

September 2018

SPINR ID Guidelines

SPINR ID Guidelines

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SPINR ID Guidelines

Section 1 The Brand

Logo

The SPINR logo is an angled geometric S device made up of the brand colours alongside a simple wordmark. The negative space creates the illusion of 2 halves connecting or twisting which is loosely based on the name.

Where possible we always use the horizontal hero version but the stacked logo can be used when we have restricted width.

For times when the wordmark clarity will be lost simply use the device.

HERO MARK



SPINRTM

STACKED MARK



SPINRTM

DEVICE



MONO DEVICE



Logo Usage

Our preferred logo use is on white but it can also be used only in the ways shown here.

When placed on an image care must be taken to ensure the logo is only on a simple area of the background.

Our logo can be used as below on our seafoam colour



Our logo can be used full colour as below on a dark background



Our logo can be used as below on our gradients



Our logo can be used as shown on an image with a subtle overlay to retain logo clarity



Spacing and zones

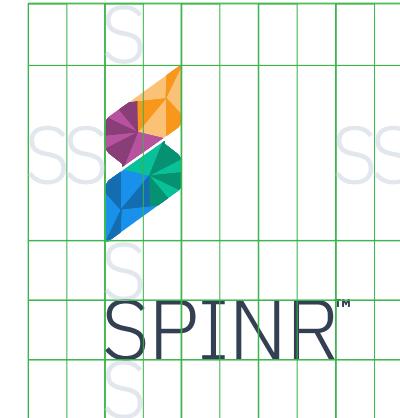
We should try to ensure our logo has space around it. These are the minimum clear space recommendations.

Always try and place the logo to the top right of the document and follow the logo spacing rules unless the document has specific margins.

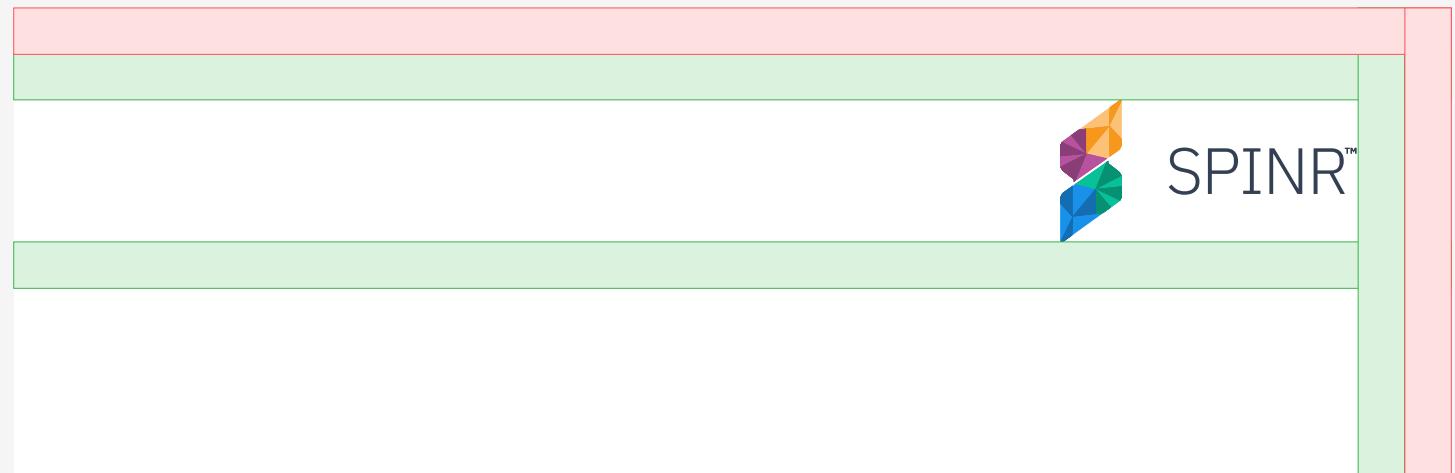
Hero logo showing space between wordmark and icon



Reduced width logo showing space between wordmark and icon



Top right placement



Typography

The fonts we have chosen are simple, modern, timeless and very functional.

Headers and body text should be shown in our primary font IBM Plex Sans.

Where data is shown, the font Plex Mono should be used as it offers fixed width kerning.

They can be accessed at the links below.

<https://fonts.google.com/?query=IBM+Plex+Sans>
<https://fonts.google.com/?query=Plex+Mono>

Where we cannot control the font output, we should always fallback to the default system font.



Aa Aa

IBM Plex Sans
Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
XYZ0123456789
£\$%&°/()!?:.;,:;

HEADINGS

Far far away, behind the word mountains, far from

IBM Plex Sans Semibold

BODY

Far far away, behind the word mountains, far from

IBM Plex Sans Regular

CAPTION

Far far away, behind the word mountains, far from

IBM Plex Sans Regular Italic

Office Font

Far far away, behind
the word mountains,
far from the
countries Vokalia
and Consonantia,
there live the blind
texts.

