



BRAND GUIDELINES

VERSION 3.0 — 2024

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Introduction

OUR MISSION & VISION

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.

SOMETHING TO REMEMBER:

**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

INTRODUCTION

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.



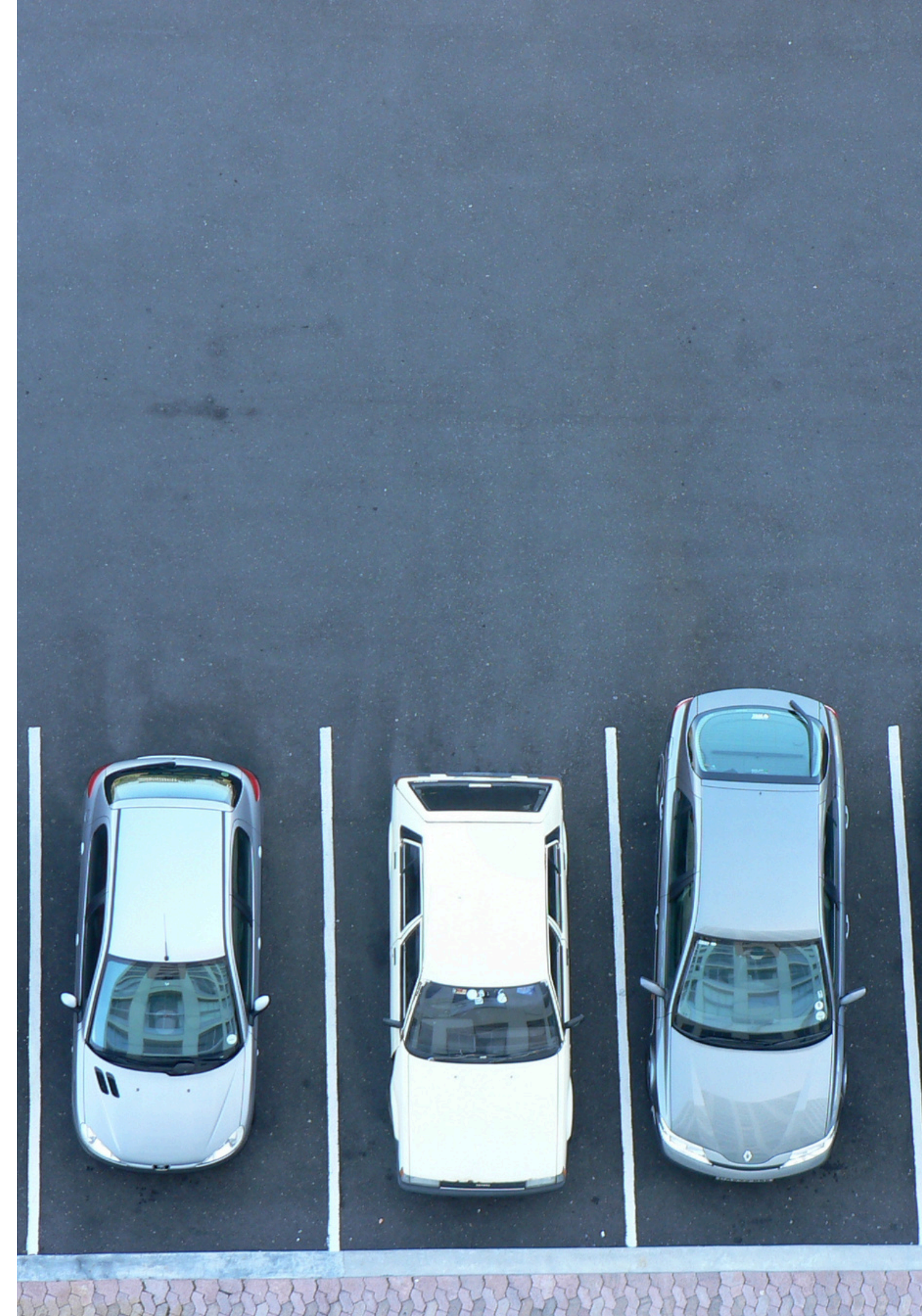
Logo on Light Background

When the logo is used on a light 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

BE COMMITTED TO THE RULES.



