SPRINT RETAIL VIS ID

05 / 01 / 2013 — WIP DECK

TeamSprint

TODAY

PROCESS

**STEP 1:
INGREDIENTS**

Develop components of the visual identity including: color, photography, graphics, typography, language.

**STEP 2:
LAYOUTS**

Design layouts for the elements within the retail space based on zones and message types.

**STEP 3:
PHOTOSHOOT**

Conceptualize and execute a photoshoot to support the elements for retail space.

**STEP 4:
VIS ID WITH MESSAGE STANDARDS GUIDE**

Create a playbook that includes Retail Vis ID rules and guidelines, element layouts, guidelines for in-store messages and outlines the correct purpose and placement of each element and message.

DELIVERABLES

VIS ID DECK—PART 1

ELEMENT LAYOUTS

PHOTOSHOOT

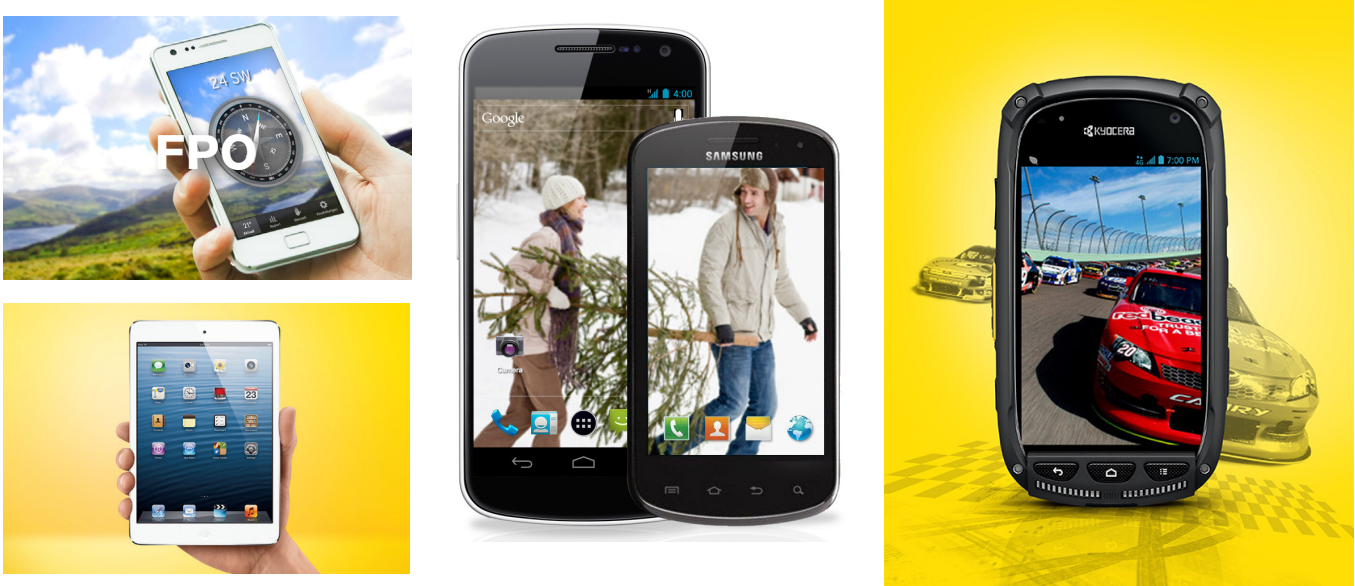**RETAIL VIS ID WITH MESSAGE STANDARDS GUIDE**
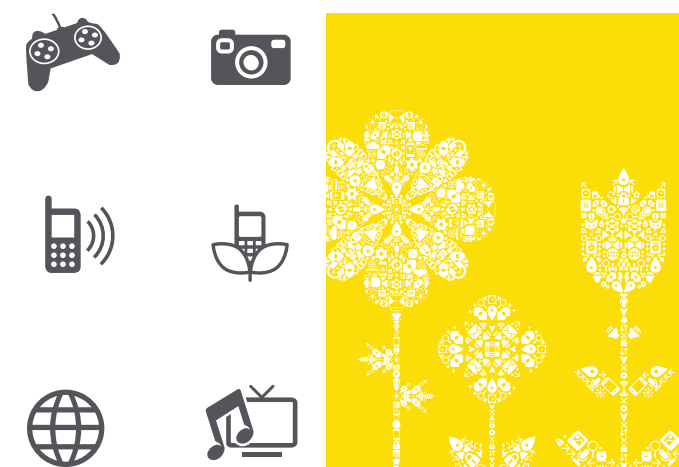
2

