Power My Analytics

Brand Identity Guidelines

2022

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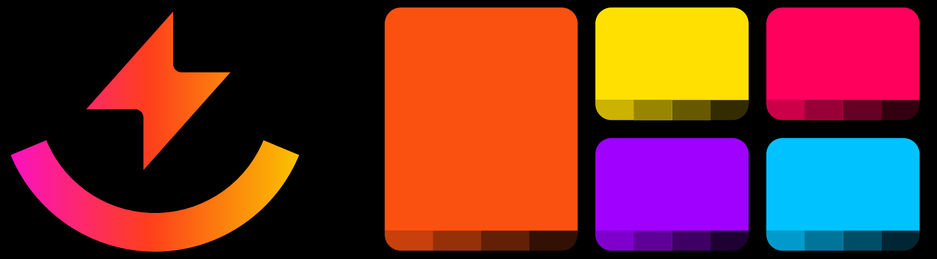

Our Brand At A Glance

Aa

Aa

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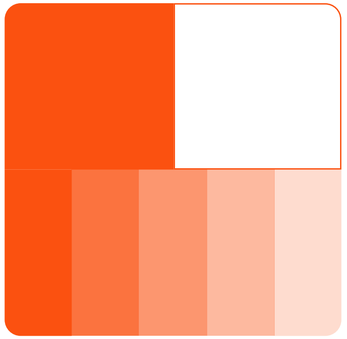
A brand guidelines is a short, easily digestible guide to our brand's visual identity. It's a quick reference to understanding the logos, colors, fonts, and messaging that represent our brand.

Identity System elements

Our brand identity system is composed of an expansive toolkit. whose components are designed to work harmoniously together to meet our wde range of communication needs.



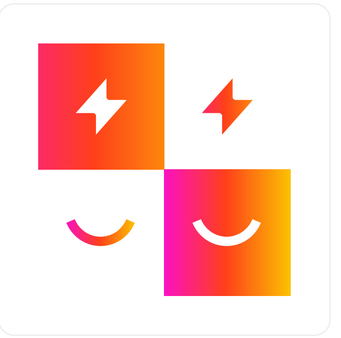
Logo



Color



Typography



Elements

Brand Persona

- Uplifting
- Refreshing
- Trustworthy
- Friendly
- Casual
- Superior
- Automation
- Powerful
- Empowering
- Fast



Brand Archetype

Magician

The Magician is powerful, has the power to create, trusts intuition, takes action on intuition, wise, transformative, healing

Motto

Work smart, not hard

Knowledge is power is time is money

Goal

Help marketers unlock the power of automation

Strategy

Customer-centricity
Putting our customer first and at the core of your business in order to provide a positive experience and build long-term relationships.



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Logo

Mark Origins

Power My Analytics empowers users enabling them to focus on their business while we take care of their analytics.





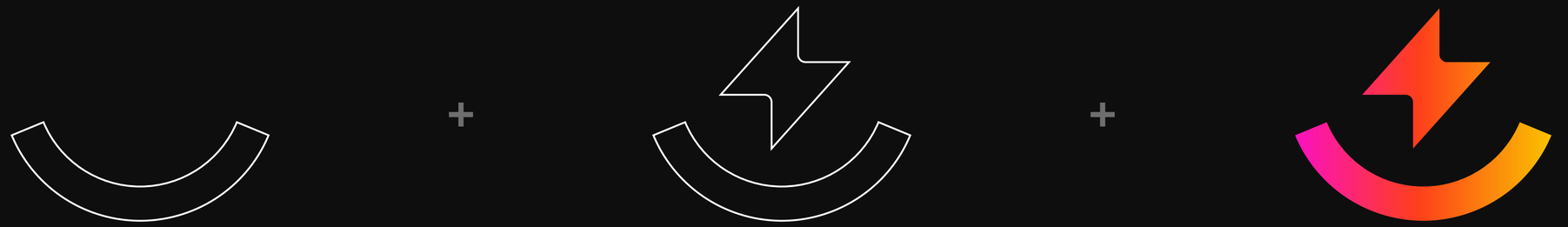




Mark Construction

Our logomark represents power, speed & automation as well as Happy users with great experiences.





