



Our brand for partners... at a glance

April 2021

Font and typography

OpenSans Light

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
0123456789

OpenSans SemiBold

**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
0123456789**

Copy and tone of voice guidance

When you work with the ThinkAutomation brand, please emulate its tone of voice. Doing so requires you to be:

Clear

- ✔ There's no need to be afraid of technical terminology, but avoid unnecessary complexity. Use simple, straightforward language that doesn't overcomplicate.
- ✔ Don't use 20 words when 10 will do. Aim for concise content with tight clauses.
- ✔ Be direct. This means avoiding passive language, using direct address, and getting to the point neatly.

Contemporary

- ✔ Write for a digital audience. So, that means digestible, well-presented content. Headings, bullet points, and shorter paragraphs and sentences are all advisable here.
- ✔ Strive to create pace and a pleasing reading flow in your content. You'll make for a fresher, more engaging read.
- ✔ Embrace modern writing. So, avoid things like Title Case, unnecessary capitalisations, and outdated spelling variations.

Credible

- ✔ Our brand is pointed at a business audience. Bear that in mind and write at an appropriate, professional standard.
- ✔ Thoroughly proofread your content and ensure its correctness. There's no excuse for poor spelling or typos.
- ✔ Avoid corniness. So, no cheesy language. No exclamation marks. No slang.



Logo



ThinkAutomation



ThinkAutomation

Colour reference and usage

#76b72a R=118 G=184 B=42	C=60 M=0 Y=100 K=0	#6aa9dc R=106 G=169 B=220	C=60 M=20 Y=0 K=0	#fbb900 R=251 G=186 B=0	C=0 M=30 Y=100 K=0
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#52811d R=83 G=130 B=29	C=60 M=0 Y=100 K=40	#009ee3 R=0 G=159 B=227	C=100 M=0 Y=0 K=0	#c09100 R=192 G=145 B=0	C=0 M=30 Y=100 K=30
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Primary colours

Secondary colours

Tertiary colours

#f7f5f3 R=247 G=245 B=243	#353a40 R=53 G=58 B=64
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#dcdcdc R=220 G=220 B=220	#242529 R=36 G=37 B=41
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Background colours