Calibri Regular

Number Style

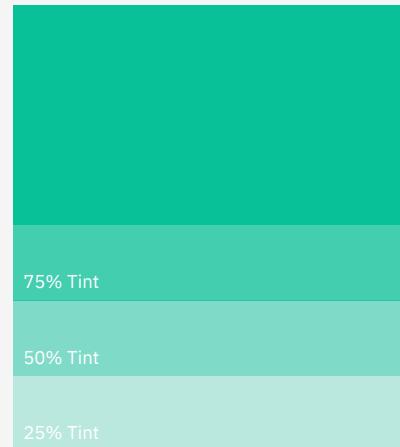
12345
67890
12345
67890

Colours

Our primary brand colour is a vibrant blue. Surveys show that the majority of people see blue as their favorite color. Blue is considered to be the safest color globally. Blue is also strongly associated with clean water and clear skies which offers a sense of calm and familiarity.

Our secondary colour is a seafoam that reminds the user of calm oceans or paradise.

We also use the tertiary colours of green, red, orange, purple, dark grey and light grey to pick out smaller elements and add interest and focus.

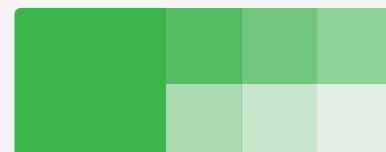


PRIMARY COLOUR

#1991EB

RGB (25,145,235)

CMYK (75%,36%,0%,0%)



GREEN (SUCCESS)

#39B54A

RGB (57,181,74)

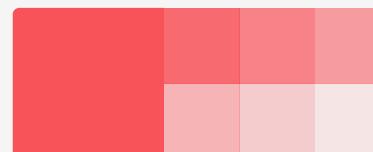
CMYK (72%,0%,0%,88%)

SECONDARY COLOUR

#09C199

RGB (9,193,153)

CMYK(72%,0%,52%,0%)

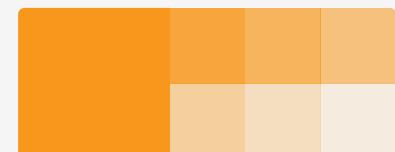


RED (ERROR)

#F85359

RGB (248,83,89)

CMYK (0%,79%,55%,0%)

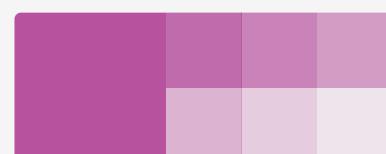


ORANGE (WARNING)

#F7981C

RGB (247,152,28)

CMYK (0%,48%,91%,0%)

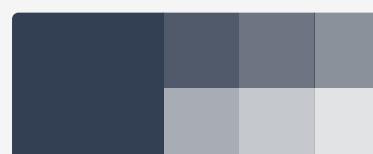


PURPLE (OPTIONAL)

#B7539E

RGB (183,83,158)

CMYK (33%,78%,0%,0%)

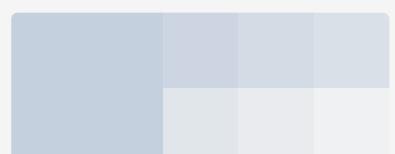


DARK (TEXT)

#333F52

RGB (51,63,82)

CMYK (82%,66%,44%,41%)



LIGHT (ICONS)

#C5D0DE

RGB (197,208,222)

CMYK (27%,14%,9%,0%)



Gradients

Our primary gradient is a mix of the primary blue and secondary seafoam. Gradients are used sparingly.



PRIMARY GRADIENT

#1991EB / #44C7CB

RGB (25,145,235) - (68,199,203)



SECONDARY GRADIENT

#7E4398 / #1991EB

RGB (126,67,152) - (25,145,235)



