

IKE Brand Story

ike4.ikegps.com



“ *It's time for us to go hard, and smart, on how we own the narrative of our brand.*

Why this?

This brand standards book aligns with a critical point in IKE history. Our brand has been presented with a market opportunity that can significantly impact the growth trajectory of our company. It's time for us to go hard, and smart, on how we own the narrative of our brand.

Influencers, sponsors, and buyers of IKE products either already have, or will soon have, an impression of what IKE is. We have limited time for impression making. This book is a living guide to help us maximize our brand story and assets, so our team can be more efficient and more effective every time we connect and educate our audience about the solutions our brand provides.

This cookbook will describe our standards and point to a brand system that will enable us to build on-brand communications both online and offline. This is a brand systems cookbook that accompanies our story and connects to a system of resources that have been carefully planned to help us automate and expedite our communications.

The Story of IKE

Spoiler Alert



IKE is winning hearts and minds with the biggest names in the communications and utilities industry. Companies such as AT&T and Verizon have monumental targets to bring fiber to every human being in the United States.

The process for provisioning fiber to one utility pole requires the attention of multiple entities, is hazardous to field workers, is inaccurate, and may take many weeks - a tremendous risk and barrier to the plan. With more than 220 million utility poles in the United States these providers need a solution to speed up, improve accuracy, and offer a more integrated approach to the provisioning and data sharing necessary to connect their networks.

IKE has the solution to connect the largest companies in communications and utilities to in a way that reduces risk to teams, speeds up the end-to-end measurement process, and saves money for customers. Further, IKE is the first to make available a proven and trusted set of standards for end-to-end utility pole measurement and management - a sea change to an industry in a race to proliferate data and power to everyone.

Introduction

We all want to be part of something.
A community, a team, a tribe, the
PTA, a league... It's human after all.

“ *It's great to not be so
“fancy.” It's even better to
just be great.*

When we spend 70% of our waking hours either working or thinking about work, we'd like to believe there is a greater meaning to what we do. In today's society, and in popular culture, we are assaulted with a narrative suggesting jobs must be fashionable, sexy, celebrated through the channels of modern media.

Brands who pronounce their coolness, hip-ness, and celebrity to the masses represent a small percentage of those who are less brash. They are rewarded with short term gratification but often face the whipsaw effect when the tailwinds of popular culture turn into headwinds.

It's great to not be so “fancy.” It's even better to just be great.

Meanwhile, amazing people and amazing companies are **DOING** the WORK (ala Steven Pressfield). They play the long game, building companies that bring value to those they serve, to themselves, to their families and to shareholders. These are the architects behind great structures, the teachers who bring creativity and learning to the classroom, the accountants who save the day in spreadsheets. They are the inventors of niche solutions.

“ *We’re already doing the work to evangelize, teach and celebrate those we serve. And according to our values, we celebrate ourselves by celebrating them.*

Our Brand

We know where we come from. We know where we are today. We know where we are going. We know our values and we’re damn good at what we do. We BRING it every day with pride and attitude.

We are a niche player in a segment that is under-celebrated - under the radar. It’s a little hard to describe at a party. But that’s only because the industry we serve needs more people just like us.

We’re already doing the work to evangelize, teach and celebrate those we serve. And according to our values, we celebrate ourselves by celebrating them.

We are on this planet to make a profound change in the lives of those we serve - to the utility pole measurers and every human being involved in the process of provisioning for the great fiber rush.

Our Story is Their Story Too

As an output of “how” we do what we do, we’re going to change a perception. We’re replacing the black and white television set (with rabbit ears) with a 4K view into their world.

Doing it with Standards - the Pole Record

As a natural extension of who we are, our brand personality, our wonkiness and wit, we hunker down on our values. Our industry needs the clarity we bring to work every day. Our standards will define the standards for the industry, and how we communicate the journey.

Simplicity

- Clarity
- Ingenuity
- Be Yourself
- Never, ever, give up

The Story of IKE



I was born out of restlessness from the minds of scientists...

An engineering wonk with a penchant
for measuring the planet.



A new way to Measure

Photography became my tool for measurement.
A camera + lasers + algorithmic analysis allowed the
measure of my world.



Protected

The uniqueness of my sensors, software and algorithms have earned me patents and I.P.



Internet famous

The world found out about my superpowers with a little help from the internet. Suddenly we were on the map - our website traffic red-lined.

Thank You.

Slashdot



Going Pro

An inquiry from the US Army Corps of Engineers legitimized my science and put us to work in helping them measure their world. This was my inflection point, focusing and refining my craft.



Pivoting on market demand

My product focus transcended to a holistic solution for the journey of utility pole measurement. Every organization using my solutions are improving turn up times and data quality.





Delivering BIG on Value.

Today I'm working with the biggest names in communications and utilities - I help them remove critical bottlenecks in the fiber and network provisioning process. This saves many millions of dollars by measuring, analyzing, managing and improving data hygiene at each and every utility pole.



Change agent

I'm an agent of change for my customers - an entirely new solution for those who require new thinking on how to measure and manage utility pole information, projects, and networks.

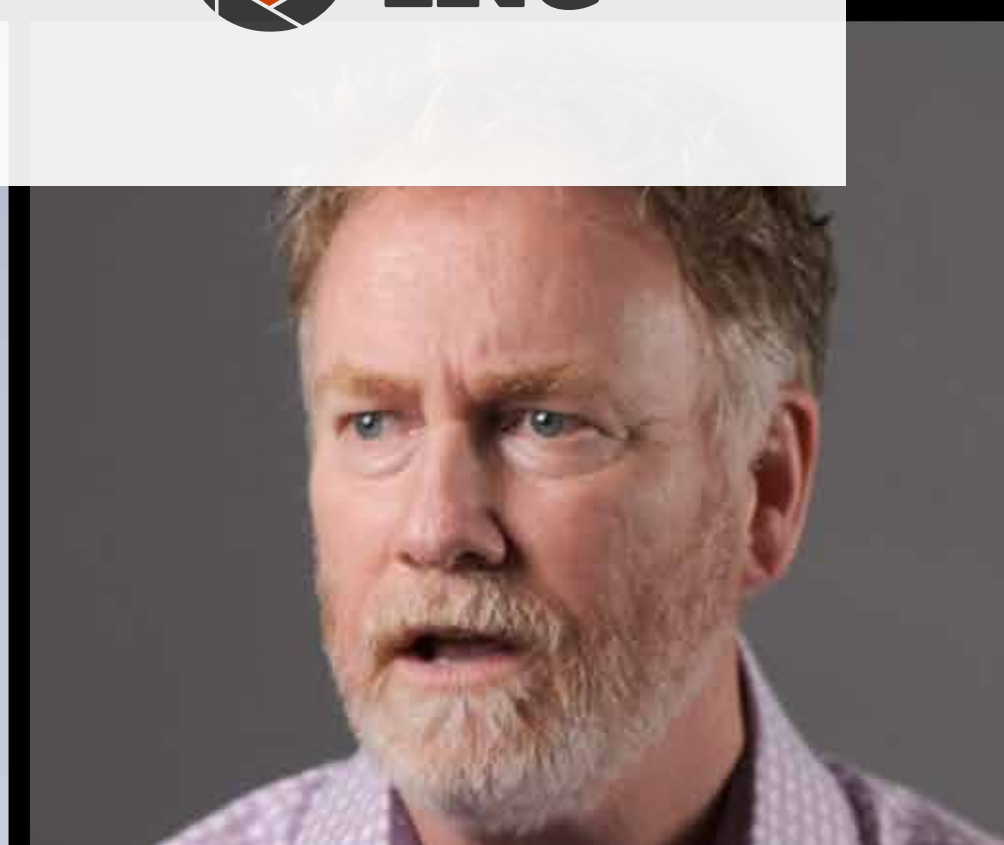
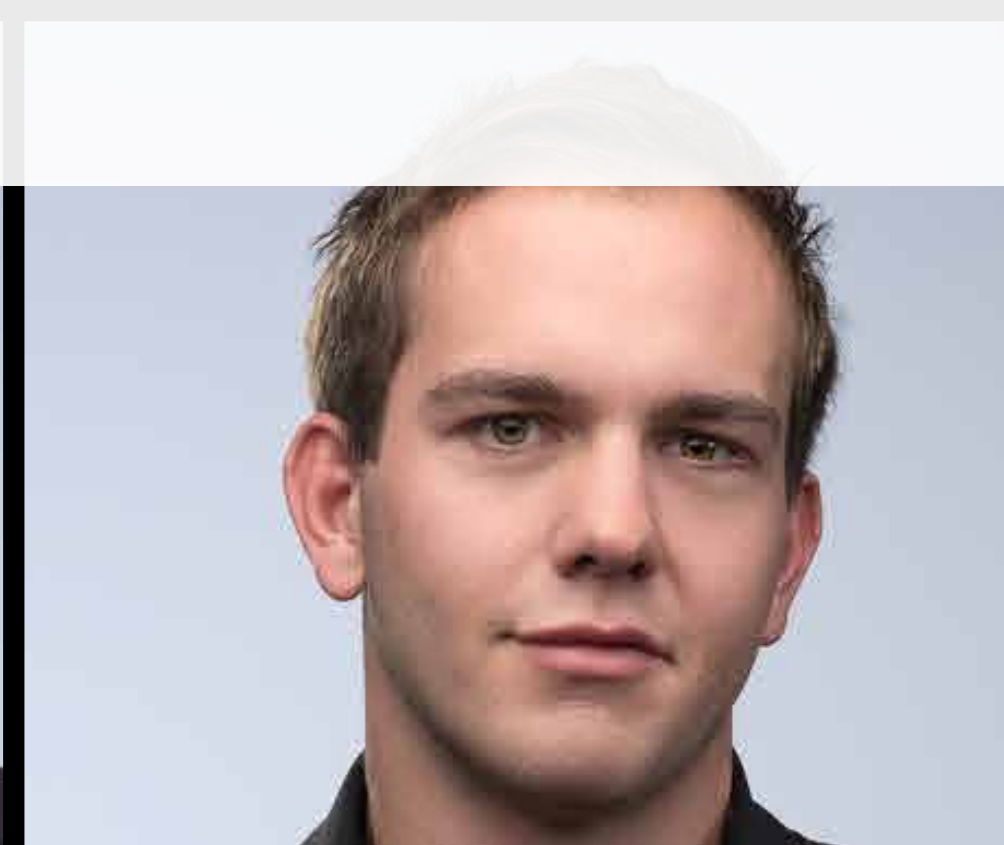
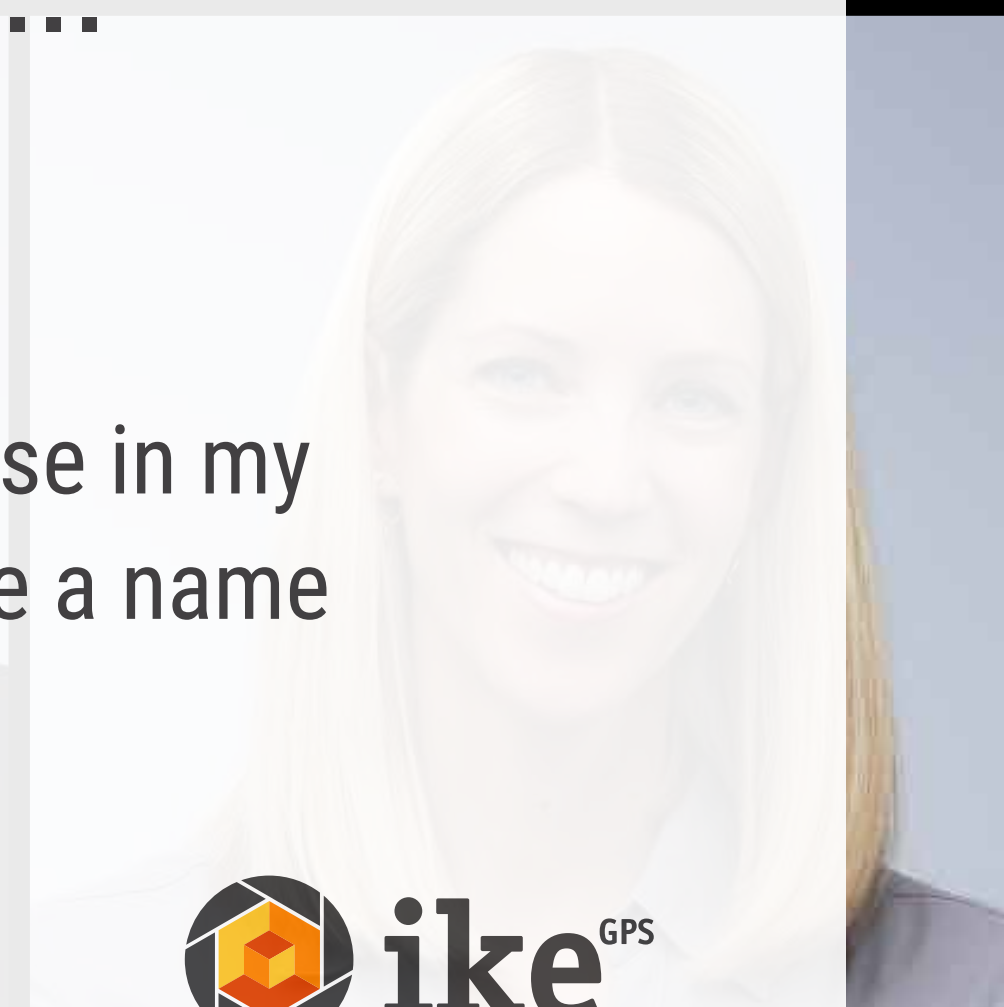
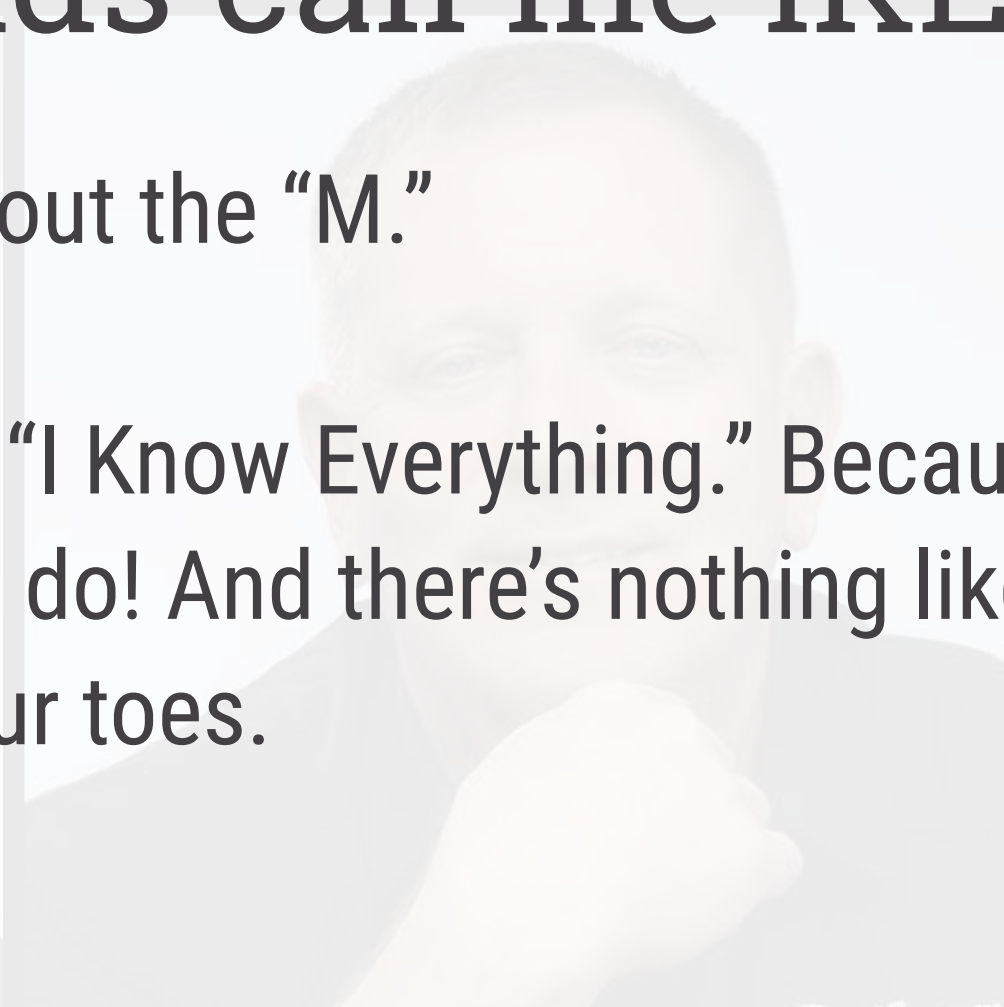
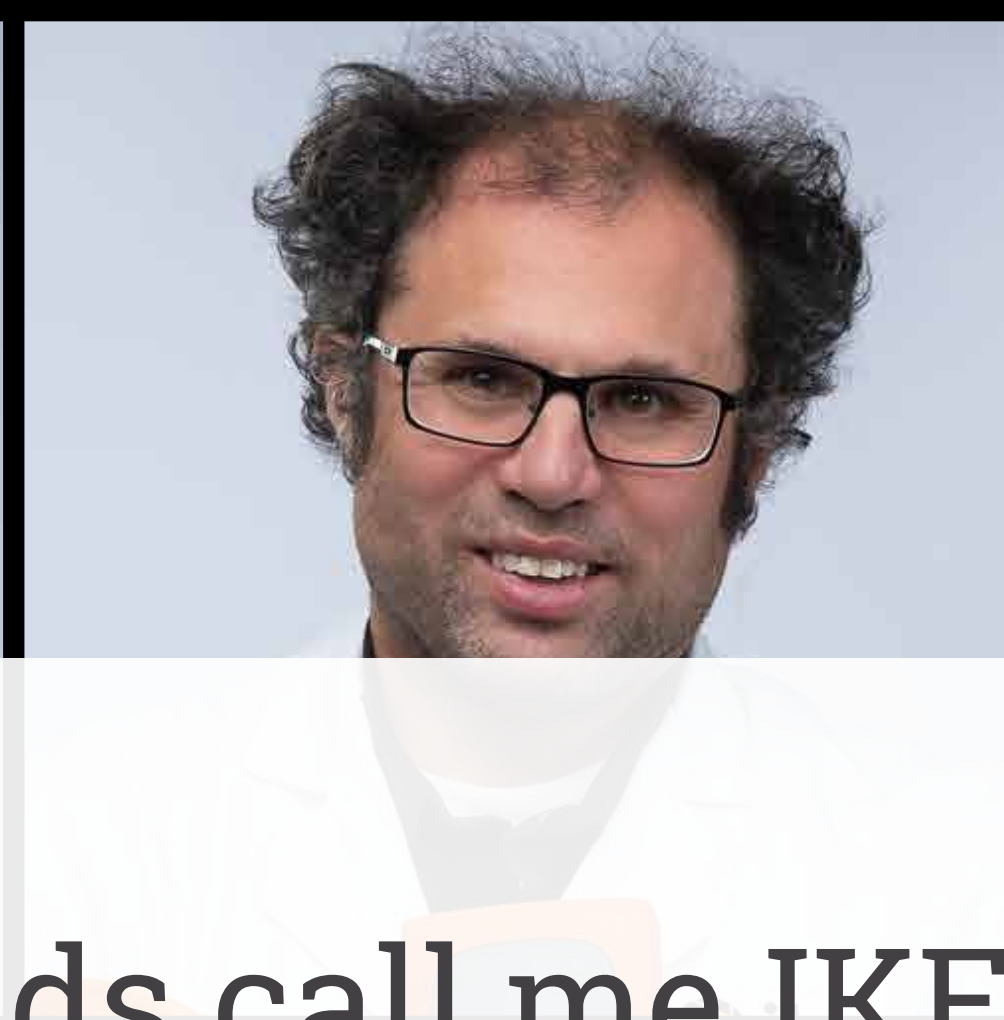
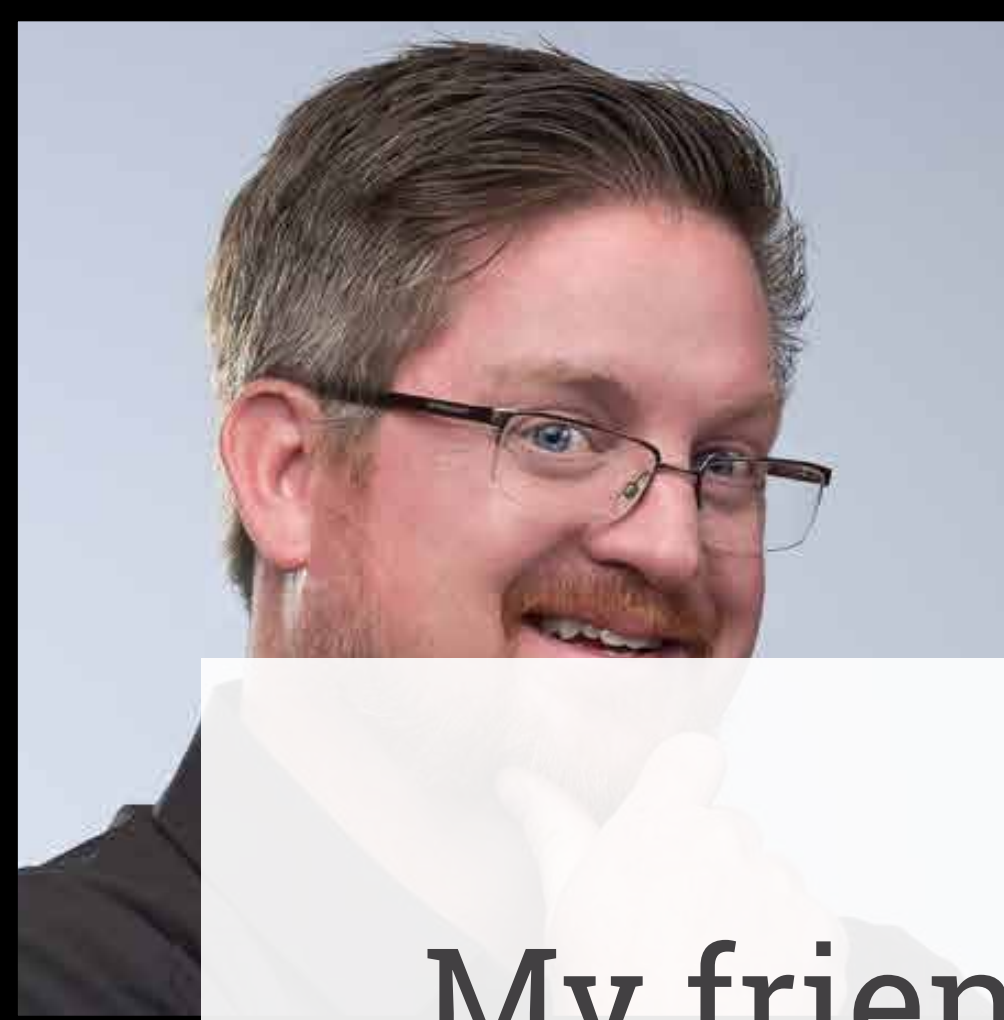


