

Branding Portfolio



uncommon
marketing works

Updated 11/14/2022



Table of Contents

- 1 | GS | PlantOptics
- 2 | Haystack Solutions
- 3 | Forcivity
- 4 | Verenia
- 5 | Your Home Concierge
- 6 | Seeq Conneqt

GS | Plant Optics

GS | PlantOptics

Previous Logo



Overview of Re-Branding Project:

Wonderware Midwest is your exclusive local sales and support resource for the full portfolio of industrial software from AVEVA. Throughout the transition from the Wonderware heritage, you will notice that Wonderware product names are shifting to be co-branded with the standardized AVEVA brand.

Due to the shift to the AVEVA brand, Wonderware is going through a complete rebrand. As a part of that, they are looking to engage with an agency to help them create a new look and feel for the brand that will include a new logo along with brand guidelines and updated templates to show off the new brand.

Project Scope:

- Logo Design & Development
- Brand Guidelines Development
- Colorways
- Sales & Marketing Collateral Templates

Primary Logo & Color Palette



#143057

#8CCCCC

#DBD6CF

#211F1C

Secondary Logo & Color Variations



Documents & Print



Case Study Title Case Study Title Case Study



“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”
— Firstname, Lastname

Challenge

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Imperdiet nulla malesuada pellentesque elit eget gravida cum sociis natoque. Vitae elementum curabitur vitae nunc sed velit. Nisi risa scelerisque eu ultrices. Suspendisse sagittis aliquam malesuada. Etiam donec ac odio tempor orci dapibus ultrices. In. Non felis orci ac auctor augue mauris. Elementum risa quis egestas quam. Mi bibendum neque egestas congue quisque egestas. A pellentesque sit amet portitor eget.

Datum et amet justo donec. Nulla pellentesque dignissim enim sit amet venenatis urna cursus. Sagittis orci a scelerisque purus semper eget duis. Ipsum consequat nisl vel pretium. Justo eget magna fermentum laoreet eu non diam.

- Nisi risa scelerisque eu ultrices.
- Nisi risa scelerisque eu ultrices.
- Nisi risa scelerisque eu ultrices.
- Nisi risa scelerisque eu ultrices.

Datum et amet justo donec. Nulla pellentesque dignissim enim sit amet venenatis urna cursus. Sagittis orci a scelerisque purus semper eget duis. Ipsum consequat nisl vel pretium. Justo eget magna fermentum laoreet eu non diam.

Solution

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Imperdiet nulla malesuada pellentesque elit eget gravida cum sociis natoque. Vitae elementum curabitur vitae nunc sed velit. Nisi risa scelerisque eu ultrices. Suspendisse sagittis aliquam malesuada. Etiam donec ac odio tempor orci dapibus ultrices. In. Non felis orci ac auctor augue mauris. Elementum risa quis egestas quam. Mi bibendum neque egestas congue quisque egestas. A pellentesque sit amet portitor eget.

Datum et amet justo donec. Nulla pellentesque dignissim enim sit amet venenatis urna cursus. Sagittis orci a scelerisque purus semper eget duis. Ipsum consequat nisl vel pretium. Justo eget magna fermentum laoreet eu non diam.



Customer

Customer Name

Industry

Industry Type

Use Cases

- Use Case Names
- Use Case Names
- Use Case Names

Business Results

- Business Issue
- Business Issue
- Business Issue

PlantOptics.com



January 1, 2021

Firstname Lastname
123 Main Street
Anywhere, US 12345

Dear Firstname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Est placerat in egestas erat imperdiet sed euismod nisi. Voluptat maecenas volutpat blandit aliquam etiam erat velit. Suscipit tellus mauris a diam maecenas sed enim. Pharetra magna ac placerat vestibulum lectus mauris ultrices. Sed elementum tempus egestas sed sed risus pretium. Cursus eget nunc scelerisque viverra.

Vivamus at augue eget arcu dictum varius. Orci sagittis eu volutpat odio facilisis mauris. Egestas ut tristique et egestas quis ipsum suspendisse. Viverra maecenas accumsan lacus vel facilisis volutpat est velit egestas. Lacus sed turpis tincidunt id aliquet. In egestas erat imperdiet sed. At auctor urna nunc id cursus metus. Connullis posuere morbi leo urna. Sit amet risus nullam eget. Nascetur ridiculus mus mauris vitae ultrices leo. Nisi purus in mollis nunc sed id. Urna cursus eget nunc scelerisque viverra. Sit amet facilisis magna etiam tempor orci. Turpis massa sed elementum tempus egestas. Pulvinar mattis nunc sed blandit libero volutpat. Integer enim neque volutpat ac.

Sincerely,

Firstname Lastname
Job Title
PlantOptics

PlantOptics.com

175 N Patrick Blvd, Suite 110, Brookfield, WI 53045 | 866.826.9725 | Engage@PlantOptics.com

Brand Guidelines



LOGO DESIGN

The GS PlantOptics logo is not only the symbol to identify our brand, but it tells our company's story and conveys our brand message in a way that helps to establish an emotional connection with our target audience.

PRIMARY

SECONDARY

Minimum Size:
 100 pixels
 30mm wide
 30mm high

2 | Brand Guidelines

COLOR PALETTE

Brand Colors

Using consistent colors in our visual communications across print and web strengthens the GS PlantOptics brand.

The primary colors for GS PlantOptics are below. Our primary color is used with equal ease as secondary accents and image overlays. Stone and charcoal are light and dark accents and text colors.

These colors create the dominant color scheme for all print and web communications. Additional 15% numbers are provided for standard web use when including white and grey.

PRIMARY

Navy
 CMYK: C: 100 M: 80 Y: 20 K: 32
 RGB: R: 20 G: 48 B: 87
 HEX: #192F52
 PANTONE: 284 C

Aqua
 CMYK: C: 44 M: 3 Y: 21 K: 0
 RGB: R: 140 G: 204 B: 204
 HEX: #8DC0CC
 PANTONE: 381 C

Stone
 CMYK: C: 13 M: 11 Y: 18 K: 0
 RGB: R: 201 G: 213 B: 206
 HEX: #C9C9C9
 PANTONE: Warm Gray 1 C

Charcoal
 CMYK: C: 69 M: 68 Y: 67 K: 75
 RGB: R: 25 G: 25 B: 26
 HEX: #0F0F0F
 PANTONE: Neutral Black C

ACCENTS

4 | Brand Guidelines

IMAGERY

Brand Imagery

When including imagery for background usage, images should be limited to dark or lighter shades of lighter gray image combined with black and white imagery.

