techwave

Techwave
Brand guidelines

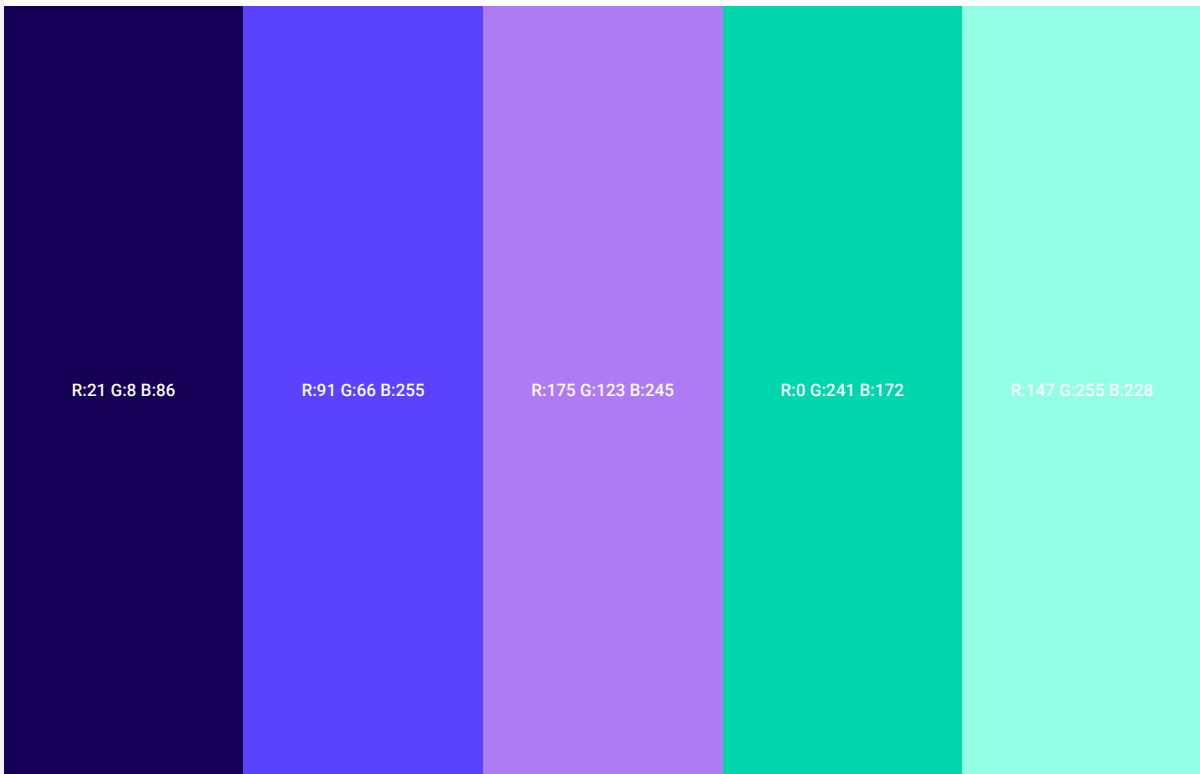# Brand cheat sheet

Our logo suite

techwave

techwave   techwave

Colour palette

| R:21 G:8 B:86 | R:91 G:66 B:255 | R:175 G:123 B:245 | R:0 G:241 B:172 | R:147 G:255 B:228 |

Primary font family

Roboto

The **quick** brown fox jumps over the *lazy* dog

abcdesfghijklmnopqrstuvwxyz
ABCDESFGHIJKLMNOPQRSTUVWXYZ
0123456789!?£$

abcdesfghijklmnopqrstuvwxyz
ABCDESFGHIJKLMNOPQRSTUVWXYZ
0123456789!?£$

System font

Roboto

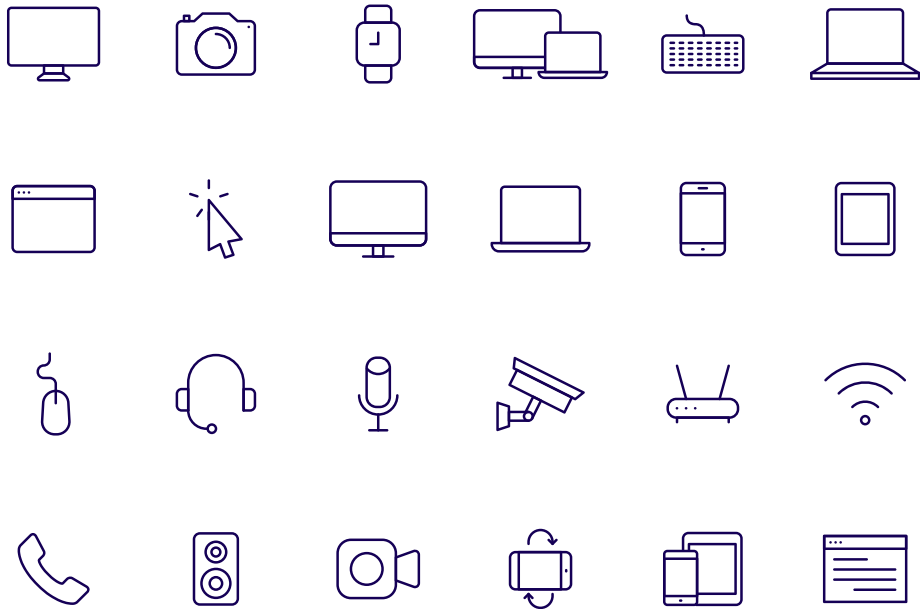The **quick** brown fox jumps over the *lazy* dog

abcdesfghijklmnopqrstuvwxyz
ABCDESFGHIJKLMNOPQRSTUVWXYZ
0123456789!?£$

abcdesfghijklmnopqrstuvwxyz
ABCDESFGHIJKLMNOPQRSTUVWXYZ
0123456789!?£$

Photography style

Iconography style

Brand narrative

Brand promise

With passion and purpose, we work in collaboration with our clients, integrating innovative approaches and deep expertise to deliver results.

