



u7 SOLUTIONS

Brand Guide 2022

Help us stay awesome.

Our brand is our reputation, and every member of the team contributes to it.

Following this guide will ensure we put ourselves out to the world in a consistent manner that upholds our aesthetic standards and reflects our mission, vision, and values at all times.

Our efforts in this area are vital for our growth and building our professional reputation.

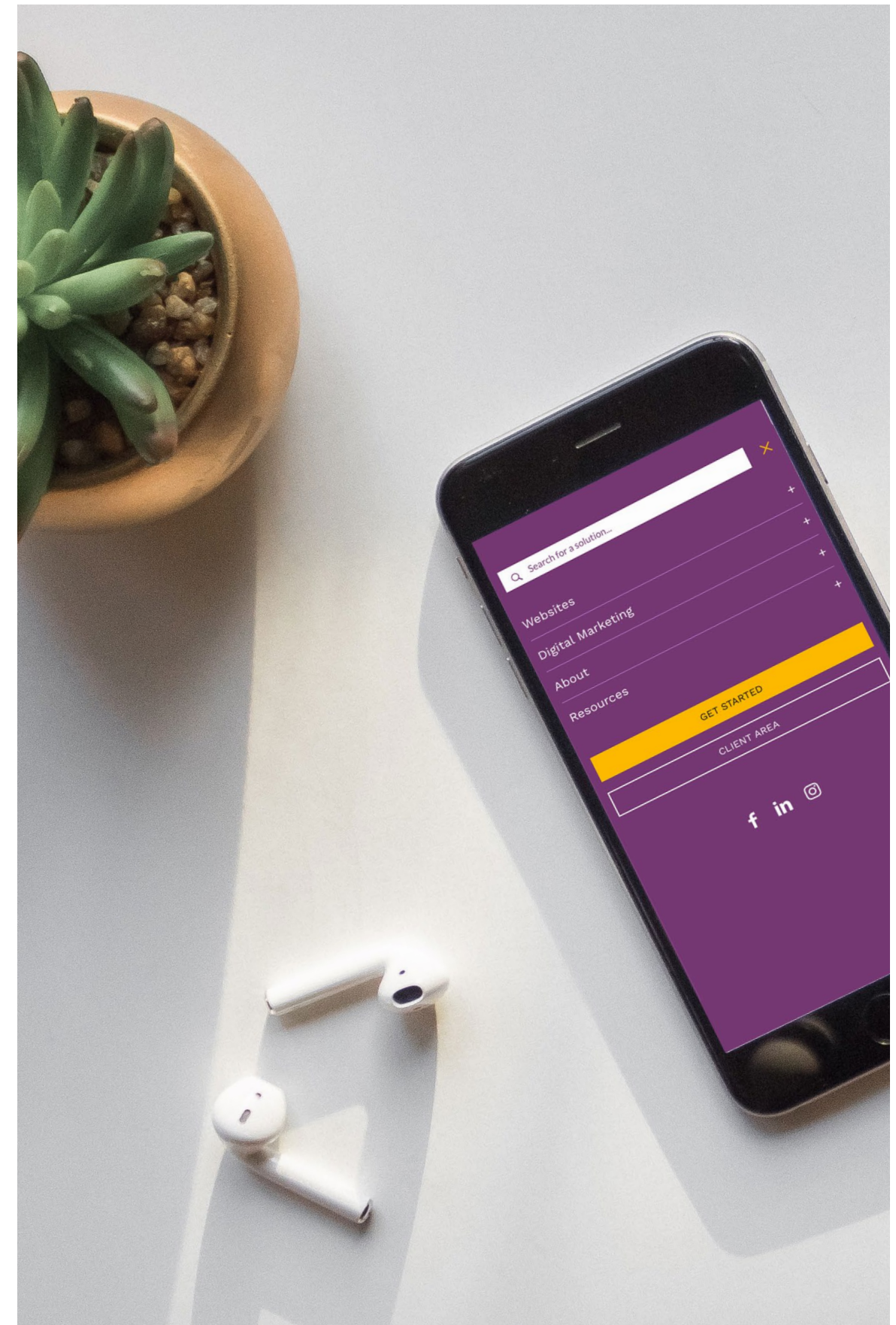


Table of Contents

Our Company

Name	1
Purpose	2
Milestones	3
Services.....	4
Mission, Vision, Slogan	4
Values.....	7
Company Culture	9
Fast Facts	10
Persona	11

Brand Identity

Primary Logo	13
Logo Colours + Background	15
Secondary Logo + Icons.....	16
Tagline Logo.....	19
Logo Misuse.....	20
Logo Applications	21
Brand Colours	23
Accessible Colours	29
Typography	30
Photography	35



Our company.

