Attest brand toolkit

Introduction

Hello! Welcome to the Attest brand toolkit. This document outlines all the elements that make our brand unique and recognisable, and sets some rules to ensure every touchpoint you create is on brand.

It is very important to have the Attest spirit in everything we do, so use this document for guidance, but most importantly, use it for inspiration to create new visual assets!

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01

Our brand

Attest

Vision

Inform every intuition. Dissolve any doubt.

Mission

Making it simple and fast to uncover opportunity with consumer data.

Growth without guesswork.

Brand persona

The supportive [01] pioneer [02]

We seek to determine new answers to old problems faster, better, and often.

We believe that challenging convention through insights at the right place and time can help us stay ahead of the game — and we want to make it easy for others to do the same.

We're here to empower, guide, and celebrate people on their own journeys of discovery as they seek to uncover the answers they're looking for.

Our voice is friendly, confident and upbeat.

01. Including others on the journey, guiding them step by step along the way.

02. Challenger spirit, pushing boundaries, trying new things and championing change.

Content style guide here.

Attest

- Focus on what users care about
- Say "we" or "us," not "the company" or "Attest"
- Say "you, "not "the user" or "the customer"
- Use inclusive language by not using slang, idioms, acronyms, and unusual abbreviations

We're friendly

We want everybody in communication with Attest to feel at ease. To show we're welcoming and approachable, we speak casually and conversationally.

Approachable, but not unprofessional
Warm, but not overly familiar
Inclusive

Voice and tone

- Speak with the active voice
- Make what we write scannable with things like formatting and bulleted lists
- Break down jargon and complex concepts

We're confident

We know our stuff. We're here to offer our expertise and support so that anyone using our platform can feel informed and in control.

Informative, but not dry
Helpful, but not overbearing
Expert, but not know-it-all

- Spread positivity
- Embrace emojis and exclamation marks (with great care and intent)

We're upbeat

We're passionate about getting insights, and we want people to feel and share that excitement with us.

Passionate, but not over-the-top
Empowering, but not annoying
Proactive, but not pushy

02

Our logo

Logo

The Attest logo is made of two parts, the triangle symbol and the wordmark.

When using our logo, always follow the guidelines in this document. They'll make sure our logo always looks its best.

Download here.

01.

03.

02.

01. Logomark
02. Wordmark
03. Logo

Logo variations

01.
Logo vertical

02.
Logo horizontal

Horizontal or vertical?

When you're using the logo, aim for maximum visual impact using either a vertical or horizontal logo lockup. Choose the one you need based on the size and layout of the space you're working with.

Minimum clearance

01.
Logo vertical

02.
Logo horizontal

To maintain the visual integrity of our logo, there are rules outlining the amount of clear space surrounding it.

The exclusion zone is determined by using the height of the 'A' from our wordmark and applying it as a border measurement in both vertical and horizontal versions of our logo.

This safe area is the minimum distance between our logo and other visual elements, such as text and graphics. It ensures our logo stays legible, and has maximum impact.

01.   Logo Vertical
02.   Logo Horizontal

Logomark

01.
Logomark
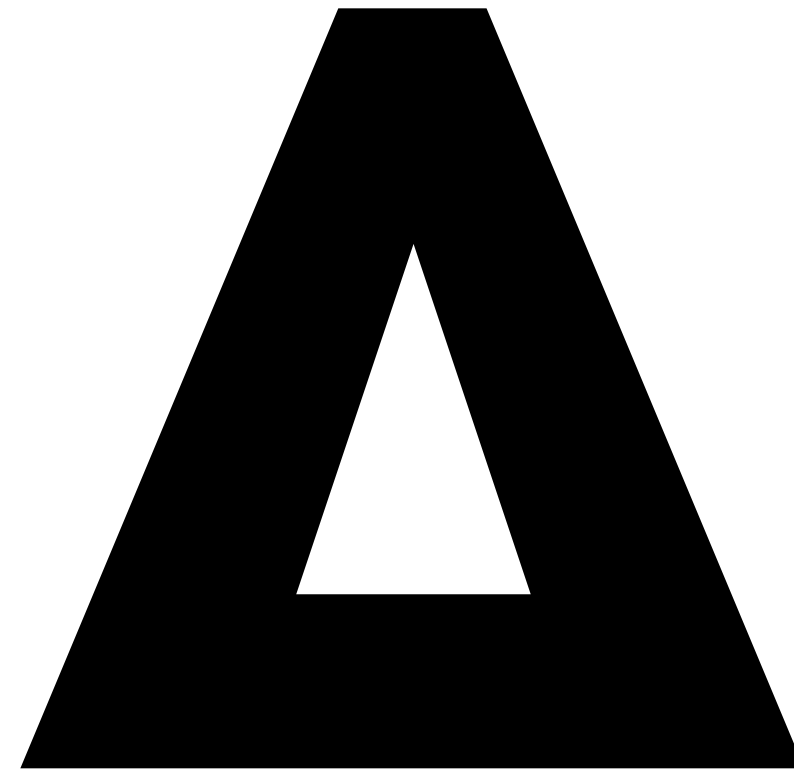
02.
Logomark keyline
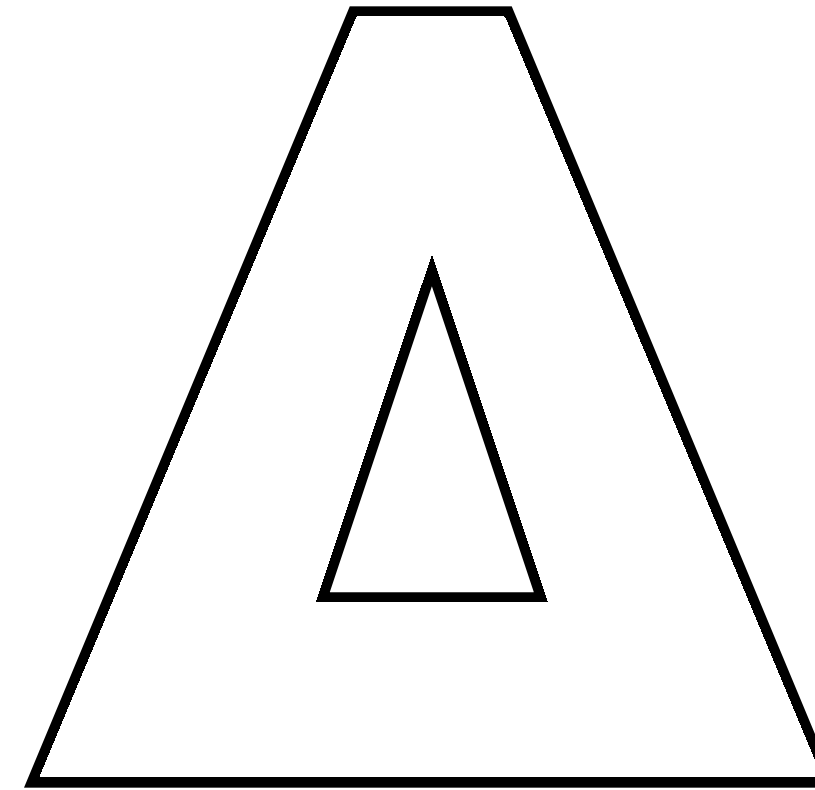
Logo in use

01.
Favicons, Linkedin

02.
Instagram, Twitter, YouTube

03.
App

The logomark can be used in an isolated form in circumstances where there is not enough space to use the full logo lock-up, such as favicons or social media profile images.

Logo misuse

Do not stretch

Do not change colours

Do not rotate

Do not use
wordmark on its own

Do not re-create using
another typeface

Do not change proportions

Do not add drop shadows

Do not add the tagline
in the lockup

Growth without guesswork.

Do not change
transparency

Do not use keyline
logomark with wordmark

Do not use logo as part of
a sentence

Events

Do not use on low
contrast backgrounds

Logo positioning – vertical and horizonal
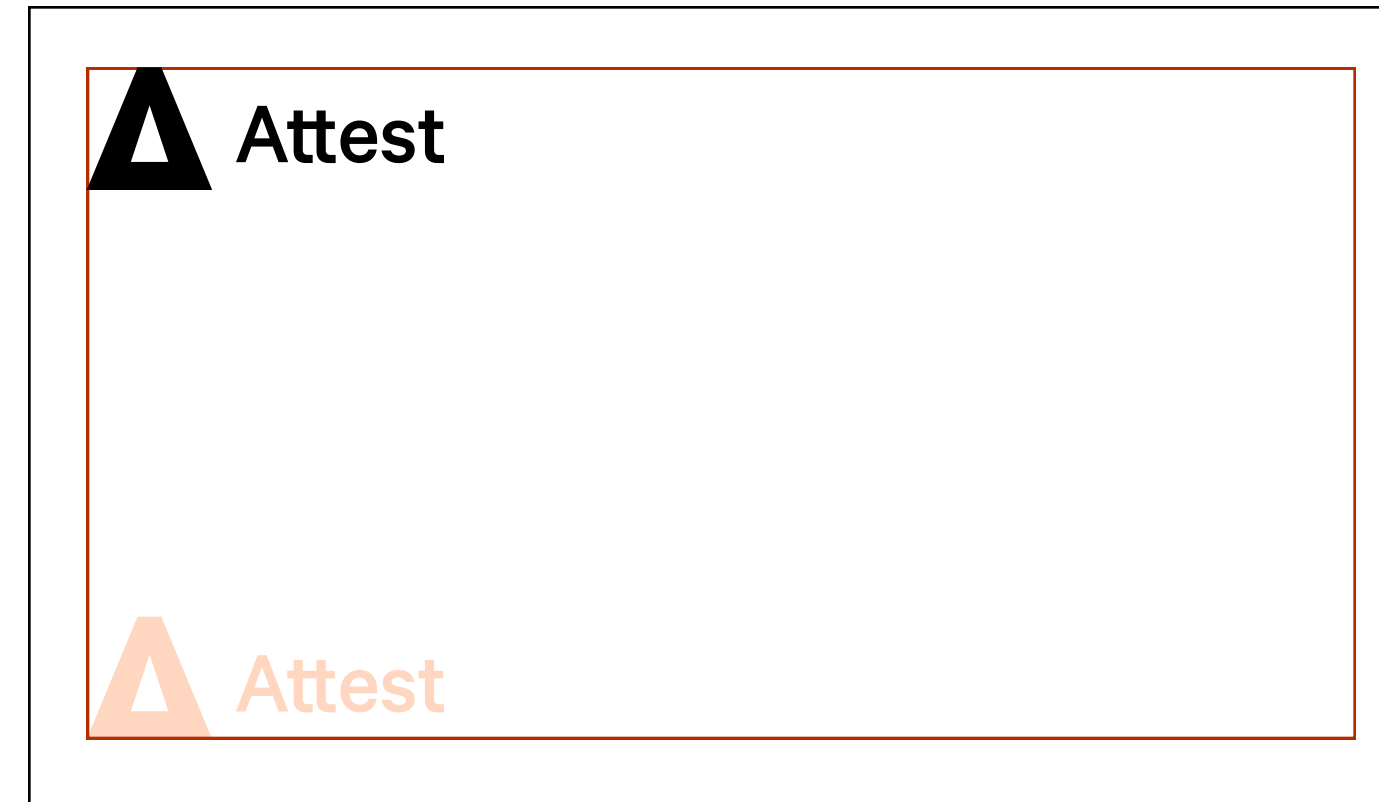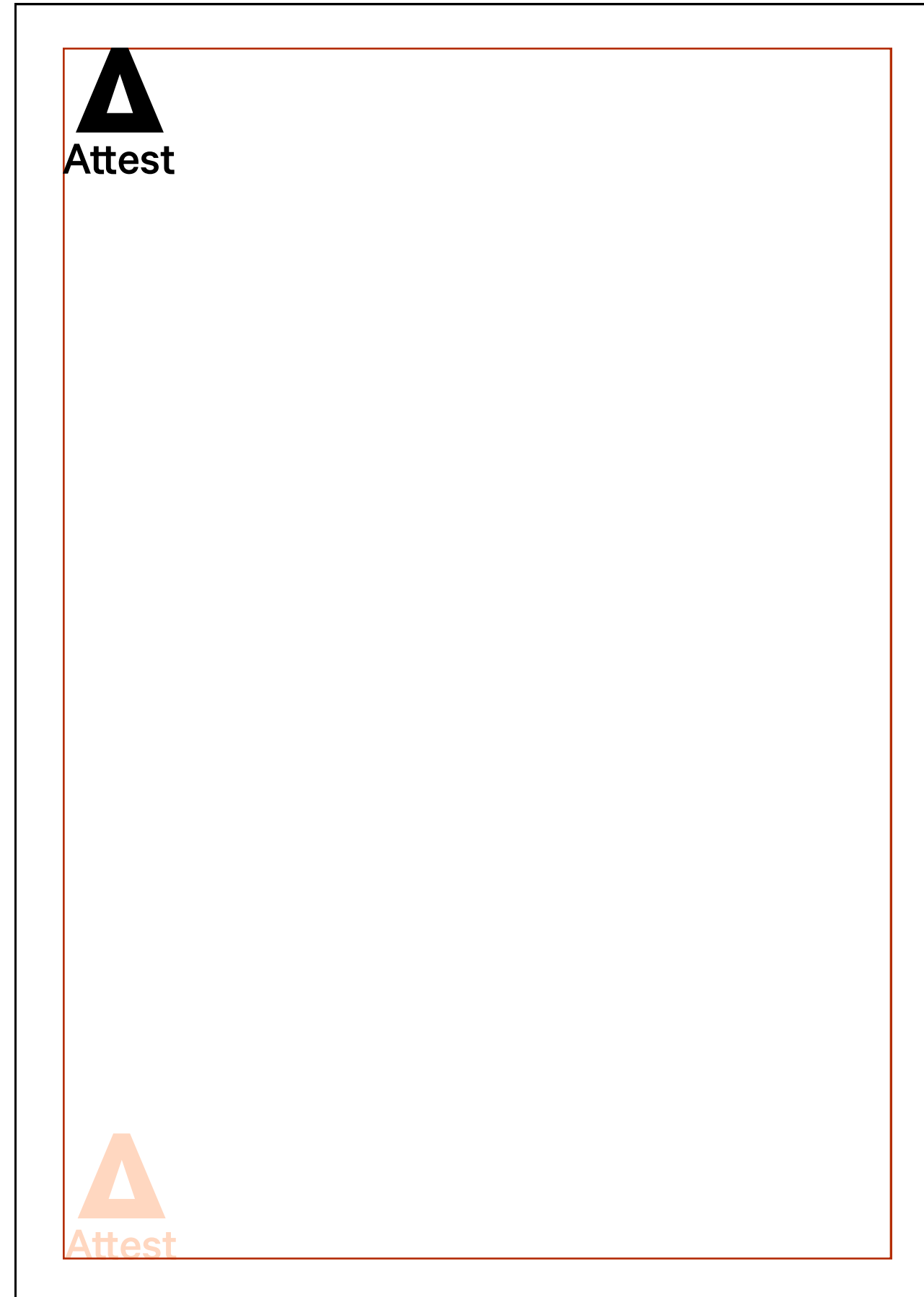
Our logo can be placed in one of two positions, with the version of the lockup depending on the aspect ratio of the medium.

