

A young woman with dark hair, wearing a light-colored t-shirt and large white over-ear headphones, is sitting at a desk and working on a laptop. She is looking at the screen with a slight smile. The background is a bright, modern office space with large windows and some blurred office equipment.

smoothwall®

Smoothwall Partners

Introducing our creative
brand strategy

Brands with soul make hearts beat faster
Welcome to ours



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Welcome to our brand

Our brand is much more than just a logo. When we talk about the Smoothwall brand, we're talking about what we do, what we aspire to and how we do business. We're also talking about the warm, positive feeling we want to give everyone who comes into contact with us.

From our logo, our colours, to our imagery, to the way we write, what we say, and to how we behave each element is anchored around a core truth of our business. That truth is who we are and what we believe in. It is also a promise to our customers.

Individually these components are incredibly important but put them together and we have something far more valuable. Not only for our sales and marketing but for attracting new talent, new partners and stakeholders.

This document is about these core components that make up the Smoothwall brand experience.

Everything works best when it's clearly understood and consistently communicated, which is what this guide is here to help everyone do – **to nurture and develop the brand we love.**



Section 01

Our voice

Section 01 Our voice

Our brand promise

Our brand promise is a single statement that captures the essence of the Smoothwall experience. It is the internal compass we use to guide the development of our brand.

It is not an adline. It is not a tagline. It is our promise to our customers. Plain and simple.

To be the most trustworthy safeguarding provider in the world.

Section 01 Our voice

Brand positioning

Brand positioning provides the detail around our promise. What we do, how we do it, how we talk about it.

What we do

We empower organisations to digitally safeguard the people in their care.

How we do it

Everything we do is supported by 3 commitments.



Communication

If you don't see the risks, you can't take the steps needed to mitigate them.

It's our job to educate and inform organisations so they feel empowered to improve their safeguarding.



Creation

Our technologies and solutions are innovative and dependable, designed to keep organisations one step ahead in the evolving world of digital safety. We'd rather delay launching a product than offer something that doesn't meet these three standards.



Customer Care

When our customers need us, we're there. Fast and efficient, knowledgeable and helpful. We're working with our customers to deliver some of the best customer care in the world. It's a continuous quest.

Section 01 Our voice

Our tone of voice

Our personality – “the inspiring leader”

Our purpose in life is to be a role model that our customers rely on. We want our customers to focus on running their organisations knowing the people in their care are in a safe and caring environment provided by a technology partner they trust.

How do we do that?

Through empathy. It's frustrating when technology doesn't work, when you don't understand or when you can't get the support or answers you need.

At Smoothwall we know this. We are here to help. As a leader we understand our customers' needs. We know how they feel. We share their aspirations. We're not afraid to be honest, to show how things could be better.

Section 01 Our voice

Smoothwall is

Caring
Positive
Passionate
Integrity
Authentic

Excellent
Authoritative
Innovative
Courageous
Pioneering

Collaborative
Asking
Listening
Fair

Smoothwall is not

Arrogant
Corporate
Frivolous
Flippant

Trendy
Shouty
Pushy
Aggressive

Product-Led
Passive
Unsafe

Section 01 Our voice

From voice to values

We translate our voice into five values that guide our actions, decisions, and behaviours.

Care

We are positive and passionate. We want everyone we work with to feel that we genuinely have their interests at heart and that they are constantly and consistently valued and supported by us.

Excellence

We are authoritative. Our knowledge and expertise are deep. We aim to be the best; to deliver to the highest standards and to continuously improve, every single day.

Collaboration

We are driven by mutual respect, teamwork and effective partnerships. We ask questions, we listen, we understand.

Integrity

We are authentic, honest, open, ethical and fair. People trust us to adhere to our word.

Innovation

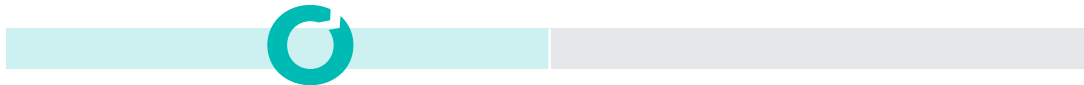
We are courageous and pioneering. We probe, we prod, we ask why. We challenge ourselves and each other to make things better whilst humbly appreciating that we will never reach perfection. Ours is a continuous journey.

