



Licensed Practitioner and Distributor Brand guidelines

Creating a compelling brand

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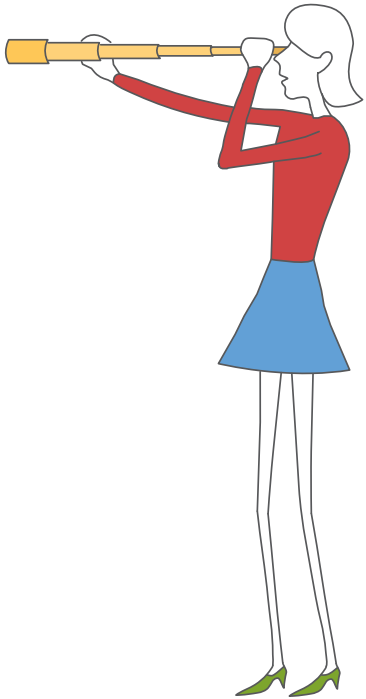
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If you can't find what
you're looking for please
contact your local Regional
Office for support.

Hello

“The brands that will thrive in the coming years are the ones that have a purpose beyond profit.”

– Richard Branson



What is this guide for?

Hello and welcome to the Licensed Practitioner and Distributor Brand Guidelines.

The strength and value of the Insights Discovery brand depends upon it being used consistently and correctly. Each time your customers interact with our brand it should be a positive experience that makes them want to come back for more.

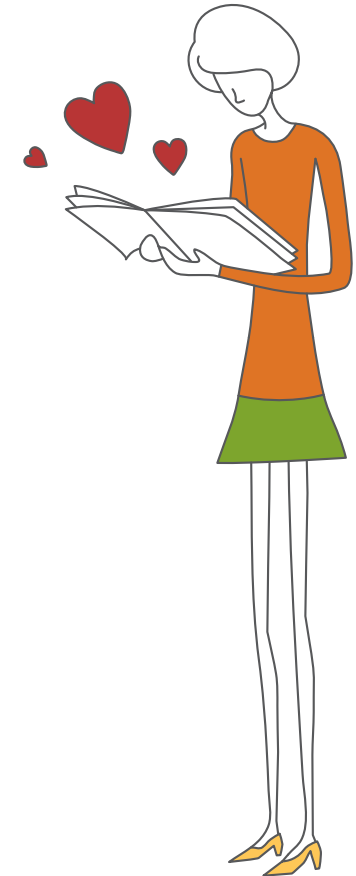
This guide will help you to create those experiences.

The Insights Discovery brand is expressed through a logo and typography. It's the combination of these elements that creates Insights Discovery's unique mark.

Wherever the Insights Discovery brand is presented, its application must adhere to these guidelines.

Original artwork and our brand assets are available from Insights HQ, Regional Offices, and on Connections.

<http://connections.insights.com>

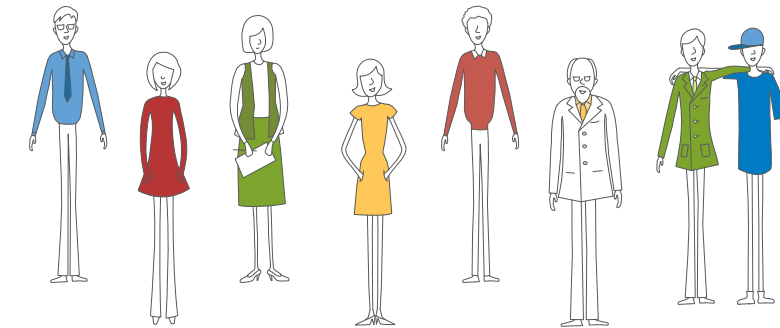


Who is this guide for?

At Insights we work hard to protect the integrity of our brands and intellectual property (IP). To ensure that protection continues, please adhere to the guidelines.

These guidelines apply to all Insights Discovery Licensed Practitioners and Distributors, no matter where they are in the world.

Brand consistency has one massive advantage – recognition. With recognition comes familiarity. With familiarity comes trust and confidence. Also, if done correctly, consistency brings clarity and purpose.

