

COMD-370-12

# BRAND EXPRESSION

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Welcom  
to  
**BOMBAS CONNECT**

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# INTRODUCTION



# History

## BOMBAS

is a purpose-driven sock brand that was founded in 2013 by Randy Goldberg and David Heath. The company was born out of a desire to create high-quality socks and make a positive impact on the community.

## Purpose

Offer new, clean clothes to everyone  
who needs them!

For every pair of socks sold, Bombas donates a pair to those in need,  
addressing the often overlooked necessity of socks in homeless shelters.

## Big Idea

# Connecting you to the high quality of life and people in need!

Building on Bombas' original charity program, Bombas Connect aims to build bridge between the customer and the person being helped.

# Personality

## Caring

Bombas cares about a lot of things. They care about the homeless while they care about their user experience.

## Reliable

Bombas dedication to crafting comfortable, durable socks and they keep the transparency about its charitable initiatives.

## Inclusive

Bombas is a brand for everyone. For richer or for poorer.

## Behaviors

**Caring about all the details**

**Finding our way to fulfill social  
responsibility**

**Always caring about people's  
experience**

## Mission Statement

# Empower Connections, Transform Lives

Bombas Connect strives to forge meaningful bonds between compassionate individuals and those in need. We aim to let our supporters to actually see the direct impact of their generosity. By facilitating these connections, we aspire to not only provide essential items but also cultivate empathy, understanding, and a shared sense of community. Together, we create a transformative experience that transcends charity, empowering both givers and receivers to make a profound difference in each other's lives.

# VERBAL ELEMENTS

## Tone of Voice

**Compassionate**  
**Engaging**

**Optimistic**  
**Inclusive**



Headlines

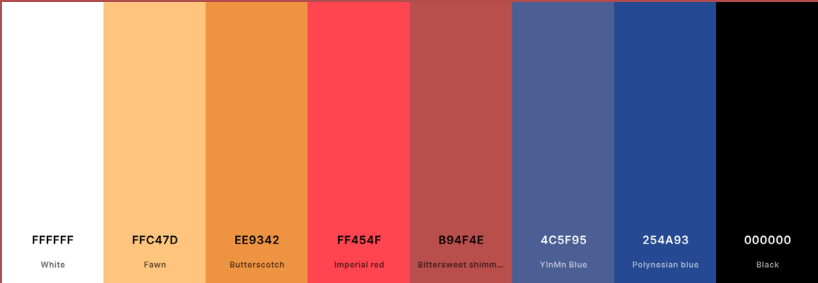
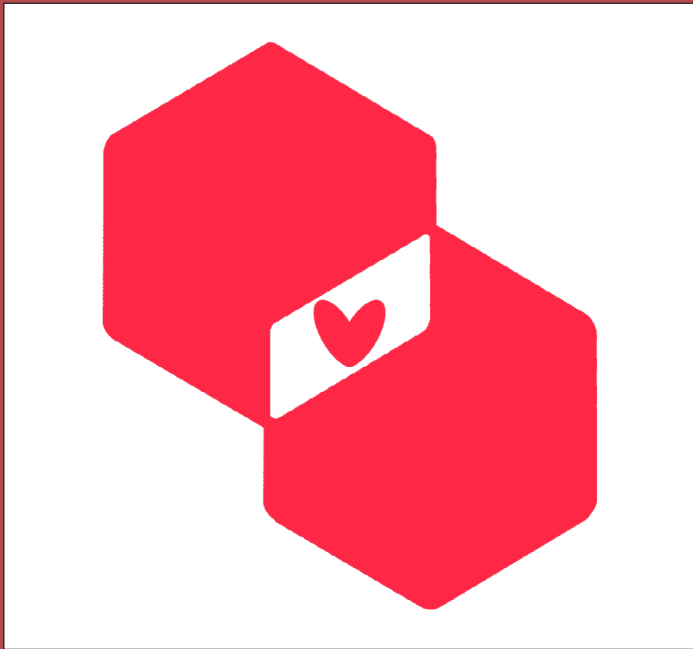
**Bee Together,  
New Connections,**  
will improve the most lives in the world.

