



Brand Guidelines

PROCEPT TECHNOLOGY SOLUTIONS: Your Industry Leading Experts in Customised Technology Solutions

04
Logo

18
Brand Colours

20
Typography

23
Graphic Elements

35
Photography

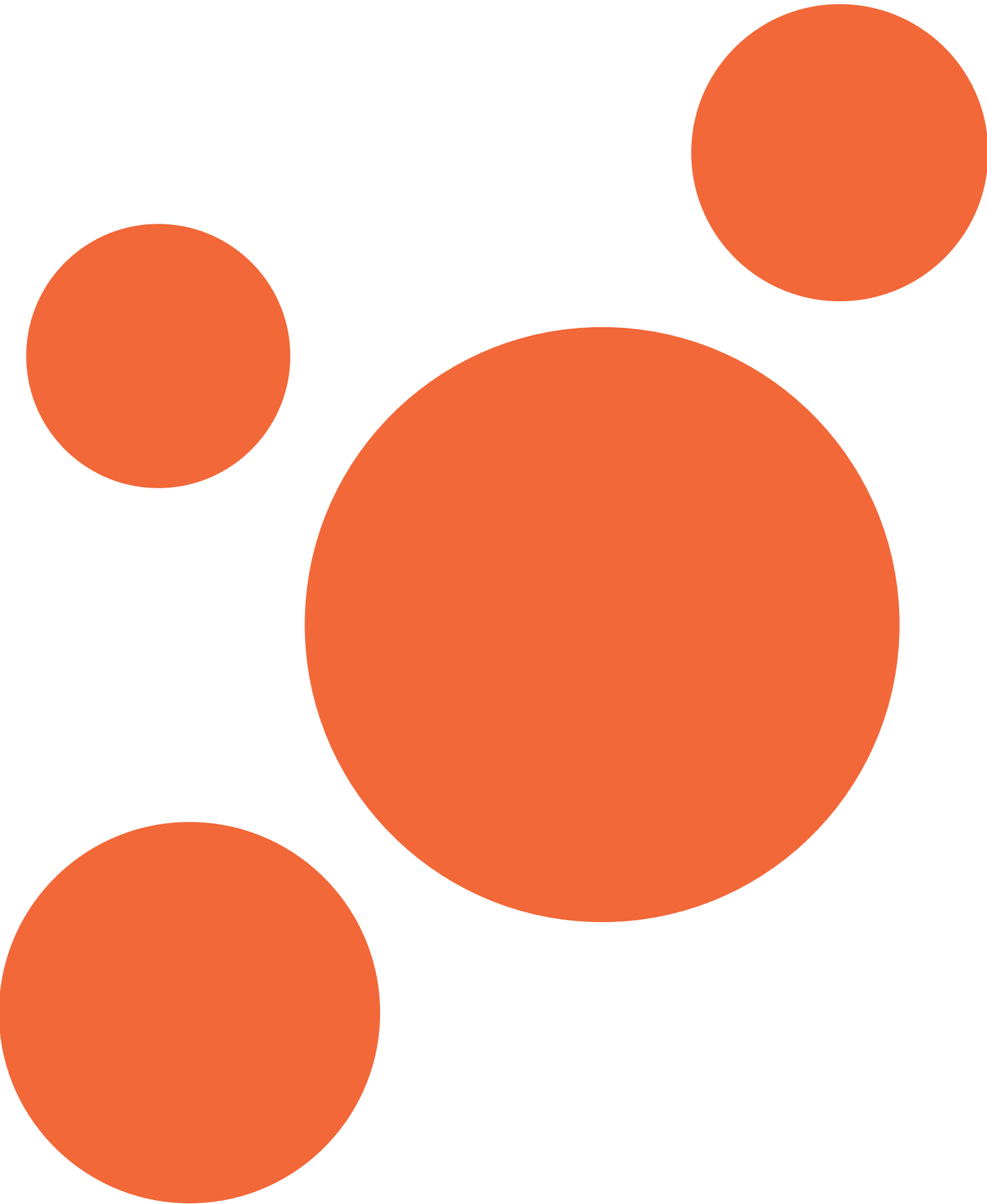
37
Corporate Use

46
Contact



Introduction

The Procept Proprint brandmark is the most important Brand element, forming the centre of the brand identity system. A strong, unique brand image is an essential part of building a good relationship with customers. This Brand Guidelines ensures that future practices reflect and communicate the Brand’s overall vision and mission.



01 Logo





Logo “Proprint” Symbol



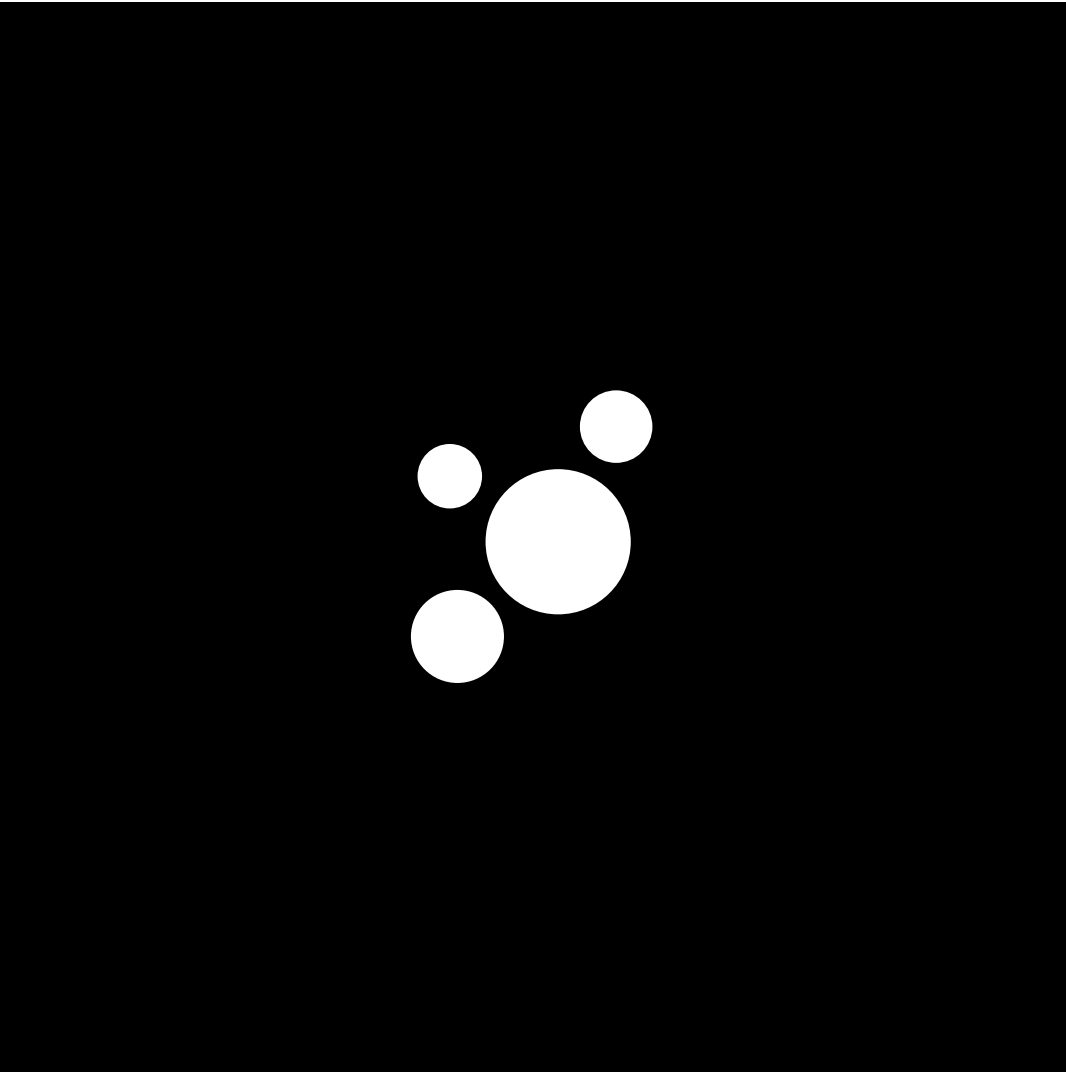
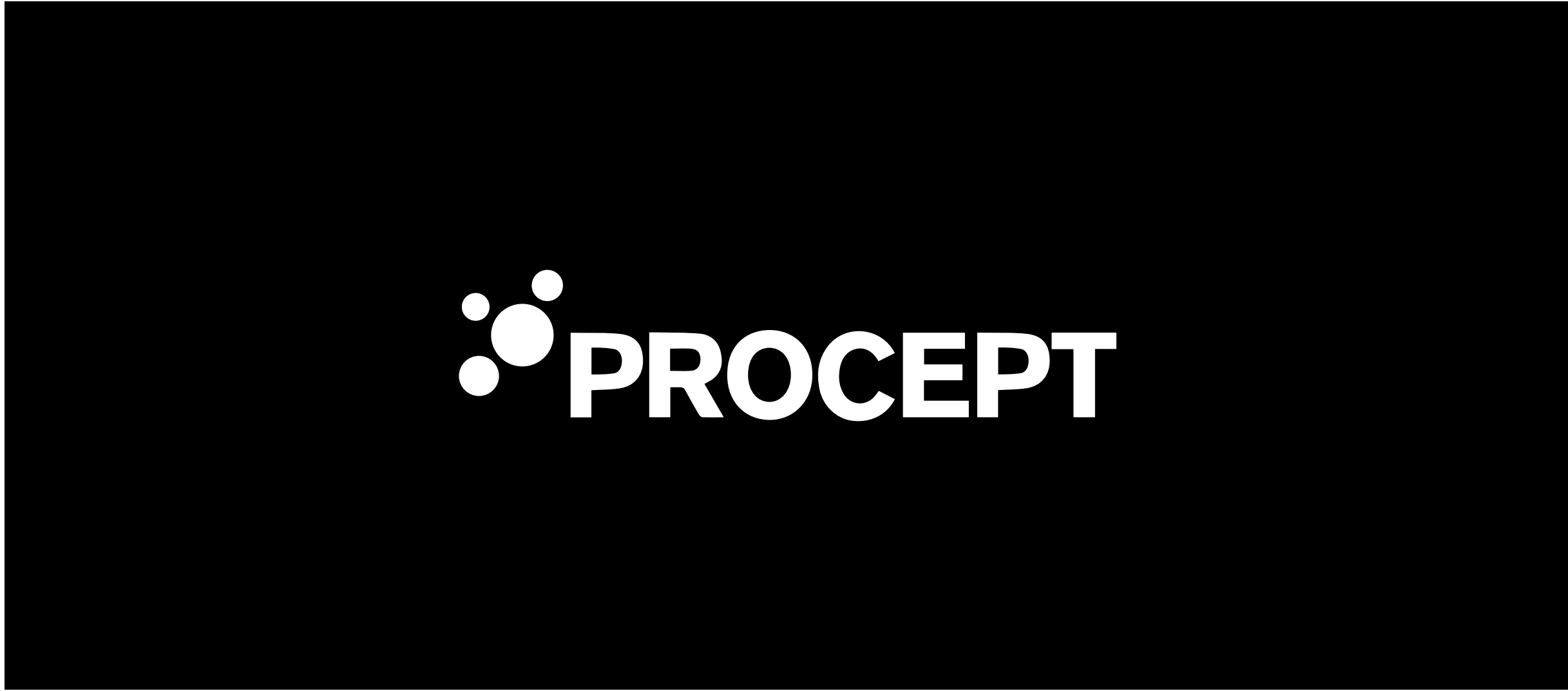
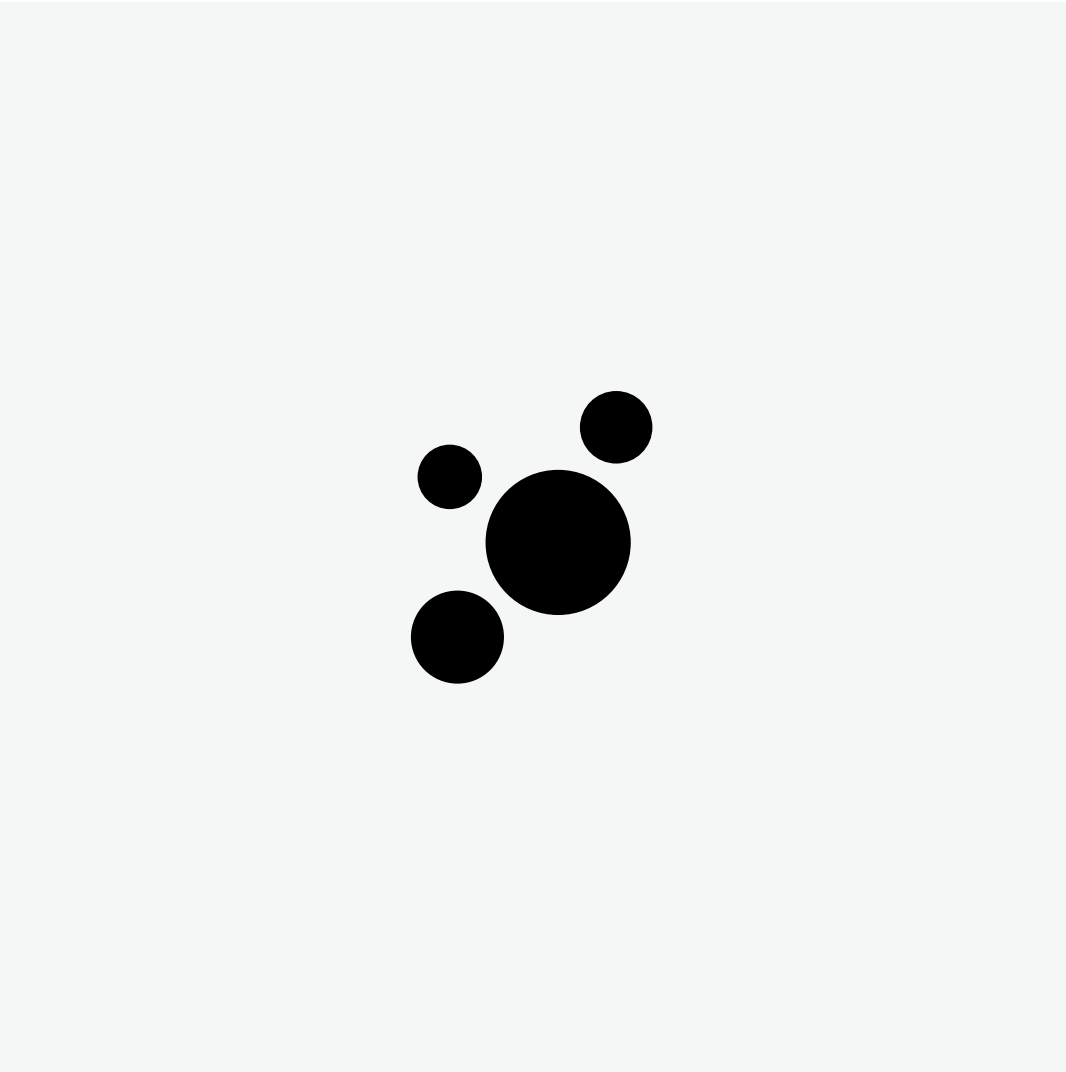
Logo “Proprint” Symbol (Reverse)



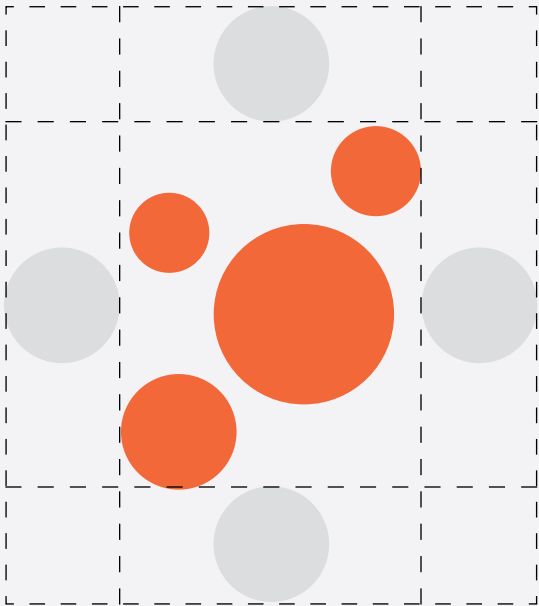
Primary



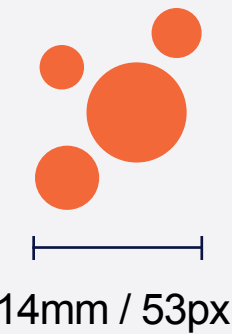
Logo “Proprint” Symbol



Clear space around the brandmark has been specified as equal to the ‘T’ character height. For the “Proprint” symbol, use the centre (and largest) circle as the marker. No other graphics elements (such as photography or typography) should appear within these zones. Wherever possible, apply more clear space around the brandmark than the minimum specified.



