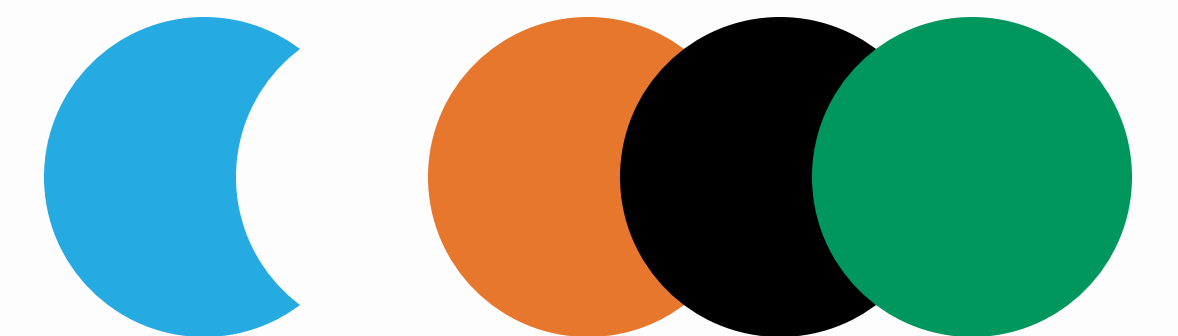


GenSync

ConnectME

# Styyle Guide



# Content

1. Brand Story
2. Target Audience
3. Visual Identity
4. Brand voice
5. Web Design

# Brand Story

**ConnectME's** objective is to bring reliable, sustainable and innovative technology with top most quality in the B2B & SaaS realm.

# 01

## Mission

- Helping businesses increase their revenue.
- 100% transparency and honest work.
- Customized products for higher customer satisfaction.

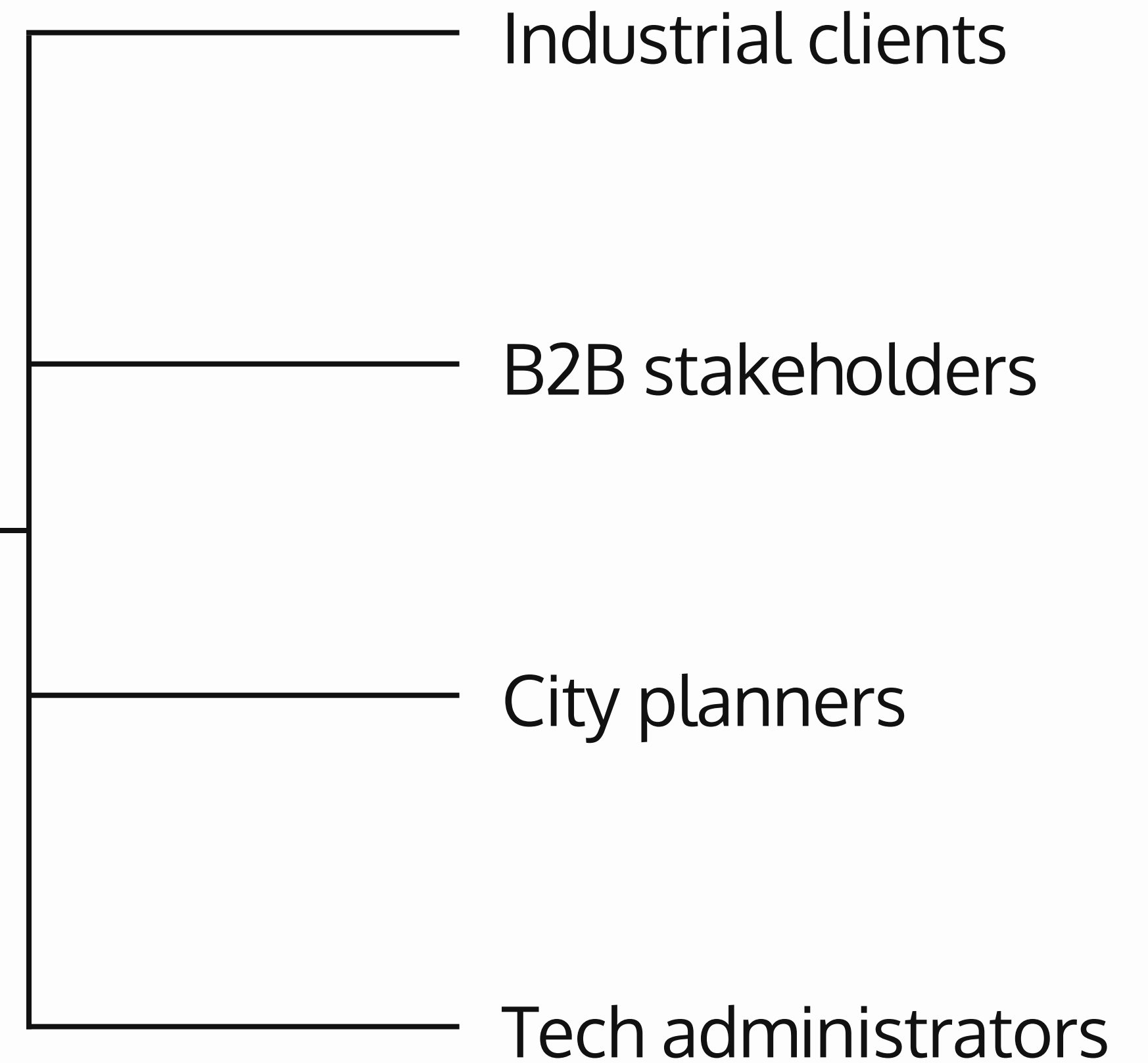
# 02

## Vision

- Prime focus on automation systems of PLC/ SCADA / BMS systems.
- Expertise in adopting Industrial standards & solutions will migrate to SAAS model
- Building an IoT cloud platform and offer services& benefits to the customers based on the usage.
- Organizations working on OPEX model, finds ConnectME's solutions promising.

