



Brand Guidelines

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www.clevagroup.co.uk



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01 Introduction

Based in Ware, Hertfordshire, ClevaGroup is a specialist IT services company which was established by Jamie Hassall in 2013.

We work with clients in multiple industries and have a proven track record as an outsourced IT provider.

ClevaGroup are committed to helping our clients to work smarter.

Service provision is varied and includes: technical support services; server/workstation installations and upgrades; business telephony; backup and disaster recovery; IT security; software development and cloud hosting.

The team are immensely talented, and as a business are certified Partners with Microsoft, 3CX, Dell, Cisco and Veeam.

The success of the business is due in no small part to the fact that the team pays so much attention to customer service and retention. We have therefore built an enormous amount of trust and respect within our customer base. Customer satisfaction, achieving service levels and KPIs run through the lifeblood of the business.

In 2016 the business identified the need to streamline the service offering in order to provide greater clarity and opportunity within the local marketplace.

As such the core proposition has been defined as an **outsourced IT provider**.

"Cleva Group provide a complete Outsourced IT solution to help you work smarter".





02 Mission statement

"To provide outstanding outsourced IT support that: **our clients** recommend to other businesses, **our connections & suppliers** select and recommend to their clients and **our employees** are proud of."

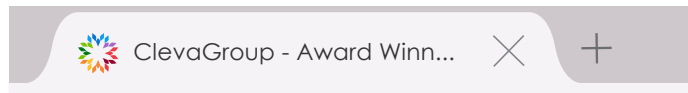
ClevaGroup is passionate about IT, great customer service and consistently achieving our KPIs.

We're dedicated to outstanding customer service and the values on which ClevaGroup was built: trust, security, integrity, quality, respect and customer commitment.

We believe you should always say what you mean (without jargon) and mean what you say. We always work hard regardless of who is (or isn't) watching and have our clients best interests at heart. That's why you can trust us to be your IT team, business partner, collaborator and problem solver.

No IT challenge is too big, and no client request too small. Talk to our team and you'll experience firsthand their passion, integrity and excitement about the work they get to do every single day providing the ultimate outsourced IT department for our clients to help them work smarter.

03 Identity



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1. Favicon 2. Primary 3. Secondary 4. Grayscale

Our brand identity defines how our business is perceived by the outside world. The components of the brand (name, logo, tone, tagline, typeface) are created by the business to reflect the value the company is trying to bring to the market our customers, potential customers and suppliers alike.

Our logo is contemporary, clean and colourful which represents the modern and energetic approach we bring to IT. Our visual identifier is circular shape which represents the holistic and 360° approach we have to service delivery as our clients' outsourced IT provider.

When using the identity, please be aware of the following:

- There is no minimum/maximum size
- The full colour logo must always appear on a white background
- The reversed out (white) version of the logo is available for the rare occasions it appears on a plain coloured background
- The full logo must always be used with the strapline
- The visual icon which is part of the logo may be used in isolation online e.g. as a favicon, social media badge etc
- When typed, ClevaGroup must always appear as one word with no spaces.

04 Personality

If our brand was a celebrity, it would be best described as...

Karren Brady



- Intelligent and plain speaking
- Personable and approachable
- Inquisitive
- Responsible
- Genuinely cares
- Trusted

Nick Woodman



- Knowledgeable but plain speaking
- Personal and approachable
- Friendly and good sense of fun
- Energetic
- Honest and real
- Trusted

Cheery

Creating an upbeat, energetic and positive atmosphere

Lucid

Simple and easy to understand, without the use of “techno-babble” or jargon

Engaging

Drawing in the audience with its warmth, wisdom and professionalism

Versatile

Always responsible, adapting to best suit the medium and be able to converse on the full spectrum of IT topics

Authoritative

Knowledgeable, understanding, trusted and experienced

The ClevaGroup tone of voice is all being a trusted and valued business partner.

As a professional, business-to-business brand ClevaGroup's tone of voice should never state negative personal opinions that may alienate clients, or be open to mis-understanding or mis-interpretation.

The ClevaGroup's tone of voice must always be professional, in-tune with businesses needs, be engaging and easy to understand.

In short, the tone is always **CLEVA**.

06 Typography

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz



Flexo

The main typeface for ClevaGroup is Flexo. It is a geometric sans typeface, with humanistic warmth. It is a synthesis of the geometric and the humanistic. It has both mathematical straightforwardness, and humanistic refinement. Flexo has a squarish design, making it stand out in many uses. It will shine in both headlines and text.

Use Flexo for all headlines and paragraphs. Refer to section 07 for the colouring options.

Online, the font is considered '**web safe**' and as such does not differ as it is safe and usable by all browsers and devices.

FontAwesome

Font Awesome gives you scalable vector icons that can instantly be customized - size, color, drop shadow, and anything that can be done with the power of CSS.

