



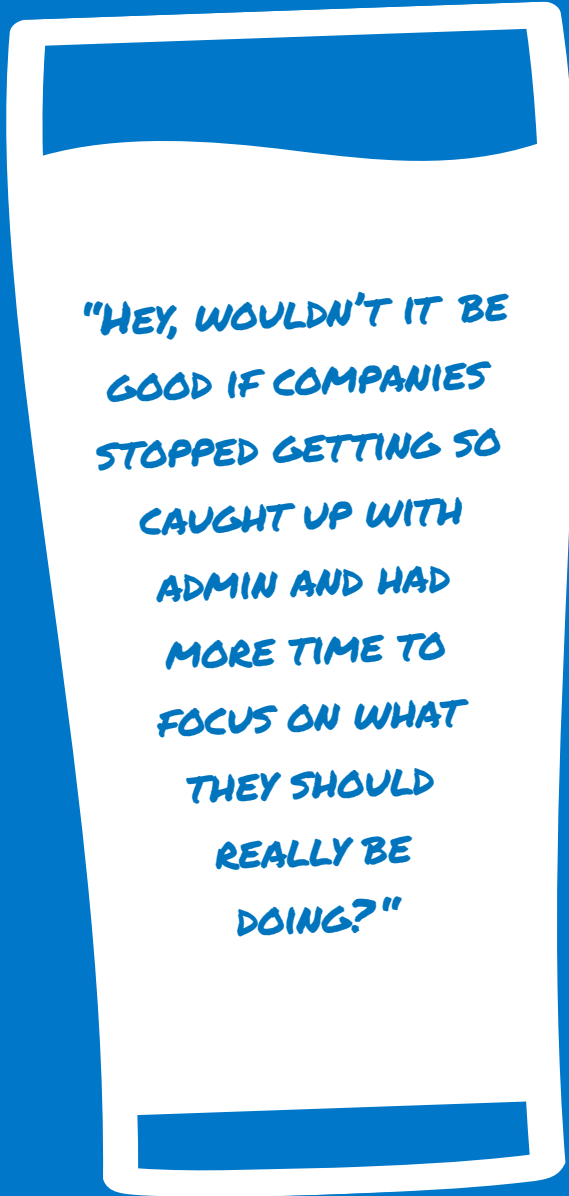
How we think, talk and look

(AND SOME OTHER IMPORTANT STUFF TOO)

Contents

(YES, HERE)

Jonathan and Gareth had a chat that went a little like this...



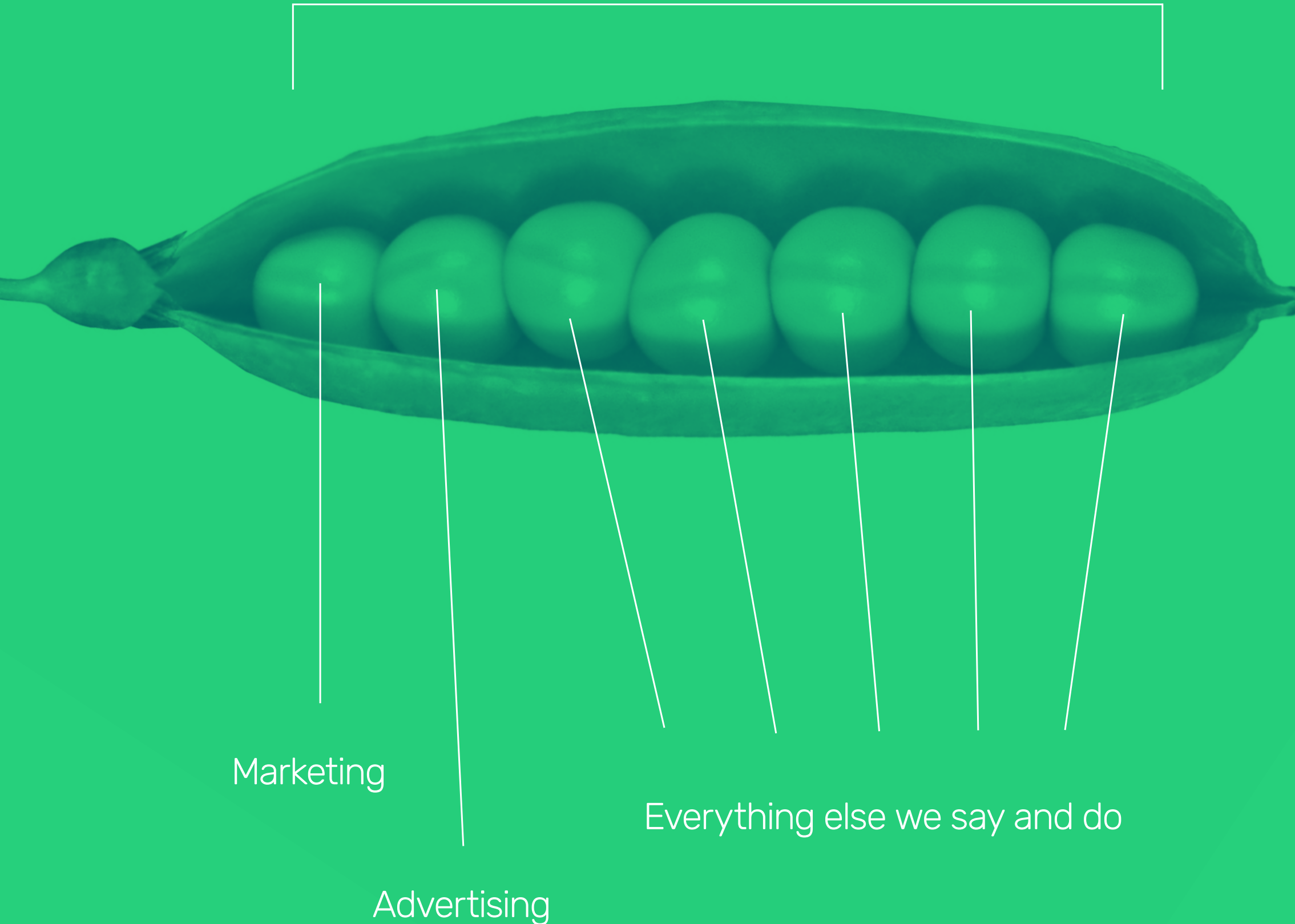
START HERE

and so the Breathe story began...



Contents

Our brand



Everyone has a part to play

Welcome to the world of Breathe.

This book contains information on the Breathe way of doing things and the importance of staying true to who we are to ensure maximum impact in the world. Our brand is not simply a tool for marketing and communications - it's something we live out everyday.

