



Doppl Brand
v1.2.29

Doppl Canada Inc.

Canada's End-To-End Industrial IoT
Solutions Provider | IoT Without Limits.





01.1 About Us

Who We Are

Doppl Inc. is a vertically-integrated, end-to-end smart sensor (IoT) solutions provider

What we do

Doppl Inc. designs, manufactures, and sells premium smart sensor solutions for industrial applications, including hazardous locations. Our team prioritizes design and quality above all else and provide business owners peace of mind that their company is run efficiently.

How we got here

Doppl is derived from the "Doppler effect", a phenomenon that dictates the pitch of sound waves in relation to an observer. Like this effect, Doppl aims to reduce the inconsistency of assets you are misplacing in relation to their distance from your operations.



01.2 About Us

Our Mission

To Strengthen Every Business With Innovative, Reliable, and Cost-Effective Smart Sensor Technology.

Our Strategy

We design and manufacture industrial-grade, long-lasting products and intuitive software solutions. We want our clients to have less headaches and more time to focus on their business. No matter what company size, we propose various types of partnerships and agreements, so that all companies can implement and benefit from our products and services

Our People

Our team is composed of ambitious individuals who are driven to make a positive change in the world using innovative smart sensor technology.

Brand Promise

We strive "To Make Life Simpler And Safer. For Everyone."

Tagline

Because it just makes sense.



01.3 About Us

WE COMMIT TO FORMING LONG-LASTING AND MEANINGFUL RELATIONSHIPS WITH OUR PROSPECTIVE CLIENTS, BASED ON MUTUAL RESPECT AND TRANSPARENCY.

Our Target Audience

We are a B2B company

Catering to other B2B businesses and mid size to small B2C

Our B2B TA are the 20% of the companies that dominate the 80% of the market

Target Industries

The B2B target audience is long-term buyers. Since they're making larger purchases that require more maintenance and updates, relationships are usually stronger.

Portable Toilets (producers, sellers, renters)

Waste management

Construction

Oil & Gas



DURABILITY. RELIABILITY. EFFICIENCY.

01.4 About Us

DURABILITY. RELIABILITY. EFFICIENCY.

Our hardware is built to last using premium materials to ensure product **DURABILITY**.

We use only state-of-the-art components, cutting-edge technology, and proven electronics for greater **RELIABILITY**.

We aim to provide technology and solutions to make people's lives easier and safer. This is how we understand **EFFICIENCY**.



01.5 About Us

We commit to forming long-lasting and meaningful relationships with our prospective clients, based on mutual respect and transparency.

Brand Communication

We create products and services to make other people's lives easier, safer, and more efficient. In our communication we are clear and to the point, speaking the language that our clients will easily understand while staying professional and respectful . We communicate complicated technology in a professional yet friendly manner. We use intelligent humour to convey messages about our products and services, while forming an emotional connection in consumer's mind with the help of video and audio content. We use print, digital, video, text and audio tools for promotion. Our brand merchandise and sales materials are always of the highest quality.

Tone of Voice

We use humour, allegory, and metaphors to convey brand message, but in a smart and clever kind of way.

We do not use negativity to build up our brand. We avoid negative connotations and things like negative reverse selling.

We are not arrogant or pushy. We build our credibility based on trust, transparency and mutual respect and understanding.



01.6 About Us

Brand Territory

Technology | Innovation | Expertise | Smart Solutions | Business Optimization | Customer Service

Our technology is easy to understand, use and manage, but impactful

It creates added value for our clients and their customers

We support our clients at all stages of involvement so that they know they can always count on us

We are modern, up to date, but not too much futuristic to seem odd

We are innovators in our field and experts in IoT solutions

We are serious and professional, but easy-going

We form meaningful relationships based on mutual respect



02.1 Our Logo and Use of Logo



Our corporate logo is an important part of our brand. It represents our identity and is a valuable piece of intellectual property.

It represents everything what we stand for: connecting elements in this world in a smart and more efficient way.

The following pages outline how the Doppl brand is best represented in all media.