Vision

To become the world's most trusted digital transformation partner.

Mission

We ignite opportunities through innovation and expertise to deliver real results.

Techwave brand values

Innovation

We never settle, in everything we do, we challenge our ideas of what's possible in order to better meet the needs of our customers.

Diversity and inclusion

Techwave is a diverse, equitable, and inclusive workplace. Everyone is welcome and our employees are comfortable bringing their authentic whole selves to work.

Customer first

Our customers are the heart of Techwave – we strive to earn their trust every day with our skills and experience, delivering real value at every opportunity.

Integrity

We're honest, transparent and committed to doing what's best for our customers and our company. We openly collaborate in pursuit of the truth.

Teamwork

We strive for excellence, which means we are right there with our customers, whenever they need us, for as long as it takes.

Social Responsibility

Wherever we have a chance to make a difference – our customers, our teammates, our partners, our neighbours, ourselves – we will rise to the occasion and seize it.

This is what we believe in

- Lead by example.

- Respect the individual.

- Work together.

- Communicate openly and honestly.

- Seek facts and provide insights.

- Improve communities.

- Act with integrity.

Tagline

Empower Success

Personality traits

Personality traits are used internally to help shape communications and serve as a platform for creating additional dimensions of the brand.

Idealistic and Thoughtful

We aim to do good in everything we do, and we're open to considering ideas beyond our immediate comfort zone and seek to leverage disruptive solutions from outside our industry.

Friendly and Excited

We go above and beyond what is needed, approaching our work in an enthusiastic and spirited manner.

Nimble and Adaptive

When the situation changes, we change with it. Embracing new ways of working, technologies and practices is second nature and we use these innovations to improve our work and deliver better value for our customers.

Reliable and Competent

We work in partnership with our customers to achieve success and are committed to delivering our best work every time.

techwave

Logo Rules
And usage

Hero logo

Wherever possible, lead with our hero master logo. The logo should always be used on external customer facing assets.

An all black and white version of our high-visibility logo can be used in certain circumstances, where printing limitations restrict colour reproduction.

Our hero logos have been carefully created and should always be reproduced using the master artworks.

Logo alternatives

Alternative versions of our hero logo can be used in exceptional circumstances, where printing limitations restrict colour reproduction.

Logo clear space

The logo clear space is created by using the letter '**e**'.

To ensure legibility and stand-out, it is important to retain sufficient clear space around our logo. No text or heavy graphical imagery should ever enter this clear space.

Minimum sizes

For our logo to stand out and be visible it is important that the recommended minimum logo sizes are adhered to in print.

When creating digital documents common sense should be used. It is important that our logo is always legible and readable wherever it is used.

Logo alignment

The hero logo can be used in any corner aligned to the side margins of any printed or online digital document.

The rules on logo clear space and minimum size must be followed and this can be used to generate the minimum margin size for the majority of documents.

Only in extreme circumstances may the logo be centred horizontally and vertically against any margin.

The margins in the example are defined using the logo clear space rule which is created by using the letter 'e' of the logo placed size.
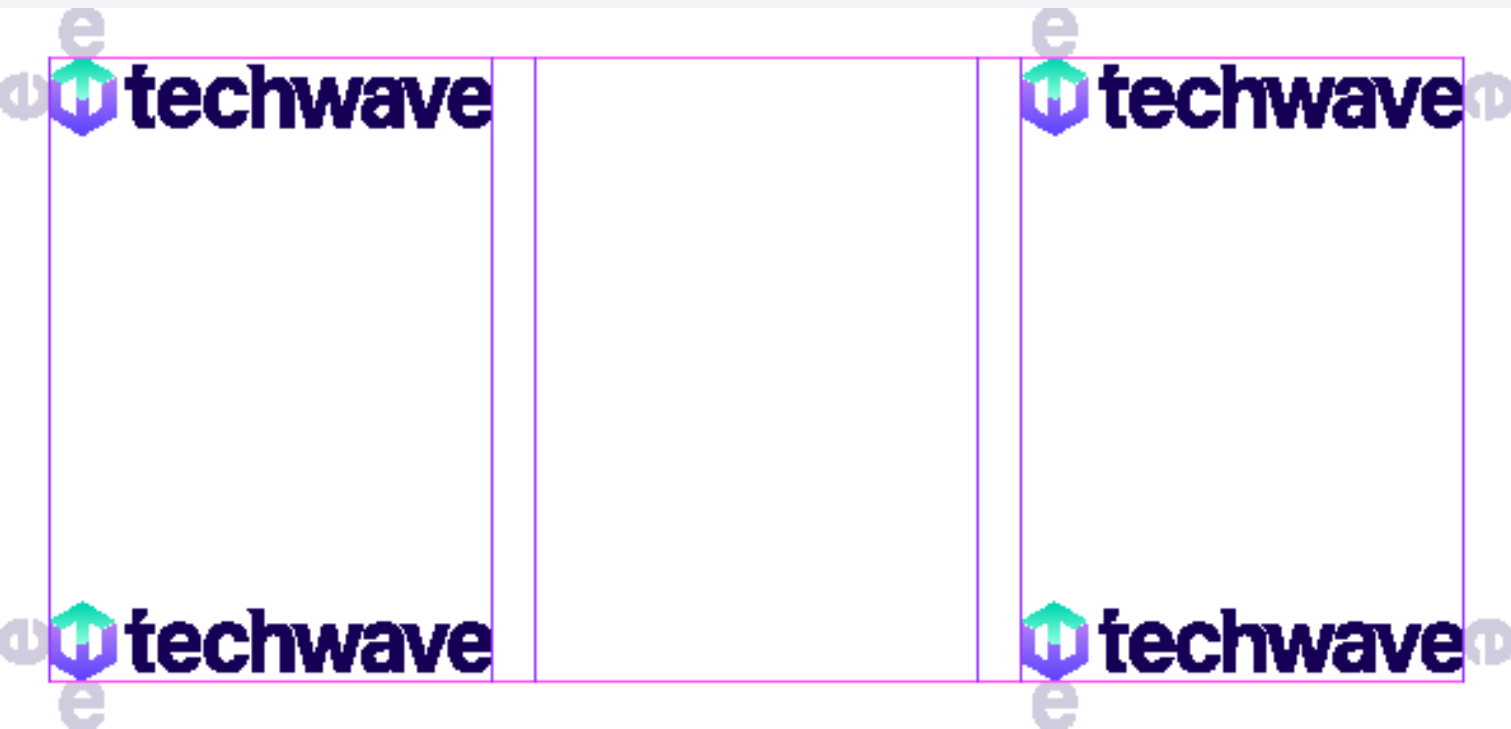
Minimum margin sizes and logo position

