



Brand guidelines

Brand identity manual for ReportPortal

Version 1.0 | October 2023

Table of content

Introduction		Colors		Digital marketing
About ReportPortal	04	Color palette	19	Social media
Target audience	05	Gradients	20	Examples of publications
Tone of voice		Typography		Assets for download
Dimentions	07	Font families	22	
Key principles	08	Usage examples	23	
Logo		Promo materials		
Color usage	14	Business card	25	
Clear space	15	Hoodies	26	
Incorrect usage	16	T-sirts & cups	27	
Symbol	17	X-stand & brochure	28	



Introduction

Tone of voice

Logo

Colors

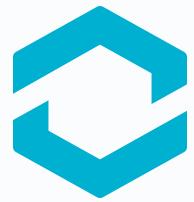
Typography

Promo materials

Digital marketing

Assets for download

Introduction



Introduction

About ReportPortal

Introduction

Welcome to the ReportPortal Branding Guidelines! This document serves as a comprehensive resource to maintain the integrity and consistency of the ReportPortal brand identity.

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

Our brand story

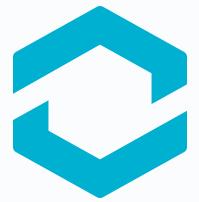
At ReportPortal, we are committed to delivering cutting-edge solutions that empower teams and organizations to achieve excellence in test automation and reporting. Our platform stands at the intersection of innovation and efficiency, providing real-time analytics and insights into automated test results.

Our mission is clear and resolute: to empower quality assurance excellence in the ever-evolving landscape of software development. We are dedicated to equipping QA professionals, testers, and development teams with the tools, knowledge, and resources they need to deliver exceptional software products.

We are dedicated to upholding high quality standards in all aspects of our platform and services, based on our core **values**:

1. **Innovation:** We're dedicated to pioneering new approaches and technologies that enhance testing efficiency and effectiveness.
2. **Collaboration:** We foster a spirit of collaboration, recognizing that achieving QA excellence requires collective effort.
3. **Empowerment:** We empower testers and QA professionals by offering intuitive, user-friendly tools and resources.
4. **Transparency:** We provide clear documentation, guidelines, and support to ensure that you have a full understanding of how to maximize the potential of our platform.
5. **Community:** Our mission extends beyond our platform, as we actively engage with this community to share knowledge and best practices.

We invite you to explore our branding guidelines and discover how our mission aligns with your goals.



Introduction

Target audience

Introduction

Our branding guidelines are designed to provide clear and consistent guidance to a diverse range of stakeholders who engage with ReportPortal.

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

1. Internal teams:

- **Development team:** Developers working on ReportPortal's software and platform need to align with our branding to ensure a consistent user experience.
- **Design team:** Our design team is responsible for creating visual assets that adhere to the brand's guidelines, from user interfaces to marketing materials.
- **Marketing, sales and customer support teams:** These teams use our branding guidelines to create compelling and on-brand content that resonates with our audience and strengthens customer relationships.

2. External partners and collaborators:

- **Clients and end-users.**
- **Third-party developers:** Developers who create integrations, plugins, or extensions for ReportPortal.

3. Creative agencies, contractors and media:

- **Graphic Designers:** Freelancers or agencies responsible for creating visual content and marketing materials.
- **Content Creators:** Writers, videographers, and other content creators must adhere to our brand's tone, style, and messaging to maintain brand coherence.
- **Journalists and Bloggers:** Those covering ReportPortal in the media.

4. Event organizers and partners:

- **Event Organizers:** Organizers of conferences, webinars, and events where ReportPortal is featured.
- **Sponsors and Collaborators:** Partners and sponsors who collaborate with ReportPortal in various capacities.

By providing these guidelines, we aim to empower our diverse audience to create and engage with ReportPortal in a way that maintains our brand's integrity.



Introduction

Tone of voice

Logo

Colors

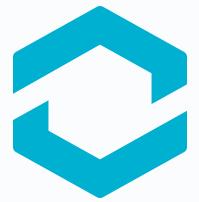
Typography

Promo materials

Digital marketing

Assets for download

Tone of voice



Tone of voice

Dimensions

Introduction

We understand the importance of conveying a consistent and authentic tone in our communications. Our tone of voice reflects our brand identity and values. Whether you're crafting content for marketing materials, customer support, or any other communication channel, here are some dimensions and key principles to guide your tone.

