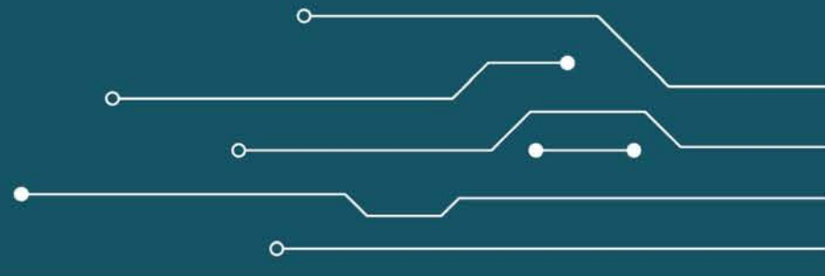
ACQUIRE INTELLIGENCE

STYLE GUIDE 2025



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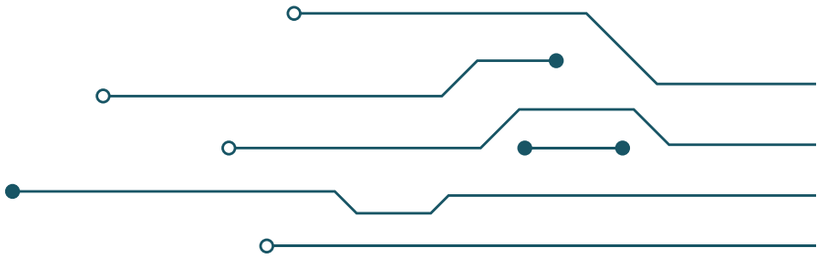

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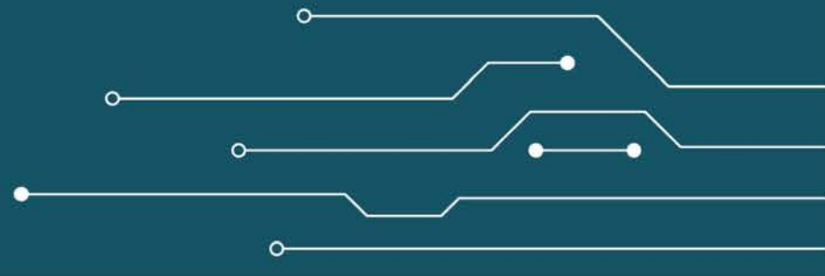
LOGO & PLACEMENT



LOGO OVERVIEW

THE MARK OF MODERN INTELLIGENCE

Bold, purposeful, and forward-looking, the Acquire Intelligence logo embodies the clarity and confidence of a brand built for progress. With clean lines and deliberate weight, it signals precision without pretence. It doesn't shout, it leads.

This is a logo for a company that moves smartly, adapts quickly, and always puts intelligence into action.

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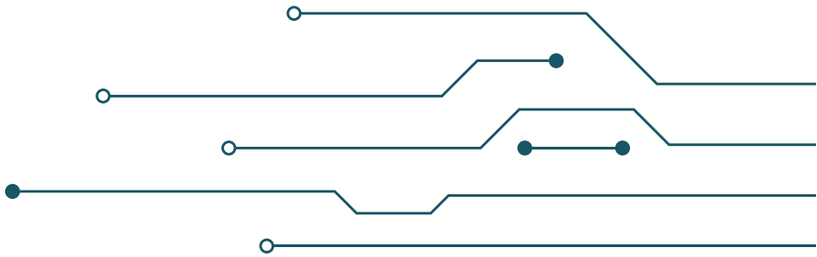


LOGO VARIATIONS

LOCKED FOR CONSISTENCY

The Acquire Intelligence logo is locked to two approved variations to ensure absolute consistency across all applications. These are the only versions permitted for use:

- **Primary Logo**: Full-color logo in Adriatic on a white background. This is the default and preferred version across all brand materials.
- **Reversed Logo**: White logo on an Adriatic background. This version is only to be used when the background color or setting prevents use of the primary logo.

