

A man wearing a black beanie and a blue and black FedEx vest over a grey hoodie is smiling and looking off to the side. He is standing in front of a building with large windows. The background is slightly blurred, showing other people and architectural details.

Changing scheduling. For good.

Campaign Book

 rotageek

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Our campaigns and collateral reflect
our new master proposition...

Changing scheduling. For good.



All campaigns and collateral
are signed off with...

It's a rota... and a geek thing.

This is our promise – it reflects every interaction,
every experience, every relationship and every outcome.

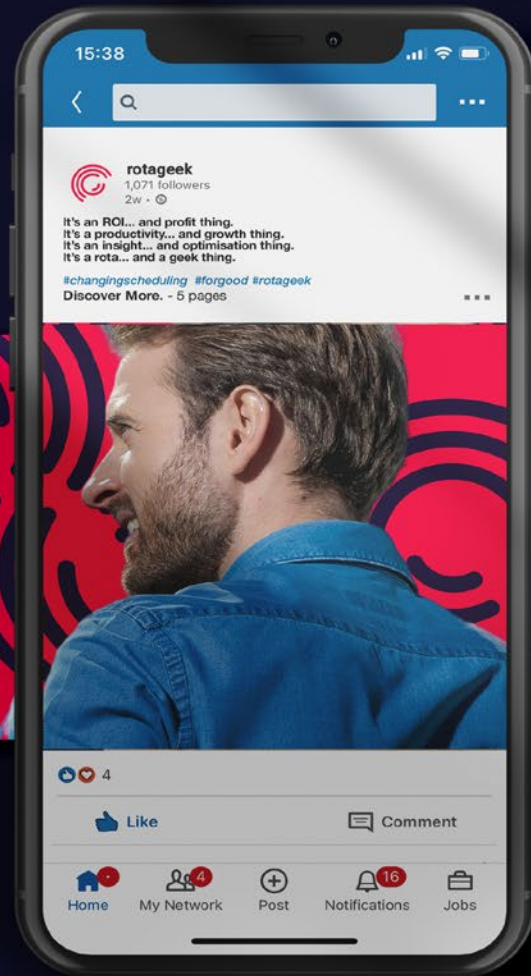


Our new campaigns are made up of both fixed and dynamic elements, these have been developed to compliment the existing Rotageek brand.

The fixed elements allow quick and easy recognition, whilst the dynamic elements allow our campaigns to have the flexibility to evolve across all media channels.

The following pages will assist you in producing consistent and compelling communications.

Together they will help build effective campaigns that cut through and support our brands ambition now and in the future.



