BRAND GUIDELINES

VERSION 2.0 — FEBRUARY 2022

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Brand Guidelines

**OUR
MISSION
& VISION**

Introduction

It is important to Parker Technology that we maintain a high degree of consistency among our marketing collateral, messaging and PR.

The Brand Guidelines provide a consistent standard of execution across all collateral and media.

We are relentless and passionate about the quality that we deliver.

- Brian Wolff
President & CEO

Our Story

ORIGIN STORY

Parker Technology was born in 2016 when we rebranded from an internal call center. Since then, we have taken over 3 million calls and continue to develop our software platform.

COMPANY CULTURE

At Parker, we realize the importance of having a supportive company culture. We work hard to make sure that every team member feels appreciated and that their work matters.

TARGET MARKET

We have multiple target audiences, called verticals. Our main focus is on universities, airports, private operators, healthcare and municipalities.

Our Core Values

Honesty & Integrity

We believe that **Honesty & Integrity** sets the foundation for our company. **Honesty & Integrity** creates trust in every interaction we have, whether with clients, teammates or partners. Here's how we demonstrate **Honesty & Integrity** at Parker:

- Forthright/Transparent Business Deals
- Ethical Decision Making

- Trusting Relationships
- Accountability

Excellence in Communication

Excellent Communication is a requirement if we want to provide excellent customer service. We not only ensure that our CSRs are communicating well with parkers, but that every employee communicates well with anyone they meet. Here are a few things we do that help us have **Excellent Communication:**

- Transparency
- Courageous Conversations

- Active Listening
- Follow-Up

- Weekly Review
- Top Down

Our Core Values

Servant's Heart

Using a **Servant's Heart**, we make it a priority to serve our clients, teammates and partners. Our solution is based on the premise of helping parking managers help their customers. We strive to embrace this helping spirit every day. Here are a few of the things that show our **Servant's Heart:**

- Equality
- Authentic Concern

- Active Listening
- Offer Assistance

- Lead By Example

Goes Above & Beyond

At Parker, we always strive to go **Above & Beyond**. Whether that's for parkers, clients or our coworkers. We never settle for what we have, but push to continue growing. These are a few things that help us go **Above & Beyond**:

- Results-Driven
- Celebrate Successes

- Try New Methods
- Embrace Challenges

- Experiments Never Fail

Our Core Values

Noble Intent

We strive to act with **Noble Intent**, along with assuming that everyone we interact with has **Noble Intent**. We emphasize trust in every relationship and give them the benefit of the doubt. Here are some things we do to uphold our belief of **Noble Intent** in others:

- Collaboration
- Conflict Resolution
- Thank Others
- Seeking First to Understand

Critical Thinking

Solving problems with **Critical Thinking** requires having a desire for clarity, accuracy and validity. We are problem solvers who want to ensure we are making the best decision, not only for us, but for our customers. Here are a few things we do to ensure **Critical Thinking:**

- Ask Why
- Research
- Teamwork
- Develop Action Plans
- Seek Diverse Perspectives

Our Design Toolkit

VISUAL ELEMENTS

Our Logo

VISION AND INSPIRATION

Our logo reflects the core of Parker Technology - customer service. The logo features "Parker," a CSR, who is answering incoming help calls. This is the basis of our operations, and we wanted to make sure that our audience notices that.

Our vision of the Parker Technology logo is to demonstrate the friendly, smiling face parking patrons see when they request help in a parking facility.

Logo on Dark Background

When the logo is used on a dark background, make sure to use the logo with white text.

Logo on Light Background

When the logo is used on a dark background, make sure to use the logo with blue text.

