Marketing Guidelines

BY SCREENCHECK

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Introduction

The CardsOnline brand represents our trusted, professional, and evolving online card production & management system and shows our partners, resellers, and customers the promise of this. To ensure the correct use of the CardsOnline brand we offer our Marketing Guide.

These CardsOnline Marketing guidelines have been created to provide visual consistency throughout brand communications across various media and applications. For any questions, please refer to the contact information:

Marketing@screencheck.com

Marketing
ScreenCheck
Koraalrood 33
2718 SB Zoetermeer
Netherlands

Guidelines

Brand Guidelines
These CardsOnline Marketing Guidelines serve as the foundation for all internal and external materials. Complementary brand guidelines provide additional guidance for specific needs.

Images, Design Templates and Usage Guidelines
CardsOnline Images for partners simplify the layout process and ensure brand consistency.

Templates and guidelines are also provided for employees to create materials using Microsoft® Word.

PowerPoint Presentations
Use the Microsoft PowerPoint® template for all CardsOnline presentations. All new presentations must be created using the 16:9 format.

Email Markting@screencheck.com for questions about using the brand guidelines and templates or for help applying the brand to internal and external materials, videos, animation, photo shoots, stock photography licenses, brand voice, etc.

Brand Guidelines

CardsOnline Logo

- Maintain required clear space: min. of 15% of the width of the logo as padding around the logo.
- Do not use a color other than black or white for the "CardsOnline" text in the logo.
- Do not change the colors or layout of the colored square, it needs to remain as is.
- Use the full CardsOnline Logo only – Do not separate or change the CardsOnline Square Symbol or CardsOnline text or Logotype.

Colors

- For CardsOnline we are using the blue color in 2021 as the main accent color in a marketing asset. The Full color blue or the color with 25% transparancy.
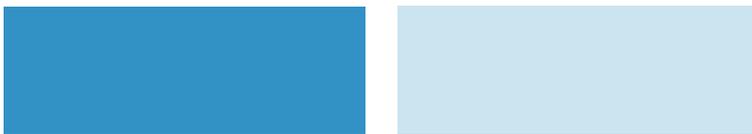
Below the accent colors for CardsOnline: blue, aqua, green ,apple green, yellow, oranje, red or purple. It is not allowed to use other colors for CardsOnline. It is also adviced to not mix the accent colors.
When all colors are used as squares, keep the order of the colors.

Images

Guidlines for the CardsOnline images:

- Do not adjust provided images
- Do not use provided images for other purposes other then the promotion of CardsOnline

CardsOnline Marketing images and logo

As a Partner or Reseller of CardsOnline you are allowed to place the CardsOnline logo and marketing images on your website or other marketing material for the sole purpose to promote and sell CardsOnline.

The CardsOnline Marketing images or not to be used to promote other ID Card applications or products, they are only to be used for CardsOnline.

CardsOnline Screenshots

The CardsOnline Screenshots show real images of the CardsOnline features. Partners and resellers can use these screenshots to inform about and promote CardsOnline and all its features. It is not allowed to adjust the screenshots.

CardsOnline Social Media images

Partners and resellers are allowed to use the CardsOnline Social Media images on their social media with the purpose to promote CardsOnline.

Typography

- Use Titillium for titles and headers
- Use Calibri for body text in word documents and Roboto for body text in online communications.
- Do not add drop shadows

Brochures

CardsOnline Brochures

The CardsOnline Brochures are created to inform customers about CardsOnline and its features. Partners and resellers are allowed to use the CardsOnline brochure to promote CardsOnline. They are allowed to add their logo to the area in the brochure created for partners and resellers.