



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.