

# FATBOY BRAND GUIDELINES

Hey! That's us!

Things you should  
really do and things  
you cannot do.

July 2024

fatboy<sup>®</sup>



# INTRODUCTION

This is a guideline for the Fatboy brand identity. It should serve as a reference for anyone who communicates for, or on behalf of, the brand. If you want to implement a new tool, or start a new (instagram) account, to communicate to the end consumer in your market, please contact our marketing department [marketing@fatboy.com](mailto:marketing@fatboy.com).

They can advise you on this. We always appreciate new ideas, and in this way we can all make sure that we communicate to our end consumers in a consistent way. This is to ensure that the brand values are represented correctly and consistently both online and offline, digitally and in print.

The main audiences for this guideline are:

- Fatboy employees, existing and new.
- Sales Agents and dealers, internal and external.
- 3rd party suppliers such as PR, marketing, print, web design and social media agencies.
- Clients / Partnership retailers.

Since websites, print formats and other communication tools differ and/or change with ongoing trends, it might be necessary to adapt the Fatboy brand communication to each media accordingly, while still following these general guidelines.





# DESIGN CHECKLIST

To test our designs we measure it by these words. It's not needed for every design to check every box. Some forms of communication don't ask for too much humor for example. But a general rule of thumb; try to incorporate as many values as you can in your design.

**REBELIOUS EDGE**

**FUN**

**NOT TOO OOOO SERIOUS**

**SENSE OF HUMOR**

**OPTIMISTIC**

**OTHER POINT OF VIEW**

**WE ADD A SMILE TO LIFE**

# OUR LOGO

You can download the logo and the full brand identity toolkit from our business portal, entering your username and password. The logo should be used including the official ‘Fatboy Red’ background square.



