circle
solutions
just connect the dots

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identity manual

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branding

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications. Effective branding helps companies differentiate themselves from their competitors and build a loyal customer base.

With manufacturing software, circle solutions optimizes business processes.
They complete the circle; and realize that this circle is unique for every company.
As intuitive as a visit to each other's office; this is how the software of circle solutions connects where necessary. This is how user-friendly software is developed.
No unnecessary functionalities but only connections where necessary; just connect the dots.

naming & pay-off

naming

circle solutions

pay-off

just connect the dots

The Golden Circle is a concept developed by Simon Sinek. It resonates a bussines from the 'why' queston. **Why** do you do what you do? This is the base of the brand communication, followed by **how** we do what we do. Concluding with the **what**, this it the service we provide.

golden circle

why

We think everyday (induvidual) tasks should be no hazzle.

how

By developing software that make life easier.

what

Software solutions that fit the individual compagnie.

The combination of characteristics of a person makes each person unique.
This also applies to brands. In order to be able to clearly communicate the characteristics
of **circle solutions**, it is important to communicate the most important core values:

values

down to earth

We love to keep things simple.
No big gestures, no theatre or
promising utopias.

quality driven

Our proffesionalism doesnt'
follow hypes: it follows quality.
We believe in ever growing
and striving for the best.

user friendly

With our soluition we build
bridges between user and
systems.

vision

We envision a world where using software is as easy and naturally as breathing.

mission

Our purpose is to develop software that fit the individual qualities of individual needs.

To empowering people & bussiness with software solutions.

vision & mission

Visual identity is a collection of visual elements that serve to represent and differentiate a brand. More specifically, it refers to any visible components such as a logo or brand colors that help customers identify a brand.

visual identity

The logo consists of an icon and a workmark. When the logo is used; those two should always remain together. The circle is a simple visualization of the proces of circle solutions. It also refers to contecting dots. It is a dot, and when on would contect dots, a circle could appear.
The logo can never be stretched out of proportion; or used in different colors than shown on this page. The black version should be only used in case of black-end white printing.

logo

circle
solutions
just connect the dots

circle
solutions
just connect the dots

circle
solutions
just connect the dots

circle
solutions
just connect the dots

If the body of the brand is design, then typography is the body language. Our type is clean, objective and functional whilst still feeling modern and friendly.
We use the typeface: **Calibre**.
The primary font (for the bodytext) is 'Regular'. The '**Medium**' version is mostly used for sub headings. The '**Bold**' version is only used for titles and calls to actions. Or it is used to high light an important word in the text, such as the company name: **circle solutions**.
To maintain the friendly feel to our designs, we tend to use not to may uppercase letters in the bigger titles. This also goes for the call to actions.

typography

regular   regular   regular

10 pt.   20 pt.   40 pt.

regular   regular   **regular**

10 pt.   20 pt.   40 pt.

bold   **bold**   **bold**   **bold**
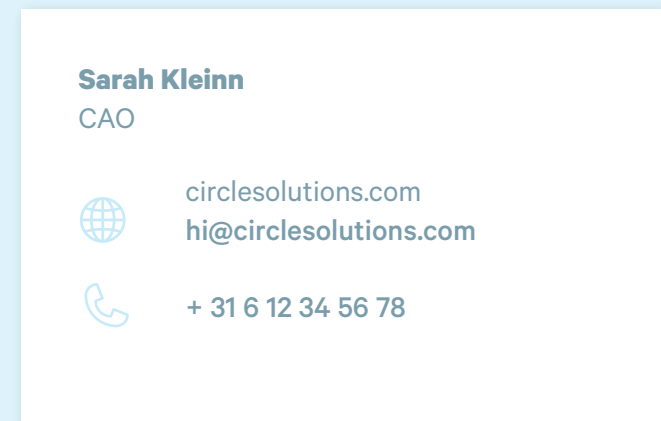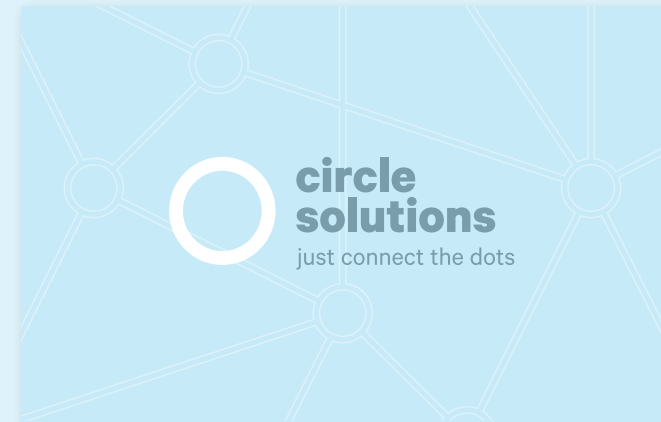
10 pt.   20 pt.   40 pt.   80 pt.

