Brand Guidelines

aiimi

What's in this guide

Our brand

Words matter

For our brand refresh to be successful we need to do more than change our logo. We need to think, speak, and act like the independent, free–thinking company we are. Writing is one of the most important ways we connect with people. Sometimes it's the only way, so although we don't want everyone to sound the same – that would be daft, given our 'Indie Alternative' brand position – it's vital that it sounds like it comes from the same place.

Aiimi is

– about thinking smarter, acting quicker and offering a better way to search for and use information.

– doing what's expected and then delivering beyond, while corporate consultancies are still thinking and talking about getting started.

– a more useful, informed opinion thanks to more diverse skills and experience.

– staying late, heads down, figuring it out, always there for you.

– the loyalty of a Labrador. The infectious fun and curiosity of one too.

– a llama in a field of sheep.

– chicken soup for poorly data processes.

Aiimi is

Alternative

Not just an alternative to competitors, a refreshingly different approach to customer service. Also, an alternative software platform and bespoke apps.

Independent

Unrestricted by cumbersome corporate processes or driven by shareholder return. An independent spirit, free-thinker and IP owner.

Intelligent

Quality at every level. In a company this size there's nowhere to hide. Also, an intelligent choice – one that offers a breadth of skills and talent as well as depth.

Aiimi's brand proposition is:

The Indie Alternative

A point of view.
An attitude.
An approach.
A tone of voice.
A consistent theme.

Aiimi is an alternative to:

Corporate mentality, Contractual rigidity, Buggy software, Unempowered inflexibility, Siloed thinking, Cumbersome structure, Square pegs in round holes, Slow processes, Cold attitudes, Grey areas, Hierarchy, Waffle, Waste

Extending the central idea

The Intelligent Alternative

A savvy, considered choice. For customers, employees and potential recruits.

The Human Alternative

A data company with a human heart. Caring and passionate with a wicked sense of humour.

Extending the central idea

The Brighter Alternative

Upbeat, optimistic and enlightening. We're bright smart, bright sounding and bright looking.

The Proven Alternative

Trusted to deliver actionable, useful insight in the most acute situations since 2007.

Extending the central idea

The
Friendly
Alternative

The
Broader
Alternative

The
Credible
Alternative

The
Brave
Alternative

The
Agile
Alternative

The
Flexible
Alternative

The
Creative
Alternative

The
Happy
Alternative

The
Trusted
Alternative

The
Caring
Alternative

The
Deeper
Alternative

The
Civilised
Alternative

The Indie Alternative

Not just an alternative to competitors, a refreshingly different approach to customer service.

Unrestricted by cumbersome corporate processes or driven by shareholder return.

An independent spirit, free-thinker and IP owner.

An intelligent choice – one that offers a breadth of skills and talent as well as depth.

A savvy, considered choice. For customers, employees and potential recruits.

A data company with a human heart. Caring and passionate with a wicked sense of humour.

Upbeat, optimistic and enlightening. We're bright smart, bright sounding and bright looking.

We are trusted to deliver actionable, useful insight in the most acute situations.

**Turning brand behaviours
into a tone of voice**

**Quietly confident
Intelligent wit** ⟶ **Savvy** ⟶ Confident, but not arrogant.
Useful. Empathetic.

Light on jargon ⟶ **Human** ⟶ Conversational. First person.
Adult to adult.

Punchy ⟶ **Efficient** ⟶ Straightforward. Short
sentences. No waste or waffle.

**Challenging
Full of energy** ⟶ **Fearless** ⟶ Surprising. Disruptive.
Creative. Inspiring.

What does an indie alternative sound like?

To make it a little easier and provide some guidance, we've condensed all of our positive behaviours into a brand voice that will help to amplify them through the language we use. Our brand voice has four support pillars.

Savvy

We are sharp and focused so our language and grammar should be similarly polished. Demonstrate our understanding and insight at every opportunity. Don't hide behind jargon or corporate-speak. Explain ideas in context to help with understanding.

We **don't** mean savvy up as in:

Know-it-all, naïve, silly, unrealistic, over-confident, shrewd, academic, theoretical, slick, crafty, impertinent.

Expertise	Clever
Smarter	Alert
Intelligent	Unconventional
Original	Ingenious
Knowledgeable	Sharp
Positivity	Know-how
Upbeat	Aware
Opportunity	Optimistic
Confident	Resourceful
Inspiring	Logic

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Human

Write in the first person, e.g. 'we think' not, 'Aiimi thinks'.

A little bit of humour is always good.

Put yourself in the reader's shoes. What's important to them? What's useful? What do you want them to do?

Read what you've written out loud. If doesn't sound like something you'd say in conversation, try again.

Don't be afraid to show some personality. Rather than saying something everyone expects, like 'contact us', you could say 'get in touch' or 'give us a ring'.

We **don't** mean human up as in:

Overly familiar, a soft touch, indecisive, scatty, unprofessional, or colloquial.

