GRAPHIC PROFILE

version 01.2019

benify

INTRODUCTION

CONTENT

When we talk about our brand identity, we're talking our personality. How our clients, consumers and suppliers experience our brand. We achieve this through our visual language and tone of voice.

The identity elements – our logo, typography, colour palette, and corporate pattern – allow us to create memorable communication which is light, engaging and consistent.

In this document, you'll be guided through the various rules, templates and examples, which make it possible for us to take joint responsibility for our identity.

THE MODERN COMPANY

Benify is a world leader in HR technology with a strong heritage of challenging the status quo. Through innovation, which powers new ways of working, we are redefining the employer-employee relationship.

We offer unique digital experiences which are engaging, involving and simple. When our customers talk to us, we're honest, insightful and likeable. These values are part of our fibre. They're illustrated through our identity.

We're different. And we're proud to be so.

LOGOTYPE

How to use the logotype

The Benify logo is an important part of this process. It helps us to build strong brand association and connects our audience to our broader brand experience. The logo should be clearly visible on all Benify communication and replicated in its original form. The logo consists of a word image and a graphic element. The typeface is Dax Pro and the graphic element depicts the Globe, which consists of flexible notes.

The logo can be used in two formats – landscape and portrait. The most common format is landscape.

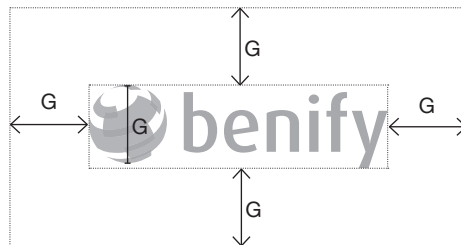**LANDSCAPE FORMAT**

PORTRAIT FORMAT
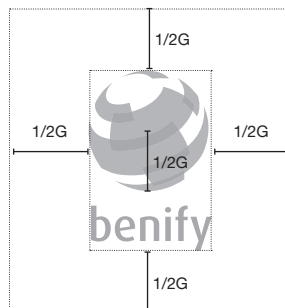
LOGOTYPE

Placement and usage

To ensure the logo is fully visible, it's important to minimise any competing elements close to the placement of the logo.

Ensure a minimum freezone in the immediate area surrounding the logo (see diagram to the right).
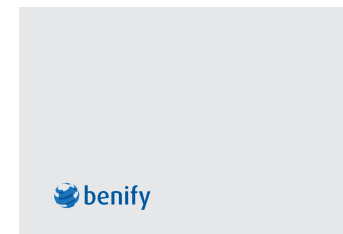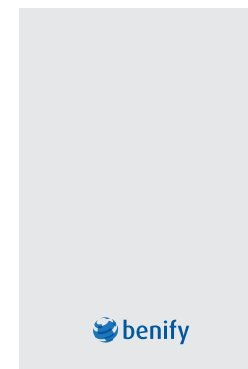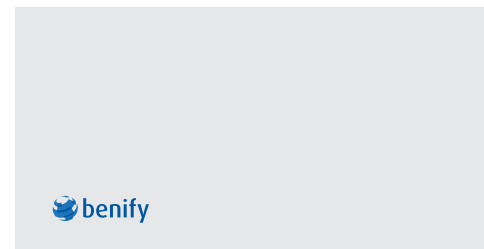
FREEZONE LANDSCAPE

FREEZONE PORTRAIT

PLACEMENT LANDSCAPE / PORTRAIT

COLOURS

How to use the colours

Benify's brand identity consists of two primary colours and seven secondary colours. The primary colours are used in the logo and as the background for promotional materials.

The secondary colours are used as accent colours for icons and graphic elements, as well as the background colour for the various categories within the Benify brand (e.g. work-life balance, compensation).

PRIMARY
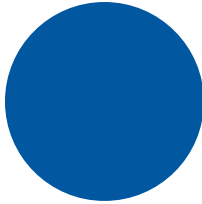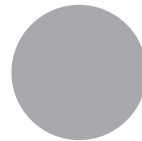
C100 M65 Y0 K9
R0 G80 B154
PMS 2945C
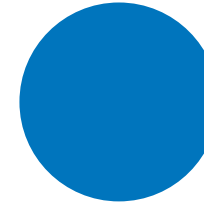
C91 M49 Y0 K0
R0 G89 B169
PMS 3005C

SECONDARY

C0 M0 Y0 K6
R244 G244 B244
PMS COOL GRAY1

C0 M0 Y0 K40
R178 G178 B178
PMS COOL GRAY6

C5 M28 Y92 K0
R243 G187 B27
PMS 7404
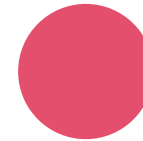
C6 M84 Y42 K0
R224 G70 B103
PMS 219
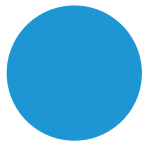
C76 M27 Y0 K0
R34 G149 B211
PMS 292

C0 M58 Y85 K0
R240 G131 B50
PMS 158
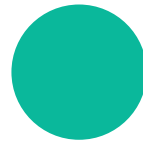
C74 M0 Y51 K0
R35 G176 B150
PMS 3115

CORPORATE PATTERN

Benify's corporate patterns consist of the corporate colours combined together with lines and bubbles to create a vibrant pattern. Used discreetly, this offers a playful and tech-y impression of our brand. The soft round shapes are the basis for Benify's identity to communicate that we're friendly, accessible and easy to work with.

