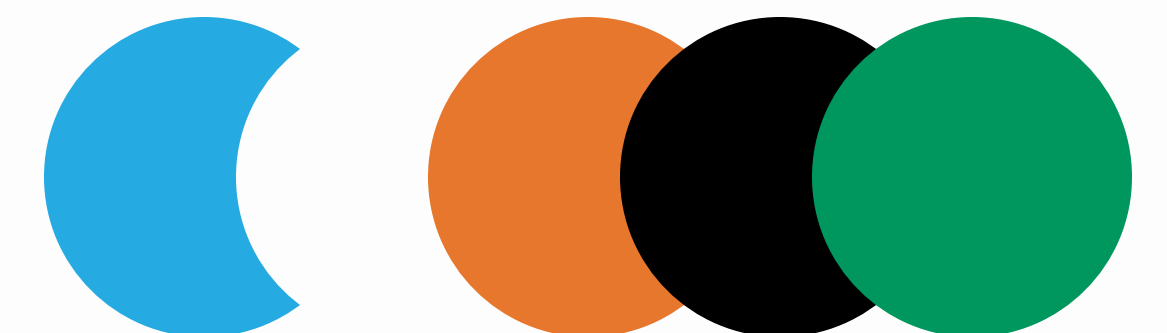


GenSync

ConnectME

Style 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.

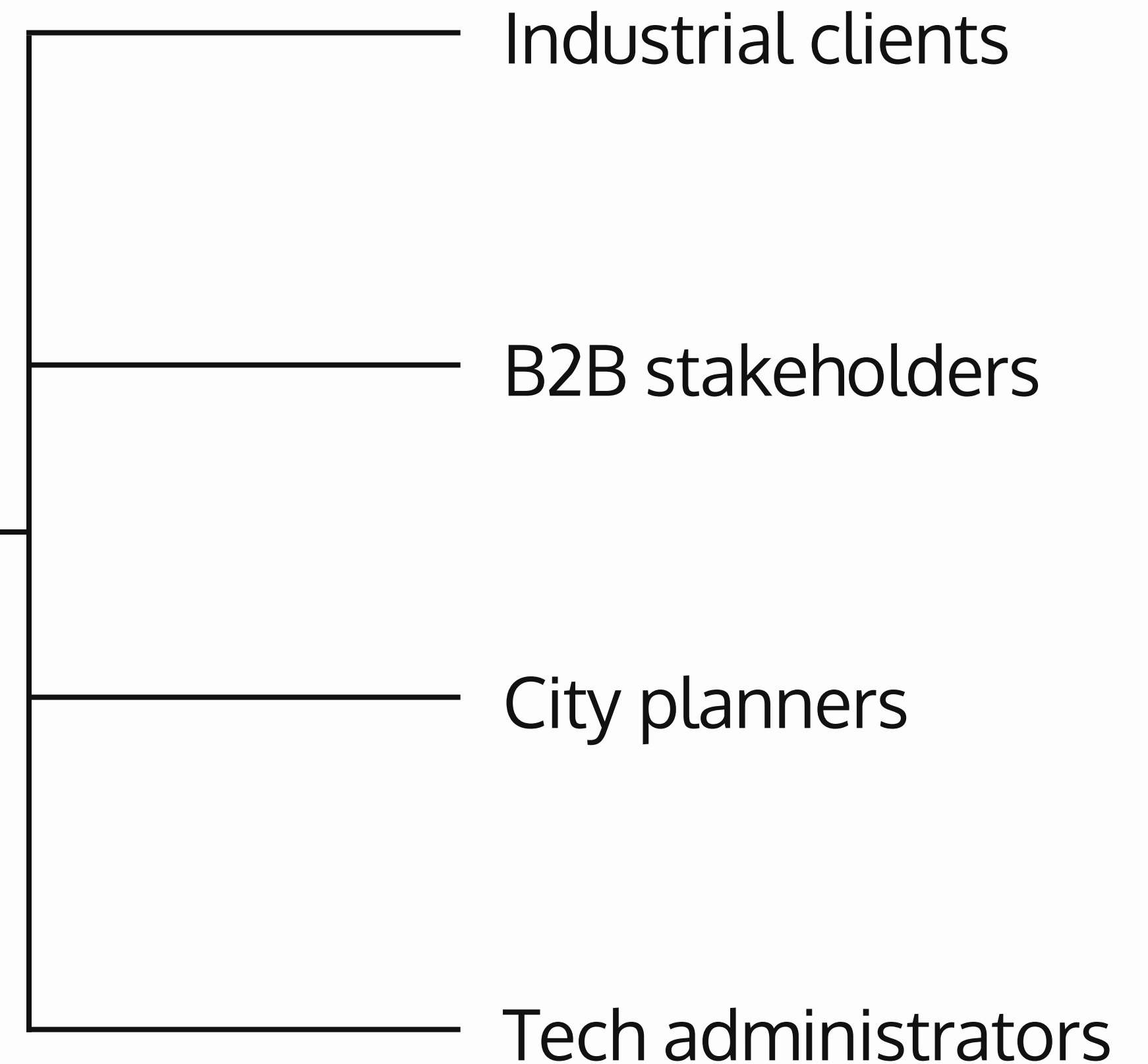
02

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

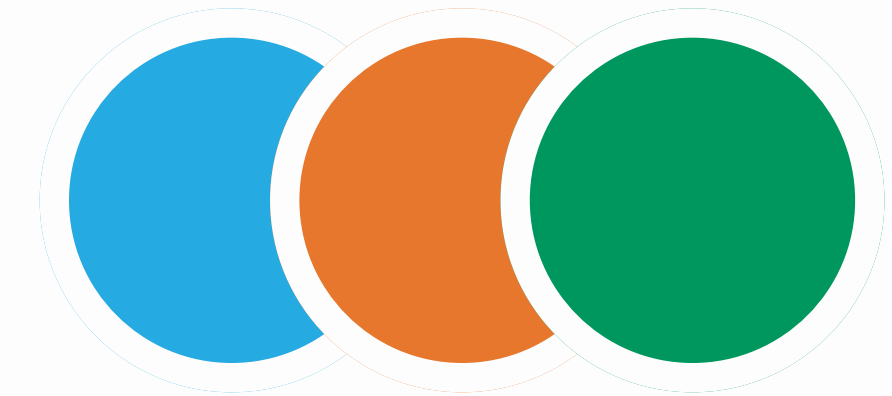
- Impressed by ConnectME.
- Ready to work.
- Improves sales.

