



STYLE GUIDE



PAPARAPI

BRAND

STYLE

GUIDE



CONTENTS

Brand Story

Who is Paparapi?	1
Our Mission	3
Brand Naming	4

Brand Signature

Logo	7
Variation & Usage	8
Incorrect Usage	11
Alternative Logo	12

Brand Elements

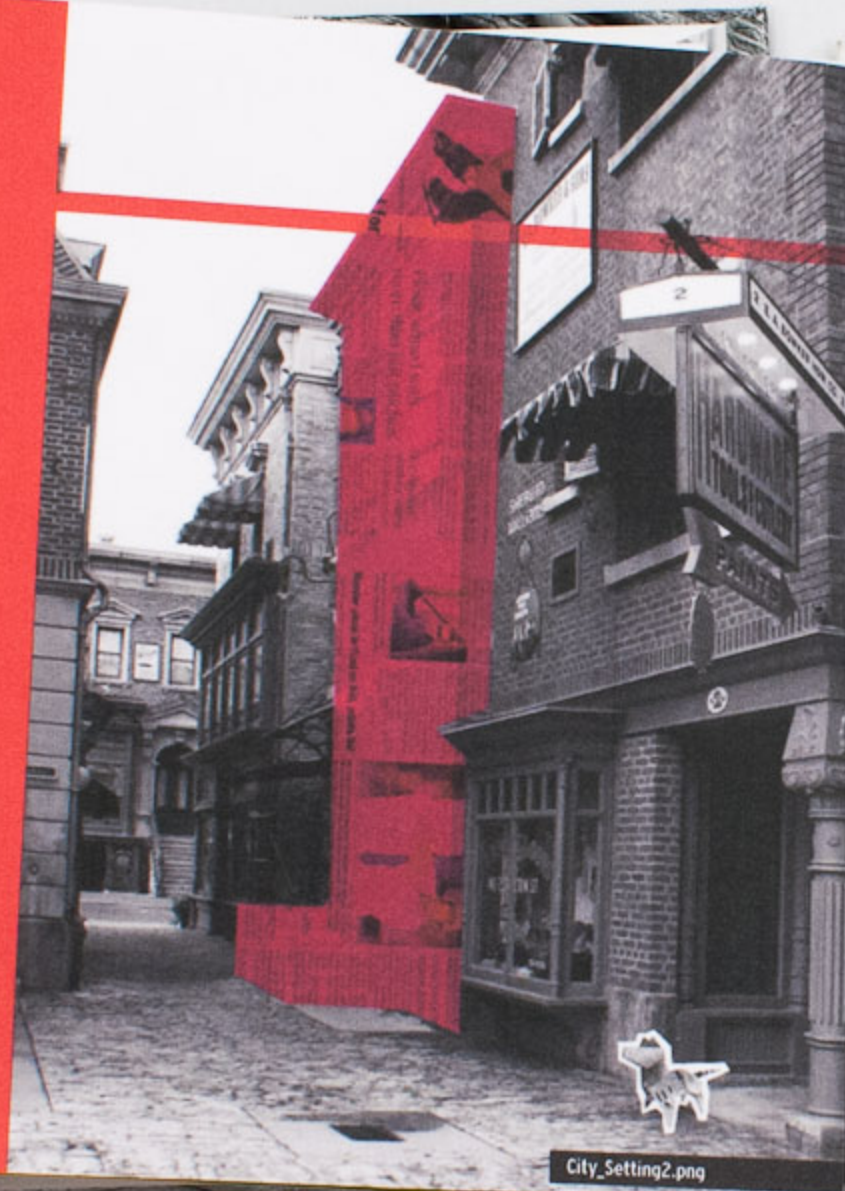
Color Palette	14
Typography	18
Visual Elements	20

Brand Applications

Merchandise	30
Packaging	31
Website	34

Appendix	36
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BRAND STORY



WHO IS PAPARAPPI?