Convert image to black and white.

Overlay "Dark Aqua" at 80% transparency.

Overlay "Light Navy" at 80% transparency.

FOR IMAGE OVERLAYS ONLY

Dark Aqua
 CMYK: C: 53 M: 8 Y: 28 K: 0
 RGB: R: 152 G: 187 B: 186
 HEX: #98B8BA
 PANTONE: 381 C

Light Navy
 CMYK: C: 51 M: 10 Y: 31 K: 16
 RGB: R: 141 G: 152 B: 174
 HEX: #92A0A7
 PANTONE: 381 C

9 | Brand Guidelines

LANDSCAPE

AVEVA Select Co-Brand Badge

The AVEVA Select Co-Brand Badge has been designed to look like our company logo. The logo and message are an AVEVA Select trademark. It should always be protected and used correctly and thoughtfully.

There are two color options for the AVEVA Select Co-Brand Badge logo: it is either AVEVA Purple on white or light gray backgrounds, or white on dark backgrounds. Please make sure you use the right color logo for your application.

Clear space protects the integrity and clarity of the AVEVA trademark. Clear space should be half the height of the AVEVA Select bounding box.

Minimum Size:
 100 pixels
 30mm wide
 30mm high

7 | Brand Guidelines



HAYSTACK SOLUTIONS

Previous Logo



HAYSTACK SOLUTIONS

Haystack Solutions

Overview of Re-Branding Project:

Haystack Solutions is a start-up brand that needed a full brand build. Haystack Solutions provides an accurate, data-backed Cyber Aptitude and Talent Assessment to revolutionize cybersecurity recruiting and career growth.

Project Scope:

- Logo Design & Development
- Brand Guidelines Development
- Colorways
- Website Design & Development
- Messaging Strategy & Keyword Analysis
- Sales & Marketing Collateral Templates
- Email Marketing
- Blog Development
- Paid Advertising

Primary Logo & Color Palette



#A0C8D6



#EE9022



#C7422C



#050606



#D6D5D7

Secondary Logo & Color Variations



Website Design

Navigation: Services, Employers, Job Seekers, Resources, About Us, Contact Us

Haystack Solutions

PINPOINT CYBERSECURITY GENIUS

CYBERSECURITY TESTING

When the recruiter goes off script, you need people who can think on their feet. That's the critical cybersecurity talent your organization needs quickly and efficiently. The most powerful. Haystack Solutions' CyberGEN.IQ can help to eliminate hiring bias and find the cyber security talent to match the background or experience. This is the power of CyberGEN.IQ. Finding the specific, needed talent in the haystack of candidates.

[LEARN MORE](#)

Assessment	Score	Time	Difficulty	Category
1	87	15	12	Quantitative
2	91	20	18	Verbal
3	78	10	8	Logical
4	85	12	10	Problem Solving
5	82	18	15	Memory
6	79	14	11	Attention
7	88	16	13	Reasoning
8	84	17	14	Analysis

THE #1 CYBERSECURITY ASSESSMENT

15 Cognitive Assessments. 1 Revolutionary Solution.

CyberGEN.IQ is the only test that accurately assesses cybersecurity aptitude. This test predicts the capability of an individual to succeed in specific roles of cybersecurity without requiring prior knowledge, and is a not language-based, so it can be used worldwide. CyberGEN.IQ works to optimize the process of cybersecurity recruiting, hiring, and career growth.

[LEARN MORE](#)

LATEST RECRUITERS FROM THE HAYSTACK TEAM

Stay Up-to-Date on Cybersecurity Careers and Recruiting

Our team is devoted to making sure you're equipped with the best tools, personnel, and knowledge to win the new and exciting Cybersecurity fight. Check out our resources below.

[VIEW ALL RESOURCES](#)

15	4	97%	1500+
ASSESSMENTS	COGNITIVE DIMENSIONS	ACCURACY	TESTS ADMINISTERED

JOIN THE CYBERSECURITY FRONT

Growing the Best Cybersecurity Team

As cybersecurity threats grow increasingly larger and more pervasive each minute, we need everyone who can fight, in the fight, utilizing their full potential. Haystack Solutions recognized a significant gap in the realm of cybersecurity recruiting, for both employers and candidates. The answer: a reliable cybersecurity aptitude assessment to optimize the process.

Recruiting

Career Growth

Hiring Consulting

HOW IS THE TEST?

Cognitive Capabilities Analyzed by CyberGEN.IQ

To succeed in an expert in the world of cybersecurity, it's essential to understand where you lead between these four cognitive algorithms. Finding your balance between them can help you identify a cybersecurity career path that will maximize your potential.

- **Intuition:** Creatively solving problems and "taking them down"
- **Reasoning:** Identifying solutions and continuously reworking information streams, "unlocking the door"
- **Flow:** Being able to be creative whenever with current knowledge and information
- **Executive:** Processing other resources for more information before making a decision

See How Your Cyber Aptitude Lines Up.

Take the test today!

[CONTACT US](#)

Web Graphics



Social Graphics



A social graphic with a black background. In the top left is the Haystack Solutions logo (HS HAYSTACK SOLUTIONS). On the right is a circular inset image of a person's hands typing on a keyboard in front of a computer monitor. The text 'Interested in a career in cybersecurity?' is written in white and orange. At the bottom is a red button with a white arrow and the text 'LEARN HOW'.

HS
HAYSTACK
SOLUTIONS

Interested in
a career in
cybersecurity?

→ LEARN HOW



A social graphic with a white background. At the top is a red banner with the text '#NationalCybersecurityAwarenessMonth'. Below it is the Haystack Solutions logo. On the right is a circular inset image showing a person's hands typing on a keyboard, with a digital padlock icon overlaid on a network diagram. The text 'Celebrate with a FREE example of CyberGEN.IQ' is written in orange and black. At the bottom is a blue button with a white arrow and the text 'LEARN MORE'.