Tone of voice

Logo

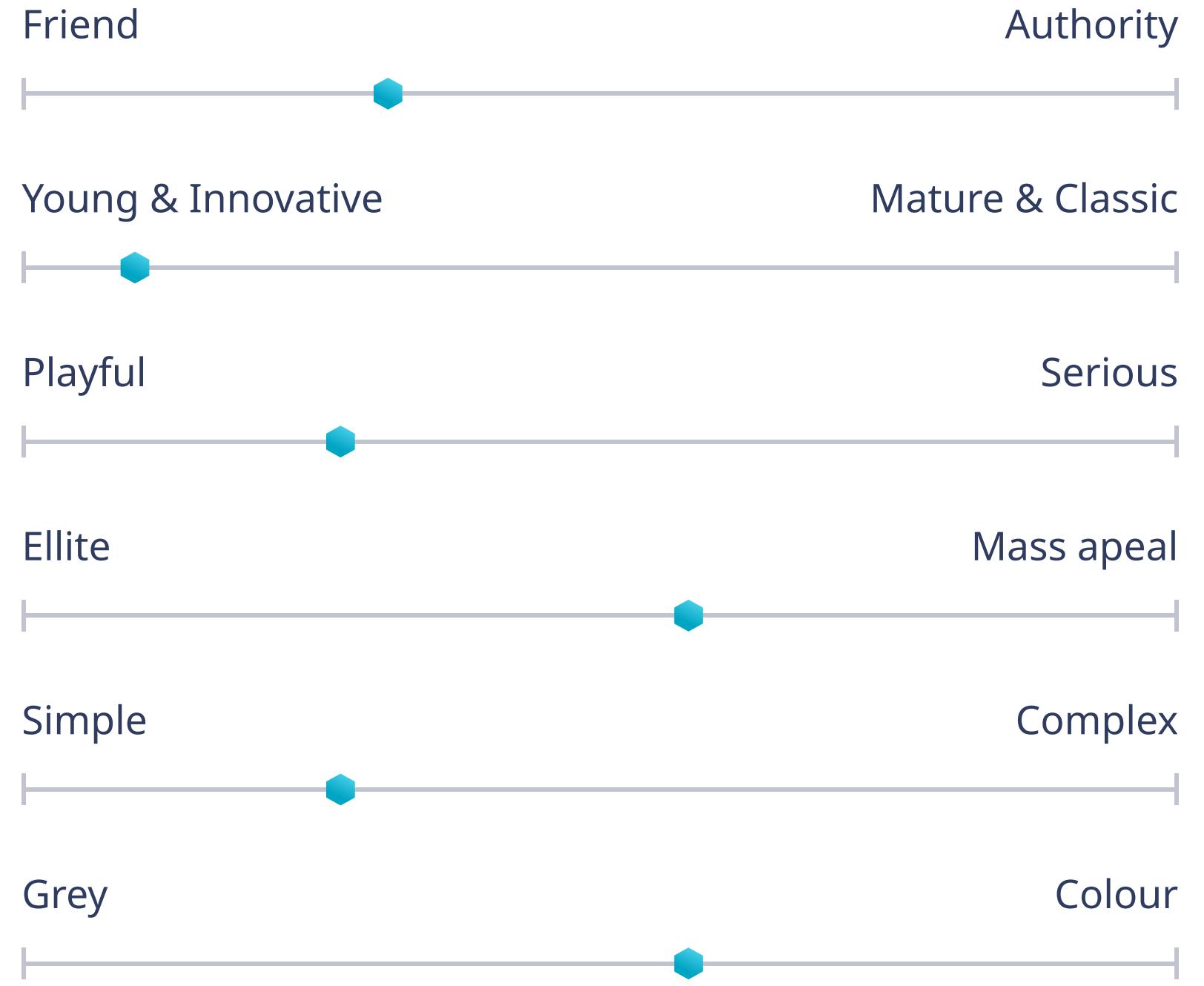
Colors

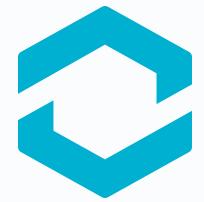
Typography

Promo materials

Digital marketing

Assets for download





Tone of voice

Key principles

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

1. Professional and knowledgeable.

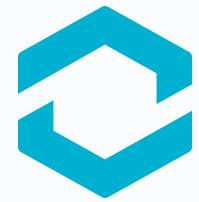
We maintain a professional and knowledgeable tone to instill confidence in our users. Our expertise is a hallmark of our brand.

Do:

- Provide clear and concise explanations of our product's features and functionalities:
"Our test management features streamline your workflow, allowing you to focus on what matters most — testing."
- Use industry-specific terminology and acronyms when addressing our target audience of testing professionals. It showcases our expertise and credibility:
"Our platform offers comprehensive CI/CD integration, ensuring seamless testing within your development pipeline."

Don't:

- Don't use overly technical jargon or buzzwords that might confuse or alienate our users. Keeping our language approachable is important:
"Leverage the synergistic paradigms of our innovative test orchestration ecosystem."
- Don't make unsupported claims or exaggerate our product's capabilities. Honesty and accuracy are essential:
"Our product is the only solution you'll ever need for testing, guaranteed."



Tone of voice

Key principles

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

2. Clear and direct.

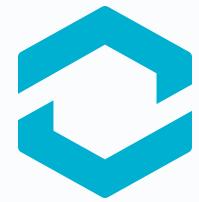
Clarity is paramount in our communication. We aim to deliver information in a straightforward and concise manner, avoiding unnecessary jargon.

Do:

- Use straightforward labels and instructions to guide users through the application:
"Start Test Run" instead of "Initialize Test Execution"
- Use plain language and avoid technical jargon when explaining complex concepts:
"Our platform simplifies test automation, making it accessible to all team members."

Don't:

- Don't overwhelm users with lengthy, convoluted explanations that make it difficult to grasp key information:
"Initiate the process by engaging the 'Create Test Run' functionality and navigating through the ensuing workflow, which encompasses a series of comprehensive steps to configure your test run, involving various intricate parameters."
- Don't use ambiguous or vague language that leaves users uncertain about our instructions:
"Begin the process by activating the 'Initiate Test Run' feature, and proceed as required."



Tone of voice

Key principles

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

3. Approachable, friendly and fun.

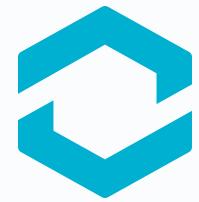
While professionalism is key, we also want to be friendly, approachable, and add a touch of fun.