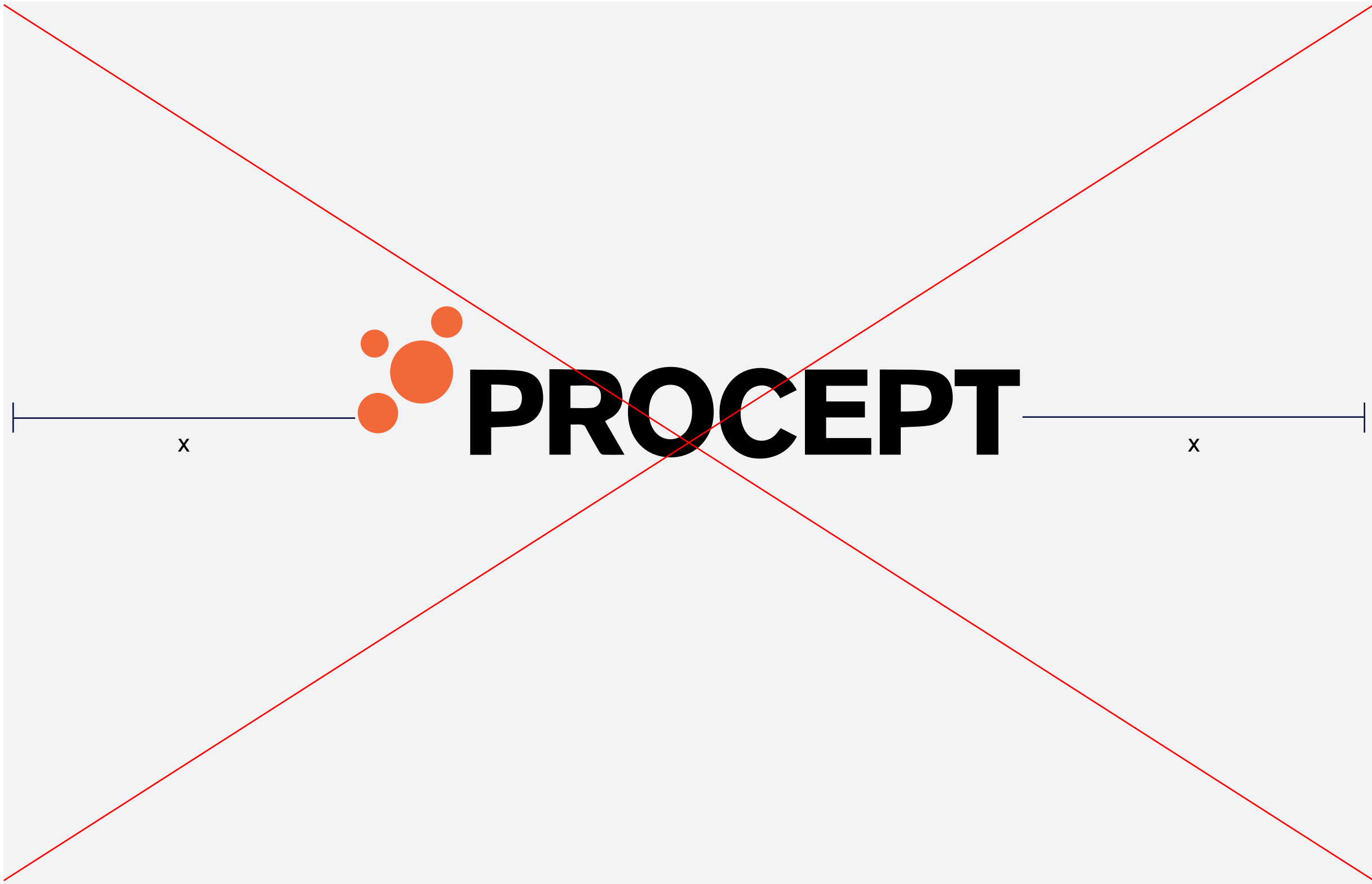
The minimum sizes for the Procept “Proprint” symbol brandmarks are specified. To avoid any possible reproduction problems, the Brandmarks must never be reproduced at a size smaller than specified. Wherever possible, reproduce at a size larger than the minimum, especially when the quality of reproduction is questionable.



To achieve optical correction, the Procept logo should be centered by Procept wordmark and not by logo lockup, followed by a slight reposition to the right.

- As a general guide:
- On print, logo should move 2mm to the right from centered Procept wordmark.
 - On digital, logo should move 7px to the right from centered Procept wordmark.

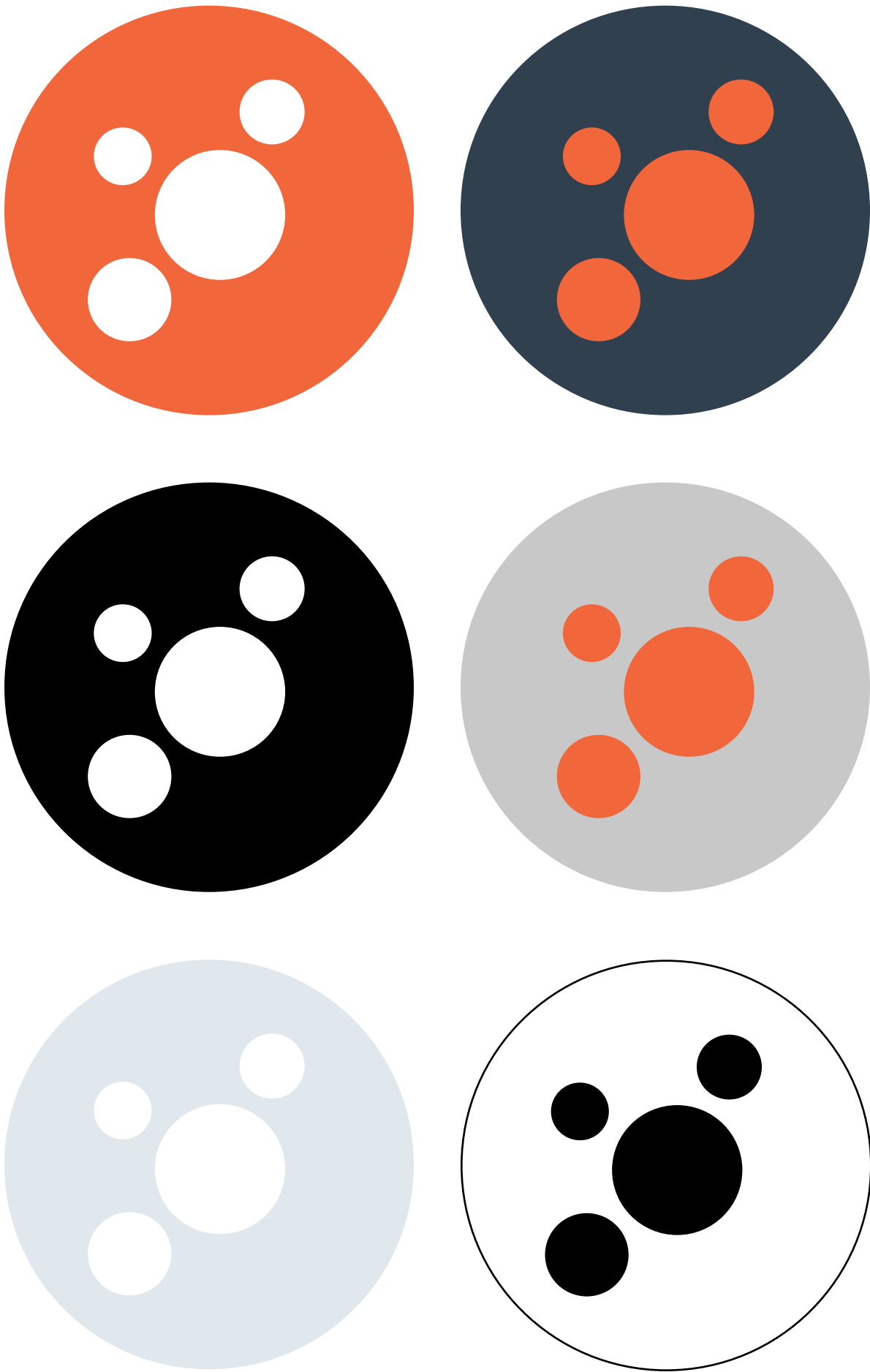
Incorrect Use



Correct Use



The Procept “Proprint” should be used in instances where the display size of the brand identity is small and confined to shapes that do not conform well to the full logomark, e.g. Facebook social icons, favicons for websites and app buttons.



When branding social media posts, the Procept logo should be large enough to be visible without dominating the visuals being presented. Following the guidelines outlined in the following pages (see “Correct Use - Legibility”) a variety of methods can be employed to ensure optimal readability without sacrificing the integrity of the presented visuals.



Internal Use

When the Procept logo coexists with a partner logo, it always appears on the left. Paired logos may require scaling to achieve a harmonious optical balance between both logos. The space between each logo and the ‘|’ should always be equal on each side.



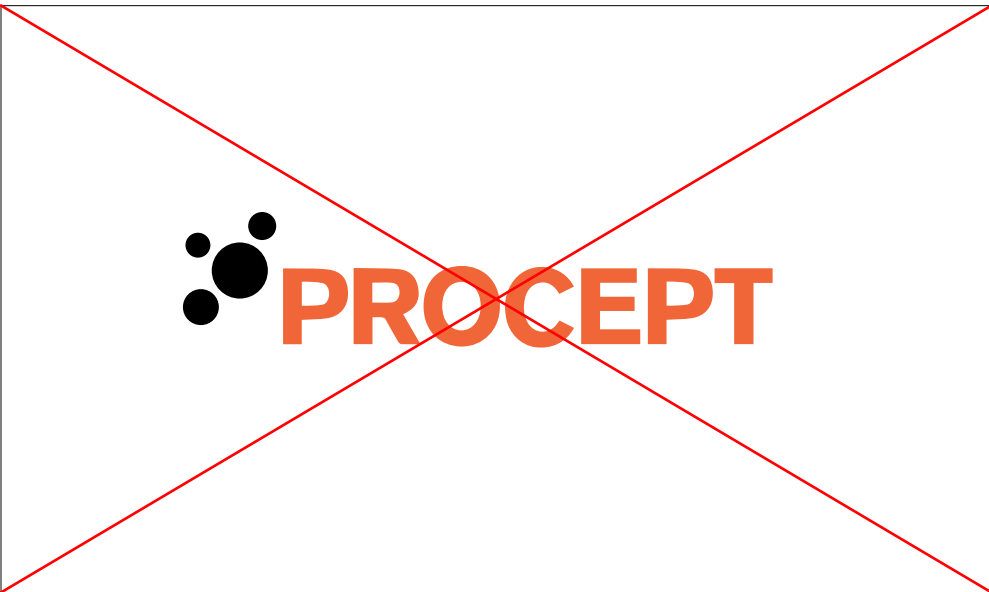
External Use

For partners, clients and external parties using the Procept logo, all logos are to be of equal size and/or visual balance.