Logo system



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Vertical Logo



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Horizontal Logo



Logo Mark



Compressed Mark

Horizontal Logo





Vertical Logo

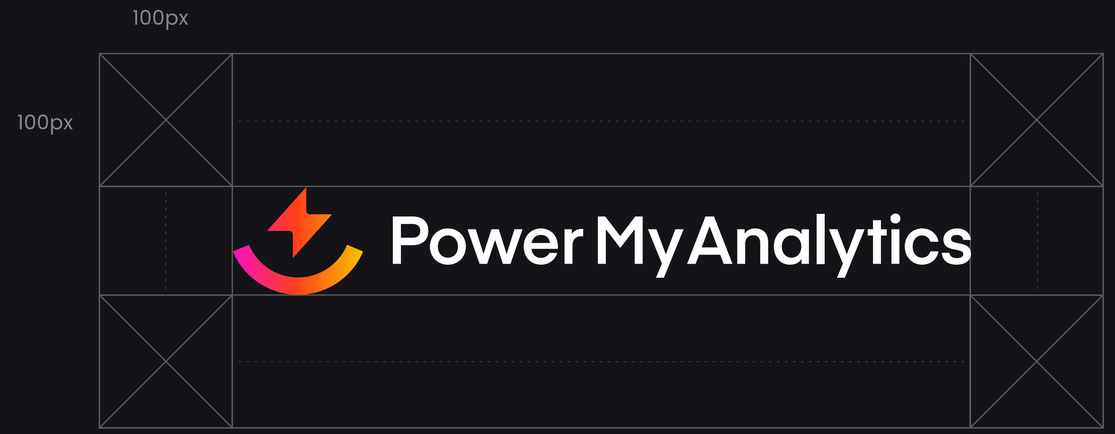
The vertical version of the logo is used for square and vertical layout formats. For example, for printing typographic products, t-shirts, mugs, advertising banners, for instant messengers, social networks, signboards.





Spacing

Logo spacing to maintain visual balance and keep the logo proportional.



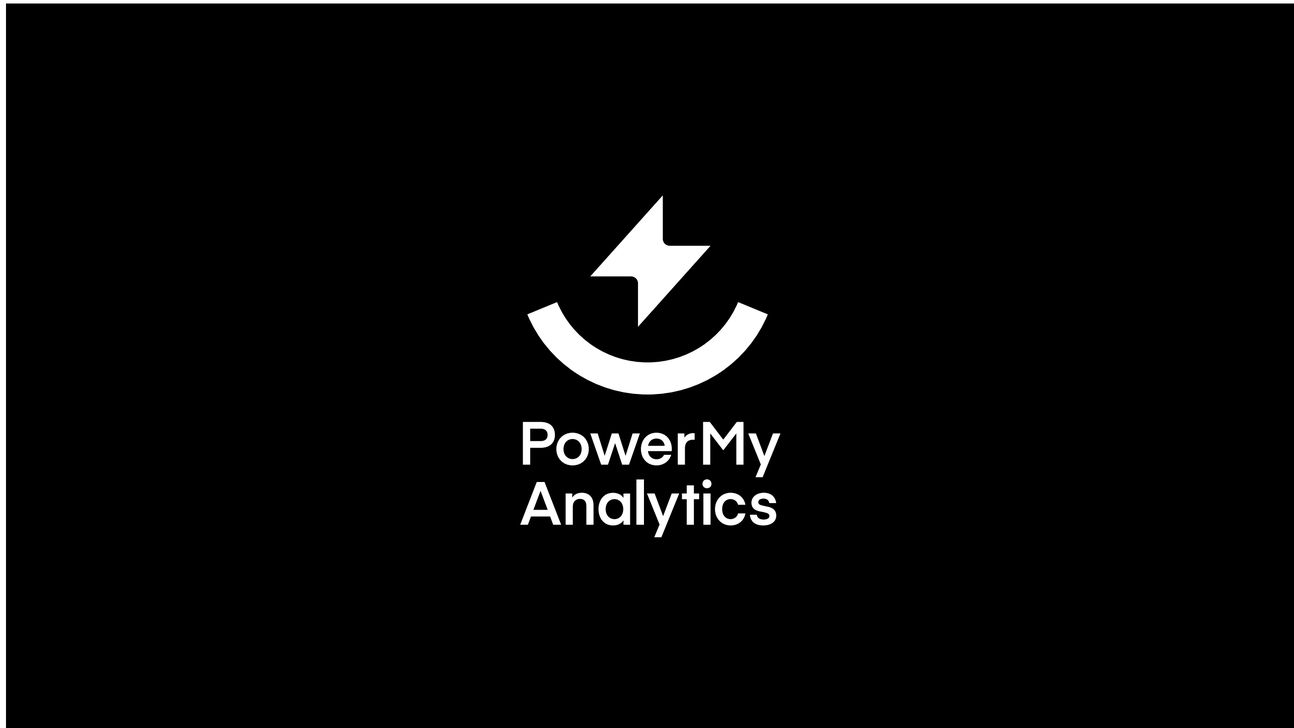


Monocolor

Sometimes due to production limitations, only one color is available for use. In this case the logo, logotype, and/or symbol must be used with a light-color type on a dark background or with a dark-color type on a light background.

The logotype and/or symbol outline must be clearly distinguishable from the background color. You must honor the Power My Analytics color palette when possible, using black or white if necessary.





Scale

Our logo is designed to scale and work in small sizes. We recommend using 24px Vertical as the smallest full logo use case. Anything below that should be scaled down to the mark.

