

Scalefusion Branding Guidelines

December 2020





Introduction

The Scalefusion brand is our most valuable asset. We have invested years of effort creating and shaping positive experiences with our partners and customers.

Our brand can strategically help our partners grow as well. These guidelines outline recommended branding practices and provide detailed direction on how to best activate these scenarios in your marketing communication materials.

We appreciate your partnership and know that you will share the responsibility of maintaining the positive experience associated with the Scalefusion brand.



Why are Branding Guidelines Critical?

Using our brand guidelines symbolizes a commitment to provide the market with a new or enhanced product or service. Each brand constitutes a set of promises that people associate with the respective company. Care must be taken to ensure that we are not misrepresenting the product or service of the brand, which would cause confusion in the market or, more importantly, with the end customer. For that reason, we must clearly and appropriately communicate in a manner that is:

- Efficient - leveraging our mutual resources productively and accurately.
- Consistent - developing visual cues that communicate our brand guidelines.
- Effective—using clear and understandable language from a customer perspective.

These guidelines will help to streamline the development of branded materials while protecting the valuable corporate and product brand assets for all involved.



When to follow brand guidelines

Creative assets appropriate for co-branding include:

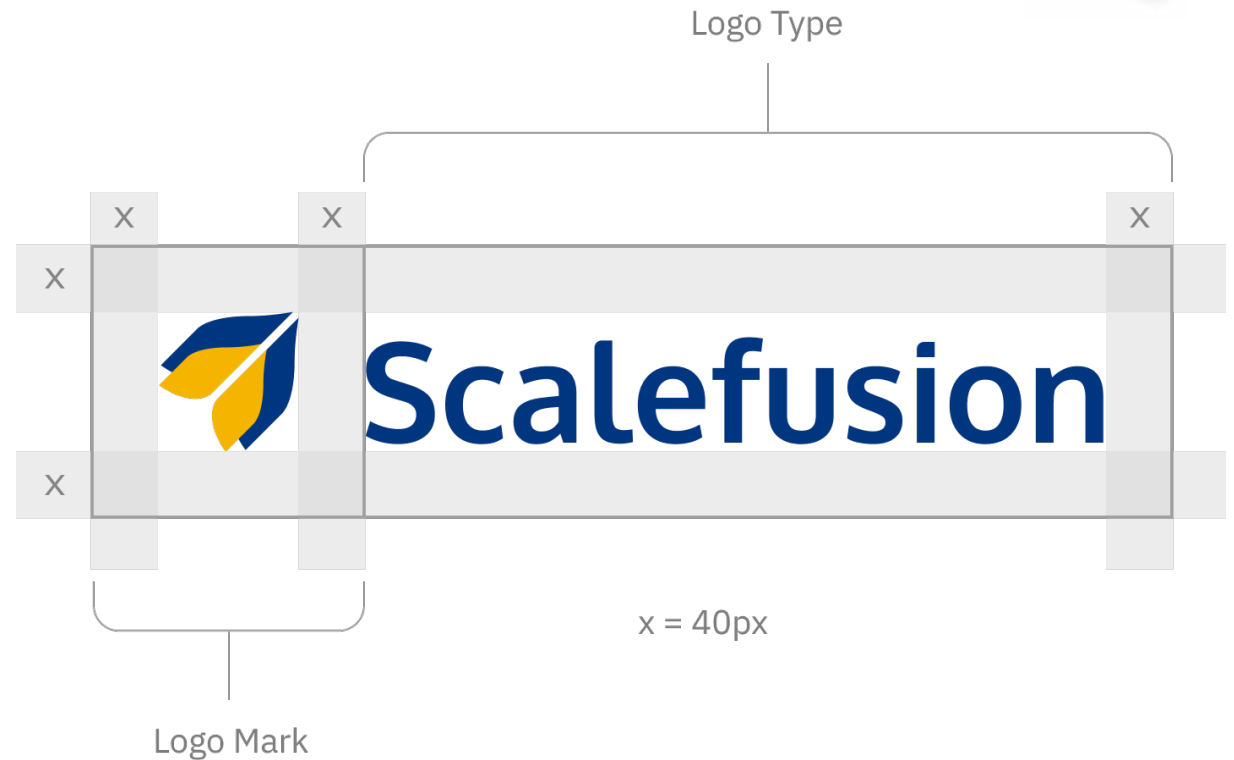
- Email Headers
- Flyers
- Solution Briefs
- Advertising
- Event Signage
- Brochures
- Product Decks

These illustrate some common asset examples for reference; this is not a comprehensive list.