#NationalCybersecurityAwarenessMonth

HS
HAYSTACK
SOLUTIONS

Celebrate with
a FREE example
of CyberGEN.IQ

→ LEARN MORE



A social graphic with a black background. In the top left is the Haystack Solutions logo. On the right is a circular inset image of two women, one older and one younger, looking at a laptop together. The text 'Women in Cybersecurity' is written in white on two red banners. The background features decorative orange and white concentric circles.

HS
HAYSTACK
SOLUTIONS


Women in
Cybersecurity

Email Graphics


THANK YOU
for attending:
Develop Cyber Genius With the
Cyber Aptitude and Talent Assessment



THANK YOU
for attending:
Develop Cyber Genius With the
Cyber Aptitude and Talent Assessment



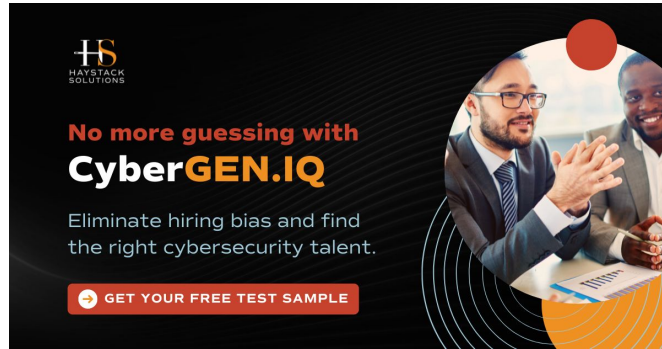
WE MISSED YOU
at the WiCyS webinar:
Develop Cyber Genius With the
Cyber Aptitude and Talent Assessment




WE MISSED YOU
at the WiCyS webinar:
Develop Cyber Genius With the
Cyber Aptitude and Talent Assessment



LinkedIn Ads




HAYSTACK SOLUTIONS

**No more guessing with
CyberGEN.IQ**

Eliminate hiring bias and find
the right cybersecurity talent.

[GET YOUR FREE TEST SAMPLE](#)



Save **50-80%** of
hiring time with
CyberGEN.IQ

[GET YOUR FREE TEST SAMPLE](#)


HAYSTACK SOLUTIONS




HAYSTACK SOLUTIONS

**No more guessing with
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Eliminate hiring bias
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[GET YOUR FREE TEST SAMPLE](#)

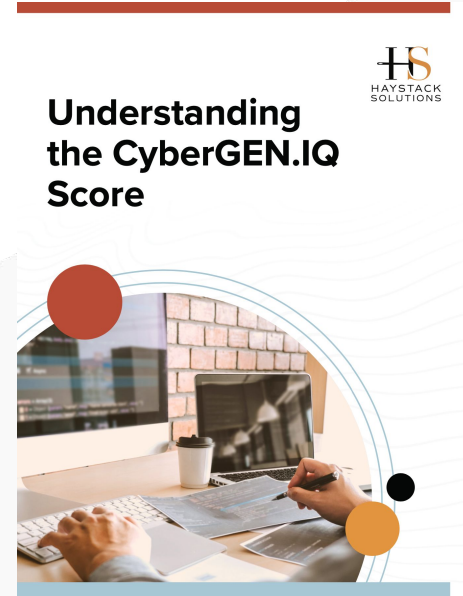


Save **50-80%** of
hiring time with
CyberGEN.IQ

[GET YOUR FREE TEST SAMPLE](#)


HAYSTACK SOLUTIONS

Documents & Print



Video Content





Previous Logos

Forcivity



Overview of Re-Branding Project:

Forcivity (recently acquired) is a full-service Salesforce, ServiceMax, and IFS consultancy and system integrator, on a mission to revolutionize what customer service means. Forcivity merged with Jolt Consulting Group, cementing their spot as a leader in digital service operations as such needed to merge the two logos together for a rebrand.

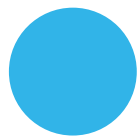
Project Scope:

- Logo Assessment, Design & Development - Joined Jolt Consulting Logo and Forcivity Logos together
- Brand Guidelines Development
- Colorways
- Website Design & Development
- Messaging Strategy, Value Proposition, Buyers Personas, Keyword Analysis
- Sales & Marketing Collateral Templates
- Rebrand Launch Strategy

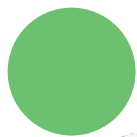
Primary Logo & Color Palette



#112246



#31B4E8



#6CC06F



#F79A25

Secondary Logo & Color Variations



Forcivity

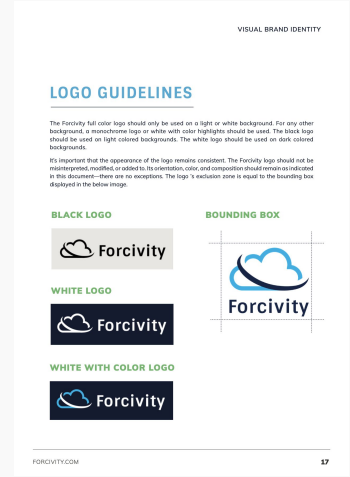
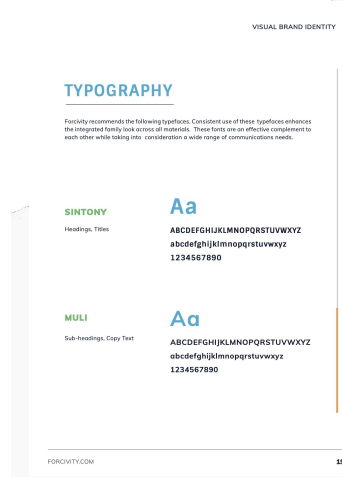
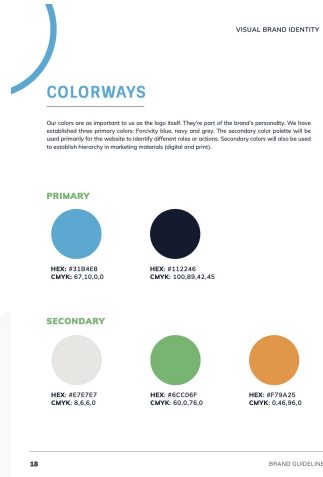
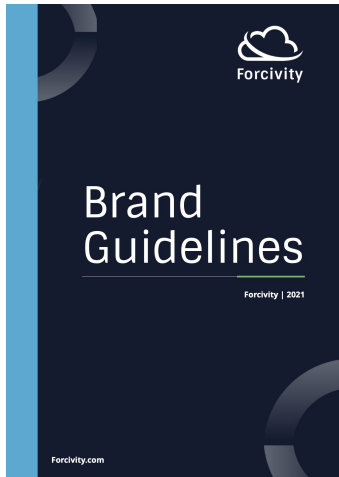


Forcivity



Forcivity

Brand Guidelines



LinkedIn Ads


Forcivity
A CRM BUILT FOR MANUFACTURING

Learn how you can **optimize** your manufacturing processes.

