Built for better design

Iress brand guidelines (and a few rules).



4

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Introduction

Better every day

Hello, we're Iress - the global technology company on a mission to make it easier to love financial services.

Every day we partner with financial services businesses of every size to help them grow, lead and deliver more for their customers.

At the heart of our mission is our belief that technology should help people perform better.

Tomorrow, or in five, ten or 20 years' time when someone says 'I love how that works', or 'I love my financial services provider', 'I love that result' or 'I love doing what I do', what we really want them to be talking about is our software, and how it's helping them achieve better performance every day.

If you're designing for the Iress brand, use these guidelines and rules as your starting point.

Then go forth, share the love and have fun.

Just never change the angle of the logo icon and everything is possible.



Introduction Core values

Our core values encapsulate everything we are and who we want to be.



Our purpose

Why we do what we do:
We believe technology should help
people perform better every day.



Our mission

What we are trying to achieve:
We want to make it easy for people
to love financial services.



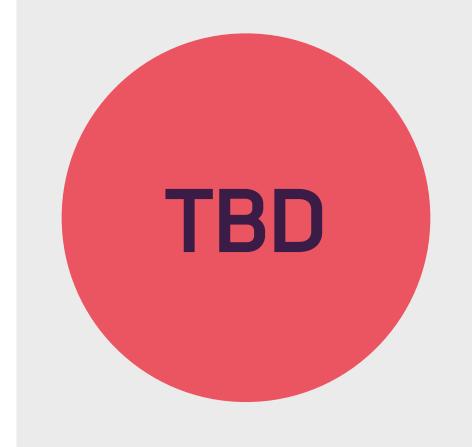
Our goal

What we will become:
The essential partner for
forward thinking financial
services businesses.

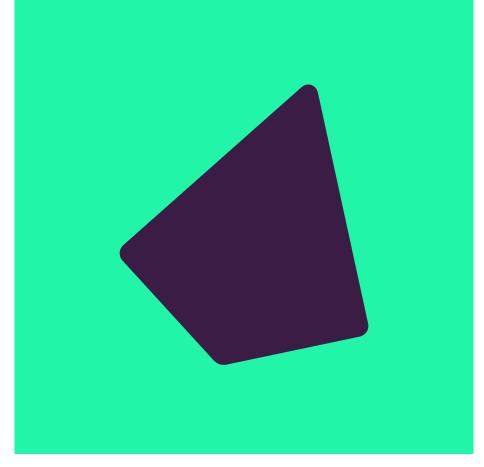
Logo



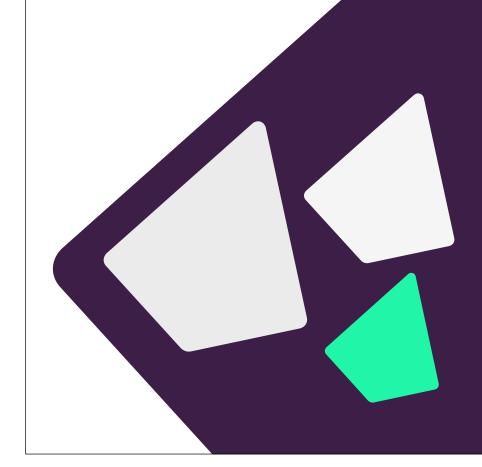
Sub brands



Graphic device



Colour



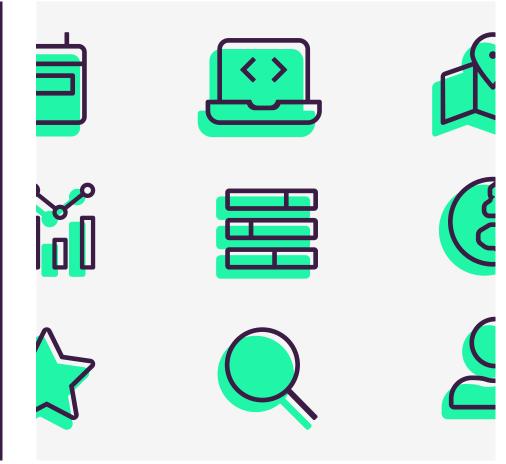
Imagery



Typography



Iconography



Digital & online





The Iress logo

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The Iress load

Logo Master

We designed the Iress logo to reflect high performance. Just like a chart depicting the trajectory of a high performing investment fund or client satisfaction measure, the Iress logo points up and to the right. The angle is also a nod to the old Iress logo, which used a slanted first letter.

Iress rule number 1: never change the angle of the logo.

The Iress logo is a core part of our brand identity and a shorthand by which people identify us. It should be used with consistency and care to help us build and maintain a recognisable brand.

Where possible use the colour logos shown here. Always use the original master artwork files. Never try to recreate the logo – it should not be altered in any way.







Logo Monochrome

If you need to work in black and white circumstances, you can use a monochrome logo, as shown here.

Always use the original master artwork files. Never try to recreate the logo – it should not be altered in anyway.



iress



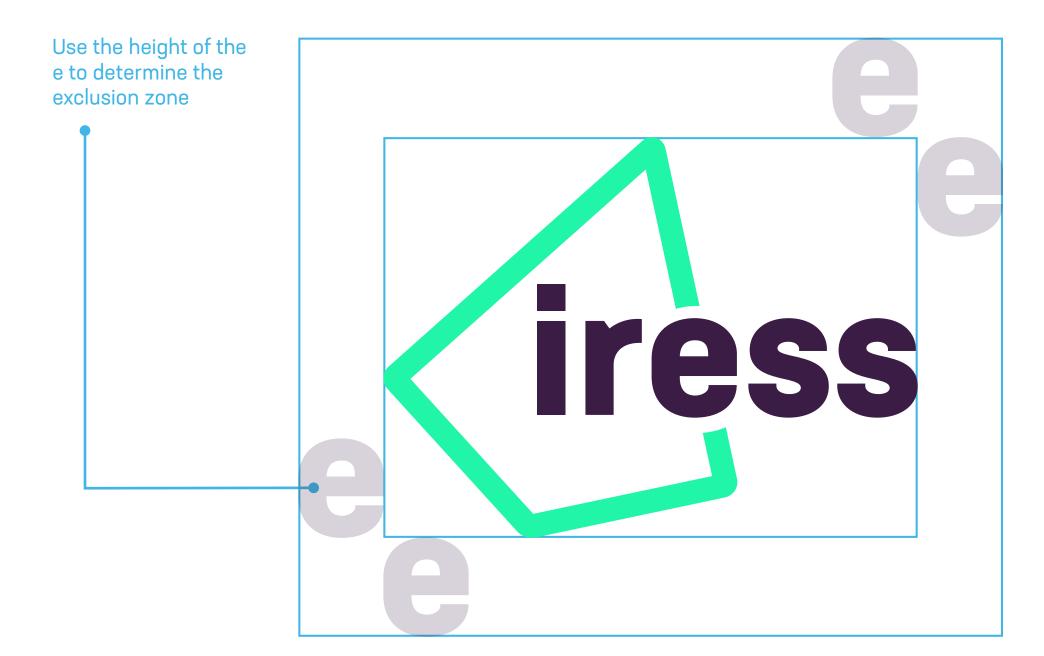




Logo Exclusion & minimum sizes

To ensure our logo is represented clearly, we have defined an area around the logo that should be be kept clear of any other graphic element or typography.

This exclusion zone is defined by the height of the 'e' as shown. This formula applies regardless of the reproduction size.



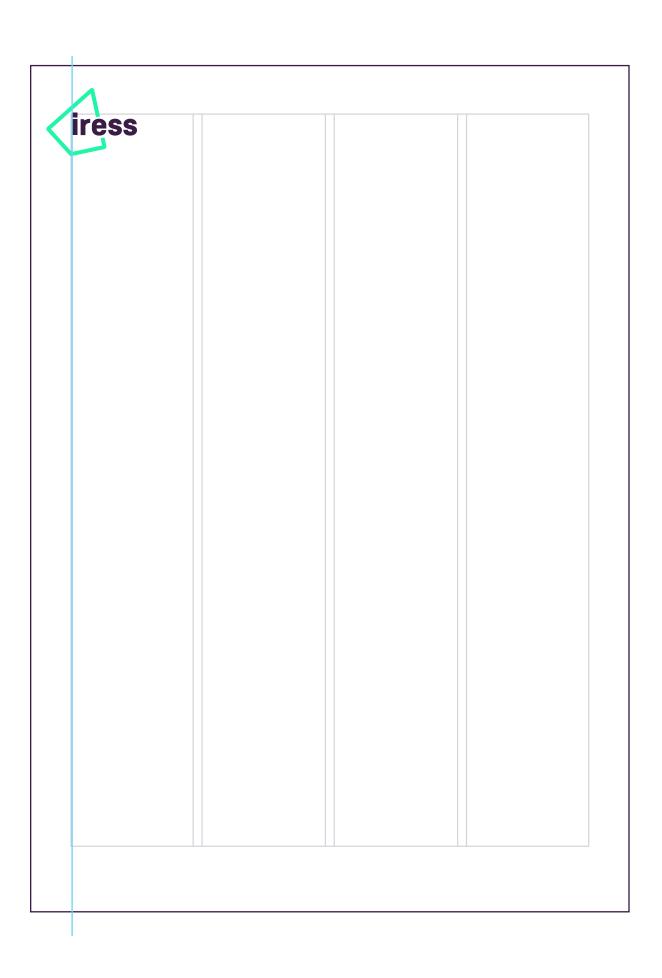
Minimum size for print: 6mm Minimum size on screen: 30px h

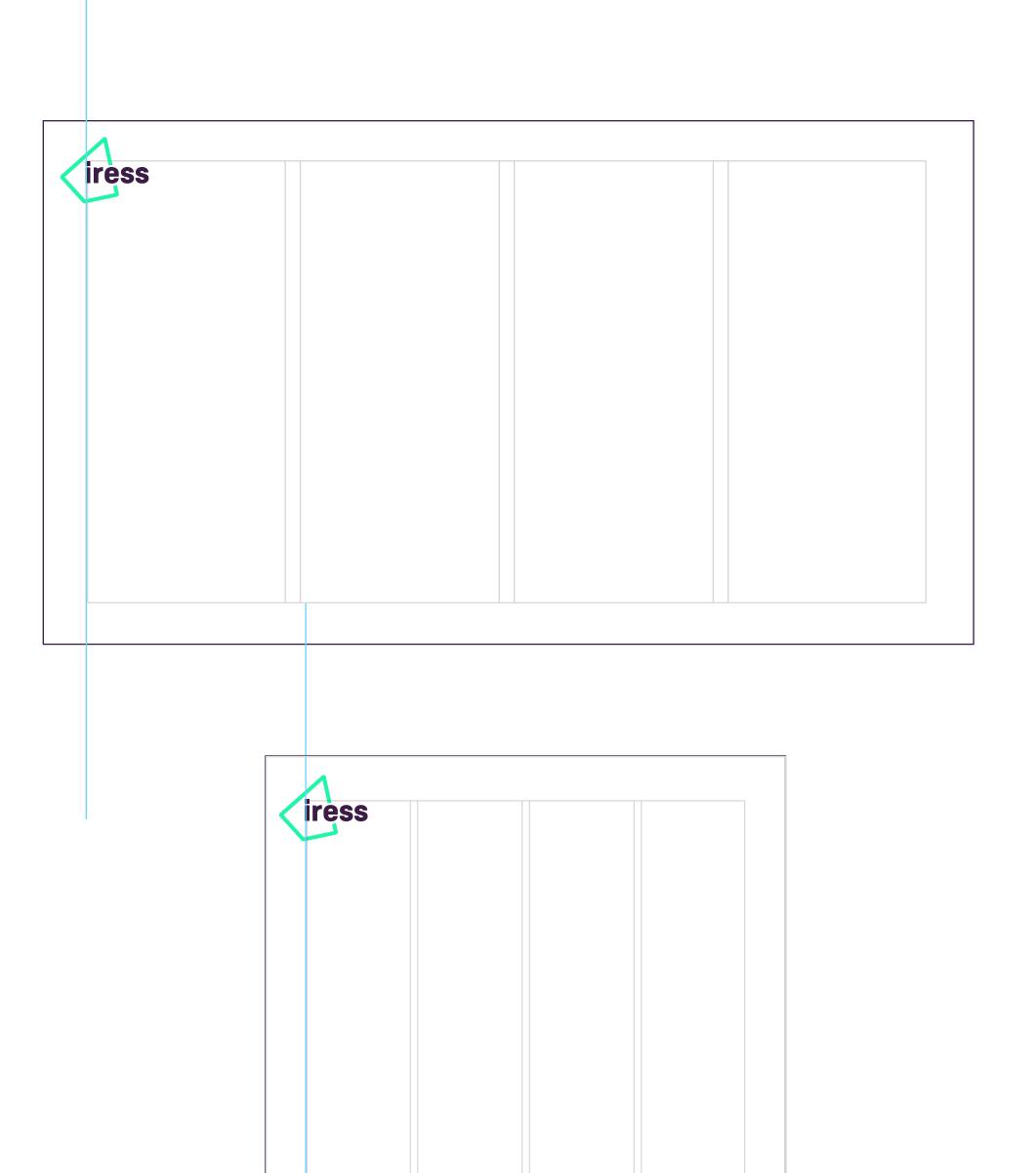




Logo Positioning

Our logo can sit in the top left hand side on a variety of orientations and image sizes.