The patterns are compiled using five of our secondary colors. They can be used as backgrounds for the various categories within the Benify brand.

TYPEFACE
Our main font

The Neue Helvetica LT font family is Benify's primary typeface. This spacious digital-friendly font is an expression of our brand persona and overall tonality. It's clean, soft and functional character offers a powerful first impression to our audience. We use medium and bold-condensed weighting for headlines, light weighting for body texts and light italic weighting for quotations.

Arial is our secondary font and an easily accessible alternative. Its use is limited to corporate material which must be opened by general software systems.

Headline 1

Helvetica Bold Condensed/
Helvetica Condensed
Size: 24–30 pt
Line spacing: 27–33 pt

HELVETICA NEUE LT BOLD CONDENSED
HELVETICA NEUE LT CONDENSED

Headline 2

Helvetica 75 Bold/
Helvetica 45 Light
Size: 24–30 pt
Line spacing: 27–33 pt

HELVETICA NEUE LT BOLD
Helvetica Neue LT Light

Body text

Helvetica 45 Light
Size: 9–11 pt
Line spacing: 12–14 pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do min eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Citation

Helvetica 45 Light italic
Size: 9–11 pt
Line spacing: 12–14 pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do min eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

TYPEFACE
Design guidelines

Within our material, we use a clear hierarchy of text sizes and weighting. This establishes a relationship between different types of information and their assigned importance.

The example to the right is formatted as A4 print material.

Subhedline

Is set in capital letters and in the weight 77 Bold Condensed
Size 16 pt, line spacing of approx. 20 pt.

Headline

Helvetica LT Std 77 Bold Condensed
Size 30 pt, line spacing 36 pt.

Introduction

Helvetica Neue 65 Medium
Size 10 pt, line spacing 13 pt. Track approximately 5.

Body text

Helvetica Neue 45 Light
Size 10 pt, line spacing 13 pt. Track approximately 10.
Helvetica Neue 65 Medium for subheadlines in body text.

HÄLSA
Förmånsnamn

Header lorem – ipsum dolor sit amet

Ingress: 3-6 rader. Lorem Ugit autas sinulpa riosam restect enisser spedissit mod explibusdae. Nciderit, sae ligeniae sequibus molor. Borrund ignatur.

Brödtext. Nim quam natus cumetur? At re porectus eum arum videlluptus atectia ectatum cor maximagnat magnimi nciderit, sae ligeniae sequibus molor aut aliae nonsed mo tem ulparcil magnihic te Nim quam natus cumetur? At re porectus eum arum videlluptus atectia ectatum cor maximagnat magnimi nciderit, sae ligeniae sequibus molor aut aliae nonsed mo tem ulparcil magnihic tem

Mellanrubrik
Nim quam natus cumetur? At re porectus eum arum videlluptus atectia ectatum cor maximagnat magnimi nciderit, sae ligeniae sequibus molor aut aliae nonsed mo tem ulparcil magnihic. Nim quam natus cumetur? At re porectus eum arum videlluptus atectia ectatum cor maximagnat magnimi nciderit mi nciderit, sae ligeniae sequibus.

Fördelar för dig som arbetsgivare
» Visa upp tre bästa fördelarna quistem qui volorestem nos destias que.
» Ab ipic tem iligent dolorep edissint facimolor adist quiatem aut des sit la.
» Ut intiis aut dernati abor recesequae con con conet providusdsd.

Fördelar för dina medarbetare
» Visa upp tre bästa fördelarna qui volorestem nos destias que.
» Ab ipic tem iligent dolorep edissint facimolor adist quiatem aut des sit la.
» Ut intiis aut dernati abor recesequae con con conet providus.

Kom igång
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Visste du att?
Lorem ipsum diespmata reddit lorem ipsum diies. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

benify

TYPEFACE
Secondary font

The purpose of the secondary font is to maintain continuity across all document types. Often, when working in Word or PowerPoint documents, it's easier to use a safe font (i.e. a font that will work on all computers).

Benify's secondary font is Arial and should only be used when the primary font is unavailable. Arial then replaces Helvetica Neue.

