Fluent

Brand Guidelines

Our products and services provide our customers with a secure and efficient lifestyle. As a premium brand we empower our customers by transforming their houses into smart homes using home automation, security and solar technology.

LAST UPDATE: 01/2022

00_Table of Contents

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"Our mission is to **empower** customers. Every line of copy, every image, every advertisement, every video, every piece of creative content should work to generate a feeling of empowerment."

01_Tone

Fluent ————————

BRAND VOICE

Fluent's voice is genuine, personable and empowering. We are approachable and professional. We are confident in our ability to provide premium quality and security. We empower our customers in everything we say and do.

ASSOCIATED WORDS

Empowering	Confident
Secure	Professional
Personable	Approachable
Premium	Quality

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We Speak Home

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General Copywriting Principles:

Convey empowerment in every piece of copy. Empowerment is our north star. Everything we write should point back to the concept of empowerment.

Make confident statements, not casual observations. We are clear, direct, and precise in our speech.

Headlines should promote a single benefit. Headlines should be compelling and easily understood at a glance.

Language should be casual and accessible, yet professional. Write like you speak, minus slang.

Technical language should only be used when it adds value to the proposition, and in proper context so that customers can easily understand.

Questions to ask when writing copy:

Does it convey empowerment?

Does it communicate a clear benefit?

Does it sound human? Or corporate?

Does it sound inviting or bossy?

Is there proper context?

