

Dear Katrina

A short pause for reflection, now that you've arrived.
There was a point in time you were tied to a position.
Chained by the 9-5 grind, with little motivation to continue.
But you desired a new path.
The road less travelled.
Some may have even told you it couldn't be done.
That it was too ballsy.
That it would be too hard.
That maybe it was too late, and uncertainty would win the day.
But you were ready.
And this was in your DNA.
Because you knew you'd do whatever it took.
With grit and determination.
To change perceptions, and be recognised.
To make a difference.
Leaving a legacy, doing what you were born to do.
You trusted yourself so others could trust you, to serve and support them.
Inspiring them by following your words with actions to inspire and uplift.
Commanding audiences with global impact and reach.
With a brand that pierces perception, speaking for itself.
So that when you're behind the scenes, it does the talking for you.

Sincerely,
Katrina 2.0

**It's easier to articulate
your message when
you know what you
stand for.**

Brand Manifesto

We've been programmed to assume that IT is faceless. Robotic. A foreign entity coded with complexity, disconnected from the ecosystem of business. Where signals get scrambled, causing communication glitches, voids, and costly delays. Where rigid processes supersede the practical at the expense of customer experience. And futile efficiency fails the efficacy test. I believe in a different reality. A reboot from tired thinking; a refreshing of the page. It's time we bring business up to speed with holistic solutions, co-creating value exchanges that pursue meaning and creativity. Humans may develop technologies, but the truth is, we're not built like them. We thrive on supportive relationships and speaking a common language. Data is important, but people and business outcomes must be the priority. Change is inevitable, and it's my calling to shape it. Uplifting and inspiring people with action to fill the void, I link IT to business through people.

Mission, vision and purpose statements are a thing of the past. This brand manifesto is a clear and public declaration of your vision, purpose and intent. It not only inspires your audience, it's also designed to keep you motivated. Something to draw your inspiration from, and a way to keep your brand firmly grounded.

**A world where
technology
connects us but
our humanity
brings us together.**

Mission

Fill the void between IT and business by connecting them with people-focused solutions.

Purpose

Proving to the world that IT values the human side of business.

**Now that you've
signaled your intent,
it's time to launch
your mission.**

Podcast Naming

KATRINA TALKS HUMANISING IT

HOLISTIC

– the importance of emotional connection

BUSINESS

– the importance of tangible outcomes

COLLABORATIVE

– the importance of co-creation

PEOPLE IN

– the importance of changing perception

SUPPORTIVE

– the importance of customer focus

REINVENTING

– the importance of challenging status quo

Gathering the insights and perspectives of a range of IT experts, your podcast will explore the human side of IT, uncovering the benefits of shifting away from tired thinking. It will address the various topics involved in redefining the new IT value proposition for business to change perceptions.

People like being referred to by name; it's more considerate. That's why I'm humanising "it":

- Personable
- Relatable
- Understanding
- Empathetic
- Appreciative
- Recognisable
- Included
- Valued

And feeling undervalued is disheartening; few appreciate IT. But that's about to change.

**The aesthetic
is designed to
please the eye with
substance, depth and
sophistication.**

As an author and speaker of great technical expertise, this has been developed, reflected, and applied in the execution of the visual identity.

A once complex, siloed and inflexible mentality must make way for the new.

Where blended learning, co-creation, and seamless business integrations are the new normal.

Font Family

Neue Haas Grotesk Display Pro

The quick brown fox jumps over the lazy dog

Basic Character Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numerals Sets

1234567890

Punctuation and Symbols

!@#\$%&*()+={};:””?.,

Your brand is reliant on what is written as much as how it's written. We've suggested a font that offers both editorial and technical balance to cater for your written thoughts as well as presentations for the industry.

Neue Haas Grotesk Display Pro is a Grotesque Sans, Sans Serif font. The predecessor of Helvetica.

It's robust and clear, and strikes a balance between practicality and flair.