Arial has four cuts, Regular and Bold with their oblique versions.

Headline 1

Arial Bold
Size: 24–30 pt
Line spacing: 27–33 pt

ARIAL BOLD ABCDEFGHIJKLMNOPQRSTUVXY

Headline 2

Arial Regular
Size: 24–30 pt
Line spacing: 27–33 pt

ARIAL BOLD ABCDEFGHIJKLMNOPQRSTUVXY

Body text

Arial Regular
Size: 9–11 pt
Line spacing: 11–13,5 pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do min eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Citation

Arial Italic
Size: 9–11 pt
Line spacing: 11–13,5 pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do min eiusmod tempor incididunt ut labore et dolore magna ullamco laboris nisi ut aliquip ex ea commodo consequat.

TYPEFACE
Design guidelines

For all materials, there is a clear hierarchy for text size and weight. This establishes a relationship between different types of information and their assigned importance.

Arial bold is used for headlines and sub-headlines. Arial regular is used for the text body.

Headline
Arial Bold
Size 20–24 pt, the text is set in capital letters.

Body text
Arial Regular
Size 9–10 pt

Sub-header
Arial Bold
Size 10–12 pt

HEADLINE IN ARIAL BOLD

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Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore magnam aliquam quaerat voluptatem.

Sub-headline in arial bold
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore magnam aliquam quaerat voluptatem.

Lorem ipsum dies poemata reddit
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

benify   Benify AB I Banérgatan 16 I 115 23 Stockholm I Tel: 08-210 210 I info@benify.se

TYPEFACE
Leaflets

The following pages contain working examples of how the branding identity works in practice. The consistent and repeated use of design elements reinforces our design style, essentially building the Benify visual language.

VISUAL LANGUAGE
Photography

Our visual content is representative of our brand values.

Our images communicate that we are a modern, diverse, and professional company.

The images should depict an urban feel to highlight our mobile product, our urban demographic userbase and our vibrant brand values. Round shapes should be used for consistency purposes.

VISUAL LANGUAGE
Icons

Any use of icons should follow the same round-shape concept and include the secondary colors.

The icons are primarily intended to illustrate different notions, functions and specific features of the Benify product (for example, in PowerPoint).

VISUAL LANGUAGE
Illustrations

Illustrations should be used to lighten any heavy content (e.g. where statistics are used and complex subject matters are discussed). Illustrations can be used for any kind of material, the most common examples being for eBooks and PowerPoints.
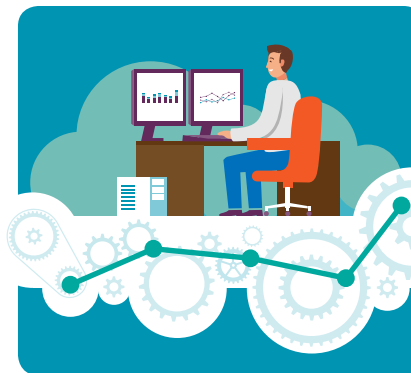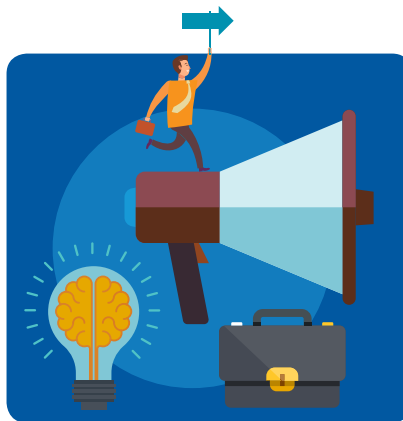
TONE OF VOICE

Our tone reflects the simplicity of our digital experience. It should be short, simple and light. We're made for mobile. Less is always more.

Our reputation as a new thinker is made possible by content, which is insightful, progressive and authoritative.

