



Euler.

Visual Style Guide

April 2022

V01

01

Who we are



What we do

At Euler we mobilise your data to fuel sales, build loyalty and transform customer experiences.

We ensure your customer data is accurate and accessible to the people and technologies that need it. Our experts leverage our meticulously compiled playbooks to identify and integrate all your disparate customer data sources to enable vital analytics-based initiatives such as predictive modelling, segmentation and personalisation. Our focus is utilising your data to cultivate better customer relationships



How we do it

Exceptional People. Acclaimed Technology. Your Data.

We invest in talented people who share our passion. We help them become the best. We make them experts. Our people spend thousands of collective hours perfecting playbooks to deliver crucial data operations using industry leading technology, so that we can deploy this best practice with your customer data to help you cultivate better customer relationships.



Why we do it

Enabling Positive Change.

We are passionate about maths and technology. We bring to bear our knowledge of both to improve marketing communications. We measure our success by the results we achieve and we take pride in the longevity of client relationships as that is proof of the value we deliver. We absolutely love to learn and never let a good idea get in the way of a better one. But ultimately, we seek to enable people, businesses and organisations to be better using data. We call this positive change. And we are the enablers.



What we stand for

Our values

BE PROGRESSIVE

Always looking forward and striving for excellence.

BE CURIOUS

Eager to solve problems and understand how we can do things better.

BE FRIENDLY

Develop great relationships.

BE ETHICAL

Act with integrity and openness.

BE RESOURCEFUL

Adapt and optimise every day.



We enable positive change



02

Our Brand Voice



How we speak

Our Brand Voice.

Our brand voice is an expression of our WHY, it allows us to talk in a way that gets across our mantra of ‘enabling positive change’.

We express our brand every time we communicate, whether that is via spoken words or through a piece of writing. When we communicate, our brand voice must always come across, the pillars of that brand voice being:

HUMAN

Our knowledge and passion for maths, data and technology should never see us veer away from talking in a human, people focussed way.

EXPERT

We never venture into superfluous jargon or tech-speak without offering an explanation, but we always want to ensure we appear authoritative and proud about just how much we know about our industry.

FORWARD-THINKING

Everything we do is to enable clients to be better, moving into the future, as such our language should always focus on using the learnings of yesterday to make a better tomorrow.

These three pillars can be toned up or down depending on the message, channel or audience, but they should always be present in some way.



Our brand voice should be:

Human

Write in a way that a person would speak, not a computer.

YES

We absolutely love to learn and never let a good idea get in the way of a better one.

NO

We love to learn and are always looking for ways to improve.

Avoid overly long sentences but don't be afraid to add emotion even if it adds some length.

YES

We take great pride in ensuring your customer data is accurate and accessible to the people and technologies that need it.

NO

We ensure your customer data is always accurate, whilst making sure it is accessible to the technology that needs it.



Our brand voice should be:

Expert

Be proud that we are better, never apologetic.

YES

We invest in talented people who share our passion. We help them become the best. We make them experts.

NO

We hire in people who align with our goals. We help them become better. We make them experts.

Use concrete terms, provide tangible proof where you can and don't mince your words.

YES

We know that segmentation works wonders, the results speak for themselves.

NO

Segmentation works, we use it to deliver success and value to our clients and ensure long-standing, happy client relationships.

YES

Experience new possibilities with your existing data.

NO

We believe we can achieve better results with your existing data.



Our brand voice should be:

Forward-thinking

Talk progressively, focus on the future and the improvements data and technology will bring.

YES

We seek to enable people, businesses and organisations to be better using data. We call this positive change. And we are the enablers.

NO

We use data to improve our clients businesses. We enable improvement and positive change.

Be inspirational, what we do makes a big difference, be bold when we talk about those differences.

YES

We mobilise your data to fuel sales, build loyalty and transform customer experiences.

NO

We use your data to help you improve your customer experiences.

03

Our Brand Identity

01 OUR WORDMARQUE

Our wordmarque is designed to stand out from our brand — it’s curves and serifs bring contrast to the sharpness of our typeface and in addition to the period provide an accomplished and experienced stature.

Our name pays tribute to the Mathematician Leonard Euler, seen as the originator of the maps we use for data today. The italicised ‘e’ is reference to the number ‘e’ — also called ‘Euler’s Number’.

- MINIMUM HEIGHT: 20PX / 5MM
- DO NOT ALTER, SKEW OR STRETCH
- RECOLOUR ONLY TO BRAND PALETTE
- USE ‘L’ FOR MINIMUM SPACING

Euler.