Friendly	Helpful
Flexible	Useful
Responsive	Practical
Easy to use	Real
Quick	Normal
Partner	Sincere
Support	Concise
Develop	Upbeat
Grow	Short
Ally	Search
Associate	Find

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Efficient

Use short sentences and get to the point.

Bite size chunks. One idea per paragraph. Readers get confused if we throw to much at them at once.

If you're writing a longer piece (blog, speech, web content) aim to cut your first draft down by 30%.

We **don't** mean efficient up as in:

Dumbed down, aggressive, simplistic, brusque, confrontational, charmless, blunt or generic.

Go	We
Get	Us
Bring	Them
New	You
Big	It
More	Choice
Done	Cost
Want	Fast
Need	Together
List	Cut

What does an indie alternative sound like?

To make it a little easier and provide some guidance, we've condensed all of our positive behaviours into a brand voice that will help to amplify them through the language we use. Our brand voice has four support pillars.

Fearless

Challenge stereotypes and accepted norms.

Find new ways to describe familiar things.

Keep your writing style tight and punchy – full of energy and purpose.

We **don't** mean fearless up as in:

Unrealistic, aggressive, dreaming and not doing, arrogant, loud, pushy, foolhardy, reckless, boastful or in your face.

Ahead	Grow
Leading	Thrive
Brave	Hope
Courage	Change
Original	Evolve
Vital	Adapt
Fresh	Opportunity
Inspiring	Future
Energetic	Challenging
Pioneer	Forward
Progress	Adventurous
Advance	Daring
Revolution	Create
Emerge	

General hints and tips to keep our brand voice relevant, clear and easy to get on with.

Focus on benefits, not features

When readers understand the benefit of what you are talking about it's easier for them to picture themselves making use of it.

Write for individuals, not audiences

If you have a clear picture of a typical reader in your head, it's easier to give them a clear reason why they should be interested in that you're writing about.

Make it easy for readers

Don't beat about the bush. Tell people what action they should take next. Be clear and straightforward.

Avoid dead-end adjectives

Fantastic. Unmissable. Incredible. Innovative. We often use adjectives like these when we want to be persuasive. But they are empty, meaningless and can make us sound insincere and salesy.

Be specific to be convincing

Showing how a new idea works or how an innovative approach will benefit the client is far more powerful than simply saying it is. Your readers are smart enough to come to their own conclusions. The more specific we can be about our claims, the more convincing they will be. Words like 'freedom' and 'inspirational' can seem vague. Think of specific examples of where these qualities have come to the fore and how they have been successful then describe the outcome rather than glossing it over with empty, familiar language.

Put your main point first

What's the most important thing you want to say? It sounds obvious, but deciding that and then putting it up front means your readers won't miss it. You'd be surprised how often this simple rule gets ignored.

Less waffle

Good writing doesn't just happen. It requires effort and a ruthless red pen. But the art of great editing is knowing when to stop. Strive for efficiency, but don't cut it back so far that the language has no personality.

General hints and tips to keep our brand voice relevant, clear and easy to get on with.

Think about what you are trying to say

Take a few moments before you start typing to think about what are you trying to say. Jot down the main points.

Don't worry about structuring them at this stage, just let the ideas flow. You can always go back and organise them later. In fact, you definitely should – see 'Less waffle' above, and 'Create a clear structure' below.

Create a clear structure

Divide your work into manageable paragraphs of no more than eight sentences and sentences of no more than 15-20 words with a single idea in each. This helps create a clear narrative that people can easily navigate.

Use headings

Headlines for chapters, pages, sub-sections and paragraphs act as signposts for busy readers. Even if they only read your headings they should get a sense of what you're saying.

Commas help you breathe

Commas show you where to pause when you're reading. They help you navigate the sentence and filter any extra bits of information in it to keep the main point clear. Always read your writing aloud. If you find you're running out of breath, see where you'd naturally pause and add a comma. Or use full stops to create more than one sentence.

Use pace and poetry

If every sentence you write is roughly the same length then, no matter how great your content – the rhythm's going to get a bit monotonous. To keep your readers' attention, break it up. Can you swap a comma for a full stop? Short sentences keep things snappy and interesting to read. Even one word sentences can pack a punch. Honestly. You can also use linguistic tricks like alliteration, metaphor and deliberate repetition to give your sentences more rhythm – Anytime. Anyone. Anywhere. They're especially good in headlines.

General hints and tips to keep our brand voice relevant, clear and easy to get on with.

One last thing

This is a guide to a process, not a rigid set of rules to follow.

We all have it in us to be savvy, human, efficient and fearless. Our job as writers is to use these principles to make our work consistent, clear and compelling. It's as simple as that.

Brand voice in action: they say/we say

Why it sounds like us

SAVVY
Quietly confident; simple language; no need to shout

HUMAN
'...your...'; '...useful...'

EFFICIENT
24 words vs 11

FEARLESS
'...breathtakingly..'

M^CKINSEY SAYS:

"Read about how we combine the latest techniques with deep industry, functional, and analytics expertise to help clients capture the most value from data."

