



MINDRACER
CONSULTING

Brand Guidelines



Contents

Mission & Vision	2
Tone of voice	3
Logo	4
Color	6
Typeface	7
Photography	8
Icons	9
Examples of work	10

About these guidelines

Welcome to the Mindracer brand guidelines. These guidelines have been written to ensure all of our external communication are clear and consistent to both our customers and colleagues.

Mission & Vision

Mindracer will help 1000 businesses grow their revenues \$1m or more by 2025, creating growth opportunity for their teams, and stimulating investment in their communities.

We will do this by building a community of world class experts in marketing, sales and business development who are dedicated to helping others succeed.

Tone of Voice

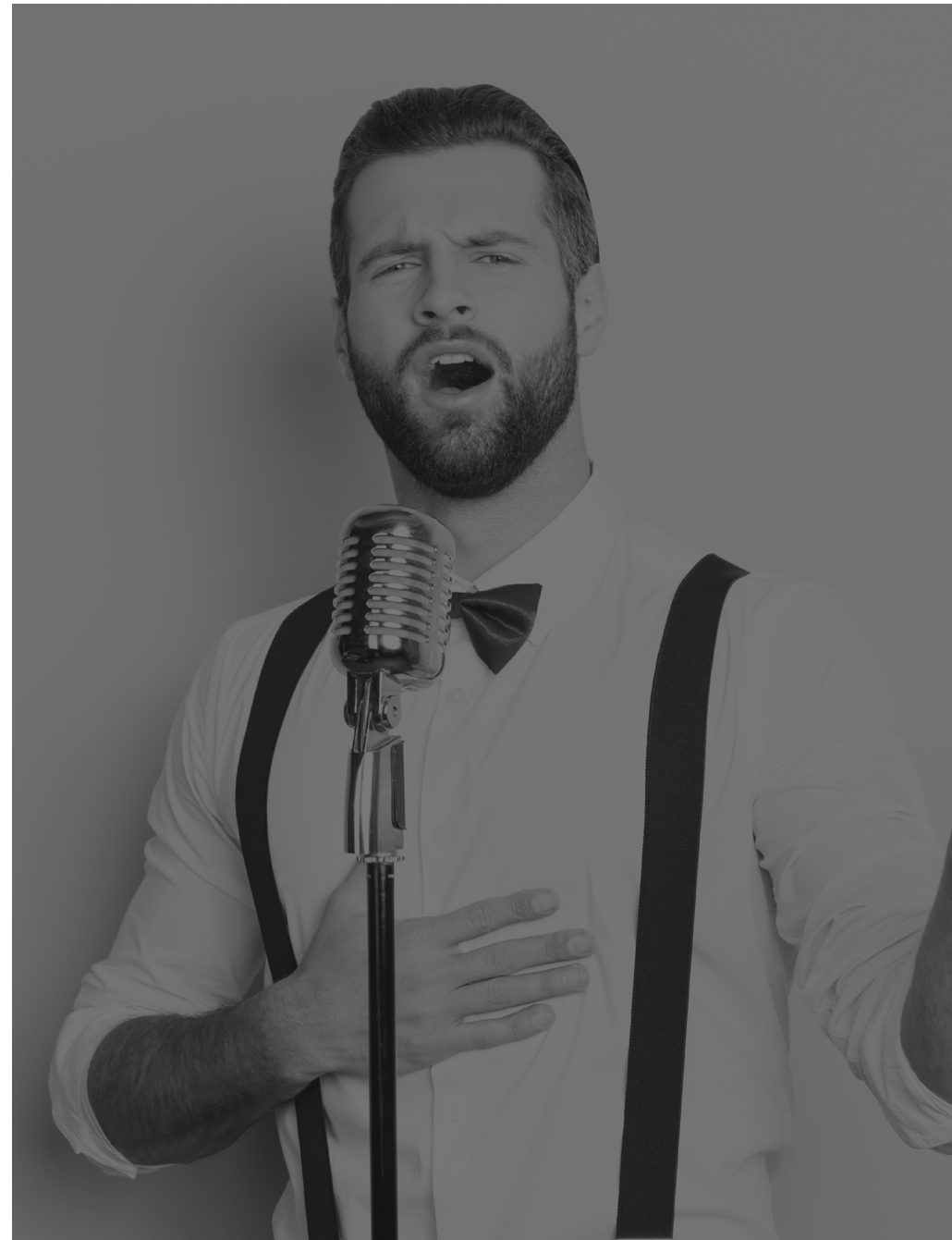
We convey our brand identity through every form of communication and our tone of voice plays a huge part in this.

