ProSpend

BRAND MANUAL

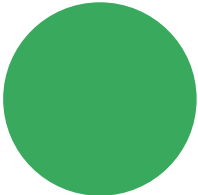# Brand Essence

Proactive | Responsive | Innovative

Spend management, payments and cards all in the one place. For companies who want to proactively manage their business spend and transform their spend culture.

Proactive | Adaptable and proactive business spend management

All of business spend management built into one intuitively designed, cloud based, modular platform - ProSpend is designed for organisations that want to proactively manage spending whilst automating and streamlining processes.

Beginning with increased budget visibility and control, through digitised procurement, invoice and expense processing, all the way to the last mile with real time supplier payments, ProSpend provides a hyper automated flow of seamlessly integrated tools that drive proactive, efficient and value-maximised spending.

The system has been built with adaptability top-of-mind. Most single, multi-entity and multi-country use-cases and integration requirements are met without needing any customisation. Where businesses do require something more, our team of in-house analysts and developers pinpoint their particular requirements and deliver bespoke solutions.

Being an all-device solution, users find it easy to access the platform and manage spend with minimal interruption to the flow of their day. Each screen and feature has been designed carefully to remove complexity and enable quick and intuitive adoption. ProSpend is a system that organisations can use today and know that it will scale with them through tomorrow.

Responsive | Business spend management responsive to you

The value we bring to our customers goes beyond the product – We look after our customers ourselves, from start to finish and beyond.

Our implementation consultants are experts that focus on establishing a deep understanding of how our customers operate. It is this focus and dedication that delivers a system built specifically to their unique business flows.

Our customer service team cares deeply about our client's ongoing experience and takes ownership of every question asked of them. We don't rest easy until we've gotten to the bottom of an issue, and we provide clear answers tailored to unique system configurations.

Our experienced in-house development team is great at translating critical customer "must-haves" into bespoke solutions so our clients don't have to compromise their automation objectives. It's this passion for solving problems and willingness to customize our solution that sets us apart in the market.

Our unwavering obsession with customer needs and consistent delivery of tangible results allows them to trust us to be long-term, strategic partners. In line with this commitment, all services that back our product and enable our customers' success come directly from us – the people who created ProSpend.

Innovative | **Trailblazers with vision and know-how**

ProSpend Founder and current CEO, Sharon Nouh, originally sparked the business spend management space in Australia over 20 years ago. Business spend management (BSM) didn't quite exist as a category yet but Sharon knew that travel and expense reconciliation were a significant problem for organisations. Driven to solve problems, technically sound and unafraid of venturing into uncharted territories, Sharon envisioned a proactive expense management solution that was so effective, it grabbed the attention of KFC - ProSpends first and longest standing customer.

In the years after, with the vast majority of organisations still reactively managing spend using manual processes, Sharon and her team of ambitious trailblazers had no shortage of challenges to solve for. One feature after another, they built ProSpend into one of the earliest complete spend management solutions enabling organisations to proactively and efficiently manage all spend.

