

Codeless Platforms

Brand architecture

Branding and design guidelines



Introduction

These guidelines are designed to help you coherently and consistently apply our brand when you communicate.

They outline what our brand stands for and how we express it, and provide our visual approach. The Codeless Platforms brand is special. It represents who we are and what we stand for, so it is important to understand and follow these guidelines.

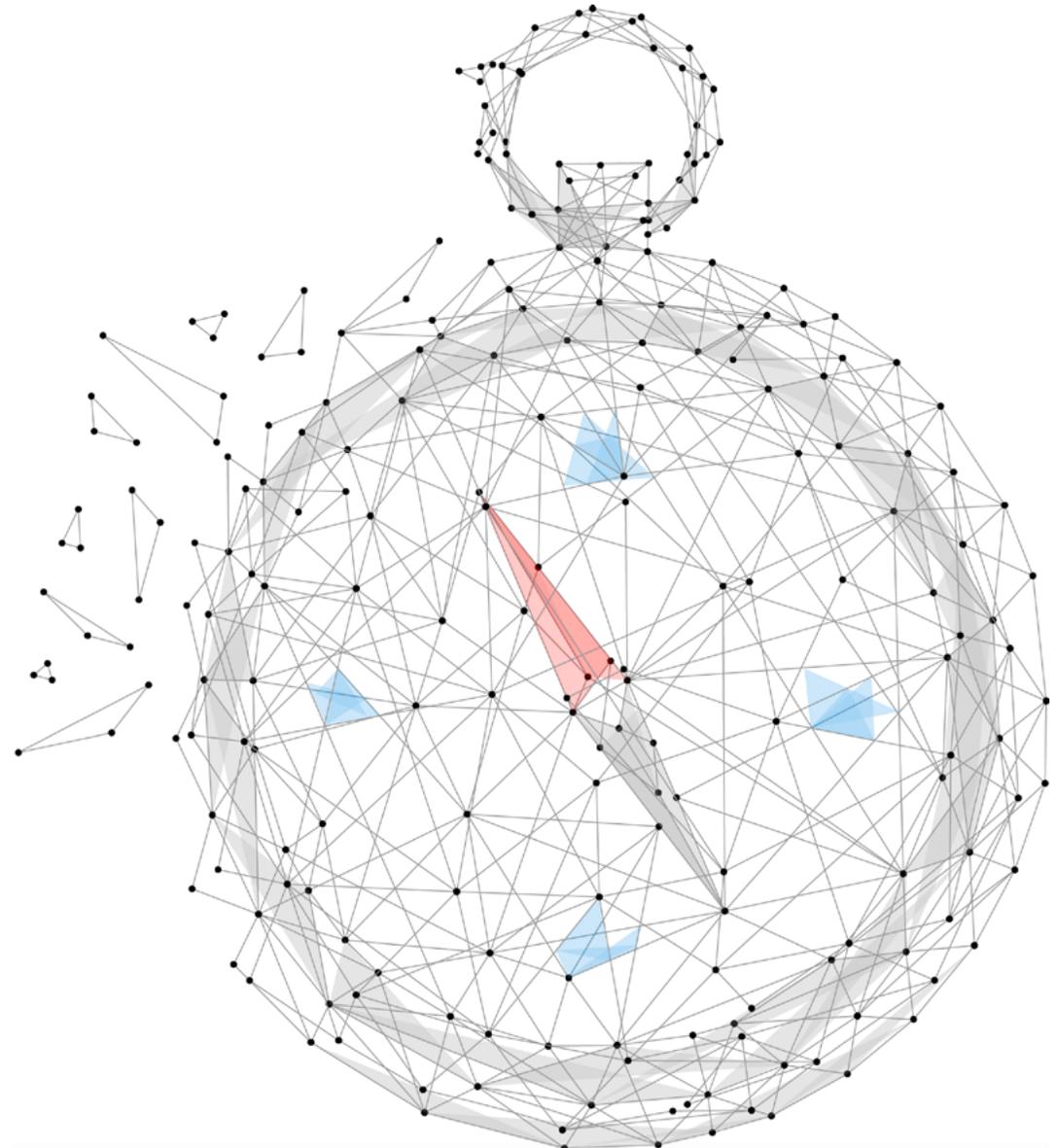
If you have any questions or need any additional support please email webenquiries@codelessplatforms.com



Contents

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Our vision

For the last two decades our sole aim has been to provide our customers and partners with software solutions that improve efficiencies, reduce costs and facilitate growth.

