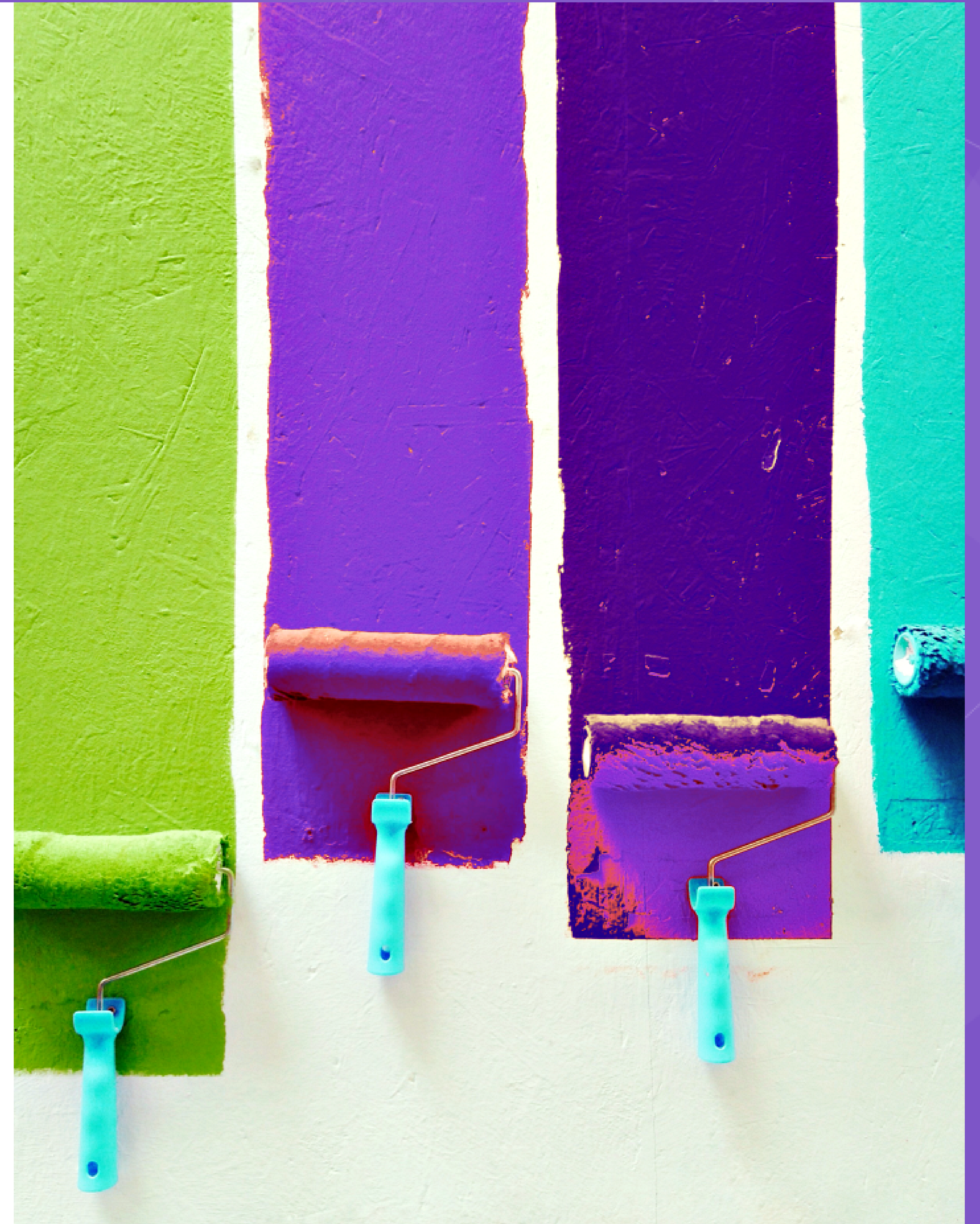




# Brand Book

The brand book is to be used as an identity guide when creating content, collateral and campaigns. It can be used with creative license, but remember that memorable brand identity is built in the minds of customers with consistency.