Primary logo



Secondary logo



On FB red



On FB light grey



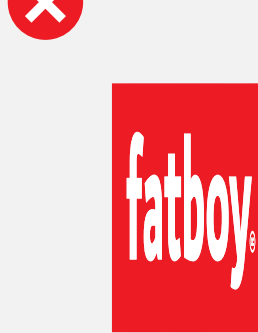
On white



On other colors



On photos



Don't: squeeze



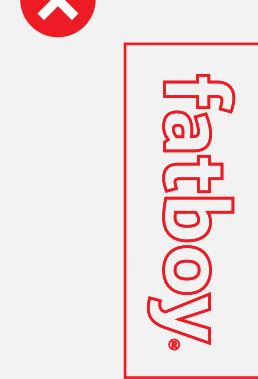
Don't: turn



Don't: use diap



Don't: other colors



Don't: in outline



Don't: distort

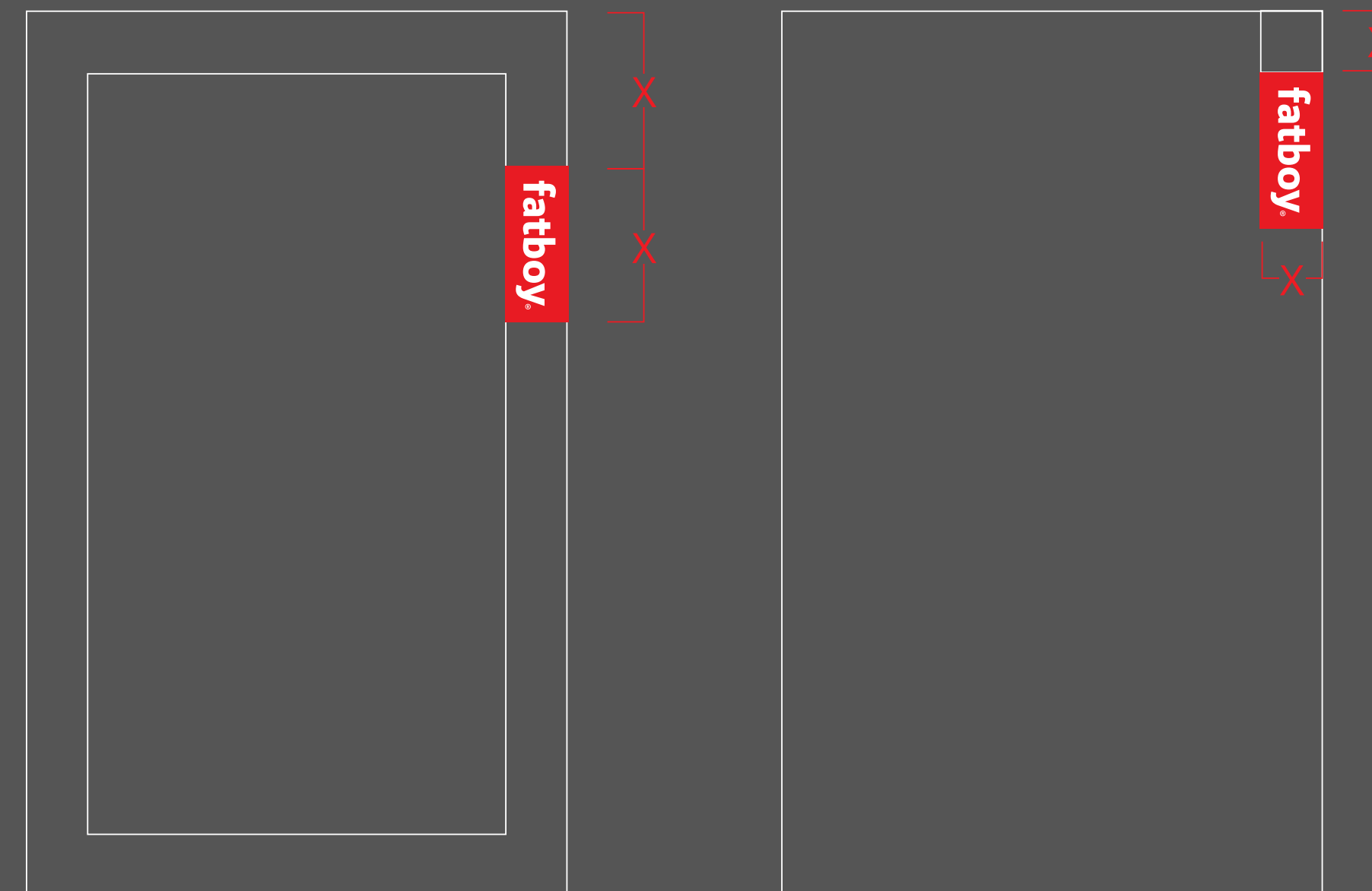
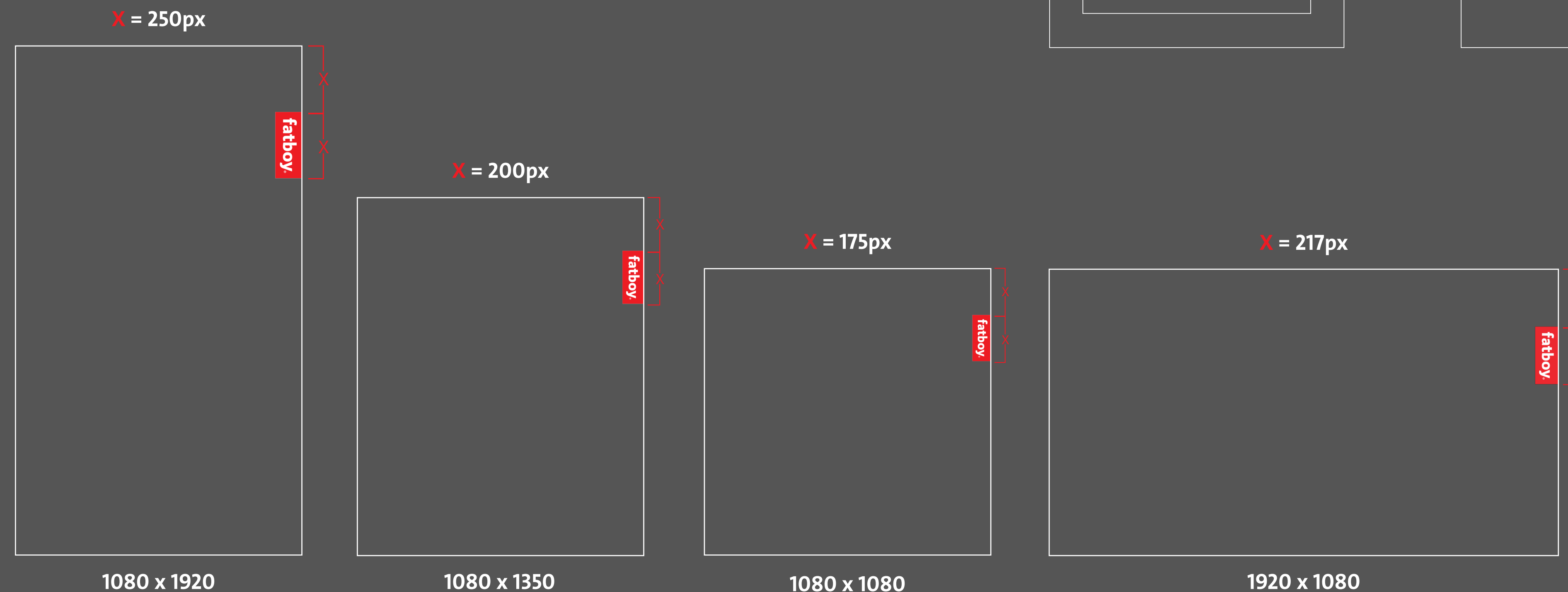




# LOGO PLACEMENT

Our logo is our recognition. Like on our products, our logo should be positioned on the right hand side of things. We use a simple way of positioning it.

