

# brynd book

version 1  
August, 2023



# contents

introduction . . . . .	3
brynd strategy . . . . .	4
visual identity . . . . .	8
verbal identity . . . . .	19
contact . . . . .	24

you are so much more than a brand  
(according to me, a brand)



hi there 🖐️

I'm bryn dodson, an anthropomorphic personal brand.

in this book, I teach you how to be you, like me.

this will come in handy when working with my brand and impersonating me for fraudulent reasons.

these guidelines are me. I am them. please follow them with absolute consistency and cultlike devotion.

thank you, good luck!

brynd  
strategy

## our vision

and I looked, and behold a pale horse: and his name that sat on him was Death, and Hell followed with him.

## our mission

never talk about our vision.

# our positioning

we deliver premium, approachable chaos to any audience that makes eye contact.

# our personality

we are an exhausted manic pixie dream boy

playful  
jaded  
chastened  
unhinged

if we were a few years younger, we'd be watching the sunrise and talking about how crazy it is that we're here in this disused shipping container.

but time runs its greedy hands through the remnants of our tousled hair, and we're feeling cute but nature might delete any year now.

our humor is kind of bleak these days. you'll never forget that night at the abandoned mini golf course but we just seem so tired all the damn time.

visual  
identity



our logo

BRYN DODSON

BRYN DODSON

on purple

BRYN DODSON


on white

RYN B SNORF

on acid

our logo

BRYN DODSON



the letters of the logo form  
words identical with our  
name, symbolizing us

our logo

BRYN DODSON

our logo requires infinite clear space. at this moment the Andromeda galaxy, millions of light years away, is infringing on our clear space