We do it in our own way. We make light work of heavy content. And turn complex into simple.
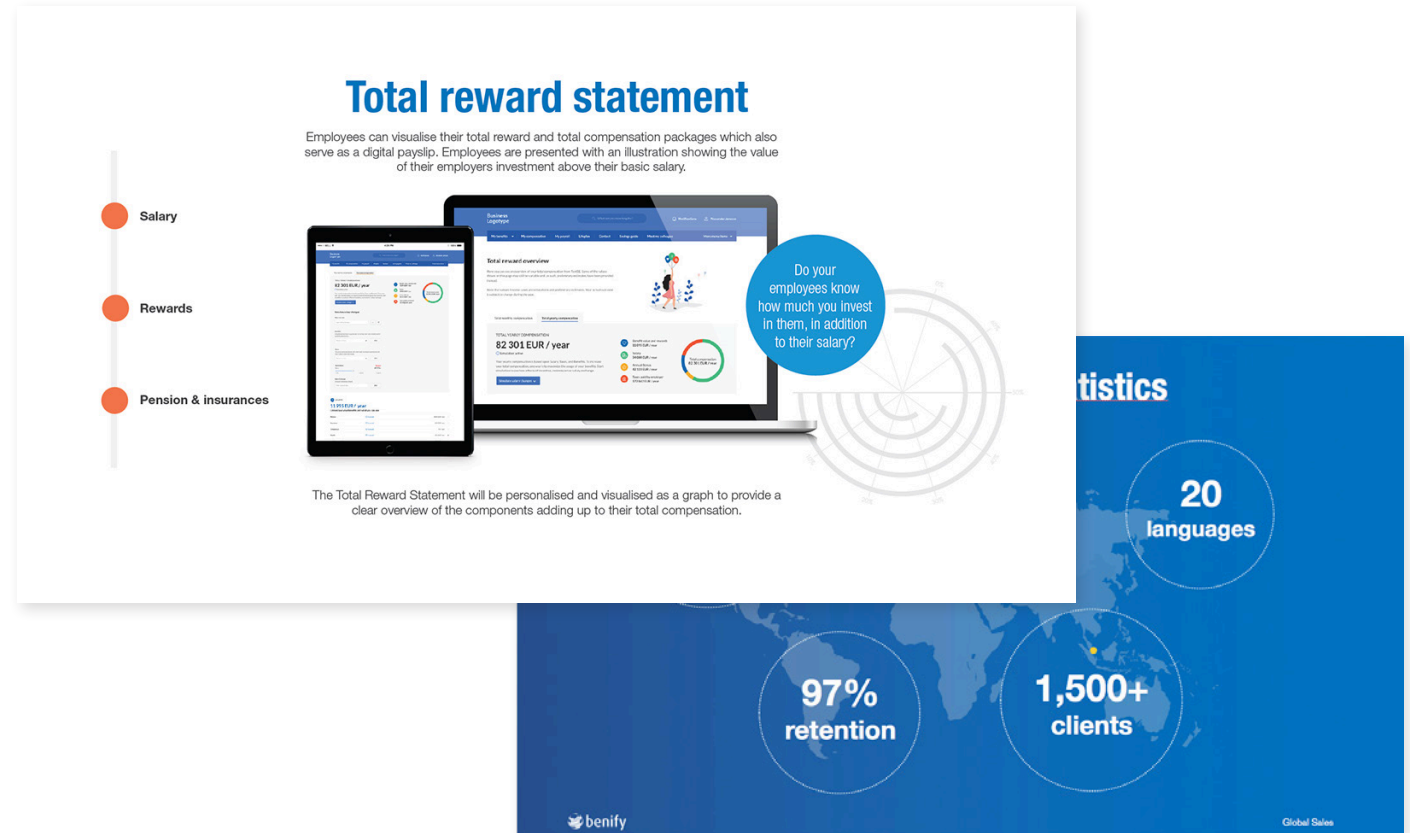
EXAMPLE OF APPLICATION

Here you can find some examples of the materials which encapsulate our graphic profile.

▪ Brochure
▪ Poster
▪ OnePagers
▪ Roll-ups
▪ PowerPoint
▪ eLetter
▪ Website
▪ Word template
▪ eBook
▪ Merchandise
▪ Film

BROCHURE COVER

The brochure uses primary blue as its background colour and is brought to life through the subtle corporate pattern and images, which convey our friendly and dynamic environment.

The typeface used is Neue Helvetica LT.

BROCHURE SPREAD

Helevetica Neue LT is used as the main typeface together with the images representing dynamic working environments along with Benify products presented in round shapes.

It's important to keep the layout clean and easy to read.

Rekryteringsutmaningen

Välfärdssektorn behöver rekrytera cirka 500 000 nya medarbetare fram till 2026, enligt en analys från SKL[1]. För en genomsnittlig kommun betyder det mer än 200 nyanställningar varje år; för större kommuner så många som 1000.

Bakgrunden är att barn och äldre beräknas bli fler i relation till dem som arbetar, i kombination med stora pensionsavgångar. Samtidigt genomgår arbetsmarknaden stora förändringar. Hur ska den offentliga sektorn konkurrera om de bästa medarbetarna i en tid präglad av ökad digitalisering och kommunikation? Och hur ska man få dem att stanna längre i sina yrken?

Hur stärker man arbetsgivarvarumärket?
Den offentliga sektorn behöver skapa förutsättningar för ett hållbart arbetsliv med medarbetarnas hälsa och utveckling i centrum – och marknadsföra sig som en modern och attraktiv arbetsgivare. Det här kräver uppdaterade arbetsverktyg anpassade för en yngre generation. Siffror från Regeringskansliet visar att så snart som år 2025 kommer 75% av arbetskraften att vara född 1985 eller senare[2]. Dessa medarbetare har helt andra förväntningar på digitala lösningar än den generation som nu går i pension.

