

BRAND BOOK

IFW
GLOBAL

IFW
GLOBAL



BRAND CORE

A brand is defined and recognized by the way it behaves. It has a certain established personality and a set of values which determine the manner in which it is perceived and how it differs from the surrounding competitors. A consistent brand personality is a result of long-term engagement and effort of all the involved, in all channels of communication. The following pages of the Brand Book will introduce you to the basic concept underlying all expressions of IFW's communication. Understanding and applying these ideas will fortify IFW as as strong relevant brand.



1.1.

BIG IDEA

The Big Idea is a compact summary of the entire communication strategy of IFW. It is meant as a quick and easy reference, that can always be a reminder of the brand idea and set the tone and direction for every plan, activity, internal discussion, marketing effort, etc.

It illustrates the IFW belief in delivering their clients a complete set of evidence convertible into measurable results.

Navigating the inaccessible.
Trusted for what is brought to light.

1.2.1.

DIFFERENTIATORS

Sensitivity is one of the key values in the IFW – Client relationship. IFW is true to that value to the point where it introduces element of confidentiality when presenting important client cases.

Although containing detailed business-relevant information, case studies never disclose the brands in question. Instead, each case study focuses strongly on the process used to deconstruct and solve the case, as well as the consequence and results delivered.

This approach proves the brand's competency without the need to bring a big name in front of IFW. Brand reputation, methodology and reasons to believe are sufficient enough for upper tier clients, to convince them to take the risk and use the services of IFW.

Confidentiality

\,kän-fə-,den(t)-shē-'a-lə-tē\

1 : marked by intimacy or willingness to confide

2 : private, secret <confidential information>

3 : containing information whose unauthorized disclosure could be prejudicial to the interest of other

1.2.2.

DIFFERENTIATORS

IFW tackles the intricacy of online threats through a methodical process of unraveling layers of connections and ploys. The process is a combination of worked-out solutions but also a natural response to the characteristic of the market IFW is dealing with.

The complexity and layering could be used by the brand as part of their brand differentiation. Subtle usage of visuals mimicking layering, network of connections, or symbolics of confidentiality will give the brand a unique atmosphere and at the same time will bring its audience closer to the subject matter of protecting brands from potential threats. The effect could be enforced through subtle use of animation or expanded upon in a video animation case studies.

Delayering

\di-'lā-ər-iŋ\

1 : process of reducing complexity

2 : uncovering hidden information

1.2.3.

DIFFERENTIATORS

Decorative value of art is independent from the notion of function. Admiration and sophistication are always associated with fine art – designed to engage the audience's aesthetic sensibilities, or to draw the audience towards consideration of more refined work. Although not in real sense, IFW becomes a custodian of a finer work by positioning itself in the environment of art. This differentiator once developed will greatly increase brand's reputation.

It could become part of the brand style, subtly adding to the elite character of IFW or it could also be an area to explore with PR or sponsorships

Sophistication

\sə-,fɪs-tə-'kā-shən\

1 : the process or result of becoming cultured, knowledgeable, or disillusioned

2 : the process or result of becoming more complex, developed, or subtle

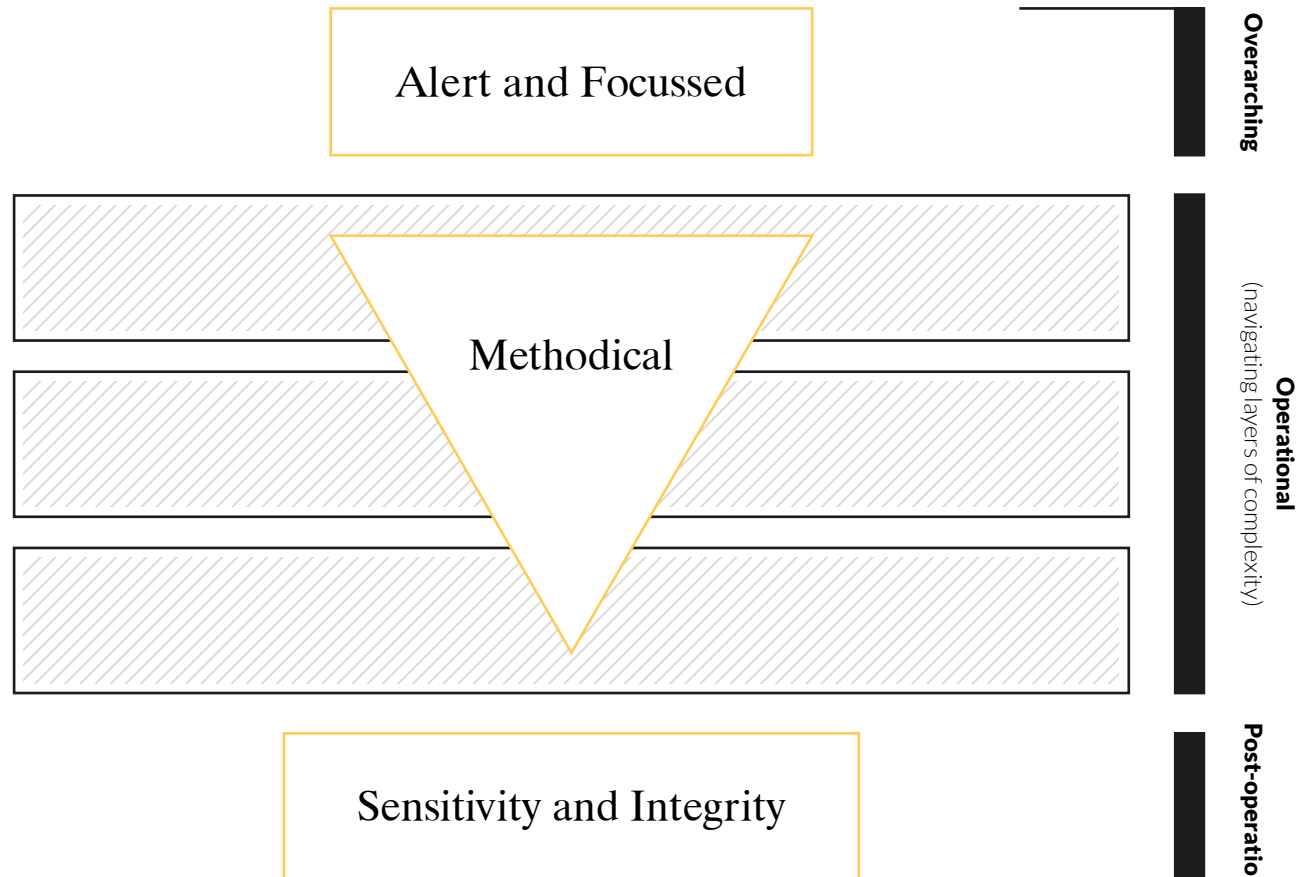
1.3.1.