Bandwidth for everyone

Today I'm a global citizen of the utility pole world - where in the United States alone we have 220 million poles to measure and catalog.

I'm fortunate because I've found my purpose in life.





My friends call me IKE...

Like Mike - without the "M."

IKE is short for, "I Know Everything." Because in my specific realm, I do! And there's nothing like a name to keep us on our toes.



IKE Facts

2X

Faster field engineering.

5X

Faster back office MRE.

\$33

Average cost savings per pole.

88 Days

Average faster project completion.

34%

Average additional poles measured per day.

0

Zero revisits to the pole.

Industry Facts

84% of CEO's

84% of CEOs are concerned about the quality of the data they're basing their decisions on.

Forbes
<http://bit.ly/2xXG23b>

\$3.1 Trillion

"Bad data costs the U.S. \$3 Trillion Per Year.

Harvard Business Review
<http://bit.ly/2sTxd4P>

XX

Emerging liability crisis

Harvard Business Review
<http://bit.ly/2sTxd4P>

XX

Benefits of standardization.

Forbes
<http://bit.ly/2xXG23b>

Keeping people safe

My solution delivers safety improvements to human beings who can now assess and design utility poles from a safe distance.



Standards and making it stick

My methods of collecting pole measurements is an obvious standard for a **Pole Record**.

It is our vision to unify the pole owners, the attachers, the regulators, the engineers and their field teams'.



I'm Agile

My customers enjoy the continuous improvement of my solution.

What they buy from IKE comes with an army of engineers who add incremental upgrades during sprint releases twice per month.

Alongside every customer at every step are a host of support engineers who are pole experts.

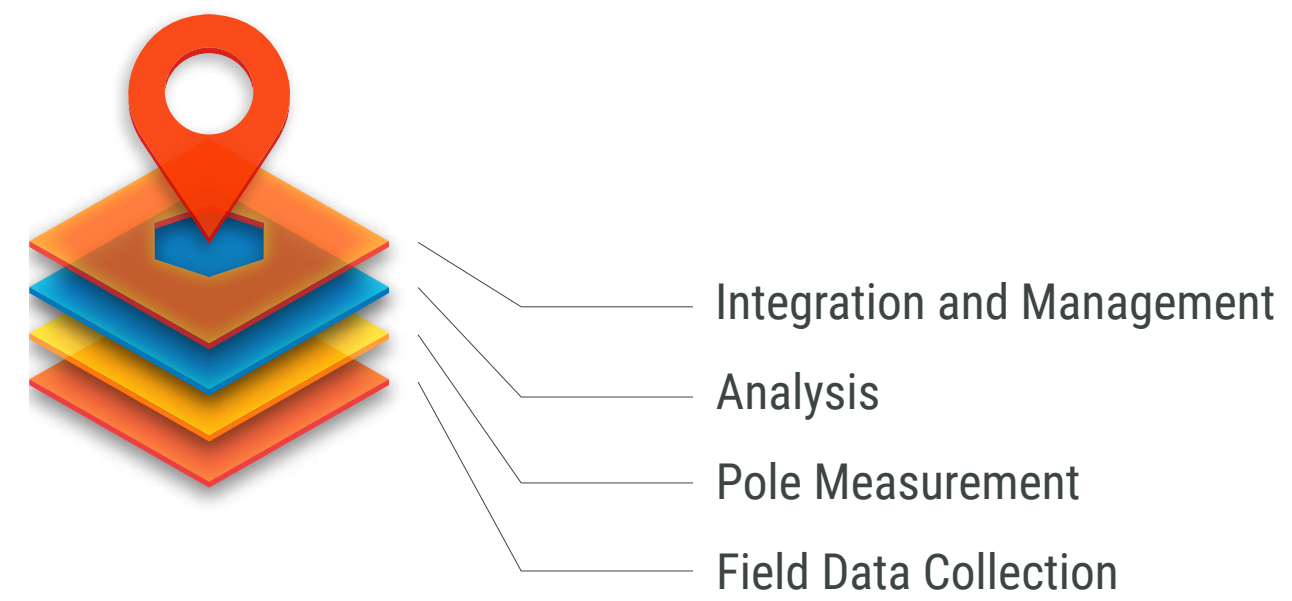


The multiplier effect

As adoption of IKE standards widen, we will enjoy even greater improvements in speed, accuracy, and project delivery. We've only begun to accelerate network roll outs for our customers.



How I work



Dots on the map

Corporate Headquarters

United States - Broomfield, Colorado

Global Sales / Marketing Support / Leadership

United States - Seattle, Washington

Regional Office

New Zealand - Wellington



“Sharks with freaking lasers”

With laser-like focus we execute daily on our vision -
to serve the largest infrastructure companies on earth
as we host their asset information.



IKE fights for you (Fisticuffs)

We fight for every customer - always covering their back.
We are open and accessible to them.

Our team spirit is unrelenting - and will never allow us
to let our customers or our market down.



Going the distance...

Working alongside communications companies,
electric utilities and engineering service providers
- I am lighting up the country and playing a pivotal
role in the delivery of power and the proliferation of
high speed communications to every man, woman,
and child.



For communications companies, electric utilities and engineering service providers.

Whose operating concerns are:

- Increasing velocity of deployment.
- Improving network and data quality.
- Keeping crews out of harm's way.
- Meeting the demands of regulators.



Better together

We are IKE. We are human, end to end. Even though I'm made up of technology and data - humans are my scaffolding - connecting with customers - being agents of change - earning reputational capital for our brand.



Highly tuned

We're a solutions company of utility pole experts with a highly tuned support infrastructure. We will never compromise our standards and attitude towards serving our customers.



Brand System



Color, Type, Iconography, Imagery +

We have more to do and less time to do it. This brand system is designed to extend the brand of IKEA while at the same time give the freedom of a “drag and drop” set of assets and style parameters to help teams deploy communications.

To leverage this brand system, teams will have access to Adobe Creative Cloud / IKEA 2018 Brand System library.





Color.



Established Colorway

Notes:

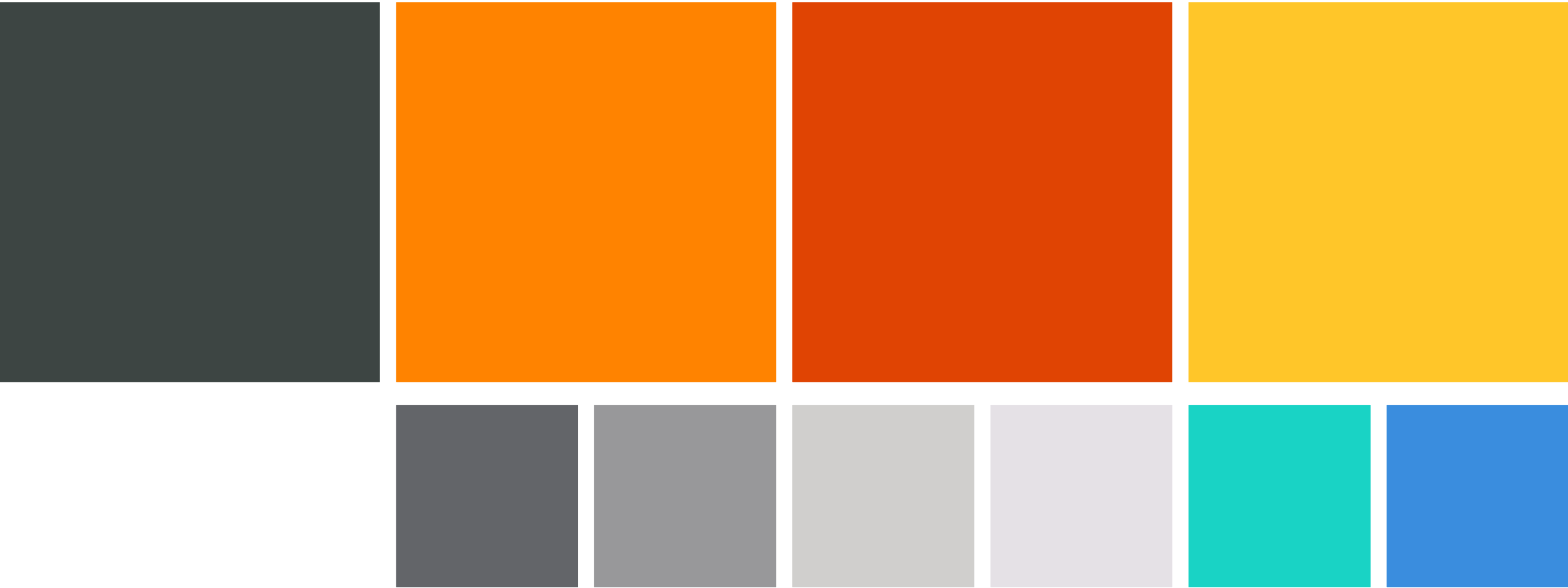
This is the colorway that was established in the “brand bible” document. While they remain the same, the “Black” has been assigned a Pantone color (page 39) and in doing so some of the color values were slightly changed to find the closest pantone color.

			
BLACK: 90% CMYK: 0, 0, 0, 90 RGB: 65, 64, 66 HEX: 404142	PANTONE: PMS 151 CMYK: 0, 64, 100, 0 RGB: 255, 121, 0 HEX: FF7900	PANTONE: PMS 1665 CMYK: 0, 80, 100, 0 RGB: 221, 72, 20 HEX: DD4814	PANTONE: PMS 123 CMYK: 0, 19, 89, 0 RGB: 253, 200, 47 HEX: FDC82F

Updated Colorway

Notes:

The previous colorway was lacking in gray tones and complimentary tones that would give the colorway a broader way of dealing with text styles and color blocking. The overuse of orange was canceling the impact of the orange. Blues are going to be used for specific CTA's and will offset the heavy usage of warm colors.