Today, ProSpend continues to operate on that pioneering front of the BSM space. While most providers are still just getting around to matching ProSpend's state-of-the-art, highly configurable automation workflows, the ProSpend platform has evolved to also enable businesses with significantly better control and visibility across all spend.
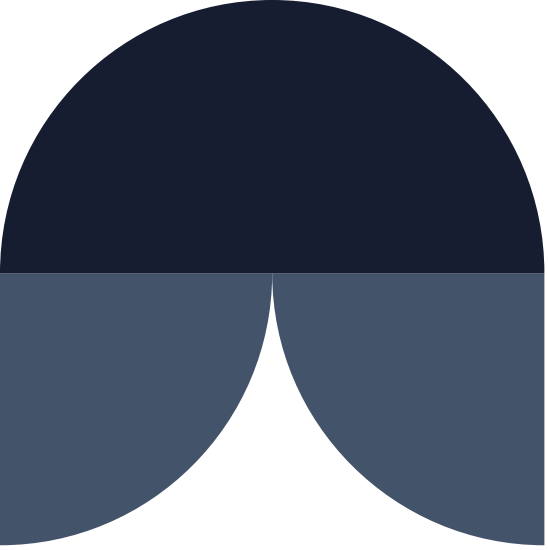
Ambitious Trailblazer
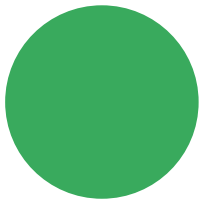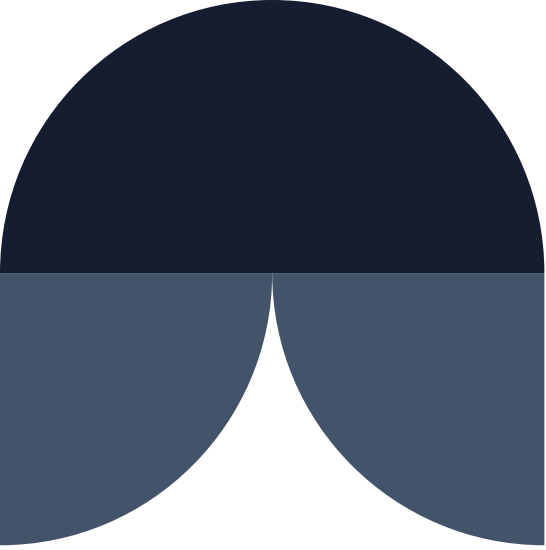
Ambitious Trailblazers

As **Ambitious Trailblazers** we have an unrelenting determination for success. To be the best in our industry we know we must continue to lead through technology innovation, but that alone is not enough – our 'secret sauce' is to be found in our people - people who are highly professional, smart, extremely customer-focused, creative and who are authentic and honest in their commitment to their Clients.

Ambitious Trailblazers are never satisfied with or accepting of how things are now. Rather, they are always challenging the status quo, and that technology can be a path for businesses to change they way they work. Always forward-thinking and looking to the horizon and beyond for new ideas that will deliver positive business realities to our customers and to ourselves.

Presentation

The presentation of all marketing and communications should serve to reflect and support our Ambitious Trailblazer brand essence. Our branding needs to reflect that we are clever, innovative and proud of our leadership achievements, yet always looking forward to the future.

Through the introduction of a consistent more dynamic colour palette, typography, logotype, graphic design, and (brand) language e.g: a colour palette based on bold and progressive primary colours, perhaps with a dynamic contrast to provide an edge of 'trailblazer' difference typography would likely support innovation and a contemporary brand personality, with supporting graphic device/s and iconography that underscores and reinforces the Ambitious Trailblazing nature of our brand.
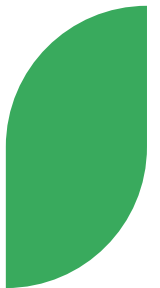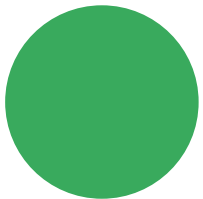
Customer Persona

Chief Financial Officer

John Smith

As the Chief Financial Officer (CFO), John is responsible for the planning, implementation, managing, and running of all the finance activities of a company. That includes planning as well as budgeting, forecasting and negotiations.

John provides leadership, direction, and management. He advises on long-term business and financial planning while providing strategic recommendations to the Chief Executive Officer as well as members of the executive management team.

- Age - 55+
- Years of Experience - 12+ years
- Job Seniority - Director
- Job Function - Finance
- Sector/Industry – Various
- Buying decisions – Reports to the CEO
- Company size – Mid/Large businesses
- Social media accounts - LinkedIn

Goals

- Business growth
- Reduce costs
- Increase cashflow
- Introduce new products and services
- Expand into new markets

Motivations

- Personal fame
- Career progression

Challenges

- Effects of the COVID-19 pandemic
- Rising geopolitical risks worldwide
- Skills shortage

Qualities

A good Chief Financial Officer (CFO) has a strong strategic mindset, foresight to think about the big picture, a strong understanding of the business and its sector, excellent communication, and a strong sense of honesty and integrity.