Circle solutions provides high quality software. This should represented in the brand colors. Our primary colors mirror this, down to earth, no big contrast in the color which are friendly to the eye.

The primary color palette prioritizes whitespace to contrast with the blue grey color.
The blue is used to highlight special graphic/typographical elements and the light grey is used to gently show decoretive elements on a darker or white background.

colors

blue grey			
CMYK	56	29	27	0
RGB	121	157	171	
HEX	799dab			

blue			
CMYK	20	0	1	0
RGB	199	234	248	
HEX	C7eaf8			

light blue grey			
CMYK	12	0	1	0
RGB	220	241	249	
HEX	dcf1f9			

A demonstration of the application of the visual identity trough different types of media.
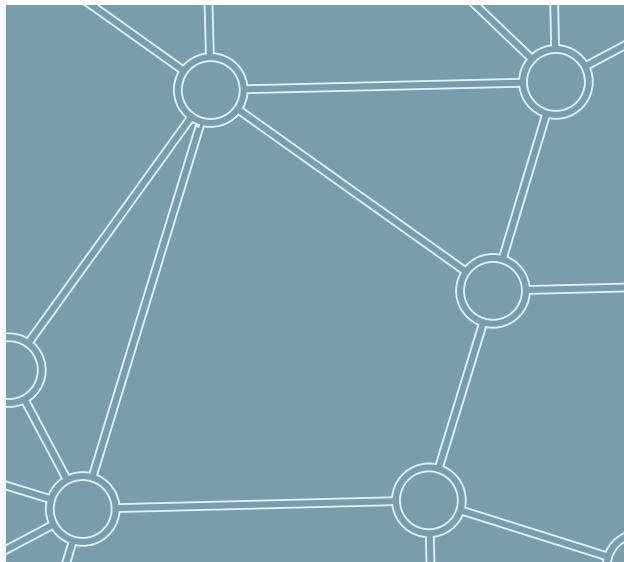
application

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bussiness card

circle solutions
sponsored

we
connect
the
dots

Learn More

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to
develop
software
solutions
that
fits like a
glove

Learn More

instagram story advertisement

user persona's

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whitepaper

digital whitepaper

Wat zijn buyer persona's?

De buyer persona is een semi-fictieve afspiegeling van jouw (ideale) klant. Het werken met persona's zorgt voor beter inzicht in jouw doelgroep. Door altijd een van je persona's als uitgangspunt te nemen kun je op den duur passende content en aanbiedingen aanbieden die op hun beurt kunnen leiden tot een hogere conversie. Persona's zorgen ervoor dat

Wat zijn negatieve persona's?

Waar een buyer persona een representatie is van je ideale klant, zo is een negatieve persona het tegenovergestelde: klantgroepen en/of geïnteresseerden die je liever kwijt dan rijk bent...Denk bijvoorbeeld aan professionals die te geavanceerd zijn voor jouw dienst of product, studenten die enkel informatie opdoen voor hun onderzoek of potentiële klanten die simpelweg te duur zijn om te acquireren (omdat ze koopjesjagers zijn, een te hoge churn-rate hebben, et cetera)

jouw doelstellingen scherp aansluiten op de specifieke belevingswereld en fase in de koopcyclus van jouw potentiële klant. Hierdoor behaal je met minder inspanning meer resultaat. De krachtigste buyer persona's zijn zowel gebaseerd op marktonderzoek als eigen inzichten opgedaan binnen je bestaande klantgroepen. Afhankelijk van het type bedrijf en industrie zou je een, twee of zelfs zo veel als twintig persona's kunnen hebben.

Hoe kun je persona's effectief inzetten?

In de meeste gevallen helpen persona's om je marketingactiviteitente personaliseren of je te richten op verschillende segmenten van je publiek. Een voorbeeld. In plaats van steeds dezelfde onpersoonlijke mailing naar alle contacten in je database te sturen, zou je de boodschap en het aanbod specifiek kunnen richten op de verschillende buyer persona's. Resultaat is een mailing die