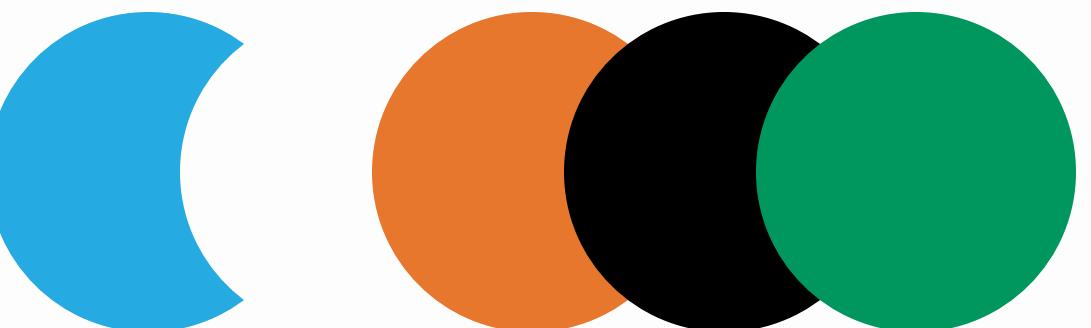


GenSync

ConnectME

Style Guide



1. Brand Story
2. Target Audience
3. Visual Identity
4. Brand voice
5. Web Design

Brand Story

ConnectME's objective is to bring reliable, sustainable and innovative technology with top most quality in the B2B & SaaS realm.

01

Mission

- Helping businesses increase their revenue.
- 100% transparency and honest work.
- Customized products for higher customer satisfaction.

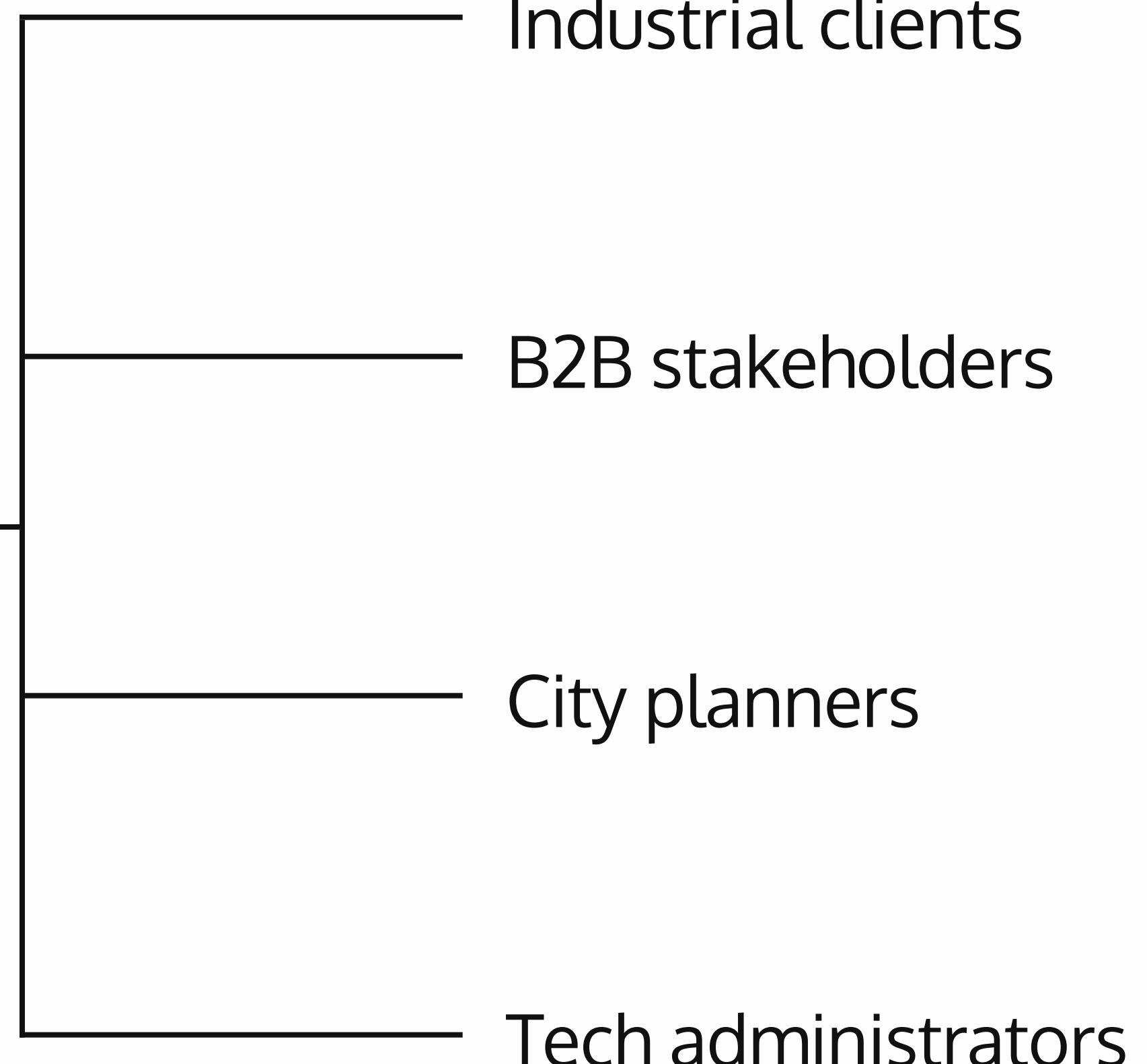
02

Vision

- Prime focus on automation systems of PLC/ SCADA / BMS systems.
- Expertise in adopting Industrial standards & solutions will migrate to SAAS model
- Building an IoT cloud platform and offer services& benefits to the customers based on the usage.
- Organizations working on OPEX model, finds ConnectME's solutions promising.

Target Audience

Main Audience



Main Audience boosts the sales and people working in these domains are actively looking for similar solutions provided by ConnectME

Audience through LinkedIn Marketing and ConnectME's website



01

Visitor

- Helps gain attention and traffic.
- Potential word of mouth.
- Can suggest the companies looking for solutions provided by ConnectME.



02

Visitor turned customer

- Looking for a B2B, SaaS company to work with.
- Sees potential in ConnectME.
- Increases traffic and sales.



03

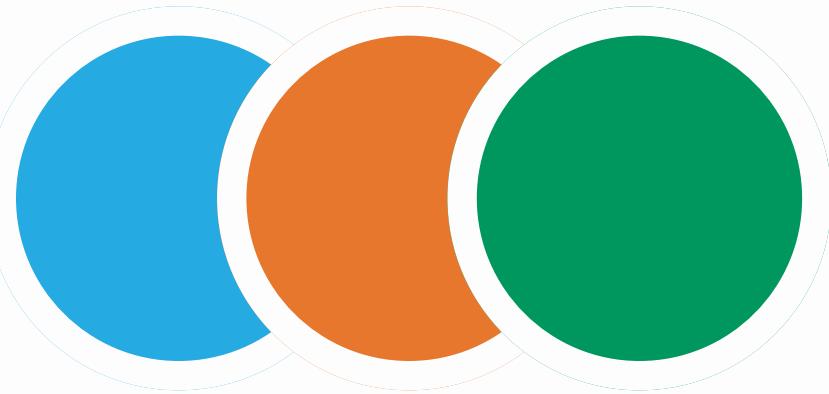
Customer

- Impressed by ConnectME.
- Ready to work.
- Improves sales.

Utilizing the visitors helps tune in person 2 & 3 and it can be achieved through strong and consistent marketing and effective UI/UX.

Visual Identity

Color Palette:



We've taken inspiration from the existing logo for the new Color Palette

Primary

Azure

Hex: #26AAE3

Azure is the Primary color. We've incorporated Azure in CTA's and footer design.

Secondary

Orange

Hex: #E6782D

Orange is the Secondary color. We've used this to add a pop of contrast alongside to Azure.

Tertiary

Green

Hex: #00975F

Green is the Tertiary color. We've used it for Interactions and texts which represents trust and confidence.

Background Typography and Iconography

Surface Color/ On Color

W1

Hex: #FDFDFD

Used as the surface color i.e. behind all the elements and typography, used for typography/ iconography for darker backgrounds

Background Color

W2

Hex: #E7E7E7

Used as a background color behind Texts and Icons.