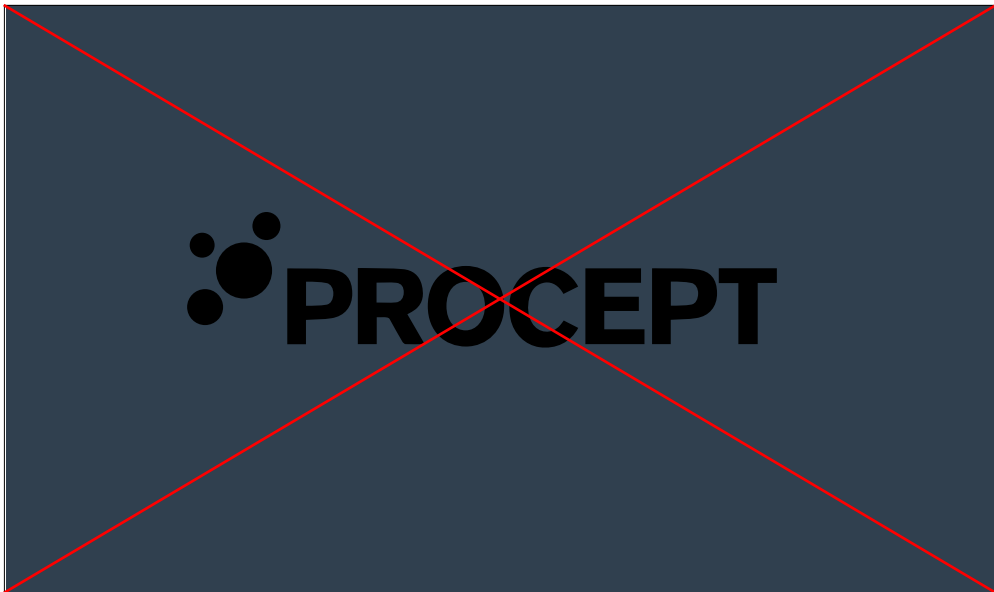




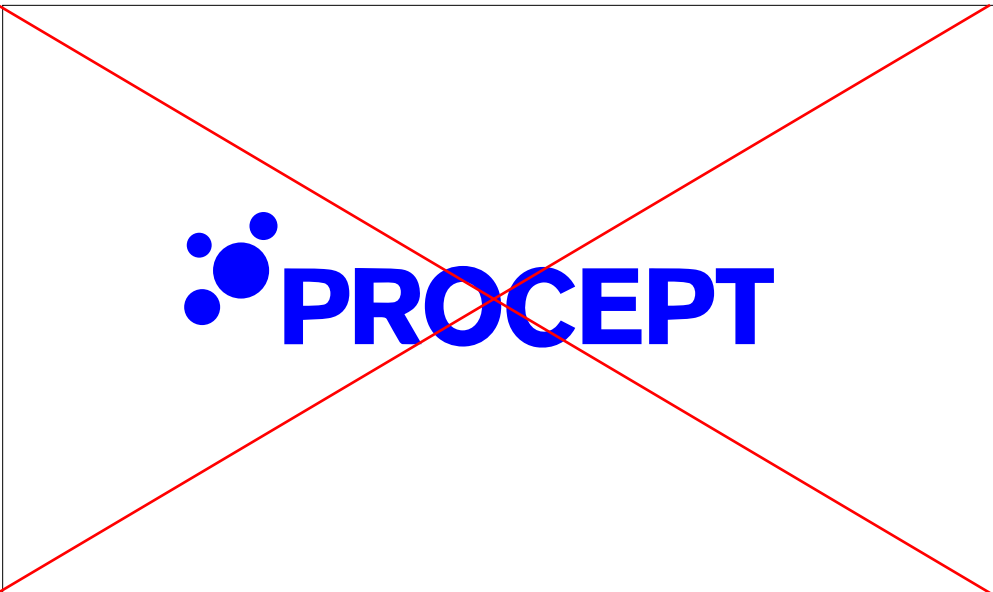
Do not change the colours within the Brandmark



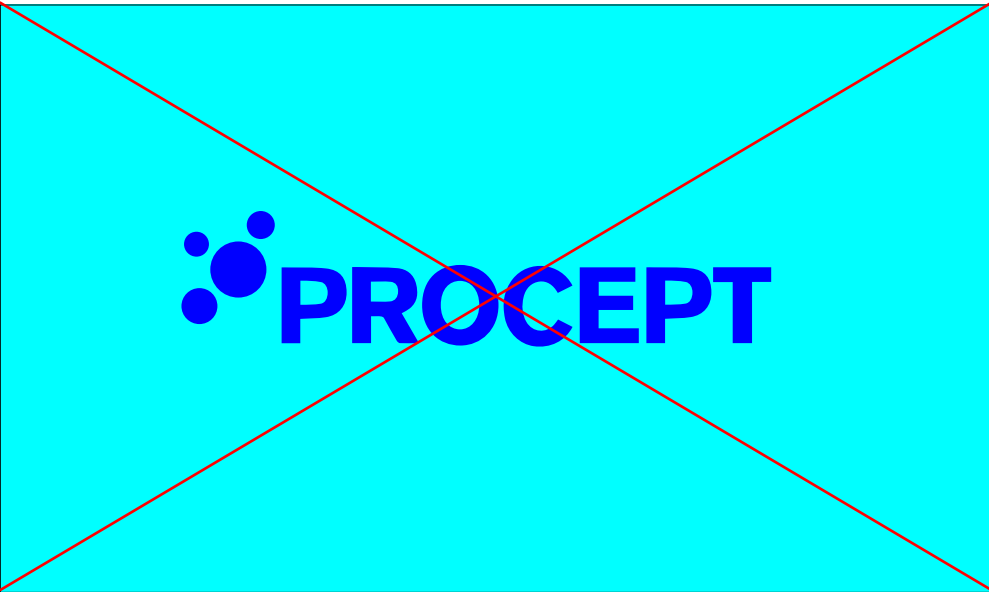
Do not change the colours within the Brandmark



Do not use black coloured Brandmark on coloured backgrounds



Do not use unspecified colours



Do not use unspecified colour combinations or colour combinations that effect legibility



Do not place the reverse white Brandmark on unspecified coloured backgrounds



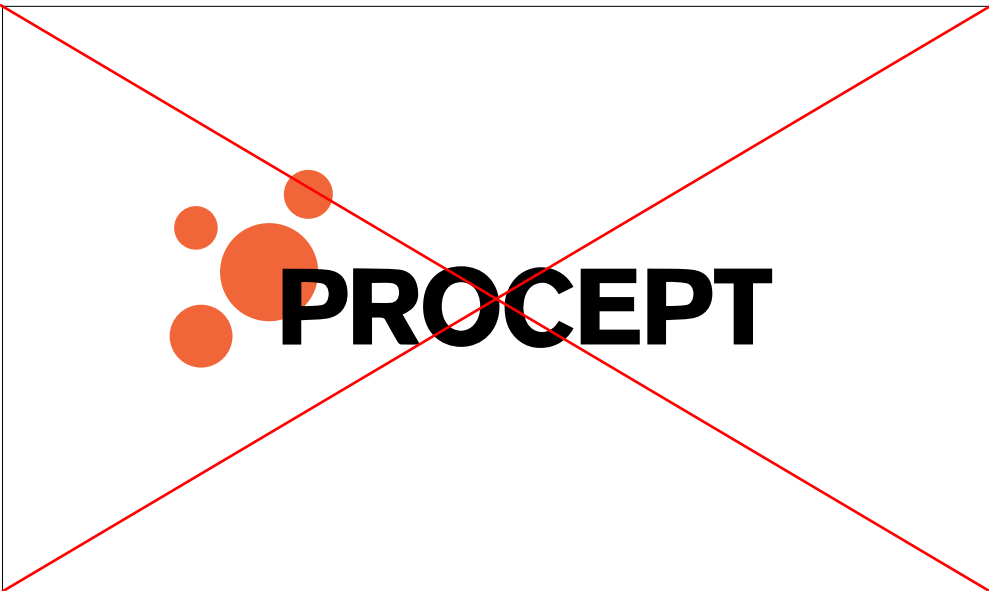
Do not place full colour Brandmark on photographic background unless there is white clear space for it to comfortably sit within



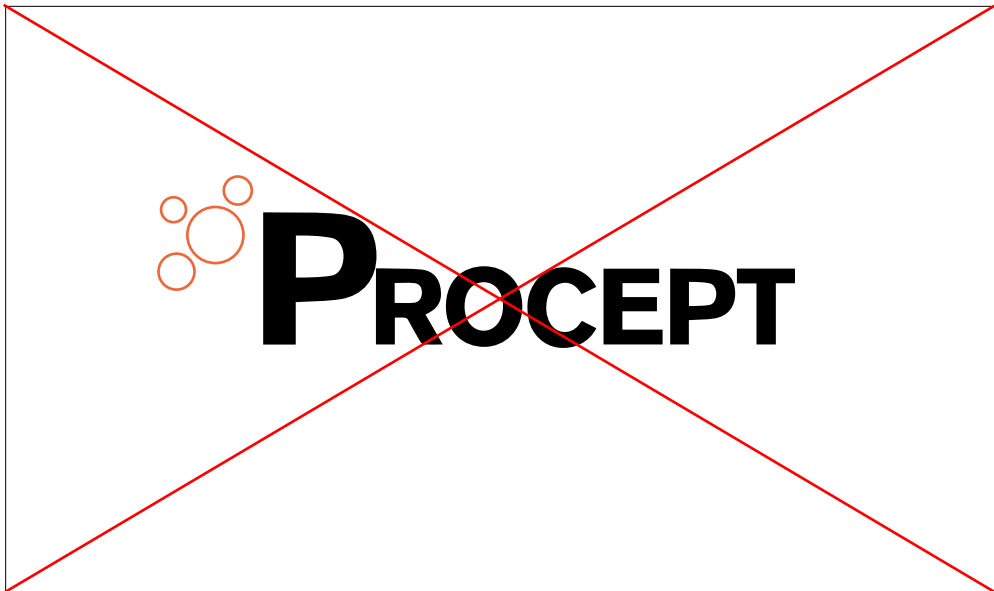
Do not place the reverse white Brandmark on distracting backgrounds



Do not compress, extend, distort or rotate the Brandmark



Do not change the relationship between the Brandmark elements, unless specified



Do not alter any of the elements of the Brandmark

When the Procept logo must be placed on an image with minimal contrast, an outer glow effect may be used in order to increase legibility. Only the bare minimum amount of 'glow' should be used to create enough contrast for readability.

Keep the glow soft, subtle, and immediately behind the logo.

Please exhaust all other correct usage options before resorting to the use of an outer glow.

When the Procept logo is placed over a photo or image, the preferred method to ensure appropriate logo visibility is to overlay logo on a solid brand colour banner, or create a gradient over applicable section of photo.



A gradient can be used to increase legibility



Brand-coloured banners can also be used



Correct use



Incorrect use



Do not use excessively large glow



Do not use sharp glow



Do not use spread or noise effects within the glow



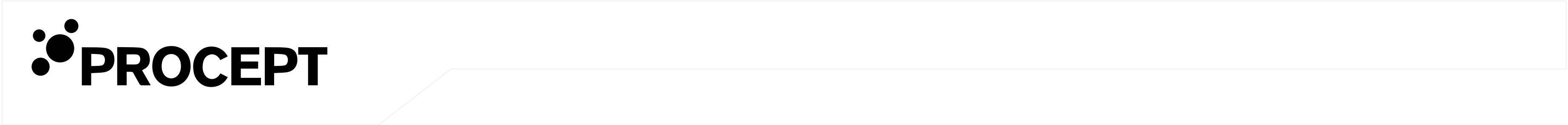
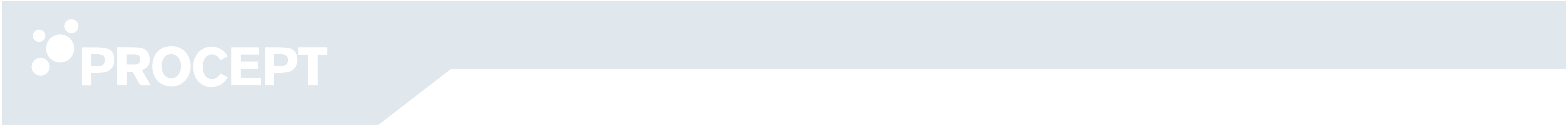
Do not use coloured glow

When using coloured banners, it is important to use the logos with appropriate contrasting colour combinations that reflect the brand most effectively.

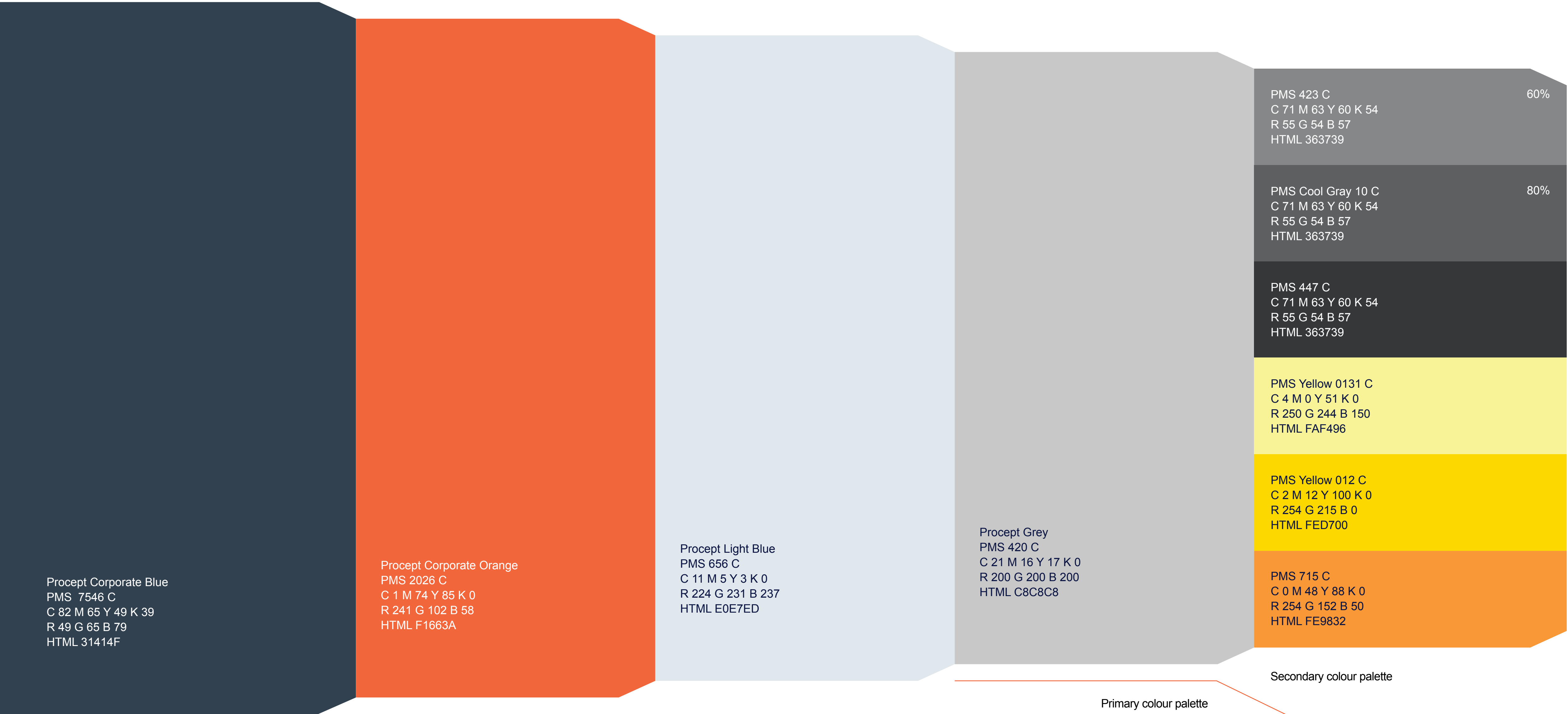
In the case of a dark blue banner, use the logo with an orange symbol and white wordmark.

For any other colours, use logo with white Proprint landmark and white wordmark.

A stylised banner with an angular finish may be added to reinforce the Procept brand.



02 Brand Colours



Primary colour palette

Secondary colour palette

03 Typography

Procept's corporate font is Arial.

This is to be used as standard across all internal documents, presentations, marketing activity and corporate messaging.

Arial is widely accessible, clean, familiar and improves readability for both headlines and paragraph copy.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~!@#\$%^&*()_+

Aa

Technology Solutions

Heading 1 Arial - *Bold* 100%* Tracking -30

Technology solutions & product development

Heading 2 Arial - *Bold* 50%* Tracking -20

Our vision is to help drive you and your company to significant and sustained future success through our shared passion for innovative technology solutions.