**Profit
& ~~loss.~~
prophet.**

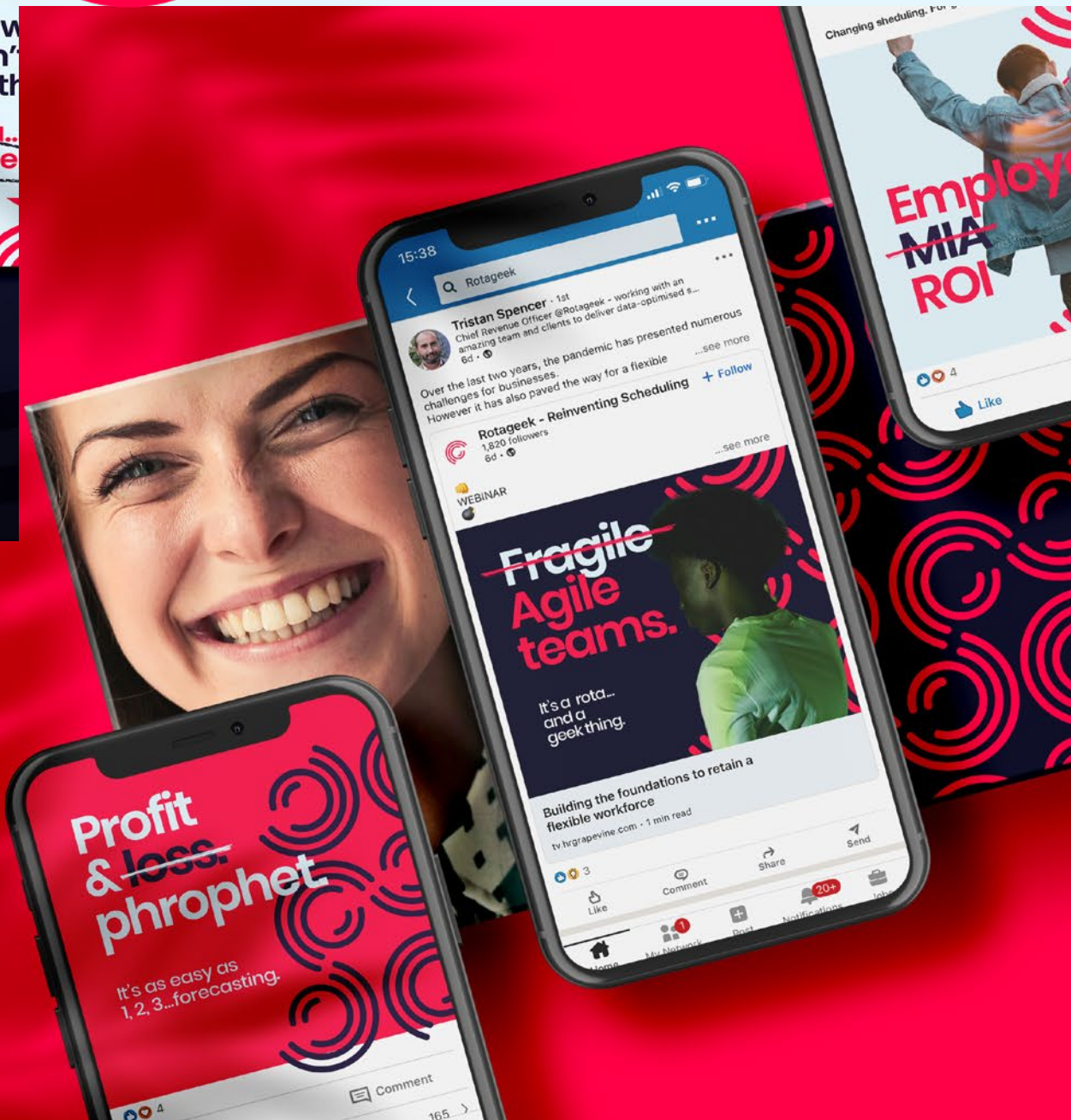
**Changing
scheduling.
For good.**

The geeky stuff.

Personalised algorithms and machine learning identify trends that would otherwise go unnoticed.

Add to this forecasting, scheduling and reporting, we help you make decisions that will maximise your employees potential.

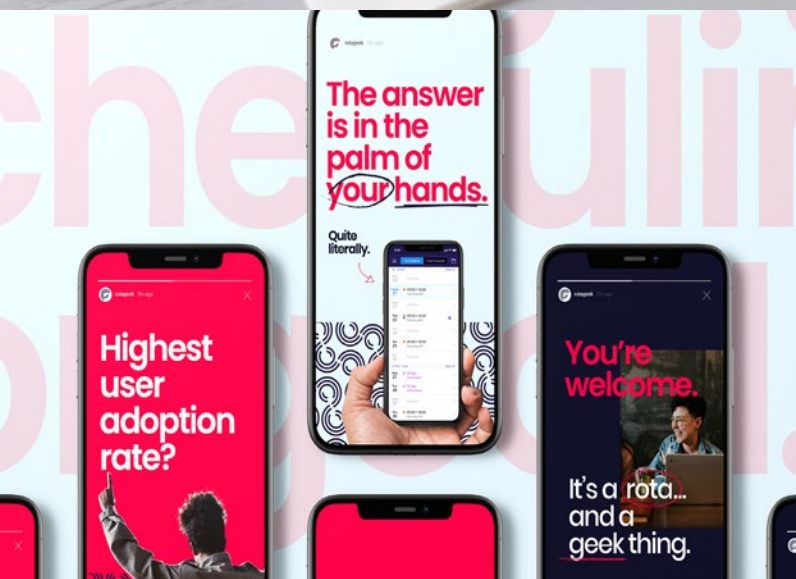
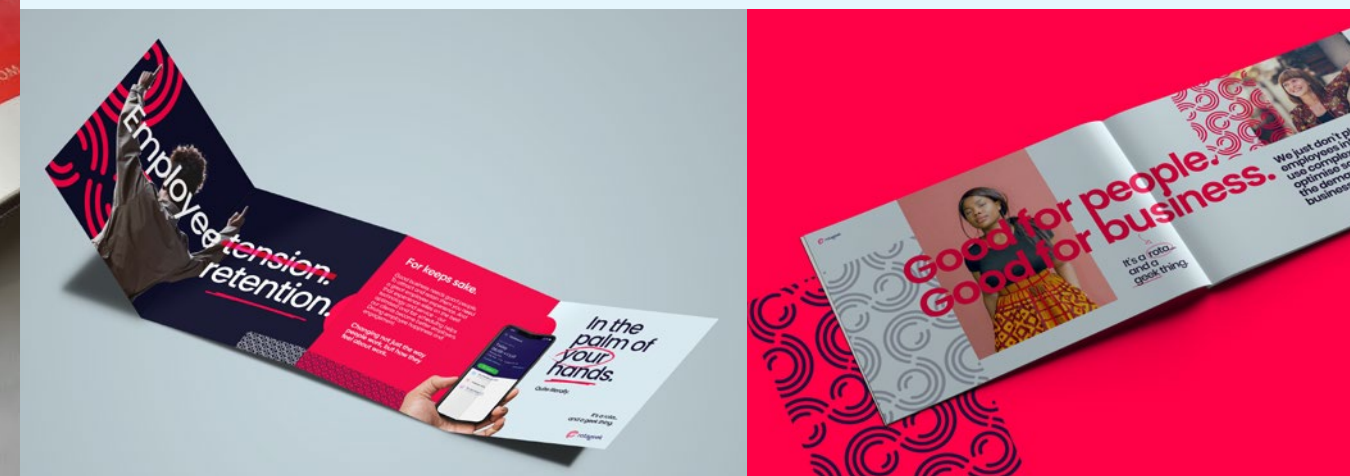
**In other words
you won't
sight of the
It's a rota...
and a geek**