CORE VALUES

Where there is sanction, there are always people looking for ways to avoid measures safeguarding it. Looking for intricate ways of concealing their actions through structured networks of contacts, relationships and reliance, all set up to either distract the pursuer from the relevant evidence.

Understanding of internal structures of such groups requires months of investigative work. Regardless of what the end result might be or how simple it may sound, shutting down an illegal peer network or removing counterfeits from the market always requires a substantial buildup of evidence necessary to turn the results of investigation into actionable intelligence.

Such market requires a very mature and structured approach. To reflect it we've chosen values that avoid simplicity or easiness and at the same time will resonate with bigger serious clients.



CORE VALUES

Alert and Focussed

The ability to assemble a convincing evidence in a convoluted cybercrime investigation requires the diligence of constant overseeing various areas of criminal activity. This vigilance is consequence of two factors the first being the IFW brand culture – a collective of agents highly focused and constantly alert to any occurrences of cybercrime. But also the invaluable relationship with various legal entities around the world – crucial factor in IFW's immediacy of action.

Methodical

There is a great number of products delivering an elemental level of threat monitoring, often automated solutions that alarm clients with any noticed activity. These often only skim the surface of digital crime and although able to become a an initiator for investigative work, their job very often stops there.

With over 35 years of investigative work experience Ken Gamble and his team has learned that each case requires an individual approach, while “fit-all solutions” are simply unable to take out the problem at its source. This why IFW offers its clients a methodical process – a set of established actions that follow a systematic and meticulous procedure – rather than a predetermined product. This approach proved successful throughout IFW's history and allowed easy adaptability – each element of the process is constantly adjusted to the situation.

CORE VALUES

Sensitive and Integral

It is perfectly understandable that you will not find big brands willing to boast on their security failures. Any damaging activity becomes even worse if the information about it catches limelight. With an unnecessary media spin, any leaks on a company looking for external help in tackling intelligence threats is likely to result in serious reputation or financial damage. This is why the majority of bigger brands have internal investigators or trusted anonymous external investigators.

IFW understands that need for a very sensible approach to brand worth and believes that in many of the sensitive cases, ensuring the matter remains non-disclosed is part of securing brand worth. Although other brands offering straightforward brand monitoring solutions freely depict their clients, IFW believes that due to the “heavy matter” of the cases they deal with and the amount of shared responsibility, not sharing the client’s details is part of firm work ethics. On the other hand this also reassures potential customers in IFW’s serious and considerate approach.

On occasions where client information is shared a clear statement and a reason for such action should be presented.



1.4.

BRAND MESSAGE

Vision

Superficial solutions are easy and simple. We believe that results come from unraveling the complex and concealed.

Mission

To utilize IFW's expertise and methodology in pursuit of decrypting online threats.

Goal

Give our clients measures to tackle cybercrime at its roots.

Promise

Combine online intelligence and actionable evidence to actively ensure your brand's composure.

1.5.

REASONS TO BELIEVE


Link between evidence and sanction

One of IFW's key reasons to believe is the prominent figure of Ken Gamble. His role in the company is crucial and although he is not always involved in the entirety of the intelligence gathering process, his expertise is essential for reaching the desired result. An extensive operational background, great understanding of legal entities around the world, network of invaluable contacts and the ability to turn gathered intelligence into an enforcement action become the inherited assets of the IFW brand.

