



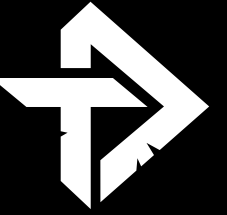
DEFIANT
10 - 31 - 18

| SOCIAL
WORKBOOK



S O C I A L

W O R K B O O K



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// SECTION ONE //

Introduction —

// SECTION ONE //



Overview

PURPOSE

Develop social comms plan on FPO social channels leading up the launch of the team brand

OBJECTIVES

- Build core audience in our region
- Establish a TOV
- Build anticipation and hype for the launch of the team
- Develop frequent content across social channels

ACCOUNTS

- Twitter - @TorontoOWL
- Instagram - @TorontoOWL
- Facebook - @Toronto OWL



MANTRA

We are true to ourselves, and rise above the challenge.
We understand that our differences are the things that make us stronger,
We are a city of many united with one belief — never back down.

**And when we rise, we rise together.
We are Defiant.**



Toronto Defiant —

WHAT IT MEANS TO US

Never giving up

Being true to yourself and others

Not bending to popular opinion

The beloved underdog

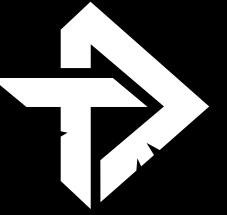
WHAT IT DOESN'T MEAN

Resistance / revolution

Fighting against the system

Hate or aggression

Bringing down others



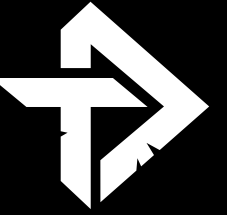
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Who we are

BRAND PERSONALITY (CONSUMER FACING)

United | Strong | Gritty | Self-expressive



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// SECTION TWO //

Let's get it.

// SECTION TWO //

COMMUNICATIONS

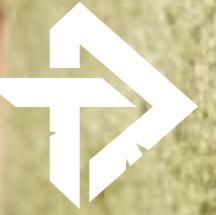
Tone of voice

This human. We picture the voice of the defiant being an unabashed, wholesome, gender agnostic, hacked-brand donning, intelligent & clever, late 20's something. Someone who does them no matter what – but puts crew love first.

Honest | Street | Supportive | Gracious | Poised

VISION

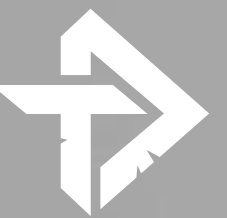
- Nonchalant
- Rallying / anthemic
- Not afraid to get those d'awww's
- Consult urban dictionary
- Drop grammar sometimes (We vs. We've)
- Talk in the we
- Be faceless



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PATRICK STEWART



DONALD GLOVER

Toronto Defiant @TorontoDefiant · Oct 23
Getting final preps done for tomorrow eve. Here's a sneak peak at a little something we have in store 🙌🙌 #TOxOWL #RiseTogether



Toronto Defiant @TorontoDefiant · Oct 24
Over the last ten years, both Toronto, and Esports have gone from side stage, to the main stage. Tonight, we honour all those that chose to never back down, that pushed on, stayed true, and made our city, and our game – world-class. This is for all of you. #TOxOWL #RiseTogether

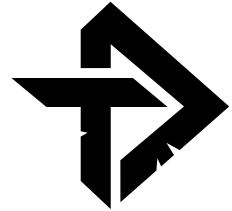


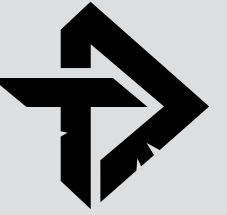
Toronto Defiant @TorontoDefiant · Sep 18
Our power will always be our people. To all of you – the too many to name: know that here, you are family. 🙌🙌🙌 #TOxOWL — Now, where are you repping from?



