



rotageek

Brand Book



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The Rotageek Brand

Introduction

The journey to now

Our purpose

Our culture

*A brand is a personification.
And anything it says, does, or implies, sets
the expectations and associations people
have of a company, its products and services.*

A brand was, once, little more than a window display. A visual signifier, a combination of curated one-liners and designs.

But today, a brand stretches beyond what meets the eye. It's everything that touches perception. From behaviour and belief through to products and partnerships.

Our job is to set the expectations we want by communicating them in everything we do. From the way we treat our employees to the way we service our customers.

Our job is to never let our actions stray from meeting these expectations.

The journey to now

In its original form, Rotageek was the answer to a question about A&E scheduling. For years, Chris, Nick and Roy worked hard on an NHS-ready version that would help solve a problem in Chris' A&E department.

But the NHS was too cumbersome, too static, and too rigid. Other companies weren't, and they had the same problems. They came knocking at Rotageek's door looking for a solution, not another vendor.



2006



2009



Five years and a startup accelerator later, what was once a tool for a single A&E department became a solution to an age-old, world-wide, cross-industry issue.

We realised that the problem of scheduling began not at the point of execution, but at the point of planning. It doesn't start with arbitrarily set opening hours and arbitrarily set shift lengths. The problem starts with "arbitrarily". We had to take a few steps back. We had to look at "why" before "how".

Today, the scope of our technology goes far beyond simple shift assignment. There's an ingrained curiosity in Rotageek's people and product. That, combined with cleverness and a significant amount of perseverance is what drives our innovation.

Our skill lies in asking the right questions and solving the right problems. Questioning the usual methods and rethinking them from scratch. Our tech doesn't bow to the old ways. It's not an evolution. It's a reinvention.



2014



2018

There's no fiction in our brand.
So, what's true of Rotageek?

Our tech

We don't apply old answers to long-standing problems.
We invent solutions.

Our team

We hire people who are, or will be, outstanding.
We put team before ego, and success before win.

Our client-relationships

Our clients are our partners. So are their employees.
We work hard to earn and keep their trust.

Our products

Our solutions impact people - not just business.
Our mission is to make our users' lives easier.

Our Purpose:

We don't manage problems
- we solve them.

Rotageek schedules people, not resources.

We're different to our competitors because we ask questions. We don't squeeze a million different problems into a single, one-size-fits-all solution.

Rotageek is intelligent. There's no gut-feel. No 'because we've always done it this way'. Rotageek makes decisions that are grounded on real information.

Our products are user interactive and personal. To us, employees aren't a resource - they're partners.

There's a point where employee wellbeing and good business operations maximise each other. That point is Rotageek's domain.

We're creating decision-making algorithms, and it's our responsibility to make sure they're as sustainable as they are effective. We're making technology that's compatible with organisations and the people they employ.

That helps our clients be more capable businesses, and their employees be more empowered.

Our Culture:

To us, culture is about diversity and alignment.

**How we act internally affects the way we're perceived externally -
for us culture and brand are two sides of the same coin.**

**The bedrock of our brand is our shared behaviours and beliefs -
everything our people are, our brand is too.**

If we don't put our culture into words, we'll struggle to define it. And then we'll struggle to encourage and maintain it.

So, in simple terms, what is our culture and how does this relate to our brand?

Our brand didn't appear from thin air.

At Rotageek, our business, values, and visions are shaped by our people. Our people, together, create a fusion of ideas, behaviours, and beliefs.

We call this culture.

Rotageek is

Curious / Caring / Not corporate /

Intelligent / Friendly / Focused /

Introspective / Proactive / Personal /

Fair / Transparent / Trustworthy /
Approachable / Honest / Humble /
Playful / Energetic / Exemplary / Bold



Brand Guidelines

Clean but not cold

Playful but not distracted

Focused but not fixated

Simple but not plain

Bold but not harsh

Specialist but not shortsighted

Tone of Voice and Copy

Why it matters

Guidelines

At Rotageek, we communicate in a way that reflects our character and values. Above all, our tone is: friendly, personal, helpful, honest and uncomplicated.

The way we communicate needs to convey who we are as a business. Anything else sets false expectations.

Firstly, everything we write or say gives our brand a voice. And it's important that we keep our tone consistent and recognisable across the business.

Secondly, authenticity helps attract the right people. Like clients who have

had enough of big, impersonal vendors. Or employees who want a passion project, not another 9 to 5 job.

We pay attention to detail.

We speak our minds quickly, concisely, and truthfully.

We don't use long, rambling sentences.

We don't use unnecessarily big and complex words.

We default to neutral, non-gendered language.

We're more 'friendly' less 'formal'.

In short, and in the words of Mark Twain, you should:

“ Say what [you are] proposing to say, not merely come near it.

Use the right word, not its second cousin.

