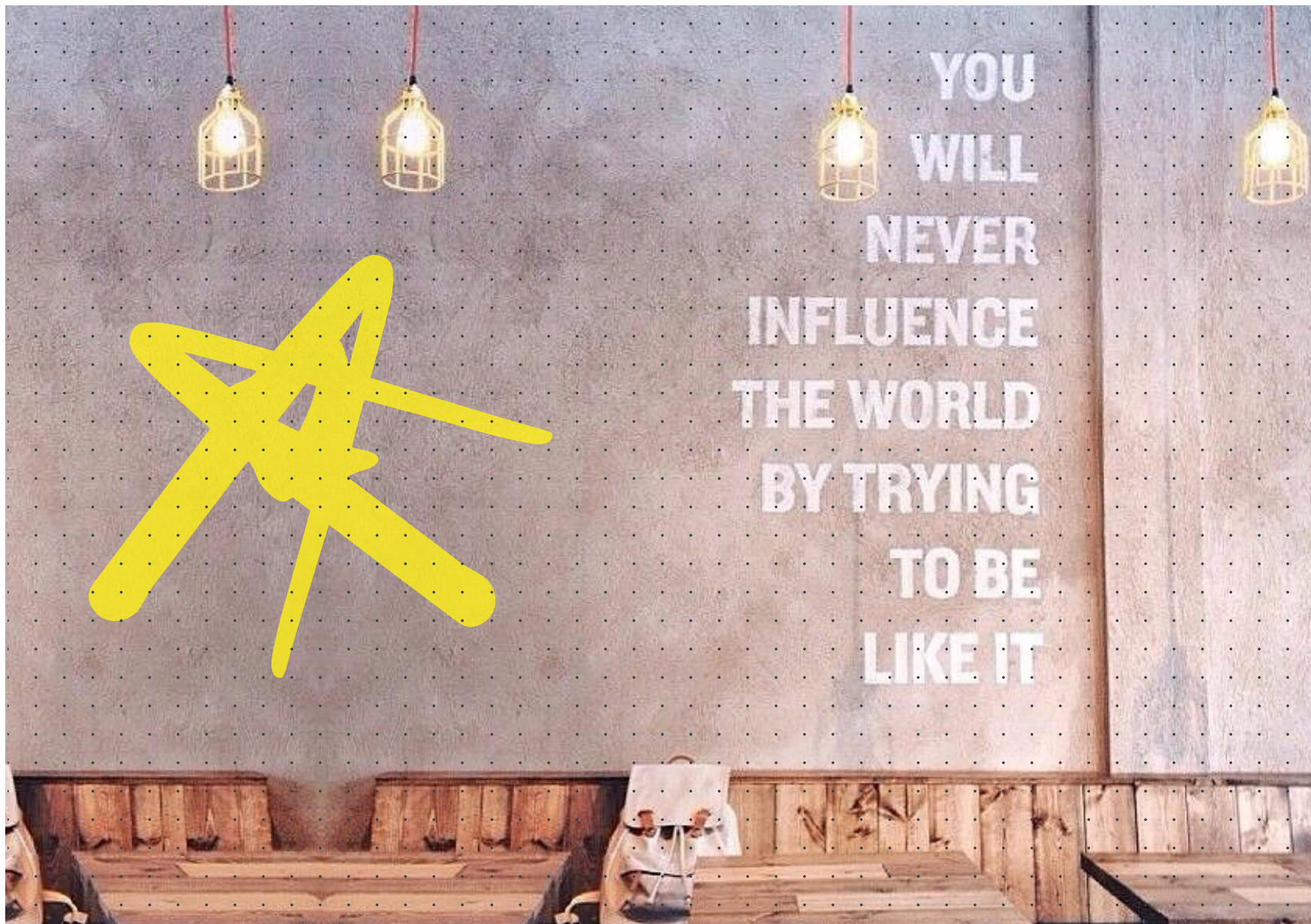
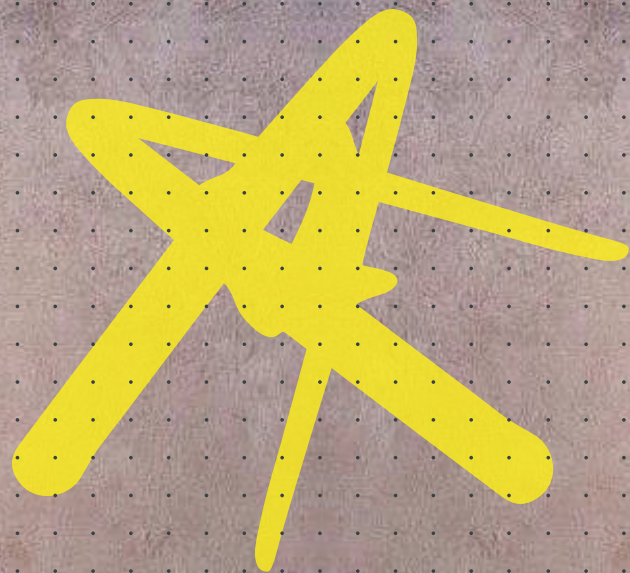


iAM

THE  
PLAYBOOK



YOU  
WILL  
NEVER  
INFLUENCE  
THE WORLD  
BY TRYING  
TO BE  
LIKE IT



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# The Playbook

## *A guide for I AM*

This book is your guide to introducing the I AM brand to the world.

It shows you ways to present yourself, contribute your voice to ongoing conversations, and set new trends, so that you can begin to establish influence on the interior design world and be on your way to become the designer of the next boutique hotel.