Toronto Defiant @TorontoDefiant · Oct 5
Enjoy the long weekend fam. To our crew down south - it's a short drive up, join the feast. You know we'll be down there in a month if you'll have us. 🙌

Toronto Defiant @TorontoDefiant · Sep 7
We call him inspiring, fearless, true, and Dad. 🙌🙌 @chrisoverholt #TOxOWL #OWL2019





COMMUNICATIONS

Emoji's

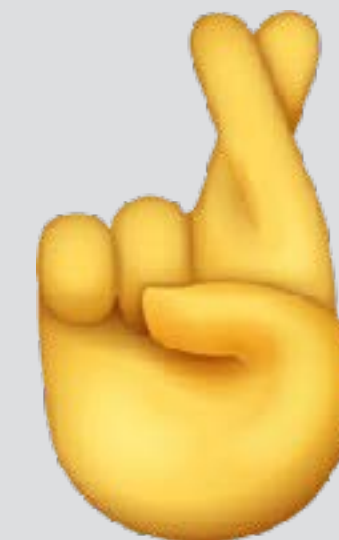
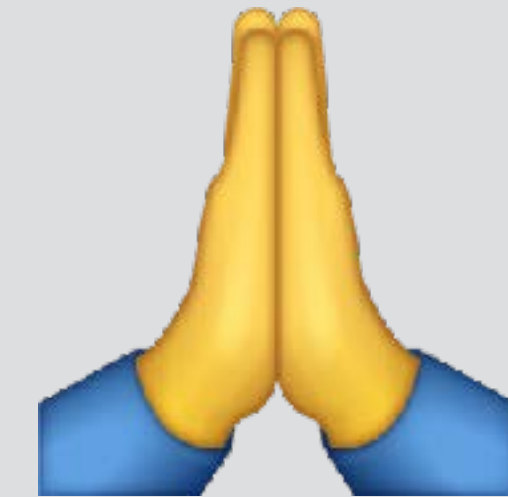
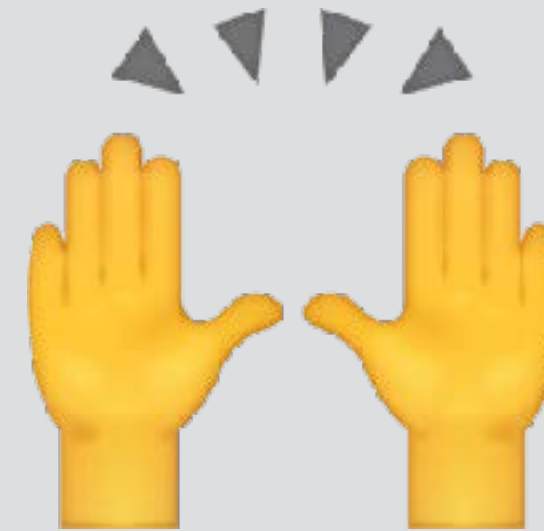
To follow up, or be our primary communication in some instances, a primary selection of hand signs should typically be used. This is not to say other emoji's cannot be used in some instances – such as flags, crystal balls, or up top shipping labels — but they should be used sparingly. The more we can generate these symbols as part of our identity and language – the better.

DO —

- Repeat hand symbols multiple times
- Combine multiple gestures into a narrative
- Use them as possible post content

DO NOT —

- Use any other colour than yellow (default)
- Use any face emoji's (we are faceless)



VISUAL INSPIRATION

Techwear // Streetwear

To compliment our more direct, and heavily graphic brand – the visual system we chose to take inspiration from was the outlier style of techwear. Known for its clean use of space, systemic — but disparate informational systems, and sleek use of sub-visuals, this style allows us to work our brand in multiple outputs, while being kept together simply by typeface, colour, and a wide array of rhythmic branding elements.

KEY POINTS

- Use attributing information in different ways
- Create a rhythm of contrast / cycle colours
- Make the eye happy with the search around
- References: Errolson Hugh & his many projects.
Ash Thorp, Ghost in the shell / Akira



CTA18
CALL TO ACTION CONFERENCE

WINNERS TO BE ANNOUNCED

CONTENT IS THE REASON SEARCH BEGAN IN THE FIRST PLACE.