Do:

- Use a friendly tone that welcomes users and makes them feel at ease:
"Hello there! We're here to make your testing journey a breeze."
- Inject a touch of humor or light-heartedness when appropriate, creating a friendly and engaging atmosphere:
"Ready to dive into the world of testing? Let's go on this adventure together!"

Don't:

- Don't adopt a formal or stiff tone that creates distance between us and our users:
"Greetings, valued user. We are here to facilitate your testing endeavors."
- Don't force humor or use it inappropriately, as it can come across as insincere:
"Testing can be a real hoot!"



Tone of voice

Key principles

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

4. Empathetic and supportive.

We understand that our users may encounter challenges.

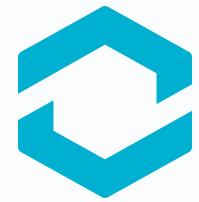
When providing support or guidance, we approach issues with empathy and a willingness to assist.

Do:

- Express understanding and empathy when users encounter challenges or issues:
"We're sorry to hear you're facing difficulties. Let's work together to resolve this."
- Offer assistance and reassure users that we're here to help them overcome any obstacles:
"We're here 24/7 to provide the support you need. You're not alone on this journey."

Don't:

- Don't dismiss or downplay users' concerns or problems:
"Issues happen. Deal with it."
- Don't provide support that feels impersonal or robotic:
"Your request has been received. An agent will respond within 48 hours."



Tone of voice

Key principles

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

5. Innovative and forward-looking.

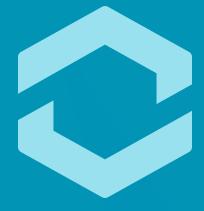
Our tone reflects our commitment to innovation and the cutting-edge nature of our product. We embrace change and look to the future.

Do:

- Convey excitement and enthusiasm about our innovative features and future possibilities:
"Get ready to explore the cutting-edge technologies that power our platform."
- Discuss our commitment to staying at the forefront of industry advancements:
"We're always evolving to bring you the latest in testing innovation."

Don't:

- Don't present our product or ideas as stagnant or outdated:
"We've had the same features for years, and that's good enough."
- Don't shy away from discussing our forward-looking initiatives or downplay our innovative spirit:
"We might have a few new things in the works, but who really cares?"



Introduction

Tone of voice

Logo

Colors

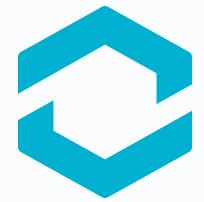
Typography

Promo materials

Digital marketing

Assets for download

Logo



Logo

Color usage

Introduction

Tone of voice

Logo

Colors

Typography

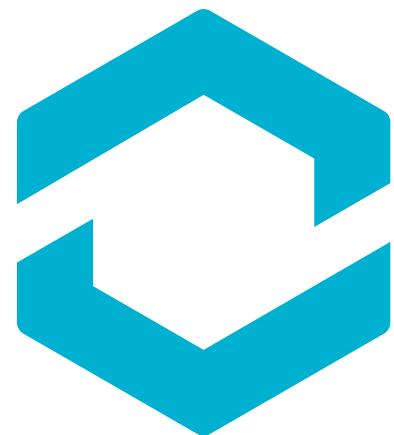
Promo materials

Digital marketing

Assets for download

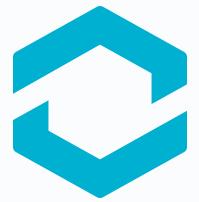
Our logo represents a portal and has a honeycomb-like form that reflects organization and robustness. It's in a modern topaz hue, which symbolizes innovation and cutting-edge technology.

The dynamic tips of the figure add a sense of agility and progress to our brand identity.



reportportal





Logo

Clear space

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

When using the logo, it is important to adhere to standard clear space and safe zone guidelines to ensure proper emphasis and differentiation from other branding elements. This also ensures consistency in logo usage and effective perception across different contexts.

It is important to adhere to the clearance and safe zone guidelines for brand integrity.

To prevent distortion of the logo and ensure its clear understanding, there are recommended minimum sizes for the logo. Depending on the application method and material, the minimum size of the logo may vary. However, the main factor remains the clear readability of the logo.



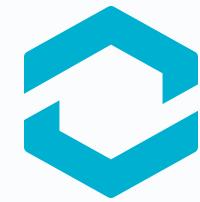
Minimum high - 30 px



30 px



Minimum width - 136 px



Logo

Incorrect usage

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

Our logo is an important component of brand recognition, so it is important to follow these rules in order not to violate the integrity and recognition of the ReportPortal logo:



Don't use shadow



Don't change the color of Symbol



Don't change the color of Typography



Don't use the stroke



Do not use logotype without symbol



Don't use gradient



Don't rotate logo



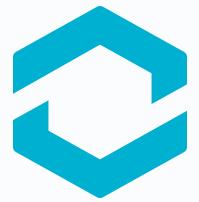
Don't use vertical logo



Don't stretch or distort



Use only high contrast colors for Typography and Symbol



Logo

Symbol

Introduction

To maintain the clarity and readability of the symbol, it's important to leave an empty space around it.

Tone of voice

The minimum clear space should be equal to half of the size of the symbol. It is also recommended to use the symbol only with the branded colors.

