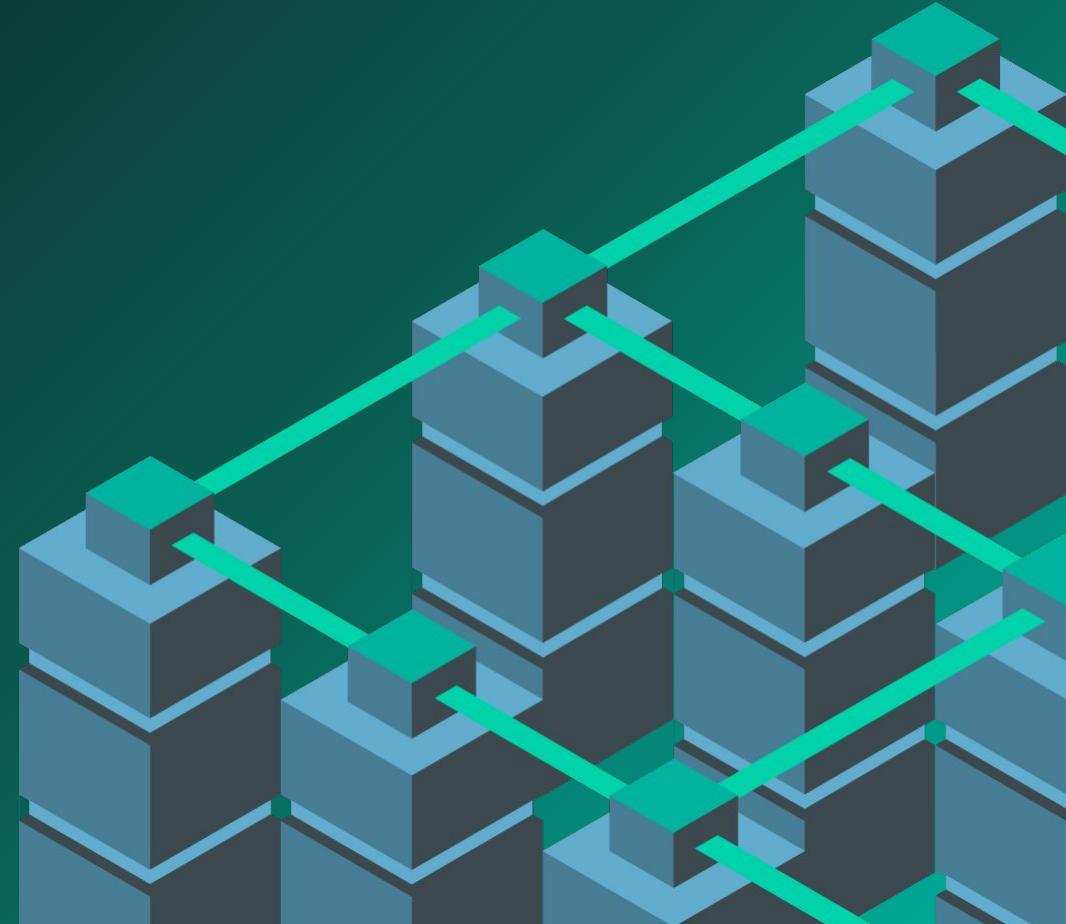




*Expect more from your infrastructure*

# Brand Guide

The bits and pieces of what makes  
Layer5 who we are.



# Where to Find Everything

<b>OUR BRAND</b>	<b>3</b>	<b>ICONS AND PATTERNS</b>	<b>43</b>
Forward	4	Product Icon Set - Meshery	44
Introduction	6	Product Icons: Misuse	45
Our Vision	7	Icon Styling	46
Our Mission	8		
Our Core Benefit	9		
Things We Deliver	10	<b>LAYER5 MASCOT</b>	<b>47</b>
Our Audience	11		
Our Character and Voice	12	<b>IMAGERY</b>	<b>49</b>
Cultural Cheat Sheet	13	Photography Guidelines	50
Brand Consistency	14	Photo Treatment	53
		Illustration Guidelines	54
<b>COLOR PALETTE, FONTS, AND LOGOS</b>	<b>15</b>		
Standard Color Palette	16	<b>OUR VOICE</b>	<b>55</b>
Expanded Digital Color Palette	18	Tones	57
Web Button Color Palette	20	Tones Breakdown "Awareness-Driving"	59
Typeface	22	Tones Breakdown "Informational"	60
Type Uses	23	Tones Breakdown "Transactional"	61
Font Usage Alternative	27		
Corporate Logos	28		
Corporate Logos Misuse	32		
Layer5 Logos	34	<b>LEGALITIES</b>	<b>62</b>
Project Logos	35		
Community Logos	39		
Logos Fitted for Social Media Profiles	41		



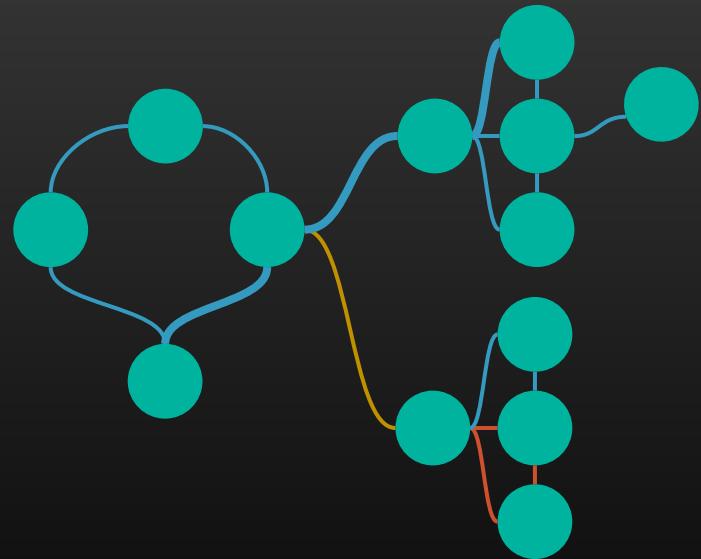
# Our Brand

We're like no other company  
in the world.

