



# Design Style Guide

January 2022



## Mission

We exist to eliminate the need for SMB's to respond to all calls, texts and inquiries live by providing an automated assistant that can intelligently communicate with customers, 24/7, when the business can't so that they never miss another customer again.

## Our Customers

Small businesses are the lifeblood of America. They fix our cars, they serve our meals, they remodel our homes and they clean our teeth. They have shouldered much of the burden of the 2020 - 2021 pandemic through lockdowns and staff shortages but their resiliency knows no bounds.

They span the established generations of Baby Boomers and Gen X to Millennials who are starting new businesses at increasing rates. Their interests and lifestyles are unlimited but they have one thing in common: the desire to successfully run their businesses while providing for themselves, their families and their communities.

The Agentz automated assistant is purpose-built to support these SMBs who are struggling to keep up with customer demand. Automation can deftly provide personalized experiences for both sales and support requests in a time when consumers are expecting non-human communication options.



## Origin

How did Agentz get its name?

Agentz is a nod to the concept that people act as customer service and sales agents when interacting with consumers. Agentz plays off of that concept while indicating a slight difference - Agentz includes the concept of automation allowing people to focus on the most important tasks while automation can handle the rest.

## Pronunciation & Usage

Agentz is pronounced ay-junts with the accent on A.

Here is the correct way to spell our name:



While the Agentz logo uses all lower case letters, it is proper to use the capitalized 'A' when in written form.

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## Agentz

## Fonts - Logo

### OUR LOGO FONTS:

The Arial font is used to construct the Agentz logo

### PLEASE DON'T:

Use different fonts to reconstruct the logo



## Arial

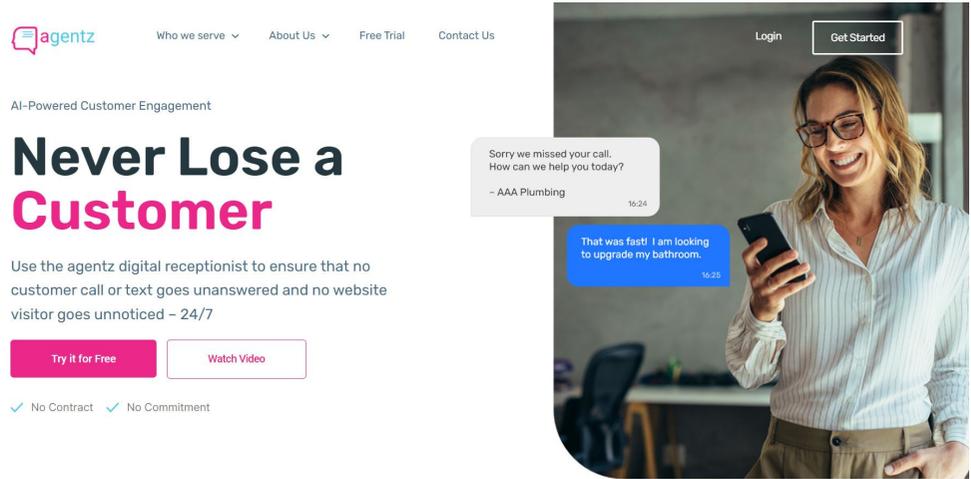
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+{|:."?

# Agentz

## OUR WEBSITE FONT:

The Agentz website uses Rubik as its standard font for all titles and subtitles and Inter for its main content

# Fonts - Website



# Rubik

Used for all headers and subtitles

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+{}|:~?`

# Inter

Used for all main content

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+{}|:~?`



**Pink**

#DA3A87  
RGB (218,58,135)



**Blue**

#70C6E7  
RGB (112,198,231)



**Purple**

#883F95  
RGB (136,63,149)



**Dark Blue**

#003854  
RGB (0,56,84)

## Agentz

### OUR PRIMARY LOGO:

Uses pink for the lower case letter 'a' and blue for the rest of the letters

Includes our icon representing the morphing of the head of a person with a chat window and depicting three blue lines representing a conversation

Usage of our icon is permitted; our primary icon is using the Agentz colors of pink and blue

The minimum digital logo size is 150px by 49px

### PLEASE DON'T:

Use a logo in colors other than those that meet our brand guidelines

Alter the shape of our logo  
Recreate the logo using different fonts

Include the Agentz logo on physical merchandise

Display the Agentz logo using one of our branded colors on a background that makes it illegible. We recommend always placing our logo on a white background

## Logo



Main Logo



Alternative Logo