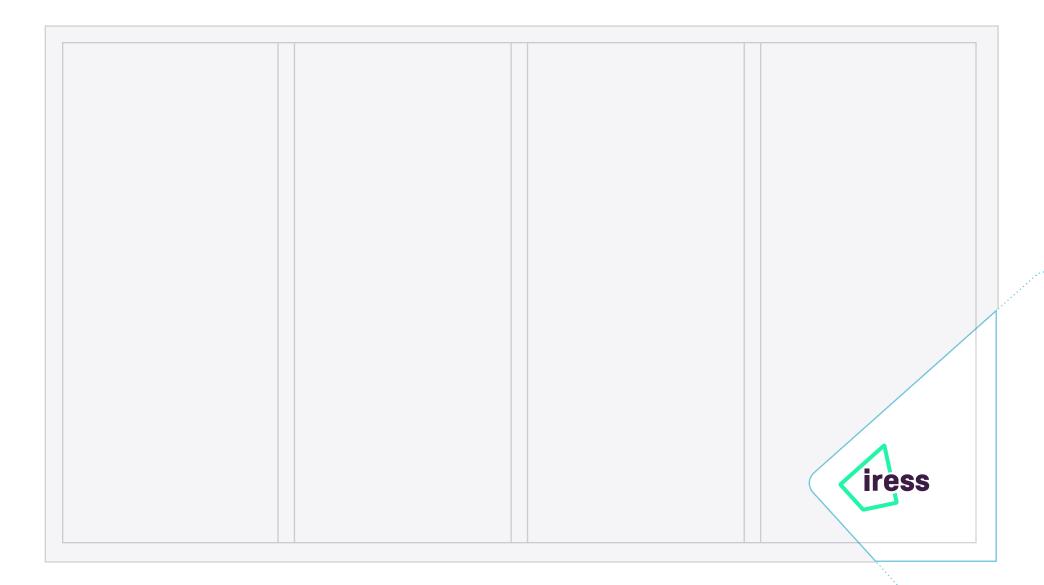
Logo Positioning

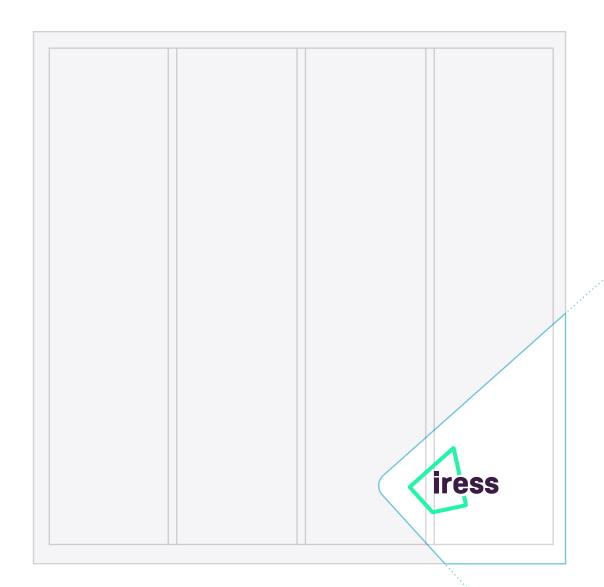
We can use the logo in the holding shape of our graphic device, in the bottom right hand corner.

Sizing and positioning is adjustable based on size of the communication and the content but we aim for around 5% of an image.

You can find more examples of how this works in the **application chapter**





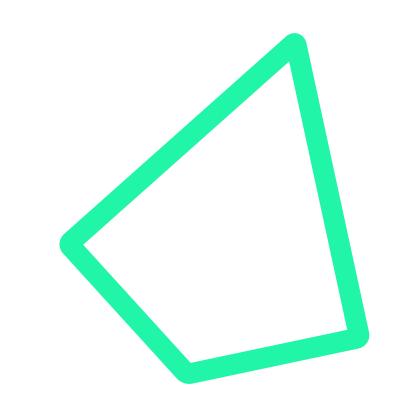


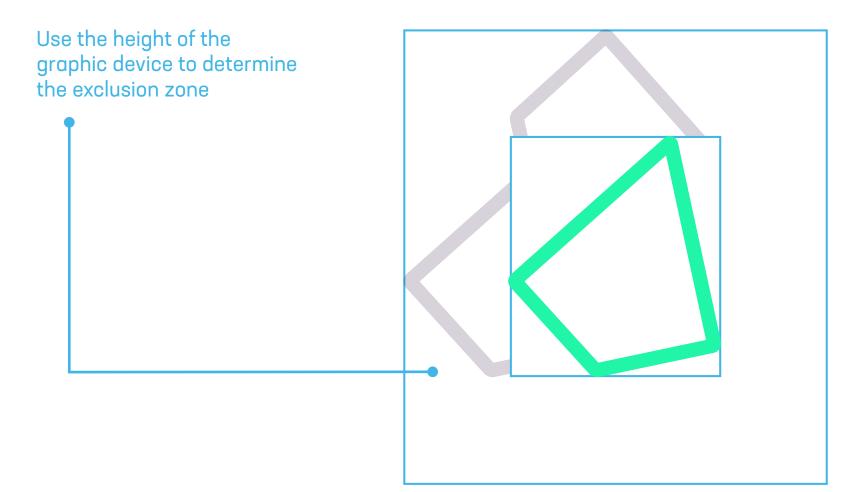


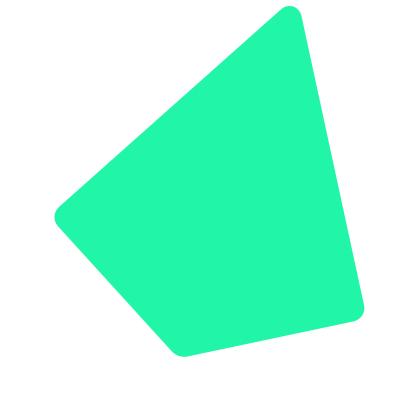
Logo Alternative

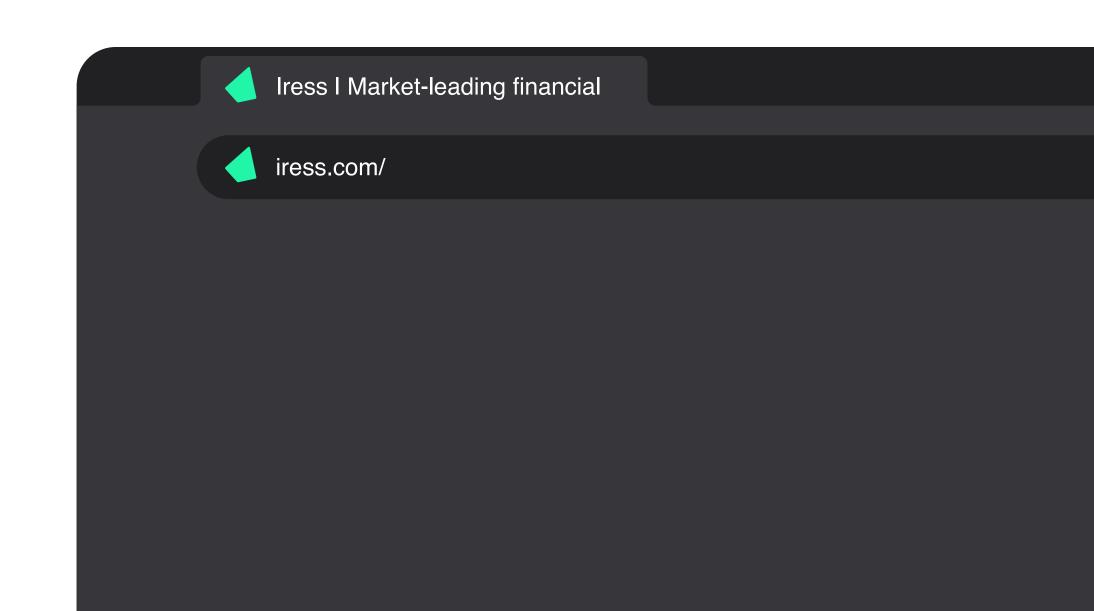
In some instances where space is limited, we can use the rocket/graphic device on its own.

For guidance on the graphic device proceed to the next section.







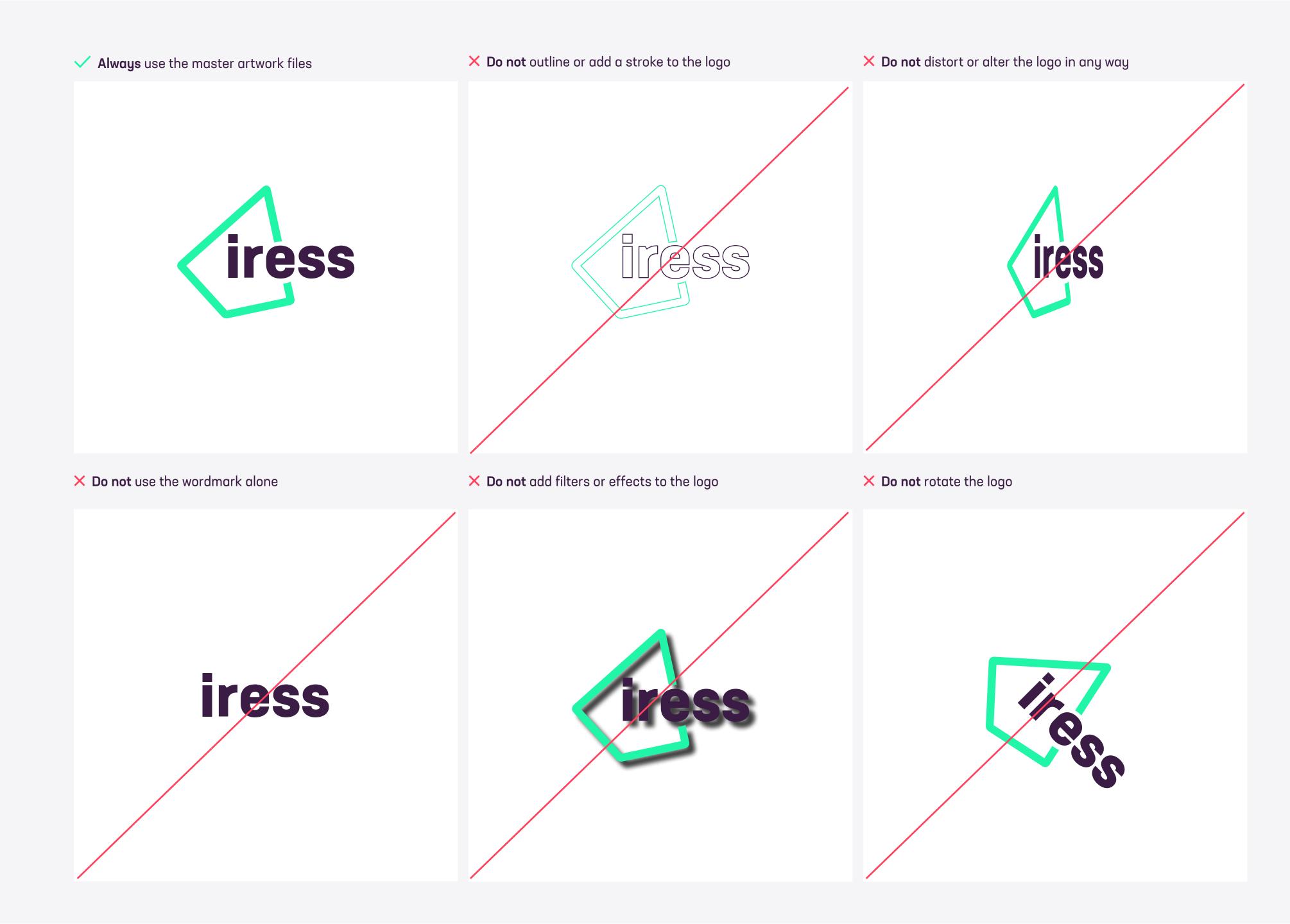


Logo Usage

Our logo is an important part of our brand toolkit so we must use it with consistency and care.

It's a visual representation of high performance.

Always use the original master artwork files. Never try to recreate the logo – it should not be altered in any way.





Sub brands Overview

As a guide, we try to avoid creating subbrands.

Please don't create any sub-brands without talking to the corporate marketing team.

We want to build the Iress brand and identity. Multiple identities and subbrands can make that task much more difficult.

Master brand

Sub brands











Graphic device



Introducing the Iress rocket

Our graphic device is developed from our logo.

We call it the 'rocket' and we designed it to reflect high performance.

Just like a chart depicting the trajectory of a high performing investment fund or client satisfaction measure, the Iress rocket points up and to the right. The angle is also a nod to the old Iress logo, which used a slanted first letter. It can be used as an outline (stroke) or as a solid.

Never change the angle of the rocket.

