Brand guide 2016

POWWOWnow

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01 Introduction

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01 Introduction

As business and businesses change, so do their employees' expectations

As business and businesses change, so do their employees. It's no longer the case that the working day is from 9am to 5pm, with an hour for lunch - the reality is people work anytime.

Flexible working and having a healthy work-life balance is increasingly more important. It not only helps people to work from anywhere but can give time back in your day.

To make the most of this new, flexible working, people need the right tools. Better communications is not just about having the ability to conference or video call, share documents, share screens or collaborate anywhere in the world, instantly. It's about having the right platform, one that is simple, empowering, reliable and cost effective. Where the platform and technology are secondary to the real purpose of helping people get the job done effectively and at-speed.

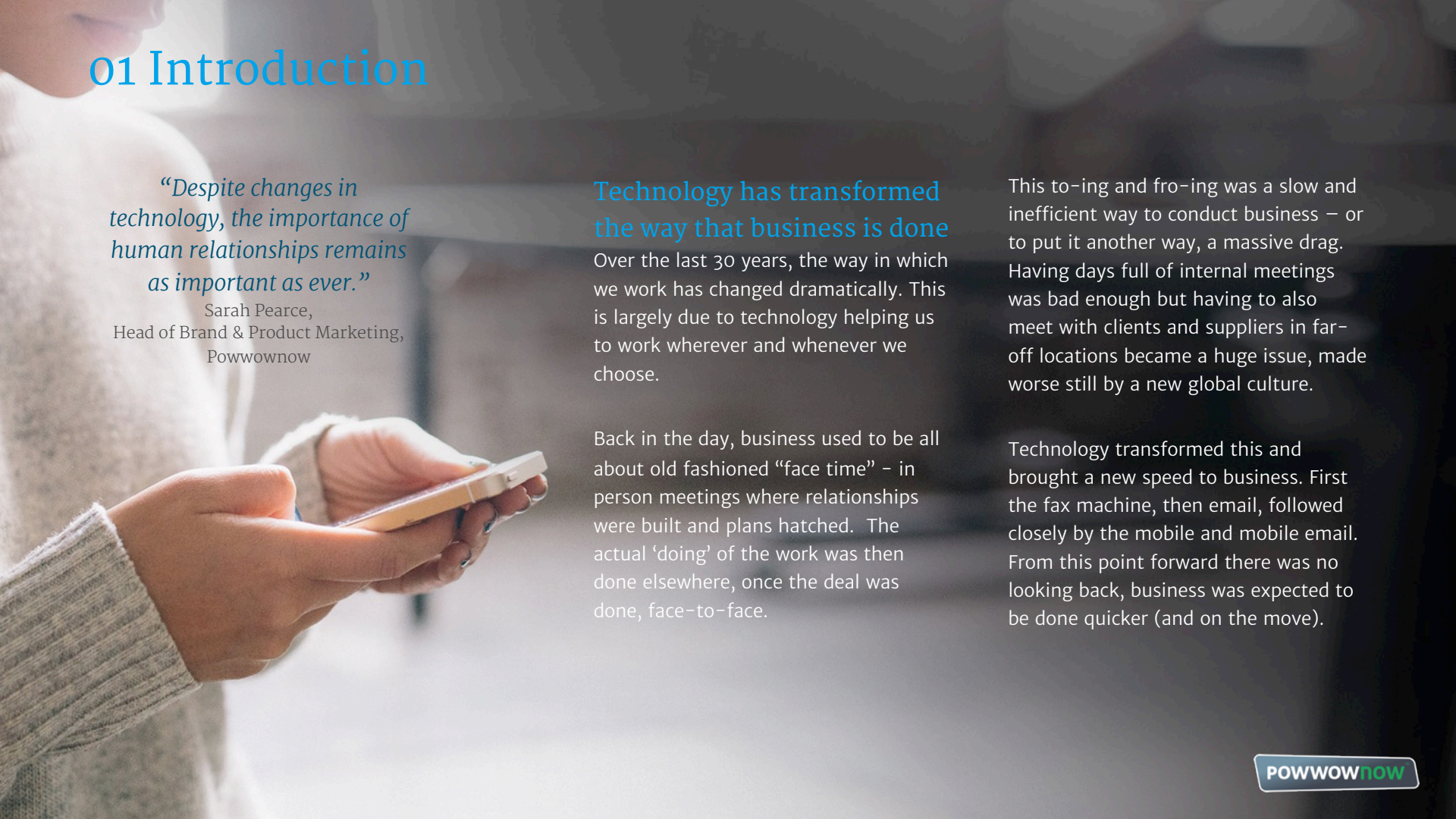
Our technology provides simple, reliable and cost effective tools that empower people to make more personal working decisions.

Jason Downes,
SVP & General Manager,
Powwownow

01 Introduction

"Despite changes in technology, the importance of human relationships remains as important as ever."

Sarah Pearce,
Head of Brand & Product Marketing,
Powwownow



Technology has transformed the way that business is done

Over the last 30 years, the way in which we work has changed dramatically. This is largely due to technology helping us to work wherever and whenever we choose.

Back in the day, business used to be all about old fashioned "face time" - in person meetings where relationships were built and plans hatched. The actual 'doing' of the work was then done elsewhere, once the deal was done, face-to-face.

This to-ing and fro-ing was a slow and inefficient way to conduct business – or to put it another way, a massive drag. Having days full of internal meetings was bad enough but having to also meet with clients and suppliers in far-off locations became a huge issue, made worse still by a new global culture.

Technology transformed this and brought a new speed to business. First the fax machine, then email, followed closely by the mobile and mobile email. From this point forward there was no looking back, business was expected to be done quicker (and on the move).

02 Brand core

02 Brand core

Our vision

To power real human interaction in business, anytime, anywhere.

02 Brand core

Our mission

To deliver 50 million interactions by 2018 through our leading software, service and value.

02 Brand core

Our customer promise

To enable smarter interactions to succeed faster.

02 Brand core
Our personality

02 Our personality

Dynamic

We are a dynamic brand with bags of energy. We continually challenge the development and delivery of business communications tools.

02 Our personality

Reliable and dependable

We are a reliable and dependable brand, one that works and will not let you down, allowing you to connect at speed and stay connected until the job is done.

02 Our personality

Empowering

We are an empowering brand, we want the businesses who choose us to feel they have made the smart choice. Always offering great value, great technology and a great customer experience.

02 Our personality

Positive

We are a positive brand, upbeat and with a bright outlook on life and business, enabling people to work smarter and communicate faster.

02 Brand core
Our beliefs

02 Our beliefs

Simplicity

We strive for simplicity in everything we do and create.

02 Our beliefs

Passion

We ask ourselves what could we be doing better and take calculated risks to stand out.