Updated Colorway

Notes:

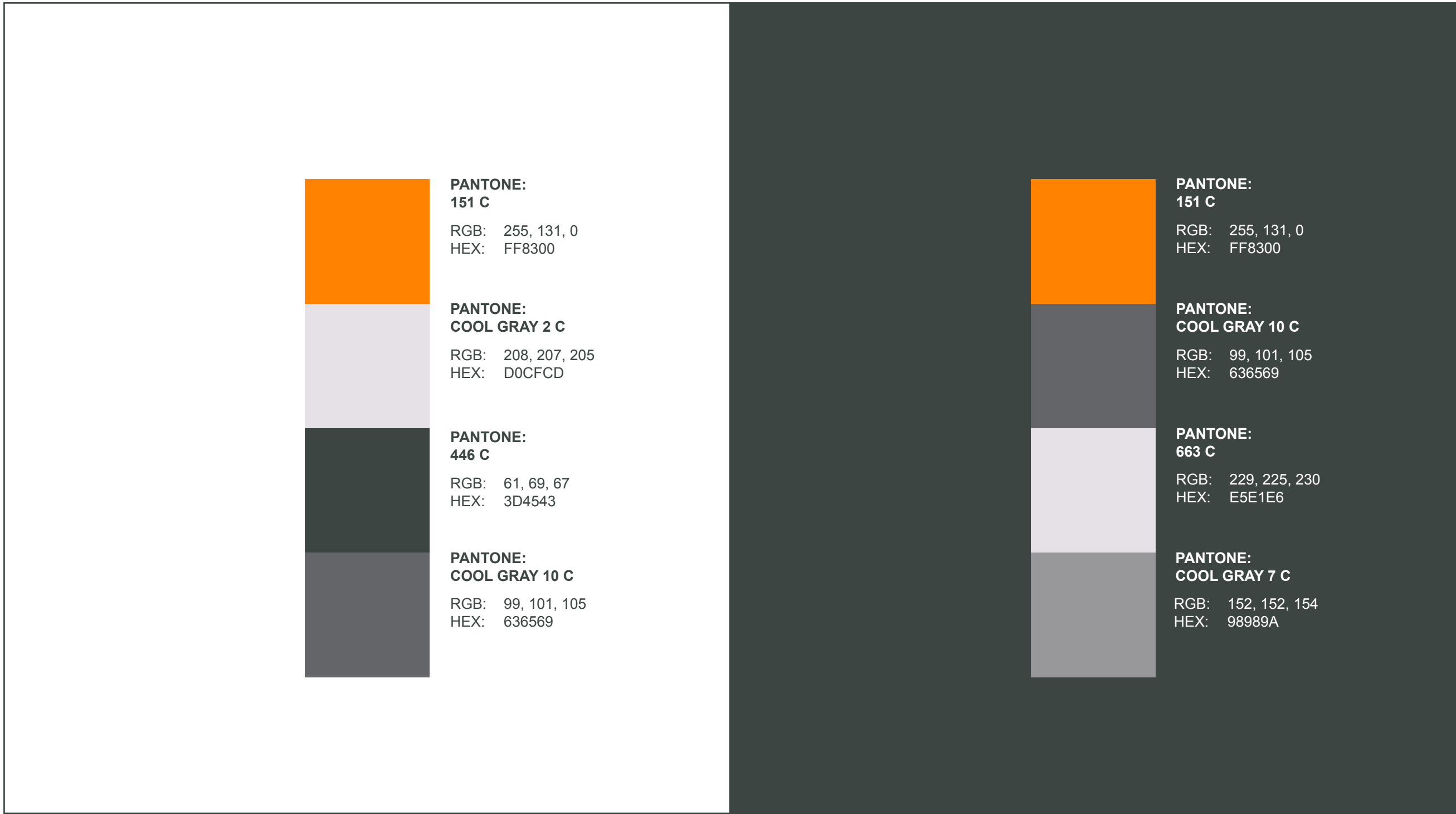
For each of the colors in this system there are accommodations for both print media and screen display.

					
PANTONE: 446 C RGB: 61, 69, 67 HEX: 3D4543	PANTONE: 151 C RGB: 255, 131, 0 HEX: FF8300	PANTONE: 1665 C RGB: 224, 68, 3 HEX: E04403	PANTONE: 123 C RGB: 255, 198, 41 HEX: FFC629		
					
PANTONE: COOL GRAY 10 C RGB: 99, 101, 105 HEX: 636569	PANTONE: COOL GRAY 7 C RGB: 152, 152, 154 HEX: 98989A	PANTONE: COOL GRAY 2 C RGB: 208, 207, 205 HEX: D0CFCD	PANTONE: 663 C RGB: 229, 225, 230 HEX: E5E1E6	PANTONE: 3255 C RGB: 25, 211, 197 HEX: 15D3C5	PANTONE: 279 C RGB: 58, 141, 222 HEX: 3A8DDE

Layout Colors

Notes:

Note these layout colors with orange as the primary. The gray tones are adjusted and pull from the new colorway to allow for reversed background.



Layout Colors

Notes:

This layout colorway features the IKE yellow as a primary and the grays from the system have been fitted to accommodate both a light and dark background. Each with suggested contract gray tones.

PANTONE:
123 C
RGB: 255, 198, 41
HEX: FFC629

PANTONE:
COOL GRAY 2 C
RGB: 208, 207, 205
HEX: D0CFCD

PANTONE:
446 C
RGB: 61, 69, 67
HEX: 3D4543

PANTONE:
COOL GRAY 10 C
RGB: 99, 101, 105
HEX: 636569

PANTONE:
123 C
RGB: 255, 198, 41
HEX: FFC629

PANTONE:
COOL GRAY 10 C
RGB: 99, 101, 105
HEX: 636569

PANTONE:
663 C
RGB: 229, 225, 230
HEX: E5E1E6

PANTONE:
COOL GRAY 7 C
RGB: 152, 152, 154
HEX: 98989A

Indication Colors

Notes:

Three colors have been assigned to “indication” colors. Red will represent an “error” color such as a form validation failure. The blue tone will represent “success.” The gray tone will indicate a disabled field or content.

Error

PANTONE:
1665 C
RGB: 224, 68, 3
HEX: E04403

Success

PANTONE:
3255 C
RGB: 25, 211, 197
HEX: 15D3C5

Disabled

PANTONE:
COOL GRAY 2 C
RGB: 208, 207, 205
HEX: D0CFCD

Error

PANTONE:
1665 C
RGB: 224, 68, 3
HEX: E04403

Success

PANTONE:
3255 C
RGB: 25, 211, 197
HEX: 15D3C5

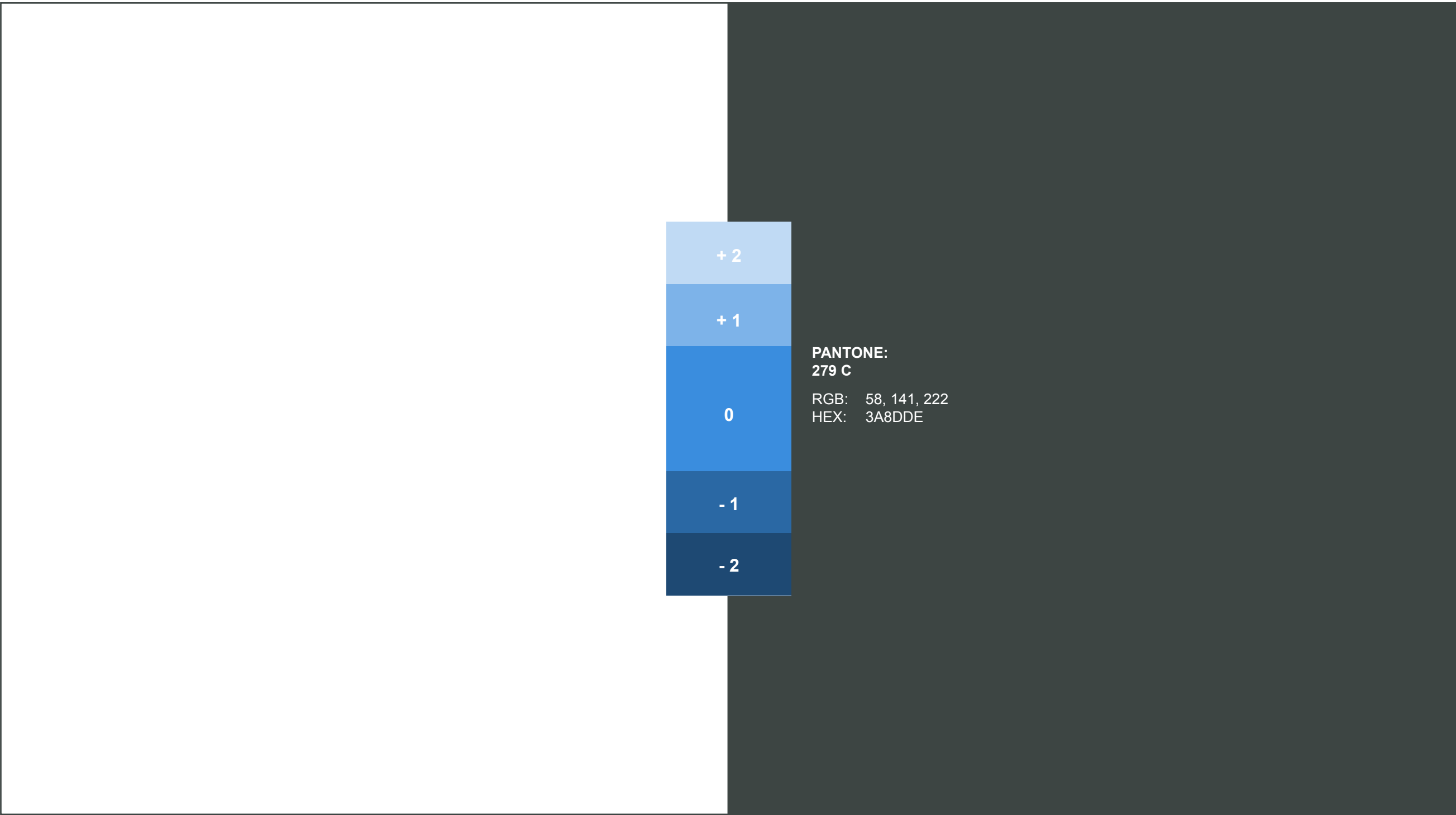
Disabled

PANTONE:
COOL GRAY 2 C
RGB: 208, 207, 205
HEX: D0CFCD

Interactive Colors

Notes:

This blue is to be a primary interactive color. CTA's will be in this blue as well as interactive elements that are meant to attract attention of end users. As buttons and interactive elements require various states, the varied blue tones are provided to give headroom for conditionals such as - hover, pressed, released, active.



Notes:

This new colorway helps us celebrate the orange. Orange is still the feature color of the IKEA brand and will remain so by leveraging neutral grays and complimentary blues to offset the necessity of Orange thus improving the impact to the end use when orange is used.

Color

We love oranges / and the color orange - but do you eat oranges all day every day? No - it's best as a snack or supplemental to a meal. We don't want to wear the orange out. Let's keep it strong and dominant by not trying to be so dominant.

We can allow orange to speak up for the brand by increasing its utility value. This would be achieved by limiting its usage to either very specific brand supporting color along with using the power of orange to attract visual attention to key areas or CTA's.

Orange is the official color of IKEA. The demeanor of IKEA is to know our utility, our usefulness, and we can celebrate the meaning and utility of our official color by applying a methodical and sparing approach to its usage.

Notes:

The usage of “orange and teal” in the colorway will be more effective in bringing life to imagery, a common use in cinema color grading giving warmth and human qualities to skin while offsetting with beautiful blue tones.

Neutrals

To bring impact to our hero color we will need to rely on additonal color, neutral grays, to assit with color blocking and appropriate contrast with type. It is important to note that we must keep these grays on the neutral spectrum. Warm or cool grays will detract from the color balance.

Complimentary Blue

Opposite to Orange on the color wheel is blue. While an exact complimentary color to our hero orange (hex#FF7900) would be blue (hex#0086FF), we’re opting to adopt somethign slightly more teal.

Orange and Teal (in imagery)

Common to cinematic color grading, the orange and teal combination is used to bring out the skin tones in individuals while teals offer separation and contrast between a person’s skin tones and their surroundings. While the orange used to enhance skin tones is not overtly orange as in our color chip, it does warm up the individual and humanize their presence. The use of teal in such color grading in cimema, unless overly applied, will not come across as overly obvious, but used sparingly will create a pleasing tone to imagery.

Our Blue / Teal

Not including usage of our blue in color grading, blues will be used sparingly and be applied mainly for subtle font usage and applied to imagery to compliment skin tones.

A few words on type.

Considerations

- For wider IKE usage, font provider licensing has not been consistent over the past couple of years. No longer supported on Typekit, corporate licensing may be costly. This should be a consideration with respect to licensing this font on various computers for internal comms.
- For web usage, is fairly straight forward and the entire family can be licensed for \$499 for a complete Officina family which would cover both the Sans and Serif variant.

Recommendations

- There is no current clear standard for how IKE may be using Officina Serif vs. Officina Sans. It is recommended to either very clearly specify the usages for each or Move forward with only one.
- If licensing for broader usage is an issue, see alternatively similar fonts from google fonts.

Current Typeface



This is Officina Serif.

Paired with: Roboto

Get the Measure
of your world.



Officina Serif / 100 pt

The quick brown fox jumps over the lazy dog.

The five boxing wizards jump quickly. Pack my box with five dozen liquor jugs. Jinxed wizards pluck ivy from the big quilt. Crazy Fredrick bought many very exquisite opal jewels. We promptly judged antique ivory buckles for the next prize. A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent. The job requires extra pluck and zeal from every young wage earner.

The five boxing wizards jump quickly. Pack my box with five dozen liquor jugs. Jinxed wizards pluck ivy from the big quilt. Crazy Fredrick bought many very exquisite opal jewels. We promptly judged antique ivory buckles for the next prize. A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent. The job requires extra pluck and zeal from every young wage earner.

Current Typeface



This is Officina Sans.

Paired with: Roboto

Get the Measure
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Officina Sans / 100 pt

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Recommendations

- There is no current clear standard for how IKE may be using Officina Serif vs. Officina Sans. It is recommended to either very clearly specify the usages for each or Move forward with only one.
- If licensing for broader usage is an issue, see alternatively similar fonts from google fonts.
- Alternate recommendations are: Roboto Slab vs Officina Serif

This is Officina Serif.
This is Officina Sans.

A font family by Erik Spiekermann.

- (Subjective) A beautiful and complete font library from arguably the best font designer in the world.
- A robust, neo-grotesque font family with varying weights and styles to accommodate a wide range of usages.
- Pairs well with Roboto.
- Reads well mainly as a type headline.
- Works well for both print and screen rendering.

Other Type to Consider

The fonts represented here are widely available and have open usage licensing through google. The Zilla Slab font is from the Mozilla project and also is widely available with open usage licensing. These fonts are selected because of their similarity to Officina.

This is *Merriweather*.

This is Roboto Slab.

This is Karma.

This is Zilla Slab.

This is Officina Serif.

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
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This is Merriweather.

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*This is Roboto Slab.

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The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

This is Karma.

The quick brown fox jumps over the lazy dog.

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The quick brown fox jumps over the lazy dog.

This is Officina Sans.

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The quick brown fox jumps over the lazy dog.

This is Source Sans Pro.

The quick brown fox jumps over the lazy dog.

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This is Roboto Condensed.

The quick brown fox jumps over the lazy dog.

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This is Zilla Slab.

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Typesetting



Notes:

From the brand system the following are used - these labels will become familiar when referring to the brand system:

H1 01 1920

H2 01 1920

H3 01 1920

BODY 01 1920

QUOTE 01 1920

Use these codes to apply type styles from the adobe cc library.

*NOTE - When selecting any of the text styles in Adobe Illustrator or Indesign the style values will be displayed in “paragraph styles.” Less common in other design systems will be paragraph style options such as “space after” for paragraph spacing.

Web and Print Style

The quick brown fox jumps over the lazy dog.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus porttitor malesuada turpis, in condimentum ipsum. Vivamus interdum vel mi eu lacinia. Fusce eleifend massa vel sem faucibus hendrerit. Aliquam elit ex, semper non nulla sit amet, tristique placerat urna. Cras quis congue lorem, ut interdum neque. Maecenas eget viverra nunc. Aliquam hendrerit et nisi non interdum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus porttitor malesuada turpis, in condimentum ipsum. Vivamus interdum vel mi eu lacinia. Fusce eleifend massa vel sem faucibus hendrerit. Aliquam elit ex, semper non.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus porttitor malesuada turpis, in condimentum ipsum. Vivamus interdum vel mi eu lacinia. Fusce eleifend massa vel sem faucibus hendrerit. Aliquam elit ex, semper non nulla sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus porttitor malesuada turpis, in condimentum ipsum. Vivamus interdum vel mi eu lacinia. Fusce eleifend massa vel sem faucibus hendrerit. Aliquam elit ex, semper non nulla sit amet, tristique placerat urna. Cras quis congue lorem, ut interdum neque. Maecenas eget viverra nunc. Aliquam hendrerit et nisi non interdum.

“ *It is by riding a bicycle that you learn the contours of a country best, since you have to sweat up the hills and coast down them.*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus porttitor malesuada turpis, in condimentum ipsum. Vivamus interdum vel mi eu lacinia. Fusce eleifend massa vel sem faucibus hendrerit. Aliquam elit ex, semper non.

