



HAPPY FEET⁺

BRAND GUIDE

V1 JUNE 2022



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HAPPY FEET⁺



Step into Happy

H⁺

Who We Are

**The healthy
footwear pros.**

Our Purpose

**To help individuals of all ages,
lifestyles, and activity levels
feel happy on their feet.**

The Power of Plus

When you visit with us, you'll find we're more than a shoe store.

Shop with us online, and you'll see we've curated the highest quality products in the market – all engineered to optimize your health from the ground up. In our retail locations, we deliver a unique custom experience with a consultative “Sit-and-Fit” approach to service.

Our skilled and knowledgeable team members work with you to understand your concerns, goals and footwear needs. This process ensures we fit you properly and guide you to the right options to keep you healthy on your feet.

What the “Plus” Means

Foundational health

By understanding customers' needs prior to recommending footwear and accessories, our products improve health from the ground up.

Foot wellness focus

We sell specialized, healthy footwear brands as well as carefully selected foot care products, such as performance socks, compression bracing, and orthotics.

Customer service

In our retail locations, we deliver a unique custom experience with a consultative “Sit-and-Fit” approach to service.

Wellness Rewards

We offer Happy Points with each purchase that you can use for future purchases and opportunities.

Our Mission

**To spread happiness with
healthy footwear that prevents
and relieves pain.**

Our Vision

To encourage and enable people to choose comfortable, stylish footwear that optimizes health, relieves pain, and gives their feet something to smile about.

02

Brand Attributes

Brand Attributes

Happy Feet Plus is:



Brand Attributes

Aspirational

Happy Feet Plus seeks to:

- ☺ **Be the regional leader in and consumers' first choice for comfort, wellness and active footwear and foot care products.**
- ☺ **Be ambassadors and share knowledge with customers on product options.**
- ☺ **Guide customers to choose the right life-changing products for their unique needs.**

03

Target Audience

Who Are We Talking To?

Generational Preferences

Our Target Audience is primarily represented by three generations:




- ☺ **Baby Boomers:** Care most about living and moving pain-free, keeping up with younger family members and enjoying quantity and quality of life
- ☺ **Generation X:** Care most about moving pain-free, revisiting activities from younger years and feeling strong doing them
- ☺ **Millennials:** Care most about living a fun, full and fast-paced lifestyle, prioritizing self-care, and growing career and/or building family



Mary

Retired Teacher

About

-  65 years old / Baby Boomer
-  Middle-Class
-  Married with adult children and young grandchildren

Story

Mary recently retired and is dedicating the next chapter of her life to enjoying her family and traveling. She plans to continue her long-time hobbies of gardening, as well as cooking and baking with the vegetables she grows.

Her children and grandchildren, who live nearby, lead fast-paced lives full of fun and activity, and she loves tagging along on outings with them. Mary also steps in to care for her grandchildren as needed.

Pain Points

- Experiences foot pain likely due to years of being on her feet all day, often while wearing uncomfortable shoes
- Doesn't like the style of traditional orthopedic shoes, as she feels vibrant and, therefore, not "old" enough to be wearing them

Goals

- Live and move pain-free
- Play and keep up with her grandchildren
- Maintain her health so she can enjoy both quantity and quality of life

Wants

- Comfortable footwear that eases foot pain
- Products that motivate her to spend more time at the park with her grandchildren or in her garden
- Stylish options

Needs

- Wellness and casual comfort footwear that is best suited for her needs and lifestyle
- Therapeutic products, such as compression socks to reduce pain and swelling

Channels



She is an active user on Facebook, where she enjoys viewing and sharing photos and videos of her grandchildren, and YouTube and tunes into network news.

Brands




- Finn Comfort**
- Kenkoh
- Aetrex
- Chico's
- Christopher & Banks



Michael

Engineer

About

-  45 years old / Generation X
-  Upper Middle-Class
-  Divorced with children

Happy Feet Plus: Brand Guide

Story

After taking several years off of running to raise young children, Michael recently returned to the sport. He figures it's a good time for him to do so, since he's turning over a new leaf in his personal life and his adolescent children are gaining some independence.

But between working full-time and co-parenting his children, he finds himself a bit of an "every-other-weekend warrior" – not running regularly during the weeks when his children stay with him. He doesn't consider himself a serious runner and doesn't have any specialized needs of which he's aware.

Pain Points

- Tends to ignore aches and pains
- Doesn't have the time to run as regularly as he'd like to or cross train, making him prone to musculoskeletal injuries

Goals

- Run pain-free
- Perform or at least feel like he did in his 20s and early 30s, his glory days
- "PR" – aka, set a personal record

Wants

- Shoes that can help him run faster, farther and pain-free
- Shoes that are made for his needs without making him feel special or reminding him that he's getting older
- Products from respected and trusted brands, since he's navigating a whole new world of running gear that didn't exist when he was in the game prior

Needs

- Running shoes that are right for his feet and gait to prevent musculoskeletal injuries
- Recovery sandals for use after training runs and races

Channels



He is an active user on Facebook and YouTube. He has an Instagram account but only uses it to keep an eye on his children's pages. He keeps up to date on current events through social media.

Brands



- Brooks
- Kenkoh
- Birkenstock
- On Cloud
- Feetures
- Lululemon



Ashley

Marketing Professional

About

-  30 years old / Millennial
-  Middle-Class
-  Single

Happy Feet Plus: Brand Guide

Story

Ashley started a new job within the past year, and with the additional income she's now earning, she paid off student loans ahead of schedule. With her extra disposable income, she's been working on building a capsule wardrobe consisting of sustainably made clothing and growing her plant collection.

Outside of work, she leads a busy, socially active life. She enjoys taking yoga, pilates and stand up paddle board classes, as well as searching for the best vegan restaurant food and spending time on the water with friends.

Pain Points

- Doesn't want to contribute to fashion waste and pollution but enjoys shopping and staying current on fashion trends
- Struggles with finding versatile styles to carry her through the many aspects of her life

Goals

- Dress on-trend with minimal waste and clutter
- Continue living a fun, full and fast-paced lifestyle
- Prioritize self-care to maintain holistic wellness

Wants

- High-quality products she can use long-term that align with her sustainable values
- Shoes that can be worn with business-casual attire for her commute, casual clothing, athleisure and swimsuits
- Easy, convenient "slide-on-and-go" styles

Needs

- Casual comfort footwear for her busy and active lifestyle
- Products whose brands are committed to sustainable and environmentally friendly operations

Channels



She is an active user on Facebook, YouTube and Instagram. She tends to prefer Instagram but just can't quit Facebook, because she has friends who still use it and older family members on there. She learns of recent headlines through social media.

Brands

- **Birkenstock**
- Brooks
- Rothy's
- Marine Layer
- Alo Yoga
- Summersalt

04

Voice & Tone

How We Communicate

Friendly

Insight:

We are outwardly happy and, therefore, approachable. When our customers engage with us, they can feel we care and that, when they walk into one of our stores, they're among friends.

Execution:

Uplifting, encouraging verbiage. Images of sales staff smiling and interacting with customers.

How We Communicate

Sensible

Insight:

We sell comfortable footwear – not stilettos. Not only are our products practical, but so are our business practices. Our goal isn't merely to sell expensive shoes; we truly strive to recommend the right footwear for our customers' lifestyle, needs and goals.

Execution:

Concise plain-language verbiage. Clean, simple imagery that depicts the shoes HFP sells.

How We Communicate

Helpful

Insight:

We are customer-focused and seek first to understand, not sell. We listen attentively to understand our customers' pain points, goals, wants and needs so we can guide them to life-changing footwear options.

Execution:

Nurturing, informative plain-language verbiage. Images of sales staff actively listening to customers.

How We Communicate

Influential

Insight:

We are knowledgeable about the wide selection of brands and products we sell. Our confidence in our products and our ability to guide customers to the right ones for them makes us not only persuasive and effective with closing individual sales but also perceived as a long-time trusted source for footwear.

Execution:

Credible, empowering verbiage. Images of sales staff speaking with customers and showing them footwear.

Messaging Anchor

Tagline:

Step into Happy

Supporting copy:

Happiness is a choice. We believe it's also an action.