Here's how we keep it that way...

*"A brand is an idea that you stand for, expressed through your culture, and made real by what you do."*

— Lee Calcote  
Founder, Layer5



# LAYER5

ENABLER OF

Engineers

Business

Speed

# Introduction

5

## Here's how we do it together...

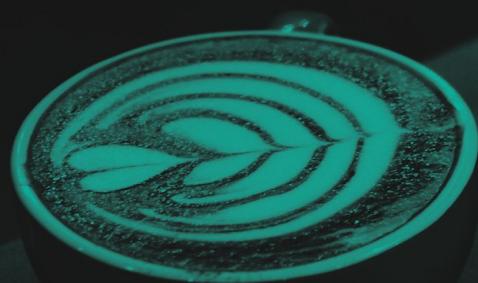
You get to play a vital role in the lives of engineers all over the world, every day. That's pretty cool.

# Our Vision

5

## What gets us going in the morning?

Mostly caffeine. That, and a passion to move technology forward, with imagination, and a vision to transform the cloud native ecosystem like no other company out there.





# Our Mission

**Solve  
problems.**

**Make Cloud  
Native simple.**

**Earn trust  
like crazy.**

We never stop thinking about the world of cloud native and show up everyday to make the lives of engineers better. How? We keep our eyes and ears open. We engage. We make it our business to know what sets their hair on fire—and then we use those real-world insights to inform our solutions and help them succeed like nobody else.

That lands us at thoughtfully designed products that focus on the user, eliminate complexity, reduce costs, scale, and evolve to meet the ever-changing needs of engineers. And when you do that, those tangible differences make people better at what they do, which is how we build trust. That's our magic, our mission—it's what we do.



# Our Core Benefit

**Like joining forces with the  
Rebel Alliance, only better.**

We equip our people with what they need to take on any battle they may face. Our products are guided by input from all walks of technology and engineered to fix real problems.

We reduce unnecessary complexity and set our sights on making intuitive, easy-to-use products. Every powerful tool we make is ready to go, right out of the box.

Whether you're managing 10 services or 100,000, we scale with you and help you solve problems faster and more completely. And regardless of where your infrastructure lives, on-premises or in the cloud, we offer a collaborative cloud experience that you won't find anywhere else.

*We reduce unnecessary complexity and set our sights on making intuitive, easy-to-use products.*

# Cheat Sheet



*Our Vision, Mission, and Benefits Recap*

## Things we deliver

**PRODUCTS** shaped by cloud native engineers

**EASY** to find, try, and buy

**READY** to use out of the box

**FULLY FUNCTIONAL** from the start

**USEFUL RIGHT NOW** and into the future

**SCALABLE** to grow with you

**SOLVE** any problem today

# Our Audience

**"I could build this, but why would I?"**

Our customers are smart, savvy, strong-willed, and witty. There's no problem out there they won't take on. Most are capable of engineering their way out of any challenge. But, they know a well-engineered solution doesn't hurt either.

We give engineers the tools they need, then get out of their way and let them be the experts they know they are.

Deep down, they have a fascination with technology, and when they're not solving problems in their command and control center, they're probably testing out a new hack, contributing to open source projects, or studying new technology.



# Our Character and Voice



## We're the go-to engineer in the other Slack channel.

We're a **technically astute** and **trusted cohort**, who is likeable-smart. We're positive. Collaborative. Logical. Engaged. We pay it forward. We do the right thing. Having spent time in the trenches, before you arrived, we know a thing or two about solving advanced problems. We share the good, the bad, and the ugly—and always call it like we see it.

## We earn the right to speak with our customers, but never at them.

Drop by our workspace with a problem and we'll troubleshoot it. Together, we will dig in and solve it. Engineer-to-engineer, we keep it conversational.

# Cultural Cheat Sheet

5

**Our voice is that of  
a trusted expert:**

**TALK WITH YOU**, never at you  
**TECHNICAL**, but uncomplicated  
**WITTY**, but not arrogant  
**NERDY**, but cool in our own way

Occasionally **SARCASTIC**, but just to keep you on your toes  
**FUN**, but always credible  
**EXPERT**, but open and approachable

# Brand Consistency



## **And now, what to do with that torch you're carrying...**

If you work, intern, or contribute at Layer5, you play an important role in how our company and community values are expressed. You influence how we are perceived. Earning and keeping trust is ultimately what leads to success, and a big part of that is brand consistency.

We want people to recognize us, remember us, and know what we stand for. If we are consistent and authentic in how we communicate, and it's felt in every interaction, then the hard part is over.

## **Being deliberate and consistent with our brand tone, and our look and feel, helps us strengthen and solidify who we are.**

By showing people the authentic "us" over time, we build goodwill, bonds, and lasting relationships that help keep the green five blazing strong.

# Color Palette, Fonts, and Logos

Rules around how make things look pretty

# Standard Color Palette

5

*Lots of whitespace is a good thing*

Charcoal	Keppel	Caribbean Green	Teal Blue	Saffron	Dark Jungle Green
----------	--------	-----------------	-----------	---------	-------------------

HEX  
#3C494E

HEX  
#00b39f

HEX  
#00d3a9

HEX  
#477e96

HEX  
#ebc017

HEX  
#1e2117

RGB  
60, 73, 78

RGB  
0, 179, 159

RGB  
0, 211, 169

RGB  
71, 126, 150

RGB  
235, 192, 23

RGB  
30, 33, 23

CMYK  
23, 6, 0, 69

CMYK  
100, 0, 11, 30

CMYK  
100, 0, 20, 17

CMYK  
56, 0, 10, 0

CMYK  
0, 18, 90, 8

CMYK  
9, 0, 30, 87

# Standard Color Palette

5

*Lots of whitespace is a good thing*

This is the Neutral Gray family

Ghost Gray	Light Gray	Medium Gray	Just Gray	Logo Gray
HEX #eeeeee	HEX #cccccc	HEX #a1a1a1	HEX #666666	HEX #444444
RGB 238, 238, 238	RGB 204, 204, 204	RGB 161, 161, 161	RGB 102, 102, 102	RGB 68, 68, 68
CMYK 0, 0, 0, 7	CMYK 25, 21, 21, 0	CMYK 40, 32, 32, 0	CMYK 48, 41, 40, 4	CMYK 71, 63, 55, 22

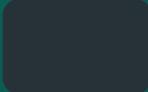
# Expanded Digital Color Palette



These “Additional Colors” are for use ONLY in charts and graphs when all “Standard Color Palette” are in use and more colors are needed to represent the data.

