

Brand Guidelines

Version 1

January 2017

Contents

1 Brand identity

- i. Who we are
- ii. What we do
- iii. Our vision
- iv. Our values

2 Brand strategy

- i. Brand touchpoints
- ii. Brand promise
- iii. Brand personality

3 Brand voice

- i. Our name
- ii. Our strapline
- iii. Our message
- iv. Our language
- v. Our tone

4 Brand visuals

- i. Logo and variables
- ii. Logo placement
- iii. Fonts
- iv. Colourways
- v. Imagery

5 Brand execution examples

- i. Stationery
 - i. Letterhead
 - ii. Email signature
 - iii. Business cards
- ii. Print
 - i. Adverts
 - ii. Direct mail
 - iii. Giveaways
- iii. Digital
 - i. Digital adverts
 - ii. Website

BRAND IDENTITY

1

- i. Who we are
- ii. What we do
- iii. Our vision
- iv. Our values

Who we are

We are the raving fan collective

Set up in 2011, JudgeService Research Ltd was the first published customer satisfaction index to cater to the UK automotive industry. We've now expanded to include reviews on *the decisions in life that matter*.

We aim to create *raving fans* amongst consumers of a product, resulting in creating *raving fans* about our business.

We are a family-run business based in Harrogate, North Yorkshire and we operate across the whole of the UK.

What we do

We collate the truth

JudgeService Research Ltd engages with consumers to find out their true experiences of a brand or product. We then share this information across digital channels and feed back to our clients.

We have developed an easy to use, reporting suite that shows feedback as granular data we can really dig into. Our system provides a rich vein of customer data and can generate reports that can be presented back to internal teams.

With this information our customers can improve their overall customer satisfaction and business performance.

Ultimately, JudgeService Research Ltd is an independent review provider, dedicated to providing unbiased customer satisfaction data you can trust.

Our vision

Our vision is to **inspire** our team
and clients to create **raving fans**

Our values

Customers are at the heart of what we do

Great **teams** accomplish great things

We **listen and feedback** impartially

We are **forward thinking** in a changing world

BRAND STRATEGY

2

- i. Brand touchpoints
- ii. Brand promise
- iii. Brand personality

Brand strategy

The JudgeService brand should convey our unique character and personality

Our fantastic customer service has allowed us to **grow rapidly** and **build a team** driven by high performance and family values.

We are the **raving fan collective**, and we need a **strong identity**. A strong brand is so much more than just a logo and a name!

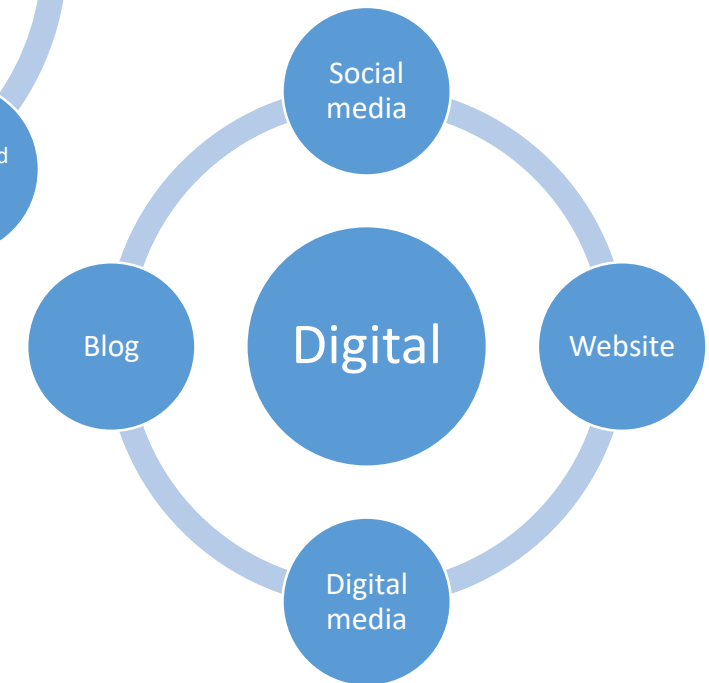
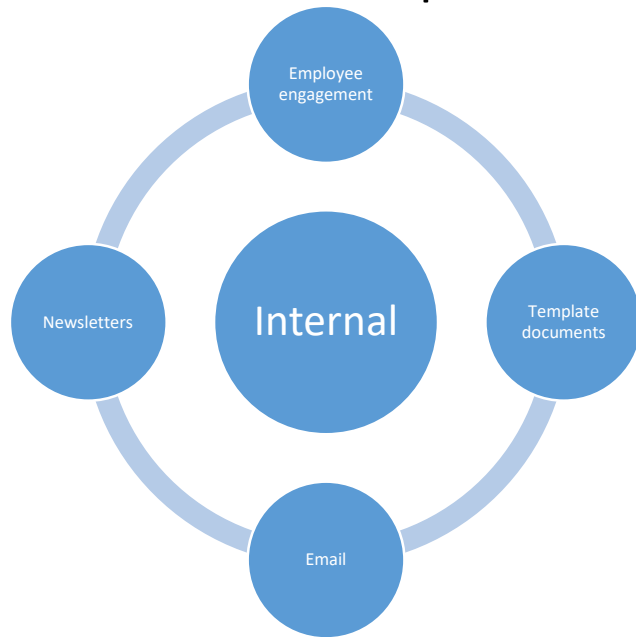
Who we are, what we believe in, how we work, and our customers all play an integral role in creating a comprehensive understanding of the **true JudgeService identity**.

