

A photograph of a man with dark skin, long black dreadlocks, and a beard, wearing glasses and a dark grey t-shirt. He is smiling and looking down at a laptop keyboard. In the foreground, the arm and shoulder of another person are visible, wearing a dark long-sleeved shirt. To the right, a black 3D printer is printing a small orange object. The background is a blurred office or workshop environment.

Brand Guidelines

Our vision

To be the most trusted tech partner that people love to work with, freeing our clients to focus on what they do best – running their business



Our brand promise



Giving enjoyable experiences

Technology is for all of us – we make it accessible, straightforward and enjoyable

Building strong partnerships

We understand our clients better and partner with them to achieve their business objectives

Delivering expertise

We're knowledgeable, up-to-date and if we don't already know the answer – we'll find out

Brand personality

Approachable
Trustworthy
Collaborative
Resourceful
Knowledgeable
Energetic



Logo



Colours

Primary

#95292A

#98555A

#913338

#ECEFF0

#6F7379

Secondary

#BC4248

#5B95D5

#CFB264

#83C190

#262626

#81868C

#A43A3F

#3B81CD

#B69538

#6BB57B

Typeface

Primary Typeface

Noto Sans

The quick brown fox jumped over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface

Lato

The quick brown fox jumped over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Language

We're approachable, friendly, lively and genuine.

We communicate like real people and allow our personalities to shine through.

We use natural, conversational language that shows we're human, for example:

start instead of *commence*

let's talk instead of *please schedule a consultation*

grab a copy instead of *download*

we'll instead of *we will*

Setting the right Tone

Too formal

Jo Smith provides a demonstration of how to create a Power BI report in an efficient manner.

Just right

Jo Smith shows us how to craft a quick Power BI report.

Overdoing it

Everyone's fave engineer Jo Smith gives the lowdown on bossing an awesome Power BI report.