



BrandBook

This document will help you understand the essential elements of our identity system and our core brand values. It explains how to effectively utilize these elements and serves as a source of inspiration for you to help us propel P-Terminator into a globally recognized brand that **pet owners trust and love.**

Remember It's important to follow the rules in this guide. Don't change things just because you prefer something else. If you don't stick to the rules, it could weaken our brand. If you do follow them, it will make our brand stronger.



P-Terminator

At P-Terminator, we believe that our brand is more than just a symbol or a logo—it's a living, evolving expression of our mission to deliver innovative solutions for pet odor elimination. This brand book serves as a comprehensive guide, providing clear directions on maintaining the integrity and consistency of our visual and verbal messaging.



ECO FRIENDLY
MADE IN AUSTRALIA
NON-TOXIC
FAST RESULTS



P-Terminator



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P-Terminator





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1.0

Our Brand



1.1 Our purpose

To revolutionize the way
pet owners manage pet
odors.

1.2 Who we are

We're driven by a simple belief: pet care can be effective and eco-friendly. We know that dealing with pet stains and odors can be frustrating. That's why we've dedicated ourselves to creating solutions that are not only powerful against odors but also safe for pets, families, and the planet. Our innovative approach combines nature-derived ingredients with cutting-edge science to deliver products that truly perform.

We are creating a world where pet owners never have to choose between efficacy and safety



1.3 Our Vision

Vision

We are setting new standards for eco-friendly pet care.

Vision

We are revolutionizing the way pet owners manage pet odors by creating safe, effective, and environmentally friendly solutions that enhance the well-being of pets and their families.

Position

Trusted, innovative, and eco-conscious products that are essential for every pet-friendly home.

1.4 Our pillars

Safe

We are committed. Powered by non-toxic, eco-friendly formulations, each product is designed with pet and family safety as a priority.

Effective

We are results-driven. Dedicated to eliminating pet odors effectively, ensuring your home remains fresh and welcoming.

Eco-Conscious

We make sustainability a standard. Our products are made with environmentally responsible practices to protect the planet while keeping your spaces clean.



1.5 Brand architecture

Our Focus

To establish a new benchmark for home cleanliness, ensuring environments where both pets and people can thrive without the interference of unpleasant odors.

Our products are

Safe

We are committed. Powered by non-toxic, eco-friendly formulations, each product is designed with pet and family safety as a priority.

Effective

We are results-driven. Dedicated to eliminating pet odors effectively, ensuring your home remains fresh and welcoming.

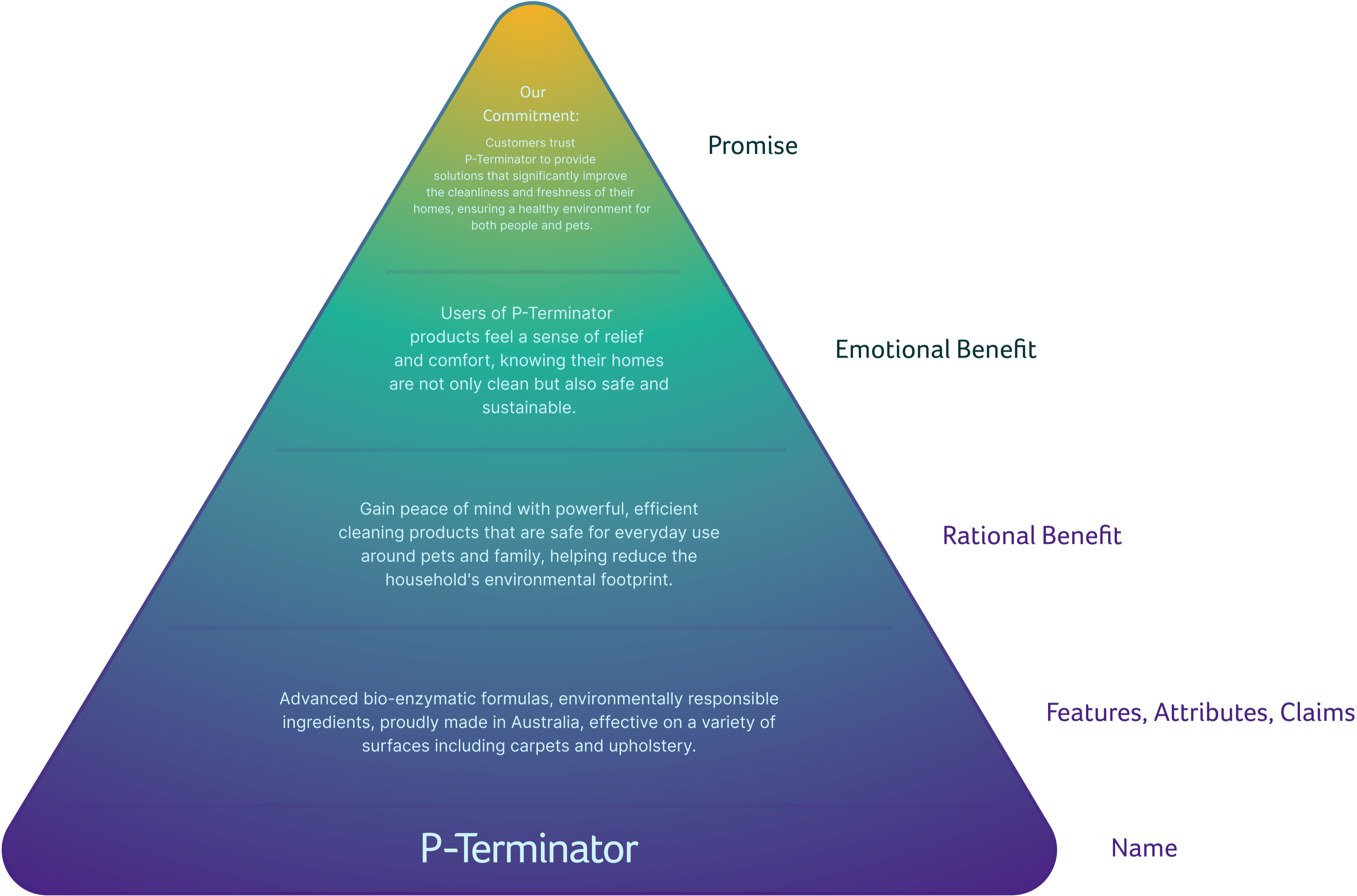
Eco-Conscious

We make sustainability a standard. Our products are made with environmentally responsible practices to protect the planet while keeping your spaces clean.

We are

We Are Champions in home care innovation, dedicated to enhancing living spaces with solutions that are as thoughtful towards the environment as they are towards the families and pets they serve.

Brand pyramid



1.7 Our Promise

P-Terminator exists to transform the way you manage household freshness and cleanliness. We deliver solutions that not only act on synthetic grass but extend their cleaning power to beds, porcelain, tiles, wood, fabric, and other types of flooring.

P-Terminator offers you a way to maintain pristine living spaces effortlessly, using our non-toxic, eco-friendly products. Quick and effective, our formula removes unpleasant pet odors, making your home a fresher, cleaner space.

We're P-Terminator. Committed to clean, fresh homes.

1.8 Our Promise

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1.9 Our character

We are

Eco-Conscious

Innovative

Supportive

Friendly

Tailored

Practical

Transparent

Committed to Quality

We are not

Detached

Better-Than-You

Superficial

Overly Serious

Exclusive

Just Another Brand

Mass Produced

Green-Washing

Overpriced

Wasteful

Old-Fashioned

Dismissive

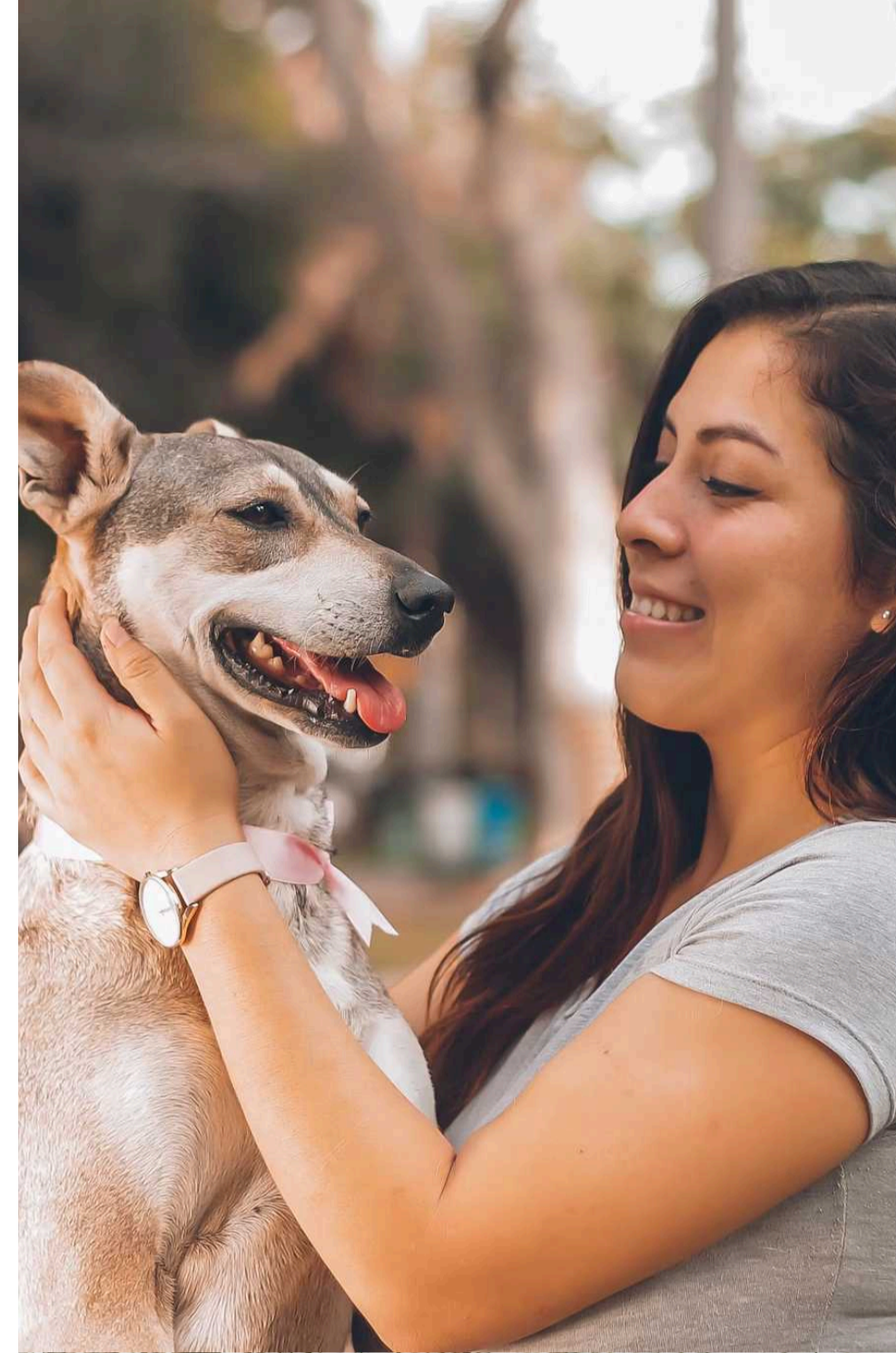
Style Without Substance

1.10 Our customer

P-Terminator enthusiasts are young, environmentally aware individuals from diverse urban backgrounds. They understand the importance of a clean, odor-free home that aligns with their green lifestyles. Our products resonate with those who demand efficacy without compromising safety or environmental integrity.

