

Brand Guidelines

INSIGHT 360

January 29, 2025



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About INSIGHT 360

INSIGHT 360 is an advanced SEO Snapshot reporting tool that helps small marketing agencies save time by automating competitor research and performance tracking. It transforms real-time data from leading SEO analytics tools and social media into clear, visual reports, highlighting key areas for improvement. By eliminating manual reporting, INSIGHT 360 enables agencies to make data-driven decisions faster and optimize their clients' marketing strategies with confidence.

Target Audience

Age Range

25 - 60

Gender

All

Location

Ontario, Canada

Income Level

Enterprise user

Education Level

Diploma's degree +

Professions

SEO specialists, digital marketers,
and marketing analysts

Hobbies

SEO specialists, digital marketers,
and marketing analysts

Mission Statement

“Our mission is to simplify digital marketing by providing innovative tools that empower professionals to make data-driven decisions effortlessly.”

Brand Values

Our Values

Comprehensive

We offer all-in-one solutions that cover every aspect of digital growth, ensuring nothing is overlooked.

User-friendly

Our platform is designed with simplicity in mind, making it easy to navigate and use, regardless of technical expertise.

Innovation

We embrace creativity and cutting-edge technology to deliver forward-thinking solutions that drive growth and adaptability.

Customer-centric

We prioritize our customers' needs, continuously innovating to deliver tools and services that help them succeed.

Visual Assets

Logo

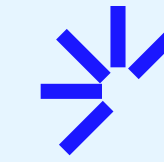
Construction

INSIGHT 360

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INSIGHT 360



The **Insight 360 logo** symbolizes clarity, intelligence, and comprehensive analysis. The radiating circular icon represents 360-degree insights, emphasizing a holistic approach to data. The bold typography ensures readability, while the blue color palette conveys trust and innovation. This modern design reflects the brand's commitment to precision, data-driven decision-making, and user-friendly solutions.

This design was chosen to communicate clarity, credibility, and advanced analytics, making it a strong representation of the Insight 360 brand.

Logo

Variation

Light Logo



Dark Logo



Greyscale Logo



Iconography

Light Icon



Dark Icon



Transparent Icon



Colour Palette

Primary brand color (Deep Blue) #0066CC

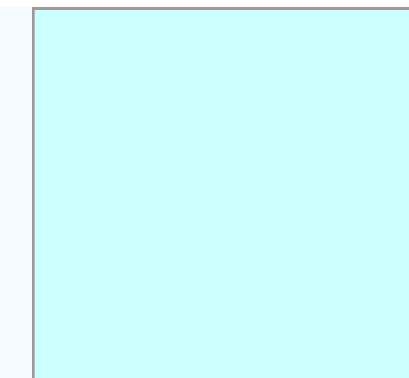
Symbolism: Represents trust, stability, and professionalism, creating a strong foundation for digital marketing.



#56AADB
R 86 G 170 B 219

Secondary (Light Blue) #CCFFFF

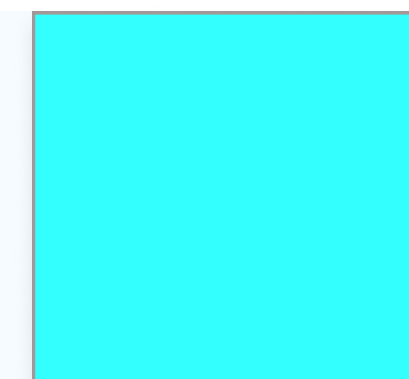
Symbolism: Adds softness and approachability while maintaining a professional look.



#CCFFFF
R 204 G 255 B 255

Aqua Blue #33FFFF

Symbolism: Signifies innovation, clarity, and modernity, balancing deeper tones with a fresh touch.



#33FFFF
R 51 G 255 B 255

Muted Blue (Text) #6699CC

Symbolism: Reflects calmness, focus, and clarity, ensuring readability.



#6699CC
R 45 G 112 B 175

Typography

Roboto

Our font in Roboto

This combination is perfect for a modern, tech-focused SEO marketing platform. Roboto Condensed is space-efficient and sleek, ideal for headings and data-heavy dashboards. As the body font, Roboto ensures readability and a user-friendly feel, especially for reports and long text. They convey efficiency, clarity, and innovation, appealing to startups and small businesses seeking accessible and effective tools.



Typography



- ▶ Heading Font: Roboto Condensed
- ▶ Body Font: Roboto
- ▶ Emphasis Font: Roboto Bold

Light	INSIGHT 360
Extra Light	INSIGHT 360
Regular	INSIGHT 360
Medium	INSIGHT 360
SemiBold	INSIGHT 360
Bold	INSIGHT 360

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Other Visual Components

Stock Images & Photos:

- Use high-quality, professional images related to digital marketing, data analytics, and technology.
- Opt for modern, clean visuals that align with the brand's trustworthy and innovative identity.
- Ensure images convey clarity, collaboration, and insights, reinforcing the data-driven nature of the platform.