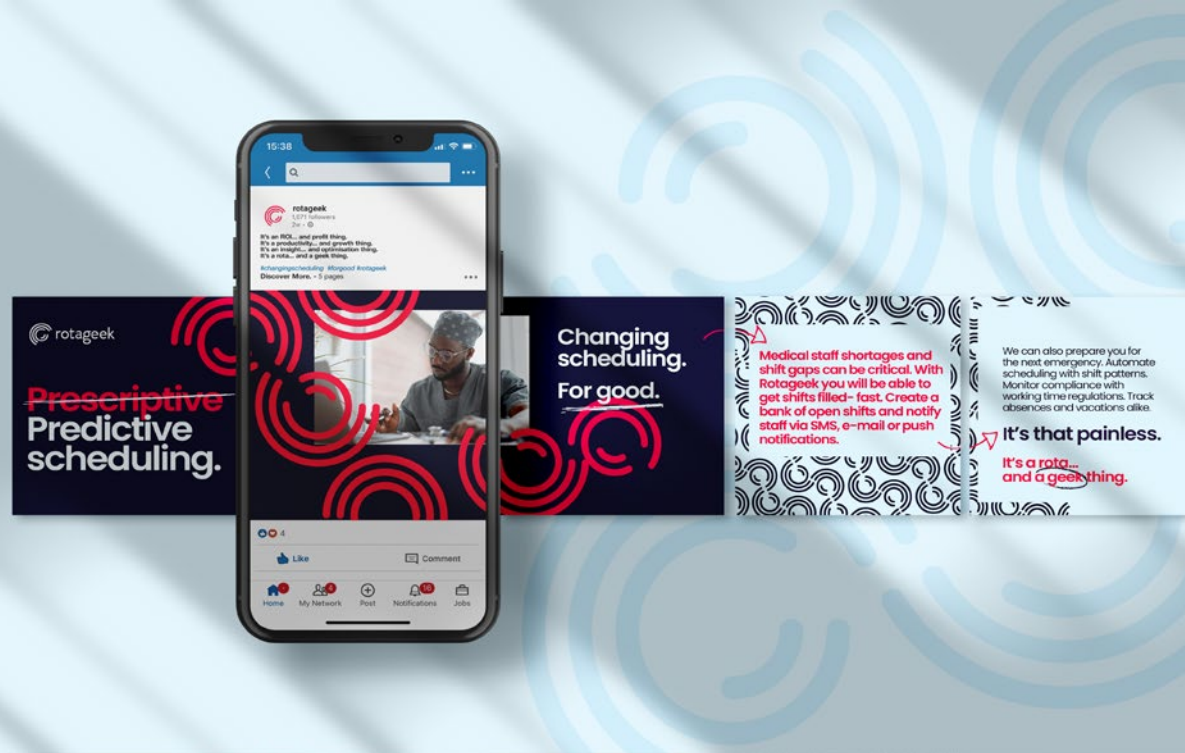


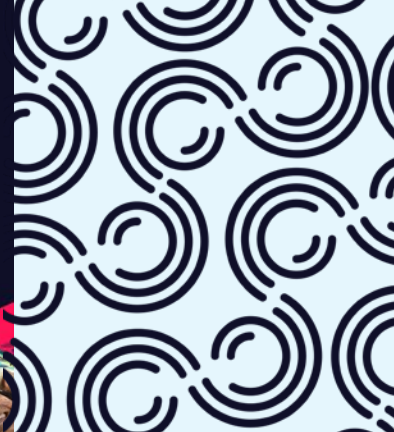
The campaign can be extended into individual campaigns that target specific pain points - with Rotageek being the positive solution.

