



SOLINK

Company Branding Guide

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BRAND GUIDELINES



COMPANY OVERVIEW

Solink is a SaaS company that empowers brick-and-mortar businesses to make smarter decisions based on intelligent data. Solink delivers data-driven intelligence by transforming 'dumb' systems to 'smart' systems. Solink leverages surveillance video to proactively identify loss prevention, security, and operational challenges--this is a \$20B market. Solink's customers include leading brands in restaurant, retail, and financial services.



PRODUCT OVERVIEW

Solink is the hub of your smart business. Solink connects video + POS data to simplify loss prevention (LP), security, and operations (ops).

Solink uses existing surveillance video, audio, POS, and other data points to create a clear picture of what is happening within a business. Solink curates a company's masses of data and discovers insights based on that data. We help companies realize greater value from the resources already spent on security, ops, and LP by layering business data with video, providing context to issues, incidents, and trends.



VALUE PROPOSITION

Solink connects video + POS data to simplify loss prevention, security, and operations.



ELEVATOR PITCH

(Answering the question, “So what exactly does that software do?”):

Solink takes the video, surveillance, and transaction data created every day by your business and combines it into ‘smart’ data that can be accessed anywhere/anytime for decision-making about loss prevention, security, and operations compliance.

HISTORY

Our history is in the process of being written! We are a growing tech company—in fact, we were named one of Ottawa’s top 10 growing tech companies in 2017.

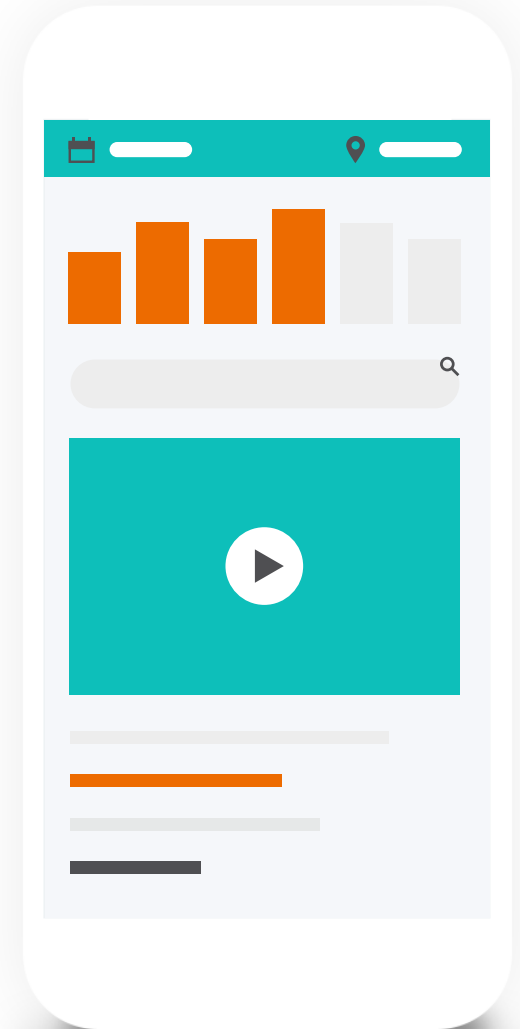
Solink was founded in 2009; we first worked as a consultant funded by Wesley Clover, helping hardware companies develop applications for the massive volume of video being recorded. We began to realize that the real value in our work was the insights available through this video data.

In 2015 we launched our first hosted product. The company has grown steadily thanks to our relentless focus on ease of use, service, and insights.

In 2017 we raised a round of financing to help scale the company; we’ve experienced triple-digit growth every quarter since then.

We’re also a great place to work, with various awards for our workplace culture and experience. Our commitment to being responsive to client needs and offering a user-centric interface is why we are making a name for ourselves as one of the best business tool creators in the marketplace.

We are striving to create a brand and reputation that moves well beyond the loss prevention industry; our style and branding reflects this growing market reach.