Our two flagship products – **BPA Platform** and **Applications Platform** – have been developed so that organisations can quickly and easily build applications, automate business processes and integrate systems, and benefit from solutions that are 100% aligned with existing operational processes and business objectives.

A 'codeless' experience is the fundamental driver for our two platforms. Removing the code and empowering users through a point and click, drag and drop environment makes our technology accessible to all organisations. This means even the smallest organisation can reap the benefits of innovative, enterprise technology at a fraction of the cost that is traditionally associated with this type of product.

More than 7000 customers around the world use Codeless Platforms' solutions in every type of industry, ranging from engineering, financial services and manufacturing to not-for-profit, public services and retail. These relationships remain at the very heart of our business and we continue to transfer all feedback into new functionality and features.

If, like us, you believe that creating business applications, automating processes or integrating business systems should be a 'codeless' experience, join us on our journey and together we can fundamentally transform the way people view and use business software.



Logos

< Company logo

The logo combines professionalism and gravitas through the letter forms and bold colours. A reference to the less than (<) symbol can be found in the negative space around the light blue diamond.



< Product logos

The logos representing our platforms reference the key selling points. Business Process Automation Platforms messaging is focused around swim lanes and connecting processes. Applications platforms messaging is to rapidly develop bespoke applications through an elegant user interface.



< Company logo white out

Where possible the company and product logos should appear on a white background. If for any reason this is not the case white out versions should be used.



< Product logos white out

As with the company logo the product logos should where possible appear on a white background. It is to emphasise the platform colour use for quick visual reference.



Company logo

✂ Positioning and clear space

The company logo is balanced by the negative space defined by the less than (<) symbol. The height of the logo rotated by 45 degrees sets the clear space.



As our logo is full colour, it should not be reproduced using spot colours (Pantone) but can only be printed with four colour process inks (CMYK) or screen colours (RGB).



All logos should not be reproduced smaller 37mm wide / 7.8mm high, whatever value comes first.

✘ What not to do

We want our logo to be used to help promote brand awareness. The logo should always be used as supplied and never altered to fit the design.



Do not horizontally scale.



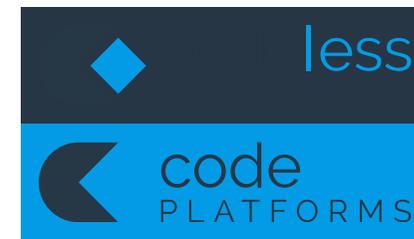
Do not vertically scale.



Do not rotate.



Do not make transparent.



Do not add on coloured or patterned background



Do not alter the elements

Branding and design guidelines

Product / Platform logos



BPA Platform logo

The Business Process Automation Platform logo is designed to represent the key features of the product, the drag and drop approach to building processes using the swim lane graphical user interface.



BPA
Platform

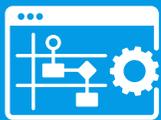


Clear space height and width



BPA
Platform

White out logo only



BPA
Platform

White out logo only



BPA
Platform

An alternate logo can be used on dark blue only



Applications Platform logo

The Applications Platform logo is designed to highlight its versatility by representing pre built modules that are available, enabling anyone to rapidly build bespoke applications.



Applications
Platform



Clear space height and width



Applications
Platform

White out logo only



Applications
Platform

White out logo only



Applications
Platform

An alternate logo can be used on dark blue only

A Typography

Open Sans is the only font we use for our branding. We chose Open Sans due to its clean and legible appearance, accessibility and quick load times.