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



DO make sure the logo is at least 100px

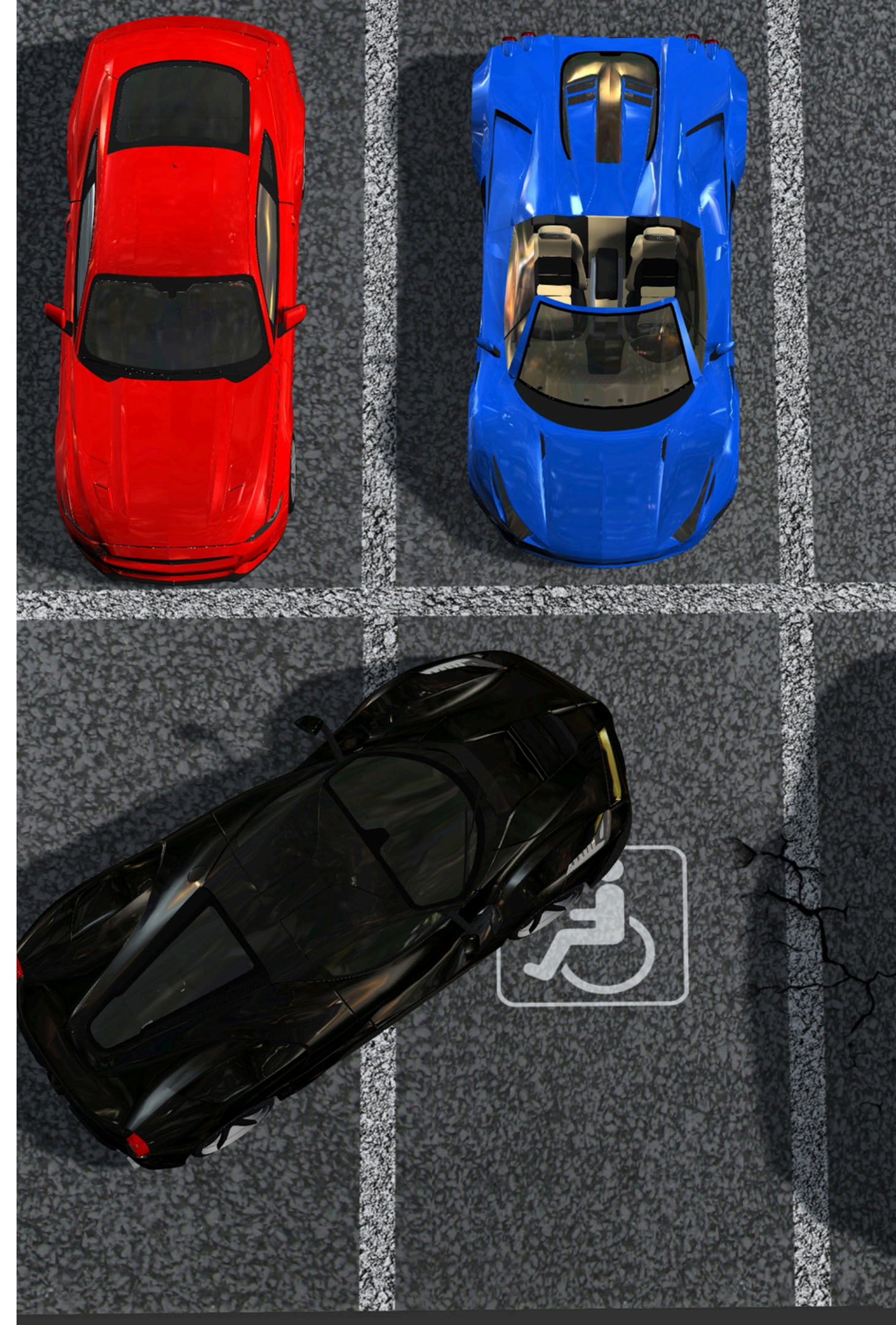


DO keep all elements of the logo connected

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 wording of the logo



Important Reminders

BE COMMITTED TO THE RULES.



