

# BRAND GUIDELINES

Flipp  
Advertising

# Flipp Advertising

We make brands thrive™

# VALUES

# 01

# SENSE OF HUMOUR

**We thrive on positivity  
and as a result cultivate  
a fun, lighthearted  
working environment.**

We don't take ourselves too seriously.  
Feel free to keep your coat on, but  
please check your ego at the door.

# 02

# EMPATHY

**We are inclusive, passionate, and always listening. We are aware that our personal viewpoint is not the only viewpoint.**

As a result, we are a stronger team.

# 03

# DO WHAT YOU'LL SAY YOU'LL DO.

We have each other's  
backs and are resilient  
problem solvers.

We're passionate, loyal and committed to our word.

# LOGO



LOGO

# Flipp Advertising

LOGO WITH TAGLINE

Flipp  
Advertising  
We make brands thrive™

SAFE SPACE



# TYPO GRAPHY

# PRIMARY TYPOGRAPHY

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1234567890 ? ! @ \$ & #

# HELVETICA NEUE

HIERARCHY

H1

**Bold**  
**Displays**  
**Font Size:**  
**430 pt**  
**Leading:**  
**Pt Size - 70pts**

H2

**Bold**  
**Headers**  
**Font Size:**  
**150 pt**  
**Leading:**  
**Pt Size**  
**Tracking**  
**-30**

H3

**Medium**  
**Body Copy**  
**Font Size:**  
**50 pt**  
**Leading:**  
**Pt Size**  
**Tracking**  
**0**

H4

**Regular**  
**Subheads**  
**Font Size:**  
**30**  
**Leading:**  
**Pt Size**

H5

**Light**  
**CTAs**  
**Font Size:**  
**30**  
**Leading:**  
**Pt Size**  
**Tracking**  
**+150**

**EXAMPLE**

**Roger, hungry: ate  
236 peaches &  
cantaloupes in 1904!**

**His appetite seemed insatiable, fueled by the ripe sweetness of the fruit and the sweat of his labor under the sun.**

As the sun set, casting long shadows across the orchard,  
Roger felt satisfied amidst the golden hues of the summer evening.

ROGER LEANED AGAINST A NEARBY TREE AND DRIFTED INTO PEACEFUL SLUMBER,  
ANTICIPATING TOMORROW'S NEW CHALLENGES, JOYS, AND PERHAPS MORE PEACHES  
AND CANTALOUPEs TO SAVOR.

# COLOUR



RED  
#7D0A0A

GOLD  
#B4975A

WHITE  
#FFFFFF

BLACK  
#000000

# APPLI CATION

# MUG



# NOTEBOOK



# BUSINESS CARDS

We make brands thrive™

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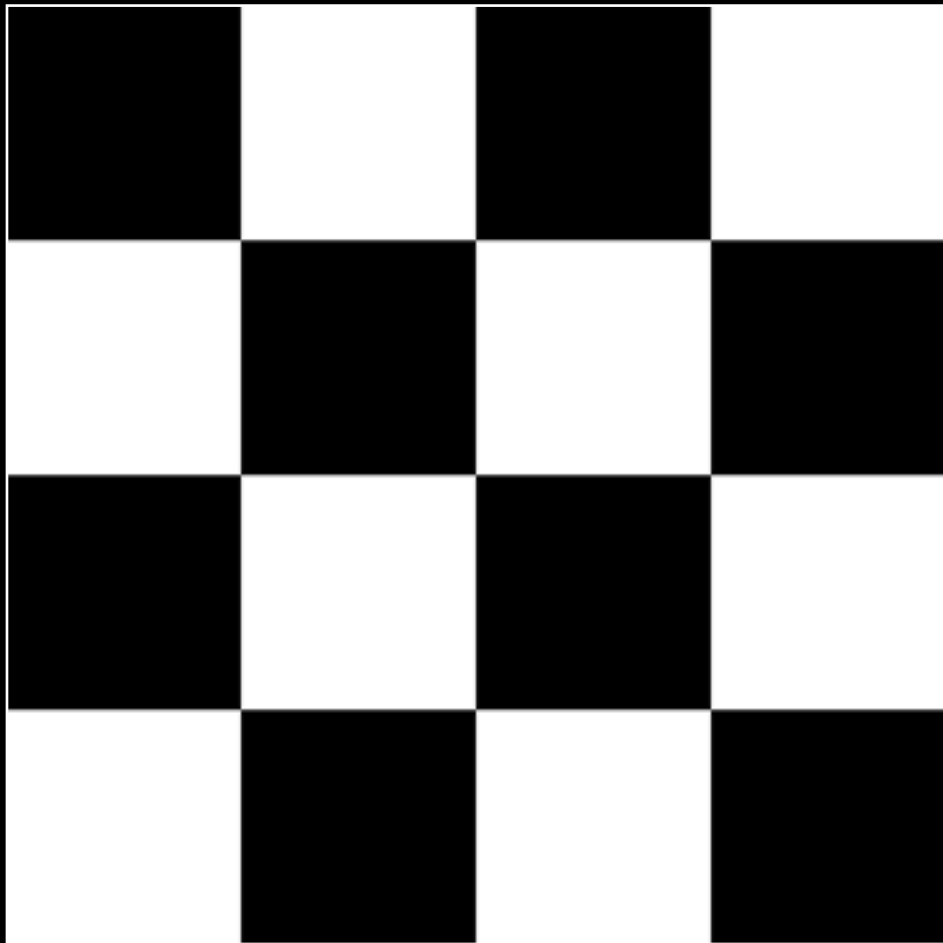


