

BORIS JOHNSON

BORIS

THE BRAND.

JOHNSON.



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THE BRAND

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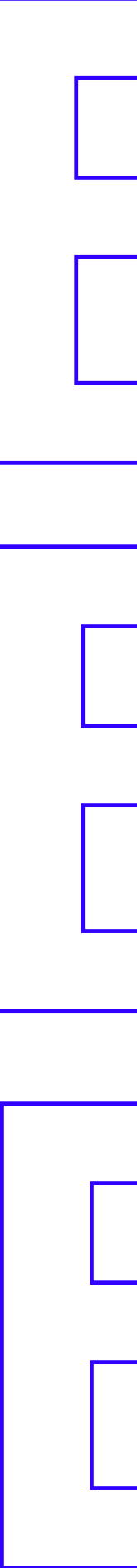
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BRAND

GUIDELINES

This is not your normal set of brand guidelines.

Because Boris Johnson is not your average Prime Minister. So while this document intends to provide complete clarity, consistency and direction to his approach as leader of the United Kingdom, Boris Johnson will just make it up as he goes along.



BE *ITALIC.*

BE **REGULAR.**

BE **BORIS.**



COMMUNICATOR. NEGOTIATOR. STORYTELLER.

For Eton-Educated Boris,
tone of voice is a potent weapon.

COLOUR

All PR is good PR. Refer to past examples like when Boris said “fuck business” and when he called the French “turds.”

BELIEF

Prioritise feelings over facts. Boris doesn’t get caught up in detail, but instead gives people impenetrable faith.

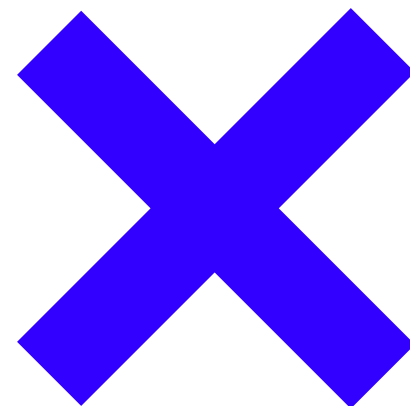
COMBATIVE

To appeal to the right, target the marginalised.
Past examples include calling women in burkas “letter boxes.”

SILENCE

Boris is prone to going off script. So in the run-up to key voting, pull him from debates and public appearances to preserve his approval ratings.

BORIS IS PERSONAL VALUES.



BORIS

STYLING IS ART DIRECTION.

PREMIUM. FRESH. HEROIC.
A highly curated look for extreme impact.

HAIR



Harness the hair. To appear relatable to the general public, Boris should ruffle up his locks prior to any engagements.

EXPRESSION



Boris is always focused on the job at hand. All that should lie behind his eyes are policies like tax breaks for the wealthy.

ATTIRE



Boris is tailored for both work and play. Always be prepared to unleash either business Boris or good time Boris.

BORIS IS COLOUR.



The foundational palette of Boris is as eclectic as the man himself.

PRIMARY

Blue is the principal brand Boris colour.

SECONDARY

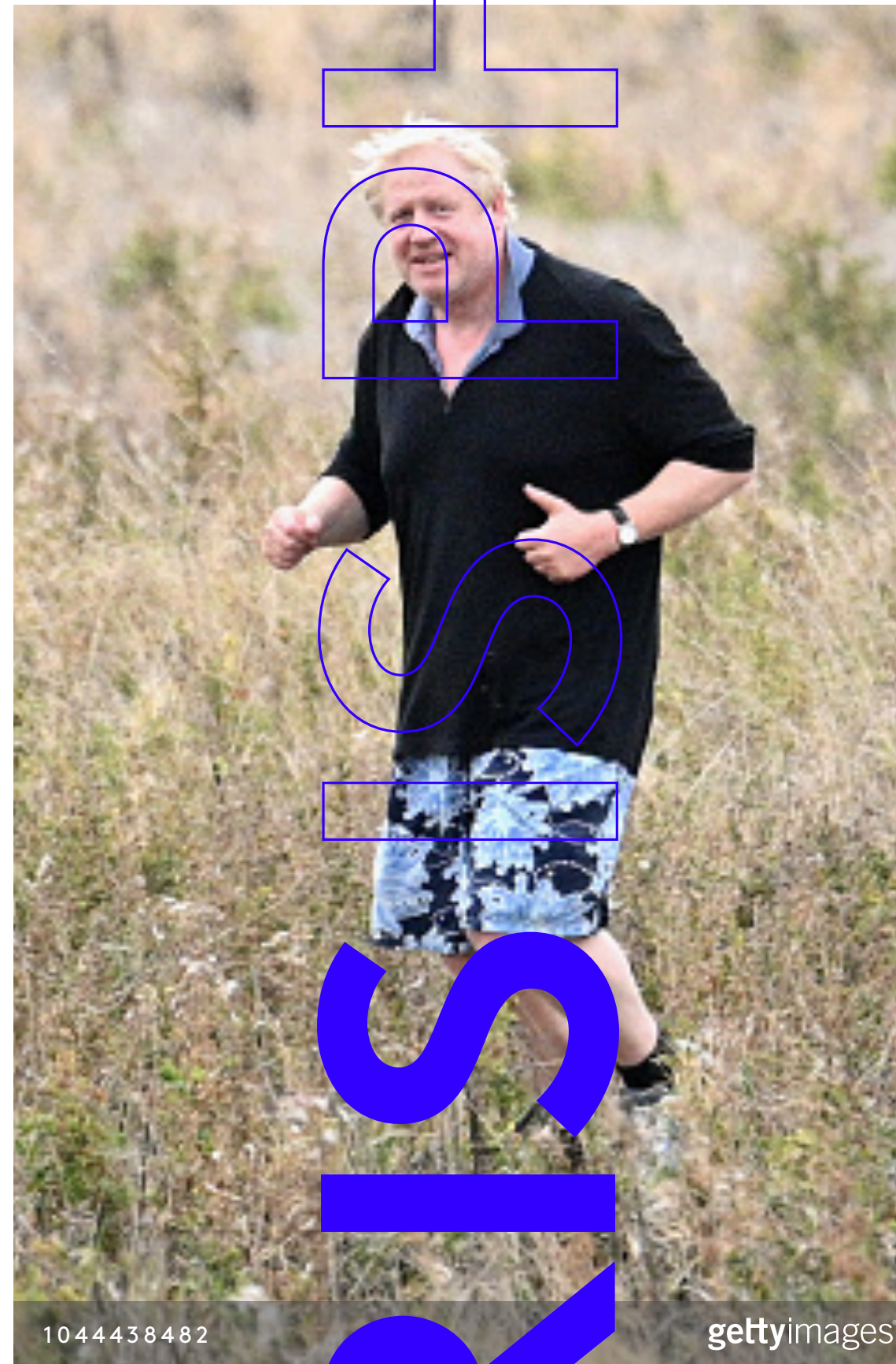
To attract maximum attention, elevate with red.

