

CONFER WITH

BRAND BOOK



WHAT DO WE STAND FOR?

Delivering human-like online shopping experiences.

BRAND PURPOSE

BRAND VALUES

**FRIENDLY
HELPFUL
INTUITIVE
SECURE**

OUR VISION

WE IMAGINE A FUTURE WHERE ON-LINE SHOPPING BECOMES A REACHER AND MORE PERSONALISED, INTERACTIVE AND NATURAL EXPERIENCE.

OUR BELIEF

WE BELIEVE TECHNOLOGY CAN BRIDGE THE EXPERIENTIAL GAP BETWEEN E-COMMERCE AND PHYSICAL STORES BY EMULATING AND EVEN IMPROVING INTO A MORE PERSONALIZED AND HUMAN-LIKE INTERACTION.

OUR LOGO



OUR LOGO

Our logo is constituted by a brand mark that portraits a “C” shaped curios and colloquial eyeball, and a wordmark “CONFER WITH”.

The proportionality constant of the logo defines the relative distance between its components and its exclusion zone equals three times that value. No other elements, except for those defined in this document shall enter the logo exclusion zone.



- Exclusion zone
- □ Proportionality constant

LAYOUT

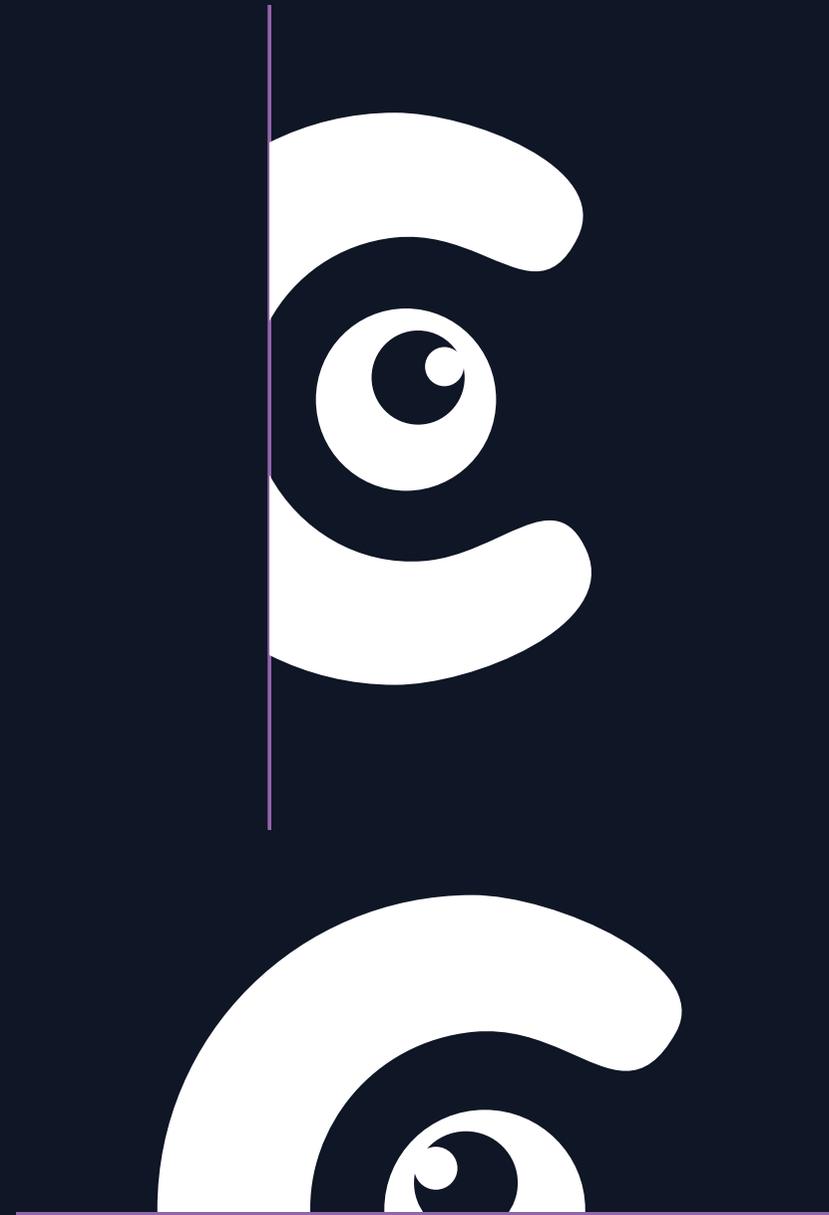
The main layout of the logo is a horizontal in two lines. Other layout options are provided in this document that can be used when necessary. The logo shall not be alternated, distorted, rotated or used in any other way but those defined in this document.



THE BRANDMARK

Our brandmark can be used in isolation as an icon or for decorative purposes and can be cropped just in the way presented here.

The eyeball in our brandmark points right towards our wordmark but can be used pointing left when is convenient or necessary for composition purposes. It can also be subtly animated.



THE WORDMARK

The wordmark is our name, can be used in isolation but just on its horizontal layout as shown here.

CONFERWITH



USE OF COLOUR

The logo, in any of its layouts, can be used just on one of the colour arrangements showcased here.

Please refer to colours section for specific values.

