



# 2020 BRAND STYLE GUIDE

## Approvals and Paths to Approvals

When representing the TechJutsu brand, the contents within this book must be followed. Before anything related to TechJutsu is shared by a third party or anyone within the company, the content must be sent to [chelsea.finnigan@techjutsu.com](mailto:chelsea.finnigan@techjutsu.com) for approval, and she will direct it to whomever else needs to see it for final approval.

## Mission

TechJutsu's Mission Statement goes here

## Values

TechJutsu's list of values go here

# Customer Personas

Customer 1 goes here



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Customer 2 goes here



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Customer 3 goes here



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# Brand

## Why are we called TechJutsu?



Founder and CEO Tracey Nyholt is not just an IAM expert - she has also spent the past 25 years studying martial arts. She explains “During my studies in Japan, I learned that “Jutsu“ means skill in Japanese. So TechJutsu or “Technical Skill“ seemed to fit both what we do and our personality.”

Martial artists are always refining themselves to make their movements as simple and effective as possible. At TechJutsu, we apply the same continuous improvement principles to our IAM practice. We always ask our clients, sponsors, and vendors questions that match these principles:

- How can we add more value?
- Is there anything we can do to improve?
- How can we make this better for your?

by acting on their answers, we ensure that we continuously improve and offer the most value and the best experience to all of our customers.

## Brand Voice



TechJutsu is informative, formal, confident, and knowledgeable, while also being kind and compassionate. TechJutsu will answer any questions to the best of our Ninja's abilities, and always help wherever we can. TechJutsu stays up to date on current events and communicates clearly and concisely in a way that does not alienate any demographic.

## Slogan

**“Implementing best in class Identity and Access Management solutions.”**

TechJutsu’s slogan lets vendors, sponsors, clients, and prospects know exactly what we do while also mentioning that we are the best. The more we repeat our slogan, the more people will believe it and come to associate our brand with “best in class”.

# Character

## What is a Tech Ninja?



Ninjas move and act without being seen or noticed, and we aim to take that practice to our IAM solutions. Our goal is to provide customers with an IAM solution and seamless transition to cause as little disruption as possible in their workflow. The modern definition of 'Ninja' expands to include anyone who excels in a particular skill or activity, and at TechJutsu, we consider this in our hiring process. All of TechJutsu's Ninjas have 10 plus years in the field of IAM, making us the best team for any job!

## Why call ourselves Ninjas?



Because TechJutsu offers a service, our employees are our most valuable resource. By referring to our employees as "Ninjas" we not only create a strong brand connection for anyone talking to us, but we also build culture internally. Ninja is a title and must always be capitalized.

We do have to be cautious not to overuse the 'Ninja' term as it might make us seem unprofessional - 'Ninja' may be used in marketing materials, but in professional documents (RFI's, RFP's, etc) and in sales calls, we must refer to our employees as people/ resources/ employees.

# Logo

## Do's and Don'ts

- The TechJutsu logo must be height and width linked
- If a large version of the logo is needed please use the .eps file (any merchandise such as shirts, hats, and printouts larger than 8.5 in x 11)
- Only ever use .png file type extensions of the logo.
- Never cut off any part of the logo.
- Inverse colours are not permitted - the TechJutsu logo must always be placed on a light background.
- The “T” from the TechJutsu logo is permitted in a document where the whole TechJutsu logo has already been used or as an icon or profile picture that is directly associated with the “TechJutsu” name.
- The “Tracey” drawn at the end of the “TechJutsu” name is permitted for use as a profile picture or icon that is directly associated with the “TechJutsu” name.
- Logo colours are “Dark Gray”: #333333 and “TechJutsu Red”: #ED2024 as seen on the “Colours” page of the Brand Book“.

