



# Media Pack

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# 01

## About EngageRM

# Who Are We

At EngageRM, our Purpose is to make the world better for humanity by inspiring and enabling sport & entertainment organisations globally.

EngageRM is a top-tier global Microsoft Partner focusing on delivering end to end solutions built from the Dynamics 365 platform for the sports, federations, entertainment, and venues environments. We deal directly with the Microsoft product teams to ensure we deliver the most up-to-date solutions in the market. This access ensures we're in discussions related to the evolution of these products, including enhancements and the process enablers being delivered.

We've been developing and implementing CRM since 1999. We're Australian owned but global in our approach, focused on better customer experiences and the use of artificial intelligence, machine learning, and emerging technology to empower our clients.

**Our mission at EngageRM is to take what we've learned from helping organizations be successful and help other sports organizations apply those best practices. We marry that knowledge of how to help organizations succeed off the field with a deep understanding of Microsoft technologies and platforms.**

Our repeatable and customisable customer engagement platform delivers clarity and usable insights based on data and analytics to ensure businesses can grow profitably.

# 02

## Brandmark

- 2.1** Our Brandmark
- 2.2** Safe Area & Sizing
- 2.3** Usage Over Backgrounds
- 2.4** Brandmark Misuse

# Our Brandmark

The EngageRM brandmark (or ‘logo’) is composed of a picturemark and wordmark. The picturemark represents the fluidity of the industry and the centralised approach to data and process.

The wordmark utilises the Gellix font family.

The horizontal brandmark is the primary version and should be used in most instances. The stacked (or vertical) brandmark is for small-scale use. Avoid using the horizontal version at small sizes as it can become illegible.

The picture-mark should never be used in isolation and without the wordmark.

Always use the brandmark files provided. Do not re-create.

[Asset File: EngageRM Brandmark](#)



*Horizontal*



*Stacked/Vertical*



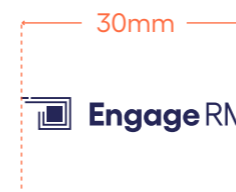
# Safe Area & Sizing

The brandmark should always have a MINIMUM safe area surrounding it as per the space illustrated. This equates to the width and height of the picturemark.

Please respect the brandmark to ensure legibility when using it in small spaces/situation. Please also bear in mind the required safe-area space around the perimeter of the brandmark.

The suggested smallest size of the EngageRM brandmark should be rendered at:

- 30mm wide in print for the horizontal version & 20mm wide in print for the stacked version
- 85px wide in digital use for the horizontal version (at 72dpi) & 60px wide in digital use for the stacked version (at 72dpi)

