



RESSENCE

AHEAD OF TIME

Content

Welcome to our Digital Playbook.

This is the first of its kind at Resence.

We hereby want to support your digital efforts in promoting our Brand.

This Playbook will evolve over time to fit both your needs and Resence's.

Your feedback is key to the improvement of this tool. We are looking forward to hearing from you.

Enjoy this first edition!

The Brand & Communication team

brand@ressence.be.

[for content & brand strategy related questions]

digital@ressence.be

[for digital strategy related questions]

THE RESSENCE DIGITAL PLAYBOOK

BRAND ASSETS

CORE COLLECTION

OUR RECOMMENDATIONS

OUR ASK

YOUR DIGITAL CHECKLIST

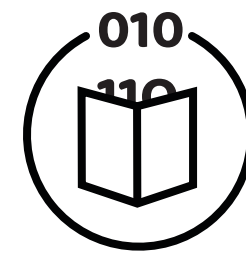
- . What it is
- . Why we built it
- . How to use it

- . Brand Identity and Visual Guidelines
- . Imagery
- . Editorial guidelines
- . Official digital channels
- . Hashtag strategy

- . TYPE 1's
- . TYPE 2
- . TYPE 3
- . TYPE 5
- . TYPE 8

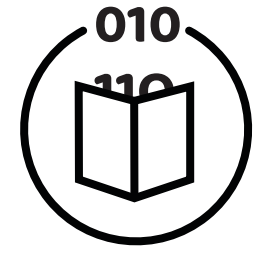
- . For your SEO
- . For your social media
- . For your Digital Customer Service, eCommerce & Data Protection

- . Support our launches
- . Be our digital ambassadors



Digital playbook

v1.0 April 2023



What it is

This digital playbook features our recommendations to contribute positively and efficiently to the brand's digital efforts, ultimately reaching more customers around the world and building Rescence's visibility and awareness.

What it is

Digital Marketing is comprised of 3 key areas: Owned, Paid, and Earned media. While we actively work on the Owned and Paid parts, we rely on you, our partners, to support us for the Earned portion.

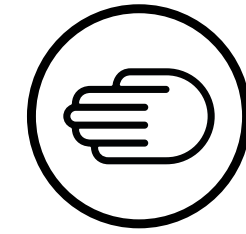
Why we built it

The primary goal of this document is to support you in your digital endeavours and share brand assets and best practice. It is also to help us ensure consistency, and a strong brand image across all digital channels and platforms.

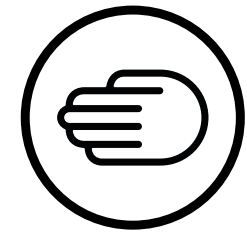
How to use it

We recommend referring to it at any stage of your digital strategy, to leverage the recommendations and best practices outlined.

Digital is continuously evolving, and it is important to keep up to date with the latest trends. We will update this document regularly; we thus recommend you to regularly check you have the latest version.



Brand assets



Brand Assets

Our Brand Identity is split in different ingredients that put together form our exclusive identity.

The guidelines are there to help you in promoting Ressence and stay true to the Brand.



Logo & Colours

Our logo - an outstretched hand - expresses our signature spirit: Humanity, universality and proximity.

Aa

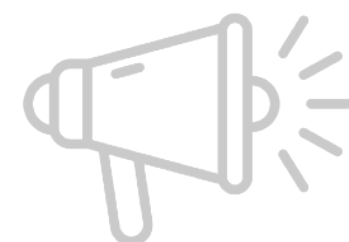
Font

Merlo is the font to use on every communication design (print & digital)



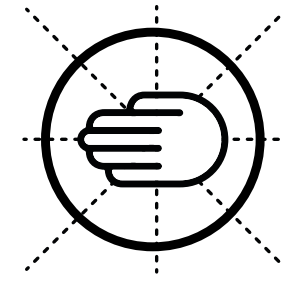
Imagery: Sleek, pure, minimalist...to the essence

Ressence images should be as sleek as possible without being austere.

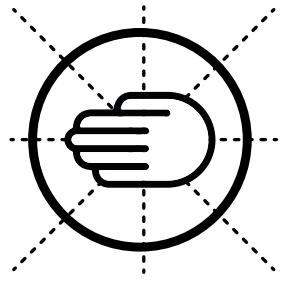


Tone of Voice

Work in Progress - available soon



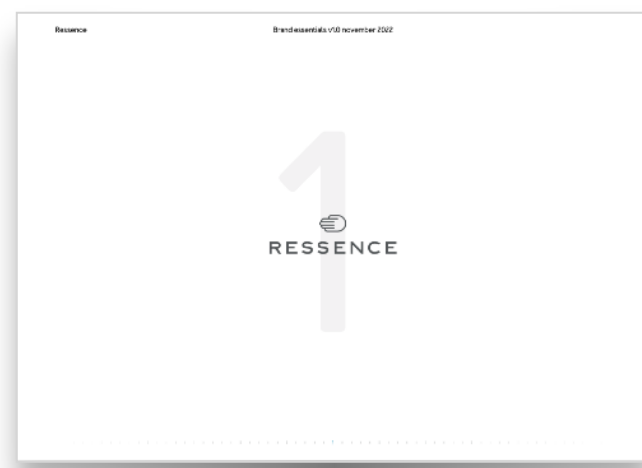
Brand identity guidelines



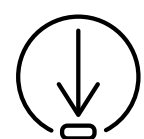
Brand Identity Guidelines

Here are the main principles to respect for an on brand communication.

Please download the complete guides for a detailed understanding on how to use our assets.



[Download 'Brand Essentials'](#)



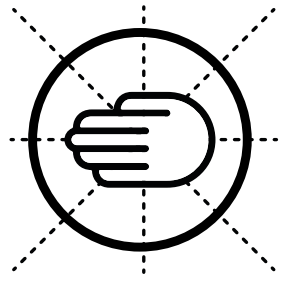
Logo & Brand claim

This is the main logo. Please note that it is important to respect the clear space around it.



Minimum size in digital use cases:





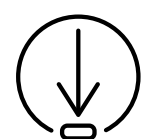
Brand Identity Guidelines

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[Download 'Brand Essentials'](#)



Fonts

To use the Merlo font you need to buy a licence. You can buy the font [here](#)

MERLO ROUND THIN

MERLO ROUND REGULAR

MERLO ROUND MEDIUM

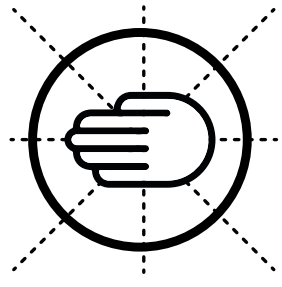
MERLO ROUND BOLD

Merlo round thin

Merlo round regular

Merlo round medium

Merlo round bold



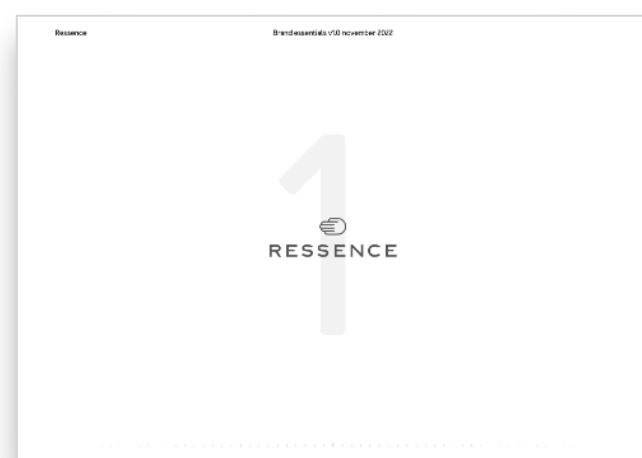
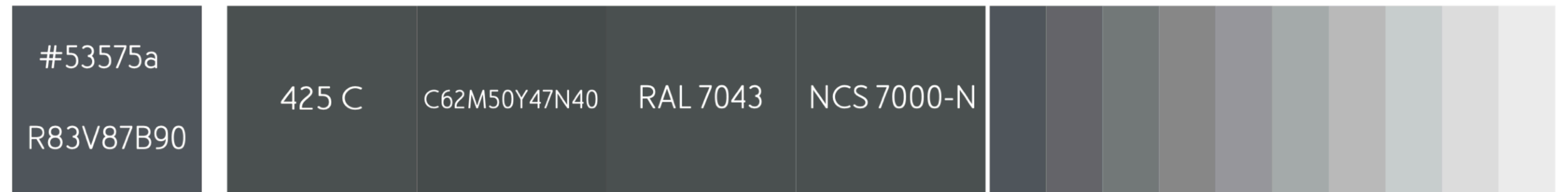
Brand Identity Guidelines

Here are the main principles to respect for an on brand communication.

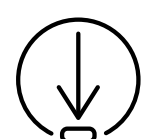
Please download the complete guides for a detailed understanding on how to use our assets.