100px Vertical



64px Vertical



32px Vertical



24px Vertical



16px



Correct Logo Application



Primary Usage



Secondary Usage



Tertiary Usage

Incorrect Logo Application

Avoid Stretching

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Avoid rotating

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Avoid Using on busy backgrounds



Avoid using off brand colors

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Avoid placing other marks next to logo

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Avoid boxing in logo

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Do not add a drop shadow

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Avoid Low Contrast

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Avoid Low Contrast (Dark)

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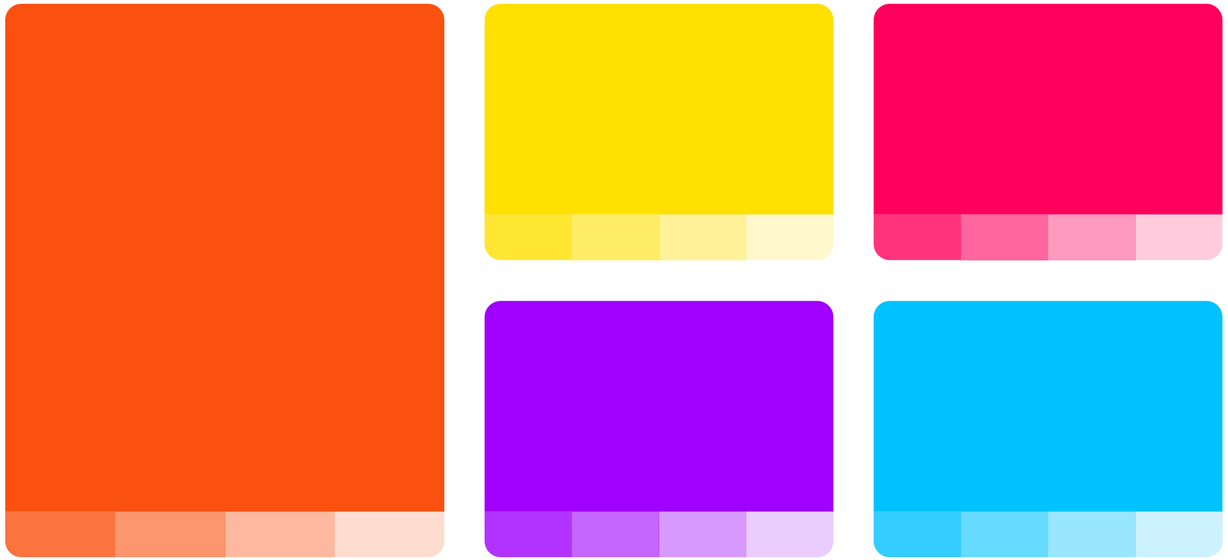


Color

Brand Color



Orange

Orange is often described as an energetic color. It may call to mind feelings of enthusiasm and excitement. People also commonly describe the color orange as bright, happy, and joyful.