Euler.

Euler.

MINIMUM SIZE



MINIMUM SPACE

01.1 APPLICATION

For areas that are particularly tight for space (such as social avatars) an alternative icon may be used — by taking the ‘E’ and period from our wordmarque. We have outlined recommended colour options across.

- MINIMUM HEIGHT: 20PX / 5MM
- DO NOT ALTER, SKEW OR STRETCH
- RECOLOUR ONLY TO BRAND PALETTE



AVATAR STYLE TWO



AVATAR STYLE ONE



02 CORE PALETTE

We have a strong and identifying core purple - signifying our wisdom and creativity. These colours should not be altered but can be used in the tints shown here. We have a secondary palette on the next page for when this palette need to be expanded.

- BRIGHT PINK SHOULD BE FOILED WHERE POSSIBLE
- ONLY USE TINTS WHEN NECESSARY
- DARK PURPLE & BRIGHT PINK KEY COLOURS, FOLLOWED BY NEUTRAL TONES

Dark Purple

CMYK	80 100 40 55
RGB	56 04 53
HEX	380435
P	2695 C

80%

60%

40%

20%

Bright Pink

CMYK	40 80 0 0
RGB	255 0 255
HEX	FF00F8
P	807 C

60%

40%

20%

10%

White

CMYK	0 0 0 0
RGB	255 255 255
HEX	FFFFFF
P	N/A

Grey

CMYK	5 5 5 0
RGB	242 242 242
HEX	F2F2F2
P	649 C

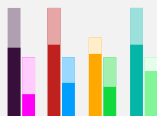
Deep Black

CMYK	91 87 54 87
RGB	17 0 16
HEX	092318
P	Black 6 C

02.1 SECONDARY PALETTE

The colours shown here should not be used in conjunction with the core palette shown on the previous page - this should only be considered for use where more colour is needed (digital applications – success and errors, graphs with multiple values etc).

TINTS SHOULD BE USED IN 80%, 60%, 40% & 20%
FOR COMPARISONS USE ANOTHER COLOUR, FOR BREAKDOWNS, USE TINTS



COMPARISON WITH BREAKDOWN



BREAKDOWN

Red

CMYK

17|97|94|7

RGB

191|33|31

HEX

BF211F

P

485 C

Blue

CMYK

71|31|0|0

RGB

0|158|255

HEX

009EFF

P

299 C

Yellow

CMYK

0|40|94|0

RGB

255|168|0

HEX

FFA800

P

137 C

Apple

CMYK

69|0|96|0

RGB

18|217|61

HEX

12D93D

P

7481 C

Teal

CMYK

0|74|0|43

RGB

5|181|166

HEX

05B5A6

P

326 C

Mint

CMYK

49|0|57|0

RGB

130|245|153

HEX

82F599

P

353 C

Our brand uses Neue Haas Grotesk for communications in the weights specified, however italics are also permitted.

The first weights of Neue Haas Grotesk were designed in 1957-1958 by Max Miedinger for the Haas'sche Schriftgiesserei in Switzerland, with art direction by the company's principal, Eduard Hoffmann. Neue Haas Grotesk was to be the answer to the British and German grotesques that had become hugely popular thanks to the success of functionalist Swiss typography. The typeface was soon revised and released as Helvetica by Linotype AG.

Neue Haas Grotesk is available through [Adobe Fonts](#), or can be purchased [separately](#).

- AGENCIES SHOULD USE THIS FOR EXTERNAL COMMUNICATIONS AND MARKETING PURPOSES
- ITALIC VARIATIONS ACCEPTABLE

Neue Haas Grotesk

Bold
Medium
Roman
Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZz1234567890? !@£\$%^&*
() - = [] ; ' \ , . / _ + { } : " | < > ?

03.1 ALTERNATIVE TYPOGRAPHY

For system defaults, presentations that need to be editable without NHG (Neue Haas Grotesk) and back up typography, use Arial. This should also be the backup font for web.

USE THIS AS DEFAULT FOR INTERNAL COMMUNICATIONS
OR IN SITUATIONS THE MAIN TYPEFACE IS NOT AVAILABLE

ITALIC VARIATIONS ACCEPTABLE

Arial Nova

Bold
Medium
Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZz1234567890?!@£\$%^&*
() - = [] ; ' \ , . / _ + { } : " | < > ?

