



# BRAND GUIDELINES

# WHO WE ARE

## **We're a digital marketing agency so why is our mission to make the world a better place to work?**

We believe that work should fit comfortably into the lives we create for ourselves.

We support our clients in introducing business solutions that streamline processes, reduce operating costs, and automate repetitive tasks so that human workers can focus on the work that matters most. These modern work solutions allow people to take back time in their day - time that can be reallocated, either toward other work or personal pursuits.

By implementing change in our own company and sharing the outcomes broadly, we hope to blaze a trail that encourages other businesses to take similar leaps.

# OUR MISSION



To create experiences that inspire others to be trailblazers and innovators.



To be a company that other businesses, community leaders, and talented people aspire to partner with to do great work.



To be a team that leads through education and continuous improvement.



To be a trusted source of financial and emotional value for client partners.

# TYPOGRAPHY

Primary Font Style

**Mulish**

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abcdefghijklmnop  
nopqrstuvwxyz  
12345678910

Header Text Weight

**Aa**

Sub Header Text Weight

**Aa**

Body Text Weight

Aa

Secondary Font Style

**Avenir**

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abcdefghijklmnop  
nopqrstuvwxyz  
12345678910

Header Text Weight

**Aa**

Sub Header Text Weight

**Aa**

Body Text Weight

Aa

# BRAND COLORS

## Primary Palette



HEX	#9ece61
RGB	158, 206, 97
CMYK	42, 0, 81, 0
PANTONE	367 C

HEX	#40bcdd
RGB	64, 188, 221
CMYK	64, 4, 8, 0
PANTONE	305 C

## Secondary Palette



HEX	#6158ce
RGB	97, 88, 206
CMYK	72, 71, 0, 0
PANTONE	2725 C

HEX	#95a3b3
RGB	149, 163, 179
CMYK	44, 30, 22, 0
PANTONE	7543 C

# LOGO

Full Logo



Logo Variation



Logo Icon



# BRAND VOICE

## **Innovative Expertise**

We speak with authority and knowledge, positioning ourselves as pioneers in the technology landscape. Our voice is confident, reflecting our deep understanding of complex concepts while translating them into accessible insights.

## **Approachable Guidance**

While we excel in the technical sphere, our language remains inclusive and easy to understand. We're your partners in exploration, offering guidance that welcomes all levels of expertise.

## **Forward-Thinking Inspiration**

Our brand voice inspires forward thinking and growth. We encourage our audience to dream big and embrace the potential of what's next, infusing our messaging with energy and positivity.

## **Reliability and Authenticity**

Trust is at the core of our brand. Our voice exudes reliability and authenticity, fostering a genuine connection with our audience. We're here to deliver on our promises and empower your technological journey.



# ICONOGRAPHY

Icons should be simple, modern, and align with our brand's aesthetics and colors. Each icon should have thin lines with a colored circle behind the icon.



# IMAGE STYLE

## Visual Theme

Our images should reflect a modern and sleek aesthetic. Choose visuals that highlight the seamless integration of technology into everyday life. Whether it's people interacting with our platform or showcasing our products, the imagery should evoke a sense of empowerment and possibility.

## Composition

Strive for balanced compositions that capture the viewer's attention. Use the rule of thirds and leading lines to guide the eye. Experiment with angles and perspectives that align with our brand's dynamic nature.

## People and Technology

Images should feature people from diverse backgrounds engaging with technology in real-world settings. Showcase genuine emotions and interactions to humanize our brand and emphasize its relevance to users' lives.

## Minimalism

Embrace a minimalist approach with uncluttered backgrounds. This draws attention to the subject while conveying our brand's emphasis on simplicity and efficiency.