Nevertheless, IFW should strive to build an image of a respectable and highly regarded brand through a clever execution of brand strategy, rather than relying simply on the inherited values represented by Ken Gamble. That's why we believe that IFW's CEO should appear only as a brand ambassador in such key areas as – RTB building (case studies, testimonials, about pages, sales decks, etc.) and brand PR (interviews, lectures, etc.)

Lineup of prominent cases

IFW offers detailed case studies that highly concentrate on the role played by IFW. The main role of these is presenting insights into the complexity of the undertaken investigative work. Be it unique investigative process, exclusive access to valuable information, inheritance of case from a less capable competitor – the focus should be on the advantage IFW holds over other market competitors. The cases available online can hold various levels of factual information but should not disclose the client's details.



1.6.1.

BRAND VOICE

IFW's confidence and experience should be also present in the brand tone of voice. This can be achieved through a combination of direct approach to brand audience, subjects discussed or IFW itself, and an engaging style of narrative.

Direct,
Clinical,
Engaging,
Savvy.

1.6.2.

BRAND VOICE

Engaging copywriting showcases IFW as the keeper of insight or knowledge, eager to share with its audience in exchange for attention. The paragraphs that follow should dissect the subject into a series of consequential and factual topics and present them in a clinical investigative study, somewhat resembling the work of an investigative journalist.

Instead of a threatening or patronizing style of narration – a common practice of competitors, IFW should opt for a more elaborate style of voice. Short punctuations: –terror tactics, crime, cyber-force, etc. – should be replaced with synonyms–intimidation techniques, offense, online investigators, etc. This form of refining IFW narration aims to reduce potential dramatization and introduce competence.

examples:

We've spent 3 months investigating the Chinese market of counterfeits. Here's what we found.

Insight into “Panama Papers”.
Could this be damaging to your brand?

How we identify online threats to your brand?



BRAND BEHAVIOUR



Brand Behaviour is divided into 10 sections expanding on the methods and means of brand communication designed for specific areas of service and exposition. Being a direct implication of the Brand Core, Brand Behaviour details how the base brand qualities should be implemented and translated onto tangible experiences, both internally and externally. The document should always be referred to when designing marketing campaigns, promotional events, video and photographic content, elements of service, as well as areas of internal communication.

INTRODUCTION

A brand is defined and recognized by the way it behaves.

By deliberately making your brand behave in more emotionally meaningful ways, you positively change the way customers and employees think, feel and act on your brand's behalf. The goal is to both garner more customers and to make them ever more satisfied and loyal, as well as to create a workplace in which people work with greater purpose, ambition, and gratification.

However introducing a new identity to an existing organization is exponentially more difficult than creating a brand 'from scratch'. At the point of rebranding every existing brand has a stable dynamics with employees used to a certain set of habits.

Most people have limited tolerance for change initiatives with branding exercises being no exception. The situation is different however, when the company is experiencing some fundamental challenge or change. It is then that employees start looking for direction and are relatively receptive of branding initiatives. Turning points are thus ideal opportunities to guide people's energy in a positive direction by clearly and vividly articulating what makes the company special. Indeed, we've found that internal branding efforts launched without the momentum such a moment can generate nearly always fail. Without a natural turning point, managers should manufacture these as a part of internal/external re-branding strategy.

2.2.1.

A TURNING POINT FOR IFW

We have identified four areas of brand communication IFW should use to guide its external and internal audience, introducing an effective brand communication. Appropriately addressed the four turning points will build internal engagement and help boost the brand image externally.

Worldwide focus.

Market expansion is a clear sales goal proving the company is performing well on its current markets, and that it is in a position that allows confidence in taking big steps towards larger market challenges. It's both an appreciation of all current employees involvement but also an encouragement to IFW employees step in and embrace the change.

Our goal is to become a global investigative force.

Greater focus on investigative work.

The company's success is based on its network of influential connections in the investigative world. This helped IFW pave the way to becoming a truly successful partner of small business and individuals during their most unfortunate times. IFW is now embracing this success by emphasizing its expertise in the field of private investigation - helping individual and small business fight crime, and at the same time offering their clients a more tangible service they are more likely to understand and relate to.

Our focus & strength is the ability to help the victimized by crime.

2.2.2.

A TURNING POINT FOR IFW

Introduction of Corporate Social Responsibility - show compassion and humanistic values.

As the company grows and expands, it covers more area, caters to more people, listens more carefully and takes responsibility. The newly added responsibility coincides with company's business goal of strongly entering on the worldwide market and business shift - focusing on victims of crime. Carefully chosen CSR activity will build an image of a compassionate company focused on humanistic values.

We take pride in saving the world, bit by bit.

Ambassadorial Role of Ken Gamble.

Ken Gamble's direct involvement is the backbone of IFW's success, allowed the brand to achieve a status where it can carry on building an image of a respectable and highly regarded brand through a clever execution of brand strategy, rather than relying simply on the inherited values represented by Ken Gamble. This will allow the brand to present itself as a brand

Although this doesn't have to be addressed directly in internal communication, employees should find proof of their CEO's new role - the ambassador of vision, in his various CSR and PR activities.

2.3.1.