Logo positioning – narrow areas
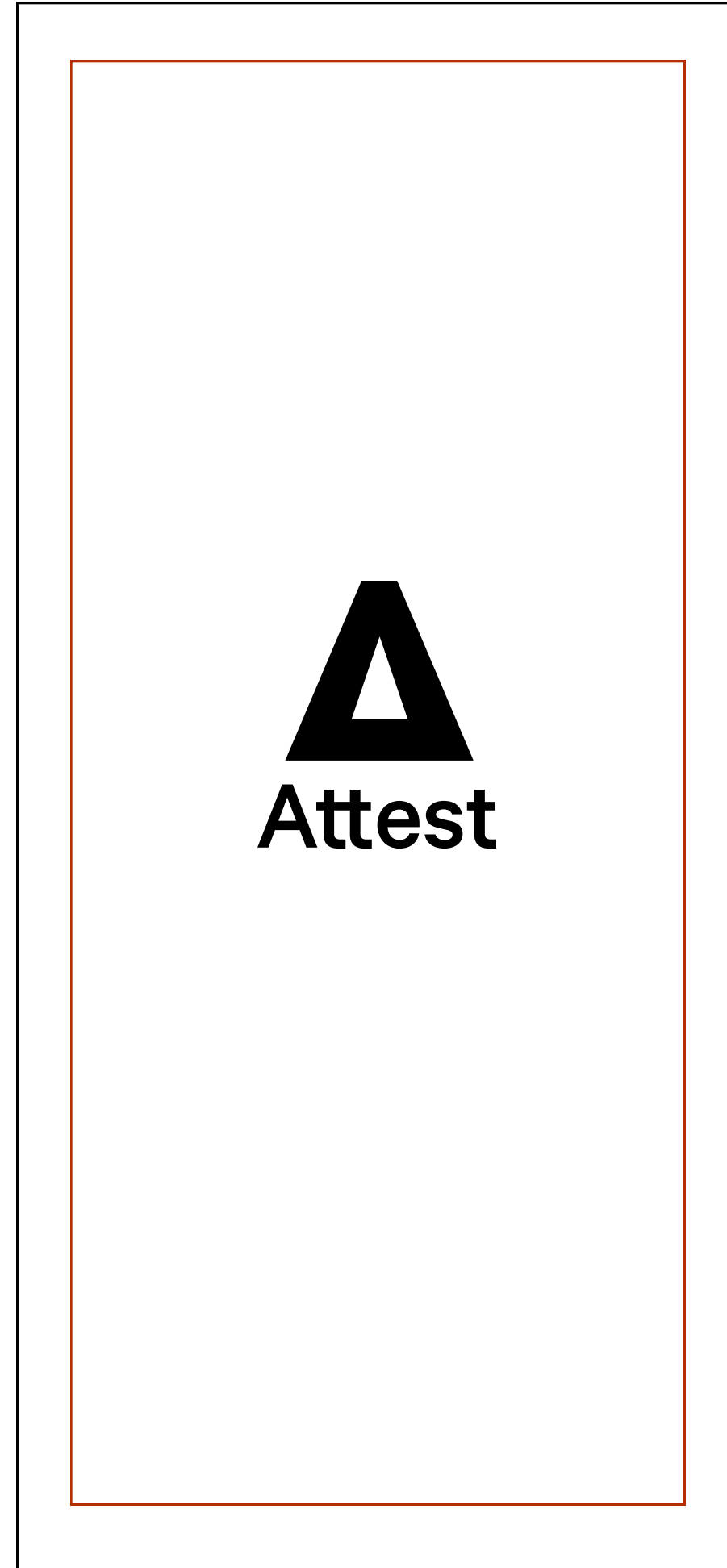
When working with narrow areas such as digital banners, the logo should be center aligned to achieve the right balance between all elements.

03

Colour palette

Primary colours

Colour helps convey the exciting and dynamic spirit of our visual system and retains the integrity of our brand: friendly, confident and upbeat.

Our core brand colour is **Firecracker,** our bold and energetic brand expression. We are considered in its use — only in places where we want to specifically draw attention and drive brand recognition:

- Our logo
- Cover of presentations
- The 'access' colour in our animations
- To reinforce our taglines and CTAs

We use 3 support colour tints: Light, Medium and Dark tint. We also use Black and White to achieve accessible color standards.

Print application:
We recommend sourcing the following paper stocks: G.F Smith Colorplan Mandarin G.F Smith Plike Orange.

Firecracker

R247 G95 B42
C0 M68 Y85 K0
#F75F2A
Pantone 1645 C

Firecracker Light

R25 5 G214 B191
C0 M16 Y25 K0
#FFD6BF
Pantone 939 C

Firecracker Medium

R255 G153 B102
C0 M44 Y57 K0
#FF9966
PANTONE 163 C

Firecracker Dark

R194 G66 B0
C0 M77 Y100 K14
#C14200
Pantone 1525 C

Black

R0 G0 B0
C70 M35 Y40 K100
#000000
Pantone Black 6 C

White

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF
Pantone White

Logo colour usage

In most cases our logo should only be applied using our core brand colours – Firecracker, White and Black.

Firecracker background
The White version of the logo must be used.

Firecracker Light background
The Black version of the logo must be used.

Firecracker Medium background
The Black version of the logo must be used.

Firecracker Dark background
The White logo must be used.

Black background
The White version of the logo must be used.

White background
Firecracker or Black version of the logo must be used, unless a printing process prevents us from doing so.

Secondary colours

The secondary colour palette should only be used sparingly as highlight or background.

While the secondary colour palette can also be used for body copy and titles, make sure it's still legible.

The range of colours in our secondary palette has been chosen for flexibility and tone setting.

Berry Light	Coral Light	Yellow Light	Green Light	Blue Light	Teal Light
R252 G197 B222	R253 G202 B195	R255 G230 B168	R182 G238 B203	R203 G231 B255	R179 G227 B240
C0 M22 Y12 K1	C0 M20 Y23 K1	C0 M10 Y34 K0	C24 M0 Y15 K7	C20 M9 Y0 K0	C25 M5 Y0 K6
#FCC5DE	#FDCAC3	#FFE6A8	#B6EECB	#CBE7FF	#B3E3F0
Pantone 2036 C	Pantone 4032 C	Pantone 7401 C	Pantone 2253 C	Pantone 2707 C	Pantone 628 C

Berry	Coral	Yellow	Green	Blue	Teal
R149 G4 B96	R244 G113 B109	R255 G205 B0	R64 G205 B138	R0 G107 B230	R71 G185 B217
C0 M97 Y36 K42	C0 M60 Y55 K4	C0 M20 Y100 K0	C69 M0 Y33 K20	C100 M53 Y0 K10	C67 M14 Y0 K15
#950460	#F4616D	#FFCD00	#3FCD89	#006BE6	#47B9D8
Pantone 234 C	Pantone 709 C	Pantone 116 C	Pantone 2412 C	Pantone 285 C	Pantone 637 C

Berry Dark	Coral Dark	Yellow Dark	Green Dark	Blue Dark	Teal Dark
R98 G0 B64	R140 G6 B16	R160 G86 B0	R1 G75 B47	R8 G42 B138	R5 G90 B108
C0 M100 Y35 K62	C0 M96 Y89 K45	C0 M46 Y100 K37	C99 M0 Y37 K71	C95 M69 Y0 K46	C95 M17 Y0 K58
#620040	#8C0610	#A05600	#014b2f	#072A89	#055A6C
Pantone 2357 C	Pantone 1955 C	Pantone 118 C	Pantone 3308 C	Pantone 287 C	Pantone 7470 C

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Neutral colours

Our neutral colours gives us flexibility to create hierarchy, contrast and legibility in our page layouts.

Where to use pure Black:
- As background/text for our buttons. This way they stand out ever so slightly.
- For all our borders and illustration strokes.
- For our footer background colour.

White

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

Neutral/Lightest

R244 G245 B248
C2 M1 Y0 K3
#F4F5F8

Neutral/Light

R230 G234 B237
C3 M1 Y0 K7
#E6EAED

Neutral/Base

R190 G201 B212
C10 M5 Y0 K17
#BEC9D4

Neutral/Dark

R101 G115 B129
C22 M11 Y0 K49
#657381

Neutral/Darker

R42 G48 B54
C22 M11 Y0 K79
#2A3036

Black

R0 G0 B0
C100 M100 Y100 K100
#000000

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Colour usage proportions

It is important to consider the way color is experienced as part our brand. The recommended proportions opposite give an indicative guide for how we use colours as a visual tool to create a unique richness and expression in our communication.
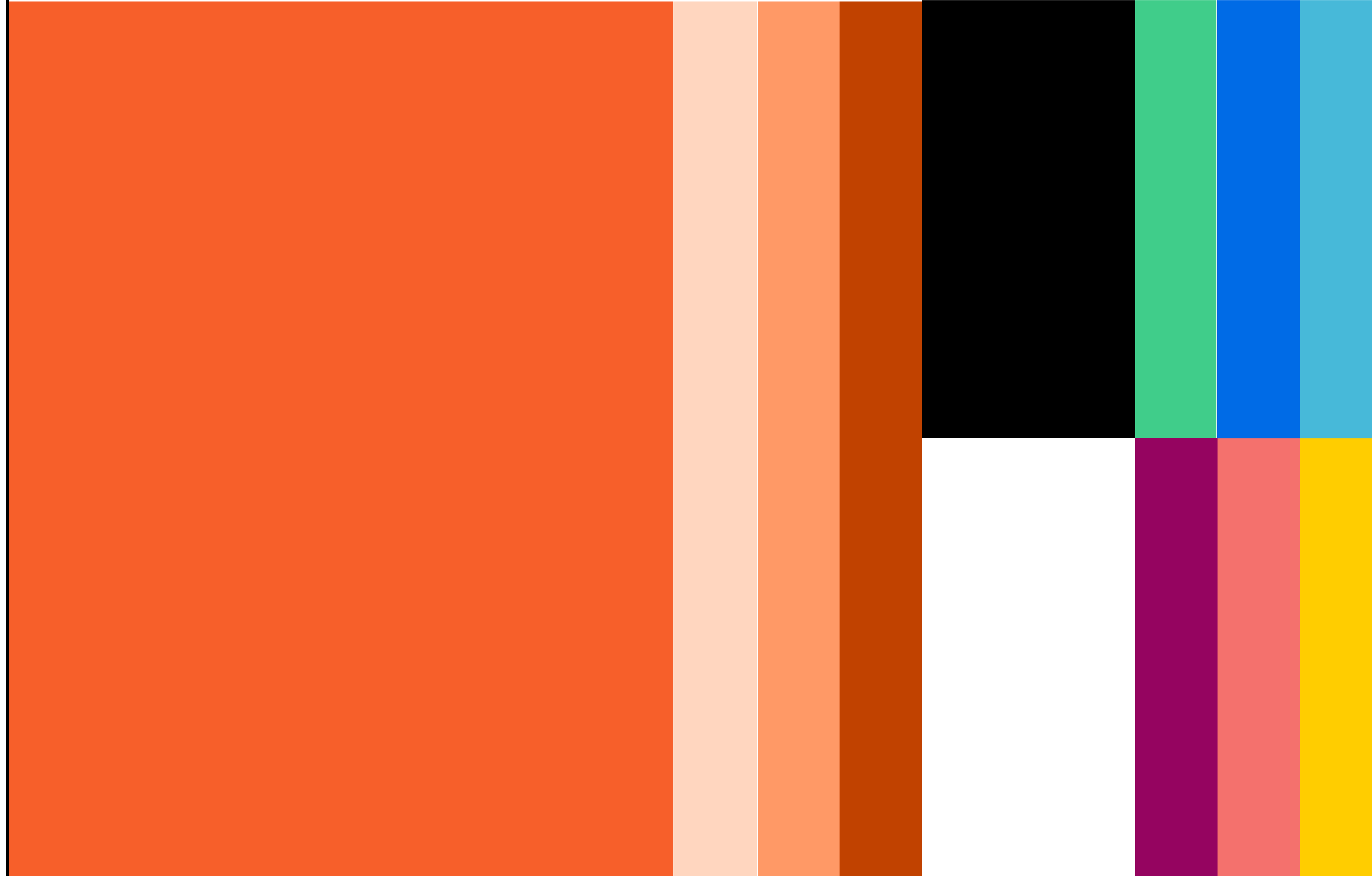
Text colour pairings

Growth without guesswork

Growth without guesswork

Growth without guesswork

Growth without guesswork

Growth without guesswork

Growth without guesswork

Growth without guesswork

Growth without guesswork

Growth without guesswork

Growth without guesswork

Growth without guesswork

Growth without guesswork

To ensure that our brand colours are applied in a consistent and accessible way throughout all of our communications, we have a set of rules for colour combinations when using type on coloured backgrounds.

We predominately use Neutral Dark (#2A3036), not pure Black on light brand colour backgrounds. Alternatively we may combine White/Neutral Dark text on some medium colour background where legibility is guaranteed.

We always try to keep a playful range of colour combinations to compliment our brand persona characteristics.

No pure Black text:
- Pure Black text (#000000) can can cause eye strain when users read the text over an extended period.
- Avoid using Black body text on Firecracker (or reversed).
- Always use our Neutral Darker colour (#2A3036) for text.

04

Typography

Our typography is distinct, dynamic and helps provide clear hierarchy, amplifying our key messaging and calls to action. Use typography to build drama and emotion, ensuring our messaging stands out from competition and becomes instantly recognisable.

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Calibre

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Type specimen

Calibre Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwZz
1234567890!@£$%^&*

Calibre Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwZz
1234567890!@£$%^&*

Calibre Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwZz
1234567890!@£$%^&*

Our signature brand typeface is Calibre. It works in a wide range of sizes providing impact for large applications while making small copy lines also legible. This typeface translates well to both printed and on-screen presentations.

We use it in one of the three weights – Regular, Medium and Bold. It is one of the integral components for all our brand materials.

Note: Our alternative typeface is 'Inter'. When Calibre is not available (Google Slides, Docs) please defer to the use of Inter.

Download Calibre
Download Inter

Hierarchy

01.
Headline

5 words or less
Calibre Medium
Sentence case
Tracking: -10
Leading: 90%

02.
Subtitle

Calibre Regular
Sentence case
Tracking: 0
Leading: 100%

03.
Body copy

Calibre Regular
Sentence case
Tracking: 0
Leading: 110%

Winning at E-Commerce in 2021

Your key questions answered.

How hungry are Americans for subscription offerings?
How can brands build a thriving online customer base?
Which categories are best suited to direct sales?

Create a clear and efficient information hierarchy by applying a limited number of type sizes and weights. As a general rule, the fewer type styles we use within our communications, the better. Two styles is ideal; three styles is our maximum.

We use Calibre medium for most headline copy. For standard communications, we use a combination of Bold, Medium and Regular weights in both digital and print.

Our headlines and body copy are in sentence case. Where possible, we left align headlines and text-heavy copy so it's easier to read.

Kerning

Example text:
Text size 220pt
Tracking value −5

Kerning is the spaces between letters which control the number of characters on a line. They contribute to the visual appeal and legibility of text. Adjusting the letter spacing may apply to pairs of letters or entire blocks of text.

