



TECH PERKS™

Brand Guide and Assets



Tech Perks Overview

After careful deliberation, and market research, combined with deep industry knowledge, the brilliant minds of VoiceComm's leadership decided to build a direct-to-consumer sales channel. An exclusive membership club where working people could find deep discounts on tech gear from the brands they love.

As time went on, the platform started coming to life. Although it was challenging to find its footing initially, this platform has been gaining popularity among the perks communities. Today, through the consistent efforts of Marketing and Omnichannel teams we have shed our skin and evolved to shine brighter, go farther and be stronger than ever before with the new brand:
Tech Perks.

Who is our target audience?

Employees, employers, human resource professionals, and any member of an approved group that serves our country and communities—military, government, police, fire, medical, teachers, and many more members of our workforce.

What are our values?

Value Exclusivity Fun Excitement Satisfaction Expertise Customer-Centric

What is our tone of voice?

Fun
Witty
Outgoing
Passionate - we love what we do!
Energetic - we say things with brevity.
Exciting - You need to know about this!
Direct - we lay it on the table without filler.

Why does it matter?

For Customers:

Our platform matters because mobile accessories, tech gear, and various connected products such as headphones, speakers, and smart home devices, can be extremely expensive. With Tech Perks, our valued customers have a chance to purchase these items at incredibly discounted prices. We provide people with a hub for good deals on the devices and accessories they use every day.

For Brands

Tech Perks matters for brands because we help grow the brands we carry, giving our brand partners additional outlets to sell their products and generate revenue.

For VoiceComm:

Tech Perks matters for VoiceComm because we now have an avenue we never explored before. With this new development, we have a way to sell our products directly to consumers.

Why do we do it?

For Customers:

Our mission is to provide consumers a go-to resource for buying legitimate brand name accessory products at discounts not typically available in the current market—Amazon or elsewhere online or in stores. Our purpose is to make our customers' digital lives easier by giving them deep discounts on tech accessories they use everyday.

For VoiceComm:

Our mission is to gain incremental sales and eventually grow the platform into a larger direct to consumer revenue generator.



Logo

The Tech Perks logo consists of a wordmark and an icon. The wordmark should never be used without the icon. The icon can be used separately and also be modified by adding images of both products and people into it.

The logo has 3 approved color variations: standard (mountain meadow icon with jet black wordmark), jet black, and white. The standard color variation should be used as the preferred logo whenever possible. There is no preference for the second choice between the white and jet-black logos.

The icon, when by itself, can be presented in any of the following colors: Mountain Meadows, jet black, Maximum Yellow, and white. The icon can also be placed on any color background as long as it is still visible.

Logo Variations



Standard Logo



Jet Black Logo



White Logo

Icon Variations



White Icon Background



Jet Black Icon Background



Mountain Meadows Icon Background



Brand Misuse

The brand must maintain visual consistency for maximum impact. Brand assets should be used as outlined in this guide and may not exist in any permutations or treatments similar to what is shown on this page.



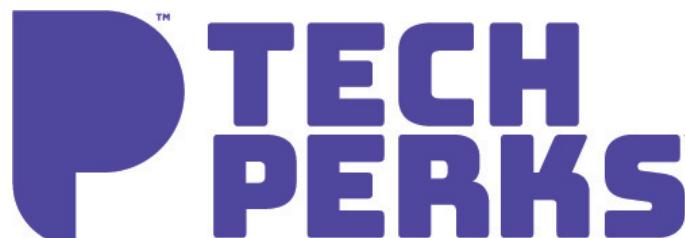
Do Not Reorder



Do Not Stretch or Distort



Do Not Put a Stroke



Do Not Use Unapproved Colors



Do Not Add a Drop-shadow



Do Not Put a Gradient Over



Do Not Add Over Photo Without Enough Contrast



Do Not Tilt

Brand Colors

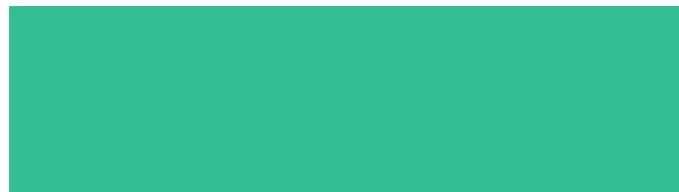
The primary brand color is Mountain Meadows. It should be the dominant color in brand assets making up about 60% of the composition. All colored backgrounds should be Mountain Meadows, or white.

