

Updated September 2023



A Xerox Company

brand guidelines

A **xerox**™ Company

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About CareAR

CareAR, A Xerox Company, is the Service Experience Management (SXM) leader. We make expertise accessible instantly for users through remote, live visual augmented reality and AI-driven interactions, instructions and insights as part of a seamless digital workflow experience. The CareAR SXM platform spans reactive, proactive, and self-solve applications including CareAR® Assist, CareAR® Instruct, and CareAR® Experience Builder. CareAR sets the benchmark for the SXM category, by bridging skills gaps, accelerating knowledge transfers, providing greater operational efficiencies, and enhancing customer outcomes and safety.

The brand guiding principles are designed to echo and reinforce the vision of simplicity, innovation, and intelligence as defined by the CareAR brand.

CareAR Mission & Vision

Mission

At CareAR, our mission is to Make Expertise Accessible with live visual AR interactions, instructions, and intelligence in order to drive game-changing operational efficiencies, customer outcomes and enhanced safety.

Vision

We are revolutionizing the service experience while delivering significant operational efficiencies and real business value. We envision a world where human intelligence and information are augmented with contextual data delivered on-demand across devices from desktop to drones to support any situation from the “chair to the air”.

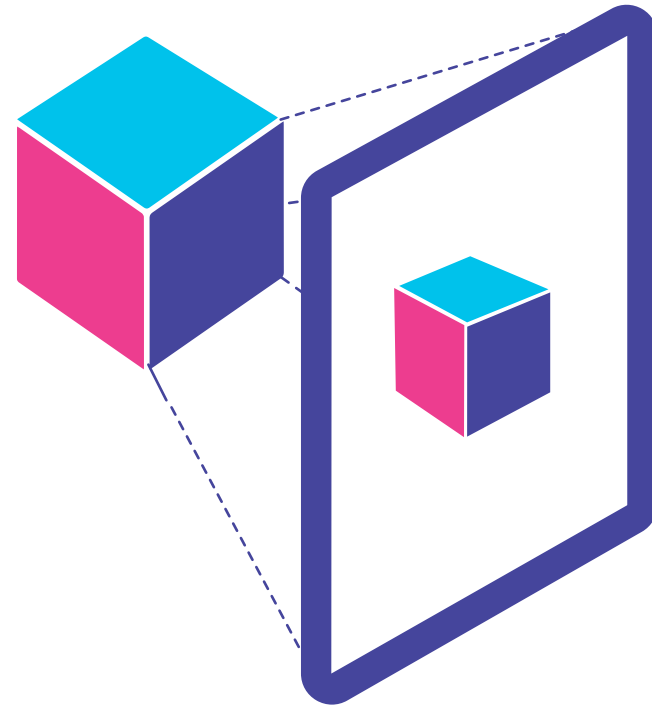
Brand Messaging

BIG IDEA

Transforming the Service Experience

ELEVATOR PITCH

CareAR, A Xerox company, supported by ServiceNow, is the Service Experience Management (SXM) leader. We make expertise accessible instantly for users through remote, live visual augmented reality (AR) and AI interactions, instructions and insights as part of a seamless digital workflow experience. CareAR sets the benchmark for the SXM category by bridging skills gaps, accelerating knowledge transfers, providing greater operational efficiencies, and enhancing customer outcomes and safety.



CareAR Brand Personality

Attributes that define how we look, speak and behave.



Smart

When we speak, we are direct and to the point, while keeping things simple and understandable. We provide the information necessary to solve any issue in the most straightforward and intelligent way. And we aim to do it with the fewest steps possible and with the utmost clarity.



Approachable

We are easy going, welcoming, and fun. Our technology is intuitive, accessible, and easy to use. When you need tech support, we're that friend who's always happy to help, and who can meet you where you are, regardless of your level of technical knowledge. No question is too big or small.



Visionary

We are creative, imaginative, future-focused, insightful, and innovative. We predict your technical issues or challenges for you. This way, we can help prevent unnecessary service setbacks by providing solutions to problems you may never have anticipated.



Dependable

We offer security, safety, peace of mind, and trust. You can call on us whenever you need to resolve an issue, and we will be that extra set of eyes to guide you every step of the way. We're here for you.

Core Values

We simplify the customer experience by providing users with the ability to attain rapid resolutions through product UX and instant expertise.

We empower customers to have instant expert knowledge at their fingertips.

We transform service organizations by outfitting enterprises with the digital tools they need to move faster, increase ROI and solve problems.

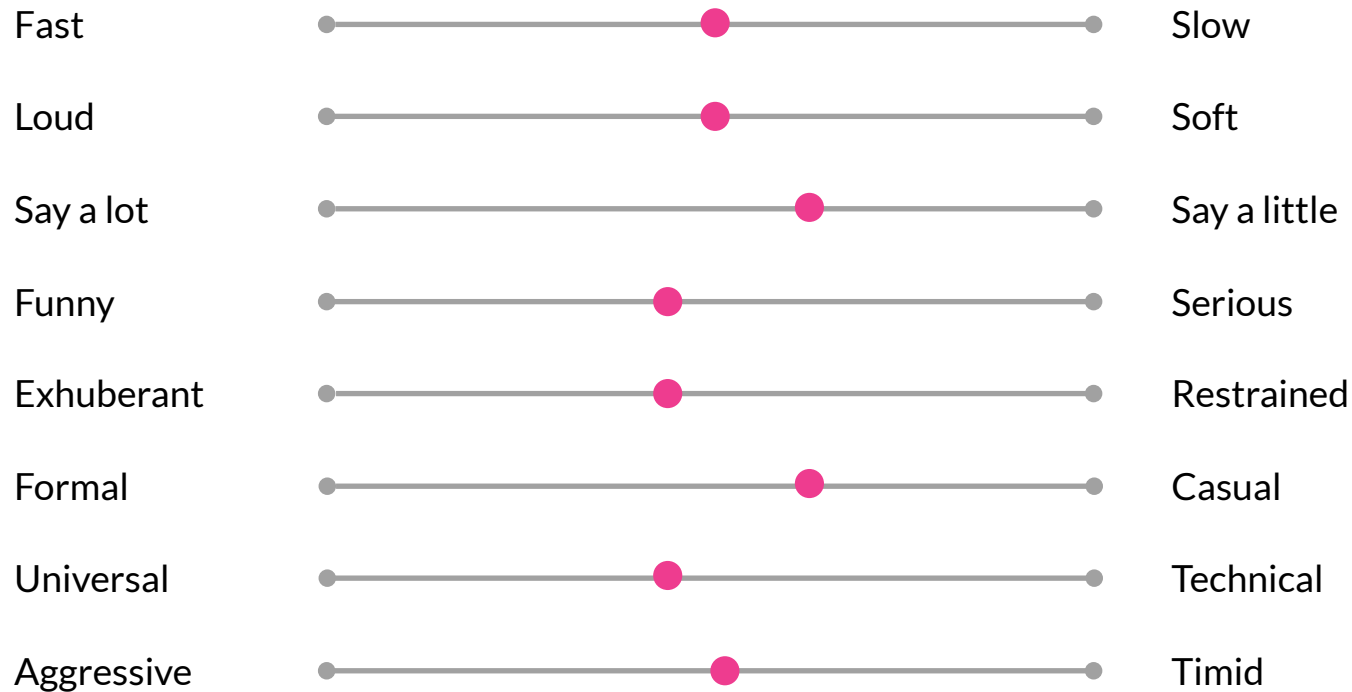
We lead with choosing new technologies that provide solutions that enable business' to achieve their goals.

We are agile in executing our solutions quickly and efficiently adjusting to the needs of our customers and the market.





We play as a team.
By supporting our teammates to succeed, we all succeed.

Brand Voice

Attributes that define the style of speaking and writing. The qualities are driven by our brand personality of Approachable, Smart, Visionary and Dependable.



Brand Voice Do's and Don'ts

	Do	Don't
 Smart	<ul style="list-style-type: none">• provide examples• be direct and to the point• your research and adapt content to your audience• offer suggestions before the user asks• simplify illustrations with design and color	<ul style="list-style-type: none">• use fluffy language, complex words or too many acronyms• over explain with technical or business jargon• complicate illustrations with too many details or colors
 Approachable	<ul style="list-style-type: none">• Use metaphors to make language fun and relatable• Use positive affirmations• Use graphs and illustrations to explain complex actions• Make it easy and obvious what the next step is for the user	<ul style="list-style-type: none">• Use pop-culture references or too casual language• create content and messaging with urgency• allow style to trump accessibility and approachability
 Visionary	<ul style="list-style-type: none">• give visual examples• Use forward thinking words like “imagine”• write copy that creates a visual of the future for the reader• use photos for industry specific use cases• Use illustrations and icons when showing instruction	<ul style="list-style-type: none">• include features that the customer will not use• bloat copy, include too much text• create images lacking clarity in the use case• Use outdated devices in imagery• use passive voice
 Dependable	<ul style="list-style-type: none">• respond to user feedback as soon as possible• provide custom message for non working pages i.e; 404 “Hmm. . .It looks like this page is not loading.”• make it easy to reach customer service• post updates or bug fixes in a timely manner	<ul style="list-style-type: none">• deploy, promote, market features that are not properly tested• design without accessibility in mind• ignore comments or feedback from users• limit customer service to chat bots or FAQ pages

Logos and Trademarks

Primary Logo

The CareAR logo is an endorsed brand logo with A Xerox Company on the bottom. The purpose of using the endorsed brand logo is to maintain a higher credibility when going to market.

You may not show the CareAR logo mark without the endorsed branding. See page 25 for more detailed endorsed logo clear space requirements.

[Download Full Logo Set](#)



A Xerox Company

Key Graphic

The three layered key graphic in the logo represents different layers of reality. The real visual layer and the layers of augmented reality CareAR adds to give more context to the situation.

Each color has also been used to represent one product in the three product suite.

Blue = CareAR Assist

Yellow = CareAR Instruct

Pink = CareAR Experience Builder



White Logo

Use the CareAR white logo when a dark background is required for digital or print.

Do not place the white CareAR logo on a light colored background or on top of any pattern. Please make sure you include the appropriate amount of white space around the logo. The color the logo is placed on must be a brand color purple or black or meet the accessibility color contrast standards of 4:1. You can test in this site here:

<https://color.a11y.com/>



Do



Don't



Inverted Logo

Use the CareAR inverted logo when the logo is placed on the CareAR official purple #4152a4 background

Do not place the inverted CareAR logo on any other colored background besides the official CareAR purple. Otherwise there is not enough contrast.

Do



Don't



Logo Don'ts

Everything you shouldn't do

Maintaining our logo is a vital part of the brand. These are things that you should never do.



add colors



add drop shadows



apply gradients



skew or stretch



switch colors



apply outlines

CareAR Trademarks & Naming

CareAR has put certain trademarks in place in order to protect the brand. Please follow this guide in writing out product and brand names.

This is a list of the current registered and unregistered word marks of CareAR. To ensure proper branding in CareAR™ products, services and communications, always use the appropriate trademark ® or ™ symbol in the first occurrence in the body text of any blog, web page, brochure, marketing update, presentation or other communication.

CareAR trademarks should be used as adjectives, and should be used with an appropriate generic noun, such as those listed.