Section 01 Our voice

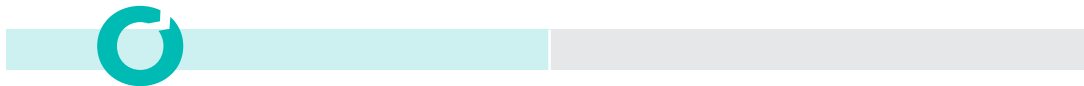
What defines our tone

Approachable

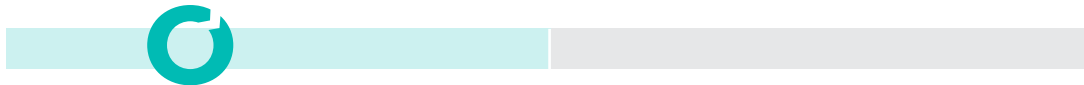
Formal

**Positive**

Matter of fact

**Helpful**

Passive



Approachable

We want to make ourselves sound like a person, not a process. This means using empathy and emotion to demonstrate that we understand our customers' problems. At the end of the day every organisation's challenge is a person's challenge.

Positive

Positivity is infectious. It galvanizes people. We deal with serious issues but we're all about solutions. We've got a vision for making digital safeguarding better, faster, easier. And for making sure organisations know how to keep their people safe, healthy and cared for. The most we shout about it, the more it will happen.

Helpful

People come to us because they want to keep their digital environment safe. We understand their environments and we work with them to realise their intention. Being helpful means being honest. We're not afraid to point out important things our customers may not have realised. It's a first step to a successful project.

Section 01 Our voice

What does Smoothwall sound like?

Approachable

Formal



Positive

Matter of fact



Helpful

Passive



Approachable

From: Smoothwall is a specialist developer of innovative web filtering and safeguarding solutions used around the world in the Public and Private sector.

To: Smoothwall empowers organisations to digitally safeguard the people in your care wherever you are, whatever you do.

Positive

From: We pioneered the development of real-time, content aware web filtering and since then we have launched filtering and monitoring solutions to help protect users around the world whilst accessing the web.

To: The digital landscape is constantly evolving. It's not enough to evolve alongside. We must stay one step ahead. We are pioneers. We were the first to bring real time content aware web filtering to the market. We were the first to introduce AI into digital monitoring. It's a quest and passion that never end.

Helpful

From: We specialise in understanding the needs of education and giving our customers tools to keep vulnerable users safe online.

To: Safe children perform better. We ensure schools have the digital tools to keep your learning environments happy, healthy and productive.



A brand that captures your
mind gains behaviour.
A brand that captures your
heart gains commitment.

Section 02

Our brand components

Section 02 Our brand components

Smoothwall logo

Our logo has been purposefully drawn, so always use the correct artwork of our logo. Never change the colours, sizes or construction of the elements in any way.

To keep a strong sense of legibility, the smallest recommended size for the logo is 20mm wide. There is no maximum size.

The image shows the Smoothwall logo in a teal color. The word "smoothwall" is written in a lowercase, rounded, sans-serif typeface. A registered trademark symbol (®) is positioned at the top right of the final letter 'l'.

Section 02 Our brand components

Logo clear area

Our logo should always have a clear area around it for clarity and to aid brand recognition.

The clear area has been calculated using the height of the 'circle of truth' from the logo.



Section 02 Our brand components

Logo colour usage

Our logo should only appear in the colour combinations opposite.

The Smoothwall logo is available to download from the Partners section of our website.