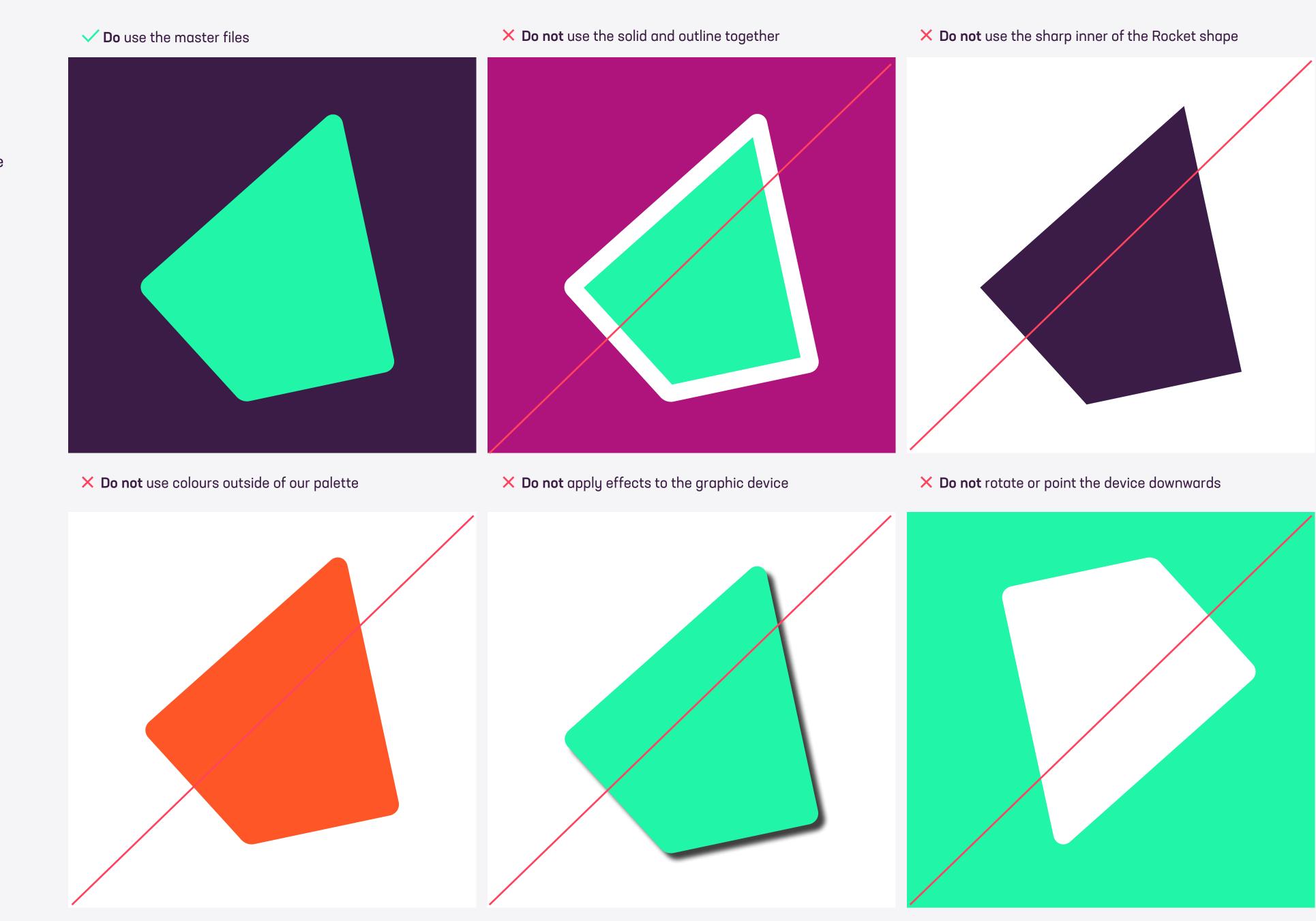
Always use the original master artwork files. Never try to recreate the logo it should not be altered in any way.

Outline Solid

Using the Iress rocket

The Iress rocket is an important part of our brand identity.

You can definitely have some creative fun with the rocket, but we also have some rules to make sure we are consistent in how we use the rocket as a creative device.



Using the Iress rocket

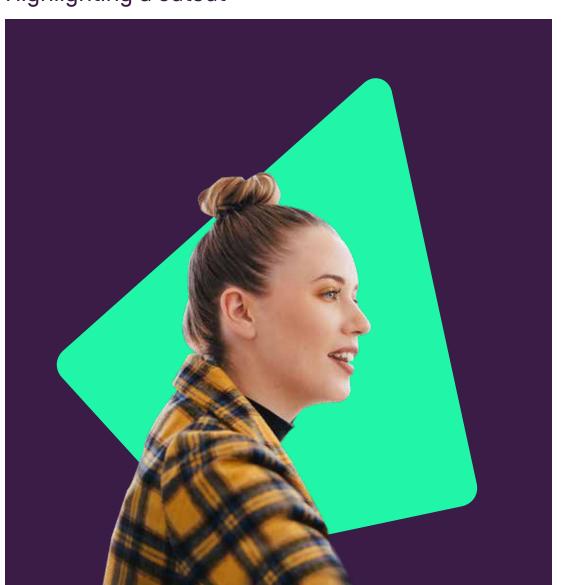
You can use the rocket in a variety of ways but never change the angle and always put the rounded edges on the outside and sharp edges on the inside.

You can find more ways to use the rocket in the imagery section of this guide, too.

Highlighting a image



Highlighting a cutout



Hero imagery



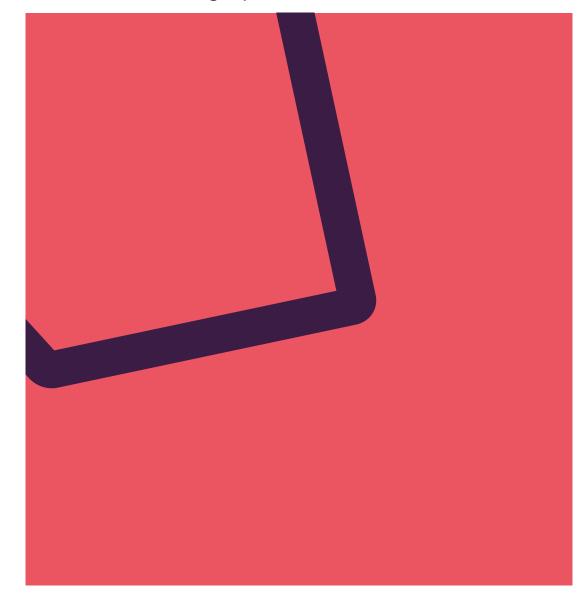
Used a window



As a holding shape



As a stand alone graphic





Graphic Device Styling

You can use the rocket as a strong symboliser of the Iress brand and as the main 'character' in a design application.

Financial advice software

Financial advice software







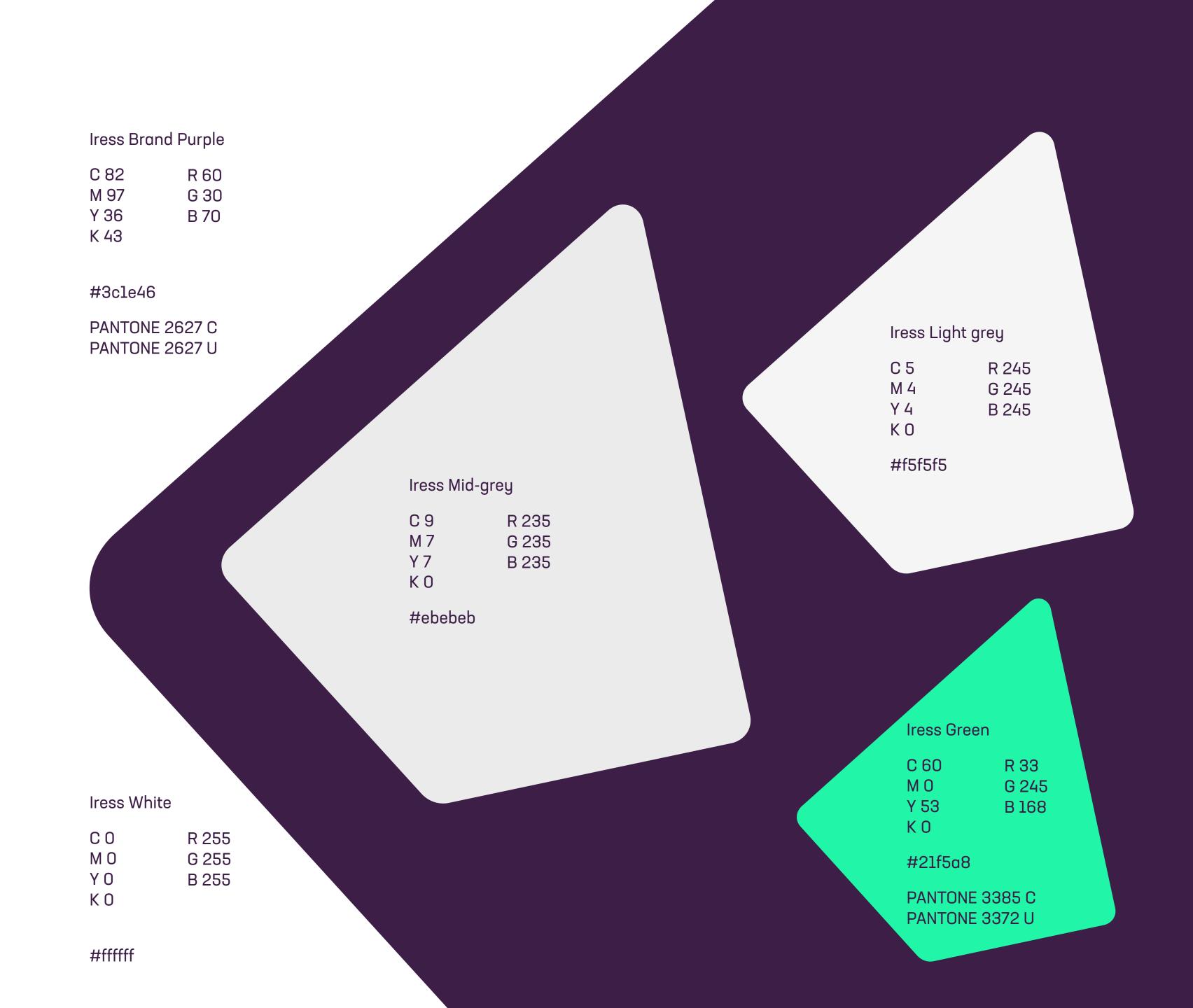
Colour

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Colours Primary palette

Our colour palette is an important part of our brand.

Our primary palette is composed of a strong purple, vibrant green and supporting whites and greys.

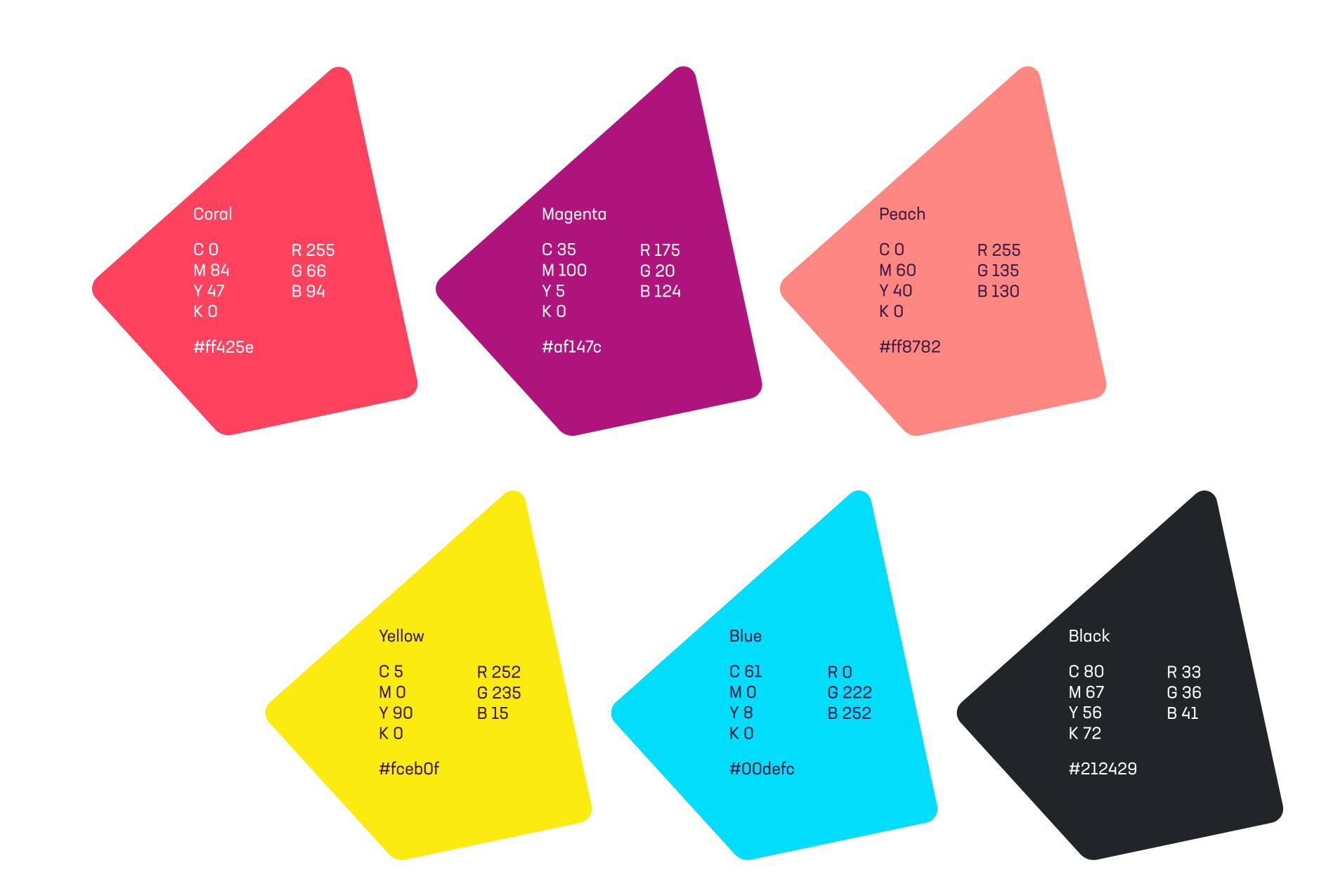




Colours Secondary palette

You can support the primary palette with a range of secondary colours.