How big should it be, you ask? There is no exact formula for this size. It depends on where, what and how the communication is used. Please do not make it too tiny, since it won't be bold enough.





# COLORS

Red, white and grey. That’s what we are about. Make sure to use red and white and light grey as main colors to keep it fresh and recognizable. The dark grey color is mainly used for text and the occasional background.

**Fatboy Red**

CMYK: 0 / 100 / 100 / 0  
RGB: 232 / 27 / 35  
HEX: E81B23  
PMS: 186 C

**Fatboy Dark Gray**

CMYK: 0 / 0 / 0 / 70  
RGB: 75 / 75 / 75  
HEX: 4B4B4B

**Fatboy Light Gray**

CMYK: 0 / 0 / 0 / 7  
RGB: 242 / 242 / 242  
HEX: F2F2F2

**Fatboy Sustainable Green**

CMYK: 80 / 35 / 70 / 27  
RGB: 49 / 105 / 81  
HEX: 316951





# TYPOGRAPHY

Our main typeface for all corporate branding and communication is The Sans [ black, bold and semi light ]

Look at that typeface. So friendly, clear and welcoming.

The Sans  
Black

I'M BIG,  
FAT AND  
BOLD

The Sans  
Bold

I have a tiny belly.

The Sans  
Semi Light

I'm skinny as an Original Slim  
beanbag. I'm easy to read and  
pleasing for the eye.



# FATBOY TAGLINE

For some forms of communication, primarily print, we use the ‘DESIGN WITH A SMILE.’-tagline.

## It should appear:

- Always in The Sans Black
- Always in capitals
- Always centered
- Always in white or red
- Always ending with a dot
- Always on the bottom

## DESIGN WITH A SMILE.



Outline the tagline.

Italicise, warp or change the shape of the tagline.  
Underline, or add anything to the tagline.



X

DESIGN WITH A SMILE.  
fatboy.com

X



# FATBOY URL

Our website is the 24/7 window into the Fatboy world. A web-store as well as a brand site where you can see, and buy, the latest collections, watch recent campaigns and catch up on other brand news or informations.

The URL should appear:

- Always in The Sans
- Always in lowercase
- Always without 'WWW.'
- Always in white on red, and grey on white
- It can appear in combination with tagline



fatboy.com



# PHOTOGRAPHY

Our campaign and product images are very important to us. They showcase our products according to the Fatboy brand identity.

Every image has been carefully considered and chosen, therefore the images can only be used in their original state. All images are to be used in full colour unless supplied. Please use the crops provided in their original state. Any additional croppings only upon approval by Fatboy.



Use filters over images

Diffuse/warp or pixelate our images

Make any additional retouches to the images





# LAYERS OF PHOTOGRAPHY

Sometimes we say ‘Campaign photography’,  
now you know what we mean by that.



Campaign



Proof



Masterpiece



Packshot



Close up



Use filters over images

Diffuse/warp or pixelate our images

Make any additional retouches to the images



# tone of voice (1/2)

We like to have fun and not take ourselves too seriously.  
Also in copy. But this requires a careful balance.



**BLA**  
**BLA**  
**BLA**

## Dry comical.

We are modest and cool with a touch of humour. Fun and surprising.  
We like to put people on the wrong track to make them rethink.  
We don't like grotesk jokes or imposed emotions.

## A touch of Britishness.

We love British humour. Subtle, intelligent and with self-reflection.

## Tongue in cheek.

We like to use statements that, on a closer look, are not meant to be taken serious. Like inside jokes for the inner circle.

## We like to play with verbal style, language and the meaning of words.

We combine verbal styles, make surprising words or provide topics with a new surprising context

## Exaggerate / hyperbole.

We like to exaggerate. It helps to stand out and make our point. It works contagious. But we never take ourselves too seriously.

## Exclamation marks.

Exclamation marks are for the helpless. They are childlike or sometimes even pathetic. When we use them, we want to exaggerate in a fun way. We use them with restrain.

