The minds that make NetMotion what it is are uniformly humble, human and bold. When representing NetMotion, whether that’s writing a press release or crafting a product video, it’s these qualities you should seek to exhibit.

Joel Windels, CMO
NetMotion Software
The personality of NetMotion

NetMotion is no more than the smart, driven and friendly people who work there. Those people boast countless admirable qualities, but there are three that standout among them. The minds that make NetMotion what it is are uniformly humble, human and bold. When writing for NetMotion, whether that’s a press release or product update, it’s these qualities you should seek to exhibit.

**Humble.**
We don’t shout about how great we are or claim to be the best at everything. We’re quietly confident and proud of our reputation, but never allow that to stray into arrogance or hubris. Allow others to speak to our strengths and we will champions those around us.

**Bold.**
We’re imaginative and creative, unafraid to do things a little differently. Try to take the unconventional path. We strive to take interesting, unexpected and even controversial viewpoints – without them, we shouldn’t say anything at all. We’re the enterprise b2b company that behaves like a challenger consumer brand.

**Human.**
We might be a faceless company, yet there’s a lot of warmth and kindness to how we operate. We think in long term timescales even if it means sacrificing the immediate gains. Everything we do should be accessible, succinct and easy to understand. Less is more, meaning we use short, simple words and easily digestible sentences.

NetMotion has its own personality unlike anyone in particular. Good examples of kindred spirits would be:

**Barack Obama**
The calm, warm and very humble former president of the US.

**David Attenborough**
The kind, modest and intelligent British natural historian.

**Amelia Earhart**
The brave, confident and imaginative aviation pioneer.
Company positioning

Tagline (2020): Uncompromised secure access

Product description

NetMotion is a security platform differentiated by user experience.

Company boilerplate

NetMotion provides security solutions to over 3000 global enterprises, including 7/10 of the largest airlines, 85% of US public safety agencies and a variety of other major organizations from across the healthcare, logistics and legal sectors. Customers choose the NetMotion platform for its powerful software-defined perimeter (SDP), experience monitoring and enterprise VPN functionality. These solutions stand out for their ability to actively improve the employee experience, validated by a satisfaction rating of 97% and an NPS of 91. NetMotion is headquartered in Seattle, with offices in Victoria, Chicago, London, Tokyo, Sydney and Frankfurt.

Solutions

Software-defined perimeter

NetMotion SDP provides a more intelligent way to deliver secure remote access, protecting both users and resources in a way that improves the experience of working remotely.

Experience monitoring

NetMotion presents rich insights on the realtime experience of remote and mobile workers, providing both proactive and reactive ways of improving it.

Enterprise VPN

NetMotion provides the only VPN purpose-built with mobile workers in mind, using patented technologies to optimize web traffic, enhance video calls and stabilize the network.

Subscriptions

**N COMPLETE**

$10

PER DEVICE, PER MONTH

Best suited for mature enterprises. Includes access to the full NetMotion platform, powering security, visibility and connectivity use-cases.

**N CORE**

$5

PER DEVICE, PER MONTH

Best suited for organizations with simple VPN requirements.
Writing for NetMotion - tone

It’s a real challenge to try and craft a consistent and compelling personality for an organization of well over a hundred people spread across the globe. The good thing about personalities—at least the most interesting ones—is that they have bags of nuance that allow characteristics to change depending on context without needing to take on a whole new identity. Think about how you behave in front of your parents compared to your best friends. It’s very different, yet you’re still unmistakably the same person with the same persona.

We don’t need long lists of rules to obey or sins to avoid. It is helpful to establish some core conventions that will guide you closer to channeling a consistent company voice. Here are some tips for writing in the NetMotion style.

1. **Narrative**
   Avoid the first person singular, unless there is a very obvious reason we shouldn’t. Mostly, we are the first-person plural speaking to an individual. What does that mean? Well, it means you can say “we have released this for you” or “NetMotion has released this”. Try to avoid words like “I” and “me”.

2. **Pronouns**
   NetMotion should, in general, be singular. “It has six global offices”, rather than “they have six global offices”.

3. **Name**
   There is no need to add the ‘software’ part of the company name. In 9/10 instances, NetMotion alone should suffice.