← 2.91x →



↑ 1x ↓





← 1x →

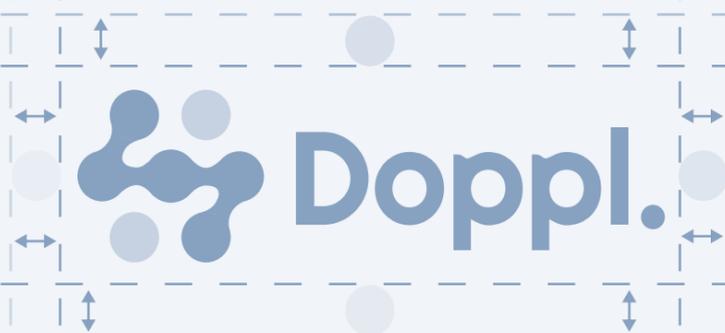


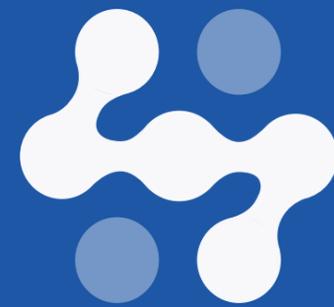
← 1 logo on each side →



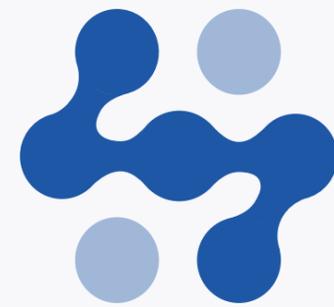


Margin = 1 Dot











← 1x →

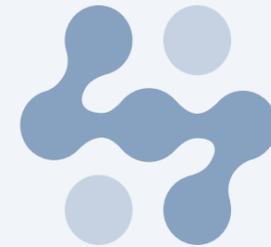
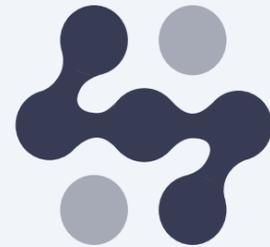


↑
0.93x
↓

02.2 Logo



02.3 Logomark

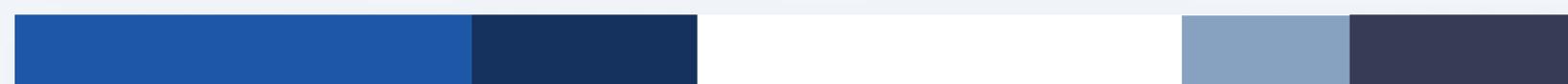


03. Colours

Core

Dark blue is used to represent elegance, authority, and intelligence. All traits supporting our promise in providing high quality smart products you trust and rely on.

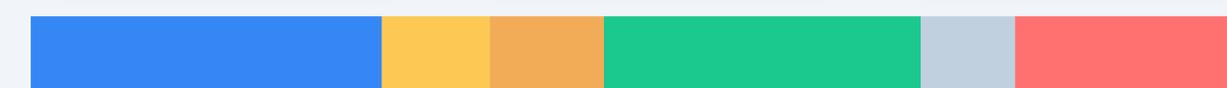
Primary 1D57A5	Secondary 15315D	Muted 87A1C1	Black 373B53
Light Grey F1F4F8	White F8F8FB	Bright FFFFFF	



Accent

Bright, lightly contrasted primary colours were used for the colour scheme to provide a clean feel to UI elements

Accent 3587F5	Service F2AC57	Normal FDC954
Inactive C1D0DF	Clean 1BC88D	Overdue FF7171



04.1 Typeface



Aa

Google Fonts

Inter

Download

<https://fonts.google.com/specimen/Inter>

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heading H1

Heading H2

Heading H3

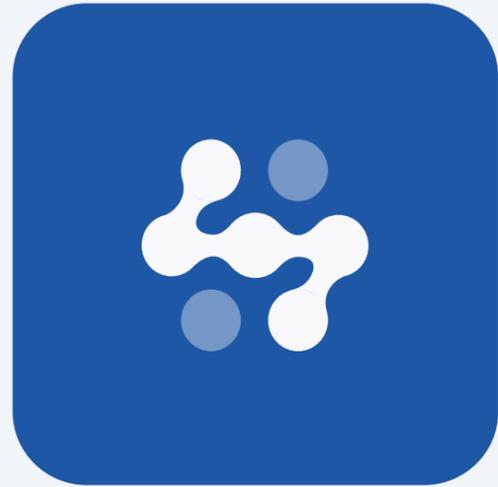
Heading H4

Heading H5

Heading H6

This is a paragraph with size 16px font. The default standard on web for paragraphs. The line spacing is set at 160% to make everything more readable.