It is important that the creative hook is based on the 'master proposition' and the creative expression visually articulates this by using a strike through in the headline.









Campaign TOV

A camapign TOV has been developed to make sure all communications are consistent and cut through with our 'Rotageek personality'.



Honest.
Energetic.
Playful.
Confident.
Human.



Real.
Positive.
Modern.
Engaging.



Campaign Imagery

To visually support campaign and marketing collateral two sets of images have been developed.

Image set 1 – is aspirational, conveying a sense of freedom.

Image set 2 – reflects today's work force.

Images 1. Freedom.

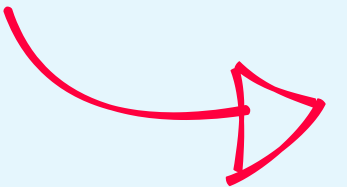


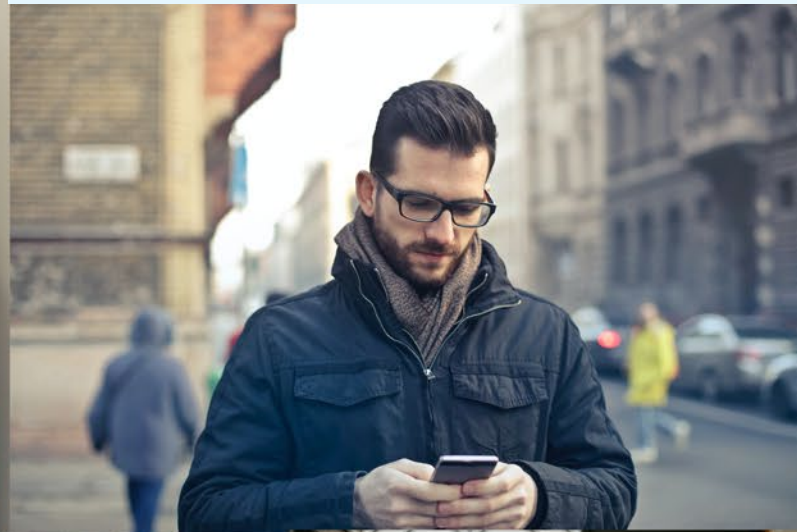


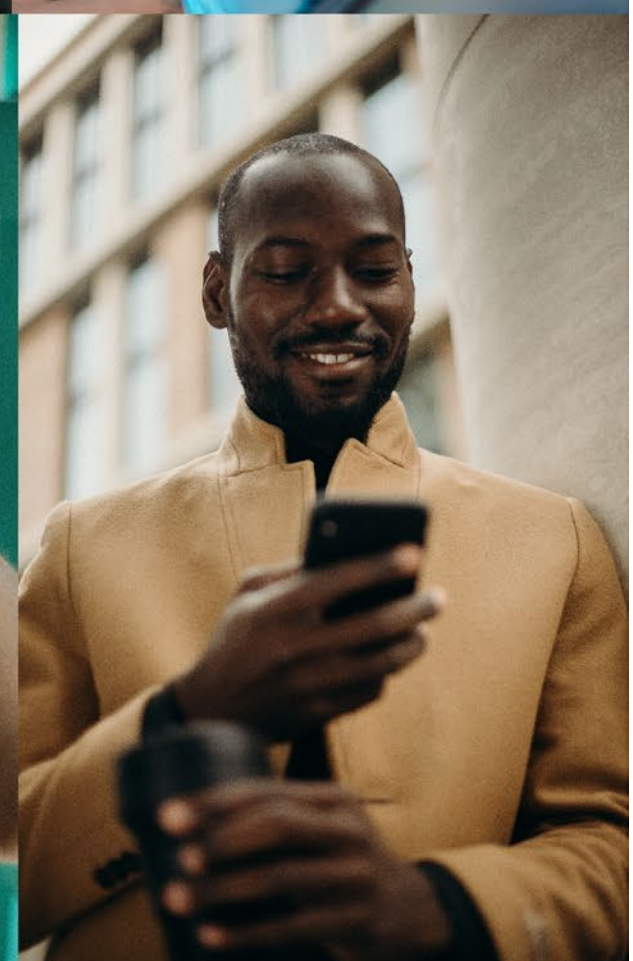
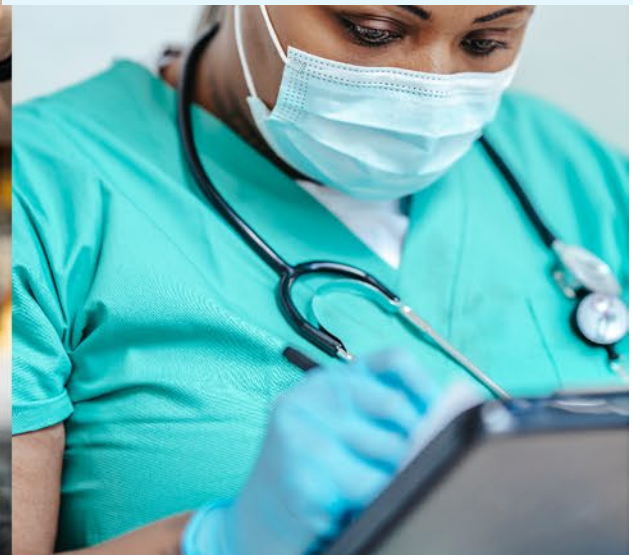
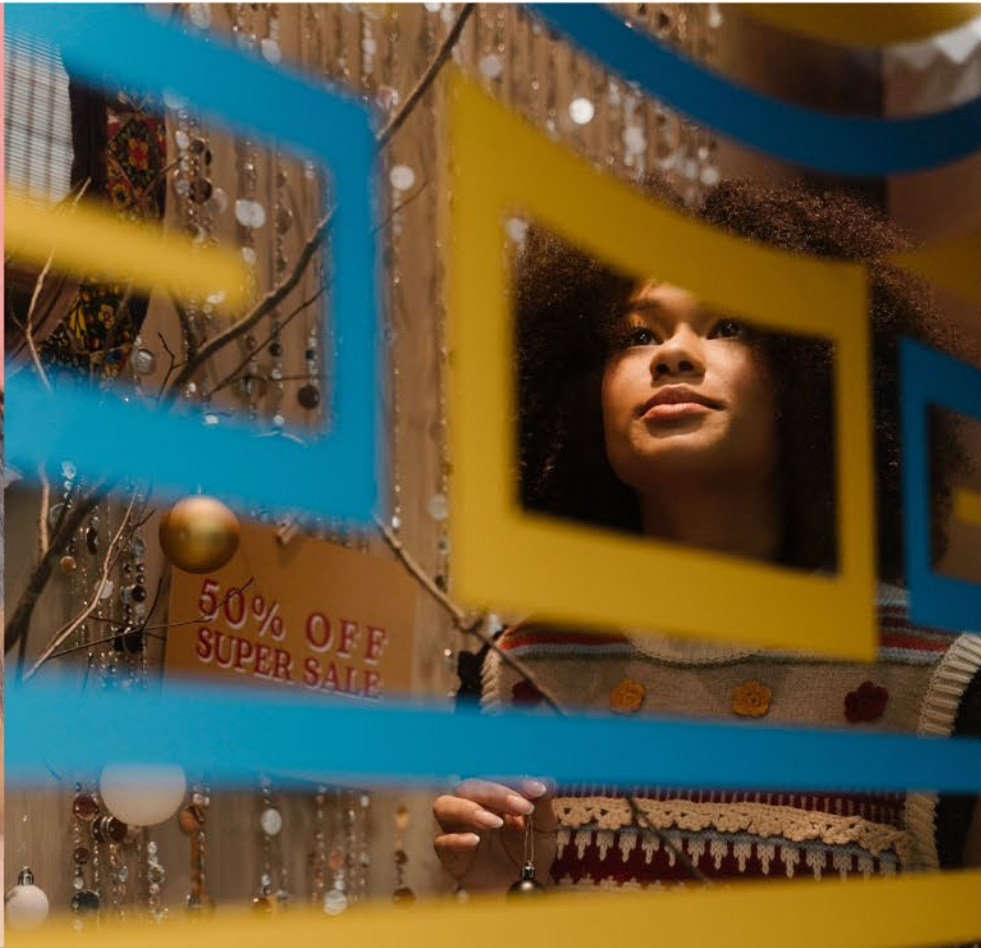
Images from either set can be combined.
Images can overlay each other.
Images can be put on campaign colours.
Images can be overlayed with campaign patterns
or overlay campaign patterns.