# tone of voice (2/2)

To make the Fatboy tone of voice consistent and recognizable, we stick to a few simple rule.



BLA  
BLA  
BLA

## We write like we speak.

Simple and straightforward. Personal and equal to our partner in conversation. We don't like sentimental, complicated, extensive or grotesk.

## Warm and interested.

In our writings we show interest and involvement. Our writing is adresssed to an acquaintance, a friend. We don't like a distant, formal tone.

## Rhythmic.

We write with rhythm, almost staccato. It takes people by the hand and makes them want to read and know more. We don't like sentences that go on forever.

## To the point.

We say what it's like. In short statements. Less is more. We don't like long sentences, sub-clauses, passive formulations and being indirect.

## First person plural.

We speak in 'we', personal and direct.

## With respect.

We value everyone and do not use humor at the expense of others. We sometimes hold a mirror to big mouths, but always with a smile. We don't judge or condemn. And we don't moralize or preach.

## Self-respective.

We are reluctant to self-congratulations and do not speak in superlatives. Instead, we try not to take ourselves too seriously.



# SOCIAL MEDIA GUIDELINES



Little bit of chit chat,  
but online.



Things you should  
really do and things  
you cannot do.

# GUIDELINES FOR WRITING AWESOME COPY

**Tell, not sell**

Stick to our brand’s mission; avoid being overtly promotional or using competitions just for the sake of it. We’re here to inspire to live The Good Life and to add a smile everyday

**Don’t be generic, just to get fans**

Avoid posts that are applicable for any other random brand. You can do better than this  
Don’t ask a question just to get engagement

**No “like” gating**

We never beg. If a consumer wants to follow you, it should be because we’re inspirational

**Think about who is seeing your content**

Is the content representative of Fatboy regardless of country or context?

**Does it check the brand boxes?**

Is your piece of content indeed bold, inviting, creative and smart?  
Only use emoticons if functional (and limit it). Never use “.” in whitespace

**Is it tuned in our tone-of-voice**

Does the content you are about to send out strictly follow the tone of voice requirements, so it actually looks like Fatboy wrote it?





# HOW WE TALK

Pretty good



- Keep it simple
- Get that funny touch
- Tag the designers
- Make it relatable

Could be better



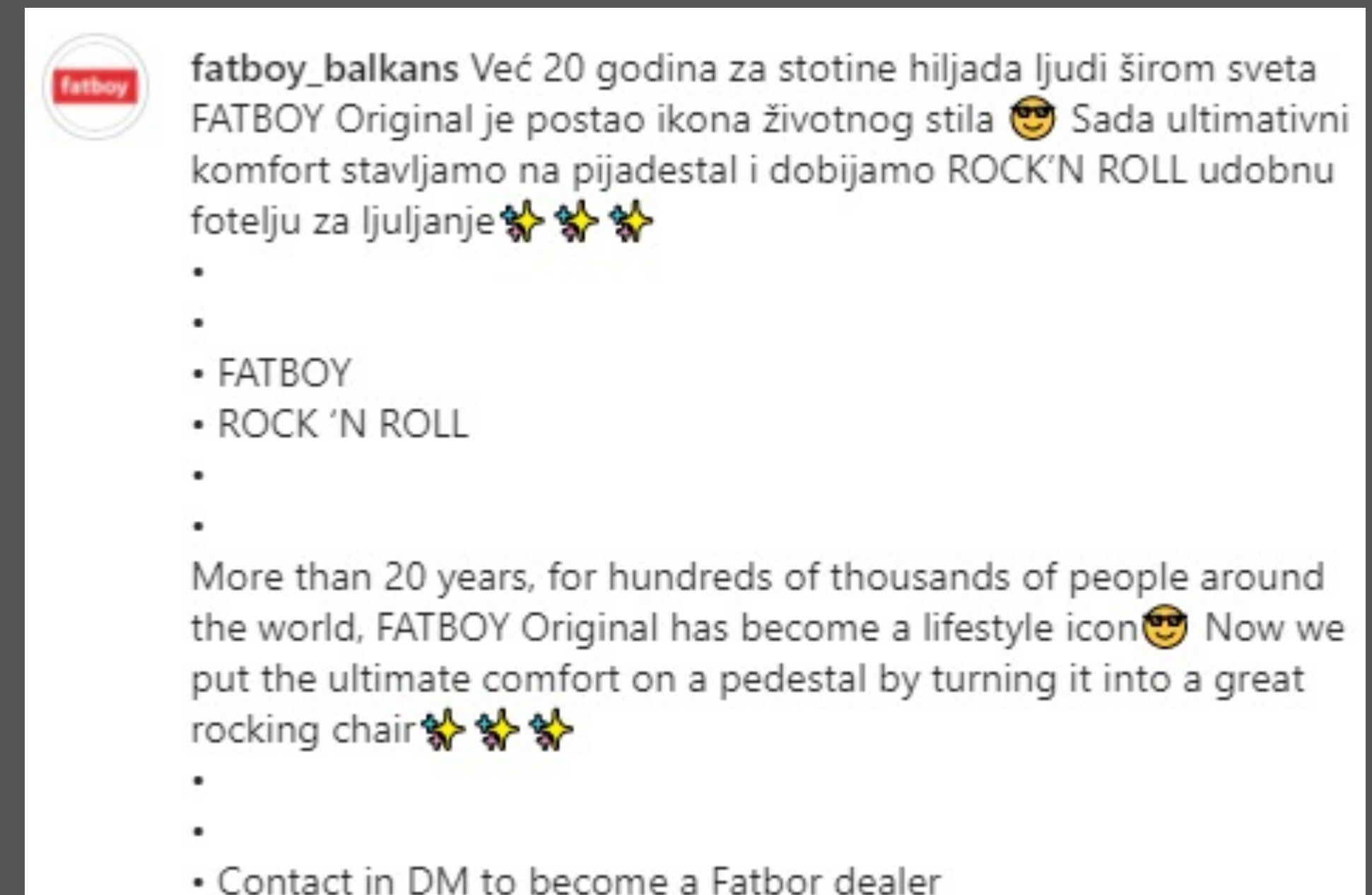
- Don't use dashes in whitespace
- Don't write too generic copy, tell a story
- Don't forget to tag products in the caption