- Millennial (24-40)
- Young Gen X (41-50)
- Urban Dwellers
- Above-Average Income
- Gender Balanced
- Managers, Entrepreneurs
- Creative Minds
- Social & Environmental Advocates

These customers seek not only to elevate their home environment but also to contribute positively to their communities by choosing sustainable and safe products. They are the movers and shapers of today, driving forward with cultural and environmental consciousness.

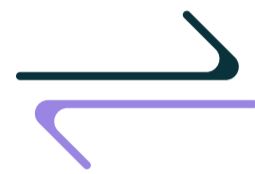


1.11 Core customers



Eco-conscious Families

- Individuals and families prioritizing eco-friendly living.
- Value non-toxic solutions for a safe, clean home.
- Invest in products that benefit their health and the environment.



Urban Professionals

- Young professionals and managers living in city settings.
- Seek efficient, effective solutions for maintaining a fresh home.
- Appreciate quick, reliable results amidst a busy lifestyle.



Sustainability Advocates

- Passionate about reducing their environmental footprint.
- Engage with brands that demonstrate genuine sustainability efforts.
- Look for products that offer both performance and environmental integrity.



Pragmatic Purchasers

- Value-driven shoppers seeking long-term cost-effectiveness.
- Prefer products that are durable, reliable, and offer good value.
- Prioritize functional benefits over brand prestige.

2.0

Customer Journey.



2.1 Brand objectives

Our goals

What we mean

How we'll get there

Be Comprehensive

Cover all aspects of pet odor elimination, ensuring our solutions cater to various household needs.

Develop a full range of products that address different aspects of home cleanliness and pet care, sharing the entire journey with our customers.

Digital Priority

Be accessible where our customers are, primarily online, enhancing their digital experience.

Offer a seamless online shopping experience with an intuitive website and engaging digital touchpoints that encourage continuous engagement.

Enhance Accessibility

Make our eco-friendly products readily available and easy to purchase through streamlined distribution channels.

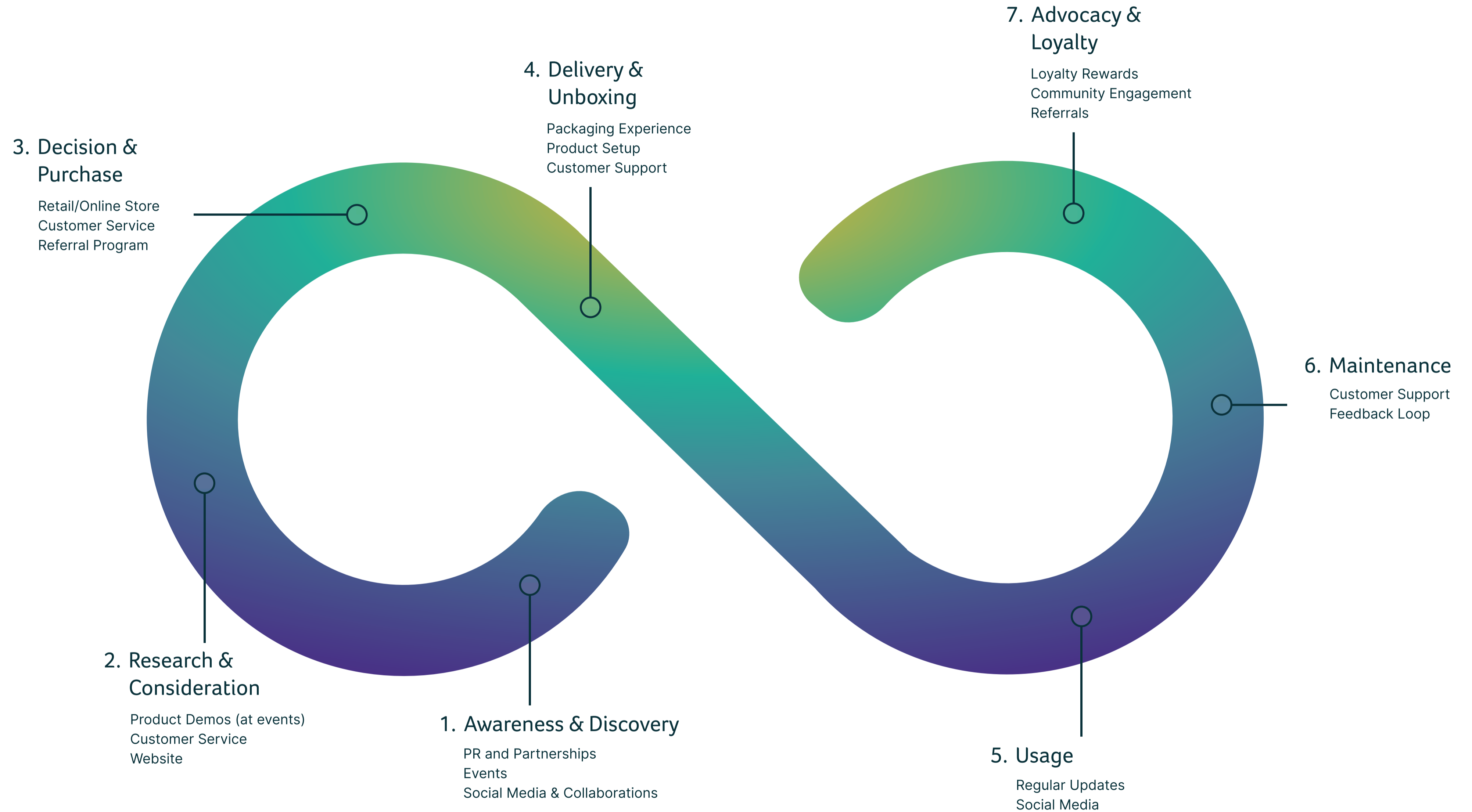
Expand our reach through various sales channels and ensure our products are easy to find both online and in physical retail locations.

Engage Socially

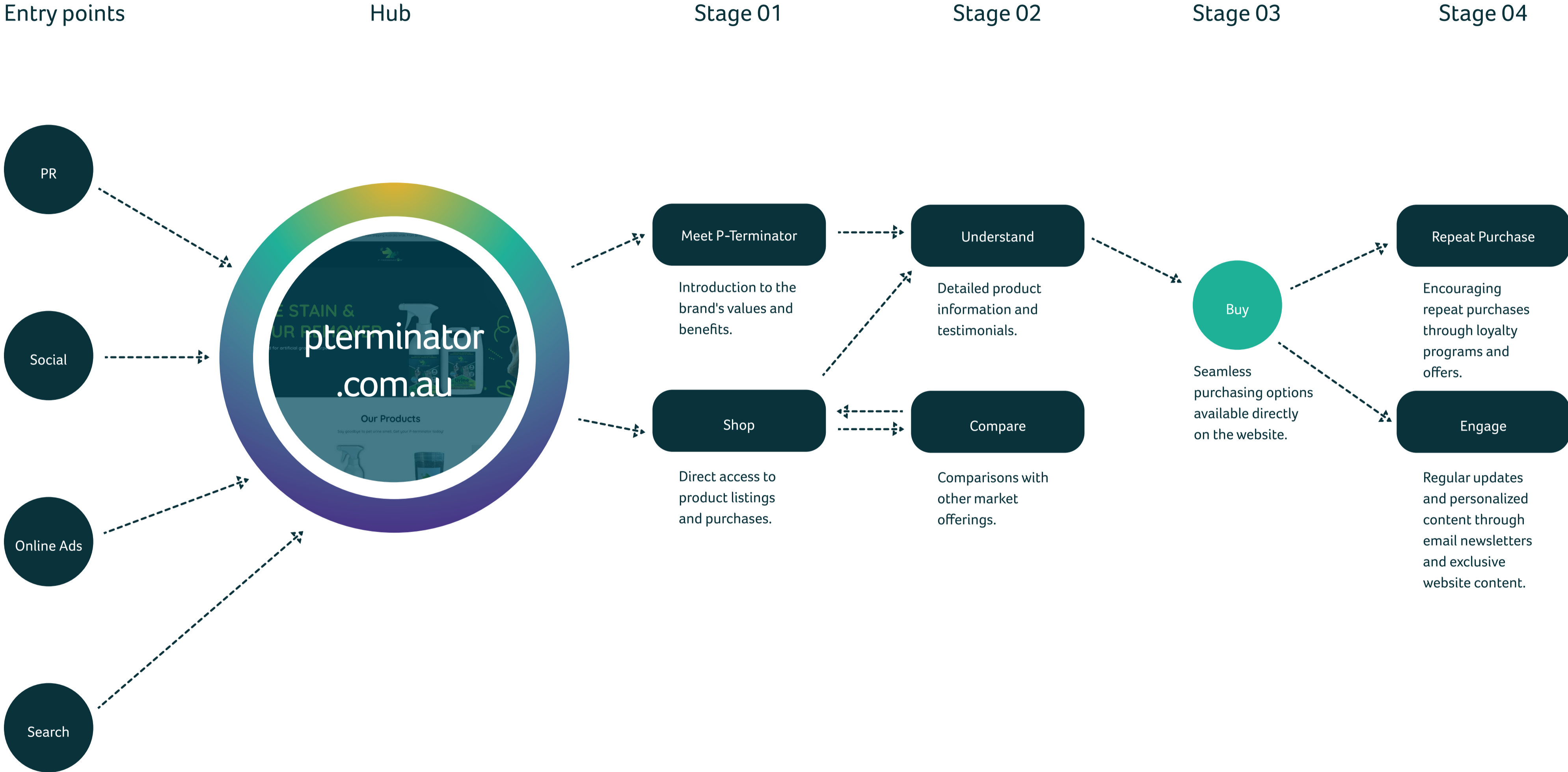
Interact genuinely with our customers, providing them with valuable insights and engaging content that resonates.

Implement targeted social media campaigns and community management practices that foster deep connections and meaningful conversations with our audience.

