Brand Guidelines

lockncharge® | **pclocs**

Table of Contents

Our Purpose

Our purpose, and the reason for doing what we do, is to make people's lives easier.

Our Vision

Our vision is to be the most widely-adopted smart product company for managing and tracking mobile devices within organizations.

Our Mission

Our mission is to empower organizations to seamlessly manage mobile deployments with transparency and accountability.

Our Tagline

Our tagline, "It just makes life easier.", expresses our core mission clearly and simply.

The word "life" in our tagline can be altered to detail which aspect of "life" is being made easier. For example, in our "life without vs. life with" video series, each video focused on solving one pain point. The endscreen for our break/fix-focused video in that series ended with: "It just makes broken device exchanges easier."

"It just makes
life easier."

"It just makes **broken device exchanges** easier."

"It just makes **device check outs** easier."

"It just makes **device returns** easier."

"It just makes **device and data security** easier."

Our Brands

LocknCharge and PC Locs are sister brands, both marching toward the same mission and vision. Other than the names and logos, the two brands follow an identical visual identity and voice.

Why two brands?

PC Locs was founded in Perth, WA in 1998. The name was derived from the names of the two original founders, Paul (P) and Craig (C). Since their business was to lock down personal computers (PCs), PC Locs was a perfect fit.

Paul Symons, Founder, tells the origin story of the name as follows:

"Eventually, one day, we had to go and visit the Education Department, and I said to Craig, 'We really need to have a name for ourselves. I'm Paul; you're Craig. How about PC Locs, since that's what we lock down?' And in the front seat of a dirty old van, that's where it originated."

When the company expanded to the United States, the name PC Locks was being used by another company in the US market – and as a result, the name LocknCharge was established as a sister brand. As the company moved into Europe and Japan, the brand name LocknCharge was carried forward.

Because of PC Locs' long-standing, positive reputation in Australia and New Zealand – and the incredible brand equity that comes with it – the name PC Locs remains unchanged in those two markets.

Global Markets

PC Locs

- Australia
- New Zealand

LocknCharge

- North America
- Europe
- Japan

lockncharge® | pclocs

Writing Our Brand Names

Writing LocknCharge

In instances such as in copy or in a headline, LocknCharge should always be written as one word and spelled with a capital "L" and a capital "C". The other letters should be lower case.

DO USE:

LocknCharge
LocknCharge Cloud

DON'T USE:

lockncharge

Lock 'n' Charge

Lockncharge

LocknCharge Technologies

LockNcharge

Writing PC Locs

In instances such as in copy or in a headline, PC Locs should always be written as two words, spelled with a capital "P", a capital "C" and a capital "L". The other letters should be lower case.

DO USE:

PC Locs
PC Locs Cloud

DON'T USE:

pclocs

PClocs

PCLocs

PC Locks

PC locs

Voice and Tone

Voice versus tone: Our voice is always the same, but our tone can change depending on our audience. This is similar to the way that an individual's voice is always the same, but their tone changes all the time.

Dear Prime Minister,

Same Voice, Different Tones

G'day, Mate!

Our Voice

Our voice is:

Personable, Friendly, Knowledgeable, Clear, Bold, Relatable, Sincere, Playful, Trustworthy, Animated, Passionate, Confident, Humorous, Inspirational, Agile, Audacious, Original

The voice of LocknCharge and PC Locs is **personable**. It feels **friendly** and easy to understand – as if you're talking to an intelligent friend who is **knowledgeable** without sounding arrogant. We have a **clear** voice that cuts through the clutter. Our voice is proud and **bold**. We are unashamed of who we are, where we came from and where we're headed. Our voice makes an emotional connection through **relatable** information or stories that show our **sincerity**, **playfulness** and **trustworthiness**.

Picture your "Type A" work friend talking to you about a new project they're excited to start. Their voice is **animated** and **passionate**. They are **confident** in their knowledge on the subject and eager to get started – but, first and foremost, they are curious to fully understand the problem they're setting out to solve. While they are confident to lead the charge, they do not take themselves too seriously. They use **humor** to connect with and **inspire** those around them. They remain **agile** and **audacious** – always wanting to go further and bigger by pursuing **original** ideas when others are afraid to try. They believe without risk, you cannot reap the rewards.

Our voice is not:

Inauthentic, Imploring, Stiff, Apathetic

The foundation of LocknCharge and PC Locs is rooted in our commitment to help customers reach their goals by making their lives easier. **Inauthentic** actions, words or messages are not welcome. We are who we say we are.

We use the Challenger and Sandler models of thinking and selling. We listen to customers to uncover pain and draw on our experience to solve their challenges. We do not **implore** or plead; we either find a solution or agree to part ways as friends.

We are **not bland, stale or stiff**. We are bold, original and agile.

We are not **apathetic** towards any of our customers or partners – past, current or future. We are actively interested in their challenges, goals and successes.

Our Tone

Our tone is:

Informal, Approachable, Relatable, Professional, Informative, Confident, Clear, Concise, Humorous, Positive, Enthusiastic, Empathetic, Playful

The tone of LocknCharge and PC Locs can vary depending on its audience. Mostly, it's **informal**, **approachable** and **relatable**, but it will become more **professional** or serious in situations where the audience demands it. It isn't overly chatty or conversational. Whether written or spoken, our tone is **informative** and **confident.** It seeks to get to the point **clearly** and **concisely**. **Humor** is infused as appropriate as long as it strives to reach our goals and vision.