To use Open Sans you must install the font into your computers font library. <https://fonts.google.com/specimen/Open+Sans>

Open Sans

is our primary font

The following font weight can be used:

Open Sans Light
Open Sans Regular
Open Sans Semi bold
Open Sans Bold

Italics is **ONLY** used as part of a quote

"Introducing Codeless Platforms' BPA Platform has meant that we're running at a third of what was originally envisioned for staffing, and it's working successfully. It's a complete end-to-end solution."



Icons commonly used

Fontawesome icons are used to complement our messaging on all our resources.

To use Fontawesome you must first install the font into your computers font library. <http://fontawesome.io/icons/>

- | | | |
|---|---|--|
|  fa-bullhorn |  fa-envelope-o |  fa-map-signs |
|  fa-calendar |  fa-exclamation |  fa-mobile |
|  fa-check-square-o |  fa-file-pdf-o |  fa-mouse-pointer |
|  fa-chevron-left |  fa-file-text-o |  fa-paper-plane-o |
|  fa-chevron-right |  fa-globe |  fa-plug |
|  fa-code |  fa-graduation-cap |  fa-power-off |
|  fa-cog |  fa-group |  fa-random |
|  fa-cogs |  fa-handshake-o |  fa-rocket |
|  fa-comments-o |  fa-info |  fa-shopping-cart |
|  fa-compass |  fa-laptop |  fa-tags |
|  fa-database |  fa-life-ring |  fa-thumbs-o-up |
|  fa-desktop |  fa-lightbulb-o |  fa-user |
|  fa-download |  fa-line-chart |  fa-wrench |
|  fa-edit |  fa-magic |  fa-youtube-play |

Colour guidelines



Core colour palette

The range of colours provides flexibility while still ensuring a consistent look across our materials. Product / platform colours should never be used together as their intention is to differentiate and contrast between each other.