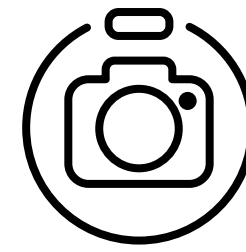
Colour

The Ressence Brand colour is following:

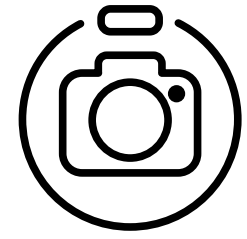


[Download 'Brand Essentials'](#)





Imagery



Imagery - Categories

In order to highlight the full spectrum of our Brand identity, we have 4 image categories that tell different stories.

- Packshot images
- Lifestyle images
- Still life images
- Manufacture images

Framing, grading, light & colours have been carefully chosen per image and per watch. You should avoid changing any of these imagery ingredients if you want to remain true to the brand identity.

All our images should fit most of your needs. In some cases a slight cropping is necessary. Please refer to the cropping section to see how to crop an image.



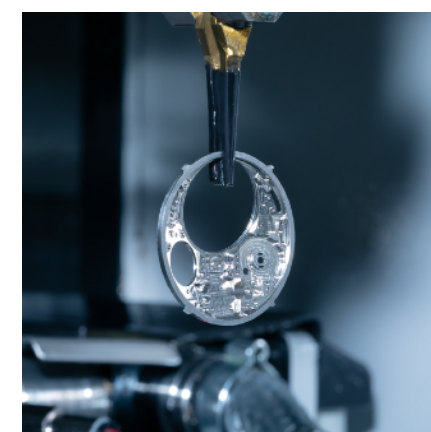
Pack shots on white background show the product in the most accurate way. They come in 3 specific views: 'Soldat' front view, 3/4 view & detail views.



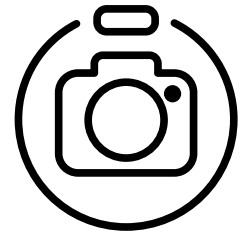
Lifestyle shots tell the story around the product and its user. They can be interior or exterior views. They are authentic representations of life moments with the watch.



