

**BRAND AND STYLE GUIDE**  
**2019**

collect!

credit + debt collection software

**WELCOME!**

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## **BRAND PROPOSITION**

**Everything that matters to debt collection,  
all in one solution.**

**Collect!** is ultra-flexible debt collection software packed with features and built to integrate and to be easily customized as your agency grows.

**Our Brand Promise is**

*Trustworthiness,  
Reliability,  
Flexibility,  
and Value.*

**Our Brand Character is**

*Competence.*

## STORY AND VOICE

**Collect!**, the flagship product of Comtech Systems Inc., makes it easier for collection agencies and credit grantors to collect their receivables.

We are committed to helping our clients manage their receivables more efficiently and profitably. Our team is dedicated to building the best credit and collection management solution available - easy to learn and use with superior support.

**Collect!** is installed in 40 countries by over 1,400 companies including collection agencies, debt buyers, credit unions and banks, credit grantors, medical and dental billing offices, legal offices, municipal fine collection offices, car dealerships, rental application verification offices, credit grantors and a host of finance, credit and billing organizations. Other clients using Comtech software include Federal and regional government agencies.

Comtech was founded in 1988 and is headquartered in Victoria, BC, Canada with an additional office in Brisbane, Australia and sales agents and representatives around the world.

The language we use to tell the **Collect!** story matters. Our voice plays an important role in how we attract new clients, maintain and strengthen relationships with existing customers, interact with industry partners and engage with staff.

Our voice is a combination of the tone and messaging of our communications, and our brand character.

Our tone is clear and succinct - we use concise language to convey our messaging; we avoid the use of “computerese”, and we always use the active sentence construction, avoiding the passive voice.

Our messaging conveys our brand character -

**Competence** (reliable, intelligent, successful) : *Collect! is installed in 40 countries by over 1,400 companies including collection agencies...; We are committed to helping our clients manage their receivables more efficiently and profitably..*

## STYLE GUIDE

### LOGO | WORDMARKS

**collect!**  
credit + debt collection software

PRIMARY WORDMARK - COLOUR

**collect!**  
credit + debt collection software

PRIMARY WORDMARK - REVERSE

**collect!**  
credit + debt collection software

PRIMARY WORDMARK - GREYSCALE

**collect!lite**  
credit + debt collection software

PRIMARY WORDMARK LITE - COLOUR

**Our Brand Promise and Character are reflected in our logo/ wordmark through the use of shape and colour.**

**Shape:** - Our logo is a wordmark which immediately creates brand awareness and connection to the CTA that is inherent in our product: COLLECT! your debt...

**Colour:** Our wordmark colourway includes teal blue, persian blue and mid grey - the blue tones represent stability and order, exactly what one expects from their collection software.

Mid Grey is the colour chosen for body copy in all brand communications. The use of grey suggests a sense of elite-ness and quality to the brand.

## ICONOGRAPHY



PRIMARY BRAND ICON



PRIMARY LITE BRAND ICON

New Collect! Brand icons are available to act as stand-alone identity assets for both print and web.

Digital UI icons have been redesigned and refreshed.



