

# Media *pack.*

Our story, our mark and how to use it.  
Everything media and partners need to  
show EngageRM at its best.



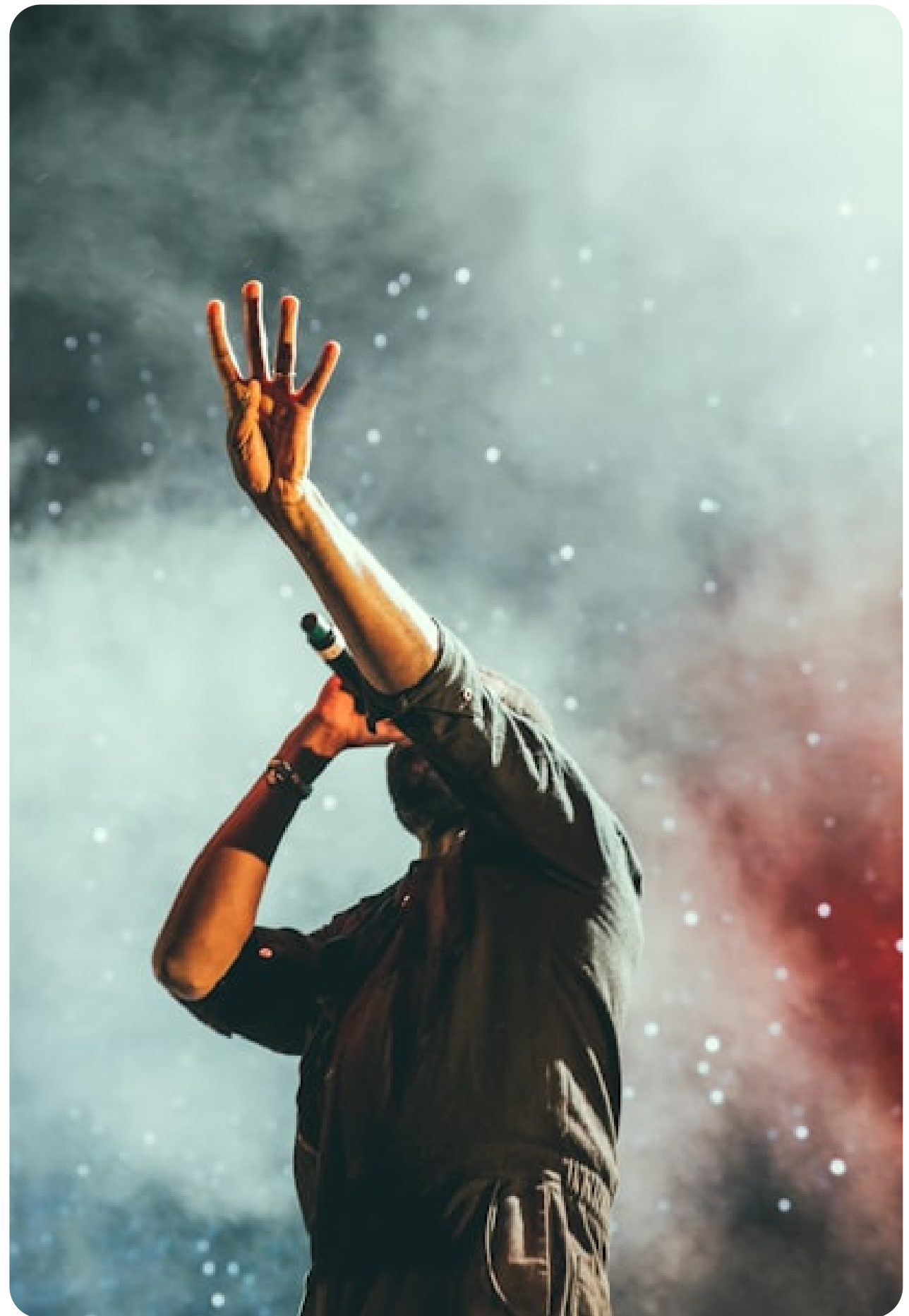
# Contents

A quick guide to who we are and how our brand shows up. Use it whenever you write about us, feature our mark or build something together.

|    |                |    |
|----|----------------|----|
| 01 | About EngageRM | 03 |
| 02 | Brandmark      | 05 |
| 03 | Colours        | 10 |
| 04 | Typography     | 13 |
| 05 | Contacts       | 18 |

# 01

## About Engage*RM*



# Who we are

## OUR VISION

**Connected,  
*engaged* fans!**

## OUR MISSION

**Powering sports and  
entertainment with smart tech  
to transform, engage and  
grow.**

**We help the world's most elite sporting teams,  
leagues and venues turn fans into revenue.**

EngageRM empowers sports and entertainment organisations with innovative technology and actionable insights that enhance customer engagement, drive revenue growth and build lasting relationships. One Microsoft-native platform connects ticketing, payments and fan data to grow premium, partnership and membership revenue.