Color Palette

Brand Color

Orange

#FB5110

Primary Colors

Lightning

#FFE000

Pink

#FF005C

Green

#10BB66

Black

#131318

Secondary Colors

Electric Violet

#9F00FF

Bright Turquoise

#00C2FF

Blue

#0066FF

Iron

#DEE1E2

#FB11C0 #FE3F1B #FBC400

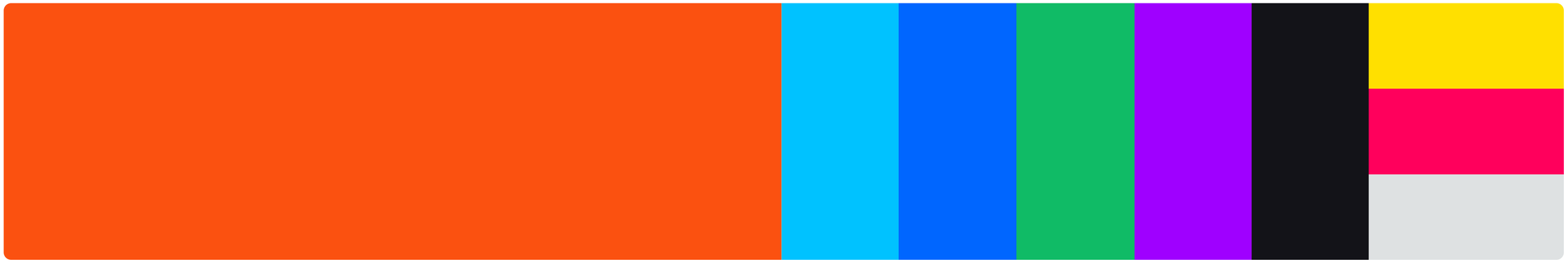
#9F00FF #FF005C #FB5110

Full Palette

	Orange	Lightning	Pink	Green	Black	Electric Violet	Bright Turquoise	Blue	Iron
HEX #ffffff 90% Opacity	10%	10%	10%	10%	10%	10%	10%	10%	10%
HEX #ffffff 70% Opacity	20%	20%	20%	20%	20%	20%	20%	20%	20%
HEX #ffffff 50% Opacity	40%	40%	40%	40%	40%	40%	40%	40%	40%
HEX #ffffff 30% Opacity	60%	60%	60%	60%	60%	60%	60%	60%	60%
HEX #ffffff 15% Opacity	80%	80%	80%	80%	80%	80%	80%	80%	80%
ORIGINAL	**#FB5110**	**#FFE000**	**#FF005C**	**#10BB66**	**#131318**	**#9F00FF**	**#00C2FF**	**#0066FF**	**#DEE1E2**
HEX #000000 10% Opacity	10%	10%	10%	10%	10%	10%	10%	10%	10%
HEX #000000 25% Opacity	20%	20%	20%	20%	20%	20%	20%	20%	20%
HEX #000000 40% Opacity	30%	30%	30%	30%	30%	30%	30%	30%	30%
HEX #000000 55% Opacity	40%	40%	40%	40%	40%	40%	40%	40%	40%
HEX #000000 65% Opacity	50%	50%	50%	50%	50%	50%	50%	50%	50%

Color Usage

We use our Brand Color as the primary color and use it 60% of the time, secondary are supporting colors that are used 30% of the time and we use accent colors to highlight elements 10% of the time.



Primary Color

60%

Secondary Colors

30%

Accent Colors

10%

Color Palette

PANTONE

RGB

PANTONE
Orange 021 C

RGB

PANTONE
Yellow C

RGB

PANTONE
192 C

RGB

PANTONE
7480 C

RGB

PANTONE
Neutral Black C

RGB

PANTONE
2592 C

RGB

PANTONE
306 C

RGB

PANTONE
285 C

RGB

PANTONE
663 C

Color Palette

C M Y K

RGB

CMYK
C 0 | M 83 | Y 100 | K 0

RGB

CMYK
C 2 | M 8 | Y 100 | K 0

RGB

CMYK
C 0 | M 100 | Y 47 | K 0

RGB

CMYK
C 76 | M 0 | Y 83 | K 0

RGB

CMYK
C 73 | M 70 | Y 63 | K 80

RGB

CMYK
C 59 | M 80 | Y 0 | K 0

RGB

CMYK
C 62 | M 4 | Y 0 | K 0

RGB

CMYK
C 80 | M 62 | Y 0 | K 0

RGB

CMYK
C 11 | M 7 | Y 8 | K 0

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Aa

Typography

Typography

PRIMARY

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

0123456789
!@#$%^&*?/)

EINA 03

Eina was designed as a corporate typeface for the design school “EINA, University Centre of Design and Art.” It’s not just a font to be used — Eina embodies an educational concept that transcends simple typographical use.

Typography

SECONDARY

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

0123456789
!@#$%^&*?/)

POPPINS

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color. The Devanagari base character height and the Latin ascender height are equal;

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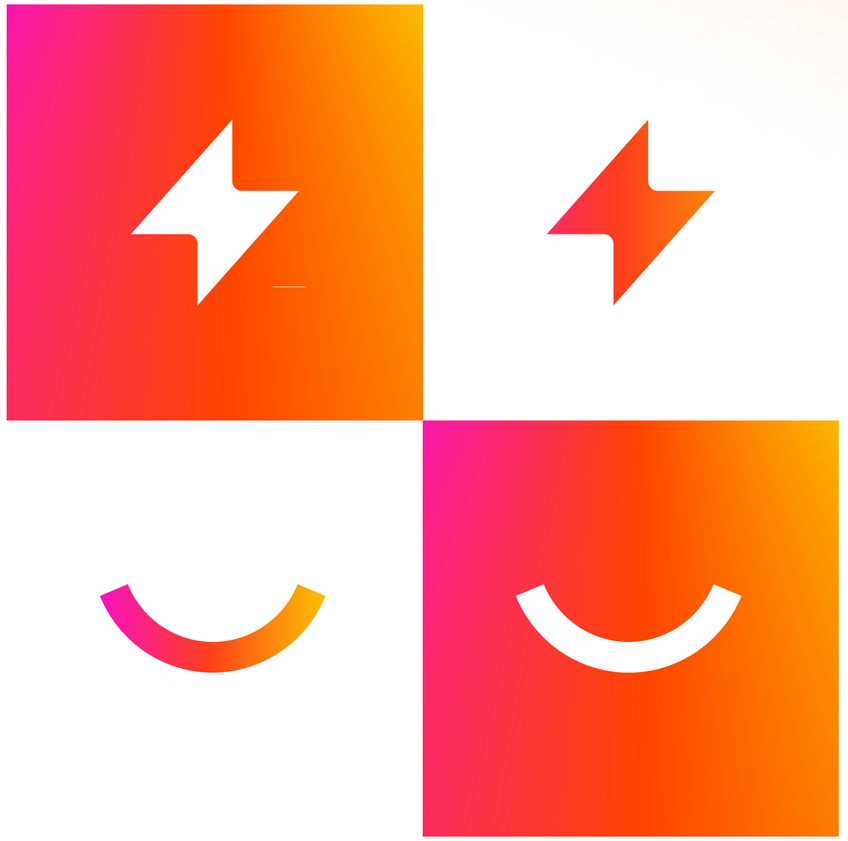