# HOW WE TALK

## Pretty good



## Could be better



Don't use dots in whitespace

Don't use emoticons unless it really attributes to the story

Don't communicate in local language and in English (unless you're a Canadian)

Don't over-sell, do not use social media to attract dealers



# HOW WE TALK

## Pretty good



**fatboycanada** IDÉE CADEAU #2  
GIFT IDEA #2

Edison The Petit  
Petite lampe polyvalente facilement transportable, sans fil, rechargeable, intérieur et extérieur  
Uniquely wireless, Edison the Petit is portable, rechargeable and ready for use wherever you want. Indoors & outdoors.

.

.

#fatboyCanada #fatboy #edisonthepetit #edison #light #lamp #tablelamp #rechargeable #LED #portable #wireless



**fatboycanada** Let's Get Concrete About Seats.  
Psst... you can fill it with sand or water for added weight and robustness.  
And liven up this swish seat with a colorful pillow.  
/  
Le nouveau siège Concrete Seat est arrivé.  
Il est un vrai poids plume, mais remplissez-le d'eau ou de sable pour plus de robustesse.  
Et ajoutez-lui un coussin coloré pour plus de personnalité. .

.

#fatboyCanada #fatboy #canada #concreteseat #concrete #seat #seating #pillow #indoorandoutdoor #inandoutdoor #outdoor #stool #table #sidetable

Just forget the dots next time

## Could be better



**fatboycanada** IDÉE CADEAU #4  
GIFT IDEA #4

Original x Jordy  
blue or red

.

.

#fatboyCanada #fatboy #original #originalxjordy #jordy #art #artist #gift #giftidea



**fatboycanada** Lamzac @karienne  
#FatboyCanada #fatboyoriginal #snow #chill #easytoinflate #dutchdesign #linkinbio #lamzac #sofa #inflatable #air #sofaair #travel #winter #fun

Don't forget to tell a story, rather than just random words



# GUIDELINES FOR USE OF AWESOME PHOTOGRAPHY

Please take in account:

1. Only use copyright-free images provided by us on [business.fatboy.com](https://business.fatboy.com), only then we know for sure that it can be used royalty-free
2. Never change photography provided by Fatboy
3. Never edit Fatboy content yourself to create a collage of different images

**SO NEVER  
COPY-PASTE ANY  
OTHER FATBOY  
IMAGES OF INTERNET,  
PLEASE.**

Only use what Fatboy makes  
available. This means:



No filters over images other than used by Fatboy  
No diffuse/pixelated images other than used by Fatboy  
No retouching  
No crops



**fatboy®**



# HOW WE LOOK

Pretty good



Only use content which has been selected by Fatboy  
Put Fatboy products in the centre of the photo