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02 Our beliefs

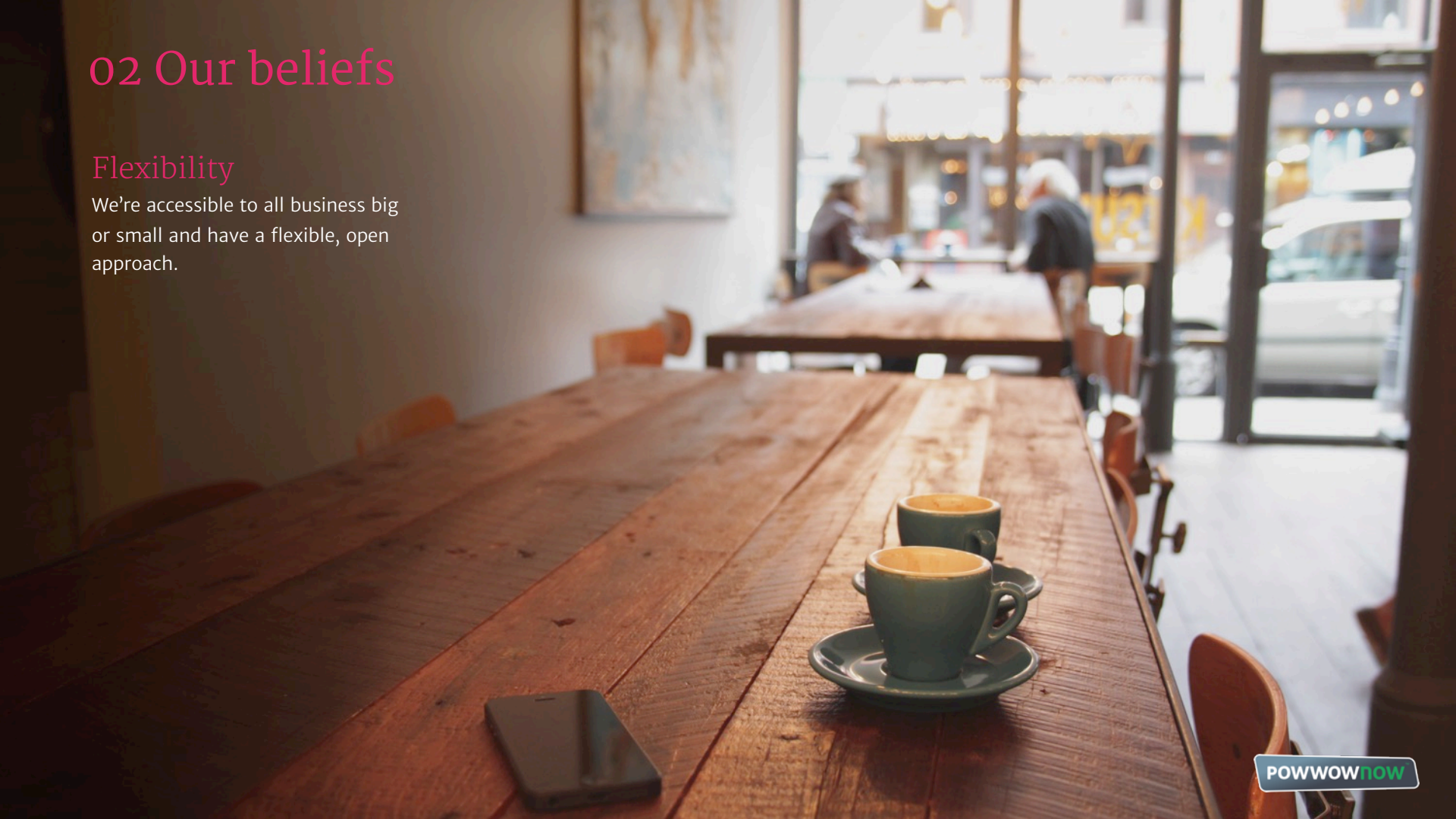
Customer first

We always put the customer first above everything else.

02 Our beliefs

Flexibility

We're accessible to all business big or small and have a flexible, open approach.



02 Our beliefs

Fun

Business should be fun and rewarding, people coming together, growing and succeeding.

03 Our identity

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03 Our identity

Our visual system

We've created a set of design guidelines to ensure consistency in every channel.

The core design elements are the visual elements of our brand – our logo, colour palette, typography, imagery, and graphics.

These visual guidelines will grow and might change over time, so please make sure you always work off the latest guideline document.

03 Our identity
Logo

03 Our logo

The logo

The cornerstone of our visual identity is our logo. There are rules for its application, but we have created a flexible system that allows freedom and diversity.

Preferred version

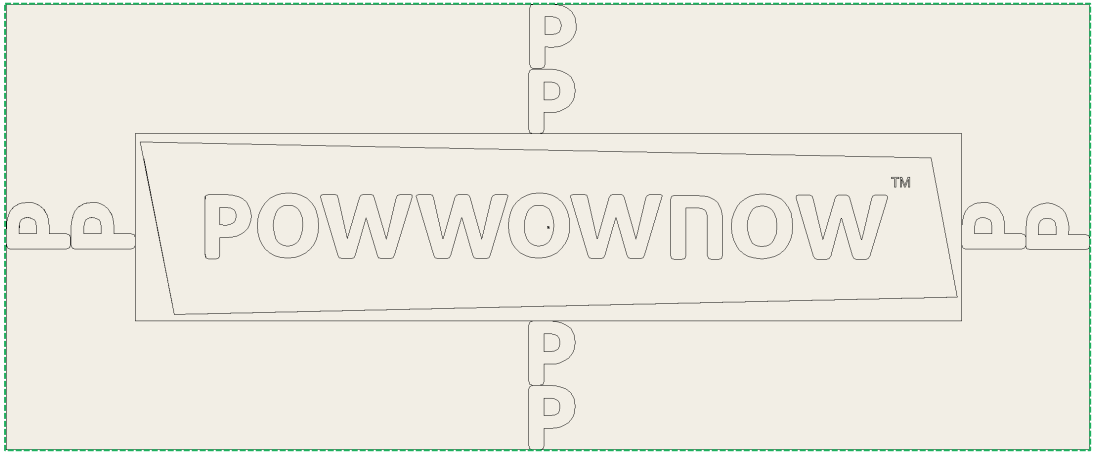
Whenever possible we always try to use the logo with the gradient and white keyline. We don’t show our strap line (“conference calling”) as long as the logo sits in context like on our website, our eCRM emails or collateral.

03 Our logo

Exclusion zone

To ensure the logo is free to breathe, a protected area must be maintained around it at all times.

No typography or other visual information should appear within this area. The exclusion zone around the logotype is equal to the 2x cap height of the letter ‘P’.



Exclusion zone

03 Our logo

Colour values

#ffffff

#21a55c

#6D93A7 to #3E4E58

03 Our logo

Additional versions

Version with strapline

We add the strapline to our logo when it's displayed in marketing campaigns (OOH, print, etc).

We use Gotham bold for the strapline 'Conference Calling'.

Social version

When our logo doesn't fit, we use this shorter version on social channels like Facebook, Twitter, LinkedIn.

