resco.net

Basic Visual Guideline

2022

Main Logo

The main logo is based on Myriad PRO Semibold
typography with Kerning -35pt.

resco.net

resco.net   resco.net   resco.net

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Secondary Logos

Secondary product logos are based on main logo principles.
Basic naming and visual logic is built on resco.net.

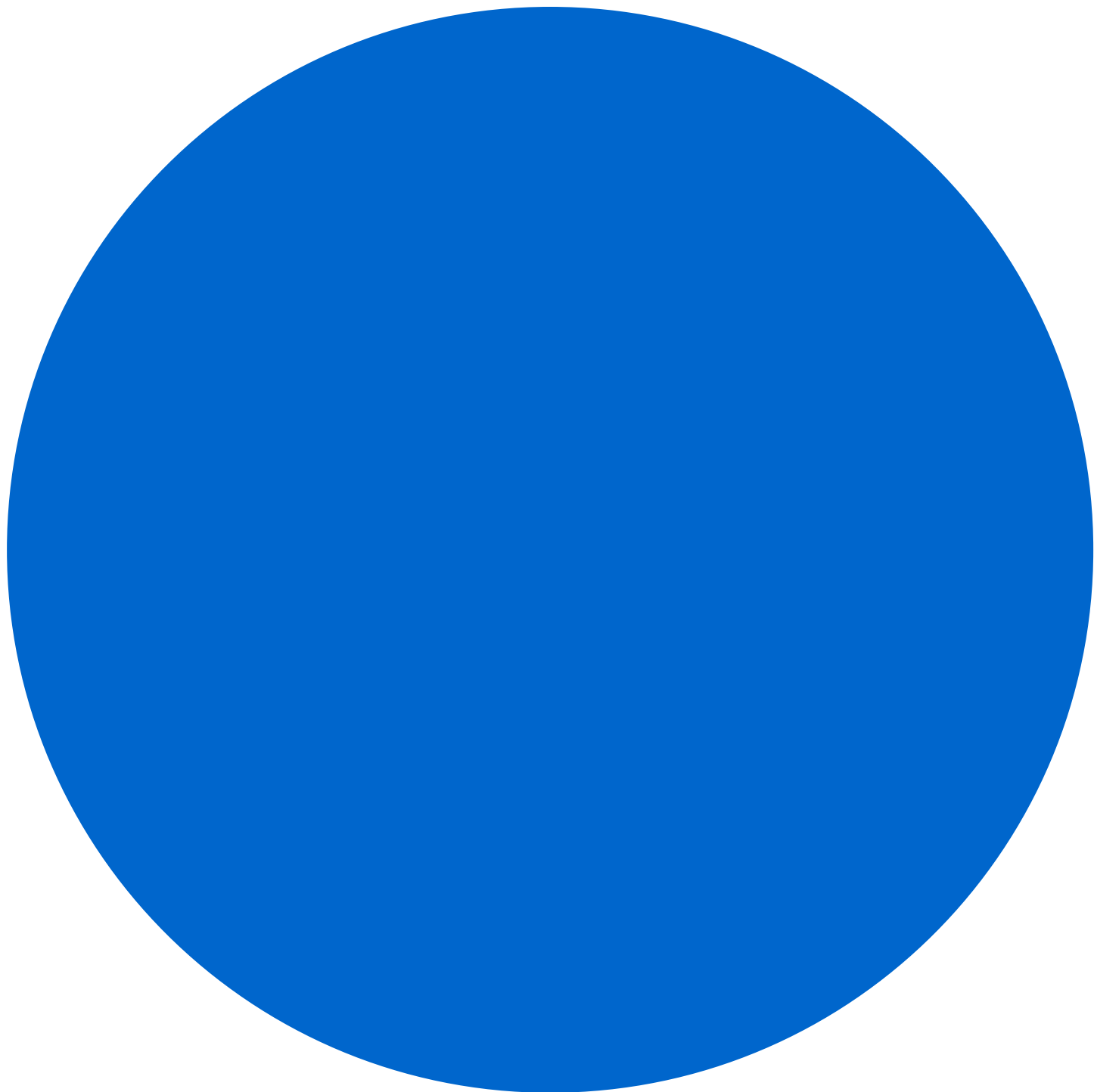**resco.Inspections**

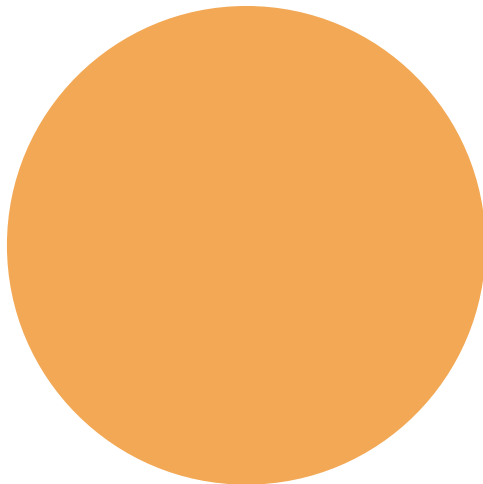**resco.FieldService**

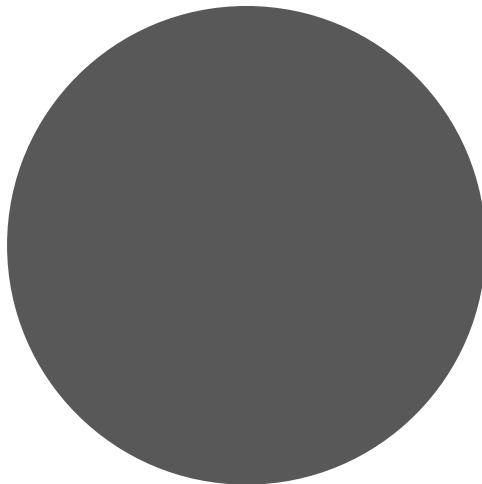**resco.Houston**

resco.ServicePlatform
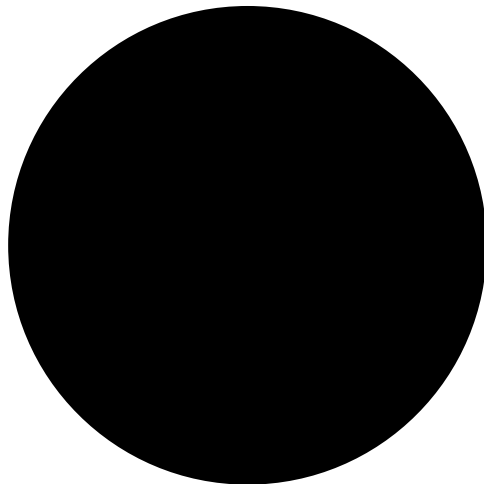
Colours

Resco BLUE

HEX   CMYK
0066cc   C 90 M 60 Y0 K0

HEX
f2a854

HEX
f2a854

HEX
000000

Additional Product Colours

resco.Inspections

- HEX: 0066cc
- HEX: 00c2a8
- HEX: ffd000

resco.FieldService

- HEX: 0066cc
- HEX: 00aeff
- HEX: ffd000

resco.Houston

- HEX: 0066cc
- HEX: 8931b1
- HEX: 5839c9
- HEX: ffd000

resco.ServicePlatform

- HEX: 0066cc
- HEX: f55b1c
- HEX: 000000

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Typography

Offline font Myriad PRO family

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Online font Rubik family

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id

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Online visual elements

We can divide the visuals used on resco.net to four main groups.

