

I WANT TO GET DIGITAL

Brand Identity Guide
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OVERVIEW

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- 05 Colours
- 06 Typography
- 07 Social media



A highly energetic digital company with huge aspirations of world domination. Highly motivated and continually going the extra mile for our clients.

Working only with enthusiastic people and pleasant clients, and no BS. If we can't do something we will tell you, but rather than send you off with nothing we have partners we can suggest.

WE ARE:

FRIENDLY ATTENTIVE

FUN PASSIONATE

DEDICATED ENERGETIC

KNOWLEDGABLE

OUR VISION

World domination! We want to help SMEs reach their full potential online, share knowledge and progress together.

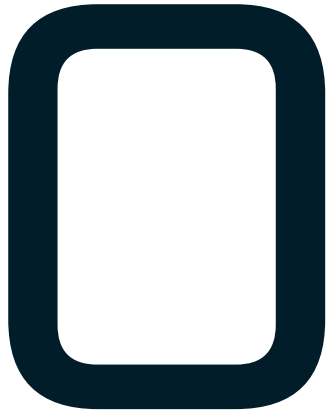
OUR MISSION

By working with great clients and great people within the company. Only those that share the vision. We will also work with new emerging, passionate individuals with the goal to train the hell out of them and create superbeings that are overly excitable, enthusiastic and love our clients! We will always do our best to help anyone that needs it as best we can. Create **STRONG** working relationships with everyone even if we don't work with them. Engage in a friendly and helpful way with students and businesses alike!



Dark Blue CMYK: 99, 68, 56, 69 RGB: 3, 36, 44 HEX: 03242c	Light Blue CMYK: 76, 23, 0, 0 RGB: 34, 155, 213 HEX: 009fe3	Orange CMYK: 0, 49, 100, 0 RGB: 241, 147, 31 HEX: f39200	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: fffffff
80%	80%	80%	
50%	50%	50%	
20%	20%	20%	

PRIMARY



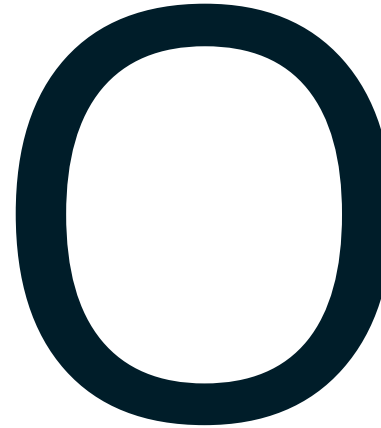
Oxanium light

Oxanium regular

Oxanium medium

Oxanium bold

SECONDARY



Open Sans light

Open Sans regular

Open Sans semibold

Open Sans 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

1 2 3 4 5 6 7 8 9

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

1 2 3 4 5 6 7 8 9



PEOPLE

Lots of smiles, casual, happy, friendly, diverse, working hard but loving it

COLOUR

Bright, dynamic, various, warm

ACTIVITIES

Working, thinking, communicating, interacting, laughing

PLACES

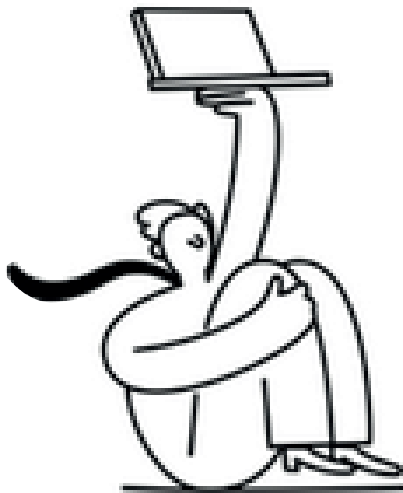
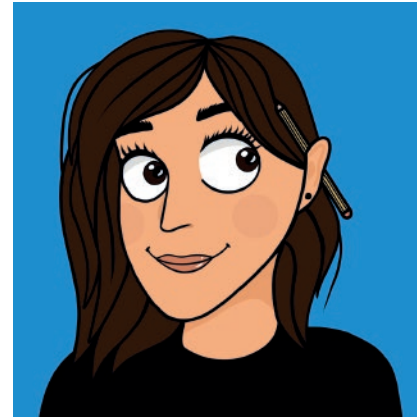
Store, home office, outside, various

