

resco

Visual Style Guide for Digital Assets
2024

Key Visual Elements

1. resco is colorful
2. resco is bold
3. resco is clear
4. resco is 3D
5. resco is consistent

Logotype

New variant



Logotype

Old variant



O1 Colors

**resco
blue
0066cc**

f25481

8931b1

00e0bf

f2a854

ffd000

000000

02

Main Typo DM Sans

Resco's main font is DM Sans. It can be used in two faces: Semibold and Regular. Focus on making your message clear when writing headlines, and reduce your words to a minimum. In general, don't use font features like Ligatures and splitting words. Adapt font size and proportions as needed.

It is free for download here: <https://fonts.google.com/specimen/DM+Sans>

02

Paragraph Typo

Secondary font used for long paragraph text is IBM Plex Sans. Will be used almost in Regular face.
It will be used only for long paragraph text: Blogs, “Magazine layout”

It is free for download here: <https://fonts.google.com/specimen/IBM+Plex+Sans>

 Lorem ipsum dolor sit amet,
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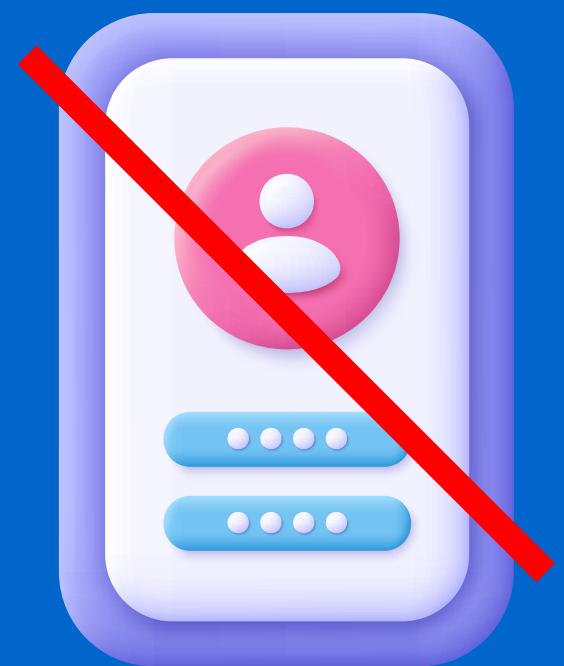
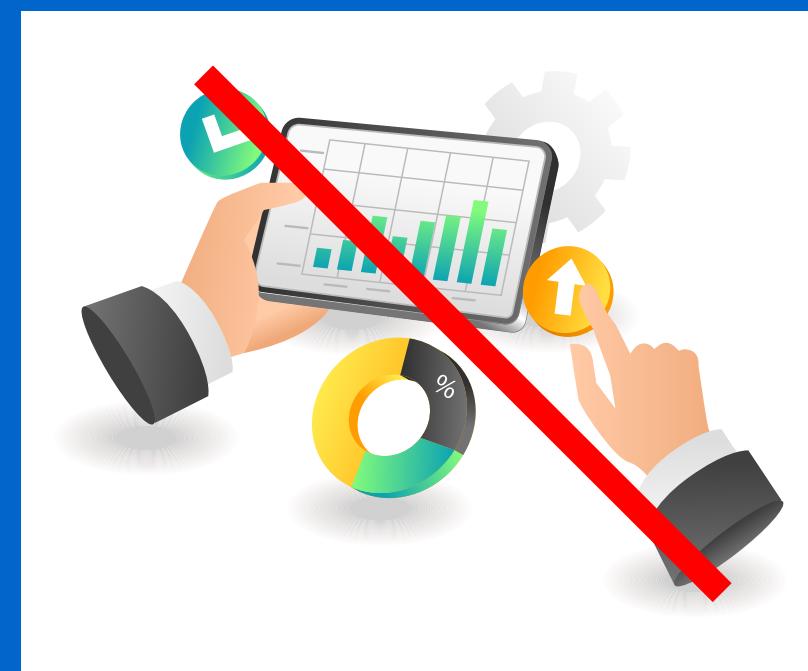
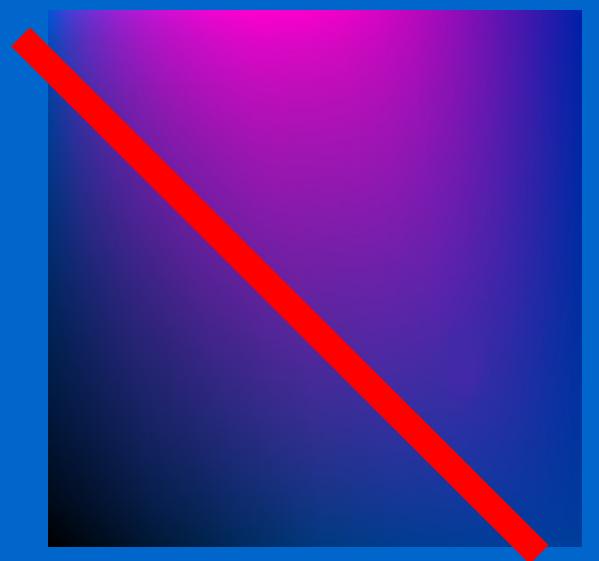
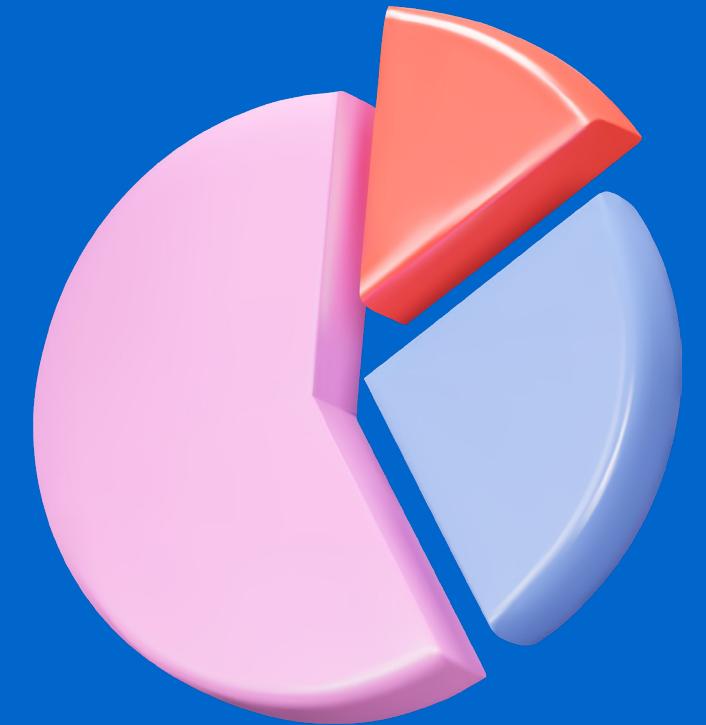
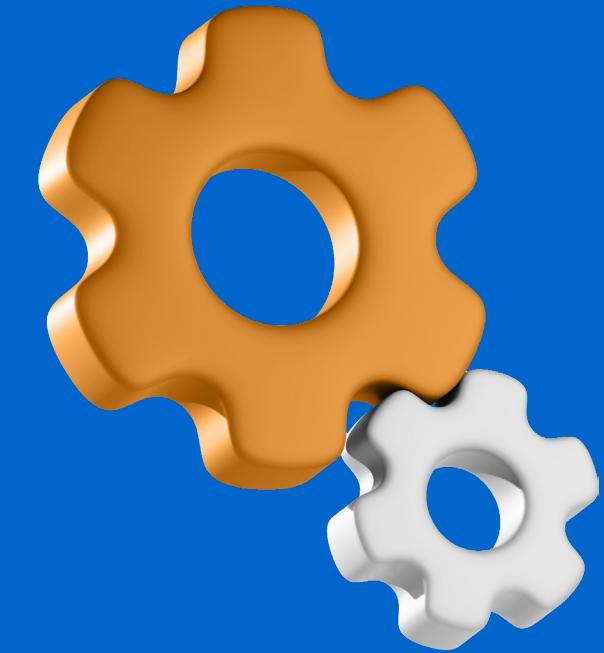
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03 3D visuals

Refreshing 3D elements, simple and colorful. Main source: Shutterstock.com. Make sure they are in the same style. Do not use cartoon 3D illustrations.

Don't use isometric illustration. See next page for other dos and don'ts.





