



**2024**

# Brand Guidelines

Version 1.0.0

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**Logo**

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## BRAND FOUNDATION

# Logo

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Our logo is composed of the Provenir word mark and rounded linked squares depicting the seamless integration of our end-to-end decisioning platform.

Past logos should not be used unless in a retrospective or timeline function.

To ensure clarity and visual integrity, always scale the logo lockup to the specified proportions below.

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## Logo usage

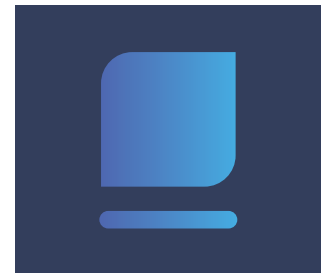
The following logos are the ONLY approved lockups for the Provenir brand.



**PRIMARY:** To ensure legibility, the preferred min. width should be 1.5" or 144 pixels.



**SECONDARY:** The stacked version is to be used only when the primary logo will not meet spacing and size brand requirements.



**BADGE:** To be used alone when the primary or secondary logos would not meet brand guidelines.

[Download Logos](#)

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## BRAND FOUNDATION

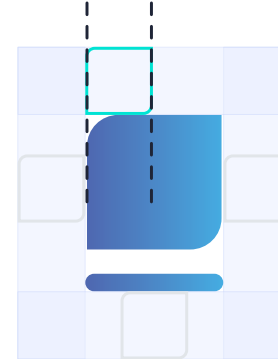
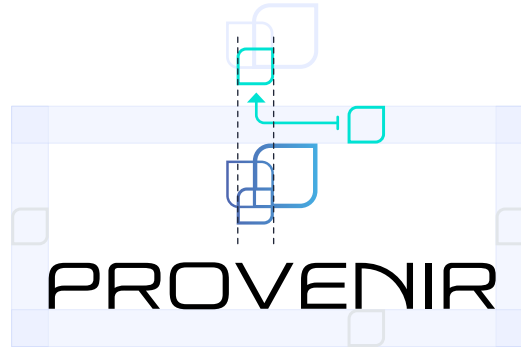
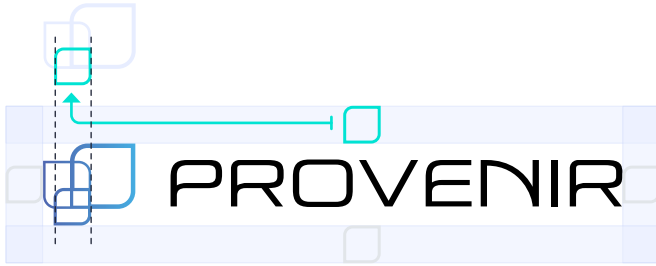
# Logo

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## Clearspace

Clearspace is the empty space maintained around the logo and logo badge. To ensure Provenir's visual identity is prioritized, our logo must be fully visible and free of surrounding clutter. The clearspace around our primary corporate logo is defined as the height of the smallest logo shape.



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## Minimum Size

To ensure legibility across all mediums, our logo should never appear smaller than 1.5" wide in print and 100px wide on screen. When smaller logo applications are necessary, use the logo badge, which can appear as small as 0.2" wide in print and 15 px wide on screen.



### PRIMARY:

Print: 1.5" wide  
Digital: 144px wide



### SECONDARY:

Print: 1.0" wide  
Digital: 96px wide



### BADGE:

Print: 0.20" wide  
Digital: 20px wide

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## BRAND FOUNDATION

# Logo

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## Logo variations

The Provenir logo has four color variations to ensure legibility against any background. On light backgrounds, the primary logo is shown with a Galaxy word mark, and on dark backgrounds, with a Starlight word mark. When fullcolor printing is unavailable, the badge and word mark are changed to monotone in either Galaxy or Starlight.



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## Logo don'ts ❌

To promote consistency of the brand and the integrity of the logo, do not modify any approved logo. Listed below are some common mistakes to avoid.



❌ **DON'T**  
alter the proportions of the logo



❌ **DON'T**  
recolor the logo



❌ **DON'T**  
recreate the logo using another font



❌ **DON'T**  
place the logo over a complex background



❌ **DON'T**  
crop the logo



❌ **DON'T**  
outline the logo



❌ **DON'T**  
use word mark without the badge



❌ **DON'T**  
rotate the word mark or the badge



# Colors

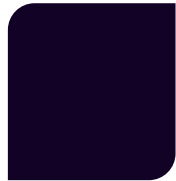
# Colors

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Color is a key element that helps distinguish our brand and create a consistent experience for users. Galaxy, Supernova, Eclipse and Star are the primary colors for the brand and should be combined with plenty of white space for a clean, intuitive design. To maximize visual effectiveness, supporting colors should be paired with primary colors sparingly.

## Primary Colors

The primary palette should be used as the dominant color(s) and generally only occupy over 70% of an overall design. It should always be used at 100% and rarely screened back.