Still life shots are arranged sets around the watch that highlight the beauty of the chosen CMF (colour materials & finishes) of the watch. They are pure, simple & minimalistic.



Manufacture shots show 'behind the scenes' views. They show the true craftsmanship and high end, state of the art technology needed to assemble our watches.



Imagery - Native file formats

Most of our images are available in those 2 formats and definitions.

These will cover most of your communication needs.

Specific formats are available upon request.

Address your request at: brand@ressence.be

Original 3:2 format
LANDSCAPE

HD: 6000x4000 @ 300 dpi*
SD: 1000x1500 @ 72 dpi*

.jpg

Original 3:2 format
PORTRAIT

HD: 4000x6000 @ 300 dpi*
SD: 1500x1000 @ 72dpi*

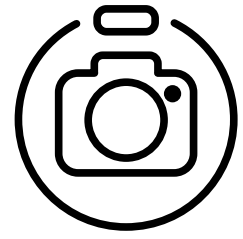
.jpg

1:1 pre-cropped format
SQUARE

HD: 4000x4000 @ 300 dpi*
SD: 1500x1500 @ 72 dpi*

.jpg

*Approximate size

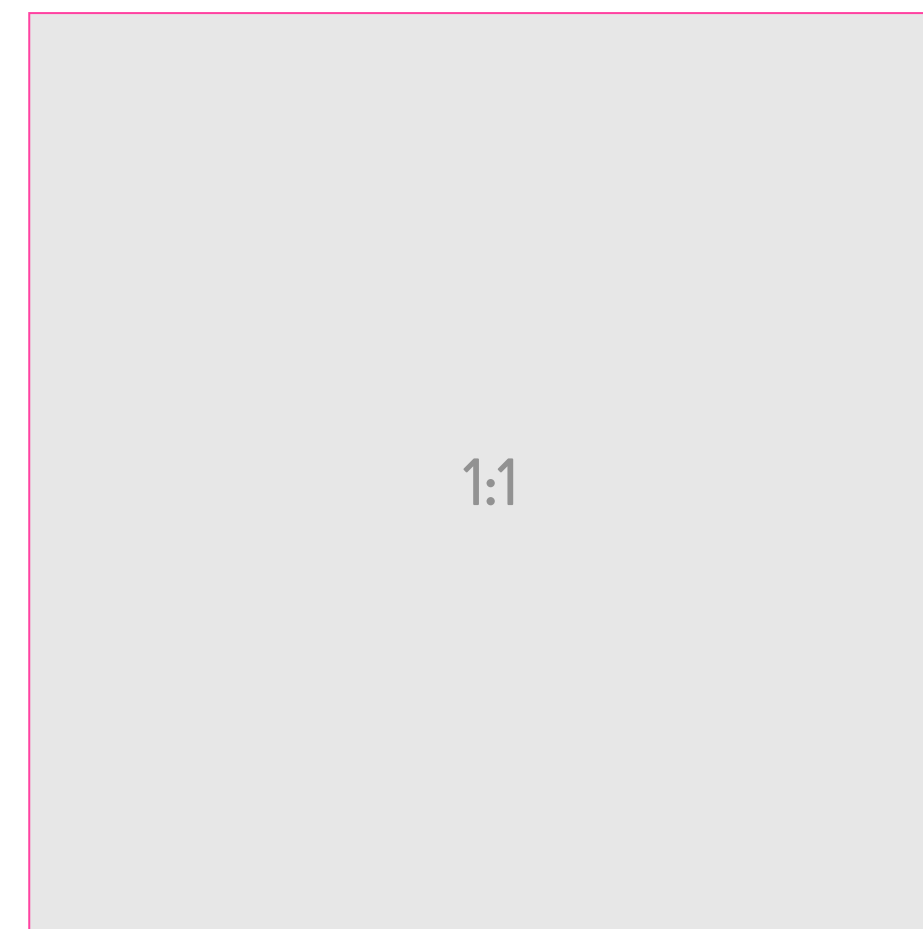
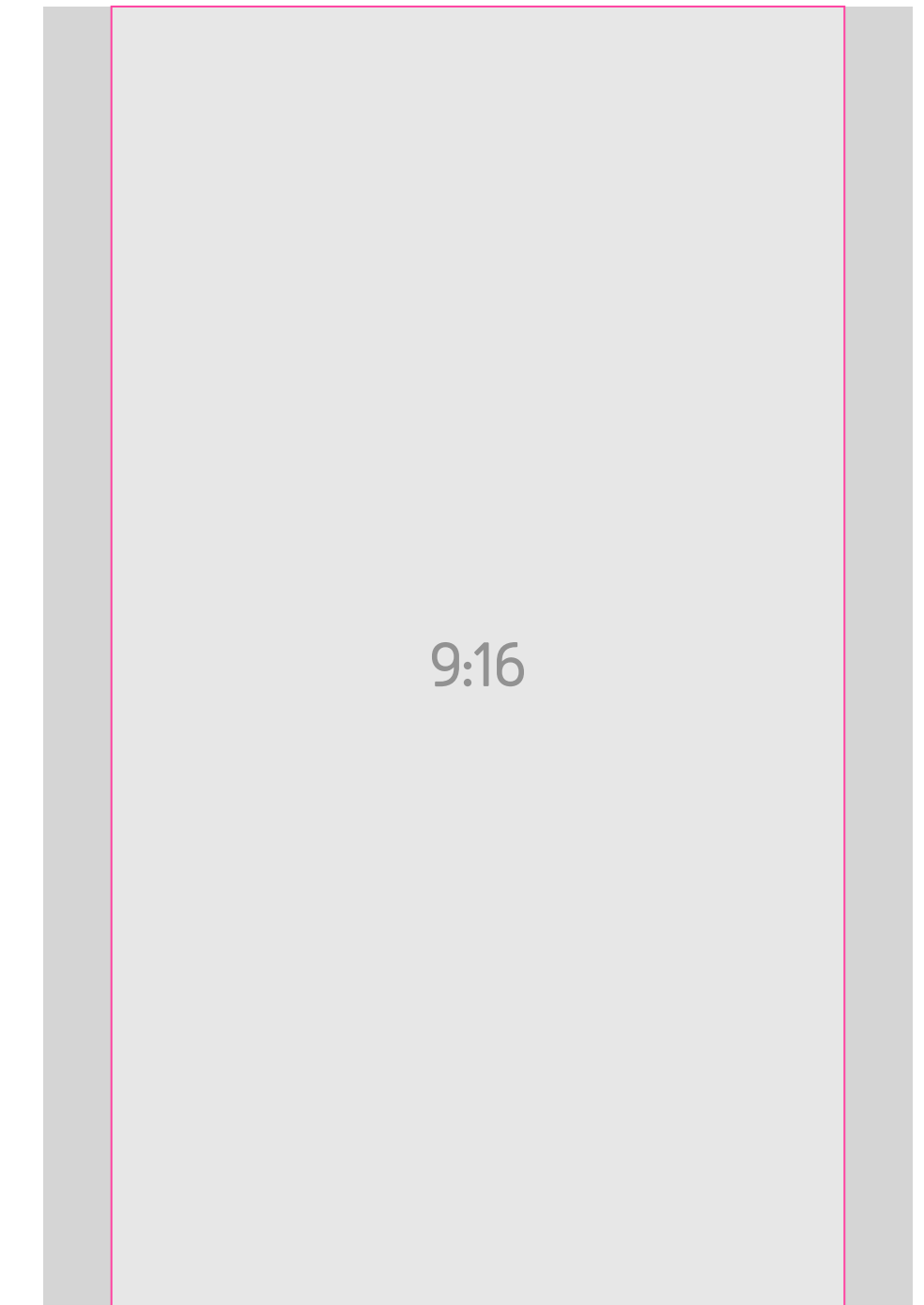
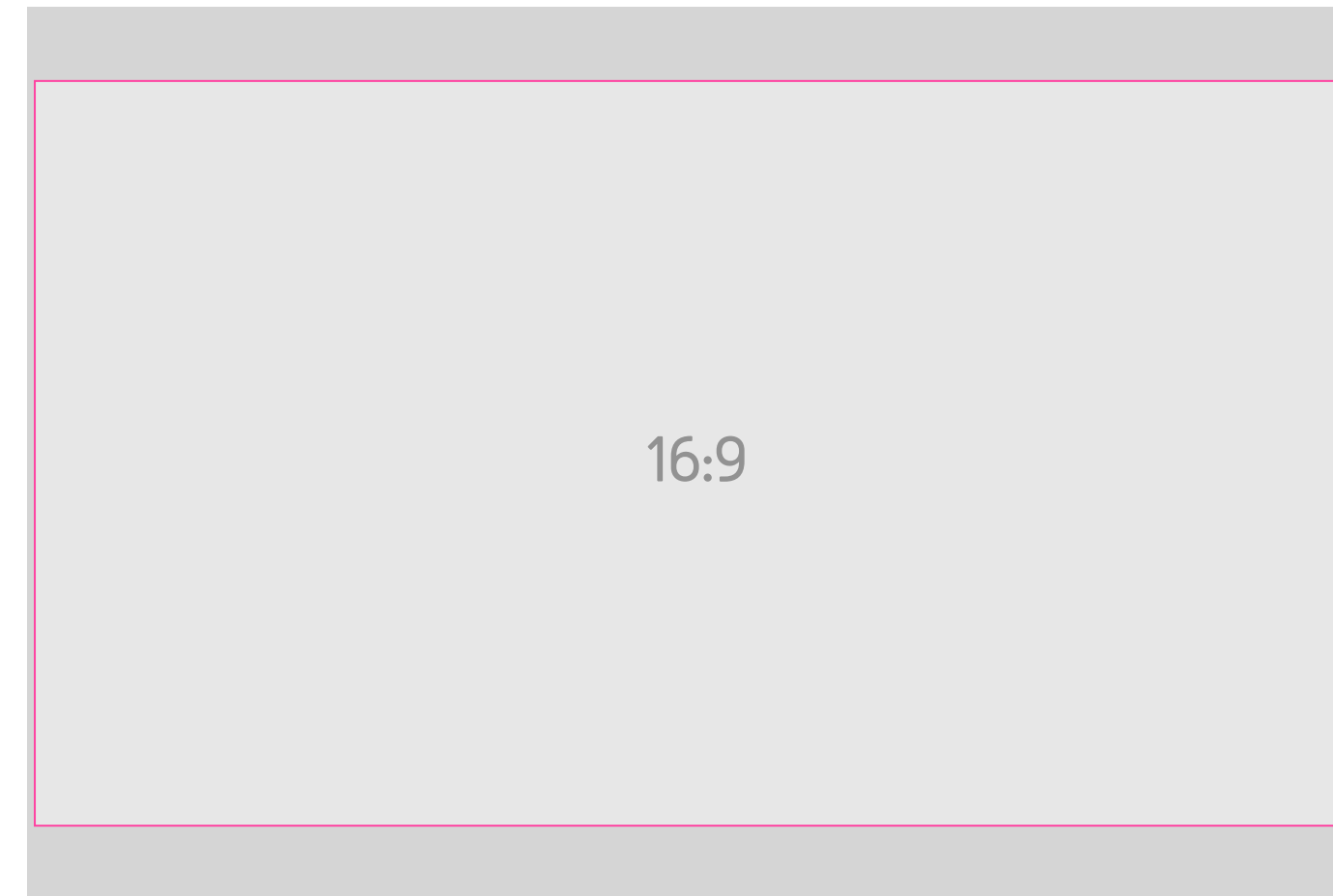


