

The logo for audast features the word "audast" in a lowercase, sans-serif font. The letters "auda" are white, and the letters "st" are yellow. A yellow curved line connects the bottom of the "a" to the top of the "s", forming a continuous shape.

audast

Connecting Companies to Achieve Success

Branding Presentation

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1- Brand Characteristics

2- Values & Beliefs

3- Brand Personality

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BRAND CHARACTERISTICS

HERITAGE

Audast was born from a software company that knows the world of outstaffing firsthand by seeing the opportunities for agility and automation in this process

HERITAGE

POSITIONING

POSITIONING

The only platform available in my country (USA, UK, COL) for subcontracting people in an automated, fast, and reliable manner in the IT world

STATUS

An outstaffing niche leader platform known for its accuracy

STATUS

EVERYDAY
BEHAVIOR

EVERYDAY BEHAVIOR

- Constant support
- Ongoing attention
- Our team handles the logistics

Attitude of the brand's consumers

Users have an agile relationship with the platform; since it is user-friendly and accessible, they can self-manage their requirements, which builds their trust in it and makes it their first choice for outstaffing



Attitude of the brand toward its consumers

The brand understands that a mistake in this industry can be costly, so it aims to provide excellence, agility, and precision to its users. Additionally, it seeks to assist them 24/7 if needed



BRAND CHARACTERISTICS



PROJECTED IMAGE

We want to present ourselves as an agile, professional, and transparent brand that facilitates the outstaffing process from start to finish

OUR VALUES

Talent
Support

Industry
Development

Soft Skills

Human
Knowledge

Friendly

WHAT WE BELIEVE IN

Precision

Innovation

Consistency

Fast

BRAND PERSONALITY

Audacious

Responsible

Committed

Fast

Diligent

VISION & MISSION STATEMENT

VISION

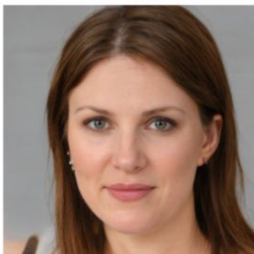
To be the leading platform supporting companies in their outstaffing process from start to finish, delivering agile, professional, and transparent solutions with a focus on precision, consistency, and innovation

MISSION

Our mission is to provide companies with innovative and reliable outstaffing solutions that increase productivity, reduce costs, and empower teams, while maintaining a commitment to transparency, agility, responsibility, and client success

BUYER / USER PERSONAS

Buyer Persona



Maria Smith

IT Project Manager

Age
38 years

Education
Professional - Software Engineer,
Systems Architect

Where do they live
Toronto, Canada

Sector/industry
Technology

Company size
Medium-sized Technology
Firm

Personality

Pragmatic Efficient
Innovative Problem solver



Goals

- Streamline the process of finding and assigning profiles.
- Reduce the time required for approvals.
- Increase the pool of available highly fluent English-speaking and tech-proficient profiles.
- Automate the onboarding and approval processes.



Pain points

- Tedious process with many stakeholders involved (Client, Commercial, Outstaffing, HR).
- Time-consuming to find and assign suitable profiles.
- Difficulty finding candidates who are highly fluent in English and proficient in tech.
- Approval of profiles requires multiple interviews and technical assessments.
- Uploading information to various platforms is a hassle.

Relationship with their company

Supervisor:

IT Director/CIO (Chief Information Officer)

Background:

- Manages multiple IT projects simultaneously.
- Responsible for delivering projects on time and within budget.
- Has a team of developers but often needs additional specialized skills for short-term projects.

Solutions:

- Automate the majority of the process, allowing the platform to handle approvals.
- Connect to current assignments and project end times.
- Implement automatic LinkedIn searches for similar profiles.
- Provide pre-recorded videos of candidates introducing themselves for easier interview scheduling.

Market perception

Current relationship with us

No existing relationship yet

How do they perceive us

They expect to have access to outstaffing services at a cost lower than what the market offers.

Strategic allies

- Outsourced services (affordable, easy to manage, and fast).

Who do you identify as our competitors?