The example to the left shows the minimum margin size and position of the logo with the margins

The margin size is created by using the logo clear space rules, described on the previous page.

Perfect margin sizes and logo position

The example to the left shows the preferred layout and position of the logo on an A4 document.

For A4:
Please use margins of 12mm split into 3 columns with a gutter of 6mm.

For A5:
Please use margins of 10mm split into 3 columns with a gutter of 5mm.

Using these rules will create a consistent look and feel across all of our documentation.

Logo don'ts

Its important that our logo is used correctly and not altered in any way, and that the clear space, minimum size and usage rules are followed.

Please see some examples to the right of **WHAT NOT TO DO** to the logo.

Additionally our logo is an important part of our brand and must not be changed or used in any other way. This includes separating the iconic element from the logo.

Never change the proportions of the logo horizontally.

Never change the proportions of the logo vertically.
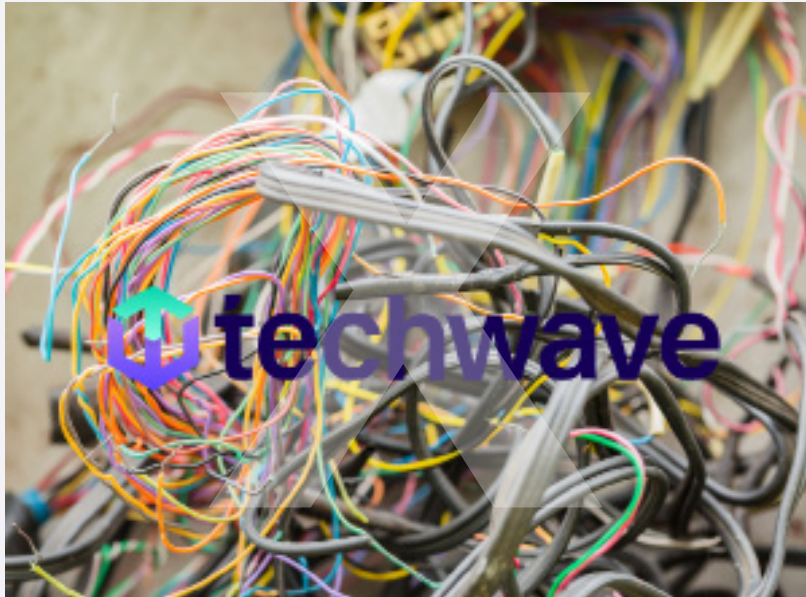
Do not rotate the logo or use on an angle.

Don't change the logo's leading or spacing.

Do not use a distorted, pixelated or blurred version.

Do not change the colours of the logo.

Do not use across photography or complex backgrounds.

Do not trim the logo – make sure its all visible.

Do not add a drop shadow or any other effects.

Partner Logos

We partner with some of the biggest technology service providers in the world.

Following the partner logo placement examples will portray a consistent look and feel across all of our documentation. It's important that there is enough clear space between our logo and theirs.

Using a double 'e' from our logo will create sufficient space between them.

Partner logos come in various shapes and sizes so please use common sense for sizing partnering logos, they should always roughly be the same proportion and size.

techwave

Our Colour Palette

Colour palette

Our primary identity colour palette follows our colours heritage yet uses brighter shades of green and purple to stand out in our segment.

Dark royal blue served as an anchor to balance our primary colours, bright purples and green tear.

The palette was designed to create an innovative and stylish look and feel and express our brand personality.

