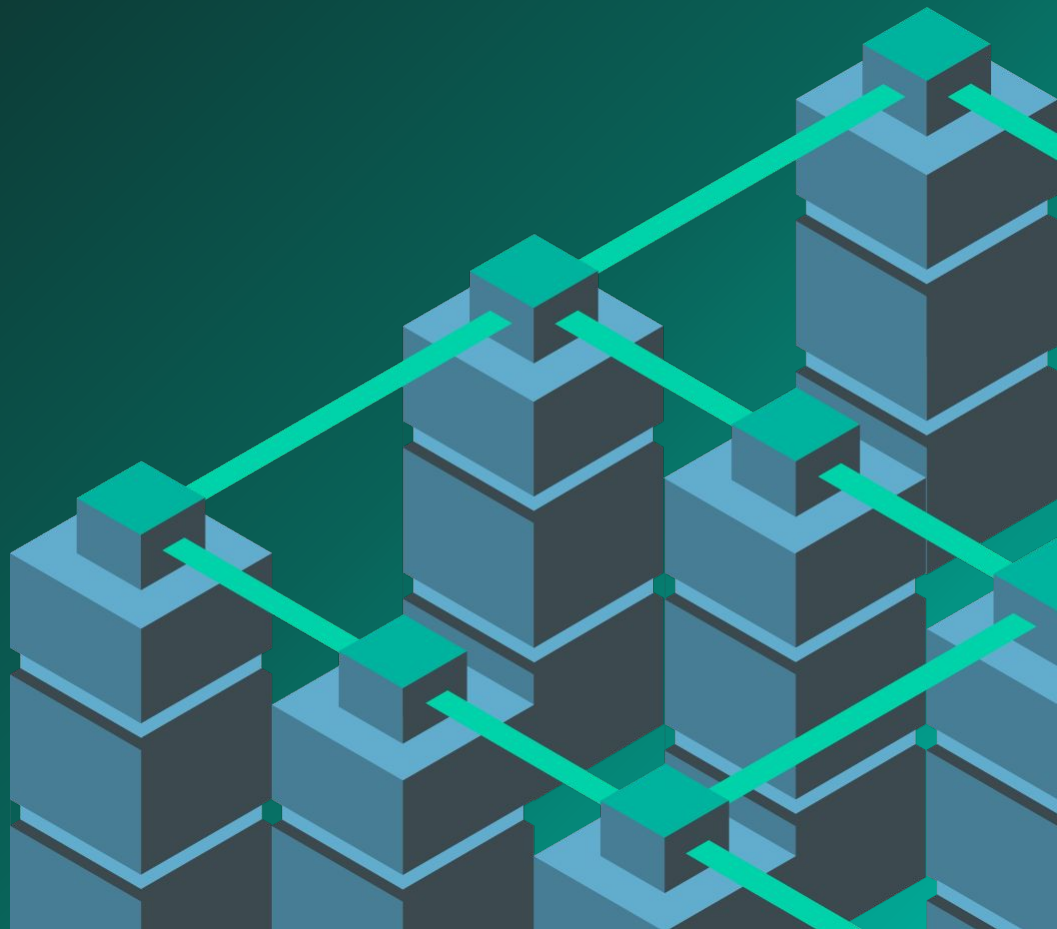


LAYER5

Expect more from your infrastructure

Brand Guide

The bits and pieces of what makes Layer5 who we are.



Where to Find Everything

OUR BRAND

3

Forward	4
Introduction	6
Our Vision	7
Our Mission	8
Our Core Benefit	9
Things We Deliver	10
Our Audience	11
Our Character and Voice	12
Cultural Cheat Sheet	13
Brand Consistency	14

COLOR PALETTE, FONTS, AND LOGOS

15

Standard Color Palette	16
Expanded Digital Color Palette	18
Web Button Color Palette	20
Typeface	22
Type Uses	23
Font Usage Alternative	27
Corporate Logos	28
Corporate Logos Misuse	32
Layer5 Logos	34
Project Logos	35
Community Logos	39
Logos Fitted for Social Media Profiles	41

ICONS AND PATTERNS

43

Product Icon Set - Meshery	44
Product Icons: Misuse	45
Icon Styling	46

LAYER5 MASCOT

47

IMAGERY

49

Photography Guidelines	50
Photo Treatment	53
Illustration Guidelines	54

OUR VOICE

55

Tones	57
Tones Breakdown "Awareness-Driving"	59
Tones Breakdown "Informational"	60
Tones Breakdown "Transactional"	61

LEGALITIES

62





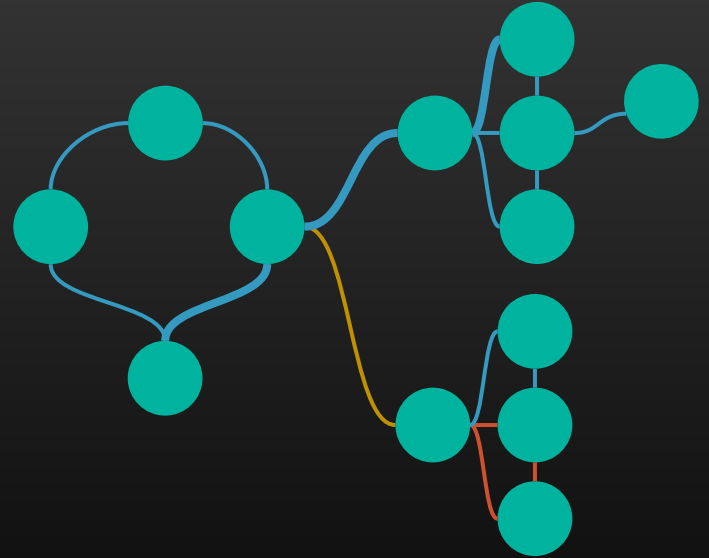
Our Brand

We're like no other company
in the world.

