STUBBORN AMATEUR

DO IT YOURSELF

www.stubbornamateur.com

Stubborn Amateur Brand & Style Guide

Michael Morris

April 16, 2023

INTRODUCTION

Brand Story

The Stubborn Amateur is a collection of do-it-yourself (DIY) instructions and stories. Our content seeks to inspire the spirit of creative problem solving in the face of new challenges. Pride and independence are the rewards for self-reliance. Every expert was once a stubborn amateur.

Mission/Vision/Values

Mission

Our mission is to write plain-language content that educates and inspires readers to creatively solve problems.

Vision

We envision communities of people that celebrate each other's abilities to adapt and preserver.

Values

Agency: Self-improvement is available to everyone.

Literacy: Understandable writing is the foundation of information sharing and problem solving.

Adaptability: Success grows from the ability to combine traditional solutions with new possibilities.

Generosity: We generously share experience to support our communities.

Confidence: The first step to success is always a belief in personal ability.

Audience

The Stubborn Amateur audience includes anyone learning and using life skills in new situations. The age range spans teenagers to young adults. Anyone that rises to new challenges with optimism is a stubborn amateur.

Young families make up an important segment of our audience. New parents are responsible for continuous learning and teaching at the same time. Parenting embodies the spirit of a stubborn amateur.

The content is understandable for a middle school reading level. It is written this way to be accessible to a wide audience and shareable with others.

MEDIUM / PLATFORMS

Platforms

Content is hosted on:

- Instagram /Twitter
- PDF
- www.stubbornamateur.com
- You Tube

Instagram / Twitter

Social media content may include:

- Links to completed articles on www.stubbornamateur.com.

- Written posts or images related to the Stubborn Amateur mission, vision and/or values.
- Future project ideas.
- Partially completed projects with comments about the learning process.

PDF
Content can be formatted as PDF for download and sharing.

www.stubbornamateur.com
Web content must always include a problem and solution that is successfully resolved.

Appropriate topics must be related to:

- Self-reliance
- Do-it-yourself projects
- Traditional skills
- Community
- Environmental conservation

YouTube
Stubborn Amateur video content hosted on You Tube must:

- Adhere to the brand style, mission, vision and values.
- Be linked directly to a www.stubbornamateur.com article with supplementary information.

LANGUAGE AND GRAMMAR

Voice

Use the active voice as much as possible.

Tone

The Stubborn Amateur tone is friendly and humble. Content is written from the perspective of a resourceful amateur. Tone should be confident and knowledgeable but not authoritative.

Language Use

Content is written for a middle school reading level to appeal to a wide audience. Content must never use profanity. In general, avoid controversial subject matter.

Spelling

In general, use Canadian spelling in all publications.

Examples:

- Colour
- Behaviour
- Centre
- Catalogue

Verbs

Keep verbs clear and simple. Use plain language.

Person/Tense

Use the appropriate person for the information type. Stubborn Amateur content is a combination of personal experience and concept discussion. As such the most appropriate verb tenses are first and third person. The second person tense should be avoided.

First Person Tense

First person tense is appropriate when writing about personal experiences as example only.

Second Person Tense

As much as possible avoid the use of the second person tense which is indicated by the personal pronoun *you*.

IMPORTANT:

When writing content in the second person tense include liability disclaimers and safety information. Content should not be written as direct instructions.

Third Person Tense

Use the third person tense for content about facts, concepts and results. This tense uses third-person pronouns such as *it* and *they*. Stubborn Amateur content relies heavily on concept discussion so use the third person tense when possible.

PUNCTUATION

Colons

Use colons to indicate that related information will follow.

Colons in Running Text

- Use a colon to indicate an in-line list after an independent clause.
- Use a colon after the label of a note or a list of definitions.

Commas

Use commas to separate elements in a sentence.

Commas between Clauses

- Use commas between independent clauses that are separated by a coordinating conjunction.

Dashes

Avoid the use of dashes.

Exclamation Points

Exclamation points can be used in content about personal experience. Do not use exclamation points in procedural writing or instructional information.

Quotation Marks

Use double quotation marks when including a quote in content.

Single quotation marks can be used when indicating a word with a special sense that does not have another suitable word.

FORMATTING AND ORGANIZATION

Headings

Headings appear throughout content. They are used to frame and summarize related information.

- Order content by headings logically.
- Use consistent typographical style for headings.
- Make headings brief and descriptive.
- Do not end headings with a period or colon.

