



BRAND/2020 GUIDELINES

Connecting you
to your Customers



The key to the success of our identity is proper and consistent use of all of the graphic elements by everyone involved in the development of CommonPlaces communications and marketing materials.

Adherence to these guidelines will ensure strong communications, which will further build the CommonPlaces brand.

- 3 Vision
- 4 Difference
- 5 The Pitch
- 7 Logo
- 8 Icon
- 9 Usage
- 10 Slogan
- 11 Typography
- 12 Colors
- 13 Graphics
- 15 Business Card
- 16 E-books
- 17 Website

CommonPlaces is a growth agency that focuses on a holistic approach to Customer Success proven to increase engagement and ROI. We build unique, customized permission-based websites and portals and offer digital marketing services, including strategy, branding and SEO.

We specialize in creating Customer Experience Portals for clients who want to engage their customers by integrating best in class 3rd party web solutions and building a secure, scalable solution.

WE ENGINEER RESULTS, WE ARE DRUPAL EXPERTS.

Secure, Quality, Accessible websites and portals.
CommonPlaces has always been Drupal experts; before
anyone knew what Drupal was.

We are experts in Drupal, WordPress and Hubspot.
CommonPlaces creates unique customized permission based
websites that increase customer engagement and ROI.

WE BUILD GREAT WEBSITES AND CUSTOMER EXPERIENCE PORTALS THAT HELP YOU CONNECT TO YOUR CUSTOMERS IN MEANINGFUL WAYS.

We use the best technology and development practices to reach your target audience and achieve ROI.

THE BRAND



The blue and gray colored logo is the preferred signature of CommonPlaces Inc.

Use it in all kind of design whenever possible to be consistent. Other than that use the white or mono version.



Every web project is unique with different challenges and potential roadblocks. Our approach is designed to minimize risk.

Our process helps clients navigate the twists and turns in a fluid manner, leading you on the path to online success.

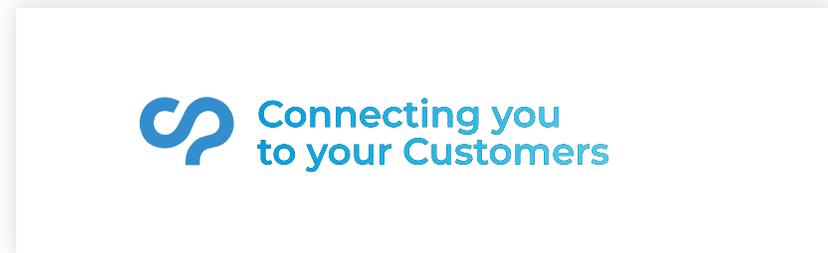
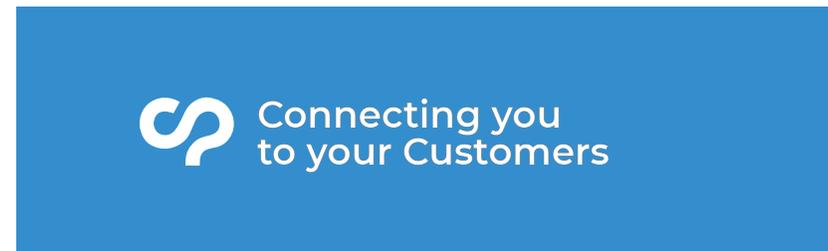
Icon



Logo



Slogan



Connecting you to your Customers

In many ways the web is the most
interactive 'device' in the world.

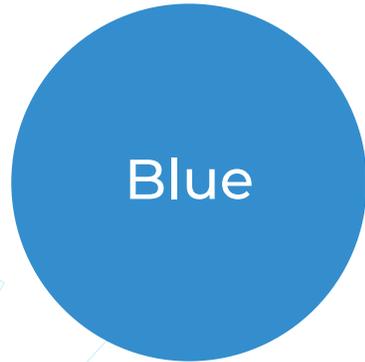
 **Connecting you
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Montserrat

Use the font family Montserrat to create a consistent and unique look for all visual communications.

