

Brand Guidelines



Bringing our brand to life

Whether on social media, in-app or via a Channel Partner's website, our customers should recognise our brand wherever they come across it. This means speaking in one voice, with one clear visual language.

This brand guide is for you and anyone who communicates on behalf of WhosOnLocation, to help us achieve clarity and consistency in the way our brand is presented.

Please take the time to read this guide carefully. If there's ever any uncertainty around the use or application of our brand, please contact us at marketing@whosonlocation.com



Protecting the people and **places**
that **power** your organizations

We believe **safety and security** starts with knowing who's on site.

We believe in **innovation**.

Create amazing
customer experiences



How we look



**We don't shy
away from colour**

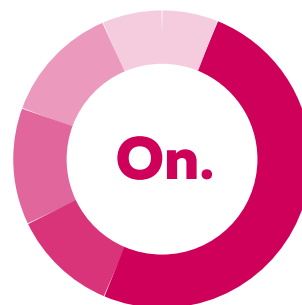
Our primary colours

All of our colours work well together, but there are some we like to pair up, and some we use more often than others.

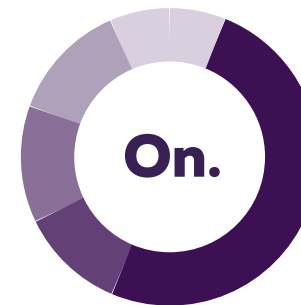
Pink is our primary brand colour, and the most commonly used shade in our palette. Purple pairs perfectly with it - this combinations is used for logos, as backgrounds to our design work and as headings and sub-headings in documents.

Blue and turquoise are also important colours for us. You'll find this pairing across our website and design work.

Colours can be tinted to complement the main colour as a different shade. Tints start at 100% of the main colour and then decrease by 20%.



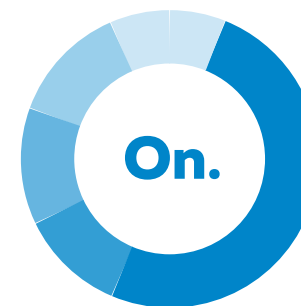
HEX	PANTONE
#CE0058	Rub. Red C
C 0	R 206
M 100	G 0
Y 57	B 88
K 19	



HEX	PANTONE
#3C1053	2627 C
C 85	R 60
M 100	G 16
Y 6	B 83
K 38	



HEX	PANTONE
#64CCC9	325 C
C 53	R 100
M 0	G 204
Y 23	B 201
K 0	



HEX	PANTONE
#0085CA	Process Blue C
C 100	R 0
M 13	G 133
Y 1	B 202
K 2	

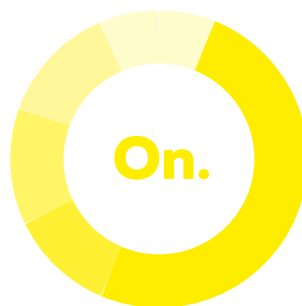
Our secondary colours

Our secondary colours are used when variety is required, or for specific uses. These colours are less dominant in our colour palette, and used as accents to complement our primary colours.

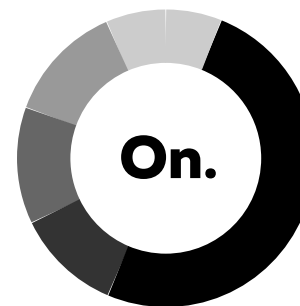
The main purpose for yellow is for in marketing CTA buttons. It can also be used for header text.

Black is used for text, and occasionally as a background for our designs.

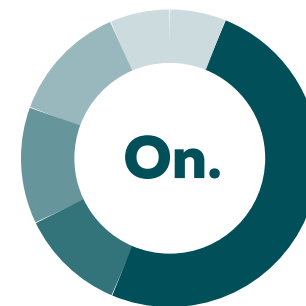
Our teal colour is used when variety is needed, and to complement our primary colours.



●	HEX	PANTONE
●	#FFED00	138 C
C	0	R 255
M	0	G 237
Y	100	B 0
K	0	



●	HEX	PANTONE
●	#000000	Process Black
C	0	R 0
M	0	G 0
Y	0	B 0
K	100	



●	HEX	PANTONE
●	#004F59	3156 C
C	100	R 0
M	16	G 79
Y	33	B 89
K	66	

Background and gradients

Background and gradients

We often use a colour gradient for our backgrounds – whether that’s for a social media tile, the cover page of a document or a website landing page.