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



Primary

Azure

Hex: #26AAE3

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

Secondary

Orange

Hex: #E6782D

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

Tertiary

Green

Hex: #00975F

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

Successful 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

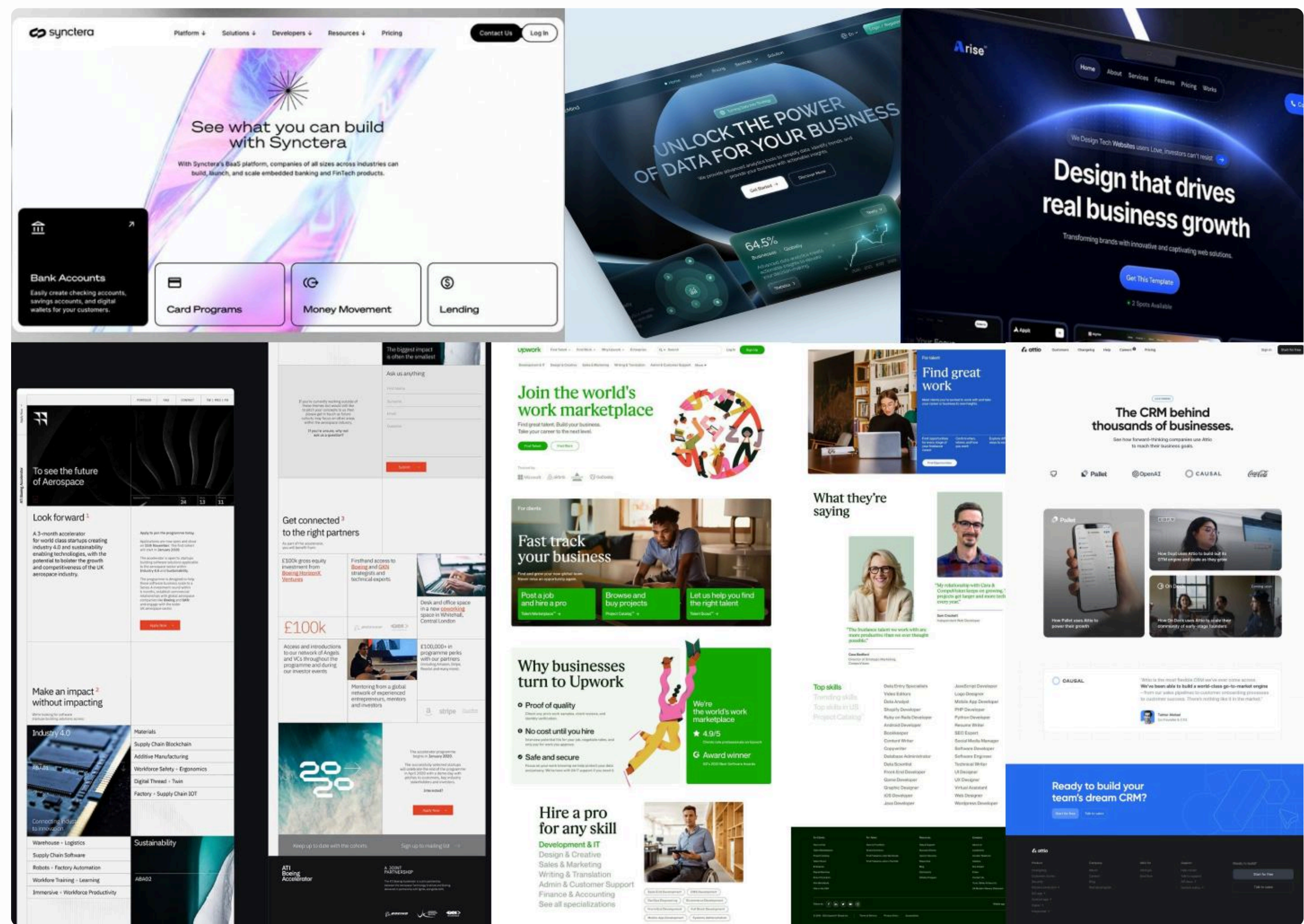
Our in-depth competitive analysis identified a clear market gap. Based on the current delivery model and design potential of the company, we determined that most direct and indirect competitors are failing to execute a strong marketing approach. Furthermore, their current digital presence is compromised 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

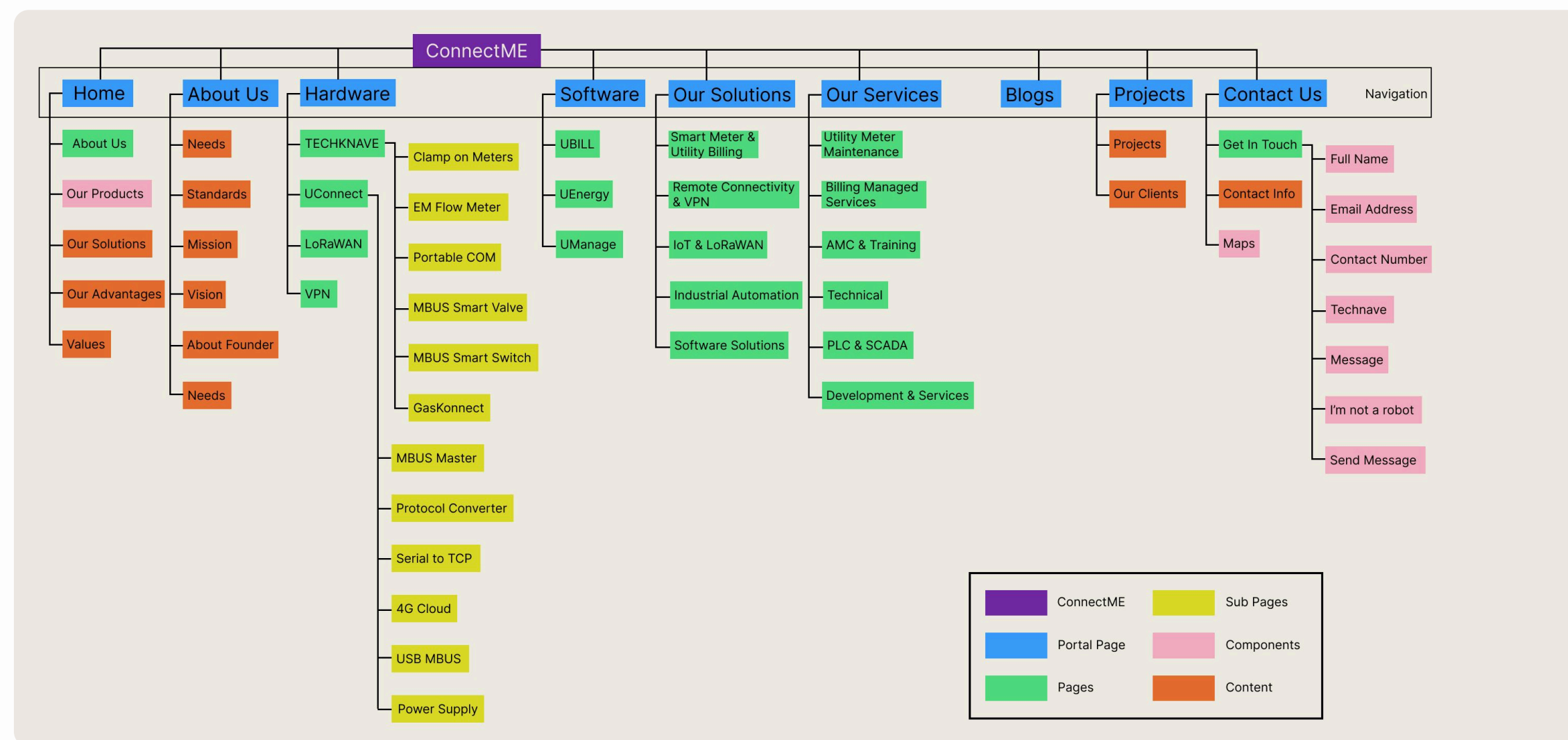


We created a comprehensive design mood board as a foundational step. This was crucial for curating creative inspiration and acquiring an in-depth understanding of the design principles prevalent within the B2B SaaS sector, particularly among companies whose services align with ConnectME.

