



Brand Style Guide

The ECI Brand

Our brand is more than just a logo. It’s a system of parts that work together to define our personality and create a lasting impression. Expressing who we are consistently and accurately differentiates ECI and builds a strong connection with our customers.

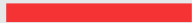


Table of Contents

Brand Attributes	4	Print & Digital Ads	32–32	Software Branding	48–49
Brand Architecture	5	External Collateral	34–37	Internal Branding	50–53
Logo	6–13	Internal Collateral	38	Tone of Voice	54
Tagline & Descriptor	14–17	Corporate Identity	39	Messaging	55
Fonts	18–23	Web Pages	40–41	New Acquisitions	56
Color Palette	24–27	Tradeshows	42–45	Rules & Regulations	57–58
Design Strategy	28–31	Social Media	46–47	Contact Info	59

NOTE: These brand guidelines are intended as a foundation. Contact the brand department with questions: brandinfo@ecisolutions.com

Brand Attributes

What We Do

Provide cloud-based business management software solutions for small and medium-sized businesses in specific industries.

Industries We Serve

- Manufacturing
- Hardlines Retailers
- Lumber & Building Materials
- Home Builders & Land Developers
- Business Technology
- Equipment Maintenance & Service
- Office Products
- Contract Office Furniture

Our Brand Personality

Passionate
Friendly
Dependable
Experts

Our Mission Statement

We are industry experts supporting the entrepreneurial spirit and profitable growth of small and medium-sized businesses.

Our Core Values (CODE)

Crave Greatness
Own the Outcome
Deliver Awesome
Embrace Community

Brand Architecture

Branded House

Given ECI's broad range of products, the most judicious solution for our brand is for all of our products, services and offerings to fall under a corporate umbrella as subsets of the main brand, i.e. within the structure of a branded house.

ECI has one official logo. Products can take on a logo treatment via a product logo "lockup" or are simply wordmarks as shown here.



Logo

The ECI Logo

The corporate logo is an integral part of the ECI brand and should be used thoughtfully and consistently. Most often, the logo will be presented as shown.

The ECI logo is a wordmark comprised of three letters, formatted in lowercase, with a red square above the “i.” The bulk of the logo is 90% black and the red square in its purest form is PMS 032. The ECI logo should never be reduced below 1/2 inch wide. The trademark symbol should always be present with the logo except for signage.



Logo Usage: Common

The most common use of the logo is as shown to the right.

The logo may also be used “reversed” on a black or dark background. In the case of a reverse logo, the red square above the “i” remains the same while the “ECI” and “TM” are changed to white.

Always maintain high contrast from a background element. When using the logo on a photo make sure to use the appropriate logo for the background, i.e. place the normal logo on a light background and the reverse logo on a dark background.



Logo Usage: Rare

On rare occasions, when full-color is not available, e.g. promotional products, the logo may be used as all black or all white. No other color combination is acceptable and the logo is never depicted as all red.



Logo Usage: Advertising & Collateral

The ECI logo must be included in all marketing materials for print and online usage. The most common placement is the upper left hand corner.

The logo must be presented clearly at all times, using optimum contrast with appropriate clear space, outlined on page 11.

In specific instances, there is also a product logo “lockup,” see page 12 for usage guidelines.

LOGO PLACEMENT



KnowledgeSync Alerts & Automation

KnowledgeSync™ Alerts & Automation allows you to monitor every aspect of your business to ensure processes are running optimally

Pay (and get paid) on time!

When was the last time you had to write off bad debt because you weren't on top of a past-due client? When was the last time you missed an early pay discount? Keeping your A/R and A/P data electronically is important. Keeping watch over it and taking the right action on it is even more important.

KnowledgeSync does the watching and acting for you, whether it's emailing overdue invoices to clients, texting your mobile about an expiring discount, or putting a delinquent client on credit hold. It's all done automatically, so you don't have to do anything.

Help your sales reps sell

Have you ever seen a sales rep work so hard to close a deal, only to have it shot down by finance because the client hasn't paid their last bill? How about a sales rep that seemed surprised when you told her that one of her customers had significantly decreased their purchases last month?

KnowledgeSync keeps sales reps on top of their sales. Shipment delayed? Auto-notify the client. Quote about to expire? Auto-deliver it to the prospect. Customer with a change in buying habits? Auto-alert the sales rep and schedule a follow-up phone call between the rep and client.

Monitor inventory activity

Stock shortages, backorders, too much inventory on hand, and too little on order. Purchase order delivery delays, POs waiting for approval, and item sales that are hot one month and cold the next.

Know when something didn't happen

Sometimes the most valuable information you can get out of your ERP system isn't about what did happen, but what didn't happen. A customer who has stopped buying from you. A stock item that hasn't sold in weeks.

Contact your account manager today to learn more!

855.690.0771 | www.ecisolutions.com | **How business gets done.**

©2019 ECI, and the ECI Red Box logo are trademarks or registered trademarks of ECI Software Solutions, Inc. All rights reserved.

Logo Usage: Signage

For most large signs such as buildings and lobby walls, the ECI logo is cut-out so each letter is separate, including the red square above the “i.” Because letters are individually placed, it is crucial that precise proportions are adhered to. Kerning between each letter, and the spacing between the body of the “i” and the red square above the “i” must remain intact.

Always maintain high contrast by using the normal version lettering on a light background, and the reverse version on a dark background.

Paint color reference for walls:

- Red = Pantone RED 032
(accent wall only, do not place logo sign on a red wall)
- Dark Gray = Pantone 446C
- Medium Gray = Pantone Cool Gray 7 C
- Light Gray = Pantone 663 C
- White

NOTE: The “TM” may be removed from the logo for signs.

ECI LOGO ON THE CORPORATE BUILDING, DAY AND NIGHT



Incorrect Logo Usage

It is important to maintain logo consistency at all times. The ECI logo is always shown as either the normal version on a light background or the reversed version on a dark background. The red square above the “i” is always red, except for rare occasions where full color is not available.

Do not alter the colors from the normal or reversed versions. Make sure the logo always maintains full transparency to the background. Do not stretch or “squish” the logo. The ECI logo cannot be used directly against a red background, or any color that clashes with red.



Most Importantly...

Never alter the ECI logo by adding a product or service name either next to or underneath. We have a product logo “lockup” treatment specifically designed for this purpose.



Logo Clear Space

Whenever possible, the logo must maintain proper distance from text and other logos for prominence. This can be achieved by utilizing a margin equal to the height and width of the “e” in ECI around the entire logo as shown.



Logo Treatment

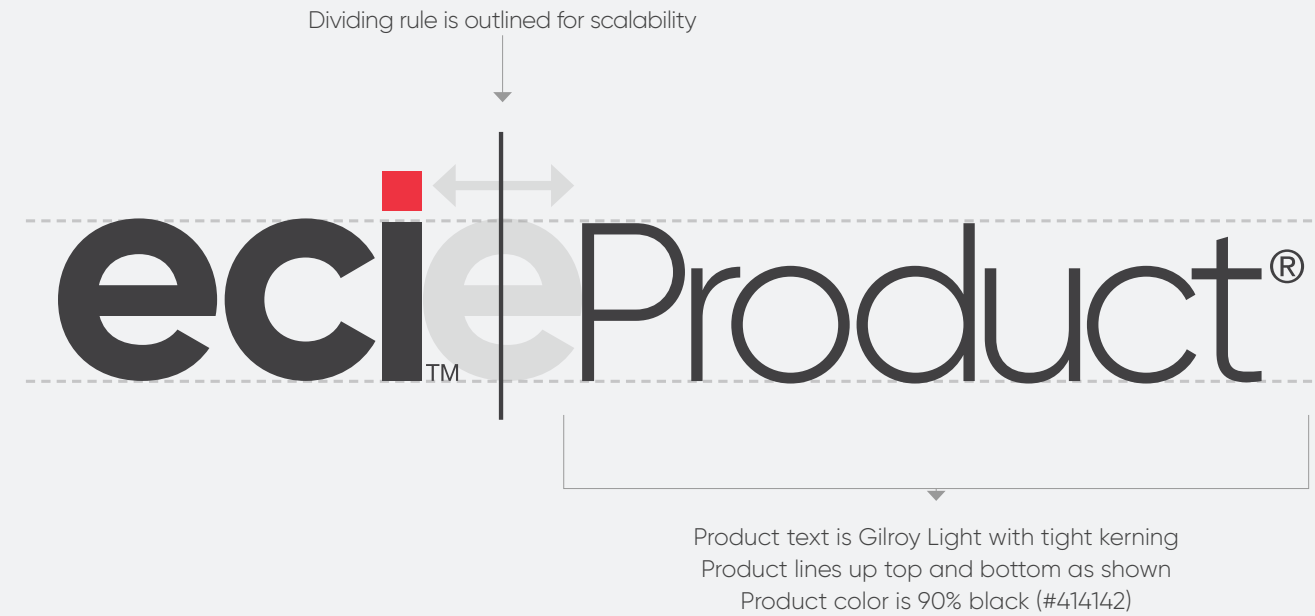
The ECI logo is used by itself in the majority of our materials, such as corporate identity, website, promotional products, tradeshow, all corporate level advertising, and some collateral.