BRAND IMPLEMENTATION - INTERNAL

Internal and external brand implementation share the same goal: to create an emotional connection to your company that transcends any one particular experience. You will need to plan and execute a professional branding campaign to introduce and explain the new message and then reinforce it through internal engagement.

The messages should be directed at employee “touch-points,” the day-to-day interactions that influence the way people experience the workplace. Designing and executing this campaign should be the marketing department’s responsibility.

Quiet heroes.

IFW employees had a fair share of involvement in cases that greatly influenced the lives of others. Whether the case involved dismantling a human trafficking group or closing the operation of a large counterfeit factory, it involved the work of IFW individuals, who helped a large group of people change their lives for the better. These efforts should be used to introduce an internal campaign for IFW Heroes. Photographs of IFW investigators should be placed at employee touch-points, with a short (preferably a single sentence) description of their impact on the world and IFW’s claim - ‘Trusted for what is brought to light’.

John. Saved the life of 150 children in 2015 by closing a human trafficking network in Romania.

Quality internal content.

Employees must have the opportunity to understand what “...for what is brought to light” actually means and what is IFW’s new vision, apart from the updated business goals. Otherwise all the slogans supporting the change can become a nutrient for internal cynics. To overcome people’s natural cynicism, towards the rebranding campaign and the new coffee mugs, etc, the communications materials must ring true, reflecting and reinforcing what people care about and what makes them come to work each morning.

Free of jargon, grandstanding but never pretentious internal materials must be as creative and eye-catching as the materials you deliver to an external audience. Just as in a consumer advertising campaign, you need to surprise and charm your audience. This is a task of persuasion, not information, and dry lifeless materials will quickly be shelved or discarded.

2.3.2.

BRAND IMPLEMENTATION - INTERNAL



2.4.

BRAND IMPLEMENTATION - EXTERNAL

Once the Turning Points have been identified and set in stone through internal implementation, the stage for announcing the message to your current and new customers is set. But there are few rules a brand needs to understand before the 'show' kicks off.

Handle you audience with care.

Most people are wary of change and especially when the underlying message structure is tricky: 'Hello, it's me, the firm you've known and loved, but different'. This is why you should keep the core of your message simple. For e-mail campaign use clear and understandable topics - 'We finish 2016 with a vision for a better company', but also send the message from the existing sender name and domain - recognized by your audience.

Say why it matters and be open to feedback.

The CEO should send an honest, heartfelt, however not lengthy message to your customers explaining the rebrand, why it came about, what this means for the company and what it means for the consumers. Promise that there will be no adverse effects on customer service or product quality and reiterate how important your extant clients are. Be quick to respond to any concerns that are brought up and take all feedback you receive seriously. Any follower that cares enough about your brand to weigh in is one worth engaging with.

Be prepared.

It is imperative that all external areas of brand exposition are updated synchronously, on the day of the launch. Launching partially with brand elements still awaiting update will damage brand perception by associating disparity and inconsistency with the brand. If you have business/media partners who use your brand identity make sure to inform them in advance.

2.5.1.

EMPLOYER BRANDING

Whether the company is actively seeking new employees or not, the operating principles - a canvas for working under the IFW banner, should be set and promoted on the company website. With IFW's strategy in mind the employer branding efforts should not only concentrate on presenting IFW as an employer brand on a worldwide level, securing long term recruiting goals and reaching a greater percentage of engaged jobseekers.

Our mission is clear.

As soon as potential candidates land on the careers subpage they should be welcomed with IFW's mission statement. A simple, but a powerful announcement seen by some as a boring overstatement. However for interested talent, a company's mission is incredibly important. By placing its mission right up front, IFW does a little hands-off screening: Job seekers who aren't all that interested in the company's mission are likely to get bored just reading the intro paragraph, and they'll quickly wander somewhere else.

Tick off the obvious.

Employees need to hear the same messages that you send out to the marketplace. At most companies, however, internal and external communications are often mismatched. This can be very confusing, and it threatens employees' perceptions of the company's integrity. Make sure to tick off benefit boxes internally before announcing your long term recruitment strategy and business potential. Concentrate on these that present IFW as a responsible and ethical employer.

Hero stories.

The stories of your IFW Heroes can be easily turned into an inspirational brand behavior in the form of "Hero stories". Not only do these stories give job seekers a good idea of the kinds of people they'd work with at IFW, but they also show job seekers what kind of dedication they are looking for in their future candidates. The stories should be a combination of a brief introduction to the case solved, short bio and a personal statement on why working with IFW changes the lives of others.

CORPORATE SOCIAL RESPONSIBILITY

Improvement of the World around as one of the key brand goals, proves the brand has the capacity to undertake tasks of greater responsibility, as well as enforcing the message of being a confident and aware partner. It works as a strong reason to believe which strongly separates the brand from the lower level companies and can immensely increase perceived company value.

Find a ,big name' NGO.

Working with Interpol or government authorities is part of everyday job for majority of investigative agencies. Many of the agencies in question openly declares its ties to aforementioned organizations to build a strong reason to believe. IFW already has such connections and by simply announcing these will have no advantage over its competitors.