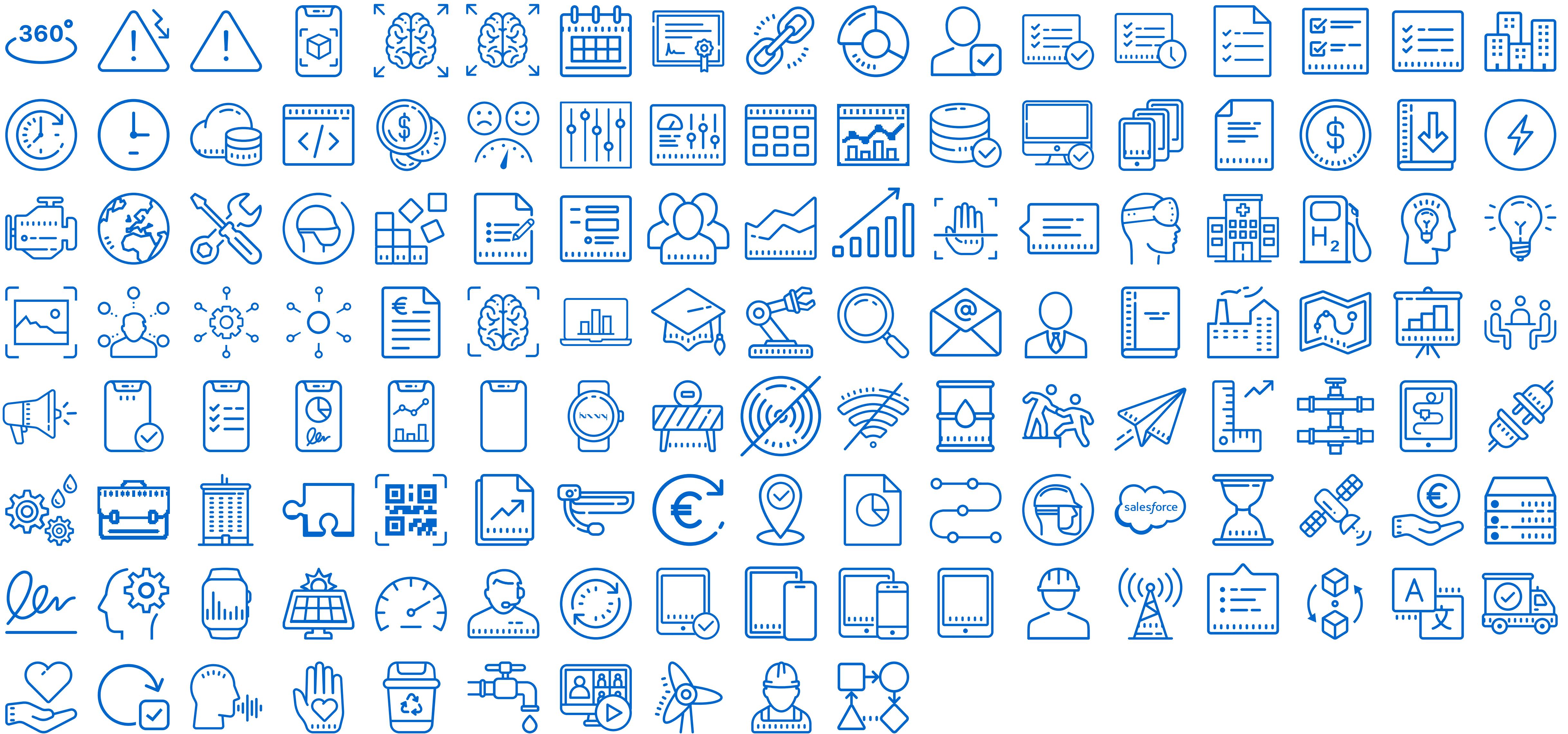
04 Icons

All icons are grouped in one database. This includes icons for web, social and print.

Source: www.icon8.com,
Use only the “cute outline” variant.