Eschew surplusage.

Not omit necessary details.

Avoid slovenliness of form.

Use good grammar.

Employ a simple and straightforward style. ”

Logo Guidelines

Mark geometry

Logo construction

Clearspace & alignment

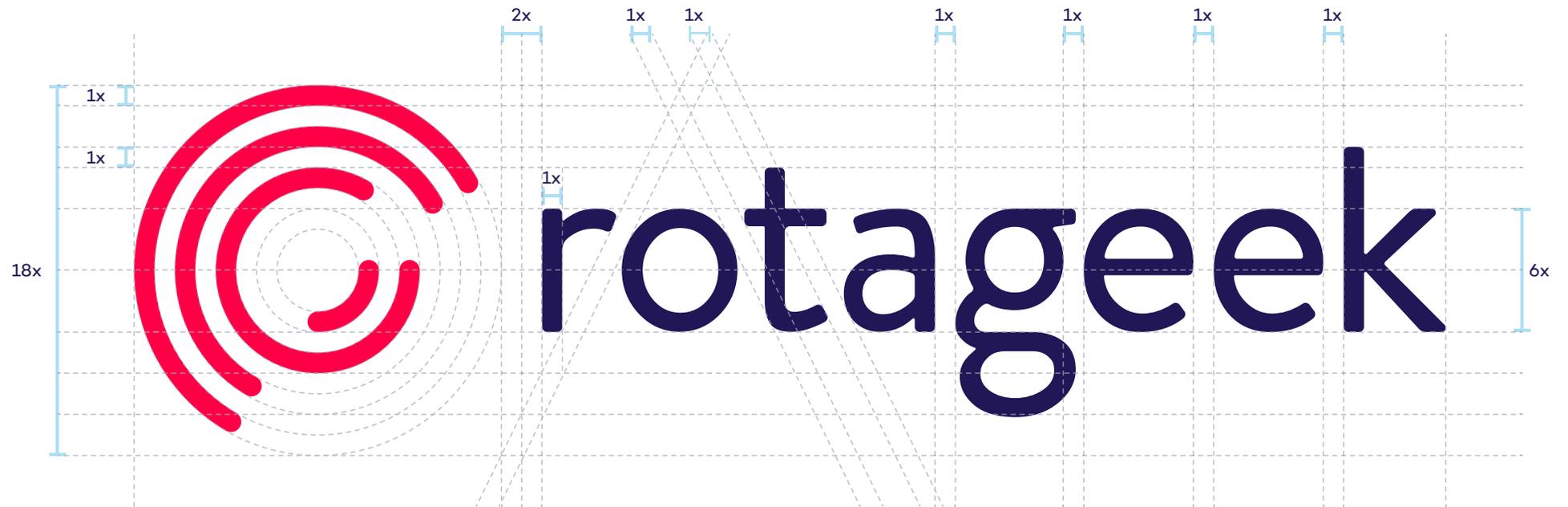
Correct logo usage

Unacceptable logo usage

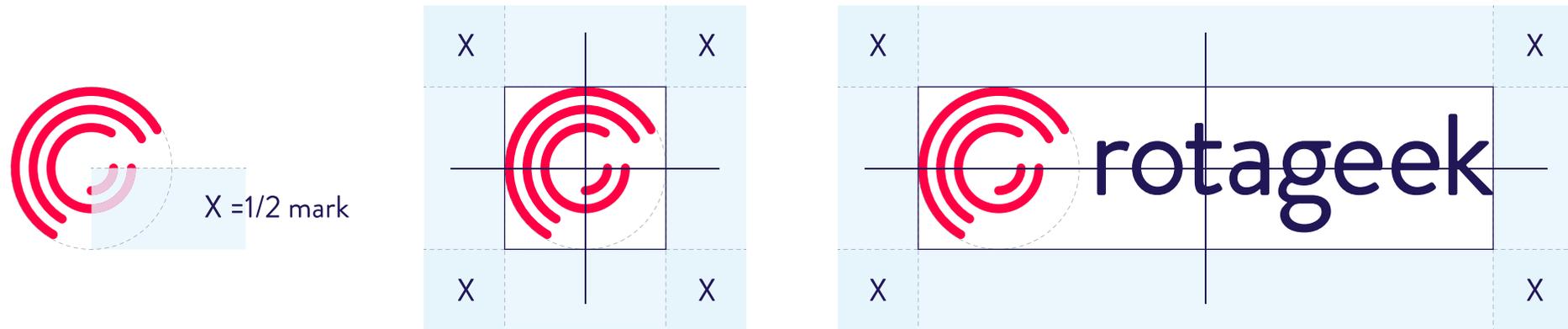
Mark geometry



Logo construction



Clearspace & alignment



The size of the X, seen above, is half the size of the Rotageek mark. It defines the clearspace around the mark and the logo. Both the mark and the logo should be aligned based on the blue rectangle around it, as seen above.