Logo Usage

Proper Logo Use

- There should be no less than 1 inch of space between the logo and other graphic elements
- Use the brand colors with the logo in all forms of communication
- The logo should be at least 100 pixels in all forms of communication
- The logo should be included on every piece of marketing collateral
- The elements cannot be separated or rearranged
- There should be at least 20px of padding on each side
- Make sure the logo is high resolution
- Ask for the EPS file if the JPG or PNG is granulated
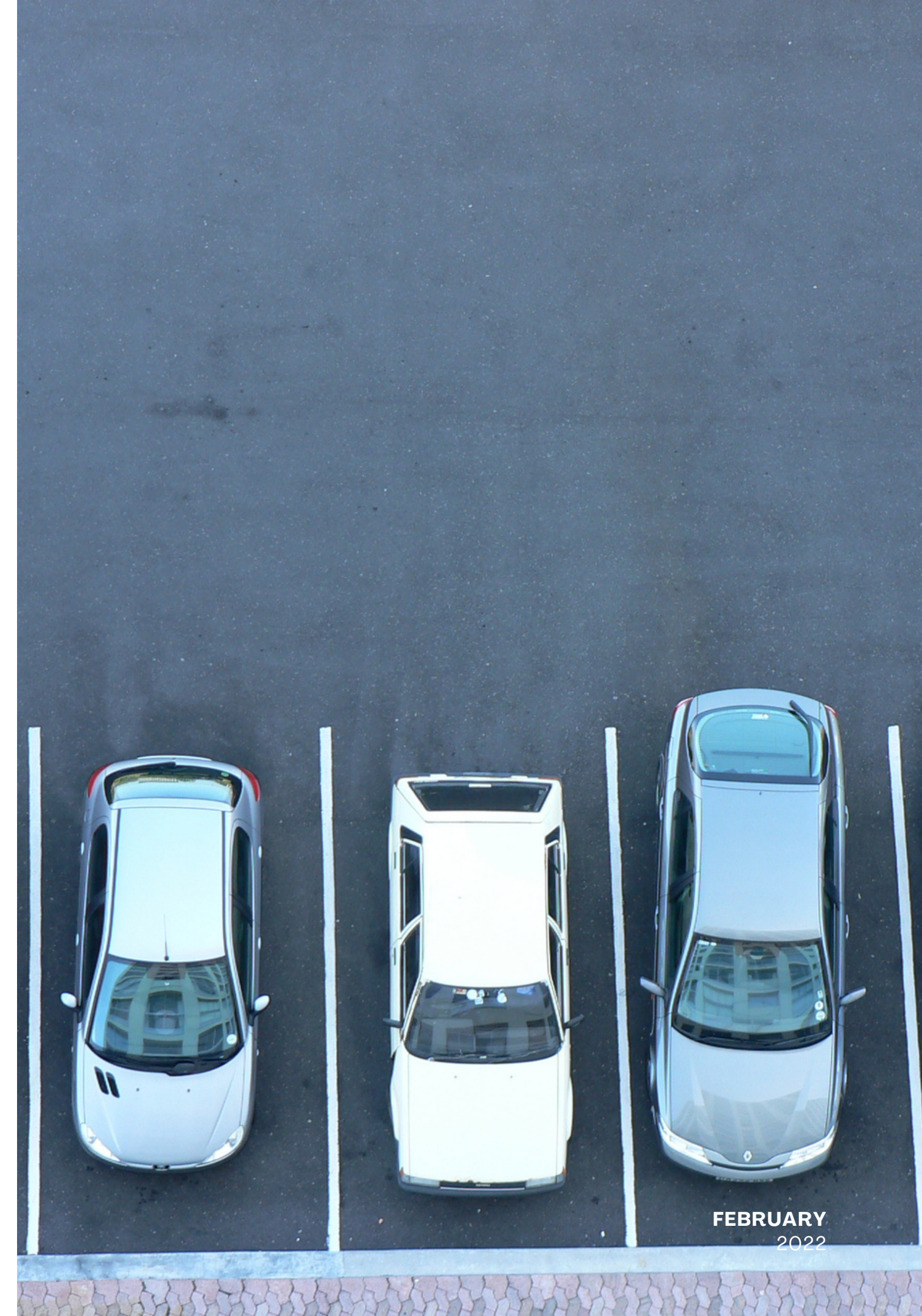
Important Reminders