We use colour to create consistent messaging across all channels, inspire and engage, and add flexibility to the design system.
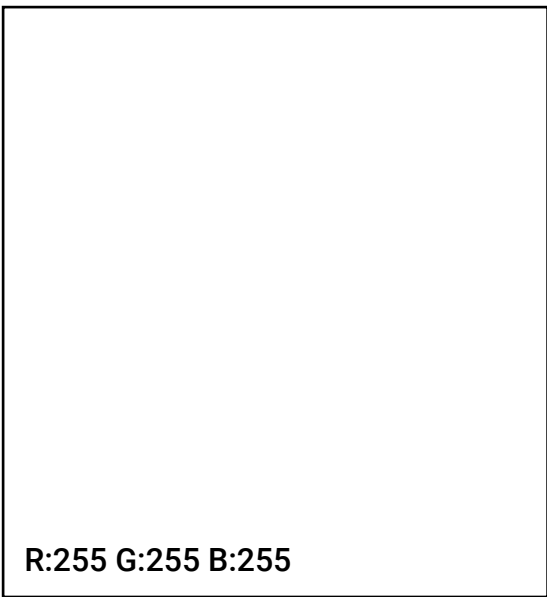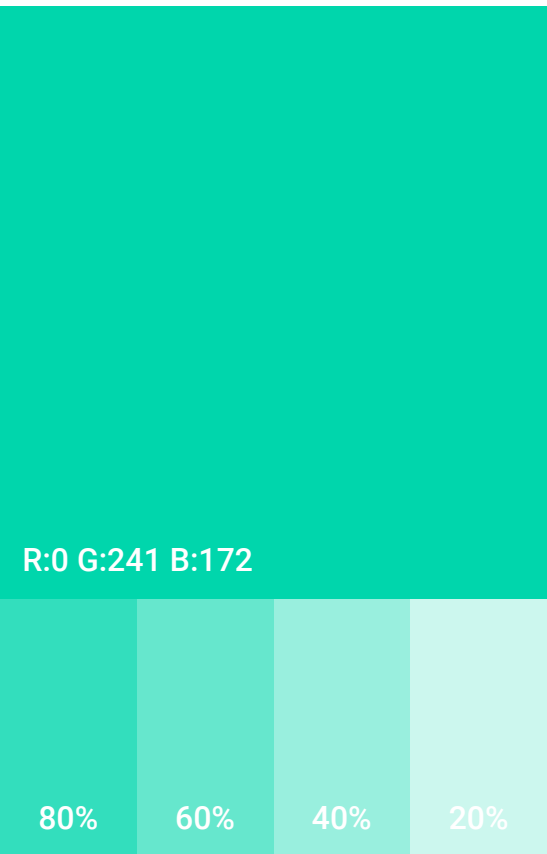
Always ensure to use the exact values of the colours, as outlined on this page.
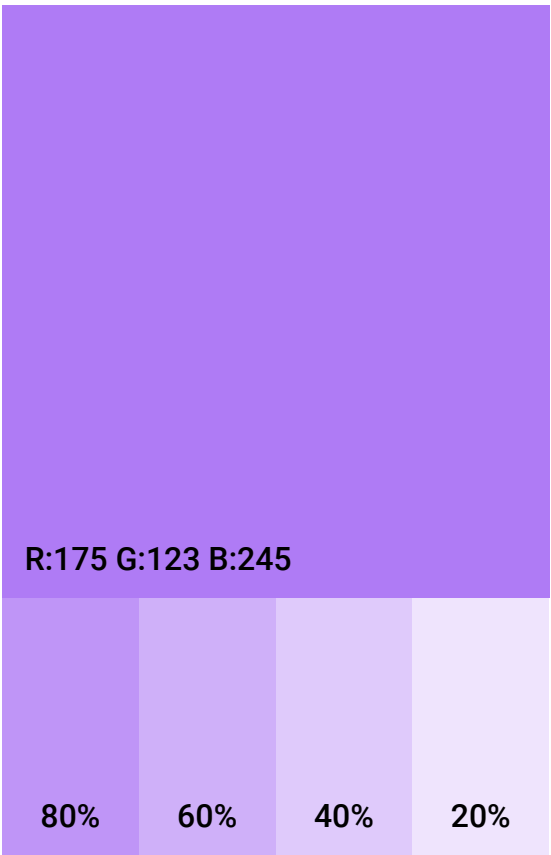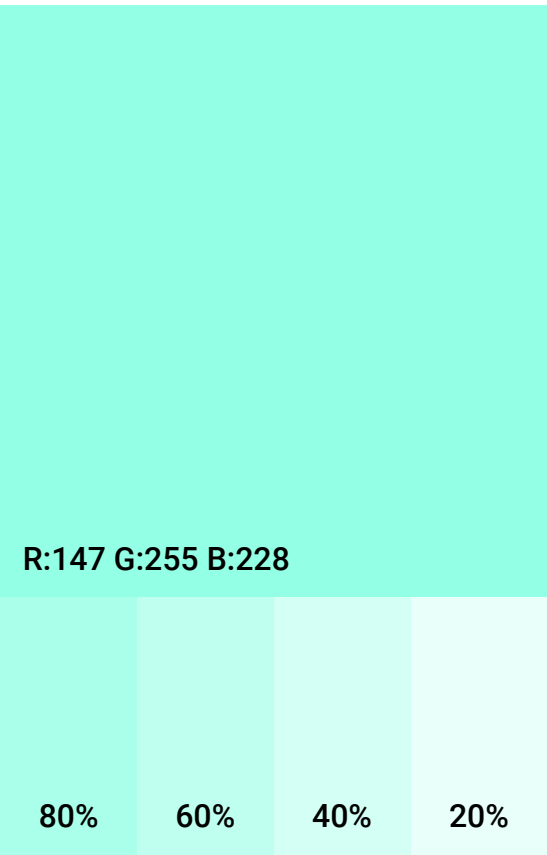
RGB Colours

Please only use these break downs to correctly deliver a high level of brand consistency.

Primary colour pallet RGB

R:21 G:8 B:86

| 80% | 60% | 40% | 20% |

R:91 G:66 B:255

| 80% | 60% | 40% | 20% |

R:0 G:241 B:172

| 80% | 60% | 40% | 20% |

R:255 G:255 B:255

White space portrays clarity, confidence and professionalism.

Secondary colour pallet RGB

R:147 G:255 B:228

| 80% | 60% | 40% | 20% |

R:175 G:123 B:245

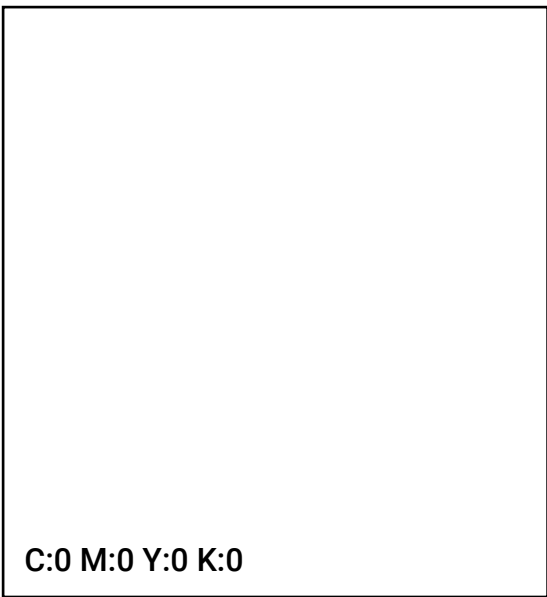| 80% | 60% | 40% | 20% |

CMYK & Pantone

CMYK colours are to be used for print only as they often appear muted compared to RGB colours.