Analyze

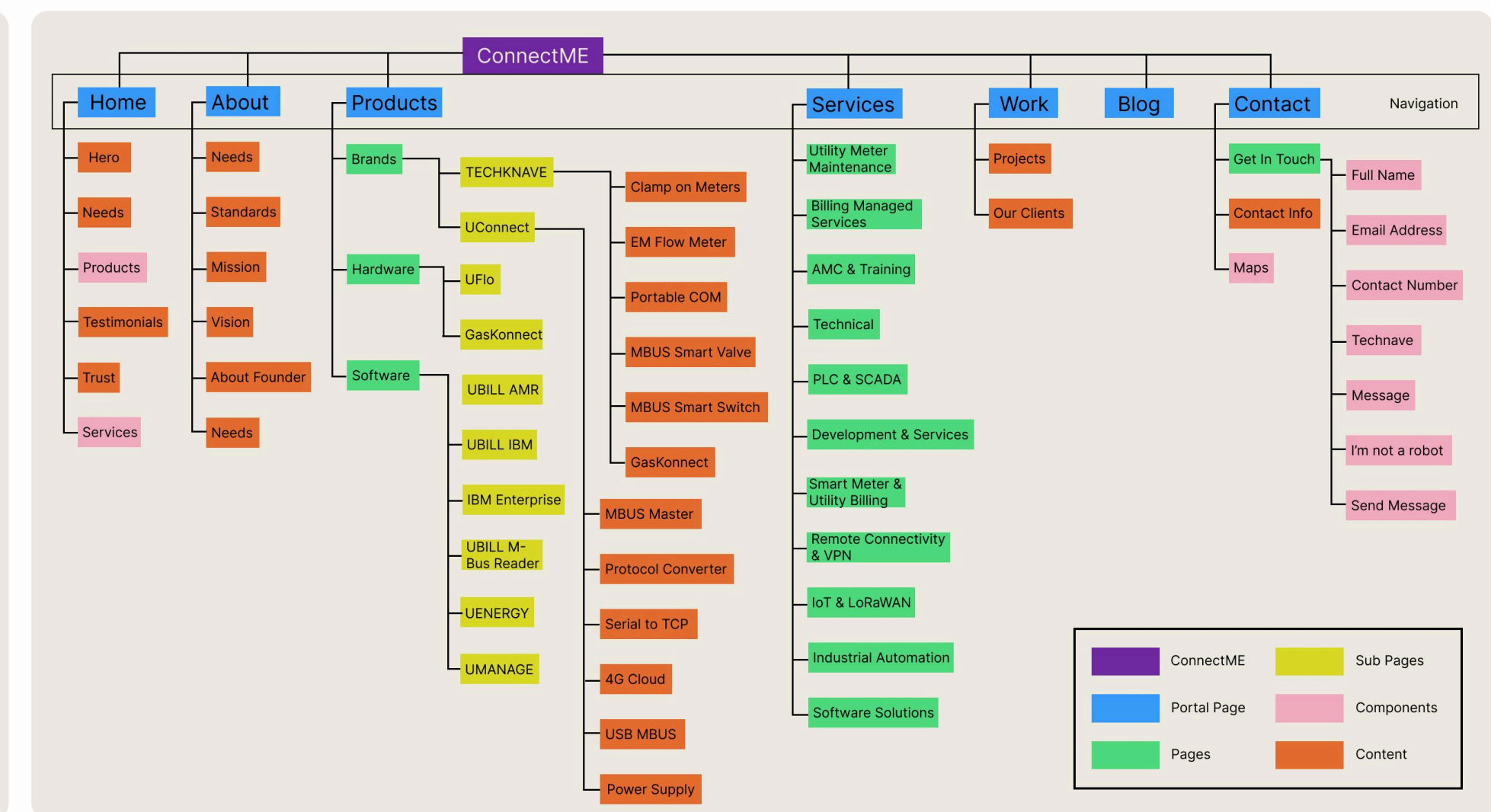
Following the completion of the mood board, we then moved onto a detailed analysis of **potential branding/marketing strategies, typography options, and color palettes**. With the help of dedicated **Information Architecture (IA)** process, which led to a clear conclusion regarding the optimal user flow. 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

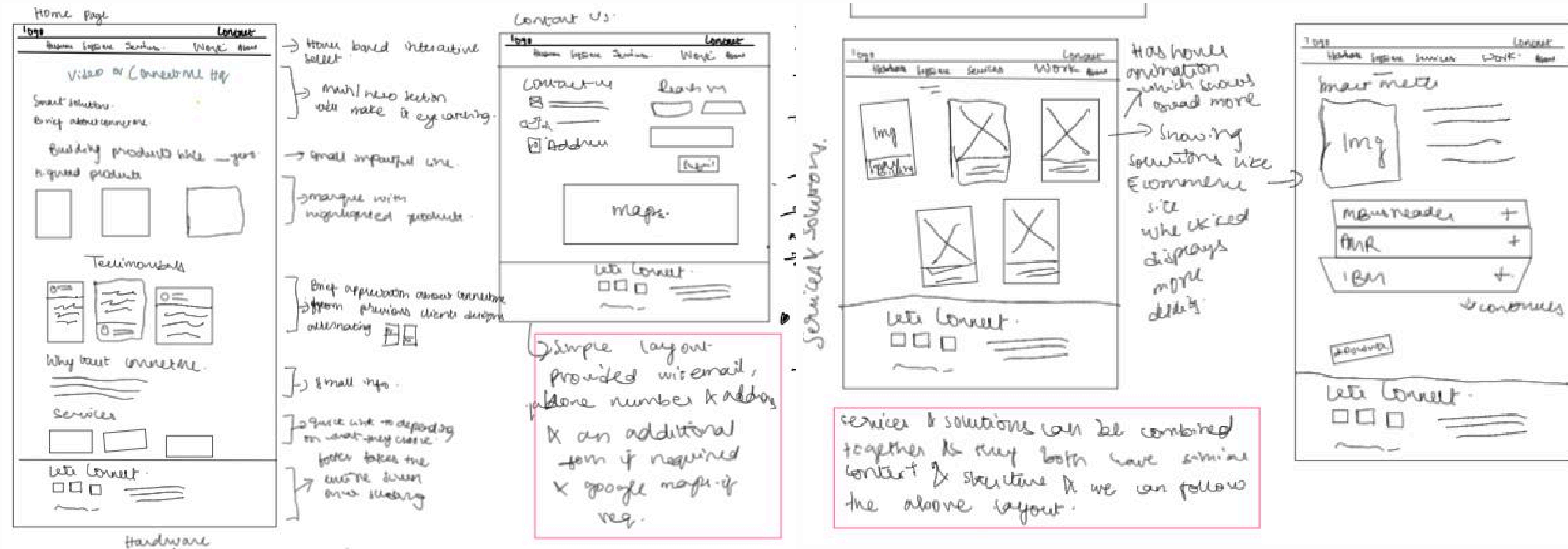
```
graph TD; A[Design Process] --- B[Wireframes]; A --- C[Low Fidelity Prototype(LoFi)]; A --- D[High Fidelity Prototype(HiFi)];
```

Wireframes

Low Fidelity
Prototype(LoFi)

High Fidelity
Prototype(HiFi)

Wireframes



Homepage

Contact Us

Services(implemented a different layout after first iteration)