On Color

W3

Hex: #BEBEBE

Used as a color for Iconography and on darker backgrounds.

Background Typography and Iconography

Main Typography/ Background

B1

Hex: #111111

Used for Typography and also as a background color when lighter colors are involved.

B2

Hex: #292929

Used for smaller texts or to highlight B1.

B3

Hex: #4E4E4E

Used in load more section & other typography.

B4

Hex: #828282

Used for inaccessible elements, icons & typography.

Typography

Font Family:

OXYGEN

Light

Regular

Bold

Brand voice

Connecting business needs with reliable, sustainable and innovative technology.

Elevating Differentiation: Identifying and executing initiatives that separate our offering from the current market alternatives.

Unique Value Creation: Developing a brand ethos that is currently absent or underserved within the competitive ecosystem.

To establish a commanding position in the market, it is essential to cultivate a strategy of differentiation that allows the brand to rise above the inherent competitive noise.

01

Product & Service Memorability

Employ targeted marketing translating complex technology into clear, benefit-driven ROI narratives, driving strong product recall and cultivating a loyal, performance-focused customer base.

02

Establishing a Cohesive Brand Voice

Pushing a consistent brand narrative i.e. Reliable, Innovative, Sustainable, across all channels to establish thought leadership and attract sophisticated enterprise customers seeking future-proof solutions.

03

Prioritizing Clean UI/UX

Engineer a functional, minimalist UI/UX, minimizing visual clutter so users focus instantly on real-time data and actionable insights.

04

Developing Novel Content Strategies

Curate never-before-seen, high-value content to establish intellectual authority, cut through digital noise, and drive qualified interactions online.

Web Design

process

- Understand
- Ideate
- Analyze
- Design
- Launch

Web design is an iterative and collaborative process demanding continuous evaluation and deep user understanding to ensure the user journey is optimized for satisfaction.

Understand

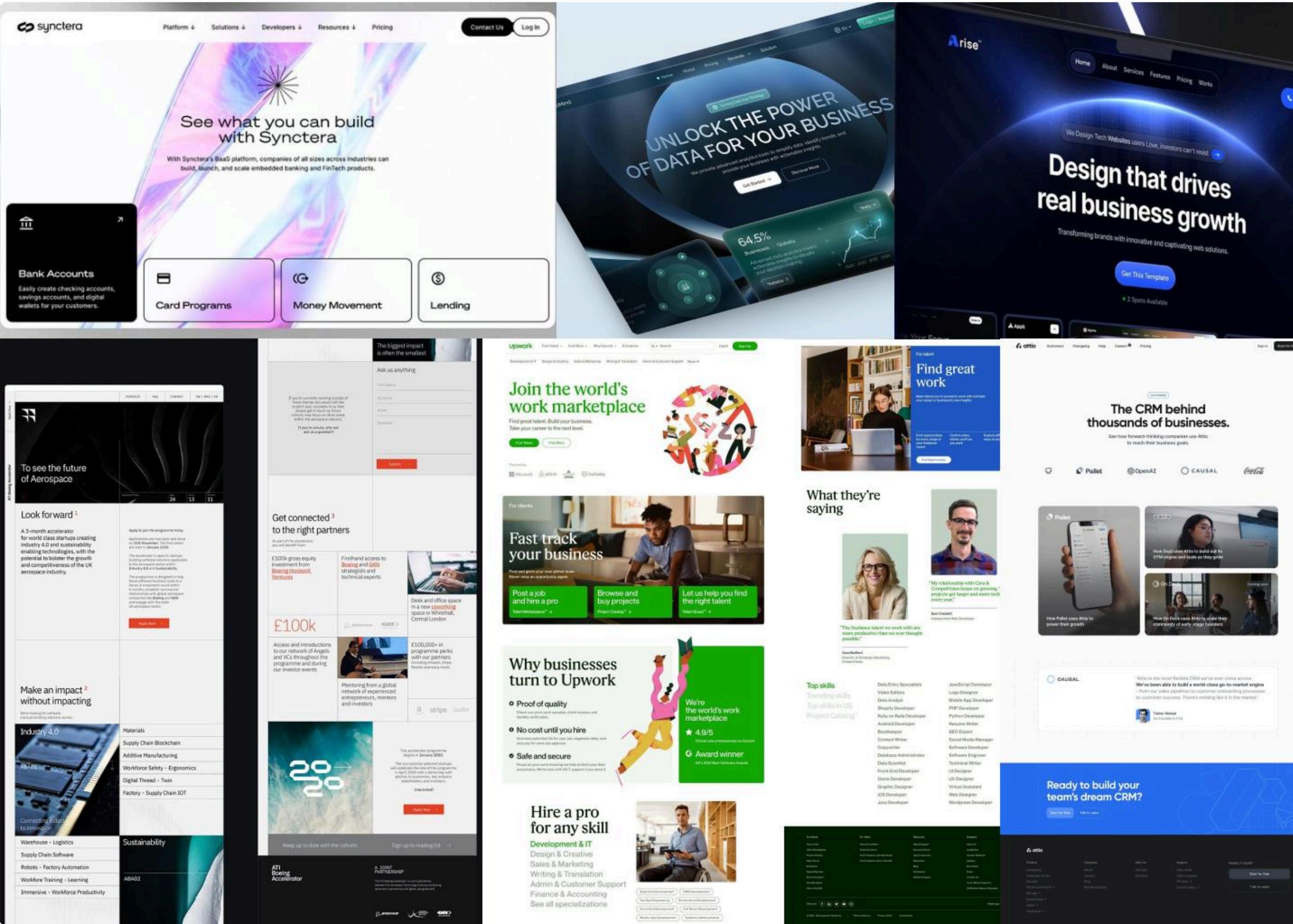
Our in-depth competitive analysis identified a clear market gap. Based on the current delivery model and design potential of the company, we determined that most direct and indirect competitors are failing to execute a strong marketing approach. Furthermore, their current digital presence is compromised by either visually cluttered layouts or an outdated design framework, which detracts from the professional image expected of a modern B2B SaaS provider.

ConnectME can achieve significant market dominance by prioritizing a comprehensive web design strategy focused on seamless user journey, coupled with a creative and strategic marketing plan that communicates ConnectME's core value proposition, product offerings, and brand essence.

Ideate

Following extensive research and strategic brainstorming, we have developed an optimal digital presence for ConnectME which will feature a modern, clean, and seamless layout. This design strategy is specifically crafted to effectively highlight ConnectME's core services and products. Furthermore, we had prioritized engaging interaction design to create a more dynamic and exciting user journey.

Moodboard

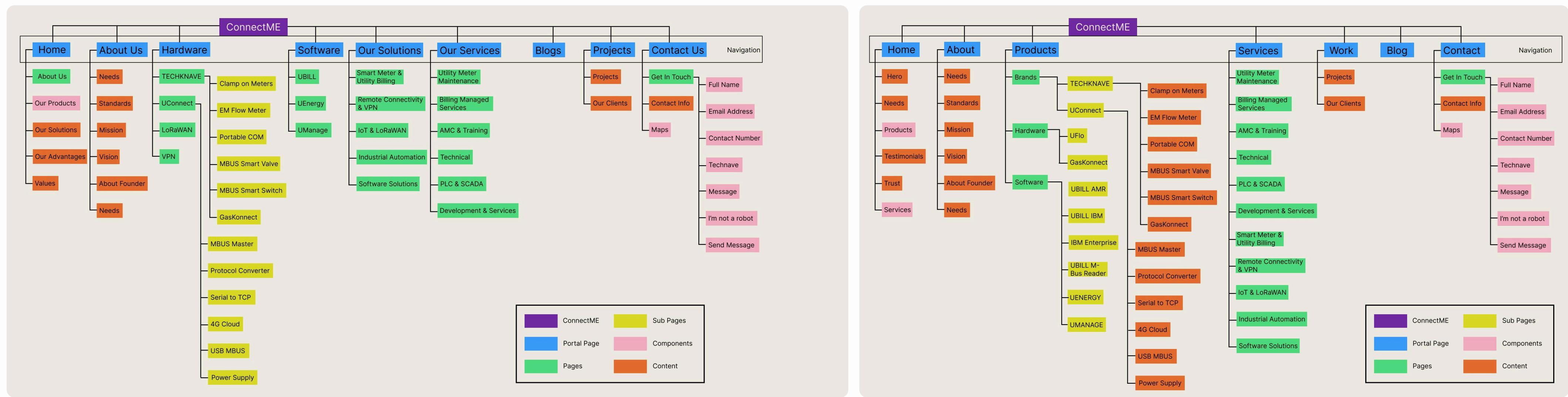


We created a comprehensive design mood board as a foundational step. This was crucial for curating creative inspiration and acquiring an in-depth understanding of the design principles prevalent within the B2B SaaS sector, particularly among companies whose services align with ConnectME.