[READ NOW](#)





Forcivity

Learn How to Improve Antiquated Processes & Optimize Customer Service


[DOWNLOAD NOW](#)




Forcivity

Discover ways to improve your operation with our **FREE 30-minute evaluation.**

[GET YOUR FREE CONSULTATION TODAY](#)




Forcivity

Throw away the paper invoices & **start digitizing your operation.**

[GET YOUR FREE CONSULTATION TODAY](#)



LinkedIn Ads

Forcivity

A CRM BUILT FOR MANUFACTURING

Learn how you can **optimize** your manufacturing processes.

[READ NOW](#)



Forcivity

Learn How to **Improve** Antiquated Processes and Optimize Customer Service.


[DOWNLOAD NOW](#)



Forcivity

Throw away the paper invoices & start **digitizing** your operation.

[GET YOUR ANALYSIS TODAY!](#)



Forcivity

Discover ways to **improve** your operation with our free 30-minute evaluation.

[GET YOUR ANALYSIS TODAY!](#)



Verenia

Overview of Re-Branding Project:

Verenia (sold to Oracle) was looking to update its overall imagery and position in the market. Previously, they were using cartoons to showcase their services which positioned them as not a high-tech CPQ vendor for manufacturers. They were looking to refresh the brand to a more refined, industrialized, yet modern brand presence to better capture their audience's attention.

Project Scope:

- Brand Guidelines Development
- Colorways
- Website Design & Development
- Messaging Strategy, Value Proposition, Buyers Personas, Keyword Analysis
- Sales & Marketing Collateral Templates

Organic Social



World Day for Safety and Health at Work

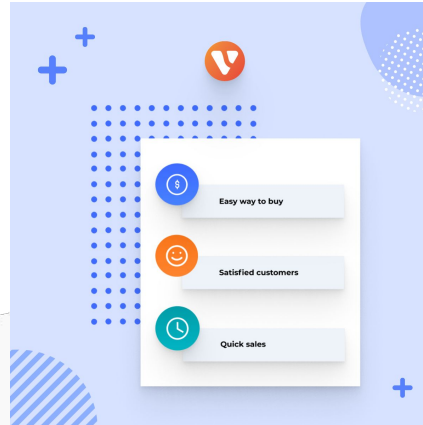
Illustration of two workers in orange safety gear standing on a factory floor with robotic arms and conveyor belts.



RECORDED WEBINAR

How to Streamline Your Wholesale Distribution Sales Processes

Watch Now



- Easy way to buy
- Satisfied customers
- Quick sales



LIVE with Verenia
May 13

LEARN MORE

Background image showing a Verenia software interface with a 'Quotes' table.

Quote #	Date	Status
0000000002	8 MAR 2018	137
0000000002	8 MAR 2018	137
0000000002	8 MAR 2018	137
0000000002	8 MAR 2018	137
0000000002	8 MAR 2018	137

Webinar Graphics

Verenia WEBINAR EVENT

Improve Operational Processes to Increase Sales with CPQ

December 09 | 10:00 AM CT

[REGISTER NOW](#)

The graphic features a screenshot of a software dashboard with various charts and data points. The dashboard includes a bar chart with four bars of increasing height, a line chart, and several text-based data sections. The Verenia logo is in the top left, and navigation arrows are in the top right.

Verenia WEBINAR EVENT

Improve Operational Processes to Increase Sales with CPQ

December 09 | 10:00 AM CT

[REGISTER NOW](#)

The graphic has a light blue background with decorative dotted patterns in the corners. It features the Verenia logo, event title, date, and a prominent orange 'REGISTER NOW' button.

Verenia WEBINAR EVENT

Improve Operational Processes to Increase Sales with CPQ

Wednesday, December 09 | 10:00 AM CT

[REGISTER NOW](#)

The graphic has a dark blue background with white text and a white Verenia logo. It includes decorative white plus signs and dotted patterns in the corners.

Verenia | **tipalti** | **bluxbanyan**

WEBINAR EVENT

Unlock the Full Potential of NetSuite for Your Business

October 29, 2020 | 10:00 AM CDT

[REGISTER NOW](#)

The graphic features logos for Verenia, tipalti, and bluxbanyan at the top. It has a dark blue background with white text and decorative plus signs.

Verenia | **tipalti** | **bluxbanyan**

WEBINAR EVENT

Unlock the Full Potential of NetSuite for Your Business

October 29 10:00 AM CDT

[REGISTER NOW](#)

The graphic features logos for Verenia, tipalti, and bluxbanyan at the top. It has a dark blue background with white text and decorative plus signs.

LinkedIn Ads

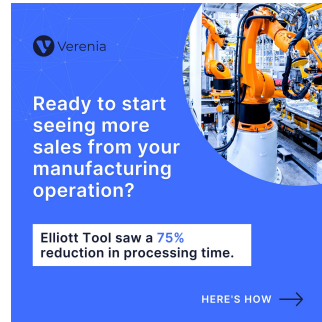



 Verenia

Learn how your organization can increase sales and reduce costs with

Verenia's CPQ solutions.

DOWNLOAD NOW →

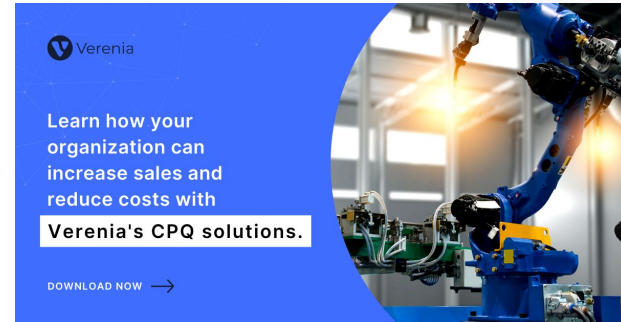



 Verenia

Ready to start seeing more sales from your manufacturing operation?