1. Product hero images
2. Industry hero images
3. Use case hero images
4. Blog hero images

resco**.net**
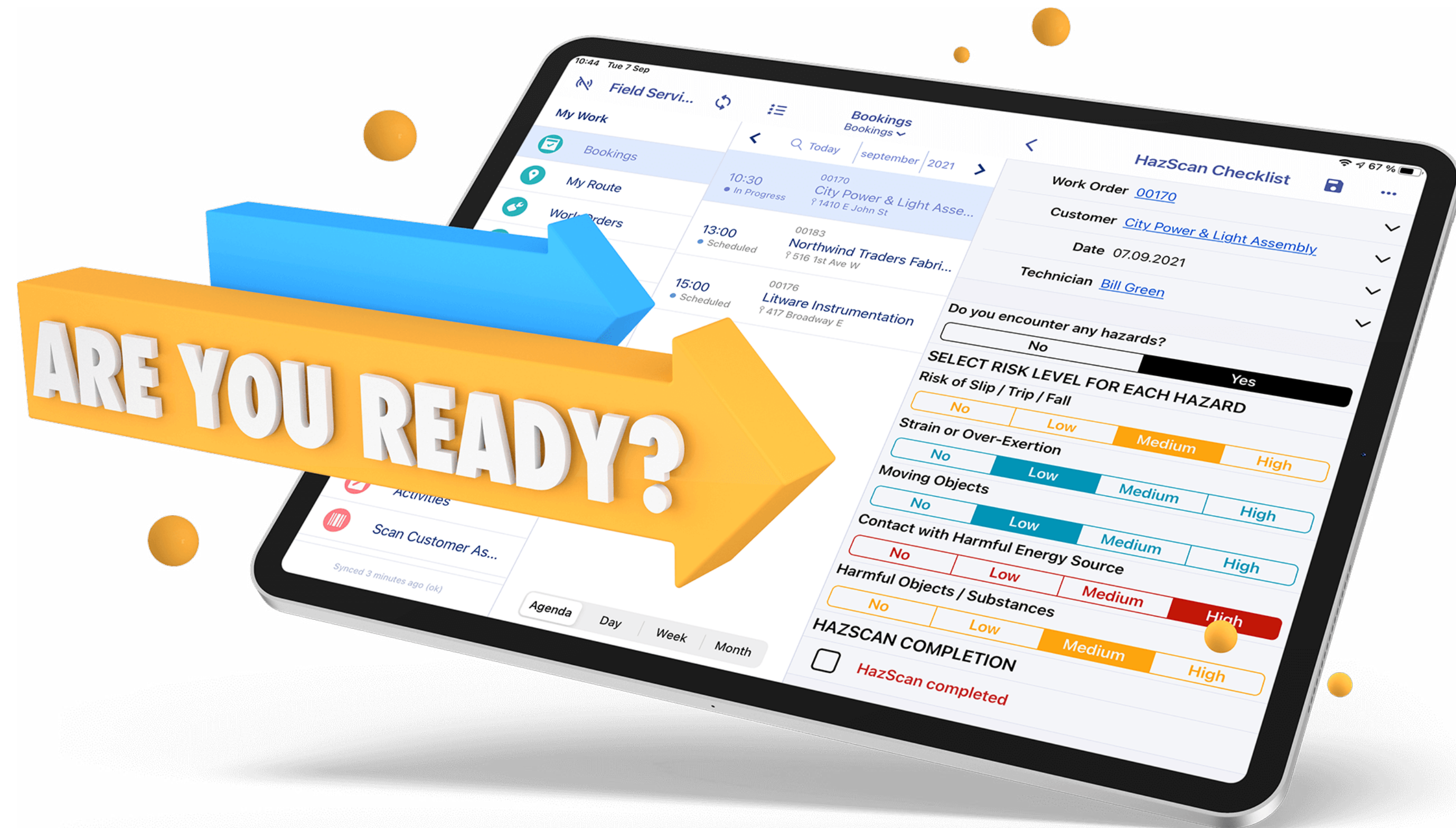
1. Product hero images

These types of images show our product situated in real devices, supplemented by elements that complete our product solution. Usually, they are placed into a blue color background gradient, defined by product.

Resco Field Service 2.0
for Dynamics 365

Big changes are coming to D365 Field Service

Continue using your current mobile setup. Seamlessly migrate to Resco.

Learn how

resco.Houston
Workforce knowledge software

Features   Resources   Roadmap

Years of knowledge at the fingertips of technicians

resco.Houston provides a knowledge library and AR remote assistance calls in a single app. Your technicians can access work instructions anytime and fulfill tasks faster. Train production and maintenance teams on-site and cut errors in operations.

Book a 30-minute demo

2. Industry hero images

For this type of pages, we developed custom type of 3D illustration rendered in 3D software. The main hero is a 3D device with our solution surounded by objects characteristic for the industry. This type of illustration is not convertible to vector because of many details, reflections, and light bounces. The illustration is placed on a white background.

ENERGY OPERATIONS AND MAINTENANCE

The powerful way to control your assets, operations and maintenance

Streamline the management of assets, work orders and maintenance plans with Resco to drive productivity and efficiency in your power plants and energy facilities.

Get started for free

Book demo

RESCO.HOUSTON FOR MANUFACTURING

From a worker to an expert with a tap of a button

With resco.Houston, the world where your technicians know how to complete any task is one tap away. Make even tribal knowledge accessible to ensure lean and efficient operations. Everything from machine manuals to real-time advice from seasoned professional available in a single app.

Book a 30-minute demo

3. Use case hero images

This type of pages uses a combination of the previous two principles. It combines real devices with polished screens of our product. The composition is completed with custom 3D elements. The illustration is placed on the product color background.

INCIDENT MANAGEMENT SOFTWARE

Respond, resolve, recover quickly from every incident

Take full control of incidents that affect your business with Resco`s software for incident management. Automate response actions and integrate corrective workflows into your operations.

Get started for free   Book demo

WORKFORCE KNOWLEDGE SOFTWARE

Boost workforce decision-making with smooth knowledge flow

Capture, standardize, and apply tribal knowledge in practice. Identify skill gaps and increase the qualification of workers with easily accessible expertise.