The logo should never be placed over any image, illustration or colour, or use at a size that limits its visibility and readability. Alternative colour options are defined in this document to facilitate its use in different contexts.



CONTEXTUAL

The logotype can be combined with an upper-title for referencing purposes or followed by a domain for the promotion of our website. The upper-titled can be increased in size as much as to provide satisfactory readability.

The same use of colour established for the logo apply and can be used for these, in which cases, the added elements will inherit the colour used on the wordmark.



BRAND DEFINITIONS

TYPEFACES

Our primary typeface is Josefin Sans. It communicates a modern, professional image. Can be used in four weights inclusive of their Italic versions: Light, Regular, Semibold and Bold for main headlines.

Our secondary typeface is Open Sans. It is available in four weights: Light, Regular, Semibold and Bold inclusive of their Italic versions. This font can be used for body copy and sub-headlines.

Both families are available at Google Fonts API.

SUBSTITUTES

For formats such as Office documents where a common multi OS compatible font is necessary we use Helvetica.

Helvetica Bold

Helvetica Bold Oblique

Helvetica Regular

Helvetica Oblique

Helvetica Light

Light Oblique

JOSEFIN SANS Bold

Josefin Sans Bold Italic

JOSEFIN SANS SemiBold

Josefin Sans SemiBold Italic

JOSEFIN SANS Regular

Josefin Sans Italic

JOSEFIN SANS Light

Josefin Sans Light Italic

Open Sans Bold

Open Sans SemiBold Italic

Open Sans SemiBold

Open Sans SemiBold Italic

Open Sans Regular

Open Sans Italic

Open Sans Light

Open Sans Light Italic

COLOURS

CORE COLOURS define those to be used on our logo, headlines and dominant graphic devices. Has been chosen to ensure that we communicate our brand message consistently across all communications in all media.

COMPLEMENTARY COLOURS can be used to complement the Core colours. For example, on subheadlines, highlights and iconography.

TERTIARY COLOURS might be used as part of illustrations, diagrams and charts.

CYAN GRADIENT
0B64A / 25E8F1 - 45°
11-100-169 / 37-232-241



CYAN
11C6EC
17-198-236



DARK BLUE
0A0E18
10-14-24



BRONCE
9E9266
158-146-102



DARK BRONCE
70684D
112-104-77



BLUE
20A1C4
32-161-196



MID BLUE
1D6C80
29-108-128



TONE OF VOICE

COMMING

USE OF PHOTOGRAPHY

Our clients customer base is diverse and our photography is reflective of that diversity.

Is positive and intimate, sophisticated yet natural.



USE OF PHOTOGRAPHY

Our clients and partners are portrayed in their store environment displaying charisma and warm professionalism.







 **CONFER
WITH.io**



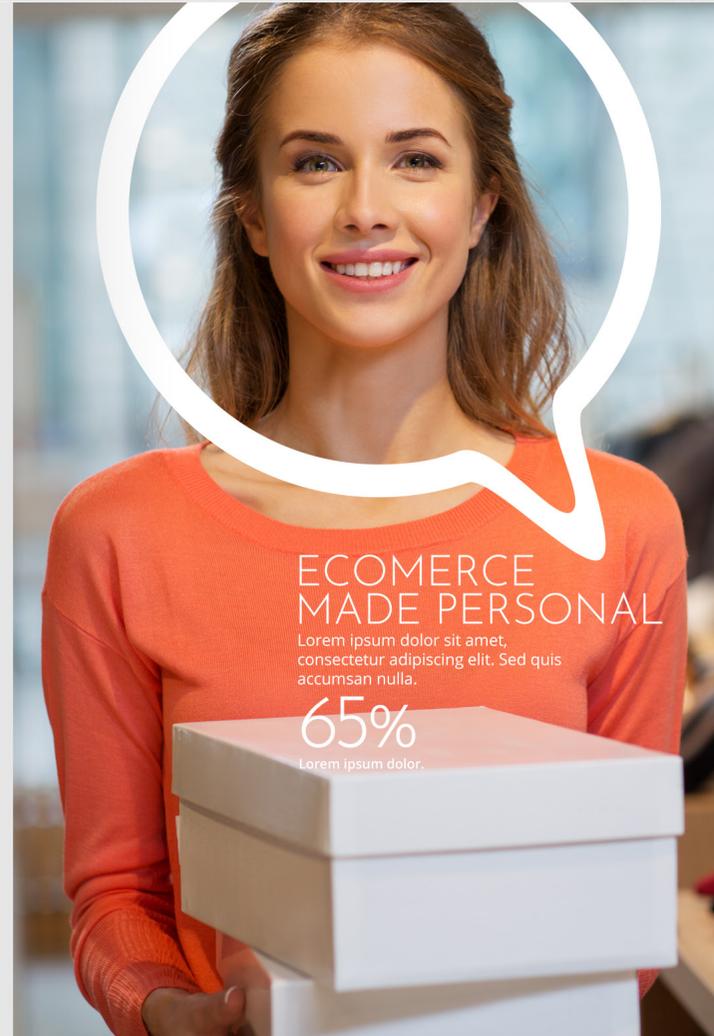
 **CONFER
WITH.io**





CONFER WITH US

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis accumsan nulla. Donec laoreet velit mauris, id viverra nulla luctus et. Nam sed porta dui, sit amet porta metus. Nulla facilisi. Proin luctus mauris nec iaculis commodo. Duis porttitor tempor massa, at tempor nibh placerat porta. Nam consectetur metus quis commodo condimentum. Vestibulum a semper tortor, sed imperdiet erat. Suspendisse cursus augue sem. Nullam tempor auctor turpis, ac ornare quam semper quis. Nam pretium ullamcorper finibus.



