



Brand Style Guide

Mission

Our mission is to help business owners and operators grow their businesses into sustainable and profitable organizations through the use of technology.

Personality

Energetic

Energy drives everything. We approach everything eager to help and with positive energy. Since our clients are fast-paced environments, we must do everything with a sense of urgency.

Curious

We are eager to learn. It could be about our client, operations in general, or regarding technical solutions. Our team wants to know the ins and outs of everything.

Forward Looking

What's next? How can we help, build upon, or create something that will solve our client's challenges.

Approachable

We are your geeky cousin or best friend. You aren't afraid to ask questions, and we are always here with answers.

Promise

Our promise is to give restaurant operators anything and everything they need to thrive and be right by their side when they need help.

The Brand

Name Origin

Focus was built around the idea of building technology tools for restaurant and bar owners/operations that would allow them to “focus” on their business, not the technology.

Name Usage

While our business name is Focus POS of Arizona, LLC and we do business as Focus POS California, we have simplified our name and branding down to Focus for all communications for simplicity’s sake and to keep consistent branding across markets.

Primary Logo

Blue cloud with orange lettering spelling out the name “Focus” starting on top of the cloud and going to the right.



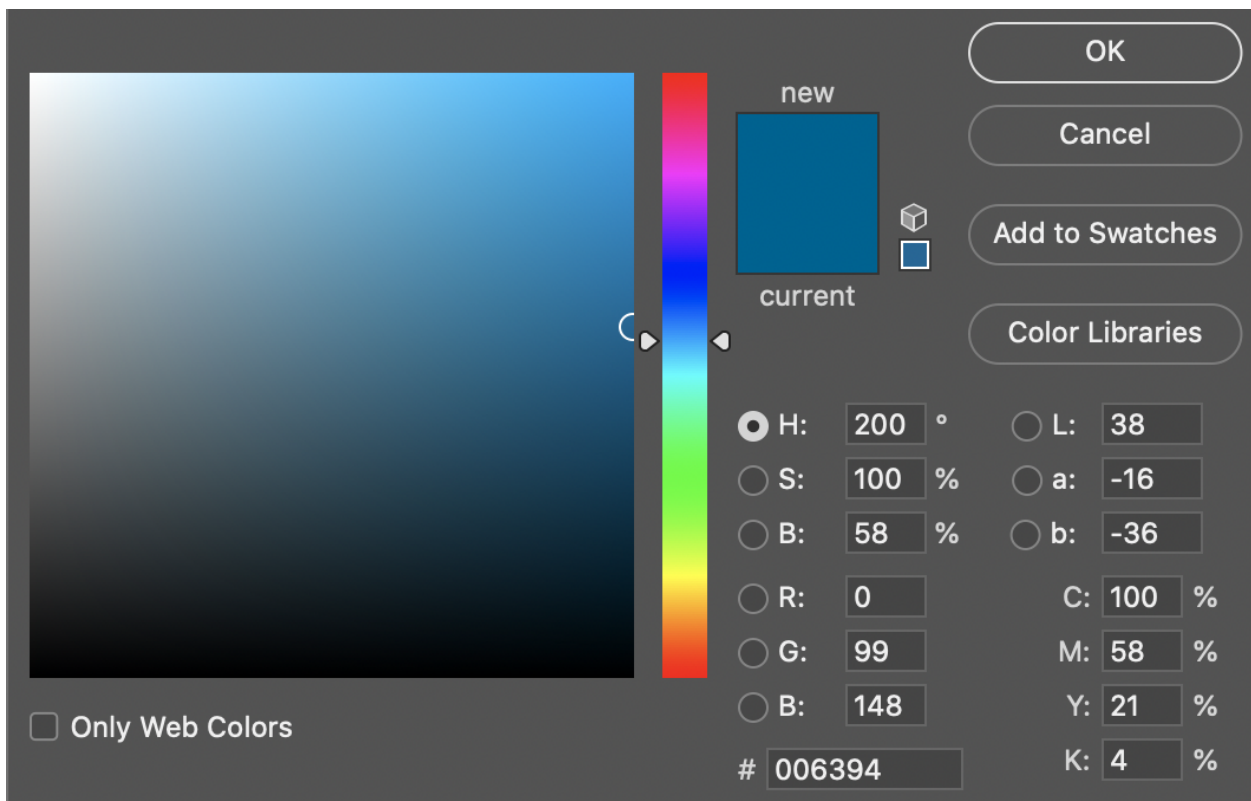
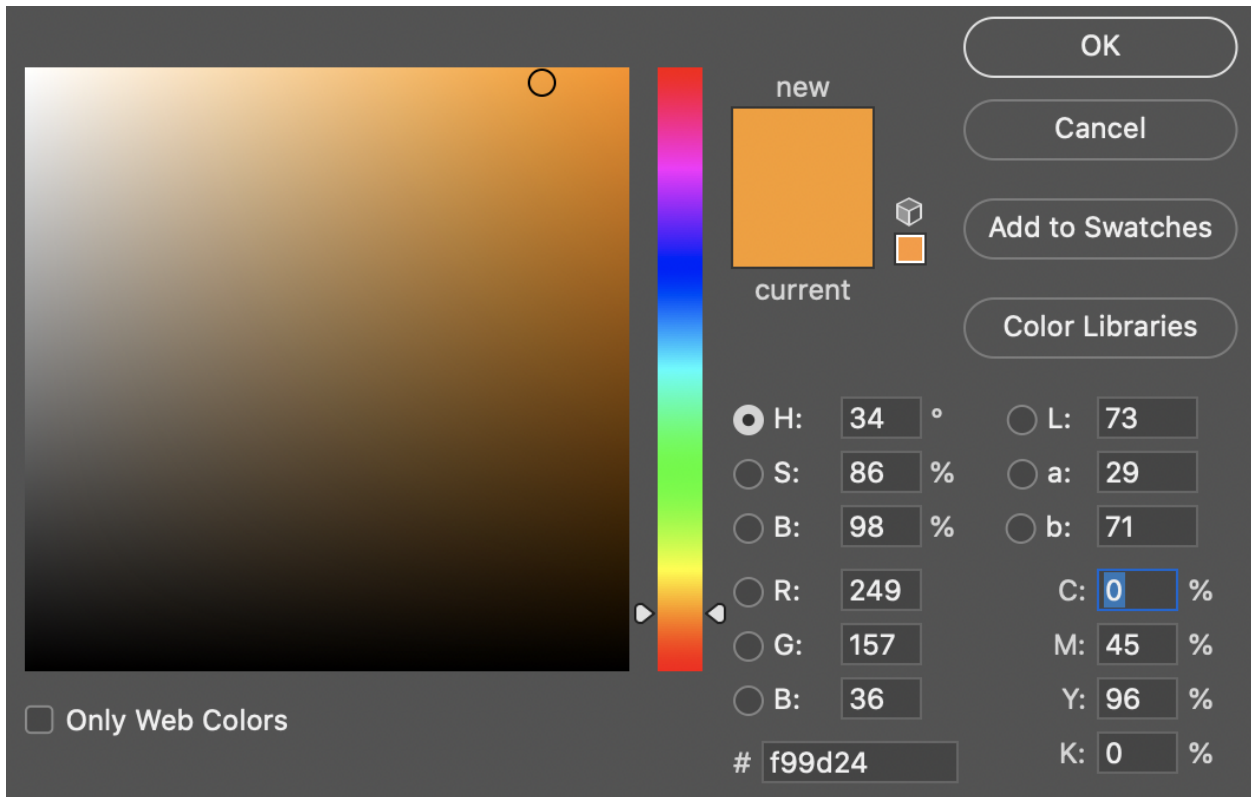
Secondary Logo

Blue cloud with orange “F” in the center.



Color Palette

The lettering in the Focus logo should be white (#ffffff) or orange (#f99d24). The cloud should be white (#ffffff) or blue (#006394).



Preferred Typeset

Neue Helvetica Light
Neue Helvetica Regular
Neue Helvetica Bold

Web Presence

Company Website

<https://focusca.com>

Facebook

<https://www.facebook.com/FocusPOSCA>

Instagram

<https://www.instagram.com/focusposca/>

LinkedIn

<https://www.linkedin.com/company/focus-pos-california>

Twitter

<https://twitter.com/focusposca>