Australian in origin and global in approach, we bring deep expertise in CRM, data analytics, AI and automation. We're Microsoft's #1 partner in sports & entertainment, and the only sports & entertainment partner in Microsoft's FastTrack Program.

## OUR VALUES



### United

Own the game, win  
together.



### Trusted

Deliver every play,  
build every win.



### Connected

Stay sharp, move fast,  
level up.

# 02

## Brandmark

- 2.1 Our brandmark
- 2.2 Clear space & sizing
- 2.3 Usage over backgrounds
- 2.4 Brandmark misuse

# Our brandmark

A record. A wordmark. A signature.

The EngageRM brandmark pairs a stacked “record” glyph, a nod to clean, organised data, with a Montserrat wordmark. The italic “RM” signals motion and the human side of relationship management.

The primary lockup is used in almost every instance. When space is too tight for the wordmark, use the standalone glyph.

The wordmark is never used without the glyph, and the glyph only stands alone below the wordmark’s minimum size.

**Always use the brandmark files provided. Do not re-create.**

[Asset library: Logos & lock-ups →](#)

## PRIMARY LOCKUP



## STANDALONE GLYPH



## GLYPH · REVERSE



# Clear space & sizing

Give the brandmark room. Keep a clear space of at least **x** on every side, where x equals the height of the glyph.

Don't place type, photography or other logos inside that zone.

## Minimum sizes

- 🖥 Wordmark: never below **88px** wide on screen
- 🖨 Wordmark: never below **22mm** wide in print
- ☐ Below that, use the glyph alone at a minimum of **16px / 4mm**

CLEAR SPACE · X = GLYPH HEIGHT



## MINIMUMS

— 88px —



SCREEN

— 22mm —



PRINT

16px / 4mm



GLYPH

# Usage over backgrounds

The brandmark has four approved lock-ups. Use the full-colour mark on white, mint and lavender. Use the reverse (white) mark on ink. Always use the master artwork provided.

PRIMARY · LIGHT



ON MINT



ON LAVENDER



REVERSE · ON INK



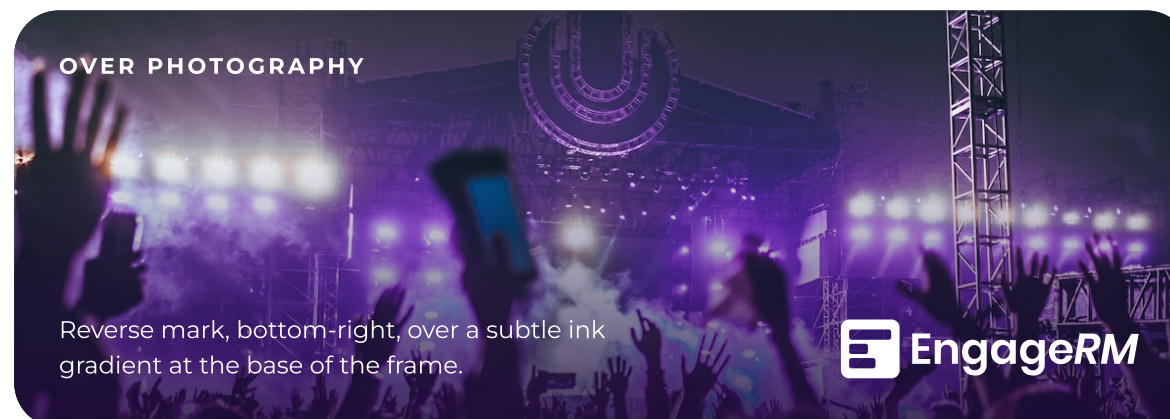
## ✓ Co-branding

Partner logos sit on paper, in greyscale or full colour, never directly on mint or lavender. EngageRM always sits on the left of the “+ divider”.



PARTNER LOGO

OVER PHOTOGRAPHY



Reverse mark, bottom-right, over a subtle ink gradient at the base of the frame.