Here's how we keep it that way...

“A brand is an idea that you stand for, expressed through your culture, and made real by what you do.”

— Lee Calcote
Founder, Layer5



LAYER5

ENABLER OF

```
graph TD; A[ENABLER OF] --- B[Engineers]; A --- C[Business]; A --- D[Speed];
```

Engineers

Business

Speed



Here's how we do it together...

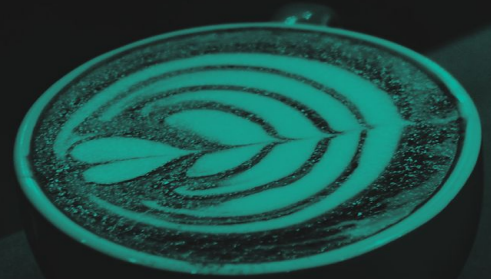
You get to play a vital role in the lives of engineers all over the world, every day. That's pretty cool.

Our Vision



What gets us going in the morning?

Mostly caffeine. That, and a passion to move technology forward, with imagination, and a vision to transform the cloud native ecosystem like no other company out there.



Our Mission



**Solve
problems.**

**Make Cloud
Native simple.**

**Earn trust
like crazy.**

We never stop thinking about the world of cloud native and show up everyday to make the lives of engineers better. How? We keep our eyes and ears open. We engage. We make it our business to know what sets their hair on fire—and then we use those real-world insights to inform our solutions and help them succeed like nobody else.

That lands us at thoughtfully designed products that focus on the user, eliminate complexity, reduce costs, scale, and evolve to meet the ever-changing needs of engineers. And when you do that, those tangible differences make people better at what they do, which is how we build trust. That's our magic, our mission—it's what we do.

Our Core Benefit



Like joining forces with the Rebel Alliance, only better.

We equip our people with what they need to take on any battle they may face. Our products are guided by input from all walks of technology and engineered to fix real problems.

We reduce unnecessary complexity and set our sights on making intuitive, easy-to-use products. Every powerful tool we make is ready to go, right out of the box.

Whether you're managing 10 services or 100,000, we scale with you and help you solve problems faster and more completely. And regardless of where your infrastructure lives, on-premises or in the cloud, we offer a collaborative cloud experience that you won't find anywhere else.

We reduce unnecessary complexity and set our sights on making intuitive, easy-to-use products.

Cheat Sheet

Our Vision, Mission, and Benefits Recap



Things we deliver

PRODUCTS shaped by cloud native engineers

EASY to find, try, and buy

READY to use out of the box

FULLY FUNCTIONAL from the start

USEFUL RIGHT NOW and into the future

SCALABLE to grow with you

SOLVE any problem today

Our Audience



“I could build this, but why would I?”

Our customers are smart, savvy, strong-willed, and witty. There's no problem out there they won't take on. Most are capable of engineering their way out of any challenge. But, they know a well-engineered solution doesn't hurt either.

We give engineers the tools they need, then get out of their way and let them be the experts they know they are.

Deep down, they have a fascination with technology, and when they're not solving problems in their command and control center, they're probably testing out a new hack, contributing to open source projects, or studying new technology.



Our Character and Voice



We're the go-to engineer in the other Slack channel.

We're a **technically astute** and **trusted cohort**, who is likeable-smart. We're positive. Collaborative. Logical. Engaged. We pay it forward. We do the right thing. Having spent time in the trenches, before you arrived, we know a thing or two about solving advanced problems. We share the good, the bad, and the ugly—and always call it like we see it.

We earn the right to speak with our customers, but never at them.

Drop by our workspace with a problem and we'll troubleshoot it. Together, we will dig in and solve it. Engineer-to-engineer, we keep it conversational.

Cultural Cheat Sheet



**Our voice is that of
a trusted expert:**

TALK WITH YOU, never at you

TECHNICAL, but uncomplicated

WITTY, but not arrogant

NERDY, but cool in our own way

Occasionally **SARCASTIC**, but just to keep you on your toes

FUN, but always credible

EXPERT, but open and approachable

Brand Consistency



And now, what to do with that torch you're carrying...

If you work, intern, or contribute at Layer5, you play an important role in how our company and community values are expressed. You influence how we are perceived. Earning and keeping trust is ultimately what leads to success, and a big part of that is brand consistency.

We want people to recognize us, remember us, and know what we stand for. If we are consistent and authentic in how we communicate, and it's felt in every interaction, then the hard part is over.

Being deliberate and consistent with our brand tone, and our look and feel, helps us strengthen and solidify who we are.

By showing people the authentic "us" over time, we build goodwill, bonds, and lasting relationships that help keep the green five blazing strong.



Color Palette, Fonts, and Logos

Rules around how make things look pretty

Standard Color Palette



Lots of whitespace is a good thing



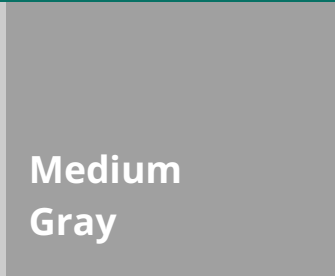
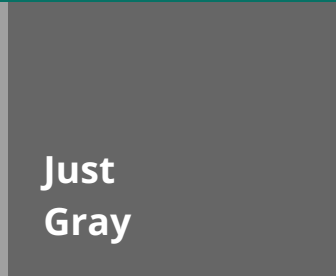
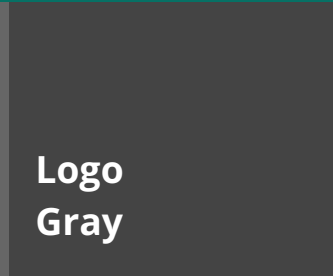
Charcoal	Keppel	Caribbean Green	Teal Blue	Saffron	Dark Jungle Green
HEX #3C494E	HEX #00b39f	HEX #00d3a9	HEX #477e96	HEX #ebc017	HEX #1e2117
RGB 60, 73, 78	RGB 0, 179, 159	RGB 0, 211, 169	RGB 71, 126, 150	RGB 235, 192, 23	RGB 30, 33, 23
CMYK 23, 6, 0, 69	CMYK 100, 0, 11, 30	CMYK 100, 0, 20, 17	CMYK 56, 0, 10, 0	CMYK 0, 18, 90, 8	CMYK 9, 0, 30, 87