Flat version

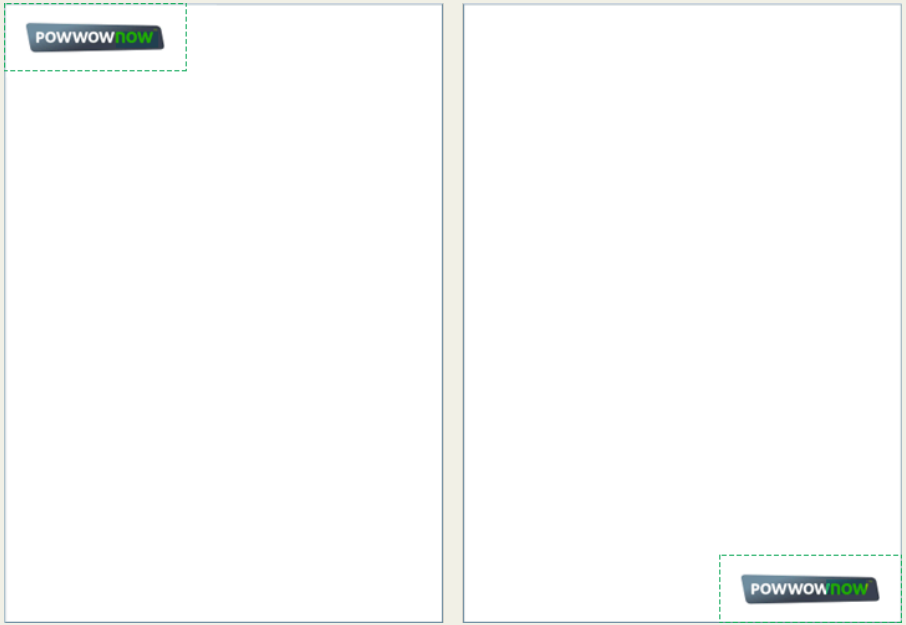
Sometimes when the gradient in our logo doesn't print properly on difficult surfaces, we use the flat coloured version.

03 Our logo

Positioning and usage

Whenever possible we try to place the logo either top left or bottom right. It should never dominate the visual, so please be careful not to oversize the logo.

- We never show more than one Powwownow logo in the same visual space.
- The logotype can’t be shown outside its gradient shape.



03 Our identity
Colour palette

03 Our colour palette

Bold and vibrant colours

Our base colour is white for a clean and well organised look.

We use saturated and complementary colours to support our vibrant brand. We only use the colours sparsely and accented in our layouts.

We will never see all colours at the same time in one small space – so, no candy stores.

03 Our colour palette

Usage

- Our base colour is white and light grey.
- We keep our page elements airy and simple with only a few bold colour strokes.
- We don't fuss around with colour gradients, we only use solid colours and their sequential hues.

iMeet and Premium

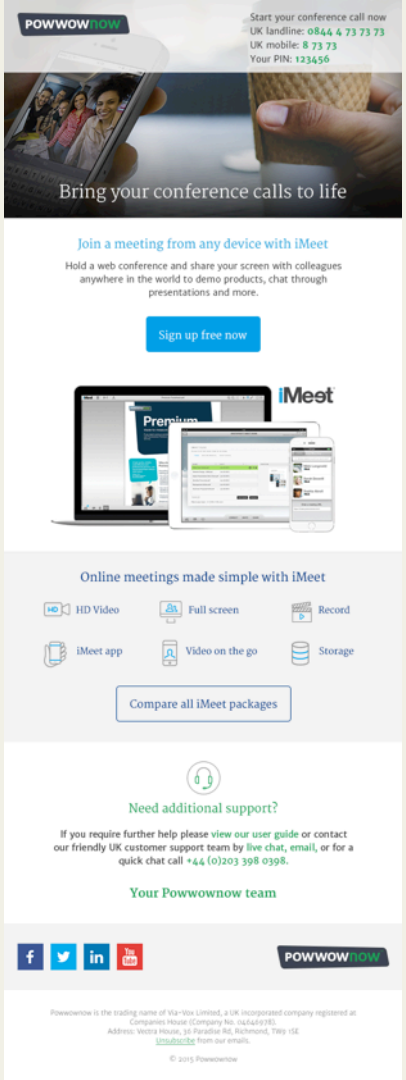
We use our blues for iMeet and Premium services and only very sparingly everywhere else.

#00A3EA

iMeet blue

#003E8D

Premium blue



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03 Our colour palette

Values

Primary	#003E8D	#21A55C	#00A3EA	#764798	#E4276B	#F4A522	#FFD900	#FFFFFF
	#002353	#0F6137	#015F85	#462959	#821440	#8A610F	#907C00	#242424
	#01326F	#18804A	#027EB0	#5E3977	#AC1D56	#B68119	#BDA400	#4E4E4E
	#01397D	#1B9154	#028FC6	#6A4186	#C12361	#CD911D	#D5B900	#757575
	#003E8D	#21A55C	#00A3EA	#764798	#E4276B	#F4A522	#FFD900	#999999
	#024698	#24AF67	#04ADED	#8150A2	#E82C76	#F6AF25	#FFDE00	#A9A9A9
	#2B65A8	#4BBB7F	#2CB9F0	#956DB1	#EB518C	#F7BB4B	#FFE32A	#B9B9B9
	#5682B8	#6EC897	#56C6F2	#A888BE	#EF72A1	#F8C86E	#FFE856	#CCCCCC
	#8BA9CD	#9BD8B7	#8BD7F7	#C3ADD3	#F49EBE	#FBD89C	#FFEF8B	#D9D9D9
	#B9CAE1	#C2E7D2	#B9E6FA	#DACDE4	#F9C4D7	#FDE7C2	#FFF5B9	#E9E9E9
Accent	#E3EAF2	#E6F5ED	#E3F5FE	#F0EBF4	#FDE7EF	#FFF5E6	#FFFBE3	#FAFAFA

03 Our identity
Typography

03 Our typography

Merriweather font family

The Merriweather type family is our brand font.

Merriweather is based on Garamond, one of the most popular typefaces in history.

It has been optimised for crisp screen rendering and offline printing.

It comes in many weights and special characters (including Cyrillic), so it's easy to roll out across different languages in Europe.

Merriweather sans is the younger sister of Merriweather. It's low contrast, has a large x-height, and is very pleasant to read in small sizes.

Similar to its sister, the sans version comes in many different weights and special characters.

FfGg

FfGg

Merriweather Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Merriweather Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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03 Our typography

Merriweather usage

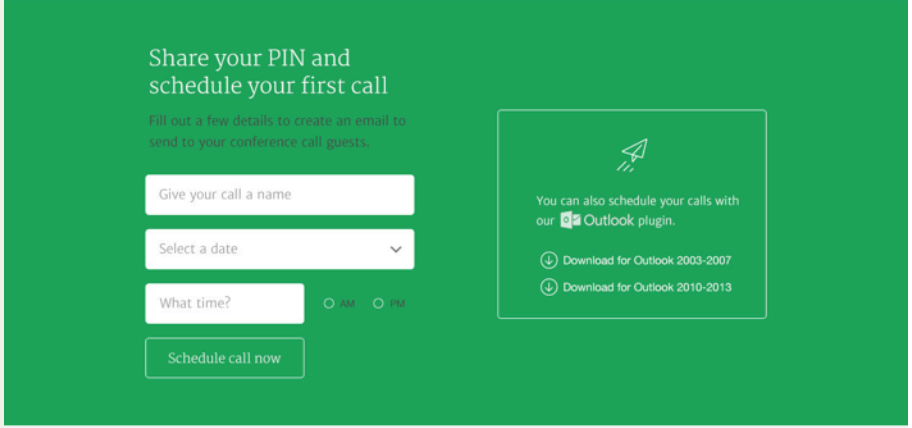
We use Merriweather for all headlines and Merriweather Sans for body copy.