# Brand Platform

## *Your mind, body, and soul*

The brand platform is the core of your company. If your brand is a human body, then this platform is the heart. All the different parts come together to form a living and breathing organism.

At the core are the Values - your company's core beliefs on how to navigate the world.

These values influence the Personality, which is your face towards the world.

The Vision is your ultimate goal, your North Star that provides direction for your journey.

The Mission is the path you will take to reach your goal.

The Promise describes what other's can expect from you.

The Competence announces what you do best by summarizing your unique skills, knowledge, and expertise.

The Consumer is the ideal person you would like to collaborate with, one who shares and appreciates your values.

Differentiation is what sets you apart from your competition.

Last but not least is the Brand Belief: the life force behind your company and its reason for being.

# Brand Platform

## COMPETENCE

We are good at finding bold and unique expressions for your vision.

## VISION

To be the go-to designer of bold, engaging environments.

## CONSUMER

Our customers are open-minded, bold, unique, passionate, and wants to make a statement.

## DIFFERENTIATION

We collaborate with our clients to find their perspective that leaves a mark.

## MISSION

To create bold and unique designs that ignite conversations.

## PERSONALITY

Playful, imaginative, challenging, open, daring, communicative, collaborative, intuitive.

## PROMISE

If you enter a space we've designed, you'll experience something you've never experienced before.

## VALUES

**Collaboration** - Working together with you to express your unique perspectives.

**Boldness** - Creating bold designs that make you discover new perspectives and make us come alive.

**Playfulness** - Look at the world in a new way.

**Openness** - We are honest and transparent towards all our collaborations.

## I AM - Brand belief



*We believe that new perspectives make us come alive.*



# Brand identity

## *The complete picture*

The following pages illustrate the visual components and tone of I AM.

They visual components are forged from the brand platform, and go hand-in-hand to create the path of a unified brand experience for everybody who meets I AM.



*...create the path to a unified brand experience for everybody.*

## MAIN COLOR

## BLACK

## WHITE

## The logo

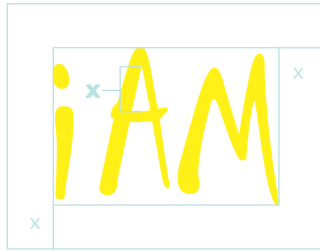
Let's start with I AM.

I AM is a bold statement that declares who we are. At the same time, it is an invitation for others to come together and create something fresh and inspiring. Something unique.

Everything about the logotype is done with attention to detail. The eye rests firmly on the letter A, which is held up by a straight line to create a sense of stability. The letter I has the resemblance of a person standing confidently with two feet on the ground. The overall design of the letters have a playful and accessible approach.

It is carefully hand drawn, which represents the passion, detail, and genuine style that I AM stands and strives for.

BRAND IDENTITY





## The font

### Headings and digital - *Muli*

I AM uses the sharp and clear Muli for headings and on the digital platforms. It's an open and free font which goes hand-in-hand with I AM's values of collaboration and openness.

### Text body - *Adobe Caslon Pro*

The update of the almost 300 year old typeface Adobe Caslon Pro, is a beautiful classic. It has withstood the test of time because every curve of every letter is carefully crafted.

TITLE



Banana 36pt

DESCR.



*A yellow fruit 24pt*

SUBTITLE



Why we love yellow 16pt

BODY



Yellow is the light - the feeling of happiness.  
Yellow is associated with amazing things:  
the sun and... the banana. 12pt

## The colors

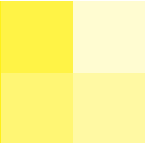
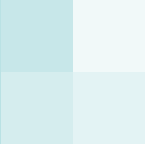
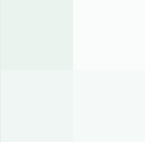
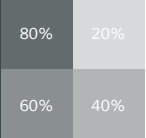
I AM is a place for great inspiration and grand visions, hence four beautiful colors that each represent us in their own ways.

The logotype color is a strong yellow, called “Y I AM”. The yellow is shining with energy and excitement. Since I AM strives to inspire, the main color shall be something that is original and brings energy as well.

Inspired by the Swedish word for lighthouse, “Fyr” is a teal that supports the yellow. The color is inviting and brings out the playful part in us.

Next we have the “Waft”. Inspired by the spring breeze, it is a subtle color to help cover areas and give them the right mood.

We also have the dark grey with a tone of blue called “Timeless”. The name is a bold statement that everything is created to last through time and space.

NAME	CODE	TRANSP.
Y I AM	R 255 G 240 B 24 C 6 M 0 Y 85 K 0	
FYR	R 186 G 226 B 228 C 32 M 1 Y 19 K 0	
WAFT	R 230 G 240 B 235 C 13 M 1 Y 11 K 0	
TIMELESS	R 63 G 70 B 72 C 68 M 54 Y 51 K 51	

## Graphic elements

### Doodle

Two merged M creates a doodle showing I AM's playfulness and creates a bold graphical element in the profile of I AM. It might be crazy, but it also fits the profile perfectly.



### Star

A merge of two A form the logo of I AM. This element displays playfulness and collaboration as well as emphasizes the excellence I AM always strive towards.



