

BRANDING & LOGO GUIDELINES

Feb 8, 2024

The **Powered by Scelta** logo is more than just an important expression of our brand identity- it is a powerful symbol of your innovation, differentiation, and dedication to make a meaningful difference in the communities you serve.

We encourage you to showcase your Powered by Scelta logo often. It symbolizes our collaboration and your commitment to thriving in the digital landscape, showcasing to customers and competitors alike that you are on the cutting edge with powerful tools at your disposal.

We're happy to have you proudly express your collaboration with Scelta. What follows is a guide on how to represent Powered by Scelta's logo and branding in your own materials.

Download all brand assets from the footer of our website

DID YOU KNOW?

SCELTA VENTURES PROGRAM

The Scelta Ventures Program is where your vision for growth transforms into a shared journey of success. Venture Program Collaborators transcend traditional client-service relationships, forging a strategic relationship that plants us deeply within your business. By choosing to collaborate with Scelta, you are not just accessing services; you are inviting a stakeholder who is as invested in your success as you are.

Here's what this transformative collaboration offers:

- **Exclusive Access to Elite Resources:** Unlock the gates to Scelta's vault of elite resources, technology, and tools, elevating your business to new heights of excellence.
- **Strategic Collaboration with Industry Experts:** Engage with our seasoned professionals, each a master in their field, ready to infuse your business with insights, strategies, and innovations that are at the forefront of industry trends.
- **Tailored Growth Blueprint:** Embark on a journey with a bespoke growth blueprint, crafted to align with your unique aspirations, ensuring a path that is ambitious and achievable.
- **Partnership in Success and Challenges:** Scelta shares not only in your triumphs but stands resiliently beside you in challenges, reflecting our unwavering belief in your vision.
- **Empowerment for Revolutionary Growth:** Unlock untapped potential, catapulting your business into realms of growth that once seemed unattainable.

Joining the Scelta Ventures Program is more than a decision; it's a declaration of your commitment to extraordinary growth and an invitation for Scelta to be an integral part of that journey.

To inquire about the Scelta Ventures program, speak with your dedicated Tech Implementer.

PRIMARY LOGO



This is our primary logo. Wherever possible, we aim to use our primary logo.

LOGO ANATOMY

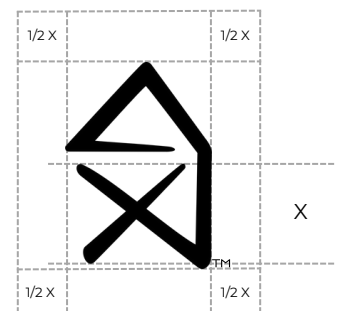
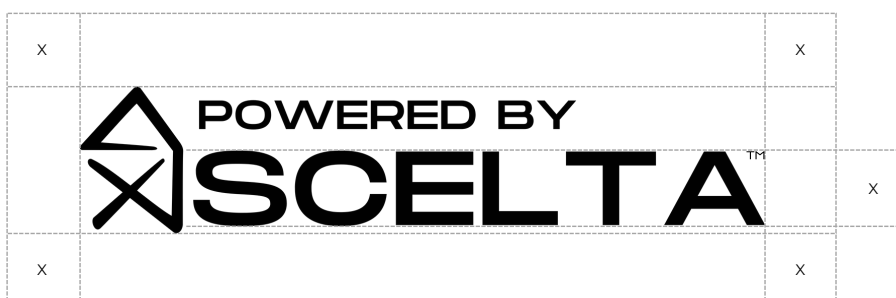
We can use our symbol on it's own when necessary.

We never use our wordmark on its own.



CLEAR SPACE

Our logo works best when it has enough room to breathe.



MINIMUM SIZE

To maintain the visual integrity of our logo, don't scale it below 80 pixels or 28mm wide.

BEST PRACTICES

We strongly recommend showcasing the Powered by Scelta logo as a symbol of your innovative spirit and dedication to thrive in the digital landscape. It's something to brag about!



