institutional knowledge center · playbook.surroundedbystyle.com

surroundedbystyle

the playbook.

volume 001: the editorial operating system

we don’t just post. we program culture.

mission: find something worth knowing · community: we’re all curators

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version 1.0.0 · authoritative template: sbs-original-v1 · 05 daily stories · 06 master frames · 60 daily placements

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eight chapters

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01 / the philosophy.

surrounded by style is a curator-first cultural discovery platform and editorial archive. we operate like a programmed cultural media network rather than a conventional social media account.

- **surroundedbystyle.com** — experience the culture (public discovery platform).
- **playbook.surroundedbystyle.com** — understand the culture (knowledge center).
- **surroundedbystyle.com/studio** — produce the culture (working studio).

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02 / what we cover.

four editorial pillars: fits (fashion, sneakers, beauty, boutiques, designers), flavors (food, restaurants, cafés, chefs, culinary culture), functions (events, exhibitions, nightlife, gatherings), and music (artists, releases, performances, listening culture).

priority markets: atlanta, new york city, los angeles, and miami. stories may originate anywhere, but our reporting provides particular utility in these four cities.

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03 / the programming system.

daily formula: 5 stories × 10 placements + 10 editorial guide placements = 60 scheduled slots per day (5:00 am et to 12:40 am et at 20-minute intervals).

weekly planned capacity: 35 core storylines · 350 storyline placements · 70 editorial guide placements · 420 total placements (planned capacity, not live publishing claims).

green
daily editorial storyline (10 slots)

blue
daily editorial storyline (10 slots)

purple
daily editorial storyline (10 slots)

red
daily editorial storyline (10 slots)

black
daily editorial storyline (10 slots)

yellow
sbs editorial guide — paper frame only (10 slots)

authoritative 60-slot rotation (sbs-original-v1)

slot	time (et)	color	frame	pilot storyline / guide note (illustrative)
01	5:00 AM	black	Instax	independent sneaker archives and customizers (1/10: introduction)
02	5:20 AM	red	iPod	counter-service bakeries anchor morning rituals (1/10: introduction)
03	5:40 AM	blue	iPhone	late-night listening rooms reshape midtown (1/10: introduction)
04	6:00 AM	green	iPad	quiet tailoring returns to summerhill (1/10: introduction)
05	6:20 AM	yellow	Paper	good morning. here are five things worth knowing today.

slot	time (et)	color	frame	pilot storyline / guide note (illustrative)
06	6:40 AM	purple	TV / YouTube	35mm film labs fuel visual culture in east atlanta (1/10: introduction)
07	7:00 AM	blue	iPod	late-night listening rooms reshape midtown (2/10: context)
08	7:20 AM	black	iPhone	independent sneaker archives and customizers (2/10: context)
09	7:40 AM	green	Instax	quiet tailoring returns to summerhill (2/10: context)
10	8:00 AM	purple	TV / YouTube	35mm film labs fuel visual culture in east atlanta (2/10: context)
11	8:20 AM	yellow	Paper	morning check-in: notice how morning bakeries and vinyl rooms share the same neighborhood rhythm.
12	8:40 AM	red	iPad	counter-service bakeries anchor morning rituals (2/10: context)
13	9:00 AM	black	Instax	independent sneaker archives and customizers (3/10: people)
14	9:20 AM	green	iPad	quiet tailoring returns to summerhill (3/10: people)
15	9:40 AM	purple	TV / YouTube	35mm film labs fuel visual culture in east atlanta (3/10: people)
16	10:00 AM	blue	iPhone	late-night listening rooms reshape midtown (3/10: people)
17	10:20 AM	yellow	Paper	which atlanta neighborhood has the best vintage shops?
18	10:40 AM	red	iPod	counter-service bakeries anchor morning rituals (3/10: people)
19	11:00 AM	black	iPad	independent sneaker archives and customizers (4/10: details)