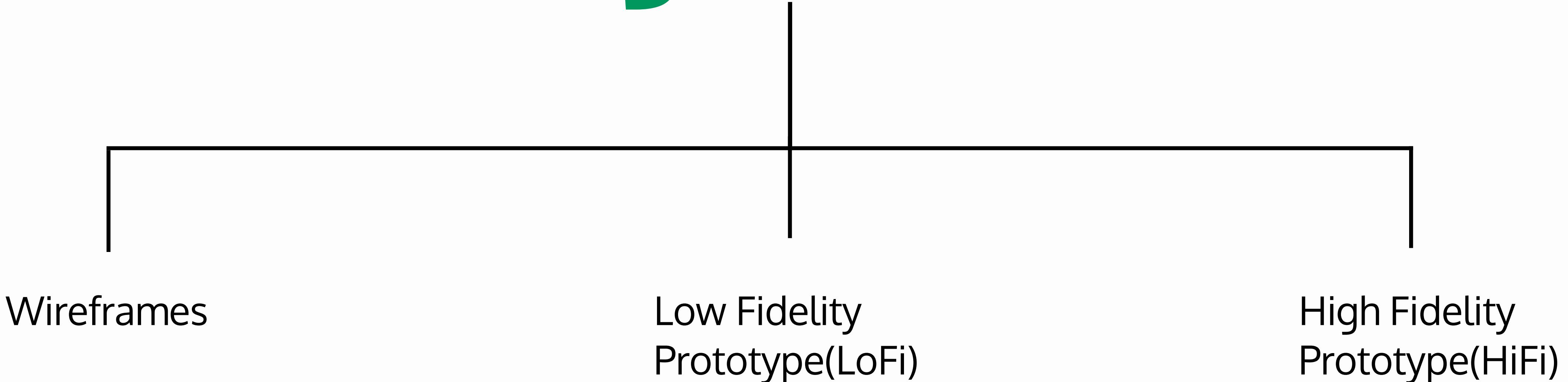
Analyze

Following the completion of the mood board, we then moved onto a detailed analysis of **potential branding/marketing strategies, typography options, and color palettes**. With the help of dedicated **Information Architecture (IA)** process, which led to a clear conclusion regarding the optimal user flow. This work assisted in the development of a comprehensive website framework which is now fully prepared to enter the dedicated design phase.

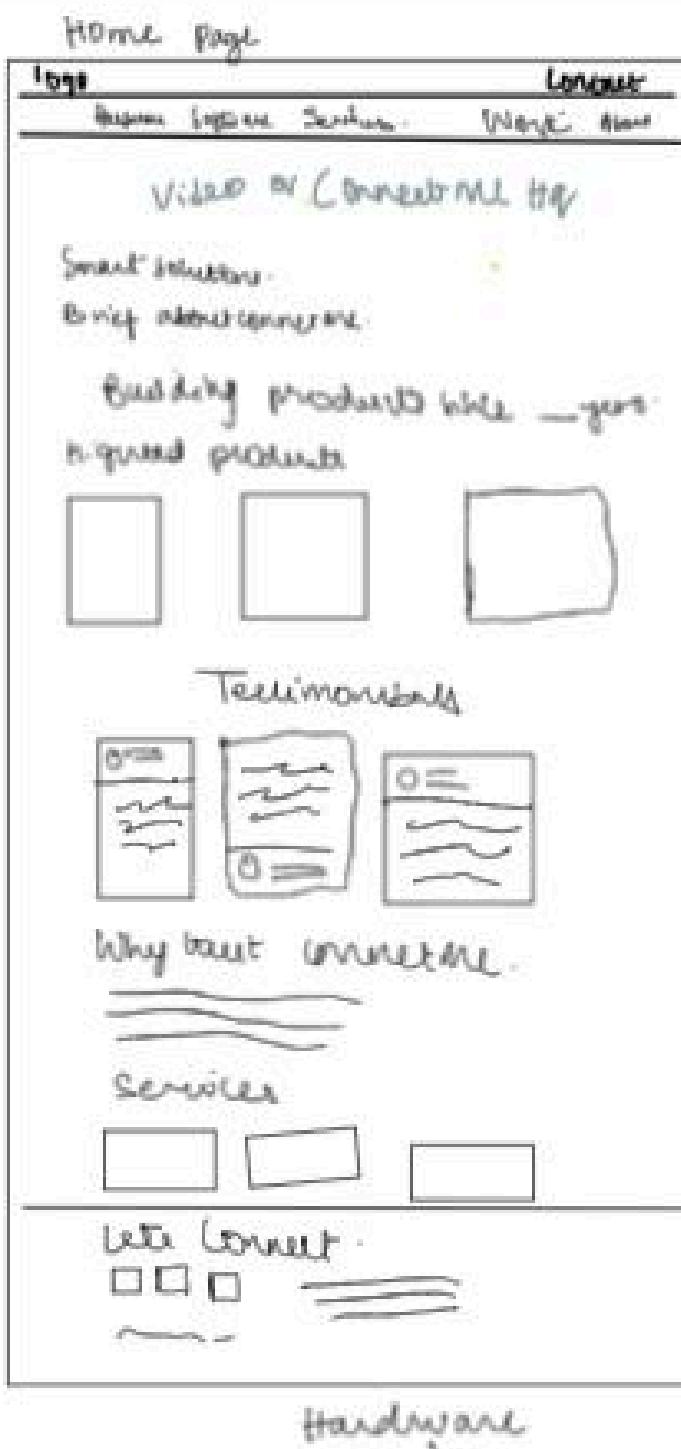
Information Architecture(IA)



