STANDARD INSIGHTS

Media Kit
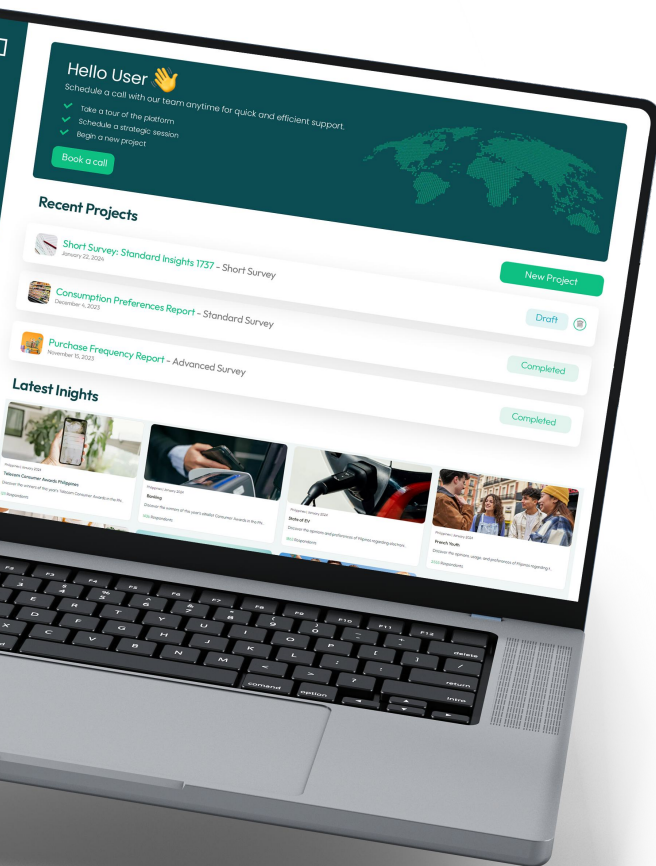
Design System

Table of contents

Media Kit

Overview

This media kit provides detailed information about Standard Insights, including our brand identity, services, and unique methodology. It is designed to give stakeholders, such as media professionals, potential partners, and industry analysts, a comprehensive understanding of our company's distinctive qualities. Each section is enriched with visuals and data to ensure our message is communicated effectively and clearly.

We invite journalists, brand representatives, and potential partners to use the information in this kit for articles, project preparations, or partnership evaluations. It is intended as a resource to help accurately represent our brand and to facilitate the formation of beneficial professional relationships.

For additional information not found in this media kit, or if you have specific questions, please contact our marketing team at marketing@standard-insights.com. We are dedicated to providing quick and thorough responses to all inquiries, ensuring you receive the highest level of service and support.

About Standard Insights

Standard Insights transforms traditional market research practices, bringing brands and institutions closer to what consumers really think and feel. Our advanced proprietary platform and direct sourcing methodology innovate at every stage of the research journey, enabling brands to initiate research, collect data, visualize, analyze, and gain actionable insights—all in one place. With unparalleled scale, speed, and reliability, our tools empower you to understand and engage your audience effectively, ensuring your brand remains the top choice for consumers globally. Trusted by leading names such as PepsiCo, UNDP, Cartier, and Unilever, we are the partner of choice for those looking to stay at the forefront of consumer insight.

