VoicePrint

Contents

VoicePrint

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.

VoicePrint

VoicePrint Wordmark

△ **VoicePrint**

VoicePrint Lockup - Wordmark with Symbol

VoicePrint

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.
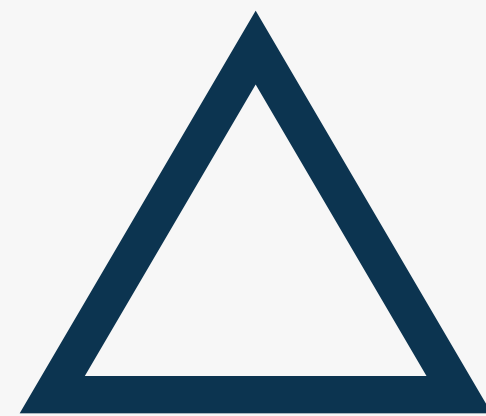
VoicePrint Triangle Symbol

Alternative layout - overlay on symbol

VoicePrint

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

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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

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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

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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.

To maintain a consistent tone and style we preffer 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.

Helvetica Neue

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

VoicePrint report - copy and logo on white background

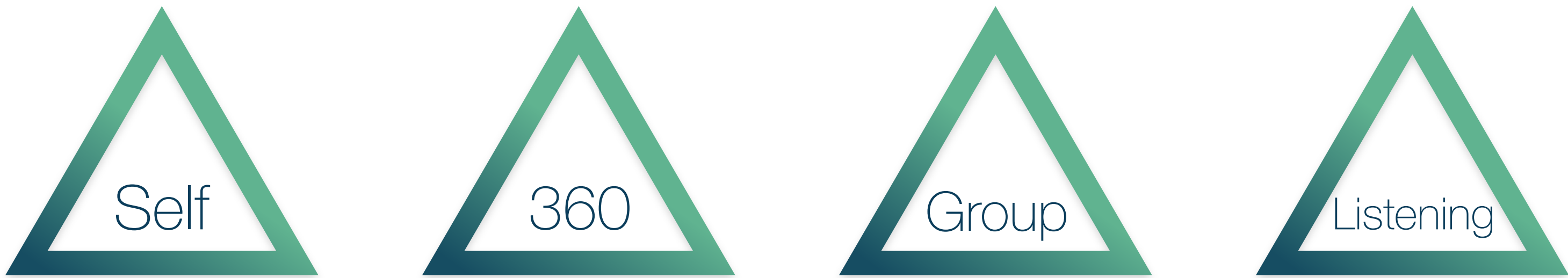

Social graphic - Photo background

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 wrodmark

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