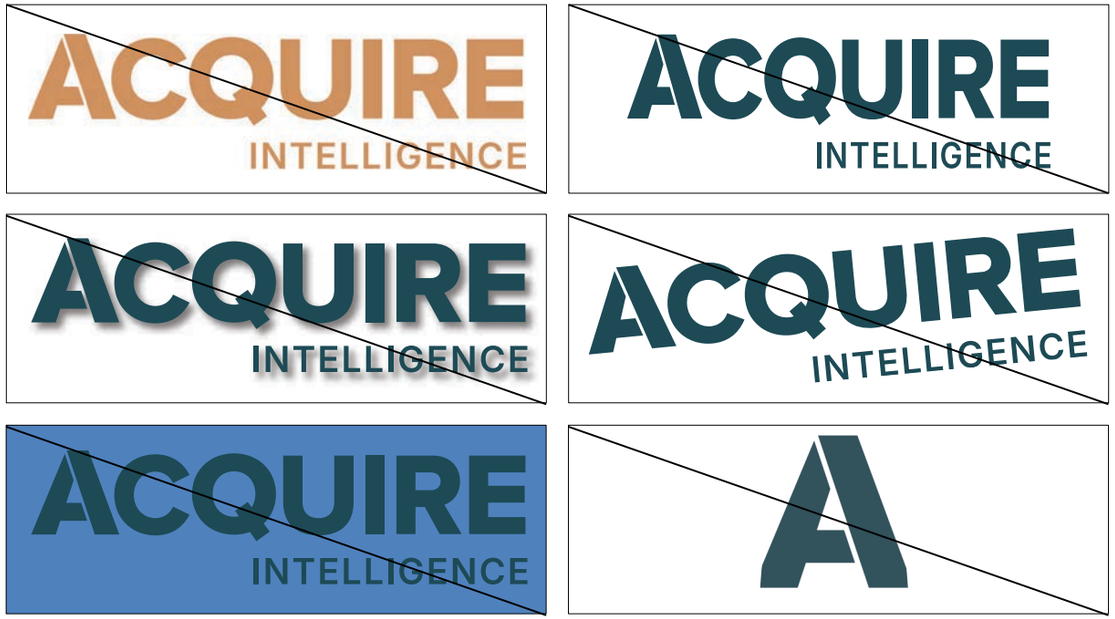
LOGO DON’T USE

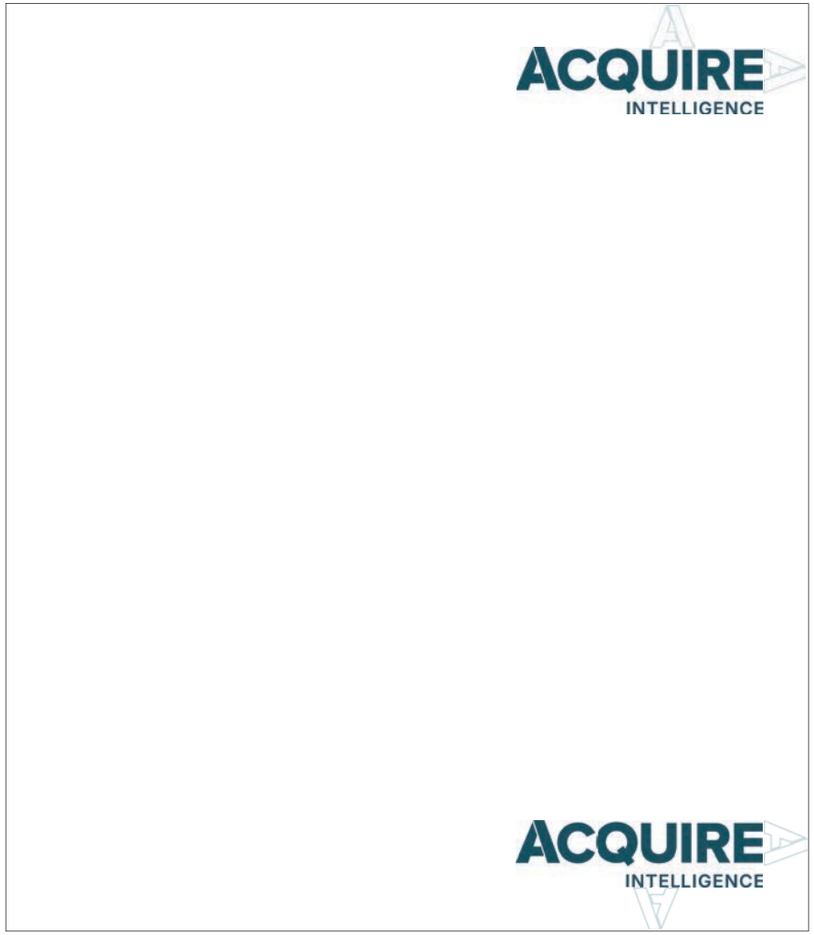
WHAT NOT TO DO

To preserve the integrity of the Acquire Intelligence brand, the logo must never be modified or applied in a way that compromises its design. The following are strictly prohibited:

- Do not alter the logo’s colors outside the approved palette.
- Do not stretch, compress, or distort the logo in any way.
- Do not add shadows, gradients, or any special effects.
- Do not rotate or tilt the logo.
- Do not place the logo on backgrounds that reduce legibility or clash with brand colors.
- Do not recreate, redraw, or use partial elements of the logo (e.g., the ‘A’ in isolation).
- Do not place the logo inside a shape or container not approved by the brand team.
- Do not use outdated or unapproved versions of the logo.

Correct and consistent application of the logo is essential to maintaining brand strength and trust.





LOGO PLACEMENT

CLEAR SPACE & POSITIONING

To maintain visual clarity and ensure brand recognition, the Acquire Intelligence logo must always be placed with care and consistency.

Clear Space
A minimum clear space must be maintained around the logo at all times. This space should be equal to the height of the letter “A” in the logo. No text, graphics, or other elements should intrude into this area.

Preferred Positioning
The logo should be positioned in one of the following locations:

- Top right corner (preferred for most layouts, including digital and print)
- Bottom right corner (acceptable when top left is not feasible)

Backgrounds
Only place the logo on brand-approved background colors or high-contrast, neutral backgrounds that preserve legibility.

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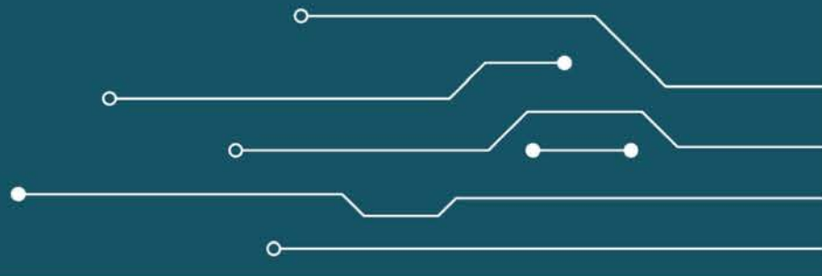
COLOR PALETTE



COLOR PALETTE OVERVIEW

APPROVED COLORS

Consistency in color usage plays a vital role in reinforcing the Acquire Intelligence brand. Please use only the approved colors when developing any branded materials, including digital assets, printed collateral, merchandise, signage, and environmental branding.

COLOR ACCURACY & PRINTING GUIDELINES

- Always match colors to their corresponding Pantone (PMS) color chips for accuracy in print.
- CMYK values have been optimized for consistent print reproduction across coated and uncoated stocks.
- Screen previews (RGB/HEX) will differ from printed output - always confirm against a printed proof.
- color appearance may shift depending on lighting, materials, and application (e.g., signage vs. textiles).
- Avoid approximating or substituting any colors outside this palette.

Primary Colors

Adriatic
Digital: #155464
Print: C100,M0,Y15,K60
Pantone P 120-16C

White
Digital: #FFFFFF
Print: C0,M0,Y0,K0

Black
Digital: #000000
Print: C75, M68, Y67, K90
Pantone Process Black C

PRIMARY COLORS

ADRIATIC

A sophisticated tone that balances strength and calm - symbolic of clarity and intelligent transformation.

Colour Use	Colour Reference	Code
Digital Displays (Web, Video, Social, On-screen)	HEX	#155464
Print (Primary Brand Colour)	Pantone Custom	*P 120-16C*
	CMYK	C:100 M:0 Y:15 K:60
	RGB	R:21 G:84 B:100

SECONDARY COLORS

3 x APPROVED COLORS

These colors provide flexibility for backgrounds, highlights, iconography, infographics, social media and campaign content. Use them in balance and never overpower the primary Adriatic tone.

