

Brand guidelines *101*



Brand guidelines: what's the point?

For a long time, our brand lived organically within every person at Moneypenny. Working alongside our co-founders on a daily basis meant most queries were resolved immediately, simply by asking the question.

Today, spread across two continents, we're a fast-paced team looking for brand clarity and reassurance in order to do our jobs brilliantly every single day.



The gist

Brand guidelines are an instruction manual for both employees and external stakeholders on how to communicate our brand. They lay out all of the visual details, as well as important notes about the tone of voice and messaging.

We (and a rather fabulous posh consultancy) spent A LOT of time sifting through the precious detail of the great many roles here at Moneypenny to formulate ours.

Here's how we arrived at our brand new, [brand guidelines](#).



Brand guidelines: what's the point?

There were three recurring themes to the way we deliver our service to clients, which are unique to us:

A real partnership

We believe *trust* matters most

Adaptability

We believe every business is *unique*

Detail focused

We believe attention to *detail* underpins success



Beliefs formed our idea

Your business's second home

Why this idea felt right:

We support all sizes of business;
whether small or big -
all are welcome

.....

References us as a support to
businesses, 'home' is valuable
and integral

.....

Underlines warmth, trust,
intuition, integrity

.....

Clearly establishes us as the
trusted partner for delivering
great communications

Now we have an updated story

Whether you're a global enterprise or a one-man band, it's the details that make a difference, that separate the successes from the failures - and nowhere more so than in your communications. How you communicate defines who you are, what you value and how you see the world. We get how hard it is to let other people represent you. That's why we put trust at the heart of what we do. We've worked with thousands of businesses of all shapes and sizes for over a decade. In that time, we've seen first-hand how important every interaction is in making sure your clients keep coming back to you.

We've obsessed over the details of our business, blending insight, data and dedicated people to offer seamless support where you need it most. Our years of experience translate into rich insights that we use to make sure we get every detail right on every conversation. Our unique culture can be felt every day in the way we build relationships. Supported by great tech, our dedicated PAs, handpicked for their empathy and understanding, become an extension of your business – truly reflecting how you want to speak to your customers. Our market-leading tech platform integrates into your environment, adapting as your business evolves.

So whether we're putting our brilliant people or our smart technology centre stage, we make sure our clients see us as the safest and strongest home for their customer conversations.

When you lend us the keys to your business, we treat it like our own. We won't let you down. We'll make you shine.

We are your business's second home.

And a personality to be proud of

Considered

We want to make our clients shine – so we consider every interaction we have with them and their customers with thought, care and attention to detail.

Can-do

We approach every situation with confidence and a positive spirit, nothing is too hard to achieve. We always go the extra mile.

Approachable

We make our clients and their customers feel welcome. Whether in person, over the phone or through tech – we bring warmth, individual personality and a smile to every interaction.

Ta-dah! Our brand is here

OUR BRAND IDEA

Your business's second home

OUR POSITIONING

We are the leading and most trusted partner to small and large businesses for delivering brilliant customer interactions

OUR BRAND PILLARS AND BELIEFS

Real Partnership

We believe trust matters most

Adaptability

We believe every business is unique

Detail Focused

We believe attention to detail underpins success

OUR PROPOSITION

We add value to businesses big and small, through providing the perfect blend of people and technology-based communications solutions to deliver seamless customer engagement outcomes

Considered

Can-do

Approachable



How to speak Money Penny

You'll need to know our tone of voice.

Relax, it's not a set of rules dictating the exact words we use!

Rather, it lets us be more consistent and distinctive and helps shape the perceptions our clients and audiences have of our brand. We are the leading and most trusted partner to small and large businesses for delivering brilliant customer interactions. This means our voice, both verbally and written, is fundamental to what we do and the value we bring.

When people speak with us or read our content, they should know they are communicating with Money Penny. And that tone - the sound of us - should make our clients and their customers feel immediately at ease.



Think **B**usiness's **S**econd **H**ome

Brilliant

We're confident we're the best in the market. We're self assured in our language, and never compare ourselves to any other companies. We don't brag, but we're not afraid to demonstrate our brilliance. It makes potential clients feel secure.

Spirited

We're energetic and a little bit quirky. We talk with a can-do spirit, playfulness and passion. It shows our dedication and excitement for what we do and binds people to us inside & out.

Hearty

We like you. We're a people-serving-people business first and foremost. We know the value of a brilliant interaction whether with a person or with our website, so we make sure people feel good about meeting us.

Top 5 copywriting tips

01.

Talk with the assuredness we've earned from our market-leading position

02.

Be to the point about the value we offer, unapologetic and uncompromising

03.

Know that what we do really does help businesses improve their customers' experiences

04.

Don't be ashamed of our distinctiveness, life's too short for boring and businesses love us for it

05.

Take care never to grandstand or get carried away with fancy words - we're better than that

Remember, we bring a **smile to every interaction** - when clients come to see us, it's a breath of fresh air.

Using our logo

Knowing the basics will allow you to visual Moneypenny in a simple, honest and consistent way. Here are a few things to look out for:



01.