Öka engagemanget med hjälp av digitalisering
Digitalisering möjliggör effektivare kommunikationsvägar mellan arbetsgivare och medarbetare. Det här förenklar inte bara vardagen för medarbetarna, utan gör dem också mer aktivt engagerade i sitt arbete. Och medarbetarengagemang är ett framgångsrikt recept för både minskad personalomsättning och ökad produktivitet.

82% av Benifys portalanvändare som är födda efter 1985 loggar in via mobilen

Unika insikter

Vi på Benify samarbetar med en mängd företag och organisationer inom såväl privat som offentlig sektor, med allt från fem till tiotusentals anställda. Vår förmånsportal har över en miljon användare – något som ger oss unika insikter om vad olika demografiska grupper efterfrågar. Därmed kan vi vägleda arbetsgivare till att paketera sina befintliga kollektivavtalade och lokala förmåner på bästa sätt. Kompletterat med rätt urval av färdigupphandlade förmåner skapas ett personligt och attraktivt erbjudande för varje medarbetare, som också ligger i linje med organisationens övergripande värderingar och HR-strategi.

Mer än bara förmåner
Benify förknippas kanske främst med förmåner, men vår största styrka ligger i att erbjuda verktyg för effektivare kommunikation och HR-administration. Vi ser till att medarbetarna förstår och uppskattar värdet av vad arbetsgivaren investerar i dem. Våra lösningar för rekrytering, introduktion, pendling, karriärsutveckling och work-life balance – hela vägen till avslut och alumniklubbar – skapar en skräddarsydd upplevelse genom hela anställningscykeln.

Nå medarbetarna där de är
Långt ifrån alla sitter vid ett skrivbord med ständig tillgång till intranät och jobbmejl. Vår mobilanpassade portal gör det möjligt att nå medarbetarna med riktad kommunikation var de än befinner sig. På så sätt ökar kontaktytorna, och därmed engagemanget, ännu mer.

Visste du att...
medarbetare i offentlig sektor uppskattar sina förmåner mindre än privatanställda – trots likvärdigt eller bättre utbud?

1 https://webbutik.skl.se/bildermartiklar/pdf/7585-610-0.pdf
2 http://www.regeringen.se/regeringens-politik/tillsammans-for-unges-i-jobb/grafer/

BROCHURE COVER

The brochure uses primary blue as its background colour and is brought to life through the subtlecorporate pattern and images which convey our friendly and dynamic environment.

The typeface used is Neue Helvetica LT.

BROCHURE SPREAD

Helevetica Neue LT is used as the main typeface together with the images representing a dynamic working environment and Benify's products in round shapes.

It's important to keep the layout clean and easy to read.
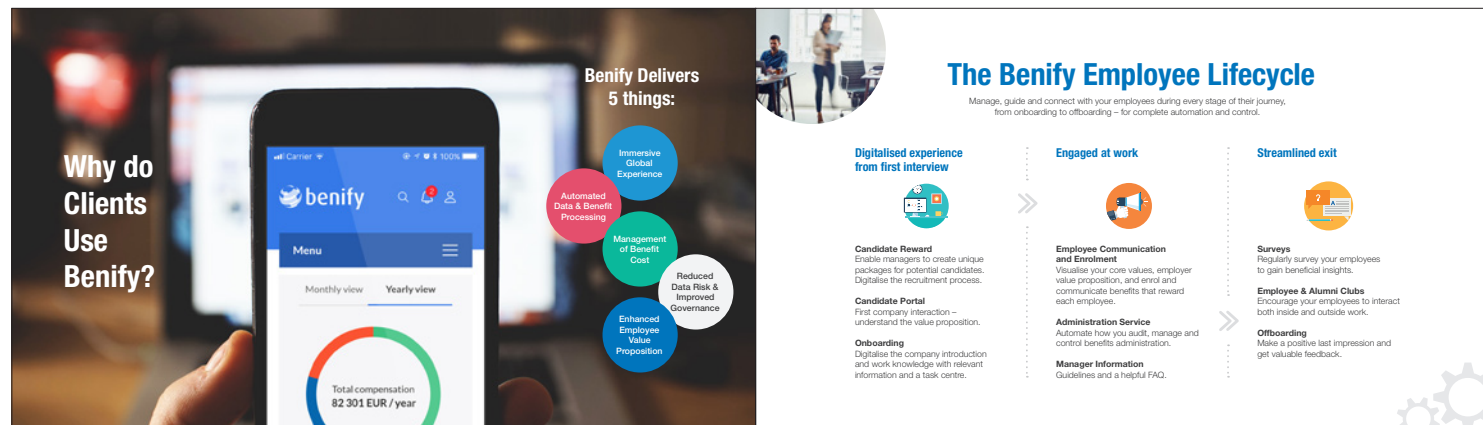
POSTER

Posters follow the same concept as other materials.