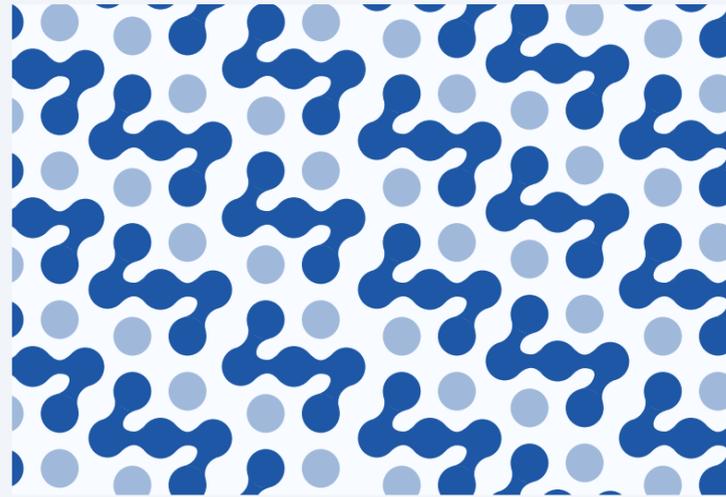
05.1 Other Formats



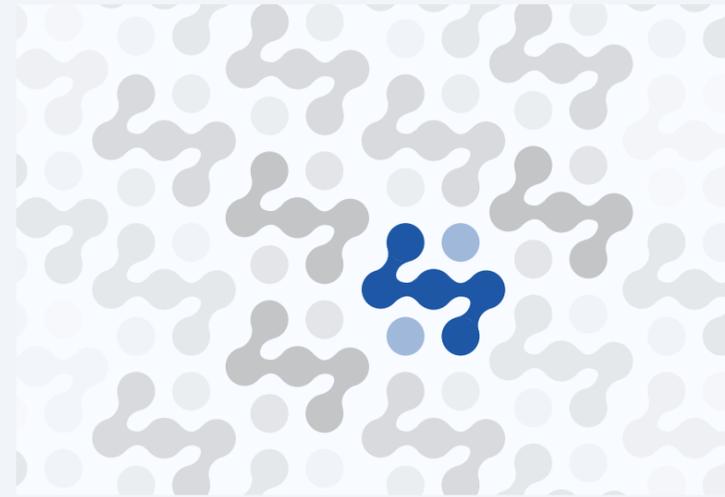
06.1 Imagery



08.1 Patterns



Doppl Wave



Doppl Wave w/ Dropoff

09.1 Things not to do



Change the spatial relationships. The Doppl mark is meant to be either to the left of Doppl, or on it's own.



Overlap items or place extra descriptions to close.



Changing the size relationships



Changing the proportions (stretch or shrink). Dimensions must remain as outlined in section 02.

09.2 Things not to do



Changing the colour. The Doppl logo is versatile, but to an extent. Only Primary, Black, or Muted.



Reverse the logo colours.

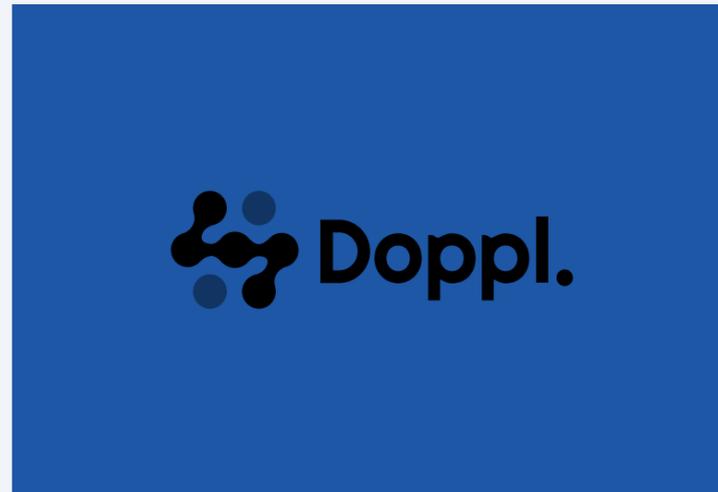


Place on an angle.