When you step into Happy Feet Plus, whether online or in-store, you'll find a lot to smile about. We offer a wide selection of high-quality healthy footwear and the latest technology in foot care products to prevent and relieve pain. When you visit our retail locations, you'll experience a unique customer service that is truly tailored to you and your goals and needs.

Step into healthy footwear. Step into Happy.

Brand Statement

At Happy Feet Plus, we offer a wide selection of healthy footwear and the latest technology in foot care products. When you visit with us, you'll find we're more than a shoe store.

Shop with us online, and you'll see we've curated the highest quality products in the market – all engineered to optimize your health from the ground up. In our retail locations, we deliver a unique custom experience with a consultative “Sit-and-Fit” approach to service.

Brand Statement

continued ...

Our skilled and knowledgeable team members collaborate with you to understand your concerns, goals and footwear needs. This process ensures we fit you properly and guide you to the right options to keep you healthy on your feet.

People are living longer and more actively than ever before, and it's important that their footwear can keep up with them. We help individuals of all ages, lifestyles and activity levels feel good on their feet, from simply walking without pain to running a 5K and everything in between.

Visit us and experience why we are called Happy Feet Plus. We give your feet something to smile about.

Sample Messaging

Key Themes

- ◡ **“Campaign” Messages**
- ◡ **Who we are**
- ◡ **Who we help**
- ◡ **What we offer**
- ◡ **The Power of Plus**
- ◡ **“Sit-and-Fit” experience**

**Step into
Comfort.**

**Step into
Action.**

**Step into
Style.**

**Step into
Summer.**



**The power
of plus.**

Live Happy.

When your feet are happy,
you're happy.

Sit-and-Fit

Go the **distance**,
enjoy the **moment**.



Step into Happy.

Happiness is a choice.
We believe it's also an action.

Feel happy on
your feet.

Spread happiness
with healthier
footwear.

Give your feet
something to
smile about.

Step into
healthy footwear.

Step into Happy.

The healthy
footwear pros.

With the right footwear
in the right size, you can
do anything you set out
to do.



05

Logo

Primary Logo

The Happy Feet brand has 1 primary mark and 1 icon that can be used based on the situation presented.



PRIMARY LOGO



ICON

HAPPY FEET⁺

HAPPY FEET⁺

HAPPY FEET⁺

Primary Logo Staging

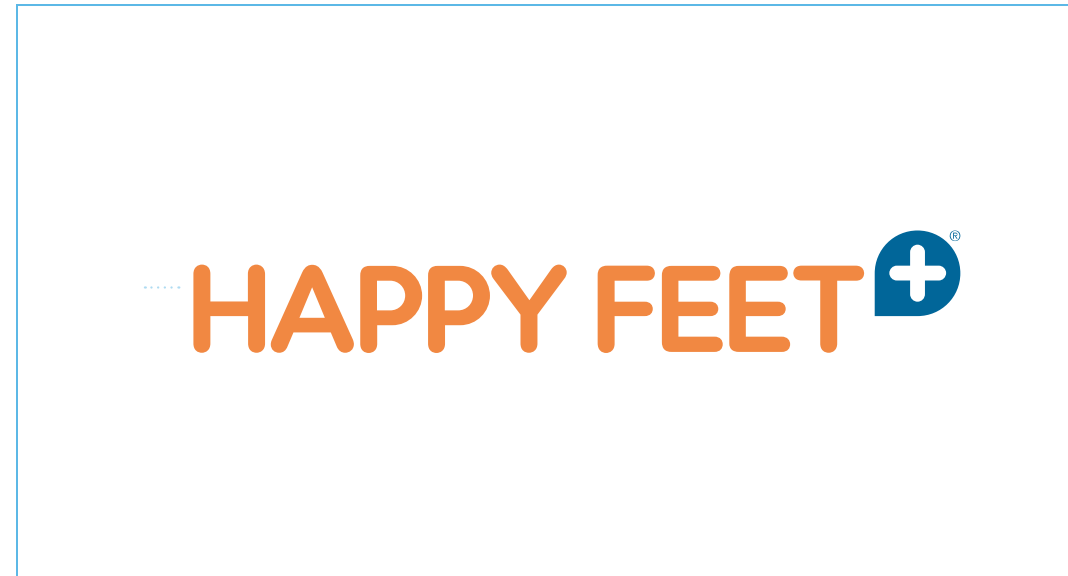
Maintain a clean area around the logomark to ensure its legibility.

CLEAR SPACE OF CHARACTER =



Logo: Incorrect Usage

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.



DON'T ALTER THE LOGO COLOR COMBINATIONS. USE ONLY THE OPTIONS DISPLAYED ON PAGE 29



DON'T USE IN LOW CONTRAST COLOR SITUATIONS.



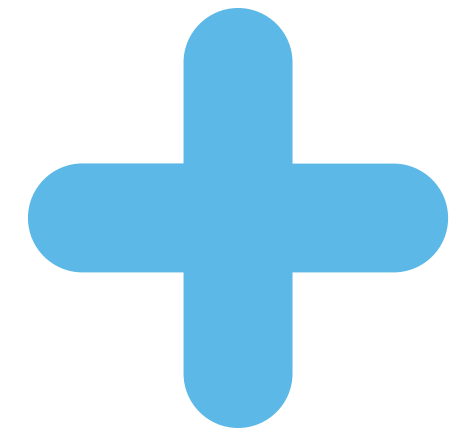
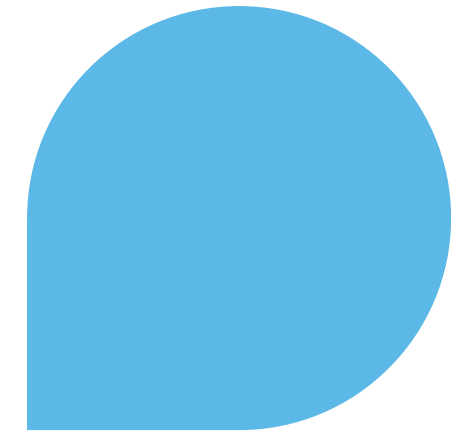
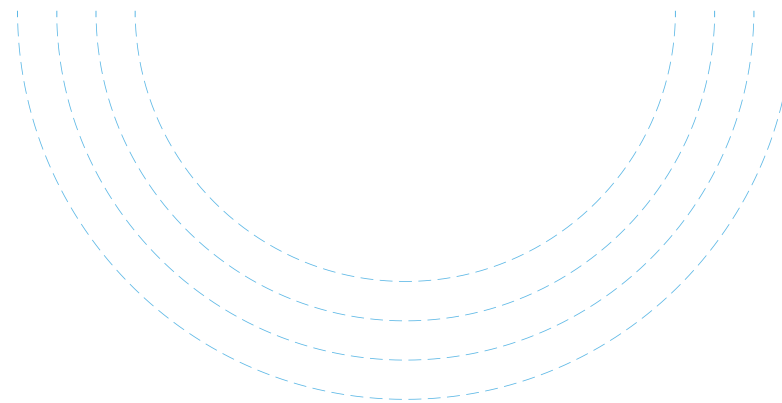
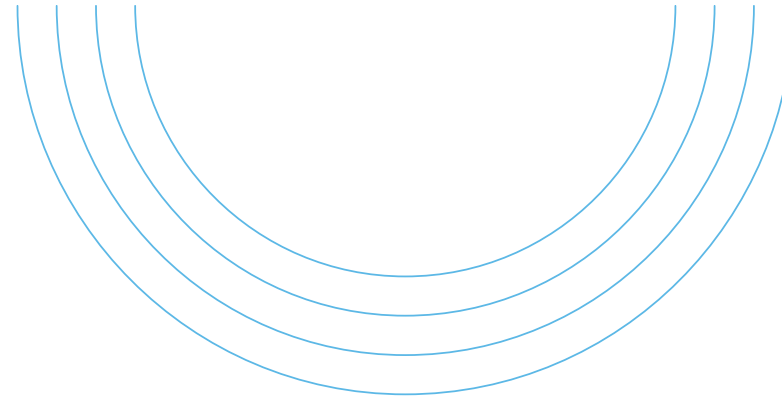
DON'T ALLOW STYLISTIC CHANGES SUCH AS DROP SHADOWS, GLOWING EDGES, ETC.



DON'T SKEW THE LOGO.