**MASS**

Hex: #120226  
RGB: 18, 2, 38  
CMYK: 84, 84, 52, 71  
PMS: 5255 C



**GALAXY**

Hex: #1F2537  
RGB: 31, 37, 55  
CMYK: 85, 76, 50, 58  
PMS: 4280 C



**SUPERNOVA**

Hex: #333E5C  
RGB: 51, 62, 92  
CMYK: 86, 76, 40, 30  
PMS: 2379 C



**RUBY**

Hex: #E0007A  
RGB: 224, 0, 122  
CMYK: 0, 100, 10, 5  
PMS: 213 C



**DECISIONING**

Hex: #00E3D3  
RGB: 0, 227, 211  
CMYK: 61, 0, 29, 0  
PMS: 2239 C



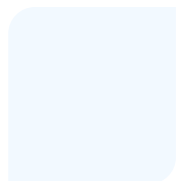
**STAR**

Hex: #0BB3FF  
RGB: 6, 179, 25  
CMYK: 65, 15, 0, 0  
PMS: 2191 C



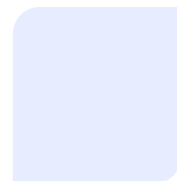
**DATA**

Hex: #FF63BF  
RGB: 255, 99, 191  
CMYK: 2, 73, 0, 0  
PMS: 224 C



**STARLIGHT**

Hex: #F2F9FF  
RGB: 242, 249, 255  
CMYK: 4, 0, 0, 0  
PMS: 656 C



**SOLSTICE**

Hex: #E7EDFF  
RGB: 231, 237, 252  
CMYK: 7, 4, 0, 0  
PMS: 7443 C



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## BRAND FOUNDATION

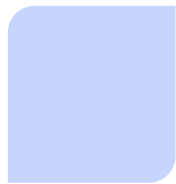
# Colors

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## Secondary Colors

Our supporting colors help keep things fresh. When adding a supporting color — start first with Data — if additional colors are needed proceed to Decisioning, Case Mgmt and then Intelligence.



### AURORA

Hex: #C7D4FC  
RGB: 199, 212, 252  
CMYK: 19, 12, 0, 0  
PMS: 2707 C



### ECLIPSE

Hex: #3F65FE  
RGB: 63, 101, 254  
CMYK: 77, 63, 0, 0  
PMS: 2727 C



### INTELLIGENCE

Hex: #3F40FE  
RGB: 63, 64, 254  
CMYK: 79, 72, 0, 0  
PMS: 2728 C



### CORAL

Hex: #FF6863  
RGB: 255, 104, 99  
CMYK: 0, 74, 55, 0  
PMS: 2345 C



### REGAL

Hex: #9423C3  
RGB: 148, 35, 195  
CMYK: 57, 87, 0, 0  
PMS: 2592 C



### CASE MGMT

Hex: #9F2EFC  
RGB: 159, 46, 252  
CMYK: 59, 78, 0, 0  
PMS: 2582 C



### COMET

Hex: #C5D3E0  
RGB: 197, 211, 224  
CMYK: 21, 10, 6, 0  
PMS: 643 C



### METEOR

Hex: #9CA9B4  
RGB: 156, 169, 180  
CMYK: 41, 27, 23, 0  
PMS: 2162 C

## Gradient Colors

Each secondary color gradient flows into the next, creating a sense of connectedness between each solution. These colors should be exclusively paired with assigned solution. Colors are never to be used outside of gradient unless in small applications such as secondary icon coloring.





# Typography

# Typography

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## Inter

Inter is the official font for the Provenir brand and should be the primary font used for all professional communications and marketing materials.

Inter is a versatile and easy-to-read font that comes with several weights. Contrasts in size, weight, and color are used to create information hierarchy and a rich experience for users.

### Primary Typeface

**Inter** is Provenir’s primary typeface to be used for headlines, subheadlines, labels and body copy.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

[Download Inter Fonts](#)

### Alternate Typeface

**Helvetica Neue Light** is Provenir’s secondary typeface to be used in instances where Inter is not available. Helvetica Neue Light is a default font on Microsoft and Apple operating systems and used in our PPT decks. **Helvetica Neue Light and Inter should never be used together.**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

[Download Helvetica Neue Light](#)

# Typography

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## Typeface Hierarchy

### LABEL

---

Inter Semibold, all caps  
Tracking: 75pt

### HEADLINE

---

Inter Semibold, sentence case  
Tracking: 0pt  
Leading: 130% of text size

### SUB-HEADLINE

---

Inter Semibold, sentence case  
Tracking: 0pt  
Leading: 160% of text size

### BODY COPY

---

Inter Light, sentence case  
Tracking: 0pt  
Leading: 160% of text size

### LOREM IPSUM DOLOR CONSECTURE

# Lorem ipsum am dolor consectetur

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent cursus ullamcorper nunc quis vehicula.**

Lacinia lobortis urna, ac fermentum est pharetra vitae. Nulla efficitur elementum tincidunt. Aenean vitae posuere sapien, non facilisis eros. Fusce dignissim mauris varius eros luctus, sed ultricies odio pharetra. Curabitur molestie sem sit amet imperdiet rhoncus. Integer in finibus sapien, in aliquet diam. Phasellus bibendum lorem at massa eleifend, vel suscipit elit pulvinar. Integer vehicula dapibus mauris, vel vulputate dui sollicitudin ut. Nulla molestie dui sit amet eros auctor consectetur. Interdum et malesuada fames ac ante ipsum primis in faucibus.