The default tracking setting for our typefaces is 0, but in some cases we can tighten the spacing by decreasing the value to between -5 and -10. When kerning type, the aim is to ensure an even rhythm and consistency to the visual spacing between letters. Spacing between word pairs may need individual attention, particularly at larger sizes.

Growth

Example title:
Text size 180pt
Leading: 250pt

It's growth without guesswork.

Leading (also called line spacing) has a major effect on legibility and influences the look of the final piece. It should be carefully considered and well executed to achieve a clean result.

In situations where the type is particularly large (titles) we can make the line spacing tighter – in most cases this is around 90% the point size of the type being set. In situations where the type is particularly small, we can increase the spacing – in most cases this is around 110% the point size of the type being set.

05

Layout

Margins

The first step to creating your layout is to define the margins – the area surrounding your content that provides some breathing room between it and the edges of your application.

Defining the margin size will depend on the type of application you are designing, its content and how it will be seen. This example uses the minimum clearance measure of our logo as a measurement to allow the right balance between the page margins and the logo.

x

Attest

Growth without gue
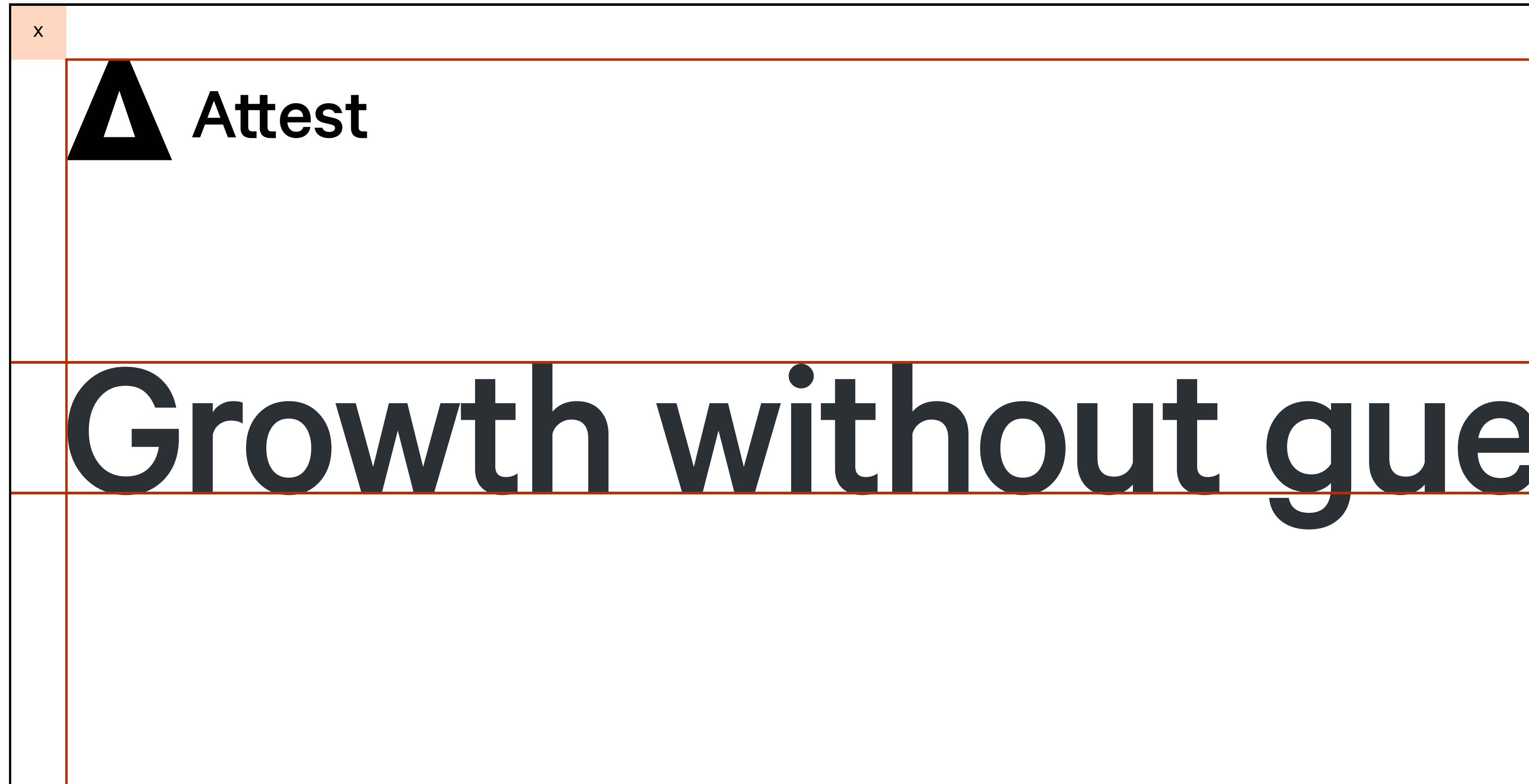
Grids

01.
Define columns
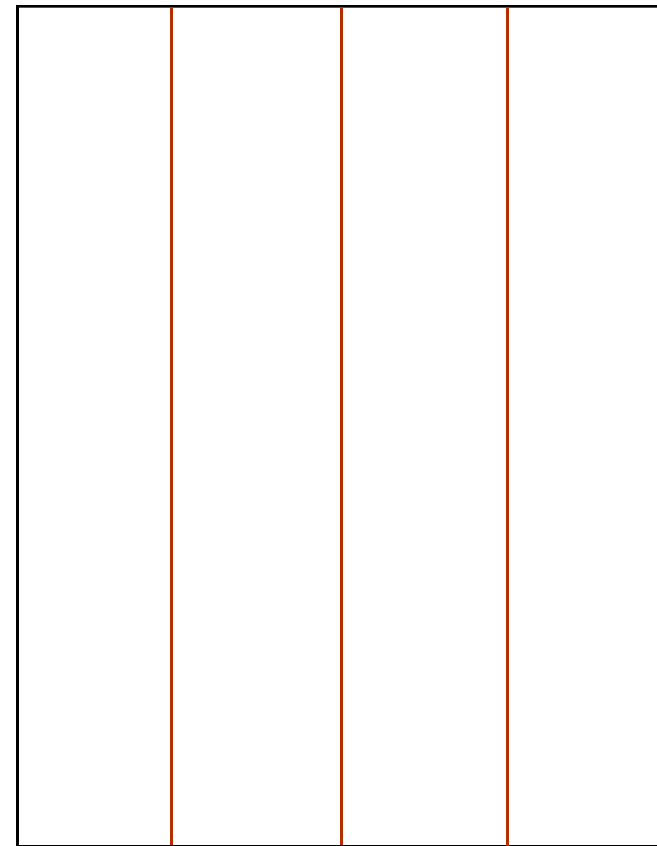
02.
Define margins
1/3 of the column width
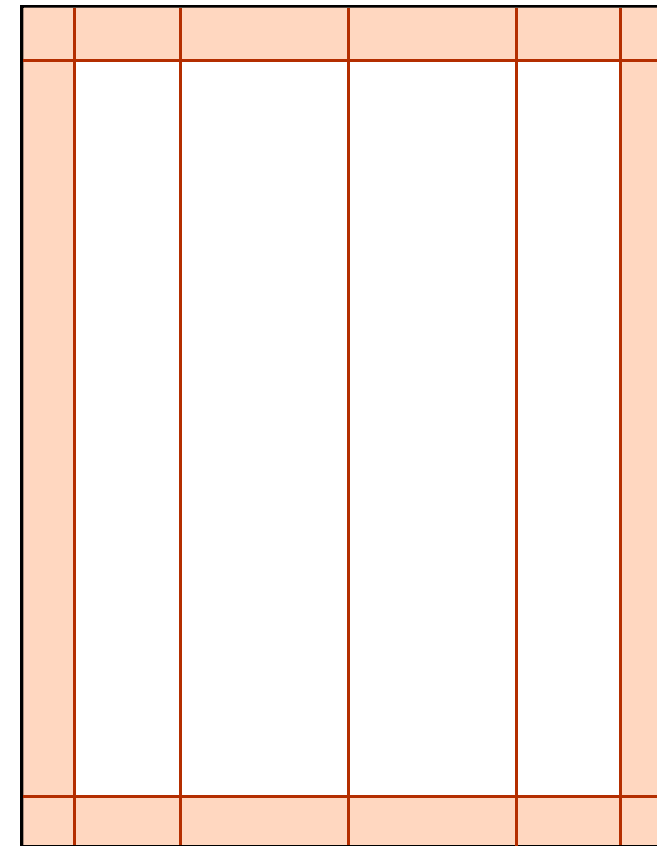
03.
Define gutters
5-15% of the column width
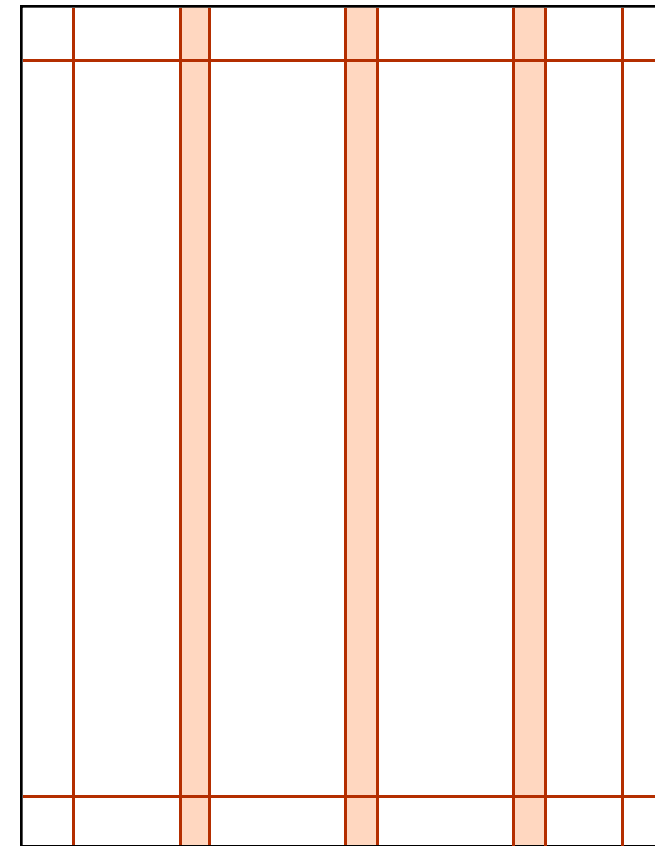
Example grid title

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Et tempor donec eget quis dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ultricies sapien vitae.

Attest

Example grid title

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Et tempor donec eget quis dui.

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Grids provides flexibility for combining text with images in a number of ways, with a consistent design framework across all formats and applications.

Column grids
Use the column grids to ensure all elements are aligned, balanced and proportional, creating strong professional communication. The number of columns we use in our grids are always evenly divisible into 12, which gives us the options of a 12, 6, 4, 3 or 2 column grid. The simpler the layout and elements, the less the amount of columns we use.

Gutter
The small amount of space given between columns ensures content and columns of text are given breathing room. In most cases 5-15% the width of the columns being used provides an appropriate gutter size.

Alignment

▲ Attest

Growth without guesswork.

Growth without guesswork.

▲ Attest
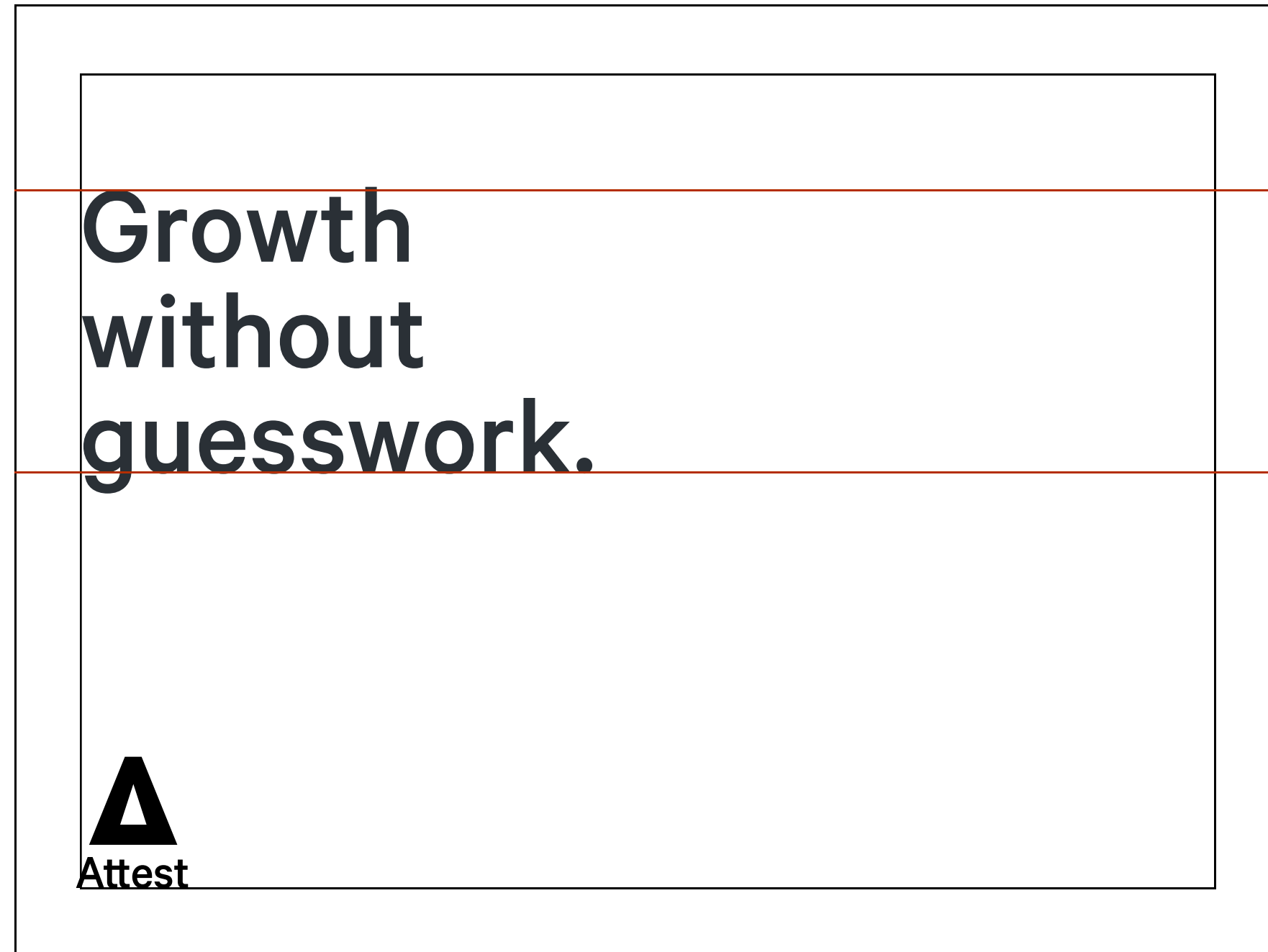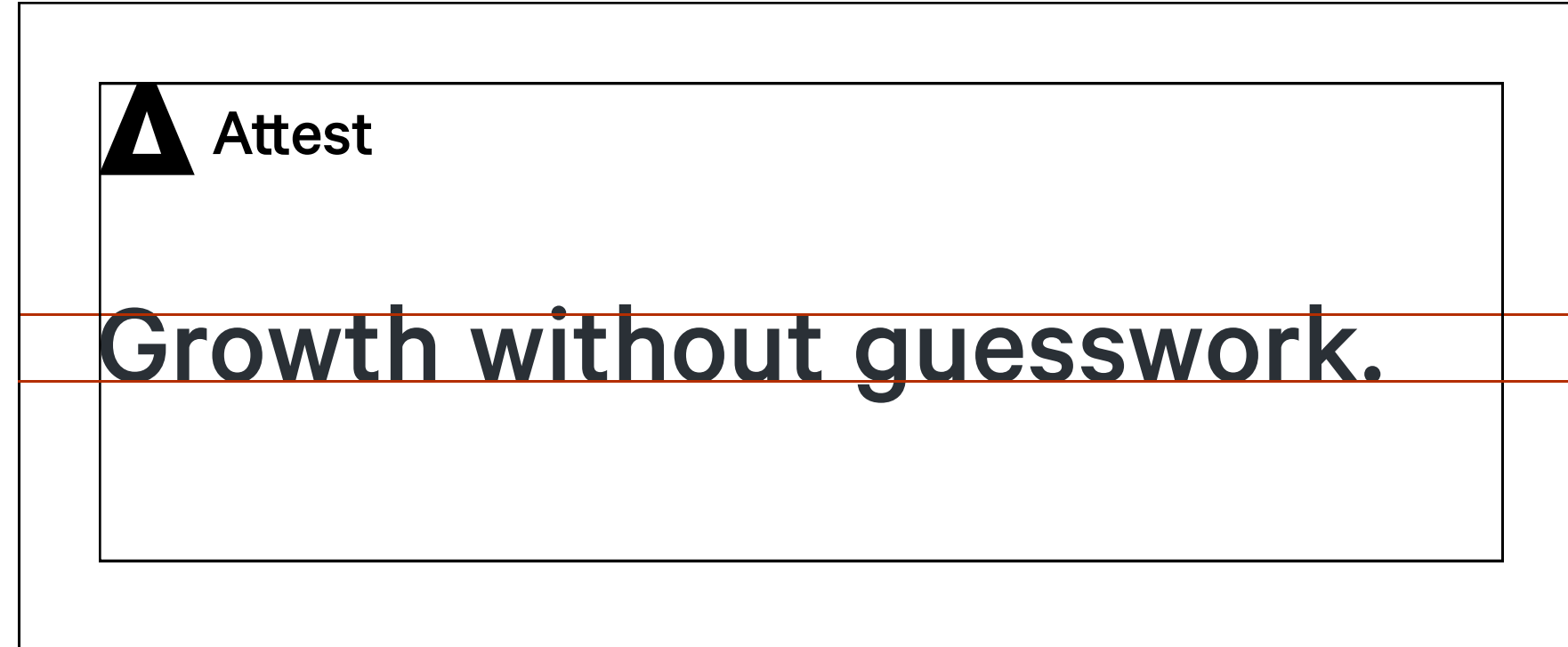
We recommend to use left alignment for the copy in hero layouts. It provides the eye with a constant starting point for each line, making text easier to read.

