



channelengine

Brandbook

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ChannelEngine

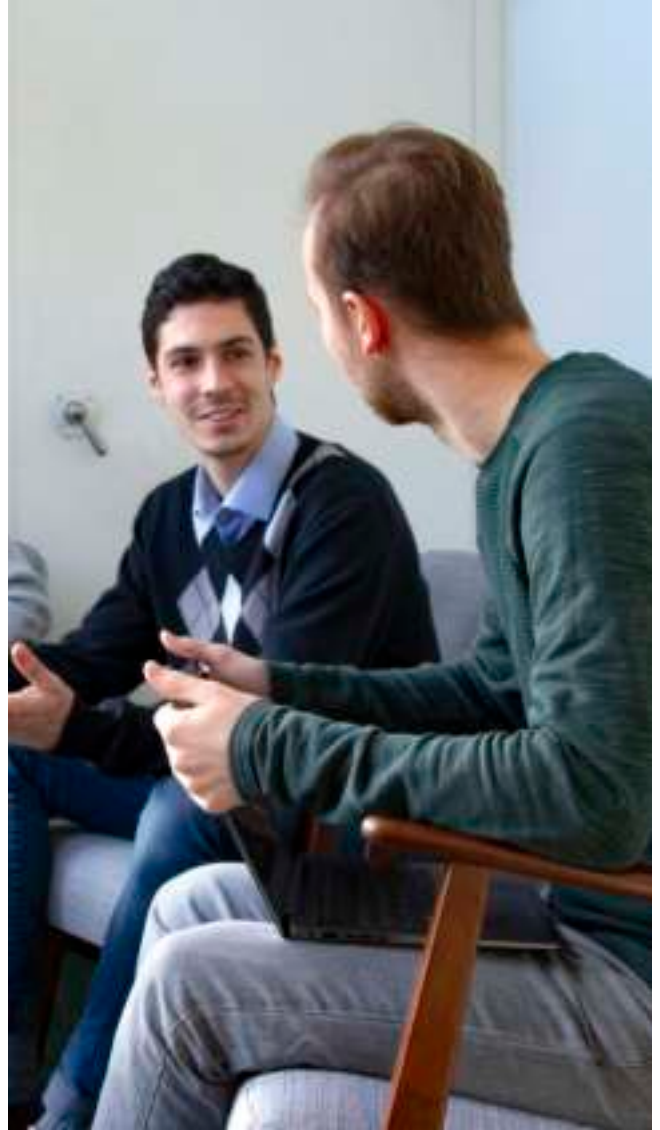
ChannelEngine is a business 2 business company operating a cloud-based, SaaS e-commerce marketplace integration tool. ChannelEngine connects brands, retailers, and distributors to all major marketplaces, affiliate programs, and comparison sites. Our goal is to connect with our users' business and grow it together by delivering an easy to implement yet widely versatile and intuitive product. The influence of marketplaces on global e-commerce has been growing for years now. Our vision is that all businesses, small or large, should be able to benefit from this. With our product, they can.

ChannelEngine was founded in 2014 by experienced e-commerce specialists with an intensive and comprehensive understanding of the rapidly changing and scaling e-commerce environment. This makes ChannelEngine a trusted player in the e-commerce scene. Users rely on us to help them forward in this everchanging landscape.

In 2018, ChannelEngine received an investment of € 1,1 million. One of the investors was the founder of Bol.com.

Our users

Brands, retailers and distributors, no matter their size. ChannelEngine's product benefits companies of any size. Small companies get cheap connections to all major market platforms. Large companies get the same and are also able to keep minute control over their entire product portfolio.





Product

ChannelEngine's SaaS product is a cloud-based and easy-to-use marketplace integration tool. The product allows users to connect their already existing product listing and back end to ChannelEngine. Making their listing available on all major marketplaces, affiliate programs and comparison sites can be done with the click of a button.

Users connect their own ERP's or existing online store to ChannelEngine. ERP's (Enterprise Resource Planning) are databases which hold their product listing. Smaller stores generally use an e-commerce platform like Magento or WooCommerce. CE supplies, for free, plugins which make connecting those platforms a triviality. Other backend systems can be connected using a REST API, or through XML/CSV data feeds.