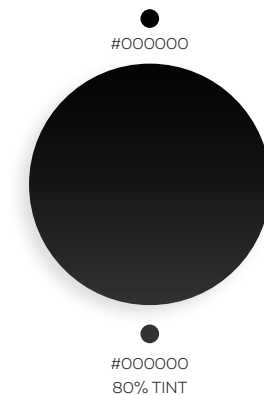
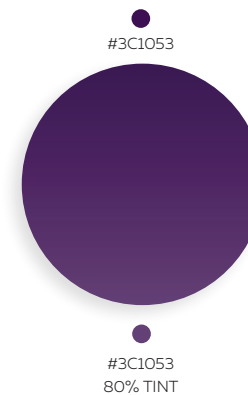
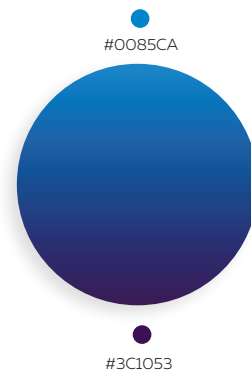
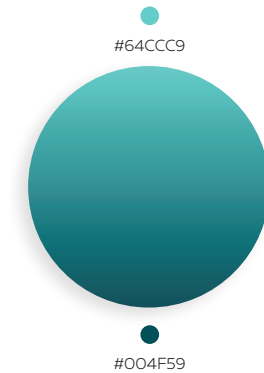
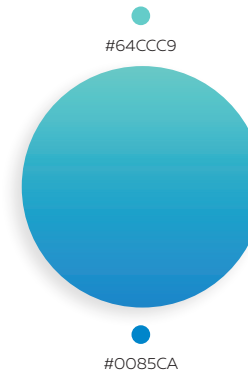
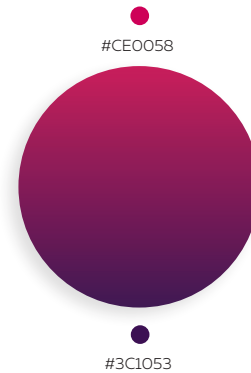
Most commonly, these gradients are based on our primary colour pairs.

Exceptions to this include:

Black/white - occasionally, when conveying a ‘premium’ or ‘innovative’ message, using black as our dominant background colour can create a sleek design. We always add a slight gradient using white.

White/black - email or social tiles sometimes benefit from a plain background. For these designs, white is the dominant background colour, with a slight gradient using black.

Solid white - when creating a web page, sales brochure or document, a plain white background is often used for legibility.



Our logo

We know different shape and sizing constraints call for different branding options, so we've created a number of logos to use across your designs.

Horizontal

This is our master logo, and the preferred branding to use where possible.

Clear-space

It's important we leave clear-space around our logo so it's crisp, clear and easy to read. The rules are easy - just leave room for the 'On' all the way around the edge.

Horizontal



Clear-space

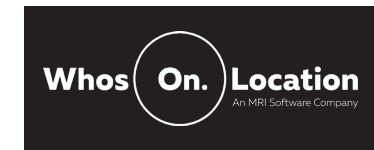
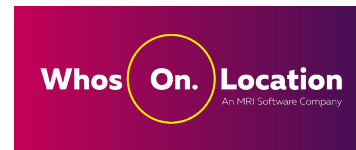


Our logo

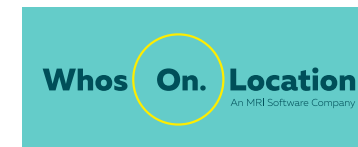
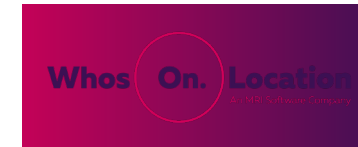
Colourways

Our logo should always be eye catching - the colourway you use will be determined by the background the logo sits on.

Dos



Don'ts





Our logo

Watermarks

We use the "ON" as a watermark or in a background as a textural element.