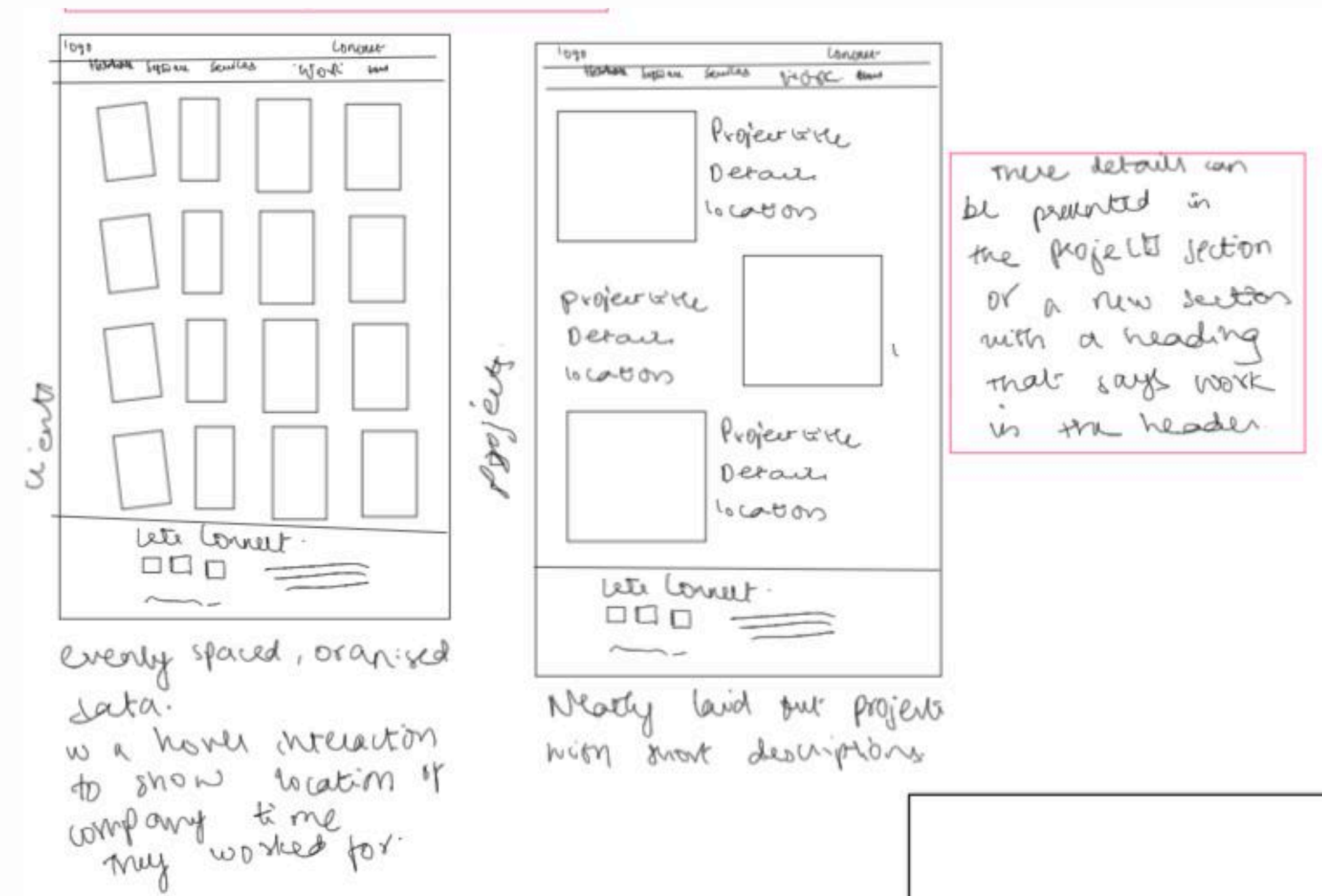
Product Page

Initial sketches and notes of the website

Wireframes

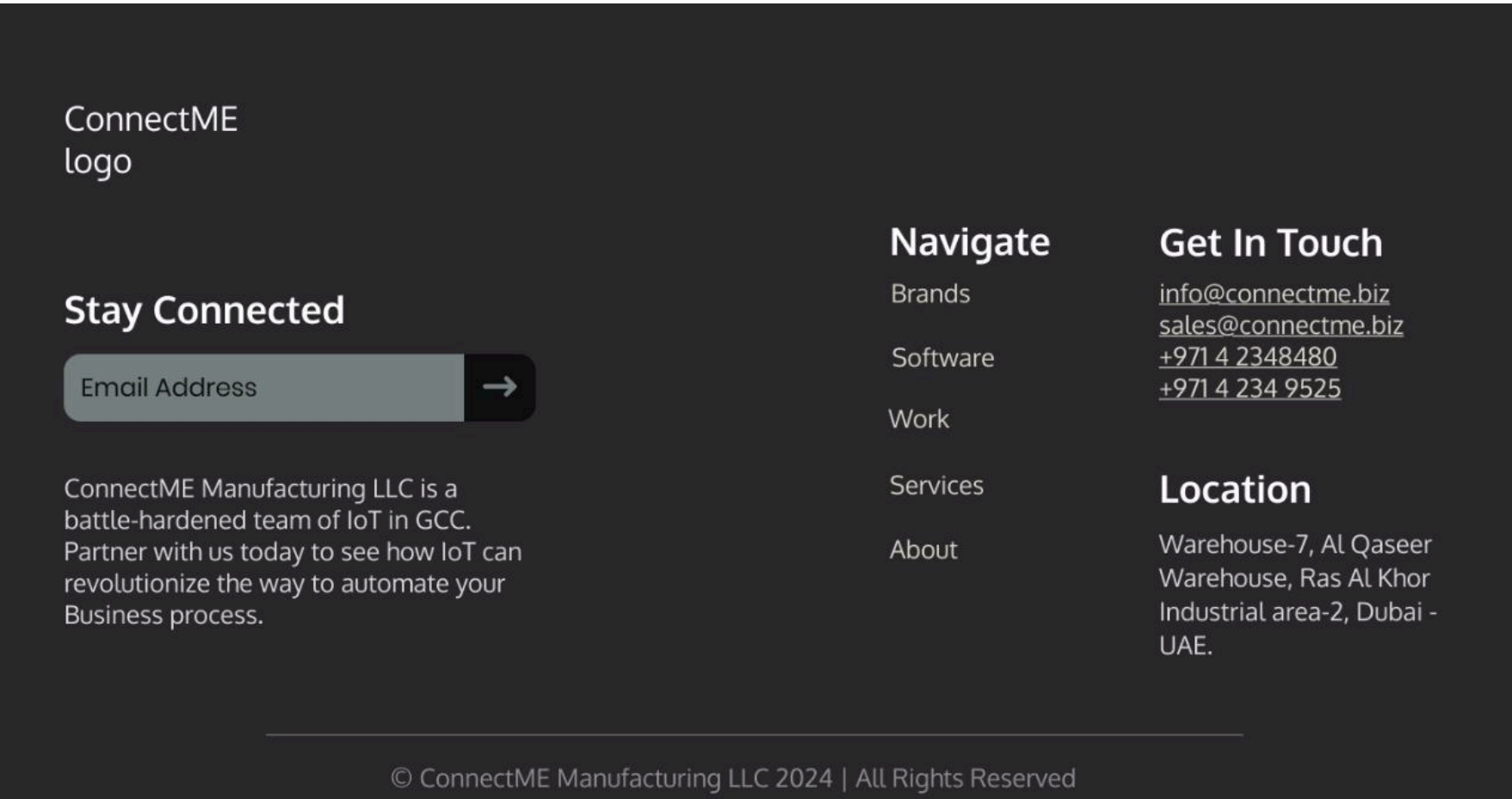
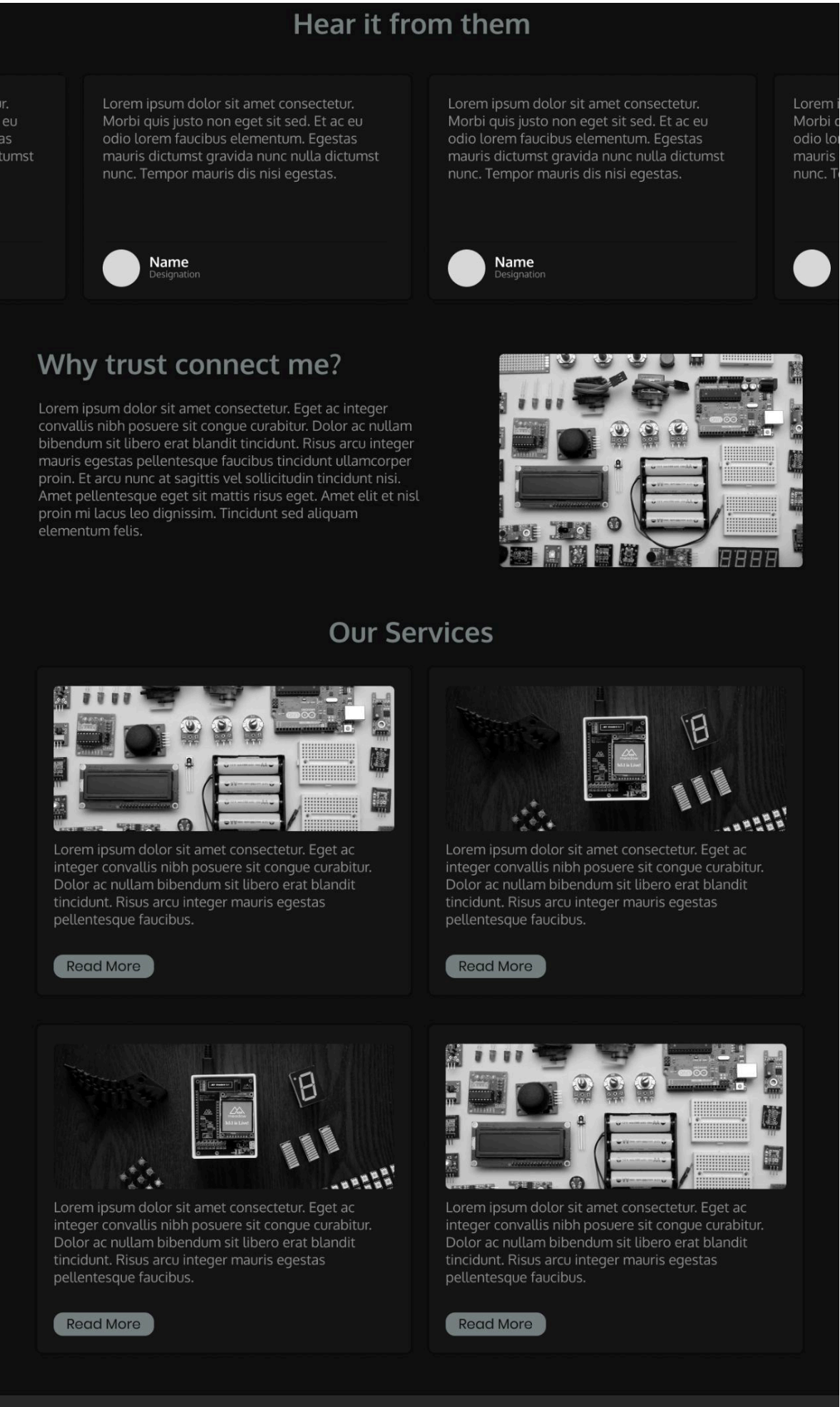
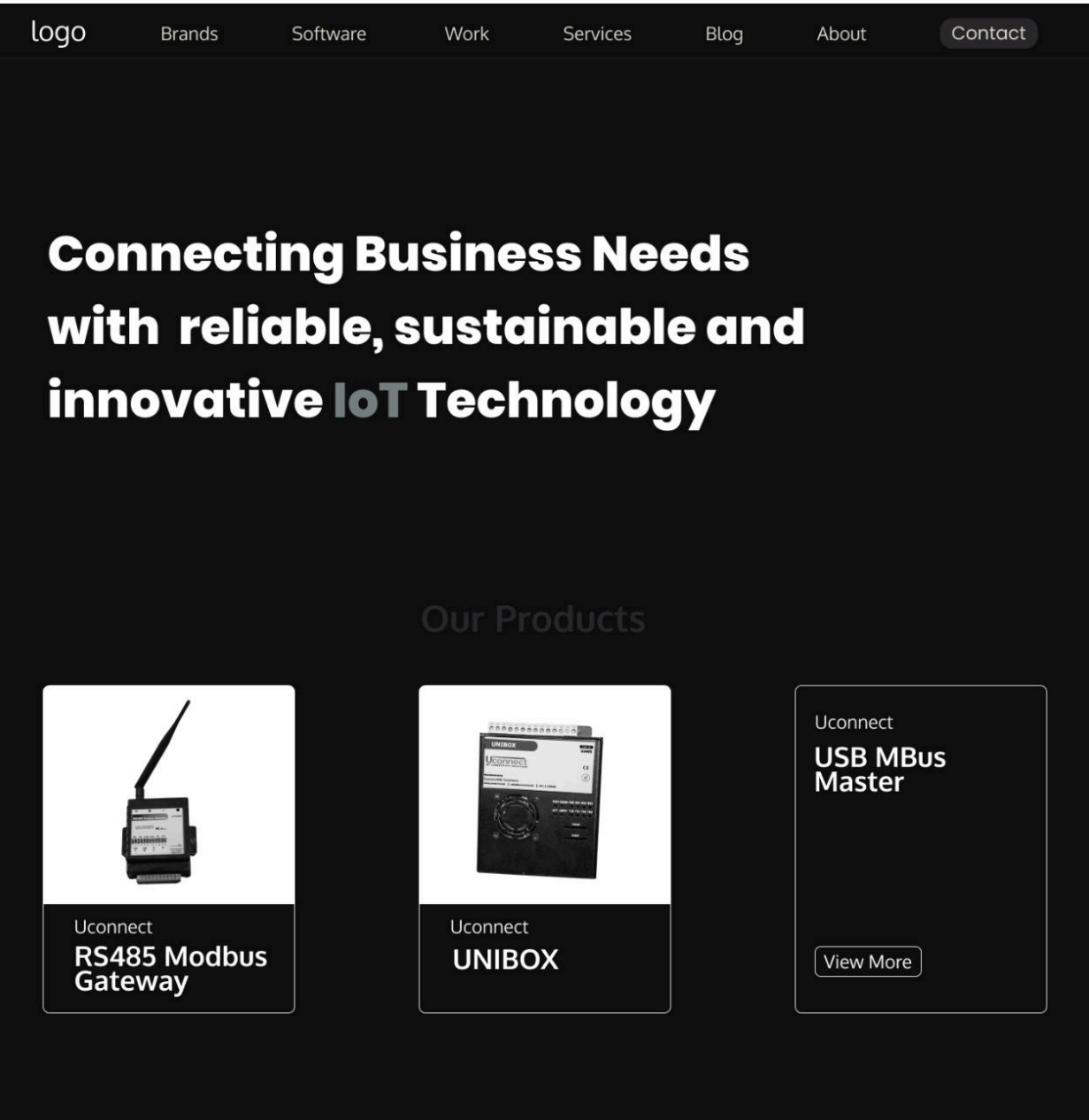