This is why, along with implementing a more developed communication strategy, IFW should look for opportunity to partner up with a big name NGO, close to their field of expertise - 'Stop the Traffik', UNODC, 'The Art Loss', etc, and dedicate part of their brand communication to announcing its effectiveness and success. Once every two years a dedicated subpage should be created to present the factual and numerical data on the success achieved together. This subpage should be strongly promoted across various media and become a core of IFW's CSR and PR campaign.

The Mentor.

As the CEO of IFW but most of all the leading resource of knowledge on topics relating to Cybercrime, anti-piracy and anti-counterfeiting issues, Ken Gamble has the potential to become a strong brand ambassador, a mentor figure.

His schedule of lectures during law enforcement conferences and industry events but also lectures at Universities and NGO's should be expanded with corporate leadership marketing via LinkedIn. Activity dedicated to create a brand mentor, sharing IFW vision around the world.

ZERO MOMENT OF TRUTH



2.7.1.

CUSTOMER JOURNEY

CJ is a framework for customer experience, which details key touchpoints and brand interaction areas where a brand should look for ways to differentiate itself.

It contains key communication guidelines aimed to create unique brand experience in five key steps of brand-consumer engagement.

Awareness.

The awareness phase, also known as the “zero moment of truth” is when a first and most basic impression of a brand is formed. It is briefly or not at all situated in proper context and no decisions are formed at this stage. It is however the key stage to inducing a desired brand image and emotional advertising to convey brand personality.

IFW has already achieved some success when it comes to building a brand image during the awareness stage with successful PR campaign around the ‘Beijing Olympic Games tickets scams’. IFW should continue working closely with watchdog institutions and press around the world and present itself as a global player in the field of cybercrime, holding key knowledge crucial to a successful case closure. A mutually beneficial partnership with a focus on benefits and insight is how the brand is perceived by the audience not directly involved with the brand. \

Cybercrime knows no barriers, that's why we don't build ones ourselves when working closely with watchdog institutions from around the globe.

The awareness phase also relates to activities like general advertising e.g. in the form of banner ads. These should be focused on highlighting the fact, that cyberthreats exist and they might already be causing damage, even if unnoticed. IFW should then be portrayed as the alert partner willing to help.

2.7.2.

CUSTOMER JOURNEY



Consideration.

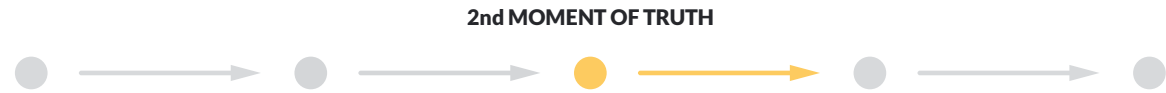
The consideration phase begins when the actual need for a given service arises and an informed choice has to be made. It contains a few stress points, which if addressed, can prove a brand has the appropriate tools in place to deal with these key factors.

At this stage IFW should introduce a more personal tone to start building a more exclusive dialogue with it's audience. Using customer profiles tailored newsletter campaigns should address the audience, it's concerns or market verticals directly. A threat narrative can be introduced at this stage of communication to intensify readers concerns.

How the access to EU Police Data, allowed IFW dismantle a network of scammers in Italy.

2.7.3.

CUSTOMER JOURNEY



Purchase.

Communication in the purchase phase has to reassure the customer in their choices and assure an easy introduction to the service. It should serve as an informative greeting visualizing how all future interactions with IFW are going to be like.

To emphasize the importance of working with an important brand name IFW should look to introduce high quality print documents, summarising various elements of information already gathered in the negotiation package. A printed welcoming letter from Ken Gamble should be the brand standard along with a 'induction' leaflet introducing company assets and services that are now at the customer's disposal.

Our work has already begun.

2.7.4.

CUSTOMER JOURNEY



Service.

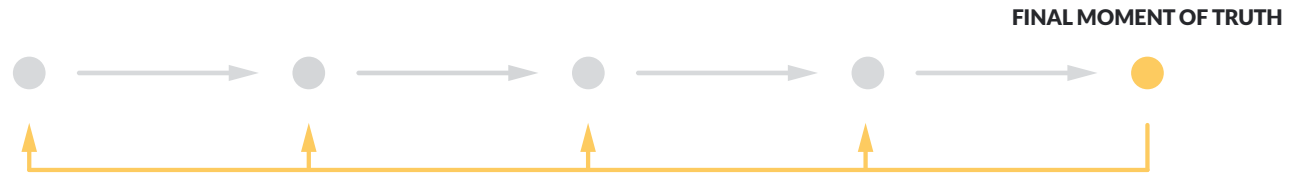
The service phase is all about keeping the promises given and therefore building consumer loyalty.

IFW has now the chance to prove their expertise and knowledge in the field. One of the best methods to do this is through delivery of regular case report. The report should contain a 'consumable' overview that allows the customer not only understand better how their problem arises but also become a introduction to how IFW can help prevent similar situations in the future. This is the stage where IFW establishes a role of a mentor, guide and a partner in the relationship with the customer. We would also suggest using a two step verification systems for customer portals, where the reports can be accessed and a set of instructions on how such sensitive information should be stored.