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02_Logo

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LOGO

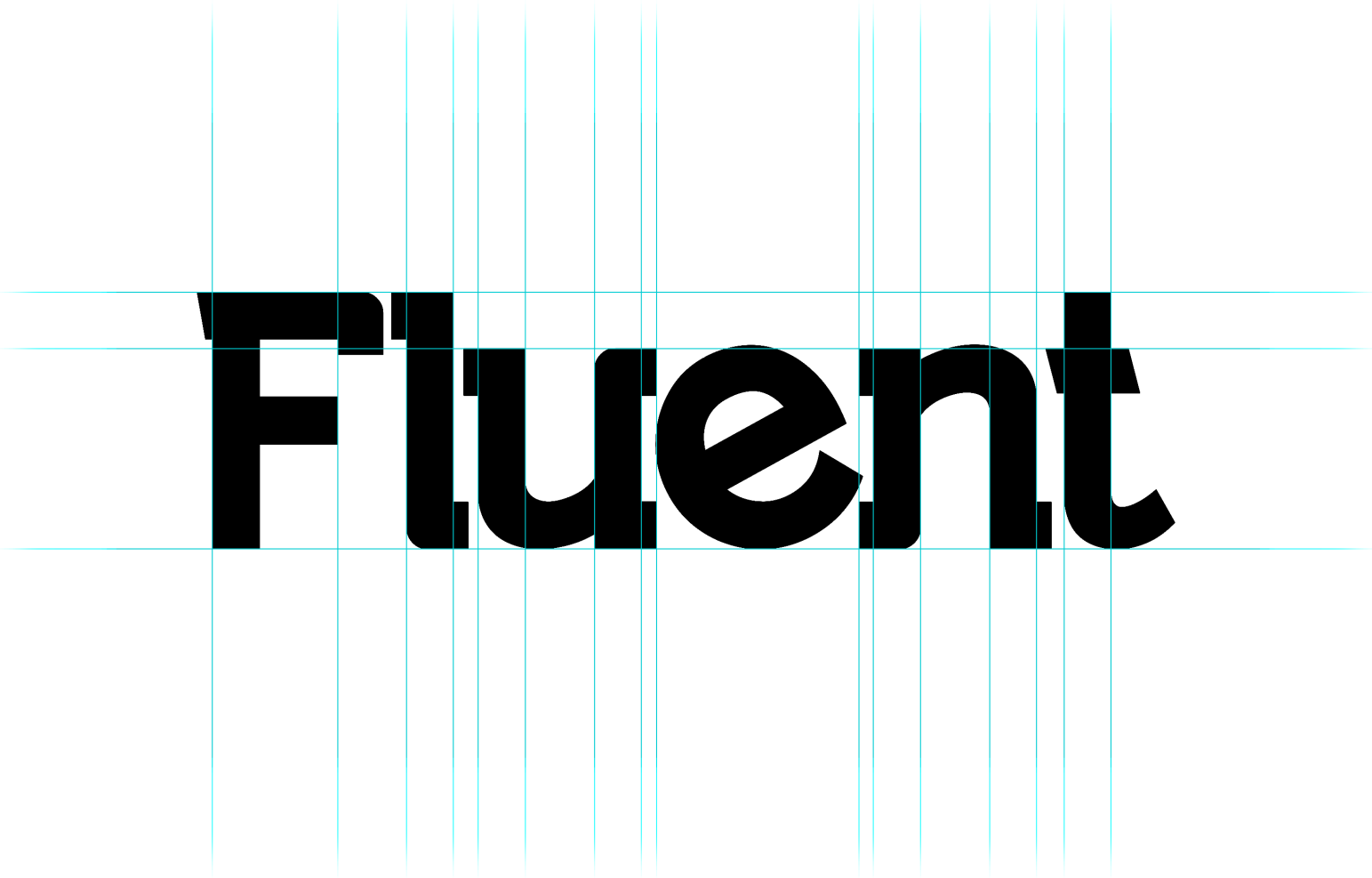# Fluent

LOGO + ICON

Fluent

ICON/MARK

*Abstract home

Fluent
We Speak Home

TAGLINE

*Secondary Logo,
use with discretion

Fluent

70mm | A2

Inverted

45mm | A3

B&W

B&W Inverted

30mm | A4/A5

App 32x32px

Minimum Size

20mm | 60px

DO NOT rotate the logo

DO NOT distort or warp
the logo in any way

DO NOT change the logo's
colors

DO NOT change the main
typeface

DO NOT move the position
of the logo

DO NOT add special
effects to the logo

DO NOT display the logo
with limited legibility

DO NOT use old logos

DO NOT lighten the logo

03_Color

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Fluent's Color Palette honors both the ideas of technological advances and the comfort of home security. To maintain consistency, it is important that the colors match the swatches and codes in this section. They should have a primary presence in materials that represent Fluent.
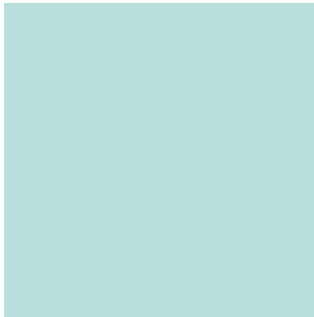
FLUENT GREEN

CMYK 69 / 01 / 100 / 00
RGB 84 / 183 / 72
HEX #54b748

ALOE GREEN

CMYK 30 / 02 / 63 / 00
RGB 186 / 212 / 131
HEX #bad483

ICE BLUE

CMYK 26 / 01 / 14 / 00
RGB 186 / 223 / 220
HEX #badfdc

GIBRALTAR SEA

CMYK 80 / 53 / 54 / 32
RGB 53 / 83 / 87
HEX #355357

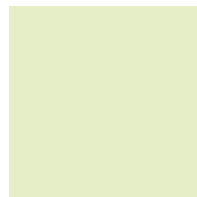Fluent

FLUENT GREEN

ALOE GREEN

ICE BLUE

GIBRALTAR SEA

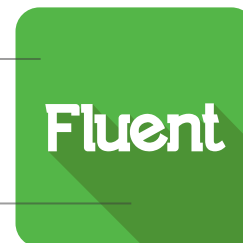| **TINT**	**SHADE**	**TINT**	**SHADE**	**TINT**	**SHADE**	**TINT**	**SHADE**
#96CC8D	#4c9335	#e6efc7	#7e9160	#ddedeb	#7db2ad	#4d6b6d	#113133

