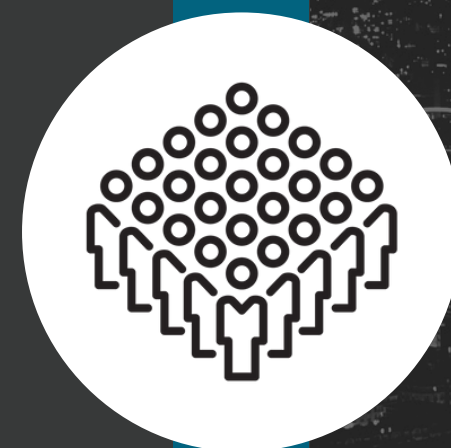


Brand Guidelines

eGroup Enabling Technologies 2025



eGroup
ENABLING TECHNOLOGIES

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Please note the Table of Contents is clickable to jump to each individual section.
Click on the titles on each page to open the folder in the Team Marketing Files where these assets can be located.



ABOUT US

Who is eGroup Enabling Technologies?

eGroup Enabling Technologies is a leading provider of IT solutions and an award-winning Managed Services Provider, specializing in empowering organizations to leverage technology for business success. With a team of experts and a client-centric approach, our team offers a wide range of services, including cloud, hybrid data center, security, data and AI, collaboration, and managed services.

Our commitment to excellence and passion for delivering exceptional results has established our company as a trusted partner for businesses seeking to harness the power of technology.

Our mission is to empower businesses to unlock the full potential of technology and achieve their goals through innovative solutions, while promoting sustainable practices and ethical conduct for the benefit of our stakeholders and the global community.

eGroup Enabling Technologies

Our guiding principles reflect the values that influence how we work together, serve our clients, and conduct business every day.

- S** SENSE OF URGENCY - "Do it now."
- T** THOUGHT LEADERSHIP - "5 minutes in planning saves 15 in the field."
- R** RESPONSIBILITY - "The right way is not always the easy way."
- I** INNOVATION - "Faster, better, cheaper."
- V** VISION - "Seeing and advising on the road ahead."
- E** EXECUTION - "Delivering what we said we would deliver."



Award Badges



9x Partner of the Year

NUTANIX

- 2021 Global Partner of the Year
- Nutanix Premier Partner

COHESITY

- Professional Services Authorized Partner
- 2022 Carolinas Select Partner of the Year



2019 Cloud Partner of the Year



9th Consecutive Year



15th Consecutive Year



13th Consecutive Year



Multi-Year Winner



2024 Power Partner



Multi-Year Winner



Multi-Year Winner



2024 HSP 250 List



Fastest Growing Companies in SC



2019 - South Carolina

Our Key Differentiators

- 9x Microsoft Partner of the Year
- 6 Solution Partner with Microsoft
- Year-Over-Year 98%+ Customer Satisfaction Score
- 30+ Years of Experience
- Strategic Advisory Services
- Award-Winning Organizational Change Management Team
- The Managed Services Team is US-based and comprised of all internal employees
- Our Managed Security Services Team customizes response mechanisms (integrate vs. overwrite) with the client's current operations and processes
- Nutanix Premier Partner

OUR MICROSOFT ADVANCED SPECIALIZATIONS

AI Business Solutions

- Teamwork Deployment
- Calling for Teams
- Endpoint Management
- Organizational Change Management

Security

- Information Protection & Governance
- Threat Protection
- Identity & Access Management
- Cloud Security

Cloud & AI Platforms

- Azure Virtual Desktop
- Azure VMware Solution
- Infra and Database Migration to Azure

Our Key Differentiators & Phrases (Explained)

"9x Microsoft Partner of the Year"

Read as "Nine-time Microsoft Partner of the Year."

Whenever writing materials that highlight our Partner of the Year accomplishments, be sure to write it in this fashion. Refrain from saying things like, "We were a Microsoft Partner of the Year," unless in the context of a specific solution (i.e., Teams Calling). Say it with pride!

"Award-Winning Organizational Change Management Team"

Our OCM team is passionate about bridging the gap between technology and those who use it, while equipping individuals to successfully navigate and adopt any change. By reiterating in our communication that they are award-winning, this emphasizes that they have a proven track record of success in their craft.