The typeface is available in the below styles:

Light
Regular
Medium
Bold

Podcast Typography

Font Family

ONE & TWO

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Basic Character Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Numerals Sets

1234567890 123'1567890 1234567890

Punctuation and Symbols

!@#\$%&*()+={};:'",. !@#\$%&*()+={};:'",. !@#\$%&*()+={};:'",.

One&Two Family

This font would only ever be used by a designer. It's to be applied creatively to social media posts, marketing, presentations, etc.

The typeface is available in the below styles:

ONE LIGHT

ONE REGULAR

ONE BOLD

TWO LIGHT

TWO REGULAR

TWO BOLD

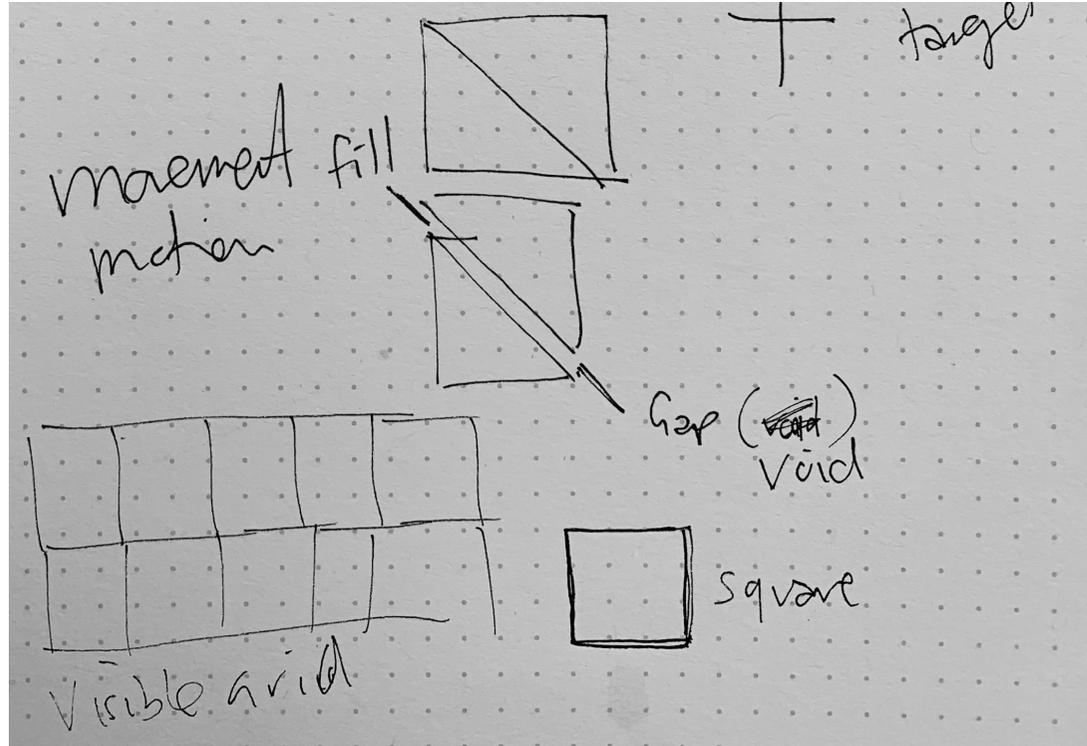
ONE & TWO LIGHT

ONE & TWO REGULAR

ONE & TWO BOLD

Podcast Logo Theory

- We applied focus on the below areas when creating your logo:
- typographic
 - technology
 - editorial
 - male/female
 - pixels/digital
 - geometric (shape/linear)
 - simplicity
 - global audience
 - motion
 - divide in IT: square/triangle



Podcast Logo Design



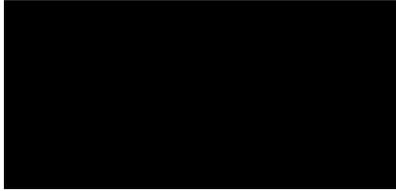
We set out to source a typeface that aligns with your purpose – something that performs movement and presents growth.

We then took it a step further.