Standard Color Palette



Lots of whitespace is a good thing

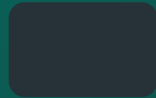
This is the Neutral Gray family

				
Ghost Gray	Light Gray	Medium Gray	Just Gray	Logo Gray
HEX #eeeeee	HEX #cccccc	HEX #a1a1a1	HEX #666666	HEX #444444
RGB 238, 238, 238	RGB 204, 204, 204	RGB 161, 161, 161	RGB 102, 102, 102	RGB 68, 68, 68
CMYK 0, 0, 0, 7	CMYK 25, 21, 21, 0	CMYK 40, 32, 32, 0	CMYK 48, 41, 40, 4	CMYK 71, 63, 55, 22

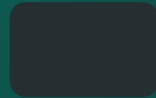
Expanded Digital Color Palette



These “Additional Colors” are for use ONLY in charts and graphs when all “Standard Color Palette” are in use and more colors are needed to represent the data.



Hex: #263238
RGB: 38, 50, 56



Hex: #252E31
RGB: (37, 46, 49)



Hex: #51636B
RGB: 81, 99, 107



Hex: #00382D
RGB: 0, 56, 45



Hex: #006B56
RGB: 0, 107, 86



Hex: #05FFCD
RGB: 5, 255, 205

Please use the approved color palettes before moving to shades of the colors. First preference is the “Standard Color Palette” followed by the “Additional Color Palette”.



Hex: #677E88
RGB: 103, 126, 136



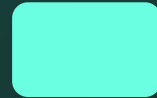
Hex: #8297A0
RGB: 130, 151, 160



Hex: #9FAFB6
RGB: 159, 175, 182



Hex: #38FFD7
RGB: 56, 255, 215



Hex: #6BFFE2
RGB: 107, 255, 226



Hex: #9EFFEC
RGB: 158, 255, 236

Only if you need additional colors should you use shades of the color palettes.



Hex: #BCC7CC
RGB: 188, 199, 204



Hex: #D9E0E2
RGB: 217, 224, 226



Hex: #F6F8F8
RGB: 246, 248, 248



Hex: #D1FFF6
RGB: 209, 255, 246

Expanded Digital Color Palette



These “Additional Colors” are for use ONLY in charts and graphs when all “Standard Color Palette” are in use and more colors are needed to represent the data.



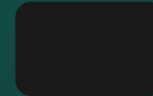
Hex: #294957
RGB: 41, 73, 87



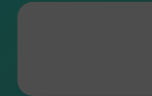
Hex: #396679
RGB: 57, 102, 121



Hex: #639CB5
RGB: 99, 156, 181



Hex: #1A1A1A
RGB: 26, 26, 26



Hex: #4D4D4D
RGB: 77, 77, 77



Hex: #666666
RGB: 102, 102, 102

Please use the approved color palettes before moving to shades of the colors. First preference is the “Standard Color Palette” followed by the “Additional Color Palette”.



Hex: #86B2C6
RGB: 134, 178, 198



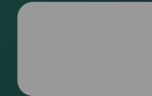
Hex: #A8C8D6
RGB: 168, 200, 214



Hex: #cbdee6
RGB: 203, 222, 230



Hex: #808080
RGB: 128, 128, 128



Hex: #999999
RGB: 153, 153, 153

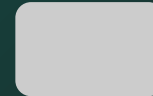


Hex: #B2B2B2
RGB: 178, 178, 178

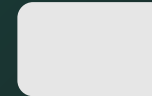
Only if you need additional colors should you use shades of the color palettes.



Hex: #EEF4F7
RGB: 238, 244, 247



Hex: #CCCCCC
RGB: 204, 204, 204



Hex: #E6E6E6
RGB: 230, 230, 230

Web Button Color Palette



Green Links & Buttons

DEFAULT

HOVER

HEX:
#00b39f

HEX:
#00d3a9

Yellow Links & Buttons

DEFAULT

HOVER

HEX:
#ebc017

HEX:
#ead07d

Web Button Color Palette



Green Links & Buttons

Use cases for green links and buttons

For those loud and proud primary call-to-action buttons, use Click Me Green — on the box and nowhere else.

Primary Color

BUY NOW

DOWNLOAD FREE TRIAL

TRY IT FREE

DOWNLOAD FREE TOOL

DOWNLOAD NOW

Yellow Links & Buttons

Use cases for yellow links and buttons

Button colors should match the corresponding buttons in creative banners.

Secondary Color

READ MORE

WATCH NOW

REGISTER NOW

FREE eBOOK

LEARN MORE

FREE WHITE PAPER

DOWNLOAD INFOGRAPHIC

Typeface



The Quick Brown Fox
Jumps Over The Lazy Dog

Qanelas Soft

Used for:
Headings, Subtitles, Callouts, Call to Action

Prefer to use the Open Sans family as our general typeface in all media with use of Qanelas Soft as the typeface for headings.

The Quick Brown Fox
Jumps Over The Lazy Dog

Open Sans

Used for:
Body, Paragraph, General content

We do not currently use any serif fonts.
(Serifs are those fancy little lines attached to the ends of a letter in fonts like Times or Courier.)