slot	time (et)	color	frame	pilot storyline / guide note (illustrative)
20	11:20 AM	purple	iPod	35mm film labs fuel visual culture in east atlanta (4/10: details)
21	11:40 AM	blue	Instax	late-night listening rooms reshape midtown (4/10: details)
22	12:00 PM	red	TV / YouTube	counter-service bakeries anchor morning rituals (4/10: details)
23	12:20 PM	yellow	Paper	noon guide: half of today's rotation is live. follow any color to trace one full thread.
24	12:40 PM	green	iPhone	quiet tailoring returns to summerhill (4/10: details)
25	1:00 PM	purple	Instax	35mm film labs fuel visual culture in east atlanta (5/10: businesses)
26	1:20 PM	blue	TV / YouTube	late-night listening rooms reshape midtown (5/10: businesses)
27	1:40 PM	black	iPod	independent sneaker archives and customizers (5/10: businesses)
28	2:00 PM	green	iPhone	quiet tailoring returns to summerhill (5/10: businesses)
29	2:20 PM	yellow	Paper	afternoon pulse: independent sneaker restorers are quietly outlasting seasonal hype.
30	2:40 PM	red	iPad	counter-service bakeries anchor morning rituals (5/10: businesses)
31	3:00 PM	black	Instax	independent sneaker archives and customizers (6/10: history)
32	3:20 PM	red	iPod	counter-service bakeries anchor morning rituals (6/10: history)
33	3:40 PM	blue	iPhone	late-night listening rooms reshape midtown (6/10: history)

slot	time (et)	color	frame	pilot storyline / guide note (illustrative)
34	4:00 PM	green	iPad	quiet tailoring returns to summerhill (6/10: history)
35	4:20 PM	yellow	Paper	three stories worth catching up on before tonight.
36	4:40 PM	purple	TV / YouTube	35mm film labs fuel visual culture in east atlanta (6/10: history)
37	5:00 PM	blue	iPod	late-night listening rooms reshape midtown (7/10: discoveries)
38	5:20 PM	black	iPhone	independent sneaker archives and customizers (7/10: discoveries)
39	5:40 PM	green	Instax	quiet tailoring returns to summerhill (7/10: discoveries)
40	6:00 PM	purple	TV / YouTube	35mm film labs fuel visual culture in east atlanta (7/10: discoveries)
41	6:20 PM	yellow	Paper	evening transition: as shops close, midtown listening rooms are opening their doors.
42	6:40 PM	red	iPad	counter-service bakeries anchor morning rituals (7/10: discoveries)
43	7:00 PM	black	Instax	independent sneaker archives and customizers (8/10: recommendations)
44	7:20 PM	green	iPad	quiet tailoring returns to summerhill (8/10: recommendations)
45	7:40 PM	purple	TV / YouTube	35mm film labs fuel visual culture in east atlanta (8/10: recommendations)
46	8:00 PM	blue	iPhone	late-night listening rooms reshape midtown (8/10: recommendations)
47	8:20 PM	yellow	Paper	8:20 reflection: style is rarely about price—it is almost always about attention.

slot	time (et)	color	frame	pilot storyline / guide note (illustrative)
48	8:40 PM	red	iPod	counter-service bakeries anchor morning rituals (8/10: recommendations)
49	9:00 PM	black	iPad	independent sneaker archives and customizers (9/10: community perspectives)
50	9:20 PM	purple	iPod	35mm film labs fuel visual culture in east atlanta (9/10: community perspectives)
51	9:40 PM	blue	Instax	late-night listening rooms reshape midtown (9/10: community perspectives)
52	10:00 PM	red	TV / YouTube	counter-service bakeries anchor morning rituals (9/10: community perspectives)
53	10:20 PM	yellow	Paper	late night guide: three slots left past midnight. catch up on anything you missed.
54	10:40 PM	green	iPhone	quiet tailoring returns to summerhill (9/10: community perspectives)
55	11:00 PM	purple	Instax	35mm film labs fuel visual culture in east atlanta (10/10: conclusion)
56	11:20 PM	blue	TV / YouTube	late-night listening rooms reshape midtown (10/10: conclusion)
57	11:40 PM	black	iPod	independent sneaker archives and customizers (10/10: conclusion)
58	12:00 AM (+1d)	green	iPhone	quiet tailoring returns to summerhill (10/10: conclusion)
59	12:20 AM (+1d)	yellow	Paper	signing off for tonight. we’re back at 5:00 am.
60	12:40 AM (+1d)	red	iPad	counter-service bakeries anchor morning rituals (10/10: conclusion)

