



Securing Dreams. Simply.

Brand Guidelines

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Hi There

In this guide you will find the rules for usage of the miPlan visual identity system - communication material, color palette, typography and voice. This guide is provided to help us build, grow and maintain the miPlan brand and identity.

Building Our Brand

A brand means more than just a logo. It signifies who we are and what sets us apart in the crowd. Building our brand is getting people to believe that miPlan is the obvious choice. To do that we need everything that says miPlan — websites, speech, etc to be consistent in delivery and meaning.

Tools To Build And Grow

These guidelines and assets are the building blocks for creating communications. They are essential in our sucess. Each of us shares responsibility in upholding brand standards and promoting what we stand for.



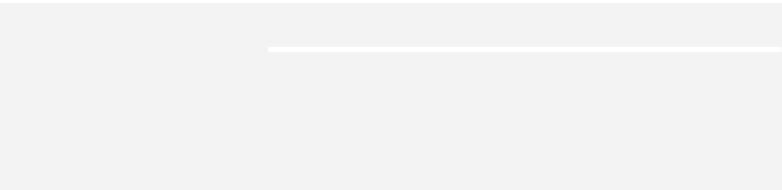
Colour Swatch #1
CMYK C = 56 M = 47 Y = 46 K = 13
RGB R = 115 G = 116 B = 117



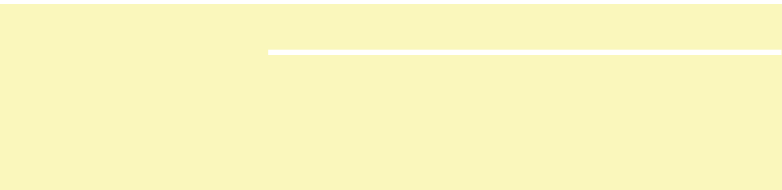
Colour Swatch #2
CMYK C = 68 M = 60 Y = 60 K = 47
RGB R = 64 G = 65 B = 64



Colour Swatch #3
CMYK C = 66 M = 66 Y = 69 K = 75
RGB R = 37 G = 31 B = 27



Colour Swatch #4
CMYK C = 4 M = 3 Y = 3 K = 0
RGB R = 241 G = 241 B = 241



Colour Swatch #5
CMYK C = 2 M = 0 Y = 33 K = 0
RGB R = 251 G = 247 B = 188



Colour Swatch #6
CMYK C = 23 M = 100 Y = 47 K = 13
RGB R = 154 G = 19 B = 75

Colour Palette

The six colours shown have been carefully selected to provide flexibility across various communication mediums and software.

Colours were chosen based on research into their psychological representations and associations towards consumers. Each colour has been provided with corresponding CMYK and RGB values. When reproducing these colours in association with miPlan, please refer to these values.

Typography

The typography consists of three main fonts. Only these fonts should be used for text in communication materials. Commitment to these fonts will create a consistent and strong identity.

Body copy found throughout any print documents, web or formal marketing are to utilise the font group ‘FreightSans’.

The following ten ‘FreightSans’ font variations can be seen below/adjacent.

FreightSans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

FredightSans Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Freight Sans Book SC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Freightsansbooksc Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

FreightSans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Freightsans Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

FreightSans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Freightsans bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

FreightSans Bold SC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Freightsans bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Typography Cont’d

All main headings and titles are to utilise the font group ‘Adelle’. These include ‘Adelle Regular’, ‘Adelle Italic’, ‘Adelle Bold’ and ‘Adelle Bold Italic.’

Any pull quotes and testimonials will be written in ‘Berranger Hand ITC Std’.

Adelle Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Adelle Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Adelle bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Adelle Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)

Berranger Hand ITC Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
(.,/?;:””!@#\$\$%^&*)



Primary Logo

Primary Logo Design

The primary logo should be used for most brand applications. The logo is best represented in full colour and should be done so where possible. The logo is made up of multiple elements:

1. The grey letters m, P, l, a, n
2. The purple 'i' and '>>'
3. The tagline 'Securing Dreams. Simply.'

When used together these components are always placed in a fixed relationship and should never be altered, modified or reproduced unless specified as a secondary treatment.

Measuring System

A proportional measuring system has been developed for a consistent layout use across all JobSync brand assets. The system is based on "x".



Minimum Clear Space

To esnure its integrity and visibility, the miPlan logo should be kept clear of competing text, images and graphics at all times. It must be surrounded by a minimum space equal to 2 x the stroke width labelled “x” as shown opposite.

Minimum Size

For legibility and readability, the logo should not be displayed smaller than 34px wide (printed equivalent is 34 pts).