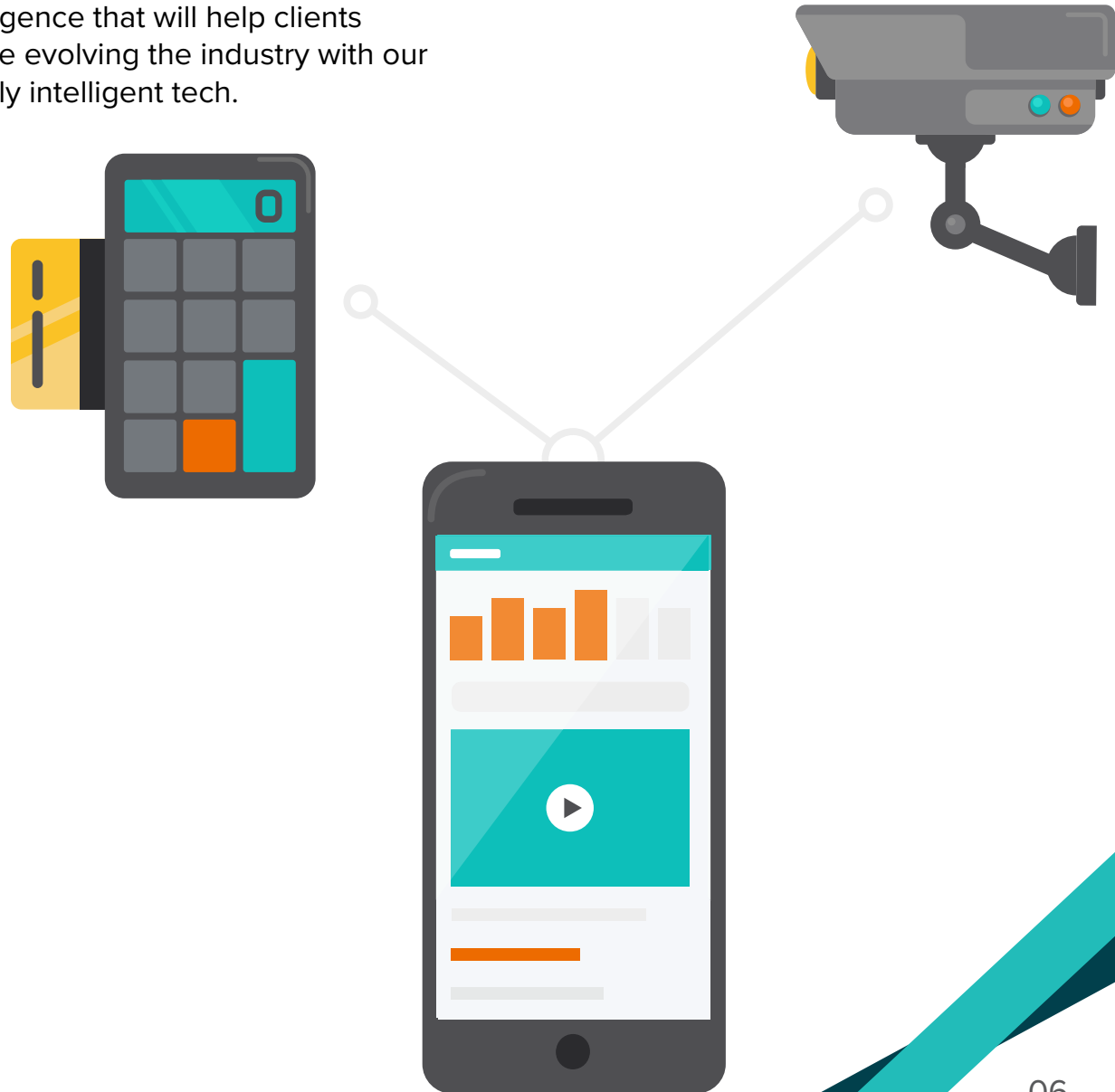


VISION

Solink is ushering in the age of the smart business. Solink strives to provide user-friendly, advantageous, and practical insights to businesses of all sizes. We create software that gives meaning and value to masses of data created by a company's systems, providing unique insights and intelligence that will help clients realize greater gains and better engagement. We are evolving the industry with our disruptive pricing and service models, and our keenly intelligent tech.

