In-Gage Brand Standards

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**Our Brand**

**Who is our customer?**

The In-gage customer is a business executive or customer service professional that uses Salesforce for their CRM system. They are seeking to Improve their customer service, create a more efficient contact centre and prove the financial value of service.

Our customers will hold these positions in a company:

* COO
* Head of Customer Service/Senior Director Customer Service/Director of Customer Service
* Customer Service Manager

**What is our Brand identity?**

In-gage is obsessed with helping organisations create amazing service organisations.

We are passionate about the customer and employee experience and this drives us to create the best salesforce app with AI on the market.

We are a fun, passionate and intelligent business.

**Company Purpose**

To help our customers create the efficient and profitable service organisations.

Brand Personality traits

Our personality traits are:

* Passion
* Dedication
* Intelligence
* Fun
* Premium Quality

**Brand Taglinea – Not essential**

The must have contact centre app

Measure and impact the financial return from service

We take complexity and bring clarity

**Our Look and Feel**

**Logo Specifications and Uses**

**AI Logos**

Blue AI logo:



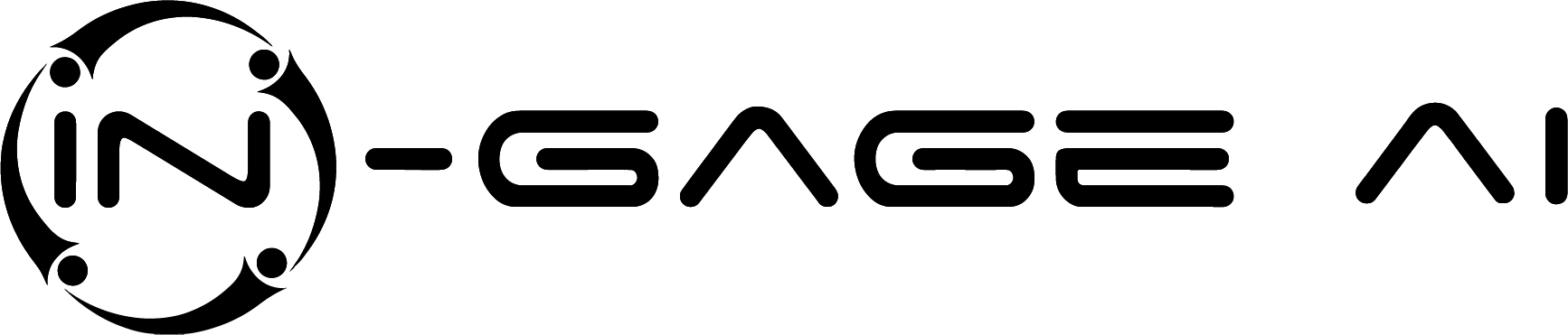
The Blue logo should be used only for white backgrounds.

White AI Logo:



The white logo should be used only for colour backgrounds.

Black AI Logo



The black logo should be used only wher the colour or white logos do not fit

Blue logo:



The Blue logo should be used only for white backgrounds.

White Logo:

The white logo should be used only for colour backgrounds.

****

The In-gage logo is an important symbol of the In-gage brand. It represents our core values of fun, passion, intelligence and premium quality.

These are the rules for using the In-gage logo in any documentation or design:

* Always maintain clear space around the In-gage logo to ensure that it doesn’t distract from the logo.
* While the size of the logo can be modified, the actual elements cannot be distorted.
* The logo can appear on the following colour backgrounds:
  + - White
    - Blue
    - Grey
    - Purple
* The logo cannot appear on the following backgrounds:
  + - Red
    - Yellow
    - Green

**Our core colours**

The main colours for the In-gage brand are:

* Blue #009BDE
* White #FFFFFF
* Grey #606060
* Light Grey #8E8E8E
* Orange #F88823
* Colours used on existing sites/assets

The colour not to use with the In-gage brand are:

* Red
* Yellow
* Green

Examples of our look and feel are:

Website: [www.in-gage.co.uk](http://www.in-gage.co.uk)

Official Sales Deck: Attached for reference

**Typeface/Font**

The font family that should be used for our design materials should be:

* Helvetica Neue Light
* Headings can be bold
* This may be changed if approved by In-gage representatives

**Brand Assets**

As well as In-gage logos, we also have our AI Assistant called I-VIE.

I-VIE is our mascot, providing a positive, friendly face to help potential customers trust In-gage. Her robot-style helps link us to AI and automation.