"30+ Years of Experience..."

Read as "Thirty plus years of experience in..."

Including the number of years of experience in our communication helps us establish credibility and expertise, showcasing a track record of successfully implementing IT solutions for our clients' specific business needs.

"Strategic Advisory Services"

Our team provides strategic IT leadership and guidance to clients enhancing the client's technology decision-making. This also positions us as a trusted partner, emphasizing our success in aligning IT strategies with broader business objectives.

Our Key Differentiators & Phrases (Explained)

"Speed and Certainty"

Delivering "speed and certainty" to clients means providing prompt and reliable results or solutions, and ensuring that our clients can confidently count on the agreed-upon outcomes or services within the expected timeframe. We use this phrase as a reference to the customer service, results, and partnership they commit to when partnering with us.

The Managed Services Team is US-based and comprised of all internal employees

By delivering our services with US-based internal employees, we can provide a more consistent and higher quality customer experience, enhanced data security and compliance adherence, quicker communication and responsiveness, higher trust and accountability, and greater customization and flexibility in tailoring services to local client needs.

"Getting Cloud Right the FIRST Time"

Getting Cloud Right the FIRST time means effectively planning and implementing cloud solutions from the start– avoiding costly and disruptive mistakes, and ensuring that the chosen cloud architecture aligns with the organization's long-term goals, security, and scalability needs. This emphasizes the importance of a well-thought-out strategy and execution to maximize the benefits of cloud technology while minimizing risks and setbacks.

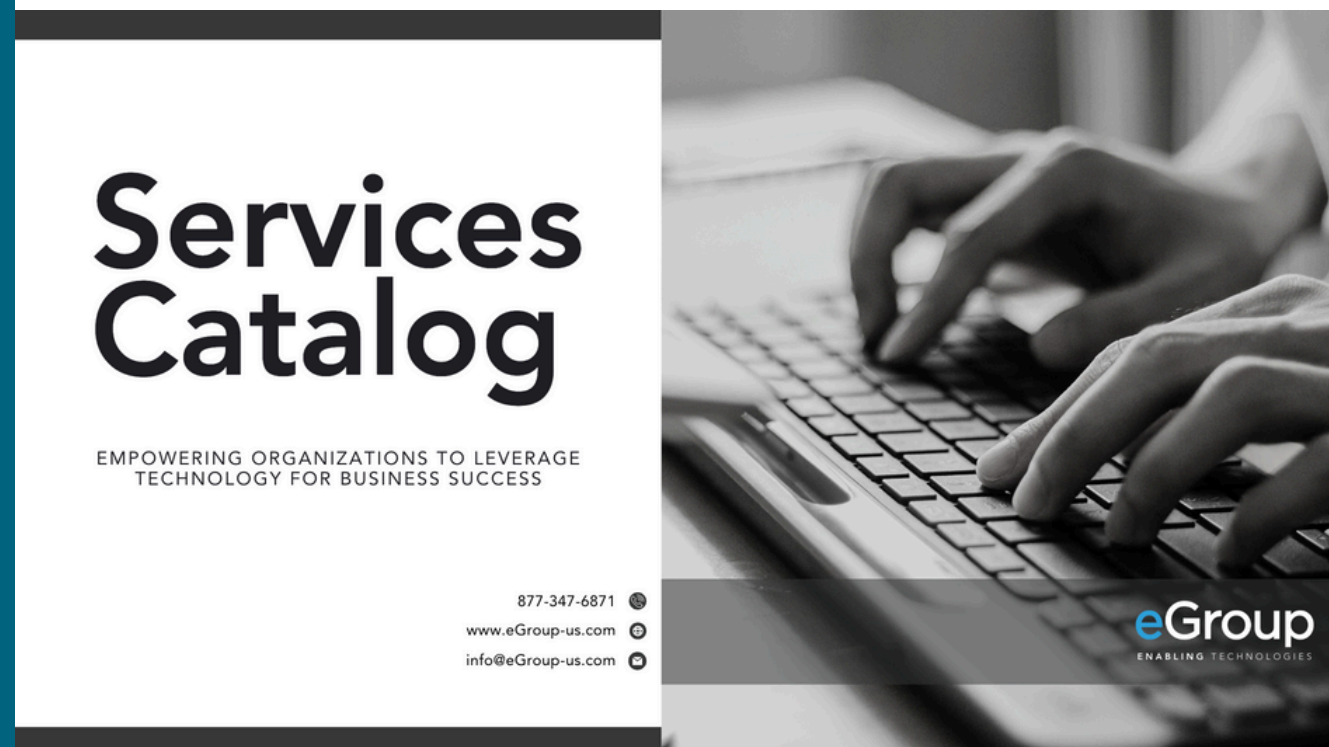
"98%+ Year-Over-Year Customer Satisfaction Score"