KEY VALUES

- Smart
- Service
- Intelligence
- Ease of use
- Mobility
- Accessibility (price and ease)
- Security



BRAND MESSAGING



MISSION STATEMENT

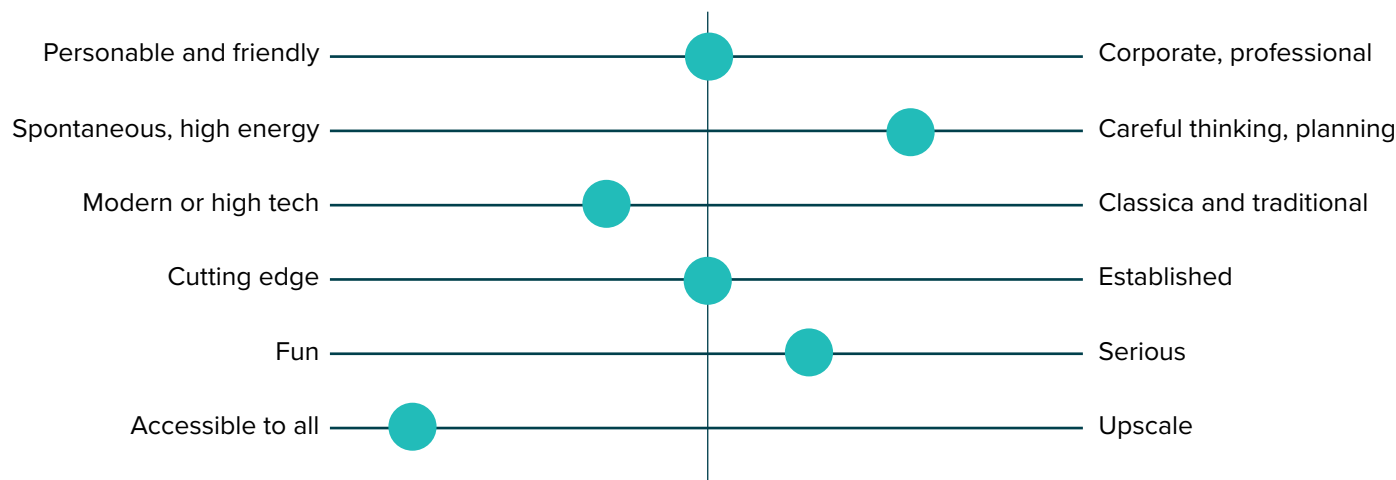
Solink strives to be the most user-friendly and intelligent resource for businesses looking to improve their daily business experience through data-driven decision making, providing peace of mind and interactive insights anytime, anywhere in the world.



PERSONALITY

- We're agile but not reckless.
- We're energetic but focused.
- We're approachable but professional.
- We're easy to talk to, but not too casual.
- We're mature, but fast and on the move.
- We're modern but in touch with the old ways.
- We're strong and bold, but not arrogant or aggressive.

BRAND PERSONALITY SPECTRUM



TONE OF VOICE

When writing content for Solink, we remember that our customers are real people with real business dilemmas. Not all our audience members are techies or app-savvy. We talk about the needs and pain points of our clients more frequently than we talk about the ‘guts’ of our amazing but complicated technology.

We like to have an approachable tone to our writing, reassuring visitors from all types and sizes of business that their needs are understood and that we’ll make sure they really ‘get’ our product. Our humans make our SaaS great!

We’re encouraging, and like to see what clever ways our clients make our products work for them.

