A

Brand Guidelines

Our Values

Our Values are the blueprint of how we engage the world.

Transparent and Truthful

Our software helps training companies and training departments manage their entire operations. There's a lot riding on us, and we take this seriously. To breed trust and prevent mistakes, we believe in being as transparent as possible in everything we do, even when it's painful.

Frugal

We hate waste, and strive to treat our resources with respect. Every member of our team is encouraged to treat company resources as their own. We want to be mindful and intentional about expenditures, because we want our software to be affordable and accessible to our customers.

Sustainable

We want to be sustainable in everything we do, not just with regards to the environment. How we run our business, interact with each other and our clients, and how we approach challenges should always be coloured by a long term view.

Excellent

We want to be the best at what we do, whatever it is.

Reliable

Our software is mission critical for our clients. When our service is down, our clients and their students are down. Reliability in our systems, communications, people, processes, and outlook is therefore fundamental to everything we do.

Built on Team

Our most important asset is our people and their teamwork. We couldn't accomplish anything without our highly functioning team, and we invest in our teams, guard our teams, and look to improve our teams. Teamwork is part of everything we do.
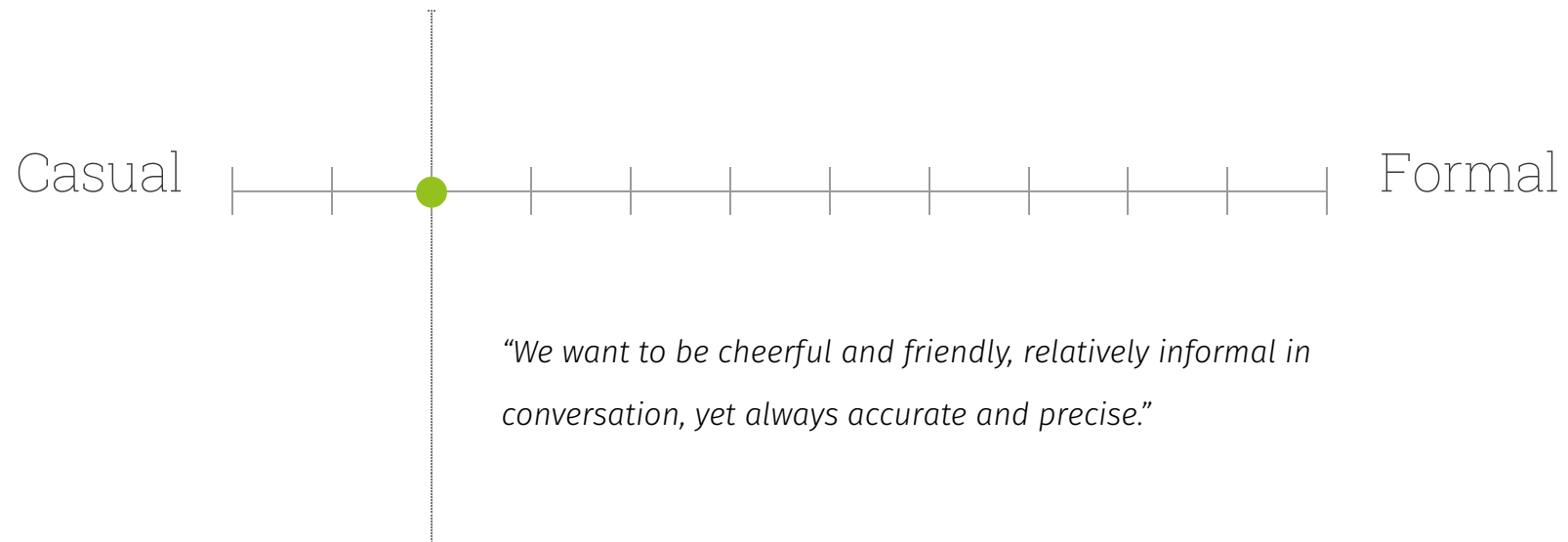
Always Improving

We believe that people, software, and companies, are never perfect. We should be constantly improving. We don't ever want to find ourselves satisfied with the current state of affairs.

We Question Everything

There are no sacred cows. We should constantly re-evaluate what we're doing and why.

Tone of Voice

Casual vs. Formal

Casual ●————————————————— Formal

"We want to be cheerful and friendly, relatively informal in conversation, yet always accurate and precise."

What We Mean

Inclusive, welcoming, charming, friendly, funny, responsive, supportive, warm, down-to- earth. Think "the Scotland chat" you'd find on the streets of Edinburgh or Glasgow.

