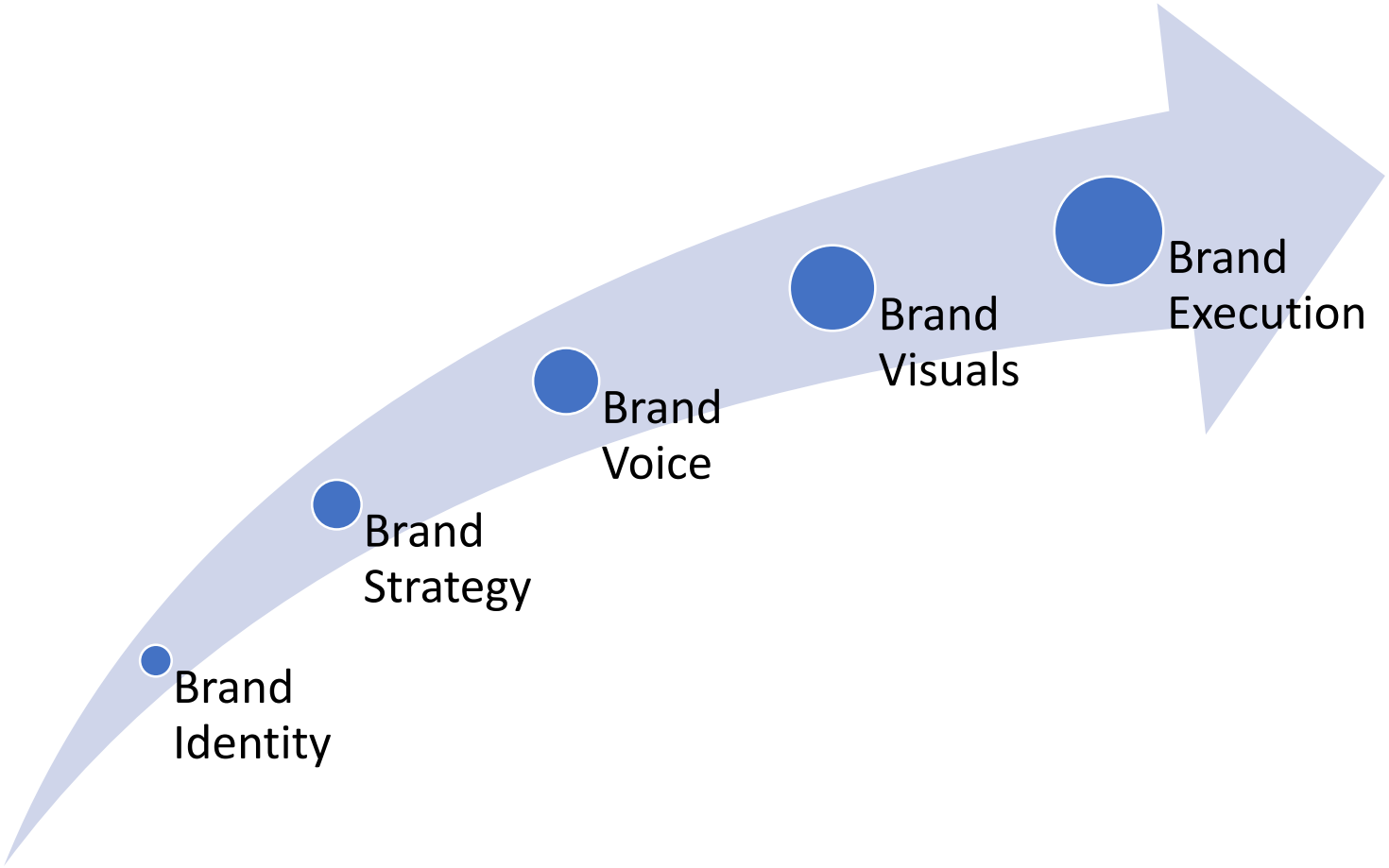
Scrum On

Our Brand

Introduction

Our Brand Standards



Brand Identity

History

Who we are

Scrum On is a boutique consulting and training company in Melbourne, Australia. We

Our customers

Our customer are primarily companies that build software products. They are tired of having failed and challenged projects and want to move to new methodologies to give greater value to their users and business partners.

We help them learn agile practices

Brand Strategy

Brand Touchpoints

Brand Architecture

Marketing

We have lots of competition and most are complete idiots with deep pockets.

Our brand needs to look modern and professional, but still an element of casual. We don’t want to go too casual as people misread this.