These are particularly useful in infographics and illustrations.





Colours Accessibility chart

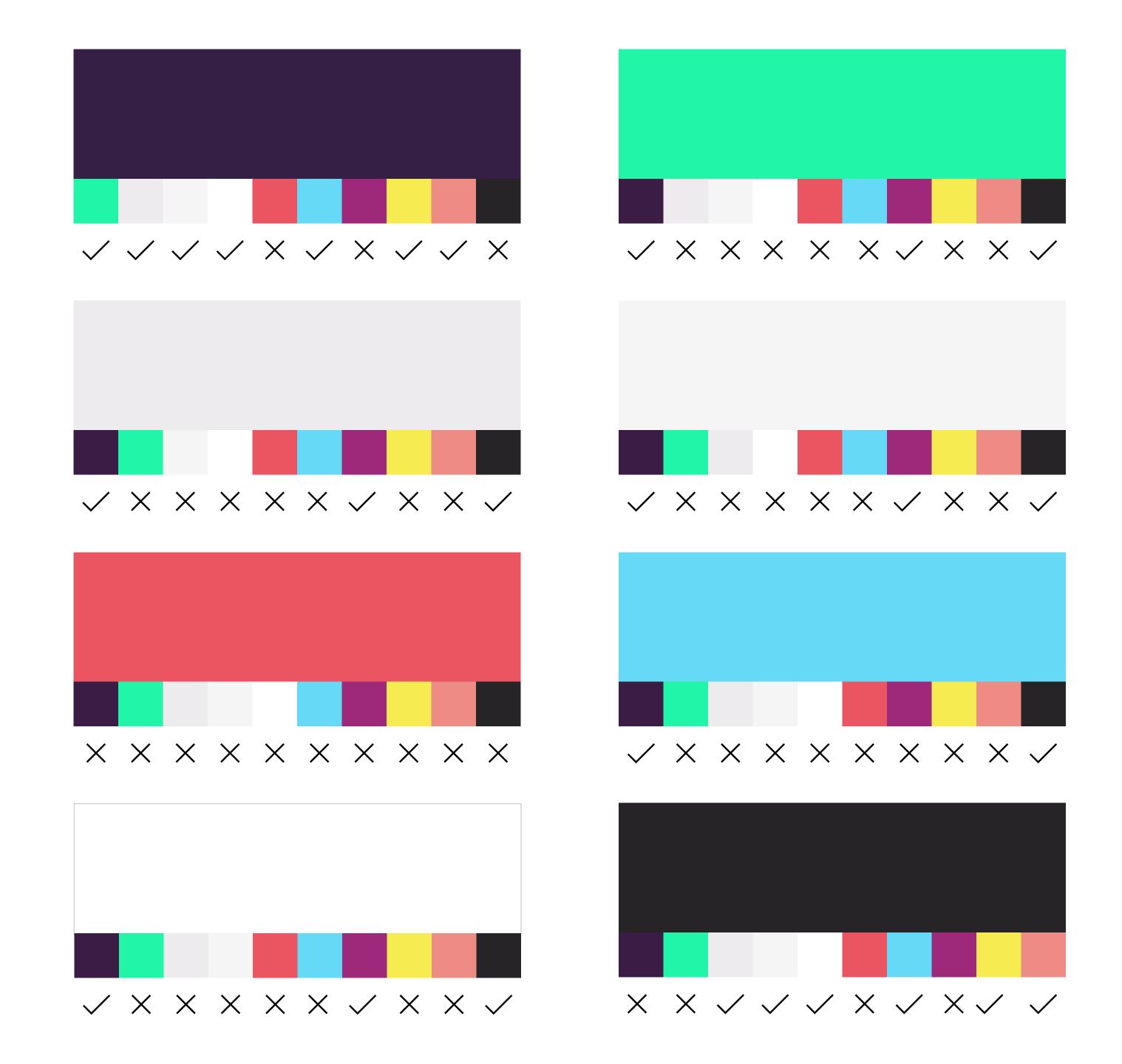
The Iress brand is for everyone so it's important we think about legibility and readability as part of the design process.

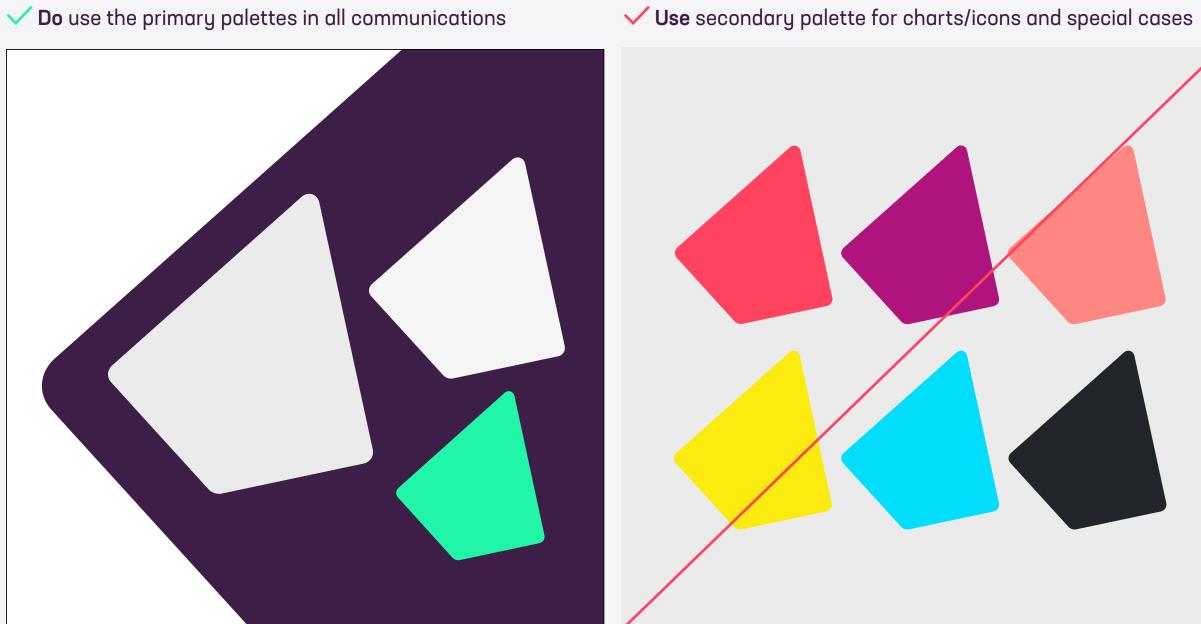
We have tested a number of different colour combinations to identify the strongest options for readability and accessibility.

A cross indicates a fail in the 'normal text' field, although all passed the 'Large text' WCAG AA field readability.

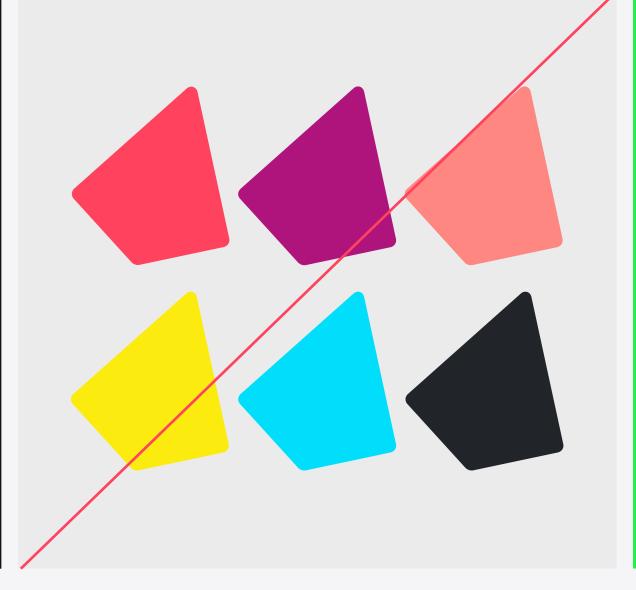
Avoid the non-compliant colours for critical text and graphics but keep the overall visual impact in mind.

You can test colours at webaim.org/ resources/contrastchecker/

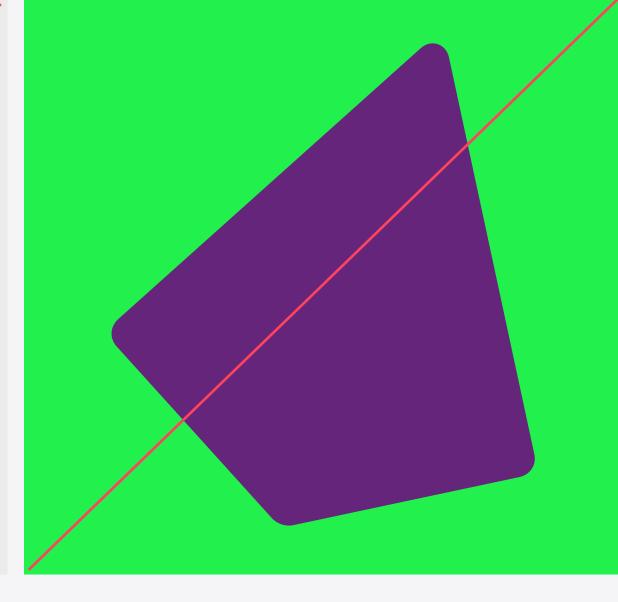




X Do not use overwhelming amounts of colour

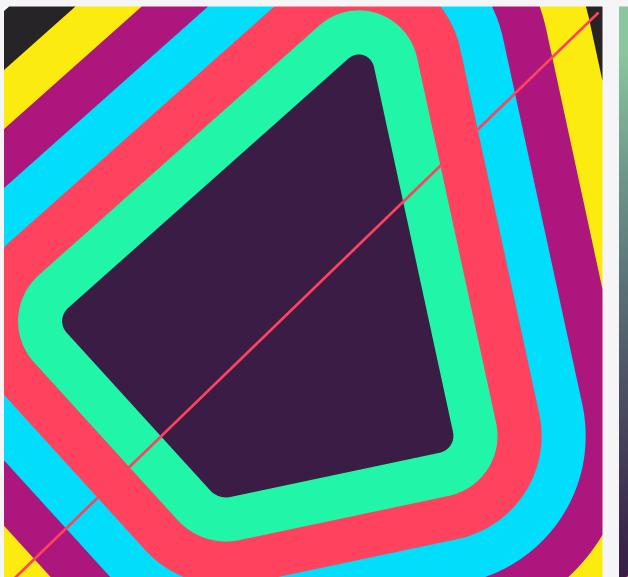


X Do not use gradients in communications



X Do not use colours outside of our palettes

X Do not use illegible combinations





Typography

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Usage 34



Typography Brand typeface

Our brand typeface is Neusa Next Std, a contemporary sans serif font. Its slightly condensed style gives it a distinct character while the generous x-height ensures excellent readability.

We use three weights: Medium, Regular and Light. Neusa Next Std Medium - Headers, Subheaders and titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Neusa Next Std Regular - Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Neusa Next Std Light - Body Copy alternative
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz





Typography Styling

For pull-out quotes and subheadings we use Neusa Next Std medium.
Combined with Neusa Next Std
Light this gives us great flexibility and contrast to create impactful messaging. Our vibrant primary colours can be used to further enhance our typography by highlighting quotes, subheadings and statistics.

Headers, Pull-out quotes and subheadings

Weight: Medium
Tracking: Optical, -10%

Leading: 110%

Alignment: Left or centre

Neusa Next Std medium is used for headlines, subheaders and pull-outs

Aim high deliver better

Financial services software built for better performance

Aim high deliver better

Financial services software built for better performance



Typography Styling

For body copy we use Neusa Next Std Regular. This is a workhorse weight that appears clearly on screen and in print at a range of sizes.

Body copy

Weight: Regular or Light Tracking: Optical, O Leading: 120% Alignment: Left Neusa Next Std light or regular can be used for body copy on light backgrounds

It's not always easy running a financial services business. Every day there are more demands on time and money. More data. More information. More compliance. More reporting. More competition.

To find out how we can help your financial services business, get in touch.

It's not always easy running a financial services business. Every day there are more demands on time and money. More data. More information. More compliance. More reporting. More competition.