AIIMI SAYS:

"Discover how we can turn your data into something breathtakingly useful."

Brand voice in action: they say/we say

Why it sounds like us

SAVVY
Makes the process and benefit accessible

HUMAN
First person vs third person

EFFICIENT
24 words vs 15; punchy

FEARLESS
'...unimagined..'

CAPGEMINI SAYS:

"Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms."

AIIMI SAYS:

"We have smarter ways to extract deep meaning from your data. It unlocks unimagined opportunity."

Brand voice in action: they say/we say

Why it sounds like us

SAVVY
A more defined benefit

HUMAN
'...your..' vs '...our clients...'

EFFICIENT
8 words vs 6; the sentence has clarity

FEARLESS
It's a direct promise to the reader

CAPITA SAYS:

"We solve the complex challenges of our clients."

AIIMI SAYS:

"We bring clarity to your complexity."

Brand voice in action:
we said/we say

AIIMI SAID:

"Aiimi are thought leaders in Information Strategy and innovators in the technical implementation of information management solutions. We place end users, their decision-making needs, and their performance at the forefront of everything we do. Through user experience and data driven design we provide smart access, navigation, and high quality capture, ensuring information is available to everyone who needs it. We take an agile approach to transformation, and install governance to ensure each step is focused on driving measurable success."

AIIMI NOW SAYS:

"Our information management strategies put you at the centre. Smart access, intuitive navigation, and high quality capture enable you to achieve more, faster and work better, sooner."

Brand voice in action:
we said/we say

AIIMI SAID:

"We put information into people's hands at the
moment they need it so they can do their jobs
better and lead more productive lives"

AIIMI NOW SAYS:

"Quick, relevant, accurate and assured:
this is how you win at information management."

**Brand voice in action:
things we never say**

Synergy

Moving customers through the
funnel

Ideation session

Growth hacking

Utilise

Solutions

Bandwidth

Win-win

Proactive

Paradigm shift

Bottom up, not top down

Blue-sky thinking

Cutting edge

Low hanging fruit

Think outside the box

Loop back round

Actioning

Cascading

Really anything that makes us sound like dicks.

Tone and style examples

More light, less heat.

Welcome to more efficient information management. It's an intuitive approach centred on the user, delivering relevant information with greater ease, speed and accuracy. That's because less time spent searching means more time spent working.

More useful light. Less wasted heat.

How to prevent GDPR turning into OMFG

We add un to your complicated.

How thinking backwards can take your business forwards

In 1968, Dick Fosbury went backwards over the high jump bar, a move that revolutionised his sport. And won him Olympic Gold. That's what we do for our clients. Innovating new ways to manage their data. Unlocking the potential to take them beyond what they believed possible. Moving forwards, by thinking backwards.

Brand toolkit

Primary logo

This is the primary aiimi logo. It is a modern typeset logo using colour to highlight the 3 dots. The logo is set in a customised version of the Sofia typeface as must not be altered or reproduced in any way.

aiimi

Logo variations

Variations of the logo have also been created to give more flexibility when applying the brand.

When set on a white background, the logo can appear in the following colours:

1. Purple with pink dots.
2. Pink with purple dots
3. Black with grey dots if a colour option isn't available.

When set on a colour background, the logo can appear in the following colours:

4. White with pink dots
5. White with crimson dots
6. White with dark purple or black dots

Here are examples of how the logo should appear on white and colour backgrounds.

1.

2.

3.

4.

5.

6.

Icon logo variations

Variations of the icon logo have also been created to give more flexibility when applying the brand.

The icon is for use on web and social applications, or when space is limited.

When set on a white background, the icon can appear in the following colours:

1. Purple with pink dots.
2. Pink with purple dots
3. Black with grey dots if a colour option isn't available.

When set on a colour background, the icon can appear in the following colours:

4. White with pink dots
5. White with crimson dots
6. White with dark purple or black dots

Here are examples of how the icon should appear on white and colour backgrounds.

1.

2.

3.