Florian Gaudel in
Founder & CEO
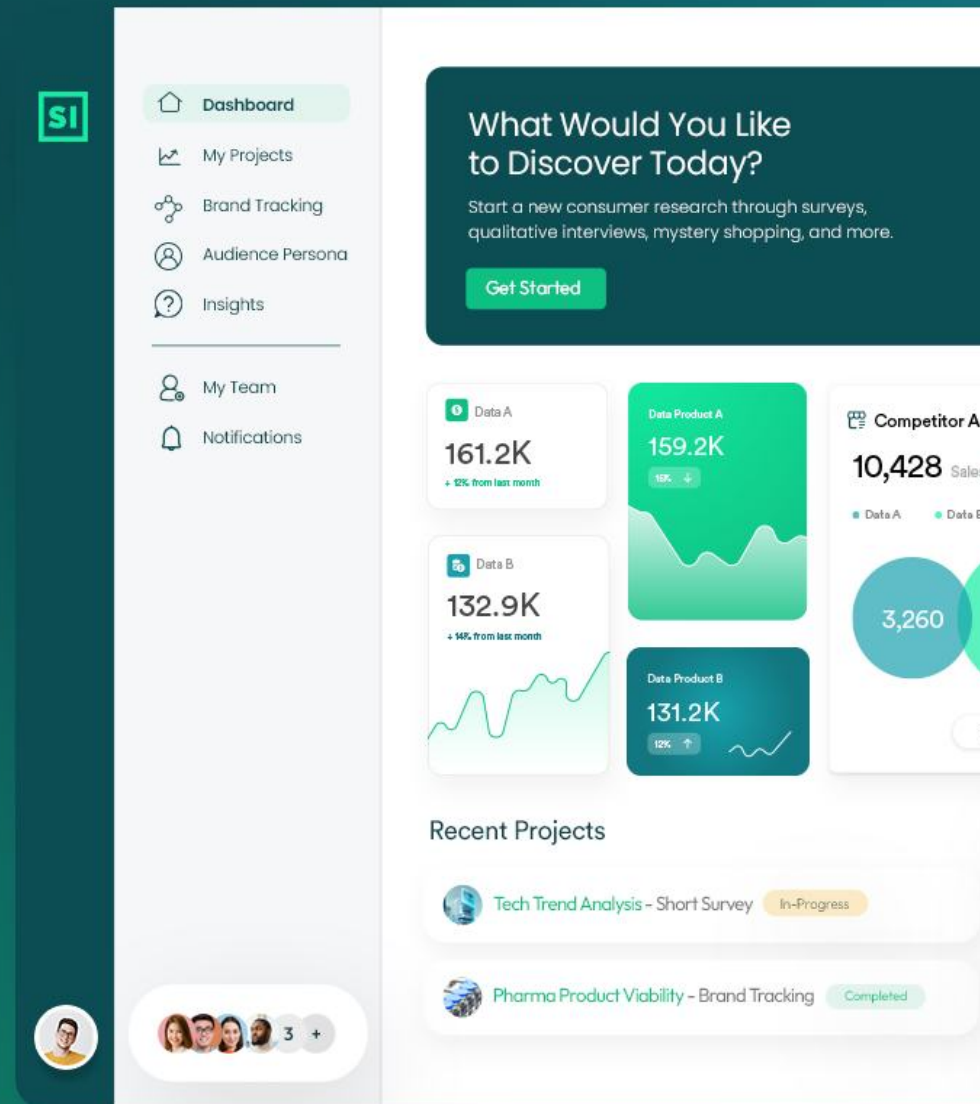
Usage and application

Logo

A design system is a great way to keep everyone aligned. Use this template to document design patterns, assets, and brand. Make assets downloadable for anyone on your team.

Icon

The lettermark logo is used as a favicon and as a design element only. It should not be used to singularly represent the company in any for of publication.

Wordmark

The official Standard Insights wordmark logo used in all publications.

Usage and application

Safe space

The letter spacing of the text in the logo should be -5 at all times. The space between the logo text it's border should be 1/2 the with of the logo's height (which is half the width of the exclusion zone).

Backgrounds

Green can be used on White, light-hued, dark-hued, or Black backgrounds. Advisable as accent colour. Not advisable as background colour.