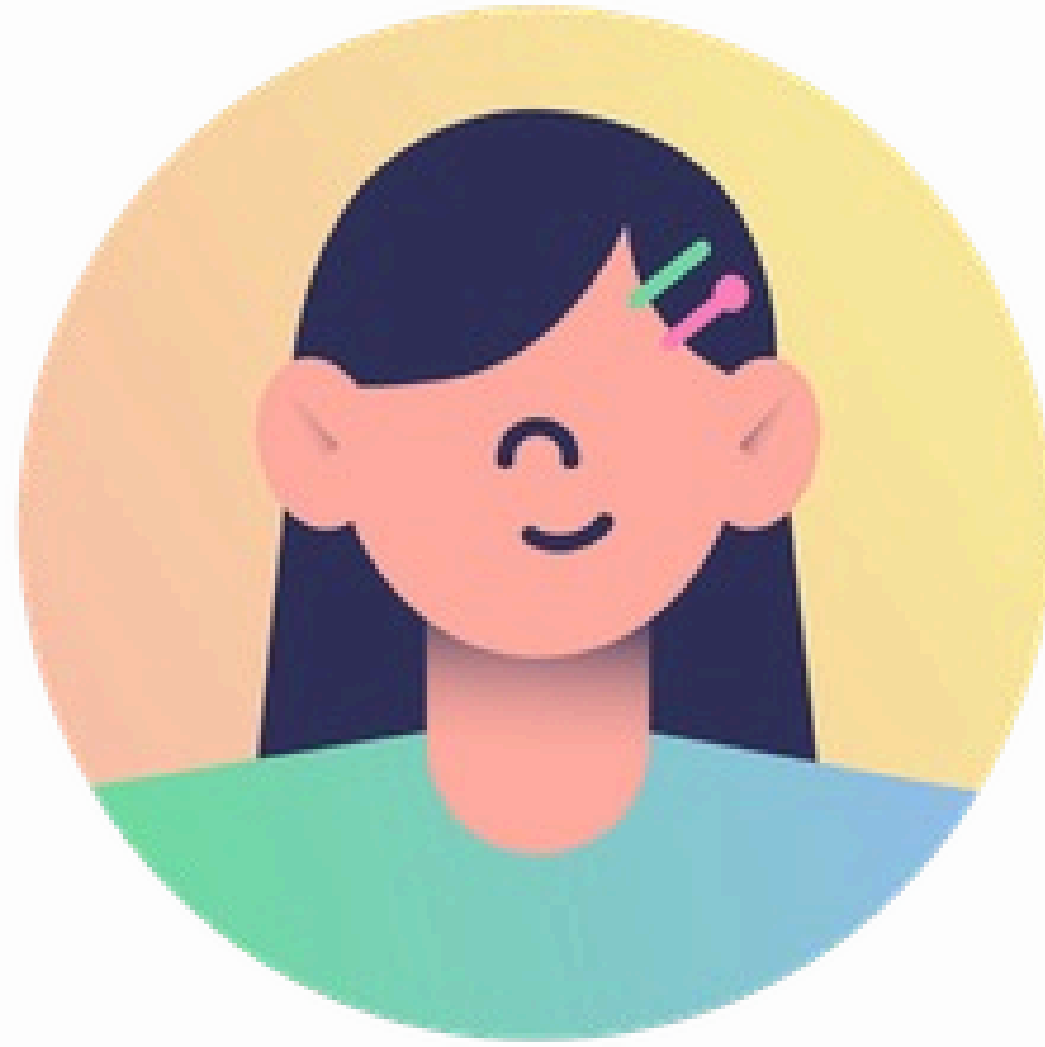
# Target Audience

# Main Audience



Main Audience boosts the sales and people working in these domains are actively looking for similar solutions provided by ConnectME

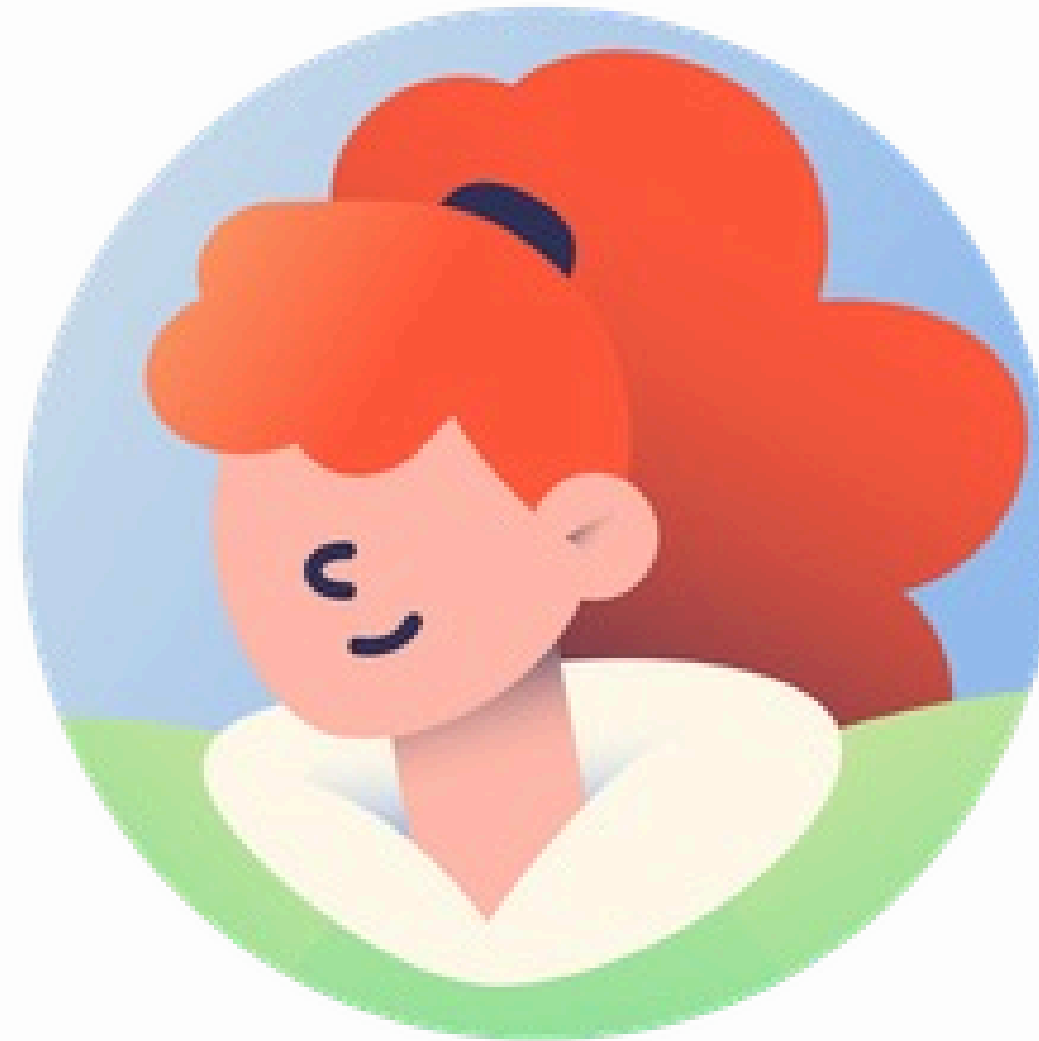
# Audience through LinkedIn Marketing and ConnectME's website



01

## Visitor

- Helps gain attention and traffic.
- Potential word of mouth.
- Can suggest the companies looking for solutions provided by ConnectME.



02

## Visitor turned customer

- Looking for a B2B, Saas company to work with.
- Sees potential in ConnectME.
- Increases traffic and sales.