Accent Marks

We employ the use of design elements in our touch points. They can be used to add emphasis, texture, playfulness and impact.



06

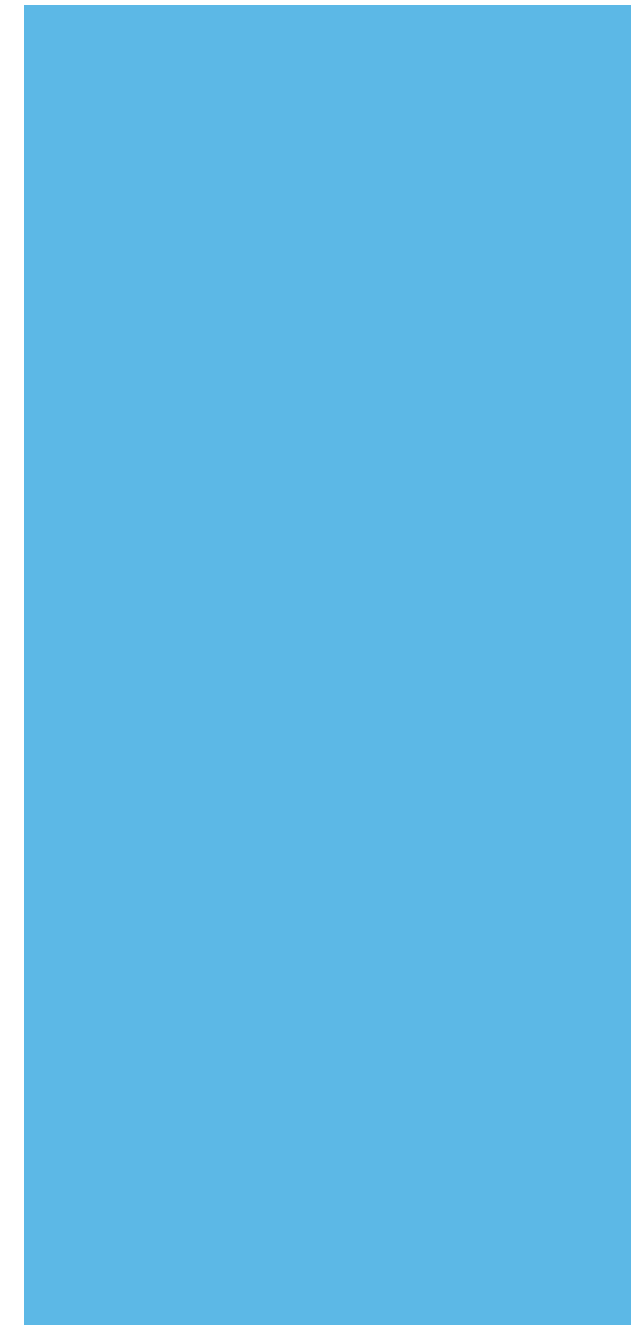
Color

Primary Color Palette

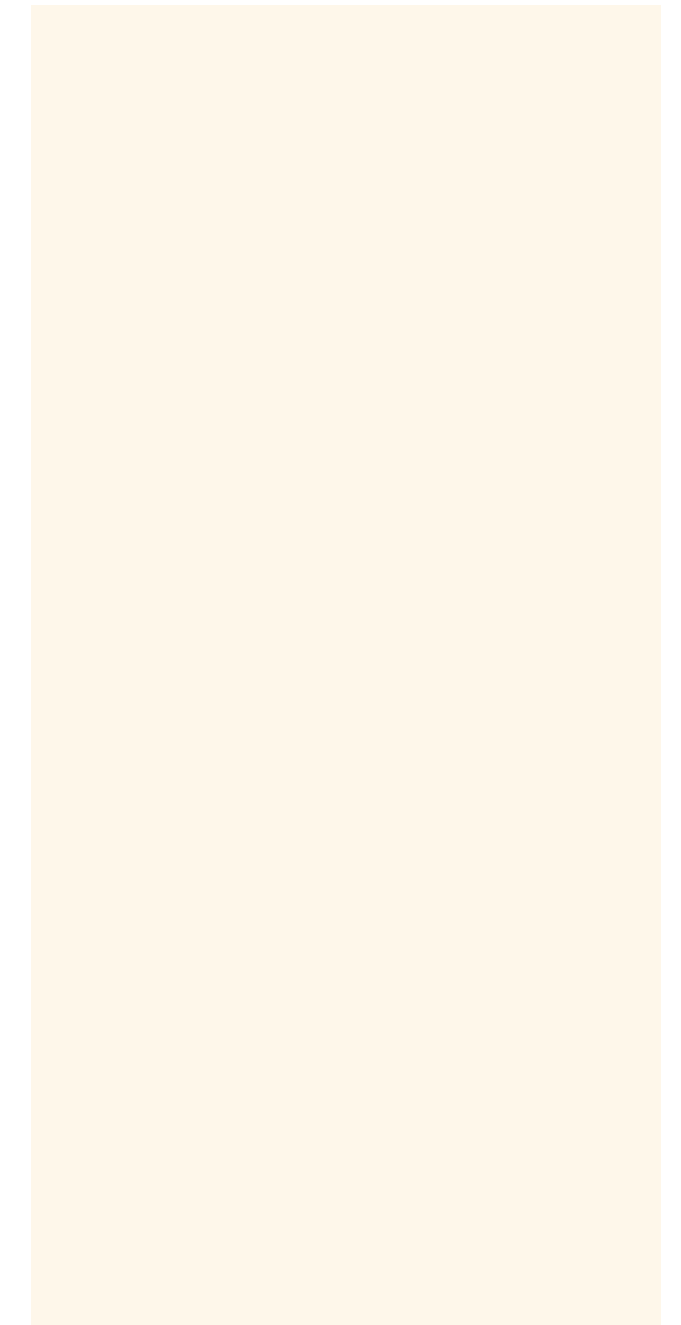
Our colors are inspired by Florida geography, particularly the Gulf Coast. From the sun and sky, to the water and sand, we aim to restore and inspire. The primary palette contains the core colors to be used across all communication channels. Using these colors consistently will help reinforce our brand identity.



PMS: 641 C
HEX: #016699
CMYK: 93.58.18.2



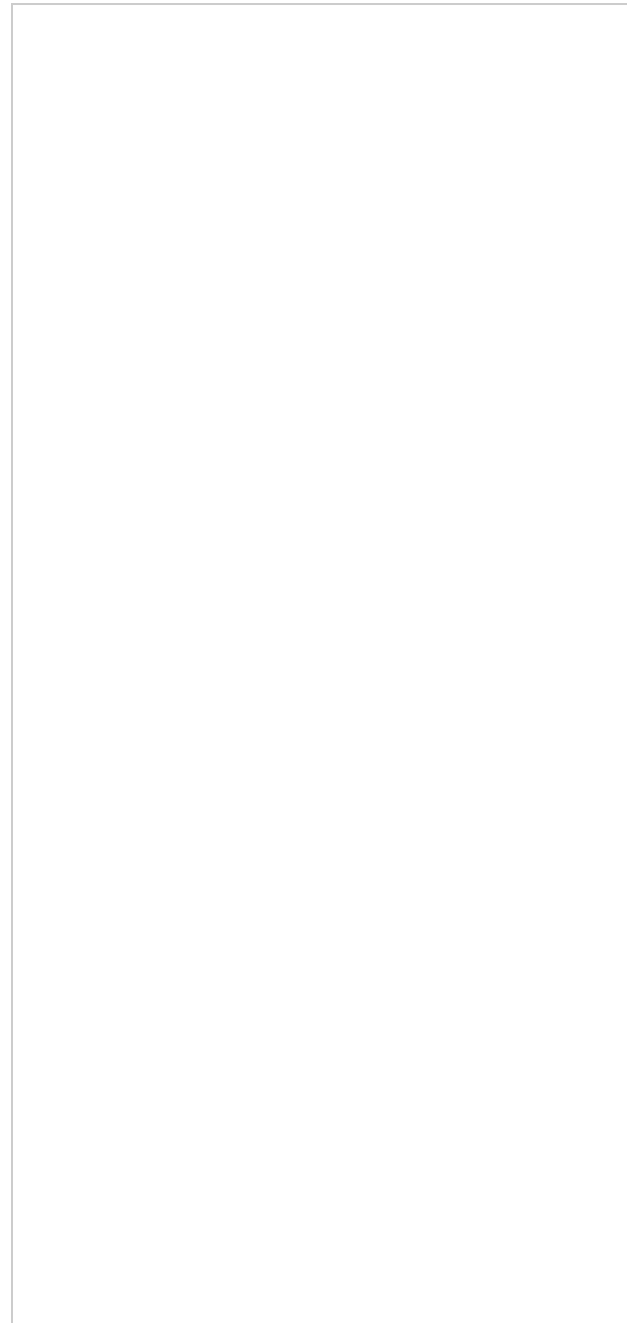
PMS: 2915 C
HEX: #5CB8E6
CMYK: 58.10.0.0



