

It's
Simple.



Preface

This comprehensive guide empowers you to maintain a consistent brand identity across all channels. Dive into logo usage, including variations, sizes, clear space, and color guidelines, to ensure instant recognition. Discover the approved typography, with recommended typefaces, weights, sizes, and spacing, that capture the essence of simplicity. Explore our carefully curated color palette, featuring primary and secondary colors with precise codes, to evoke the desired emotional response. Unveil the art of selecting imagery that aligns with our brand's aesthetic, and harness the potential of our tone of voice guidelines to deliver compelling messaging. With the "it's Simple" Brand Guide as your compass, forge a memorable brand experience that effortlessly communicates our values and captivates audiences.

Thank you for adhering to our guidelines and growing our brand.

“**Design is the silent ambassador
of your brand.**”

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Mission Statement

What is a Mission Statement and how will we use ours?

Our mission statement declares who we are including a general description about us, our function and objectives. As we grow, our objectives and goals may change. Therefore, our mission statement may be revised to reflect our dynamic culture and goals met. Our Mission Statement should be applied where only a short character count is allowed (e.g. Instagram bio) or where only a short description of It's Simple is appropriate for the medium (e.g. print collateral)

Our Mission Statement:

Digital and mobile lenders tearing through the red tape and uncertainty around lending to make accessing finance the way it should be - simple.



Our Tagline

What is a tagline and how will we use ours?

Our tagline is allied to our brand. Our tagline is abstract, in that it doesn't reference It's Simple directly, but it speaks to tangible consumer benefits and our brand values. Our tagline will appear in a range of media, including our website, all print and digital collateral. Our tagline may appear in close proximity to our company name.

Our tagline can be shown separate to the logo; as a stand alone or with the apostrophe device.

**How it
should be.**



**How it
should be.**

**Seriously simple,
how it should be.**



**Seriously simple,
how it should be.**

Voice & Tone

Who We Are

Corporate, but human.

We make access to finance seriously simple, how it should be.

We don't want to reinvent the wheel, but we're going to change the the treads.

We solve problems and save time.

We get customers into their homes and save on their existing mortgages.

We always work with our three pillars in mind: accountability, possibility and virtue.

We are Professional

We are professional at all times, but approachable and friendly.

Respectful

We get to our point quickly because we understand the serious and time sensitive nature of obtaining finance.

Ambitious

We use empowering and uplifting language, endeavoring to help customers achieve their goals where they haven't been able to previously.

Trustworthy

We appreciate finances are often a source of stress for customers, so we are grounding and reassuring in our use of words, yet we never over promise.

Personable

What take meeting our customers' needs seriously. Once a problem is solved, that's when we can let our personality shine. In fact, we love to have a laugh, but not at the expense of our customers' time.

We are not Technical

We always simplify terminology and break it down for our customers; which is literally our motto.

Fluffy or Waffly

We don't go on tangents. We stick to what we know.

Buzzword-y

We don't use buzzwords or jargon that our customers might not understand

Communication Cheat Sheet

We're on a mission together with our customer, so our language is active, concise and inclusive.

Spelling

British English as opposed to American English is to be used at all times.

Numbers

When writing numbers one through nine in body copy, spell them out. For 10+, numerals should be used. Furthermore, when using adjectives such as 'first', 'second' and 'third', numerals (i.e. '1st' '2nd' and '3rd') are always preferred.

Punctuation

Avoid ampersands (&) in body copy as well as exclamation marks (!). We don't want customers to think we're shouting at them.

Contractions

Where appropriate, contractions can be used. We don't ever use slang, but we do keep things simple, fast and approachable. Acronyms In the case of acronyms such as APRA and ASIC) or name initials we do not use periods or spaces between letters.

Dates

When writing dates, write out the day as a numeral followed by the month and year (if the year is legally required or would be expected to appear

We do say

Hello
Hi
Dear
Warm regards
Thank you

We don't say

Hey
Hi there
Greetings
Sincerely
Thanks

Brand Identity

Name, company logo, colours, typeface: these are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market. A brand's logo is one of the core elements of its visual identity. It is because of this reason every brand wants to opt for a design that is unique, aesthetically enriched and represent the organization at its best. A brand is something built over time, and like a person, it has its own personality and traits.