ECOMERCE MADE PERSONAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis accumsan nulla.

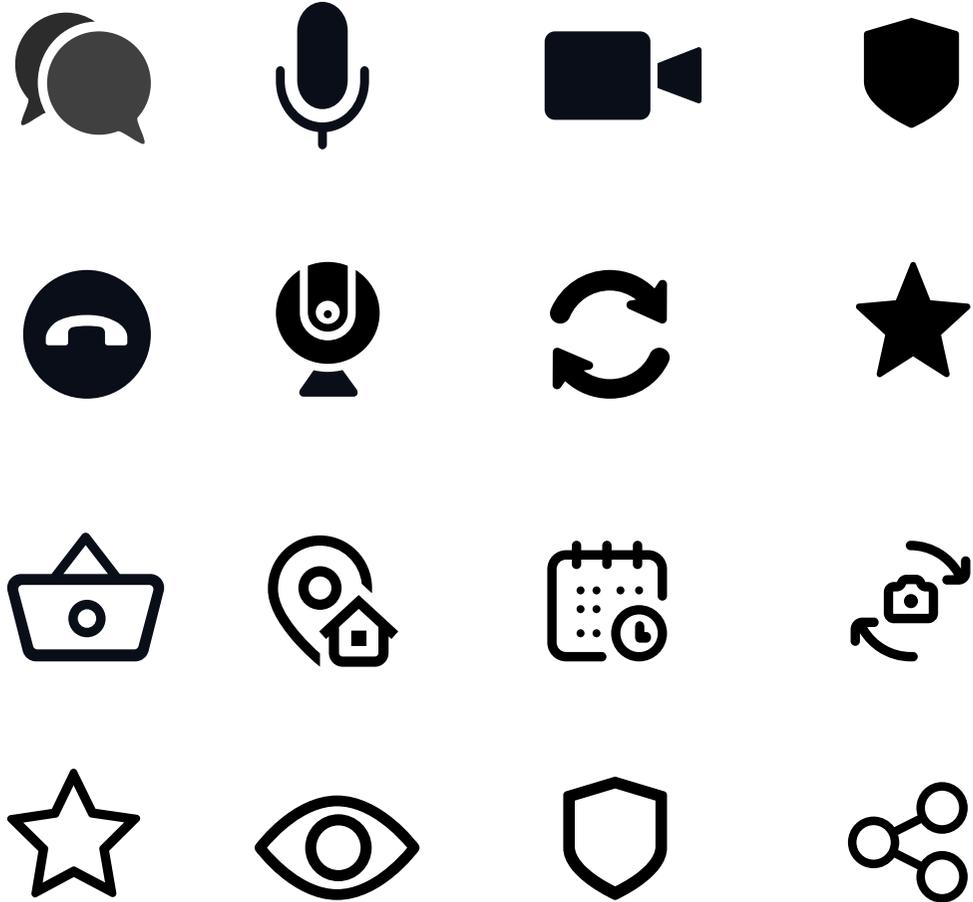
65%

Lorem ipsum dolor.

ICONOGRAPHY

We use icons to support the delivery of our messages and call-to-actions.

Our icons are explicit in their meaning yet minimalistic on their design. They can be used filled or as an outline and in any of the core or secondary colours of the brand.



WEB USE

WEB CTAs

Web CTAs used the core colours of the brand as presented here.

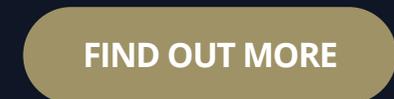
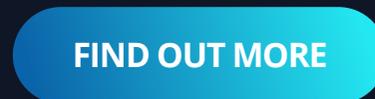
The design of the CTAs shall be as consistent as possible through all our digital presence, but alternatives colours and the use of icons are available for the purpose delivering different hierarchies on the messaging.

Refer for companion Sketch file for assets and definitiosn.

CTA alternative colours



Hover



WEB TYPOGRAPHY

The H style sheet of typographies for use on web design established here provides with flexibility for different hierarchy messaging, but we encourage the use of the shorter number of styles possible to provide with greater visual consistency. For this set, any of the core colours of the brand can be used but just two at the time.

The general body copy is set at a minimum of 14pt. We encourage the use of 16pt for long copy and 18pt for subtitles. Attention shall be paid to warrantee comfortable readability and accessibility of our content.

H1 JOSEFIN SANS Bold 40pt

H2 JOSEFIN SANS SemiBold 40pt

H3 JOSEFIN SANS Bold 30pt

H4 JOSEFIN SANS SeminBold 30pt

H5 JOSEFIN SANS Bold 26pt

H5 JOSEFIN SANS SeminBold 26pt

Body-copy Open Sans Regular 14pt+ /. #131D34

Body-copy Subtitles Open Sans Bold 14pt+ /. #131D34

Body-copy Links Open Sans Regular 14pt+ /. #131D34

APP CTAs

THE ARCHITECTURE

This branding study includes a set of different App CTAs trigger designed to fulfil different circumstances base on both, UX definitions and clients requirements.

