



**euclid**

BRAND GUIDELINES

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# Brand Guidelines

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POSITIONING STATEMENT

OUR CORE CHARACTERISTICS

WHO WE'RE VALUABLE TO

WHERE WE'RE VALUABLE

OUR ROLE TO OUR CLIENTS

THE CORE NEEDS WE MEET

WHAT MAKES OUR SERVICE SPECIAL

## POSITIONING STATEMENT

Euclid Analytics serves marketing and operations executives in various brick and mortar verticals. In addition to providing access to massive real-world data sets, Euclid delivers proprietary value by translating raw data into customer-centric intelligence.

Empowered by Euclid's analytical results, decision makers can leverage actionable insights to maximize business potentials. As the inventor of digital location analytics, Euclid provides innovative expertise, unparalleled depth of data, and the industry's widest range of comprehensive data metrics.

## OUR CORE CHARACTERISTICS

**Inquisitive, Insightful, Innovative.**

We find fresh, actionable answers to important questions.

**Confident, Smart, Dynamic.**

We have a unique point of view because we look more deeply.

**Useful, Actionable, Agile.**

We create solutions because we understand problems.

**Trustworthy, Human, Practical.**

We value privacy as a matter of common sense.

## WHO WE'RE VALUABLE TO

### PRIMARY

#### Marketing Executives

We help precisely measure marketing ROI.

#### Strategy/Analytics/Omni-channel Executives

We help further key strategic initiatives through stronger data intelligence.

#### Operations Managers

We empower smarter, more efficient decisions.

### SECONDARY

#### CIO/IT Buyers

We provide a no-cost entry into digital location analytics.

#### Wi-Fi Providers

We add value to Wi-Fi services and resellers.

#### Event Managers

We help interpret and anticipate customer traffic.

## WHERE WE'RE VALUABLE

### PRIMARY

#### Brick and Mortar Retail

Specialty

Big Box/Large Format

#### QSR and Coffee

### SMB

### SECONDARY

#### Organizations with Mass Physical Behavior

Events

Education

Government

Airports/Transit

## OUR ROLE TO OUR CLIENTS

### Provider

We feed our clients with the power of massive aggregated data.

### Interpreter

We expertly translate raw data into highly actionable insights.

### Asset

Our freemium model opens to graduated plans with huge ROI.

## THE CORE NEEDS WE MEET

### Insight

Our technology answers fundamental business questions retailers previously could only guess at.

### Enhancement

The intelligence we provide improves customer experiences and helps retailers build better brand experiences in the offline world.

### Competitiveness

We level the informational playing field between physical and online organizations.

### Scalability

Designed for instant mass deployment, creating a ubiquitous backbone for measuring data at scale.

### Access

Our online dashboard allows managers to remotely monitor core data across their organization, in real time; data can be exported to Excel and integrated with BI tools and API.

### Cost-effectiveness

Our economical pricing provides clients both ease of adoption and richer insights due to our products' wide range of use.

### Ease

Easy to activate, easy on cost and resources, easy to use.

## WHAT MAKES OUR SERVICE SPECIAL

### Specificity

We optimize our products for vertical-specific results.

### Leadership

We are the primary innovator and key navigator of the Wi-Fi data intelligence space.

### Magnitude

We continue to build both the broadest data network and the largest data set in the market.

### Thoroughness

We offer the most comprehensive set of analytics in the market.

### Expertise

Our team is comprised of world-class experts with legitimate experience in the field.

### Proprietorship

Our proprietary data algorithms are unparalleled.

### Partnership

We maintain an extensive and collaborative Wi-Fi partner ecosystem.

### Integrity

We care about both our clients and their customers.

# Copy Style Guide

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AUDIENCE

VOICE AND TONE

TALKING ABOUT EUCLID ANALYTICS

EUCLID STYLE

PUNCTUATION

GO FORTH AND WRITE

## AUDIENCE

These guidelines are for Euclid’s website content, marketing materials, and print collateral. While Euclid evolves toward diversifying its products and services, some emphasis may remain on current/potential retail clients and their consumers.

## VOICE AND TONE

We are passionately inquisitive. Euclid is a company founded on the notion of “making the world machine readable.” Like our namesake, we look more deeply in order to quantify and understand the world around us.

We’re practical and trustworthy. It’s not enough for us to just think big—we take action to bring our ideas to life, and our products and services start with what works. When we look to the future, we see ourselves making the world better through the work we do today.

We’re humble and friendly, and because of that, we’re confident. We set out to offer the best services and build the greatest products we can. Our work means something to us because we provide meaningful answers that can make people’s lives better.

So how do we communicate our values through the written word? We use common sense and speak to our audience with enthusiasm and clarity. We keep it conversational, use familiar contractions, and aren’t afraid of humor to keep things light. And if we need to be more serious, we keep it direct.

## TALKING ABOUT EUCLID ANALYTICS

- Generally, when we mention our brand we want it to feel familiar. Although our company is named “Euclid Analytics,” we don’t mind when people refer to us as “Euclid.” Unless we have a specific point to make, we’re happy to refer to our brand in the same way.
- While we aim for our overall messages to be understandable to a wide audience, we do use industry jargon when it’s helpful. Terms such as “throughput”, “daypart” or “clickstream” might not be familiar to everyone, but when they help us communicate more directly with target audiences, we use them.
- Unless it’s necessary (e.g. twitter character restrictions), we stay away from abbreviations when our brand is concerned.
  - Good: Euclid Analytics, Euclid Express, Euclid
  - Bad: EA Express
- We tend to stay away from talking about ourselves as a vendor that sells units. We prefer focusing on the increased potential our products offer.
  - Good: Euclid is revolutionizing the way data analysis impacts the real-world.
  - Good: Companies working with Euclid are learning how to make smarter decisions while improving their bottom lines.
  - Bad: Euclid Analytics is the leading supplier of data sensors that enable businesses to utilize analytical services.