Reminding clients of our customer satisfaction score reinforces the trustworthiness of our brand and the positive experiences others have had with our services. It also serves as a clear indicator of our commitment to delivering quality services and our client-centric business model.

Materials That Help Communicate What We Do

Services Catalog

The Services Catalog is an organized listing of our services that has embedded links that direct readers to our website offer pages. This catalog serves as a menu or directory, clearly outlining each service's purpose, and providing a high-level overview.



The Lookbook

The Lookbook showcases a diverse range of projects we've delivered to clients across industries, each tailored to meet specific business goals and challenges.

*Note: We have industry-specific Lookbooks as well to share.



Brand Voice

Collaborative & Approachable

A direct reflection of the unique, talented individuals that make up our team— we take the time to understand our clients' challenges and work with them to find the best solution that fits their specific business needs.

Clear & Effective

Our communication reflects our deep industry knowledge, leading-edge expertise, and years of experience. Our goal is to communicate clearly and efficiently in order to simplify complicated technical processes and build trust.

Innovative & Experienced

We express our passion for continued education to consistently offer innovative solutions to our clients. Our voice conveys energy, momentum, and optimism, showcasing our mission to inspire and empower our clients, colleagues, and each other.

INTELLIGENT

COLLABORATIVE

FRIENDLY

KNOWLEDGEABLE

EXPERIENCED

PROFESSIONAL

COMMITTED

Typography

Avenir (Heavy/Bold/Extra Bold) should be used for headings or larger text instances.

Avenir (Roman/Book/Regular) should be reserved for body copy and any information that describes a larger heading.

Avenir (Heavy/Bold/Extra Bold)

Our goal is to make the cloud journey more productive, more secure, and as simple as it should be.

Avenir (Roman/Book/Regular)

Our goal is to make the cloud journey more productive, more secure, and as simple as it should be.

TYPOGRAPHY

Sample Heading

Supporting Heading

Here is your example body text. Here is your example body text.
Here is your example body text. Here is your example body text.
Here is your example body text. Here is your example body text.
Here is your example body text. Here is your example body text.
Here is your example body text.

Word Documents and PowerPoint Presentations

Avenir "Book"

[Formal Customer Name]

[Project Title]

eGroup

ENABLING TECHNOLOGIES

If [Customer Name] requires and would like assistance in remediating insecure environments to ensure that the policies above can be implemented and enforced, eGroup can provide these services through a separate agreement. If any deviations to this policy are required to satisfy project objectives, eGroup requests that the specific deviation and justification be communicated to the assigned Project Manager, so it may be evaluated, and potential alternative approaches identified. This will also allow the eGroup Project Manager to communicate the removal of approved deviations when they are no longer required to satisfy the project's objectives.

Avenir "Black"

6 Scope of Services

6.1 Project Initiation

The groundwork for achieving project success shall be established in the Project Initiation phase. eGroup shall collaborate with [Customer Name] to define project controls and initiate project activities. The specific tasks to be completed by eGroup during this phase are as follows:

- Conduct a kick-off meeting with project participants to address the following:
 - Identify project roles and responsible parties.
 - Confirm understanding of project scope.
 - Confirm site preparedness (facilities access, power, cooling, racks).
 - Discuss project schedule.