Our Logo

We are very proud of our logo, and we want you to follow these guidelines to ensure it always looks best. Our logo is the combination of a simple and modern wordmark with the icon.



Primary Logo Usage

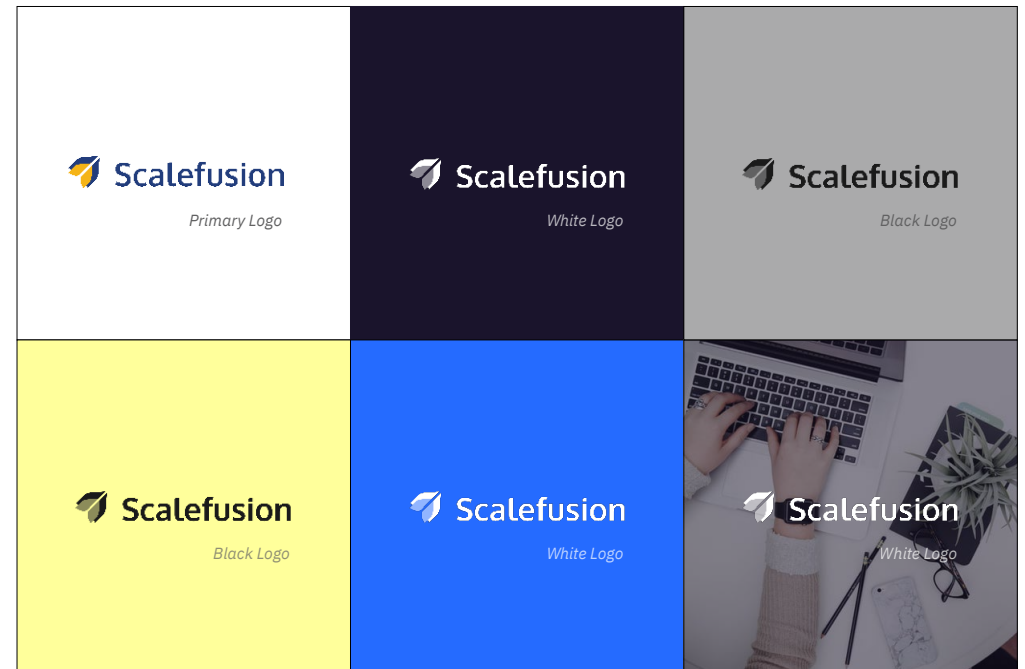
This Logo should be used only on a white background and non-duo toned photographs/backgrounds.

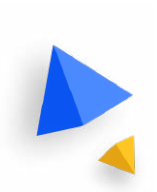


Logo Colors and Backgrounds

These monochrome/inverted Logos should be used only if the background does not provide sufficient contrast.

(E.g. In the image, the white logo is used on dark background and the black logo is used on light background)





Logo Misuse

It is important that the appearance of the logo remains consistent and as provided by us. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document - there are no exceptions.



Do Not

Rotate the logo.



Do Not

Distort, Stretch or Squeeze the logo.



Do Not

Use Scalefusion logo on light backgrounds.



Do Not

Use faded logo or reduce the opacity.



Do Not

Do not use low resolution pixelated logo.



Do Not

Use Scalefusion (Formerly Mobilock) Logo in any marketing assets.