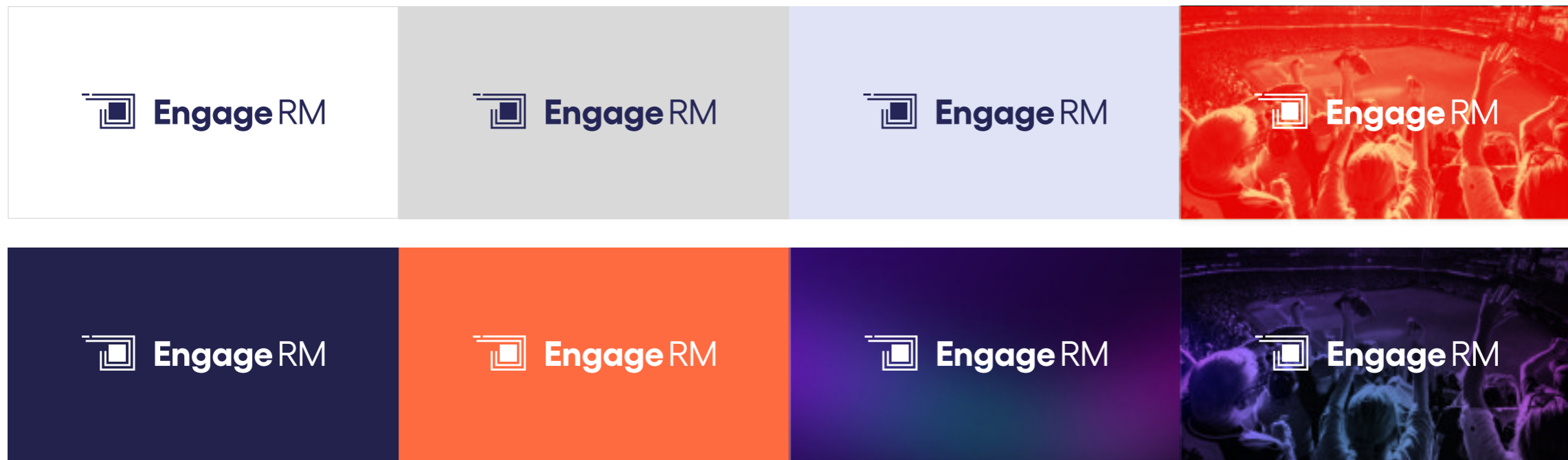


# Usage Over Backgrounds

To ensure the integrity of the brand, please ensure the brandmark is used correctly when placed onto different backgrounds as illustrated (this applies to both horizontal and stacked versions of the brandmarks). Please always use the correct, provided master logo artwork in these situations.

The full-colour logos should be used only on white or light backgrounds.

The white brandmark should be used only on photographs and colour backgrounds within the EngageRM color palette.





# Brandmark Misuse

The brandmarks should always be used as described in this document. Do not do any of the following:

Please respect the safe area around the edge of the brandmark



Do not change the transparency of the brandmark



Do not use different colours of the brandmark



Do not change the layout of the brandmark



Do not use the wordmark without the picture-mark



Do not distort the brandmark



Do not rotate the brandmark



Do not add drop shadows or any other effects



Do not outline brandmark



Do not re-create using any other typeface



# 03

## Colours

- 3.1** Primary Colours
- 3.2** Secondary Colours

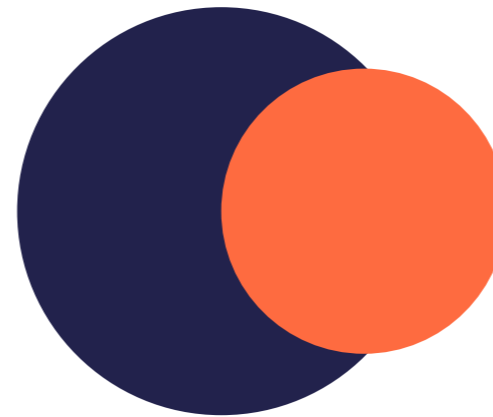
# Primary Colours

The main EngageRM brand colours are Dark Blue and Orange.

Dark Blue should always be used on communications that provide the first point of contact with EngageRM. Orange plays a supporting role when used in conjunction with Dark Blue and should never be used as the primary colour.

Please do not use colours that are not listed here/ derived from these colours.

Medium Blue, Light Blue, Grey, Off White and White can be used as accent colors in the proportions shown on the right. Use these color proportions in any layout or collateral design.

