

GETINTHELOOP

Brand Guidelines

2021-2022





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ABOUT GETINTHELOOP

Our Purpose

A fundamental challenge common to most local businesses is reaching their audience without wasting money, spending a fortune, or spending too much time. On top of that, most of today's consumers prefer shopping online than at local stores.

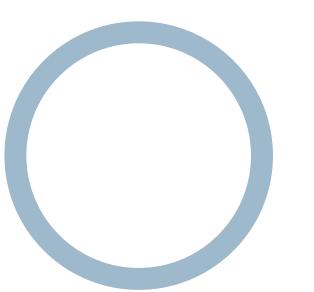
Getintheloop helps local businesses easily and affordably grow by using the latest technology to connect them with local consumers on their phones, while making it easier and more rewarding for consumers to explore and support local businesses.

GetintheLoop is growing across North America neighbourhood by neighbourhood. It's an exciting opportunity for inspired entrepreneurs to to start their own business by bringing GetintheLoop's technology and turnkey mobile marketing franchise system to their community.





































ABOUT GETINTHELOOP

Origin Story

GetintheLoop was initially launched in 2013 as a simple and creative text message platform to help golf courses fill their unsold tee times. Soon after launching, our founder Matt started to receive inquiries from golf courses in other cities and other types of businesses in Kelowna asking if GetintheLoop could expand into their markets.

GetintheLoop added new categories like restaurants, spas, and retail and started to launch in new markets through media partnerships. Inspired by the potential of creating a franchise ownership model around GetintheLoop's software and service, Matt posted a few online classifieds and sold the first 8 franchises within just a few months becoming the first SaaS franchise model in the world.

What started as a fun project to help connect local golf courses, has since grown into a robust technology platform connecting local businesses to hundreds of thousands of engaged consumers each week while becoming Canada's fastest-growing franchise.

With over 135 local entrepreneurs representing GetintheLoop, our platform is becoming a leading communications tool for small businesses across North America to reach, engage, and acquire local customers, while truly being a grassroots local business in each community we serve.

Today, we connect Canadians in every province with offers from thousands of amazing local businesses using the latest technology, making GetintheLoop the largest shop local community in Canada.





ABOUT GETINTHELOOP

Culture and Values

GetintheLoop's culture is fast-paced, encouraging, and rewarding.

We are passionate about our members, business partners, and local owners, and understand their success is our success. These are the values that guide how we work together and show up in the world.

Driving forward.

Set the pace, have a can-do attitude, and always look to go the extra step. Exceed expectations on delivery and timelines every time by being adaptable and open-minded.

Excellence in execution.

A commitment to excellence in how we operate and in everything we deliver. Always focus on the problem we are solving and the impact we can have. Disciplined decision-making with integrity and taking responsibility.

Stronger together.

Enjoy being an inclusive and collaborative team. Care for each other, our customers, and everyone in our community. Always positive, ambitious, having fun, and celebrating successes.

Every voice matters.

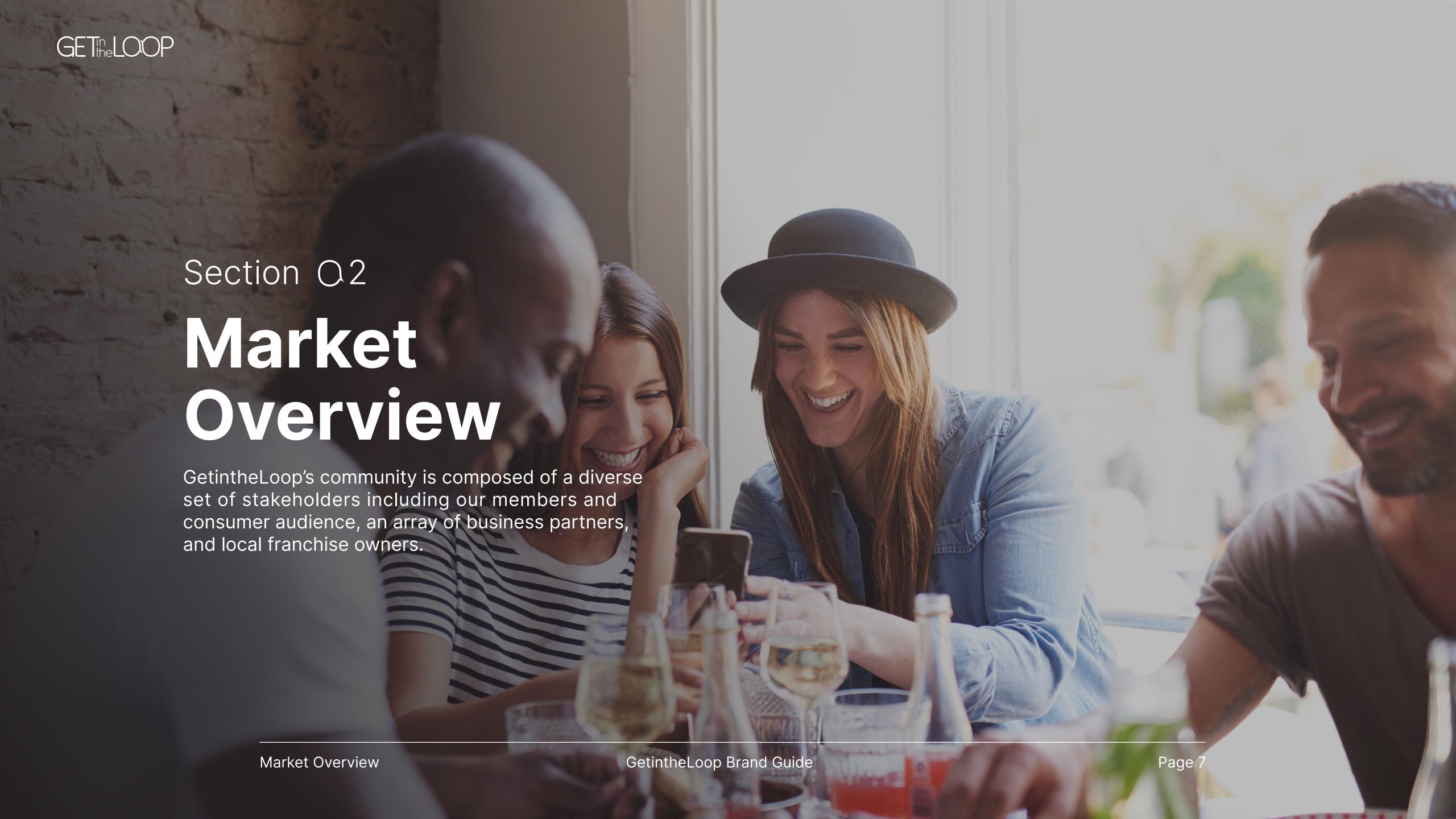
Encourage and welcome contributions from all. Ask and value challenging questions and new ideas. Listen, acknowledge, consider and act upon input to move forward.

