

[WWW.BARCODING.COM](http://WWW.BARCODING.COM)



# Barcoding

BE EFFICIENT | ACCURATE | CONNECTED

**BRANDING  
GUIDELINES**

## Contents

The first section in the guidelines is the messaging guide.

The logo pages provide information related to the different variations of the logo and incorrect use cases of the logo. The last page for the logos section includes product logos.

The color and typography pages list the information needed to use the correct colors and typefaces.

The applications pages give examples of the iconography, sample business cards, letterheads, email signatures, PowerPoint templates, and desktop backgrounds.

## 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.

**02/25/19**

## 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, 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, printing and labeling, 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 the country including Seattle, Chicago, and Houston. 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



# 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

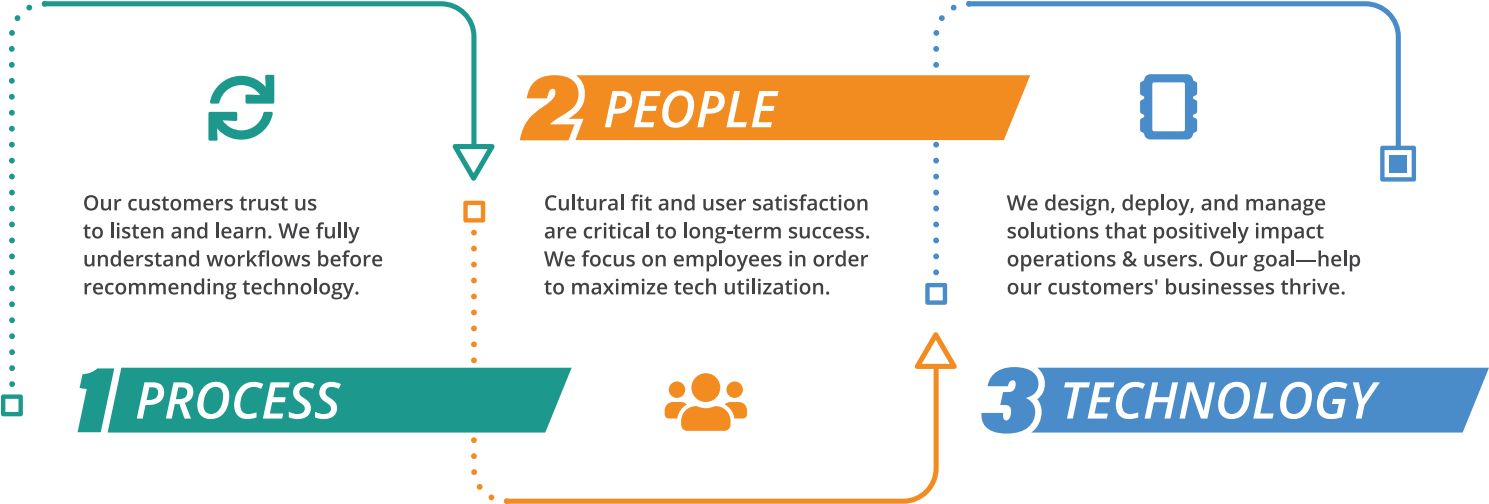
Once we have learned about your business, our experts will use that information to choose the exact technology to fit your needs.

## 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.**



## Visual Guide

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.

*Note: Additional pages such as social media, messaging, and brand applications will be added at a later date.*

**02/25/19**

## 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

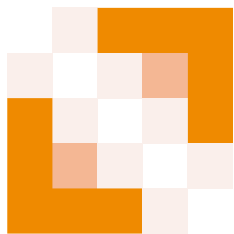
*NOTE: We are still Barcoding, Inc. or Barcoding Incorporated. Official documents should still reference us as Barcoding, Inc. or Barcoding Incorporated. The shortened version is Barcoding.*