6.2 Design

In preparation for the deployment of the new [Project Title], eGroup shall prepare detailed configuration designs and implementation and testing plans for each of the components and activities encompassed by the project. Building upon the architecture designs and equipment specifications developed during proposal creation, these designs and plans shall reflect the unique parameters and attributes of the [Customer Name] environment and shall be documented in a series of deliverables that will guide the course of implementation and migration activities. The specific tasks to be completed in this phase are as follows:

- Develop and document system configuration specifications in a System Design document that addresses the following:
 - The architecture in which the technology solution shall be deployed.
 - Configuration specifications applicable to each technology, such as network addressing and resource allocations.
- Develop and document a Test Plan applicable for each major implementation activity that addresses the following:
 - Manner in which successful operation is to be tested.
 - Definition of what behavior constitutes a successful test.
 - Resources, including personnel, that must be in position to execute the test.
 - Contingency plans should testing prove unsuccessful.
 - Sequencing of replication invocation to minimize impact to production operations.
 - Contingency plans to minimize the impact of initial replica seeding on newly implemented consistency group replication.

Avenir "Heavy"

Avenir "Book"

Overview

01

TEXT

02

TEXT

03

TEXT

04

TEXT

05

TEXT

Avenir "Heavy"

Avenir "Book"

BRAND LOGO

Primary Logo

This is our core logo. You can use this logo on any company materials. We also have different logo variations of brand colors, depending on the background color being used.



LOGO VARIATIONS

eGroup
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Specialty Logos

More to come!



Logo Etiquette & Clear Space

Please don't crowd the logo! Leave enough space for the logo so it can stand out and remain legible. Avoid the below practices when applying logos to any materials.



Try not to shrink the logo down to where "Enabling Technologies" is no longer legible.



Do not crop out "Enabling Technologies" without prior permission from Team Marketing.



Don't publish any materials where the logo appears blurry or pixelated.

The Importance of Copy and Logo Usage with Contrast

It's important for all of our readers to be able to easily read the content we share. In order to remain accessible to all audience members, it's very important to utilize the principle of contrast.

By providing a clear contrast between the background and text colors, we can ensure our content is legible for our readers. Take note of the examples in the following pages to see best practices for using our logos on different background colors.

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eGroup
ENABLING TECHNOLOGIES

Partner Logo Examples

This is how you can showcase our partner logos over varying color backgrounds.
When co-branding, this is how our company's logo should be paired with partner logos.



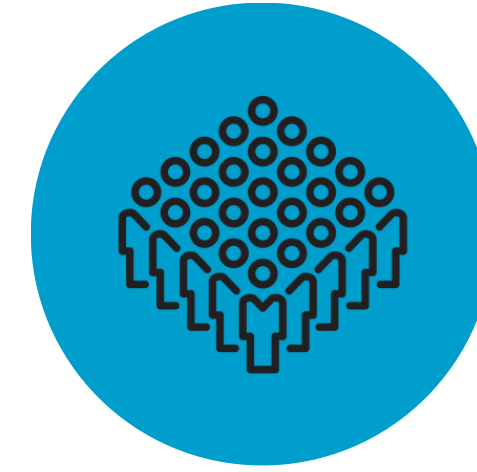
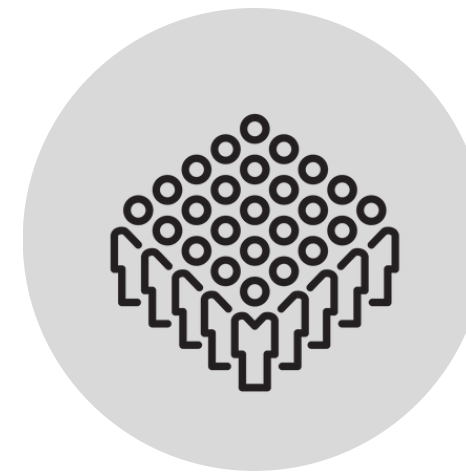
People Icons

The eGroup Enabling Technologies people icons can be used interchangeably throughout documents, PowerPoint presentations, and additional marketing materials. They represent a major piece of our brand story...US!