05

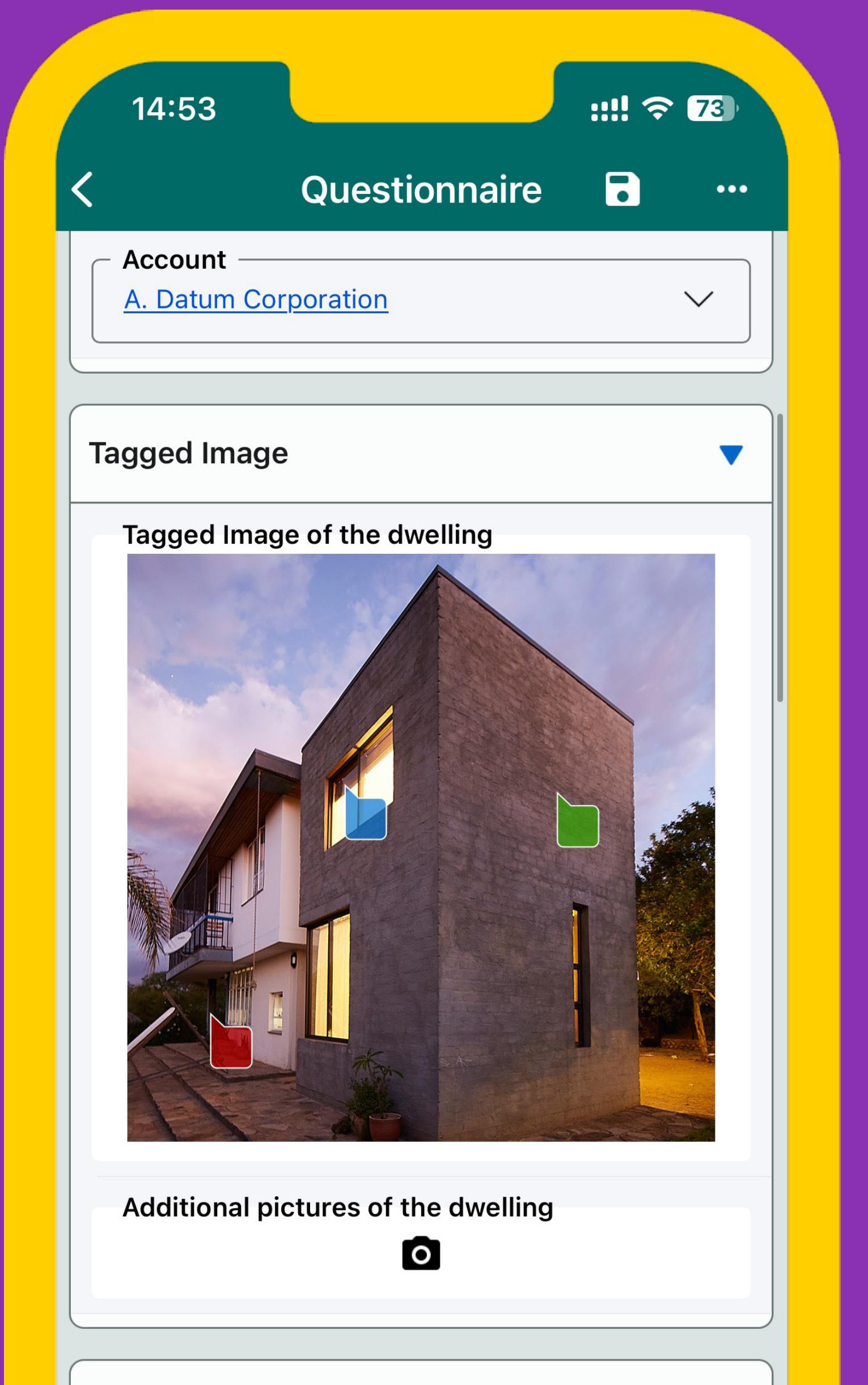
Sticker

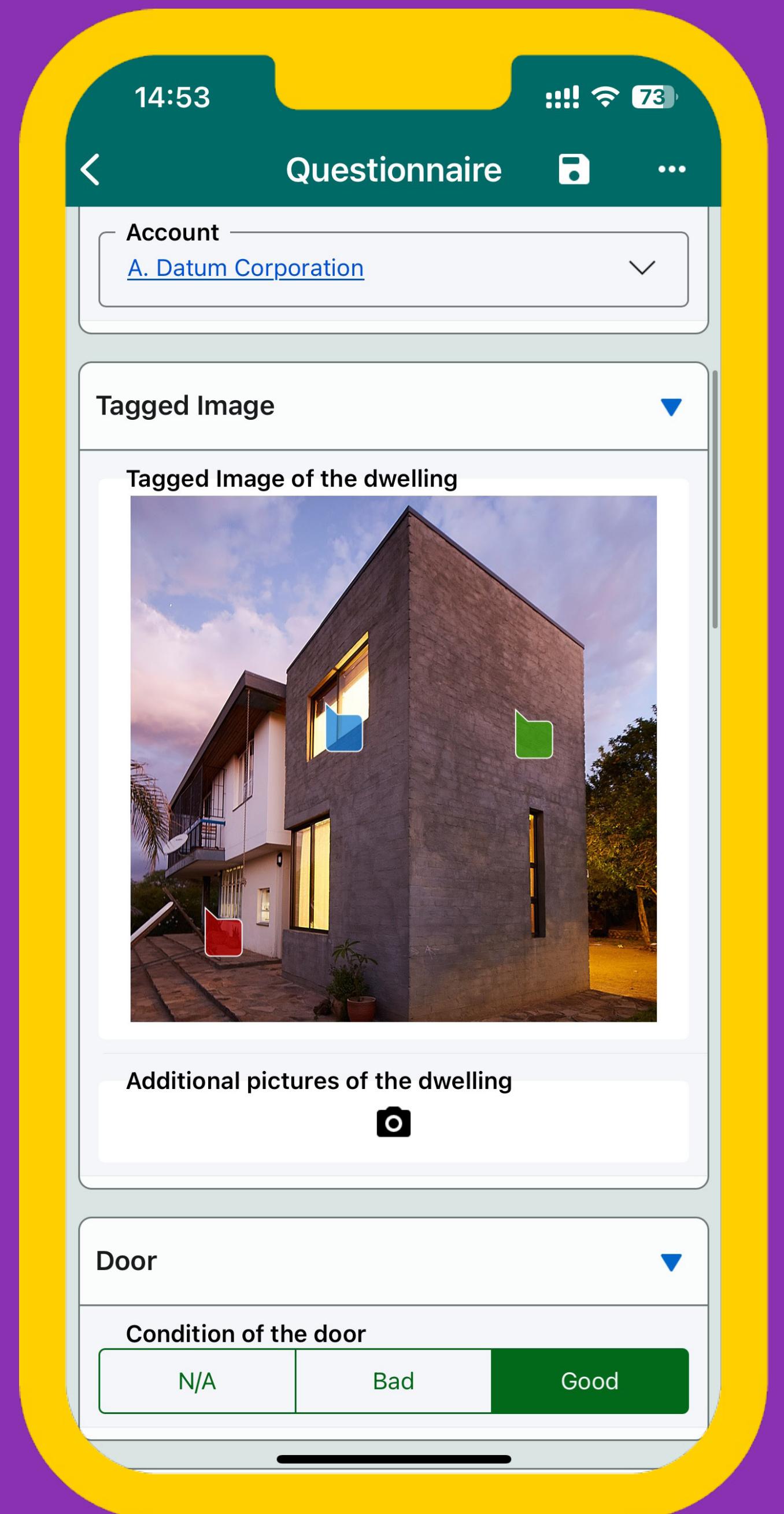
We use a rectangular sticker to highlight or insert short information. When writing the text for stickers, follow the same rules as for writing headlines. Stay focused on a clear message and use a minimal amount of words.



06 Mockups

Our mockups are designed and created to fit into the overall visual concept. Mockups are simplified and cleaned of details so that they do not interfere with our screenshots. They are made in various colors so that they can be suitably combined with the background color.





12:47 Wed 5 Apr

27%

Field Servi...

My Work

Bookings

Bookings Bookings

Week 14 April 2023

Mon 3 Tue 4 Wed 5 Thu 6 Fri 7 Sat 8 Sun 9

08:00

09:00

10:00 Adventure Works Contoso Electronics

11:00 City Power & Light Blue Yonder Airlines

12:00

13:00

14:00

15:00

16:00

ELECTRICAL EQUIPMENT R...