Elliott Tool saw a **75%** reduction in processing time.

HERE'S HOW →

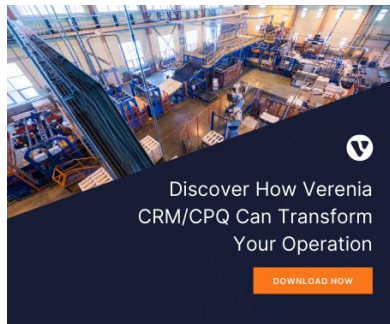



 Verenia

Learn how your organization can increase sales and reduce costs with

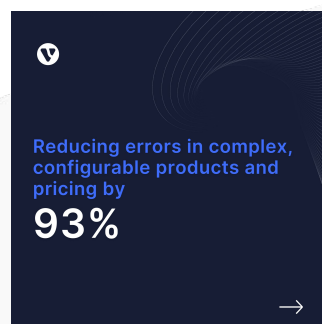
Verenia's CPQ solutions.


DOWNLOAD NOW →



 Discover How Verenia CRM/CPQ Can Transform Your Operation

DOWNLOAD NOW



 Reducing errors in complex, configurable products and pricing by

93%

→



 Discover How Verenia CRM/CPQ Can Transform Your Operation


DOWNLOAD NOW

Email Graphics


Verenia


Utilize a NetSuite-native CPQ technology to increase your sales.

[LEARN MORE](#)



Verenia

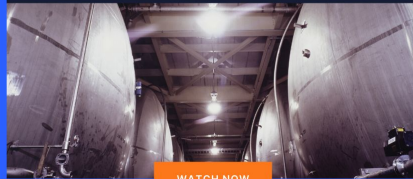
Start selling to your full potential with our leading CPQ solution.

[LEARN MORE](#)




Learn how Verenia's CPQ technology helps eliminate waste and increase sales.



Verenia



[WATCH NOW](#)

It's time to ditch the traditional selling process.


Verenia



[WATCH NOW](#)



YOUR HOME CONCIERGE

Your Home Concierge

Overview of Re-Branding Project:

Newbury Franklin Home Services (NFHS) is the holding company for C. Alexander LLC, a building and maintenance company catered to seasonal homes in South Jersey. NFHS is looking to engage with an agency to help them to build a new brand for the new company in Avalon and Stone Harbor which will eventually be the overall brand for C. Alexander. This will also involve growing brand awareness and recognition in these new neighborhoods to help drive memberships.

Project Scope:

- Name Development
- Logo Design
- Brand Guidelines Development
- Colorways
- Website Design & Development
- Messaging Strategy, Value Proposition, Buyers Personas, Keyword Analysis
- Sales & Marketing Collateral Templates

Primary Logo & Color Palette

YOUR HOME
—————
C O N C I E R G E



#d9d4cb



#bec3c2



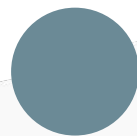
#999999



#646666



#3d3d3d



#6b8a96

Color Variations



Brand Guidelines



FONT USAGE

Typography

YHC recommends the following typofaces. Consistent use of these typofaces enhances the integrated family look across all materials. These fonts are an effective complement to each other while taking into consideration a wide range of communication needs.

**Woodford
Bourne Pro**

Aa

ABCDEFGHIJKLMNORSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hookers, titles

Hatton

Aa

ABCDEFGHIJKLMNORSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sub-headers

PT Serif

Aa

ABCDEFGHIJKLMNORSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Copy text

12

Brand Guidelines

MISSION

KEY VALUES

Hospitality

We work hard to make sure others have what we think can be a better start, but we don't want it on our shoulders. When customers take pride in "being right" and that we made someone feel better. We empower our customers to make decisions. Our customers are "locks" in what are primarily service-based transactions. Rather than leaving our customers their fate, who create more traffic, we invite them to become a part of our real community.

Dependability

We work at becoming the one of people and whom call about their back, but we don't want it on our shoulders. When customers take pride in "being right" and that we made someone feel better. We empower our customers to make decisions. Our customers are "locks" in what are primarily service-based transactions. Rather than leaving our customers their fate, who create more traffic, we invite them to become a part of our real community.

Competence

We all bring barriers. If you're the President of a company, you literally still bring a hammer—and by your example, most others tend to do it the right way. We are experts at our job—whether that's finding a house or building an income stream.

Kindness

We go above and beyond, especially for our team. If someone's having family or personal trouble, we care. In the time, there are good things we're doing a job, no matter the destination, we do it and don't stop until it's complete. We make full use of our ability at the moment, knowing how to proceed there in the future. We hold people accountable, but our focus is on doing mistakes instead of making them.

13

www.yourhomeconcierge.com

BRAND POSITIONING

MARKET OVERVIEW



There are not many businesses that provide a full service offering that involves everything Your Home Concierge does. From everything including Home Watch services, general contracting, renovations, and even getting your truck tag ready. Your Home Concierge truly provides an entire experience. The customer market offers these services, but only as separate businesses. There is an opportunity to partner with local home development companies to build brand awareness in the area, but as well work to build on word-of-mouth marketing within our audience.

www.yourhomeconcierge.com

5

COLOR PALETTE

COLORS

TAN	CYFV: 14, 15, 18, 20 HEX: #D9C4A9	LIGHT GREY	CYFV: 20, 18, 20, 0 HEX: #A6C5C3
MEDIUM GREY	CYFV: 43, 35, 35, 1 HEX: #999999	DARK GREY	CYFV: 61, 51, 51, 21 HEX: #666666
WARM BLACK	CYFV: 18, 41, 40, 49 HEX: #303034	BLUE	CYFV: 63, 37, 34, 3 HEX: #008084

