The POS Nation Brand Style Guide

POS Nation's company guidelines for both internal and external content creators — including writers, designers, resellers, and industry partners.

In this guide, you'll dive into the POS Nation brand, learning how it came to be and how to represent the company through its assets.

POSNATION

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Brand Identity

Our goal is to communicate our company values in everything we do. From initial phone conversations to social media posts, we want customers to know we're on their team through every touchpoint.

Core Values

- We must win our customers' business every day.
- Obsess about being great.
- The customer deserves now.
- You don't need a title to be a leader.
- Deliver service our customers can brag about.
- Results go on the board.
- Get better. Then get even better. Then do it again.
- Trust the process.

When customers visit our website, see an advertisement, or give us a call, we want them to feel like they can count on us. We want people to see us as a viable resource in the retail industry — trusting us to answer their questions and give them solid business advice. We're here to guide them through the most common small business roadblocks because we've done the same for thousands of other retailers. We want them to know we've got their back.

Most POS providers aren't willing to develop and nurture a relationship with their customers — but that's why we're different. We want people to engage with our brand and know that we're helpful and informative, yet extremely friendly. We're knowledgeable, but know how to be playful and witty.

We know where they're coming from because we're a small business, too.

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Brand Name

Why POS Nation?

POS Nation was the first online point of sale dealer. Most POS providers were either local or regional on-site dealers. We, on the other hand, were considered the techy change-the-game mavericks. With our ship-it-anywhere ability and remote tech support, we can take credit in inspiring other POS providers to step up and rise to the competition.

Now, the name POS Nation aligns with our presence throughout the United States. We serve over 10,000 small businesses (and counting) all over the country and we're completely based in the U.S. — which isn't common in the point of sale industry.

With a growing customer base and our transition to an independent software vendor in 2020, POS Nation continues to change the game in retail.

All that said, let's make sure we do our name justice and use it correctly — OK?

Incorrect:	Correct:
posnation	POS Nation
POS nation	
POSnation	
POSNation	

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POS Nation Graphics

Before diving into graphical content, we want to reiterate that these guidelines are specific to the usage of existing assets.

If you have any graphic needs for your department, please ask the marketing team to create them for you. If anything is created by a non-marketing team member, it must be approved by marketing prior to distribution.

The Retailers' Guide to Black Friday, Small Business Saturday, and the 2020 Holiday Season

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YOUR JOURNEY WITH POS NATION

Are you in the market for a point of sale system? POS Nation's experts have helped thousands of business owners and managers like yourself make the best long-term investment. We're transparent about every step of our process — and we'd love to support your business!

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The POS Nation Logo

There are two, and only two, variations of the POS Nation logo. Please read the guidelines before using the logo — and check in with the marketing team if you need a second opinion on its usage.

Do not...

- Alter, rotate, or modify the logo.
- Obstruct the logo.
- Use versions of the logo not found in our brand style guide.
- Use the logo on any other product or service that does not represent POS Nation.

Secondary Logo

The secondary logo, the green globe, can be used on its own for specific graphical purposes:

» Social media posts
» Digital ads (only if the standard logo will affect 80/20 text rule and cause the ad to be disapproved)
» Social media cover photos
» Downloadable guides
» Backgrounds and creative graphics

Graphics are to be created by the marketing team, and if created by another member, need approval by marketing prior to distribution.

The POS Nation Logo

Logo Variations

The primary blue POS Nation should always be used unless the logo must be placed on a blue background. In those cases, the white POS Nation logo can be used.

No matter what, the POS Nation globe should always remain green.

The POS Nation Logo

Logo Usage

The POS Nation logo should not be up against any other elements. Give it an appropriate amount of padding, as pictured below, so it can clearly be seen.

The POS Nation logo should not be any smaller than what's pictured below so that it's legible and easy for users to see. If you need a second opinion on usage, contact the marketing team.

Logo Spacing

Minimum Sizing

W: 0.373 in
H: 0.079 in

W: 1.78 in
H: 1 in

The POS Nation Logo

Poor Logo Usage

As mentioned, there should be no modification of the POS Nation logo. This includes shape, colors, and anything else that would affect its appearance and clash with the POS Nation brand.

Here's what not to do with the logo:

Do not use old
versions of the logo.

Do not add a gradient
to the logo.

Do not skew or
distort the logo.

Do not rotate
the logo.

Do not outline logo.

Do not remove the globe
from the logo. The text
should never stand alone.

Do not change or
replace the typeface.

Do not stack the logo
in any way.

Do not change logo colors or
manipulate logo style.

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Brand Colors

POS Nation's primary and secondary colors include a blue and green, as seen in the standard logo. The primary blue is the main color and the bright green is the secondary, or accent color.

