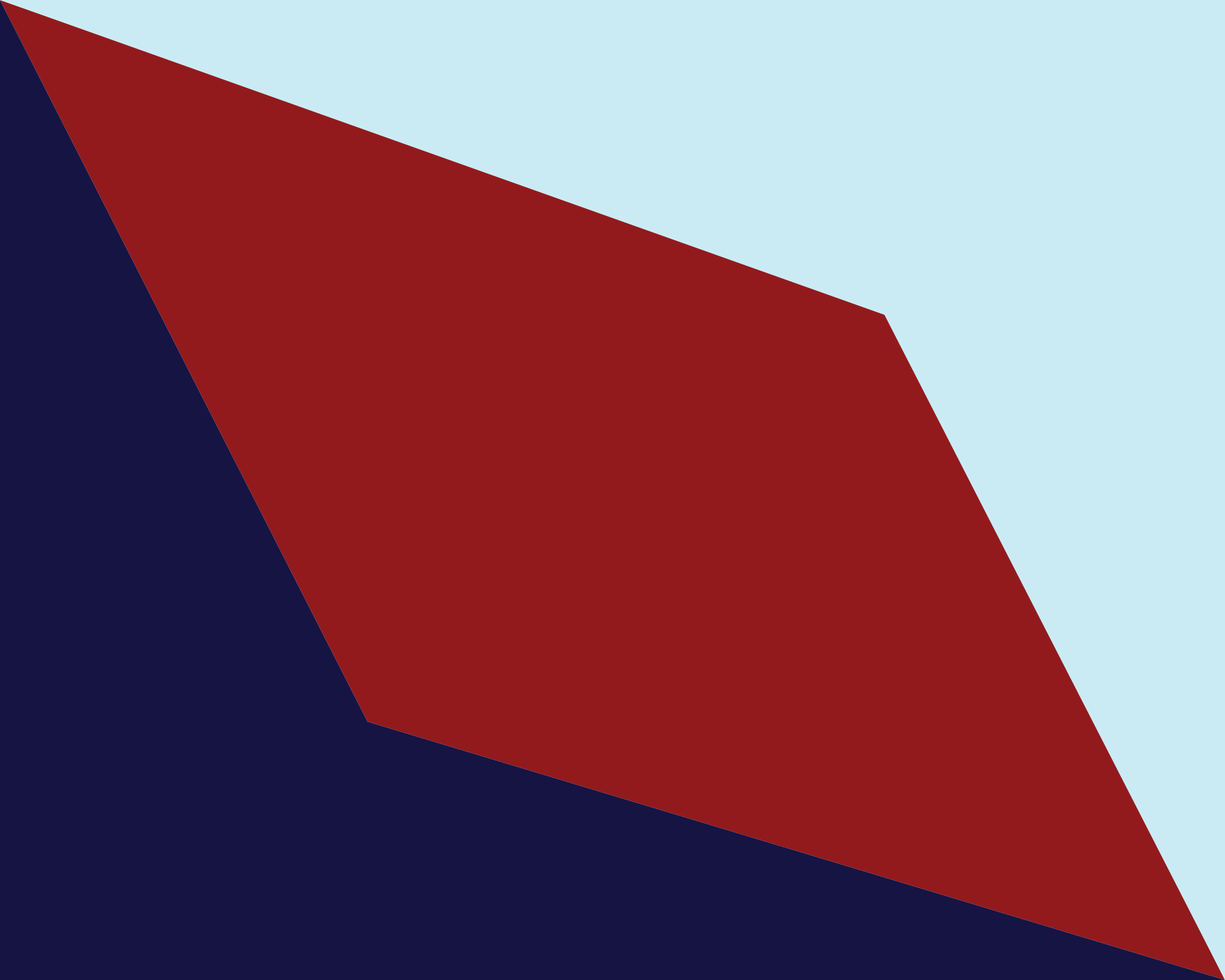


BOUNCE
oops - proof your phone

Brand Guidelines | Fall 2025
Designed by Sophia DiPietro



OUR STORY

Bounce is a revolutionary phone case company that protects your phone 24/7. Each case is designed with a systematic procedure and has an edged protection that quite literally makes it bounce right back into your hand. It is crafted with love and designed uniquely unlike any other phone case company which provides our costumers the feeling of owning and using something truly crafted with care and love. We were created to be there evry step of the way in someones chaotic journey. Founders of Bounce want costumers to feel seen and heard when using the phone cases especially for all the people who have that deep adventurous side to them.