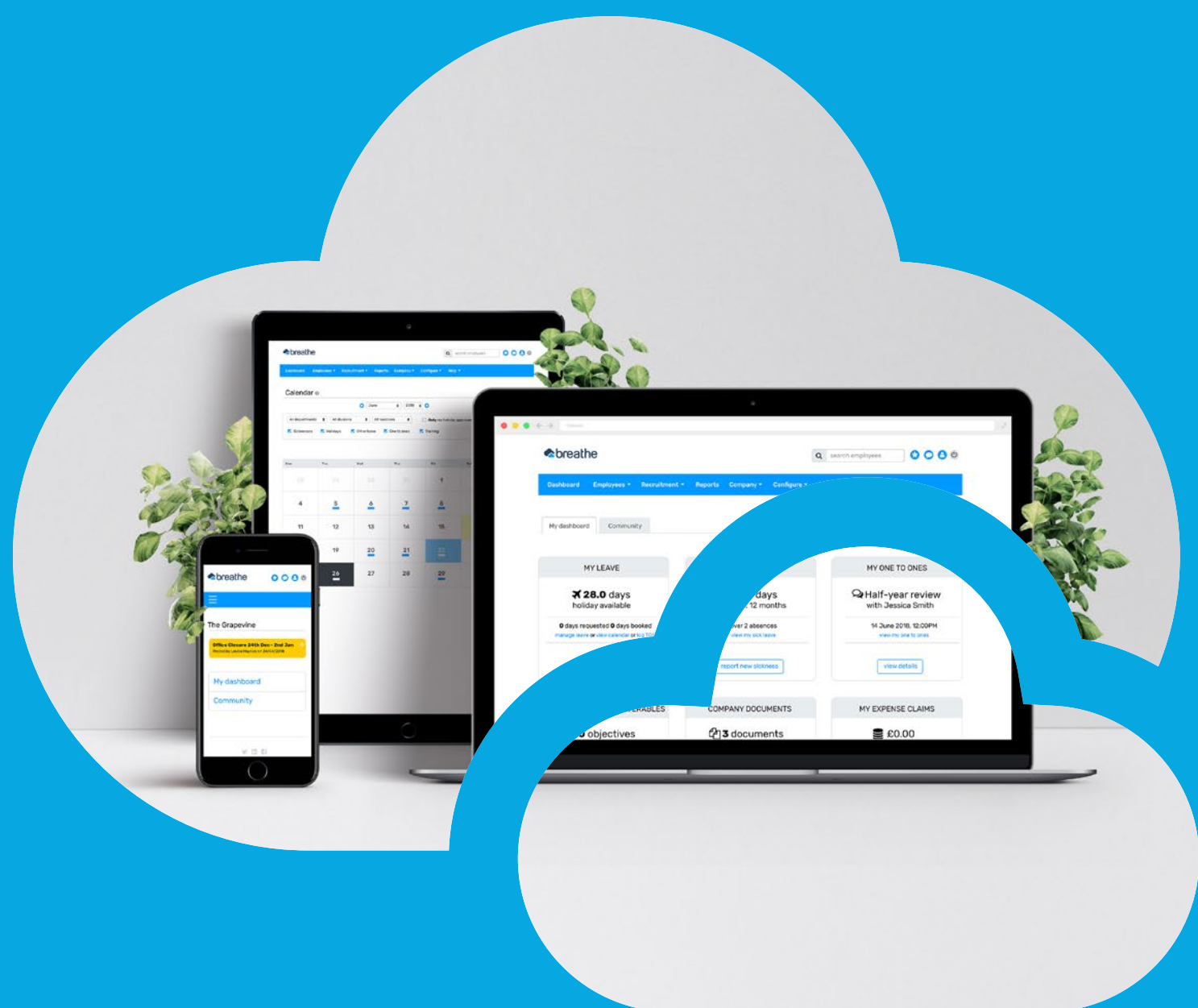
Whether on the phone to a customer or supplier, writing a blog for the website or having conversations with new contacts at a networking event - building a strong brand requires epic amounts of team work.

But we know you've got it in you - that's why you're reading this.

Go well in your mission to give UK SME's what they've been waiting for all this time.

Jonathan Richards, CEO of Breathe

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01

Our business

How we do things round here.

Contents



The big idea

People are powerful.
Time is valuable.

THESE ARE OUR
FOUNDING PRINCIPLES

Our mission

To drive out HR admin and
give people time back.



What is Breathe?

ALSO KNOWN AS OUR 'VALUE PROPOSITION'

Simple and secure HR cloud software that saves admin time and releases people to grow their business.

PSSST.... OVER HERE

Contents



The Breathe model for business

Team

People with a growth mindset.
Skills + attitude = the right people.

Product

A simple to use online system for
employee admin focusing on three
themes; organise, automate, inform.

Development

Broad functionality - low depth.
Customer-focused development process.
Constant and never-ending improvement

Pricing

Pricing should never be a barrier.
Choosing Breathe should be a 'no brainer'.

Sales Channels

Direct - High volume, low touch trial/onboarding for UK SMEs.
Partner - Account managed network of HR consultancies.

Marketing

Mostly inbound, using content to build
awareness, drive sessions, generate trials. Target
audience: UK SMEs and HR consultancies.

Systems

Continual investment in internal systems to
integrate all aspects of our business activity.
We become experts in the systems we use.

Finance

Fast but sustainable growth, putting people above
profit. Low operating costs. Investment funded.



Our culture and values

What it's like to work for Breathe.



We asked...

**WHAT IS ONE THING YOU LOVE
ABOUT WORKING FOR BREATHE?**

The people

Everyone wants to be here and work together to make it a success

We're an active company that has lots of new cool things going on

The simplicity of the product

Contents



The ability to turn a crazy idea into reality (with a great bunch of people)

The opportunities you are given to develop yourself

The openness of all departments in sharing ideas and progress

Everyone helps everyone!

I'm encouraged to express myself, challenge myself, and bend the rules

The culture

Contents

Our values

1 **Treat others how
you would like to
be treated**

Walk a mile in the other person's shoes.
Take the time to listen. Own up to mistakes.
We value the trust that colleagues, customers
and partners put in us and we care deeply
about the impact our actions have on them.



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Stand up proud



We're proud of who we are, what we do and the difference we're making in the world. Our strength comes from our unique skills and experience. We bring our authentic selves to work and know that the team is stronger for its differences.

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3 Follow it through

Let your actions speak louder than words. Commit to a task, take deliberate action and hold yourself accountable. We do what we say we're going to do and hold each other accountable.

4 Show your passion

Every opinion is valid. We're not afraid to say what we think. Have strong opinions, be prepared to defend them and don't hide from disagreement. It's ok for others to disagree with your views - accept that their input may change your position.

5 Do the right thing

Do what you believe to be right, even when it's not the easy option. Sometimes doing the right thing means telling a business that Breathe isn't the right fit for them. This helps us stay focused and lets us move forward with confidence.

