

# Inspired Act Brand Toolkit

September 2016

## Brand Archetype: **Explorer**

*The Explorer brand encourages individual initiative and provides others with the opportunity to learn and grow.*

**Attributes:** searcher/seeker, adventurer, independent, self-directed, self-sufficient, values freedom, desires excitement and self-actualization, scouts new ideas

**Motto:** Don't fence me in

**Core desire:** The freedom to find out who you are through exploration; expanded possibilities

**Goal:** To experience a better, more authentic, more fulfilling life

**Biggest fear:** Conformity, and inner emptiness

**Strategy:** Emotional journey, seeking out and experiencing new things, escape from boredom



# Strapline

*“Ignite your possibilities...”*



# Description

*“Leading UK agency Inspired Act creates life-changing learning opportunities for all through their bespoke teams of professional actors”*







# Colour scheme

Blue is our hero colour, in line with our original logo. Don't be afraid to use a few intense shades in the colour scheme. The overall effect should be one of boldness and confidence creating an inviting, lively atmosphere.





# Font

Keep things clear and legible using a Windows and Mac safe font such as Trebuchet which is designed for easy screen readability but is also distinctive:

Trebuchet MS, *Trebuchet MS*,  
**Trebuchet MS**,

Normal: abcdefghijklmnopqrstuvwxyz0123456789

*Italic: abcdefghijklmnopqrstuvwxyz0123456789*

**Bold: abcdefghijklmnopqrstuvwxyz0123456789**

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For stand-out headings, use a more elegant classic font such as Trajan to create impact:

TRAJAN BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRAJAN REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Brand truths

*We go over and above expectations for our clients*

**The truth means:** We have been serving our clients for over a decade, so we understand how to deliver a top quality service. For us, a job well done is not about profit margins, it's about truly satisfied clients with whom we have a positive ongoing relationship.

*We want the best for our actors*

**The truth means:** We go out of our way to make sure that our actors feel supported in all that they do, enabling them at every step of their journey and working alongside them to help bring out their full potential.

*We value integrity*

**The truth means:** We promise to treat one another, and all those we deal with, with respect, always behaving in a transparent and accountable manner.

*We are a bold company*

**The truth means:** We aim to surprise and delight in all we do which sometimes means turning convention on its head, and always seeking out new and exciting horizons as we move the company forward.

## **Growth idea**

(Why we're different)

Expanding the possibilities of role-play

## **Campaign proposition**

(What we offer)

We create engaging, challenging and memorable learning opportunities

## **Reasons to believe**

(Why use us)

1. We only ever use professional actors who understand how to deliver emotional realism that changes perspectives
2. Everyone in the management team is an actor themselves, which means we know how to deliver the best training experience possible
3. We are interested in actors as a creative resource, not just as a tool which means we can help them realise their full creative potential, for the benefit of everyone
4. We have over a decade of experience in delivering top quality role play to large UK organisations, including the military, which means we know how to satisfy the toughest of clients

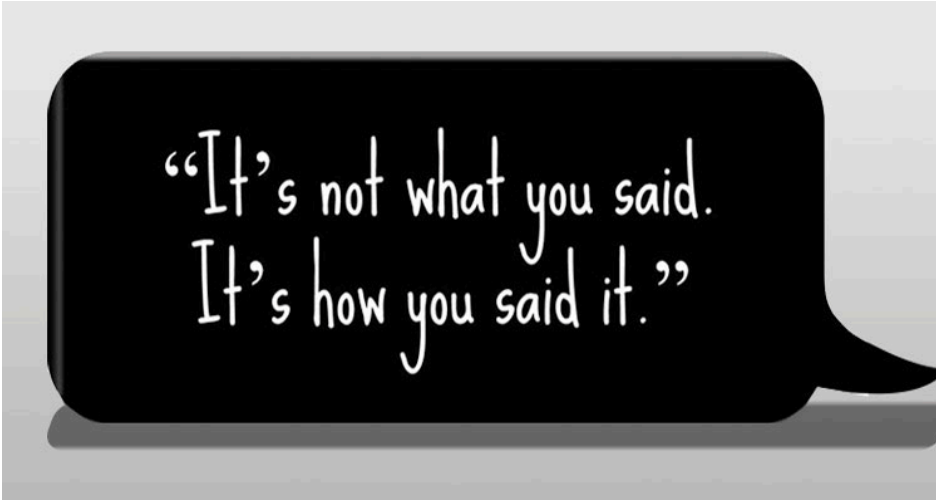


## Brand Tone of Voice

We're **dynamic** and **empowering** but also **dedicated**

So if a person was like that, how would they speak and write?