Type Uses



QANELAS SOFT

For Desktop

Heading 1

Qanelas Soft / Bold / 50px

Heading 2

Qanelas Soft / Bold / 34px

Heading 3

Qanelas Soft / Bold / 28px

Heading 4

Qanelas Soft / Bold / 24px

Heading 5

Qanelas Soft / Bold / 21px

Type Uses



QANELAS SOFT

For Mobile

Heading 1

Qanelas Soft / Bold / 34px

Heading 2

Qanelas Soft / Bold / 28px

Heading 3

Qanelas Soft / Bold / 24px

Heading 4

Qanelas Soft / Bold / 21px

Type Uses



OPEN SANS

For Desktop

Body 1

Open Sans / Regular / 21px

Body 2

Open Sans / Regular / 18px

Body 3

Qanelas Soft / Bold / 16px

Large Caption

Qanelas Soft / Bold / 15px

Medium Caption

Qanelas Soft / Bold / 14px

Small Caption

Qanelas Soft / Bold / 12px

Type Uses



OPEN SANS

For Mobile

Body 1

Open Sans / Regular / 17px

Body 2

Open Sans / Regular / 16px

Body 3

Open Sans / Regular / 15px

Large Caption

Qanelas Soft / Bold / 12px

Medium Caption

Qanelas Soft / Bold / 11px

Font Usage - Alternative



Where **Open Sans** is not universally supported, use alternate sans serif typefaces

Use cases include PowerPoint Headers

Arial *Arial Italic* **Arial Bold** ***Arial Bold Italic***

Use cases include email signatures, Comms and PowerPoint body copy

Calibri **Calibri**

For non-Latin languages use Noto Sans

Montserrat **Montserrat** ہیلو

Corporate Logos



Clear Space and Alignment

We always want to protect the integrity of the Layer5 identity. That means leaving adequate space around the logo and getting the colors right.

Clear space zone dimensions for the full logo are determined by the height of the 'L' in Layer5

Imagine our logo with a bumper. No edges or objects inside the dotted lines.



The "5" mark is always placed exactly the same distance and height as any other letter in relation to the text.

Corporate Logos

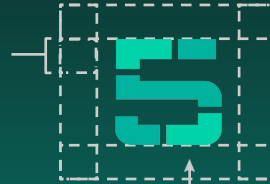


Clear Space and Alignment

Clear space zones refer to the minimum distance between our logo and the edge of a container, surface, text, or imagery.

We'll cover other styles, do's (and don'ts) in the pages ahead.

Clear space zone dimensions for the mark only are equivalent to the distance between the topmost point and the furthest left point



TBD: The registration [®] mark is part of the logo, so always check to make sure it's included, never to be moved or scaled.

Corporate Logos

Graphic Styles

The preferred style for the Layer5 logo is our 2-color version with the green five.

However, when that is not possible, the following examples illustrate acceptable versions.



1-color, black

Logo Dark Gray

Pantone (PMS):

CMYK: 7, 2, 0, 69

HEX: #3c494f

RGB: 60, 73, 79



1-color, neutral gray family

Layer5 Dark Green

Pantone (PMS):

CMYK: 70, 0, 8, 30

HEX: #00b39f

RGB: 0, 179, 159



1-color, white

Corporate Logos

Graphic Styles



The preferred style for the Layer5 logo is our 2-color version with the green five.

However, when that is not possible, the following examples illustrate acceptable versions.



2-color, reverse white and 5 green mark ONLY on dark neutral background



1-color, reverse white on dark neutral or colored backgrounds



1-color, reverse white on dark neutral or colored backgrounds

Corporate Logos - Misuse



These common mistakes undermine the integrity of our identity.

Put simply: don't alter the logo in any way, shape, or form.

If you still have questions, please contact:
brand@layer5.io



X **DO NOT** distort, skew, or stretch.



X **DO NOT** rotate, reposition, or scale elements.



X **DO NOT** stack or rearrange.

Corporate Logos - Misuse



Some more examples

LAYERS 

- X DO NOT** use alternative fonts.

LAYER 

- X DO NOT** use alternative colors, even the brand colors.

LAYERS  

- X DO NOT** place on background textures, patterns. Avoid non-brand colors in background when possible.

LAYERS 

- X DO NOT** add special effects or drop shadows.

LAYER 

- X DO NOT** use outlines or strokes.



- X DO NOT** insert the logo in a sentence, add elements, or combine with other text/imagery that violate the clear space zone

Layer5 Logos



All logos in our portfolio are handled just the same as the other.

LAYER5

LAYER5

LAYER5

DO NOT change the font, alignment or size relationships of any elements in the logo lockup.



Project Logos



Meshery and Service Mesh performance

All logos in our portfolio are handled just the same as the other.

Meshery



MESHERY



MESHERY



DO NOT change the font, alignment or size relationships of any elements in the logo lockup.

Service Mesh Performance

Project Logos



Image Hub, Meshery Operator and MeshSync

All logos in our portfolio are handled just the same as the other.

Image Hub



Meshery Operator



MeshSync



DO NOT change the font, alignment or size relationships of any elements in the logo lockup.

Project Logos



Service Mesh Patterns, and Meshmark

All logos in our portfolio are handled just the same as the other.

Service Mesh Patterns



PATTERNS



PATTERNS



PATTERNS



PATTERNS

MeshMark



MESHMARK



MESHMARK

MESHMARK



MESHMARK

MESHMARK

DO NOT change the font, alignment or size relationships of any elements in the logo lockup.

Project Logos



NightHawk and MeshMap

All logos in our portfolio are handled just the same as the other.

NightHawk

MeshMap

DO NOT change the font, alignment or size relationships of any elements in the logo lockup.



Community Logos



MeshMate

All logos in our portfolio are handled just the same as the other.