What We Don't Mean

Vague, soft, overly polite, stiff, corporate, unfocused, verbose, overly wordy.

How Does "Casual" Sound?

We want to be cheerful and friendly, relatively informal in conversation, yet always accurate and precise. We are straight talking and down-to-earth. We don't hide behind over-formal language and ambiguity. We're direct and honest. We're quick to respond and make things happen.

Example of Casual

Hi John!

Thanks for sending in your comment, and you're right, I think we could do a better job on the design of our events system. I've made sure our product team is aware, and we'll get back to you shortly (usually within a week) on how they're going to approach the problem. Let me know if there's anything else I can help you with!

Cheers,

Notes on the example:

1. We're using "Hi" as the salutation, not "Dear" or something more formal.

2. We're writing like we'd talk, using contractions.

3. We're not inflating the process internally. We're not making it sound like we're a big company.

4. We're clearly articulating that we agree, explaining the process, and giving an estimate.

5. We're using a Scottish/British closing that's also friendly and relatively informal.

6. We're not being cutesy. We're not going overboard acting like we're their friend.

7. We're communicating confidently. We don't like using ellipsis (...) which signals uncertainty.

Playful vs. Serious

Playful |———|———|———|———|———|———|———|———|———●—|———| Serious

"Lets take pride in great things we do and celebrate success.
This isn't being boastful but doing justice to the people who
work hard to make Administrate the company that it is today."

What We Mean
We want to meet our customers on the same level of trust
and commitment they place in us. Our customers run their
entire operation using Administrate. We're their business
utility. This means we generally want to be serious when
communicating to our users. Nobody wants an airline pilot to
joke around about safety matters. Never joke about security,
availability, or stability matters.

What We Don't Mean
We don't want to abolish all humour or playfulness, but we
need it to be appropriate. Moving from most casual/playful
to least: In Person, Phone Calls, Social Media, Blog, Website,
Tickets, Application Text, Legal Agreements. Remember,
it's easy to misconstrue the written word and lose tone,
particularly across cultures and language barriers.

How Does "Serious" Sound?
We sound clear, confident, upbeat, accurate, but not playful.

Classic vs. Trendy

Classic |——|——|——|——|——•——|——|——|——|——|——| Trendy
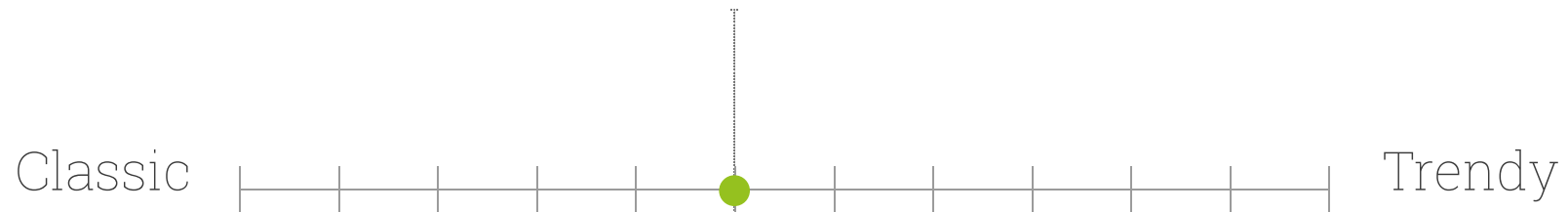
"We don't chase trends. We implement innovations when they make since within our business model and what we're trying to achieve."

What We Mean

Classy. Adhering to designs, language, and delivery that we know will look good in 15-20 years. We're shooting for practical, timeless, relatively conservative. We love trying new things and ideas, but we balance them against being overly trendy.

What We Don't Mean

Outdated, committed to an old idea, difficult to change, stuffy, old looking.

How Does "Classic" Sound?

We don't use euphemisms that date us. We're not going to use phrases like "totes, amazeballs, etc."

Quality vs. Cheap

Quality ————●————|————|————|————|————|————|————|————|————|———— Cheap

"We almost never talk about price."

