IMP Software

Brand Guidelines

Contents

Section 1

Defining our brand

Who we are

Purpose

To support smarter MAT Finance

Mission

To stand behind and support every MAT Finance team to achieve better financial management

Vision

To be the default provider of solutions that MAT Finance teams use to meet the unique challenges they face

Values

We believe in relentlessly supporting MAT Finance teams to deliver excellent financial management to realise the opportunities this can bring to their Trust and the communities they serve

Brand values

"Positively Surprise" Customers In All We Do

- Don't do what you can get away with

- If you can help a customer with a non-IMP thing then do it

- Default answer is Yes – we want to help our customers

"Do" Get Stuff Done

- Start a rubbish thing and iterate rather than chasing perfection

- Perfection doesn't exist

- Why wait?

"DBAD" Don't Be A Doughnut

- In the example of a first class train – would you book it yourself?

- Be Kind

- Team trumps customers– team trumps individual – IMP trumps team

"Relentless Improvement" Hunt For Improvements

- Call out improvements wherever you see them regardless of whether they are in your area of control

- Be respectful and feedback – suggested improvement doesn't mean blame

- Actively seek suggestions in your area

- Improvement trumps hierarchy

- Improvements not at the cost of stability

- We are our own competition

- We are committed to the agile manifesto and delivering the next best implement of value

"Challenge" Be Respectful But Direct

- Uncomfortable conversations are where disproportionate gains are made – but don't be a doughnut

- We respect each other enough to disagree

- The most junior should call out the most senior

Voice & Tone

IMP Software is clear, approachable, smart, human and active.

We use our tone to build community, to educate and give value, we don't preach, we don't dictate - we bring people together by telling stories from our community and elevating their work.

Authentic

Clear

Real

Human

Supportive

Approachable

Applying our brand voice

We do:

✓ Think what does our audience want to know? Not what do I want to tell them?

✓ Get straight to the message in the first line.

✓ Use short sentences and simple, everyday language.

✓ Vary the pace of your writing with short, punchy sentences.

✓ Write as you'd talk, using contractions - it's a conversation.

✓ Use first - and second - person pronouns: 'we' and 'you'.

✓ Start sentences with 'But' and 'And' as you would in normal speech.

✓ Add some passion - write with energy, life and freshness.

✓ If voicing an opinion, use stats and proof points to support claims.

✓ Edit, ~~edit, edit~~.

✓ Carefully proof your content.

✓ Always end with a 'Call to Action'.

We don't:

✗ State the obvious.

✗ Be condescending, childlike or overly chummy.

✗ Lose the human connection.

✗ Use technical jargon without explaining it (unless it's something our target audience will be very familiar with).

✗ Use US slang or idioms.

✗ Sound arrogant, aloof or intellectual.

✗ Lecture or preach to our audience.

✗ Use wanky, long-winded or verbose language.

✗ Talk about ourselves, rather than the customer.

✗ Sound pushy or frantic.

✗ Try too hard.

✗ Use exclamation marks to feign enthusiasm.

Section 3

Brand messaging

Messaging Tiers

Primary messaging

IMP Software exists to:

" Support Smarter MAT Finance

We support (are behind)

We are the strategic and financial tools supporting sucessful MATs.

We are aspirational

All MAT CFO/COO's should want to use IMP - it's the premier solution in the market.

We are people-first

We are an enabler of great MAT Finance teams.

IMP represents MATs

We listen and innovate for MAT success.