✅

DO leave at least 20px of padding on each side of the logo

✅

DO make sure the logo is at least 100px

✅

DO keep all elements of the logo connected

Logo Usage

Improper Logo Use

- DO NOT change the color of the logo
- DO NOT change the transparency of the logo
- DO NOT distort, stretch or scale the height or width of the logo disproportionately
- DO NOT turn, rotate or tilt the logo
- DO NOT reproduce the logo in low contrast environments
- DO NOT reproduce the logo on complex backgrounds
  - ex: pictures, patterns, text, etc.
- DO NOT apply graphic effects to the logo
- DO NOT combine the logo with other images or other graphic elements
- DO NOT use outdated or past versions of the logo
- DO NOT separate the individual parts of the logo
  - ex: DO NOT use just the face of the logo

PARKER TECHNOLOGY
BRAND GUIDELINES

Important Reminders

DO NOT change the color
Use colors in the palette

DO NOT change the
proportions of the logo

DO NOT add shadow
or any effects

Our Color Palette

VISUAL ELEMENTS

Our Color Palette

Hex and Pantone Values

When creating a Parker Technology branded document, use these colors. You can also use black, grey or white alongside the brand colors. Do not use other variations of these colors.

HEX CODE
#005172

RGB:
0 81 114

CMYK:
100 24 11 52

HEX CODE
#e4d700

RGB:
228 215 0

CMYK:
6 0 100 0

HEX CODE
#e05206

RGB:
224 82 6

CMYK:
54 0 6 0

HEX CODE
#59cbe8

RGB:
89 203 232

CMYK:
54 0 6 0

Color Usage

DIGITAL USAGE

When creating digital marketing materials, use the HEX codes for the brand colors.

PRINT USAGE

When printing marketing documents, make sure to use the Pantone values to ensure the colors are correct. Also, perform test prints to ensure the colors are correct.

ON COLOR CORRECTION

If there is a time that the colors do not match correctly, adjust them slightly until the correct color is found. This will typically happen when trying to print out marketing materials, specifically t-shirts.

Our Typography

VISUAL ELEMENTS

Typography Rules

HOW WE PRESENT OURSELVES

The official font of Parker Technology is the Fira Sans Family. Variations of the font including italicized and underline are acceptable. Here are a few examples of Fira Sans that are acceptable to use.

Fira Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The parking patron left smiling and happy

The parking patron left smiling and happy

Typography Rules

TYPE SELECTION

When choosing a font to use in marketing materials, Fira Sans Bold is typically used for headings. Fira Sans Medium is used for subheadings and Fira Sans Regular is used for body text.

FONT SIZES

There is no minimum or maximum font size that is used on marketing materials. Font sizes should be large enough to read and small enough to fit on one line.

COLOR USAGE

Any of the brand colors can be used in the typography. However, ensure that light colors are used on dark backgrounds and vice versa. All typography should be easily read.
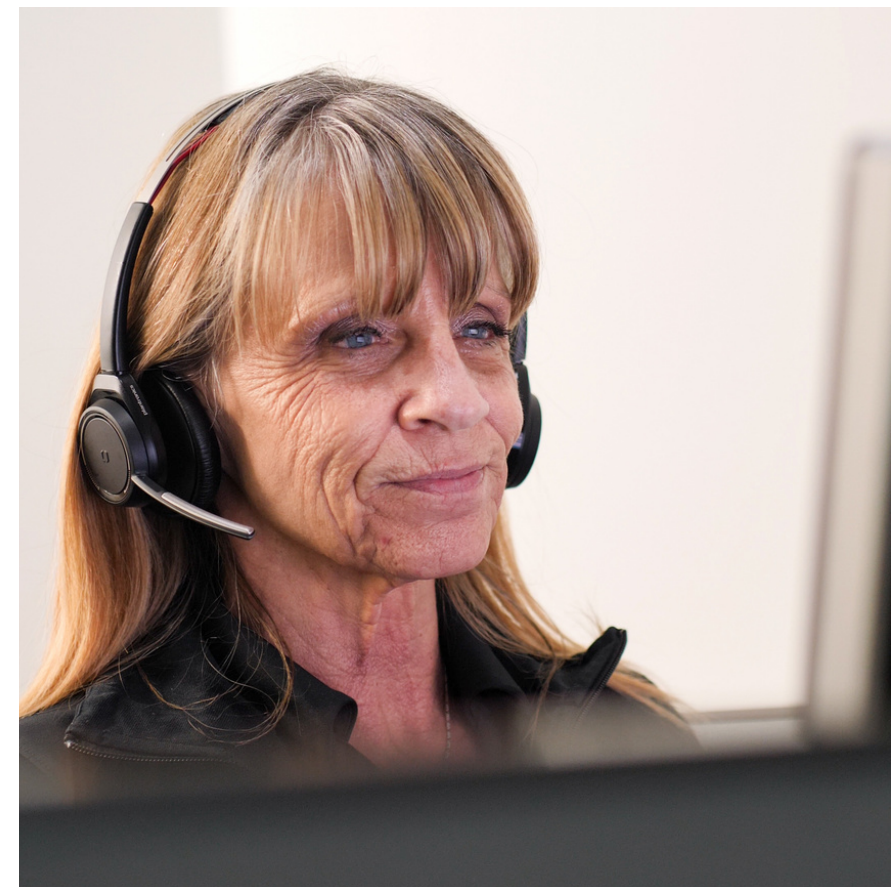
Our Photography