Keeping simplicity at the core, we combined your typeface with a shape; a square. The square acts as a metaphor and speaks to a divide. Where you fill the void between IT and business by connecting them with people-focused solutions.

Your logo can be recreated in a variety of type styles and colour options. You have the freedom to use any of the options available to you from the colour palette combinations.

Colour Palette



Black



White



Pantone 7604 C
CMYK 4 12 5 0
RGB 228 213 211
HEX E4D5D3



Pantone 281 C
CMYK 100 78 0 57
RGB 0 32 91
HEX 00205B



Pantone 192 C
CMYK 0 100 62 0
RGB 228 0 70
HEX E40046



Pantone 2357 C
CMYK 26 100 0 57
RGB 98 18 68
HEX 621244



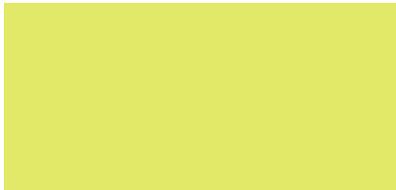
Pantone 531 C
CMYK 8 20 0 0
RGB 223 200 231
HEX DFC8E7



Pantone 3035 C
CMYK 100 19 10 72
RGB 0 62 81
HEX 003E51



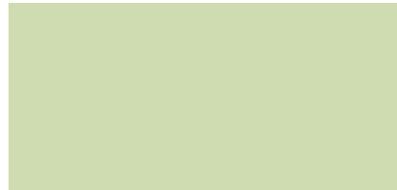
Pantone 182 C
CMYK 0 30 0 0
RGB 250 187 203
HEX FABBCB



Pantone 379 C
CMYK 9 0 69 0
RGB 226 232 104
HEX E2E868



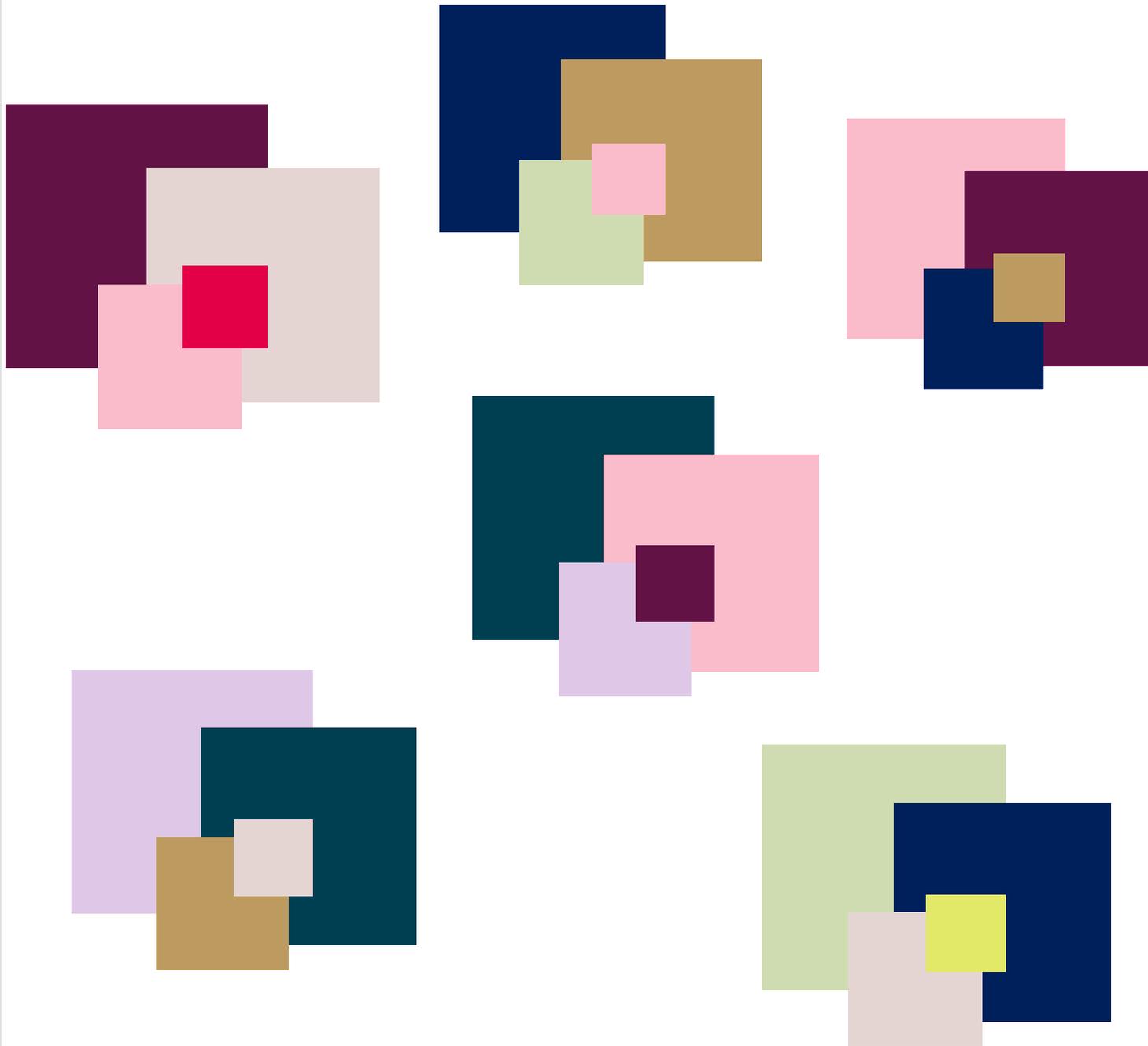
Pantone 7562 C
CMYK 14 29 62 12
RGB 189 155 96
HEX BD9B60