Tone of Voice shows our personality as a brand and is how we want to be seen and heard by colleagues and customers alike.

Our brand personality traits describe how we want to be seen as a business, these are:

- Helpful
- Informative
- Actionable

Communication should be clear, concise and steer away from complex business school language. More Inc magazine than Harvard Business Review (HBR).



Logo

For the brand to communicate clearly and powerfully, the Mindracer logo must be applied correctly and consistently.

Logo

There are 2 primary versions of the logo. On light and on dark.

Monochrome Logo

The white logo should only ever be used on a brand primary color background when it is not possible to use the color versions of the logo. An example of this would be on embroidered clothing.

Clear Space

The logo needs clear space around it to give it room to breathe. The clear space area should be equal to the height of the M.

Size

The appropriate size of the logo will depend on the format. There is no maximum size but the logos should be displayed no smaller than 20mm in print documents.

Logo



Monochrome



ClearSpace



Minimum Size



Logo

How to use



This is the correct use
of the logo



Do not change the typeface
nor recreate or manipulate
the wordmark and the icon.



Do not rotate the logo.



Do not change the
logo color



Do not distort or warp
the logo in any way.



Do not use the elements of
the logo separately.



Do not change the proportions
of the logo elements.

Color

Our colors play an important role in the Mindracer visual identity. Accurate reproduction of these colors is essential.

Each of the colors has a corresponding reference for print (both Pantone® and CMYK) as well as specifications for RGB and online.

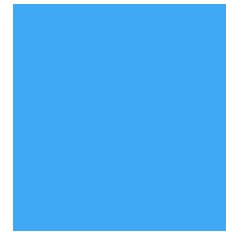
Primary Colors

The primary color palette is made up of three colors Mindracer Blue, Mindracer Gray and White.

Secondary Colors

The secondary color palette consists of a percentage of the primary colors.

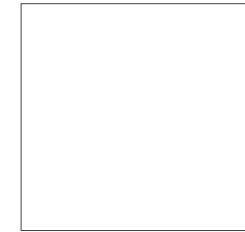
Primary Colors



Mindracer Blue
R63 G169 B245
C69 M34 Y0 K0
Pantone 279
#3fa9f5



Mindracer Gray
R64 G69 B67
C71 M53 Y55 K53
Pantone 446
#404543



R255 G255 B255
C0 M0 Y0 K0
White
#ffffff

Secondary Colors



80% 60% 40% 20% 80% 60% 40% 20%

Typeface

Print/Document/Presentation

We have a clear, consistent typographic system. Our primary typeface is ITC Avant Garde.

Book, Medium, Demi and Bold can be used. Lightweight must never be used as it is too hard to read.

Demi is used for headlines.

Book is used for body copy.

Medium and bold can be used as a highlight.

Print/Document/Presentation

ITC Avant Garde Gothic – Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ITC Avant Garde Gothic – Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ITC Avant Garde Gothic – Demi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ITC Avant Garde Gothic – Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Photography

Images should be clear, bold, high contrast and have meaning or relate to the subject that is being discussed.

Print/Document/Presentation

All images for print, documentation and presentations should be in black and white.

People

People in a business setting should look smart casual with no ties! Agencies and SaaS companies don't wear them – pocket squares and jackets, are acceptable.

Persona photos or photos of clients and colleagues

Photos of clients or persona images should be in full color.

Email/Social media

Images for social media can be color.



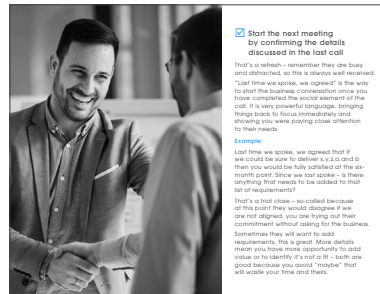
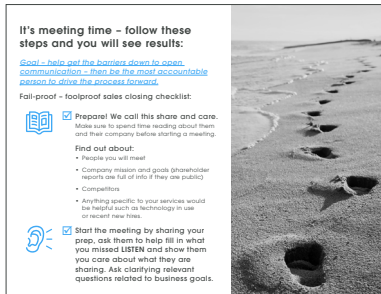
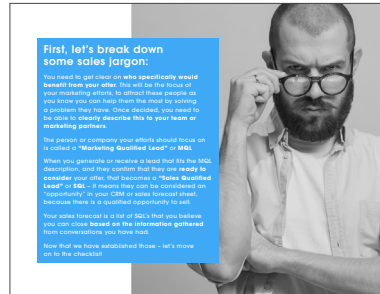
Icons

Icons should all be of similar line thickness and the lines should be in a solid color.