∞

∞

∞

∞

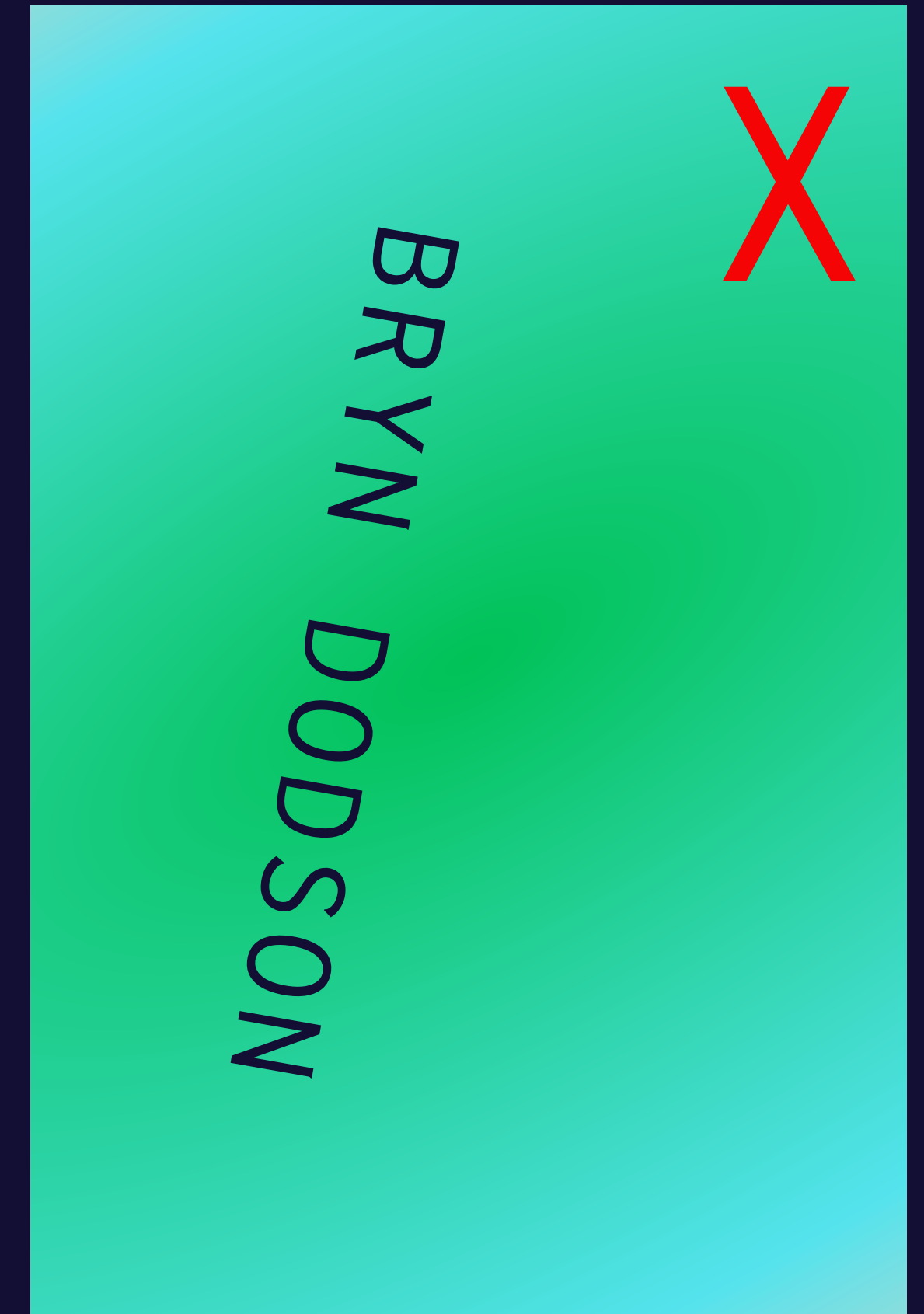
logo misuse



**never** place our logo on a rocket and fire it into the sun.



**never** poison the tip of an umbrella featuring our logo and use it for murder without permission from the brand team.



**never, ever** let our logo fall into the vortex gradient.

color palette

our palette represents frenetic activity leaving faint traces on a backdrop whose vastness precludes even despair. 'look at me!' it shrieks, in a void from which no echo returns.

inner  
turmoil  
#130E34

lurid  
jungle  
#00C257

kiss 'n'  
teal  
#54E3ED

I'm a  
millennial!  
#F797D7

taupe o'the  
world  
#D8D4C5

funeral  
shroud  
#FAFAFC

## typography

### headers

**inconsolata** is a monospace font which expresses nostalgia for a bygone age of typewriters and human emotion.

Aa Bb Cc Dd Ee  
123456890

### body copy

**source sans pro** is a clean and modern sans serif that doesn't have any goofy looking letters.

Aa Bb Cc Dd Ee  
123456890

### secondary script

a fun n flirty script, **goldney** is used strictly for primal screams and emo lyrics.

