

ATTEST

Brand Guidelines

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Great businesses put consumers and data at the heart of every decision. Our mission is to empower anyone at every business to do this, all of the time.

We believe that if every team had access to unlimited data, the world would be full of better products and services, not to mention happier people.

By simplifying the process of gathering quality consumer data, we're transforming an entire industry and making research accessible to everyone that needs it. What would change if your business had access to consumer data, all of the time?

The consumer insights platform

Wordmark

The Attest word mark is set in Montserrat. It is bold, uppercase and features substantial kerning.

Use the wordmark on all branded material.

Always

- Use the blue or white version of the logo mark.
- Use an exclusion zone of the full height around the logo mark.
- Use the logo on a contrasting background.
- Capitalise the word 'Attest' when writing copy.

Never

- Use any other colours in the logo
- Distort the logo
- Rotate the logo.

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#163D69



#FFFFFF

Logo Mark

The logo mark is inspired by an abstraction of the letter 'A' and triangulation. A is for accuracy, analytics, argument, accessibility, anonymity, answers. A is for Attest.

Use the logo mark for:

- Profile images.
- Spaces where the landscape format of the wordmark would render it unreadable.
- On the last page of long format documents (magazine, brochures, reports, etc).

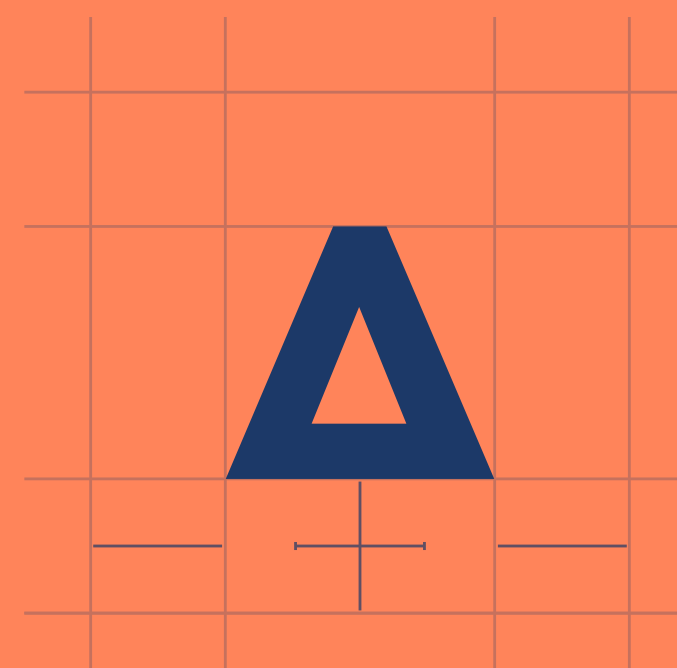
Always

- Use the blue or white version of the logo mark.
- Use an exclusion zone half the width around the logo mark.
- Use the logo on a contrasting background.

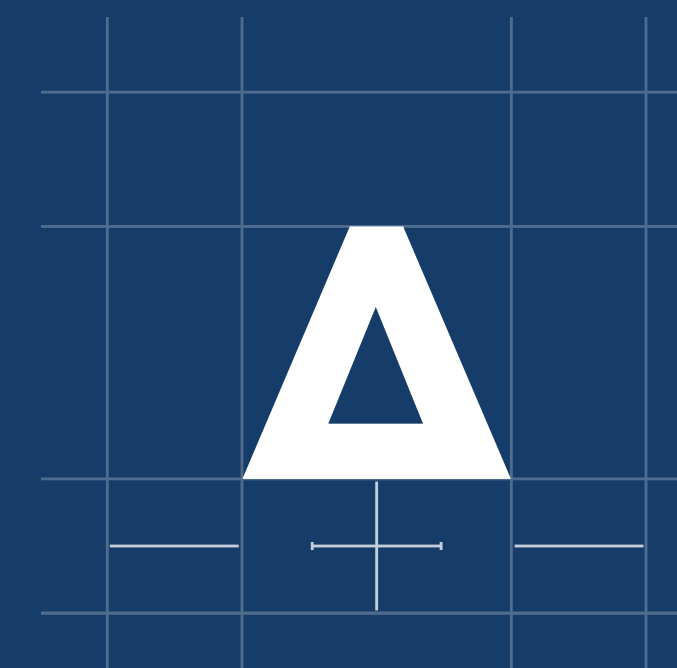
Never

- Use any other colours in the logo
- Distort the logo
- Rotate the logo.
- Use the logomark in a design without the word mark.