DO NOT change the font, alignment or size relationships of any elements in the logo lockup.



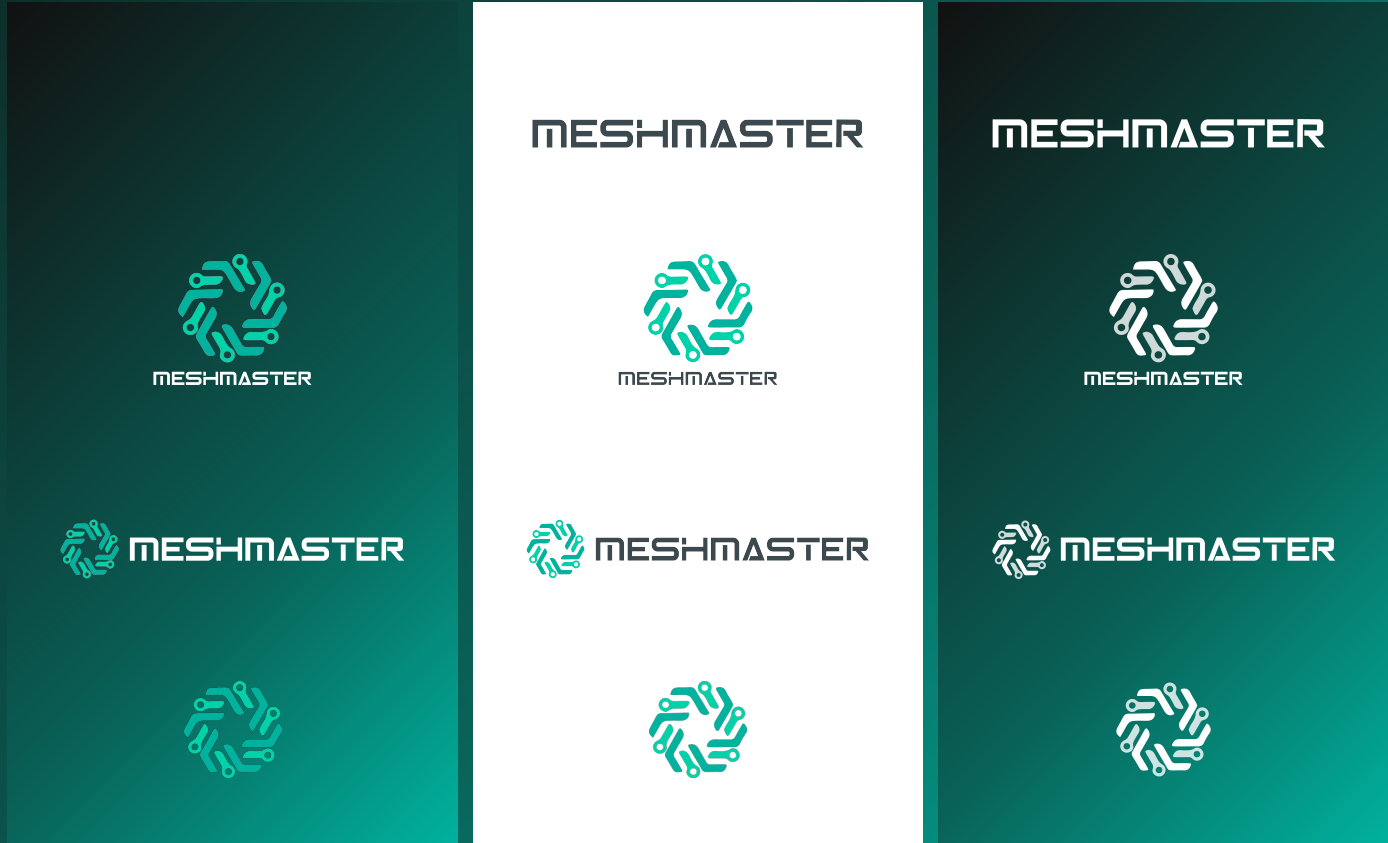
Community Logos



MeshMaster

All logos in our portfolio are handled just the same as the other.

DO NOT change the font, alignment or size relationships of any elements in the logo lockup.



Logos fitted for Social Media Profiles



Twitter

MESHERY



LAYER5

LinkedIn

LAYER5



LAYER5

Logos fitted for Social Media Profiles



YouTube

The logo for 'LAYER S' is displayed on a dark grey rectangular background. The word 'LAYER' is in white, uppercase, sans-serif font. The letter 'S' is in a teal color and has a stylized, blocky design with a white outline.

LinkedIn Group

The logo for 'MESHES' is displayed on a dark grey rectangular background. The word 'MESHES' is in white, uppercase, sans-serif font. The letter 'S' is in a teal color and has a stylized, blocky design with a white outline.