Behind Ambitious MAT Finance Teams

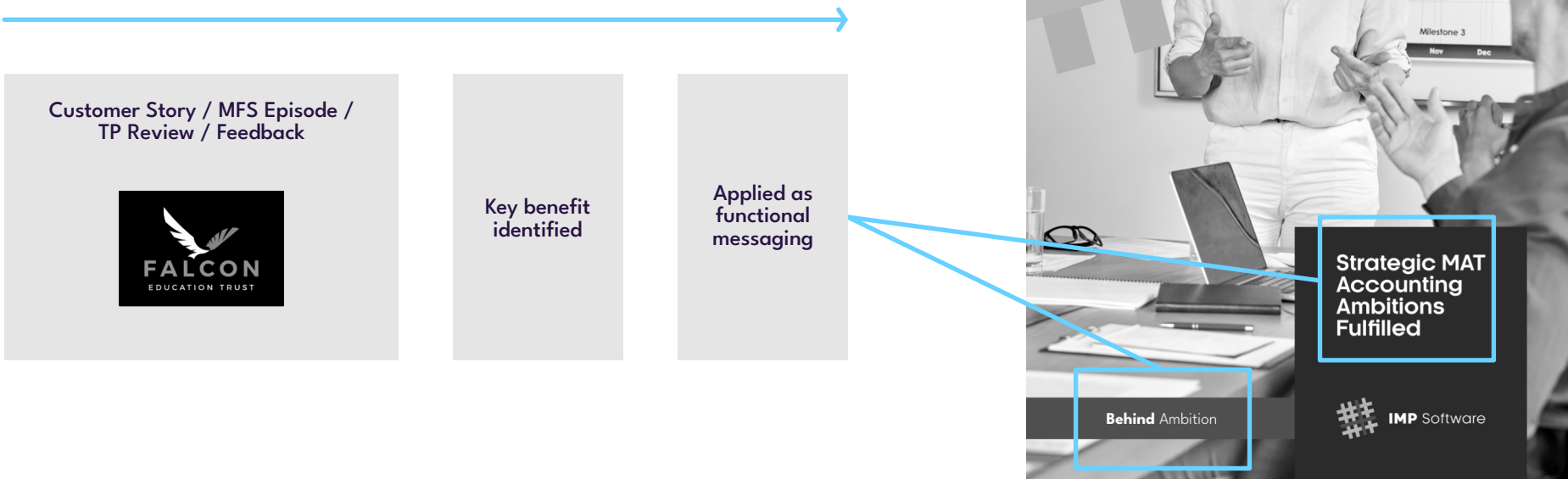**Achieve more with IMP Planner**

IMP Software

An example of Primary messaging applied

Functional messaging

Our functional level messaging is always authentic and real - our voice is our customers voice - we tell their stories in the market and help create community amongst MAT Finance teams.

The messaging is powerful, it connects and elevates.

We take examples from our customer stories, trustpilot reviews and other feedback to inspire our messaging

Customer Story / MFS Episode / TP Review / Feedback

Key benefit identified

Applied as functional messaging

Strategic MAT Accounting Ambitions Fulfilled
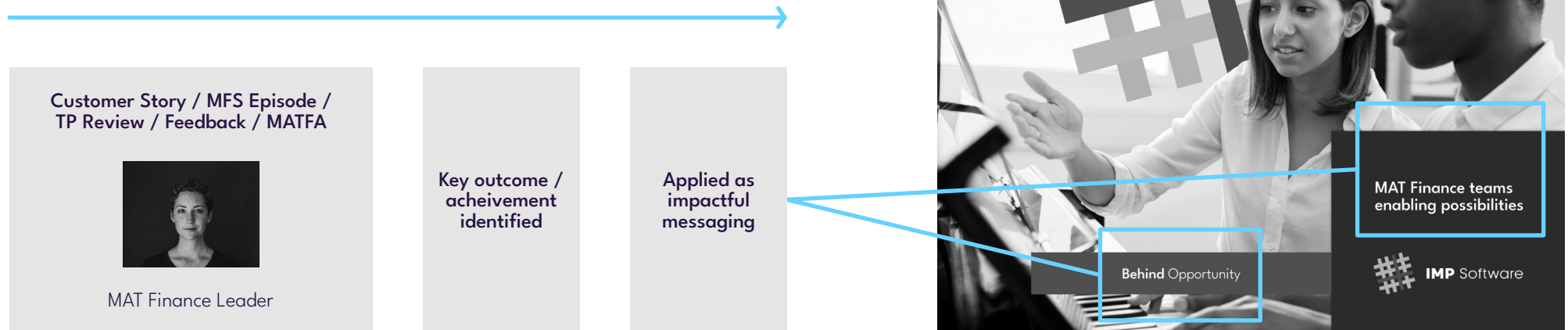
Behind Ambition

IMP Software

Impactful messaging

Our values compel us to help tell the stories of succesful MAT Finance teams.

