



Brand Guide - 2016

andersenIT - Logo

Logo revision:

- The new andersenIT logo is less bold/harsh due to the subtly reduced black (100K > 90K).
- The typeface (Helvetica Neue) has been retained and refined to one weight below the original.
- The 'a' is a modified 'd' character, as per the original branding.
- The new logo and branding removes any gradients.
- The scale ratio between the old logo graphic and the new logo graphic has been reduced to maintain consistency with the reduced bold/dominant tones of the previous logo.

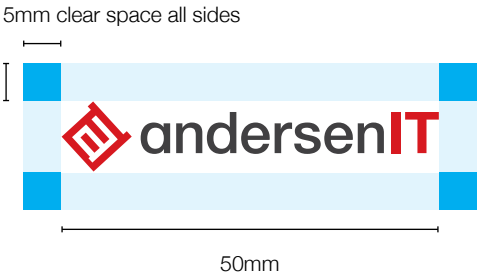


andersenIT - Logo

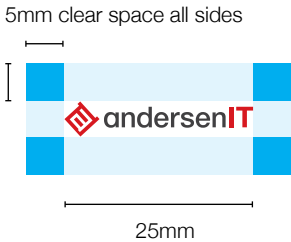


Horizontal logo (preferred)

Ideal sizing:



Minimum sizing:

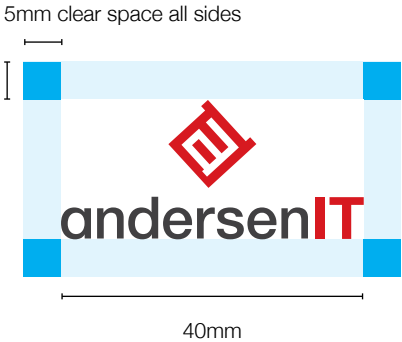


andersenIT - Logo

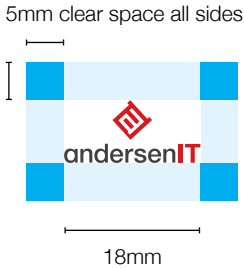


Vertical logo (optional)

Ideal sizing:



Minimum sizing:

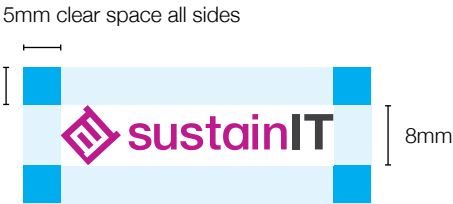


andersenIT - service logos

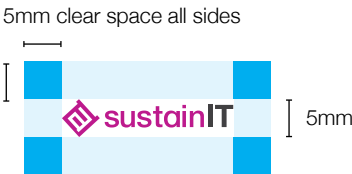


Ideal sizing:

For all based on the longest, with height as the common unit of measurement.

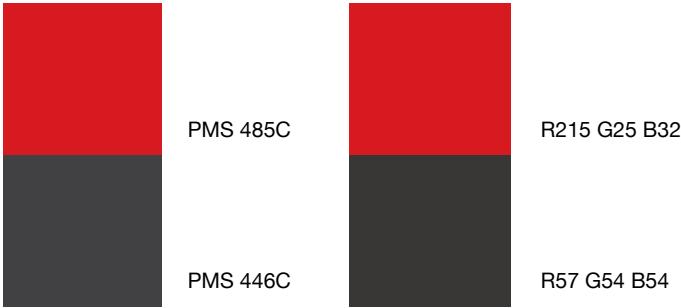
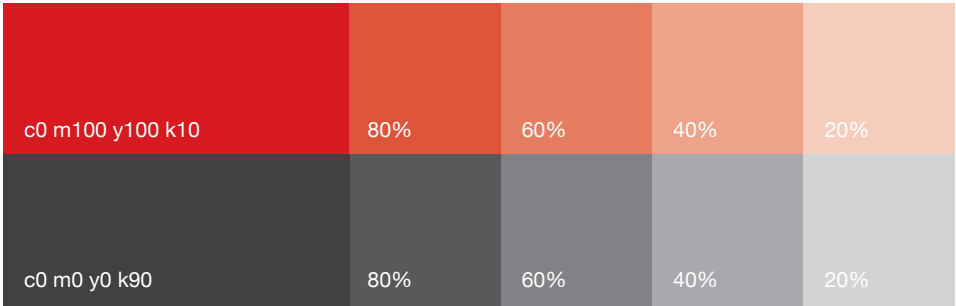


