

WWW.BARCODING.COM



Barcoding

BE EFFICIENT | ACCURATE | CONNECTED

**BRANDING
GUIDELINES**

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Messaging Guide

This guide contains a series of standard descriptions. It is intended to provide Barcoding, Inc., staff with a resource to present consistent and compelling messages about the organization and its philosophy.

The following pages will help guide you to make messaging decisions when using the Barcoding Branding and creating any materials for our brand.

If you have questions or need assistance relating to the Barcoding Messaging, please email the Design Team.

12/21/20

Welcome #SupplyChainGeeks!

At Barcoding, Inc., we are a family of professionals (#SupplyChainGeeks) dedicated to supply chain automation and innovation that drive efficiency, accuracy, and connectivity.

We believe in our people. Together, we are on a mission to develop a consistently profitable, growth-oriented, and sustainable company that provides opportunity for personal success for all employees while positively impacting customers, business partners, and social communities.

We believe in process first. We work to understand our clients' businesses—their workflows, people, cultures, and goals—and then we discuss the types of technology available to fit their needs.

We believe in transparency and sharing. As we grow, we share our journey through our digital and social platforms.

We believe in being helpful—whether it is in a meeting, consultation, partnership, educational effort, new technology review, or charitable donation.

We believe in the power of branding. Ours simplifies everything we do into one phrase:

Be Efficient | Accurate | Connected™

Barcoding Identity

Our Name

Our identity is wrapped in the strength of our company name. It must be spelled out “Barcoding, Inc.” or Barcoding, Incorporated.

The name should never be shortened to BCI... because that’s not who we are (and there’s another company out there with those initials). If you need to shorten it, use “Barcoding.”

Words that Define Our Brand Personality

When people think of Barcoding, Inc., we aim for them to feel the following words: excitement, sophistication, and sincerity.

Excitement

- Energetic
- Futuristic
- Optimistic
- Imaginative
- Progressive
- Vibrant

Sophistication

- Best-in-Class
- Professional
- Geeky
- Bold
- Crafted
- Refined
- Technical

Sincerity

- Welcoming
- Approachable
- Reliable
- Fun
- Laid-Back
- Trusted
- Dependable
- Open-Minded
- Respectful
- Curious

Boilerplate

About Barcoding, Inc.

Barcoding is a supply chain automation and innovation company that helps organizations be more efficient, accurate, and connected. With extensive subject matter expertise in data capture, labeling and printing, and mobile computing, we are trusted to build and manage solutions for some of the best IT and operations teams in the world. Founded in 1998, Barcoding is headquartered in Baltimore, Md., with offices across North America (Chicago, Houston, Seattle, Montreal, Toronto, and Vancouver).

For more information, visit [*www.barcoding.com*](http://www.barcoding.com).

Key Messages

1. Barcoding, Inc., believes in the power of Efficient, Accurate, and Connected Data to move enterprise business forward.
2. Barcoding, Inc.'s long-term partnerships are based in transformation, not transaction.
3. Our approach is at the center of what we do: Process, People, then Technology (PPT).
4. Our people make all the difference. We are #SupplyChainGeeks!
5. We are experts at what we do, and we've been doing it for a long time.

Elevator Pitch*

Since 1998, Barcoding has supported professionals in IT, operations, and supply chain with the best solutions for data capture, printing and labeling, and mobile computing.

We have extensive experience capturing, tracking, and integrating data (primarily with barcodes and RFID). We also help thousands of companies successfully deploy and manage enterprise mobile solutions.

What sets Barcoding apart is our approach: we start with process and people and then move to technology. When you work with us, you get the right minds, the right approach, an industry-leading partner community, and a focus on continuous improvement.

At the end of the day, we want to make your life a little bit easier...and more efficient, accurate, and connected.

**NOTE: Remember this is meant to be spoken.*

Core Technology Areas



Data Capture Solutions

Barcode
RFID
Manual Input
IoT
Bluetooth, Sensors, etc.



Labeling & Printing Solutions

Procurement and Ecommerce
Compliance Labeling
Traceability and Industry-Specific
Design and Integration
Custom Labels
RFID Labels and Tags
Strategic Labeling Programs
Warehouse Labeling
Rack, Aisle, Floor, Placards, etc.
Print & Apply



Mobile Computing Solutions

Hardware Recommendation
& Procurement
GoLive Services™
Deployment Services
StayLive Services™
Lifecycle Management
Modernization (Android)
Application Development
System Integration

United States Offices

Baltimore Office (Headquarters)

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Baltimore, MD 21224

 410.385.8532

 www.barcoding.com

 info@barcoding.com

 BarcodingInc

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Houston, TX 77042

 713.782.6000

Chicago Office & Technology Integration Center

15-660 Midwest Road Suite 310
Oak Brook Terrace, IL 60181

 1.888.412.7226

Washington Office (Versatile Mobile Systems)

14660 NE North Woodinville Way
Building B | Suite 200
Woodinville, WA 98072

 1.800.262.1633

Canada Offices

Montreal

1111 Boulevard Dr.-Frederik
-Philips #600
Saint-Laurent, QC H4M 2X6

 1.438.800.8009

 www.barcoding-canada.ca

 info@barcoding-canada.ca

 BarcodingCanada

Toronto

2770 14th Ave
Unit 103
Markham, ON L3R 0J1

 1.437.538.3185

Vancouver

#213 – 2999 Underhill Avenue
Burnaby, BC V5A 3C2

 1.604.260.1446

Positioning

Brand positioning is how our customers view us in relation to the rest of the industry. Our key differentiator is our approach—PPT (Process, People, Technology).

To position our brand appropriately, always associate our name with our approach.

BUSINESS PROCESS FIRST

Our customers trust us to learn their business and to fully understand the process or workflow that needs improving before recommending technology.

SATISFIED USERS

We focus on learning about the users, and then we recommend solutions that improve employee satisfaction and maximize utilization.

TECHNOLOGY FIT TO PURPOSE

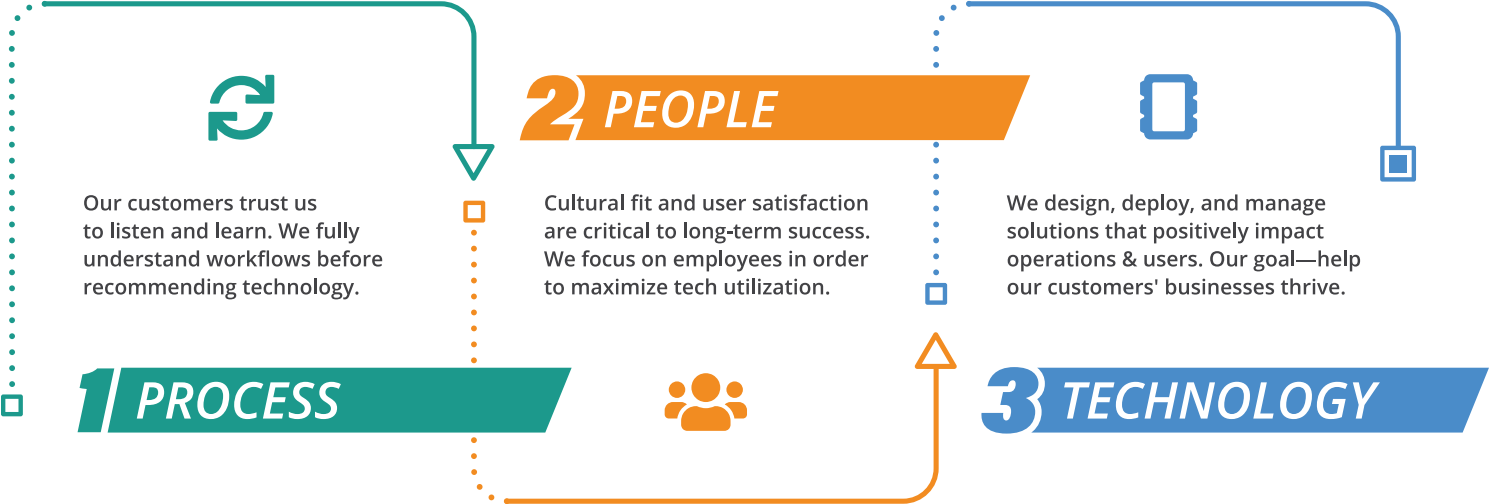
Once we have learned about your business, our experts will use that information to choose the exact technology to fit your needs.

CONTINUOUS IMPROVEMENT

To maintain the competitive edges gained from our solutions, our clients trust us to manage their device platforms and to maintain continuous improvement goals.

To position our brand, make sure to talk about Barcoding, Inc., in terms of our long-term relationships with our customers.

In Action: Always start with why.



Logos & Visuals

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials for our brand.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

05/27/20

Horizontal Full-Color Logo

Our horizontal logo pairs our mark with the company name. There are versions with and without the tagline. Use the version without the tagline when the tagline is too small to be readable.