HOME



NOTIFICATIONS



SETTINGS



ACCOUNT



FIND



SHARE



EMAIL

NEW/  
OPENCLOSE/  
DELETE

OKAY



EDIT

LAST/  
BACK

NEXT



DOWNLOAD

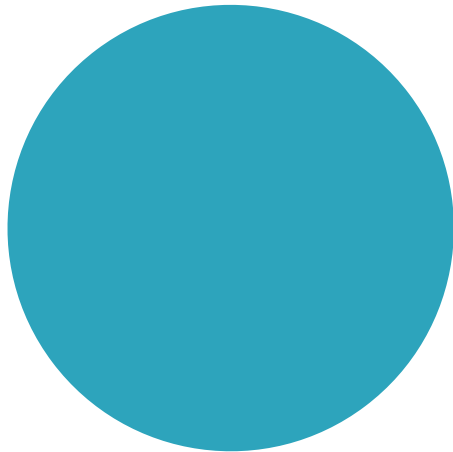


DIAL

## STYLE GUIDE

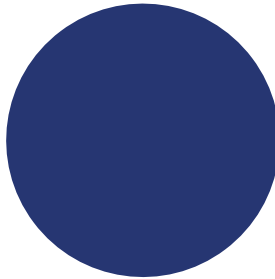
### COLOURWAYS

#### PRIMARY

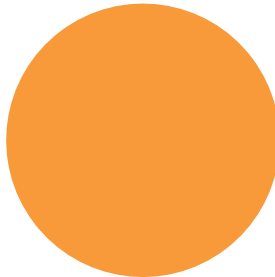


**TEAL**  
Hex: 2BA3BB  
RGB: 43|163|187  
CMYK: 74|17|22|0

#### SECONDARY

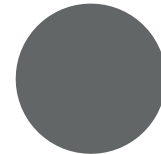


**PERSIAN BLUE**  
Hex: 1A3373  
RGB: 26|51|115  
CMYK: 100|92|27|12



**URGENT ORANGE**  
Hex: F89939  
RGB: 248|153|57  
CMYK: 0|47|87|0

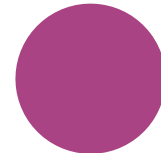
#### TERTIARY



**MID GREY**  
Hex: 626464  
RGB: 90|100|100  
CMYK: 61|51|51|21



**MONEY**  
Hex: A1BF2F  
RGB: 161|191|47  
CMYK: 42|8|100|0



**BERRY INFORMATIVE**  
Hex: A94382  
RGB: 169|67|130  
CMYK: 36|88|19|1

## TYPEFACES

### HEADLINES, TITLES AND DISPLAY

#### MONTSERRAT

`font-family: montserrat, sans-serif;`  
`font-style: normal;`  
`font-weight: 100;`

Thin  
*Thin Italic*  
 Extra-Light  
*Extra-Light Italic*  
 Light  
*Light Italic*  
 Regular  
*Regular Italic*  
 Medium  
*Medium Italic*  
 Semi-Bold  
*Semi-Bold Italic*  
 Bold  
*Bold Italic*  
 Extra-Bold  
*Extra-Bold Italic*  
 Black  
*Black Italic*

### BODY TEXT, CAPTIONS, CUTLINES

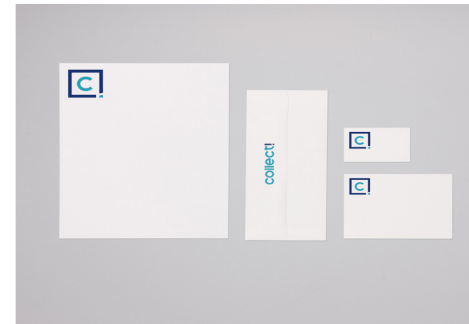
#### Droid Serif

`font-family: droid-serif, serif;`  
`font-style: normal;`  
`font-weight: 400;`

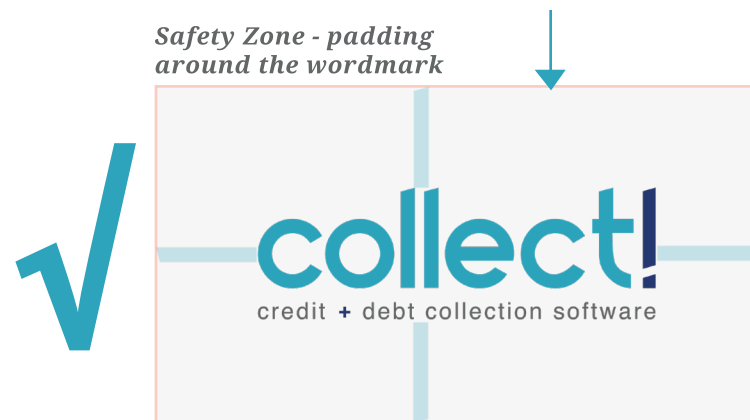
Regular  
*Regular Italic*  
 Bold  
*Bold Italic*

# STYLE GUIDE

## STYLE TILES



## USAGE



Please ensure that our wordmark is always set within the safety zone.

DO NOT alter the aspect

DO NOT use the colour version on a dark background

DO NOT set the wordmark on a busy background.