Our tone is **positive**, rather than negative. We utilize **enthusiastic**, **empathetic** and **playful** language, regardless of the audience, seeking to avoid negativity.

Positive phrasing and language have the following qualities:

- tells the recipient what can be done
- suggests alternatives and choices available to the recipient
- sounds helpful and encouraging rather than bureaucratic
- stresses positive actions and outcomes that can be anticipated
- focuses on our strengths in a professional manner

Negative phrasing and language often have the following characteristics:

- tells the recipient what cannot be done
- has a subtle tone of blame
- includes words like "can't", "won't", "unable to"
- does not stress positive actions or outcomes that would be appropriate
- attacks competitors in an unprofessional manner

Tones for different mediums:

Website: Informal, Visually Professional, Approachable, Relatable, Enthusiastic, Informative, Trustworthy

Social Media: Informal, Relatable, Empathetic, Enthusiastic, Humorous, Playful, Audacious, Informative

Customer Service: Approachable, Empathetic, Informative, Trustworthy

Advertising: Approachable, Relatable, Playful, Audacious, Informative

Trade Shows: Approachable, Enthusiastic, Knowledgeable, Confident, Relatable, Informative, Audacious, Playful

Higher-Level Audiences: Professional, Enthusiastic, Knowledgeable, Confident, Relatable, Informative, Trustworthy

Resellers/Distribution: Approachable, Relatable, Playful, Audacious, Informative, Trustworthy, Humorous

Documentation: Professional, Informative, Clear, Concise, Trustworthy

Point of View

LocknCharge and PC Locs speak of themselves in first or third person – based on the platform or message – unless the content dictates otherwise.

When speaking about ourselves, it is appropriate to use first or third person.

- **First Person:** We are dedicated to making life easier.
- **Third Person:** LocknCharge is dedicated to making life easier.

When an objective third party is writing about LocknCharge (press releases for example), it is only appropriate to use third person.

- **Third Person:** LocknCharge leads the charge in product innovation with the FUYL Tower™ Pro 15.

Speaking directly to customers or resellers:

When speaking directly to customers through marketing messages, web content, blogs, social media, etc., it is appropriate to speak to them in second person.

- **Second Person:** You will love our smart lockers because they will save you time.

Mixing point of view (with examples):

If you plan to mix first and third person in your message, you must be clear from the beginning. If you start with third person, followed by first person, finish that thought with first person until the end of the paragraph.

- **Correct Example:** At LocknCharge *[third person]*, we *[first person]* offer our customers a better way to manage mobile devices. We *[first person]* are dedicated to making life easier, and we *[first person]* are excited to announce our new Smart Locker product, the FUYL Tower Pro.

- **Incorrect Example:** At LocknCharge *[third person]*, we *[first person]* offer our customers a better way to manage mobile devices. LocknCharge *[first person]* is dedicated to making life easier, and LocknCharge *[first person]* is excited to announce our new Smart Locker product, the FUYL Tower Pro.

Brand Visual Identity

LocknCharge Logos

LocknCharge - Primary Logo

Primary Logo

The primary logo consists of a combined logomark and logotype. It is displayed as 3-colors (Green, Oxford Blue and white) and should be used when placed on a light background.
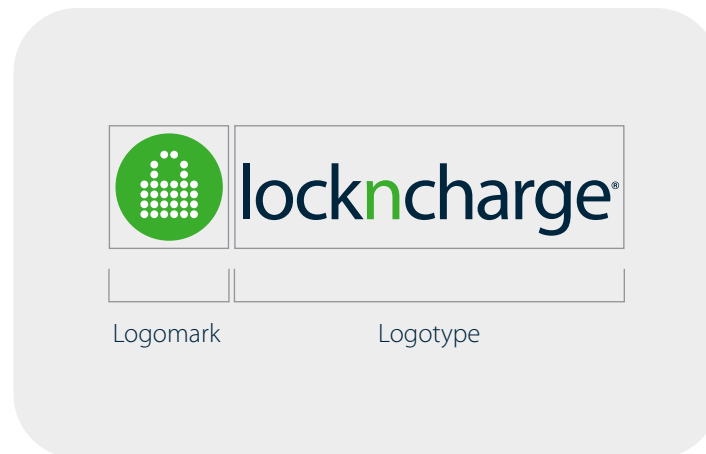
"lock" and "charge" appear in Oxford Blue.

The logomark and "n" appear in Green.

The dots within the logomark are white.

Displaying the Logo

The logo should always be surrounded by space at least 40% of the logomark size.

To ensure accuracy, please use logo files supplied by LocknCharge.

Logomark   Logotype

LocknCharge Primary Logo - Monochrome

Monochrome

The 1-color logo should appear in Oxford Blue or Black when placed on a light background.

The "n" is outlined when used in the monochrome variation.

The dots in the logomark are transparent.

LocknCharge Primary Logo - Monochrome Reversed

Monochrome Reversed

The logo should most often appear in 1-color white when placed on a dark background.

The "n" is outlined when used in the monochrome reversed variation.

The dots in the logomark are transparent.

Green backgrounds should be reserved for certain use cases, like clothing, where 1-color is the best option.

LocknCharge Logo Alternates - Stacked

Stacked

The stacked logo provides an alternative orientation for limited space; however, the primary logo should be used whenever possible.

The stacked logo consists of a combined logomark and logotype. It is displayed as 3-colors (Green, Oxford Blue and white) and should be used when placed on a light background.

"lock" and "charge" appear in Oxford Blue.

The logomark and "n" appear in Green.

The dots within the logomark are white.