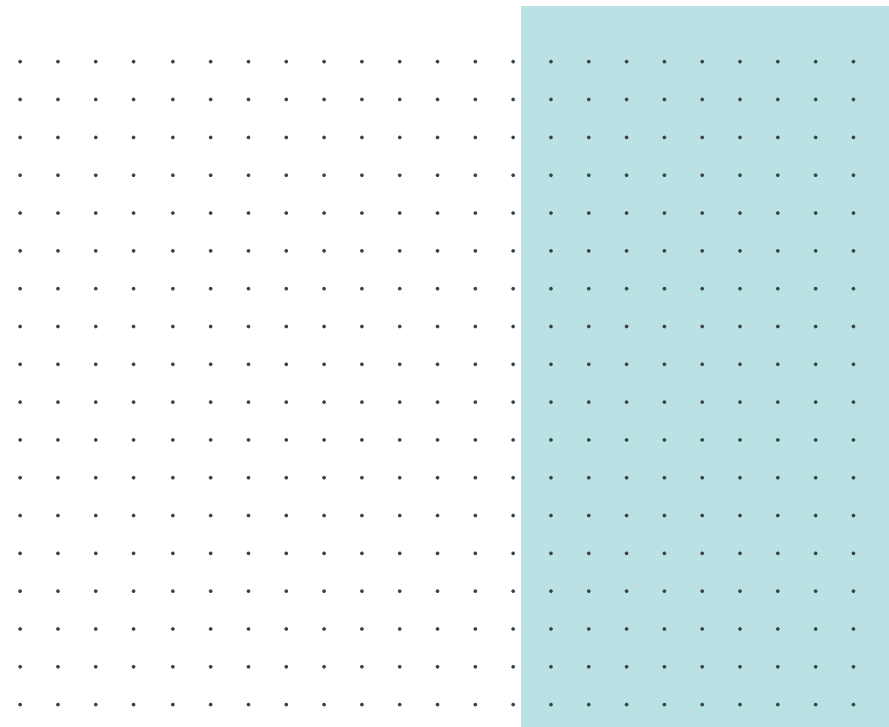
### Legs

This element is created from the I in the I AM logo. It's portraying collaboration as the two lines are working as one. It can also be used as an equal sign, which expresses openness.



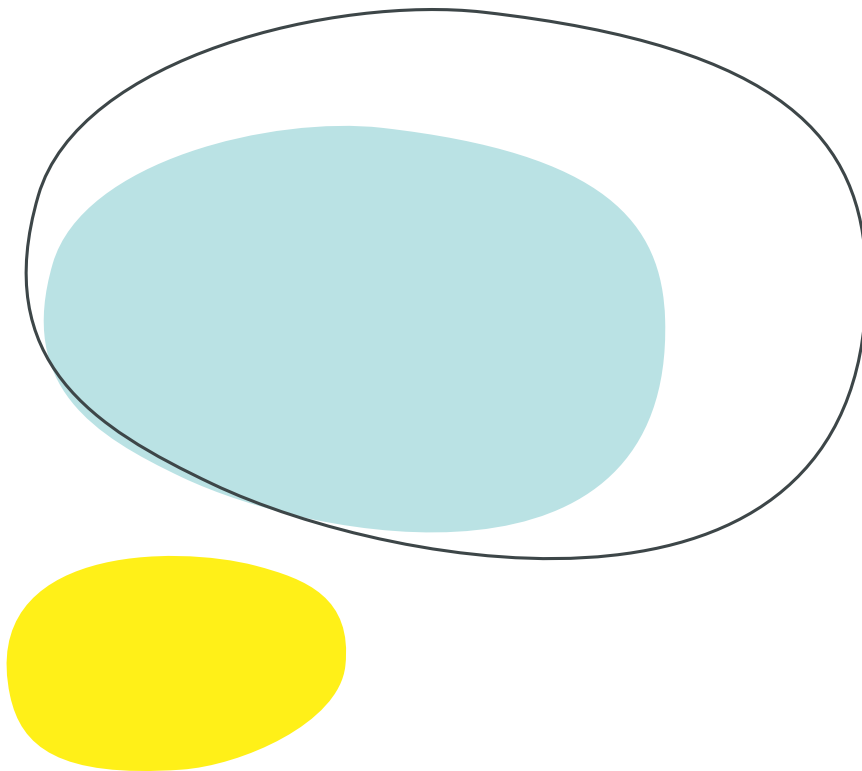
### The Grid

A pattern that explains structure and logic, two components that are very important when it comes to interior design. The light weight and long distance aligns with the openness that I AM stands for.



