



We only have one goal in mind; To ensure the future is filled with youths will form a normacy of intolerance and individuality. This is more than a social media website, this is the beginning of worldwide VIBEZ.

WHAT IS VIBEZ?



This Playbook is a guide for VIBEZ's identity as a progressive, and inclusive social media space for teens around the world to interact. It will help form the website's design choices through fonts, imagery, and logo design. Using this guide will ensure VIBEZ comes correct.

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WHAT CAN WE

VIBEZ is all about that worldwide connectivity. We give teenagers the chance to meet others all over the world through modern cultural exchange. And there's no better place to bring cultures together than from the comfort of one's own personal device.



DO FOR YOU?

VIBEZ is big on freedom of expression through art, writing, and even multimedia posting through video & audio. If you got the talent, VIBEZ has the stage, ready for you to shine.

COPYWRITING
Because it is a website that is garnered towards teenagers, VIBEZ uses vernacular and speech that is more lax and free of difficult wording. However one must be careful as to not lean too much into Gen-Z terms, as it would give the impression that these words were written by older men that are trying to sound like teenagers to sell something to them. This is a trick that Gen-Z teenagers can detect very easily. AVOID it.

HOW THEY SEE US.

VIBEZ puts the work in to keep an image. We want teenager to feel familiarity with their generation in every aspect of our marketing. images of Teenagers on phones, lava lamp bubbles, and the images of a positive community make up a good chunk of the website's presentability.



PHOTOGRAPHY



Photography for VIBEZ is a strong attribute to the brand's existence. It's important to show that VIBEZ creates an engaging safe space for teenagers. multi-cultured smiling teens with stylish clothes of an assortment of colors is a staple that must be preserved throughout the marketing.



DEMOGRAPHIC

VIBZ DEMOGRAPHIC IS:

- All Ethnicities
- Male/Female/Trans/Non-Binary
- LGBTQ+
- Omnision



PSYCHOGRAPHIC



VIBZ psychographic as such:

- Teenagers between fifteen to eighteen.
- Artistic youths
- A desire to be seen
- Middle class, urban youths
- An open-mind towards different cultures
- A desire to see other walks of life.



The Gen-Z demographic and Psychographic must be in tandem with the brand's main selling audience. It focuses on teenagers of every category; falling into the brand's "Explorer" archetype.



C
O
L
O
R

VIBEZ has an iconic pink combined with a shade of blue that shows up well in both CMYK and RGB. These colors are a representation of what VIBEZ is and how it presents itself. In a row there are five colors in particular that are prioritized.

COLOR PALETTE

What would VIBEZ be without its signature colors? There is an assortment to chose from, but what matters is how they are used. Depending on how it is mixed can keep the brand's design intact, as well as avoid mistakes when trying to promote it on different websites and social medias.

CMYK: 27, 82, 0, 0
RGB: 255, 0, 254

CMYK: 84, 59, 8, 0
RGB: 105, 205, 255

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

CMYK: 100, 92, 11, 1
RGB: 44, 59, 134

CMYK: 75, 68, 67, 90
RGB: 0, 0, 0

VIBEZ LOGO

VIBEZ logo was created with a specified idea of how it appears on other websites. There is only one color palette for it, and two different versions of the logo—one used for the branding purposes, and the other as a logo for other social medias.



Dip into a curve.

Round back here.



Rounded into a half curve.



Dip into a curve.



Inward bend before coming back outward to round the bottom half.



DO'S

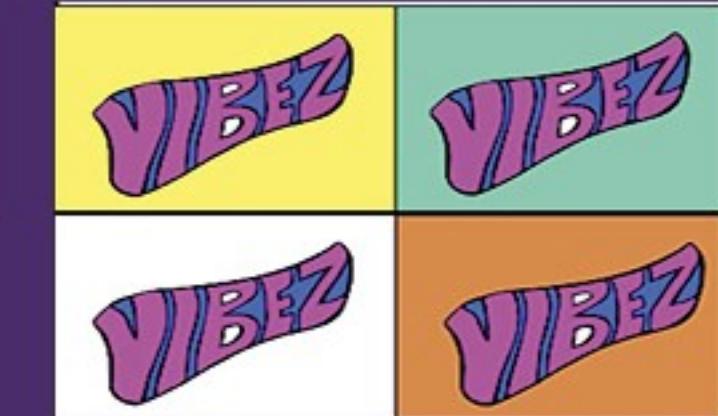


The Logo Colors

Three colors are used for this particular logo; a fuchsia pink over a sky blue with black outlining. Behind the 'B', it must be white on every front.