Includes solutions from minimal use of space to more engaging deployments which may be trigger automatically or by users interactions.

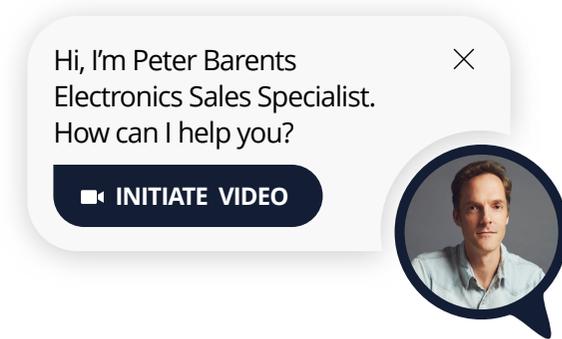
These categorize in three types or stages:



ICON CTA



SEMI-OPEN CTA



OPEN CTA

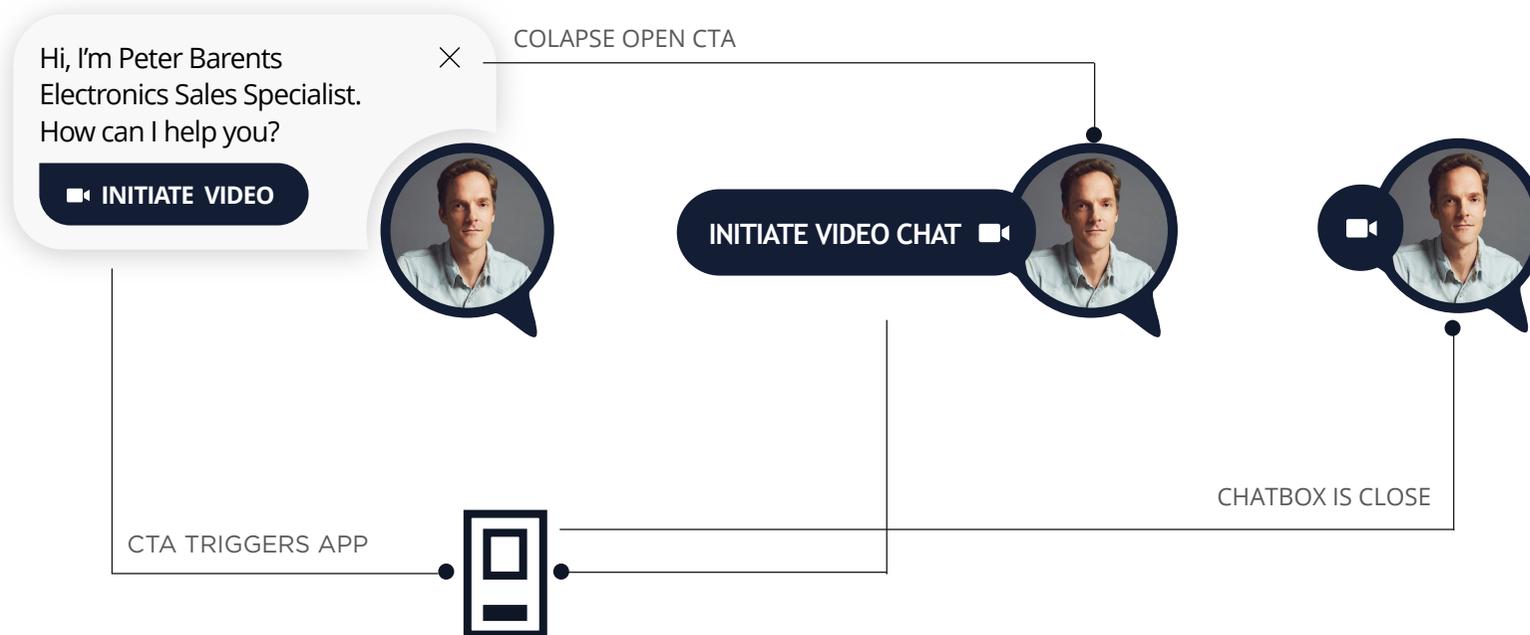
JOURNEYS

Any of the App CTA triggers can be set as default, but the recommended journey starts from the highest engagement solution as bellow.

1. OPEN CTA

2. SEMI-OPEN CTA

3. ICON CTA



JOURNEYS

Any of the App CTA triggers can be set as default, but the recommended journey starts from the highest engagement solution as shown here.