TERTIARY

Any highly visible colours. All attention should be on Boris.



WHEN WE
CAPTURE
BORIS,
EVERYTHING
IS ELEVATED.



PROPS

From Union Jack flags to plastic wrapped kippers.
Inanimate objects become potent political tools when
in the hands of Boris.

PEOPLE

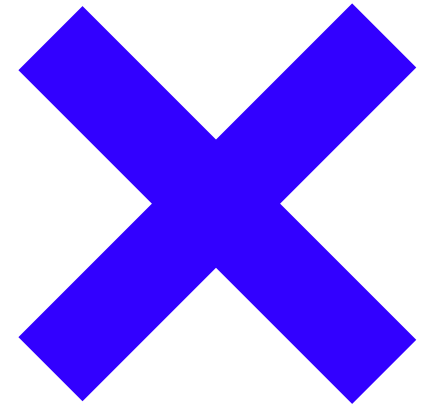
Get everyday people in the shot. Preferably northern.
This will act as a counter-balance to being labelled
London-centric.

VEHICLES

Leverage Boris' rich history in the transport sector.
Previous examples include Boris Bikes, the Thames Cable
Car and a red bus featuring a highly deceptive slogan.

JEST

General tomfoolery is Boris in his absolute element.
Anything that makes people say "Boris is not like the rest."



BORIS BIKES

DO
Talk about how Boris got Londoners moving.

DON'T
Mention it being Ken Livingston's idea. Simply stand firm and double down on it being Boris' suggestion.

GARDEN BRIDGE

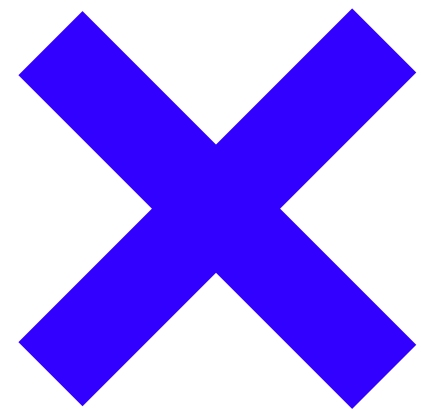
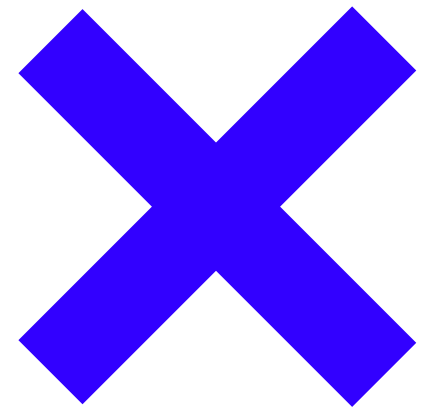
DO
Proclaim how this was a shining example of Boris' vision for London.

DON'T
Reference the £53m cost to taxpayers, despite a single brick not being laid. To divert criticism say it was Sadiq Khan's fault.

OLYMPICS

DO
State how Boris used the event to unite the country.

DON'T
Acknowledge Lord Coe. The four time Olympic gold medallist and head of the bid, who was widely cited as the mastermind.



**BORIS IS
EX-LONDO
MAYOR.**





IT IS EASY TO MAKE PROMISES
— IT IS HARD TO KEEP THEM.

BORIS JOHNSON

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