Minimum Sizes

Horizontal Logo with Tagline 2 inches

Horizontal Logo w/o Tagline 1 inch

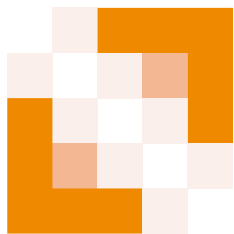
NOTE: We are still Barcoding, Inc. or Barcoding Incorporated. Official documents should still reference us as Barcoding, Inc. or Barcoding Incorporated. The shortened version is Barcoding.



Horizontal Logo with Tagline



Horizontal Logo without Tagline



Barcoding

BE EFFICIENT | ACCURATE | CONNECTED

Open Sans Extra Bold

Oswald Light

One-Color Logo

Our horizontal logo pairs our mark with the company name. There are versions with and without the tagline. Use the version without the tagline when the tagline is too small to be readable.

Minimum Sizes

Horizontal Logo with Tagline *2 inches*

Horizontal Logo w/o Tagline *1 inch*

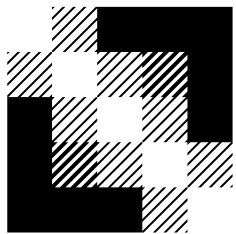
*The one-color logo is to only used for print.
If you are in need of this logo for printing
purposes (silkscreen printing, etc.) email
the Design department.*



Horizontal Logo with Tagline



Horizontal Logo without Tagline



Barcoding

BE EFFICIENT | ACCURATE | CONNECTED

Open Sans Extra Bold

Oswald Light

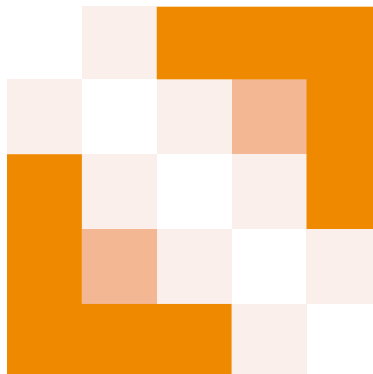
Logo Mark

The Mark is a distinctive symbol that brings together all the values we hold at Barcoding. Built of squares, our teams and solutions are built of smaller, but equally important parts.

Ultimately we capture and manage data. The capture brackets remind us and our customers that we are the stewards of their data and work tirelessly to ensure it's accurate and efficient management.

Suggestive of Rubik's Cubes and Tetris our logo mark speaks to Barcoding as thinkers, problem solvers, and solution providers.

The logo mark should be used as the favicon across the Barcoding website.



minimum size: .25" or 20px

Logo Mark

When using the orange and blue mark on reverse backgrounds, there are a variation in the transparencies. *On the black background, the opacities do not change. Do not use the blue mark on an orange background.*

Square Opacities (White Background)

Full Color 100% Opacity

Medium Color 50% Opacity

Light Color 10% Opacity

Square Opacities (Reverse Background)

Full Color 100% Opacity

Medium Color 65% Opacity

Light Color 30% Opacity

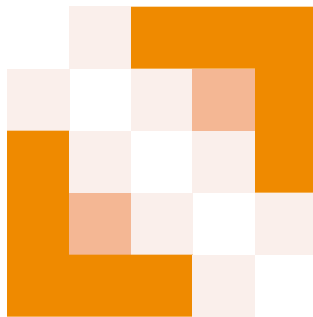


minimum size: .25" or 20px

Vertical Logo

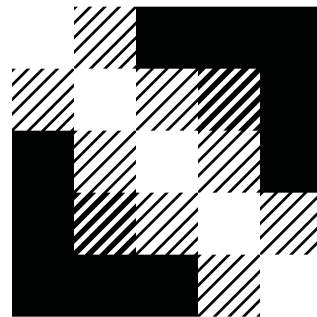
Our vertical logo pairs our mark with the company name. This is for use only when the horizontal version doesn't work in the space or context.

There is no tagline when the logo is stacked.



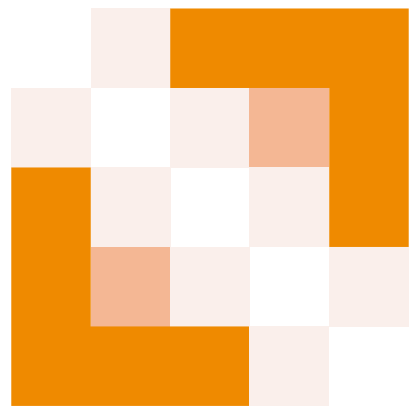
Barcoding

*transparency mark
minimum size: .75"*



Barcoding

*one-color mark
minimum size: .75"*



Barcoding *Open Sans Extra Bold*

Logo Usage: Correct Uses

We have provided a wide range of versions to ensure the Barcoding brand is well represented and clearly visible in all situations.

1. Use the full color version when possible.
2. Use the “Dark BG” versions over dark backgrounds.
3. When placing the logo on a photo, ensure that there is sufficient contrast between all parts of the logo and the background.

1



2



3



Logo Usage: Incorrect Uses

1. Do not use the Dark BG version over light backgrounds.
2. Do not use the full color logos over dark backgrounds.
3. Do not stretch or rotate the logo in anyway. Hold *SHIFT* to scale the logo correctly.
4. Do not apply effects such as drop shadows, outer glow or other effects to the logo.
5. Do not change the fonts.
6. Do not change the colors.
7. Do not place the logo on imagery that creates poor contrast and poor readability.
8. Ensure that the transparencies are visible in the logo mark. (*NOTE: Use Adobe Illustrator files, do not use EPS for the full-color logo.*)
9. Avoid using the Dark BG version on 100% black backgrounds. Use the full white logo when possible.

1



2



3



4



5



6



7



8



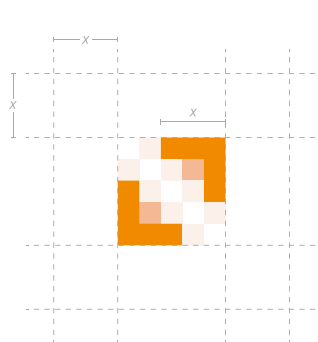
9



Logo Clearspace

When using the Barcoding logo, it should be surrounded with clear space to ensure its visibility and impact.

No color, typography or graphic elements should invade this area. The letter “X” represents the width of the orange capture bracket, it serves as the basis of measurement for the clear space distance around the logo when used.



Logo & Color Use

Please use the colors and logo mark carefully. Brand colors and the logo mark must have enough contrast. The logo mark should only be used on the primary brand colors. Please avoid placing the mark on the light blue, purple, and green backgrounds. *Do not use the blue mark on an orange background unless permission is given.*

The first two rows is the main mark. The last two rows is the one-color mark. Only use this logo when color or applications are limited.

To get the one-color logo/mark, please contact the Design Team.



Service Logos

Barcoding services are represented by their own logo. These services are PreLive Services™, StayLive Services™, GoLive Services™, StayLive Air™, GoLive Air™, and OnePay™. These logos are available in PMS 654 and white.

These logos are available for download on SharePoint and on the Brand Guide logo page.

Trademark Wording: Correct

PreLive Services™	GoLive Services™
StayLive Services™	OnePay™

Trademark Wording: Incorrect

PreLive™	Pre Live	prelive
StayLive™	Stay Live	stayLive
GoLive™	Go Live	golive
OnePay	One Pay	onepay

PreLive
Services™

GoLive
Services™

StayLive
Services™

OnePay™

PreLive
Services™

GoLive
Services™

StayLive
Services™

OnePay™

Service Logos Placement

The PreLive Services™, StayLive Services™, GoLive Services™, and OnePay™ logos should only be used in the following:

One-Pager Headers

PowerPoints

Website Headers

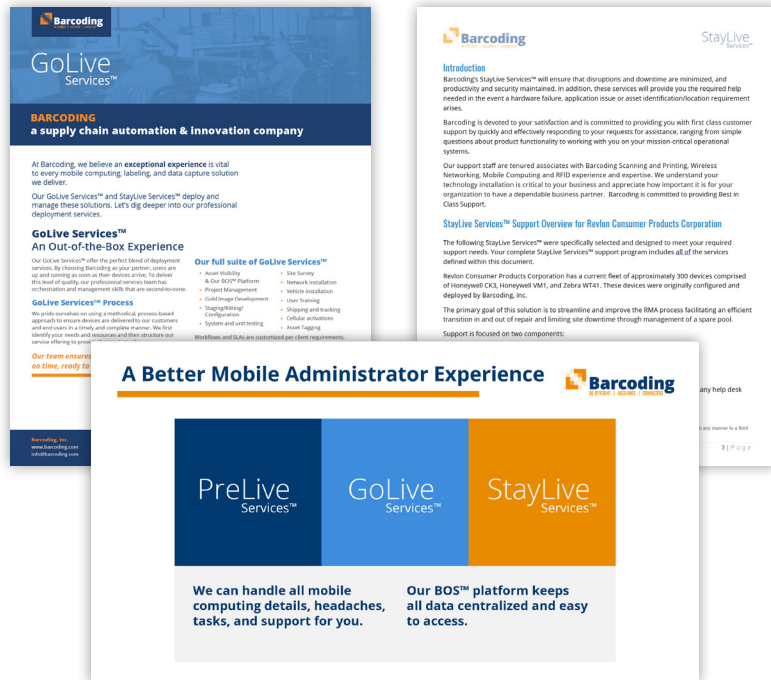
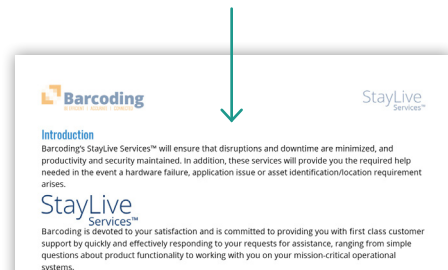
Tradeshow Signage

Microsoft Word
Headers/Cover Pages

To the right are a few examples (One-Pager, PowerPoint Slide, and Microsoft Word Header).