4.
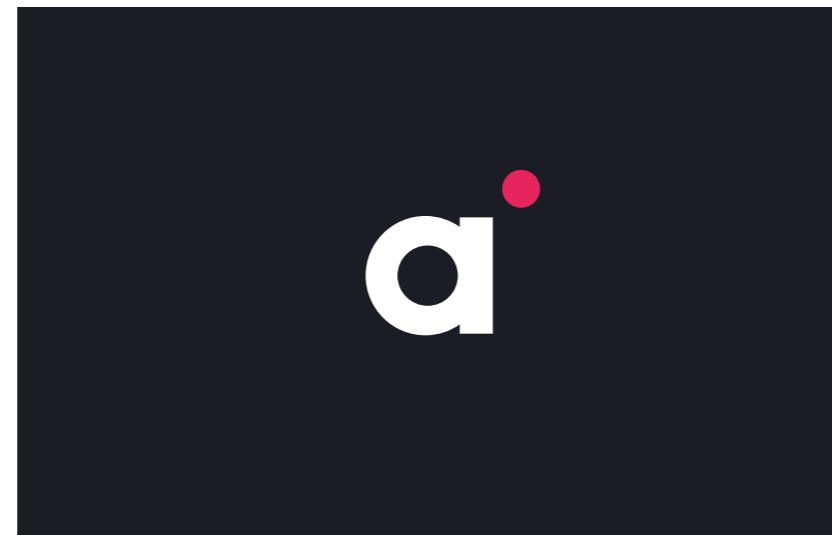
5.
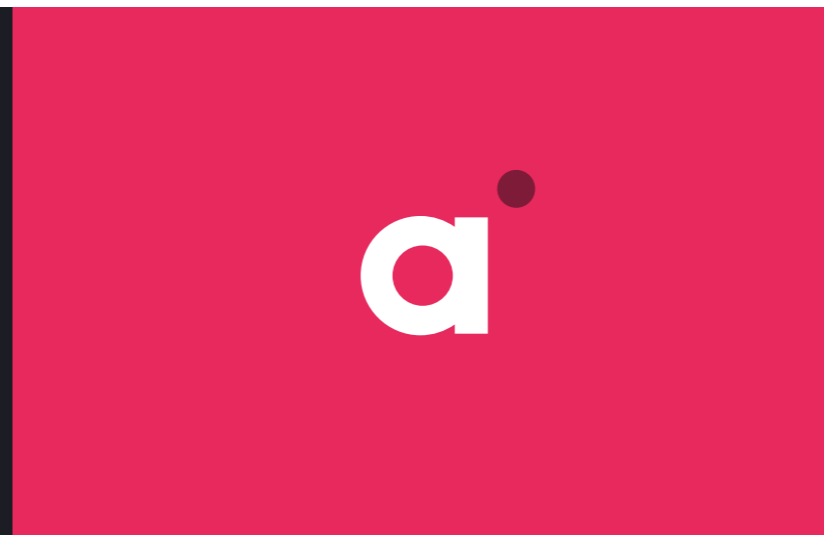
6.
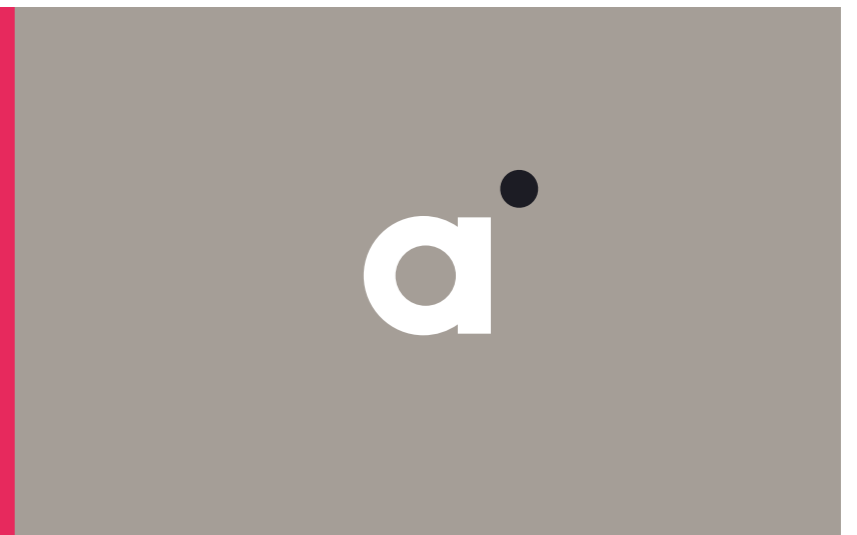
Logo clearance areas

The aiimi logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on it.

This area is defined by using the letter 'i' from the logo as shown.

The area for the icon logo is defined by using the icon itself as shown.

Minimum sizes

To ensure legibility, the minimum size that the logo can appear in print is 30 mm wide.

The logo icon has a minimum size of 7mm for print.

For digital reproduction, the minimum size for the logo is 70 pixels wide and 16 pixels wide for the icon.

70 pixels
30 mm

16 pixels
7 mm

Insightmaker logo

This is the primary insightmaker logo.
It is a modern typeset logo using colour
to highlight the 2 dots. The logo is set in a
customised version of the Sofia typeface
as must not be altered or reproduced in
any way.

insightmaker

Logo variations

Variations of the logo have been created to give more flexibility when applying the brand.

When set on a white background, the logo can appear in the following colours:

1. Dark blue with cyan dots
2. Light grey with cyan dots
3. Black with grey dots if a colour option isn't available.

When set on a colour background, the logo can appear in the following colours:

4. White with cyan dots
5. White with dark blue dots
6. White with grey dots if a colour option isn't available.

Here are examples of how the logo should appear on white and colour backgrounds.

1.

insightmaker

2.

insightmaker

3.

insightmaker

4.

insightmaker

5.

insightmaker

6.

insightmaker

Logo clearance area

The insightmaker logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on it.

This area is defined by using the letter 'i' from the logo as shown.