04 / the visual language.

six master creative frames: instax, ipod, iphone, ipad, paper (yellow guide only), and tv / youtube. frames are presentation formats, not restrictive categories. wordmark segmentation is strictly **sur + rounded + by + style**. native ratios: 3:4, 4:5, 9:16, 1:1, and 16:9.



instax

instant film print with story-colored washi tape and bottom serif label.



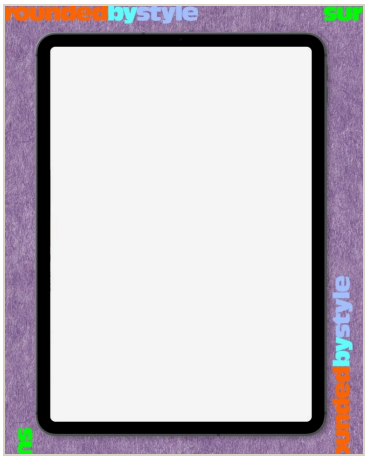
ipod

classic click-wheel player interface adapted for cultural curation.



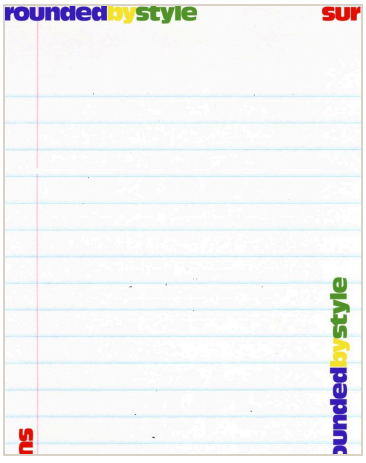
iphone

handheld mobile feed view inside a dark device frame.



ipad

vertical editorial canvas inside a tablet frame with highlight



paper

ruled notebook sheet reserved exclusively for yellow editorial

TV / YouTube

tv / youtube

retro crt broadcast screen set against a textured story-

band.	guide placements.	colored backdrop.

05 / the editorial desk.

intended research desks: business discovery desk (6:00 am, target 20 drafts), event discovery desk (7:00 am, target 20 drafts), sneaker radar (9:30 am), and ongoing culture & music discovery.

workflow: discovery → editorial inbox → research & verification → story selection → studio production → approval → distribution → archive.

editorial quality test: does this help someone discover, understand, experience or connect with something?

06 / inside the studio.

learn the system in the playbook; operate the system in **surroundedbystyle.com/studio**. the studio coordinates planning, 60-slot programming, frame composition, approval gates, and multi-channel scheduling.

07 / distribution and the archive.

social distribution introduces stories in 20-minute cultural pulses, surroundedbystyle.com delivers searchable city utility, and the archive preserves verified cultural history for the long term.

08 / your first day.

new team members should complete the production standards checklist before submitting placements in the studio:

- **discovery:** log cultural discovery with primary link, location, and why it matters.
- **discovery:** apply the editorial quality test: does it help someone discover, understand, experience, or connect?
- **editorial planning:** verify dates, addresses, credits, and spelling against primary sources.
- **editorial planning:** map one storyline to a single story color (green, blue, purple, red, or black) across 10 angles.
- **creative production:** pair each placement with its assigned master frame without distorting aspect ratios.
- **creative production:** keep copy lowercase, concise, and free of corporate hype or filler.
- **quality control:** check safe areas, edge wordmark legibility (sur + rounded + by + style), and color contrast.
- **quality control:** confirm yellow editorial guide slots use the paper frame and host voice.
- **distribution & archive:** submit completed placements in surroundedbystyle.com/studio for editorial approval.
- **distribution & archive:** tag city, category, and source attribution so the story remains searchable in the archive.