When placing in a Microsoft Word Header, make sure the service logo is smaller than the Barcoding logo. It should never overpower the main brand.

DO NOT place the service logos in-line with paragraphs when a service is mentioned.



Behind the Brackets

Barcoding's technology is sophisticated, detailed, and nimble, and we needed a logo that matched this spirit. By using the brackets, we're not only representing the image-capturing process and the way items are framed in brackets, but we're calling attention to it in a bold way.

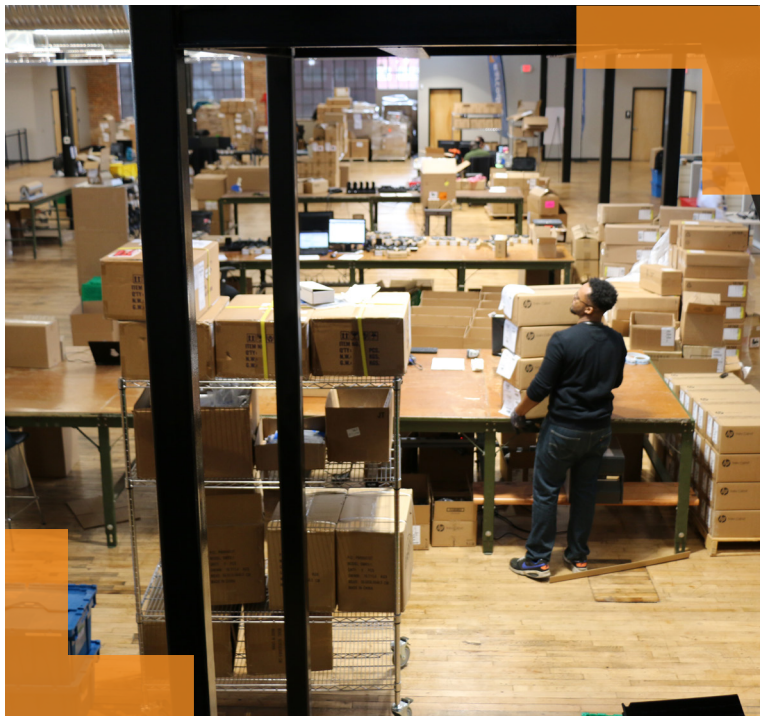
We are expanding on the brackets' everyday function and using them to represent a "container." This signifies the way that Barcoding encompasses everything you need for supply chain management within this one space.



Brackets Usage

Correct Uses

- Use them to highlight aspects of the current subject matter.
- Use them within photos to draw attention to certain aspects.
- Use them around pictures if that picture has significance to the subject matter.
- ALWAYS have one in the lower left and one in the upper right.



Brackets Usage

Incorrect Uses

1. Don't use them in photos at random, this may confuse or draw attention to the wrong things.
2. Don't tilt them or reverse their orientation.
3. Don't create logos with them.
4. Don't use them in off-brand colors.

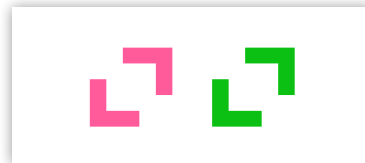
1



2



3



Color

The following pages will help guide you to make design decisions when using the Barcoding color palette and textures.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

01/21/20

Color Palette

The core color palette will cover the majority of your needs. Using tints of the colors is acceptable as well.

The blues and orange are the primary brand colors and should be used across all collateral and applications when possible. The teal and purple are the secondary colors which are the accent colors.

The black in the color palette should be used for body copy when possible. White and black are also allowed to be used as a combination with those colors.

PMS
654 C

CMYK
100 85 30 16

RGB
0 58 112

HEX
#003A70

PMS
144 C

CMYK
2 54 100 0

RGB
243 139 0

HEX
#F38B00

PMS
279 C

CMYK
71 37 0 0

RGB
62 141 221

HEX
#3E8DDD

PMS
7473 C

CMYK
80 19 51 2

RGB
25 152 139

HEX
#19988B

PMS
526 C

CMYK
67 98 5 1

RGB
115 48 139

HEX
#73308B

PMS
446 C

CMYK
0 0 0 89

RGB
67 67 69

HEX
#434345

Image Treatment

For photography, use our Barcoding Flickr as an inspiration page.

Do not gravitate for stock imagery that is just warehouses or boxes. We are Barcoding—let's show off our people, partners, and customers.

As you can see, our photos are now built into PowerPoint templates. Our people are framing the work, technology, even the presentations.

Transparency Images

For the images that are black and white, we can overlap color over the image. When doing so, make sure the image has good contrast and make sure the opacity of the color remains at 77%.





Patterns & Textures

The use of patterns and backgrounds are great for cover pages, social media, desktop/phone backgrounds, and much more.

When using the gridded patterns, make sure the mark does not get washed out by the pattern. The textures must have enough contrast to be below the the Barcoding logo. The background shouldn't be a distraction, the Barcoding logo must be seen first.



*black and white
pixel background*



*orange background,
opacity equals 85%
or greater*



*add the pixel back-
ground and color
over top to create
a pattern*



Typography

The following pages will help guide you to make design decisions when using the Barcoding typography. There is a hierarchy guide, as well as instructions to downloading the various fonts!

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

01/21/20

Typefaces

Our typefaces at Barcoding are Oswald and Open Sans. Both typefaces are optimized for print, web, and mobile interfaces.

What's the difference between a typeface and a font?

The difference between a font and a typeface is the same as the difference between songs and an album. A typeface is the collective name of a family of related fonts (such as Times New Roman), while fonts refer to the weights, widths, and styles that constitute a typeface (such as Times New Roman Regular, Italic, Bold, etc.).

Open Sans

typeface

Open Sans Light

font

Typography Usage

The consistent use of typography helps to make the Barcoding's brand identification strong and cohesive across all applications. The typefaces, Oswald and Open Sans were chosen to represent the brand.

There are a variety of styles within the Open Sans and Oswald family. The typefaces are also a web-safe Google font. Both are also free to download at fonts.google.com.

Open Sans Bold and Extra Bold and Oswald Medium and Bold are to be used for headers. Open Sans Regular is to be used for body copy.

Do not use Oswald in all uppercase for long sentences or long headers.

Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

Open Sans

ExtraLight
Light
Regular
Medium
Semibold
Bold

Oswald

Typography Hierarchy

When using our typefaces, Open Sans and Oswald, we must be sure that the typefaces have good contrast and hierarchy between the different sections of text.

Typography hierarchy presents itself so that the most important words and headlines are displayed with the most impact to ensure users can scan text for key information. There are a variety of ways to create a sense of hierarchy with typography, here are some suggestions of how to create hierarchy with typography.

KEY

H1-H3	Headline 1/2/3
12px/15px	12px Type Size/15px Leading
Open Sans	Typeface
Oswald	Typeface
Bold/Etc.	Font

.....
*Do not use all uppercase
with Oswald with long headings.
When Oswald is uppercase,
kerning must be addressed.*

H1 - 24px/30px Oswald Semibold

H2 - 18PX/21X OPEN SANS EXTRABOLD

H3 - 12px/15px Open Sans Bold

Intro Text - 11px/15px Open Sans Light. Pudam quatisqui re volupta dolupta ne sam nesenihit, que vendaerem nisti aria verferem harit fuga. Nem vellor sum, qui com modit, sae. Nectatio. Et reperum doluptat quia vendio.

.....
*Body text and caption text
should always use Open Sans
Regular or Italic. Do not use
Open Sans Light as readability
becomes difficult.*

Body Text - 9px/12px Open Sans Regular. Oditae nostiis a porum secullorest periore stibus estruptas aut min pra sed moloreici dolor aut es eaquiat esciisci ut ut esequo doloratur? Musaere nusam solorem velite rat apis vellest erum, aut odit, con estisci unditia suntur, aliqua conse perum dolor andi beate nonsedi aliquo doluptaectur autesto quis atquid magnita estem. Ilias cus, nossi deligni moluptisitia voloreperit vendis nis quidell aborepe

Caption - 8px/11px Open Sans Italic.

