



# ENTOUCH Controls Case Study

Brand Identity | Website Design | Graphic Design | Sales & Marketing Material

## Project Overview

ENTOUCH offers smart building solutions to multi-site facilities and commercial real estate; and they are one of the fastest growing small business technology companies in the state of Texas. With this type of growth brand consistency can be difficult without specific marketing and brand standards in place.

## The Challenge

Over time, the ENTOUCH brand identity had been diluted due to inconsistency caused by working with different graphic designers, developers and external contractors. Inevitably, the brand voice was also lost in the mix, the website suffered and the color palette grew with the number of days. There was also a disconnect between marketing and sales departments which led to elongated sales cycles, mixed messages, brand confusion and inconsistent collateral.





## The Objectives

- Redesign the company logo to reflect a modern, tech-savvy brand
- Reposition the company with brand messaging that reflects their value propositions
- Design effective marketing and sales material
- Redesign the website to be modern and responsive
- Create brand consistency using brand guidelines to define imagery and brand standards
- Create new brand identity package including color palette, typography, iconography and patterns
- Create resource library to host and distribute content

## Project Outcomes

The first task was to recreate the brand voice and give the entire company a face lift. We redesigned the logo, website, business cards, print collateral, event trade-show signage, presentation decks, solution briefs, case studies, technical documentation, and sales and marketing material. We created brand guidelines to implement a standard for how the brand should be used and created a consistent experience at all touch points.

## Implemented Solutions

- Brand Identity Design
- Website Design & Development
- Sales and Marketing Material
- Powerpoint Presentation Design
- Technical Product Documentation
- Event Trade-show Booth & Signage



# ENTOUCH™

SMART BUILDING SOLUTIONS



# website before

Questions? Call us: 1.800.820.3511 Support Login

**ENTOUCH CONTROLS**  
Energy Management Made Easy

HOME SOLUTION CUSTOMERS COMPANY BLOG CONTACT US

## Energy Management Made Easy.

### EnTouch 360

Fully-Managed Energy Management Service

**Account Support**

24/7 call center to be a first line of support for each of your facilities allowing you to reduce the number of nuisance calls regarding comfort and energy.

**Best-in-Class Hardware**

Award winning hardware utilizes the latest in EMS technology to minimize your energy spend.

**Data Analytics & Reporting**

By connecting and analyzing data we optimize performance and achieve significant savings – lower energy, longer equipment life, and tools to plan CAPEX.

**Cloud Based Software**

Cloud-based software and energy management platform that enables a facility manager to implement, manage and optimize facility performance and energy.

[Learn More](#)

### Core Benefits

#### Lighting Control

Fully automated lighting solution that includes astronomical scheduling, remote access, and external sensors and switches.

**FROM THE BLOG**

#### Leveraging IoT in Retail

07.26.16 - "Retail Info System News" confirms what we already know... there are significant opportunities for savings and efficiencies when retail facility organizations utilize IoT technologies like our facility asset and energy intelligence platform – EnTouch 360.

**PREVIOUS POSTS**

06.15.16 - EnTouch 360 Heading North of the Border

06.09.16 - EnTouch 360 on the road again in Boston

05.24.16 - EnTouch to take part in PRISM LIVE

[View All](#)

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**ENTOUCH CONTROLS**  
Energy Management Made Easy

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# website after

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**ENTOUCH**  
Smart Building Solutions

COMPANY SOLUTIONS INDUSTRIES PLATFORM NEWSROOM RESOURCES

## SOLVING THE IOT CHALLENGE FOR FACILITIES EXECUTIVES

We empower multi-site restaurants, retailers and property managers with data, analytics and insights to enable smarter buildings and smarter business models.

[WATCH VIDEO TO LEARN MORE](#)

**Smart Building Solutions. Smart Building Everything.**

Imagine all your facilities, systems and equipment connected, feeding information to you via easy-to-read dashboards, providing a 360° picture of your complete asset portfolio's performance, condition and running cost – in real-time – with the responsive controls to optimize outcomes and sustain profitability.