## EUCLID STYLE

In general, we follow AP (Associated Press) style, with some exceptions. A few pointers to keep in mind along the way:

- Always capitalize Euclid products/product features. Put product features in double quotes for procedural purposes.
  - Good: Euclid Express
  - Bad: Euclid express
  - Good: Shopper Funnel report
  - Bad: shopper funnel report
  - Good: Click on the “This Week” tab to...
  - Bad: Click on the This Week tab to...
- Always use a serial (Oxford) comma.
  - Good: Euclid offers innovation, expertise, and affordability.
  - Bad: Euclid offers innovation, expertise and affordability.
- Write out numbers less than 10 (except for measured quantities, e.g. “7GB hard drive”).
- Spell out all numerals (except for years) that begin sentences.

- Use “more than” to describe a relative quantity. Don’t use “over.” Or try using a plus sign to indicate a “greater than” amount.
  - Euclid’s comprehensive reports have helped more than 400 businesses streamline their marketing budgets this year alone.
  - All of the 20+ metrics are available through Euclid’s online dashboard.
  
- Italicize the titles of press references such as newspapers, books and magazines.
  
- Preferred style for time: 2:00 p.m. EST, 11:00 a.m. PST. Stay global and be specific.
  
- Put job titles, fields of study and degrees in lowercase. Keep abbreviations in uppercase.
  - John has a bachelor’s degree in mathematics and a PhD in statistical analysis. He is currently VP of the QSR vertical. Prior to his current role, he was director of SMB sales.

## PUNCTUATION

- Use a single space after periods and other end marks.
- Use an em dash (—), not a hyphen (-), to set off distinct thoughts within a sentence. Hyphens join two or more words serving as a single adjective before a noun. Keyboard commands to create an em dash: alt + shift + (PC), option + shift + (Mac).
- The ellipsis is a series of three periods that indicates the omission of quoted material. Put a single space before and after an ellipsis. Note that an ellipsis can appear next to other punctuation, including an end of sentence period. This results in four periods.
- All quoted material goes in “double quotation marks.” If you need a quotation inside a quotation, use ‘single quotation marks.’ Commas and periods go inside quotation marks; question marks and exclamation points go outside unless they are part of the quoted material.
  - People often use single quotation marks to describe software menu items (e.g. to enable this feature, go to the ‘Settings’ menu on the dashboard). Use double quotes in these cases.
- There are no spaces on either side of a slash.
  - Online/offline.

- Be aware of rules for forming possessives. Generally add an apostrophe after s. Exception: singular common nouns ending in s; in this case, add apostrophe + s (unless the word is followed by another starting with s).
  - Good: Companies'
  - Good: Boss's
  - Good: The boss' standard.
  
- Use a semicolon to separate items in a list after a colon or to combine two or more clauses, each of which is grammatically complete and not joined by a conjunction.
  - Location analytics are highly useful; Euclid is the market leader in the field.
  
- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.
  - Obviously, we've reached a key conclusion: We are making smarter decisions based on solid information.
  - This release has three new features: window conversion, bounce rate and visit duration.
  
- Limit exclamation points. Not everything is exciting! Sometimes it's more powerful to just let the words speak for themselves.

## GO FORTH AND WRITE

While this guide serves to give Euclid's copy a sense of style and direction, what's most important in our writing is to remember who we are. Keep it direct, informative, and personal. Know the project goals and write so that almost anybody (with insight into necessary industry jargon) will understand the message.

# Visual Style Guide

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OVERVIEW

COLOR

TYPOGRAPHY

PHOTOGRAPHY

## OVERVIEW

These guidelines present a visual vocabulary of graphic elements, color, typography, and photography used to visually communicate the Euclid brand identity. Ensuring consistency with our visual communication will yield stronger brand presence and recognition.

## COLOR

The following outlines the primary and secondary color palette used in the Euclid visual identity.

### PRIMARY

#8ABBDB	#4D88A8	#147CAE	#002E42
R138   G187   B219 C44   M14   Y5   K0	R77   G136   B168 C73   M38   Y23   K0	R20   G124   B174 C85   M43   Y14   K0	R0   G46   B66 C99   M74   Y49   K49

### SECONDARY

#EFF3F5	#F6B620	#6D6E70	#302F2F
R239   G243   B245 C5   M2   Y1   K0	R246   G182   B32 C2   M30   Y97   K0	R109   G110   B112 C0   M0   Y0   K70	R48   G47   B47 C69   M64   Y63   K61

Current logo colors



Proposed logo colors



# TYPOGRAPHY

The primary font used is Asap, which is a Google web font. Asap is designed by Omnibus Type: <http://www.omnibus-type.com/>

## Asap Regular

Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Sub-Head

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Body

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

## PHOTOGRAPHY

The following list includes simple do's and don'ts for use of photography in marketing and web materials.



### Do's

Images that convey data scale;  
masses of people in aggregate

Lifestyle photos, images with a  
human element

Interior shopping and restaurant  
experiences, storefronts

Straight-on, human perspective  
camera angles

Colorful images, warm tones

Soft focus that conveys privacy

### Don'ts

Top down or aerial camera  
angles that suggest surveillance

Black and white images

Over-stylized images

Vacant spaces without people