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Web and Print Style

H2 Explainer Header

Notes:

Styles used from cc library:

H1 01 1920

H2 01 1920

H3 01 1920

BODY 01 1920

LIST 01 1920

H3 Summary Header

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Mobile Text Style

H1 Big Header

H2 Explainer Header H2 Explainer Header.

H3 Summary Header H3 Summary

H4 Summary Smallest H Header

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H1 Big Header

H2 Explainer Header H2 Explainer Header.

H3 Summary Header H3 Summary

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H1 Big Header

H2 Explainer Header H2 Explainer Header.

H3 Summary Header H3 Summary

H4 Summary Smallest H Header

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H1 Big Header

H2 Explainer Header H2 Explainer Header.

H3 Summary Header H3 Summary

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Form Handling

Brand In Action



Data Entry Fields Standard Input States

Notes:

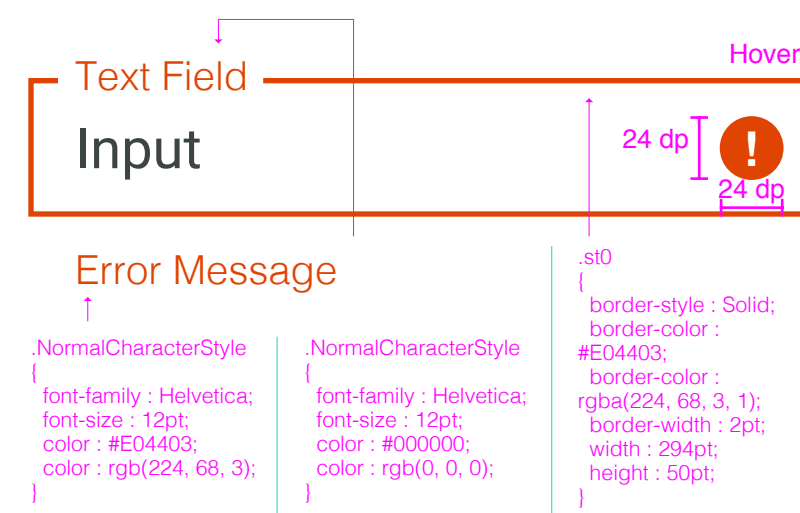
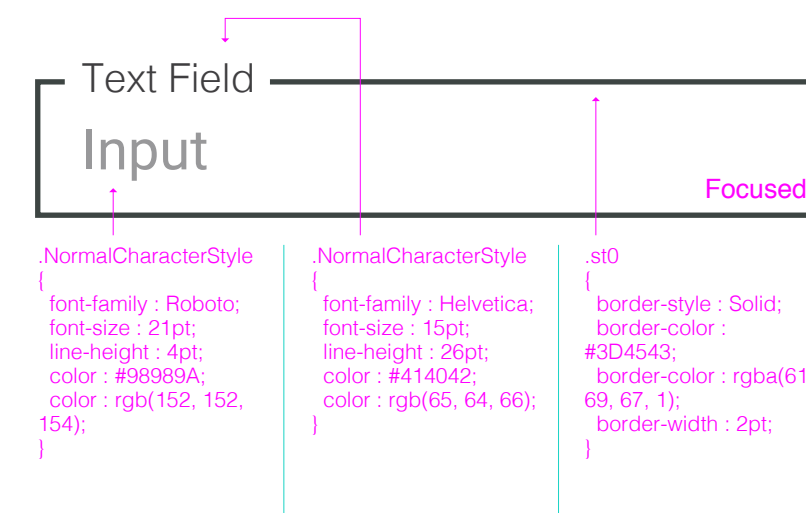
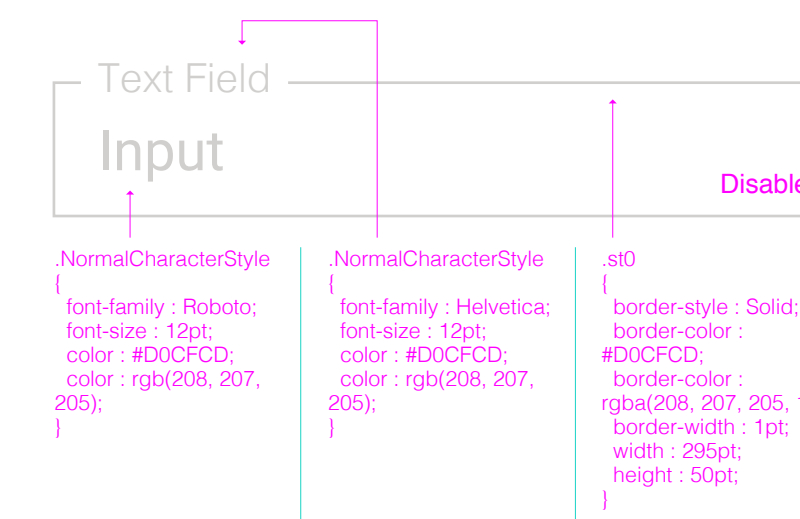
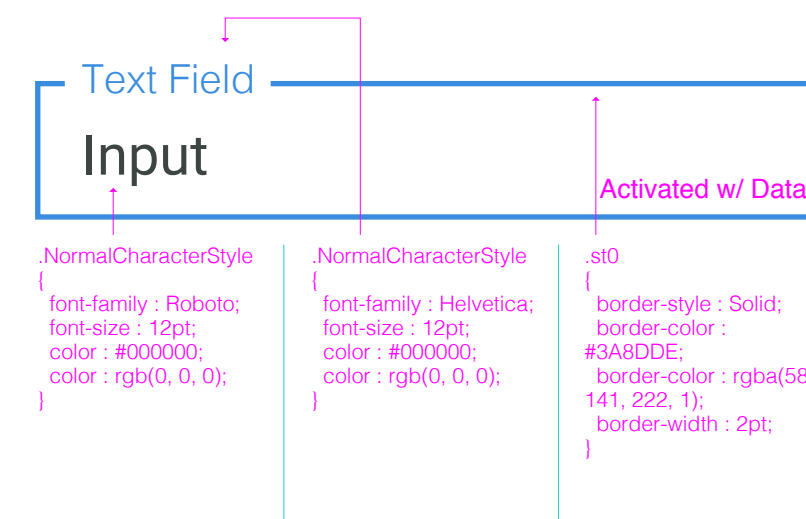
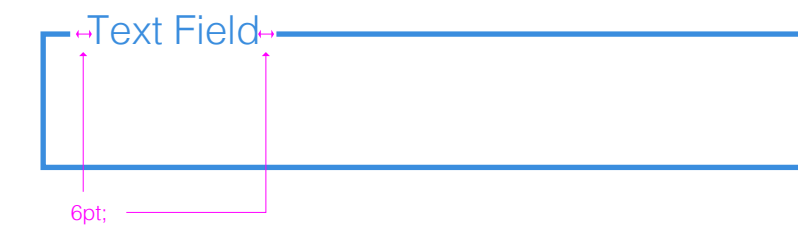
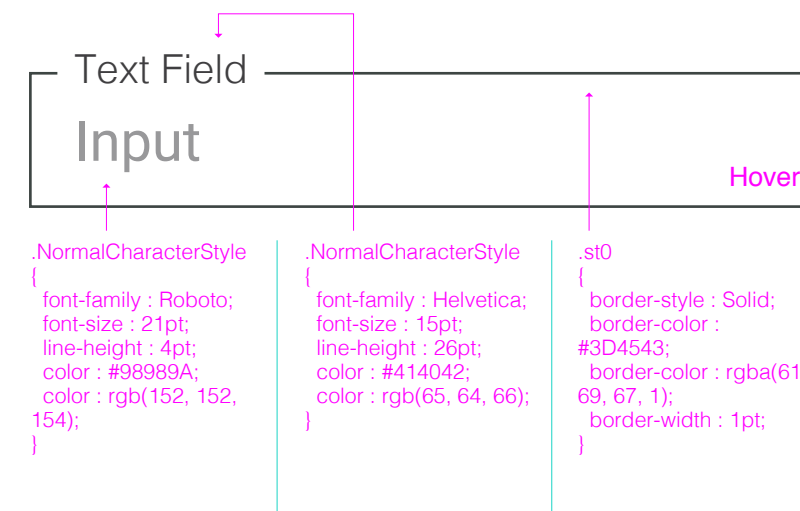
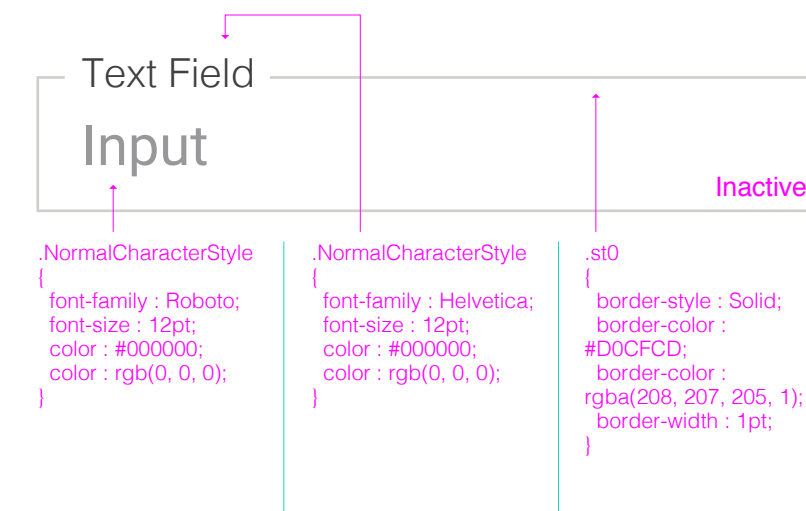
Notice these input variances. These will be tested in due time and will demonstrate this easy to understand experience.

Inactive	Activated	Data
<div>Text Field</div> <div>Input</div>	<div>Text Field</div> <div></div>	<div>Text Field</div> <div>Christopher</div>
Focused	Hover	
<div>Text Field</div> <div>Input</div>	<div>Text Field</div> <div>Input</div>	
Error	Disabled	
<div>Text Field</div> <div>Input</div> <div>Error Message</div>	<div>Text Field</div> <div>Input</div>	

Field Properties

Notes:

Notice these input variances. These will be tested in due time and will demonstrate this easy to understand experience.



Message Field States

Dropdown Selection

Notes:

Message field states are described here. The field for “message” is intended to grow by pushing down and expanding the text container. Should there be a limitation on text, this container can contain a character count down display.

Also the pop up menu has specific placement and treatments. Those are defined here and are built into the brand system.

Message

Input

Inactive

Message

This particular field is a message field. This field will

Activated

Message

This particular field is a message field. This field will expand downward to fit the needs of the text. It would be standard to have a character counter to the bottom right side of this field to indicate how much text is left to be used.

237 / 256
Activated

Message

This particular field is a message field. This field will expand downward to fit the needs of the text. It would be standard to have a character counter to the bottom right side of this field to indicate how much text is left to be used. Upon exceeding character limit, the counter will turn red.

237 / 256
Activated

Department

--

20 dp
10 dp
Inactive

Department

Select One

Activated

Department

Select One

Marketing
Spike Questions
IKE 4 Questions
Government Sales
IKE or Spike Customer Support

Activated

Department

IKE or Spike Customer Support

Activated


Notes:

Fields on desktop may have icons. For mobile devices these icons are not necessary. We make it more about the form and making it easy to fill out.

Icon Labels (fields activated)


24 dp

24 dp




First Name

Milburn




Last Name

Drysdale




Phone

214-555-1212




Email

milburn@drysedale.com




Company

Christopher



Department

IKE or Spike Customer Support



Message

This particular field is a message field. This field will expand downward to fit the needs of the text.

Mobile fields (no icons for mobile fields)

335 dp

51 dp

First Name

Input

Last Name

Input

Phone

Input

Email

Input

Company

Input

Department

--

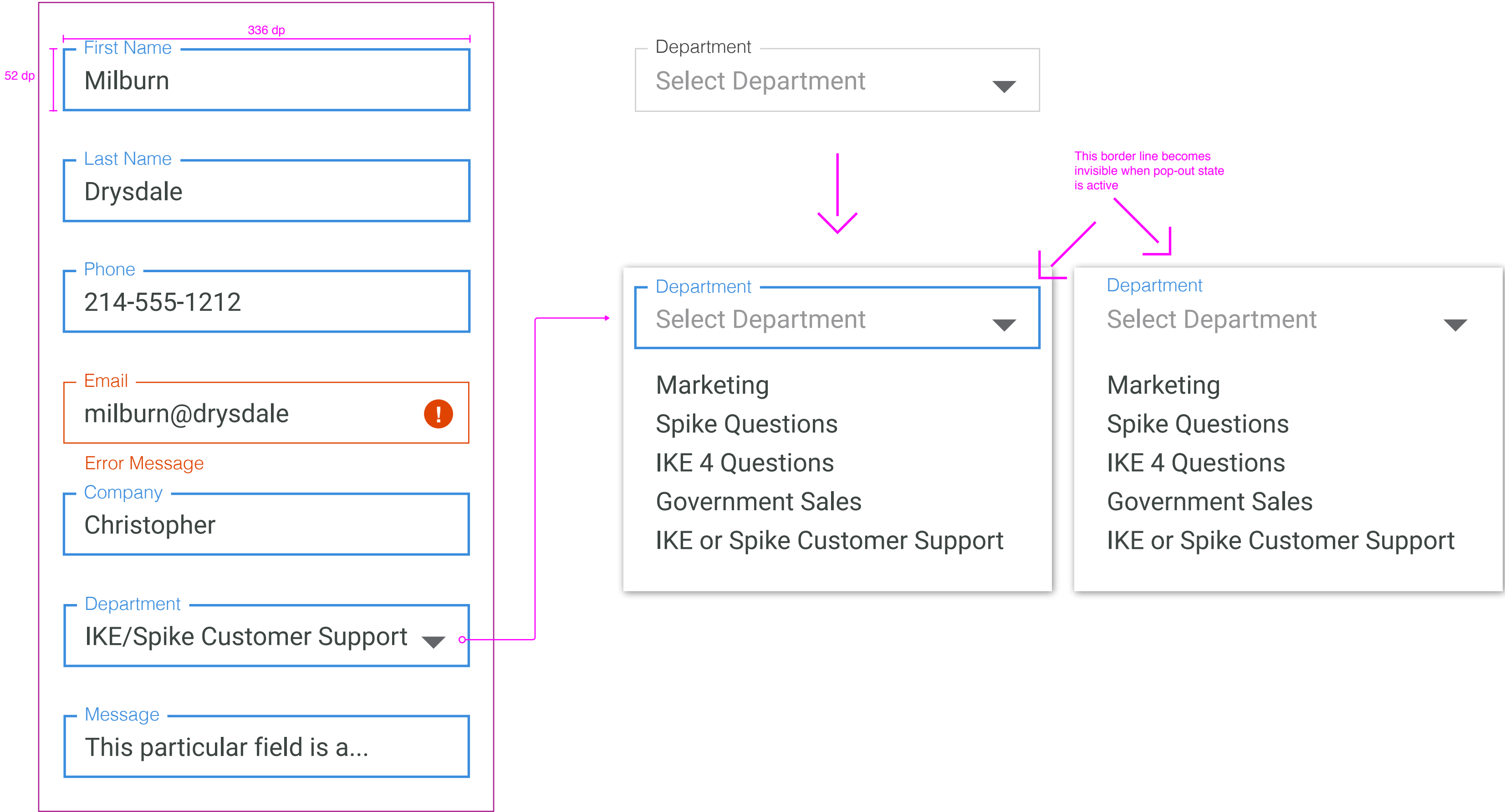
Message

Input

Dropdown Form Handling

Notes:

Note the overlay is perfectly aligned as a Dropdown.



Notes:

Submit or other CTA buttons are based similarly to google’s material design actions.

Submit Button Text Style

Submit

.NormalCharacterStyle

{

font-family : Helvetica;

font-size : 25pt;

color : #98989A;

color : rgb(152, 152, 154);

}

Submit

.NormalCharacterStyle

{

font-family : Helvetica;

font-size : 25pt;

color : #000000;

color : rgb(0, 0, 0);

}

Company

Christopher

Department

IKE/Spike Customer Support ▼

Message

This particular field is a...