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03

Our identity

It's more than looks, it's who we are.



Words that are important to us

People

We believe that businesses who look after their people have people who look after the business.

Time

We believe time is precious and valuable, and should be used wisely. Breathe gives people time back to focus on their business.

Culture

We champion the value of healthy culture for healthy business and aim to lead by example with our own team.

Focus

Staying focused is key to business success. We lead by example and try to avoid distractions.

Smart

Looking after people, spending time wisely and staying focused is smart for business. Using Breathe is smart.

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Who uses Breathe?

Breathe is the perfect fit for SME's with 10 - 50 employees. We primarily target business owners and managers who are responsible for employee admin and HR, but from time to time also run campaigns to capture the imagination of employees.

We have two clearly defined sales channels and a number of audience personas within each of those. We won't go into too much detail now, but it basically looks like this:

Direct

Business owners and managers who subscribe to Breathe directly.

Partner

HR consultants who sell Breathe to their clients.

Our brand essence

It's what we want to be known for and what we want people to feel when they come into contact with Breathe.

Empowerment



Our brand essence is this because...

- We empower people to do the things they have always dreamed of doing by releasing them from HR admin
- We recognise that people are powerful and time is valuable
- Our customers' time is best spent on things other than admin

Our tagline

Our tagline captures our brand essence and differentiates us from our competitors.

Effortless people admin

We chose our tagline because...

- It's short and memorable
- Breathing is designed to be effortless
- 'People' sounds more human than 'employee'
- It acknowledges that people admin is a necessary part of running a business. Rather than saying 'it's a hassle we could do without', we make it 'effortless' - we're showing people a smarter way of doing things.



Our personality

Consistency builds credibility, so in order to build a strong brand, it's vital that everyone is on the same page.

The DNA and personality of Breathe is described below. Use it as a simple check list to ensure everything we do measures up to this:

- ☐ **Focused** Committed to serving our target market with one well-crafted product. Championing the power of focus to drive business success.
- ☐ **Positive** Breathe gives you time back – now that's something to be happy about.
- ☐ **Simple** Unashamedly simple, because there's enough complication in the world.
- ☐ **Authoratative** A respected voice in the UK HR scene. Trusted, knowledgeable and switched-on.
- ☐ **Informal** We're all about a fresh approach to HR. Corporate jargon is banned.
- ☐ **People-centric** We believe people do their best work when they feel happy and valued. Breathe champions the value of healthy culture for healthy business.

CHECK!

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Our tone of voice

There’s enough ‘business speak’ in the world - that’s why we do things differently.

People are at the heart of every business, so we figured it would be a good idea to talk to them. That means speaking as if we are talking to humans, not entering a competition for the most HR terms in a sentence.

We keep things relaxed but authoritative, witty but not unprofessional.

The designs at the back of this book show examples of our copywriting style. Any copy for Breathe should be written in a style that reflects our personality.

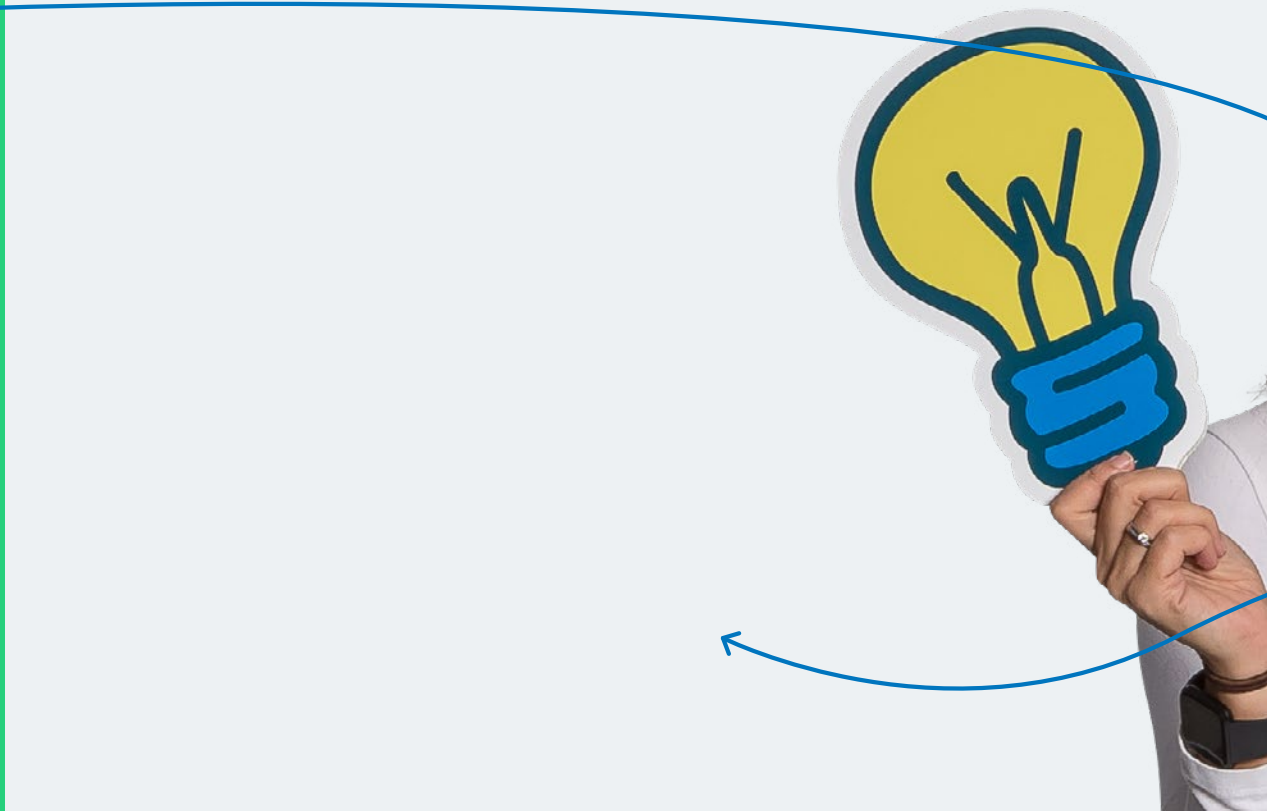
How we write Breathe

Our brand and product name is Breathe. It’s a verb but we use it as a noun. Therefore, to avoid confusion, we always write our name with a capital ‘B’, like this: Breathe.

This should happen regardless of where Breathe appears in a sentence - it ensures Breathe always looks like a title and helps us build value in our brand name.

We always write Breathe (never BreatheHR or breatheHR). If you want to talk about HR, use: ‘Breathe, the HR admin app’ or ‘HR software product, Breathe’.

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Photography style

People-centric

Breathe is all about people, so, naturally, our photography should reflect this.