Customers

Once we have the customer, we tone it down and prefer talking over a whiteboard. We focus on the collaboration and understanding, and do not try to be bold and flashy.

We try to drive the idea it is every people just getting the job done; that is bring people back to business and not just process and procedure.

Our Brand Promise

Brand personality

Change Agents

Refreshing

Energising

Engaging

Experienced

Resolving

Pragmatic

Caring

Empirical

Mentoring

Chilled

Guiding

Professional

Realists

Natural

Innovative

Coaching

Masters

Listening

People

Brand Voice

Our message

Communicating our message

Our name

The name Scrum On is how many Scrum Trainers sign of emails instead of regards. It’s a way of saying one should keep on scrumming. It also conveys persistence and forging forward and gives encouragement to Scrum On

Agile (adjective)

There are many people out there that think agile is a methodology that can be sold or bought, e.g. We sell Agile services. This has resulted as Agile been treated as a product or a noun.

However agile is rather a mindset and a way of thinking and a minset. You can only be agile and think in an agile way.

Scrum On sees it as being nimble and adjusting as the situation around your changes through more learnings, better understandings and changes in market conditions.

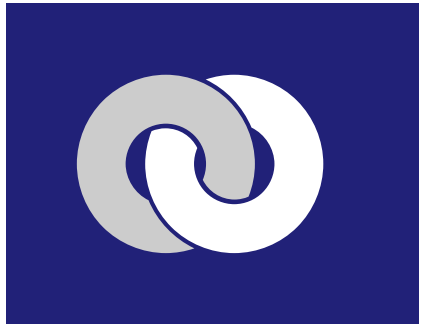
Our Tagline

Where agile happens

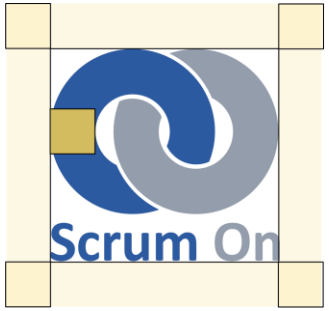
Brand Visuals

Logo

Logo variants



Spacing



Logo Don’ts

Fonts

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz01234567890

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz01234567890

Brett Hand

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz01234567890

Brett Sharpie

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz01234567890

Colours

R:44 G:90 B:160

R:147 G:157 B:172

Spacing

Logo variants

Logo Don’ts

Font

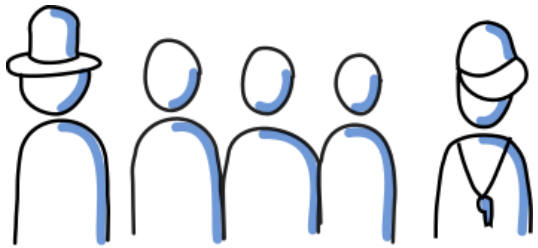
Calibri

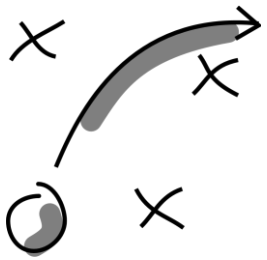
Calibri Light

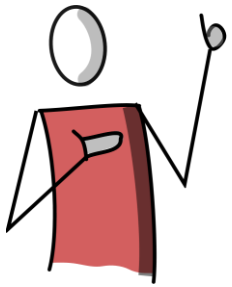
Brett Hand

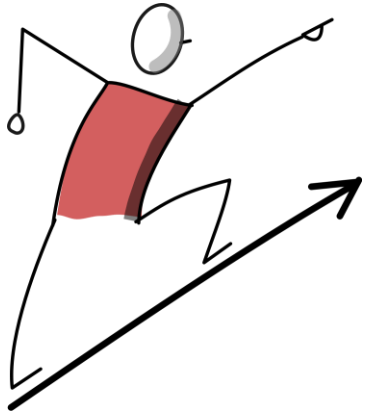
Brett Sharpie

Bikablo





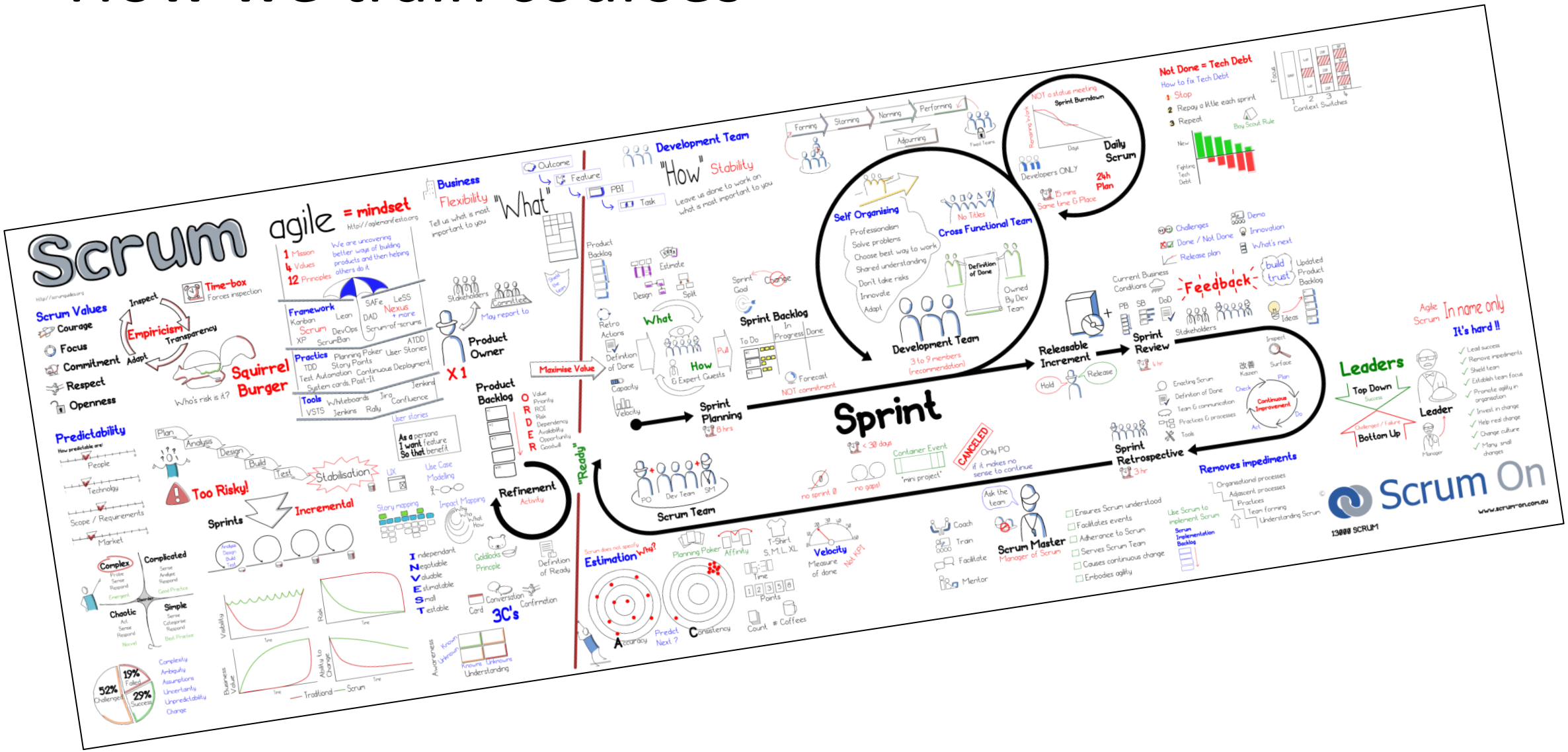




We are big fans of visual facilitation and we use a technique called Bikablo.