Submit

disabled	enabled	
<div>Submit</div>	<div>Submit</div>	
<div>.st0</div> <div>{</div> <div>background : #D0CFCD;</div> <div>background : rgba(208, 207, 205, 1);</div> <div>width : 134pt;</div> <div>height : 50pt;</div> <div>border-radius : 2pt;</div> <div>-moz-border-radius : 2pt;</div> <div>-webkit-border-radius : 2pt;</div> <div>}</div>	<div>.st0</div> <div>{</div> <div>background : #3A8DDE;</div> <div>background : rgba(58, 141, 222, 1);</div> <div>width : 134pt;</div> <div>height : 50pt;</div> <div>border-radius : 2pt;</div> <div>-moz-border-radius : 2pt;</div> <div>-webkit-border-radius : 2pt;</div> <div>box-shadow : 0pt 1pt 2pt rgba(0, 0, 0, 0.6);</div> <div>filter: progid:DXImageTransform.Microsoft.drop-shadow(OffsetX=0, OffsetY=1, Color=#000000) ;</div> <div>}</div>	
hover	focused	pressed
<div>Submit</div>	<div>Submit</div> <div>3 pt offset</div>	<div>Submit</div>
<div>.st0</div> <div>{</div> <div>background : #3A8DDE;</div> <div>background : rgba(58, 141, 222, 1);</div> <div>width : 134pt;</div> <div>height : 50pt;</div> <div>border-radius : 2pt;</div> <div>-moz-border-radius : 2pt;</div> <div>-webkit-border-radius : 2pt;</div> <div>box-shadow : 0pt 3pt 3pt rgba(0, 0, 0, 0.6);</div> <div>filter: progid:DXImageTransform.Microsoft.drop-shadow(OffsetX=0, OffsetY=3, Color=#000000) ;</div> <div>}</div>	<div>.st0</div> <div>{</div> <div>background : #0067AD;</div> <div>background : rgba(0, 103, 173, 1);</div> <div>width : 134pt;</div> <div>height : 50pt;</div> <div>border-radius : 2pt;</div> <div>-moz-border-radius : 2pt;</div> <div>-webkit-border-radius : 2pt;</div> <div>box-shadow : 0pt 1pt 2pt rgba(0, 0, 0, 0.6);</div> <div>filter: progid:DXImageTransform.Microsoft.dropshadow(OffsetX=0, OffsetY=1, Color=#000000) ;</div> <div>}</div>	<div>.st0</div> <div>{</div> <div>background : #0067AD;</div> <div>background : rgba(0, 103, 173, 1);</div> <div>width : 134pt;</div> <div>height : 50pt;</div> <div>border-radius : 2pt;</div> <div>-moz-border-radius : 2pt;</div> <div>-webkit-border-radius : 2pt;</div> <div>box-shadow : 0pt 3pt 4pt rgba(0, 0, 0, 0.6);</div> <div>filter: progid:DXImageTransform.Microsoft.dropshadow(OffsetX=0, OffsetY=3, Color=#000000) ;</div> <div>}</div>

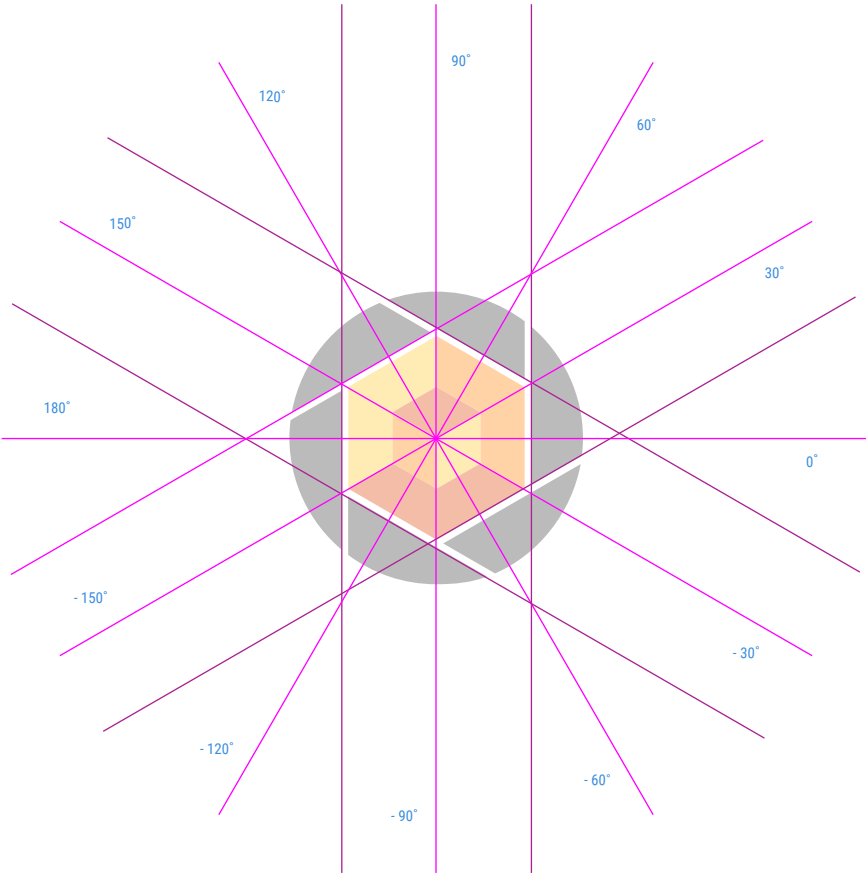
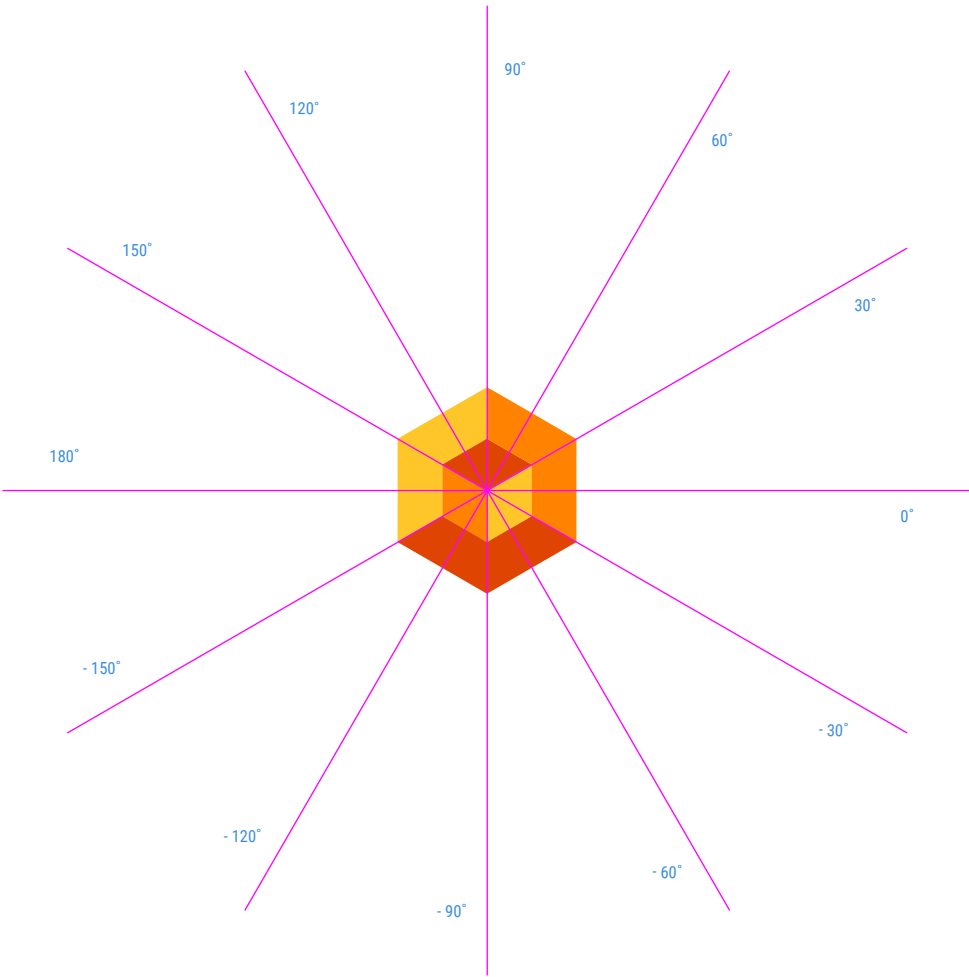
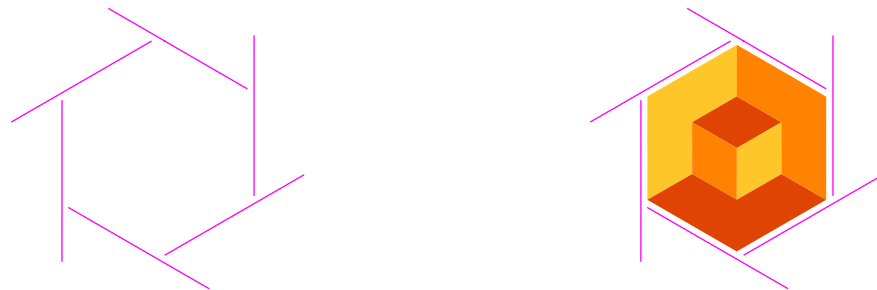
Objects

Brand In Action

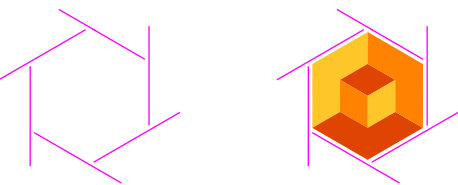


Angles vs Curves

Let's simplify our visual noise signal. Our logo mark indicates a series of specific angular patterns. While simple, the lines are made up of 30 degree increments. The 3D element in the center is also made up of these angles.

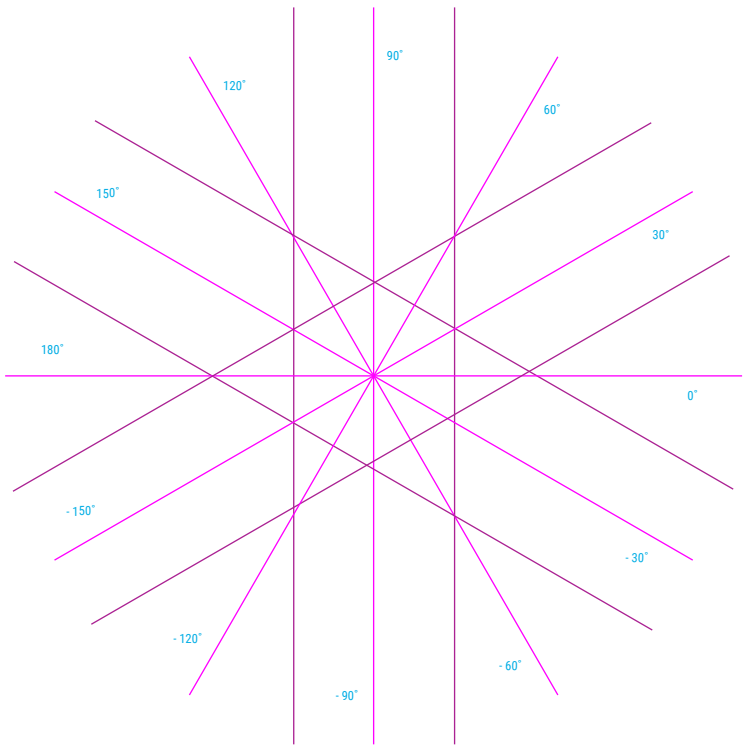
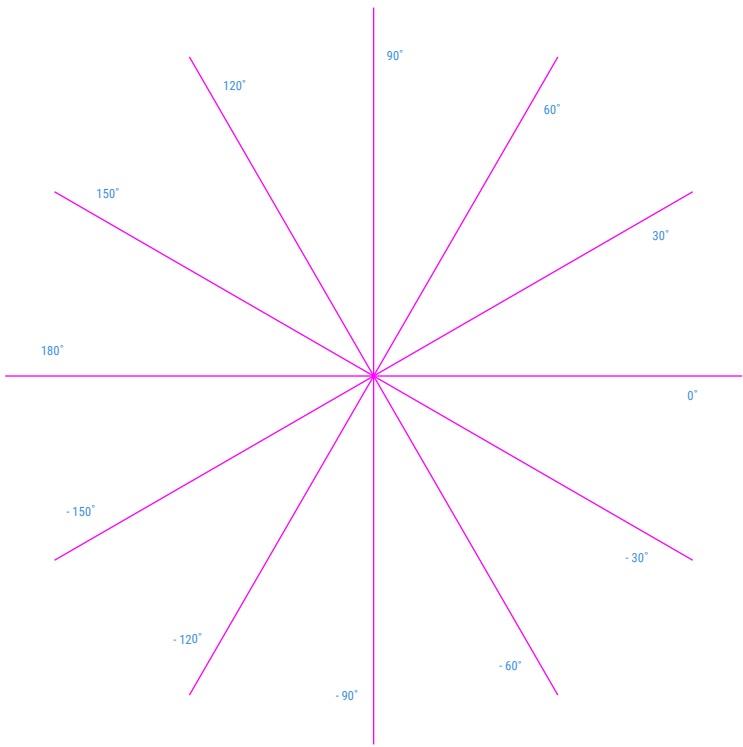
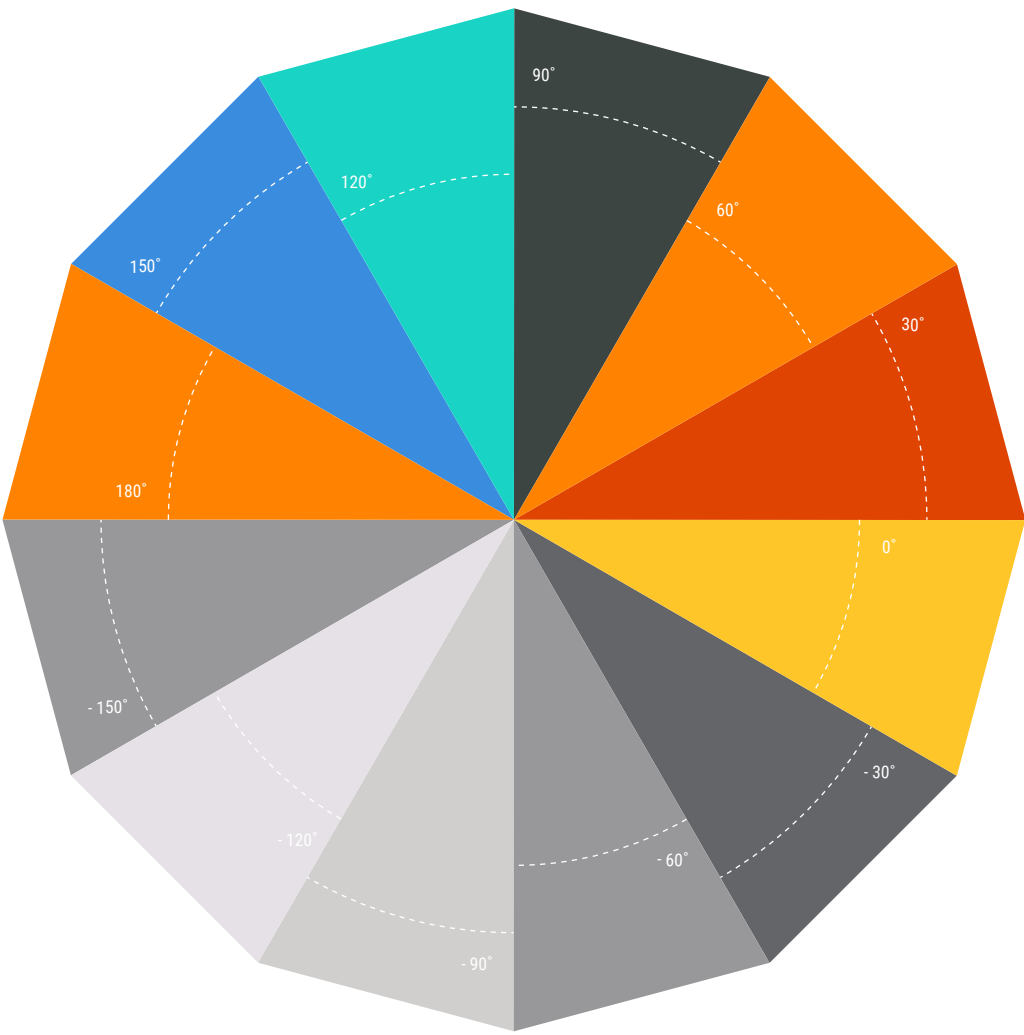