1. OPEN CTA (with or without video preview)

Care for a live product demo? ✕



INITIATE VIDEO

COLLAPSE OPEN CTA

Hi, I'm Anna Sanders
Electronics Sales Specialist.
How can I help you? ✕



INITIATE VIDEO CHAT

2. SEMI-OPEN CTA

INITIATE VIDEO



3. ICON CTA



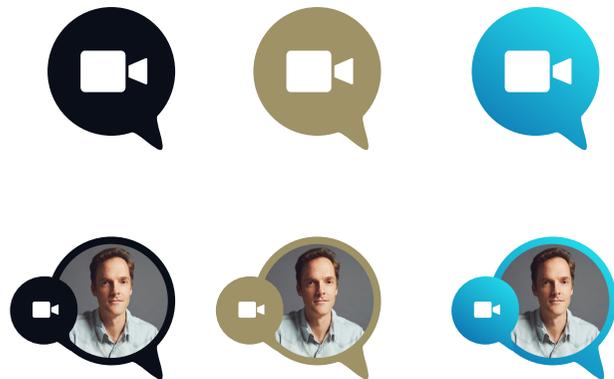
CTA TRIGGERS APP



CONFERENCE BOX IS CLOSE

CUSTOMIZATION

The visual elements of APP CTAs system allow for visual customization to adapt to clients branding through controlling background and icon colours, photos, messages and actions.



ICON CTA

The icon CTA is available in two formats, as an static or animated Infographic, or displaying the sellers photography which may also be or not animated.

The infographic icon can be used when a sales assistant is not available or not yet assigned to the user session.

PHOTOGRAPHIC CTA - (Seller image can be static or animated)



INFOGRAPHIC CTA - ANIMATED VERSION ([Demo Link](#))



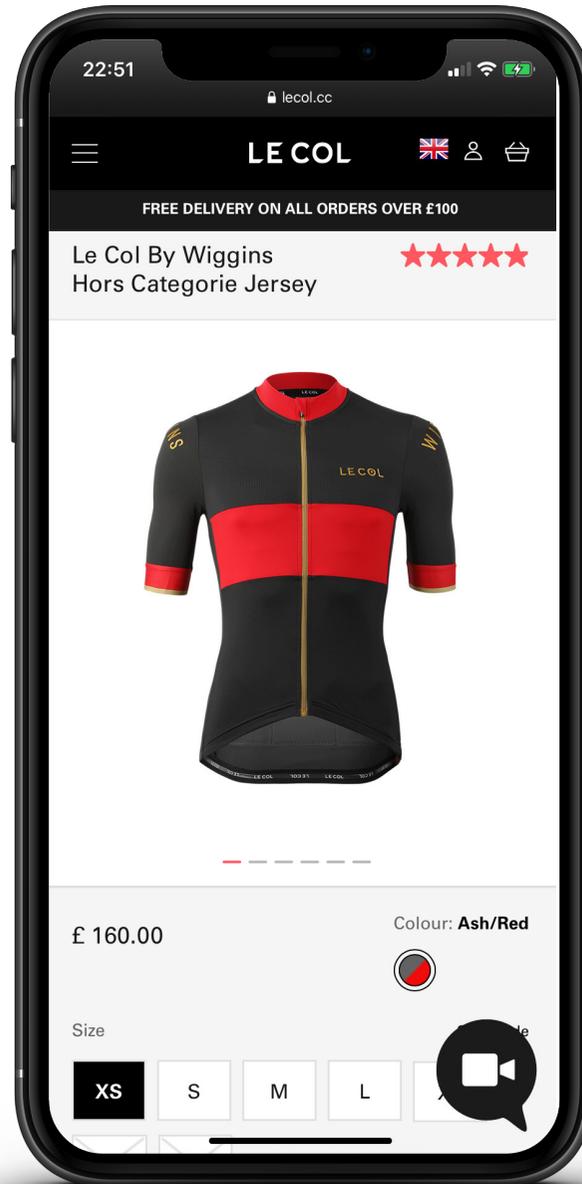
INFOGRAPHIC CTA - STATIC VERSION



ICON CTA

CUSTOMIZATION

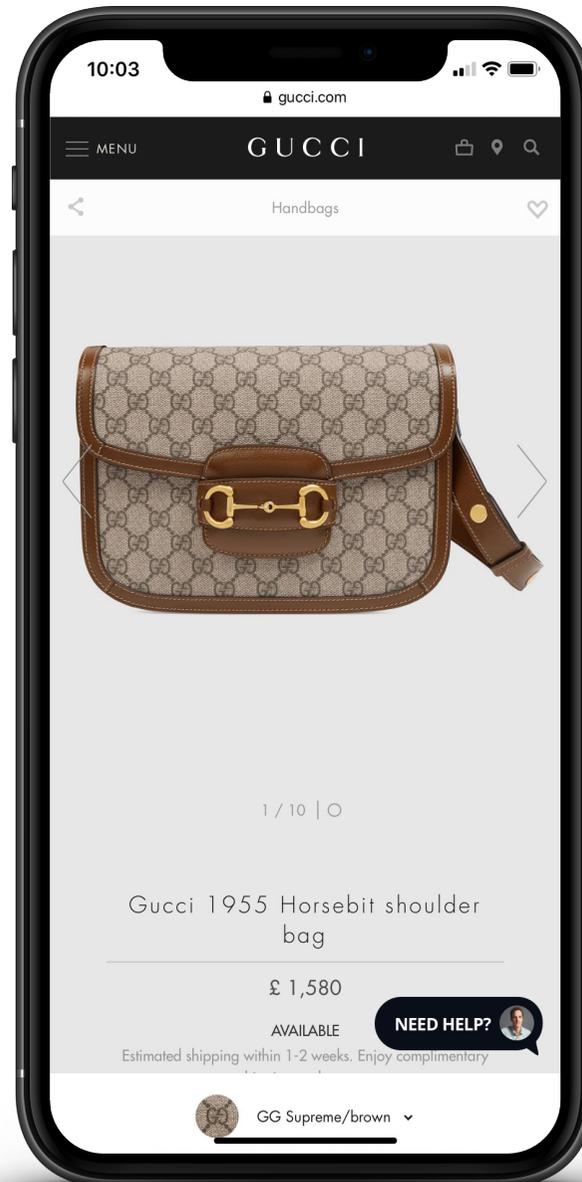
The background and icon colours can be customized as per client requirement to match their brand or website guidelines.