Please see the 'campaign examples'
within this document for creative guidance.

Images 2.
At Work.







Campaign Colours.

We use colour to define and differentiate our campaigns and communications. Use colour for impact. Use colour for clarity. Pair contrasting colours to create visual interest.

Please see the ‘campaign examples’ within this document for creative guidance.

White

CMYK
0/0/0/0

RGB
255/255/255

HEX
#FFFFFF

Baby Powder

CMYK
8/0/0/0

RGB
229/246/253

HEX
#E5F6FD

Ruby Red

CMYK
0/99/67/0

RGB
255/0/70

HEX
#FF0046

Deep Indigo

CMYK
100/96/50/70

RGB
15/15/40

HEX
#0F0F28

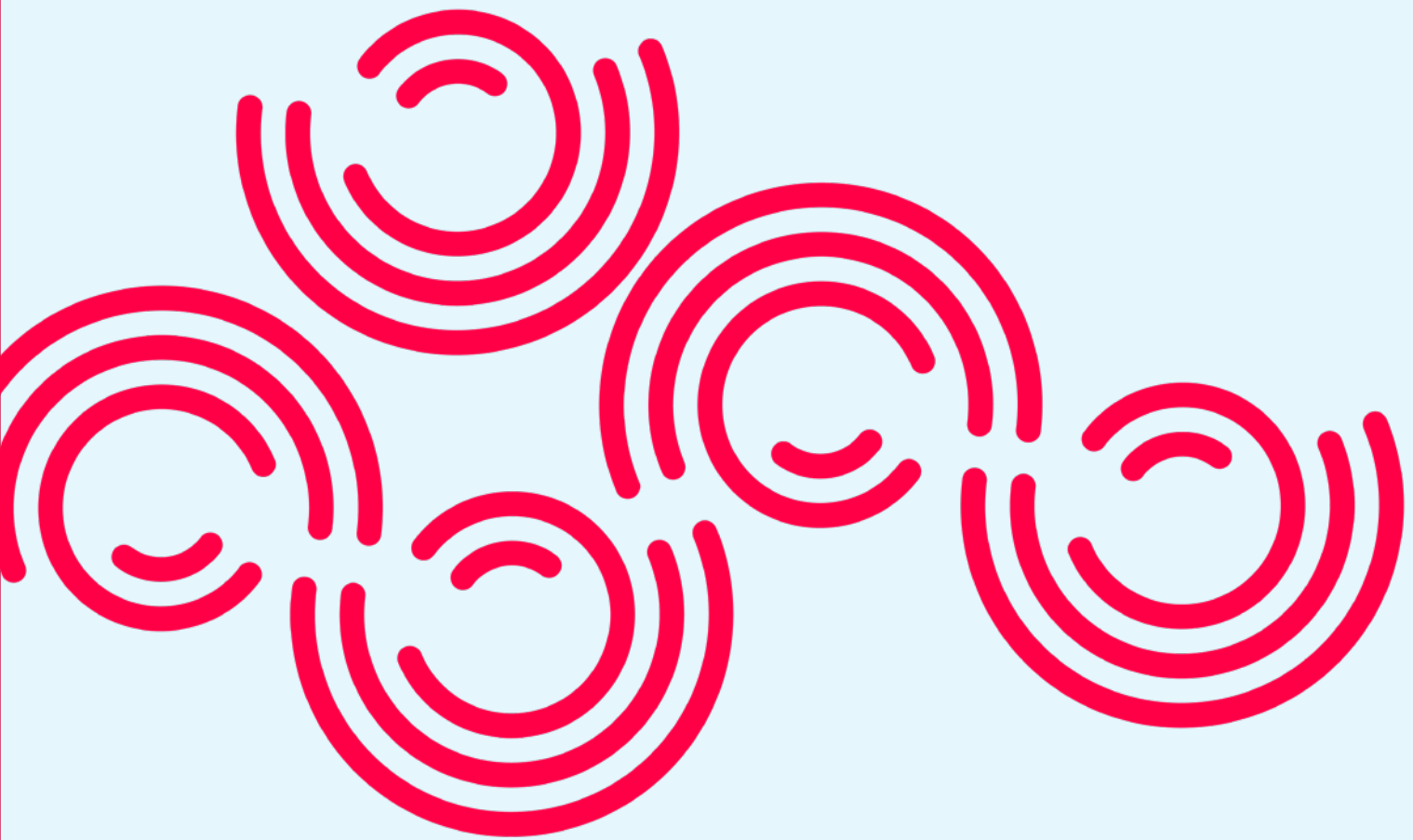
5

Campaign Font.