#76b72a R=118 G=184 B=42
#52811d R=83 G=130 B=29

Graduation example

Image colour overlay example

60% opacity
circular gradient

#76b72a
R=118 G=184 B=42

40% opacity
circular gradient

#6aa9dc
R=106 G=169 B=220



Image "overlay" onto
brand colours and
black background
60%-90%

40% opacity
circular gradient

#fbb900
R=251 G=186 B=0

Image examples

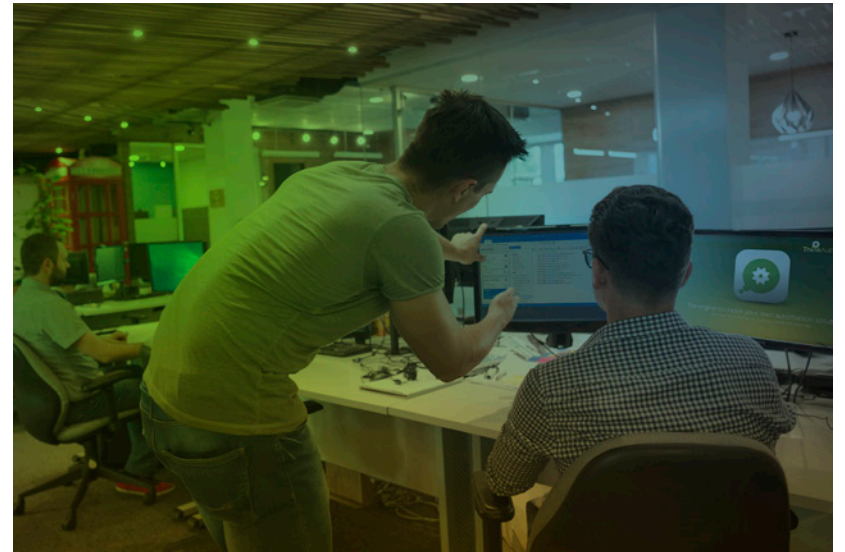
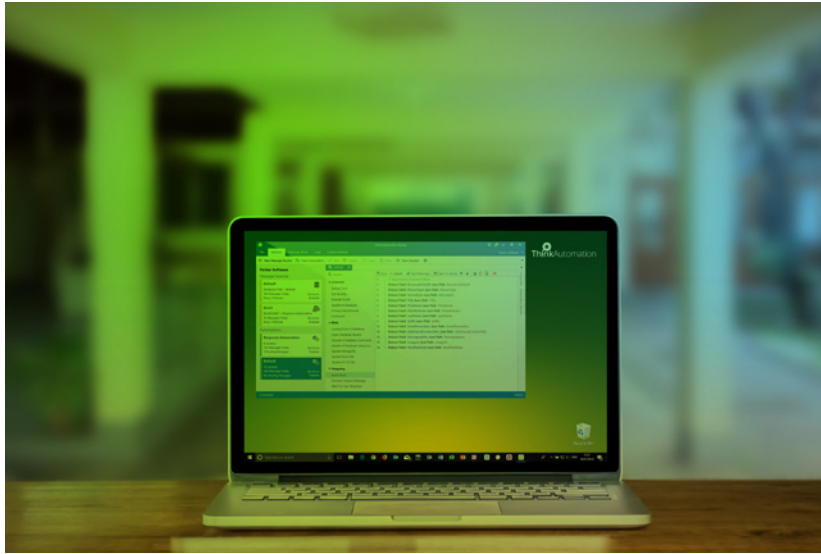
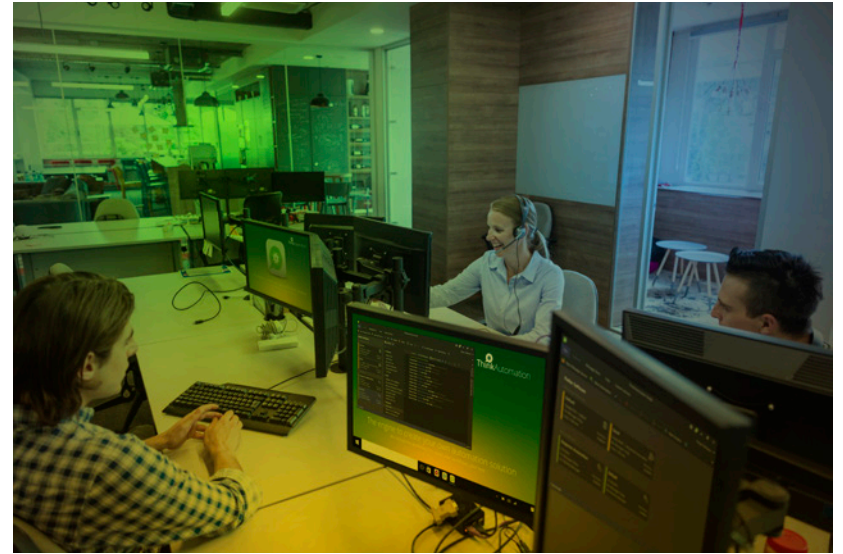


Image examples



Web page example

The image shows the top portion of the ThinkAutomation website. At the top left is the ThinkAutomation logo. To its right are contact details: UK: 0330 0882 943, US: (800) 680 7712, and the Parker Software logo with social media icons for Facebook, Twitter, and LinkedIn. A navigation menu includes WORKFLOWS, PRODUCT, PRICING, RESOURCES, SUPPORT, and COMPANY. The main hero section features a blurred background of the ThinkAutomation Studio interface. The text reads: "Your process automation studio" and "Limitless processing, limitless automations". A prominent "DOWNLOAD TRIAL" button is centered. Below this, a list of logos for client companies is displayed: NASA, CISCO, Bank of America, AVG, AON, and Telefonica.