Please use the approved color palettes before moving to shades of the colors. First preference is the “Standard Color Palette” followed by the “Additional Color Palette”.

Only if you need additional colors should you use shades of the color palettes.



Hex: #263238  
RGB: 38, 50, 56



Hex: #252E31  
RGB: (37, 46, 49)



Hex: #51636B  
RGB: 81, 99, 107



Hex: #00382D  
RGB: 0, 56, 45



Hex: #006B56  
RGB: 0, 107, 86



Hex: #05FFCD  
RGB: 5, 255, 205



Hex: #677E88  
RGB: 103, 126, 136



Hex: #8297A0  
RGB: 130, 151, 160



Hex: #9FAFB6  
RGB: 159, 175, 182



Hex: #38FFD7  
RGB: 56, 255, 215



Hex: #6BFFE2  
RGB: 107, 255, 226



Hex: #9EFFEC  
RGB: 158, 255, 236



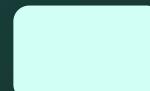
Hex: #BCC7CC  
RGB: 188, 199, 204



Hex: #D9E0E2  
RGB: 217, 224, 226



Hex: #F6F8F8  
RGB: 246, 248, 248



Hex: #D1FFF6  
RGB: 209, 255, 246

# Expanded Digital Color Palette



These "Additional Colors" are for use ONLY in charts and graphs when all "Standard Color Palette" are in use and more colors are needed to represent the data.

Please use the approved color palettes before moving to shades of the colors. First preference is the "Standard Color Palette" followed by the "Additional Color Palette".

Only if you need additional colors should you use shades of the color palettes.



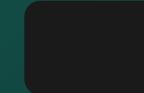
Hex: #294957  
RGB: 41, 73, 87



Hex: #396679  
RGB: 57, 102, 121



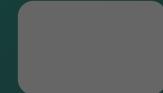
Hex: #639CB5  
RGB: 99, 156, 181



Hex: #1A1A1A  
RGB: 26, 26, 26



Hex: #4D4D4D  
RGB: 77, 77, 77



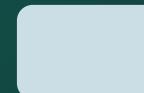
Hex: #666666  
RGB: 102, 102, 102



Hex: #86B2C6  
RGB: 134, 178, 198



Hex: #A8C8D6  
RGB: 168, 200, 214



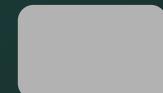
Hex: #cbdee6  
RGB: 203, 222, 230



Hex: #808080  
RGB: 128, 128, 128



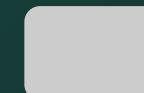
Hex: #999999  
RGB: 153, 153, 153



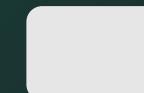
Hex: #B2B2B2  
RGB: 178, 178, 178



Hex: #EEF4F7  
RGB: 238, 244, 247



Hex: #CCCCCC  
RGB: 204, 204, 204



Hex: #E6E6E6  
RGB: 230, 230, 230

# Web Button Color Palette

5

## Green Links & Buttons

DEFAULT

HOVER

HEX:

#00b39f

## Yellow Links & Buttons

DEFAULT

HOVER

HEX:

#ebc017

HEX:

#ead07d

# Web Button Color Palette

5

## Green Links & Buttons

### Use cases for green links and buttons

For those loud and proud primary call-to-action buttons, use Click Me Green — on the box and nowhere else.

Primary Color

BUY NOW

DOWNLOAD FREE TRIAL

TRY IT FREE

DOWNLOAD FREE TOOL

DOWNLOAD NOW

## Yellow Links & Buttons

### Use cases for yellow links and buttons

Button colors should match the corresponding buttons in creative banners.

Secondary Color

READ MORE

WATCH NOW

REGISTER NOW

FREE eBook

LEARN MORE

FREE WHITE PAPER

DOWNLOAD INFOGRAPHIC

# Typeface

The Quick Brown Fox  
Jumps Over The Lazy Dog

## Qanelas Soft

Used for:  
Headings, Subtitles, Callouts, Call to Action

Prefer to use the Open Sans family as our general typeface in all media with use of Qanelas Soft as the typeface for headings.

The Quick Brown Fox  
Jumps Over The Lazy Dog

## Open Sans

Used for:  
Body, Paragraph, General content

We do not currently use any serif fonts.  
(Serifs are those fancy little lines attached to the ends of a letter in fonts like Times or Courier.)

# Type Uses

5

QANELAS SOFT

For Desktop

# Heading 1

Qanelas Soft / Bold / 50px

## Heading 2

Qanelas Soft / Bold / 34px

### Heading 3

Qanelas Soft / Bold / 28px

#### Heading 4

Qanelas Soft / Bold / 24px

##### Heading 5

Qanelas Soft / Bold / 21px

# Type Uses

5

QANELAS SOFT

For Mobile

## Heading 1

Qanelas Soft / Bold / 34px

## Heading 2

Qanelas Soft / Bold / 28px

## Heading 3

Qanelas Soft / Bold / 24px

## Heading 4

Qanelas Soft / Bold / 21px

# Type Uses

5

OPEN SANS

For Desktop

## **Body 1**

Open Sans / Regular / 21px

## **Body 2**

Open Sans / Regular / 18px

## **Body 3**

Qanelas Soft / Bold / 16px

## **Large Caption**

Qanelas Soft / Bold / 15px

## **Medium Caption**

Qanelas Soft / Bold / 14px

## **Small Caption**

Qanelas Soft / Bold / 12px

# Type Uses

5

OPEN SANS

For Mobile

## Body 1

Open Sans / Regular / 17px

## Large Caption

Qanelas Soft / Bold / 12px

## Body 2

Open Sans / Regular / 16px

## Medium Caption

Qanelas Soft / Bold / 11px

## Body 3

Open Sans / Regular / 15px

# Font Usage - Alternative



Where **Open Sans** is not universally supported, use alternate sans serif typefaces

Use cases include PowerPoint Headers

Arial      *Arial Italic*      **Arial Bold**      ***Arial Bold Italic***

Use cases include email signatures, Comms and PowerPoint body copy

Calibri      **Calibri**

For non-Latin languages use Noto Sans

Montserrat      **Montserrat** بیلو

# Corporate Logos



## *Clear Space and Alignment*

We always want to protect the integrity of the Layer5 identity. That means leaving adequate space around the logo and getting the colors right.