Never use right alignment or justified, as it will lead to unbalanced layouts and will be inconsistent with our master logo and general brand alignment.

06

Design system

Overview
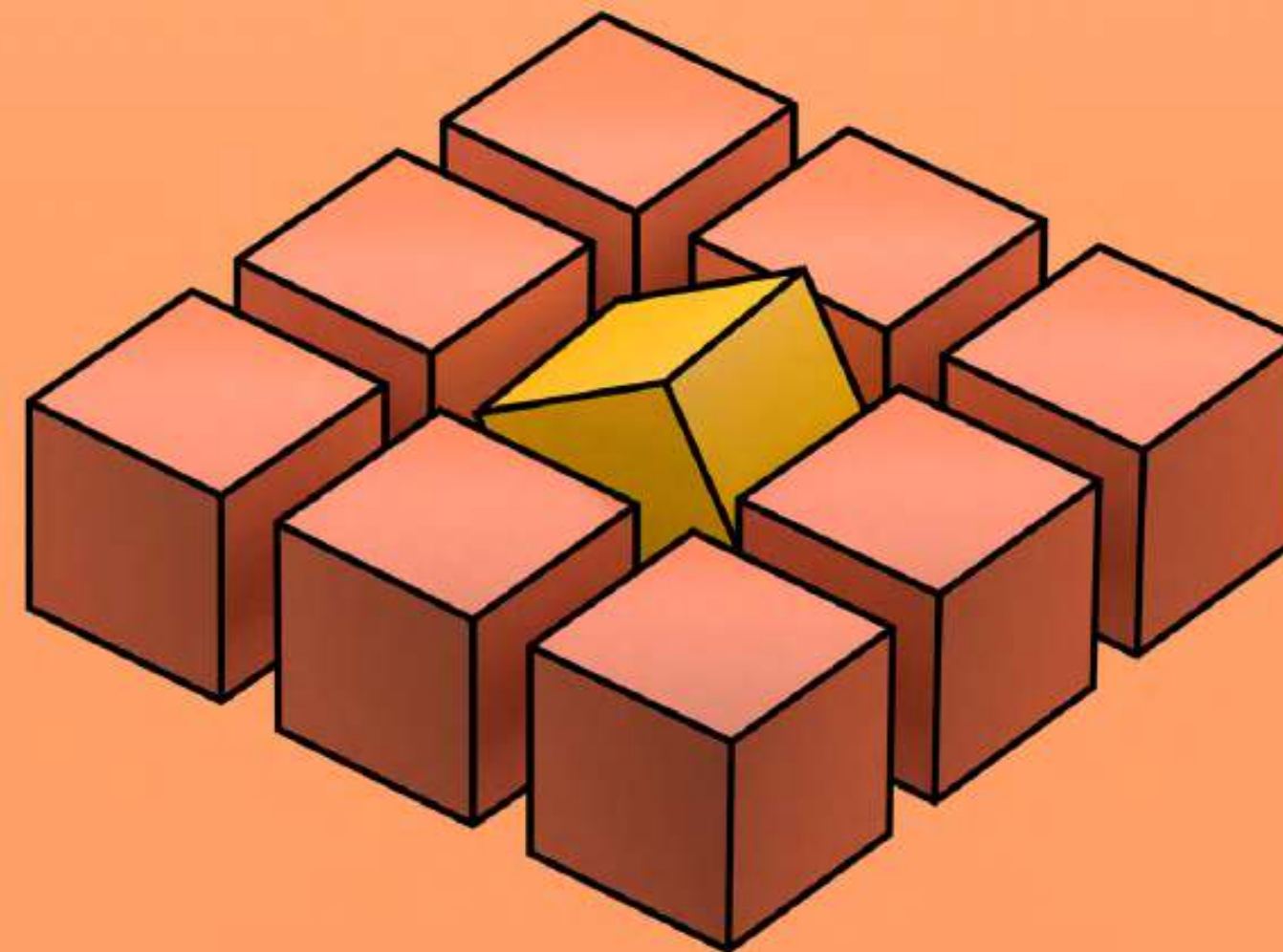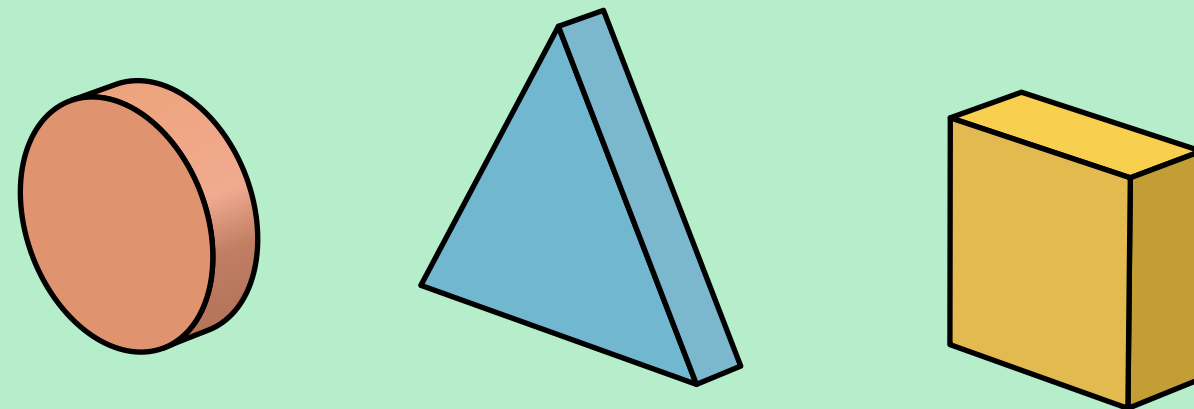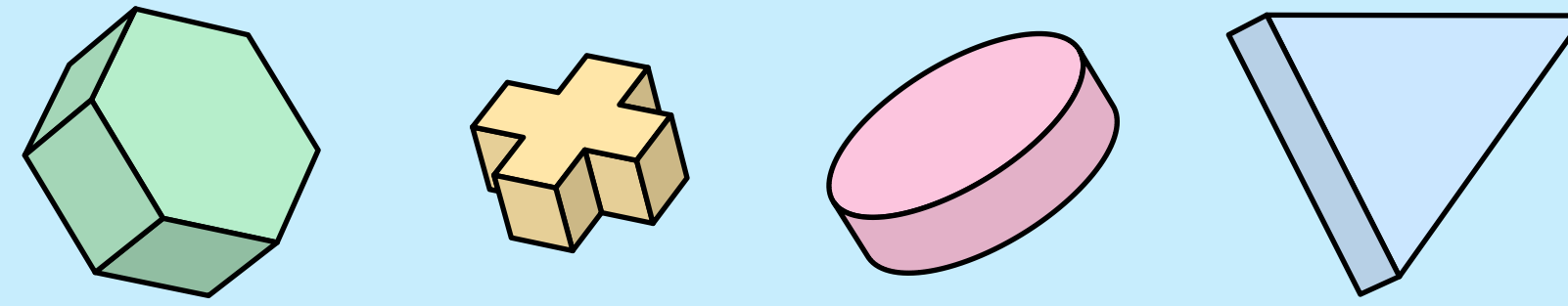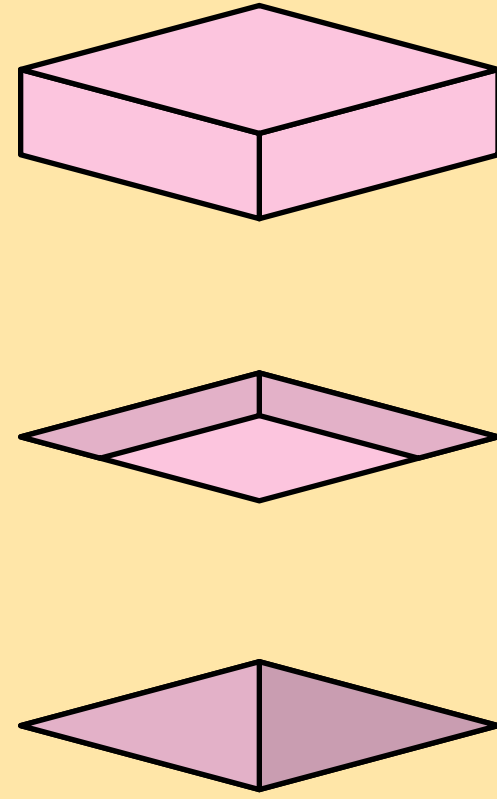
Our design system gives us the tools to create a uniquely rich and diverse brand that has enough flexibility to communicate using different techniques and tonality.

We use the concept of **'new space to discover'** to connect every aspect of the brand together – via 3D illustrations, graphical keylines and vibrant colours.

Our 3D shapes have been created using rendering software to add a level of depth and dimension to the visual compositions.

To finalise this process we add a black keyline on top of the shape which becomes a key aspect of our brand look and feel.

This section will show how these different graphic applications allow us to express our brand idea in varied ways.

Download the pack here.