CareAR

Product, Technology or Offering Name	Generic Noun (s)	Status
CareAR® Assist	app, software	Current
CareAR® Instruct	app, software	Current
CareAR® Insight	app, software	Current
CareAR® Experience Builder	app, software	Current
Service Experience Management	category	Current

When you use the CareAR name along with a product name such as Assist, Instruct, or Insight, please use the registered trademark symbol in the first instance of it in a piece. Preferably, follow the product name with a noun i.e.; The CareAR Assist application.

Service Experience Management

Use initial capitalization with this term because it is a new category of business we have defined.

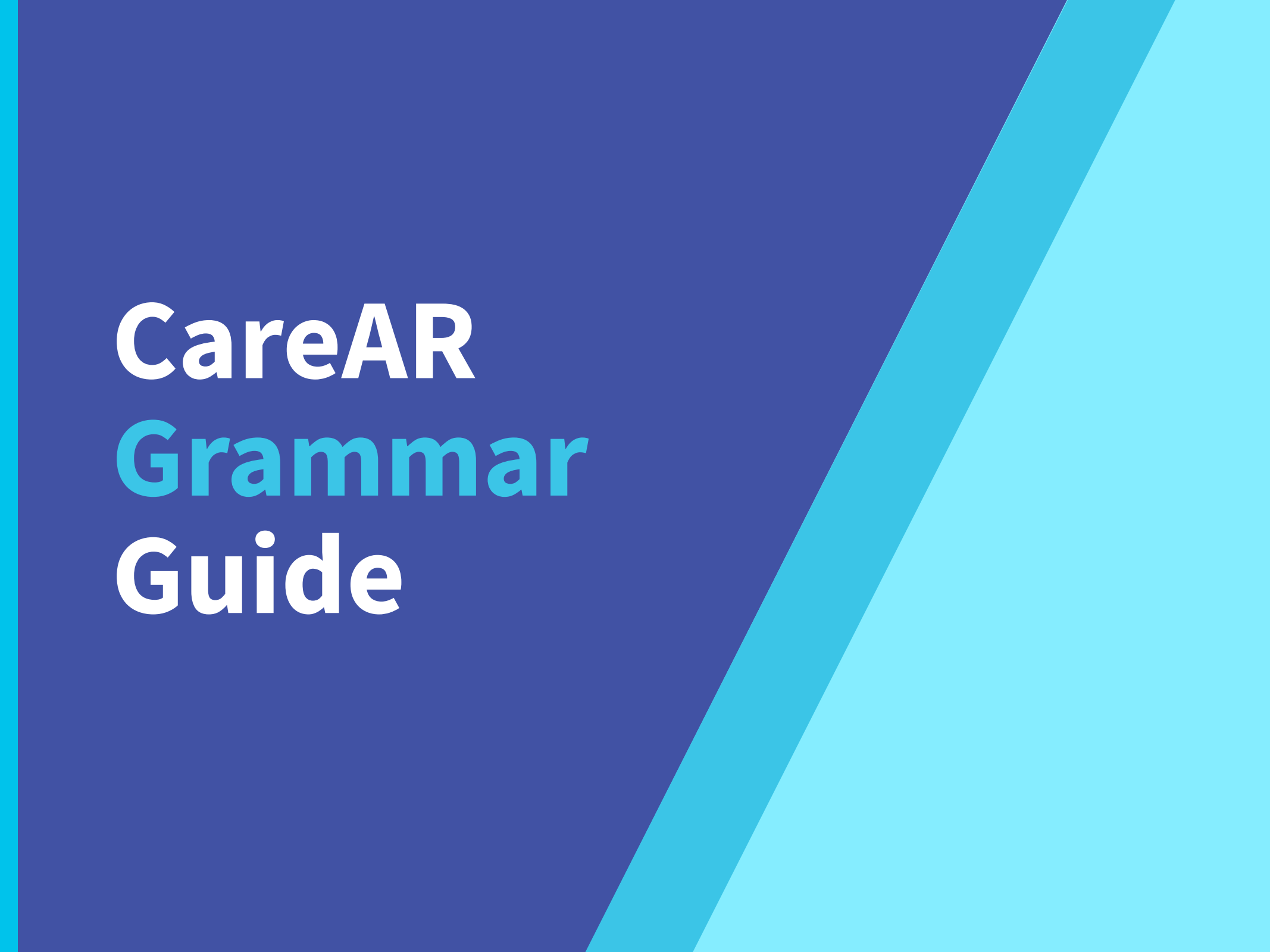
Trademarking Collateral

For works originating from CareAR (year should reflect the year the item was first published):

© 2023 CareAR, Inc. All rights reserved. CareAR is a trademark of CareAR, Inc. in the United States and/or other countries.

When the CareAR mark is used on Xerox Communications:

© 2023 Xerox Corporation. All rights reserved. Xerox® and (add any other trademarks that are used here) are trademarks of Xerox Corporation in the U.S. and/or other countries. CareAR is a trademark of CareAR Inc.

The background features a dark blue area on the left and a light blue area on the right, separated by a diagonal line. A thick cyan diagonal stripe runs from the top right towards the bottom left.

CareAR Grammar Guide

Capitalization

Proper Nouns

Always capitalize proper nouns, including names of places, companies, and people. Capitalize company names according to their capitalizations (e.g., PayPal, eBay, etc.) Also include punctuation in a company name (e.g., Yahoo!)

Job Titles

Job titles are lower case unless used before a person's name (e.g. The director of operations signed the letter. BUT: According to President Joe Biden, the United States is great.)

Lines of business, business divisions, and job functions

Please use lower case (e.g., field service, customer service management, IT service management).

Industries

Please use lowercase (e.g., manufacturing, telecom).

Device names and features

Use lower case unless they are a proper noun (e.g., smart glasses, head mounted displays, auto content capture, multi-device support, smartphone).

Concepts

Use lower case (e.g., employee safety, customer experience, field service, first time fix rates, key performance indicators, faster time to resolution). EXCEPTIONS: Service Experience Management and Service Xperience Management.

Bulleted Lists

Capitalize the first letter of the first word in a bulleted list unless the bullet point is a continuation of a sentence (see more in the section on bulleted lists).

Headlines

Always use title case. This means capitalize all words except articles (a, an, the) and conjunctions or prepositions with three or fewer letters (as, and, or, of, on, in, for, etc.).

Punctuation.

Commas

Use the Oxford comma. This a comma before the word “and” in a list of three or more items (e.g., She brought apples, bananas, and pears to the picnic.)

Semicolons

Use a semicolon to link related ideas without using a conjunction such as “and” (e.g., Gain instant visual context; spend less time solving the problem.) OR to separate a list with multiple sets of commas (e.g., Decrease downtime of systems; eliminate the need to send trucks; and see what your agent, tech, or customer sees in real time.)

Ampersand

Do not use an ampersand in a sentence, headings, or phrases. Instead, spell out “and.” (e.g., IT and Service Management)

Quotation Marks

Put all punctuation inside quotation marks (e.g., “Eat your dinner,” she said. Or: She said, “Eat your dinner.”)

Periods

Always use a period after a complete sentence, including in graphics and blurbs. Only put one space (not two or more) after a period.

Apostrophes

Use apostrophes for a possessive (e.g., Harry’s shoes, boys’ coats) or to represent missing letters, such as in a contraction (e.g., didn’t). Do not use an apostrophe to signify a plural (e.g.; KPIs, not KPI’s; businesses, not business’; techs, not tech’s).

Slashes

“Closed” style (no spaces around the slash). Example: “and/or” NOT “and / or.”

Its vs. It’s

“it’s” is a contraction for “it is.” “Its” is possessive.

Usage

Its vs. It's

"it's" is a contraction for "it is." "Its" is possessive.

Starting Sentences With a Conjunction

It is acceptable and correct to start sentences with conjunctions ("and," "but," "because," "so," etc.), but do so sparingly.

Ending Sentences With a Preposition

It is acceptable and correct to end a sentence with a preposition ("on," "for," "to," "with," "from," etc.).

Examples: "Where does it come from?" "The car has been paid for." "Please turn the tv on."

Hyphens/en-dash/em-dash

Hyphens

(-) are used to join words (e.g., multi-sensory) or in a string of descriptive modifiers (e.g., step-by-step guidance, third-party contractor, front-line workers).

Common terms that do not need hyphens

- onsite
- smart glasses

En-dashes

(–) are used to express a range (e.g., Course times: 8pm–midnight)

Em-dashes

(—) are used to set apart or emphasize phrases in a sentence (e.g., Care AR's technologies provide a visual AR solution for remote troubleshooting—think of it as an extra pair of eyes.)

Footnotes and citations

To cite an article, image or graphic use this format: (Source: The Wall Street Journal). Hyperlink the publication or report name.

When doing footnotes, use a separate number for each citation even if the information is from the same source.

Bulleted Lists

Use parallel structure for bulleted lists. This means each bulleted item uses the same format and same part of speech (noun, imperative, or a verb ending in “ing”) to start.

Example (they all start with an imperative):

Here are a few use cases:

- Visually troubleshoot machinery issues
- Evaluate workflows
- Train onsite workers

If the bullet points are complete sentences, use a period at the end of each bullet point. Start each new bullet point with a capital letter.

Example:

- Support, maintenance, and repair on complex medical devices is extremely expensive and time sensitive.
- Few technicians are knowledgeable about equipment (huge knowledge gap).
- IT resources are spread thin.

If the bullets are a continuation of an introductory sentence, use lower case letters to start each bullet point and use semicolons at the end of each bullet until the last one, which will conclude with a period. Use the word “and” after the semicolon in the second-to-last bullet.

Example:

Challenges include:

- costly dispatches of claims adjusters to access damage;
- covid-19 safety concerns; and
- customer dissatisfaction with lengthy claims processes.

If the bullets are part of a list, use a capital letter to start each bullet point. Do not use punctuation at the end.

Example:

IT and security job functions:

- Establishes requirements for apps, invites, and communications
- Looks for cloud infrastructure scalability and reliability evidence
- Evaluates video requirements

Acronyms

Spell out all words on the first use and put the acronym in parentheses after. Use the acronym on second reference.

Example:

First reference:

The American Management Association (AMA) is offering new courses.

Second reference:

The AMA had a record number of course registrations.

Do not put periods between the letters in an acronym. If an acronym is widely known, it is acceptable to use it on the first reference (e.g., HR, CEO, HDMI, USDA).

Numbers

- Spell out numbers one through nine. Use numerals for 10 and above.
- Spell out a number if it starts a sentence even for numbers greater than nine.

e.g., Three people watched the movie. Eighteen people ate dinner.

- For percentages, use numerals, even if less than 10, and use the % sign.

e.g., 2%, of people, a 120% increase

- Spell out the word “number.” Do not use “#” or “No.” in place of the word “number.” Only use the # symbol as a hashtag for social media to avoid confusion.

CareAR Glossary

Augmented Intelligence

Augmented intelligence means using artificial intelligence to enhance cognitive performance—for example, using visually guided expertise and overlaid graphics to overcome limitations associated with voice-only descriptions or video guidance that doesn't incorporate contextual direction.

Augmented Reality

This is the ability to project 3D objects in real time within a person's field of vision, with graphical guidance anchored within the live video stream. Annotations can be viewed with smartphones and wearables.

Assisted Reality

This is the ability to project additional digital guidance using annotation tools that can place graphics and text-based instructions over a frozen video frame. Annotations can be viewed using smartphones and wearables.

Content With Context

This happens when a remote expert superimposes digital guidance, such as graphics or 3D images, over a single video frame during a live video stream on a customer's or field tech's device.