The logo is only ever used on white, grey or purple backgrounds, so Tully and the wordmark are always in orange.

02.

There must always be a nice margin (Exclusion zone) around log to allow it to breath.

03.

Do not use the logo at sizes smaller than 75px/35mm.

04.

Do not modify the logo in anyway; colour, bird positioning, stacking etc.

05.

We have single-colour, grey and white versions for other uses but please contact [Design](#) to advise.

Working with colours: *Primary*

White

Mainly used for backgrounds and in type.

Orange

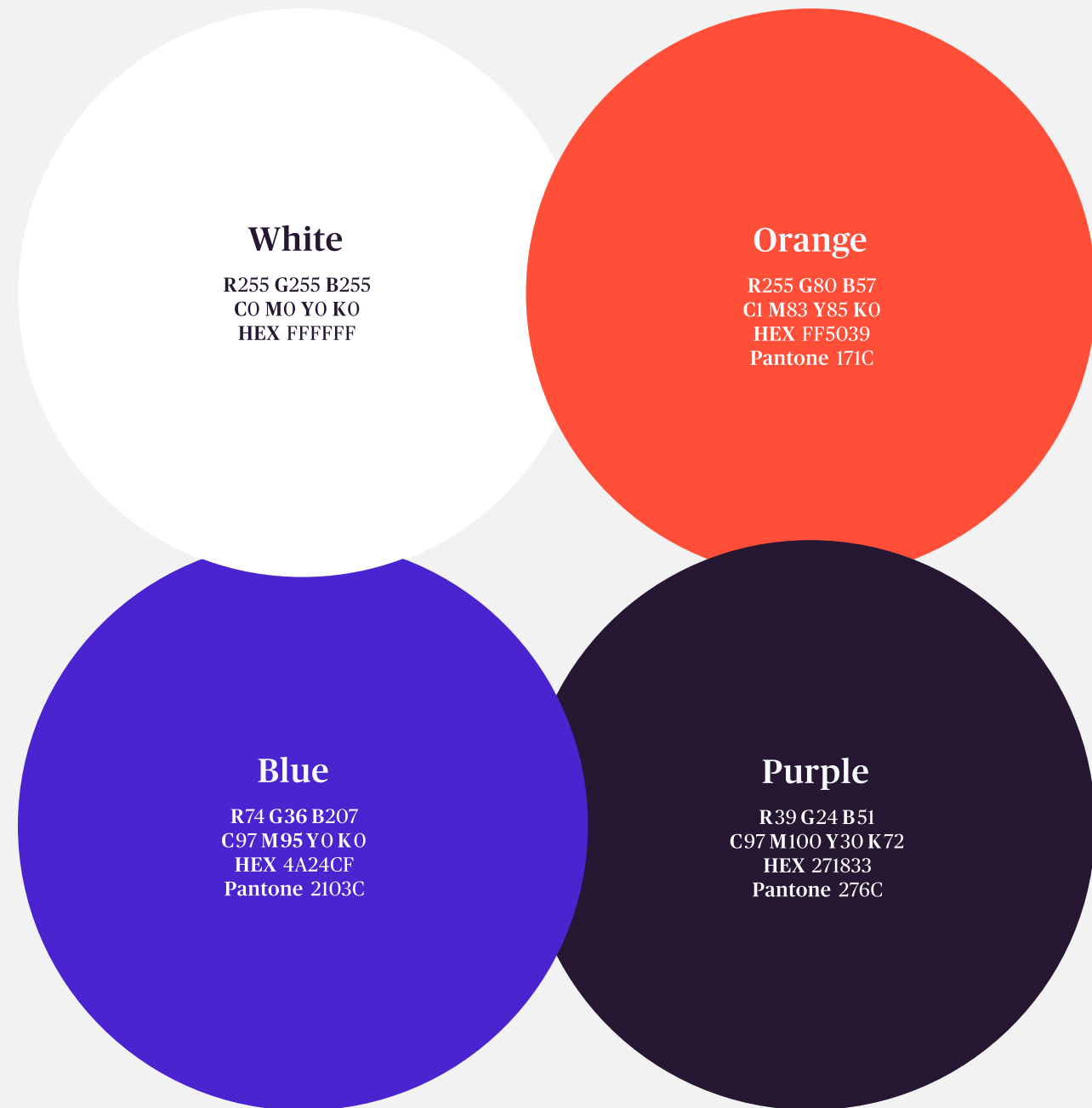
Used in our logo, to highlight words and sometimes as a background colour to add a pop to communications. It also represents us in the Commscape.

Blue

Used in type, as a background colour and represents our clients in the Commscape.