Space for copy

Creating compositions with space for copy will allow photography to be used in a natural and integrated way

Relaxed and authentic

There are enough voices telling us how we should behave and what we should do. Breathe is all about championing a culture where people thrive and do their best work. Our photography style should reflect this.

Aspirational

Our software transforms people's work lives. Our photography should reflect what an HR admin-free life looks like.





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Logo usage

The Breathe logo

Primary



Our logo is our most valuable brand asset.

It represents the headspace and extra time that our customers enjoy as a result of using Breathe.

It should be used consistently and without alteration to build brand awareness and credibility.

Whiteout



Mono



The mono version is only for use when there is no option for printing in colour. In this instance, a 100% black logo should be used.

Logo and tagline lockups

Our tagline captures the essence of the Breathe brand and should be used wherever appropriate and space allows. Please only use the versions shown below and don't alter the relationship of the logo and tagline.

Logo and tagline lockup v1



Logo and tagline lockup v2



Things NOT to do with the Breathe logo



Please don't alter the relationship of the logo and tagline - we like it how it is.



Please don't alter the relationship of the landmark (the clouds) or the logotype (Breathe text)



Please don't add shadows or effects to the logo. It's SO 1997.



Please don't use the logo in a non-brand colour. Yuk.



Two clouds is quite enough, thank you.



Yes it's Comic Sans. Yes it's bad. (Please don't change the font)

Logo files are available on request from: brand@breathehr.com. Please do not recreate logo files.

Breathe Partners

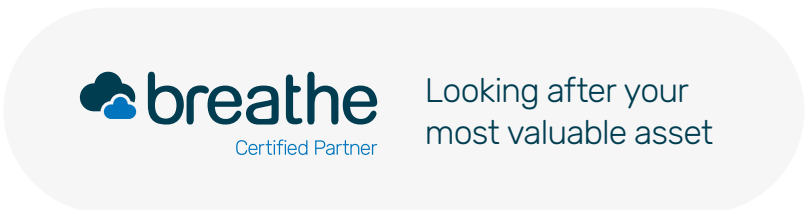
Our Partner programmes are a key part of Breathe’s model for business. We want our Partners to feel valued, equipped and know that they are part of something exciting.

Partner lockup



We don’t have a separate sub-brand for Breathe Partners – just a simple identifier that adds credibility to Partner relationships and tells the world that they’re on board.

Partner banners



Logo files are available on request from: brand@breathehr.com. Please do not recreate logo files.



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Basic elements and design examples

Breathe typefaces

Rubik is our primary typeface. It is freely available for use from Google Fonts so you shouldn't need to substitute it for anything else. Rubik should be used at all times in all applications (digital and print).

Rubik
Light

ABCDEFGHIJKLM
nopqrstuvwxyz
0123456789

Rubik
Regular

ABCDEFGHIJKLM
nopqrstuvwxyz
0123456789

Rubik
Medium

ABCDEFGHIJKLM
nopqrstuvwxyz
0123456789

Fine tuning Rubik: Kerning: Optical, Tracking: -25em

**PERMANENT
MARKER**
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Permanent Marker is our handwritten font which is used for injecting some of the Breathe personality into our communications. It should be used sparingly and only for non-critical text. Never use Permanent Marker for body copy and if in doubt, don't use it.

Fine tuning Permanent Marker: Kerning and Tracking should not be adjusted for handwritten typefaces

Breathe colours

Our colours have been carefully chosen to represent the personality and feel of Breathe. Please don't alter them or use colours that aren't shown here.

Primary

| | | |
|---|---|---|
| Breathe Dark Blue Pantone 3035 C R0 G62 B81 HEX/HTML #003E51 C90 M25 Y20 K70 | Breathe Mid Blue Pantone 3005 C R0 G119 B200 HEX/HTML #0077C8 C100 M31 Y0 K0 | Breathe Light Grey Pantone 3035 C 7% Tint R235 G236 B240 HEX/HTML #EBECF0 C0 M0 Y0 K10 |
|---|---|---|

Secondary

Generally only to be used when the primary colours are present.

| | | | |
|--|--|--|---|
| Breathe Light Blue Pantone 2995 C R0 G169 B226 HEX/HTML #00A9E2 C74 M14 Y0 K0 | Breathe Green Pantone 7479 C R38 G208 B124 HEX/HTML #26D07C C70 M0 Y65 K0 | Breathe Red Pantone 178 C R255 G88 B93 HEX/HTML #FF585D C0 M70 Y58 K0 | Breathe Yellow Pantone 7404 C R244 G218 B64 HEX/HTML #F4DA40 C0 M10 Y85 K0 |
|--|--|--|---|

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Free the clouds!

The clouds are our brand mark and an important part of the logo. They can also be used in creative ways to add interest, energy and versatility to brand communications. Here are some examples.