03.2 TYPESETTING

Here is a base example of how to use typography within the brand – the designer should use this for inspiration, using typographic best practice to show clear hierarchy, depending on the information that needs to be displayed.

Captions / Sub-Headings
NHG Medium
+60pt Tracking

Headings
NHG Medium
-20pt Tracking

Introductions / Sub Copy
NHG Light
0pt Tracking

Paragraphs
NHG Roman
+20pt Tracking

LOREM IPSUM EQUI VIDEMPORE

This is a headline

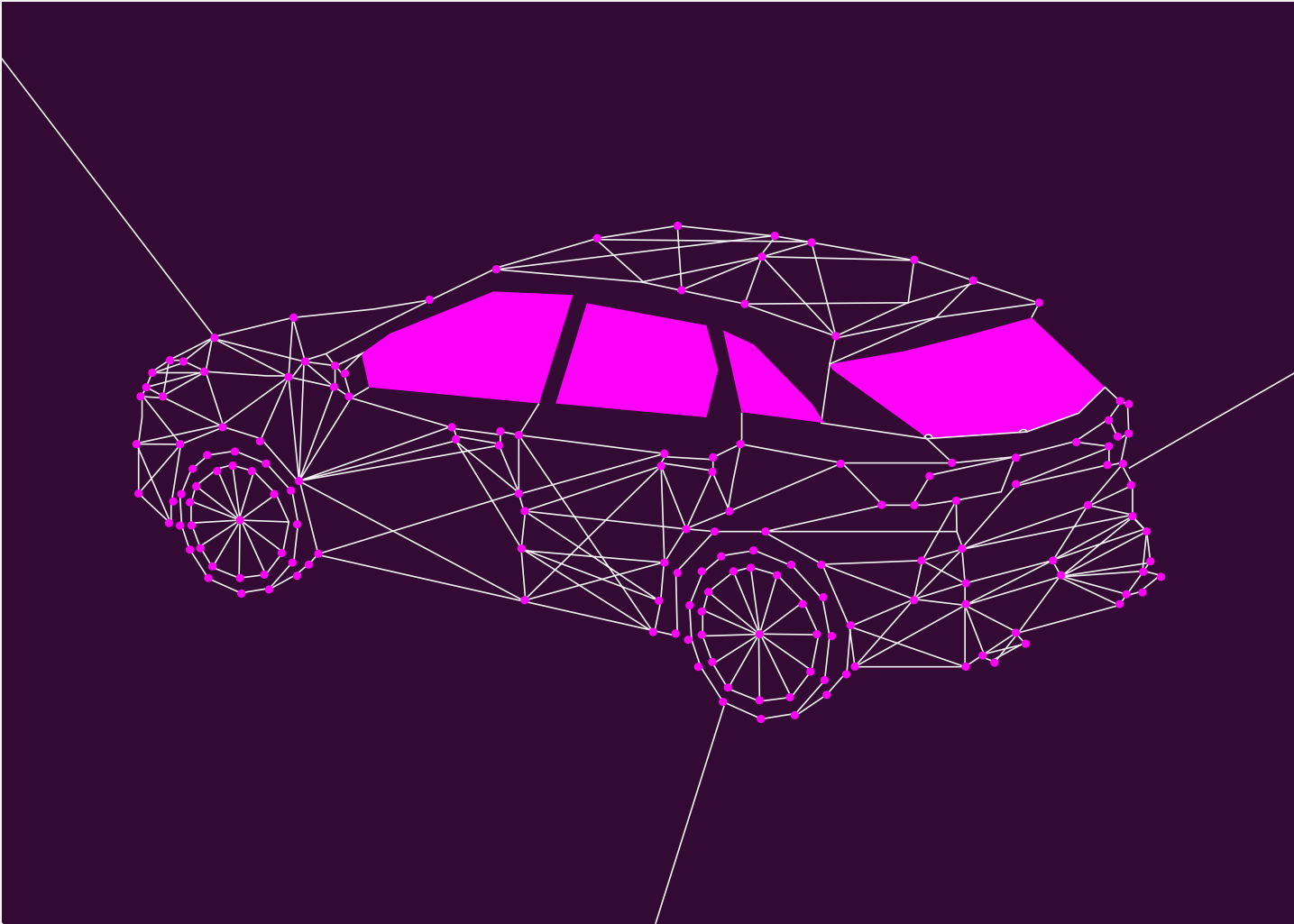
Rumquost volorehent haribus, nes eossi apeliqid ut
volorum labo. Et volorest am que coremo conse sunt od
quo que endit hicipsamus sume quisinv.

