

# ***Marketing Guidelines***

# OVERVIEW

*We've created these guidelines to help the team establish internal marketing alignment, clarity and consistency when communicating externally to customers and third parties. Following these guidelines will help us create a unified talking points and synergy between marketing and sales.*

## **Company Description**

### **LONG**

*Delivering Technology To Education Since 1990. JourneyEd, the EDU techstore, offers the largest selection of education priced products for school technology buyers. Our offering categories include: Software, Hardware and IT Network Solutions. We assist with everything from requirements gathering, defining specifications, contract negotiations, fulfillment, billing, implementation, upgrading and more. By providing students, educators & schools nationwide with world-class technology, we deliver long-term value as well as a positive return on investment for our customers.*

### **SHORT**

*For over 25 years, JourneyEd, the EDU techstore, has offered the largest selection of education priced products for school technology buyers. Our offering categories include: Software, Hardware and IT Network Solutions.*

## **Corporate brand elements** *(internal use)*

### **VALUES**

*We believe our employees should be empowered to do what it takes to service our customers. We believe our service is all about making technology purchases easy and accessible for all U.S. schools and educators regardless of academic focus or location.*

### **VISION**

*To be the preferred provider of innovative educational IT solutions for schools and educators.*

### **MISSION**

*To conveniently deliver proven technology solutions to educational institutions. We will support schools, educators and students with unique resources that will help them realize their goals and potentials thereby enhancing personal and academic excellence.*

## Marketing: Headline(s)

### Primary headline (default)

# Where Schools Buy Technology

## Marketing: Reasons to Buy from JourneyEd

What Schools Demand	JourneyEd	other tech suppliers	Details
Wide selection & educational pricing	✓	✗	Get access to 100K+ education technology products in one place. No need to pay retail or juggle multiple suppliers to get what you need.
In-depth experience serving the education industry	✓	✗	For over 25 years we've been helping schools choose what to buy and how to buy technology. Our expertise in education is unmatched.
Education is a priority	✓	✗	While other suppliers tend to prioritize high profile corporate and government customers, we only focus on understanding and servicing the needs of schools.
Highly-Responsive Support	✓	✗	Guaranteed response within one business day from a dedicated specialists who knows your account. Don't settle for less responsive support.

## Product categories & top brands in units sales

### SOFTWARE

Adobe, Microsoft, VMWare, Techsmith, Endnote, and SPSS

### HARDWARE

Wacom, Avid Headphones, Speedskin, Surface, zSpace, and Promethean

### IT NETWORK SOLUTIONS

Vmware, Sophos, Leasing

**Target Audiences:** K-12 School Districts nationwide | Higher Education Schools nationwide.

**Target Roles & Titles:** Information Technology Leaders & Coordinators

### Credibility badges



### Terms and verbiage

#### Use Case

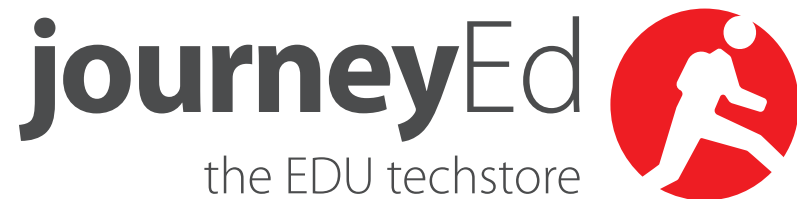
#### Correct external usage

#### Incorrect external usage

Referring to company name	JourneyEd (include as one word with a capital E on Ed)	JourneyEd.com, Journeyed, Journey Ed or Journey
Our target market	Education	Academic
Types of software licenses we sell	Software subscriptions	Perpetual or SAAS
Employee titles	Account Manager or Custom service agent	Sales rep, rep , or Customer service rep
Types of schools	K-12 or K through 12 HiEd or Higher education	K12 or secondary HIED, hied or post secondary
Transaction description	Order	Purchase or Transaction
Banner Call to Action	Shop Now, Click Here	BUY NOW

## Logo Use Guidelines

### Primary logo (default)



### Alternate Veretical logo



### Primary logo verisons - choose appropriate logo for appropriate background

White or Light Background



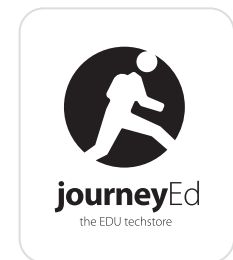
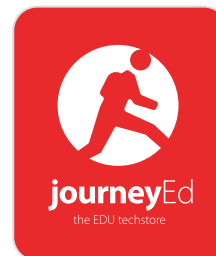
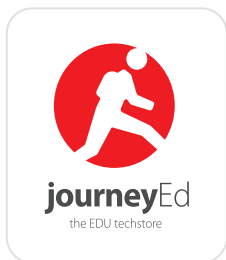
Black or Dark Background