SEMI-OPEN APP CTA

The semi-open stage can be used as the default appearance of the ICON CTA or triggered by the user closing of the "Open App CTA" stage.

[Demo Link](#)

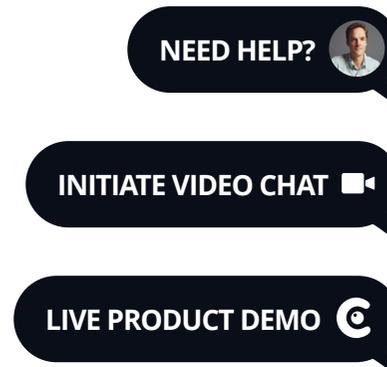


SEMI-OPEN APP CTA LAYOUTS

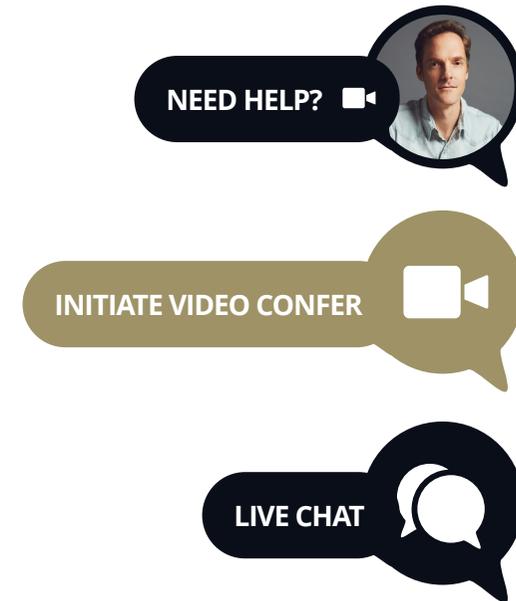
The semi-open CTA stage can be used in one of two layouts, compact or standard.

Any of the layouts allow for the same universal customization parameters: colour, message, static or animated icon, and sellers image.

COMPACT



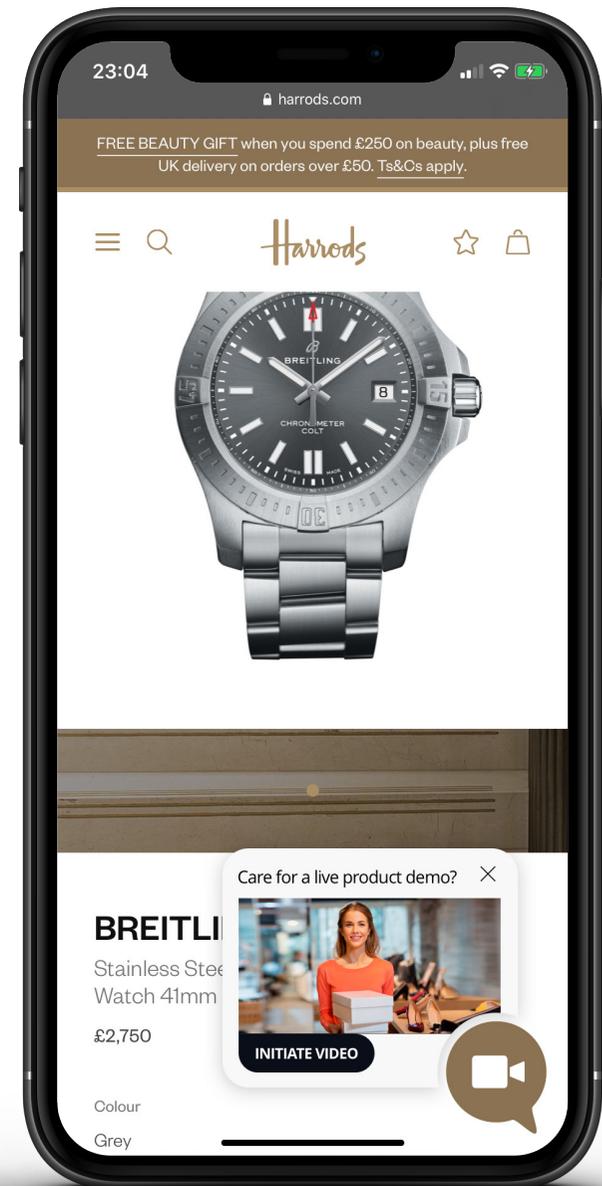
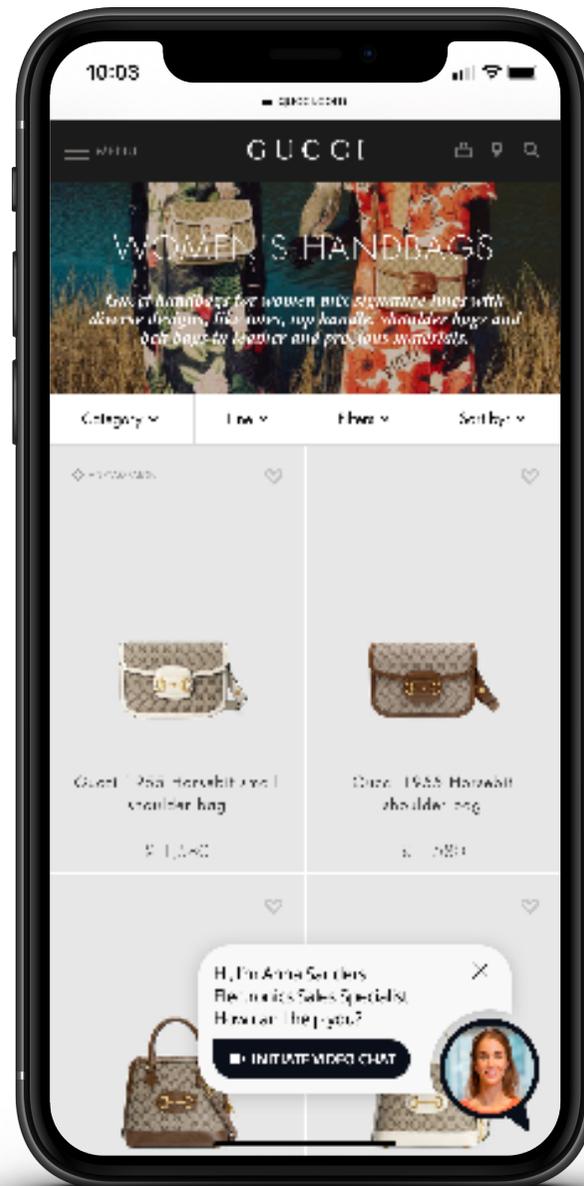
STANDARD