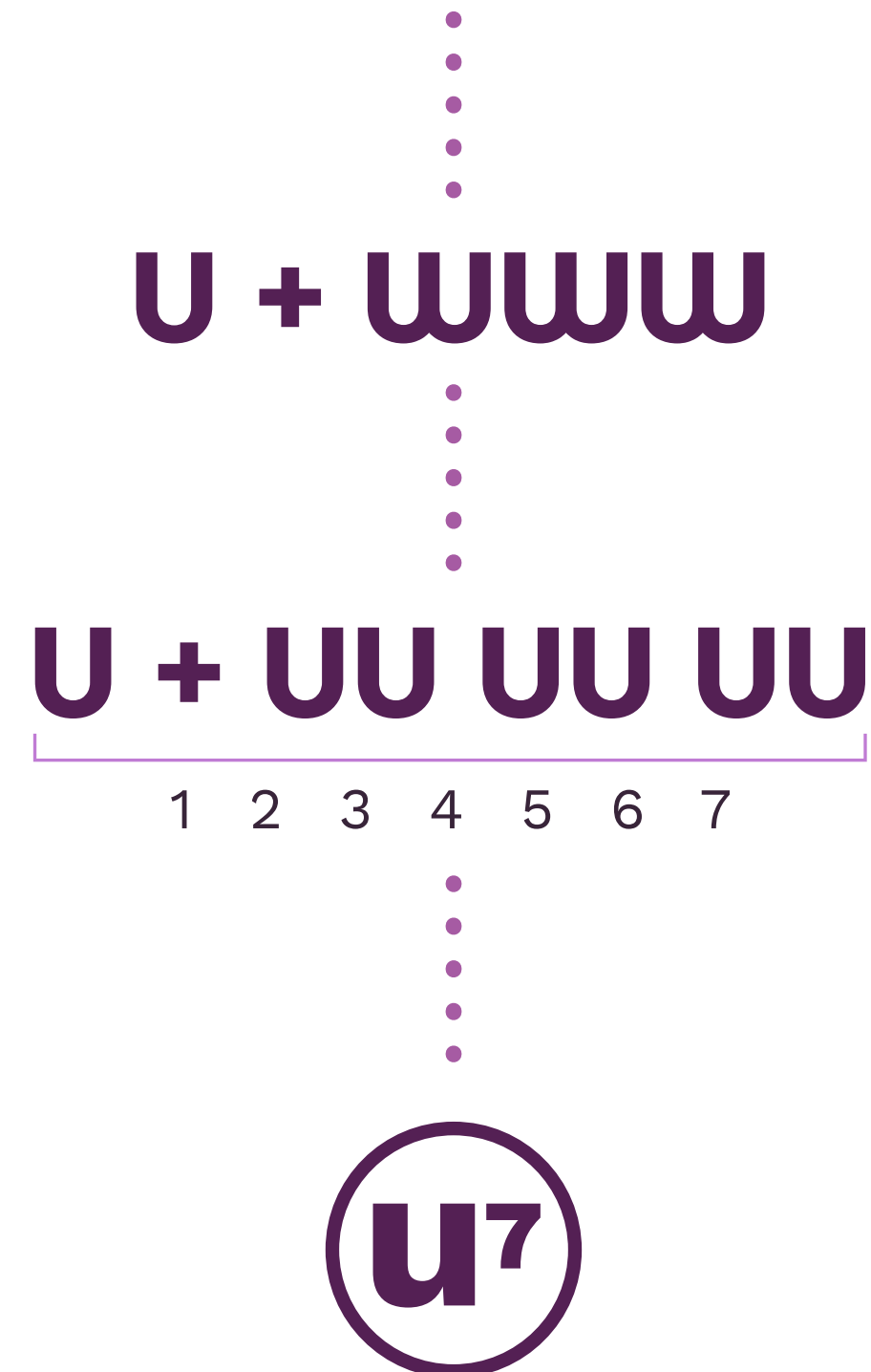
What's in a name?

“U7” was inspired by the core principle of all the work we do: connecting clients (you) with the World Wide Web.

With creativity, knowledge, and experience, we provide SOLUTIONS for the people who power businesses, to bring their visions to reality.

When we type our name, we always use capital letters: U7 SOLUTIONS.

You + the World Wide Web



The need for U7.

The internet is a constantly evolving landscape of opportunity... but achieving online success is complicated.

Thus, U7 SOLUTIONS was born.

The challenge

Businesses are powered by people who are experts in their own fields – not web development or digital marketing.

Our solution

Through transparency and clear communication, we collaborate with our clients to truly understand their and earn their confidence as trusted digital marketing experts.

Real results

U7 SOLUTIONS delivers high quality, customized digital solutions to meet client's needs when no other out-of-the-box tool exists.

Company milestones

2007

U7 SOLUTIONS was founded in Ottawa, Ontario by our CEO Jayson Peltzer.

2008

Hired the first remote worker, which opened the floodgates to finding talent around the globe.

2014

Expanded our service offering beyond Drupal to include WordPress and other platforms.

2015

Hired our first official full-time employee and moved into a shared office space.

2016

Expanded our offering further to include one-off marketing services and graphic design.

2019

Became an established one-stop shop for digital marketing solutions.

2020

Reverted to a fully remote company and reached a \$500K revenue milestone.

2021

Grew our team to 35 people in 7 countries.

What do we do?

Our agency offers business owners unique, tailored solutions to help them meet their digital marketing goals.

Custom Portals

For clients looking to manage registrations and bookings, automate payments, or feature catered information to their audience, we can help bring that functionality to life. U7 was built on creating custom portals that provide tailored experiences for web users.

Website Design and Development

Whether clients have a clear vision of their website needs or require strategic insight, our website project plans are completely customized. Our range of experts ensure that we factor in the importance of architecture, project management, copy writing, design, SEO, and overall web best practices, to ensure a holistic approach to achieving an attractive and effective website.

Digital Marketing and Design

We help capture the essence of our clients' services or products, develop strategies that fall in line with their company brand and vision, and most importantly – execute the work! Perfect for those who want to spend more time on their mission and business, and less time on social media, paid ads, SEO, email marketing, branding and analytics.

What are we aiming for?

As we have grown into a company that does more than “just websites” and hosting plans, we crafted a mission and vision that reflects our new day-to-day strategy and our goals for the future.

We also refreshed our slogan to be more inclusive of all the services we offer and the holistic nature of our approach.

Our mission

“We provide solutions for SMBs and non-profits in the Ottawa region and beyond with a holistic, digital-first approach.”

Our vision

“To become a trusted partner in providing the best tailored, innovative, digital solutions to businesses and service providers all over the globe.”

Our slogan

“We help you thrive online” is our primary slogan and can be adapted to fit different audiences: SMBs, non-profits, and service providers.

2007

~~We make the web work for you.~~

2021

We help SMBs thrive online.

We help non-profits thrive online.

We help service providers thrive online.

We help you thrive online.

Our promise to our clients.

Our brand values speak to our clients and reflect our commitment to providing excellent experiences: innovative digital solutions, creative marketing strategies, and top-notch customer service at all times.