Develop the automations that work for you. With ThinkAutomation, you get an open-ended studio to build any and every automated workflow you could ever need. All without volume limitations, and all without paying per process, licence, or 'robot'.

Create your ideal automation solution

A detailed screenshot of the ThinkAutomation Studio software interface. The window title is "ThinkAutomation Studio". The interface includes a menu bar with "File", "Explorer", "Message Store", "Logs", "Custom Actions", and "Parker Software". Below the menu is a toolbar with icons for "New Message Source", "New Automation", "Edit", "Disable", "Delete", "Copy", "Paste", "Send Message", and "New Solution". The main workspace is divided into several panes: "Message Sources" on the left, "Default" in the center, and "Properties - Automation Results" on the right. The "Default" pane shows a sequence of actions: 1. // Automation Actions Follow, 2. Extract Field BusinessEntityID Json Path BusinessEntityID, 3. Extract Field PersonType Json Path PersonType, 4. Extract Field NameStyle Json Path NameStyle, 5. Extract Field Title Json Path Title, 6. Extract Field FirstName Json Path FirstName, 7. Extract Field MiddleName Json Path MiddleName, 8. Extract Field LastName Json Path LastName, 9. Extract Field suffix Json Path suffix.

This section of the website continues the marketing message. It features a dark header with the text "Your process automation studio" and "Limitless processing, limitless automations", along with a "DOWNLOAD TRIAL" button. Below this, a list of logos for client companies is displayed: NASA, CISCO, Bank of America, AVG, AON, and Telefonica. The main body text reads: "Develop the automations that work for you. With ThinkAutomation, you get an open-ended studio to build any and every automated workflow you could ever need. All without volume limitations, and all without paying per process, licence, or 'robot'." Below this is a section titled "Create your ideal automation solution" which includes a screenshot of the ThinkAutomation Studio interface and four circular icons representing key features: "Design simple automations", "Parse any source of data from any website", "Run any number of automated automations", and "Integrate with any API with business data flow".

Built for scope and scale


A diagram illustrating the ThinkAutomation studio architecture. It shows a central box labeled "The ThinkAutomation studio" with the text "Connect your data source and configure your automations. You get infinite flow capabilities, simple to manage and easy to use." Below this are three icons representing different capabilities: "ThinkAutomation server" (manages the central data processing), "ThinkAutomation monitor" (tracks data from your connected sources), and "ThinkAutomation processor" (executes your automations with the 'IF THEN' logic).

Keep data flowing through your business

A diagram illustrating data flow through a business. It shows a central box labeled "Keep data flowing through your business" with the text "Use the ThinkAutomation API to integrate your data source with your existing systems." Below this are three icons representing different data sources: "Search API connections" (Use the ThinkAutomation API to integrate your data source with your existing systems), "Endless data movement" (ThinkAutomation processes and routes data from source to your existing systems), and "Automation chaining" (ThinkAutomation can automatically chain together automations to create complex workflows).

The bottom section of the website features a testimonial from Verifox: "The automations we have been considerable in reducing the surface of the potential efficiencies the product can provide an enterprise of our size." Below this is a section titled "One licence for everything" which shows two computer monitors. The left monitor displays "Average Price per Licence £10k" and the right monitor displays "Standard Licence Price £999 per Licence". Below the monitors is the text: "The more you want to automate, the more licences you'll need" and "One set price offers the full scope of automation options, plus unlimited processing". Below this is a section titled "Explore on your own and download" which shows a laptop displaying the ThinkAutomation Studio interface. Below the laptop is a "DOWNLOAD THINKAUTOMATION WITH A FREE 30-DAY TRIAL" button. At the bottom is a footer with contact information and a list of client logos.