Like someone who will help you realise your full potential, encouraging you with their infectious can-do attitude and zest for life, whilst being grounded by a commitment to always giving their very best.



“It’s not what you said.  
It’s how you said it.”

We are **Dynamic**

...So we sound **invigorating, spirited** and **active**

Our zest for life should literally bounce off the page. Bring copy to life with lively dialogue and fearless phrasing. Steer clear of corporate and commercial jargon – everything we say and do should be a breath of fresh air in what can be an impersonal field of work.

We want to inspire people, whether that's with the exciting work we're doing on our website, the out-of-the-ordinary events we're attending on facebook or the inspiring blog posts that take people to places they never thought they'd go. Invigorate weary imaginations and refresh tired minds with uplifting and refreshing copy that encourages readers to achieve the impossible, giving them a new vision for the future with Inspired Act.

**IS NOT** Click **here** to find out more

**IS NOT** We are now offering a new role-play package to help young professionals work on their communication skills not just in the office but in their personal lives too – click here for more details

**IS NOT** Delivering the best in comprehensive situational learning and bespoke role-play support

**IS** Begin your journey with Inspired Act **here**

**IS** Awesome workshop with Lloyds today! Now off to kick start some dating role-play down in Covent Garden – fancy joining us?

**IS** Get ready to change your perspective with Inspired Act's team of professional role-play actors

We are **Empowering**

...So we sound **motivational, enthusiastic** and **confident**

We believe in bringing out the best in people, whether that's our client's teams during our transformative workshops, our actors in their own creative journeys, or each other here on the Inspired Act team, so we always speak in a positive and supportive manner.

Whether we're talking with gusto about our top-class training, or encouraging our actors to sign up for some of our helpful workshops, we want to fill readers with a joyful energy that radiates out through sunny language and bold phrasing. Create pace by keeping copy short and buoyant and use 'we' and 'us' rather than 'you' to create a sense of community - we want to leave people feeling confident and ready to take on life's challenges with Inspired Act by their side.

**IS NOT** Do you lack the communication skills you require to succeed in business today? We can provide the help you need.

**IS NOT** Get in touch

**IS NOT** Work with us to explore creative training programmes and realistic assessment environments which embed positive behavioural change through experiential learning.

**IS** Life is incredible. And it's out there waiting for you, so let's get started...

**IS** We'd love to hear from you

**IS** As actors ourselves, we believe that role-play is the most effective way to learn. Let us help you bring out the full potential of your team today.



We are **Dedicated**

...So we sound **passionate, expert** and **hard-working**

Acting runs in our blood and we've been dedicated to making Inspired Act the very best role-play agency for ten years. Demonstrate our expertise and passion for what we do with confident, assured language that instils confidence and trust, but is never boastful.

No-one knows what makes a great role-play experience better than us. Share our expertise and inspire confidence with clear and grounded statements rather than flowery descriptive language.

We do what we do because we love it, so use emotive language that reveals our passion. We truly believe in the power of role-play and its ability to change perspective, so pass on that vision by sharing our heart for all things creative and leave readers feeling as inspired as we are.