Always improving.

Embrace change with a passion for delivering continuous improvement. Seek out new ideas, approaches, and opportunities, individually, as a team, and as a company. Focus on how we help our customers and partners be more successful.

Forever entrepreneurs.

Never stop thinking and acting like entrepreneurs. We are not just another tech company; we find positivity and opportunity in every situation.

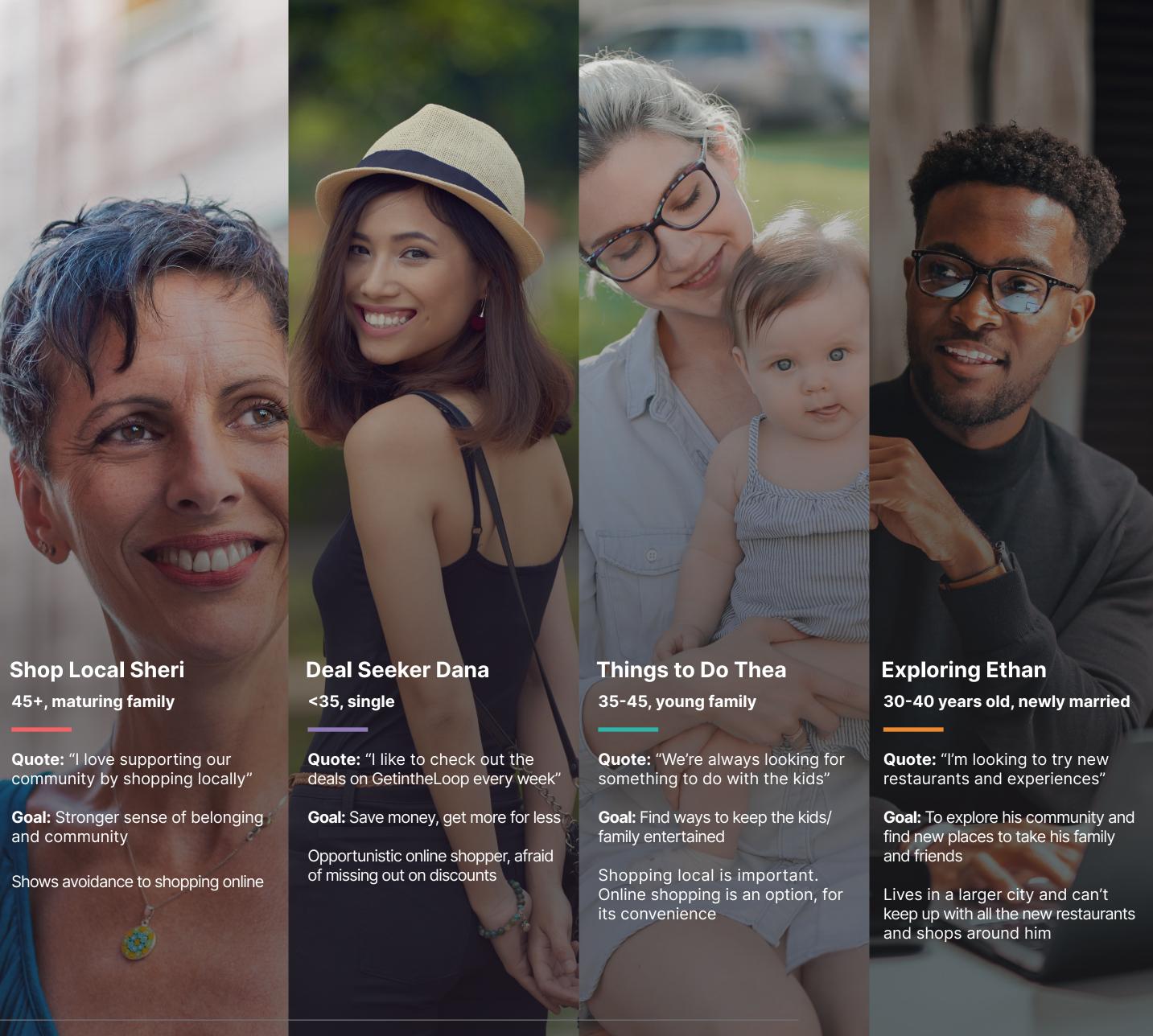




MARKET OVERVIEW

Meet Our Members