Digital Transformation

This involves integrating digital technology into business processes to augment or replace manual effort—this can mean automating scheduling with a field service platform, resolving problems with smartphones or headsets, and more.

Dispatch Deflection

“Dispatch” means sending a service technician onsite to diagnose and resolve a problem. “Dispatch deflection” means a company has avoided sending someone onsite, because the issue has been resolved remotely.

CareAR Glossary

See what I see

Remote experts can see and experience exactly what customers or field technicians are seeing and experiencing via handheld or wearable device, so no one has to describe the problem.

Support Made Smarter

Once customers have exhausted all self-serve support options, call center agents and customer service teams can resolve problems using enhanced resources, such as digital tools and specific types of contextual intelligence.

Xerox Endorsed Branding

CareAR

xerox™

12 February 2020

Endorsed Branding Guidelines

Overview

The goal of the ENDORSED brand strategy is to maintain the local brand and reputation of the endorsed company while lending a light touch of confidence and credibility by surfacing the Xerox ownership.

GENERAL PRINCIPLES

- Endorsed Companies cannot modify Xerox brand collaterals in any way. They may only add their logo to those Xerox collaterals.
- Endorsed Companies cannot extract Xerox brand elements from Xerox collateral and use those elements in their communications.
- Endorsed Companies cannot add anything to Xerox collateral about competitor brands.
- Any additional requests must be vetted with Xerox Brand (globalbrandsupport@xerox.com)

Overview

Companies who become a member of the Xerox family of companies who need to retain their brand identity but will gain brand power by surfacing the Xerox ownership use a Xerox endorsement line with their logo.

The endorsement line is designed to be easy to implement and must maintain reproduction quality standards in your current materials.

LOGO



XEROX ENDORSEMENT

A Xerox Company

XEROX ENDORSED LOGO*



* A full-color logo file has been supplied. If you need other variations, please use the full-color EPS file as a reference.

Clear Space

Minimum clear space is measured at 2 times the height of the Xerox endorsement line. It is essential that this area remains free of typography, photography, and other design elements.

Never recreate or modify this logo, or separately place the Xerox endorsement line on materials. Use the provided artwork instead.



A Xerox Company Footer

The **A Xerox Company** footer is used in conjunction with the endorsed logo lockup to further reinforce the Masterbrand strategy.

FOOTER

Two versions of the footer have been developed.

Version 1 does not have abounding box and should only be used on a light background. Optimally this version should be used whenever possible.

A **xerox**[™] Company

Version 2 has a white bounding box with grey rule. It can be used at the fixed width, but can also be extended. In most instances, the extendable footer should be used to parallel the dimensions of the layout.



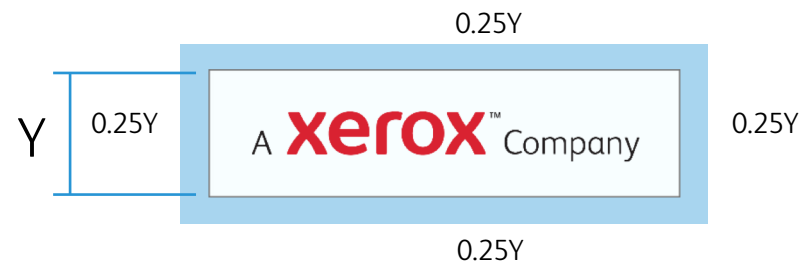
Minimum size: 0.75 inch



Expandable width

CLEAR SPACE

The footer should be protected from competitive visuals by surrounding it with an ample amount of clear space. As shown, the absolute minimum clear space is equal to the 0.25Y, or one quarter of the height of the artwork. No design element should be seen in this space for any reason. Follow the same clear space requirements for the version without the bounding box.



Go to Market Endorsed Branding Applications

Go to Market Branding Application

Endorsed Company Business Cards and Stationery*

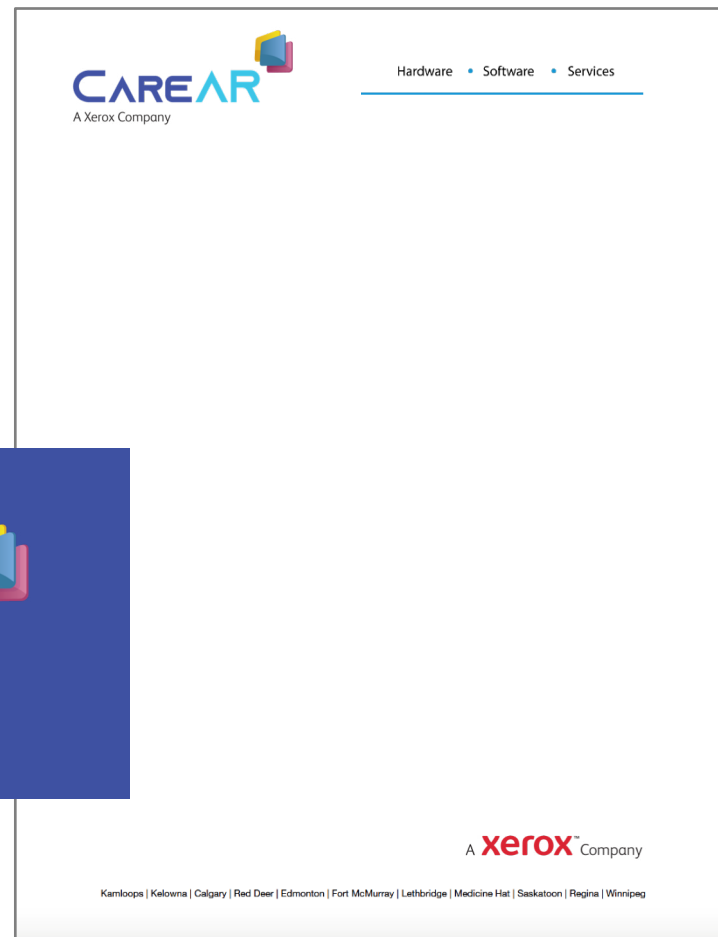
Use the Endorsed Footer on Business Cards

The use of the footer helps visually and systematically align all endorsed company business cards and stationery elements. The exhibit below demonstrates two cases where the footer is effectively used. Use of the footer is required on business cards, but is optional on other stationery.

Front



Back Option



* Business card and stationery examples on this page are for **illustrative purposes only**. When final templates are created, please work with the Xerox brand team to confirm the final approach.

Endorsed Company Collateral

Use the Endorsed Company Footer and endorsed Logo Frame on company brochures.

Use of the footer on brochures is optional.

CAREAR
A Xerox Company

Solution Brief

Enterprise Augmented Reality Visual Support

Remote Support Challenge

Organizations today need new ways to enhance their remote work and support capabilities while still being productive, effective, and now safe. Service delays create frustration when remote agents or field technicians are challenged with skills gaps, lack of necessary tools, or encounter unforeseen situations in order to resolve issues on a timely basis. Service teams try to assess, diagnose, and resolve incidents remotely with limited situational analysis or context. This results in a poor customer experience, negatively impacting resolution times, operating cost, uptime, resource productivity, and customer loyalty.

Enterprises have made significant advances to address some of these challenges. However, today's consumer apps are not very effective for solving complicated problems. Additionally, enterprises require solutions that can scale, collaborate, and are part of an integrated service workflow.

CareAR™ Solution

CareAR™ is an augmented reality visual support platform that helps organizations digitally transform their support experience with game-changing AR capabilities. CareAR enables teams to extend augmented reality as part of a seamless user experience with customer service management, field service management, and IT service management.

CareAR enables service management teams anywhere, to provide real-time visual AR assistance, guidance, and compliance for their on-site customers, field workers, and employees. Remote agents and experts are able to virtually see the situation and visually guide customers and field workers intuitively using a suite of augmented reality tools via desktop, mobile, or smart glass devices, as if they were there in person.

Additionally, CareAR's end-to-end integration allows fulfillers to instantly capture content of images and recordings during the service session. The content is automatically saved in the CareAR secure cloud, enhancing knowledge transfer and ensuring proof of work completion or compliance.

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Use Cases

- Field Services**
See what your customers, employees, and field workers see.
- Customer Service**
Enhance the customer experience with visual engagement.
- IT Service Management**
Visual trouble shooting for real time resolutions across enterprise IT.

Front

CareAR Assist Solution Brief

Results

CareAR Assist provides a visual AR solution addressing common support use cases such as remote trouble shooting or smart hands for "See What I See". If being on-site is needed, then having the ability to "Show Before You Go" in order to see what your customers or field workers see, prior to being dispatched, ensures greater success of fixing the problem the first time. Fulfillers can now gain valuable visual and situational context, along with the digital tools they need, to focus more of their time on solving the actual problem versus assessing the situation. Centralized NOC teams, can utilize L3 resources to provide remote assistance and guidance to broader L1 field teams realizing significant efficiencies. CareAR for Assist delivers these KPI's while allowing the ability to work remotely and safely.

How it Works

- SEE**
Virtually see as if the situation were actually there
- SOLVE**
Visually guide and collaborate for effective problem resolution
- SAVE**
Capture and share content in systems and with teams

Features

- Real-time HD video and audio collaboration
- Enterprise grade AR toolset
- 3D spatial mapping
- Auto Content Capture
- Multi-device Support
- Robust dashboard and analytics

Technical Requirements

mobile	iOS 11 or later (includes ARKit) Android 10.0 or later (includes ARCore)
desktop	Windows and Mac
smart glasses	Android 8 or later (includes Google Glass, Realwear, Vuzix)
network	500 kbps and higher N/A for offline mode

Benefits

Faster Time to Resolution
Gain instant visual context - spend valuable time solving the actual problem versus assessing the situation.

Higher First Time Fix Rates
Provide step by step guidance using visual collaboration with AR annotation and 3D objects for more effective and accurate resolution.

Knowledge Transfer
Reduce your skills gap and make experts accessible to more junior field resources, contractors or customers.

Reduce Service Costs
With visual collaboration, decrease downtime of systems, eliminate need to send trucks, see what your agent, tech, or customer sees in real time.

Customer Experience
Elevate your customer's experience and NPS through unmatched quality, service, and capabilities with the highest human interactions.