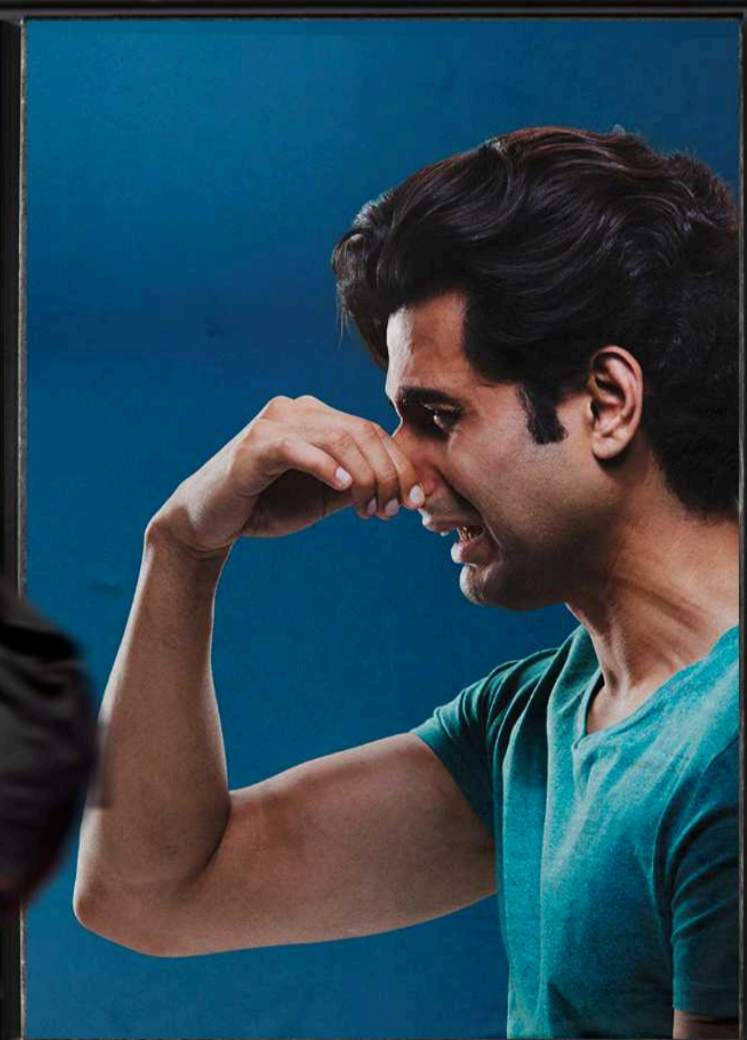
Digital ecosystem



2.3 Digital ecosystem



It wasn't
me.....



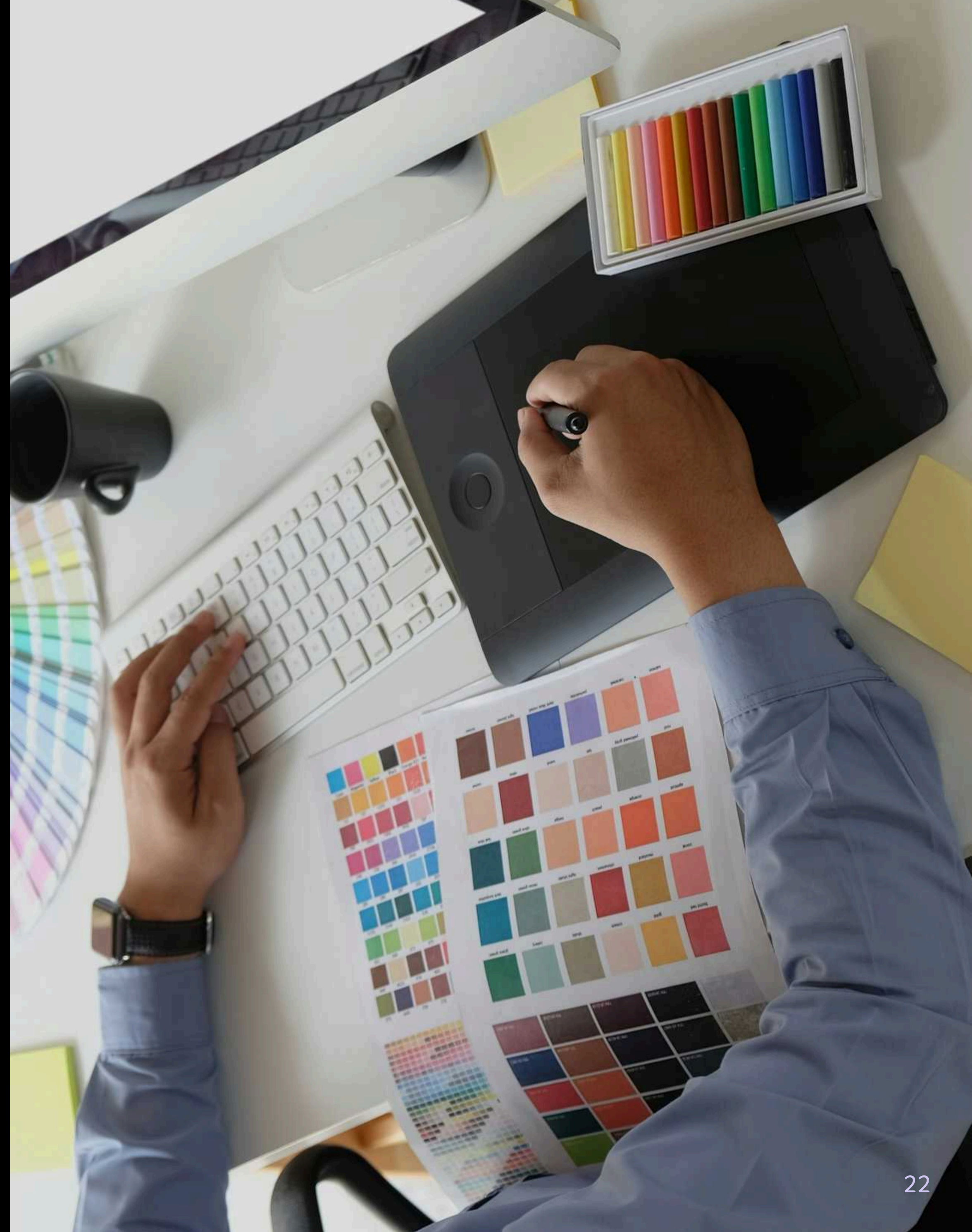
Goodbye
Stink,

Hello
Sanctuary!



3.0

Design Principles.



Trusted Touch

P-Terminator simplifies eco-friendly cleaning with trusted effectiveness. Our design marries minimalism with practicality, reflecting our commitment to safe, non-toxic ingredients. The clarity of our packaging and communication upholds our promise of transparency, making us a reliable choice in every household.

Refinement equals reliability.

Social Coherence

At P-Terminator, we speak with purpose and precision. We understand when to offer detailed explanations and when to provide quick, digestible insights. This approach ensures that our messaging remains consistent across all platforms, reinforcing our commitment to environmental responsibility and user-friendly products.

Opposites Attract

Like fresh mint paired with rich chocolate, some combinations unexpectedly complement each other perfectly. We're passionate about introducing innovations that not only perform exceptionally but also captivate and charm, ensuring every interaction with our products is refreshingly unexpected.

Simplicity First

P-Terminator embodies clarity, from the overall branding to the tiniest details. We believe in keeping it straightforward, using minimal elements to convey our message. When in doubt, we prioritize simplicity, opting for clean lines and a unified color scheme. This approach ensures that every interaction with our brand is direct, understandable, and effective.

Brand Communication

Our P-Terminator communication system illustrates how our brand personality, voice, and visuals shift depending on our communication goals. This section will walk you through the nuances of applying our identity to enhance clarity and engagement in your communications. Whether we're instructing on product application or emphasizing our eco-friendly ethos, our tailored approach ensures every message is clear and impactful.

4.1 Communication framework

Disrupt

Attract

Engage

Join

Brand Awareness

Product / Benefit
Awareness

Product / Benefit
Understanding

Product usage

Its redefining clean living!

Experience eco-friendly
effectiveness

I get what
P-Terminator is all about.

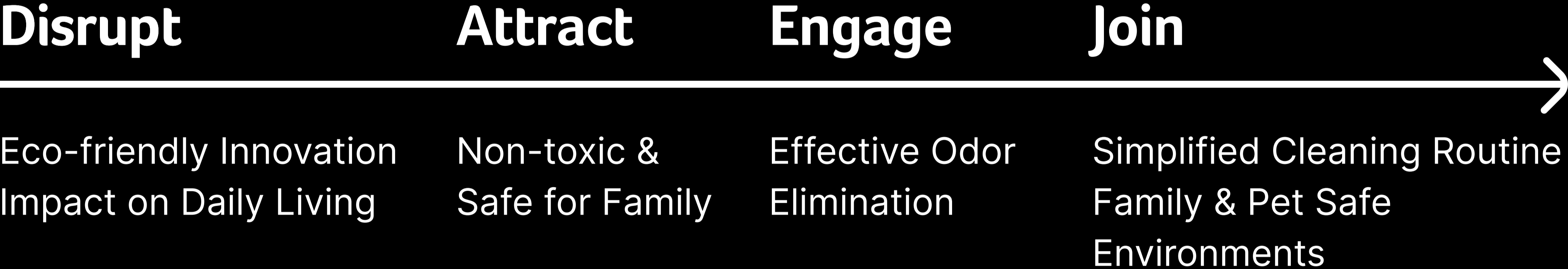
Refresh your home
effortlessly

Our P-Terminator communication framework outlines how we want our brand to be perceived, based on our desired outcomes. Whether it's the effectiveness of our products or the simplicity of their use, we want customers to think, "P-Terminator really works!" or "It's simple to use P-Terminator products." This linkage between customer feelings and our brand is crucial for developing a consistent and impactful visual language.



4.2 Communication framework

Message & Voice



Our communication style reflects the journey of our customers. For example, in the attract phase, we capture their attention with our commitment to eco-friendliness and non-toxic solutions. As they move to the engage phase, we deepen their understanding, explaining how our products provide effective and safe solutions for household cleanliness. This seamless narrative ensures that from first exposure to P-Terminator, customers are guided smoothly towards making informed decisions, fostering a lasting relationship with the brand.

4.3 Communication framework

Visuals

Disrupt

Engage audiences with vivid scenes of clean, refreshed living spaces. Use image and video-heavy content that showcases the impact of using P-Terminator in everyday life.

Attract

Highlight product efficiency through high-quality product photography. Emphasize the eco-friendly and non-toxic nature of the products with clean, clear visuals.

Engage

Focus on detailed illustrations and visuals of the product application, showing how easy and effective it is to use on various surfaces. Maintain a consistent and calming color palette to reinforce the safety and eco-consciousness of the brand.