Minimum size

To ensure legibility, the minimum size that the logo can appear in print is 40 mm wide.

For digital reproduction, the minimum size for the logo is 40 pixels wide.

insightmaker

100 pixels
40 mm

Brand typeface

Sofia has been chosen as the brand typeface for aiimi. It is a clean, modern typeface and brings consistency across all brand communication.

It comes in six different weight, all of which can be used when setting text.

It can appear in upper and lower case. Italic cuts are also available and can be used if required.

Leading (space between lines of text)
The leading should always be set 2 points greater than the text point size. For example, if the text size is 16, the leading should be set at 18.

Kerning (space between individual letters)
The kerning for all weights of Sofia should be set at –25.

Minimum size for print
For print, the recommended size for body copy is 9pt, although 8pt text may be used if space is limited.

Minimum size for screen
For screen, the recommended size for body copy is 12pt.

Sofia Pro

Extra Light | Light | Regular | Meduim | **Semi Bold** | **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Colour palette

A primary palette of four colours has been developed using a dark purple base colour and 3 pink accent colours. These colours should be used for all primary brand communication.

A secondary palette has also been developed to include a wider range of base, accent and light colours that can also be used.

The secondary colours should be used in illustrations, diagrams to bring depth and differentiation.

References for CMYK, RGB, Hex values and Pantone references are shown for each colour.

When there is the need for RAL colour, the best possible match should be chosen.

Primary palette
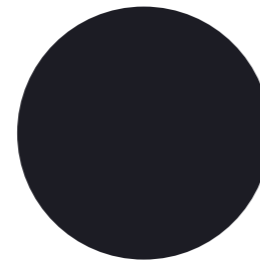
28.28.36
73.63.42.83
#1C1C24
P 5255C
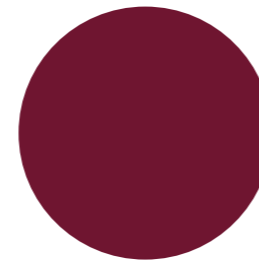
111.21.48
33.98.53.50
#6F1530
P 7421C
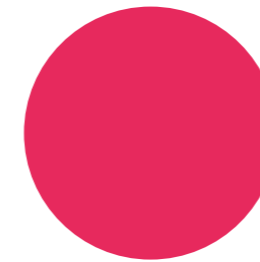
231.41.93
0.93.43.0
#E7295D
P 205C
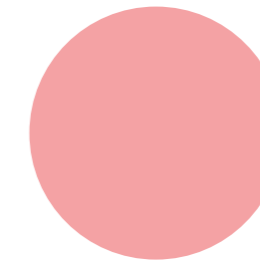
244.162.164
0.47.26.0
#F4A2A4
P 700C

Secondary palette
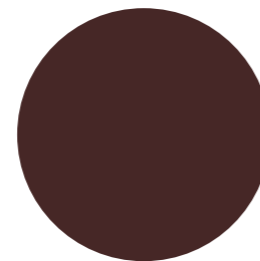
70.38.38
46.73.58.70
#462626
P 7631C
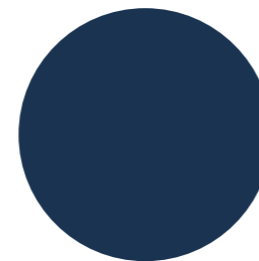
25.51.81
97.77.40.38
#193351
P 534C
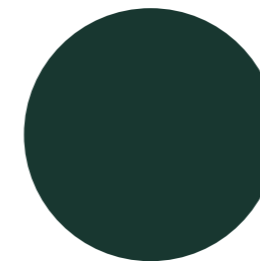
24.55.48
85.50.66.64
#183730
P 560C
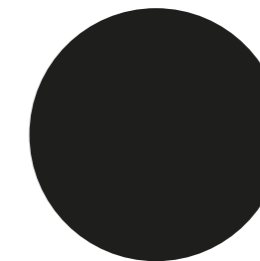
0.0.0
10.10.10.100
#000000
P Black
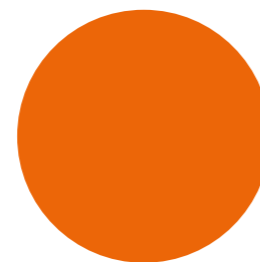
236.102.8
0.70.99.0
#EC6608
P 158C
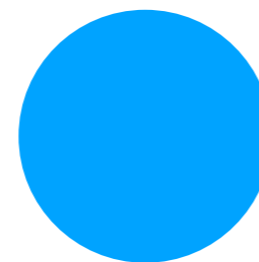
0.163.255
71.27.0.0
#00A3FF
P 2925C