There are circumstances, however, when the ECI logo is not able to be omnipresent and a product needs to be concisely and efficiently represented. In these situations, we utilize a logo “lockup” treatment. In these, the ECI logo is followed by a thin, vertical rule and the product name is added to the right as a “wordmark,” see page 13.

This “lockup” treatment is used judiciously and is both created by and supplied by the Creative department on a purely as-needed basis. It should never be used without express permission and it is not permitted for use in any internal documentation, such as templates and presentations. For these documents, the product name is simply typed out.

When typing out a product name in documentation, do not attach it in any way to the ECI logo. The product name must be kept separate from the ECI logo. The only time the ECI logo will be “connected” to a product name is in the “lockup” shown on page 13. Again, this treatment is used in very specific instances so approval to use it is required.

For an itemized list of when and how to use the logo, email brandinfo@ecisolutions.com.



Tagline & Descriptor

Tagline

At ECI, our industry-specific solutions are purpose-built with one goal in mind: to make doing business easier. Our tagline, **“How business gets done,”** helps to support this goal and reflects our position in the marketplace as experts in cloud-based ERP software and solutions.

Our tagline is used purposefully and in a limited capacity such as on signage, tradeshow booths and websites. It is not intended for general use. Doing so dilutes its impact and muddies the brand.

The tagline is not specifically connected to the logo, however there are instances, primarily for signage, that we use a graphic, see page 15. In this iteration, a red square is placed at the end of the sentence as a nod to the red square above the “i” in our logo. The red square is never used when simply typing out “How business gets done.”

Descriptor

When necessary, ECI also adopts a descriptor: **“Cloud-based business management software for small and medium-sized businesses.”** This is also not used “everywhere,” rather as a way to emphasize what we do in a concise manner. The descriptor is mostly visible on our website and at tradeshow, and is never connected to the ECI logo.



Logo and Tagline Used Together

As mentioned, the logo is generally not “attached” to the tagline. One exception to this is for internal office signage. In this regard, the logo and tagline are presented as one unit, as illustrated above.

When letters are cut out individually, the printer must follow this protocol so that all letters line up and spacing is as intended.



CUSTOMER AND EMPLOYEE TEE-SHIRT

Tagline in Use

The tagline may also be used as a graphic element on promotional products and tee-shirts. The ECI logo must be present somewhere on the item as the tagline can never exist on its own.

NOTE: The ECI logo must be present any time the tagline is used either as a graphic or as simple text.



MICROFIBER CLOTH AND MOUSEPAD



Fonts

The Gilroy Font Family

Gilroy is a sans serif family comprised of a number of fonts and is the primary font family used for ECI branding. The variety of font weights and widths ensures flexibility for design purposes, and its availability for print and online applications ensures efficiency and cohesion.

Fonts are carefully selected to create visual hierarchy, allowing viewers to quickly scan marketing materials, identify the most important elements, and understand how each element relates to the other components on a page or screen.

EXAMPLES

Gilroy UltraLight

Gilroy Regular

Gilroy SemiBold

Gilroy Bold

Gilroy Font Family Usage

Gilroy Light is the primary font used for body copy, ranging from corporate identity and collateral, to advertising and website design. When reducing fonts, e.g. on a business card, use Gilroy Regular versus Gilroy Light. Gilroy Bold is used in the ECI logo and as a tool for emphasis, e.g. headings and signage.

GILROY LIGHT

A B C D E F

a b c d e f

1 2 3 4 5 6

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = -

GILROY BOLD

A B C D E F

a b c d e f

1 2 3 4 5 6

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = -

Best Practices for the Gilroy Font Family

The way we use type is crucial to making design look thoughtful and professional. Following are general guidelines.

Leading: For optimum legibility, the Gilroy font family looks best with looser leading, the vertical space between lines of text. Leading that is too loose leaves too much “pause” and leading that is too tight makes a sentence feel cramped.

TOO LOOSE LEADING

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.

TOO TIGHT LEADING

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.

Kerning: Correct letter spacing is also important in order to make type easy to read. The Gilroy font family looks best with tighter letter tracking than the default setting, and optical kerning should be used, especially in large text.

TOO LOOSE KERNING

Lorem ipsum dolor sit amet, con-
sectetur adipiscing elit, sed do
eiusmod tempor.

TOO TIGHT KERNING

Lorem ipsum dolor sit amet, consectetur adipi-
scing elit, sed do eiusmod tempor.

How the Gilroy Font Family Should Look in Practice

This is a Headline

This is a Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Gilroy SemiBold
30pt, -45 kerning

Gilroy Light
20pt, -45 kerning

Gilroy Light
11pt type, 14pt leading
-30 kerning

This is Also a Headline

A DIFFERENT KIND OF SUBHEAD

- Lorem ipsum dolor sit amet aute irure dolor
- Consectetur adipiscing elit pariatur
- Eiusmod tempor incididunt ut labore et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrudvelit
- Duis aute irure dolor in reprehenderit enyamrahc

Gilroy Light
28pt, -60 kerning

Gilroy Semibold
10pt, -30 kerning

Gilroy Light
10pt, 18 leading, -30 kerning

NOTE: See pages 32–47 for examples of Gilroy in use.

Internal Fonts

The Calibri Font Family

For non-marketing materials, ECI uses a secondary font family, Calibri. This is for ease-of-use across the company and is strictly limited to templates, internal documentation, email correspondence, and software interfaces, see examples of Calibri used in email marketing on page 23. Calibri is not used in any marketing materials.

CALIBRI LIGHT

ABCDEF
abcdef
123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=-

CALIBRI BOLD

ABCDEF
abcdef
123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=-

eci | MarkSystems®

Your Business is Safer in Our Hands—Make the switch today and save thousands!

%%first_name%%, did you know **a cloud-based service can save a business up to 80% of the costs** associated with managing IT?

We're offering MarkSystems customers a special offer--**migrate MarkSystems from your current hosted plan** (on-site servers, 3rd party hosting, etc.) **to the powerful cloud-based hosting services of ECI Software Solutions by Oct 16, 2019 and get:**

- FREE overnight migration
- FREE test system
- 50% off for 3 months*

Why move to the cloud?

- increased ROI over on-prem solution
- no server/software maintenance, no IT personnel needed
- less equipment to install when setting up
- strong firewalls protect data through layers of security
- easy to add locations, products or services

By migrating MarkSystems to the cloud you can also **leverage the Executive Dashboards to get better insight into your business** and improve your operations.

Take advantage of this offer today--contact [Gabriel Pilla](#) or [click here](#) to learn more about the benefits of moving to the cloud.

Regards,
The MarkSystems Team

CONTACT US

EMAIL AND E-NEWSLETTER
USING CALIBRI

Read the latest version of the TeamDesign newsletter

eci

The Source

Helping Office Supply Dealers Grow

Horizon® Newsletter

Welcome to the ECI Horizon newsletter, where you can stay up to date with the very latest news. In this issue we welcome Brian Bowerfind to the European leadership team, launch our new brand and share details of our exciting roadshow coming 16th October. Remember to save the date!

ECI ROADSHOW

OCTOBER 2019

ECI EVENTS

ECI Launches New 2019 Roadshow

The much anticipated 2019 ECI Roadshow is nearly upon us. With ECI's President for Distribution and Global Director of Customer Experience set to be part of a packed agenda, you'll have the opportunity to hear from ECI's experts and network with the Distribution elite. It's the one hot ticket of 2019 you don't want to miss out on. Save the date today (October 16, 2019) and look out for further information to follow.

