



ConnectMe

Brand Guidelines



Brand Overview

Brand Vision

To simplify enterprise connectivity without increasing operational complexity.

Brand Mission

Deliver secure, intelligent, and seamless IoT infrastructure through clarity-driven design and engineering.

Brand Strategy

Positioning

Modern and classy while delivering a clear message regarding the company's motive.

Target Audience

- CTOs
- IT Directors
- Infrastructure Managers
- Enterprise Operations Teams
- Real-Estate Builders

Core Pillars

Clarity: No complexity in communication

Security: Enterprise trust first

Reliability: Systems that don't fail

Calmness: No visual or cognitive overload

Brand Personality

Professional
Structured
Minimal
Dependable
Forward-thinking

Avoid X

Flashy, playful, loud, overly trendy.

Sub-Brands

Logo Redesign

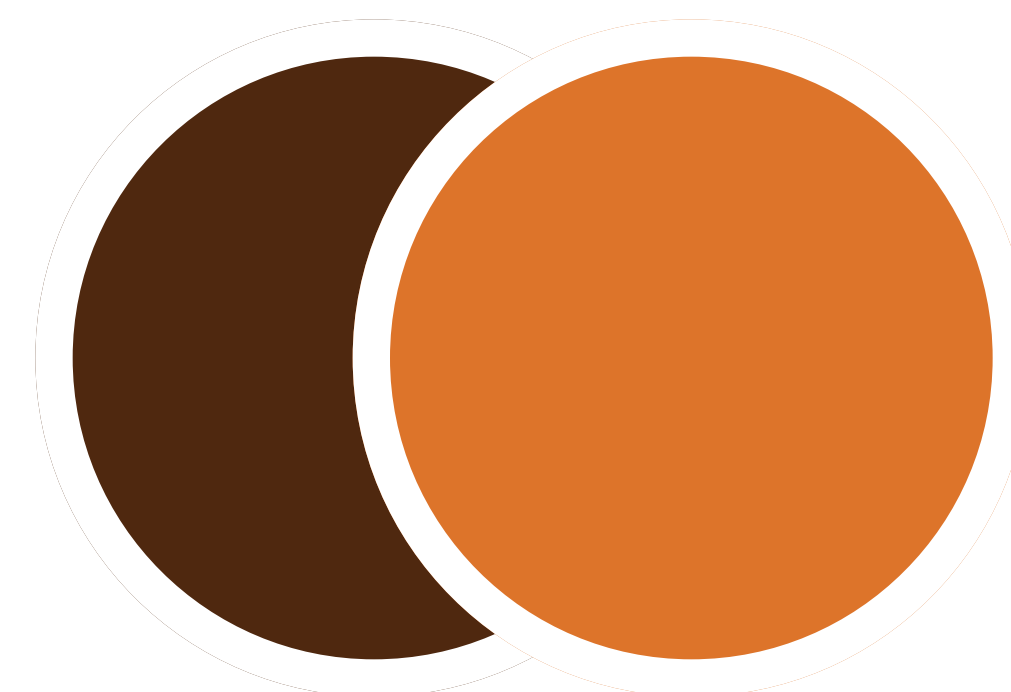
Logo System

The logo for 'Ubill' features a stylized 'U' with a gradient from orange to brown. The top bar of the 'U' is a solid black horizontal line. The letters 'bill' are in a black, sans-serif font.The logo for 'Uconnect' features a stylized 'U' with a gradient from purple to dark purple. The top bar of the 'U' is a solid black horizontal line. The letters 'connect' are in a dark purple, sans-serif font.The logo for 'Uenergy' features a stylized 'U' with a gradient from green to dark green. The top bar of the 'U' is a solid black horizontal line. The letters 'energy' are in a dark green, sans-serif font.The logo for 'Uflo' features a stylized 'U' with a gradient from light blue to dark blue. The top bar of the 'U' is a solid black horizontal line. The letters 'flo' are in a dark blue, sans-serif font.

The logos are built with balanced geometry to reflect structured systems and technical precision.