Change the typeface.

09.3 Things not to do



Do not use black on primary. The contrast is too high.



Do not use on busy background images. The logo becomes invisible.

10.1 Our Brand In print



Doppl.

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President & CEO

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www.doppl.ca

Doppl.

Doppl.

Smart Solutions
For Portable Toilet Monitoring

Doppl.

10.1 Our Brand In print




Smart Solutions
For Portable Toilet Monitoring




Committed to Providing an Impeccable End-to-End Solution

Doppl provides an end-to-end solution that is tailored to meet your business's specific needs. Our end-to-end solution simplifies the whole process for you by providing high-quality hardware, intuitive software, and the connectivity to bring it all together under one easy-to-implement package. Designed, manufactured, and assembled in Canada using the highest quality components, our hardware is industry-leading when it comes to durability and reliability. As part of our end-to-end

solution, Doppl software is easily-configurable and can be specifically tailored to meet your business's portable toilet monitoring needs. We are committed to providing excellent customer service, and we are here to make sure that every element of the solution works smoothly, from the installation and setup, through to supporting you in streamlining your day-to-operations.

Phases of Our End-to-End Solution

On-Site Analysis
Customization
Installation
On-Site Training
24/7 Support

PHASE 1
Feasibility Analysis
We will perform an on-site evaluation of your equipment, what challenges you are facing, and what hardware and software solutions are needed to help you overcome them.

PHASE 2
Tailoring the Software
We configure and tailor our software solutions to meet your portable toilet business's specific processes and needs. We make sure that everything you need is there and exactly how you need it to be.

PHASE 3
Installation
Our professionally trained team ensures that the Aware™ sensor is installed and set up correctly. The Aware™ sensor's automatic calibration makes implementation seamless so you can start tracking right away.

PHASE 4
On-Site Training
Our sales team will provide on-site (or virtual) training to teach you how to use the web apps and mobile apps. We are committed to offering unparalleled customer service and are here to answer all of your questions to ensure that implementation goes as smoothly as possible.

PHASE 5
24/7 Customer Support
We know that there is a learning curve associated with onboarding new technologies and processes. Following our installation and training services, we will continue to support and assist you 24/7 to ensure that you achieve your desired business results.

“ WE UNDERSTAND THAT THE NUMBER OF ASSETS YOU HAVE IN THE FIELD AT ANY GIVEN TIME MAY FLUCTUATE DEPENDING ON SEASONALITY. SO LET'S WORK TOGETHER TO DEVELOP A PRICING PLAN THAT WORKS FOR YOU. ASK US ABOUT OUR DEMAND-BASED PRICING! ”



Introducing Aware™

Patent-Pending Asset Tracker for Industrial Applications



-  Location Tracking
-  Temperature Detection
-  Tank Level Monitoring
-  Asset Impact Detection

World-Class Location Tracking

Using precise and highly-reliable GPS tracking technology, keep better and more accurate records of all of your equipment, where it is and its condition.

You now can remotely monitor and more accurately predict which equipment needs maintenance. With reliable and easily-accessible equipment monitoring at the push of a button, we aim to empower you to wield tighter control over your inventory and servicing. We know that equipment means business, and we are here to help you move your business forward.

Laser-Focus Accuracy

We are here to streamline and automate administrative processes that are typically performed manually.

Whether it's identifying and locating assets, adding location pins, optimizing routing for pick-ups and drop-offs, or automate billing and invoicing processes, we are here to help you create efficient processes and make informed decisions using accurate data.

“ RESPOND TO EVENTS IN REAL-TIME BY PROACTIVELY MONITORING THE CONDITION OF YOUR PORTABLE TOILETS IN THE FIELD AND RECEIVING ALERTS FOR ANY STATUS CHANGES! ”

