Barcoding

BE EFFICIENT | ACCURATE | CONNECTED

**BRANDING
GUIDELINES**

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Messaging Guide

This guide contains a series of standard descriptions. It is intended to provide Barcoding, Inc., staff with a resource to present consistent and compelling messages about the organization and its philosophy.

The following pages will help guide you to make messaging decisions when using the Barcoding Branding and creating any materials for our brand.

If you have questions or need assistance relating to the Barcoding Messaging, please email the Design Team.

02/22/22

Welcome #SupplyChainGeeks!

At Barcoding, Inc., we are a family of professionals (#SupplyChainGeeks) dedicated to supply chain automation and innovation that drive efficiency, accuracy, and connectivity.

We believe in our people. Together, we are on a mission to develop a consistently profitable, growth-oriented, and sustainable company that provides opportunity for personal success for all employees while positively impacting customers, business partners, and social communities.

We believe in process first. We work to understand our clients' businesses—their workflows, people, cultures, and goals—and then we discuss the types of technology available to fit their needs.

We believe in transparency and sharing. As we grow, we share our journey through our digital and social platforms.

We believe in being helpful—whether it is in a meeting, consultation, partnership, educational effort, new technology review, or charitable donation.

We believe in the power of branding. Ours simplifies everything we do into one phrase:

Be Efficient | Accurate | Connected™

Brand Narrative

The Brand Narrative's purpose is to give more depth and dimension to the brand. So, rather than "We are a company that does X," the narrative talks about **why** we do it, **how** we do it, and what we're working to **achieve**. This is to be used by the agency's copywriters and designers so they can more richly and meaningfully articulate why prospects should work with Barcoding.

- **We are problem solvers.** We face industry and customer challenges head-on, fearless and irrepressible in our pursuit of the best possible solution.

- **We are smart.** We bring the right minds, the right approach, the right data, and the right technology to the table, with a goal that motives every action and decision: to help them be the best they can be. That means driving down costs, increasing revenue, and improving their customer experience.

- **We are strong**: Financially, in the depth of our experience, and as a result of collaborations with customers and vendor partners.

- **We invest** in ourselves and our customers to ensure that together, we're always well ahead of the curve and taking advantage of the right opportunities.

- **We are committed to the things that have power to transform customers' businesses** (and our own): in our people, in being helpful, in thoughtful processes, in transparency, and in continuous improvement.

- **We are honest.** If we don't think a technology will solve your problem, we will not recommend it.

Barcoding Identity

OUR NAME

Our identity is wrapped in the strength of our company name. It must be spelled out "Barcoding, Inc." or Barcoding, Incorporated.

The name should never be shortened to BCI... because that's not who we are (and there's another company out there with those initials). If you need to shorten it, use "Barcoding."

WORDS THAT DEFINE OUR BRAND PERSONALITY

When people think of Barcoding, Inc., we aim for them to feel the following words: excitement, sophistication, and sincerity.

Excitement	*Sophistication*	*Sincerity*
Energetic	Best-in-Class	Welcoming
Futuristic	Professional	Approachable
Optimistic	Geeky	Reliable
Imaginative	Bold	Fun
Progressive	Crafted	Laid-Back
Vibrant	Refined	Trusted
	Technical	Dependable
		Open-Minded
		Respectful
		Curious

Boilerplate

ABOUT BARCODING, INC.

Barcoding is a supply chain automation and innovation company that helps organizations be more efficient, accurate, and connected. With extensive subject matter expertise in data capture, labeling and printing, and mobile computing, we are trusted to build and manage solutions for some of the best IT and operations teams in the world. Founded in 1998, Barcoding is headquartered in Baltimore, MD, with offices across North America (Chicago, Houston, Seattle, Montreal, Toronto, and Vancouver).

For more information, visit **www.barcoding.com.**

KEY MESSAGES

1. Barcoding, Inc., believes in the power of Efficient, Accurate, and Connected data to move enterprise business forward.

2. Barcoding, Inc.'s long-term partnerships are based in transformation, not transaction.

3. Our approach is at the center of what we do: Process, People, then Technology (PPT).

4. Our people make all the difference. We are #SupplyChainGeeks!

5. We are experts at what we do, and we've been doing it for a long time.

Elevator Pitch*

Since 1998, Barcoding has supported professionals in IT, operations, and supply chain with the best solutions for data capture, printing and labeling, and mobile computing.

We have extensive experience capturing, tracking, and integrating data (primarily with barcodes and RFID). We also help thousands of companies successfully deploy and manage enterprise mobile solutions.

What sets Barcoding apart is our approach: we start with process and people and then move to technology. When you work with us, you get the right minds, the right approach, an industry-leading partner community, and a focus on continuous improvement.

At the end of the day, we want to make your life a little bit easier…and more efficient, accurate, and connected.

NOTE: Remember this is meant to be spoken.

Core Technology Areas

Data Capture Solutions

Barcode

RFID

Manual Input

IoT *Bluetooth, Sensors, etc.*

Labeling & Printing Solutions

Procurement and Ecommerce

Strategic Labeling Programs

Compliance Labeling

Design & Integration

Thermal Transfer & Direct Labels

Custom Labels

RFID Labels and Tags

Warehouse Labeling

Print & Apply

Mobile Computing Solutions

PreLive Services™

GoLive Services™

StayLive Services™

Migration & Modernization

Application Development

System Integration

Sustainability

OnePay™ as-a-service

IntelliTrack® Enterprise Platform

IT Asset Management

Fixed Asset Tracking

Rotational Asset Tracking

Consumable Inventory Tracking

United States Offices

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3840 Bank Street
Baltimore, MD 21224

📞 410.385.8532

⬚ www.barcoding.com
✉ info@barcoding.com
@ BarcodingInc

Houston, Texas Office

10370 Richmond Ave., Suite 125
Houston, TX 77042

📞 713.782.6000

Chicago Office & Technology Integration Center

1S-660 Midwest Road Suite 310
Oak Brook Terrace, IL 60181

📞 1.888.412.7226

Washington Office (Versatile Mobile Systems)

14660 NE North Woodinville Way
Building B | Suite 200
Woodinville, WA 98072

📞 1.800.262.1633

Canada Offices

Montreal

1111 Boulevard Dr.-Frederik
-Philips #600
Saint-Laurent, QC H4M 2X6

📞 1.438.800.8009

⬚ www.barcoding-canada.ca
✉ info@barcoding-canada.ca
@ BarcodingCanada

Toronto

2770 14th Ave
Unit 103
Markham, ON L3R 0J1

📞 1.437.538.3185

Vancouver

#213 – 2999 Underhill Avenue
Burnaby, BC V5A 3C2

📞 1.604.260.1446

Positioning Statement

For (**target**) third-party logistics firms, transportation companies, retailers, and businesses looking for ways to improve efficiency, accuracy, and connectivity, (**brand**) Barcoding is the (**category**) solutions provider that provides the highest level of service in data capture, so that the target can have (**point of difference**) confidence that their people and processes are optimized, because Barcoding (**reason to believe**) provides measurable business impact and frictionless acquisition and deployment of technology.

Brand Positioning

Brand positioning is how our customers view us in relation to the rest of the industry.
Our key differentiator is our approach—PPT (Process, People, Technology).

To position our brand appropriately, always associate our name with our approach.

BUSINESS PROCESS FIRST

Our customers trust us to learn their business and to fully understand the process or workflow that needs improving before recommending technology.

SATISFIED USERS

We focus on learning about the users, and then we recommend solutions that improve employee satisfaction and maximize utilization.

TECHNOLOGY FIT TO PURPOSE

Once we have learned about your business, our experts will use that information to choose the exact technology to fit your needs.

CONTINUOUS IMPROVEMENT

To maintain the competitive edges gained from our solutions, our clients trust us to manage their device platforms and to maintain continuous improvement goals.

To position our brand, make sure to talk about Barcoding, Inc., in terms of our long-term relationships with our customers.

In Action: Always start with why.

PROCESS

Our customers trust us to listen and learn. We fully understand workflows before recommending technology.

PEOPLE

Cultural fit and user satisfaction are critical to long-term success. We focus on employees in order to maximize tech utilization.

TECHNOLOGY

We design, deploy, and manage solutions that positively impact operations & users. Our goal—help our customers' businesses thrive.

Delivery Framework

Our customers like working with us because we can tailor a solution to meet their specific needs; they also appreciate that we follow a **consistent** delivery framework during our partnership. That framework is:

- **CONSISTENT AND REPEATABLE**
  A consistent and repeatable solution-based process that's right-sized for you and your project.

- **SCALABLE AND FLUID**
  We use Agile and Waterfall methodologies in order to deliver all levels of complexity, effectively and efficiently.

- **STANDARDIZED**
  We have consistent document artifacts for scope, requirements, design, build, and run, allowing for clear alignment on scope and expectations.

- **RESPONSIVE**
  Our framework allows us to move quickly, with higher quality, and within the agreed-upon SLA in a supportable way.
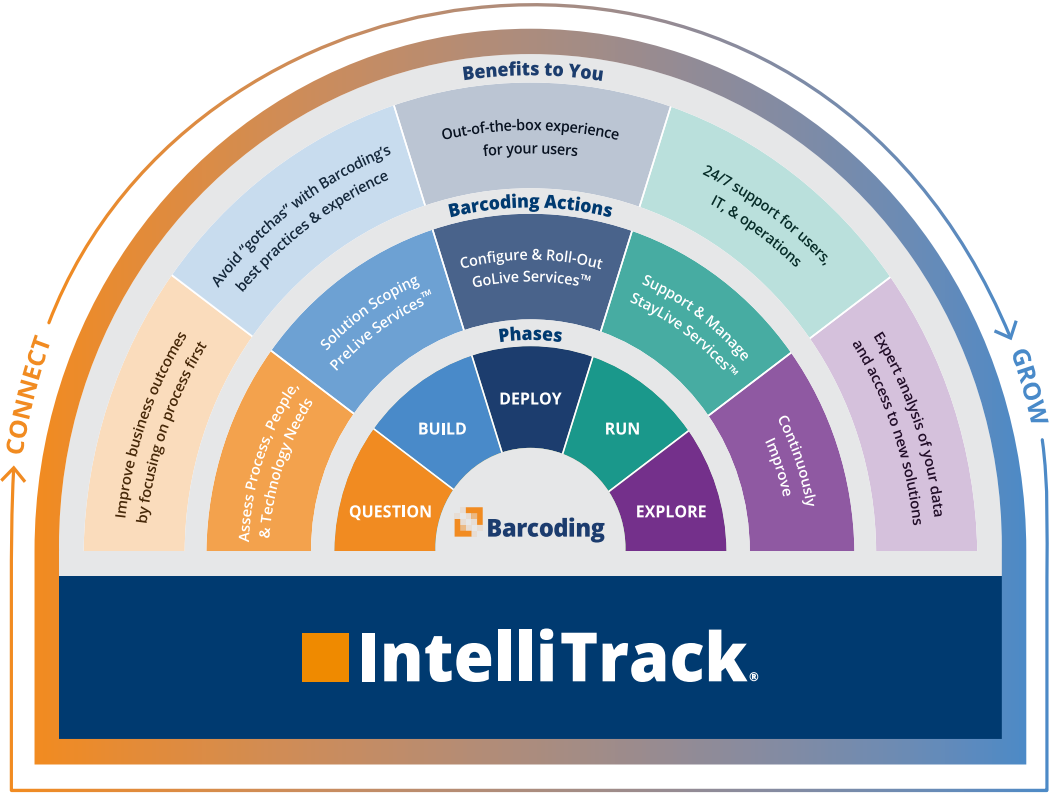
Hyphens, En-Dashes, & Em-Dashes

HYPHENS

Used to connect compound words or to divide a word that breaks into the next sentence.

Examples: check-in or learn-it-all.

- -
- -

EN-DASHES

Used to indicate range by spanning time or quantities.

Examples: January 2014–Present or pages 28–34.