Join

Guide users to take action with clear, visually appealing buttons and calls to action that prompt them to purchase or learn more about the products.

As we progress from initial engagement to customer loyalty, the visual strategy for P-Terminator evolves. In the disrupt phase, visuals are bold and striking, designed to catch the eye and introduce the brand's mission of providing eco-friendly cleaning solutions. These visuals might not delve deep into specific product details but instead focus on the overarching benefits and impact on lifestyle. As we move towards the join phase, the visuals become more detailed and descriptive, focusing on product specifics, usage techniques, and tangible benefits, helping customers make informed decisions and fostering a deeper connection with the brand. This strategic scaling ensures that each visual asset serves its purpose effectively at different stages of the customer journey.



P-Terminator

MADE IN AUSTRALIA

NON TOXIC

Trademark



5.1

Logomark

For the P-Terminator brand, the logo embodies our commitment to clean, safe living spaces. Shaped as a distinctive "P" with a pet silhouette, it merges functionality with aesthetics, reflecting our holistic approach to household care.

The negative space and fluid lines suggest freshness and movement, capturing the essence of our eco-friendly and effective solutions. This logo symbolizes our dedication to innovation, safety, and environmental responsibility, seamlessly integrating these elements to redefine pet and family-friendly environments.



5.2

Logotype

The Foco Bold font, chosen as the logotype for P-Terminator, underscores the brand's dynamic and strong characteristics. Its bold lines and solid structure deliver a direct and authoritative visual impact, making the logo instantly memorable and powerful.

This font supports P-Terminator's commitment to effectiveness and reliability in products designed to enhance cleanliness in homes with pets. Its robust appearance perfectly aligns with P-Terminator's promise of strength and efficiency, ensuring visual consistency and strong brand recognition across all platforms and materials.

P-Terminator

Logo lockup

The fusion of the logo symbol and logotype creates a cohesive and recognizable representation of the P-Terminator brand across all media. This standardization enhances brand visibility and underscores our dedication to delivering superior design solutions that reflect our core values and attention to detail.

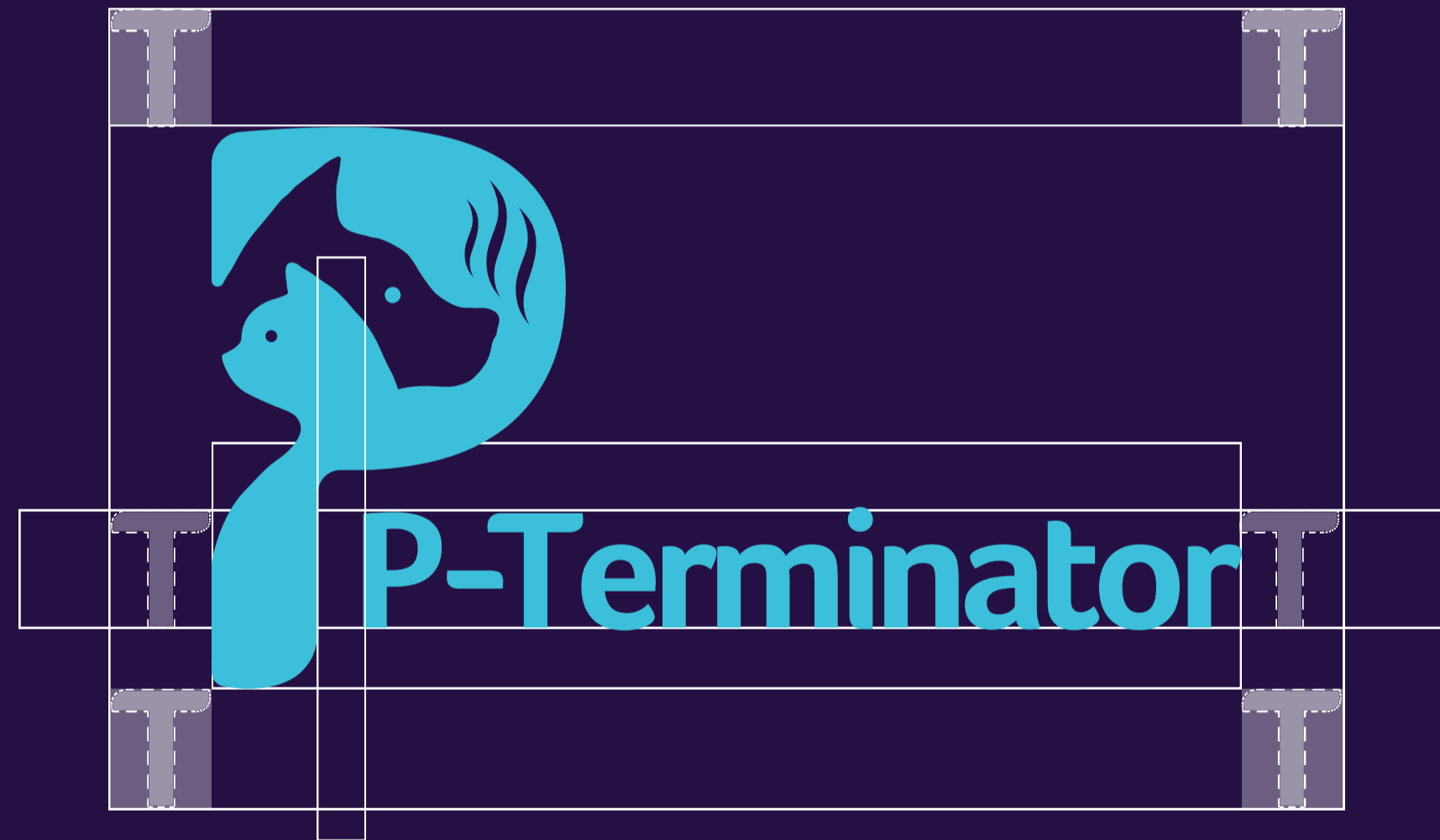


5.4

Clear space

When using the symbol and type

This precise arrangement of the logomark and logotype in P-Terminator ensures uniformity and balance, highlighting the meticulous care in our brand's presentation. Each element is proportionally spaced, equal to the dimensions of the 'T' in our logotype, enhancing visual harmony and ensuring instant brand recognition across all applications.



Minimum sizes

The version is optimized for sizes that are not excessively small. It mandates a minimum height of 1.25" for print applications and a minimum of 80px for digital applications, ensuring legibility and clarity even at larger dimensions.



5.6

Dont's

Things that should not be done when using the logo, because it can lose people's perception of the brand