Refrain from using large amounts of green in graphics, as the purpose is to add a highlight to visuals with this color.

POS Nation has an interface color palette as well, which is made up of blues and greys. These colors should only be used in downloadable guides, creative graphics, and other specific elements created by the marketing team.

PRIMARY & SECONDARY COLORS

#1E3041   #00FF84

INTERFACE COLORS

#FFFFFF   #F0F8FF   #D8ECFF   #B6C0C9

#236097   #1B4F7E   #153F65
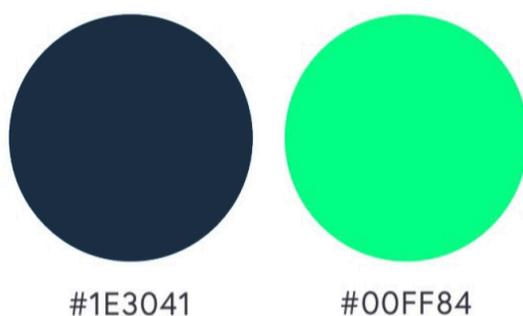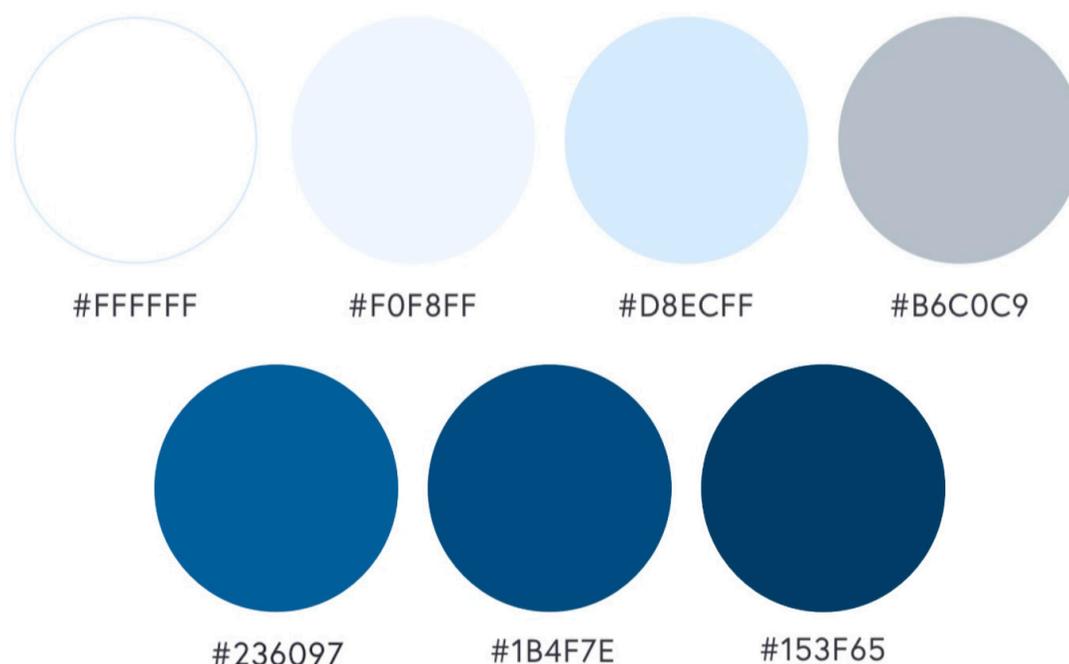
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POS Nation Fonts

All POS Nation content should use Roboto font. If Roboto is not available, the fallback fonts are Arial and Sans Serif.

Typeface	ROBOTO
h1	Desktop / h1 / Light / #1E3041 / 40px
h2	Desktop / h2 / Light / #1E3041 / 32px
h3	Desktop / h3 / Light / #1E3041 / 28px
h4	**Desktop / h4 / Medium / #1E3041 / 24px**
h5	**Desktop / h5 / Medium / #1E3041 / 20px**
h6	**DESKTOP / H6 / MEDIUM / UPPERCASE / #1E3041 / 16PX**

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POS Nation Fonts

Font Color

POS Nation's primary blue should be the first-used font color. If a blue background is being used, then the font color should be white.

Interface colors may be used in downloadable guides and long-form pieces of graphical content.

Do not use white font layered over our accent green, or green font on a white background. Both combinations are too difficult to read.

A complete point of sale solution to streamline your small business.	A complete point of sale solution to streamline your small business.
A complete point of sale solution to streamline your small business.	A complete point of sale solution to streamline your small business.
A complete point of sale solution to streamline your small business.	A complete point of sale solution to streamline your small business.
A complete point of sale solution to streamline your small business.	A complete point of sale solution to streamline your small business.