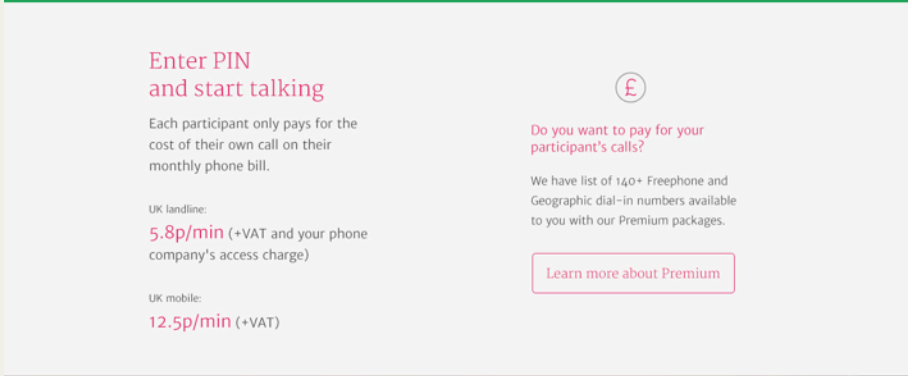
Merriweather Sans and Serif harmonise very well in style and weight and make a great combination. Contrast between headline and body copy and font weights helps structuring the content.

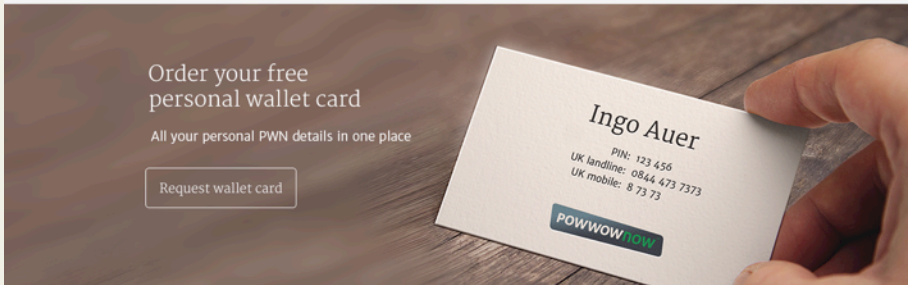
Most of the time we left-align the copy, but to add rhythm to the layout we can alternate between left- and centre-alignment.

The Merriweather font family (2011-14) was designed by type designer Eben Sorkin. Eben's a board member of ATypeI.

Merriweather is free for commercial use on Google fonts.







03 Our typography

Headlines

We use Merriweather light for all headlines and subheadlines.

The line height is 125% of the font size.

Eg: H1 size 36pt = 45pt line height.

Most of the times we left-align our headline, but to add rhythm to the layout we can alternate between left- and centre-alignment.

H1 headline (36/45pt)

Merriweather

H2 headline (30/38pt)

H3 headline (24/30pt)

H4 headline (22/27pt)

H5 headline (20/25pt)

H6 headline (19/24pt)

03 Our typography

Paragraph copy

We use Merriweather Sans book for our body copy.

The line height for paragraph copy and paragraph intro is 150% of the font size.

Eg: p.size 18pt = 27pt line height.

The line height for labels and captions is 125% of the font size.

Eg: p.label 19pt = 24pt line height.

p (18/27pt)

Merriweather Sans

p.Intro (20/30pt)

p.label (19/24pt)

p.caption (14/17pt)

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03 Our typography

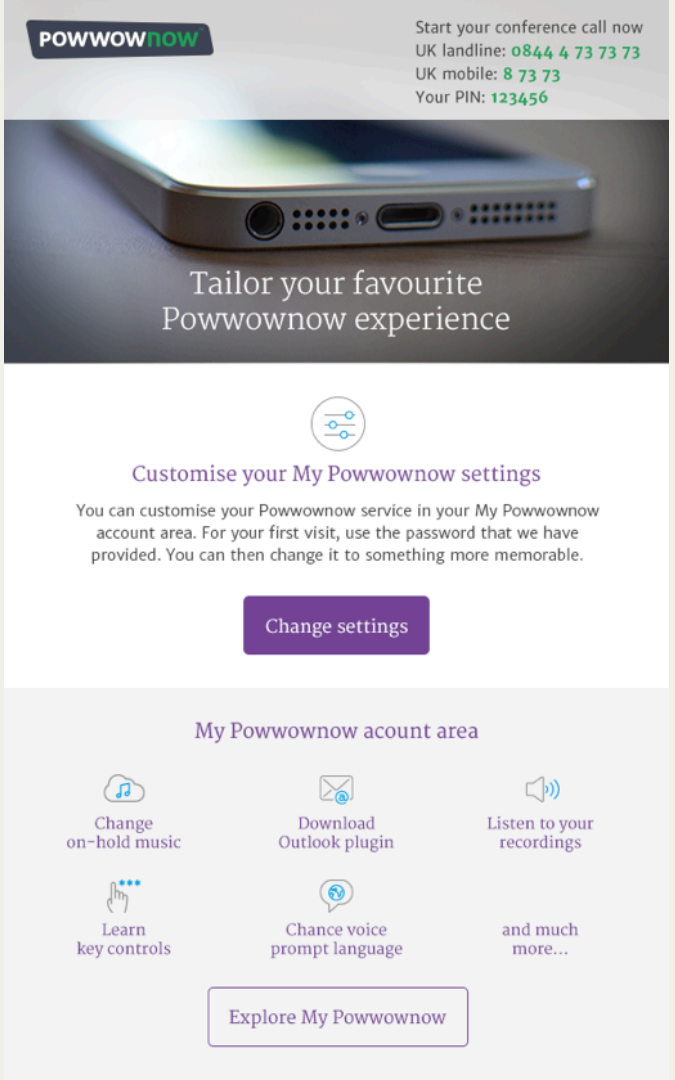
eCRM

We use the Merriweather font family in our eCRM program as well.

In case the email client doesn't support the use of Google Web Fonts, we offer an alternative font stack as a fallback:

Serif: Merriweather, Georgia, Palatino, MS Serif, serif

Sans-serif: Merriweather Sans, Tahoma, Arial, Verdana, sans-serif



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03 Our identity
Photography

03 Our photography

Introduction

Photography is an important part of our identity and is used across all our communications. It helps bring messages to life and makes them appealing. Here are a few principles to bear in mind when using photographic imagery.

Firstly our photography themes always revolve around human interactions and reactions and secondly they illustrate our brand personality and beliefs.

Our brand personality

Dynamic, reliable, empowering and positive.

Our brand beliefs

Simplicity, passion, customer-first, flexibility and fun.

03 Our photography

Our environment

We feature real people in real situations, avoiding a staged look, using our products.

Ideally we show snapshots of culturally diverse people interacting in a large variety of geographic places and industry sectors.

03 Our photography

Our environment

Photography for B2B products like Premium packages, reflect a more professional environment.