CONTACT US TO LEARN MORE

Colors

Primary Color Palette

The ECI brand uses a strict color palette comprised of colors that complement each other and work well with almost any combination. This gives the brand a unique look and feel that allows for instant recognition and differentiation in the marketplace.

Red is used sparingly in most marketing materials, in order for the logo to stand out. The lighter grays are used as background and accent colors.



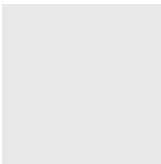
ECI RED:
HEX #F5333F
RGB 245, 51, 63
CMYK 0, 93, 76, 0
PMS 032



MEDIUM GRAY:
HEX #939598
RGB 147, 149, 152
CMYK 0, 0, 0, 50



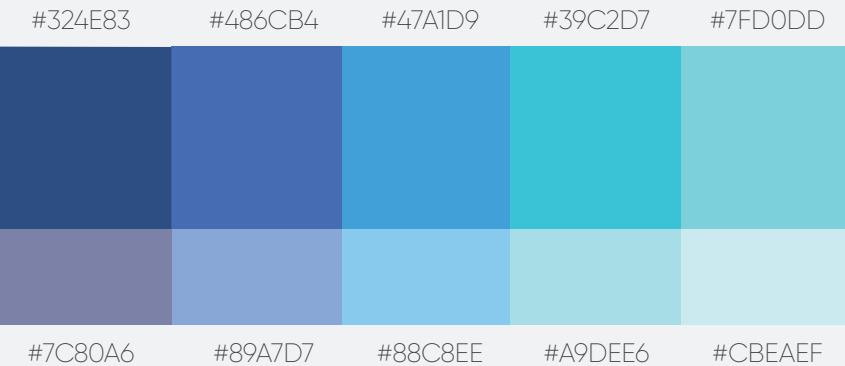
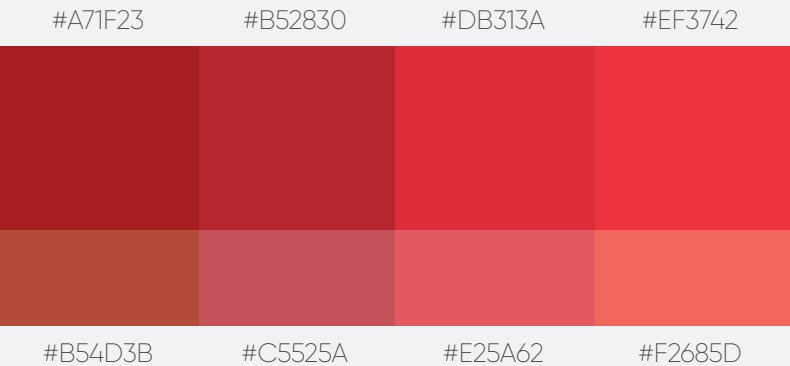
DARK GRAY:
HEX #414142
RGB 65, 67, 66
CMYK 0, 0, 0, 90
PMS 446



LIGHT GRAY:
HEX #C7C8CA
RGB 199, 200, 202
CMYK 0, 0, 0, 25

Secondary Color Palette

The secondary color palette is only used in a controlled capacity. These colors are primarily intended for charts, graphs and infographics. Please do not use these colors for any other application (besides charts and graphs) without express permission from the Creative department.

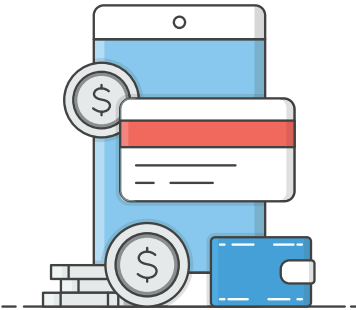


Secondary Colors in Use

Examples of secondary colors in iconography, infographics, charts and graphs.



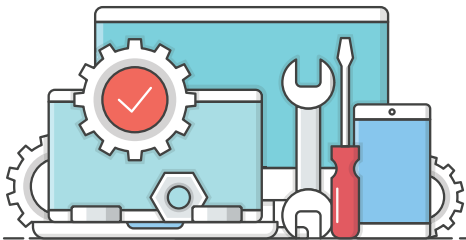
SEO



MOBILE PAYMENT



ONLINE SHOPPING



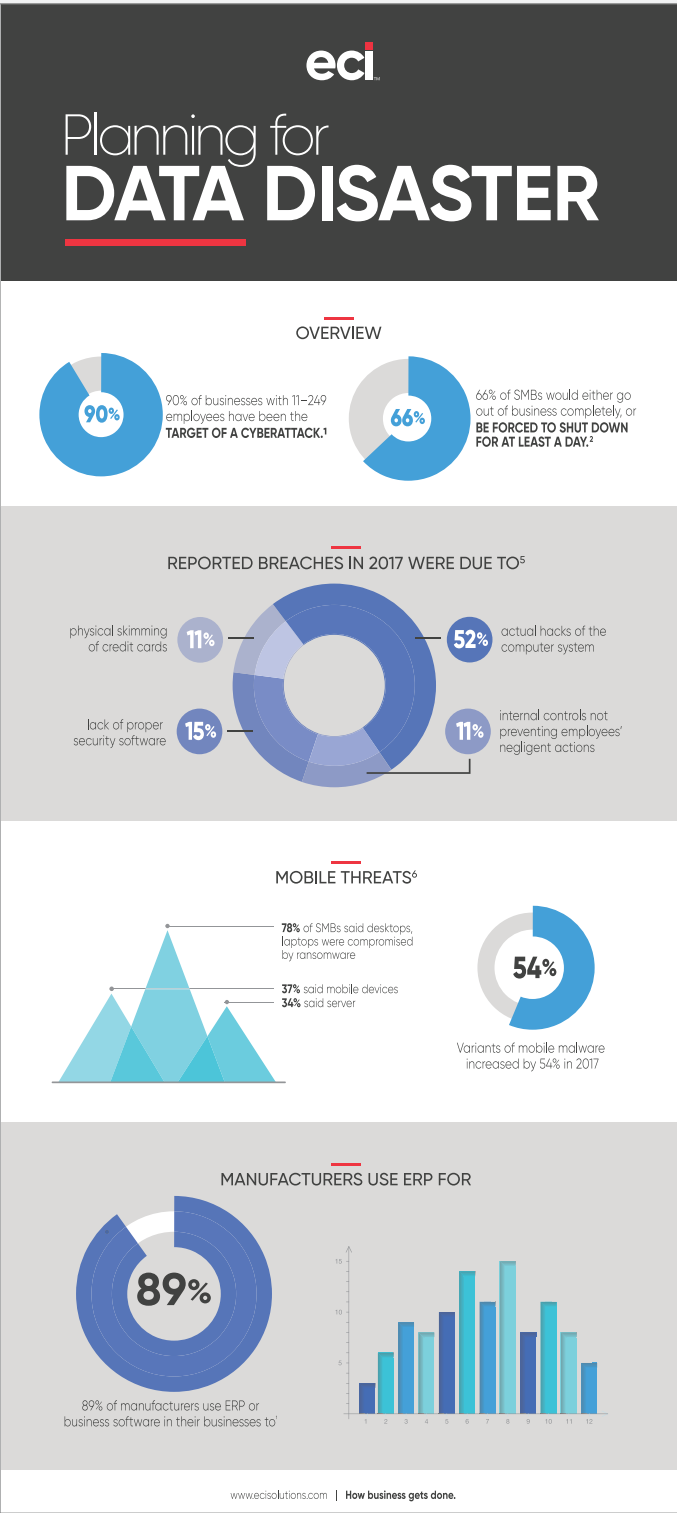
TECHNICAL SERVICES



MARKETING STRATEGY



CLOUD COMPUTING



Design Strategy

Photography

Photography is a leading element in our design style and is used in print and digital marketing communications. This helps to visually communicate that we relate to our customers and understand their business needs. It also helps to visually support industry-specific content and copy. We strive to:

- Use real people in photography whenever possible, and include a human element within their environment.
- Use authentic and natural images that feel candid and spontaneous.
- Avoid overly staged, exaggerated or 'corporate stock' photo styles.
- Stay modern and current versus using outdated stock photography.

When using a photograph as a main design feature with text and logo incorporated, we will sometimes add an overlay to tone back the image in order to maintain high contrast with underlying elements.





Design Strategy

White Space

The open area between lines of text and graphic elements, otherwise known as “white space,” is key to ensuring that content is presented professionally and efficiently. The use of carefully positioned white space in our materials helps to organize elements, improve readability and comprehension, provide balance to a composition, and allow the eye to rest.