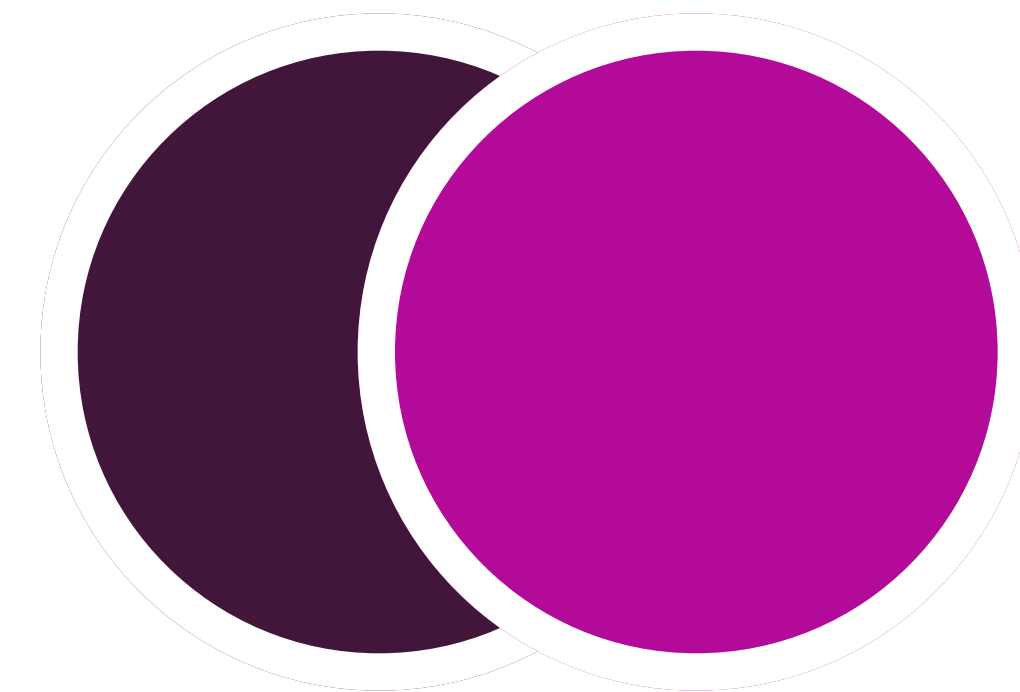
The logo for 'Ubill' features a large, stylized 'U' on the left. The 'U' is filled with a smooth gradient that transitions from a bright orange at the bottom to a dark brown/black at the top. To the right of the 'U', the letters 'bill' are written in a bold, black, sans-serif font.

Smooth Orange to Black gradient.