Clear space zone dimensions for the full logo are determined by the height of the 'L' in Layer5

Imagine our logo with a bumper. No edges or objects inside the dotted lines.



The "5" mark is always placed exactly the same distance and height as any other letter in relation to the text.

# Corporate Logos

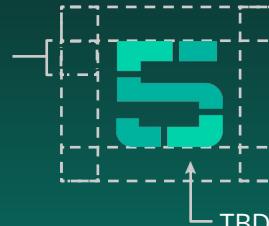


## *Clear Space and Alignment*

Clear space zones refer to the minimum distance between our logo and the edge of a container, surface, text, or imagery.

We'll cover other styles, do's (and don'ts) in the pages ahead.

Clear space zone dimensions for the mark only are equivalent to the distance between the topmost point and the furthest left point



TBD: The registration ® mark is part of the logo, so always check to make sure it's included, never to be moved or scaled.

# Corporate Logos

## *Graphic Styles*

The preferred style for the Layer5 logo is our 2-color version with the green five.

However, when that is not possible, the following examples illustrate acceptable versions.



1-color, black

**Logo Dark Gray**  
Pantone (PMS):  
CMYK: 7, 2, 0, 69  
HEX: #3c494f  
RGB: 60, 73, 79



1-color, neutral gray family

**Layer5 Dark Green**  
Pantone (PMS):  
CMYK: 70, 0, 8, 30  
HEX: #00b39f  
RGB: 0, 179, 159



1-color, white



# Corporate Logos



## *Graphic Styles*

The preferred style for the Layer5 logo is our 2-color version with the green five.

However, when that is not possible, the following examples illustrate acceptable versions.



2-color, reverse white and 5 green mark ONLY on dark neutral background



1-color, reverse white on dark neutral or colored backgrounds



1-color, reverse white on dark neutral or colored backgrounds

# Corporate Logos - Misuse



These common mistakes undermine the integrity of our identity.

Put simply: don't alter the logo in any way, shape, or form.

If you still have questions, please contact:  
[brand@layer5.io](mailto:brand@layer5.io)



**DO NOT** distort, skew, or stretch.



**DO NOT** rotate, reposition, or scale elements.



**DO NOT** stack or rearrange.

# Corporate Logos - Misuse



Some more examples

LAYERS

- ✖ **DO NOT** use alternative fonts.

LAYERS

- ✖ **DO NOT** use alternative colors, even the brand colors.

LAYERS

- ✖ **DO NOT** place on background textures, patterns. Avoid non-brand colors in background when possible.

LAYERS

- ✖ **DO NOT** add special effects or drop shadows.

LAYERS

- ✖ **DO NOT** use outlines or strokes.



- ✖ **DO NOT** insert the logo in a sentence, add elements, or combine with other text/imagery that violate the clear space zone

# Layer5 Logos



All logos in our portfolio are handled just the same as the other.

LAYERS

5

LAYERS

LAYERS

5

LAYERS

5

**DO NOT** change the font, alignment or size relationships of any elements in the logo lockup.

# Project Logos

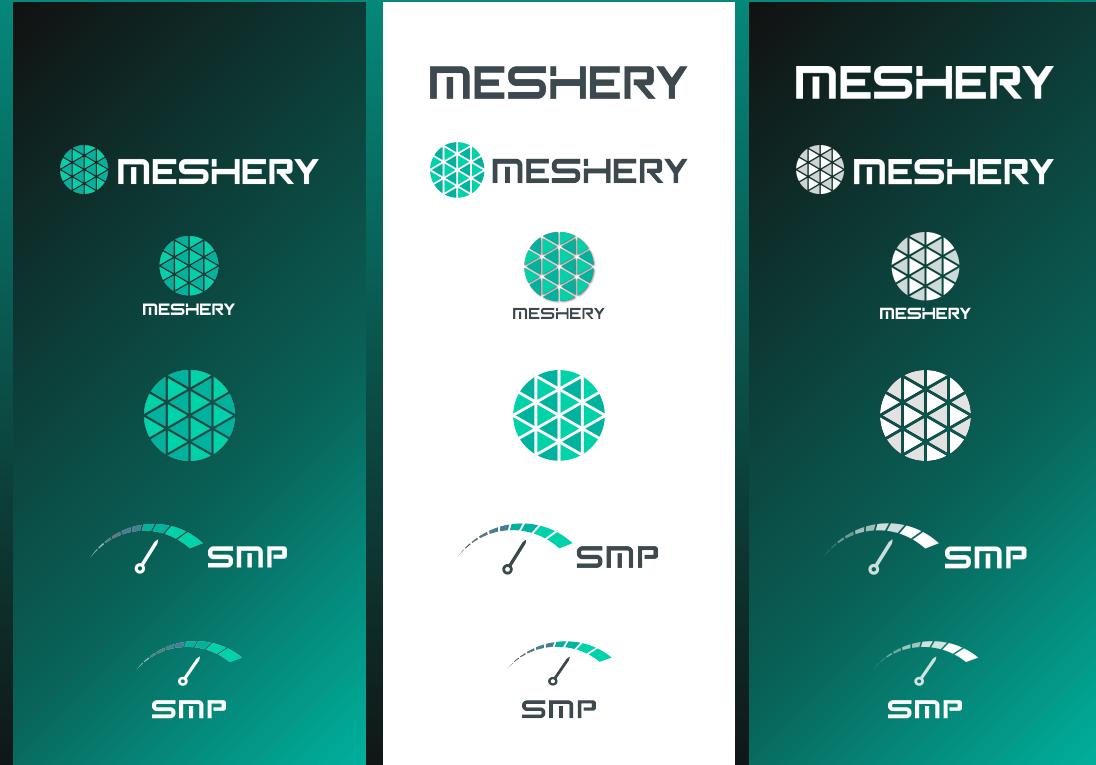
*Meshery and Service Mesh performance*

All logos in our portfolio are handled just the same as the other.