Tiled patterns and colourways

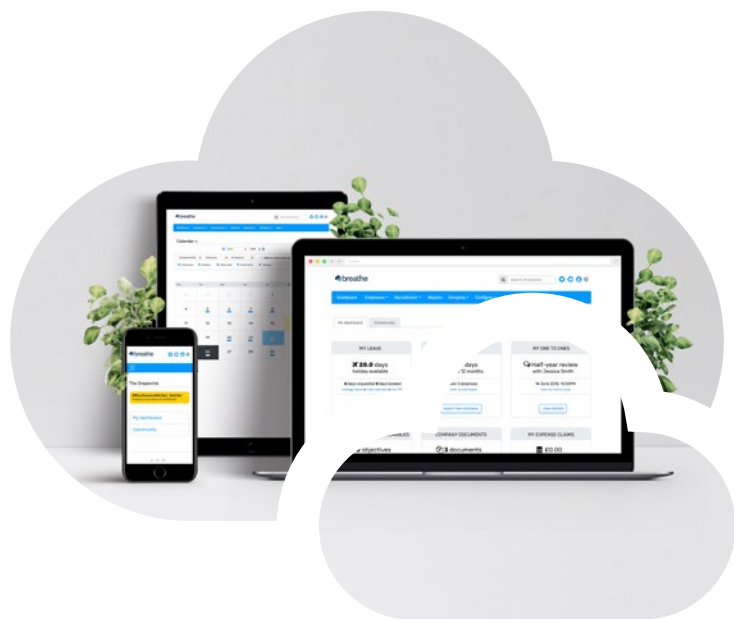
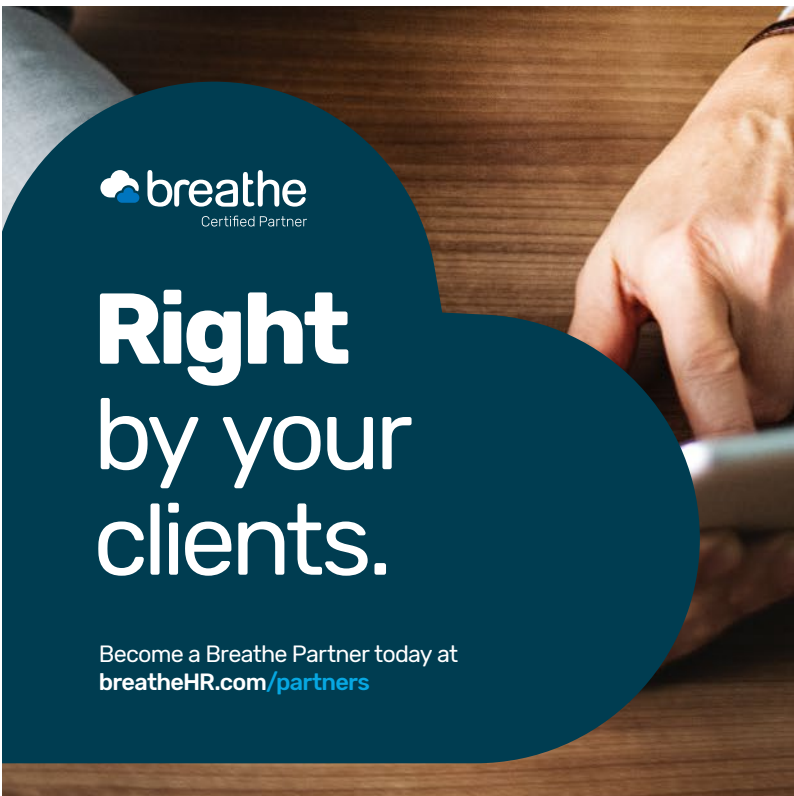
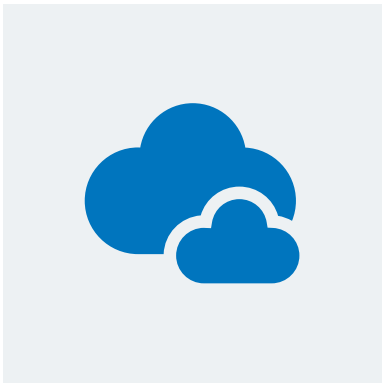


Photo fill



Text fill

When filling with text, use a single cloud and only part of the shape.



Colour fill



breathe
Effortless people admin

Real life examples

Our brand identity is a living, breathing asset that needs to have freedom to change and diversify with the business. The following pages give a flavour of how Breathe looks and feels in the real world.