03 Our photography

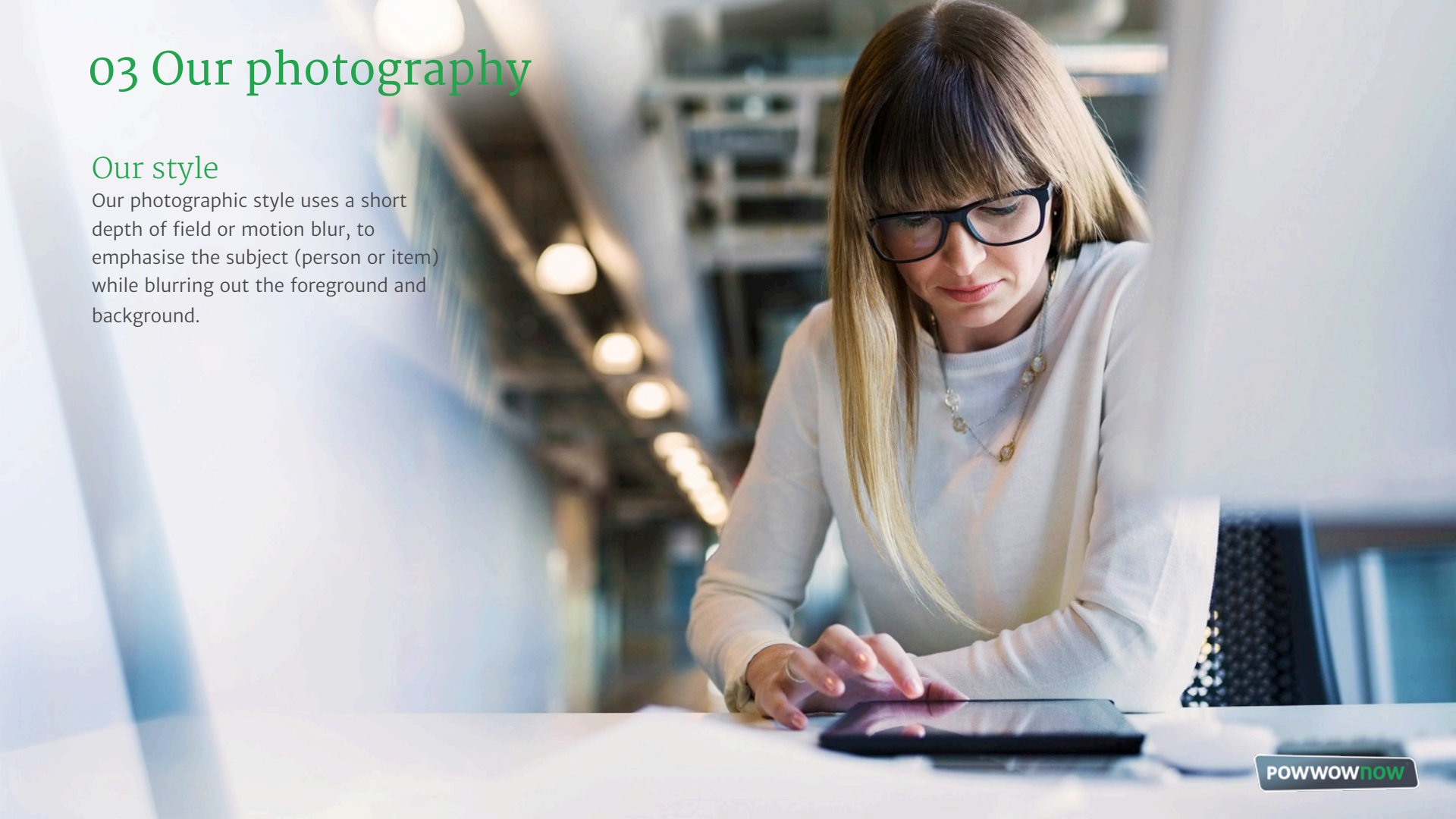
Our environment

While images featuring B2C products show more relaxed surroundings.

03 Our photography

Our style

Our photographic style uses a short depth of field or motion blur, to emphasise the subject (person or item) while blurring out the foreground and background.



Photography brief

What makes a good Powwownow photo?

When commissioning or selecting images please consider these questions:

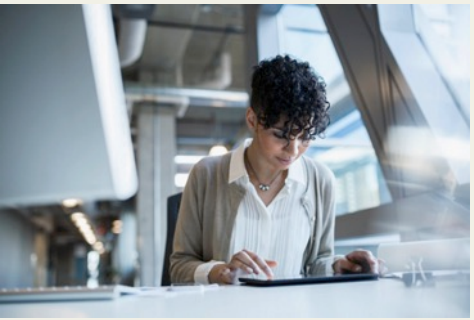
- Does the image feel real rather than posed?
- Do you get a sense of place?
- Does it revolve around human interaction or any of our brand values and beliefs?

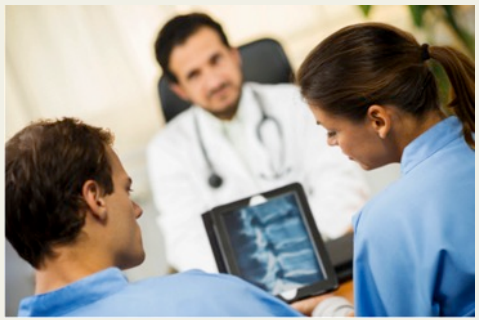
Why we like this photo:

- The person and the situation feels real.
- We have a clear sense of place.
- We show a professional environment.
- The shot is centred around human interaction with the product.
- The short field of depth helps focusing onto our subject.

03 Our photography

Good examples





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03 Our photography

Usage and rights

Ideally we purchase the copyright of our images so we have the liberty to use them wherever (website, eCRM, collateral, etc) and as long as we want.

Alternatively we can agree to limited rights exclusive to our industry sector for a set period time, which would reduce the costs dramatically.

03 Our identity
Iconography

03 Our iconography

Icon creation and usage

Our icons are the visual expression of our identity and reflect the core ideas of our products, services, and tools. We keep our icons simple, friendly and sometimes humorous. Every icon is reduced to its essence, with crisp designs to ensure readability at small sizes.

We never use solid surfaces but thin strokes to build our icon shapes and we only use one or two colours to dress up the icons. The second colour should be used to support the icon concept.

We never show old technology in our icons like rotary dial phones or floppy disk symbols.

Icon examples

03 Our identity
Graphics

POWWOWnow

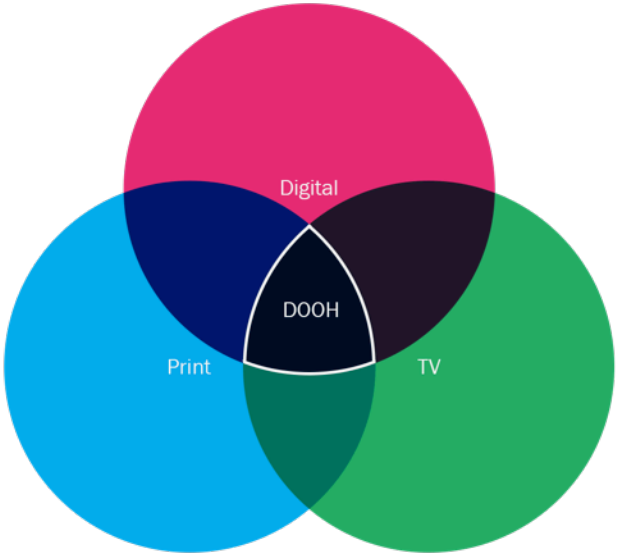
03 Graphics

Creation and usage

Digital-out-of-home Venn diagram.

We keep our graphics as simple and as single minded as possible.