MADE WITH ♥ IN VANCOUVER

unbounce

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WINNERS TO BE ANNOUNCED

REVOLUTION

MADE WITH ♥ IN VANCOUVER

unbounce

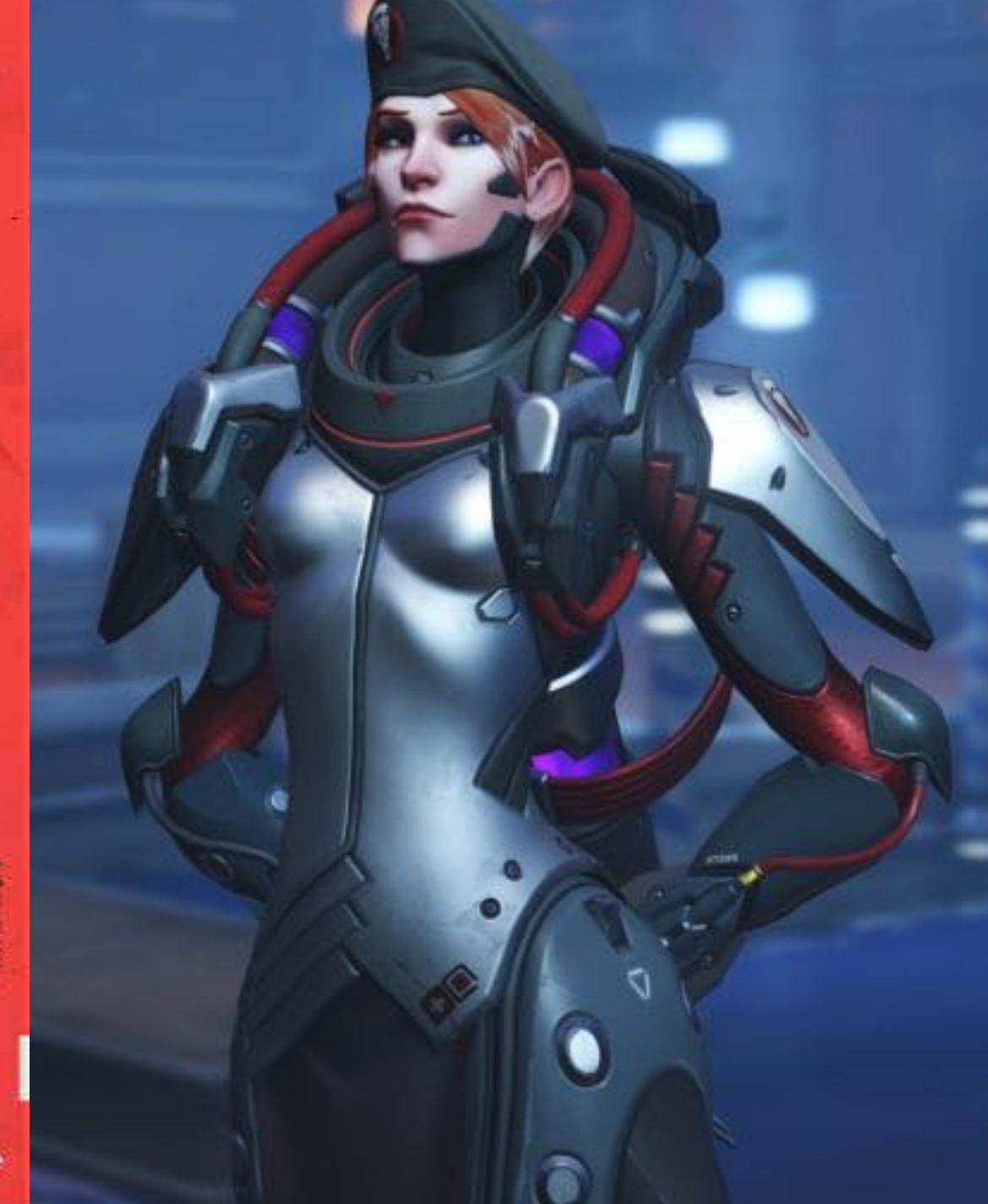
CTA18
CALL TO ACTION CONFERENCE

WINNERS TO BE ANNOUNCED

NOTHING BEGETS CREATIVITY LIKE CONSTRAINTS.