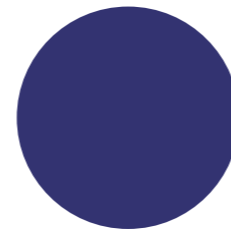


**Dark Blue**

HEX: 22224C  
 RGB: 34, 34, 76  
 CMYK: 55, 55, 0, 70  
 Pantone: 669C

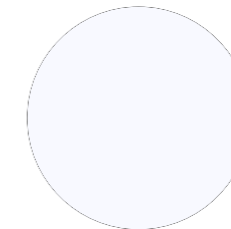
**Orange**

HEX: FE6B40  
 RGB: 254, 107, 64  
 CMYK: 0, 58, 75, 0  
 Pantone: 164C



**Medium Blue**

HEX: 333371  
 RGB: 51, 51, 113  
 CMYK: 55, 55, 0, 56  
 Pantone: 5265C



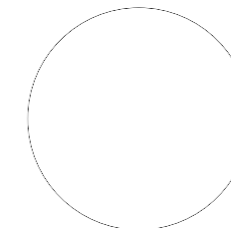
**Off White**

HEX: F8F9FF  
 RGB: 248, 249, 255  
 CMYK: 3, 2, 0, 0  
 Pantone: N/A use white



**Light Blue**

HEX: E0E3F5  
 RGB: 224, 227, 245  
 CMYK: 9, 7, 0, 4  
 Pantone: 642C



**White**

HEX: FFFFFFFF  
 RGB: 255, 255, 255  
 CMYK: 0, 0, 0, 0  
 Pantone: White



**Grey**

HEX: E5E5E5  
 RGB: 229, 229, 229  
 CMYK: 0, 0, 0, 10  
 Pantone: 663C

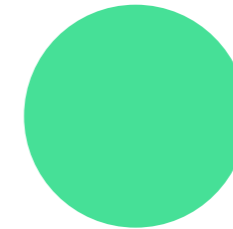
# Secondary Colours

Secondary colors can be used with our core colors, but this should be limited.

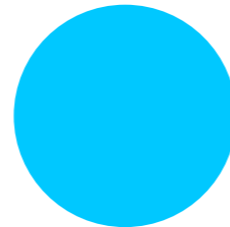
Please do not use colours that are not listed here/ derived from these colours.

**Purple**

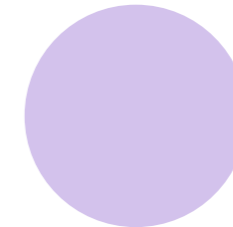
HEX: 4060C9  
RGB: 64, 96, 201  
CMYK: 68, 52, 0, 21

**Green**

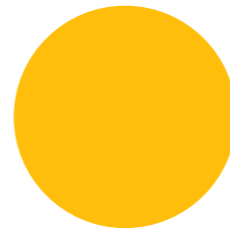
HEX: 46E097  
RGB: 70, 224, 151  
CMYK: 69, 0, 33, 12

**Sky Blue**

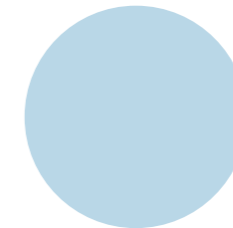
HEX: 00C8FF  
RGB: 0, 200, 255  
CMYK: 100, 22, 0, 0

**Light Purple**

HEX: D3C2EC  
RGB: 211, 194, 236  
CMYK: 11, 18, 0, 7

**Yellow**

HEX: FFBE0B  
RGB: 255, 190, 11  
CMYK: 0, 25, 96, 0

**Columbia Blue**

HEX: B9D7E7  
RGB: 185, 215, 231  
CMYK: 20, 7, 0, 9

# 04

## Typography

- 4.1** Typography: Primary
- 4.2** Typography: Secondary
- 4.3** Typography Application Example 1
- 4.4** Typography Application Example 2

# Typography: Primary

The primary EngageRM typeface is Gellix.

Gellix may be used in a number of styles. For body copy and general text content, Gellix Regular should be used. Gellix Bold may be used for emphasis or headings.

## Typesetting Specification

When using Gellix Bold to create headings on embedded or printed collateral for EngageRM, always typeset it with optical kerning, set the tracking to 0, and set in sentence case. Do not set in all caps or all lowercase.

As body text, Gellix Regular should be typeset with a standard character and line spacing and should always offer maximum legibility to its audience. Letter spacing and justification which results in wide or nonuniform word spacing should be avoided.

Please don't distort or modify the typeface in any way.

### Gellix Bold

**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**

### Gellix Regular

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

### *Gellix Regular Italic*

*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*

[Asset File: Gellix Font Family](#)



# Typography: Secondary

The secondary EngageRM typeface is Inter.

Inter may be used as the body text in collaterals with large body of texts, such as in a whitepaper, or in cases where the type size required is very small (e.g. EngageRM Omnichannel Wheel).