Newspaper remains one of the most disposed material in the world. Every day, as news becomes old news, old newspaper gets thrown away and new ones are printed. It sits there sad and forgotten, having fulfilled it's creation purpose.

One day, Paparappi was born.

He was born in a forgotten alleyway next to a curios shop in a big city. There was a little bit of rain that day, and a little bit of thunder. A stray puppy took shelter in a dark alleyway, scooting under a pile discarded newspaper to keep itself dry. Sadly the absorbent newspaper barely offered relief from the rain.

In the morning, the puppy didn't move.

Instead, the newspaper around it folded itself to take his shape.

Nobody knows what power gave life to this newspaper puppy, but from that day forward Paparappi was born. Paparappi was alone, but he intended to change that. So begin his journey in taking newspaper and making new friends to expand his world.

Perhaps it's the nature of his material that makes him very curious. Perhaps it's his youth. Perhaps it's the loneliness. Either way, Paparappi always finds himself in places that nobody seen before and making new friends wherever he can.

OUR MISSION

To take the world most wasted material and turn into the world most used objects.

To discover and push the limit of newspaper.

To find new friends for Paparapi.

We are a fun, friendly and adventurous brand that ventures in eco chic trend. Our brand embraces Paparapi lovingly, and just like Paparapi that comes back to life in the form of newspaper, we believe in giving second life to newspaper. We create things that people use everyday like accessories, toys, clothes, and dinnerware from newspaper that are meant to be used once.

With the approach of the digital age and everything move to screen, Paparapi sends the message of eco-friendliness in a vernacular manner.



urban_01.tif

NAMING PAPARAPPI

What do you call a curious puppy that is tenacious, persistent and made of newspaper? Paparappi! Paparappi's name takes after the material that it's made of, persistency of the journalism world, paparazzi, and the liveliness and curiosity of a puppy.

Newspaper + **Paparazzi** + **Puppy**

PAPARAPPI



PAPARAPPI LOGO

Paparappi began as a newspaper and he folded himself into a dog origami. His head is tilted upwards in curiosity, perhaps because this world is such a curious thing, or perhaps his nose picked up a scent of mischief.

The light shadow serves to show his three-dimensionality, but the flat cutout logotype surrounding Paparappi appeals to the two dimensionality of paper.

VARIATION & USAGE



1. Construction

When the logo and logotype are together, they work as a unit. The distance between the logo and the type should be constant when scaled.



2. Don't Crowd the Pup

Leave sufficient space around the logo to ensure that the logotype doesn't get lost in the clutter of background or type. Because the logo is very textured and the logotype is bouncing off the puppy, it's important that none of the logo elements is overpowered by the surrounding.



3. Sizing

Paparapi can take many different sizes. As a unit in itself, the logo can not be smaller than 1 inch wide.





4. Logo States

Paparazzi logo works best on high contrast backgrounds. On dark backgrounds, use Paparazzi white logotype to remain visible.

Paparazzi tends to get lost within a grayscale background and it needs to be highlighted with a white outline.

10

paparazzi_logo_white.png

VIOLATIONS & MISUSAGE



Do not:
Rotate the logo.



Squish the logo.



Change the logotype



Change the logo construction



Change the logo color



Stretch the logo.



Put the logo on a gray background with no white outline.



Use a Photoshop generated stroke.

11

ALTERNATE LOCKUPS



Paparazzi horizontal logo can be used when necessary.

PAPARAZZI

Paparazzi logotype can be used as a separate element from Paparazzi.