THIN	Aa
EXTRA LIGHT	Aa
LIGHT	Aa
REGULAR	Aa
SEMI BOLD	Aa
BOLD	Aa
EXTRA BOLD	Aa
BLACK	Aa

This typeface provides a wide range of type styles which can be mixed and matched for a contemporary and proprietary look. It is free for commercial use.



Blue

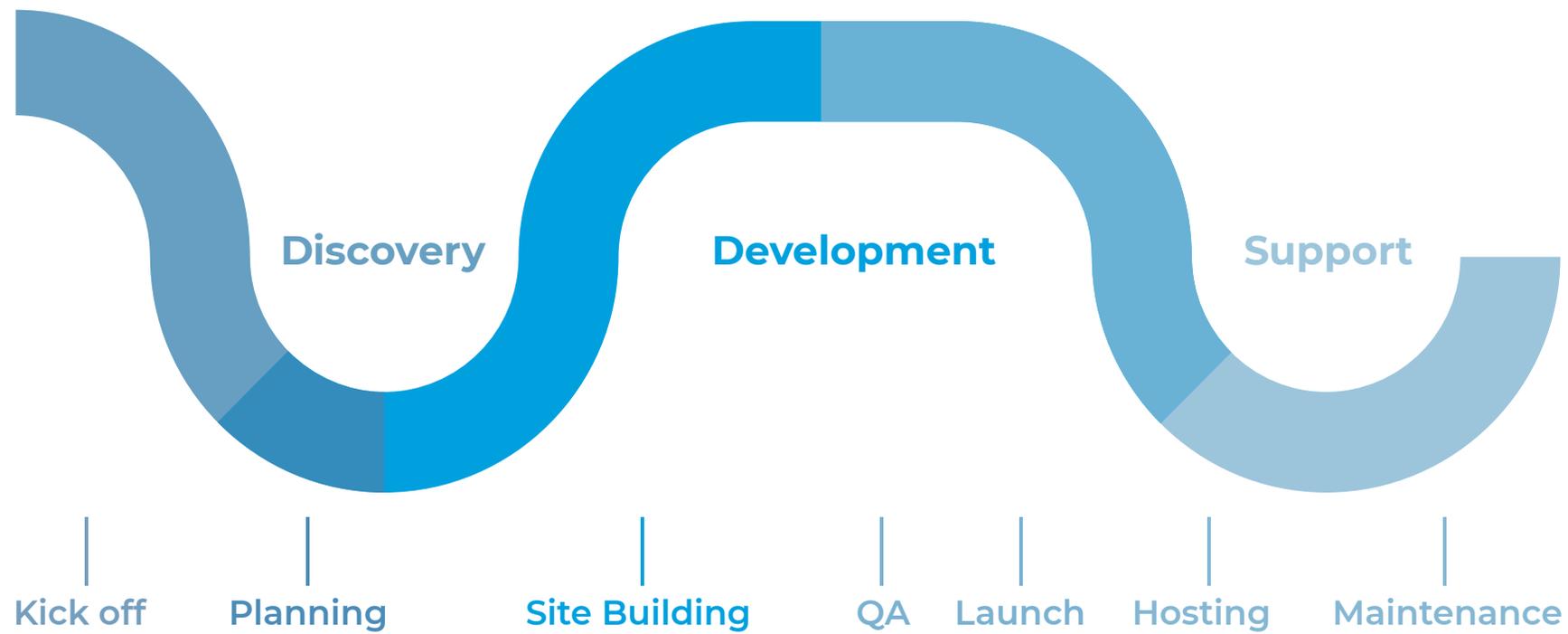
RGB **52 142 205**
CMYK **75 33 0 0**
HEXA **#348ECD**