What We Mean

We emphasise quality over price or quantity.
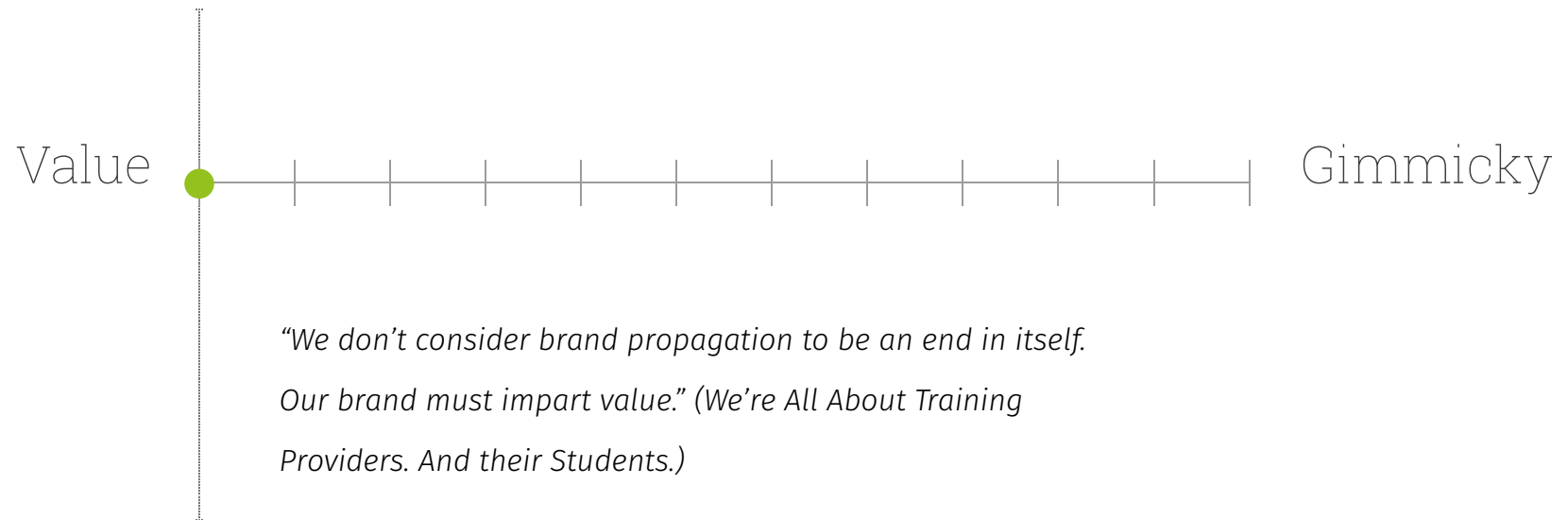
What We Don't Mean

Overpriced, elitist.

How Does "Quality" Sound?

We almost never talk about price. We promote quality, because our customers entire businesses rest on the quality of the software we produce.

Value vs. Gimmicky

Value ●————————————————————————| Gimmicky

"We don't consider brand propagation to be an end in itself.

Our brand must impart value." (We're All About Training

Providers. And their Students.)

What We Mean

Creative, inspirational, world-leading.

What We Don't Mean

Too directional, pushy, trying to be good at everything.

How Does "Value" Sound?

We don't consider brand propagation to be an end in itself. Our brand must impart value to our market and our customers. We're all about training providers and their students.

Clean vs. Cluttered

Clean ●━━┬━┬━┬━┬━┬━┬━┬━┬━┬━┬━┬━━ Cluttered

"We want to be cheerful and friendly, relatively informal in conversation, yet always accurate and precise."
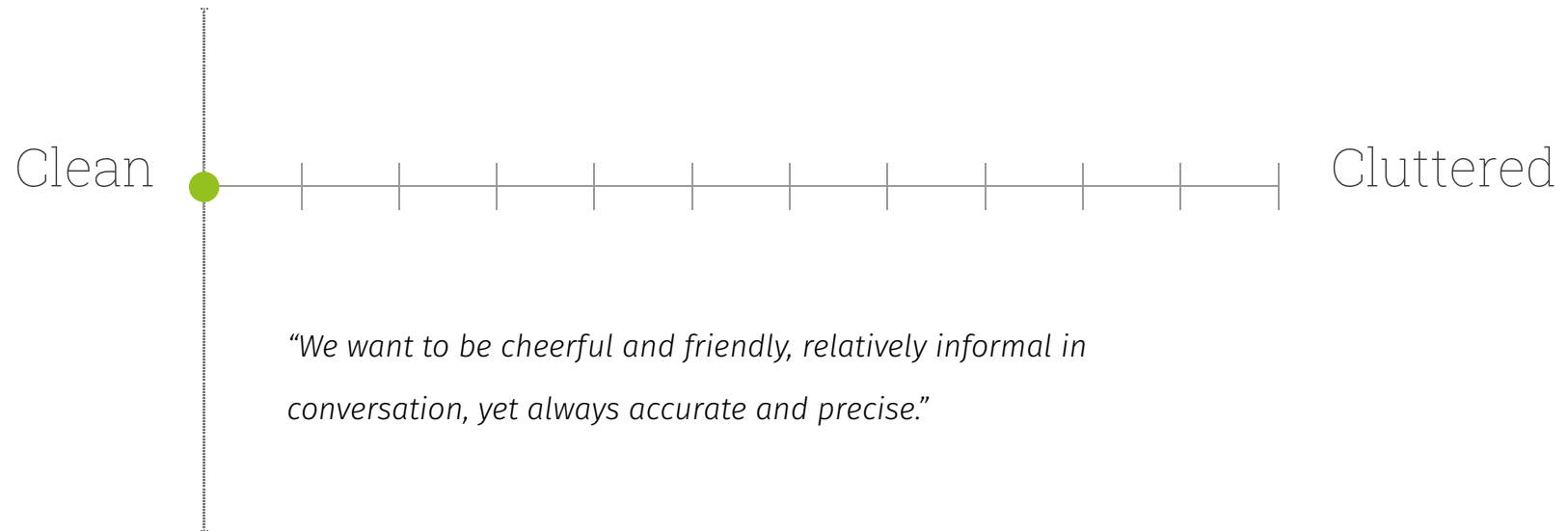
What We Mean