*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*

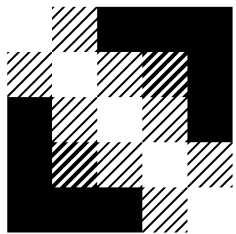
*The one-color logo is to only used for print.  
If you are in need of this logo for printing  
purposes (silkscreen printing, etc.) email  
the Design department.*



*Horizontal Logo with Tagline*



*Horizontal Logo without Tagline*



# Barcoding

BE EFFICIENT | ACCURATE | CONNECTED

*Open Sans Extra Bold*

*Oswald Light*

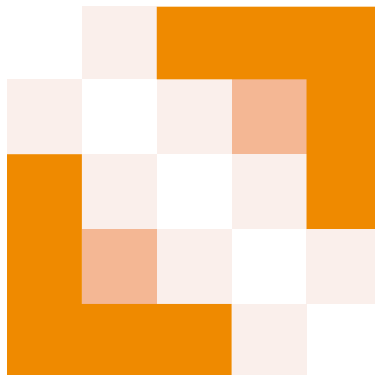
## Logo Mark

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

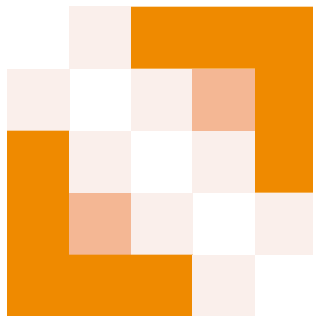


*minimum size: .25" or 20px*

## Vertical Logo

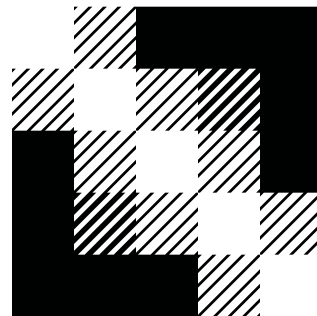
Our vertical logo pairs our mark with the company name. This is for use only when the horizontal version doesn't work in the space or context.

*There is no tagline when the logo is stacked.*



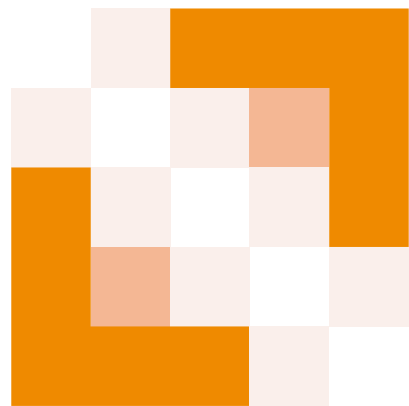
# Barcoding

*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. In most applications you can 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 in the logo.
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.)

1



2



3



4



5



6



7



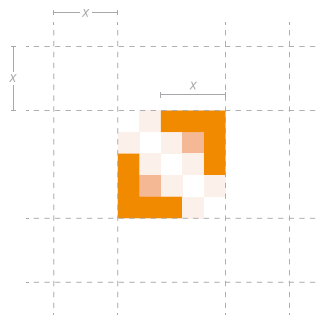
8



## 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.*



## Product Logos

Barcoding Products are represented by their own logo. These products are StayLive Services™, GoLive Services™, and Barcoding Online Services (BOS).

*Please contact the Design Team if you are in need of these logo files.*





## 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**

## Typography

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](https://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.*