Gray

RGB **39 39 39**
CMYK **72 63 58 74**
HEXA **#272727**

EXAMPLES OF USAGE





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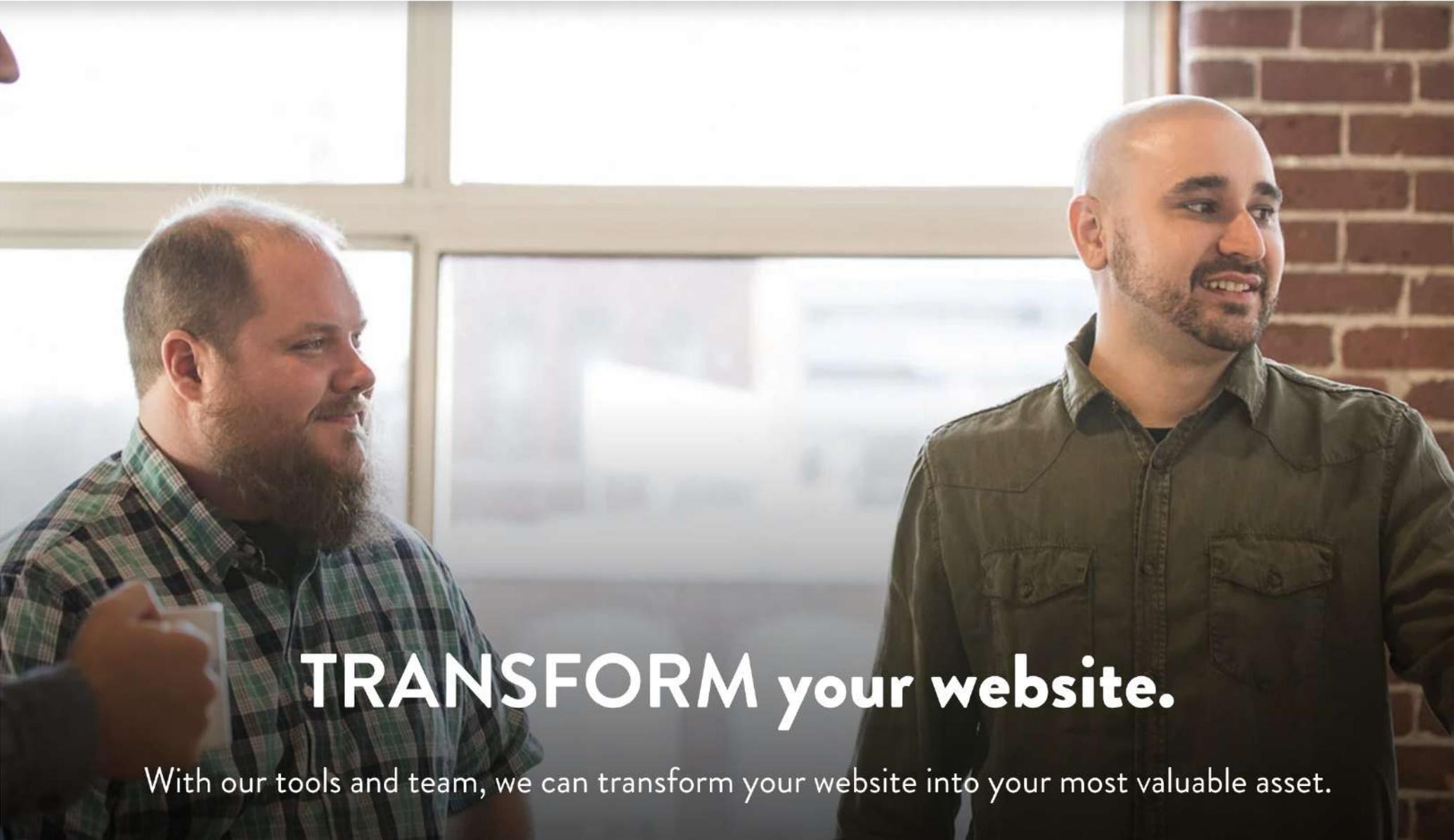
 **commonplaces**
INTERACTIVE

WEBSITE PLANNING

- What is good planning
- Marketing Strategy
- Site Functionality
- Site Architecture
- Site Interface Design
- Technology Options
- Summary



Connecting you
to your Customers



TRANSFORM your website.

With our tools and team, we can transform your website into your most valuable asset.



THANK YOU.



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