Heading 3 Arial - *Regular* 25%* Tracking 0

Our mission statement is to provide absolute & world-class value to our clients in all that we do.

Paragraph 2 Arial - *Regular* 10%* Tracking 0

Procept was founded in 2006 based on a vision to make a positive difference through the application of the latest techniques to solve real-world problems and improve peoples’ lives. Using our expertise and the latest technologies, our team have become industry leaders in providing world-class technology solutions to clients world-wide.

Captions Arial - *Regular* 5%* Tracking +10

Pictured: Engineering General Manager, Hedy Lamarr

* Percentages provided as a guide only and not intended to be perscriptive. Please take into consideration the content and context of application.

04 Graphic Elements

A set of icons are available to highlight Procept's key services and capabilities.

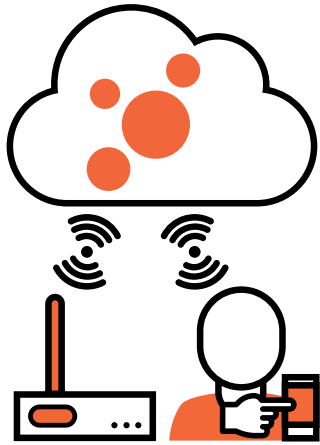
Main Services are defined as our core unique value propositions, and are represented as the four main pillars of our market-facing service offerings.

Capabilities are also defined as unique value offerings that fit under the Main Services in hierarchy.

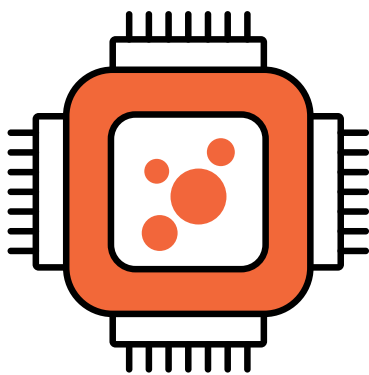
Iconography: Main Services



Advisory



IoT, Data & Cloud Solutions

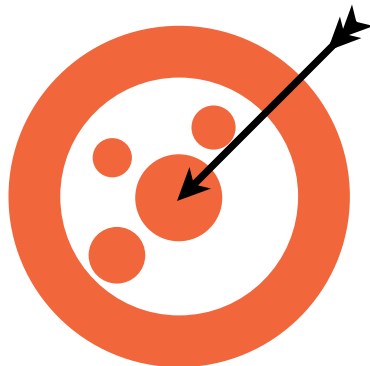


Electronics Engineering

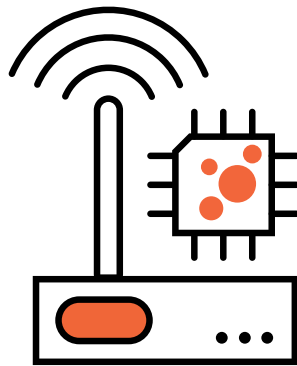


Client Support Services

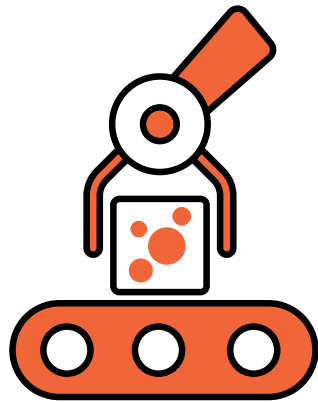
Iconography: Capabilities



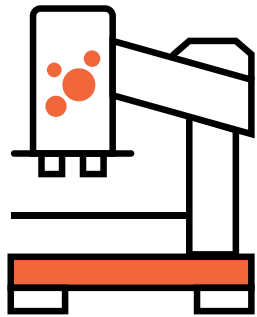
Project Management



Product Development



Manufacturing Services



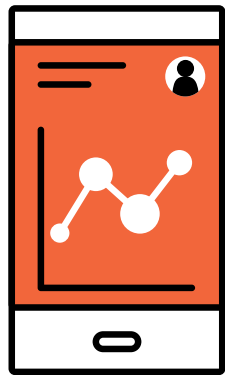
Lab Services



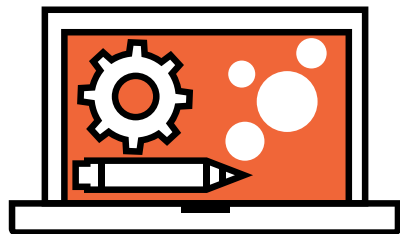
Research & Investigation



Field Services



Software Engineering



Industrial Design

A set of icons with branding are available to highlight Procept's key services and capabilities.

These can be used without the Procept logo when used in the context of part of our larger service offering.

If promoting a service individually, the version with the Procept logo is to be used.

Sub-Brand Logo: Main Services

<div>PROCEPT</div> <div>IoT, Data & Cloud Solutions</div> <div></div>	<div>PROCEPT</div> <div>Design & Engineering</div> <div></div>	<div>PROCEPT</div> <div>Manufacturing Services</div> <div></div>	<div>PROCEPT</div> <div>Product Development</div> <div></div>
<div>PROCEPT</div> <div>Advisory</div> <div></div>	<div>PROCEPT</div> <div>Project Management</div> <div></div>	<div>PROCEPT</div> <div>Software Engineering</div> <div></div>	<div>PROCEPT</div> <div>Industrial Design</div> <div></div>
<div>PROCEPT</div> <div>Research & Investigation</div> <div></div>	<div>PROCEPT</div> <div>Lab Services</div> <div></div>	<div>PROCEPT</div> <div>Field Services</div> <div></div>	<div>PROCEPT</div> <div>Client Support Services</div> <div></div>

<div>IoT, Data & Cloud Solutions</div> <div></div>	<div>Design & Engineering</div> <div></div>	<div>Manufacturing Services</div> <div></div>	<div>Product Development</div> <div></div>
<div>Advisory</div> <div></div>	<div>Project Management</div> <div></div>	<div>Software Engineering</div> <div></div>	<div>Industrial Design</div> <div></div>
<div>Research & Investigation</div> <div></div>	<div>Lab Services</div> <div></div>	<div>Field Services</div> <div></div>	<div>Client Support Services</div> <div></div>

The set of icons illustrates Procept's Main Services and capabilities.

Iconography: Usage

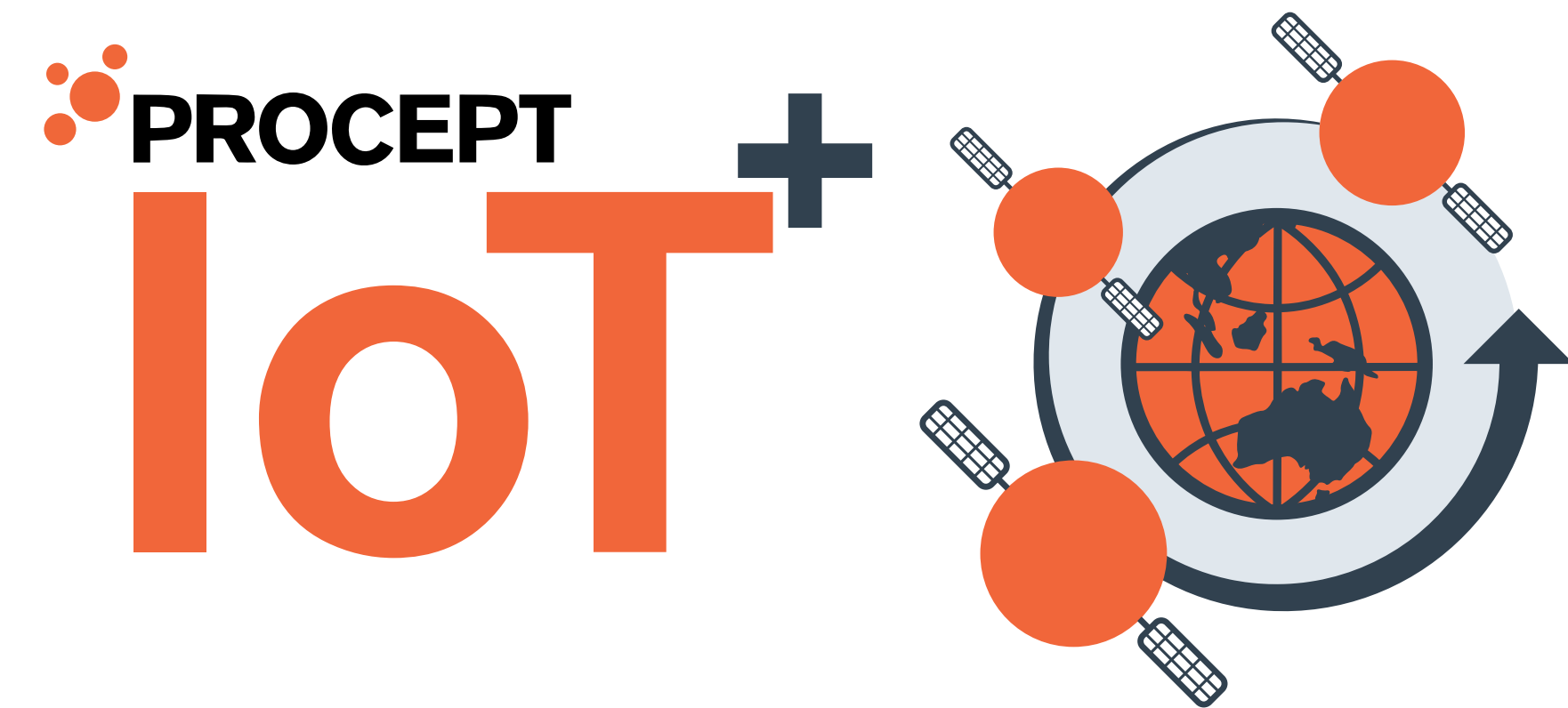


IoT+ is a standalone Procept brand to be used to promote all IoT related service offerings as a singular value proposition.

Iconography: IoT+



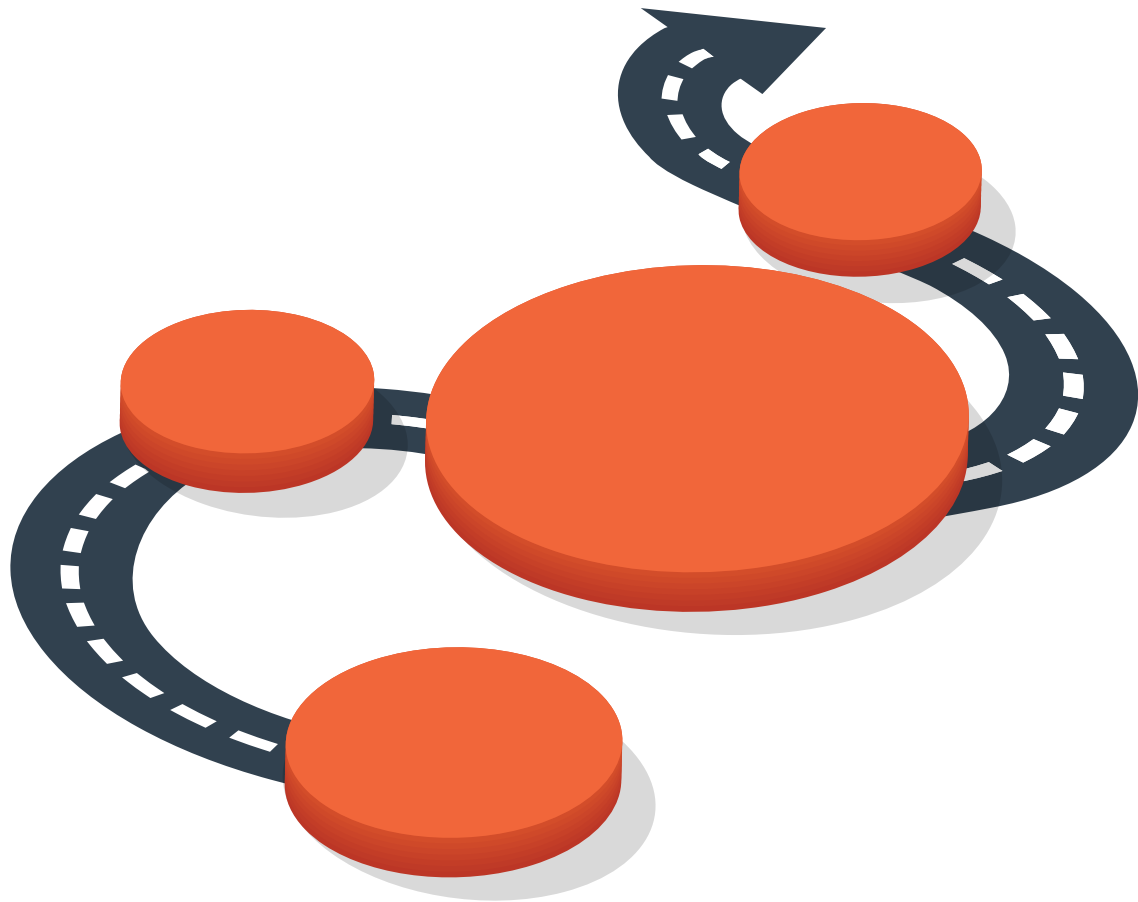
IoT+



Procept IoT+

The Procept Way stands as an emblem, symbolising Procept’s adeptly structured processes and workflows, ensuring the seamless execution of all operations.

