

Connective

Brand Guidelines 2018

The Connective Brand

As Connective continues to grow in a market that is faced with regulator reviews, technology and digital advancements, ever changing consumer demands and the rise of disruptive fintech it is essential that the Connective family of brands grow with it. We want to make sure that the brand captures new customers while keeping existing customers happy.

This is a guide to the elements that make up Connective. Have a read, it will help you get to know us a little better.

Brand Personality

Colour is integral to the Connective story. Connective colours are what help give us our personality. We now have eight strong colours that we can use to bring to life our key services & products.

Approachable

- We love helping our customers in a complex industry
- We impart knowledge and expertise with our brokers in a generous and easy way
- We keep it simple and real
- We handle customers questions or problems quickly & smoothly

Genuine

- We are transparent in everything we do
- We believe in our brokers

Confident

- We are the market leader and we know our stuff. We are knowledgeable, but never arrogant
- We know our brokers put the customer at the heart of what they do

Tone of Voice

Approachable

Jargon free, keep it simple and keep it clear.

In an industry full of jargon we really try and make it simple and clear. Yes our technology is great but our customers just want to know what it means for them and their business.

Genuine

Our language is conversational, informal and relevant

It's like talking to Our Colleagues—we have important & serious topics that we need to discuss but it's done in a conversational and informal manner. The right message for the right moment.

Confident

Straight talking and credible.

We are experts in our industry allowing us to be a credible source of information.

We are positive and straight talking in our communications.

Logo Library

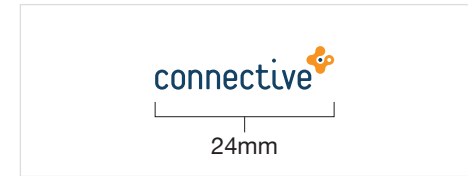


Logo Usage— Dos and Don'ts



Exclusion zone

A clear space area around the logo is mandatory. The space should be the height of the “c”.



Minimum Size

It is vital that all parts of the identity can be easily read across every application. The minimum size is 24mm or 90px (if possible).



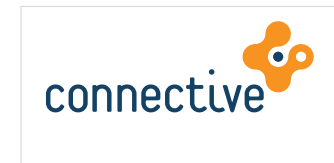
Do not distort logo



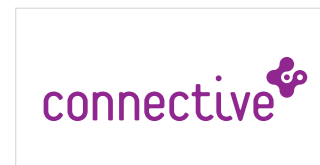
Do not rearrange elements



Do not place over colours



Do not resize elements

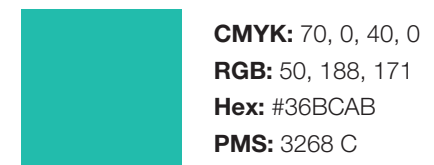
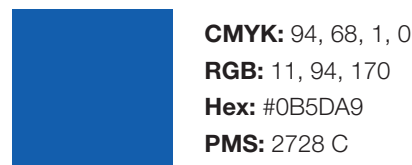
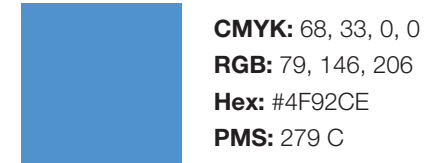
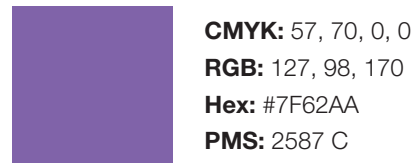
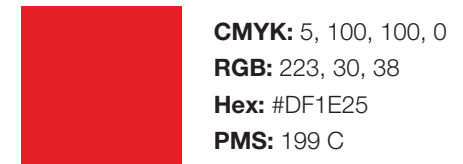
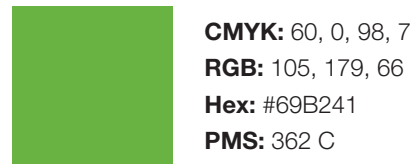
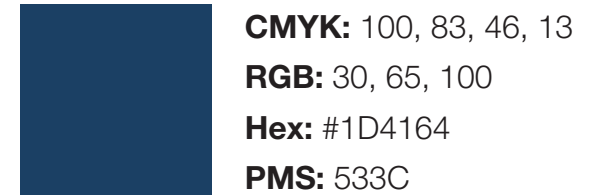
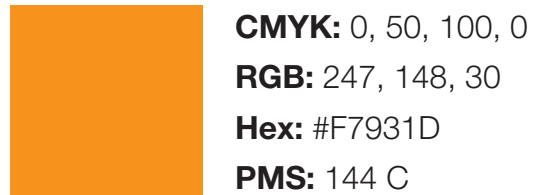


Do not recolour logo



When placing brandmark over imagery, choose a high contrast image and use white logo only.

Colours



Typography

Helvetica Neue LT* is the typeface used for all Connective documents.

Headings are **Helvetica Neue Bold** and in sentence case.

Paragraphs are Helvetica Neue Light.

Example

Lorem ipsum dolor sit amet, aptent suspendisse dapibus, ullamcorper justo, quisque aliquam donec, eleifend diam velit aliquam placerat justo, mi non ac.

Disclaimers are Helvetica Neue Light, minimum 6pt size.

Minimum print size 8pt

Minimum web size 14pt

Minimum kerning -15

Place one return between each paragraph.

* "LT" is the abbreviation of "Linotype", the name of the foundry that created the typeface. It is not the name of the typeface.

No MS Office Word Art



Some general typography rules

Typography

✗

This type is far too light

THIS TYPE IS A BIT OVERPOWERING

This type is a little too small for this medium

✓

Keep the contrast high

Use capital letters appropriately and sparingly.

Be intentional about your choice of type size

✗

This block of text can get a little bit tedious to read after a while, and this may be due to the long line lengths. These sentences have an average of about 37 characters (including spaces) in them whereas the sweet spot is at about 30-40.

Too long

Too short

On the other hand, this block of text has an average of about 18 characters per line, which is too short, making the sentences choppy and a bit awkward to read.

✓

Just right

This block of text averages about 34 characters per line and around 6 words per line, making it the most comfortable line length for the eye to read. Keep your line lengths short, people.

✗

Irregular word spacing is distracting and incorrect

✓

Word spacing can be mastered with imaginary letter i's

✗

This Is My Title
This is a display font called 'Yellowtail' that just does not work well within larger bodies of text. Not a very wise choice.

✓

This Is My Title
This is a simple serif font called 'Georgia' that works very well within larger bodies of text. 'Yellowtail' is still able to be used for the heading. Overall, a much wiser choice.

✗

Never Ever Stretch Your Type

✓

INSTEAD, TRY A TALLER TYPEFACE LIKE 'BEBAS NEUE' OR A WIDER ONE LIKE 'SILVERFAKE'

Read more useful tips at:
<https://www.canva.com/learn/design-rules/>