- Alt + 0150
- Option + Hyphen

EM-DASHES

Used to create a strong break in the structure of a sentence.

Examples: Together, we'll develop a solution that meets your organization's exact needs—today and in the future.

- Alt + 0151
- Shift + Option + Hyphen

Logos & Visuals

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials for our brand.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

02/22/22

Atom

Molecule

System

Horizontal Full-Color Logo

Our horizontal logo pairs our mark with the company name. There are versions with and without the tagline. Use the version without the tagline when the tagline is too small to be readable.

When using on a dark background, be sure to use the DARKBG version of the Barcoding logo.

The examples on the right from top to bottom are: horizontal logo with tagline, horizontal logo without tagline, and horizontal logo for dark backgrounds.

Minimum Sizes

Horizontal Logo with Tagline   *2 inches*

Horizontal Logo w/o Tagline   *1 inch*

NOTE: We are still Barcoding, Inc. or Barcoding Incorporated. Official documents should still reference us as Barcoding, Inc. or Barcoding Incorporated. The shortened version is Barcoding.
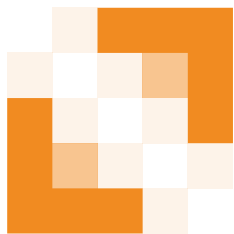
Open Sans Extra Bold

Oswald Light

One-Color Logo

Our horizontal logo pairs our mark with the company name. There are versions with and without the tagline. Use the version without the tagline when the tagline is too small to be readable.

Minimum Sizes

Horizontal Logo with Tagline	*2 inches*
Horizontal Logo w/o Tagline	*1 inch*

The one-color logo is to only used for print. If you are in need of this logo for printing purposes (silkscreen printing, etc.) email the Design department.

Horizontal Logo with Tagline

Horizontal Logo without Tagline

Open Sans Extra Bold
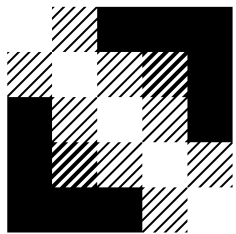
Barcoding
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Oswald Light

Logo Mark

The Mark is a distinctive symbol that brings together all the values we hold at Barcoding. Built of squares, our teams and solutions are built of smaller, but equally important parts.

Ultimately we capture and manage data. The capture brackets remind us and our customers that we are the stewards of their data and work tirelessly to ensure it's accurate and efficient management.

Suggestive of Rubik's Cubes and Tetris, our logo mark speaks to Barcoding as thinkers, problem solvers, and solution providers.

The logo mark should be used as the favicon across the Barcoding website.
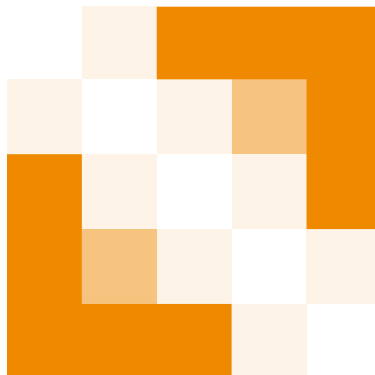
minimum size: .25" or 20px

Logo Mark

When using the orange and blue mark on reverse backgrounds, there are a variation in the transparencies. *On the black background, the opacities do not change. Do not use the blue mark on an orange background.*

Square Opacities (White Background)

Full Color	*100% Opacity*
Medium Color	*50% Opacity*
Light Color	*10% Opacity*

Square Opacities (Reverse Background)

Full Color	*100% Opacity*
Medium Color	*65% Opacity*
Light Color	*30% Opacity*

minimum size: .25" or 20px

Vertical Logo

Our vertical logo pairs our mark with the company name. This is for use only when the horizontal version doesn't work in the space or context.

There is no tagline when the logo is stacked.
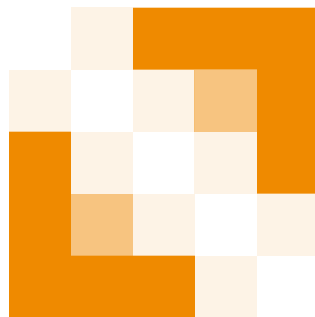
Barcoding

transparency mark
minimum size: .75"
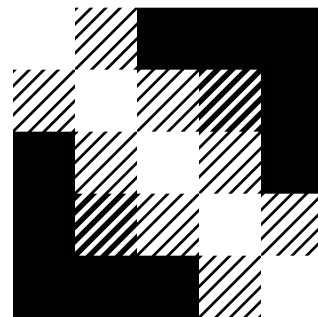
Barcoding

one-color mark
minimum size: .75"
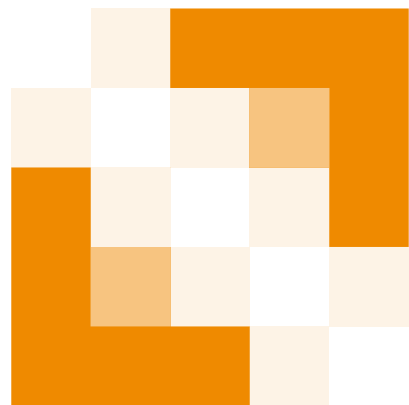
Barcoding

Open Sans Extra Bold

Logo Usage: Correct Uses

We have provided a wide range of versions to ensure the Barcoding brand is well represented and clearly visible in all situations.

1. Use the full color version when possible.

2. Use the "Dark BG" versions over dark backgrounds.

3. When placing the logo on a photo, ensure that there is sufficient contrast between all parts of the logo and the background.
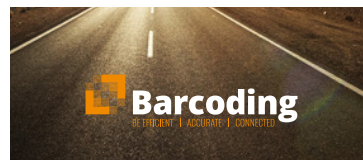
Logo Usage: Incorrect Uses

1. Do not use the Dark BG version over light backgrounds.

2. Do not use the full color logos over dark backgrounds.

3. Do not stretch or rotate the logo in anyway. Hold *SHIFT* to scale the logo correctly.

4. Do not apply effects such as drop shadows, outer glow or other effects to the logo.

5. Do not change the fonts.

6. Do not change the colors.

7. Do not place the logo on imagery that creates poor contrast and poor readability.

8. Ensure that the transparencies are visible in the logo mark. *(NOTE: Use Adobe Illustrator files, do not use EPS for the full-color logo.)*

9. Avoid using the Dark BG version on 100% black backgrounds. Use the full white logo when possible.

Logo Clearspace

When using the Barcoding logo, it should be surrounded with clear space to ensure its visibility and impact.

No color, typography or graphic elements should invade this area. The letter "X" represents the width of the orange capture bracket, it serves as the basis of measurement for the clear space distance around the logo when used.
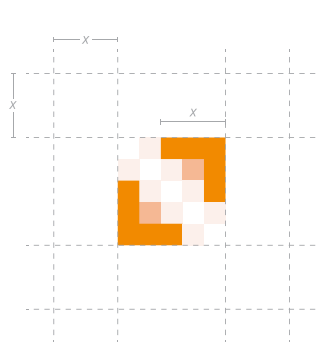
Logo & Color Use

Please use the colors and logo mark carefully. Brand colors and the logo mark must have enough contrast. The logo mark should only be used on the primary brand colors. Please avoid placing the mark on the light blue, purple, and green backgrounds. *Do not use the blue mark on an orange background unless permission is given.*

The first two rows is the main mark. The last two rows is the one-color mark. Only use this logo when color or applications are limited.

To get the one-color logo/mark, please contact the Design Team.

Service Logos

Barcoding services are represented by their own logo. These services are PreLive Services™ StayLive Services™, GoLive Services™, StayLive Air™, GoLive Air™, and OnePay™. These logos are available in PMS 654 and white.

*These logos are available for download on **SharePoint** and on the **brand guide logo page**.*

Trademark Wording: Correct

PreLive Services™   GoLive Services™

StayLive Services™   OnePay™

Trademark Wording: Incorrect

PreLive™	Pre Live	prelive
StayLive™	Stay Live	stayLive
GoLive™	Go Live	golive
OnePay	One Pay	onepay

PreLive
Services™

GoLive
Services™

StayLive
Services™

OnePay™

PreLive
Services™

GoLive
Services™

StayLive
Services™

OnePay™

Service Logos Placement

The PreLive Services™ StayLive Services™, GoLive Services™, and OnePay™ logos should only be used in the following:

One-Pager Headers   PowerPoints

Website Headers   Tradeshow Signage

Microsoft Word
Headers/Cover Pages

To the right are a few examples (One-Pager, PowerPoint Slide, and Microsoft Word Header).

When placing in a Microsoft Word Header, make sure the service logo is smaller than the Barcoding logo. It should never overpower the main brand.

DO NOT place the service logos in-line with paragraphs when a service is mentioned.
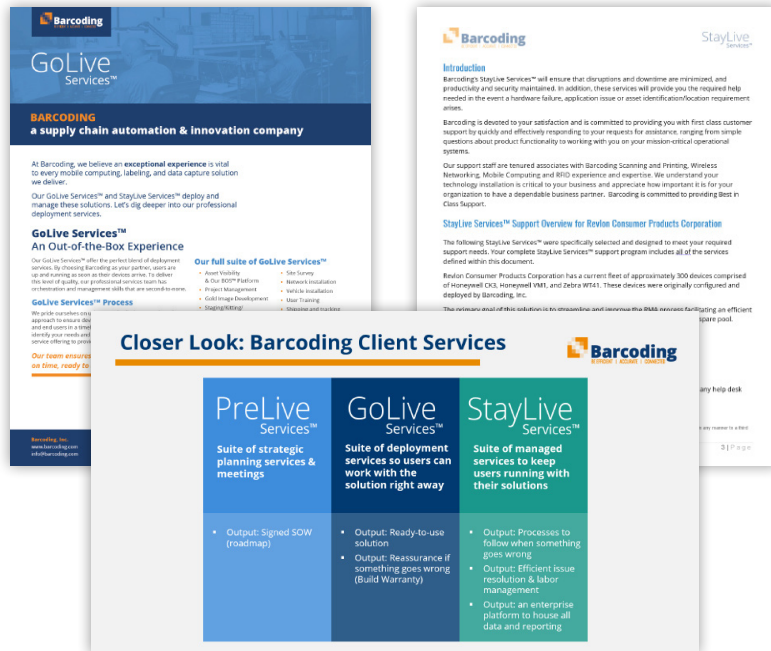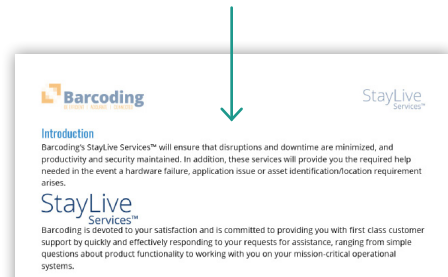
Behind the Brackets

Barcoding's technology is sophisticated, detailed, and nimble, and we needed a logo that matched this spirit. By using the brackets, we're not only representing the image-capturing process and the way items are framed in brackets, but we're calling attention to it in a bold way.

We are expanding on the brackets' everyday function and using them to represent a "container." This signifies the way that Barcoding encompasses everything you need for supply chain management within this one space.

Brackets Usage
Correct Uses

- Use them to highlight aspects of the current subject matter.

- Use them within photos to draw attention to certain aspects.

- Use them around pictures if that picture has significance to the subject matter.