Monochrome & Reversed

The stacked logo follows the same principles as the primary logo.

Displaying the Logo

The logo should always be surrounded by space at least the height of "h" in the logotype.

LocknCharge Logo Alternates - Logomark

Logomark

The 2-color logomark should appear in Green, Oxford Blue or Black when placed on a light background. It can also appear in Green on a Oxford Blue or Black background.
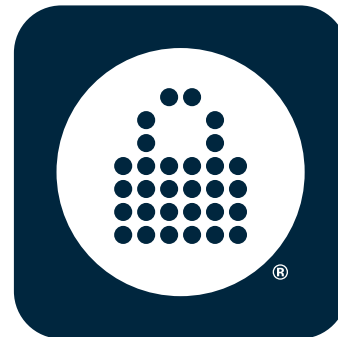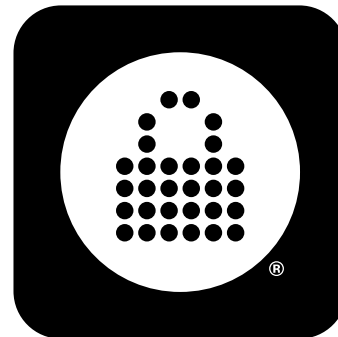
The dots within the logomark are white.

Monochrome & Monochrome Reversed

The logomark should appear in 1-color white when placed on a dark background.

The dots in the logomark are transparent.

A green logomark on an Oxford background should be reserved for certain use cases, like clothing, where 1 color is the best option.

Green backgrounds should be reserved for certain use cases, like clothing, where 1 color is the best option.

LocknCharge Logo - Restrictions

Primary Logo Restrictions

DO NOT change the colors of the logo.

This example demonstrates manually manipulating the colors of the logo to accommodate a dark background such as Oxford Blue. This is not allowed.

DO NOT apply patterns to the logo.

DO NOT apply effects to the logo.

DO NOT stretch or change the proportions.

DO NOT separate the logotype from the logomark.

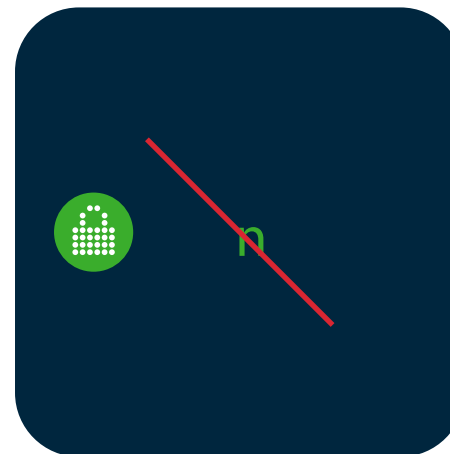# LocknCharge Logo - Restrictions

Monochrome Restrictions

DO NOT use a solid "n".

The "n" is outlined to provide visual separation between "lock" and "charge".

Dark Background Restrictions

DO NOT use a solid "n".

DO NOT use a two-color variation on a Green, Oxford Blue or any other dark-colored background.

LocknCharge Logo Alternates - Logomark Restrictions

Use of the Logomark

The logomark in and of itself does not clearly identify our brand as "LocknCharge"; therefore, it should be accompanied by a primary logo or "LocknCharge" in text to provide an additional brand identifier.

LocknCharge Logos - Regional Trademarks

Trademark Guidelines

The following trademark guidelines apply to the primary, stacked and logomark variations of the LocknCharge logos.

The US Logo contains a registered trademark (®) symbol.

The Europe and Japan logo contains a trademark (™) symbol.

When used on a product or in other global applications, the logo does not contain a trademark.

US Logo

EU and JP Logo

Global Logo

Brand Visual Identity

PC Locs Logos

PC Locs - Primary Logo

Primary Logo

The primary logo consists of a combined logomark and logotype. It is displayed as 3-colors (Green, Oxford Blue and white) and should be used when placed on a light background.
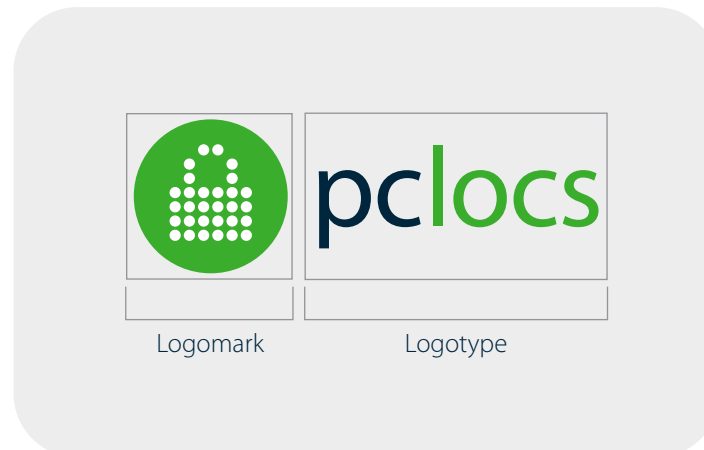
"pc" appears in Oxford Blue.

The logomark and "locs" appear in Green.

The dots within the logomark are white.

Displaying the Logo

The logo should always be surrounded by space at least 40% of the logomark size.

To ensure accuracy, please use logo files supplied by PC Locs.

Logomark   Logotype

PC Locs Primary Logo - Monochrome

Monochrome

The 1-color logo should appear in Oxford Blue or Black when placed on a light background.

"pc" is outlined when used in the monochrome variation.