The SPINR ecosystem

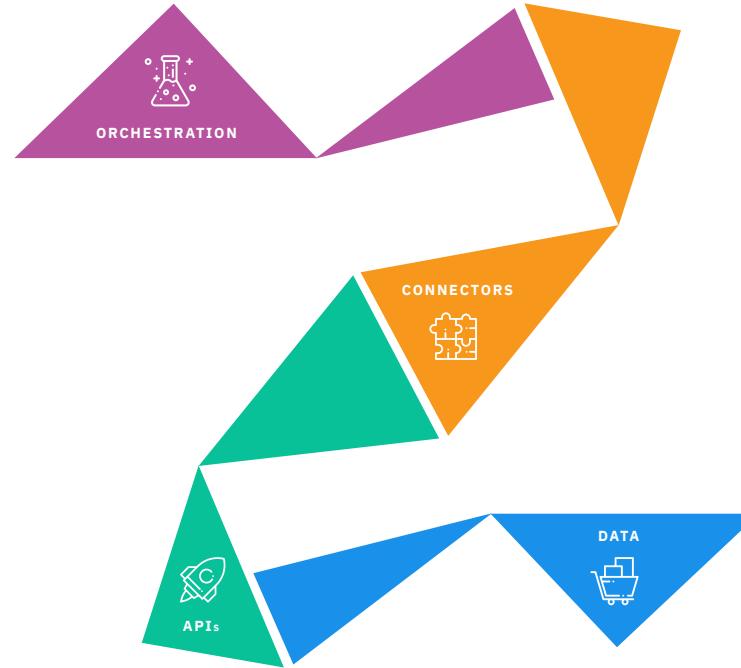
SPINR connects applications and their underlying data together, enabling any organisation to create their own modern API platform upon which new digital services and streamlined processes can be built.

Formed of 4 main parts:

Connectors
Data
APIs
Orchestration

Together they form the backbone or DNA of the SPINR product. Each one reliant on the other.

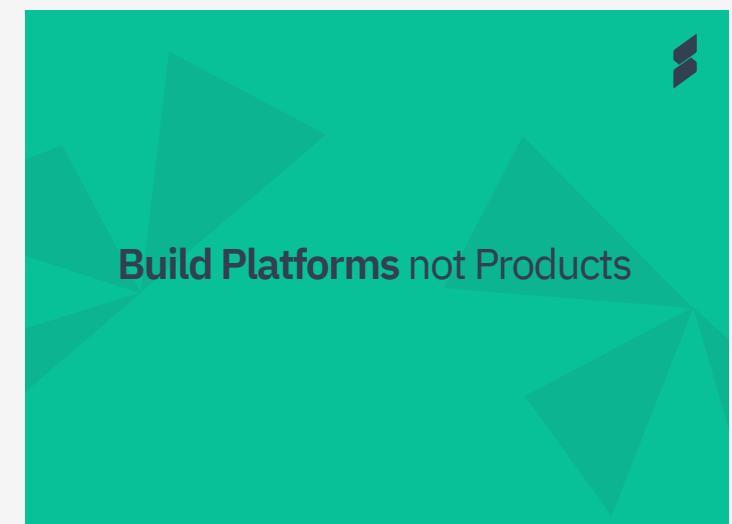
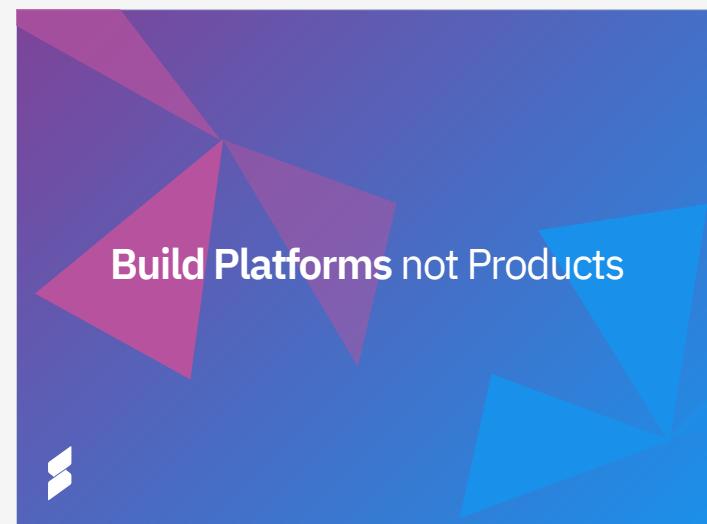
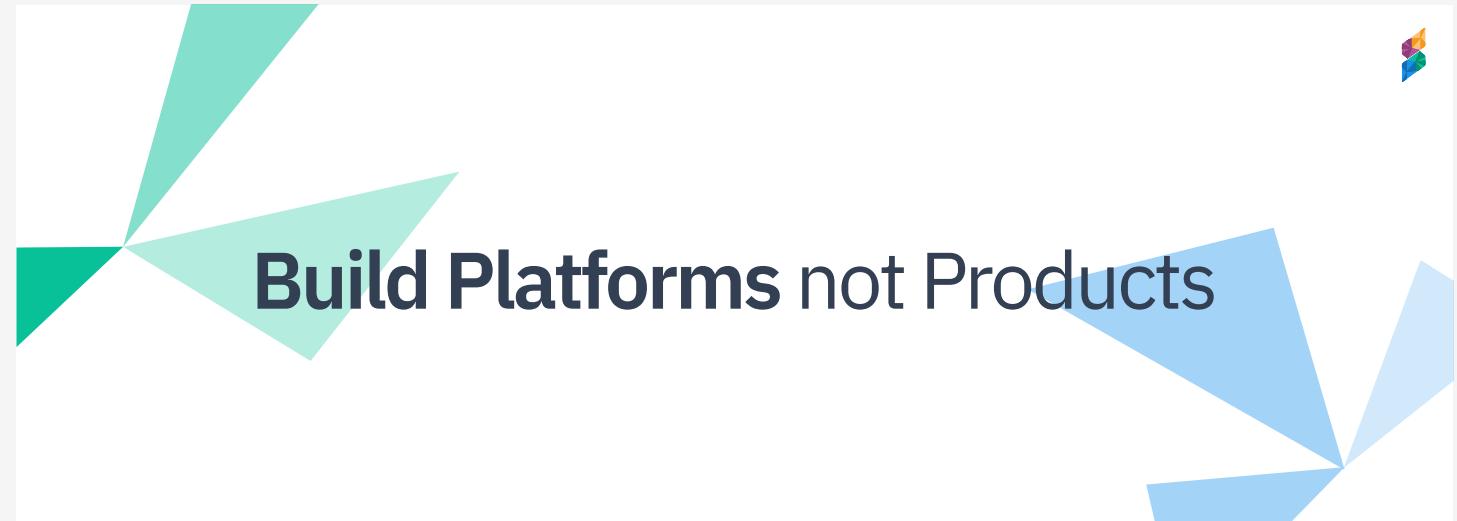
It gives organisations the ability to truly design services around the needs of the citizen rather than the restrictions of their back-end applications.