Patterns



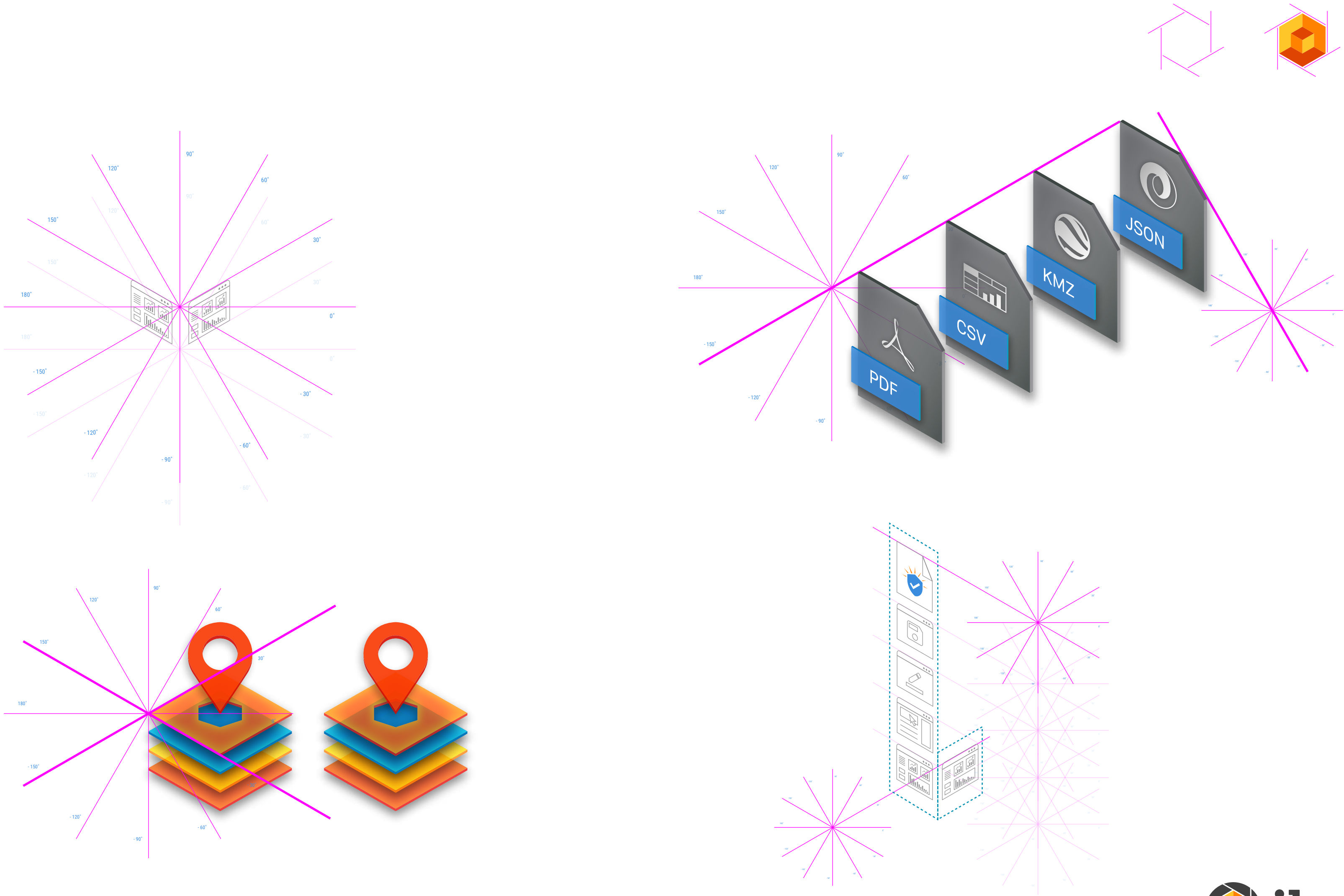
Isometric Patterns

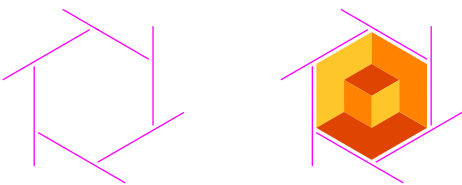
Patterns such as these can be pulled from the brand system to measure high or low contrast elements. These tools have been helpful as custom protractors to measure in 30 degree increments.



Isometric:

It just happens that the brand tool is a perfect fit for isometric design and keeps measurements especially for isometric illustration. Some of these are compelling visual aids for communicating the IKE process.





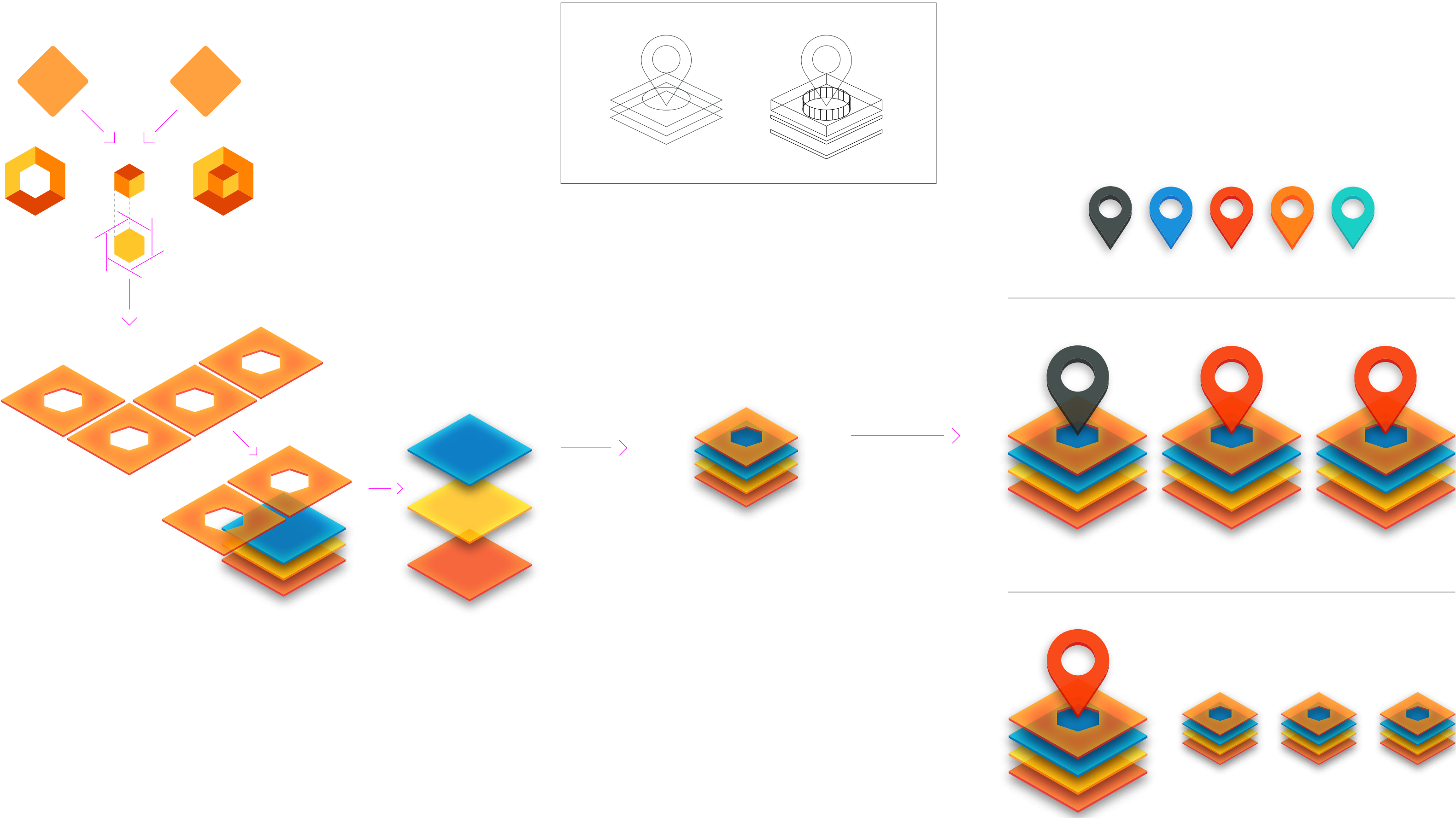
Isometric:

Notice how all angles can be measured by the isometric tool without having to rotate the tool to acquire a 30 (or degree number divisible by 30) degree angle. In this case, the angles are out of rotation and should be aligned with the isometric pattern.



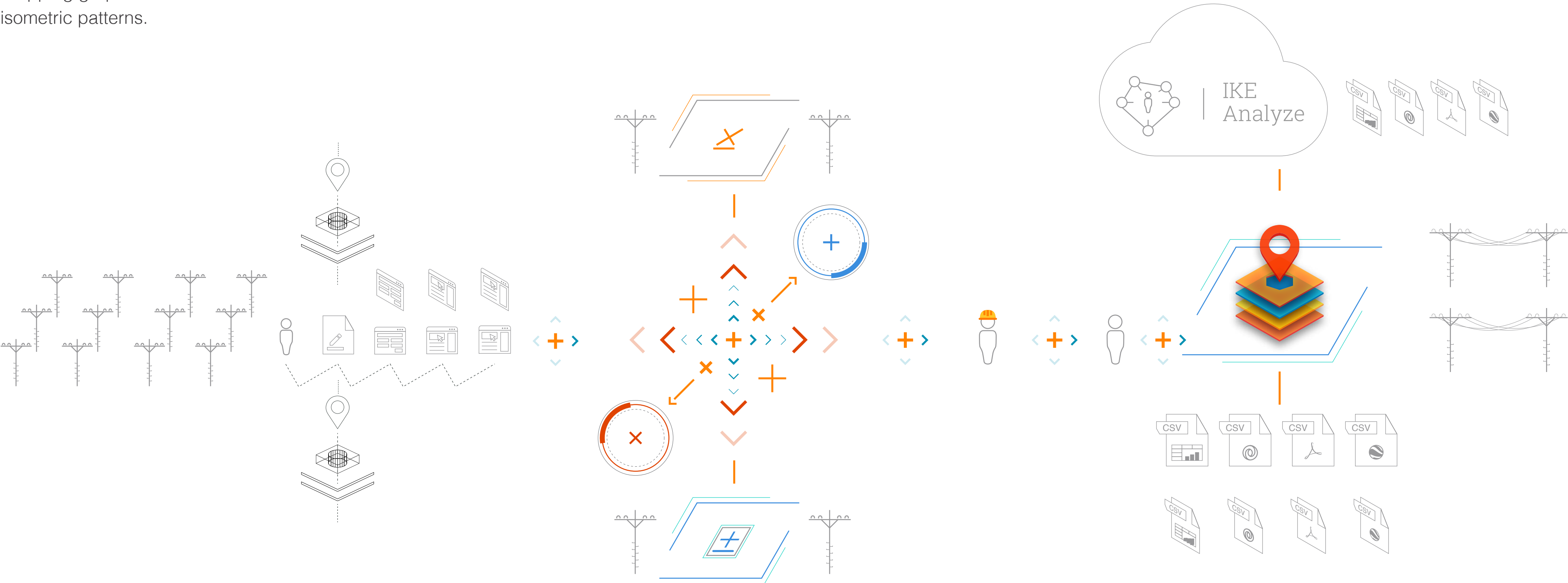
Notes:

Prepping graphic elements for isometric patterns.



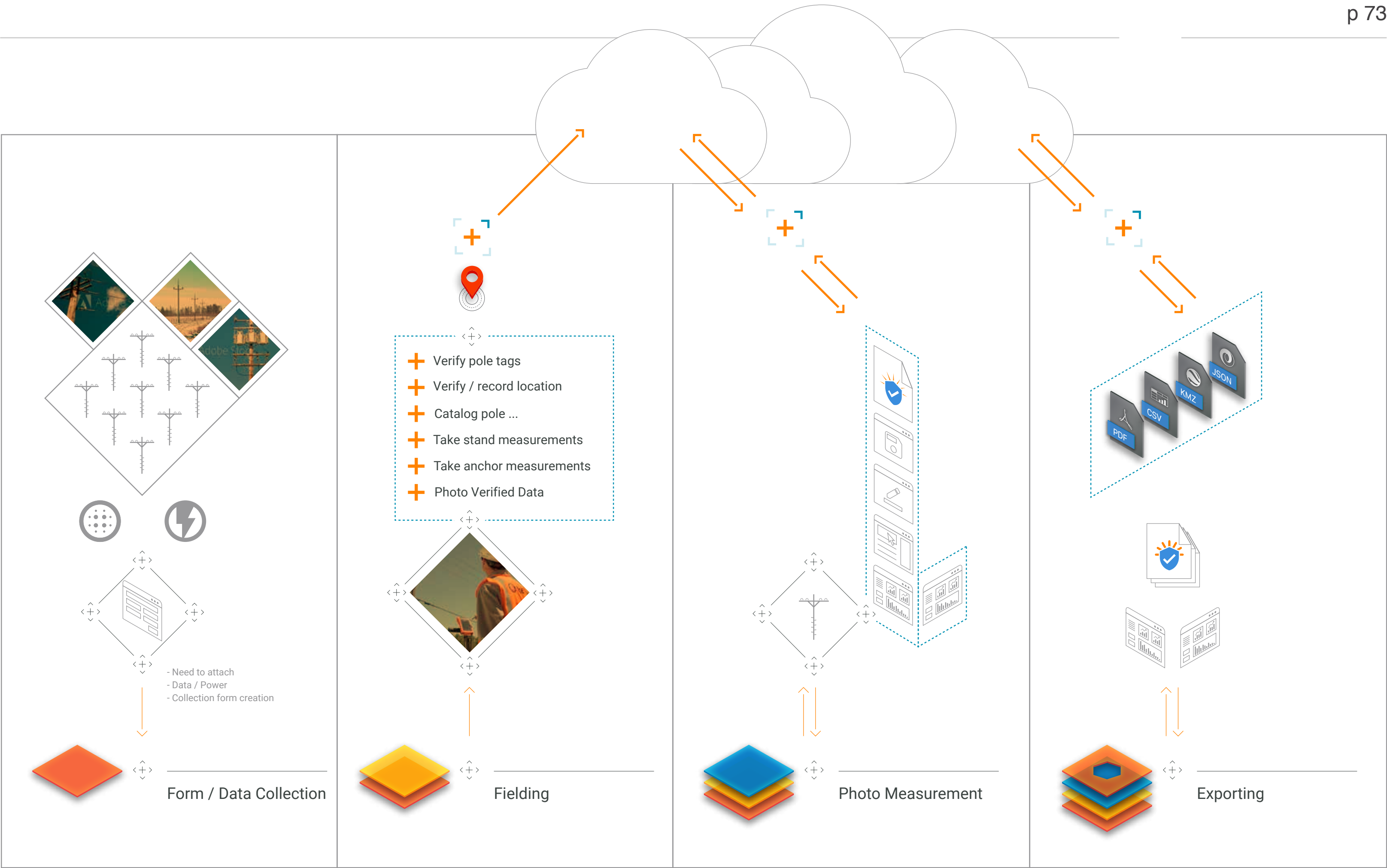
Notes:

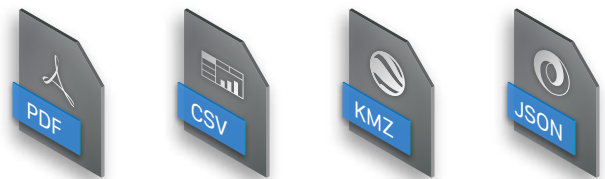
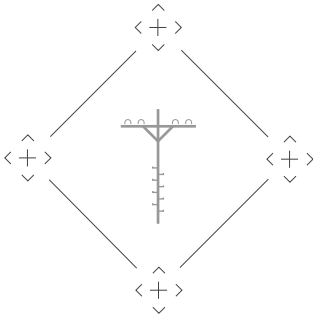
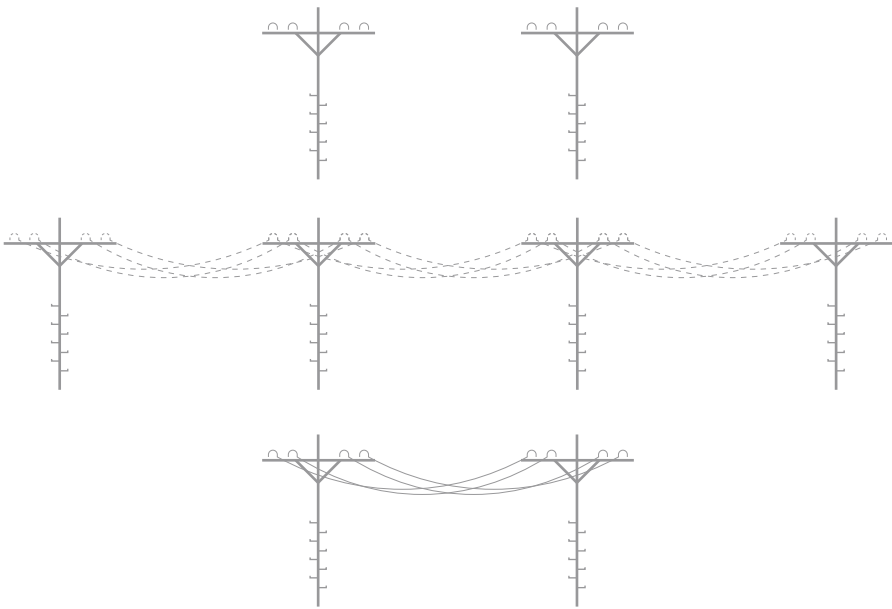
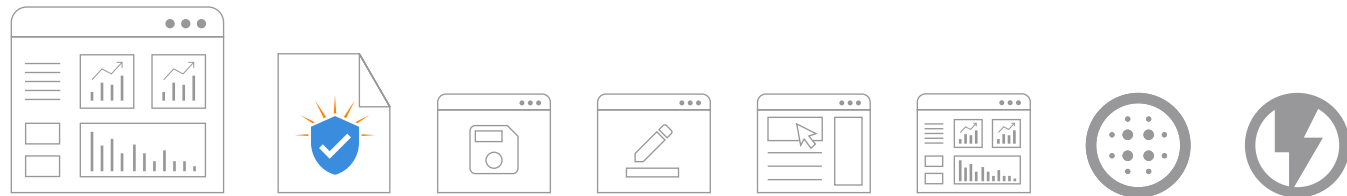
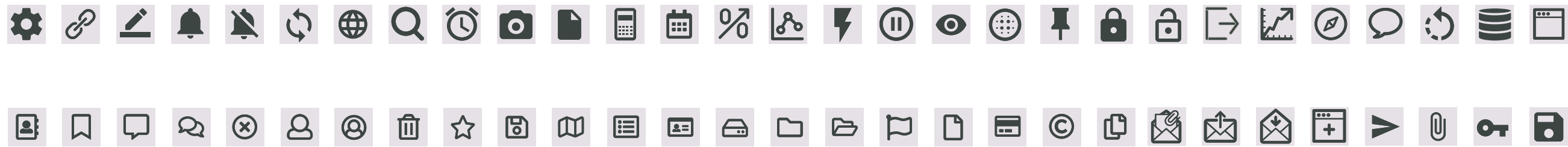
Prepping graphic elements for isometric patterns.