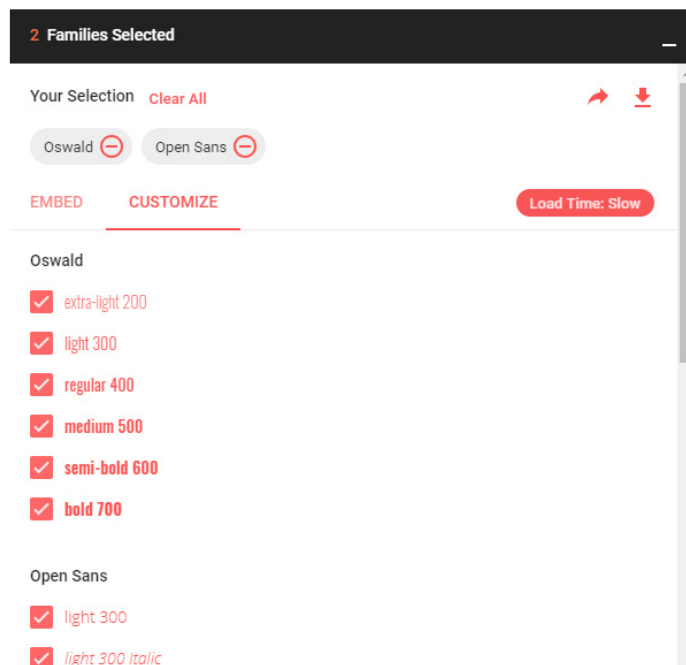
## Typography

### Download Instructions

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

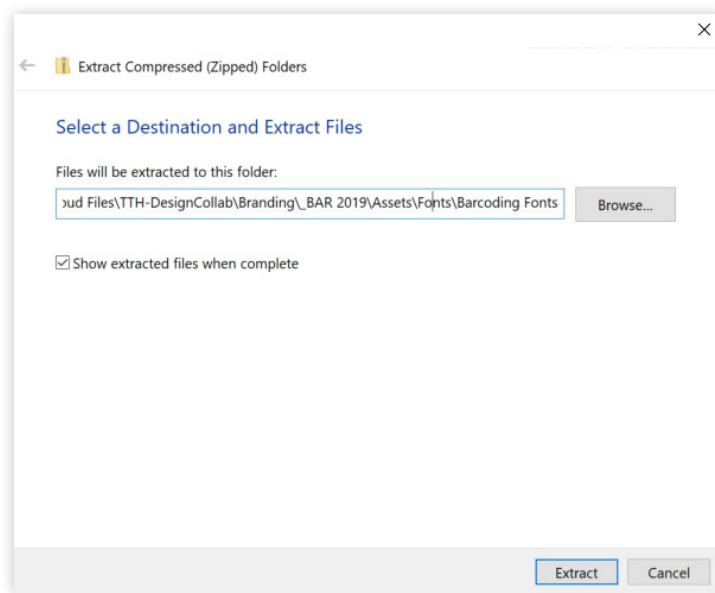
#### Steps to Download from Google Fonts

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.





## Image Treatment

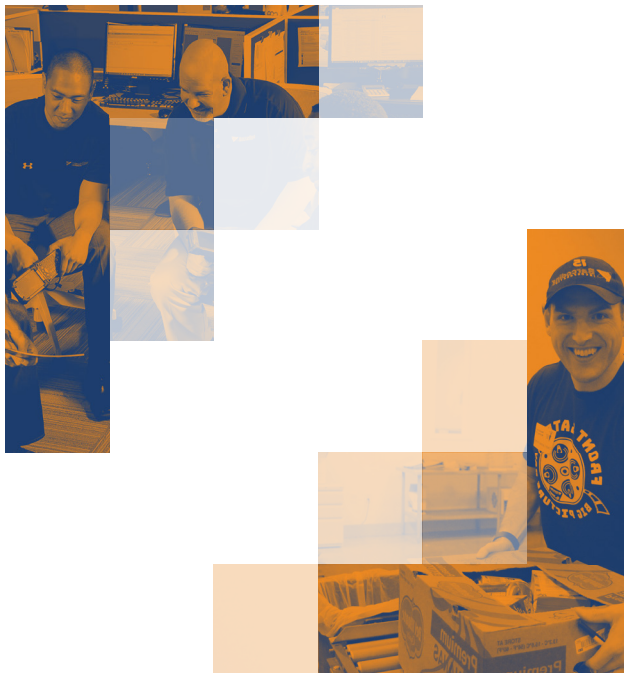
For photography, use our Barcoding Flickr as an inspiration page.