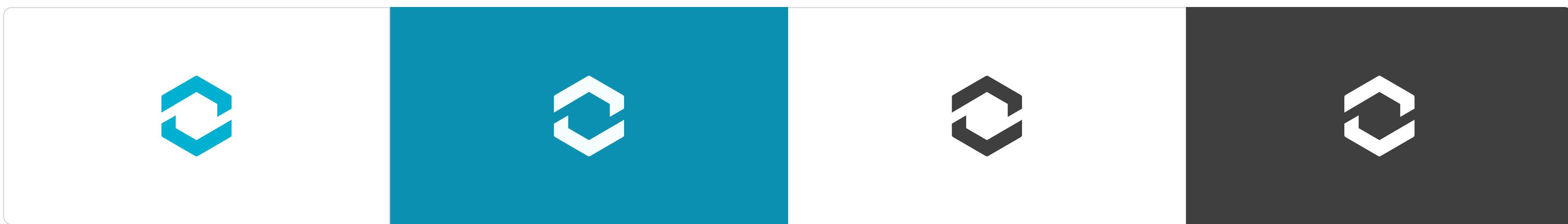
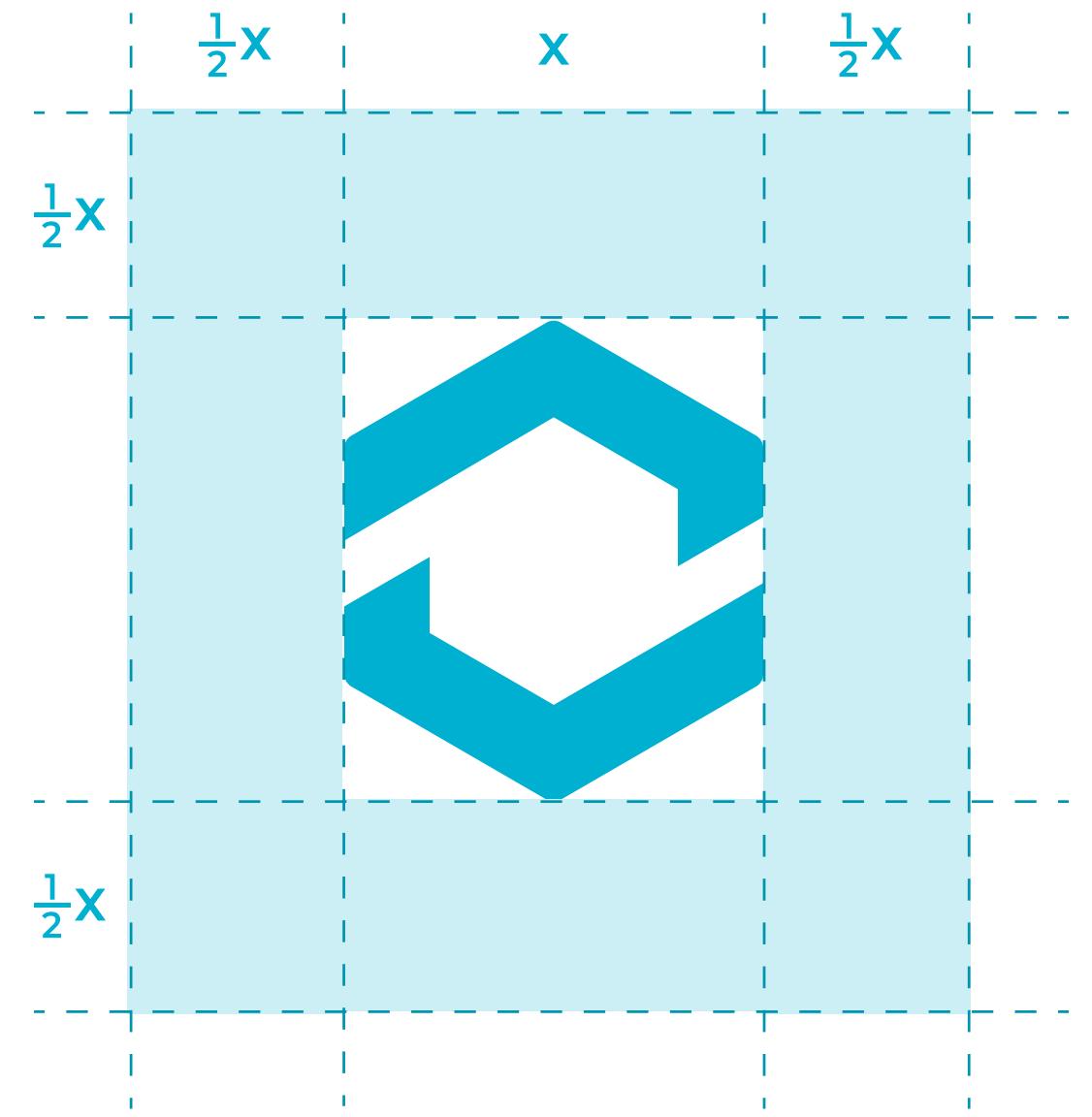
Colors