Pantone 2274 C
CMYK 16 0 31 0
RGB 207 220 177
HEX CFDCB1

The colours offer a nice blend of sophisticated and playful tones.

Colour Groupings



Flexible in use, these colour combinations are just an example of how some might work together.

Grouping them allows for the development of assets to be rolled out across social platforms and other print and digital mediums.

This should be approached organically and dependent on the medium applied to.

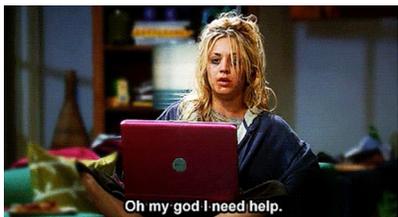
It's open to be interpreted by a creative specialist only.

Colour Combinations



These are some examples of background and type colour variations that can be used throughout the brand.

Social Marketing

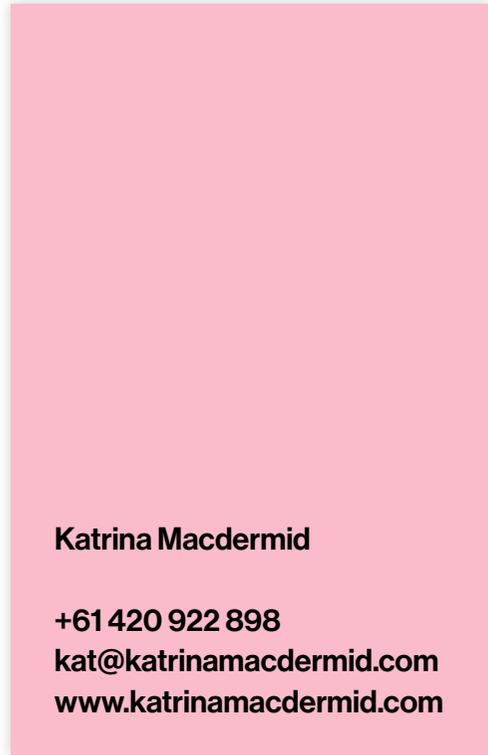
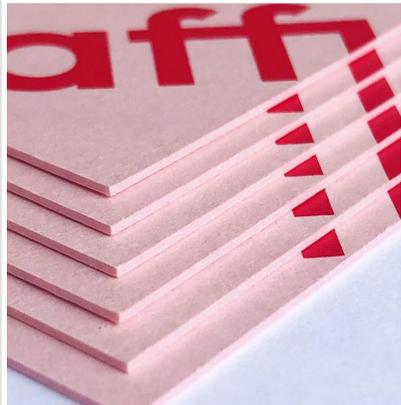
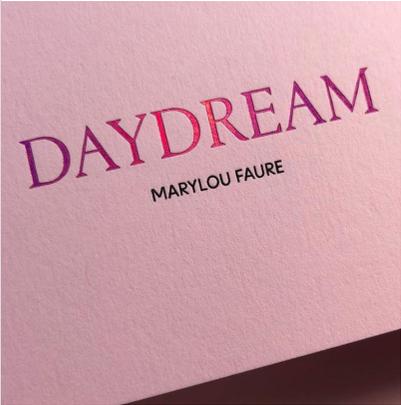