Examples of work

E- Book



1-Pagers



New York's Only Modern VP-Sales & CRO-as-a-Service Firm

Business Owners want a repeatable and scalable sales process, which should be straight forward when they are selling a great product or service. Yet most owners we speak to have tried adding sales people, spending more money on leads, going back to the drawing boards, and spending more money on things that just did not deliver that repeatable and scalable process they need.

Mindracer guides business owners to that repeatable, scalable result.

"Our sales are exploding!"

"Transformative and palpable increase in velocity and process!"

Executive Lead

Mindracer Provides:


- **Guidance:** revenue focused guidance to grow your B2B SaaS or services business.
- **Experienced leadership:** to build your sales process, team, and serve your best customers.
- **Advanced Sales & Marketing:** leveraging all of a fraction of the cost of a full time hire.
- **Modern best practice:** sales revenue, technology and tactics for B2B Client acquisition and growth.
- **Custom packages:** of leading service provider packages available to quickly **scale your growth needs.**
- **Months-to-month contracts - no long term commitments required.**

Strategy	Resources	Enablement
Researching and confirming the business using the correct Sales and Marketing process.	Produce your sales and marketing teams, can scale to drive growth.	Fast and effective sales and marketing to deliver maximum ROI.
Designing the sales process customer to growing the business.	Management resources to manage various sized sales and marketing teams.	Efficient sales and marketing to deliver maximum ROI.
Implementing the sales process customer to growing the business.	Best practices and training units to further develop sales and marketing.	Efficient sales and marketing to deliver maximum ROI.
Managing revenue from sales customer to growing the business.	Proven sales and marketing to deliver maximum ROI.	Efficient sales and marketing to deliver maximum ROI.
Scaling the sales process customer to growing the business.	Proven sales and marketing to deliver maximum ROI.	Efficient sales and marketing to deliver maximum ROI.

"Thought Sign for us, we needed to scale our business, we needed to scale our sales and marketing, we needed to scale our revenue, we needed to scale our growth, we needed to scale our success!"

"In the space of 3 months, Mindracer helped us identify gaps in our sales process, build out our sales team, and scale our revenue, we needed to scale our success!"

"If your business is investing in growth, and you have of least one sales person - Mindracer provides a FREE sales process review and one hour consultation. Apply now for your free consultation at: www.mindracerconsulting.com



Vacation preparation process

Opportunity contracts must go on while vacations take place, as such this process has been created to allow deals to close while reps are out of the office.

Pre-Vacation Process:

- Create a "cheat sheet" for all hot list and warm opportunities to be emailed and handed to your manager.
- Cheat sheet should include all key data such as: opportunity name, business/portal language the client uses, their objectives, and next step that needs to be taken.
- All follow up meetings must be scheduled and noted in RED on the cheat sheet as well as set up as events allocated to your manager in Salesforce.
- All suggested times to talk and other "TIV" to contact" follow ups must be clearly set up in Salesforce.
- Attach all most recent TAC's to your opportunities in Salesforce opportunity in Word format so that legal can progress.
- Email client contacts and give them contact details for your manager while you are away.
- Set your out of office with your manager's contact information as the person they can contact while you are out of office.

Follow up appointments that must happen during your vacation:

- Set new event in Salesforce for follow up and assign it to the designated attendee.
- Email the meeting request for follow up to all necessary parties. All meeting files must feature the name of contact and the company name.
- Make sure all notes in the Salesforce opportunities are 100% up to date.
- In the Description field in the opportunity the notes should summarize the opportunity and next steps at a glance.

Example:

Next Step	Date	Notes
Next Step	6/25/2019	TIV to catch redlines from Bill
Description		Prospect has existing platform and is making the functionality that solves problem
		We need to call Bill and see where he's up to with redlines

- Make sure TAC is attached in word format to the opportunity in Salesforce.

Presentation

