

Crownstone

Crownstone, an innovative company based in Rotterdam, builds smart home solutions. The company develops tiny form-factor modules which can be put behind a power outlet. Those modules obtain information about current and voltage patterns from devices that are plugged into it. Most importantly, it is able to react to the presence of people by the use of signal strength information emitted by Bluetooth Low-Energy smartphones, smartwatches and fitness devices.

Topic

Crownstone communicates towards consumers as described in the online style guide, also available on <https://crownstone.rocks/styleguide>. This style guide has to be professionalized and based on fundamental branding principles. This means the following. (1) Establishing the "audience": who are they (e.g. through buyer personas), what do they read, how do they talk with each other, how do they describe us. (2) Consolidation of the "brand's value": what is Crownstone's legacy, its core values, its mission. (3) Establishing the "brand's voice": creation of a "message architecture", a "brand voice chart", "vocab/grammar rules", and examples of these. Finally, designing the final style guide itself, see e.g.:

- <https://styleguide.mailchimp.com/voice-and-tone/>
- <https://docs.microsoft.com/en-us/style-guide/brand-voice-above-all-simple-human>
- https://brand.uber.com/guide#tone_of_voice-overview
- https://nest.com/downloads/legal/Nest_Guidelines_Pro_033017.pdf

Our branding concerns all our activities (emails w.r.t order, daily app use, website, blog, newsletters, the app itself, social media, packaging, installation instructions, forum, help desk). Some examples you might not think of, but is part of our communication as well:

- our 404 page, see e.g.. <https://crownstone.rocks/test>
- the help desk widget on the website: "Chat with a human! No bots!"
- the "call to action" wording, <https://crownstone.rocks/built-in-one/> - "Get the One!"

Parts of this assignment:

- Establishing/consolidating audience and brand value.
- Determining the brand's voice (message architecture, brand voice chart, vocab/grammar rules)
- Design of the style guide.

Deliverables:

- An applicable (internally and externally) style guide to be used by Crownstone.

Personal requirements:

- Experience with branding
- Experience with communication
- Experience with graphic design
- Thorough knowledge of the English language.

Contact

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