GetintheLoop's members are among the most financially influential with about 70% being women who are in the acquiring and consuming stage of life with plenty of disposable income and credit.



Market Overview

GetintheLoop Brand Guide

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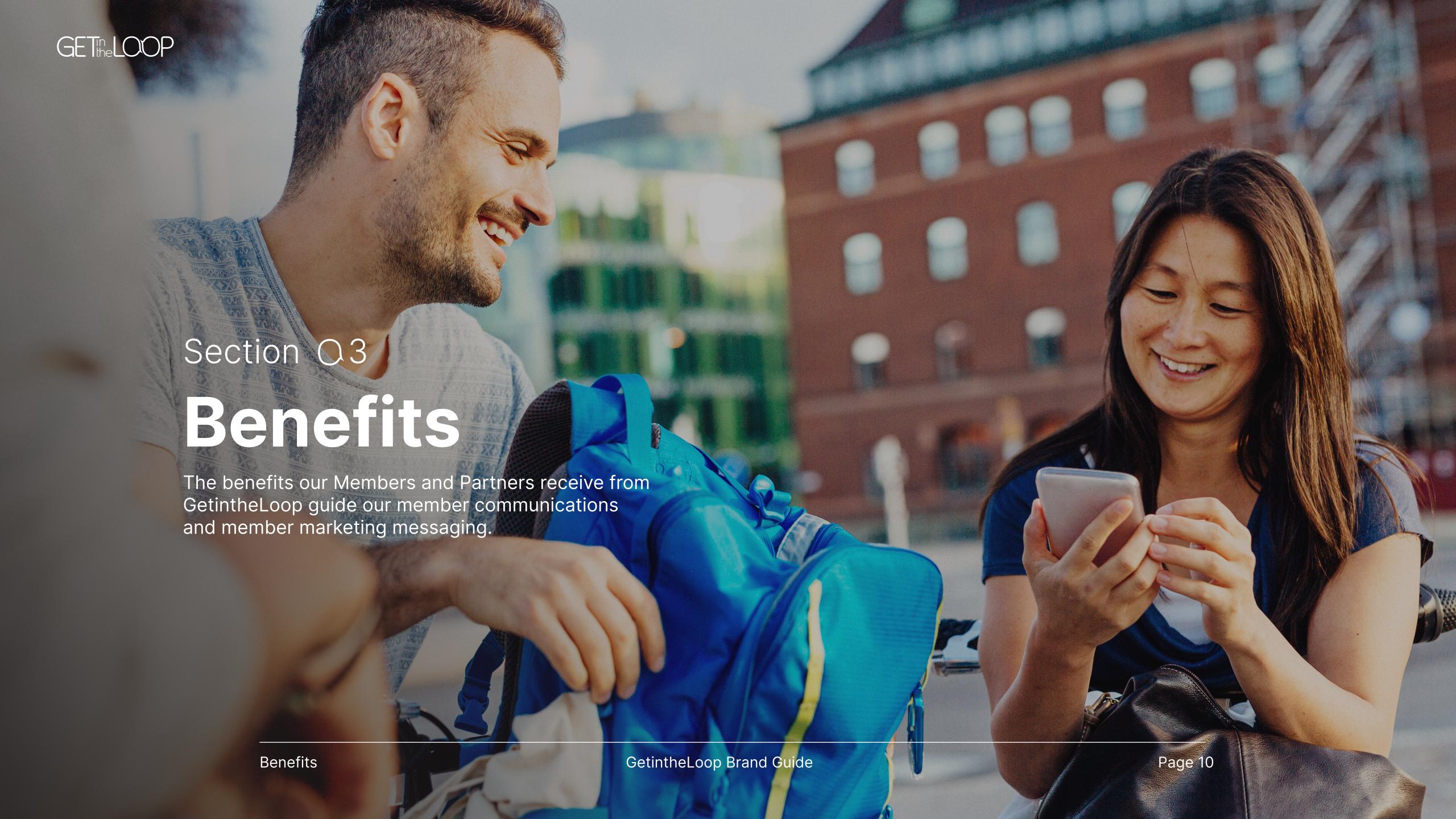
MARKET OVERVIEW

Meet Our Partners

GetintheLoop provides a location-based, mobile marketing system for an array of brick and mortar and local eCommerce businesses.

