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Brand Guidelines

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Brand Persona

The empathetic expert.

Let's lean into our differentiator of superior service and craft a tone to match. Think of the best sales professional you've worked with and channel that energy — calm, clear, approachable, service-oriented, an expert in their field. Our communications should strive to pique interest and entice people to learn more, not explain every detail or rattle off every feature and function.

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Tone

Clear & Concise

Our category is riddled with tech speak and stats. Eliminate all unnecessary complexity, six-dollar words and over explanations in favor of clarity and brevity. When describing products and services, get to the point and stop.

Like this:

One WiFi to cover it all.

Cut the middle man out and manage how you provide and monetize your WiFi.

Approachable & Relatable

Be likable and level with them on the challenges they're facing. Help alleviate their concerns with a tone that brings lightness to the topic. In small doses, a little humor goes a long way.

Like this:

**Thousands of devices, hundreds of renters.
What could go wrong?**

A lot actually. That's why smart technology without expert support is a zero sum game.

Credible & Confident

Be likable and level with them on the challenges they're facing. Help alleviate their concerns with a tone that brings lightness to the topic. In small doses, a little humor goes a long way.

Like this:

Smart isn't just seen, it's felt.

The Dwelo Smart Community System delivers on more than modern living, it unlocks savings and efficiencies that make communities more attractive and profitable.

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Messaging Framework

The Descriptor & Value

Dwelo is a Smart Community System.

A Smart Community System is a combination of hardware, software, and service that makes your multifamily properties better places to live, operate, and own.

A better experience for all means better value for you.

Convenience, security, and automation create a lifestyle that renters will love.

From keyless access to leak sensors, our solutions mean you'll spend less time reacting, and more time effectively managing.

Rent's just the beginning. Dwelo can help you reduce operating costs, decrease vacancy, and open up new revenue streams.

The Promise

Smart simplified.

Dwelo works with you to understand your needs, providing personalized solutions and expert support from start to smart and beyond.

The Offering

Superior Service

Service is what sets us apart. Dwelo's expert team provides support at every step to take your community from zero to fully operational.

Evaluate

Implement

Partner

Comprehensive Solutions

A suite of smart products won't change how your property runs, but tailored solutions will.

Smart Apartment

Access Control

Self-Guided Tours

Managed WiFi