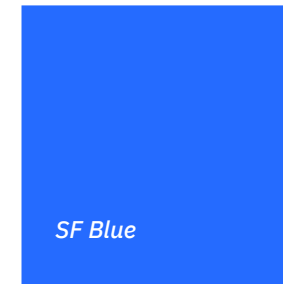
Color Palette

Color is the easiest and most important aspect of engaging the user with the product in Design. It determines the tone of the product. Here we have chosen 3 colours - Midnight Blue, Blue & Yellow.

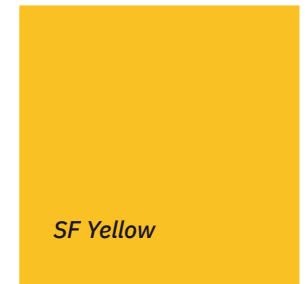
- Midnight Blue symbolizes Depth, Expertise & Stability
- Blue symbolizes Professionalism & Reliability
- Yellow symbolizes Trust & Optimism



C86, M85, Y50, K66
 R26, G20, B44, A100
 H225, S55, B17
 L8, a8, b-16
 #1A142C



C79, M60, Y0, K0
 R37, G107, B225, A100
 H221, S85, B100
 L48, a22, b-81
 #256BFF



C2, M25, Y96, K0
 R250, G193, B36, A100
 H44, S86, B98
 L82, a11, b77
 #FAC124



C10, M5, Y0, K0
 R224, G233, B254, A100
 H222, S12, B100
 L92, a-1, b-12
 #E0E9FE



C57, M49, Y48, K15
 R111, G111, B111, A100
 H0, S0, B44
 L47, a0, b0
 #6F6F6F



C0, M0, Y0, K0
 R255, G255, B255, A100
 H44, S86, B98
 L100, a0, b0
 #FFFFFF



Typography / Font

A solid selection of fonts is the glue that holds the User. Fonts tell a story by bringing a voice and personality to the design. We have chosen IBM Plex Sans & Source Sans Variable to symbolize the versatility of Scalefusion.

Primary Typeface

IBM Plex Sans

IBM Plex Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

IBM Plex Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Secondary Typeface

Source Sans Variable

Source Sans Custom (430)

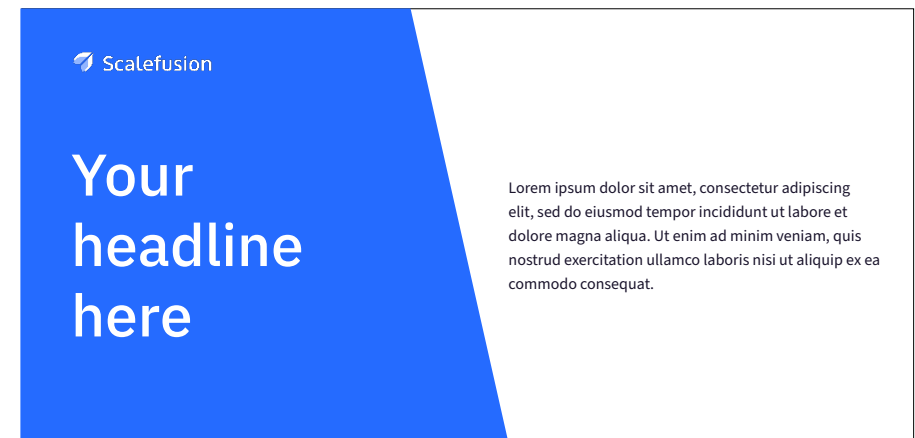
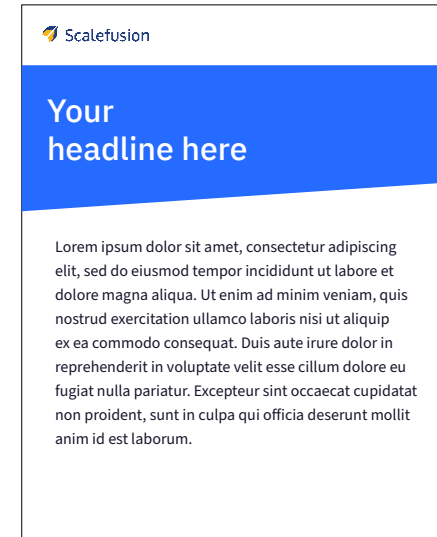
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Scalefusion Branding

These examples demonstrate conceptually how Scalefusion branded marketing collaterals should appear in common marketing materials.