Branded merch



Waterbottle



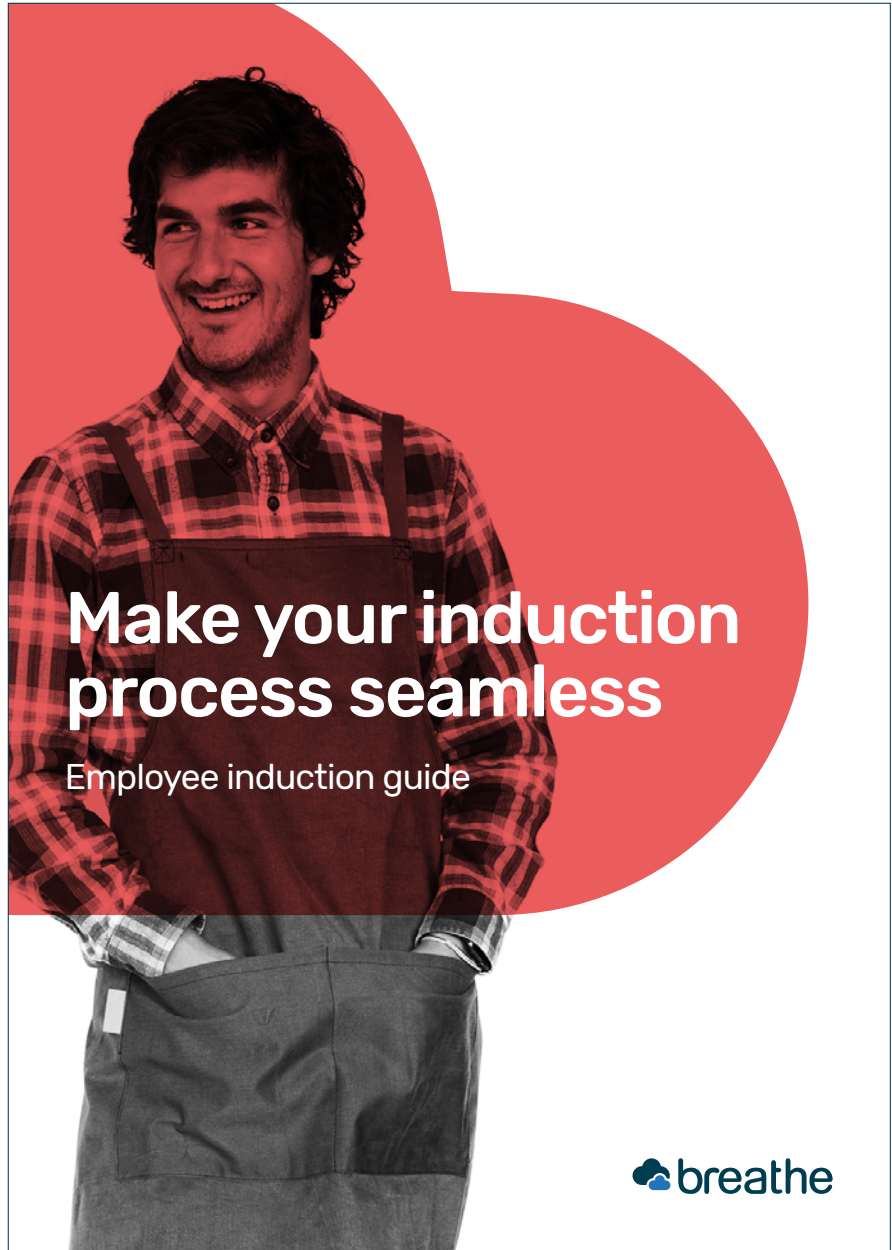
Graphic tee



Notebook

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Breathe guides/ebooks



Breathe guides/ebooks



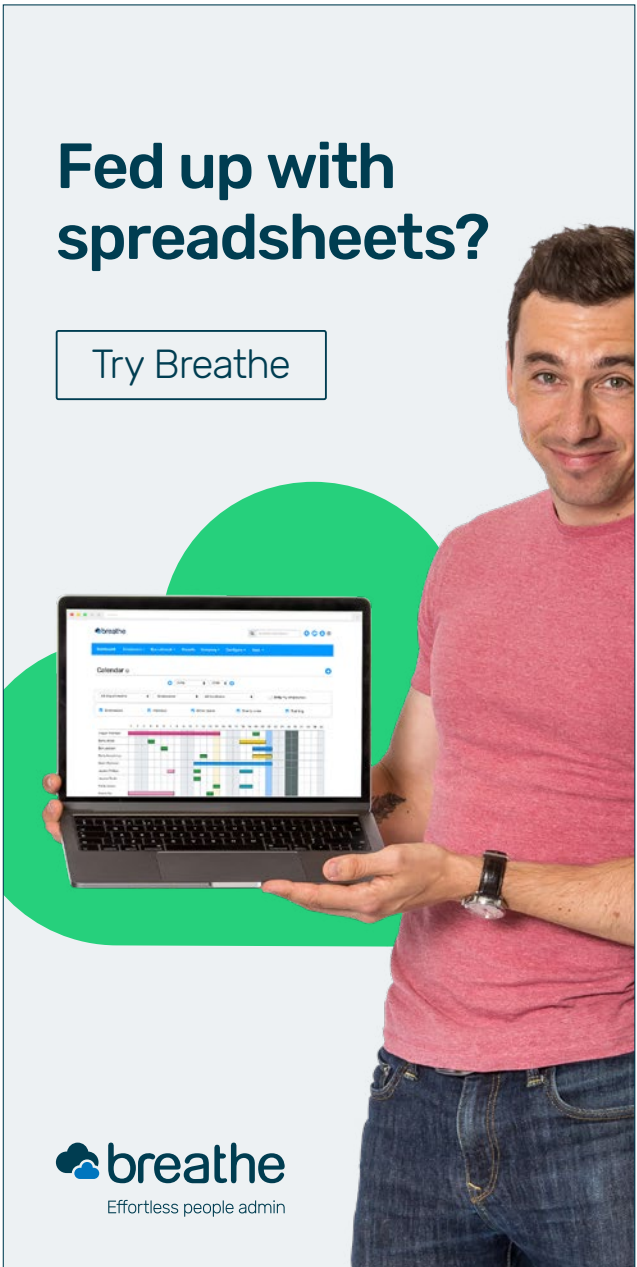
Contents

Online display

Evergreen

Fed up with spreadsheets?

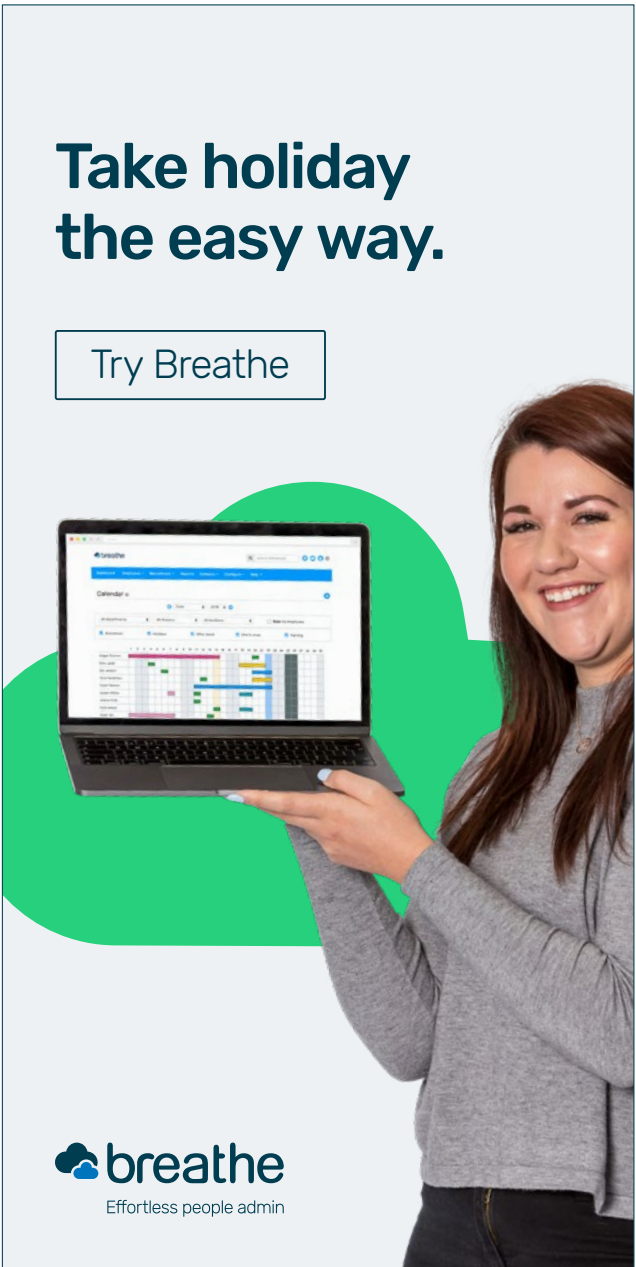
Try Breathe



breathe
Effortless people admin

Take holiday the easy way.

Try Breathe



breathe
Effortless people admin

Big on ideas, short on time?

Try Breathe



breathe
Effortless people admin

Businesses who use Breathe save time (and money).

Try Breathe

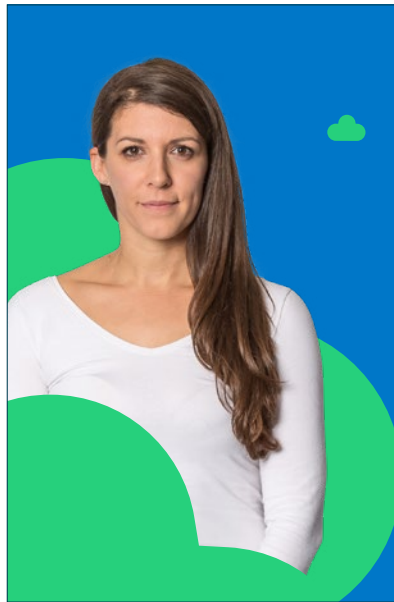


breathe
Effortless people admin

Online display

Campaign led

Your workplace culture matters.




breathe

Find out why in the Culture Economy Report

Download report

(It's FREE)



breathe

Create a workplace people don't want to leave.