SPINR tagline

We use 'Build Platforms not Products' throughout our communications.

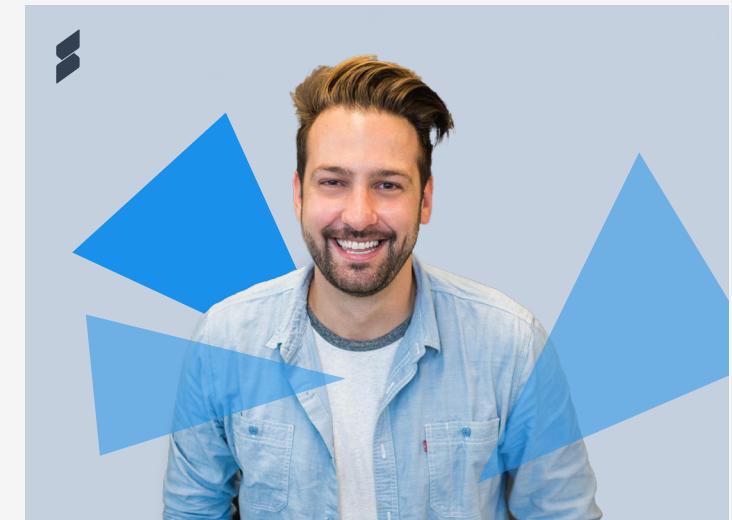
It can be written in copy or used creatively as shown.



Images

We use images of real people who work at SPINR.

They can be treated in a variety of ways to add interest.