- Nearshore Americas
- Staffing.com
- TEKsystems
- Cognizant
- Accenture
- Platzi
- Workana
- Aequis
- Globant
- Everis

Tools and skills

Tools they use for

Communicate: Teams, Cellphone (Whatsapp)

Learn and inform: Online courses, LinkedIn, seminars, events, and fairs

Work: Mail, Teams, AWS, Oracle, Azure

IT knowledge



Knowledge in the sector



BUYER / USER PERSONAS

Buyer Persona



John Williams

HR Manager

Age
45 years

Education
Professional - Business Administration/Management

Where do they live
New York, USA

Sector/Industry
Technology

Company size
Large Multinational Corporation

Personality

Pragmatic

Data-driven

Risk-averse

Collaborative



Goals

- Speed up the process of finding and approving candidates.
- Have a reliable database of highly fluent English-speaking and tech-proficient profiles.
- Ensure transparency in the hiring process.
- Reduce manual tasks involved in onboarding.



Pain points

- Finding and assigning profiles takes too long.
- Difficulty finding candidates who are highly fluent in English and proficient in tech.
- Approval of profiles involves interviews and technical assessments, delaying the process.
- Uncertainty about profile availability and their current workload.
- Manual input required for onboarding processes.

Relationship with their company

Supervisor:

Chief Human Resources Officer

Background:

- Oversees recruitment and staffing for multiple departments, including IT.
- Focuses on finding the right talent while ensuring compliance with company policies.
- Manages a team that handles all HR-related activities.

Solutions:

- Implement an automated approval process managed by the platform.
- Provide a searchable database of profiles with certifications.
- Allow self-management for clients and commercial teams, eliminating manual data entry.
- Use OCR and AI for classifying certifications and verifying experience.

Market perception

Current relationship with us

No existing relationship yet

How do they perceive us

They expect to have access to outstaffing services at a cost lower than what the market offers.

Strategic allies

- Outsourced services (cheap, easy to manage, and fast).
- Legal area

Who do you identify as our competitors?

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- Aequus
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Tools and skills

Tools they use for

Communicate: Teams, Cellphone (Whatsapp)

Learn and inform: LinkedIn, seminars, benchmarks

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IT knowledge



0% **Knowledge in the sector**



Beginner

Expert

BUYER / USER PERSONAS

Buyer Persona



Laura Johnson

CTO

Age
50 years

Education
**Professional - Software Engineer,
Systems Architect**

Where do they live
London, UK

Sector/Industry
Technology

Company size
**Mid-sized Financial
Services Company**

Personality
Pragmatic Efficient
Innovative Problem solver



Goals

- Streamline the staffing process to be more efficient.
- Have quick access to a pool of qualified, highly fluent English-speaking and tech-proficient candidates.
- Reduce the time taken for profile approvals.
- Automate the onboarding process to minimize manual effort.



Pain points

- Involvement of too many stakeholders makes the process slow and cumbersome.
- Difficulty in quickly finding and assigning profiles highly fluent in English and proficient in tech.
- Approval process for profiles is lengthy and involves multiple interviews.
- Onboarding information is manually uploaded, causing delays.

Relationship with their company

Supervisor:

CEO

Background:

- Responsible for the overall technology strategy and implementation.
- Needs to ensure the IT team is capable and scalable to meet business needs.
- Works closely with HR and project managers to ensure projects are staffed appropriately.

Solutions:

- Automate the majority of the staffing process and allow the platform to handle approvals.
- Provide automatic LinkedIn searches for similar profiles.
- Use pre-recorded videos for candidate introductions to simplify scheduling.
- Allow the client or commercial team to self-manage the process and receive automatic confirmations and notifications.

Market perception

Current relationship with us

No existing relationship yet

How do they perceive us

They expect to have access to outstaffing services at a cost lower than what the market offers.

Strategic allies

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Who do you identify as our competitors?