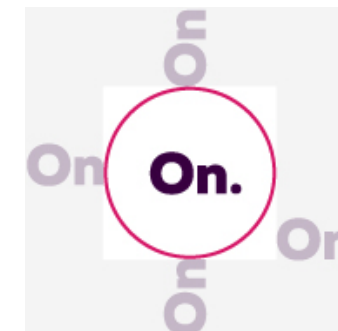
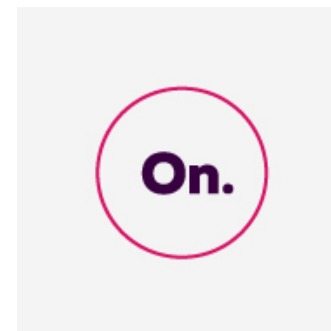
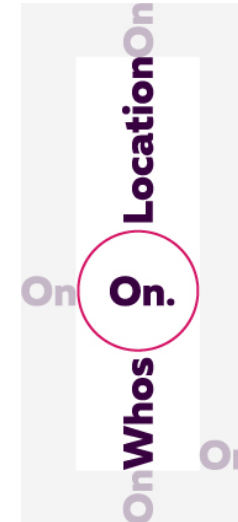
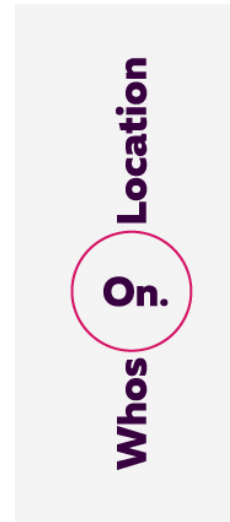
Vertical logo type

This logo should only be used when size constraints make the horizontal logo un-usable. This is mainly for narrow online ad formats (skyscrapers), or in documents. You'll notice the 'On' should always remain horizontal.

Minimal logo / icon

This is our logo in its most basic form. This icon is used:

- when the website collapses to mobile format
- as an app icon
- or when included within a statement or sentence, as a play on words



Whos **On.** Location

Whos **On.** Location

On.

On.

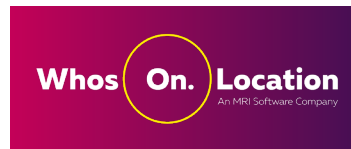
On.

Our logo

Minimum size

We want to be seen and heard wherever we are, and our minimum size reflects this. Our logo should always be legible and clear. Save as an eps or png, rather than jpeg.

Do ensure it's legible



Do use the smaller "On." logo if sizing constraints require it



Don't make it so small it can't be read



Don't use compressed files



Don't cram the full logo into a tiny mobile banner ad



Our typeface

We use Muller Light for body text and Muller Thin for subheadings or where a bigger font size is needed:

BRAND PRIMARY

EXTRA BOLD

MULLER EXTRA BOLD

LIGHT

MULLER LIGHT

Our typeface

For any text that's created in a word document, we stick to Arial. This avoids formatting errors when documents are shared and edited.

BRAND SECONDARY

BOLD

ARIAL BOLD

REGULAR

ARIAL REGULAR

Heading 1 is 16pt in BOLD

Heading 2 is 14pt in BOLD

Body text is 12pt

Our typeface colours - documents

Heading 1

Main headings should be purple.

Heading 2

Sub-headings are always pink.

Body text

When writing documents on behalf of WhosOnLocation, the body of the content should always be in black.

Link text

Link text is always pink.

