



# Brand Guidelines

# Asset Downloads

Log in to your ChargeItSpot account to access our brand logos, guidelines, and assets.

[DOWNLOAD CHARGEIT & CHARGEITSPOT LOGOS](#)



[DOWNLOAD ARC LOGOS](#)



[DOWNLOAD OUR TYPEFACE](#)

Proxima  
Nova Alt.

TEAM



FOH PRODUCTS



BOH PRODUCTS



# Brand Identity

*What makes us  
uniquely us*

ChargeItSpot brings you more than just cutting-edge technology and hardware. We're a team of experts that have been trusted by over 16 million people and some of the world's biggest brands. Now we are passionate about bringing that expertise to your business.

# Our voice

Our company's voice is one that exudes a sense of confidence that comes from the decade of experience we carry.

ChargeItSpot is a **friendly** team but is incredibly **knowledgeable** about the subject matter and industry.

# We are..

- Intelligent but don't overuse tech jargon.
- Confident but not cocky.
- Empathetic but strong in our demeanor.
- To the point but not overly formal.

# Brand Positioning

The value we bring  
to our clients and  
prospects

For businesses that want to drive efficiency, ChargeItSpot is the one to trust. Our suite of device management solutions will transform your operations and help you get back to focusing on what matters. With over 10 years of expertise, we've consistently delivered real ROI, and have been trusted to do so by some of the world's biggest brands.

# Mission

Who we are, and  
what we strive to  
be everyday.

To be the leader in mobile device management, charging, and security through thoughtfully-designed, intelligent systems. We work relentlessly to solve real-world problems and create measurable value for our clients.

# ChargeItSpot: Updated Drop Pin

OLD DROP PIN



NEW DROP PIN



# ChargeltSpot: Symbol + Wordmark

VERTICAL LOGO



HORIZONTAL LOGO



DOWNLOAD CHARGEITSPOT LOGOS

Log in to your ChargeltSpot account to access files

# ChargeItSpot: Symbol + Wordmark

## DISCONTINUED LOGOS



As ChargeItSpot has evolved, so has our logo.

The following logos types are out of date and should not be used under any circumstances.



# ARC: Back of House Solution



ALTERNATE LOGO

  
by ChargeItSpot®

# ARC: Brand Voice

ARC's voice is  
*empathetic*  
*expertise*

Although we sell to businesses, there is always a human on the other side of the screen. With that in mind, our brand voice is intended to be empathetic towards the problems facing our clients and knowledgeable about the subject matter at hand.





Your trusted  
partner in device  
management.

ARC is not just your ordinary device management solution- it's your trusted partner with a team behind it that is always ready to help. ARC isn't just about managing devices- it's about getting back to focusing on what matters most.



[DOWNLOAD ARC LOGOS](#)

Log in to your ChargeItSpot account to access files

# ChargeIt: Front of House Solution

OLD LOGOS



NEW LOGO