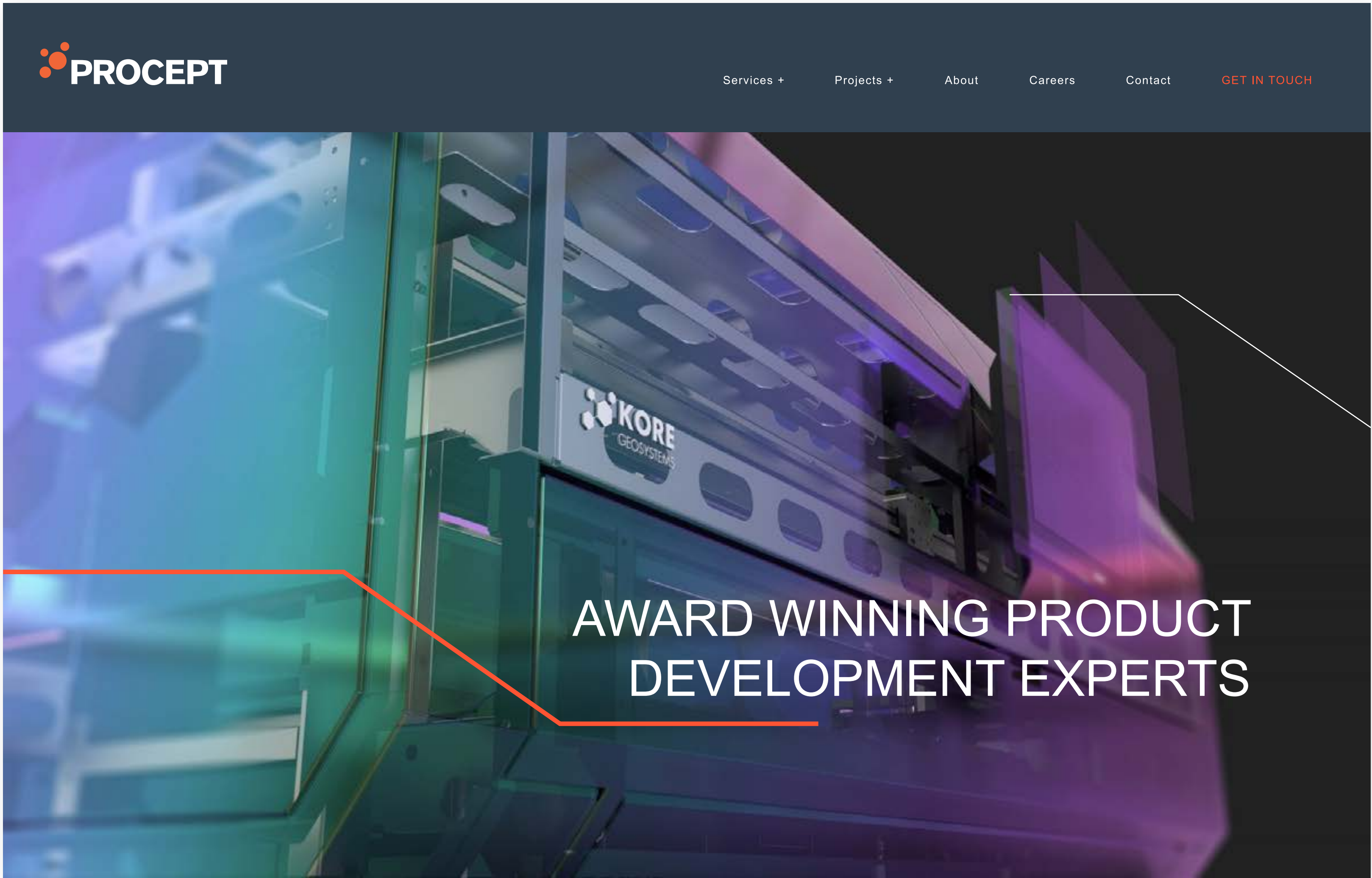
Iconography: The Procept Way



When designing promotional assets, brand coloured Tech Lines can be used to help facilitate a high-tech, innovative, design-centric feel. All brand colours may be used but must maintain significant contrast from background colour/image.

Lines are to be predominantly horizontal, with the kink/diagonal lines at angles between 30 and 45 degrees. Line thickness is to remain between 1pt-3pt for all screen-based uses, as well as small-print work. Lines may increase in thickness relative to the scale of work but should always remain thin. These lines are complementary and not to be used as a key feature.

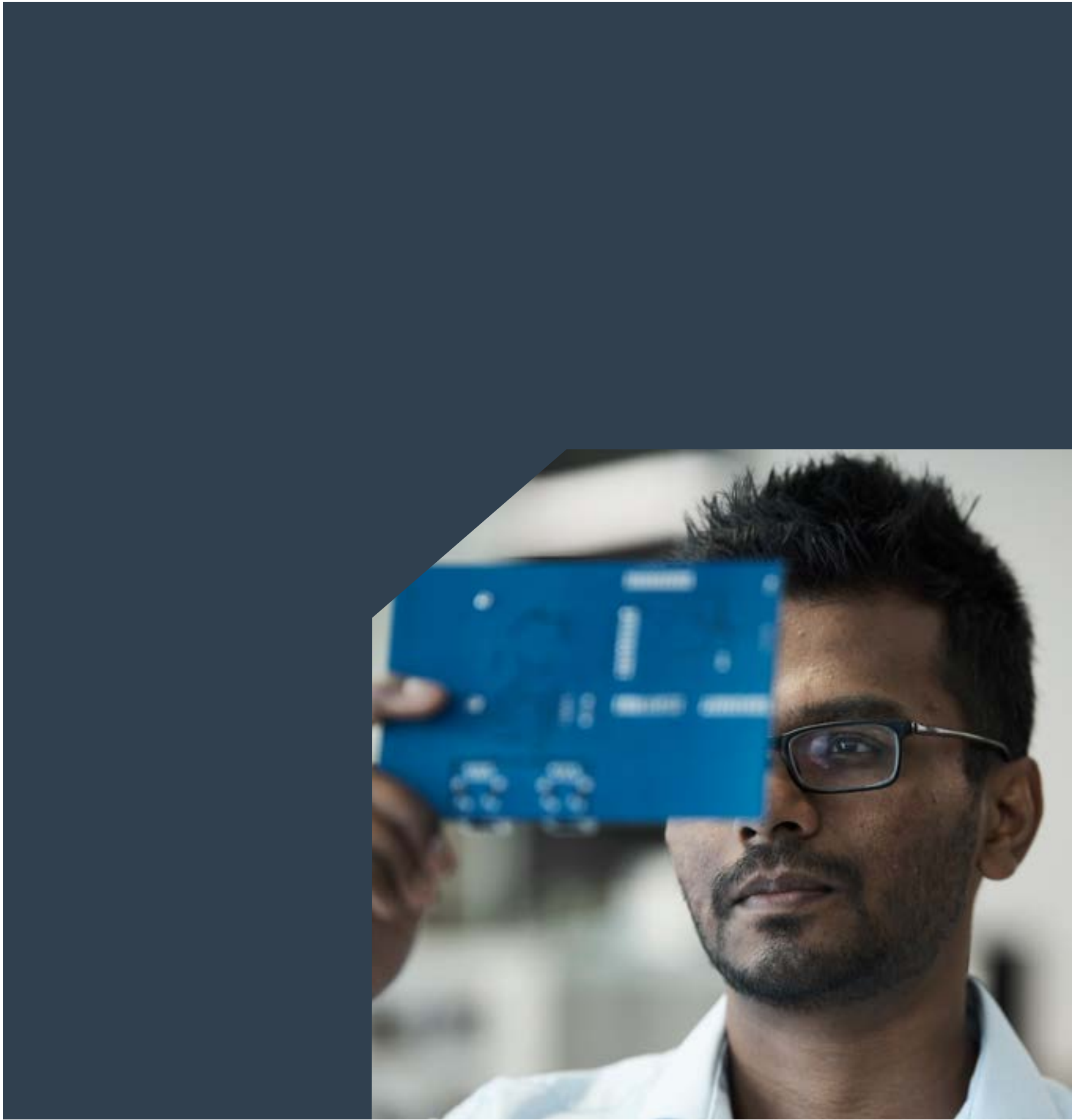
See image for appropriate use. These lines have also been used throughout this Guideline as reference.



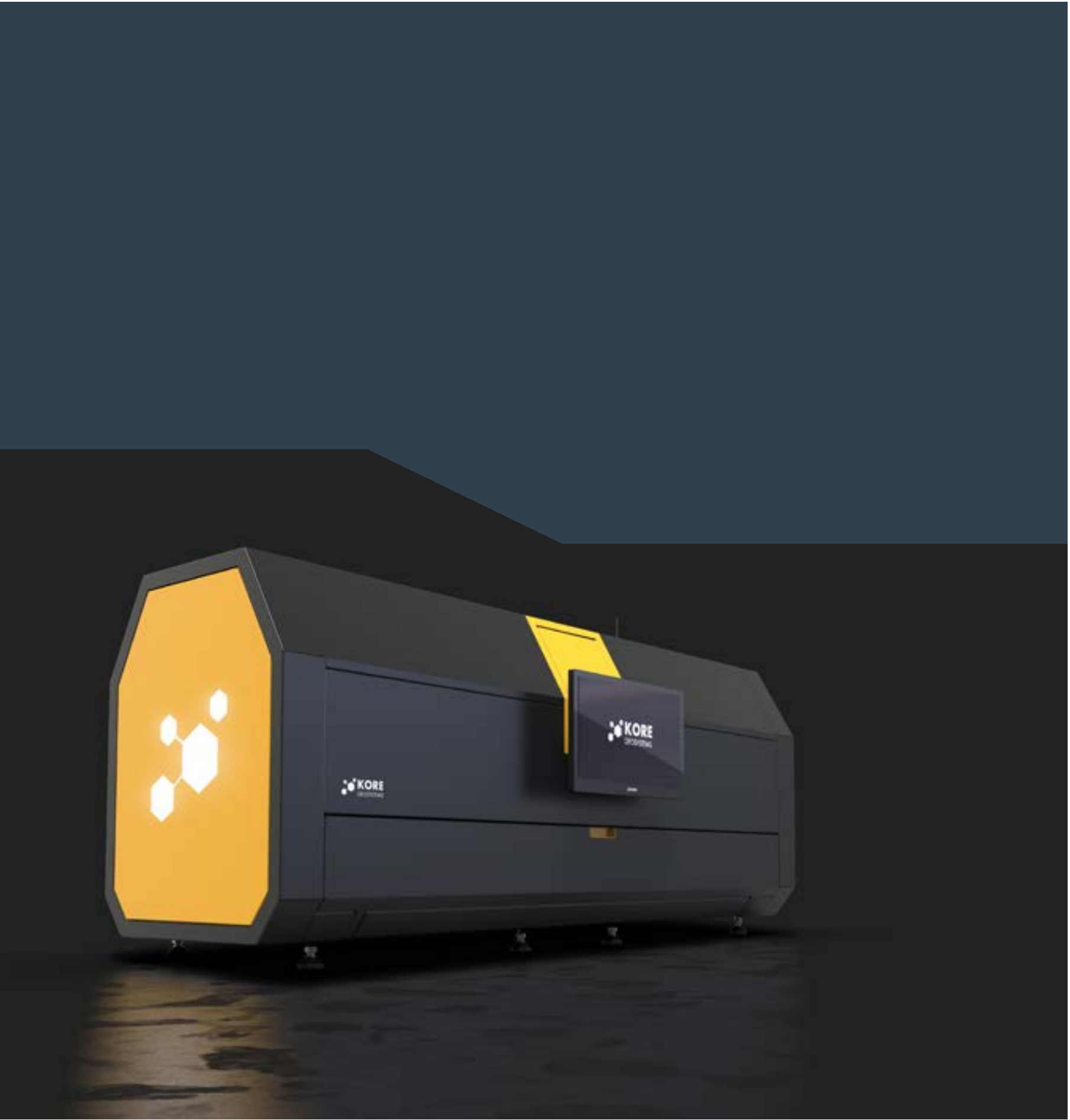
Following the style of the “tech lines’ imagery used in promotional assets, such as brochures, Instagram story tiles and posters, images are to be masked within a ‘kinked’ shape.

Just like the ‘tech lines’, the diagonal lines are to be at angles between 30 and 45 degrees when running across the top of the image. For use on cornered images, the angle is to be at exactly 45 degrees only.

See images for appropriate use.



When image is in the corner of the composition, the diagonal line breaches the corner of the image at 45 degrees.



When image is flush along the bottom of the composition, the kink is to be along the top line of the image at an angle between 30 and 45 degrees.

This hero background incorporates Procept's "tech lines" theme, and is to be used as a key corporate visual image in presentations and marketing.



Similarly to the previous background, this lighter Procept background may be appropriate to use, depending on the design of the accompanying elements. When choosing which background to use, please consider the overall design, as they may serve a greater purpose to provide contrast or support existing graphic content.



Following the style of the background element, the graphic overlay may be used to enhance images to add a more tech look and feel.

Best applied to images with lots of dark space, or images that require more detail to add impact

The Procept icons may also serve as a graphic overlay when used throughout images to relate to the service offering.

Transparency may be used with tech lines overlays to ensure they do not distract too much from the main image.



When using photos inside the Proprint brandmark, ensure that you are only using images that are in-line with the Procept Brand Photography Style guidelines, which can be found in the Photography Style section of this document. Once you have selected your images, ensure that they are used in the same manner as depicted below.

Images within Proprint brandmarks can be changed based on the context of the activity. Client and context relevant images must be used at all times.

Correct Use



Incorrect Use



Do not leave any blank space within the ring.



The focal point of the image must be clear and obvious.