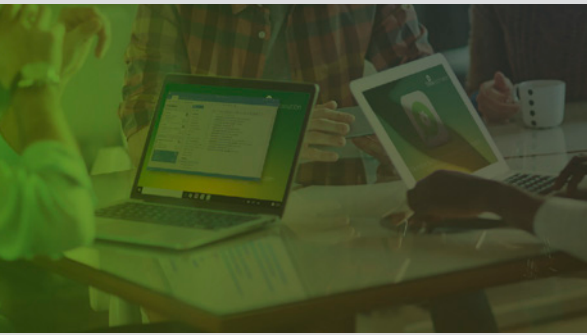
Literature example



Your digital automation studio


Limitless processing, limitless automations

USED BY: NASA | CISCO | BANK OF AMERICA | AVG | AON | TELEFONICA

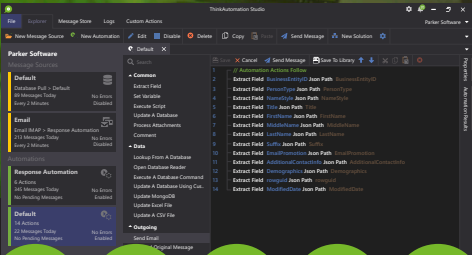


www.thinkautomation.com

PARKER Software
Engaging Applications • Engaging Results




Develop the automations that work for you. With ThinkAutomation, you get an open-ended studio to build any and every automated workflow you could ever need. All without volume limitations, and all without paying per process, licence, or 'robot'.




- Design simple or complex workflows
- Parse any volume of data from any source
- Run any number of conditional automations
- Integrate into any API with seamless data flows
- Extend and customise via a fully featured code editor