### HOW CAN ENTOUCH HELP YOUR BUSINESS?

### Trusted by the Best

**CASE STUDY**

LISD Leverages ENTOUCH Smart Building Solutions for Education Facilities Management

[Read Flipbook](#)

**CASE STUDY**

Brookfield Global Integrated Solutions Selects ENTOUCH as CRE Smart Building Platform

[Read Flipbook](#)

**CASE STUDY**

CEC Entertainment, Inc. Saves Over \$1 Million Annually With ENTOUCH

[Read Flipbook](#)

**CASE STUDY**

El Pollo Loco Achieves 25% in Energy Savings with ENTOUCH

[Read Flipbook](#)

### HOW CAN ENTOUCH HELP YOU?

**INDUSTRY LEADER IN SMART BUILDING SOLUTIONS**

**24,000+**  
managed connected devices

**20M SQFT**  
in 4,000+ facilities

**\$20M**  
energy cost savings

**13B+**  
annual data records

### EXPERT ADVICE FROM THE ENTOUCH BLOG

**What Is Predictive & Prescriptive Analytics in Energy Management?**

[Read Article](#)

**How Smart Building Technology Improves Facility and Energy Management Decision Making for Improvement**

[Read Article](#)

**Total Cost Ownership in Energy Management & Facilities Improves the Bottom Line**

[Read Article](#)

**Intelligent Facilities Management: 5 Questions to Ask to Manage Facilities Intelligently?**

[Read Article](#)

[VIEW ALL ARTICLES](#)

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What Is Predictive & Prescriptive Analytics in Energy Management?  
OCTOBER 11, 2017

How Smart Building Technology Improves Facility and Energy Management Decision Making for Improved Outcomes with Tangible Benefits  
OCTOBER 9, 2017

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CEC Entertainment, Inc. Saves Over \$1 Million Annually With ENTOUCH  
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**RESTAURANT WHITE PAPER**  
KPIs that Count in Restaurant Facilities Management  
This whitepaper outlines the key performance indicators (KPIs) critical to...



**IoT - Convergence of Real World and Virtual World**  
The Internet of Things (IoT)...



# ENTOUCH.360

We empower multi-site restaurants, retailers and managers with data, analytics and insights to enable smarter buildings and smarter business models.

## PLUG & PLAY AT YOUR PACE

ENTOUCH provides plug and play capability, allow IoT sensors and controls at your pace to align with facility strategy. With our Edge technology, you can streamline your existing systems on the ENTOUCH, reducing the press monitoring of incumbent data, reducing the time to implement replace. We give you the scalability to implement your legacy systems are phased out, hit end of life.

### Rapid Deployment, Rapid Returns

ENTOUCH.360 gives you the ability to deploy at a realization of costs to benefits. Our seasoned tech third party service providers simply access our easy configuration at their fingertips. With our cloud-based commissioning tool, our tech activate each controller in your facility by simply i and unique passcode for all secondary devices. Th gateway to streamline data from all other devices for each unique device occurs in the cloud without

### Rapid Deployment, Rapid

ENTOUCH.360 gives you the ability to deploy at technicians and network of certified third party se configuration at their fingertips. With our cloud-b controller in your facility by simply identifying the master controller acts as the gateway to streamlin device occurs in the cloud without human interv



## ENTOUCH FOR RETAIL

Extend Your Control Using Our Retail Smart Building Solutions

### Extend Your Control Using Our Retail Smart Building Solutions

ENTOUCH makes smart building solutions in the retail industry easier by providing intelligent facility technology and managed services to multi-site retail companies across North America. Our integrated, cloud-based software and technology combined with 24/7 advisory services, render a 360° view of your retail facility ecosystem, fueling, real-time decisions that reduce energy consumption, improve operational efficiency, extend asset life and create a more satisfying experience for facility users. Best yet, our **proven track record serving retail enterprises** means we understand your facility needs going in, ensuring the shortest distance between you and bottom line results.



**RETAIL WHITE PAPER**  
KPIs that Count in Retail Facilities Management  
This whitepaper outlines the KPIs that are critical to maintaining profitability and efficiency in retail...

### Retail 101: Top Reasons for Choosing Integrated Smart Building Solution



**SMART BUILDING 101 FOR RETAIL**  
Smart Building 101 for Retail  
This whitepaper outlines the top reasons retailers should consider an integrated smart building solution...

Real-time Decision Input



Simplified Capital Planning & Asset Management



A Platform for Profitability



DOWNLOAD PDF

## INDUSTRY PROOF POINTS



**CASE STUDY**  
JCPenney Partners with ENTOUCH for Retail Smart Building Solution  
For retailers willing to provide superior customer experiences, the future is now.



**CASE STUDY**  
Brookfield Global Integrated Solutions Selects ENTOUCH as CRE Smart Building Platform  
Learn more...

## RETAIL INDUSTRY INSIGHTS

# Brand Guidelines Handbook

**ENTOUCH** Brand Standards

### THE ENTOUCH ARROW

This Arrow serves as a visual platform for use in all tactical design, in print and digital. The Arrow represents the innovation and forward-thinking of the Entouch brand.