Visually Resolve Issues Remotely Using Enterprise Augmented Reality

[Get A Free Trial](#)

CAREAR
A Xerox Company

Web: <https://carear.com>
Email: careARSales@xerox.com

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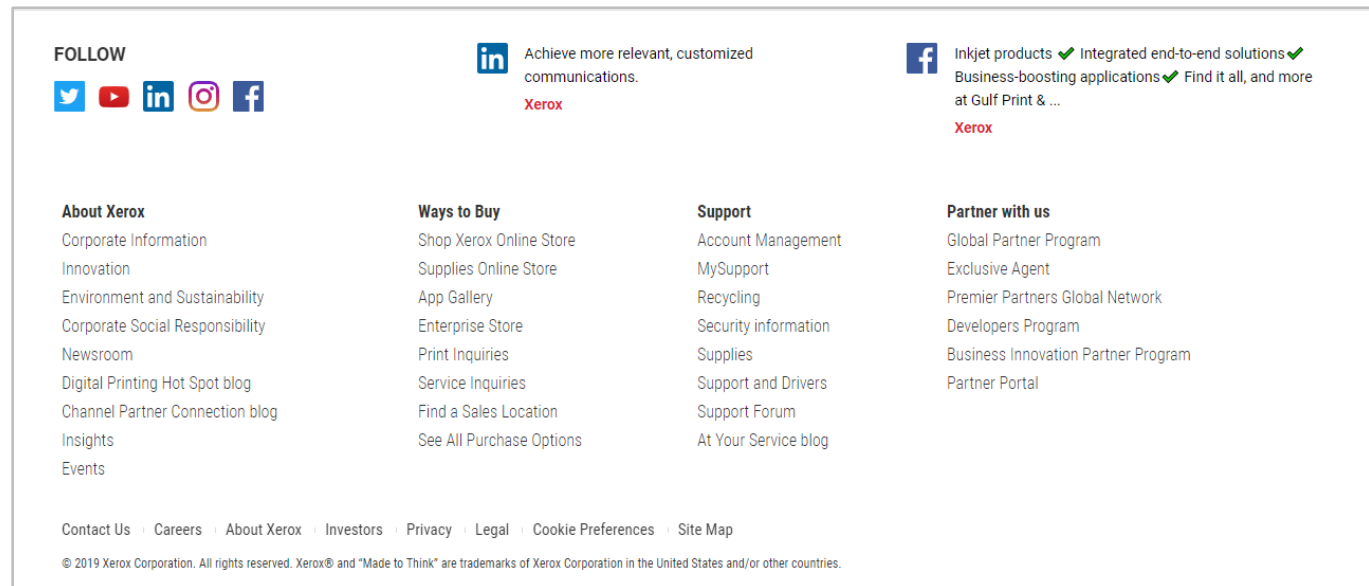
A **xerox** Company

Back

Endorsed Company Website

Website Footer

- Mimic Xerox Home Page Footer Color
- Use a white box Hex Color #FFFFFF
- Font should be either Hex Color #000000 or #333333



The screenshot shows the footer of the Xerox website, enclosed in a white box. It features a 'FOLLOW' section with social media icons for Twitter, YouTube, LinkedIn, Instagram, and Facebook. Below this are four columns of links: 'About Xerox' (Corporate Information, Innovation, Environment and Sustainability, Corporate Social Responsibility, Newsroom, Digital Printing Hot Spot blog, Channel Partner Connection blog, Insights, Events), 'Ways to Buy' (Shop Xerox Online Store, Supplies Online Store, App Gallery, Enterprise Store, Print Inquiries, Service Inquiries, Find a Sales Location, See All Purchase Options), 'Support' (Account Management, MySupport, Recycling, Security information, Supplies, Support and Drivers, Support Forum, At Your Service blog), and 'Partner with us' (Global Partner Program, Exclusive Agent, Premier Partners Global Network, Developers Program, Business Innovation Partner Program, Partner Portal). At the bottom, there is a navigation bar with links for Contact Us, Careers, About Xerox, Investors, Privacy, Legal, Cookie Preferences, and Site Map, followed by a copyright notice for 2019 Xerox Corporation.






Endorsed Company Email Signature*

Standard Endorsed

Utilize the standard email signature with or without the company logo and Xerox endorsement.


Fname LastName
Senior Account Manager
CareAR, A Xerox Company






p 818-795-XXXX
careAR.com

Fname LastName
Senior Account Manager

p 818-795-XXXX
careAR.com


A Xerox Company

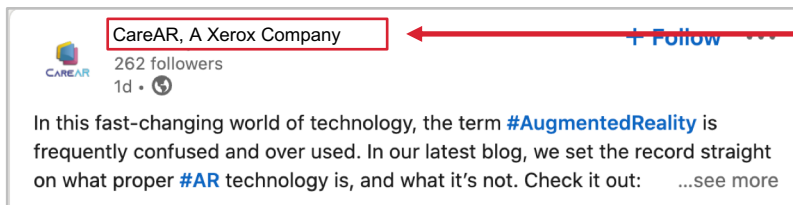
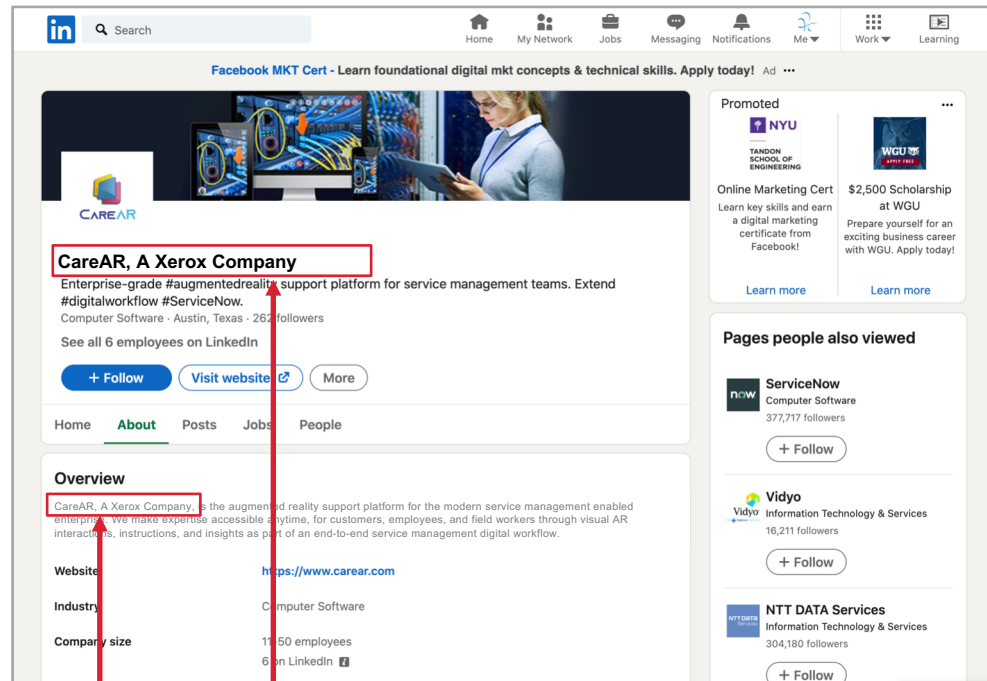
    

* Email Signature examples on this page are for **illustrative purposes only**.
When final templates are created, please work with the Xerox brand team to confirm the final approach.

Endorsed Company Social Media Accounts

LinkedIn and (other social channels)

- Endorsement line on logo is not required if space is an issue.
- Include A Xerox Company in profile name.*
- Reinforce the relationship with information included within the **About Section** as to the established relationship as well as Xerox solutions/products offered.



LinkedIn

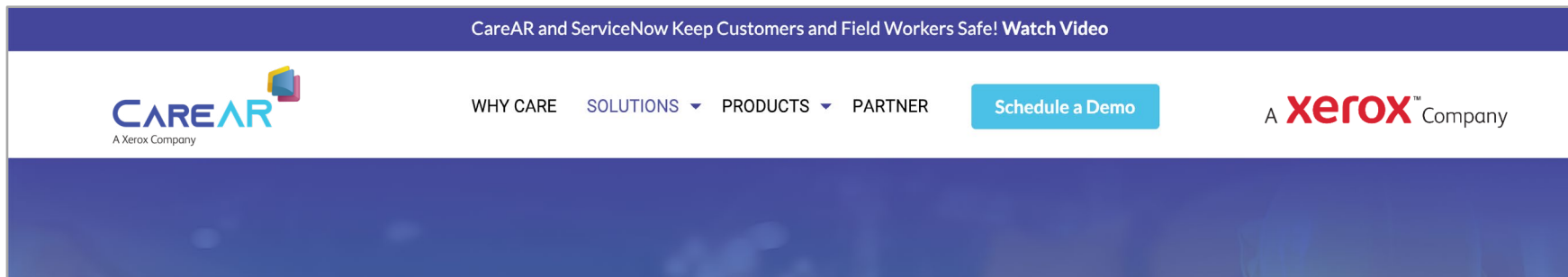
Include information within the **About** copy, about relationship with Xerox and Xerox solutions/products offered.

* LinkedIn has a strict policy on company name updates. If you are UPDATING your profile name, including "A Xerox Company" is not required, but the full name with "A Xerox Company" must be included in your profile overview. Any NEW accounts must include the full profile name.

Endorsed Company Website

Header and Navigation

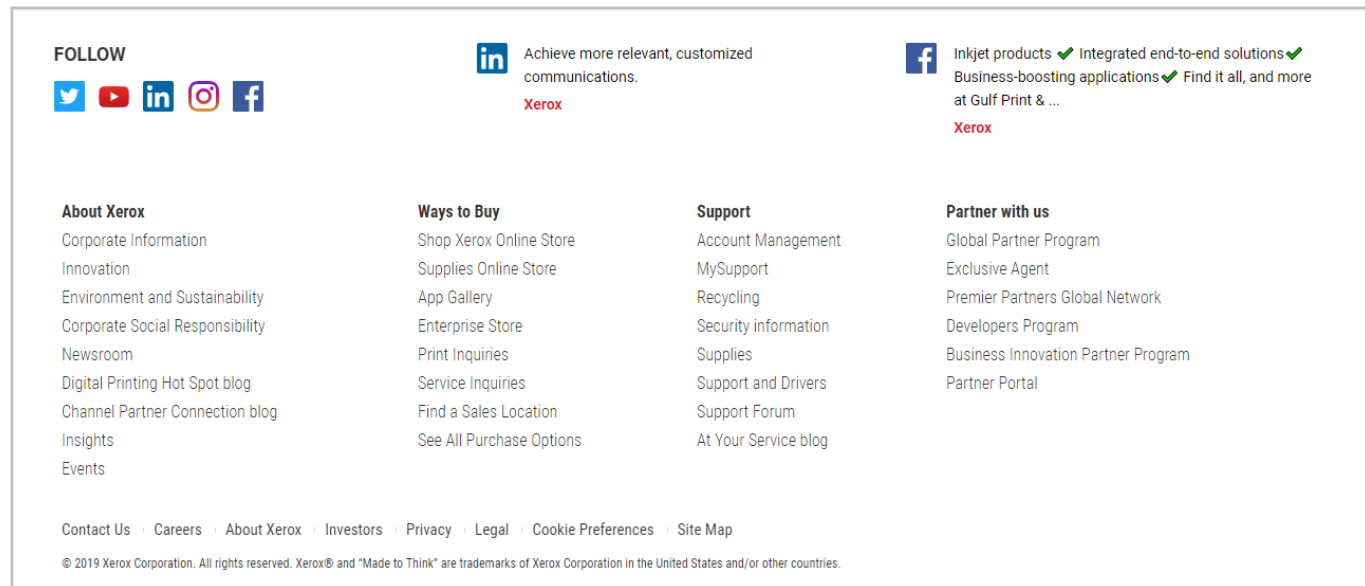
- Mimic Xerox.com Home Page Navigation
- Navigation style
 - Roboto Condensed Font in dark grey Hex Color #333333 and white #FFFFFF background
- Include “A Xerox Company” Footer without bounding box on right side of header, moving content to accommodate.