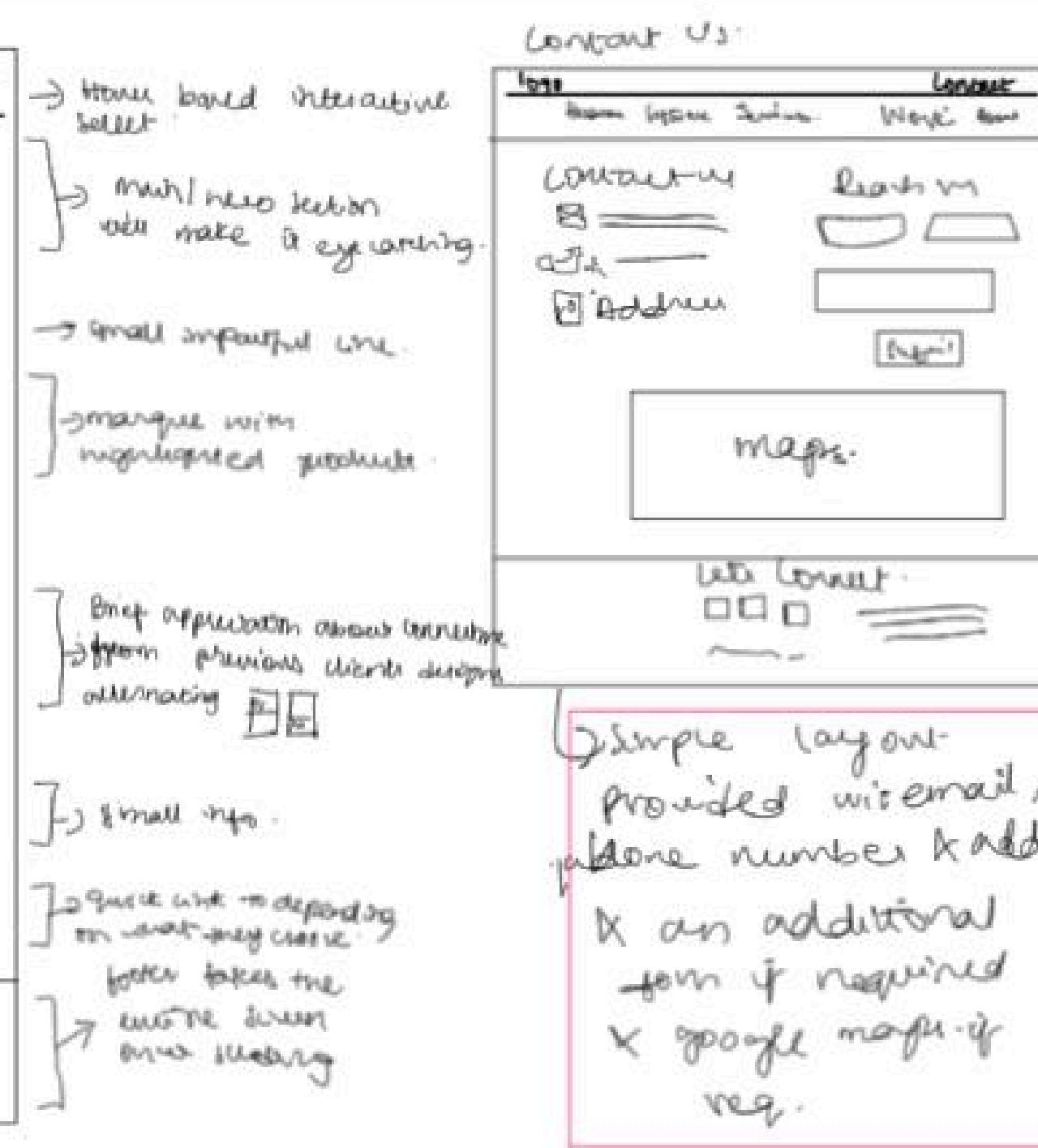
Design Process



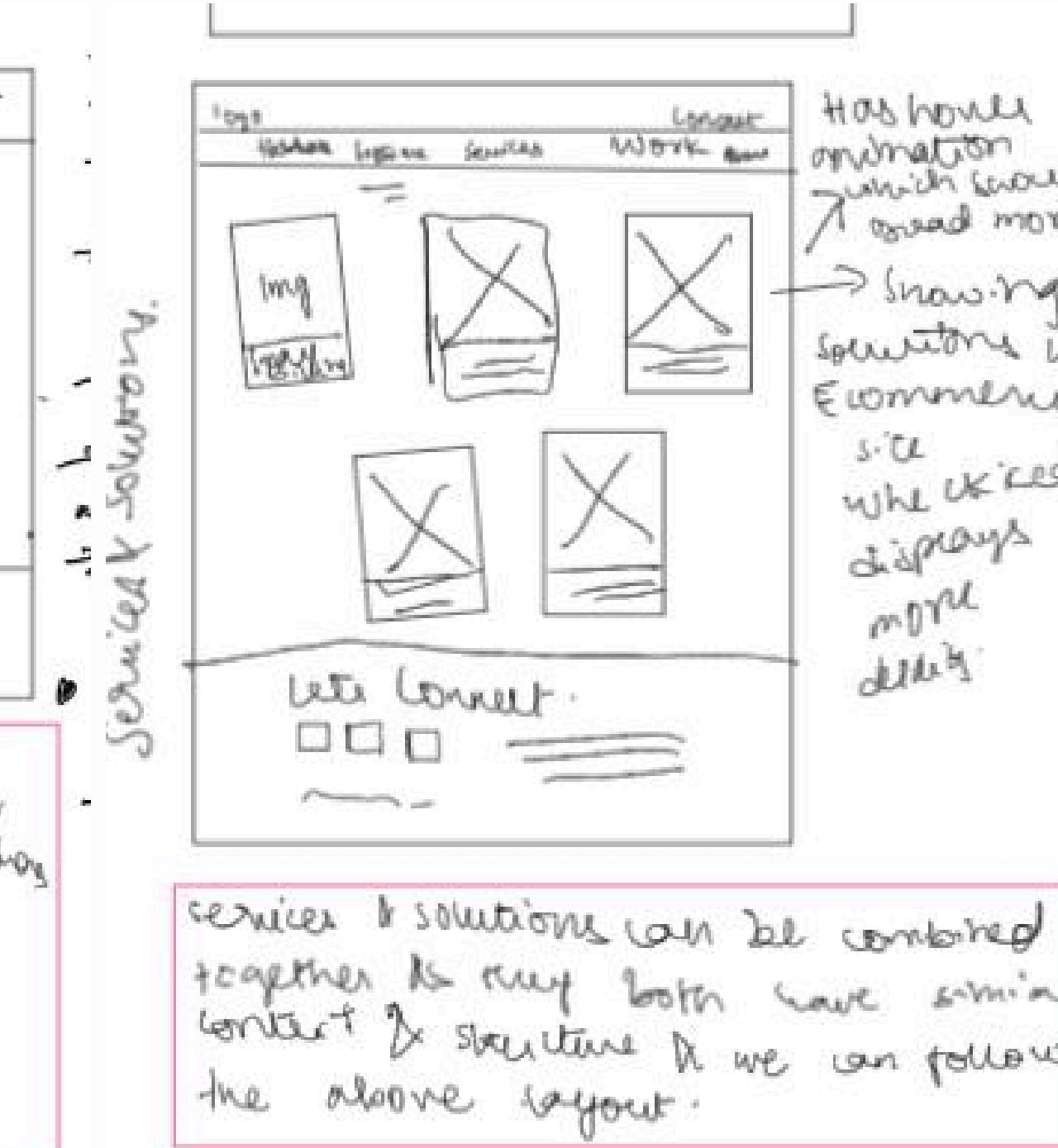
Wireframes



Homepage



Contact Us



Services(implemented a different layout after first iteration)



Product Page

Initial sketches and notes of the website

Wireframes

Logo
Hacker Before Services Work Plan

about us

excellence

○ ○ ○

History Service One team Why choose us Work

Let's connect □□□ ≡≡≡

- to write about company.
- some parts to build this
- Drop down section for extra details about company

Logo Hacker Before Services Work Plan

clients

Let's connect □□□ ≡≡≡

evenly spaced, organised data.
w a hover interaction
to show location if
company time
they worked for.