# Iconography

# Iconography

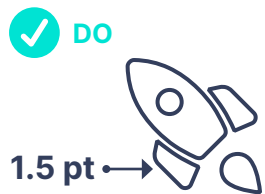
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Icons add value to content when used in a purposeful way to reinforce copy, define action items, or explain an experience or feature. Icons increase visual interest and speed cognitive understanding, while simultaneously clarifying content hierarchy and information flow for users.

Provenir now has a robust library of custom icons to be used for almost everything. Icons should always be in one color, against a single-color background. When using several icons in a grouping, all icons should be the same height and weight.

## Icon do's and don'ts

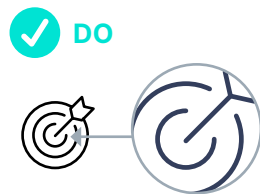
Best practices for using icons are detailed below.



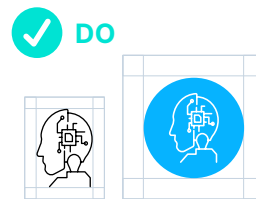
**DO:** Maintain consistent styling of line weight/stroke. Default stroke weight is 1.5 points, which is ideal for icons on printed A4 or letter size documents.



**DO:** Scale line weight/stroke to large or small formats.



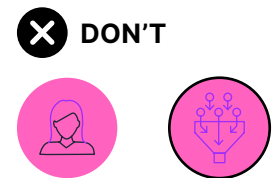
**DO:** Add round caps to line stroke.



**DO:** Provide adequate padding between icons and text.



**DON'T:** Mix stroke weights



**DON'T:** Use three or more colors. Icons should always be one color, a second color can be used as a background element.

Don't see what you need?  
Submit a request!

[Download Icons](#)

[Submit Design Request](#)



# Illustrations

# Illustrations

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Provenir's illustrations are always colorful, the style displays high contrast with flat and minor shadows to exhibit dimension.

While fun and bold, Provenir's illustrations should not be treated as decorative elements, rather to provide more context and meaning to whatever content they accompany.

## Illustrated objects and concepts (never, or rarely ever, people)

Provenir's illustrated objects are simple, flat and have minimal dimension. They should clearly relate to the content they accompany, though the relation can be metaphorical or conceptual.



**Styling:** Flat line drawings for skylines are used for most social tiles when Provenir participate in events within a specific region. All illustrations should be compatible with both light and dark backgrounds and have rounded caps in their stroke.



**Coloring:** Pops of color from our palette should provide bold contrast against light or dark backgrounds, paired with elements of depth and shadows while still remaining flat and grounded.





# Photography

# Photography

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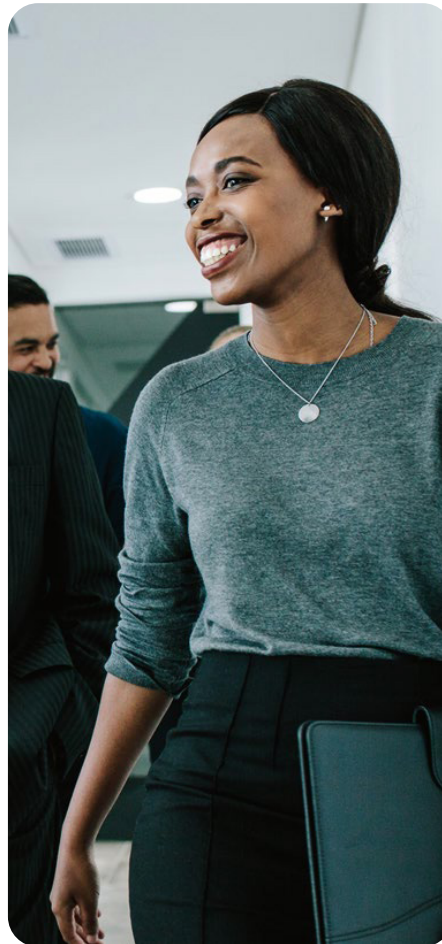
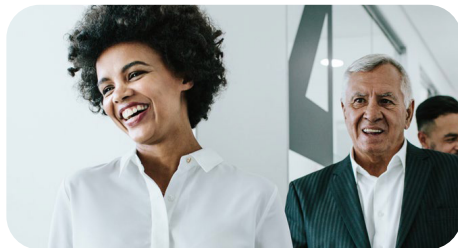
Photography should be used sparingly and deliberately, paired with case studies, headshots or quotes. All photography should be diverse in gender, ethnicity and age, and appeal to the brand's global audiences. Avoid subjects looking directly at the camera.