VISUAL ELEMENTS

On Brand Photography

Photography is an important aspect of branding. The images you use need to match the brand voice, messaging and values. At Parker Technology, we use images and graphics that are fun, colorful and focused on the customer experience. When choosing an image to represent Parker, make sure to give image credits and use the whole image if possible.

Photography Guidelines
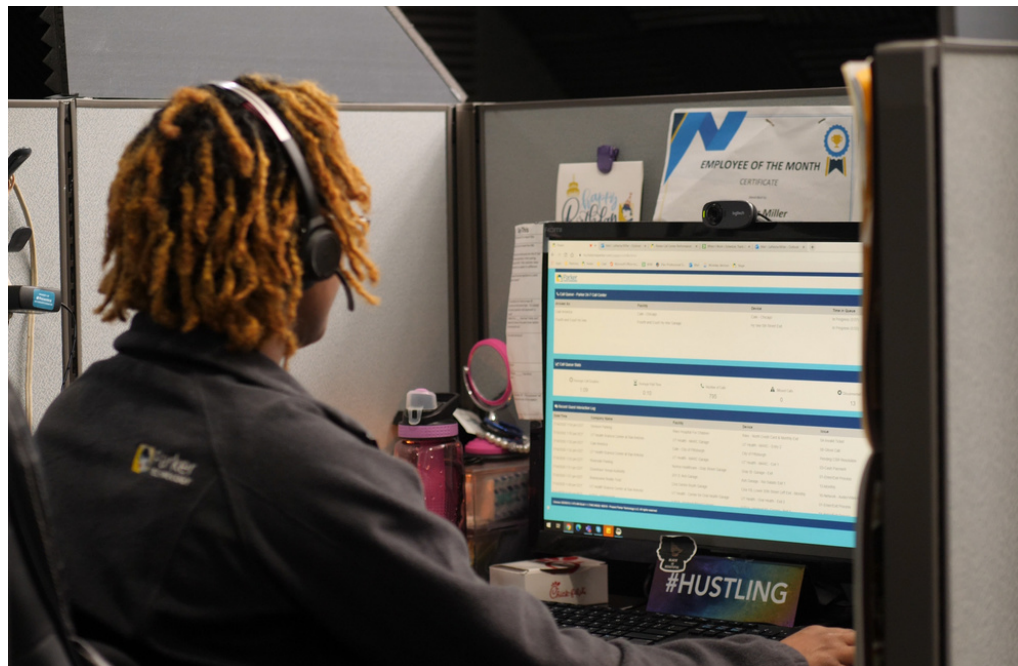
SUBJECT

When using images, make sure that the content matches your subject. If the content is talking about a CSR, please use an image of one of our CSRs. Also make sure that the image isn't cropped, where it cuts the subject off.

COMPOSITION

Images with people in them, typically perform better. So, when at all possible, use images with real people in them. Also make sure that the images are a high resolution.

TONE

The tone of the image should match the messaging. Most of our messaging is light, friendly and cheeky, so choose an image that reflects this.

