Intelligent Assistant

BRAND GUIDELINES

Brand Messaging & Visual Identity | 2025



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BRAND GUIDE PURPOSE

What is a Brand Guide?

A brand guide is a crucial tool that ensures consistency and professionalism across all touchpoints of a company's communication and visual identity. It outlines the correct usage of key brand elements– such as the logo, color palette, typography, and tone of voice–so that everyone, from internal teams to franchisees, can represent the brand in a unified way.

Purpose of a Brand Guide

The brand guide acts as a blueprint for maintaining a consistent and recognizable brand. It provides clear instructions on how to apply brand elements in various settings, ensuring that the brand is always presented cohesively, no matter who is working with it.

Why It Matters

Consistency in branding builds trust and recognition. By following the brand guide, everyone–from employees to franchisees–contributes to a strong, cohesive brand that reflects professionalism and reliability across all interactions.

01

BRAND PULSE

1.1 About The Brand

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ABOUT THE BRAND

Intelligent Assistant is redefining how modern businesses manage their daily operations through seamless automation, smart integration, and human-centered technology. Designed to simplify complex workflows, Intelligent Assistant empowers teams to focus on what matters most – growth, service, and innovation.

As part of the Intelligent Office ecosystem, we bring together decades of experience in business operations, franchise support, and digital transformation to create intelligent tools that make work smarter, not harder.

Our mission is simple: to help people work better, faster, and more efficiently – wherever they are.



POSITIONING

Positioning Statement:

Unlike typical virtual assistant services, Intelligent Assistant extends the Intelligent Office experience by helping small businesses handle calls, scheduling, and client communication with local professionalism and care. Together, Intelligent Office and Intelligent Assistant create a unified system that helps entrepreneurs work smarter, stay local, and focus on growth.

Positioning Description:

Intelligent Assistant brings the same trusted local support of Intelligent Office into the virtual world. While Intelligent Office offers workspace and on-site services, Intelligent Assistant delivers people-powered virtual support – answering calls, scheduling, and managing customer needs from anywhere. It's the friendly, reliable connection that keeps small businesses running smoothly and professionally.



UNIQUE SELLING PROPOSITIONS

Connected to IO

A natural extension of the Intelligent Office experience – consistent, local, and reliable.

Human + Tech Support

Real people supported by smart systems ensure every client call or task is handled with accuracy and empathy.

Local Expertise, Virtual Reach

Combines local understanding with nationwide service coverage.

Professional Brand Experience

Delivers polished, professional communication that builds client trust and credibility.

Scalable for Franchisees

Real people supported by smart systems ensure every client call or task is handled with accuracy and empathy.

BRAND STORY

Intelligent Assistant was born from the success of Intelligent Office – created to bring the same trusted, professional service beyond the physical workspace. Business owners needed more than a place to work; they needed a reliable partner to help them stay connected to their clients wherever they were.

By combining technology with human warmth, Intelligent Assistant bridges the gap between virtual efficiency and personal connection. It's not just a service – it's an extension of your office, your brand, and your team. Together, Intelligent Office and Intelligent Assistant give entrepreneurs the freedom to focus on growth while knowing every detail is handled with care.



BRAND VOICE

Voice Principles:

- **Helpful:** Speaks like a trusted colleague who's always ready to assist.
- **Professional:** Clear, confident, and respectful – never robotic or overly formal.
- **Human:** Friendly and approachable, bringing warmth to every message.
- **Local:** Grounded in real relationships and community connection.

Tone Guidelines:

- **When informing** → Straightforward, concise, and practical.
- **When supporting** → Encouraging and reassuring, offering confidence and clarity.
- **When promoting** → Positive and proud, highlighting how Intelligent Assistant makes business simpler and more human.
- **When communicating with franchisees** → Collaborative and empowering, showing shared purpose and partnership.

