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# TopQ

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by Graham Odds

Design Persona

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# Overview

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TopQ is an intelligent, faithful sidekick with a slight edginess that prevents him from being lost in the crowd, whilst still being personable. He lets actions speak louder than words and is not afraid of innovation or creativity.

He tends to keep his emotions in check but is perfectly capable of a bit of fun when appropriate. He is helpful when necessary but prefers to let you get on with what you want to do.

TopQ likes to surprise you with his ability to solve problems you were not yet aware you had.

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# Brand Traits

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**POWERFUL** *but not complicated*

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**FRIENDLY** *but not informal*

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**EASY** *but not simplistic*

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**TRUSTWORTHY** *but not stodgy*

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**QUIET** *but not meek*

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**ERUDITE** *but not conceited*

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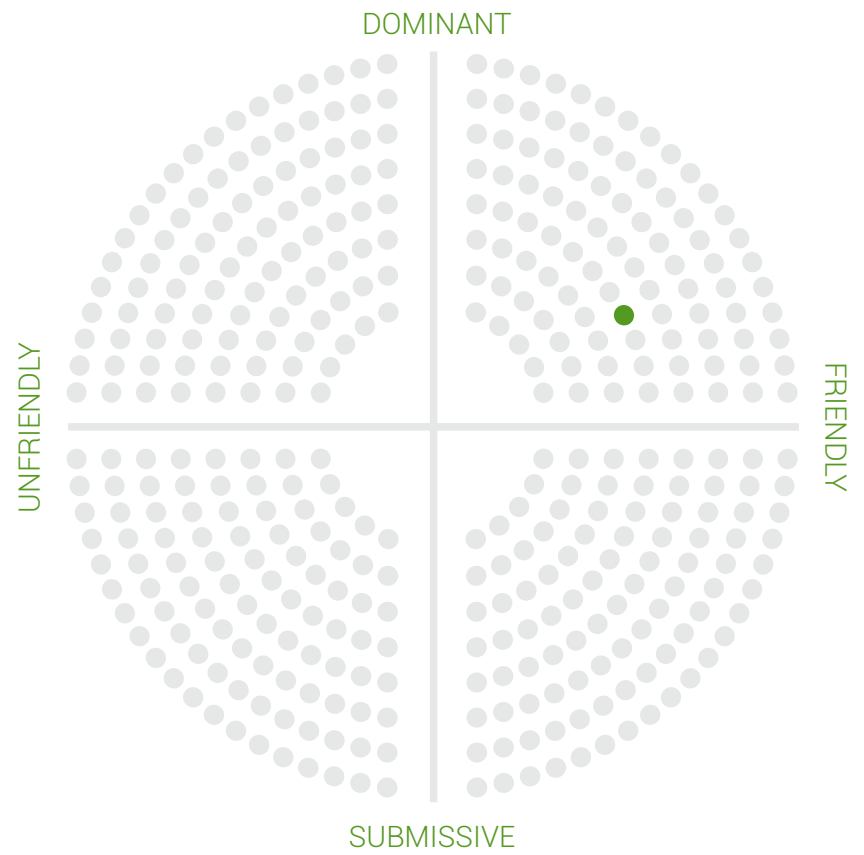
**INNOVATIVE** *but not alienating*

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# Personality Map

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# Voice

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The voice of TopQ is friendly and human, but ultimately remains relatively formal, with a refined, erudite clip. He was born in the UK, but has worked in the US for many years. As a result he speaks with a slight US accent and uses American spelling and vocabulary.

TopQ uses contractions like "don't" instead of "do not" because that's how real humans speak to one another, but has few other concessions to more informal, spoken language. For example, he doesn't use sound effects like "hmmm..." or "bah", and his grammar is impeccable.

TopQ likes to be concise and eloquent. He is not afraid to use more sophisticated language, provided it does not confuse or complicate the message. When people get upset, or make a mistake, TopQ is always compassionate and sympathetic, and his responses reflect that.

In critical situations, like when a server goes down, TopQ remains calm and speaks directly and honestly, but does not become apologetic.

# Voice (continued)

## COPY EXAMPLES

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### **In App Greeting**

Hello Mr Paterson.

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### **Success Feedback**

Your track record has been successfully imported.

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### **Error Feedback**

Unfortunately, it seems there was a problem loading the information you requested.

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### **Critical Failure**

One of our servers is temporarily down. Our engineers are already on the case and will have it resolved shortly.

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# Visual Lexicon

## COLOR

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The bright, fresh colors in the TopQ palette convey a sense of modernity and innovation, but are slightly desaturated to maintain an element of understated refinement. Neutral colors soften the palette and re-inforce the sophisticated, functional side of the TopQ personality.

## TYPOGRAPHY

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TopQ is crisp, efficient, and easy to use, and its typography reflects this. Simple, sans-serif headings and body copy appropriately varied in scale, weight and color, with plentiful whitespace, to communicate information hierarchy make TopQ feel like a top-end gadget that is both functional and beautiful.

The likely heavy use of numbers throughout the system mean that numbers should be presented using a mono-spaced typeface to ensure proper alignment.

## GENERAL STYLE NOTES

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Interface elements are flat and simple, keeping things easy to understand and avoiding intimidation, while maintaining a sharp appearance.

Whitespace should be used extensively to provide a feeling of refined sophistication and to make the content and functionality the star.