Primary colour pallet CMYK

C:100 M:100 Y:38 K:40
Pantone Solid Coated: 275 C
Pantone Solid Uncoated: 281 U

| 80% | 60% | 40% | 20% |

C:74 M:68 Y:0 K:0
Pantone Solid Coated: 2725 C
Pantone Solid Uncoated: 2725 U

| 80% | 60% | 40% | 20% |

C:85 M:0 Y:40 K:0
Pantone Solid Coated: 3262 C
Pantone Solid Uncoated: 3262 U

| 80% | 60% | 40% | 20% |

C:0 M:0 Y:0 K:0

White space portrays clarity, confidence and professionalism.

Secondary colour pallet CMYK

C:52 M:0 Y:29 K:0
Pantone Solid Uncoated: 0921 U

| 80% | 60% | 40% | 20% |

C:45 M:40 Y:0 K:0
Pantone Solid Uncoated: 271 U

| 80% | 60% | 40% | 20% |

Gradients RGB

Gradient 1

Gradient made up from primary blue to secondary purple (R:91 G:66 B:251 – R:91 G:66 B:251).
Only to be used is this combination and on a 45° angle, dark to light.

Gradient 2

Gradient made up from primary green to secondary green (R:0 G:241 B:172 – R:21 G:8 B:86).
Only to be used is this combination and on a 45° angle, dark to light.

Gradients CMYK

Gradient 1

Gradient made up from primary blue to secondary purple (C:74 M:68 Y:0 K:0 – C:45 M:40 Y:0 K:0).
Only to be used is this combination and on a 45° angle, dark to light.

Gradient 2

Gradient made up from primary green to secondary green (C:85 M:0 Y:40 K:0 – C:52 M:0 Y:29 K:0).
Only to be used is this combination and on a 45o angle, dark to light.

techwave

Tone Of Voice
And Fonts

Tone of voice

Our tone can be summed up as:

✓ **Smart** Minimal, balanced and insightful.	✓ **Clear** Human and natural jargon-free language is clear and simple but impactful.	✓ **Confident** Approachable but showcase our expertise. Our speech is conversational and aspirational.

Our tone of voice is the language our brand uses to communicate with the world. The way we communicate is crucial, as our tone of voice brings our visual identity, purpose and personality to life. It helps us stand out from the crowd and sets expectations for our audiences about who we are as a brand.

Our tone of voice should reflect our values, being upbeat and passionate, client focused, and showcasing our innovative products and exemplary service.

Boilerplates

Techwave is a leading global IT and Engineering services and solutions company revolutionizing digital transformations. They believe in enabling clients to maximize the potential and achieve a greater market with a wide array of technology services, including, but not limited to, Enterprise Resource Planning, Application Development, Analytics, Digital, and the Internet of things (IoT).

Founded in 2004, headquartered in Houston, TX, USA, Techwave has a team of experts, leveraging Digital Transformation, Enterprise Application, and Engineering Services expertise, in 11 countries.

Primary Font

Roboto has been chosen for its simplicity and legibility but at the same time, the font features friendly and open curves.

Roboto.

The **quick** brown fox jumps over the *lazy* dog

abcdesfghijklmnopqrstuvwxyz
ABCDESFGHIJKLMNOPQRSTUVWXYZ
0123456789!?£$

abcdesfghijklmnopqrstuvwxyz
*ABCDESFGHIJKLMNOPQRSTUVWXYZ*
0123456789!?£$

System fonts

Our system font is Arial and it should be used by all employees. Arial should be used in all PowerPoints and Microsoft Word documents.