The logo and mark must always remain legible. Never exceed the following minimum sizes:

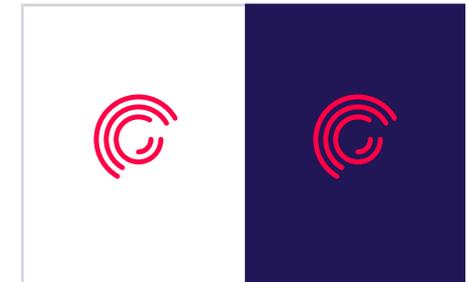
Minimum mark width: 24px (digital), 14mm (print)

Minimum logo width: 90 px (digital), 24mm (print)

Correct logo use



The default use of the logo is on a white background. This is the logo we use as often as possible. If you need to place the logo on a dark background then use our Deep Indigo background.



The mark alone can be used in special cases, but only on a white or Deep Indigo background. If no colour is available, then the logo should be either black or white - never grey.

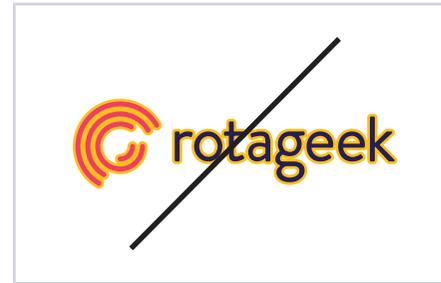
Unacceptable logo use



Do not use any unapproved colours for our logo.



Do not add a drop shadow.



Do not add a stroke.



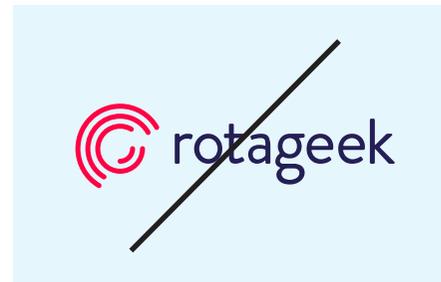
Do not use white or black on a Deep Indigo background.



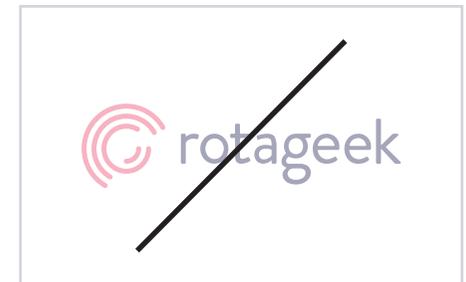
Do not move or re-align the mark with the logo type.



Do not frame the logo in a shape.



Avoid using the default logo on anything but a white background.



Do not change the opacity.

Core Colours

Ruby Red

Hex #FF0046

R	255	C	0%
G	0	M	99%
B	70	Y	67%
		K	0%
H	343		
S	100		
B	100		

Ruby Red should only be used for the logo and any title texts that need to stand out. As a general rule, this colour is too striking to be used as a background. Try to avoid doing so, but there will be some exceptions.

Do not use the colour for errors.

Deep Indigo

Hex #211656

R	33	C	100%
G	22	M	100%
B	86	Y	32%
		K	32%
H	249		
S	74		
B	33		

Deep Indigo should mainly be used for text headlines or for dark, high contrast backgrounds.

Do not use this colour for regular content text.

Web Blue

Hex #0441C6

R	4	C	91%
G	65	M	78%
B	198	Y	0%
		K	0%
H	220		
S	97		
B	77		

Web Blue should mainly be used to highlight interactive elements, such as links, buttons or selected states of UI elements.

Do not use this colour for regular text.