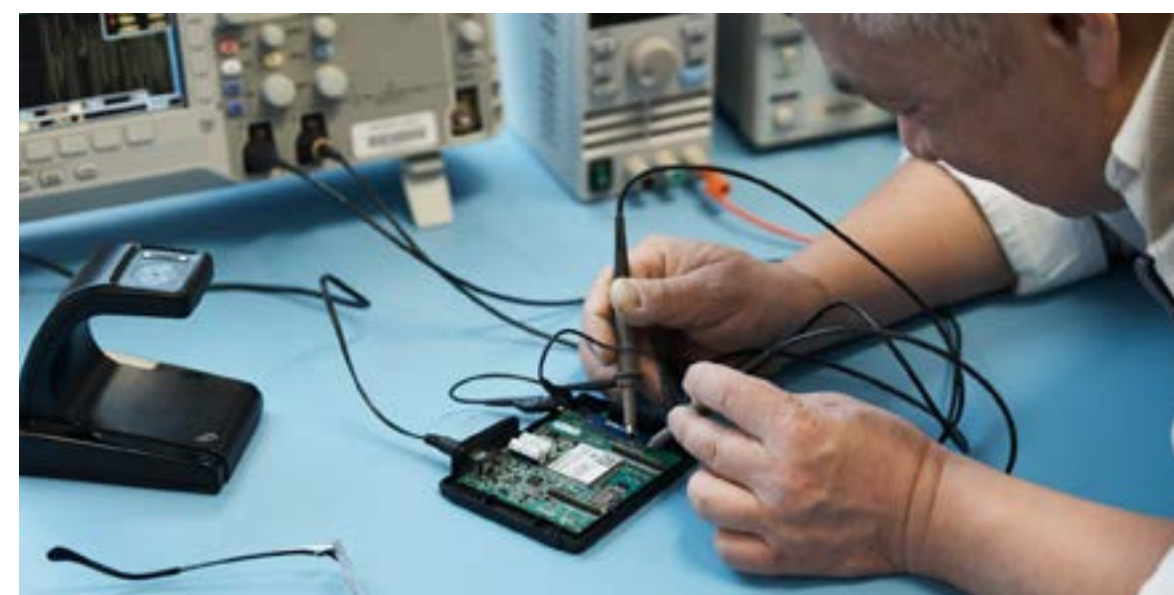
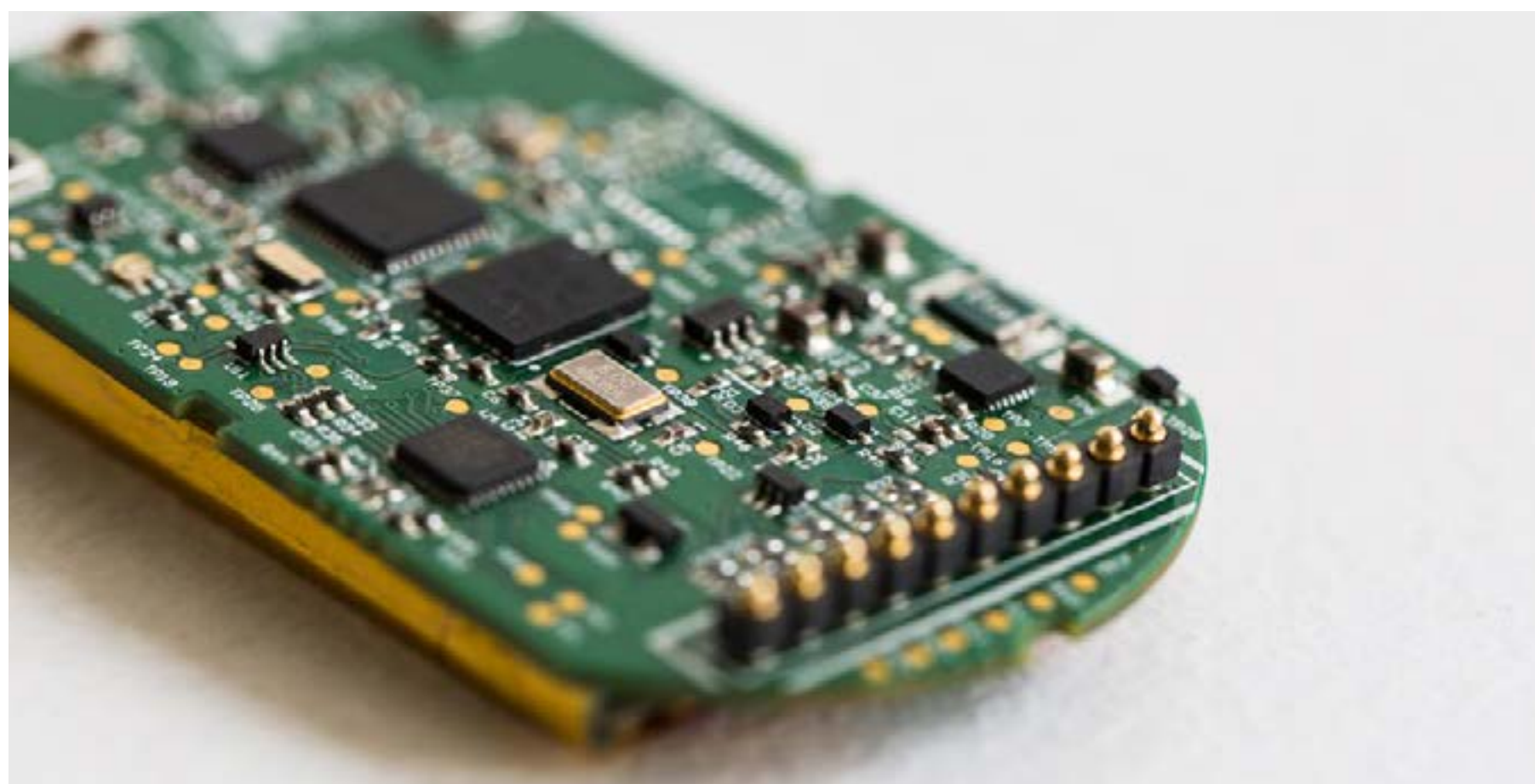


Do not use differing weights in the orange stroke.



Do not alter the shape of the ring or use colours outside of the Procept Brand colour palette.

05 Photography Style



Photography style needs to be high quality and of a professional photography standard, to inspire confidence, trust and reliability.

This goal is achieved with photos that are realistic, thoughtful and show the real-world human value of our projects.

Where possible, products are to be shown with end user imagery and/or in real world situations.

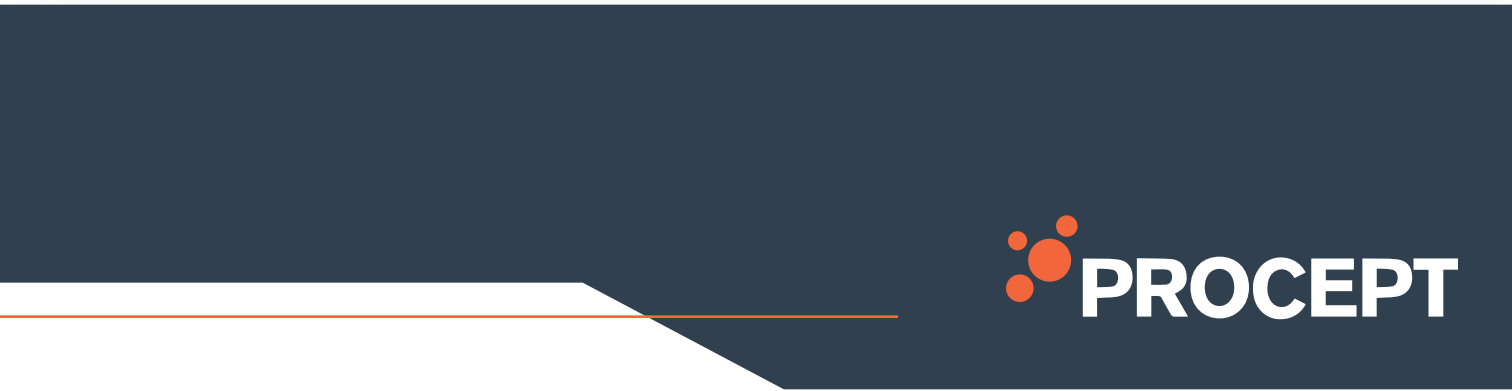
-
- Clean & Clear (In Focus)
 - Product-centric
 - Professional
 - Personable
 - Smart/Uniform Attire
 - Functional/Active Use
 - End user and/or client's industry human element focused



06 Corporate Use

Stationery

- 1. Business Cards
350gsm matte laminate stock with embossed logo finish
- 2. Letterhead
with optional printed back 135gsm



Re: Expression of Interest

18th September, 2023

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam condimentum et quam vitae vestibulum. Sed semper massa augue, at convallis diam volutpat ac. Nam dui felis, blandit eget placerat nec, tristique at risus. Maecenas finibus nibh eget purus pretium cursus. Pellentesque malesuada lorem a risus imperdiet, at porttitor erat tempus. Curabitur vehicula dictum nibh, nec luctus est euismod malesuada. Pellentesque ac quam vel dolor varius semper. Aenean et nulla euismod, fermentum eros et, porttitor velit. Curabitur non urna non metus tincidunt congue at et nibh. Proin ut metus iaculis, fermentum nulla a, luctus neque. Phasellus imperdiet vulputate eros, ut tristique neque venenatis vel.

Vivamus id ultrices nisl, in venenatis arcu. Nunc sed rhoncus dolor. Curabitur ut rutrum est, nec mollis dolor. Duis ut lectus eget arcu ultrices sodales. Donec maximus bibendum mauris, in vehicula ante egestas non. Etiam non varius sapien. Sed vel ex condimentum, pretium libero quis, euismod nisi. Vivamus nunc mi, posuere vel enim vel, mattis commodo turpis. Vivamus pretium orci at velit luctus ullamcorper. Pellentesque id ante eget tortor volutpat aliquet.

Sed ut neque metus. Pellentesque lacinia tortor ipsum, sit amet faucibus turpis elementum sit amet. Donec placerat neque vel urna finibus mollis. Integer interdum tristique sapien luctus elementum. Phasellus nibh ante, pulvinar vel vestibulum et, consectetur ac lorem. Mauris tempus lacinia enim nec vehicula. Ut accumsan neque ligula, nec tincidunt lacus finibus nec. Vestibulum non risus sem. Phasellus posuere est imperdiet faucibus posuere. Donec semper rutrum viverra. Nulla consequat aliquet accumsan. Duis ultricies ligula nulla, sit amet pretium dui sagittis et. Nullam lobortis velit ut feugiat aliquet. Duis non sem a magna placerat luctus.

Yours Sincerely,

Aaron Maher

Procept
(03) 9079 0480
procept.com.au
L4/200 Springvale Road
Mulgrave VIC 3170
Australia



Suscitam omnimolorem. Nem et quationseque nonseribero totat volorum dunt, officiisi velitatque sit, volorem quam ipsae ped utempos dolor mo mo quist, con re, eat. Igenim doluptat laborrum eaqui doloresendel ium faccum corum acepe veles utas estio omniae es as sit inum inveri bercidelis maio. Imoluptat eos sequam lam facea vit ad que neceatemo maximuscia sunt.

Kind Regards,

--



Aaron Maher
Managing Director & Co-Founder
+61 425 000 000
L4/200 Springvale Rd, Mulgrave VIC 3170, Australia
(03) 9079 0480
procept.com.au

Suscitam omnimolorem. Nem et quationseque nonseribero totat volorum dunt, officiisi velitatque sit, volorem quam ipsae ped utempos dolor mo mo quist, con re, eat. Igenim doluptat laborrum eaqui doloresendel ium faccum corum acepe veles utas estio omniae es as sit inum inveri bercidelis maio. Imoluptat eos sequam lam facea vit ad que neceatemo maximuscia sunt.

Kind Regards,

--



Aaron Maher
Managing Director & Co-Founder
+61 425 000 000
L4/200 Springvale Rd, Mulgrave VIC 3170, Australia
(03) 9079 0480
procept.com.au

INTRODUCING YOUR NEW PRODUCT DEVELOPMENT EXPERTS

We're the product development experts that will help your business grow!

WORKING WITH YOU >

Benefits of our Quality Management System

ISO certification ensures the consistent design, development and production, and delivery of products that meet their intended purpose.

- Structured Project Development process with tollgates
- Defined Design Control Deliverables associated with each tollgate
- Proactive Risk Management & Regulatory Planning
- Documented Requirements, Use cases and workflows
- Documented Design Verification, Validation and Release Procedures
- Documented Manufacturing Management Procedures

Product Development Process

01
RESEARCH & INVESTIGATION

02
PROOF OF CONCEPT

03
PILOT SYSTEM

04
REFINE & RELEASE

05
MANUFACTURING & PRODUCT SUPPORT

DESIGN FOR MANUFACTURE

03

OUR EXPERIENCE

Internet of Things

With our knowledge of sensors and embedded software, we'll design a system that can reliably gather, transmit and send your data to a central point for analysis and use – whether this is in the home, across city blocks or thousands of acres of farmland.

Key Areas

- Lower-Power Wireless Network Design
- Sensor Technology Selection
- Embedded Software Development
- Device App Development

Ready to Innovate?

This case study is just one example of how expert use of technology can solve any business or industry problem.

Working with our team of experts you can identify real-world problems in your market that can be solved through innovative technology solutions.

We are ready to help you lead your business into the future.


Talk directly with our project experts

+61 3 9070 0480
info@procept.com.au
www.procept.com.au

Pioneering Innovation, Growth & Transformation Through Technology Solutions

Aaron Maher, CEO

PROCEPT



Camteq Precision Mining Instrumentation

Customer

Camteq are a leading provider of directional survey equipment for the mining industry. They supply a range of high precision multi-shot instrumentation used for mineral exploration.

Solution

Procept provided Camteq with a complete product development service for the design of the Proshot series of tools including feasibility report, architecture development, hardware and software design and system testing.

The Proshot tool includes:



- High precision survey results within challenging environmental conditions
- Data downloadable to USB storage device
- Wireless communications to seamlessly transfer data
- Operates for over 1 year on a single battery
- Capacity to store over 1,000 survey records

Results

The Camteq Proshot series tools are used by hundreds of users within the mining industry in over fifteen countries.

The product has had an unprecedented level of success largely due to the way the product breaks industry norms and enhances the user experiences through the use of innovative technologies.

Melbourne 4/2 Salisbury Street, Richmond VIC 3121, Australia P +61 3 9224 6636
Barcelona Vía Augusta 74 Entresuelo 4a 08006, Spain P +34 93 3684 005



Process.

- Research
- Innovation
- Operational policies
- Detailed set of requirements
- Development program plan
- Testing



01

Research





World first technology



02

Innovation



Results.

- Efficacy
- Feasibility
- Functionality
- Efficiency
- Reliability
- Durability







07 Writing Style Guide

This guide outlines our brand voice and tone guidelines formatting conventions, and standard style rules.

Our voice represents our brand personality, it remains constant and is designed to resonate with our target audience.

OUR TONE CAN CHANGE,
it reflects our mood and allows us to
COMMUNICATE
with empathy and context.

Our style is how we like to appear, our preference for how we come across.

It brings precision and consistency to our writing.





Voice

At Procept, we’ve walked in our customers’ shoes, and we understand the challenge of transforming a product from concept to reality. That’s why we speak with confidence, like the experienced and assuring business partner we would have wanted guiding us back in the early days.

We love partnering with growth-minded companies. Our work involves innovation, and bringing fresh ideas to life is truly inspiring.

In simple terms, helping forward-looking companies build the future is exciting! We take what we do seriously, and being seen as an expert is essential — but we like to stay grounded and approachable. We speak as plainly as possible. Every word we say informs and encourages.

We impart our expertise with clarity and empathy.

When we write copy:

- 1. We are Formal:**
We maintain a formal tone when discussing complex topics. We use precise language and technical terms to explain concepts with precision.
- 2. We are Friendly:**
We are friendly, aiming to engage the reader. When explaining intricate subjects, we strive to be approachable and not overly technical (we don’t want to put people off).
- 3. We are Enthusiastic:**
We demonstrate enthusiasm when highlighting the positive impact of what we do or recommend. Our copy is injected with a sense of excitement and optimism.
- 4. We are Informative:**
We use clear and straightforward language, making complex concepts accessible to a broader audience.
- 5. We are Client Value Focused:**
We focus all forms of content on talking about the direct value a client will receive through our services, capabilities and achievements, or the challenges they will overcome without expertise, not about how good we are that we have a certain capability. We predominantly talk about “them” not “us”.

Tone

Unlike our voice, our brand’s tone does not remain static. It adapts depending on the mood. This is how we exhibit empathy and connect with the reader. When writing, consider the context (where the content will appear) and the reader’s state of mind.

For example, are they anxious when receiving a bill, relieved when reading an email, or confused and looking for answers online? Our tone for a new customer might be more informative and welcoming than for a loyal customer.

Once you have an idea of their emotional state, you can adjust your tone accordingly.

No matter what the mood, ensure that our voice remains informative and authoritative, with an emphasis on accessibility. Respect the reader, get straight to the point (but don’t be too dry).

SITUATIONAL APPLICATIONS

Positive situations

Foster and enhance trust in Procept’s commitment to innovation and expertise while reinforcing its stature as a leader in the field.

Through personalised and celebratory communications, aim to generate a sense of belonging and pride among clients, emphasising that their decision to collaborate with Procept is a progressive step towards real-world impactful solutions.