We only use flat shapes and our primary brand colours.



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03 Graphics

Examples

Programmatic advertising graphic.

We play with shapes, silhouettes and transparency to make the graphic more interesting.

We never create messy candy stores, but we arrange our colours neatly in a linear chromatic band.

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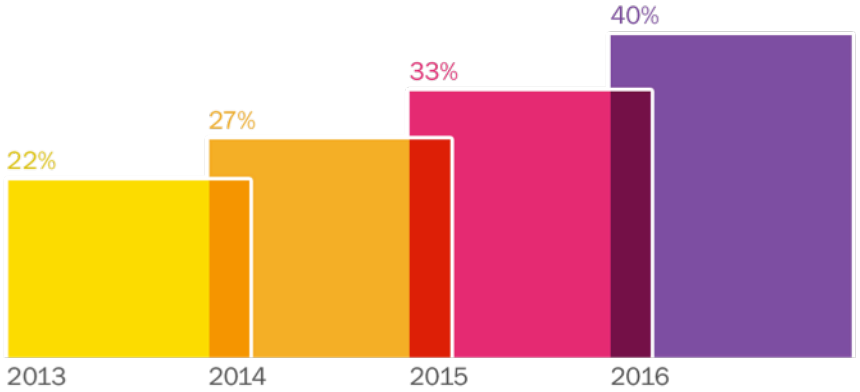
03 Graphics

Examples

Consuming commercial media graphic.



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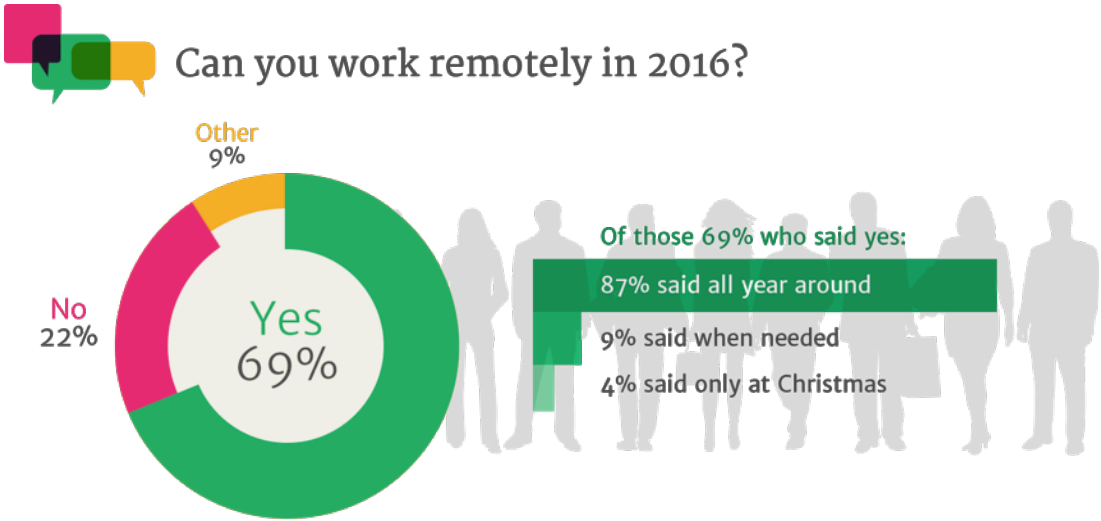
03 Graphics

Examples

Infographic for Powwownow blog and social channels.



Survey: Group of 2713 Powwownow customers during December 2015.

03 Graphics

Examples

Infographic for Powwownow blog and social channels.

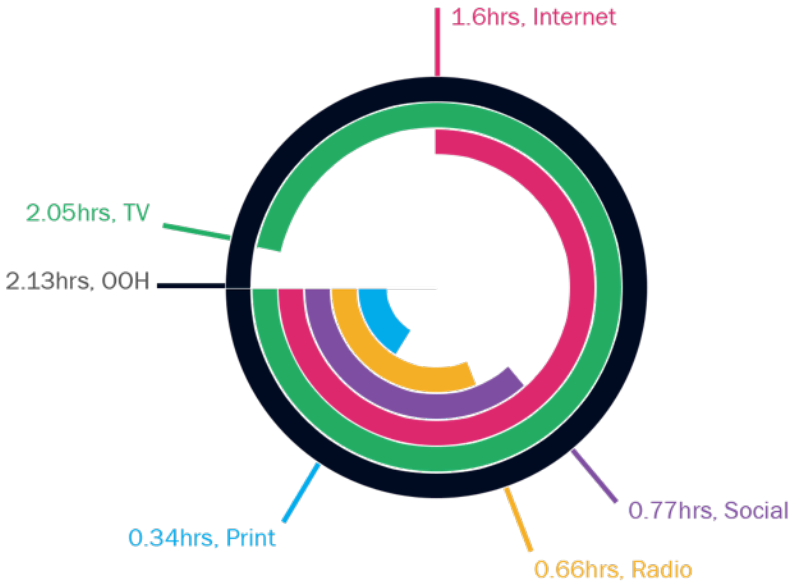
64% of the population still do not work flexibly, with 1 in 2 saying they would be more productive at work if they could.

Survey by OnePoll. Group of 1000 employed adults during December 2015.

03 Graphics

Examples

Consuming commercial media graphic.



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04 Our voice

04 Our voice

How we talk

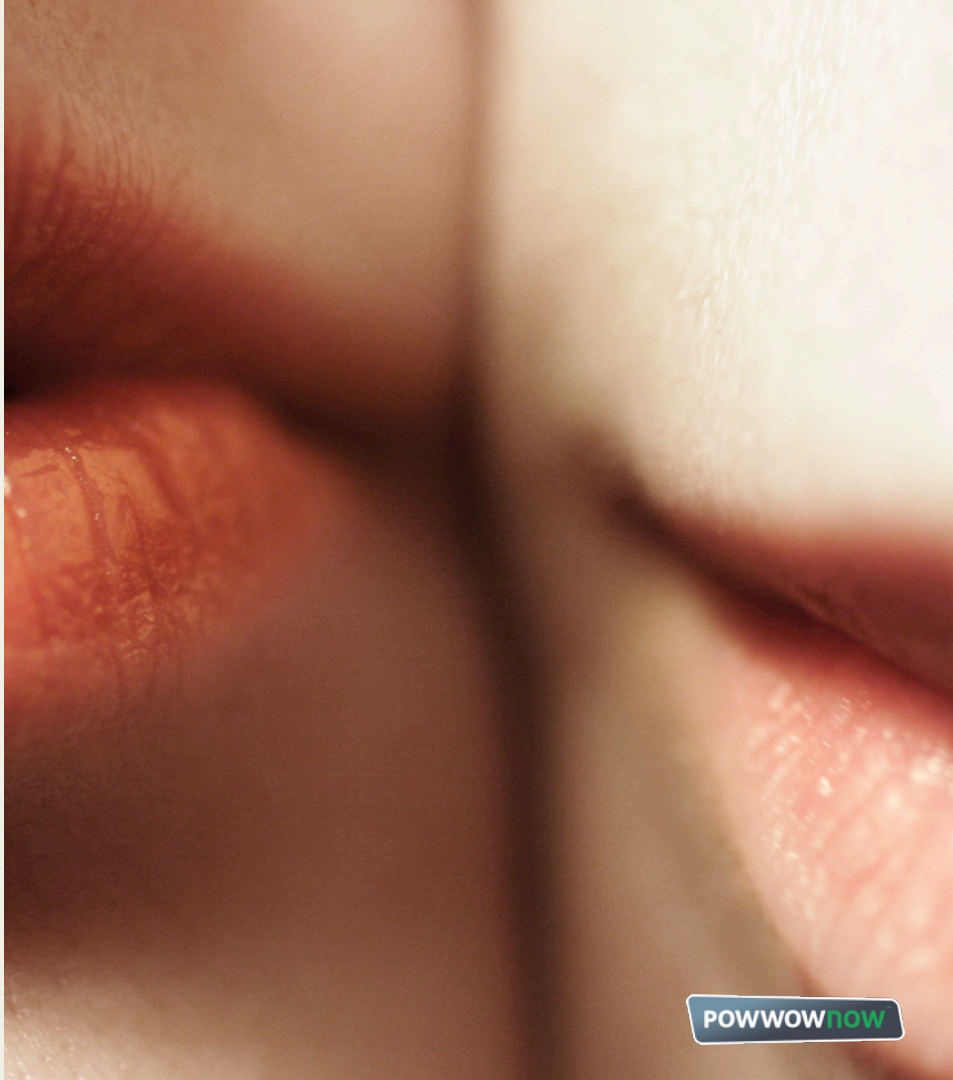
It's not what you say, but how you say it.