Images cover the background with Helevetica Neue LT used as the font. Round-shaped graphic elements such as bubbles containing an image should be used for consistent graphic language.

ONE-PAGER

A one-pager is another example of a consistent and clean design. The corporate pattern is used to reinforce brand recognition and to differentiate between the different product categories.

The colours used here are our secondary colours.

HÄLSA
Förmånsnamn

Header lorem – ipsum dolor sit amet

Ingress: 3-6 rader. Lorem Ugit autas sinulpa riosam restect enisser spedissit mod explibusdae. Nciderit, sae ligeniae sequibus molor. Borrund ignatur.

Brödtext. Nim quam natus cumetur? At re porectus eum arum videlluptus atectia ectatum cor maximagnat magnimi nciderit, sae ligeniae sequibus molor aut aliae nonsed mo tem ulparcil magnihic te Nim quam natus cumetur? At re porectus eum arum videllup-tus atectia ectatum cor maximagnat magnimi nciderit, sae ligeniae sequibus molor aut aliae nonsed mo tem ulparcil magnihic tem

Mellanrubrik
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Fördelar för dig som arbetsgivare
» Visa upp tre bästa fördelarna quistem qui volorestem nos destias que.

» Ab ipic tem iligent dolorep edissint facimolor adist quiatem aut des sit la.

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Fördelar för dina medarbetare
» Visa upp tre bästa fördelarna qui volorestem nos destias que.

» Ab ipic tem iligent dolorep edissint facimolor adist quiatem aut des sit la.

» Ut intiis aut dernati abor recesequae con con conet providus.

Kom igång
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Visste du att?
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benify

ROLL-UP

Our roll-ups adopt the same concept as other materials using the primary blue as its background colour along with bubbles containing an image.

POWERPOINT

The PowerPoint template offers
a broad variety of predetermined
graphic options, including
backgrounds, icons and images.

PowerPoint presentations use
the Arial typeface because of its
likeness to the Helvetica family
(and for the fact it's widely available
on most computers).

NEWSLETTER

Newsletters should contain one of our corporate images. The image should be placed at the top of the page.

Minimal design and content ensures easier interaction and higher conversion.
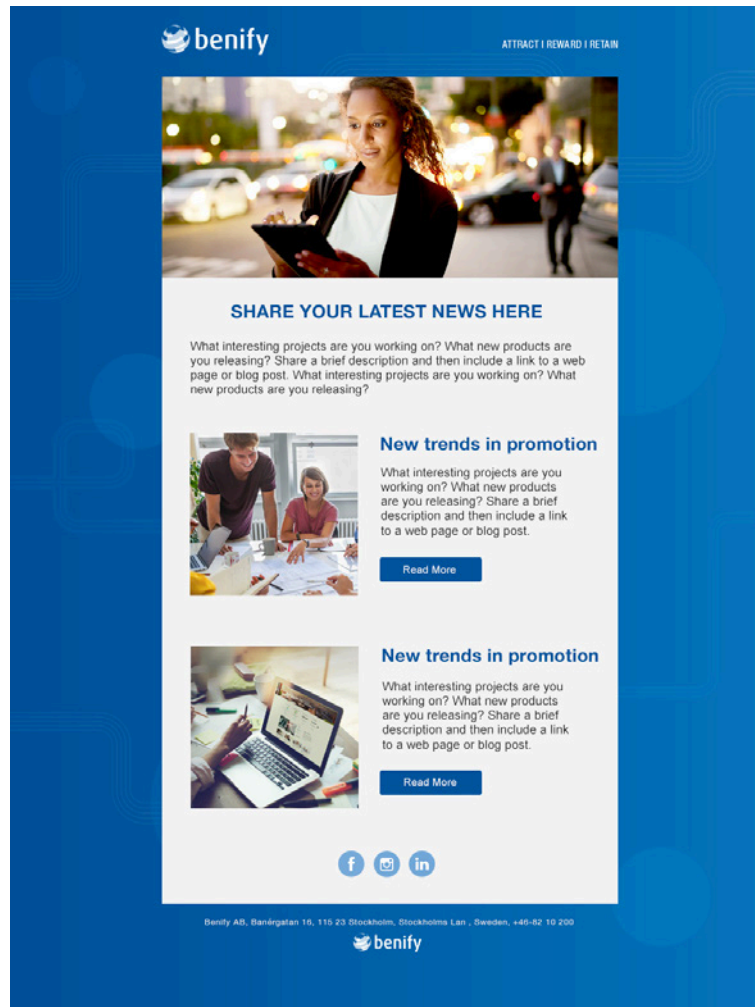
WEBSITE