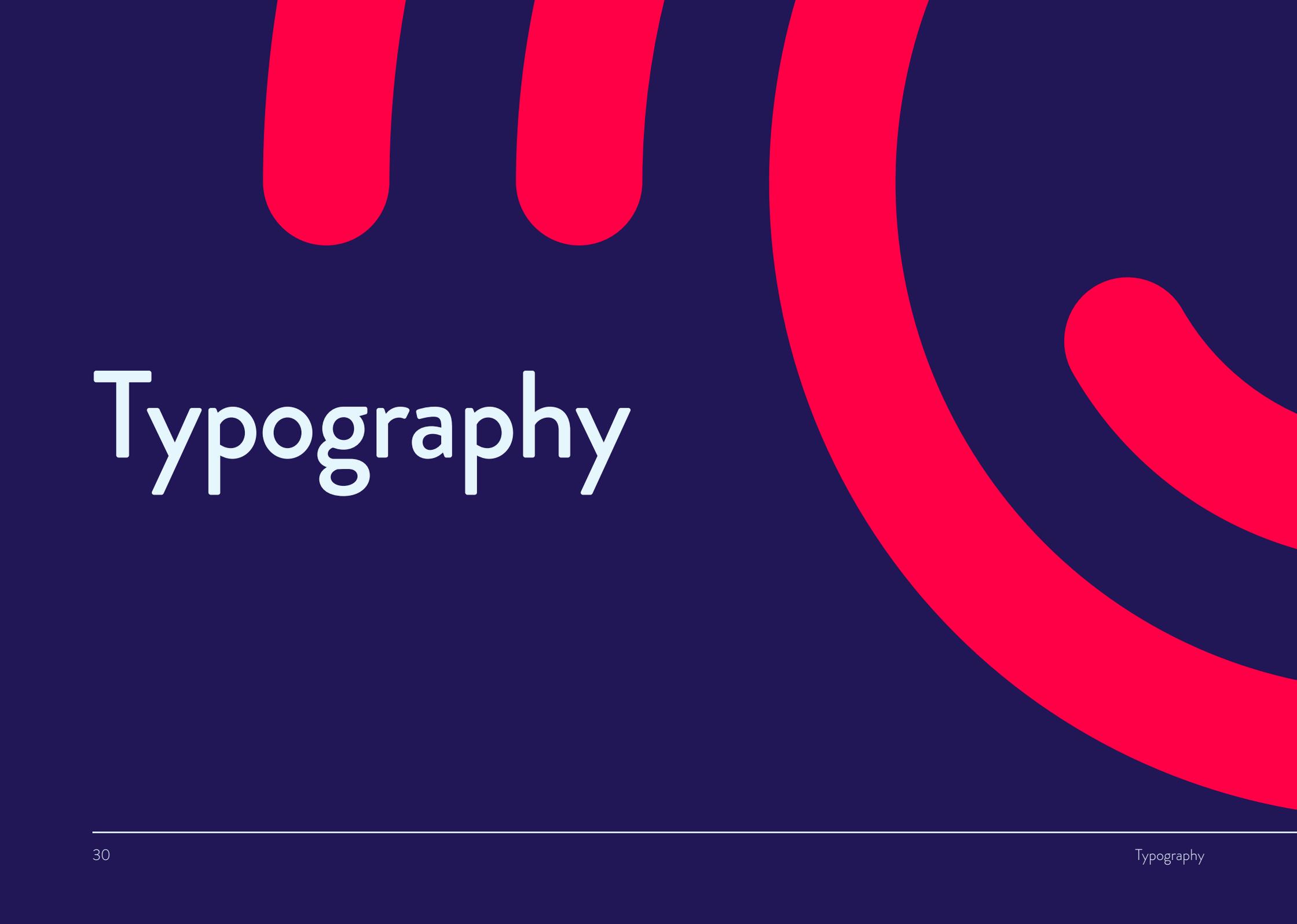
Baby Powder

Hex #E5F6FD

R	229	C	8%
G	246	M	0%
B	253	Y	0%
		K	0%
H	196		
S	9		
B	99		

Baby Powder should mainly be used as a background colour or for text which is positioned on a Deep Indigo background.

Do not use this colour for text on a white background.



Typography

Primary typeface

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Brandon Grotesque is our primary typeface. It should be used for any text that is not on the web-app. This includes documents, presentations and marketing materials.

Secondary typeface

Camphor Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Camphor Pro is our primary typeface for the web-app. Do not use this typeface for any copy that is not on the web-app.

Photography

Type of photography

Correct use of photography

Unacceptable use of photography



Great depth of field, natural light, unposed moments.

Our photographs should be light, energetic, warm. They should look natural and unstaged. Stay away from stiff stock photos. Try [Unsplash.com](https://unsplash.com) for free images that aren't so corporate.

Use fully saturated images and always use images in full colour. Whenever possible use photography with great depth of field in it, where the focus is on the subject.

Correct use of photography

When placing text over a photograph, always use the Deep Indigo background at 90% opacity. Never place text over a photograph without this background.

You can place the Deep Indigo background anywhere on the photograph, but make sure it never covers the focused object of the image.

The Deep Indigo area can reach all the way to the edges of the photo (as seen on the right), or it can be positioned within the photograph (as the photo on the next page shows).

Always use our Baby Powder colour for text that sits on a Deep Indigo background - never white.



Rotageek effectively and fairly schedules staff to meet customer demand

Rotageek uses intelligent technology to turn data inputs into actionable information. This way, your managers know how many employees are needed for every 30 minute period.



Rotageek effectively and fairly schedules staff to meet customer demand

Rotageek uses intelligent technology to turn data inputs into actionable information. This way, your managers know how many employees are needed for every 30 minute period.

Unacceptable use of photography



Avoid using black and white photographs.



Avoid using partially coloured photographs.



Avoid using faded or washed out photographs.



Avoid using stock images.



Version 1.0 - February 2018