# Brandmark misuse

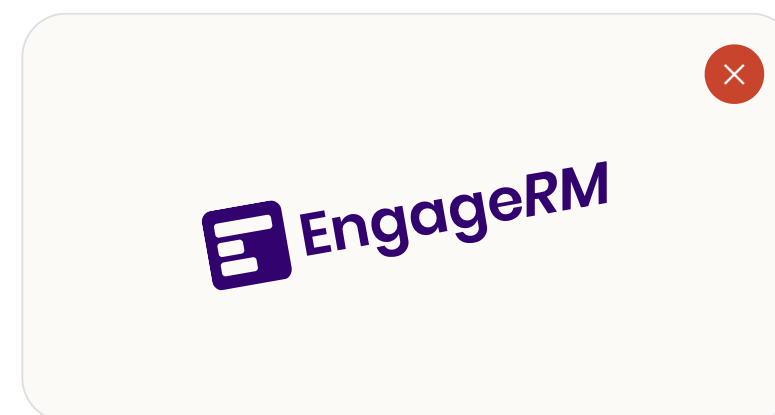
Always use the brandmark as described in this pack. Never do any of the following.



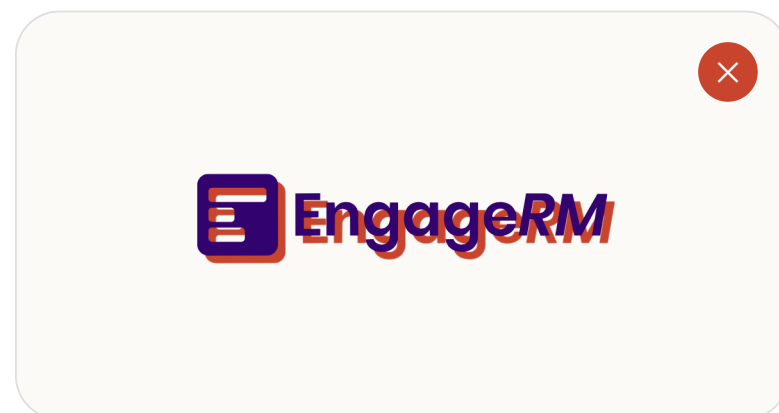
Don't stretch or distort



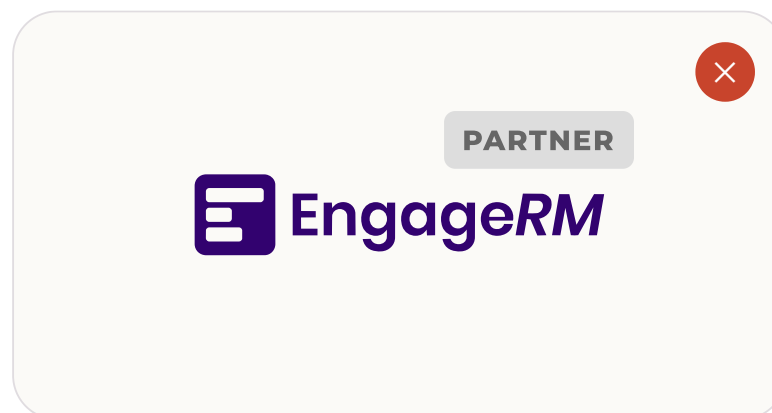
Don't place on off-brand backgrounds



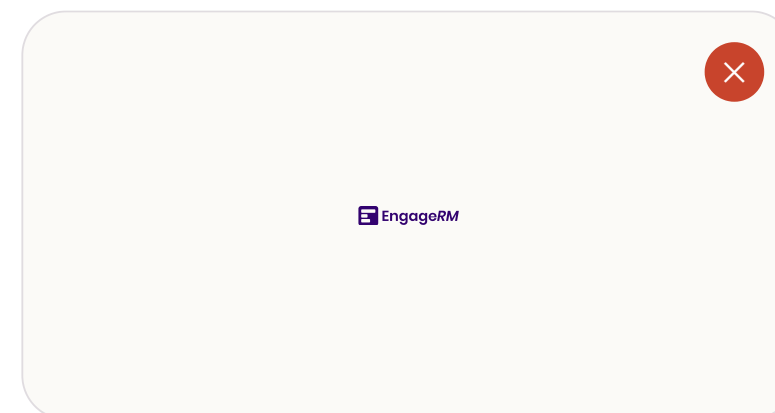
Don't rotate



Don't add shadows or effects



Don't crowd the clear space



Don't go below minimum size

# 03

## Colours

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**3.1** Primary palette

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**3.2** Ratio, tints & pairings

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# Primary palette

**Mint forward. Lavender warm. Ink loud.**

Mint is our signature, the feeling of a crowd lit by stadium green. Lavender supports as a calmer secondary surface. Ink purple anchors all type and the deepest brand statements.