SUMMARY

COLOR:

Primary

Secondary

Tertiary

PHOTOGRAPHY:

GRAPHICS:

TYPOGRAPHY:

HEADLINE

Headline:

BERTHOLD AKZIDENZ GROTESK PRO
BOLD CONDENSED (ALL CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subhead

Subhead:

Berthold Akzidenz Grotesk Pro
Regular (Sentence case)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Body copy:

Berthold Akzidenz Grotesk Pro
Regular (Sentence case)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Legal copy. Legal copy.
Mid-Lit Code

Legal/Mid-Lit Code

Berthold Akzidenz Grotesk Pro
Regular (Sentence case)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PHOTOGRAPHY

Our use of photography at retail will ladder up to the Sprint Brand Style Guide. Photography subjects or scenes should portray a clear connection to a customer benefit such as: device, service, customer service, season, or brand membership.

There will be three photography types in store:
1. **Product Photography:** Hero image of product or product features.
2. **Informational Photography:** Portrays relatable usage occasions, service experiences, brand interactions (such as customer service), or relevant product/consumer benefit pairings.
3. **Thematic/Campaign Photography:** Helps convey seasonal relevance of devices in store. To be used primarily on device screens.

Product photography is a hero image of a device, accessory, or other product. It may also include up-close views of particular product features to highlight relevant capabilities or news.

Product Photography

- Will not be altered or distorted, except the device screen

    Screen images on devices may be replaced with thematic photography to convey seasonal relevance of device

- Will always be shown in full color to convey accurate product attributes
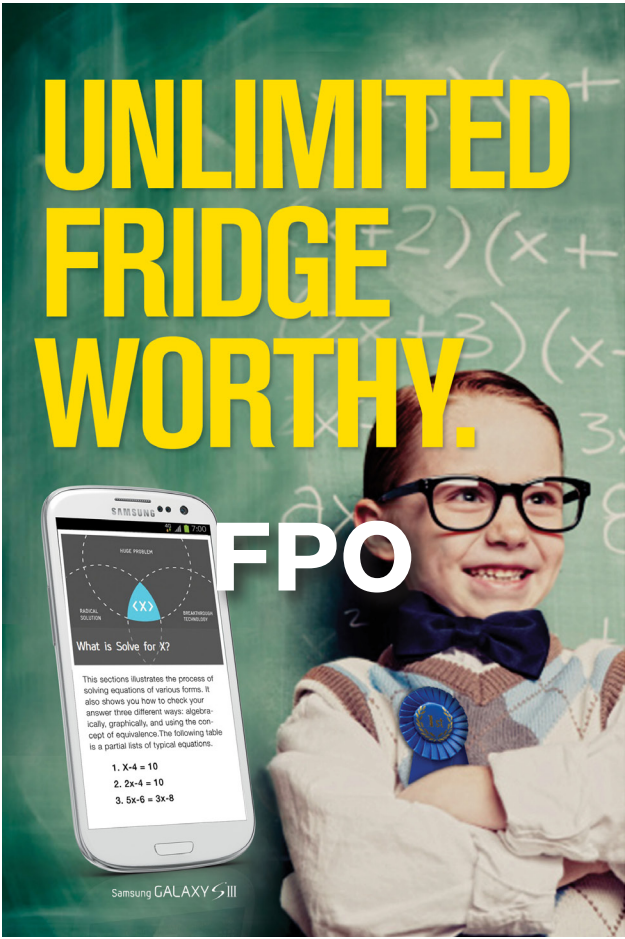- Custom device photography is available upon request.