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Use photography with cool tones.

Images should not be overly saturated, or include any texture or flares.

Photography should effectively capture diverse business professionals





**Video**

# Video

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## General

### Specifications

- Aspect Ratio and Resolution
  - Most videos should be 1920×1080 pixels at a 16:9 aspect ratio.
  - If a webinar is long and may result in a large file size (usually over two gigabytes), a 1280×720 resolution is acceptable.
  - Some videos made for social media may necessitate a different aspect ratio, usually a 1:1 aspect ratio. The most recent aspect ratio recommendations for LinkedIn should suffice.
  - Animations designed for use on the website may be in a variety of aspect ratios.
- Framerate
  - All motion graphic videos should be at 24 frames per second. Some older videos are 30 frames per second, but this should no longer be used.
  - Most webinars are acceptable at the framerate of the original recording which is most often 25 frames per second.
  - Animations designed for use on the website should be at 60 frames per second.

# Video

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- Codec
  - Videos should usually be exported in H.264 as an MP4 file.
  - If an animated asset is exported from After Effects, it should likely be an AVI file with RGB + Alpha enabled.
  - If an animation is exported from After Effects as an element for web design, it should be exported as a json file through Bodymovin. Any image assets should be included when shared.
  - Audio files, such as podcasts, should be exported as high quality WAV files.

## Presentation

- Intro and Outro Bumpers
  - Most videos should feature the intro and/or outro bumper. These are short full screen animations featuring the Provenir logo.
  - Both the intro and outro bumper have alpha channels and should appear above any other visuals. Video should play as soon as long as the alpha channel is present in either bumper.
  - For longer webinars that are around an hour or longer, a shorter version of the intro bumper can be used. This animation is the same as the standard intro bumper, but the time between the logo appearing and the transition to alpha is shorter.
  - Most explainer videos, such as the Possibilities videos, do not require the intro bumper and will feature their own title visuals. Similarly, explainer videos also may have variations on the outro bumper to include additional text or a website URL.

# Video

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- Framing
  - Any primary visuals should not stay too close to the edge of the frame to accommodate for different video players and screen sizes.
  - Premiere's built-in safe margins are an ideal boundary to prevent visuals from being too close to the edge of the frame.

## Visuals

### Graphics

- Backgrounds
  - Backgrounds should contain dark colors so that lighter, colorful visuals can stand out as the primary visuals.
  - Backgrounds can contain multiple colors, but should be subtle and away from the center of the frame.
  - Background visuals should have subtle motion without distracting from the primary visuals.
  - Background visuals can, if possible, be sourced or draw inspiration from other design assets such as slides, ebooks, social tiles, etc.
- Stock Graphics
  - Stock graphics should be relatively simple in design so that they may quickly register with viewers.
  - Most elements should only include one or two colors or should be filled with a single gradient.
  - Elements usually should have a filled design.
  - In most cases, rounded corners are preferred over sharp corners.

# Video

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- Clear visual representation of concepts should be consistent wherever possible. For example, a graphic of a type of scale should only be used to depict one thing throughout most videos, but simple shapes can be used in various different depictions.
- Effects
  - Live-action and 3D elements should be used sparingly.
  - Lens flares and light leaks should be subtle.
  - Drop shadows and glows are acceptable, but should usually be blurred and low opacity.
- Recorded Video
  - If possible and necessary, videos recorded through Zoom should have the username in the lower left corner removed or obscured. This doesn't apply to longer videos such as webinars.

## Text

- Provenir's primary font Inter should be used as frequently as possible.
- In most cases, if text and graphics are on-screen at the same time, they should appear as different colors.

## Motion

- Most elements should have motion blurring for a smoother viewing experience.
- Motion should be dynamic but usually shouldn't personify elements.
- Elements should rarely abruptly stop or go in motion - elements should have an ease in velocity when starting and stopping motion.

# **Video**

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## **Audio**

### **Voiceover**

- Voiceovers should be clearly and professionally recorded.

### **Music**

- Most music should be lowered about 10db from its original volume if a voiceover is present.
- Similarly, if a voiceover is present, any background music should have treble lowered.

### **Sound Effects**

- Sound effects should be minimal and mostly environmental.
- Sound effects should accompany visuals to give a sense of weight or to help depict the visual - the visual should not depend on the sound.