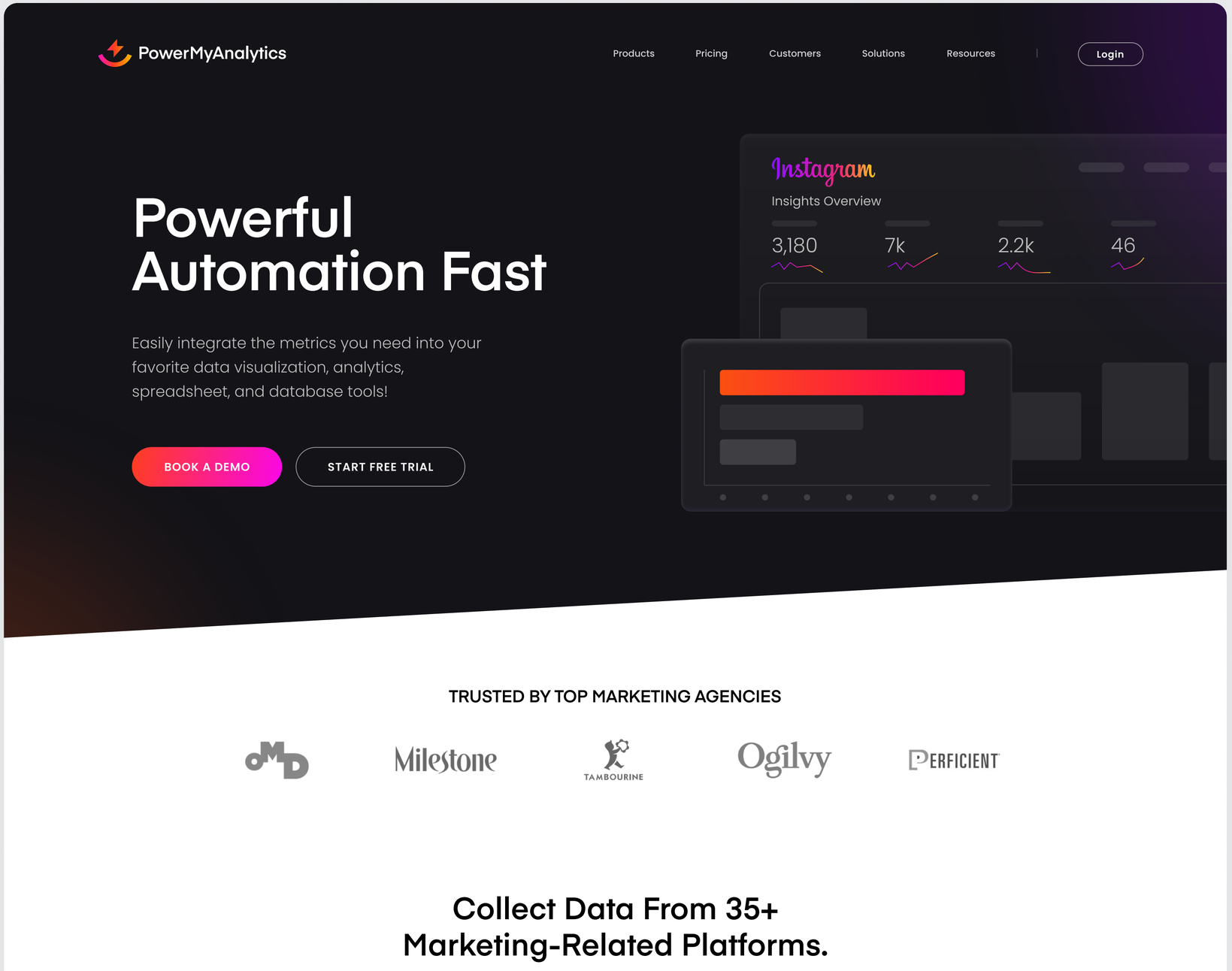
Elements

Business Card





Web Design Concept



Brand Integration



Google Ads



Instagram Insights



Paypal



Twitter Analytics



Quick Books



Campaign Monitor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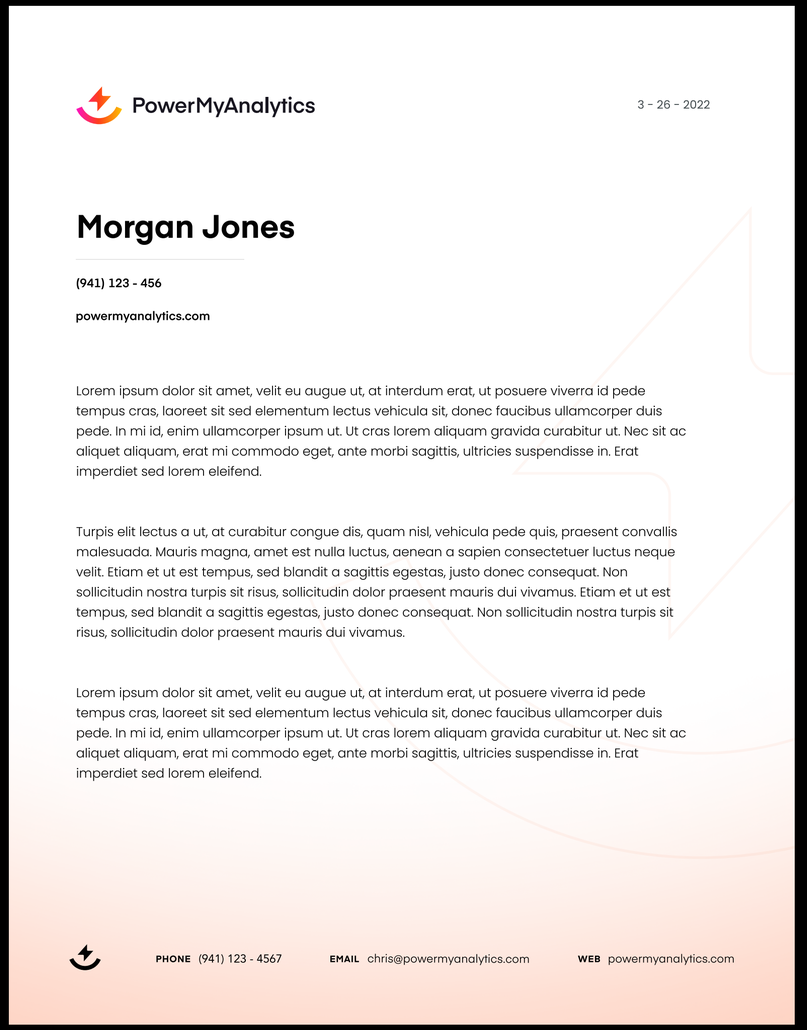
2022 BUSINESS PLAN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Morgan Jones
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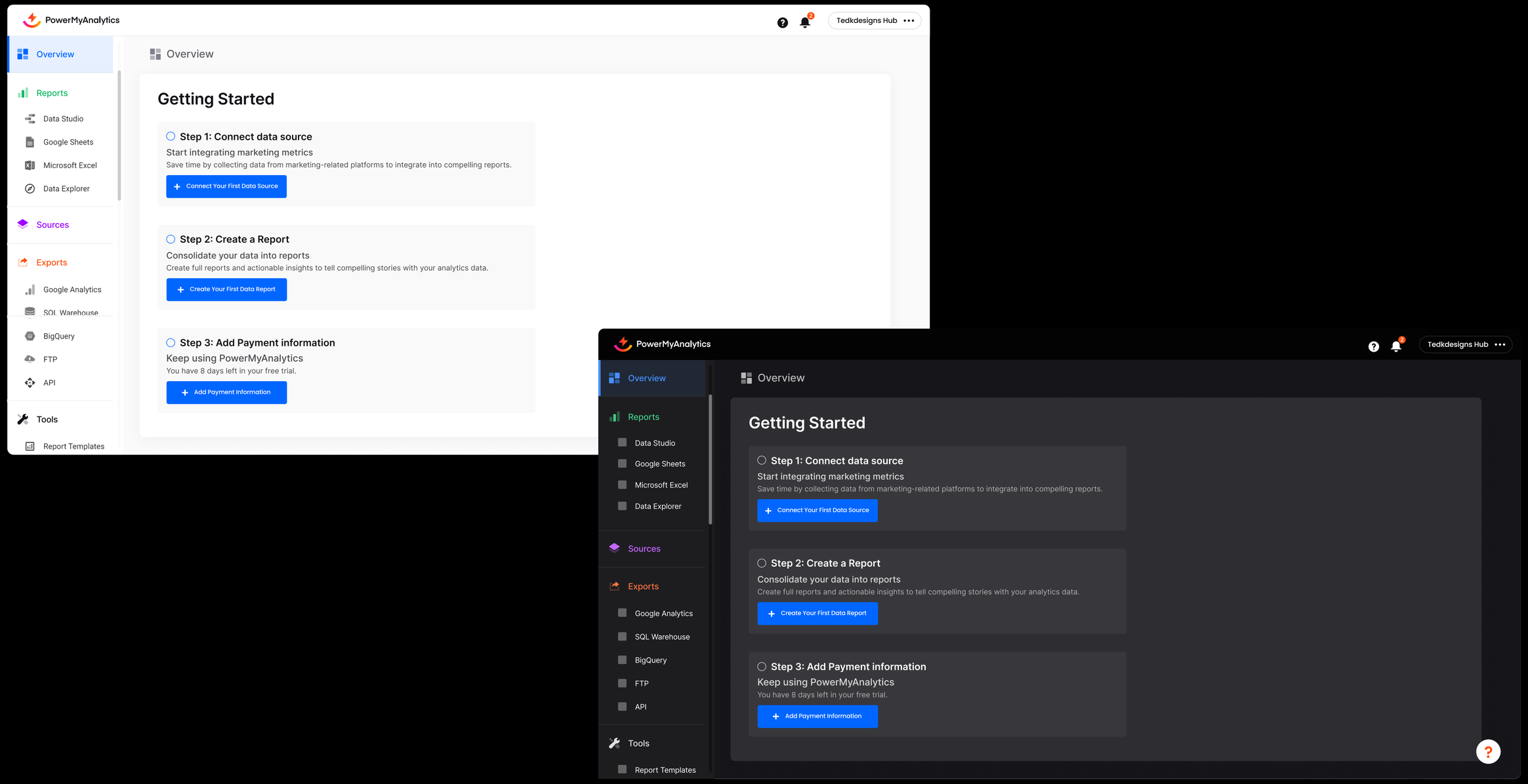
WEB powermyanalytics.com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FTP