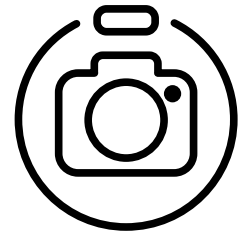
Imagery - Specific cropped formats

The most common formats you might have to use are 1:1, 16:9 and 9:16.

You can crop the native formats accordingly.

Some principles apply when cropping a Rescence image.





Imagery - Cropping an image

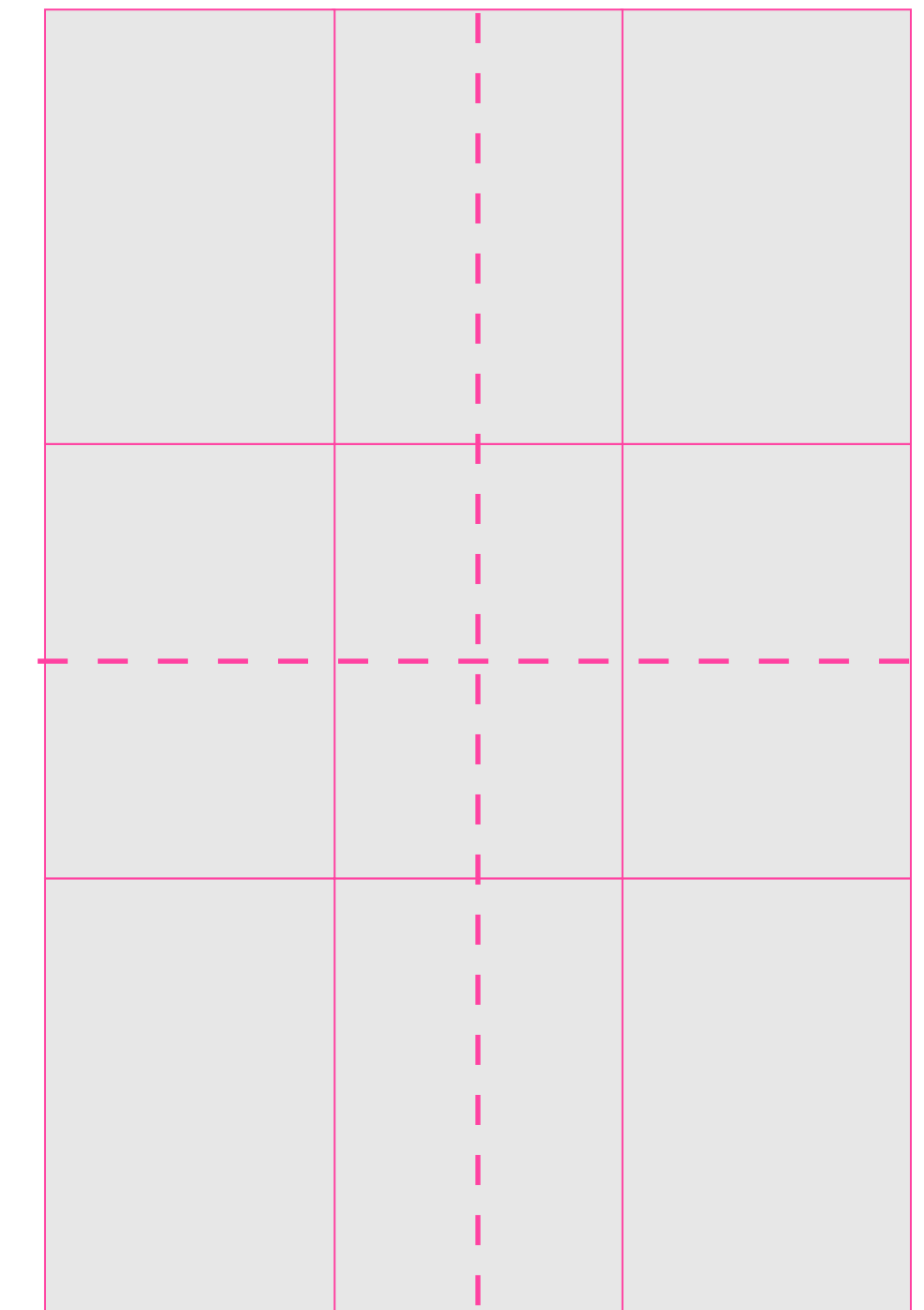
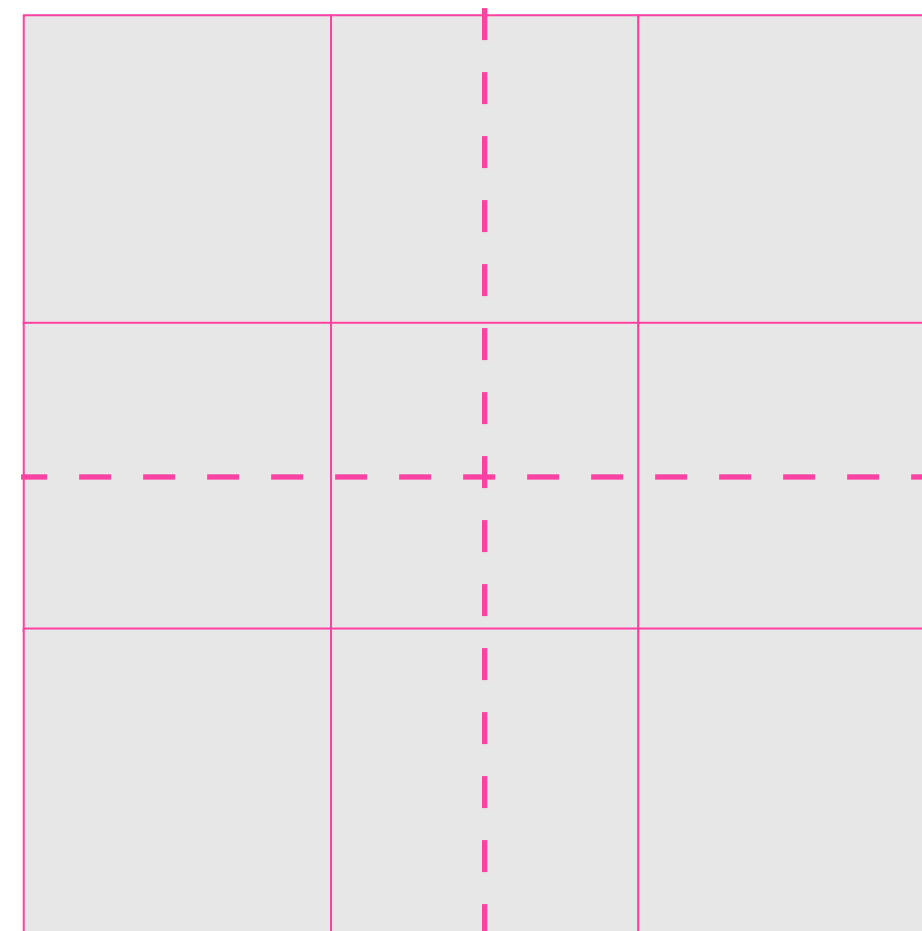
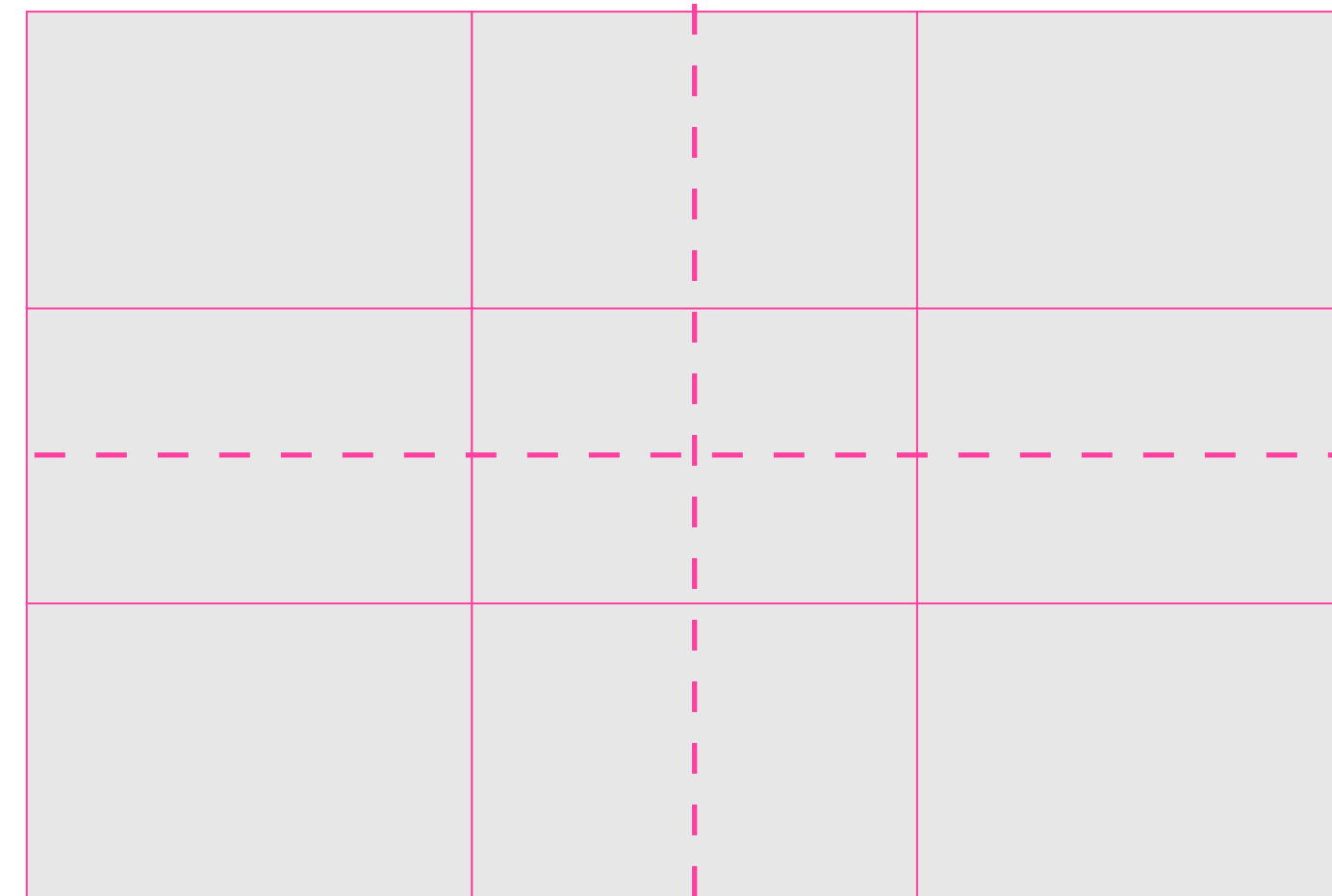
If you have to crop a Ressence image, do it by respecting a few ground rules.

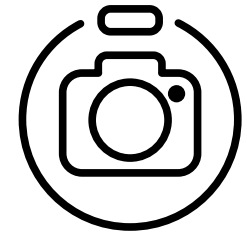
The eye goes through a picture by scanning it quickly from the upper left corner to the lower right corner.

Some zones of the image are visual sweet spots that attract the eye more than other zones.

Basically, the simplified grid shown on the right shows those zones.

Try to keep as much as possible the original layout and dynamics of the native image.





Imagery - Cropping an image

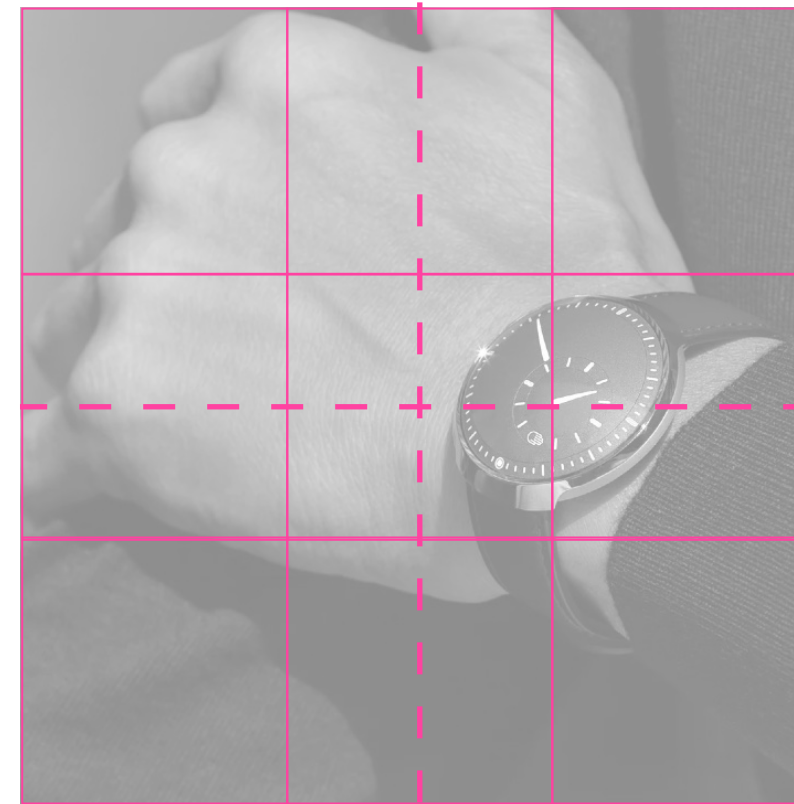
In this example, the native image has been cropped to 2 different formats by respecting the original layout of the image.

