

BRAND GUIDELINES

Identity Manuel

The Irembo logo is a universal signature we use across all our communications. We want it to be instantly recognizable, so consistency is important. Please don't edit, change, distort, recolor, or reconfigure it.

An Overview

This document communicates the
Brand Identity of Irembo.

Clearly articulating the mission, values,
Voice, tone and style



Table of Contents

Content

Our Mission

Our Voice, Tone, & Style

Brand

Our Brand

Our Logo



OUR MISSION

Building great products
that meaningfully improve
people's lives





Vision statements

Future-based, meant to inspire and give direction to employees.



Mission statement

Our company's reason for being.
What we're doing right now.

Our Values

We are great people who work with passion to deliver unmatched results and set the bar for excellence.

Inspire Trust

Irembo upholds the values of honesty, openness, fairness and reliability. We ensure that we are clear and transparent about how we work.

Work with Passion

Passion is at the core of everything we do at Irembo. All of our employees are enthusiastic and genuinely care about the impact of their personal and collective work.

Continuously Improve

At Irembo, we're constantly looking for new ways to improve. As a result, our team is always finding new approaches that will deliver better results. We're always thinking ahead and searching for ways to not only grow ourselves, but how we can impact the company as a whole.

Lead by Example

As Irembians, we take initiative and are willing to go above and beyond in the work we do. For us, leadership is not a position/title but a mindset and decision to take responsibility.

Delight Users

Customer satisfaction is something we truly value, that's why we ensure all our customers are happy and have their needs met. We ensure everything we do delivers value.

Our **Voice, Tone & Style**

How we speak and what we say projects who we are.

These are the words we choose to use when describing ourselves and guidelines surrounding how we respond and communicate in print, online, and in real-life.

Make the client shines @ the end of the day.

Make sure we write with an understanding of what we want the reader to take away.

Our **Voice, Tone & Style**



Our **Voice,** **Tone, & Style**

Tone

Open, clear,
transparent, insightful,
fun

Style Tips

Do

Open Doors - our communication should be smart but casual. We don't use industry jargon, instead we write to clarify and bring understanding.

Give Insights through Data - use data to make impact and scale clear. We are a data-driven company and that should come through in the stories that we tell.

Bring People in - write with an active voice and engage the reader, inviting them to think about the topics we discuss.

Do Not

Use Fluff - we should be concise/to the point. Focus on the insight that we'd like to convey and convey it. Boil things down to the core takeaways.

Invent Stories - we serve a lot of users and thus have access to a lot of stories. We want to be real, sharing their authentic experiences and providing real insights from the field.



Great Examples

Articles which are data-driven, smart, engaging, concise and not written like press releases or newspaper articles.



Pivotal

*“Your IRS wait time is 3 hours.”
Is lean possible in government?*

Our Colors



#0063CF



#0099E8



#0099E8 — #0063CF



Our Logos



irembó

irembó

irembos Gov

irembos Gov

irembō Pay

irembō Pay

irembō Pay



Our **Logo Mark**





irembo



Logo **Don'ts**



Incorrect use



Do not rotate logo



Do not outline



Do not deconstruct logo



Do not use wrong colors



Do not stretch logo

irembo



Use of our brand materials

In general

Please don't use our name, logos, or screenshots ("brand materials") in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, or affiliation. For example, your name and logo should be more prominent than the Irembo name or logo. And please don't edit or change the Irembo logo — we like it how it is!

Advertising, promotional and sales materials

Please check in with us before using our logo on websites, products, packaging, manuals, or for other commercial or product use.

THANK YOU