We encourage clients to think about the smart business concept much like the smart home concept: connected systems leads to a more user-friendly system.

We’re focused on the user experience and want to make sure our communiques, as well as our app, are the go-to first clicks of the day.

We reflect our personality in our content, showing just how much we understand what it’s like to be in the trenches—whether that’s a boardroom or a back storeroom.

Our content reflects a self-assured confidence in our quality, security, and plans for the future.



WRITING STYLE



WRITING RULES

- Use the active voice (vs passive) where possible.
- Be conversational to encourage an easy read.
- Never use tech jargon if you can think of an everyday English equivalent.

REFERING TO THE COMPANY OR PRODUCT

In client-facing content we rarely use the word “Corp” or “Corporation”. Solink and its software share a brand and are spoken of as one entity.

Right Usage:

- The Solink team loves pizza.
- Solink software is the best.
- Solink makes the best software.

Wrong Usage:

- Solink’s software is the best.



HEADINGS

Headings are written in sentence format on web; all-cap headings may be used in multi-page manuals or other long-form documents BUT we try not to overuse all-caps to avoid an industrial tone. Periods are applied to the end of subtitles and subheadings that are sentence-like in structure.

SUBHEADINGS

Subheadings are usually formatted to stand out (bold and/or larger font), but are written with one capital (sentence format). Slogans or sentences will end in a period. Subheadings may end in colon or not, depending on circumstance.

LISTS

- Lists use a simple bullet point icon.
- Content is capitalized and period is used at the end of the thought.

NUMBERING

- Numbers are written numerically (17, 350) in most circumstances.
- Large numbers may make use of abbreviations (17k, 350k) if it aids in ease of reading.
- Monetary amounts are written with a dollar sign and round numbers. Eg “We charge \$100 for spelling errors.”

CHAPTER, FIGURE AND TABLE HEADINGS

- Chapter headings are left aligned and bold or colored.
- Table headings are bold but not all-capped.
- Figures are written with standard numerals (1, 2, 3)



KEY WORDS AND LINGO

We like to use the following terms:

- Smart
- Loss prevention
- IoT
- SaaS
- Software
- Insights
- Managed service
- Platform
- Hub
- Center

We avoid use of buzzwords like:

- AI/ai
- Cloud
- Solutions (as a standalone noun without explanation eg, “business solutions”)



TYPOGRAPHY

Logo

Solink's logo uses *ITC Avant Garde Gothic* in Bold. This font was chosen because it is a sans serif that can be easily reproduced. It can also be resized and remain readable. No other fonts should be substituted for the logo.

Headings

Proxima Nova should always be used as headers and sub headers. When used as a heading it should be bold or extra bold to help make it stand out. *Montserrat* can be used as an alternative to add variety.

Print/Body copy

Trirong is a serif font that is easily legible and complements *Proxima Nova*. It should be used for documents consisting of mostly text.

Web

Proxima Nova is the only font that can be substituted for the copy because it is legible at small sizes and looks good on screen.

Proxima Nova

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijkl

nopqrstuvwxyz

1234567890

Montserrat

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijkl

nopqrstuvwxyz

1234567890

Trirong

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijkl

nopqrstuvwxyz

1234567890

VISUAL GUIDELINES



LOGO ARTWORK

Solink's logo should only ever be reproduced as its original designed form. There should be nothing added or changed to the logo that would effect its appearance. The logo art is available as Adobe Illustrator EPS files with all fonts converted to outlines as well as JPG and PNG. The quality of the logo should be used at its highest quality dependent on the graphic formats and the characteristics of the project being used with. Other files are available to fit online upload requirements.

COLOUR PALETTE

The colour palette touches on some of the colours associated with finance, business, and security—but combined in a way that is optimistic, warm, friendly, and reassuring. We mirror some of the key colours associated with our major brand clients. This allows us to use the colours in many applications eg backgrounds, text blocks, etc. The colours can be arranged to suit the colour psychology of a particular industry or app function.