<http://fontawesome.io/>

R 2 G 122 B 28 C 88 M 27 Y 100 K 16 HEX #027A1C PANTONE 356	R 126 G 197 B 2 C 56 M 0 Y 100 K 0 HEX #7EC502 PANTONE 376	R 12 G 158 B 236 C 72 M 26 Y 0 K 0 HEX #0C9EEC PANTONE 299
R 13 G 121 B 215 C 81 M 50 Y 0 K 0 HEX #0D79D7 PANTONE 3005	R 166 G 105 B 199 C 42 M 67 Y 0 K 0 HEX #A669C7 PANTONE 7441	R 244 G 81 B 89 C 0 M 83 Y 60 K 0 HEX #F45159 PANTONE 178
R 152 G 2 B 47 C 26 M 100 Y 78 K 24 HEX #98022F PANTONE 207	R 254 G 142 B 53 C 0 M 54 Y 87 K 0 HEX #FE8E35 PANTONE 715	R 253 G 193 B 34 C 1 M 25 Y 95 K 0 HEX #FDC122 PANTONE 123
R 88 G 88 B 88 C 63 M 55 Y 54 K 29 HEX #585858 PANTONE 425	R 243 G 243 B 243 C 3 M 2 Y 2 K 0 HEX #F3F3F3 PANTONE 663 C 50%	R 255 G 355 B 255 C 0 M 0 Y 0 K 0 HEX #FFFFFF

07 Colour palette

Our colour palette comprises of the **9 colours** which make up the logo plus dark grey. There is a clear and concise hierarchy to use of colour within our marketing materials.

White is used as the background colour for all of our documentation, paperwork, website and core marketing collateral.

Dark grey is the colour used for text; body copy; headings, tables etc.

Light grey is the colour used for contrast and stand out of key information and is to be used on areas such as backgrounds and graphics.



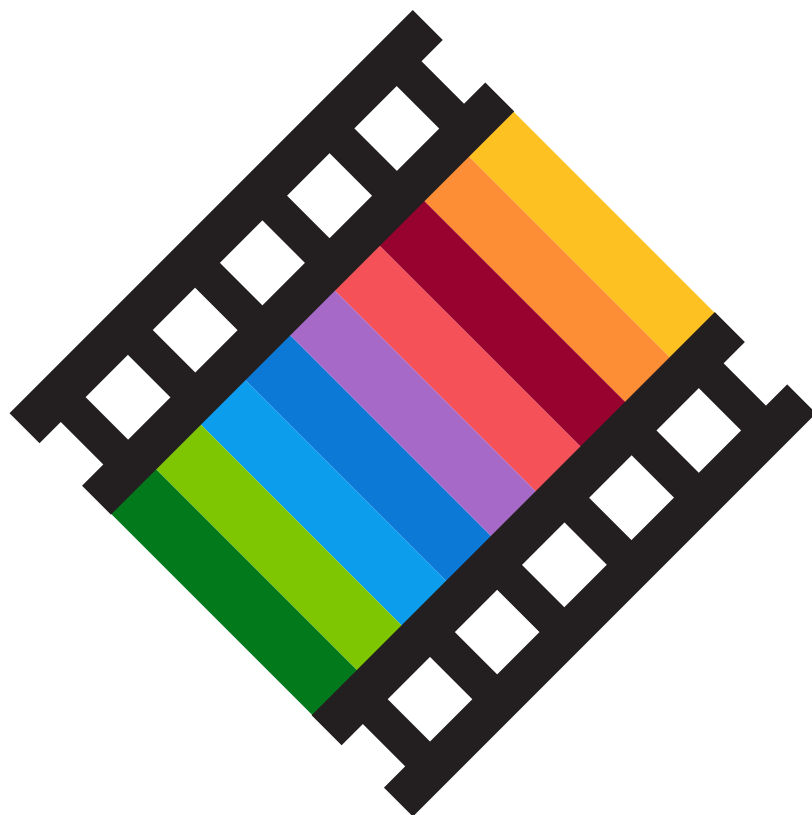
08 Images

At Cleva Group we believe in plain speaking and easy to understand communications. So, when it comes to our photography style, it is clear, bright, in-focus and colourful – just like our brand.

To bring to life our personal approach to IT, **people** should feature within photographs whenever possible.

As our buyer persona's business interests lay within a 25 mile radius of our Ware Head Office, any stock photography purchased should have a distinct UK feel to it. **Unique** photographs taken by the Cleva Group are to be used whenever possible, to ensure that it looks and feels real, local and genuine. Photographs people can **trust**.





09 Videos

At ClevaGroup we believe in plain speaking and easy to understand communications.

Like our photography style, all videos should be clear, bright, in-focus and colourful – just like our brand.

To bring to life our personal approach to IT, **people** should feature within videos whenever possible.

We are in the business of **problem solving** without confusing our customers with 'tech-talk' therefore video's should showcase our no-jargon approach and scripts should be simple, easy to understand and contain content you can trust.



For more information on the implementation of these guidelines, or to request logo artwork files, please contact:

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