Visory

Brand guidelines are the standards and rules an organization uses to maintain brand consistency across channels.

VISORY
Brand Guidelines

Second edition / 02
May, year 2023

Brand Guidelines

Visory



Visory Brand Guidelines

Brand guidelines are the standards and rules an organization uses to maintain brand consistency across channels. They define the framework for visual, verbal, or written communication and they set the foundation for a solid brand to grow and thrive.

Brand guidelines standardise color and font usage, logo application, tone and voice, image styles, graphics usage, brand sentiment, and more. While brand guidelines might seem limiting at first, they can actually allow for more creativity in your work. With guidelines that establish what you can and can't do, teams can create within a framework, instead of starting from scratch each time.

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CHAPTER ONE

About Visory

About Visory
Brand story
Our vision

Brand story

You didn't start your business to worry about bookkepping. **We did.**

Australia's first online bookkeeping platform. Offering small businesses access to personalised service and world-class technology by a user friendly, digital first platform.

Our vision



Who

Aspiring and established businesses and the individuals within them.

Purpose

Deliver on time bookkeeping, insightful financial reporting and great business outcomes.

Philosophy

Simplyfying your business.

02 03

CHAPTER TWO

Brand logo

Logo treatment
Avatar icon
Logo misuse
Exclusion zone
Minimum size
Brand voice

Visory

Logo treatment

The Visory logo is the cornerstone of our brand identity, therefore ensuring its proper usage is critical.

The preferred logo is the Magenta letters, on white background. Every attempt must be made to do this to ensure maximum impact and clarity.

In cases where the primary use isn't appropriate, the following secondary and tertiary versions are available for use.

Please note: Always use the artwork provided and adhere to the usage guidelines. It is essential that the brand and logotype is always applied with care and respect in every application according to these guidelines.

Please contact Marketing if you require any logo files. All logo usage must be pre-approved ahead of using on both internal and external material via a Jira ticket.

Primary use
Magenta letters on white background

Visory

Secondary use
White letters on Indigo background

Visory

Tertiary use
Indigo letters on white background

Visory

Avatar icon

The full Visory logo must be used where possible.

There are few instances where the 'S' icon is acceptable, such as a favicon.

Never attempt to recreate the icon – always use the artwork provided and adhere to the usage guidelines.

All icon usage must be pre-approved ahead of using on both internal and external material; via a Jira ticket where possible or by contacting **digital.marketing@findex.com.au**





Visory

Do not apply a gradient or add any graphics to the logotype

Visory

Do not change the orientation of the logotype



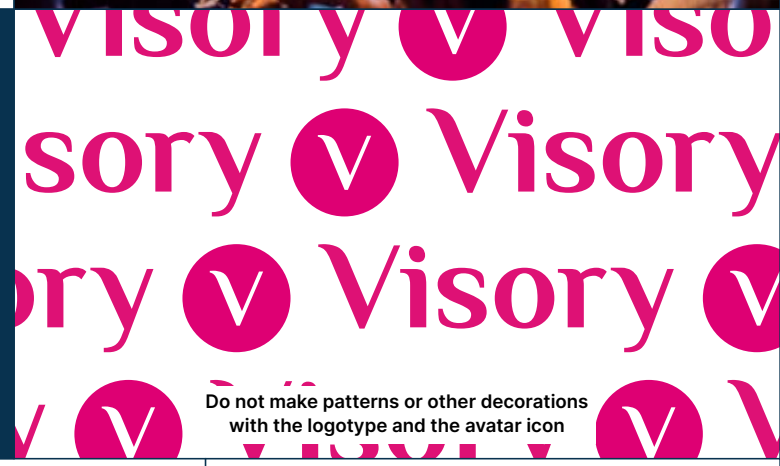
Do not place the logotype on a busy photography or one that affects legibility

Visory

Do not change the typeface, recreate or manipulate the logotype

Visory

Do not use the logo and background combinations not stated on page 6



Do not make patterns or other decorations with the logotype and the avatar icon

Do not alter the colours of the avatar icon in any way

Visory

Do not combine avatar icon and logotype in any way

Visory

Do not distort or warp the logotype and the avatar icon in any way

Visory

Do not outline or create a keyline around the logotype and the avatar icon

Exclusion zone

Please observe the clear space around the logo to maximize visual effectivenes. Nothing should encroach in this specified space.