All text should be in Jet Black. It should be used on both white and Mountain Meadows. White should never be used as text color on Mountain Meadows as it does not pass accessibility standards.

Light Mountain Meadows and Maximum Yellow are to be used in shapes and assets placed on the background and in image compositions.

Magpurple is to be used exclusively as the button and call to action color. It should not be used for shapes or for backgrounds.

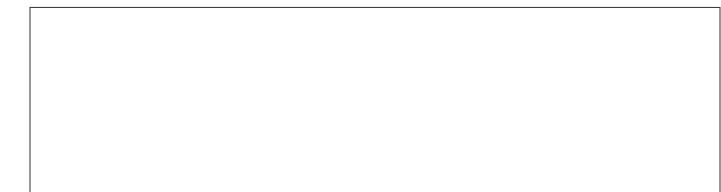
Primary Colors



Mountain Meadow
Hex: #34BC93
CMYK:
Pantone:

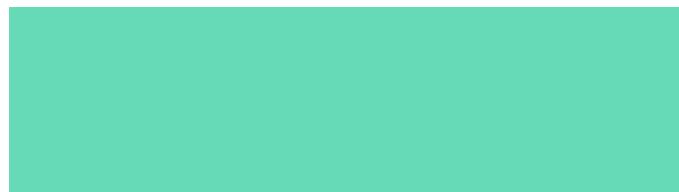


Jet Black
Hex: #353535
CMYK:
Pantone:



White
Hex: #FFFFFF
CMYK:
Pantone:

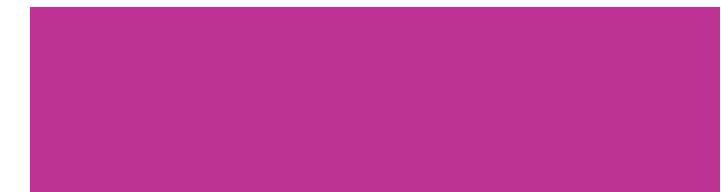
Secondary Colors



Light Mountain Meadow
Hex: #67D9B7
CMYK:
Pantone:



Maximum Yellow
Hex: #F1BC48
CMYK:
Pantone:



Magpurple
Hex: #BD3393
CMYK:
Pantone:

Typography

The typeface of Tech Perks is Rubik. It can be found on Google Fonts. The approved weight are Regular(400) and Bold(700). Regular is to make up all body copy and Bold is to be used for headers and subheaders.

Primary Font: Rubik

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

0 1 2 3 4 5 6 7 8 9

. , ; : @ # ' ! " / ? < >
% & * () \$

Font Weights

Bold: Gendande nimodit,
omnitat moluptior as dolore

Regular: Gendande nimodit,
omnitat moluptior as dolore

Type Examples



Header/H1 - 56px

Large Body copy - 20px

Subheader/H3 - 24px

Secondary Header/H2 - 32px

Bodycopy/p - 16px

Ready, Tech, GO!

Welcome to the only employee perks platform dedicated to offering **deeply discounted tech gear**. Military, Teachers, Medical, Government, and employees of ANY company get exclusive savings up to 40% - 50% OFF popular tech brands. Click below to sign up and start shopping incredible deals today!

[See if You Qualify](#)

[Browse Our Catalog](#)