Logo Hacker Before Services Work Plan

clients

Project Detail location

Project Detail location

Project Detail location

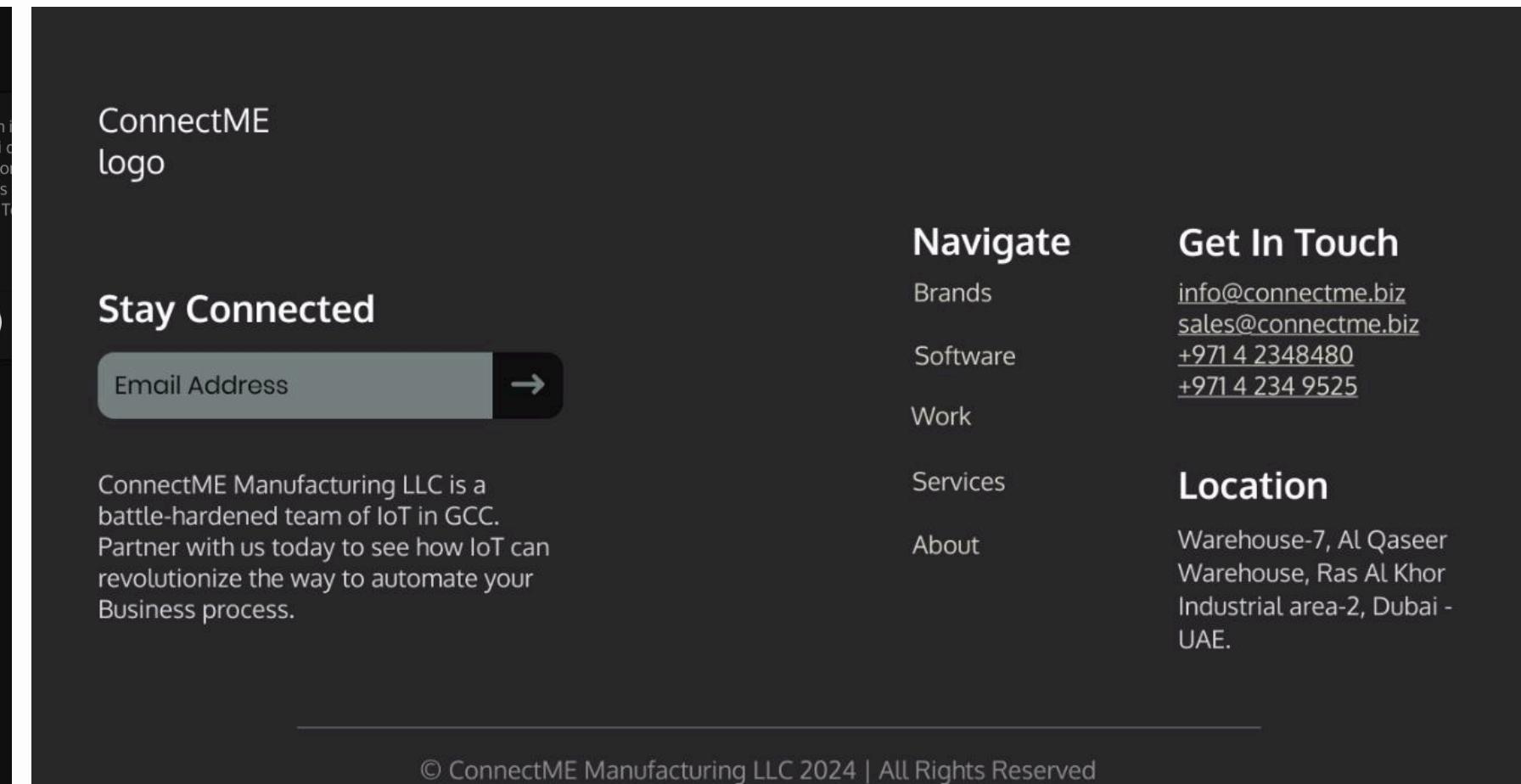
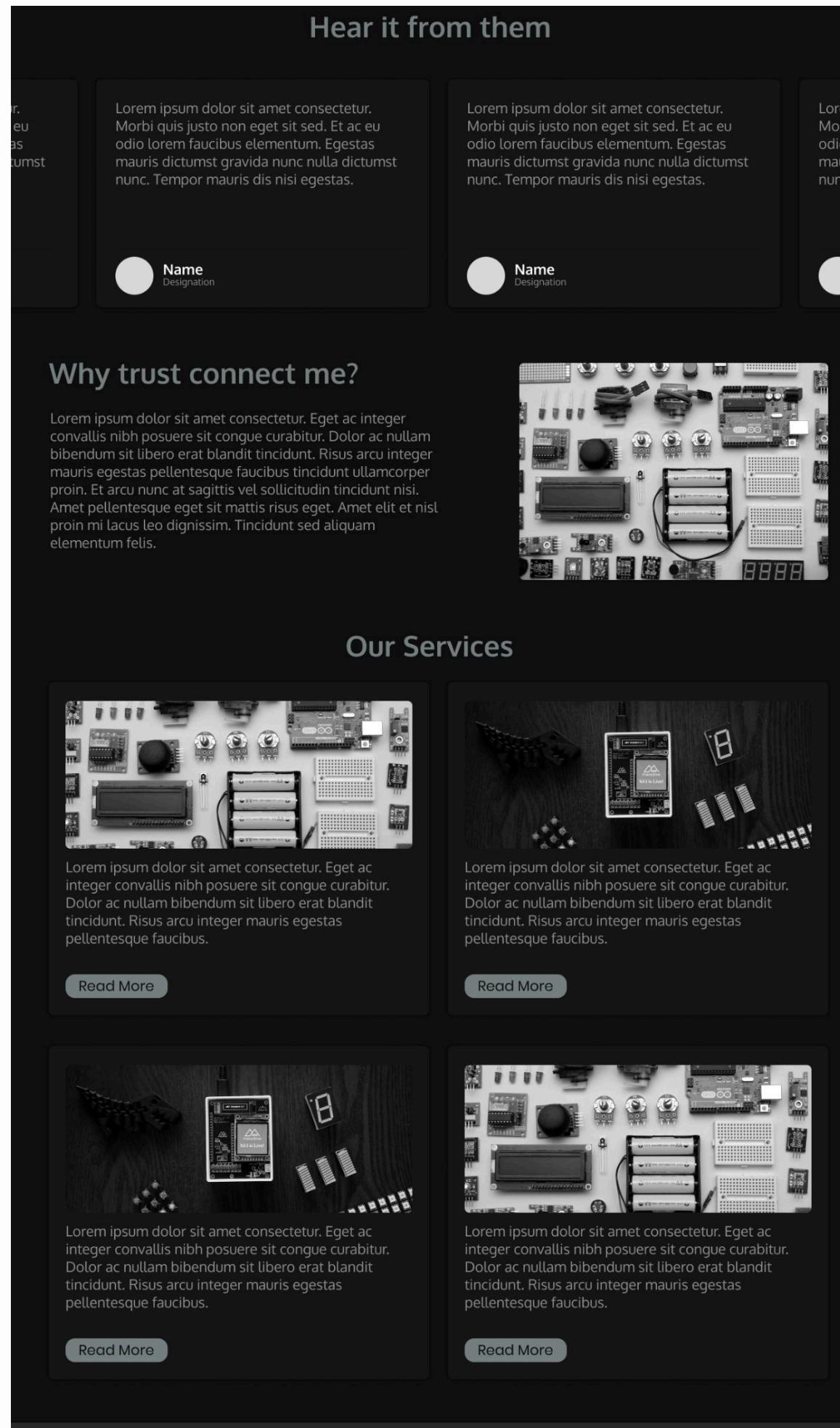
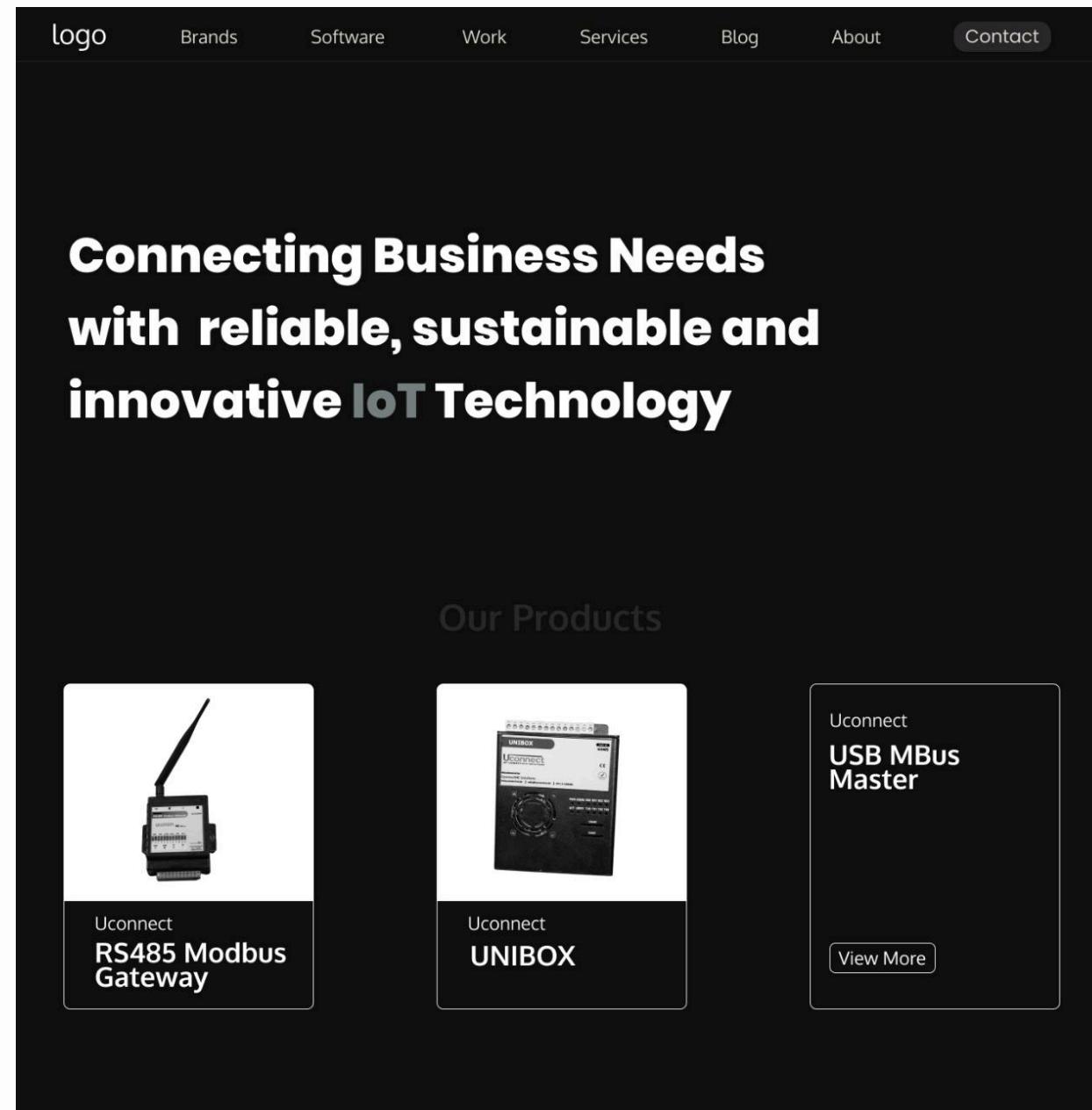
Let's connect □□□ ≡≡≡