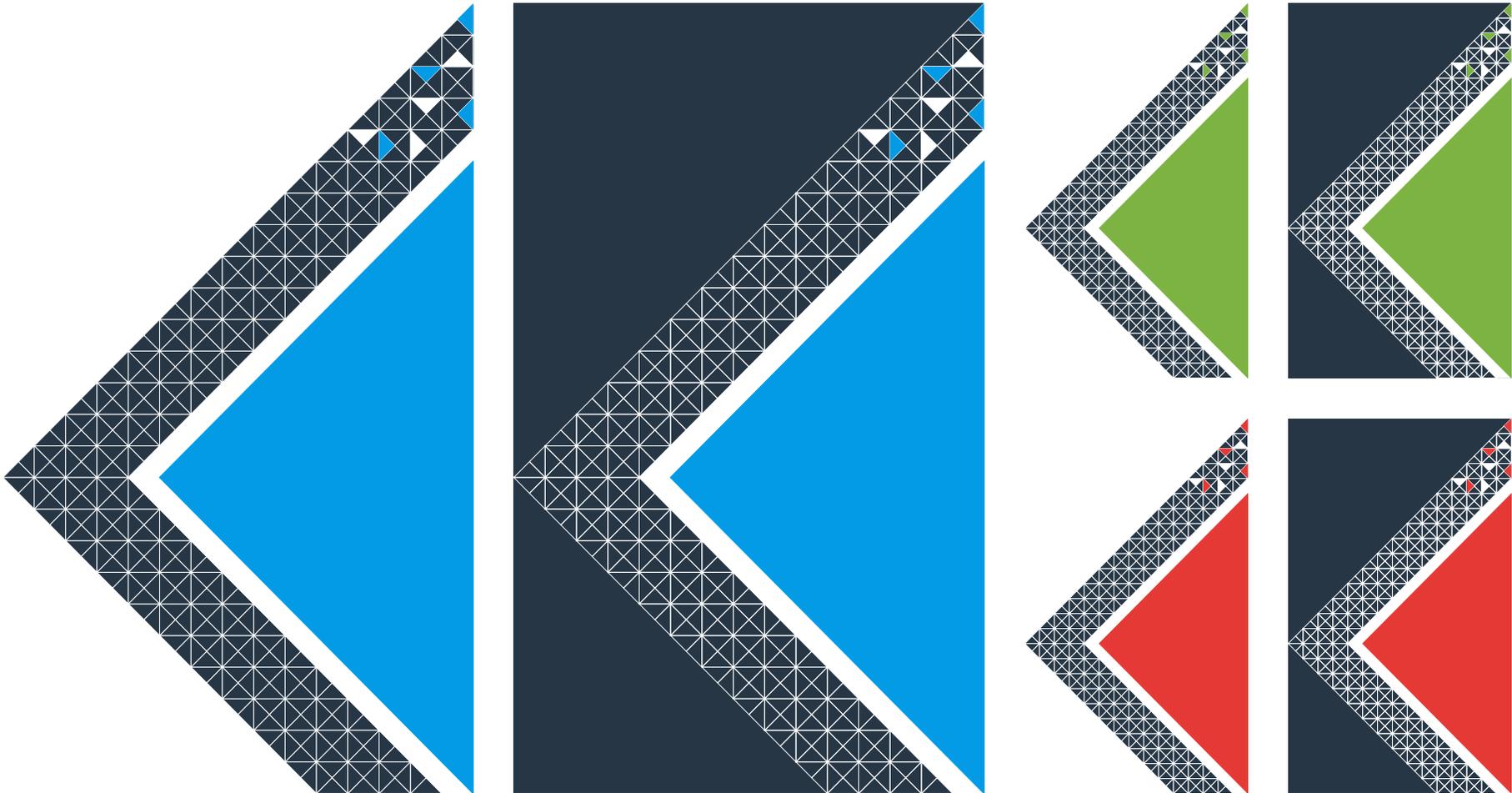
<p>Core Blue</p> <p>Hex #039BE5 RGB 3/155/229 CMYK 80/29/0/0 Pantone 2925C</p>	<p>Dark Blue</p> <p>Hex #263645 RGB 38/54/69 CMYK 33/7/0/85 Pantone 7546C</p>	<p>BPA Green</p> <p>Hex #7CB342 RGB 124/179/66 CMYK 53/0/85/0 Pantone 376C</p>	<p>APP Red</p> <p>Hex #E53935 RGB 229/57/53 CMYK 0/95/64/0 Pantone 185C</p>	<p>BPMN Orange</p> <p>Hex #F9A826 RGB 249/168/37 CMYK 0/40/89/0 Pantone 143C</p>	<p>Action Orange</p> <p>Hex #F47F16 RGB 245/127/23 CMYK 0/59/92/0 Pantone 151C</p>
Corporate colours		Product / platform colours			Action colour

	Shade Core Blue #01579B C95 M65 Y9 K0		Shade Green #42661C C75 M37 Y100 K29		Shade Red #991614 C25 M100 Y98 K25
	Core Blue #039BE5 C80 M29 Y0 K0		BPA Green #7CB342 C53 M0 Y85 K0		APP Red #E53935 C0 M95 Y64 K0
	Highlight Core Blue #1CB5FF C67 M14 Y0 K0		Highlight Green #BCFF77 C0 M33 Y70 K0		Highlight Red #FF5954 C0 M76 Y59 K0
	Shade Dark Blue #1C2833 C89 M70 Y53 K64		Action Orange #F47F16 C0 M59 Y92 K0		Black #212121 C50 M0 Y0 K100
	Dark Blue #263645 C33 M7 Y0 K85		BPMN Orange #F9A826 C0 M40 Y89 K0		Grey #888888 C0 M0 Y0 K60
	Highlight Dark Blue #426B91 C78 M51 Y25 K8		Highlight Orange #FFB63F C0 M34 Y80 K0		Highlight grey #C2C9CC C10 M5 Y5 K25



Graphical assets

To complement our company logo and reference the less than (<) symbol found in the negative space, we have created a versatile vector graphic that can be use in a verity of ways to build on our brand. This asset can be used in various positions to increase/decrease the size to differentiate between brochures or resources.