# Our mission.

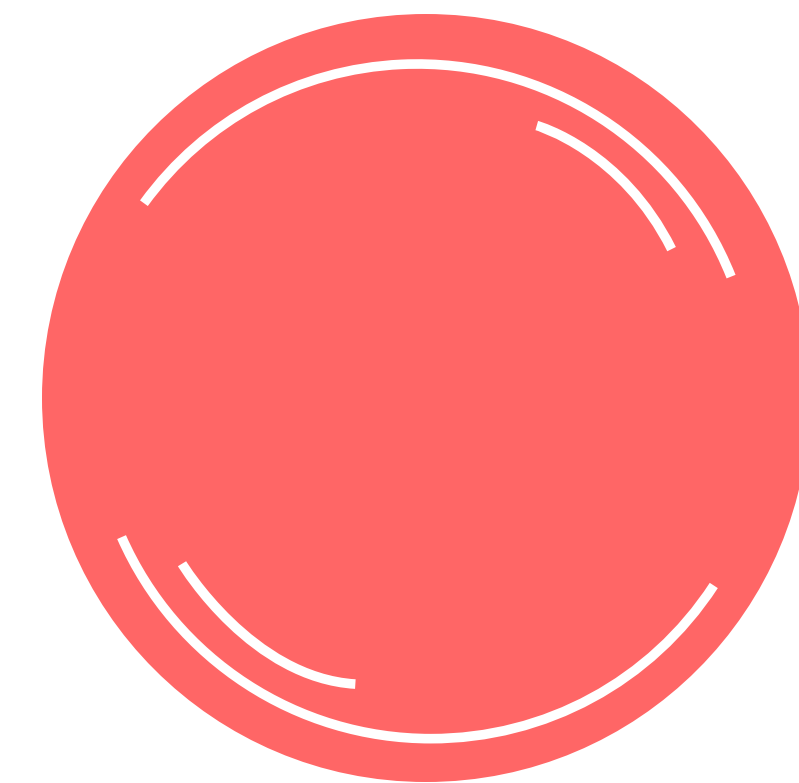