Angles

For visual interest, angles are deployed as a graphic element to help lead the eye through pertinent aspects of a composition, and to promote a modern and friendly aesthetic. The next few pages illustrate the broad use of these angles in various collateral pieces.

Iconography

Primarily used in infographics, thinly outlined icons aid in visually conveying a story.

Ad Examples

DIGITAL ADS

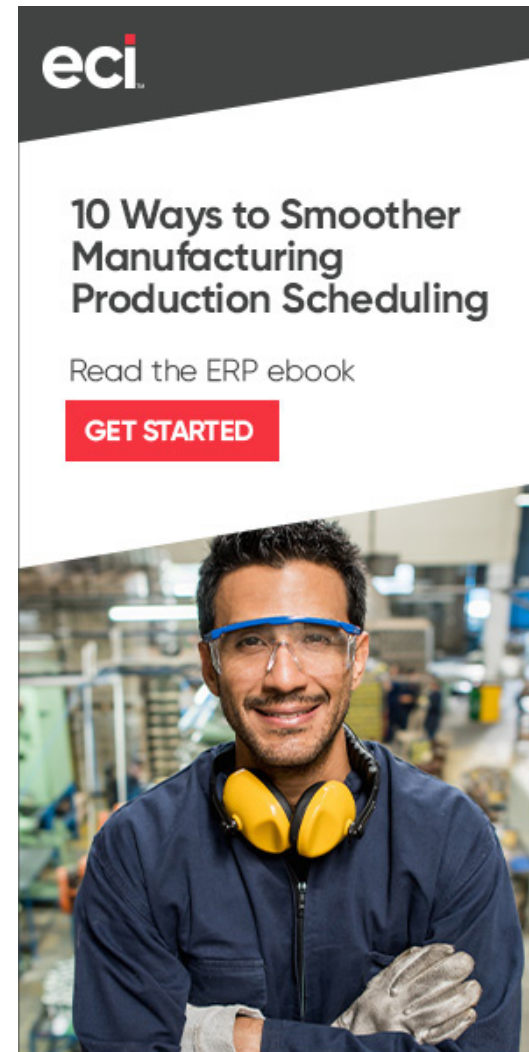


eci.

10 Ways to Smoother Manufacturing Production Scheduling

Read the ERP ebook

GET STARTED

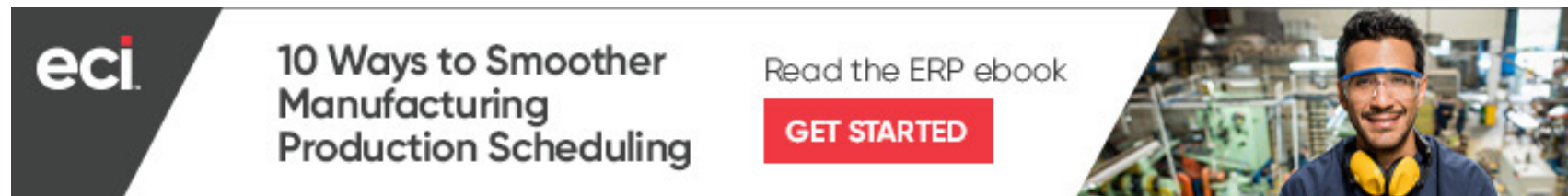


eci.

10 Ways to Smoother Manufacturing Production Scheduling

Read the ERP ebook

GET STARTED



eci.

10 Ways to Smoother Manufacturing Production Scheduling

Read the ERP ebook

GET STARTED



eci.

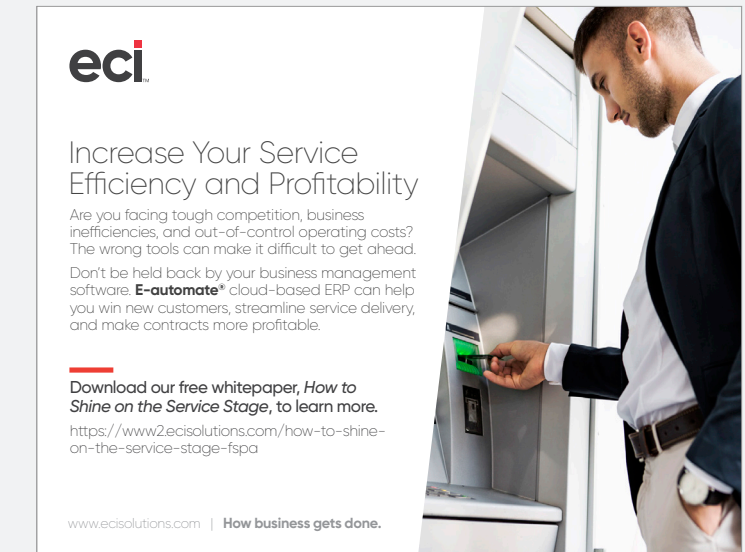
Big Solutions for Small and Mid-Sized Dealers

ECI's suite of business management software solutions are designed to seamlessly integrate into every aspect of your business. From order placement to fulfillment, shipping, invoicing, and customer service, our industry-specific tools help you operate at peak efficiency and compete against the biggest market players.

To learn more about our solutions, stop by booth #850.

www.ecisolutions.com | How business gets done.

PRINT ADS



eci.

Increase Your Service Efficiency and Profitability

Are you facing tough competition, business inefficiencies, and out-of-control operating costs? The wrong tools can make it difficult to get ahead. Don't be held back by your business management software. **E-automate®** cloud-based ERP can help you win new customers, streamline service delivery, and make contracts more profitable.

Download our free whitepaper, *How to Shine on the Service Stage*, to learn more.
<https://www2.ecisolutions.com/how-to-shine-on-the-service-stage-fspa>

www.ecisolutions.com | How business gets done.



eci.

Flip Costly Contracts

Improving contract management is critical to driving growth and securing recurring revenue. It's important to understand which contracts are costing you and which are making you money. Maybe it's time to standardize and streamline how you manage your contracts. Don't let outdated paper-based processes hurt your profit margins!

Find out how **e-automate®** software can improve contract management with our free infographic.
<https://www2.ecisolutions.com/10-traits-of-effective-contract-management-fspa>

www.ecisolutions.com | How business gets done.

Collateral Examples

SOLUTION BRIEF



KnowledgeSync Alerts & Automation

KnowledgeSync™ Alerts & Automation allows you to monitor every aspect of your business to ensure processes are running optimally

Pay (and get paid) on time!

When was the last time you had to write off bad debt because you weren't on top of a past-due client? When was the last time you missed an early pay discount? Keeping your A/R and A/P data electronically is important. Keeping watch over it and taking the right action on it is even more important.

KnowledgeSync does the watching and acting for you, whether it's emailing overdue invoices to clients, texting your mobile about an expiring discount, or putting a delinquent client on credit hold. It's all done automatically, so you don't have to do anything.

Help your sales reps sell

Have you ever seen a sales rep work so hard to close a deal, only to have it shot down by finance because the client hasn't paid their last bill? How about a sales rep that seemed surprised when you told her that one of her customers had significantly decreased their purchases last month?

KnowledgeSync keeps sales reps on top of their sales. Shipment delayed? Auto-notify the client. Quote about to expire? Auto-deliver it to the prospect. Customer with a change in buying habits? Auto-alert the sales rep and schedule a follow-up phone call between the rep and client.

Monitor inventory activity

Stock shortages, backorders, too much inventory on hand, and too little on order. Purchase order delivery delays, POs waiting for approval, and item sales that are hot one month and cold the next.

Know when something didn't happen

Sometimes the most valuable information you can get out of your ERP system isn't about what did happen, but what didn't happen. A customer who has stopped buying from you. A stock item that hasn't sold in weeks.

Contact your account manager today to learn more!

855.690.0771 | www.ecisolutions.com | **How business gets done.**

©2019 ECI, and the ECI Red Box logo are trademarks or registered trademarks of ECI Software Solutions, Inc. All rights reserved.

BROCHURE



Why Choose Cloud-Based Software?

- Cutting-edge software that is always current and requires no manual updates
- Robust security with data hosted offsite, protecting it from natural disasters, power failures, fire, and theft
- Protection from ransomware and other crippling viruses
- Data is automatically backed up and disaster recovery plans are always in place
- Increased productivity with mobile access to your software and business information
- End-to-end business solution at one monthly price
- Spruce cloud exclusive! POS Assured offers an offline option to process emergency front counter sales if your cloud-based system is unavailable

Mobile Solutions

SPRUCE ANYWARE™
Take your Spruce system—and your business—on the go! Access up-to-date information, capture signatures, and document visual proof of delivery from the field.