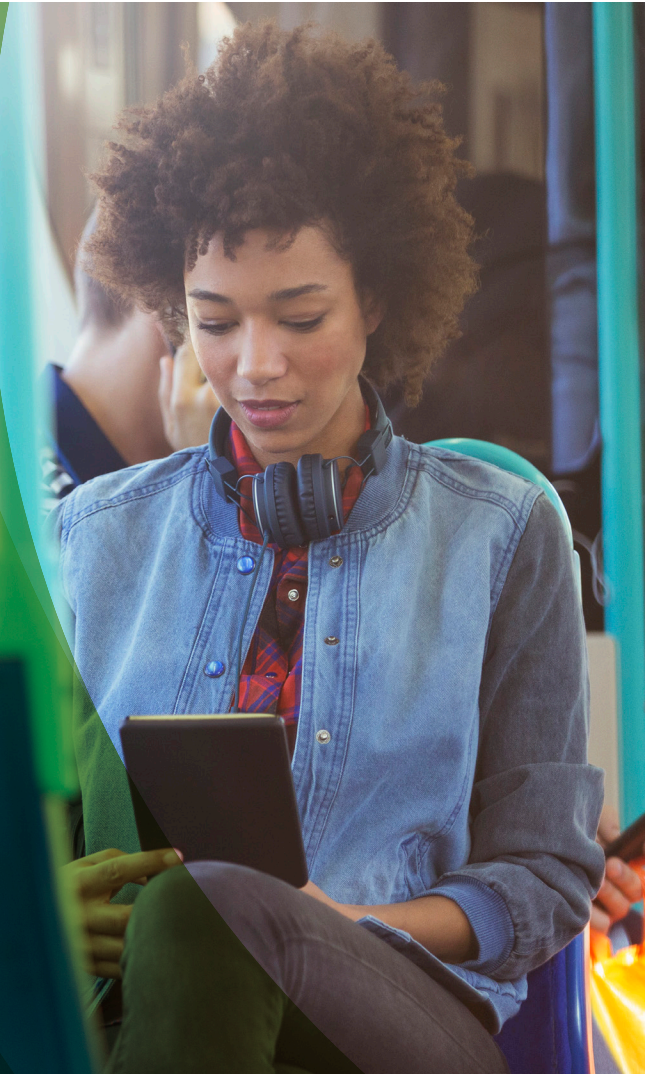


We want to **create** a world where **people** truly understand themselves and others, and are **inspired** to make a **positive** difference in everything they do.

Applying the Insights Discovery brand

“Design is creativity with strategy.”

– Rob Curedale



The Insights Discovery logos

The Insights Discovery brand is communicated through a distinct eight-colour roundel and wordmark. It must be **reproduced in full-colour**.

The supporting wordmark must be reproduced in black and type-set in Praxis Regular and Bold. This applies to all products within the Insights Discovery range.

As a Practitioner, you have permission to use the Insights Discovery brand. There are two versions of the Insights Discovery logo you can use.

You can use these logos on your websites, email signatures and social media pages to signal your Practitioner status, as well as in Word, PPT and other documents.

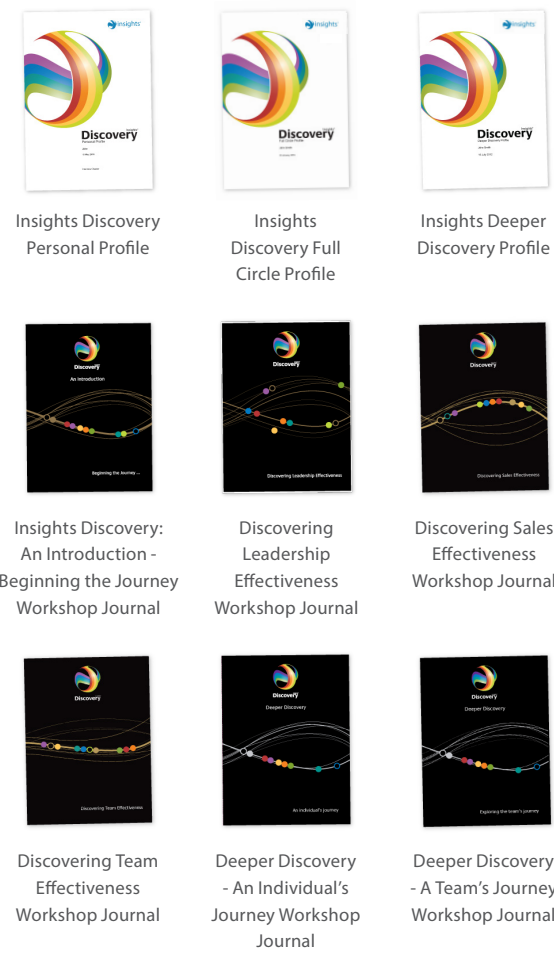
You can download our logos here.