About Us (More changes have been made during HiFi prototypes)



Clients & Projects

Low Fidelity Prototype(LoFi)



Footer Design

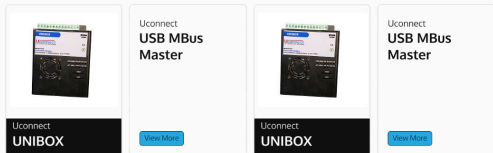
After getting approval of LoFi Prototypes we progressed to HoFi Prototypes.

High Fidelity Prototypes(HiFi)

logo Products Services Work Blog About Contact

Connecting Business Needs with reliable, sustainable and innovative Technology

Our Products



Hear it from them



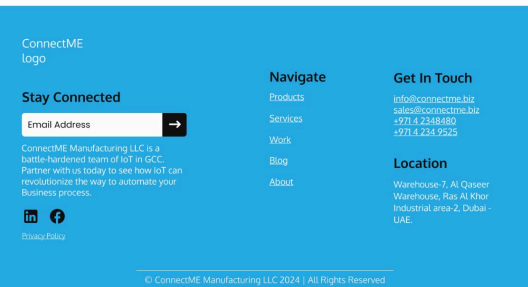
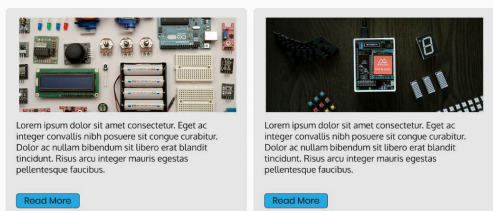
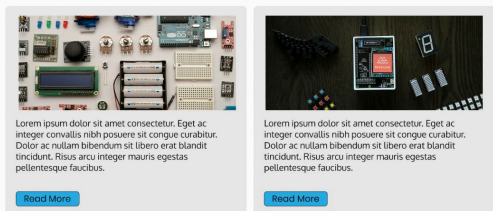
Why trust connect me?