Category	Industry	
Local Brick and Mortar Businesses	Food & Beverage (cafes/bakeries, casual and high end restaurants, pubs, microbreweries/wineries) Personal Care Services (spas, salons and health and wellness) Retail (apparel & accessories, specialty and regular grocery, decor, and more) Entertainment and Things to Do (golf, axe throwing, sports, music, and local events) Auto (oil change, window repair, tires, car dealership services) Accommodations (hotels, motels, resorts)	
Business Organizations	BIAs Chambers Toursim Organizations Farmer's Markets	
National and Multi-location Businesses	Corporately owned chains/brands (retail, QSRs, etc) Franchise owned chains/brands (retail, QSRs, etc)	
REITs	Shopping Centres (enclosed and strip)	

Market Overview GetintheLoop Brand Guide Page 9







Member Benefits

The benefits are the basis of what we promise to deliver our members.



Discovery and inspiration.

Our members discover local businesses and offers and are inspired to purchase local goods, services, and experiences.



Member rewards.

Our members save money and are rewarded every time they support local businesses using GetintheLoop.



Being a part of something bigger.

When our members download the GetintheLoop app they join the shop local movement and it feels good to contribute to a more vibrant community by supporting local businesses.





Partner Benefits



Attract new customers.

Instantly access GetintheLoop's audience of locals who want to support businesses in their community. Attract new customers with offers that inspire our audience to discover what is new, happening, and on sale at your business.



Build loyalty.

GetintheLoop's suite of business marketing tools includes a loyalty building digital punch card that customers love and drives revenue through repeat purchases.



Quick and easy to use.

Create and publish offers to multiple digital distribution points including: GetintheLoop's website and app, daily email, and audience network in less than 5 minutes. You don't need to be a marketing expert. It's like adding one to your team.



Affordable and effective.

GetintheLoop is offered at a simple, affordable monthly fee that fits any small and medium business budget and goals, and delivers a great ROI.



Personalized, local support.

Together with GetintheLoop's Partner Success team, our Local Owners provide local support and service to fit our Partner's needs.



Campaign performance.

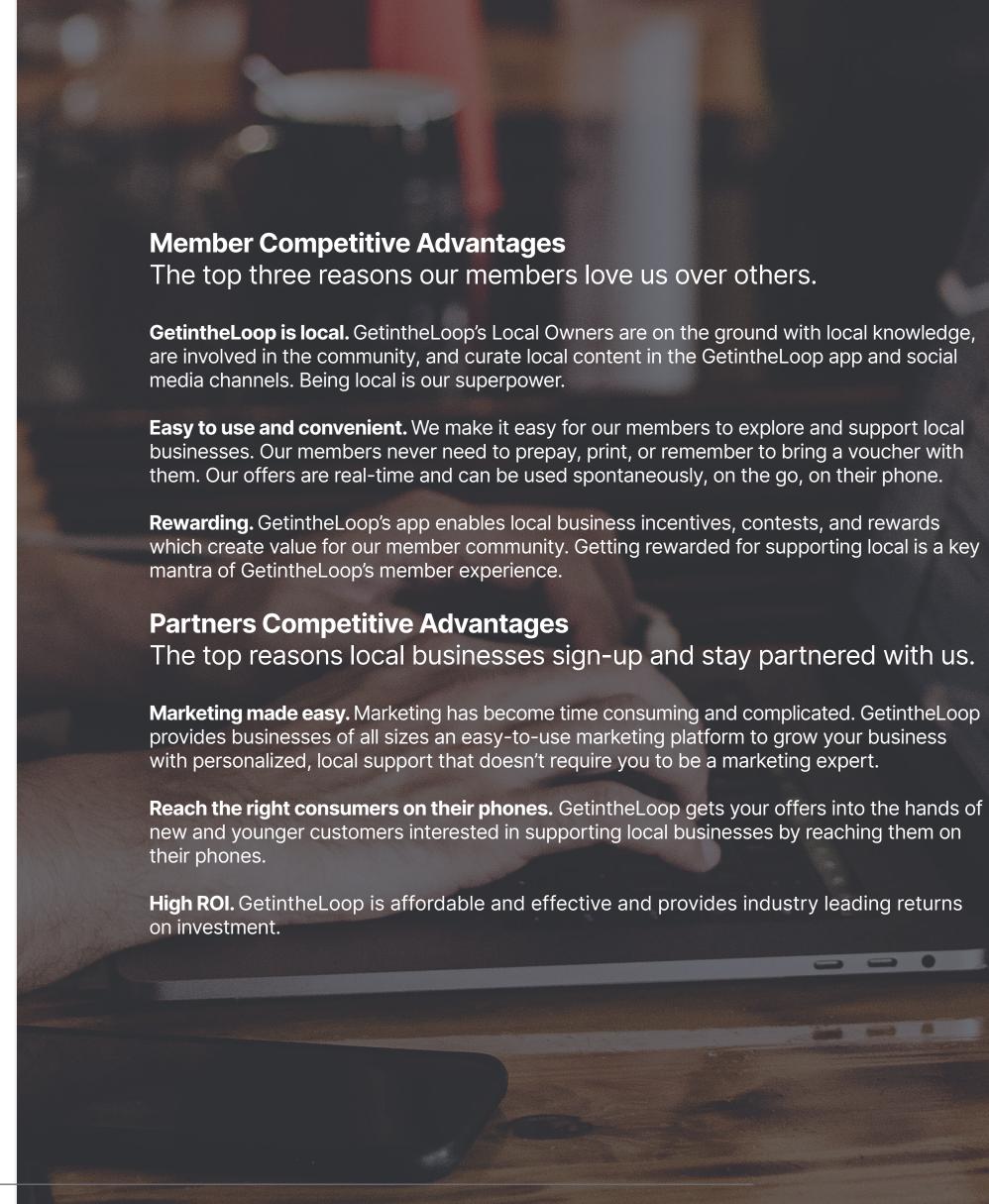
Partners can view the performance of their offers in real-time and track their return on investment from their dashboard.