Heading 1

Heading 2

Body text Link text

Managing the **safety** of the
people in your **duty of care**

Our design is one of our most
powerful brand assets

Design elements

Circles

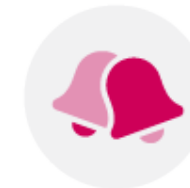
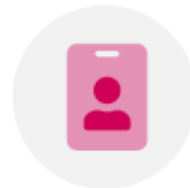
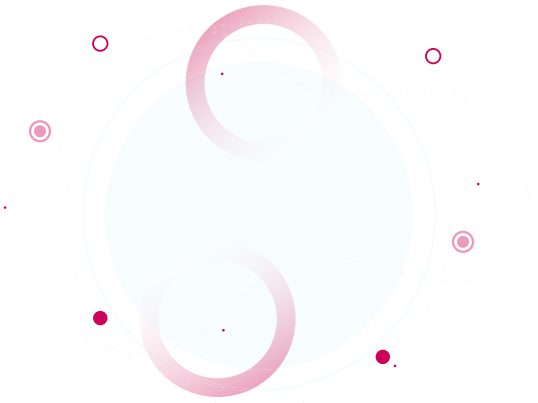
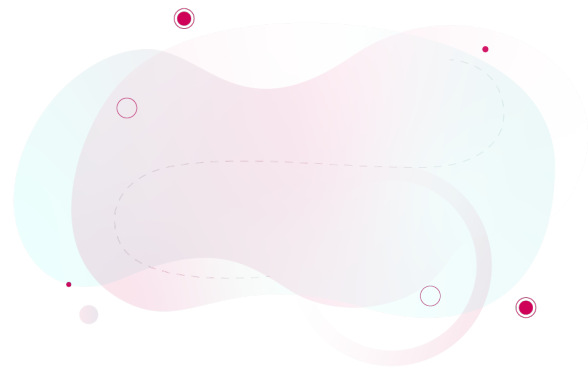
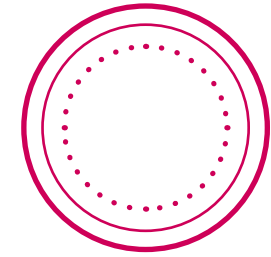
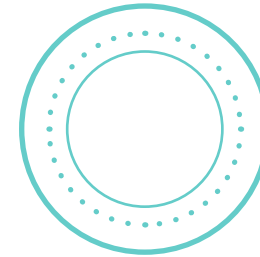
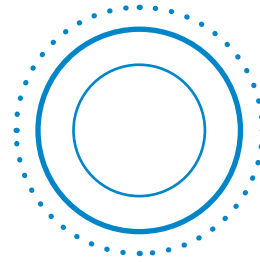
Our circles are a key design device that help us tie other elements together. Lines can be solid or broken, and stacked inside of each other to add depth.

Icons

With so many elements to our product, we like to use icons as a quick and simple reference to our main areas of service. Icons should always have no more than three colours.

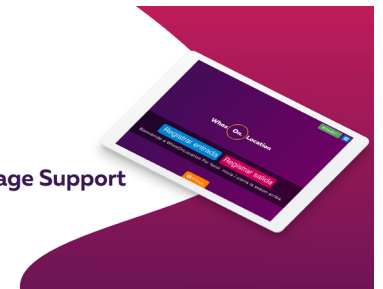
Smooth lines and curves

When creating backgrounds for tiles and landing pages, we often play with curved lines to add definition.



Whos **On.** Location

New Release:
Multi-Language Support

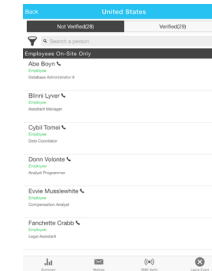


Our Product

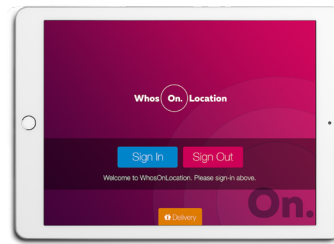
The product sits at the heart of our designs, and these rules ensure we're always showing it at its best and most accurate.



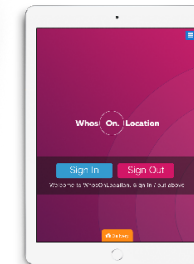
Do ground the product in hardware.



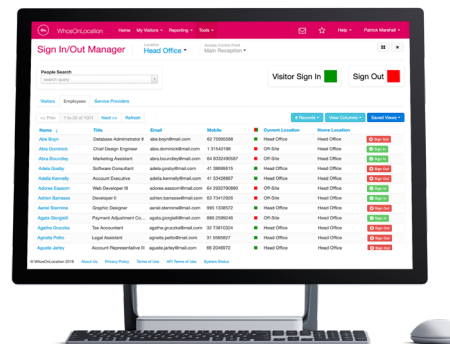
Don't use the product out of the context of a device.



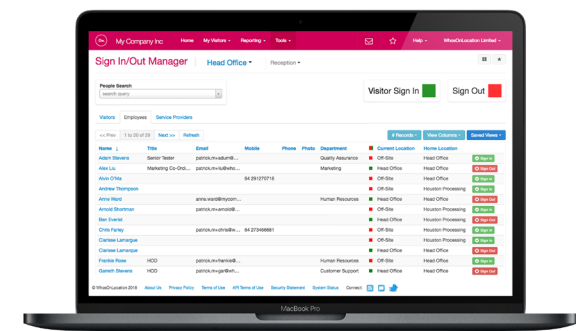
Do always display the Kiosk horizontally.



Don't show the Kiosk in a vertical unit.