Poppins.

Creative use of typography is an important asset.

Poppins has been chosen as the campaign font. It is a modern and precise sans serif with good legibility across both digital and print, it is an open source Google font.



Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!.@£\$%&*()

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!.@£\$%&*()

Poppins SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!.@£\$%&*()

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!.@£\$%&*()

Campaign Patterns. Combination 1.

We have developed a number of campaign patterns and combinations.

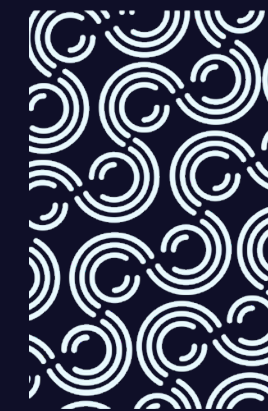
These can either be used as free-form or constrained. Each pattern can be used in any of the campaign colours.

The patterns can be used on contrasting campaign colour backgrounds.

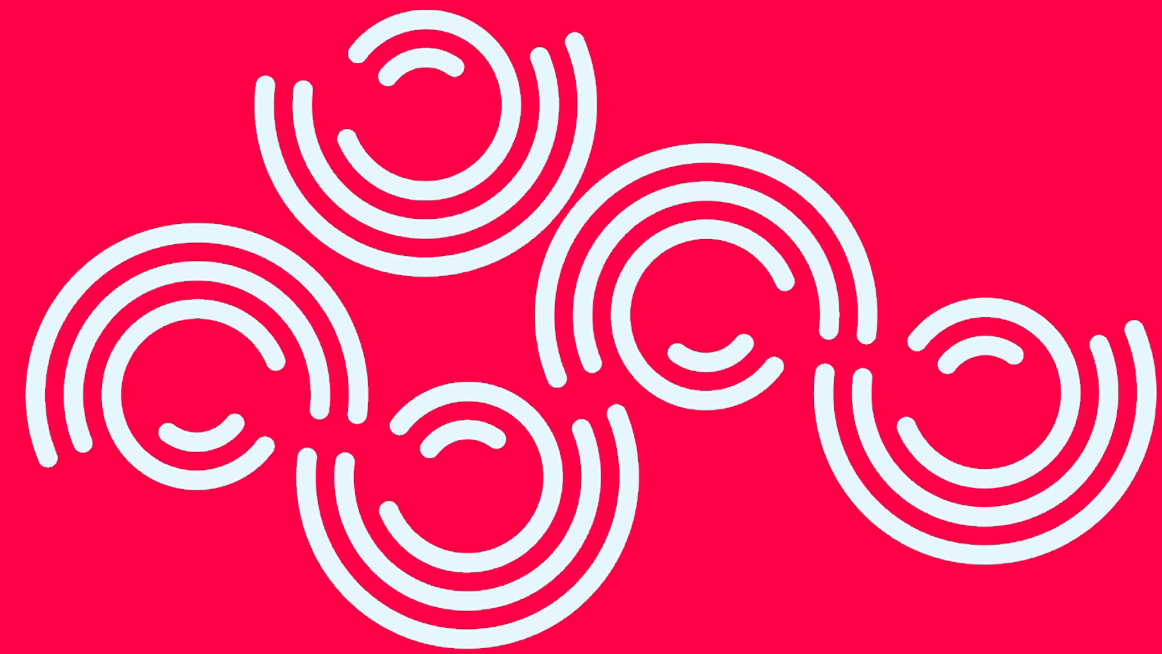
Patterns can be joined together to cover a larger area.

Patterns can also be used over or under images.