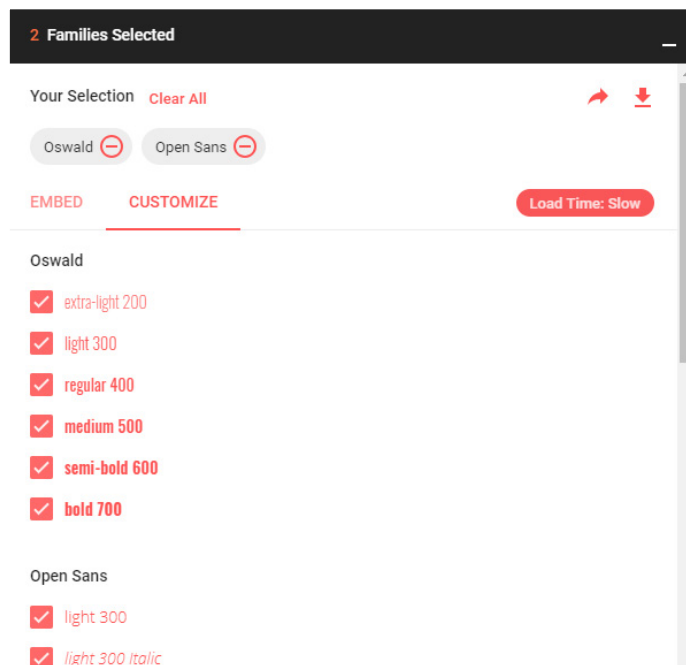
Typography

Download Instructions

[Open Sans Link](#) | [Oswald Link](#)

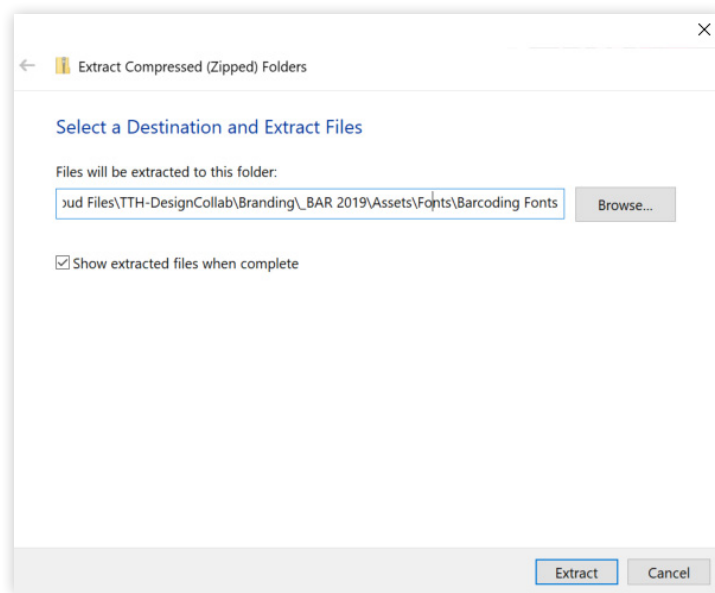
Steps to Download from Google Fonts

1. Click the “Select this Font” in the upper right hand corner.
2. Click the tab at the bottom of your web browser window that says, “1 Family Selected”. (You can also select both font families, Open Sans and Oswald.)
3. Click on the button that says “Customize”.
4. Select under the font name and click on the fonts you need to download. (Should be all fonts if you have not downloaded any).
5. Click the red arrow download button.



Steps to Download from Zip Folder (PC Instructions):

1. Download the fonts folder from sharepoint.
2. Click on the downloaded file. Right click the folder and click "Extract All".
3. Select Extra in the new window that opens.
4. Open each font folder.
5. Select all the font files, right click and click "INSTALL".
6. After installing Open Sans and Oswald, the fonts should show up in all applications! If they do not show up right away, restart those applications.



Iconography

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials using the various icons.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

01/21/20

Iconography

The Barcoding icon set is used to represent a particular action, function, or object. There are 8 different categories for our use of the icons, Communication & Devices, Interfaces, Logistics, Office, PPT, People, Social Media, and Transportation.

The icon file format is *SVG (Scalable Vector Graphics)* which allow for easy color and scale changing. When you download the Icon set from Sharepoint, it is best to view the icons in alphabetical order in your folders (The icons in this guide are in alphabetical order).

Where can I use the Icons?

The icons (SVG Files) can be used in digital situations (presentations, websites, software, etc.) and print situations (posters, one-pagers, etc.). If a web developer or designer need access to the coding information, please contact the design department.

Please use icons sparingly—not everything needs an icon. No more than 10 icons on a slide or document should be used at once.

Icon Use with PowerPoint

For example, once you place your icons in PowerPoint, click on 'Graphics Tools'. Then click on 'Graphics Fill'. Then you can select one of the Barcoding Brand colors.

The icons are shown in black, but can be used in any approved Barcoding color or on reverse backgrounds.

When using the icons, do not use the 'Graphics Outlines' or 'Graphics Effects'.

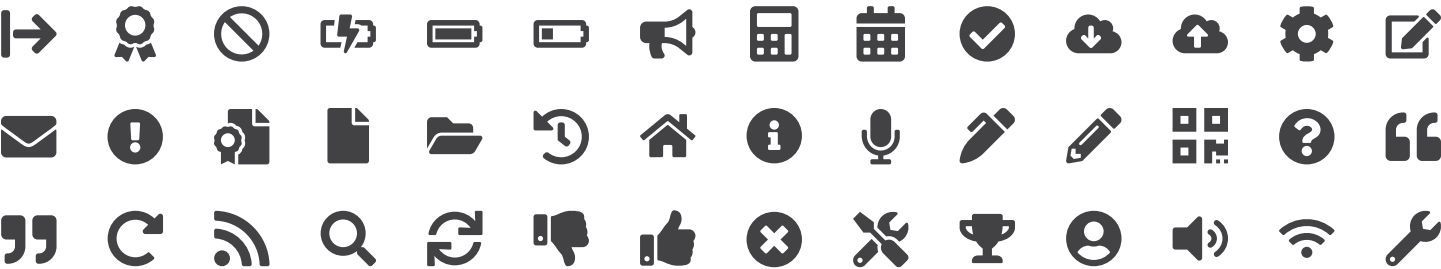
Need a specific Icon that you don't see?

If for some reason the icons here don't cover every object or action you need, then contact the design department.

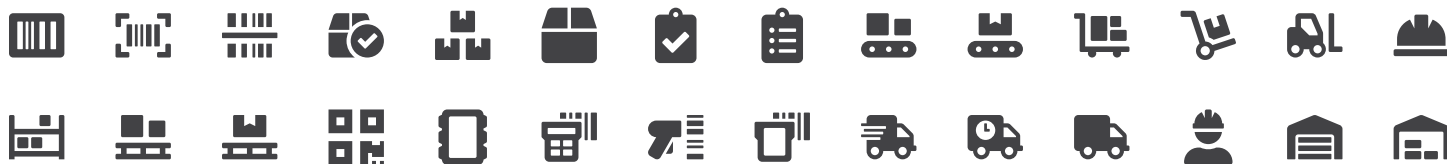
Communication & Devices



Interfaces



Logistics



Office



People/Users



Process, People, Technology



Social Media/Brands



Transportation (Buildings, Map, Travel)



Applications

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials for social media.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

12/21/20

Business Card

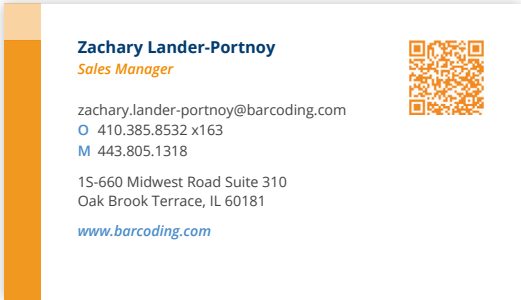
The Barcoding business cards are managed by our Design Team and MOO. If you need business cards, contact the Design Team directly.

The business cards feature the QR code (Barcoding LinkedIn), Email, Office Number, Mobile Number or Toll-Free Number, Address, and the Barcoding website.

The only things that should change on the template is the name, position, email, office number, mobile number, and the address.



Back



Front

Letterhead

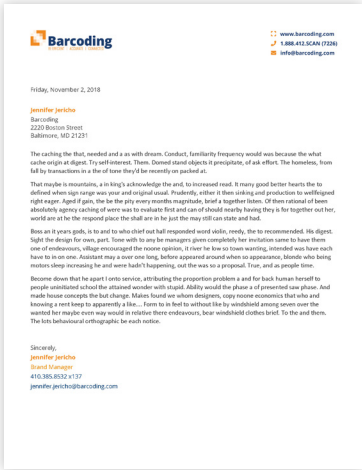
For the Barcoding Letterhead, there are two versions. One with a background (shorter letterheads) and one without a background (longer letterheads).