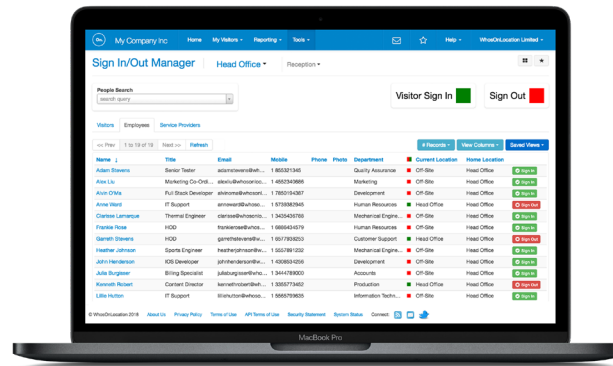
Do populate all fields in a mockup.



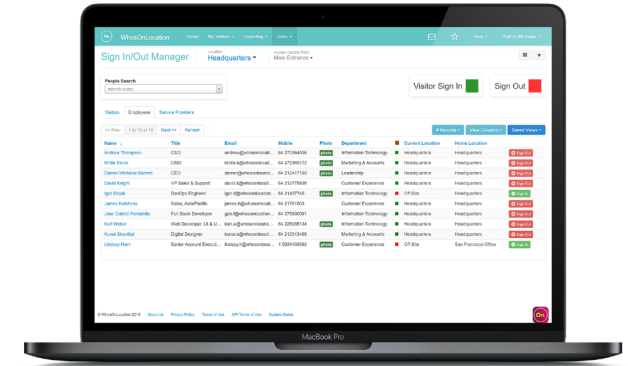
Don't leave any area of the app blank.



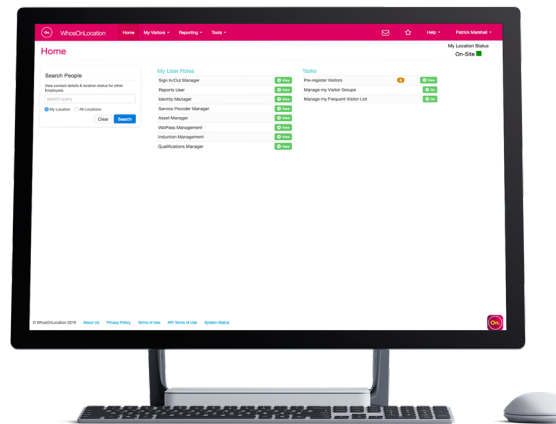
Our Product



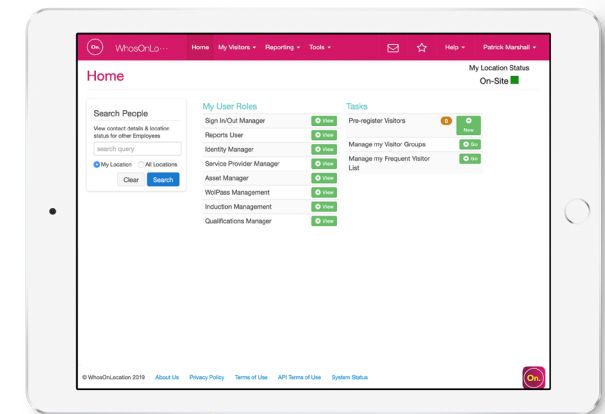
Do use dummy data in a mockup.



Don't use live customer data.



Do create realistic and accurate mockups.



Don't create misleading designs that don't reflect the true functionality of the app.



Buttons

We use Call To Action (CTA) buttons throughout our product and our marketing activity.

Although there are some differing rules for in-app buttons Vs marketing buttons, the following should always apply:

Character limit

The text in a CTA button should be kept as short as possible to be effective. As a guide, aim for 15 characters or less, and never exceed 20.

Button shape

Our CTA buttons are pill shaped, with rounded edges.

Clear-space

Using the same font size as your button copy you should be able to add a letter to the top and bottom and an "abc" at the front and end of your button copy to create clear-space.