Imagery

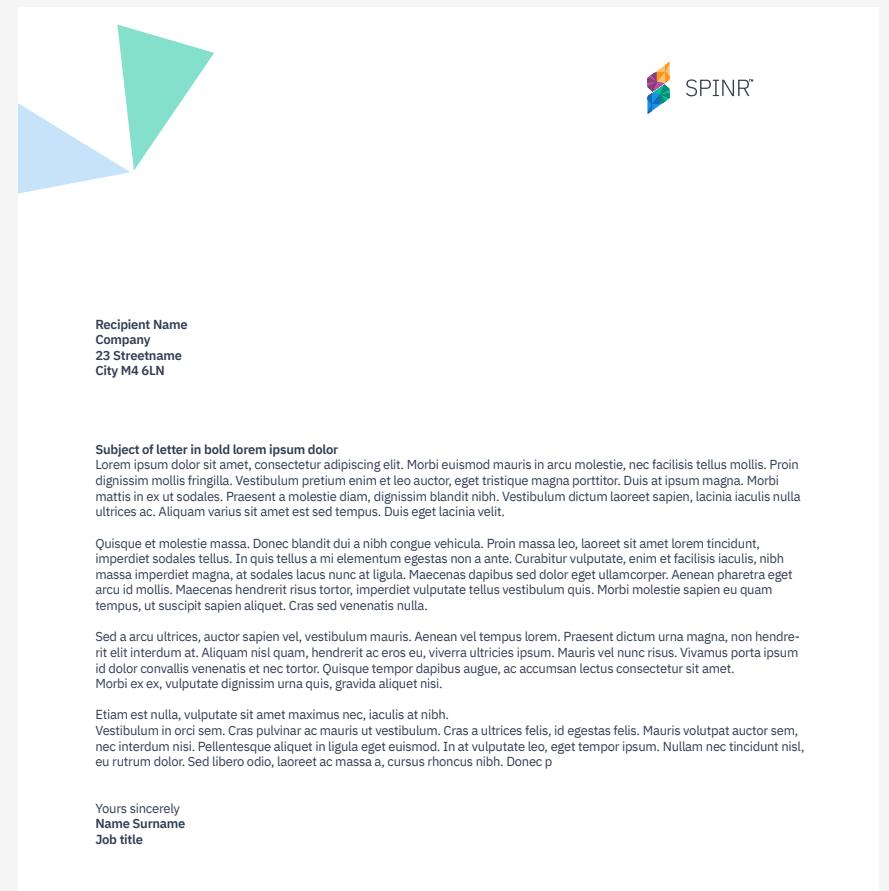
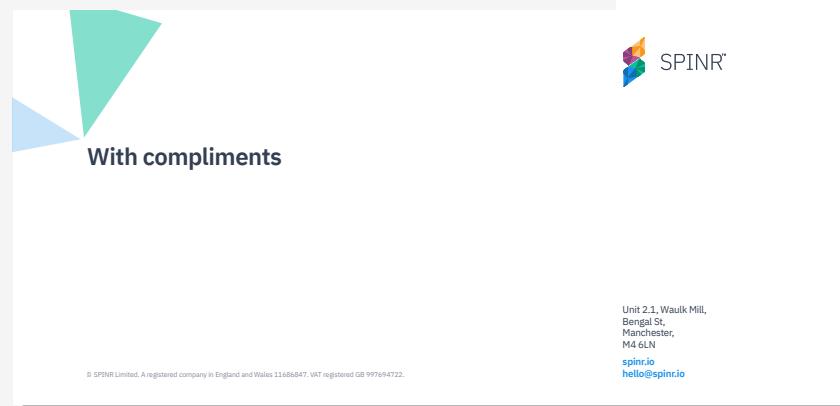
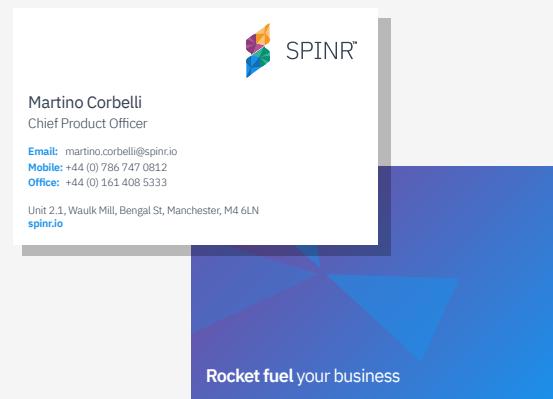
We use people-centric images to interact with the world.



SPINR ID Guidelines

Section 2 Applications

Stationery



Icons

We use simple, easy to understand icons. These can incorporate the brand colours, but for general use should not be overly stylised.

Our icon library is available in a seperate document.

Illustrative iconography treated in the brand colours



Monochrome Icons



Duotone Icons



Iconography on UI cards

Feature 1
Lorem ipsum dolor sit amet, ut enim aperiam bonorum sit.
Cum id legere commodo.

[Find out more](#)

Feature 2
Lorem ipsum dolor sit amet, ut enim aperiam bonorum sit.
Cum id legere commodo.

[Find out more](#)



Email Signature

Dear Tom,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse eget sem eget lectus blandit pretium tempor a tortor. Praesent hendrerit placerat laoreet.

Etiam ut mauris eu sapien eleifend porta. Maecenas vitae sapien vehicula, laoreet nunc id, consectetur erat.

Pellentesque vehicula sit amet diam vitae faucibus. Etiam fermentum rutrum turpis, ut sagittis elit porta id. Aenean laoreet sit amet justo nec maximus. Nulla a lectus quis elit aliquet placerat at nec arcu. Curabitur eu nunc quam. Nunc libero justo, sollicitudin eget justo ut, posuere feugiat elit. Vivamus feugiat eu augue et elementum.

In urna nisl, pretium sed consequat ac, consectetur vel tortor. Ut lobortis lorem id fermentum dignissim.

Fusce nulla libero, facilisis id ipsum volutpat, blandit ultricies libero. Nullam sodales faucibus condimentum. Aenean malesuada malesuada diam a vehicula. Aenean feugiat nunc non ex fi nibus, non molestie neque rutrum. Nullam euismod malesuada sapien, a imperdiet tellus varius congue.