# VISUAL ELEMENTS

# Canela Trial Ashemore



## Kit of parts



# Logo

This is the graphic logo I designed for Bombas Connect. two crossed honeycomb silhouettes show the connection. the heart represents that this is a charity project.



In terms of usage I want to be consistent with the main brand's. Please use image logos or text logos alone.



Primary color & White

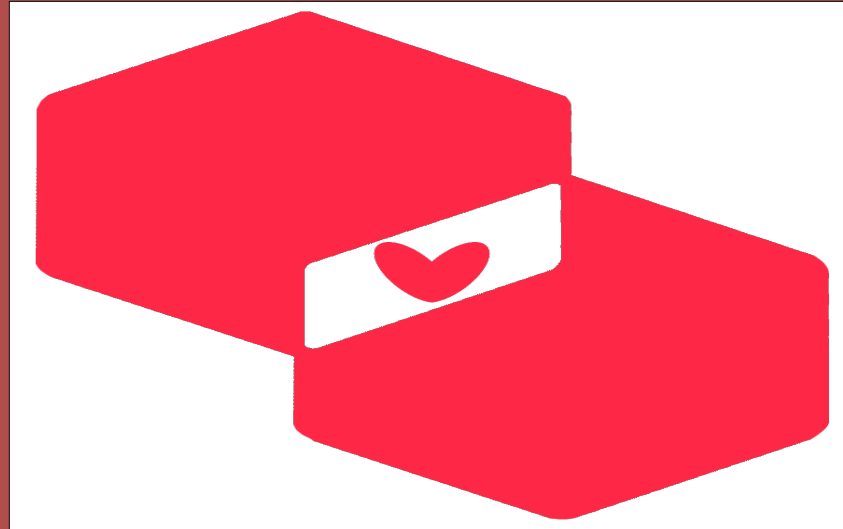


Colored



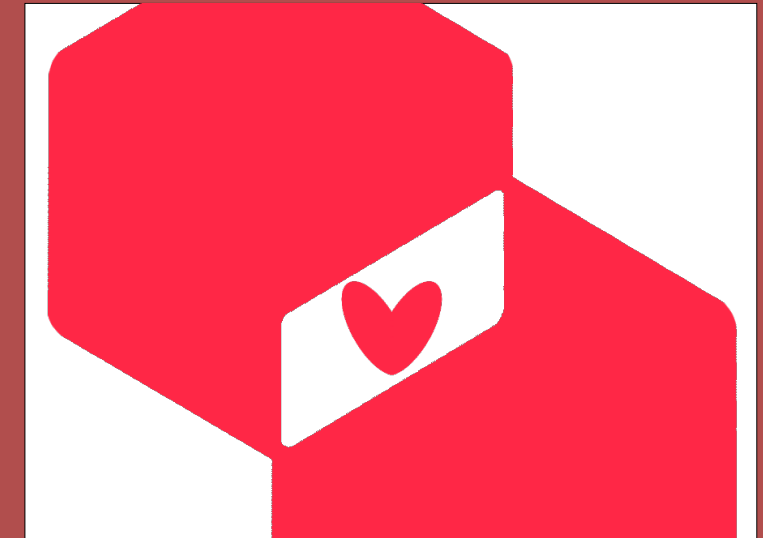
Black & White