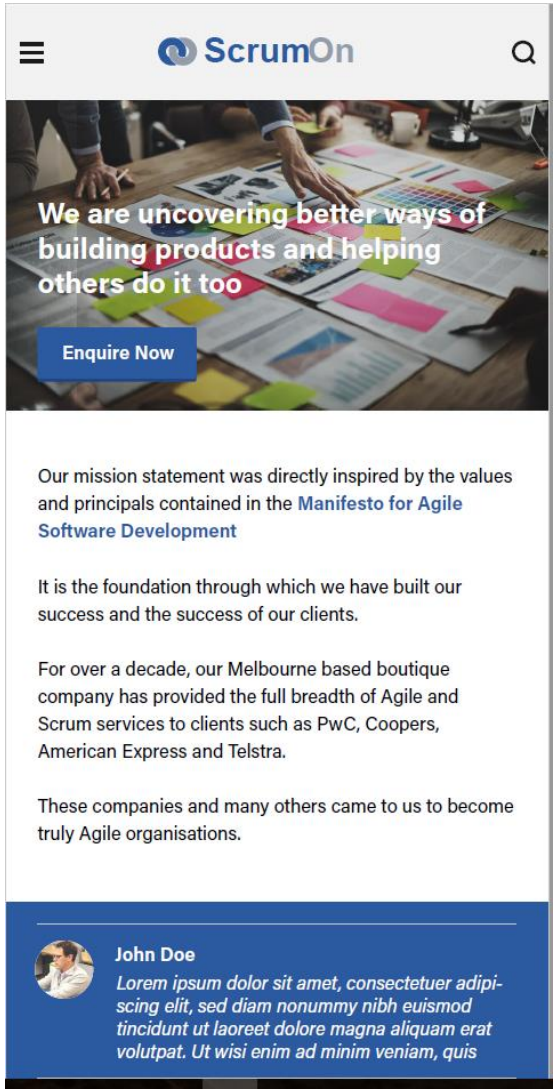
Brand execution

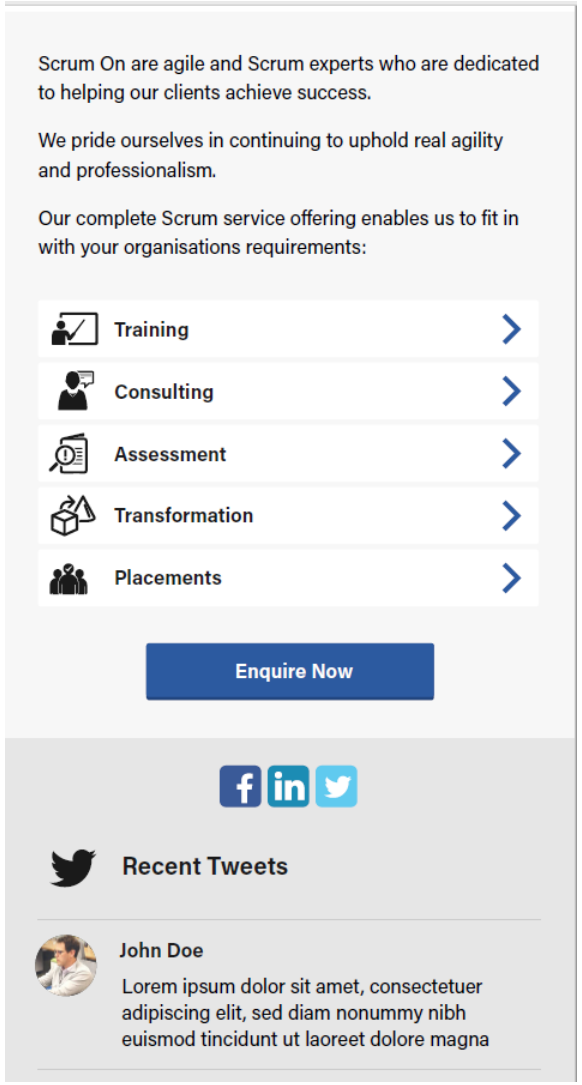
How we train courses



Some posters we put on walls

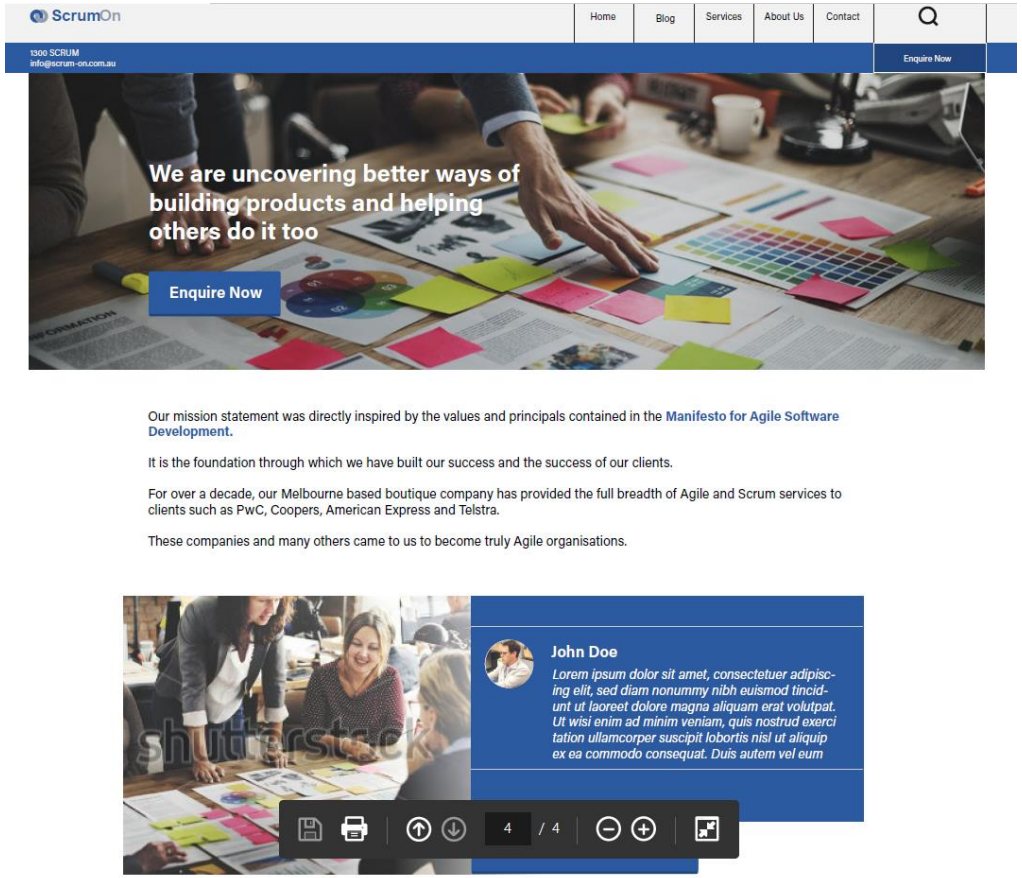
Web - Mobile

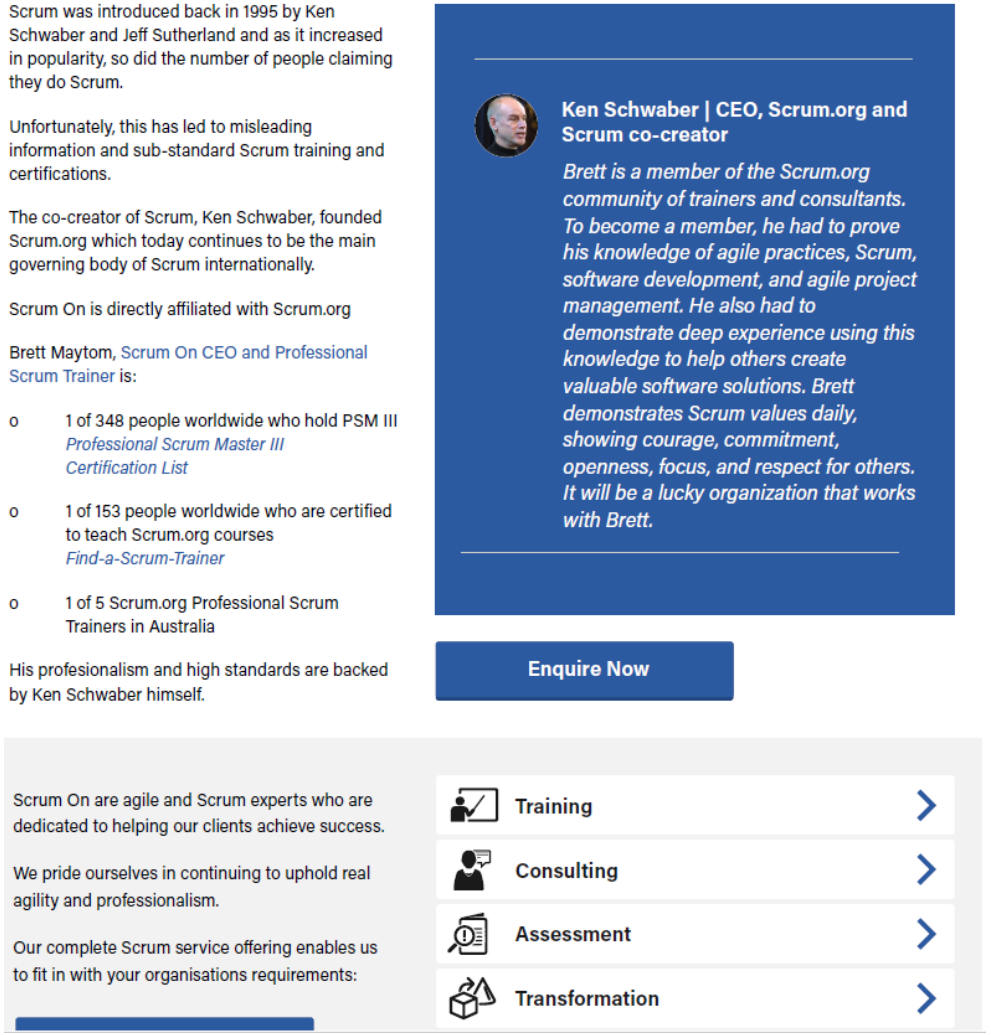

ScrumOn
We are uncovering better ways of building products and helping others do it too
Enquire Now
Our mission statement was directly inspired by the values and principals contained in the Manifesto for Agile Software Development
It is the foundation through which we have built our success and the success of our clients.
For over a decade, our Melbourne based boutique company has provided the full breadth of Agile and Scrum services to clients such as PwC, Coopers, American Express and Telstra.
These companies and many others came to us to become truly Agile organisations.
John Doe
Lorem ipsum dolor sit amet, consectetuer adipi-scing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis


Scrum On are agile and Scrum experts who are dedicated to helping our clients achieve success.
We pride ourselves in continuing to uphold real agility and professionalism.
Our complete Scrum service offering enables us to fit in with your organisations requirements:
Training
Consulting
Assessment
Transformation
Placements
Enquire Now
Recent Tweets
John Doe
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

ScrumOn
Are you having challenges implimenting agile?
Enquire Now
Professional Scrum Training
The experience from our courses will help you understand the techniques, philosophies, and challenges that Ken Schwaber and Scrum.org have learned through the years of formulating and coaching Scrum projects for all business sizes.