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Brand Voice

POS Nation's voice should be consistent throughout all content.

Our messaging should be:

Helpful — Our main goal is to answer questions and be there for customers when they need us. Not everyone is tech savvy or familiar with running a business, so that's where we come in. We're here to help. We're smart, but down to earth.

Friendly — Many POS providers "ditch" their customers after the sale. We're not them. We do our best to be kind and make sure our customers are heard. We're not here to show off our expertise — we're here to use what we know to support small businesses.

Fun — We're not afraid to be witty and crack a joke. We can be informative and still have a good time. What separates us from other providers is that we're real people with real personalities — and a sense of humor.

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Writing Style

We have a few specifics we keep in mind when writing on behalf of POS Nation.

Oxford Comma

We utilize the oxford comma in our writing. This means that a comma is included before a conjunction, which is *and* and sometimes *or*.

Incorrect: POS Nation supports small businesses with top-notch software, hardware, tech support and merchant services.

Correct: POS Nation supports small businesses with top-notch software, hardware, tech support, and merchant services.

Em Dash

The em dash (—) is used to break up a sentence and is typically preferred over parentheses or a colon.

Incorrect: When using the em dash, be sure to include a space before and after it—and do not use it unless you're comfortable doing so.

Correct: When using the em dash, be sure to include a space before and after it — and do not use it unless you're comfortable doing so.

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Writing Style

Common Words

The following words are used frequently in POS Nation's content, and they should be spelled as listed out below. Do not add or remove spacing or hyphens, as these should be consistent throughout our website and content.

- » point of sale
- » cloud-based
- » pinpad
- » checkout
- » long-term
- » plug-and-play
- » turnkey
- » best-in-class
- » Worldpay
- » lifetime

Capitalization

Content Titles

When it comes to titles in written content, follow AP style. This can be blogs, guides, web pages, or letters. If you're unsure (as there are a lot of rules), it's alright to ask! Contact the marketing team if you're writing something up and they're happy to proofread.

According to AP style:

DO CAPITALIZE:

- First word of title
- Last word of title
- Verbs
- Nouns
- Pronouns
- Adjectives
- Adverbs
- Some Conjunctions
- Words more than 3 letters long

DON'T CAPITALIZE:

- a
- an
- and
- at
- but*
- by*
- for
- in*
- nor
- of
- on*
- or*
- so*
- the*
- to*
- up*
- yet*

*Depending on how the word functions in the title.

WATCH OUT FOR:

Is, *are*, *was*, and *be* are all short but should be capitalized because they are verbs.

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Capitalization

Job/Role Titles

When it comes to job titles, they should only be capitalized in a sentence if they come *directly* before the person's name.

Correct:

It was up to Director Cort Ouzts to make the final decision.

It was up to director of POS Nation, Cort Ouzts, to make the final decision.

It was up to Cort Ouzts, director of POS Nation, to make the final decision.

However, job titles can also be capitalized when they stand alone and aren't part of a sentence, like on a graphic or in a company directory.

Natasha Jackson

Sales Support Coordinator

"We have a great team that does great things."

- Cort Ouzts, Director of POS Nation

Johnny Trinh

Customer Success Manager

Capitalization

Department Titles

POS Nation's departments are not capitalized. Capitalizing departments is a formal approach, and it's mostly used in higher education or corporate environments.

In a sentence, please lowercase your department name.

Incorrect:

The Marketing Team has been working on a POS Nation brand style guide.
The Customer Success Team has developed a new workflow.

Correct:

The marketing team has been working on a POS Nation brand style guide.
The customer success team has developed a new workflow.

The only exception to this rule is if a team name is part of a *title* in a blog, web page, or other piece of content. Like job titles, department titles can also be capitalized when they stand alone on a graphic or in a company directory.

October 16, 2019

POS Nation Steps Up Onboarding with New Customer Success Team

POS Nation recently added a new department to the team: customer success.

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Visuals

POS Nation utilizes a variety of visuals, from icons to stock photography. Be sure to apply the font and color guidelines in any visuals on behalf of POS Nation.

If rounded edges are added to any graphic or visual element, only round edges at 5px. This is specific to match the style of our CAP Retail software visuals.