Strech



Color Change



Angle Change



Remove Icon



Shape Change

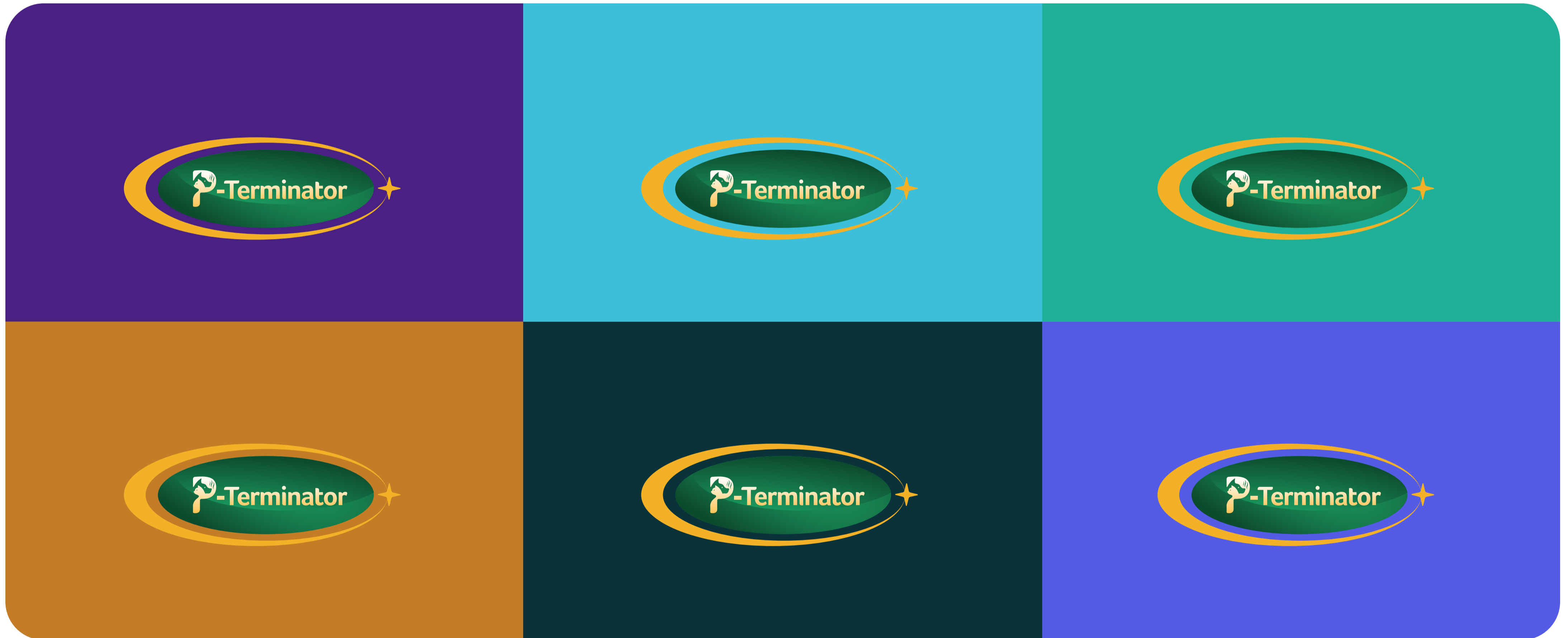


Font Change

5.7

Colors

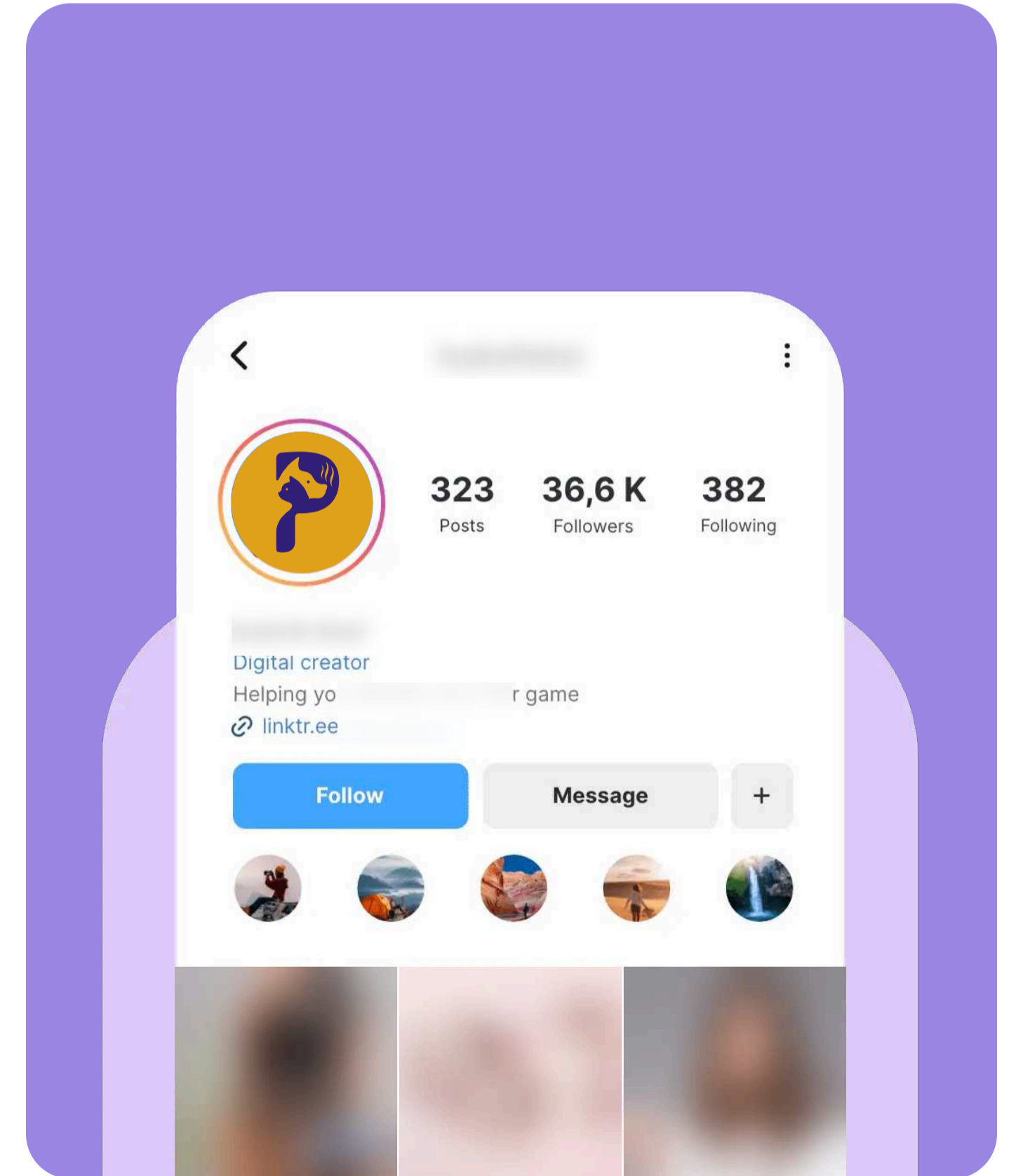
This clarifies the correct application of our brand colors to ensure consistent visual identity. It demonstrate the approved color palette for the P-Terminator logo, emphasizing uniform brand recognition across various media. The provided examples illustrate permissible color uses, enhancing brand consistency and ensuring accurate perception in all visual communications.

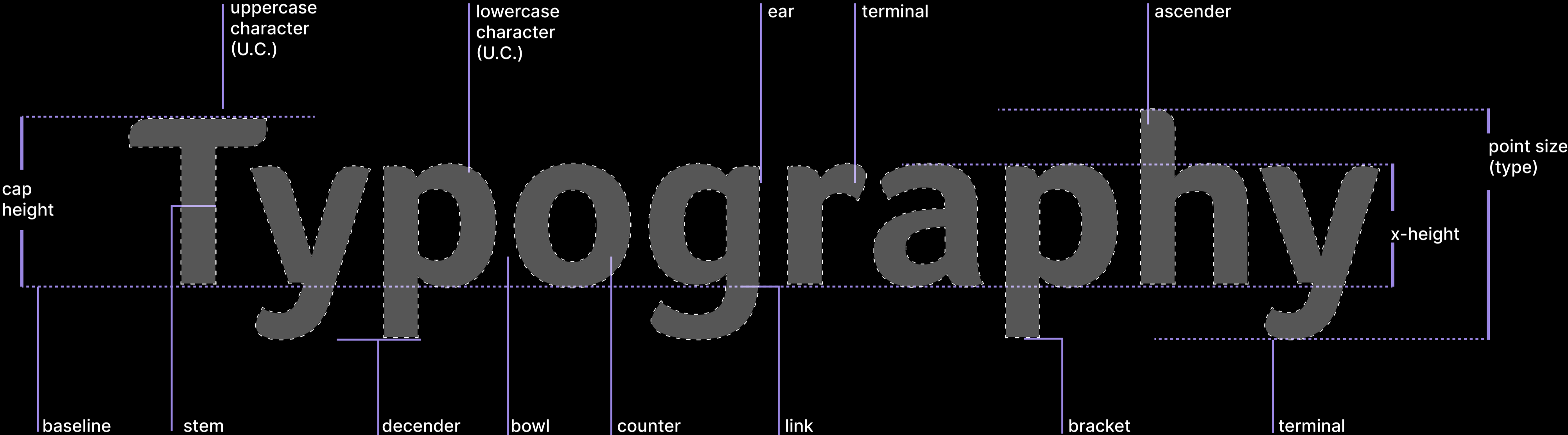


5.7

Application

Examples of using logo in various media for branding needs





6.1 **Typography**

Typography is a cornerstone of our identity. P-Terminator's use of bold, contrasting typography is vital in establishing a strong and recognizable brand. Our strategic use of varied typographical styles not only enhances readability but also reinforces the distinctiveness of our visual identity, embodying our commitment to innovation and clarity in communication.

Meet Your Typeface

Primary Typeface

Our primary typeface for P-Terminator is Foco - bold, a distinct, modern sans-serif font crafted for strong display and readability. Foco - bold is designed for high impact and versatility, supporting everything from bold headlines to more subtle text in print and digital media.

This typeface includes various weights, but its bold style is particularly effective for making a statement and ensuring visibility across all brand communications.

Foco Bold

qwertyuiopasdfghjklzxcvbnm
QWERTYUIOPASDFGHJKLZXCVBNM
1234567890

Tracking, Kerning & Leading

Tracking is the overall spacing between groups of letters, while Kerning refers to the spacing between individual letter forms. For body text using the Inter font, the default tracking setting (0 units of tracking) is typically suitable.

Leading describes the vertical spacing between lines of text. It's crucial for enhancing readability and maintaining a clean, organized appearance in textual content.

The tracking and leading are just right for



Correct Tracking, Kerning & Leading

Tracking is the overall spacing between groups of letters, while Kerning refers to the spacing between individual letter forms. For body text using the Inter font, the default tracking setting (0 units of tracking) is typically suitable.

**In this example, tracking
25 at:**

- -4% units on title
- 0 units on body copy

And leading is at:

- 140% the size of body at 40 pts.
- For title 120% the size of >20 pts
- For title 100% the size of >60 pts

The tracking and leading are too loose



Wrong Tracking, Kerning & Leading

Tracking is the overall spacing between groups of letters, while Kerning refers to the spacing between individual letter forms. For body text using the Inter font.

The tracking and leading are too tight



Wrong Tracking, Kerning & Leading

Tracking is the overall spacing between groups of letters, while Kerning refers to the spacing between individual letter forms. For body text using the Inter font, the default tracking setting (0 units of tracking) is typically suitable.

Combining Typography Weights

Our typeface is available in five versatile weights: thin, light, regular, bold, and black. Employing a variety of weights allows us to establish a clear hierarchy within our texts, making content not only easy to navigate but also engaging. This strategy ensures that our key messages are prominently displayed and pages are aesthetically pleasing.

We craft our typographical hierarchy through careful variations in type position, weight, size, capitalization, and color. This meticulous approach to typography, guided by the golden ratio (1.618), is reflected in our choice of font sizes. These include 254.2 pt, 157.1 pt, 97.1 pt, 60 pt, 37.1 pt, 22.9 pt, and 14.2 pt, each size specifically selected to enhance visual appeal and maintain a consistent brand presentation across all platforms.

Foco bold
157.1pt

This is a headline

Foco bold
97.1pt

This is a headline

Foco bold
60pt

This is a headline

Foco regular
37.1pt

This is a headline

Foco regular
22.9pt

This is a headline

Foco regular
14.2pt

This is a headline

Colours

7.1

Color Library

Color Palette We have crafted a versatile and extensive color palette designed to cater to all aspects of the P-Terminator brand. This palette not only defines the visual character of the brand but also enhances product differentiation and brand recognition across all materials and digital platforms.

Core Colors Our selected core palette comprises distinct and expressive colors that define the visual foundation of P-Terminator. These colors are meticulously chosen to reflect the brand's commitment to safety, effectiveness, and environmental consciousness.

Core Colours

			Dark Brown #3C1D04	
	Dark Violet #251043	Dark Cyan #0B333B	Bronze #C47D27	Deep Green #092F1D
	CORE Deep Purple #4A2283	CORE Medium Aqua #20B198	CORE Vivid Orange #F3B127	CORE Emerald #20B16D
	Vivid Blue #545BE5	Bright Sky #3BBFDA	Golden Tainoi #FDC555	Light Green #3BDA90
	Muted Lavender #896E9E	Teal Depth #448899	Light Orange #F39D59	Forest Green #449971
	Soft Amethyst #9A86E3	Aqua Green #7FD6DB	Warm Beige #FACEAB	Pale Green #91E1BC
	Lavender Light #D0C7F1	Icy Mint #CFF5FD	Vanilla Cream #F1E0BB	Aero Blue #91E1BC

7.2

Suggested Pairings

Our color palette offers a wide array of possible combinations, each uniquely suited to enhance the P-Terminator brand's visual identity. However, not all combinations have the same visual impact. This page presents a selection of color pairings that are recommended for use across various brand applications, including text, backgrounds, and user interfaces. These combinations also align with the usage in our wordmark, layouts, and any other brand identifiers.

Guidelines for Color Pairing

- 1. Core Colors with Shades:** Use vibrant core colors with their respective darker shades to create emphasis and visual appeal.
- 2. Tinted Text on Shades:** Lighter tints of our core colors can be used effectively on darker shades to maintain readability and visual interest.
- 3. Shade on Core or Tint:** Using darker shades on either core colors or lighter tints ensures that text remains legible and stands out.
- 4. Avoid Mixing Tints with Core Colors Directly:** To avoid visual confusion and ensure clarity, do not use tinted text directly on core colors.

Accessibility and Compliance

Accessibility and Compliance: When applying these colors, adherence to ADA guidelines for contrast and readability is paramount. This ensures that all visual content is accessible to a wide audience, maintaining the brand's commitment to inclusivity.