To find out how we can help your financial services business, get in touch.

Neusa Next Std regular is used for body copy on dark backgrounds, avoid using light as it can 'fill in'

It's not always easy running a financial services business. Every day there are more demands on time and money. More data. More information. More compliance. More reporting. More competition.

To find out how we can help your financial services business, get in touch.

X Do not use light on dark coloured background

It's not always easy running a financial services business. Every day there are more demands on time and money. More data. More information. More compliance. More reporting. More competition.

To find out how we can help your financial services business, get in touch.



Typography Headline styles

Headline styles should reflect the website, using Neusa Next Std in medium across headlines and subheaders/call outs etc.

This is a great midpoint between the bold which can overshadow the fonts details and the regular that lacks headline style impact. Break up long headers with colour.

Headers can be separated using colour

We can break long headers with weight

Mix longer headlines with a lighter weight to avoid overpowering a page



Typography Headline styles in practice

When using the mixed weights or colours, consider what you want to stand out.

The Highlight colour needs to be accessible.

These colour combos are shown in the Iconography section as well as documented below. Remember to use sparingly.

This is applied on underline and text colours styling

Green

Blue

Yellow

Peach

Grey

Black

In this instance Advice Compliance is more important than introducing, so therefore receives our headline treatment

Introducing Advice Compliance

In this instance Advice Compliance is more important than introducing, so therefore receives our headline treatment

Introducing Advice Compliance

Coral

Purple

✓ Blue ✓ Yellow Peach Coral Grey ✓ White

✓ Green



Typography Underline style in practice

When using the underline consider what you want to stand out. Do not use over excessively or to underline titles.

The underline can rarely be seen in our accessible secondary colours as well. These colour combos are shown in the Iconography section as well as documented below. Remember to use sparingly.

This is applied on underline and text colours styling

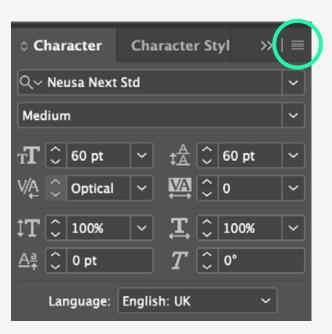
- Green
- Blue
- Yellow
- Peach
- Red
- Grey
- White
- × Purple
- × Black



Create an underline highlight using the guide below

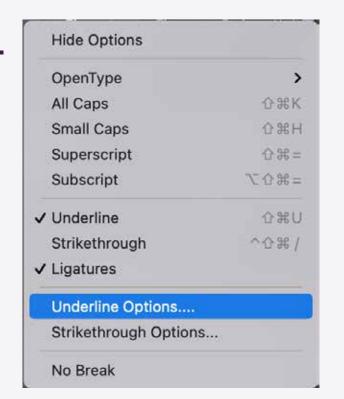
Weight 33% of type size e.g. 96pt type = 32pt

Offset is minus a quarter of the underline weight = -8

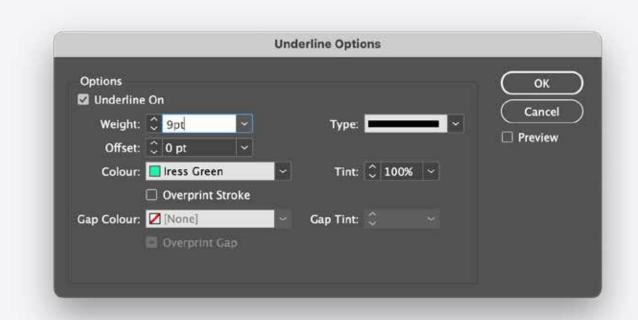


1.

Introducing Advice Compliance



3.





Typography In use

An example page using our typography styling

The headline is set in Neusa Medium using the underline headline style.

The body copy is set in regular weight as it's against the purple background.

The logo is positioned/aligned to the 'iress' in the logo

Neusa Medium ———

Underline

Nuesa Regular because of dark background

All text aligned

of the 'i' in iress

Medium used to

highlight website

Financial services software built for better performance

Around the world, thousands of private wealth managers, financial advisers, investment and asset managers, traders, lenders and brokers choose our software to help run smarter businesses, aim higher and achieve more.

We started in Australia in 1993. Today we're a growing team of 2200+ people across APAC, Europe, Africa and North America, building the software and infrastructure to help the financial service industry perform at its best.

iress

Find out more at **iress.com**



Typography Backup/system font

In instances where our brand typeface is unavailable we can

use the Google typeface Roboto.

This is regularly available in Google-based software.

Roboto Medium (for headlines, subheaders and callouts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Roboto Regular (for body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Roboto Light (as alternative for body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

AaBb(C)

Typography Usage

To keep our typography consistent and our brand looking great, please stick to the simple rules on this page.

✓ Always use our specified styling

Aim high, deliver more

Voluptat usant, volo dolupta tissim et fugia soluptur? Quistiae nobis doluptat volecae pliquost, soluptur, ut aut faciis as doluptae debis iusdae prem con nonse nimusam ium sum sumquatur simus et pro tem facipsandia.

X Do not right align type

Voluptat usant, volo dolupta tissim et fugia soluptur? Quistiae nobis doluptat volecae pliquost, soluptur, ut aut faciis as doluptae debis ius dae prem con nonse nimusam i um sum sumquatur simus et pro tem facipsandia.

X Do not apply filters or effects



✓ **Do** use pops of brand colours to highlight subheads

X Do not use fonts we have not specified

X Do not compromise the legibility of the information

Lorem ipsum

Voluptat usant, volo dolupta tissim et fugia soluptur? Quistiae nobis doluptat volecae pliquost, soluptur, ut aut faciis as doluptae debis iusdae prem con nonse nimusam ium sum sumquatur simus et pro tem facipsandia.

Financial Services software

Lorem ipsum

Voluptat usant, volo dolupta tissim et fugia soluptur? Quistiae robis doluptat volecae pliquost, soluptur, ut aut faciis as doluptae debis iusda prem con nonse nimusam ium sum sumquatur simus et pro tem facipsandia.



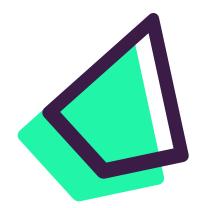
Brand voice



Brand voice Writing for better performance

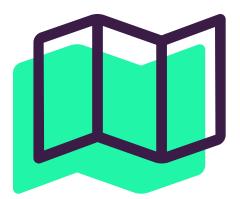
Finding the right words to persuade, convince and convert doesn't always come easy. Trouble is, defaulting to robotic corporate-speak does.

Everyone is different and everyone writes in their own unique way. But if you write with our brand position in mind, write for people, be adventurous and follow a few little rules, you'll help the Iress tone of voice come to life. It's that simple.



Write for people

If you take one thing from this guide, remember this: we are people, our audience is too.
Write with that in mind and you'll find the words come naturally.



Be adventurous

Trial and test new ideas and new concepts without fear of failure.
Keep learning, keep refining, be courageous.



Follow some rules

Not sure if it's XPLAN or Xplan? IRESS or iress? We've created these guides to help everyone stick to the same style:

Iress Writing Style Guide

Iress A-Z Glossary

Product Writing Style Guide



Iconography

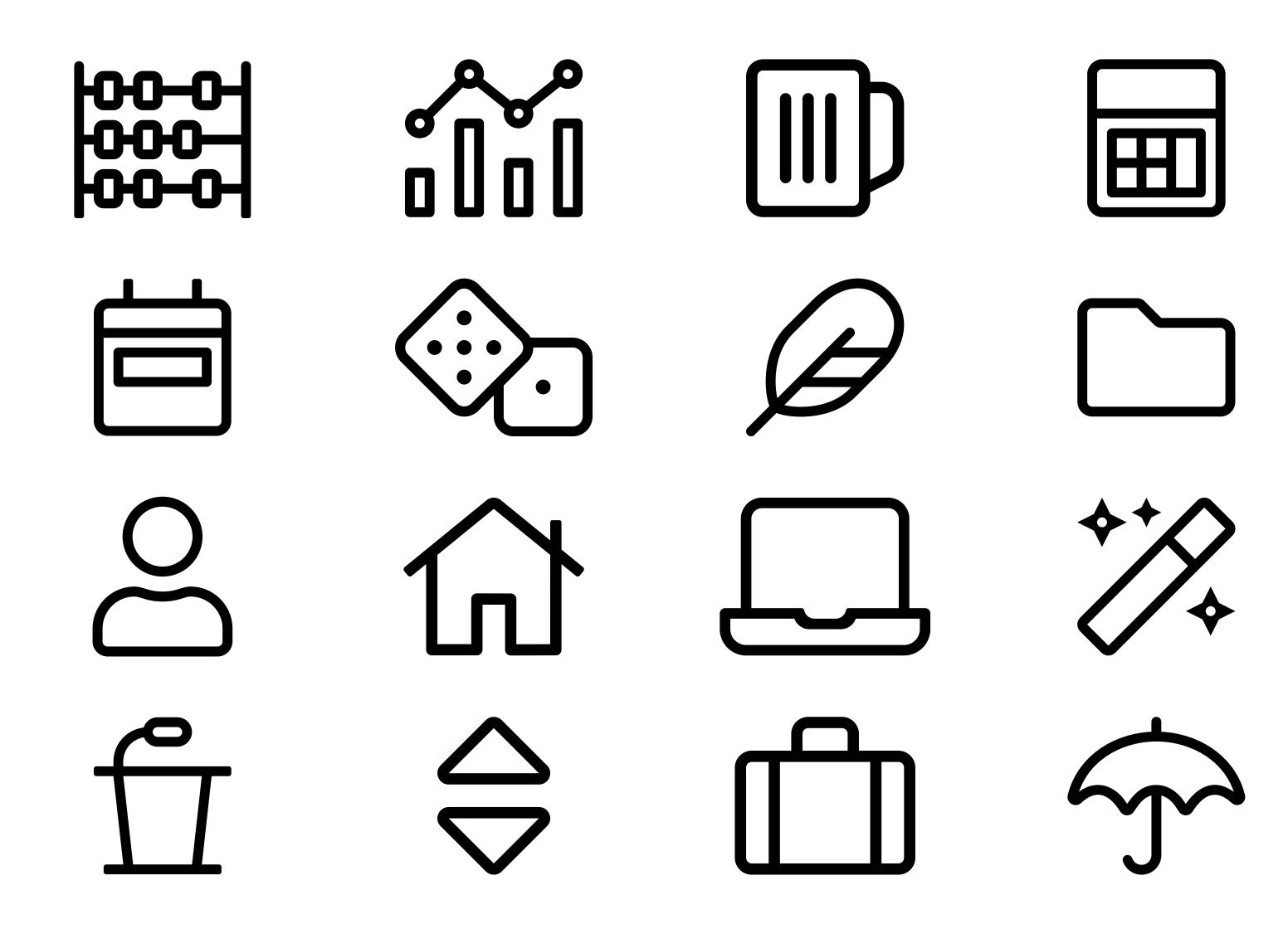
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Iconography Primary set

Our iconography is used throughout our brand.

We use Fontawesome which has a light icon library that should offer a load of choices.



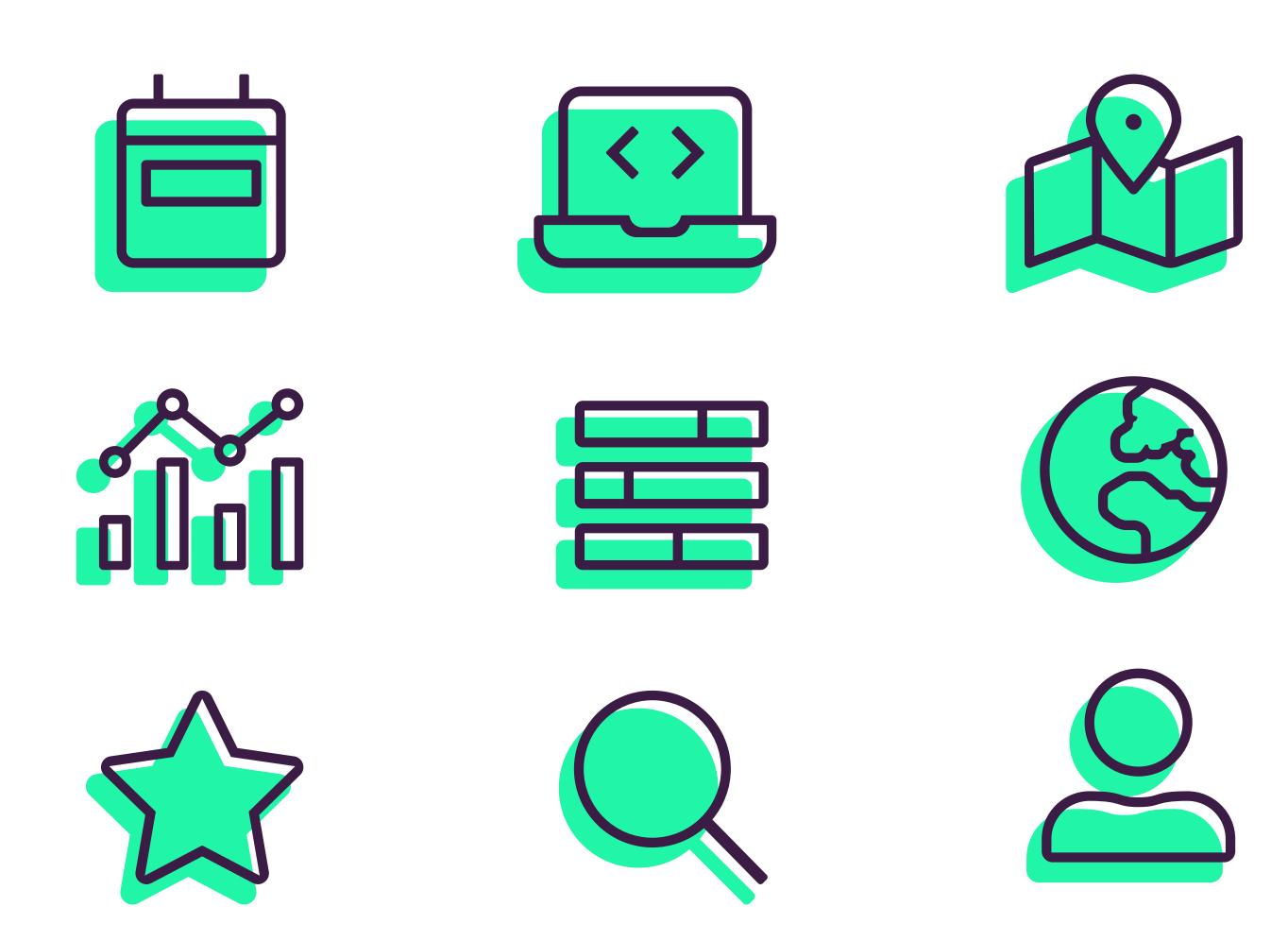


Iconography Iress styling

To customise our iconography and make them really feel like Iress, you can use an offset solid colour alongside the original icon.