Goal-oriented

Whether you need help with your branding identity, website user experience, increasing leads, or conversions - we're your partner in identifying goals and solutions.

The right technology

We empower you to focus on what you do best without worrying about the technology. Our job is to understand your needs and which tools are best for you.

A qualified team

Gain access to a team of tested and talented multi-disciplinary experts that will ensure a strategic and thoughtful execution from start to finish.

Timely deliverables

We provide status updates throughout each project and ensure that all deliverables are met to your satisfaction, on time, and on budget while managing change requests, issues, and risks.

Quality assurance

Thorough testing and validation phases will be met with all our work. This is key when working on creative and multi-faceted projects with many moving parts.

No outsourcing

Our team consists of people we trust, know, and rely on. We hire based on skill over location, growing our team globally since 2007. When required, we selectively partner with local trusted talent for specialized areas such as videography and translation.

Teamwork makes the dream work.

Our founder and our team of experts share a solution mindset, the ability to simplify complicated things, and a deep desire to genuinely help people.

Every member of our team plays an important role in bringing our clients' projects to life and helping them meet their goals.

Offering remote work since 2008

For over ten years we have trusted our experts do their work where they want to (or need to). We collaborate through virtual meetings and encourage our team to utilize co-working spaces or socialize outside of work if they so choose, but we'll never require a daily commute.

Skill > Location

As a remote-by-default company, we are able to hire our team based on skill rather than location. Our progressive approach to development, design, and marketing attracts cross disciplinary experts from all over the globe that strive to be part of the industry's leading edge.

We're on a quest for excellence

Our experts work in an environment where innovation is encouraged, knowledge is constantly gained, and sharing is mandatory. We love to learn from each other. With team members from all around the world, we know that our diverse backgrounds are our strength.

Fast facts

400+

happy clients

200+

websites launched

17

custom portals

14

years experience

35

team members

(from 7 countries)



Always helpful, never pretentious.

We aim to provide the best service to our clients by being helpful, open minded, and friendly. We communicate with them clearly at all times using simple and direct language.

We do this consistently whether we are writing an email, a quote, a social media caption, or anything else.

We are:

- Helpful at all times
- Open minded
- Humble
- Laid back
- Friendly but professional
- Funny
- Relatable
- Authentic

We are never:

- Pretentious
- Dismissive
- Aggressive
- Offensive
- Judgmental

Our brand identity.

Primary Logo

This is the logo we use by default when we put our brand out into the world – we may use either of these versions interchangeably/equally.



Gradient logo

This version resembles our first logo with a fun gradient, and is a bolder, more eye catching option.

Minimum width: 250 px.



One colour logo

This version can be used against a coloured or patterned background, or when we would like our branding to be a little more subtle. **Minimum width: 250 px.**

Logo Colours

Our primary logo and all variations must only appear in the colours originally designated, which can be found in the suite of logo files in our Google Drive.



Gradient logo



One colour (white)



One colour (dark purple)

Logo backgrounds

Our gradient logo must only appear on a white background.

Our one colour logo may be used on coloured backgrounds (from our colour palette) or photographs as long as it has enough contrast to be legible.



Secondary Logos

In order to accommodate spaces of all sizes, we have several variations of our logo.

To uphold our brand standards and keep our logo looking clear, please ensure to follow the minimum width recommendations seen here.



Primary logo – small version

This version is to be used only when the space for the logo is less than 250 px wide. This version has been refined to be more legible at a smaller size.

Minimum width: 100 px.



Stacked version

This version can be used for narrow or square spaces.

Minimum width: 150 px.



U7 Icon

This version can be used in extra small spaces or when an icon is more appropriate. **Minimum width: 40 px.**

U7 Icons: Round

Our gradient icon must only appear on a white background.

The U7 icon has one additional colour option (medium purple) than the other logo variations, which can be found in the suite of logo files in our Google Drive. This option is intended to be used for social media or more “fun” settings.



Gradient icon



Border icon



Dark purple icon

White icon

Medium purple icon

U7 Icons: Square

We never put a border around the square icon or use a white background.

The square icon uses a different gradient than the round version. Please ensure you are using the correct version by always using files directly from the logo suite on Google Drive (never modify the circle version into a square, or vice versa).



Gradient icon



Dark purple icon



Medium purple icon

Tagline Logos

We are so proud of the work we do, which is why we love adding our logo and tagline to the footer of the client sites that we launch and host.

Note: To make sure there is enough contrast between our tagline and the background colour of the client's footer, we have 3 colour versions to choose from: purple, white, and dark. Use your judgment to pick the logo with the best contrast for each client's unique colour palette and design.

ANOTHER SOLUTION

Design + Development

When we design and build a client site, we should use this tagline and link it to our website. **Minimum width: 225 px.**

HOSTED BY SOLUTIONS

Hosting only

When we host a client site but the majority of the designing and page building was done by another company or person, we should use this tagline and link it to the hosting page of our website. **Minimum width: 250 px.**

Logo Misuse



Do not create new colour variations.

Our logo was created with specific branded colours, and no other variations should be made.



Do not resize or rearrange the logo elements.



Do not stretch the logo.



Do not rotate the logo.



Do not recreate the logo with a different typeface.

Find out what  SOLUTIONS can do for you.

Do not put the logo in a sentence.

Instead, type out U7 SOLUTIONS.



Do not crop the logo.



Never add a drop shadow.