## **Video Recording: Setup**

### **Framing**

- Use landscape orientation
  - The width of your camera's frame should be more than the height. In simpler terms, if your camera is your phone, you should turn it sideways.
- Reduce Headspace
  - Make sure that there is little space between the top of your head and the top of the frame. Your head shouldn't be cut off at the top of the frame, but there also shouldn't be a big gap at the top of the frame, either.
  - Ideally, the only part of you that should be in frame should be about chest up.
- Center Yourself Horizontally
  - Position yourself so that you are in the center of the frame. The space on the left and right sides of the frame (and on either side of you) should be about the same.
- Level eyes
  - Your camera should be about level with your eyes so that the viewer sees you at the same angle they would see you if they were sitting across from you. The camera shouldn't really be above or below you. If your camera is on top of your computer screen, this is usually okay as long as you are centered and have proper headspace.

# Video

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## Lighting

- Use natural light
  - Do not sit directly in front of a window. If possible, sit where a window is out of frame and shining light at an angle.
- Avoid shadows
  - Make sure your face is evenly lit. If any part of your face is in the shadows, you may need to turn on and adjust lights in the room.
- No glares
  - If a light is shining directly into the camera, it may cause a glare. If there are flares or glares in your frame, adjust your lights accordingly.
- Avoid overexposure
  - If the light in your area is too bright, you may appear overexposed in your frame. If you look washed out or if most of your frame appears solid white, adjust your lights accordingly.

## Audio

- Use microphone
  - Your computer or camera may have a microphone included, but this will usually be low quality. If possible, connect an external microphone to your computer and test it out beforehand. Feel free to reach out to get a recommended microphone.

# Video

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- Headphones
  - It is recommended (especially for podcasts or other audio-based media) to wear headphones or earbuds while recording if they are needed in your environment. Just be sure that they are not visually distracting.
- Control ambient noise
  - Look around your space thoroughly and turn off (or turn down) any ambient noises. Things like air conditioning, refrigerators, open doors or windows, and certain electronics may make very low noises that you may not even notice, but microphones will easily pick these up.
- Reduce echo
  - If possible, try to record in a smaller room to reduce the echo or reverb in your recording. Furniture and objects in the room can help reduce echo.

## Environment

- Do not use virtual backgrounds
  - Virtual backgrounds on apps like Zoom may cut off parts of your head or body and do not look natural. Turn off any virtual backgrounds you may use for regular meetings.
- Clean up the area
  - Make your environment behind you presentable by cleaning up anything that looks out of order. Your background should be easy to look at and should not be distracting. Make sure that no one else in your environment will walk by in the background while you are recording.

# Video

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- Turn off distracting electronics
  - While some electronics in your environment may make noise, others may produce lights or move in the background of your recording and cause a distraction. If there are any screens, flashing or changing lights, fans, or other electronics with distracting lights or moving parts, turn off those devices.
- Wear appropriate clothing
  - Make sure your upper body clothing is presentable and not distracting. Solid colors work best, so avoid any elaborate or distracting patterns or designs. If possible, avoid wearing any hats or other headwear.

## Video Recording: Recording without an App

Note: If you are recording with Zoom or Squadcast, disregard the rest of these guidelines. This section is for recording without using Zoom or Squadcast.

### Recording Higher Quality Video

- Do not record through Zoom
  - While Zoom is useful for virtual meetings, it accomplishes its speed and efficiency by greatly reducing video and audio quality. By using your computer's integrated Camera app, you can record much higher quality video.

# Video

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- Use your computer's Camera app
  - Open the Camera app on your Windows or Mac computer.
  - Make sure the Camera app is set to record video using your webcam and not to take photos. If you have multiple webcams (such as one inside of your laptop and one connected with USB), you can switch between them.
  - Check your Camera app settings to make sure you are recording in your webcam's highest quality. This will usually appear as 1920×1080p, 1280×720p, 1080p, or 720p. The framerate should be 30 fps.
  - Press the record button to start and stop recording. You should be able to view video files once recording is complete.
- Share the recorded file.
  - Once you can view the video file, open the folder it is contained in. This will likely be your computer's Pictures folder in a folder called Camera Roll. Your Camera app may have an option to Show or View in Folder.
  - Upload the file to Google Drive and share it with anyone who needs the file for video editing.

## **Using Zoom While Using the Camera App to Record**

Usually, your computer will only allow one app to use your webcam at a time. However, if you have someone helping you record remotely and that person needs to see that your setup is correct, here is how you can use both Zoom and the Camera app at the same time. You can test these steps on your own by starting a meeting in Zoom.

- Open the Zoom app as usual.
- Once you are in a Zoom meeting, turn off both your audio and video.
- Begin sharing your screen on Zoom.



# Calls To Action

# Calls to Action

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## Primary CTA:

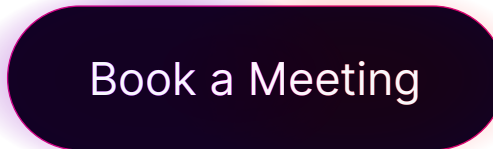
Call-to-action buttons are used on websites, social tiles and interactive assets to guide users toward conversion. CTA buttons should contrast with their surroundings and remain clear of clutter. CTA button text should be action-oriented but concise in length.