*Tints and Shades are to be used secondarily, use with discretion

*EXAMPLE

FLUENT GREEN

FLUENT GREEN SHADE

Fluent

Fluent
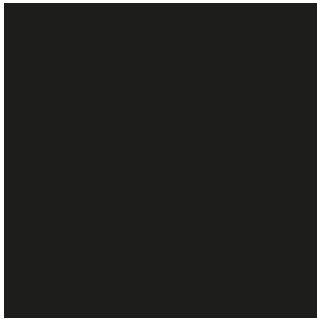
BLACK

CMYK 71 / 65 / 67 / 77
RGB 00 / 00 / 00
HEX #000000

SLATE GREY

CMYK 64 / 55 / 53 / 28
RGB 87 / 89 / 91
HEX #57595b

COOL GREY

CMYK 32 / 24 / 24 / 00
RGB 176 / 179 / 181
HEX #b0b3b5

WHITE

CMYK 00 / 00 / 00 / 00
RGB 255 / 255 / 255
HEX #ffffff

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NOTE: These colors are only to be used in the context of gradients and for no other design purposes.
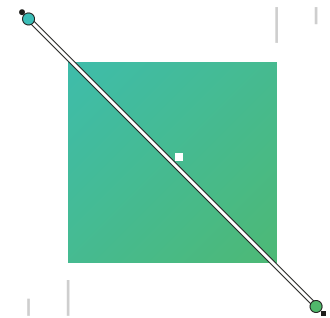
AQUA

CMYK 68 / 00 / 34 / 00
RGB 59 / 190 / 184
HEX #3bbeb8

PARAKEET

CMYK 69 / 01 / 79 / 00
RGB 80 / 185 / 107
HEX #50b96b

NOTE: For smoother gradient, exceed shape boundaries.

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04_TYPO– GRAPHY

Fluent —————————————————————————

Headline Typeface: TIEMPOS HEADLINE

The Tiempos Collection is a modern **serif** family **for editorial typography**. Tiempos Text takes the functionality of Plantin and Times, gently updating it for contemporary use. It's robust and clear, perfect for economic and legible typesetting. Tiempos Headline is designed for larger headline sizes, striking a balance between practicality and elegance.

Body Copy Typeface: GOTHAM

Gotham is a geometric **sans-serif** typeface family designed in America around 2000. Gotham's letterforms were inspired by examples of architectural signs of the mid-twentieth century. **Developed for professional use**, Gotham is an extremely large family, featuring a variety of widths, weights, and slopes.

Tiempos

Light   Medium   **Bold**
Regular   **Semibold**   **Black**

Gotham

Thin   Light   **Medium**   **Black**
Extra Light   Book   **Bold**   **Ultra**

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HEADLINE 1

*NOTE: Tiempos **Black** is primarily for light text on dark background

Tiempos Headline Black

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
0123456789£$?!<>{}[]#¢™®

HEADLINE 2

*NOTE: Do *NOT* use Tiempos Headline in all caps. The typeface is designed to function best when combining upper and lowercase letters.

Tiempos Headline Bold

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
0123456789£$?!<>{}[]#¢™®

Fluent

SUBHEAD 1

Gotham Black

ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz 0123456789£$?!<>{}[]#¢™®

SUBHEAD 2

Gotham Bold

***NOTE:** Gotham can still function as a headline in certain situations. Use discretion.*

ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz 0123456789£$?!<>{}[]#¢™®

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BODY COPY 1

Gotham Medium

*NOTE: Gotham Medium is primarily for light body copy on dark background

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
0123456789£$?!<>{}[]#¢™®

BODY COPY 2

Gotham Book

*NOTE: Gotham Book is our primary font for Body Copy

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
0123456789£$?!<>{}[]#¢™®

Tiempos Black

Gotham Black

Gotham Medium

Headline Mockup 1

Subhead Mockup

Body Copy Mockup

Tiempos Bold

Gotham Bold

Gotham Book

Headline Mockup 2

Subhead Mockup

Body Copy Mockup

05_PHOTO-GRAPHY

Fluent ——————————

Empowerment - Security - Confidence - Happiness - Trust - Peace of Mind

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Does not feel "posed"
Subjects look at ease ✓

✗ *Feels unnatural / unrelatable*

✓ *Feels "lived-in"*
Pets & plants increase relatability

Feels "staged" ✗

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Fluent is inclusive and diverse, like our customers. Cast a variety of ages, races, genders and orientations.