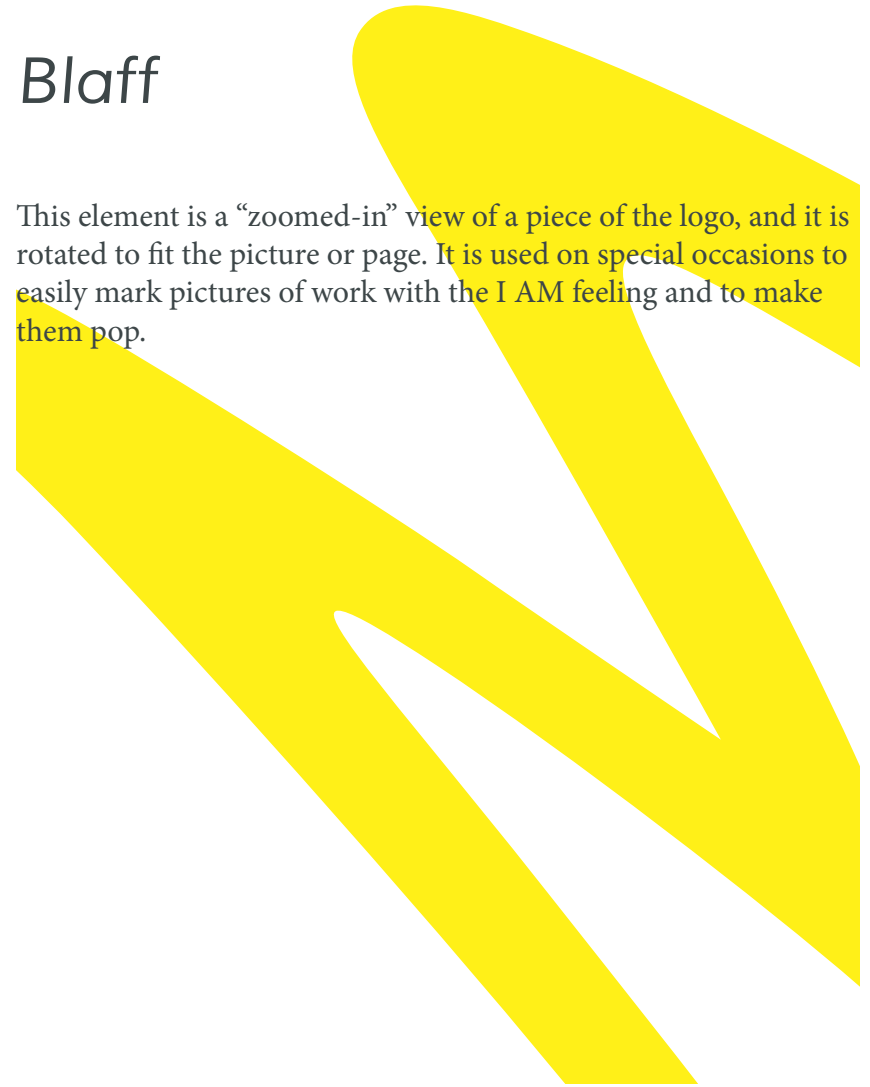
## *Egg*

A shape that represents life. We believe the right interior can bring a space to life.



## *Blaff*

This element is a “zoomed-in” view of a piece of the logo, and it is rotated to fit the picture or page. It is used on special occasions to easily mark pictures of work with the I AM feeling and to make them pop.

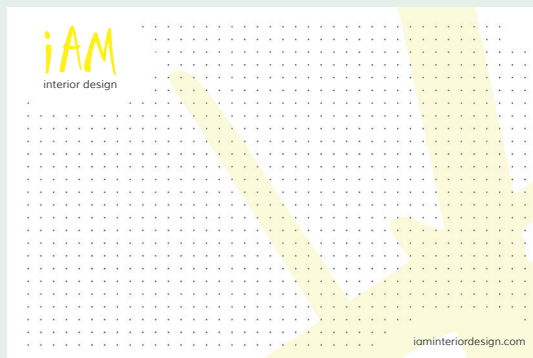


# The stationery

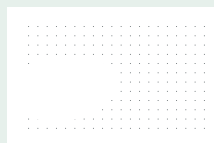
A brand is the sum of all its parts. Expressing your brand through letters and business cards is a subtle way to show that I AM cares for details.

This stationery showcases the visual identity of the I AM brand. It also provides space for sketches and hand-written notes to invite playful and open collaboration.