50px tall  
25px corner radius  
18pt, centered text  
Inter Semibold, title case

## Secondary CTA:

Secondary call-to-action buttons are used to highlight calls to action with less priority than the primary CTAs, or when CTAs are repeated multiple times in one browser view (Ex. blog gallery view).



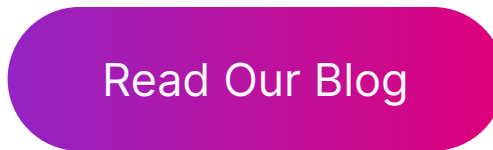
50px tall  
25px corner radius  
18pt, centered text  
Inter Regular, title case

## Alternate CTAs:

Alternate CTAs are to be used when primary or secondary options are less noticeable based on background colour or image of assets.



50px tall  
25px corner radius  
18pt, centered text  
Inter Semibold, title case



50px tall  
25px corner radius  
18pt, centered text  
Inter Regular, title case



# Email Signature



# Email Signature

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Our email signatures are an opportunity to brand every message that we send. **That seemingly subtle branding helps to establish and reinforce who we are as a company and builds brand recognition with every email.**

Think about that... How many external emails do you send each day that reflect Provenir's brand? It is very important that our email signatures maintain a cohesive look across the company. To achieve this cohesion, all signatures are centrally controlled and appended to all emails.

---

## Ideal email signature

Vivienne's email signature below reflects the ideal structure. Simple and elegant are the best representations of the Provenir brand for this propose.

### **Vivienne Johnson**

Director, Content Marketing

Ph: +1-416-745-9635



### **Decisioning Redefined:**

Change the way you think about your risk strategy.



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## BRAND FOUNDATION

# Email Signature

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## Logo orientation

Per the logo usage guide, the prioritized logo lockup for email signatures is the standard / primary Provenir logo.

**Orientation:** The fully horizontal logo is best for subsequent details to reside underneath.

**Size:** Approximately 200 pixels wide



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## Required fonts

Depending on the fonts loaded onto your computer, 2 font variations are available for use of personal details.

**Size:** 11 pt font size for either Inter or Arial is ideal.

## Font family options:

Inter (primary font/preferred):

**Vivienne Johnson**

Director, Content Marketing

Ph: +1-416-745-9635



Helvetica (secondary font):

**Vivienne Johnson**

Director, Content Marketing

Ph: +1-416-745-9635



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## BRAND FOUNDATION

# Email Signature

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## Recommended information

**Your Name** (format = bold)

Your title goes here (format = light)

Ph: +1-416-745-9635 (include any preferred phone numbers)



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## Logo don'ts ❌

Listed below are some common mistakes to avoid.

### Vivienne Johnson

Director, Content Marketing



Do not add additional images or logos which detract from the Provenir logo.

### Vivienne Johnson

Director, Content Marketing



Do not add fonts - use Inter or Helvetica only.

### Vivienne Johnson

DIRECTOR, CONTENT MARKETING

Do not apply color — use black only.



### Vivienne “Big Catch” Johnson

Director, Content Marketing

*“Where every goldfish jumps through a hoop.”*

Do not appear too personal — keep it professional.

Do not include nicknames.

Do not place any logos above your name.



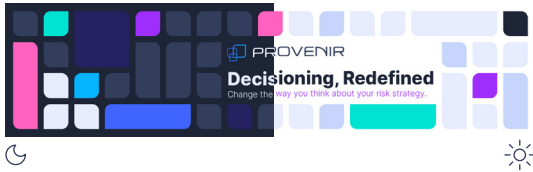
# Brand to Audience

# Brand to Audience

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Wherever and whenever you are talking about the brand, remember that you are a representative of Provenir and need to maintain consistent representation of the brand at all times. Whether it's a live event, a webinar, a LinkedIn post, or a sales presentation, we want to project a professional, innovative tone, and adhere to the brand guidelines consistently. Project confidence and knowledge, while still being candid and transparent.