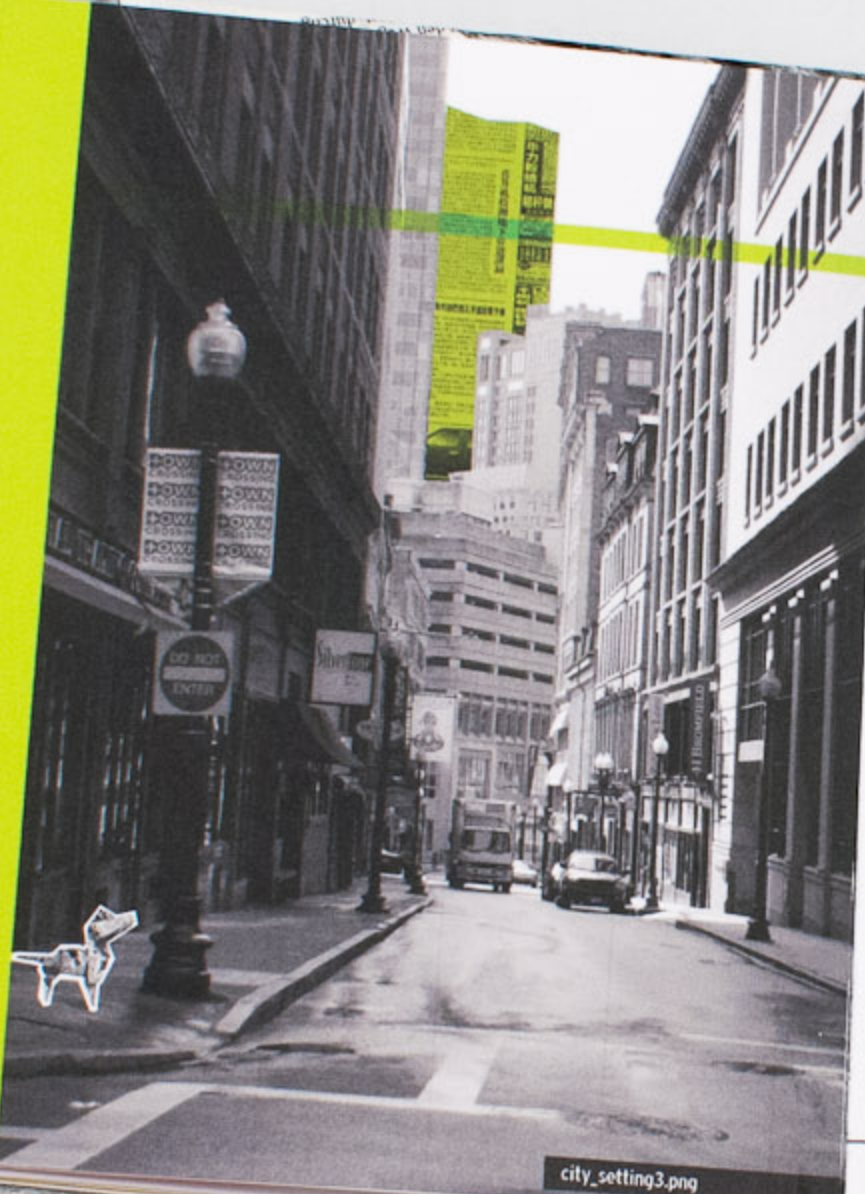


Likewise, the adventurous Paparazzi can be used without the logotype.

paparazzi_logotype.ai



BRAND ELEMENTS



COLOR PALETTE

To complement the monochromatic puppy, the bright colors reminiscent of a highlighter is used as an accent. The interaction between the saturated colors and the grayscale texture of newspaper appeal to both the material of Paparappi and the energy of the brand. Both narrow lines, like how you would highlight an article in a newspaper, and solid rectangles can be used.

Paparappi Green

Pantone 381 EC
C: 29 M: 0 Y: 96 K: 0

Paparappi Magenta

Pantone 1925 EC
C: 0 M: 97 Y: 46 K: 0

Paparappi Yellow

Pantone 108 EC
C: 0 M: 5 Y: 98 K: 0

Paparappi Black

Pantone Black EC
C: 63 M: 62 Y: 59 K: 94



Premieres Wednesday, 10/21/10

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ann man
berger, U

DISCOVER
CARD
cup
Yucca
NISSIN FOODS

Super Premium Kaffeebohnen...
Kaffeebohnen...
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Panasonic
ES SQUARE

ERNST & YOUNG

REUTERS

TYPOGRAPHY

EAMES CENTURY MODERN

is used for the bold quality of a newspaper headline as well as the modern elegance of the serif.