4. **Trademarks and symbols**
   We have our own registered trademarks. Hooray. That doesn’t mean we should use them though. There needs to be a very good justification for including them in our marketing.

"This Spring, NetMotion will be launching something we really hope you’ll like. We’ve worked hard to improve our platform, meaning soon you’ll be able to get more visibility than ever – helping you have happier, more secure and more productive workers."

"I’m absolutely pumped that NetMotion Software are launching this amazing new feature! The innovative SDP console is the best thing we’ve ever released, putting other vendors to shame. You get more data and insights than anywhere else!"
Writing for NetMotion - grammar

Whenever possible, NetMotion’s communication should be clear, consistent and mistake-free. This extends beyond just spell-check, and into a consistent grammatical quality.

1. Language
   Authors should localize language when relevant, but the default is American English. Grammar rules can change between documents but must be consistent within them.

2. Capitalization
   Titles and subtitles in documents and web pages should be in sentence case. Like this one.
   Job titles should be in lower case. She is an account manager, not an Account Manager.
   Departments are lower case. It’s the marketing team, not the Marketing team.

3. Spacing
   There is one space following a full stop (period). No exceptions.

4. Semi-colons
   Be careful with semi-colons. They are difficult to use accurately and so best practice is to simply not use them at all.

5. Exclamation marks
   Exclamation marks are powerful. They add meaning and weight to the tone of copy but please beware. Too many of them dilutes their power and strays into uncontrollable enthusiasm or excitement. Try to stick to one exclamation mark in whatever you’re writing. One per email. One per blog post. If you feel like you really, really need two then there should be a compelling justification for it.

NetMotion does things a little differently. By using similar streaming technologies to Netflix and YouTube, it actively helps to make your video calls much a more smooth, clear and consistent experience.

NetMotion® offers a VPN based on the UDP Protocol, utilizing QoS, Traffic Shaping and Link Layer Optimization (LLO); accelerating data and improving the performance of A/V conferencing
Logo

The NetMotion logo is versatile but can’t be altered too heavily. Depending on preference, you can make use of the full logo or the single ‘N’ variation. By default, the blue version is preferred, but a white iteration can be used when backgrounds or contexts require it. Full, high resolution assets can be requested by contacting Megan: megan.larkin@netmotionsoftware.com

Font

Proxima Nova is the name of the font family used across all modern NetMotion collateral. Medium and semibold variations are most commonly used for body copy and quotes, while bold is reserved for titles, or emphasized text. Other variations such as thin, light, extrabold, black and italic are rarely used, if ever. Employees can download Proxima Nova from the sharepoint. It can also be purchased here.
Color palette

NetMotion colors are primarily centered on the use of blue, but by default should be set against white backdrops and clean, breathable designs. All NetMotion color palettes include 100% black (HEX #000000) and 100% white (HEX #FFFFFF.)

NetMotion standard

These blues are used for general branding and in the vast majority of instances, and are your safest bet when branding anything “NetMotion”.

NetMotion core

This palette is reserved exclusively for contexts in which the NetMotion ‘Core’ package is featured, distinguishing the VPN bundle from the main NetMotion platform.

SDP (noir palette)

The secondary ‘SDP’ palette is only to be used when featuring content and materials focused on NetMotion’s SDP solution. It usually features white text and a black background.

In the interest of brand integrity, we strongly suggest you source all SDP material from the marketing team, rather than creating it yourself.
Additional resources

**Assets and collateral (employees only)**

An archive of graphical assets, images and marketing materials can be found on our sharepoint: netmotionwireless.sharepoint.com/sites/salesmarketing/Marketing Documents

**Fonts**

Employees can download Proxima Nova from the sales sharepoint. It can also be purchased here: fonts.com/font/mark-simonson-studio/proxima-nova

**Marketing inquiries**

Have a marketing question? Not sure who to ask? Send it to the marketing inbox and we’ll point you in the right direction. marketing@netmotionsoftware.com

**Creative requests**

Creative requests can be submitted to our digital designer Megan via this link: netmo.io/megan To discuss a project, kindly email her or send a message via Teams.

Thank you for reading