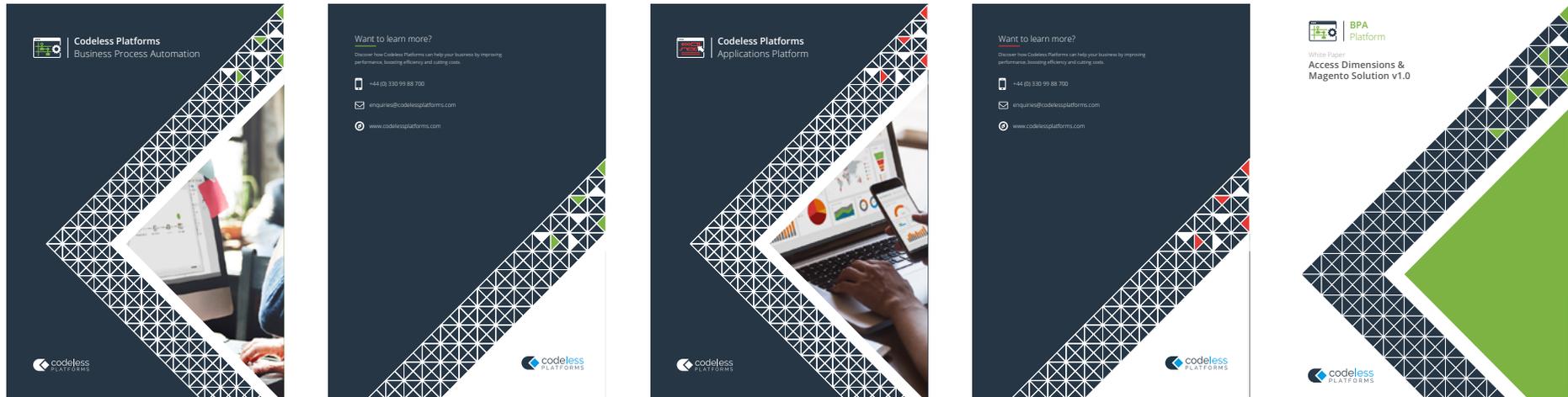
Branding and design guidelines

Supporting graphics



Graphical assets in use

Examples of how we present the company and the brand can be seen below. Due to a bold colour palette, we intentionally restrict the use of the core colours in our resources, this enables us to reference colour via subtle highlighting to align with the products.