Character Limit



Button



abc Clear Space abc

Buttons – Marketing

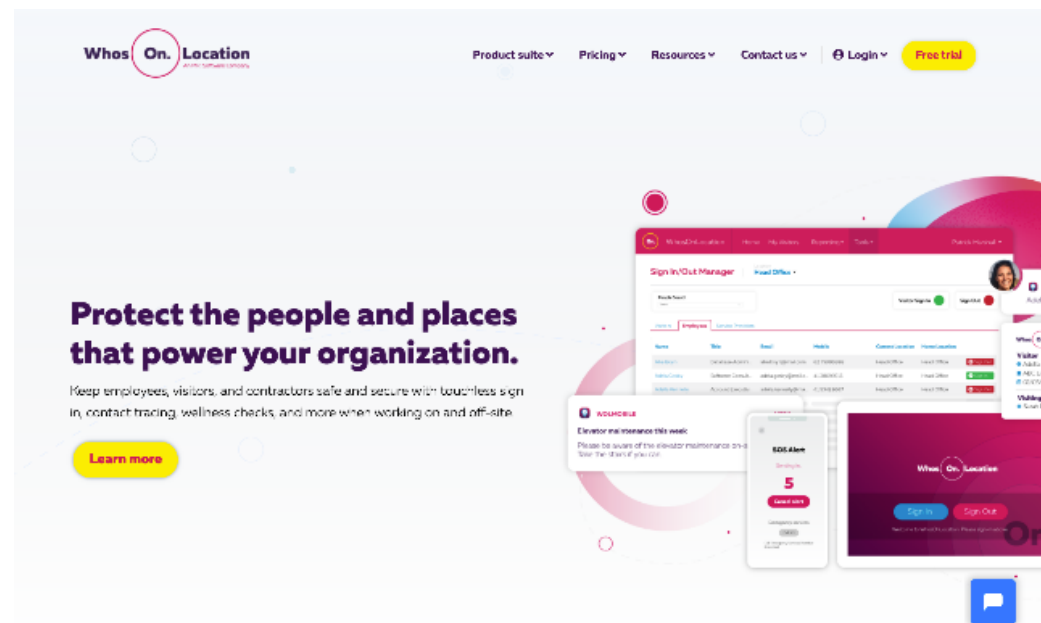
When including CTA buttons in any marketing material, the button itself should always be filled with yellow.

The text inside should always be pink and Muller Extra Bold.

There should be sufficient safe space between the CTA text and the edge of the button. Spacing should start prior to the curve of the button.

Text, images or other design elements should never crowd or overlap the CTA. Leave a gap of at least 1cm on each side.

Drop shadows are used on the pill to give it depth to reiterate that it is a button. The drop shadow should be subtle but visible enough to give depth.



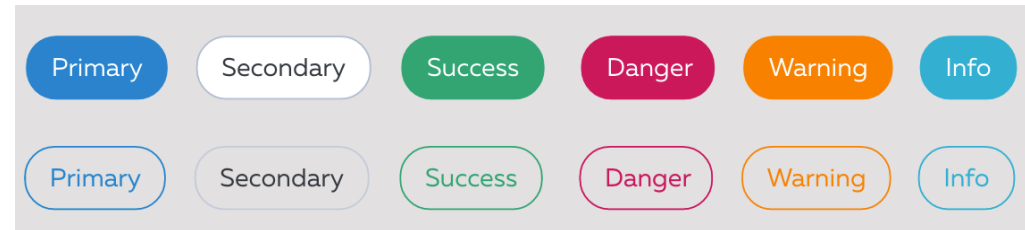
Buttons - In-app

Unlike the buttons in our marketing activity, we use a range of colours for our in-app CTAs.

The colour of each button relates to the type of action it carries out for the user, with pink acting as a warning, and blue signifying progress.

The most important button in a workflow should be a solid colour, and additional buttons should use the outline style.

Icons can be used to the left of the button label to create a consistent visual shorthand for a button's expected function.