These principles will cover most of the situations you will come across.

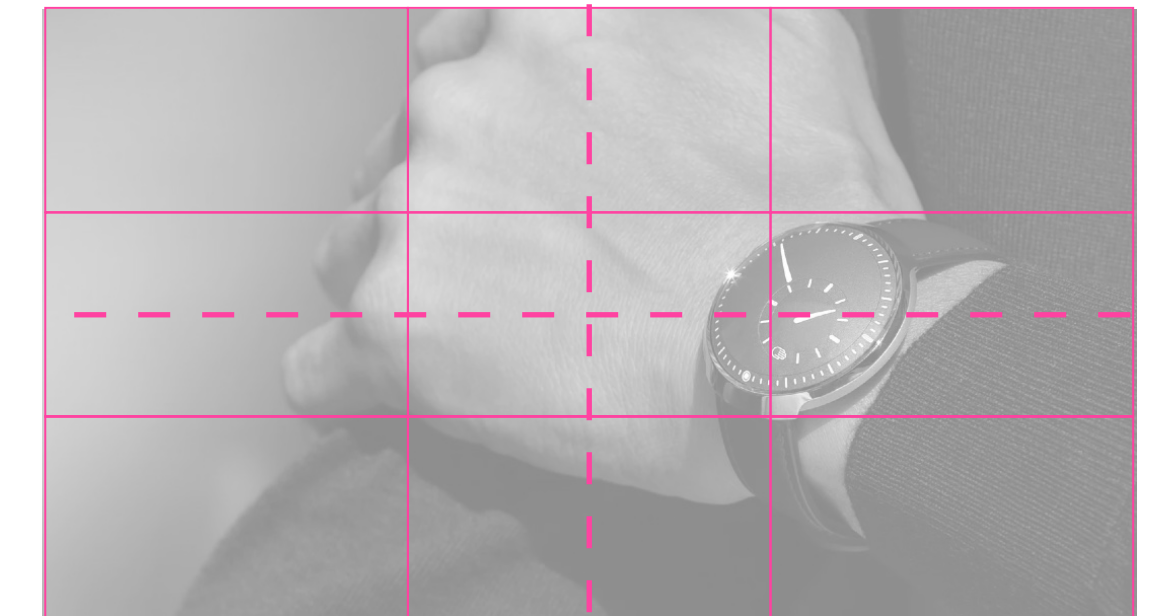
Original 3:2 image



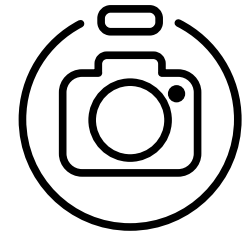
The watch is placed in a visual sweet spot to stand out



Cropped from 3:2 to 1:1



Cropped from 3:2 to 16:9



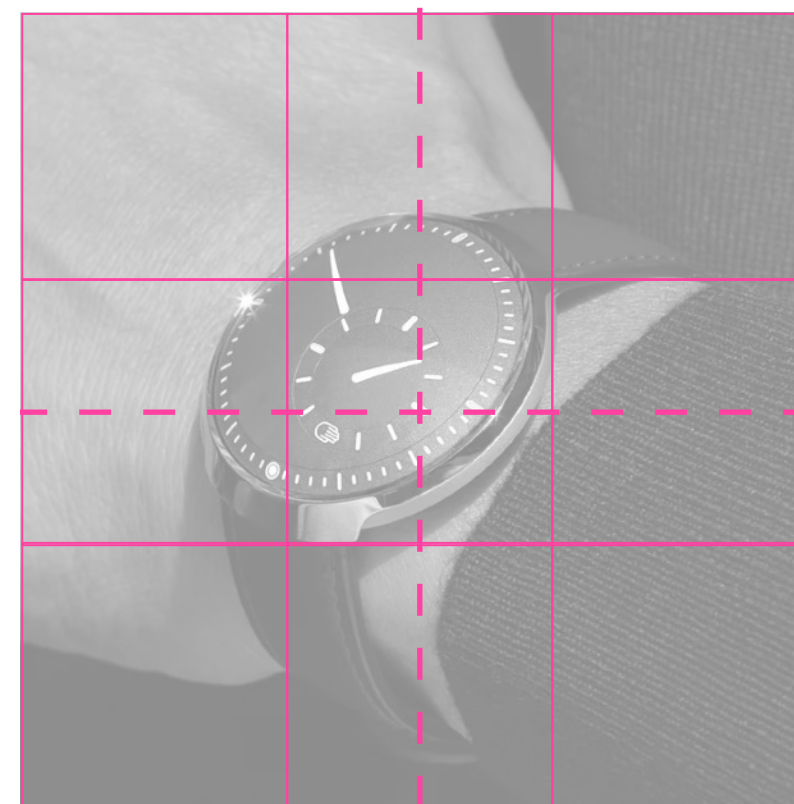
Imagery - Cropping an image

Our photographer has put a lot of love and passion in taking the best possible images of our watches.

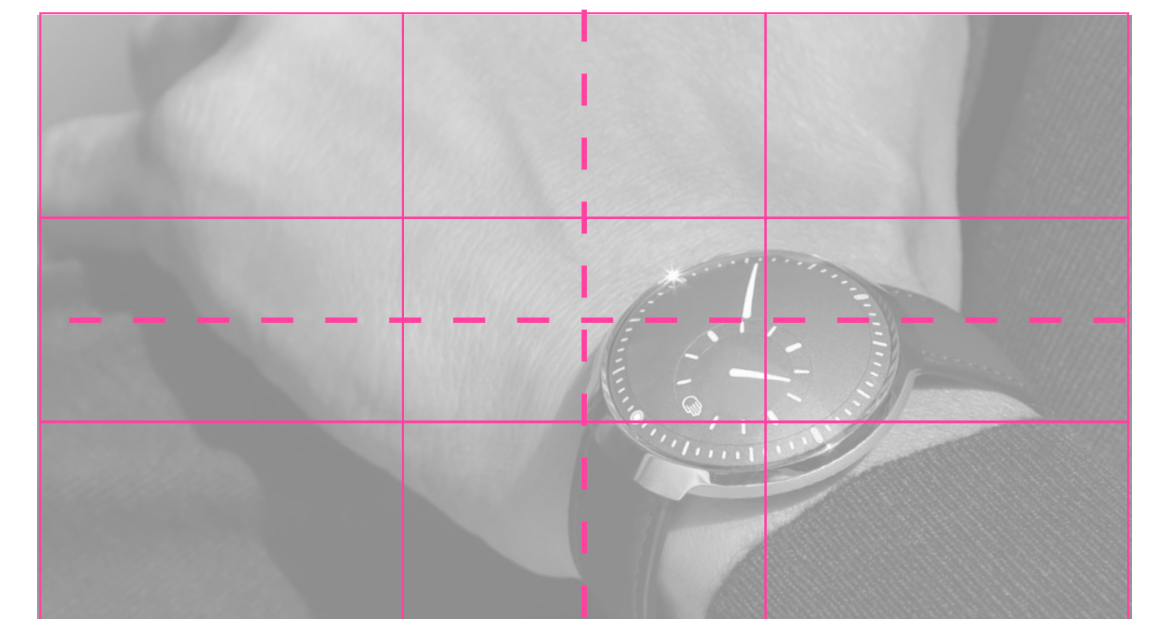
Trust his eye and do not apply major changes in case you have to crop an image.

The watch is the hero of the image, but making it bigger or turning it around does not always make it stand out more.

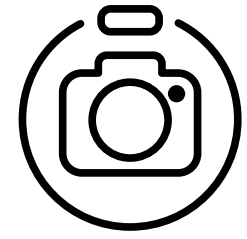
Original 3:2 image



Do not resize the image



Do not rotate the image



Imagery - Special effects and grading

As much as they are lovely when used in our personal Instagram stories, we tend not to like filters and special effects.

So please, resist the temptation to use them, that would go against the spirit of the minimalistic and essential approach of Ressence.