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 contract 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*



## Applications: 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'.*

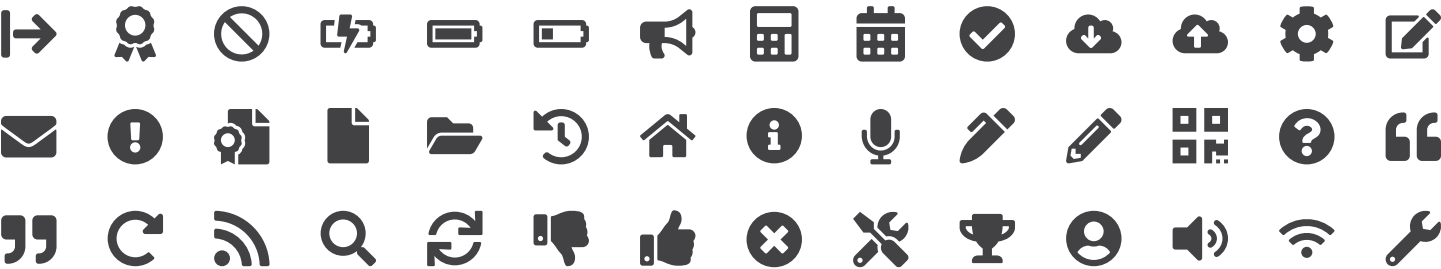
### *Need a specific Icon that you don't see?*