Arial

The **quick** brown fox jumps over the *lazy* dog

abcdesfghijklmnopqrstuvwxyz
ABCDESFGHIJKLMNOPQRSTUVWXYZ
0123456789!?£$

abcdesfghijklmnopqrstuvwxyz
abcdesfghijklmnopqrstuvwxyz
0123456789!?£$

techwave

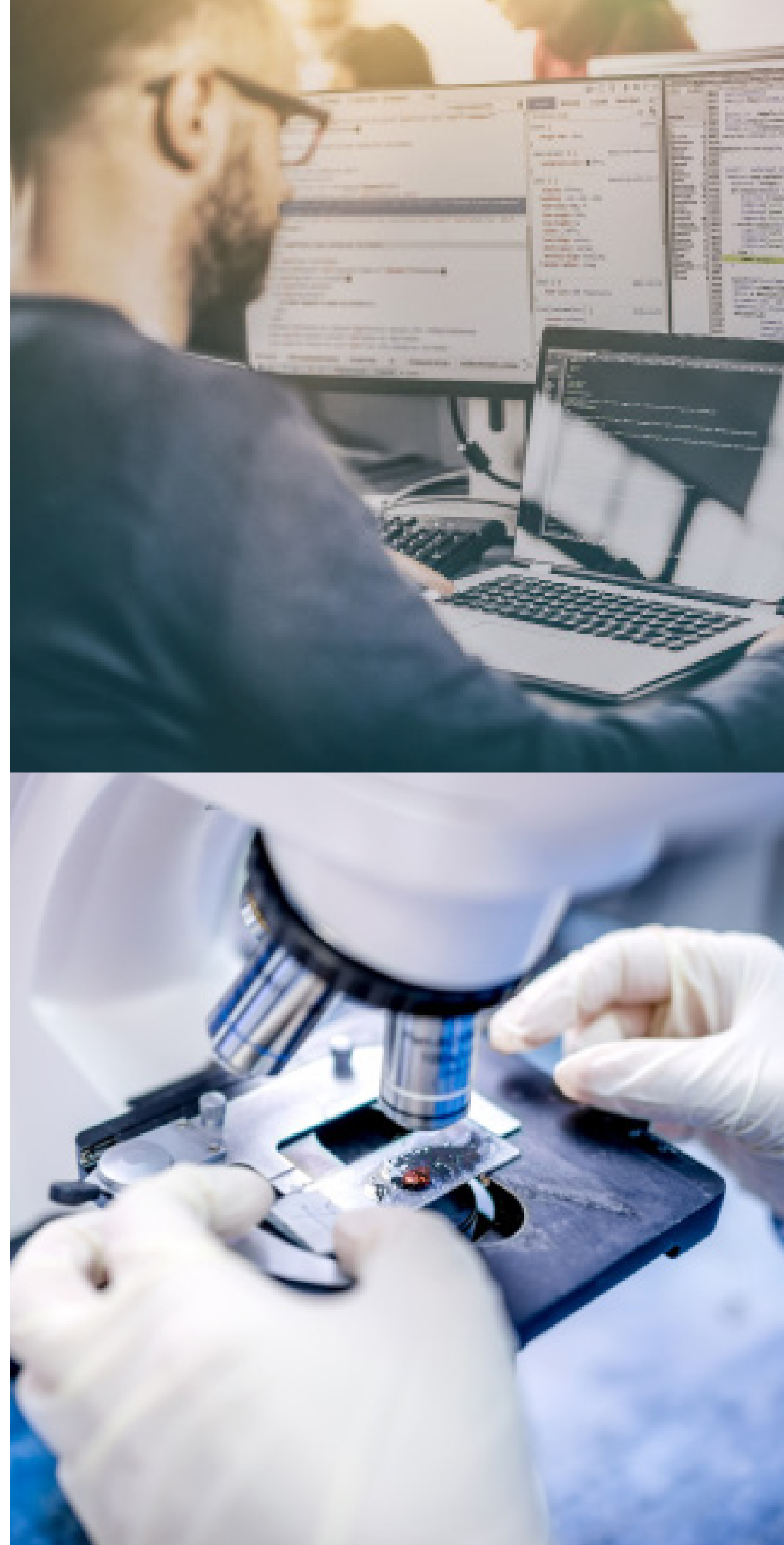# Images And Iconography

Photography

- Lifestyle but technology orientated
- Colourful, casual, diverse and uncomplicated.
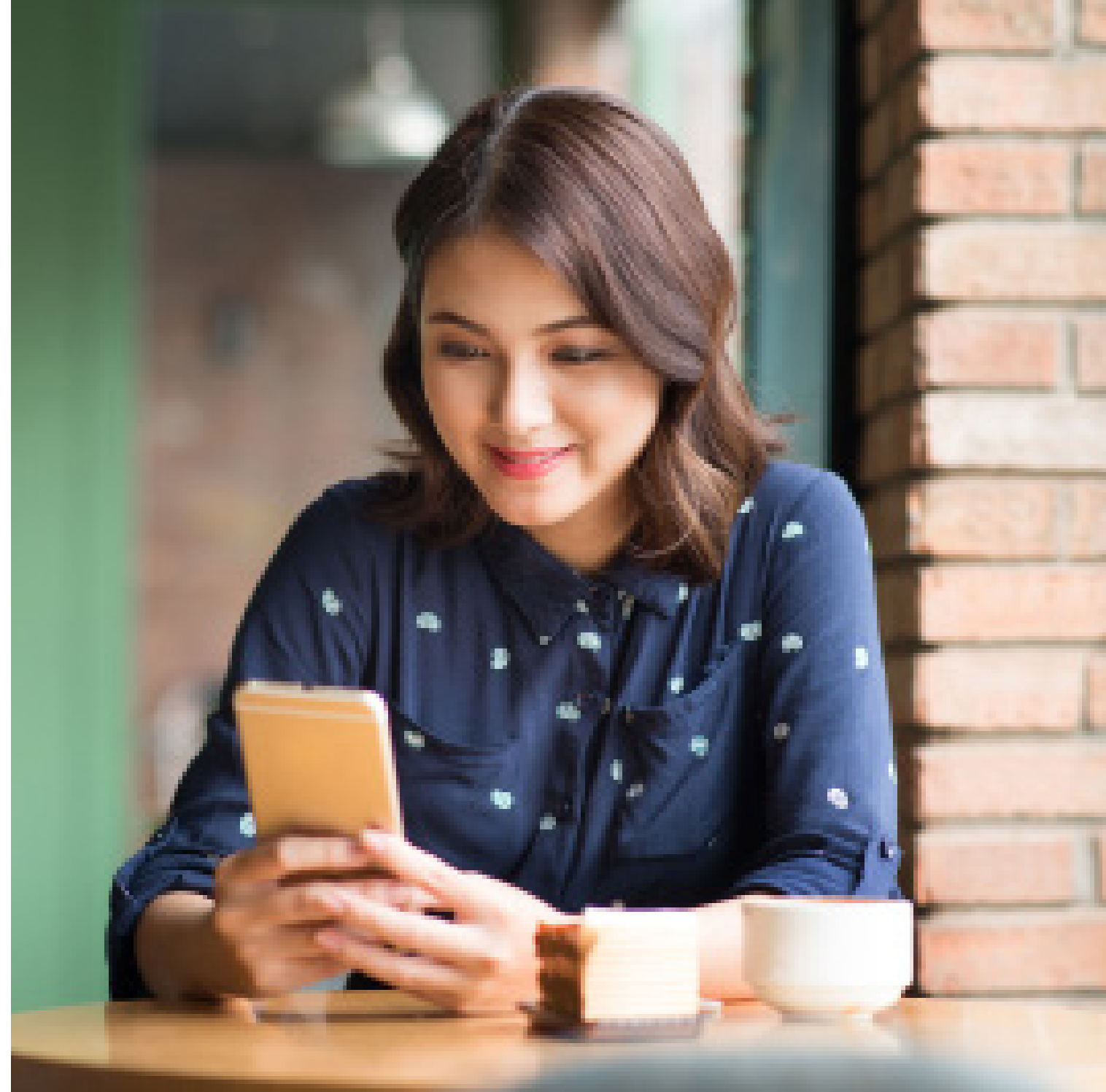
Industry specific

Following the main rules of brand imagery secondary imagery is used for industry specific collateral. Mostly used in factsheets or case studies.