Icons and Patterns

Because sometimes the little things make a big difference

Product Icons



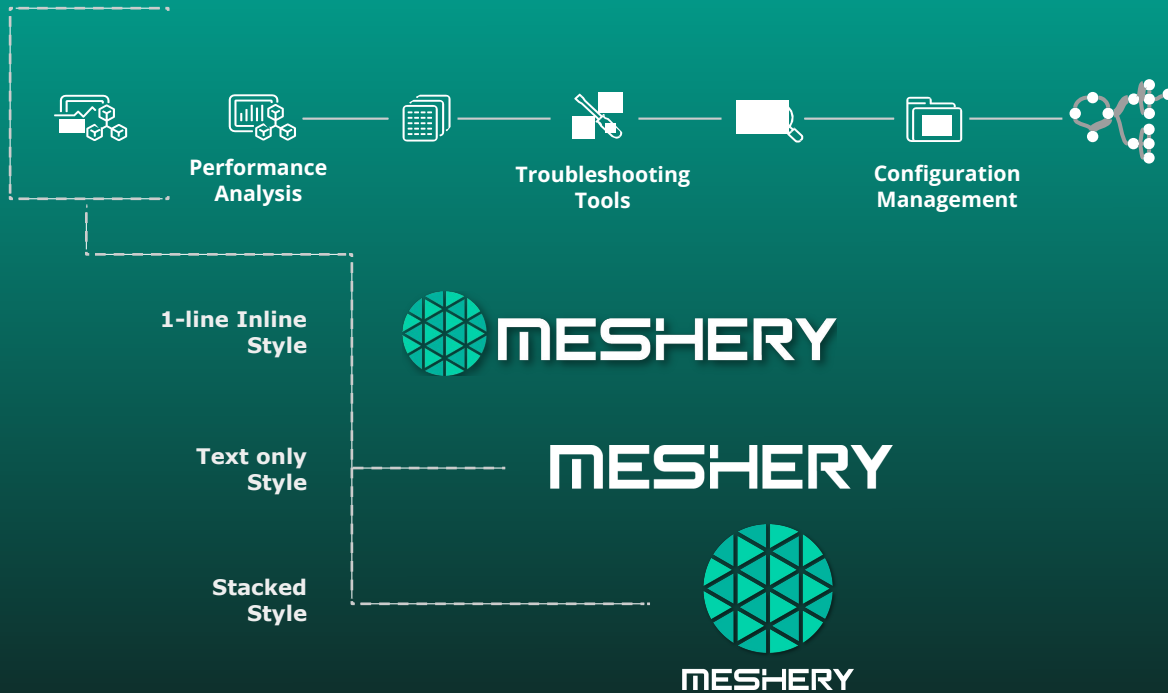
We've built an icon set to enhance the portrayal of our products.

Important to note: These icons are not logos.

This means...

- » They should not be joined together with any part of the Layer5 logo.
- » There are no set requirements for the spacing between the icon and product name

Please only use the product icons on our websites. Using these on your branded marketing materials falls outside the 90/10 rule (please see the next section for more on this).



Product icons can be used in any brand color.

Product Icons: Misuse



We also have guidelines for how these icons are used across your promotional materials.

Please don't alter these icons in any way, shape, or form.



X DO NOT distort, skew, or stretch.



X DO NOT include if our partner logo isn't somewhere else on the page of material



X DO NOT remove the registered trademark symbol.

font

X DO NOT use alternative fonts.



X DO NOT remove or add elements to the icons.



X DO NOT place on background textures, patterns. Avoid non-brand colors in background when possible.



X DO NOT use in any color other than a Layer5 brand color.



X DO NOT add special effects or drop shadows.



X DO NOT use outlines or strokes.

Icon Styling



Project icons and product icons follow the same visual guidelines.

Each icon is designed to correspond with the name/label in a simple, scientific-yet-fun style.



We use horizontal strokes to reinforce the relationship between products and product functions.



Each should resemble the rest of the set in terms of stroke weight, corner styles, negative space, and overall size.



Brand colors may be used interchangeably





Layer5 Mascot

Layer5 Mascot



Meet our Layer5 Mascot

They are a helpful, playful and an ever-present friend who's always willing to help you figure out your way around the Layer5 universe.

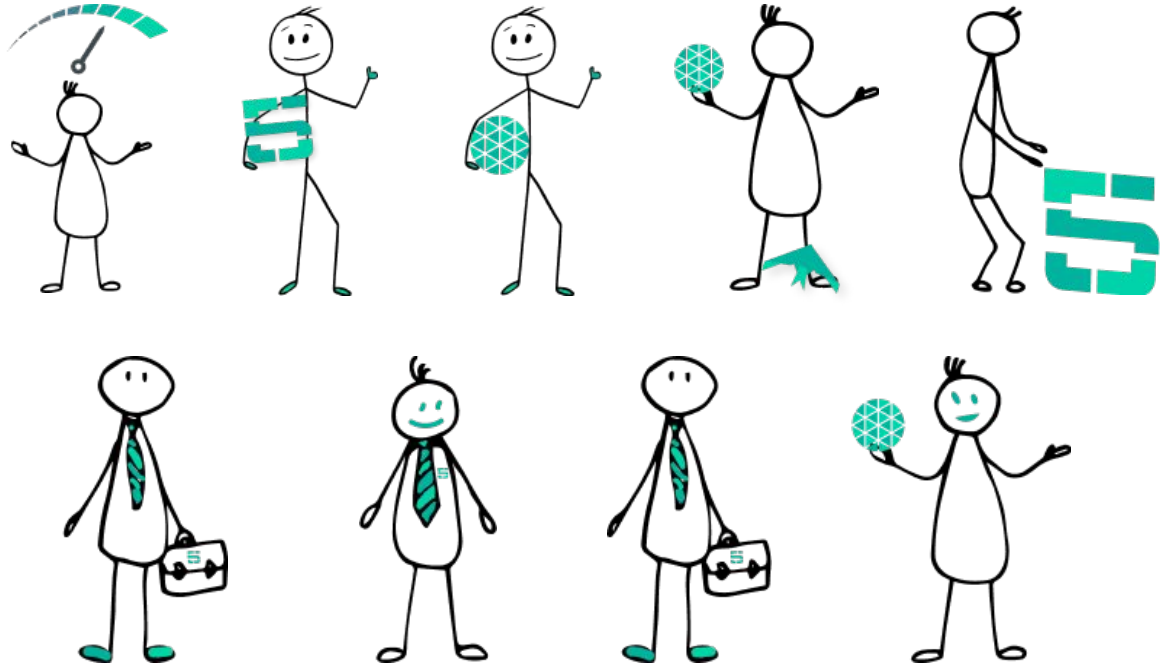


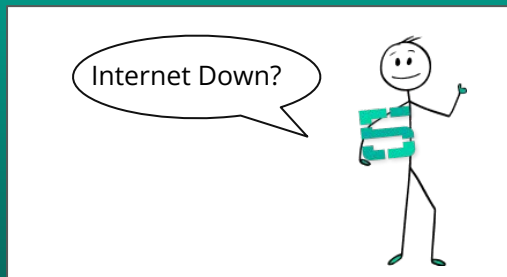
Illustration Style Guidelines



Not all images are created equal. Like photography, illustrations help tell our story when they're in the right style.