A part of the social media plan will involve light humour around the IT industry to post likeable and shareable content that breaks up the stiffness of technology.

Using past time gifts to take the edge off, you'll express the disconnect between people and technology - the frustrations - to establish common ground with your audience.

This is also where you might like to get creative with words.

Business Card



Keeping in line with the simple and corporate brand style, the business cards draw inspiration from the colour palette and bold approach to making IT feel personal.

The back of the card will include the brand vision statement, utilised here to inspire and express what your goals are to those who are receiving your card.

The cards will be printed on Candy Pink Colorplan Paper with black copy on the back and branded Pantone 192 on the front. There is an option to include edge foiling on the red copy for more impact.

**If you have a
business, you have
people. When you
understand people,
you understand
business.**

That's your philosophy.

Where there's people, there's relationships. By bringing human connection to every IT and business relationship, I fill the communication void. A new and shared understanding helps business and IT come together for a common cause, creating holistic customer outcomes.

About

Challenging IT best practice;
redefining your service management.
Designing for people not processes.

Elevator Pitch

Committed to shaping the future of a Human Centred IT landscape, I fill the void between IT and business, connecting you with people-focused solutions.

Marketing

My clients can say goodbye to rigid and process-driven outcomes. With a Human Centred and flexible approach, I bridge communication gaps between IT and business colleagues, connecting them with people-focused solutions. With comprehensive support models, I work with your business to co-create superior end-user experiences.

General

Specialising in the design of IT support models and service level agreements using ITIL 4 as the foundation, I focus on people over processes. Key outcomes of my Human Centred and holistic approach include cost reductions and increased efficiencies, and greater knowledge sharing between IT and business. Challenging traditional “best practice”, I’m proving to the world that IT values the human side of business.

Website

As an ITIL 4 Master trainer, specialist IT Design consultant, author and speaker, I change perceptions with fresh thinking. Redefining the way IT and business mutually support each other, I prioritise people and business outcomes to design the ideal end-user experience.

LinkedIn

Katrina Macdermid's vision is for a world where people come together to create better IT business outcomes. Her relentless pursuit of smarter yet more human solutions challenges tired thinking. Thanks to a refreshing approach to ITIL Human Centred Service Design, she's redefining IT service management.

Social

Teaching the human experience, not simply processes, I believe in a world where technology connects us but our humanity brings us together.

Pitch Paragraphs.

As a welcomed source of experience and knowledge within the industry, my training, consulting, speaking and publications have given value to many sectors of the IT crowd:

- Airlines
- Service providers
- IT professionals
- CIO's and Executives
- Entrepreneurs & Startups
- Industry bodies

IT Service Management Mindset.

Service Management: It's not about the management. It's about creating value, trust and loyalty. With a fresh outlook, I'm all about the customer experience.

What I am:

- Spirited
- Customer-centric
- Adaptable
- Collaborative
- Approachable
- Agile

What I'm not:

- Outdated
- Rigid
- Territorial
- Timid
- Slow

Industry Terminology:

- ITIL
- Value
- Co-creation
- Service management
- Customer experience metrics
- Enabling the business
- Framework
- Best practice
- Designing
- Continual improvement
- Supporting

Integrity is putting everything on the line, but never crossing it. **Challenging** with the hard questions to arrive at smarter solutions. **Passion** for making an impact, it keeps the engine fired up. **Relentless** in the pursuit of recognition, never quitting in the face of adversity. **Refreshing** perspectives, because changing minds requires new thinking.