Eames Century Modern Black Italic in all caps is used as a display type.

For the body copy Satellite thin, narrow quality balances the heaviness of Eames Century Modern. The texture of heavy and light mirrors the texture of newspaper and the Paparazzi logotype itself.

Eames Century Modern Bold Italic is used as emphasis and secondary display type.

**Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Xx Yy Zz
01234567890**

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Xx Yy Zz
01234567890**



paparazzi_news.png

Satellite Regular

In contrast to the bold Eames Century Modern, Satellite is a tall and thin sans serif that works as the body copy. The light weight of the type may make it seem fragile, but the way it extends vertically, like a satellite, complements the display type.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Xx Yy Zz
01234567890

Bold Oblique

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Xx Yy Zz
01234567890

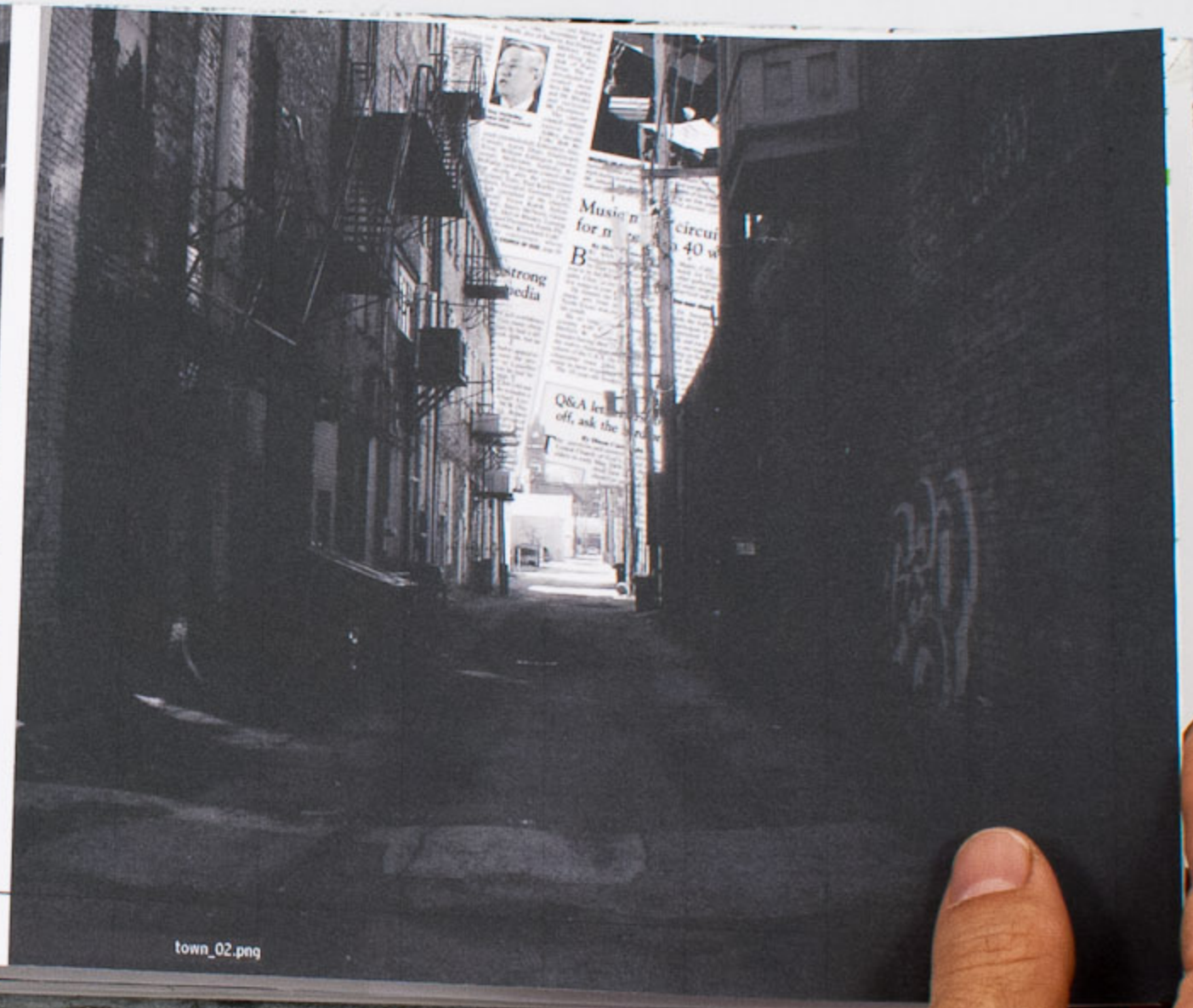
PHOTOGRAPHY

Black and White Urban Landscape

There are a number of secondary visual elements that serve as the unifier of the brand look. These secondary elements are used to express the vernacular, quirky, and bold nature of Paparappi.

The city is where the news happens. The relation between newspaper and the urban landscape is very close, and so is Paparappi.

The photography can vary from busy downtown to quiet small town marketplace. It can vary from a daunting rows of buildings to the small hidden alleyway. Paparappi can have interaction with people too, but only a small number of people ever notice Paparappi. Of course through Paparappi's eyes, he sees some parts in newspaper.



HIGHLIGHT

Color-blocked Newspaper

Even though Paparappi's world seems very monochromatic, it's not completely devoid of color. Paparappi's world is peppered by a splash of bright yellow, magenta and green. Again because it's seen from Paparappi's eyes, there are some parts of newspaper visible.

As to why and what is highlighted, it's mostly things that Paparappi finds interesting, the same reason why we highlight things.

The city, just like the newspaper works in a modular fashion. Whether it's the pattern in bricks and tiles, a row of store signage, or a line of windows on a building or bus. Keep this in mind when choosing where to put the highlight.



