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SENTRILOCK

BRAND GUIDELINES

Who We Are

A Manifesto About Unlocking Your Potential

Is it possible for a tech company to put people at the center of their mission? To stop writing code for just a second ... to listen? To see humans for who they are - individuals with challenges, ambitions and jobs to do?

18 years ago, we founded SentiLock to find out. Yeah, there were other lockboxes out there. But when it came to customer service, the very human beings who should have inspired technology were the ones left unheard.

So, we made a pact. Not just to digitize access management but to humanize it. And we brought on NAR as early owners, so their commitment to member satisfaction could fuel our own.

But it's about so much more than lockboxes. It's digital transformation that opens doors so you can do what you do best. Real estate agents can confidently show properties, healthcare workers can get access to care for the sick, contractors can fix what's broken, firefighters can eliminate danger, drivers can skip the lines and grab their rental car immediately.

That's how humanity can inspire technology.

It's why our lockboxes enable controlled access in every situation and climate with unmatched reliability. And why we've extended battery life, set the standard for security, and will never stop innovating. Nobody does mobile access better.

Listening will always be the heartbeat of our mission. Which is how our customer support team provides help lightning fast. In fact, listening is how we learned REALTORS® wanted and needed lockbox and Showing Service functionality together.

Because when your tech consolidates a handful of platforms into one ecosystem, when it integrates seamlessly with the tools you already use, and when you have data at your fingertips, your customers - and their customers - have better experiences. It's not just our word, it's our DNA.

So, what's your next big feat? How can we help you open the door to what you do best?

If you can imagine it, we can unlock it.

What We Believe

People are the reason we got into this business.

If we're not solving real human problems, we're not interested.

Listening really carefully is our biggest differentiator.

Real estate solutions are just the first sentence of our story.

We're committed to solving access management challenges across a huge variety of industries.

Anyone with a bunch of capital can make lockboxes. But only people who care about people make them life changers.

Getting you into a property safely, securely and reliably is the least we can do. So we do it every time.

Onboarding to and adopting new technology should be easy and intuitive.

Our real value is making it easier for you to do your job.

And it feels really good to see you do your job well.

Our relationship with NAR means we're owned by the same people we serve, making customer service our highest priority.

Selling lockboxes and mobile tech solutions pays the rent. But unlocking your potential gives us meaning.

Uniting sales associates, MLSs and brokers on one platform creates a whole network of people with all the data they need to sell more. And isn't that the point?

We enable digital transformation that opens the door of human-inspired innovation and unlocks the barriers of physical access.

We use data to make your life easier, whether you need to check that healthcare was provided on time or reroute directions to a property.

Creating great customer experiences is your competitive edge. Ours, too.

SentriLock Logo

Positioning

Grey Striped area indicates Safe Zone. Other graphic and visual elements should be safely positioned outside this space. Blue indicates clear space. The blue area must be kept free of all other graphic and visual elements. The minimum required clear space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'). The width is equal to the height.



Logo Options

The centered, vertical logo on white or reversed out of blue is to be used wherever possible. A secondary horizontal logo is also available. These can be used in headers or footers in documents or on websites, or designs that work with this logo lockup.



Social Media Icon

There are two versions of the Social Media profile image. Each are saved with transparent backgrounds and are safe to be placed within a container (shown as magenta keylines).



These can be used for all round and square contained profile destinations, such as: Twitter, Facebook and LinkedIn.



Logo Best Practices

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter and or modify any part of the logo.

Some examples of logo misuse are shown here.

Positioning: DO NOT resize or change the position of the logomark. Only use logos specified in these guidelines.

Colors: DO NOT change the colors even if they look similar. Use the official color specifications detailed in these guidelines.

Fonts: DO NOT use any other font for the main logo, no matter how close it might look.

Sizing: DO NOT stretch or squash the logo. Any resizing must be in proportion.



Positioning

DO NOT resize or change the position of the logomark. Only use logos specified in these guidelines.



Colours

DO NOT change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



Fonts

DO NOT use any other font for the main logo, no matter how close it might look to Keep Calm.



Sizing

DO NOT stretch or squash the logo. Any resizing must be in proportion.

Brand Colors

PRIMARY COLORS



HEX#
074F8C



HEX#
032849



HEX#
008AFF



HEX#
FFC400

SECONDARY COLORS



HEX#
3772A7



HEX#
84A9D2



HEX#
CFE7F1



HEX#
9160B2



HEX#
A09C72



HEX#
D60066

NEUTRAL COLORS



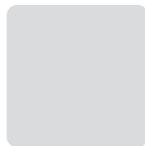
HEX#
231F20



HEX#
727272



HEX#
A09C72 %50



HEX#
D9DBDC

Fonts

HEADERS

**Montserrat
Extra Bold**

**The strongest and most
physically secure lockbox
in the industry.**

BODY

Open Sans
Regular

Many mechanical lockboxes can be easily
forced open with simple hand tools, in fact
this happens frequently in most markets

FONT STYLES ACCEPTED

Montserrat

Light
Regular
Medium
Semi-Bold
Bold
Extra-Bold
Black

Open Sans

Light
Regular
Semi-Bold
Bold
Extra-Bold

Gradients

CFE7F1

84A9D2

D9DBDC | 50%

9A9696 | 50%

CFE7F1

9160B2

074F8C

032849

Gradients add an element of technology and openness. They can be used in color block elements on web, backgrounds of text layouts and patterns.