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Tagline

Use the logo with the tagline for:

- Times when the the logo is being used by itself and there is enough room to accommodate it e.g. Branded event assets, social media cover images.

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The power to know

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The power to know

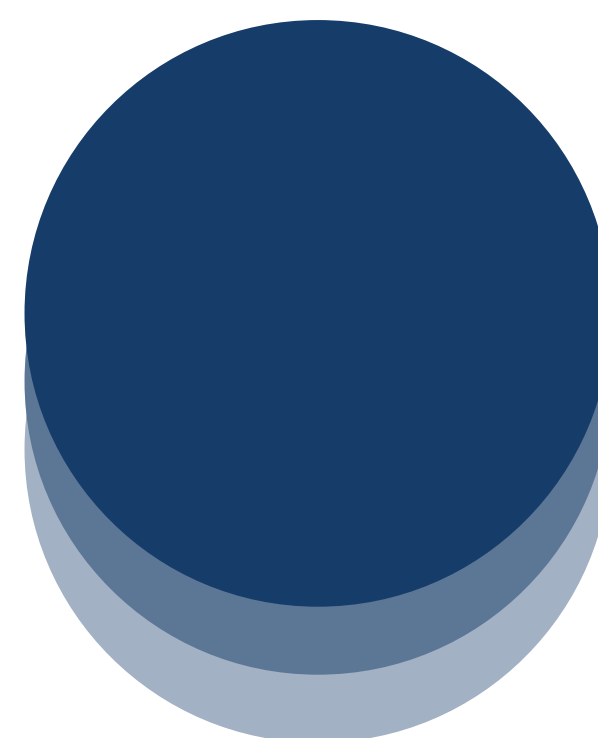
Colour Palette

Our primary colour palette consists of Brand Navy and Accent Orange and should be the dominant colours that are used across our communications.

Use the secondary colour palette individually to add sections to larger documents, or in small quantities to lift or add punch to communications.

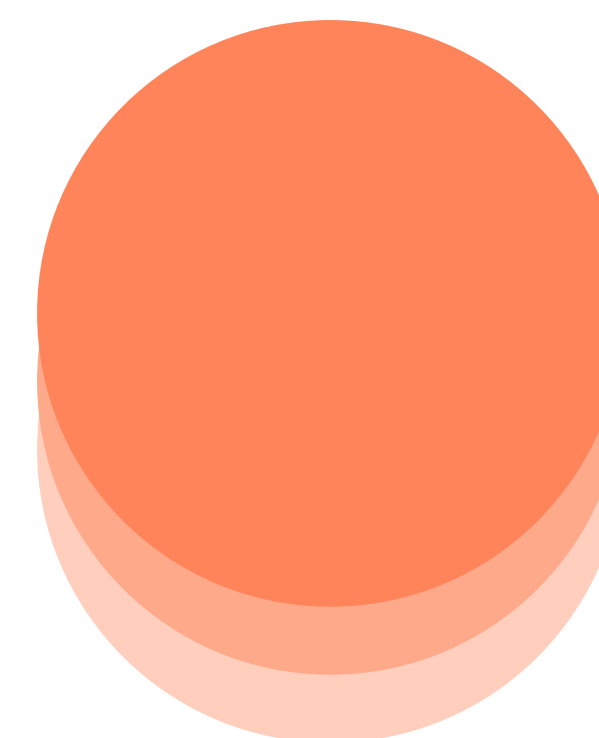
Tints can be used to add depth and contrast.