All of our courses are official Scrum.org Professional Scrum Training Courses.
The Professional Scrum training series:
PSM
Professional Scrum Master
Course duration: XX days
This is THE cutting-edge course for Scrum Master certification. Students are challenged to think in terms of the Scrum principles and empirical process theory as the foundation that serves the mechanics, rules and roles of the Scrum framework. Advanced tools that relate to behavioural shifts, working with people and teams, coaching and facilitation techniques are taught through team-based exercises.
Enquire Now
PSF
Professional Scrum Foundations
Course duration: XX days
PSD
Professional Scrum Developer

Web - Desktop


ScrumOn
Home
Blog
Services
About Us
Contact
1300 SCRUM
info@scrum-on.com.au
Enquire Now
We are uncovering better ways of building products and helping others do it too
Enquire Now
Our mission statement was directly inspired by the values and principals contained in the Manifesto for Agile Software Development.
It is the foundation through which we have built our success and the success of our clients.
For over a decade, our Melbourne based boutique company has provided the full breadth of Agile and Scrum services to clients such as PwC, Coopers, American Express and Telstra.
These companies and many others came to us to become truly Agile organisations.
John Doe
Lorem ipsum dolor sit amet, consectetuer adipisc-ing elit, sed diam nonummy nibh euismod tincid-unt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum
4 / 4