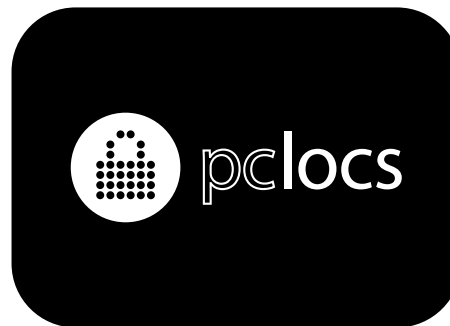The dots in the logomark are transparent.

PC Locs Primary Logo - Monochrome Reversed

Monochrome Reversed

The logo should most often appear in 1-color white when placed on a dark background.

"pc" is outlined when used in the monochrome reversed variation.

The dots in the logomark are transparent.

Green backgrounds should be reserved for certain use cases, like clothing, where 1-color is the best option.

PC Locs Logo Alternates - Stacked

Stacked

The stacked logo provides an alternative orientation for limited space; however, the primary logo should be used whenever possible.

The stacked logo consists of a combined logomark and logotype. It is displayed as 3-colors (Green, Oxford and white) and should be used when placed on a light background.
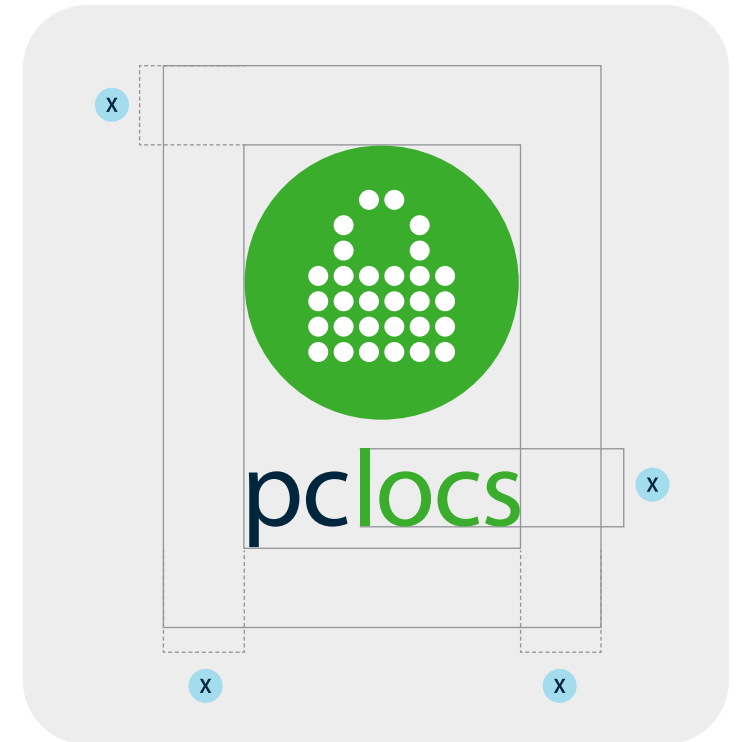
"pc" appears in Oxford Blue.

The logomark and "locs" appear in Green.

The dots within the logomark are white.

Monochrome & Reversed

The stacked logo follows the same principles as the primary logo.
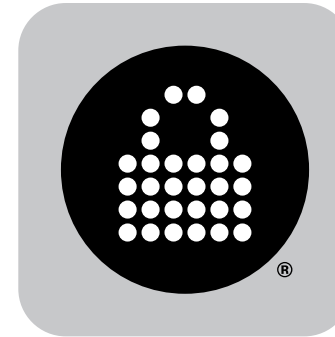
Displaying the Logo

The logo should always be surrounded by space at least the height of "l" in the logotype.

PC Locs Logo Alternates - Logomark

Logomark

The 2-color logomark should appear in Green, Oxford Blue or Black when placed on a light background. It can also appear in Green on a Oxford Blue or Black background.
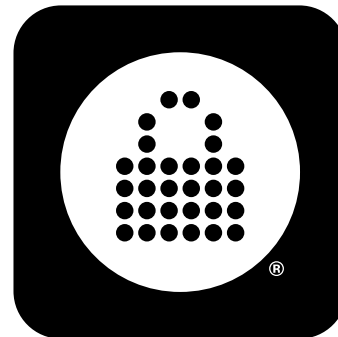
The dots within the logomark are white.

Monochrome & Monochrome Reversed

The logomark should appear in 1-color white when placed on a dark background.

The dots in the logomark are transparent.

A green logomark on an Oxford background should be reserved for certain use cases, like clothing, where 1-color is the best option.

Green backgrounds should be reserved for certain use cases, like clothing, where 1-color is the best option.

PC Locs Logo - Restrictions

Primary Logo Restrictions

DO NOT change the colors of the logo.

This example demonstrates manually manipulating the colors of the logo to accommodate a dark background such as Oxford Blue. This is not allowed.

DO NOT apply patterns to the logo.

DO NOT apply effects to the logo.

DO NOT stretch or change the proportions.

DO NOT separate the logotype from the logomark.

PC Locs Logo - Restrictions

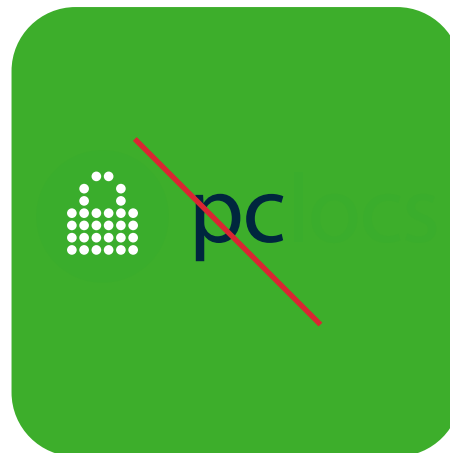**Monochrome Restrictions**

DO NOT use a solid "pc".