Primary Palette



Midnight

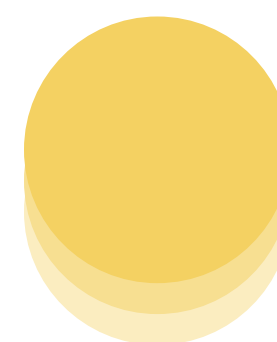
Hex: #163D69
CMYK: 100 73 12 41



Cantaloupe

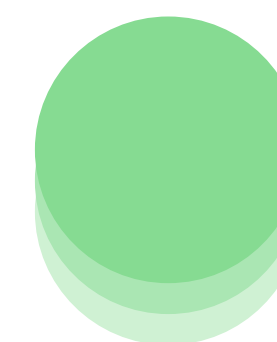
Hex: #FF845A
CMYK: 00 53 66 06

Secondary Palette



Dijon

Hex: #F4D162
CMYK: 00 14 60 00



Spring

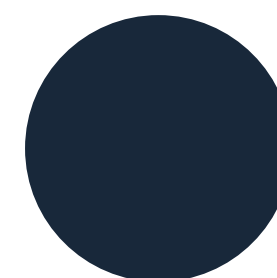
Hex: #F4D162
CMYK: 00 14 60 00



Lagoon

Hex: #F4D162
CMYK: 00 14 60 00

Specific use



Mineral

Text colour
Hex: #18283A
CMYK: 59 31 00 77

Typography

Heroes and headings are set in Calibre Semi-Bold. Subheadings are set in Calibre regular. Calibre is a strong, contemporary typeface with a precise yet approachable feel that fits for the overarching brand.

Body copy is set in Roboto Regular; a clean, readable and neutral typeface.

ATTEST

Aa

Calibre Semi-bold

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

Aa

Calibre Regular

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

Aa

Roboto Regular

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

Typography

Create a typographical hierarchy through font weight and size.

- Use Calibre Semi bold at larger sizes for heroes and headings.
- Use Calibre regular for subheadings.
- Use Roboto for body copy.

Heroes: Calibre Semi-bold

Headings: Calibre Semi-bold

Subheadings: Calibre Regular

Leads: Roboto regular

Body copy: Roboto regular

Tone of Voice

- **Accessible**
- **Playful**
- **Friendly**
- **Challenging**
- **Knowlegable**
- **Authoratative**

Values

Attest's values encompass everything from culture, to brand and approach.

Build for people: Always put people first.

Honesty: Always be honest.

Curiosity: Always ask why, always be learning.

Empowerment: Always take the lead, just do it.

Photography

Mood: Natural and genuine. People looking relaxed and not at all posed.

Do not use studio photos, the aim is to show real lives in real environments.

Taken with a high end lens i.e. blurry background and imitating a filmic quality where possible.



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Photography

Use selective photography sparingly.

Photography can be used for:

- Backgrounds of title pages.
- Backgrounds for header images.
- Backgrounds for social posts.
- Fills for graphs in data visualisation.

How to use photography

Use as backgrounds for title pages in the magazine



Layout Elements

Use blocks of colour as backgrounds and overlays to add structure to pages and emphasis to title, quotes and important content.

Shapes used as overlays can be off-set to add visual interest.

Keep the shapes precise and angular to reflect the aesthetics of the brand and the logo.

Use neutral shades or tints of the colour palette.

In the Know

3. Unprompted Brand Recall

If you're hitting this metric's upper echelons, you can feel safe in the knowledge that you are killing it. Unprompted brand recall is a measure of how many people think about your brand without any pushing. When they're asked to think about an industry, your brand springs to mind first. Totally organic, no hints needed.

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4. Preference in Category

The helpful younger sibling of unprompted brand recall, this metric gives consumers the best chance they'll get of showing their interest in your brand. This is one of the more achievable metrics, and so it's one that even the smallest of brands need to have under their belt.

This will show you where you stand compared to your competitors, and if you're not succeeding here, alert you to the fact that your brand needs some serious tending to.

5. Time on Site

Holding people's attention should be something to strive for. Of course it's great if you've attracted potential clients over to your page in the first place, and trying to keep them there for longer and longer is a laudable aim to have.

Tracking time on your site couldn't be simpler. Head to your Google Analytics dashboard, and check the figure located under 'Behaviour'.

How to use layouts elements

Use as blocks of colour to add structure to a layout.

In the Know

6. Brand Uplift

Uplift demonstrates the value that your brand is directly adding to your company. It shows that, when faced with two otherwise identical products, your brand's identity (name, logo, image, associations) will win their custom.

It's a healthy indication that your brand stands a chance of beating own-brand and budget items since it means that your company's identity can overcome the incentives of lower price.

7. Total Brand Equity

The maestro of brand health metrics, if you can hit the sweet spot here, you know you're onto a winner.

This figure is the mothership. It's an indication not only of how well-known your brand is, but also how well-liked it is amongst those people who have heard of you. Knowing that this figure is high and healthy will give you the data you need to prove yourselves to investors, to strategise with confidence, and most importantly to sleep soundly at night.