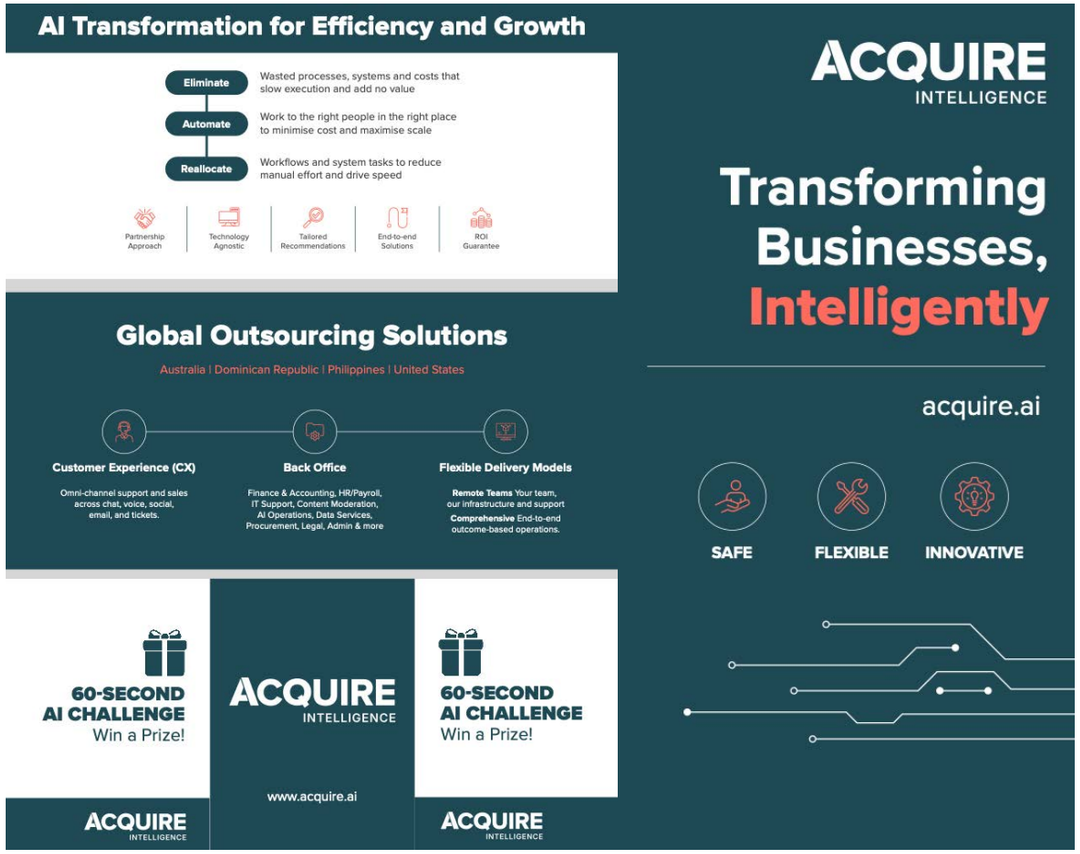
Colour	Pantone Match	HEX	CMYK	RGB
Soft Coral	Pantone CMYK Coated P 57-6 C	#FF6B5E	C:0 M:82 Y:54 K:0	R:255 G:107 B:94
Acqua	Pantone CMYK Coated P 124-6 C	#46B29D	C:74 M:0 Y:31 K:0	R:70 G:178 B:157
Steel	Pantone CMYK Coated P 179-9 C	#777776	C:0 M:0 Y:0 K:60	R:119 G:119 B:119
Black	Pantone Process Black C	#000000	C:0 M:0 Y:0 K:100	R:0 G:0 B:0

Secondary Colors

Soft Coral
Digital #FF6B5E
Print: C0, M82, Y54, K0
Pantone CMYK Coated P 57-6 C

Acqua
Digital #46B29D
Print: C74, M0, Y31, K0
Pantone CMYK Coated P 124-6 C

Steel
Digital #777776
Print: C0, M0, Y0, K60
Pantone CMYK Coated P 179-9 C



COLOR USAGE

GUIDELINES

COLOR	PRIMARY USAGE
Adriatic.	Logo, headers, buttons, primary backgrounds, merchandise
Soft Coral.	Call-to-action buttons, highlights, infographics, accents
Acqua.	Backgrounds, secondary buttons, icons, charts
White.	Backgrounds, typography on dark backgrounds
Black.	Body text, fine details, borders
Steel.	Neutral backgrounds, infographics, subdued accents