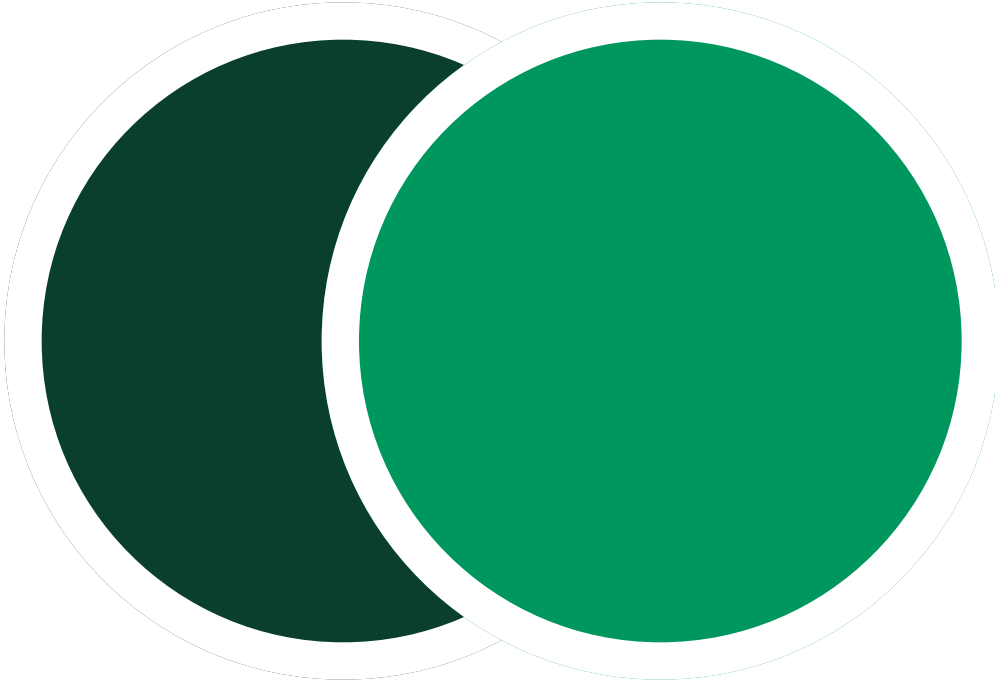
Uconnect

Smooth Purple to Black gradient.



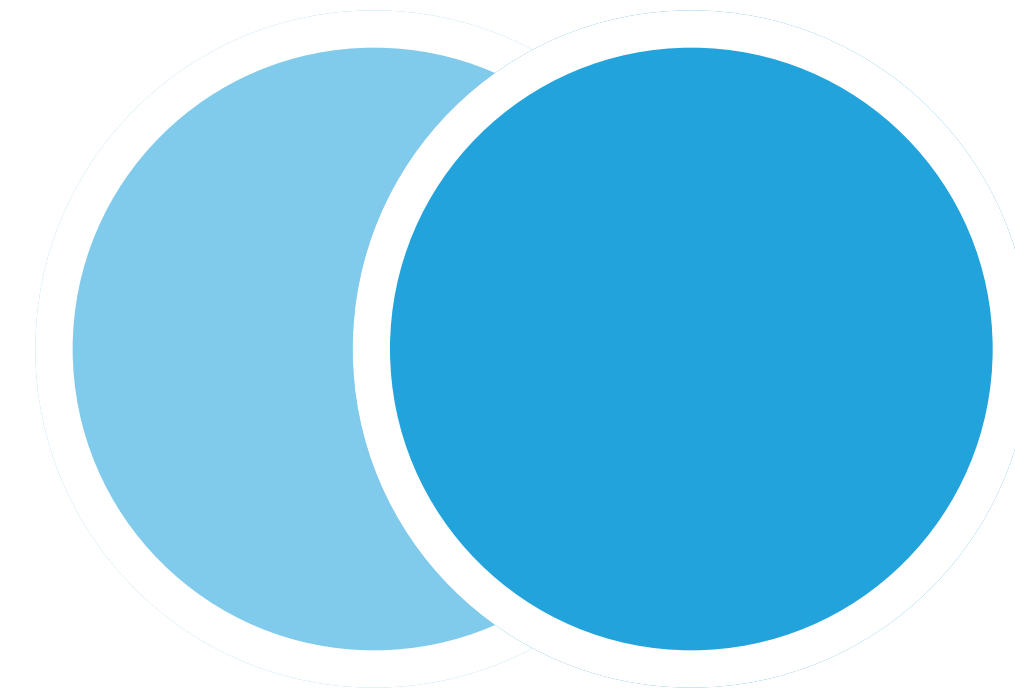
Uenergy

Smooth Green to Black gradient.



Wflo

Smooth Blue to Black gradient.