PMS: 1235 C
HEX: #FEF7EA
CMYK: 0.2.7.0

Secondary Color Palette

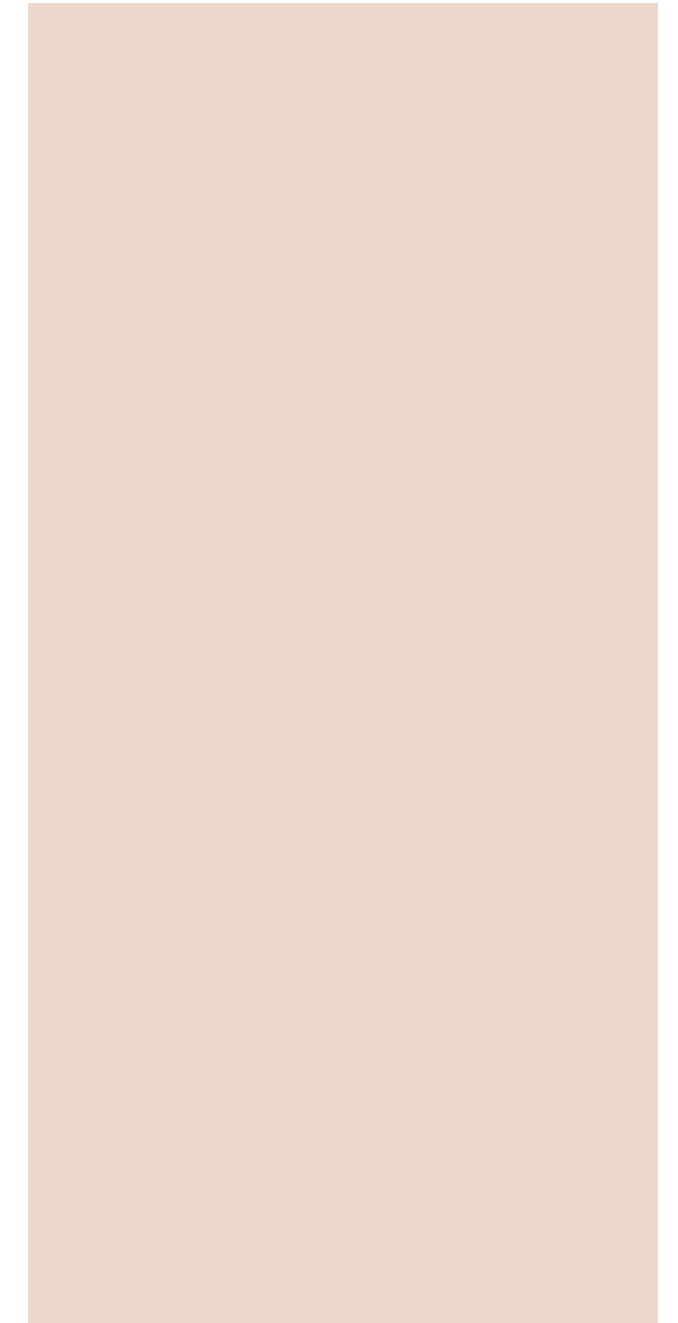
The secondary palette is used to complement and accent the primary palette. You can use our Gold for graphical emphasis, or the White and neutral colors for background panels, and clean space.



HEX: #FFFFFF
CMYK: 0.0.0.0



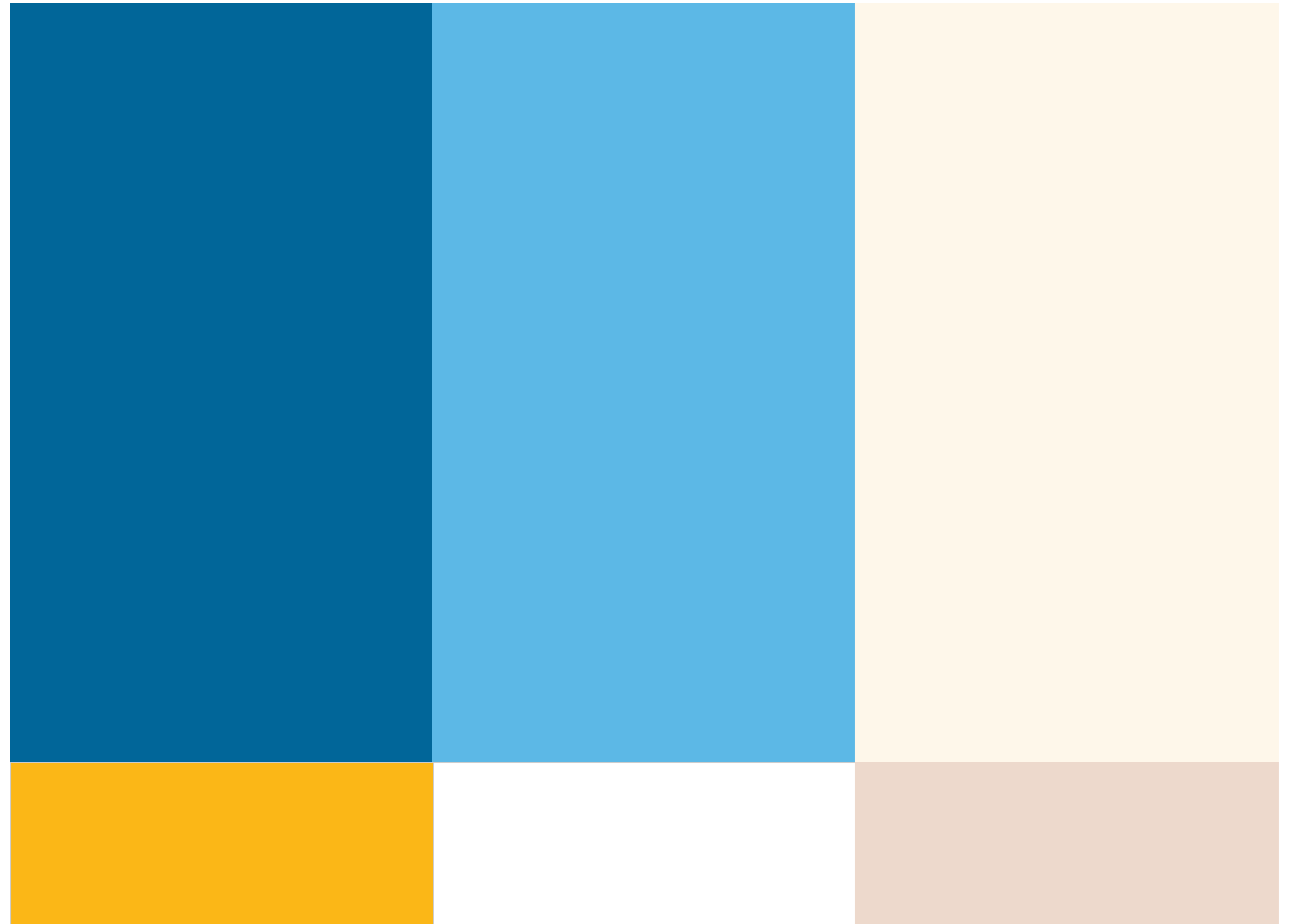
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HEX: #FBB717
CMYK: 1.30.99.0



