
Communications & Brand Guide

flueid®



Welcome to Flueid's Communications & Brand Guide. This document contains all you need to know about how our brand should be communicated and used in marketing materials in order to ensure consistency.

Please contact marketing@flueid.com for questions regarding this document.

Communications Guidelines

Voice & Tone

Flueid is approachable and intentional in our language.

We aim to simplify. We talk about ourselves logically and in a way that is easy-to-understand. We are thoughtful about word choice. We avoid overly corporate or 'jargon' heavy language. We speak confidently in all that we do.

Style Rules

Flueid has a specific set of best practices for written communications outlined below.

Business & Product

Flueid Software Corporation	Legal business name	- Should be used upon first reference in legal documents and financial materials alongside the term “Flueid” in parenthesis - Example: “Flueid Software Corporation (Flueid) is an independent technology company.” - Upon second reference, Flueid may serve as the nonminor
Flueid	Shortened name	- Should be used to reference our business in all written materials - Must always be capitalized - Standard font, no bold, no italics, no underline - Can be used as a possessive (Flueid's)
Flueid Decision	Our patented analytics platform creating insights and delivering data to the start of transaction life cycles to inform decision-making	- Must always be capitalized (“F” and “D”) - Standard font, no bold, no italics, no underline - Avoid using “The” before Flueid Decision when at all possible - Flueid Decision should always be used as a noun - Flueid Decision can also be described as a platform (i.e., Flueid platform) when speaking to high-level functionality
Flueid platform	The informal reference to Flueid Decision used when describing the platform’s high level functionality	- The terms “Flueid platform” and “patented” should ONLY be used to describe Flueid Decision - It DOES NOT apply to Flueid Pro or Flueid Built - Flueid must be capitalized and ‘platform’ lowercase - Standard font, no bold, no italics, no underline - Do not use as a possessive

Business & Product

Flueid Decision for <Insert Audience Name> (Example: Flueid Decision for Title)	The naming convention for our Flueid Decision product by the relevant key audience	• Reference the audience type in standard font, no bold, no italics, no underline • 'for' should always be lowercase ("f") • The audience's name should always be capitalized
<Insert Transaction Type> Decision (Example: Refinance Decision or Purchase Decision)	The real estate transaction type supported by Flueid Decision	• Reference the transaction type as a "Decision" ◦ Example: "Flueid is currently trialing its Purchase Decision" • Must always be capitalized • In instances where the transaction type and Flueid Decision are needed, the transaction type can also be called a "product" or "capability" ◦ Example: "The company is trialing its all-new Purchase product through the Flueid Decision platform." ◦ Example: "Flueid adds the Purchase Decision to the platform alongside its existing Refinance capabilities."
Flueid Pro	Our digital tool and marketplace helping enhance and automate title and escrow closing practices	• Must always be capitalized ("F" and "P") • Standard font, no bold, no italics, no underline • Avoid using "The" before Flueid Pro when at all possible ◦ Incorrect: "The Flueid Pro delivers ..." ◦ Correct: "Flueid Pro accelerates closings." • Flueid Pro should never be referred to as a platform or patented • Flueid Pro can be referenced as a marketplace, portal or tool • Flueid Pro should always be used as a noun ◦ Correct: "Flueid Pro helps real estate agents with farming"
Flueid Built	Our company's incubator and full suite of services to fully operationalize a title company.	• Must always be capitalized ("F" and "B") • Standard font, no bold, no italics, no underline • Avoid using "The" before Flueid Built when at all possible • Flueid Built should never be referred to as a platform • Flueid Built should be referenced as our total title solution or offering • Flueid Built should always be used as a noun
Fueled by Flueid	Marketing tagline used to describe how our technology integrates with our clients' core systems	• Use the tagline on white labeled client materials or as a headline in branded marketing collateral • Avoid using the catchphrase in written materials since it is considered marketing speak

Key Terminology & Problematic Words

Patented	The descriptor which can be used to promote Flueid Decision or our "platform"	- Patented should ONLY be used to describe Flueid Decision - It DOES NOT apply to Flueid Pro or Flueid Built
Life cycle	Term used to describe the full real estate transaction process	Always spell as two unique words, never one
Workflow	The key milestones or steps in the transaction process	- One word - Capitalized only at the start of a sentence

Grammar & Punctuation

Text formatting	Sizing, spacing and such for written materials like proposals and talking points	- Acumin Pro - Helvetica when Acumin is not available
Oxford comma	The third comma in a simple series	- Use commas to separate elements in a series - Do not put a comma before the conjunction in most simple series - Example: "The flag is red, white and blue."

Boilerplate(s)

The short descriptor should be used for quick references to Flueid in written materials, such as Q&A's, bios and other such documents. The full boilerplate should be used for all other written communications requiring a more formal corporate overview.

About Flueid (Short)

Flueid, the leading independent technology company fueling digital real estate transactions, <insert more details here>.