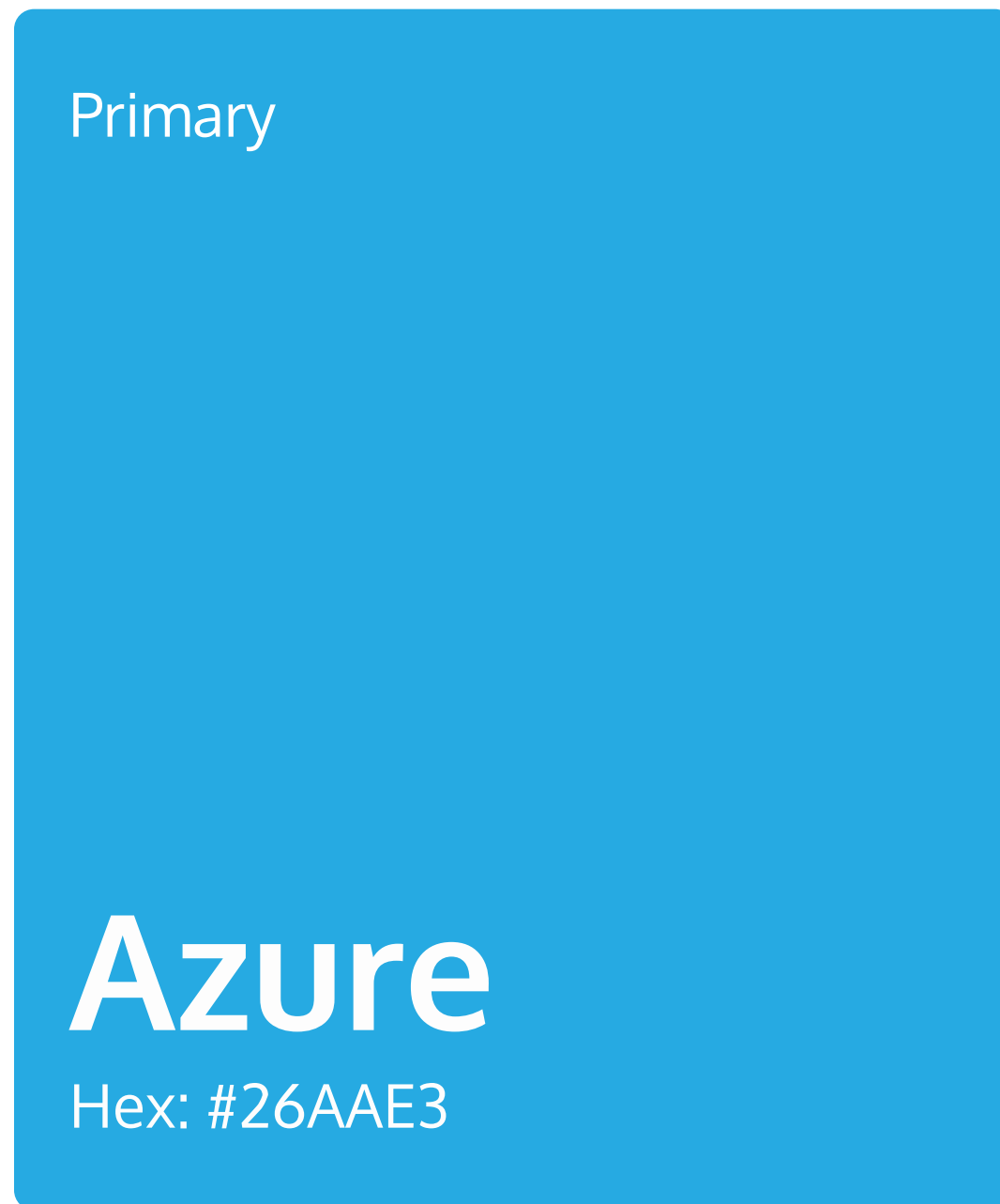
Key Points

ConnectME's Branding and Design Flow should effectively convey the Company's core values, Products & Services. Prioritizing on an Intentional Design with minimal cognitive load is our utmost priority.