We get it — sometimes we're all a little clumsy. Phones slip, pockets fail, and gravity wins. Bounce is here to make those moments no big deal, turning every oops into a quick laugh instead of a cracked screen.

BRAND OVERVIEW

Bounce is a playful phone case brand built for real life — the drops, slips, fumbles, and chaotic moments that happen to all of us. With soft, bouncy engineering and trend-forward style, Bounce turns everyday accidents into stress free moments.

Our goal is simple: make protection fun.

WHO WE ARE FOR

Designed for 16-30 year olds, anyone who lives life on the move. Both male and female.

Mission

To provide phone protection for the clumsiest of people - so every drop becomes no big deal.

Personality

Trendy

- always in style, always relevant

Fun

- playful, energetic

Bold

- confident visuals and expressive identity

Protective

- reliable, safe, and built to bounce

Caring

- we care about what our costumers want

Adventurous

- made for people on the go

Playfully Reassuring

We keep things light, friendly and FUN - even when accidents happen.
The tone says: *"It's okay, we've got you."*
Uses casual, upbeat language.

Confidently Protective

The brand is fun, but never flimsy. Protection is core.
Clear, strong, trustworthy language.
Quick, simple explanation on how the product works.

Modern & Energetic

Bounce feels current, stylish, and in motion - just like its name.
Punchy, youthful phrasing.
Visual, action driven wording.

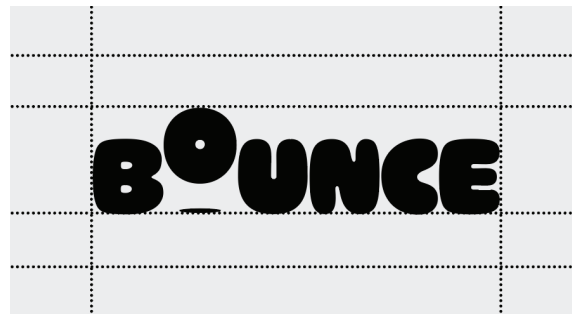
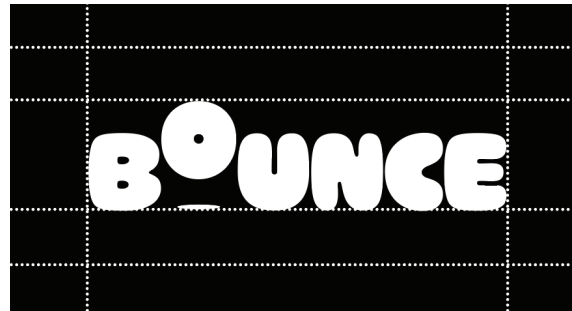
BRAND VOICE

Bounce has the personality of a bubbly, energetic person. This person is determined to accomplish goals big and small and isn't worried about the little things that may get in the way.

PRIMARY LOGO

Bounce's logo represents the fun atmosphere of the company. Our logo is the most important aspect of the company because it is the visual identity of our brand and speaks volume to our costumers. The Bounce logo has an inviting aspect to it and lets people know to not take life too seriously.

The logo features rounded, bouncy typography that reflects the brand's core promise: phones that rebound from everyday drops. The playful forms and subtle motion cues instantly communicate energy, protection, and a sense of lighthearted resilience.

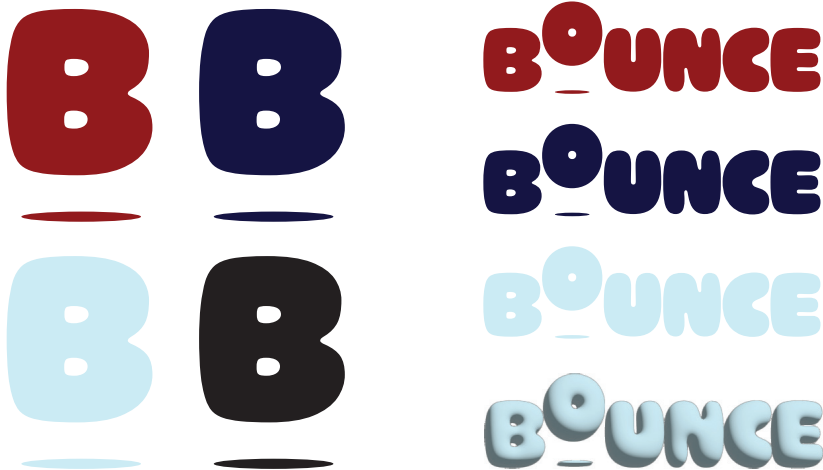


ALIGNMENT

To look the best our main logo needs enough space on the each of the sides. By doing this it creates enough room for the logo to “move” around. Since the Bounce logo already has that feeling of moving, no other type or elements should be within the boundaries.