"pc" is outlined to provide visual separation between "pc" and "locs"

**Dark Background Restrictions**

DO NOT use a solid "pc".

DO NOT use a two-color variation on a Green, Oxford Blue or any other dark-colored background.

PC Locs Logo Alternates - Logomark Restrictions

Use of the Logomark

The logomark in and of itself does not clearly identify our brand as "PC Locs"; therefore, it should be accompanied by a primary logo or "PC Locs" in text to provide an additional brand identifier.
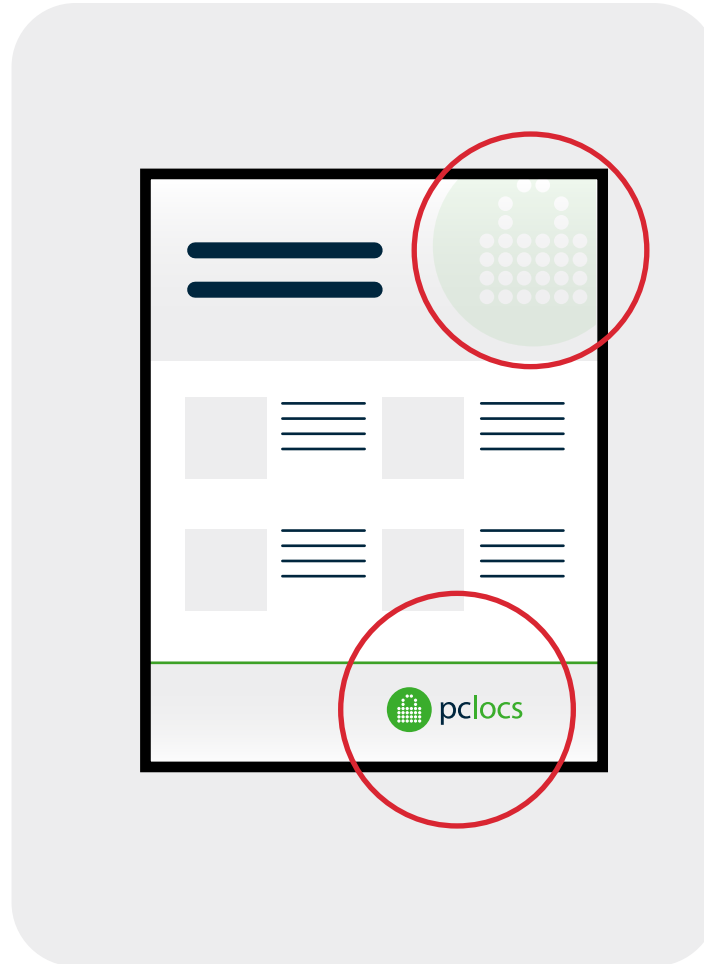
Brand Visual Identity
Typography & Colors

Typography

Primary Font: Myriad Pro

Consistent use of our fonts creates familiarity with customers and helps make an instant association with LocknCharge and PC Locs.

Weights: Our brand typeface, Myriad Pro, comes in five weights. We most commonly use Bold, Semibold and Light. Black and Regular can be used in special instances.

Styles: Myriad Pro also comes in a full set of italics that can be used (tastefully) to add emphasis.

Restrictions: We do not use the Condensed versions of Myriad Pro unless otherwise approved.

Marketing materials

Myriad Pro Black

Myriad Pro Bold

Myriad Pro Semibold

Myriad Pro Regular

Myriad Pro Light

Myriad Pro Bold Italic

Myriad Pro Semibold Italic

Myriad Pro Light Italic

For internal use when Myriad Pro is not available

Arial Bold

Arial Regular

Arial Bold Italic

Arial Italic

日本のみ (Japan Only)

Kozuka Gothic Pr6N Light

Kozuka Gothic Pr6N Medium

Kozuka Gothic Pr6N Bold

Kozuka Gothic Pr6N Heavy

Digital application such as websites, Cloud, apps

Open Sans Extrabold

Open Sans Bold

Open Sans Semibold

Open Sans Regular

Open Sans Light

Open Sans Bold Italic

Open Sans Light Italic

Alternate fonts may be used appropriately when Myriad Pro is not available. Examples: In sales Power Points or word documents, Arial should be applied. In digital application such as in websites, cloud platforms, or apps, Open Sans should be applied.

Primary Colors

Our Primary Colors are how we express ourselves visually.

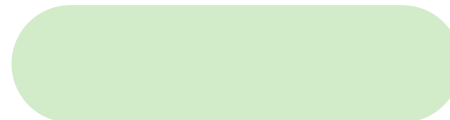The Primary Color Palette consists of three swatches:

LocknCharge/PC Locs Green

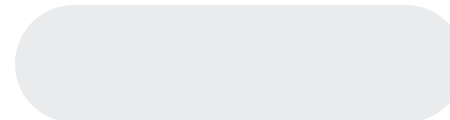LocknCharge/PC Locs Oxford Blue

7% Black

The Primary Color Palette can also be used as tint percentages.