This manual exists to help achieve a consistent look for It's Simple, so that our customers can perceive us a strong, compassionate, and reliable friend to help them during some of life's most challenging moments. Inside you will get to know us better, and find a comprehensive set of design guidelines that are the starting point for any It's Simple communication.

“The key for a brand to appear professional is consistency.”

Brand Logo & Variations

Our logo was developed to be modern and future-proof. It is a distinctive mark that seeks to present our company as a compassionate, forward-thinking, and professional organization with commitment for adherence to high standards. Our logotype is the cornerstone of our brand identity and design framework. Its simplicity denotes quality and elegance, and it's meant to stand alone. The logotype creates immediate brand recognition and builds equity with every impression.

Master Logo



It's
Simple.



It's
Simple.

Logo Variations

It's
Simple.


It's Simple.

It's
Simple.

It's
Simple.
Finance

It's Simple.
Finance

It's
Simple.



It's
Simple.

When our logo is placed on a gradient background, the complete logo must be used in a single color, specifically our navy color.



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Clear Space



Minimum Size:

20mm wide
(70px wide)
minimum

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Simple.



Clear space around the logo is equal to the height of the 'e' within the logo's wordmark (marked as 'x' in the diagram).

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

The stacked logo should never be smaller than 20mm wide in print or 70px wide in digital.

Our Device

Our shorthand device is designed to catch attention and identify our brand in it's simplest form.

This device can be rotated any way as long as the device is used with our brand colours.

Solid colour options



Gradient Colour



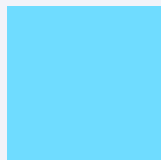
Brand Color Palette

Our company colours are professional and modern, expressing who we are. The color palatte is a reflection of the Bionatech colors. The blue or green should always be present as dominant colors, with tertiary as an accent. Tints of the colors are acceptable for legibility purposes. The Bionatech logotype can be produced only from these colors. Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one color. You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

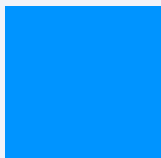
Main colours



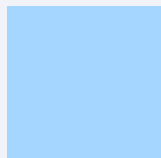
HEX: #0a2243



HEX: 6fdcff

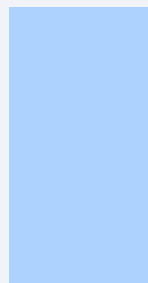


HEX: 0094ff



HEX: a4d6ff

Web Background Colors



HEX: a4d6ff



HEX: f2b9f0



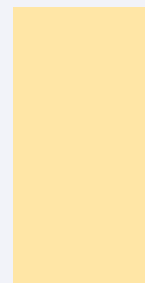
HEX: ffcace



HEX: ffdad9



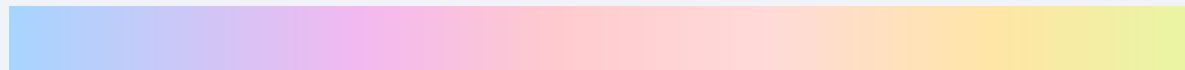
HEX: fddb66



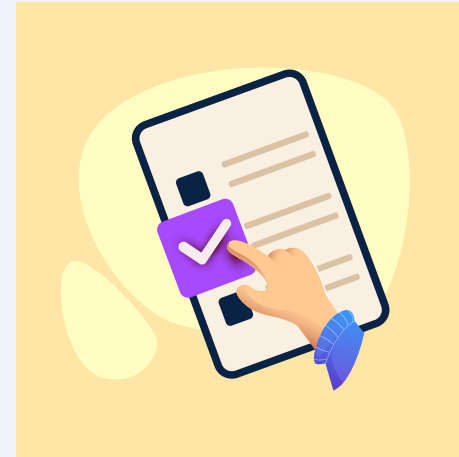
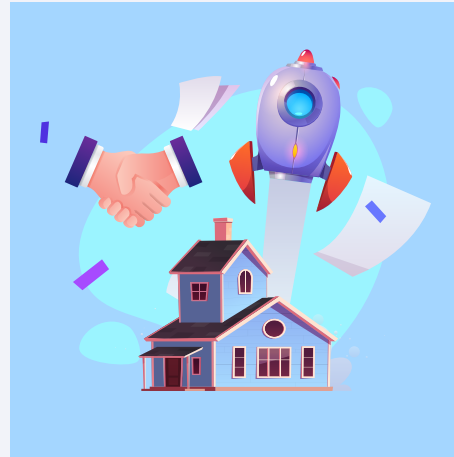
HEX: ffe6a6



HEX: e3f9a1



Icon Style



Brand illustrations



Complementary Font 1/2

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and above all, creates a voice. It's why typography is such an essential component of our brand's visual identity.