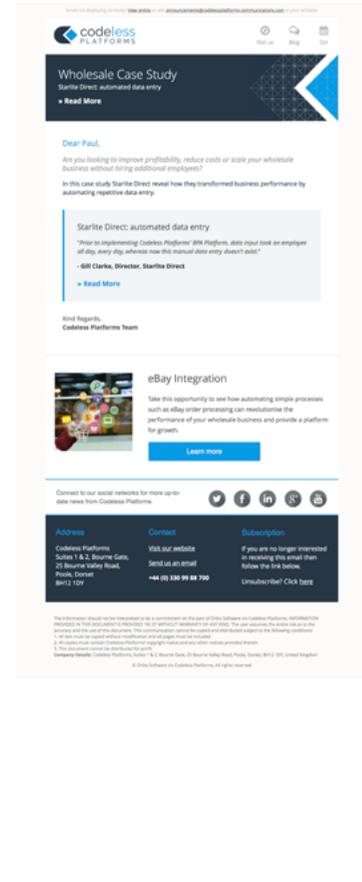
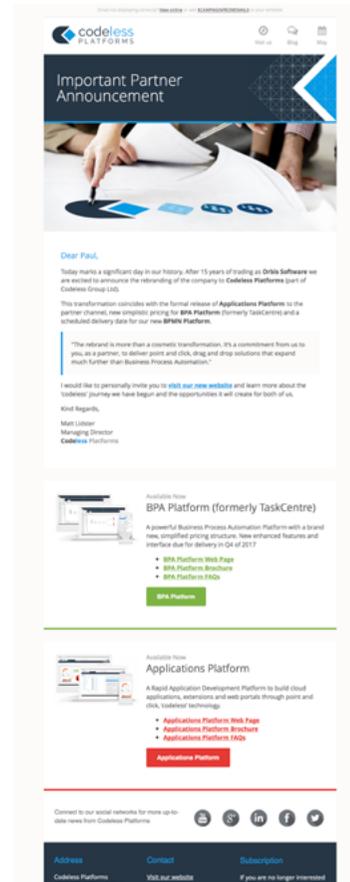
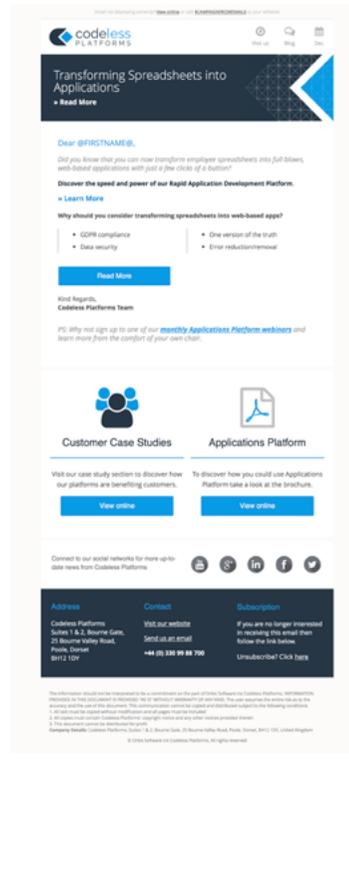
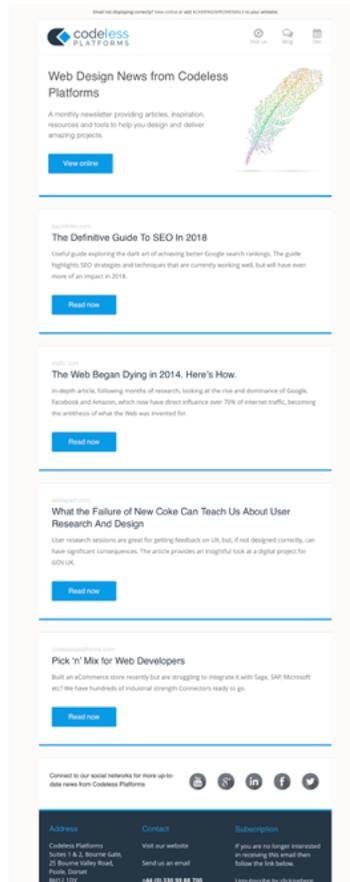
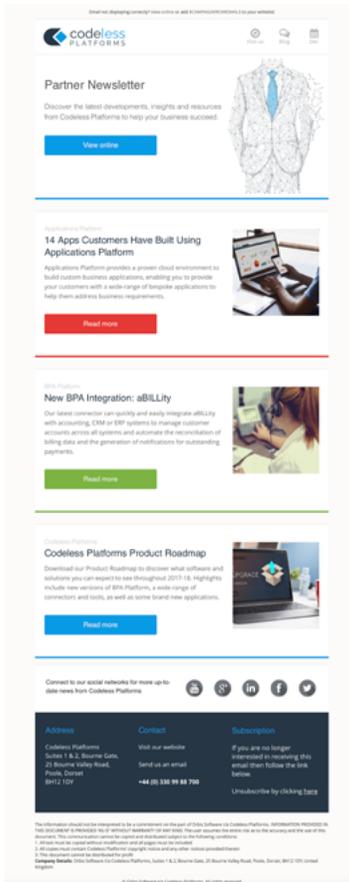


Branding and design guidelines

Communication templates

✉ Email templates

We have a range of HTML email templates containing various typography styles and pre-built modules. This enables us to create elegant and engaging communications aimed at putting the content first and ensuring delivery on mobile and desktop.