Licensing & Certifications

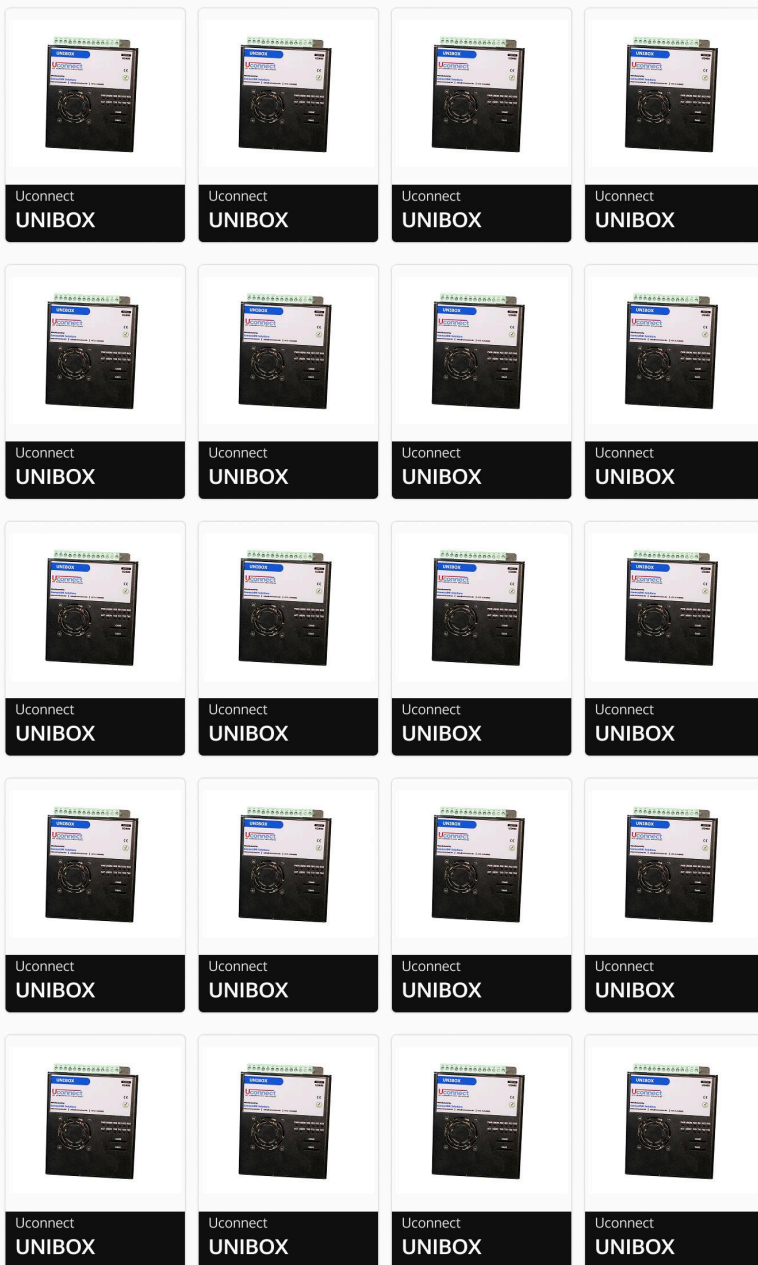


Our Services



logo Products Services Work Blog About Contact

Filter ▾



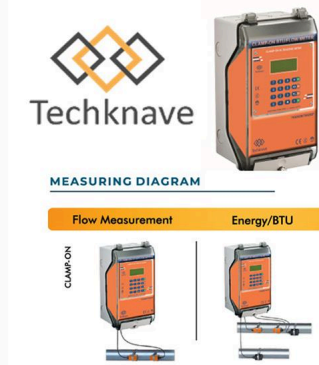
Load More

< 1 2 3 4 >



logo Products Services Work Blog About Contact

Techknafe- Clamp on Meters



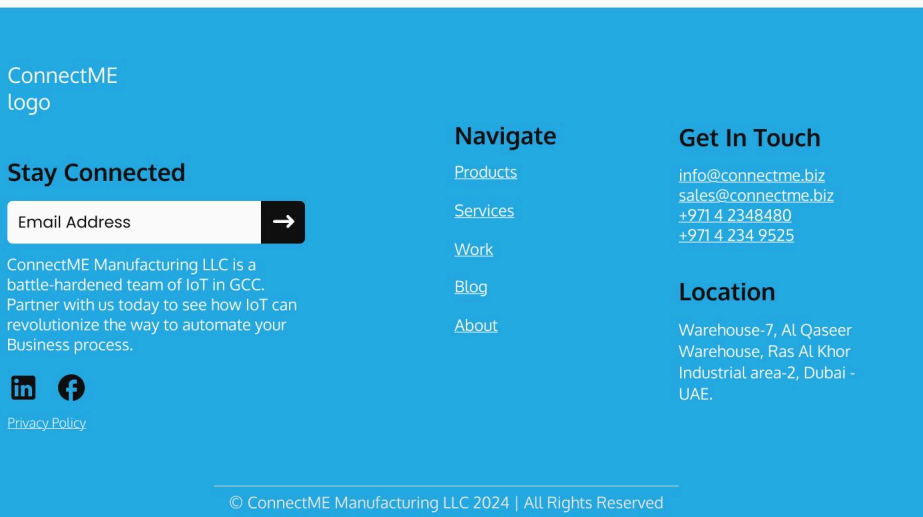
Features

- 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 15m/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 msurements
- Internal data logging

Advantages

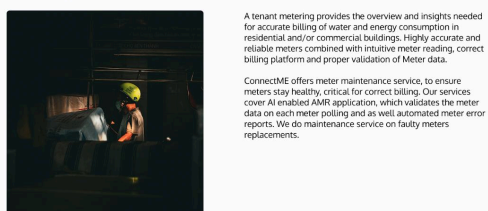
High Performance
Compact
Robust
Reliable
Cloud Connected
Industrial Grade

Communication Interface



logo Products Services Work Blog About Contact

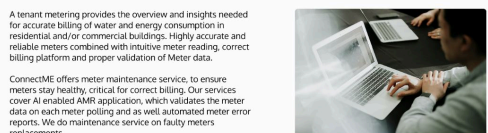
Utility Meter Maintenance



A tenant metering provides the overview and insights needed for accurate billing of water and sewage consumption in residential and/or commercial buildings. Highly accurate and reliable meters combined with intuitive meter reading, correct billing platform and proper validation of Meter data.

ConnectME offers meter maintenance services, to ensure meters stay healthy, critical for correct billing. Our services cover all installed field applications, which validates the meter data on each meter polling and as well automated meter error reports. We do maintenance service on faulty meters replacement.

Billing Managed Service



A tenant metering provides the overview and insights needed for accurate billing of water and sewage consumption in residential and/or commercial buildings. Highly accurate and reliable meters combined with intuitive meter reading, correct billing platform and proper validation of Meter data.

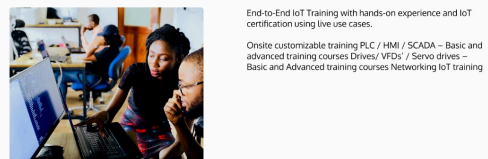
ConnectME offers meter maintenance services, to ensure meters stay healthy, critical for correct billing. Our services cover all installed field applications, which validates the meter data on each meter polling and as well automated meter error reports. We do maintenance service on faulty meters replacement.

Our payment portal allows residents to download bills and check their account from the comfort of their own home or anywhere in the world over the internet. Billing system is a combination of software and hardware that receives service usage information, groups this information for specific accounts or customers, produces invoices, creates reports for management, and records (periodic) payments made to customer accounts.

After an invoice is generated and dispatched to the customer, usually, the customer will review their bills and pay promptly. However, there may be some customers, who do not pay their bills and there may be an unacceptable delay in paying the bill and hence the service providers must take some action needed to remedy the situation and collect the outstanding balance due.

Collection is the process of chasing past due receivables in customer accounts. This usually involves sending notifications to the customer and taking appropriate actions in absence of due payments after the due date.

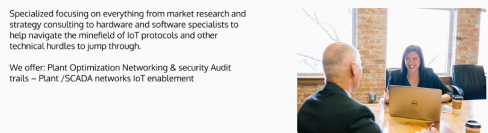
AMC & Training



End-to-End IoT Training with hands-on experience and IoT certification using real use cases.

ConnectME provides training PLC / HMI / SCADA - Basic and advanced training courses. We offer IoT / IIoT / IIoT - Basic and advanced training courses. We offer IoT / IIoT / IIoT - Basic and advanced training courses. We offer IoT / IIoT / IIoT - Basic and advanced training courses.

Technical Consultancy



Specialized focusing on everything from market research and strategy consulting to hardware and software specialists to help navigate the myriad of IoT products and other technical hurdles to jump through.

We offer: Plant Optimization Networking & security Audit trials - Plant SCADA networks IoT endpoints

PLC & SCADA Services

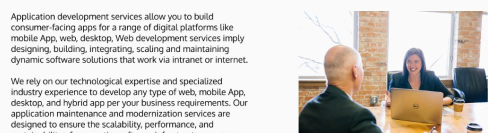


Usage of control systems, such as computers or robots, and information technologies for handling different processes and machines in an industry to replace a human being. It is the second step beyond mechanization in the scope of industrialization.

We offer:

1. Plant machine upgrade services
2. PLC / SCADA / HMI - modifications
3. Maintenance contracts - AMC - SLA
4. Management Services
5. Managing Engineers - Engineers / Project Manager

Development & Services



Application development services allow you to build customer facing apps for a range of digital platforms like mobile App, web, desktop. Web development services imply designing, building, implementing, testing and maintaining dynamic content websites that work on internet or intranet.

We rely on our technological expertise and specialized industry experience to develop any type of web, mobile App, desktop, and hybrid app per your business requirements. Our application maintenance and modernization services are designed to ensure the scalability, performance, and sustainability of your entire software infrastructure as your business grows.