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Lots of white light
Lighting feels natural

Excessive light
Artificial sun flare

Clear light source
Darks don't feel too heavy
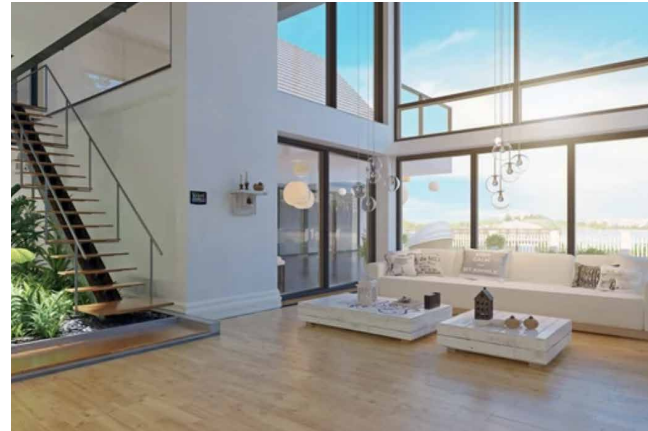
Too dark

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House fits young lifestyle
Furnishing isn't too expensive

Too nice for young family

House feels relatable
Not too fancy, not too cheap

House is too ornate
Color is too extreme

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Shoot options that are wider than needed ✓

Shot too tight to be useful ✗

✓ *Shoot options with plenty of negative space on the side/s*

Unnatural angle ✗

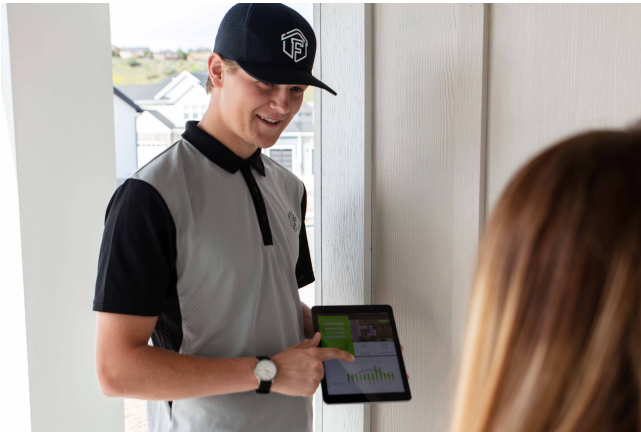**Fluent**

*Installers must be in
Fluent branded uniform* ✓

*Installer isn't wearing
Fluent Gear* ✗

✓ *Emphasis on the product
installation*

*Installer is not in uniform, can't see
what they're doing* ✗

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Shoot angles that show off solar panels (drone shots are great)

Shot too low to be useful

Try to shoot on sunny days to highlight solar power

Overcast, too dark to be useful

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06_VIDEO-GRAPHY

36_Video Rules

In Frame

Avoid capturing footage that includes logos or brands that do not belong to our organization. All captured footage should be clean and free of distracting material besides the subject.

Tone

The tone of our videos should convey empowerment. We are not a silly company nor do we take ourselves too seriously. WE are professionals that provide a professional service.

Language

The language we use must be clear, concise, and crisp. We are professionals, let's use professional language. No slang, swearing, or banter. Our language should always match the tone. Our company name should only be referred to in a positive manner.

Colors

Colors used in our videos should follow our branding. For official corporate content, refer to our company colors. Color is not restricted for representative facing content.

07_CONTACT

38_Contact

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Home LinkedIn: https://www.linkedin.com/company/fluent-home/
Solar LinkedIn: https://www.linkedin.com/company/fluent-solar

Home Twitter: @fluenthome
Solar Twitter: @fluentsolar

Home Instagram: @fluent.home
Solar Instagram: @fluentsolar

Home Facebook: @fluenthome
Solar Facebook: @fluentsolar

Our website **www.fluenthome.com** also contains additional resources and information that we think you will find useful.

For additional information please contact the Fluent at **support@fluenthome.com** or call **+1.866.736.1253**

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