We use alternate variations of our main logo with our primary colors. This is used throughout various packaging and marketing aspects. Bounce has one alternate lockup variation which is our bold “B” with the shadow underneath.

You may be wondering, ‘only one lockup?’ YES! Here at Bounce we keep it simple and straight forward for our consumers and future customers. our signature B is our recognizable brand stamp and what we carry throughout all design aspects.



ALTERNATE LOCKUPS

Alternate lockups give us the opportunity to use different variations across multiple mediums and scales. In the sense of Bounce these lockups are meant to be used on merch, packaging, advertising, and much more.

LOGO MISUSE: DO NOT...

change color of one letter



add a stroke



tilt/ rotate



add spacing between letters



use a gradient



stretch horizontally



stretch vertically



Our logo is what truly defines our brand because of how unique and closely it resembles our personality to our costumers.

Treat our logo with respect and dignity, do not do the outrageous ideas above.

Grip Lock Black

Hex: #000000
RGB: 0,0,0
CMYK: 0,0,0,100
Pantone: Black C

Deep Dive Blue

Hex: #171641
RGB: 23,22,65
CMYK: 65,66,0,74
Pantone: 2766 C

Drop Stop Red

Hex: #862723
RGB: 134,39,35
CMYK: 0,71,74,47
Pantone: 1805 C

Soft Shock Blue

Hex: #D1E9F2
RGB: 209,233,242
CMYK: 14,4,0,5
Pantone: 290 C

Bare Cloud White

Hex: #FFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0
Pantone: White

COLOR PALETTE

We like to keep our colors bold but simple, so that's why our color palette is small but full of character. Our primary colors are listed from darkest to lightest, left to right.

TYPOGRAPHY

Here at Bounce since our logo is filled with a ton of character and pazazz we like to keep the rest of our typography simple and clean. This also goes well with our modernistic, youthful vibe we are trying to portray.

Primary Typeface - Logo

Ohno Softie Variable - Black

BOUNCE

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Secondary Typefce - Headline, Subline, Body

Omnes Light

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Omnes Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Tertiary Typefce - Advertising, Marketing