SPRUCE PROLINK™ APPLICATION
The custom-branded ProLink app integrates with your Spruce system and offers your customers the ability to connect with your company 24/7, submit order and quote requests, view documents, check balances, and securely pay their bill.

Learn how you can grow your business using Spruce!

866.374.3221 | www.ecisolutions.com | **How business gets done.**

©2019 ECI and the ECI logo are trademarks or registered trademarks of ECI Software Solutions, Inc. All rights reserved.



Software Developed for Lumber and Building Materials Businesses

Collateral Examples

Cont.



E-BOOK



Unlock the Power of Payments with State-of-the-Art Payment Processing



WHITEPAPER



WHITEPAPER

10 Signs Your Business Has Outgrown its Current System

Overview

Is your existing software solution exactly what your business needed years ago?

There are a growing number of generic software packages available today that are both diverse and easy-to-use for a startup or very small business. However, the very reasons that make them suitable for a startup become the reasons why they become a hindrance to your business growth. As your business grows, you need automation and systems that are specific to your business or industry.

Generic systems are limited in three main areas:

- AUTOMATION OF DAILY PROCESSES:** As your business grows you will need to automate daily processes. As an example, you may want to electronically purchase from your main suppliers to save time and avoid errors.
- MARGIN-BOOSTING FEATURES:** Having a good understanding of your costs and flexibility in customer pricing are key to profitability. Generic solutions can be limited in the reports they provide to give you insight into your business. Also, they often provide very limited flexibility when it comes to pricing strategies for your customers.
- E-COMMERCE:** A web presence is becoming increasingly important and there are many off-the-shelf solutions available. Selecting an ERP with a fully integrated e-commerce platform will reduce the amount of time you need to dedicate to ongoing maintenance and will facilitate real-time customer 'self-serve' functionality.

As you grow, you have more data, more employees, more complex transactions and industry-specific processes, a greater need for business intelligence, etc. Is it time to upgrade your systems to software that will increase efficiency, improve accounting, integrate all areas of your business and even expand e-commerce sales? How do you know you've reached the end of your current system's capacity?

Here are some of the most important signs:

- You are using multiple software packages and Excel to run your business.
- Your business has been taken over by spreadsheets to track data for finance, sales, stock, customer service and more.
- There is no data flow between software packages and spreadsheets so you rekey data—often resulting in errors.
- You have no visibility into the state of your business.
- You need a better grasp on the customer cycle—from registering sales opportunities to providing support.
- You have no infrastructure in place to keep up with the 24/7 business world—e-commerce and online customer service.

1



CUSTOMER SUCCESS STORY

Zemlick.com

DDMSPLUS Drives Efficiency, Productivity, and Online Sales

Zemlick.com in Kalamazoo, Michigan covers all Southwest Michigan and ventures into Northern Indiana as well with its outside sales team. Ten salespeople cover the area and sell a broad product offering. In addition to office supplies and furniture, Zemlick.com also sells break room and industrial products, as well as janitorial and cleaning supplies.

"Sales of office supplies have stayed steady but as more offices go green, customers are using less paper," says Monica Miller, marketing manager and sales representative. At the same time, the dealership has increased sales of paper towels, toilet paper, cleaning products, and breakroom supplies, so they've seen growth in other categories.

Sales increases are always important, but establishing strong relations with customers is equally important. The goal is to have customers who return regularly to make purchases. "We really drive home that we offer more than the big box stores in terms of personal relationships," says Miller. "A lot of people want to deal with more family-owned local businesses because of the personal touch."

The future of this family-owned business is in the cloud

Technology plays an important role when it comes to maintaining the dealership's identity. Zemlick.com has worked with ECI for several years to help establish its online identity and manage operations. The dealership originally ran Britannia® software as its ERP system, but converted to DDMSPLUS™ software two years ago. Before the transition, Zemlick.com started to move its data to the cloud. "Our old software worked really well, but the cloud-based product is where the future is," says Miller. "We just wanted to rip that bandage off sooner rather than later."

DDMSPLUS integrates with every aspect of the business to ensure peak efficiency

Functions include order management, sales analytics, purchasing, inventory, AR/AP, and business intelligence. The fully integrated system pulls together to smooth transactions and supply up-to-date data to facilitate decision making. Miller reports, "Information is shared automatically across our business, which empowers each one of our employees to become more efficient and productive."

866.342.8392 | www.eciddmsplus.com | **How business gets done.**

TESTIMONIAL



OVERVIEW

Zemlick.com
Kalamazoo, Michigan

BUSINESS CHALLENGES:

- The business needed cloud-based software that could support ongoing transitions to new product lines.
- The company needed technology that could act as an extension of its people, with a personal touch and an experience that demonstrates knowledge of its customers.

BENEFITS OF SWITCHING:

- DDMSPLUS is cloud-based, which keeps Zemlick.com on current technology, gives them a competitive edge, and provides more data and system security.
- Business and transactional insights allow salespeople to offer more value, an ecommerce functionality offers customization and personalization features customers love.