Minimum sizing:

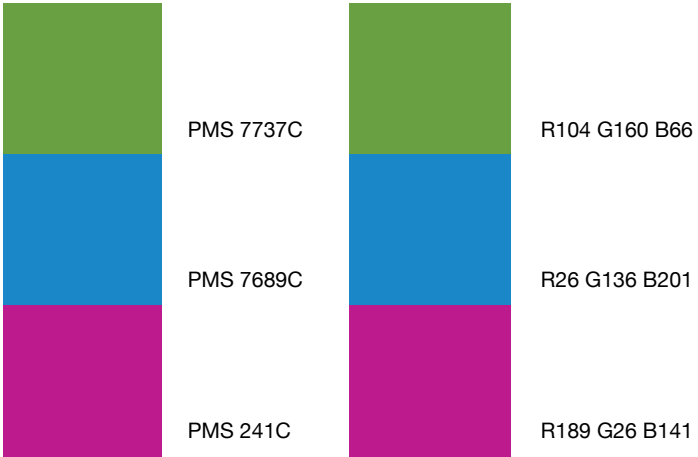
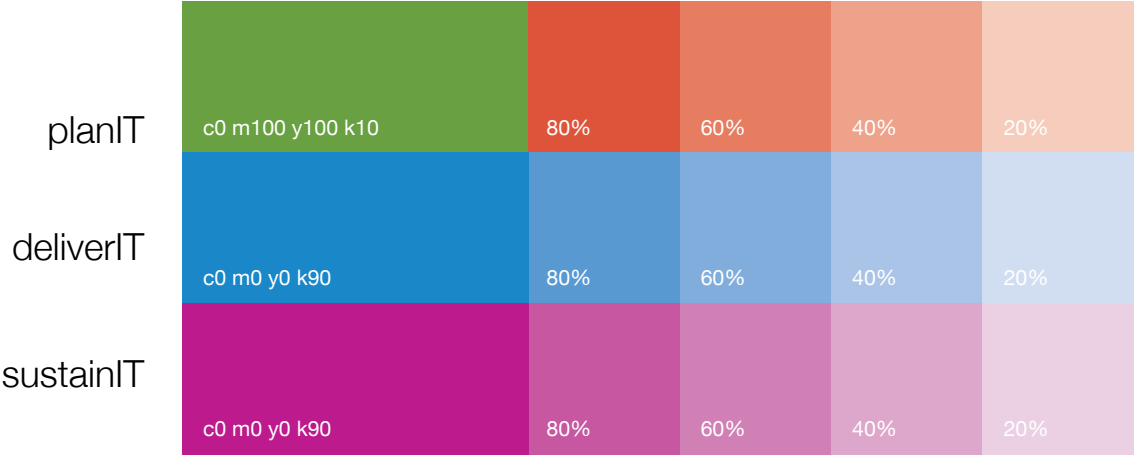


andersenIT - colours

Primary Colours:



andersenIT - service colours



andersenIT - typeface

The typeface for andersenIT remains the same as before, Helvetica Neue.

The web safe version by default should be Helvetica.

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()<>?.,/;:'"

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()<>?.,/;:'"

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()<>?.,/;:'"

andersenIT - brand language

We describe ourselves as:

Authentic
Helpful
Experts
Trusted

Therefore, our communications with our clients and customers need to demonstrate our:
Professionalism, enthusiasm, clarity, respect and accessibility.

The andersenIT Voice

Since our business is built around our customers, we need to ensure that they understand what we're talking about.

We steer away from overly complex IT jargon, and focus on being as accessible as possible.

What our voice is:

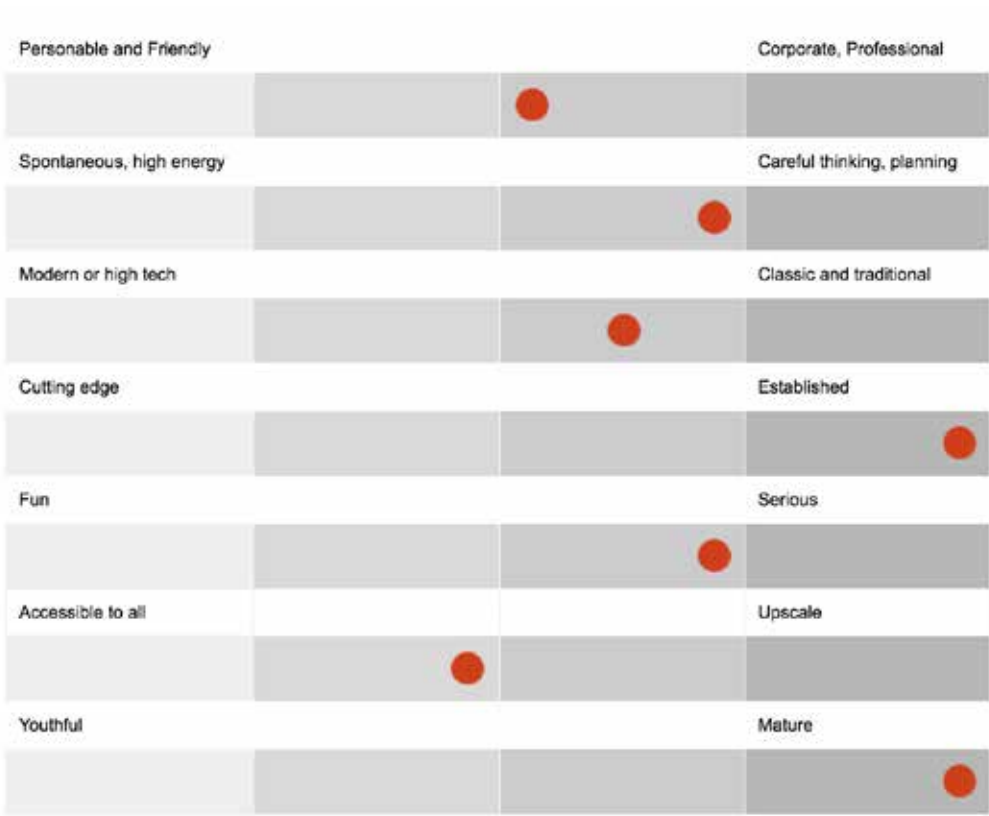
Our voice is casual-corporate, useful and simple, conversational but professional. But, above everything else, our tone is human.

What our voice is not:

It is not patronising or dull, complex or overly official or dry.

andersenIT - brand language

Where do we sit on the tone of voice scale?



andersenIT - brand language

Our platforms:

Linkedin

Used for: Generating exposure in the B2B markets. On LinkedIn, we post about our services, we chat about our staff achievements, industry updates and about our sponsorships.

Exemplar of writing style:

"We're thrilled to support parathlete, Simon Patmore on his way to snowboard stardom. As a previous gold medal winner in the athletics arena, Simon is now achieving his goals of being a pro-snowboarder. In fact last month Simon was awarded the inaugural Para-Snowboarder of the Year by Ski and Snowboard Australia. We're all for exposing fantastic individuals who strive to succeed. To get behind Simon, contact him through his Facebook page: https://lnkd.in/b_fxZsV"

"Make the start to next week easier by remembering to do a data backup before leaving work this afternoon. As part of a holistic approach to IT

solutions, andersenIT aims to not only plan out a IT strategy that works for your business, but we can sustain your IT infrastructure through servicing and backup solutions. Call us today, we'll help you backup your data: 1300 ICT AIT (428 248)"

"It may be Friday but our work doesn't stop over the weekend. We offer 24/7 IT support to combat unexpected issues and to ensure optimum performance. Find out more about our service offerings by visiting our website: <https://lnkd.in/bTaBP9T>"

Exemplar of how **not** to write:

andersenIT offer non vendor-aligned consultancy services customised to your needs, delivered by a team of experts.

andersenIT provides DR maintenance and testing services. Contact us to find out more.

andersenIT - brand language

Why?

We want potential customers to know that we're human. The use of the active voice is important. By avoiding communications in third person, we come across as more accessible, energetic, and personable.

We want to write clearly and conversationally. The language doesn't need to be overly simplistic and common. We can use professional, more sophisticated language where appropriate. We want to avoid vague references to our services. We know the issues that our customers face well enough to be able to tailor our communications to reflect our specific IT solutions.

We need to introduce, and explain acronyms. Remember that not all customers are familiar with IT language, therefore, it is crucial that we introduce acronyms with their full name, and definitions before we use them in communications.

We want to empower the customer with **action**

verbs: Find, Get, Call, Explore and so on.