# Logo Guardrails

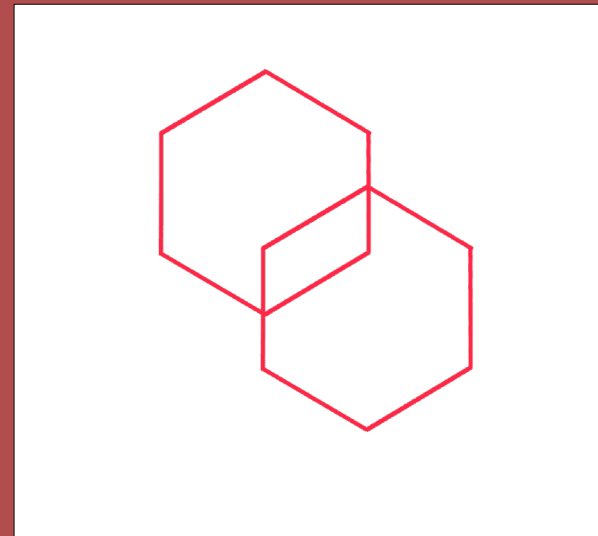


1. Do not Stretch

2. Do not Cut it



3. Don't **just** use outlines



4. Use only rounded corners

# Typography

## Canela Trial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

‘~!@#\$%^&\*()\_+ -=

## Ashemore

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

`~!@#\$%^&\*()\_+ -=

# Typesetting

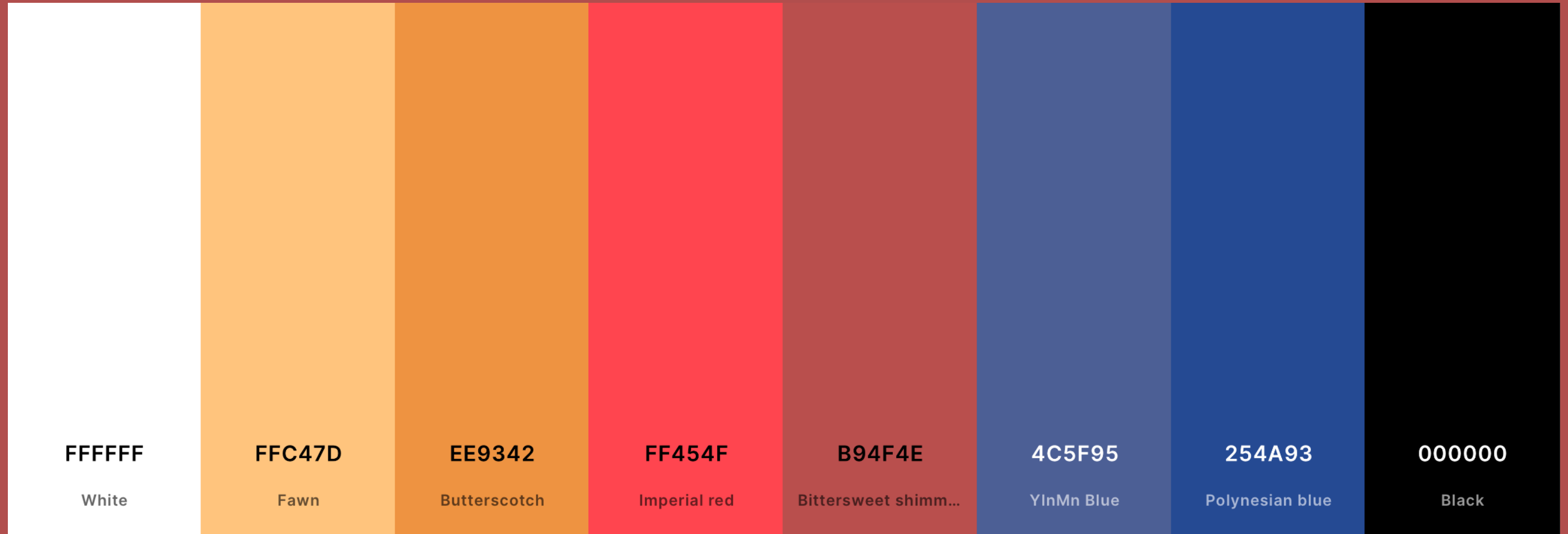
**BOMBAS  
CONNECT**

- 1.The Canela Trial font is for headings only.
- 2.Only use medium for most of situation.