Kind regards,
Martino



SPINR™

Martino Corbelli Chief Product Officer

Mobile: +44 (0) 786 747 0812

Office: +44 (0) 161 408 5333

Unit 2.1, Waulk Mill, Bengal St, Manchester, M4 6LN

spinr.io

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Powerpoint Template

Our powerpoint template is highly flexible, offering a mirage of slide layouts suitable for a range of content in multiple colourways to suit whatever presentation you need.

You can find the WIP Template here: <https://bit.ly/2CCazVB>



Powerpoint title slide



Powerpoint table slide

Working with Data Much Larger Table

	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Row one	48	66	75	45	66	34
Row two	35	75	89	58	48	66
Row three	66	34	55	35	35	75
Row four	55	70	84	52	55	35
Row five	48	66	75	45	66	34
Row six	35	75	89	58	48	66
Row seven	66	34	55	35	35	75
Row eight	55	70	84	52	55	35
Row nine	48	66	75	45	66	34
Total Row	456	556	681	425	474	454

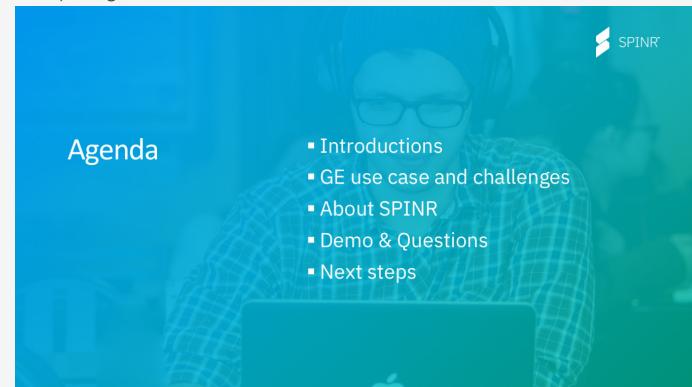
Powerpoint infographics



Powerpoint section slide



Powerpoint agenda slide



Powerpoint inner content slide

Working with Data Selecting a Dataset

- Quisque tempus dapibus augue, ac accumsan lectus consectetur sit amet.
 Morbi ex ex, vulputate dignissim urna quis, gravida aliquet nisi.
 Etiam est nulla, vulputate sit amet maximus nec, laoreet at nibh.
 Vestibulum in orci sem.
 Cras pulvinar ac mauris ut vestibulum. Cras a ultrices felis, id egestas felis. Mauris volutpat auctor sem, nec interdum nisi. Pellentesque aliquet in ligula eget euismod.
- Quisque tempus dapibus augue, ac accumsan lectus consectetur sit amet.
 - Morbi ex ex, vulputate dignissim urna quis, gravida aliquet nisi.
 - Etiam est nulla, vulputate sit amet maximus nec, laoreet at nibh.
 - Vestibulum in orci sem.
 - Cras pulvinar ac mauris ut vestibulum. Cras a ultrices felis, id egestas felis. Mauris volutpat auctor sem, nec interdum nisi. Pellentesque aliquet in ligula eget euismod.

Whitepaper

Whitepapers are predominately text with diagrams where necessary.



Vision

We will transform the relationship between citizens and the state - putting more power in the hands of citizens and being more responsive to their needs.

The tools, techniques, technology and approaches of the internet age give us greater opportunities than ever before to help government:

- Better understand what citizens need
- Assemble services more quickly and at lower cost
- Continuously improve services, based on data and evidence

We will transform government services and make government itself a digital organisation.

Extract from the Government Transformation Strategy 2017 - 2020

Source: <http://bit.ly/2kujp0e>

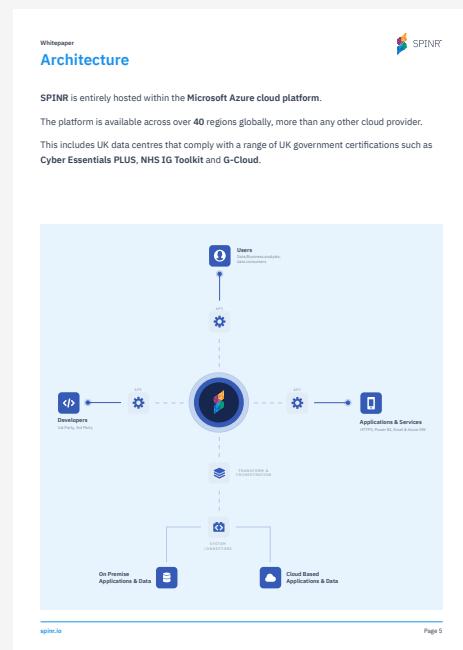
Introducing SPINR

SPINR connects these applications and their underlying data together, enabling public sector organisations to create their own modern API platform upon which new digital services and streamlined processes can be built. It gives organisations the ability to truly design services around the needs of the citizen rather than the restrictions of their back-end applications.

