

INNOVANTITY

A DIGITAL MARKETING AGENCY **LIKE NO OTHER**

WELCOME. LET'S TALK.

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## Brand Voice

The Invanity brand voice is an expression of who we are as a brand, and the personality that we embody. It's used to reflect Invanity as an industry authority, with the expertise and on-trend composure to match.

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# DEFINING OUR BRAND

# 01



## Our Philosophy

We treat every hopeful brand seriously - whether they partner with us or not. Although the majority of our prospects may be bigger than us, when we are bigger than a prospect, we never see ourselves as better. Our written style is totally clean-cut, accessible and engaging - minus the cringe and exaggerated enthusiasm. Instead, we're passionate about our work in a way that's attractive and sharp.

NO SCRUFF.

NO DRAMA.

WHEN WE WRITE, WE WRITE WITH ABSOLUTE CONFIDENCE. EVERYTIME. THERE'S NO FLAB, EXCESS OR UNNECESSARY JARGON. IT'S CUT-THROAT, DRY AND KNOWLEDGEABLE. WE HAVE ZERO INTEREST IN ARROGANCE. **WE'VE GOT NOTHING TO PROVE, BUT A LOT TO SHARE.**



## Messaging

We understand that every paragraph, sentence and word that we put out into the world represents our partners and clients. It's our duty to support businesses in achieving more and being better - in an innovative, data-driven and attractive approach. We don't sell a single 'plug and play' solution to a variety of marketing challenges, we help businesses find an approach that works for them.

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### WE ARE MATTER OF FACT

**WE ARE AN AUTHORITY IN DIGITAL MARKETING, BUT WE HAVE NOTHING TO PROVE. OUR COPY PRESENTS THE AGENCY AS KNOWLEDGEABLE AND WELL-READ, WITHOUT ANY FLUFF. IT'S STRAIGHT-EDGE AND TO THE POINT IN A WAY THAT SPARKS CONVERSATIONS AND SUGGESTS THAT WE HAVE THE ANSWERS. WE DON'T NEED TO BACK EVERYTHING WE SAY UP, OUR UNWAVERING CONFIDENCE IN OURSELVES IS ENOUGH FOR OUR READERS.**

### WE ARE RECOGNISABLE

**OUR TONE IS AUTHORITATIVE, SUCCINCT AND CLEAN - WITH NO COMPROMISE ON CLARITY. WE HAVE NO INTEREST IN ALIENATING OUR AUDIENCE AND OUR INDUSTRY INSIGHTS SHOULD BE CLEARLY IDENTIFIABLE AS AN INVANITY BLOG, POST OR EMAIL - IF IT ISN'T, IT'S CUT. WE WRITE AS A BRAND, NOT AS A COLLECTION OF INDEPENDENT ADMINS.**



## Humour

Reactive humour is also key to the Invanity voice. We're dry, inoffensive and straight-edge when it comes to comedy. We never start the jokes, but we add to them in a way that's intelligent and without sleaze. Our voice is confident, but NEVER cocky.

## WE HIGHLIGHT QUALITY

OUR COPY SUGGESTS WE'VE SEEN A LOT, READ A LOT AND KNOW A LOT. WE'RE JUST NOT SHOUTING A LOT. OUR AUDIENCE TRUSTS INVANITY FOR THE SIMPLE REASON THAT WE DELIVER. WE DON'T HAVE TO USE COMPLEX JARGON OR PURPLE PROSE TO IMPRESS. THE PROOF IS IN THE PRODUCT AND WE'RE GROUNDED IN THAT IDEA.

## WE HOLD CONFIDENCE

OUR ONLY INTEREST IS IN OURSELVES, OUR CLIENTS AND THOSE WHO WISH TO ENGAGE WITH INVANITY ON A CONSTRUCTIVE LEVEL. WE HAVE NO INTENTION TO BADMOUTH OR INITIATE DIGITAL WARFARE. THERE'S ZERO PETTINESS TO INVANITY'S VOICE. WE NEVER DIG OUT OUR COMPETITORS. WE'RE ALREADY CONFIDENT THAT WE HAVE A SUPERIOR OFFERING.



Tonality Spectrum

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CLEAN-CUT

IMPASSIONED

GENUINE

9

AUTHORITATIVE

RESILIENT



## Our Style

The Invanity brand design elements are an extension of our brand voice, and the personality that we embody. Our look should therefore reflect this.

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# DESIGN ELEMENTS

02



**Logotype**

This is our primary logo, all designs should be introduced with the Invanity primary logo before introducing the secondary logo. When being used on dark backgrounds, there is a white and gold version that should be used. In rare cases when neither of the logotype variations with the gold work with the given background, an all white or all black version can be used in replacement.