Our thorough third audits help us identify your software infrastructure's most pressing vulnerabilities, allowing us to integrate the cybersecurity, security services and secure protocols with your IT team to establish detailed software development operations and timelines, covering configuration, testing, program governance, troubleshooting and ensure the privacy, health of IT infrastructure support, including help desk management, custom messaging and collaboration, network management and system administration services.



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Smart Metering & Utility Billing



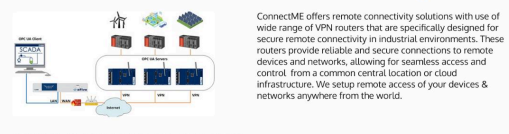
UBILL is a future ready Utility metering solutions from CONNECTME SOLUTIONS providing improved Operational efficiency, reduced operation cost and greater customer experience in metering and billing sector. UBILL offers wide range of software solutions in metering & billing services.

Download Brochure >

Order Codes



Remote Connectivity & VPN



ConnectME offers remote connectivity solutions with use of wide range of VPN routers that are specifically designed for secure remote connectivity in industrial environments. These routers provide secure and secure connections to remote devices and networks, allowing for seamless access and control. From a common central location or cloud infrastructure, We setup remote access of your devices & networks anywhere from the world.

Our VPN routers support various strong encryption VPN protocols, such as IPsec, OpenVPN, and L2TP ensuring compatibility with different network setups to ensure confidentiality and integrity of data transmitted over the network. Additionally, these routers often come with advanced features like firewall protection, NAT, and QoS support, further enhancing the security and flexibility of remote connectivity solutions.

ConnectME remote connectivity solutions based on TOSBOX and EWMON devices and both are well-known companies in the industrial remote connectivity space. TOSBOX offers VPN routers that provide secure and reliable remote access to industrial networks. EWMON, on the other hand, offers routers and gateways that enable remote monitoring and control of industrial equipment. Both companies have a strong reputation for their reliable and secure solutions.

IoT LoRaWAN Solutions



ConnectME specialized in setting up LoRaWAN private networks based solutions. ConnectME has implemented Private LoRaWAN solutions in GCC for the last 5 years.

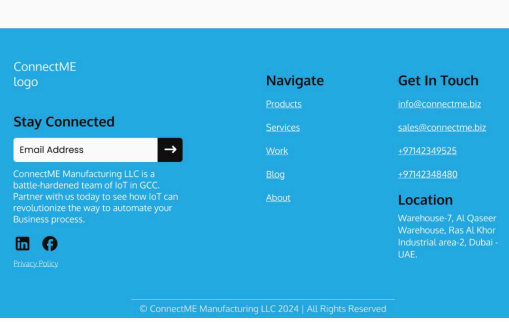
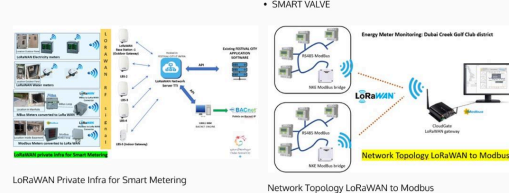
Services offered:

- Smart Metering
- Smart Valves
- Indoor Air quality for Schools, Malls, Hospitals & Commercial Offices
- Asset tracking & monitoring
- IIoT Industry
- Level Monitoring
- Outdoor Environmental Monitoring

Various LoRaWAN Sensors

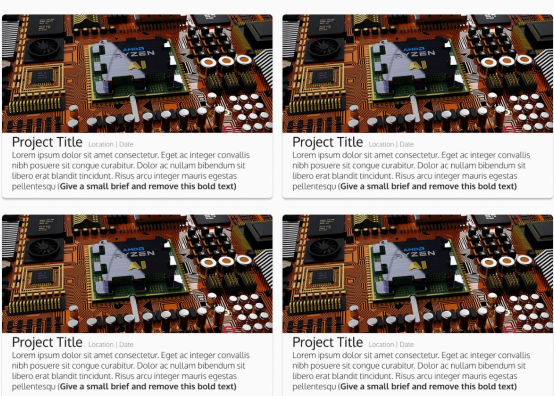


- Temperature & Humidity (Indoor / outdoor)
- Indoor Air quality (Temperature / CO2 / VOC)
- Precision Monitor (PH 2.5 / PH4 / PH6)
- Moisture/Water / RTU / Electricity
- Ultrasonic Level / Differential Pressure detection
- Ambient light
- Dry contact / Digital IO
- Motor / LIFT sensors
- Access control (entry meters / controllers)
- Door open/close detection
- Weather sensor
- Pulse reader for various meter(Gas/Water / Electricity)
- Soil Moisture & Temperature
- Flood level monitoring sensors
- Soil Moisture & Temperature
- Strain/ weight sensor / weighing scale
- Outdoor Weather station
- Laser distance level sensor
- SMART VALVE



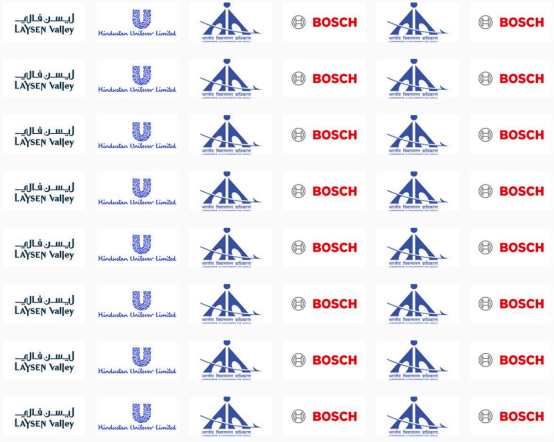
logo Products Services Work Blog About Contact

Ongoing Projects

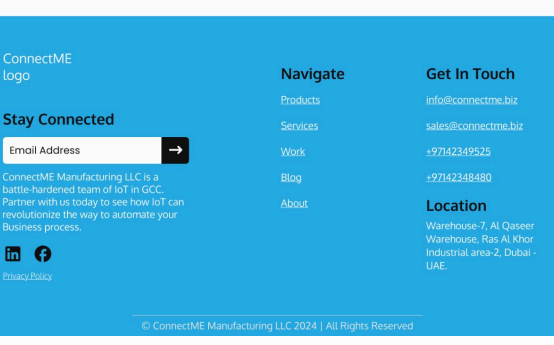
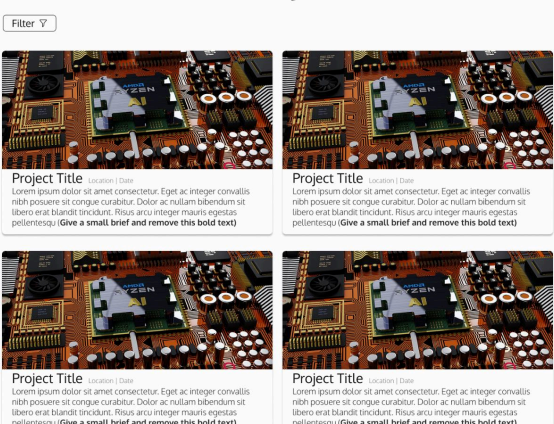