Value Icons

These icons illustrate our values.
- Innovation
- Diversity & inclusion
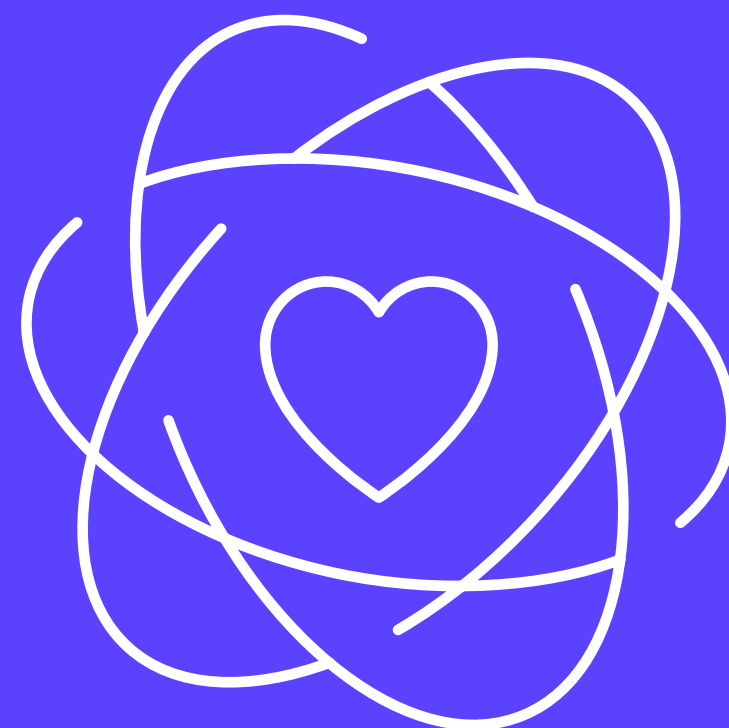- Customer first
- Integrity
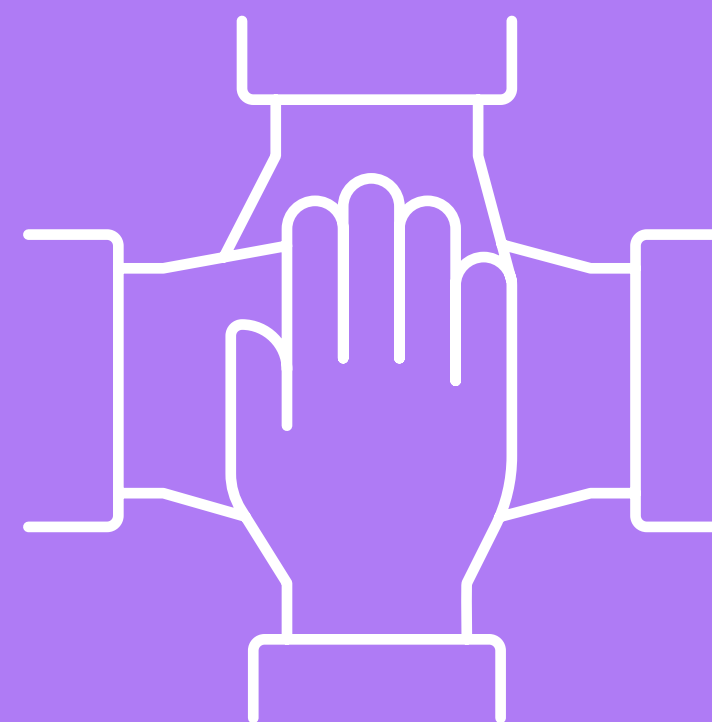- Teamwork
- Social responsibility
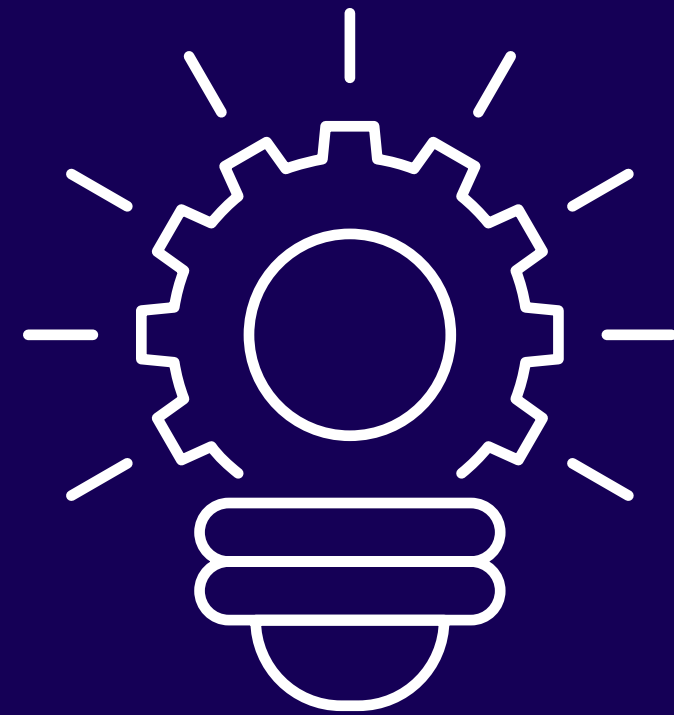
Innovation