It is **up to us** to **communicate our brand** effectively.



Brand touchpoints

In order for our brand to **remain powerful**, we need to communicate in a clear, **consistent** manner through **all of our touchpoints**.



Brand promise

Brand offering

Customer **satisfaction** that drives **management information, feedback** that improves **quality**, performance and leads to great service, **forward-thinking** techniques to **get results** for consumers and for businesses

Brand essence

We are **innovative, entrepreneurial, competitive, leaders** within our field. Why are we like this? To make sure **consumers** are happy at the end of the day.

Brand promise

To use **feedback, innovation and leadership** to improve performance and customer satisfaction



Brand personality

Our brand personality **defines our voice and our image.**

The brand personality needs to **resonate with the people** delivering the brand, as well as those experiencing it.



A word cloud of brand personality traits. The words are arranged in a roughly circular shape, with 'Satisfaction' at the top, 'Forward-thinking' at the bottom, 'Fans' on the left, and 'United' on the right. The words are in various shades of blue and green, with some words appearing larger than others. The traits include: Reliable, Results-driven, Engaging, Flexible, Strong, Quality, Responsive, Efficient, Together, Stylish, Share, Inspirational, Teamwork, Listen, Supportive, Improve, Powerful, Customer-focused, Fans, United, Innovative, Collaborative, Fresh, and Forward-thinking.

BRAND VOICE

3

- i. Our name
- ii. Our strapline
- iii. Our tone
- iv. Our language

Brand voice

Communication is a very important aspect of any brand.

The way we communicate to our audiences **sets the tone for how they will feel about us.**

The way we communicate will give customers a clear idea of **what JudgeService stands for**, and it will allow them to easily **connect to our brand.**



Our name

In general we are referred to simply as **JudgeService**. We have title-case J and S, and we are written as one word without a gap.

Please don't write us as:

 judgeservice
Judge service
Judgeservice
Judge Service

 JudgeService
JudgeService Research Ltd

We are officially registered as **JudgeService Research Ltd**, and should be addressed as this in all formal communications, and also as the sender for email campaigns.

Our strapline

We have two straplines that are used within JudgeService that are targeted at different audiences, B2B or B2C.

Our B2B strapline

Your route to raving fans

Our B2C strapline

**For the decisions in life that
matter**

Our tone

Our voice consists of both **messaging** and **tone**. These two communication aspects come together to create an effective strategy when speaking to our target audiences.

We have a goal to create clear and consistent messaging that reflects our brand personality.

Our voice is what makes our personality stand out.

The tone that we use to express our message should be:

- Enthusiastic
- Polite
- Positive
- Powerful
- Engaging
- Professional
- Understanding
- Insightful
- Clear

Our language

- We are friendly, informative and engaging
- We like to use short, clear and simple headlines
- We avoid jargon and any industry-speak in our content. If it is necessary, we explain it well
- Our language is benefit-led and insight-driven
- We are professionals and experts at what we do
- We are industry leaders, who are aiming to help others get the best out of their teams and the consumer get the best out of the product or service
- Our tone is corporate, but engaging. We like to add a bit of humour where appropriate.

BRAND VISUALS

4

- i. Fonts
- ii. Colourways
- iii. Imagery

Fonts

Our font

At present the font we will use on print and digital is still being selected.

System font

The system font is the font that should be used as a fallback, where our chosen font is not available, for example on laptops.

Our chosen font is Calibri.