DESIGN REQUIREMENTS

1. Wherever possible, Scalefusion visual identity system is used. (See Scalefusion Visual Style Guide).
2. Use the Scalefusion logo in full color on a white background when available. If this is not possible, use the Scalefusion reverse, all black or all white logo.

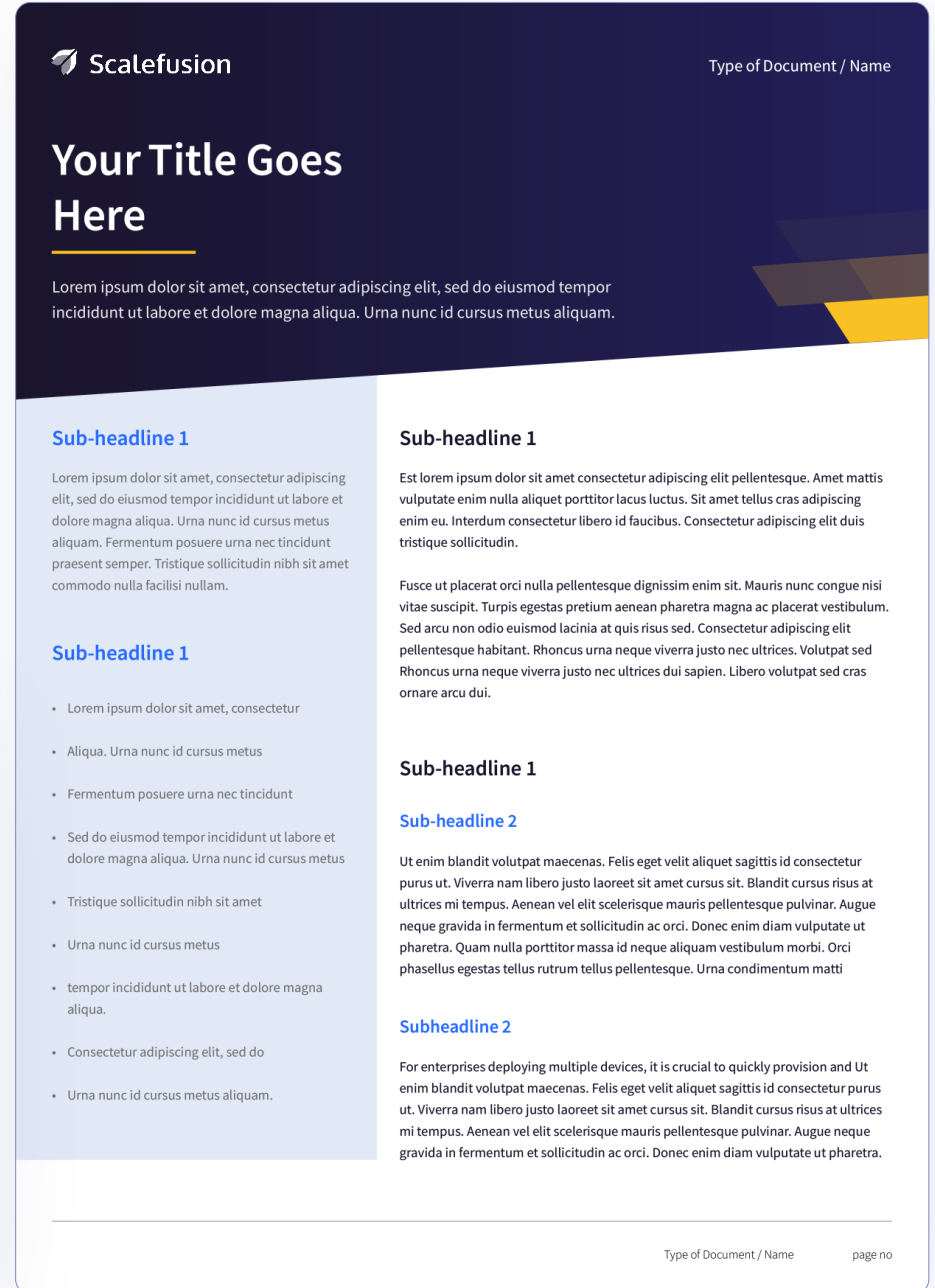


Scalefusion Template Guidance