About Flueid (Long)

Flueid is on a mission to make the rigid real estate process more fluid – fueling transactions with data and insights to make them easily flow from start to finish. The company's independent, patented platform unlocks data and embeds it into core operating systems of point-of-sale (POS) platforms, lender operating systems (LOS), title production systems (TPS), servicing platforms and marketplaces to fuel decision-making across market segments in the real estate journey. Intentionally sitting at the intersection of InsurTech, PropTech and FinTech, Flueid's focused on building solutions that make data more accessible and communication more seamless across the real estate life cycle for an enhanced consumer experience and a predictable transaction every time. For more information, please visit <https://www.flueid.com/>.

Logo

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. The Flueid logo must include registered trademark.

Black

The word "flueid" in a lowercase, bold, sans-serif font, with a registered trademark symbol (®) at the end.

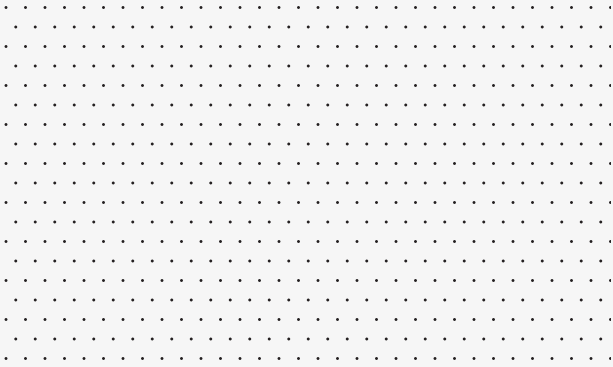
White on dark background



Icons

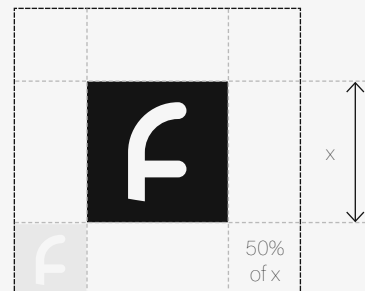


Logo clear space & sizing



DO NOT

- Do not alter the logo's colors in anyway
- Do not lock-up text to the logo
- Do not alter the logo's shape in anyway
- Do not add elements or shadows to the logo
- Do not outline the logo
- Do not change the relationship of the logo's components
- Our logo should never be rebuilt or recreated by anyone under any circumstances



Minimum size

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

flueid®

Width: 40mm / 113 pixels
Height: 6mm / 17 pixels

Logo usage standards for **Fueled by Flueid**

Color Options

Three badge colors to choose from. Black, gray (50%) and white.



Minimum size

Recommended minimum sizes.
Print – 1" width : Web – 150px width



Do Not

Black is our primary color. Please do not alter the color of the badge. Do not change the font for 'Fueled by'. Do not distort the proportions.

Copyright & Trademark

Please use our full business name:
Flueid Software Corporation

Client's of Flueid who are promoting products and services powered by Flueid are required to display the *Fueled by Flueid* badge on their marketing materials. The Flueid Logos are important assets of Flueid's business and are protected by US law. You are permitted to use the *Fueled by Flueid* badge on marketing, websites or applications that are powered by Flueid products and services as defined in the Services Agreement.

Color Hierarchy

BACKGROUND

PMS 0000C

R 246 G 246 B 246

C 2 M 2 Y 2 K 0

Hex F6F6F6

PRIMARY COLOR

PMS Black 3 C

R 20 G 20 B 20

C 73 M 67 Y 65 K 81

Hex 141414

PMS 2174C

R 30 G 99 B 201

C 85 M 64 Y 0 K 0

Hex 1E63C9

PMS 0000C

R 31 G 57 B 101

C 98 M 84 Y 34 K 22

Hex 1F3965

PMS 0000C

R 55 G 161 B 247

C 65 M 28 Y 0 K 0

Hex 37A1F7

PMS 2348C

R 234 G 83 B 83

C 3 M 83 Y 66 K 0

Hex EA5353

Abril Fatface Regular is our headline and call out weight

Acumin Light is used for captions and small bodies of text, it's also used on our stationery.

Acumin Thin can be used when a more delicate weight is needed.

Abril Fatface Regular
Headline and callouts

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*0_+{}[]\|:;”<>,.?~

Acumin Pro family
Subhead and body copy

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*()_+{}[]\|:;”<>,.?~

Our photography and filming style captures real moments with real impact. It conveys a unique perspective on the dynamic nature of our people, communities, operations and the changing world around us.

Imagery



Social Media

Social media is a crucial aspect in everyday marketing efforts. It's a great way to develop relationships with your target audience and be a resource.