03

## Customer

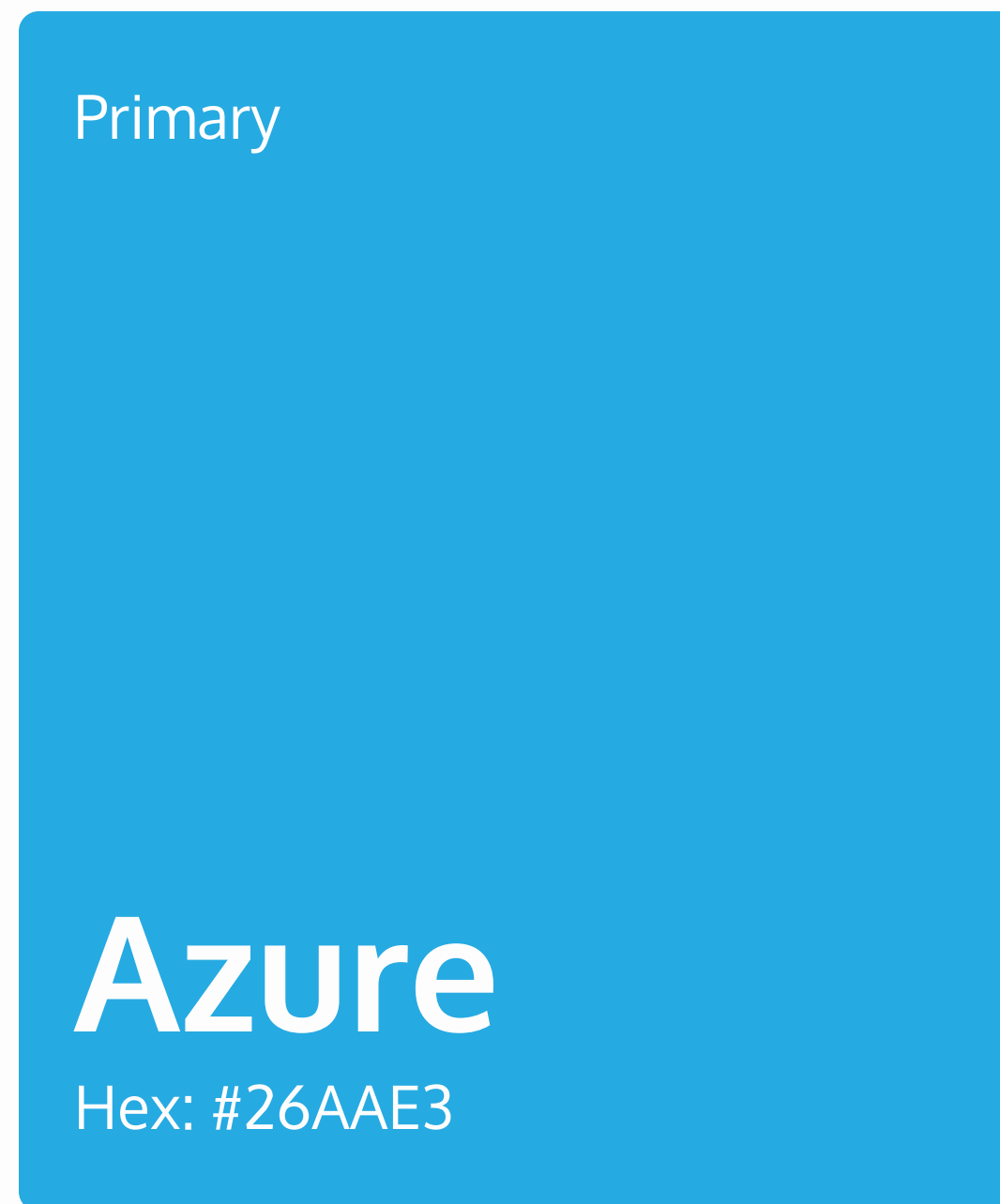
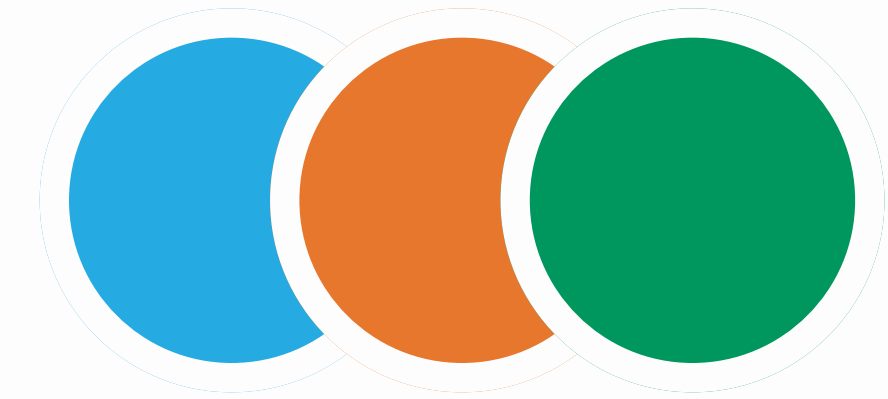
- Impressed by ConnectME.
- Ready to work.
- Improves sales.

Utilizing the visitors helps tune in person 2 & 3 and it can be achieved through strong and consistent marketing and effective UI/UX.

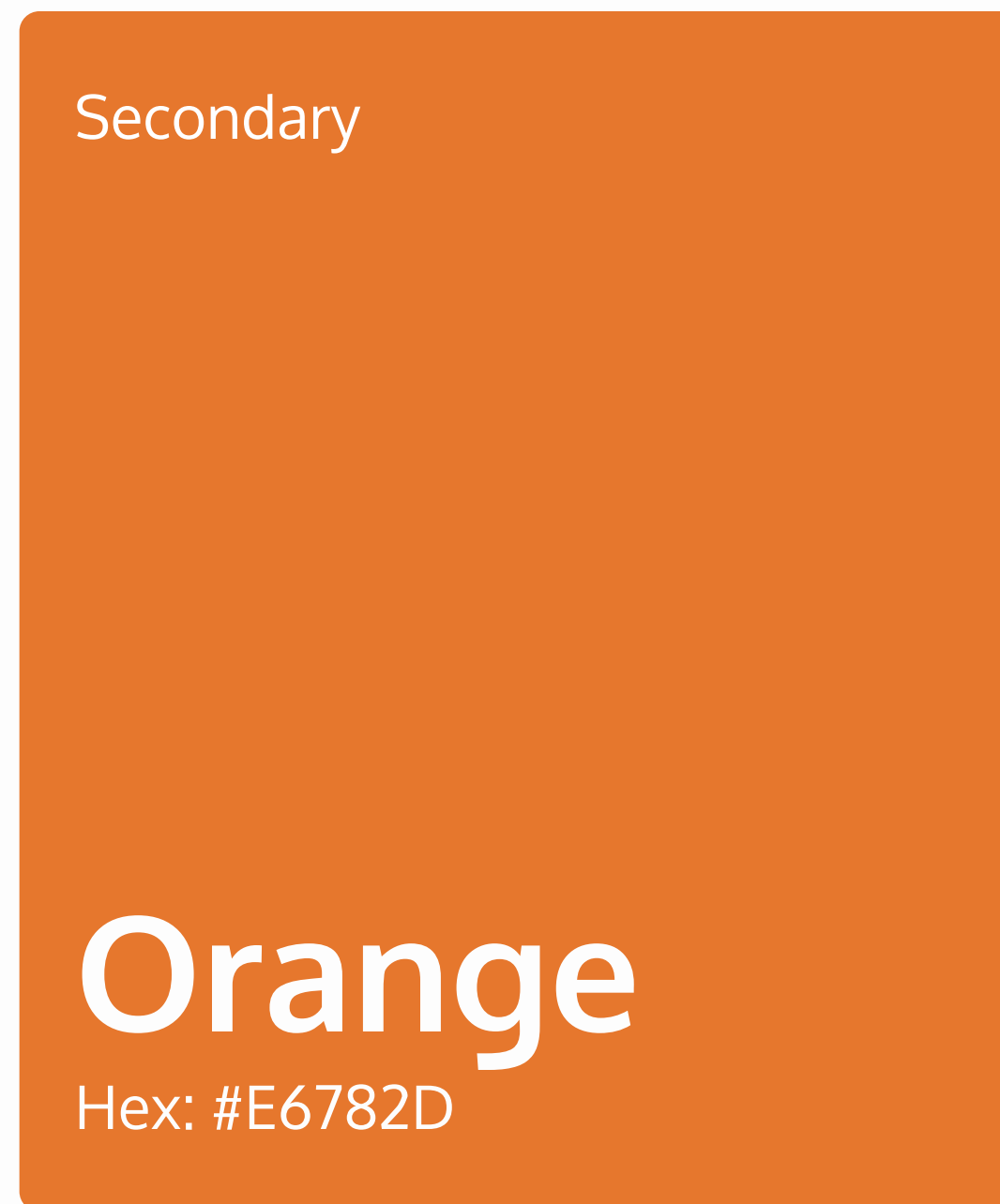
# Visual Identity

# Color Palette:

We've taken inspiration from the existing logo for the new Color Palette



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



Orange is the Secondary color. We've used this to add a pop of contrast alongside to Azure.



Green is the Tertiary color. We've used it for Interactions and texts which represents trust and confidence.

# Background Typography and Iconography

Surface Color/ On Color

**W1**

Hex: #FDFDFD

Used as the surface color i.e. behind all the elements and typography, used for typography/ iconography for darker backgrounds

Background Color

**W2**

Hex: #E7E7E7

Used as a background color behind Texts and Icons.

On Color

**W3**

Hex: #BEBEBE

Used as a color for Iconography and on darker backgrounds.

# Background Typography and Iconography

Main Typography/ Background

**B1**

Hex: #111111

Used for Typography and also as a background color when lighter colors are involved.

**B2**

Hex: #292929

Used for smaller texts or to highlight B1.

**B3**

Hex: #4E4E4E

Used in load more section & other typography.

**B4**

Hex: #828282

Used for inaccessible elements, icons & typography.

# Typography

Font Family:

**OXYGEN**

Light

Regular

**Bold**

# Brand Voice

Connecting business needs with reliable, sustainable and innovative technology.

**Elevating Differentiation:** Identifying and executing initiatives that separate our offering from the current market alternatives.

**Unique Value Creation:** Developing a brand ethos that is currently absent or underserved within the competitive ecosystem.

To establish a commanding position in the market, it is essential to cultivate a strategy of differentiation that allows the brand to rise above the inherent competitive noise.