7.3

Avoid These Pairings

Our brand champions a broad spectrum of vibrant colors, each carefully selected to reinforce the identity of P-Terminator. While our design system is versatile, certain color combinations may detract from our brand's visual harmony and should be avoided to maintain consistency and visual appeal.

Practices to Avoid

- 1. Similar Color Overlays:** Avoid using similar or closely related colors for text and background combinations, as this can lead to poor contrast and reduce legibility.
- 2. High Saturation Clashes:** Combining highly saturated colors can be visually overwhelming and should be used sparingly or moderated with neutral backgrounds.
- 3. Overuse of Vibrant Tints:** While tints can enhance design, their overuse, especially against similarly light or unsaturated colors, can make content hard to discern and look washed out.
- 4. Dark Text on Dark Backgrounds:** Ensure there is sufficient contrast between text and its background. Dark text on dark colors should generally be avoided unless there is a significant contrast adjustment.

Objective

the objective is to steer clear of combinations that compromise readability, visual impact, or stray from the established brand identity guidelines. Each color has its place and purpose within our palette, and we aim to use these tools thoughtfully to build a strong and cohesive brand image.



7.4

Gradients

Subtle and Strategic

At P-Terminator, we use gradients thoughtfully as a way to add depth and vitality to our designs, without overwhelming the core elements of our visual identity. Our approach eschews the common high-tech gradient style in favor of a more subdued and artistic application, incorporating a subtle texture that enhances without dominating.

Photo styles.

8.1

Brand Imagery Hierarchy

P-Terminator? The concept of “P-Terminator” is illustrated through diverse and dynamic visuals, avoiding typical pet product cliches to showcase innovative, effective solutions.

Layouts



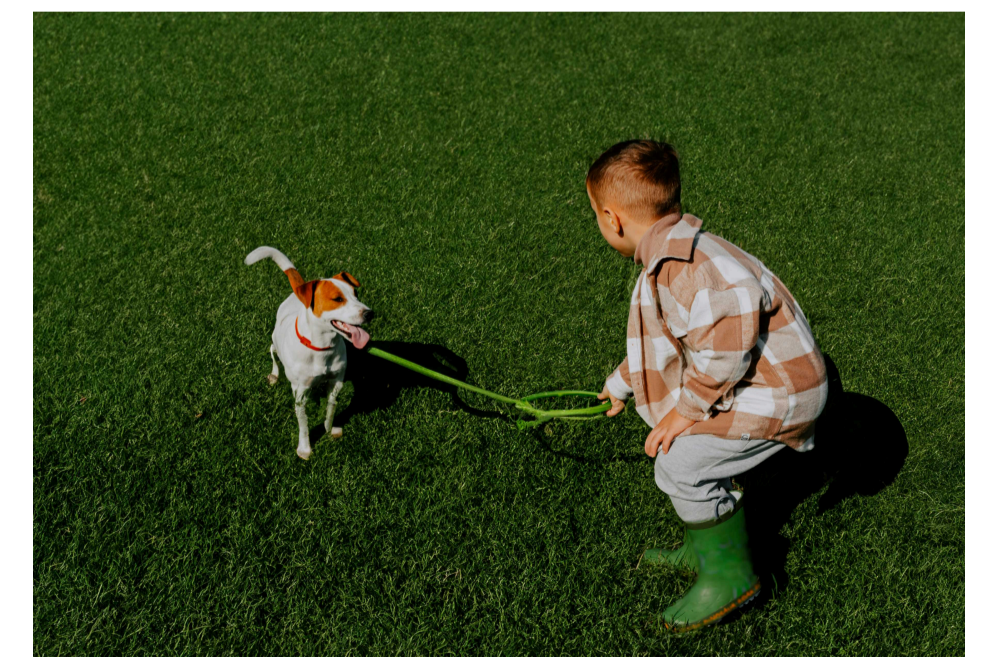
**Sniff Happily
Ever After.**

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempo

Product



Outdoor



8.2

Product Imagery for Layouts

Simplified Product photography, captured in a clean studio style, is utilized for layouts to relay clear and concise product information. The imagery is crafted to harness ample negative space, ensuring readability when paired with textual content. This not only showcases the product's efficiency and design but also supports text and other elements in the layout.

Remember Ensure that product images are cropped to prominently display the P-Terminator logo, ensuring brand visibility without the need for additional textual branding elements on simplified backgrounds. This approach emphasizes the product's presence and aligns with the overall brand strategy.

Guide to Image Usage

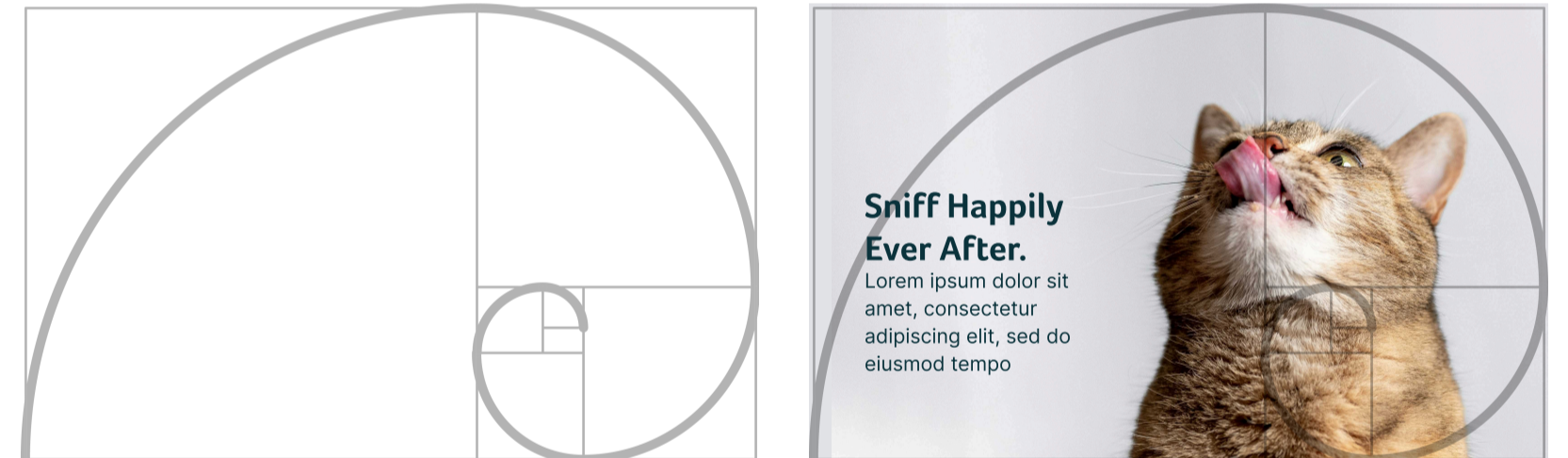
Safe Zones

Defined safe zones ensure text and vital elements are clearly visible, avoiding overlap with key product features, allowing for uncluttered and impactful message delivery.



Balance

Employ the golden ratio to strategically place the most crucial visual and textual content, enhancing the visual flow and compositional strength.



Left Aligned

Maintaining alignment consistency ensures a clean and orderly presentation. Text is aligned to the left, complementing the straightforward and effective layout of the product imagery.



8.3

Photo Style

Product— Clean Classic

Clean & Classic Hero Shots: High fidelity captures with superior lighting ensure every detail of the P-Terminator is highlighted. Dynamic angles and settings display the product's sleek design and practical features.

Environment and Setup: We utilize a minimalist, well-lit studio setting or high-quality 3D renders to capture the essence of P-Terminator. The focus is on keeping the images clean and true to form without artificial reflections or distracting shadows from post-production.

Composition Principles: We employ symmetry and strategic use of negative space to emphasize the P-Terminator's elegant lines and functional form, portraying the product's efficiency and innovative design.

Remember When shooting, ensure the framing and background enhance the product's presence without overwhelming it, allowing the P-Terminator's design to speak for itself.