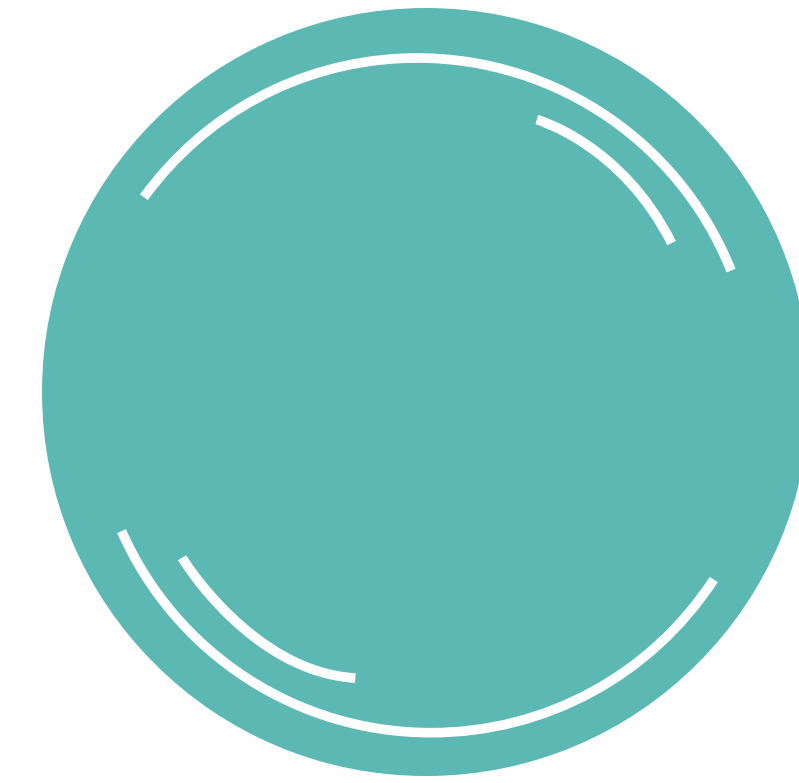
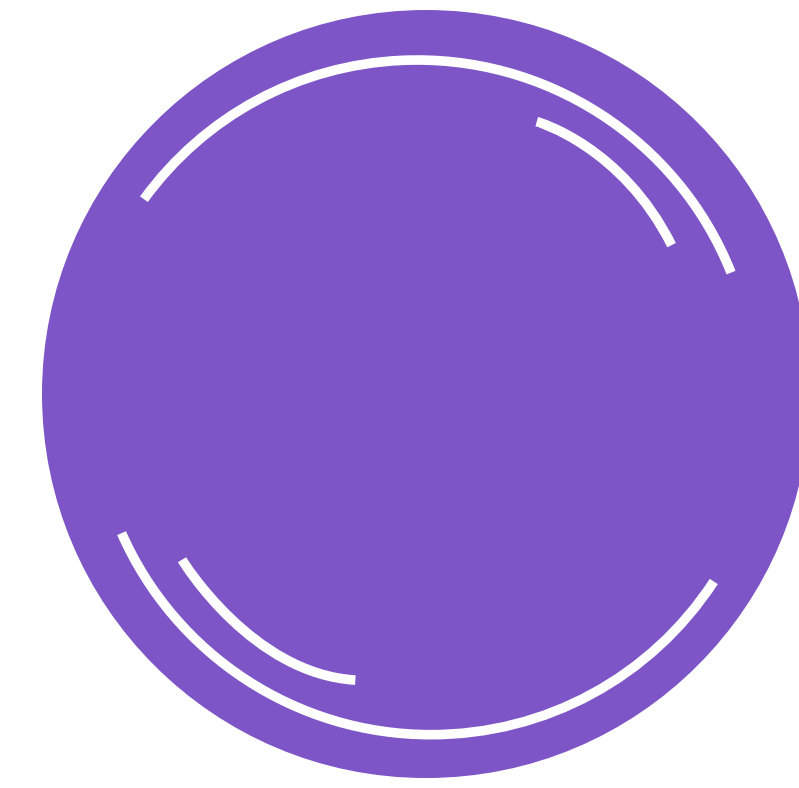