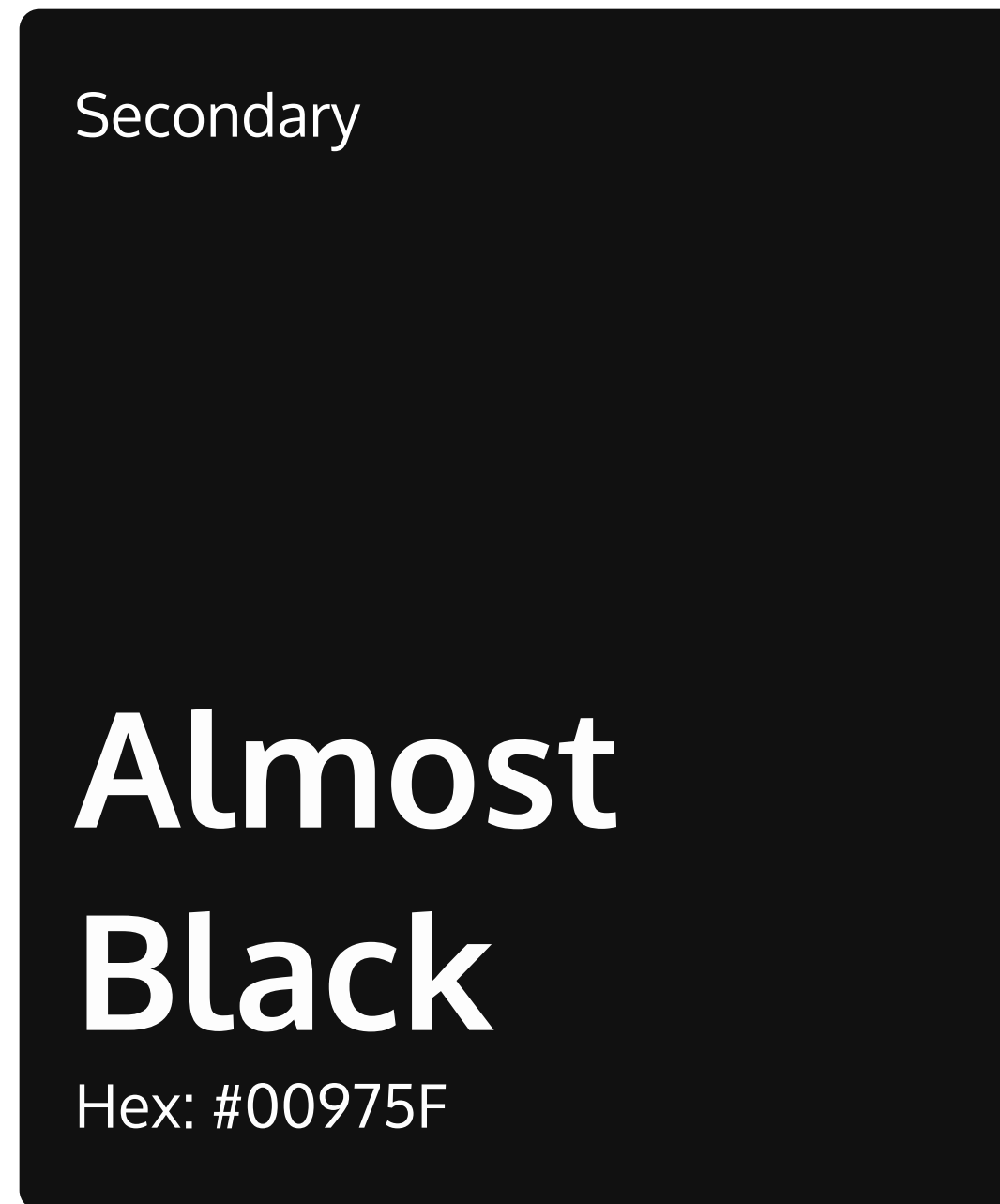
**Instead of an extremely vibrant color palette
We went with a much more cooler toned
colors which are easier to look at.**

Website Guide Book

Color Strategy For Website



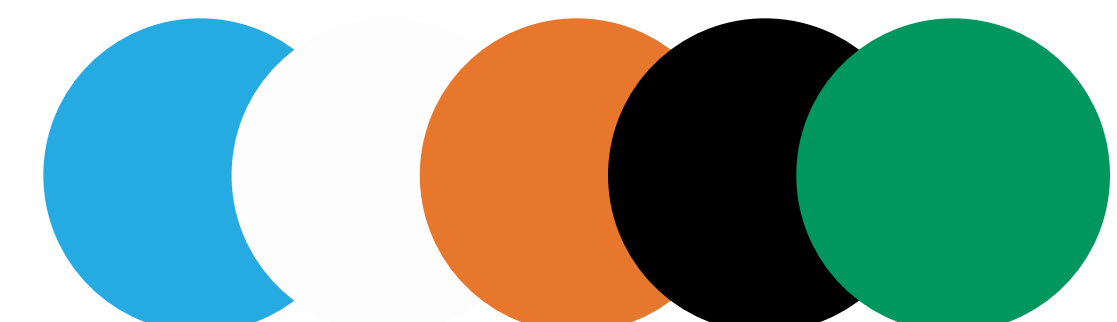
Azure is the Primary color. We've incorporated Azure in CTA's and footer design.



