FRANNET®

LOCAL. TRUSTED. FRANCHISE EXPERTS.

Website Brand Standards for Independent Franchisee Websites

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Brand Guidelines

Brand Guidelines

Brand guidelines play an important role in managing perceptions of the company. Every time you communicate with customers, employees, investors, and the community, it is essential to build and reinforce a consistent perception of FranNet.

Main Style Components

- Logo

- Color

- Typography

Logo

The FranNet logo can be presented in any of the brand's approved shades of blue, gray, orange, yellow, or in black or white. The logo should always be displayed in proper proportion, in its entirety, and with sufficient contrast against background for readability.

The legal mark is ®. The logo may be presented with, or without the lockup tagline: Local. Trusted. Franchise Experts. The tagline should be used with the FranNet logo, and not linked to any other product or service.

Do not alter the tagline. Keep the lockup intact, and use only the authorized art. If you need a small logo, we recommend dropping the tagline due to reduced readability. When an icon representation is needed, the FranNet, "FN" graphic may stand alone.

This art is authorized by FranNet and its intergrity should not be changed.

Color

"FranNet Blue," or Pantone® 286C should be the dominant color used in FranNet communications. The other colors may be used in conjunction with our core color of blue to increase depth and visual interest. These colors may be combined to form gradients. Tints of these colors may also be used. Besides black and white, these are the only colors that should be used.

"FranNet Blue" Pantone 286 C
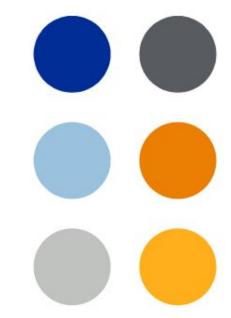C100, M75, Y0, K0 R0, G51, B160
#0033A0

Light Blue Pantone 543 C
C37, M9, Y0, K1 R164, G200, B255
#A4C8E1

Light Gray Pantone 420 C
C6, M4, Y7, K13 R199, G201, B199
#C7C9C7

Dark Gray
Pantone Cool Gray 10
C40, M30, Y20, K66 R99, G102, B100
#63666A

Light Orange Pantone 1235 C
C0, M31, Y98, K0 R255, G184, B28
#FFB81C

Dark Orange Pantone 144 C
C0, M51, Y100, K0 R237, G139, B0
#ED8B00

Typography

AVENIR NEXT is FranNet's primary typeface, and should be used in all FranNet communications. Do not substitute any typeface except with Arial, as needed, for internal presentations or web safe communications.

MAGNETON is the perfect typeface to complement to Avenir Next—and should be used as just that—a complement. Magneton is an optional accompaniment to Avenir Next in any FranNet-branded collateral. Never design a piece of FranNet messaging exclusively with Magneton.

Development Guidelines

Website Infrastructure

Maintaining a reliable and easy to maintain website infrastructure is critical when ensuring your FranNet website maintains uptime and can serve content to your visitors quickly and effectively.

Guidelines

- The domain, hosting, and SSL must all be centralized to one GoDaddy account. This account may be owned by the franchisee, but corporate must retain delegated access to all products.

- The hosting plan chosen must be a managed WordPress plan

- An SSL is mandatory and must be active on all pages of the website

Website Development

The development decisions and upkeep of the website are critical for security and allowing the website to function without issue while securing any sensitive data contained within the database.

Guidelines

- Website **must** be developed using WordPress CMS. Corporate must retain administrative permissions to access the WordPress backend. The following plugins must be used:

    - Gravity Forms
    - Yoast SEO
    - Askimet

- WordPress version, plugins, and PHP version must be current at all times. A seven (7) day grace period will be granted to remedy an outdated code version or plugin. Failure to stay current poses a significant security risk and is grounds for disapproval of the independent website and a mandatory indefinite redirection to the corporate website.

- The website must be responsively designed and optimally viewable across all device types and screen sizes. A seven (7) day grace period will be granted to remedy any responsive issues.

Website Analytics

Website analytics provide insights and data that can be used to create a better user experience for website visitors. Understanding customer behavior is also key to optimizing a website for key conversion metrics and accurately track the effectiveness of your online marketing campaigns to help inform future efforts.

Guidelines

- The following accounts must be created and technology integrated into the website:

    - Google Analytics

    - Google Tag Manager

    - Google Search Console

    - Mixpanel or Heap Analytics; with identify enabled

    - Hotjar

    - Facebook Pixel

- Corporate must be an administrator at the account level of all of the above technologies. Corporate also retains the right to implement additional tracking scripts on your website to aid in its network level reporting.

- Any errors in analytics integration must be remedied within seven (7) business days.

Integration With Corporates CRM

Guidelines

- All forms must be integrated via API or webhooks with corporates current CRM product suite. The maintaining of this integration is the responsibility of the franchisee. Any error in integration that is not properly capturing all form submissions and their respective data must be remedied within three (3) business days. Failure to remedy a form integration into the CRM will result in immediate disapproval of the franchisee website and the website will be indefinitely redirected to the corporate website.

Performance Guidelines

Pingdom Audit

Pingdom is a global performance and availability monitoring solution for your websites, applications and servers.

Guidelines

- Using Pingdom's page speed test, the homepage must load in under four seconds

Google Audit

Google [Lighthouse Audit](#) is a webpage auditing tool that gives insights into a page's performance, SEO, usability, and accessibility. It's free to install and can be used on any public webpage. Get started [here](#).

Guidelines

- Your site should score an 80% or better overall in each of the following categories:

    - Performance
    - Accessibility
    - Best Practices
    - SEO

You can also use Google PageSpeed Insights which is a tool designed to help a website's performance optimizations. You can find this tool [here](#).

SEO & Writing Review

Search Engine Optimization (SEO) and website content is critical to ensure your website is visible on the web and presents a level of professionalism to our website visitors.

Guidelines

- Within seven (7) days of the end of each fiscal quarter, the franchisee will run an audit on their website and report the findings to corporate. If the results are unsatisfactory, the franchisee will be given seven (7) days to remedy the issue(s). The audits should be performed through:
  - Spelling check: https://typosaur.us/
  - SEO check: https://www.seoreviewtools.com/seo-checker/