Limitless processing, limitless automations



A single licence for everything

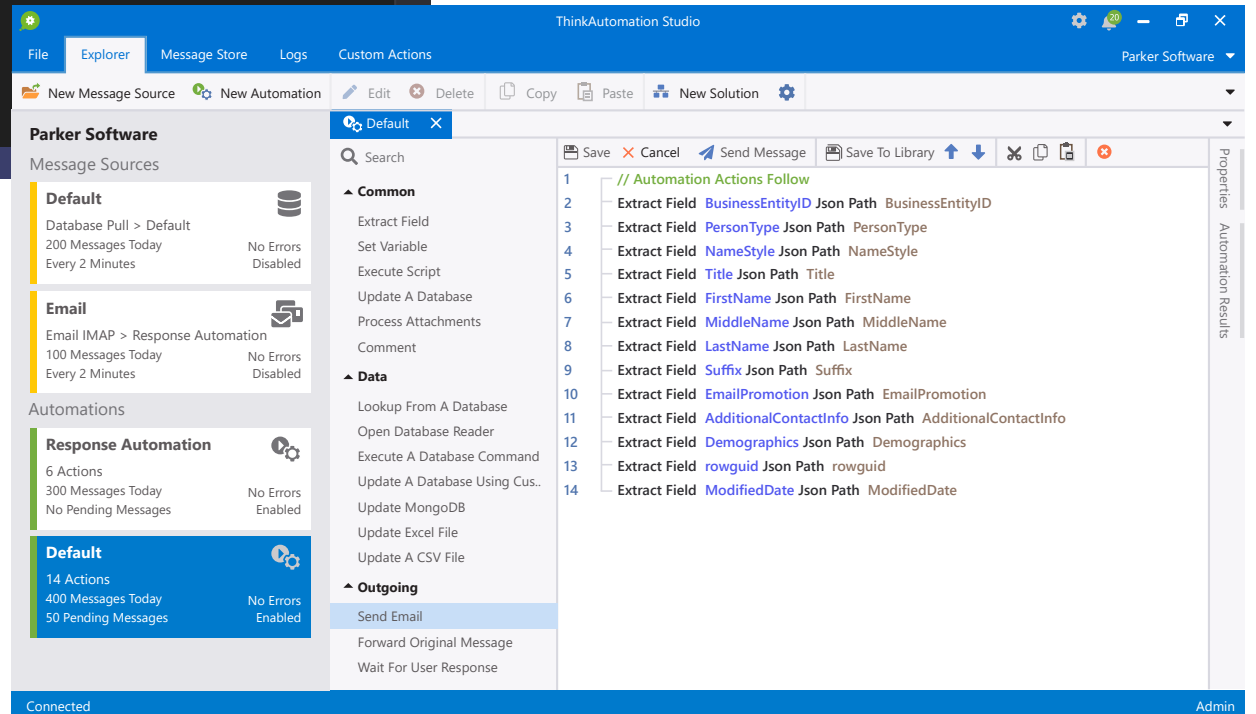
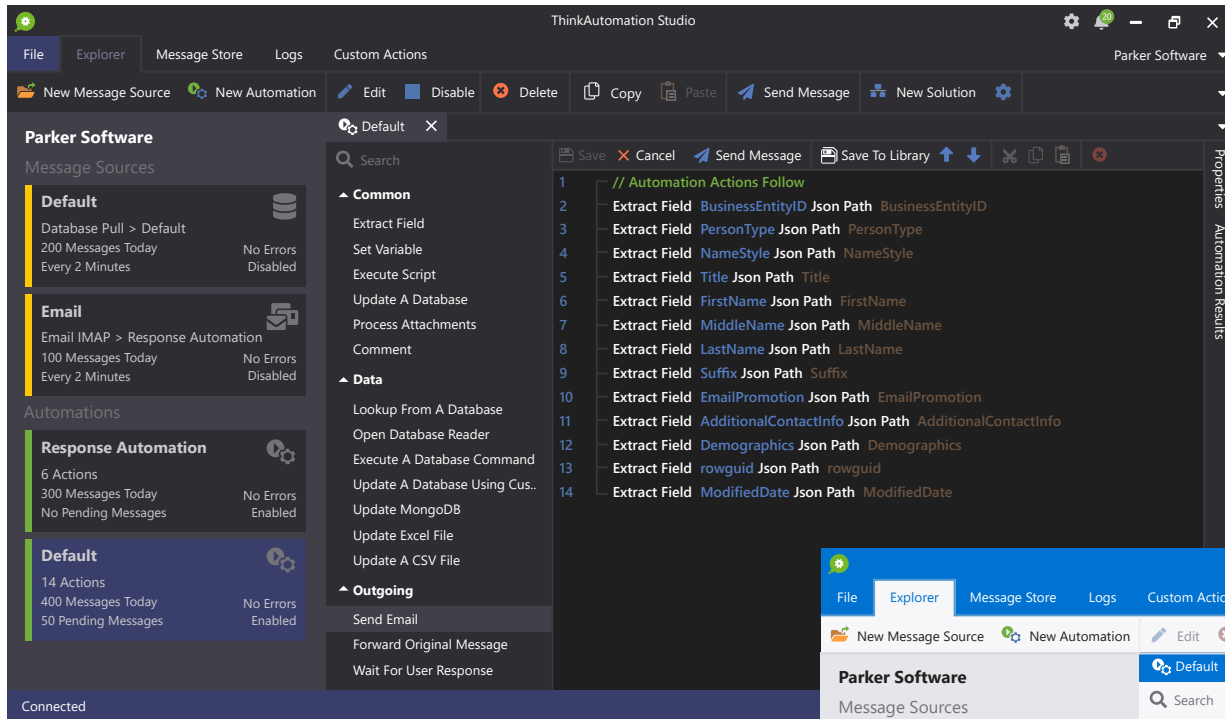


- Standard**
One licence for every baked-in feature inside the ThinkAutomation studio, coupled with unlimited message processing.
£999 per year
- Pro**
Includes all the features of the standard edition, plus access to a fully-featured code editor to build custom actions and execute scripts.
£1999 per year
- Enterprise**
Get high availability, a failover system, access to our technicians, plus options for extended support and services.
Quote