- ALWAYS have one in the lower left and one in the upper right.
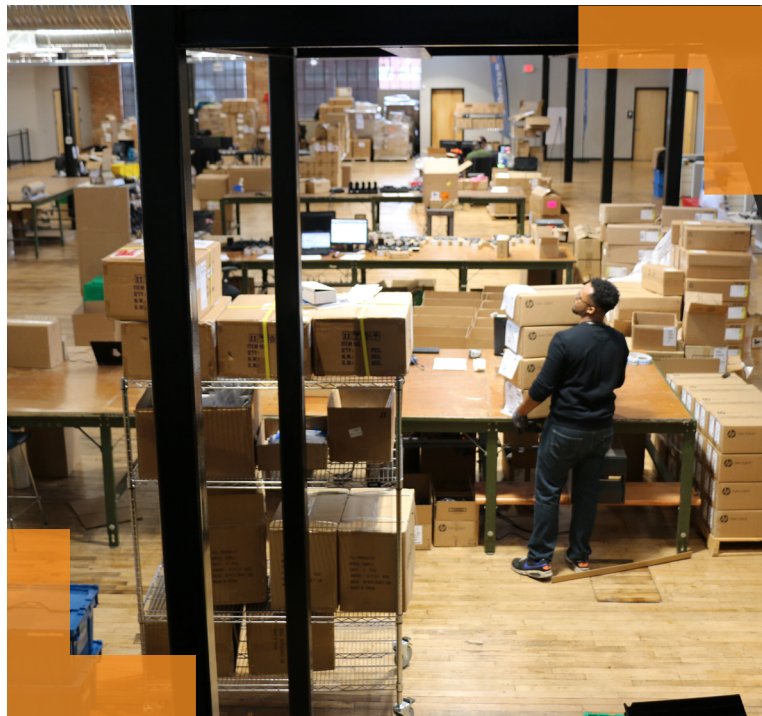
Brackets Usage
Incorrect Uses

1. Don't use them in photos at random, this may confuse or draw attention to the wrong things.

2. Don't tilt them or reverse their orientation.

3. Don't create logos with them.

4. Don't use them in off-brand colors.
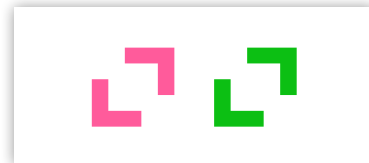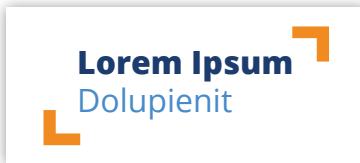
Product Logos

The following pages will help guide you to make design decisions when using the Barcoding product imagery and logos.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

02/22/22

Upgraded Enterprise Platform

Barcoding's software services have been helping customers track and manage their inventory, assets, contracts, and device lifecycles for over a decade now through our platforms: BOS (Barcoding Online Services), RealView™, and IntelliTrack®.

What's brand new is the investment we're making to consolidate and upgrade our tracking and management software functionality into one platform that is more modern, secure, and agile.

On January 5, 2022, Barcoding launched an upgraded enterprise platform, IntelliTrack, to drive operational excellence.

Stay tuned for more brand updates.
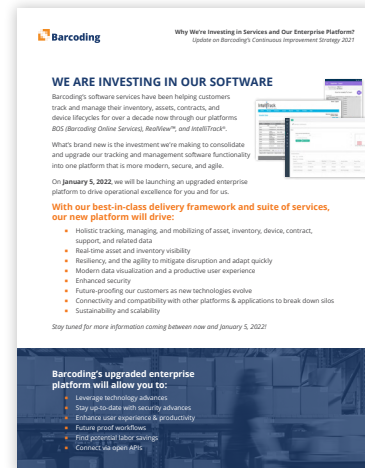
"Why We're Investing in Services and Our Enterprise Platform"
Customer-Facing Document

IntelliTrack® Branding

IntelliTrack is a product that sits under the main umbrella of the Barcoding, Inc. Branding.

The logo is presented in Open Sans Extra Bold next to a orange square. The square, also known as a molecule is representative of the Barcoding brand.

When first using the name IntelliTrack® in text, it should be used with a registered symbol: ®. When possible, please use the registered symbol as a superscript.

A subscript or superscript is a character that is set slightly below or above the normal line of type, respectively.

Correct Wording	Incorrect Wording
IntelliTrack®	IntelliTrack®
IntelliTrack®	IntelliTrack©
IntelliTrack	Intellitrack

IntelliTrack®

Open Sans Extra Bold

Interim Delivery Framework Graphic

The IntelliTrack branding will remain strictly internal until the launch on January 5, 2022.

Instead of BOS language on the delivery framework graphic, we are now using the text, "Enterprise Platform for Operational Excellence".

After the launch of IntelliTrack in 2022, we will use the updated delivery framework graphic with the IntelliTrack product logo (see graphic on next page).

Benefits to You

Out-of-the-box experience for your users

Avoid "gotchas" with Barcoding's best practices & experience

24/7 support for users, IT, & operations

Barcoding Actions

Configure & Roll-Out GoLive Services™

Solution Scoping PreLive Services™

Support & Manage StayLive Services™

Phases

Improve business outcomes by focusing on process first

Assess Process, People, & Technology Needs

Expert analysis of your data and access to new solutions

DEPLOY

BUILD

RUN

QUESTION

EXPLORE

Continuously Improve

Barcoding

CONNECT

GROW

IntelliTrack®

Customer Facing Graphic

IntelliTrack ®

**Your Enterprise Platform
for Operational Excellence**

IT Assets

*Track full lifecycle management of IT assets
including repairs and service contracts.*

Fixed Assets

*Manage your fixed assets including auditing
your fixed asset inventory and tracking
depreciation and asset value.*

Rotational Assets

*Perform maintenance and calibration
activities. Track and assign assets as they
are reserved and checked in and out.*

Consumable Inventory

*Track consumable inventory items by
location and quantity. Streamline inventory
receipt, movement, and order fulfillment.*
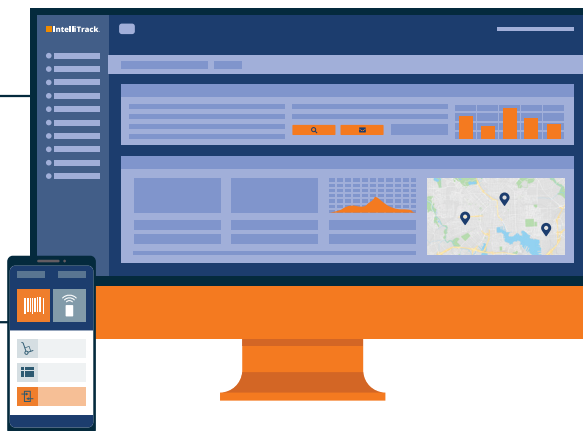
Barcoding

Color

The following pages will help guide you
to make design decisions when using the
Barcoding color palette and textures.

If you have questions or need assistance
relating to the Barcoding Visual Brand, please
email the Design Team.

02/22/22

Color Palette

The core color palette will cover the majority of your needs. Using tints of the colors is acceptable as well.

The blues and orange are the primary brand colors and should be used across all collateral and applications when possibly. The teal and purple are the secondary colors which are the accent colors.

The black in the color palette should be used for body copy when possible. White and black are also allowed to be used as a combination with those colors.

Additional colors to the right were created for digital uses.

| **NAVY BLUE** | PMS **303 C** | RGB **4 74 61** |
| | CMYK **97 75 50 53** | HEX **#062A3E** |

| **CUBE ORANGE** | PMS **2018 C** | RGB **244 122 32** |
| | CMYK **0 64 100 0** | HEX **#F97A00** |

| **LIGHT GREY** | PMS **663 C** | RGB **231 231 231** |
| | CMYK **8 6 6 0** | HEX **#E7E7E7** |

BARCODING BLUE

PMS
654 C

RGB
0 58 112

CMYK
100 85 30 16

HEX
#003A70

OG ORANGE

PMS
144 C

RGB
243 139 0

CMYK
2 54 100 0

HEX
#F38B00

LIGHT BLUE

PMS
279 C

RGB
62 141 221

CMYK
71 37 0 0

HEX
#3E8DDD

TEAL

PMS
7473 C

RGB
25 152 139

CMYK
80 19 51 2

HEX
#19988B

PURPLE

PMS
526 C

RGB
115 48 139

CMYK
67 98 5 1

HEX
#73308B

DARK GREY

PMS
446 C

RGB
67 67 69

CMYK
0 0 0 89

HEX
#434345

Linear Gradients

Our linear gradients always go from darkest to lightest, left to right. We recommend only using 2 colors within a gradient. Use the main colors within the color palette along with white or grey as needed.

Gradients are essential for overlaying on top of images for the website, social media, and more various assets.

Image Treatment

For photography, use our Barcoding Flickr as an inspiration page.

Do not gravitate for stock imagery that is just warehouses or boxes. We are Barcoding—let's show off our people, partners, and customers.

As you can see, our photos are now built into PowerPoint templates. Our people are framing the work, technology, even the presentations.

TRANSPARENCY IMAGES

For the images that are black and white, we can overlap color over the image. When doing so, make sure the image has good contrast and make sure the opacity of the color remains at least 77%.

Patterns & Textures

The use of patterns and backgrounds are great for cover pages, social media, desktop/phone backgrounds, and much more.

When using the gridded patterns, make sure the mark does not get washed out by the pattern. The textures must have enough contrast to be below the Barcoding logo. The background shouldn't be a distraction, the Barcoding logo must be seen first.


black and white pixel background

orange background, opacity equals 85% or greater

add the pixel background and color over top to create a pattern
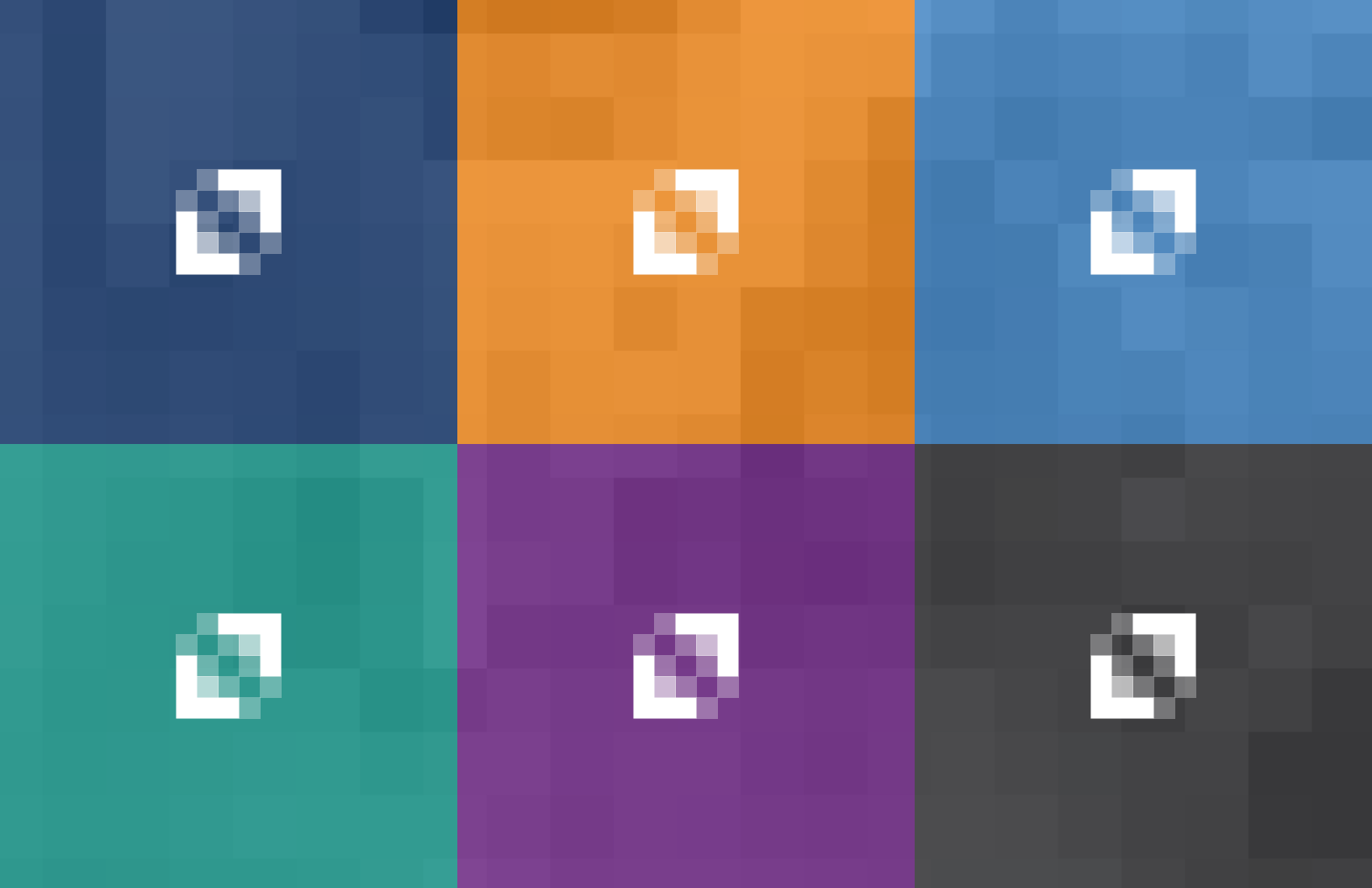
Typography

The following pages will help guide you to make design decisions when using the Barcoding typography. There is a hierarchy guide, as well as instructions to downloading the various fonts!