Treat yourself to some savings! Check out some of our best selling brands



OTTER PRODUCTS



JBL



kate spade
NEW YORK



belkin



CASE-MATE



ZAGG



mophie



POPSOCKETS



SCOSCHE



INCIPIO



UAG



ventev



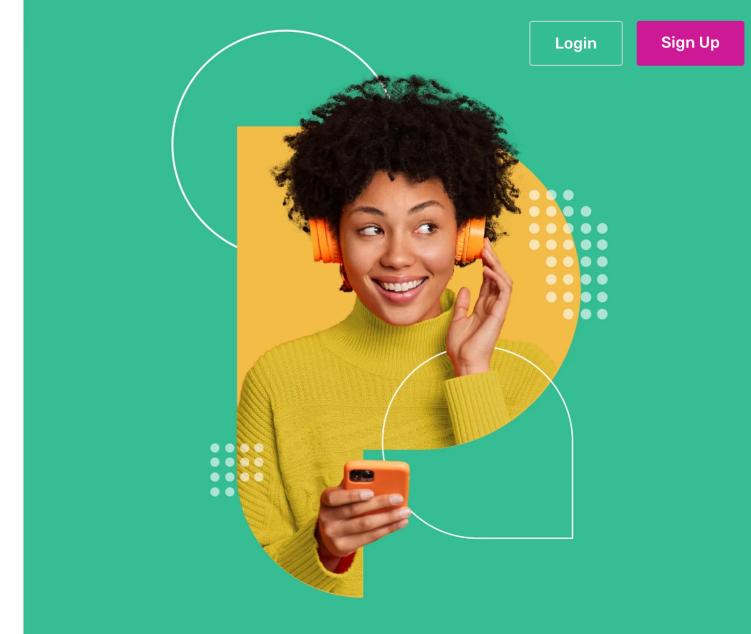
(*) speck



Skullcandy



SAMSUNG



We're your go-to for phone cases, chargers, headphones, and over 3,000 more tech products.

Have an iPhone, Samsung, or any other smartphone? If so, you know how much it costs to keep it protected and charged. At Tech Perks, we believe accessories shouldn't break the bank. That's why we've partnered with the who's who of the mobile accessory market to bring you unmatched variety and savings you won't find anywhere else.

[See How it Works](#)



Brand Assets

The brand assets for Tech Perks included solid shapes, outlines, and groupings of dots. The assets can be combined to make numerous compositions. There is no restriction on what brand assets can be used together.

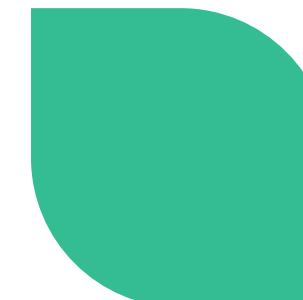
The colors that can be used for the solid shapes are Mountain Meadows, Light Mountain Meadows, and Maximum Yellow.

The colors that can be used for the outlines are Mountain Meadows, Light Mountain Meadows, and white. The groupings of dots can only be white. The dots can either be 100% opacity or set to 60% opacity.

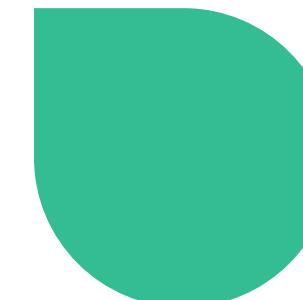
Shapes



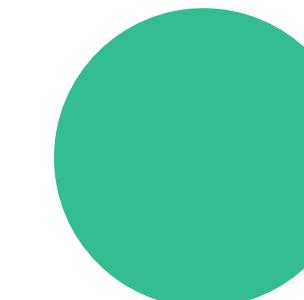
Corned Square Solid



Leaf Solid

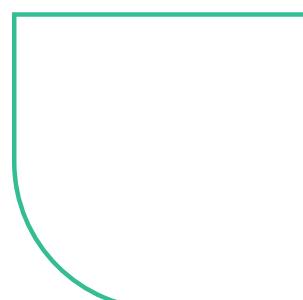


Cornered Circle Solid

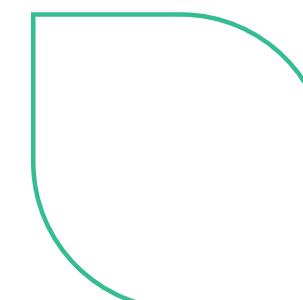


Circle Solid

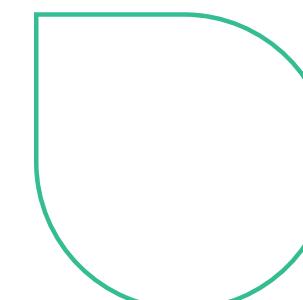
Solid shapes can be either Mountain Meadow, Light Mountain Meadow, or Maximum Yellow Red.