We will use Calibri Light for headings.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrS
sTtUuVvWwXxYyZz

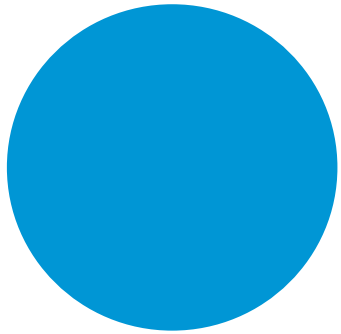
0123456789

The minimum point size should be 11.

We can use the bold, italic and underlined versions too.

Colourways

Primary colourway



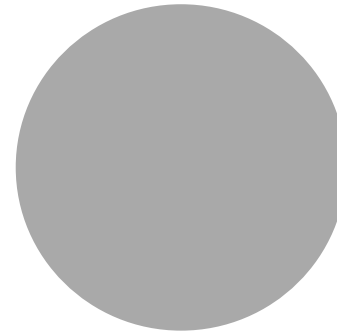
JudgeService blue

R0 G150 B213

C100 M30 Y0 K16

HEX #0096D5

Secondary colourways

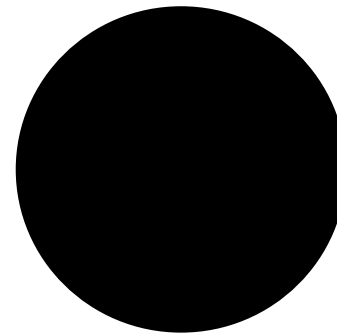


Corporate grey

R169 G169 B169

C0 M0 Y0 K34

HEX #A9A9A9



Black

R0 G0 B0

C75 M68 Y67 K90

HEX #000000

Imagery

As we are in the business of consumer experiences and the engagement that consumers have of a brand, we would like our imagery to reflect this.

We will use imagery that conveys human emotion, engagement and satisfaction.

We would like to try and use as many images as possible that have a soft focus and that are slightly over-exposed, generating a warm look and feel.

Imagery



Your route to raving fans

JudgeService[©]

Stationery

Letter header

JudgeService😊

Letter footer



01423 225 166 • judgeservice.co.uk
11 Cardale Court, Cardale Park, Harrogate HG3 1RY • Registered in England No 07634018

Stationery

Email signature

Full Name

Job Title

JudgeService 

11 Cardale Court, Cardale Park, Harrogate HG3 1RY

01423 225 166

judgeservice.com



Registered in England No 07634018

Legal Disclaimer

This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system.

Print

Adverts

AS SEEN ON   



95%
Would recommend
a friend
★★★★★

The rise of consumer satisfaction through digital channels.

AS SEEN ON   



95%
Would recommend
a friend

At the end of 2016, the rate of communication by consumers across digital channels has surpassed everyone's expectations, and it is predicted to be an even greater influence throughout 2017.

We are moving towards – if not already in – “Experience Marketing”, where consumers want to be actively involved with your brand. As a result, consumers will become your advocates. People are readily sharing their experiences of a brand, product or service through digital channels. JudgeService is an independent survey specialist, and as part of our service we push testimonials and star ratings

across these digital channels, making it easy for consumers to choose your brand.

In the automotive industry, during the purchasing process there are 23 key touchpoints. 19 of these are digital.

Here at JudgeService we have a snappy, easy-to-use, reporting suite that shows you granular data you can really dig into. Our system provides a rich vein of customer data and can generate reports you can present back to your internal teams and use as a training tool to improve performance. We can also use this to gather an average score across over 1,000 automotive clients to show trends within the automotive industry.

From the JudgeService industry average we know that 60% of enquiries to dealers are directly driven on the day through websites, with 21% coming through the dealer's own website and 19% coming through other sites such as classifieds.

As a result of digital platforms where every consumer has a voice, consumers are becoming key influencers in the purchasing process, with research showing that 88% of consumers trust online reviews as much as family and friends.

As customer advocacy becomes more prevalent, the JudgeService aim is to help you create raving fans for your business and not just get new customers.

01423 225166
sales-enquiry@judgeservice.com
judgeservice.com

  
/judgeservice /judgeservice /judgeservice

JudgeService®
Your route to raving fans

Your route to raving fans

JudgeService®

Print

Event stand



JudgeService®

Your Route To Raving Fans

95%

Would recommend
a friend

★★★★★

The graphic features a smiling couple in a car dealership. The woman is holding a car key. The background shows several cars parked in a bright, modern dealership setting.

Your route to raving fans

JudgeService®