White gives everything room to breathe.

Please don't use colours that aren't listed here or derived from them. The orange, dark blue and secondary colours from earlier packs are retired.

PRIMARY

Mint

HEX #A7FFD5

RGB 167 / 255 / 213

CMYK 32 / 0 / 31 / 0

Pantone 2255 C

SECONDARY

Lavender

HEX #E9DFFF

RGB 233 / 223 / 255

CMYK 8 / 13 / 0 / 0

Pantone 2705 C

TYPE

Ink

HEX #3D176D

RGB 61 / 23 / 109

CMYK 80 / 95 / 12 / 22

Pantone 2685 C

DEEP · REVERSE

Ink Deep

HEX #1F0A3D

Reverse backgrounds & hero

SURFACE

Paper White

HEX #FFFFFF

Default surface

SURFACE · WARM

Paper Warm

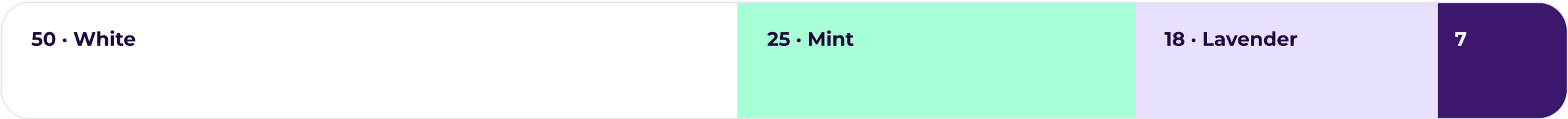
HEX #FBFAF7

Print & long form

# Ratio, tints & pairings

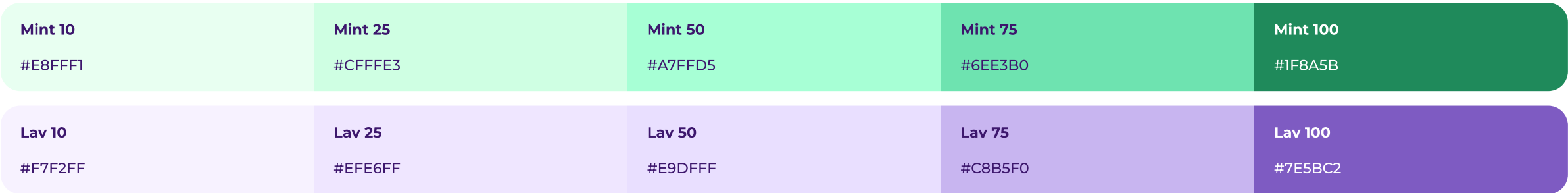
## Colour ratio

Aim for roughly this balance across any page or campaign. Mint leads, never bury it.



## Tints

Only where the core palette is unworkable: long-form data, charts and fine print.



## Accessible pairings

Each meets at least WCAG AA contrast for body text.



# 04

## Typography

- 4.1 Montserrat
- 4.2 Type scale
- 4.3 Application example 1
- 4.4 Application example 2

# Montserrat does *everything*.

Montserrat is the single EngageRM typeface. One family does the full job. We rely on weight, scale and the occasional italic rather than mixing fonts.

## Typesetting specification

Set headlines in Bold or Extra Bold, tight and large, with -2% tracking and sentence case.

Set body copy in Regular with standard line spacing for maximum legibility. Use ink on light surfaces and white on Ink Deep.

Write the brand name as Engage**RM**: “Engage” upright, “RM” italic.

Where Montserrat is unavailable, fall back to a neutral geometric sans. Never a serif. Don’t distort or modify the typeface.

**Montserrat** • [free from Google Fonts](#) →

### MONTSERRAT BOLD • 700

**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 0123456789**

### MONTSERRAT REGULAR • 400

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 0123456789

### MONTSERRAT MEDIUM ITALIC • 500

*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 0123456789*

# Type scale

DISPLAY  
Montserrat Bold

Be part of the  
*experience.*

96 / 88 · -2%

H1 · HERO  
Montserrat Bold

Seamless digital.  
Unforgettable.

64 / 60 · -2%

H2 · SECTION  
Montserrat Bold

Flexible data silos.

42 / 44 · -2%

H3 · SUB  
Montserrat SemiBold

Trusted by leading sports brands.