SCENARIO	TONE	GUIDANCE	DO EXAMPLE MESSAGE	DON’T EXAMPLE MESSAGE
Product Launch Announcement	Exciting, innovative, confident	Highlight the key features of the product and how it aligns with the brand’s vision of innovation and excellence.	We are thrilled to unveil our latest innovation, [Product Name]. A testament to our relentless pursuit of excellence, designed to redefine boundaries and elevate your experience.	We are announcing our new development. In our ongoing effort, we made something intended to improve things.
Customer Testimonial Share	Grateful, authentic, and engaging	Express gratitude towards the customer, and emphasise the value they found in your product/service.	We’re incredibly thankful to [Customer Name] for sharing their experience with [Product/Service]. Your success stories inspire us to innovate and excel every day!	It is noted that [Customer Name] has shared their experience with [Product/Service]. Your experiences help us continue to perform better.
Holiday Greetings	Warm, joyful, and friendly	Convey holiday wishes while subtly tying in the brand’s commitment to excellence and innovation.	Wishing everyone a joyous holiday season! As we celebrate, we remain committed to innovating and bringing excellence into the new year.	Happy holidays to all. Despite the celebration,, we continue to focus on innovation and quality in the upcoming year.
Responding to Client Feedback	Appreciative, responsive, and polite	Thank the client for their feedback, and assure them that their input is valuable for improvements.	Thank you, [Client Name], for your valuable feedback. We are committed to continuous improvement and your insights are instrumental in this journey of excellence.	Okay, [Client Name], got your feedback. We will continue to improve our quest for excellence regardless.
New Client Welcome	Professional, assured, welcoming	Personalise communication	Dear [Client Name], welcome to Procept! For more than ten years, we’ve been committed to developing products that have been recognised for their excellence, and we are eager to apply this experience to your upcoming project. We are privileged to have you onboard and look forward to a fruitful collaboration that reflects our shared vision for innovation and excellence.	[Client Name], you are at Procept now. We have been doing product stuff for over 10 years and won some awards too. You are onboard now, and we will see how this collaboration goes, aiming for innovation and excellence.
Social Media Celebration	Enthusiastic, engaging, genuine	Highlight achievements or milestones, connecting them with the brand’s journey and community.	We’re thrilled to celebrate [Milestone/Achievement]! This remarkable journey of innovation and excellence at Procept wouldn’t have been possible without our incredible community. Thank you for being a part of this adventure!	We are marking the occasion of [Milestone/Achievement]. If you must know, Procept’s journey of innovation and whatever excellence is all because of the community. Thank you for your participation in this activity.

Neutral situations

Convey clarity, precision, and Precepts authoritative grasp over its domain. Every piece of neutral information should offer reassurance that even in standard procedures, the customers are in the hands of seasoned experts.

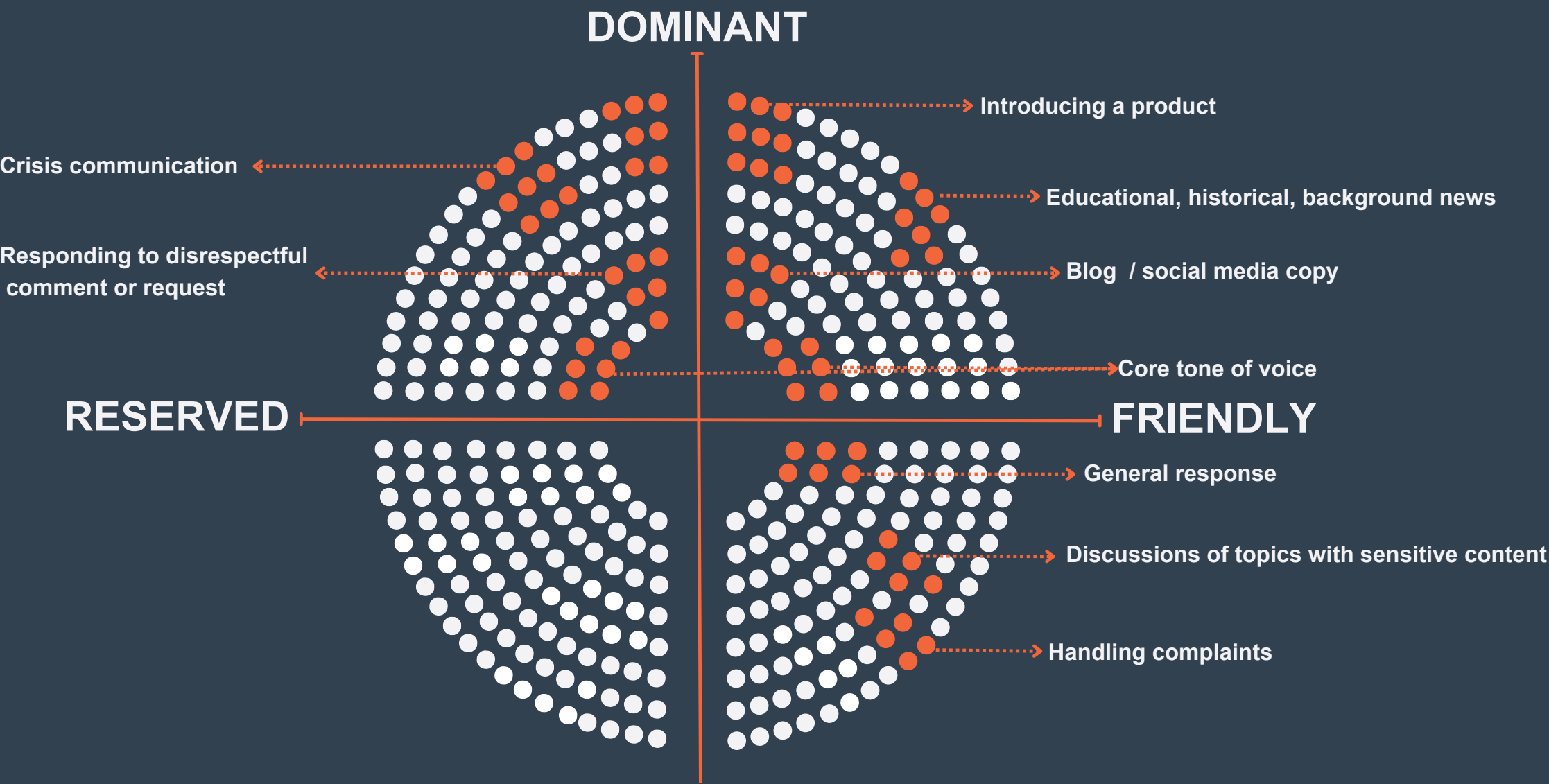
Negative situations

Addresses challenges with a balance of forthrightness and diplomacy. Any negative situation should be tackled as an opportunity for growth, illustrating the Procept’s commitment to constant evolution and its emphasis on customer-centric solutions.

SCENARIO	TONE	GUIDANCE	DO EXAMPLE MESSAGE	DON’T EXAMPLE MESSAGE
Technical Support	Empathetic, solution-oriented, professional	Provide immediate assistance and a clear solution pathway, reassuring users of Procept’s commitment to customer satisfaction.	We’re here to help! If you’re experiencing issues with [Product/Service], please contact our support team at [Email/Phone]. Our technical experts are ready to assist and ensure a smooth experience.	If you have problems with [Product/Service], our email and number can be found on our website. Our technical experts can assist you.
FAQ Section	Clear, informative, user-friendly	Organise information logically, making it easy for users to find answers, showcasing Procept’s expertise.	Q: How do I reset my password? A: Go to ‘Settings’, select ‘Reset Password’, and follow the instructions. For more queries, our expert team is here to assist you.	Password Reset Navigate to ‘Settings,’ pick ‘Reset Password,’ and do what it says.
Guidebook Instructions	Authoritative, concise, user-friendly	Streamline information, referencing Procept’s rich history of technical expertise.	Procept’s Guide to [Device/Process]: 1. Ensure a full device charge. 2. Activate with a 3-second power button press. 3. Follow on-screen directions.	Instructions for [Device/Process] can be found on the ‘Help’ section on our page.

SCENARIO	TONE	GUIDANCE	DO EXAMPLE MESSAGE	DON’T EXAMPLE MESSAGE
Addressing Policy Violations	Firm, constructive, respectful	Clearly state discrepancies	Dear [Name/Entity], A recent review identified certain activities not aligning with our guidelines. We urge a revisit and necessary modifications to your actions to uphold the standards that have driven our success.	Hey, [Name/Entity], our recent review found some stuff not in line with our rules. You might want to make changes.
Responding to Negative Reviews	Professional, empathetic, proactive	Address the issue raised neutrally, expressing readiness to resolve and improve.	We apologise for any inconvenience caused, and we value your feedback. Rest assured, we are actively working on improving our services to meet your expectations.	Sorry for any trouble. We are doing stuff to make our services better, so you will hopefully like them more.
Handling Suspicious Activity	Alert, cautious, professional	Identify the issue explicitly, urging immediate action, reinforcing the secure and trustworthy nature of Procept.	We’ve noticed some unusual activity in your account. For your security, please [Action: e.g., change your password, contact support]. Your vigilance helps maintain the integrity of our	Your account had some strange stuff going on. For safety, change your password or talk to support.

Tone Map



SITUATION	WHAT TO DO
Firm, constructive, respectful	Steer clear of really aggressive or full-on arguments.
Dismissive Attitudes	Take other people’s ideas and feelings seriously, don’t just dismiss them.
Overbearing Control	Avoid taking over every chat or decision.
Sarcastic or Cynical Remarks	Keep away from comments that might come off as taking the piss or not genuine.
Uncooperative Stance	Be helpful, not a hindrance when working with others.
Inflexible Rigidity	Be open to new ideas and changes, don’t dig your heels in.
Overly Critical Feedback	When giving feedback, be constructive, not harsh or mean.
Indifference to Others’ Needs	Pay attention to what others need or are worried about.

Contextual Guidelines

The tone of the text varies depending on the user’s situation, whether it is positive, neutral, or negative. It also changes depending on the type of content.

Titles, headlines, (marketing) email subject lines

Authoritative, inspirational, and precise.

The goal is to present Procept as a leader and authority in the field, driving engagement through compelling and thought-provoking headings that resonate with the audience and the brand’s image aim to generate a sense of belonging and pride among clients, emphasising that their decision to collaborate with Procept is a progressive step towards real-world impactful solutions.



DO	WHY?
5 of Procept’s Proven Strategies for your Success in Product Development	Emphasises forward-thinking and strategic planning. ‘Your’ makes it personalised.
Learn How Procept is Redefining Industry Excellence in 6 Steps	Invites engagement with a promise of innovative knowledge
Master Your Product Development Market in 5 Steps: Procept’s Guide to Strategic Dominance	Implies expertise and provides a sense of guidance.
DON’T	WHY?
Buy Our Product Now! Limited Time Offer!	Emphasises forward-thinking and strategic planning. ‘Your’ makes it personalised.
Procept’s New Strategy Insights	Invites engagement with a promise of innovative knowledge
Effective Strategies for Better Business	This is a cliché and does not provide a clear, compelling value proposition. It also lacks the specificity and innovation that Procept would want to convey.

Body copy, bullets, and descriptions

Informative, professional, and clear.

Copy should focus on delivering essential information that is easily digestible, ensuring that the communication is both clear and accurate. The tone should reflect Procept’s role as an industry expert and a reliable source of valuable information.

Button, CTAs

Direct, compelling, and confident.

The words should maintain a sense of urgency and decisiveness, aiming to drive action and decision-making.



Style

We follow the AP style which is [summarised here](#).

Guidelines for Authors

- Write with an [Active](#) voice (it makes documents stronger by showing responsibility or giving credit for an action).
- Articles, blogs and other content should be written in the second person (i.e. you, your, yours).
- Brevity is important, we value people's time, so all writing should be useful and convey meaning. In other words, cut the fluff!
- Structure complex passages with headings and subheadings to help the reader navigate the content easily.
- Present definitions, real-life examples, and case studies to help communicate with clarity and in an informative manner.
- Our primary spelling preference is Australian English. If this choice is unavailable in a software tool, e.g. spell check software, opt for British English instead.

Visual representation plays a significant role in shaping Procept's brand image.

A cohesive, consistent visual style across various media reinforces Procept's brand's identity, values, and story.

Look & Feel

This section provides an understanding of how to craft Procept's visual narrative.

Key Themes

Futuristic Tech

Embrace modern and advanced technology aesthetics, hinting at innovation, progress, and state-of-the-art solutions.



Flowing Dynamics

Use images that evoke a sense of motion and fluidity, suggesting adaptability and continuous evolution.



Luminance and Contrast

Integrate vibrant light trails and gleaming elements against darker backdrops to emphasise contrast, depth, and dimension.



Humans

Capture humans in stark, dramatic lighting with warm highlights on their faces against cool, shadowed backdrops, creating a somber mood that underscores their expressions of resilience and depth.



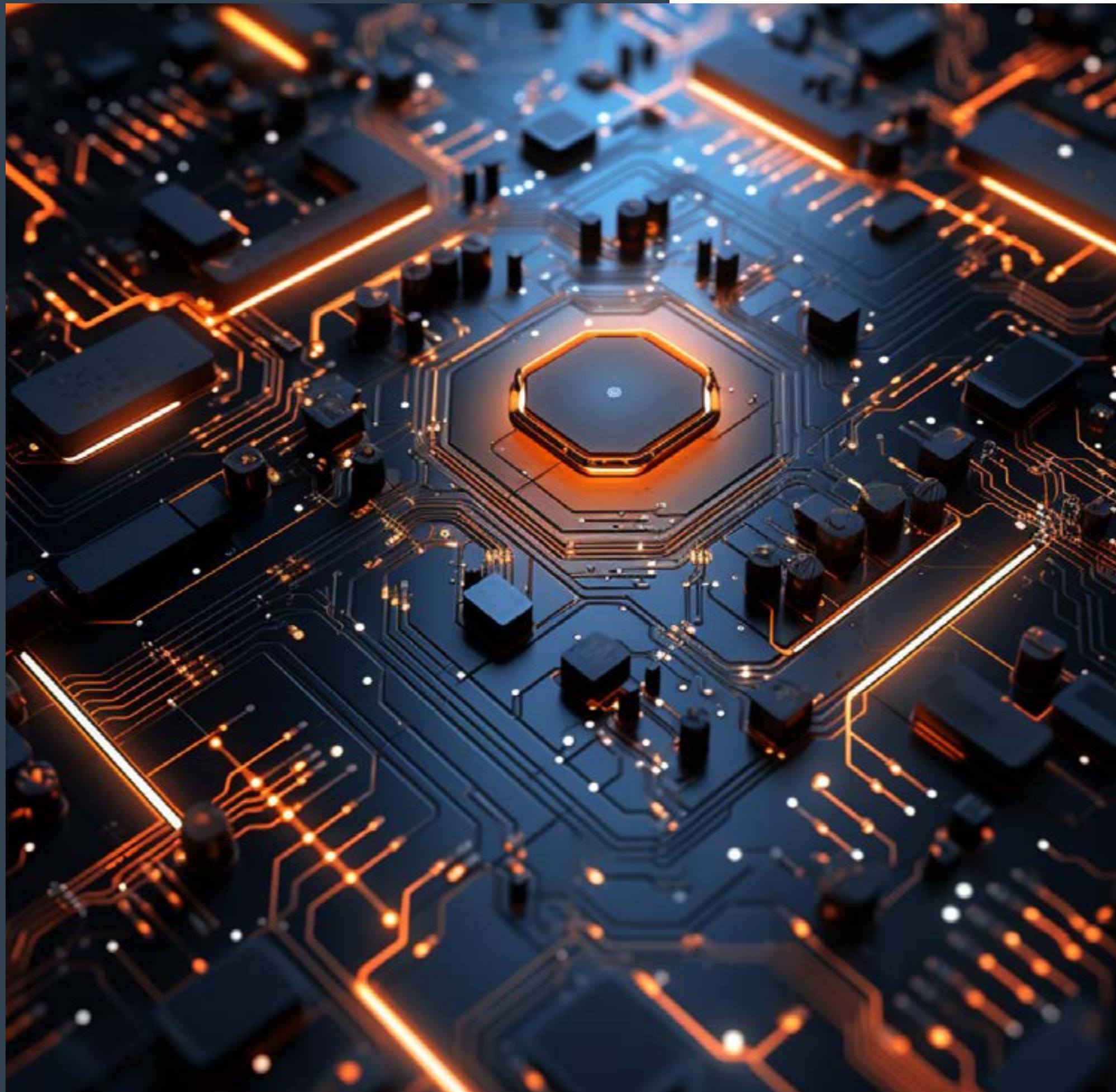
Spaces

Depict places as futuristic smart cities, where the interplay of light and architecture crafts a visionary urban landscape that's both efficient and awe-inspiring.