INFOGRAPHICS

Stats on marketing and business

STYLE

Cartoony, like on the site, lots of personality, push the boat out a bit with these ones, possibly even a bit cheeky



TONE

Fiendly

Jokey

Knowledgeable

Helpful, whether it's a client or not

Sharing lots of team/ company updates

Sharing client success

PUBLISHING

LinkedIn + Instagram at least one post a day

STYLE

Consistent colour pallet matching the site. Hints of each colour, using nice colours as backgrounds and for text etc

REFERENCES

@wearehumaan

@thechrisdo

@small_business_motivation

DO

- Strive to overdeliver
- Work hard play hard
- Enjoy your work
- Learn every day
- Listen to other opinions & thoughts
- Your best
- Ask questions!
- Seek answers
- Respect others
- Question everything
- Test everything

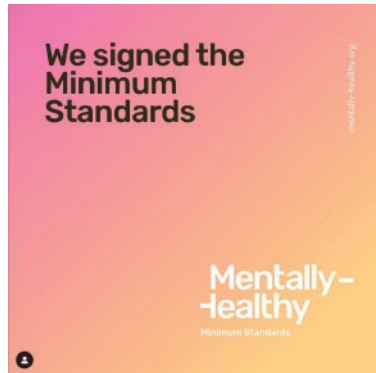
DO NOT

- Pretend to know everything
- Take any shit. From anyone!
- Share knowledge you don't know is true
- Accept results are just "because"

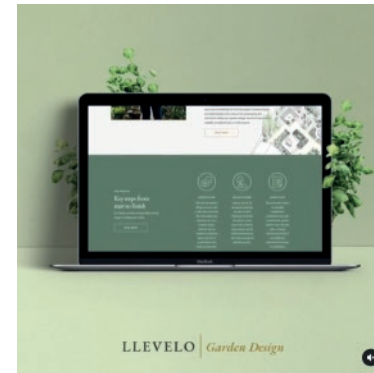
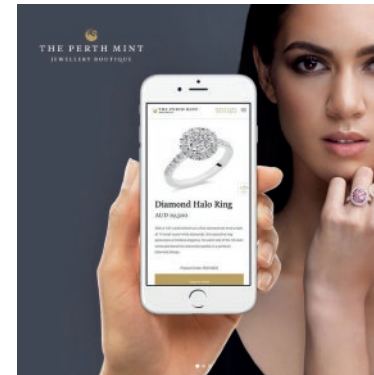
EDUCATION



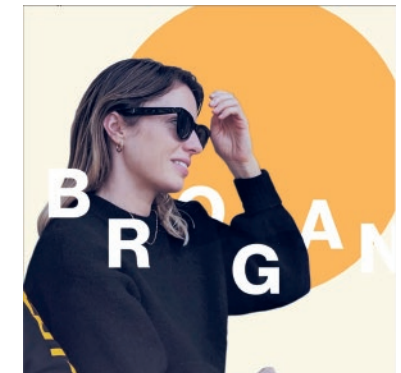
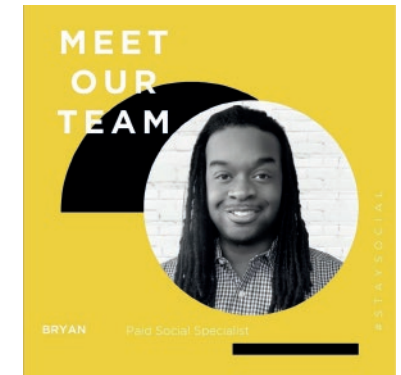
ANNOUNCEMENT



SHOWCASE



TEAM MEMBERS





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