BENEFITS

Competitive Advantages

Our competitive advantages are the business driving attributes of GetintheLoop that distinguish us from our competitors. Our top competitors for local ad budget and consumer attention are: Facebook, Instagram, Groupon, coupon mailers like Val-Pak, and the local newspaper.



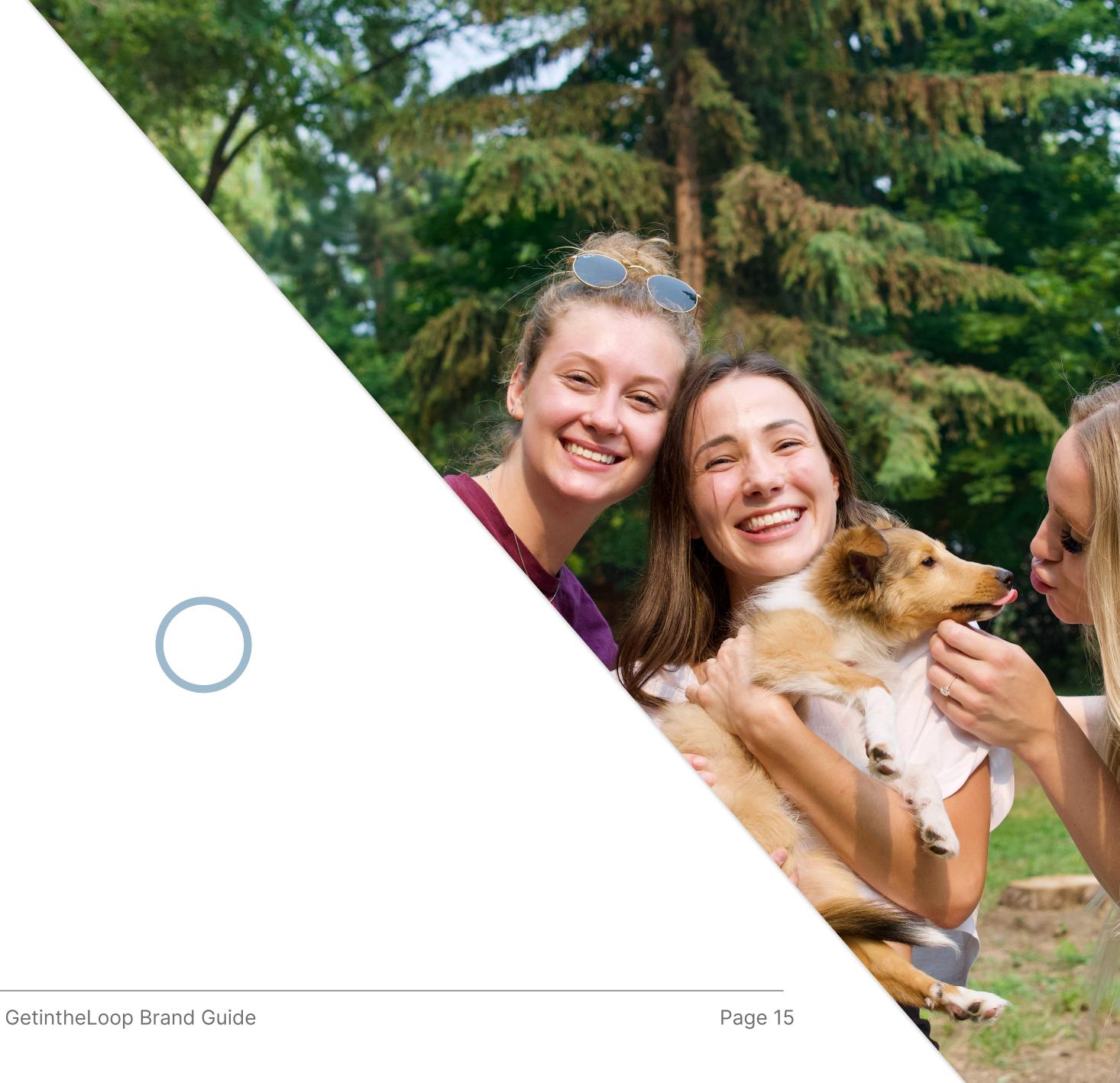
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Brand Personality

Our brand personality comes across in everything we say and do. It is the basis for how we present ourselves to the community.

The underlying purpose of GetintheLoop's brand is to enable exploration, discovery, and connection with local businesses in the community.





Brand Voice

The key to sounding like Getintheloop is speaking directly to our members, partners, or local owners in a voice they can hear and recognize.