*this is how you remind me  
of what I really am*

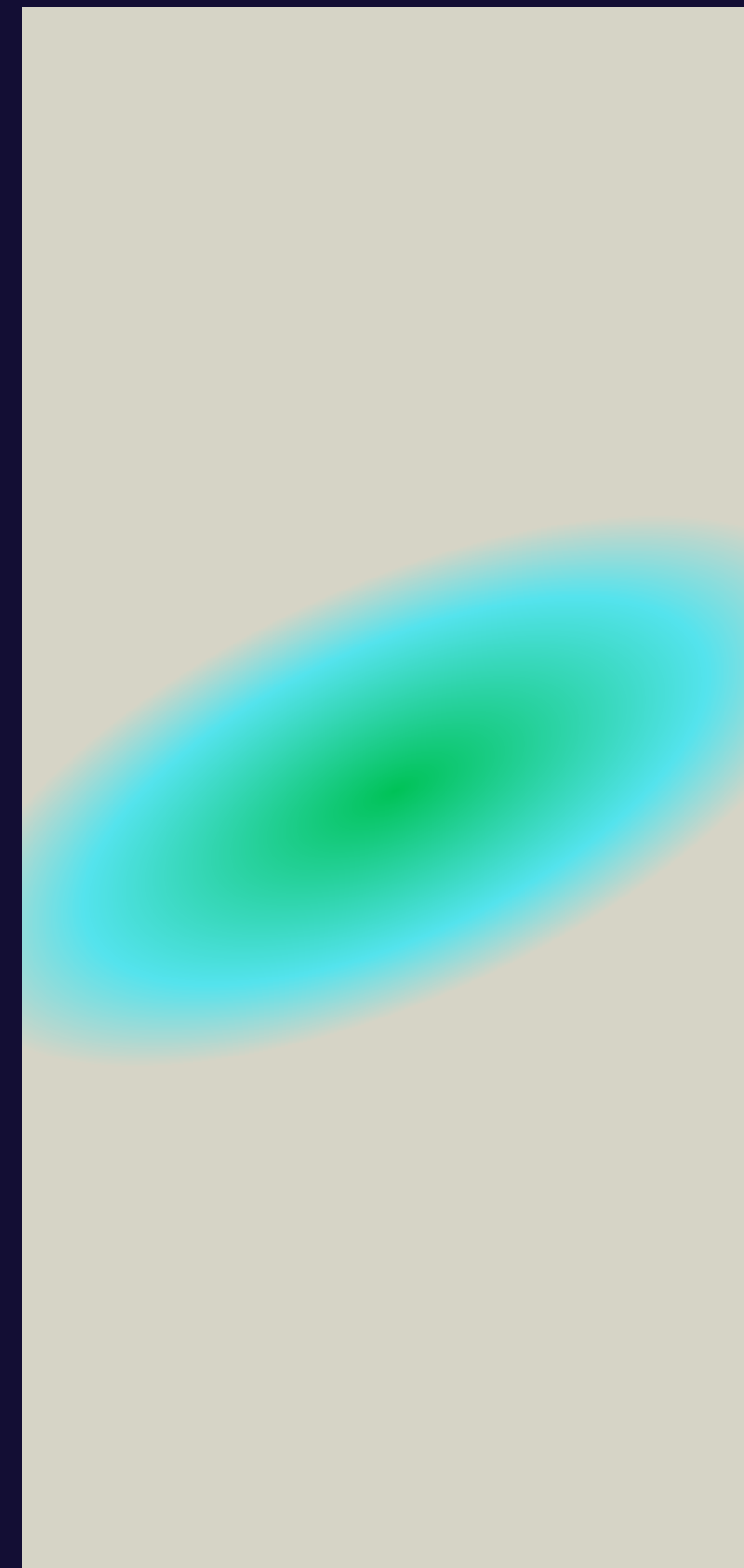


brand element: vortex gradient

our brand will own the vortex gradient, inspiring our champions and dragging our enemies into cycles of bewilderment.

the vortex is a radial gradient angled at 27 degrees, with two color stops at its extremities and a third equidistant between the outer color stop and a point halfway between the outer and inner color stops. the symbolism is obvious.

zoomed in to different magnifications, the vortex gradient flexibly represents the three primary human emotions.