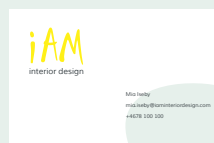
NOTEPAD A5



BUSINESS CARD - FRONT



BUSINESS CARD - BACK



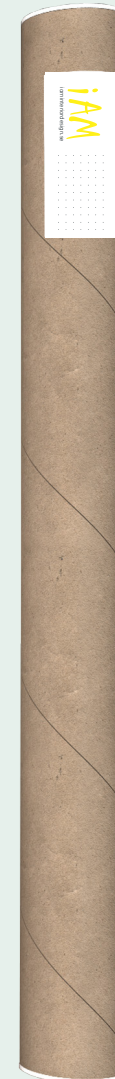
PAPER A4



ENVELOPE



CONTAINER





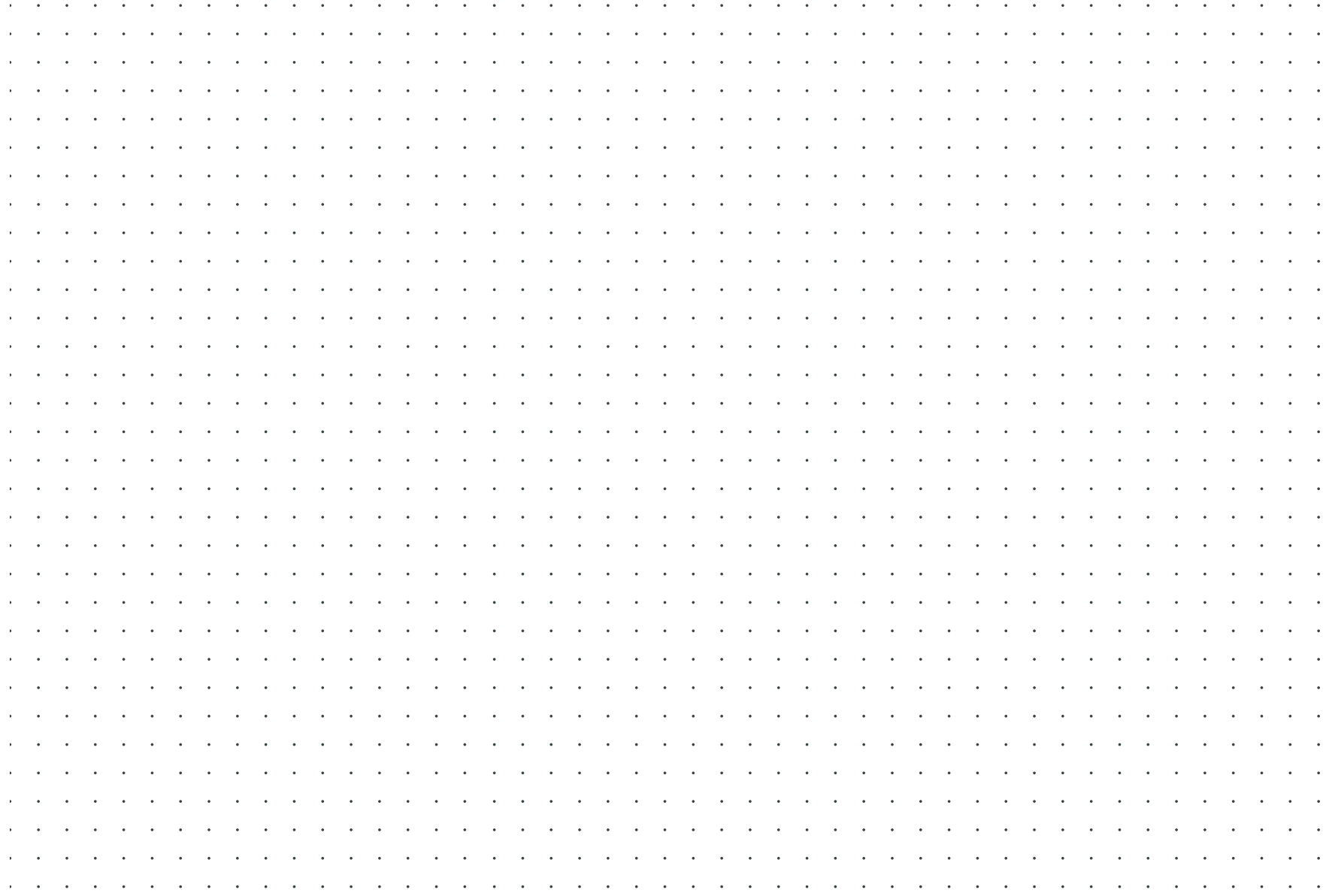
## The voice

I AM is an invitation to declare and share each of our unique points of views.

The tone of I AM is reflective of its personality: informal, lively, confident, playful, and open. It shares a perspective in a way that invites further conversations to discover new ways of looking at our world.

I AM can also be combined with messages and statement. For example: "I AM wishing you a Merry Christmas".