Straightforward, not complicated.

What We Don't Mean

Clinical, cold, without personality.

How Does "Clean" Sound?

We think deeply, but communicate clearly. We are straightforward. We tend to avoid language that create ambiguity. We communicate to express the point in simple and clear terms.

Simple vs. Complex

Simple ●————|——|——|——|——|——|——|——|——|——|——|——————— Complex

"We aim for simplicity and clarity."
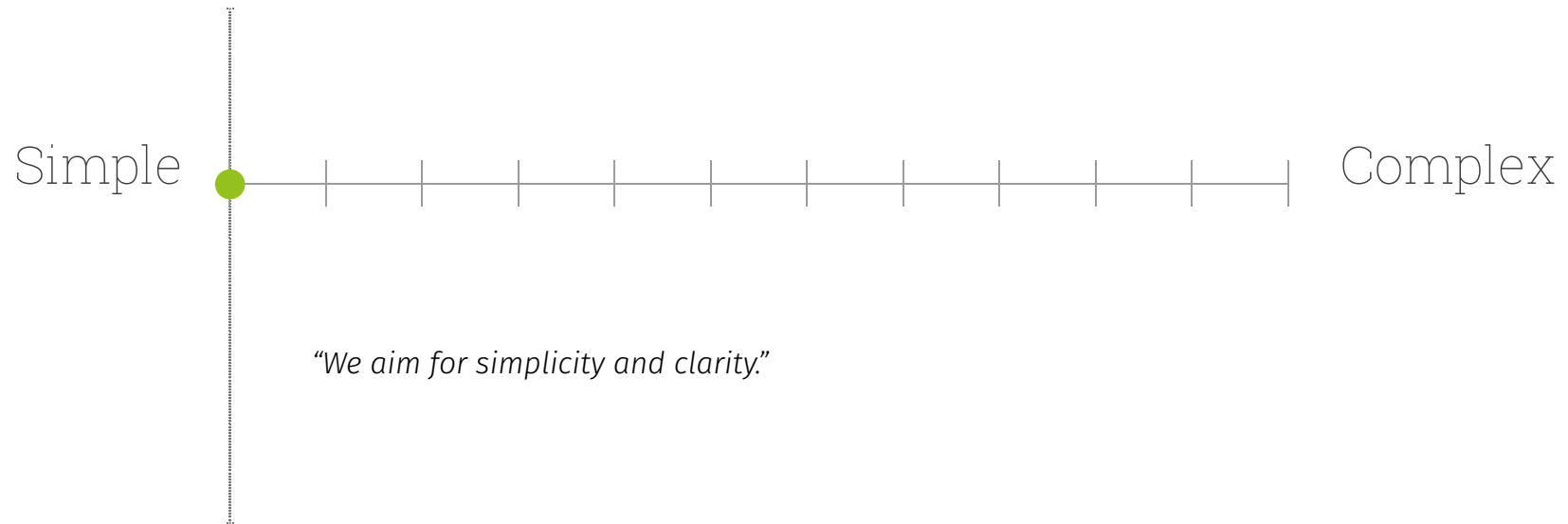
What We Mean

Clear, uncomplicated, easy to understand and single minded.

What We Don't Mean

Dumbed down, patronising, facile, lacking in substance.

How Does "Simple" Sound?

Simple means we avoid over-complicated terminology and jargon that is exclusive to our sector. We make our language as easy as possible to understand. We stand a better chance of getting our message across if we keep it simple.