Here's what you need to know on the handling of your case report.

2.7.5.

CUSTOMER JOURNEY



Loyalty.

Loyalty is the final product of consistent reassurance and excellence in service delivery. The value of a loyal customer lies not only in their dedication to one brand, but also in the invaluable capacity to form and positively influence a community. The stories, comments and nearbrand activities of loyal customers reinforce brand communication in every other customer journey phase.

Despite the fact most of the cases IFW is dealing with give little opportunity for a long term relationship, this should not deter IFW's attention from the latter stages of customer relation. Brand's dedication and focus should remain on the similar level as in previous stages. Each case closed should be the opportunity to review not only the success achieved but also the relationship with the customer. This could be performed in a form of an in depth interview which will deliver information for both sides of the relationship. The 'exit' report should include elements of Risk Management and a potential introduction to a regular monitoring service.

Stay protected with 'Aegis' - IFW Security Monitoring service.

2.8.1.

INBOUND ACTIVITY

Creating engaging content is a backbone of any inbound marketing for any company looking to generate leads through online activity. This is even more important if the brand 'starts anew'. A rebranding campaign be it digital or in print without any engaging content proving the chosen vision is real and in action, will leave customers disorientated.

This means that a great amount of content should be created to cater to specific audience based on their stage in the sales funnel.

TOP OF THE FUNNEL



ToFu - Top of the Funnel.

Content attracting a larger audience - owned blog articles, informative videos/animations, tip sheets, eBooks, etc. The goal at this stage is to educate your audience on a specific topic, need or pain point that they're looking to address, but without a sales tie-in.

2.8.2.

INBOUND ACTIVITY

MIDDLE OF THE FUNNEL



MoFu - Middle of the Funnel.

In this part of the funnel, your content should continue to educate but also start the process of positioning your company as the solution to the lead's needs and challenges. Advanced eBooks are a great form of content in this stage but case studies, white papers and videos will do wonders beginning to build your credibility. Consider using lead gates to the more valuable content.

2.8.3.

INBOUND ACTIVITY

BOTTOM OF THE FUNNEL



BoFu - Top of the Funnel.

At this stage the sales process is more likely to shift towards direct contact. Any further marketing methods should focus on client tailored case studies or demos of client portal, delivered in a newsletter or email campaign.

2.8.4.

INBOUND ACTIVITY

Create engagement.

The newly designed brand visuals come to life when used in video or animations. This is way video and animation should be IFW's medium of choice when it comes to engaging its audience.

'Understand the Hidden'

Easily consumable - not exceeding 10 minutes, well written animations and videos designed to entertain the TOFU & MOFU audience. Shepherding audience through world of crime by making the complex topics and agendas easier to understand. Presenting the world in numbers, decrypting argot or unmasking ways crime syndicates with IFW's visual accents on crucial points in the story. These should become a powerful indicator of knowledge and insight, while dramatically increasing the time spent interacting with the brand.

The tone of voice should be simple, informative and educational with a nice accent in the end - a rhetorical question on the complexity of the topic, encouraging the viewers to look for an answer themselves.

So the question now is whether the government should introduce more restrictive laws or maybe...

SOCIAL MEDIA GUIDELINES

A deliberate and planned approach to social media will help IFW keep its fingers on the pulse of what is important to the customer. But this also means that the brand is exposed to constant scrutinous watch of the public, especially during the stage of rebranding.

This is why we advise a more comprehensive and managed approach to social media.

Facebook.

It is the main channel for existing and new customers to experience IFW's activity. The channel should focus on content marketing and emphasize brand values: where possible paired with owned and original content.

Core Activity:

- Industry related external content from the field of IFW's exptrise
- IFW Blog content, especially typical blog clickbaits
- Brand/Product Milestones
- Success stories - preferably in video format or blog post
- Owned video content - 'Understand the Hidden'
- Newsletter excerpts and invitation to join

Don't:

- Witty banter - no humorous content, unless it's April's Fools
- Avoid lead grab content - accessible via Newsletter subscription & fill out forms
- Inappropriate corporate behaviour - staff and x-mas parties, etc.
- Black PR

Supporting Activity:

- Trade shows updates
- Corporate culture & CSR
- Shared content from other platforms (esp. LinkedIn)

2.9.2.

SOCIAL MEDIA GUIDELINES

Twitter.

Core Activity:

- Follow accounts and share Industry related news and articles (owned/sponsored/external)
- External activity - Trade shows, Press conferences, etc.
- Lead grab content- content accessible via Newsletter subscription or lead fill out form
- IFW Success stories

Don't:

- Blog content, especially typical blog clickbaits
- Witty banter, shit storms, etc.
- Facebook reposting - avoid mindless sharing between the two media
- Facebook level of colloquiality
- Inappropriate corporate behaviour - staff and x-mas parties, etc.

2.9.3.

SOCIAL MEDIA GUIDELINES

LinkedIn.