Photos

Add Image

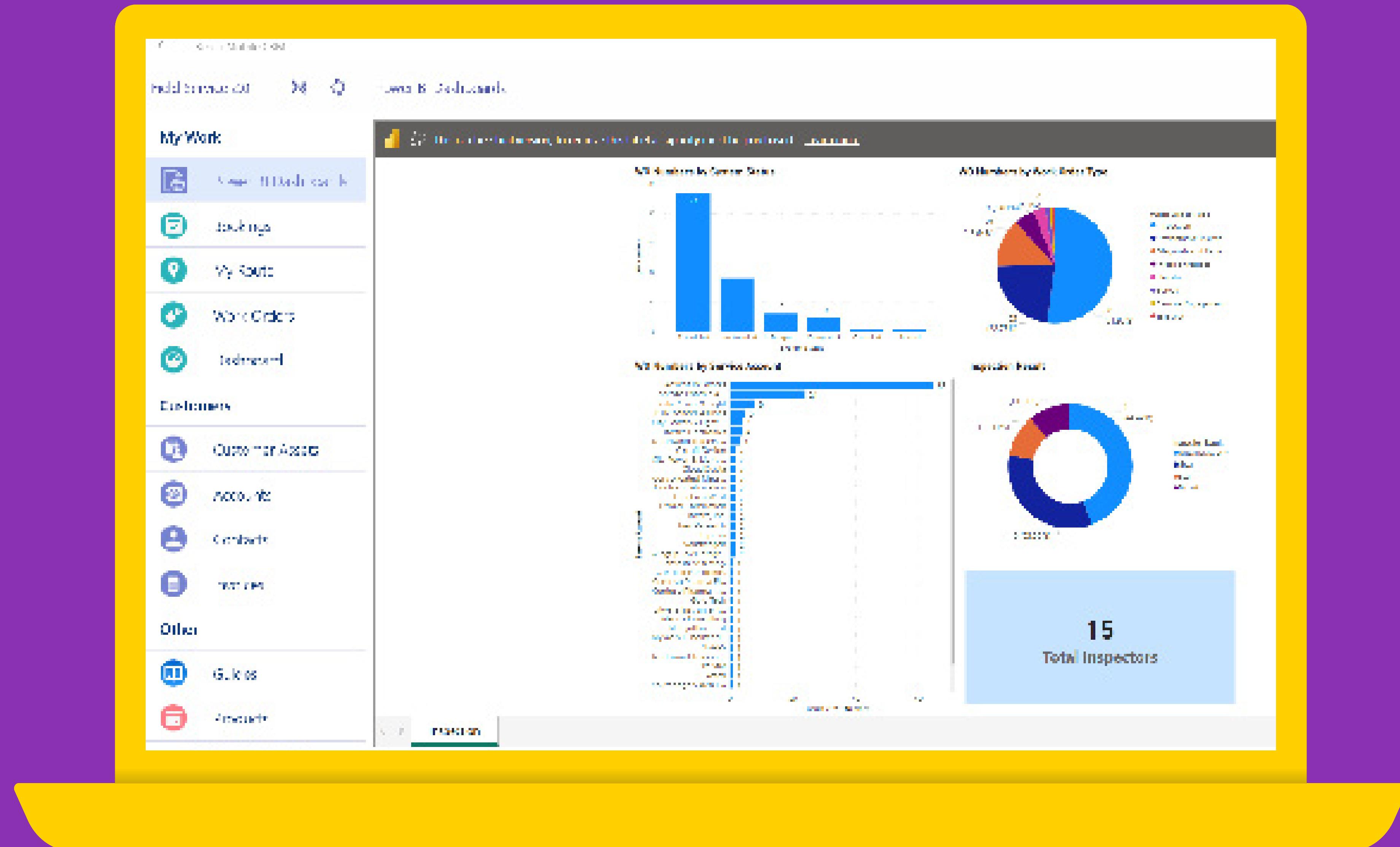
Service and Maintenance Guide

Service and Maintenance Guide [SERVICE AND MAINTENANCE...](#)

Result Status

Result Status [Clear] Passed Failed

Technician Signature



SANDBOX

Try the new look

Daniel Stransky  

Power Apps | Resco Accelerator

Questionnaire Designer v17.0.2 Household Survey s logom

Save Save & Close Publish Stage Options On Create On Load On Save On Change Commands On Execute On Can Execute Themes Configure JSON Change Localization

Navigation Components Snippets   Snippets Questionnaire

Household Survey s logom

Logo Related To Inspected by Date Time Account Appointment Tagged Image Door Dwelling Information Window Section II. Section III. Section IV. Room Final Section