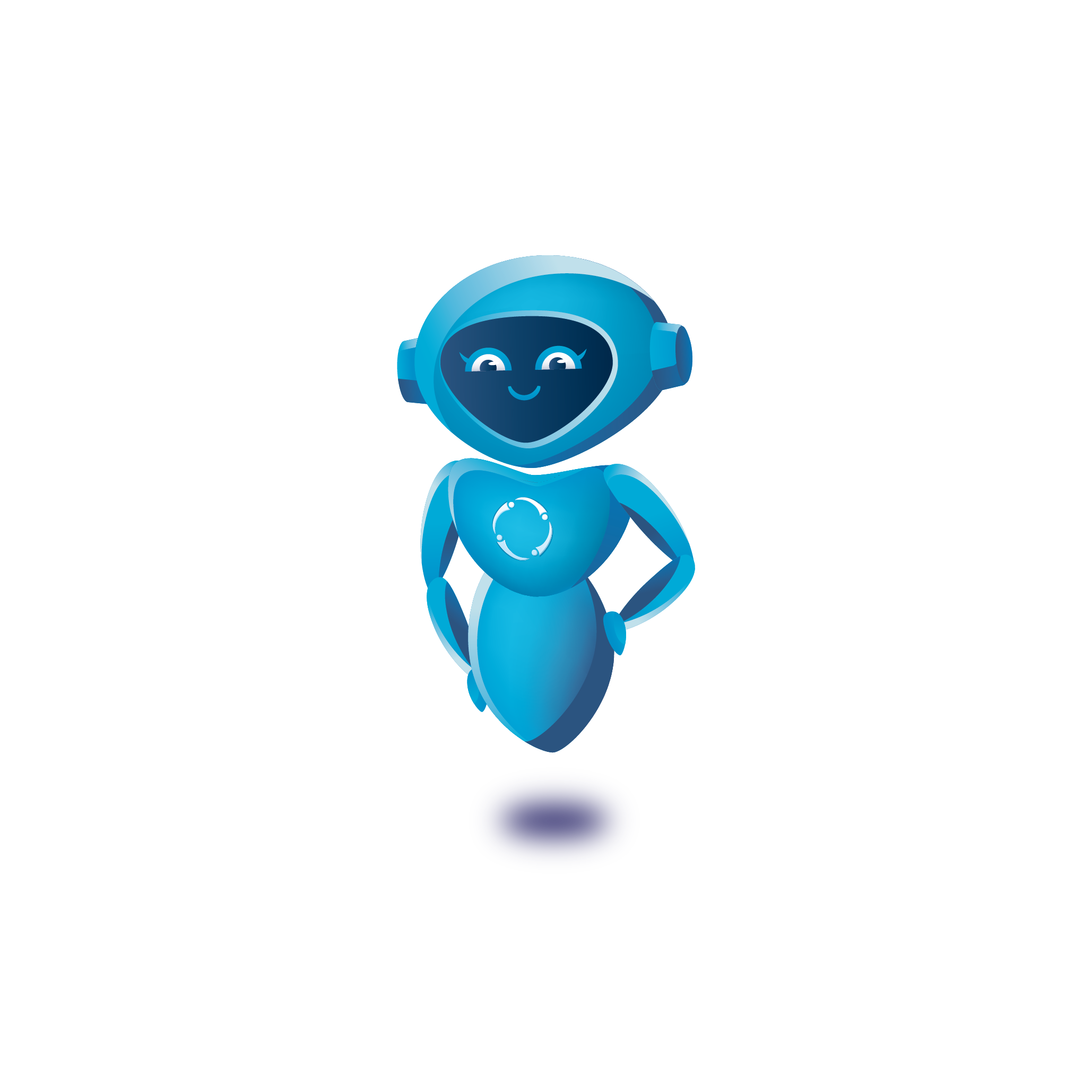
Happy:



Very Happy:



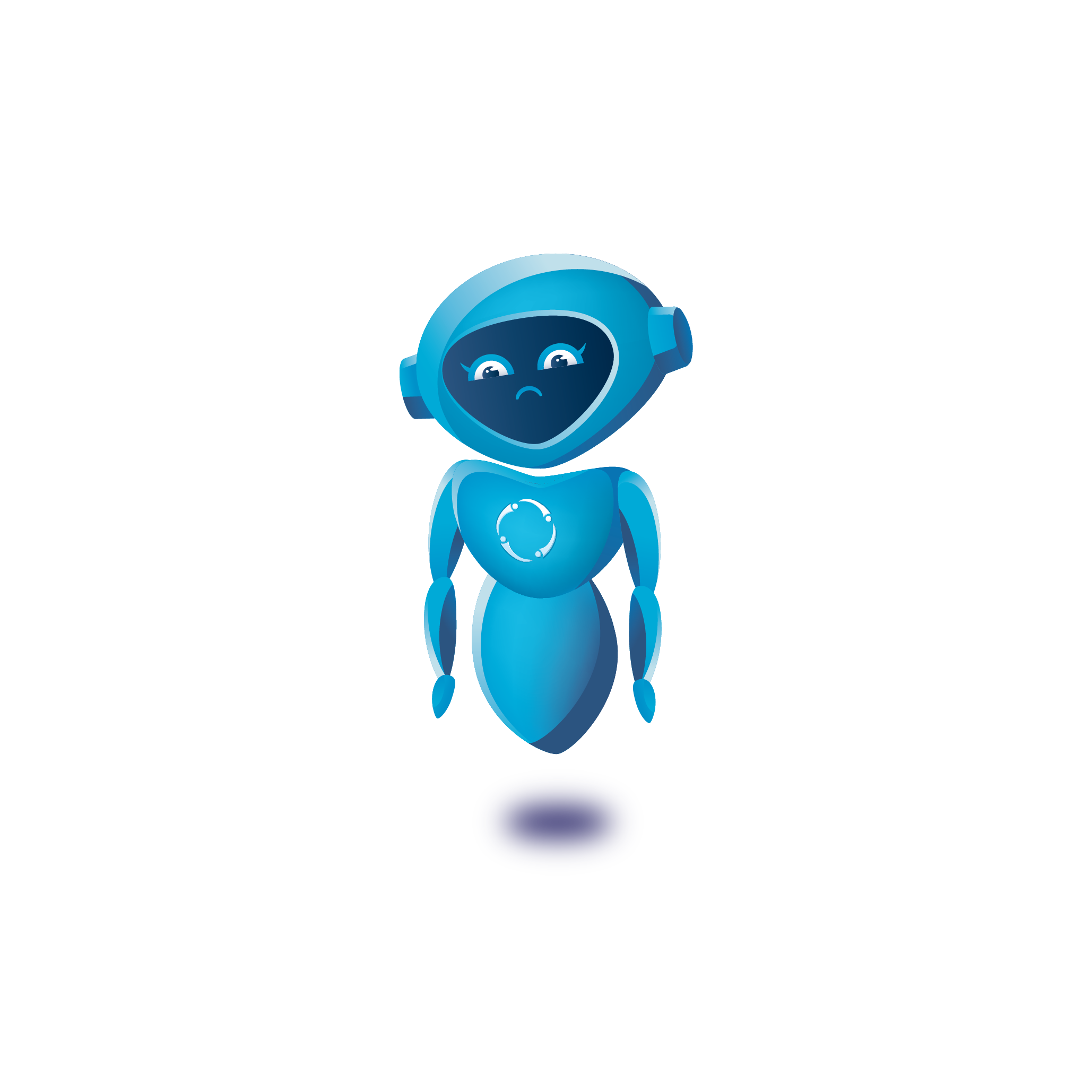
Happy 2:



Neutral:



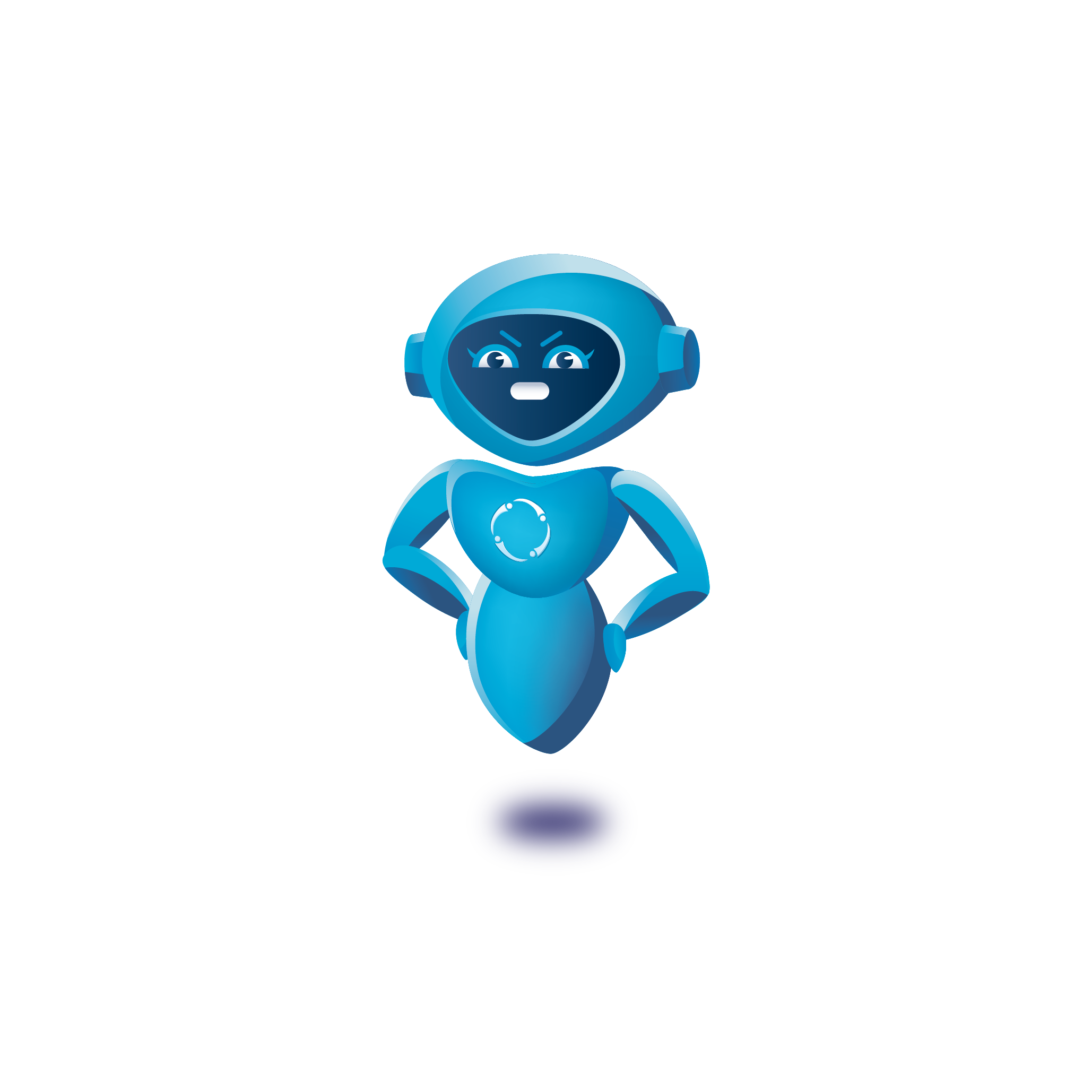
Sad:



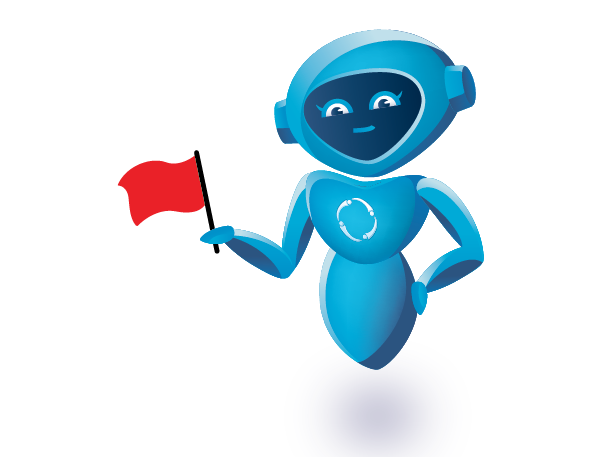
Confused:



Angry:



Compliance Flag:



**Tone and Voice**

**Communicating the In-Gage voice**

The In-gage voice seeks to explain complex concepts in a straightforward, concise and intelligent way.

The brand voice is all about passion, fun and taking complexity and bringing clarity.

**Advertising voice**

The In-gage advertising voice will reflect the general brand voice that is trusted and friendly with the caveat that it will not engage in any advertising that does the following:

* No mention or play on ethnic/racial stereotypes
* No mention or play on stereotypes based on sexual identity or problematic themes in current/historical affairs
* No deliberate misinformation