

# Our Bland Guidelines

# We're like any other bland.

## Our Bland Story

---

Our Bland is the result of many bland meetings and brainstorming sessions where no one in the Bland Team or the rest of the business could agree on anything.

We're like any other bland: unremarkable. It's our point of indifference — our USP (Unoriginal Selling Point).

# Why stand out when you were born to fit in?

Our Bland Positioning Statement

To **share** bland  
communications  
with the world.

**Our Bland Purpose**

# To always go unnoticed.

**Our Bland Promise**

# We are always DAPHT

**D** Dedicated  
**A** Authentic  
**P** Passionate  
**H** Helpful  
**T** Trusted

## Our Bland Personality

---

We work hard at not grabbing our audience's attention, so we identify with five ineffective characteristics that make sure we are totally unidentifiable.

**bland** ✓

**bland** ✗

## Our Bland Logo

---

Our Bland logo should go on everything. It's our Bland seal of disapproval — our way of saying we don't really care about the communications we put out into the world.

# Always make the logo bigger.

Our Bland Logo Rule



# Our Bland headline font is Arial - 135px

Our Bland sub-heading font is Calibri. It's the blandest font around, so of course we use it in every ignoreable sub-heading - 38px

Our Bland body copy font is Arial. It's used by all our competitor blands — and every other bland — so we look exactly the same as everyone else - 28px

**Our Bland Fonts**

---



Facebook Blue

Too social ❌



NHS Blue

Too clinical ❌



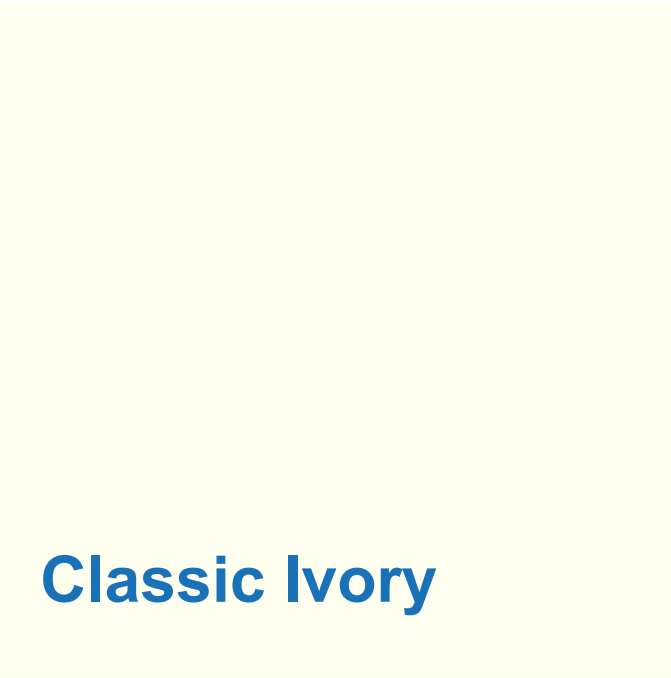
Bland Blue

Perfectly bland ✅



Off-White

Too white ❌



Classic Ivory

Too classic ❌



Bland Vanilla

Perfectly bland ✅

## Our Bland Colour

Our Bland colour is blue with a hint of vanilla.

Our Bland blue is unremarkable and unmemorable, which makes it the perfect colour for all our Bland communications.





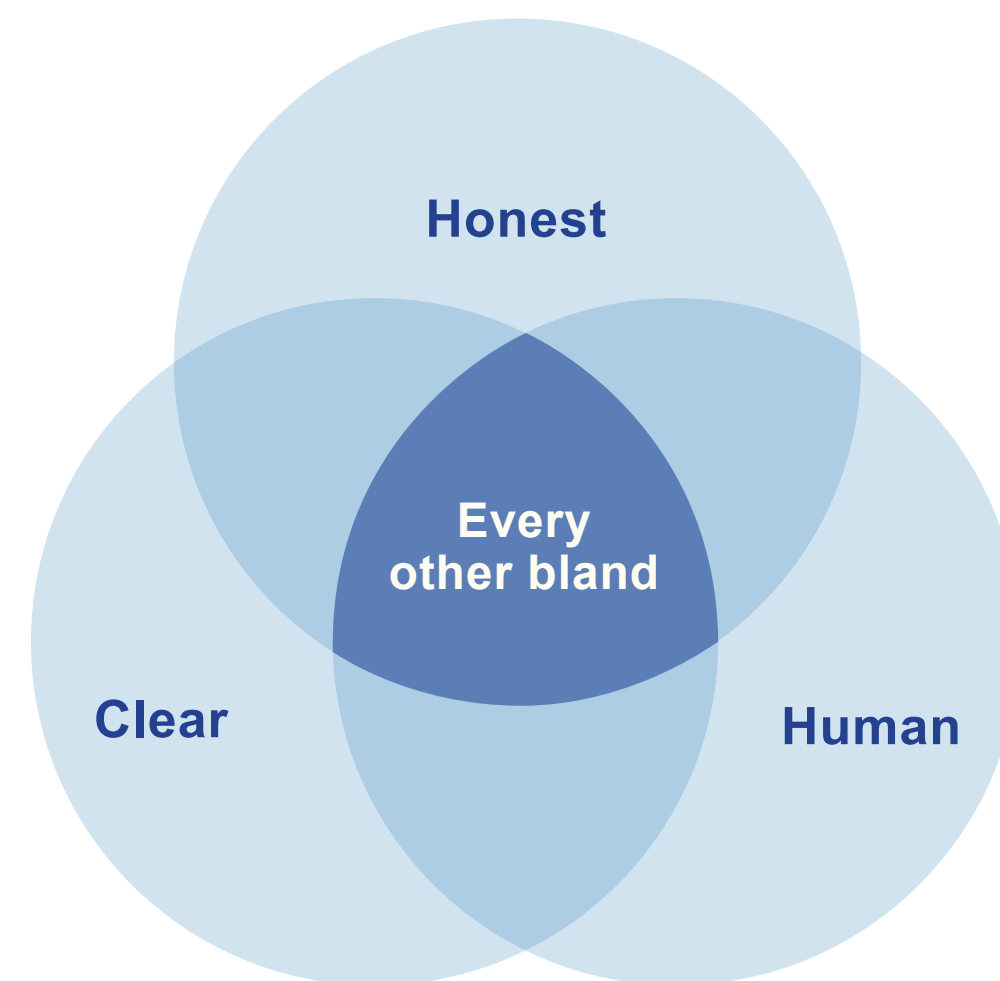
## Our Bland Imagery

---

Our Bland imagery is identical to the stock imagery that our competitor blands — and every other bland — use. Mindless, unremarkable and nauseating. In a world of bland, the model must always be smiling.



# Our Bland voice is clear, human and honest.



## Our Bland Voice

---

It's important to make sure our voice isn't heard so we follow three meaningless principles that don't distinguish us from any other bland.

# Totally Mundane™

Bland isn't a registered trademark and the contents of this book aren't protected due to similarities with every other bland in the world.

Created by: Vikki Ross, Vikki Ross Writes. Paul Mellor, Mellor&Smith.  
Grace State, Mellor&Smith. All rights reserved and copyright © 2019.  
Feel free the share this splendid book but please do credit the creators.  
Otherwise that's just rude.