The Visory lockup logo's exclusion zone is equal to the height of the Visory 'V' icon.



Minimum size

Establishing a minimum size ensures the impact and legibility of the logo is not compromised in application.

Always keep in proportion.

Always ensure the location is legible.

In exceptional cases, smaller sizes for print may be necessary (e.g. merchandise). In such cases, legibility should always be your top priority.



Logo
Print: 30 mm
Digital: 100 px



Avatar icon
Print: 6 mm
Digital: 25 px

Brand voice

The Visory brand voice is personal, authentic and welcoming.
Inviting communication and engagement.



Marketing leading client service (enabled through our platform and our fees)



Personalisation which enables specialised service



We deliver a core business service at the highest level, removing worries and troubles

Brand voice

Character / Persona:
Professional, Warm

Like this: With years of experience assisting small businesses, Visory provides support in the way you need.

Not this: There's no need to have poor bookkeeping practises, let us fix your mistakes.

Tone:
Personal, Honest, Direct

Like this: Providing service without the fear of inflated fees allows you to talk to your bookkeeper as much you need to ensure you have peace of mind.

Not this: With low fees and service delivered digitally, your bookkeeper will service you with ease.

Language:
Simple, Insider

Like this: Providing service without the fear of inflated fees allows you to talk to your bookkeeper as much you need to ensure you have peace of mind.

Not this: With low fees and service delivered digitally, your bookkeeper will service you with ease.

Purpose:
Engage, Listen, Understand

Like this: We are always looking to improve and deliver our services in a way that fits your needs. So, let your bookkeeper know if you want something changed, feedback is always welcomed.

Not this: If you have feedback, send it through your web-app and we will try our best to address it.

03

CHAPTER THREE

Brand colour

Brand core palette
Primary colours
Secondary colours

Brand core palette

The Visory core palette consists of two colours: Visory Magenta and Visory Indigo

These colours are the core of our brand identity and should appear whenever possible to immediately identify our brand.

Using the 'eyedropper' tool is inaccurate – for best colour reproduction, follow the numbers provided

Visory Magenta

HEX #DF0074
RGB 223 0 116
CMYK 7 100 23 0

Visory Indigo

HEX #00314F
RGB 0 49 79
CMYK 100 79 43 39

HEX #014B78
RGB 1 75 120

HEX #F3F5F6
RGB 243 245 246

HEX #FFFFFF
RGB 255 255 255

HEX #FEF6FA
RGB 254 246 250

HEX #FCEBF4
RGB 252 235 244

HEX #00ADF0
RGB 0 173 240

HEX #BAF700 (web colour)
RGB 186 247 0

04

CHAPTER FOUR
Typography

Primary type
Secondary type

Typography

Value Sans is Visory's primary type family and must be used whenever possible. It's available in multiple weights.

Value Sans
Style: Regular
Font size: 10 pt

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Value Sans
Style: Bold
Font size: 15 pt

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Value Sans
Style: Bold
Font size: 20 pt

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Value Sans

Typography

Inter is Visory's secondary type family and must be used whenever possible. It's available in multiple weights.

Inter
Style: Regular
Font size: 10 pt

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Inter
Style: Regular
Font size: 15 pt

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Inter
Style: Regular
Font size: 20 pt

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Inter Font

05

CHAPTER FIVE

Identity

Iconography
Imagery

Imagery

Our approach to imagery is authentic and human centric; found in genuine settings using natural lighting, rich in texture, colour or tones

Our imagery can be categorised under ‘everyday people’, ‘real business moments’ and ‘location’. As an Australiasian network, we encourage region-specific images that tells a story and resonates with our clients.

Never use imagery that portrays a ‘stock’ or ‘staged’ look/feel, imagery where someone is looking directly at the camera, and imagery that uses artificial lighting.

