Analytics365

Product Brand Guidelines

Contents

Analytics 365 Brand
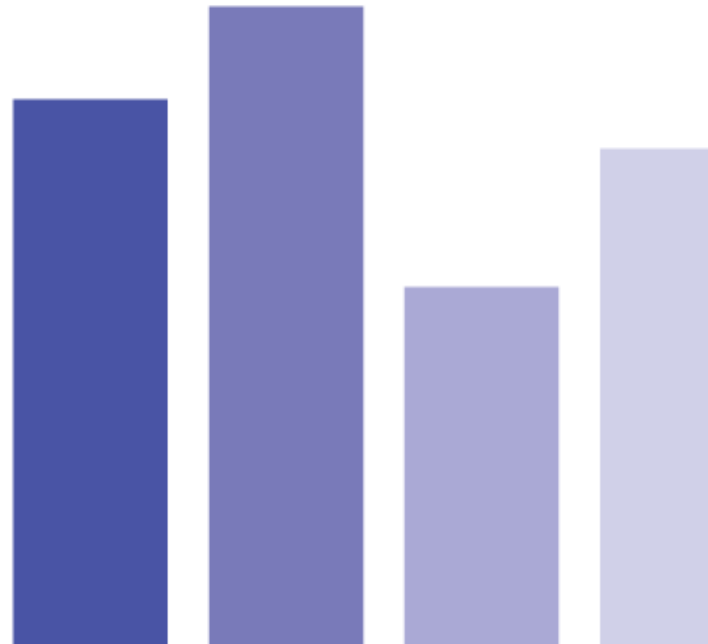
Analytics 365 is an essential app for Microsoft Teams that promotes collaboration, wellbeing and customer engagement to drive business performance. Understand collaboration between people and teams and gain visibility of customer engagement to optimise workflows, drive positive behaviours and take customer experience to the next level. Analytics 365 collaboration analytics is the easy way to understand your people and your customers.

Analytics 365 gives your people the power to work smarter and healthier, individually and in teams – no matter where they are. Leverage insights to change the ways your people engage during challenging times to make a positive impact on mental health, team performance and the business. Review collaboration activity to understand team members' capacity to promote effective time management. Extended hours and extreme collaboration do not always represent productivity!

Logo and Brand

Writing the brand name

The company name 'Analytics 365' should always contain a space between Analytics and 365 when written. The brand logo is the only time where a space between is ignored.

Primary Logo

Primary use of the logo should be featuring the grey brand text, most prominent on white and gradients of lighter tones. Always aiming to create as much contrast as possible, in order to do this, there are two secondary logo options to aid visibility of the logo.

The logo can't be rearranged or redrawn, so we can keep the integrity of our brand.

Secondary Logos

On darker backgrounds that do not provide enough contrast to the primary logo, a white brand text logo can be used to provide greater contrast. Making sure there is still adequate contrast on the 365 range of purples within the icons and numbers.

Designs that feature a background using one of the 365 purple hues will require the entirely white logo to allow all features within the logo to appear clearly.

Logo - space, size and usage

Spacing the logo

To space the Analytics 365 logo properly, a minimum amount of clear space is required which can be determined using the number 3 from the 365 part of the logo. Following all the way round the absolute outer edge of the logo.

Sizing the logo

6mm
22.67px

Due to the detailed nature of the iconongraphy within the logo, there is a strict minimum size in order to make sure that the detail within the logo remains. Analytics 365 must adhere to the 6mm minimum size.

Using the logo

Do not recolour the logo

Do not rotate the logo

Do not distort the logo

Colour

Primary Colour Palette

Dark Purple	Purple	Grey	White
C82 M76 Y0 K0 R73 G84 B165 HEX #4954A5	C57 M56 Y0 K0 R121 G122 B186 HEX #797ABA	C68 M48 Y41 K12 R92 G112 B124 HEX #5C707C	C0 M0 Y0 K0 R255 G255 B258 HEX #FFFFFF