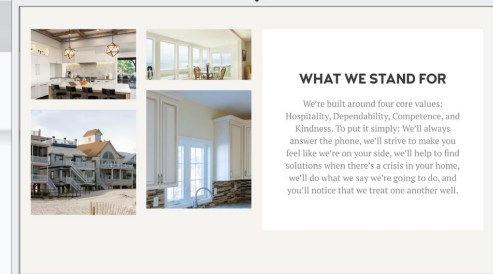
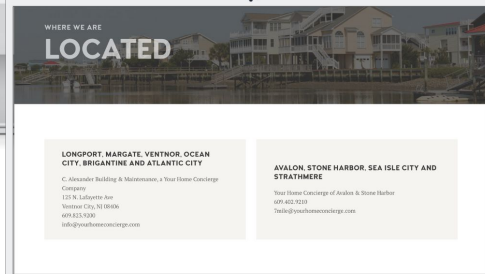
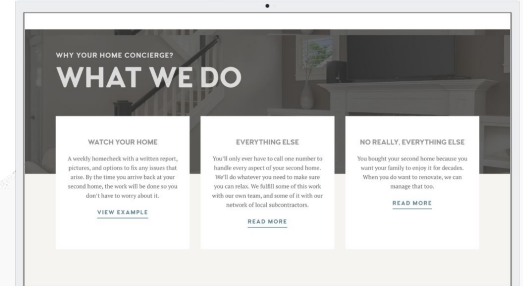
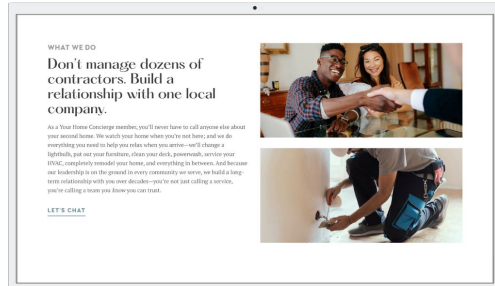
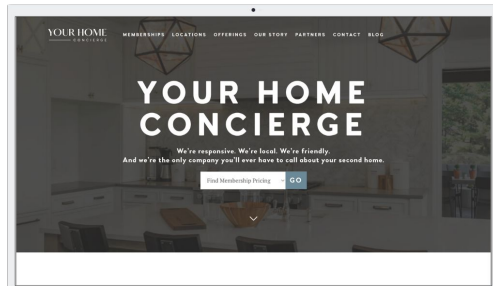
Using consistent colors in our visual communications across print and web strengthens the YHC brand.

The primary colors for YHC are above. These colors create the dominant color scheme for all print and web communication. Additional YHC numbers are provided for standard web use when including white and grey.

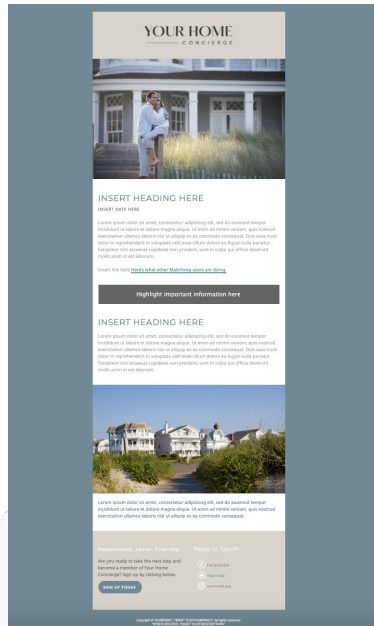
14

Brand Guidelines

Website Design



Email Graphics



Documents & Print

Don't manage dozens of contractors. Build a relationship with **ONE LOCAL COMPANY.**

YOUR HOME
CONCIERGE
AVALON • STONE HARBOR

Your Home Concierge has been in business for more than thirty years, serving over 200 members in Ventnor, Margate, Longport, Ocean City, and Brigantine since 1989. In 2021, we launched a new brand—Your Home Concierge of Avalon + Stone Harbor—to serve families in Avalon, Stone Harbor, Sea Isle City, and Strathmore.



As a Your Home Concierge member, you'll never have to call anyone else about your second home. We watch your home when you're not here, and we do everything you need to help you relax when you arrive—we'll change a lightbulb, put out your furniture, clean your deck, governwash, service your HVAC, completely remodel your home, and everything in between. And because our leadership is on the ground in every community we serve, we build a long-term relationship with you over decades—you're not just calling a service, you're calling a team you know.

MEMBERSHIP PRICING

HOME WATCH MEMBERSHIP \$250/MONTH

- Weekly house check
- Detailed weekly report and pictures
- Garage maintenance services
- "Open-ig" survey in the spring and
- "Close-down" survey in the fall
- Access to 24/7 members-only phone number to deal with every issue at your shore home
- Reduced management fees during the month membership is active

ANNUAL MEMBERSHIP \$2500/YEAR (12 MONTHS PRK)

- All benefits of a Home Watch Membership plus:
- Trash taken to and from the curb during month you're using the home (on day of weekly checks)
 - Reduced management fee year-round
 - Annual, detailed 2-3 hour home inspection and detailed maintenance report

TRANQUILITY MEMBERSHIP BESPOKE PRICING

- All benefits of an Annual Membership plus:
- One negotiated rate for every service you want on your shore home all year (e.g., power washing, window cleaning, furniture storage and clean up, HVAC, plumbing, sprinklers, housekeeping, outdoor cleaning, etc.)
 - Repaired/retained for repairs and maintenance

yourhomeconcierge.com | 7mile@yourhomeconcierge.com | 609.402.9210

YOUR HOME
CONCIERGE
AVALON • STONE HARBOR

BECOME A MEMBER TODAY

YOUR HOME
CONCIERGE
AVALON • STONE HARBOR

yourhomeconcierge.com
7mile@yourhomeconcierge.com
609.402.9210

FINALLY:
Get the peace of mind you've been looking for.

Don't manage dozens of contractors. Build a relationship with **ONE LOCAL COMPANY.**

PRICING

HOME WATCH MEMBERSHIP: \$250/MONTH

Includes a weekly housecheck with a detailed report; concierge maintenance services, "open-up" survey in the spring and "close-down" in the fall, access to 24/7 members-only phone number if issues arise, reduced management fees.

THIRTY YEARS IN BUSINESS

...and excited to serve a new market.

As a Your Home Concierge member, you'll never have to call anyone else about your second home. We watch your home when you're not there, and we do everything you need to help you relax when you arrive.

We'll change a lightbulb, put out your furniture, clean your deck, service your HVAC, completely remodel your home, and everything in between. And because our leadership is on the ground in every community we serve, we build a long-term relationship with you over decades—you're not just calling a service, you're calling a team you know.