8.4

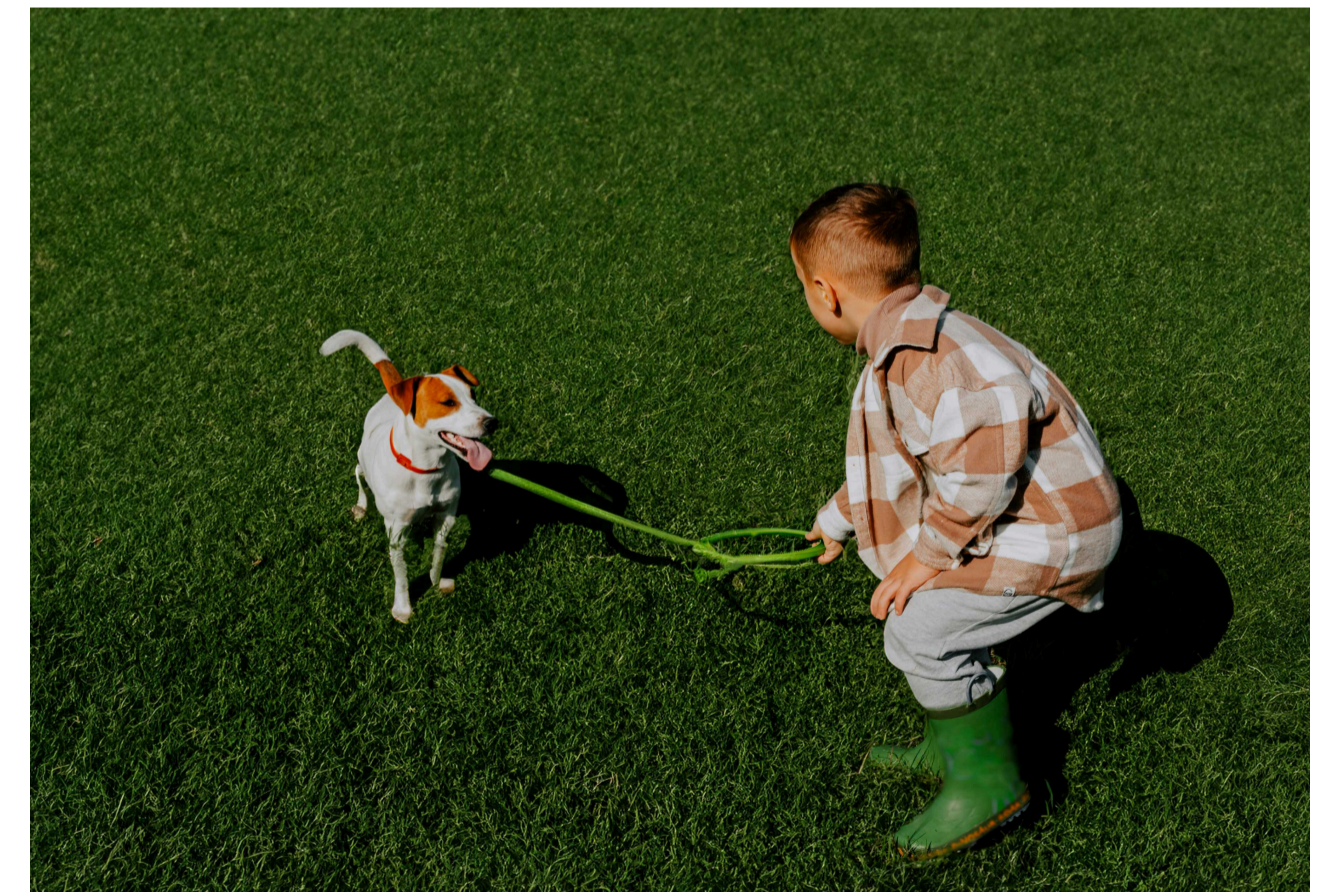
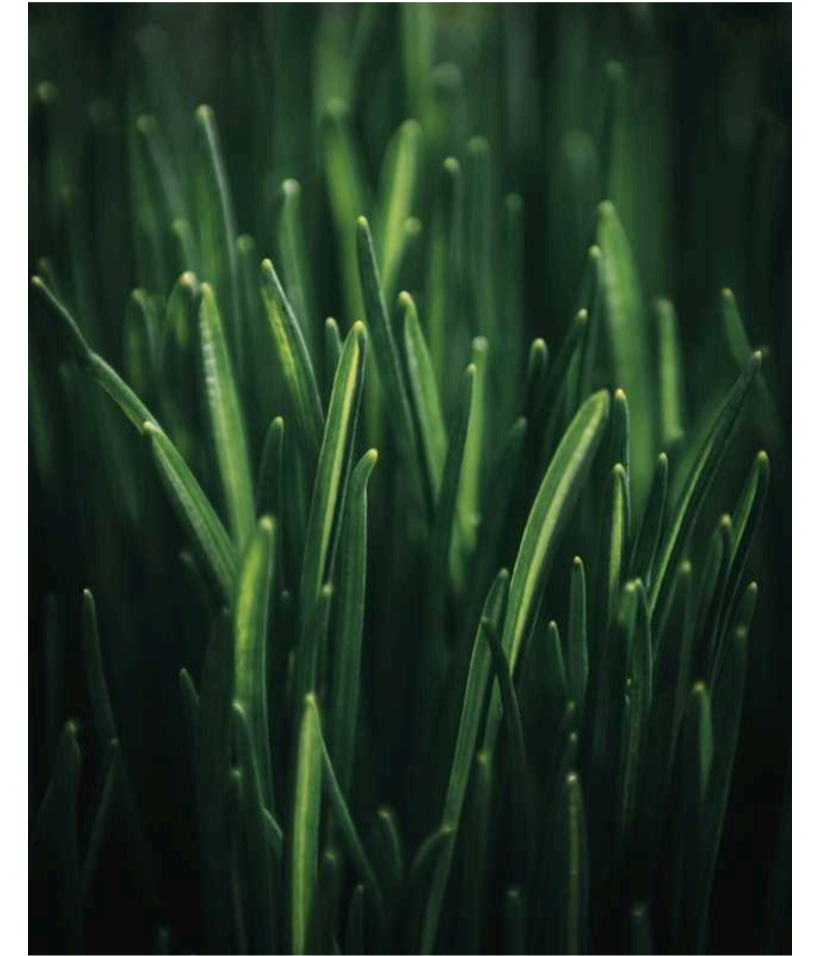
Photo Style

Outdoor Natural Light

Integration in Natural Settings: We focus on how well P-Terminator integrates into the user's lifestyle, from city landscapes to quiet parks. Natural lighting accentuates the product's design and highlights its usability in various outdoor settings.

Engaging, Practical Scenarios: The photographs depict common pet-related challenges and the P-Terminator's role in solving them. Whether it's a family playing with their dog in the yard or a pet owner taking care of odors on patio furniture, the visuals connect with the audience by demonstrating the product's essential benefits.

Remember When creating imagery for P-Terminator, ensure that each photograph aligns with our brand narrative of sustainability and efficiency. Avoid cluttered environments and ensure the product remains the hero in every shot, reflecting its sleek design and environmental benefits.



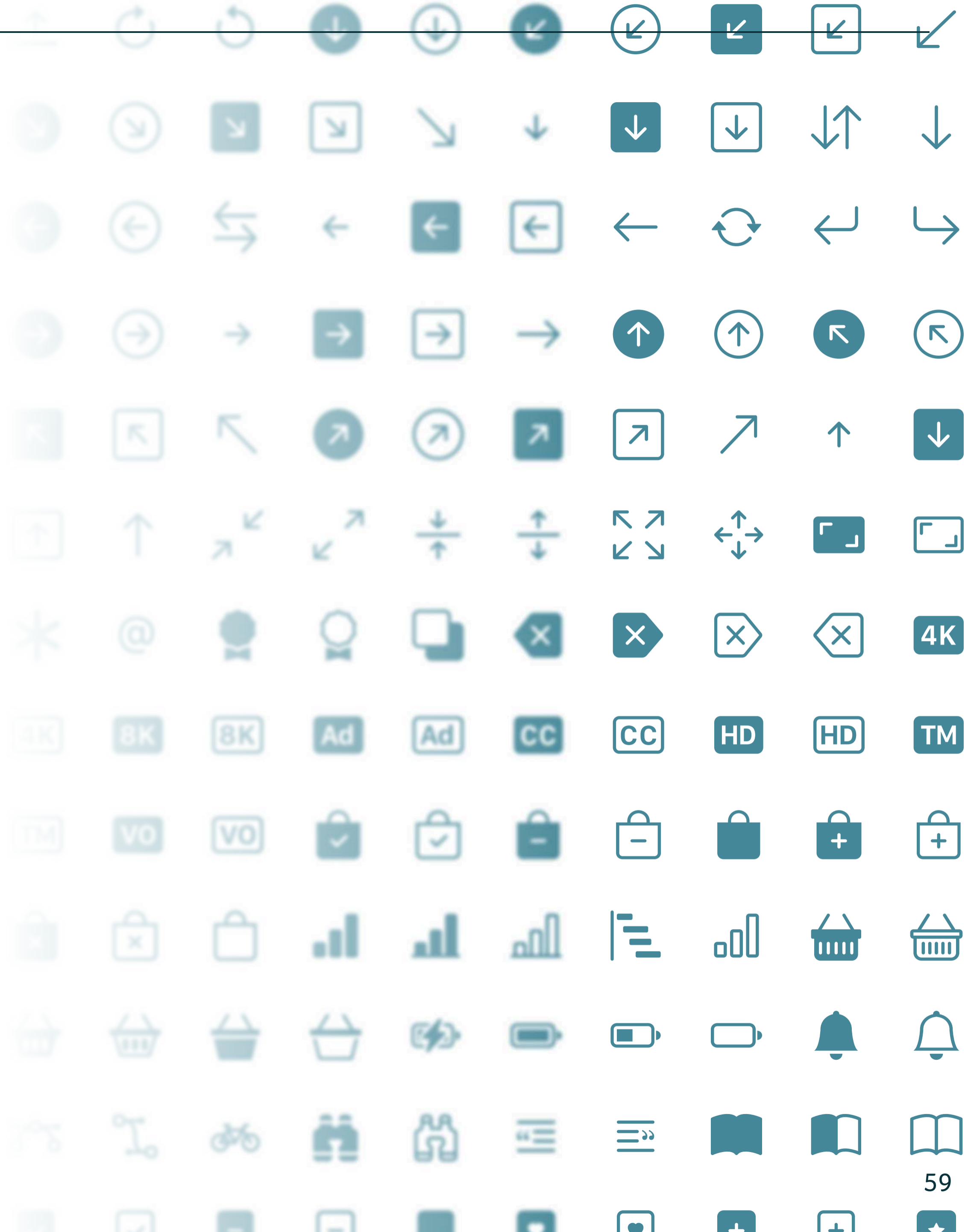
Icons & Illustrations

Icons & glyphs

At P-Terminator, our iconography embraces a clean, flat design aesthetic that resonates with our commitment to simplicity and effectiveness. We utilize monochromatic color schemes across all icons, ensuring they blend seamlessly into our broader visual identity while maintaining a sleek and modern look.

[Download P-terminator icons V1.0](#) 

<https://upsense.sg/files/P-terminator-icons.zip>

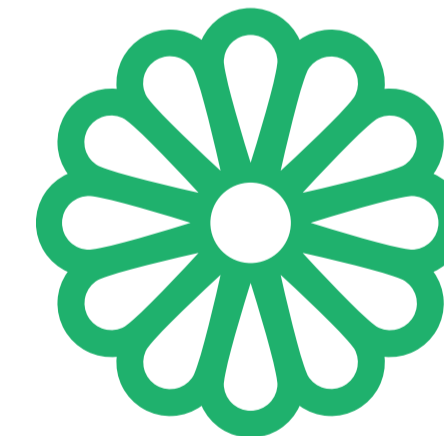
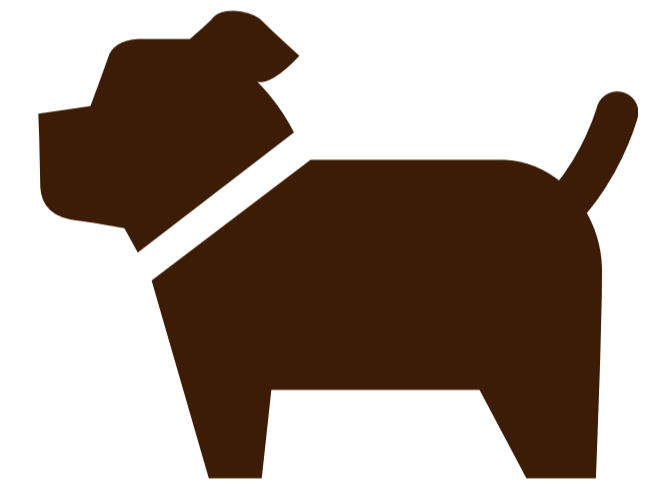
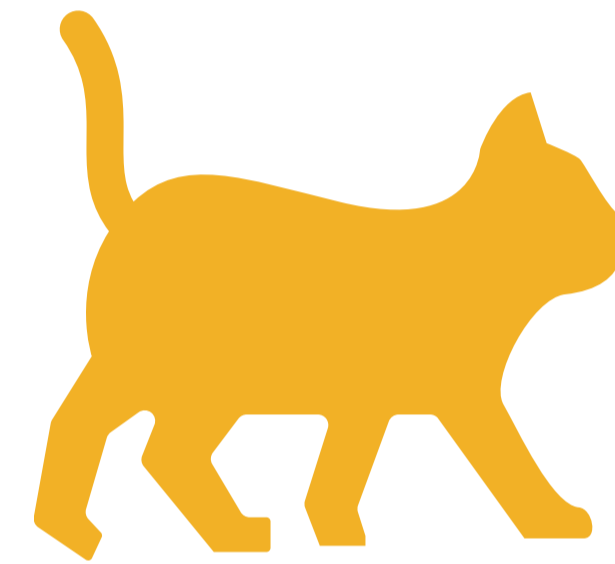


Icons

Simplicity & Clarity: Each icon is crafted to be immediately recognizable, eliminating any complexity or unnecessary embellishments. This approach guarantees that users can quickly understand the icons' functionalities, whether it's identifying application methods or recognizing product features.