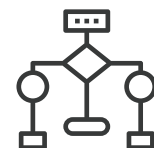
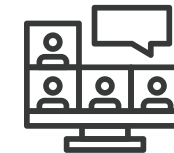
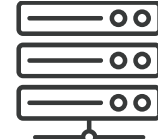
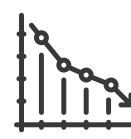
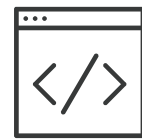
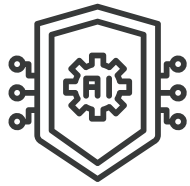
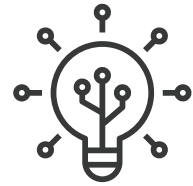
The top group is representative of how we all work together to bring speed and certainty to our clients—symbolizing our tagline “Together We Make IT Happen.”

The smaller groups represent our various departments and specializations.

The bottom group is representative of how we as individuals control our work, therefore we as a team of individuals control our outcomes. This emphasizes the importance of “IT Is Up To Me,” referring to our own individual efforts in the service of the team.



Frequently Used Icons



BRAND COLORS

Color Palette

#FFFFFF

#ADAEB0

#FFE800

#FF9F24

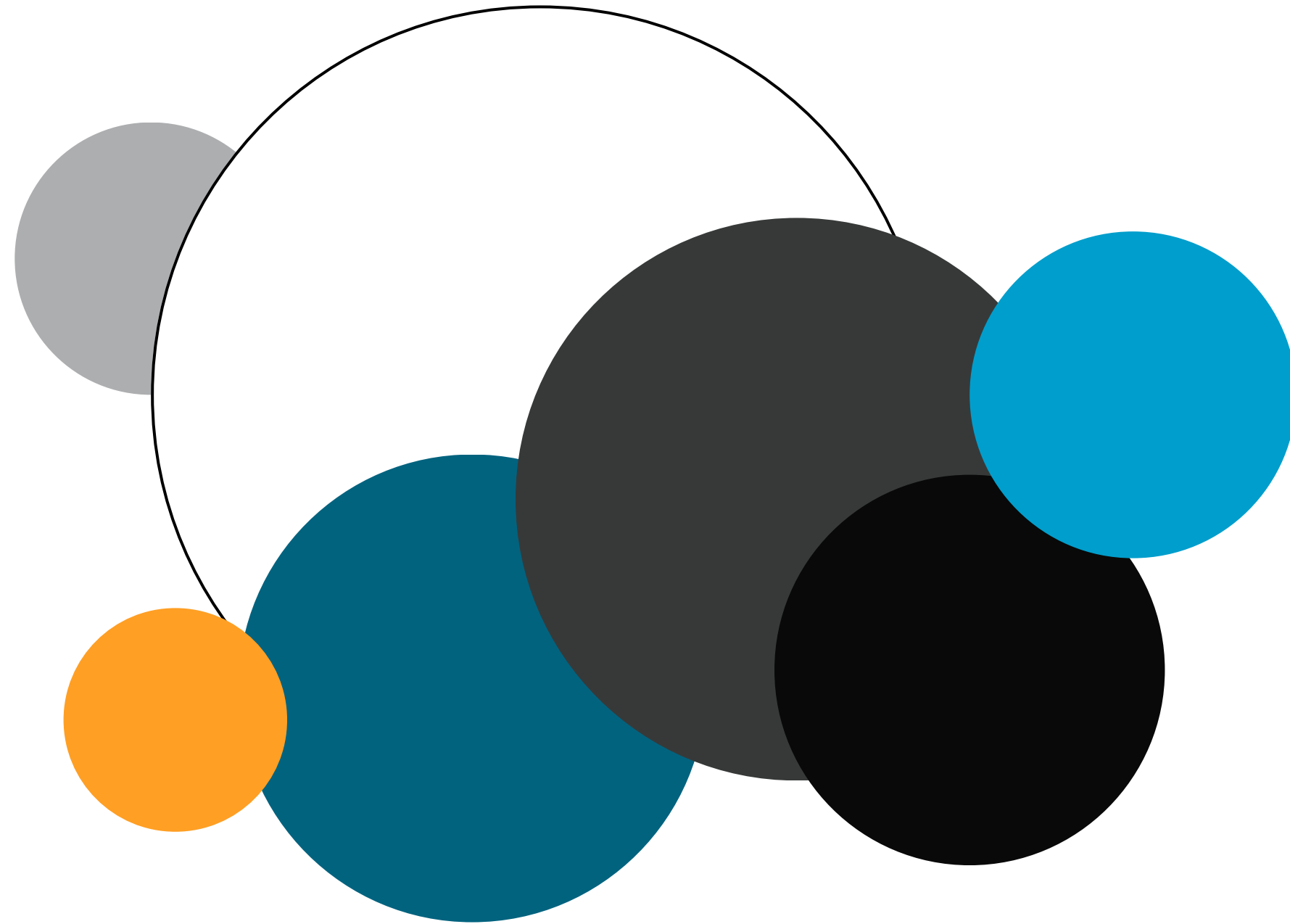
#009ECC

#02637F

#373939

#090909

Color Priority



Color Use

These principles are very important in order to provide materials that are accessible to all readers.

Color and contrast play a large role in the representation of information. In general, the icons and logos should be used in instances that provide the most contrast. Examples of approved color pairings are shown below.

ORANGE								
BLUE								
SOFT BLACK								
WHITE								
BLACK								
GRAY								

Social Media Channels



LinkedIn



If you would like for Team Marketing to auto-post company page content to your LinkedIn [CLICK HERE](#) for instructions. Keeping a frequent stream of eGroup-branded content flowing amplifies our brand message, keeps your profile active with relevant updates, and ensures you're aligned with the latest news and campaigns without needing to manage it manually.



Instagram



Facebook



X



YouTube



We have a YouTube channel, but we use it strictly to house Unlisted videos that are LIVE and gated on our website. By gating our content we're able to better protect our intellectual property from our competitors, as well as see who exactly from our prospect and client contacts are viewing.

Social Media Hashtags

#TogetherWeMakeIThappen

This is more than a hashtag, it's a mindset.

At eGroup, we believe that the best outcomes happen when we come together as one team, with our solution partners, and alongside our clients. This hashtag reflects our collective effort to not only "make it happen," but to make IT happen a play on words referencing delivering innovative technology solutions through collaboration, commitment, and community. By consistently using #TogetherWeMakeIThappen across our social posts, we reinforce our culture of teamwork because when we work together, anything is possible.