Contact the Marketing team at **digital.marketing@findex.com.au** if you have any questions or require images for external use









06

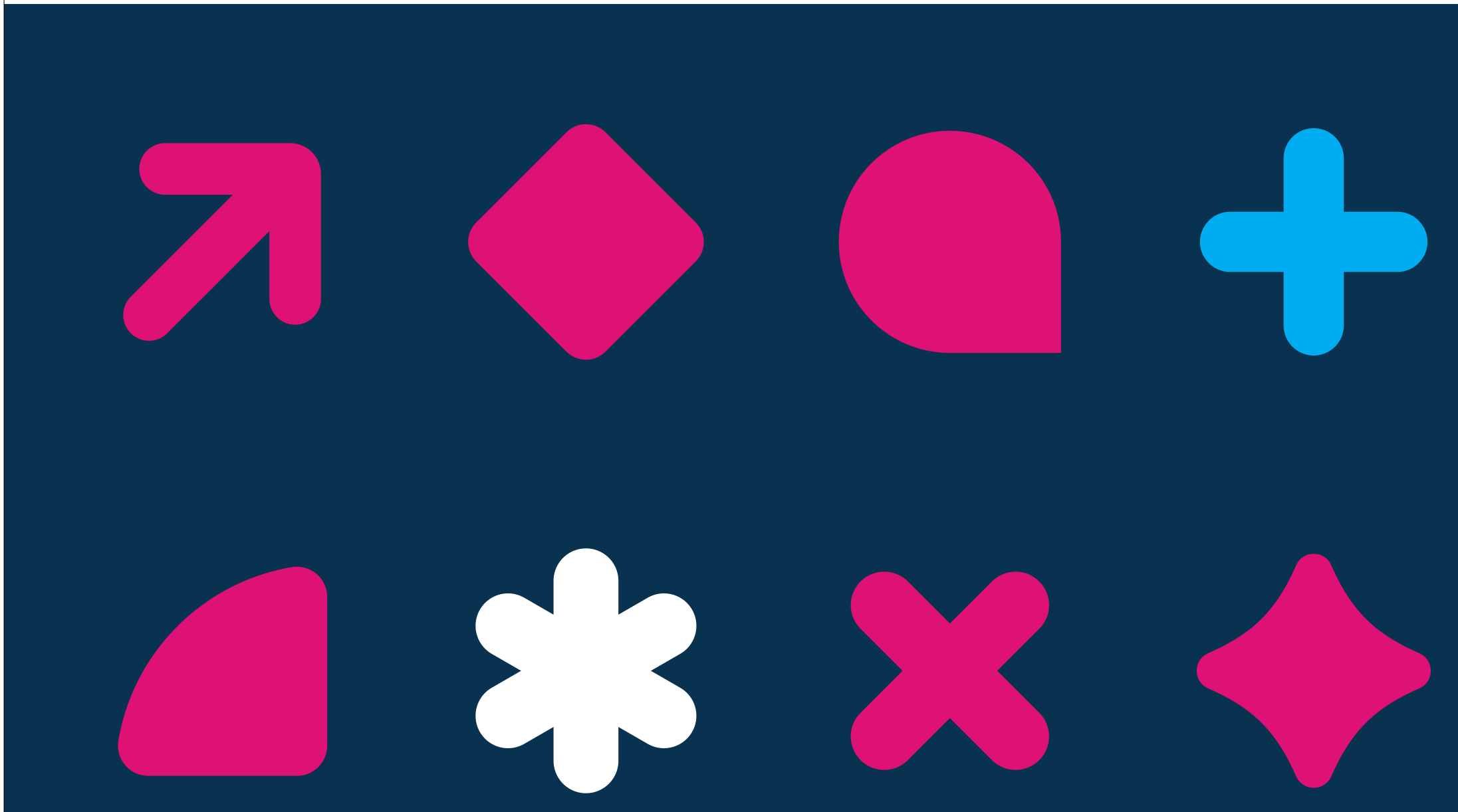
CHAPTER SIX

Brand system

Assets
Design system

Assets (1)






Visory
Lorem ipsum headline


Visory
Lorem ipsum headline
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Visory
Lorem ipsum headline
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Visory
Lorem ipsum headline
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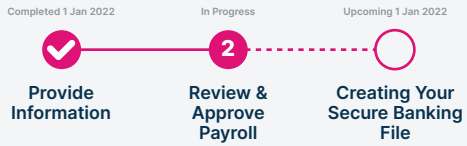
Visory

You didn't start your business to worry about bookkepping. We did.