more details can
be presented in
the project section
OR a new section
with a heading
that says work
in the header

About Us (More changes have been made during HiFi prototypes)

Clients & Projects

Low Fidelity Prototype(LoFi)



Footer Design

After getting approval of LoFi Prototypes we progressed to HoFi Prototypes.

High Fidelity Prototypes(HiFi)

Logo Products Services Work Blog About Contact

Connecting Business Needs with reliable, sustainable and innovative Technology

Our Products



Hear it from them



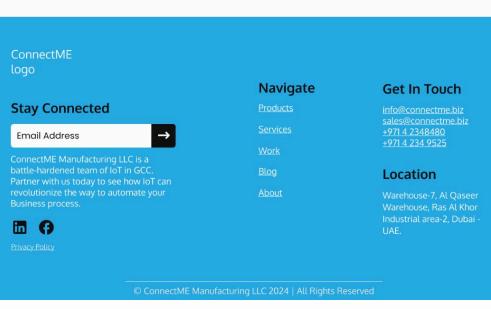
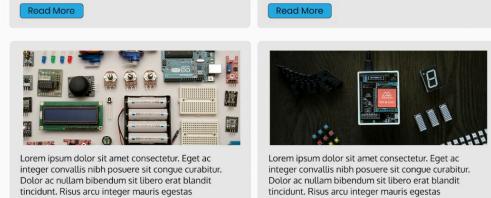
Why trust connect me?



Licensing & Certifications

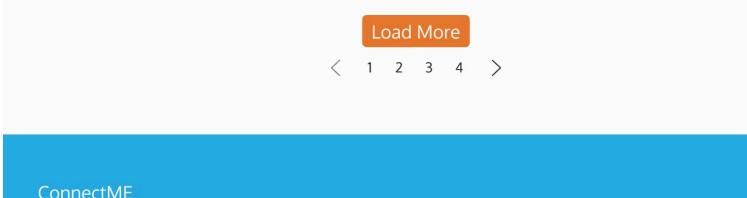
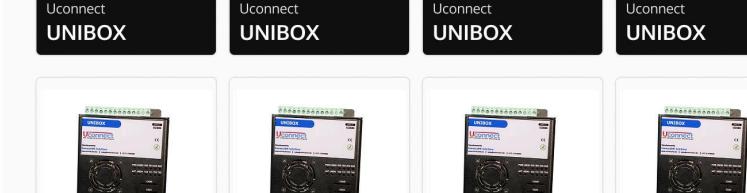
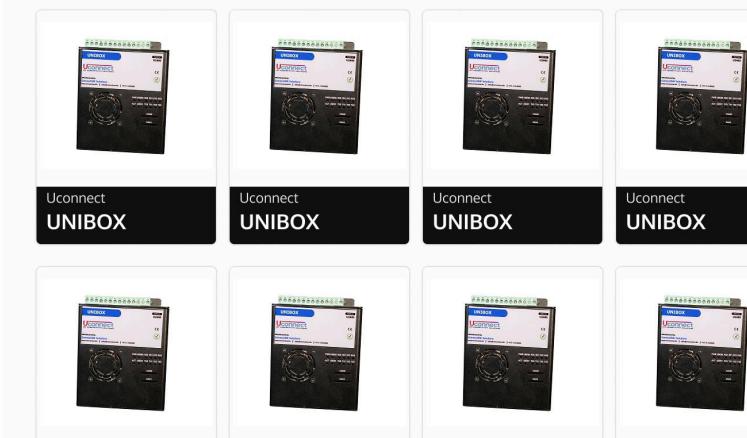


Our Services



Logo Products Services Work Blog About Contact

Filter ▾

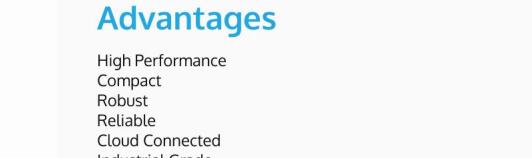
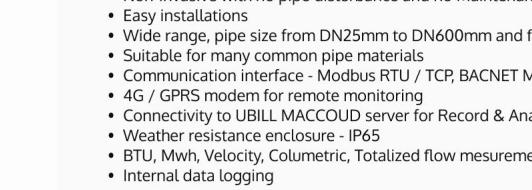


Load More

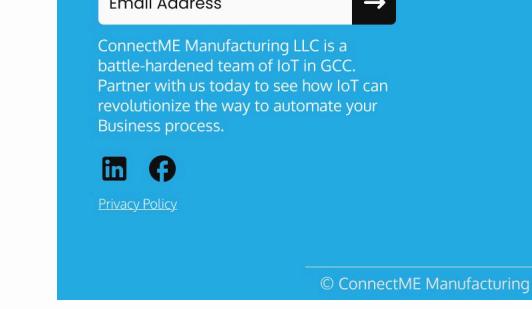
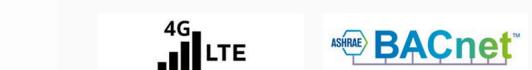


Logo Products Services Work Blog About Contact

Filter ▾

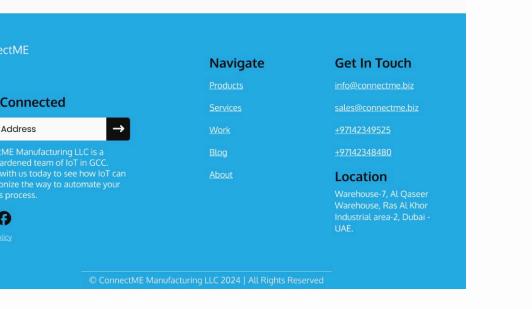
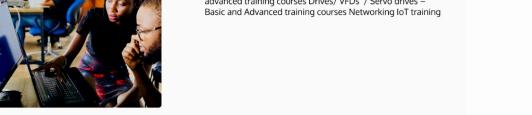
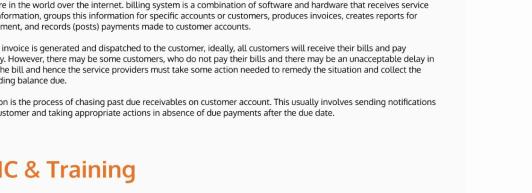
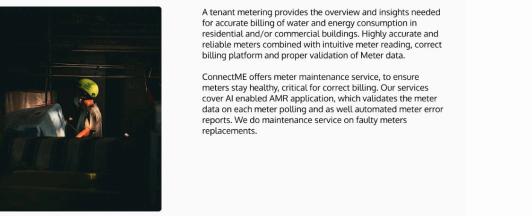