Photography



Photography should show natural, diverse humans caught in the moment, not overly staged. Models should be shown in action to show easy of use of product and the momentum it provides as a tool.

Images of homes should be natural and light-filled to show openness. They should be aspirational and inviting. Plants and natural elements, should be used when available.



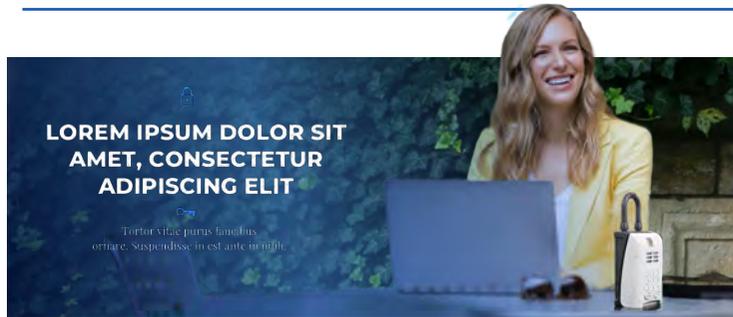
Propping should be minimal and natural, not sparse, interactions should be warm and engaging, reflecting what is worth protecting.

Photography + Gradients

Gradients can be used to create rich contrast in image. The gradient should always be a blue tone fading into transparency to show the layer of security and trust the products provide.

Product should never be obscured by gradients.





Web Motion

Use selective parallaxing elements to draw attention and focus to communication points or design elements.

Motion playfully reveals or interacts with elements to create a moment of delight and interest for the user, while connecting to the elements of technology and they key/lock relationships provided.

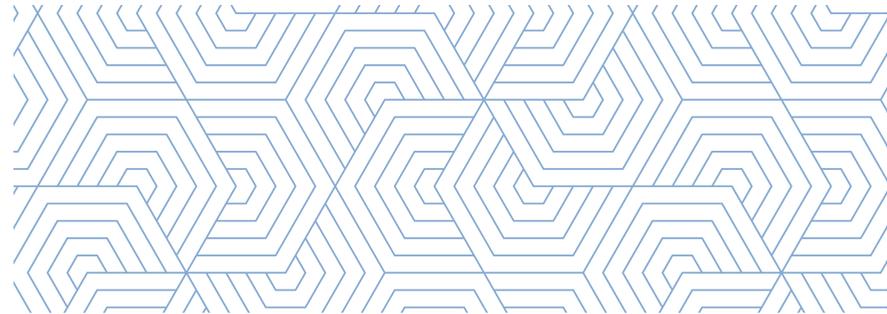
Icons

Single color, single weight line icons.



Pattern

Interlocking honeycombed line patterns represent led boards and technology as well as security. Use to add visual interest to backgrounds and color blocks. Use judiciously.



Trademark Guide

The following words and phrases should always be shown with the indicated registration marks at least the first time they are used in a document:

- ▶ **SentriCard®**
- ▶ **SentriKey®**
 - SentriKey® Real Estate mobile app
 - SentriKey® Real Estate website
 - SentriKey® Real Estate system
- ▶ **SentriConnect®**
- ▶ **SentriKey Showing Service®**
 - SentriKey™ Assistant for Mobile, SAM™
- ▶ **SentriGuard® lockbox**
 - FlexCodes™
 - Touch-N-Show®

- ▶ **Bluetooth® or non-Bluetooth®**

Feature the logo prominently in SentriLock materials (I.e. cover page). The logo MUST be accompanied by the following disclaimer:

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by SentriLock is under license. Other trademarks and trade names are those of their respective owners.

- ▶ **NFC**

Feature the logo prominently in SentriLock materials (I.e., cover page). The logo must be accompanied by the following disclaimer:

The N-Mark is a trademark or registered trademark of NFC Forum, Inc. in the United States and in other countries.

- ▶ **REALTOR®**

NAR requires all caps and circle R for each use of the term.

You should use the term “REALTOR®” when you’re talking about programs and services specifically for NAR members only. You can use “real estate agents” in most cases.

REALTOR Benefits® Program

National Association of REALTORS® (NAR)

Social Media and Promotions Guide

The following phrases and hashtags can be used in SentiLock materials and social posts:

- ▶ **If you can imagine it, we can unlock it.**
- ▶ **SentriKey Showing Service®**
First and only real estate solution for managing showings, client experiences, and property access.
- ▶ **SentriGuard® Lockbox**
The most reliable, easiest to use, and smartest electronic lockbox on the planet.
- ▶ **#SentiLock**
- ▶ **#UnlockYourPotential**
or **#UnlockingPotential**
- ▶ **#BetterTogether**
- ▶ **#AppLikeARealtor**
- ▶ **#SentiCares**