Hero illustrations – base
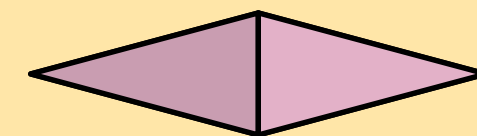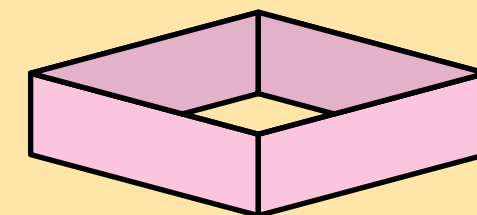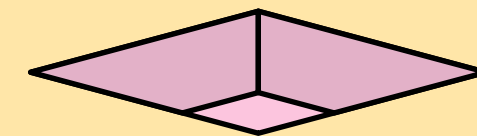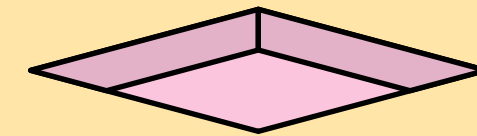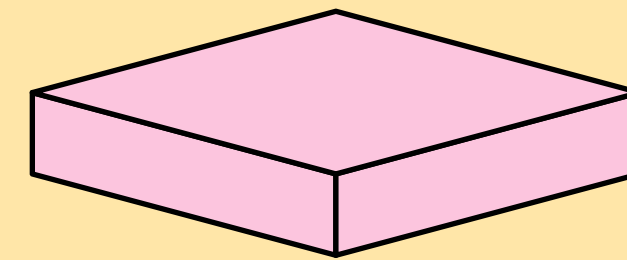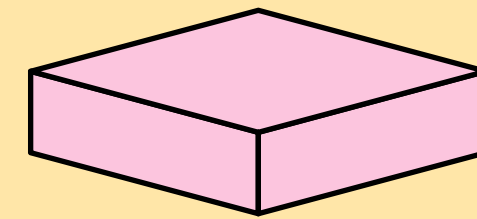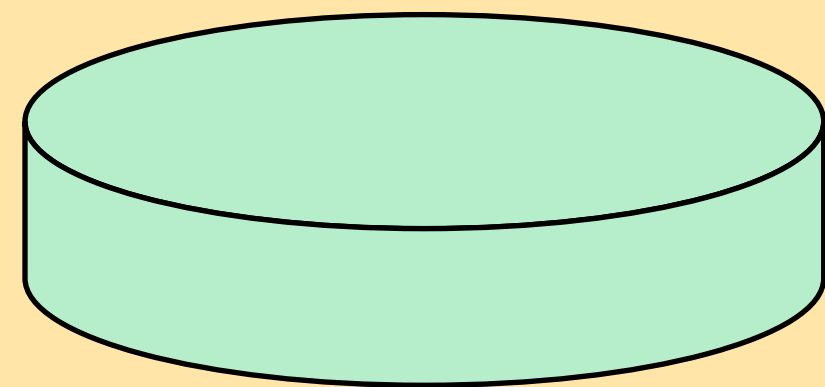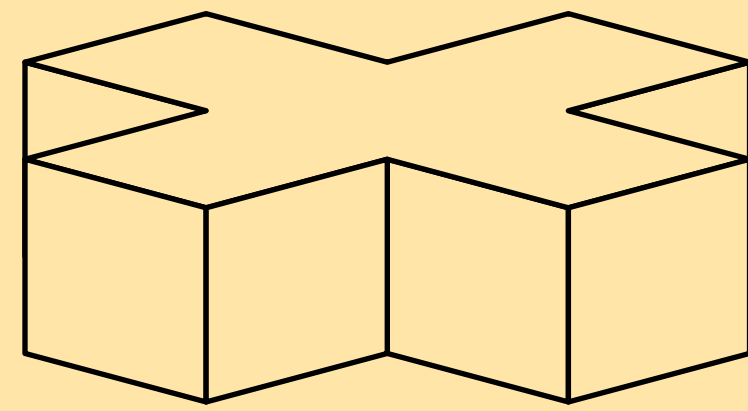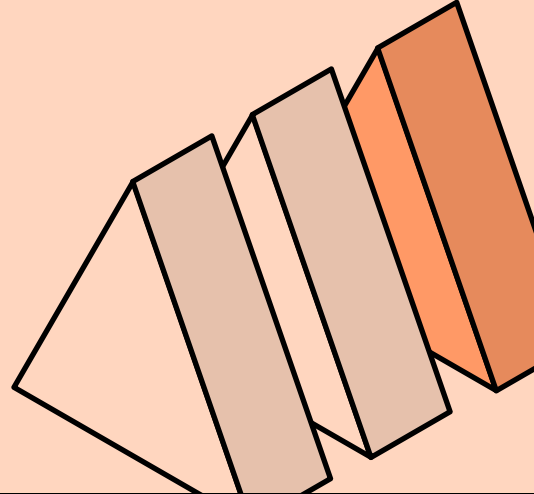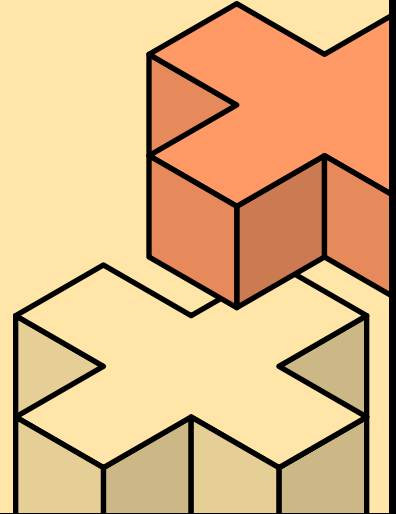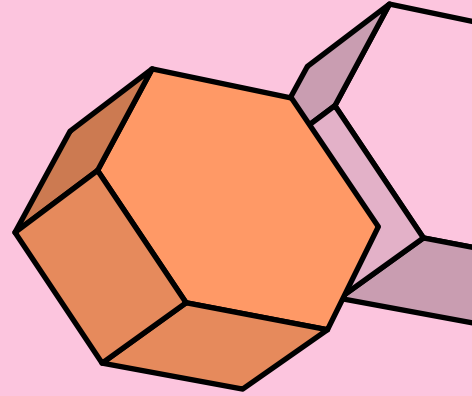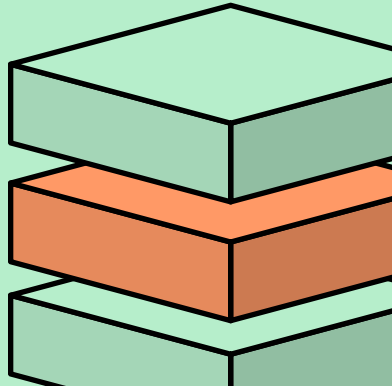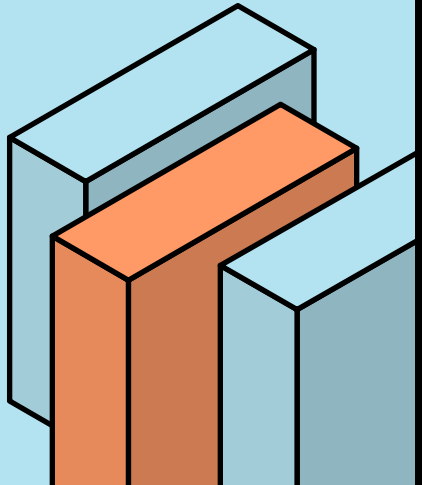
Single base illustrations are mostly used to contain product screens and achor compositions in a simple and proprietary way. It adds impact and personality when used in certain contexts and adds to our sense of illusion.

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Use the provided 3D shapes (cylinder, hexagon prism, cross, triangle or cuboid) along side product or photography. Add free flow 3D illustrations to extend the enrich the visual composition.

Templates to get you going

Get your brand survey live in a few clicks, designed by our our team of in-house team of experts.

Track brand awareness

See template

Get to know your consumers

See template

Test creative & track campaign effectiveness

See template

Analyse competitors & new markets

See template

Industry research template

See template

Need a specific survey?

See all templates

← →
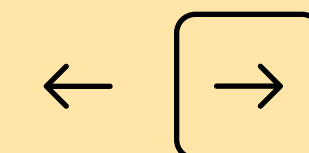
Hero illustrations – free flow

Free flow is range of 3D illustrations that help us bring a sense of dynamism and motion to our visual compositions. This set of shapes adds to the playful and freindly theme of our brand.

We currently have a library of 5 free flow 3D shapes.
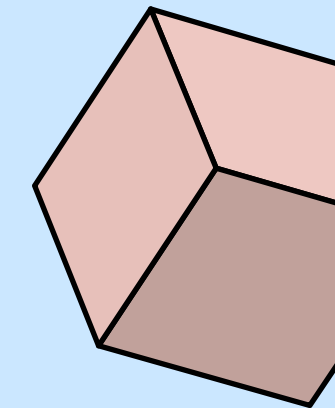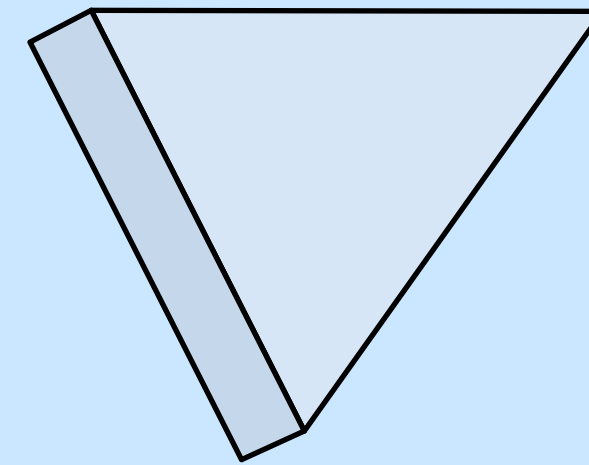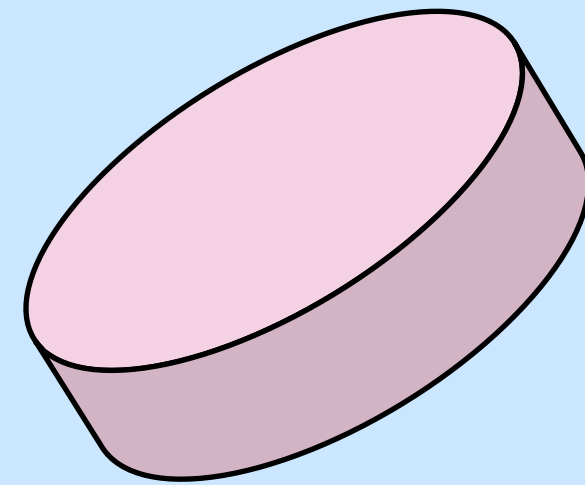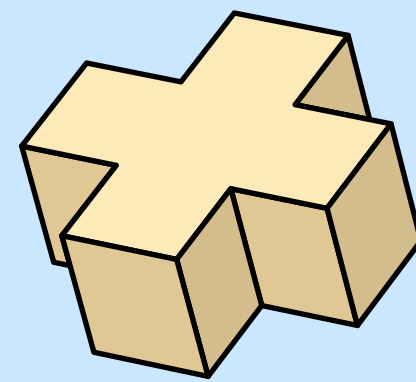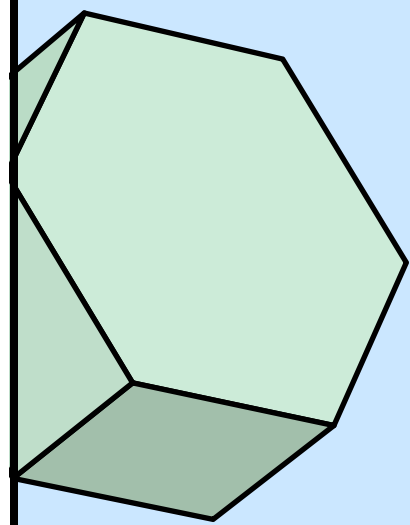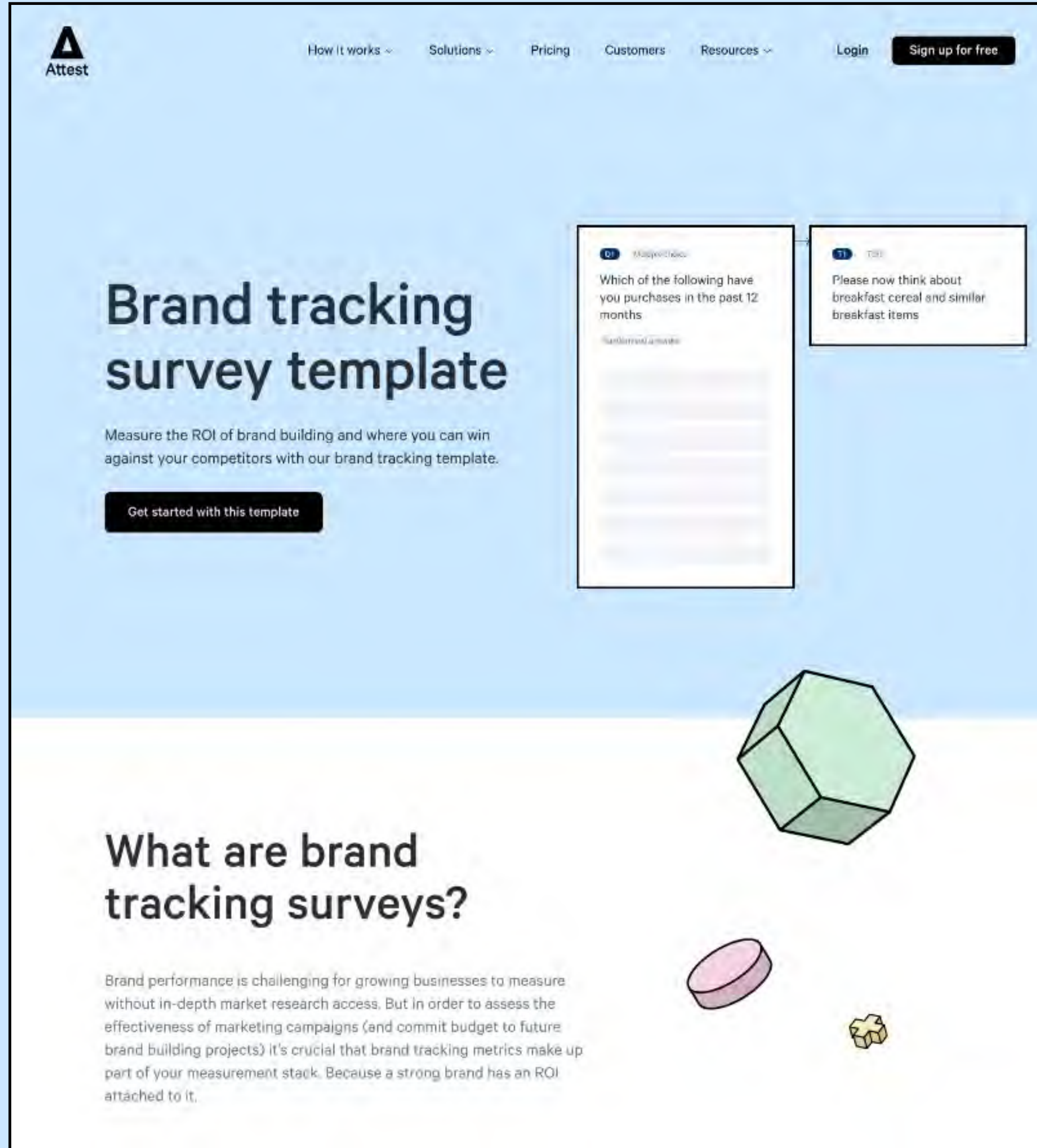
Free flow illustrations are best placed surrounding the product screens and key feature areas.

It helps with symbolising the interplay of the Attest product and our visual data shapes. The shapes should not block extensively the product screens, but instead be in a constant and smooth motion or rotation to guide the viewer down the page.

Attest brand toolkit
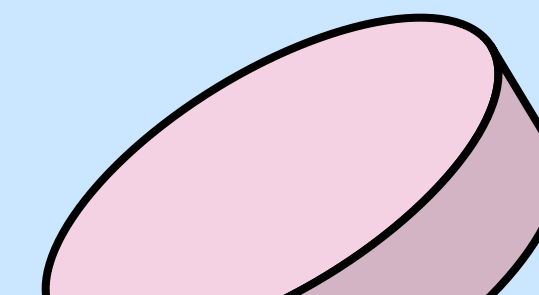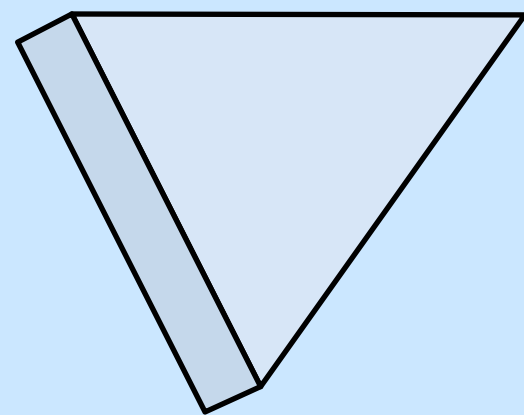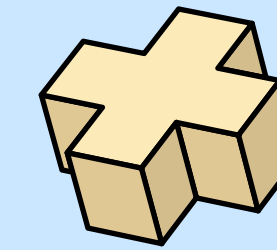
Hero illustrations – isometric

Our collection of isometric 3D illustrations can also be used to create more structured visual compositions. This allows us to reveal product or content in unexpected ways.