Once they're connected, users feed their products into the different marketplaces and channels. ChannelEngine uses sophisticated and comprehensive queries to differentiate per marketplace which products should be listed for what prices. Dynamic prices, filtered against marges, stock, etc, can be set. Orders get pulled back into Customer's own back end. And it's business as usual.

There are several other parties who offer a similar product. We consider ChannelEngine to be the best out of all of these for these reasons: ChannelEngine's product is easy to use, it has the most complete set of features, and it is backed by years and years of real-world e-commerce experience.

Writing

Target audience

Our writing aims to connect with the people who are financially or commercially responsible within their company. These people have at least some knowledge of the e-commerce landscape. They need to be convinced of ChannelEngine's versatility, usability, and profitability. When they leave, ChannelEngine's benefits and dedication should be obvious to them.

Developers, especially for larger corporations, should not be excluded. We provide the tools they need, such as a REST API and code libraries, to implement our product.

Tone-of-voice

The aim is always to present ChannelEngine as a professional and knowledgeable partner for any business looking to sell more on more channels. We have a lot of experience in the rapidly-changing scene of e-commerce, and we're excited about sharing it. But we are not old or stuffy. Our tone-of-voice is generally professional and knowledgeable, but it's also fresh and excited. We are honest and up-front. If something goes we wrong, we are the type of people who apologize and learn from it.

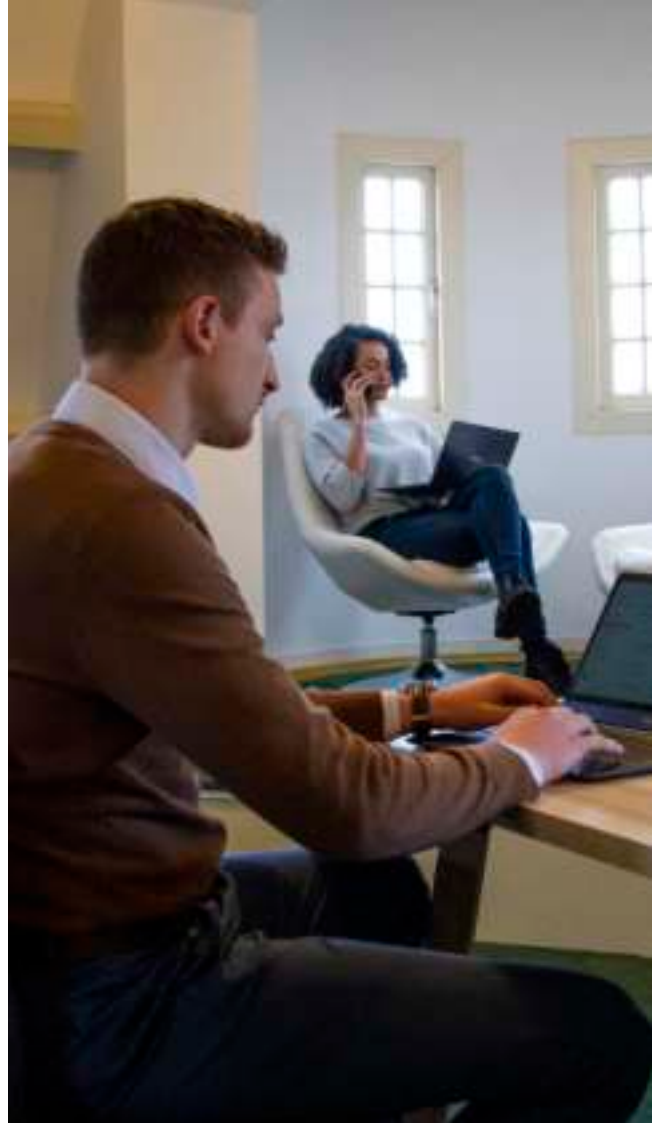
Try to use short and clear sentences. We already use jargon. We're explaining a difficult and abstract product. Short sentences will make reading and comprehending easier.

