The visual identity of a brand is about its style, its appearance, the feeling it arouses, and about the language of a brand. The identity contains a set of brand elements, ingredients, and building blocks that can be combined, in order to communicate the brand expression as clearly as possible. This visual identity clarifies what our brand SINNER is about.

This document will lead you through all the elements of the brand identity and how these cooperate in different touchpoints. You will learn more about our passion, our story, and our goals. This brand book will serve as an internal tool for inspiration and understanding what SINNER stands for - and how we translate this into our brand.
PLAY MORE...
AS I AM
# TABLE OF CONTENTS

## CHAPTER 1
**BRAND STORY**
- Our story
- Our purpose
- Our vision
- Our mission
- Brand DNA
- Brand Values
- Design Principles

## CHAPTER 2
**OUR LOGO**
- Preferred logo
- Stacked logo
- Logo variations
- Incorrect logo usage

## CHAPTER 3
**OUR VOICE**
- Tone of Voice
- Brand Personality

## CHAPTER 4
**OUR CUSTOMER**
- Our Customer

## CHAPTER 5
**DESIGN**
- Typography
- Font Guidelines
- Colours
- Photography
- How to

## CHAPTER 6
**COMMUNICATION**
- Visual lay-out
- Instagram
- Facebook

## CHAPTER 7
**STORIES**
- Storytelling
CHAPTER 1
BRAND STORY
OUR STORY

sin·er  |  /ˈsɪnə/
noun: sinner; plural noun: sinners

It started with a passion

Many people know SINNER from the slopes. This is also where our story started.

We have only existed for 25 years in 2021, but our heritage goes beyond the start of the company. SINNER was established in 1996 in Weesp, the Netherlands. Paul Bijvoet is the founder of SINNER. Long before he started the company, Bijvoet already was an entrepreneur. The love for winter sports led Bijvoet to start Crystal Glide Service, a company where he prepared skis and snowboards for multiple sport goods stores around the Netherlands. A hobby turned into a job and Crystal Glide Service became one of the biggest ski preparing workshops in not only the Netherlands, but in the entire world. After a few years, an unserved market was found, not just in preparing ski’s, but in the eyewear market as well.

And so, in 1996 SINNER was founded. The company started out as an eyewear brand focused on sports sunglasses, but along the way, more products were added - such as regular sunglasses, ski goggles, ski helmets, optical eyewear, and later on even fashion accessories.

Nowadays, SINNER can be found in over 3000 stores including some of the biggest global department stores, independents, and in our webstore online.
OUR PURPOSE

Why we exist

Our purpose is to equip our customers for the elements, although not only when they are surrounded by the elements, but especially in their daily lives. We enable our customers to express who they are - whoever they want to be - and encourage them to 'play more'.
OUR VISION
What we aim to achieve
We are an affordable brand, offering high-quality products that help you equip yourself for the elements. We aim to be the regular choice of product, whether you are a professional athlete or a beginner. The world should be a playground for everyone, and we enable you to discover it.

OUR MISSION
How we achieve it
Our mission is to offer high-quality products, for an affordable price. We aim to provide products that last long, that are convenient and available for everybody.
BRAND DNA

EQUIP FOR THE ELEMENTS
Since we ourselves love being outside, whether it snows or the sun is brightly shining, we offer products that unite our customers with the elements. We design the products, so you can enjoy the circumstances.

NAUGHTY AND PLAYFUL
We like to be a little naughty sometimes, push the boundaries. In a society where speed and stress have taken over, people take less and less time to play and connect with nature. We enable people to play and connect with the world, consider it their playground. We encourage our customers to be naughty and play with the rules.

DARE TO STAND OUT
We dare you to stand out, to be different from others! You can find it back in our payoff: AS I AM, you can be whoever you want to be. We all are just the way we are and, after all, there is a SINNER in all of us.
BRAND VALUES

This is what we stand for:

**Courage to be curious**
Life is full of joy and opportunities, and therefore we are constantly searching for new ideas. It is in our playful DNA to bend the rules and to discover new possibilities, to never stop chasing adventures.

**Dare to be different**
We’re all different, and at SINNER that’s something we want to celebrate; we like to stand out from the crowd. We bring together people who are energetic, sporty, playful, and naughty. We love unique personalities and diverse abilities, and together everyone’s contribution creates our success.

**The world is our playground**
We don’t need mountains to ski or waves to surf, we can play everywhere. Even when we are at home or at the office, we like to search for our SINNER-moments.

**Be optimistic and play the rules**
We are full of energy and happiness. We take an optimistic point of view, even when it rains, we can see the sun behind the clouds. There are no boundaries and we believe that we can make anything happen if we want to.

**Passion for outdoor**
We enjoy to be outside, it doesn’t matter if this is in the forest, or in the city. We try to keep working on improving our products towards sustainability and be as respectful towards nature as possible.
DESIGN PRINCIPLES

Based on our brand DNA, our design principles are the foundation of our visual style. Design principles are the guidelines which support in developing brand touchpoints - that are consistent with the brand.