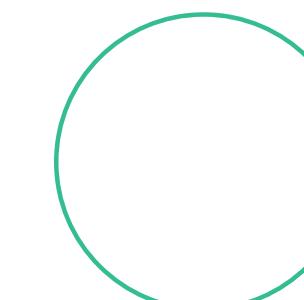
Corned Square Outline



Leaf Outline



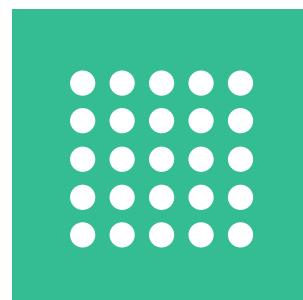
Cornered Circle Outline



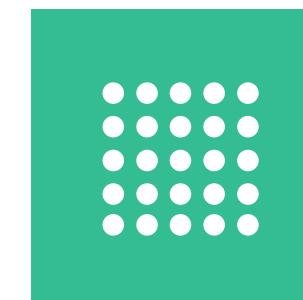
Circle Outline

Outline shapes can be either Mountain Meadow, Light Mountain Meadow, Maximum Yellow Red, or white depending on the background.

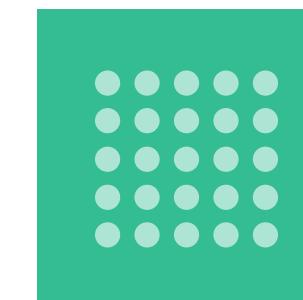
Accents



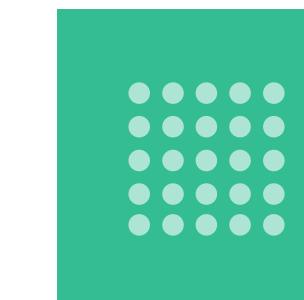
Large Dots Solid



Small Dots Solid



Large Dots 60% Opacity



Small Dots 60% Opacity

Dots are used to highlight or lead focus to specific parts of images. Dots are always white. Dot groups can be made into any shape as long as they are always equally spaced out.

Brand Photography

Brand photography should convey the brand values of Tech Perks. Stockphoto selection should focus on people using technology, specifically the tech that we are selling. The people should be happy and excited.

The poses can convey movement. Avoid photos where people are overly excited. The excitement should seem natural and not forced. Make sure that the people used are relatable. Use a great variation of people to show the breadth of our customer base.

Product photos should be pngs with transparent backgrounds. Primarily use the Cloudinary database as a source for product images. No drop-shadows are to be used on product photos.

People

People should be happy and excited. Facing the camera is preferred but not required. Using products is a must.



Products

Products should be on a transparent background.



Combining Assets and Photos

Examples

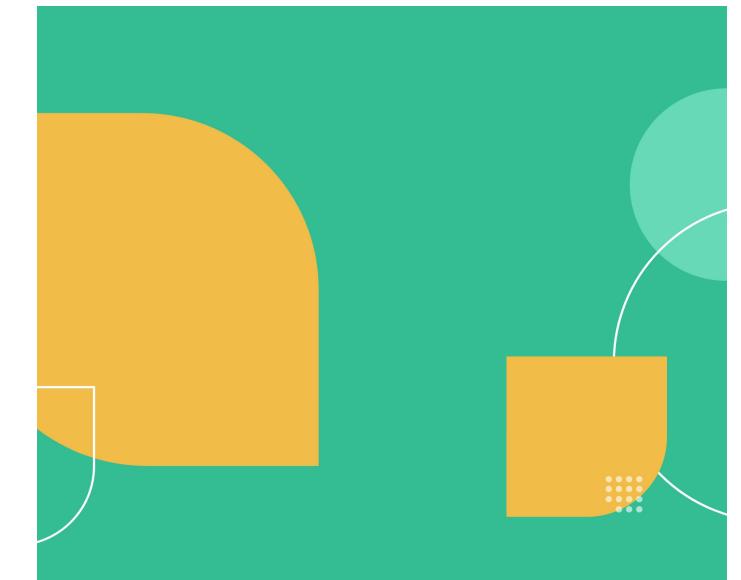
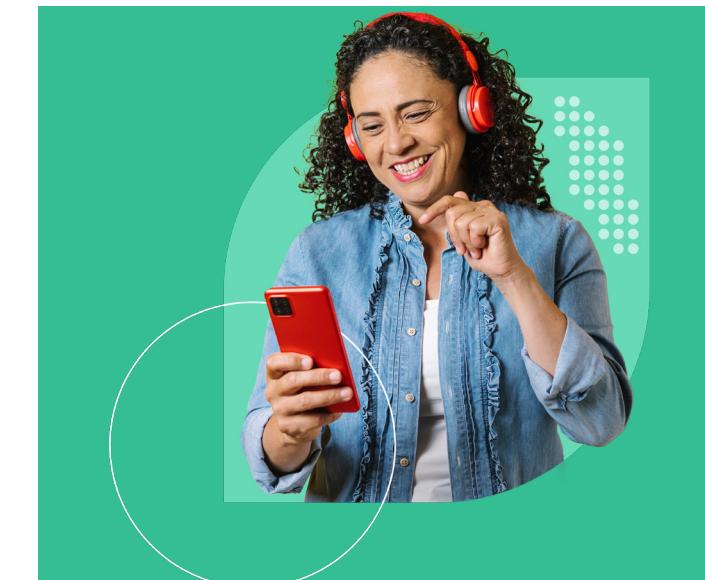
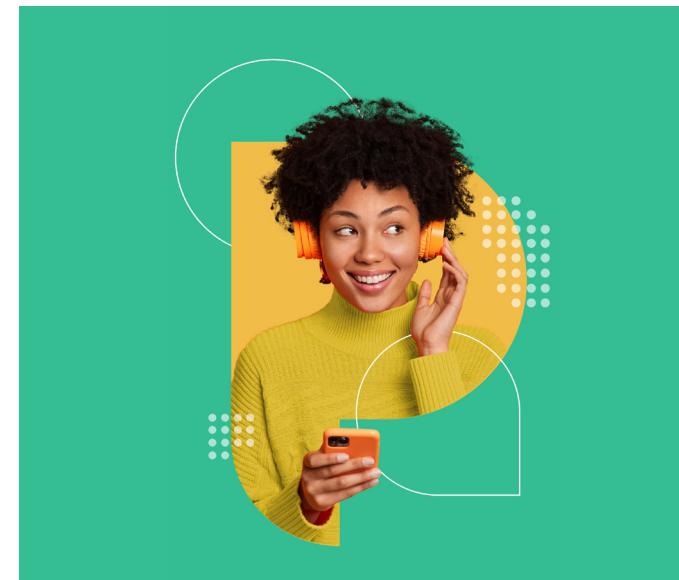
Asset compositions are used to bring energy and excitement to designs. The compositions should be focused around 1 large central shape and with 2-4 smaller shapes around it.