LocknCharge/PC Locs Green

PMS 361

C75 M0 Y100 K0

R67 G176 B42

Hex #43b02a

LocknCharge/PC Locs Oxford Blue

PMS 2965

C100 M63 Y16 K78

R0 G35 B62

Hex #00263e

7% Black

C0 M0 Y0 K7

R237 G237 B238

Hex #f2f2f2

Secondary and Tertiary Colors

Our Secondary Colors help support and extend our primary colors.

Secondary Color Palette includes:

Light Blue

Basket Blue

The Secondary Color Palette can also be used as tint percentages.

Our Tertiary Color helps support and extend our primary and secondary colors, but only in appropriate instances.

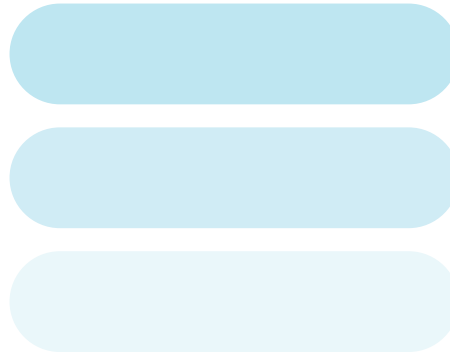Tertiary Color Palette includes:

Basket Red

Light Blue

PMS 2975

C34 M0 Y5 K0

R153 G214 B234

Hex #99d6ea

Basket Blue

PMS 285

C90 M48 Y0 K0

R0 G114 B206

Hex #0072ce

Basket Red

PMS 1797

C2 M97 Y85 K7

R203 G51 B59

Hex #cb333b

Basket Red is available to communicate specific negative emotion.

For example: When communicating a "warning" or "pain point", red is appropriate.
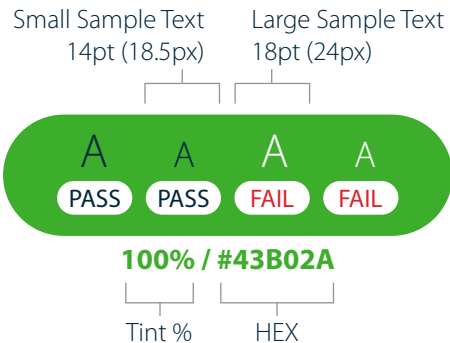
Do not use tints of Basket Red.

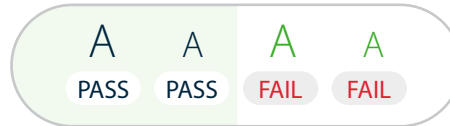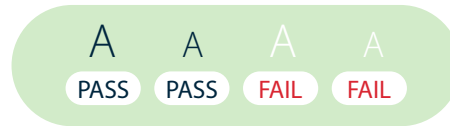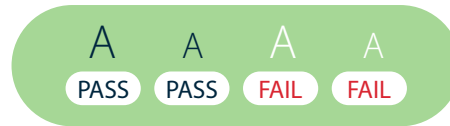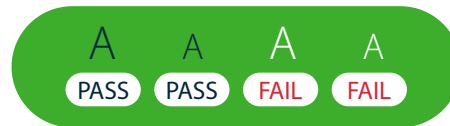# Web Accessibility - Primary Color Colors

Web Accessibility Compliance

We aim for A and AA compliance across our site. We also look for opportunities to meet AAA compliance.

This page shows whether or not Primary Color combinations have passed or failed AA accessibility.

Web Accessibility Key

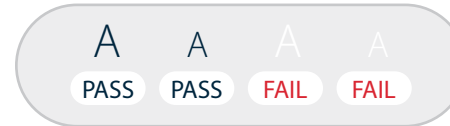Small Sample Text 14pt (18.5px)

Large Sample Text 18pt (24px)

A A A A
PASS PASS FAIL FAIL

100% / #43B02A

Tint %   HEX

LocknCharge/PC Locs Green

A A A A
PASS PASS FAIL FAIL
100% / #43B02A

A A A A
PASS FAIL FAIL FAIL
75% / #72C45F

A A A A
PASS PASS FAIL FAIL
50% / #A1D895

A A A A
PASS PASS FAIL FAIL
25% / #D0EBCA

A A A A
PASS PASS FAIL FAIL
7% / #F2F9F0   **0% / #FFFFFF**

LocknCharge/PC Locs Oxford Blue

A A A A
PASS PASS PASS PASS
100% / #00263E

A A A A
FAIL FAIL PASS PASS
75% / #405C6E

A A A A
PASS PASS PASS FAIL
50% / #80939F

A A A A
PASS PASS FAIL FAIL
25% / #BFC9CF

A A A A
PASS PASS FAIL FAIL
7% / #EDF0F1

Black

A A A A
PASS PASS PASS PASS
100% / #000000

A A A A
PASS FAIL PASS PASS
75% / #404040

A A A A
PASS PASS PASS FAIL
50% / #808080

A A A A
PASS PASS FAIL FAIL
25% / #BFBFBF
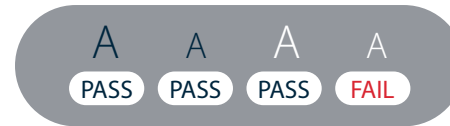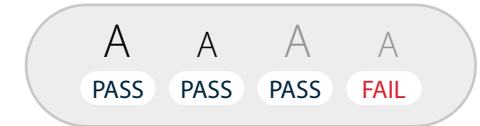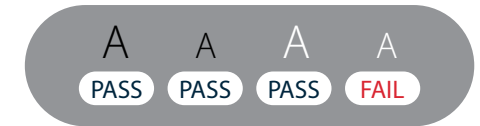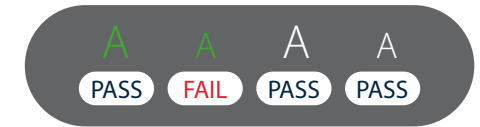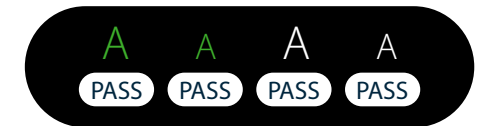
A A A A
PASS PASS PASS FAIL
7% / #EDEDED

Web Accessibility - Color Variations

Web Accessible Greens

LocknCharge/PC Locs Primary Green does not meet AA web accessibility standards. We recommend using our alternate AA Header Green for text that is 24px or larger.