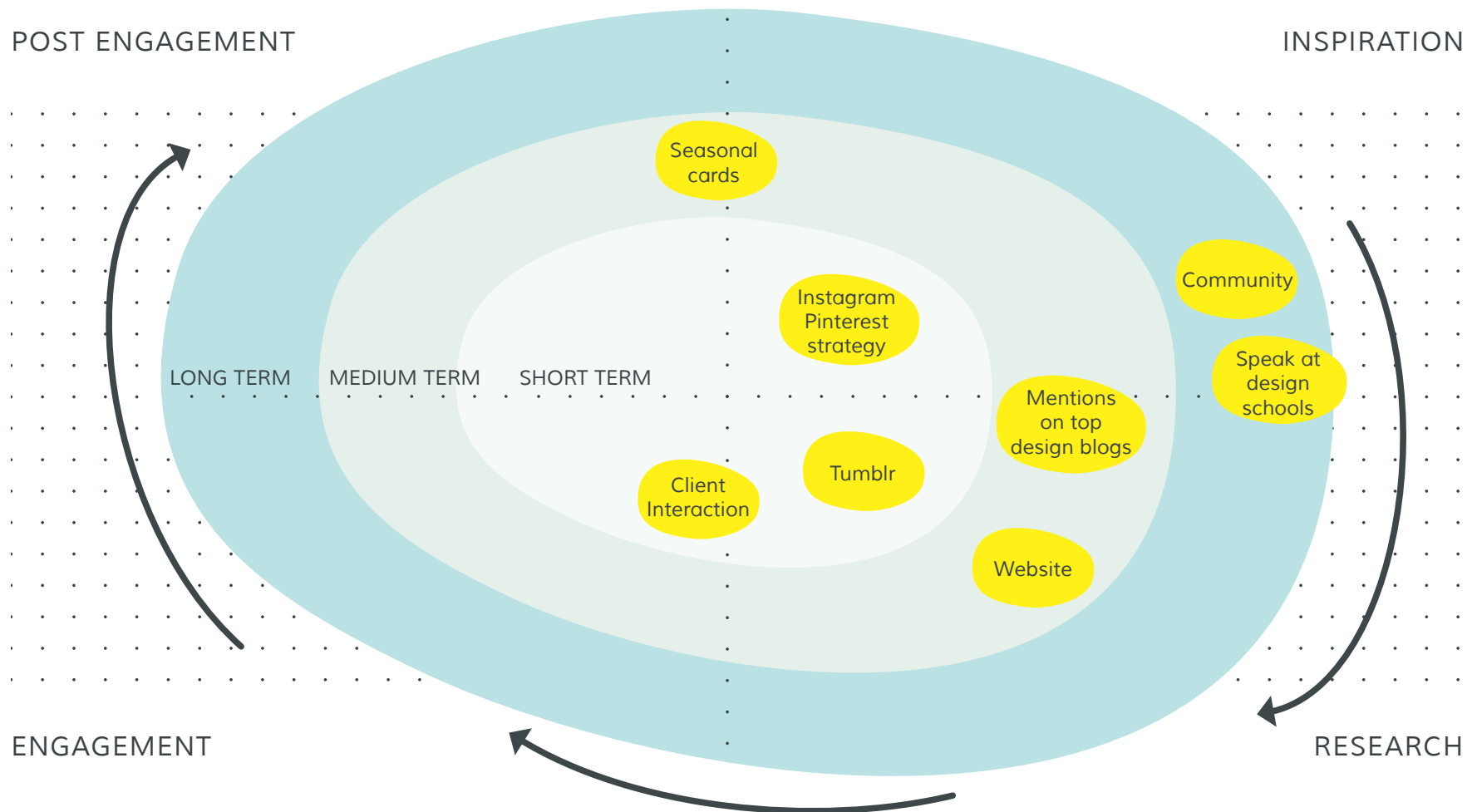
# Brand Strategy

*Short-, medium- and  
long term-strategies*

# I AM strategic journey

The inner circles represent the three stages of I AM's strategy and illustrates it's short-, medium- and long-term action points.

The arrows show the full work process, from beginning (inspiration) to end (post engagement).



# Short-term Strategies

*I AM's current work  
(Year 1)*



## Showcase your work

Contribute to the conversations to build community around designers and potential clients with similar styles.

Many people use Pinterest & Instagram for design inspirations, from food and fashion to interiors and do-it-yourself projects. It is useful to approach Pinterest boards and Instagram posts as conversations (rather than a one-sided monologue).

Re-pin other's pins on Pinterest (with a comment) or like (and comment on) others' photos on Instagram to show that you are part of their tribe. These "tribe members" can help spread your service to others who would appreciate your style.