Could be better

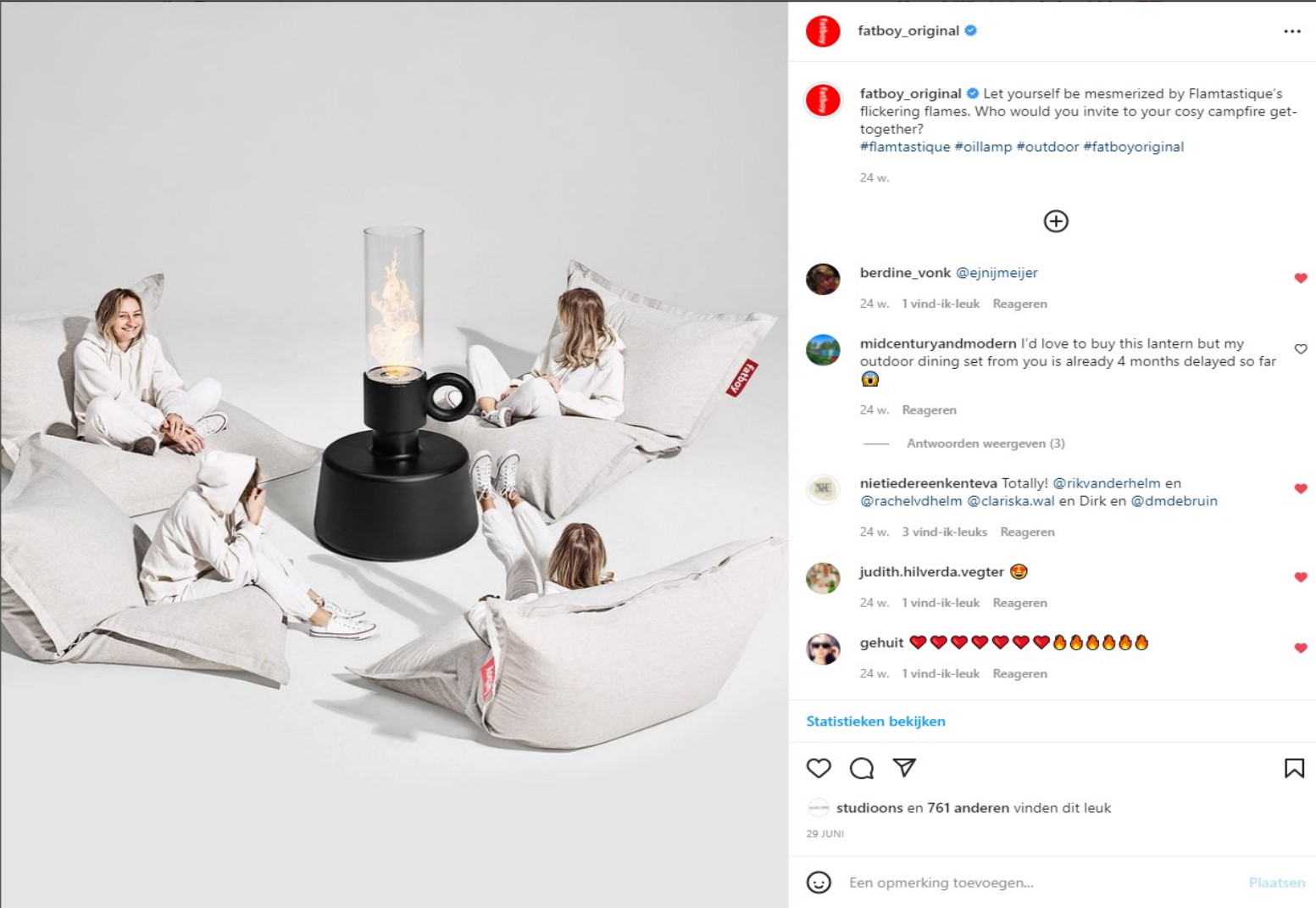


Do not post images you made yourself  
Don't use images that are not full-screen



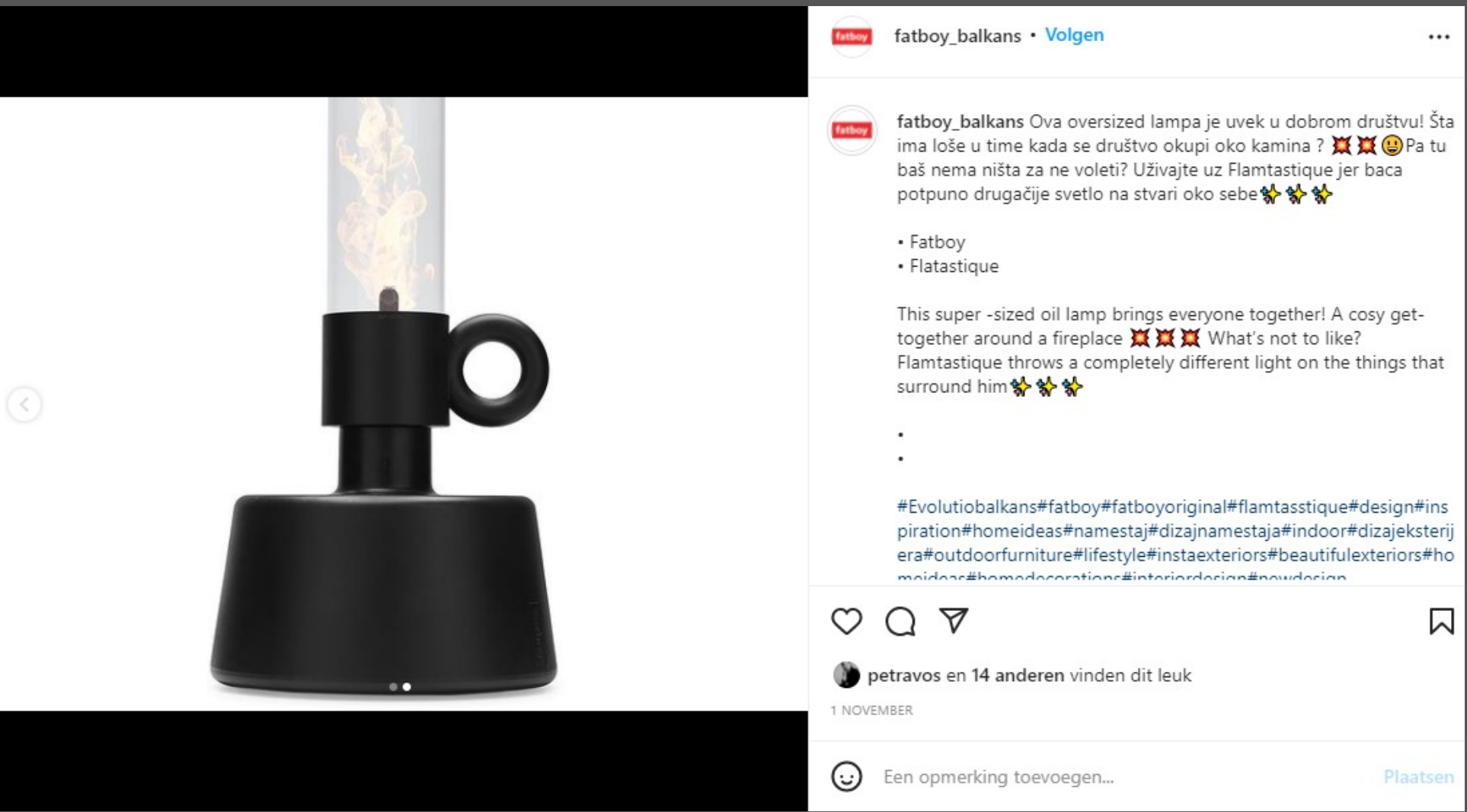
# HOW WE LOOK

Pretty good



Make the image interesting by using other Fatboy products, models or both

Could be better

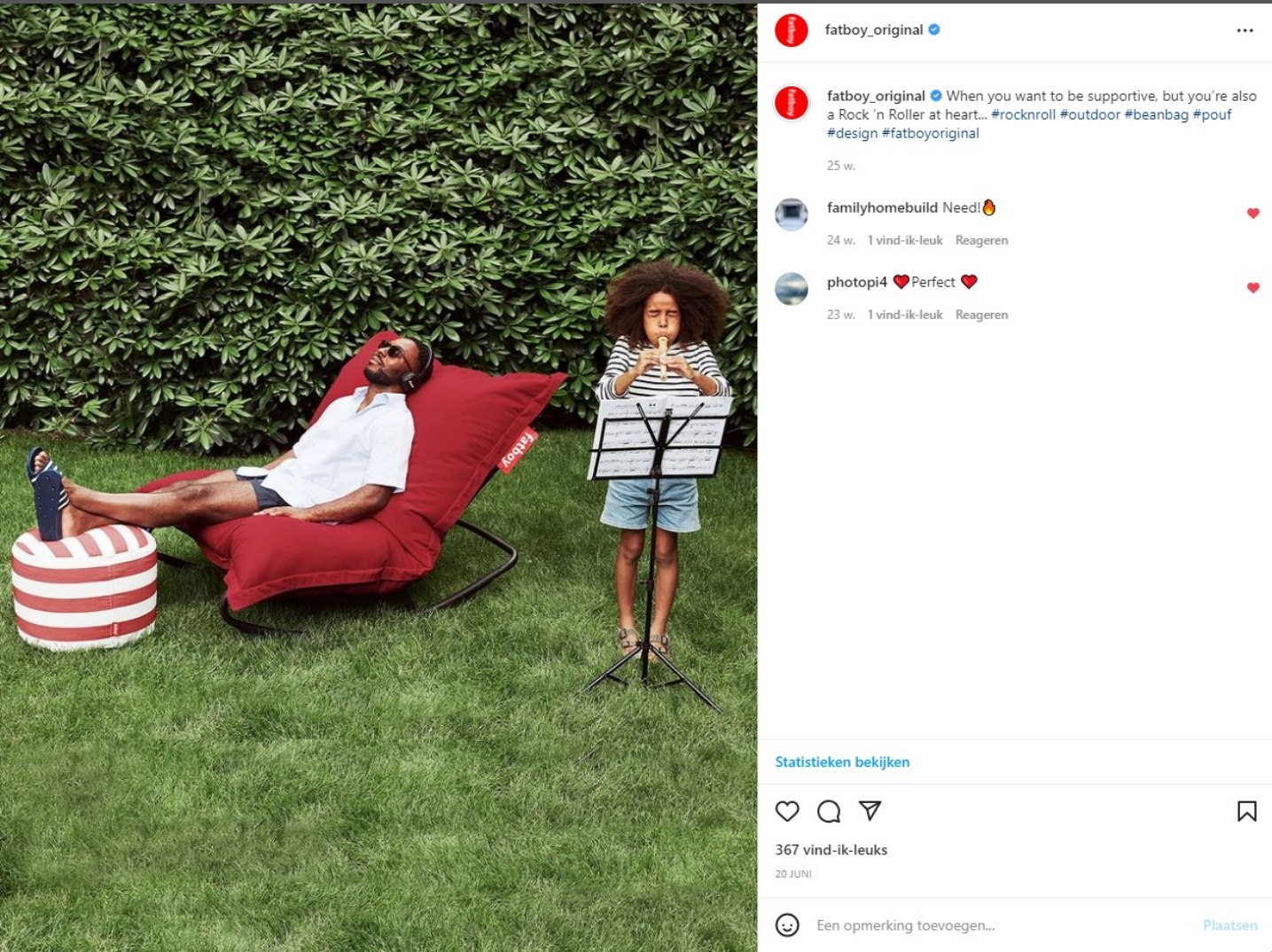


Make sure the image fits with the Instagram layout



# HOW WE LOOK

Pretty good



Make a link with the product and a story you are telling.

Could be better



Make sure the image has the right resolution.  
Do not only post a masterpiece but use a (funny) copy or more images for one post.



# HASHTAGS

## Pretty good



**fatboy\_original**  Meet Poppy. Part of the collaboration 'A Pop of Colour' with @carolebaijings

#popofcolour #interiorinspiration #fatboytheoriginal  