Attest

Let's get started

In isometric views, limit the use of 3D illustrations to a shape style and place them around composition or use to display callout copy.
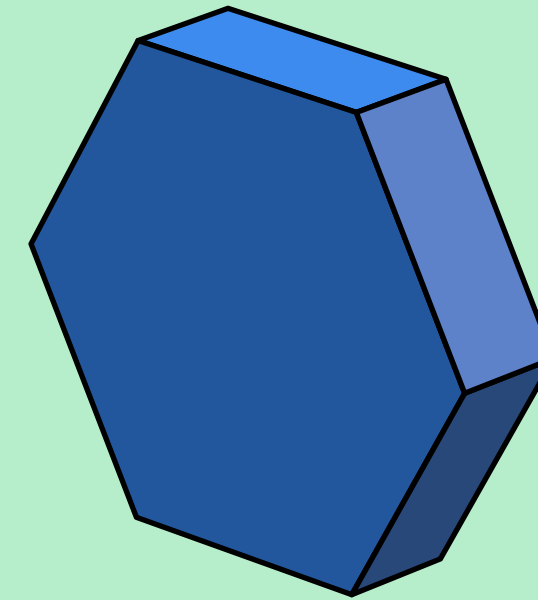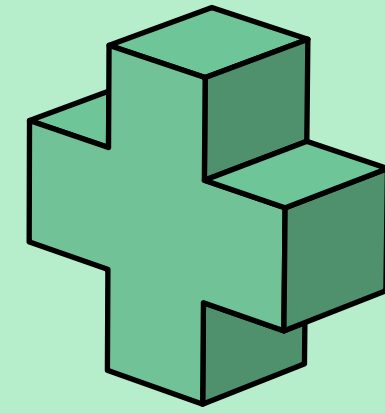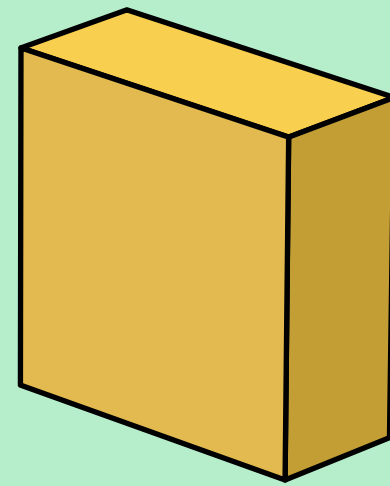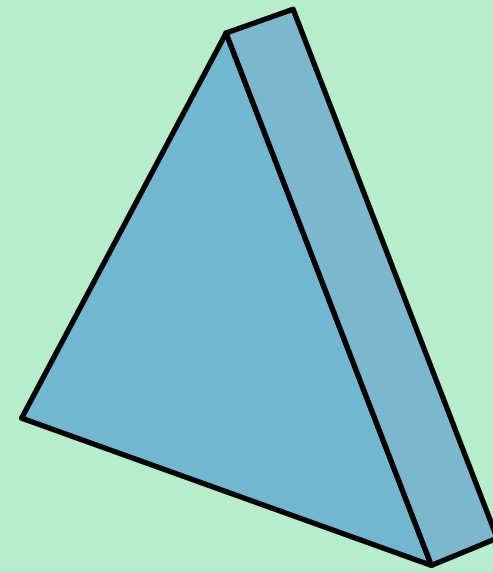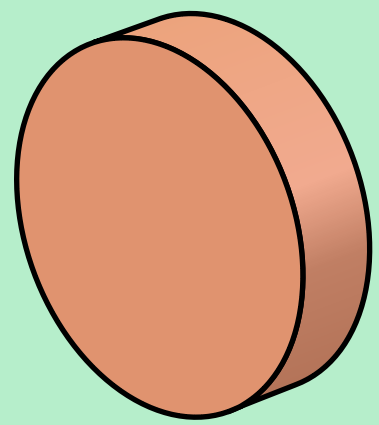
It's as easy as ask, target, analyse
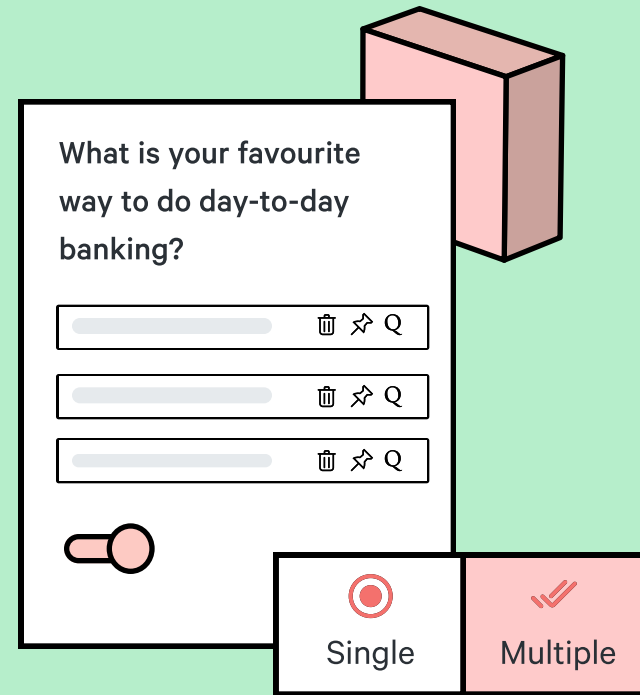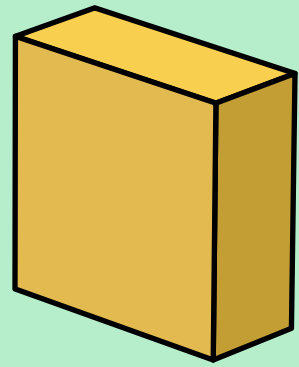
01. Ask

Draft bespoke surveys. Need some help? You can comment on your colleagues' surveys, and recieve feedback on your own drafts from teammates and our in-house research experts.

What is your favourite way to do day-to-day banking?

Single   Multiple

02. Target

Use up to 17 filters and quotas to make your audience as niche as you want.

Demographic filters

Age
Home region
• • •
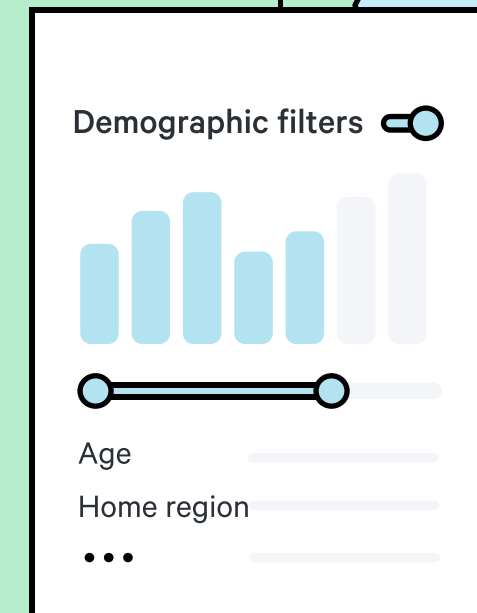
03. Analyse

Instantly analyse and share results in an interactive dashboard.

Which of these brands do you recognise?

42%   24%

21%   24%

3D data compositions

This is our conceptual interpretations of data visualisation – **A new space to discover and find incredible insight.**

This 3D visual language feels intriguing and 'unexpected'. A visual metaphor that plays into the idea of having access to 'real world' data, insights and how we seek to bridge the gap between the two spaces/worlds.
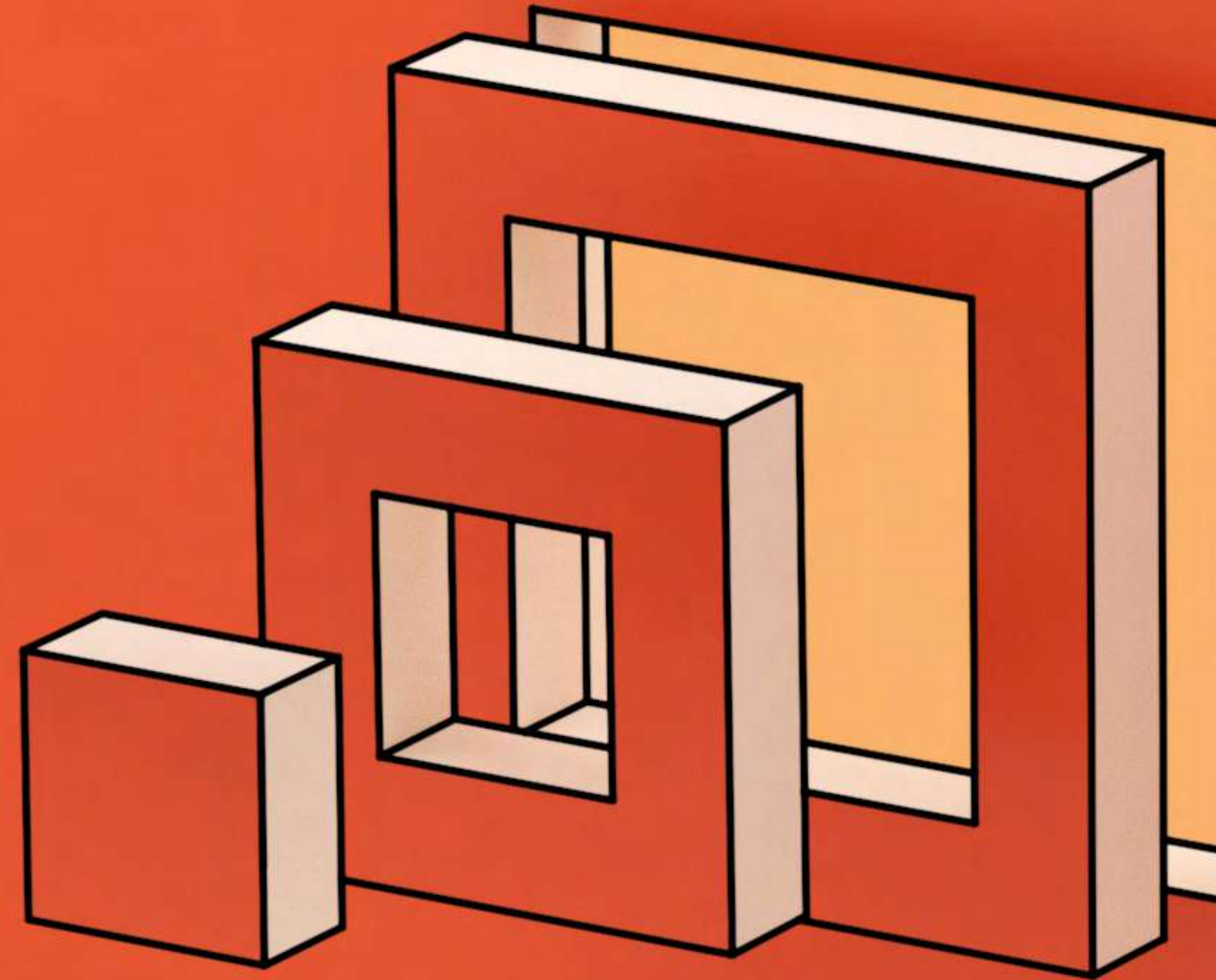
3D data compositions
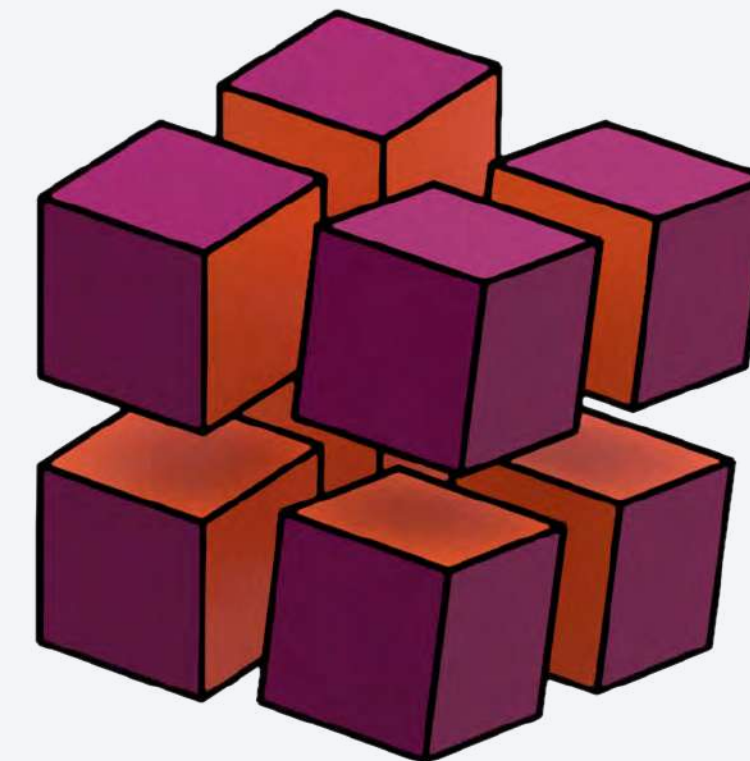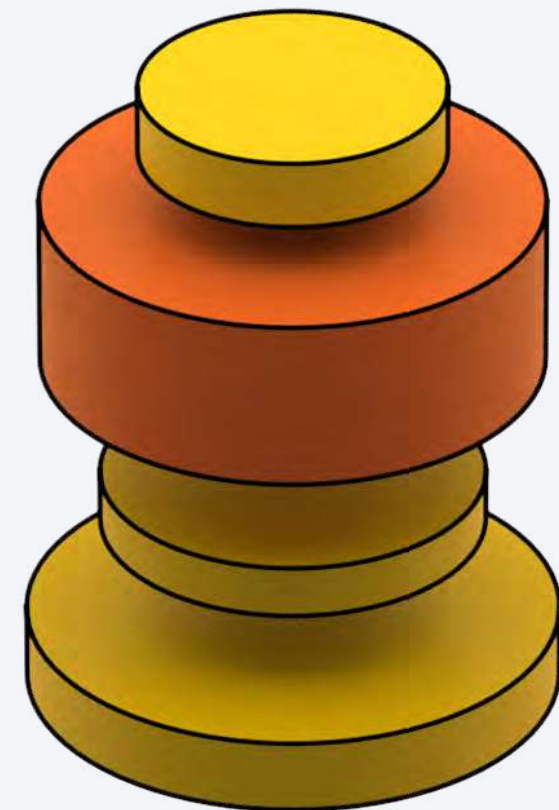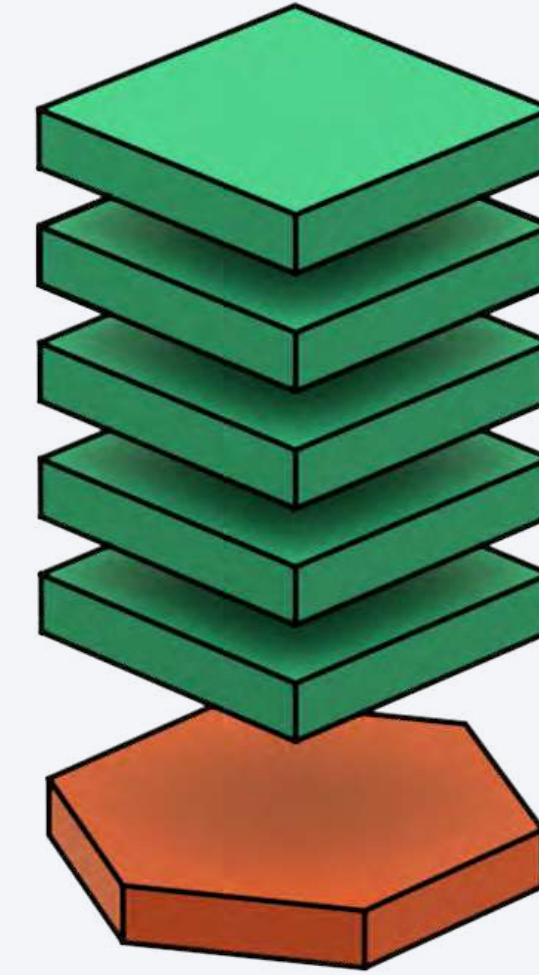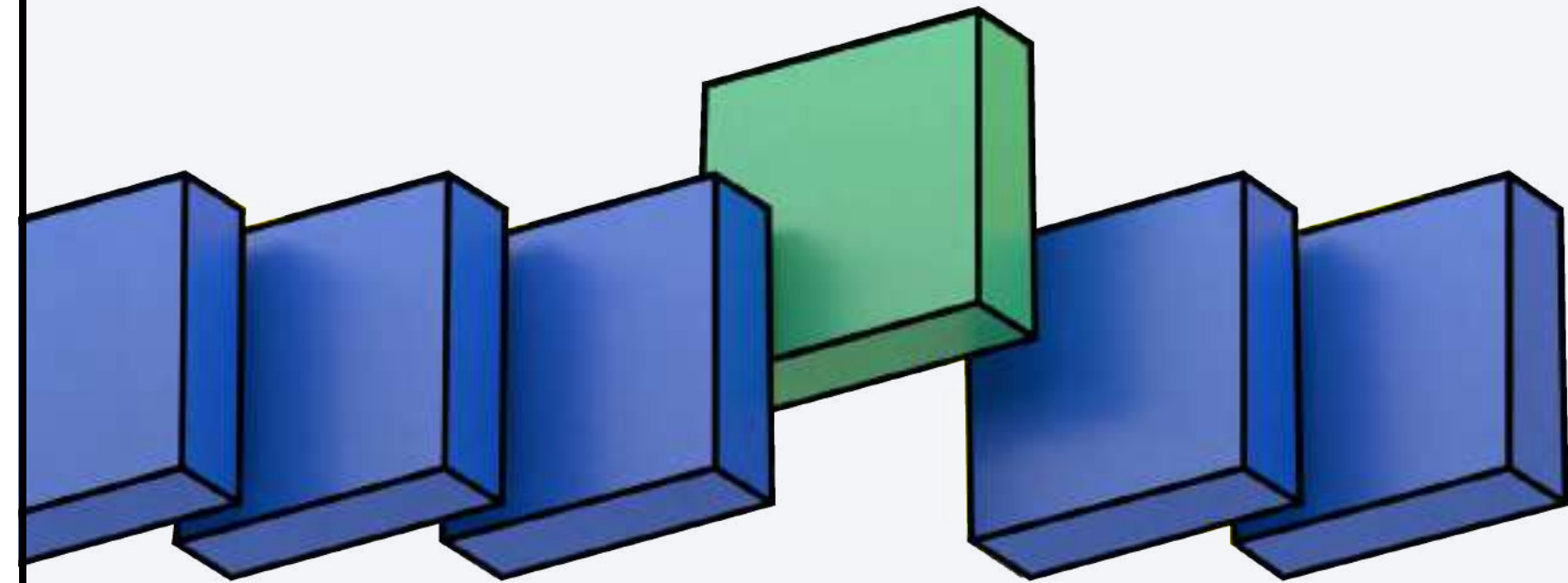
These 3D conceptual formations are an essential part of our data discovery theme. The creative execution is a way for us to express the impact that Attest has for our customers.