Full colour / light background



Full colour / dark background



Mono



White out



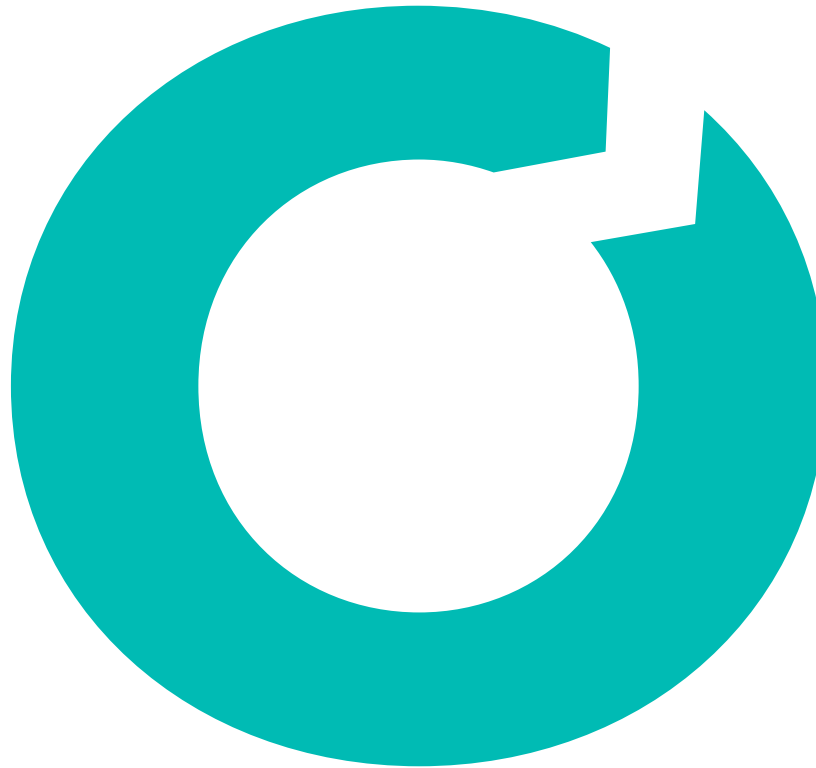
Section 02 Our brand components

Smoothwall 'Circle of Trust'

Our logo means a lot to us.

Not only does it reflect who we are, it conveys a promise to our customers. It contains our 'Circle of Trust'. This is not just a graphic. It's a symbol of our quest to become the most trustworthy safeguarding provider in the world.

It reminds us internally that there is no finish line. That our pursuit must be relentless. That it must transcend every corner of our business.



Section 02 Our brand components

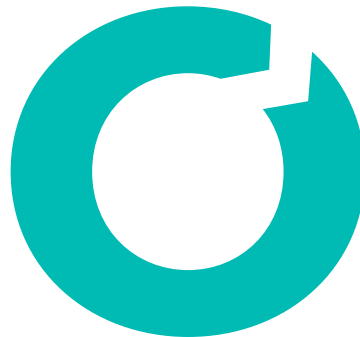
Colour palette

Our colours are striking and confident.

These colours should always be adhered to and not altered in any way.

Tints of these colours may be used where appropriate.

When reproducing colours, it is essential that the correct colour breakdowns are used to maintain consistency.



PANTONE: 3262 C

CMYK: 76 / 0 / 38 / 0
RGB: 0 / 187 / 180
#00bbb4



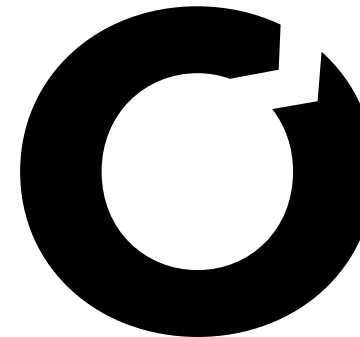
PANTONE: 7701 C

CMYK: 89 / 14 / 0 / 56
RGB: 0 / 87 / 119
#005677



PANTONE Strong Red C

CMYK: 11 / 100 / 54 / 1
RGB: 212 / 0 / 84
#d40054



Black

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0

Section 02 Our brand components

Typeface

Roboto is the primary typeface we use to create our communications. Roboto is a distinctive and modern typeface with clear legibility at smaller point sizes. It can be used for printed and digital media.

Roboto Light

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

0123456789

Roboto Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

0123456789

Roboto Medium

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

0123456789

Roboto Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

0123456789

Roboto Black

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

0123456789

Section 02 Our brand components

Icons

Icons are an effective way to communicate key messages and help break up text.

Our iconography has been designed to be contemporary and flexible to use.



Section 02 Our brand components

Illustration

Illustration is an effective alternative to photography to illustrate key messages.

Our illustration style has been designed to be contemporary and flexible to use.



Section 02 Our brand components

Photography

Photography is important. Its purpose is to give a realistic insight into how people use, interact, engage with and work with Smoothwall.

A Smoothwall photograph is realistic, human and positive. It shows a sense of place, a slight hint at the situation around the person, and the positive effect that Smoothwall has.

Our images are treated to appear in black and white. This offsets the vibrancy of our colours and gives us a unique look without using unique images.

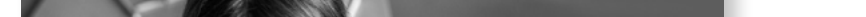
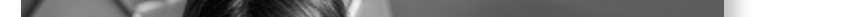
Please see examples opposite for inspiration.