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If you take the time to get on top of these 7 metrics, and work hard to ensure brand is consistently performing well in them, your life will be transformed. Not only will you find reporting on numbers, and crafting future brand strategies significantly more straight-forward, but you'll see growth figures explode across the board. ■

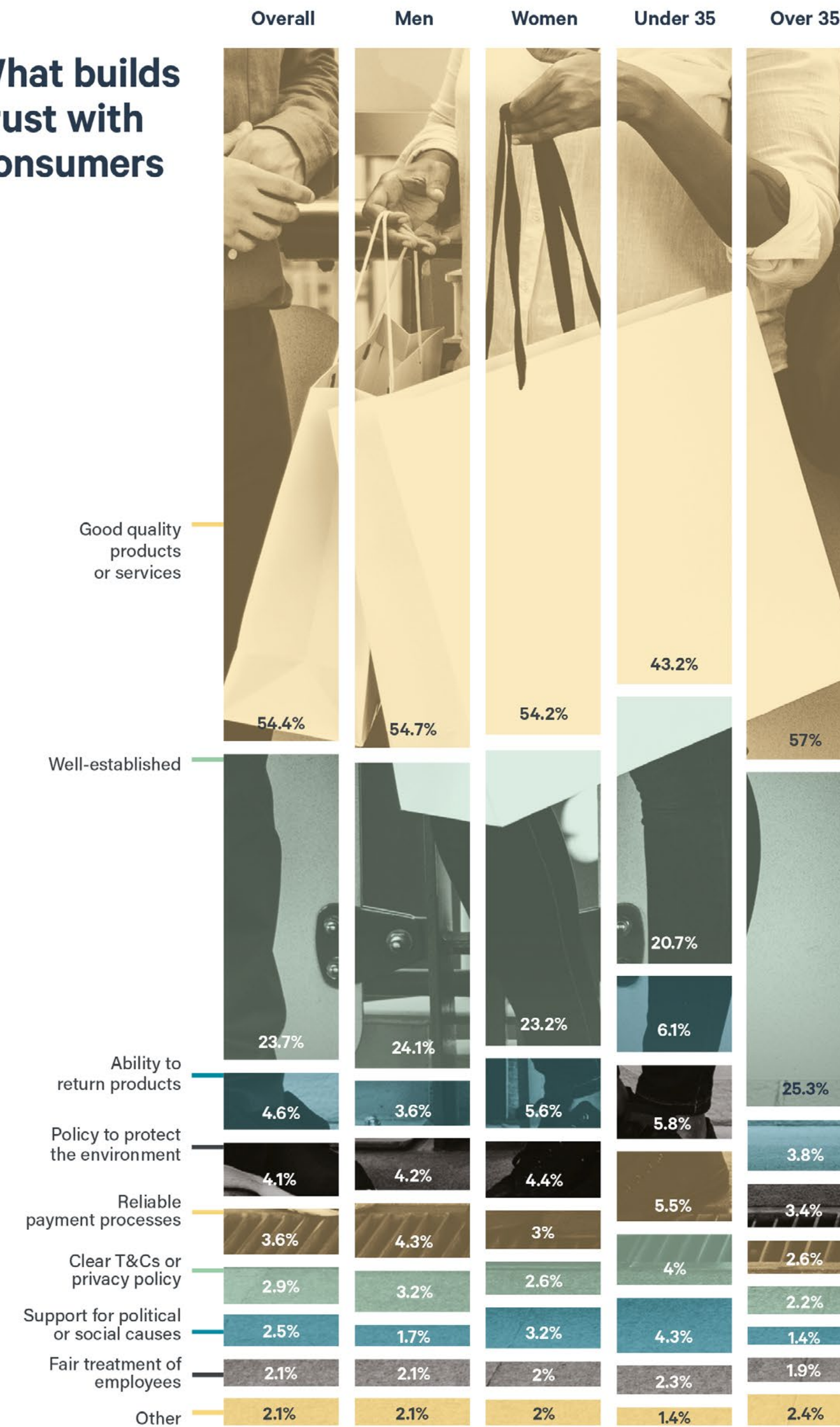
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Data Visualisation

For simple data visualisations, use simple bold shapes in one colour.

For hero pieces, use photography as a background to add depth and interest to the graph.

What builds trust with consumers



How to use data visualisation

Use photography to add interest and help communicate the meaning of the data e.g. emphasising consumers.