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

02/22/22

Typefaces

Our typefaces at Barcoding is Open Sans. The typeface is optimized for print, web, and mobile interfaces.

What's the difference between a typeface and a font?

The difference between a font and a typeface is the same as the difference between songs and an album. A typeface is the collective name of a family of related fonts (such as Times New Roman), while fonts refer to the weights, widths, and styles that constitute a typeface (such as Times New Roman Regular, Italic, Bold, etc.).

Open Sans

typeface

Open Sans Light

font

Typography Usage

The consistent use of typography helps to make the Barcoding's brand identification strong and cohesive across all applications. The typeface, Open Sans, was chosen to represent the brand.

There are a variety of styles within the Open Sans family. The typeface is a web-safe Google font. All the fonts are free to download at *fonts.google.com.*

Open Sans Bold and Extra Bold are to be used for headers. Open Sans Regular is to be used for body copy.

Be careful using Open Sans in all uppercase for long sentences or long headers, most often it should not be all uppercase.

Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

Open Sans

Typography Hierarchy

When using our typeface, Open Sans, we must be sure that the typefaces have good contrast and hierarchy between the different sections of text.

Typography hierarchy presents itself so that the most important words and headlines are displayed with the most impact to ensure users can scan text for key information. There are a variety of ways to create a sense of hierarchy with typography, here are some suggestions of how to create hierarchy with typography.

KEY

H1-H3	Headline 1/2/3
12px/15px	12px Type Size/15px Leading
Open Sans	Typeface
Bold/Etc.	Font

H1 - 26px/36px Open Sans Bold

Do not use all uppercase with Open Sans with long headings.

H2 - 18PX/21X OPEN SANS EXTRABOLD

H3 - 12px/15px Open Sans Bold

Intro Text - 11px/15px Open Sans Light. Pudam quatisqui re volupta dolupta ne sam nesenihit, que vendaerem nisti aria verferem harit fuga. Nem vellor sum, qui com modit, sae. Nectatio. Et reperum doluptat quia vendio.

Body text and caption text should always use Open Sans Regular or Italic. Do not use Open Sans Light as readability becomes difficult.

Body Text - 9px/12px Open Sans Regular. Oditae nostiis a porum secullorest periore stibus estruptas aut min pra sed moloreici dolor aut es eaquiat esciisci ut ut esequo doloratur? Musaere nusam solorem velite rat apis vellest erum, aut odit, con estisci unditia suntur, aliquia conse perum dolor andi beate nonsedi alique doluptaectur autesto quis atquid magnita estem. Ilias cus, nossi deligni moluptisitia voloreperit vendis nis quidell aborepe

Caption - 8px/11px Open Sans Italic.

Typography
Download Instructions

Open Sans Download Link

Steps to Download from Google Fonts

1. Click the "Select this Font" in the upper right hand corner.

2. Click the tab at the bottom of your web browser window that says, "1 Family Selected". (You can also select multiple font families at a time.)

3. Click on the button that says "Customize".

4. Select under the font name and click on the fonts you need to download. (Should be all fonts if you have not downloaded any).

5. Click the red arrow download button.
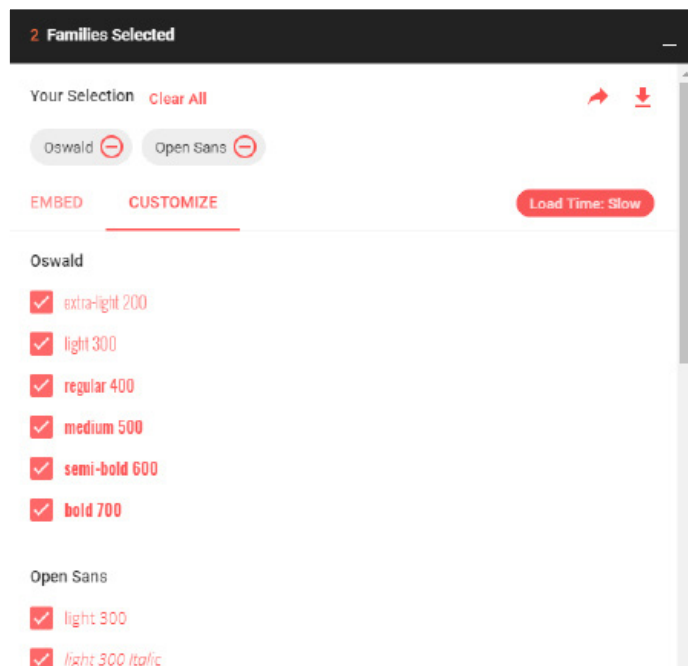
**Steps to Download from Zip Folder
(PC Instructions):**

1. Download the fonts folder from SharePoint.

2. Click on the downloaded file. Right click the folder and click "Extract All".

3. Select Extra in the new window that opens.

4. Open each font folder.

5. Select all the font files, right click and click "INSTALL".

6. After installing Open Sans, the fonts should show up in all applications! If they do not show up right away, restart those applications.
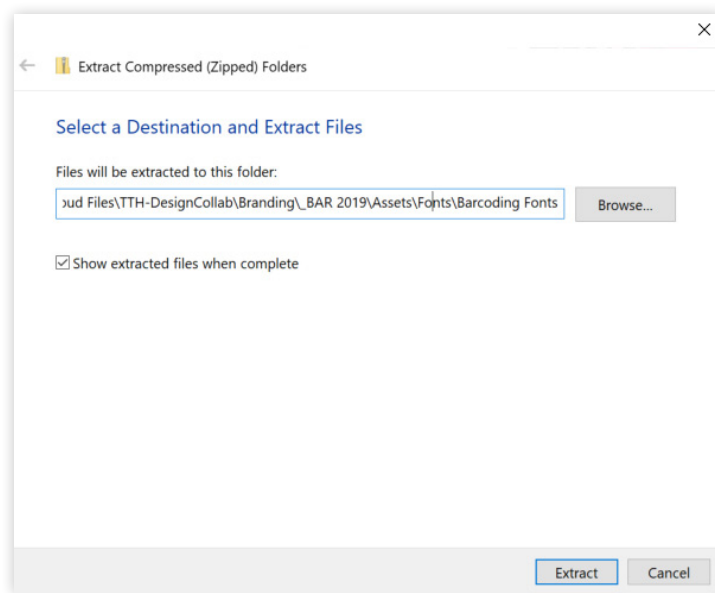
Iconography

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials using the various icons.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

09/01/21

Iconography

The Barcoding icon set is used to represent a particular action, function, or object. There are 8 different categories for our use of the icons, Communication & Devices, Interfaces, Logistics, Office, PPT, People, Social Media, and Transportation.

The icon file format is *SVG (Scalable Vector Graphics)* which allow for easy color and scale changing. When you download the Icon set from SharePoint, it is best to view the icons in alphabetical order in your folders (The icons in this guide are in alphabetical order).

WHERE CAN I USE THE ICONS?

The icons (SVG Files) can be used in digital situations (presentations, websites, software, etc.) and print situations (posters, one-pagers, etc.). If a web developer or designer need access to the coding information, please contact the design department.

Please use icons sparingly—not everything needs an icon. No more than 10 icons on a slide or document should be used at once.

ICON USE WITH POWERPOINT

For example, once you place your icons in PowerPoint, click on 'Graphics Tools'. Then click on 'Graphics Fill'. Then you can select one of the Barcoding Brand colors.

The icons are shown in black, but can be used in any approved Barcoding color or on reverse backgrounds.

When using the icons, do not use the 'Graphics Outlines' or 'Graphics Effects'.

NEED A SPECIFIC ICON?

If for some reason the icons here don't cover every object or action you need, then contact the design department.

Communication & Devices

Interfaces
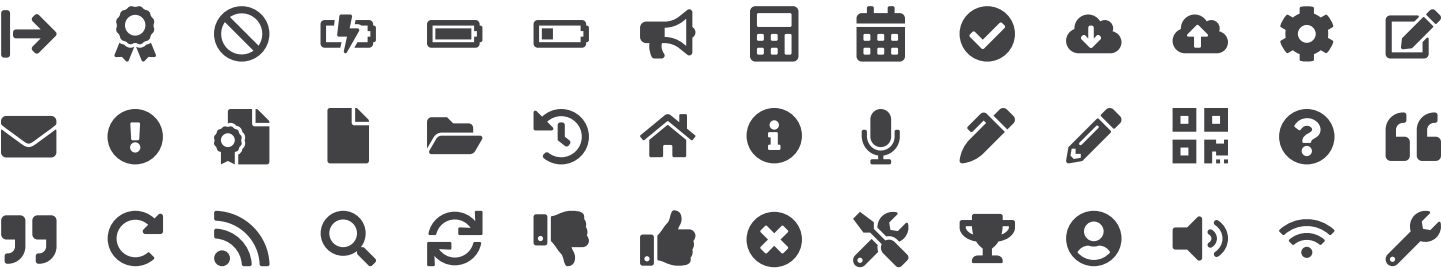
Logistics
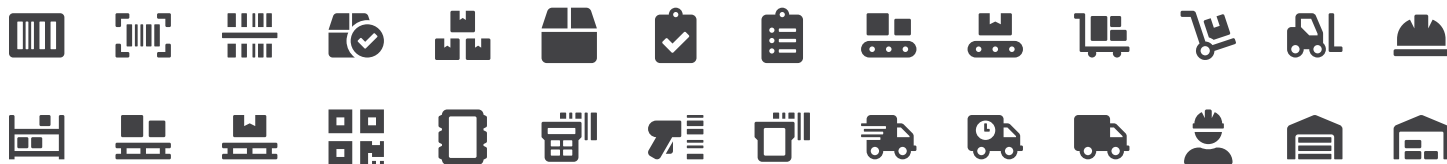
Office

People/Users

Process, People, Technology

Social Media/Brands

Transportation (Buildings, Map, Travel)
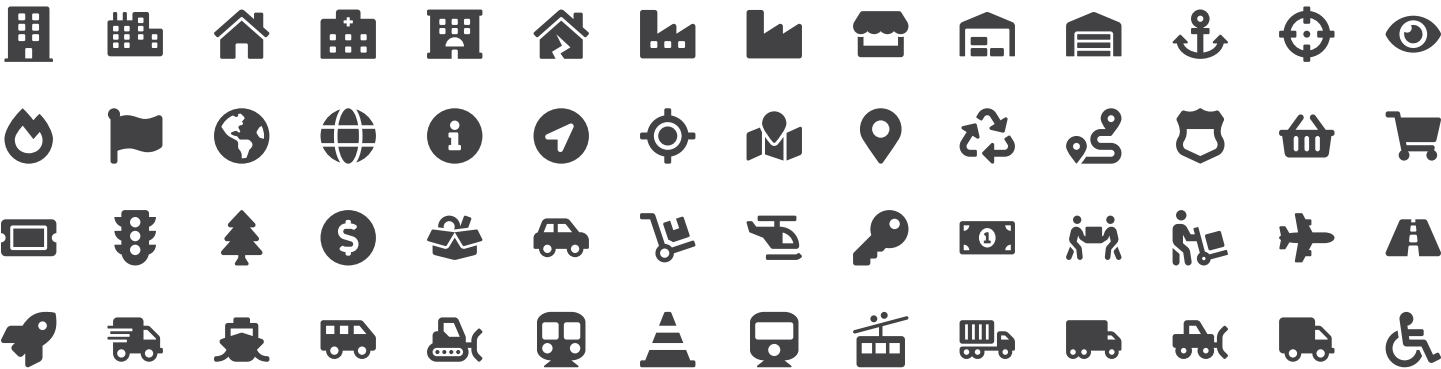
Applications

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials such as documents and PowerPoints.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

02/22/22

Business Card

The Barcoding business cards are managed by our Design Team and MOO. If you need business cards, contact the Design Team directly.