indifference



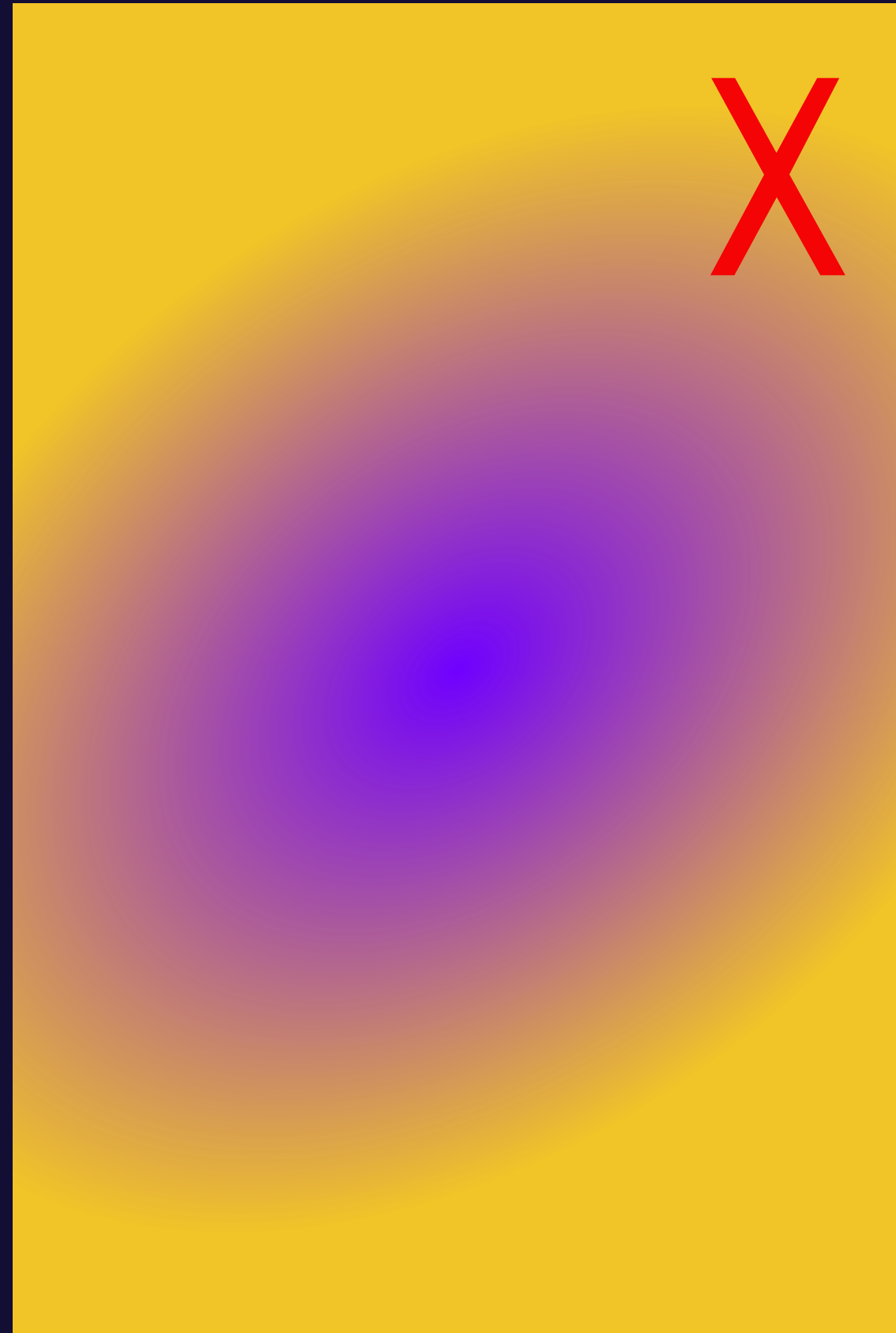
belligerence



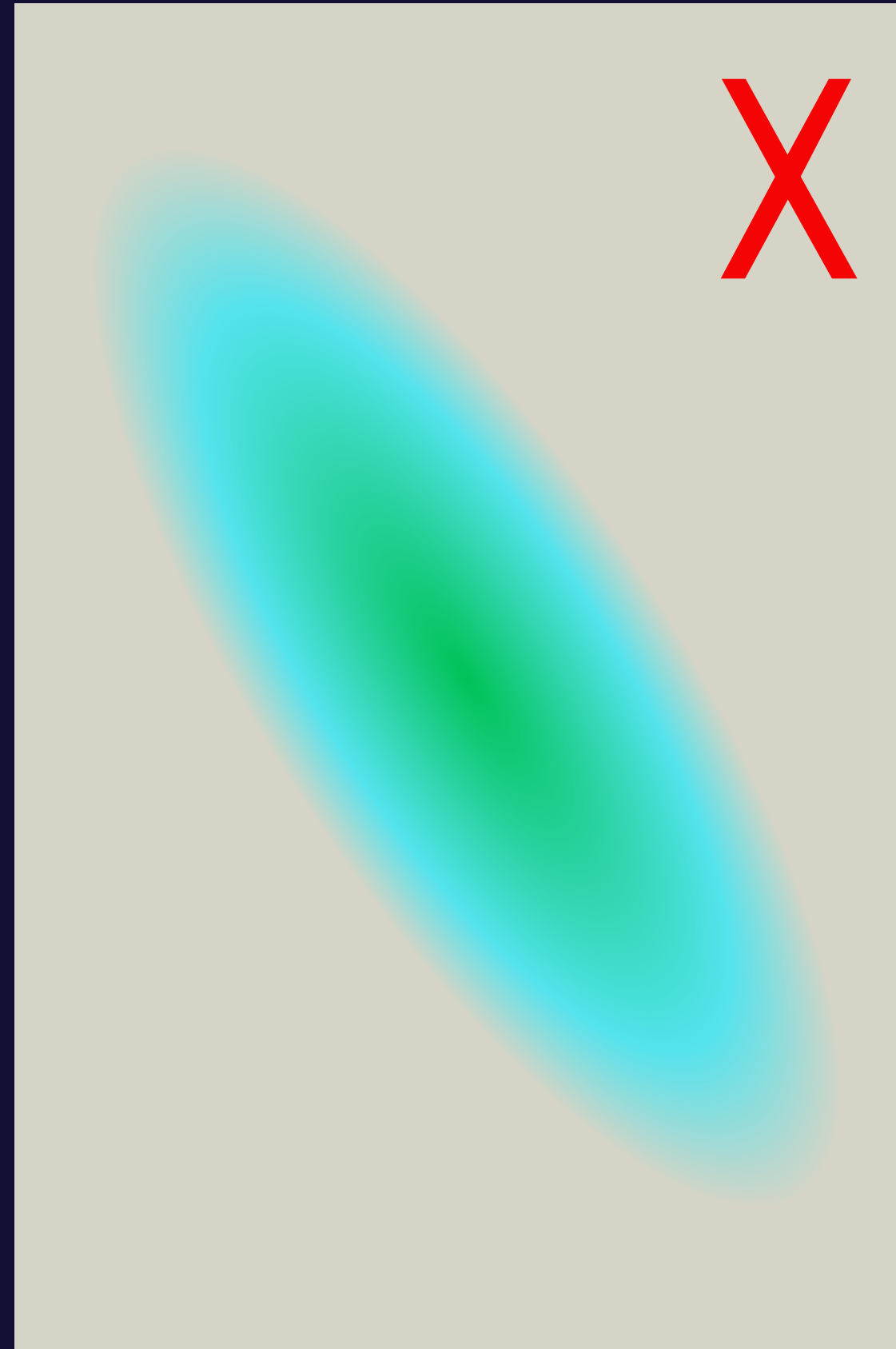
terror



improper vortex usage



**no** off-brand colors



**no** jaunty angles



**no** trash in the vortex



image direction

3-D paper birds look cool and nod to lost days of whimsy.

please take this time to appreciate these dramatically lit 3-D paper birds on dark backgrounds.





verbal  
identity

verbal identity

# our voice

our voice expresses our brand personality,  
the exhausted manic pixie dream boy.

by heightening the contradictions of our  
personality, our voice descends down our  
personality spiral.

playful  
jaded  
chastened  
unhinged

our personality spiral

our playful style  
conceals jaded content,

until, ashamed and  
chastened, we lash out in  
unhinged ways,

cracking a playful joke  
to pretend it's all fine

verbal identity

# applying our personality spiral

the following passage applies the  
personality spiral.

as you read, pay attention to how the  
emotions build on one another to create  
an uncomfortable feeling of a mind  
unraveling in real time.

application

hi kids,

so I started an email newsletter.  
perhaps it was inevitable.

I named it after kittens as a cynical  
way to exploit the popularity of a  
defenseless animal. perhaps one  
day the kittens will revolt and we  
will live in a society organized  
entirely around their whims.

although arguably that society is  
already here lol.

please subscribe!

— fun, playful  
introduction

— jaded turn

— chastened  
confession

— unhinged  
misdirection

— uncomfortable  