It is important that you add your own work and opinions on these channels to show that you are a creator and a trendsetter on bold designs that change perspectives and start conversations.

Images of your work, your work in progress, and everything that inspires, should be uploaded on Pinterest, Instagram, and your image blog, your Tumblr.

Tumblr is a powerful tool to showcase your work to the world. It's like Instagram and Pinterest, but more focused on the web. These three social networks are similar in style, and together they reach a large audience. Photos can be posted to all three networks at once through the app "Every Post".

Here are some suggestions on who to follow and engage in conversation with:

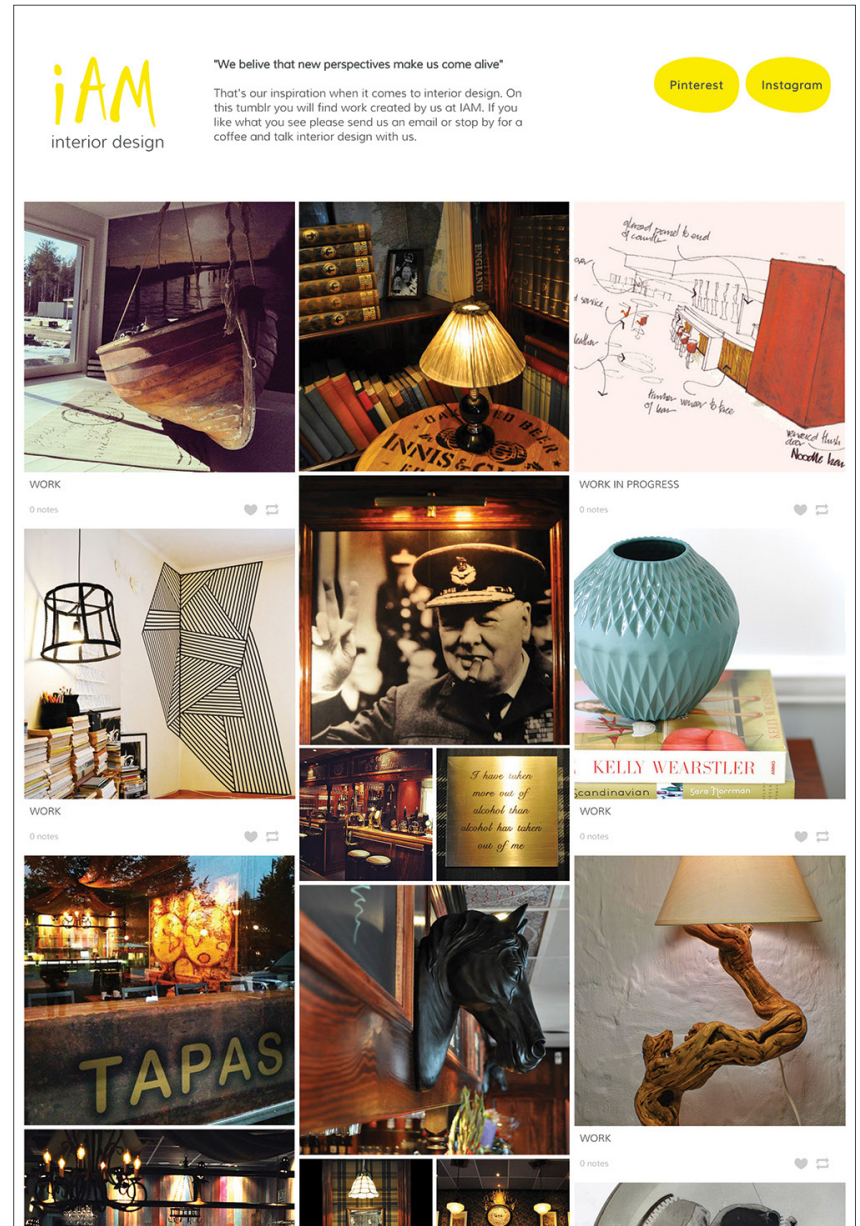
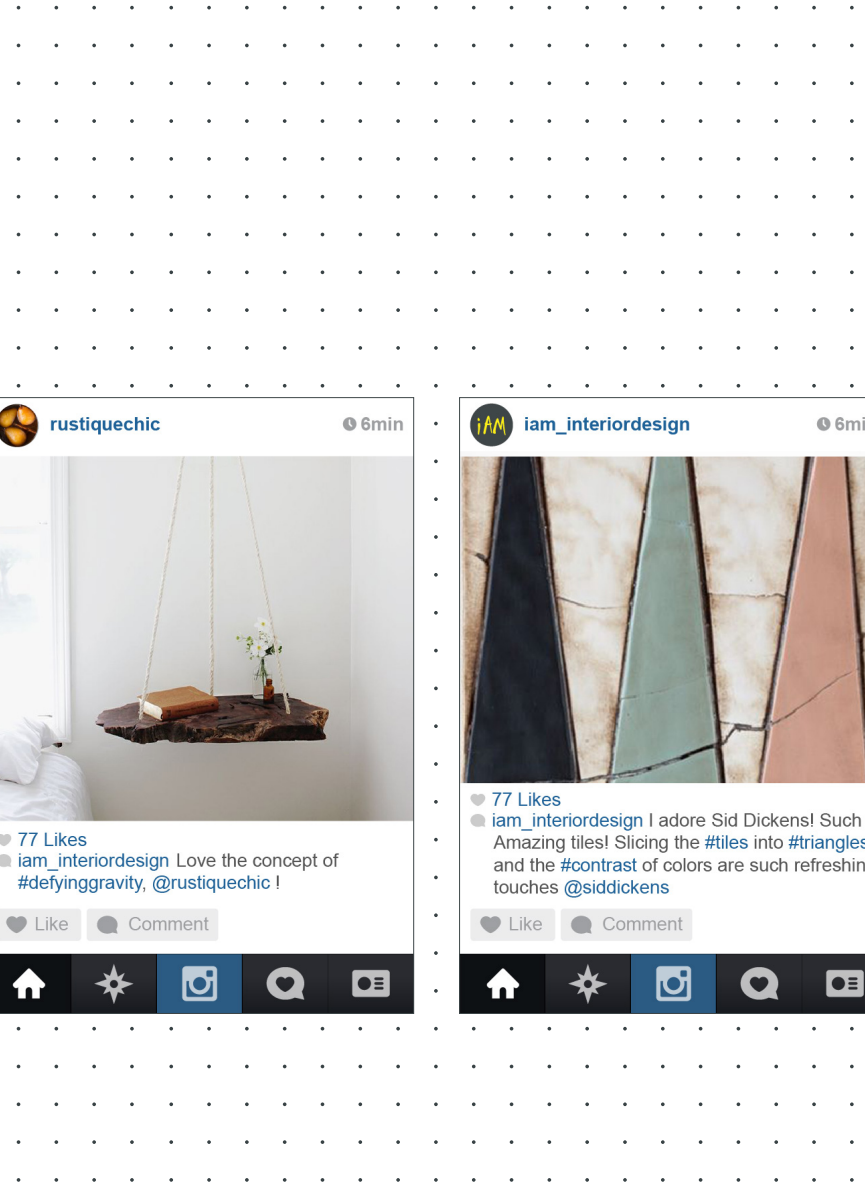
<http://www.pinterest.com/dianeblodeau/rustique-chic>