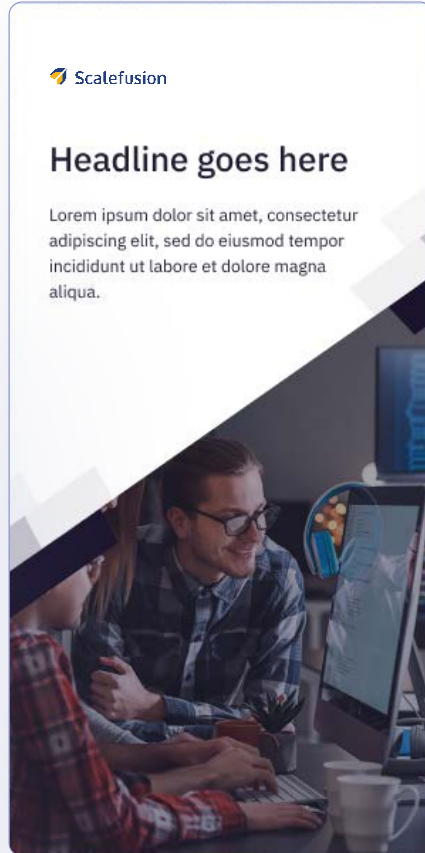
Scalefusion has developed collateral-specific guidelines with designated logo locations for items that we frequently create. The examples on this page show the templates with these pre-defined elements. If you need template source files for any existing Scalefusion marketing materials that you would like to create, please contact swapnil@scalefusion.com