Their impact is possible because of the great work the teams do - facilitated by the use of IMP Software's products.

Modern MAT Finance teams need to be agile, have confidence in their data and be able to demonstrate the impact their strategy has had on the education of students.

Our values challenge us to tell these stories and provide inspiring leaders within the sector with a stage to communcicate their success and to inspire others with their stories.

Customer Story / MFS Episode / TP Review / Feedback / MATFA

MAT Finance Leader

Key outcome / acheivement identified

Applied as impactful messaging

MAT Finance teams enabling possibilities

Behind Opportunity

IMP Software

Section 4

Design elements

Brand Colours

Primary Colours

#261342

#2E145D

#6A0F8E

#A093DB

Accent Colours

#6C63FF

#67D1FF

#B2B2B2

#E5E5E5

#FFFFFF

Primary Logo

The IMP Software logo is composed of the 'Excelion' and the 'Wordmark'. The logo should only be used on white (FFFFFF) or Deep Purple (#261342) backgrounds. The Excelion combined with the Wordmark is the primary logo and should be used in most instances. Do not recreate the logo and only use the logo files provided.
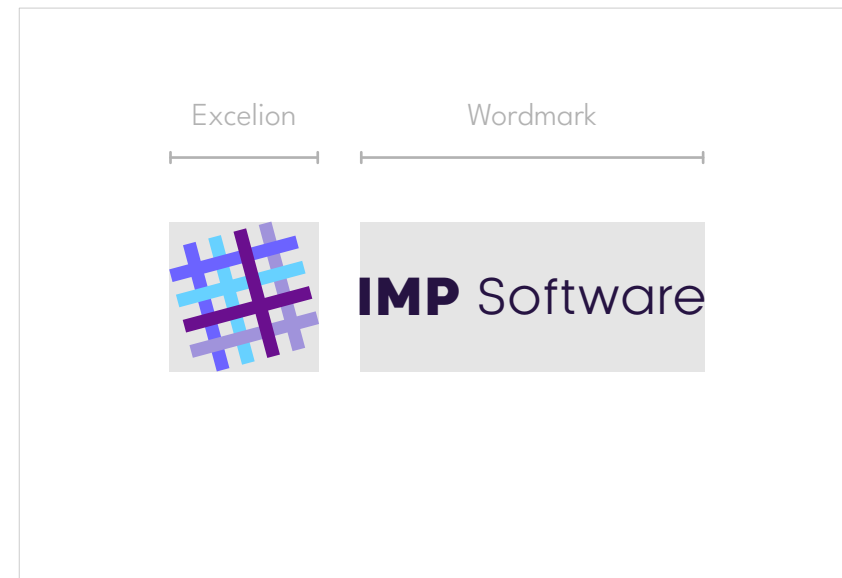
Excelion   Wordmark

Using logos

The Excelion combined with the Wordmark is the primary logo and should be used in most instances. Do not recreate the logo and only use the logo files provided.

The Excelion can be used on its own in certain circumstances such as social media profile pictures, app logos, favicons or any digital services which require a square logo. This list is not exhaustive and open to interpretation.

The wordmark **should not** be used on it's own

Furthermore, The Excelion can be used as a standalone graphical element and as such the symbol is legible in most sizes.