Endorsed Company Website

Website Footer

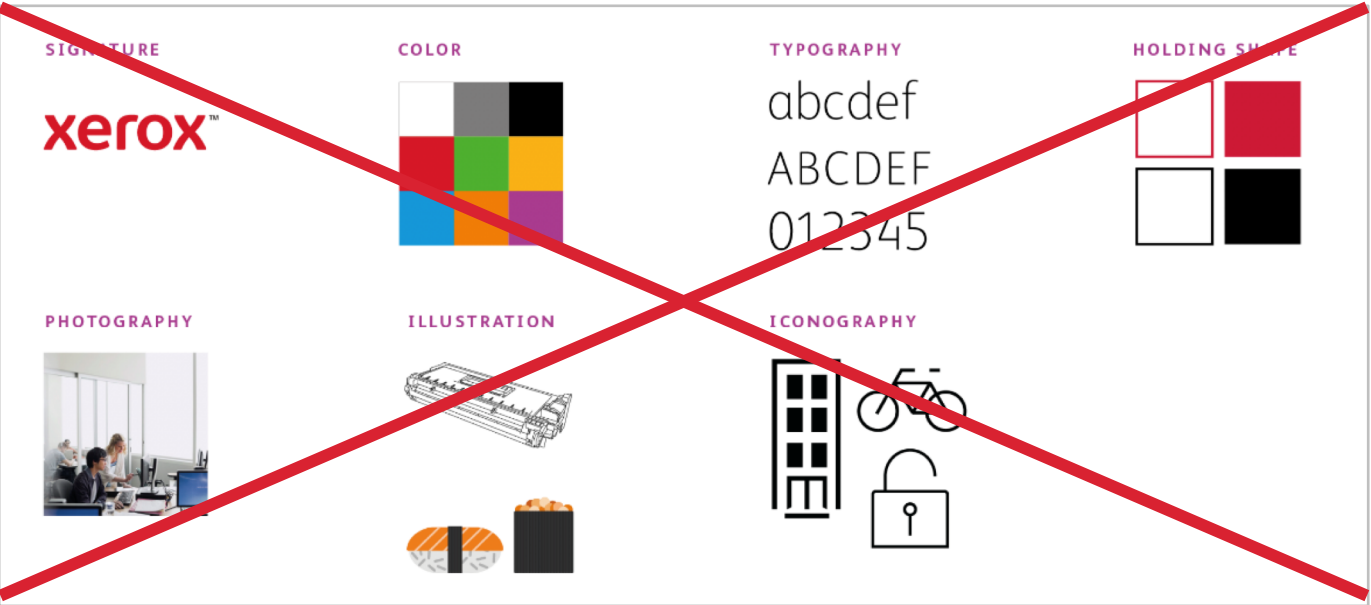
- Mimic Xerox Home Page Footer Color
- Use a white box Hex Color #FFFFFF
- Font should be either Hex Color #000000 or #333333



Restricted Use of Xerox Visual Assets

To keep the distinction between brands, finished or complete marketing assets provided by Xerox should be used in their entirety without manipulation.

The endorsed lock up logo may be used on such materials, however individual Xerox assets (below) may not be used to create any custom materials, only what is provided as a finished asset.





Visual System

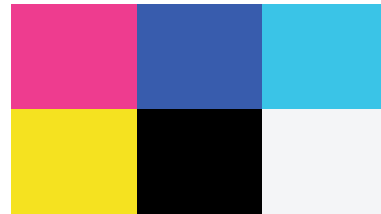
Visual System

CareAR's visual system is a combination of design elements (color, typography, photography and logos) that form the brand experience when they come together. This brand experience reflects the CareAR brand values and voice.

Signature



Color



Typography

abcdefghijklmnop
ABCDEFGHIJKLM
123456789

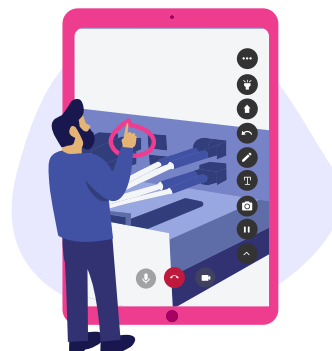
Iconography



Photography



Illustration



Brand Elements



Colors

The CareAR core colors are bright and vibrant and reflect our brand values of being approachable and visionary. They are modern and evoke a positive experience.

Core Colors



Hex: #3ac4e7
PMS: 637C
RGB: 0, 195, 235
C:63 M:0 Y:6 K:0

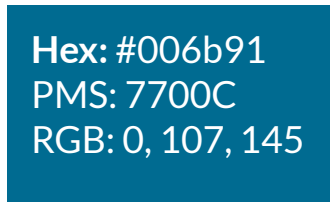


Hex: #EE3C8F
PMS: 212C
RGB: 238, 60 143
C:0 M:90 Y:5 K:0

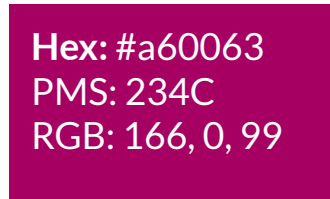


Hex: #4152A4
PMS: 7455C
RGB: 65, 82, 164
C:86 M:77 Y:0 K:0

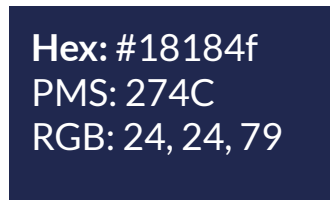
Shades



Hex: #006b91
PMS: 7700C
RGB: 0, 107, 145

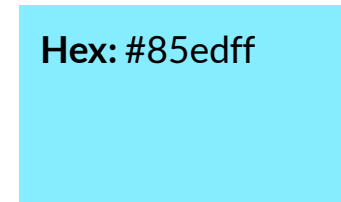


Hex: #a60063
PMS: 234C
RGB: 166, 0, 99

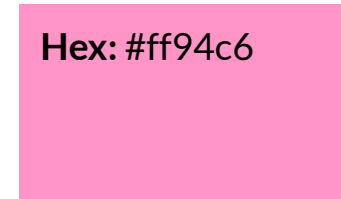


Hex: #18184f
PMS: 274C
RGB: 24, 24, 79

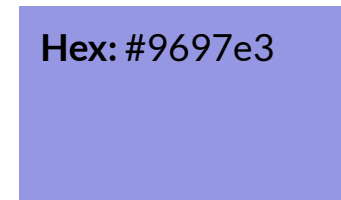
Tints



Hex: #85edff



Hex: #ff94c6



Hex: #9697e3

Colors

Accent to be used sparingly when needed for Power Point charts and diagrams. Not for use on the website or in collateral.

Accent

Hex: #f5e220
PMS: 107C
RGB: 245,226,32
C:6 M:4 Y:96 K:0

Shade

Hex: #e1ae0b
PMS: 7555C
RGB: 225,174,11
C:13 M:31 Y:100 K:0

Tint

Hex: #fff491
PMS: 602C
RGB: 255,244,145
C:2 M:0 Y:53 K:0

Neutrals

Hex: #f4f5f7
RGB: 244,245,247
C:3 M:2 Y:1 K:0

Hex: #d8d8d8
PMS: Pantone Cool Grey 1C
RGB: 218,217,215
C:13 M:10 Y:12 K:0

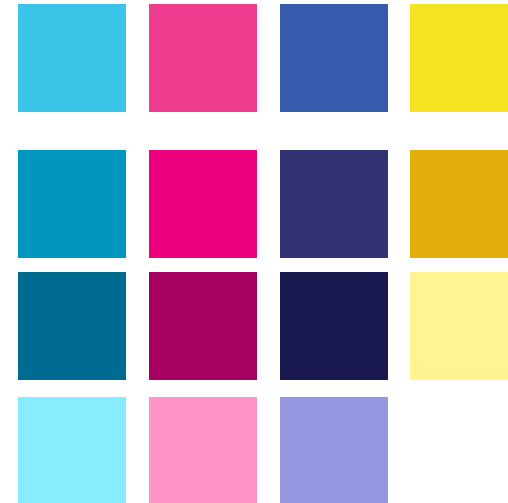
Hex: #000000
PMS: Pantone Black 6
RGB: 0,0,0
C:0 M:0 Y:0 K:100

Background grey to keep content clean and separate sections from white.

For shape strokes and outlines with grey background

Charts and Graphs

For charts and graphs, lead with the three core colors and yellow accent color followed by the shades and tints of the core colors.



Font Hierarchy

OVERLINE

Headings

Sub-Heading

Body Text

[Learn More >](#)

Quote

Watch Now

LATO BOLD

Source Sans Pro Bold

Source Sans Pro Semi-Bold

Lato - Ciam est, occatecum vendita essinci moluptiuntum id elenimaio del in cone sention nobit audaerro beriae et eum rae escitaq uaessim nulpa ium comnis utem es ant qui quiatur? Qui nectat.Harchictor autest quibusam qui que voluptaque simus et od quam est et ut enis ulparumquam

Lato Bold

Source Sans Pro Bold

Lato Bold

Fonts for PowerPoint

When designing in PowerPoint, please use Arial for your body font. Source Sans Pro Bold should be used for headings.

Headings

Sub-Heading

Body Text

Source Sans Pro Bold - 36px

Arial Regular - 20px

Arial Regular. Ciam est, occatecum vendita
essinci moluptiuntum id elenimaio del in cone
sention nobit audaerro beriae et eum - 18px

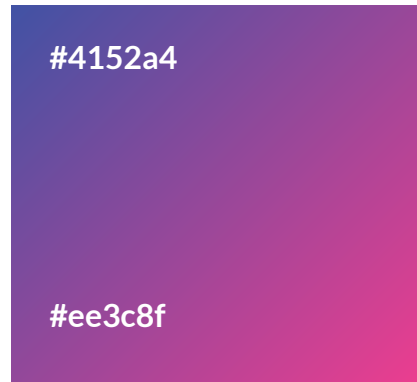
Gradients

Gradients are used very sparingly. Can be used for social graphic backgrounds and for splash/section break slides in slide decks. The purple color of the gradient should be on the top or top left.