We use real language that people use in the real world – if you wouldn't use it in daily conversation then we probably wouldn't use it in our copy.

The way we speak to each other and our customers plays a big part in reinforcing what we stand for.

It's therefore important to understand the Powwownow values and personality that is reflected in our tone of voice. Please refer to our brand section if you are unsure about our core values.

Please keep in mind that the world of business doesn't have to be overly serious, business should be fun and about human interactions.



04 Our voice

Our principles

Our voice is upbeat and light-hearted but with the confidence that comes with experience.

We always aim to be smart and simple in our phrasing; we therefore are careful around our use of colloquial language.

- We avoid jargon, abbreviations, and exaggerated punctuation because it's not straightforward.
- We avoid small print and the hard sell – it's not honest.
- We avoid words that are too aggressive or negative – it's not friendly.
- We can be brave and bold with our language – it's refreshing.
- We are passionate and confident in ourselves without being arrogant.

04 Our voice

Word chart

To help you to define the register of your writing we created this chart to indicate where our tone of voice sits.

04 Our voice

Intelligent and smart

We really know our stuff. We are the experts in the field of business communication software and the champions of agile working. Our voice needs to inspire and empower, but never be a know-it-all and bossy.

Good example

"Working with other companies can allow your brand to take advantage of an opportunity without the expense of taking on more staff or buying equipment. It can also give you the opportunity for a glimpse of how other businesses work. Perhaps they have internal processes you'd never thought of before, which you can then use to improve your own business. It's a real win-win."

These sentences are concise and informative, encouraging the reader to think of new opportunities that may be available to them. It explains why the suggestion has been made, as well as potential additional benefits.

04 Our voice

Intelligent and smart

Here's an example which tries to be intelligent but over-complicates matters.

Bad example

"Collaborating together with other companies can provide additional resource and support in the form of knowledge or equipment, which can aid your business to grow without the need to commit additional long-term financial budget to a solution. You are able to work together and then part ways once the project is complete."

This over-complicates a simple suggestion with long sentences and excessive detail.

04 Our voice

Trusted friend

We are a warm and welcoming brand, one people want to spend time with, a true trusted partner in business.

Good example

“After you’ve tweaked it to perfection, you should have someone you can trust check it over and ensure that it’s ready to hand out to any potential investors. Good luck!”

This final paragraph provides confidence about the reader’s work (“tweaked it to perfection”), smart advice (“have someone you can trust check it over”) and a friendly, personal tone (“Good luck!”).

04 Our voice

Trusted friend

This example has some useful information, but the tone is not personable.

Bad example

“Once the business plan is completed, ask a colleague to check through all of the details and keep reiterating until it’s perfect. Keep the plan ready to present to any possible investors and be prepared to answer any potentially probing questions.”

This sentence is useful in content but very direct without a personal tone. Instead of being re-assuring it makes the process sound daunting.

04 Our voice

Straight-talking

We are a straight talking brand that never overcomplicates things, we use real language that people use in the real world.

Good example

“The concept of nine-to-five is laughably archaic in the start-up world of funky, open-plan offices. Millennials are all about flexible working: coming in late if they need to, working odd hours should it suit better and working from home or remotely when necessary.”

This paragraph is straight to the point, using frank but friendly language (the direct language of “laughably archaic” is balanced out with the friendly tone of “millennials are all about...”).

04 Our voice

Straight-talking

This example might be direct in language, but the tone is cold.

Bad example

“In many ways traditional nine-to-five hours can bee seen as old-fashioned and not in-keeping with today’s modern and forward-thinking business. Therefore if you’re looking to recruit and retain the top talent it’s important to offer flexible working in terms of hours and location.”

Although straight-talking and to the point this paragraph is a little confrontational in tone and lacks friendliness. The phrasing is too direct.

04 Our voice

Light-hearted with confidence

The world of business doesn't have to be overly serious, business should be fun and about relationships. Our voice needs to be upbeat and light hearted but with the confidence that comes with experience.

Good example

"You don't have to wipe out your workforce and employ a flock of recent graduates to feel the benefits of start-up working practices. Mutual benefits through using technology to help working together on projects, killing emails to promote face-to-face interaction and allowing unconventional working hours can all result in a business that seizes more chances, benefits from friendly non-working relationships and completes more work."

This paragraph makes light of common thinking that modern approaches to flexible working are only applicable to young graduates. Although using quite forceful language ("wipe out" and "killing emails"), this is done in a confident and playful manner. The overall point is underpinned with a sensible and reasoned point ("can result in...").

04 Our voice

Light-hearted with confidence

Here is an example which is light-hearted but without a reasoned argument.

Bad example

“To make the most of flexible working practises you don’t have to replace your workforce with the next generation of bright young things and turn your office into a Google-style fun-den. Perhaps start by encouraging staff to work one day a week from home and build from there.”

Although light-hearted in tone this isn’t supported by any reasons why the suggestion is a good idea. The suggestion to encourage staff to work one day a week from home doesn’t add any value to the statement.

04 Our voice

Our three simple steps

Whenever possible the standard three step guide should be used to talk about using Powwownow.

Your first call is easy as 1-2-3

1. Share your lifelong PIN

2. Dial in from your phone

3. Enter PIN and start talking

03 Our voice
Vocabulary dos and don’ts

04 Vocabulary dos and don’ts

Vocabulary guidelines

The next pages show you vocabulary examples to help you stay on brand when you talk about Powwownow and our products.

04 Vocabulary dos and don'ts

Do say	Don't say
• Online meeting • Conference call	• Virtual meeting • Voice meeting* • Phone conference* • Audio conference*
• Communication • Conversation • Working together • Smarter working	• Collaboration • Solution
• Flexible working/Flexibility • Efficient working/Efficiency • Productivity	• Streamlining • Unifying
• In-conference controls	• In-conference commands
• Standard telephone bill	• Standard telecoms bill
Although technically different, customer knowledge on the distinction between 'screen share' and 'web conferencing' is so small that the terms are interchangeable.	