# SOCIAL



# TEMPLATES

[LINK TO TEMPLATE](#)



SINGLE CLIENT WORK



UPDATES



NEW HIRE



HEADLINE: LONG



ANNIVERSARY /  
CELEBRATION



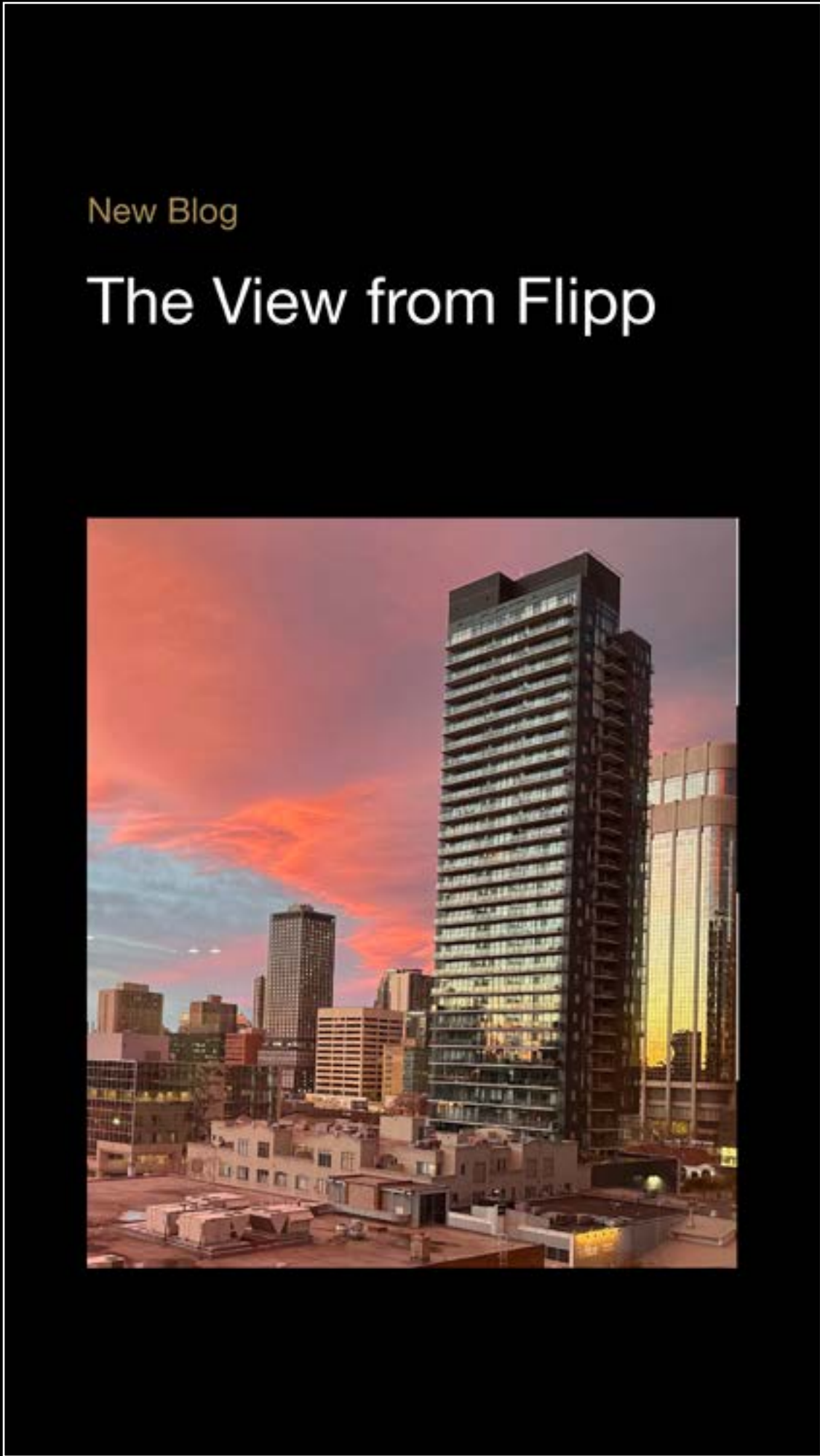
HEADLINE: SHORT



ANNOUNCEMENTS

# TEMPLATES

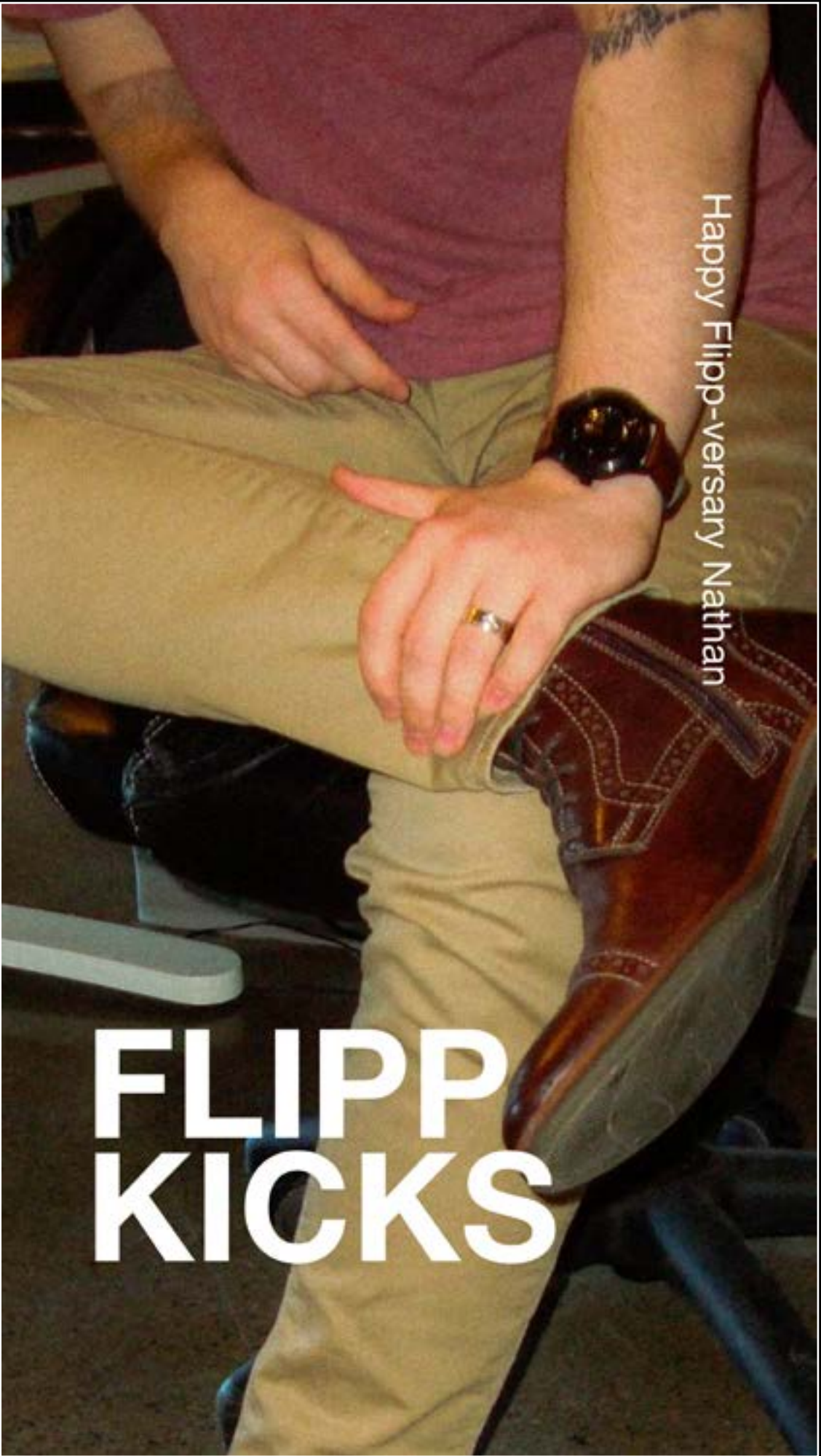
[LINK TO TEMPLATE](#)