143.192.67
52.0.88.0
#8FC043
P 368C
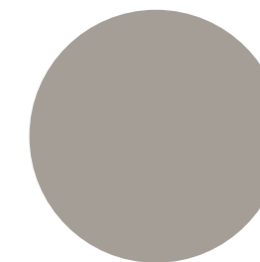
165.158.152
36.31.34.11
#A59E98
P 402C
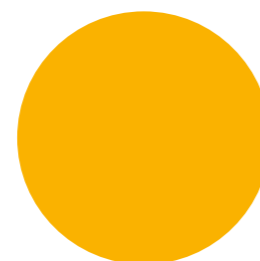
250.178.0
0.34.94.0
#FAB200
P 7409C
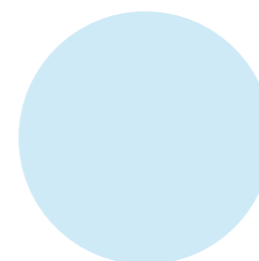
206.234.247
23.0.3.0
#CEEAF7
P 2707C
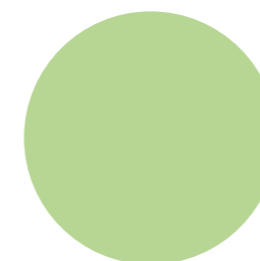
183.214.148
35.0.53.0
#B7D694
P 365C

238.235.234
8.7.8.0
#EEEBEA
P 400C

The dots

The graphic icons are an integral part of the overall visual language for aiimi and can be applied in a range of different ways across all brand formats.

They have been created to represent the data that aiimi manages. Little bits of information floating in the ether, constantly moving, evolving and changing.

They can be aligned or random, representing the process of finding information and making sense of it.

The following page will give advice and guidance on how to apply the dots.

Dots application

The dots can be applied in a range of different ways, but it's important that they're always arranged in a natural, fluid way.

Create depth by using different sized dots. Play with size, transparency, colour and tone.

Colour can be applied to some of the dots to make them stand out. Colours should be chosen from the brand colour palette.

This graphic device is not a one size fits all system. Each group of dots will be different, depending on what image or message is being used. Each dot should be positioned and treated individually. Attention to detail and subtlety are the key factors in using this system effectively.

1. Dots can be used as the lead graphic element on solid coloured backgrounds.

2. Dots can be arranged around a featured image housed in a circle.

3&4. They can be applied to photography as if they're interacting or part of the image.
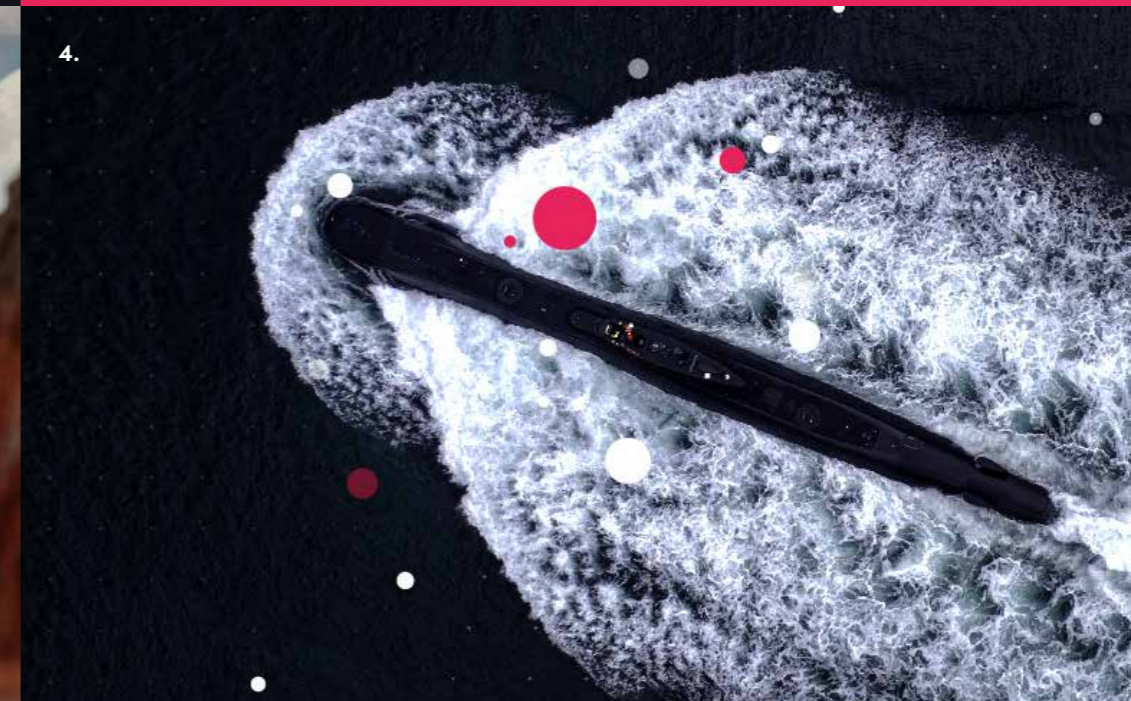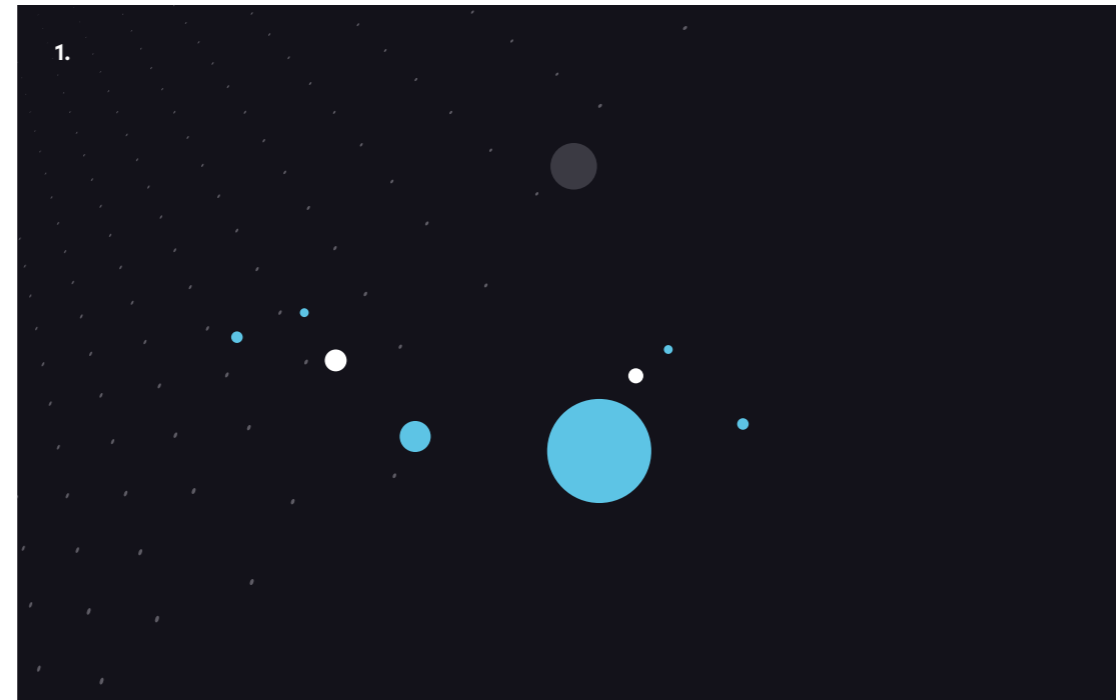
Brand icons