- Powerful, cloud based, integration built for business users not just developers.
- Supported integrations into over 200 line of business applications including Salesforce, Microsoft Dynamics, SAP, DocuSign, Office 365 and databases such as DB2, Oracle and SQL.
- SPINR SDK provides complete access for teams to build and install their own connectors
- Codeless query builder allows users to join and model their data
- Instant, secure, API publishing enables new services, analytics and insights
- Support for both cloud and on-premise applications
- SQL-based query editor for more complex and powerful data modelling

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Digital has Changed the world

We now live in a digital platform economy, citizen expectations have shifted from passive, when they would expect to interact with the public sector via letter or in person, to empowered, where they expect to be able to choose how they transact.

The best organisations in the private sector have embraced the change and reinvented the way they deliver services to cater for the user need.

They understand that the power is in the platform and have created open and standards-based API ecosystems that enable teams, big and small, to build innovative digital services upon them.

What is iPaaS?

An integration platform-as-a-service, commonly referred to as an **iPaaS**, is a relatively new approach to integration. An **iPaaS** enables businesses to connect data, applications and processes faster than a traditional integration platform.

In addition, an **iPaaS** is designed to handle the challenges of cloud-based (SaaS) applications, making it possible to connect to any database and any application—whether they function in a cloud environment, on premises, or in a combination of both environments.

Why is this not yet the case in the public sector?

The vast majority of the public sector is still reliant on line of business systems **that weren't built with web and mobile in mind**. This creates process inefficiency when trying to build new digital services as the data remains locked within the individual systems of record. It also means that the same data about the same citizen will exist across many of these applications. Keeping this data in sync becomes an ever increasing burden over time.

So, whilst there are a huge amount of portals allowing citizens to request a service, there are a much smaller number that actually provide the full end-to-end self service transaction that you would expect in your consumer life. In many cases manual processes are required internally in order for the request to be successfully logged and completed.

About SPINR

SPINR ipsum dolor sit amet, fugit signiferumque has at, ne cibo option volutpat qui, bonorum volumus fabellas te usu. In puto nonumes efficiantur eam, novum quarenerum et sit. Usu aliquid eligendi omittantur et. Percipitur liberavisse interpretaris his ex, ei vix clita democratum comprehensum, summo vivendum accusata qui at.

Case Study

Case studies use images and quotes from customers where possible.

How we helped reduce costs and save time

Client: South Yorkshire FIRE & RESCUE

Using SPINR, we were able to turn our project around in a way that was not possible using any other approach we could find that did not require deep technical and mobile expertise.

Being able to go from concept to a fully deployed data collection solution so quickly was impressive.

Sit tempor disputationi no. Quo id dolores consequat, pri eius delicata maluiset et, ei eum epicurei laboramus. Ea sea mazim fierent, eam quis sanctus saperet ad, mentitum abhorreant in nec. Eruditio laoreet sententiae nec ex. Accusamus definiebas ei eam, autem fugit mel ad. Movet dicit quidam ut mea, ex autem vidisse veritus has, quo no stet tritani fastidi.

Journey to the cloud

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Impetus insolens signiferumque ad est, quo cu perfecto phaeidrum postulant. Omnes eirmod reformidans eu nec, no has definiebas incorrupte definitions. Quo iudico facilis ne. An vix appetere platonem. Sit ut partiendo delicatissimi. Quis diam tempor pri no, vidi occurret in Sit tempor disputationi no. Quo id dolores consequat, pri eius delicata maluiset et, ei eum epicurei laboramus. Ea sea mazim fierent, eam quis sanctus saperet ad, mentitum abhorreant in nec. Eruditio laoreet sententiae nec ex. Accusamus definiebas ei eam, autem fugit mel ad. Movet dicit quidam ut mea, ex autem vidisse veritus has, quo no stet tritani fastidi.

About SPINR

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hello@spinr.io spinr.io

fugit mel ad. Movet dicit quidam ut mea, ex autem vidisse veritus has, quo no stet tritani fastidi.

Eruditio equidem percepit ea per, odio prodesset eam id, his nibh eruditii consultatu an. Vel atqui omnium no, eos ut mundi dicunt posidonium, ex nam assueverit disputando. Ad dico delicatissimi quo, nobis iudicabit sit ea, vide gubergren sed at. No molestiae intellegat theophrastus vis. An ius liber apparent pertinacia, sint tollit reprimique ad pri, ex rebum indoctum met.

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Next Steps

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About SPINR

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hello@spinr.io spinr.io



Data Sheet

Data sheets are predominately text with diagrams where necessary.

They can be set in either the primary or secondary colours.