Household Survey s logom

Logo

Related To Targets account, appointment

Inspected by Targets systemuser

Date Time

Account Targets account

Appointment Targets appointment

Group: Tagged Image

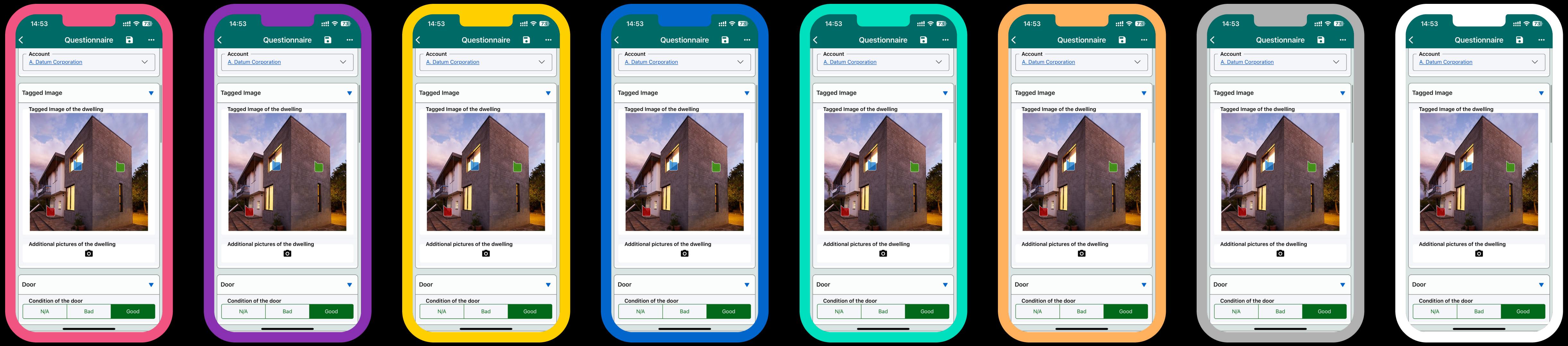
Label Household Survey s logom
Name Household survey s logom
Id a434a67-fb82-47bc-8e87-c8f2a019caf3
Version 1
Status Staged
Last Modified On 19/03/2024, 14:39:15
Last Modified By Daniel Stransky

Questionnaire Icon

Add image



Color Variations



07

Social media

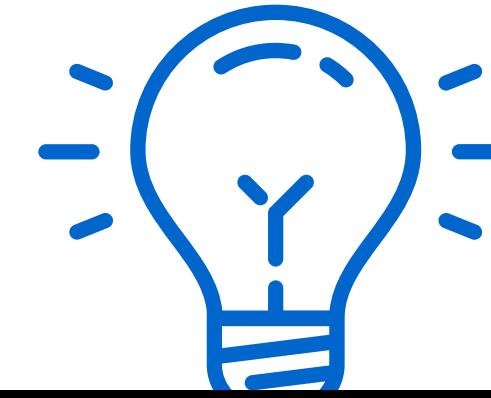
Lorem ipsum dolor sit amet,



resco

**Lorem ipsum
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08

Using photography

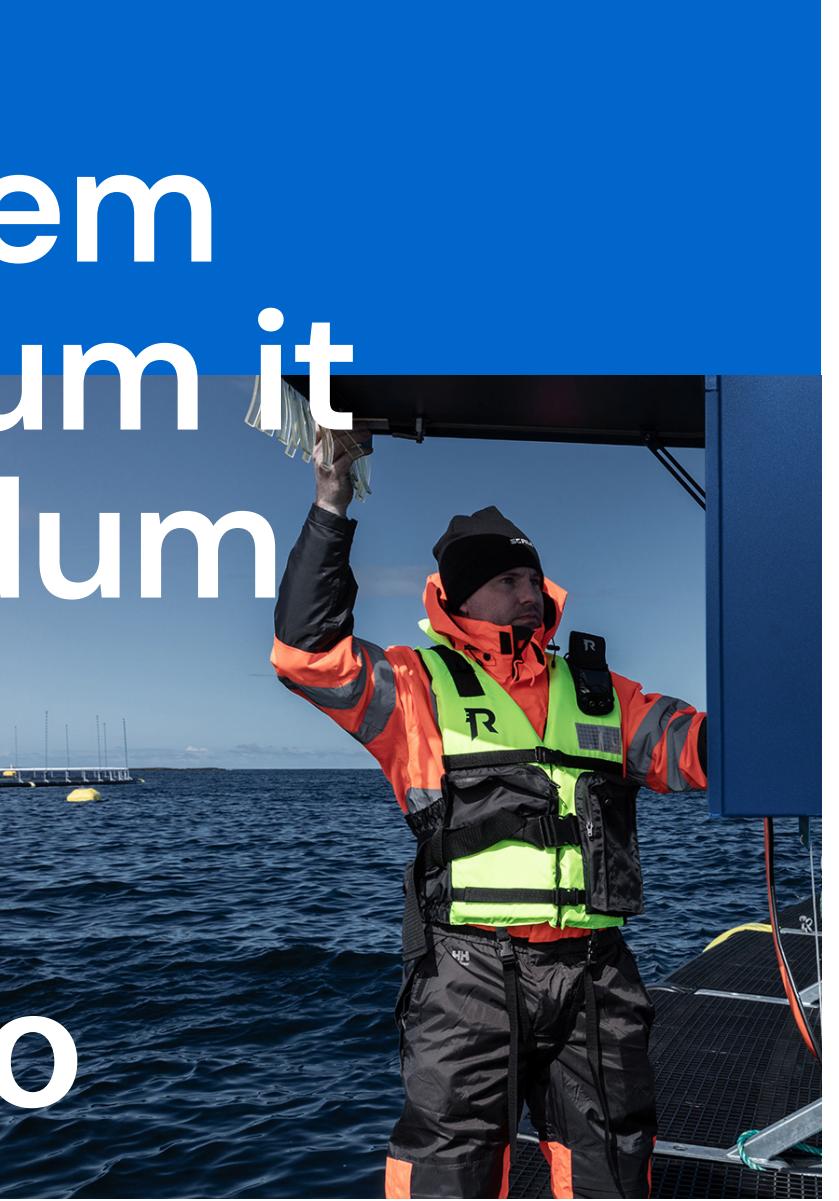
We prioritize using authentic photographs from our clients.