# 01

## Product & Service Memorability

Employ targeted marketing translating complex technology into clear, benefit-driven ROI narratives, driving strong product recall and cultivating a loyal, performance-focused customer base.

# 02

## Establishing a Cohesive Brand Voice

Pushing a consistent brand narrative i.e. Reliable, Innovative, Sustainable, across all channels to establish thought leadership and attract sophisticated enterprise customers seeking future-proof solutions.

# 03

## Prioritizing Clean UI/UX

Engineer a functional, minimalist UI/UX, minimizing visual clutter so users focus instantly on real-time data and actionable insights.

# 04

## Developing Novel Content Strategies

Curate never-before-seen, high-value content to establish intellectual authority, cut through digital noise, and drive qualified interactions online.

# Web Design

# Process

- Understand
- Ideate
- Analyze
- Design
- Launch

Web design is an iterative and collaborative process demanding continuous evaluation and deep user understanding to ensure the user journey is optimized for satisfaction.

# Understand

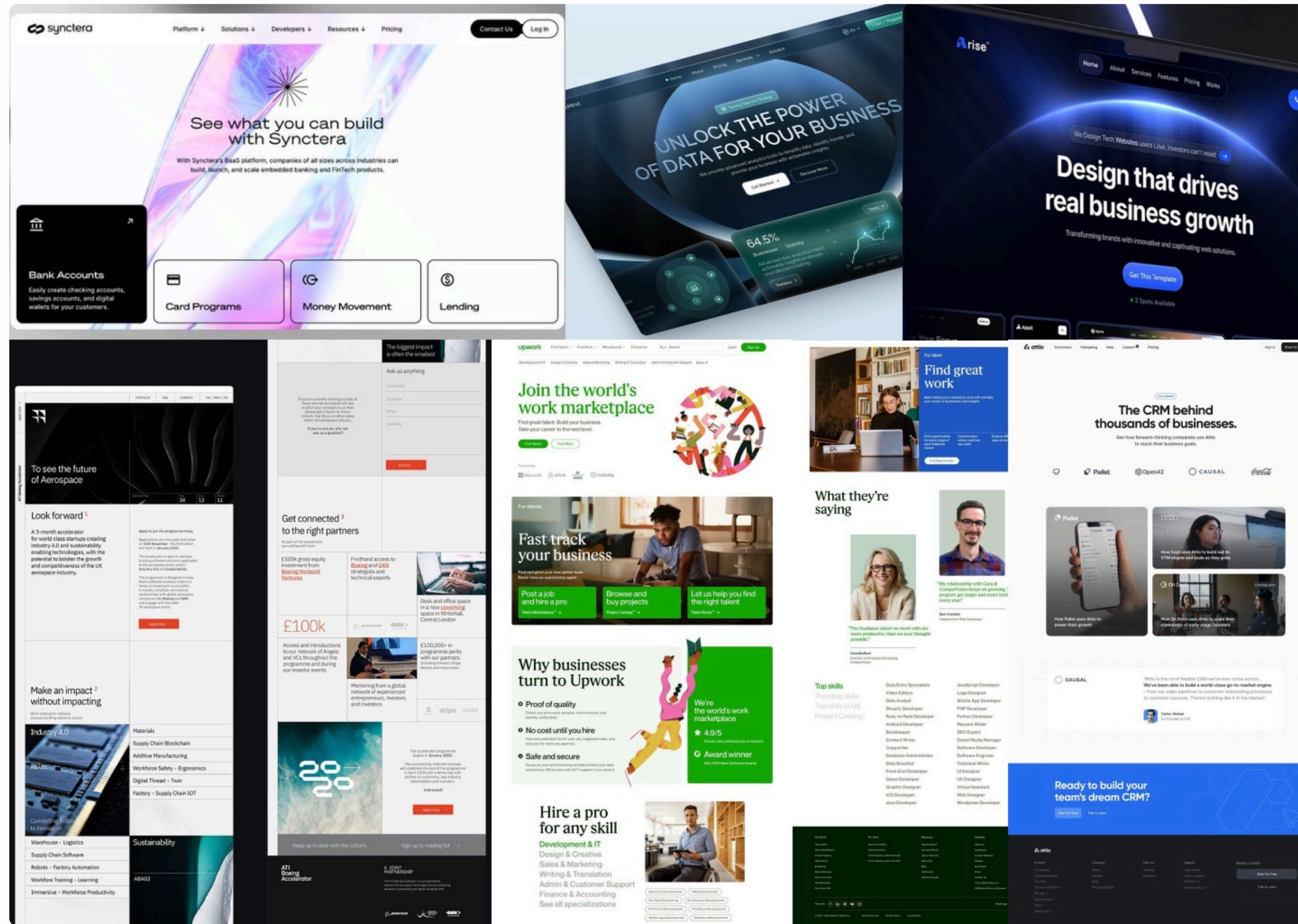
Our in-depth competitive analysis identified a clear market gap. Based on the current delivery model and design potential of the company, we determined that most direct and indirect competitors are failing to execute a strong marketing approach. Furthermore, their current digital presence is compromised by either visually cluttered layouts or an outdated design framework, which detracts from the professional image expected of a modern B2B SaaS provider.

ConnectME can achieve significant market dominance by prioritizing a comprehensive web design strategy focused on seamless user journey, coupled with a creative and strategic marketing plan that communicates ConnectME's core value proposition, product offerings, and brand essence.

# Ideate

Following extensive research and strategic brainstorming, we have developed an optimal digital presence for ConnectME which will feature a modern, clean, and seamless layout. This design strategy is specifically crafted to effectively highlight ConnectME's core services and products. Furthermore, we had prioritized engaging interaction design to create a more dynamic and exciting user journey.