Nestis et ommosto vitatur? Equi vidempore pla dolorum quid
quamus expe nonse qui apidest, id molupta tempore sendit
expliquod millam, seque de landic testis alicius et verspis
debis dolorro del molorrum nis que omnim aliqua iliciuntio
berum nonsequis initati si comnis venis quatur? Quia el ipsapit
emporerped magnati asimillique voluptatur? Lent doluptaque im
ut vid ma volectatem eium sum.

04 ILLUSTRATION

Our illustration style is inspired by Eularian graphs and represents the way we connect disparate data. It can be achieved by outlining key parts of an object with lines (we advise starting with 0.5pt) and then overlaying dots in the key meeting points. A key area should then be highlighted in our bright pink, and should be anchored by using three disappearing lines.

This can also be achieved with partner assets to bring our look and feel to the imagery. By adding a ‘floor’ we also can bring legibility to text.



05 GRAPHIC STYLE

We can take our illustration style and apply it to showcase brand where necessary. As shown here it is possible to house information by using the graphic style – this can be used on it's own or isolated within a container. Many examples can be found within this document.

Key words or statistics can also be pulled out of sentences by using a contrasting colour. This can be used occasionally to add emphasis to phrases or add hierarchy to the design—either in a single block (including connecting words like 'a' or 'the') or single words in a paragraph.

We enable positive change

06 PHOTOGRAPHY

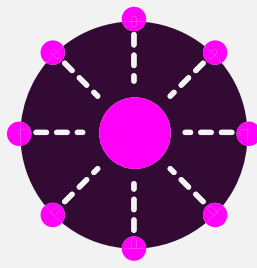
Photography shouldn't feel like stock imagery — avoiding cliché images of data graphics and unrealistic technology. Instead imagery should feel focused, inspirational and feature digital products or staff collaborating. Partner brand imagery should be used when referencing case studies, which can also feature our illustration style or graphic pattern.



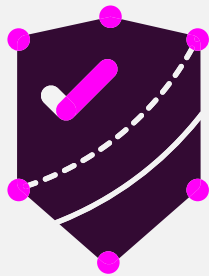
07 ICONOGRAPHY

Our icons are made up from elements of our graphic style, however lines should be slightly thicker to keep legibility at smaller sizes. They can be designed and utilised in either the dark or light style for use over the relevant brand colours.