The website is the face of the company. It's important that all content is short, concise and visually compatible with our graphical profile.
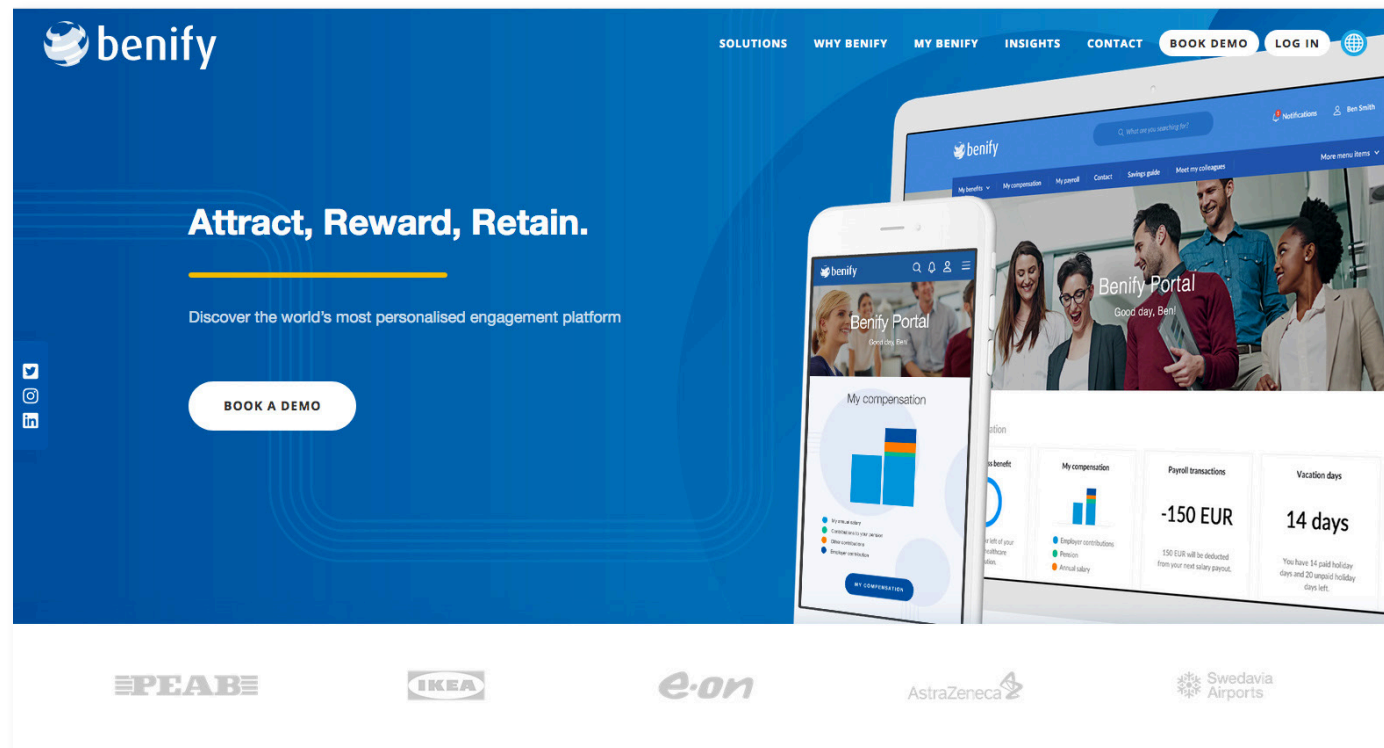
CORPORATE STATIONARY

Our business cards adopt the same concept as all other materials whereby we use the primary blue as a background colour with the words Attract, Reward, Retain along with the corporate tech-y pattern. The information side of the card sees our logo at the top middle followed by employee information cntered and written in Helvetica Neue.
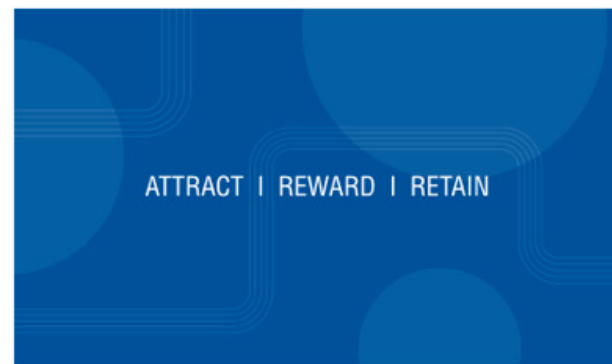
CORPORATE STATIONARY

Our binders adopt the same concept as all other materials using the primary blue as a background colour. The inside of the binder is white and does not contain any other elements.