let's rid the world  
of bad software

we exist to

- **unify business, technology and users**
- **deliver AI powered intelligent automation**
- **optimize business outcomes**

# Color palette web & print.



a strong brand identity  
conveyed by  
bold design choices

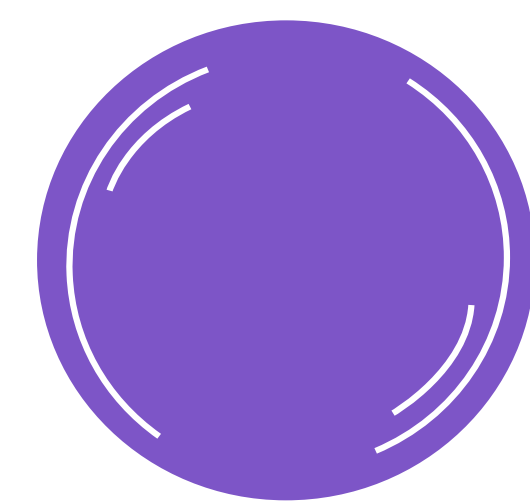
As a powerful form of  
communication, color  
is irreplaceable.

It has the power to  
ignite, stir up and inspire.

Our palette is representative of our  
fresh thinking, modern and used to  
striking effect.

# Color palette software UI.

## Primary



Pantone: 2665c  
HEX: #7d55c7  
RGB: 125,85,199



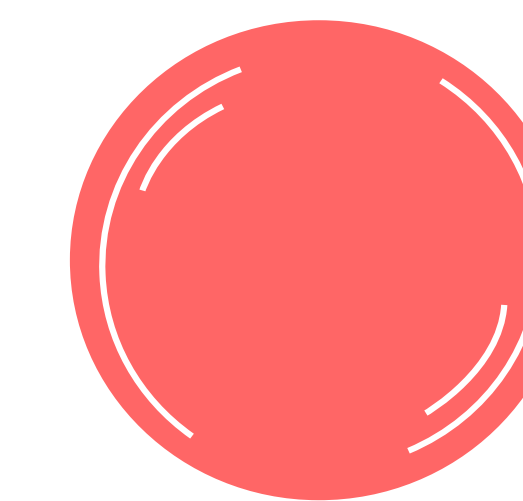
Pantone:7472c  
HEX: #5cb8b2  
RGB: 92,184,178



Pantone: 669c  
HEX: #3f2a56  
RGB: 63,42,86

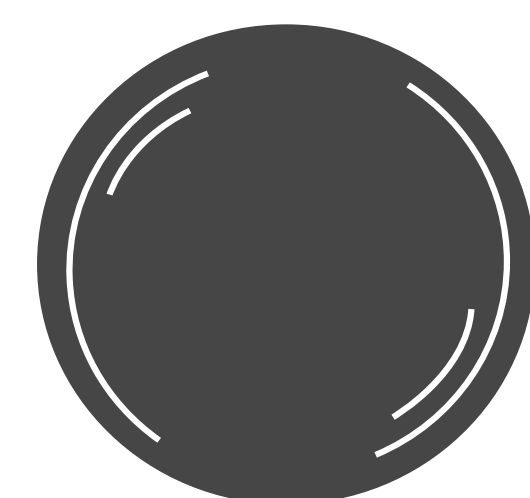


Pantone: 368c  
HEX: #78be20  
RGB: 120,190,32

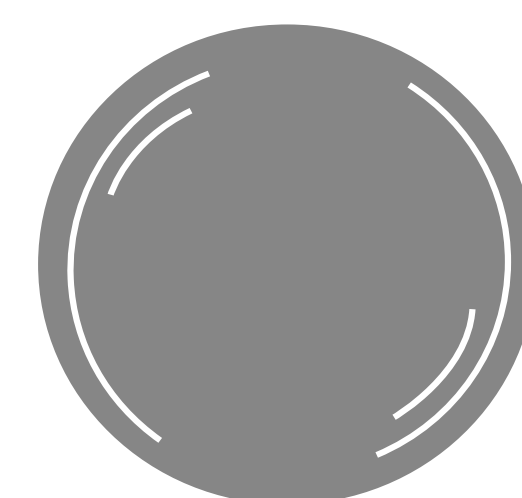


Pantone:16-1546  
HEX:#FF6666  
RGB: 255,102,102

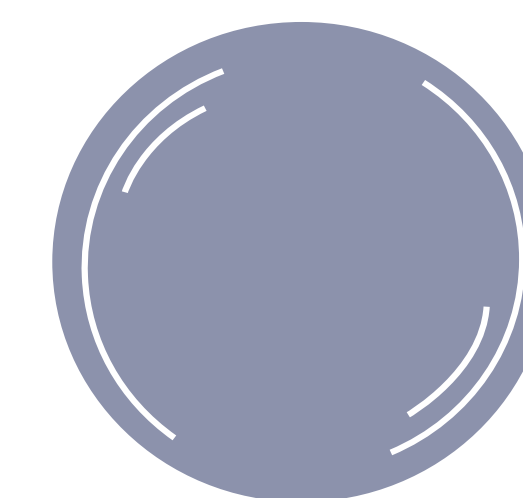
## Grey scale



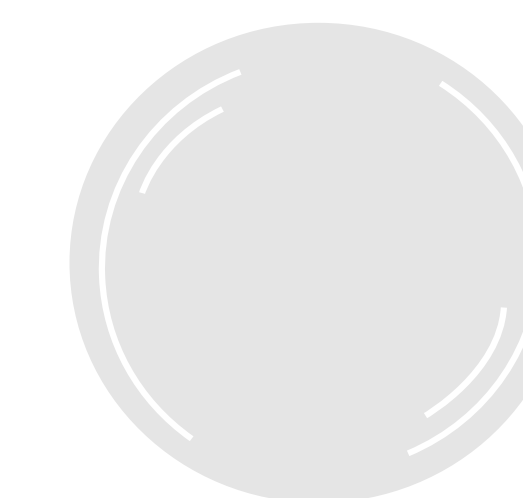
Pantone: 446c  
HEX: #464646  
RGB: 70,70,70