Consistent Visual Language: By using a uniform style and color palette, our icons create a consistent visual language that supports the P-Terminator brand's core values of eco-friendliness and high efficiency. These icons function effectively across various digital and physical platforms, from mobile apps to printed instructional materials.

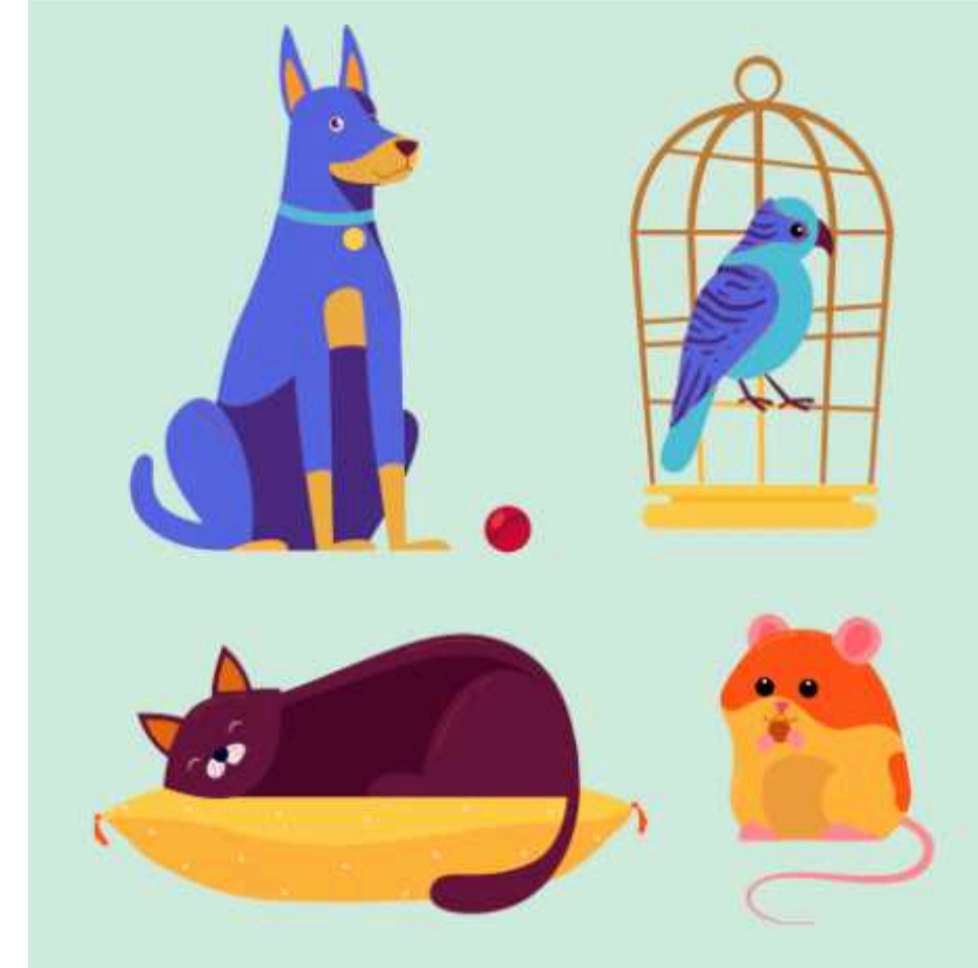
Functional Versatility: Our flat icons are designed to be versatile, suitable for both online and offline communications. They help convey essential information about our products in a straightforward manner, enhancing user experience while reinforcing the P-Terminator brand as approachable and user-friendly.



9.2

Illustration & Animation

P-Terminator's illustrations adopt a lively and engaging style, aimed at simplifying complex product details into visually appealing and easy-to-understand narratives. Our artwork is designed to capture the essence of a pet-friendly home while highlighting the effectiveness of our products.



Our tone

10.1 Our Tone

Surrounded by competitors who seem indistinguishable, we at P-Terminator relish in standing out. We speak in a way that's as refreshing and effective as our products. While others might tread the beaten path, we tackle odor issues in ways that are as inventive as they are efficient. Our distinctiveness isn't just style—it's our statement of quality.

Remember : This guide is crafted to direct anyone writing for P-Terminator, ensuring every piece of communication is effective and on-brand. Whether you're part of our internal team or an external expert, your contributions are essential. By using this guide, you'll help convey our message consistently to both consumers and partners, making each word count in reinforcing the P-Terminator brand. Every one of us plays a crucial role in shaping the voice that defines us.

**Write for
humans.**

10.2 Tone of voice

Surrounded by a market filled with generic solutions, P-Terminator stands out by speaking in an unexpectedly refreshing tone. We pride ourselves on being unique, choosing to communicate in a manner that catches our audience off guard in the best way possible. This distinctive approach is a testament to our confidence.

Tone of voice

Tone of voice

Write for clarity:

Use straightforward language to explain complex features. Keep it concise.

Write for context:

Consider the scenario and the consumer. Buying a pet odor eliminator is practical but choosing the right one can feel important. We can be serious or lighthearted—context is key. The more relevant the communication, the clearer and more effective it becomes.

Write for humans:

We address practical solutions for real-life problems—how people manage pet odors in their homes. We don't pass judgment on the mess; we provide solutions. We value simplicity and directness in our messaging.

Use just enough words:

We aim for efficiency in communication. Every word must serve a purpose, explaining benefits clearly and succinctly.

No-jargon zone:

Our products are designed for everyday use, and our language reflects that accessibility. No technical jargon, just clean, simple explanations.

Confidence and understanding:

Our communications reflect our expertise and reliability in pet odor elimination. Everything we write is crafted with the customer's perspective in mind, ensuring our solutions resonate with their needs.

Tone of voice

Tone of voice

Formal vs. Informal:

At P-Terminator, we generally prefer an informal tone to keep things friendly and accessible, whether we're communicating with customers directly or through partners. We embrace flexibility because we understand regional nuances and cultural variations play a crucial role. Decisions about the tone—whether formal or informal—are made locally, aligning with our brand's core personality yet adapting to specific needs.

Punctuation:

Punctuation in our brand voice is minimalistic to maintain clarity and enhance readability. We avoid unnecessary punctuation in headings and titles to keep our message crisp and focused.

Capitalization:

We use sentence case for headlines and body text to ensure our communications are easy on the eyes. Consistent with our casual tone, we capitalize brand names and specific terms that are central to our identity, providing emphasis where needed without overuse.

Language:

In crafting content for our customers, our language is straightforward and human-centric. We aim to solve problems simply and effectively, with a touch of humor where appropriate. Our language is a tool not just for instruction but for engagement, reflecting our brand's commitment to a friendly and relatable presence.

Customer- centric writing

10.3 Customer-Centric Communication

Our tone of voice is flexible, adapting to our goals and the audience we are engaging. This guidance is meant to ensure clarity and uniformity in our communications, aligning with P-Terminator's ethos of customer focus and approachability.

10.3

Customer-Centric Communication

On Social

The Essential Strategy: Keep messages succinct and engaging. At P-Terminator, we focus on clarity, confidence, and occasional humor to connect with our audience. Below are tailored guidelines for each platform:

Customer-Centric Communication

The word "Instagram" is written in its characteristic cursive script font.

Instagram

Instagram is our visual storytelling hub. We use it to highlight the P-Terminator's efficiency and eco-friendly attributes, posting vibrant images that capture the product in action, often in real-life settings that resonate with pet owners. The goal is to blend lifestyle inspiration with practical product use.

The word "facebook" is written in its lowercase, blue, sans-serif font.

Facebook

On Facebook, we leverage the platform's broad reach to provide comprehensive customer support, share user testimonials, and announce new eco-friendly initiatives. Our posts aim to inform and engage pet owners by showcasing the versatility and benefits of P-Terminator in maintaining a clean, odor-free home.

A stylized, bold, black letter "X" representing the Twitter/X logo.

Twitter / X

Twitter serves as our rapid response platform. Here, we share quick tips, engage in real-time with customers during product launches, and provide succinct insights into the effectiveness and ease of use of P-Terminator. It's a mix of informative and playful content to keep our followers engaged and informed.

The word "LinkedIn" is written in a bold, sans-serif font, with the "in" part enclosed in a blue square.

LinkedIn

LinkedIn Our LinkedIn strategy is professional and informative, tailored to potential business partnerships and B2B clients. We share insights about P-Terminator's market impact, sustainable practices, and the science behind our product formulations. This platform is used to establish P-Terminator as a leader in eco-friendly pet care solutions.

Assets

For any inquiries related to P-Terminator brand assets, please contact us at info@upsense.sg. If you require specific images or videos for your marketing needs, please direct your requests to your marketing liaison at P-Terminator.

Our visual strategy is centered around clear, practical visual communication with a focus on the effectiveness of our products in real-life scenarios.

Our brand assets, including detailed guidelines on their usage, are stored and managed efficiently to support both internal and external communications.

Guidelines and Trademarks

Visual Identity Guidelines and Brand Book are available in PDF format:

Brand Book PDF: Comprehensive Edition

Trademarks and Logos Available in various formats for different usage contexts:

P-Terminator Logo - Primary and Secondary (SVG, PNG, AI)

P-Terminator Lockup (SVG, PNG, AI)

P-Terminator Symbol (SVG, PNG, AI)

Typography: Our official typography includes:

Foco (Light, Regular, Bold - OTF, WOFF, TTF, EOT)

Inter (Light, Regular, Bold - OTF, WOFF, TTF, EOT)



 P-Terminator

At P-Terminator, we believe that our brand is more than just a symbol or a logo—it's a living, evolving expression of our mission to deliver innovative solutions for pet odor elimination. This brand book serves as a comprehensive guide, providing clear directions on maintaining the integrity and consistency of our visual and verbal messaging. As we continue to grow and adapt to new challenges and opportunities, let this document be your guide in fostering a cohesive and strong brand identity that resonates with our customers and stands out in the marketplace. Together, let's ensure that every interaction with P-Terminator reinforces our commitment to quality, innovation, and customer satisfaction.