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- Aequus
- Globant
- Evers

Tools and skills

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IT knowledge



Knowledge in the sector



IDEAL COMPANY PROFILE **STARTUP**

Company Profile



Company Information

Company Size:

Small to Medium

Industry:

- Technology

Location

- San Francisco, USA

Tools and skills

Technology Use:

High reliance on IT and software development, needs to scale IT teams quickly

Challenges

Rapid growth requires quick staffing solutions, highly fluent English-speaking and tech-proficient talent, streamlined onboarding processes

IDEAL COMPANY PROFILE **FINANCIAL SERVICES STARTUPS**

Company Profile



Company Information



Company Size:

Small to Medium

Industry:

- Financial Services, FinTech

Location

- London, UK

Tools and skills



Technology Use:

Dependence on secure, scalable IT solutions to support financial services

Challenges

Ensuring high levels of technical proficiency and fluency in English, rapid staffing to support innovative projects, and minimizing manual processes in hiring.

- These personas and company profiles should help target your B2B platform more effectively to meet the specific needs of your customers in Canada, USA, and the UK.

LOGO

Font used: Popins

audast

audast



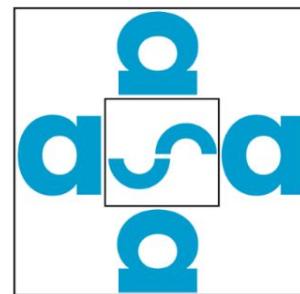
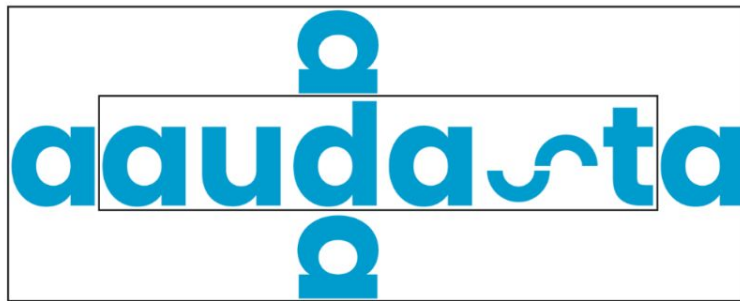
audast

audast



SAFE ZONE

The safety area corresponds to the width of the letter 'a' in the word "audast"



MINIMUM REDUCTION

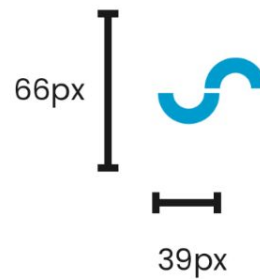
Logo minimum
reduction:

Pixels: 66 x 261

CM: 0.5 X 2

Pixels: 66 x 89

CM: 0.5 x 0.3



Marca

azul-superficie #4c71b rgb(238, 247, 253)	azul-claro #4ca9d7 rgb(196, 230, 247)	azul-base #4ab0c9 rgb(92, 140, 184)	azul-oscuro #2769ba rgb(39, 105, 138)	azul-sombra #173d51 rgb(23, 61, 83)

verde-superficie #3fcea8 rgb(243, 252, 232)	verde-claro #d9f9b7 rgb(219, 248, 183)	Amarillo-base #f6e98c rgb(139, 227, 24)	Amarillo-oscuro #e3a111 rgb(99, 161, 17)	Amarillo-sombra #3a3f0a rgb(58, 95, 10)

Neutros

neutro claro 01 #ffffff rgb(255, 255, 255)	Light Gray #f0f0f0 rgb(179, 185, 196)	Gray #999999 rgb(152, 161, 176)	Black #000000 rgb(245, 246, 247)

Funcionales

exito-superficie #f0f1b8 rgb(240, 255, 216)	exito-claro #e4e777 rgb(228, 253, 127)	exito-base #99c734 rgb(153, 215, 52)	exito-oscuro #63a111 rgb(99, 161, 17)	exito-sombra #209d06 rgb(45, 109, 6)

alerta-superficie #ffcc00 rgb(255, 241, 102)	alerta-claro #ff9d00 rgb(255, 219, 128)	alerta-base #ff6c39 rgb(255, 178, 57)	alerta-oscuro #d93b19 rgb(220, 141, 22)	alerta-sombra #9c4f08 rgb(156, 79, 8)

error-superficie #ff9999 rgb(255, 217, 214)	error-claro #ff6633 rgb(254, 139, 126)	error-base #cc4433 rgb(220, 68, 53)	error-oscuro #cc2a2a rgb(192, 42, 30)	error-sombra #991616 rgb(154, 22, 22)

Original Color Palette

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Main Main Secondary Accent White Black

--	--	--	--	--	--

Main Main Secondary Amarillo base White Black

#fff32b

--	--	--	--	--	--

Main Main Secondary Amarillo oscuro White Black

#f2e40f

--	--	--	--	--	--

Main Main Secondary Amarillo Sombra White Black

#d8ce0a

TYPOGRAPHY
MAIN FONT

Plus Jakarta Sans

Plus Jakarta Sans Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!?