Questions

- How can I reduce costs?
- How can I increase cashflow?
- How digitisation and new technology can improve company performance

How we help them

- Control & stay within budget
- Digitise their processes
- Understand their spending habits
- Monitor costs
- Reduce fraud
- Enable remote & mobile working
- Improve productivity of employees
- Reduce manual processes allowing finance teams to be more productive

How to sell to them

"CFOs are a discerning bunch. They are not impressed with flashy marketing material and can't stand marketing language. Anything that gives them information, however, is going to capture their attention." Speak to the CFO in financial terms, they are trained to be skeptical of the numbers, back up your cost benefit analysis with data. Take this person seriously because the nature of their day-to-day work is serious.

Presentations

Focus on Cost Savings - While CEOs are generally concerned with strategy and growing revenue, CFOs are generally interested in cost savings, backed with hard numbers and expressed in a way that makes sense to an accountant. Any analysis or estimate that we present MUST be backed by demonstrable real-world proof. Place essential data at first - CFOs prefer the punch line before the setup. So, place the core value proposition in the beginning. If you can compel the CFOs early, they are more likely to listen to what follows.

Presentations

Lead with cost savings - CFO's are always anxious about saving the cost. So, demonstrate the economic factor of your products and services to them clearly. Keep it plain and simple - Present your financial model in such a way so that it does not require proof based on information that's difficult to find. The CFO's should find your metrics familiar. Furnish measurement and action plan - CFO's are interested to know how the monetary impact of the purchase will be continuously calculated, and impact on the company with the adoption of the product and ongoing measurement of benefits.

Marketing strategies Email:

- Relevant messages for highly targeted subsets of our prospect database.
- Content educational rather than promotional.
- Useful graphic information that is easy to read.
- Perform lead nurturing through emails systematically.

Direct:

Call after sending a special report or white paper –do your homework. Know whom you're calling, what issues the company may be facing, and how you can help solve problems. Don't pitch – ask questions and develop a rapport.

- Research about the issues that the company has sustained or is facing before making a call.
- Speak CFO's language with financial terms to smooth the conversation.
- Focus your discussion on the ROI the CFO will realise after investing in our solution.
- Keep your call short, relevant, and to the point without wasting much of their time.

Brand Style Guide

The ProSpend Logo

The ProSpend logo is the visual expression of the brand. It should be valued and used in accordance with these guidelines.

Each can be used in Black or White if required. The background on which you are placing the logo should determine which version of the logo you use.

Primary Logo

The Primary logo should be favoured at all times.

Stacked Logo

The Secondary logo can be used in place of the Primary logo.

Square Logo

The Tertiary logo can be used in place of the Secondary logo.

Brand Icon

The brand icon may be used as a design element, or as a signifier for the ProSpend brand when speaking to an engaged consumer. For example, within the brand's website, and social media accounts.

This is not intended to act as a substitute for the Primary Logo in external marketing and communications.

Logo Integrity

It is important that the ProSpend logo remains perfectly legible and free from obstructions. For this reason, we ask that you adhere to the guidelines outlined below, and on the following pages.

CLEAR SPACE - To ensure the logo is free of any visually distracting elements, a minimum clear space has been defined. This clear space changes proportionately in relation to the height of the logo.

MINIMUM HEIGHT - All versions of the ProSpend logo may be upscaled proportionately to any size. However, to maintain legibility, minimum height restrictions apply.

1/4x

1/4x

X

5mm/15px

Primary Logo

CLEAR SPACE   ¼ of x
MINIMUM HEIGHT   5mm / 15px

1/4x

X

1/4x

5mm/15px

Brand Icon

CLEAR SPACE   ¼ of x
MINIMUM HEIGHT   5mm / 15px

Unacceptable Use

Correct use of the ProSpend logo is essential to maintain the integrity of the brand. Inconsistent use of the logo diminishes its impact and value. As such, we ask that you adhere to the rules of use set out in this Style Guide and always ensure that the logo is used with its original colour scheme, proportions, frame, spacing, angle, transparency, effects, fonts and composition.

The following are a few examples of use which would negatively impact the ProSpend brand image.

SPACING (Do not adjust the spacing)

COLOUR SCHEME (Do not edit the colours)

EFFECTS (Do not add effects)

PROPORTIONS (Do not edit the proportions)

CROPPING (Do not crop the logo)

FONTS (Do not substitute fonts)

TRANSPARENCY (Do not use transparency)

ANGLE (Do not adjust the angle)

COMPOSITION (Do not change the layout)

Typeface

The ProSpend brand uses two brand fonts. Inter and Eina.
Inter Bold is used for headings and feature text.
Eina is used broadly in its various weights and styles for
body copy.