Icon

Wordmark

SI

A

1/2A

STANDARD INSIGHTS

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Using the brand palette

Colours

Green is a versatile color that functions as both a primary and accent color in our visual identity. It's utilized in various shades to convey different emotions and messages:

- **Primary Green:** This is our brand's signature shade, used predominantly in logos, major UI elements, and key communications to instantly connect viewers with our brand.
- **Secondary Greens:** Lighter or darker variations provide depth and flexibility for design purposes, used in backgrounds, gradients, and to highlight important information.
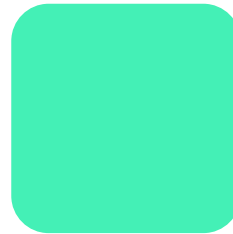
Aquamarine
#44f1b6
RGB (68, 241, 182)

Aquamarine 2
#15eda3
RGB (21, 237, 163)
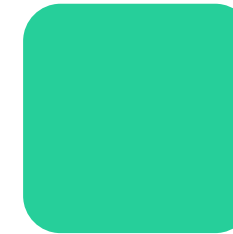
Emerald
#27D09B
RGB (39, 208, 155)

Mint
#0fc083
RGB (15, 192, 131)

Moonstone
#18a1ad
RGB (24, 161, 173)

Carribean Current
#127780
RGB (18, 119, 128)

Midnight Green
#0c4d53
RGB (12, 77, 83)

Midnight Green 2
#0E454A
RGB (14, 69, 74)

Guidelines for Applying Color

1. **Consistency**: Use the same shades of green across all digital and print media to maintain brand coherence.

2. **Contrast**: Ensure sufficient contrast when pairing green with other colors, especially for text and background combinations to guarantee readability.

3. **Emotion and Emphasis**: Choose the appropriate shade of green to match the emotional tone of the content, with brighter shades for more energetic messages and darker tones for more professional and serene communications.

Using the brand palettee

Typography

Primary

Raleway - Extrabold

Raleway is used for titles, headings, and other texts other than the body of a text. For the aforementioned texts, we use the Extrabold variant. It can also be for the text body with the Regular variant when the secondary font is not available or cannot be imported to a platform. This font is an open-source font from Google Fonts.

Aa

Raleway - Google Fonts

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Using the brand palettee

Typography

Secondary

Outfit - Medium

Outfit is used for text bodies, footnotes, and other texts that are not flashy, and support a title or headline. It is also the main font of the official website of Standard Insights. It is also the font used for numbers, as the primary font creates asymmetry when used for numbers. This font is an open-source font from Google Fonts

Aa

Outfit - Google Fonts

| Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Imagery

Photography

Our photography plays a vital role in shaping the visual identity of our brand across digital platforms. Each image is carefully chosen to craft a narrative that resonates with our audience and reinforces our brand values.

Our platform imagery emphasizes clarity, professionalism, and authenticity. We prioritize:

- **Composition**: To create engaging and clear visuals.
- **High Quality**: Ensuring images are high-resolution and sharp for optimal display on all digital formats.
- **Brand Consistency**: Using a consistent color palette and style to enhance brand recognition.
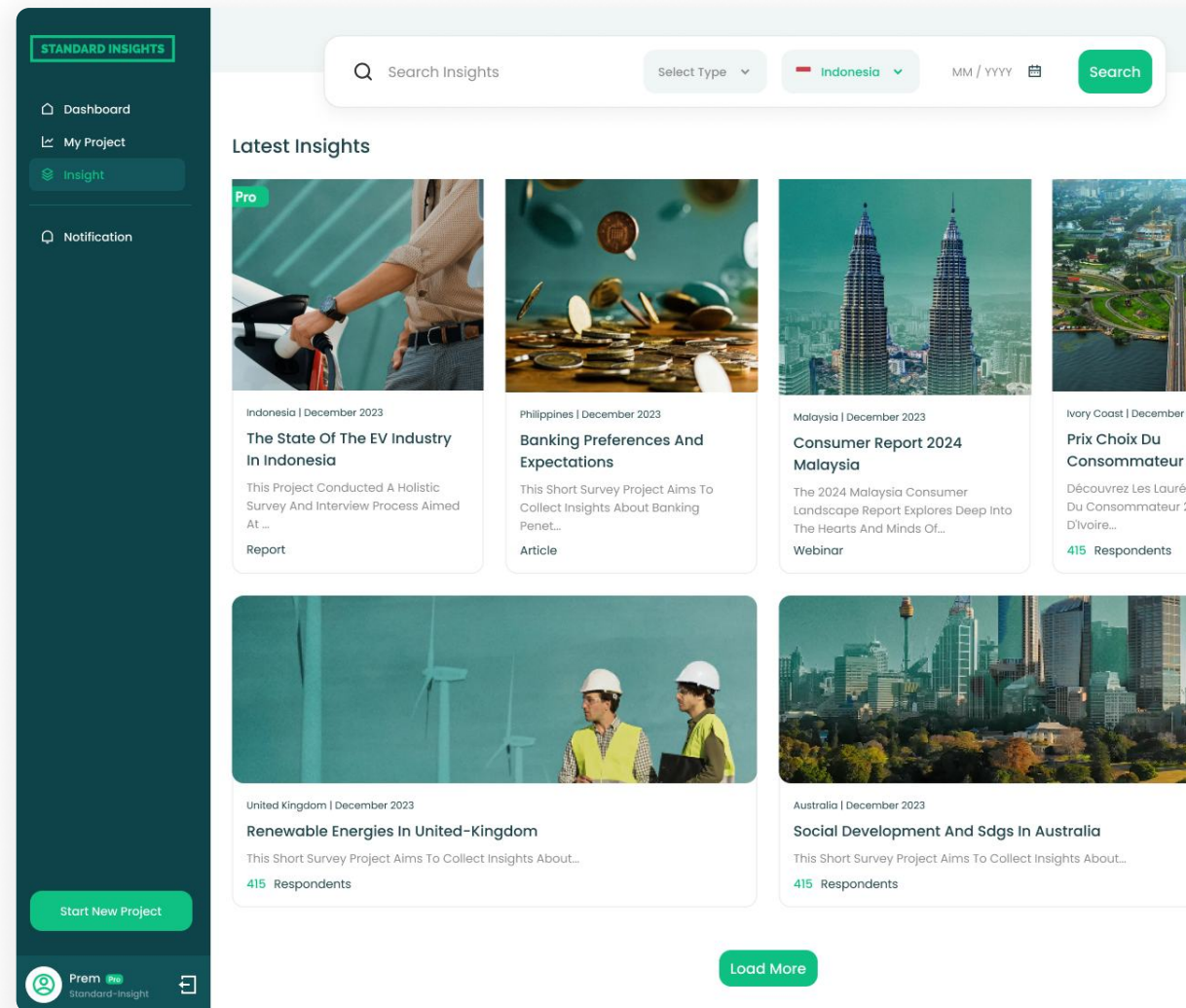
How it Works

Methodology

Revolutionizing Market Research with Precision and Integrity

At Standard Insights, we go beyond traditional research methods, which often rely on outdated panels and aggregated data. Such approaches can lead to inaccuracies, as seen in many high-profile mispredictions. Unlike these methods, we directly engage with your unique audience where they are most active, ensuring the data we collect is both relevant and reliable.

Where do you find respondents?

We strategically recruit participants from various platforms to ensure a diverse and engaged respondent pool. Our recruitment extends across digital channels—including social media, mobile apps, online communities, blogs, media outlets, and newsletters—as well as offline methods such as in-store interactions and out-of-home (OOH) advertising. This comprehensive approach allows us to connect with potential respondents in their natural environments, enhancing the relevance and authenticity of the insights we gather.

How do you incentivize people?

Instead of monetary rewards, we offer incentives that resonate with the participants' personal interests and cultural values. This non-monetary approach attracts genuinely interested respondents, enhancing the quality of our data.

How it Works

Methodology

Innovative Features of Our Methodology

Direct to Consumers

By eliminating middlemen, we gather insights directly from the source, increasing both accuracy and efficiency.

Zero Incidence Rate

You only pay for qualified respondents, ensuring every dollar spent contributes to valuable insights.

Global Reach

Our methodology allows us to gather and analyze consumer insights from anywhere in the world.

AI Quality Control

Utilizing advanced AI technology, we meticulously analyze and filter each response, maintaining the highest standards of data integrity.

Human Oversight

Our dedicated team provides an additional layer of quality control, ensuring the precision of our data.

For a deeper visit our methodology page:
https://standard-insights.com/methodology/

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