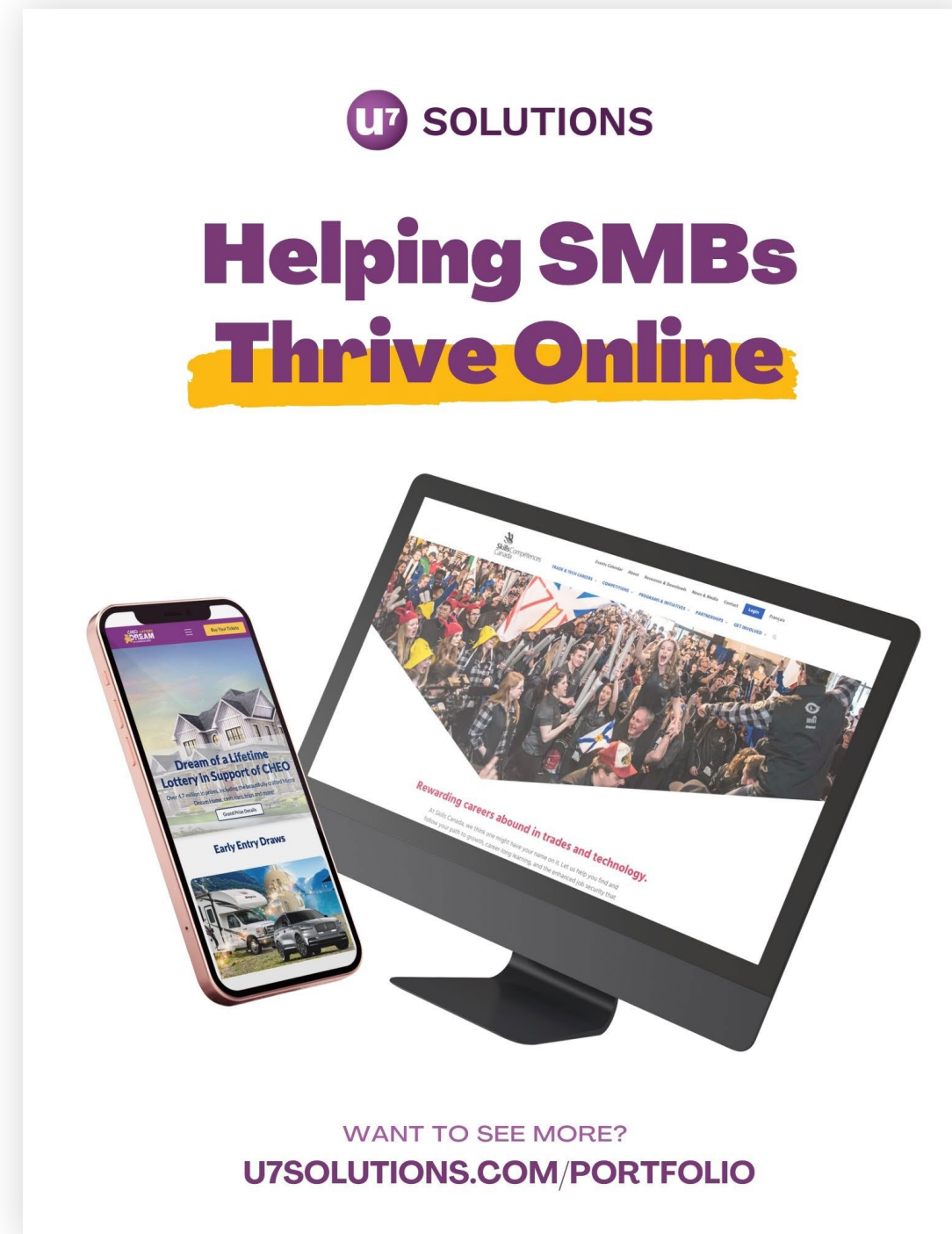
Do not create colour combos with low contrast.

See page 12 for acceptable backgrounds.

Logo Application Examples

When choosing which logo to use, it is important to consider the available space, the minimum width of the logo, and the contrast/legibility.

Here are some examples of appropriate usage.



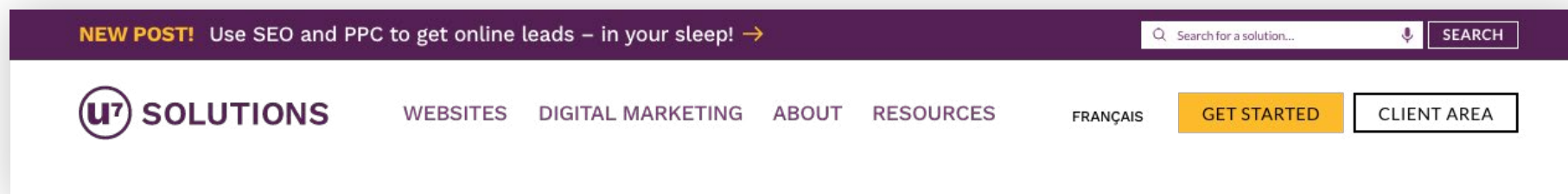
Branded document

For a fun and colourful look, the gradient logo has been selected.