INTER BOLD

HEADINGS
To be used on all headings & sub headings

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz / 1234567890!@#$%^&*()

SUB HEADER SECONDARY FONT: INTER SEMIBOLD ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()

EINA SEMIBOLD

SUB HEADINGS
To be used on all sub headings

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz / 1234567890!@#$%^&*()

PARAGRAPH FONT: EINA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

BUTTON FONT: INTER BOLD

BUTTON LOOK

SECONDARY FONT: EINA REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&()*

Brand Colour Palette

The ProSpend brand uses three primary colours, Dark Blue, Desaturated Blue & Green. Correct colour values are outlined on the following page for your reference.
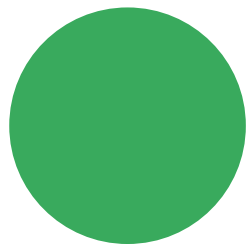
PRIMARY COLOURS
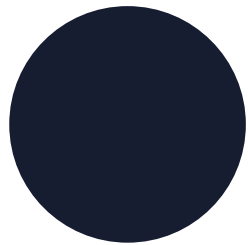
PROSPEND Dark Blue
Pantone
276 C
Hex #1a1f32
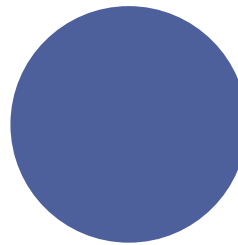r26 g31 b50
c87 m79 y51 k62
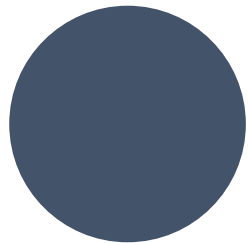
PROSPEND Grey
Pantone
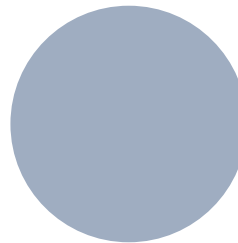7545 C
Hex #44546A
r68 g84 b106
c78 m63 y40 k22

PROSPEND Green
Pantone
7739 C
Hex #3aa95c
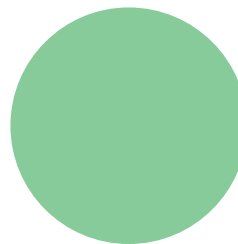r58 g169 b92
c76 m8 y86 k0

SECONDARY COLOURS

PROSPEND Blue 2
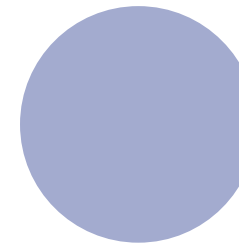Pantone
7684 C
Hex #505f9a
r80 g95 b154
c78 m68 y13 k1

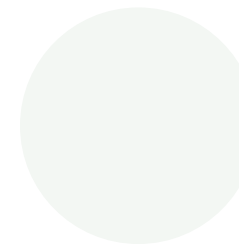**PROSPEND Blue 3**
Pantone
No Suitable Match
Hex #a3abcf
r163 g171 b207
c36 m28 y4 k0

PROSPEND Grey 2
Pantone
536 C
Hex #9eadc2
r158 g173 b194
c39 m25 y14 k0
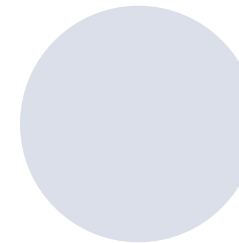
PROSPEND Grey 3
Pantone
No Suitable Match
Hex #dadee7
r218 g222 b231
c13 m9 y4 k0

PROSPEND Green 2
Pantone
353 C
Hex #84d59d
r132 g213 b157
c48 m0 y51 k0

PROSPEND Green 3
Pantone
No Suitable Match
Hex #F1F5F0
r241 g245 b240
c4 m1 y4 k0

Vector Design Elements

The ProSpend brand uses a specific set of vector design elements. These are displayed on the following page for your reference and can be found in the ProSpend Brand Kit.

New, stylistically-aligned design elements may be created using the texture file provided.