Being a tech company, sometimes we need to remember that we are all humans, deliberately being human and speaking to other humans.

Our voice isn't just a part of our product; it's the external representation of our internal team. Because of that, we aren't necessarily making strict rules about what to say or how to say it. But consider this guideline.

Our voice is positive and encouraging, casual, and thoughtful.

Our tone of voice is authentic and situation dependent.

Trait	How it applies to us	Do	Don't
Positive & Encouraging	It takes a positive attitude to optimize collaboration, have the drive to overcome challenges, and find your creative edge.	Cheer others onSpread good newsCelebrate successesFind silver linings	Be PollyannaBe overbearingBe judgemental
Casual	We're a tech company. Sometimes we need to be reminded to intentionally be human.	 Speak in clear and simple terms Use as few words as possible 	 Be overly informal Use slang Use big words unnecessarily
Thoughtful	Being thoughtful is about bringing intention to our communication, anticipating others needs, and caring enough.	 Choose topics that will resonate with the audience Provide useful links when helpful Make it easy Adjust tone for the occasion Be inclusive 	 Use formal language that feels cold Use superlatives and hyperbolic language

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Our Language

We reinforce GetintheLoop's brand when we consistently use a common language and key words in our business. It's a bit like singing from the same song sheet.

More words and phrases that carry emotional weight and convey our brand:

- Rewards
- Local
- Explore
- Discover
- Community
- Experience
- Free
- Adventure
- Possibility
- Navigate
- Leap of faith
- Guide
- Soar
- Life-changing
- Out of comfort zone
- Camp
- Map
- Journey
- Fulfilling
- •GetintheLoop is a digital shop local community
- •GetintheLoop makes shopping local easy and rewarding
- •Explore, discover, and shop local, wherever you are
- •Real-time offers and experiences
- •Restaurants, retail, events, and things to do
- •Explore and discover real-time experiences, offers, and rewards

Continued onto the next page →

Member:

While the word 'user' is a common term to describe people who use digital services, we see those who join us in a much different way. We see them as a part of our community and as members.

Partner:

This is a business/client/customer/organization that pays a monthly subscription to use the GetintheLoop platform to attract and retain customers. We use the word partner, as we believe that better describes how we feel about and work with the businesses that join us.

GetintheLoop for Business:

The suite of business marketing tools we provide to Partners is a product called *GetintheLoop for Business*. The product includes access to our suite of business marketing tools, audience, and support.

Local Owner:

GetintheLoop's franchise owners are referred to as Local Owners. We avoid referring to our local market owners as "franchisees". It is acceptable to refer to Local Owners as local franchise owners in franchise marketing materials.

Offer:

A deal or promotion that partners publish to attract members. The word "offer" carries more value to our partners and better encompasses what our partners can create using GetintheLoop, including special pricing, events, and contests for our members.

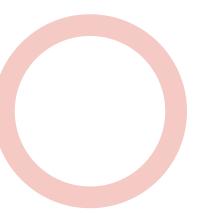


Our Language

We reinforce GetintheLoop's brand when we consistently use a common language and key words in our business. It's a bit like singing from the same song sheet.

Words we avoid:

- User
- Client
- Customer
- Coupon
- Discount
- DealsCheap



Rewards:

To avoid mislabeling as a 'deals app,' we avoid using words like discounts and deals, opting for more favorable terms like "rewards" and occasionally "savings".

GetintheLoop Local:

We call the franchise system we offer to entrepreneurs *GetintheLoop Local*. GetintheLoop Local includes the technology, playbooks, training and support.

Loop:

A category used to organize offers into areas of interest, like food and drink or things to do.

Venue:

The location of a Partner's business. A Partner may have one or multiple venues in one or more markets. Note: If a Partner does not have a physical location (i.e. online businesses), they can use GetintheLoop to drive customers to a website or phone line to place an order.

Market:

A city or region. Partners advertise to a market, and Members subscribe to a market to receive offer notifications from local Partners.

Integration:

This is GetintheLoop's ability to increase the reach of our Partner's offers by syndicating a feed of live offers to 3rd party websites and apps.



Brand Promises

GetintheLoop serves 3 primary and distinct stakeholders: Members, Partners, and Local Owners. Here's what we promise them.



Business Partners

We provide an easy and effective way for businesses to attract and retain engaged local consumers.



Our Members

We make it easy to discover ways to shop locally and get rewarded.



Local Owners

We provide an innovative platform that enables entrepreneurs to create a profitable and thriving shop-local community.



GetintheLoop Brand Guide



Brand Imagery

We use a combination of real images, illustrations, and videos to connect and relate with our members, social media followers, and other marketing audiences. Our photography and visuals can be found on a spectrum from relatable to aspirational.

Products and services: We highlight products and services available from our partners.

People: We represent the diversity of our community including our Members, Partners, and Local Owners.

Settings: We reflect the adventure of great food, shopping, events, experiences, and the uniqueness of the local community through images of city terrain including, storefronts and streetscapes, landmarks, inside businesses, dining, and at events and places to do things.

Other visuals: Graphics like maps, map icons, and wayfaring signage add to the explorer nature of the brand.



