BRAND GUIDELINES

Brand Messaging & Visual Identity | 2024

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BRAND PULSE

BRAND POSITIONING

FOR SMALL BUSINESS

Unlike standard flex office companies focused on real estate rentals, Intelligent Office smartly and conveniently helps small businesses meet their specific OFFICE SPACE, MAILING and/or LOCAL PHONE SERVICE needs. We enable business owners to dream and grow by doing what they do best, and let IO sweat the small stuff.

FOR FRANCHISEES

Intelligent Office offers a proven model, resources, and support with more than 3 distinct revenue streams surrounding flex office space. We're looking for business leaders who are passionate about helping small companies reach their full potential.

BRAND PULSE

UNIQUE SELLING PROPOSITIONS

USP #1 MEETING YOUR NEED FOR SPACE

Put a professional front end on your business with a beautiful, physical office and meeting space.

USP #2 DELIVERING ON YOUR NEED FOR A PHYSICAL MAILING ADDRESS

Put one of our prime locations behind your name, with a professional business mailing address.

USP #3 ANSWERING YOUR NEED FOR LOCAL & LIVE PHONE SERVICES

A unique business phone number tells customers they're communicating with your team, in your community.

BRAND PULSE

BRAND STORY

SUMMARY: *You started a business because you had a smarter way to help people do their best. At Intelligent Office (IO) we found a smarter way to help people like you do an even better job at delivering your services. We MEET your need for productive space. We DELIVER on your need for a physical, professional mailing address, and we ANSWER your need for local and live support and phone services. Contact us today to see how we can handle your Space, Mail and Phone needs — so you can handle the stuff that only you can do!*

Look what you've done! Your company has grown to the point that there's opportunity to do more — if only somebody could HANDLE THE SMALL STUFF so YOU could handle the real stuff. The good stuff. The stuff that only YOU can do.

We MEET your need for space, with comfortable and productive offices or meeting rooms available for your schedule and budget — pay only as you need them. And, within those quiet, professional offices you'll find our Intelligent Assistants™— 2 or more staff onsite that represent and help you in a warm, inviting way.

We DELIVER ON your need for a physical mailing address. Much more than a "PO Box," IO manages your mailbox, including deliveries and shipping. We can even scan documents or forward packages to you. We give you a secure, visible, locally-staffed office location for your mail — more professional and safer than a home address.

We ANSWER your need for local and live phone services, whether you're renting space from us or not. When customers call your number, our Intelligent Phone solution displays caller information with data specific to your company, so we can answer their questions about your business intelligently, thoroughly and locally!

Intelligent Office. We'll handle your SPACE, MAIL & PHONE needs.™

BRAND PULSE

TONE OF VOICE

There is a delicate balance between a voice that stands out — and one that has enough professionalism to instill confidence in our target market. Here are a few tips on "tone of voice" to keep the IO brand voice consistent across communications.

HELPFUL

Let our customers know we are here to help them succeed.
If somebody could handle the small stuff, you could handle the important stuff that only you can do.

PROFESSIONAL

Our services are professional and our space is, too. Our voice needs to reflect that with clear and concise communication.
Put a professional front end on your business with a beautiful, physical office and meeting space.

AUTHENTIC

We should speak in the language of our customers, with simplicity, to demonstrate that we understand what they are dealing with.
You handle the big stuff. We'll handle your Space, Mail & Phone Needs.

VISUAL IDENTITY

Logos + Guidelines   -
Color Palette + Guidelines   -
Typography + Guidelines   -

LOGO

LOGO MARK

INTELLIGENT OFFICE™

VISUAL IDENTITY

LOGO ANATOMY

The Intelligent Office logo is considered a combination mark. It consists of a wordmark and a symbol, or logo mark. This combination gives the brand flexibility to use the elements together or independently across a variety of applications.

WORDMARK

VISUAL IDENTITY

LOGO COLOR

The Intelligent Office logo should always contrast with its background. There are three versions of the logo to ensure legibility and optimum reproduction quality in all printing process and digital uses.

FULL COLOR

The full color logo on white or the dark gray background is the preferred version for optimal legibility and should be used whenever possible.

FULL COLOR

When there are limited number of colors available in printing, or the logo is being used over an image, use the single color version. Only black and white should be used.

VISUAL IDENTITY

LOGO LOCKUPS

The centered version of the Intelligent Office logo is preferred and should be used whenever possible.

In certain applications, the centered logo may not be suitable due to size constraints. In this instance, it is permissible to use alternative lockups of the logo to fit the intended application.

HORIZONTAL

i INTELLIGENT OFFICE™

CENTERED

**i
INTELLIGENT OFFICE**™

STACKED

**i
INTELLIGENT OFFICE**™

VISUAL IDENTITY

PLACEMENT & SCALE

The Intelligent Office logo has been designed to ensure accurate reproduction and legibility across all communications. Therefore, it is important to pay attention to clear space and minimum sizes stated.