Right Grotesk

Right Grotesk Bold is used for our main headings and sub-headings.

Letters

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
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

Heading Text
Sub Heading Text

Complementary Font 2/2

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and above all, creates a voice. It's why typography is such an essential component of our brand's visual identity.

Mabry Pro

Letters

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
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

Mabry Pro is used for all our body copy pull-out copy, CTAs and functional copy e.g. disclaimers and T&Cs. Various weights can be used.

Visual Style

Every brand needs a visual style guide.

It's the graphical culmination of all strategic work, a collection of elements that serves as the visual embodiment of the brand identity. This process constructs a comprehensive and cohesive system for execution, and addresses the full range of potential uses; from physical size and shape constraints and varying color formats, to the filetypes required to perform on all modern media platforms.

At its core, the Visual Style System will be composed of a brand signature (the logo, wordmark or logotype) to serve as the trademark (and potentially countless other visual components).

To support that primary identifying element, we develop complementary patterns, color and typographic systems, as well as other visual elements designed to round out the comprehensive and unique graphic style for the brand.

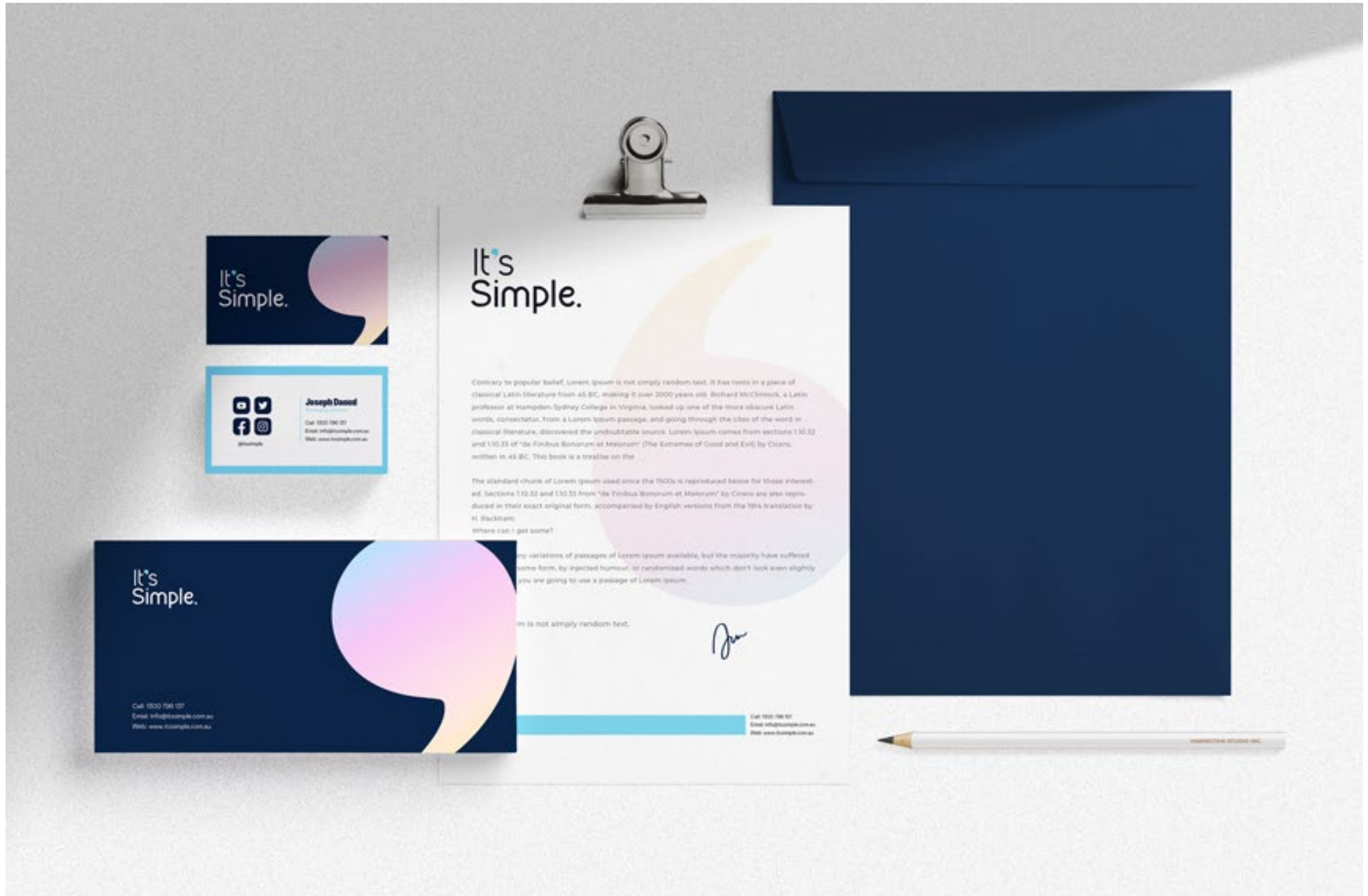
As a result of this process, it is critical to consider and build all necessary variants to ensure both ease of use and effective presentation at all sizes and in all environments. Concepts are to be evaluated within the context of example communications and must evaluate those touchpoints most critical for the client (e.g. stationery, collateral, website, environments).