Internal Collateral

OFFICE POSTERS



Corp. Identity



BUSINESS CARD & LETTERHEAD

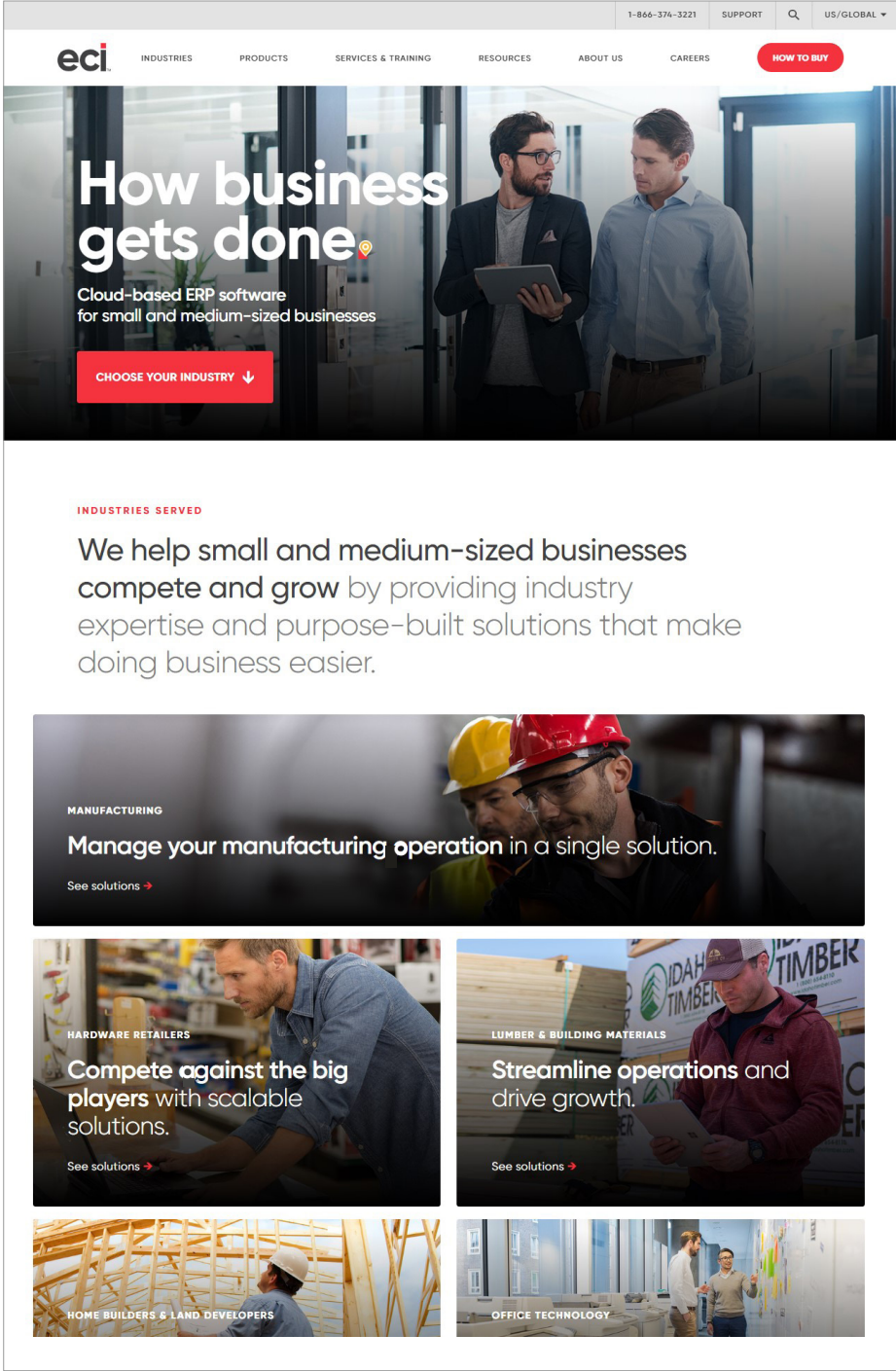


4400 Alliance Gateway Freeway, Fort Worth, TX 76114
866.374.3221 | www.ecisolutions.com

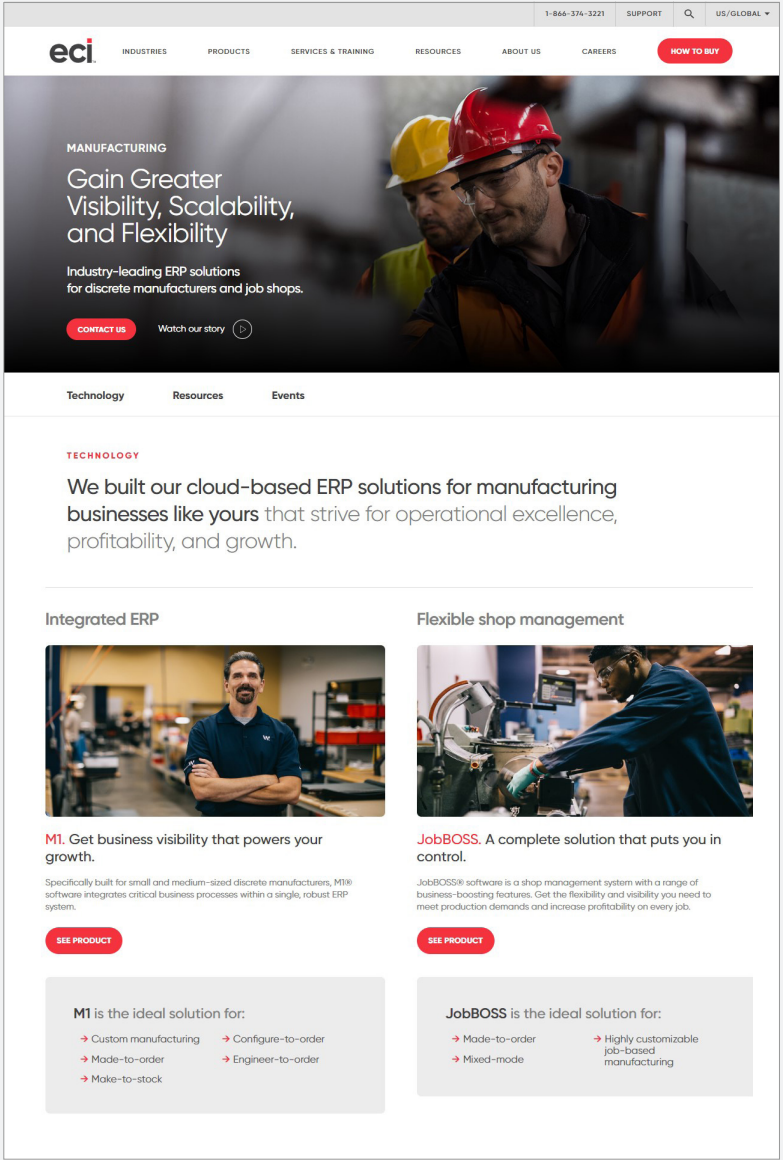
How business gets done.

Web Examples

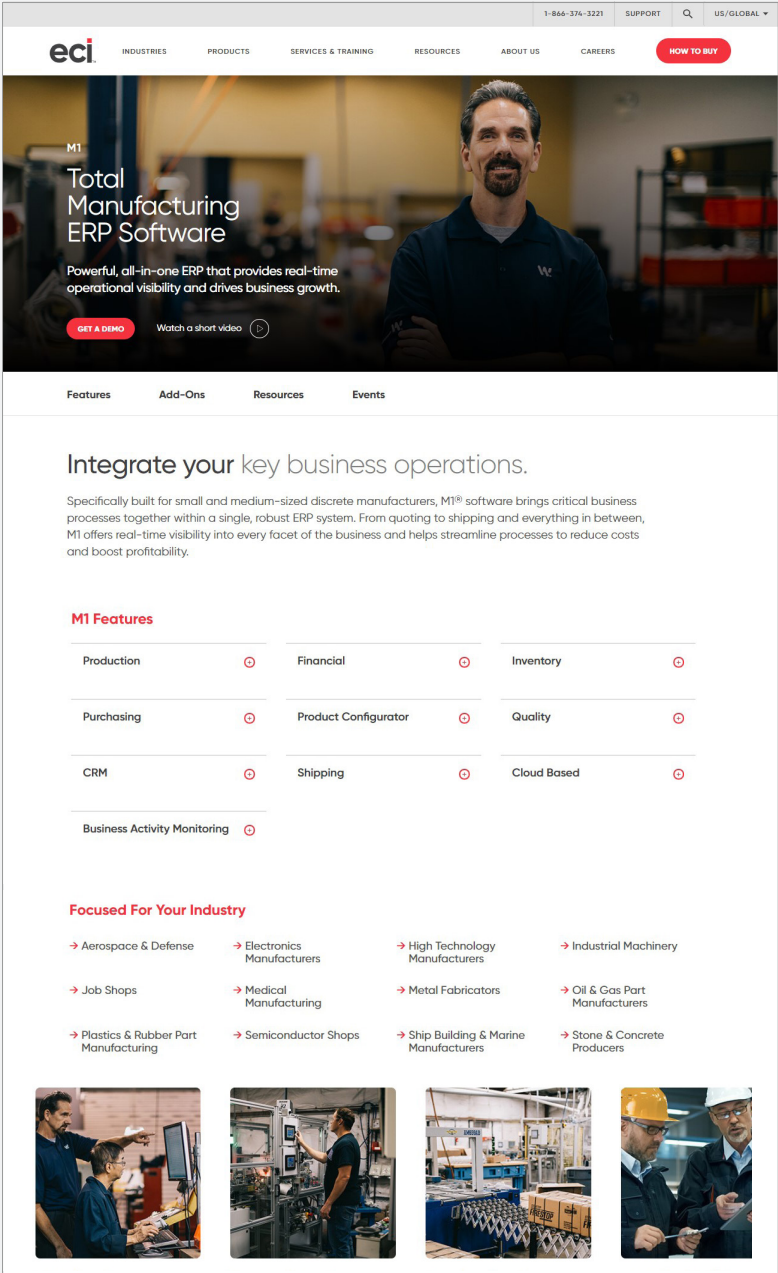
HOME PAGE



VERTICAL & PRODUCT LEVEL PAGES



PRODUCT LEVEL PAGE



Tradeshow Booths

BACKSIDE OF 20X20 ISLAND BOOTH



DDMSPLUS™

The leading industry-specific ERP that integrates all of your operations.



TRADESHOW PANEL

FRONT SIDE OF 20X20 ISLAND BOOTH



Tradeshow Booths

Modular Design

The tradeshow booth is modular which simply means it is designed to scale.

The large booth configuration consists of a tall lighted tower with a storage closet that generally inhabits the middle of the booth. This tower includes the ECI logo and tagline and serves as main booth signage.

The booth also contains a back “wall” comprised of two fabric banners that further highlight the ECI logo and corporate branding. Flanking this wall are two lighted panels which hold product-level images and messaging. There are also several work stations with monitors for demonstrations and training, and interchangeable seating and table options that may be used on an as-needed basis.

No matter the size of the show, banners have been created to ensure that all booths include both corporate and product level branding and messaging.