Because of the wide range of the target audience and ChannelEngine's possibilities it is paramount that we are concrete in our wording. Someone at a large enterprise will know what ERPs and PIMs are and will look for this. Same goes for someone who runs a smaller online store through one of the e-commerce platforms like Magento or WooCommerce. And likewise with developers looking for our availability of an API and plugins.

Consider these attributes when writing, ChannelEngine is:

- **Professional** but not **boring**
- **Knowledgeable** but not **condescending**
- **Excited** but not **hyperactive**
- **Fresh** but not **young**
- **Helpful** but not **overbearing**
- **Beneficial** but not **cheap**

The voice is consistent in every text. The tone, however, may change. Try to consider the readers state of mind. Are they excited about signing up? Anxious because something seems to have gone wrong? Or confused and lost? Adjust your tone accordingly.



Consistency

Consistency is key in explaining a product as difficult and diverse as ours. Always ensure that elements which belong together are structurally and visually consistent. When written like this, readers' minds will know what to expect. Instead of interpreting the text they're reading, they'll be able to comprehend it more easily. Consistency also looks and feels more professional.

Visually

A part of appearing professional is visual presentation. When finishing a text ensure that everything fits. This means that elements which belong together have the same structure and the same amount of lines or words.

Common writing problems

ChannelEngine or Channelengine

ChannelEngine should always be spelled out. The C and the first E are capitalized.

British English or American English

Because ChannelEngine is very likely to expand to the US within the foreseeable future, we use American English in our writing. This means analyze instead of analyse. Color instead of colour. etc. etc.

e-commerce or ecommerce or E-commerce or e-Commerce

We use e-commerce, with a hyphen, but without capitalization. If you begin a sentence with it, use 'E-commerce'.

Customers or users

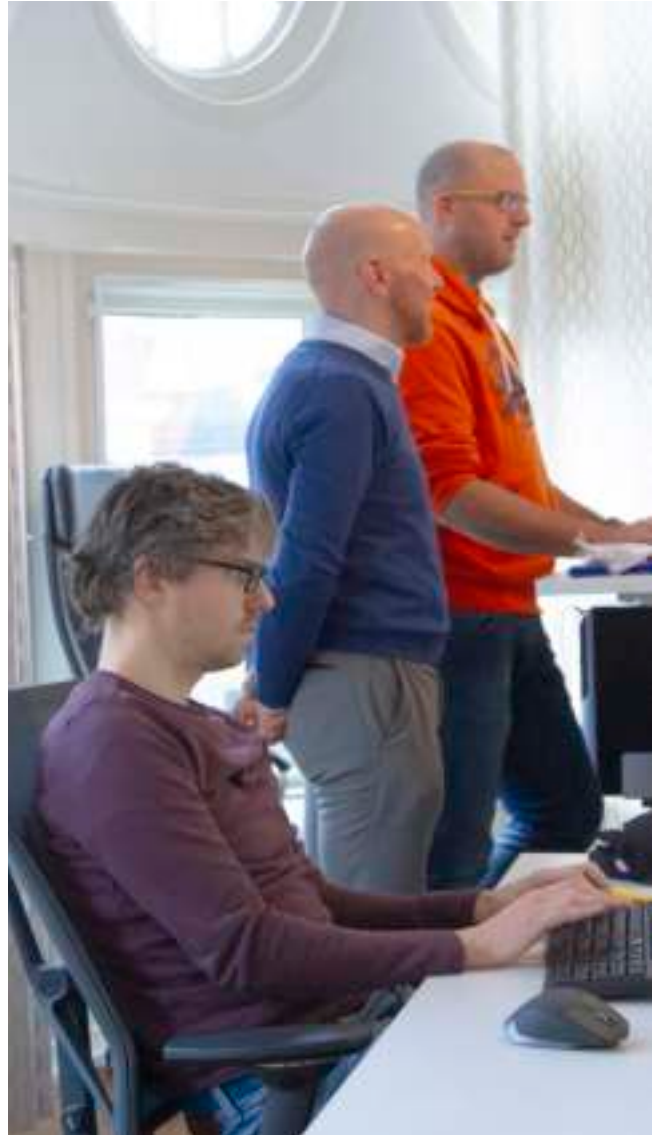
Je or u, du or sie, vous or tu

Languages may differentiate between a polite you and a conversational you. English doesn't, but Dutch, German and French all do. The choice for which to use should be made by the prominent translator and added to this guide. Obviously, the choice should be made keeping in mind the rules set out in this guide.