Notes:

Experimental process graphics.





Website Review

Brand In Action



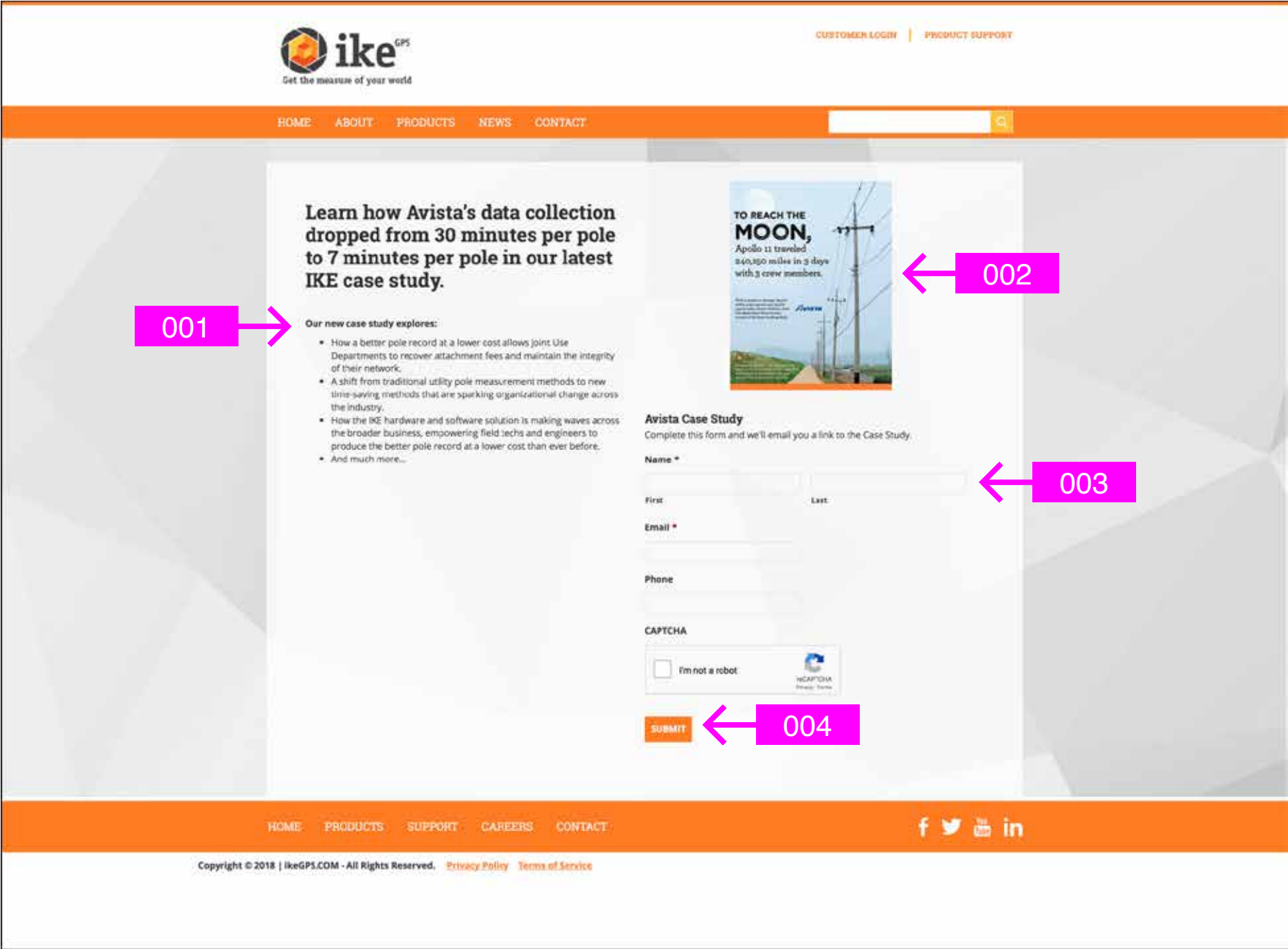
Notes

- 1. Any icon, label, or logo near or adjacent to an IKE logo should be aligned and subordinate to Spike or IKE. At minimal they should be on the right side of the Spike or IKE logo and aligned.
- 2. Spike or IKE logo should have a minimum of 25 pixels of padding from an edge of any photograph or edge of any kind.
- 3. Product images or feature images should have a minimum of 25 pixels of padding from the edge of any container.
- 4. Top orange line, unless serves a purpose, is unnecessary.
- 5. Top right links should not be in orange as they compete too much with this theme.
- 6. This navigation structure offers no distinction within the navigational structure.
- 7. Type styles should adhere to new brand guidelines.
- 8. Type styles and CTA's should adhere to new brand guidelines.
- 9. This search icon is getting lost in the orange and yellows.
- 10. This background may serve as a distraction unless it serves a purpose.



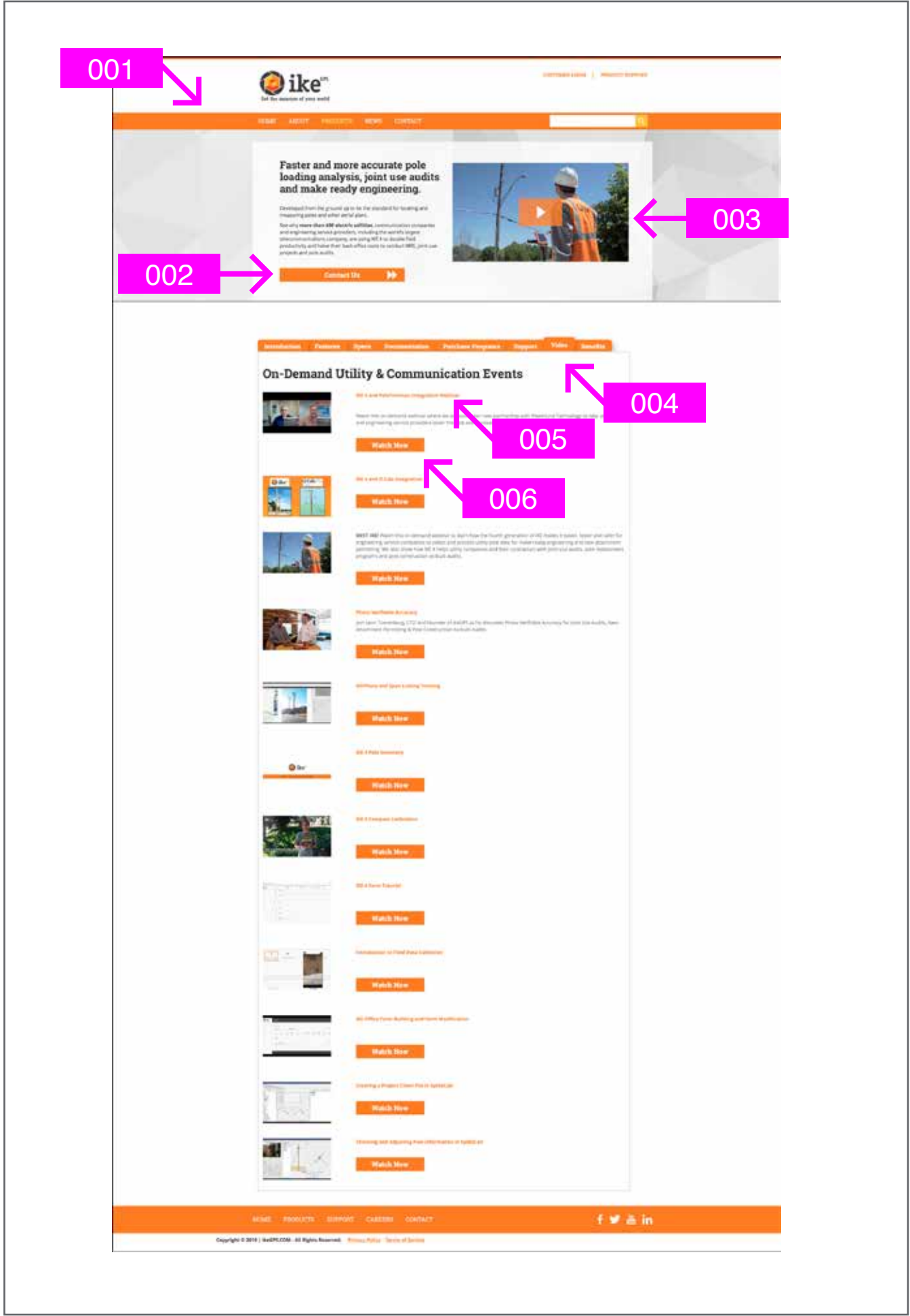
Notes:

- 1. Redesign how these tabs are setup - very difficult to convey all the information in these tabs to the end user.
- 2. Where possible, use larger and more impressive photographs of IKE products.
- 3. Use new styles from brand system.
- 4. CTA is lost with orange.



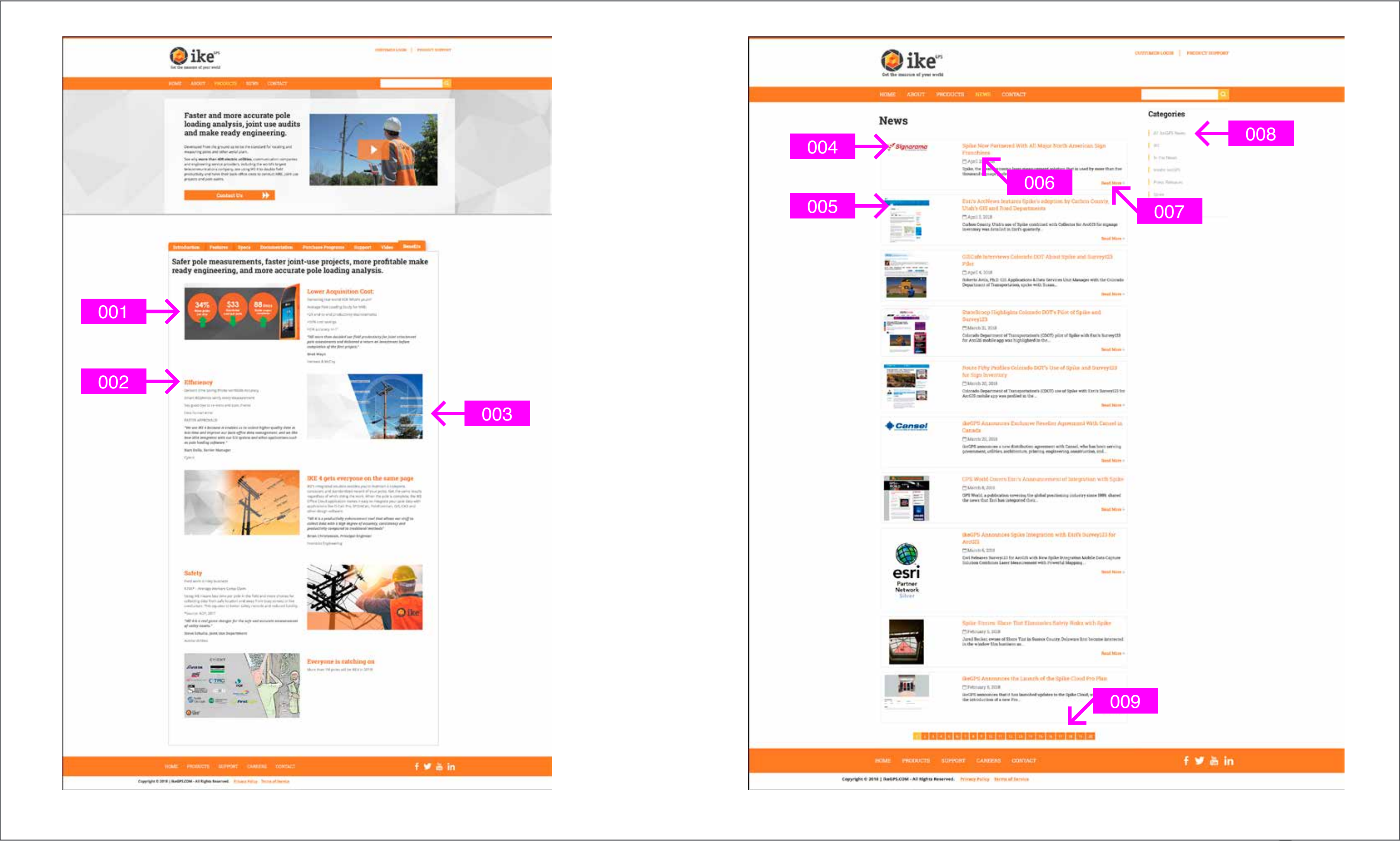
Notes:

- 1. Position icons and other logo marks with proportionate sizing and alignment relative to an IKE logo.
- 2. An IKE or Spike logo should be top left or lower right and should not be subordinate to any icon or other non IKE logo mark.
- 3. Objects in images should have padding of no less than 25 pixels. Objects such as this should not encroach on an image frame border.
- 4. Multiple options grouped closely together such as these tabs should not share a common color especially the primary orange. Neutralizing these colors will allow the selected tab, if treated visually and with color, to be distinctive from the others.
- 5. Limit the use of orange as headers and titles of sections.
- 6. Limit the use of orange as a CTA especially for multiple CTA's on a single page.



