is the first to find the newest app, the hippest bar, the trendiest social scene. She gives the best gifts and always seems to have something chic and unique in her home and closet.

She is American but a world traveler. She is culturally aware and actively seeks out hand crafted, ethically sourced and created goods. She has no problem accepting a higher price point for better quality, a truly unique product or to support a small, minority owned business.

She is most likely a socially if not also politically progressive individual who values female empowerment, community and connection. She is tech and media savvy but prefers authentic connection over empty comments on massive social media platforms. She may not care about her follower count but she does make sure her Instagram feed is always updated.

### KEYWORDS

*Young professional*  
*Tech savvy*  
*Podcast listener*  
*Trend setter*

*Feminist*  
*Progressive*  
*Early Adopter*  
*Pursues quality*  
*Has disposable income*



*Handheld*  
HANDMADE

# BRAND ASSETS

## LOGO USAGE

The logo should only be reproduced with permission and should always be unpixelated and clearly legible.

When the logo is used on a background that is darker than 50% grey, you should reverse the type to white for legibility.

There should be sufficient clear space around the logo. The logo should never be used to advertise a product not represented by Handheld Handmade.

Minimum size: no smaller than 90 px tall



## COLOR STORY

*Monochrome, black and white*



ALWAYS BE

MINIMAL,  
INSOUCIANT,  
HANDMADE, CLEAN,  
BRIGHT, MODERN

# BRAND ASSETS

## TYPOGRAPHY

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat 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 dignissim qui blandit praesent luptatum zzril*

**AVENIR**  
HEADLINE - ROMAN

**AVENIR**  
HEADLINE ALT - BLACK OBLIQUE

Avenir  
BODY - LIGHT

*Avenir*  
CALL OUT - MEDIUM OBLIQUE

## ICONOGRAPHY



# Handheld

HANDMADE

Text to **subscribe**  
202-800-9191

Handheld Handmade, Inc.

[Kelly Rand, hello@handheldhandmade.com](mailto:kelly.rand@handheldhandmade.com)

 [handheldhandmade.com](http://handheldhandmade.com)

 [facebook.com/HandheldHM](https://facebook.com/HandheldHM)

 [instagram.com/handheldHM](https://instagram.com/handheldHM)

 [twitter.com/handheldHM](https://twitter.com/handheldHM)

 [pinterest.com/handheldhandmade/pins/](https://pinterest.com/handheldhandmade/pins/)