

Brandbook

November 2020



iScanner

© BP mobile

Welcome

Brand identity includes the icon, typography, colors, and brand voice and improves the iScanner's current standing



Colors

Main Blue

#495795

Active Blue

#19B4FF

Black

#000000

Grey #1

#8F8F9C

Grey #2

#BDC0D0

White

#FFFFFF

Icon

Brand name - iScanner:



iScanner



iScanner



Use brand colors



Keep original proportions



iScanner

Maintain spacing between brand name and icon

Key message



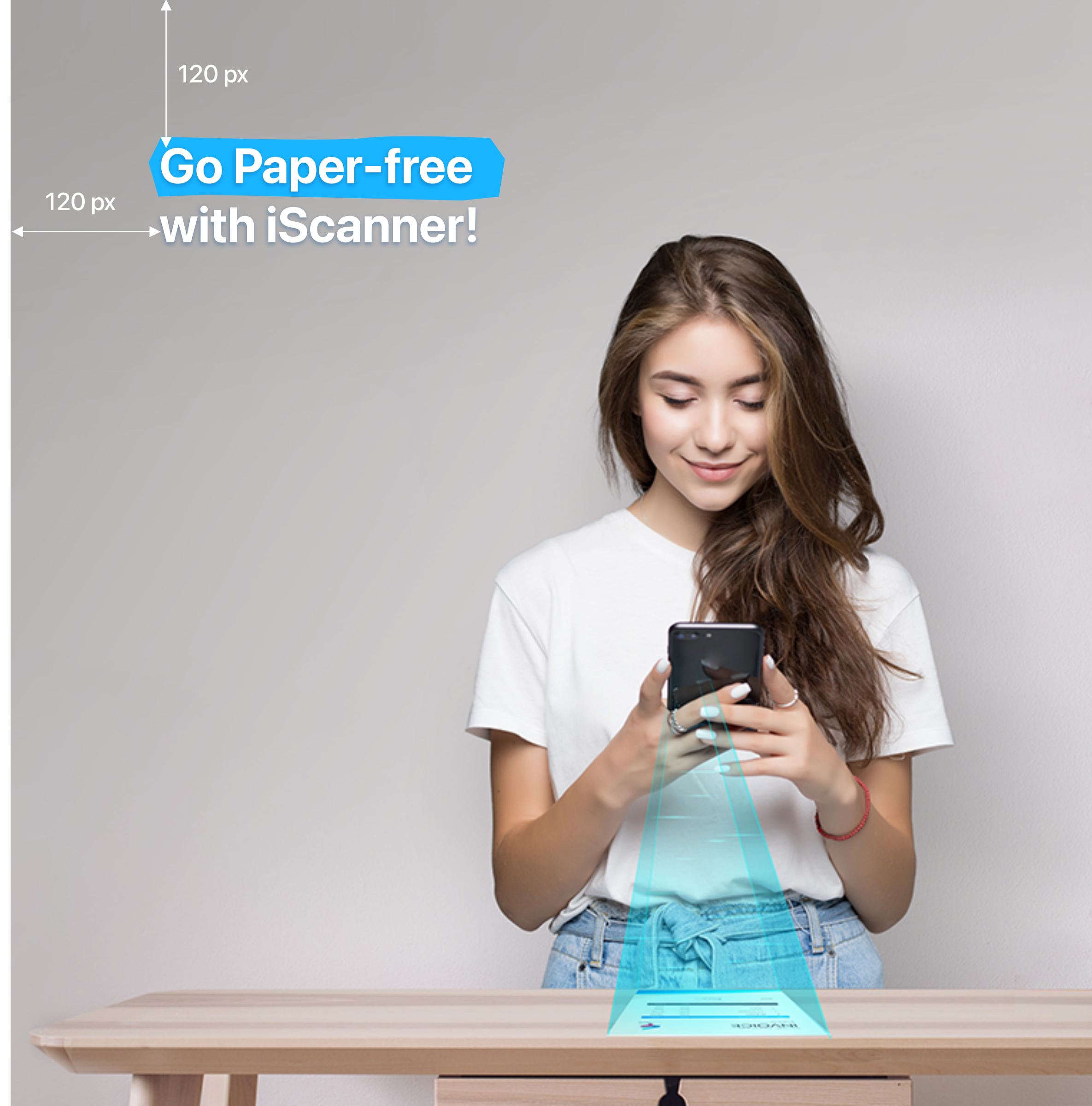
Key message positioning

120 px

iScanner.
Your **digital assistant**
anywhere anytime

120 px

Additional message



Fonts

SF Display Pro

Bold

SF Display Pro

Medium

Images

[Tap to download the library](#)

Images for commercial use



Product images

We recommend fitting our screenshots into images of laptops, tablets, and smartphones.

Tap the link below to download the screenshot library.