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### VALUE PROPOSITIONS

These Core Values help us focus on and clarify what is and what is not in line with the brand, and apply those principles to the creation and evaluation of every new execution.

- Visibility
- Connectivity
- Controls
- Analytics
- Optimization

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### VISION

The ENTtouch Vision

Our vision is to revolutionize smart buildings for multi-chain restaurants, retail chains, and property managers with the industry's most progressive IoT technology, cloud-based software and customer service to drive a smarter enterprise and greater profitability.

### MISSION

The ENTtouch Mission

Our mission is to solve the IoT challenge for facilities professionals providing domain leading smart building solutions to monitor and control energy and maintenance costs for improved customer satisfaction, sustainability and profitability in restaurants, retail chains, and property management.

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### LOGO USAGE

#### Logomark

The Entouch logo is the main ingredient of all Entouch branding and marketing materials. The approved full color logomark options are shown below. Refrain from additions, deletions, transposition of elements, or manipulations of any kind such as spinning, skewing, or stretching. Do not use screen grabs or low-resolution logos.

#### Clear Space

The minimum area of open space surrounding the logomark is shown to the below. No other element should intrude, and the open space ratio is to always remain as designed. When possible, provide more open space.

PRIMARY LOGOMARK

LOGOTYPE AND ICON ONLY

#### Restricted-Use Logos

When the logo is used on a dark background, use the white text logo with the full color arrow. This version of the Entouch logo should be restricted and approved by the Creative Director and/or Chief Marketing Officer.

For media in which color is not an option (for example, a black and white print ad), use the restricted-use Entouch logo. This version of the Entouch logo is HIGHLY restricted and approval by the Creative Director and/or Chief Marketing Officer is required.

ENTOUCH

### COLOR PALETTE

Brands and color are inextricably linked because color offers an instantaneous way for consumers to feel a brand's message without words, and recognize it—whether they see the colors at the store, on television or online. The primary color palette, minus grey and red, is derived from the logo. These are the only colors to be used for all Entouch materials.

#095551 CMYK: 100-40-43-24 RGB: 9, 86, 81	#128475 CMYK: 60-29-34-8 RGB: 18, 132, 124	#3A271F CMYK: 70-54-43-1 RGB: 26, 163, 137	#796B2 CMYK: 50-32-24-0 RGB: 121, 205, 205
#002A48 CMYK: 100-82-44-45 RGB: 7, 42, 72	#12708B CMYK: 84-44-0-0 RGB: 18, 123, 149	#2E251F CMYK: 75-54-15-0 RGB: 114, 177, 201	#F96A2 CMYK: 34-9-10-0 RGB: 149, 202, 218
#71392D CMYK: 37-82-75-43 RGB: 112, 51, 50	#D17239 CMYK: 29-54-27-27 RGB: 145-43-43	#C0392B CMYK: 24-92-66-18 RGB: 183-42-46	#F06A4F CMYK: 18-59-73-6 RGB: 191-64-49
#423225 CMYK: 71-65-44-70 RGB: 37, 37, 37	#788080 CMYK: 54-39-38-4 RGB: 123, 126, 123	#A2A2A2 CMYK: 28-27-27-0 RGB: 142, 170, 173	#D3D3D3 CMYK: 13-12-13-0 RGB: 213, 213, 213

ENTOUCH

### TYPOGRAPHY

The primary font for the Entouch Brand is Lato. It is used across all brand touchpoints. The web-fonts for Lato are available via Google and Typekit. Lato Light and Regular should be used on all body copy, in print and on all digital executions.

**Lato Light**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Lato Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Lato Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Lato Heavy**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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### TYPOGRAPHY

Reference the following type hierarchy as a visual guide to set type in your layout. Adhering to these styles will ensure a consistent style across all communications.

**Strong Headline** ← Headline: Heavy or Light 30/32 pt

**Main Headline** ← Sub-headline: Bold - 14/18 pt

**Sub-headline** ← Emphasis: Bold - 12/14 pt

**Small Sub-Titles ARE USED FOR ACCENTS** ← Small Sub-Title: Bold - 10/14 pt AND AFTER-THOUGHTS 140 tracking

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

**Light Headlines** ← Body copy: Lato Regular - 10/14 pt

**Small Sub-Titles USED FOR ACCENTS** ← Smaller body copy text can use regular font weights but should never be placed over faces or other elements that would cause the text to be difficult to read.

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# Wanna see more?

Click here: [sargentbranding.com/our-work](http://sargentbranding.com/our-work)

View our work on Instagram

 [@sargentbranding](https://www.instagram.com/sargentbranding)