In instances where web accessibility is important, and green text is the only suitable body copy color, we recommend using our alternate AA Body Green to meet AA web accessibility standards.

LocknCharge/PC Locs AA Header Green (Min 24px)

C77   M12   Y100   K1

R61   G161   B39

Hex #3DA127

LocknCharge/PC Locs AA Body Green (Min 18px)

C80   M24   Y100   K10

R52   G135   B33

Hex #348721

A   A   A   A
PASS   PASS   PASS   PASS

BLACK TEXT / WHITE TEXT

A   A   A   A
PASS   PASS   PASS   PASS

BLACK TEXT / WHITE TEXT

A   A   A   A
PASS   FAIL   FAIL   FAIL

OXFORD TEXT / GREEN TEXT

A   A   A   A
PASS   FAIL   FAIL   FAIL

OXFORD TEXT / GREEN TEXT

A   A
PASS   PASS

HEADER GREEN TEXT

A   A
PASS   PASS

BODY GREEN TEXT

Web Accessibility - Secondary & Tertiary Colors

Web Accessibility Compliance

This page shows whether or not Secondary and Tertiary Color combinations have passed or failed AA accessibility.
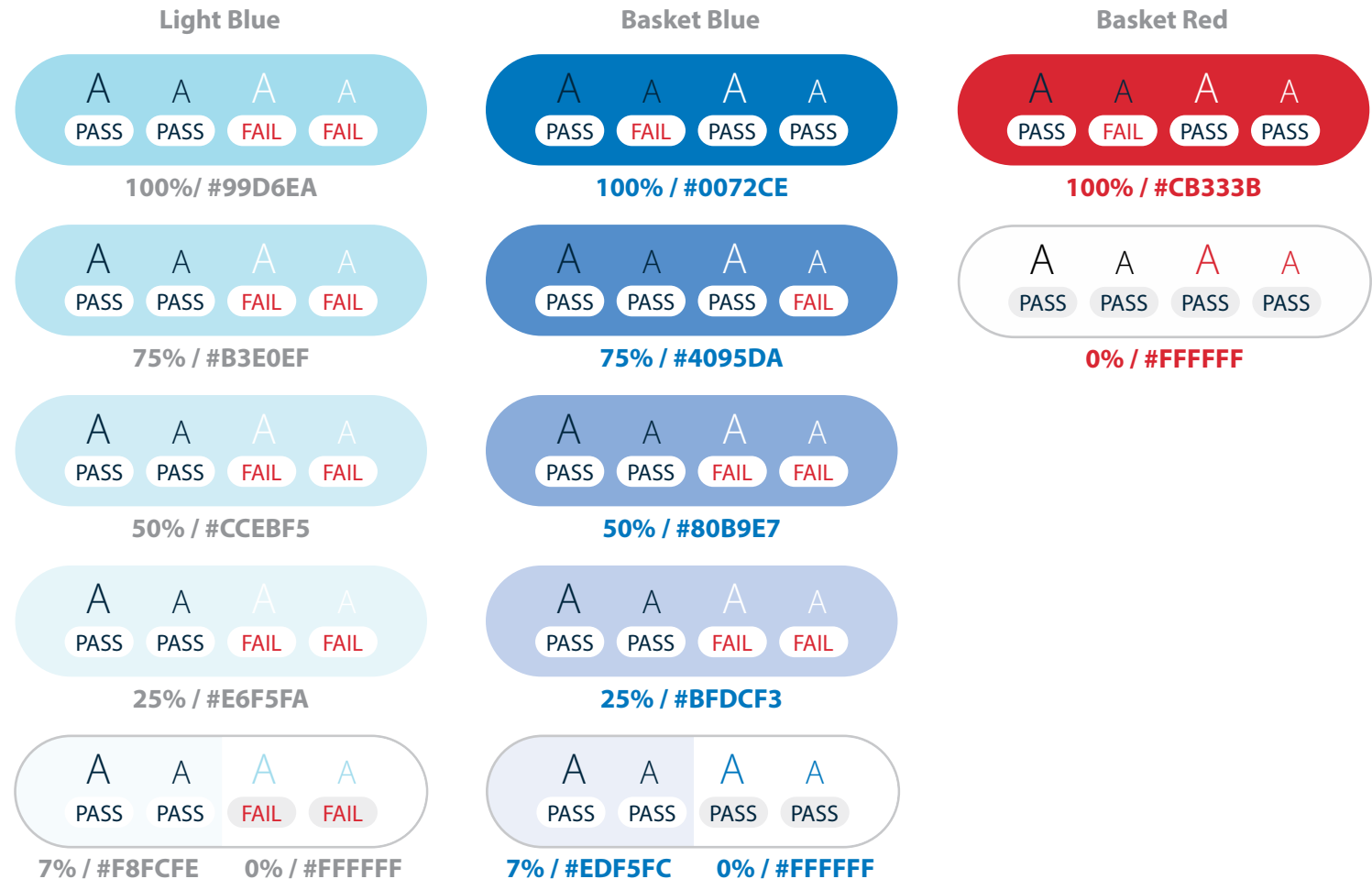
Light Blue