Truth vs. Obfuscation

Truth ———————————————————————————————— Obfuscation

"We want to be cheerful and friendly, relatively informal in conversation, yet always accurate and precise."
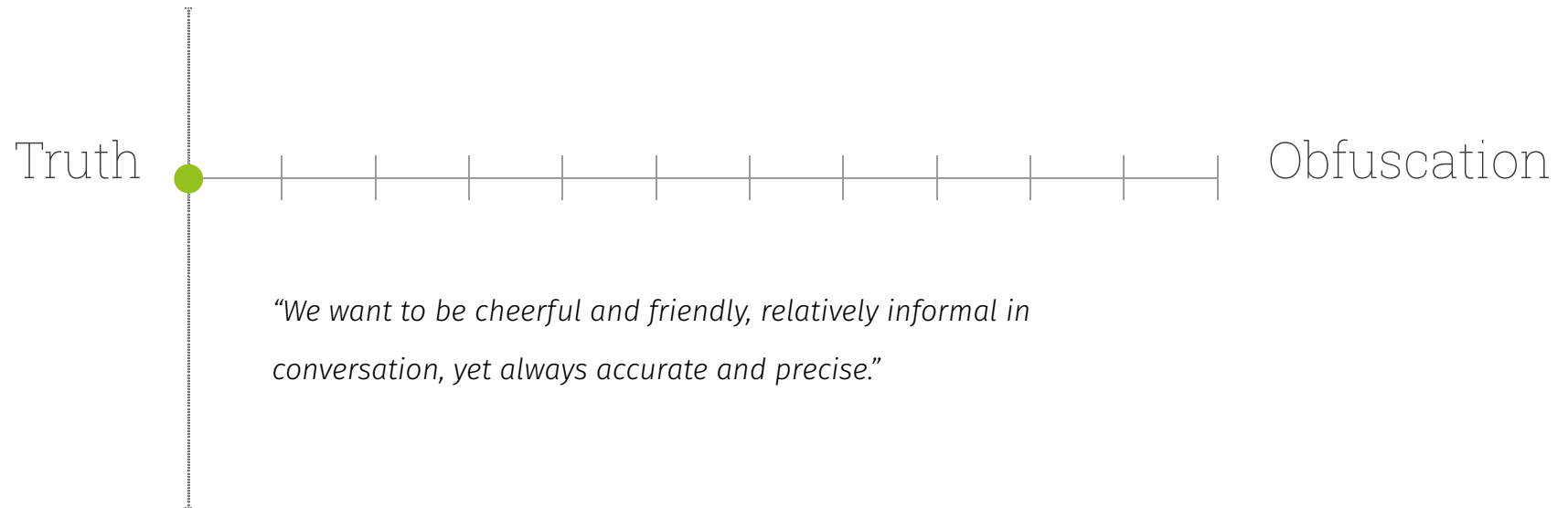
What We Mean

Transparent and truthful, reliable, based on facts.

What We Don't Mean

Flowery language that is loaded with general terms. The passive voice when writing.

How Does "Truth" Sound?

We use an active, confident voice that doesn't hide from facts, even if they're uncomfortable.

Design Led vs. Design Afterthought

Design Led |———|———•———|———|———|———|———|———|———|———|———| Design Afterthought

"We want to be cheerful and friendly, relatively informal in conversation, yet always accurate and precise."
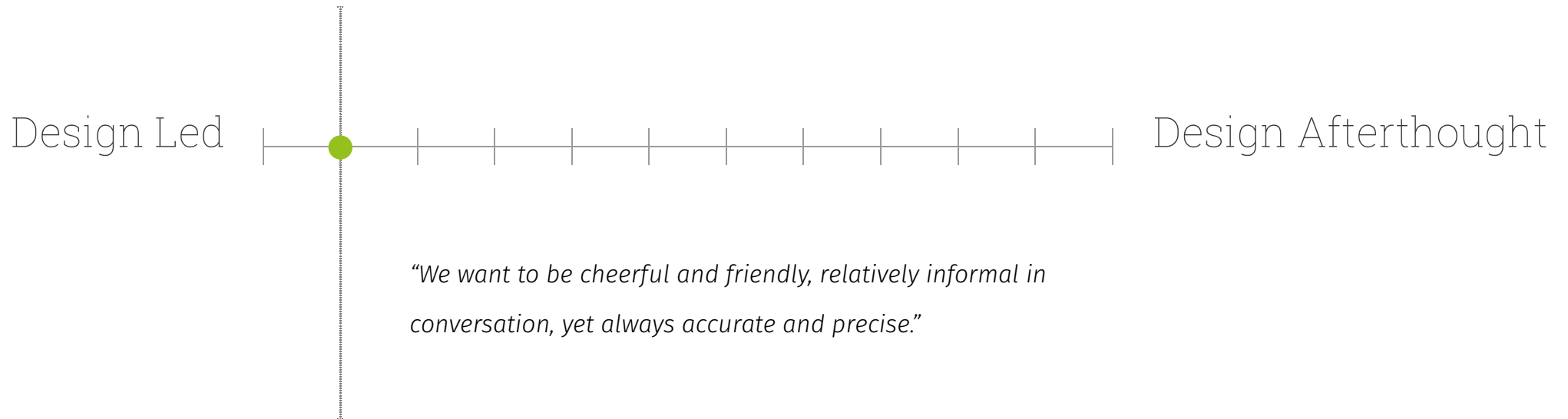
What We Mean

