

VISUAL IDENTITY GUIDELINES VERSION 1.0



VoicePrint

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1.0 Logo

The VoicePrint logo is the identifier for our brand. It's made up of two parts. The Wordmark and the triangle Symbol. We use the symbol in a variety of ways.

The wordmark 'VoicePrint' is displayed in a dark blue, sans-serif typeface. The 'e' in 'Voice' is lowercase, while 'Print' is entirely uppercase. The text is centered within a light gray rectangular background.

VoicePrint Wordmark

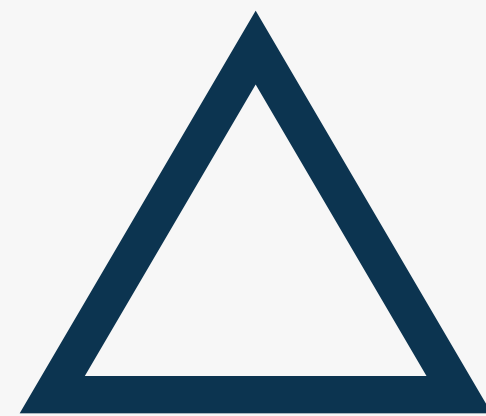
The logo lockup features a dark blue triangle symbol to the left of the wordmark 'VoicePrint'. The triangle is an equilateral shape with a thick outline. The wordmark is in the same dark blue, sans-serif font as shown in the previous image. The entire lockup is centered within a light gray rectangular background.

VoicePrint Lockup - Wordmark with Symbol

A smaller version of the 'VoicePrint' wordmark, rendered in the same dark blue, sans-serif font. It is positioned in the bottom right corner of the page.

1.1 Logo

The triangle symbol can be used independently of the wordmark only if the wordmark or full logo lock up is also visible on the page. We also use an alternative layout with the gradient logo.



VoicePrint Triangle Symbol



Alternative layout - overlay on symbol

VoicePrint

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1.2 Logo

Logo use examples



Use the logo white on colour backgrounds



The logo should only be used in colours from the primary and secondary palettes or white.

The triangle symbol and the wordmark should be the same colour unless using the gradient file.

Don't arrange the components yourself, use the supplied lock ups of wordmark and symbol.

2.0 Colour

Primary & Secondary Palettes

Name: Dark Blue

HEX: #0C3450

RGB: 12 52 80

Name: Bright Blue

HEX: #1F9EED

RGB: 31 158 237

2.1 Colour

Secondary supporting colours

Neutral Palette

Name: Dark Grey

HEX: #4B4B4B

RGB: 75 75 75

Name: Light Grey

HEX: #656565

RGB: 101 101 101

Name: Ghosted Grey

HEX: #D2D2D2

RGB: 210 210 210

2.3 Colour

Secondary supporting colours

Secondary Palette

Name: Pressure Red
HEX: #FF636A
RGB: 255 99 106

Name: Feature Green
HEX: #7CDBA1
RGB: 124 219 161

Name: Purple
HEX: #AD78E8
RGB: 173 120 232

3.0 Type

We use the flexible Helvetica Neue for a modern but sophisticated style. Use of weights is particularly key to the style of our text and to ensure we always complement the logotype.

Helvetica
Neue

To maintain a consistent tone and style we prefer the use of the weight 'Light' where possible. We skip the Regular weight as it's too generic and instead use Medium where extra attention is required. We reserve the Bold weight for use in reports and graphics where we need additional distinction or legibility.

Light
Medium
Bold

3.1 Using Type

Hierarchy of type. Our preference is to use the Light weight and differentiate hierarchy in copy with primarily with font sizes, but also using the Medium weight sparingly alongside the Light weight for standfirsts and call outs like the example below.

Talk is the single most important competence we can have.

VoicePrint is the immediately useful personal development tool to improve the awareness and skill of using talk.

VoicePrint unlocks our understanding of talk, allowing us to use it more effectively than ever before.

VoicePrint makes an immediate, practical difference in the quality and impact of how people perform and equips you to deal with your organisational challenges more productively & effectively.

Discovering

DISCOVERING

CONFIDENTIAL

We use Bold on small labels especially in graphics and graphs in the VoicePrint reports. For extra clarity we use uppercase, especially if the label is on a coloured background.

4.0 Examples



aware adept agile - TalkWise

Group report

From the perspective of: **your self perceptions**

Delivered by


GROUP NAME

08.10.2024

- GROUP SELF PERCEPTION REPORT

VoicePrint report - copy and logo on white background

Talk. The
single most
important
competence
we can have.



Social graphic - Photo background

VoicePrint helps consultancies provide maximum ROI

A suite of tools designed for consultancies to give their clients an immediate and lasting impact

 Self Profile

 Group Profile

 Online blended accreditation

 360 Profile

 Listening Profile

 Practitioner community of practice

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Training

VoicePrint training is available online through our dedicated e-learning site.

VP accreditation training blends online self-paced learning and practical application, with the support of a VP master practitioner

VOICEPRINT ACCREDITED PRACTITIONER COURSE



GETTING THE BEST OUT OF VOICEPRINT 360



GETTING THE BEST OUT OF VOICEPRINT GROUP PROFILE



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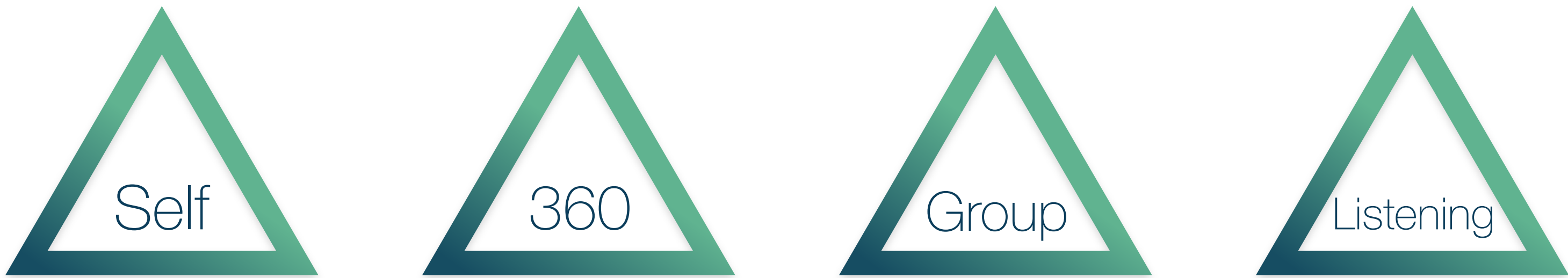
Slide deck - dark background

5.0 Suite Marks

Each tool in the VoicePrint suite has an icon to help identify it.



On a dark background with wordmark



On a white/light background without the VoicePrint wordmark

6.0 Download assets to use

Use this link to Download logo files and the other brand elements in these guidelines.

<https://tinyurl.com/mr4bc5ca>