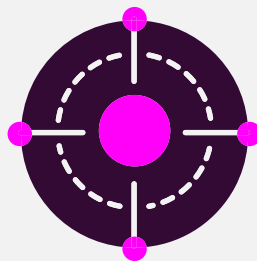
DARK



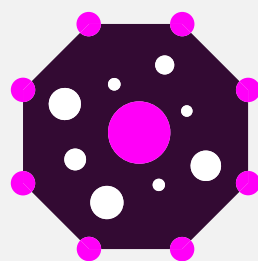
INTEGRATION



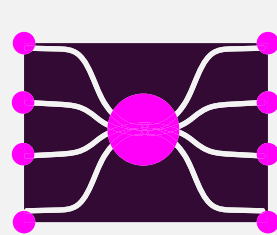
GOVERNANCE



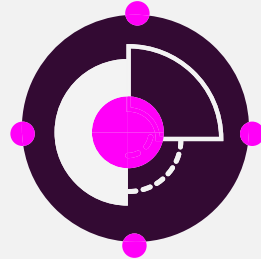
PERSONALISATION



MODELLING

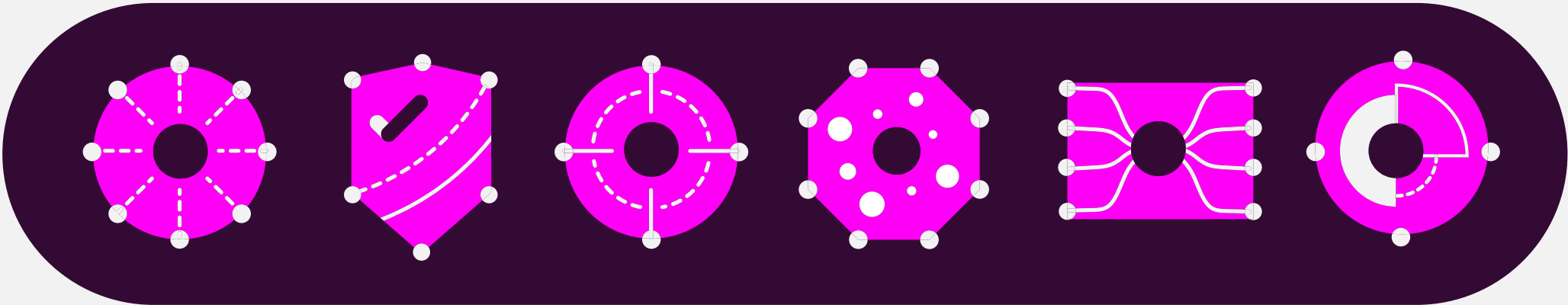


PLATFORMS



SEGMENTATION

LIGHT



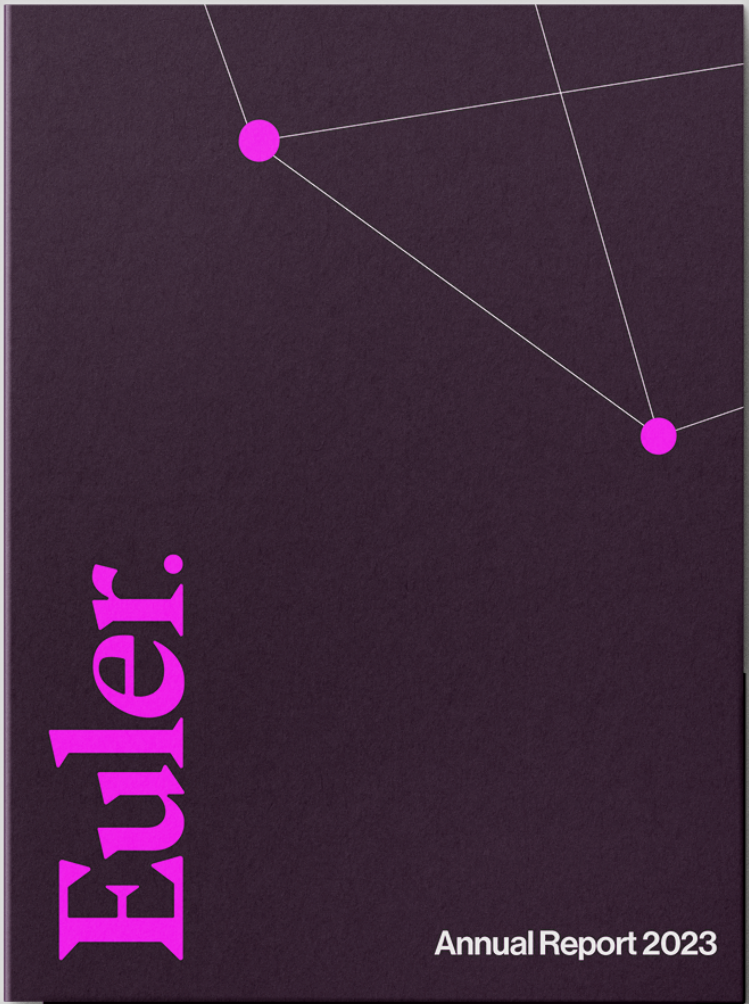
04

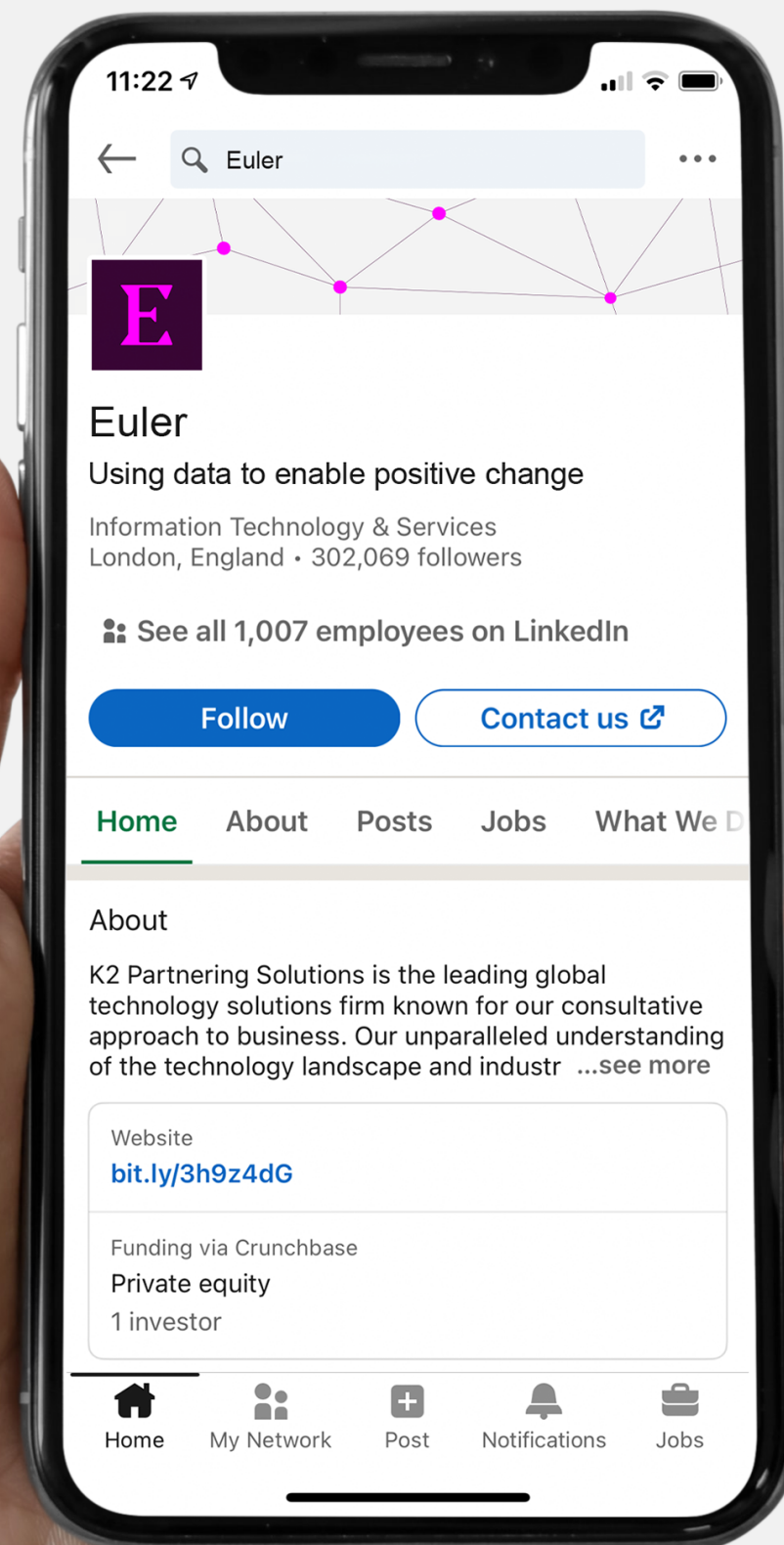
Execution

Euler.

We provide the solution
to **enable positive change**

Euler.





11:22



Euler



Euler

Using data to enable positive change

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What We Do

About

K2 Partnering Solutions is the leading global technology solutions firm known for our consultative approach to business. Our unparalleled understanding of the technology landscape and industr ...see more