Do's

- Use authentic business and marketing visuals, such as team collaborations, dashboards, and reports.
- Choose flat-style illustrations or abstract tech visuals to enhance branding consistency.
- Maintain a blue-toned or neutral color scheme to align with the brand's identity.

Don'ts

- Avoid overly generic stock photos that feel artificial or staged.
- Stay away from cluttered or low-resolution images that compromise professionalism.
- Do not use images with excessive bright colours that clash with the brand palette.

Brand Voice

Brand Voice



Professional

Clear and precise, providing accurate and actionable insights.



Approachable

Friendly and easy to understand, ensuring users feel supported.



Innovative

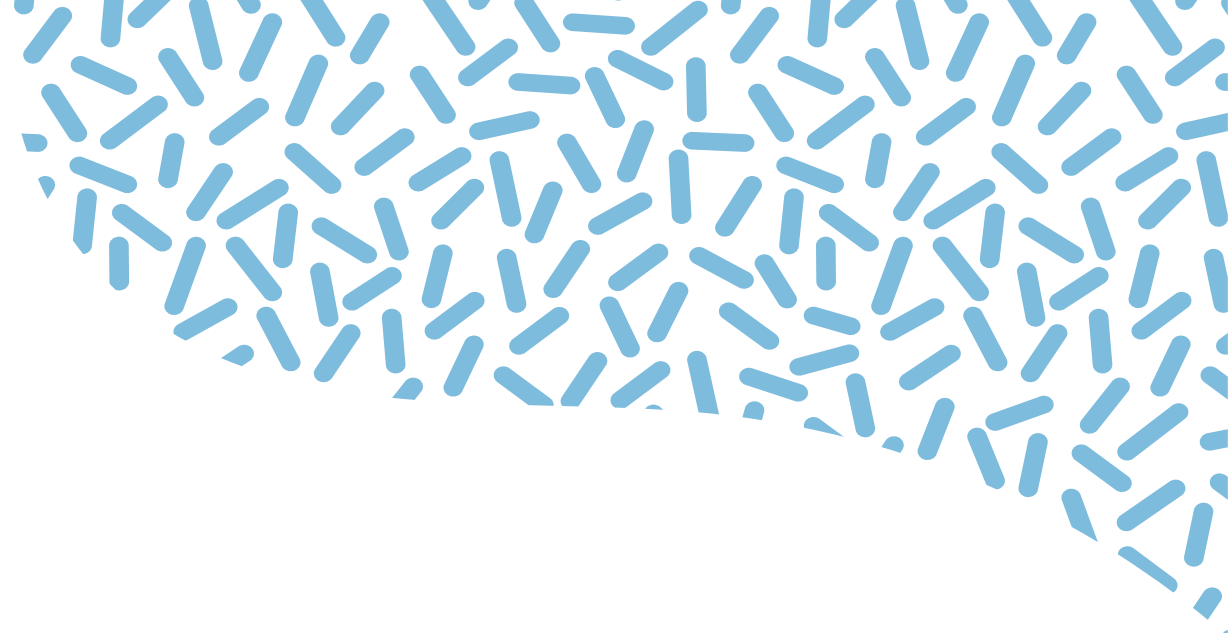
Reflects cutting-edge technology and forward-thinking solutions.



Empowering

Motivates users by simplifying complex tasks and helping them succeed.

Marketing the Brand



Marketing the Brand

Our brand will live across multiple platforms to connect with the target audience effectively and consistently. The elements of the brand, such as the logo, colours, typography, and voice, will work together to convey innovation, professionalism, and user focus.

Key Marketing Channels:

Social Media

Platforms: LinkedIn, Twitter, Instagram, and Facebook.

Purpose: Share updates, engage with professionals, and showcase the tool's features and success stories.