EQUIP FOR THE ELEMENTS

NAUGHTY & PLAYFUL

DARE TO STAND OUT
EQUIP FOR THE ELEMENTS

You can dream of climbing the highest mountain, but sometimes we need to stay realistic, down to earth. Perfect scenarios are meant to inspire, but in the Netherlands, we don’t have mountains. It is essential to be able to identify with the imagery, as well for the models and the setting. We show real people that use our equipment in actual situations you want to experience yourself.
NAUGHTY & PLAYFUL

We all have that inner child, that is still naughty and playful. We use imagery that shows that we push boundaries and make the world our playground. We create impact with images that tell a story that could be around the corner. We like to tell stories that bring back memories.
DARE TO STAND OUT

We are all just the way we are, and we like to celebrate that with others. We use images with people that could be your friends, doing crazy stuff and have fun together. We dare our customer to stand out and have fun!
This is the preferred SINNER logo. It should be used whenever possible and never be altered. The black SINNER logo is preferably always placed on a white background and the white SINNER logo on a black background.

The smallest permitted version of the logo with pay-off is 44 mm wide and 6,6 mm high for print. For digital applications and web this is 75 pt. wide or 100px wide.
STACKED LOGO

This is the stacked logo. It can be used as an icon for web, or on labels or smaller prints. In communication, we prefer the SINNER wordmark logo.
LOGO VARIATIONS

Two Color Preferred Logo

One Color Alternative Icon Logo

One Color Stacked Logo
INCORRECT LOGO USAGE

- Do not alter the dimensions of the logo or display the logo tilted.
- Do not change the original colors of the logo.
- Do not change the location or size of the pay-off.
CHAPTER 3
OUR VOICE
**TONE OF VOICE**

Order related communication: SINNER talks to customers in a person-to-person, down-to-earth way.

Grammar and formatting: We use correct grammar, and we use the same language you would when having a conversation with your buddy.

Readability: We use simple words and short sentences to ensure what we want to say is heard.

Style / Tone of voice: All copy is straight to the point, easily readable, and casual, with a twist of playfulness.

In a nutshell, SINNER is your straight-talking, approachable, reliable and slightly funny friend.
BRAND PERSONALITY

Playful
Someone who often releases their ‘inner-child’, searches for fun in every situation and makes the world a playground.

Naughty
Someone who likes to push boundaries and dares to stand out, sometimes a little bit crazy.

Social
Someone who is enthusiastic, and loves to have fun together with others.

Sportive
Someone who loves to be active and outdoors. It does not matter whether it is skiing, cycling, surfing or just walking, but he or she is always full of energy.

Approachable
Someone who is not arrogant, does not judge and is open to everyone.

Reliable
Someone you can always count on, and is straight to the point, no surprises.
CHAPTER 4
OUR CUSTOMER
We like to say there is a SINNER in everyone, however we know that there are two target consumers who come closest to our values. These consumers will identify with our brand personality, functional needs and emotional needs. Once these consumers are connected to our brand, the rest of the sinners will follow.

**OUR CUSTOMER**

**PLAYFUL EXPLORER**

**Age range:** 20-30 years old

**Background:** Young adults, students or graduates who just started working, living in urban centres - who are sportive and yearly go on winter sports holiday.

**Values:** Playful, self-expression, friendship, and freedom

**Aspirations:** Enjoying life, travel, and be successful

**Habits:** The playful explore has a limited budget, but does care a lot about style and looks. They follow the trends, and when needed, they will update their style and purchase the latest technology. The playful explorer desires a unique product, in order to express him or herself. They are characterised by impulsive purchases, for instance by buying multiple sunglasses.

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**SMART ENJOYER**

**Age range:** 30-40 years old

**Background:** Young adults with children, who are employed and live in suburbs. They are known for having busy lives, going on a ski holiday with the kids for the first time.

**Values:** Conscious, focused on family time, and convenience

**Aspirations:** Seeking balance by creating a stable environment for the children

**Habits:** In order to provide a stable environment for the children, the smart enjoyer rather saves than spends money. When in need of something, he or she will try to purchase products that last long, both quality and in style. Items will be reused by siblings; therefore, the products need to be somehow timeless.
TYPOGRAPHY

Uni Sans Bold
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
1234567890

Uni Sans Semi Bold
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
1234567890

Uni Sans Regular
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
1234567890

Uni Sans Light
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
1234567890
FONT GUIDELINES

UNI SANS BOLD

BOLD IS FOR HEADLINES, BETWEEN HEADLINES AND ACCENTUATION OF WORDS IN TEXTS.

UNI SANS SEMI BOLD

Semi Bold is for small texts on a photographic or colored background and is used when the light variant is too small for print.

UNI SANS REGULAR

Regular is for sub-headings in body copy.