**BOMBAS  
CONNECT  
BOMBAS  
CONNECT**

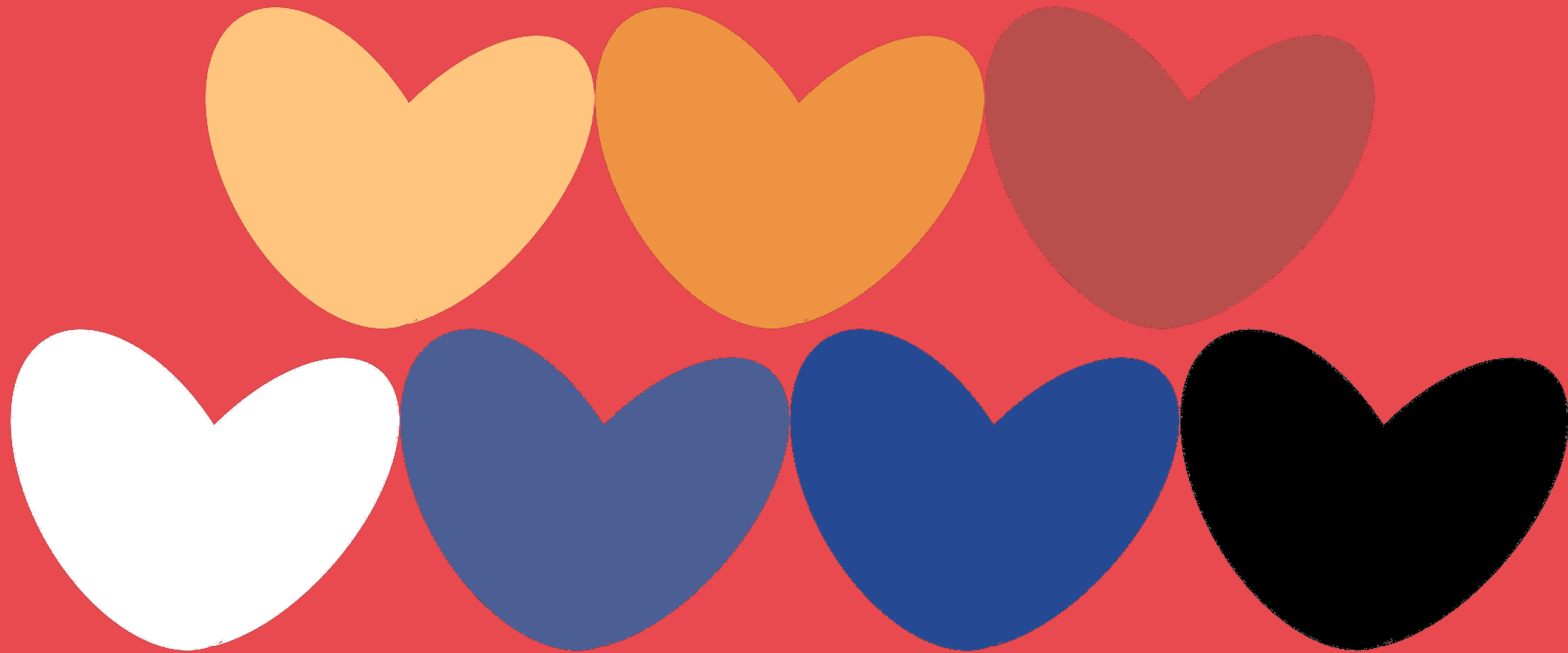
- 1.Use Cond Medium for subheadings
- 2.Use Cond Regular for most of situation