Typography

Promo materials

Digital marketing

Assets for download





Introduction

Tone of voice

Logo

Colors

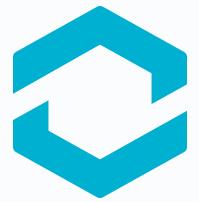
Typography

Promo materials

Digital marketing

Assets for download

Colors



Colors

Color palette

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

Primary



Topaz New

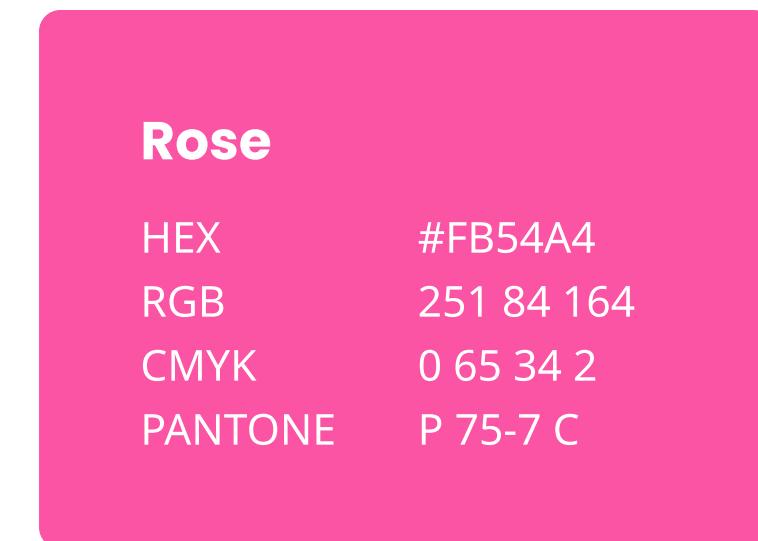
HEX #00B0D1c
RGB 0 180 213
CMYK 84 13 0 16
PANTONE 3125 C

