



# INFLUENCER GUIDELINES

2020 EDITION



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## WELCOME TO THE SPYPOINT TEAM

As part of the SPYPOINT influencer network you are a significant part of the SPYPOINT voice.

The strength of that voice is determined by the consistency with which it is delivered. As part of the team we have assembled this guide to help you understand exactly how to speak about, promote, and share the SPYPOINT brand and story.





# BRAND IDENTITY

SPYPOINT is bringing cutting edge technology to the primitive pursuit of wild game. Where the game we pursue has thousands of years of instinct and cunning, we offer the hunter the latest tools to help level the hunting field.

SPYPOINT wants to make you a better, more educated, more prepared hunter. From the cameras themselves, to the advanced digital scouting tools that lead the industry, SPYPOINT is dedicated to giving hunters the tools to be the very best hunter possible.

Every trip to the woods should be done with purpose, with the expectation of success, because SPYPOINT has delivered the insight, information, and context to make every minute in the woods as productive as possible.



# BRAND VALUES

## INNOVATION

SPYPOINT isn't hanging our hat on what those who have come before us have done. We are a technology driver in the hunting industry. It's not enough to offer something cool, we want to be the ones to introduce it.

We don't want to look at the industry and say **"us too."** We want to look at the industry and say, **"catch up."**

## TECHNOLOGY

There's no denying that we live in an age dominated by technology. SPYPOINT is using that technology to educate the hunter. Modern camouflage, bows, guns, these are all tools. You can use tools better. There is no substitute for information. Your hunting decisions are only as good as your information. SPYPOINT is using technology to create the most informed generation of hunters the world has ever seen.

## CLARITY

The key to making technology useful is the ease with which it can be used. If the technology is so complicated that putting it to use isn't practical or efficient, the advantage is wasted.

SPYPOINT not only strives to deliver advanced digital scouting tools that can make every hunter better, we strive to make tools that every hunter can understand and deploy quickly, simply, and effectively.



# HOW TO TALK ABOUT SPYPOINT

## EDUCATE

The technology SPYPOINT delivers is still new to many people. Your job isn't to belittle or make them feel stupid for not using it. SPYPOINT solves problems. Your job is to communicate those solutions in a way that encourages new hunters to use the product, not discourage them from talking or asking questions about the product.

## LEGITIMIZE

***Confident, not cocky.***  
***Proud, not boastful.***  
***Knowledgeable, not a know-it-all.***

SPYPOINT is the category leader. SPYPOINT is driving innovation. SPYPOINT is leading the way. We have a lot of reasons to be proud, but that doesn't give us license to present ourselves as anything less than professional. SPYPOINT has a great number of features and innovations that we can talk about positively. There is never any reason to speak poorly of any of our competitors.

## ACTIVATE

SPYPOINT influencers should leave conversations with the other party feeling activated to engage with the brand and technology. Presenting the solutions SPYPOINT offers to common questions and issues that hunters encounter should not only excite them, it should excite you.



# OUR LOGO



## Official color version

This version should be chiefly used whenever possible. The white outline must appear in all cases.



## Grayscale version

Exclusively intended for newspaper advertising. The white outline must appear in all cases.



## Black version

Exclusively intended for promotional items. This logo does not have any outline.



## White version

Exclusively intended for promotional items. This logo does not have any outline.

## MINIMUM FREE SPACE



To increase its visual impact, the logotype must be surrounded with at least two «®» symbols width of free space. This space must be free of any typographic, graphic, or visual element.

## MINIMUM SIZES



The logotype minimum size is 1 in (2.54 cm) once printed.

To ensure its legibility at all times, the logo may not be reproduced in sizes smaller than the minimum suggested. This rule applies for all versions of the SPYPOINT and SPYPOINT.com logotypes.



Do not add another outline



Do not change the colors in any way



Do not deform horizontally



Do not add effect (such as 3D shading)



Do not change the symbol size (target)

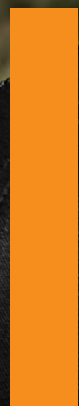


Do not deform vertically



# BRAND COLORS

## OFFICIAL COLORS

**CMYK:**

C (cyan): 0 %  
M (magenta): 53 %  
Y (yellow): 100 %  
K (black): 0 %

**Pantone®:**

PMS 144C

**RAL (for metal):**

RAL 2000 49/24570

**RGB:**

R (red): 248  
G (green): 144  
B (blue): 30

**Hexadecimal:**

#F89021

**Transparent vinyl  
(for backlighting):**

Tangerine 151C

**CMYK:**

C (cyan): 0 %  
M (magenta): 0 %  
Y (yellow): 0 %  
K (black): 0 %

**RGB:**

R (red): 255  
G (green): 255  
B (blue): 255

**Hexadecimal:**

#FFFFFF

**CMYK:**

C (cyan): 75 %  
M (magenta): 68 %  
Y (yellow): 67 %  
K (black): 90 %

**RGB:**

R (red): 0  
G (green): 0  
B (blue): 0

**Hexadecimal:**

#000000

## SECONDARY COLORS

**CMYK:**

C (cyan): 0 %  
M (magenta): 0 %  
Y (yellow): 0 %  
K (black): 20 %

**RGB:**

R (red): 209  
G (green): 211  
B (blue): 212

**Hexadecimal:**

#D1D3D4

**CMYK:**

C (cyan): 0 %  
M (magenta): 0 %  
Y (yellow): 0 %  
K (black): 100 %

**RGB:**

R (red): 35  
G (green): 31  
B (blue): 32

**Hexadecimal:**

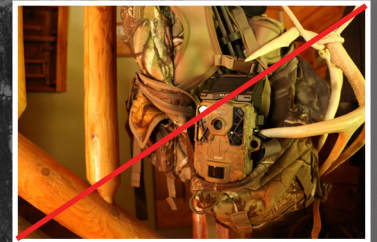
#231F20



# VISUAL VOICE

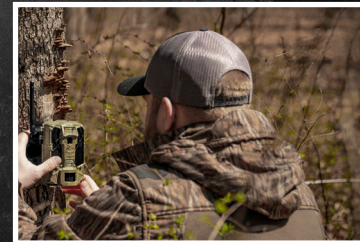
## COLOR PALETTE

Natural (sometimes autumnal) • Warmer rather than cooler • Tone on tone  
• Desaturated • Harmonious mix of green, kaki, brown, beige, and gray.  
\* The black-and-white photo must always look as natural as its color equivalent.