Mies van der Rohe a famous architect and designer put it in a not less famous sentence we really love at Ressence:

LESS IS MORE

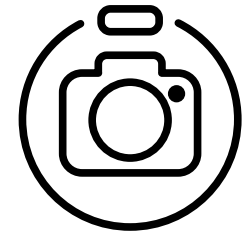


Keep the original grading



Keep the original file untouched





Imagery - Displaying Ressence watches

We are happy to provide you assets for all watches in the Core Collection, and kindly ask you to ensure you use these assets appropriately to showcase our watches on your site.

Shall you feature our watches on banners across your site, we kindly ask you to avoid placing us in “sales” environment, and to limit “seasonal” visual elements (i.e., Easter, Christmas, etc.). since the brand shouldn’t be perceived for its price, nor has any religious affinity.

We strongly encourage you to regularly review your website’s content to ensure you display accurately the current line of the core collection (no old TYPEs, nor missing new releases).

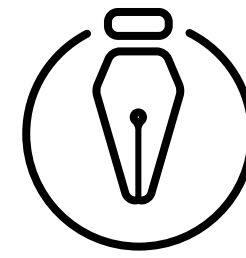


TYPE 2
Night Blue
CHF 44,500.00

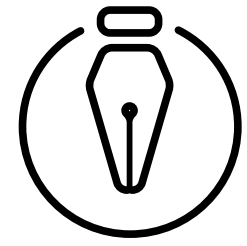


SALE
TYPE 2
Night Blue
CHF 44.500
CHF 40.000





Editorial guidelines



Editorial guidelines

Brand lexical terms

At Ressence we are used to write things in a specific way.

Nothing fuzzy nor complex.

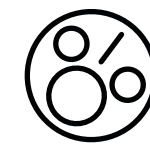
Just a few simple rules we love to respect in order to keep the integrity of our identity.

More guidelines on Tone of Voice will follow.



eCrown®

Is always in one word, with small 'e', capitalized 'C' and must feature the registration logo [more info here]



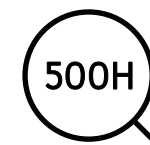
ROCS

Ressence Orbital Convex System [more info here]



Oil filled

The upper half is filled with about 3.57 ml of oil [more info here]



R500H

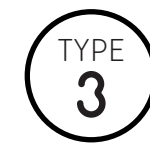
Ressence 500 Hours [more info here]



Ressence

The first letter is Capitalized

It is a Ressence, not a Ressence watch // Ressence's collection of watches



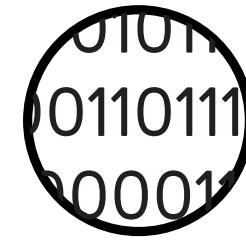
TYPE

Must be in all CAPITALS: Ressence TYPE 3

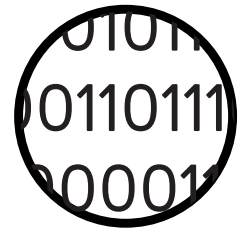


Queen's English spelling

Official Retailer [vs Authorized Dealer]



Official Digital Channels



Official Digital Channels

We prioritise digital channels for our communication.

You can follow us and tag us on following channels.

We are active in all of these channels with a stronger focus on our website, Instagram and LinkedIn



Website:

<https://ressencewatches.com/>



Instagram:

https://www.instagram.com/ressence_watches/ [handle = @ressence_watches]



Facebook:

<https://www.facebook.com/RessenceWatches/>



LinkedIn:

<https://www.linkedin.com/company/ressence/>



Pinterest:

<https://www.pinterest.com/ressencewatches/> [handle = @ressencewatches]



YouTube:

https://www.youtube.com/@ressence_watches [handle =@ressence_watches]



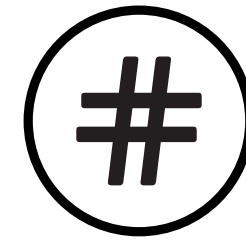
Twitter:

<https://twitter.com/Ressence> [handle =@Ressence]

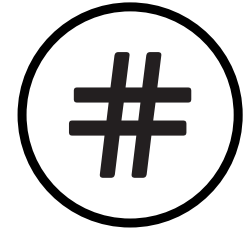


Vimeo:

<https://vimeo.com/ressencewatches>



Hashtag Strategy



Hashtag Strategy

The best practice is to include up to 10 relevant hashtags on a post, including the branded one. No data evidently suggests that including these hashtags within the caption or as first comment has a significantly different impact.

We would like to encourage you to use trending yet pertinent hashtags, aligned with the brand universe and editorial line.

Specifically, we do not believe that hashtags including any sort of profanity (i.e., #watchporn) or catch-all phrases (i.e., #savagelife) are relevant nor adapted to the brand positioning and ethos. We would thus kindly ask you to refrain from using such hashtags when posting about Ressence.

We of course ask you to refrain from using any heinous or tendentious hashtags in posts about Ressence watches.



Every post we make, across platforms, includes 3 branded hashtags

#Ressence #RessenceWatches #AheadOfTime.

These are then supported by 1 to 2 watch-specific hashtags:

i.e., #TYPE1Slim #TYPE3BBB

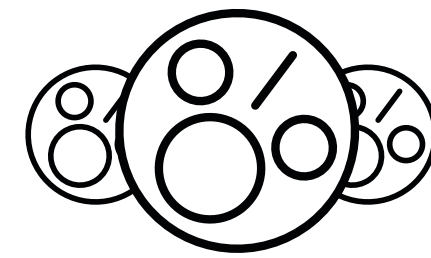
And lastly, 3 to 5 relevant, and pertinent trending hashtags are added:

i.e., #Watches #Watchmaking #BlueWatch #BlackWatch...

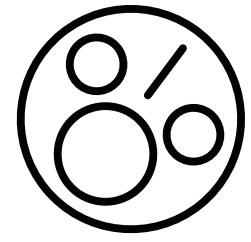


we do not believe in hashtags like:

#watchporn #savagelife ...



Core Collections



Core Collections

Our watches are named after the Fibonacci sequence, where each number is the addition of the 2 previous numbers.

All Ressence watches have our exclusive ROCS module. The ROCS module takes its number from the watch it serves e.i: TYPE 8 - ROCS 8

All Ressence watches have no crown and are set and wound by turning the caseback.

Some ROCS have an extension in their name e.i: ROCS 3.5. This means that over time, functional changes have been made to the ROCS.

Some Ressence watches have a ROCS module that bathes in oil to improve legibility.

The TYPE 2 comes with an automated crown called eCrown®

TYPE 8



ROCS 8

Simplicity is the ultimate sophistication

#WearTheFuture
#RessenceTYPE8
#RessenceTYPE8C
#RessenceTYPE8S

[Specification sheet](#)

TYPE 1²



ROCS 1

Dare to be square

#TYPE1Squared
#TYPE2SquaredB
#TYPE1SquaredN
#TYPE1SquaredW

[Specification sheet](#)

TYPE 1⁰

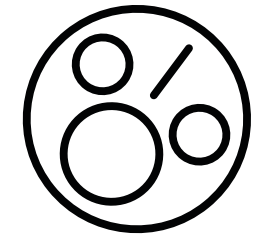


ROCS 1

All round. Essential

#TYPE1Round
#TYPE1RoundB
#TYPE1RoundN

[Specification sheet](#)



Core Collections

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The TYPE 2 comes with an automated crown called eCrown®

TYPE 5



ROCS 5



OIL

The world-proof diver watch

- #RessenceTYPE5
- #RessenceTYPE5N
- #RessenceTYPE5B
- #RessenceTYPE5BB

N.B.: Please avoid using #TYPE5 which is correlated to a mental condition

[Specification sheet](#)

TYPE 3



ROCS 3



OIL

Augmented readability

- #RessenceTYPE3
- #RessenceTYPE3W
- #RessenceTYPE3B
- #RessenceTYPE3BBB
- #RessenceTYPE3EE

N.B.: Please avoid using #TYPE3 which is correlated to certain car models

[Specification sheet](#)

TYPE 2



ROCS 2



eCROWN®

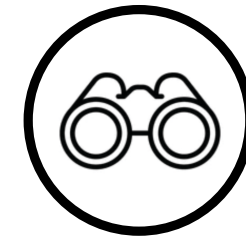
Upgrade your wrist

- #RessenceTYPE2
- #RessenceTYPE2G
- #RessenceTYPE2N
- #RessenceTYPE2eCrown

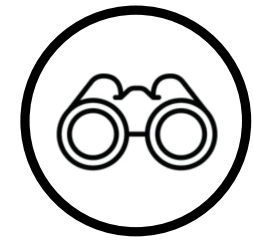
N.B.: Please avoid using #TYPE2 which is correlated to a diabetes TYPE.