Level 1 Headings

- On www.stubbornamateur.com, level 1 headings are written in white text with a black background that spans the width of the document.
- There are generally only level 1 headings on website content.
- In PDF documents, level 1 headings are generally centered in the page, written in all capital letters and bolded.

Level 2 Headings

- In PDF content, level 2 headings are aligned along the left side of the document, underlined and bolded.

Level 3 Headings

- In PDF content, level 3 headings are indented, and italicized.

Lists

Lists are used to organize multiple pieces of related information. Dependent upon the information type, lists can be formatted as ordered or unordered.

Unordered Lists

- Use this type of list when sequential ordering is not important to the information presented in the list.
- In general, arrange items of an unordered list alphabetically.
- Use the solid black bullet point for the first level of unordered lists.
- Use the bullet point with a black line and no fill for the second level of unordered lists.

Ordered Lists

- Use numbered lists when the sequential order to the information is important.
- For www.stubbornamateur.com content use the number followed by a parenthesis format.
  - Example: 1), 2), 3)….
- For content in PDF format with numbered lists use the number with a decimal place format when possible.
  - Example: 1.0, 2.0, 3.0…

Figures

Use figures with written text content to clarify or add information.

- Include a label at the bottom right for the figure.
- Figure labels should include a number and a brief description.

Important, CAUTION and WARNING Notices

Use headings or other text features in content to alert readers to potentially dangerous or important information.

- *Important* notices indicate central information to the content's intended purpose.
- *CAUTION* notices are included immediately preceding content that may include the possibility of minor safety risk or property damage.
- *WARNING* notices are included immediately preceding content that may involve significant risk to personal health and safety.

Danger Notices

Use *DANGER* notices with a heading or other text feature immediately preceding content that may be potentially lethal or extremely hazardous.

UNITS OF MEASUREMENT

International System of Units

Physical measurements should include the International System of Units and the United States system of measurement in brackets.

- Examples
    - 25.4 – 50.8 mm (1 – 2 inches)
    - 10 m (32.8')
    - 4 km (2.48 miles)

Dates

Dates in Text

Include dates consistently throughout content. In text, use a written form of the date expressed in the sequence: month, day and year. Write the month in text, the day as a number, followed by a comma and then the year in numerical format. Do not include superscript modifiers to days.

- Examples
  - January 1, 2023
  - March 10, 2023
  - December 17, 2023

File Naming Convention and Dates

When naming a PDF file, include the date at the beginning of the file name. The date is written entirely as numbers following the sequence: year, month and day. Do not separate the numbers with any other symbols. Follow the date with an underscore.

- Examples
  - 20230101_ to mean January 1, 2023
  - 20230310_ to mean March 10, 2023
  - 20231217_ to mean December 17, 2023

BRANDING

Colour Scheme

In general, use a consistent colour scheme in all content and branding. Textual content is primarily black text on a white background with green textual features. Tan is an acceptable tertiary accent colour.
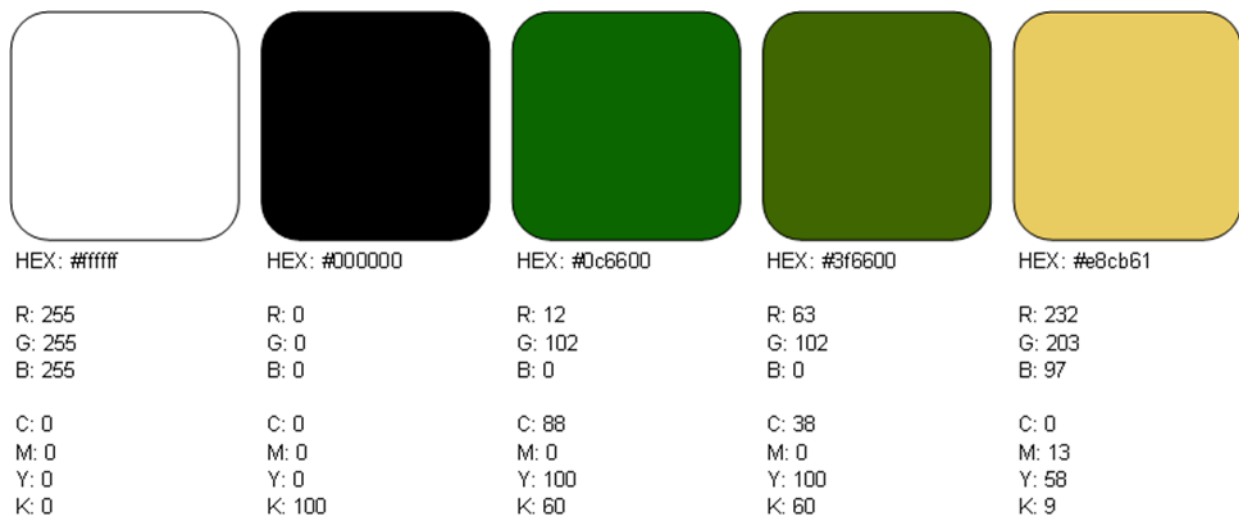
Stubborn Amateur Brand Colours