CHARACTER

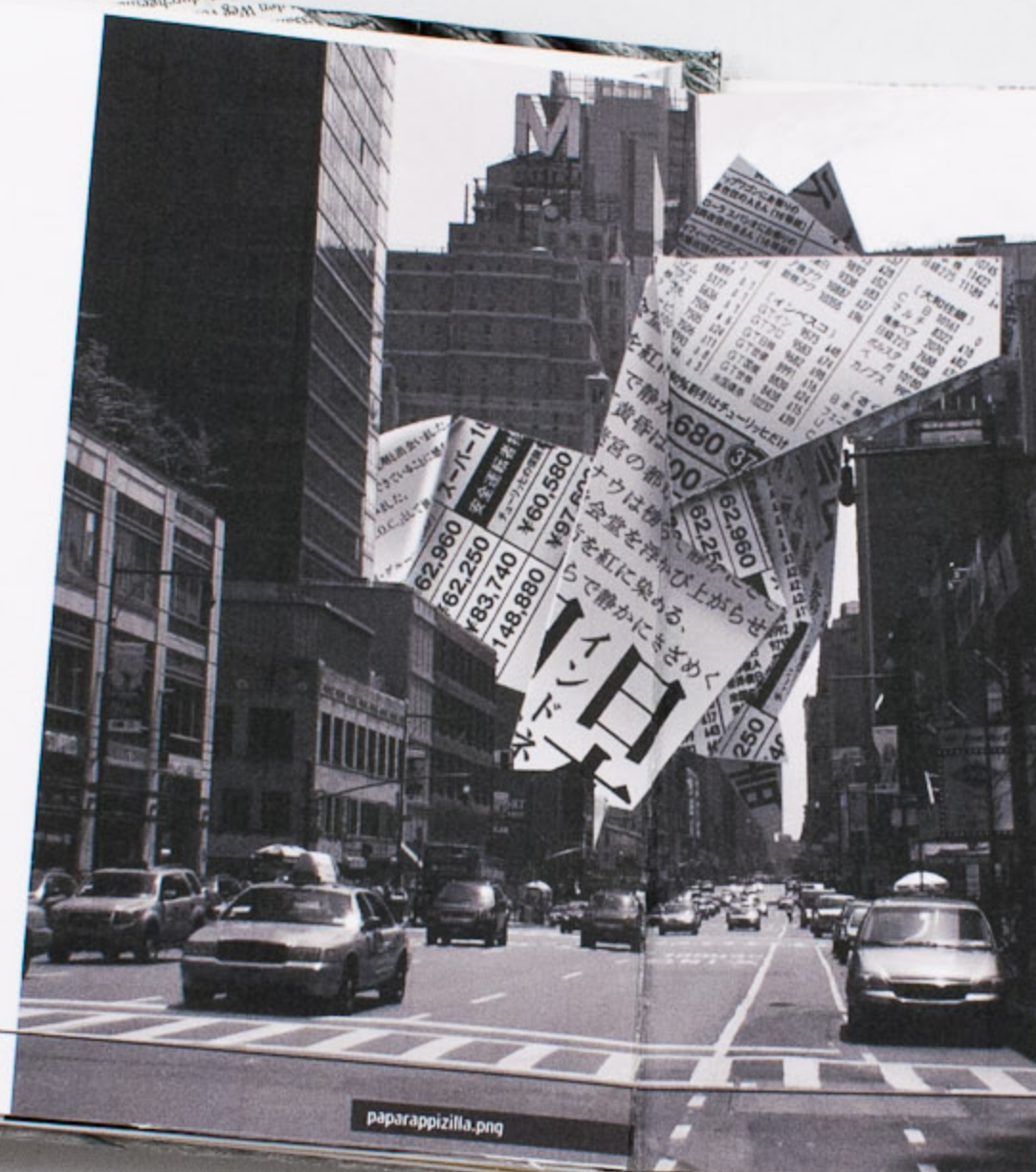
Find the Paparappi

After we establish the world that Paparappi lives in, the only thing missing is Paparappi himself!

Paparappi is an adventurous pup. The brand follows Paparappi and Paparappi is the brand so when designing for Paparappi, we must follow the mindset of Paparappi. Paparappi is often found in hidden corners, but we should still be able to see his special features.

Paparappi is unpredictable and may show up in various size, from miniscule to gigantic. To help our customers spot Paparappi, when Paparappi is small and tend to be lost to untrained eyes, we add a white cutout outline.

24



25

ALL TOGETHER NOW



city_setting7.png

APPLICATION



BRAND APPLICATION

Now that we know how to speak Paparappi, how do we apply it to our brand?
Following are some application examples for Paparappi, namely merchandise,
packaging, and website.

PACKAGING

At the Paparappi Store and website, we carry various merchandise made of newspaper. Other than accessories, we also make everyday items like mugs and chopsticks.

While in publication and print the origami fold is exclusive to the Paparappi dog, the packaging utilizes folding and little to no glue, making it a sustainable packaging. The smaller packaging and bags are made out of newspaper, and the shopping bags are made out of recycled materials.



Simple origami envelope for hair clips and small hair accessories



Papaer bag and shopping bag.





WEBSITE

Paparazzi biggest clientele is the webfolks. Paparazzi's cause and identity appeals to millennials who tend to be more experimental, eco conscious, and web oriented. Paparazzi's website serves as an online store and catalogue.

The website layout is horizontal scrolling with parallaxing effect. The user is presented with a panoramic view of Paparazzi's world, emphasizing the explorative aspect of Paparazzi.



paparazzi_web01.png



paparazzi_web02.png