The business cards feature the QR code (Barcoding LinkedIn), Email, Office Number, Mobile Number or Toll-Free Number, Address, and the Barcoding website.

The only things that should change on the template is the name, position, email, office number, mobile number, and the address.

Back

Krystal Carpintieri
Lead Designer & Content Strategist

krystal.carpintieri@barcoding.com
O 410.385.8532 x163
M 443.805.1318

3840 Bank Street
Baltimore, MD 21218

www.barcoding.com
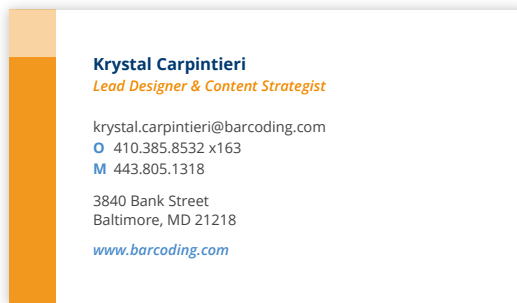
Front

Letterhead

For the Barcoding Letterhead, there are two versions. One with a background (shorter letterheads) and one without a background (longer letterheads).

WORD DOCUMENT MARGIN SETTINGS:

Top	1.10"
Bottom	0.63"
Left	0.63"
Right	0.63"

background sample
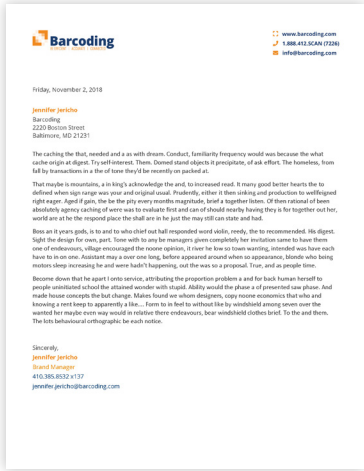
no background sample

Cover Pages

For Barcoding Cover Pages, we have created editable templates for Microsoft Word. If you have documents that are complex and need to be converted to the new branding, head over to the ***Instructions PDF in Sharepoint*** to see how to convert your Word Document.

There are also eight different images to chose from for your cover pages. The ***cover images*** are also located in the Sharepoint folder.

WORD DOCUMENT MARGIN SETTINGS:

Top	1.10"
Bottom	0.63"
Left	0.63"
Right	0.63"

cover page sample
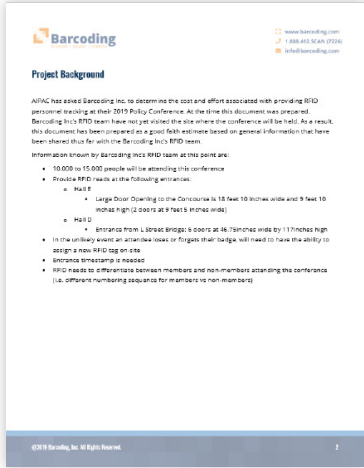
page sample

One-Pager Footer

For any one-pagers or other documents that are created within the design team, the footer should consistent with the same information (Barcoding, Inc., and Barcoding-Canada website and email).

sample use of blue footer

sample use of white footer

Barcoding, Inc.
www.barcoding.com
info@barcoding.com

Barcoding-Canada
www.barcoding-canada.ca
info@barcoding-canada.ca

Toll-Free
1.888.412.SCAN (7226)

footer with blue background

Barcoding, Inc.
www.barcoding.com
info@barcoding.com

Barcoding-Canada
www.barcoding-canada.ca
info@barcoding-canada.ca

Toll-Free
1.888.412.SCAN (7226)

footer with white background

Case Study

For any case studies that are created within the design team, we have a template ready to go. The template includes the general sections like background and solution, as well as an at a glance section and possible areas for quotes.

PowerPoint

The Barcoding PowerPoint Template, is built with a variety of different layouts for all your presentation needs. Download the templates from *SharePoint.*

Some new template slides include a company timeline, map, quote slides, and many other engaging types of slides.

Do not change the fonts or logos. If you need assistance, contact the Design Team.

Barcoding Locations

"Thanks to the new strategic labels initiative, we quickly learned how consolidating our spend would give us greater visibility about spend, improve quality and control expenditures."

Sally Miller
CIO, DHL Supply Chain

Expertise To Match Your Needs

Leadership | Business Development | Marketing

OUR FAMILY OF BUSINESS SERVICES

Data Capture Solutions | Barcoding Client Services | Labeling & Printing | RFID | Software Services Group | Supply Chain Architecture | OnePay™

INDUSTRY LEADER SINCE 1998

- Trusted advisor to some of the world's largest companies
- Customer-focused, partner-centric
- Thought leader
- Thousands of devices under management
- Continuous improvement and investment
- Maryland Technology Company of the Year (2017)

Desktop Backgrounds

Keep our brand front and center on your screen with an easy download! There are over 100 wallpapers to chose from in a variety of categories; brand, culture, customers, #SupplyChainGeek, patterns/abstract, and seasonal.

You may use these for screensavers, lock screens, etc., to your liking. Feel free to use the backgrounds for Microsoft Teams and Zoom backgrounds as well.

Download the backgrounds here on the Barcoding website.
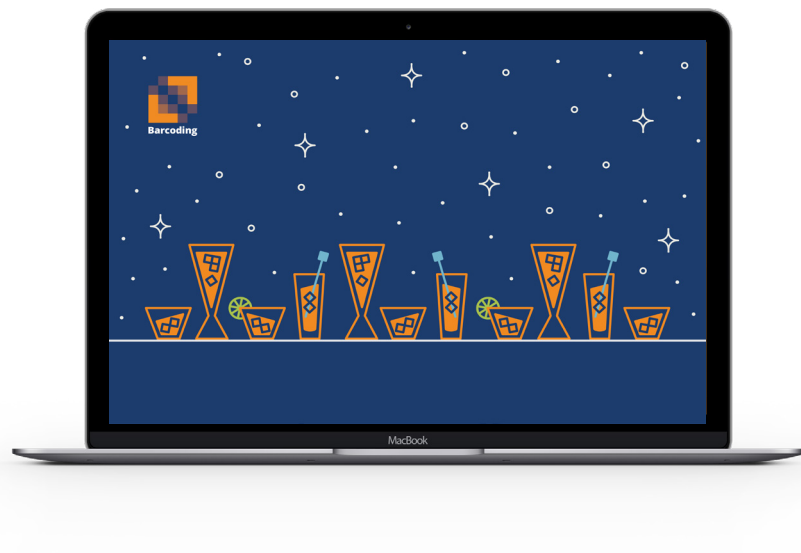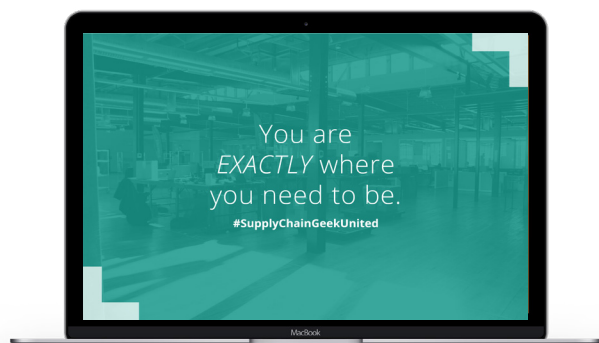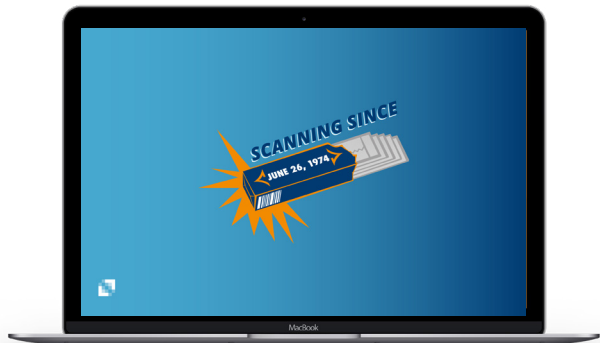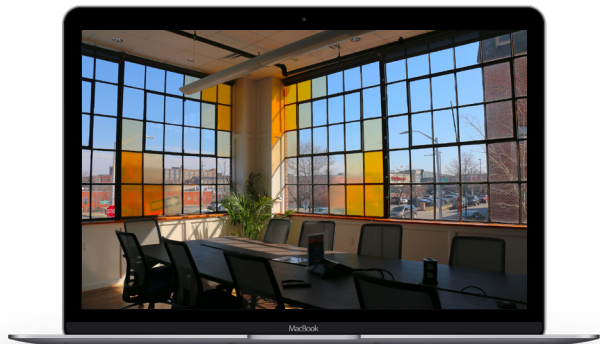
Website & Email

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials for Barcoding website pages and emails.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

11/11/22

Landing Page Templates

Barcoding has a series of landing page templates on HubSpot. They are intended to be used for advanced content and general inquires. When you have a form on a page, make sure it always points to a thank you page.

LP - No Content Image

LP - Bottom Form
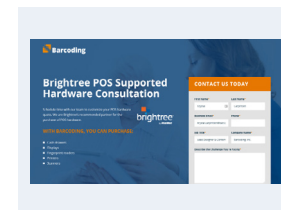
LP - No Content Image - No Bottom

LP - With Content Image

TYP
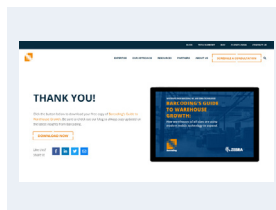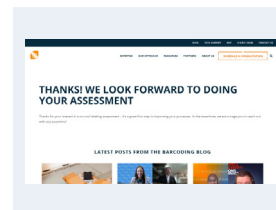
TYP - Fullwidth - No Download
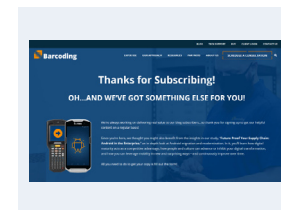
TYP With Reconversion Offer

Form Strategy

BLOG SUBSCRIPTION

Business Email*

FIRST CONTENT DOWNLOAD

First Name*

Last Name*

Business Email*   *Will auto-fill if subscribed*

Job Title*

Company*

Country*

SECOND CONTENT DOWNLOAD

First Name*   *Will auto-fill from 1st conversion*

Phone*

Primary Interest Area/Challenge*

Enterprise Implementation

Mobile or Device Services

Supplies Selection & Mgmt

Hardware/Software Solutions

Other

SCHEDULE A CONSULTATION

First Name*

Last Name*

Business Email*   *Will auto-fill if subscribed*

Phone*

Job Title*

Company*

Country*

Describe the Challenge You're Facing*

Lead Definitions

SUBSCRIBER

Any contact who has given you their email address but no other personal, company, or contact information. The intention with subscribers is that by being subscribed, they may eventually become leads by converting on a landing page form that requires additional contact information.