To pass our brand test, illustrated images should be modern, smart, simple, and fun—not juvenile, overly complex, or outdated.

Here are some examples to help you choose the best possible illustration.



X TOO CARTOONY Superheroes and cartoons served us well in the past. We still like to have fun, but we're a bit more sophisticated now.



X TOO 1998 Waves, swooshes, and large gradient patterns will be cool again someday. But today is not that day.



X NOT CURRENT For a time, we adopted this style of line art for branded materials. Our competitors copied it. We've moved on.



X TOO HEAVY We strive to use light imagery that reflects the simplicity of our products. Dark shadows and complex layering convey the opposite.

Imagery

Because imagery can make (or break) intent

Photography Guidelines



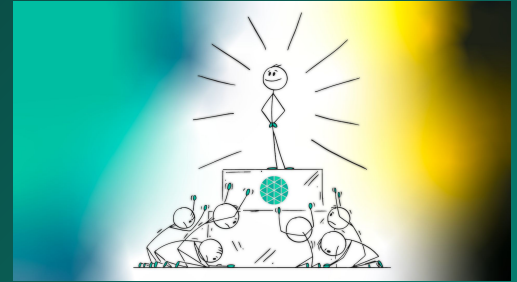
When using photography to help communicate an idea, it's important that the subject and style of the photo stay true to the tenets of our brand.

Our imagery should remind our customers that we're solving real-life issues alongside them.

Here are some examples to help you choose the best possible photo.



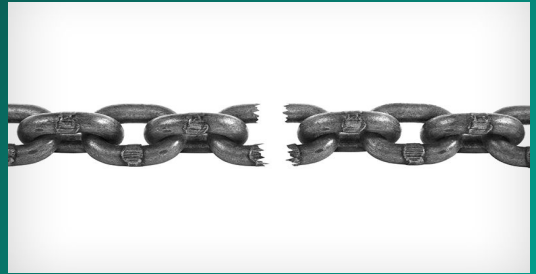
✗ TOO CONTRIVED Sure, they're really nice models. But staged people in business attire smiling at the camera generally do not represent authenticity.



✓ JUST RIGHT Witty. Overtly sarcastic.



✗ AVOID PEOPLE/FACES In general, we try to steer clear of using faces to express an idea (i.e., frustration) as they tend to upstage the branded content.



✓ JUST RIGHT Simple objects can represent complex emotions or situations. Above is a visual metaphor to describe a frustrating IT issue. No face required.

Photography Guidelines



X **LOW QUALITY** There is a fine line between being authentic and unprofessional. Unlicensed pics from the web typically look bad and have legal restrictions.



X **DON'T USE** real world photos. Use vector-based graphics. Use our mascot.

Photography Guidelines



✘ CONTROVERSIAL Avoid images that are remotely violent, risque, or offensive. Even if it's borderline, we don't want the subject to become a distraction.

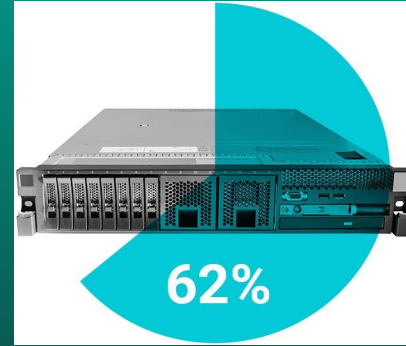


✔ JUST RIGHT Keep it positive and relevant to our business. In this example, we chose a lock to communicate "protection" en lieu of the military tank.

Photo Treatment



We bring a burst of color to our photography with the use of color washes.



Color washes can be used on white backgrounds, too

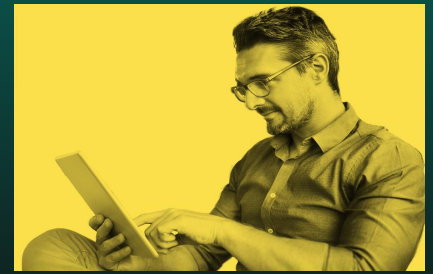
The Three-Step Process



Begin with a full-color photograph.



Next, isolate the foreground subject from the background.



Finish the look by multiplying with a brand color.



Our Voice

We are a living, breathing company with a unique personality.

Here's how we bring it to life.

Our voice is that of a TRUSTED EXPERT



Working in the world of technology can have its challenges. So it never hurts to have a friend in the business, someone whose been around the block and willing to lend a hand. You want someone you can trust with a question or help you think through the bigger questions you might have in your technology career. That's us.

We're a trusted expert.

We're always accessible and ready to help you solve your problem.

If we worked together, we'd be that person in the cuve right next to yours — the one you go to when you're stuck and need some help.

We know our industry, stay on top of technology, and find this business fascinating, the way our customers do. We're passionate about solving problems and being a trusted resource.

We provide expertise and freely offer up solutions to help engineers become better at what they do. We share our opinion and give advice to help improve the lives of our professionals and their careers. We anticipate the needs of our customers and help them with emerging technologies and the issues that come along with them.

We earn trust every day by showing up, listening, and giving our customers all the knowledge we have.