Our Clients

We deliver 100% satisfactory results. Our proud clients is a prime example



Our Projects



Homepage

All Products

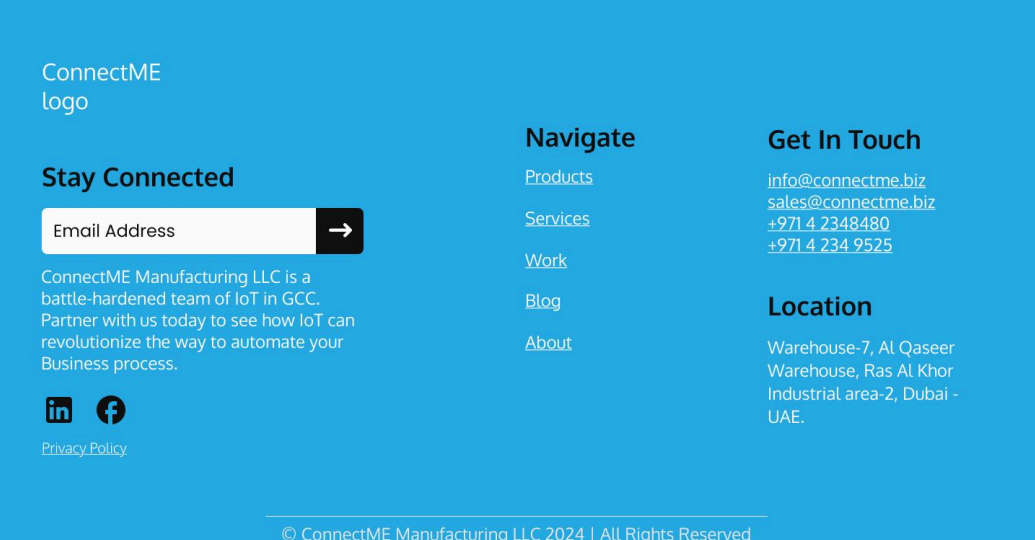
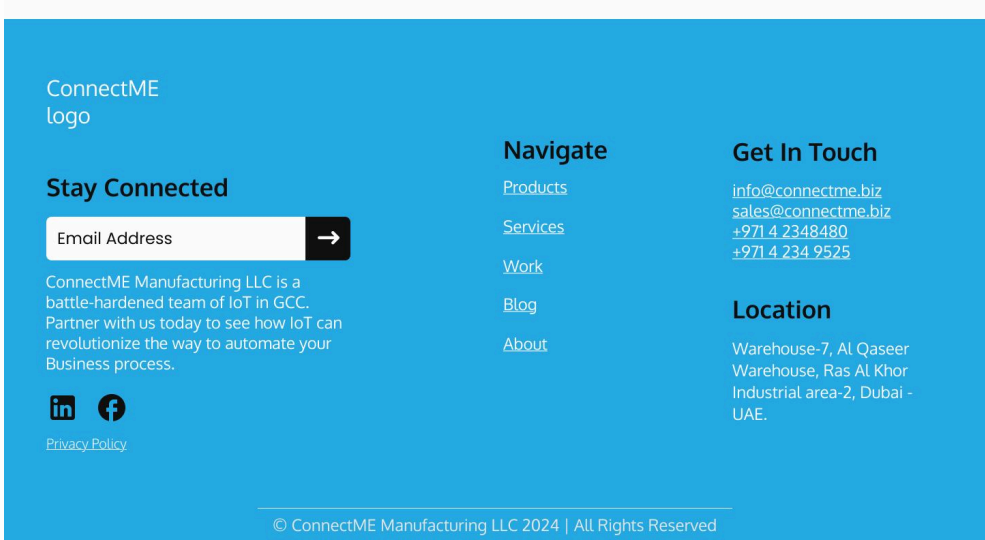
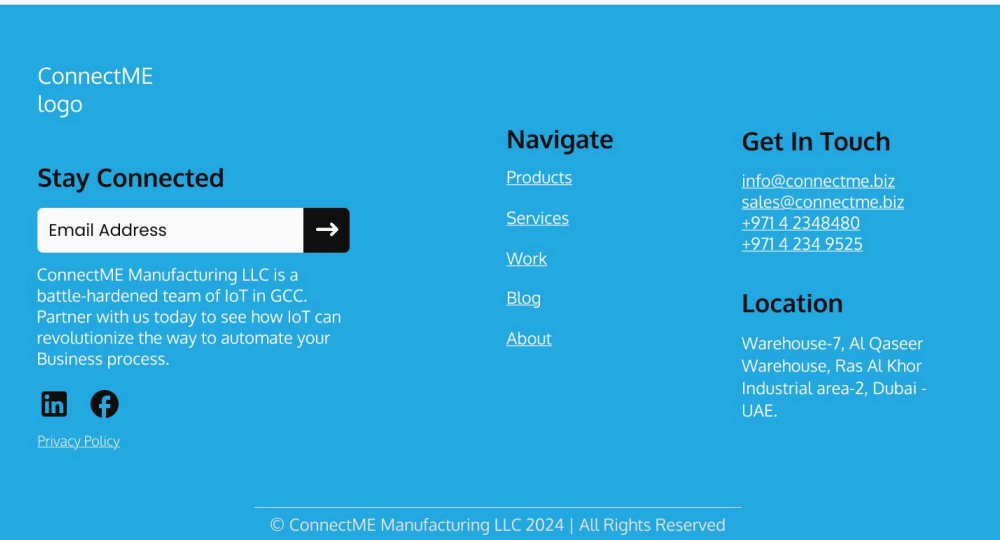
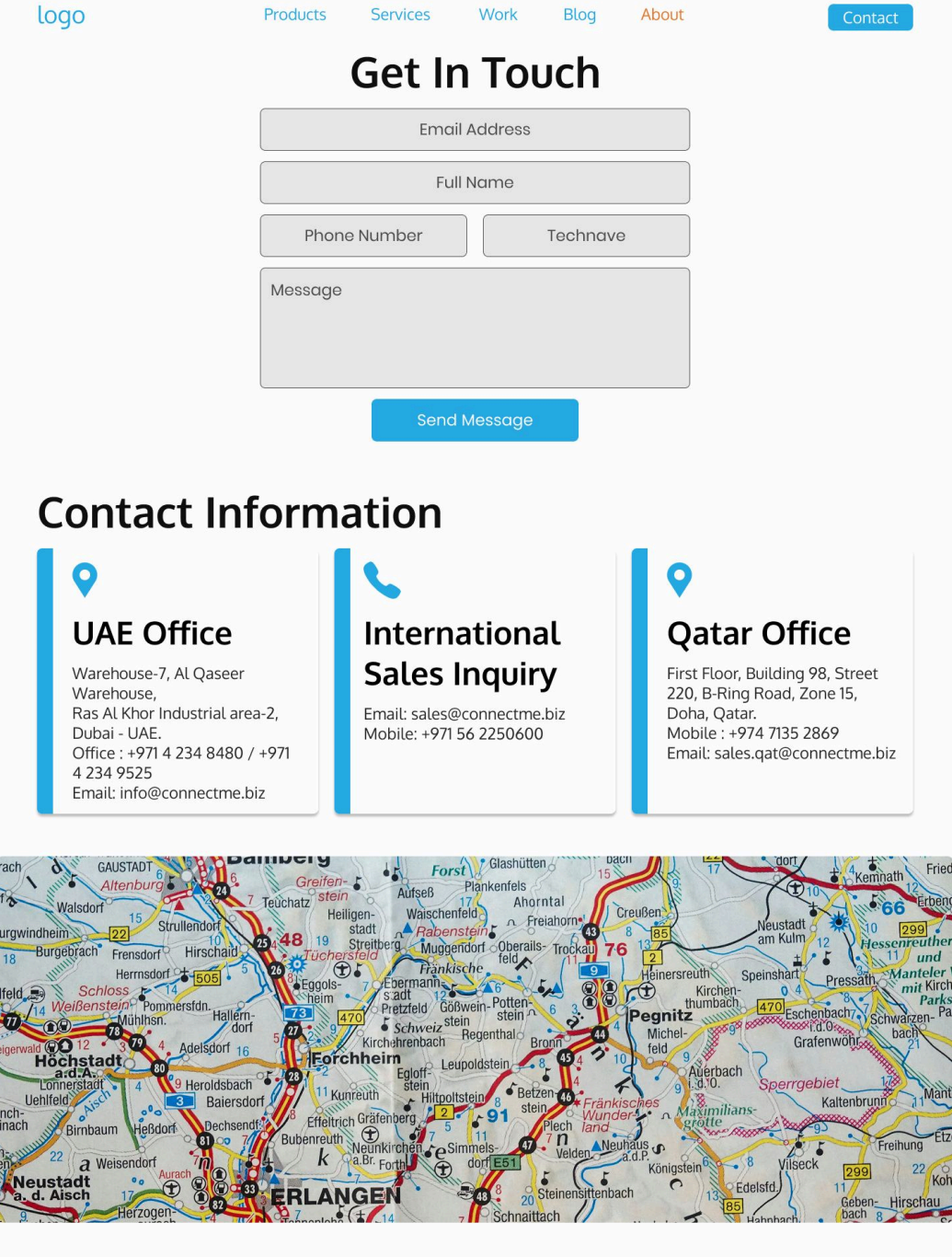
Product Page

Services

Solutions

Work

High Fidelity Prototypes(HiFi)



All Blogs

Blog Page

About

Contact

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.