BADGEMAKER

MARKETING GUIDE

BY SCREENCHECK

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Employee badge
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www.badgemaker.info

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Introduction

The BadgeMaker brand represents our trusted, professional, and evolving software and shows our resellers and customers the promise of this. To ensure the correct use of the BadgeMaker brand we offer our Marketing Guide.

These BadgeMaker 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

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Guidelines

Brand Guidelines
These BadgeMaker 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
BadgeMaker 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 BadgeMaker 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

BadgeMaker Logo

- Maintain required clear space
- Do not use a color other than black or white for the "BadgeMaker" text in the logo
- Do not change the colors of the colored circle, it needs to remain as is.
- Use the full BadgeMaker Logo only – Do not separate or change the BadgeMaker Circle Symbol or BadgeMaker text or Logotype.

Colors

- Use only one accent color (blue, aqua, green ,apple green, yellow, oranje, red or purple) in a marketing asset – Do not combine accent colors

Images

Guidlines for the BadgeMaker images:

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

BadgeMaker Marketing images and logo

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

The Badgemaker Marketing images or not to be used to promote other ID Card software or products.

BadgeMaker Package shots

The BadgeMaker Package shots are created to be used as a online product image to represent our software editions for partners and resellers to use on their websites/webshops. Be adviced that the BadgeMaker software is sold online to be downloaded and is not provided with the packaging shown in the images.

BadgeMaker Screenshots

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

BadgeMaker Social Media images

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

Typography

- Use Titillium for titles and headers
- Use Calibri for body text
- Do not add drop shadows