[AppScreensLibrary](#)

Screens for
commercial use



Audience



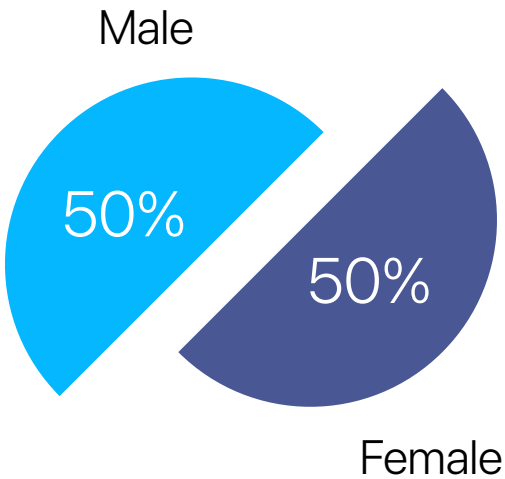
iScanner target audience

App users

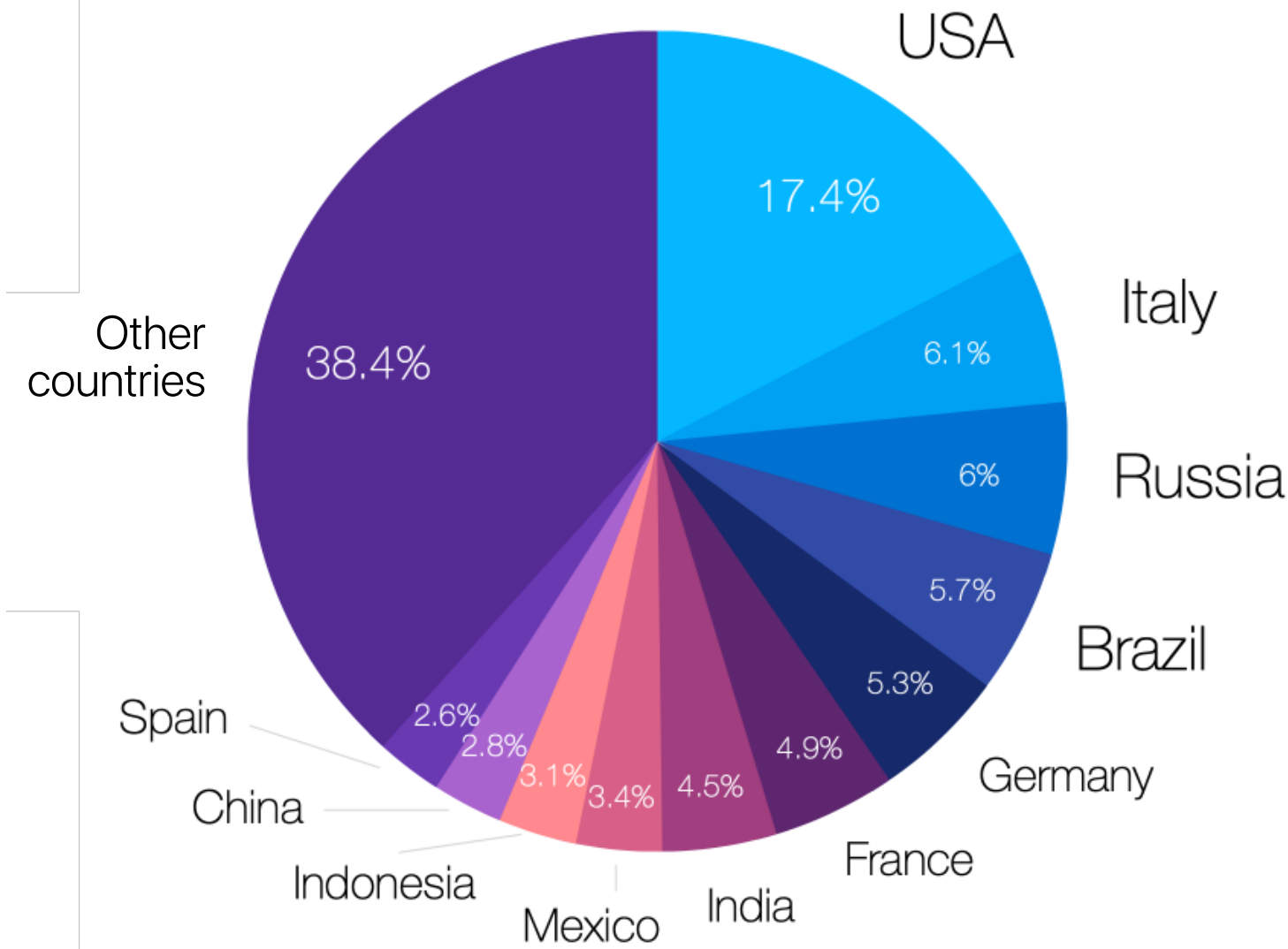
Average Age



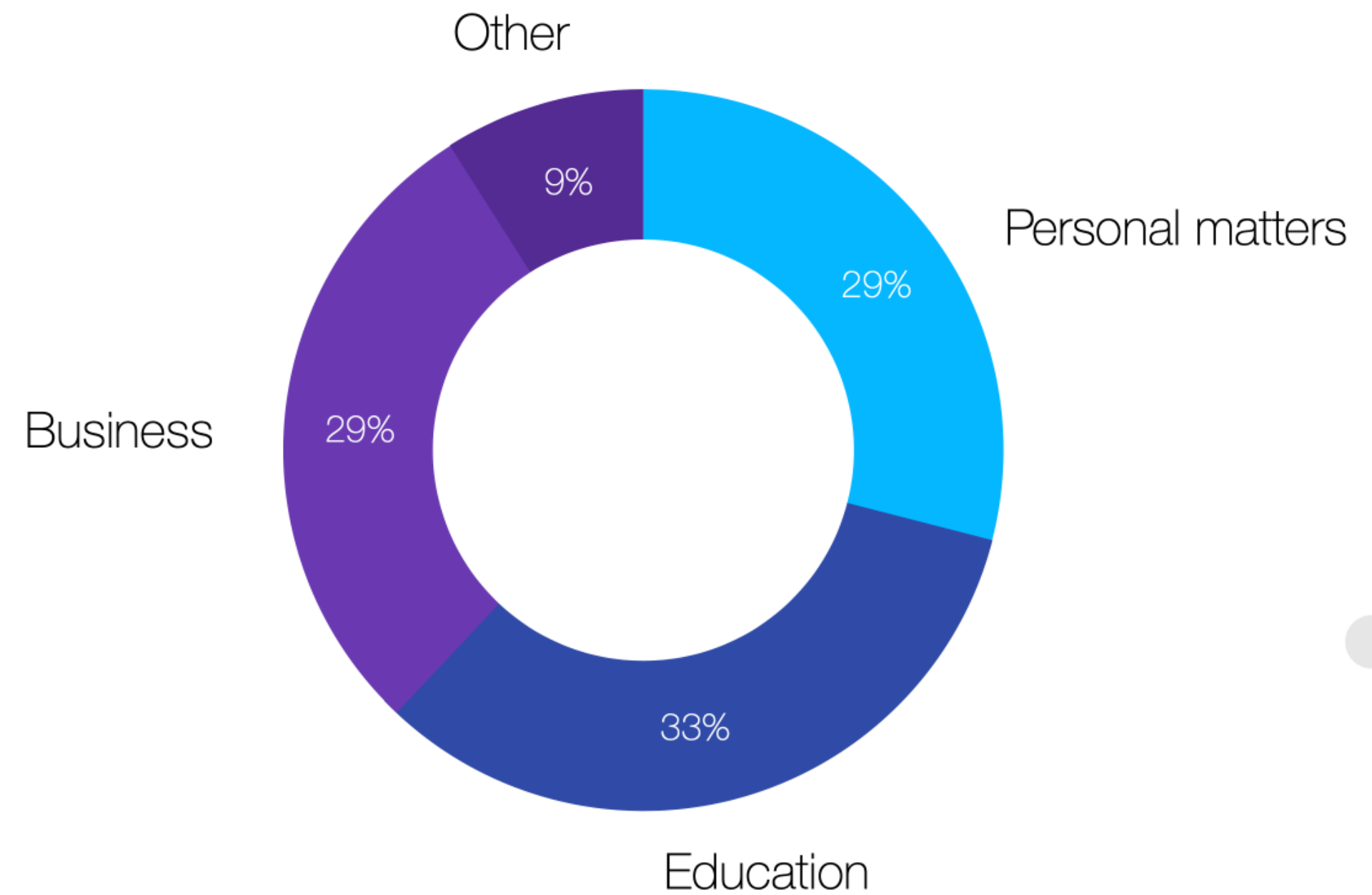
Gender



GEO: TOP-10 countries



Segmentation



One product for different audiences



Education:

- Teachers, trainers
- Students, children & parents
- Conference participants

Business:

- Office workers, remote workers
- Non-staff workers: freelancers, realtors, truckers, field service, delivery
- Small businesses
- Remote medicine
- Insurance organizations

Personal matters:

- Travel (tickets, documents, car documents)
- Home bookkeeping (financial documents, contracts)
- Saving books, articles, recipes
- Digitizing documents
- Digitizing images

Values

A close-up photograph of a young Black woman with long dark hair, smiling warmly while looking at a black smartphone held in her hands. She is wearing a mustard yellow knit sweater and large hoop earrings. The background is softly blurred, showing warm bokeh lights in shades of blue and yellow, suggesting an indoor setting with festive or cozy lighting.

Brand values

“

If people believe they share values with a company, they will stay loyal to the brand.

Brand values



User-friendliness

We are committed to making our users' experience enjoyable: with our app, it takes a few seconds to scan a document.

Advanced technology

We are determined to deliver advanced technological solutions: even if you scan a document on the go or at an angle, you will get a perfectly clear, top-quality image.

High performance

We are willing to provide our users with all the tools they may need: iScanner has a variety of scanning modes as well as an advanced editing feature.

Brand values



Privacy

We value our users' trust and store confidential documents only in the app: neither the developer nor third parties have access to it.

Usability

We are eager to help students with their studies, and our modern, handy, and easy-to-use scanner is well-suited for that purpose.

Sustainability

We are eager to help students with their studies, and our modern, handy, and easy-to-use scanner is well-suited for that purpose.