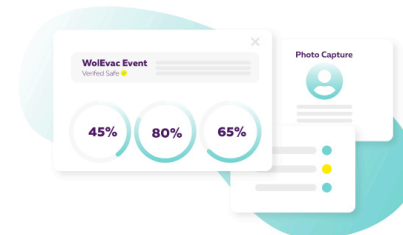
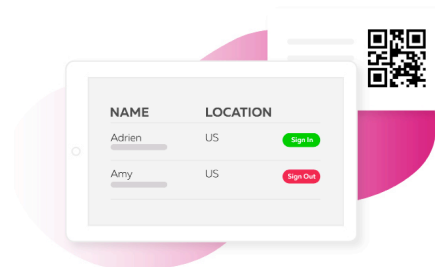
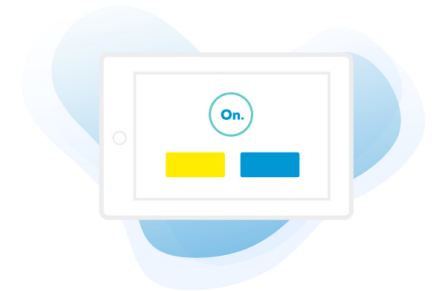
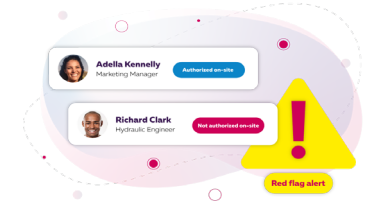
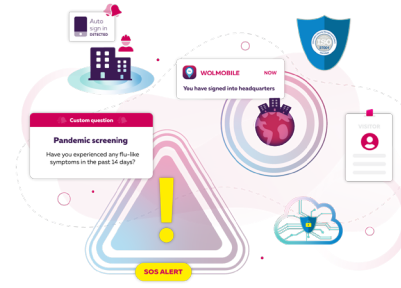
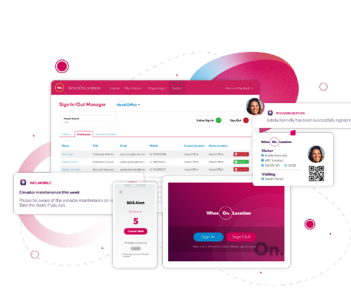


The screenshot displays the 'Auto Sign In/Out' configuration page for 'WolMobile' within the WhosOnLocation application. The interface includes a navigation menu on the left and a main settings area. The 'Auto Sign In/Out' section is active, showing options for 'Employees' and 'Contractors' to be signed in automatically. Below this, there are settings for 'Geolocation Reporting', including a dropdown for 'Data to include in geolocation report' set to 'All location data'. At the bottom, there are 'Make Follow Me Mandatory' settings for both 'Employees' and 'Contractors'.

Illustrations - Marketing

Illustrations should:

- Incorporate our brand colours. (edited)
- Use a maximum of four brand colours.
- Represent the copy without being too literal. They just need to convey a message.
- Complement existing designs.
- Sit on a background that uses a gradient, and doesn't overpower the illustration - a light fade works well. The background shapes don't need to be standard.
- Not be too cartoony.

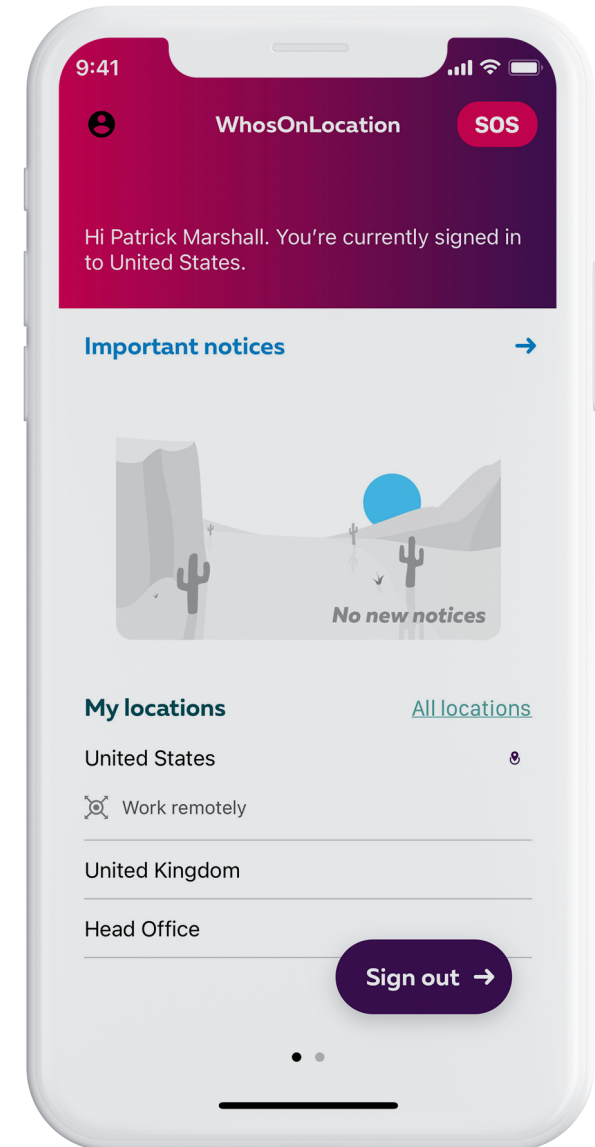
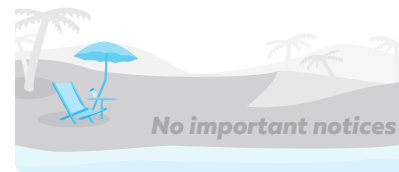


Illustrations - In-app

When a new account is set up, the empty spaces where data will go should be filled with simple illustrations to balance the content and give the user context clues as to what to expect in that space.