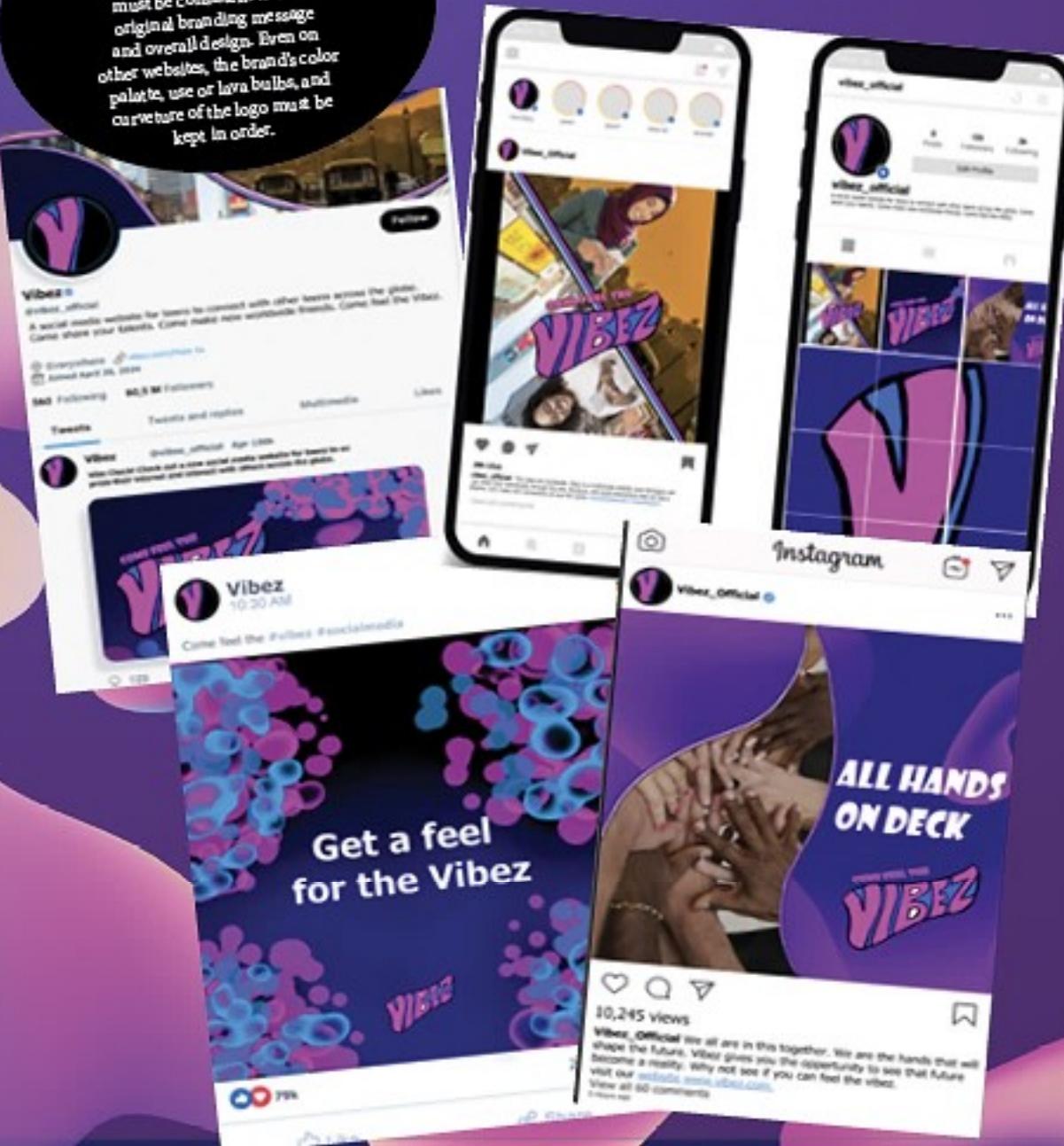


DON'T'S

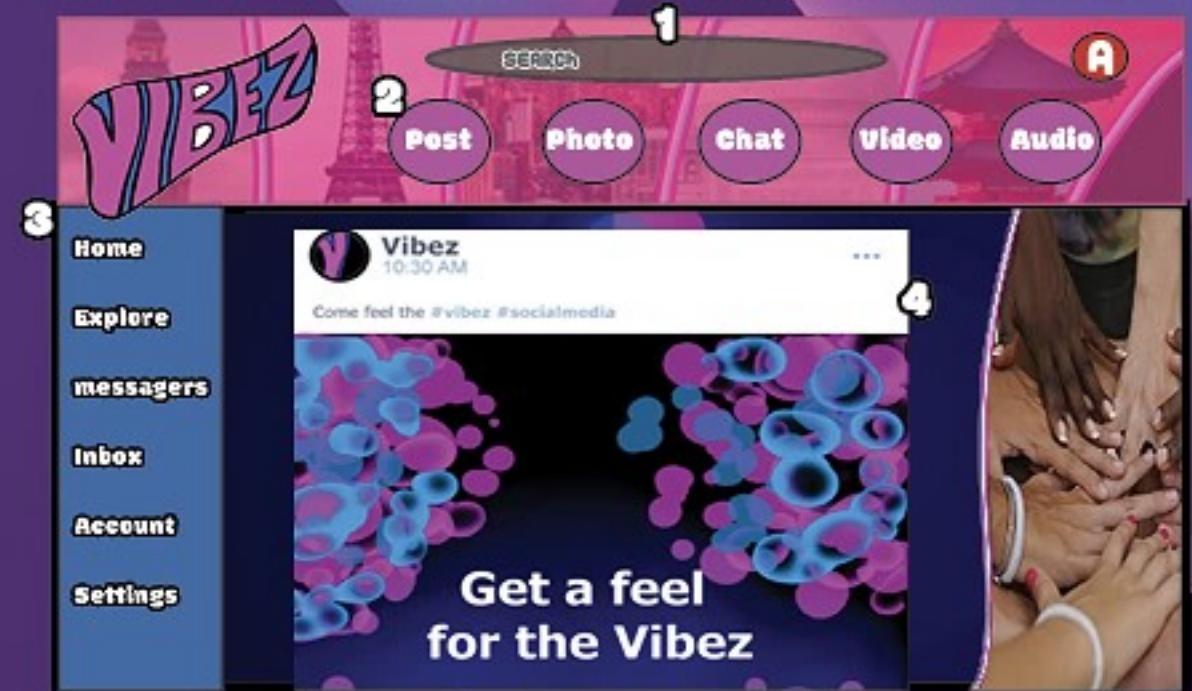


VIBEZ ACROSS THE BOARD

VIBEZ is across the worldwide web as a strong competitor against other social media websites. As such, the brand must be consistent with its original branding message and overall design. Even on other websites, the brand's color palette, use of lava bulbs, and curvature of the logo must be kept in order.



VIBEZ ON ITS OWN WEBSITE



The website is simple to follow with a basic template that does not try to reinvent the wheel per say.

- 1: The search bar allows the user to search for old post, topics, and hashtags that don't appear in one's own ForYou page.
- 2: The bubbles allow the user to utilize the website's features, such as posting photos or texting on their personal boards.
- 3: The side bar is where users can explore the website; interacting with others from across the world. They can follow users to just interact with.
- 4: This is the ForYou Page (FYP) where users can post text, photos, & multimedia for others to see, or to keep privately on their personal pages.

LETTERHEAD

VIBEZ is all about social media and teens having a space to be themselves, but that doesn't mean we neglect the business stuff. We have our our form of letterhead, postcards, as well as business cards that can be used for important information. Just like the kids nowadays, we don't slack on the grown up stuff!



PROMOTIONAL



VIBEZ wouldn't be nothing without its swag! We got cellphone covers, hats, jackets, you name it. We want you to show the world that you're part of something bigger. Wear your good vibez with pride!

MATERIAL



Because we want VIBEZ to go far, promotional swag was in order. For the most part, we want our items to be practical and worn outside for many people to see. This meant creating designs that would fit in to the Gen-Z's buying patterns. Through research, we found that headwear, hoodies, and backpacks were the most bought items to promote our brand to. As well, Billboards should make a good impression on the brand as well as alluding to what the brand itself is about.