Ensure appropriate space around the logo, as detailed below, whenever possible.
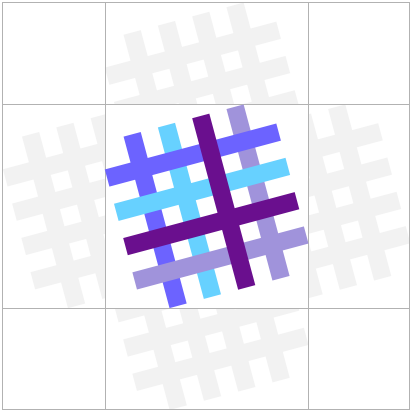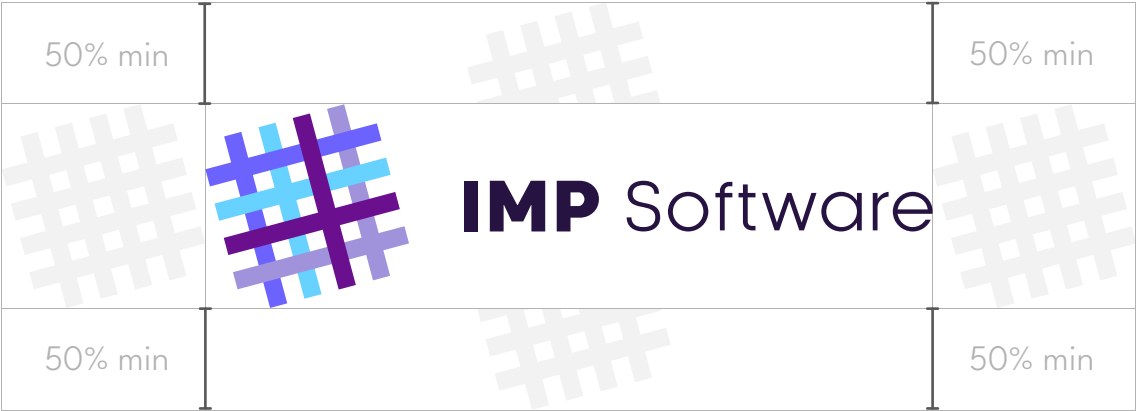
Product Logos

Product logos can be used to promote specific IMP Software products and as deemed appropriate used instead of the Primary Logo. Product logos cannot be used for any corporate or non product specific branding.

Product logos consist of the Excelion and Wordmark. The wordmark is a variation of the Primary Logo with the word 'Software' being replaced by the name of the product. The Acronym 'IMP' must always appear before and in conjunction with the product name to ensure brand recognition. The name of the product must always be displayed in light purple (#A093DB).

IMP Planner

IMP Purchasing

IMP Planner

IMP Purchasing

Support Services Logos

Support Service logos can be used to promote and create a service identity for specific IMP Software Support Services and as deemed appropriate used instead of the Primary Logo. Support Service logos cannot be used for any corporate or non-support service specific branding.

Support Service logos consist of the Excelion and Wordmark. The wordmark is a variation of the Primary Logo with the word 'Software' being replaced by the name of the support service. The Acronym 'IMP' must always appear before and in conjunction with the support service name to ensure brand recognition. The name of the support service must always be displayed in dark grey (#B2B2B2).

Brand Fonts

Logo Font

Kamerik 105 Heavy

Kamerik 105 Book

Marketing & Platform Fonts

Kamerik 105 Heavy

Kamerik 105 Bold

Kamerik 105 Medium

Kamerik 105 Book

Kamerik 105 Light

League Spartan Black

League Spartan Extra Bold

League Spartan Bold

League Spartan Semi Bold

League Spartan Medium

League Spartan Regular

League Spartan Light

League Spartan Thin

Brand Fonts

Business Processes

Corbel Bold

Corbel Bold Italic

Corbel Regular

Corbel Italic

Corbel Light

Corbel Light Italic

For those who do not have access to the core brand fonts on their computers the Microsoft default font Corbel can be used in the creation of internal and external facing documents.