OPEN APP CTA

This is the more engaging stage of the APP CTA, allowing for personalized messages, actions and previews..

[Preview link](#)

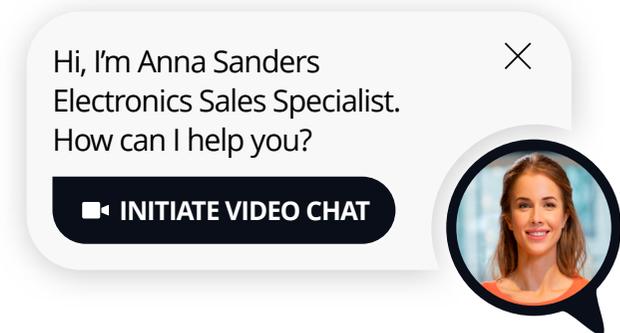
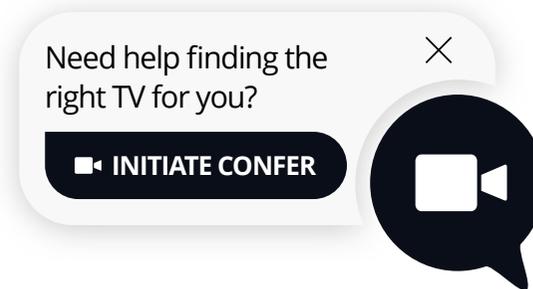


OPEN APP CTA LAYOUTS

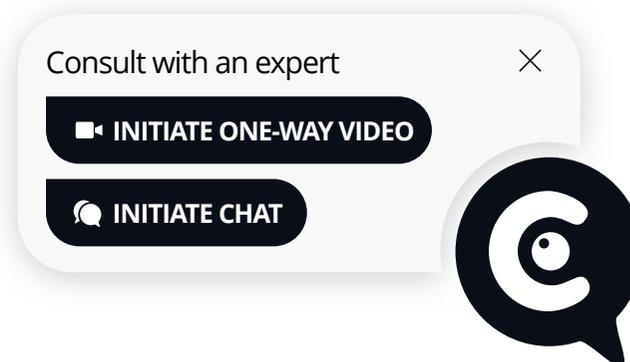
The open App CTA stage can adopt three layouts: standard message and action link, double-action link, or video preview mode.

Based on the section of the website or user's behaviours, provides with a highly personalized level of engagement.