ANNUAL MEMBERSHIP: \$2,500/YEAR

All benefits above, plus: trash to and from the curb while you're using the home and an annual, detailed 2-3 hour home inspection and maintenance report.

TRANQUILITY MEMBERSHIP: BESPOKE PRICING

All benefits above, plus: one negotiated rate for every service desired on your shore home and a retainer for repairs and maintenance.

Digital Ads



WORRIED ABOUT YOUR VACATION HOME IN THE OFF-SEASON?

Build a relationship with a team who can handle everything while you're away.

BECOME A MEMBER



YOUR HOME CONCIERGE

Worried about your vacation home in the off-season?

ENJOY COMPLETE PEACE OF MIND.

BECOME A MEMBER




YOUR HOME CONCIERGE

Worried about your vacation home in the off-season?

ENJOY COMPLETE PEACE OF MIND.

BECOME A MEMBER



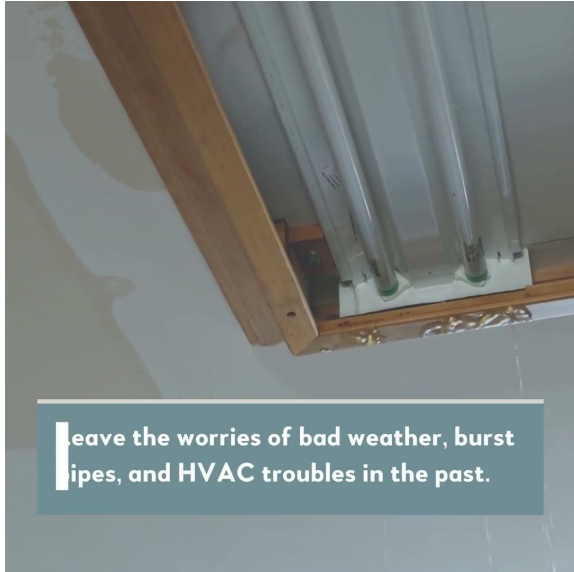
YOUR HOME CONCIERGE

Worried about your vacation home in the off-season?

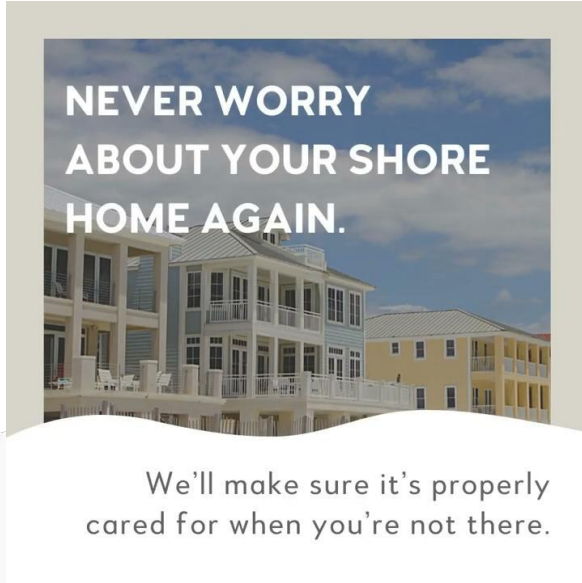
ENJOY COMPLETE PEACE OF MIND.

BECOME A MEMBER

Video Content



Leave the worries of bad weather, burst pipes, and HVAC troubles in the past.



We'll make sure it's properly cared for when you're not there.



So all you have to do for a relaxing trip at your shore home...is show up.

Social Ads

WORRIED ABOUT YOUR VACATION HOME IN THE OFF-SEASON?



YOUR HOME
CONCIERGE

Build a relationship with a team who can handle everything while you're away.

[BECOME A MEMBER](#)

YOUR HOME
CONCIERGE



#1 Rated Avalon & Stone Harbor Off-Season Shore Home Care.

[BECOME A MEMBER](#)



Never worry about your shore home again.

[BECOME A MEMBER TODAY!](#)

YOUR HOME
CONCIERGE

Organic Social

YOUR HOME
CONCIERGE

RESPONSIVE.
LOCAL.
FRIENDLY.



As a YHC member,
you'll never have to
call anyone else about
your second home.

[BECOME A MEMBER](#)

YOUR HOME
CONCIERGE



NATIONAL CLEAN
BEACH WEEK

YOUR HOME
CONCIERGE

DID YOU KNOW?

It's National Be Nice to Jersey Week!



YOUR HOME
CONCIERGE



Seeq Conneqt

Overview of Branding Project:

Seeq is an advanced analytics software platform for process manufacturers. Seeq enlisted Uncommon Marketing Works (agency of record at the time) to develop the brand identity for their first-ever user conference. We were charged with the full branding of the conference along with the promotional marketing that attracted over 200 attendees in less than six weeks of pre-planning.

Project Scope:

- Logo Design & Development
Brand Guidelines Development
- Colorways
- Landing Page Design & Development
- Event Signage, Posters, Giveaways, Collateral
- Video Development
- Promotion Strategy & Management

Primary Logo & Color Palette

Color Variations



#003057

#582C83

#FBC426



Brand Guidelines



Connect Logo Usage

At the time of this document release, the Connect logo should be used primarily in its variation including the Seeq™ logo.



At the time of this document release, the Seeq™ logo should always be included in the Connect logo lockup for external and internal marketing. Connect may be used when locked up with the event's location and dates. This can be limited to document main pages, slides, banners, and signage as well as any additional items specific to the conference's location and date.



The Connect logo without the event specific date and time can be used in emergency content to be used over other use, in any materials that already mention the location and date. Document pages following a 10% usage limiting the location specific tags, and any usages where the location would be too small to read.



The logo can be used in its white version on dark backgrounds, where the blue version would not be easily read. The black version of the logo should only be used when required such as in black and white advertisements or for printing on merchandise where only black and white is permissible.

©Seeq Corporation, 2022010 For Internal Use Only

Colors

Though we are utilizing Seeq brand colors throughout the event, we are choosing to lean more of Seeq's purple than in our primary branding. Purple speaks to innovation, cutting edge, and pushing limits.

- Our main color is dark blue
- Our accent colors are purple and gold.
- Our background and detail color is dark blue/purple gradient (2/3 dark blue, 1/3 purple).

