

Brand guidelines 2021

V1

MYCUSTOMER IS...

1. HUMAN-FOCUSED

The best way to create great customer experiences is to get closer to the people who are experiencing them. Whether that is by digging out the human stories hidden in research data, or by promoting the people who are shaping the future of

2. BOLD

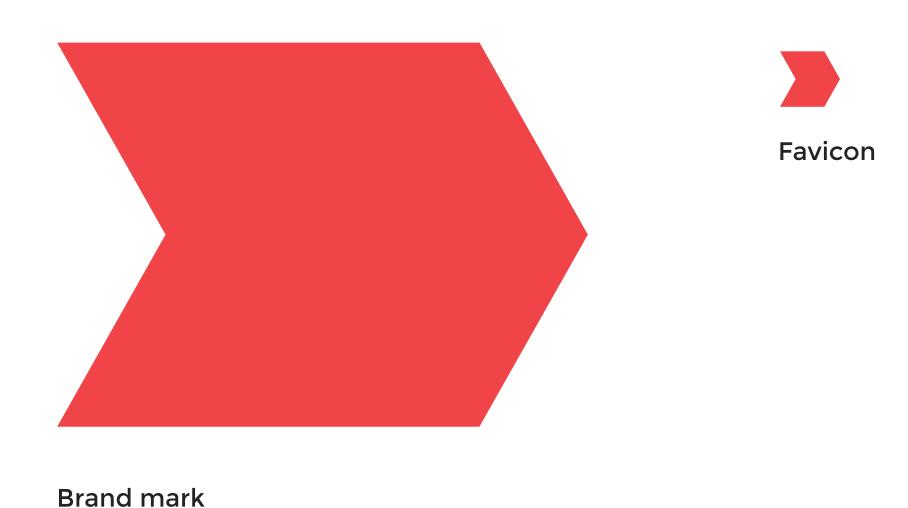
Improvements to CX does not happen by accepting the status quo of organisations, CX professionals must be fearless when

3. INNOVATIVE

We create content that helps the CX professional to stay on top of tech trends and best practice. We also celebrate people whose approach to problem

MYCUSTOMER

Logo - Primary, full colour





Logo - Light 1





Logo - Mono

Logo - Light 2

Montserrat, Extrabold, all caps

THE FUTURE OF THE CX LEADER

H2

Montserrat, Bold, all caps

ARE YOU INSPIRING YOUR WORKFORCE TO ACHIEVE GREAT THINGS?

H3 / Standfirst Montserrat, Bold Celebrating the successes of the people professionals and companies who are creating thriving organisational cultures.

Quote & Special Oswald, Bold, All caps

"A GOOD COMPANY CULTURE IS AN ESSENTIAL PART OF BUSINESS"

Body

Montserrat, Medium

A good company culture is an essential part of business. We want to celebrate and showcase the successes of the people professionals and companies who are promoting change and creating thriving organisational cultures.

CTA Montserrat, Bold

Link Montserrat, Medium, Underlined Read more

Are you doing great things, <u>click here</u> to find out more about our criteria.

Typography

Note that mycustomer.com uses the <u>spark system font stack</u> that does not align with the typographical approach on this page. Use this as a guide for any application outside of the myscustomer website. The long term goal for the MyCustomer brand is to bring this styling to mycustomer.com

Colour

These colours represent the main colour palette.

Accent Light Blue Neutral Dark Primary RGB: #C7CEFF RGB: #232323 RGB: #141C59 CMYK: TBC CMYK: 74%,64%,59%,77% CMYK: TBC **Accent Pink** RGB: #FF9A9F **Neutral Mid** CMYK: TBC RGB: #757575 CMYK: 52%,42%,41%,25% **Accent Yellow** RGB: #FFC433 CMYK: TBC **Neutral Light** RGB: #F5F5F5 CMYK: TBC **Accent Green** RGB: #13CC7D Secondary CMYK: TBC RGB: #EF4448 CMYK: TBC White RGB: #FFFFF **Hyperlink Blue** CMYK: 0%,0%,0%,0% RGB: #242EFA CMYK: TBC

Sub brands