Incorrect Logo Usage

Consistency in our promotion collateral will make things like brand recognition and communication much easier to accomplish. This page illustrates common errors in logo usage. The best way to avoid them is to use the provided logo artwork and be careful not to make any changes or alternations in it’s usage.



* Don't cut-off



* Don't apply opacity



* Don't apply shadows



* Don't apply gradients



* Don't rotate, flip or reverse



* Don't introduce additional colours that aren't in the brand bible guidelines



* Don't apply bevels



* Don't apply luminosity



Secondary Logo Design

The secondary logo treatment should be used when colour printing is not available. This monochromatic logo is still in keeping with the primary logo to maintain maximum impact towards the brand.



Secondary Logo



Imagery

For brand consistency all imagery is to be human-centric and shot with a shallow depth of field. This allows the focal point to remain on the person(s) featured in the shot, emphasising really positive emotions. People in the shot should always be young (20 – late 30's) and be portrayed as active and happy – think a carefree, confident lifestyle. Models should always look directly at the camera.

The primary use of all photography should be in full colour, with minimal background elements. Use only black and white photography when a certain application requires it (example: black and white ad). Shots are often designed to be overlayed with short captions of text – so plan the shot accordingly, leaving the necessary amount of clear space to work with.

For best case examples of these shots in use, please refer to the current miPlan website (www.miplan.com.au)



Voice

To aid in presenting a consistent tone, this section has been developed for use across all communication platforms, including online and print material.

General Communications

Are we first person? Or is miPlan third person? The truth is we're comfortable with both, provided they're applied with some common sense. When writing copy that will only be received by one person, like in direct mail or emails, then use first person to help promote a more conversational tone. Use third person when addressing a mass audience, like on our website.

As a service that deals with a variety of age groups and generational values, it is much safer to steer clear of cheeky language such as swearing or sexual innuendoes. Whilst younger generations (30 – 40) may not be phased by this sort of speak, the majority of potential clients want to see that we provide a professional and reliable service when browsing our collateral - so keep it clean.

It's also important to note that professional doesn't necessarily mean technical. Life insurance can be quite an emotional decision for many people, and whilst the facts are important, miPlan wants to convey a casual and friendly approach that fosters a trusting relationship from the very beginning. Explain things to clients in their terms, only using technical speak when absolutely necessary. This will help display a thorough knowledge of the product.

Style & Grammar

Use modern grammar to give copy a crisp, contemporary feel. Here are some basic rules to help guide you:

Use plain English - Make sure the vocabulary is easily understood and sentences are not too long. Write clearly in UK English and follow modern grammatical rules.

Always try to write in active voice as it will assist in readability of communication. Passive voice is not incorrect, but is it often a poor and long winded way to present your thoughts.

Keep punctuation simple. Does this look professional??? Do not over use things like exclamation marks either!!!

AVOID TALKING IN CAPS LOCK in blocks of text as this gives an impression of shouting. Think about our audience and if we would ever be in a face-to-face situation where shouting is appropriate. If not, then don't do it through text either.

Don't overuse initial capitals throughout body copy. To help provide prominence, they should be kept for headlines.

Acronyms and abbreviations are fine to use, as long as they are used correctly. Always write the name in full the first time, with the acronym or abbreviation in brackets afterwards. After this, the acronym can be displayed without brackets in capital letters. For example – Total and Permanent Disability (TPD) in the first instance and TPD thereafter. It is important to maintain consistent copy throughout all forms of communication – especially when speaking about our own business.

When writing miPlan in any form of text, write it as seen in the official logo with a lower case 'm' and a capital 'P' – miPlan. If starting a sentence with the word miPlan or using it as part of a heading, this rule still applies.

Online Content

It is harder to read information on screen and most people will quickly skip through large bodies of text. For this reason, website information should be constructed in short blocks which are easy to digest. When listing information, use bullet points or numbered lists rather than commas or semi-colons. Always consider how copy will appear on the screen and add space between blocks of text accordingly. Try to keep key messages short - leaving the page fresh and clean.