# Moodboard

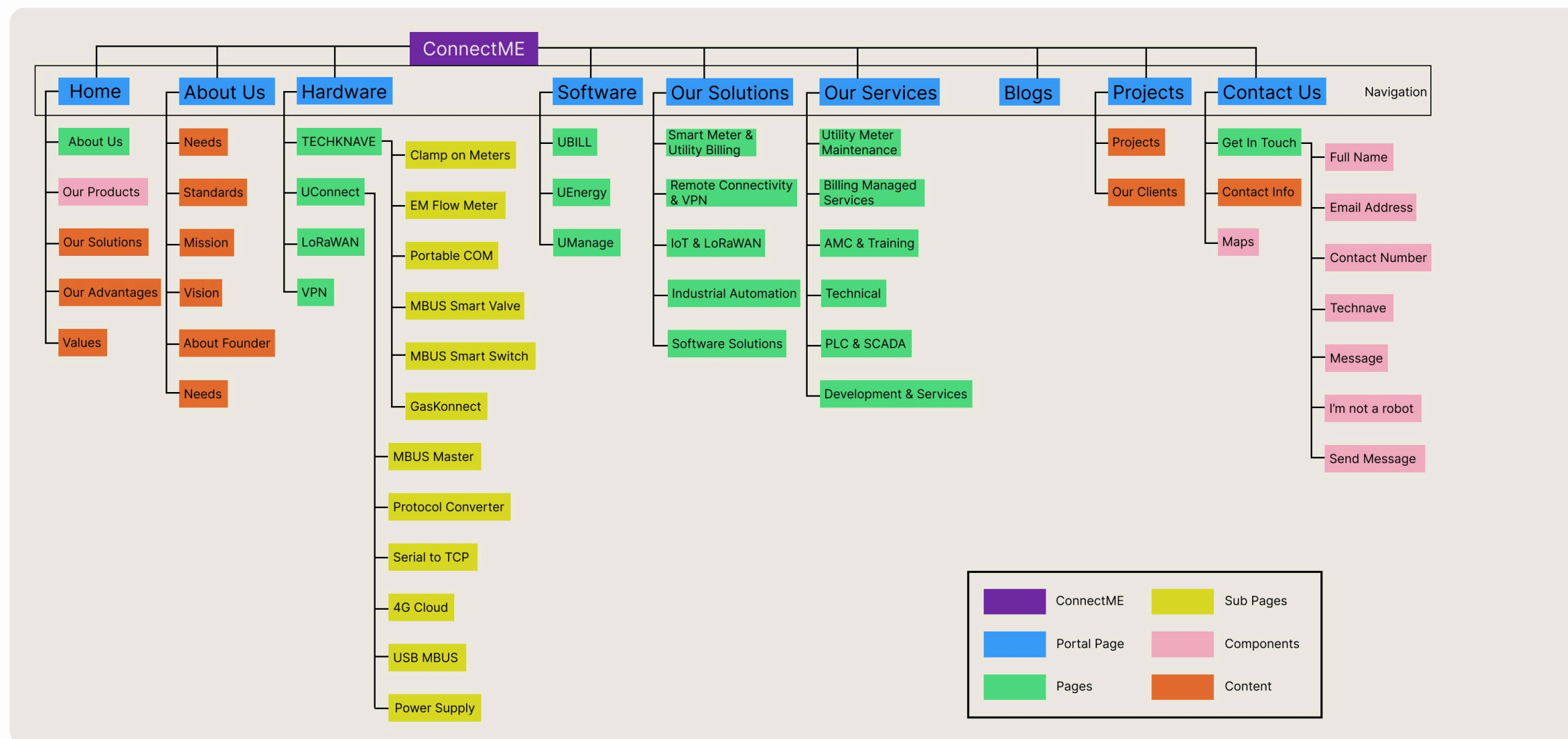


We created a comprehensive design mood board as a foundational step. This was crucial for curating creative inspiration and acquiring an in-depth understanding of the design principles prevalent within the B2B SaaS sector, particularly among companies whose services align with ConnectME.

# Analyze

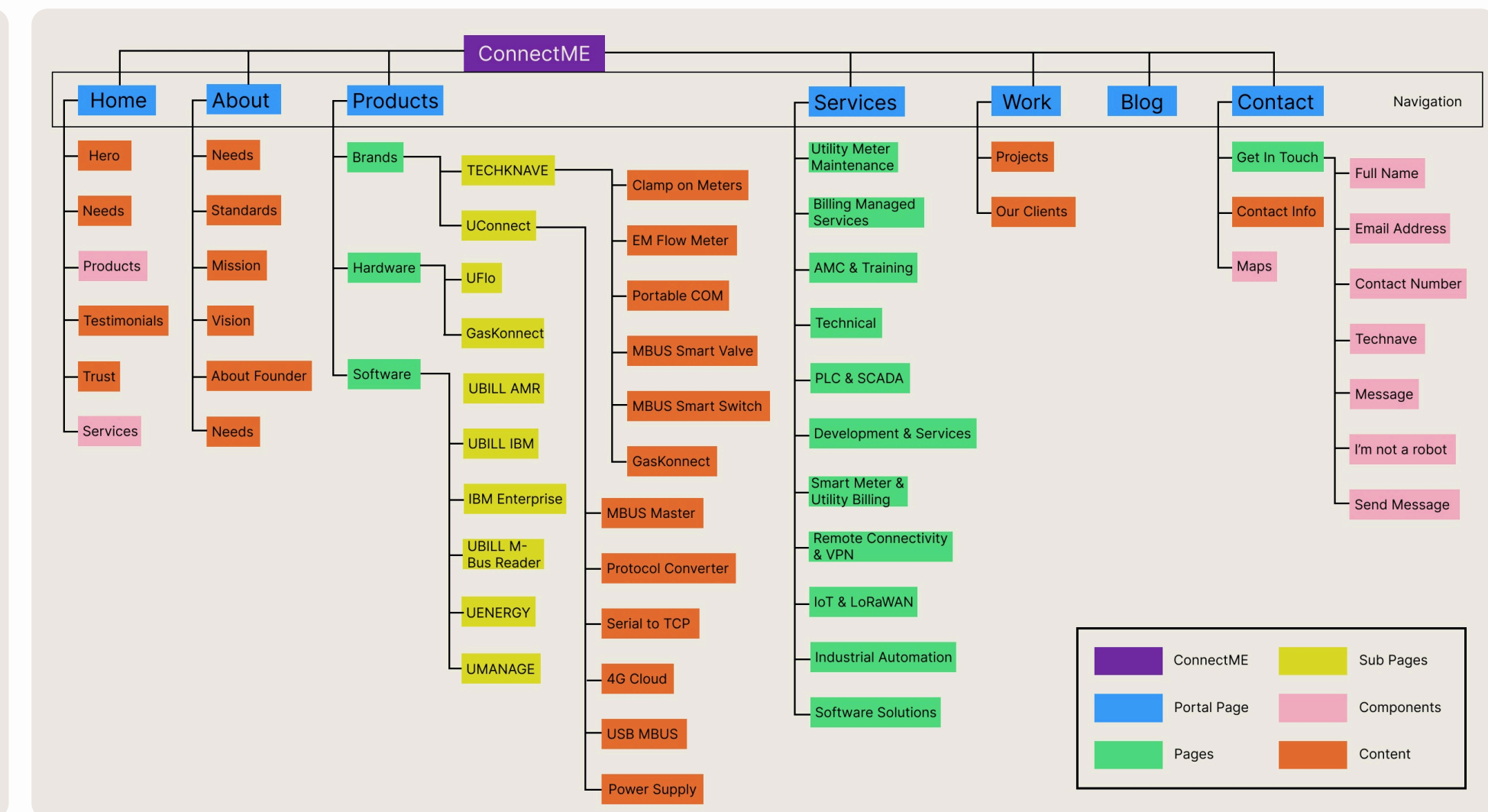
Following the completion of the mood board, we then moved onto a detailed analysis of **potential branding/marketing strategies, typography options, and color palettes**. With the help of dedicated **Information Architecture (IA)** process, which led to a clear conclusion regarding the optimal user flow. This work assisted in the development of a comprehensive website framework which is now fully prepared to enter the dedicated design phase.

# Information Architecture (IA)



## Existing

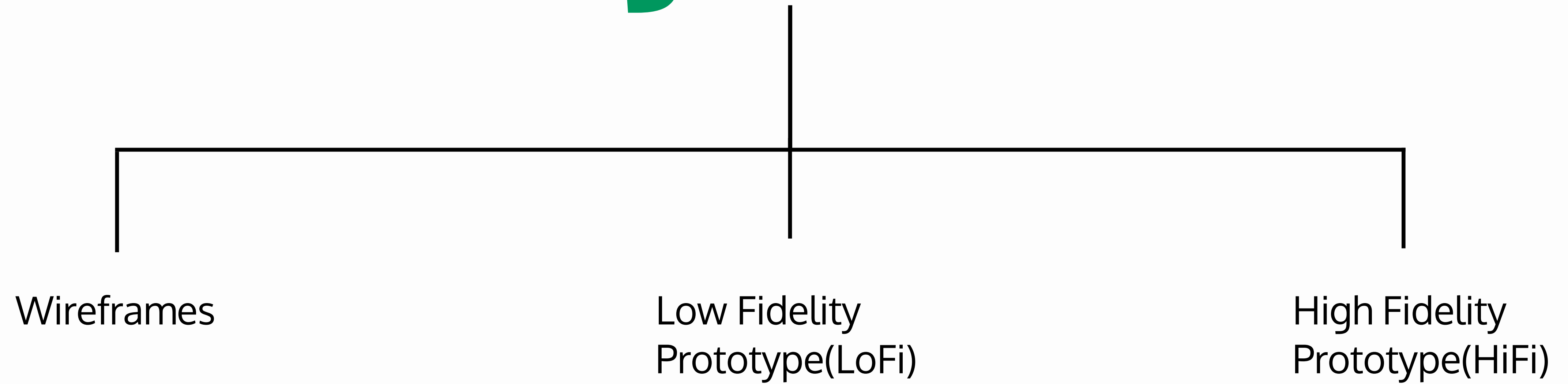
Code heavy, too many redirects, disorganized.



## New

Code friendly, organized, easy user flow.

