



A photograph of two people in what appears to be a tech-oriented workspace. In the foreground, a man with dark skin, long black dreadlocks, and glasses is smiling and looking down at a laptop keyboard. He is wearing a dark grey t-shirt. Another person's arm, wearing a dark long-sleeved shirt, is visible from the side, resting on the man's shoulder. In the background, there is a 3D printer printing a blue object, and some other equipment or materials are visible on a workbench.

Brand Guidelines

Our vision

To be the most trusted tech partner that people love to work with, freeing our clients to focus on what they do best – running their business



Our brand promise



Giving enjoyable experiences

Technology is for all of us – we make it accessible, straightforward and enjoyable

Building strong partnerships

We understand our clients better and partner with them to achieve their business objectives

Delivering expertise

We're knowledgeable, up-to-date and if we don't already know the answer – we'll find out

Brand personality

**Approachable
Trustworthy
Collaborative
Resourceful
Knowledgeable
Energetic**



Logo



Colours

Primary

#95292A

#98555A

#913338

#ECEFF0

#6F7379

Secondary

#BC4248

#5B95D5

#CFB264

#83C190

#262626

#81868C

#A43A3F

#3B81CD

#B69538

#6BB57B

Typeface

Primary Typeface

Noto Sans

The quick brown fox jumped over the lazy dog

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Secondary Typeface

Lato

The quick brown fox jumped over the lazy dog

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Language

We're approachable, friendly, lively and genuine.

We communicate like real people and allow our personalities to shine through.

We use natural, conversational language that shows we're human, for example:

start instead of *commence*

let's talk instead of *please schedule a consultation*

grab a copy instead of *download*

we'll instead of *we will*

Setting the right Tone

Too formal

Jo Smith provides a demonstration of how to create a Power BI report in an efficient manner.

Just right

Jo Smith shows us how to craft a quick Power BI report.

Overdoing it

Everyone's fave engineer Jo Smith gives the lowdown on bossing an awesome Power BI report.