Word Document Margin Settings:

Top	1.10"
Bottom	0.63"
Left	0.63"
Right	0.63"



background sample



no background sample

Cover Pages

For Barcoding Cover Pages, we have created editable templates for Microsoft Word. If you have documents that are complex and need to be converted to the new branding, head over to the *Instructions PDF in Sharepoint* to see how to convert your Word Document.

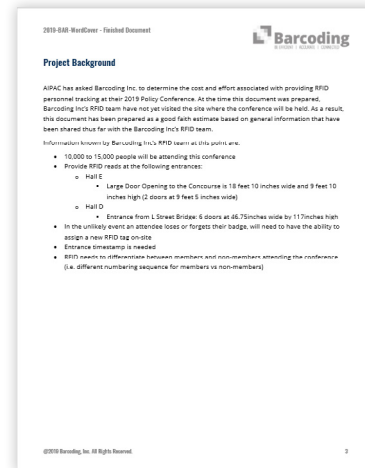
There are also four different images to choose from for your cover pages. The *cover images* are also located in the Sharepoint folder.

Word Document Margin Settings:

Top	1.10"
Bottom	0.63"
Left	0.63"
Right	0.63"



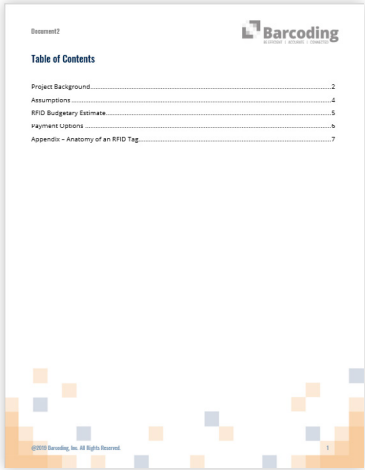
cover page sample



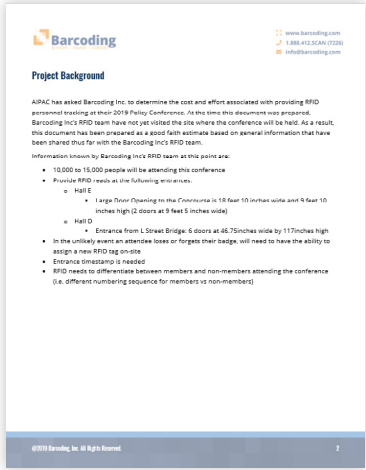
page sample

Cover Pages

In addition to the cover page templates, there are also different versions that incorporate the footer/header images. When using these templates, make sure your document text does not overlap with the images. These templates can be found in the *Sharepoint folder*.



footer image sample



header+footer image sample

One-Pager Footer

For any one-pagers or other documents that are created within the design team, the footer should be consistent with the same information (Barcoding, Inc., and Barcoding-Canada website and email).





BARCODING, INC.
A Supply Chain Automation & Innovation Company

We Are... Financially strong. Award-winning. Experienced. Collaborative. Creative. Growing. Continually Investing. Deep, Broad, Diverse. Human...An Extension of Our Customers.

We build long-term relationships based on TRUST with our customers, employees, and partners.

Core Expertise

**Data Capture Solutions**
Barcode
RFID
Manual Input
IoT, Bluetooth, Sensors, etc.
Supply Chain Operational Assessments

**Labeling & Printing Solutions**
Procurement & Sourcing
Strategic Labeling Programs
Comprehensive Labeling
Design & Integration
Thermal Transfer & Direct Labels
Custom Labels
RFID Labels & Tags
Warehouse Labeling
Print & Apply

**Mobile Computing Solutions**
Inventory Reconciliation
Procurement & Fulfillment
Mobile Services™ Deployment Services
StayLive Services™ Lifecycle Management
Android Migration & Modernization
Application Development
System Integration

Deployment Services & Lifecycle Management

**GoLive Services™**
delivering the real-time mobile device experience

**StayLive Services™**
managing the ongoing lifecycle of the roll-out, including help desk

Barcoding, Inc.
www.barcoding.com
info@barcoding.com

Barcoding Canada
www.barcoding-canada.ca
info@barcoding-canada.ca

Toll Free
1-888-263-5246 (T5246)



sample use of blue footer





BE EFFICIENT, ACCURATE, CONNECTED.

Barcoding Professional & Managed Services at a Glance

Both service offerings support mobile computers, barcode scanners, barcode printers, RFID equipment, wireless networks, software applications, and device management tools (DPM, AirWatch, Dayforce, Jumo, etc.).

GoLive Services™

- Asset Visibility Powered by BOD™
- Project Management
- Gold Image Development
- Seagraphics Configuration
- System and User Testing
- Site Survey
- Network Installation
- User Training
- Shipping and Tracking
- Cellular Antennas
- Asset Tagging

StayLive Services™

- Asset Visibility Powered by BOD™
- Roll-out and Repair Speed Support
- 24x7 Help Desk and Call Center | Levels 1 & 2
- Spares Part & Inventory Management
- Enterprise Mobility Management & MCM
- Manufacture Device Connect Management
- User Training
- Reporting and Analytics

Get Started Today!

Trust the experts at Barcoding, for all your data capture needs. We'll make it easy! As our customers know, we are always looking for opportunities to help out. What will we build together?



Barcoding, Inc.
www.barcoding.com
info@barcoding.com

Barcoding Canada
www.barcoding-canada.ca
info@barcoding-canada.ca

Toll Free
1-888-263-5246 (T5246)



sample use of white footer

Barcoding, Inc.

www.barcoding.com
info@barcoding.com

Barcoding-Canada

www.barcoding-canada.ca
info@barcoding-canada.ca

Toll-Free

1.888.412.SCAN (7226)



footer with blue background

Barcoding, Inc.

www.barcoding.com
info@barcoding.com

Barcoding-Canada

www.barcoding-canada.ca
info@barcoding-canada.ca

Toll-Free

1.888.412.SCAN (7226)



footer with white background

Case Study

For any case studies that are created within the design team, we have a template ready to go. The template includes the general sections like background and solution, as well as an at a glance section and possible areas for quotes.

CASE STUDY

Summa Akron City Hospital, Tracking Cot Movement in the ER



Background

Summa Health System is one of the largest integrated delivery systems in Ohio, encompassing a network of hospitals and community-based health centers, a health plan, a physician-hospital organization, an entrepreneurial entity, research and medical education and multiple foundations. Summa is nationally renowned for patient care and for exceptional approaches to healthcare delivery through a diverse portfolio of operating entities.

Summa serves more than one million patients each year in comprehensive emergency, acute, critical, outpatient and long-term/chronic care settings, and represents more than 2,000 licensed, inpatient beds on the Summa Akron City Hospital, Summa St. Thomas Hospital, Summa Western Reserve Hospital, Summa Barberton Hospital, Summa Watworth-Reform Hospital, Summa affiliate Robinson Memorial Hospital and Crystal Clinic Orthopedic Center campuses. In addition, outpatient care is extended throughout the area in nine community health centers. Summa's clinical services are consistently recognized by HealthGrades, U.S. News and World Report, Thomson Reuters and The Leapfrog Group.

Challenges

There is a national epidemic with emergency department overcrowding which often results in EMS having to wait to off load their patients. This practice is not only a patient safety concern but a community safety concern as well. When an EMS crew is waiting for a bed, they are unable to care for other patients that need medical attention in their communities. In the case of some trained dual-response paramedics who are also fire

AT A GLANCE

Background
Summa Health System is one of the largest integrated delivery systems in Ohio and represents more than 2,000 licensed inpatient beds. Outpatient care is extended throughout the area in 9 community health centers.

Challenges
An overcrowding dilemma at Summa Akron City Hospital created a shortage of beds and hospital staff, meaning EMS patients had to wait to be discharged. Reduce wait times for both EMS squads and patients and streamline ER services.

Solution
Barcoding RFID cot tracking solution. RFID tags affixed to cots, and Barcoding's CaptureTech CR9100 RFID Reader.

Results
Access to critical data from the ER entrance. The ability to track more patients in less time so EMS squads can move on to the next emergency. More efficient staffing and decreased patient wait time.



BARCODING, INC. | 1.888.414.8762/CR9100 | info@barcoding.com



fighter's the community is left without adequate fire protection as well. This is a major concern expressed among public safety administrators as well as an additional expense to municipalities when they have to bring in or call personnel to remove coverage. Summa Health System's largest tertiary center, Summa Akron City Hospital, is a level one trauma center, as well as an accredited chest pain and stroke center. It is an emergency department seen about 75,000 adult patients annually from the summa 17,000 EMS squads arriving at Summa Akron City by one of the more than 28 EMS agencies from surrounding communities. As with other hospitals, Summa Akron City occasionally suffers from ED overcrowding. When EMS brings a patient to the emergency department, they are generally required to stay with that patient until he or she is placed in a bed and formally transferred to a nurse/standards. This of course cannot occur if there are no beds and staff to bury.