PMS: 4675 C
HEX: #EDD9CC
CMYK: 6.14.17.0

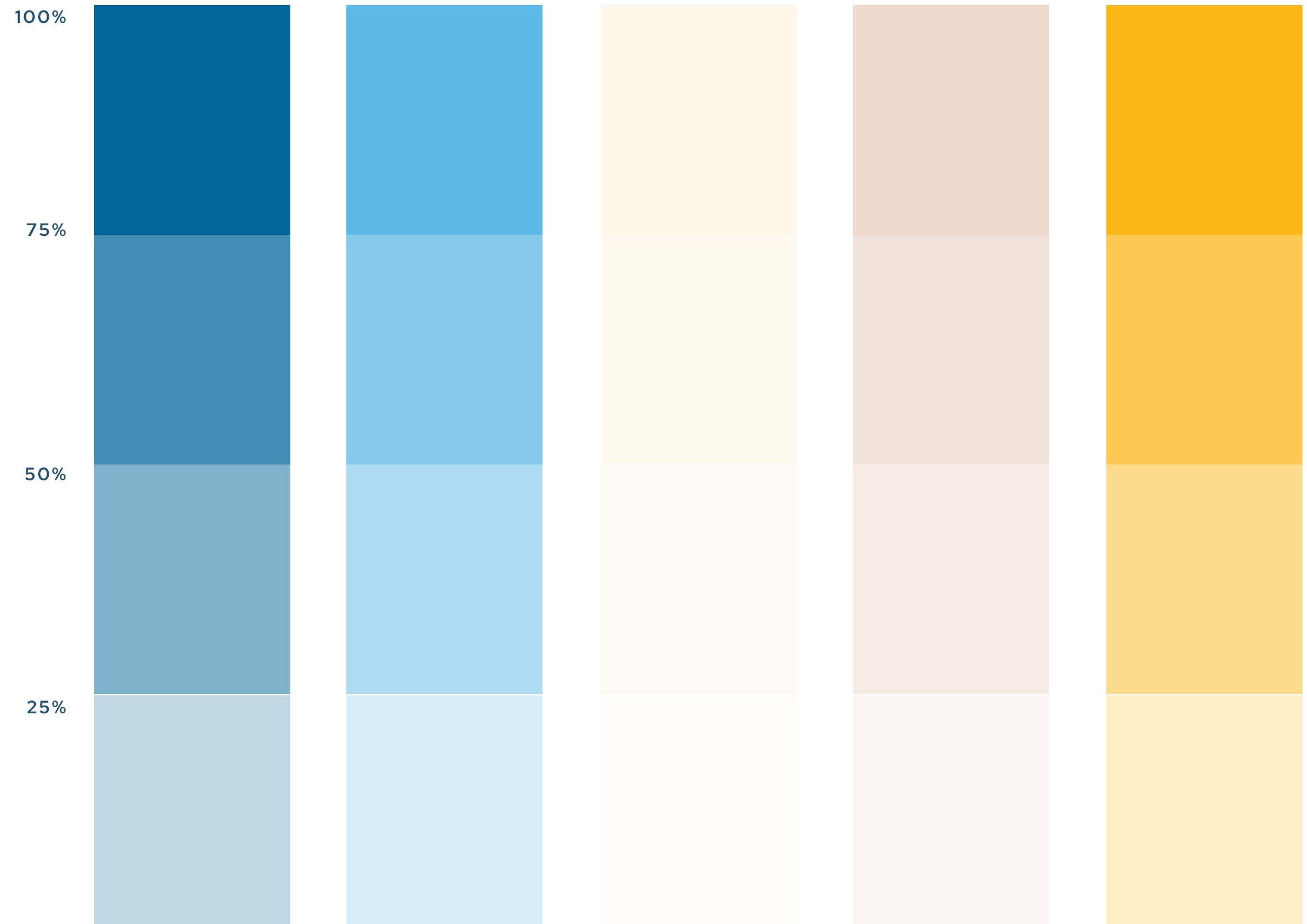
Usage Proportions

Overall, our palette is balanced to allow our extensive product inventory to shine and stand out. It is important to follow the color proportions to maintain brand consistency. The primary palette should do most of the heavy lifting for our brand. The secondary palette is to be used sparingly in communications that warrant the added differentiation and impact.



Tints & Shades

Tints & Shades of the palette colors are designated only for uses that require tone-on-tone pairings or variations of tone and opacity.



07

Typography

Primary Font

Happy Feet's primary font is Red Hat Display.

Red Hat Display works equally well both in large text arrays or in headlines, as well as in web. It employs 14 styles within the family.

Red Hat Display

FONT WEIGHTS

Light

AaBbCcDdEe123

Light Italic

AaBbCcDdEe123

Regular

AaBbCcDdEe123

Regular Italic

AaBbCcDdEe123

Medium

AaBbCcDdEe123

Medium Italic

AaBbCcDdEe123

Semi Bold

AaBbCcDdEe123

Semi Bold Italic

AaBbCcDdEe123

Bold

AaBbCcDdEe123

Bold Italic

AaBbCcDdEe123

Extra Bold

AaBbCcDdEe123

Extra Bold Italic

AaBbCcDdEe123

Black

AaBbCcDdEe123

Black Italic

AaBbCcDdEe123

Red Hat Display
Font supports most
languages

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖThin //AaBbCcDdEe123

Aa

Red Hat Display

Aa

Red Hat Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&*()

Give your
feet something
to smile about.



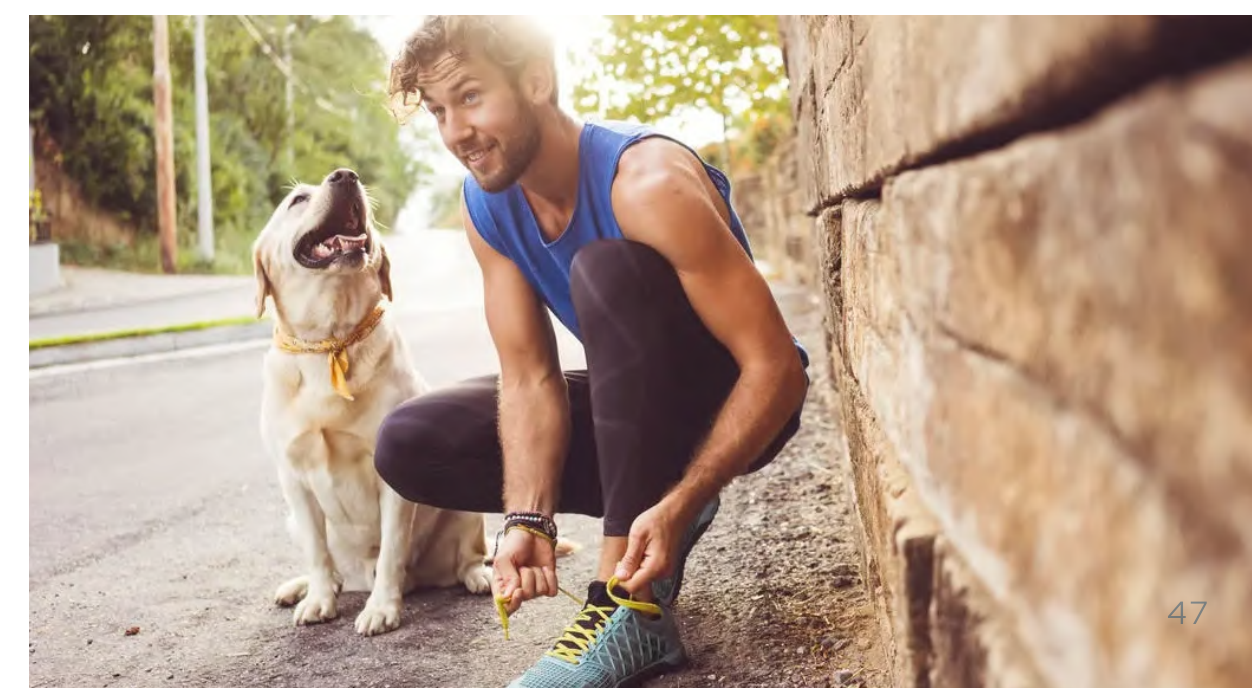
08

Photography

Photo Essence

Our photography style is authentic and active. We focus on capturing that happy moment -- when human interaction creates genuine, undeniable feelings. Natural colors are retained and when overlays are used, the color tone is allowed to come through.