MADE WITH ♥ IN VANCOUVER

unbounce



AKIRA

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DISTÓPICOS

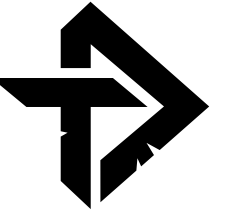


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KILLER PIZZA

die by pie

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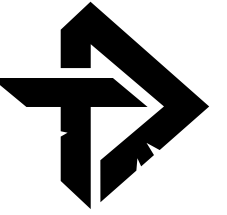


EXP. 01 // TWITTER



EXP. 01 // FB & THE-GRAM

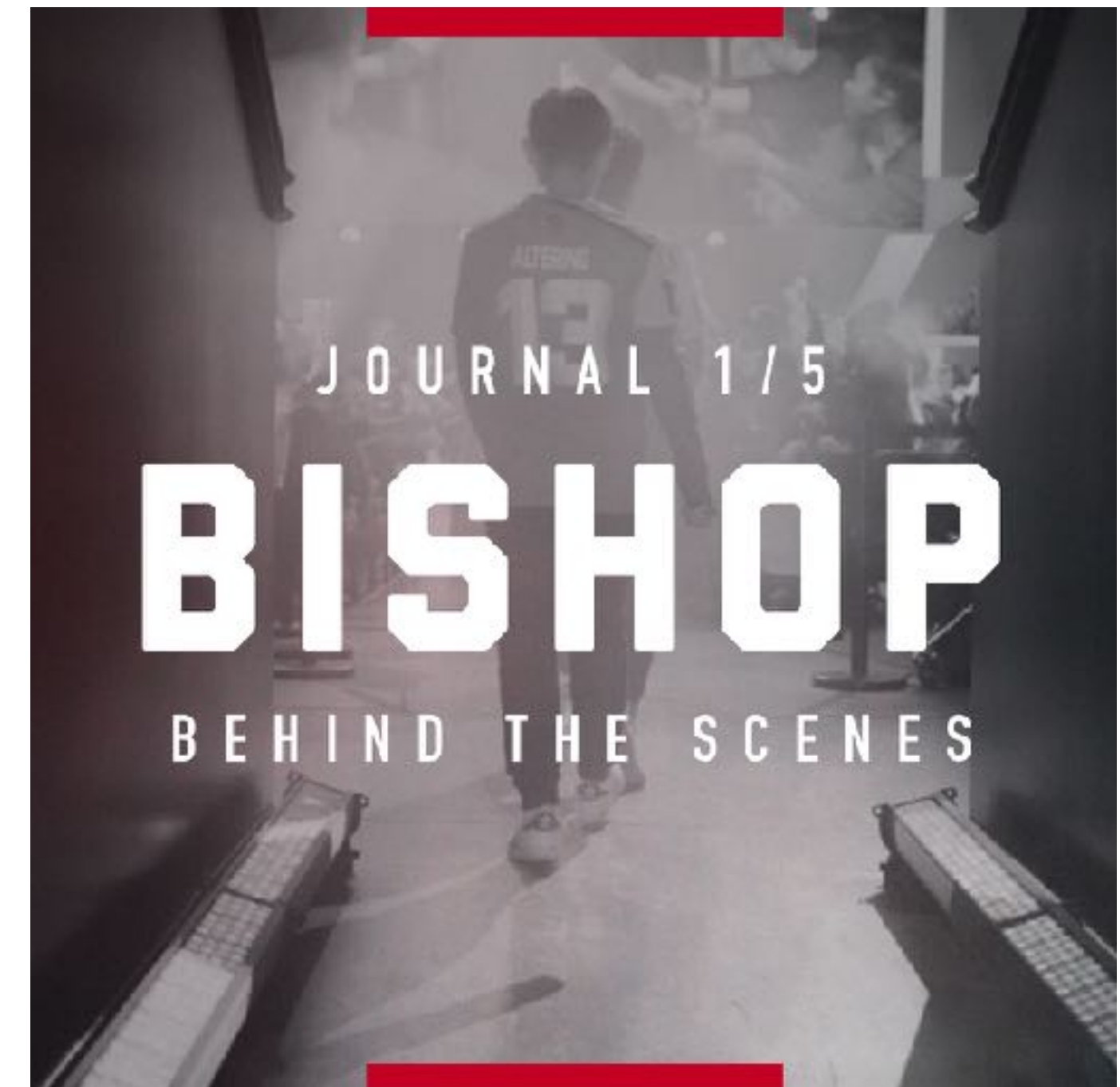


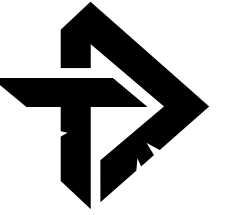


EXP. 02 // TWITTER



EXP. 02 // FB & THE-GRAM



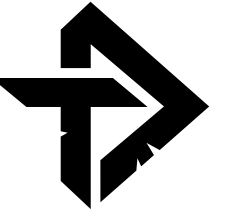


EXP. 03 // TWITTER



EXP. 03 // FB & THE-GRAM



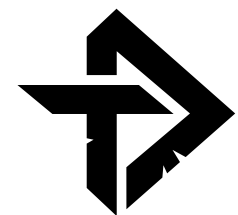


EXP. 04 // TWITTER



EXP. 04 // FB & THE-GRAM





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TOGETHER



#RISE
TOGETHER

2019

UNITY
STRENGTH
DETERMINATION

DEFIANT
TOGETHER



#RISE
TOGETHER

2019

UNITY
STRENGTH
DETERMINATION

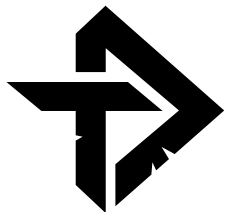
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2019

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VISUAL INSPIRATION

Photography

For our photography outside the arena and shots lifted from blizzard – keep things moody, but with personality. Each of our members has personality traits we should lift out and embrace. For lighting, use the natural environment with depth of field. And for sets – look to create feature lighting that runs in the gambits of our brand colours.