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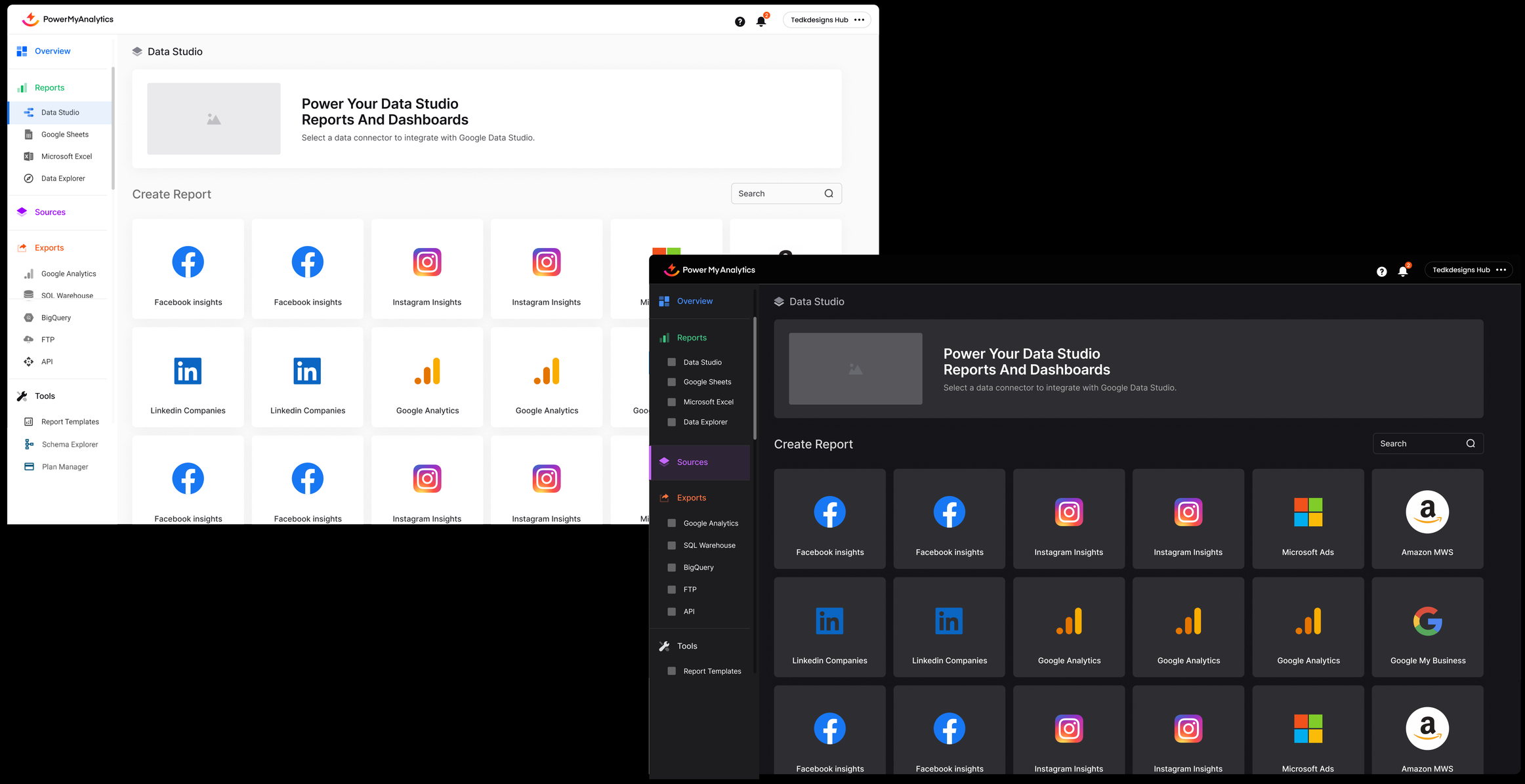
Report Templates
Overview
Getting Started
Step 1: Connect data source
Start integrating marketing metrics
Save time by collecting data from marketing-related platforms to integrate into compelling reports.
Connect Your First Data Source
Step 2: Create a Report
Consolidate your data into reports
Create full reports and actionable insights to tell compelling stories with your analytics data.
Create Your First Data Report
Step 3: Add Payment information
Keep using PowerMyAnalytics
You have 8 days left in your free trial.