Dot groupings are to be used to direct the audience's focus on certain parts of the composition and lead the eyes.

When adding people and products into the compositions they should first be masked in and then have some parts of the people or products popping out of the shapes.

Outlines of shapes are used to create depth in the composition. The outline can wrap around and behind the people and products in the compositions.

Compositions can be created with or without people and products.



Lifestyle Images

Lifestyle images should show products available on Tech Perks. People should be having fun with the product. The products should never be shown in a negative way. Product logos should also be visible whenever possible. Lifestyle can also be photos of products arranged on a surface. The products should be clearly visible and not hidden.

Examples



Email Examples

TECH PERKS

Someone in your organization wants you to know about Tech Perks!

[Learn More](#)



Have you heard of Tech Perks before? If not, today's the day you do! It's the only employee perks platform dedicated to offering **deeply discounted tech gear up to 50% off** for employees of **ANY** company.

Why Enroll in Tech Perks?

- Zero Cost to Join** 
- 3,000+ Tech Products** 
- Build Employee Retention** 
- Stretch Your Dollars** 

Joining Tech Perks is easy and enrollment is completely free. Save up to 50% off brand-name products and many more tech accessories. Show appreciation for your employees by providing provide perks that matter. Saving money on products you need every day means more money in your pocket.

Watch this video to learn how it works

OTTERBOX
JBL belkin
mophie
CASE·MATE
Skullcandy
POPSOCKETS



Ready to get started?

Click the button below to complete our short company application. If you'd like more information, contact our team to answer all your questions

[Submit an Application](#)

[Contact a Sales Rep](#)

TECH PERKS

[Audio](#) | [Cases](#) | [Charging](#) | [Smart Tech](#)



Use code **HOLIDAY22** for **10% Off**
valid till 12/25

Must Have Products

 JBL Flip 5	 Skullcandy Crusher Evo Wireless Headphones	 CASE·MATE iPhone 14 Twinkle Case
--	---	---

[Shop Category](#)



UAG
URBAN ARMOR GEAR

[Shop UAG](#)

Best Deals For Holiday Cheer



Up To 70% Off Top Brands

[Shop JBL](#)

Menu Email Header

Hero Image/Headline/Promo Code

Product Listings

Brand Listings with Lifestyles

Marketing Material Examples