KEY DETAILS

- Environmental lighting
- Grit, grain, dust, smoke, all welcome
- Moody, but with individual flare
- Utilize brand colour
- Shoot far, medium, and close to develop a strong database of shots



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ODESZA
FALLS
KASKADE REMIX





COMMUNICATIONS

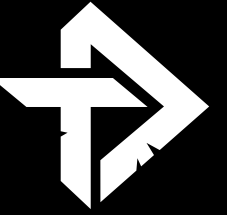
Community replies

As people reply to our comms, we should monitor to insert ourselves into some of the chatter. One of the easiest ways, is through gifs (splyce has been doing a killer job thusfar) — how we select a choice gif, is something we will work on, evolve, and develop a pool. However in the mean time, here are some parameters.

PARAMETERS

- Should talk to our tone / brand character
- Steer clear generally from kids cartoons
- Don't believe the hype – try for ripe memes.
- Do use, but don't overuse Drake.
- Generally – select gifs off the basis we are an urban 27yo

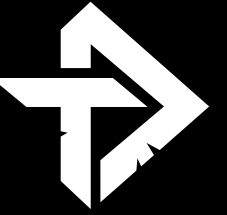




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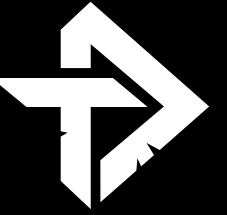
Let's keep hitting this



// SECTION THREE //

Talk time

// SECTION THREE //



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Thank you.