ThinkAutomation

Our brand for partners… at a glance

April 2021

PARKER Software
™
Engaging Applications · Engaging Results

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 So, avoid things like Title Case, unnecessary capitalisations, and outdated spelling variations.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

Colour reference and usage

#76b72a R=118 G=184 B=42	C=60 M=0 Y=100 K=0
#52811d R=83 G=130 B=29	C=60 M=0 Y=100 K=40

Primary colours

#6aa9dc R=106 G=169 B=220	C=60 M=20 Y=0 K=0
#009ee3 R=0 G=159 B=227	C=100 M=0 Y=0 K=0

Secondary colours

#fbb900
R=251
G=186
B=0
	C=0
	M=30
	Y=100
	K=0

#c09100
R=192
G=145
B=0
	C=0
	M=30
	Y=100
	K=30

Tertiary colours

#f7f5f3
R=247
G=245
B=243
	#353a40
	R=53
	G=58
	B=64

#dcdcdc
R=220
G=220
B=220
	#242529
	R=36
	G=37
	B=41

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
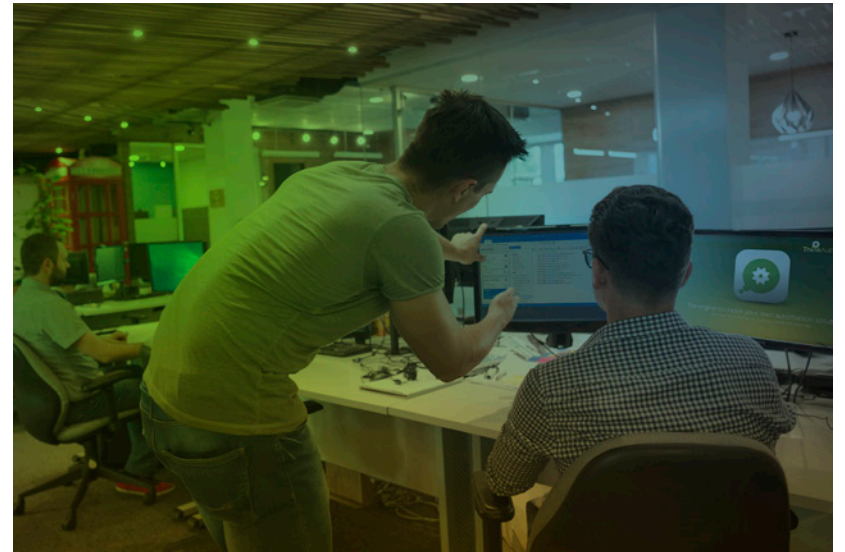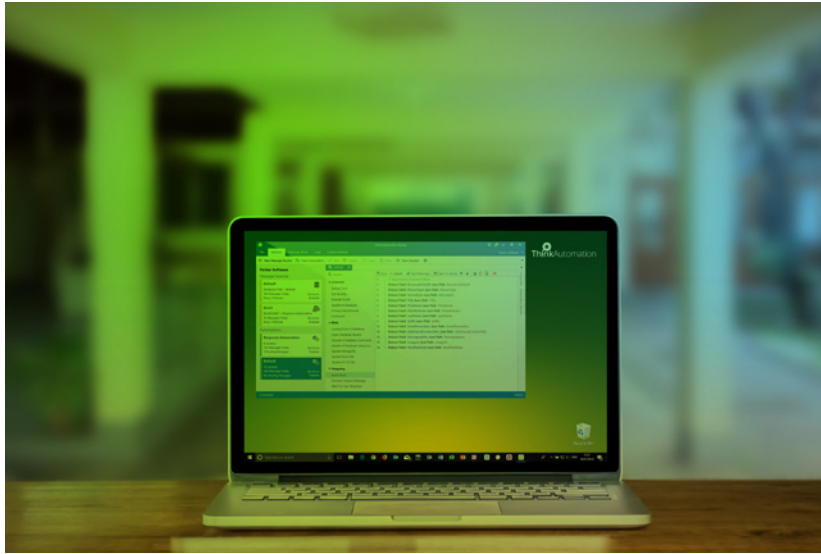
Image examples

Web page example

Literature example

ThinkAutomation

Your digital automation studio

Limitless processing, limitless automations

USED BY: NASA | CISCO | BANK OF AMERICA | AVG | AON | TELEFONICA
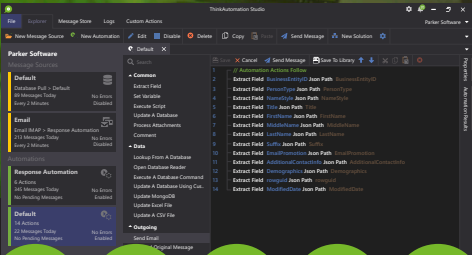
www.thinkautomation.com