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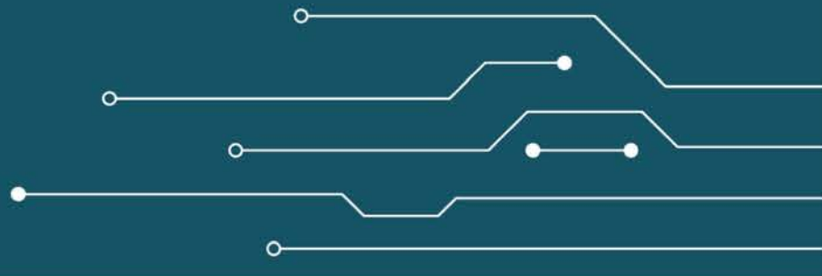
TYPOGRAPHY



BRAND TYPOGRAPHY OVERVIEW

APPROVED TYPEFACE

Proxima Nova should be used across all branded communications, including:

- Marketing and brand collateral
- Website and digital platforms
- Social media and video content
- Sales presentations and pitch decks
- Recruitment campaigns and onboarding materials
- Internal signage and wall graphics
- Office templates and operational documents

APPROVED WEIGHTS

Use the following weights consistently to maintain visual hierarchy and clarity:

- Proxima Nova Extra Bold – Headlines and key messaging
- Proxima Nova Bold – Headlines and key messaging (alternative)
- Proxima Nova Semibold – Subheadings and section labels
- Proxima Nova Regular – Body text and general copy
- Proxima Nova Light – Legal text, footnotes, or subtle detail

Proxima Nova

Proxima Nova Extra Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(.,’”-;:)!?&

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(.,’”-;:)!?&

Proxima Nova Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(.,’”-;:)!?&

Proxima Nova Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(.,’”-;:)!?&

Proxima Nova Light
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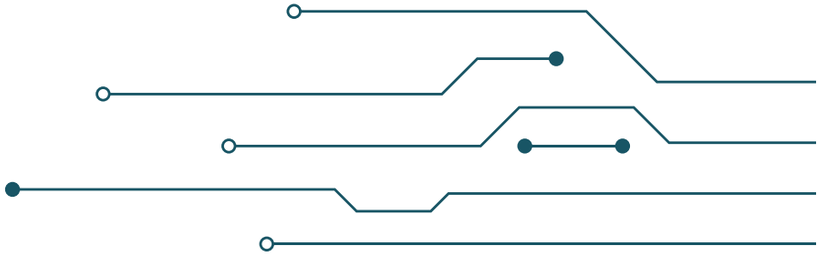

BRAND FONT USAGE GUIDE

APPROVED FONTS & FALLBACKS

To maintain a professional, consistent brand presence while ensuring compatibility across all platforms, the following font usage and fallback hierarchy applies:

FALLBACK FONT HIERARCHY

Use the following font stack for CSS, email templates, and any environment where Proxima Nova may not be available: 'Proxima Nova', 'Aptos', 'Helvetica Neue', Helvetica, Arial, sans-serif;

Order of Preferred:

1. Aptos: Preferred fallback in Microsoft 365 (Word, PowerPoint, Outlook)
2. Helvetica Neue / Helvetica: Common across macOS and modern browsers
3. Arial: Universal fallback on older systems and web clients
4. Sans-serif: Final fallback to maintain consistency in all cases

USAGE SUMMARY

- Design & Branding:
  Always use Proxima Nova when you control the output environment
- Internal Docs & Presentations:
  Use Aptos to ensure Microsoft Office compatibility
- Email Signatures:
  Use Aptos or Arial depending on client/device compatibility

Fallback Fonts

Aptos
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(.,’”-;:)!?&

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(.,’”-;:)!?&

Helvetica Neue
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(.,’”-;:)!?&

Sans-Serif
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(.,’”-;:)!?&

Helvetica
abcdefghijklmnopqrstuvwxyz
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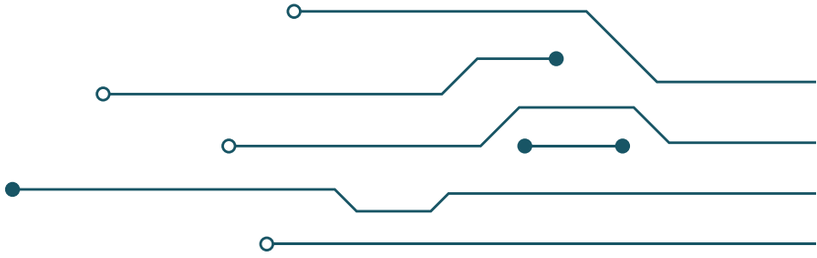