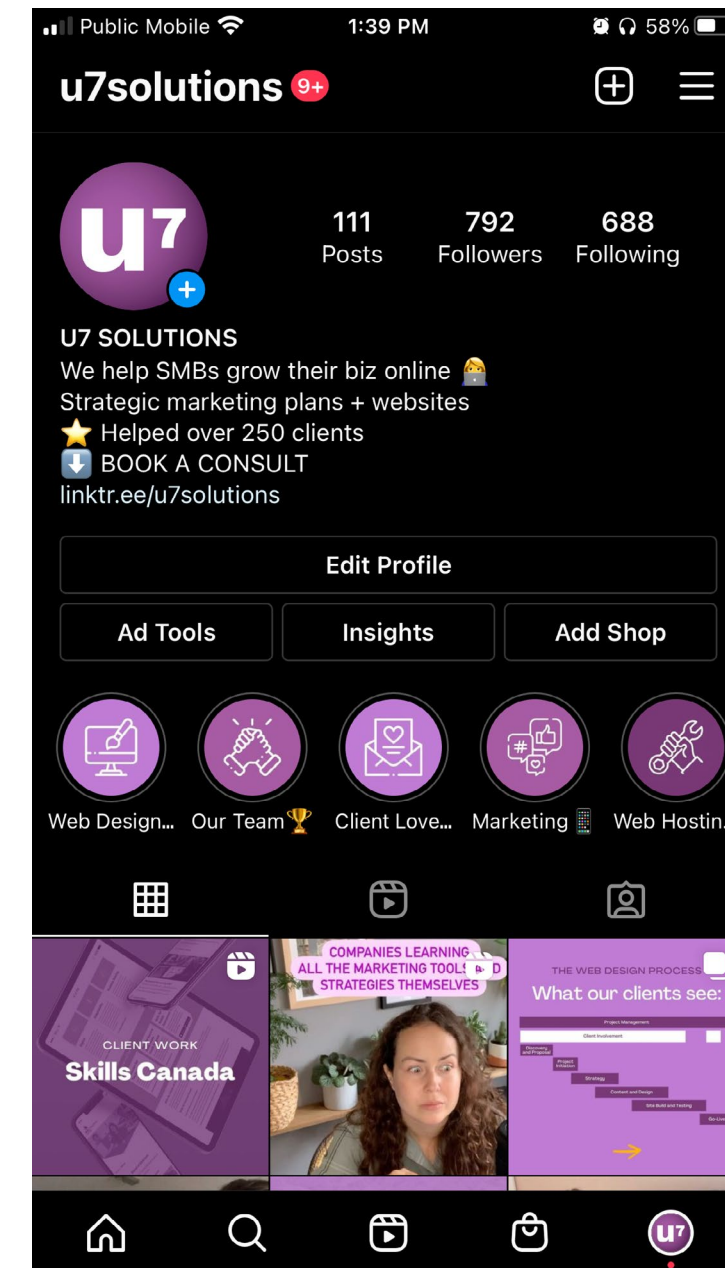
Client footer

Here, the white tagline has been selected for legibility.



U7SOLUTIONS.com header

The one colour logo has been selected for a sleek and modern look.



Social media

We use the icon version for social media platforms like Instagram, where space is limited.

Our Colours

When U7 SOLUTIONS was founded in 2007, purple was chosen as our primary colour to help us stand out from the rest of the tech crowd.

Why purple?

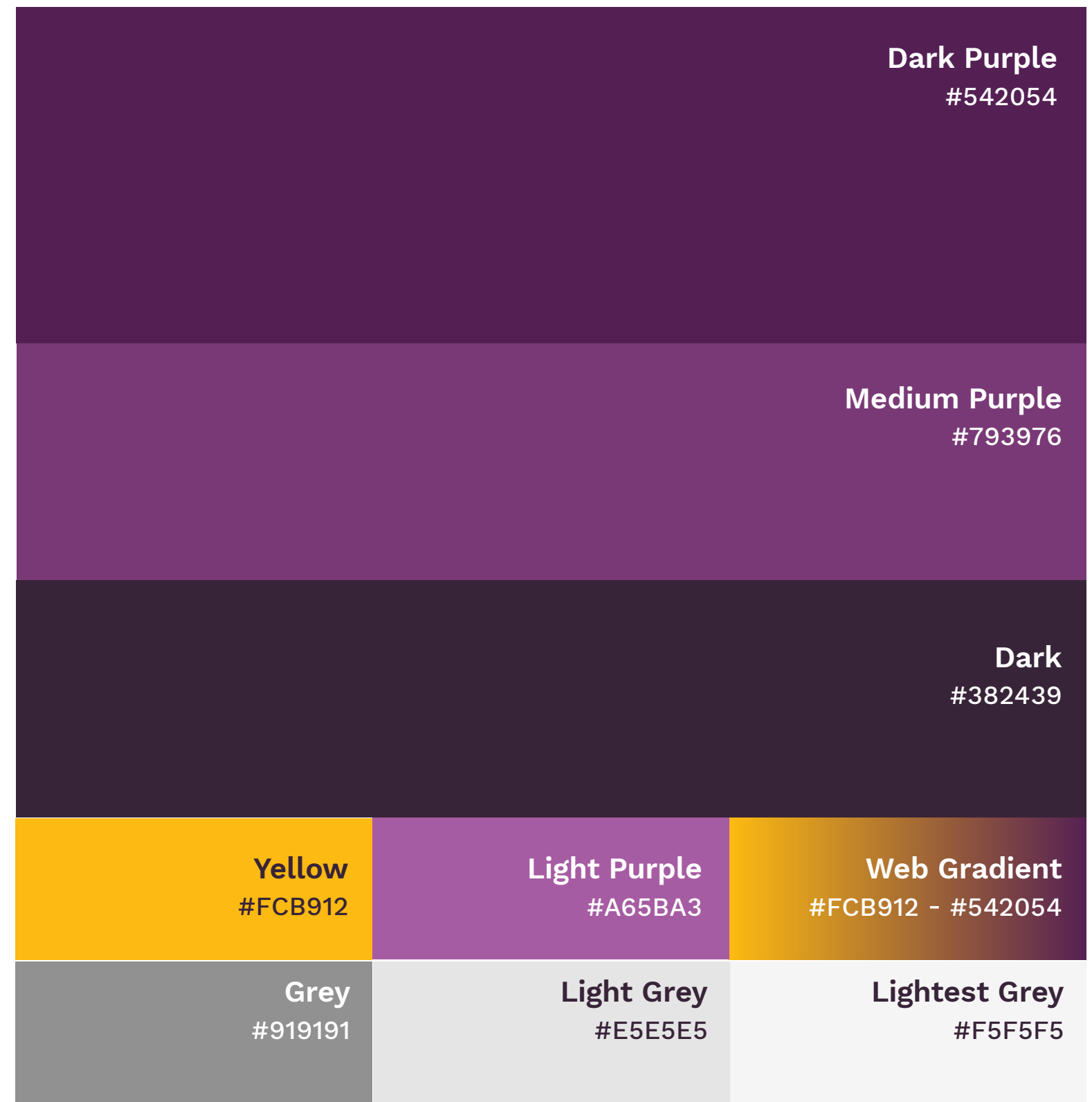
Purple is associated with creativity, the future, and calm. These words fit perfectly with U7 SOLUTIONS: We are focused on the future, we use our creativity to find solutions, and we approach problems with confidence and calmness in order to serve our clients.