Visionary, creative, experimental, open to new ideas, at the forefront.

What We Don't Mean

We don't incorporate design at the end of the process but focus on it from the beginning. Design is foundational and fundamental to everything we do. We value well designed, beautiful software and work product.

How Does "Design Led" Sound?

We prepare in advance, in close concert with designers or using the best available templates that are consistent with our brand. If we're curious or need help, we leave time to make sure that we deliver the best, most beautiful work product we can.

Customers vs. Ourselves

Customers ●————|——|——|——|——|——|——|——|——|——|——| Ourselves

"We want to be cheerful and friendly, relatively informal in conversation, yet always accurate and precise."
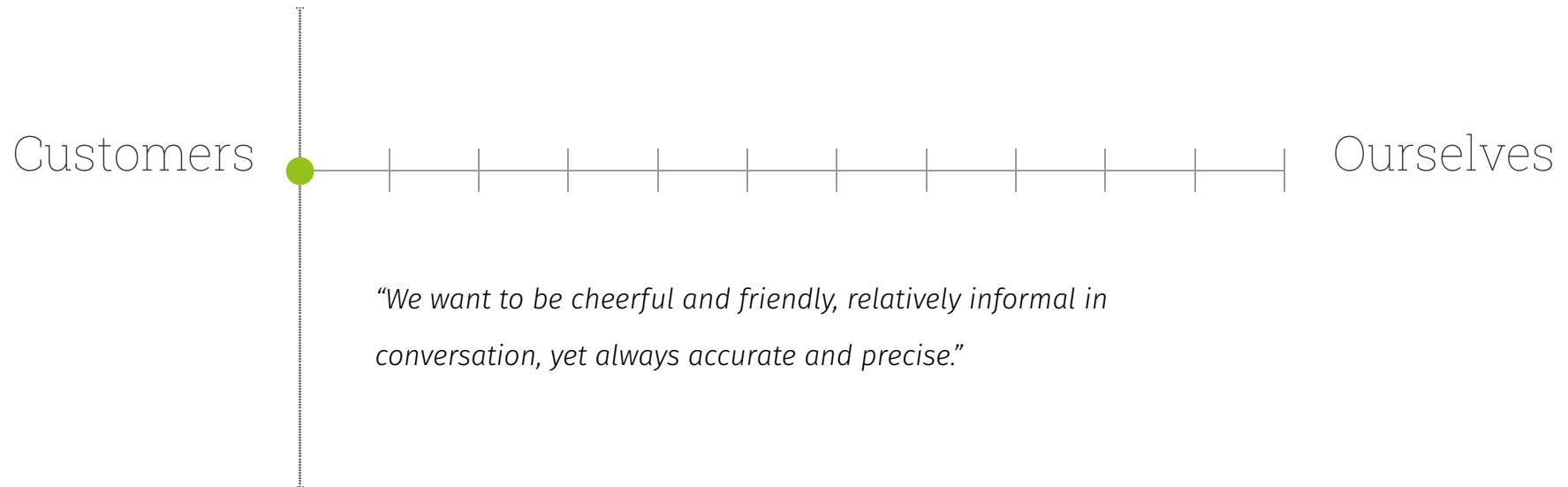
What We Mean

Customers are our number one priority, they're the focus of what we do each day.

What We Don't Mean

Paying lip service to customers while not showing empathy, or building processes or products that aren't designed to make a customer more successful.

How Does "Customer focused" Sound?

We care about the success of our customers above all else.

Digital Content

Digital Content is not the same as print content. People encounter and read it differently – they scan it, so you need to write it differently. Divide it into smaller chunks with subheadings.

In general, our tone changes slightly with different mediums. From least formal to most formal: Social Media, Blog Posts, Website Copy, Resources.

