

# IQX Business Solutions

IQX Business Solutions Rebrand Brief

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## Background

IQX Business provides user friendly business process solutions for SAP customers, delivering Microsoft SharePoint Apps, Excel Apps, and Mobile Apps that users love. IQX solutions are unique in their ability to extend SAP processes to include supporting documents and external parties whilst presenting functionality in familiar formats. With deep experience in SAP integration, IQX has the people, products and passion to help users see, share and do more.

Our solutions are geared towards SAP users in the following functional areas:

- Finance
- Human Resources
- Managers

IQX Business Solutions is looking for a refreshed look and feel that fits in with the look and feel of our product website onelistapprovals.com and our new website <http://www.iqxbusiness.com>

## Requirements

- A square version or icon that looks similar to our OneList Icon attached, to be used on our mobile and web apps for our products.
- Business card – landscape with clear white space so that receivers can write on the card if necessary.
- Letterhead (Word)
- Proposal document (Word)
- PowerPoint Presentation standard and 16x9 version - (Cover, internal)
- Header and Footer image consistent with our document template for quotes and invoices (we use MYOB so can only insert graphics)
- Complete style guide on completion

The order of priority is:

1. Business Card
2. PowerPoint presentation template
3. The other elements as you have them.

Our corporate font is Calibri and our colours are as follows:

- Black (C0, M0, Y0, K100)
- Green (C48, M0, Y93, K0)
- Dark Grey (C0, M0, Y0, K80)
- Light Grey (C0, M0, Y0, K20)
- White (C0, M0, Y0, K0)

We have also included examples of our recent work which fits with the direction of our new brand. We would like to explore concepts that include the arch in our logo. What we do like is rounded corners, the feeling of movement and our icon/bullet point which is used for the SAP Gateway icon, in the standee graphic attached.

## Major Considerations

- The solutions we deliver to our customers are predominantly UI/UX focussed. We need stationery that reflects this.
- We don't pre-print our documents so any design would need to consider how the design will be impacted by the white borders that standard office printers incorporate by default.
- Our brand personality is one of:
  - Innovation
  - Experience
  - Quality
  - Passion
  - Integrity
  - Customer-focused
- Our communication strategy focusses on:
  - Our solutions allow our customers to work smarter not harder
  - Our solutions allow our customers to spend more time doing what you love
  - Process and Action orientated