Informational photography will help convey product usage occasions, service experiences, portray brand interactions (such as customer service), or suggest relevant product/consumer benefit pairings.
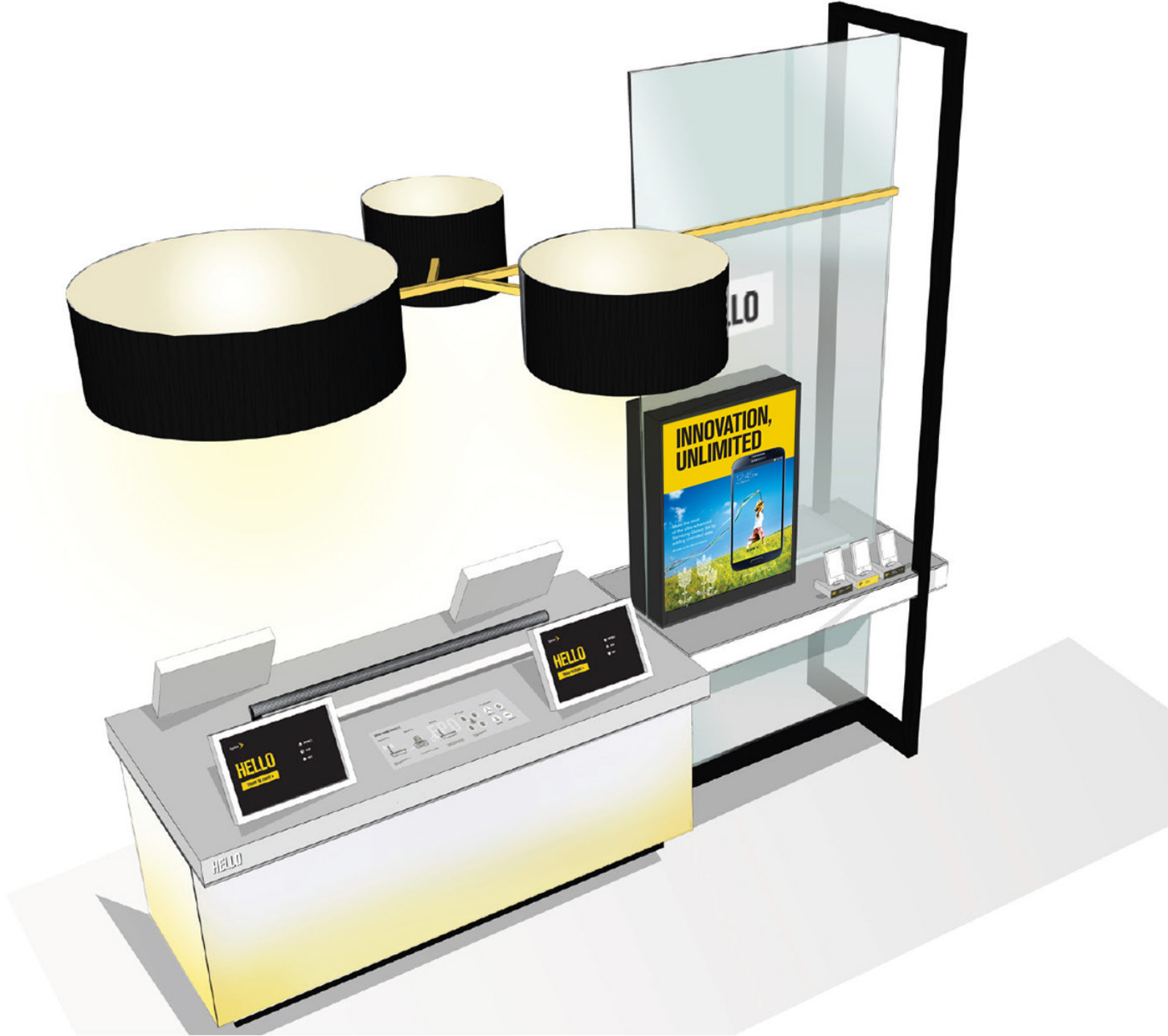
To tie devices into a specific seasonal sales push, it may be necessary to update the imagery on device screens with thematic photography. Device screens are the primary application for thematic photography. Photography from a campaign may also use a thematic visual surrounding a device in a layout as well.

9   THEMATIC PHOTOGRAPHY WITHIN DEVICE EXAMPLE

THEMATIC PHOTOGRAPHY IN AND OUTSIDE OF A DEVICE EXAMPLE

CAMPAIGN PHOTOGRAPHY EXAMPLE

PHOTOGRAPHY USAGE AT RETAIL EXAMPLES

APPENDIX

Andrew Martin
andrewmartin.com

Martin's use of hyper-realistic photography brings a modern and exciting energy. His work would feel unique to Sprint and especially at retail. He is able to showcase products, giving it a story and a commanding pressence that draws the viewer in.

Chris Lake

chrislakephoto.com

There is a feel about lake's images that is friendly and will be inviting in retail.
His use of angles and composition keep the photographs modern and eye-catching.