Social Media Posts / Posters



Document Brief

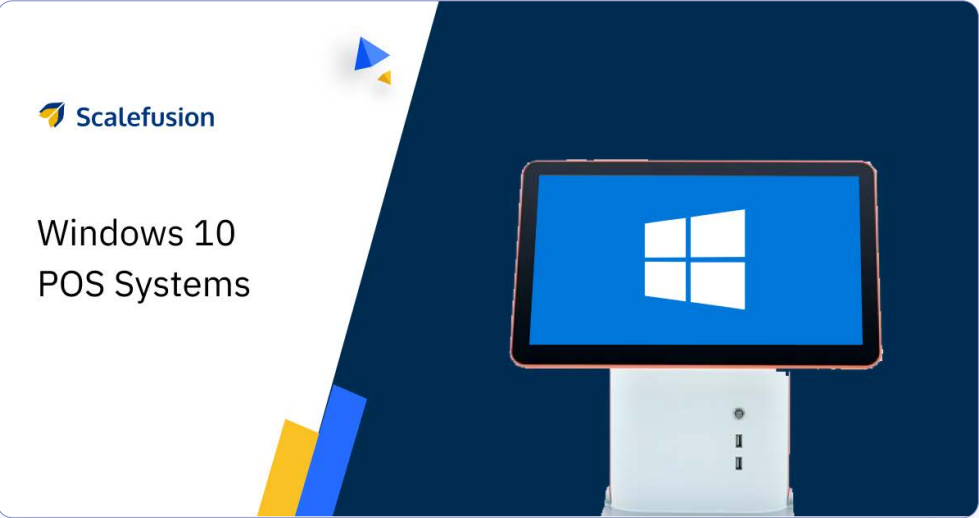


Email Banners / Display Ads

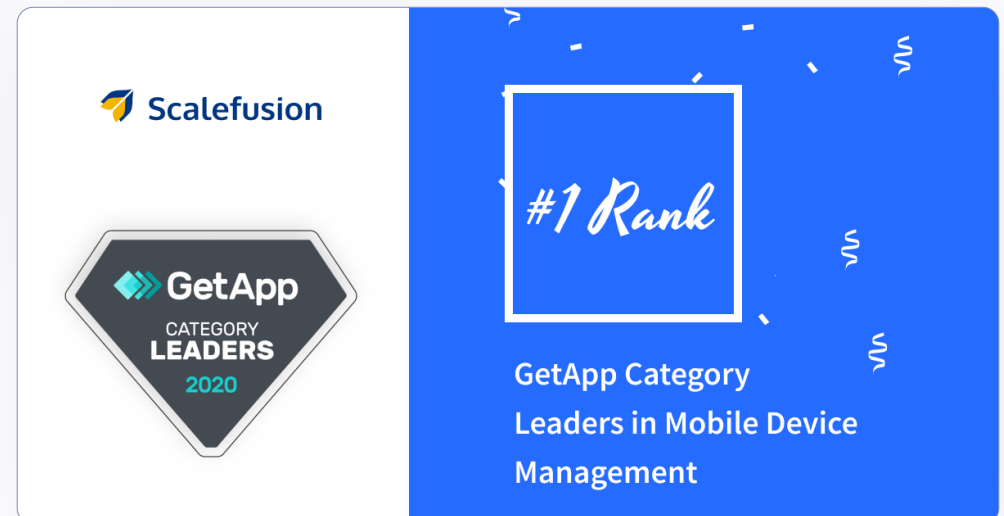
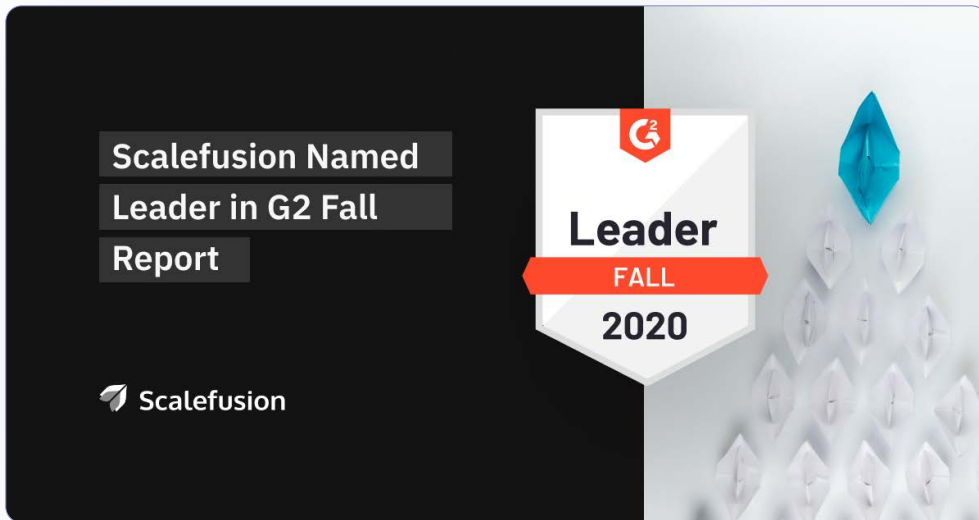


Document Brief

Scalefusion Social Media Posts Examples



Designing Special Social Media Posts





About Scalefusion

Ambitious companies around the world trust Scalefusion to secure and manage endpoints including smartphones, tablets, laptops, rugged devices, POS, and digital signages. Our mission is to make Device Management simple and effortless along with providing world-class customer support. Scalefusion currently has a global customer base of more than 6000 customers and its HQ is located in Pune, India. Scalefusion has offices across Hyderabad and Delhi in India, along with global offices in Mexico and Canada.

Enterprise Sales & Partnerships

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