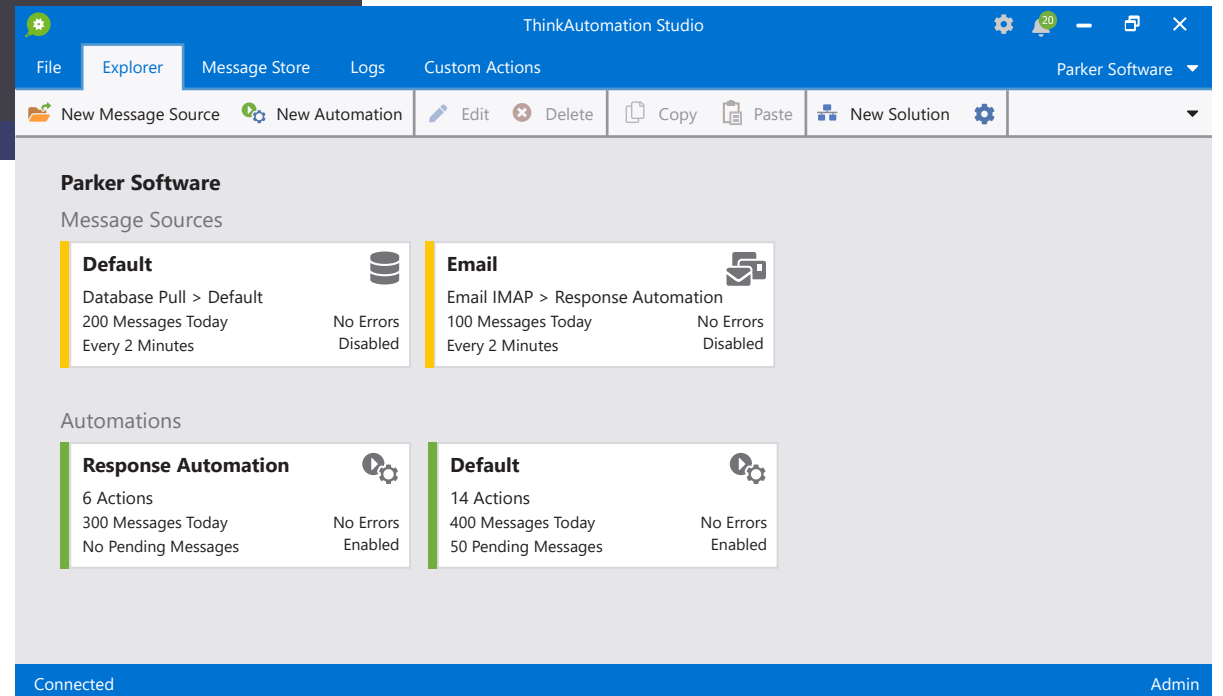
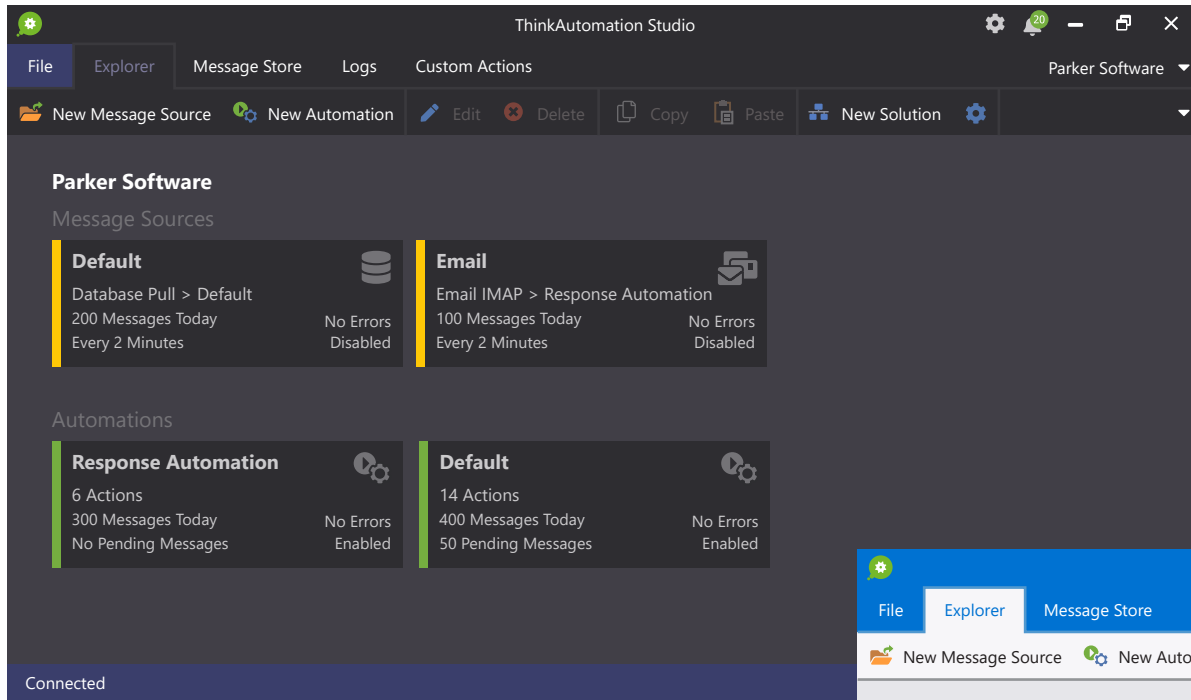