# Design Process



# Wireframes

**Homepage**

- Home based interactive scroll.
- multi hero section will make it eye catching.
- small impactful line.
- marquee with highlighted products.
- Brief application about services from previous clients designs alternating.
- small info.
- quick link -> depending on what they click footer takes the more direct one showing.

**Contact Us**

- Simple layout provided with email, phone number & address & an additional form if required & google maps if req.

**Services & Solutions**

- services & solutions can be combined together as they both have similar content & structure & we can follow the above layout.

**Product Page**

- Has hover animation which shows read more.
- Showing solutions like E-commerce site which displays more details.

Homepage

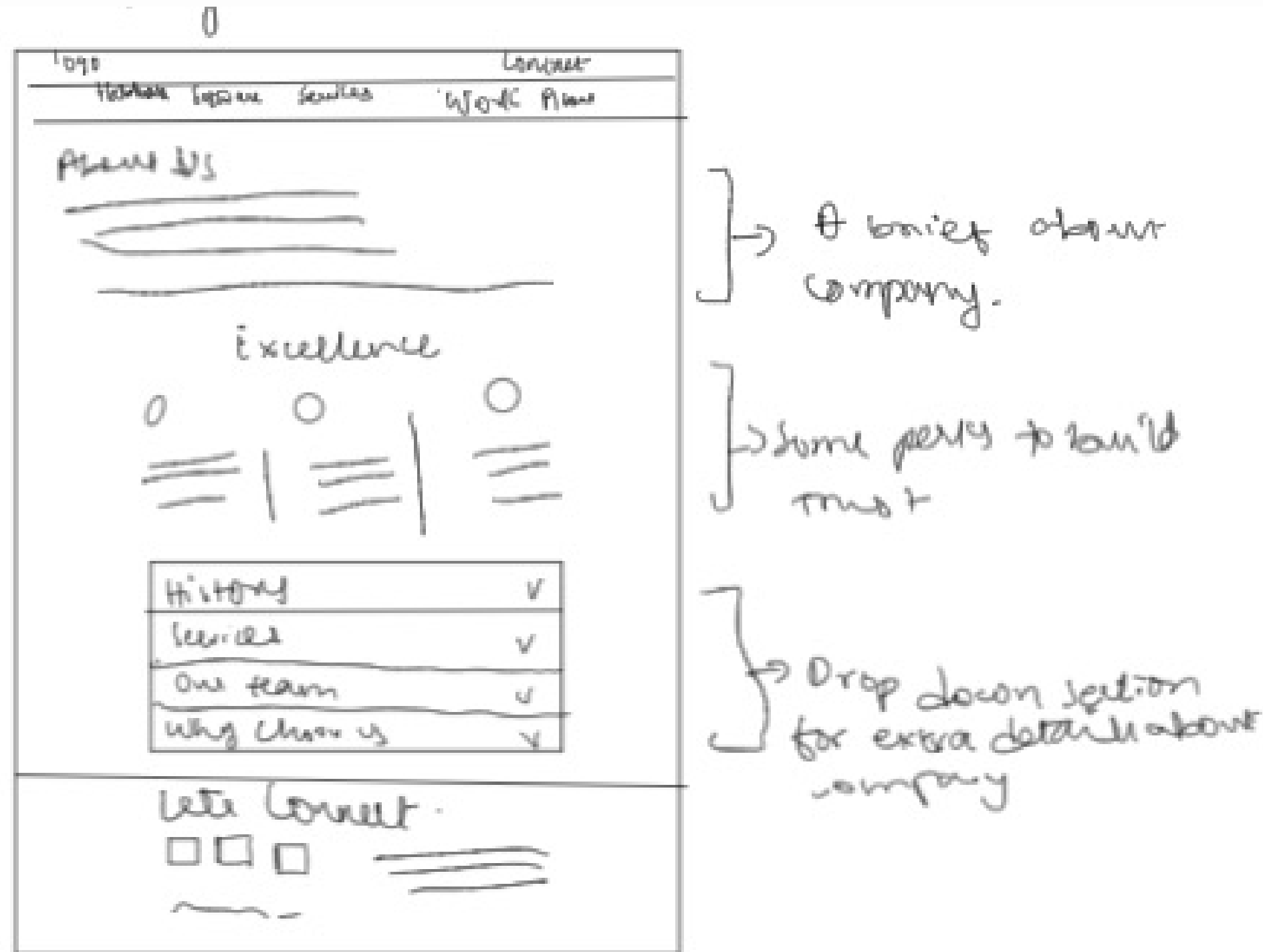
Contact Us

Services(implemented a different layout after first iteration)