breathe

CREATIVE CULTURE PROGRAM
Putting people first

Download the FREE 10-step culture strategy

Take the pledge



breathe

CREATIVE CULTURE PROGRAM
Putting people first

Contents

Print ads



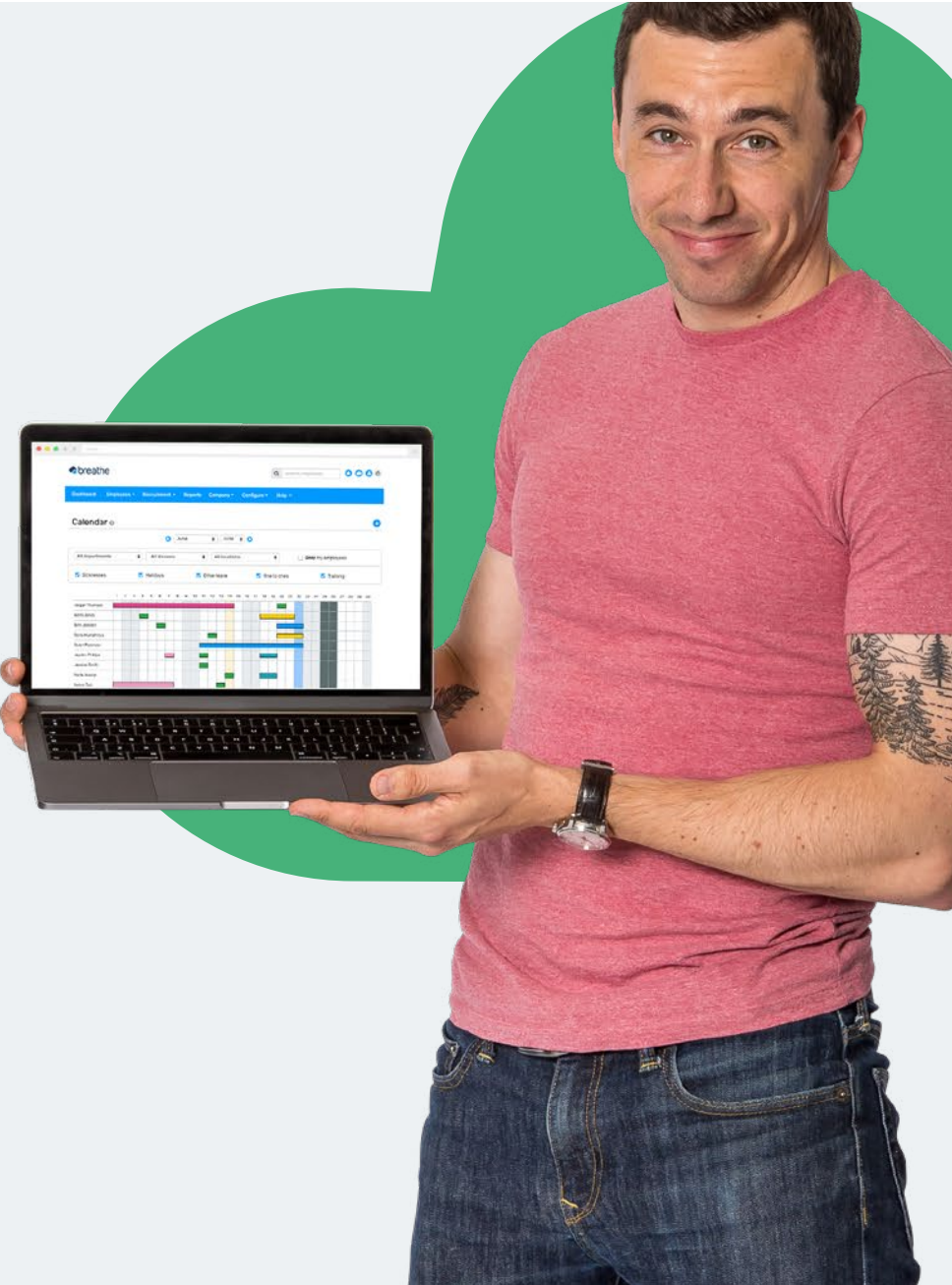
 **breathe**
Effortless people admin

**Need a smarter
way to manage
staff holidays?**

PSSST... OVER HERE

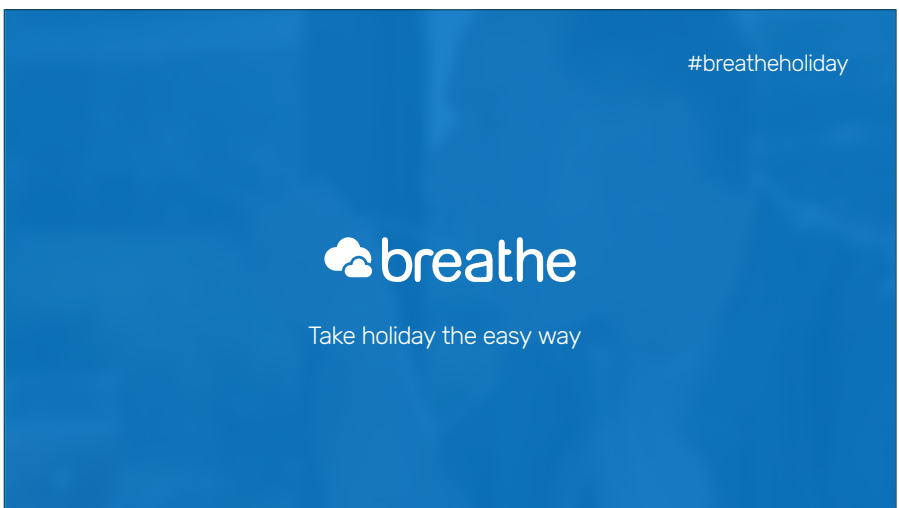
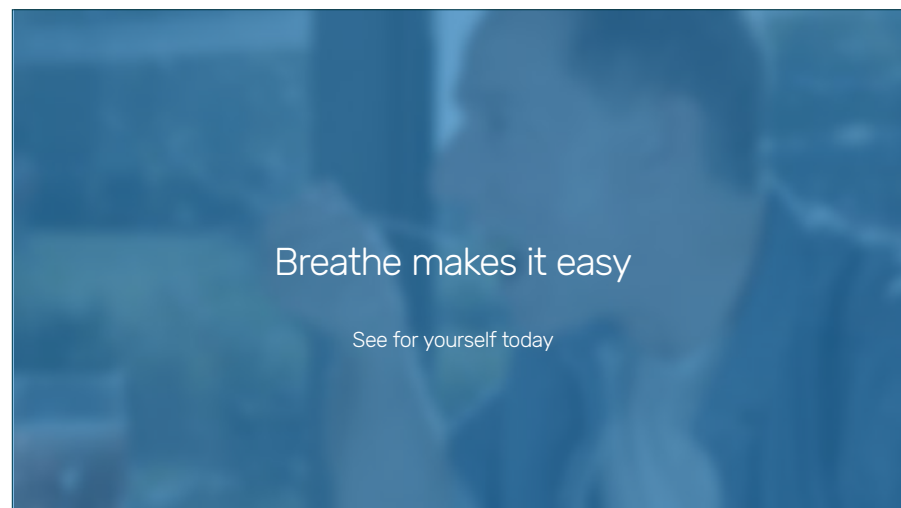
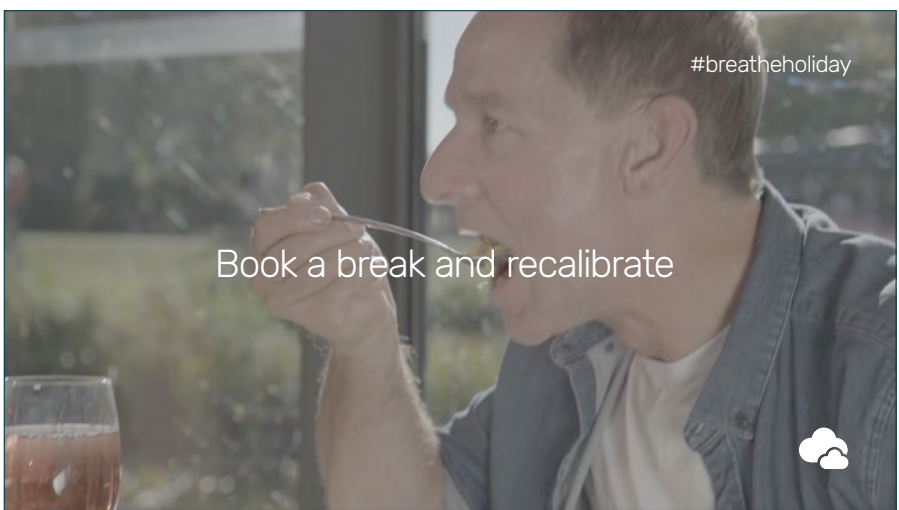
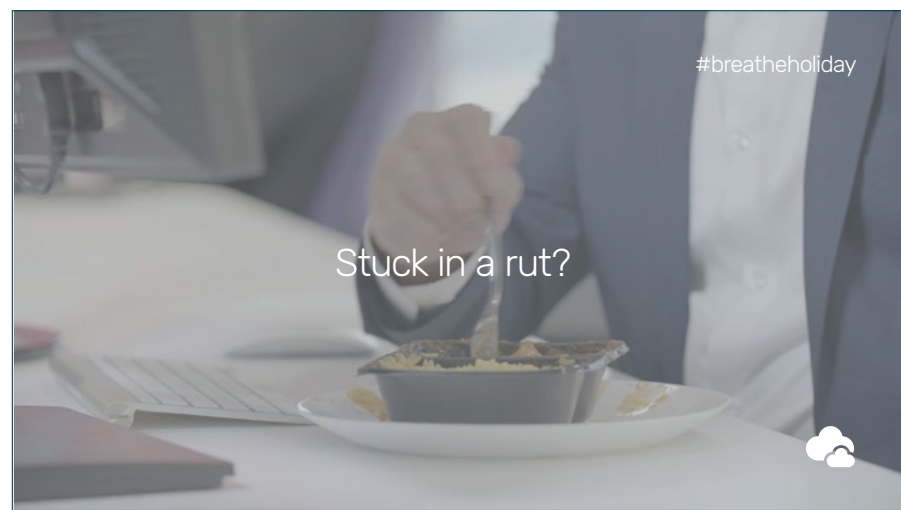
Join the 5000+ UK companies using
Breathe to manage their HR admin

Try for free today at breathehr.com



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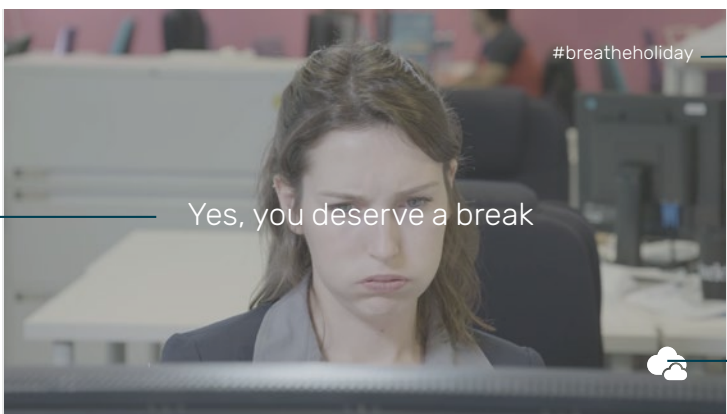
