



sendQuick®

Corporate Identity Kit

BRANDING GUIDE

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OUR MISSION

As the central information delivery infrastructure to mobile devices for all companies, sendQuick will revolutionize the way companies deliver information by facilitating the transfer of information instantly to improve business functions and lives of individuals.





OUR CORPORATE VALUES

sendQuick is committed to developing a strong organisation with emphasis on accountability to all stakeholders

Customers

Deliver high performing products and services that are reliable and of superior value to our customers

Employees

Creating an environment that respects every employee as an individual and assist them in realizing their inner genius



OUR CORPORATE VALUES

sendQuick is committed to developing a strong organisation with emphasis on accountability to all stakeholders

Partners

Being diligent and fair in building mutually beneficial working relationships with partners in all markets to realize excellent returns

Shareholders

To be responsible and accountable to shareholders and work towards achieving extraordinary investment returns



PURPOSE AND VALUES

sendQuick's brand and reputation is growing across Singapore, the region and the world. As we expand, it is important that we create greater awareness of our brand and the vision to be the leader in the mobile messaging industry

BRAND DEFINITION

WHY SENDQUICK?

We understand the importance of information transfer in the fast paced business world today. And we are committed to help organizations facilitate the flow of information to reduce downtime. Speed and reliability are key factors, and that is why we name ourselves sendQuick; to send quickly.

sendQuick[®]

OUR BRAND PROMISE

When you purchase a sendQuick product, you are buying more than just a piece of equipment, you are buying a peace of mind. This is because the sendQuick brand prides ourselves to be synonymous with the following 5 Qualities:

1

Stability &
Reliability

2

Easy to Set Up &
Use

3

Professional &
Meticulous
Service Delivery

4

Innovative

5

Relevant to our
Clients



OUR BRAND PROMISE

sendQuick aims to deliver the following 5 Qualities to our valued customers:

Stability & Reliability

Our sendQuick appliances are built for stability and reliability along with scalability so you can be assured that our appliances work well even with heavy usage.

Easy to Set Up & Use

To simplify your life, all sendQuick appliances are designed as hassle-free plug and play devices that are simple to set up, use and maintain.



OUR BRAND PROMISE

sendQuick aims to deliver the following 5 Qualities to our valued customers:

Professional & Meticulous Service Delivery

We strive to exceed expectations by being service orientated, uphold professionalism and to be detailed in execution of our duties.

Innovative

We believe in being innovative to stay competitive, be it with regards to improving our business processes or coming up with creative products.



OUR BRAND PROMISE

sendQuick aims to deliver the following 5 Qualities to our valued customers:

Relevant to our Clients

Ideas should be relevant and practical for our clients to implement for maximum impact and longevity.

THE SENDQUICK LOGO

When sending for full colour print, colours used for the sendQuick Logo should be as follows:

Pantone Colours

sendQuick Blue
Pantone 7468C
C: 100 M: 10 Y: 0 K:28

sendQuick Orange
Pantone 158C
C: 0 M: 60 Y: 100 K:0

This is applicable for print on white and light backgrounds. Some examples are as follows:

sendQuick[®]

sendQuick[®]

sendQuick[®]

PROPER USAGE OF THE SENDQUICK LOGO

Usage of the sendQuick reverse white logo is subjected to the following conditions:

- 1) When the background is dark
- 2) When only 2 colours are allowed

Some examples as follows:



PROPER USAGE OF THE SENDQUICK LOGO

Usage of the sendQuick black logo is subjected to the following conditions:

- 1) When the background is light
- 2) When only 2 colours are allowed

Some examples as follows:

sendQuick[®]

sendQuick[®]

sendQuick[®]

IMPROPER LOGO USAGE

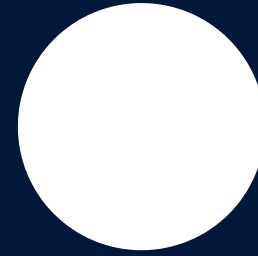
There should be sufficient colour contrast to ensure good visibility of the sendQuick logo.

Exaples of incorrect usage as follows

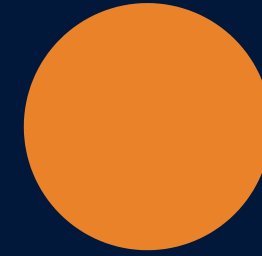


SENDQUICK COLOUR PALETTE

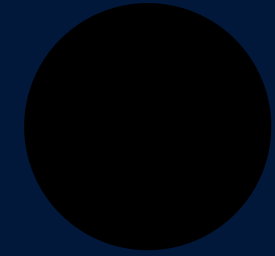
Colours to use



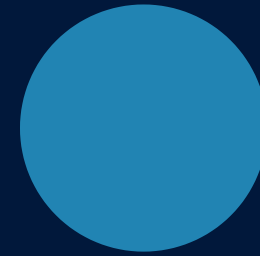
#ffffff



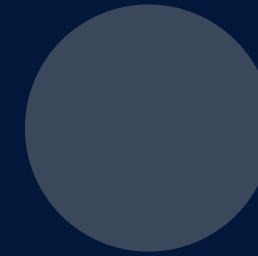
#ea822a



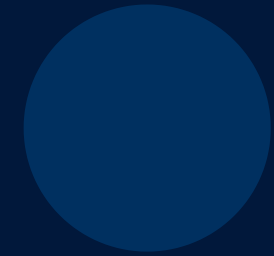
#000000



#2184b3



#3b475b



#003060

SENDQUICK EMAIL SIGNATURE

Set links to each social media platform >>

Email Signatures to be standardized across all staff globally:

Name

Position

TalariaX Pte Ltd

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FB: @sendquick | Twitter: tx_sendquick | LinkedIn: talariax_pte_ltd

Offering Solutions for IT Alerts, 2FA, Business Process Automation

SENDQUICK BUSINESS CARDS

Business card design to be standardize across all globally:



TYPOGRAPHY

BASIC PRINCIPLES

sendQuick fonts used are **Open Sans** and **Raleway**.

All documents, whether digital or analog, internal or external, use the Open Sans or Raleway font family.

CREATING A BRAND VOICE

HOW WE SPEAK TO CUSTOMERS

Our brand personality

Friendly and
Approachable.
Knowledgeable.

Tone of communications

.Passionate yet
informative. We care
deeply for our
customers.

Writing style

Friendly.
Knowledgeable.

OUR COPY

The words we choose:

- Strong, clear, short statements as headers rather than sentences
- Active language
- Word selection is more casual than formal, (assume talking to a friend), more specific than general, (illustrate with details).
- Always make calls to action; be bold, tell the audience what we want them to do. If there are more than 1 step involved, always do in 3 steps - 1... 2... 3...
- Speak in the first person rather than third, where appropriate
- Use "You" and avoid: "everyone, most people.. etc"

Social Media Branding: Networks to Focus On



YouTube

Focus on our tutorials
and the support /
training given



LinkedIn

Creating presence on
LinkedIn. Connect with
all staff in Talariax.



Facebook

Engaging with
customers.

HOW TO REACH US

SENDQUICK BRANDING TEAM

Email Address

marketing@talariax.com