Pink / Purple Gradient

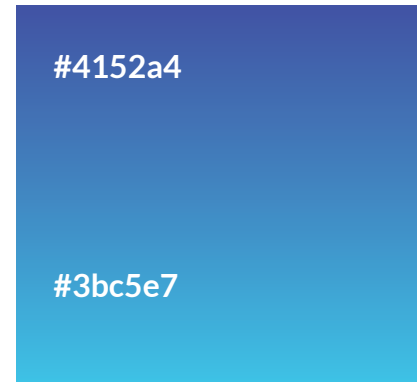


90 degrees

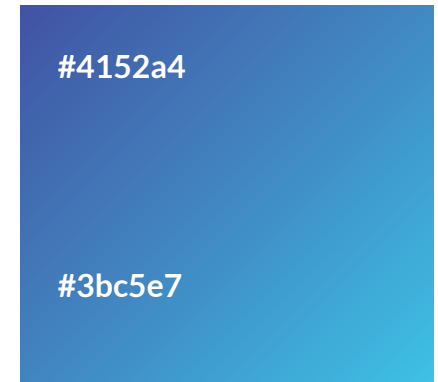


45 degrees

Purple / Blue Gradient



90 degrees

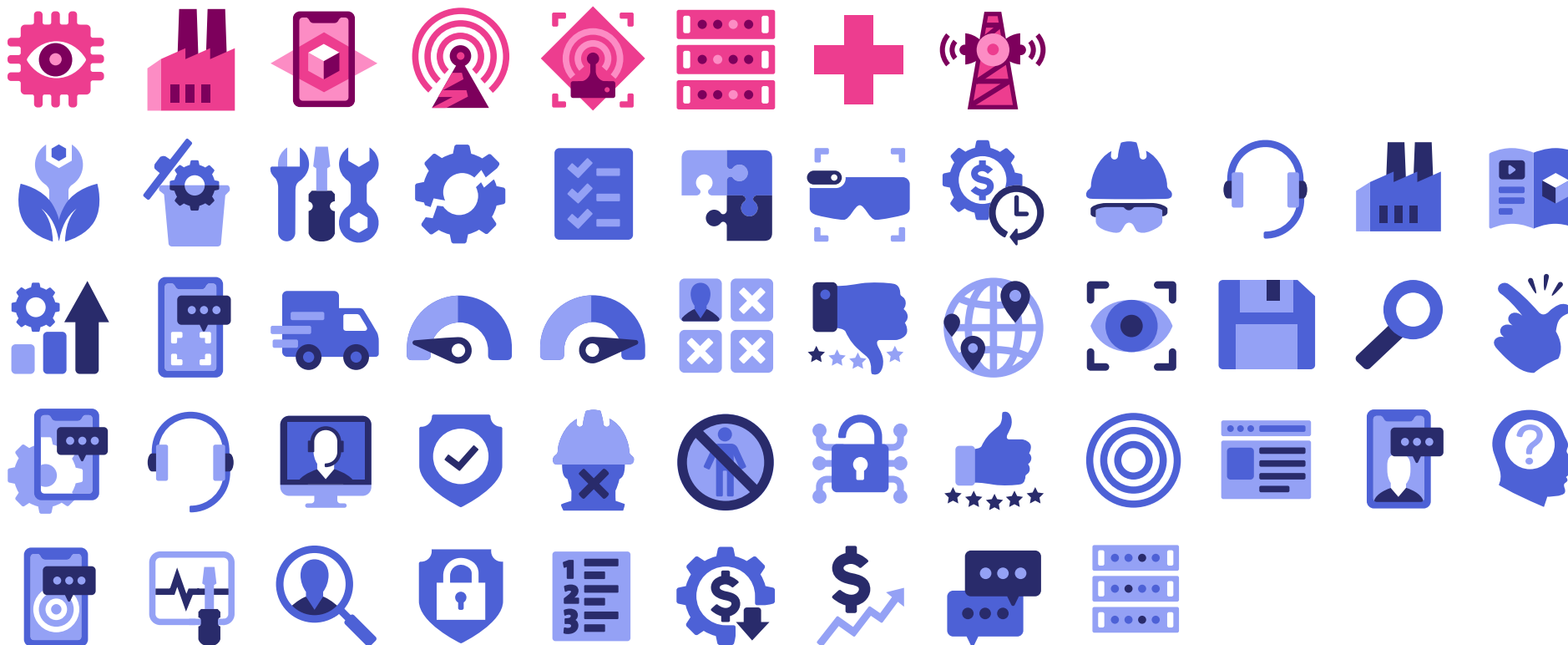


45 degrees

Icon Library In Shades

These flat icons filled in shades of one color are great if you're designing a webpage or collateral where you do not want your icons to pop out too much from the page design. They also go well with product briefs that rely mostly on the purple.

[Download Full Icon Set](#)



Single Color Icons

Single color icons should be used when the icon needs to be very small and simple. Use these icons for all PowerPoint presentations and collateral.

[Download Full Icon Set](#)



Illustration Style

The CareAR illustration style is flat and filled when on a white background. Shapes should be simple and easy to read. All colors should be in the brand palette with an emphasis on our purple shades and using pink as an accent color; the exception being the skin color. Skin color palette on the following page.

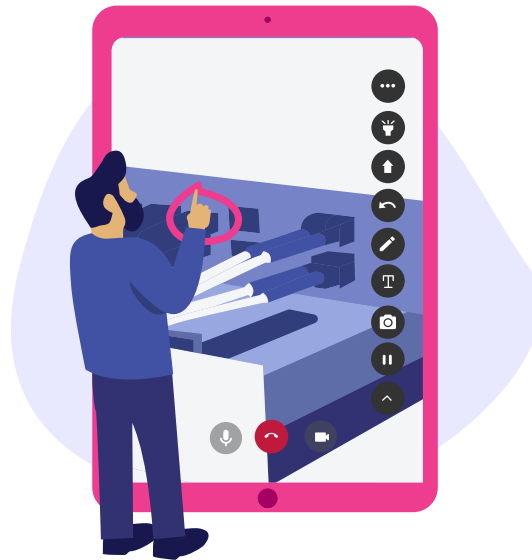


Illustration Skin Color Palette

Please follow this style guide when assigning a skin color tone to an illustration in the flat style shown.



1

Skin Tone



#FCDBBC

Hair Color



#18184F

Hair Color



#56371D

Hair Color



#E1AE0B

2

Skin Tone



#E4B376

Hair Color



#18184F

Hair Color



#56371D

3

Skin Tone



#A8583F

Hair Color



#18184F

Hair Color



#56371D

4

Skin Tone



#A57333

Hair Color



#18184F

Hair Color

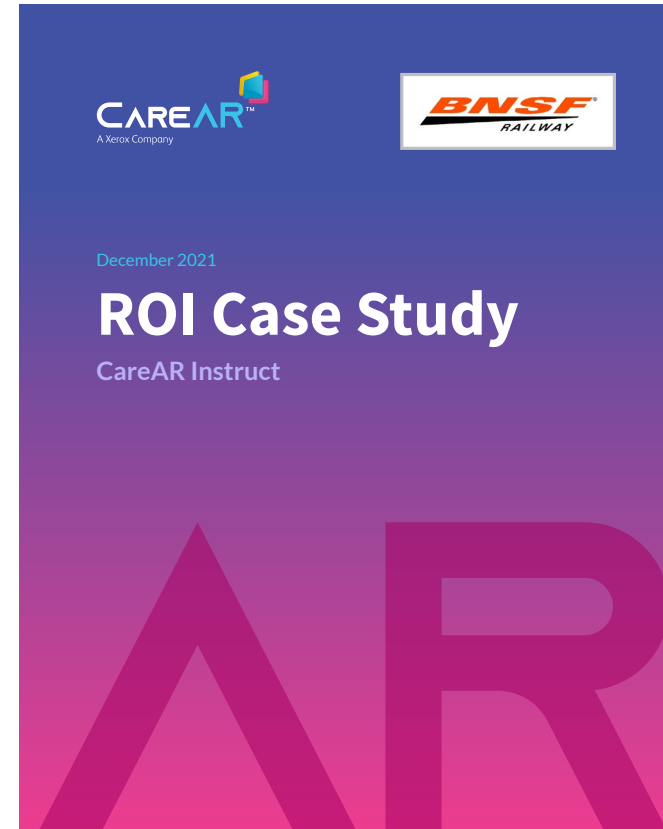


#18184F

The AR Graphic



The AR graphic is a background graphic element that can be used to add some brand flair in social posts, collateral, and presentations. The ideal transparency is 38%. It can be placed over gradient backgrounds as well as solid backgrounds.



The AR Graphic Dos & Don'ts



Do!

Use it as background artwork set way back in opacity.

"We now accomplish tasks faster, more accurately and with AR interaction from a human enablement perspective, our response time is faster and more reliably and with fewer errors. CareAR Instruct allows us to better organize and share knowledge, and to store validation data related to our maintenance operations quality, compliance and reporting requirements. We now have a reference that new technicians can access to how problems were resolved in the past."

-Robert Bowling,
Maintenance Operations Manager, BNSF

Now the company has expanded CareAR usage beyond initial assistance in diagnosing and solving issues impacting locomotive availability, but BNSF is taking advantage to streamline and enable other segments of the business not only shop operations and locomotive maintenance. For example, we are using CareAR to validate switch configuration to eliminate SRTs.

Types of Benefits Realized

Direct 81%

Indirect 19%



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4

Do!

Make the A and the R different colors if it helps create focus. As long as you can read both letters.

Reinventing the Service Experience

CareAR's industry-leading Service Experience Management (SXM) platform is purpose-built and a breakthrough for customer enablement, field services and knowledge delivery.



CareAR, A Xerox Company, is the Service Experience Management (SXM) leader. We make expertise accessible instantly for users through remote, live, visual augmented reality- and AI-driven interactions, instructions, and insights as part of a seamless digital workflow experience. CareAR sets the benchmark for the SXM category by bridging skill gaps, accelerating knowledge transfers, providing greater operational efficiencies, and enhancing customer outcomes and safety. Integrated with ServiceNow and combined with the content creation and storage capabilities of XMPie and DocuShare, CareAR's SXM platform is a one-stop shop for transforming all parts of your service organization's workflows.



CareAR™ Assist

Live visual assistance and guidance for remotely seeing and solving issues, anywhere.



CareAR™ Instruct

Create self-guided instructions for making anyone an instant expert.



CareAR™ Insight

Gain immediate intelligence and context for accurately assessing and solving issues.

The AR Graphic Dos & Don'ts



Don't

Turn the AR graphic into a repeating pattern.



Don't

Put an image inside the AR. It's hard to tell what it is.



Photography

CareAR's imagery can be broken into 2 categories:

1. Visualization of the software use case
2. Customer Experience

Photography is often composited with our user interface (UI) embedded in the device the figure is using in image.

You may also overlay our AR graphic on top of an image at a 10% opacity in certain use cases.

[View All CareAR Images](#)



Visualization of the Software Use Case

In this style of imagery, we are showcasing a specific use case, vertical, user interface or device type. When selecting or designing these images, please emphasize how the user will solve the problem better for that vertical or use case by using CareAR.



Customer Experience

This type of image emphasizes the emotion the user is having when working with CareAR. The focus should be the person's face and the expression should be one of contentment. It is preferred to have the UI in the background to indicate why they are having a positive experience.

PHOTOGRAPHY

Image Style

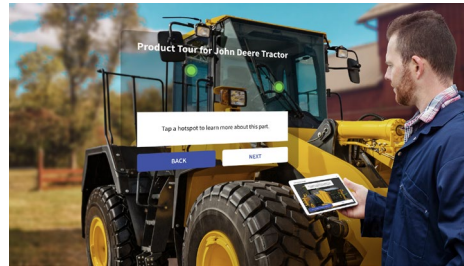
1. Visualization of the Software Use Case

When designing these images, it's most important that the client, prospect or partner imagine their employees or customers using CareAR. Please make sure you clearly understand the vertical, use case and device you are required to display.

Design Elements

1. The use case should be extremely clear
2. Please blur or keep background elements out of focus to emphasize the problem the user is solving with CareAR.
3. The lighting should be even or the light should be focused on the subject matter. Please do not choose images with blown out lighting in the background.
4. UI rotated in perspective in space (even if UI is showing on device)
5. 28% opacity on "virtual" UI backgrounds that do not have a device frame

Do



Blur background and make the use case and vertical clear



Make the UI show virtually in space when you cannot see clearly what's on the device

Do Not



Choose base images with blown out lighting that will distract from the image focus



Do not have bright spots or lens flares in the images.

PHOTOGRAPHY

Image Style

1. Customer Experience

When designing these images, it's most important to convey the user having a positive experience using CareAR.

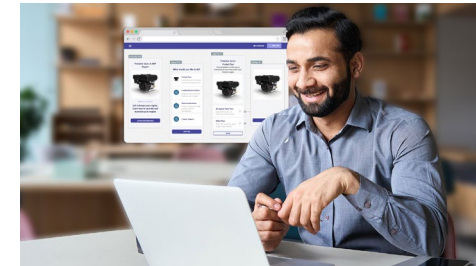
Design Elements

1. The subject should display positive emotion.
2. The use case should be extremely clear. But the UI **on the device** does not have to necessarily show
3. Please blur or keep background elements out of focus to emphasize the problem the user is solving with CareAR.
4. The lighting should be even or the light should be focused on the subject matter. Please do not choose images with blown out lighting in the background.
5. UI rotated in perspective in space (even if UI is showing on device)
6. 28% opacity on "virtual" UI backgrounds that do not have a device frame

Do



Blur background and make the use case and vertical clear



Show a happy expression on the person. Mix and match genders and ethnic backgrounds when multiple images are on a page or website.