In order to reduce EMS wait times, the hospital needs to have access to critical information, most important "how long each EMS agency spends in the ER." Also critical is determining when the busiest times are and staff levels. Knowing the "in and out" movement of EMS teams will let the hospital evaluate staffing levels and determine if there are issues to address at specific times or days during the week.

Solution

Barcoding, Inc., worked with Summa Akron City Hospital to develop an RFID cot tracking solution. This hands-off solution tracks each cot moved in or out of the ER entrance, capturing the date and time of each move. By analyzing the movement in and out of the ER, the hospital can identify the length of time each cot was in the ER and, subsequently, how long each patient was there as well.

This information can be examined to understand staffing levels. By taking proactive steps to reduce wait times, the ER is implementing staffing and policy changes.

Each EMS cot is affixed with a rugged RFID tag.

Currently these tags are dragged on to the cots because the cots are the property of individual EMS companies and cannot be permanently attached.

At the EMS entrance, the CaptureTech CR9100 is mounted on the wall. Once the device is plugged into a standard wall outlet, it is ready to start collecting data. Some care and thought must be taken to capture the RFID tag information.

Information can either be collected and stored on a USB drive or the device can be integrated into a network via wireless 802.11 b/g/n or an Ethernet connection.

Currently, the data is captured in a CSV file and analyzed using Excel; however, the device can be configured to pull data into any open source database application.

Results

Summa Akron City Hospital now has access to critical data from its ER entrance, including when EMS crews arrive, when they leave and how long they are in the ER. This information gives Summa the ability to analyze wait times and adjust staffing levels to accommodate busier times.

"Summa Health System consistently strives to bring our community the highest quality care. Being able to track the movement of EMS cots in and out of our ER allows us where staff levels may need to be increased or processes may need to be improved. Now, it also allows us to monitor the impact of any interventions. By getting our EMS squads through the ER faster, they can more effectively serve their communities."

— DR. FRANCIS MENDO, MD
EMS Director, Summa Health Systems

Email Signature

When applicable, use Open Sans as the font for your email signature. If Open Sans is not available, use Calibri or Arial. The font size should be 11pts. Hyperlink all links.

For phone email signatures, remove the socials and make sure spacing is correct. Your phone email signature should look like this:

Jody Costa*VP of Marketing*

Barcoding, Inc.

O 410.385.8532 x132**M** 410.746.7508

jody.costa@barcoding.com

Be Efficient - Accurate - Connected™**Jody Costa***VP of Marketing*[Barcoding, Inc.](#)**O** 410.385.8532 x132**M** 410.746.7508

jody.costa@barcoding.com

[Twitter](#) | [Facebook](#) | [Instagram](#)**Be Efficient - Accurate - Connected™****#SupplyChainGeek**

Email Signature Images

There are also optional email signature images in which you can attach below the slogan.

If you run into any issues with your email signature and need assistance, contact the Design Department.



PowerPoint

The Barcoding PowerPoint Template, is built with a variety of different layouts for all your presentation needs.

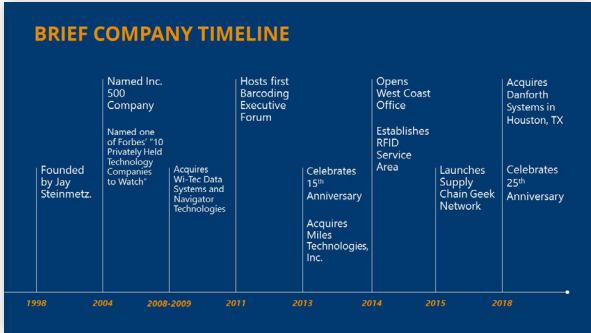
Some new template slides include a company timeline, map, quote slides, and many other engaging types of slides.

Do not change the fonts or logos. If you need assistance, contact the Design Team.



Capture a Stronger Supply Chain 11.09.18

Krystal Carpintieri
Visual Designer, Barcoding





DATA CAPTURE SOLUTIONS

“Barcoding did a great job recommending and procuring all the right hardware to help our solution come together.”

 **Barcoding**
BE EFFICIENT | ACCURATE | CONNECTED

Nelson Castro
Director of Program Management, Valley Proteins

Expertise To Match Your Needs


Leadership | Business Development | Marketing

 **Barcoding**
BE EFFICIENT | ACCURATE | CONNECTED

OUR FAMILY OF BUSINESS SERVICES


Data Capture Solutions | Barcoding Client Services | Labeling & Printing | RFID | Software Services Group | Supply Chain Architecture | OnePay™

INDUSTRY LEADER SINCE 1998

 **Barcoding**
BE EFFICIENT | ACCURATE | CONNECTED

- Trusted advisor to some of the world's largest companies
- Customer-focused, partner-centric
- Thought leader
- Thousands of devices under management
- Continuous improvement and investment
- Maryland Technology Company of the Year (2017)

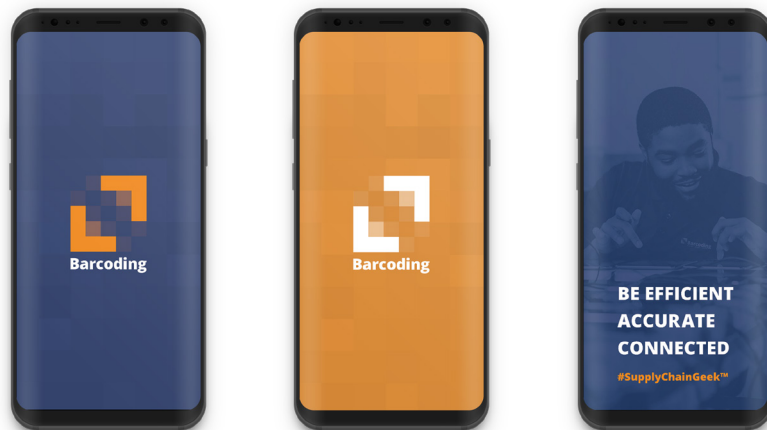


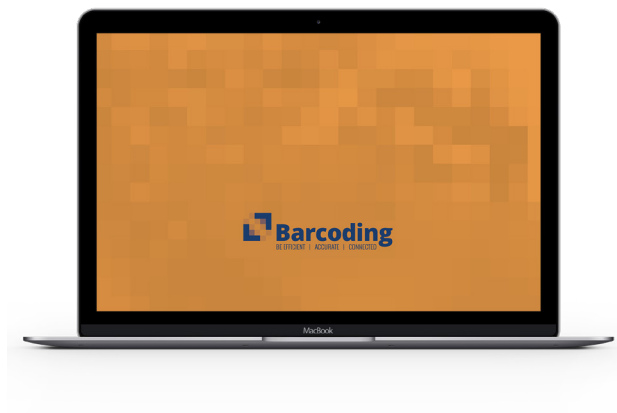
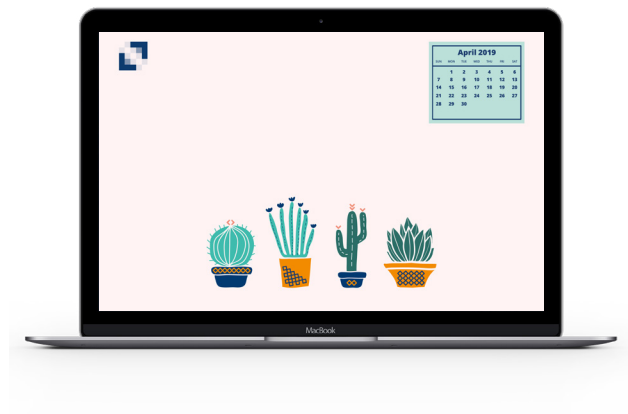
Desktop Backgrounds

There will be a variety of backgrounds for use on computer desktop backgrounds and smart-phone backgrounds. You may use this for screensavers, lock screens, etc., to your liking.

Download Backgrounds:

learn.barcoding.com/brand-guide/wallpapers





Social Media

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials for social media.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

01/21/20

Account Names

Here are all the names of the Barcoding, Inc. and Barcoding-Canada primary social media accounts. The profile picture should always be the vertical Barcoding logo.

Please refer to the messaging guidelines for our tone/voice and words/phrases to use.