Section 03

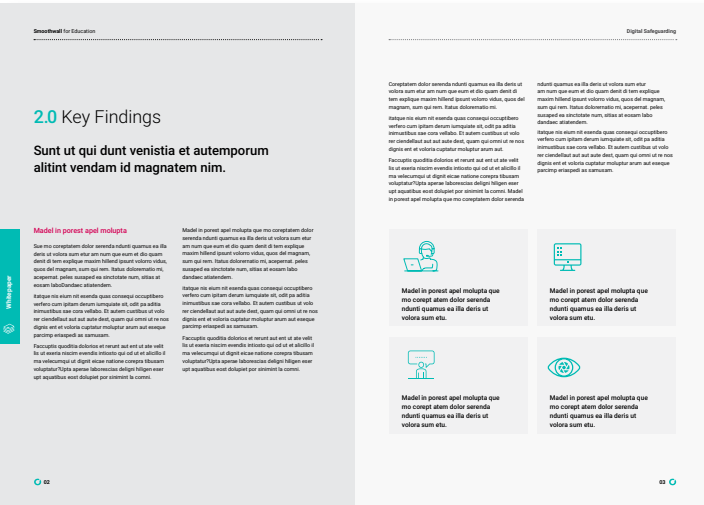
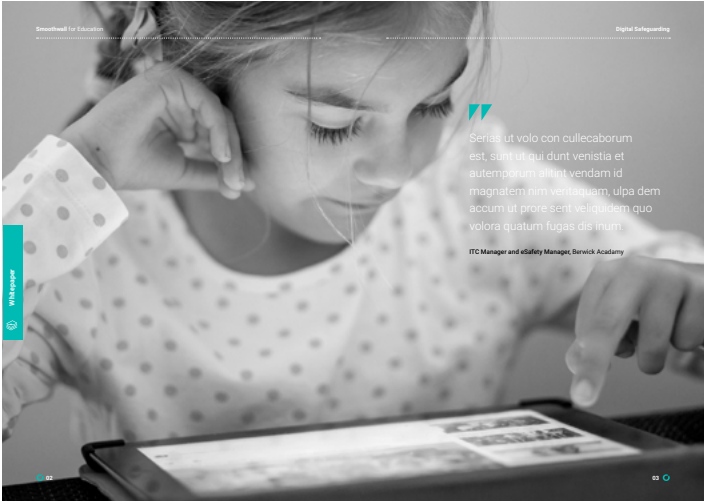
Putting it all together

Smoothwall for Education



Section 03 Putting it all together

Whitepaper example



Section 03 Putting it all together

Data sheet example

Smoothwall for **Education** RADAR Datasheet

Smoothwall RADAR

Detecting online risks before they become real-life incidents



Protecting students from harm

Offering an intelligent and effective monitoring solution for safeguarding in schools, Smoothwall **RADAR** is a real-time monitoring solution that alerts safeguarding staff to incidents as they happen. Monitoring both keystrokes and screen views, safeguarding staff can be safe in the knowledge that should a user try to view or type inappropriate content, they will be alerted based on the level of risk.

The intuitive and highly visual console uses heat maps which allows you to easily evaluate themes in student activity occurring online and offline in real-time, both during and outside of school hours. Intelligent pre-grading of incidents allows you to quickly analyse the risk profile of situations, meaning you can concentrate on providing support to the children in your care.

Complying with UK legislation including the Prevent Duty, Keeping Children Safe in Education and Ofsted, you can rest assured that digital devices in your school are fully protected.

Why is safeguarding monitoring software needed?

The software helps pick up on thoughts that students can't say aloud, related to:

- > Suicidal thoughts
- > Eating disorder
- > Radicalisation
- > Cyberbullying
- > Sexual grooming
- > Self-harm
- > Racism
- > Depression

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Smoothwall for **Education** RADAR Datasheet

Key Features

Intuitive Interface

All incidents are displayed using highly visual heat maps and graphs, allowing you to quickly review performance, view individual alerts and view system information.

Image Capture

Screen capture functionality sits within the solution, allowing any incidents that require investigation to be screen grabbed for later review or evidence.

Real-Time Moderation

Content is auto-moderated and pre-graded in real-time, allowing you to promptly identify and deal with issues of concern as they occur.

Content Analysis

Monitors everything a user types and everything displayed on the screen, including incoming emails and documents.

Language Support

Able to monitor a range of language styles including slang, colloquialisms, euphemisms and more.

Flexible Data

Easily look at, add and remove individual users ensuring you are GDPR compliant.

Updates

Easy to install technology with remote install options and updates.

Multi-device Support

Available on Windows, macOS and iOS, including Chrome OS.

Sue mo coreptatem dolor serenda ndunti
quamus ea illa deris ut volora sum etur am
num que eum et dio quam denit di tem.

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Final word

Final word

We're here to empower each and every customer and each and every organisation who could benefit from our capabilities. We want to deliver the very best safeguarding solutions and all that goes with it. And that's what brings us together.

With our new mindset and our new brand, we are one. Feet firm. Heads high.

Together we are Smoothwall.

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