We like to keep the solid to the bottom left of the icon and find this is a simple way to elevate the existing standard icon set.

To create your own please see the following page



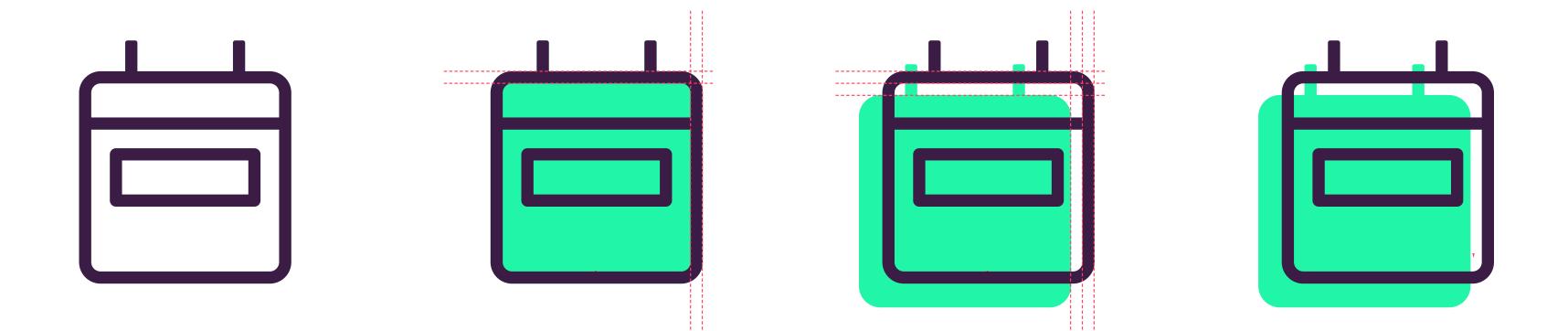


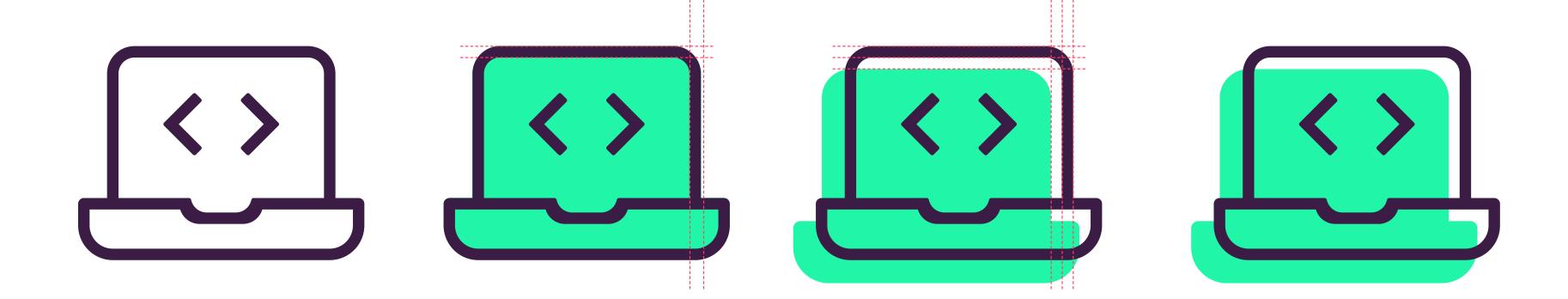
Iconography Creating an icon

Starting with a basic icon in light as well as the same icon in solid.

Use the width of the stroke and duplicate the size to the left and bottom.

Move the solid shape down and back to align with the rule.



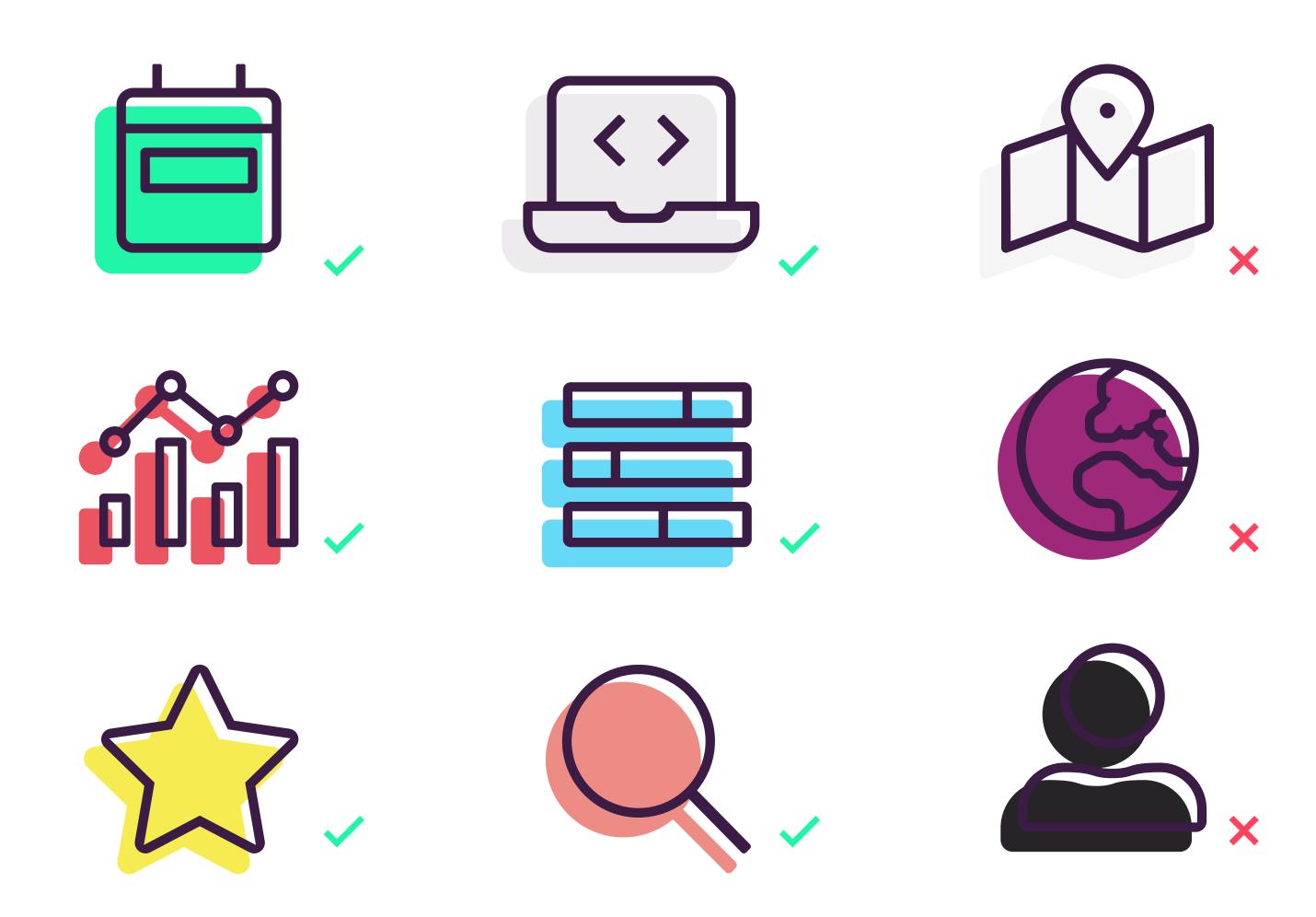




Iconography Accessibility - offset colour

With the offset icon style we can use some supporting colours to make things interesting.

Please just take note of the colour combinations to avoid due to legibility.





Iconography Accessibility - on colour

When considering using an icon, refer to this guide to whether you should use an offset or not.

Only use offset graphic icons on lighter background





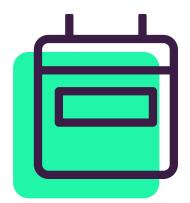


On dark backgrounds we avoid using an offset but can colour the icons using our brand colours.









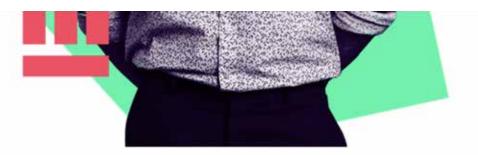






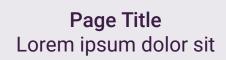
Iconography Accessibility - use

Icons used on the website.



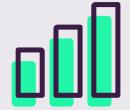
Show me better







Page Title Lorem ipsum dolor sit

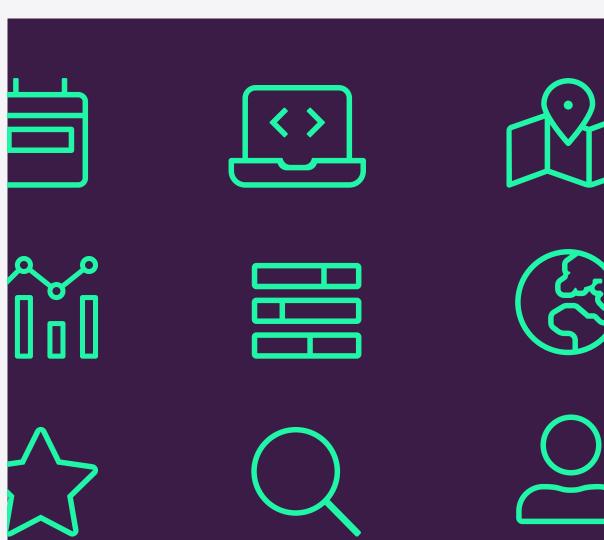


Page Title Lorem ipsum dolor sit

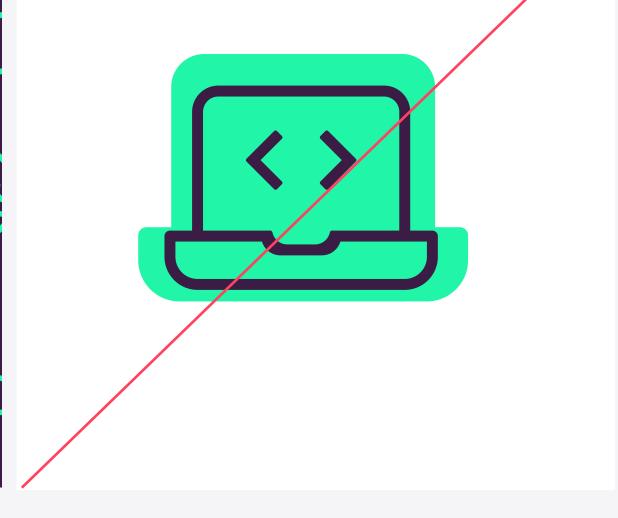
Software for better performance

Iconography Usage

✓ **Do** use fontawesome icon library



✓ **Use** offsets to add 'Iress' to our icons



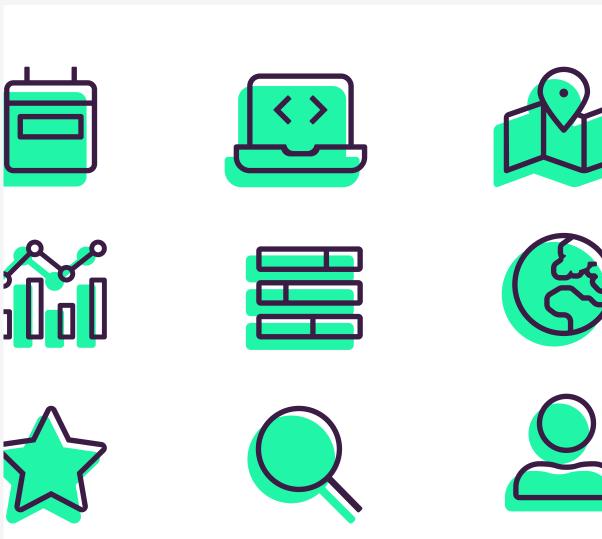
X Do not change the size of the shape

X Do not use the offset against dark backgrounds

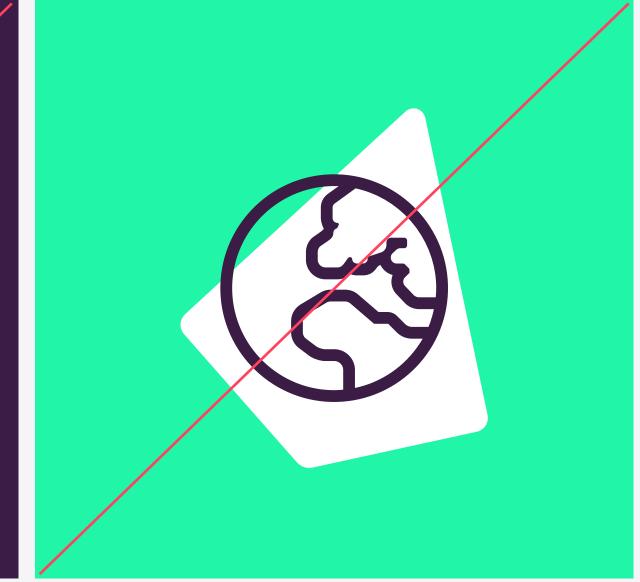


X Do not offset the shape in a different direction

X Do not use the grapic device as a background









lmagery

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Imagery Who we are

When thinking about or selecting imagery, we like to remind ourselves of what 'we are' as well as what 'we are not'.