A suite of icons has been developed to help categorise and differentiate information.

The lead icons are detailed in nature, using multiple elements, line weights and colours. They should be used to promote and support key areas and information.

The secondary icons are smaller and simpler in style. One colour and uniform line weights are used across the suite.
They can be free standing or housed within a circle.

Icons can appear on both white or coloured backgrounds.

New icons can be developed (lead and secondary) if required. Please ensure the overall style and line weight is adhered to.

Lead icons

Secondary icons
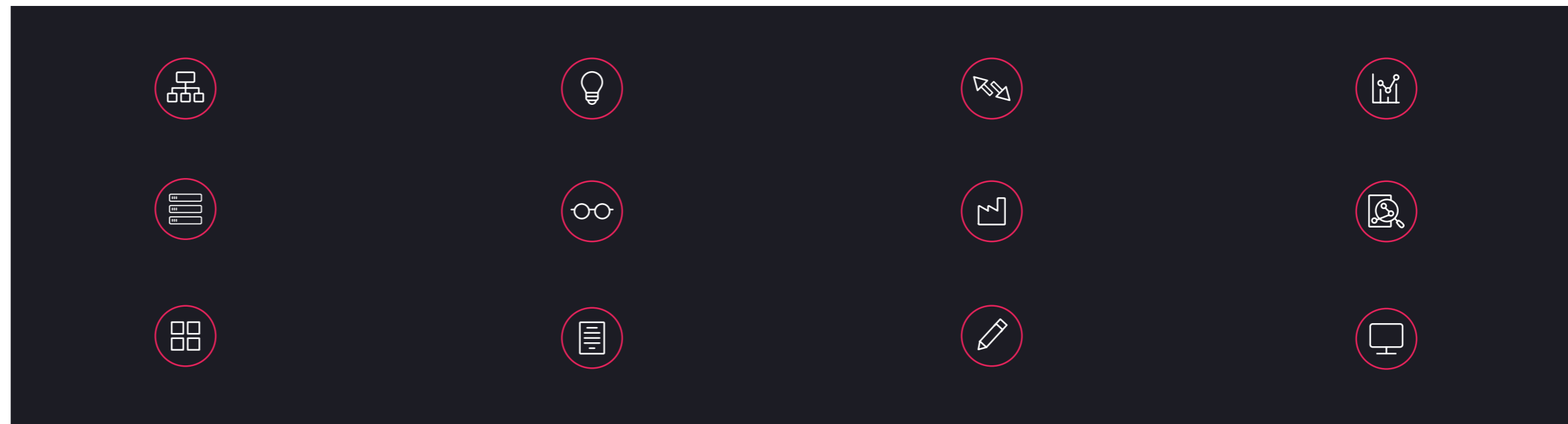
Photography

Photography plays a key role in the aiimi brand. The following pages outlines some basic guidelines for shooting photography and selecting appropriate stock imagery.