#SpeedAndCertainty

A classic value phrase inherited from eGroup referencing the A promise we make to our clients to deliver success promptly and reliably, working as quickly as possible to ensure that the work is done, but the work is also done properly. This is a great secondary hashtag to use alongside #TogetherWeMakeIThappen.

#ITIsUpToMe

#ITIsUpToMe is a reminder that each of us plays a vital role in delivering exceptional IT services to our clients. This movement is about taking ownership, showing initiative, and recognizing that every individual contribution matters and your work makes a difference. Use #ITIsUpToMe when sharing your achievements, milestones, or moments of impact—because together, we succeed when each of us steps up.

Social Media Hashtags

#weGroup

This hashtag represents the heart of who we are at eGroup– one team, united in purpose, working together to help our clients leverage technology for business success. It's about collaboration, shared success, and the belief that when we lift each other up, both in and out of the office, we can achieve extraordinary things. Together, we're not just building solutions, we're building a culture of inclusion, support, and impact. #weGroup

#BetterTogether

#ThePowerOfPartnership

This hashtag represents the strength and success we achieve through close collaboration with our solution partners. These are used to highlight our co-sell solutions, joint wins, and the value we bring to clients by working side-by-side with our partners. Together, we combine expertise, innovation, and aligned goals to deliver greater impact, because real results happen when we work *better together*. Feel free to use these when sharing about an in-person event with a partner, co-presenting a webinar together, or anything in reference to our partnerships.

Email Signatures



Director, Marketing
Carly Picciuto

[877-347-6871](tel:877-347-6871) | [419-307-1608](tel:419-307-1608)
Carly.Picciuto@eGroup-us.com
[Click here to check out our Upcoming Events](#)

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f @ in X

Double-check your links before adding as your signature!

Logo of your choosing

Links to eGroup Social Channels



www.eGroup-us.com