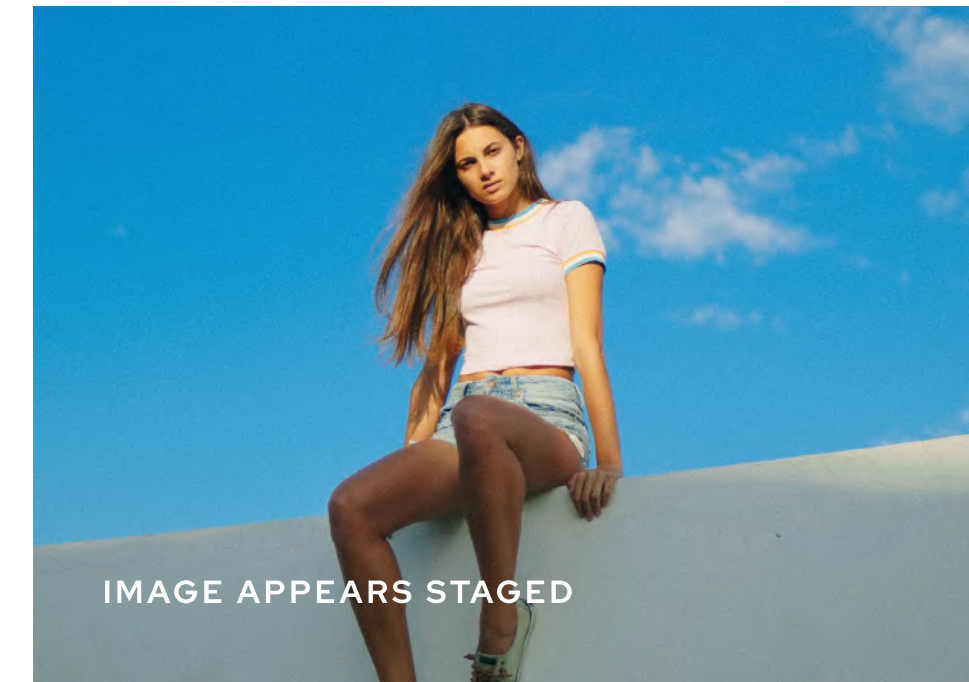
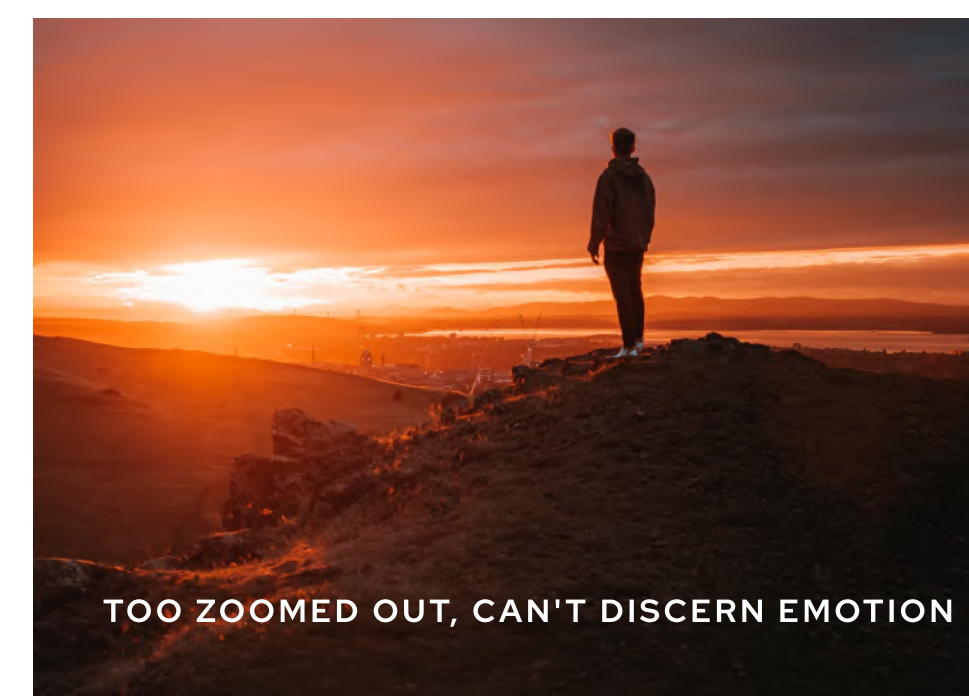
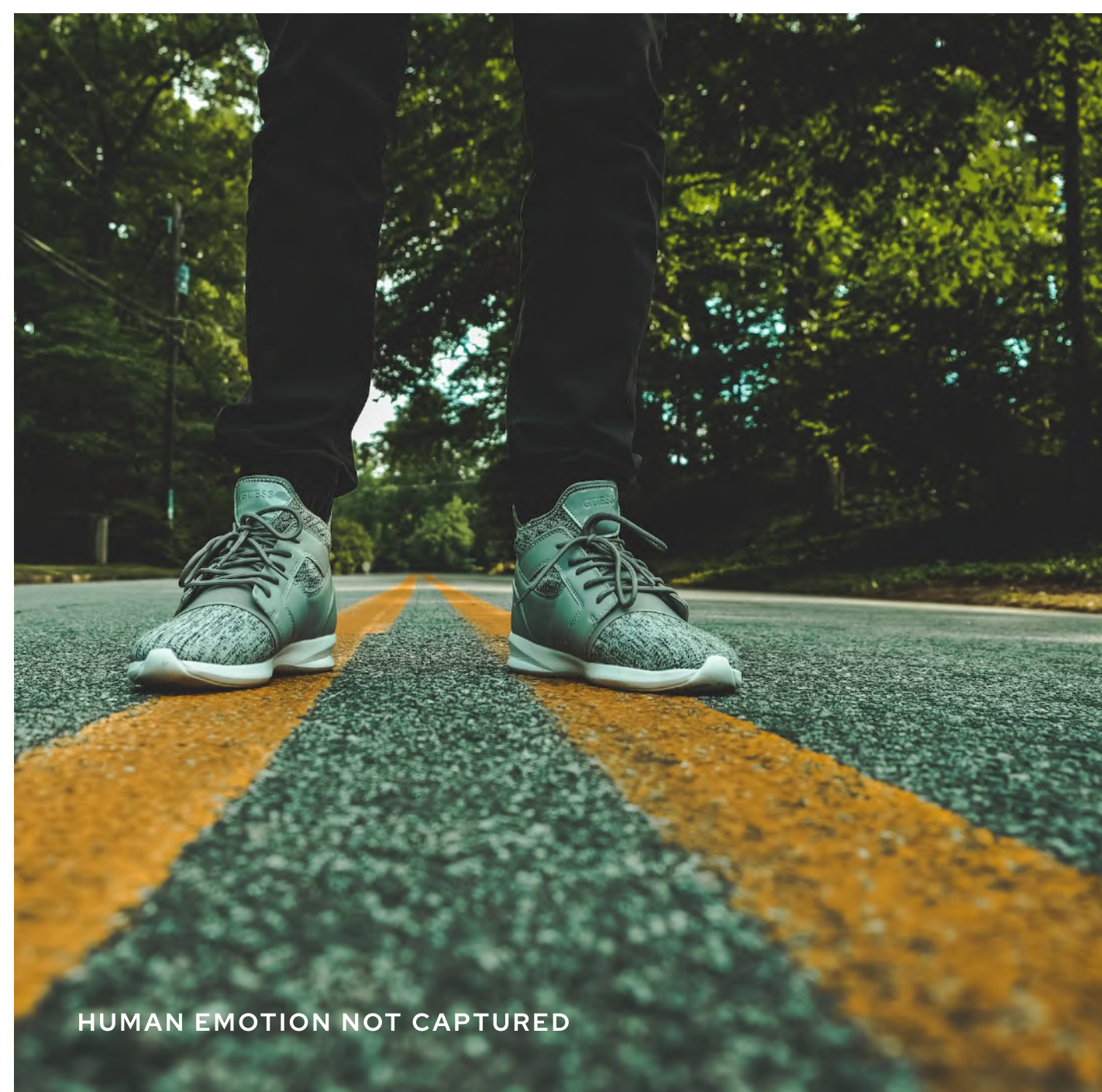




Images to Avoid

Our vision says it all...to encourage and enable people to choose comfortable, stylish footwear that optimizes health, relieves pain, and gives their feet something to smile about.