Please follow the composition you see on this slide. The



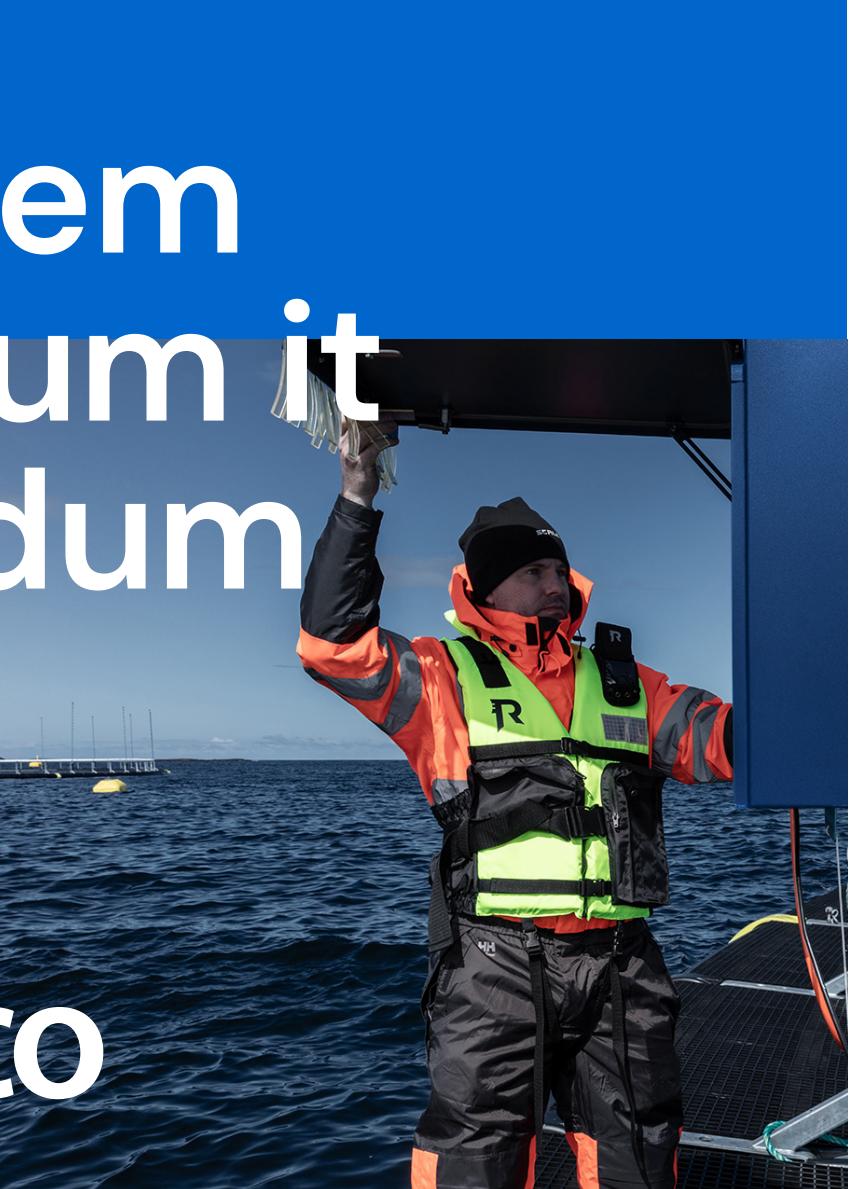
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Overview

Lorem ipsum



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technology
on the move



resco

technology
on the move

What is
mobile CRM

**Co-marketing
for Partners**



Lorem ipsum it dedum

resco



Design your document

Choose what data to use

Automate saving and sending

Partner ? survey

resco

2024