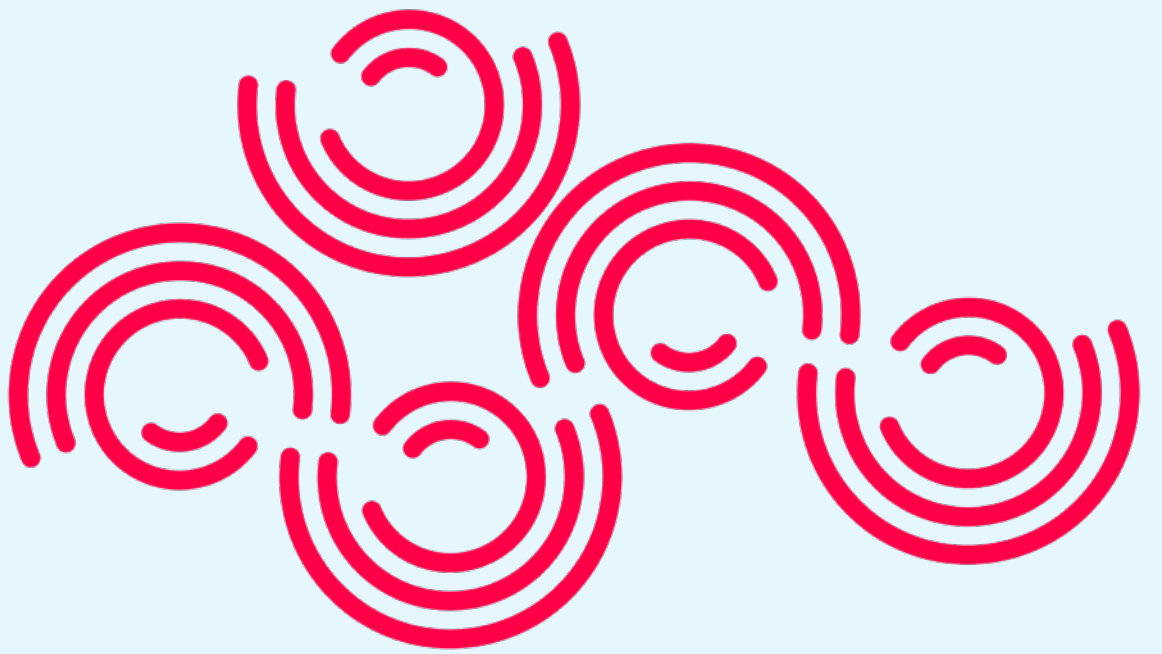
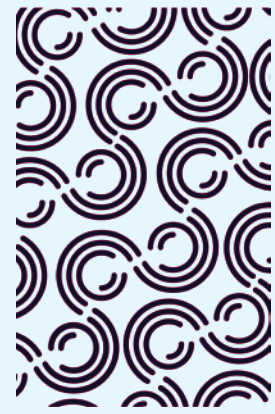
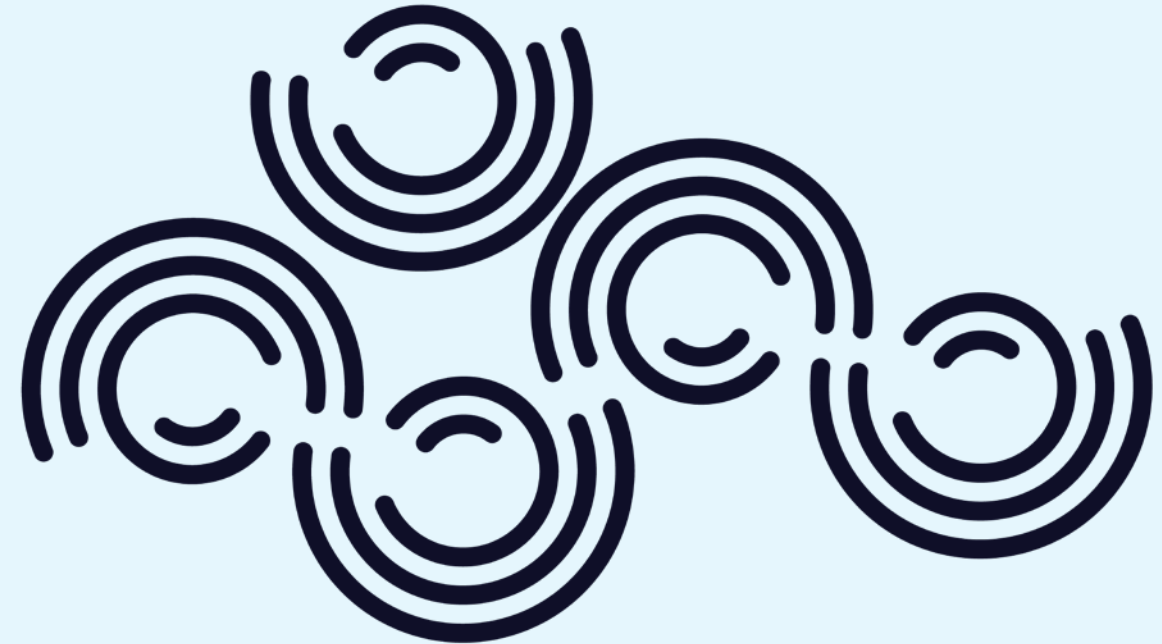
Please see the 'campaign examples' within this document for creative guidance.



Campaign Patterns.
Combination 2.



Campaign Patterns.
Combination 3.





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