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 DESIGN TOOLKIT

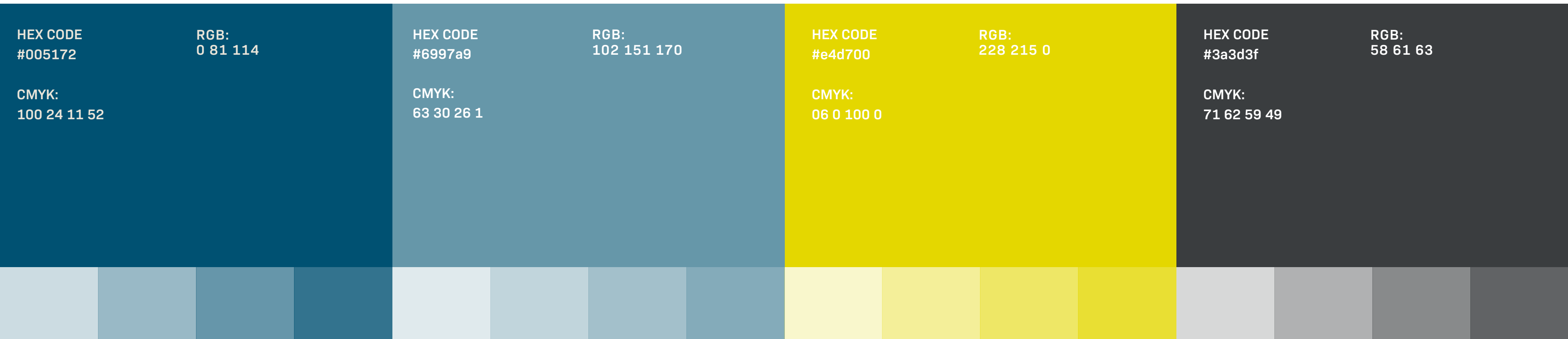
Our Color Palette

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.



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 DESIGN TOOLKIT

Our Typography

VISUAL ELEMENTS

Typography Rules

HOW WE PRESENT OURSELVES

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

Bio Sans

abcdefghijklmnopqrstuvwxy

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, Bio Sans Bold is typically used for headings. Bio Sans Semibold is used for subheadings and Bio 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.