When we have clearly defined values, we can qualify our successes. Without them, we have no road map. We fly blind. Our values aren't surface level, they run much deeper. Our moral compass, it's how we know we're on the right track.

Personality Traits

Approachable: Technology driven, but people first. It's in my nature to help others.

Daring: My success isn't found through caution. It takes guts to go with these instincts.

Wise: I didn't race to the top. My stripes were earned to show others the way forward.

Sophisticated: Complicated is messy and exhausting. I'm a mix of simplicity and poise.

Commanding: Attention doesn't come from making noise. I have experience with a reputation to match.

Like you, your brand has a personality. You're one in the same. These are the traits that make you recognisable. It's how you'll build and maintain an emotional connection with your audience:

- Brand Competence
- Brand Sincerity
- Brand Excitement
- Brand Endurance

Tone of Voice

- **Be assertive yet relatable, and don't forget to add the warmth. Speak with authority because you know you can walk the talk.**
- **With a sharpness and edge to your sound, you'll cut through the noise for others. Because you're here to simplify things for them.**
- **Adapt your language into context so that when you talk, people listen.**
- **Conviction is in your voice, because your wisdom and experience inspires and uplifts others.**

Misunderstood isn't a good place to be. Building trust and rapport with your audience comes with a consistent voice. You set the tone, connecting and influencing them to follow.

Yes, it's IT. And yes, you can still be social.

- Be sure to stay up to speed with the best posting times for each platform to maximise engagement. You might not beat the algorithm, but it's best you don't beat yourself. E.g. Posting to LinkedIn on a Saturday night probably won't set off fireworks in social land.
- Rules of Engagement: Be you, be human, and have fun with it. People want to engage with a real person.
- Perception Tests: Feedback first, post later. This allows external feedback before it's sent into the social media stratosphere.
- Personality & Tone: To really nail your delivery, adapting your language into context ensures that when you talk, people listen; same message, different courier. Think of it like this:
 - LinkedIn: Suit & Tie.
 - Instagram: Casual Friday.
 - Twitter: Combination.
- Post Structure: Length can vary but format consistency is key. How you present your ideas will build familiarity and resonance with your reader. E.g. Problem > Reaction > Solution.
- Knowing your audience will help you to connect. Understand the general purpose and style of content for each platform to boost engagement.
 - Facebook: Videos and curated content.
 - Instagram: High-res photos, quotes, stories.
 - Twitter: News, blog posts, and GIFs.
 - LinkedIn: Jobs, company news, and professional content.
- Monitor, adapt and adjust. Rules change frequently in the social media world, so scheduling a weekly marketing review is a must to ensure your content remains relevant and is maximising opportunities for engagement.
- Last but definitely not least, add VALUE to your audience. Whether it's insightful, humorous, or practical, they should be left feeling that consuming your content was time well spent.

You're never going to please everyone in the world of Social Media. But that's a good thing, because you're here to shake things up. Let this be your mini-handbook.

Once you've considered the below criteria, your post gets the tick of approval.