**IS NOT** Our top quality role-play can be of benefit in any situation where there is human interaction

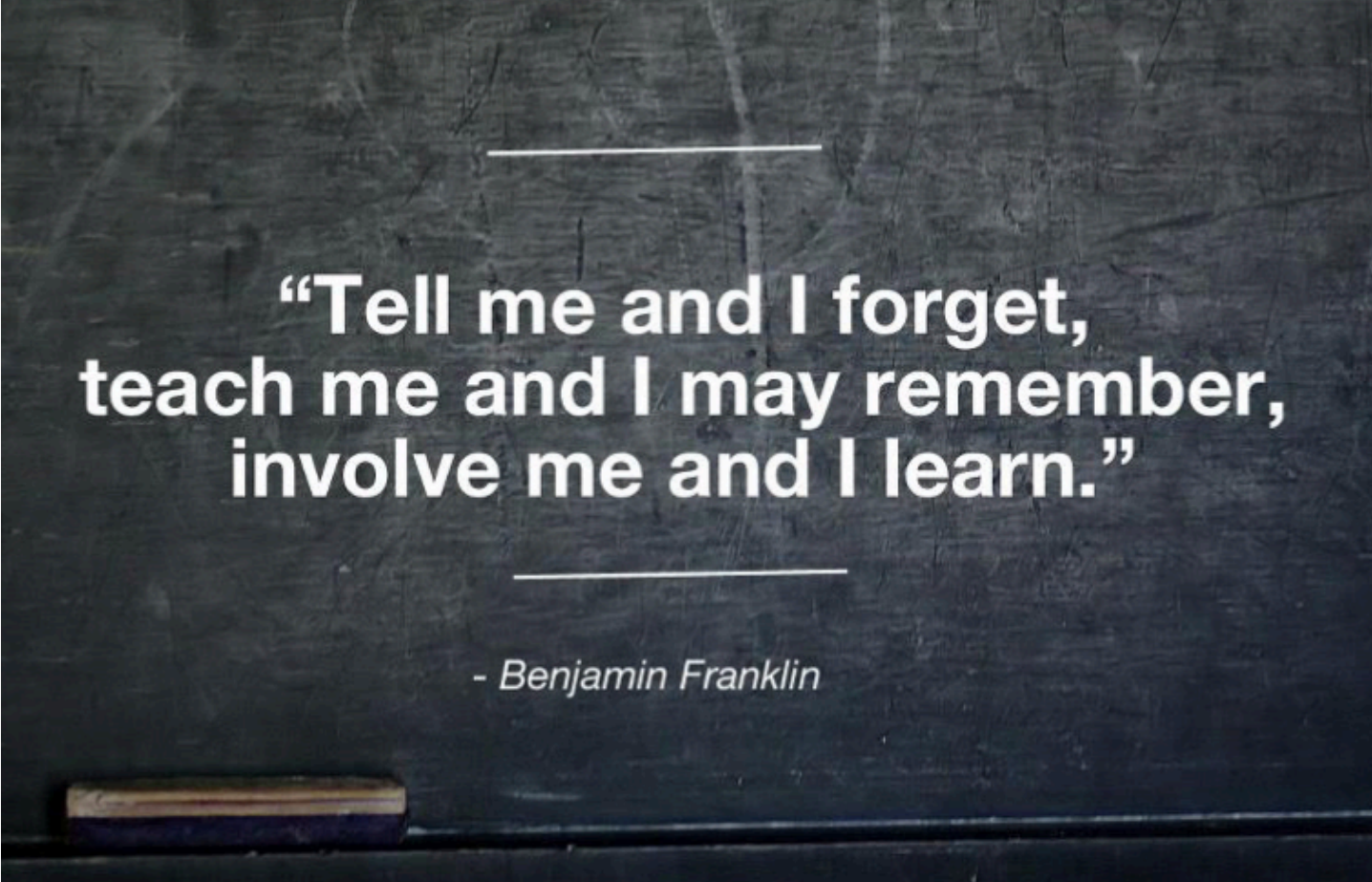
**IS NOT** Our website is replete with comprehensive testimonials

**IS NOT** Our insistence on quality across our services has attracted clients of high calibre and gained us an enviable reputation within the marketplace.

**IS** We consider it a real privilege to see people learning and growing through the experience of our professional role-play

**IS** But don't take our word for it – [click here](#) to have a read of what our clients have to say about us

**IS** We believe in always giving the very best of ourselves and are committed to providing the highest quality service for you and your team. We see all our actors as a creative resource, not just as a tool, and are dedicated to helping them realise their full creative potential - for their benefit, and yours.



**“Tell me and I forget,  
teach me and I may remember,  
involve me and I learn.”**

*- Benjamin Franklin*