HEX: #ffffff	HEX: #000000	HEX: #0c6600	HEX: #3f6600	HEX: #e8cb61
R: 255	R: 0	R: 12	R: 63	R: 232
G: 255	G: 0	G: 102	G: 102	G: 203
B: 255	B: 0	B: 0	B: 0	B: 97
C: 0	C: 0	C: 88	C: 38	C: 0
M: 0	M: 0	M: 0	M: 0	M: 13
Y: 0	Y: 0	Y: 100	Y: 100	Y: 58
K: 0	K: 100	K: 60	K: 60	K: 9

Figure 1: Stubborn Amateur Colour Scheme

Stubborn Amateur Colour Distribution

Written content is black text on a white background. Green is the accepted secondary accent colour. Tan is the accepted tertiary accent colour.
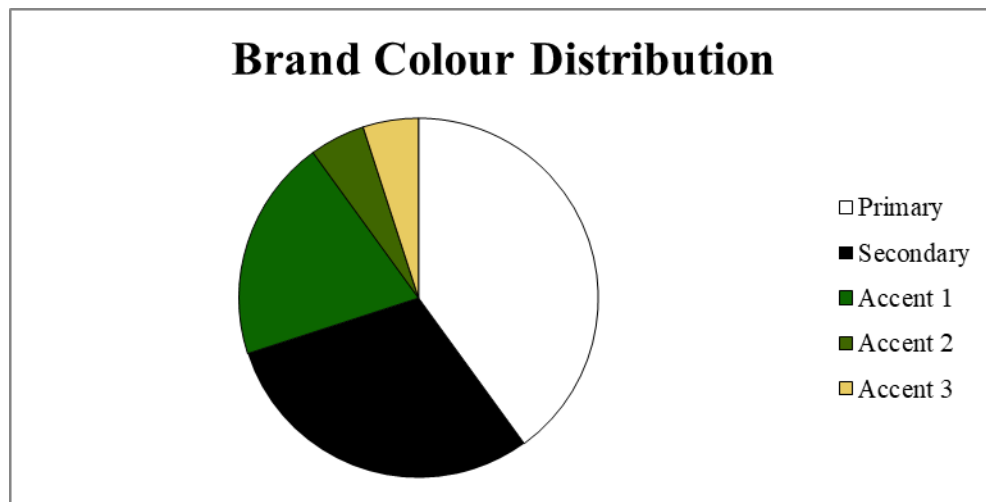

Brand Colour Distribution

□ Primary
■ Secondary
■ Accent 1
■ Accent 2
□ Accent 3

Figure 2: Stubborn Amateur Colour Distribution

Images

Include images that are related to written content when possible. Images should be clear and in focus. Image subjects should be unambiguous.

General images of the outdoors are considered on brand as long as they meet the following criteria:

- No people are depicted

Image Size

In general, follow these approximate size guidelines when including images:

- Inches: 6" x 4.5"

- PPI: 576 x 432

Image Boarders

In general, frame images with a rounded boarder and a gray shadow effect.

Logo

The Stubborn Amateur log is black text on a white background with green accent colours. Text font is Times New Roman. The logo can appear with text only or can include the images of the founder's face as a black image on a white background. Include the logo in the upper right corner of PDF documentation and the website.

Figure 3: Stubborn Amateur Text Logo

Figure 4: Stubborn Amateur Logo

Icon

The stubborn amateur Icon is a monochromatic black image of the founders face on a white background surrounded by a green circle.

Include the icon with web content features.

- Examples
    - customized web page logo
    - webpage interactive hyperlinked buttons to the www.stubbornamateur.com home page
    - Profile images on official Stubborn Amateur social medial and You Tube accounts.

Figure 4: Stubborn Amateur Icon