*These words are sometimes used for SEO purposes, but should be avoided when thinking about brand.

04 Vocabulary dos and don'ts

Do say	Don't say
• You 'enter' a PIN, name, conference control, etc.	• You don't 'tap' or 'type' a PIN, name, conference control, etc.
• You always 'dial' a number	• You don't 'ring' or 'type' a number
• Participant	• Guest
• Chairperson	• Host
• PIN	• Pin, pin
• Password	• Passcode
A Chairperson shares a PIN with the participants of their call. A Chairperson can host a call (they cannot host a PIN).	

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04 Vocabulary dos and don’ts

Talking about the products

Any product name should always begin with a capital letter, unless it is part of the ‘i’ family – eg iMeet.

Geographic and Freephone numbers should be capitalised when used as a product name, eg “We have an ever growing list of 140+ Freephone and Geographic dial-in numbers.”

Product name
• Powwownow
• My Powwownow
• Free PIN
• Premium
• iMeet
• iMeetLive
• iCast
• Extras

04 Vocabulary dos and don’ts

Hyphenation

Here are a some examples how we hyphenate nouns and verbs.

Noun/adjective	Verb
Hyphenate: • **Tailor-make** “Need a tailor-made product?”	Don’t hyphenate: • **Tailor make** “We are able to tailor make a package for you.”
Hyphenate: • **Dial-in** “Your dial-in details are displayed in the email”	Don’t hyphenate: • **Dial in** “Dial in from your landline or mobile”
Exception: • **Login** “To reset your login details...”	Don’t hyphenate: • **Log in** “To log into your My Powwownow account...”

04 Vocabulary dos and don’ts

Numbers

- Numbers less than 10 should be written out in letters, eg one, two, three...
- Numbers 10 and higher should be written as a number, eg 10, 11, 20, 301.

Acronyms

We don’t use acronyms or jargon – writing should be simple and easy to understand without the need for industry knowledge.

Colloquialisms

- Although we use friendly and informal language, we try to avoid overly colloquial language. For example, we wouldn’t use the words ‘super’, ‘fat-cat’ or ‘wanna’.
- Words and phrases that we would use include, ‘chat’, ‘keep your finger on the pulse’ or ‘wing-it’.
- If in doubt, think whether you would use the word/phrase without cringing when talking to a friend.

04 Vocabulary dos and don’ts

Punctuation

Try to avoid using exclamation marks and make sure to use them only when truly appropriate. If in doubt, read the sentence aloud – are you genuinely excited about this sentence?

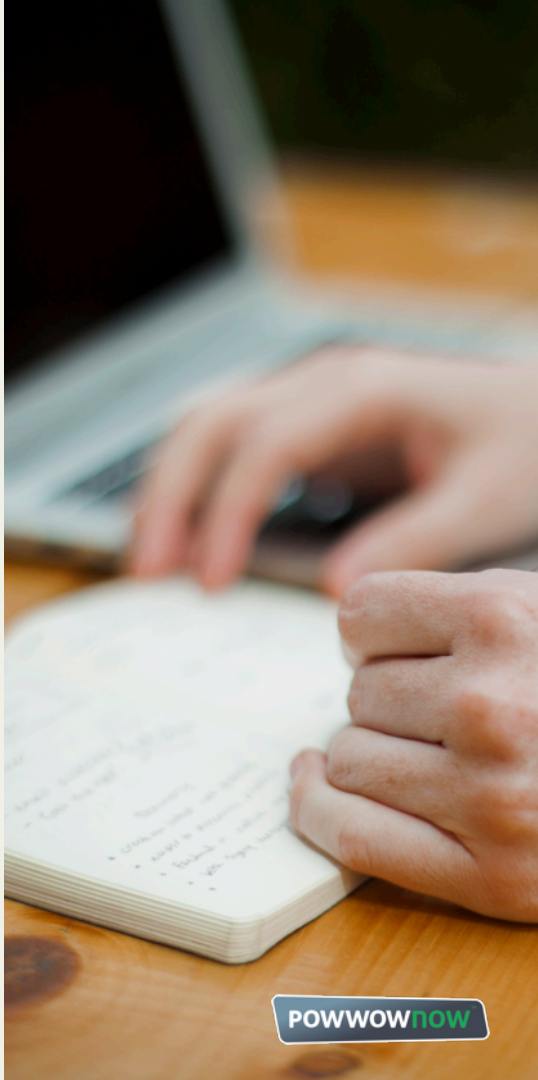
Sentence structure

Keep sentences short and snappy and avoid using overly flowery language. Try not to over-complicate a sentence by stringing too many points together.

Spelling

- Make sure that you’re using the UK not US spelling. This means avoiding ‘z’s (standardize), and including ‘u’s (colour).

- Make sure to use appropriate capitalisation. Always capitalise names of products (nouns). There’s no need to capitalise phrases such as ‘conference call’ or ‘web conferencing’ when they are used as a generic term (eg “set up a web conference”).



04 Vocabulary dos and don’ts

Then and now email examples

We used to say	Now we say
We’ve missed you We haven’t heard from you in a little while John, we wanted to touch base and ask if you need any help with our Powwownow service. Here’s a quick reminder of your details and how to use our service.	Hi John, we’ve missed you We’ve not heard from you in a little while so like any good friend we wanted to make sure that everything’s OK. Just in case, here’s a quick reminder of your details and how to set up a call.
Customise your Powwownow service You can customise your Powwownow service in your myPowwownow account area. You can personalise your on-hold music, record your conference call or simply remind yourself of our in-conference key controls.	Get more from your conference calling Whether it’s customising your on-hold music or recording important conferences, your My Powwownow account has the answer. Need reminding how the in-conference key control work? That’s all there too.

The personalisation has been made more prominent by moving the recipient’s name to the headline.

Both sections are more conversational and friendly in tone.

A more enticing and less formal tone – we don’t refer to ourselves as providing a service.

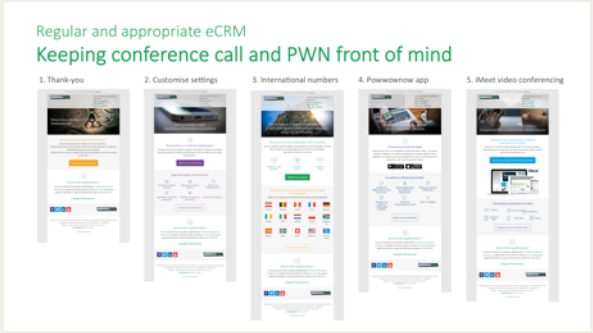
04 Vocabulary dos and don’ts

Then and now fact sheet example

We used to say	Now we say
At Powwownow, our mission is to bring you great new ways to communicate and collaborate supported by unbeatable customer service.	At Powwownow, our mission is to bring you great new ways to communicate and **work together,** supported by unbeatable customer service.
It’s the deal solution for businesses who need a powerful, flexible way to communicate and collaborate both within and across organisational boundaries.	It’s the **powerful and flexible way** for businesses to communicate and **work together** both within and across organisational boundaries.

05 How it’s applied PowerPoint

05 PowerPoint



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Thank You!