PARKER Software
Engaging Applications · Engaging Results

ThinkAutomation

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

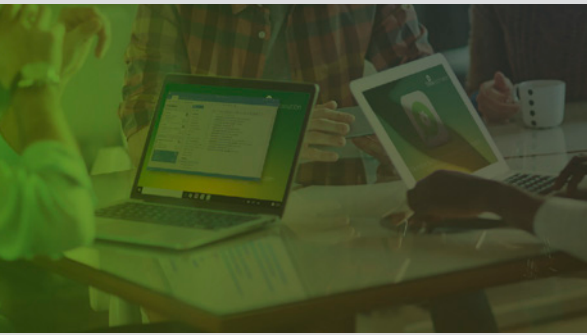Integrate into any API with seamless data flows

Extend and customise via a fully featured code editor

Limitless processing, limitless automations

ThinkAutomation

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

ThinkAutomation Studio

File | Explorer | Message Store | Logs | Custom Actions

Parker Software ▾

New Message Source | New Automation | Edit | Delete | Copy | Paste | New Solution

Parker Software

Message Sources

Default
Database Pull > Default
200 Messages Today
Every 2 Minutes

No Errors
Disabled

Email
Email IMAP > Response Automation
100 Messages Today
Every 2 Minutes

No Errors
Disabled

Automations

Response Automation
6 Actions
300 Messages Today
No Pending Messages

No Errors
Enabled

Default
14 Actions
400 Messages Today
50 Pending Messages

No Errors
Enabled

Connected

ThinkAutomation Studio

File | Explorer | Message Store | Logs | Custom Actions

Parker Software ▾
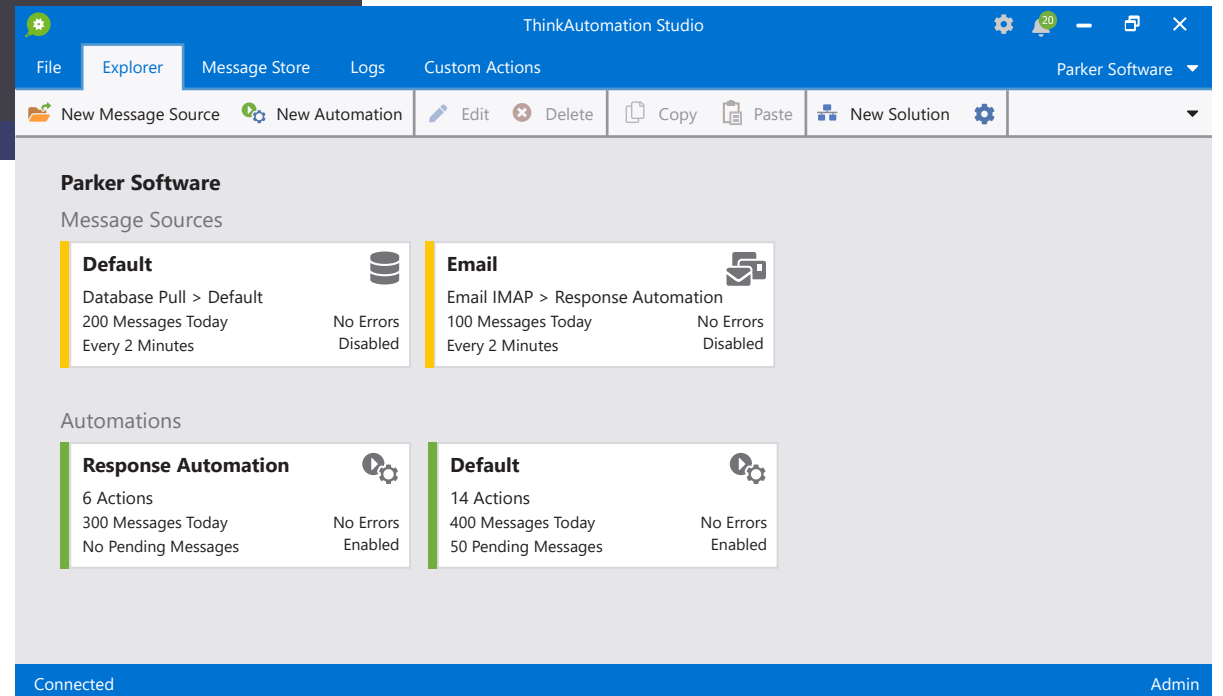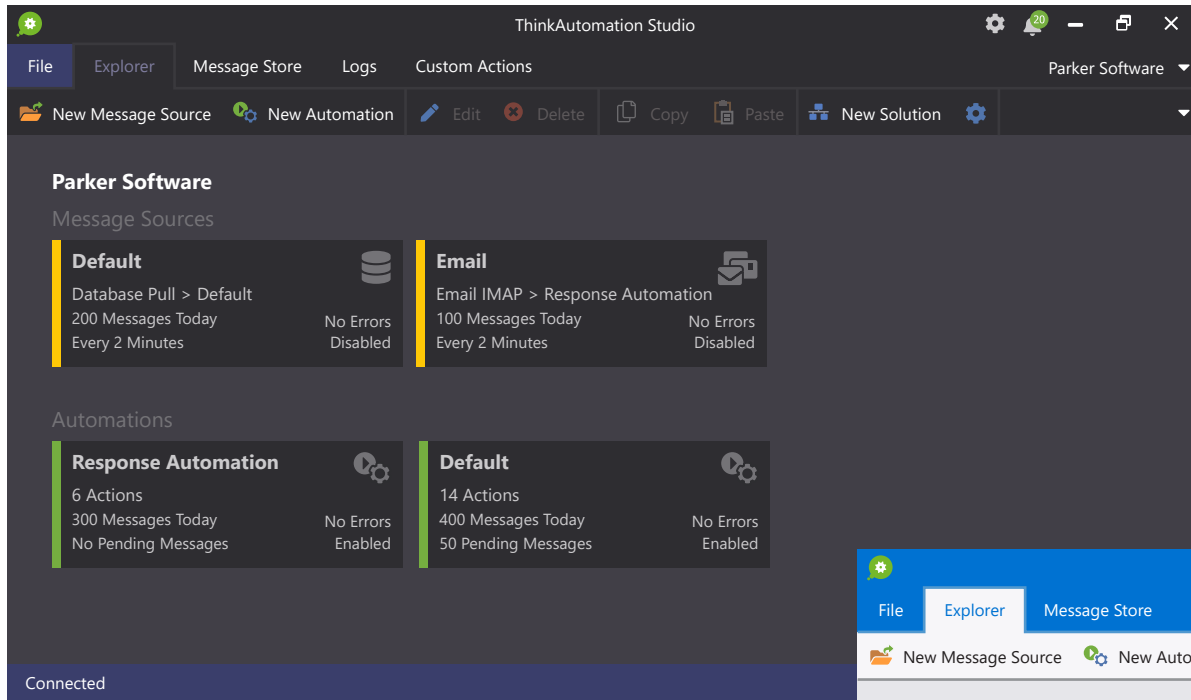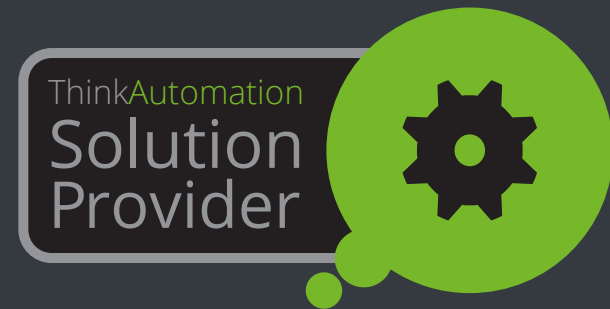
New Message Source | New Automation | Edit | Delete | Copy | Paste | New Solution