28 / 32 · -1%

BODY  
Montserrat Regular

Our modules are proven to deliver loyalty, value and unrivalled fan experiences across every touchpoint, from arrival to encore.

18 / 27 · 0%

CAPTION · EYEBROW  
Montserrat Bold

TRUSTED BY LEADING SPORTS & ENTERTAINMENT

12 · +14%

Aa  
LIGHT 300

Aa  
REGULAR 400

Aa  
MED. ITALIC 500

Aa  
SEMIBOLD 600

Aa  
BOLD 700

Aa  
EXTRA BOLD 800

# Application example 1

Montserrat on a presentation slide: one idea per frame, section number bottom-left, mark bottom-right.

Caption · Bold

Montserrat Bold

Montserrat Medium Italic

Material Symbols · 300

Montserrat SemiBold

Montserrat Regular

ONE PLATFORM

**Three modules.**  
*One platform.*



**Data**  
CRM & CDP



**Automate**  
Journeys & ops



**Insight**  
Analytics

03 / 24

 EngageRM

# Application example 2

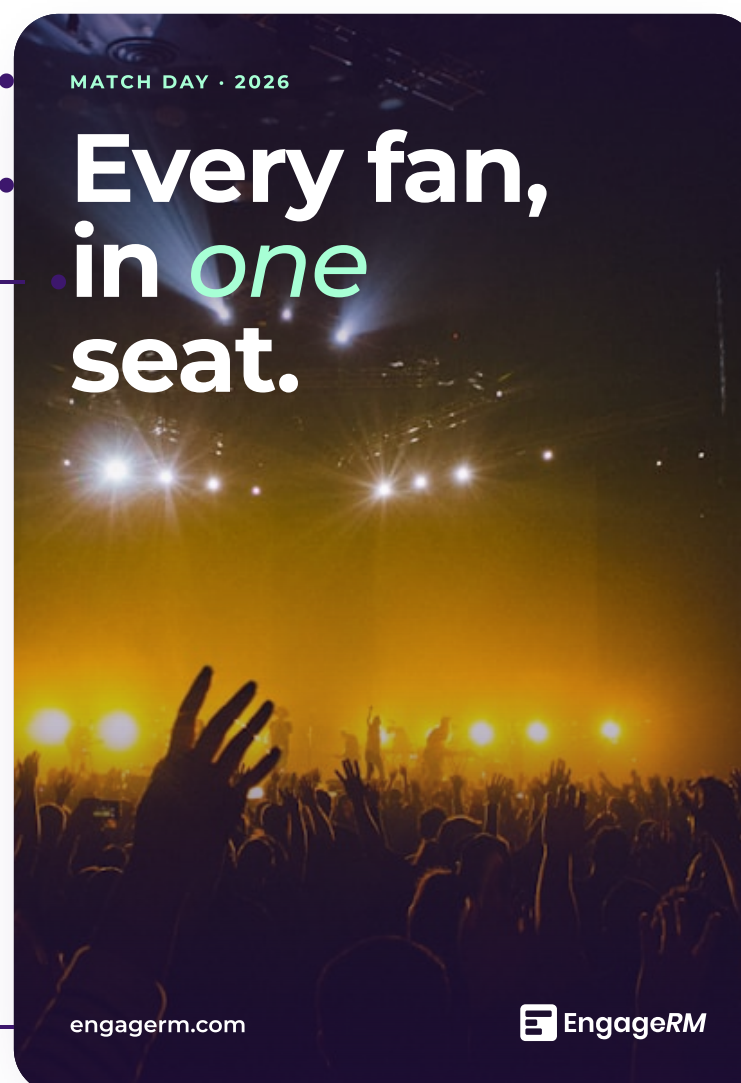
Montserrat on marketing: big type, one image, room to breathe. The mark always sits bottom-right.

Caption · Bold

Montserrat Bold

Montserrat Medium Italic

Reverse mark



DATA & ANALYTICS

**Silos out.**  
*Stories in.*

Talk to us →

 EngageRM

Social feed (1:1): headline of seven words or fewer, CTA bottom-left, mark bottom-right. Alternate mint, lavender and ink surfaces.

# Talk *to us.*

## MEDIA & COMMUNICATIONS

For media enquiries or communication matters concerning EngageRM, contact:

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See our solutions at **[engagerm.com](https://engagerm.com)**

Brand questions: **[brand@engagerm.com](mailto:brand@engagerm.com)**



Seamless digital. *Unforgettable moments.*