Web Colours

On our website, we mainly use dark purple, with lighter purples and yellows as accents.

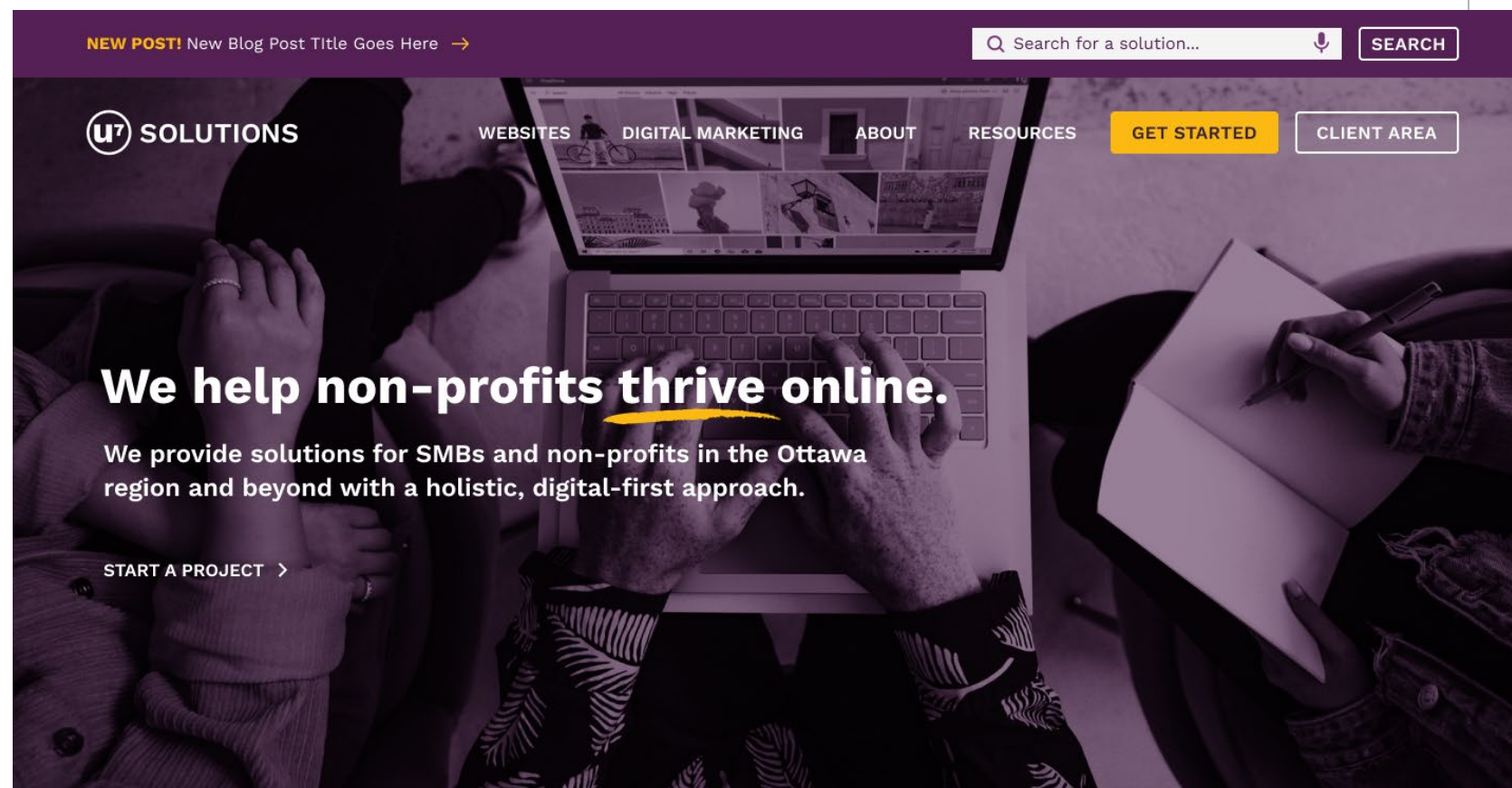
The yellow to purple gradient is used only as an overlay for hero images. Shades of grey are used mostly for text and forms.

On a white background, we use “Dark” for text rather than pure black.



Black (#000000) and White (#FFFFFF)

Web Colour Applications



✗ Do you feel stuck in your business, or relate to any of these common roadblocks?

- ✗ Your website is outdated and doesn't properly reflect your business
- ✗ You don't have time to run your business and handle your marketing
- ✗ You find it difficult to keep up with new marketing tools and best practices
- ✗ Clients and prospects can't find your website on Google
- ✗ Your social media activity is inconsistent and engagement is at cricket level
- ✗ Your sales have plateaued and you need to reach new markets

✓ Imagine instead, a world where...

- ✓ Your website is on brand, informational, and converts users into clients
- ✓ Your marketing is handled by experts, at a budget you're comfortable with
- ✓ You have more time to focus on what you do best – running your business
- ✓ Your online presence actually generates leads
- ✓ The right people are interacting with your social media content

We see clients struggling with the same problems over and over again. While their issues tend to be universal, our solutions are anything but.

Whether you need help with your website design, branding identity, increasing leads, or conversions – we're your partner in identifying what works and what doesn't, and implementing real solutions to remove the hurdles you've been facing.

[GET STARTED](#)

Our promise...