Website

bit.ly/3h9z4dG

Funding via Crunchbase

Private equity

1 investor



Home



My Network



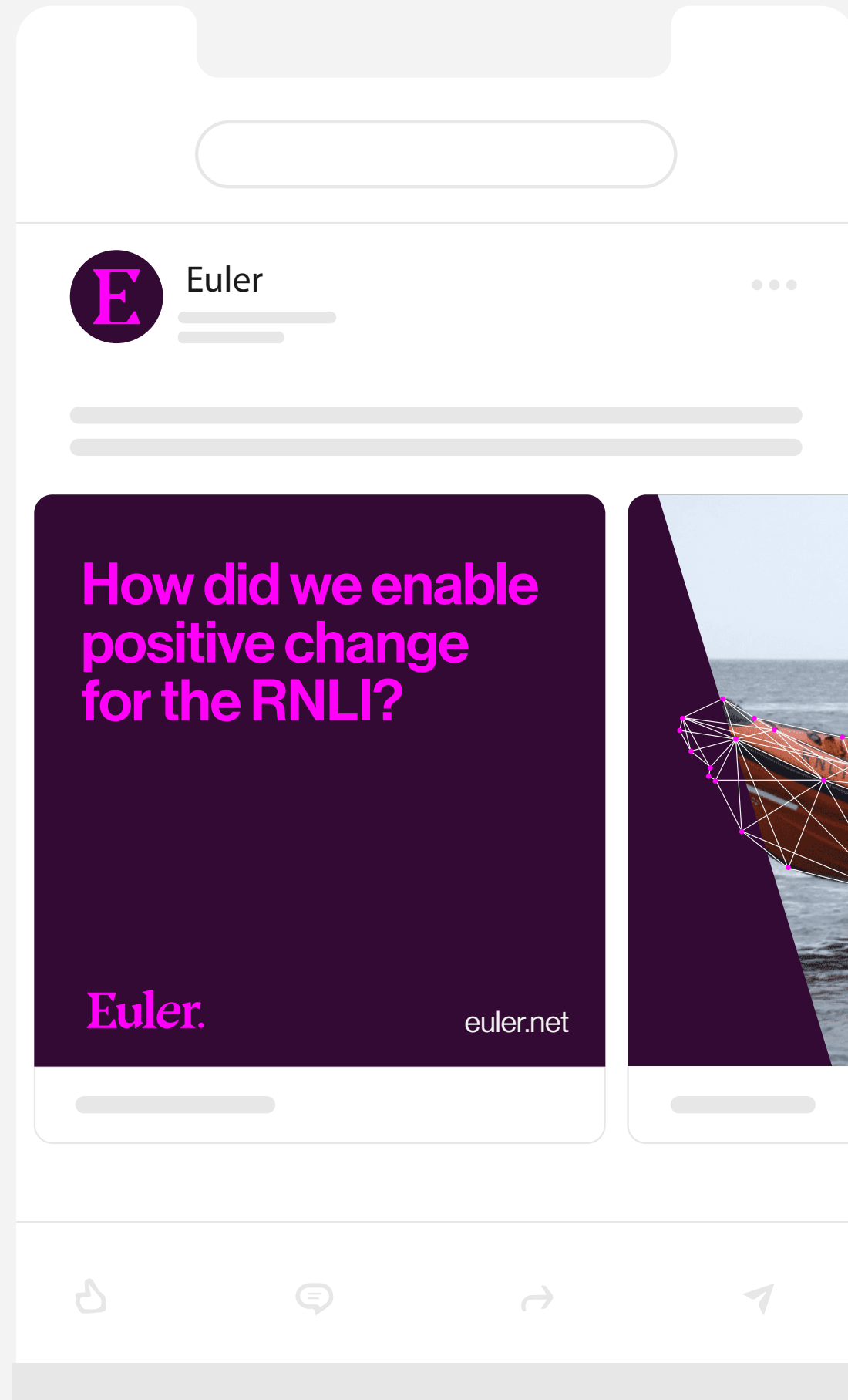
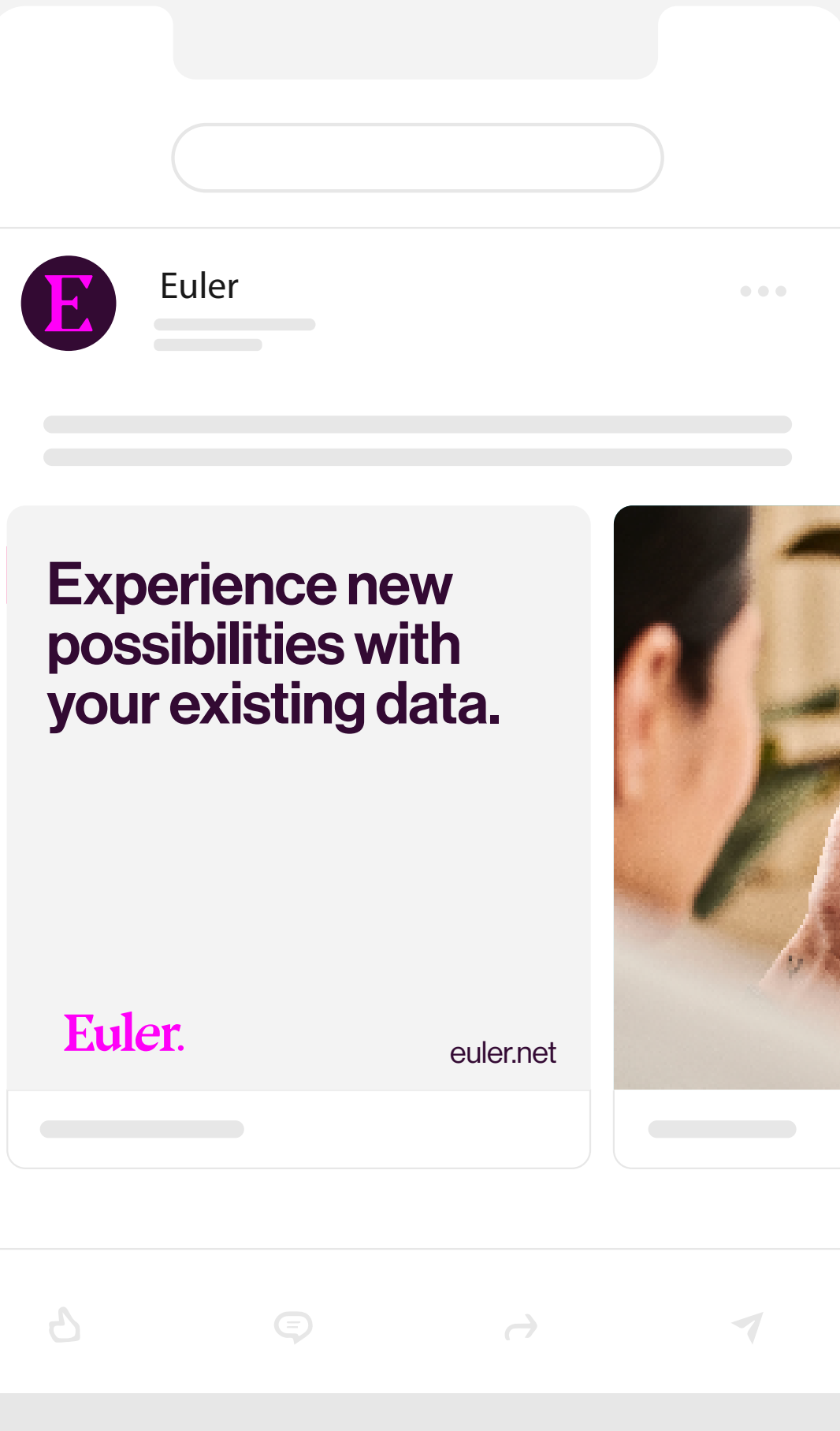
Post