Booth Panel Guidelines

- Product names on panels and banners are always showcased as “wordmarks” only.
- Panels and banners do not house an ECI logo as they are always represented alongside corporate level branding.
- Messaging on product panels and banners must be brief and descriptive, preferably no more than two lines.
- Always include people in photography on product level panels and banners, preferably industry-specific.
- Make sure images are vertical and will scale well to a large printable size (high resolution).
- On an “Island” booth, the back side of the lighted panels are full bleed images that do not contain messaging.
- Place cards that affix to walls in the large booth are available for additional promotions.

Sponsoring a Tradeshow or Event

Generally speaking, we use the ECI logo, not the product “lockup” logo, when sponsoring a tradeshow or event. This is because: (a) ECI only has one official logo (b) a product cannot sponsor anything, only a company can do this.

Questions? brandinfo@ecisolutions.com

EXAMPLE OF PLACE CARD



Social Media

Multiple Pages & Platforms

Our primary platforms for social media are LinkedIn, Facebook, Twitter and YouTube. In each of these arenas, we support a variety of pages, ranging from corporate to product level, both in the US and globally. All of these pages use the ECI logo in profile images, and product-specific URLs and imagery in banner images, for product recognizability.

ECI has several templates for social posts, each containing the ECI logo, core colors, and fonts, to ensure cohesion and professionalism, examples of which are shown on page 47.

SOCIAL MEDIA TEMPLATES

eci



Where the quote goes, please use
Gilroy Light, large around 18pt over 25
leading, no more than 4 lines as shown
here, please. Thank you.

NAME IN GILROY SEMIBOLD 8PT

eci

VISIT US AT SHOWNAME
LOCATION | 01.02.2020
BOOTH #1234

Happy
Valentine's
Day!

eci



eci

TRAINING

Bodycopy is Gilroy Light, 8-10
point over 11-13 leading,
white, ~30 kerning, like this, no
more than 4-5 lines and
contained in this text box.



Product/Software Branding

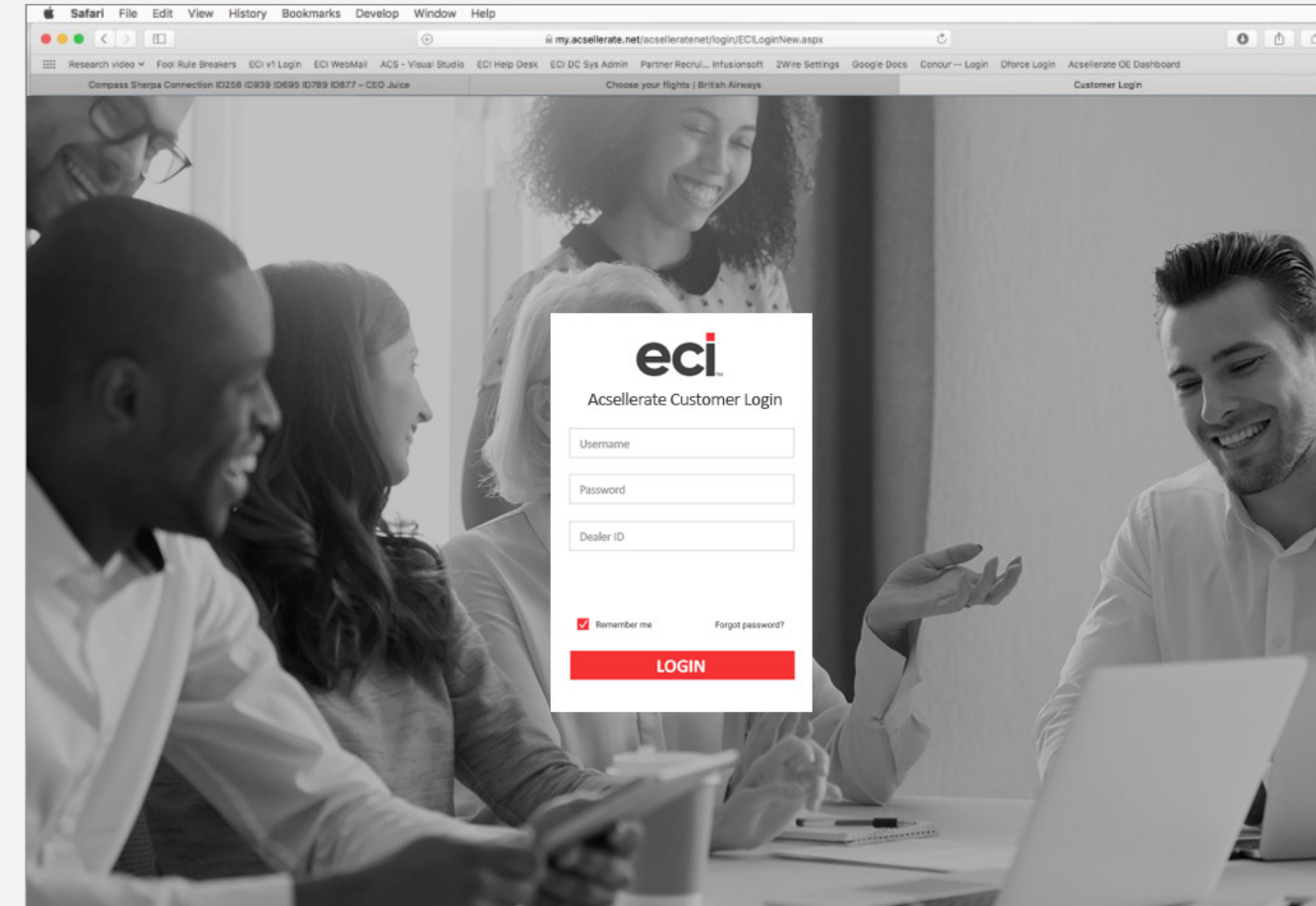
Broad Brand Guidelines

Despite variances between platforms, there are specific protocols that must be followed on a software level. It is imperative that all user-interface touchpoints such as login screens, customer dashboards, and app icons appear consistently and remain within brand*.

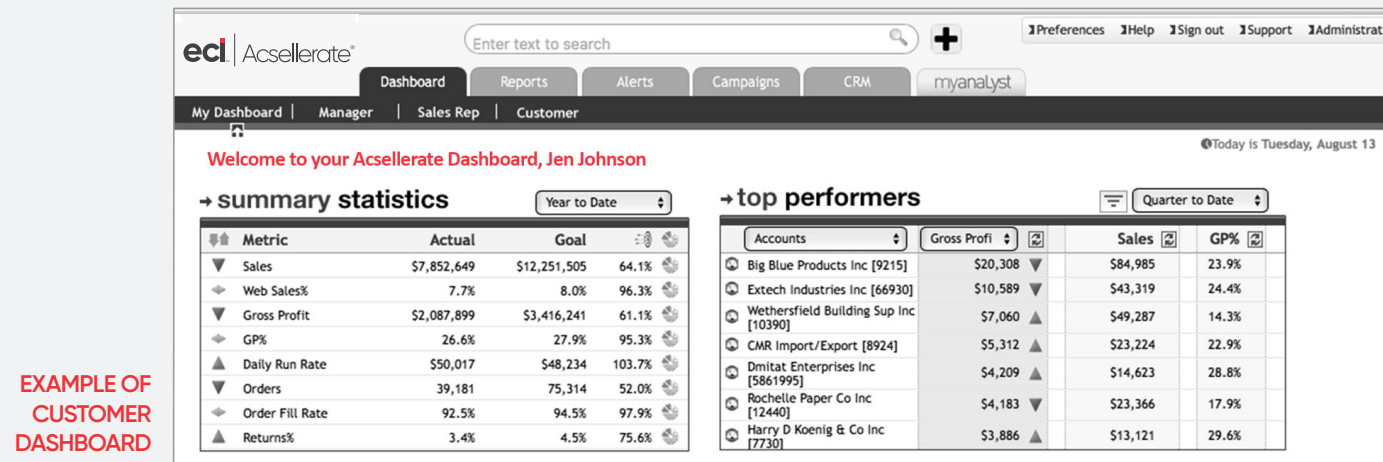
- The newly branded ECI logo must appear on all splash and/or login screens upon startup in either the normal or reverse applications (based on background, i.e. normal logo on light, reverse logo on dark).
- The ECI product “lockup” treatment will be supplied for use on customer dashboards, see examples on page 49. The “lockup” is to be used in the software only, and is not to be used in any documentation, including training manuals, and user guides.
- Our default system font is Calibri. When appropriate on a software level, please use this font family. If this doesn’t work (defaulting on Macs, etc.), please use an equivalent system font such as Arial (create a hierarchy in CSS whenever possible.)
- The primary color palette should be strictly adhered to (see page 24) and the secondary color palette may only be used in charts and graphs.
- Use red #F53335 for active buttons and #A71F23 for hover effects, any other button color is considered out of brand.
- Background images are available and follow the photographic principles outlined on page 28. Request an image via email:

brandinfo@ecisolutions.com

**The Brand Department understands that there are specific circumstances that make a full brand integration challenging when it comes to customer dashboards. We ask that Product Managers do their best to ensure their division is in compliance with these brand standards. When in doubt, please ask.*



EXAMPLE OF CUSTOMER LOGINS



EXAMPLE OF CUSTOMER DASHBOARD



EXAMPLE OF DESKTOP ICON

Internal Branding

Email Signature

ECI requires that all employees utilize this email signature. Consistent branding is key to a brand's success and a cohesive email signature is the perfect opportunity to establish who ECI is as a company. Do not deviate from this email signature including adding colors and fonts outside of our brand, and background images. This mandate extends to internal and external messaging.