Secondary Colour Palette

| Light Purple	Light Puple #2	Light Grey	Blue
C32 M30 Y0 K0 R170 G169 B213 HEX #AAA9D5	C16 M15 Y0 K0 R208 G208 B232 HEX #D0D0E8	C8 M4 Y4 K0 R231 G235 B238 HEX #E7EBEE	C63 M8 Y0 K0 R67 G184 B234 HEX #3FB8EB
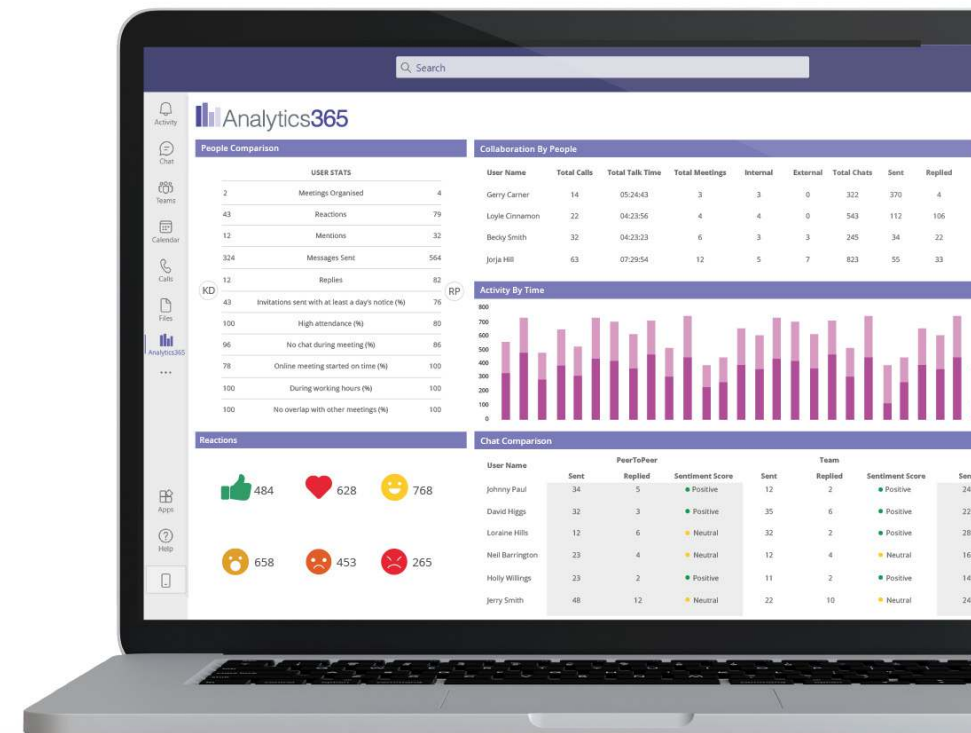
Iconography

Analytics 365 Icon

Analytics 365 iconography should only be used exclusively in the above forms; no background or the purple gradient background in a rounded square. Do not create the icons from scratch, in order to maintain consistency these icons are available to download from the 'brand' page on our site.
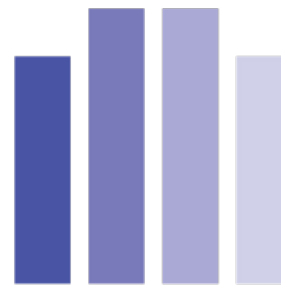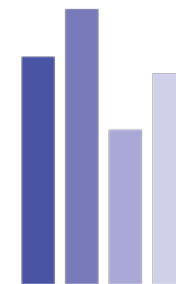
Do not resize the bars

Do not recolour the bars
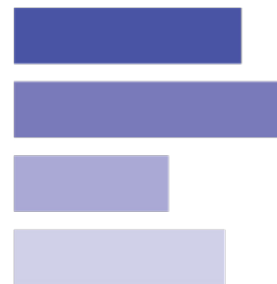
Do not rotate the bars

Do not distort the bars

Typography

Analytics 365 Primary Font

Open Sans Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Analytics 365 Document Font

A365 Main Heading
SOURCE SANS PRO LIGHT 20pt
#797ABA

A365 Light Sub-heading
SOURCE SAN PRO LIGHT 15pt
Black (80%)

A365 Semibold Sub-heading
SOURCE SANS PRO SEMIBOLD 13pt
Black (60%)

A365 Bulk Text
SOURCE SANS PRO LIGHT 11pt
Black (60%)

Source Sans Pro Font

Source Sans Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Product Imagery

The most up to date screenshots are available from the marketing team. Please email any specific requests to **marketing@tollring.com**

Microsoft

Microsoft Trademark & Brand Guidelines

For comprehensive information regarding Microsoft Guidelines please refer to their site - https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks/usage/general

Microsoft's Brand Voice

For comprehensive information regarding Microsoft's Brand Voice please refer to their site - https://docs.microsoft.com/en-us/style-guide/brand-voice-above-all-simple-human

Microsoft AppSource Solutions

For comprehensive information regarding Microsoft AppSource Solutions please refer to their site - https://docs.microsoft.com/en-us/office/dev/store/promote-your-office-store-solution

Brand Guardian

For all assets and any further assistance and guidance on what can and cannot be done with the Analytics 365 brand please contact the marketing team at Tollring;

marketing@tollring.com