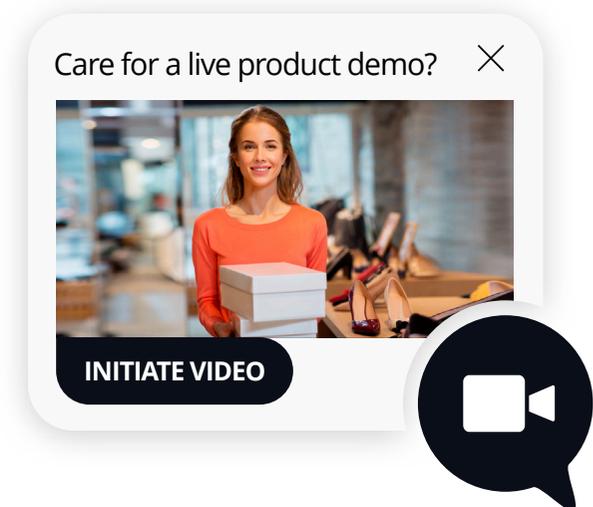
STANDARD



MULTIPLE ACTIONS

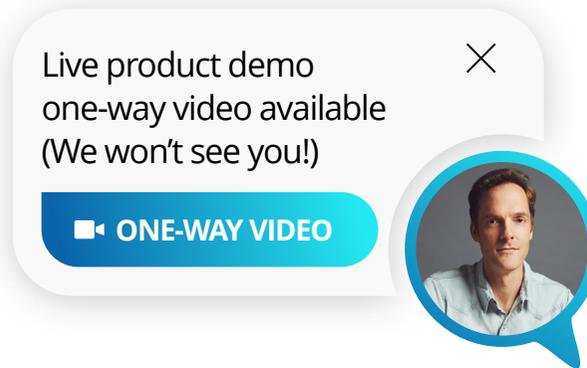
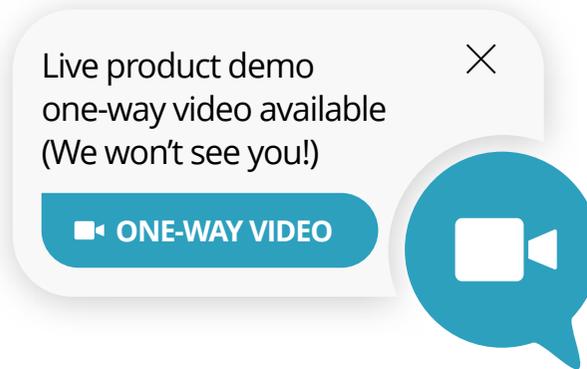
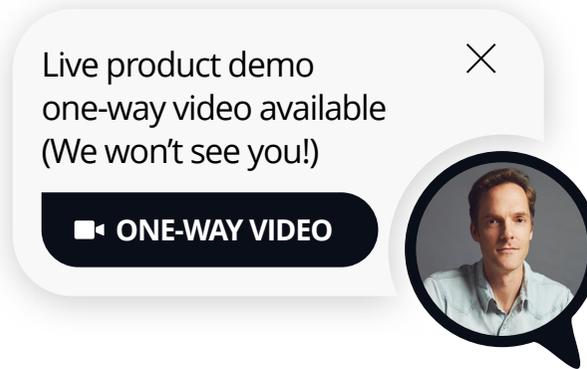


VIDEO PREVIEW



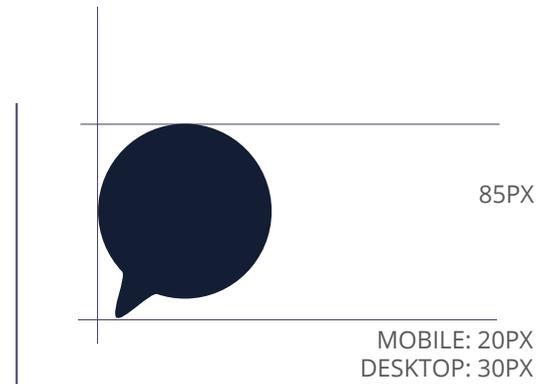
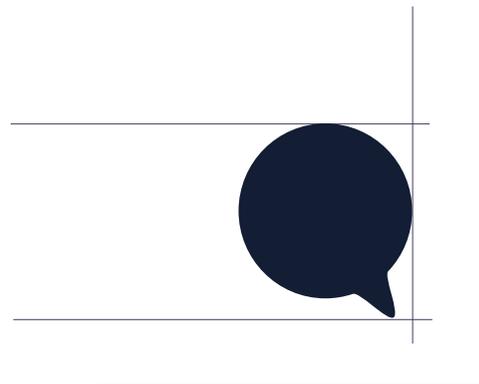
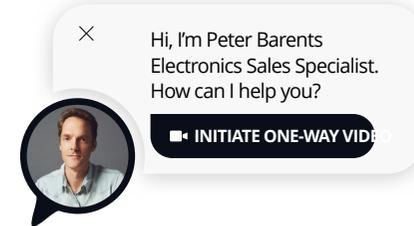
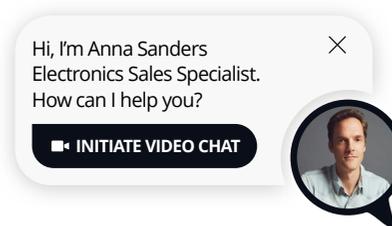
OPEN APP CTA COSTUMIZATION

With customizable messages, colours and icons and actions the design seemingly adapt to the client's website and brand.



DIMENSIONS & POSITIONING

The App CTA recommended position is floating at the bottom right of the page as described below. If necessary, a mirror design allows for positioning aligned to the left side of the browser.



IN-CONTENT APP CTA

The compact semi-open App CTA can be used to be inserted within the content of the website for more strategic placement.

This positioning will retain all the same customizations capabilities of the design.