Imagery that is staged, low energy, or uncomfortable should be avoided. We strive to capture the action or positive body movement. Stagnant or lifeless poses should not be used.



09

Brand at Work



HAPPY FEET+

Give your
feet something
to smile about.

happyfeet.com



H+



Doyle
Your Happy Specialist

HAPPY FEET+



Step into Happy



M

HAPPY FEET



Step into Happy



With the right footwear and the right fit, you can do anything you set out to do.

Wherever your life takes you, we're here to support you feeling happy on your feet. Visit one of our stores today to experience our unique custom "Sit-and-Fit" approach to service.

happyfeet.com

Marta Żmuda Trzebiatowska

HAPPY FEET

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Step into Happy at happyfeet.com

Marta Żmuda Trzebiatowska





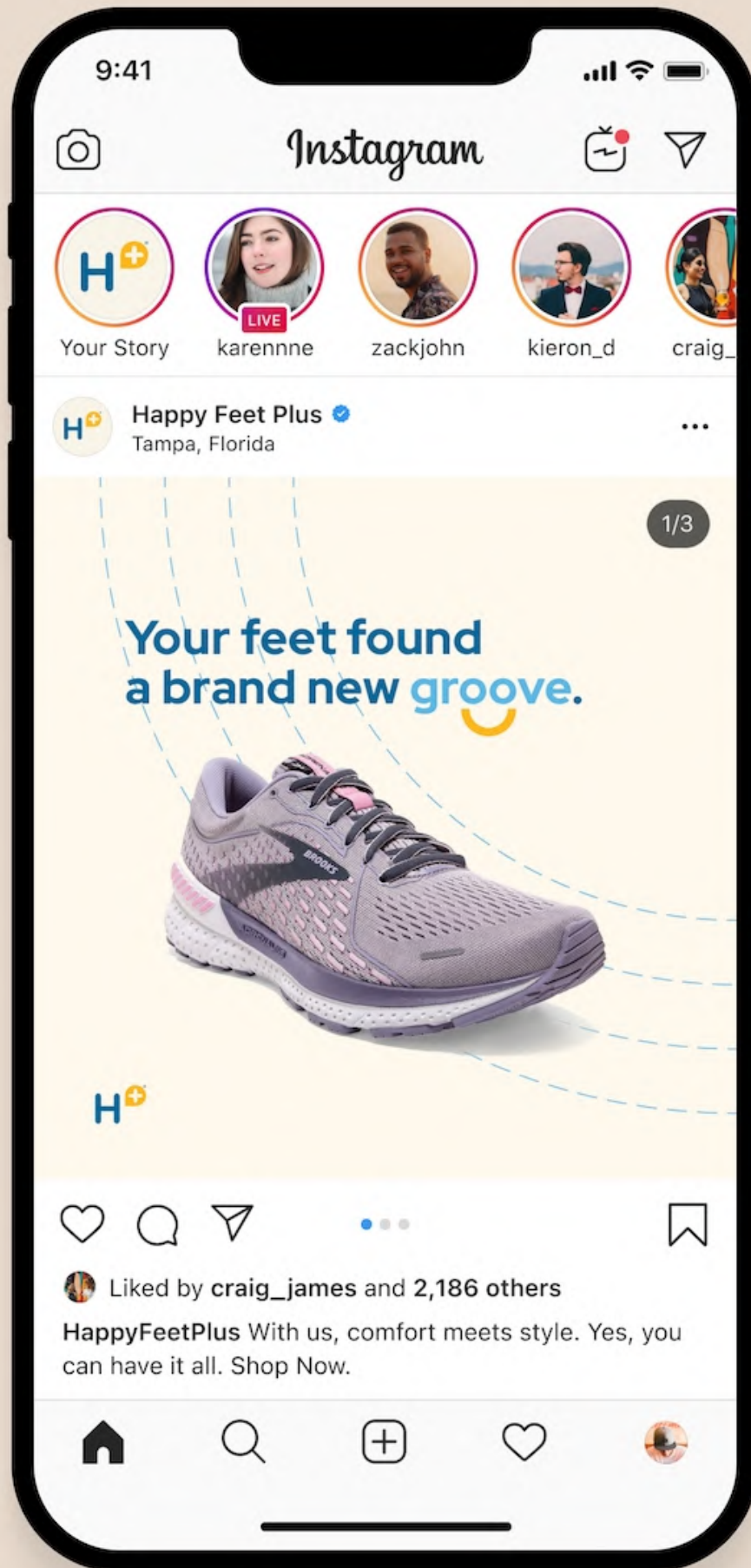
HAPPY FEET⁺



**With the right footwear
in the right size, you
can do more of what
you love.**

With our wide selection of footwear and foot wellness products, plus our deep understanding of specialized brands, we go the extra mile to support you with each step.