# Logo

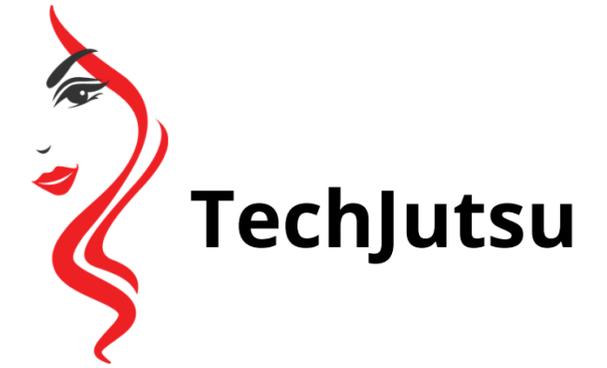
## Do's and Don'ts



Correct Use



Correct Use



Correct Use



Incorrect Use



Incorrect Use



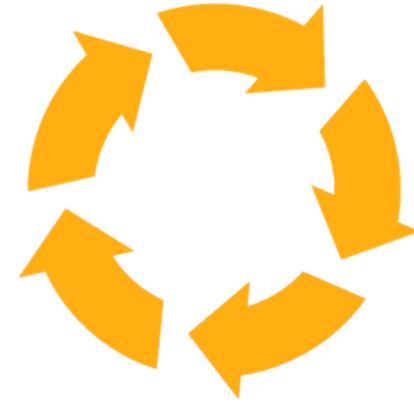
Incorrect Use

# Icons

## Do's and Don'ts

- All icons must be height and width linked
- Icons must be designed in TechJutsu colours. Saffron Yellow (#FFAF12) as the main colour and Dark Gray as an accent (#333333) are the chosen colours for TechJutsu icons.
- Only use .png type file extensions for the logo
- When more than one icon is present in a document, they must be in a circle
- When more than one icon is present in a document, they must be the same size
- Never cut off any part of an icon
- The TechJutsu Ninja icon may never be used to represent the “bad guy“ or a hacker.

# Icons



# Colours



**Saffron Yellow: #FFAF12**

Use: Main colour in documents, icons, and web design.



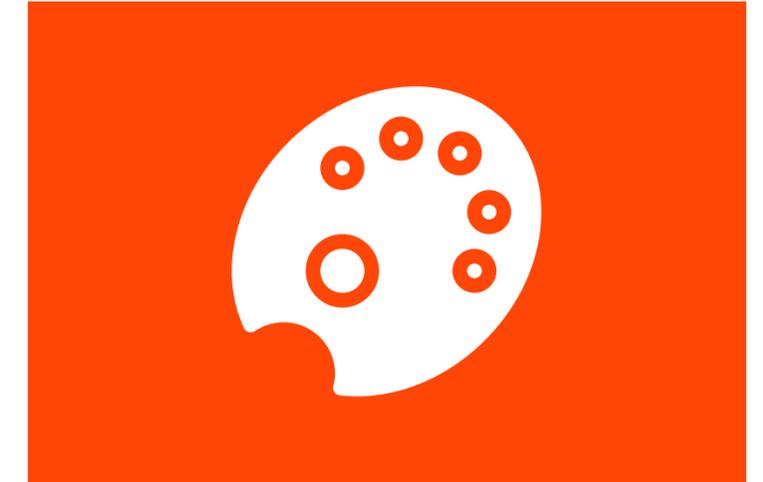
**Vivid Orange: #FF8C0E**

Use: Transition colour between Saffron Yellow and TechJutsu Red.



**Safety Orange: #FF6908**

Use: Transition colour between Saffron Yellow and TechJutsu Red.



**Orange Red: FF4607**

Use: Transition colour between Saffron Yellow and TechJutsu Red.



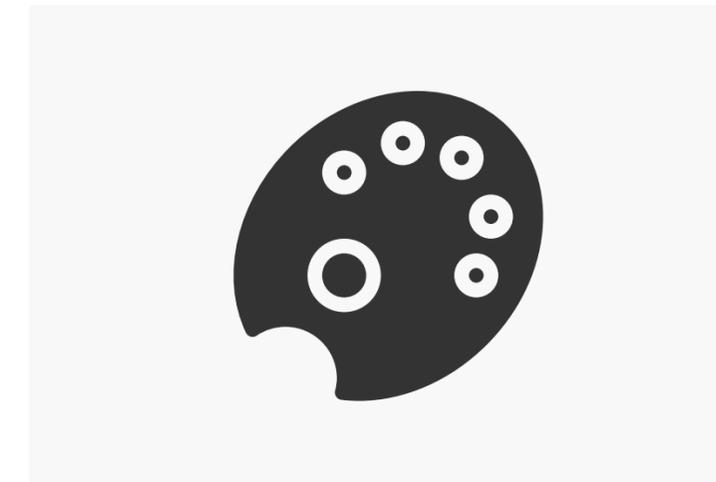
**TechJutsu Red: #ED2024**

Use: TechJutsu logo, clickable links, small accent in documents.