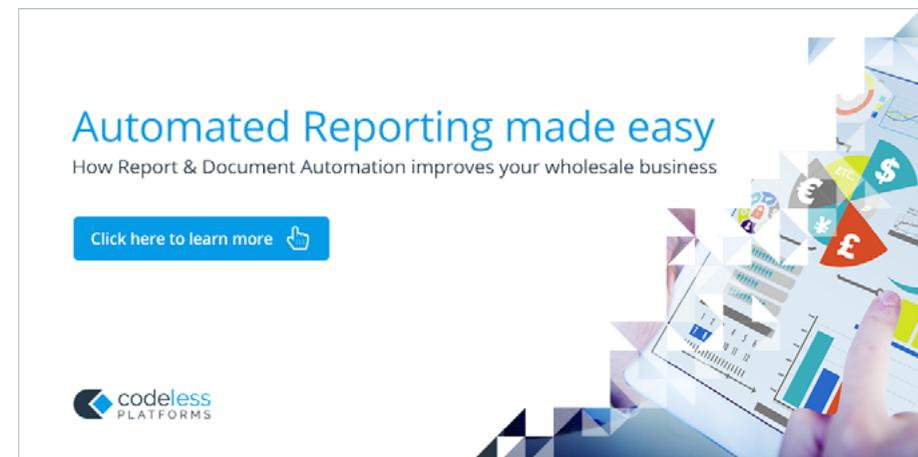
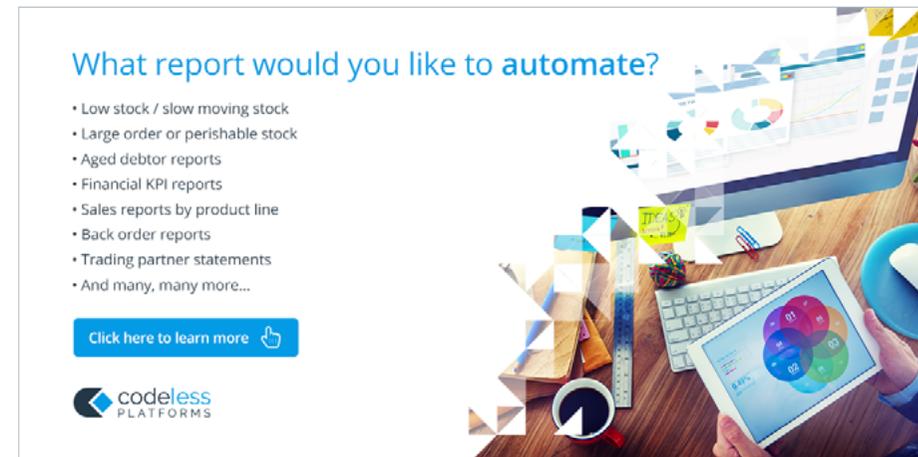
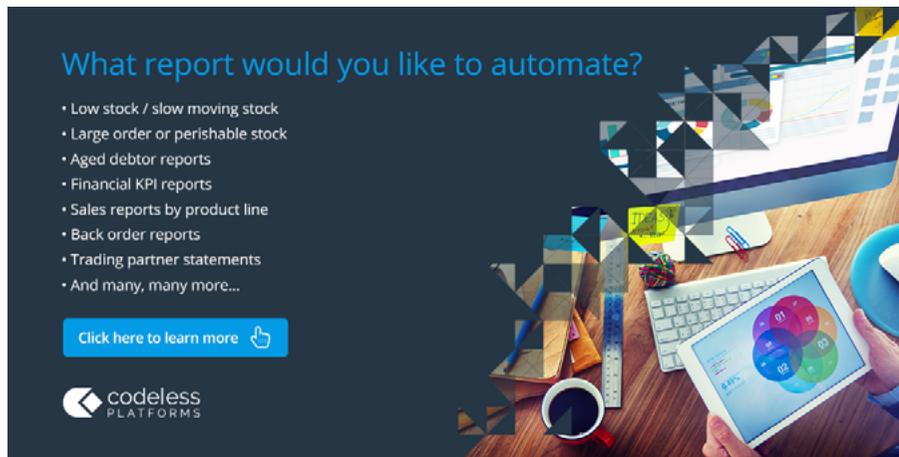


Branding and design guidelines

Communication templates

✉ Social media banners

To maximise space on social media posts, we designed an elegant way of including a featured image, referencing our look and feel and remaining true to our branding. This enables us to publish content reinforcing the resources they will encounter if the banner is clicked namely the feature image, company logo, the asset and the corporate colour palette.