Core Activity:

- Top management leadership
- Corporate style milestones and business reports
- Important Partnership announcements
- Knowledge driven articles
- Conversation starters in industry related groups

Supporting Activity:

- Announce important PR stunts
- CSR and Employer branding
- Occasional introduction of employee culture

Don't:

- Any low quality, non B2B content

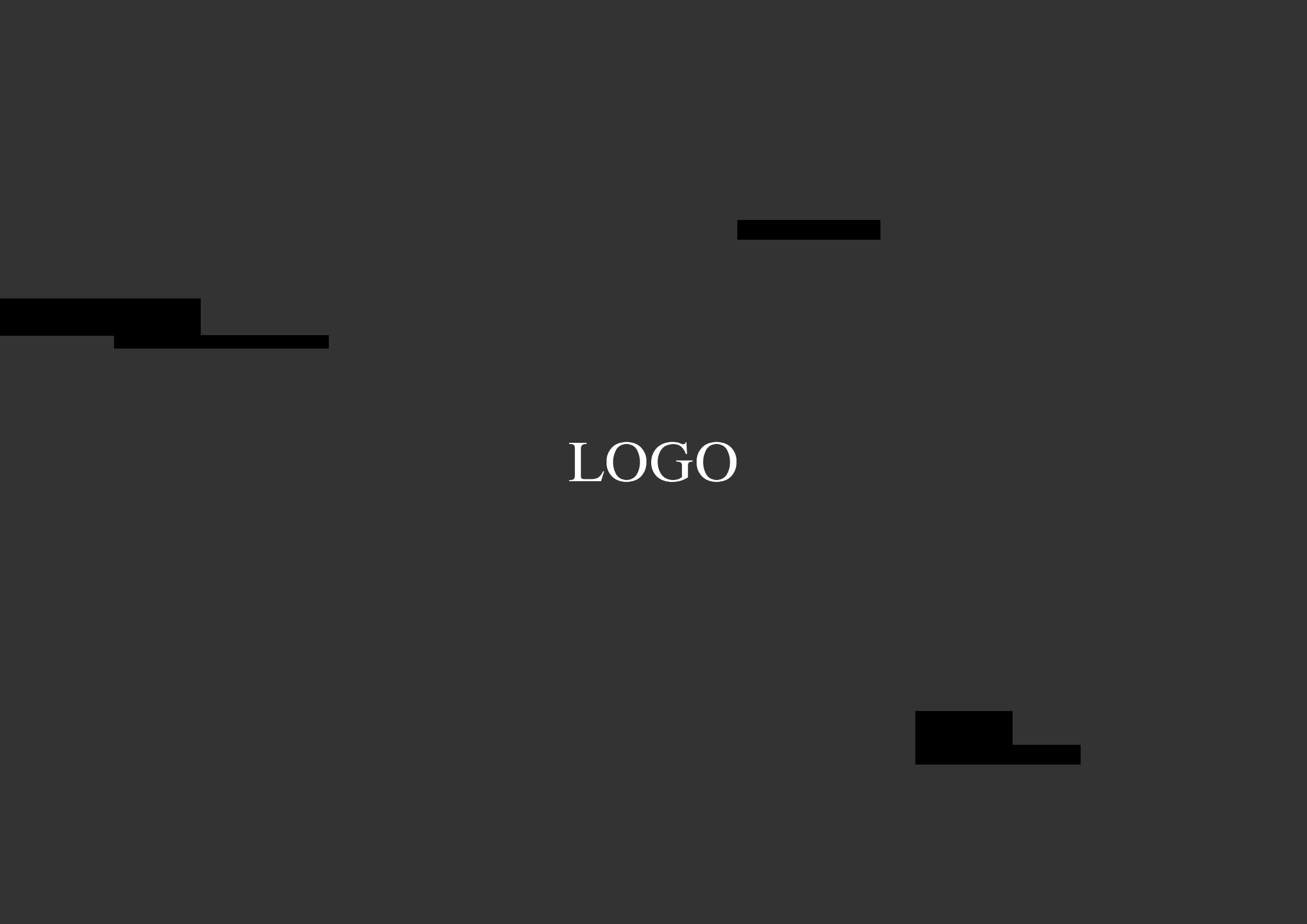
SUMMARY

Summary.

In the age of collective discernment to false advertising or identity customers actively seek the character of a brand not only in what services it offers but often in actions it takes in the world. Consumers want to find if the brand lives by the standards it promises to deliver. This often means involving brand audience in long and detailed stories rather 'sloganish' combination of messages and pictures.

This change in messaging requires a shift of approach in the CMO's responsibility. As the gatekeeper of brand's behavioral currency their direct responsibility is management and coordination of internal and external branding, as well as overseeing advertising and marketing activities to ensure the right message is delivered.

The greatest shift must happen internally and the Brand Behaviour is a document that helps the management get rest of the team 'on the IFW train'. The internal 'Turning Points', Ken Gamble's action leadership in the form of the brand's mentor, a more empathic and broadening internal narrative of World's safekeeping will become the cornerstone the great, recognizable, global brand.



LOGO

The IFW logo has been meticulously designed to reflect the company's values and adapt to a modern, more demanding audience. Its simplicity is a result of research-backed strategy and was executed with the uttermost attention to detail. The design principles governing the design are described on the following pages. The guide should be referred to whenever a logo is used within any document, layout, marketing collateral piece, etc.