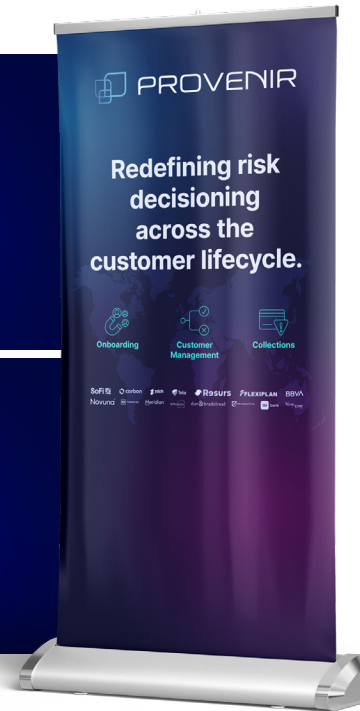
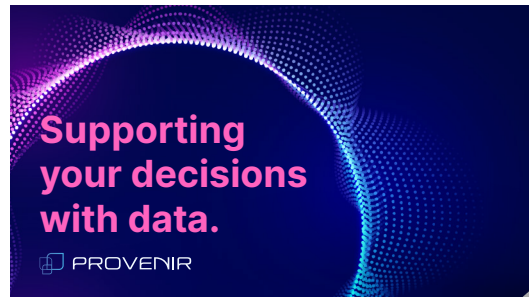
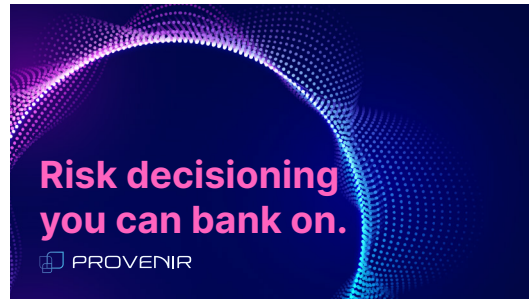
## LinkedIn Banners



## Zoom Backgrounds



## Ads and Event Collateral



## PPT Deck



Helvetica Neue is the required font for all PPT slides.

[Download PPT Template](#)



# Copywriting

# Copywriting

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## Boilerplate

Provenir helps banks, fintechs and other financial services providers unlock the secret to smarter credit risk decisioning.

Provenir's AI-powered platform brings together the power of decisioning, data, and case management to drive intelligent decisions. This unique offering gives organizations the ability to power decisioning innovation across the full customer lifecycle, driving improvements in the customer experience, access to financial services, business agility, and more.

Provenir works with disruptive financial services organizations in more than 50 countries and processes more than 4 billion transactions annually.

## General messaging

### Provenir offers:

- Intelligent decisioning solutions for acquiring customers and optimizing lifetime value
- A strategy-friendly platform to minimize risk, maximize value & streamline engagement across the customer lifecycle
- Onboarding, Application Fraud, Customer Management and Collections solutions
- Proven domain expertise

### Low-code, AI-Powered Decisioning Platform

- **Data:** Simplified access to identity, fraud & credit data
- **Decisioning:** Intelligent decisioning across the customer journey
- **Case Management:** Streamlined referral handling and frictionless investigations
- **Intelligence:** AI-powered insights to understand and optimize strategy performance

A single platform for holistic, end-to-end decisioning, serving banks, credit unions, and digital finance services providers.

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## BRAND FOUNDATION

# Copywriting

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## Our audience

**Roles:** Credit Risk, Business Strategy, Lending, Commercial, IT, Data Teams (key roles include CTO, CIO, Head of Credit/Risk/IT/Analytics/Data, Decision/Data Scientists, Head of Fraud, Head of Compliance)

**Industries:** Banks, Fintechs, Financial Services Providers, Credit Unions/Building Societies, Telco, Payments, Retailers/eCommerce, Healthcare

**Use Cases:** Consumer Lending, SME Lending, Credit Cards, Digital Banking, Auto Financing, BNPL, Embedded Finance, BaaS, eWallets, Mortgages, Point-of-Sale Financing

## Personality

We are knowledgeable but accessible to audiences with a variety of backgrounds.

We are candid and transparent in the language that we use.

We are insightful and shrewd, connecting dots that may not be seen by others.

We are confident in our content, supported by a wealth of subject matter expertise.

We are forward-thinking and don't wait around for the next trend - we'll set it ourselves.

We respect the serious nature of the work while still embracing levity.

We are lifelong learners who embrace curiosity and growth in an industry that does the same.

We don't write content just to have something to share; we write it to add value.



# Copywriting

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## Voice

We speak to our audience as equals and use the second person “you” to convey empathy - we understand their pain points and we want to help them achieve their goals as peers and advisors. Language is straightforward and conversational; we assume reader intelligence and we never take a condescending tone.

## Variety is the spice of life

Sentence length is varied to retain reader interest. We are not robots speaking monosyllabically, nor are we serial authors getting paid by the word.

## Front-load the meaning

To be ultra clear, we include the most important information at the beginning, whether it’s a problem statement, industry challenge, or value prop. This draws the reader in without making them search through our content for answers.

## Ensure value

We know the “why” behind every piece of content that we write, and that comes through in the copy. If we can’t define what value the audience is getting or if it’s not clear in the content, it’s time to rewrite or even rethink.

## Engage readers conversationally

We take our work seriously but we try not to take ourselves too seriously. We don’t have to prove our expertise by using jargon or academic terminology to engage our readers.

## Check your facts

We believe that facts and statistics are powerful tools to help prove a point. However, in the era of misinformation and AI-generated “alternative facts,” every figure we use must be fact-checked and cited.

## Show, don’t tell

This adage is an oldie but a goodie. Unless we are writing specifically sales-focused content, we show the Provenir’s value through relevant, persuasive content, rather than pitching ourselves outright.