CLEAR SPACE

The clear space around all sides of the logo should be equal to the height of the wordmark for maximum legibility and impact, but the more clear space the better.

MINIMUM SIZE

To preserve legibility, the logo should never be printed smaller than 1 inch wide and should never appear at less than 120px wide in digital formats.

Note: When using the logo with tagline, be mindful that the font is much smaller than the wordmark and sizing should be adjusted accordingly.

MINIMUM SIZE

COLOR PALETTE

Primary Color Palette   -
Supporting Palette   -
Color Usage   -

VISUAL IDENTITY

PRIMARY COLOR PALETTE

Color plays an essential role in Intelligent Office's visual identity. How color is used adds personality to the IO visual identity and differentiates IO from other brands.

Yellow speaks to the day that these business owners face — a promising day.

Grey adds the professional element — especially mixed with Dark Grey and White.

These primary colors should be the foundation of any brand designs.

YELLOW 1225C

CMYK 0/21/75/0   RGB 255/203/90   HEX #FFCB5A

GREY

CMYK 53/44/41/7   RGB 127/128/132   HEX #7F8084

DARK GREY

CMYK 75/66/60/62   RGB 40/44/48   HEX #282C30

WHITE

CMYK 0/0/0/0   RGB 255/255/255   HEX #FFFFFF

VISUAL IDENTITY

SUPPORTING PALETTE

To add flexibility to the Intelligent Office visual identity, we have added a few support colors. However we encourage marketers to try to make use of the primary color palette as much as possible, utilizing these colors as "emphasis" or pops of interest. They would especially be useful for graphs and charts (see next page).

In addition, the **Blue** is often a good color for financial, legal and tech companies, while **Green** is often used for healthcare companies.

The support palette should always be used in conjunction with the primary color palette and should never be used on its own.

GREEN 625

CMYK 61/10/38/32   RGB 80/127/112   HEX #507F70

BLUE 647

CMYK 96/53/5/24   RGB 35/97/146   HEX #236192
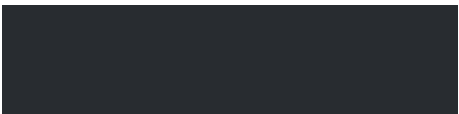
LIGHT GREY

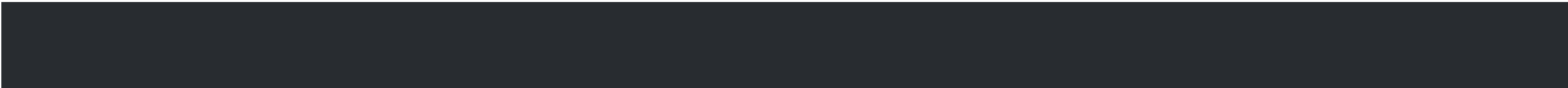CMYK 8/6/6/0   RGB 232/232/232   HEX #E8E8E8
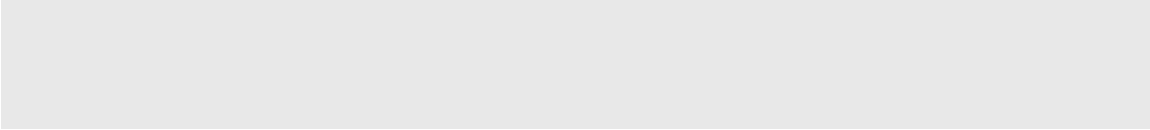
YELLOW 1225C

DARK GREY

GREY

GREEN 625

BLUE 647

LIGHT GREY

VISUAL IDENTITY

COLOR USAGE

This chart is an example of both the approximate allocation of the Intelligent Office colors used, as well as an example of using accent colors in charts.

VISUAL IDENTITY

TYPOGRAPHY

When used thoughtfully, typography can be a powerful brand tool that can add visual meaning to what is communicated in the form of visual hierarchy. The Intelligent Office typography is communicated cleanly and
clearly, and is flexible in a wide range of situations.

The primary typeface is Noto Sans, provided by Google Fonts. Because of its free availability it should be used in all communications. It can be downloaded here:

https://fonts.google.com/specimen/Noto+Sans

With two weights and two italics, this family gives IO a great deal of flexibility in nearly any design.

Aa

NOTO SANS

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

VISUAL IDENTITY

TYPOGRAPHY GUIDELINES

Follow said guidelines to build brand consistency across all platforms, whether that be digital or print.

Noto Sans Bold —— # Header 1

Noto Sans Bold —— ## Header 2

Noto Sans Regular —— ### Header 3

Noto Sans Regular —— Header 4

Noto Sans Regular —— Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

INTELLIGENT OFFICE™

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