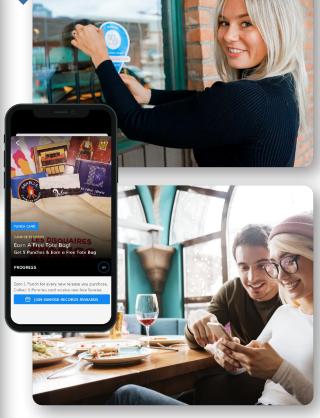












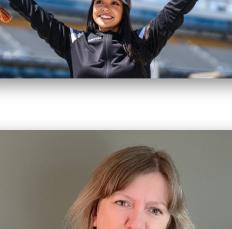


















Video Imagery

Lower thirds: The design should be clean and clear.

Names: Should be set in the font *Inter*.

Outro: All videos should end with the GetintheLoop logo,

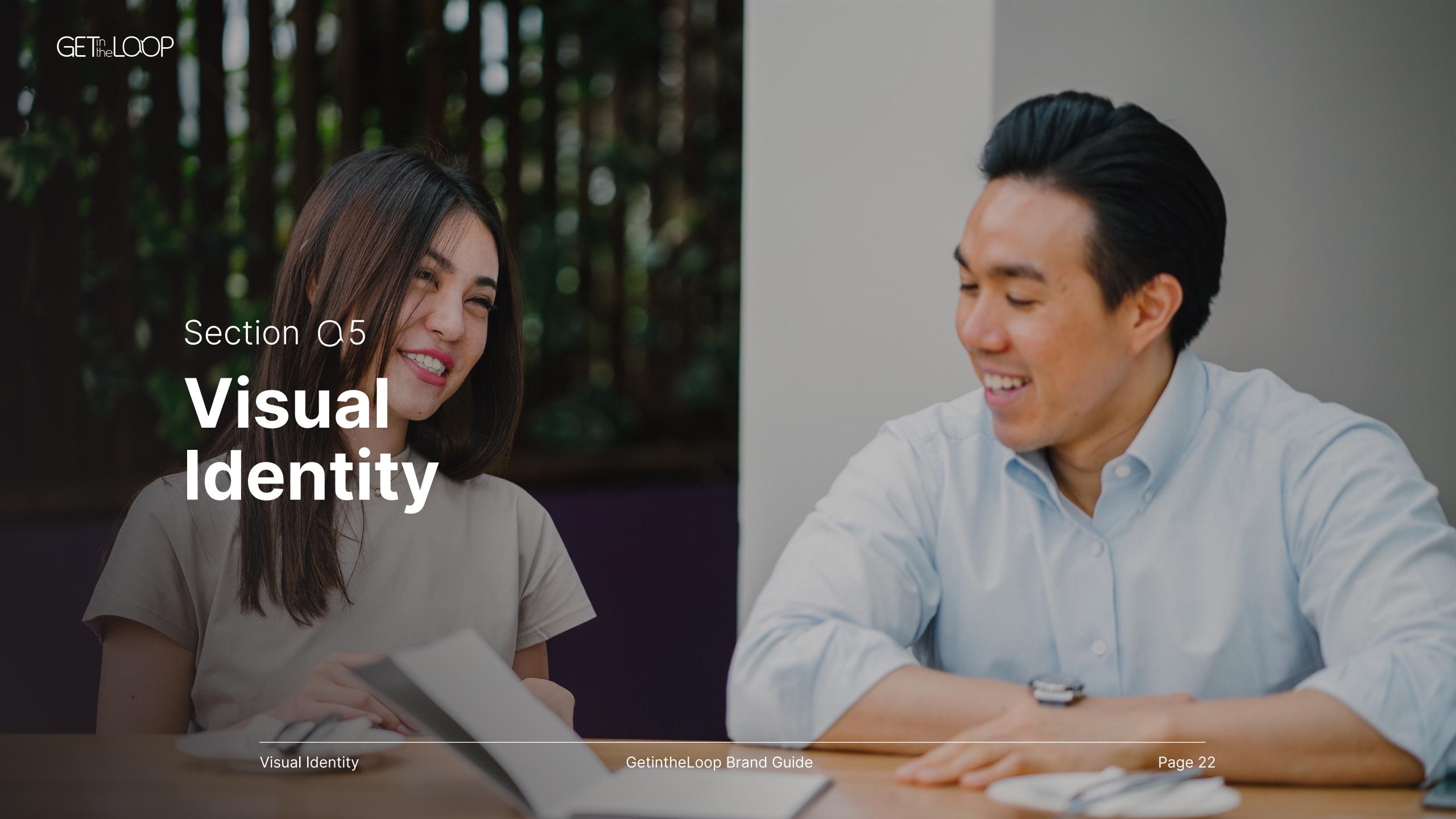
animated or still.













Our Master Logo

Our logo is the most prominent branding imagery we use and must be used consistently. The logo is displayed the same for both screen and print.

Wordmark: Used for majority of mediums.

Compact wordmark: If horizontal space is an issue.

Symbol: Primarily used for the mobile app.

Logo Font

The *Asenine* font family is modern and fits our brand. It is exclusively used for the logo.