Communication Interface



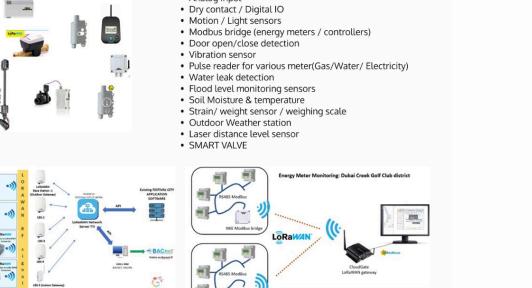
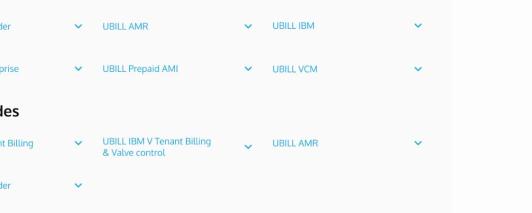
Logo Products Services Work Blog About Contact

Utility Meter Maintenance



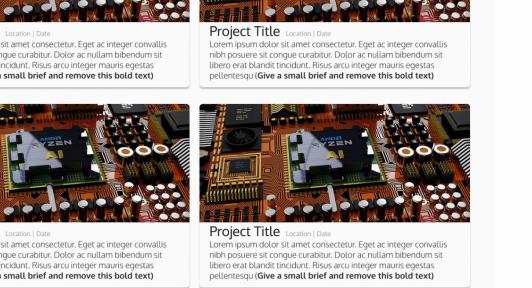
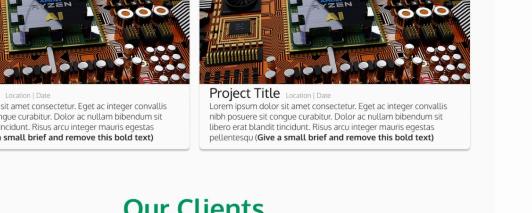
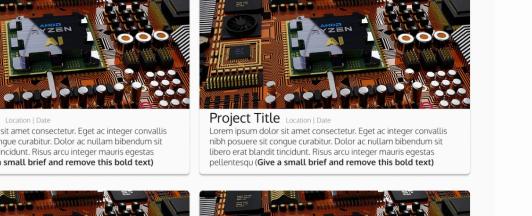
Logo Products Services Work Blog About Contact

Smart Metering & Utility Billing



Logo Products Services Work Blog About Contact

Ongoing Projects



Homepage

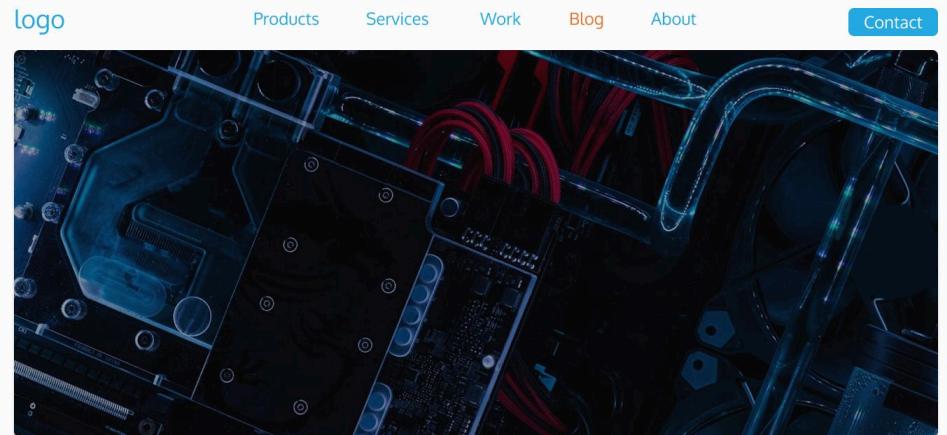
All Products

Product Page

Services

Work

High Fidelity Prototypes(HiFi)



The Future of Utility Management

The Internet of Things has transformed the utility sector, revolutionizing how data is collected, transmitted, and analyzed. Smart metering, as a key IoT application, has enabled utility providers to optimize resource usage, reduce operational costs, and improve customer satisfaction. By integrating Kerlink LoRaWAN gateways, M-Bus and Modbus protocols, DLMS software, and advanced gas metering solutions, smart metering systems have become more sophisticated and versatile.

ConnectMe Solutions with our smart metering products has reshaped the utility sector, transforming how energy, water, and gas are measured, billed, and managed. Smart metering—a cornerstone of IoT—has unlocked opportunities for efficiency, accuracy, and customer satisfaction. By integrating UBILL IBM enhanced tenant billing software, LoRaWAN solutions, and advanced remote connectivity solutions, utility providers and property managers can achieve streamlined operations and enhanced user experiences.

The Backbone of Smart Metering

Kerlink LoRaWAN gateways play a pivotal role in modern IoT smart metering systems. LoRaWAN technology provides a cost-effective, energy-efficient, and highly scalable platform for connecting smart meters across vast geographical areas. Kerlink gateways enable reliable communication between distributed meters and central management systems, making them an essential component of IoT smart metering.

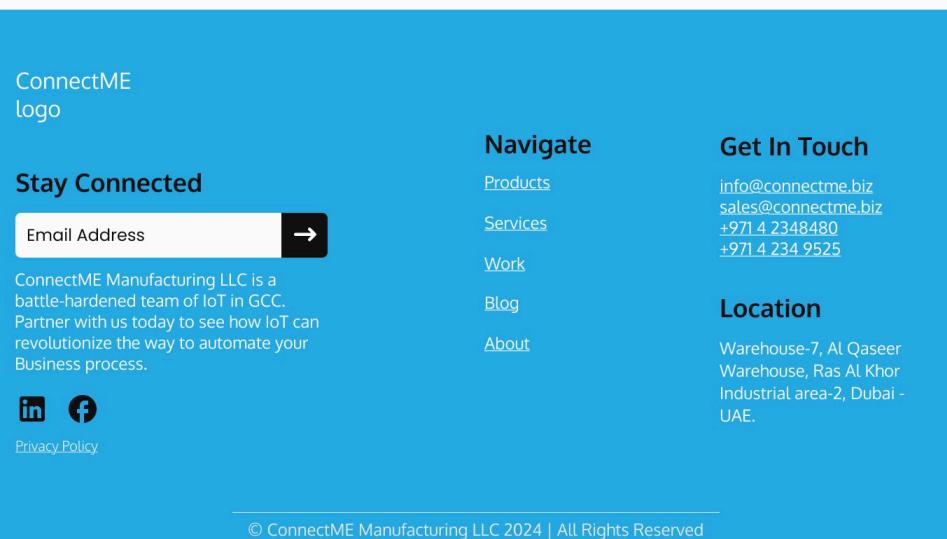
"IoT-enabled smart metering systems are revolutionizing the way tenant billing software operates. By providing real-time consumption data, smart meters enable highly accurate, transparent, and automated billing processes. This minimizes disputes over bills and empowers tenants with better visibility of their energy usage, fostering greater accountability."