[Specification sheet](#)

Our recommendations



Search Engine Optimisation

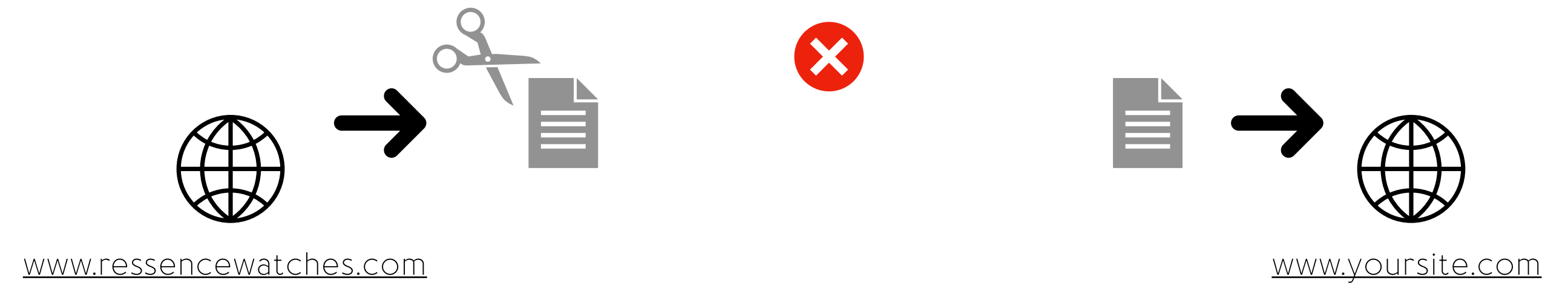


Search Engine Optimisation

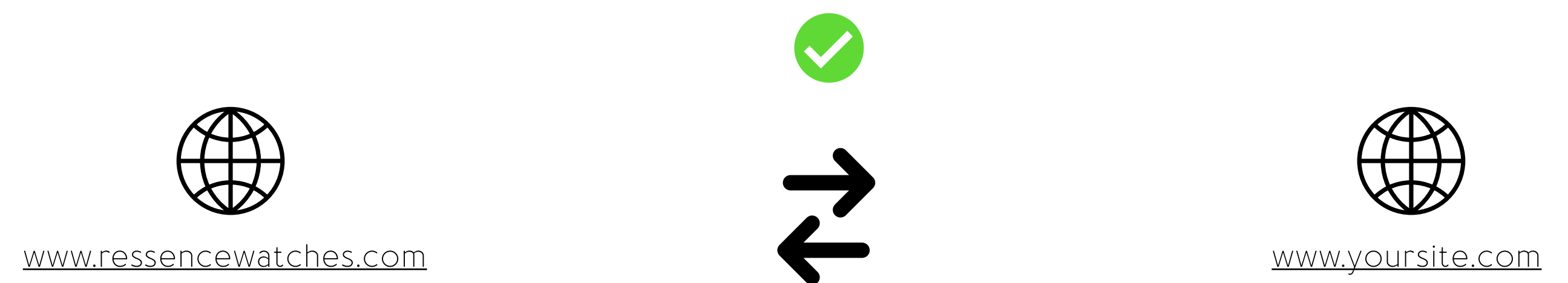
SEO is not a once and done, it is an always on tactic, which requires continued efforts. If you haven't done so already, we highly recommend hiring an expert to support your SEO efforts.

Please avoid copy-pasting page titles, descriptions, or pull content directly from our site to yours, as search engines will see this as duplicate content, which is negative for SEO efforts, and will impair both your site and our site.

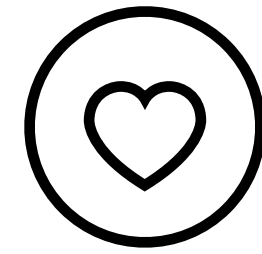
Where appropriate, we encourage you to link from your site to ours, for further information. We are happy to confirm that we reciprocate from the retailer locator of our site, pointing to your site.



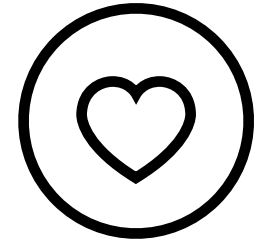
Avoid copy-pasting page titles, descriptions, or pull content directly from our site to yours



We encourage you to link from your site to ours and vice versa.



For your social media



For your social media

We are thrilled to put at your disposal a selection of product and lifestyle shots for each watch in the core collection, as well as any new TYPE releases. We are happy to provide these already cut in square and vertical formats, ready to use across your channels.

We welcome the usage of these assets and invite you to make sure you tag us in such posts, to give credit but also and most importantly to ensure that we can interact with your post.

We encourage you to abstain from editing these visual assets, as they have been produced specifically to represent and carry the brand's visual universe.

Shall you need a special cut or edit of a visual asset, we kindly ask you to reach out to brand@ressence.be with the details of your requests.

General behaviour on social media

We encourage you to act social - likes, saves, comment - interact with content posted by other relevant and impactful users of the platforms you use.

Indeed, the algorithms put an emphasis on users which show engagement on the platform versus accounts which come, post, and leave. Your overall performance will benefit from regular activity on the platform, interacting with other users.

Interacting and engaging with Ressence posts

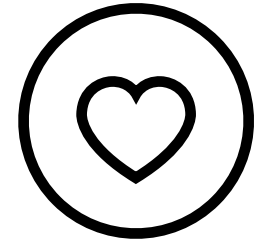
We welcome your engagements (likes, saves, comments...) on our post since we reciprocate with likes on all posts in which you tag us.

You are welcome to re-post our posts across the different platforms. Please ensure that when doing so you alter “we” statements by “Ressence” statements (i.e., We craft our watches... becomes: Ressence crafts their watches...)

Following of Ressence's accounts

We kindly ask you to follow Ressence's official accounts across all digital channels on which you are active.

We regularly ensure that we reciprocate this best practice with your official presence, but shall we have missed one, please contact digital@ressence.be with the URL of the profile(s) we are not currently following, and we will make sure we start following it/them.

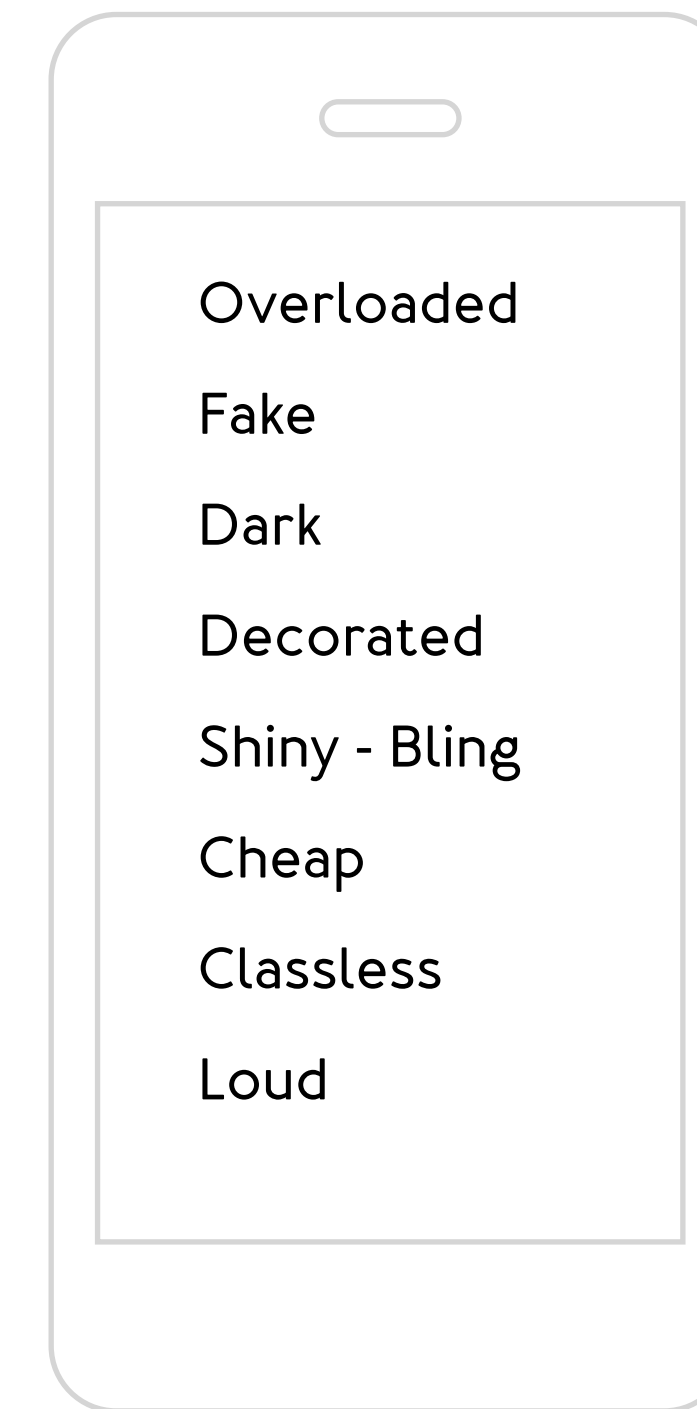


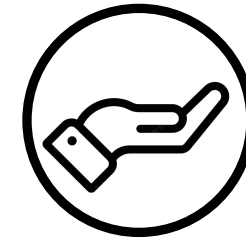
For your social media

Creating your own posts featuring Ressence watches

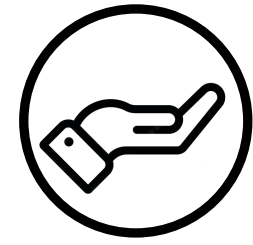
Shall you have the capacity to create your own visuals featuring our watches, we encourage you to do so in a qualitative and on-brand way.