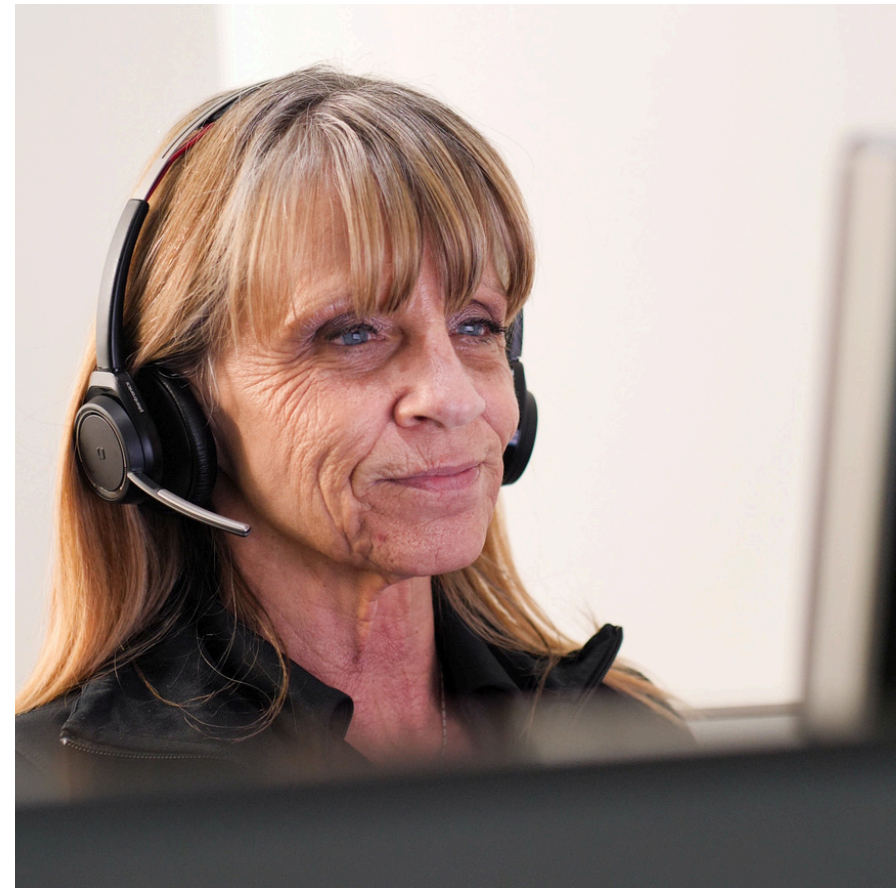
COLOR USAGE

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 DESIGN TOOLKIT

Our Photography

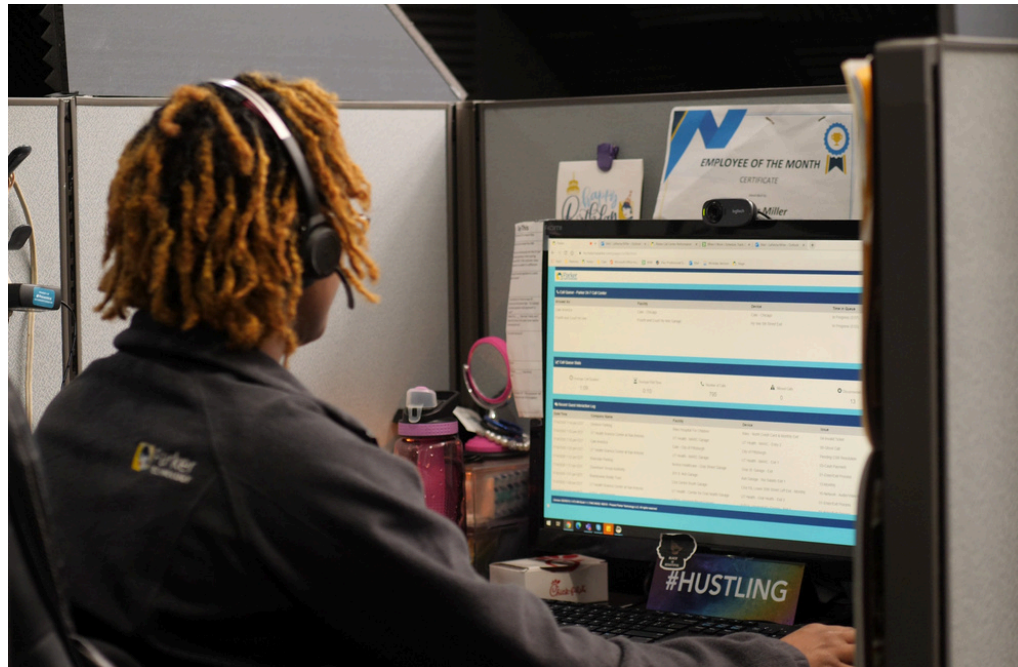
VISUAL ELEMENTS



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 DESIGN TOOLKIT

Our Brand Voice

VISUAL ELEMENTS

Brand Voice

CONFIDENT

We are the industry-leading customer experience solution with our software solution successfully implemented in over 820 facilities. To show this in our voice, we use words and phrases like "industry leaders," "patented technology," and "one of a kind."

PERSONAL

It is important that we are personal with our customers. Our solution provides a personal interaction in an automated process. So, to convey 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.

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.

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.



Social Media Branding



TWITTER

@HelpMeParker



FACEBOOK

Parker Technology



LINKEDIN

Parker Technology

Our Branding Team

KEEPING US ON BRAND



HEIDI BARBER

VP of Marketing



KATELYN PERMAN

Content Marketing Manager



COURTNEY COOPER

Events + Community Manager

Contact Us

WITH QUESTIONS & CLARIFICATION

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