Primary Color



Accent Colors



Backgrounds/Details



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Logo Spacing and Sizing

The example below show the isolation zones when positioning the logo. Minimum spacing should always be at least 10% of the total logo width.

Do not display the logo at less than 1 inch wide.



Clear space requirement:
10% of total logo width

Minimum viable requirement

Logo should never be less than
1 in (2.54 cm)

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Photo Treatments

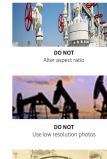
Whenever photos are used as a general background where they play secondary role, a graphical treatment is recommended. The following creation method can be used in most of the graphics software (i.e. Photoshop, Illustrator). Convert the desired photo to gray scale. Create a new dark blue gradient layer above the gray scale photo and set up a blending mode to Multiply/Darken. Sometimes the gray scale photo will require some adjustment of the brightness/contrast. After creating the image, always flatten the layers before exporting a final version, as in some cases, the viewing a PDF file from a web browser, the image may not display properly or may appear to be corrupted.



Black and white photo with transparent multiplied gradient background.



Example of a dark frame images



DO NOT

Alter aspect ratio



DO NOT

Use low resolution photos

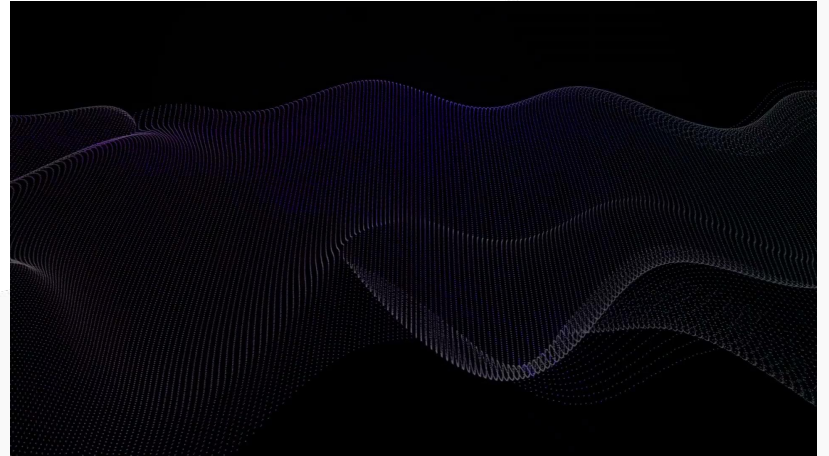
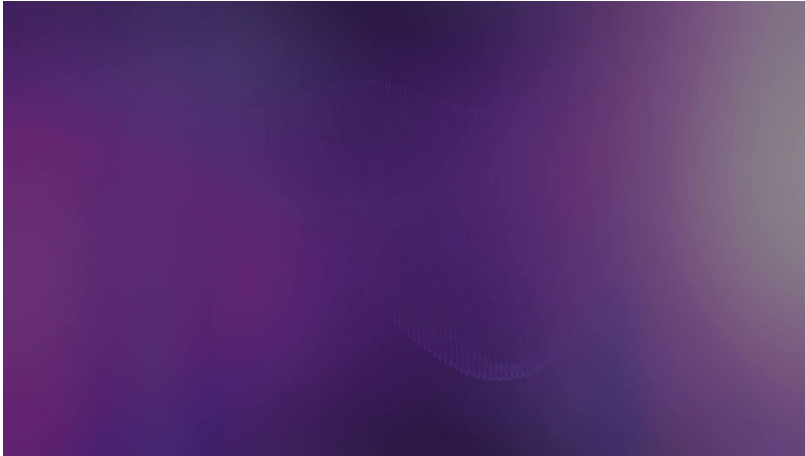


DO NOT

Use low contrast overlay

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Video Content



Email Graphics



Seeq CONNEQT
AUSTIN, TEXAS | MAY 2-4, 2022

CONQUER THE LATEST INNOVATIVE TECHNOLOGY
EXPLORATIONS IN ADVANCED INDUSTRIAL ANALYTICS.

REGISTER NOW



Seeq CONNEQT
AUSTIN, TEXAS | MAY 2-4, 2022

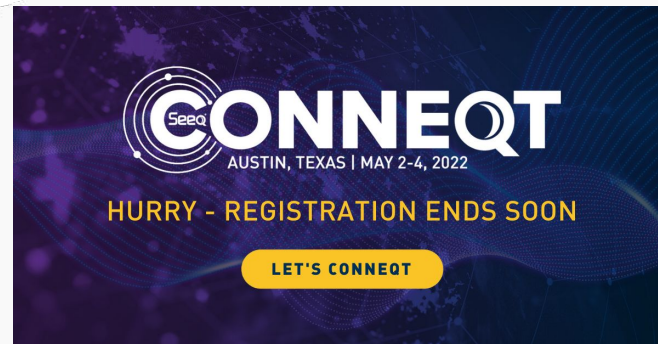
REGISTER NOW



Seeq CONNEQT
AUSTIN, TEXAS | MAY 2-4, 2022

REGISTRATION NOW OPEN

LET'S CONNEQT



Seeq CONNEQT
AUSTIN, TEXAS | MAY 2-4, 2022

HURRY - REGISTRATION ENDS SOON


LET'S CONNEQT

On-Site Signage & Materials




On-Site Signage & Materials

We want to hear from you!




Please provide your product feedback through the Conneqt mobile app.



Just a couple clicks:

1. Login to the app
2. Select the **product feedback icon**
3. Answer a couple quick questions!




AUSTIN, TEXAS | MAY 2-4, 2022

Download the Conneqt App!



Instructions:


1. Go to <https://crowd.cc/s/4f4gk> on a mobile device.
2. Download the app and open it.
3. Click on find your event and type in **202203 Conneqt**.
4. Download the event.
5. Login by entering your first name, last name and email address.
6. A verification code will be sent to your email.
7. Type it in and login.
8. You can now access all the app content.



AUSTIN, TEXAS | MAY 2-4, 2022


We want to hear from you!

Please provide your product feedback through the Conneqt mobile app.



Just a couple clicks:

1. Login to the app
2. Select the **product feedback icon**
3. Answer a couple quick questions!



On-Site Signage & Materials



On-Site Signage & Materials



Thank you

We're excited to work with you!