A PASS · A PASS · A FAIL · A FAIL
100%/ #99D6EA

A PASS · A PASS · A FAIL · A FAIL
75% / #B3E0EF

A PASS · A PASS · A FAIL · A FAIL
50% / #CCEBF5

A PASS · A PASS · A FAIL · A FAIL
25% / #E6F5FA

A PASS · A PASS · A FAIL · A FAIL
7% / #F8FCFE   **0% / #FFFFFF**

Basket Blue

A PASS · A FAIL · A PASS · A PASS
100% / #0072CE

A PASS · A PASS · A PASS · A FAIL
75% / #4095DA

A PASS · A PASS · A FAIL · A FAIL
50% / #80B9E7

A PASS · A PASS · A FAIL · A FAIL
25% / #BFDCF3

A PASS · A PASS · A PASS · A PASS
7% / #EDF5FC   **0% / #FFFFFF**

Basket Red

A PASS · A FAIL · A PASS · A PASS
100% / #CB333B

A PASS · A PASS · A PASS · A PASS
0% / #FFFFFF

Visual Identity
Connected Products

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Smart Locker Logos

Cloud Logos

Cloud logos should appear as follows. Please review our primary logo guidelines for other appropriate variations and color combinations.

Smart Locker Logos

FUYL Tower Range Logos

Logos for our FUYL Tower product range should appear as follows.

FUYLTOWER **PRO** **15**

FUYLTOWER **PRO** **5**

FUYLTOWER **PRO**

FUYLTOWER **PRO**

PRO

The "PRO" portion of the logo can be separated from the main logo and used as a graphic element to differentiate or communicate product versions.

FUYLTOWER **PRO**

FUYLTOWER **PRO**

Smart Locker Typography

FUYL Tower Range Logo Elements

When new versions of our FUYL Tower product range are released, the following guidelines should be applied.

RIFT SOFT BOLD

RIFT SOFT MEDIUM

Bahnschrift SemiCondensed

Conthrax SemiBold

FUYLTOWER **PRO**

Rift Soft Bold

Sheer: 13 degrees

Tracking: -58

Horizontal scale: 225%

Rift Soft Medium

Sheer: 13 degrees

Tracking: +18

Horizontal scale: 225%

Bahnschrift SemiCondensed

Sheer: 0 degrees

Tracking: 0

Horizontal scale: 100%

15

Conthrax Semibold

Sheer: 13 degrees

Tracking: 0

Horizontal scale: 137%

The logo that appears on the control door of the physical FUYL Tower product does not include a number. This simplifies part replacement between 5 and 15-bay units.
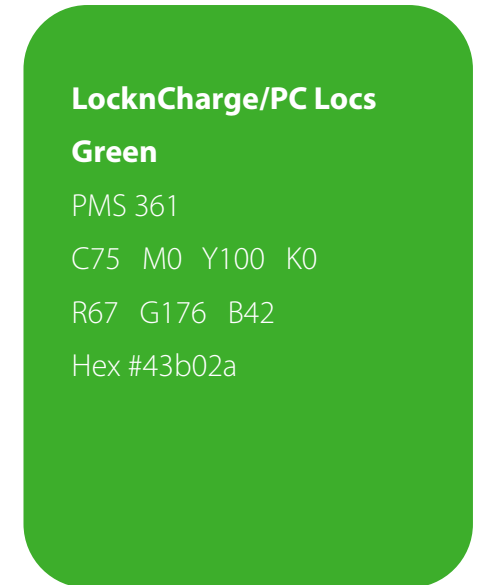
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Smart Locker Colors

FUYL Tower Range Color Palette

The FUYL Tower product range currently utilizes the following color palette:
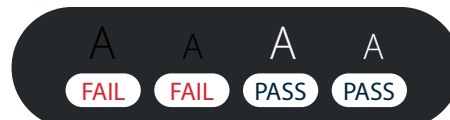
FUYL Tower Black

FUYL Tower Cool Gray 6
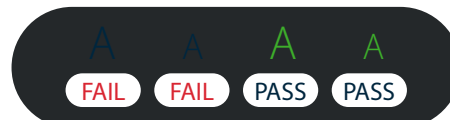
LocknCharge/PC Locs Green

Web Accessibility Compliance

This page shows whether or not Smart Locker Color combinations have passed or failed AA accessibility.

FUYL Tower Black

PMS 426

C94 M77 Y53 K94

R37 G40 B42

Hex #25282a

FUYL Tower Cool Gray

PMS Cool Gray 6

C16 M11 Y11 K27

R167 G168 B170

Hex #a7a8aa

LocknCharge/PC Locs Green

PMS 361

C75 M0 Y100 K0

R67 G176 B42

Hex #43b02a

A FAIL   A FAIL   A PASS   A PASS

BLACK TEXT / WHITE TEXT

A FAIL   A FAIL   A PASS   A PASS

OXFORD TEXT / GREEN TEXT

A PASS   A PASS   A FAIL   A FAIL

BLACK TEXT / WHITE TEXT

A PASS   A PASS   A FAIL   A FAIL

OXFORD TEXT / GREEN TEXT

June 2023

Brand
Guidelines

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