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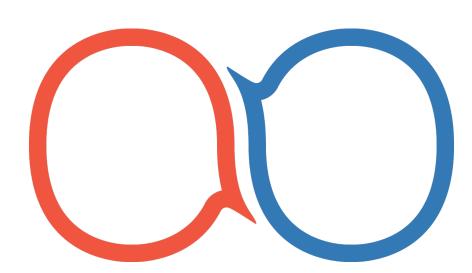
ABCDEFGHUKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 0123456789 Wordmark



Compact Wordmark



Symbol

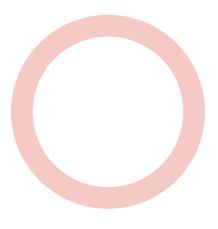


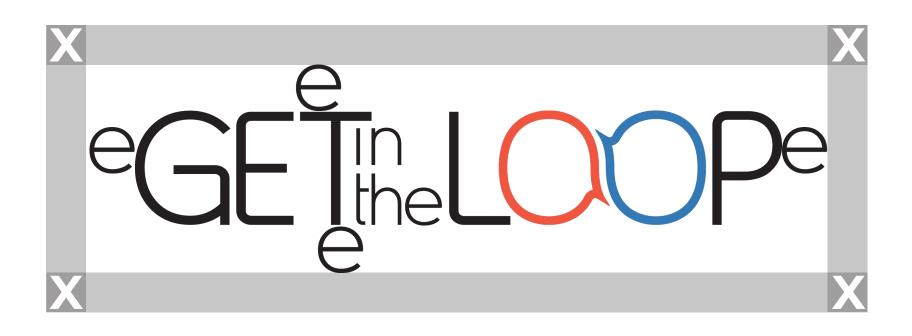


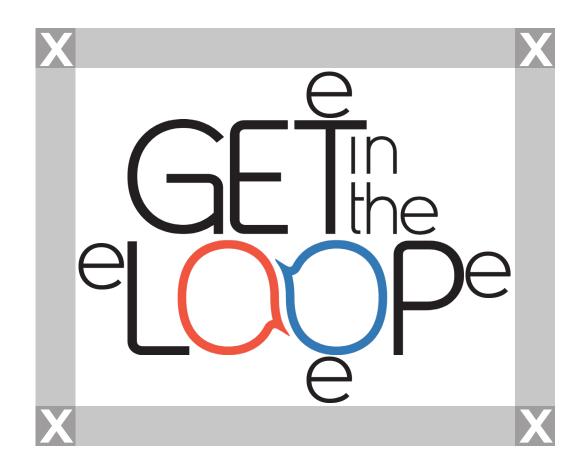
Clear Space

Clear space around the logo is important to the integrity of the brand and should be applied anytime the logo variations are used. Clear space helps keep the logo clean and free of clutter, as well as makes it easy to see.

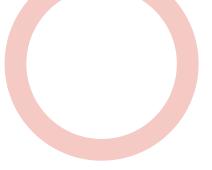
For the GetintheLoop logo, the space around should be equivalent to the cap height of the letter 'e' to maintain consistency.











Minimum Size

The minimum size that the GetintheLoop logo can be applied is 72px or 0.75" for print.

This is to ensure that the logo is legible if used on smaller scales. Anything below this measurement would fail to produce the logo visually.

72px / 0.75"





Co-branding Guidelines

As we continue to partner with other great organizations, here is how we present our logo.

A) Master horizontal wordmark next to a long, horizontal partner logo.







B) Vertical compact wordmark next to a square or stacked partner logo.







C) Master horizontal wordmark above a long, horizontal partner logo.



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Logo Do's and Dont's

To maintain consistency on all types of media, our logo must be used within these guidelines.

- Space around the logo: Always leave the logo some space to breathe. Use white or subtle background colours.
- Reversed logo: If the logo needs to be placed on a background other than white, then use the white or black version of the logo.
- Greyscale logo: Logo in greyscale allowed for web use only.
- Symbol: The GetintheLoop symbol solo is allowed.
- No embellishments: Do not add decorative styling, embossing, full opacity, drop shadows, etc, to the logo.
- Logo colour: Do not change the colours of the logo, outside of the brand palette.
- Modification: Do not skew, angle, or rotate the logo.
- Outline: Do not outline the logo.
- Backgrounds: Do not use the colour logo on heavy imagery.
- Patterns: Do not use the logo with excessive patterns.





GETINELOOP



GETTHELOOP



SETIN LOOP









Typography

We use a minimalistic sans serif font named *Inter* in all applications, other than our logo. This font is to be used in all external materials including digital and printed sales, marketing, and corporate documents.

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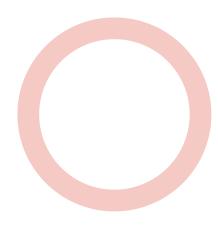
Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 0123456789

LIGHT REGULAR MEDIUM ITALIC MEDIUM SEMIBOLD BOLD EXTRABOLD BLACK

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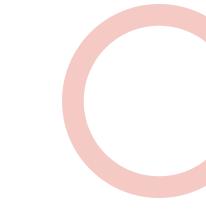


Core Colours

Our colour palette is an important part of our brand identity. Our core colours were chosen for a specific purpose and play an important role as we expand our brand in all communications.







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VISUAL IDENTITY

Secondary Colours

The GetintheLoop secondary colours are important to all mediums of communication and compliment our main core palette. These colours are used for in app offers, icons and marketing/web graphics.