Impact Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

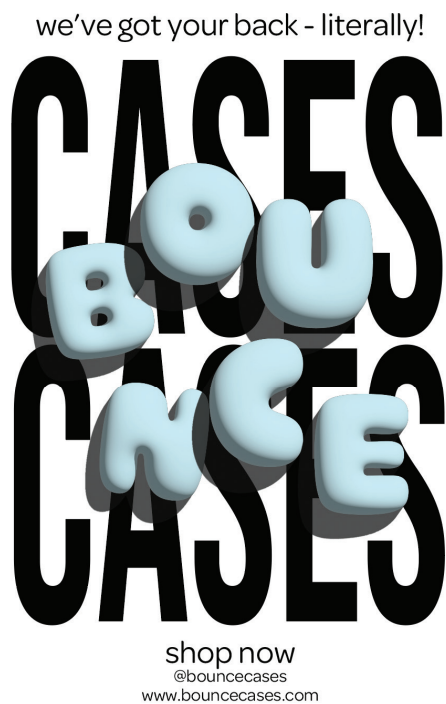
Ohno Softie Variable - Black

Bb

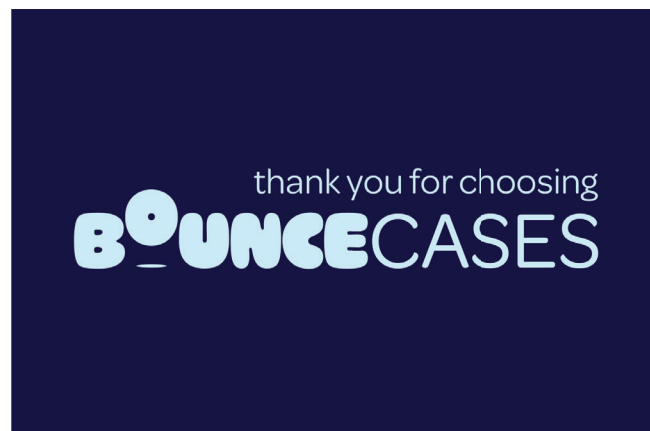
Omnes Light

Bb

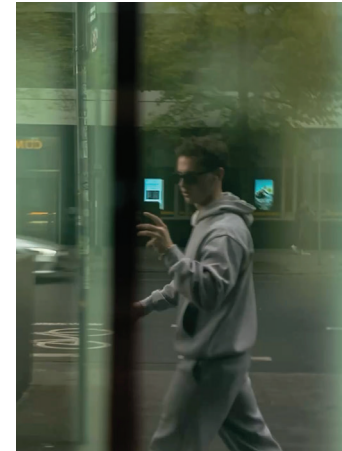
TYPE IN ACTION



Used on social media (Instagram, Facebook, and Pinterest) and on Billboards for promotion and rapport.



Used in our packaging. These thank you letters connect to our costumers and build a stronger relationship while also gaining recognition.



PHOTOGRAPHY STYLE

Our style is very relaxed, happy, and not worrying about the tiny details in life. These are the feelings we want to relay back to our costumers, so we make sure to include it in our photography.

DO NOT PHOTOGRAPH

- 1.) People who do not like to have fun.
- 2.) People who do not take a risk in life.
- 3.) People who are clean freaks.
- 4.) People who can't take a joke.
- 5.) People who have never dropped anything.



BOUNCE

Story

Brand Overview

Brand Voice

Primary Logo

Alternate Lockups

Logo Misuse

Color Palette

Typography

Type in Action

Photography Style

Lifestyle Imagery

Applications

Extended Elements

Brand in Context

Core Principles

Credits and Contact

APPLICATIONS

Business Card



Front



Back

Social Media Posts



Motion Guidelines

1. Bounce-Like Movement

All motion should mimic a soft, elastic rebound. Elements should dip down slightly on impact and rise back up with a gentle overshoot, never stiff or sharp.

2. Light & Airy Floating

Shapes and letters can subtly bob or drift, as if filled with air. Movements are small, weightless, and never chaotic.

3. Playful Shadow Shifts

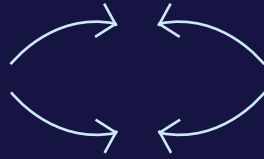
As elements “bounce,” shadows should shift slightly to emphasize depth and softness — nothing too harsh or dramatic.

4. Never Distracting

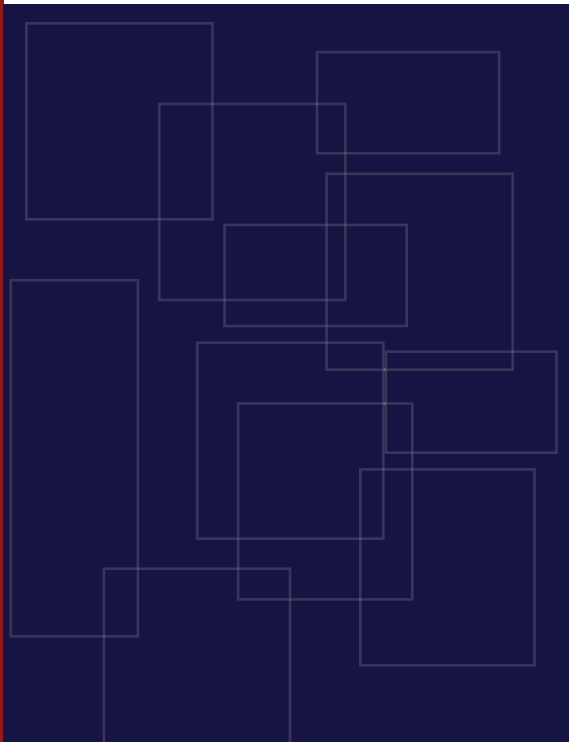
Motion should enhance clarity, not steal focus. Avoid overly quick loops, aggressive rotations, or jittery movement.

5. Keep It Soft

All transitions must feel cushioned — think foam, air, or gel. No snapping, no hard cuts, no mechanical precision.



QR code we use on advertisement that lead to our contact info and our socials for people to discover more.



EXTENDED ELEMENTS

Since our logo is very bubbly and energetic we like to keep the rest of the brand on the simpler side to the right you will see different icons, lines, and more that are used throughout the brand.

Extended Elements

BRAND IN CONTEXT

BOUNCE in action!