With U7 SOLUTIONS you get:

- ✓ A team of experts that share a **solution mindset**, the ability to simplify complicated things, and a deep desire to genuinely help people.
- ✓ Customized marketing plans and digital solutions catered to your **specific business, industry, and budget** – we build exactly what you need when no other out-of-the-box tool exists
- ✓ A **one-stop-shop** for all your digital marketing requirements, now and in the future

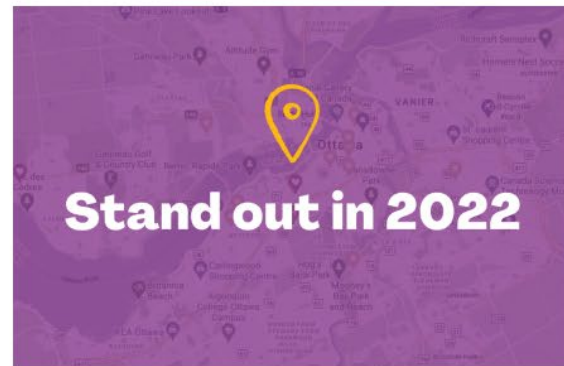
[BOOK A FREE CONSULTATION](#)





Oh no! Are you lost?

Something has gone wrong and we can't find what you're looking for. You can go back or keep exploring:



Learn something new

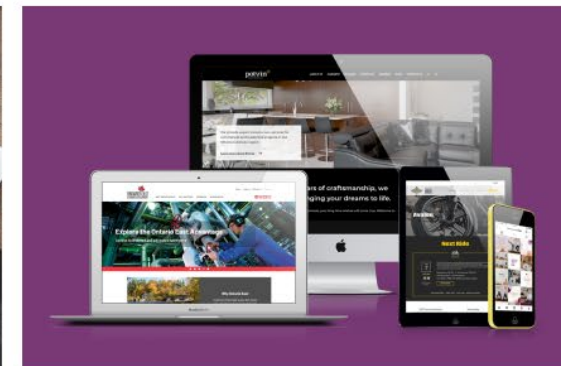
[READ OUR BLOG >](#)



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[DIGITAL MARKETING >](#) [WEB DESIGN >](#)

[BRANDING >](#) [CUSTOM PORTALS >](#)



Discover our latest work

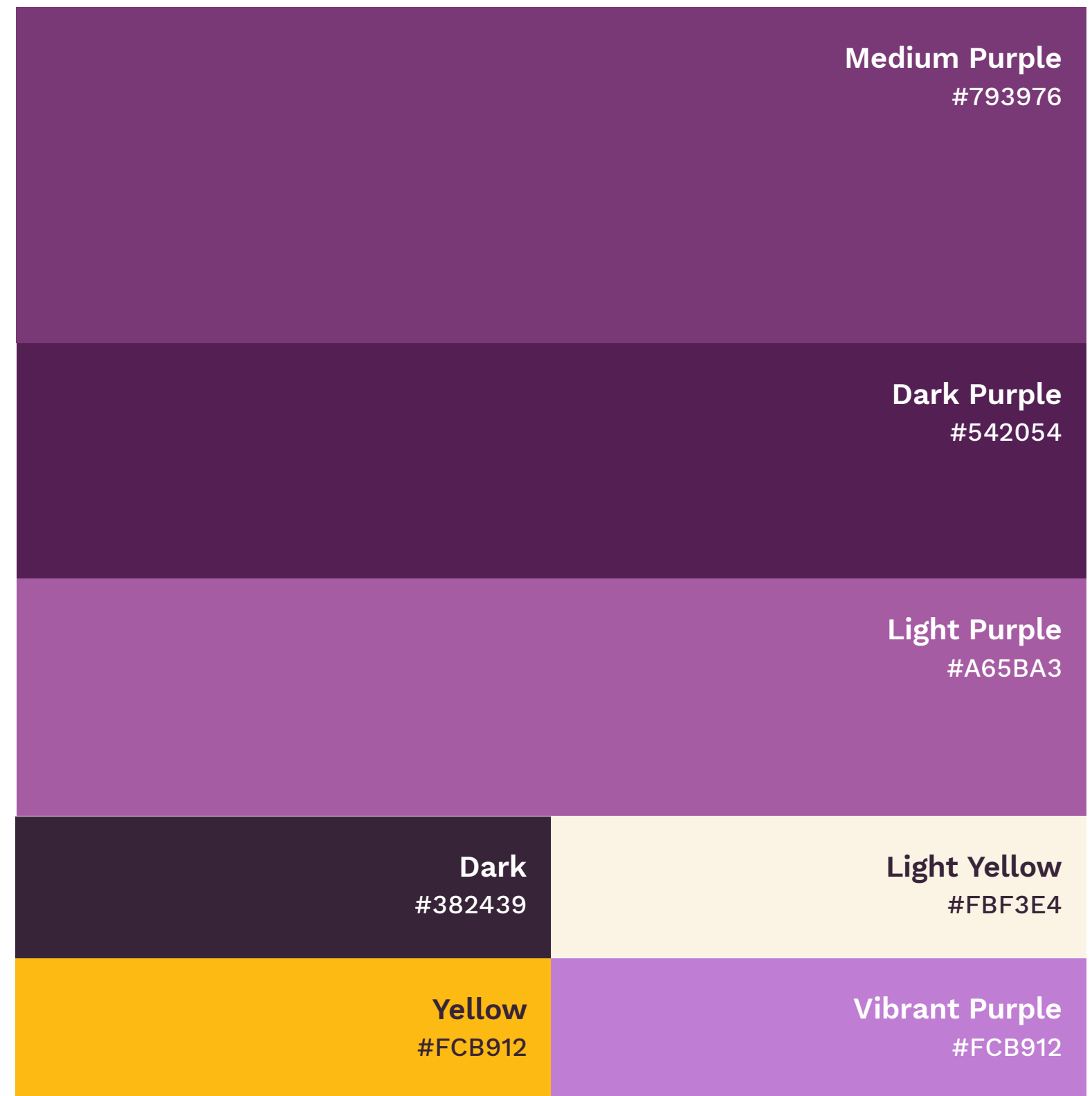
[VIEW PORTFOLIO >](#)

Not what you're looking for?