Tones



Here are the 5 tones we use to support the overall brand voice of “trusted expert”



Conversational

We're casual, direct and come right out and say what needs to be said. Unvarnished and honest. We should be relatable and aim for authenticity in our interactions. How do we create authenticity? Always talk with people never at them. Engaging people with a conversational tone should sound like we talk to each other every day. Avoid marketing speak. Feel free to use pronouns to connect on a personal level. When we're plain spoken and true to who we are, this makes us relatable.



Technical

We are knowledgeable about the latest technologies and have the industry chops to converse fluently with our peers in the business. We stay current with the ever-shifting landscapes and provide our own brand of thought leadership to the world of IT. Often, we need to be direct and to the point to inform people about our benefits/value props and features, but we should do that without being dry or corporate-y.



Informative

We are the go-to geek in the cube next door, who is focused on your situation and ready to share solutions to your problems. We're helpful, but never condescending. Open and approachable. We share expert advice, but convey our solutions in an uncomplicated way. We're committed to shedding light on your problem. We're here to give you the tools and knowledge you need to succeed.



Clever

When we're showing the world our fun side, we should be smart about it. Be witty. Intelligent and funny. Unconventional and individualistic. We can't help being geeky, but we're also cool in our own way. Use humor, but don't be gimmicky for the sake of grabbing attention. Find the balance of being technical and lighthearted at the same time. Our humor is smart, playful, outgoing and sometimes a bit quirky or even slightly snarky—but with a positive purpose. We love getting a smile out of people.



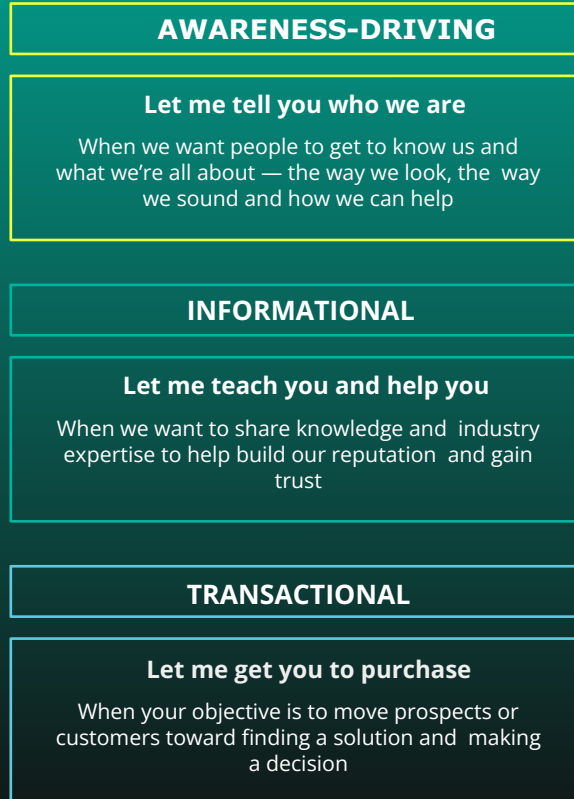
Empowering

We're here to give our people everything they need to succeed. We're listening and put our efforts into understanding how to help IT pros grow within the ever-changing industry. We bring comradery and come to work Interested, observant, open minded and inclusive of the IT pros we serve. We get IT and know how tough the job can be. We're passionate about solving problems so our people can be empowered and passionate about what they do.

Tones



We prioritize the 5 tones of our voice based on the purpose of the communication.



When we want to share knowledge and industry expertise to help build our reputation and gain trust

Tone Breakdown “Awareness-Driving”



While the five tones of our brand voice are all represented in the three communication types, we will emphasize certain tones more than others based on the objective at hand.

How we prioritize tones can also vary depending on a specific audience.

Note: Just because a tone is ranked 5th, doesn't mean it isn't valued, it just means that others should be considered first when writing for a particular objective.

AWARENESS-DRIVING

Let me tell you who we are

When we want people to get to know us and what we're all about — the way we look, the way we sound and how we can help

INFORMATIONAL

Let me teach you and help you

When we want to share knowledge and industry expertise to help build our reputation and gain trust

TRANSACTIONAL

Let me get you to purchase

When your objective is to move prospects or customers toward finding a solution and making a decision

1. Conversational
2. Clever
3. Informative
4. Empowering
5. Technical

Tone Breakdown “Informational”



While the five tones of our brand voice are all represented in the three communication types, we will emphasize certain tones more than others based on the objective at hand.

How we prioritize tones can also vary depending on a specific audience.

Note: Just because a tone is ranked 5th, doesn't mean it isn't valued, it just means that others should be considered first when writing for a particular objective.

AWARENESS-DRIVING

Let me tell you who we are

When we want people to get to know us and what we're all about — the way we look, the way we sound and how we can help

INFORMATIONAL

Let me teach you and help you

When we want to share knowledge and industry expertise to help build our reputation and gain trust

TRANSACTIONAL

Let me get you to purchase

When your objective is to move prospects or customers toward finding a solution and making a decision

1. Informative
2. Technical
3. Conversational
4. Empowering
5. Clever

Tone Breakdown “Transactional”



While the five tones of our brand voice are all represented in the three communication types, we will emphasize certain tones more than others based on the objective at hand.

How we prioritize tones can also vary depending on a specific audience.

Note: Just because a tone is ranked 5th, doesn't mean it isn't valued, it just means that others should be considered first when writing for a particular objective.

AWARENESS-DRIVING

Let me tell you who we are

When we want people to get to know us and what we're all about — the way we look, the way we sound and how we can help

INFORMATIONAL

Let me teach you and help you

When we want to share knowledge and industry expertise to help build our reputation and gain trust

TRANSACTIONAL

Let me get you to purchase

When your objective is to move prospects or customers toward finding a solution and making a decision

1. Technical
2. Informative
3. Empowering
4. Conversational
5. Clever

Legalities



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