ONE

Best Practice Workflows

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TWO

Insights (Scorecards)

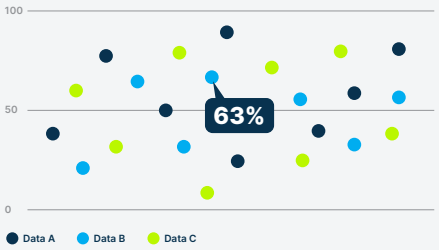
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TWO

Insights (Benchmarking)

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THREE

Always Connected

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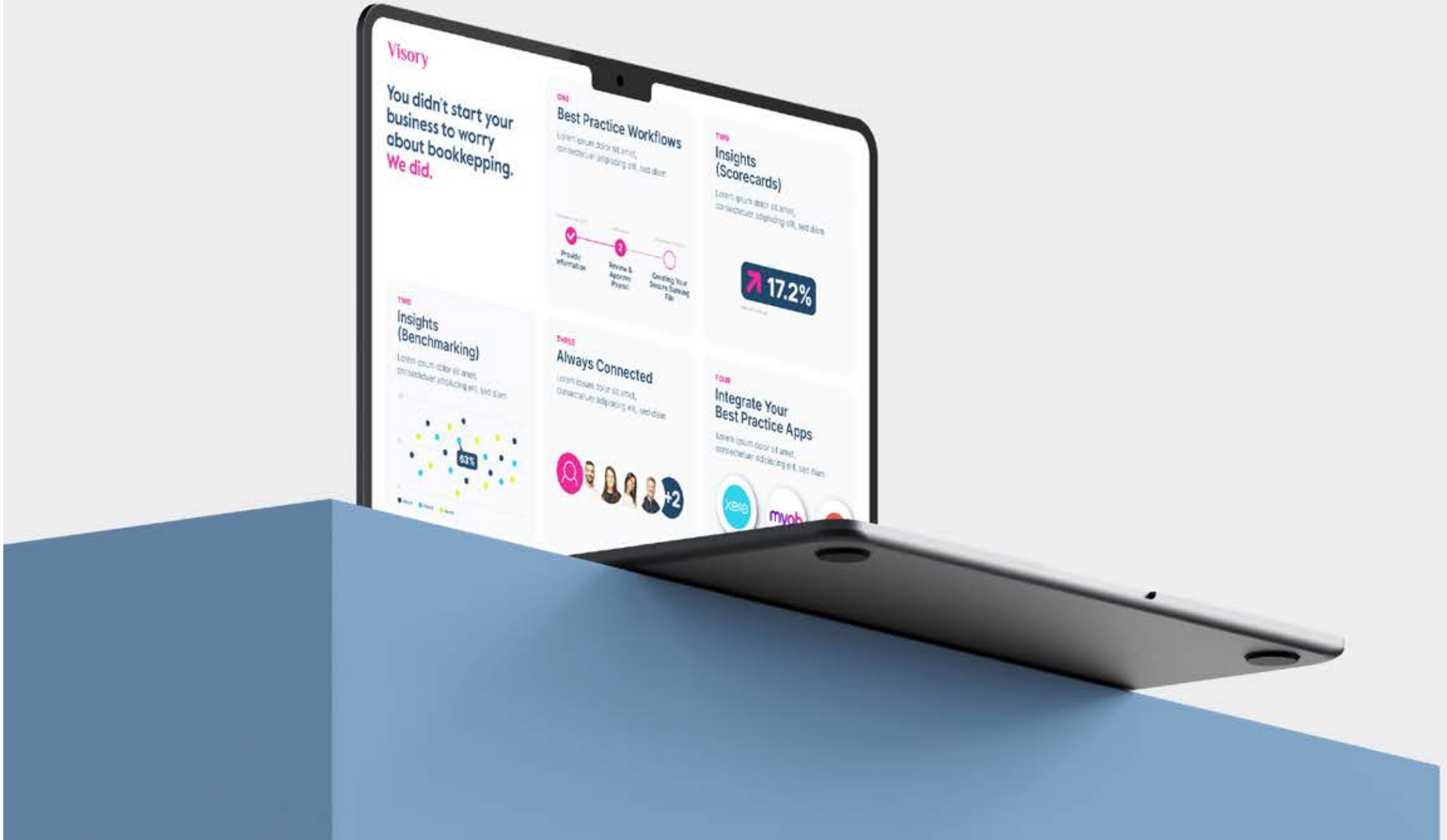


FOUR

Integrate Your Best Practice Apps

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam




Visory
You didn't start your business to worry about bookkepping. We did.
ONE
Best Practice Workflows
TWO
Insights (Scorecards)
17.2%
TWO
Insights (Benchmarking)
83%
THREE
Always Connected
+2
FOUR
Integrate Your Best Practice Apps
xero
myob

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Thank you for reading