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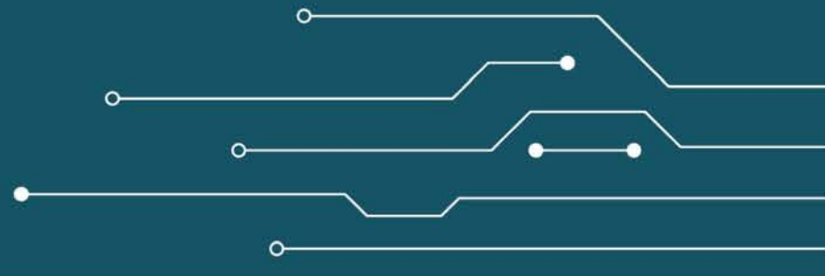
Brand Purpose & Mission



BRAND POSITIONING STATEMENT

OUR MISSION

BRAND PURPOSE

Acquire Intelligence exists to help businesses unlock smarter ways of working. We believe that by combining the best of people, process, and automation, companies can grow faster and operate with greater confidence. Our purpose is to remove complexity, improve performance, and drive intelligent transformation for organisations around the world.

COMPANY MISSION

We help companies grow faster and operate smarter by delivering intelligent outsourcing and automation solutions.

Our mission is to eliminate inefficiencies, automate with intent, and reallocate work to where it performs best, always guided by safety, flexibility, and innovation.

BRAND POSITIONING

OUR POSITION

PURPOSE

Defines where Acquire Intelligence fits in the market and what makes it different.

BRAND POSITIONING STATEMENT

Acquire Intelligence is the global outsourcing and automation partner for companies that need secure, scalable, and high-performance solutions.
We deliver intelligent operations across customer experience, back office, and digital roles through flexible delivery models tailored to your way of working.

UNIQUE SELLING PROPOSITION (USP)

OUR MISSION

PURPOSE
Highlights the specific, tangible ways Acquire Intelligence delivers value.

UNIQUE SELLING PROPOSITION
Acquire Intelligence delivers intelligent outsourcing and automation solutions that enhance performance, reduce cost, and drive measurable growth.

What Sets Us Apart:
Safe. Flexible. Innovative. These values are embedded in every solution we deliver. We meet the highest global standards, including ISO 27001, ISO 45001, SOC 2 Type II, HIPAA, PCI-DSS, and GDPR.