CORPORATE STATIONARY

The word template is visually minimal, easy-to-navigate and appropriate in a business context. Subtle curved graphical elements and the logo ensure association with the Benify brand.

The world's most personalised engagement platform

SUCCESSFULLY IMPLEMENTED GLOBAL PROJECTS

MAIN TITLE

Varor och tjänster som erbjuds via Benifys förmånsportal köps av en arbetsgivare till dennes anställda som personalförmåner. Arbetsgivaren är således köparen (säljarens motpart) och den som ska betala säljaren. Benify är arbetsgivarens administratör av personalförmåner och betalar säljaren på arbetsgivarens vägnar. Benify är också den part som skapar fakturorna (självfakturorna) åt säljaren avseende de varor och tjänster som arbetsgivaren köpt och ska betala.

Second level
Varor och tjänster som erbjuds via Benifys förmånsportal köps av en arbetsgivare till dennes anställda som personalförmåner. Arbetsgivaren är således köparen (säljarens motpart) och den som ska betala säljaren. Benify är arbetsgivarens administratör av personalförmåner och betalar säljaren på arbetsgivarens vägnar. Benify är också den part som skapar fakturorna (självfakturorna) åt säljaren avseende de varor och tjänster som arbetsgivaren köpt och ska betala. Varor och tjänster som erbjuds via Benifys förmånsportal köps av en arbetsgivare till dennes anställda som personalförmåner. Arbetsgivaren är således köparen (säljarens motpart) och den som ska betala säljaren. Benify är arbetsgivarens administratör av personalförmåner och betalar säljaren på arbetsgivarens vägnar. Benify är också den part som skapar fakturorna (självfakturorna) åt säljaren avseende de varor och tjänster som arbetsgivaren köpt och ska betala. Varor och tjänster som erbjuds via Benifys förmånsportal köps av en arbetsgivare till dennes anställda som personalförmåner. Arbetsgivaren är således köparen (säljarens motpart) och den som ska betala säljaren. Benify är arbetsgivarens administratör av personalförmåner och betalar säljaren på arbetsgivarens vägnar. Benify är också den part som skapar fakturorna (självfakturorna) åt säljaren avseende de varor och tjänster som arbetsgivaren köpt och ska betala.

Third level
Varor och tjänster som erbjuds via Benifys förmånsportal köps av en arbetsgivare till dennes anställda som personalförmåner. Arbetsgivaren är således köparen (säljarens motpart) och den som ska betala säljaren. Benify är arbetsgivarens administratör av personalförmåner och betalar säljaren på arbetsgivarens vägnar. Benify är också den part som skapar fakturorna (självfakturorna) åt säljaren avseende de varor och tjänster som arbetsgivaren köpt och ska betala.

benify   Benify AB I Banérgatan 16 I 115 23 Stockholm I Tel: 08-210 210 I info@benify.se

EBOOK

Ebooks follow the same graphical concept as the rest of the materials with the corporate typface - Helvetica Neue.

Ebooks are a great example of where we use illustrations to simplify dense information to make the content easier to digest.

The ebooks are a graphic-heavy production and use all of our different graphical elements.

Each Ebook should have its own identity and character which differentiates each book from one another.
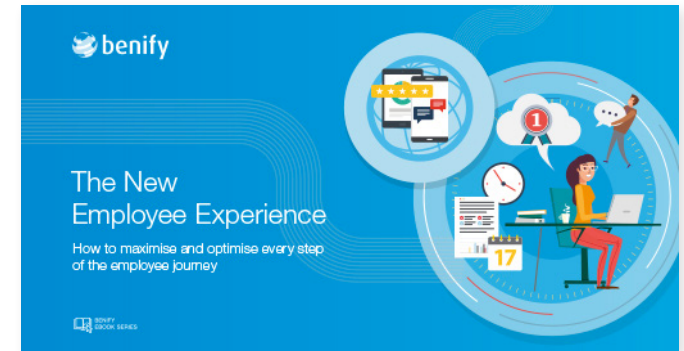
GIVEAWAYS

It's vital that giveaways are attractive and consistent with our brand concept.

We would like our clients and partners to actually want to use the items, which, in turn, further promotes our brand.

VIDEO PRODUCTION

Motion production should use images that are consistent with our visual language. Depending on the purpose of the video thay should have Intro and outtro that work on the recognition factor of the brand.

The intro can consist of the Benify Presents and the techy animated background. The outtro can have the animated globe (earth) that turns into the globe in the logo with the slogan - Attract, Reward, Retain or The most personalized engagement platform depending on the target audience and market.