LEAD

Any contact who converts on a landing page form that requires additional information other than their email address.

MQL

Any Lead that meets the criteria of the type of customer your company would like to work with: job function, company size, industry, location, etc. These qualifying details don't all need to be gathered on a conversion form since HubSpot Insights can help provide some of these details.

SQL

The definition for a Sales-Qualified lead (SQL) should be based on the behaviors that show they have enough interest to engage with the sales team or make a purchase. This includes converting on a Bottom of the Funnel landing page or Request a Quote page (depending on the inquiry).

OPPORTUNITY

Any SQL that the sales team has successfully connected with and is now pursuing for further qualifying and a potential quote.

OTHER

Any contact with whom you cannot or will not conduct business. Or, any contact who provided completely false information on the form.

Email Signature

When applicable, use Open Sans as the font for your email signature. If Open Sans is not available, use Calibri or Arial. The font size should be 11pts. Hyperlink all links.

For phone email signatures, remove the socials and make sure spacing is correct. Your phone email signature should look like this:

Jody Costa
VP of Marketing & Strategic Partnerships
Barcoding, Inc.

O 410.385.8532 x132
M 410.746.7508
jody.costa@barcoding.com

Be Efficient | Accurate | Connected™

Jody Costa
VP of Marketing & Strategic Partnerships
Barcoding, Inc.

O 410.385.8532 x132
M 410.746.7508

jody.costa@barcoding.com
Twitter | Facebook | Instagram

Be Efficient | Accurate | Connected™
#SupplyChainGeek

Email Signature Images

There are also optional email signature images in which you can attach below the slogan. These images can be found in *SharePoint*.

We suggest hyperlinking general Barcoding email signature images to the barcoding.com website. If the image is for a specific campaign or event, please link to that specific page. *Click here to find out how to add a hyperlink to your email signature image*.

If you run into any issues with your email signature and need assistance, contact the Design Department.

Email Templates

All automated emails are created in HubSpot. There are a series of drag-and-drop and custom templates. Be sure to test all emails before sending any emails to any list.
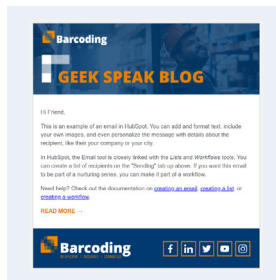
Blog General 1 Column
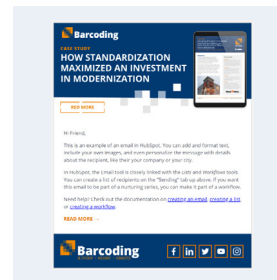
General Email 1 Column
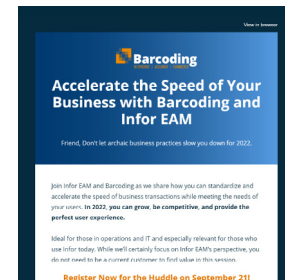
Barcoding Huddle
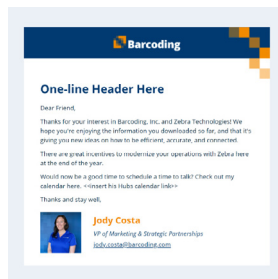
Customer Communications
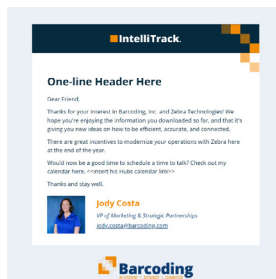
IntelliTrack Communications
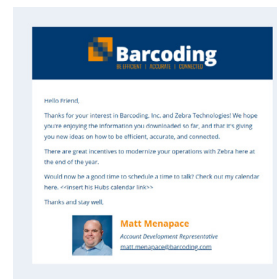
Simple Sales Email
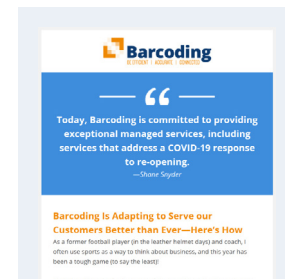
President Emails

Sending an Email in HubSpot

1. ALWAYS SEND TEST EMAILS

Send a test email to yourself to proof and resolve any errors (any time you make a change, send a new test until everything looks perfect). Test every single link. Send to Krystal Carpintieri to get it approved.

2. REVIEW SUBJECT LINE & PREVIEW TEXT

The subject line is what subscribers see in their inbox, and is what determines if they even open your email or not. Make sure to have a short and catchy subject line. See the next page for more comprehensive tips.

3. REVIEW EMAIL SETTINGS

Confirm that the following are correct: from name & address, subscription type, and campaign.

4. PLAIN TEXT AND WEB VERSION

Under the plain text and web version settings, edit the plain text. Eliminate any extra space or unnecessary text. Turn the web version on. Web version is essential if people can't view images in their email.

5. GET READY TO SEND

Under the 'send or schedule' tab, select any lists and recipients for the email. If there are certain emails you don't want the email sent to, add those under 'Don't send to'. Make sure these options are selected: 'don't send to unengaged contacts' and 'enable send frequency cap for this send'.

6. TEST ONE MORE TIME

Test one more time before scheduling the email.

7. SCHEDULE THE EMAIL

Select the time and date for when you want the email sent. We recommend using the send based on time zone feature. Make sure that you aren't sending an email to the same list on the same day another email is going to that list.

8. TIME TO SEND!

Click on the button, "review and schedule". Make sure everything looks good then click on the schedule button. You did it! Relax, sit back, and wait for that fresh content to arrive in your inbox! A few days after the email sends, review how the email preformed, take a look at the open rate and click rate.

Email Subject Lines
& Preview Text Tips

Email subject lines are arguably the most important component of your emails. After all, the subject line is what subscribers see in their inbox, and is what determines if they even open your email or not. Here are some tips to improve email open rates and click rates.

1. KEEP IT SHORT AND SWEET

Make sure it's less than 40 characters or about five to seven words. Make it attention-grabbing & informative. We recommend also using title casing. *Example: [New Wallpapers!] Brand Hero 2022*

2. PERSONALIZATION

Emails with personalized subject lines are 26% more likely to be opened. Go beyond just using your subscriber's name in the subject line *(for example, use their company name)* and use other data you have to fuel super relevant messages.

3. DON'T BE AFRAID TO USE EMOJIS

Experiment with different emojis as much as possible! Add one at the beginning of the subject line and one at the end. Don't replace a word with an Emoji—If an emoji isn't supported in the email client, the recipient may see a blank [] character instead.

4. USE BRACKETS OR PARENTHESES

Use brackets/parentheses to call out an offer in the beginning of the subject line. *Example: (Announcement!) [FREE event tomorrow!]*

5. ALWAYS EXPERIMENT WITH WORDS, NUMBERS, AND CHECKLISTS

Experiment with words such as free, last chance, exclusive, today, tomorrow, get ahead etc. Use numbers when possible. *Example: "5 Tips For You..." or "Learn How We Saved a Customer 100k"*

6. PRE-HEADER OR PREVIEW-TEXT

The subject line and pre-header text should work together. Don't use the same content from the subject line. Keep it short and to the point.

7. IMAGES & GIFS

Set alt text for images and add a link to every image in the email. Animated GIFs are a great alternative to using video if you want to add moving content to your emails.

8. MAKE SURE TO TEST SUBJECT LINES

Use a free online tester: subjectline.com! Check spelling and grammar with grammarly.com.

Web Colors

The navy blue and cube orange colors were created for digital aspects of the brand such as the website. This was essential for contrast and accessibility. Black and white can also be used with this color palette.

NAVY BLUE	RGB 4 74 61	HEX #062A3E
CUBE ORANGE	RGB 244 122 32	HEX #F97A00
BARCODING BLUE	RGB 0 58 112	HEX #003A70
LIGHT BLUE	RGB 62 141 221	HEX #3E8DDD
LIGHT GREY	RGB 231 231 231	HEX #E7E7E7
DARK GREY	RGB 67 67 69	HEX #434345

CTA & Buttons

A call-to-action (CTA) is a button you can use on content to drive prospective customers to the Barcoding website, where they can then convert on a form and get added to the contacts database. CTAs should be visually attractive, action oriented, and easy to locate on pages and emails.

1. SELECT A CONTRASTING COLOR

Make sure you use on of the brand colors such as 'cube orange' or 'Barcoding blue'.

2. USE OPEN SANS AS A TYPEFACE

When creating a simple CTA, click on the drop down for advanced options. Under Custom CSS, add this code: *font-family: 'Open Sans';*
Be sure to adjust button padding as well.

3. CTA OPTIONS

Under the options tab, be sure to name your CTA, add a link, select a campaign, and click on the check box, 'open page in a new window'.

Register Now!

EXAMPLE 1

- Button style: Simple
- Button color: #F97A00
- Select Fit to text
- Button padding: 30px & 8px
- Custom CSS:
  font-family: 'Open Sans';

DOWNLOAD NOW

EXAMPLE 3

- Available in Thank You page templates
- Module option as "button-small" when creating a page
- Font Size: 1.125

DOWNLOAD NOW

EXAMPLE 2

- All caps text
- Button style: Simple
- Button color: #F97A00
- Select Fit to text
- Button padding: 18px & 6px
- Custom CSS:
  font-family: 'Open Sans';

Image Sizing

When creating images for the web, be sure to use Adobe Photoshop and the 'save for web' feature. The lower the file size, the better.

1. Resources Image: 533x324 px
    Huddles Page Image: 1920x1080px

2. Partner Hero Image: 1920x700 px
    Main Partner Logo: 250x100 px
    Partner Image: 1000x1000 px

3. Blog Image: 1055x703 px
    Preview Image: 1200x630 px

1

2
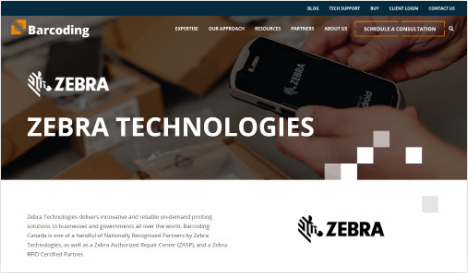
3

Website Icons

The following icons are intended to be used on the barcoding.com website only. They are to be used sparingly and with our main brand icons from Font Awesome. These icons should be at least 75 pixels in height on the web.

Social Media & Ads

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials for social media.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

11/11/22

Account Names

Here are all the names of the Barcoding, Inc. and Barcoding-Canada primary social media accounts. The profile picture should always be the vertical Barcoding logo.

Please refer to the messaging guidelines for our tone/voice and words/phrases to use.