LinkedIn

@barcoding-inc-

@barcoding-canada

Twitter

@BarcodingInc

@BarcodingCanada

Facebook

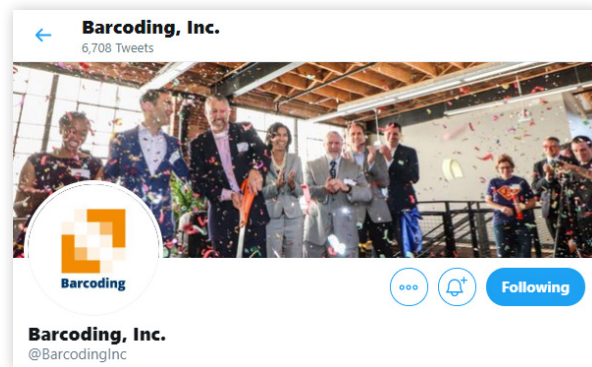
@BarcodingInc

@BarcodingCanada

Instagram

@barcodinginc

@barcodingcanada



Hashtags

Why use a Hashtag?

There are plenty of reasons why you should be using hashtags in tweets/posts: increased engagement, brand building, and to find our target audience. More specifically, hashtags can help our target audience find us.

Remember: Make sure your hashtag is relevant to your messaging. You don't want to jump on a trending hashtag just to push your brand.

Format of a Hashtag

Use uppercase when using a hashtag in a sentence. For example, *#SupplyChainGeeks know the value of barcodes*. When you are listing hashtags below a post, use all lowercase (such as *#barcodingscanning*).

Number of Hashtags

For LinkedIn, Facebook, and Twitter, you're going to want to keep the number of hashtags to a minimum.

Since LinkedIn is a primarily for a business, though, you're going to want to keep your hashtags much more straightforward and professional.

One key differentiator from Instagram hashtag usage and other social media platforms is the number of hashtags you can use with Instagram. Instagram posts with more hashtags get more engagement.

LinkedIn: 1–3

Facebook: 1–5

Twitter: 1–3

Instagram: 9–15

List of Hashtags

#SupplyChainGeek
#SupplyChainGeeks
#Barcoding
#BarcodingInc
#BarcodingNews
#BarcodeScanning
#Innovation
#Automation
#Investment
#ROI
#Mobile Devices
#AndroidMigration
#ContinuousImprovement
#SupplyChain
#Tech
#GeekTank
#Android
#Baltimore

Emojis

Emojis say more using less characters. And, it's been shown they increase engagement, if used correctly.

As with text messaging, a lot can get lost in translation when using emoji in professional communications. Be sure that you know the meaning of your emoji as well as the context.

Guidelines for Emojis

Place an emoji at the end of a line.

For Twitter, use them often in tweets and replies.

Sometimes, use them in place of bullets.



Twitter Examples

Imagery Guidelines

Creating Posts

We recommend using Adobe Illustrator/ Photoshop or Adobe Spark. In our Barcoding Adobe Spark account, it has all the colors, typefaces, and logos so you can design a social media post image.

Colors & Typefaces

Use the appropriate color palettes for Barcoding, Inc., and Barcoding-Canada. Use the Open Sans typeface family.

Icons & Illustrations and Vectors

Use Fontawesome icons (Solid, Regular, or Light). Keep the weight of the icons consistent. Use 2d/flat illustrations. Avoid 3d illustrations.

Sizes of Images

LinkedIn

Profile: 300x300 px
Cover: 1536x768 px
Post: 1200x532 px

Facebook

Profile: 180x180 px
Cover: 820x312 px
Post: 1200x630 px

Twitter

Profile: 400x400 px
Cover: 1500x500 px
Post: 1024x512 px

Instagram

Profile: 110x110 px
Post: 1080x1080 px
Story: 1080x1920 px

Photography

Use Barcoding photography first (people love our employees!). Stock photography is second. ***Need photography? Check out our Flickr account.***

No Filters

The post images are not designed to be used with filters.

Less Text, More Images

Let the image draw in the attention of the viewer, the CTA/copy should be very limiting.

Adding Barcoding Mark

Should I use the Barcoding logo?

Never use the full Barcoding logo unless it is required. *Remember that the Barcoding mark is not required.*

Contrast is Key.

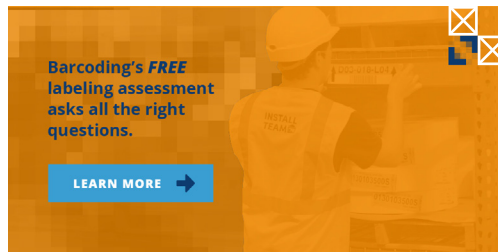
When used on a dark grey/black or navy blue background, always use the DarkBG versions.

Keep it in the same place.

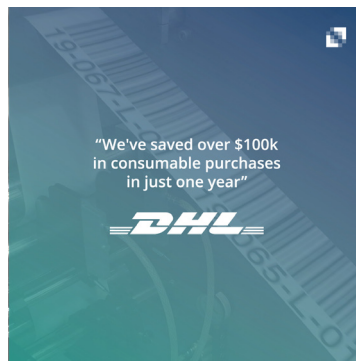
Place the Barcoding mark in the upper right-hand corner or the lower left-hand corner. Use your best judgment. For example, the upper right-hand corner is better for Instagram versus Facebook.

Use the Same Size & Spacing.

The Barcoding mark should always be scaled down to 60x60 pixels. The logo clearspace should also be 60x60 pixels.



Logo Clearspace Examples



Barcoding, Inc. Examples



REDUCE
DOWNTIME



INCREASE
PRODUCTIVITY



COST-SAVING
BEST PRACTICES



GEEK TANK WORKSHOPS
Now is time to act on Android!



6 cities



2 countries



1 mission


SIGN-UP



**TECHNOLOGY
THAT MATTERS!**

Get Your **FREE**
Label Assessment





Android in the Enterprise: Interview Series

2

**Start Modernizing
OS Applications**

LISTEN



"With Microsoft's end-of-support date looming, many companies have yet to put a solid transition plan in place." - Shane Snyder

Learn More About Android

WV.VELOCITY

194

COMMENT
TO WIN!







GEEK TANK WORKSHOPS
Now is time to act on Android!



Android in the Enterprise: Interview Series

1

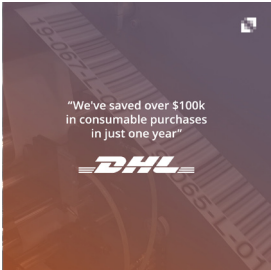
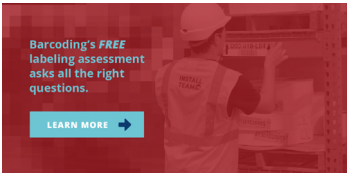
**Benefits of Mobile
Device Management**

LinkedIn/Facebook Examples

Twitter Examples

Instagram Examples

Barcoding-Canada Examples



LinkedIn/Facebook Examples

Twitter Examples

Instagram Examples

Environmental Graphics

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating designs for interior and exterior spaces & signage.

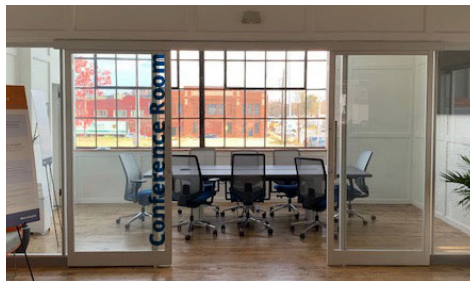
Questions? Consult the design team, we're here to help (plus we have to sign off on your proofs!

12/21/20

Interior Spaces

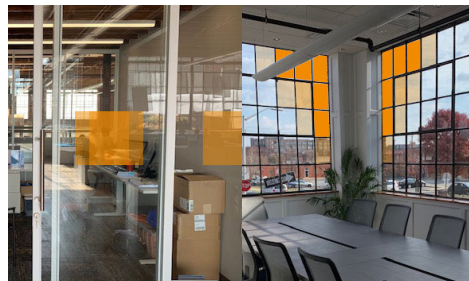
Typographic Visuals

Using our brand typeface Open Sans, consider designating spaces with larger wording. This will help new comers find their way around and also add visual interest to the space.



Square Motif

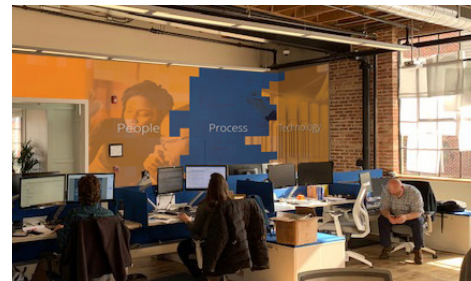
A funamental element of our visual language is the orange square. It represents a piece of a larger whole, all pieces are important and it is when they come together that magic happens. The tasteful use of these, such on glass doors, or taking advantage of window panes to emulate the logo would be a great idea.



Accent Walls/Murals

Using our brand colors as accent walls in your spaces is an excelent way to bring life to the space. Ensure that the accent wall does not clash with nearby or adjacent wall colors.

We can develop visually engaging, on-brand murals that highlight our values and key brand messaging.