Do's and Don'ts

Do's

- Remember your purpose. You may lose your way here and there, but it's hard to forget why you exist.
- Be consistent with your personality and tone. It sends a clear message.
- Stick with your values to help guide you. Check in with them from time to time.
- Katrina Macdermid should always be written like this. Upper case for the first letter of your name and surname.
- All numbers up to twenty are to be written out. From 21 onwards, numbers are numeric. Like that. If there are numbers in the headline of an article, use numerical digits, don't write them out.
- Keep sentences on the shorter side (25 words max). Long run-on sentences can be confusing and irritating.
- Simplify or explain any technical jargon. This is IT – you will run into some. If there is no common parlance translation, include the jargon term with an explanation.
- Use Oxford commas! This is a big one. It makes all the difference between “I got the accountants, Jack and Hank” and “I got the accountants, Jack, and Hank”. Adding a comma before “and” makes your list much clearer.
- We are using a combination of American and British spelling. It should be ‘organization’ not ‘organisation’, as it should be ‘flavour’ not ‘flavor’.
- Word contractions such as don't, won't, shouldn't, etc. are acceptable to use in articles and copy. Just do not overdo it, as using the non-contracted form can add more emphasis.
- Unless referring to a specific person, use the pronoun ‘they’. Writing things like ‘his/her’ is unattractive and archaic.
- When referencing, use the following style: Author for Publication, “Article Title”, Month Day, Year. E.g. John Smith for Katrina Macdermid Brand Guidelines, “Grammar”, January 1, 2017.
- If you are creating a list that is more than three items long, use bullet points or numbers. A long run-on list in

another format can be confusing.

- As with sentences, keep paragraphs short. No paragraph should exceed eight lines in length, as they become daunting on the page.
- When quoting a person or article, use “these types of quotes”. These can also be used around “The Name of an Article”. If there is a quote within your quote, use ‘these types of quotes’. This also goes for words that are not quotes, but are also not a solid part of the sentence. See Pronouns section for examples.
- When referring to the company, use the active voice, e.g. “Katrina is acting as a new leader in IT solutions.” Passive voice should be avoided as much as possible. The only exception is in negative app copy, e.g. “Your action could not be performed” rather than “You cannot perform this action”.
- Make sure you hyphenate compound words to be as clear as possible. E.g. single-use, roll-out, time-waster, etc.

Don'ts

- “Quotes” are not necessary when referring to Official Products, only capitalization.
- Don't quote entire paragraphs from external sources. If you're quoting an article, summarize the information and reference.
- Don't use multiple exclamation points. It's so annoying!!!
- Don't eliminate spaces around em dashes – keep like this – like humans, the words need room to breathe. The exception is when donating a range (e.g. 7–9 months).
- Don't write excessively long sentences, like this one, with a lot of clauses – like this – and addendums, lists, grammatical peculiarities; it can make things hard to read: that is exactly what we don't want.
- Don't use exaggerated language. Something can be “Exciting!” but not “THE BEST THING EVER!”
- Don't use abbreviations outside of recognized ones, such as IT. If unsure, just ask.

False Perceptions

I don't over complicate IT.

I simplify IT by improving relationships.

I don't fix problems with more of the same.

I challenge tired thinking to get fresh answers.

I don't operate by division.

I share knowledge and consider the whole business.

I don't talk in code.

I speak your language.

Starting to see my approach?

I take action to fill the void between IT and business.

I understand people to better support the customer experience.

I'm shaping the future, because change is inevitable.

People's perceptions aren't
always the reality.

A voice of clarity and reason will always draw sustained attention over a loud one.

Now that you've found your voice, let's put it to the test.

What better place to start than your industry. A call to action, to bring them together.

Dear IT

I'm sure you've heard the chatter.
And you've probably experienced the sting of clichés.
You're too rigid. Out of touch. Disconnected.
The slow, inflexible, reactive, complex, and process-heavy type.
Ignorant to the needs of business.
Your old way of thinking is now obsolete.
You've been buffering for a while now; remaining frustrated.
For too long, you've been put in a box.
It's time to challenge these labels with some hard questions; arrive at smarter solutions.
Show business people their perspectives have been skewed.
By improving the business to IT relationship through people; putting them first.
Because when you have a business, you have people.
And when you understand people, you understand business.
Speak a shared language, filling the communication void.
Aligning purpose to come together for a common cause.
To create better customer experiences.
Changing minds with fresh thinking.
Redefining yourselves through action.
Coming out from the shadows to show your faces; your human side.
With personality and passion.
Because technology only connects us, but our humanity will bring us together.

Sincerely,
Katrina Macdermid

**Technology
advancements
are inevitable. We
get to decide how
meaningful they are.**

Louise Agency

Brand Design
www.louise.agency