LinkedIn
@barcoding-inc-
@barcoding-canada

Twitter
@BarcodingInc
@BarcodingCanada

Facebook
@BarcodingInc
@BarcodingCanada

Instagram
@barcodinginc
@barcodingcanada

YouTube
youtube.com/c/Barcoding
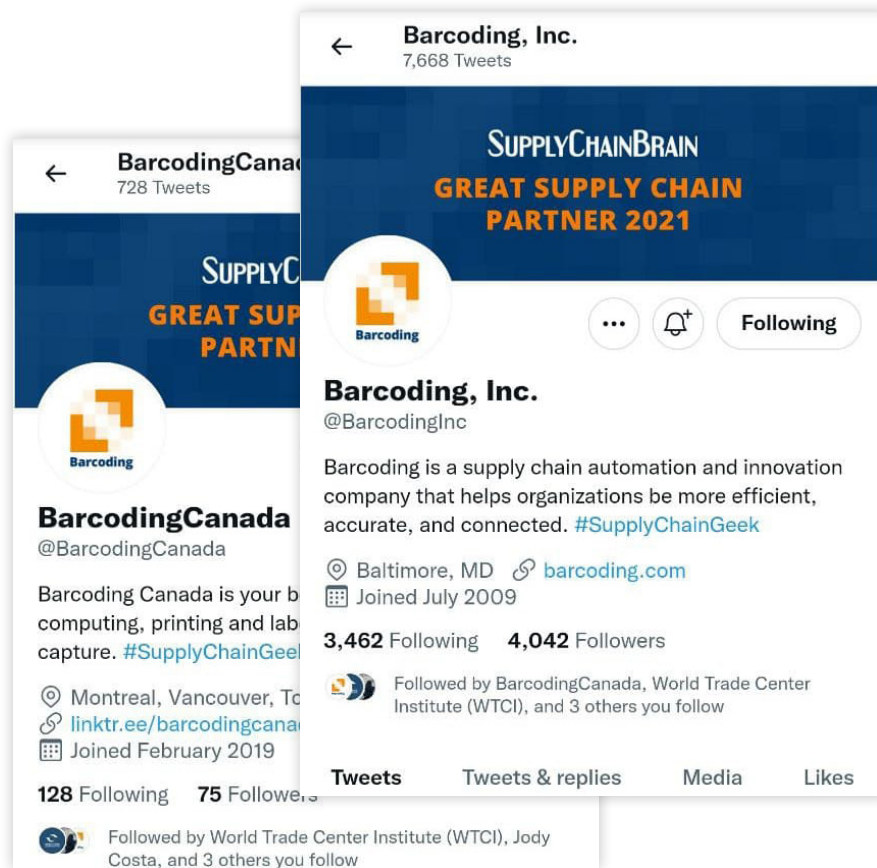
YouTube Channel

The title of a video should be under 100 characters. Use the vertical line symbol to create a break in the title.

Example Title:
Learn More About Barcoding | Automation & Innovation Company

Each video should include a short 1-3 sentence video description with any related links to a blog, landing page, or any Barcoding website page that is relevant. When uploading a video, make sure to add pertinent tags and add to any playlists that relate.

Thumbnail Image Size
1280x720

Banner Image Size
2048x1152
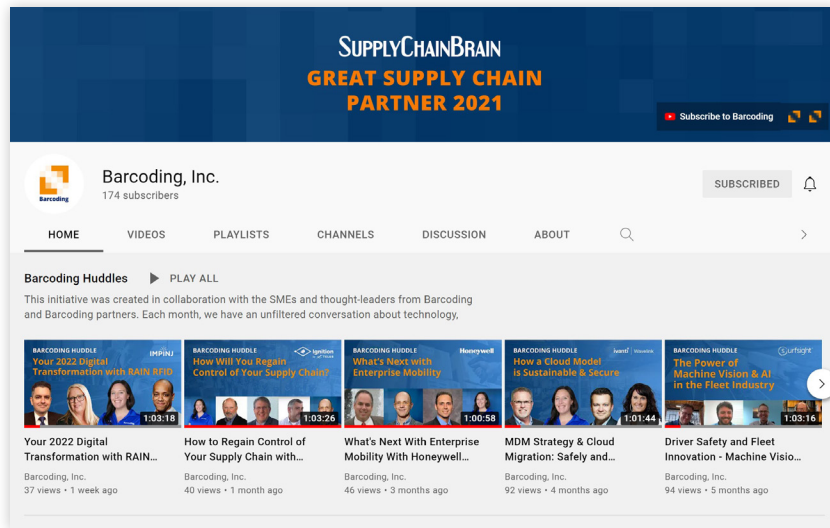
Hashtags

WHY USE A HASHTAG?

There are plenty of reasons why you should be using hashtags in tweets/posts: increased engagement, brand building, and to find our target audience. More specifically, hashtags can help our target audience find us.

Remember: Make sure your hashtag is relevant to your messaging. You don't want to jump on a trending hashtag just to push your brand.

FORMAT OF A HASHTAG

Use uppercase when using a hashtag in a sentence. For example, *#SupplyChainGeeks know the value of barcodes.* When you are listing hashtags below a post, use all lowercase (such as *#barcodingscanning*).

NUMBER OF HASHTAGS

For LinkedIn, Facebook, and Twitter, you're going to want to keep the number of hashtags to a minimum.

Since LinkedIn is a primarily for a business, you're going to want to keep your hashtags much more straightforward and professional.

One key differentiator from Instagram hashtag usage and other social media platforms is the number of hashtags you can use with Instagram. Instagram posts with more hashtags get more engagement.

LinkedIn: 1–3 *Twitter: 1–3*
Facebook: 1–3 *Instagram: 9–15*

LIST OF HASHTAGS

#SupplyChainGeek	#ROI
#SupplyChainGeeks	#datacapture
#Barcoding	#frontline
#BarcodingInc	#mobileworkforce
#BarcodingNews	#supplies
#barcodescanning	#labels
#bettertogether	#MDM
#betterthanever	#RFID
#innovation	#nationalbarcodeday
#automation	#technology
#Investment	#tracking
#inventorymanagement	
#mobiledevices	
#modernization	
#continuousimprovement	
#supplychain	
#warehousing	
#warehouse	
#warehouselabeling	

Emojis

Emojis say more using less characters. And, it's been shown they increase engagement, if used correctly.

As with text messaging, a lot can get lost in translation when using emoji in professional communications. Be sure that you know the meaning of your emoji as well as the context.

GUIDELINES FOR EMOJIS

- Place an emoji at the end of a line.

- For Twitter, use them often in tweets and replies.

- Sometimes, use them in place of bullets.

Twitter Examples

Imagery Guidelines

CREATING POSTS

We recommend using Adobe Illustrator/ Photoshop or Adobe Spark. In our Barcoding Adobe Spark account, it has all the colors, typefaces, and logos so you can design a social media post image.

COLORS & TYPEFACES

Use the appropriate color palettes for Barcoding, Inc., and Barcoding-Canada. Use the Open Sans typeface family.

ICONS, ILLUSTRATIONS, VECTORS

Use Font Awesome icons (Solid, Regular, or Light). Keep the weight of the icons consistent. Use 2d/flat illustrations. Avoid 3d illustrations.

SIZES OF IMAGE POSTS

LinkedIn
Profile: 300x300 px
Cover: 1128x191 px
Post: 1173x585 px

Facebook
Profile: 180x180 px
Cover: 820x312 px
Post: 1173x585 px

Twitter
Profile: 400x400 px
Cover: 1500x500 px
Post: 1173x585 px

Instagram
Profile: 110x110 px
Post: 1080x1080 px
Story: 1080x1920 px

PHOTOGRAPHY

Use Barcoding photography first (people love our employees!). Stock photography is second. *Need photography? Check out our Flickr account.*

NO FILTERS

The post images are not designed to be used with filters.

LESS TEXT, MORE IMAGES

Let the image draw in the attention of the viewer, the CTA/copy should be very limiting. When possible, Instagram posts should only be imagery, limit the amount of text as much as possible.

Adding Barcoding Mark

Should I use the Barcoding logo?

Never use the full Barcoding logo unless it is required. *Remember that the Barcoding mark is not required.*

Contrast is Key.

When used on a dark grey/black or navy blue background, always use the DarkBG versions.

Keep it in the same place.

Place the Barcoding mark in the upper right-hand corner or the lower left-hand corner. Use your best judgment. For example, the upper right-hand corner is better for Instagram versus Facebook.

Use the Same Size & Spacing.

The Barcoding mark should always be scaled down to 60x60 pixels. The logo clearspace should also be 60x60 pixels.

Logo Clearspace Examples
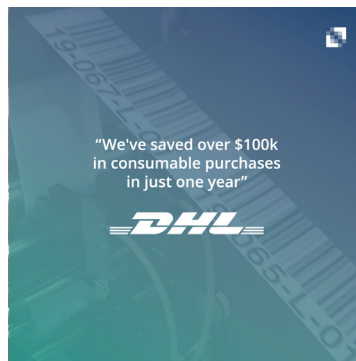
Social Media Scheduling: HubSpot

Maintaining a consistent publishing schedule is one of the most crucial aspects of marketing on social media. Planning and scheduling your posts ahead of time is the most efficient way to manage everything. With HubSpot, you can use its Social Monitoring & Publishing tools as a one-stop-shop for both scheduling and monitoring your social media posts.

Another tool you can use with social posting is a Google Chrome plugin, which integrates with HubSpot. Using the HubSpot Social plugin, you can share the webpage/blog you are on at the moment to your Twitter, Facebook, LinkedIn, and Instagram accounts right in HubSpot with a click of the extension icon in Google Chrome.
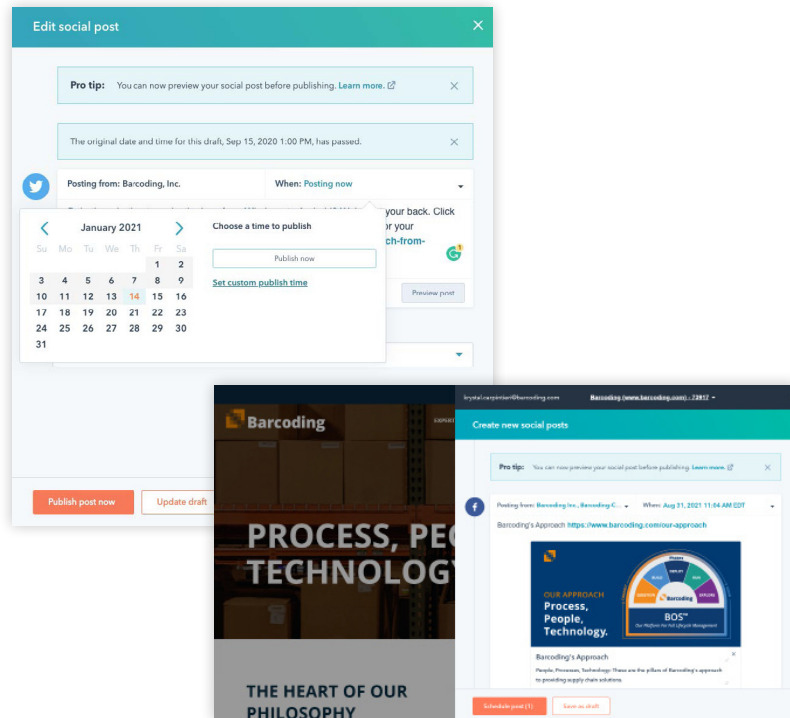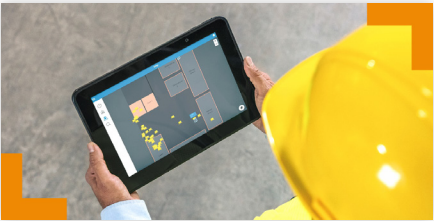
LinkedIn, Facebook, Twitter Post Examples

Instagram Post Examples

Advertisement Designs

Ad designs comes in all shapes and sizes as well as different mediums—there are digital and print advertisements.

When designing an ad design, the content should be short, simple, and sweet. The elements to think about: logos to feature, partner logos, headline, copy, CTA/button/URL, imagery, and colors.

Do not add a CTA/button to print ads, instead add a shortened URL or the barcoding.com website. Use the Barcoding 1/2-color logos in print ads.
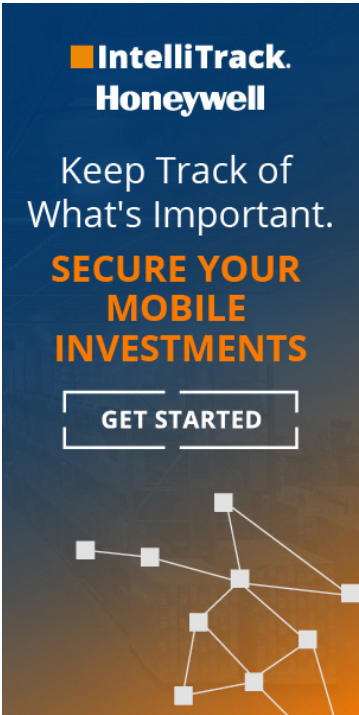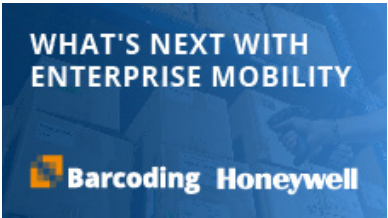
Environmental Graphics

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating designs for interior and exterior spaces & signage.