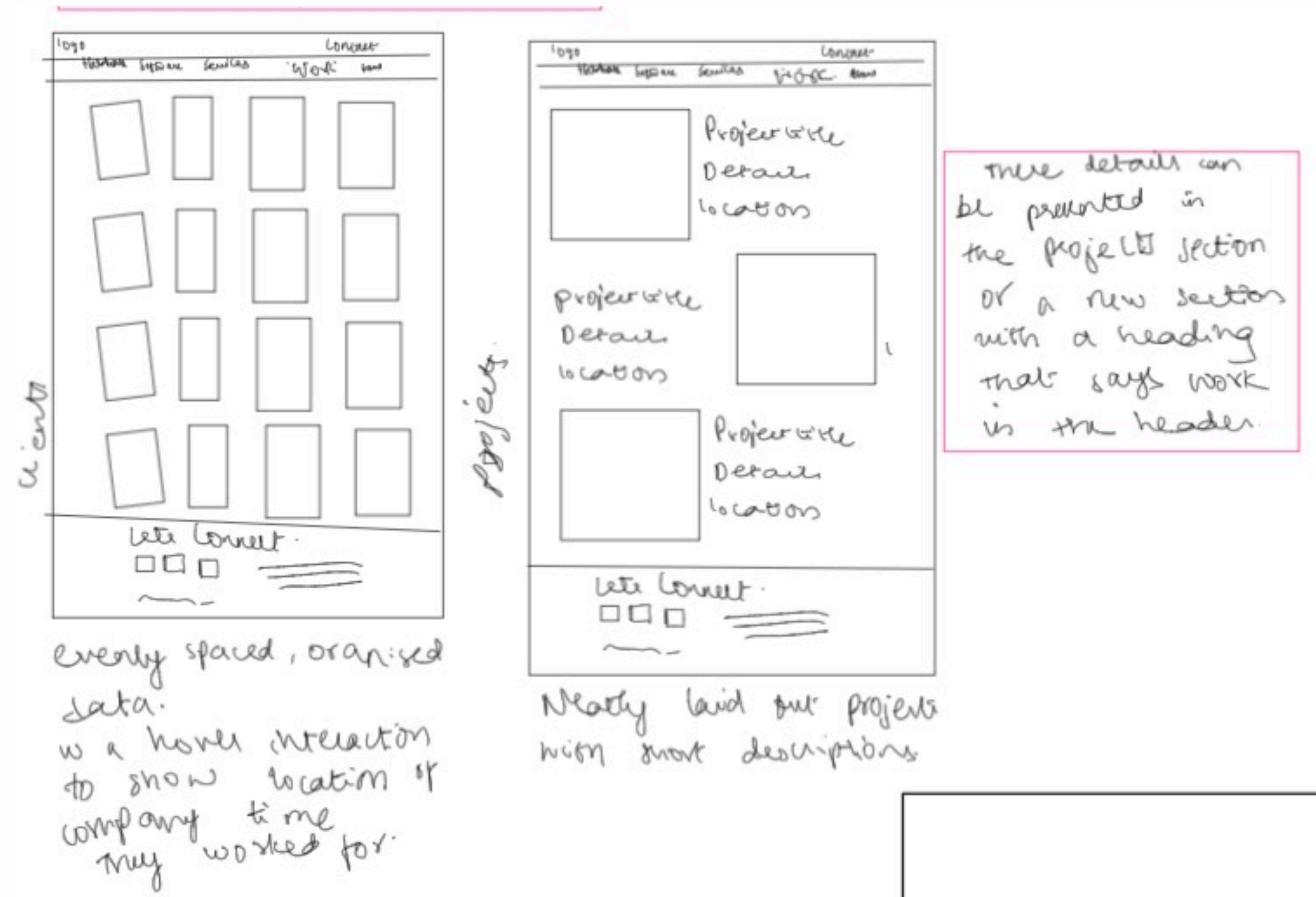
Product Page

Initial sketches and notes of the website

# Wireframes

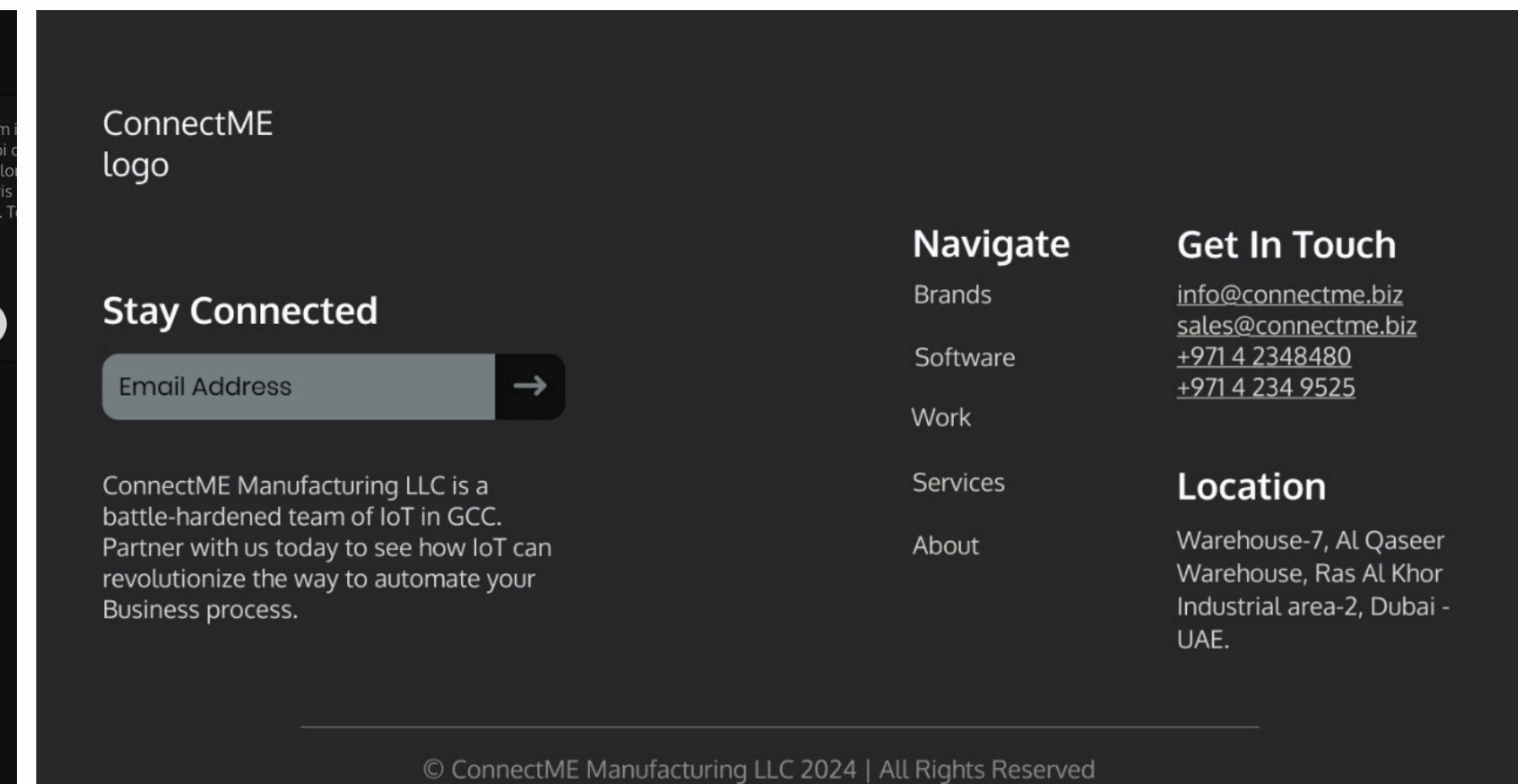
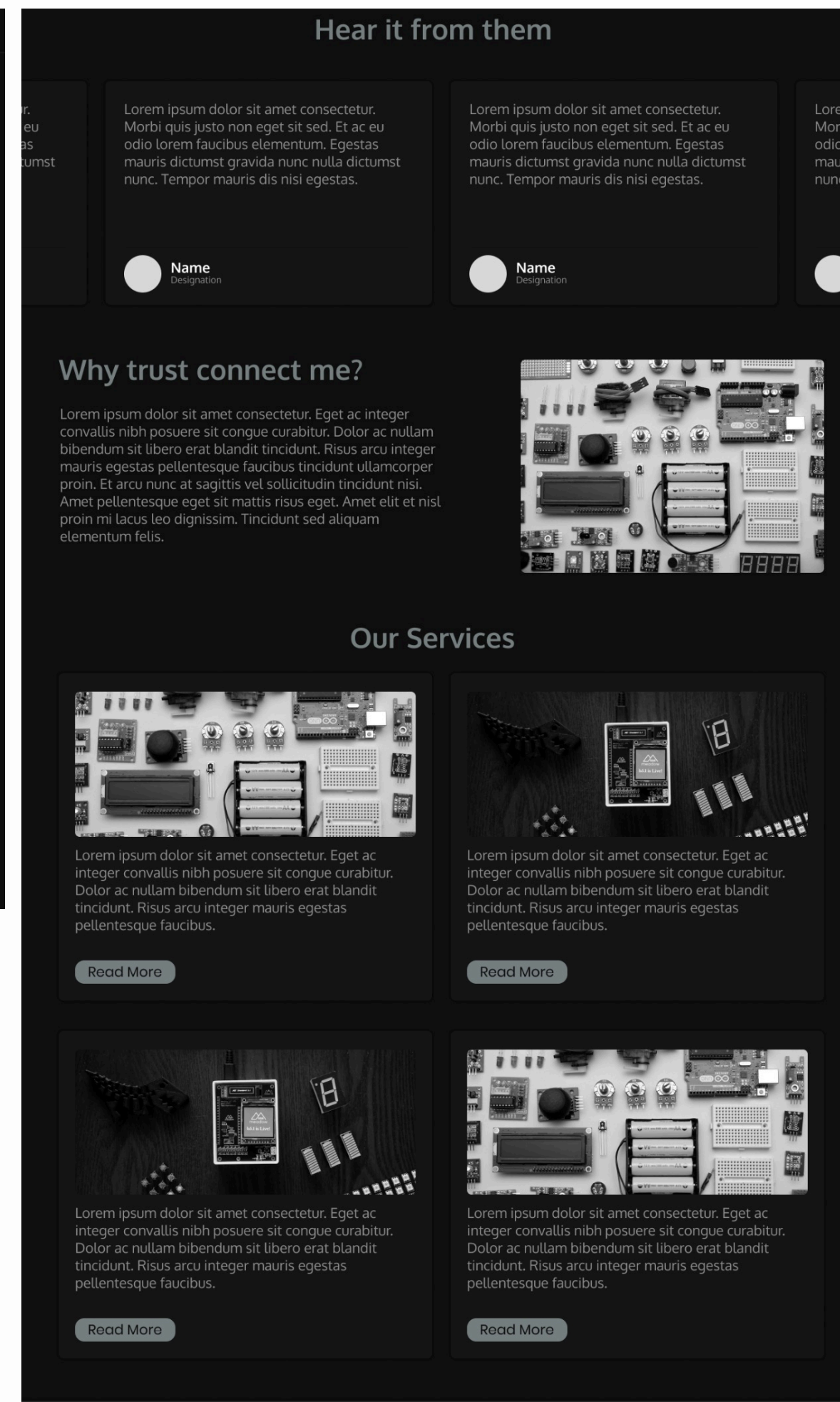
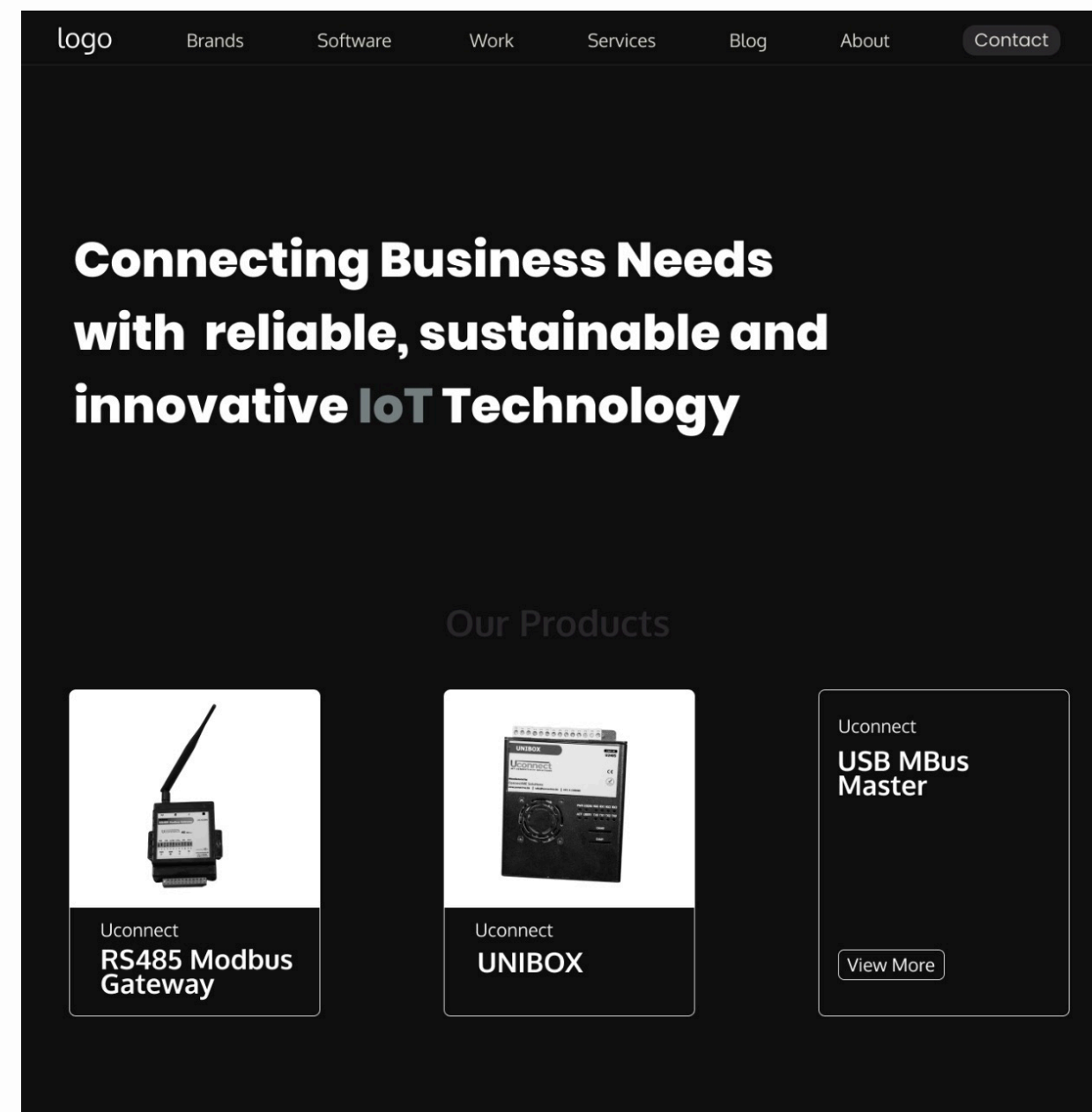