Tone of voice

The way we use language expresses our brand as much as our look and feel. Our tone of voice reflects our approach that is audience-focused and engaging. However, just like the visual elements of our brand, we tailor our language to suit the communication. Sometimes we feel it's appropriate to be more conversational, at other times to be more direct and to-the-point.

When writing about Codeless Platforms, we ask that you use language that is:

1) Spirited and engaging

- Using questions or different sentence structures to create interest
- Using headlines to grab attention or get the message across
- Be short, punchy and to the point

2) Positive, friendly and upbeat

- Be audience-friendly and keep copy as engaging and succinct as possible
- Use benefit-led messaging
- Write in the first person to reflect our inclusive and supportive culture.

3) Conversational and Natural

- Use quotes to bring our products to life
- Talk to people as people and avoiding jargon (but without dumbing down or being patronising).



Common word usage

There are many words and phrases in the English language that commonly trip people up. Many have a definitive right or wrong way to do it, while others can be subjective and therefore be inconsistent.

Codeless Platforms naming convention – any connector or solution or service preceded by Codeless Platforms needs an apostrophe after it as it is possessive. i.e. Codeless Platforms' eBay Integration Connector.

Company names - Always make sure to check how companies actually spell their name and present it. Some can be lower case, upper case, one word, two words etc. For example, dotmailer, Creditsafe, HubSpot, SYSPRO etc.

Company references - When referring to a company always use 'it' not 'they', or repeat the company's name, or use 'the company'. Likewise, use 'Has' not 'have'. For example: "Codeless Platforms announced that it is..." "While the company has begun implementing..."

File format abbreviations - Use capitals when referring to file formats i.e. CSV, JPEG, XLS etc.

Numbering - If writing an article then spell out whole-number words for one to ten; use figures for numbers above ten. Use a combination of a figure and a word for very large round numbers (such as multiple millions/billions etc), or abbreviate it to 'm', 'bn' etc.

Ampersands - should only be used if they are part of official titles or names. Otherwise, spell out 'and'.

Apostrophes - There is no apostrophe before the 's' for a collective group of items. For example: IDs, CVs, SMEs etc.

Capitalisation - Unless it is a product name don't capitalise it.

Spellings - Always use English spellings, not American, especially s not z. For example: organisation, realise etc.



Common word usage

accounting - is always lower case, unless it is at the start of a sentence.

Cash flow - two words, not one.

Cloud-based - is hyphenated (this applies to almost all things that are followed by based i.e. web-based, client-based, etc.

Easy-to-use - hyphenated.

eCommerce - use lower case e and capital C to keep to our branding.

email - no hyphen. Use a lower case e unless it is at the start of a sentence.

Event-driven - hyphenated.

Focused - one 's', not two. Looks neater and reads easier.

government - does not have a capital g unless it is at the start of a sentence.

Help desk - two words, not one

internet - no capital 'i' unless it starts a sentence.

Leverage, leveraging - would prefer not to be used.

Low-code - hyphenated.

Microsoft - please don't not shorten this to MS. This is simply keeping to a company's branding, and we especially don't want Microsoft lawyers on our case.

Online - one word, not on-line.

On premises - is two words with no hyphen and also has an 's' at the end.

Pro forma - not hyphenated.

Programme - word used to refer to a partnership programme.

Program - name for a computer program.

Software-as-a-Service - is hyphenated and abbreviated to SaaS – similarly PaaS.

Time-consuming - is hyphenated.

Up to date - is not hyphenated.

website - one word, not 'web site'. No capital w unless at the start of a sentence.

Whereby - would prefer not to be used.

Got any ideas, thoughts to contribute?

If you have any questions regarding our branding guidelines then please feel free to get in touch

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 www.codelessplatforms.com