Plus Jakarta Sans Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!?

TYPOGRAPHY
MAIN FONT

Fira Sans

Fira Sans Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789!?

Fira Sans Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
123456789!?

WORDMARK MISUSE

The wordmark 'auda st' is shown in a bold, blue, sans-serif font. A decorative flourish, resembling a stylized 's' or a wave, is positioned between the 'a' and 's'. The flourish is also blue and matches the font's style.

DO NOT - make modification

The wordmark 'auda st' is shown in a bold, blue, sans-serif font. A decorative flourish, resembling a stylized 's' or a wave, is positioned between the 'a' and 's'. The flourish is also blue and matches the font's style.

DO NOT - change orientation

The wordmark 'auda st' is shown in a bold, blue, sans-serif font. A decorative flourish, resembling a stylized 's' or a wave, is positioned between the 'a' and 's'. The flourish is also blue and matches the font's style. A grey shadow is cast behind the entire wordmark.

DO NOT - add shadows

The wordmark 'auda st' is shown in a bold, sans-serif font. A decorative flourish, resembling a stylized 's' or a wave, is positioned between the 'a' and 's'. The entire wordmark is rendered in a darker shade of blue than the original.

DO NOT - change colors

The wordmark 'auda st' is shown in a bold, sans-serif font. A decorative flourish, resembling a stylized 's' or a wave, is positioned between the 'a' and 's'. The entire wordmark is rendered in a lighter shade of blue than the original.

DO NOT - change font

The wordmark 'auda st' is shown in a bold, blue, sans-serif font. The decorative flourish between the 'a' and 's' has been removed, leaving a gap in the wordmark.

DO NOT - remove elements

Color

Light color background



audast

Color

Dark color background

audast



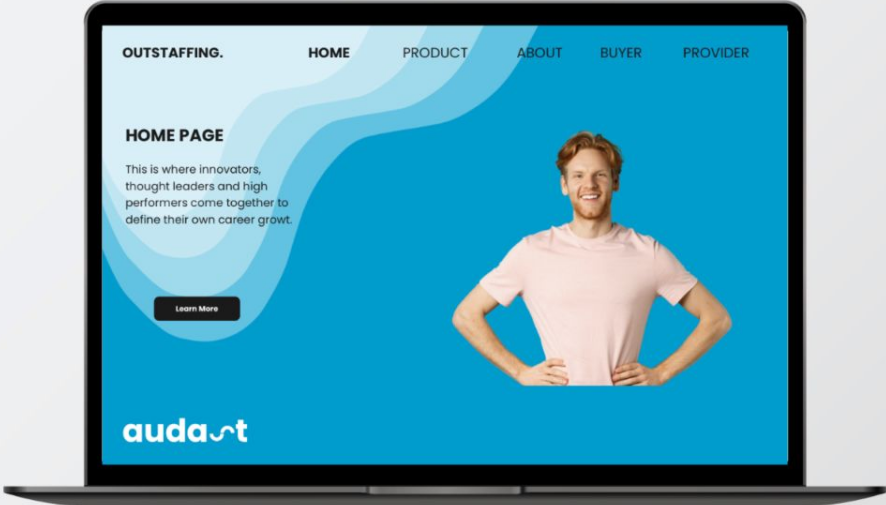
Color

Light color background



audast

Logo Application



TEXTURES



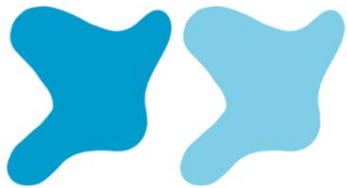
LINES



FORMS



Blue



Yellow



Bicolor



Thank You!