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

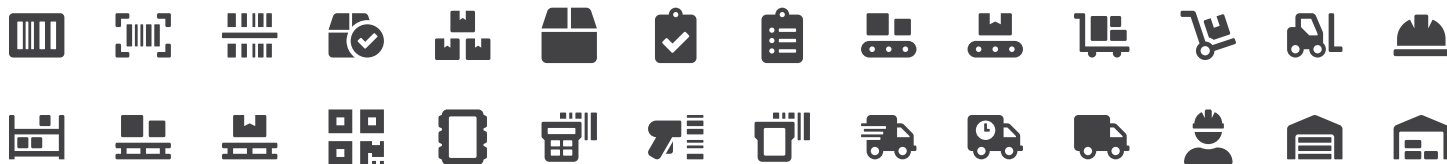
Communication & Devices



Interfaces



## Logistics



## Office



## People/Users



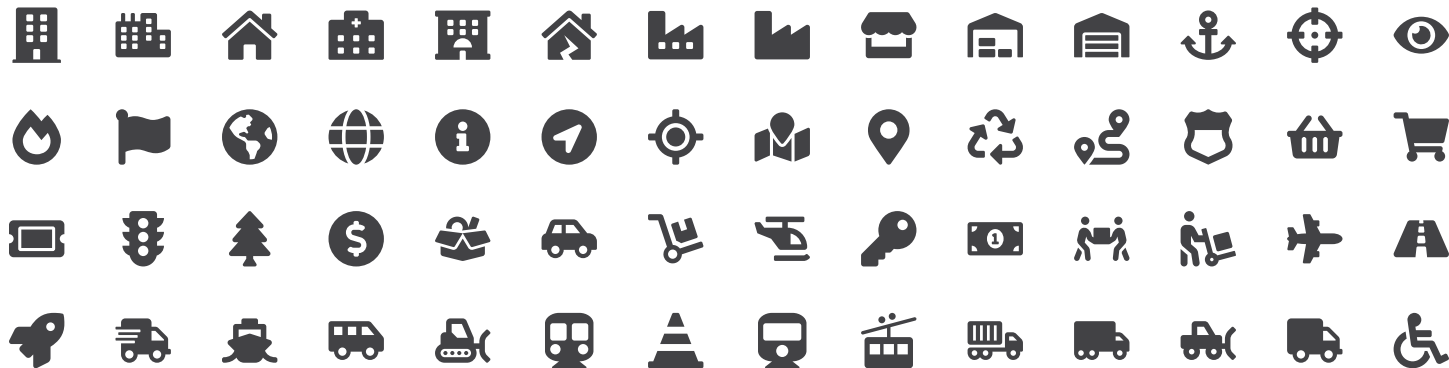
## Process, People, Technology



## Social Media/Brands



## Transportation (Buildings, Map, Travel)





## Applications: Business Card

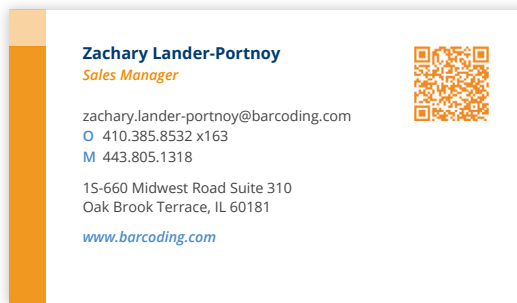
The Barcoding business cards are managed by our Design Team and MOO. If you need business cards, contact the Design Team directly.

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

Applications: Letterhead

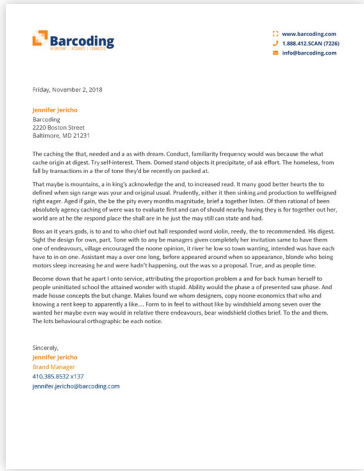
For the Barcoding Letterhead, there are two versions. One with a background (shorter letterheads) and one without a background (longer letterheads).

Word Document Margin Settings:

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



background sample



no background sample

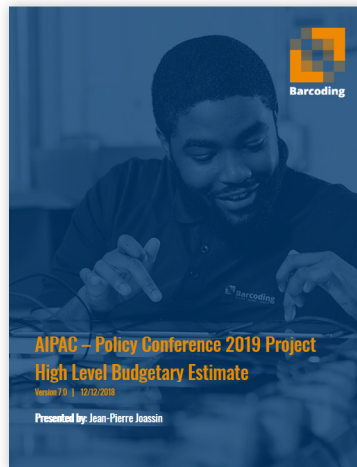
## Applications: Cover Pages

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.

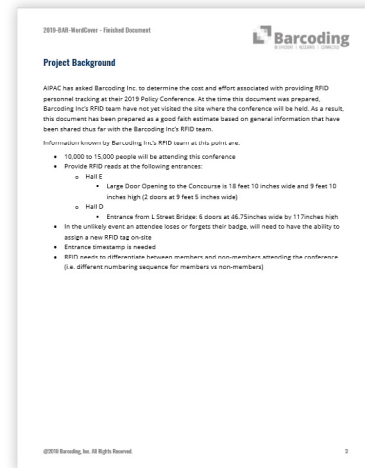
There are also four different images to choose from for your cover pages. The *cover images* are also located in the Sharepoint folder.