#mastertheartofhangingout

Keep it simple

Stay to the product

Link to brand

Include it as a part of broader marketing comms like #flipboringtoroaring

## Could be better



**fatboy\_balkans** • [Volgen](#) 

•

#Evolutionbalkans##Fatboy#lamps#designerlamp#lampe#design#i  
nspiration#homeideas#namestaj#dizajnamestaja#indoor#dizajekst  
erijera#outdoorfurniturhe#lifestyle#instaexteriors#beautifuleterior  
s#homeideas#homedecorations#interiordesign#newdesign

Don't over use

Don't make controversial statements

Hashtag the designers

# VISUAL MERCHANISING GUIDELINES

Things you should  
really do and things  
you cannot do.

Creating beautiful  
stores and shop  
windows.



# VISUAL MERCHANISING

What we'd like you to do:



1. Place the Fatboy logo on the right (as often as possible)
2. Please try not to mix our indoor and outdoor products if possible
3. Our boxes are great point of sale material, please use them as often as possible
4. It's oke if you mix us up with other brands but we love it when you create a complete Fatboy world
5. If you have a beanbag in your showroom please try to fluff it up each day, so it looks good and comfy
6. Same goes for the Lamzac, please inflate multiple times a day so it looks good
7. If you have any rechargeable lights, like the Edison the Petit or Transloetje, make sure they're charged each day, so customers can see how they work



THAT  
WAS  
FUN  
EH?

The brandguide.

So sad it's over, right?

Insert laugh here.

Eh?