Parker Software

Message Sources

Default
Database Pull > Default
200 Messages Today
Every 2 Minutes

No Errors
Disabled

Email
Email IMAP > Response Automation
100 Messages Today
Every 2 Minutes

No Errors
Disabled

Automations

Response Automation
6 Actions
300 Messages Today
No Pending Messages

No Errors
Enabled

Default
14 Actions
400 Messages Today
50 Pending Messages

No Errors
Enabled

Connected

Admin

Partner and solution provider badge

ThinkAutomation
Certified
Partner

ThinkAutomation
Solution
Provider

ThinkAutomation
Certified
Partner

ThinkAutomation
Solution
Provider
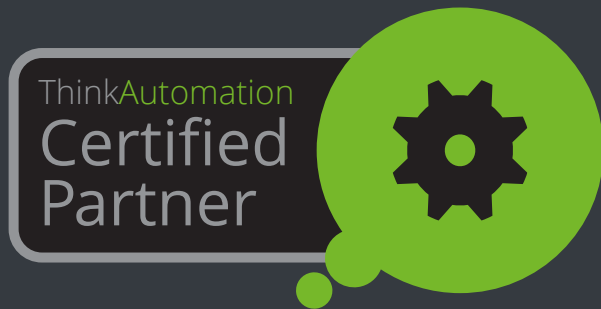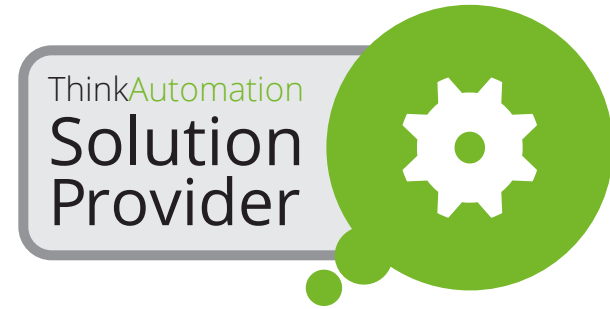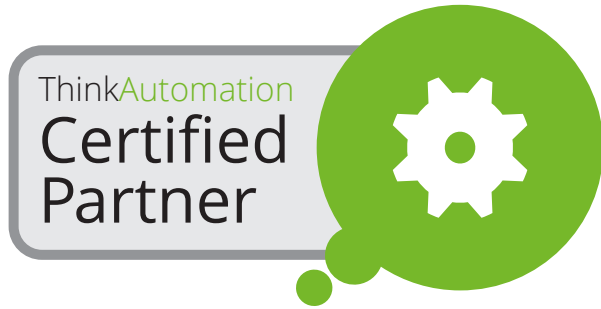
Any questions?

marketing@parkersoftware.com

are always here to help.

PARKER Software

Engaging Applications · Engaging Results