In Dutch, the polite 'u' has a very old-fashioned ring to it and should not be used.

Marktplaatsen or marketplaces

In Dutch, the use of marktplaats may be confused with the popular auction site Marktplaats.nl. Marketplaces is the preferred term, even in Dutch. Channels is a good alternative.



Colors



**Primary
Blue**

RGB
#2095F3
R: 32
G: 149
B: 243

CMYK
#0093D7
C: 78%
M: 29%
Y: 0%
K: 0%

PMS
299 U



**Secondary
Dark Blue**

RGB
#151F39
R: 21
G: 31
B: 57

CMYK
#444E69
C: 79%
M: 67%
Y: 38%
K: 22%

PMS
289 U

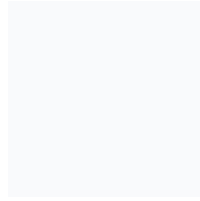


**Tertiary
Orange**

RGB
#EE4623
R: 238
G: 70
B: 35

CMYK
#F74319
C: 0%
M: 88%
Y: 100%
K: 0%

PMS
172 U

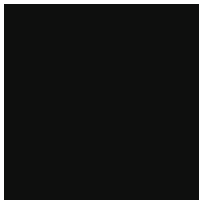


**-
Very lightblue**

RGB
#F6F9FB
R: 246
G: 249
B: 251

CMYK
#F6F9FB
C: 2%
M: 0%
Y: 0%
K: 2%

PMS
649 U

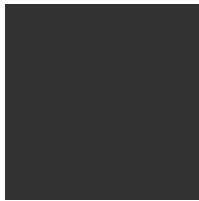


**Base
Black**

RGB
#111111
R: 17
G: 17
B: 17

CMYK
#111111
C: 73%
M: 67%
Y: 66%
K: 83%

PMS
46 U



**Base
Default/Grey**

RGB
#333333
R: 51
G: 51
B: 51

CMYK
#333333
C: 69%
M: 63%
Y: 62%
K: 85%

PMS
404 U

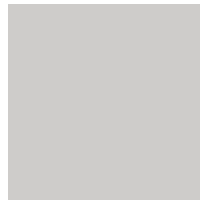


**Base
Lightgrey**

RGB
#666666
R: 102
G: 102
B: 102

CMYK
#666666
C: 60%
M: 51%
Y: 51%
K: 58%

PMS
402 U

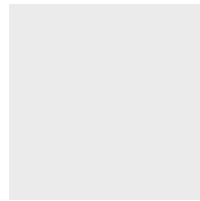


**Border
Hard**

RGB
#CCCCCC
R: 204
G: 204
B: 204

CMYK
#CCCCCC