# Color





# Color

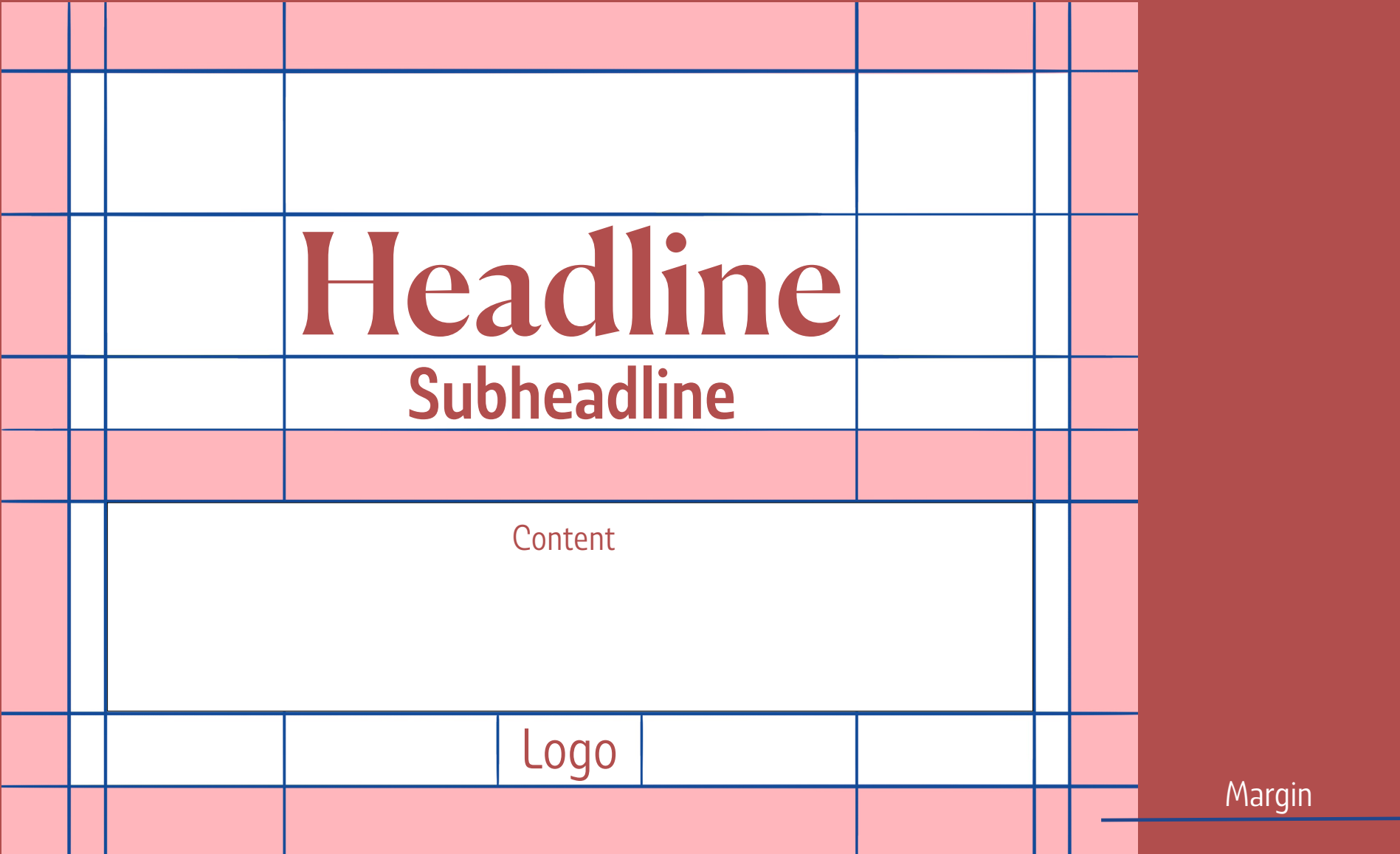


- 1.The background is the primary color
- 2.Other colors are secondary

# Layouts

## Rules

- 1. Try to make sure that everything is centered and symmetrical.
- 2. Headline and subheadline should be placed close together.
- 3. There should be an outer border spacing between the Subheadline and the content.
- 4. Requires an outer border