Do Not



Choose base images with blown out lighting that will distract from the image focus. Do not have bright spots or lens flares in the images.



Do not choose image that show extreme emotion in either direction.

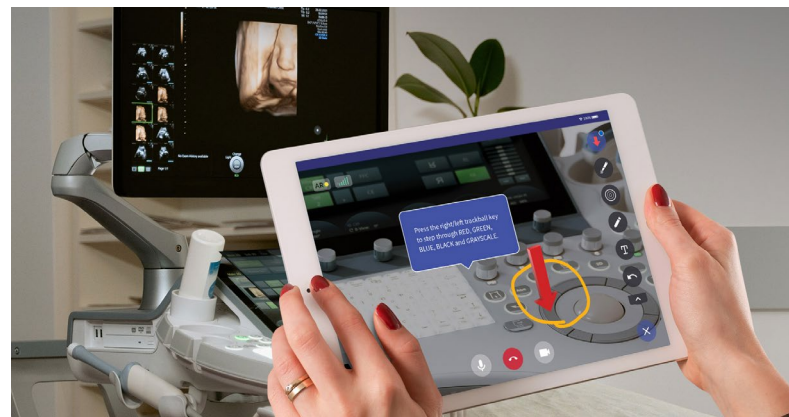
Designing Images

There are several things to keep in mind when selecting and imaging with photography:

- The industry
- The device
- The use case
- The product
- Age of character (if showing a full person)
- Gender of character
- Race of character

Ask yourself

- What is the industry I am trying to portray?
- What device and product would I like to example here?
- Is this a customer service or field service example?
- Is this image suppose to example a certain demographic such as Baby Boomers or millenials?
- If creating a grouping of images in a paper or on a webpage, do your images show a variety of genders and races?



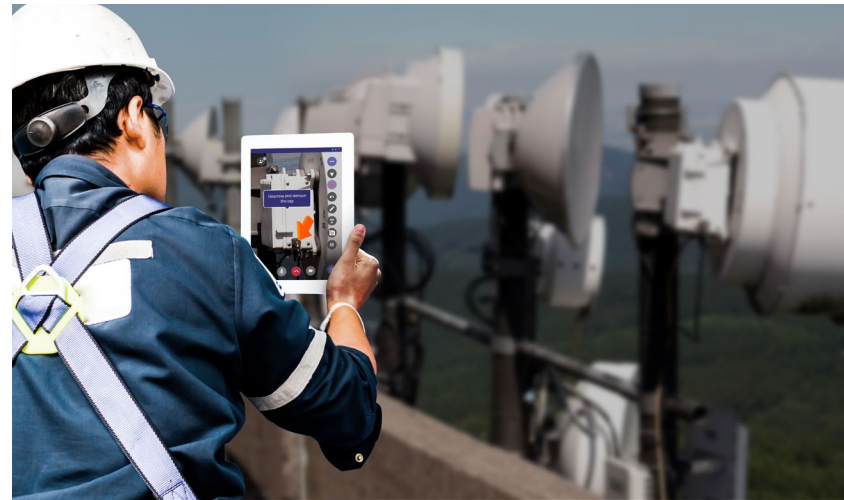
Designing Images - Lighting & Focus

The lighting of the situation should be bright enough to see the device and the situation clearly.

You can darken or blur parts of the image that aren't necessary to the understanding of the scene.

Do

Dark and blur background elements. Move uninteresting or irrelevant parts of the character off screen



Do Not

Use a busy background making it difficult to figure out what the scene is showing.

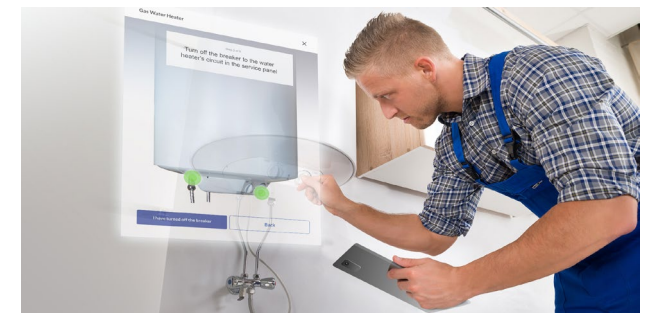
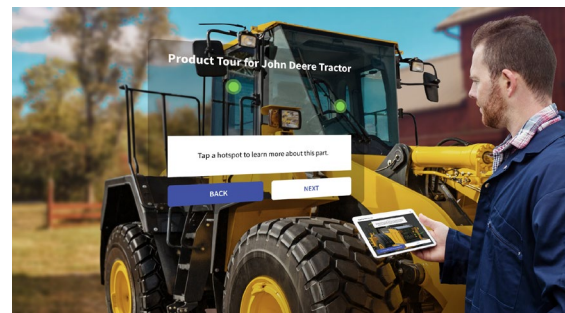
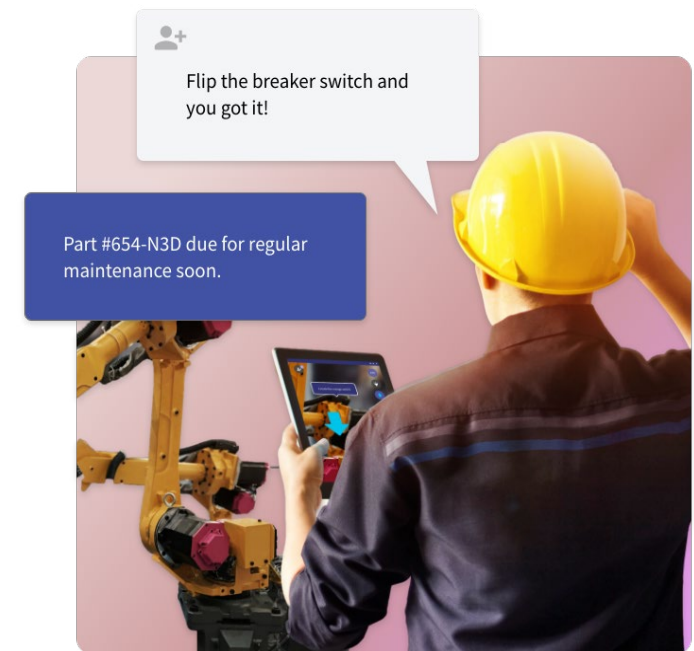
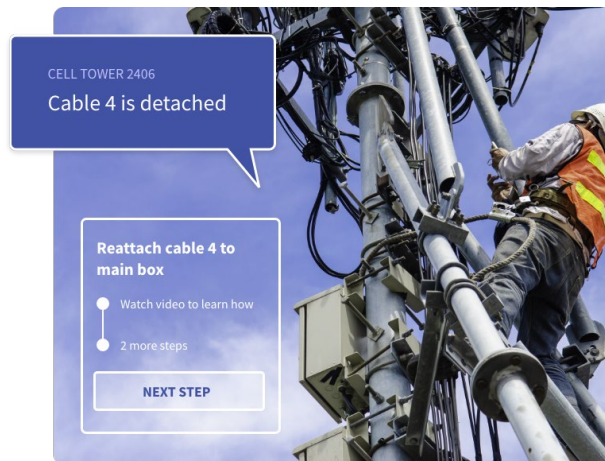


Designing Images with Overlays

When you cannot see clearly what's on the user's screen in an image, we add overlays to echo the product experience and/or the two way conversation the user is having with an expert or customer service representative.

These overlays can be shown in different ways

- chat bubble in space
- Instructions in space
- The full CareAR UI titled and rotated in space.



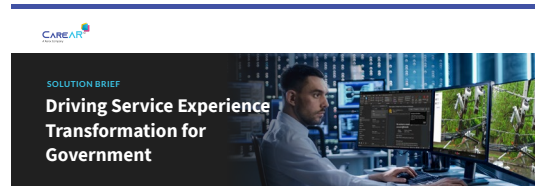
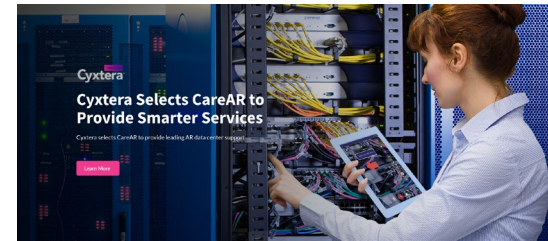
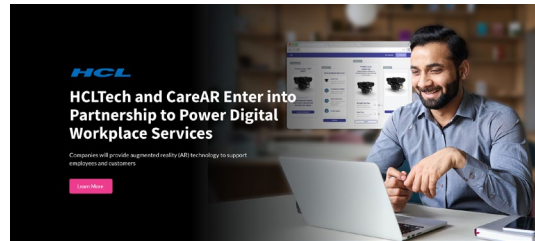
Background Images with Text

Background images with text can be website hero images, the main top image of a piece of collateral, a web banner or email signature image. Typically this type of image also has text embedded on top of it or next to it to convey the high level message of the piece.

When designing banner images it's important to not have the image and copy compete with each other or the image make the copy difficult to read.

The copy should take up at least 50% of the image real estate.

You may use a black gradient wash behind white text to make the text very legible.



Service Challenges in Government

Use Cases

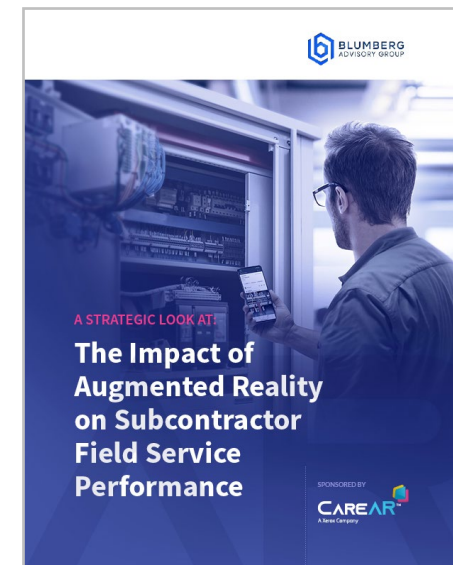
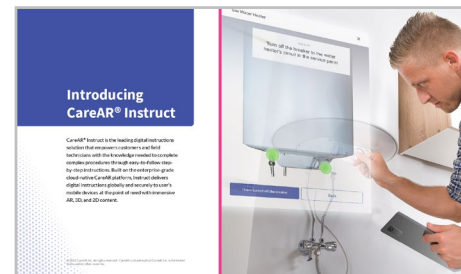


www.carear.com

CAREAR
A Xerox Company

Image Placement in Layouts

Images may appear top, bottom, or to either side of a layout. You may also use images as backgrounds in layouts or as cover slides/artwork if there is enough negative or blurred background to place a title on top.



The background features a dark blue field on the left, a diagonal cyan stripe running from the top right towards the bottom center, and a light cyan field on the right. The text is positioned on the dark blue field.

Brand in Action

Social Media

LinkedIn is the social channel where we achieve the most engagement and where our potential customers become aware of us. Focus on LinkedIn first, Twitter second, and Facebook last in order of priority.