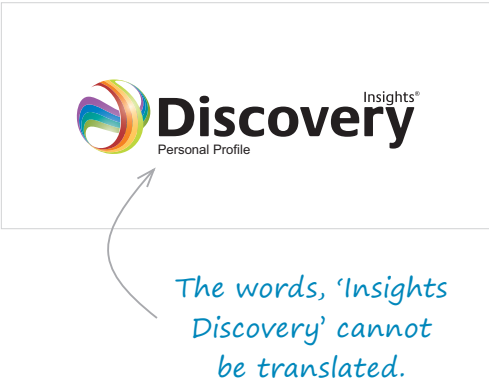
The logo images have been set up to ensure there is always at least a globe's width of space around the logo, like this:

The Insights Discovery product suite

Under the Insights Discovery brand you'll find a series of products.
All products within the suite are branded with Insights Discovery.



The component element of the Insights Discovery product suite titles can be translated into local languages.
Please contact your regional office for language availability.



Using colour

The Insights Discovery colour palette comprises:

Name	CMYK (print)	RGB (screen)	Hex (web)	Pantone #
Reformer	43, 76, 0, 0	162, 85, 157	a2559d	258
Director	0, 87, 72, 27	183, 50, 48	b73230	704
Motivator	0, 60, 100, 0	240, 125, 0	f07d00	165
Inspirer	0, 23, 76, 0	253, 201, 79	fdc94f	42
Helper	30, 0, 94, 0	199, 212, 26	c7d41a	382
Supporter	43, 0, 100, 23	138, 166, 15	8aa60f	377
Coordinator	100, 0, 47, 15	0, 138, 136	008a88	327
Observer	100, 43, 0, 0	0, 113, 187	0071bb	300
80% Grey	0, 0, 0, 80	88, 88, 90	58585a	-
20% Grey	0, 0, 0, 20	217, 218, 219	d9dade	-

We have set up our PowerPoint template with the correct colour values.

Wherever you use the Insights Discovery colour energies or eight types, you must use the exact Pantone matches.

We recommend that you avoid using any conflicting colours on the same page – using light grey or white/black is advisable alongside any Insights Discovery models and colours.

Language and fonts

Insights Discovery is a uniquely powerful personal development tool. By talking about it consistently you can constantly reinforce that message.

When referencing or talking about Insights Discovery, **please use the full name, and never shorten to just Discovery**. This is a legal obligation and we appreciate you ensuring we don't conflict with our agreements.

When referencing the Insights Discovery colour energies the full descriptor should be used. **Cool Blue**, **Earth Green**, **Sunshine Yellow** and **Fiery Red**. Individual colour preferences should be described in terms of the displayed colour energy.

For example:

"Displaying Cool Blue energy ..."

"A preference for Earth Green energy ..."

We don't talk about "blue people" or "yellows". We should say someone "has a preference for Fiery Red energy". We also don't pigeon-hole people by saying things like, "blues are good with numbers."