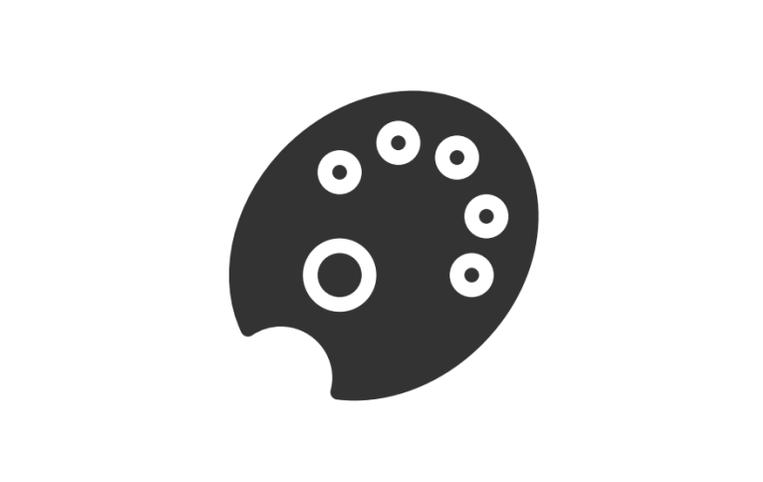
**Dark Gray: #333333**

Use: Text, TechJutsu logo, in icons where contrast is necessary.



**Light Gray: #F8F8F8**

Use: Alternate background colour in documents and website



**White: #FFFFFF**

Main background colour in documents and website.

# Font

- All fonts used on any official TechJutsu document must be sans-serif.
- Specific fonts listed in the brand book are ideal, but not necessary
- Download our specific font for use in documents here [bit.ly/TechJutsuFont](https://bit.ly/TechJutsuFont)

## Website

Wix “Clean“ Theme

### IDENTITY AND ACCESS MANAGEMENT NINJAS

*Implementing best in class Identity and Access  
Management solutions*

Contact Us

All Posts

### SINGLE SIGN ON (SSO)

Improve end-user experiences by reliably integrating your cloud and on-premise applications so that users have access to all their applications. When combined with MFA, this provides the most secure access across your organization. Imagine what your employees can do with the time they save!

## Documents

### Be Vietnam

- Matches our website aesthetic
- Free to use commercially
- Nice accent to our logo font

### Style Guide

- *Italics*: Used for our slogan and any content that needs emphasizing
- **Bold**: Table Titles and headers.
- Underline: Use for links to new pages only.



- TechJutsu documents must include our logo in the upper right-hand corner unless the logo is prominent elsewhere on the document or the formatting doesn't allow for it.
- Marketing materials and documents must follow the TechJutsu Brand Books' guidelines.
- Marketing materials and documents may not disparage the brand.
- All marketing materials and documents should list that they are privileged and confidential

# Email

Cheers,  
Chelsea Finnigan  
Marketing Specialist  
[techjutsu.ca](http://techjutsu.ca)



- All TechJutsu emails must be in a professional sans serif font. Sans serif fonts are easier to read on computer screens,
- Email font size must be between 12pt and 14pt.
- The TechJutsu logo must not exceed the width of the signature text by more than 50%
- Email signatures should be formatted as such:
  - Personal sign off
  - Name
  - Position
  - Website link
  - Company logo

- Social media do's and don'ts will be listed here when the time comes
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- Website Guidelines will be listed here once the website is published
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# TECHJUTSU



By Chelsea Finnigan

Please do not disparage the Techjutsu brand. Having this brand book gives you the opportunity to present the Techjutsu brand in a way that reflects who we are as a company. Thank you for reading. All information in this book is privileged and confidential.