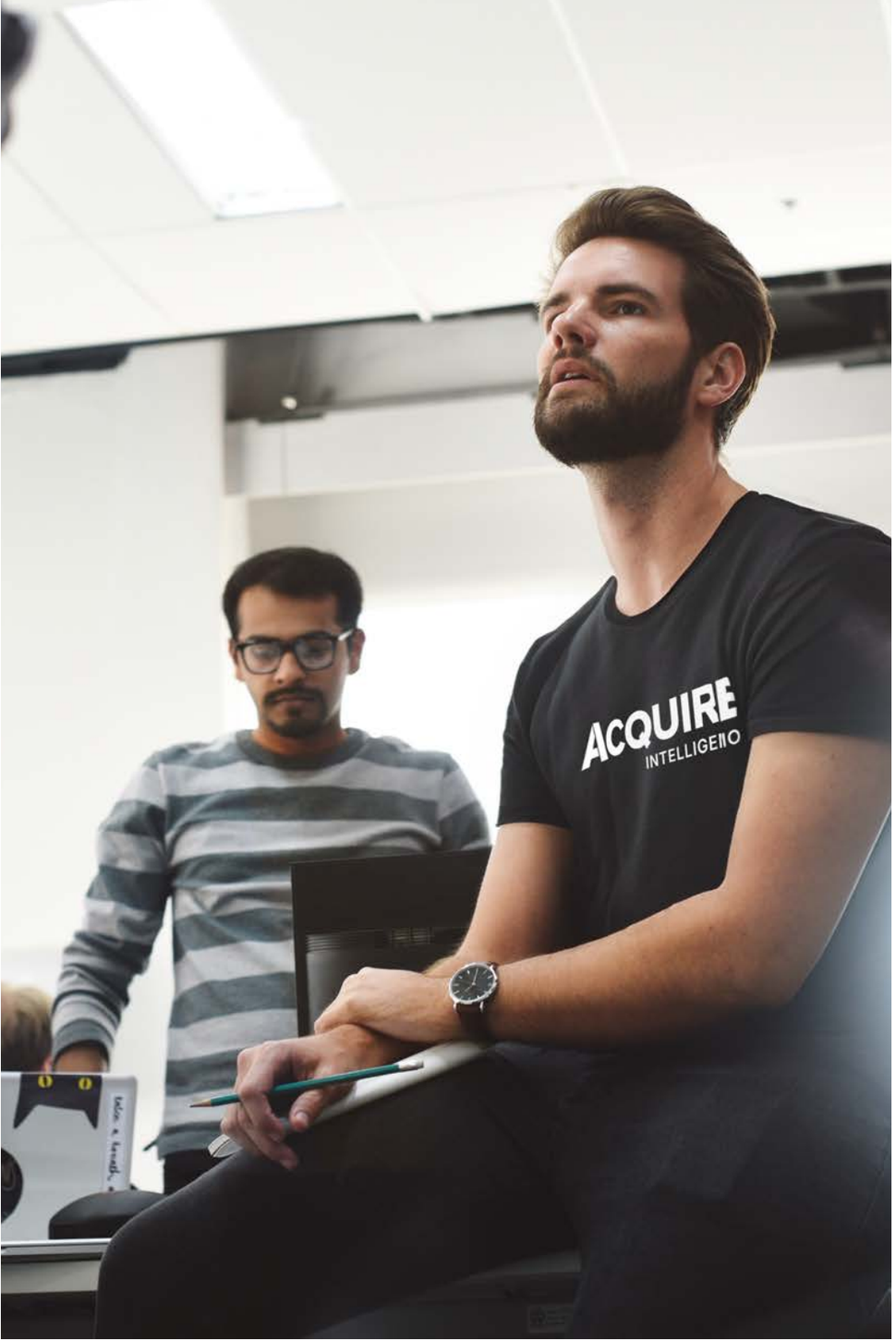
Flexible delivery models tailored to fit your business:

- Remote Teams: You choose the team, we handle the rest
- Co-source: Your team, our infrastructure and support tailored to you
- Comprehensive Outsourcing: We manage the full operation, end to end

Automate. Eliminate. Reallocate.
This proven approach helps businesses increase speed, reduce effort, and scale with confidence.

Entrepreneurial mindset. We are founder-led, commercially focused, and hands-on. We move fast, stay accountable, and deliver results.

ROI-backed consulting. Our transformation consulting typically includes a money-back ROI guarantee, because we only succeed when you do.



BRAND PROMISE

OUR PROMISE

PURPOSE
Communicates Acquire Intelligence core commitment to clients and reinforces our positioning.

BRAND PROMISE
We are Safe. Flexible. Innovative.

- **Safe** – enterprise-grade security, global certifications, and operational integrity
- **Flexible** – delivery models that align with your goals and ways of working
- **Innovative** – automation and AI designed to deliver real business impact

How we deliver:
- Automate. Eliminate. Reallocate.

This approach powers faster execution, reduced cost, and scalable growth.