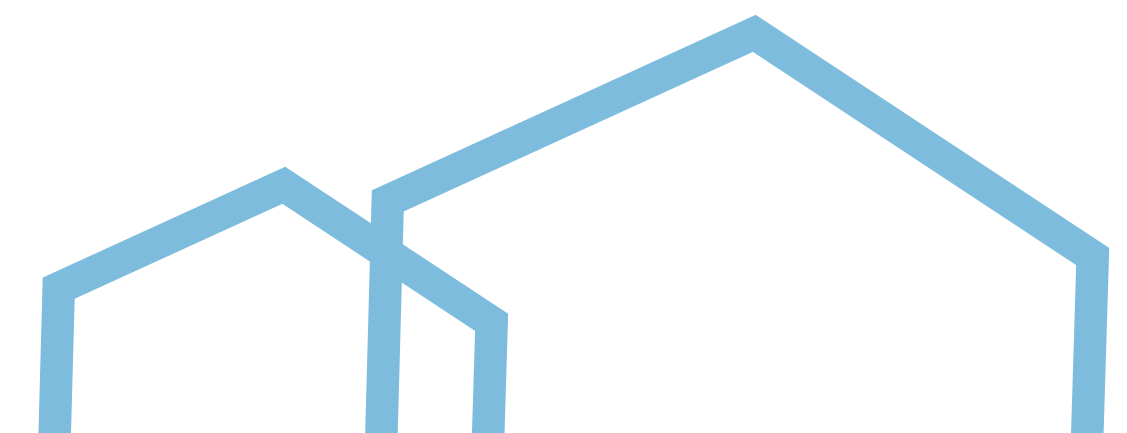
Website

A dedicated web platform featuring the logo and brand visuals to establish a professional online presence.

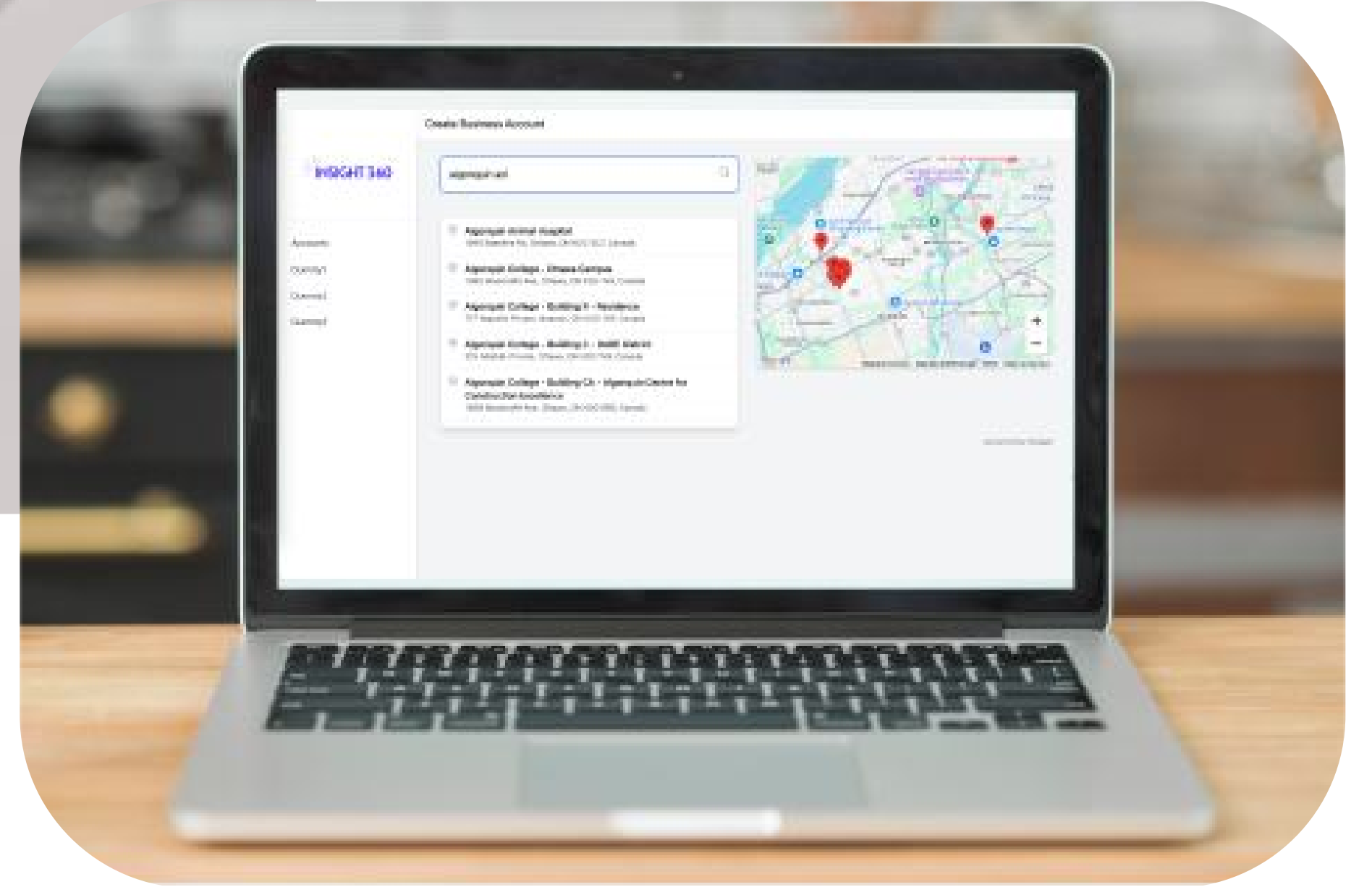
Purpose: Provide detailed information about the product, features, and client success stories.

Print Media

Examples: Brochures, posters, and business cards featuring the logo and brand identity.



Branding Examples











Thank You!