**DO NOT** change the font, alignment or size relationships of any elements of any elements in the logo lockup.

**Service Mesh  
Performance**

**Meshery**



# Project Logos

*Image Hub, Meshery Operator and MeshSync*

All logos in our portfolio are handled just the same as the other.

**Image Hub**



**Meshery Operator**



**DO NOT** change the font, alignment or size relationships of any elements in the logo lockup.

**MeshSync**



# Project Logos

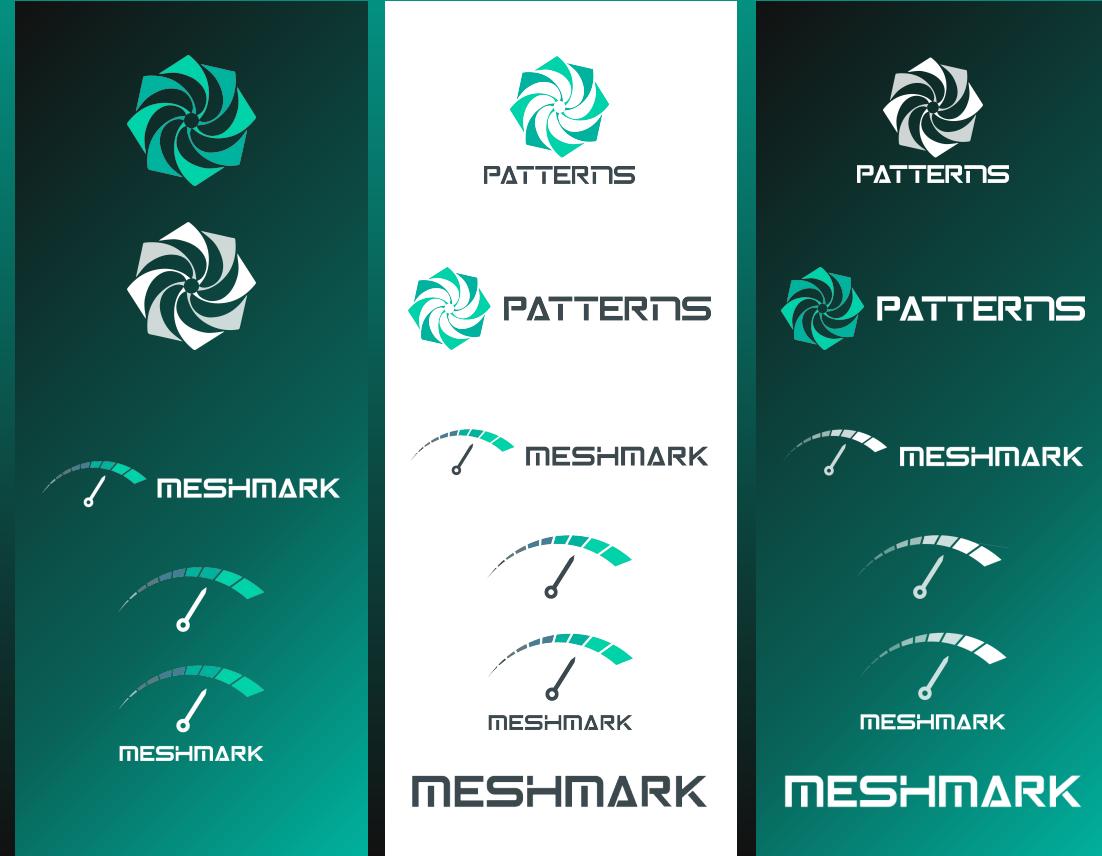
*Service Mesh Patterns, and Meshmark*

All logos in our portfolio are handled just the same as the other.

## Service Mesh Patterns

## MeshMark

**DO NOT** change the font, alignment or size relationships of any elements in the logo lockup.



# Project Logos

## NightHawk and MeshMap

All logos in our portfolio are handled just the same as the other.

### NightHawk



**DO NOT** change the font, alignment or size relationships of any elements in the logo lockup.

### MeshMap



# Community Logos

## MeshMate

All logos in our portfolio are handled just the same as the other.



**DO NOT** change the font, alignment or size relationships of any elements in the logo lockup.



# Community Logos

*MeshMaster*

All logos in our portfolio are handled just the same as the other.

**DO NOT** change the font, alignment or size relationships of any elements in the logo lockup.



MESHMASTER



MESHMASTER



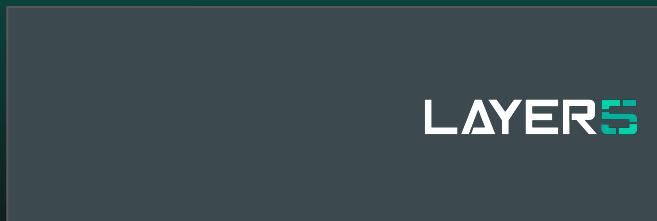
MESHMASTER



# Logos fitted for Social Media Profiles

5

Twitter



LinkedIn



# Logos fitted for Social Media Profiles

5

YouTube

LinkedIn Group

A dark gray rectangular placeholder for a YouTube logo, with rounded corners and a thin white border.

LAYER5

A dark gray rectangular placeholder for a LinkedIn Group logo, with rounded corners and a thin white border.