Book a 30-minute demo

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4. Blog hero images

Blog hero images are combination photobank photos with some "Resco" stripes.
Stripes' color is defined by products and placed in an appropriate amount.
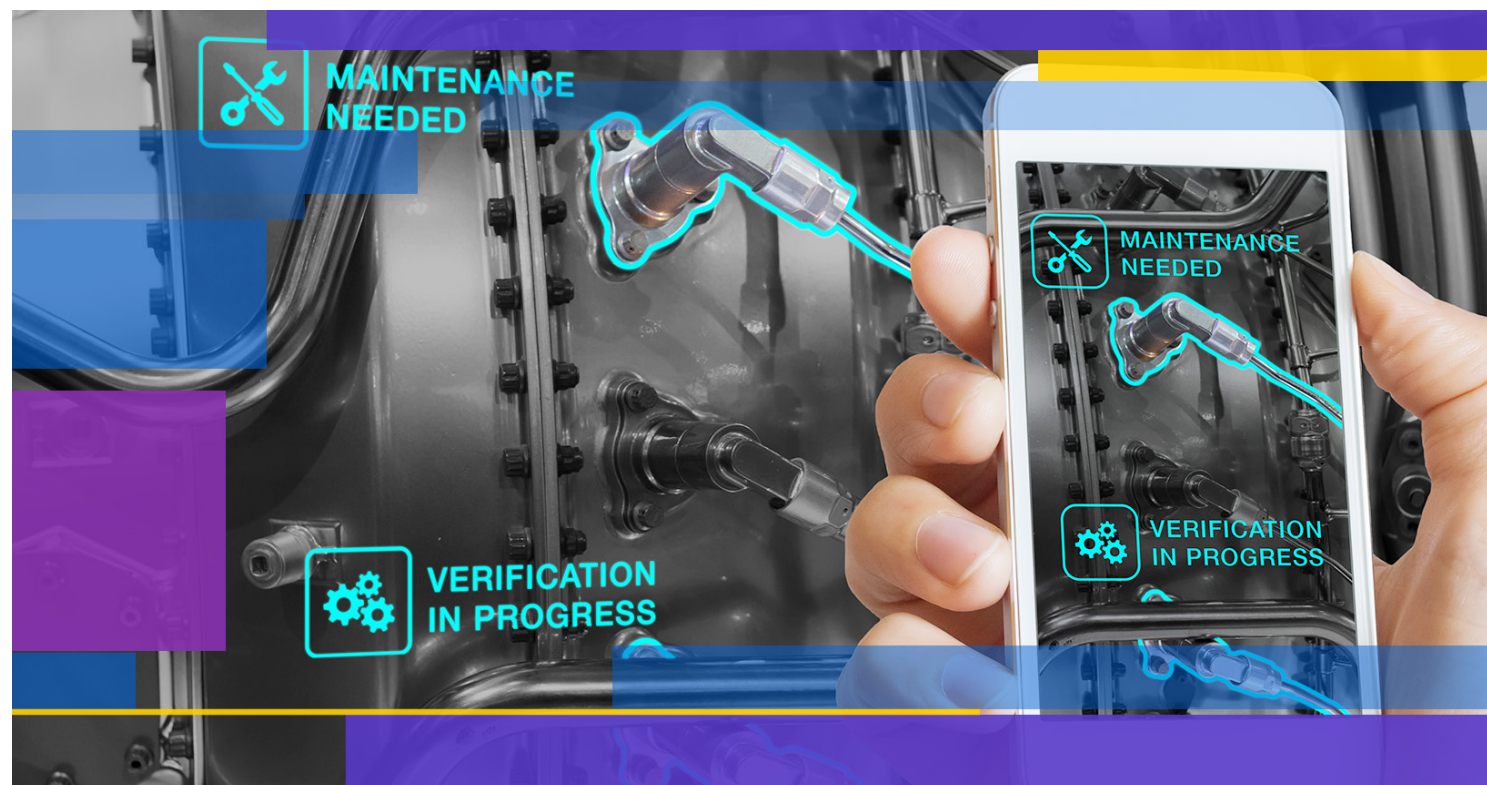
Other mix of materials

In general, the "Resco" visual philosophy is "keep it simple". Minimalist design based on blue color with a little bit of secondary color. Clear typography without unnecessary ornaments.

Social media outputs

Everything applies as with general materials. The only difference is even greater emphasis on simplicity and catchiness .

Set up automated and calendar-based workflows, work orders, inspections, or preventive maintenance jobs to keep the equipment in healthy condition

Windmill Maintenance and Repair Checklist

5 Ways to Receive Payments right in the Field

Zettle
by PayPal

PayPal Zettle Terminal is all-in-one point-of-sale system for small businesses

Accept cards, PayPal, wallets such as Venmo (U.S.), Apple Pay, and Google Pay

Braintree
A PayPal Service

Make Your Field Operations Smoother

Fre
Ins
C

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