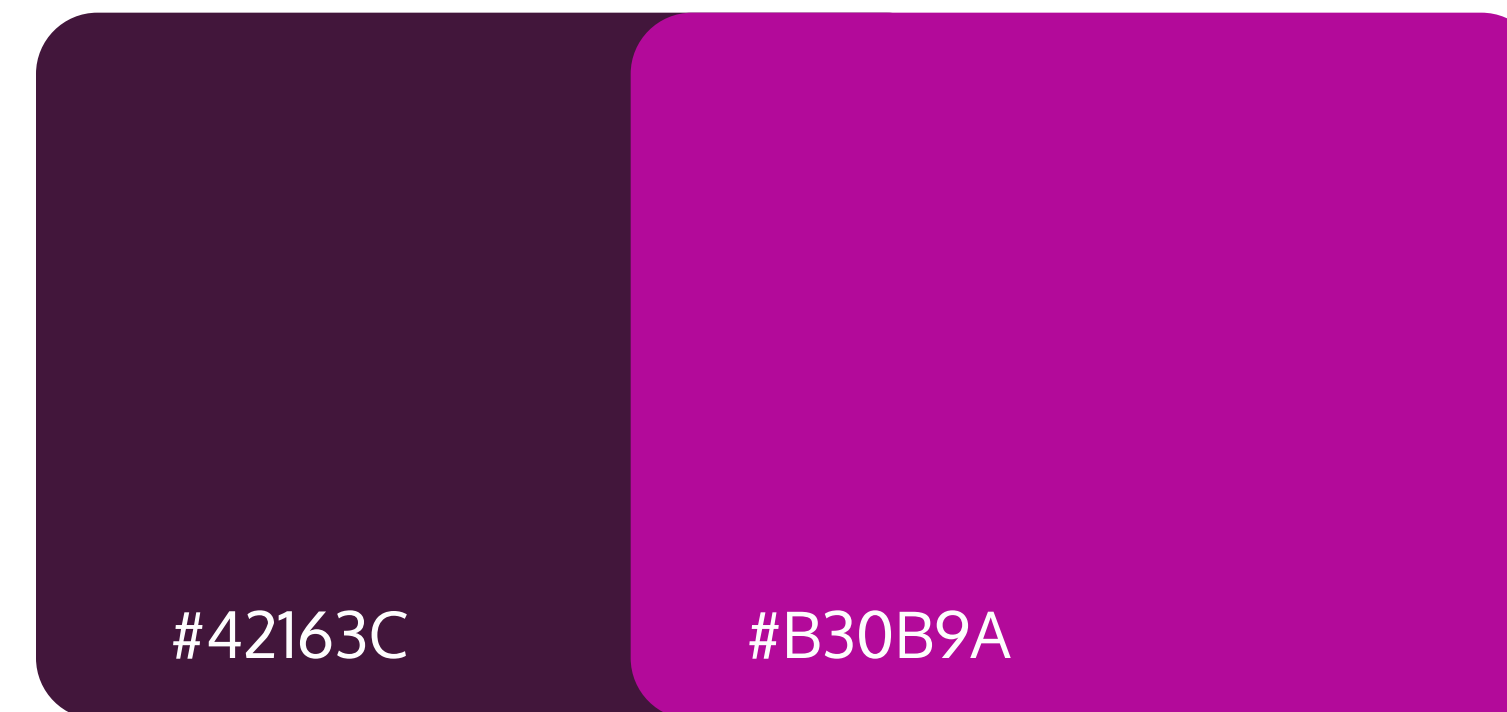
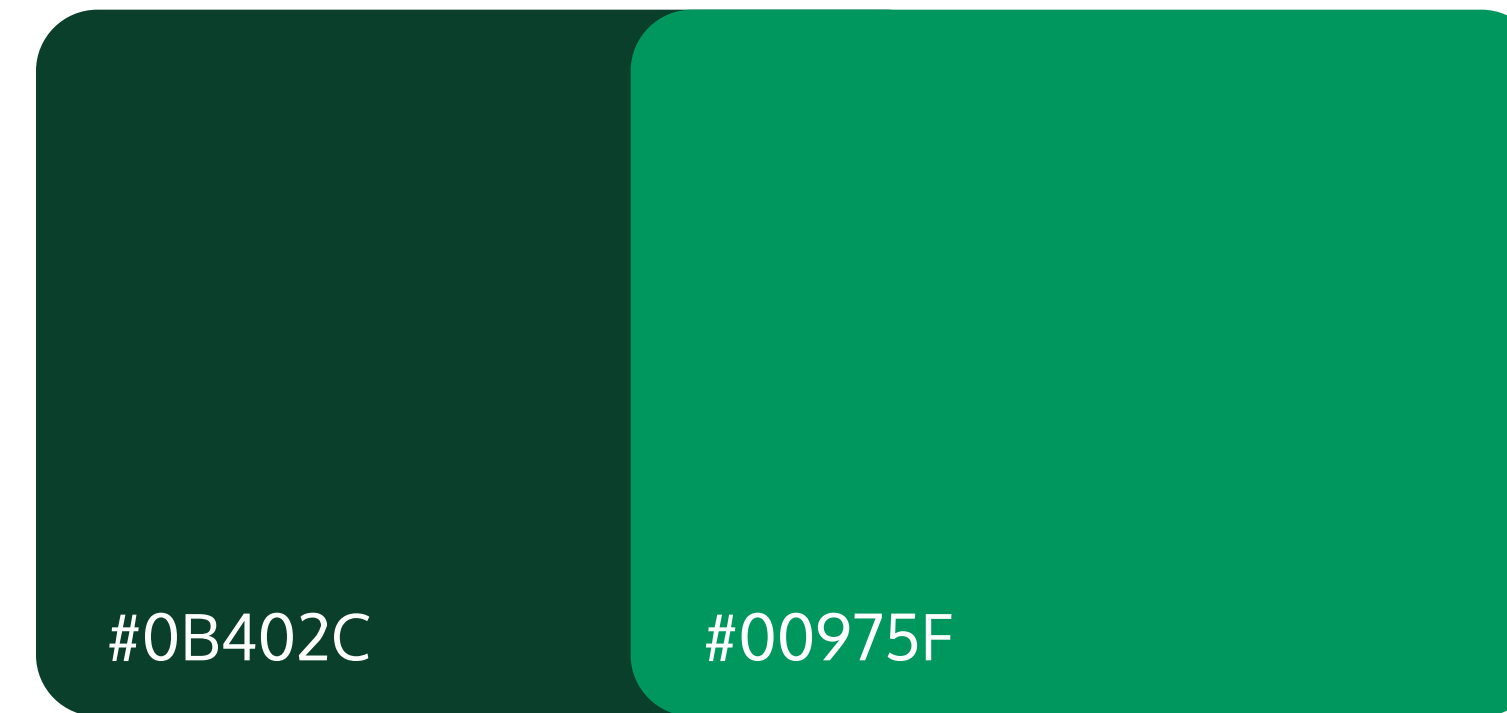
Almost Black is the Secondary color. We've used it for typography and for stable layout



White is the Tertiary color. We've utilized this for a clean interface base.



Color Strategy for Sub-Brands



Limited color use reduces cognitive load in data and detail heavy environment.

Typography System

Font Family:

OXYGEN

Light

Regular

Bold

Typography System for websites

Title - 64 Followed for Page Headings

Heading 1 - 48 Followed for any primary headings

Heading 2 - 36 Followed for any secondary headings

Body 1 - 32 Followed for descriptions, details, etc.

Body 2 - 24 Followed for any additional details

Footnotes 1 - 20 Utilized in footer and in blogs

Footnotes 2 - 16 Utilized in footer and in blogs

Generous spacing and limited font weights improve scanability for decision-makers reviewing technical data.

UX Principles

- **One primary action per screen**
- **Clear hierarchy**
- **No unnecessary micro-interactions**
- **High contrast for data clarity**
- **Predictable navigation**

Reduce friction.

Reduce noise.

Increase confidence.