About Us (More changes have been made during HiFi prototypes)



Clients & Projects

# Low Fidelity Prototype(LoFi)



## Footer Design

After getting approval of LoFi Prototypes we progressed to HoFi Prototypes.

# High Fidelity Prototypes(HiFi)

The homepage prototype features a top navigation bar with 'logo', 'Products', 'Services', 'Work', 'Blog', 'About', and 'Contact'. The main content area includes a headline 'Connecting Business Needs with reliable, sustainable and innovative Technology', a 'Our Products' section with 'USB Mbus Master' items, a 'Hear it from them' section with testimonials, a 'Why trust connect me?' section with a technical diagram, and a 'Licensing & Certifications' section with various logos. A 'Our Services' section follows with more technical diagrams. The footer contains the 'ConnectME logo', 'Stay Connected' form, 'Navigate' menu, 'Get In Touch' contact details, and social media icons.

The 'All Products' prototype displays a grid of product images, each labeled 'UNIBOX'. A 'Filter' dropdown is located at the top left of the grid. At the bottom of the grid, there is a 'Load More' button and a pagination indicator showing '1 2 3 4 >'. The footer includes the 'ConnectME logo', 'Stay Connected' form, 'Navigate' menu, 'Get In Touch' contact details, and social media icons.

The product page prototype for 'Techknav- Clamp on Meters' features a 'Techknav' logo and a 'MEASURING DIAGRAM' showing 'Flow Measurement' and 'Energy/RTU'. A 'Download Brochure' button is present. The 'Features' section lists: 'Measurement accuracy +0.5 to 1%', 'Non-Invasive with no pipe disturbance and no Maintenance', 'Easy installations', 'Wide range, pipe size from DN25mm to DN600mm and flow rate of 0.01 to 15m³/s', 'Suitable for many common pipe materials', 'Communication interface - Modbus RTU / TCP, BACNET MSTP / IP and Mbus', '4G / GPRS modem for remote monitoring', 'Connectivity to UBILL MACCLOUD server for Record & Analyze', 'Weather resistance enclosure - IP65', 'BTU, Mwh, Velocity, Colometric, Totalized flow measurements', and 'Internal data logging'. The 'Advantages' section lists: 'High Performance', 'Compact', 'Robust', 'Reliable', 'Cloud Connected', and 'Industrial Grade'. The 'Communication Interface' section shows logos for '4G LTE', 'BACnet', 'M-Bus', and 'Modbus'. The footer includes the 'ConnectME logo', 'Stay Connected' form, 'Navigate' menu, 'Get In Touch' contact details, and social media icons.

The 'Services' prototype lists six service categories: 'Utility Meter Maintenance', 'Billing Managed Service', 'AMC & Training', 'Technical Consultancy', 'PLC & SCADA Services', and 'Development & Services'. Each category includes a brief description and a representative image. The footer includes the 'ConnectME logo', 'Stay Connected' form, 'Navigate' menu, 'Get In Touch' contact details, and social media icons.

The 'Solutions' prototype features four solution categories: 'Smart Metering & Utility Billing', 'Remote Connectivity & VPN', 'IoT LoRaWAN Solutions', and 'Various LoRaWAN Sensors'. Each category includes a diagram or image illustrating the solution. The footer includes the 'ConnectME logo', 'Stay Connected' form, 'Navigate' menu, 'Get In Touch' contact details, and social media icons.

The 'Work' prototype displays two sections: 'Ongoing Projects' and 'Our Projects'. Each section contains a grid of project images with 'Project Title' labels. The footer includes the 'ConnectME logo', 'Stay Connected' form, 'Navigate' menu, 'Get In Touch' contact details, and social media icons.

Homepage

All Products

Product Page

Services

Solutions

Work



# Launch

With the design phase finalized and necessary iterations accomplished, the designs have transitioned to **development**.

To sustain a smooth online journey and provide efficient content management, we are developing a **ConnectME Administrator Dashboard**.

This central tool will assist administrators to modify all website data (products, blogs, services, and projects) and provide business intelligence through the tracking of **customer login data, website traffic, and click analytics**.

## **Conclusion**

With the right optimized strategy, ConnectME can cultivate a strong online presence, utilizing LinkedIn marketing for B2B engagement. Implementing consistent brand guidelines outlined in this file is the foundation for maintaining a cohesive brand identity, which is essential for building trust and scaling market awareness.

Thank

you for this opportunity.