

BRANDTWIST®

FRESH PERSPECTIVES. BREAKTHROUGH RESULTS.



CMYK
31 96 0 0

HEX
#b22c91



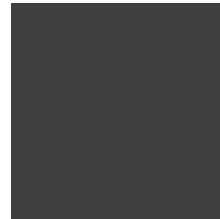
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*magenta
should be used
primarily for
links/buttons

Work Sans Regular

subheads are twice the size of body
copy with a little space below

*** AVOID ALL CAPS**

Take off your Brand Blinders

As a small business owner or entrepreneur, you are more than likely walking around with “brand blinders” on. This is when you spend so much time following the branding and marketing rules of your category that you end up completely blending in. Look at the marketing of your nearest competitors. Is there anything that you really admire or really stands out? Chances are no. In fact, if you printed out the home pages of five brands in your competitive set and crossed out all of the logos, would you be able to tell who is who?

Open Sans Regular

with double line spacing

Hi, I'm Julie.

Style Name: H1

Notes: Reserved for only the boldest top headline use. Avoid all caps and pink text.


font-family: 'Work Sans', sans-serif;
font-weight: 500;
font-size: 55px;
letter-spacing: .5px;
line-height: 1.2;

Interview
with CNN

Style Name: H1 (modified)

Notes: For headlines following the top one. Avoid pink text

font-family: 'Work Sans', sans-serif;
font-weight: 500;
font-size: 50px;
letter-spacing: .5px;
line-height: 0.9;



Ready to Write your Own Twist?

Style Name: H2

Notes: Suitable for a basic subheads.

Pink words should be reserved
for links. No all caps.

font-family: 'Work Sans', sans-serif;

font-weight: 400;

font-size: 18px;

letter-spacing: 0.5px;

line-height: 1.2;

color:#404040;

Julie is the author of the best-selling
book “TWIST: How Fresh Perspectives
Build Breakthrough Brands”.

Style Name: H3

Notes: Suitable for a kicker
(the payoff after a headline) or
a pullquote. Or perhaps even a
paragraph that needs special
attention – but not all body copy.
Pink words should be reserved
for links.

font-family: 'Work Sans', sans-serif;

font-weight: 400;

font-size: 22px;

letter-spacing: 0px;

line-height: 1.2;

where she explains the TWIST

Style Name: body

Notes: For mass use. Pink words are
reserved for links. Bold sparingly, no
all caps.

font-family: 'Open Sans', sans-serif;

font-size: 18px;

line-height: 1.7;

color: #404040;