CORE PRINCIPLES

1.) Designed For Real Life

Bounce products are built for the chaos of real-world use -- fumbles, slips, surprises, and everything in between.



2.) Protection Made Playful

We turn everyday drops into lighthearted moments by blending real impact protection with fun, friendly energy.



3.) Confidence in Every Drop

Our bounce-back engineering replaces stress with assurance, giving users peace of mind with every fall.



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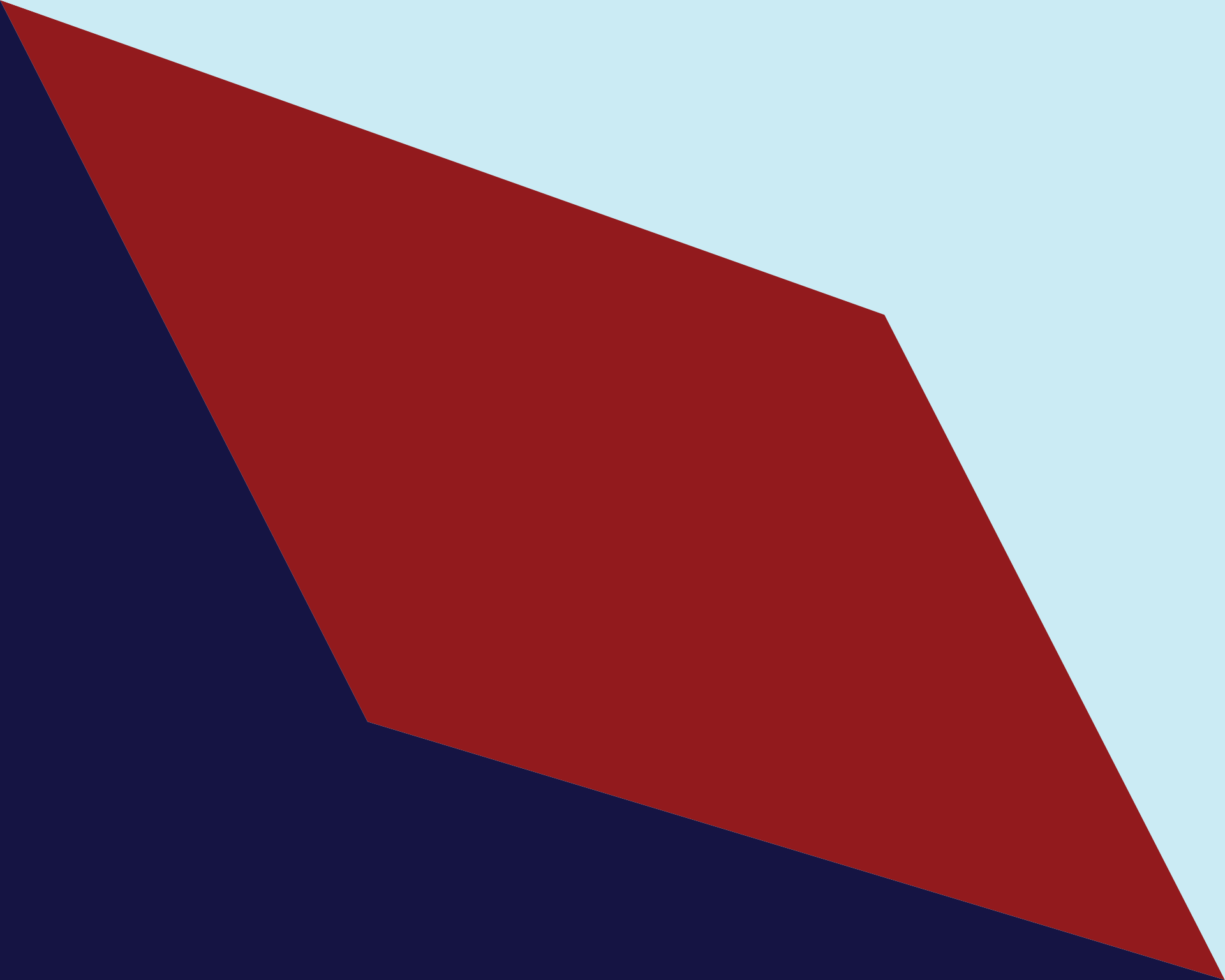


Developed by Sophia DiPietro

Advanced Design Systems

University of Minnesota Duluth Fall 2025

Senior Graphic Design Marketing Student



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oops - proof your phone

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