Secondary



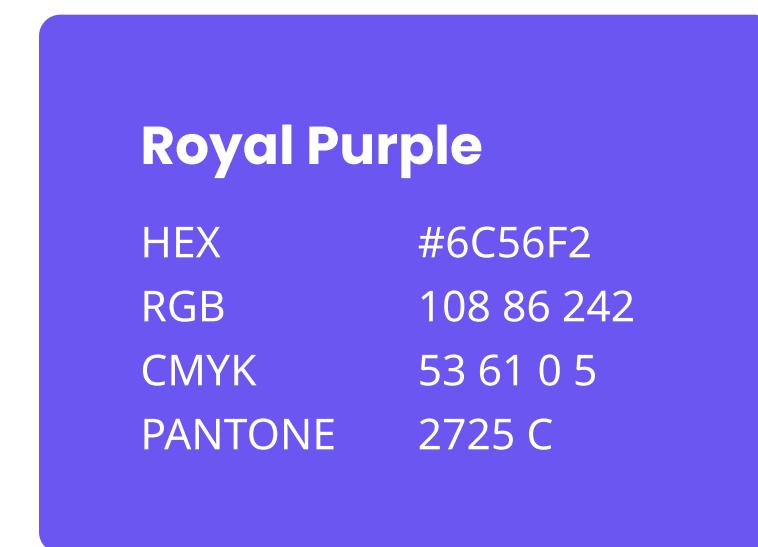
Astronaut

HEX #2F3C5F
RGB 47 60 95
CMYK 19 14 0 63
PANTONE 534 C



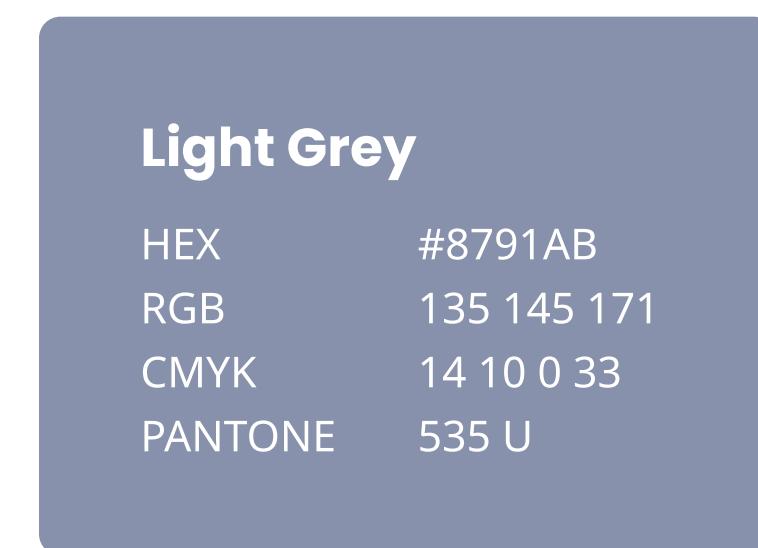
Rose

HEX #FB54A4
RGB 251 84 164
CMYK 0 65 34 2
PANTONE P 75-7 C



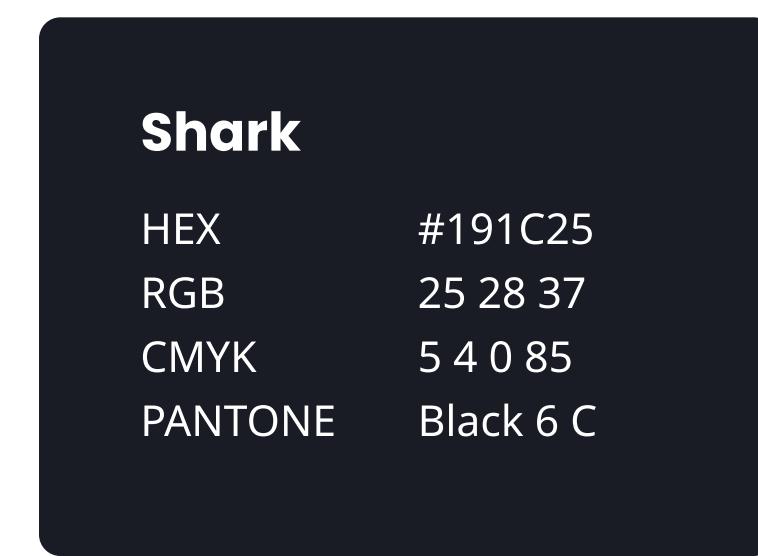
Royal Purple

HEX #6C56F2
RGB 108 86 242
CMYK 53 61 0 5
PANTONE 2725 C



Light Grey

HEX #8791AB
RGB 135 145 171
CMYK 14 10 0 33
PANTONE 535 U



Shark

HEX #191C25
RGB 25 28 37
CMYK 5 4 0 85
PANTONE Black 6 C



Colors

Gradients

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

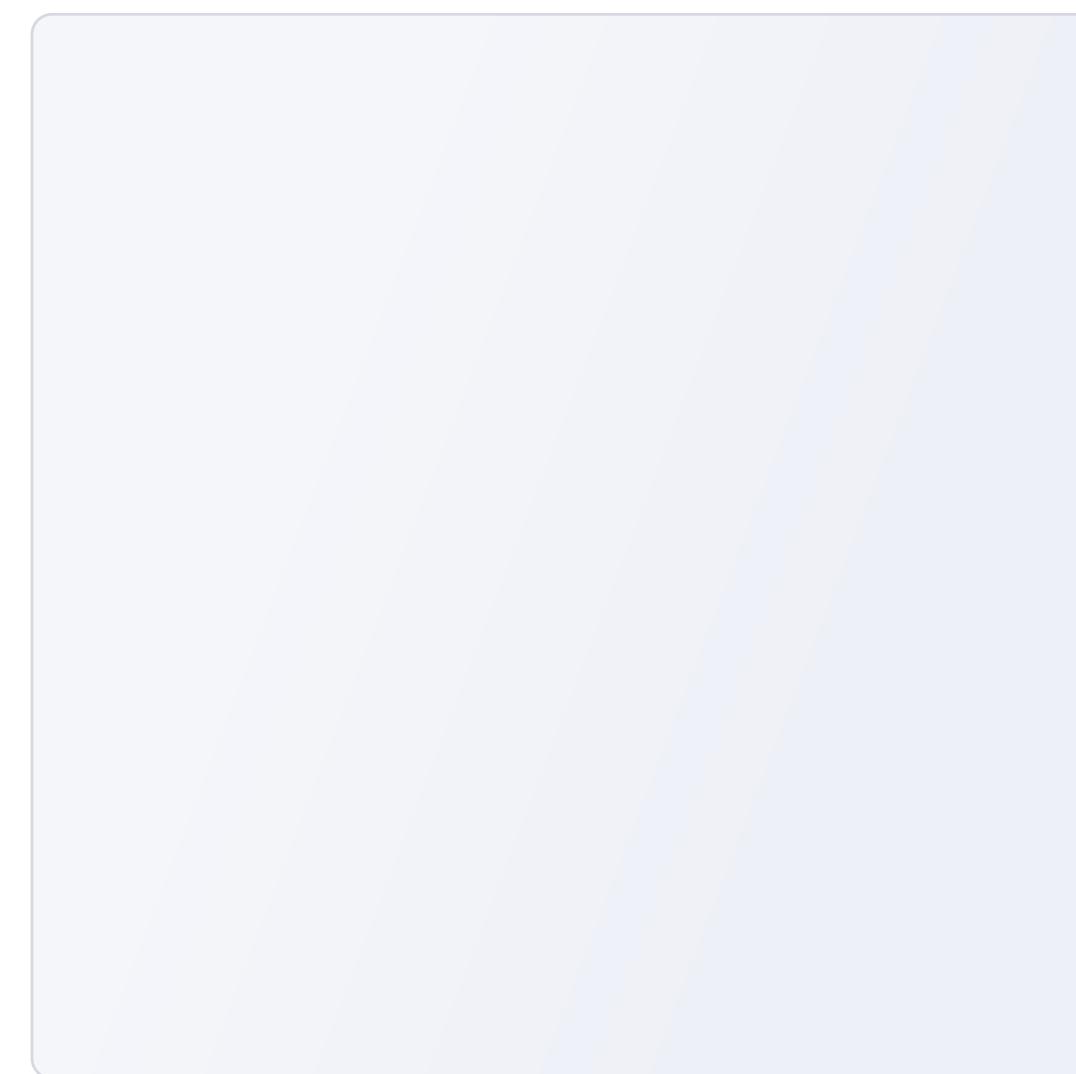
Digital marketing

Assets for download

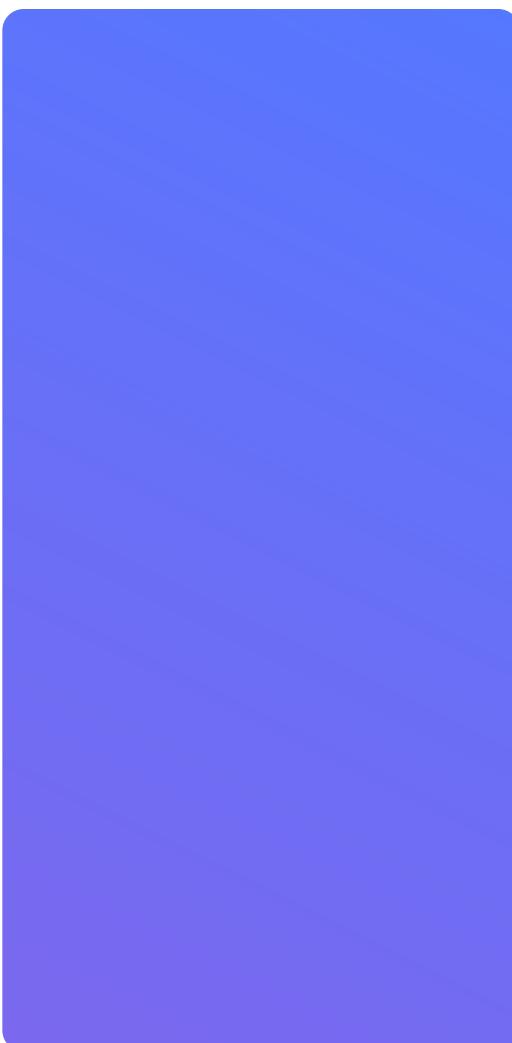
Gradients are more than just a design element, they play a pivotal role in enhancing our visual identity. Here, we explore how gradients are employed to create a cohesive and engaging brand presence, adding depth and dimension to our brand's visual language.

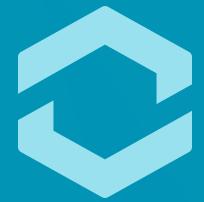
However, it's important to have sufficient contrast between text and background for readability and accessibility when using background elements.

Primary



Secondary





Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

Typography



Typography

Font families

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

The main font pair of ReportPortal consists of Poppins and Noto Sans, which is used in all web and print resources. Poppins serves as the headline font, adding visual appeal to the titles. Noto Sans functions as the primary body text font, ensuring readability and a clean look. This font combination contributes to the unity and style of all ReportPortal materials.

For **PowerPoint presentations** or standard office templates where custom-installed fonts are not supported, we should use the Microsoft system font, Calibri.

Poppins

HEADINGS/BODY

Bold

Aa Bb Cc Dd

Semi Bold

Aa Bb Cc Dd

Semi Bold (Overline)

A B C D

Medium

Aa Bb Cc Dd

Noto Sans

BODY

Bold

Aa Bb Cc Dd

Regular

Aa Bb Cc Dd Ee

Calibri

HEADINGS

Light

Aa Bb Cc Dd

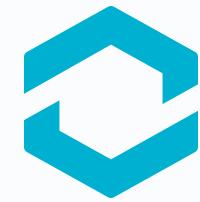
Bold

Aa Bb Cc Dd

BODY

Regular

Aa Bb Cc Dd



Typography

Usage examples

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

ABOUT REPORTPORTAL

AI-powered Test Automation dashboard

Aggregate and analyze test reports to ascertain release health