Pantone:887c  
HEX: #868686  
RGB: 134,134,134

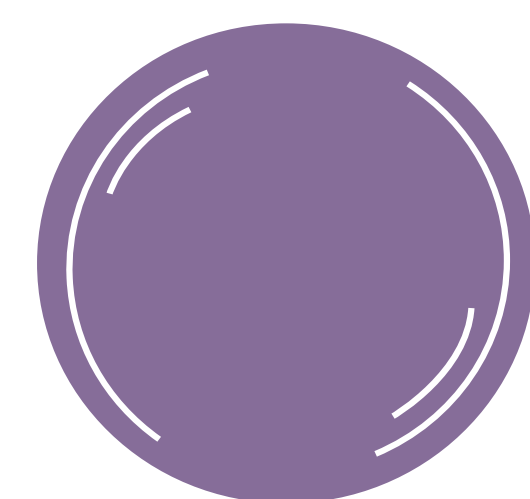


Pantone: 7660c  
HEX: #8C92AC  
RGB: 140,146,172

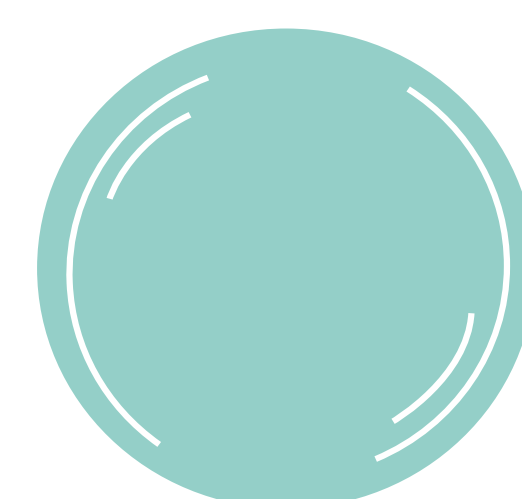


Pantone:663c  
HEX:#E5E5E5  
RGB: 229,229,229

## Secondary



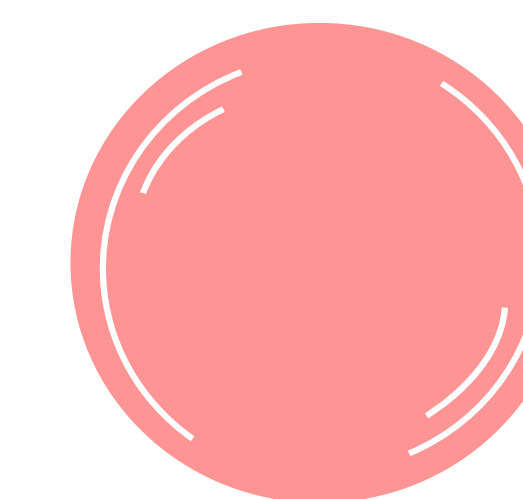
Pantone: 269c  
HEX: #512d6d  
RGB: 81,45,109  
OPACITY: 70%