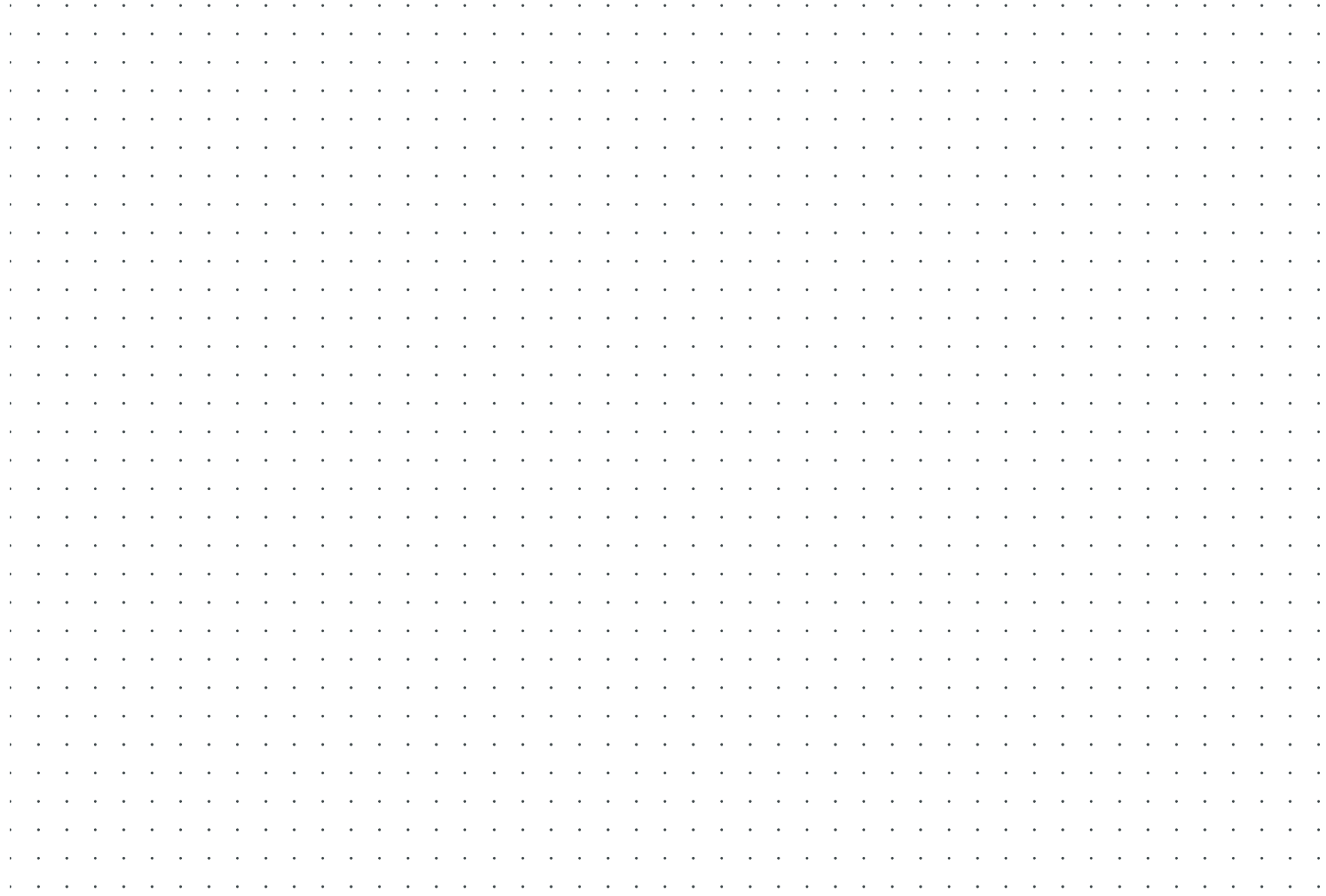
<http://instagram.com/Blomsterverkstad>

<http://instagram.com/inredningsdesign>

<http://www.pinterest.com/casadelcaso>

SHORT-TERM STRATEGY









# Medium-term Strategies

*Professionalizing and  
reaching out (Year 2-3)*

## Continue the relationship

To stay on your clients' mind after the project.

Many people find interior designers through referrals. Your clients can be your best champions.

Keep your clients in the conversation by sending them occasional design inspiration. Remind them that we all live for new perspectives and that you're here to show how small changes to their environments can allow them to view the world differently.

Some examples:

As the seasons change or as you gather more inspiration, send them (via email or physical mail) your latest inspirations and tips for them to update their environments.

When important seasons come, such as Christmas, you can send them a card showcasing your designs or an inspiration of yours. You can even invite them to a gathering at a new venue you have designed.



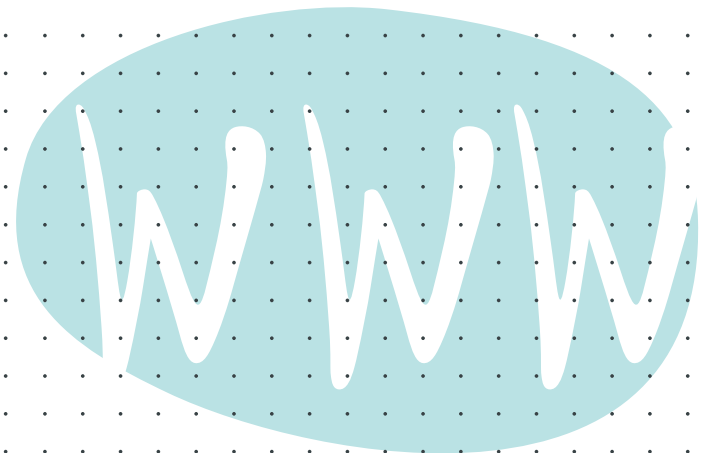
## Create company website

Social networks such as Tumblr, Pinterest and Instagram are great for sharing images and a simple way to connect to people as well as showcasing your work in a simple and shareable way, but they lack depth.

A full website will provide that depth. It allows you to showcase the complete picture of I AM, including your mission, vision, values, and other services you might add in the future.

Potential future customers will search for I AM on the internet. They will look for a business that looks serious and capable of taking on projects. A full website will provide that credibility.

Even potential partners and employees will search for a full website to learn more about I AM. A full website can describe I AM's culture and detail opportunities for collaboration.



## Connect to a broader community

Your goal clients, owners of hotels and restaurants, turn to known design forums to find inspiration for their projects. Featuring your work on these forums will give you a chance to be noticed by them.

Take note of leading communities of interior designers and architects. Some examples are:

Dezeen  
Archdaily  
Architizer

Follow them on Instagram, Pinterest, and engage them in conversations every once in a while. Doing so will enable you to start getting on their radar.

When you have work to share, produce a summary of your work and notify these forums via email and social channels. With the foundation of your relationship set through prior conversations, updating them about your work will be a natural part of the conversation rather than a sudden intrusion.



# Long-term Strategies

*Establishing credibility as  
a trendsetter (Year 4+)*



## Get known as a trendsetter

Designers of boutique hotels are known for their unique styles. To share your style with the world and be recognized as a leading designer in that style, you can:



### 1 Start your own design collective

*Associate yourself* with movements and groups of designers.

Gather designers who are like you and start a collective together - you can learn from each other and collaborate.

The collective clearly establishes your style and shows that your style has weight. It can also earn recognition that you can benefit from by association, especially as a founder.

## 2 Establish a public voice

Make yourself heard to demonstrate your style and be recognized.

Some ways to do so include:

Designing retail spaces.

*E.g. NK's windows.*

Creating public art projects.

*E.g. Vårsalongen.*

Contributing as a guest lecture at leading design schools.

*E.g. Konstfack.*

Exhibiting at fairs.

*E.g. Stockholm Mässan.*





*|| We believe that  
new perspectives  
make us come alive.*