Report Portal is in-cloud service, provides great capabilities for speeding up results analysis and reporting by means of built-in analytical features, along with auto-results analysis by leveraging historical data of test execution

Usage examples and font pairs

ABOUT REPORTPORTAL

AI-powered Test Automation dashboard

AI-powered Test Automation dashboard

Aggregate and analyze test reports to ascertain release health

Poppins Overline to identify a class or section

The main use of **Poppins** is in Headings. Headings do not need to capitalize each subsequent word.

Poppins is also used as subtitles

For all paragraph use **Noto Sans**. In paragraphs, try to use no more than 80 characters per line



Introduction

Tone of voice

Logo

Colors

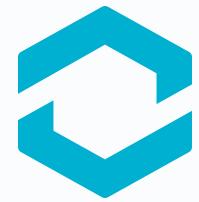
Typography

Promo materials

Digital marketing

Assets for download

Promo materials



Promo materials

Business card

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

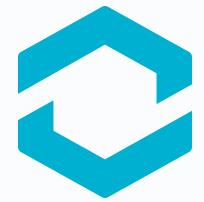
Digital marketing

Assets for download

Business cards are created following general European and American standards, depending on the region of their use. A significant element of their design is the logo, which is prominently positioned at the center of the card's front side. To ensure optimal visual appeal, it is advisable to limit the logo's glossy effect to no more than 50%.

Also, they must be printed on paper not thinner than 16pt and should have rounded corners.





Promo materials

Hoodies

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download





Promo materials

T-shirts & cups

Introduction

Tone of voice

Logo

Colors

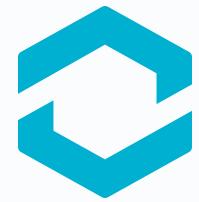
Typography

Promo materials

Digital marketing

Assets for download





Print production

X-stand & brochure

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download





Introduction

Tone of voice

Logo

Colors

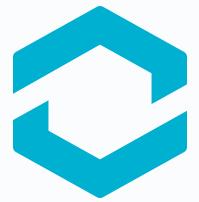
Typography

Promo materials

Digital marketing

Assets for download

Digital marketing



Digital marketing

Social media covers

Introduction

This section provides guidelines for maintaining a consistent and visually appealing brand presence on ReportPortal's social media platforms, ensuring that our messaging and visuals align with our brand's identity and values.

Tone of voice

ReportPortal is an open-source test automation reporting tool.