Illustrations should:

- Use minimal colour, just a splash of brand colour at the focus point or to highlight the theme
- Use clean, minimal forms, shading, and perspective to give a sense of depth and place
- Be non-literal, try to evoke the meaning in an unexpected way
- Not compete for attention or distract from the functional requirements of an interface
- Avoid human figures



Photography

Our brand identity is led by our design. However, there are some instances where we benefit from the use of photography. These include:

- Our blog
- Across our social media
- In our case studies
- Occasionally in our emails, usually when linking through to a blog post



Photography

Candid and real, our photographs should give a sense of place, and never feel staged.

They should represent real customers in their real work environments to give our messaging context and believability.

This helps our potential customers realise the breadth of the businesses we represent, and the people who work there.



Photography

Macro and micro - as well as location-based shots, we also like to show the details.

Close up shots and tight cropping of imagery help us zone-in on particular moments and details (where everything else is blurred).



Our voice

We write with one voice across the brand.
Whether that's on our blog, in-app or across our
social media accounts.

WhosOnLocation is:

- Comprehensive
- Universal
- Grounded in business value
- Sophisticated
- Authentic
- Personable
- Informative

WhosOnLocation isn't:

- Vague
- Exclusive
- Pompous
- Overly familiar or unprofessional
- Inaccurate
- Robotic



Our voice

WhosOnLocation is:

Comprehensive

"Protect the people and places that power your organisation with a streamlined and efficient sign-in service."

Universal and grounded in business value

"Maintenance decision-making can be difficult for facility managers if you have nothing to reference. Here are three property inspection tips to make the process more straightforward."

Personable

"Unsure about your legal responsibility when it comes to hiring a contractor? Here's everything you need to know:"

WhosOnLocation isn't

Vague or overly familiar

"Your business will be way safer and better with WhosOnLocation."

Exclusive or pompous

"Maintenance decision-making can be a laborious, arduous and burdensome process, especially if one lacks a point of reference. Here are three findings from our recent research to bring clarity and lucidity to your role."

Robotic

"You need to know about your legal responsibilities if you hire a contractor. Read up here."

Technical writing

As a software company, our content can get quite technical.

However, it's important to remember the majority of our target market don't necessarily understand (or need to understand) the more technical aspects of our product.

We always keep our writing simple and easy to digest - we write for the Front-of-House staff who use our software day in and day out.

When new features become difficult to communicate to a non-technical audience, we can use analogies to communicate the 'idea' in a simple way.

We always ask our development team to check our content before we push it live.

Finally, we keep it short, and try not to over explain. Remember, "if you can't explain it simply, you don't understand it well enough". Albert Einstein

Technical writing

Examples:

The Cloud

The cloud refers to a digital data storage system, carrying copies of your information dispersed over hundreds of servers worldwide.

Put another way, the cloud lets you keep copies of your records on multiple platforms, so if your local files were destroyed in a disaster, your information would remain safe and secure.

Webhooks

Unlike an API, webhooks work in real time, automatically transferring data as soon as an event happens. So when a visitor signs in, all the information captured at the Kiosk is instantly sent to your organization's systems, rather than waiting for the API's scheduled update.



Our voice – Competitive differentiators

Still lost for words? There are some key competitive differentiators we like to talk about. Here are some phrases to get you started:

People presence management

Robust solution

Scalable and **easy to deploy**

Fully **customizable**

Outstanding **customer care**

Continuous **product evolution**

Strong **data security**

Smarter data and actionable insights

Account for everyone in an **emergency**

Boilerplate

To give background and context to our marketing materials, we often use our standard WhosOnLocation boilerplate.

About WhosOnLocation

WhosOnLocation provides people presence management software that monitors the safe and secure movement of people through buildings and work sites. Our powerful, cloud-based solution unites visitor, contractor, employee, and emergency management, enabling organizations to secure their facilities and ensure the safety of every person on-site.

Armed with a rich, unified source of people presence information, our users are empowered to make more strategic, data-driven decisions that mitigate risk, reduce overhead costs, and streamline operations.

Whos  **On. Location**

An MRI Software Company