Icons

- Icons should be a simple "outline style" and be in line with brand colors.
- Icons should align with POS Nation brand and industries served.
- Pay attention to the colors the icons are layered over as well; follow color guidelines.
- Icons may be brought down to 10% opacity if text will be overlapping them.
- We source icons from FlatIcon; If you want to download new icons directly from the site, they must be approved by the marketing team before you use them.

e'll cover:

ers want and what you need to know

ge all things in and outside of your storefront

an to do to stand out from competitors

nd tricks that'll make your life easier

re for this year's rush and all years to come

to groceries and markets, liquor stores, tobacco shops,

iques, convenience stores, lawn and garden centers, and

baskets that have full-size bottles, airplane bottles, glassware,

d other nice add-on items.

sonal liquors, such as Baileys, peppermint schnapps, and cham-

this is what customers are looking for this time of year — and if

ood deal, they'll likely buy an extra bottle or two.

Bar' promotion that offers a full-sized vodka, whiskey, gin, and

the total. Or try 'Create Your Own Bar', allowing customers to pick

from each category. Mix products that sell well and products that

ur hard-to-move inventory.
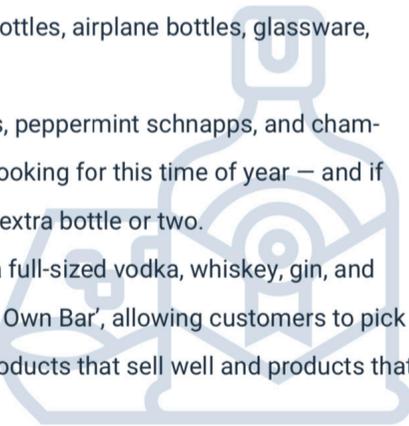
Your small business is unique — so your **retail POS solution** should be, too.

Visuals

Stock Photography

- POS Nation's stock photography is visually "light and bright".
- Photography should be diverse and in line with our customer base.
- Only retail environments we serve should be used — no bars, salons, restaurants.
- Avoid people in overly corporate attire (suits, ties, etc.).
- Do not use photography that displays other POS providers' hardware or software.
- Like icons, if you are downloading a stock photo on your own, it must be approved by the marketing team prior to distribution.

Visuals

POS System Images

- Do not create your own system images or edit software screens onto devices. These requests should go directly to the marketing team.
- System imagery should be in line with the POS Nation brand and which hardware we provide customers.
- POS system images should not display any other company's logos or branding.
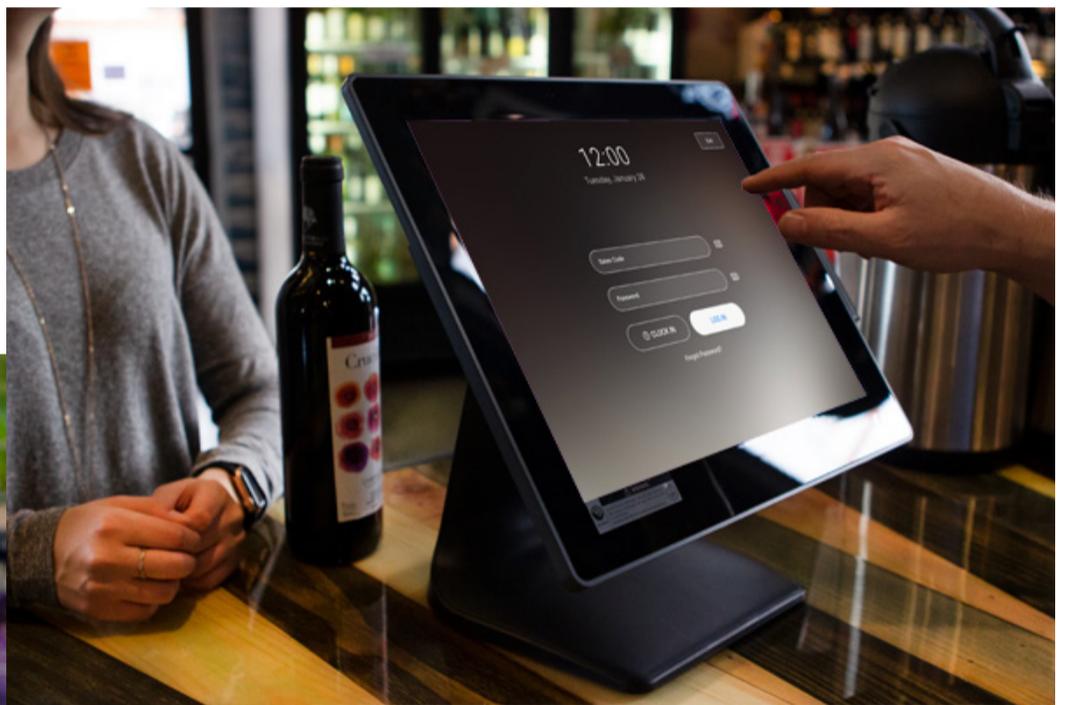
Experiencing a brand style or scenario we didn't cover here? Email your questions to marketing@posnation.com and we'll be happy to help you.