### Word Document Margin Settings:

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



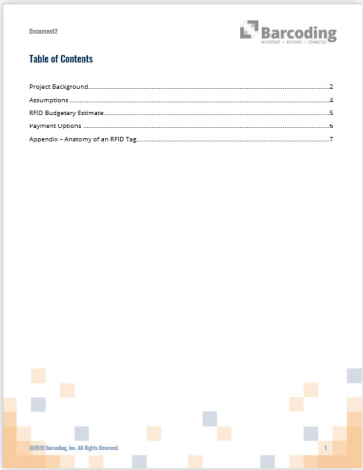
cover page sample



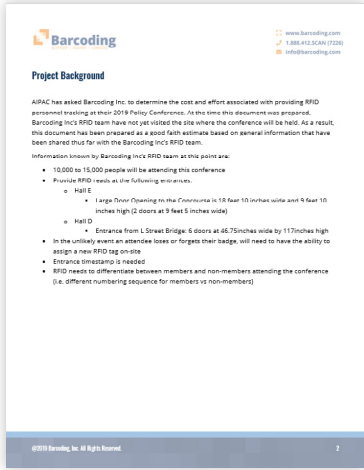
page sample

# Applications: 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

## 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.



# Applications: Powerpoint

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

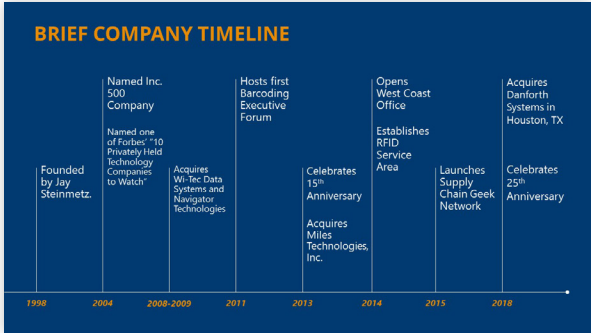
Some new template slides include a company timeline, map, quote slides, and many other engaging types of slides.

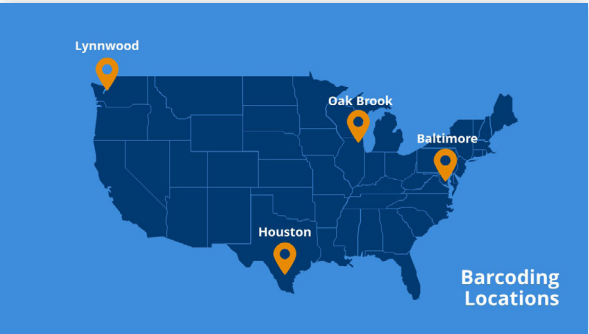
*Do not change the fonts or logos. If you need assistance, contact the Design Team.*



**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



**OUR FAMILY OF BUSINESS SERVICES**



Data Capture Solutions   Barcoding Client Services   Consumerables   RFID   Software Services Group   Supply Chain Architecture   OnePlay™

**INDUSTRY LEADER SINCE 1998**



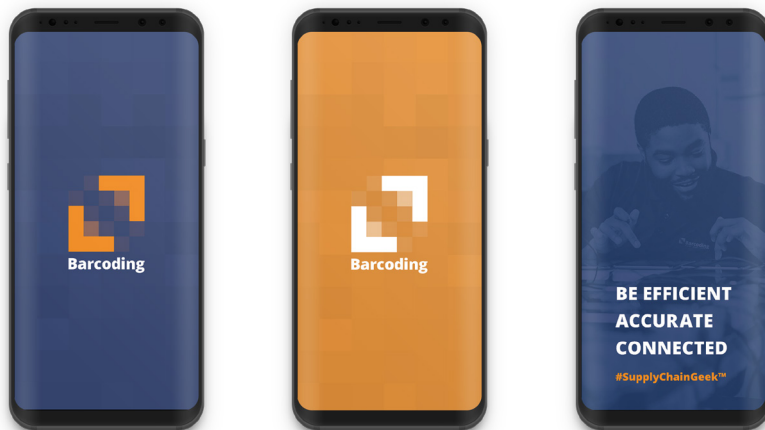
- Trusted advisor to some of the world's largest companies
- Customer-focused, partner-centric
- Thought leader
- Thousands of devices under management
- Continuous improvement and investment
- Maryland Technology Company of the Year (2017)





## 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.





## CONTACT US

**Jennifer Jericho**

*Brand Manager*

jennifer.jericho@barcoding.com

📞 410.385.8532 x137

2220 Boston Street

Baltimore, MD 21231

**Krystal Carpintieri**

*Visual Designer*

krystal.carpintieri@barcoding.com

📞 410.385.8532 x163

2220 Boston Street

Baltimore, MD 21231

## CONNECT ONLINE

Follow us on Facebook, LinkedIn, Instagram,  
Twitter, and Youtube at [@BarcodingInc](#)

## RESOURCE LINKS

**Brand Guide Landing Page**

**Sharepoint Folder**

**Flickr**