Video Overlays



Video Overlays

Settings for 1920 x 1080

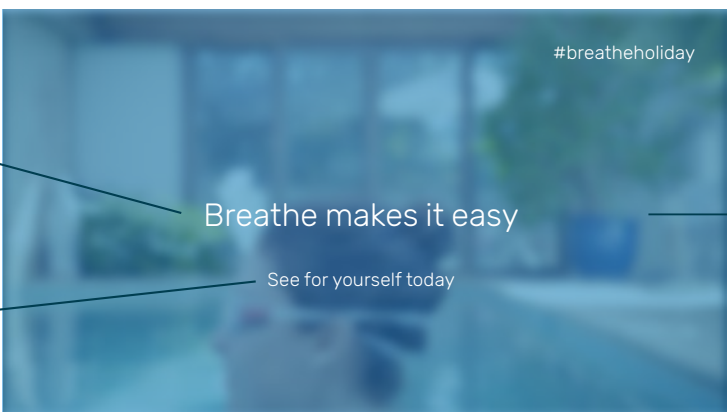
Rubik Light
Font size: 85pt
Tracking: -20



Rubik Light
Font size: 50pt
Tracking: -20

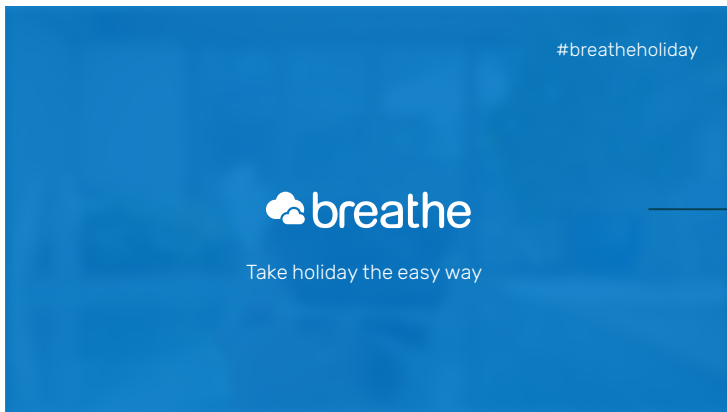
Cloud width: 105px
Distance from edges: 90px

Rubik Light
Font size: 85pt
Tracking: -20



10px gaussian blur
(or equiv.) on photo
Colour: Breathe Mid Blue
Opacity: 50%

Font size: 50pt



10px gaussian blur
(or equiv.) on photo
Colour: Breathe Mid Blue
Opacity: 90%



Project credits

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(wearesublime.com)

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