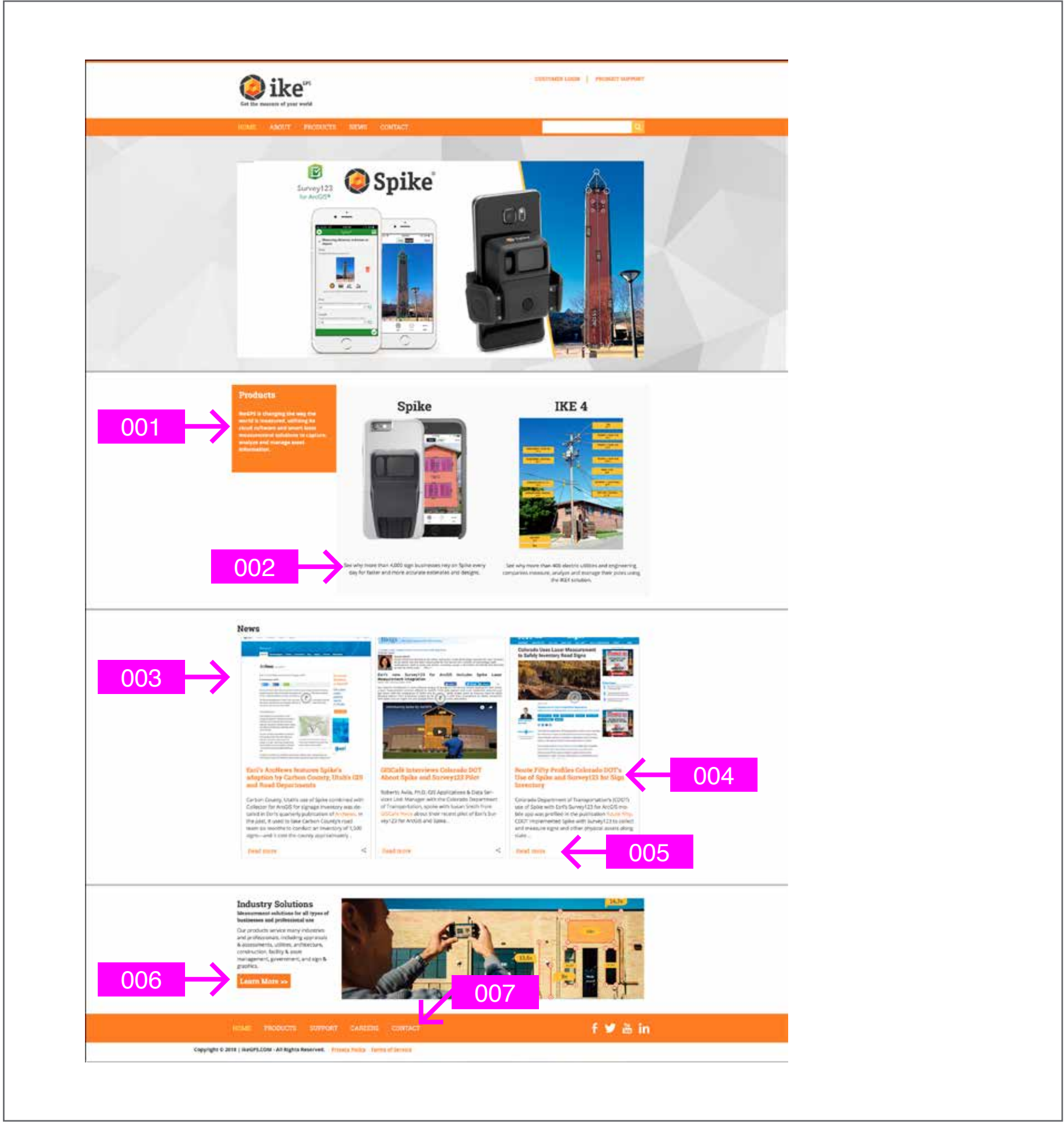
Notes:

1. For illustration graphics like these use artwork from new symbol / brand system library.
2. Headers should match H1, H2, H3, H4 from brand system.
3. When using photographs with complex data, default to simpler images when using them as placeholders. Images such as these are complex and unclear to the user.
4. Defer to branded treatments from brand system for partner logos.
5. Thumbnails of website images outside of IKE, abstain from using them as they clutter the IKE brand image. Instead use web link icon from brand system.
6. News Headers should default to header styles from brand system.
7. “Read More” links should use new brand style and not be handled with orange text as indicated here.
8. Review these categories to ensure they are relevant given the brand and content direction.
9. Pagination is confusing and not useful here.



Notes

- 1. Color blocking such as this should be more subtle and can use gray tones in new standards guide.
- 2. Text should be aligned left and should not extend outside the virtual boundary of the images.
- 3. Case study or news thumbnails should not be screengrabs. They should be icon based or text based to be more direct to end user.
- 4. Orange text header gets lost in this color theme.
- 5. Read more icons are not to be orange as they are lost in this theme.
- 6. Learn more buttons should be blue and more consistent with new style guidelines.
- 7. Bottom orange border and nav should be alternate color.



Simple Campaign

Brand In Action

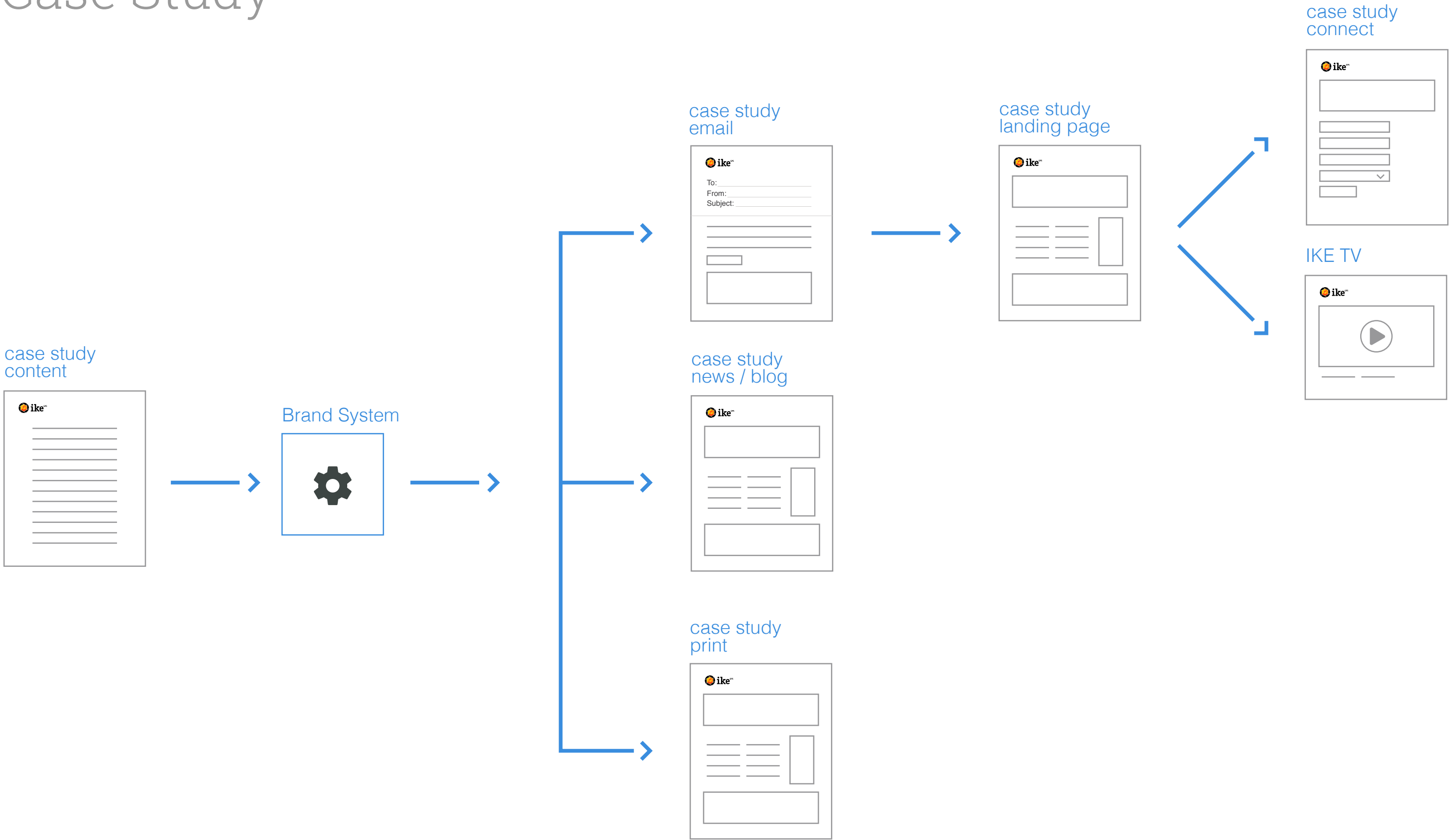


Simple Campaign Execution

Case Study

Notes:

To leverage the case study from IKE this is an overview of how a simple campaign would be triggered. Once triggered it goes through the brand system for easy and on brand assembly. Notice how one case study has several permutations in how it is deployed. Standards available in the Brand system are robust enough to accommodate each permutation.





In this example, a landing page concept using elements from the brand system has been conceptualized to show how color blocking and assigning a clear hierarchy to content will help the reader. Notice also the interactive elements on the right column that indicate additional related links and video. This example can also be easily created as a PDF for distribution although the preferred method would be to introduce the visitors a page so we can record usage.




Notes:

This concept represents the case study in a mobile form factor. Notice how text is very readable and content blocks have been removed to accommodate a mobile reading experience. Users will still be able to access additional features through the hamburger menu on the top right. Also, notice the persistent “connect” button on the bottom of the screen for easy thumb access to end users for very simple CTA procedure.

 **ike**^{GPS} + **CYIENT**





IKE and Cyient are Reducing Risks and Second Trips

The IKE solution unlocks cumbersome processes of measuring and collecting utility pole data - enabling Cyient to go into warp speed on bringing fiber to every pole.


The Challenge


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.


The Solution

Lorem ipsum dolor sit amet, consectetur


Connect



 **ike**^{GPS} + **CYIENT**



Connect



First Name

Last Name

Phone

Email

Company

Department

Select Department

Message

Submit

Content



“Those we have defined in our personas today enjoy sophisticated web content experiences. Whether in their leisure or their profession, they know the difference between well executed content and mediocre content.

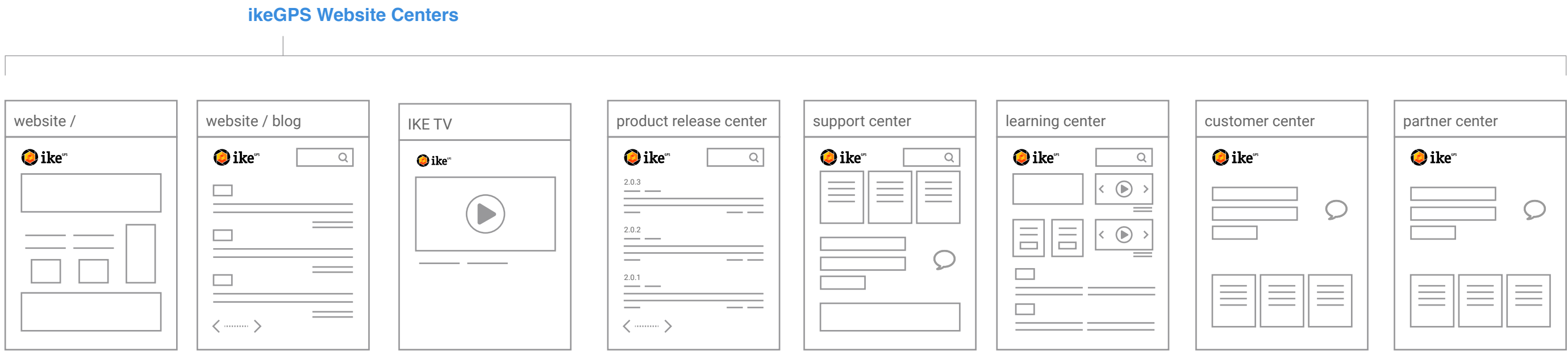
Content / Back to Basics.

When it comes to our publishing platform, there are properties we own vs properties we rent (facebook, YouTube, Linkedin, etc.). While important to publish to rented properties, we must first ensure we are looking at our most important branded property, the one we own, in a way that maximizes our owned channels.

Our “brand-in-action” suggests that even one piece of content may originate from a single source but may have multiple dependencies. That content may ultimately live in more than one home. It also must be mobile ready.

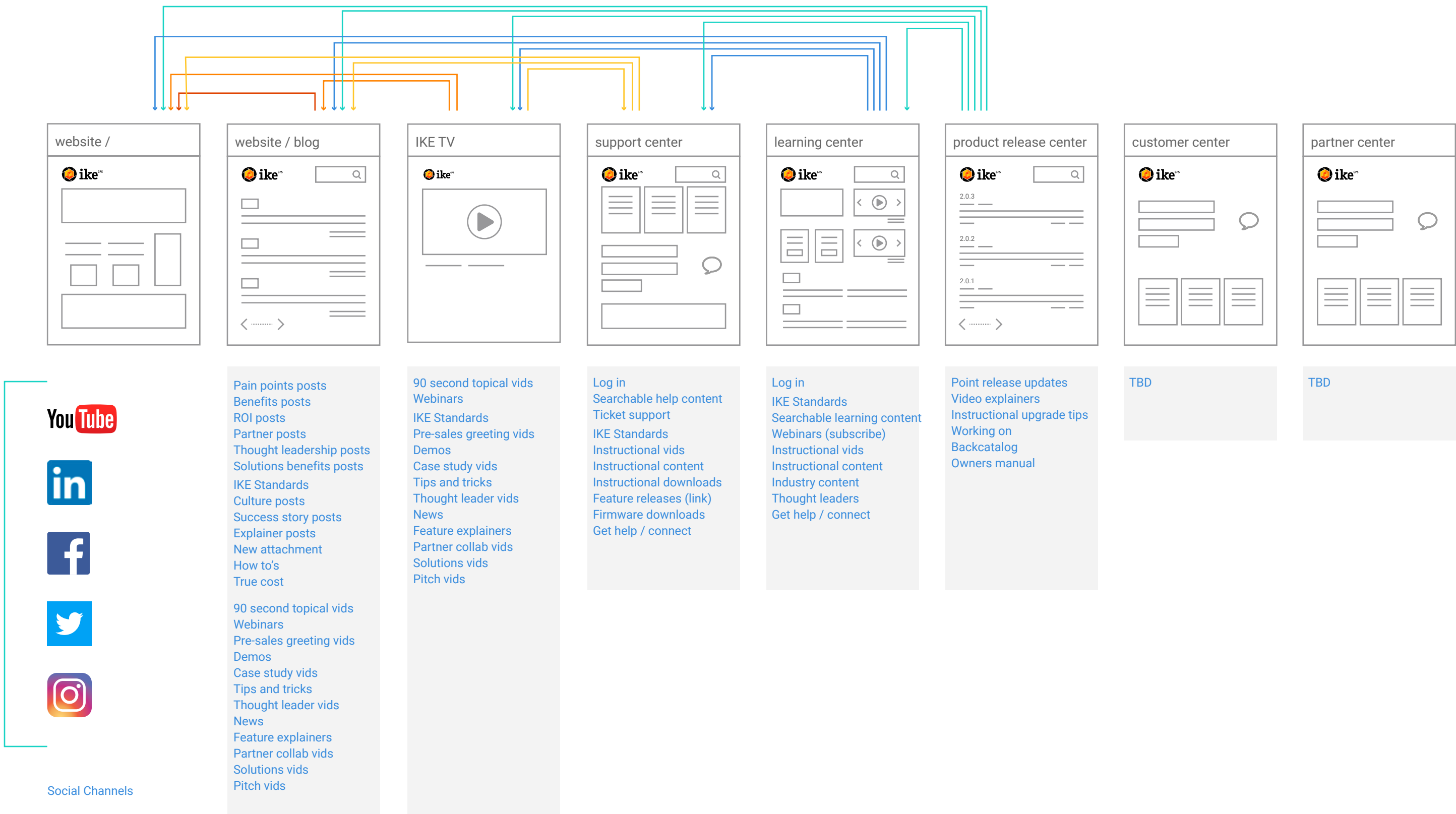
As a team we had a brief white board session that produced many ideas and needs for content creation. In articulating our discovered content needs it is arguably more important to identify our content footprint, the properties we own (or should own) and ensure every article, case study, video, podcast, or blog post we create will be deployed into an environment that will maximize its reach.

From our content session alone, it may be inferred that our primary owned web real estate would serve as the following centers for content and reach to the personas highlighted in our discussions thus far:



Notes:

The website itself should be utilized to accommodate the following centers or “channels within a channel” to, at a minimum, enable effective campaign and communications deployment and management. This illustration depicts how each channel on the left will inherit the content from the channel to its right, and so on. We will need to discuss how this can be setup and which of these channels makes sense for IKE.



“ *We're asking the world to adopt our standards for pole measurement, to that end we will be measured just the same.*

Content Drives and Reinforces Standards

We're creating a new expectation for our industry in how people, processes, and technology come together to form a solution whereas no similar solution in the world exists.

This is an expectation to live up to given the general content, brand, and marketing landscape in the industry lacks appeal. It will be through our expectations of ourselves (reflective of our brand character) that will drive us to set this new standard.

Users of our products are buying into a solution which is dramatically different than our product heritage. Solutions that are well executed reflect their thoughtfulness and strategy in how they are crafted - From this place of connectedness to our industry, the needs of our clients, a solution has emerged from our team and our IP.

As we drive towards creating and deploying our standards as the most comprehensive standards in our market, it will be imperative we are reflected as thoughtful and smart enough to maintain and continue owning those standards. We're asking the world to adopt our standards for pole measurement, to that end we will be measured just the same.

Next



Areas to Cover

This activity involved in pulling this book together highlights specific needs for the IKE brand that will help in building a brand and communications framework to grow from.

1. Cohesive photographic library that is specific to the industry. Note, the story section of this document will contain placeholder images that will be replaced upon creation of photographic library.
2. Design of industry specific iconographic library.
3. Animation of iconographic library to accompany “how I work” (page 23) theme - and also for usage on website and other collateral.
4. The storyline for IKE should be converted into an explainer video to build the excitement around the IKE solutions.
5. Research around IKE facts - See page 18 and 19 for examples - Also IKE industry facts that can be woven into the story. This is our “shock and awe” statement about industry and opportunity.
6. Content ignition - With new brand guidelines there is a need for content creation and staging of content to prepare mar-com efforts.