# Illustration



# Application



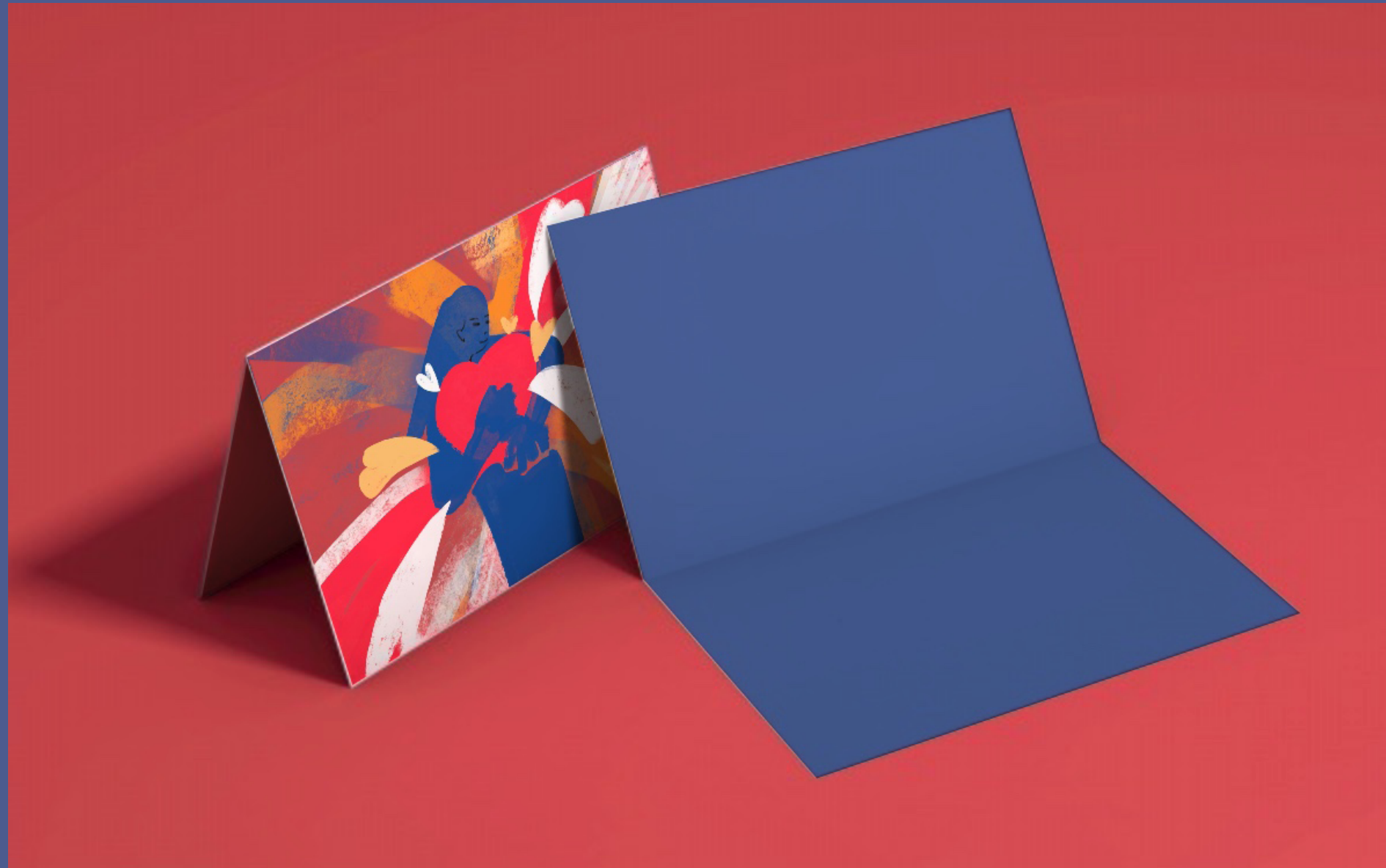
# Postcard



# Postcard



# Greeting Card





# Donation products





Thank you!