Limitless processing, limitless automations

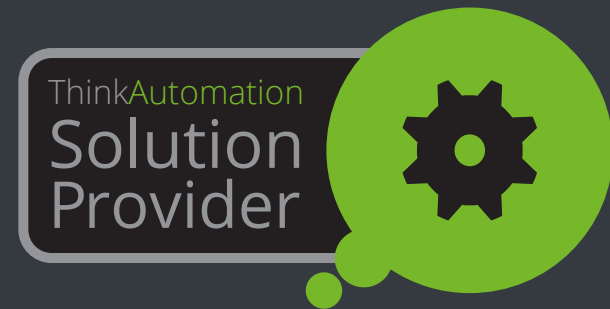
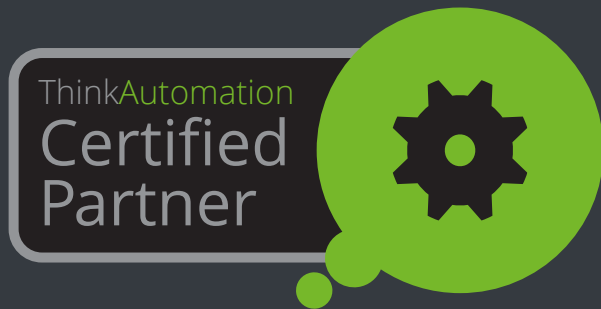
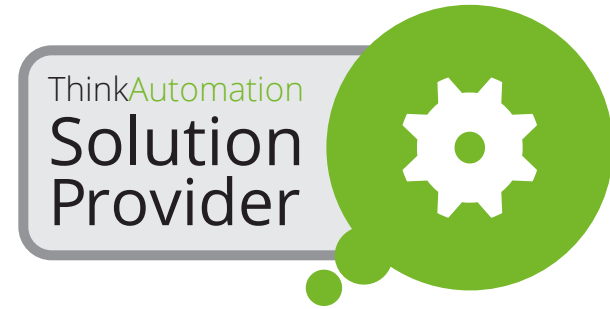
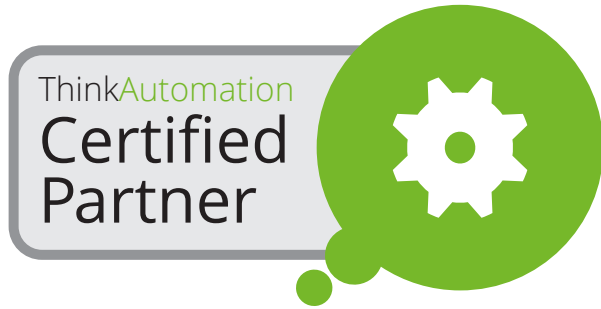
Interface examples



Interface examples



Partner and solution provider badge



Any questions?

marketing@parkersoftware.com

are always here to help.