



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.

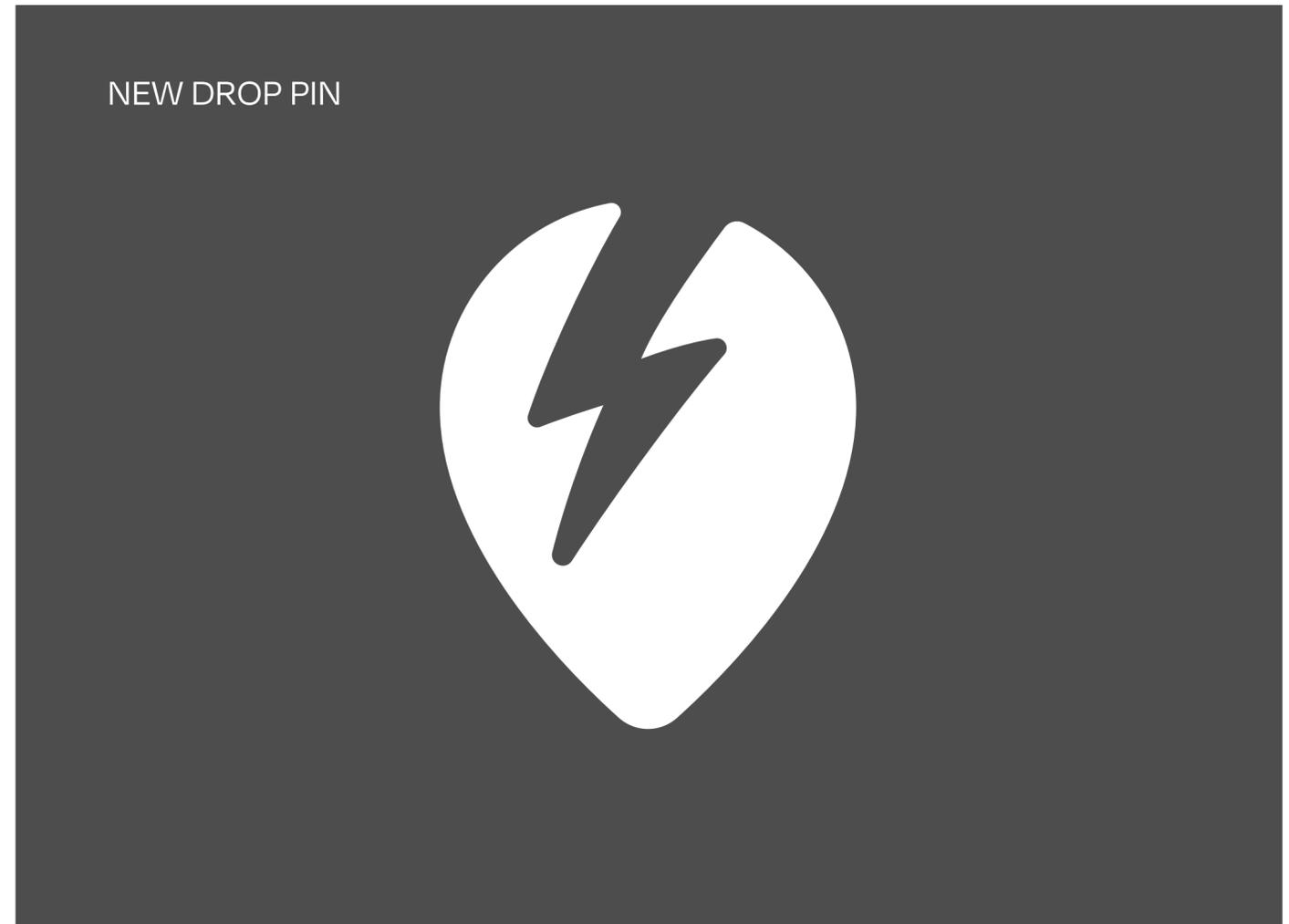
To be the leader in mobile device management, charging, and security through thoughtfully-designed, intelligent systems. We work relentlessly to solve real-world problems and create measurable value for our clients.

ChargeItSpot: Updated Drop Pin

OLD DROP PIN



NEW DROP PIN



ChargeItSpot: Symbol + Wordmark

VERTICAL LOGO



ChargeItSpot

HORIZONTAL LOGO



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The following logos types are out of date and should not be used under any circumstances.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

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.



Welcome to ARC – the premier workplace device management suite.

We understand that technology should help you rather than hold you back, which is why ARC is here to keep your devices charged, functional, and always accounted for.

Our team is here to help you every step of the way. **Let's get started.**



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