Add Payment Information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Schema Explorer
Plan Manager
Data Studio
Power Your Data Studio Reports And Dashboards
Select a data connector to integrate with Google Data Studio.
Create Report
Search
Facebook insights
Facebook insights
Instagram Insights
Instagram Insights
Linkedin Companies
Linkedin Companies
Google Analytics
Google Analytics
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Facebook insights
Instagram Insights
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Microsoft Ads
Amazon MWS
Linkedin Companies
Linkedin Companies
Google Analytics
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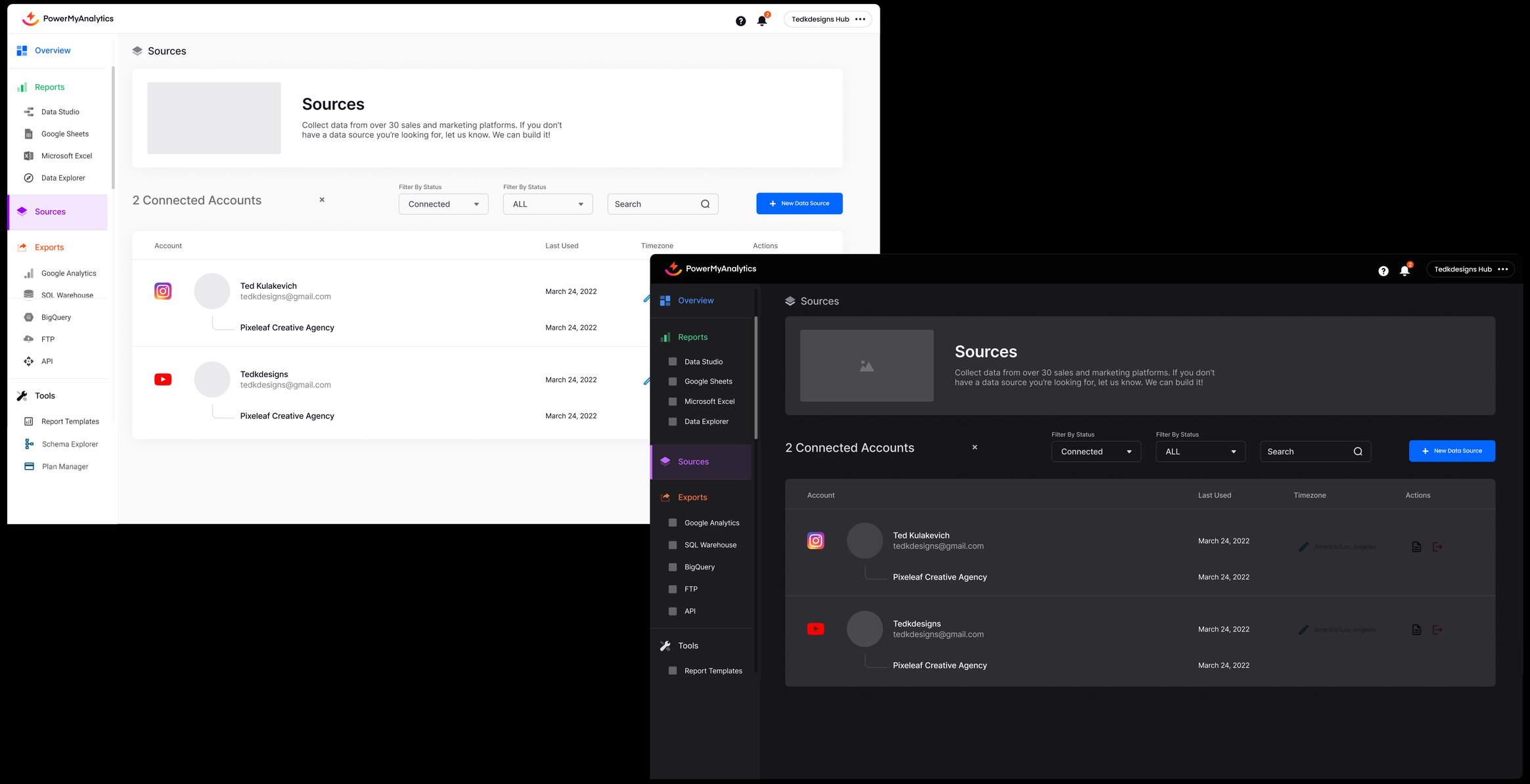
Google My Business
Facebook insights
Facebook insights
Instagram Insights
Instagram Insights
Microsoft Ads
Amazon MWS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Schema Explorer
Plan Manager
Sources
Sources
Collect data from over 30 sales and marketing platforms. If you don't have a data source you're looking for, let us know. We can build it!
2 Connected Accounts
Filter By Status
Connected
Filter By Status
ALL
Search
New Data Source
Account
Last Used
Timezone
Actions
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