Language

Is most powerful when used economically, and that's doubly true online. Write using shorter paragraphs when possible, using a guideline of no more than 25 words per sentence. Try to limit to no more than 3-4 sentences per paragraph, no more than 80 characters per headline.

Legibility

It's hard to read off a screen. It's 25% slower than print. Help your reader. Don't go use a lot of bolding, italicising or capitals. Never use underlining because it will make your text look hyperlinked and confuse your reader.

Spam

Avoid gimmicky tactics that will make your emails to customers look like spam. This is especially important in subject lines. In general, avoid words like 'free', 'win'. Avoid spelling mistakes, abbreviations and acronyms (unless defined) as these can cause confusion and trigger spam filters.

Structure

When structuring your work, think of a pyramid. The most important information first, the broader base of detail later. Links to additional resources can be reinforced last. Make sure you include a conclusion and use headings as much as possible so that readers can "just read the section headings" to gather the main thrust of your work.

Credibility

There are no excuses for poor spelling and grammar. It seriously undermines the credibility of your message and the company in general. Sloppy spelling make you look unprofessional. It could even make your communications appear to be fraudulent.

Accessibility

Don't exclude visually impaired or blind readers. Don't let your copy rely heavily on imagery, and use tags and captions as appropriate to fully describe any pictures. Remember to describe hyperlinks fully.

Searchability

Write to be found. What words would people type into Google to find you? Use those words in your copy. But make sure you don't overuse keywords and phrases to the detriment of your writing. Make sure not to have duplicate copy as it compromises SEO.

Personality

Just because you're writing for digital media doesn't mean that you have to lose your brand's personality. There is always a way to infuse even the most restrained copy with personality. We don't like "salesy" copy. We never go for a hard sell. We like a casual, but not playful, approach to writing. We don't use business words such as "enable, utilise, allow, synergy" which are weak and not used much in the active voice. We never use potentially politically charged words like "abort".

Visual Identity

The Logo

Administrate logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable asset that must be used consistently in the proper, approved forms.

The Administrate logo should be used in line with our brand guidelines to establish the organisation's identity alongside customers, partners, and our ecosystem. The logo should not be misused or to falsely identify the organisation in matters not aligned to our values.

Administrate

Logotype Padding and Colours

Logotype Size and Appropriate Whitespace

The logo should always have breathing space. The minimum white space around the logo can be determined by the width and the height of an "e". Minimum recommended size for the logo is 30 mm (150px online). For smaller than 10mm (150px) use, use the logo mark.

Administrate

e **Administrate** e

Logotype Colours

Administrate Logo can only be used in the colours seen below. The logo should not be used in any of the other brand related colours.

Administrate

Administrate

Administrate

How Not to Use Administrate Logotype

How Not to Use Our Logo

1. Don't change the kerning, height, width of the logo or distort it in any way.

2. Don't apply any effects.

3. Do not use the logo in any other colours than the ones defined in brand guidelines.

Administrate

Administrate

Administrate

The Mark

A

How to Use Our Mark

Administrate Mark

It should always be used in spaces smaller than 30 mm (150px online). Administrate Mark can be used as:

1. Dark Gray on White background;

2. Light Gray on White background;

3. White on dark Gray Background;

4. White on Blue Background;

5. White on image backgrounds that have enough contrast.
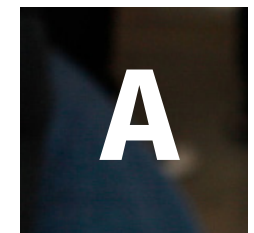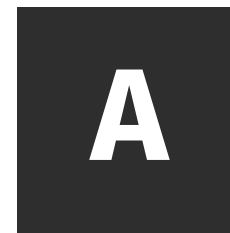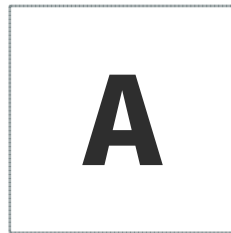
How Not to Use Our Mark