KOTHANDAPANI (KOTHS), IIOT SPECIALIST AT CONNECTME SOLUTIONS

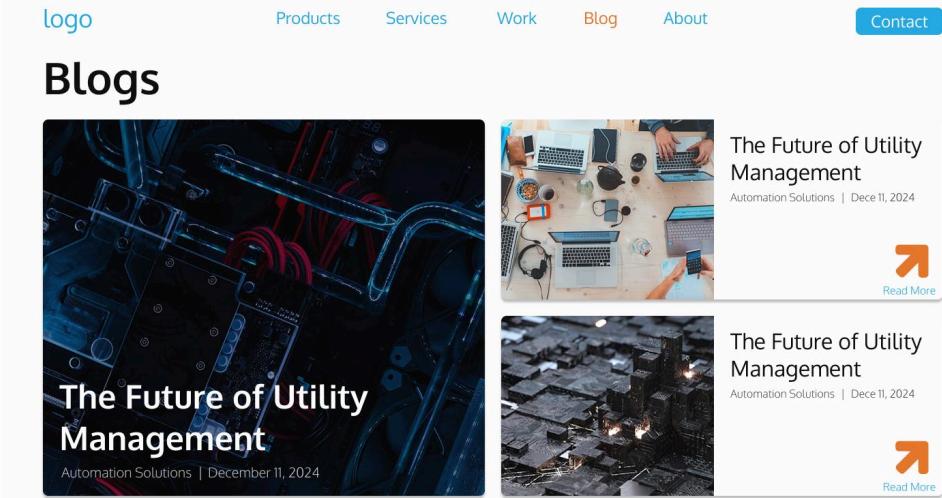
Read More



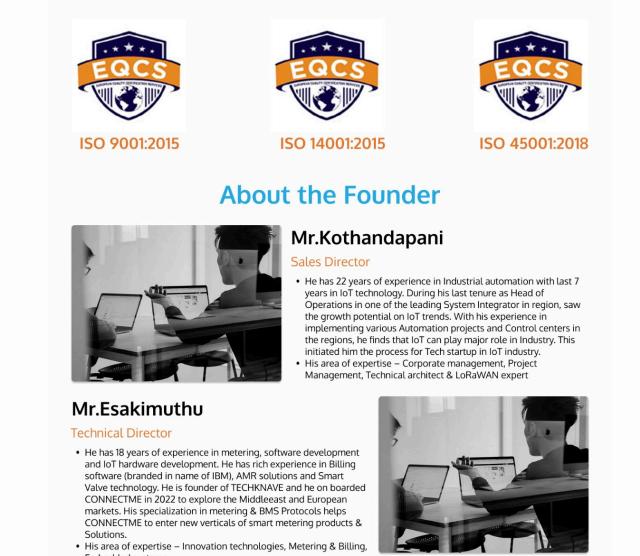
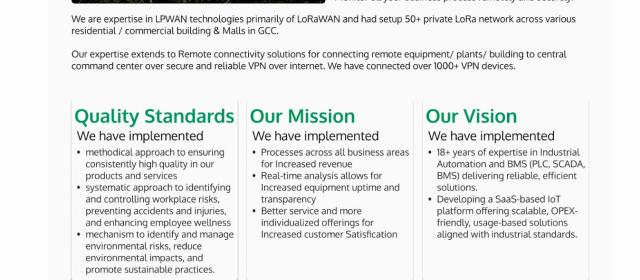
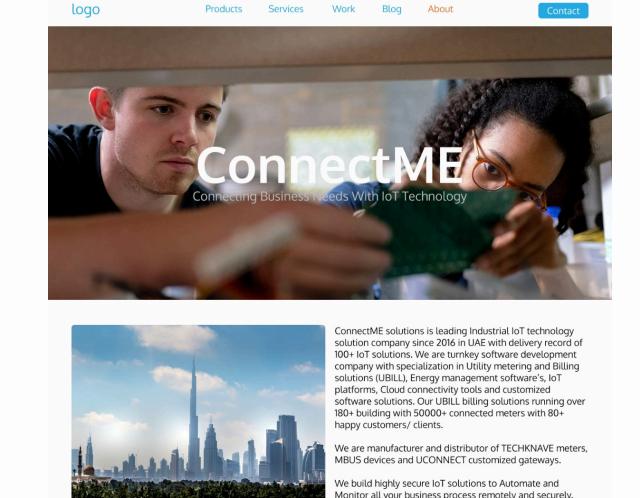
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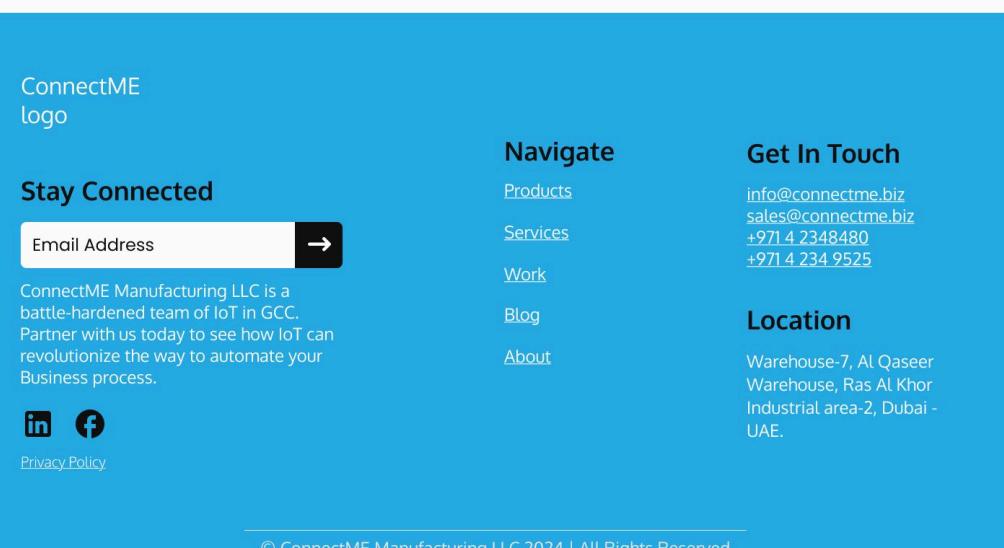
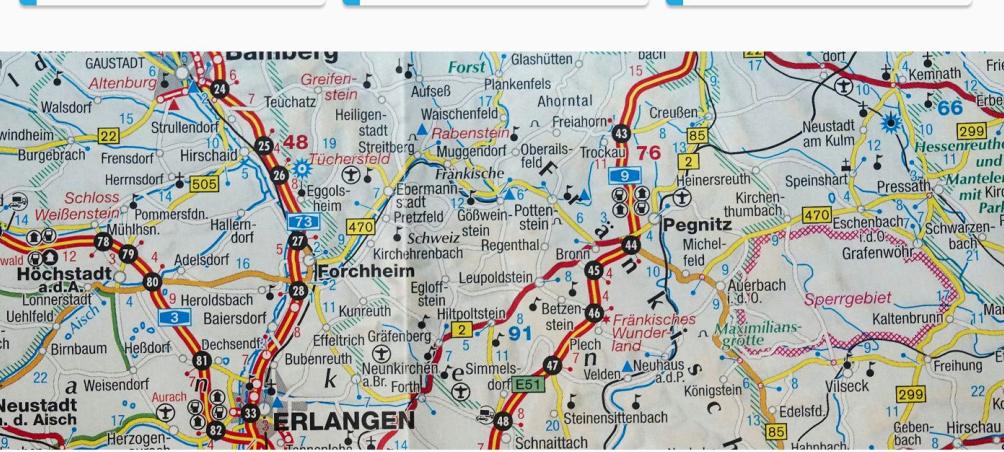
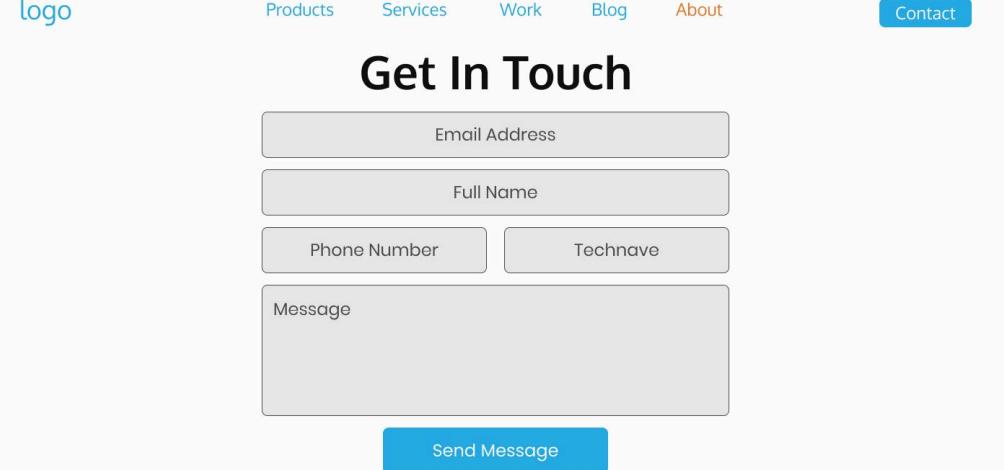
All Blogs



Blog Page



About



Contact

Launch

With the design phase finalized and necessary iterations accomplished, the designs have transitioned to **development**.

To sustain a smooth online journey and provide efficient content management, we are developing a **ConnectME Administrator Dashboard**.

This central tool will assist administrators to modify all website data (products, blogs, services, and projects) and provide business intelligence through the tracking of **customer login data, website traffic, and click analytics**.

Conclusion

With the right optimized strategy, ConnectME can cultivate a strong online presence, utilizing LinkedIn marketing for B2B engagement. Implementing consistent brand guidelines outlined in this file is the foundation for maintaining a cohesive brand identity, which is essential for building trust and scaling market awareness.

**Thank
you** for this opportunity.