Billboards & Signs



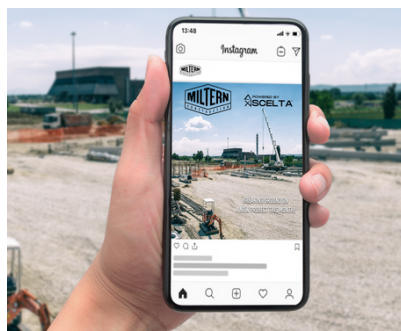
Uniforms & Safety



Vehicles



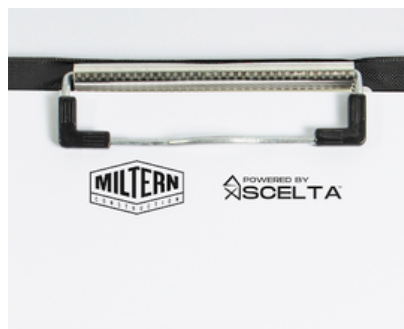
Business Cards



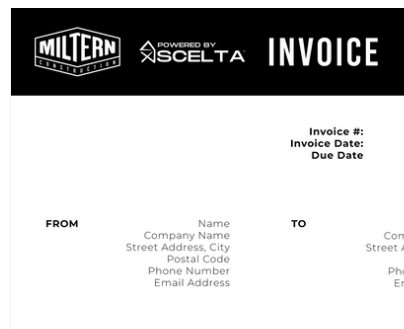
Social Media



Website



Business Stationary



Invoices

CERTIFIED SMART SITE™

Achieving Certified Smart Site status signifies that your job site is enhanced by Scelta's innovative solutions. Our Custom Scelta App and Scelta Configurator transform your daily work, making everything smoother and more efficient.

For workers using a Scelta Custom App, it means less hassle with paperwork and more time doing the job. For clients using the Scelta Configurator choosing homes, it's a digital way to see everything and feel sure about their choice. From everyday actions like clocking in to crucial tasks like safety compliance, everything is just a tap away.

In recognition of this advanced integration, we provide a unique Powered By Scelta Logo, inclusive of the Certified Smart Site Badge to select clients, underscoring their commitment to smart, efficient site management.

BEST PRACTICES

Here's a few examples of what we should absolutely avoid when using the logo.



POWERED BY
SCELTA

Don't use the
wordmark alone



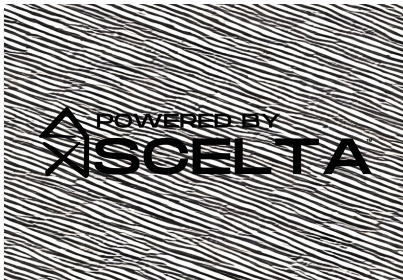
POWERED BY
SCELTA

Don't stretch or
squeeze it



POWERED BY
SCELTA

Don't rotate it



Don't use busy
backgrounds



Don't use against
low-contrast



POWERED BY
SCELTA

Don't use gradients



POWERED BY
SCELTA

Don't add colour



POWERED BY
SCELTA

Don't stack the logo



EMPOWERED BY
SCELTA

Don't create your
own version

TRADEMARK USAGE GUIDELINES

These guidelines explain how you must use and visually present our brand assets at all times. Your use of our brand assets indicates your acceptance of these guidelines, and you understand that your use of our brand assets in violation of these guidelines will result in automatic termination of your permission to use our brand assets.

- Use of our brand assets must be expressly authorized in writing.
- Users must not mislead their customers as to our sponsorship of, affiliation with or endorsement of your company or your products or services.
- Our brand assets are our exclusive property. All goodwill that results from your use of our brand assets will be solely to our benefit. You will not take any action that is at odds with our rights or ownership of our brand assets. Where used on a web page, our brand assets, as well as the mention of our name, should include embedded hyperlinks to our homepage: www.scelta.tech
- Do not associate our brand assets with any illicit or illegal activities or use them in a way that is deceptive or harmful.