Scrum was introduced back in 1995 by Ken Schwaber and Jeff Sutherland and as it increased in popularity, so did the number of people claiming they do Scrum.
Unfortunately, this has led to misleading information and sub-standard Scrum training and certifications.
The co-creator of Scrum, Ken Schwaber, founded Scrum.org which today continues to be the main governing body of Scrum internationally.
Scrum On is directly affiliated with Scrum.org
Brett Maytom, Scrum On CEO and Professional Scrum Trainer is:
o 1 of 348 people worldwide who hold PSM III Professional Scrum Master III Certification List
o 1 of 153 people worldwide who are certified to teach Scrum.org courses Find-a-Scrum-Trainer
o 1 of 5 Scrum.org Professional Scrum Trainers in Australia
His profesionalism and high standards are backed by Ken Schwaber himself.
Ken Schwaber | CEO, Scrum.org and Scrum co-creator
Brett is a member of the Scrum.org community of trainers and consultants. To become a member, he had to prove his knowledge of agile practices, Scrum, software development, and agile project management. He also had to demonstrate deep experience using this knowledge to help others create valuable software solutions. Brett demonstrates Scrum values daily, showing courage, commitment, openness, focus, and respect for others. It will be a lucky organization that works with Brett.
Enquire Now
Scrum On are agile and Scrum experts who are dedicated to helping our clients achieve success.
We pride ourselves in continuing to uphold real agility and professionalism.
Our complete Scrum service offering enables us to fit in with your organisations requirements:
Training
Consulting
Assessment
Transformation