1. Don't Frame it in Circles or other geometric shapes.

2. Don't use it in any other colours than the ones defined above;

3. Don't use it on any other backgrounds than the ones defined above;

4. Don't use on images that are too light;

5. Don't put the mark into a box to make it more visible on the image.
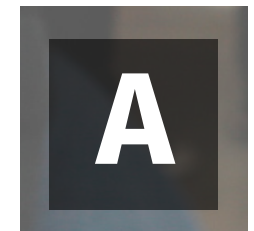
Colour

Administrate Primary Colour Palette

Pantone	Pantone	Pantone	Pantone	Pantone
3035 U	382 U	7689 C	Black U 2	5455 U

Administrate Complementary Colour Palette
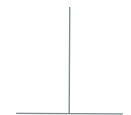
Pantone	Pantone	Pantone	Pantone	Pantone
1788 U	122 U	1505 U	429 U	7470 U

| Colour	Pantone	C	M	Y	K	R	G	B	WEB
Main Blue	7689 C	78	30	1	0	25	144	206	#1990CE
Green	382 U	57	0	100	0	128	190	0	#80BE00
Dark Blue	3035 U	100	78	49	58	0	38	58	#00263A
Light Gray	5455 U	9	4	6	0	236	240	241	#ECF0F1
Dark Gray	BLACK U 2	70	61	57	69	46	46	46	#2E2E2E
Yellow	122 U	7	20	100	1	241	196	15	#F1C40F
Orange	1505 U	0	44	100	0	244	156	20	#F49C14
Red	1788 U	0	81	79	0	232	76	61	#E84C3D
Medium Gray	429 U	45	25	31	6	150	166	166	#96A6A6
Extra Blue	7470 U	86	67	44	42	45	62	80	#2D3E50

Imagery

The brand imagery creation involves a system that allows for the combination of aspirational, conceptual imagery and dynamic lifestyle photography that is authentic, meaningful, and immersive.
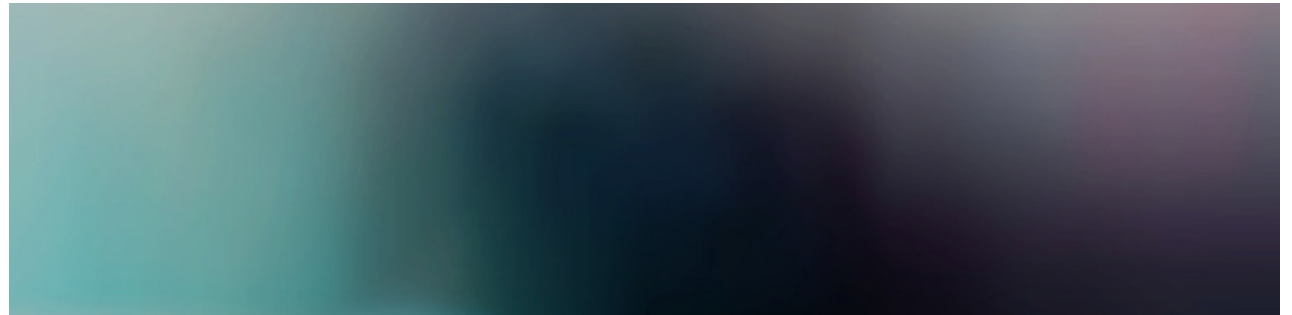
Administrate image style should visually unify the brand and keep enough diversity for future campaigns.

Categories of images:

1. Screenshots;

2. Illustrative, lifestyle photography;

3. Conceptual, abstract imagery;
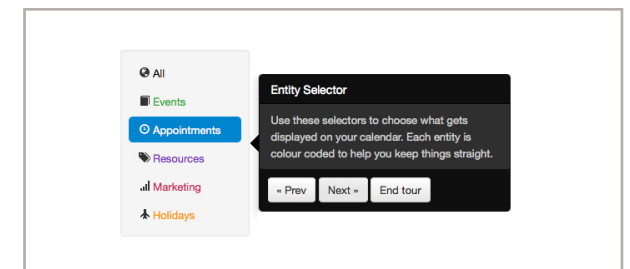
Typeface

As with our logo, consistent use of our corporate typefaces—Roboto Slab and Fira Sans—reinforces Administrate's brand identity.

Administrate Typefaces are Roboto Slab and Fira Sans. It is used for all Administrate Branding. Clean, distinctive and legible, they are available in a variety of weights to express both contemporary and technological qualities.

Roboto Slab Light is most used weight for Administrate marketing material titles. Fira Sans Light Light is always used for any body copy.

When a variety of size and weights is used the difference between them must be clearly recognizable. The contrast creates clear, strong and consistent designs.

Roboto Slab

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 ! @ £ $ % & * (

Fira Sans

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 ! @ £ $ % & * (

Web Typography

Headline 1 is Roboto Slab Light at 36px

Headline 2 is Roboto Slab Light at 24px

Headline 3 is Roboto Slab Light at 20px

Headline 4 is Roboto Slab Bold at 18px

Headline 5 is Roboto Slab Bold at 16px

Headline 6 is Roboto Slab Bold at 12px

Body Copy is Fira Sans Light at 16px