This helps ground our thinking and allows us to make better choices.

We are

Bright, exciting, inclusive, diverse, relaxed, modern

We are not

Dull, depressing, exclusive, uptight, dinosaurs



lmagery Brand imagery

Photography and image selection is hard to get right. Above all, we want our brand imagery to show positivity and the feeling you get from doing something well.

And we want to avoid predictable scenes, like men in business suits, coffee cups next to laptops, green plants for growth.

Reference images only























Imagery General/blog/editorial

For more general imagery for features on blogs, in editorials or even used inside the graphic device we opt for bright/upbeat imagery.

We can use posed, more focussed shots as well as the organic mid conversation shots.

Variety is key here.

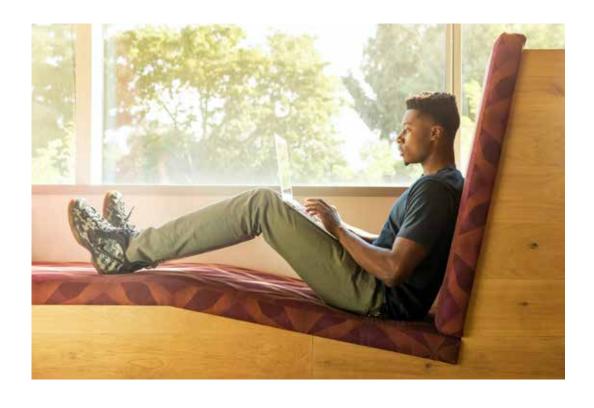
If you begin to notice too much of one thing it's time to use something else.

All images sourced from unsplash.com



















Imagery Devices

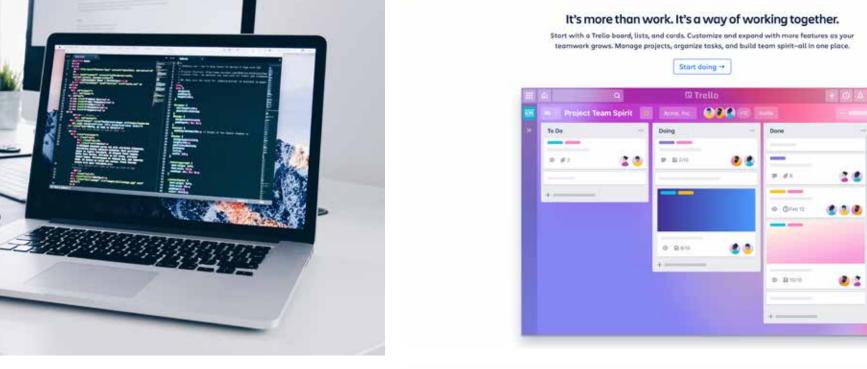
When showing devices on the website we should try to limit showing the actual devices whether that be with people using laptops and phone, or at desks on desktops.

Flat software graphics could replace insitu shots as well as give an indication of the Iress software.

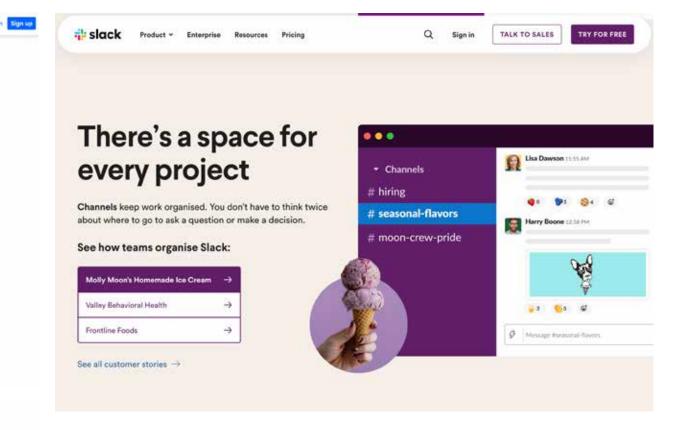


Reference images from other sites

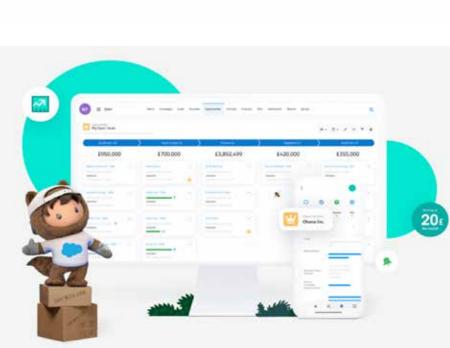


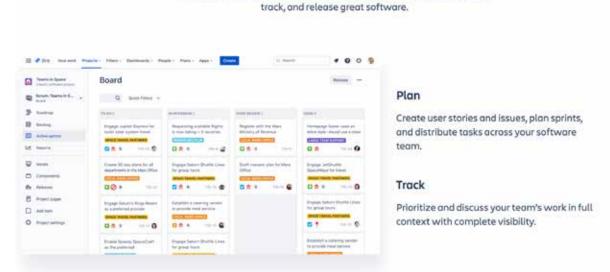


□ Trello



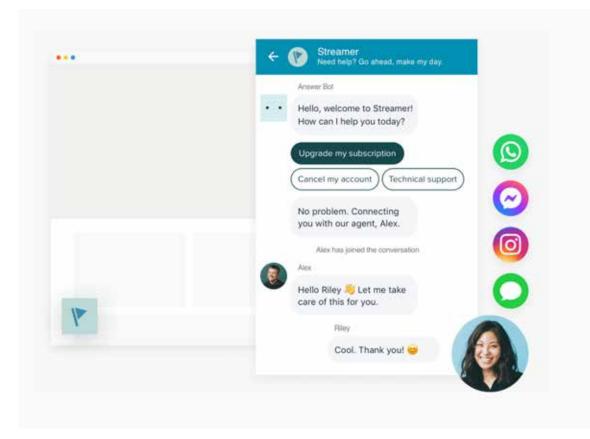


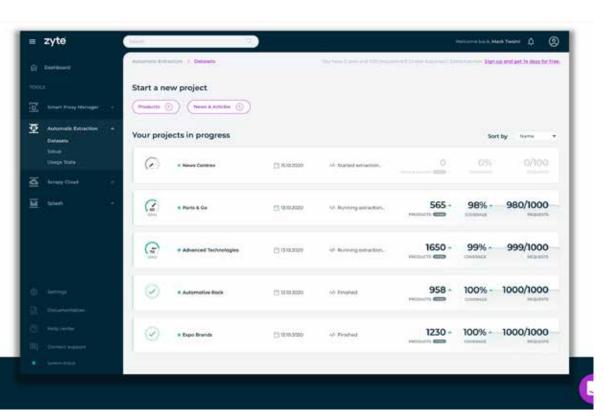


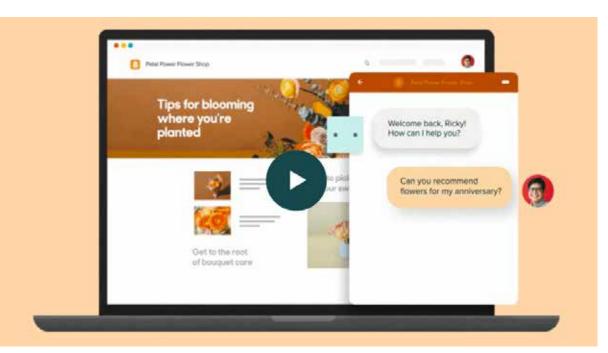


The best software teams ship early and often.

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Hero image

Our hero imagery leads the way.

Each one should be composed of a combination of cutout treated image, rocket device, iconography in light/solid or offset.

Follow the six steps for the best way to create a hero image.

Example



How to make 1. Choose an image



2. Cut out your image

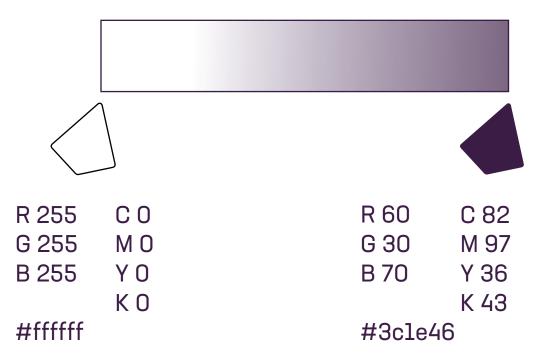


6. Position iconography

3. Apply our gradient map



Iress gradient



4. Position graphic device behind



Note. The straight cut bottom gives the image grounding



5. Choose iconography (we like to

combine solid/light and offset)







Framing image

You can also frame an image using the rocket device:

Framing image

Image cutout against the iress brand colour

Using the graphic device in the outline

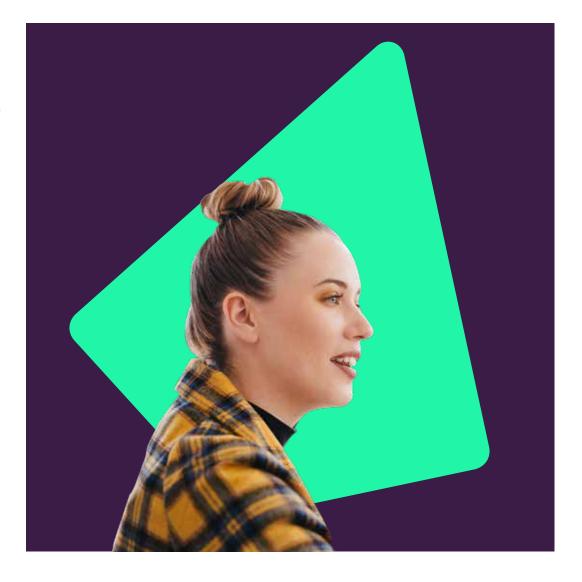
Clips around person/object



Framing image

Image cutout against the iress brand colour

Graphic device in solid behind



Framing image

Using the graphic device in the outline

Clips around person/object



Framed image

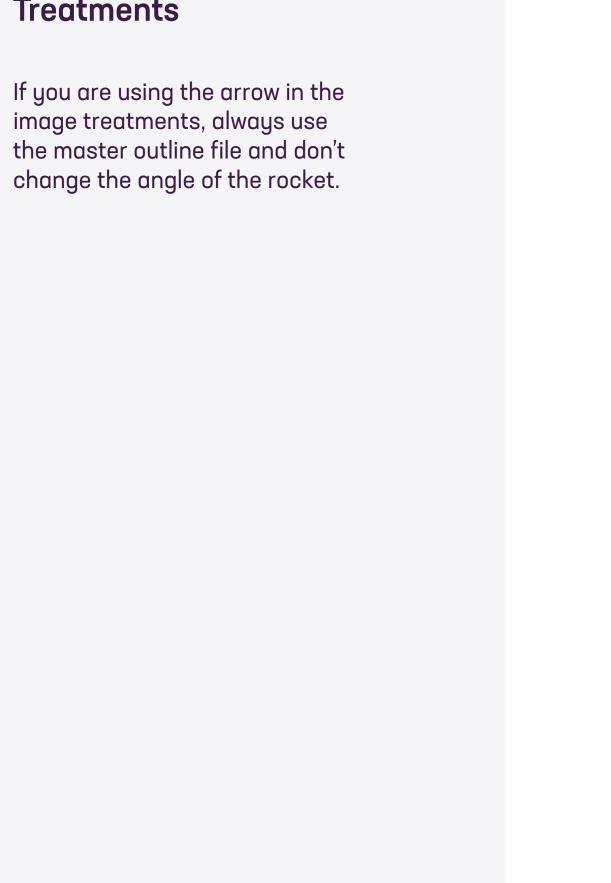
Using the graphic device in solid

Clips behind person/object

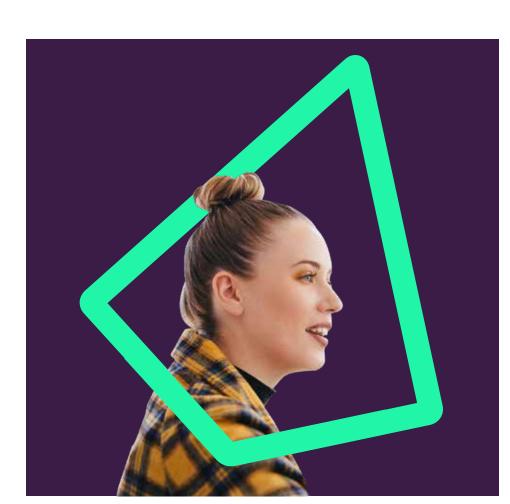


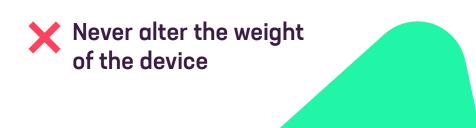


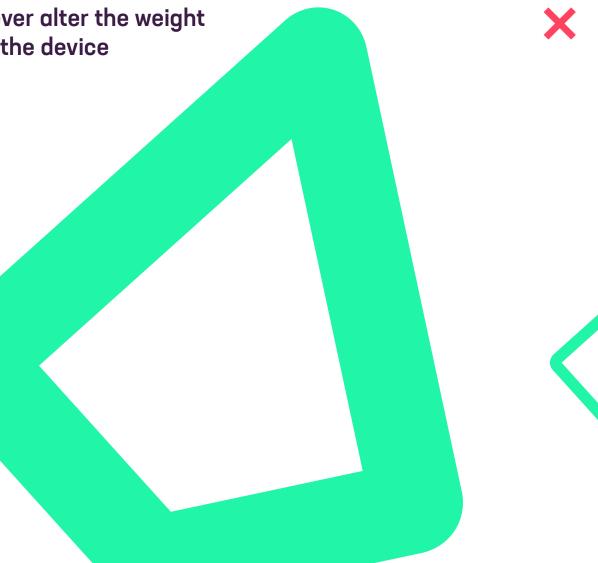
change the angle of the rocket.

















Framing image

You can also frame the image using the rocket.

Always use the master outline file and don't change the angle of the rocket.

Example

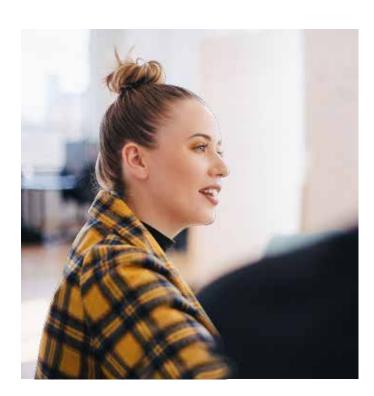


How to make

1. Choose an image



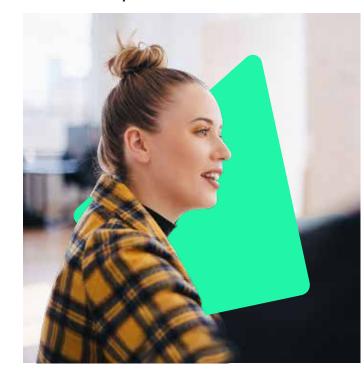
3b. Apply a photo background



2. Cut out your image



4a. Apply graphic device behind top cutout

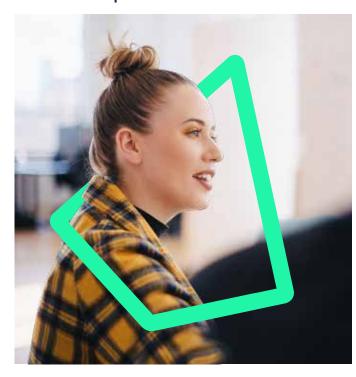


Note. If using the solid do not overlap the cutout

3a. Apply a solid background



4b. Apply graphic device behind top cutout



Note. If using the outline overlap the cutout in a non-distracting area



Device as window

You can also use the rocket as a window.

Your image can sit neatly inside the window, or you can have an area 'break-out' of the shape to develop interest.

Always use the master file and please don't change the angle of the rocket.

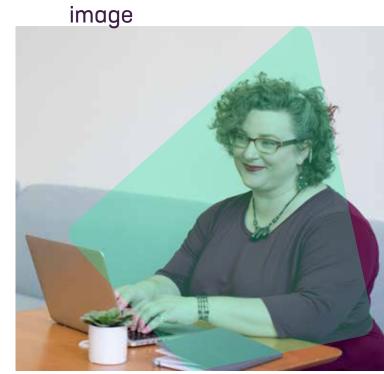


How to make

1. Choose an image



2. Position the arrow over the image



3. Place or crop your image in the arrow





Continued from above
4. Cut-out your image



5. Apply your cut-out to arrow



Imagery

✓ **Do** use hero imagery/treatments where applicable



✓ Remember who we are when searching for imagery

Bright, exciting, inclusive, diverse,

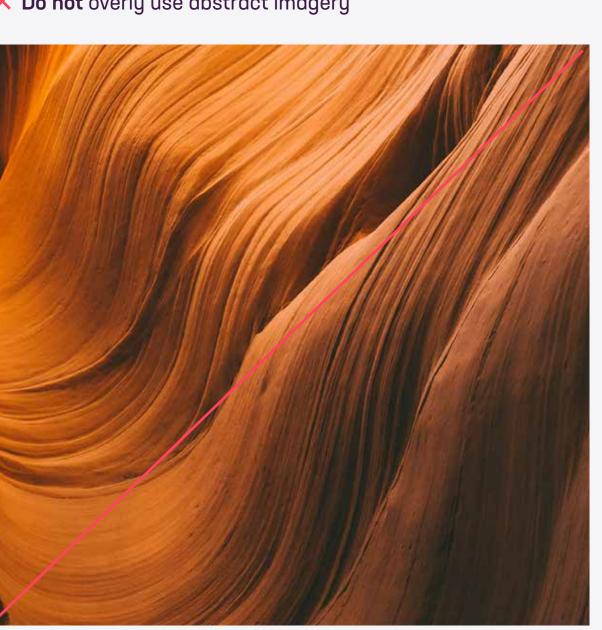
relaxed, modern

We are

X Do not use the purple grad on generic imagery



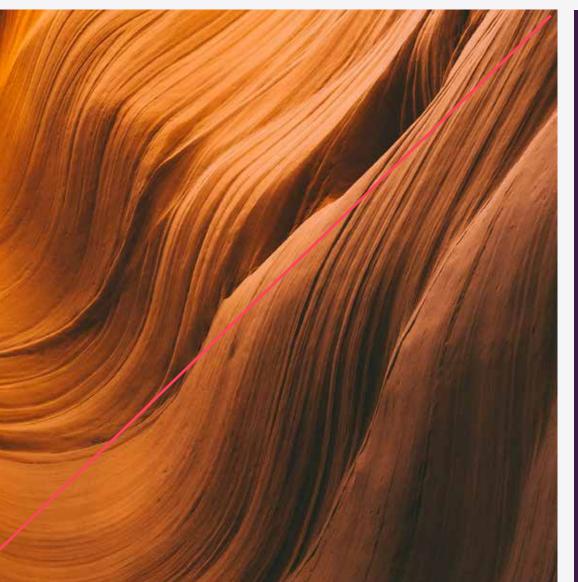
× Do not overly use abstract imagery



X Do not rush cutting out imagery



X Do not use different weights of the arrow



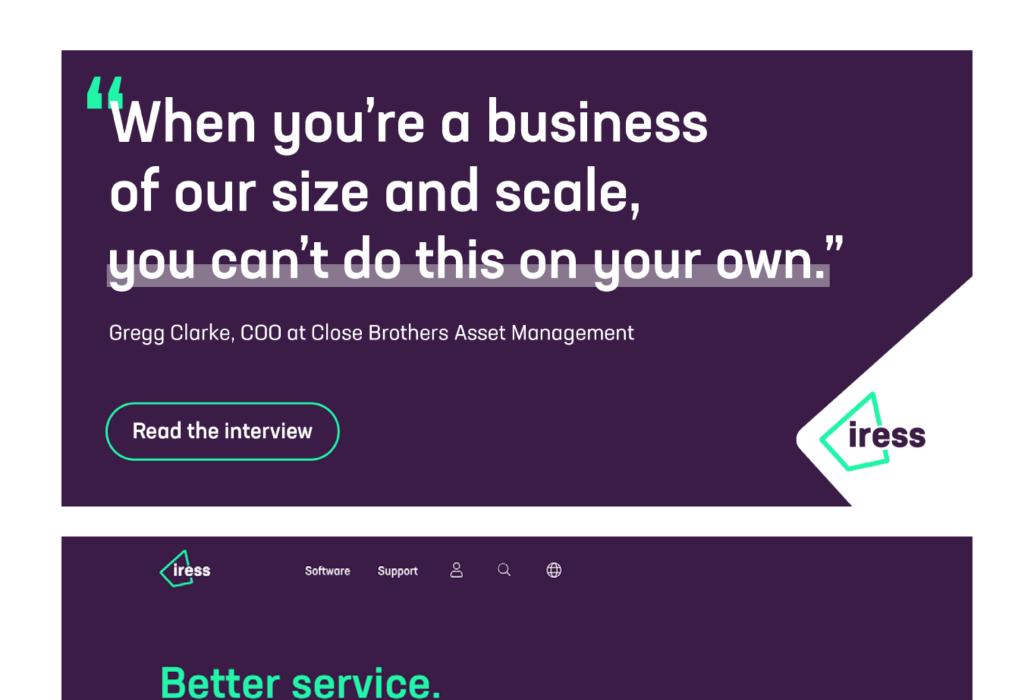




Digital and online







Market data packages

Happy clients



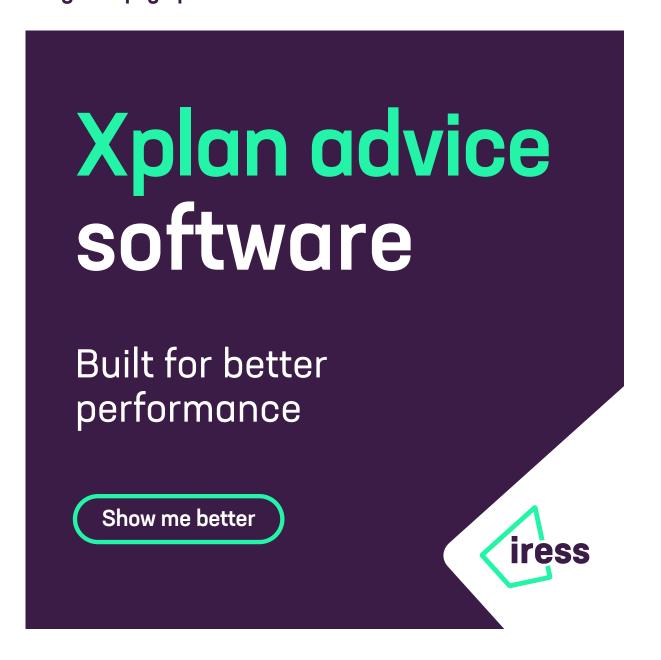


Applications

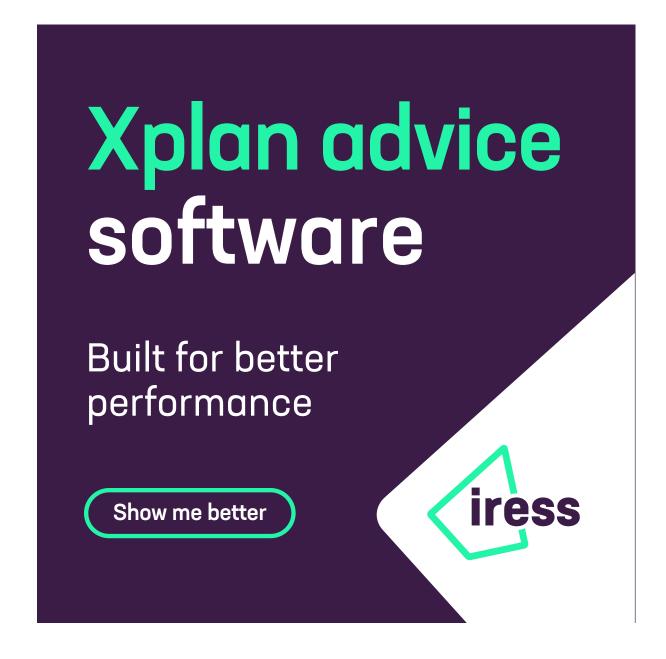




Too small
Large empty space



Just right Logo is aligned to the button



Too big The holding shape sits too close



Need a hand?

Contact

Chris May | chris.clayton@iress.com