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Version 1.0

Last Update: 05 / 2023

Identity & Style Guidelines



itssimple.com.au

It's Simple.

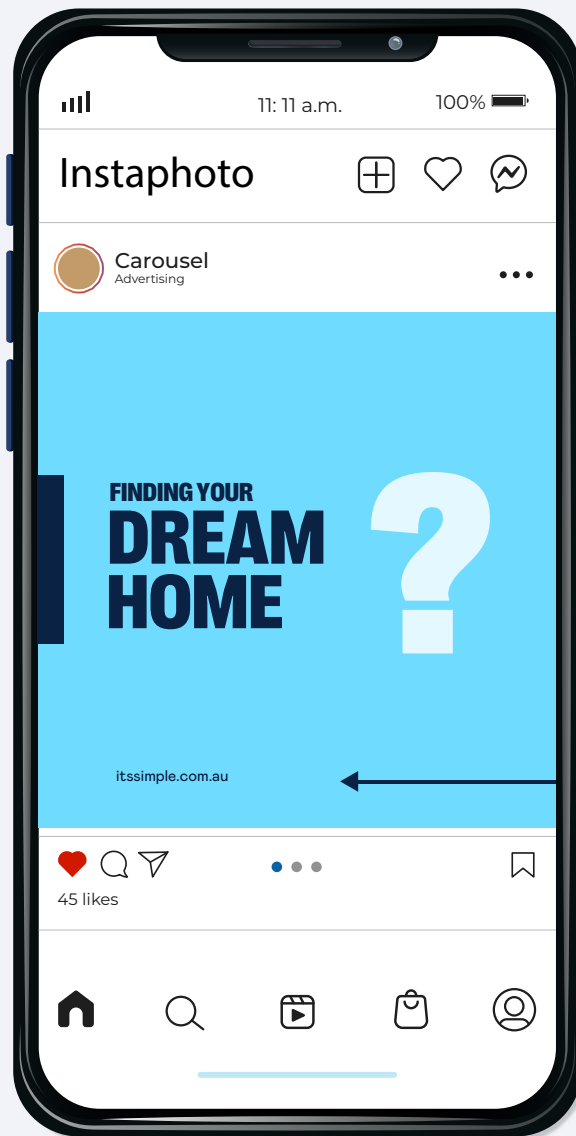


It's Simple.

Version 1.0

Last Update: 05 / 2023

Identity & Style Guidelines



It's Simple.

WE WORK WITH
**40+ LENDERS
AND BANKS**
TO GIVE YOU MORE CHOICES

itssimple.com.au

It's
Simple.



BOOK APPOINTMENT

itssimple.com.au

Glossary

GRAPHIC STYLE

A consistent theme of the graphic elements of a brand's overall visual appearance. Graphic style is recognizable by the visual traits of an overall parent brand and can vary slightly but is overall consistent among the sub-brands.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The "K" in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

PRIMARY COLORS

The core selection of identifying colors that are used in a logo.

PALETTE

A given, finite set of colors for the management of digital images.

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