C: 19%
M: 15%
Y: 16%
K: 0%

PMS
Cool Gray 4U

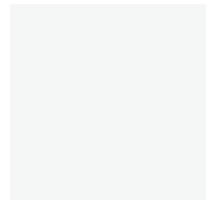


**Border
Default**

RGB
#EAEAEA
R: 234
G: 234
B: 23

CMYK
#EAEAEA
C: 7%
M: 5%
Y: 5%
K: 0%

PMS
Cool Gray 3U



**Border
Light**

RGB
#F3F5F6
R: 243
G: 245
B: 246

CMYK
#F3F5F6
C: 3%
M: 2%
Y: 2%
K: 0%

PMS
Cool Gray 2U



**Approved
Green**

RGB
#6dc065
R: 109
G: 192
B: 101

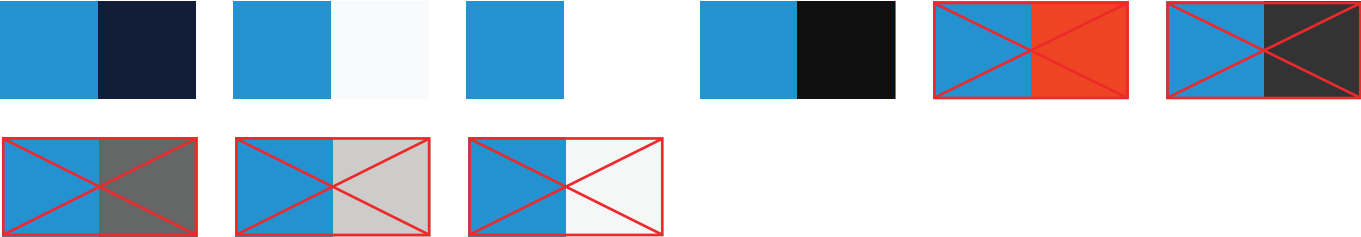


**Warning
Red**

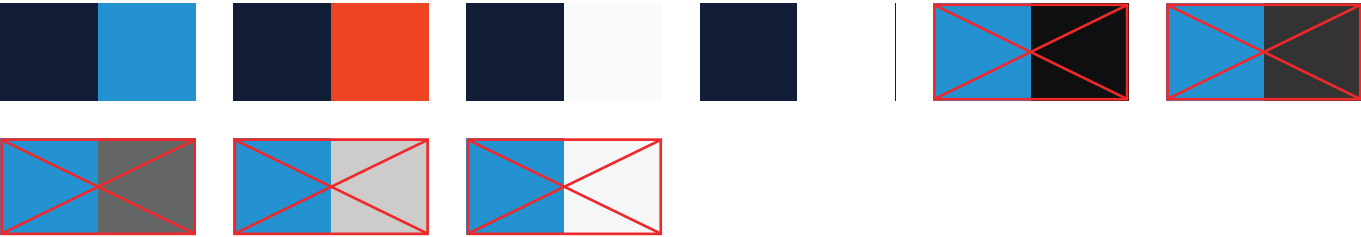
RGB
#CE242B
R: 206
G: 36
B: 43

Color combinations

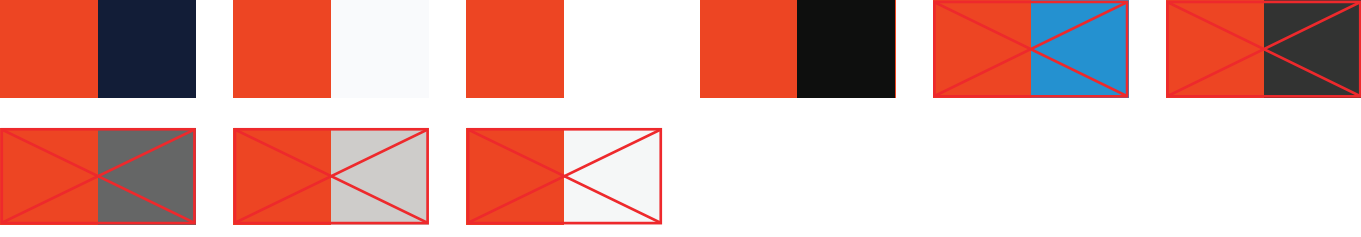
Primary - Blue



Secondary - Dark Blue



Tertiary - Orange



Typography - Fonts

Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

Cras ullamcorper quam non leo vehicula, eu elementum ante commodo. Phasellus interdum placerat metus, in tristique.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut non consequat sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ornare lorem sit amet finibus rutrum. Maecenas vitae rutrum sem. Sed consequat vehicula nibh, vel gravida dui imperdiet eget.

Nam accumsan felis a imperdiet convallis. Ut mattis justo dolor, accumsan interdum mauris condimentum ultricies. Etiam nisi ligula, eleifend vel placerat eget, iaculis non felis. eu laoreet neque orci eget nibh. Curabitur ut mattis elit, a sodales felis.