[GO BACK HOME](#)

Social Media Colours

On social, we use medium purple more than dark purple, and “dark” is used for text only. Vibrant purple and yellow are used as accents. Light yellow is used occasionally as a background colour, to break up any potential monotony on the feed. We do not use light yellow on U7SOLUTIONS.com.

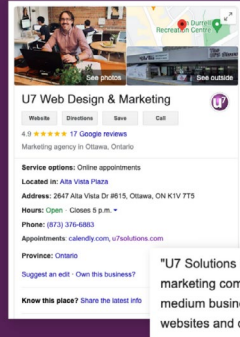


Black (#000000) and White (#FFFFFF)

Social Media Colour Applications

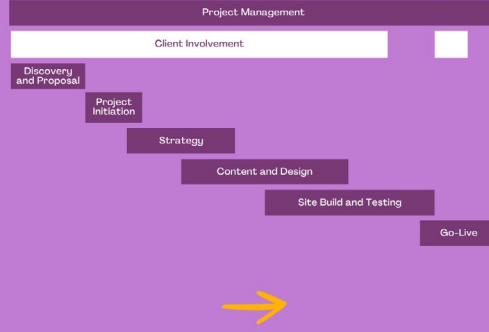
When designing for social, we ensure that any text and its background uses accessible colour combos (see next page). Graphic elements like scribbles may use combos that are not accessible.

Google My Business Account
30 MINUTE SET UP



"U7 Solutions is a website design and digital marketing company in Ottawa. We help small and medium businesses thrive online with strategic websites and digital presence."

THE WEB DESIGN PROCESS
What our clients see:



The Benefits of Consistent Branding

It's recognizable and memorable

It builds loyalty and trust

It saves time when you have a new marketing endeavour

NEW MESSAGE

You made a sale!

A brand new client just purchased one of your products or services, thanks to your SEO and PPC efforts.



Google My Business Listings

6 FEATURES TO FOCUS ON IN 2022

SMALL BIZ FAQ

Should I even bother setting up a LinkedIn company profile?


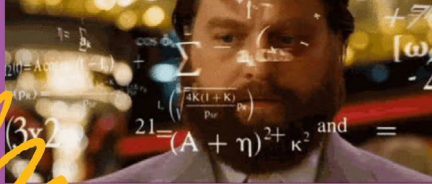
“

[In the past] I made many decisions about my yoga business that were – to be kind – growing pains. With a spark of inspiration, and a leap of faith, I'm happy to say that's all shifted. I'm pleased with the results of the marketing investment I'm making in myself and my yoga business.

”

LOREN CRAWFORD
lorencrawfordyoga.com

LET'S TALK ABOUT
Pricing Strategies



DID YOU KNOW?

Branding is about WAY MORE than just your logo.

YEPPERS WHAT?

Accessible Colour Combos

As a digital-first company that aims to model best practices for our clients, we must make sure to meet accessibility standards on our own website. These combinations pass all criteria of the WebAim contrast checker.

Note: “Large Text Only refers” to text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.



Typography

The U7 logo uses Work Sans.

On our website, we use Work Sans for headers, callouts, and buttons, and Lato for body copy.

Work Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9

Website Type Styles

These are the heading and body copy styles we use on our website.

H1 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

WORK SANS / BOLD / 48 PX

H2 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

WORK SANS / SEMI-BOLD / 40 PX

H3 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

WORK SANS / BOLD / 32 PX

H4 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

WORK SANS / SEMI-BOLD / 24 PX

H5 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

WORK SANS / REGULAR / 20 PX

H6 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

WORK SANS / REGULAR / 16 PX

This is content. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

WORK SANS / REGULAR / 20 PX

This is a big paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

WORK SANS / REGULAR / 24 PX

Website Type Specimen

H2 — **Working with U7 SOLUTIONS**

Effective digital marketing requires a thorough and overarching process. Over the years, we have crafted our various workflows so that we can define and implement solid strategies at the start of a project, while staying flexible enough to tackle anything unexpected that may come up.

large paragraph — Although our process varies depending on what type of project we are working on, the results are always the same: a fully customized digital solution that suits your vision and budget!

H3 — **Our onboarding process**

Curious about what happens when you book your first call with us?

H4 — **1. Discovery Call**

We get to know you more over a 30-60 minute video call. We'll ask questions about your business, your struggles, and the potential services you'd like to receive. If you think we're a good fit for you, we'll move on to the next step.

2. Build Plan

We use the info from our call (or calls) to create a tailored build plan with as many details as possible for your website, portal, or marketing needs. **This is the step that differentiates us the most from other agencies**, which often sell cookie-cutter solutions.

3. Quote

Once the build plan is nailed and approved, we break down the associated costs in a very detailed manner. The quote provides a breakdown of all the project deliverables, phases and steps, and associated costs. We can review all the information together and ensure you're comfortable with the outline.

small paragraph — **4. Launch**

When the quote is approved and signed, we are ready to launch the project or start you on a monthly plan! You'll be introduced to the experts who will bring your vision to life, and we'll proceed with all the tasks outlined in the build plan/quote.

Social Media Typography

On socials we use Agrandir, a modern sans serif with a wide variety of styles and a more fun, casual look. This typeface represents our relatable and down to earth approach on social media.

Agrandir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9

Agrandir Wide

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9

Social Media Type Specimens

Agrandir Wide is used for titles/subtitles only, never for body copy or longer sentences.

Agrandir

Agrandir Wide

PHASE 1

Discovery and Proposal

We ask questions about your business, your struggles, your goals, and why you need a new website.

From there, we create a build plan which outlines all the features and pages of your site.

Our build plan informs our quote, which breaks down how much time each phase and activity will take.

Agrandir

Photography

When selecting imagery we use photos that look real – and not like posed, cheesy stock photos.

Yes:



No:



Questions?

For any questions or concerns regarding this brand guide, contact madeleine.gagne@u7solutions.com