Follow, like & share.

 linkedin.com/company/flueid

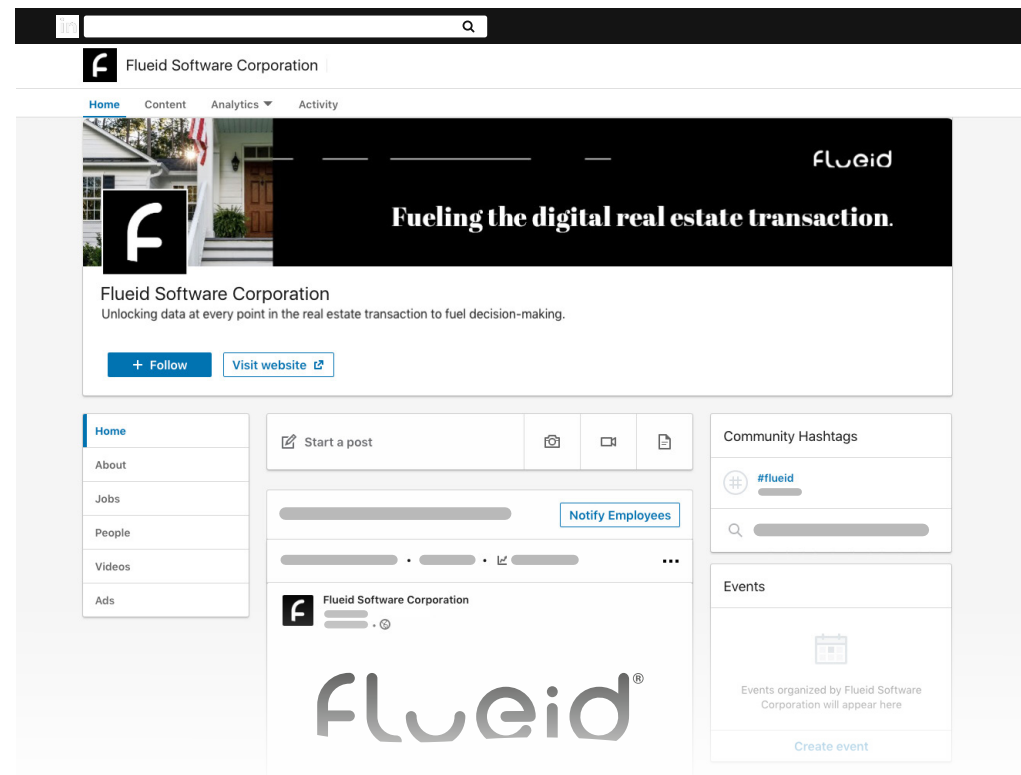
 facebook.com/flueid/

 instagram.com/flueidcorp

LinkedIn

Within its massive network of professionals, you'll find more than 61 million users in senior positions on LinkedIn. There's unlimited potential for connecting with an elite group of professionals who can make a difference for our business.

If you have any questions email marketing@flueid.com



Instagram

Instagram Square

1080 x 1080 pixels

Instagram Landscape

1080 x 608 pixels

Instagram Portrait

1080 x 1350 pixels

Instagram Stories

1080 x 1920 pixels

Facebook

Some of the leading industries on Facebook include financial services, ecommerce, retail, gaming, entertainment, media, telecom, technology, consumer goods, and automotive businesses.
2.45 billion users

Facebook Cover Image

820 x 462 pixels

Facebook Image Post

1200 x 630 pixels

Profile Picture

180 x 180 pixels

Instagram



flueidcorp

99 posts 141 followers 115 following

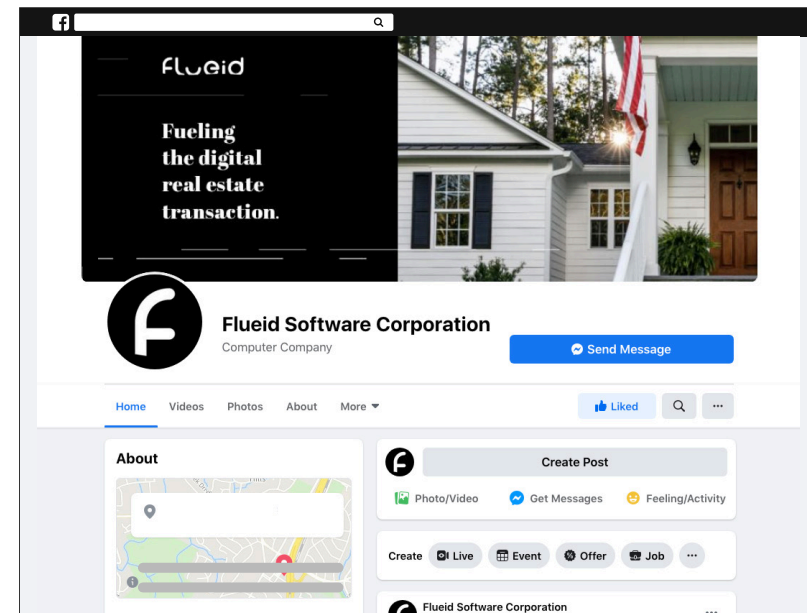
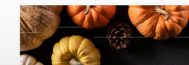
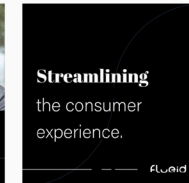
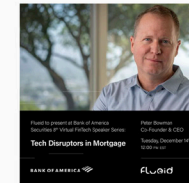
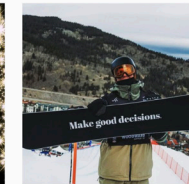
Flueid

Science, Technology & Engineering

We make the rigid real estate process more fluid – fueling transactions using data and insights to make them easily flow from start to finish.

linktr.ee/flueidcorp

POSTS VIDEOS SAVED TAGGED





Communications & Brand Guidelines

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