Pantone:563c  
HEX: #65BBB0  
RGB: 101, 187,176  
OPACITY: 70%

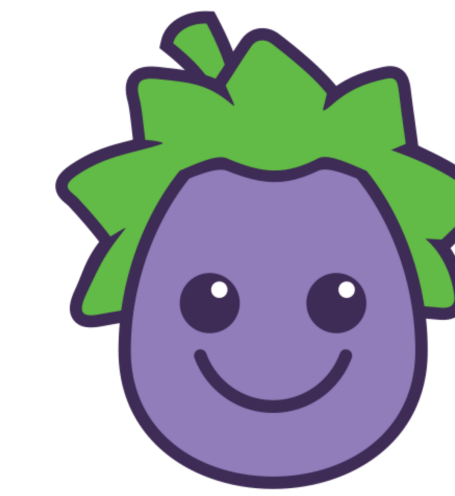


Pantone:563c  
HEX: #65BBB0  
RGB: 101, 187,176  
OPACITY: 70%



Pantone:16-1546c  
HEX:#FF6666  
RGB: 255,102,102  
OPACITY: 70%

# Eggy is a cornerstone of our brand identity.



At first sight Eggy evokes an emotional response that helps us stand out and extends our brand reach becoming a mobile ambassador whether handed out at an exhibition stand or sat on a customer desk.

**Eggy should never:**

- Be used as a lowly cartoon
- Be changed in colour
- Be anthropomorphised

**Eggy should:**

- Be a personification of our brand
- Used in areas where we have simplified complex narratives
- Be treated with respect

For print only the two colour, unshaded logo version is used.

Logo usage  
print.

# Logo usage web.

## 1 ) THE LOGO ( Horizontal )

The main logo is the dark logo used on white or colored background.



## 2 ) THE LOGO ( Vertical )

The main logo is the dark logo used on white or colored background.



## 3 ) THE LOGO SYMBOL

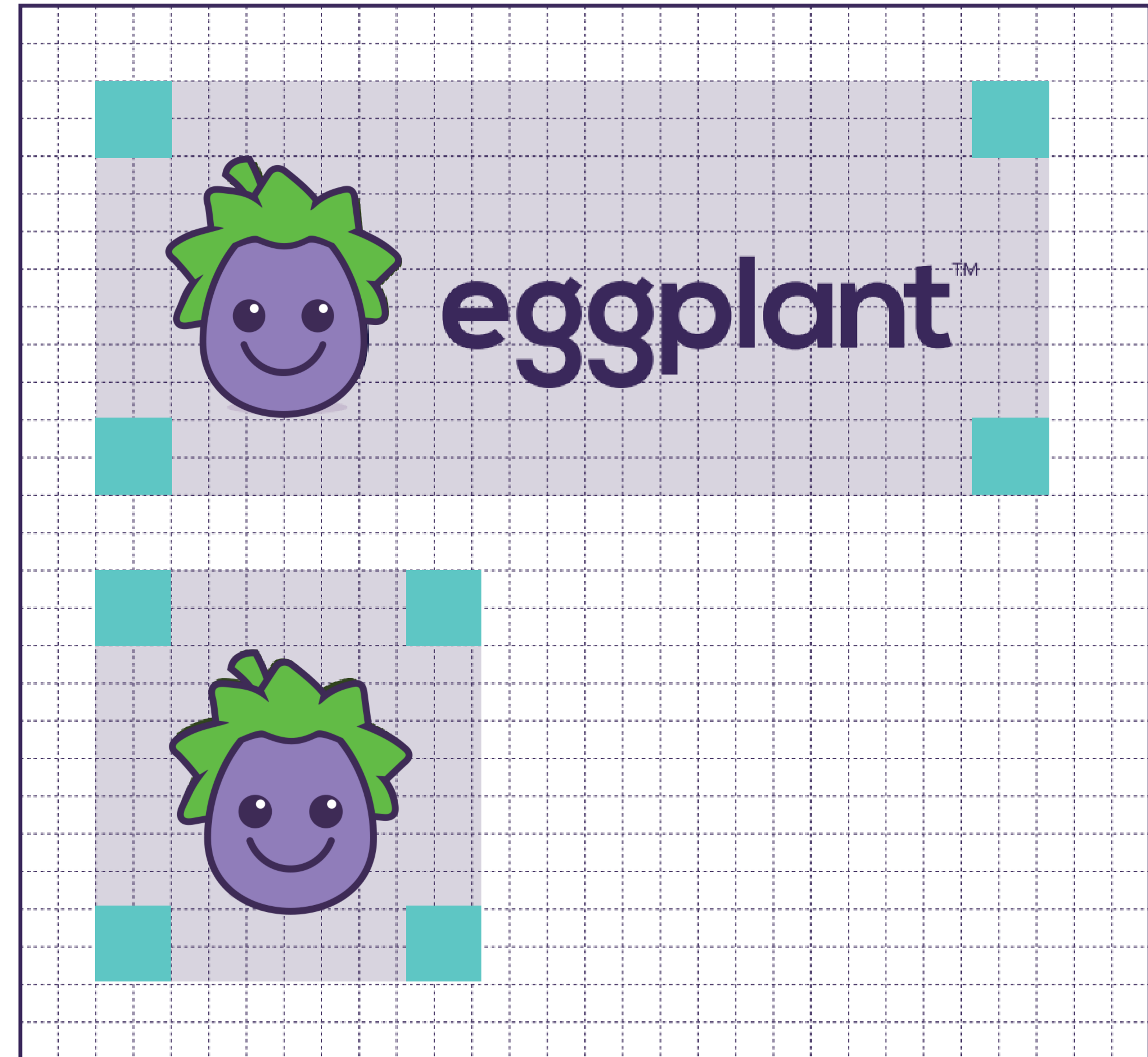
Consist of a multiple powerful colors element evoking the best of interactive technology development for the digital experience.