Photography - people

Where possible, photography should include people.

Individuals or groups of people should feel 'caught in the moment' and unaware of the camera, as if the viewer is unobtrusively brought in to an real life moment.

Avoid forced or posed-looking expressions or actions.

Photography - clients

Whether clients provide photography or aiimi is shooting their own, images should capture an interaction or movement.

When an image doesn't include people, it should still feel like a real moment has been captured naturally, showing a movement or action.

Negative space can be used to highlight the subject of an image, and helps when applying imagery to a variety of design formats. Where possible, you should avoid close up images of a subject with no surrounding negative space.

Lighting should be natural, and avoid backdrops that distract from the focus of an image.

Design examples

Website

Whitepaper

Defining the Chief Data Officer

Busting the myths and nailing the facts

Tote bag

T–shirt

Rollup banners

Brochure cover
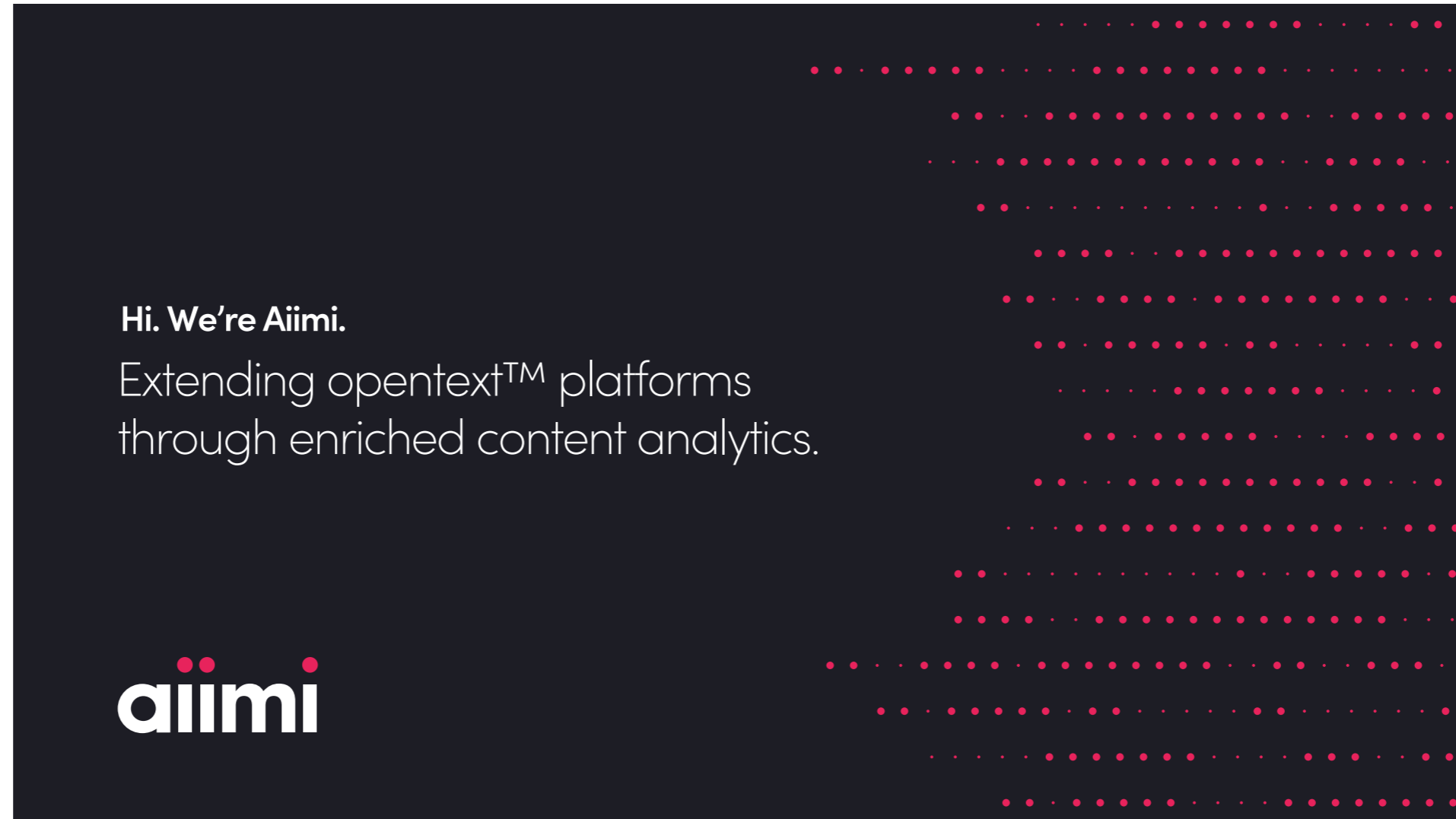
Internal posters

Stationary

Presentation template