## Typesetting Specification

When using Inter as body text on embedded or printed collateral for EngageRM, always typeset it with optical kerning, set the tracking to -10. Do not set in all caps. As body text, Inter should be typeset with a standard character and line spacing and should always offer maximum legibility to its audience. Letter spacing and justification which results in wide or non-uniform word spacing should be avoided. Please don't distort or modify the typeface in any way.

[Asset File: Inter Font Family](#)

### Inter Regular

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

### Inter Bold

**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**

# Typography Application: Example 1

Here is an example of the use of Gellix as header and body text.

Gellix Bold

**EngageRM** delivers business & marketing automation, CRM & data analytics for the sport & entertainment industry

EngageRM

**We help our customers to engage with their customers**

Gellix Regular

-  Truly centralised data, ingestible from any source, including major ticketing vendors
-  The ability to manage opportunities and maximise revenue across unlimited managed assets
-  Automated real-time marketing journeys, tailored communication and fan engagement
-  Extensive real time reporting, configured to deliver relevant insights at every business level
-  Native integration with every Microsoft tool, including AI, machine learning and blockchain

Trusted by venues, leagues, arenas, teams, federations & organisations worldwide



# Typography Application: Example 2

Here is an example of the use of Gellix as a header and Inter as body text in a whitepaper.

The image shows a whitepaper page with several text elements highlighted by yellow lines and labels:

- Inter Bold**: Points to the title "The evolution of NFT's" in orange.
- Inter Regular**: Points to the sub-header "Top NFTs" in white on a dark background.
- Gellix Bold**: Points to the main title "The evolution of NFT's" and the sub-header "So... are blockchain and NFT's here to stay? Or just a flash in the pan..." in orange.
- Inter Bold**: Points to the sub-header "So... are blockchain and NFT's here to stay? Or just a flash in the pan..." in orange.
- Inter Regular**: Points to the main body text in white.

The whitepaper content includes:

- A screenshot of an NFT marketplace showing "Top NFTs" with a cartoon ape character and a table of statistics.
- Section: **The evolution of NFT's**
  - Text: "During the pandemic, we heard for the first time about NFT's on a mass scale."
  - Text: "An NFT (or 'non-fungible token') is a piece of digital information that is verified using a blockchain. Initially, these NFT's were simply images, videos or similar, such as athlete player cards that had limited inherent value but were seen as attractive because they were rare and unique."
  - Text: "I liken it to the poppy craze in Holland in the 1600's. Humans get FOMO (Fear Of Missing Out) and often go crazy buying an item, only to realize afterwards that the only people who cashed in were those that sold it to them."
  - Text: "NFT's were desirable, simply because other people said they were - and there was a lot of money changing hands! Not a great foundation for sustainable value and growth in my opinion..."
- Section: **So... are blockchain and NFT's here to stay? Or just a flash in the pan...**
  - Text: "Imagine a group of 1,000 people in a venue, all of whom can identify the NBA basketball athlete Josh Giddey. Let's say Giddey then wants to enter the venue, but in order to do so, every person already inside must confirm that it is in fact Giddey walking through the door. If just one person was to say it was not him (perhaps they had been bribed or co-erced into saying this), then Giddey's access will be denied."
  - Text: "On a mass scale, this is the premise behind blockchain. Literally thousands of computers are connected (or 'chained together') and share the same information. If one of the computers is compromised or the relevant data is changed, then a transaction or process is stopped and cannot proceed. All of the information across every computer must align for the action to occur."
  - Text: "Security, already a major issue across the digital world, is made significantly better by utilising blockchain and related technologies to transact."
  - Text: "In this way, the management of cryptocurrency, NFT's and other digital assets is handled in such a way as to ensure that there can be no compromise of the data. As a result, very complex and valuable pieces of information can be managed with the highest possible level of security."
  - Text: "While blockchain is already being used to manage identity of individuals, this is yet to occur in a scalable way within sport & entertainment for the purpose of identity management."
  - Text: "But change is coming..."

# Contacts

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For further information about EngageRM, please visit our website:

[engagerm.com](https://www.engagerm.com)