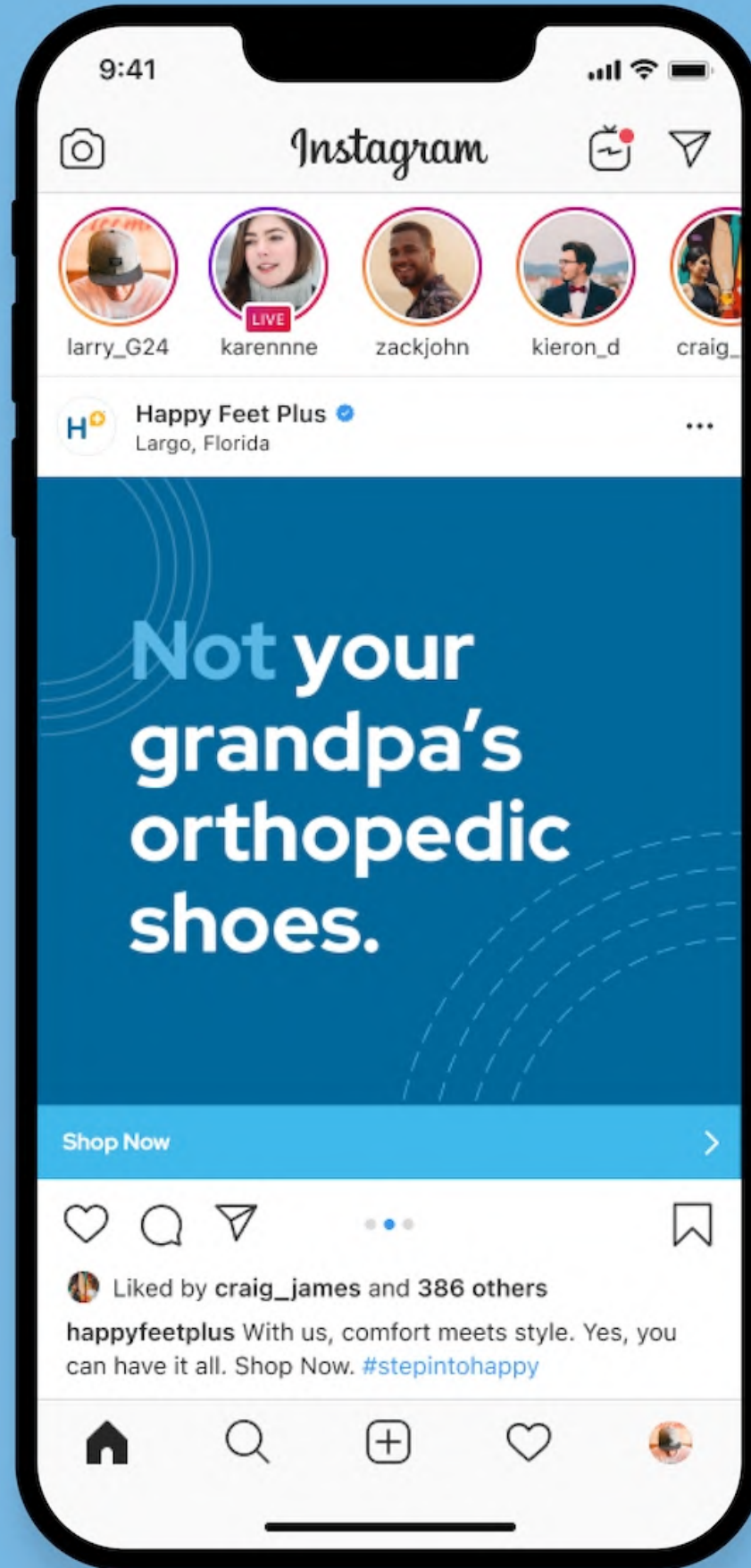
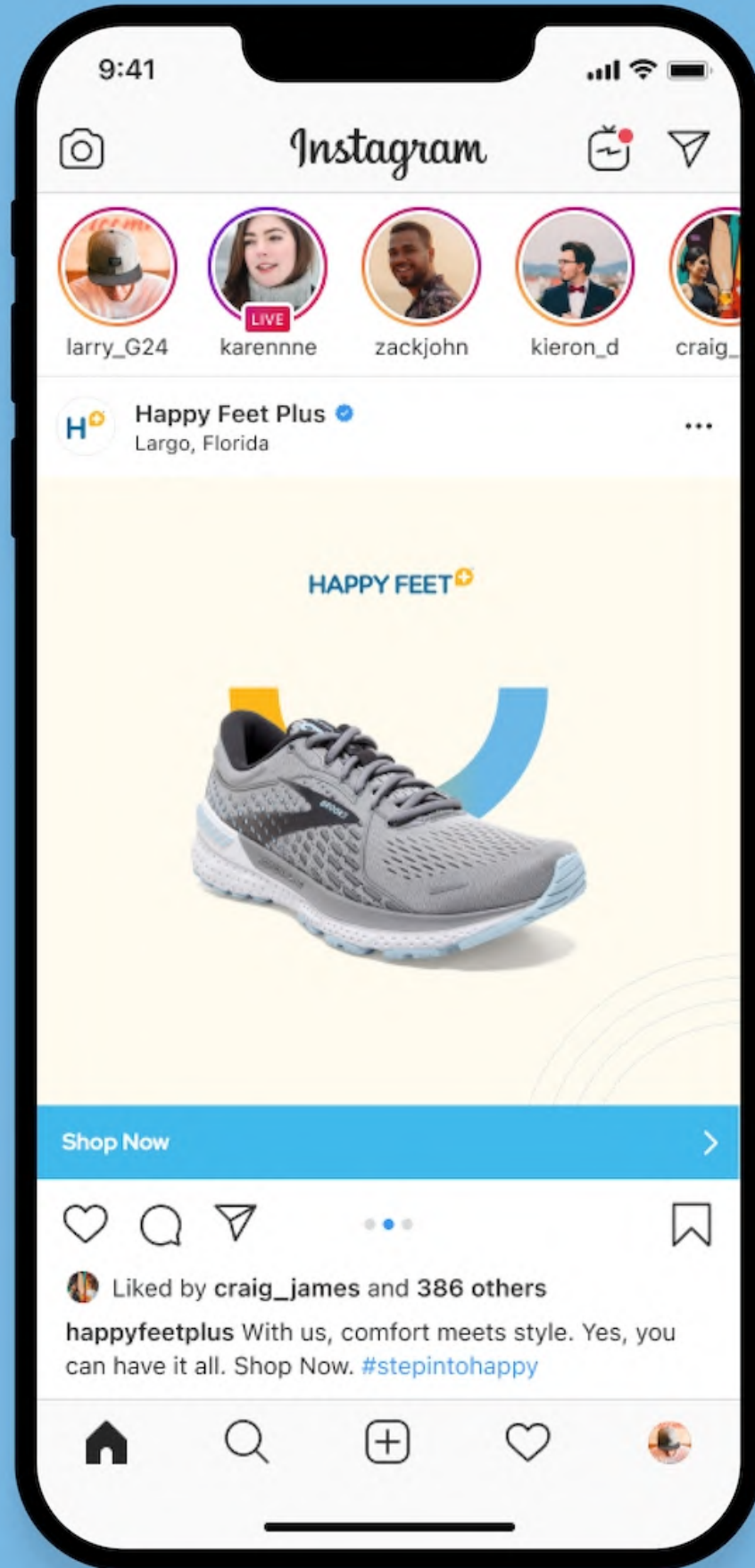


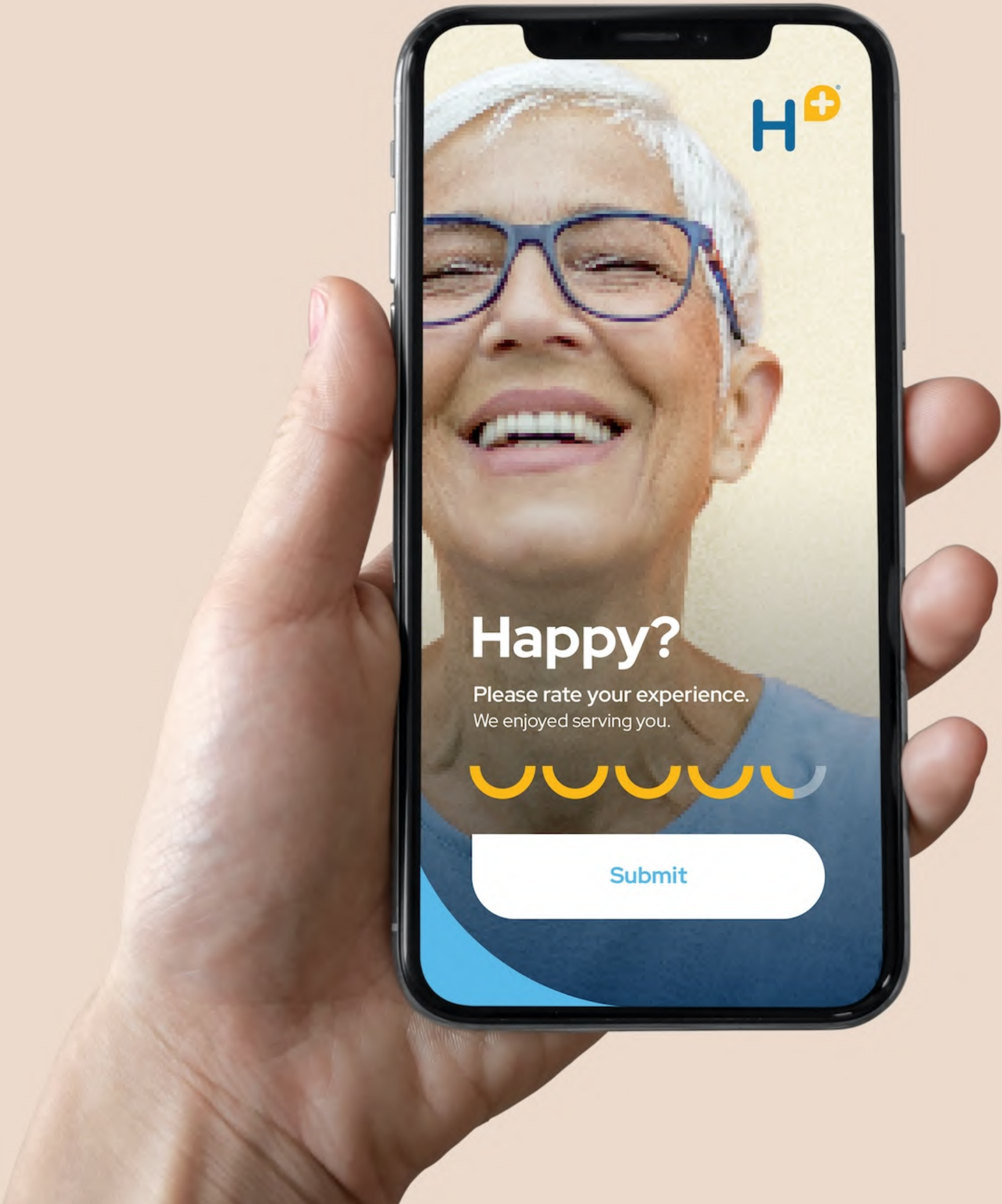


We offer a wide selection of high-quality comfortable, healthy foot care products that help to put some pep in your step. Give your feet something to smile about.



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H+

HAPPY FEET+[®]