Our Brand Voice

VISUAL ELEMENTS

Brand Voice

PLAYFUL

We say what we mean in a playful, cheeky way. We keep our messaging light and happy. We want our customers to feel like they are talking to a friend, and thus build strong relationships with us.

RELATABLE

We care about our customers, and want to make sure they feel that they can relate to us. We do this by being empathetic and understanding. We use warm tones and easy-to-understand phrases that allow us to connect with them.

PERSONAL

It is important that we are personal with our customers. Our solution provides a personal interaction in an automated process. So, to continue that through our voice we use words like "our," "us" and "we." This way, the customer thinks of themselves as a part of Parker Technology.

AUTHENTIC

We strive to be open and honest with our customers. We want them to know that what we say is what we mean. We will be true to our brand and show that through everything we do.

Terms & Nomenclature

Parker Technology wants to make it easy for you to understand the terms and nomenclature we use within our business communications, marketing collateral and documentation.

Terms & Nomenclature

COMPANY NAME

- We are "Parker Technology" and not "Technologies"
- The legal form of our name is "Parker Technology, LLC"

PREVIOUS NAMES & CONTEXT

- Our services are provided by the "Parker 24/7 Call Center"
- We offer "Parker Call Center Software"
- We sell "Parker Video Intercoms"

TERMS NOT USED

- DO NOT refer to Parker Technology as "Parker" or "Help Me Parker"
- DO NOT use the term "Parker Technologies"

Terms & Nomenclature

THE INTERCOMS

- Video Intercom — Our intercom solution with video capabilities
- Audio Intercom — Our intercom solution with audio-only capabilities
- Third Party Intercom — Intercom solution from other companies that connect to our software
- Screenshare — Intercom solution from OEM using our software and their hardware

THE PARTS/COMPONENTS

- Video Display — The Parker housing that holds the camera and LED Screen
- Screen — The LED screen part that is inside a Video Display
- Audio Brain — The internal computer control module for audio intercoms
- Video Brain — The internal computer control module for video intercoms
- Bracket — The arm/bracket that holds the Video Display
- Help Button — The button required for a user to prompt a call
- Microphone — The device utilized at the PARCS to hear the user
- Speaker — The device utilized at the PARCS to allow the user to hear the CSR
- Relay — Captures a pulse from our software and sends the pulse to open a gate

Terms & Nomenclature

OTHER TERMS

- PARCS Terminal The parking device including all lane and pay-on-foot equipment
- Bolt-On The intercom is installed onto a PARCS Terminal after original installation
- Integrated The intercom operates with a combination of Parker and PARCS hardware
- Cat5e The minimum required data cable to connect a brain to the cloud
- Patron The parking guest (aka customer, parker, etc.)
- Firewall Network security device that monitors and filters network traffic

Short Descriptions

In the Parking Industry:

For parking operators who have limited resources to manage intercom and inbound customer service calls, Parker Technology combines parking domain expertise, a flexible software platform and our professional customer service center, or your staff, to ensure customer problems are resolved efficiently, according to facility business rules. We help our clients create a better customer experience, while collecting more revenue, keeping traffic moving, freeing up internal staff to focus on higher-priority on-site tasks, and gathering data insights to run operations more effectively.

Short Descriptions

Parker Technology is a software and services company that helps parking facilities provide an excellent customer experience, by resolving issues for parking guests when they fail in the face of automated payment kiosks. Parker's patient, well-informed specialists virtually answer and resolve intercom calls 24/7 and is the only company in the parking industry that can deliver this service with face-to-face, two-way video communication. Putting this personal, human touch back into an automated situation enhances the customer experience, provides metrics to improve operational efficiencies, increases successful payments, and ensures customer service calls are answered.

Social Media Branding

TWITTER
@HelpMeParker

FACEBOOK
Parker Technology

LINKEDIN
Parker Technology

Our Branding Team

KEEPING US ON BRAND

HEIDI BARKER

Sr. Director of Marketing
& Sales Ops

KATELYN DEAN

Demand Generation
Specialist

Contact Us

WITH QUESTIONS & CLARIFICATION