Social Media Icons



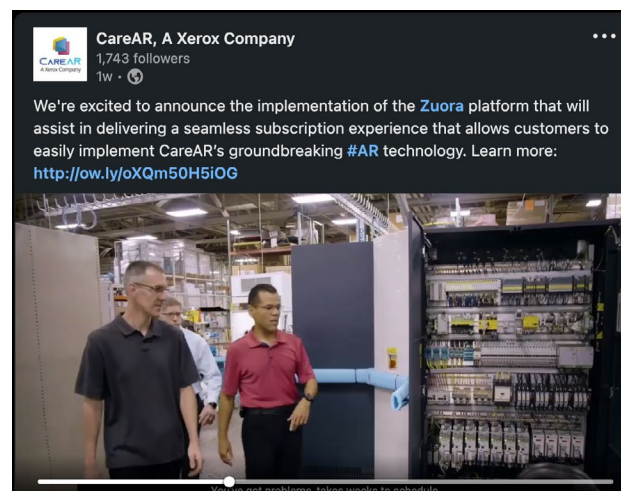
Social icons are designed in accordance with Xerox brand standard to maintain alignment with the Xerox brand.

They are built into the CareAR website, email signature and you can download the PNG files here: <https://assets.carear.com/share/C4B72A50-A2DB-4790-8B3077F2F3A31C05/>

Content Tone

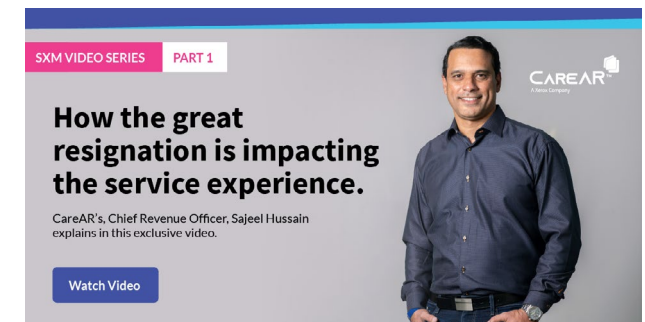
The writing style of our social media should be direct and very B2B focused. Never write content that is too cutesy and B2C.

Tag and call out individuals, companies and trendy phrases when possible.



Visual Design

Clean. Lots of white space. On brand. Minimal gradients. Less is more. Mix up the background colors.



Snapshot of 2023 Social Media

CareAR, A Xerox Company
4,957 followers
17h · Edited · 🌐

We are having a blast sharing about the [#customerexperience](#) at the [Xerox CX booth](#) and demoing how we transform field service operations with [ServiceNow's FSM](#) at [#knowledge2023](#). CareAR is at booth #416! ...see more

CareAR, A Xerox Company
4,957 followers
2mo · 🌐

Create your own visual AR/AI-based instructions with CareAR® Experience Builder, a no-code, drag-and-drop tool. Start building today! ...see more

CareAR, A Xerox Company
4,957 followers
4mo · 🌐

Augmented reality transforms the field inspection process with remote expert direction and step-by-step self-guidance that optimizes inspection consistency, quality, and efficiency with innovative visual engagement. Learn more ...see more

Augmented Reality for Next-generation Field Inspections - 5 pages



Augmented Reality for Next-generation Field Inspections



CareAR, A Xerox Company
4,957 followers
1w · 🌐

We will see you next week at [ServiceNow's #knowledge2023](#), May 16-18 in Las Vegas, NV! We are excited to have our own [Sam Waicberg](#) speak with [John Perry](#) from [Xerox](#) about how the CareAR - ServiceNow partnership is ...see more

CAREAR
Don't Miss CareAR at [ServiceNow's Knowledge 2023](#)

servicenow
KNOWLEDGE
MAY 16-18, 2023 • LAS VEGAS, NV

Transforming the Xerox Service Experience with Augmented Reality and AI
TUESDAY, MAY 16-18, 2023 • MAIN HALL

John Perry, Vice President Global Delivery Transformation and Technology, Xerox

Sam Waicberg, President and Co-Founder, CareAR

xerox **CAREAR**

CareAR, A Xerox Company
4,957 followers
3mo · Edited · 🌐

[#CareAR](#) was selected by [#frostandsullivan](#) for the Enabling Technology Leadership Award in [#AugmentedReality](#)! Learn more here https://lnkd.in/ei_xSh96

FROST & SULLIVAN

CAREAR RECEIVES THE 2023 ENABLING TECHNOLOGY LEADERSHIP AWARD

Identified as best in class in the North American AR field service industry

Frost & Sullivan Selects CareAR for 2023 Enabling Technology Leadership Award In Augmented Reality

[carear.com](#) - 2 min read



Solution Briefs




SOLUTION BRIEF

CareAR® Instruct

Empower technicians with self-solve AR instructions

Self-Support Challenge

Service organizations are under pressure to deliver excellent service with limited resources due to the increasing complexity of technology. Customers often prefer self-solving issues, but success rates are low, leading to frustration and a burden on support teams. This can be challenging as customers may struggle to explain their issues, while technicians may lack the necessary experience to address certain issues effectively.

Enterprises need solutions to enhance self-solve rates, reduce support calls, and improve the overall customer experience, empowering customers to solve issues on their own, ultimately reducing the need for technician visits and improving overall efficiency. Enter CareAR® Instruct, a visual support application that provides step-by-step, visually immersive instructions for customers and field service technicians.

Use Cases

-  **Field Services**
Easily accessible digital work instructions for support and to upskill field technicians and contractors
-  **Customer Service**
Immersive self-guidance for unboxing, installation, maintenance, and problem resolution

CareAR® Instruct

CareAR® Instruct is a powerful self-guided visual instruction solution that uses advanced AR and AI technology to help customers and technicians complete complex tasks quickly and accurately. As part of the CareAR SXM platform, Instruct is fully customizable with an easy-to-use no-code builder and is built on a secure, global, cloud-native platform.


With CareAR Instruct, customers and field technicians benefit from step-by-step instructions that include visual verification and intelligent search capabilities, improving first-time fix rates and reducing repeat dispatches. The platform is compatible with mobile devices and enhances task execution with augmented reality, 3D content, rich media such as video, and AI computer vision.

Whether guiding customers through product setup or assisting technicians with maintenance procedures, troubleshooting, repair, or inspections, CareAR Instruct empowers users to complete complex tasks with ease. By improving self-solve rates, reducing support calls, and enhancing the overall customer experience, CareAR Instruct is a powerful tool for any organization looking to optimize its support services. With CareAR Instruct, organizations can improve first-time fix rates, reduce costs, and enhance overall customer satisfaction.


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CareAR® Instruct Solution Brief

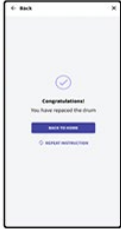
How it Works



1
SCAN QR CODE





2
FOLLOW INSTRUCTIONS





3
RESOLVE ISSUE


Features


 Augmented Reality


 Digital Twin


 Natural Language Search

 Video, Images, and Text

 Object Detection

 Image Recognition

 Mobile App or Browser

 No-Code Authoring

Technical Requirements

mobile	iOS 12 or newer (includes ARKit) Android 10.0 or newer (includes ARCore)
browser	Google Chrome, Apple Safari
network	Internet connectivity required

Benefits

Avoids Service Calls
Provides immersive self-solve, step-by-step instructions that guide users to solve issues quickly and confidently.

First Time Fix Rates
Provide step by step guidance using with Digital Twin or AR overlay and 3D objects for more effective and clear communication.


Knowledge Transfer
Reduce your skills gap and make knowledge accessible to junior field resources, contractors or customers.

Reduce Service Costs
With visual step-by-step instructions, decrease downtime of systems, reduce need to send technicians onsite.

Customer Experience
Elevate your customer's experience and NPS through unmatched quality, service, and capabilities by empowering them to self-solve.

Inspire Self-Solve Success with Innovative AR Guidance!

Schedule a Demo



Web: <https://carear.com>
Email: info@carear.com

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Case Studies



CASE STUDY
CareAR Expedites Printer Installation Inhibited by Covid-19 International Border Closures

The Challenge

Gilmore Printing Services—one of Xerox's most important clients—was ready to install a sophisticated Xerox ink jet printer. However, the Trivor 2400 isn't easy to get up and running; it requires trained specialists, along with specific tools and techniques. The US-based installation team that usually handles such projects was all set to visit its neighbor up north, except for one wrinkle: restrictions due to the COVID-19 pandemic prevented them from crossing the border. "We had to find a way to close the gap, or not having our team physically there but yet provide the support that the local team had on site," said Carlos Lopez, systems engineer at Xerox. It needed a remote solution to assist the untrained team in Canada with the complicated set-up.

The Solution

Dan Banaszak, Xerox's vice president of global manufacturing, and Lopez used CareAR™ Assist to remotely walk the untrained Gilmore team through the two-week installation process, step-by-step. How did they communicate? With smartphone cameras and CareAR's real-time AR-powered video feed. The Canadians showed the trained Xerox team what they were looking at and the experts asked clarifying questions, provided guidance, and fixed mistakes.

"We would use the tool to show them what we are seeing," Lopez said. "Having that visual context of what they are seeing, gives us a way to easily troubleshoot the problem, and also allows us to narrow down the scope of where we should concentrate." For example, once Lopez understood the problem, he placed captions, such as: "Make sure this hose is tightly fastened," with an anchored arrow aimed at the point of contact for the hose.

Working with CareAR

"We had originally planned to have this entire process finished by June 30, and with the hurdle after hurdle, we were successful on June 29."

Dan Banaszak,
Vice President of Global Manufacturing,
Xerox

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ABOUT ORGANIZATION

For more than 100 years, Xerox has continually redefined the workplace experience. Harnessing our leadership position in office and production print technology, we've expanded into software and services to sustainably power today's workforce. From the office to industrial environments, our differentiated business solutions and financial services are designed to make every day work better for clients — no matter where that work is being done. Today, Xerox scientists and engineers are continuing our legacy of innovation with disruptive technologies in digital transformation, augmented reality, robotic process automation, additive manufacturing, Industrial Internet of Things and cleantech. Learn more at [xerox.com](https://www.xerox.com).

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Case Study: Xerox & Gilmore Printing Facility

Working with CareAR

Mission accomplished. Using CareAR, Banaszak and Lopez helped the untrained Gilmore team get the complex printer up and running—entirely remotely—one day ahead of schedule. "The Trivor requires special tools, special techniques," Banaszak said. "This was that Apollo 13 moment where we threw a bunch of things on the table and said, okay engineers, these guys are up in space you can't get to them, you have to make this thing work."

—Dan Banaszak,
Vice President of Global Manufacturing, Xerox

Another unexpected benefit was the ability to save this information for future use. "Being able to highlight certain regions within the machine with the arrows and adding text to the screen, not only were we able to highlight for them, but also document parts of the process that sometimes get missed," Lopez said. "Then we can use that feedback, so that the next time someone runs into a similar problem, we can have that information right there."

About CareAR

CareAR, A Xerox Company, is the Service Experience Management (SXM) leader. We make expertise accessible instantly for users through remote, live visual augmented reality and AI-driven interactions, instructions and insights as part of a seamless digital workflow experience. CareAR sets the benchmark for the SXM category, by bridging skills gaps, accelerating knowledge transfers, providing greater operational efficiencies, and enhancing customer outcomes and safety. Learn more at [CareAR.com](https://www.CareAR.com).

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Thank you!

Any questions, please contact
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