BRAND VOICE & TONE

OUR VOICE

PURPOSE

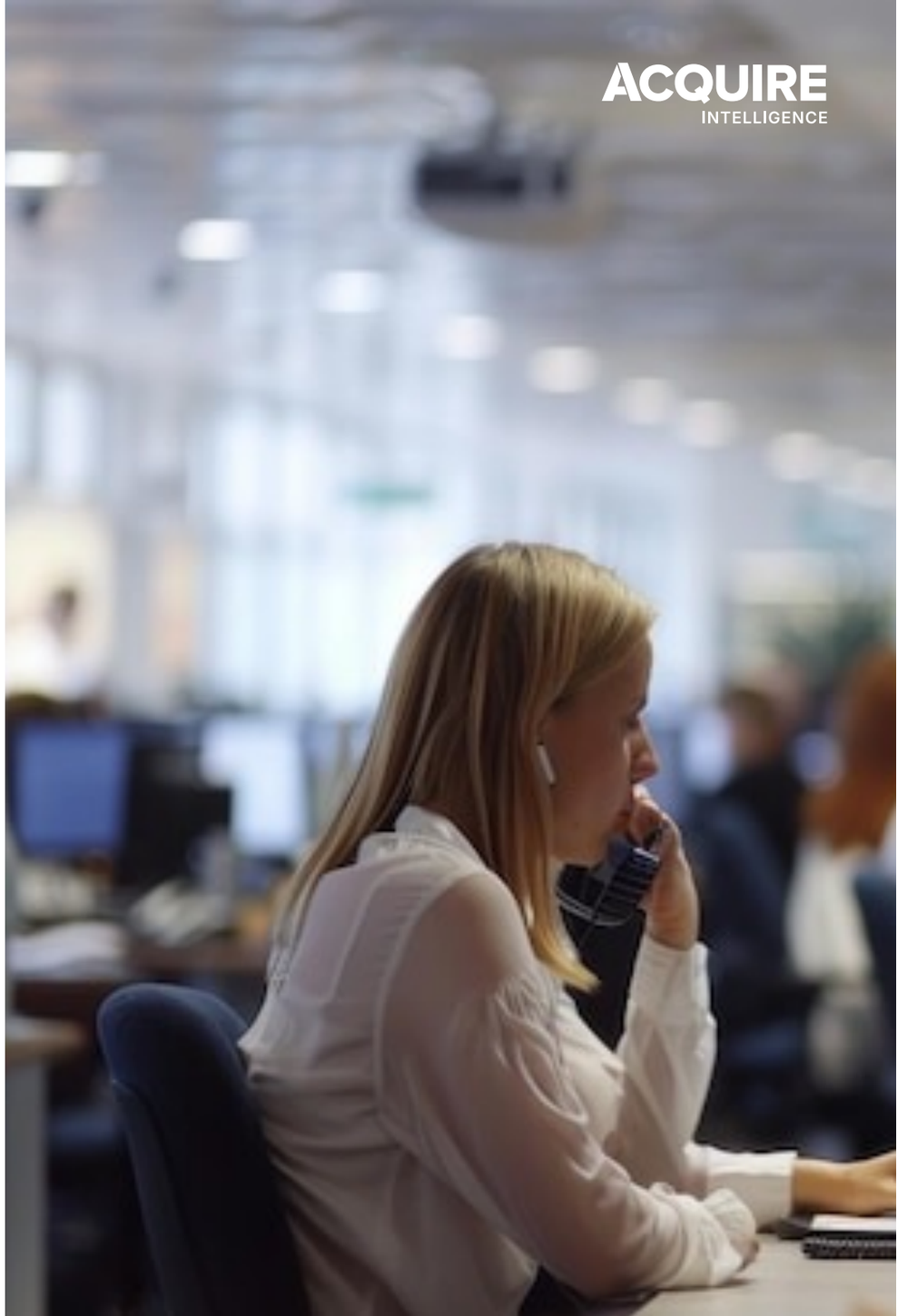
Guides how the brand “sounds” in writing—key for copywriters, marketers, and sales teams.

BRAND VOICE & TONE

- Sharp but Approachable – clear, professional, and human
- Fast and Confident – focused on execution, not jargon
- Inventive and Real – innovative without unnecessary complexity
- Outcome-Obsessed – every message is tied to measurable value

Voice Examples:

- “We don’t slow down. We scale up.”
- “Where others procrastinate, we deliver.”
- “Real outcomes. No fluff.”



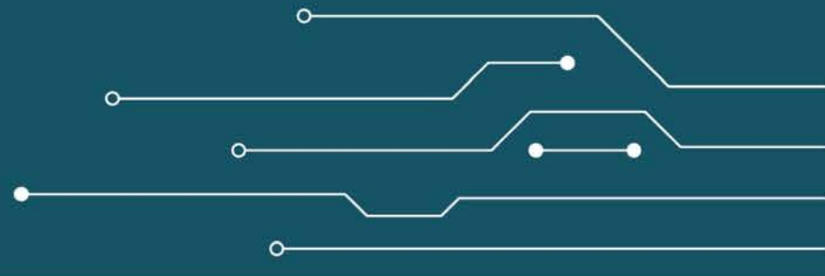
TAGLINES

WHAT WE REPEAT

PURPOSE

Captures the essence of our brand in short, memorable phrases used in marketing, campaigns, and brand collateral.

TAGLINES

- Transforming businesses, Intelligently
- Safe. Flexible. Innovative.
- Automate. Eliminate. Reallocate.

THANK YOU