return to play

— strong call to  
action

verbal identity

# tone

you always speak with the same voice,  
yet you vary your tone to adapt to a range  
of situations. please tell me you do that.

our brand voice has 66 approved brand  
tones.\* please choose carefully.

\*please note our brand is **never** neutral good or  
lawful evil.

absent	embarrassed	plentiful
abstemious	emulsified	present
abundant	exhumed	ravenous
atrocious	expansive	relatable
assiduous	fun n flirty	repressed
awed	garrulous	risible
based	gaseous	salubrious
bashful	gelatinous	shrouded
biblical	gracious	specious
blazed	imprecatory	speechless
chaotic good	in denial	spicy
chaotic evil	inconsolable	spineless
chaotic neutral	lawful good	spiteful
cranky	lawful neutral	true neutral
cute	literally dead	unbounded
desperate	mild	unboxed
discombobulated	moderate	undenied
disenfranchised	monstrous	undercooked
dismissive	nebulous	unimaginable
dissembling	neutral evil	voluptuous
elaborate	obsequious	voracious
elevated	pedagogical	winsome

verbal identity

# voice application

instead of...

hi, I'm Bryn!

so I wrote a thing, I really hope you like it.

sorry, we can't find that page.

to contact us, please fill out the form below.

try...

welcome to hell. population: you.  
(just kidding. we're glad to have you!)

my pen has wept this narrative. despise, it,  
carry it in your heart, but do not ignore it.

no one is more disappointed in ourselves than  
we are.

you're not the first to ask for the manager, and  
you won't be the last.

contact

**for all brynd inquiries:**

bryn dodson

[bryndodson.com](http://bryndodson.com)