# Icons and Patterns

Because sometimes the little things make a big difference

# Product Icons

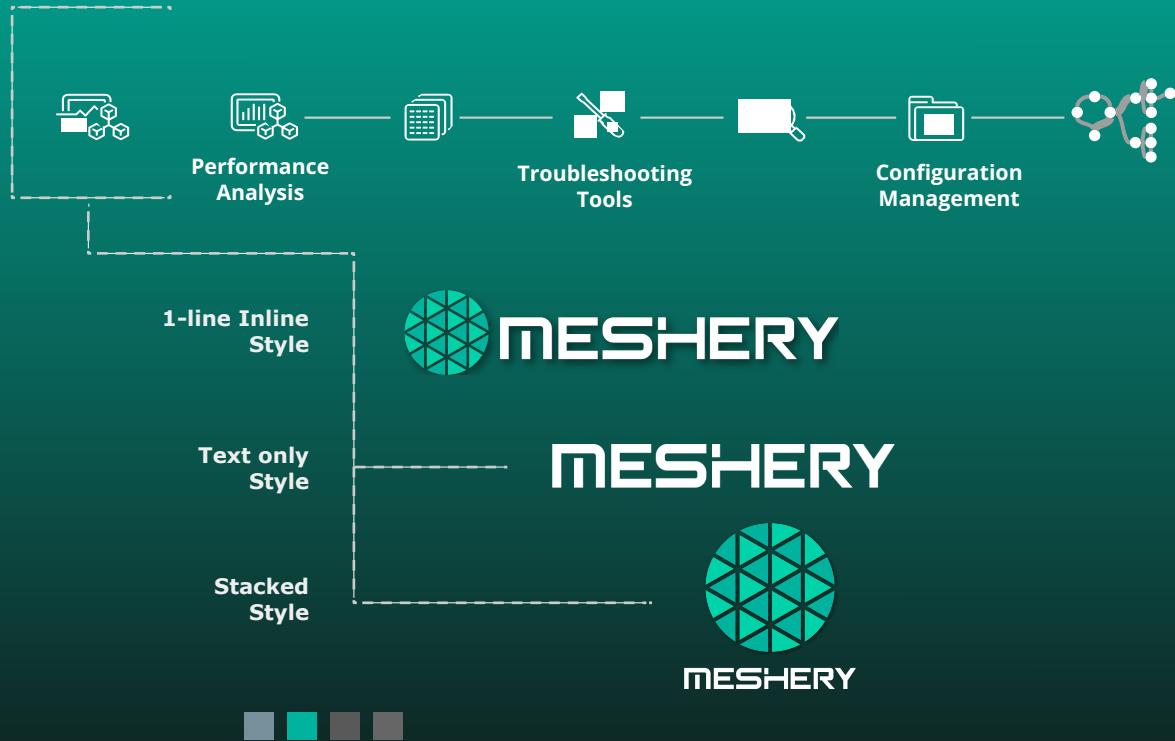
We've built an icon set to enhance the portrayal of our products.

**Important to note:** These icons are not logos.

This means...

- » They should not be joined together with any part of the Layer5 logo.
- » There are no set requirements for the spacing between the icon and product name

Please only use the product icons on our websites. Using these on your branded marketing materials falls outside the 90/10 rule (please see the next section for more on this).



Product icons can be used  
in any brand color.

# Product Icons: Misuse

We also have guidelines for how these icons are used across your promotional materials.

Please don't alter these icons in any way, shape, or form.



- X** **DO NOT** distort, skew, or stretch.



- X** **DO NOT** include if our partner logo isn't somewhere else on the page of material



- X** **DO NOT** remove the registered trademark symbol.

## font

- X** **DO NOT** use alternative fonts.



- X** **DO NOT** remove or add elements to the icons.



- X** **DO NOT** place on background textures, patterns. Avoid non-brand colors in background when possible.



- X** **DO NOT** use in any color other than a Layer5 brand color.



- X** **DO NOT** add special effects or drop shadows.



- X** **DO NOT** use outlines or strokes.

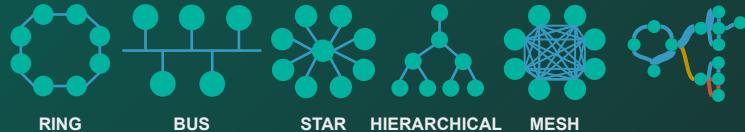
# Icon Styling

Project icons and product icons follow the same visual guidelines.

Each icon is designed to correspond with the name/label in a simple, scientific-yet-fun style.



We use horizontal strokes to reinforce the relationship between products and product functions.



Each should resemble the rest of the set in terms of stroke weight, corner styles, negative space, and overall size.