Using brand fonts - the ideal stack

H1
Kamerik 105 Bold, 30/36/48

The Only MAT First Solution

H2
League Spartan Medium/Light,
24/28

Behind Ambitious MAT Finance Teams

H3
League Spartan Medium/Light,
18/20

We stand behind and support every MAT Finance team to do better strategic financial planning

H4
League Spartan Medium/light,
14/16

Behind Clarity

Paragraph
League Spartan Light, 10/12
Kerning - 0%
Tracking - 10%
Leading - 10pt / 12pt

In non massa quis odio feugiat sagittis. Quisque ac lorem. Maecenas ut sem sed ipsum suscipit malesuada. Nulla quis dui quis ante fermentum interdum. Proin eget est a augue vehicula mattis. Pellentesque sed nisi at nisi scelerisque iaculis. Phasellus orci. Nulla adipiscing. Suspendisse et leo vel elit ullamcorper gravida. Proin tempor, ligula ut tincidunt tempor, mauris nibh feugiat odio, nec tincidunt erat orci dictum purus. Etiam luctus odio. Aliquam adipiscing urna a felis. Quisque sed elit in eros aliquet ultrices. Donec at sem. Vestibulum cursus. Integer dolor. Vestibulum sit amet sem nec

augue fermentum consectetuer. Integer justo. Vivamus vel sapien. Praesent nisl tortor, laoreet eu, dapibus quis, egestas non, mauris. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam eleifend pharetra felis. Mauris nibh velit, tristique ac, lacinia in, scelerisque et, ante. Donec viverra tortor sed nulla. Phasellus nec magna. Aenean vehicula, turpis in congue eleifend, mauris lorem aliquam sem, eu eleifend est odio et pede. Mauris vitae mauris sit amet est rhoncus laoreet. Curabitur facilisis, urna vel egestas vulputate, tellus purus accumsan ante,

Using brand Fonts - the ideal stack

Quote mark
League Spartan Bold, 48

Pull Quote
League Spartan Light, 21

Attribution
League Spartan Medium, 12
League Spartan Light, 10

66 99

We believe in relentlessly supporting MAT
Finance teams to fulfil their ambitions to do better
strategic financial planning and realise the opportunities
better strategic financial planning can bring to their
Trust and the communities they serve

Forename Surname
Job Title

Section 5

Applying the brand

Visual Language

The IMP Software brand is a **people-first** brand.

This means that we always tie ourselves to the human experience of using our products and the benefits people gain whether this is as an individual, team or community.

When selecting images across our branding activities we should look to utilise images which are:

- In professional settings
- Are set in modern workplaces
- Possess an aspirational feel
- Possess an authentic feel
- Compliment our brand colours
- Feature people
- Prominently feature mature people
- Culturally diverse
- Gender diverse