As illustrated in these examples, there is always one part/shape of the composition that becomes highlighted, representing the 'access' to relevant insight.

As part of this pioneering experience, we want to showcase in a unique way what is it like to find new answers to old problems by turning data into insights.

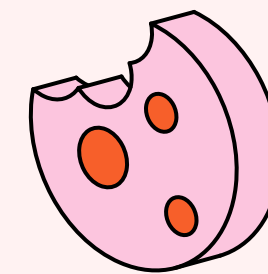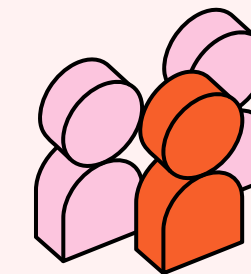# Iconography – large use
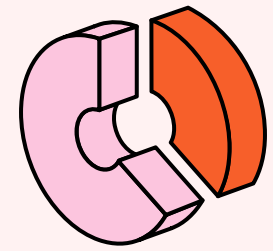
Pie chart
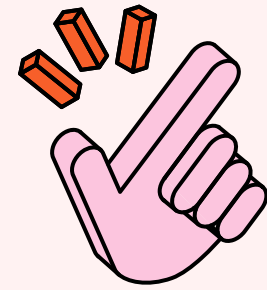
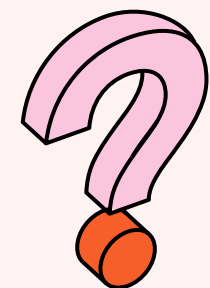Easy to use
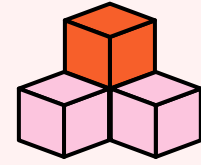
Plan free
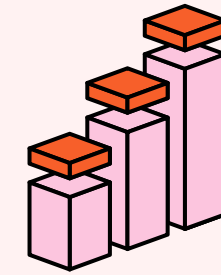
Plan premium
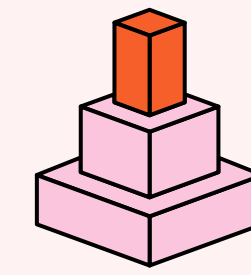
Plan enterprise
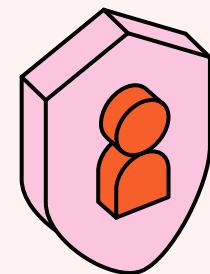
Privacy
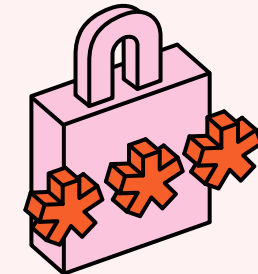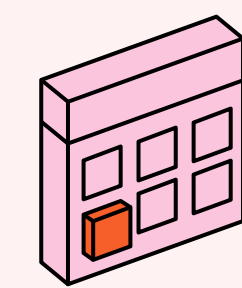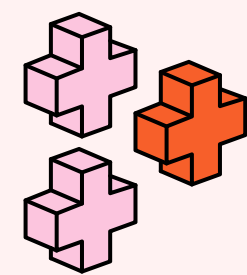
Security
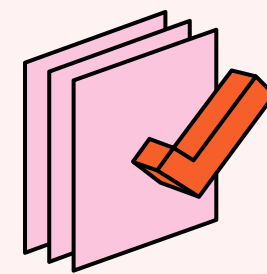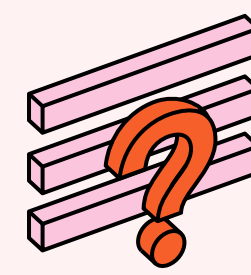
Terms of use

Cookies

Audience

Question

Booking

Features

Security

Our iconography language is also a key part of our brand communications. It is commonly used to help us describe our product features and simply various levels of information.
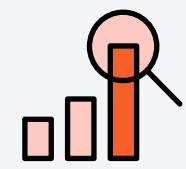
For large use application, we use 3D icons that are more elaborate and contain two colours and a Black keyline.
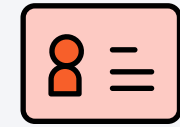
Download the pack here.

Iconography – small use

To guarantee legibility, we use small icons to identity key areas of our website and marketing communications. These are far less complex designs which use simple 2D forms.

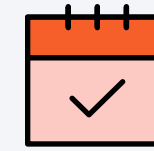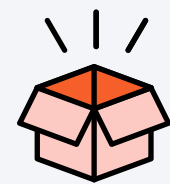Download the pack here.

Brand Tracking

Consumer Profiling

Creative Testing

Events

Market Analysis

New Product Development

Past Webinars

Report Guides

Templates

Help Centre

International Research

07

Art direction

Art direction principles

Our art direction on footage and photography plays a critical role in defining our brand and helps build a recognisable visual expression. We apply the Attest keyline treatment and mask imagery within our flat or 3D shapes, so customers can have an immediate connection with our brand look and feel.

Our two approaches:

1. Showcase our users
A way to showcase people using our platform. The style and mood allude to   an accessible experience. Aspirational, confident and genuine moments.

2. Celebrate our clients
Celebrate our amazing clients through simple portraits focused on capturing their unique personality and spirit, in a natural way. We keep the focus on the user, with full view of them within the environment or a closer crop, but always showing a hint of their setting.

Photography treatment
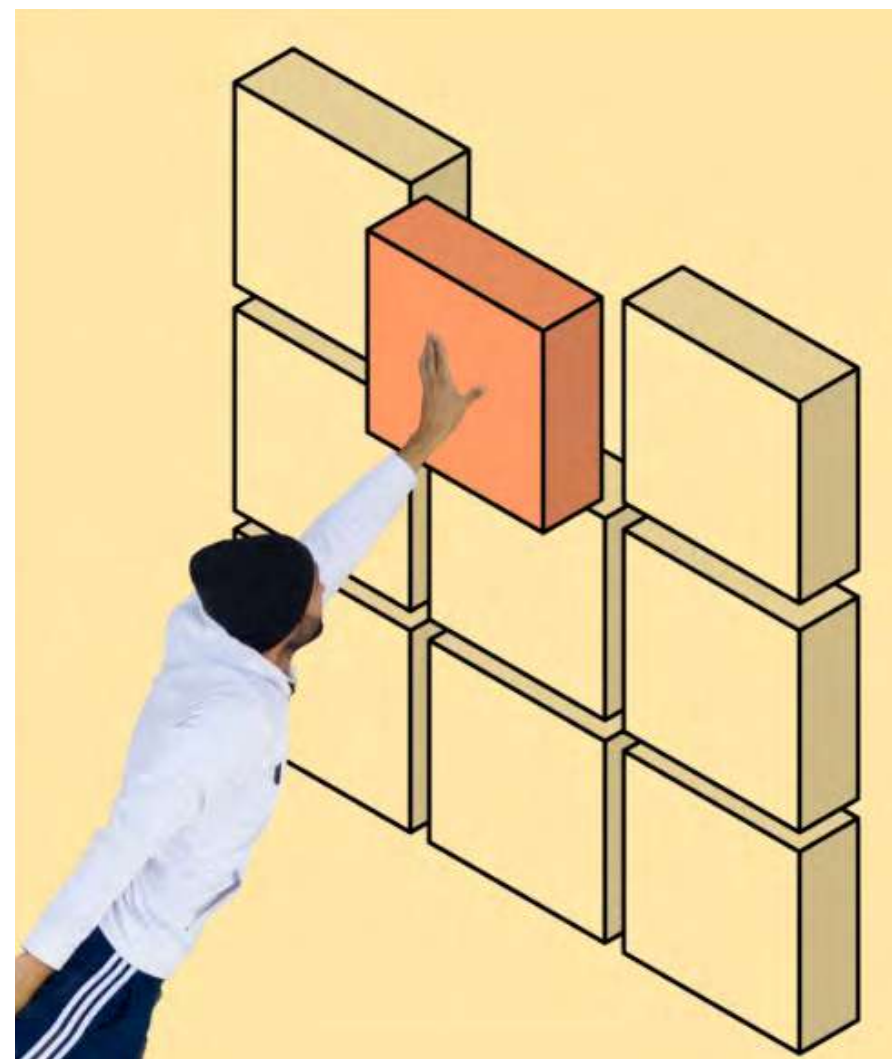
Our graphic language allow us to express our brand idea in varied ways by combining the use of playful photography compositions and 'real-life' representation of data, bringing a sense of warmth to our visual style.

The ultimate goal is to highlight trigger/unlocking moments and draw intrigue to the visual compositions.

Stock imagery

This selection of stock imagery should be used as guide for the styles of photography and composititions to use.

They should reflect the spirit of our Attest brand – honest and inspiring, not captured or constructed.