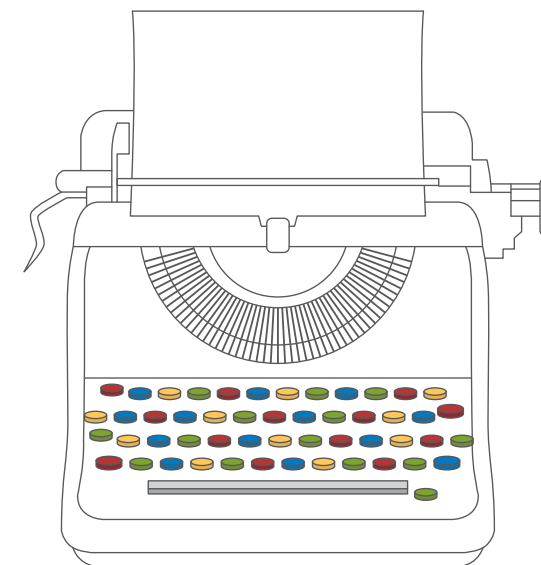
Each individual has all four colour energies and it's important to use the Insights Discovery language well to reinforce this.

We recommend using **Arial font**. It's what we use in our templates and slides. It's easily translated into other languages and is the most recognised font in software applications.

Writing about Insights and Insights Discovery

Sometimes you'll want to write about Insights or Insights Discovery to promote your own business. Please contact Insights HQ or your Regional Office for help on style, clarity and legality before publication - we'll always be happy to help make sure your content is accurate and your tone of voice is aligned to ours.

There may be the odd occasion where we ask you to make some amendments to ensure the content is accurate and of the right tone.



Printing profiles

It's important to create consistency in user experience for anyone who receives any Insights profile. We recommend using Xerox Colotech+ 120gsm paper which is of a suitable quality. Any paper that you use should be as near to white 120gsm stock as possible. For binding please use a white wire in a 34 loop binding system with a heavier stock (160-200gsm) clear transparency cover front and back.



Copyright[©] and trademarks[™]

In any document, the following minimum copyright statement must be displayed on every page where Insights' intellectual property (IP) appears:

'© The Insights Group Ltd, 2016. All rights reserved.'

Note: If the material was created in a given year and has been updated in subsequent years, the copyright statement should cover the relevant years.

For example:

'© The Insights Group Ltd, 2004-2016. All rights reserved.'

In large documents, for example workshop journals, the following copyright statement must also appear at least once, for example on the first or last page.

'Insights Discovery and Insights Learning Systems were originated by Andi and Andy Lothian. Insights, Insights Discovery and the Insights Wheel are registered trademarks of The Insights Group Ltd.'

Third party copyright

When using third party material (e.g. clients' logos, research findings, models or quotations) always seek permission from the author.

"Intellectual property is the oil of the 21st century ..."

– Mark Getty

Resources to help you

"Simplicity is
the ultimate
sophistication."

– Leonardo da Vinci

Marketing collateral

Images

Only images which appear in Insights standard workshop slide decks should be used to support the Insights Discovery brand, colours and language. If you need any help or have questions about what images are ok to use, please contact your Insights representative.

Office stationery

You should only use the Insights Discovery Licensed Practitioner logo as a secondary logo to your own on any office stationery.



Corporate brochures/catalogues

You can use the Insights Discovery roundel and wordmarks to promote your services to customers alongside your own brand.

Websites

Your website should be clearly branded under your own brand. The Insights Discovery brand can be used in reference to or when describing Insights Discovery and the appropriate copyright statement should be used at the foot of any page where you mention it.

Social media

Our social media community is a very special place – a network for learning, showing people our unique culture and talking to our customers, every day.

Our goals are to support our practitioner community, deepen relationships with our customers, raise brand awareness and generate new leads.

We'd be delighted for you to talk about Insights Discovery and your connection to Insights via social media channels. Please connect with us on our social media pages and take advantage of the content we share.

