



Brand guidelines 2021

VI

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



Logo - Primary, full colour



Brand mark



Favicon



Logo - Light 1



Logo - Mono



Logo - Light 2

H1
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

Read more

Link
Montserrat, Medium,
Underlined

Are you doing great things, [click here](#) to find out more about our criteria.

Typography

Note that mycustomer.com uses the [spark system font stack](#) that does not align with the typographical approach on this page. Use this as a guide for any application outside of the mycustomer 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.

Primary
RGB: #141C59
CMYK: TBC

Accent Light Blue
RGB: #C7CEFF
CMYK: TBC

Neutral Dark
RGB: #232323
CMYK: 74%,64%,59%,77%

Accent Pink
RGB: #FF9A9F
CMYK: TBC

Neutral Mid
RGB: #757575
CMYK: 52%,42%,41%,25%

Accent Yellow
RGB: #FFC433
CMYK: TBC

Neutral Light
RGB: #F5F5F5
CMYK: TBC

Secondary
RGB: #EF4448
CMYK: TBC

Accent Green
RGB: #13CC7D
CMYK: TBC

Hyperlink Blue
RGB: #242EFA
CMYK: TBC

White
RGB: #FFFFFF
CMYK: 0%,0%,0%,0%

Sub brands