Red or Monochrome Black Background



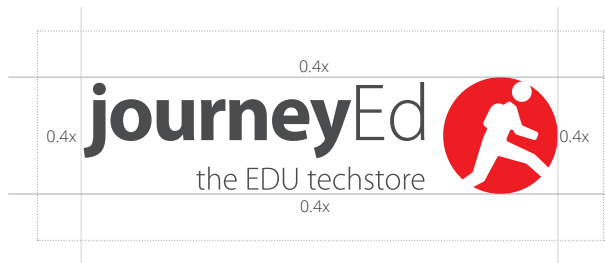
Monochrome White Background



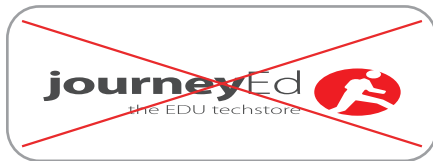
## Logo Use DON'TS Guidelines

Do not distort or change logo colors.

Here are some examples of what NOT to do with the journeyED logo.



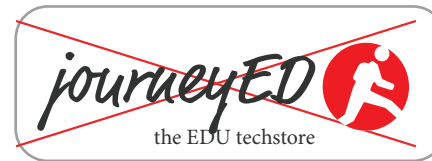
The clear space around our logo should be greater than 0.4x where x is defined by the height of our logo. For example, if the height of the logo is 25mm, then the clear space would be 10mm on all sides.



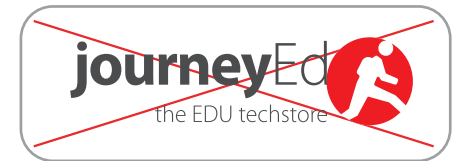
DON'T stretch logo either horizontally or vertically unproportionally



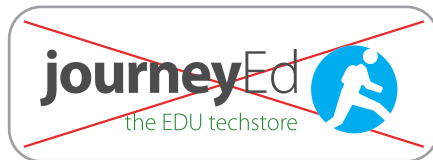
DON'T change the order of the logo elements



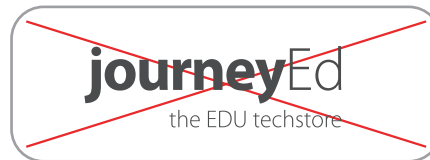
DON'T change typeface



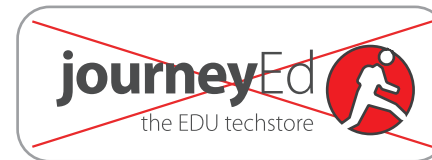
DON'T alter space between text & icon



DON'T alter color of the elements



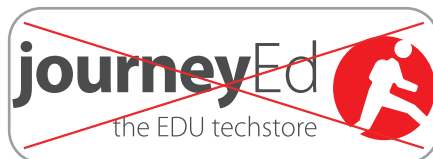
DON'T remove icon from logo



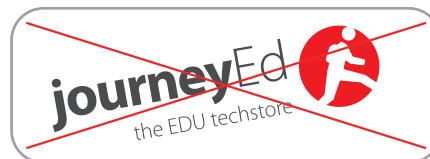
DON'T add strokes to logo elements



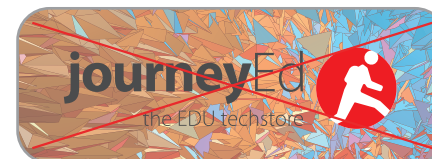
DON'T alter the proportion of the element in relation to each other



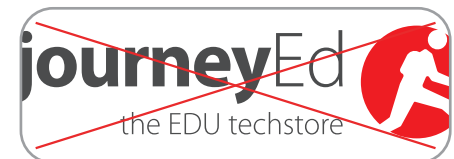
DON'T crowd the logo  
(see clear space above)



DON'T tilt logo



DON'T place logo on busy background



DON'T crop the logo

## Typefaces & Fonts

Primary Typeface for Logo, Web and Print: *Open Sans*

Open Sans - Light

*Open Sans - Extrabold Italic*

Open Sans - Regular

*Open Sans - Italic*

**Open Sans - Extrabold**

***Open Sans - Extrabold Italic***

## Company Colors



75%

50%

25%

### Primary

CMYK: C= 0 M= 0 Y= 0 K= 85

RGB: R= 77 G= 77 B= 79

WEB: #4d4d4f

PMS: Cool grey #9



75%

50%

25%

### Accent

CMYK: C= 0 M= 100 Y= 100 K= 0

RGB: R= 237 G= 28 B= 36

WEB: #ed1c24

PMS: 1795