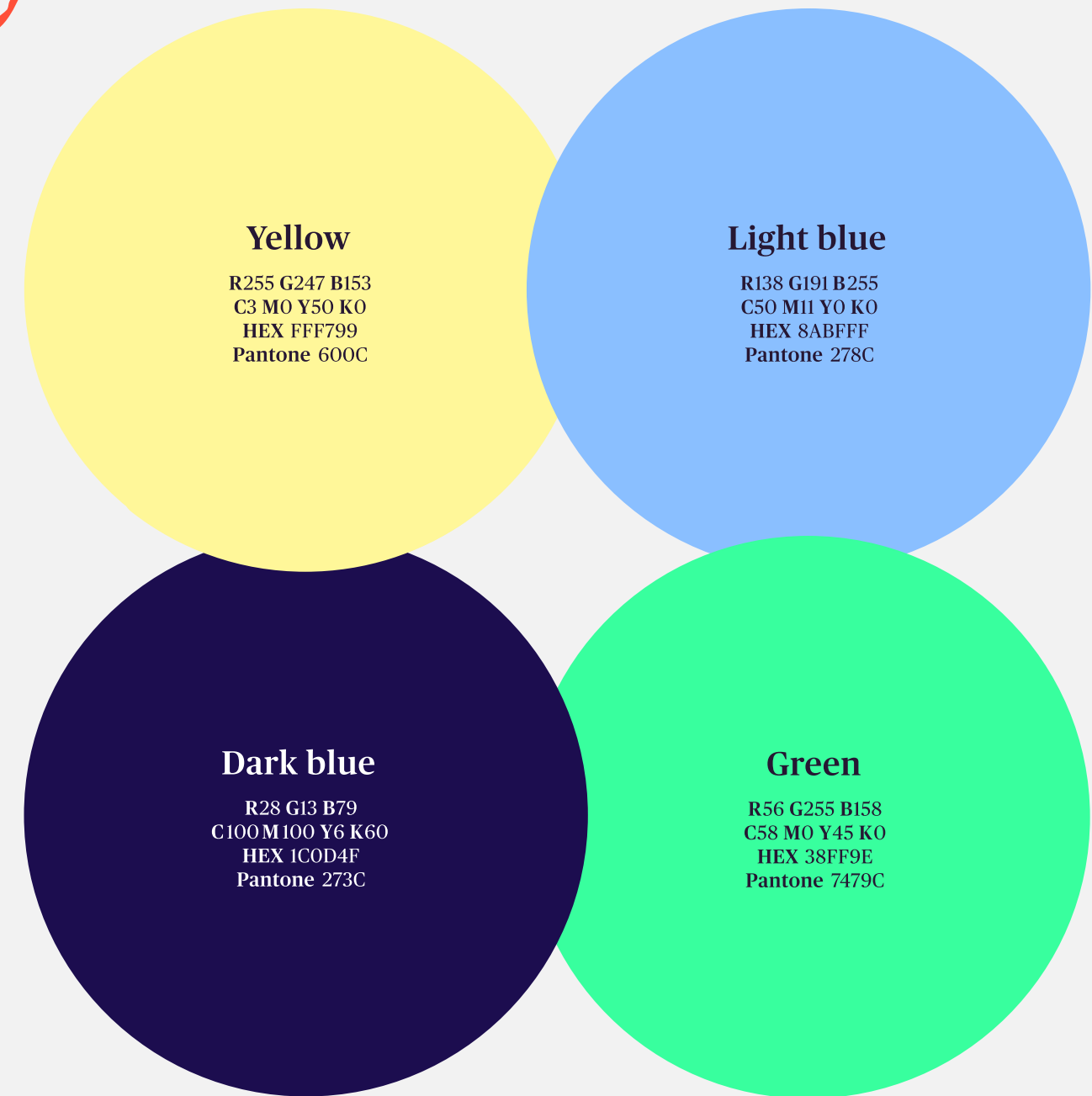
Purple

Mainly used as a background colour, but can also be used in type.



Working with colours: *Secondary*

Our secondary palette is mainly used for things like UX & UI and within PowerPoint for charts and diagrams. Only use these colours if the primary colour palette can't be used.



Our fonts

Knowing the basics will allow you to visual Moneypenny in a simple, honest and consistent way. Here are a few things to look out for:

Publico

Publico is our primary font.

We use Publico for all headlines, quotes and statements. Different weights can be used to emphasise a word (s) without the need for ALL CAPS or underline.

Open Sans

Open Sans is used in large passages of text, bullets and when font size drops below a certain point (as Sans fonts are easier to read). Open Sans is a continuation of the legible web fonts we have used before.

Georgia

Georgia is a system font alternative to Publico. This means the font can be used across all Microsoft applications and email as a more than adequate substitute to Publico.

Suomi hand

Suomi Hand Drawn is our handwritten font.

Use no more than two words at a time, often on the word in the sentence that will help to make the message shine. There is no system font alternative for Suomi, so any requests for this will have to go to [Design](#) to produce a graphic for you.



We are all proud ambassadors of Money Penny and we all have a part to play in bringing our unique brand to life.

So whether you're one of our fabulous PAs answering the phone... Or you're responding to a client email or social media query... Or you're writing a marketing message, copy for the website, an article or a thought leadership piece... We can all use these guidelines to make our words more impactful, our interactions more memorable, and to connect better with our audiences.

Happy *branding!*