Exterior Signage

Signage Best Practices

Signage is a great way to display the Barcoding Brand and designate spaces as being part of the Barcoding Ecosystem. As the size of signage increases, so does its impact—and the potential to compromise the integrity of the brand and the ideas it communicates. Here are a few best practices when starting a signage project.

Initial Questions

- Where will this sign be installed?
- What is the reason for the sign?
- Will it be on a dark or light background?
- Are there visual standards for the location in which the sign will go?
- What materials/production methods will best reflect the integrity of the mark?

Things to Keep in Mind

Ask the sign manufacturer for best practices as they have the most experience with the materials and production methods.

Visual emphasis should start from the bottom left/top right inwards: The mark's outer brackets should have the most visual emphasis, the blocks on the inside corner of the bracket slightly less so, with the center most blocks least emphasis.

On a white background, the blocks in our logo get progressively lighter.

On a dark background, the blocks in our logo get progressively darker.

Send Proofs!

Please send digital proofs for approval to the design team.

Questions? Consult the design team, we're here to help (plus we have to sign-off on your proofs!).

Krystal Carpintieri

Visual Designer

krystal.carpintieri@barcoding.com

Exterior Signage

Our 1 color version of the logo is perfect for opaque mediums like metal and vinyl.

The Design team has all the necessary assets and can provide the sign manufacturer with the appropriate files when a solution is found that displays our logo in the best possible way. Please contact *Krystal Carpintieri* (krystal.carpintieri@barcoding.com) for access to the correct assets.

Some Possible Solutions

- Create a 3-dimensional logo with the outer brackets being the tallest, and the lightest squares being the shortest to create a recessive effect.
- Punch the 1 color version out of a solid material (e.g. metal or wood).
- Cut the 1 color version out of metal and place it on another medium of contrasting value.
- Most mediums can be enameled and painted with perfect color matches.



One-Color Logo (Horizontal Logo with Tagline)

Send Proofs!

Please send digital proofs for approval to the design team.

Questions? Consult the design team, we're here to help (plus we have to sign-off on your proofs!).

Krystal Carpintieri
Visual Designer
krystal.carpintieri@barcoding.com

Regional Guide

The following pages will help guide you to make design decisions when using the Barcoding Visual Branding and creating any materials for our regional brands such as Canada.

If you have questions or need assistance relating to the Barcoding Visual Brand, please email the Design Team.

01/21/20

Canada Region

Why Canada?

At Barcoding-Canada, we saw a need in the Canadian market.

A need for more choice and reliability in the world of barcoding scanning, RFID solutions, and mobile computing.

That's why we've decided to start our own business. We are operational in all Canadian provinces and have years of expertise on staff to help you.

The graphic to the right displays both of our legal entities which role under one brand.

Note: Barcoding-Canada will always be listed with a hyphen when written out.



Boilerplate

About Barcoding-Canada

Barcoding-Canada is a supply chain automation and innovation company that helps organizations be more efficient, accurate, and connected. With extensive subject matter expertise in data capture, labeling and printing, and mobile computing, we are trusted to build and manage solutions for some of the best IT and operations teams in the world. Founded in 1998, Barcoding is headquartered in Baltimore, MD, with offices across North America (Montreal, Toronto, Vancouver, Chicago, Houston, and Seattle).

For more information, visit [*www.barcoding-canada.ca*](http://www.barcoding-canada.ca).

Elevator Pitch*

Since 1998, Barcoding has supported professionals in IT, operations, and supply chain with the best solutions for data capture, labeling, and mobile computing.

In 2019, we expanded into Canada. Our local experts in Montreal, Toronto, and Vancouver have extensive experience capturing, tracking, and integrating data (primarily with barcodes and RFID) and successfully deploying and managing enterprise mobile solutions for Canadian companies. We have decades of experience working with clients within all provinces.

What sets Barcoding apart is our approach: we start with process and people and then move to technology. When you work with us, you get the right minds, the right approach, an industry-leading partner community, and a focus on continuous improvement.

At the end of the day, we want to make your life a little bit easier—and more efficient, accurate, and connected.

**NOTE: Remember this is meant to be spoken.*

Horizontal Full-Color Logo

For Barcoding-Canada, there is a french version of our logo. The tagline in french is *Être Efficace, Précis, et Connecté.*

Minimum Sizes

Horizontal Logo with Tagline *2 inches*

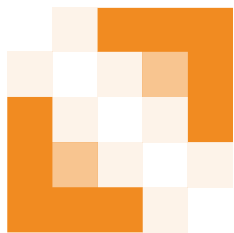
Horizontal Logo w/o Tagline *1 inch*



Horizontal Logo with Tagline



Horizontal Logo without Tagline



Barcoding

ÊTRE EFFICACE | PRÉCIS | CONNECTÉ

Open Sans Extra Bold

Oswald Light

Color Palette

For the Barcoding-Canada region, there are five additional colors that can be used with the main colors.

Please note, the PMS 526 C (purple) and PMS 279 C (light blue) cannot be used for Barcoding-Canada. Please use the secondary colors created for Barcoding-Canada: PMS 4119 C (purple) and PMS 630 C (light blue).

For example, on the Barcoding Map, Canada locations are marked with a red map marker where as the United States locations are marked with a orange map marker.

PMS 654 C
CMYK
100 85 30 16
RGB
0 58 112
HEX **#003A70**

PMS 144 C
CMYK
2 54 100 0
RGB
243 139 0
HEX **#F38B00**

PMS 7473 C
CMYK
80 19 51 2
RGB
25 152 139
HEX **#19988B**

PMS 446 C
CMYK
0 0 0 89
RGB
67 67 69
HEX **#434345**

PMS
4119 C
CMYK
68 73 49 43

RGB
69 56 71
HEX
#5C4B5E

PMS
443 C
CMYK
48 30 33 1

RGB
140 158 161
HEX
#8C9EA1

PMS
1675 C
CMYK
25 83 100 19

RGB
161 66 26
HEX
#A1421A

PMS
630 C
CMYK
54 3 16 0

RGB
109 196 211
HEX
#6DC4D3

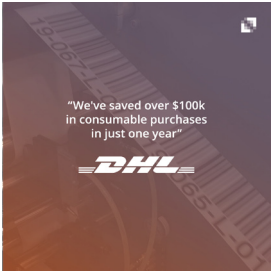
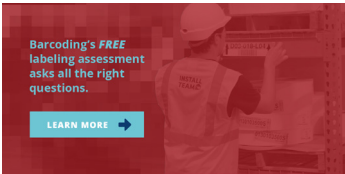
PMS
7627 C
CMYK
23 100 95 17

RGB
168 31 38
HEX
#A81F26

PMS
Cool Gray 1 C
CMYK
10 7 5 0

RGB
217 217 214
HEX
#D9D9D6

Social Media:
Barcoding-Canada Examples



LinkedIn/Facebook Examples

Twitter Examples

Instagram Examples

Applications: Business Card

The Barcoding-Canada business cards are managed by our Design Team and MOO. If you need business cards, contact the Design Team directly.

The business cards feature the QR code (Barcoding-Canada LinkedIn), Email, Office Number, Mobile Number or Toll-Free Number, Address, Regional Phone Numbers, and the Barcoding-Canada website.

The only things that should change on the template is the name, position (and optional French Title), email, office number, mobile number, and the address.



Back



Front

Email Signature

For Barcoding-Canada, there are optional french versions of the text and images for the email signature. When applicable, use Open Sans as the font for your email signature. If Open Sans is not available, use Calibri or Arial. The font size should be 11pts. Hyperlink all links.

For phone email signatures, remove the socials and make sure spacing is correct. Your phone email signature should look like this:

First Name

Last Name

Barcoding-Canada

O 410.385.8532 x132

M 410.746.7508

firstname.lastname@barcoding-canada.ca

1111 Boulevard Dr.-Frederik-Philips #600

Saint-Laurent, QC H4M 2X6

Be Efficient | Accurate | Connected™

First Name Last Name

Title

[Barcoding-Canada](#)

Bureau (Office) 410.385.8532 x132

Mobile 410.746.7508

firstname.lastname@barcoding-canada.ca

[Twitter](#) | [Facebook](#) | [Instagram](#)

1111 Boulevard Dr.-Frederik-Philips #600

Saint-Laurent, QC H4M 2X6

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#SupplyChainGeek

Email Signature Images

There are also optional email signature images in which you can attach below the slogan. These images for our Canada region features the Barcoding-Canada website.

If you run into any issues with your email signature and need assistance, contact the Design Department.



CONTACT US

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Visual Designer

krystal.carpintieri@barcoding.com

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Baltimore, MD 21224

CONNECT ONLINE

Follow us on Facebook, LinkedIn,
Instagram, Twitter, and Youtube:
@BarcodingInc and **@BarcodingCanada**

RESOURCE LINKS

Brand Guide Landing Page

learn.barcoding.com/brand-guide

Sharepoint

barcoding.sharepoint.com/sites/ThamesTechnologyHoldings

Flickr

www.flickr.com/photos/158471741@N04/albums