www.facebook.com/insightsconnections

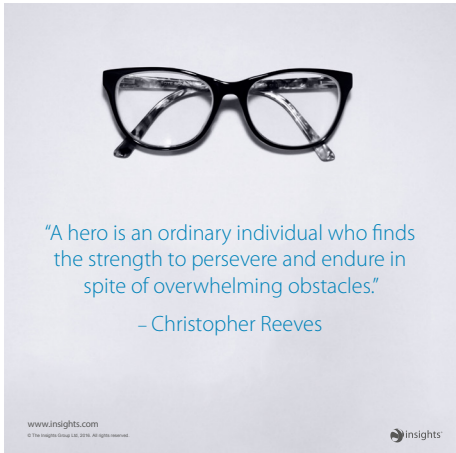
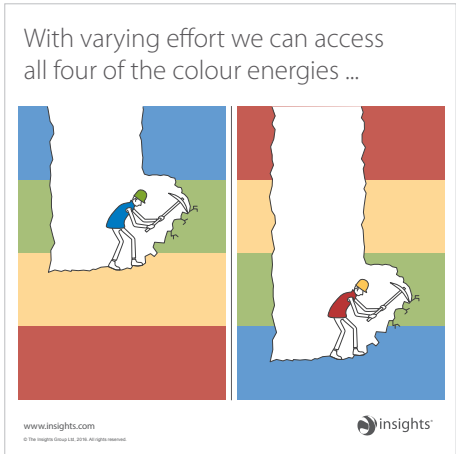
www.twitter.com/insights

www.linkedin.com/company/insights

<https://plus.google.com/+InsightsDiscovery>

<https://uk.pinterest.com/WeAreInsights>

www.instagram.com/insights

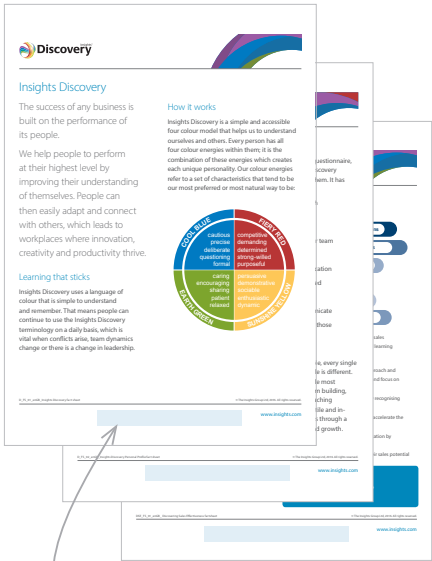


Factsheets/profiles

You can customise Insights Discovery product fact sheets/profiles with your own contact details. Customisable fields are provided on the fact sheet footer and the profile rear-cover.

If you have any questions about customising other materials or products please speak to your Insights representative.

<http://connections.insights.com>



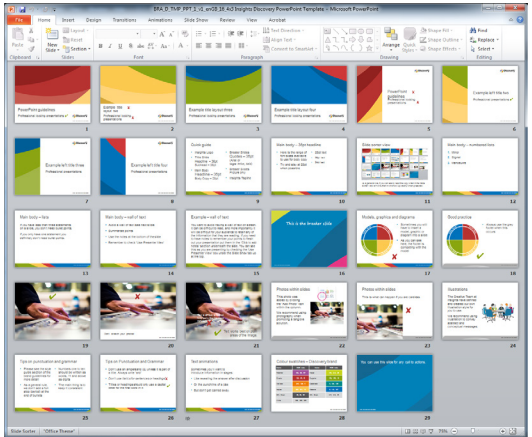
You can add custom contact details on the factsheet footer.

PowerPoint templates

A standard Insights Discovery PowerPoint template is available for you and all of our standard workshop slides are in a template for you to use.

If you are delivering an end-to-end Insights Discovery workshop, please use the workshop slides in our template. If you need to extract any of our slides to form part of a workshop which is not fully Insights Discovery led, please include our copyright statement at the foot of any slide where Insights language or imagery is used.

<http://connections.insights.com>



The Insights Discovery brand PPT template (4:3): This is specifically for LPs to use.

Connections

All of the resources in this document are available on the Connections website.

<http://connections.insights.com>

You'll also find a community of Practitioners and experts who are active in forums. It's a great resource for everything you need to support your facilitation as an Insights Discovery Practitioner.



Support

We're here to support you. Insights has a world-wide network of offices and hubs that can help you no matter where you are in the world, and our experts are on hand to make sure you have what you need to be successful in delivering Insights Discovery.

If you have any questions about the contents of these guidelines or anything generally about Insights Discovery, please contact your local representative or our central email address at generalenquiries@insights.com

Good luck! We wish you the best on your continued Insights journey.