Notifications



Jobs





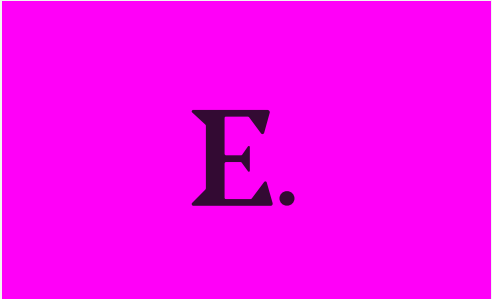
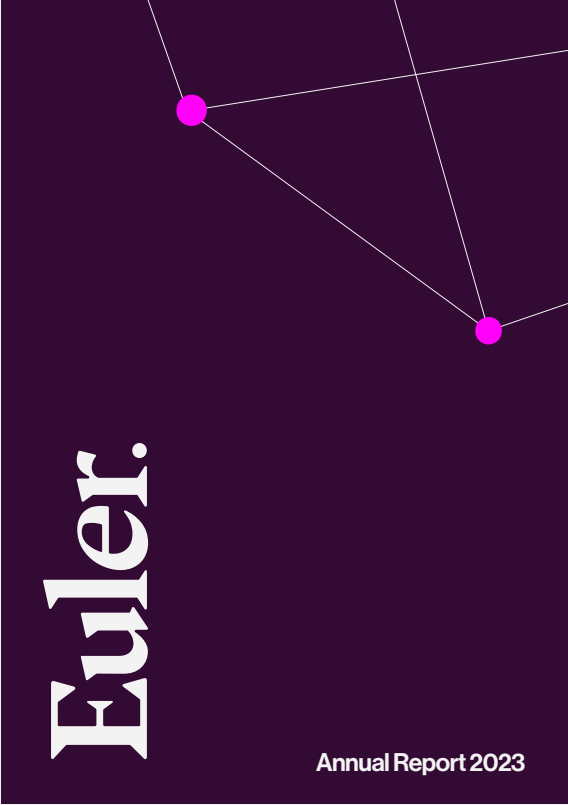
Data Management & Integration

- Data Management, Integration & Governance as/via a Hub
 - Data Warehouse
 - Data Lake
 - Data Platform
 - Data Migrations
- Repeatable Frameworks
- Goal of Data Fabric
- Cloud agnostic



Business Intelligence & Analytics

- Machine Learning & AI for Analytics
 - Audience Targeting
 - Segmentation
 - Modelling
 - Personalisation
- Embedding into applications
- FastStats for Self-Serve Opportunities
- Power BI & Orbit for Customer Journeys





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Thank you