A selection of stock images here.
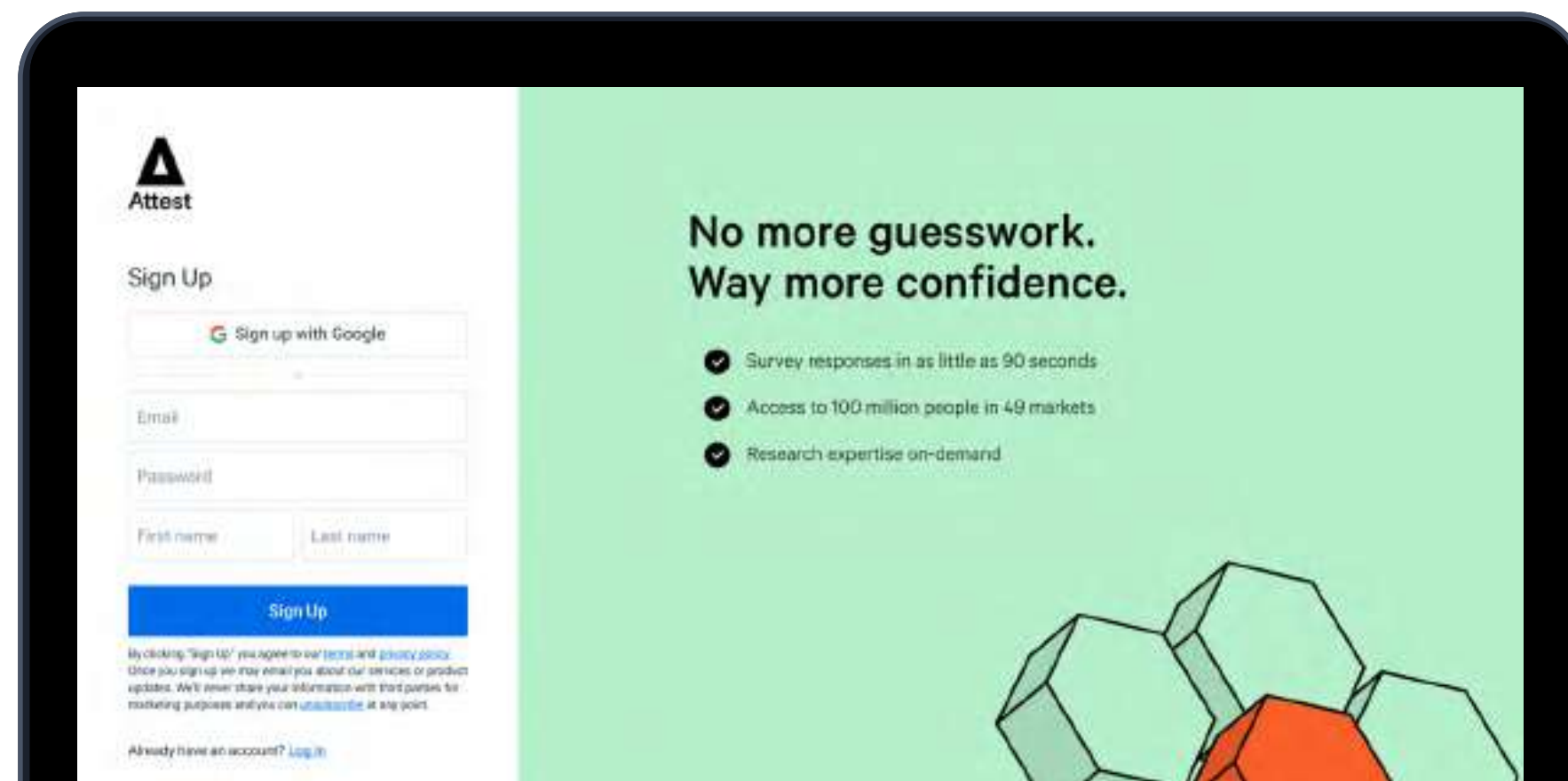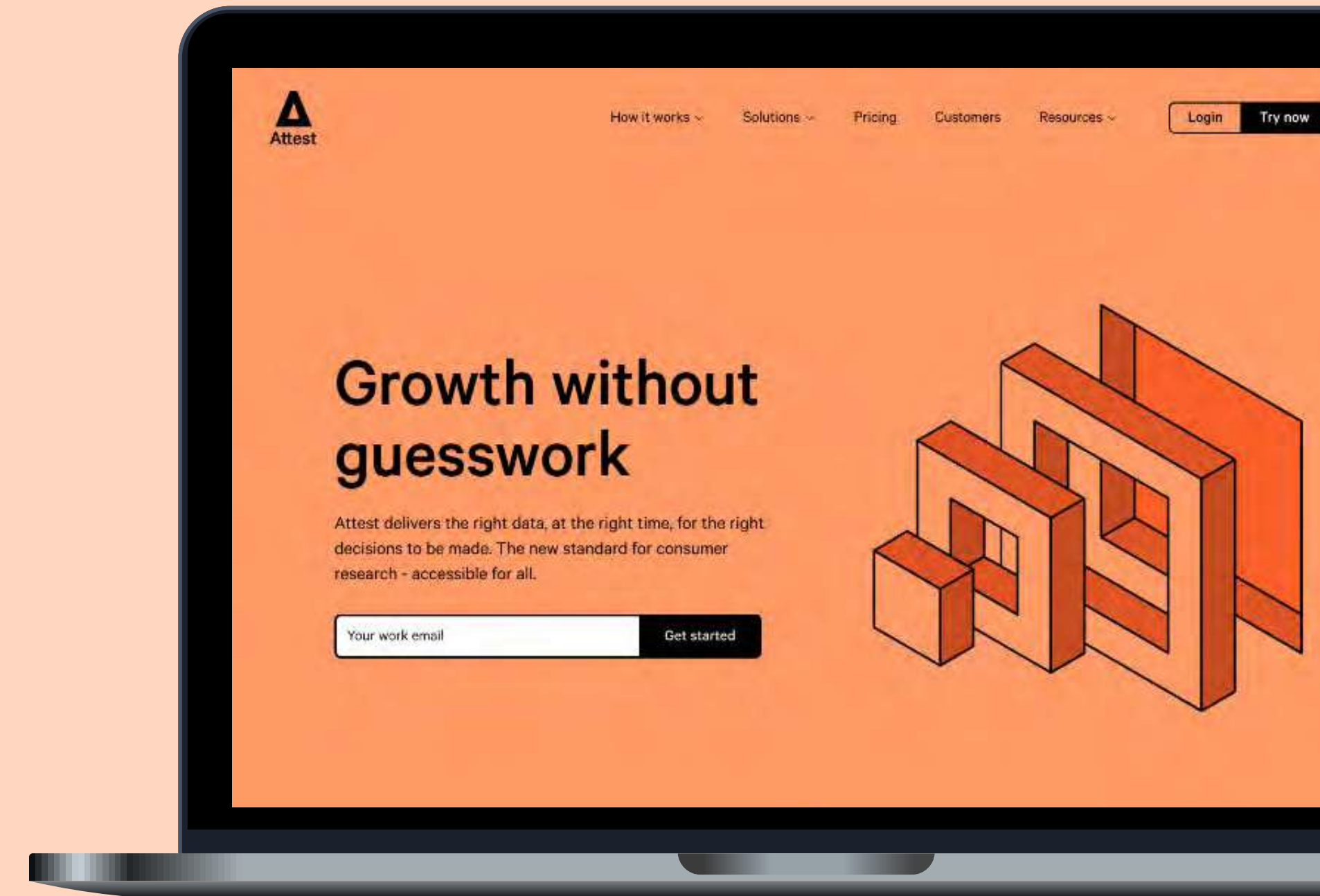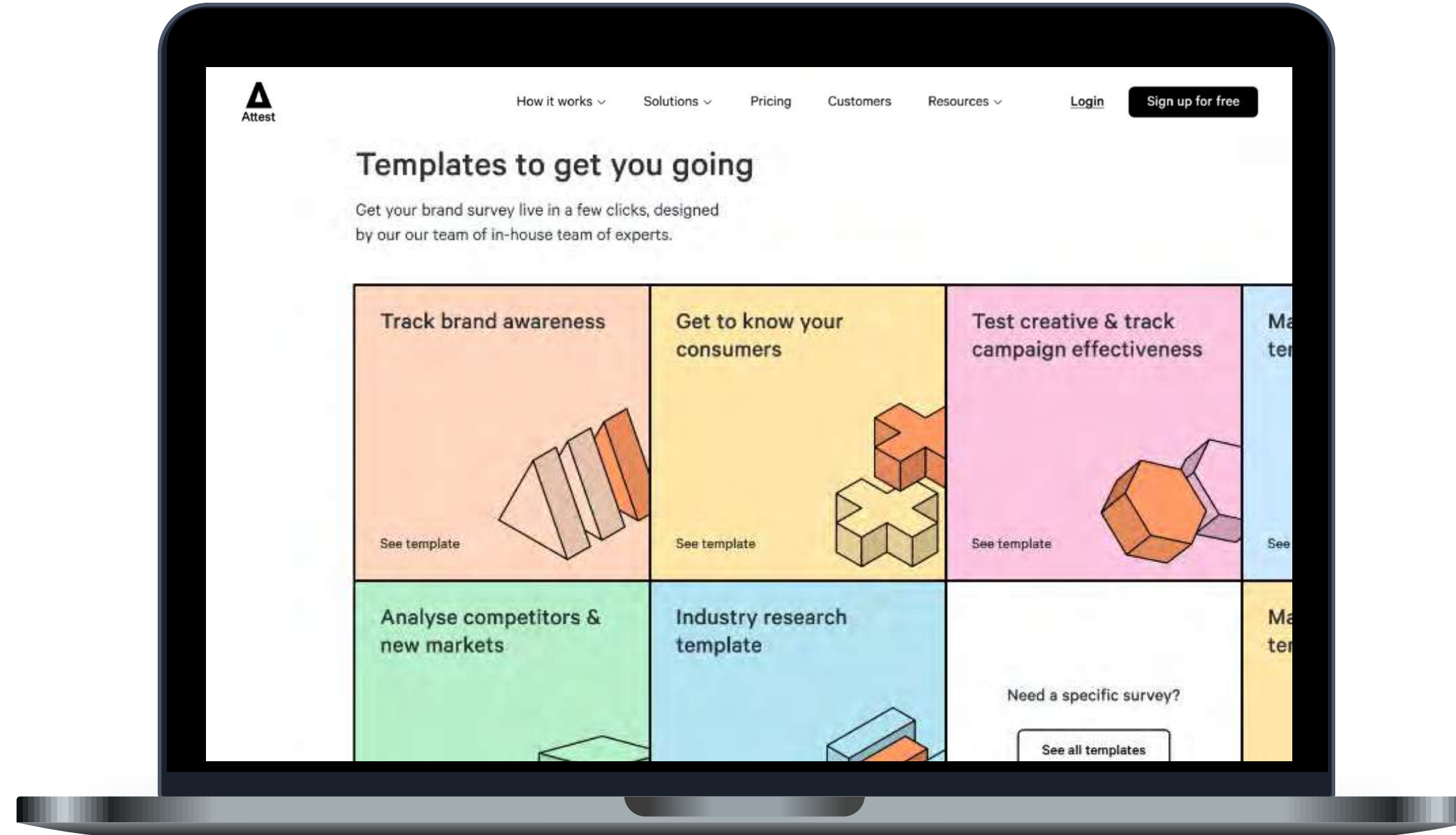
Our go-to sites are:

www.stocksy.com
www.unsplash.com
www.offset.com
https://www.pexels.com/

08

Brand applications

Attest

Launch your survey in minutes, get results in hours

Get started now

Actionable insights in hours, not weeks

Get started now

Which of these brands do you recognise?

Demog...

Age

Home r...

Growth without guesswork

Demographic filters

Age

Home region

How many banks do you use?

askattest.com

askattest.com

Attest Events:
The future of
brand tracking

Wednesday 12 May, 2021
14:00 – 16:00 BST / 11:00 – 13:00 EST
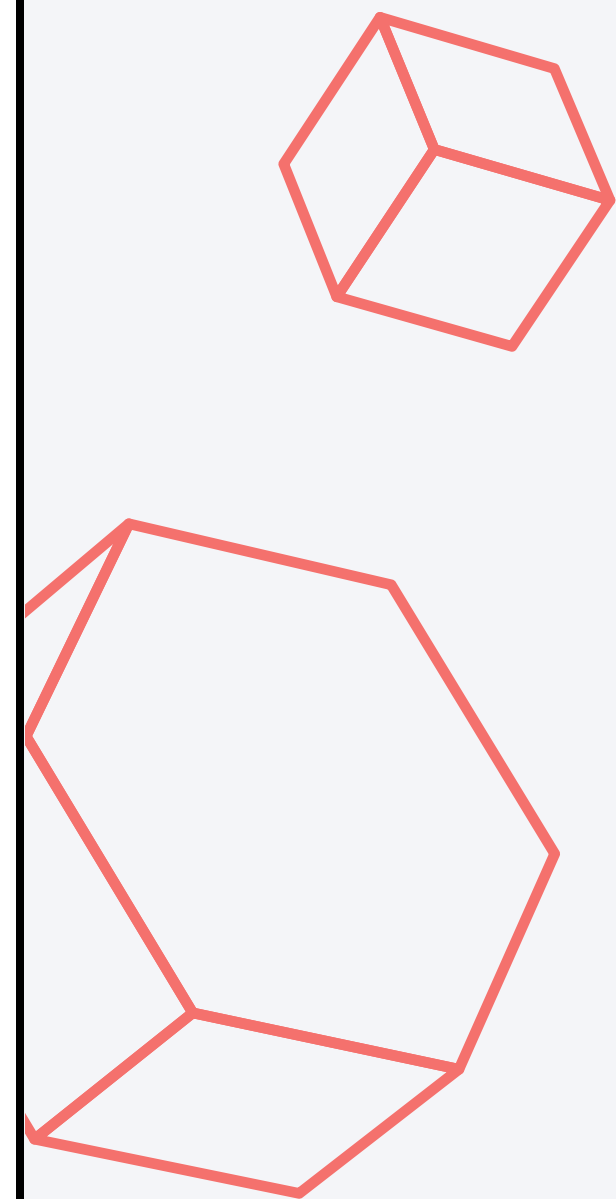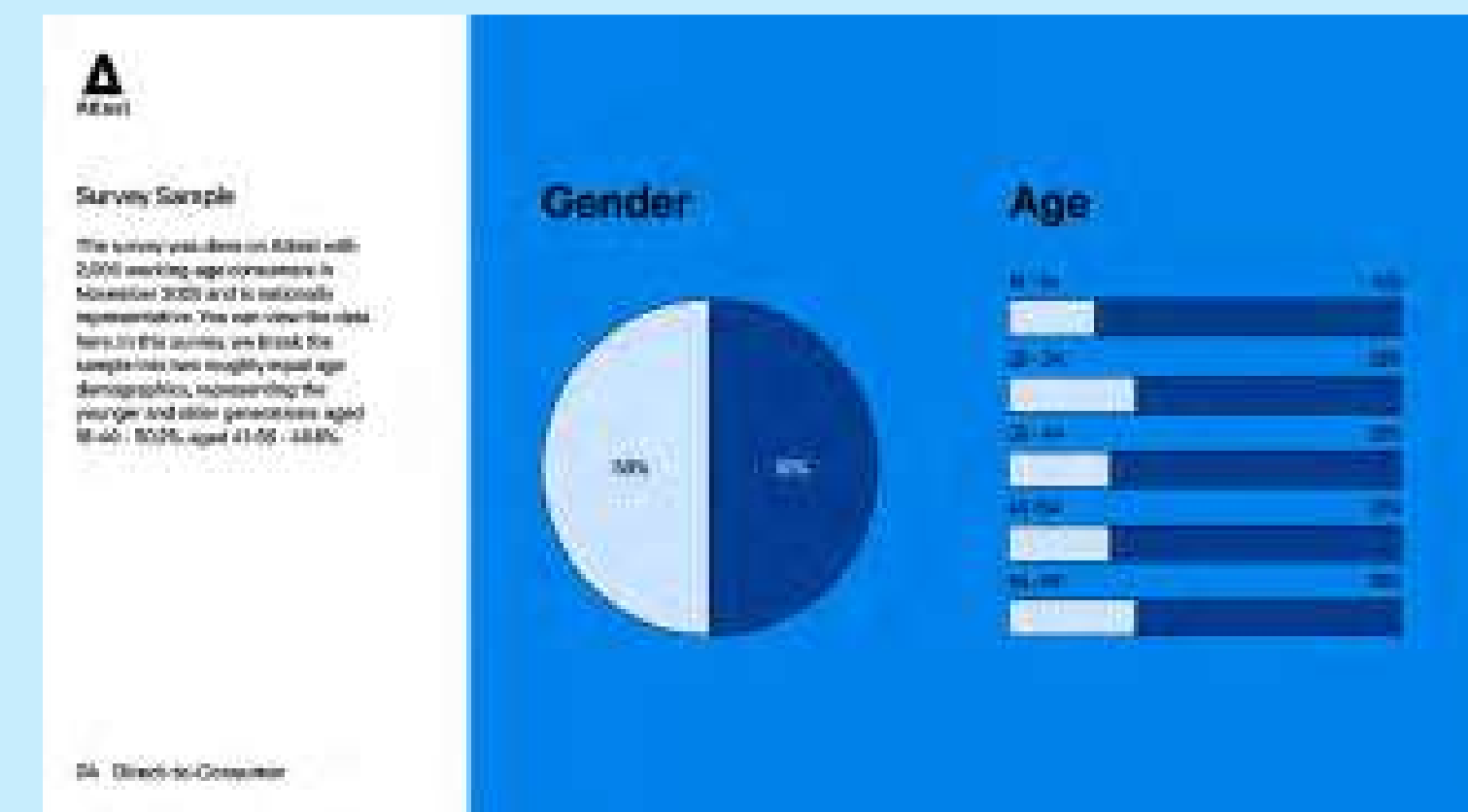
Growth without guesswork.

Attest

Attest

The Power of Brand Storytelling

Attest

Happy creating!

If you have any questions regarding implementation of our brand please reach out to the Brand or Marketing team:

Teia.Kay@askattest.com
Marketing@askattest.com