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ullamcorper quam non leo vehicula, eu elementum ante commodo. Phasellus interdum placerat metus, in tristique.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut non consequat sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ornare lorem sit amet finibus rutrum. Maecenas vitae rutrum sem. Sed consequat vehicula nibh, vel gravida dui imperdiet eget. Cras

Nam accumsan felis a imperdiet convallis. Ut mattis justo dolor, accumsan interdum mauris condimentum ultricies. Etiam nisi ligula, eleifend vel placerat eget, iaculis non felis. eu laoreet neque orci eget nibh. Curabitur ut mattis elit, a sodales felis.

Typography - Rules

Titles

Font

Avenir Next Bold

Lineheight

1.1

Style

No full uppercase titles! uppercase can only be used in single or standalone words.

Colors:

Black: white, lightgrey and lightblue backgrounds

Blue: dark blue background

Dark blue: blue background

White: black, blue and dark blue backgrounds

Content

Font

Avenir Next Regular

Lineheight

1.6

Style

No full uppercase titles! uppercase can only be used in single or standalone words.
Avenir Next Bold is used for bolded content.

Colors:

Default/Grey: white, lightgrey and lightblue backgrounds

Blue: dark blue background

Dark blue: blue background

White: black, blue and dark blue backgrounds

Links

Font

Avenir Next Bold

Avenir Next Regular

Lineheight

-

Usage

No full uppercase titles! uppercase can only be used in single or standalone words.

Avenir Next Bold is used for buttons and textbuttons.

Avenir Next Regular is used for textlinks.

Colors:

Blue: white, lightgrey, lightblue darkblue background

Orange: white, lightgrey, lightblue, darkblue background and is mostly used as secondary

Logo

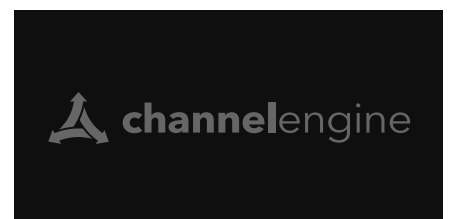
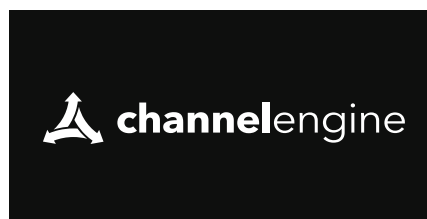
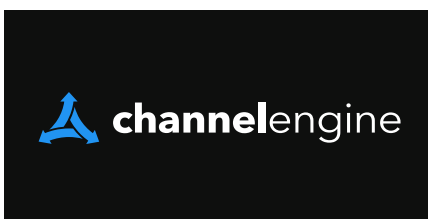
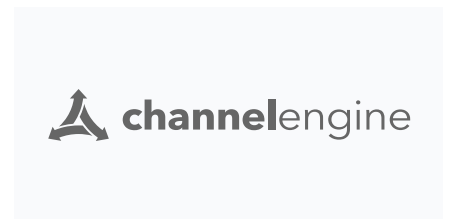
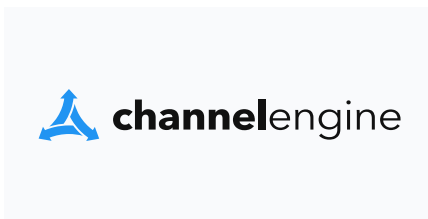
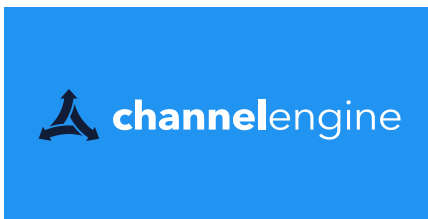
Horizontal



Vertical



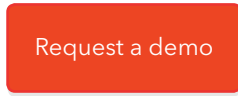
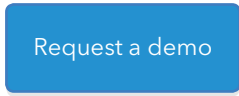
Color usage



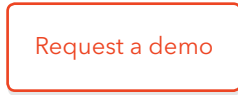
Elements

Buttons

Default



Negative



Textlink

Request a demo

Request a demo