## 4 ) THE LOGO TITLE

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in blue tone of the chosen corporate color. The font that is used here is Nexa Bold.





Logo usage  
general.

# Logo usage general.



Colored Logo Version A



Colored Logo Version B



Colored Logo Version C



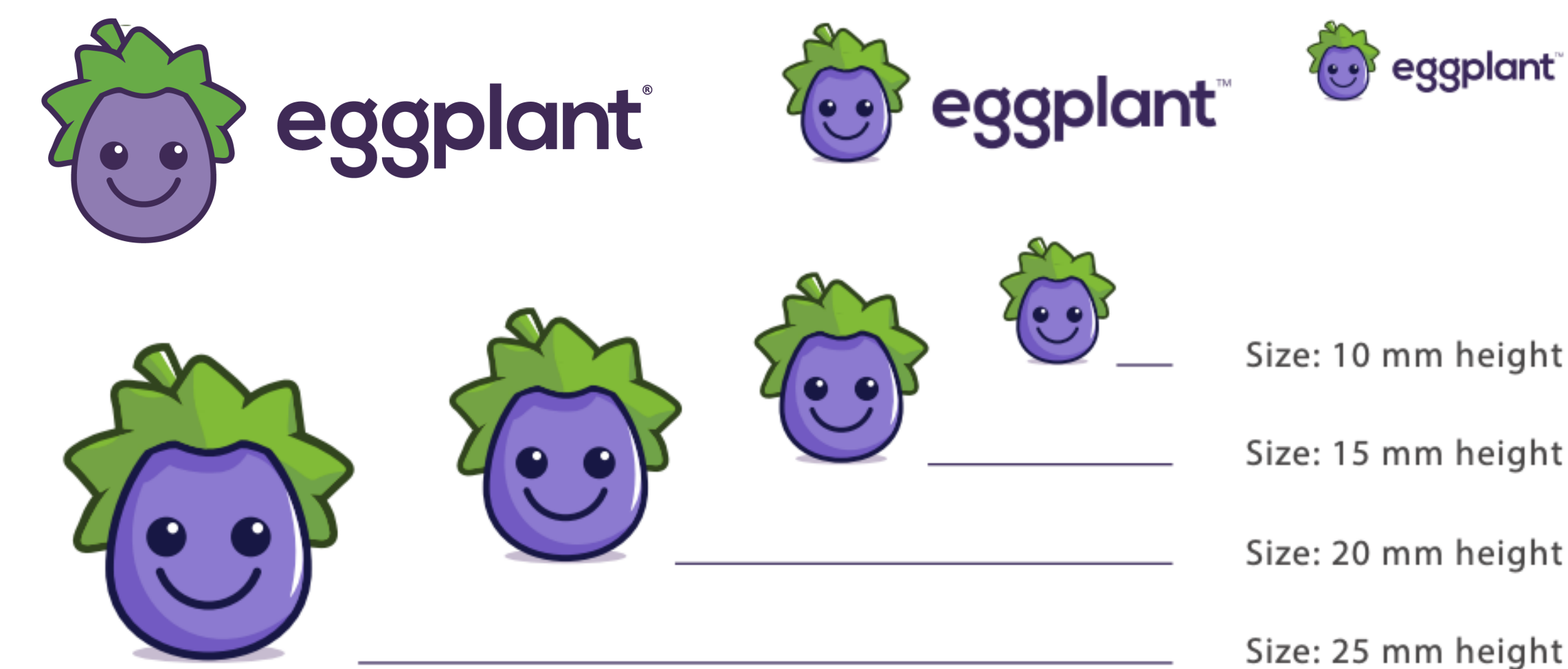
Colored Logo Version D

## LOGO APPLICATION GUIDELINES

### Minimum Logo Sizes

**Full Logo**  
Minimum Size:  
20mm width

**Logo Symbol**  
Minimum Size:  
10mm width







# Fonts and typography.

**Montserrat Bold Heading 1.**

**Montserrat Bold Heading 1.**

Montserrat Heading 2

Open Sans Body Text

[Open Sans Hyperlink Text](#)

Eggplant Laptops will be setup with our standard fonts, however should you need a refresh, please navigate to the Eggplant Marketing Sharepoint Site > Brand Assets > Fonts



# Photography.

Our clear brand story comes into clear relief with striking photography.

We choose crisp, high resolution images that make a great impression.

Our imagery imparts our sense of focus and desire for quality.

They tell our story.

To use our latest attention grabbing images please navigate to our [Eggplant Unsplash site.](#)

# Iconography.



Pixel perfect, eye catching symbols that make us memorable and connects our web presence, exhibition stands, presentation templates, social posts and business cards.

Icons are found on the Eggplant PowerPoint Template as well as on the Marketing SharePoint site.

# Tone of voice.

*A little space to be creative*

The brand stories that last are emotive.

Our clear communication stems from our deeply held value that 'together we succeed'.

Using a host of platforms we speak with conviction in an easy to understand international voice, free from jargon.

Our personality infuses our well researched point of view making us interesting and sparking curiosity.

# Tone of voice.

*A little space to be creative*

- Clear: use of simple sentences that get to the point quickly because we value our audiences time and attention