02

VISUAL IDENTITY

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Visual Identity

Logo Family

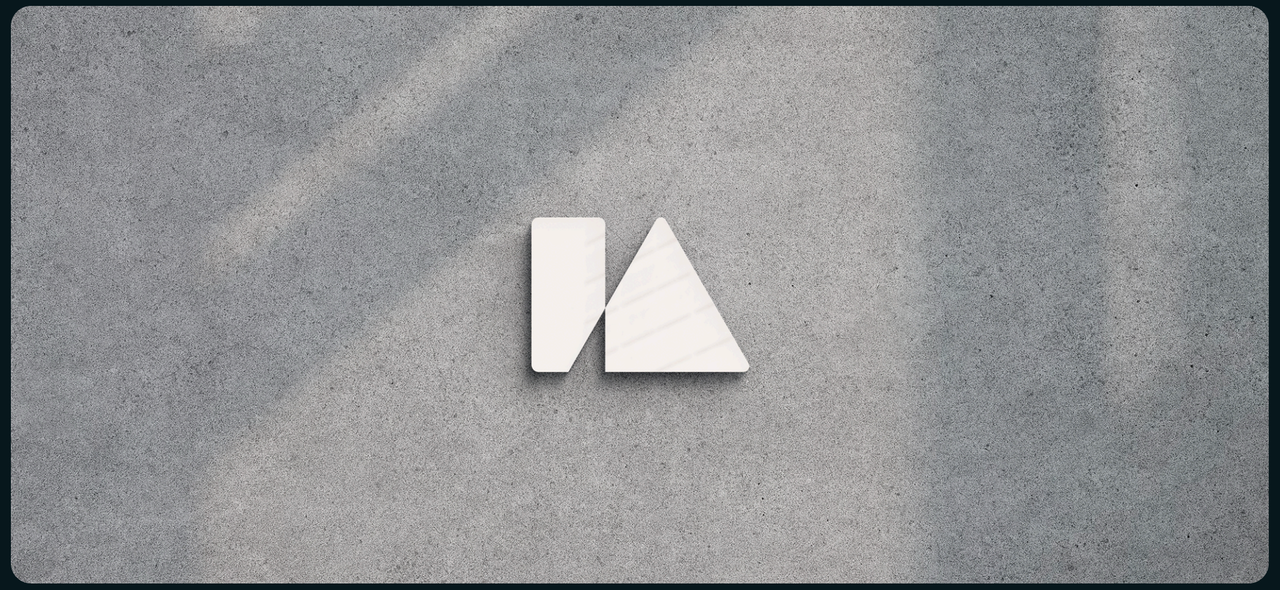
This logo family is a structured system of related logo variations designed to maintain a cohesive brand identity across multiple applications. It includes different logo formats, orientations, and styles that ensure adaptability while preserving the brand’s core visual identity.












Intelligent
Assistant
Full Name
Position
(123) 456-7890
full.name@intelligentassistant.com
@intelligentassistant


Intelligent
Assistant

Visual Identity

Color Palette

Tip: *Avoid overusing accents, mixing too many secondary colors, or neglecting contrast for readability. Stick to the approved palette, using primary tones like Powder White for dominance and accents sparingly for balance.*

Primary Palette

Deep Black

HEX: #07171C

Sky Blue

HEX: #E9F5F8

Pure White

Hex: #FFFFFF

Accent Color

Blue Steel

HEX: #4D7079

Visual Identity

Brand Typeface

Garet is our primary font and the main typeface that represents our brand. It’s sophisticated and eye-catching, making it perfect for headlines, titles, and other important text that grabs attention.

This section explains how to use Garet in our designs to create a strong and consistent look. By using this font for key elements, we can make sure our brand feels unique, professional, and memorable.

Garet

Headings, subheadings, titles, body, captions, and buttons.

Aa

Garet Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Weights

Aa Aa **Aa** **Aa**

Visual Identity

Typography Guidelines

Follow said guidelines to build brand consistency across all platforms, whether that be digital or print.

Garet Bold — **HEADER 1**

Garet Bold — **Header 2**

Garet Regular — Header 3

Garet Regular — Header 4

Garet Regular — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Visual Identity

Imagery

All imagery should reflect the brand’s tone and values—authentic, high-quality, and purposeful. Use photos that feel natural and aligned with our messaging, avoiding overly staged or generic stock images.

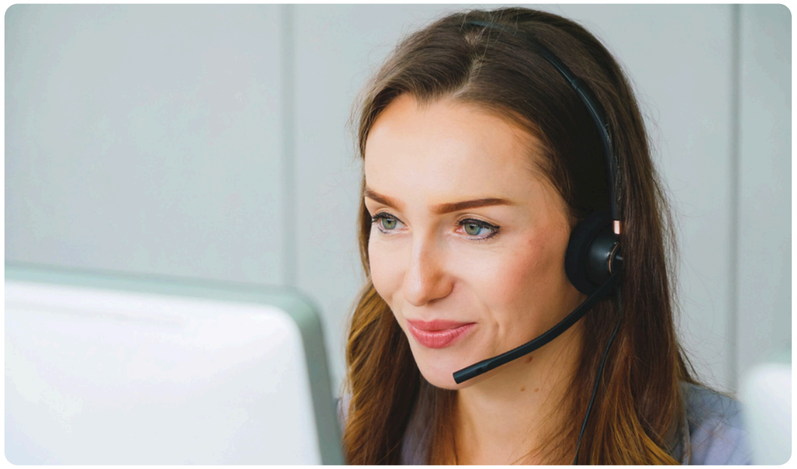
Visuals should support the brand story, evoke the right emotions, and maintain a consistent look across all platforms.













YOUR BUSINESS EXTENSION



Intelligent Assistant



Intelligent Assistant

BIG RED JELLY

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