3.1.

THE LOGO

The IFW logo is a result and reflection of the company's growth and development, as well as a direct response to an adopted branding strategy.

The logo for IFW GLOBAL. The letters 'IFW' are in a large, bold, black serif font. Below them, the word 'GLOBAL' is written in a smaller, black, sans-serif font, with each letter spaced out.

IFW
GLOBAL

3.2.

LOGO COLOR OPTIONS

The Edge logo comes in several color variations for uses on different specified backgrounds.

The basic version is preferred, however, in case of any technical limitations, achromatic versions are available.

Other combinations are not allowed.

Color version - light background



Negative version - dark background



Color version - light grey background



Negative version - yellow background



Achromatic version - light background



Negative achromatic version - dark background



3.3.

SAFE MARGIN

To ensure that the IWF logo is always legible and recognizable, it should be separated from all other visual material that surrounds it.

Graphics, text, headlines or the bleed of any design must be separated from the logo by at least the distance defined by the width of the letter “F” both vertically and horizontally.



3.4.

LOGO CONSTRUCTION

Although minimalistic in form, the IFW logotype has been constructed in accordance to strict rules of geometric proportion and optical correction of typography.

The letters have been constructed from scratch, meaning that no other brand is using this exact typography.

Due to the rules governing logo construction, it must not, under any circumstances, be modified in any way.



3.5.

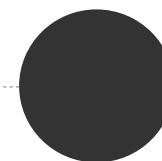
COLOR PALETTE

Provided herein are the colors chosen to represent the IFW brand. They have been carefully chosen to match each other and constitute a cohesive palette. For all usage, the color codes need to be preserved without any alteration.

- RGB and HEX codes for all digital usage in sRGB color space;
- CMYK definitions for offset and digital print (as in CMYK FOGRA39);
- Pantone pigments for general color reference and vivid color prints;
- ORACAL and AVERY adhesive film equivalents

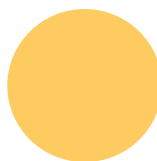
Logo color

IFW
GLOBAL

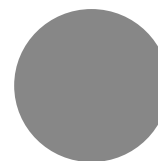


C:0 M:0 Y:0 K:93
RGB: 51/51/51
HEX: #333333
Pantone: 447 C
ORACAL: 641 - 070
AVERY: 712

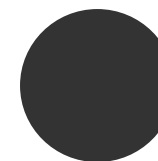
Supplementary colors



C:0 M:23 Y:70 K:0
RGB: 253/203/96
HEX: #fdbc60
Pantone: 122 C
ORACAL: 641 - 021
AVERY: 739



C:0 M:0 Y:0 K:60
RGB: 135/135/135
HEX: #878787
Pantone: Cool Grey 8 C
ORACAL: 641 - 071
AVERY: 744-01



C:0 M:0 Y:0 K:93
RGB: 51/51/51
HEX: #333333
Pantone: 447 C
ORACAL: 641 - 070
AVERY: 712

TYPOGRAPHY

The primary headline typeface for print and digital uses is Tiempo.

For paragraph text, the chosen typeface is the Lato Family. Six different styles are specified. Lato Light and Regular are interchangeable depending on text size. Lato Regular should be used whenever legibility of Lato Light is impaired due to small size. Lato Black is used for emphasis in all cases. All weights have their italic versions specified.

Hedline text

Tiempo

SED UT PERSPICIATIS UNDE OMNIS

Paragraph text

Lato Font Family

Lato Light

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Lato Regular

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

Lato Black

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Lato Light Italic

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Lato Regular Italic

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Lato Black Italic

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SUPPLEMENTARY TYPOGRAPHY

Whenever the basic fonts are impossible to implement, Georgia and Arial Font Families should be used.

Please be advised that supplementary typography should only be used after exploring all possibilities of implementing Tiempo and Lato.

Hedline text

Georgia

SED UT PERSPICIATIS UNDE OMNIS

Paragraph text

Arial Font Family

Arial Regular

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Arial italic

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Arial Bold

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

Arial Bold italic

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

Arial Black

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

3.8.

LOGO CONSTRUCTION

Various media use different PPI (points/pixels per inch) values which determine legibility in small sizes. The smallest adviseable dimensions are specified for both logo versions in print and digital uses.

The minimum size of the logo should be used only when layout space is extremely limited. Use of the logo in larger sizes is advised whenever possible.

Minimum size for print media (300 dpi)



Minimum size for digital displays (72 dpi)



3.9.

FORBIDDEN MODIFICATIONS

The guidelines provided herein are absolute and their neglect will damage brand perception. Shown on this page are additional examples of forbidden usage. There are no exceptions to these rules.

Resizing the logo without preserving proportions



Using any kind of additional effects like drop shadow, embossing etc.



Rotating the logo



Changing typography



Placing logo on a patterned or otherwise contrasting background



Using unspecified colors for either the logo or background



3.10.

SUPPORT

This Brand Book is made in the RGB color space. The appearance of the Brand Book on a computer screen should never be a reference for any printed materials.

If you need more information or have questions about using these guidelines, contact IFW GLOBAL.

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IFW
GLOBAL