Diversity & Inclusion

Customer first

Integrity

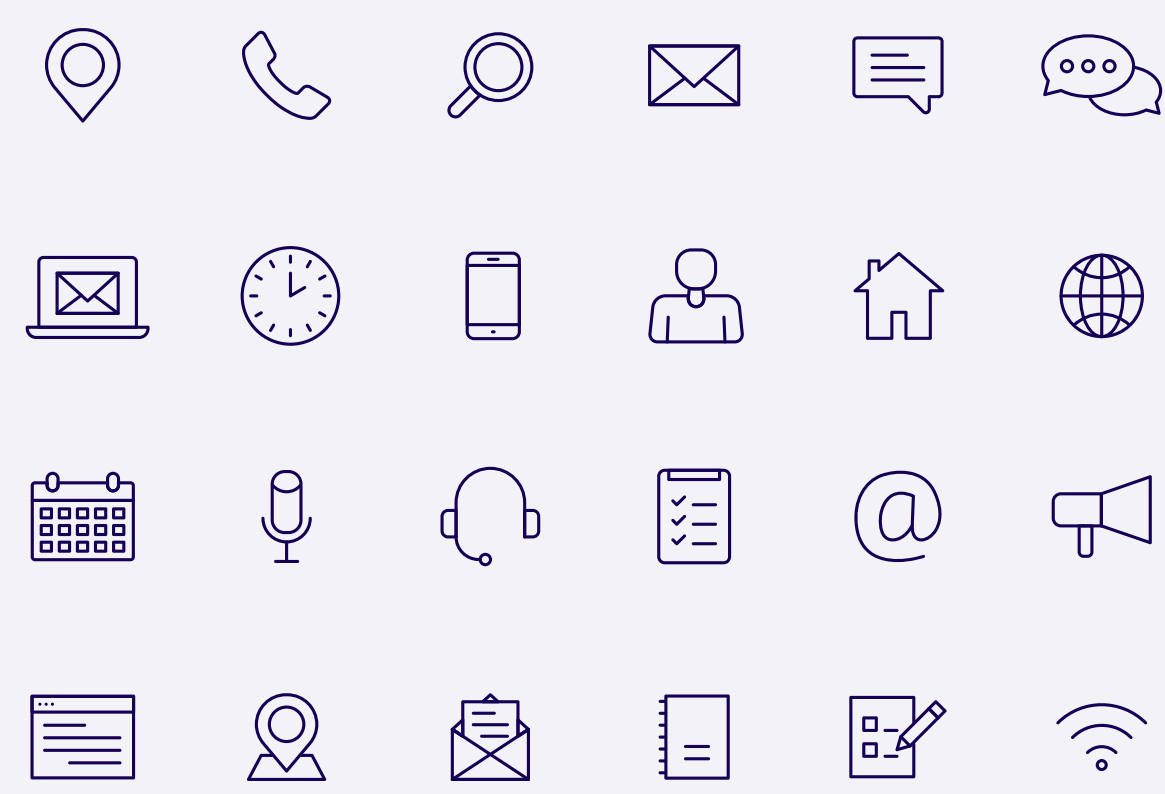**Teamwork**

Social Responsibility

Iconography

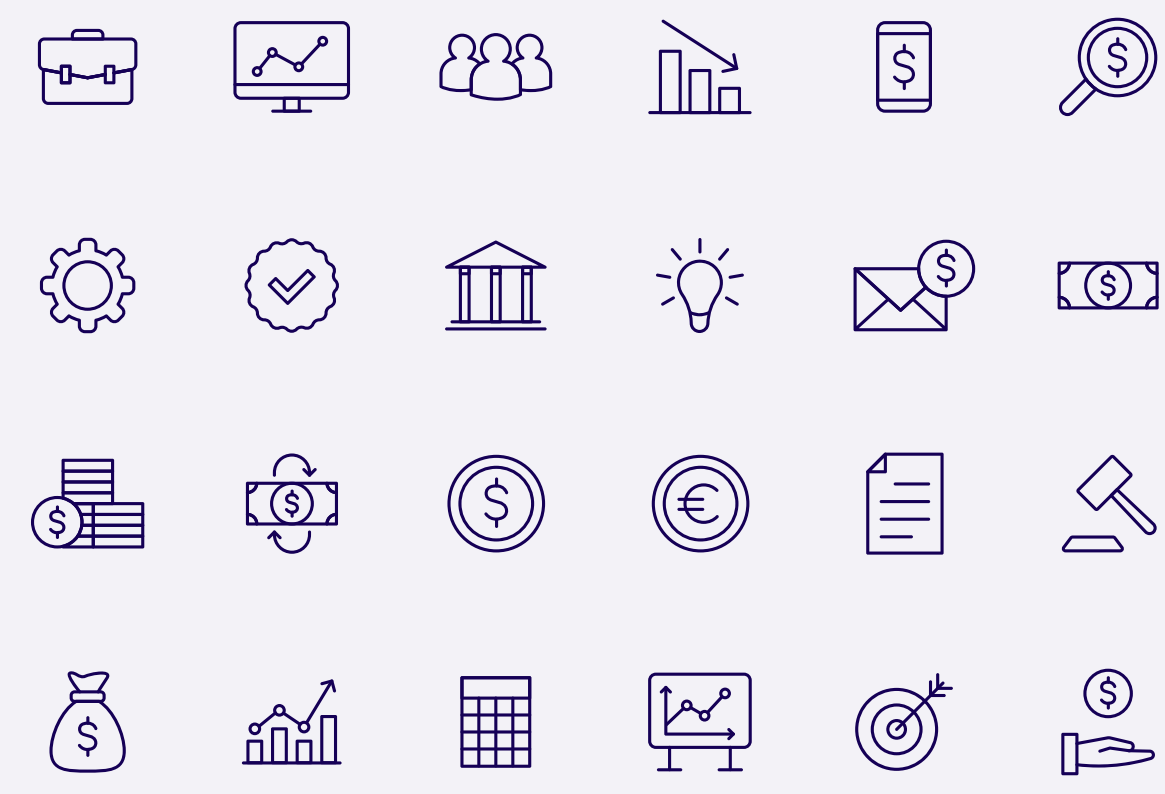Our icons are clean and simple and when used should clearly represent the meaning.

We have over 500 icons and they can be downloaded by **clicking here** or by contacting the creative department.

Examples of the set are to the right.

Contact us

Business and finance

Data analysis

Device and technology