We would ideally like to avoid being paired with other identifiable brands, unless there is a strong bond between the two products [i.e., there may be a car, but we would prefer not seeing that car's logo and/or recognize the brand].





For your Digital Customer Service

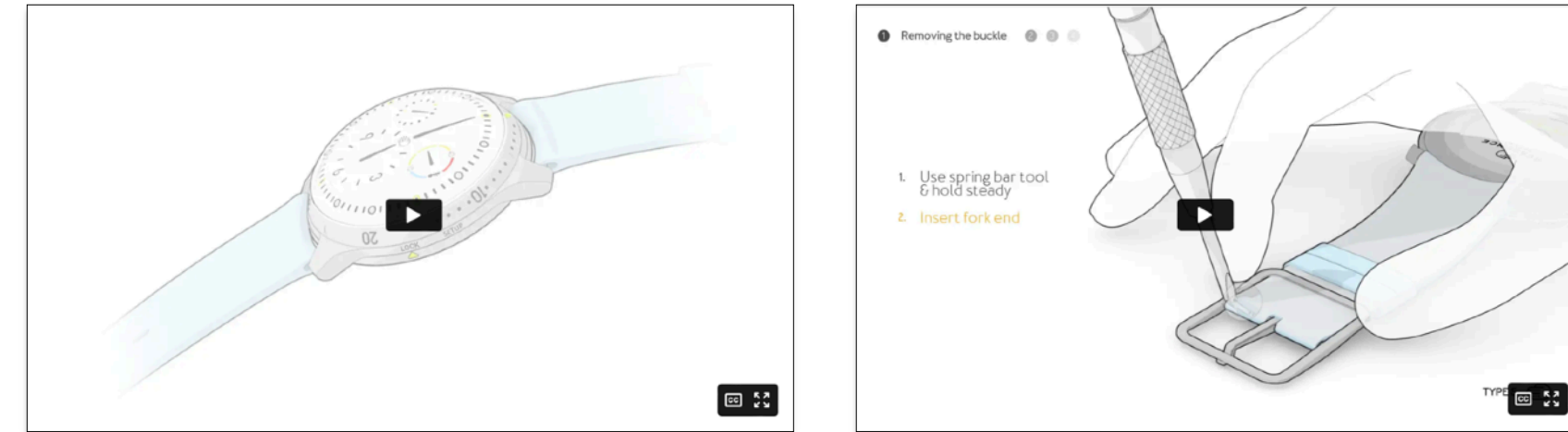


For your Digital Customer Service

Extending digitally the in-person's customer service excellence is a paramount to building Ressence's brand trust and respect, which ultimately attracts new customers while securing existing ones.

✉ E-mail

Is a fantastic tool to keep in touch with your customers, and we of course encourage you to make a professional use of this tool; do not hesitate to refer to the many service videos created to support the functioning of our watches, or how to change a strap.



📍 Direct messaging in social media

Provide an excellent opportunity to connect with your customers directly and personally to answer questions and potentially attract them to your point of sale to sell them a watch.

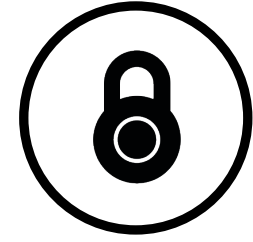
Responding in a timely and polite way contributes to the brand's perception and we strongly encourage you to dedicate time to attend to these messages, as they are equivalent to emails that would be sent to you.

📞 WhatsApp

Has been growing in importance as a preferred channel by customers around the world to connect with their retailers. We invite you to place the same level of care in these messages which represent your, and our, brand to the customer.



Data protection & Privacy



Data protection & Privacy

In your digital operations, we encourage you to be particularly careful about the following aspects of data protection and privacy.

Overall, protecting personal data is crucial for maintaining customers' trust and complying with legal obligations. By following these best practices, you can reduce the risk of data breaches and protect your customers' privacy.

1. Collecting and using personal information:

We encourage to only collect and use personal information that is necessary for your business operations and strongly recommend obtain consent from customers before collecting their data. You should also ensure that the information collected is secure and protected from unauthorized access.

2. Data storage and retention:

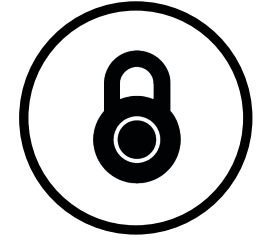
We recommend establishing policies for data storage and retention, ensuring that personal data is stored securely and deleted when it is no longer necessary.

3. Data sharing and third-party access:

We recommend you to be cautious about sharing personal data with third parties and ensure that they have appropriate data protection measures in place. You should also ensure that they only share data on a need-to-know basis.

4. Marketing communications:

You must obtain consent from customers before sending marketing communications and provide an easy opt-out option. You should also ensure that you comply with applicable regulations, such as CAN-SPAM Act and GDPR.



Data protection & Privacy

In your digital operations, we encourage you to be particularly careful about the following aspects of data protection and privacy.

Overall, protecting personal data is crucial for maintaining customers' trust and complying with legal obligations. By following these best practices, you can reduce the risk of data breaches and protect your customers' privacy.

5. Employee training:

We invite you to train your employees on data protection and privacy to ensure that they understand how to handle personal data and protect customers' privacy.

6. Incident response:

Should anything happen, it is our recommendation for you to establish a plan for responding to data breaches and other security incidents. At a minimum how you will notify customers and authorities as required by law.

Our ask

Our ask

In order to support our mutual digital actions and benefits, we would really appreciate you to support us on the following.



Support our launches

On your site

We expect you to support our product launches by displaying them on your website, if possible, with a “new” or “novelty” tag.

We will provide you with high quality visual content, as well as editorial content for any new product ahead of time, to allow you to support these launches. If you have specific needs, please address them to digital@ressence.be

Consistency on your channels regarding a new watch TYPE, colour communication, lexical terms and images contributes to the overall brand expression and cohesion.

Communicating with consistency builds a stronger brand which ultimately will result in more demand for Ressence watches, whom you are distributing.

On your social media

Expanding the launch announcements on your social media contribute to your activity on these platforms + expand the message about exciting new watches to a larger audience than we can touch with the official Ressence channels.

Leveraging the same # and images further expands the impact of launches, which in turn will create more demand and aspiration for the watches we produce, and you sell, making it a win-win situation.

Our ask

In order to support our mutual digital actions and benefits, we would really appreciate you to support us on the following.



Be our digital ambassadors

On your site

We encourage you to carve visibility on your website for Ressence watches and we will strive to provide you with high quality and attractive content to do so.

On your social media

We would like to ask you to post at least once a month about Ressence on each of your social media profiles.

And encourage your customers to be too

Provoke opportunities for your customers to feature on their own profiles – i.e., unboxing ceremony when they come collect a new or serviced watch, or picture-worthy environments.

Your digital checklist

Your digital checklist

Brand knowledge:

- I have reviewed Ressence's brand guidelines in the past 6 months
- I am using the latest logo version on my website, social media, and any other digital platform
- I am familiar with Ressence terms such as ROCS, eCrown, and can explain them with ease to my customers on and offline
- I can easily explain the different universes and targets of each Ressence TYPE

Brand interactions

- I know the appropriate person to contact at Ressence for a new watch order, a service, or a strap order
- I follow Ressence's official channels with my professional social accounts / the ones of my business

On my website

- I display the current list of Ressence core collection (no former TYPEs) leveraging Ressence assets and descriptions.
- I reviewed in the past 6 month the technical specifications of the Ressence watches displayed on my site, and ensure they matched with the ones provided by the brand
- I am actively optimizing my website for SEO / have hired a third party to do so

On my social media

- I consistently tag official profiles on my posts about Ressence
- I use the correct brand # and TYPE # for posts about Ressence.
- I post at least once a month about Ressence
- I support Ressence launches through my social media profiles
- I use various formats across my social media platforms
- I interact with my audience daily (answer comments / messages, as well as like, share and comment on other posts)

In my digital operations

- I have Data & Privacy processes and rules in place and enforced
- I have implemented a CRM and proactively interact with my customer base
- I create meaningful interactions with my customers

Thank you!



RESSENCE

AHEAD OF TIME

Contact us at:

brand@ressence.be

digital@ressence.be

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