Logo

As a profile picture we use our logo symbol. For covers, we use the same background supported by different visual content and text.

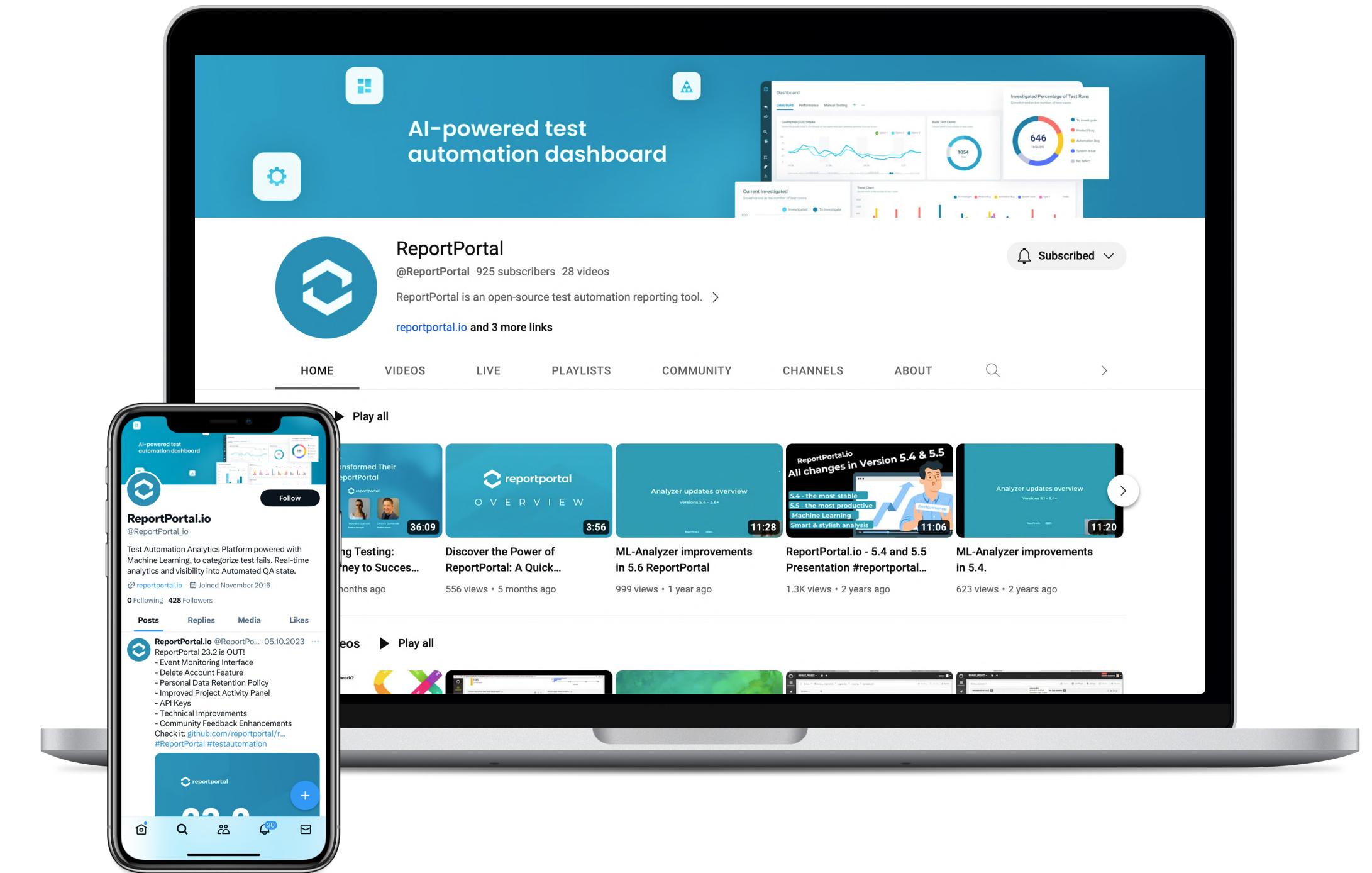
Colors

Typography

Promo materials

Digital marketing

Assets for download





Digital marketing

Examples of publications

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download



Trends in automated testing in 2023

New blog post



In addition to our color palette and typography styles, we embrace a touch of humor and creativity by occasionally incorporating memes and playful illustrations to complement our posts.



23.1

New release



Service release

- Migrations: 5.9.0
- Service UI: 5.9.0
- Service Authorization: 5.8.1
- Service Jobs: 5.8.1
- Service API: 5.9.0
- Service Auto Analyzer: 5.7.6
- Service Metrics Gatherer: 5.7.5
- Migrations-Complex: 1.0.0



Happy Tester's Day!



May all bugs be found!

REVOLUTIONIZING TESTING EFFICIENCY:

Merkle's success story with ReportPortal

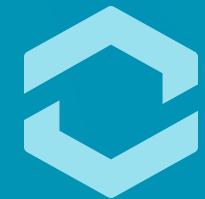
MERKLE

Nikolay Stanoev
QA Architect

reportportal

Veranika Lipskaya
Product Manager

Dmitriy Gumeniuk
Product Owner



Assets for download

Introduction

Tone of voice

Logo

Colors

Typography

Promo materials

Digital marketing

Assets for download

Logo

2 Mb

[Download](#)

Presentation template

19 Mb

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Fonts

6 Mb

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