- Spelling: American spelling in all communication
- Accessible: limit use of industry jargon and acronyms, this only serves to distance the listener .
- Analogy: an effective rhetorical device that compares two things which are alike in many aspects. Approach analogy with caution using only that which appeals to your listener and doesnt require too much explanation.

# Presentation.

*A little space to be creative*

- Powerpoint is a powerful aid to making an impression, use it wisely
- Our template calls for a simple and easy to follow story arc that provides the guardrails to structure presentations
- Remember that slides are merely a visual aid to help drive home our message
- Our sales deck should be viewed as a carousel from which your can choose the most relevant slides to tell your story as it relates to the customer challenge we are looking to solve.



eggplant<sup>®</sup>



[www.eggplantsoftware.com](http://www.eggplantsoftware.com)

[marketing@eggplant.io](mailto:marketing@eggplant.io)

At Eggplant we help businesses to test, monitor and analyze their end-to-end customer experience and continuously improve their business outcomes. We provide businesses with award winning software voted as the Best DevOps tool 2019.

Companies worldwide use Eggplant to surpass competitors, boost productivity and delight customers. How? By dramatically enhancing the quality, responsiveness and performance of their software applications across different interfaces, platforms, browsers and devices—including mobile, IoT and desktop—in agile, DevOps, and innovative application and data environments.

We are a global company serving more than 650 enterprise customers in over 30 countries. Eggplant has offices in London, Boulder Colorado, Philadelphia, Berlin Germany, with additional development centers and regional offices around the world.

Sectors include automotive, defense and aerospace, financial services, healthcare, media and entertainment, and retail. Eggplant is owned by Keysight Technologies (NYSE : KEYS).