BLOG POSTS



ANNOUNCEMENTS



FLIPPKICKS /  
CULTURE



# TEMPLATES

[LINK TO TEMPLATE](#)



CLIENT WORK TEMPLATE

## HIRING:

A WORD WIZARD,  
AKA: A SENIOR  
COPYWRITER

## REQUIREMENTS:

- Must be insanely good at writing on the fly.
- Ability to create compelling and promotional material.
- Knack for all things marketing and advertising.
- Fuelled on coffee
- Puns on demand.

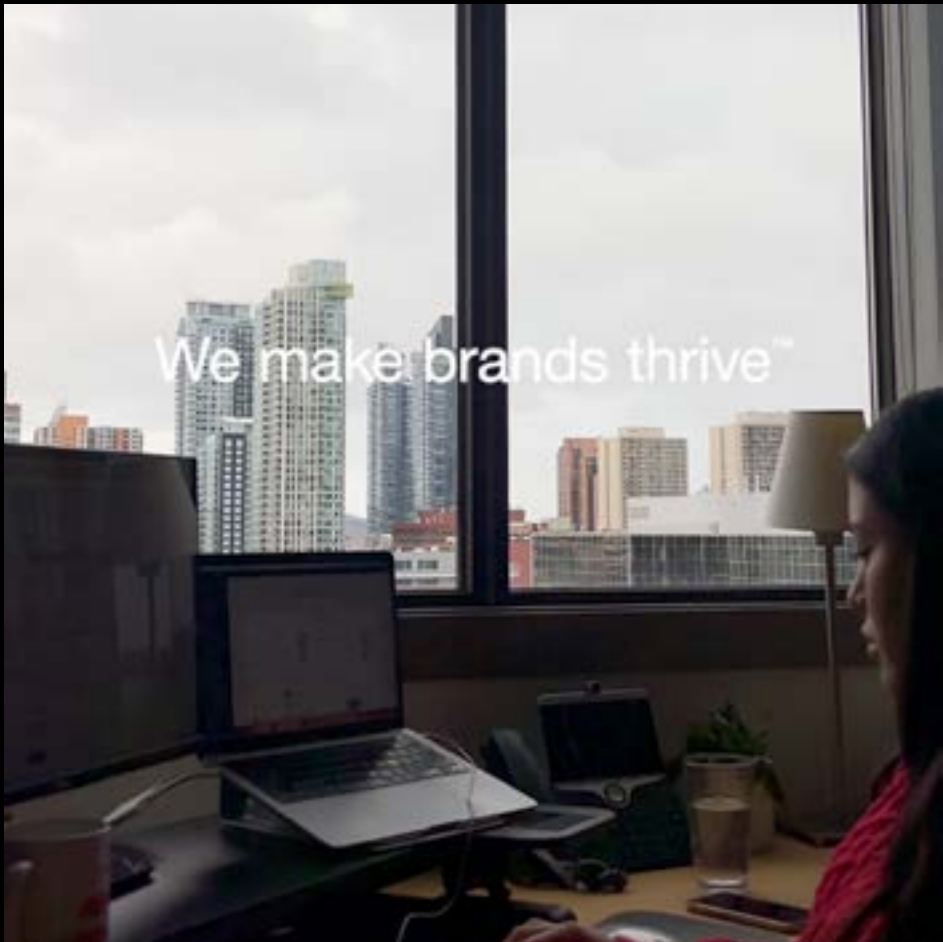


[hiring@thinkflipp.com](mailto:hiring@thinkflipp.com)

HIRING TEMPLATE



# SOCIAL FEED





# SO, WHAT'S UP WITH OUR SOCIAL MEDIA STRATEGY?

**It's like we're keeping it real, but not too real, just enough to execute without breaking a sweat.**

Call it curated chaos, everything plays together to create a perfect symphony of Flipp. Balance is key, 2:1 Client to Flipp posts in the feed. The algo loves people, use them in posts whenever possible. What goes where? Insights and culture on the feed, blogs and kicks on the story. Utilize simple type layouts with engaging copy, I'd tap that.

# Flipp Advertising