Brand colors may be used interchangeably



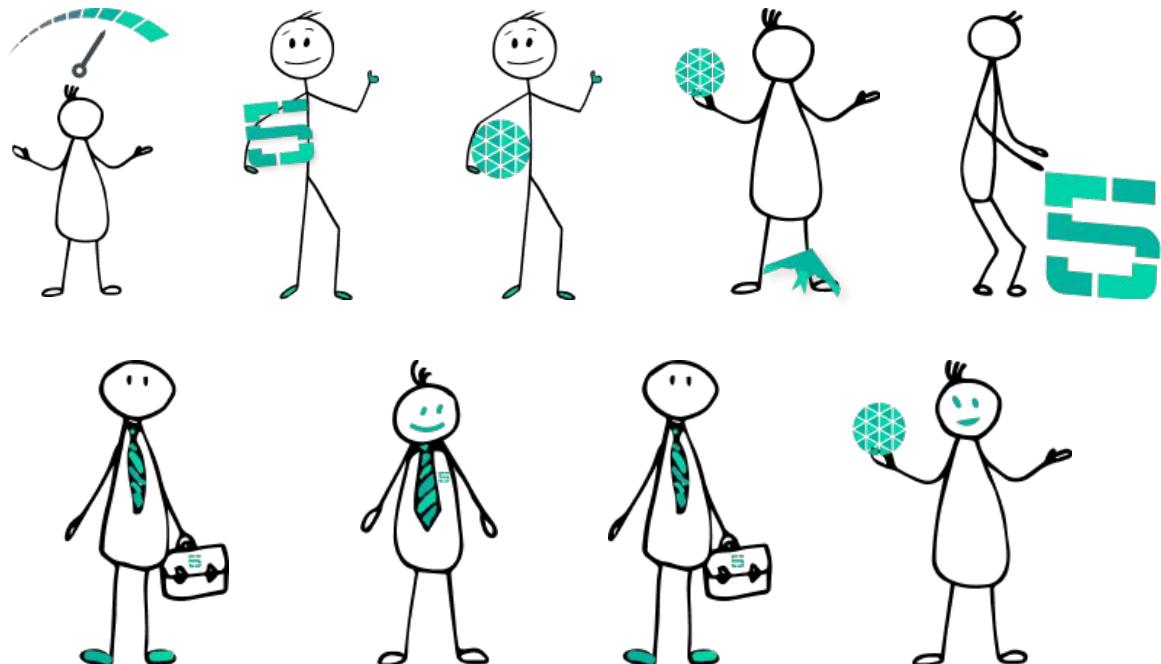
# Layer5 Mascot

# Layer5 Mascot

5

## Meet our Layer5 Mascot

They are a helpful, playful and an ever-present friend who's always willing to help you figure out your way around the Layer5 universe.



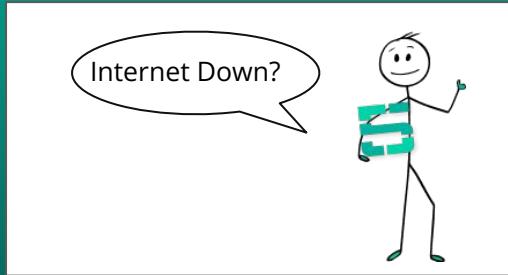
# Illustration Style Guidelines

5

Not all images are created equal. Like photography, illustrations help tell our story when they're in the right style.

To pass our brand test, illustrated images should be modern, smart, simple, and fun—not juvenile, overly complex, or outdated.

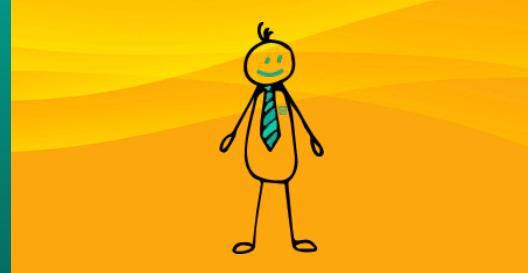
Here are some examples to help you choose the best possible illustration.



**X TOO CARTOONY** Superheroes and cartoons served us well in the past. We still like to have fun, but we're a bit more sophisticated now.



**X NOT CURRENT** For a time, we adopted this style of line art for branded materials. Our competitors copied it. We've moved on.



**X TOO 1998** Waves, swooshes, and large gradient patterns will be cool again someday. But today is not that day.



**X TOO HEAVY** We strive to use light imagery that reflects the simplicity of our products. Dark shadows and complex layering convey the opposite.

# Imagery

Because imagery can make (or break) intent

# Photography Guidelines

5

When using photography to help communicate an idea, it's important that the subject and style of the photo stay true to the tenets of our brand.

Our imagery should remind our customers that we're solving real-life issues alongside them.

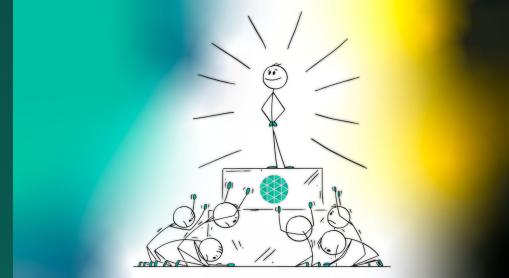
Here are some examples to help you choose the best possible photo.



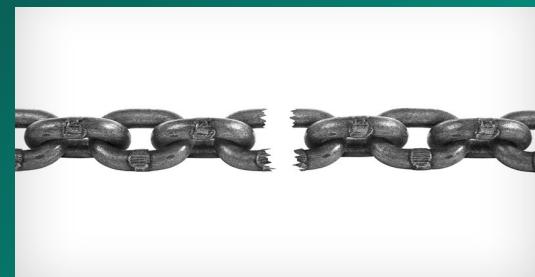
**X TOO CONTRIVED** Sure, they're really nice models. But staged people in business attire smiling at the camera generally do not represent authenticity.



**X AVOID PEOPLE/FACES** In general, we try to steer clear of using faces to express an idea (i.e., frustration) as they tend to upstage the branded content.



**✓ JUST RIGHT** Witty. Overtly sarcastic.



**✓ JUST RIGHT** Simple objects can represent complex emotions or situations. Above is a visual metaphor to describe a frustrating IT issue. No face required.

# Photography Guidelines



**LOW QUALITY** There is a fine line between being authentic and unprofessional. Unlicensed pics from the web typically look bad and have legal restrictions.



**DON'T USE** real world photos. Use vector-based graphics. Use our mascot.

# Photography Guidelines

5



**CONTROVERSIAL** Avoid images that are remotely violent, risqué, or offensive. Even if it's borderline, we don't want the subject to become a distraction.

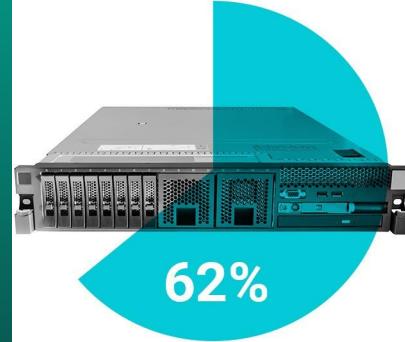


**JUST RIGHT** Keep it positive and relevant to our business. In this example, we chose a lock to communicate "protection" en lieu of the military tank.

# Photo Treatment

5

We bring a burst of color to our photography with the use of color washes.



Color washes can be used on white backgrounds, too

## The Three-Step Process



Begin with a full-color photograph.



Next, isolate the foreground subject from the background.