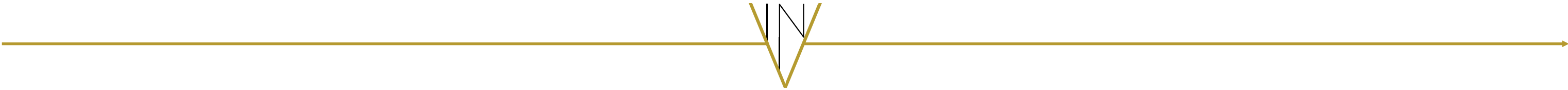
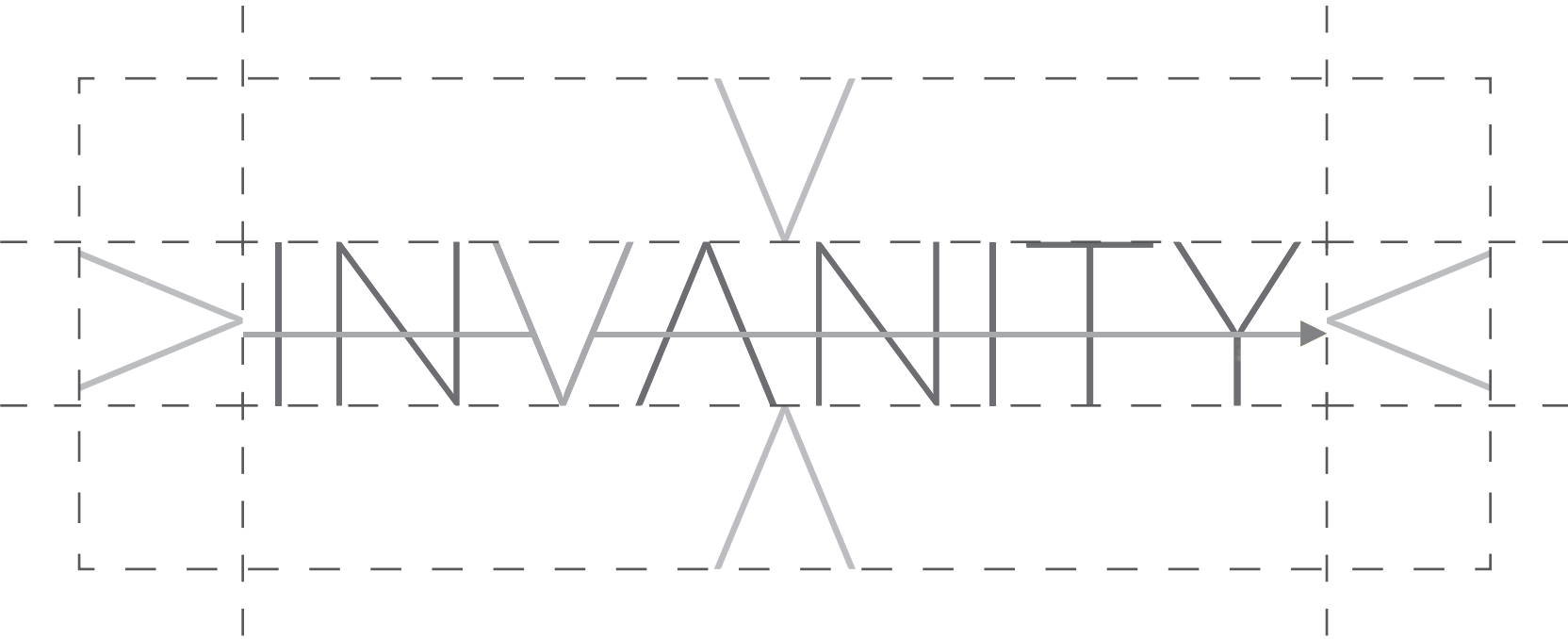
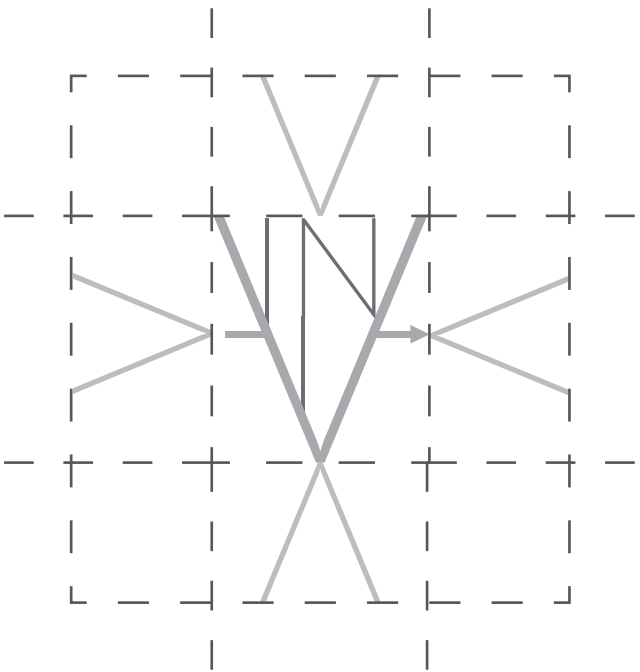
## Brand Mark