Please use the library of brand imagery when working with the IMP Software brand.
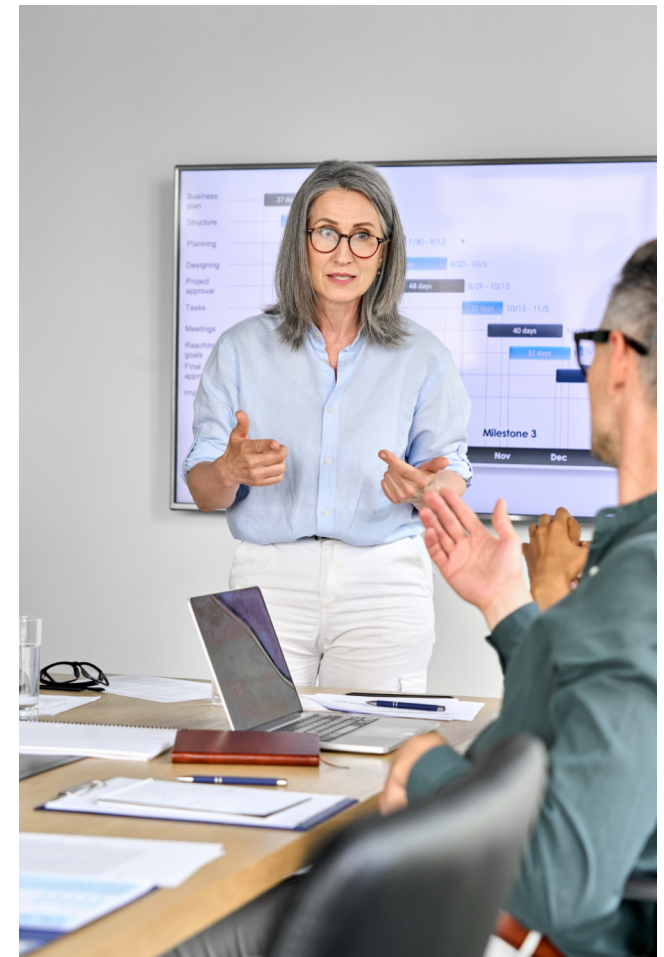
Graphic approach

We have curated a graphical approach which ties together who we are, our messaging approach, our brand elements and our visual language. Primarily we use the Execlion as a backdrop to symbolise our supporting position; we are literally behind great MATs.

This approach should be used in most instances when creating marketing materials, advertising and social media content. However, IMP Software encourages brand innovation and new graphical approaches may be appropriate in specific circumstances.
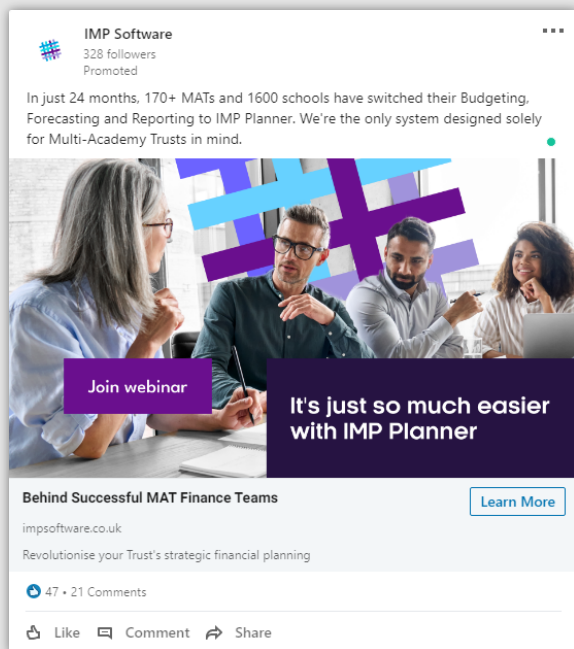
Compositional details:

- Images with the characteristics detailed on page XX
- Ensure the background is black and white
- Primary Figure or Group to feature in colour
- Place the Excelion behind the primary figure or group
- Ensure the 'purple axis (#6A0F8E)' is clearly visible
- Ensure messaging is contained within a Deep Purple (#261342) or White (FFFFFF) box along with the Primary Logo
- Ensure secondary messaging sits within a purple (#6A0F8E) box

Variations to this approach as required are ok as long as the spirit of the IMP Brand is adhered to. See the examples opposite for compositional guidance.
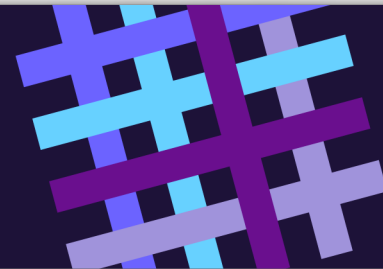
A Strategic
Understanding
Of Finance
Across
The Whole MAT

Behind Clarity   IMP Software

Strategic MAT
Accounting
Ambitions
Fulfilled

Behind Ambition   IMP Software

The brand applied

The brand applied