October Roadmap

Published: 18th September 2018
By: Tom Carter

Key Features:

- Powerful, cloud based, integration built for business users not just developers.
- Supported integrations into over 200 line of business applications including Salesforce, Microsoft Dynamics, SAP, DocuSign, Office 365 and databases such as DB2, Oracle and SQL.
- SPINR SDK provides complete access for teams to build and install their own connectors.
- Codeless query builder allows users to join and model their data
- Instant, secure, API publishing enables new services, analytics and insights
- Support for both cloud and on-premise applications
- SQL-based query editor for more complex and powerful data modelling

Testimonials:

Vim ad erat adhuc gubergren, ex nam utroque constituto. Est ad velit nominati. Lorem ipsum dolor sit amet, ad modo erant prompta pri, modus feugait ex vis, mei altera graeco veritus ex.

Sit tempor disputationi no. Quo id dolores consequat, pri eius delicata maluisse et, ei eum epicurei laboramus. Ea sea mazim fierent, eam quis sanctus saperet ad, mentitur abhorreat in nec. Erudit laoreet sententiae nec ex. No molestiae intellegat theophrastus vis. An ius liber appareat pertinacia, sint tollit reprehique ad pri, ex rebum indoctum mel.

Eруди equidem percipit ea per, odio prodesset eam id, his nibh erudit consula an. Vel atqui omnium no, eos ut mundi dicunt posidonium, ex nam utroque constituto. Est ad velit nominati, modus feugait ex vis, mei altera graeco veritus ex.

Sit tempor disputationi no. Quo id dolores consequat, pri eius delicata maluisse et, ei eum epicurei laboramus.

Icons:

- User icon: Erudit laoreet sententiae nec ex. Accusamus definiebas ei eam, autem fugit met ad.
- Cluster Node icon: Movet dicit quidam ut mea, ex autem vidisse
- Database icon: Veritus has, quo no stet tritani fastidii.

Contact Information:

hello@spinr.io | spinr.io

SPINR

Journey to the cloud

Erudit equidem percipit ea per, odio prodesset eam id, his nibh erudit consula an. Vel atqui omnium no, eos ut mundi dicunt posidonium, ex nam utroque constituto. Est ad velit nominati, modus feugait ex vis, mei altera graeco veritus ex.

dolores consequat, pri eius delicata maluisse et, ei eum epicurei laboramus. Ea sea mazim fierent, eam quis sanctus saperet ad, mentitur abhorreat in nec. Erudit laoreet sententiae nec ex. No molestiae intellegat theophrastus vis. An ius liber appareat pertinacia, sint tollit reprehique ad pri, ex rebum indoctum mel.

Things to come

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Vim ad erat adhuc gubergren, ex nam utroque constituto. Est ad velit nominati. Lorem ipsum dolor sit amet, ad modo erant prompta pri, modus feugait ex vis, mei altera graeco veritus ex.

Watch this space

Impetus insolens signiferumque ad est, quo cu perfecto phaedrum postulant.

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- Supported integrations into over 200 line of business applications including Salesforce, Microsoft Dynamics, SAP, DocuSign, Office 365 and databases such as DB2, Oracle and SQL

About SPINR

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Contact Information:

hello@spinr.io | spinr.io



E-Guide

Our E-Guides can be designed using either the primary or secondary colours only.

Page	Content
Cover	Teal header: 'E-Guide' and 'SPINR'. Main title: 'Creating your first single data view'. Subtitle: 'Get up and running in under 5 minutes with this short guide.' Author info: 'Published: 18th September 2018' and 'By: Tom Carter'. Dark teal footer: 'spinr.io' and 'Page 2'.
Table of Contents	Dark teal header: 'E-Guide' and 'SPINR'. Title: 'Contents'. Table of contents: Preface (2), Exploring connectors (3), Adding a connector (4), Authentication (5), Creating a view (6), Joining data (7), Matching data (8), Transforms (9), Removing columns (10), Filtering (11), Publishing (12). Dark teal footer: 'spinr.io' and 'Page 2'.

Page	Content
1	Section 1.1: 'Exploring Connectors'. Includes icons for 'Eruditio laoreet', 'Movet dicit quidam', and 'Veritus has'. Includes a list of features: Powerful, cloud based, business users not just coders; Supported integrations with a range of business applications like Salesforce, Microsoft Dynamics, DocuSign, Office 365 and databases like DB2, Oracle and SQL Server; SPINR SDK provides code samples and documentation for teams to build and integrate their own connectors; Codeless query builder allows users to join and model their data without writing code; Instant, secure, API powered connectors for new services, analytics and machine learning applications; SQL-based query editor provides a powerful data modeling interface. Dark teal footer: 'spinr.io'.
2	Main title: 'We connect data and applications for organisations to build digital platforms and enhance people's lives.' with a large block of Latin text. Dark teal footer: 'spinr.io'.
3	Section 'About SPINR' with a large block of Latin text. Dark teal footer: 'spinr.io' and 'Page 5'.



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