PANTONE COLOURS

PANTONE colours are to be used specifically when creating company merch, collateral, company signs, etc.

PMS: 309 C

PMS: 7467 C

PRINT-FRIENDLY (CMYK) COLOURS

PRINT colours are to be used specifically when creating collateral that that will be printed out on paper to be handed out to clients, etc.

CMYK: 97, 21, 33, 73

CMYK: 96, 0, 31, 2

WEB/SCREEN USE COLOURS

WEB colours are to be used specifically when creating assets and content that will be used on the internet or displayed on computers.

RBG: 0, 64, 76
HEX: #00404c

RBG: 13, 190, 187
HEX: #0dbebb

RBG: 249, 195, 39
HEX: #f9c327

RBG: 237, 107, 0
HEX: #ed6b00

RBG: 216, 0, 0
HEX: #d80000

RBG: 78, 78, 81
HEX: #4e4e51

Each Web colour also has a pale version that can be used to create assets that need to look diverse but still incorporate the brand colours.

RBG: 162, 185, 189
HEX: #a2b9bd

RBG: 189, 238, 236
HEX: #bdedec

RBG: 252, 233, 176
HEX: #f9c9b0

RBG: 245, 174, 115
HEX: #f5ae73

RBG: 240, 162, 162
HEX: #f0a2a2

RBG: 240, 240, 240
HEX: #f0f0f0

LOGO COLOUR

Colour Logo

When using the original logo it must be represented with teal as the main colour and use the turquoise as an accent. The colours are not allowed to be reversed or altered and be displayed with any other teals or turquoises.

Acceptable



Unacceptable



Unacceptable



Black Logo

The black logo can only appear when using light coloured backgrounds, such as white or a light grey. The logo can be represented as a dark grey instead of black of black is too harsh a colour.

Acceptable



Acceptable



Unacceptable



White Logo

The white logo can only appear when using dark coloured backgrounds, such as black or a dark grey.

Acceptable



Acceptable



Unacceptable



COLOUR USAGE BY INDUSTRY

In our marketing materials, we will emphasize certain colours that will imply particular qualities attractive to that client base.

- In marketing to large enterprise, we emphasize our slate blue and gold as these colours denote security, strength, and corporate tones.
- In marketing to medium-sized enterprise, we emphasize our turquoise and slate blue, denoting modernity and innovation but also the corporate standard (slate blue) a small business aspires to.
- For our introductory clients—likely smaller businesses—we emphasize our turquoise and gold with more orange highlights. These colours light, bright, and energetic just like the nimble configuration of our ‘lite’ software.



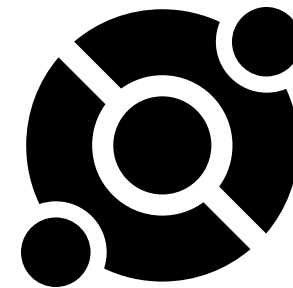
ALTERNATE LOGO

The pictorial with the wordmark underneath is only provided if the original logo cannot be used in any way on its intended layout and the pictorial needs to be alongside the company's name. The primary must be used whenever possible the horizontal logo is only a solution to help avoid complications or issues. All buffer zone rules and colour palette rules still apply.



SYMBOL ONLY

When the logo is used without any wordmarks it must be presented in its original colours, black or white. The logo must always be placed on a background where it is fully visible. The reverse symbol must always be used on a dark background as the black and white symbol must always be placed on a light coloured background. The full colour version of the logo must primarily be displayed with its teal and turquoise colour palette.



LOGO REDUCTION

Solink's was designed in consideration of logo reductions. Because the original logo has circles in it the logo must remain at a size where the circles/dots aren't so small that they get lost. The dots were designed so that they sit close to the O to help make sure they do not get cut off or lost.

The logo is ideal with a height of 1" but can be reduced to a minimum height of .25" and the pictorial can reach a minimum size of .25". The minimum sizes are restricted for fav icons.