## CONTEXT

Outdoor scenarios of a hunter's day-to-day; gearing up a trail backpack, mounting a camera to a tree, etc.



## PEOPLE

The typical model should reflect our target market demographics. The use of fashion models is not desired as they don't represent the brand well.

Facing away from the camera, never directly towards it.  
• Confident facial expression • Laid-back, natural posture

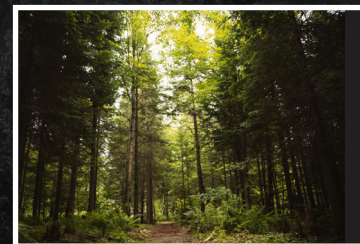




## LOCATIONS

The photos must highlight typical hunting environments. Therefore, winter scenes and trees which are considered exotic must not be used as a background. The ideal location has very common geographical specifications that will remind the hunters of a familiar place.

\*Pay careful attention to the density of the forests and quantity of conifers.



## COMPOSITION

The cameras are the main subject of the photos while human presence, though welcome, is essentially ornamental. It is then acceptable to show only a part of the body.

The background must be discrete enough to bring the focus on the product. The use of a shallow depth of field helps direct our attention on the subject. Horizontal photos with a decentered subject adapt easily to any media.



## ATTENTION TO DETAIL

The presence of other brand logos on clothes and accessories must be used to a minimum. If a camouflage outfit is used, the different pieces of clothing should match closely. Camo can be worn on the entire body or only on the torso, not the opposite.





# SPYPOINT PRODUCTS

It's important that when you talk about products or the brand you do so properly. These are examples of what is appropriate and not appropriate for the brand and the products. If you are ever in doubt, consult your app, or the website to see how these items should be expressed.

## SPYPOINT BRAND

When putting the brand name in the written word it must always be capitalized and without spaces.

**Correct:**  
SPYPOINT

**Incorrect:**  
Spypoint, SPY POINT, Spy Point, spy point, spy point

## PRODUCT NAMES

Specific SPYPOINT products should always be capitalized and hyphenated.

**Correct:**  
LINK-MICRO-LTE, CELL-LINK, SOLAR-DARK, FORCE-DARK.

**Incorrect:**  
lte micro link, solar-dark, Force Dark, CELL link, etc.



## PRODUCT LOGOS

Select the proper version of the logo for your type of background (dark or light). The logo must not be altered in any way (color, orientation, etc.).

CELL-LINK<sup>LTE</sup>

LINK-MICRO-LTE

LINK-DARK

SOLAR-DARK

CELL-LINK<sup>LTE</sup>

LINK-MICRO-LTE

LINK-DARK

SOLAR-DARK



# SPYPOINT EXPERIENCE

SPYPOINT products are only the beginning. The SPYPOINT EXPERIENCE is the robust, intuitive, customizable suite of features that set SPYPOINT apart. Understanding how to talk about the SPYPOINT EXPERIENCE features, and how they work is imperative. Consistent language and explanations are a must.



## PHOTO TRANSMISSION PLANS

Transmission plans are to be selected on a per-camera basis. These are the plans that determine how many photos are transmitted on a monthly basis. Still the only free plan option in the industry.

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### **Terms to avoid:**

Data plan or data package.

## SCOUTING PACKAGES

Scouting packages contain individual features that match the way each hunter uses their camera. Hunters can select packages based on things like photo history access, BUCK TRACKER filters, and as 2020 unfolds, even more advanced scouting features.

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### **Terms to avoid:**

SPYPOINT EXPERIENCE

## FULL-HD PHOTOS ON REQUEST

Replace the compressed thumbnail in your camera timeline by requesting the FULL-HD image be transmitted during one of the next few transmissions. Avoid visiting the camera to see the detailed version of the images.

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### **Terms to avoid:**

HD download or HD on demand.

## REFERRAL PROGRAM

Earn rebates on future purchases or SPYDOLLARS for use on in-app service purchases by referring new or existing SPYPOINT customers. No limit on the number of rewards you can redeem.

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### **Terms to avoid:**

Rewards program.



# THE MOBILE SCOUTING EXPERIENCE

SPYPOINT doesn't just offer trail cameras or services.  
SPYPOINT offers: **KNOWLEDGE, INFORMATION, AND SUCCESS.**

The combination of SPYPOINT products and the SPYPOINT EXPERIENCE gives any hunter, on any budget, the opportunity to turn themselves into the very best hunter they can be, by being the most informed hunter they can be.

There are lots of companies selling trail cameras, and developing tools around their use. But, nobody is creating a more complete, more exciting, more helpful digital scouting tool than SPYPOINT.

SPYPOINT is  
**THE MOBILE SCOUTING SOLUTION.**







# REPRESENTING SPYPOINT

As a member of the SPYPOINT influencer network you are on the frontlines of telling the SPYPOINT story. Take your experience with the SPYPOINT brand, its products, and its technology and tell that story to people you meet in person, online, in social media and show people why SPYPOINT is the industry power that we all know it to be.

THIS IS SPYPOINT.  
**YOU ARE SPYPOINT.**





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