# Copywriting

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## Write in active voice

Our audience are doers - people who are proactive, people who are seekers, people who are ready to innovate new solutions. Our messaging reflects that active nature, and our copy must, as well. We don't let things happen to us, we make them happen!

## Always edit

Make sure to read through your draft thoroughly before submitting it for review. Are there spelling or grammatical errors? How well does it align with this style guide? Do your best!

## Avoid adverbs

Those are words that modify other words, like "very," "super," "basically," etc, as there's probably a stronger word. Ex: instead of saying "very big," say "enormous."

## Leave wiggle room

We like to say "often" or "sometimes" because absolutes like "always" or "never" are rarely true. We offer nuanced takes to our audience, so our language should reflect that.

## Minimize cliché

We are a company of creative disruptors and problem solvers. We can figure out how to express meaning effectively without relying on the same old clichés.

## Be specific

Is it a river or is it the Nile? Is it a truck or is it an eighteen-wheeler? Specificity paints the picture.

## Use exclamation marks sparingly

While we're passionate about what we do, it's not necessary to litter our content with exclamation marks. Use exclamation marks where appropriate per channel. (See below for channel-specific tone variance.)

## Kill your darlings

Don't keep something because you like it; keep it because it works.

# Copywriting

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## Tone

While we'll only ever have one voice (it's who we are), sometimes, we'll alter our tone to match the situation. Sometimes, we'll adopt pieces of the language of those we're speaking to. For example, we know credit unions serve members, not customers. We also have slightly different tones depending on the channel.

## Paid Ads

The most conversational tone - we have to creatively catch our reader's eye and inspire them to click through. Perfect grammar and buttoned-up writing usually isn't the most effective approach, especially when we have a limited amount of characters to use.

## Social Media

There are two tones for socials: one for our company page, and one for Advocacy.

For our company page, our tone is approachable, enthusiastic, and encouraging. We aim to inform, inspire, and engage while speaking to our audience's pain points, challenges, and interests. Always include a call to action.

For advocacy posts, our goal is the same, but we can be much more casual and friendly, as we are replicating the way our employees would post on their own. It's okay to play around with sentence formality, dropping pronouns for example (i.e. instead of "I just read this..." saying "Just read this..."), abbreviating words, etc. It's best practice to offer posts of different lengths and formalities to anticipate what style different employees may resonate with the most.

## Emails

The tone for emails is similar to social media - brief, a mix of conversational and professional, informative. We can be more creative in our subjects as we want to encourage opens.

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## **Blogs**

Another channel in which we tend to take a more conversational approach (while remaining professional) - we want to meet our readers where they are. We always ensure our value props are woven into the copy in a seamless way - this channel is generally not meant to be salesy, rather provide knowledge that will demonstrate our unique thought leadership and validate our expertise.

## **eBooks**

While we always want our brand personality to shine through, eBooks will have a more straightforward tone. We want to simplify complex concepts and lay them out clearly for our audience by using analogies, statistics, and other conventions that help support the points we're making. Much of the copy is challenge-solution focused.

## **Abstracts**

Abstracts' tone can be the driest we will write - we want to clearly and plainly lay out the challenge and solutions we'll be covering in a webinar or live event. These are internal only, so it's okay for the focus to be solely on the topic. When we write landing pages and promotional materials from the abstract, that's the time to punch up the writing to be intriguing, interesting, and engaging.

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## Things to avoid

### Words and phrases to avoid

Harmful/offensive or questionable language such as swarthy or crazy. Always strive for inclusive language instead.

Gendered terms such as “you guys” or “man hours.”

Alienating words or phrases especially those that apply to marginalized groups. E.g. “Driving blind.”

Analogies that require specialized knowledge, such as sports or car analogies. They can be alienating to audiences without that knowledge.

Phrases that are regionally specific when writing global content. Again, these may not be understood by the wider audience.

### Examples

Check out the [campaign asset library](#) for examples of all types of content for each use case.

# Copywriting

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## Basic rules

Emojis are 🙌 if used sparingly, and intended to be taken literally.

- Spell out numbers 1-9, use numerals for 10 and above. E.g. Nine questions, 10 posts.
- Exception: If it's a range, like 1-9, use numerals.
- Exception: If the number starts the sentence, spell it out.
- E.g. Forty-five percent ..."
- Instead of "%," use "percent." E.g. 45 percent.
- Even though we have many global offices, we default to American spelling.
- Use title case for titles and subtitles.
- Capitalize full product names, but not the abbreviation. E.g. Decision Intelligence vs. decision intelligence
- Use the oxford comma, like so: this, this, and this.
- Spell out most acronyms on the first use. E.g. Account-based marketing (ABM)
- Capitalize people's titles if they appear alongside their name. E.g. Sooma, Director of Marketing.

For everything else, consult the Associated Press Stylebook. (If our guide and theirs conflict, ours wins, as happens with titles and oxford commas.)