The Invanity brand mark is used to brand pieces of work where the logotype has previously been introduced to the viewer. When being used on light backgrounds, there is a black and gold version that should be used. In rare cases when neither of the brand mark variations (with the gold) work with the given background, an all white or all black version can be used in replacement.

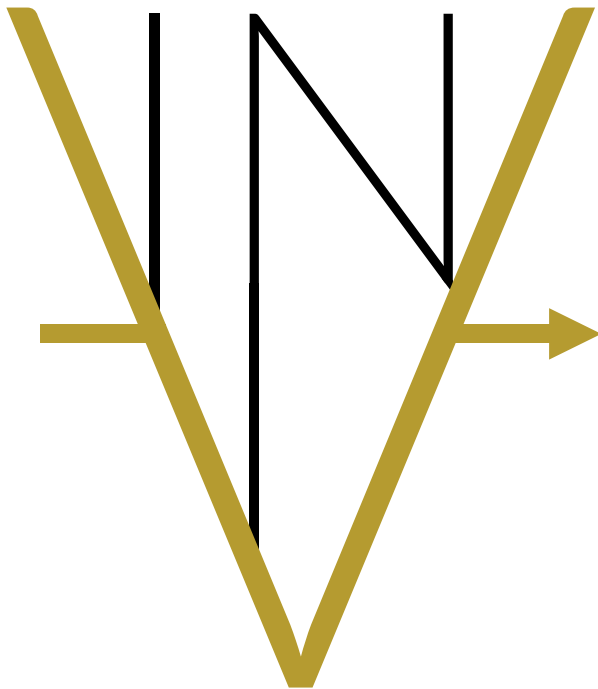


**Logograph**

The logograph should be referred to ensure correct spacing around the logotype and brand mark.



Colour Variations



INVANITY



INVANITY

### Colour Scheme

Our colour scheme is sleek and simple. Solid background should always be White or Jet Black, with Eerie Black and Black as highlighted backgrounds when necessary (e.g. text boxes and buttons). Invanity Gold is our primary accent colour and is also the gold used in our logo and brand mark. Old Gold is our secondary accent colour and should be used, so Invanity Gold does not become over used in a design.

### Secondary Colours

The brighter selection of colours displayed below should be used sparingly, and integrated within, e.g., blogs, case studies and social media. These should only be used to add a 'splash' of colour to the primary colour scheme.

**#000000 BLACK**

**#333333 JET BLACK**

**#1B1B1B EERIE BLACK**

**#FFFFFF WHITE**

**#B89C02 INVANITY GOLD**

**#BDBA4E OLD GOLD**

**LAVENDER**

**TIFFANY BLUE**

**CARIBBEAN CURRENT**

**DARTMOUTH GREEN**

**BRIGHT PINK**

**#B286F2**

**#86BBBD**

**#28737B**

**#006039**

**#F76478**

Typography

**LAR**

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 0

**BEBAS NEUE REGU**

**ld**

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  
1 2 3 4 5 6 7 8 9 0

**Montserrat Bo**

ht

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  
1 2 3 4 5 6 7 8 9 0

Montserrat Lig



## Hierarchy

This page should be used as a reference for font size and hierarchy. Bebas Neue Regular should be used in all caps for call to action text and should be used in smaller size for headings. Moneserat is used for both our subtitles (in bold) and our body text (in light).

# CTA HEADER

## HEADINGS AND HIGHLIGHTED STAND ALONE INFORMATION

Subtitles And Titles On Small Bodies Of Text (Like The Top Left Corner)

Body text and small pieces of stand alone text (such as buttons, navigation bars and diagram annotations). The rest of this text is simply a placeholder to demonstrate what the typography hierarchy should look like on a page. If you are still reading that's great, but it has not relevance to the brand guidelines apart from being a visual necessity to this page. You will learn absolutely nothing from reading on from here. But if you've go this far, we love how dedicated you are to learning about the Invanity brand!