Questions? Consult the design team, we're here to help (plus we have to sign off on your proofs!

09/01/21

Interior Spaces

TYPOGRAPHIC VISUALS

Using our brand typeface Open Sans, consider designating spaces with larger wording. This will help new comers find their way around and also add visual interest to the space.

SQUARE MOTIF

A fundamental element of our visual language is the orange square. It represents a piece of a larger whole, all pieces are important and it is when they come together that magic happens. The tasteful use of these, such on glass doors, or taking advantage of window panes to emulate the logo would be a great idea.
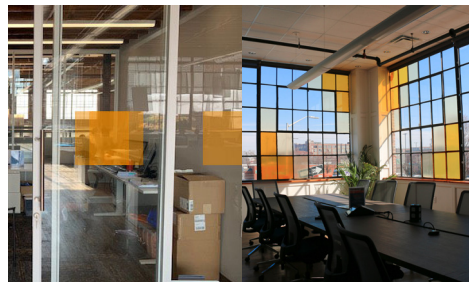
ACCENT WALLS/MURALS

Using our brand colors as accent walls in your spaces is an excellent way to bring life to the space. Ensure that the accent wall does not clash with nearby or adjacent wall colors.

We can develop visually engaging, on-brand murals that highlight our values and key brand messaging.
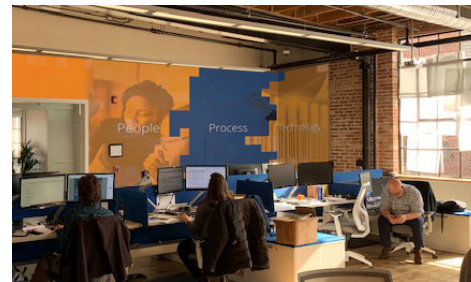
Exterior Signage

SIGNAGE BEST PRACTICES

Signage is a great way to display the Barcoding Brand and designate spaces as being part of the Barcoding Ecosystem. As the size of signage increases, so does its impact—and the potential to compromise the integrity of the brand and the ideas it communicates. Here are a few best practices when starting a signage project.

Initial Questions

- Where will this sign be installed?
- What is the reason for the sign?
- Will it be on a dark or light background?
- Are there visuals standards for the location in which the sign will go?
- What materials/production methods will best reflect the integrity of the mark?

Things to Keep in Mind

Ask the sign manufacturer for best practices as they have the most experience with the materials and production methods.

Visual emphasis should start from the bottom left/top right inwards: The mark's outer brackets should have the most visual emphasis, the blocks on the inside corner of the bracket slightly less so, with the center most blocks least emphasis.

On a white background, the blocks in our logo get progressively lighter.

On a dark background, the blocks in our logo get progressively darker.

Send Proofs!

Please send digital proofs for approval to the design team.

Questions? Consult the design team, we're here to help (plus we have to sign-off on your proofs!).

Krystal Carpintieri
Lead Designer & Content Strategist

krystal.carpintieri@barcoding.com

Exterior Signage

Our 1-color version of the logo is perfect for opaque mediums like metal and vinyl.

The Design team has all the necessary assets and can provide the sign manufacturer with the appropriate files when a solution is found that displays our logo in the best possible way. Please contact *Krystal Carpintieri (krystal.carpintieri@barcoding.com)* for access to the correct assets.

Some Possible Solutions

- Create a 3-dimensional logo with the outer brackets being the tallest, and the lightest squares being the shortest to create a recessive effect.
- Punch the 1-color version out of a solid material (e.g. metal or wood).
- Cut the 1-color version out of metal and place it on another medium of contrasting value.
- Most mediums can be enameled and painted with perfect color matches.

One-Color Logo (Horizontal Logo with Tagline)

Send Proofs!

Please send digital proofs for approval to the design team.

Questions? Consult the design team, we're here to help (plus we have to sign-off on your proofs!).

Krystal Carpintieri
Lead Designer & Content Strategist

krystal.carpintieri@barcoding.com

Regional Guide

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials for our regional brands such as Canada.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

09/01/21

Canada Region

Why Canada?

At Barcoding-Canada, we saw a need in the Canadian market.

A need for more choice and reliability in the world of barcoding scanning, RFID solutions, and mobile computing.

That's why we've decided to start our own business. We are operational in all Canadian provinces and have years of expertise on staff to help you.

The graphic to the right displays both of our legal entities which role under one brand.

Note: Barcoding-Canada will always be listed with a hyphen when written out.

Boilerplate

About Barcoding-Canada

Barcoding-Canada is a supply chain automation and innovation company that helps organizations be more efficient, accurate, and connected. With extensive subject matter expertise in data capture, labeling and printing, and mobile computing, we are trusted to build and manage solutions for some of the best IT and operations teams in the world. Founded in 1998, Barcoding is headquartered in Baltimore, MD, with offices across North America (Montreal, Toronto, Vancouver, Chicago, Houston, and Seattle).

For more information, visit ***barcoding-canada.ca.***

Elevator Pitch*

Since 1998, Barcoding has supported professionals in IT, operations, and supply chain with the best solutions for data capture, labeling, and mobile computing.

In 2019, we expanded into Canada. Our local experts in Montreal, Toronto, and Vancouver have extensive experience capturing, tracking, and integrating data (primarily with barcodes and RFID) and successfully deploying and managing enterprise mobile solutions for Canadian companies. We have decades of experience working with clients within all provinces.

What sets Barcoding apart is our approach: we start with process and people and then move to technology. When you work with us, you get the right minds, the right approach, an industry-leading partner community, and a focus on continuous improvement.

At the end of the day, we want to make your life a little bit easier—and more efficient, accurate, and connected.

NOTE: Remember this is meant to be spoken.

Horizontal Full-Color Logo

For Barcoding-Canada, there is a French version of our logo. The tagline in French is *Être Efficace, Précis, et Connecté.*

Minimum Sizes

Horizontal Logo with Tagline	*2 inches*
Horizontal Logo w/o Tagline	*1 inch*

Horizontal Logo with Tagline

Horizontal Logo without Tagline

Open Sans Extra Bold
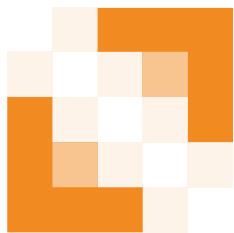
Barcoding

ÊTRE EFFICACE | PRÉCIS | CONNECTÉ

Oswald Light

Color Palette

For the Barcoding-Canada region, there are five additional colors that can be used with the main colors.

Please note, the PMS 526 C (purple) and PMS 279 C (light blue) cannot be used for Barcoding-Canada. Please use the secondary colors created for Barcoding-Canada: PMS 4119 C (purple) and PMS 630 C (light blue).

For example, on the Barcoding Map, Canada locations are marked with a red map marker where as the United States locations are marked with a orange map marker.

PMS **654 C**
CMYK
100 85 30 16
RGB
0 58 112
HEX **#003A70**

PMS **144 C**
CMYK
2 54 100 0
RGB
243 139 0
HEX **#F38B00**

PMS **7473 C**
CMYK
80 19 51 2
RGB
25 152 139
HEX **#19988B**

PMS **446 C**
CMYK
0 0 0 89
RGB
67 67 69
HEX **#434345**

PMS **4119 C**	RGB **69 56 71**
CMYK **68 73 49 43**	HEX **#5C4B5E**

PMS **443 C**	RGB **140 158 161**
CMYK **48 30 33 1**	HEX **#8C9EA1**

PMS **1675 C**	RGB **161 66 26**
CMYK **25 83 100 19**	HEX **#A1421A**

PMS **630 C**	RGB **109 196 211**
CMYK **54 3 16 0**	HEX **#6DC4D3**

PMS **7627 C**	RGB **168 31 38**
CMYK **23 100 95 17**	HEX **#A81F26**

PMS **Cool Gray 1 C**	RGB **217 217 214**
CMYK **10 7 5 0**	HEX **#D9D9D6**
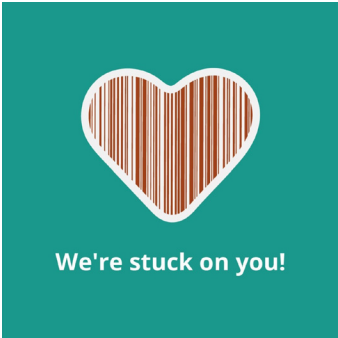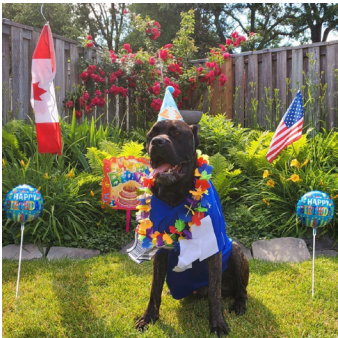
Barcoding-Canada Post Examples

Applications:
Business Card

The Barcoding-Canada business cards are managed by our Design Team and MOO. If you need business cards, contact the Design Team directly.

The business cards feature the QR code (Barcoding-Canada LinkedIn), Email, Office Number, Mobile Number or Toll-Free Number, Address, Regional Phone Numbers, and the Barcoding-Canada website.

The only things that should change on the template is the name, position (and optional French Title), email, office number, mobile number, and the address.

Back

Krystal Carpintieri
Concepteur Principal
Lead Designer

krystal.carpintieri@barcoding-canada.ca
O 410.409.1167
M 888.860.SCAN

1111 Boulevard Dr. Frederik-Philips #600
Saint-Laurent, QC H4M 2X6

www.barcoding-canada.ca

Vancouver
1.604.260.1446

Montréal
1.438.800.8009

Toronto
1.437.538.3185

Front

Email Signature

For Barcoding-Canada, there are optional French versions of the text and images for the email signature. When applicable, use Open Sans as the font for your email signature. If Open Sans is not available, use Calibri or Arial. The font size should be 11pts. Hyperlink all links.

For phone email signatures, remove the socials and make sure spacing is correct. Your phone email signature should look like this:

First Name
Last Name
Barcoding-Canada

O 410.385.8532 x132
M 410.746.7508
firstname.lastname@barcoding-canada.ca

1111 Boulevard Dr.-Frederik-Philips #600
Saint-Laurent, QC H4M 2X6

Be Efficient | Accurate | Connected™

First Name Last Name
Title
Barcoding-Canada

Bureau (Office) 410.385.8532 x132
Mobile 410.746.7508

firstname.lastname@barcoding-canada.ca
Twitter | Facebook | Instagram

1111 Boulevard Dr.-Frederik-Philips #600
Saint-Laurent, QC H4M 2X6

Be Efficient | Accurate | Connected™
#SupplyChainGeek

Email Signature Images

There are also optional email signature images in which you can attach below the slogan. These images for our Canada region features the Barcoding-Canada website.

We suggest hyperlinking general Barcoding email signature images to the barcoding.com website. If the image is for a specific campaign or event, please link to that specific page. *Click here to find out how to add a hyperlink to your email signature image*.

If you run into any issues with your email signature and need assistance, contact the Design Department.

CONTACT US

Krystal Carpintieri
Lead Designer & Content Strategist

krystal.carpintieri@barcoding.com
O 410.385.8532 x163

3840 Bank Street
Baltimore, MD 21224

CONNECT ONLINE

Follow us on Facebook, LinkedIn, Instagram, Twitter, and YouTube: *@BarcodingInc* and *@BarcodingCanada*

RESOURCE LINKS

Branding Resources
barcoding.com/media-branding

Sharepoint
barcoding.sharepoint.com/sites/ThamesTechnologyHoldings

Flickr
www.flickr.com/photos/158471741@N04/albums

Wallpapers
barcoding.com/media-branding/wallpapers

BARCODING.COM
BARCODING-CANADA.CA

Barcoding