The default company name is "ECI Software Solutions, Inc." See page 57 for a list of additional company names if you are an international employee and are unsure of which location your division falls under.

Name Plates & Posters

All office-based employees receive an ECI branded name plate and ECI desk posters reinforcing our core values and mission statement.

OFFICIAL ECI EMAIL SIGNATURE

Your Name Here
Your Title Here | Division/Products

ECI Software Solutions, Inc.
(o) 817.662.3387
(m) 817.470.6154
www.ecisolutions.com

in f t y

eci[™]

ECI is proud of our award-winning culture.

Certified Great Place to Work 2017–Present
50 Most Engaged Workplaces 2016–Present
Stevies International Business Awards 2018–Present

Word and PowerPoint Templates

Master templates have been created and are available on our internal SharePoint, ECINSIDE, for immediate use. Because of our myriad divisions, departments, and inclusion of acquisitions, this is an ever-evolving process. If a template does not fit your specific needs, please reach out to the brand department.

- All internal templates contain the ECI logo only. Product names are typed out in headlines and body copy using the Calibri font family. To help simplify this, Word and PowerPoint templates have already been designed with pre-filled text boxes and/or instructions.
- Product "lockup" treatments are not used in any documentation, including presentations and webinars that are ultimately customer facing. These are for specifically designated usage and must be supplied by the Creative department.
- Under no circumstances should any product or service name be "attached" to the ECI logo unless it is designed and supplied by the Creative department as a product "lockup."
- Use the corporate color palette in all documents and presentations, and only use secondary colors for charts and graphs

NOTE: When utilizing a document from SharePoint, please download and save to your desktop or the template will autosave and not only lose its viability, it may compromise your content.

eci

eciTM

NET1 Dashboard
User Guide

Version 1.0, Rev. 190807



NET1

Section 1 - Virtual Terminal Transactions

1.1 – SALE (VT METHOD)

A Sale is an authorization and capture performed simultaneously. This transaction can still be Voided but does not require a manual (delayed) capture for funds to be moved. Below is an example of a Sale processed through the Virtual Terminal within the Dashboard.

1. After logging into the NET1 Dashboard, access the **Virtual Terminal** by clicking on the **Virtual Terminal** link from the left Side bar menu.
2. Select **Sale** from the **Transaction Type** drop down in the **Transaction Information** section of the Virtual Terminal.

Transaction Information

Transaction Type *

Transaction Amount *

Card Number *

Exp Month *

Exp Year *

Cardholder Name

Description

Process Transaction >

3. Enter in all necessary transaction and billing information.
(Please note that the required fields may vary based on Virtual Terminal settings.)
4. Click the **Process Transaction** button to complete the sale.
5. Once completed, the **Sale Receipt** will appear and can be printed and/or emailed.

1.2 – Authorization Only (VT method)

An Authorization Only is a request to place a hold, for a specific amount, on a debit/credit card. This hold is usually only valid for 7 business days but may vary slightly from bank to bank. Below is an example of an Authorization Only processed through the Virtual Terminal within the Dashboard.
(Please note that an Auth-Only requires a Delayed Capture to follow for the transaction to settle.)

1. After logging into the NET1 Dashboard, access the **Virtual Terminal** by clicking on the **Virtual Terminal** link from the left Side bar menu.

CALIBRI/CALIBRI LIGHT SHOWN
IN POWERPOINT COVER SLIDES

eci

eciTM

Helping Businesses
Compete and Grow

PRESENTED BY Charmayne Gien-Rule, Brand & Communications Manager

eci

eciTM

M1

Manufacturing Webinar

John Smith Regional Sales Manager

Tone of Voice

Brand Personality + Target Audience = Tone of Voice

Our tone of voice reflects the tenets of our brand personality, the essence of which is that we are passionate, friendly, dependable, experts. Additionally, we adopt a “corporate casual” style that helps us connect to our audience who are small and medium-sized business owners. The relationship we build with our customers is important and the language and tone we use reflects this relationship. In short, our tone is conversational and inspires personal connection.

EXAMPLE OF CORPORATE AD COPY

Gain a Competitive Edge

ECI business management software provides real-time visibility into every area of your operation, giving you smarter data so you can make informed business decisions, provide a seamless experience for your customers, and compete at a higher level.

Messaging

Corporate Level

ECI is a global software company specializing in cloud-based business management technology, solutions and services for a diverse group of entrepreneurs in the manufacturing, building & construction, field service, and distribution vertical markets. With 20+ years of experience, ECI is primely positioned as a thought leader in the ERP space. Our corporate level messaging reflects our collective expertise. Additionally, our standing in the marketplace as a medium-sized company allows us to better relate to our target audience, and vice verse.

Product Level

On a product level, we strive to uncover, extract and solve specific pain points experienced at all levels within our customers’ day-to-day operations. As experts in each vertical, we are also “thought leaders” in individual categories, which positions us to act as advisors and partners in the support of our customers’ growth.

New Acquisitions

When a Company is Acquired

Usually within 30 days of acquisition, an interim logo will be provided. This is typically the existing company's logo with **"An ECI Software Solutions Company"** underneath. This logo is to be used as a replacement logo on websites and elsewhere as determined (each situation has its own unique factors), until full integration into the ECI brand is achieved. At this time, we also supply the ECI email signature.

Based on the specificities of the negotiation, integration into ECI will follow, to include assets such as websites, collateral, templates, social media platforms, tradeshow booths, and signage for office buildings. When applicable, the ECI logo will be supplied for office signage, as well as a combination of corporate and abstract art such as corporate posters, in order to ensure that all ECI buildings and offices maintain brand standards. We also supply paint colors and overall visual direction, so if you have building needs, please contact: **brandinfo@ecisolutions.com**

NOTE: Actual needs and timing will vary per acquisition.

Rules & Legalese

General ECI Usage

- "ECI" when written is all caps. We no longer use the lowercase "i."
- When typing out "ECI," do not use a TM.
- Use a TM or ® appropriate to your product at first mention of the product name in copy.
- Try to use the full company name at first mention in copy. It is permissible to use simply "ECI" thereafter.
- Generally, the word "ECI" does NOT precede a product name in copy (there are some exceptions to this rule).
- Externally facing marketing materials and websites must include the following legalese:
"© 20xx ECI and the ECI logo are registered trademarks of ECI Software Solutions, Inc. All rights reserved."
- Do not attach the ECI logo to any word, including a product, service or vertical/division.

Rules & Legalese

General ECI Usage (cont.)

- “Software Solutions” was dropped from our logo only. The legal company name remains **ECI Software Solutions**.
- ECI is a global organization with a group of companies using a variety of company names. Please ensure you use the appropriate company name for your respective location:

USA = **ECI Software Solutions, Inc.**

Canada = **ECI Software Solutions Canada Inc.**

UK = **ECI Software Solutions Limited**

Netherlands = **ECI Software Solutions Nederland B.V.**

Australia (other than Pacsoft) = **ECI Solutions Pty Ltd**

Pacsoft Australia = **Pacsoft Pty Ltd**

Pacsoft USA = **Pacsoft Inc.**

Malaysia = **ECI Software Solutions (Malaysia) Sdn Bhd**



ECI Software Solutions, Inc.

4400 Alliance Gateway Freeway, Fort Worth, Texas 76177

866.374.3221 | www.ecisolutions.com

Brand specific questions? brandinfo@ecisolutions.com