BUFFER ZONE

To avoid cutting off parts of the logo the centre of the O is used to measure the bufferzone that should be used around the whole logo. The smaller circles can be used to create a buffer zone around the symbol only.



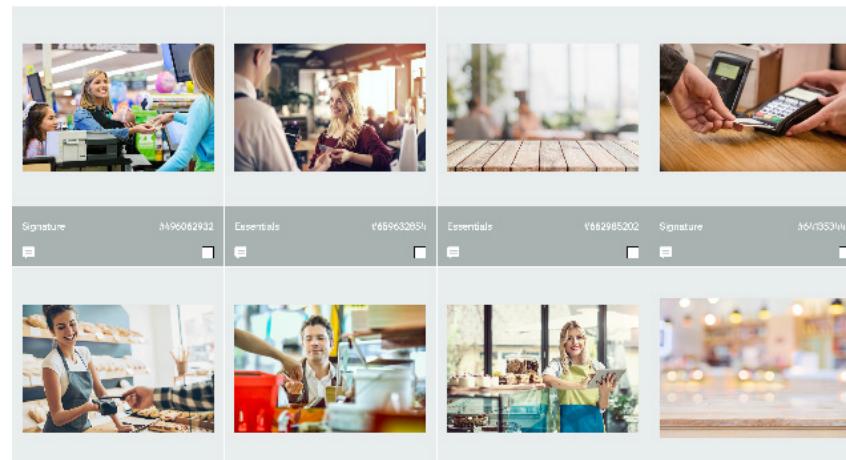
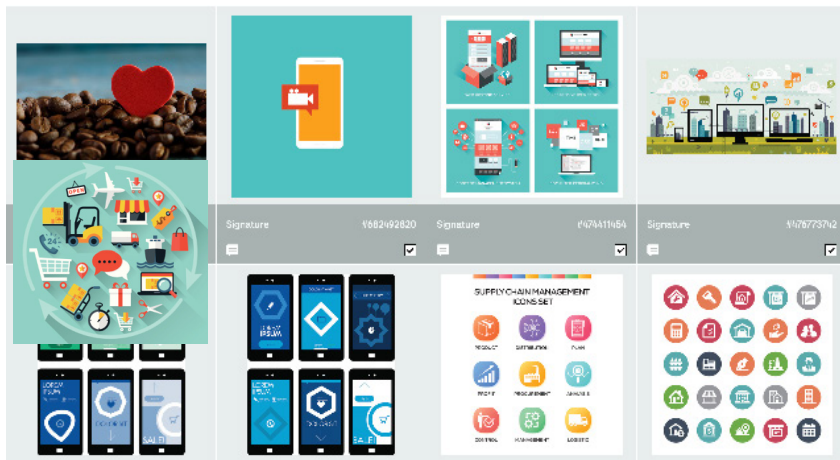
KEY GRAPHIC ELEMENTS

Graphics

Graphic elements should be geometric, bold, and may be curved but not ornamental or overly decorative or complicated. Elements are in construction now.

Photography

Photos should have a light and sunny feel. They may not be predominantly white but they should appear sunny and/or optimistic. Blurred stock imagery will be useful for certain applications. Bokeh effects are a good example. We prefer to avoid images that are very stock-photo-y. We have so many real life successes that we want to appear as if our photography is real, too. Note that there is a limitation to what we can access from clients.





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STATIONARY

Letter Head

Size: 8.5" x 11"

Stock: Writing, pure white

Business Card

Size: 2" x 3.5"

Stock: 18pt

Colours: CMYK, Turquoise (96, 0, 31, 2) Teal (97, 21, 33, 73)

Front: The white logo is placed on the front with the turquoise dots to add colour against the teal background. The pictorial is used for decoration.

Back: On the left side of the card the full colour version of the logo is used with the company address and information below. Below that the employee name and title is located with all their personal information on the right hand side of the card.





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