UNI SANS LIGHT

Light is for body copy, annotations and captions.
COLOURS

**SINNER ORANGE**

Orange combines the energy of red and the happiness of yellow. It represents enthusiasm, playing and a slightly reference to our home, the Netherlands. It is used for titles and small elements.

**SINNER LIGHT ORANGE**

A lighter version of orange, this is our highlight colour. It is used to give special attention and variation to our standard orange. It is used for backgrounds and bigger elements.

**SINNER BLACK**

We embrace black and orange, however never too much. It should always be used in a combination with our lighter colours.

**SINNER PINK**

When orange does not work with backgrounds, we can use pink.
PHOTOGRAPHY

DO’S

EQUIP FOR THE ELEMENTS
The imagery should have a subtle reference to adventure. Show situations where our products are used, even if it is not necessary. Referring to sports activities, or choose a location that looks adventurous. Be creative, but keep it simple.

NAUGHTY & PLAYFUL
The imagery should have something playful, or naughty. It can be a little bit provocative, or showing a weird contrast. We all have some kind of SINNER in us, let’s show it. Play with the rules.

DARE TO STAND OUT
We like to show imagery with funny elements, people doing crazy stuff with their friends. Make memories, be yourself and push boundaries.

DON’TS

EQUIP FOR THE ELEMENTS
We do not want too much attention on the adventure; it should be accessible to almost everyone, or at least desire that kind of adventure - no impossible stunts, or mountains that are too high.

NAUGHTY & PLAYFUL
We don’t want nudes, drunk people and we are not searching for rebels. With naughty, we mean playful, not in a sexual way.

DARE TO STAND OUT
People need to be able to identify with what is happening in the imagery.
**HOW TO?**

**DO NOT**

We prefer happy faces, this is not a bad picture, however we like to see more happiness and joy.

**DO**

We don’t want to see naughty in a sexual way, so no seductive looks. Here the lolly is not emphasizing playfulness.

Naughty in a playful way, standing in the middle of the forest with ski equipment, the lolly emphasizes the inner playful child.
EQUIP FOR THE ELEMENTS

There is a reference to skiing, the goggle is our product and stands for equipping for the elements. However, the model is not skiing, the picture still shows the search for adventure in the middle of Amsterdam.

NAUGHTY AND PLAYFUL

With your ski’s in the front of the Rijksmuseum is either playful or naughty, it shows a rare contrast. This photo stands for making the world your playground. The face of the model emphasizes the naughty behaviour.

DARE TO STAND OUT

This picture has a funny element, since skiing in the Netherlands is something impossible. With a little bit imagination, you almost think she was standing on a slope.
EQUIP FOR THE ELEMENTS
Reference to skiing, the scenery is outdoor with clouds and the models are about to do something silly. There is a search for adventure and the goggle is our product that equips them.

NAUGHTY AND PLAYFUL
Together in an inflatable swan on just one pair of skis looks like asking for trouble. However, they aren’t just sharing a lollipop, they’re bending the rules and are ready to play.

DARE TO STAND OUT
The contrast of skiing and an inflatable swan may look slightly silly, but that is what we want to communicate. Dare to be different!
EQUIP FOR THE ELEMENTS
Snowboarding of a slide is adventurous and requires wearing a helmet, together with the goggle they are equipped for the elements.

NAUGHTY AND PLAYFUL
Literally standing on a playground, skiing of the slide is besides stupid also naughty. This perfectly represents our brand DNA.

DARE TO STAND OUT
However this is dangerous, they do stand out. We do not care about what others think, we are whoever we want to be, and we do whatever we want to do.
VISUAL LAY-OUT

PLAY MORE
THE WORLD IS YOUR PLAYGROUND

BEND THE RULES
SINNER WINTER COLLECTION
TIME TO PLAY
THE WORLD IS YOUR PLAYGROUND
SINNER

DEAR WINTER,
PLEASE HURRY
SINNER WINTER COLLECTION
TIME TO PLAY
THE WORLD IS YOUR PLAYGROUND
SINNER AS I AM
BEND THE RULES
SINNER WINTER COLLECTION
SINNER AS I AM
INSTAGRAM
FACEBOOK

Sinner

Running late, had a board meeting...
#wintercollection #readyforwinter #sinner #playmore

Sinner

Smart has the plans, stupid has the stories
#wintercollection #readyforwinter #sinner #playmore
CHAPTER 7
STORIES
We like to tell stories to convey our message. We use it on social media, in our campaigns, but we don’t make stories up. To show the real emotion, the real fun, we make stories. We go with friends on a roadtrip and shoot pictures with real people, to make it as well realistic as inspiring. We use polaroids, because perfect pictures don’t exist, just take one shot! Be naughty, do something different. Be playful, don’t follow the path, but make your own trail. And last but not least, make memories.
Don’t be scared. Dare to beat the system and live. Play more, be silly and discover. Bend the rules and start exploring. You don’t need anybody to tell you who you are, now is the time to be yourself.
PLAY MORE

GEESKE MEIJER