Finish the look by multiplying with a brand color.

# Our Voice

We are a living, breathing company with a unique personality.  
Here's how we bring it to life.

# Our voice is that of a TRUSTED EXPERT



Working in the world of technology can have its challenges. So it never hurts to have a friend in the business, someone who's been around the block and willing to lend a hand. You want someone you can trust with a question or help you think through the bigger questions you might have in your technology career. That's us.

We're a trusted expert.

We're always accessible and ready to help you solve your problem.

If we worked together, we'd be that person in the cube right next to yours — the one you go to when you're stuck and need some help.

We know our industry, stay on top of technology, and find this business fascinating, the way our customers do. We're passionate about solving problems and being a trusted resource.

We provide expertise and freely offer up solutions to help engineers become better at what they do. We share our opinion and give advice to help improve the lives of our professionals and their careers. We anticipate the needs of our customers and help them with emerging technologies and the issues that come along with them.

We earn trust every day by showing up, listening, and giving our customers all the knowledge we have.

# Tones



Here are the 5 tones we use to support the overall brand voice of "trusted expert"



## Conversational

We're casual, direct and come right out and say what needs to be said. Unvarnished and honest. We should be relatable and aim for authenticity in our interactions. How do we create authenticity? Always talk with people never at them. Engaging people with a conversational tone should sound like we talk to each other every day. Avoid marketing speak. Feel free to use pronouns to connect on a personal level. When we're plain spoken and true to who we are, this makes us relatable.



## Technical

We are knowledgeable about the latest technologies and have the industry chops to converse fluently with our peers in the business. We stay current with the ever-shifting landscapes and provide our own brand of thought leadership to the world of IT. Often, we need to be direct and to the point to inform people about our benefits/value props and features, but we should do that without being dry or corporate-y.



## Informative

We are the go-to geek in the cube next door, who is focused on your situation and ready to share solutions to your problems. We're helpful, but never condescending. Open and approachable. We share expert advice, but convey our solutions in an uncomplicated way. We're committed to shedding light on your problem. We're here to give you the tools and knowledge you need to succeed.



## Clever

When we're showing the world our fun side, we should be smart about it. Be witty. Intelligent and funny. Unconventional and individualistic. We can't help being geeky, but we're also cool in our own way. Use humor, but don't be gimmicky for the sake of grabbing attention. Find the balance of being technical and lighthearted at the same time. Our humor is smart, playful, outgoing and sometimes a bit quirky or even slightly snarky—but with a positive purpose. We love getting a smile out of people.



## Empowering

We're here to give our people everything they need to succeed. We're listening and put our efforts into understanding how to help IT pros grow within the ever-changing industry. We bring comradery and come to work interested, observant, open minded and inclusive of the IT pros we serve. We get IT and know how tough the job can be. We're passionate about solving problems so our people can be empowered and passionate about what they do.

# Tones

5

We prioritize the 5 tones of our voice based on the purpose of the communication.

## AWARENESS-DRIVING

### **Let me tell you who we are**

When we want people to get to know us and what we're all about — the way we look, the way we sound and how we can help

## INFORMATIONAL

### **Let me teach you and help you**

When we want to share knowledge and industry expertise to help build our reputation and gain trust

## TRANSACTIONAL

### **Let me get you to purchase**

When your objective is to move prospects or customers toward finding a solution and making a decision

When we want to share knowledge and industry expertise to help build our reputation and gain trust

# Tone Breakdown “Awareness-Driving”

5

While the five tones of our brand voice are all represented in the three communication types, we will emphasize certain tones more than others based on the objective at hand.

How we prioritize tones can also vary depending on a specific audience.

Note: Just because a tone is ranked 5th, doesn't mean it isn't valued, it just means that others should be considered first when writing for a particular objective.

## AWARENESS-DRIVING

### **Let me tell you who we are**

When we want people to get to know us and what we're all about — the way we look, the way we sound and how we can help

1. Conversational

2. Clever

3. Informative

4. Empowering

5. Technical

## INFORMATIONAL

### **Let me teach you and help you**

When we want to share knowledge and industry expertise to help build our reputation and gain trust

## TRANSACTIONAL

### **Let me get you to purchase**

When your objective is to move prospects or customers toward finding a solution and making a decision

# Tone Breakdown “Informational”

While the five tones of our brand voice are all represented in the three communication types, we will emphasize certain tones more than others based on the objective at hand.

How we prioritize tones can also vary depending on a specific audience.

Note: Just because a tone is ranked 5th, doesn't mean it isn't valued, it just means that others should be considered first when writing for a particular objective.

## AWARENESS-DRIVING

### **Let me tell you who we are**

When we want people to get to know us and what we're all about — the way we look, the way we sound and how we can help

## INFORMATIONAL

### **Let me teach you and help you**

When we want to share knowledge and industry expertise to help build our reputation and gain trust

## TRANSACTIONAL

### **Let me get you to purchase**

When your objective is to move prospects or customers toward finding a solution and making a decision

1. Informative
2. Technical
3. Conversational
4. Empowering
5. Clever

# Tone Breakdown “Transactional”

While the five tones of our brand voice are all represented in the three communication types, we will emphasize certain tones more than others based on the objective at hand.

How we prioritize tones can also vary depending on a specific audience.

Note: Just because a tone is ranked 5th, doesn't mean it isn't valued, it just means that others should be considered first when writing for a particular objective.

## AWARENESS-DRIVING

### **Let me tell you who we are**

When we want people to get to know us and what we're all about — the way we look, the way we sound and how we can help

## INFORMATIONAL

### **Let me teach you and help you**

When we want to share knowledge and industry expertise to help build our reputation and gain trust

## TRANSACTIONAL

### **Let me get you to purchase**

When your objective is to move prospects or customers toward finding a solution and making a decision

1. Technical
2. Informative
3. Empowering
4. Conversational
5. Clever

# Legalities



## Website Copyright Notice

© [year] Layer5, Inc. All rights reserved.

## Code Copyright Notice

Copyright [year] Layer5 Authors

# LAYERS