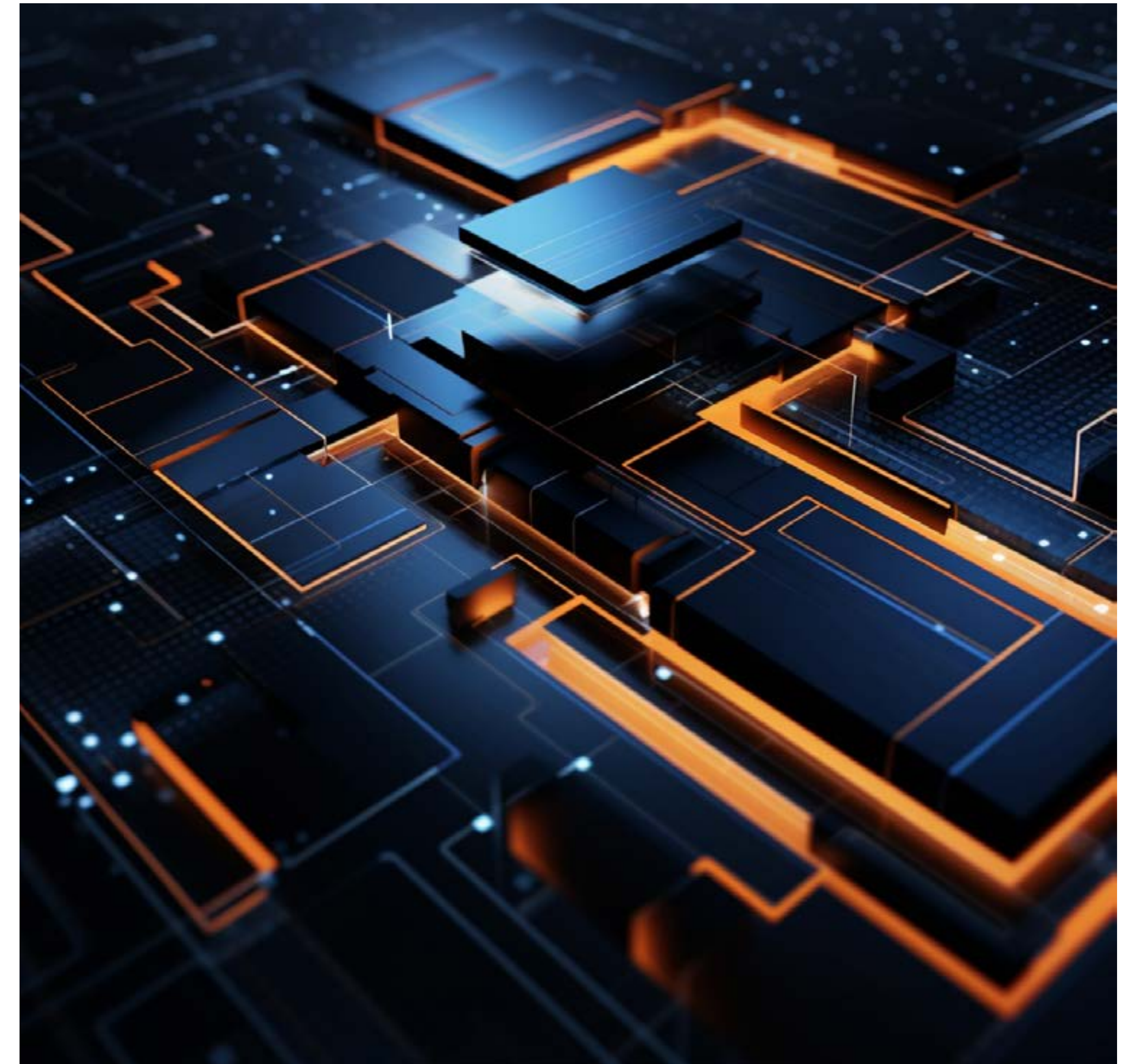
Texture

Incorporate textures that resonate with high-tech environments, such as carbon fiber, brushed metal, or smooth glass, to convey sophistication and innovation.



Iconography

Utilise sleek, geometric icons that embody the functionality and sleekness of the future, ensuring they are intuitive and convey clear messages about technology and progress.



IOT Data Overlay

When visually communicating IoT, Data & Cloud Services, a data overlay can be used. The preferred approach to conveying data is through using Hexadecimal code. Hexadecimal numbers are represented by only 16 symbols. These symbols or values are 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, A, B, C, D, E and F. Binary code, ie 0's and 1's is too simple, and complex algorithms can be too complicated.



Product Photography

Use neutral palettes to ensure a timeless and versatile presentation. Utilise soft, balanced lighting to reveal the Procept's meticulous craftsmanship and high-quality materials.



Dominant colours

Electric Blue

Symbolizes Procept's innovative spirit and its technological roots.

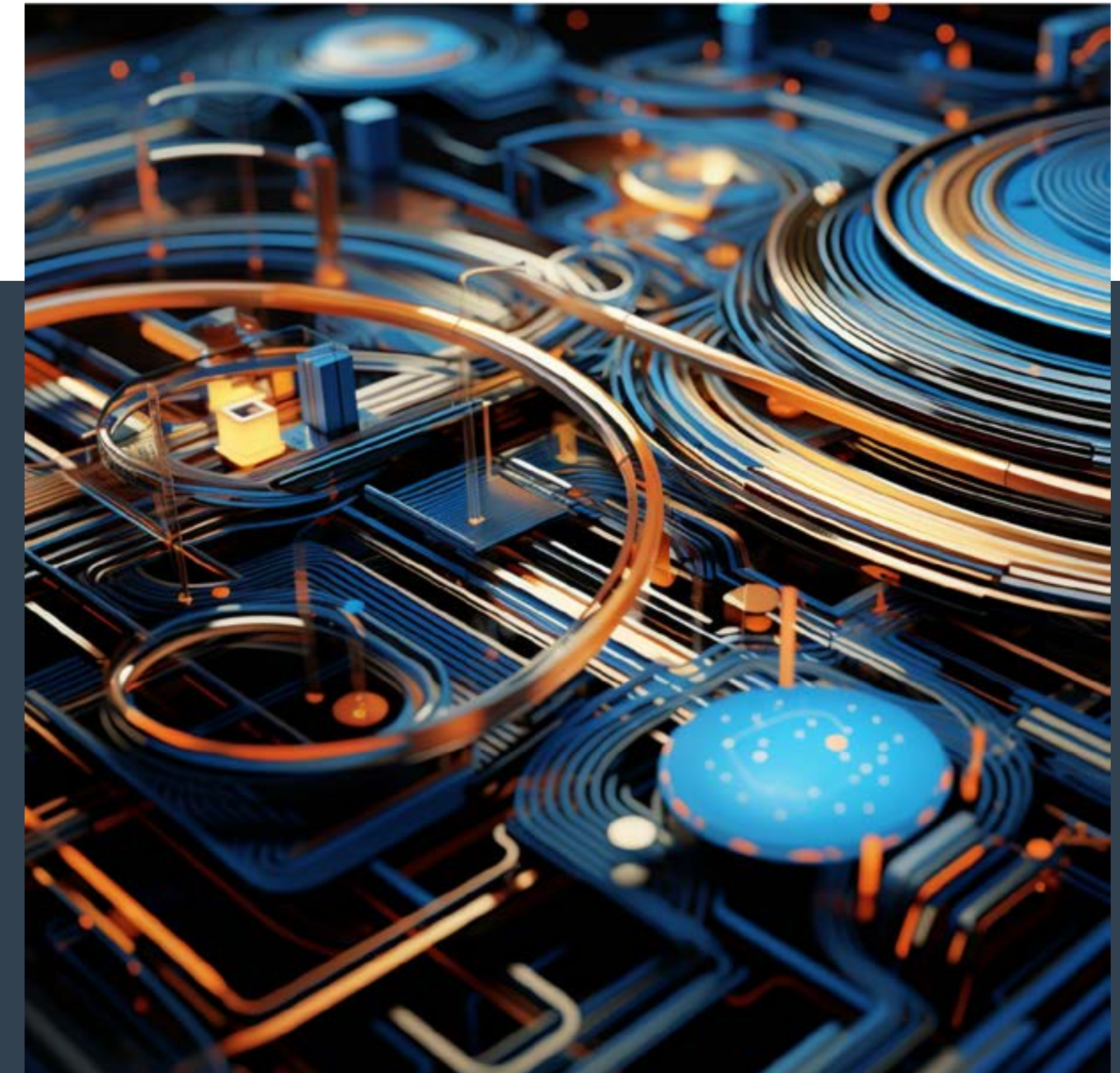
Vivid Orange

Represents the Procept's dynamism and vibrant energy, ensuring visuals pop and captivate.

Image Composition

Intricate Details

Favour images with intricate patterns, circuitry, or light trails to reflect precision, intricacy, and attention to detail.



Glowing Elements

Elements with a luminescent glow not only add vibrancy but also highlight Procept's cutting-edge approach.



Depth and Perspective

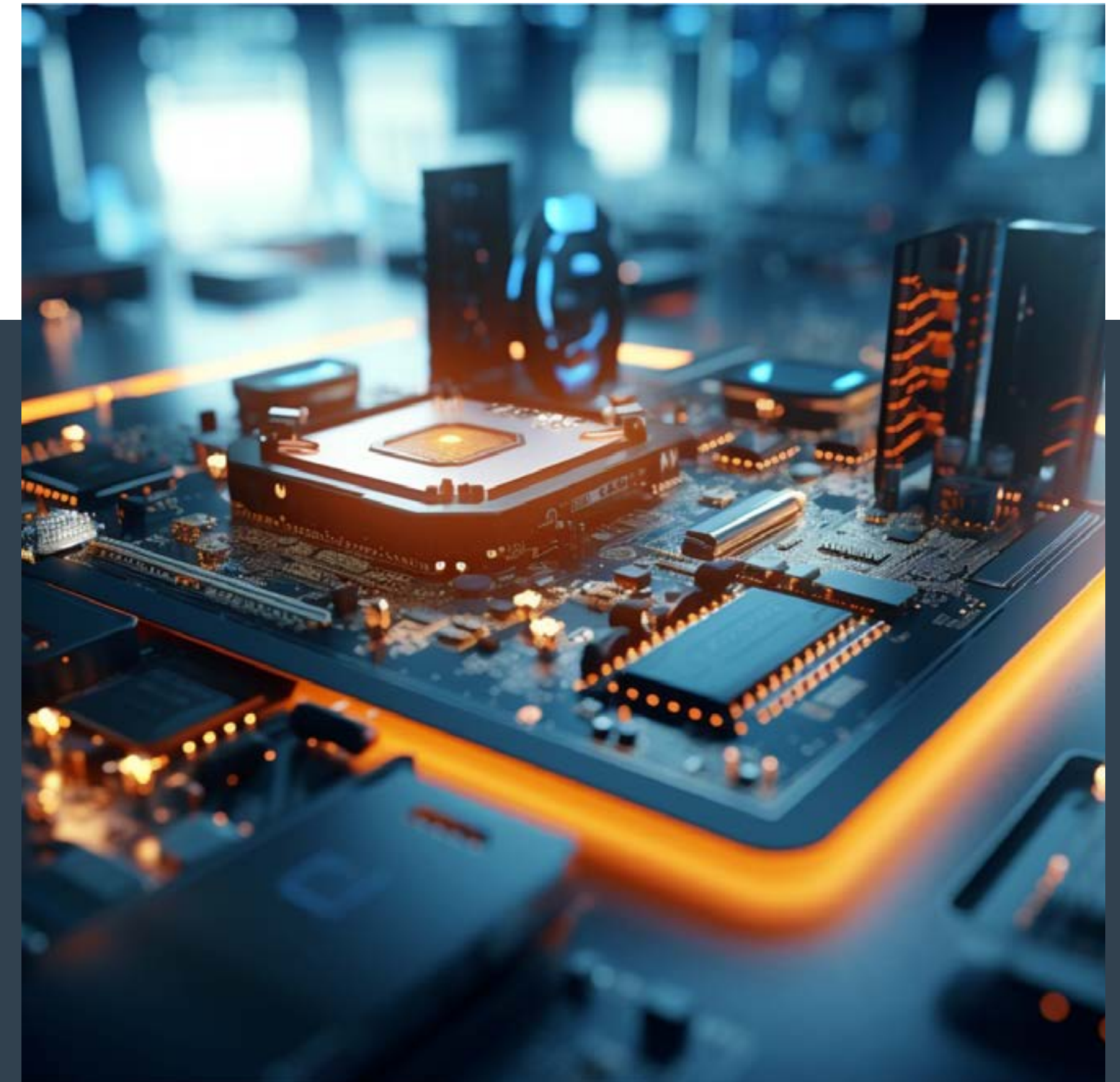
Opt for images that offer depth, from sweeping landscapes of digital terrains to close-ups of micro-circuits, showing Procept's breadth and depth in expertise.



Subjects and Objects

Advanced Tech

Showcase advanced machinery, AI interfaces, microchips, and other technological innovations as central objects.



Energetic Patterns

Dynamic lines, light trails, and waveforms can be used to symbolise Procept's forward momentum and constant drive.





Kalum Buckland

Marketing Manager
kalum.buckland@procept.com.au
0425 730 009

(03) 9079 0480
procept.com.au
L4/200 Springvale Road,
Mulgrave VIC 3170