Writing Via Email

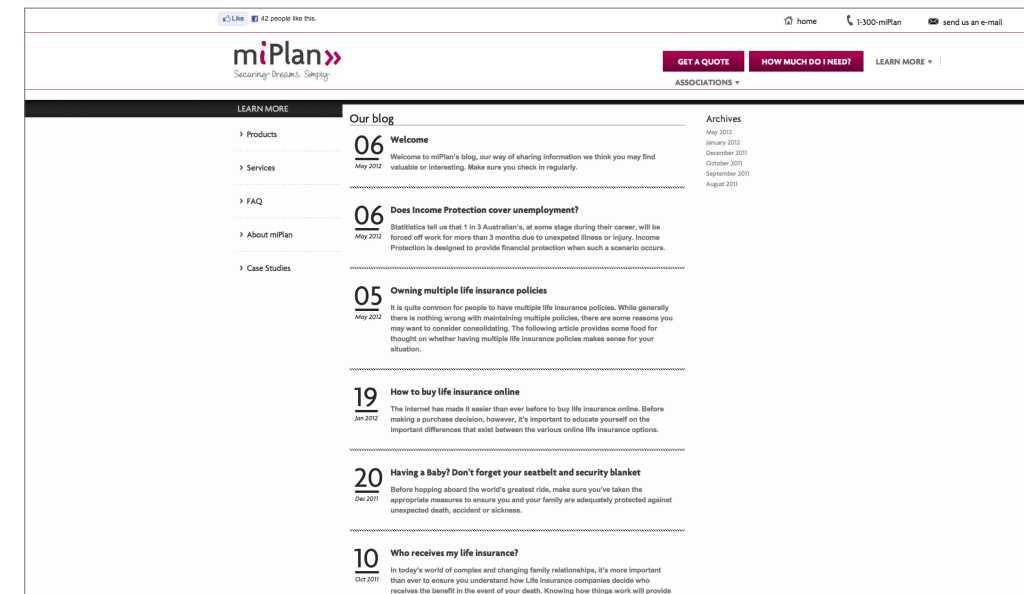
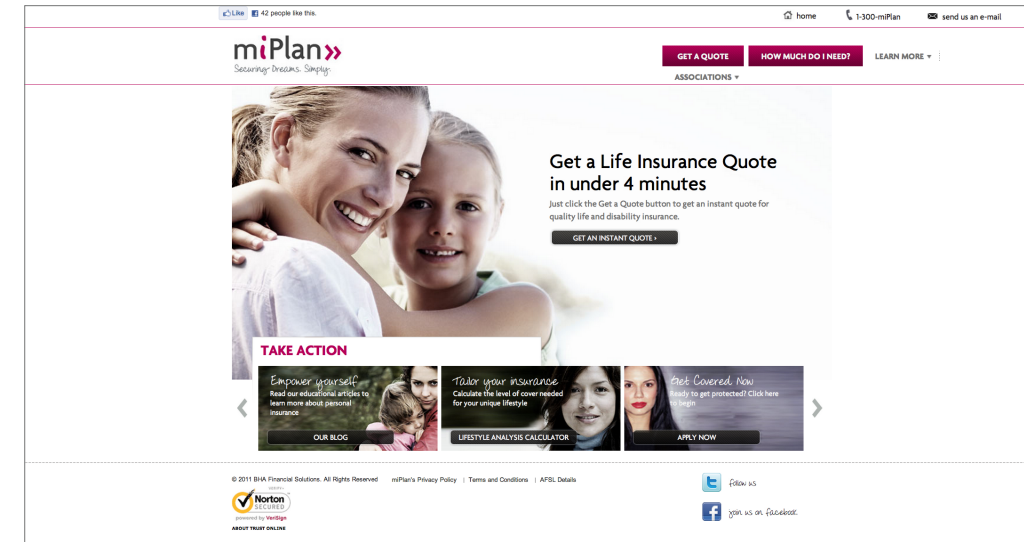
When speaking with clients via email, always check that spelling and grammar are correct to show that time and effort has gone into the communication, whilst maintaining professionalism. Some clients may choose to converse in a very informal tone - never initiate this. Use your judgement and only reciprocate if you feel it is appropriate. We are all about fostering a close relationship, but first and foremost, clients want to feel like their life insurance policy is in the hands of professionals.

Proof Reading

The appearance and accuracy of written information disseminated under the miPlan brand is of paramount importance. Incorrect spelling, bad grammar and unclear copy reflect badly on our behalf and make us appear unprofessional. Ensure that all copy is carefully proof-read before being published, preferably by someone other than the original author. This is especially important for all documents which are going to be printed and sent out to not only our clients, but potential clients as well.

Applications

All website alterations should be consistent with the original minimalist design, with any branding adhering strictly to the guidelines set out in this document. If adding new sections or pages, avoid introducing new colours and follow the imagery guidelines for photos, fonts and content.



Questions?

For help & guidance please email

cat@ootbs.com.au (design specialist)

chris@ootbs.com.au (copywriting specialist)

Thankyou

