ILL IT SOLUTIONS

OUR BRAND GUIDE

ABOUT US

We are a local family run IT repair shop, that takes the worry & jargon away from providing IT support & repairs getting peoples poorly tech better with our friendly & approachable team taking on all of your PC and laptop repairs based in Chadwell Heath, Romford in Essex.

OUR SHOP

ILL IT SOLUTIONS
Making your Poorly TECH Better

1 Tolworth Parade
1 Tolworth Parade

Find Us On Facebook
/illitsolutions

0208 599 7771

Are You Following Us
@illitsolutions

ADDRESS

1 Tolworth Parade, East Road,
Chadwell Heath, Romford, Essex
RM6 6YU

Tel: 020 8599 7771
Web: https://www.illit.co.uk
Email: admin@illit.co.uk

OUR LOCATION

ADDRESS

1 Tolworth Parade, East Road,
Chadwell Heath, Romford, Essex
RM6 6YU

Latitude: 51.579221634512486 **Longitude:** 0.1356378287155731

What3Words

hops.healthier.grants

Google map embed code (ILL IT Solutions, 1 Tolworth Parade, East Road, RM6 6YU)

Small

```
<iframe src="https://www.google.com/maps/embed?
pb=!1m14!1m8!1m3!1d9917.602835808992!2d0.135615!3d51.579219!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x0%3A0x29361c97273b80a9!2sILL+IT+Solutions!5e0!3m2!1sen!2suk!
4v1517063555076" width="400" height="300" frameborder="0" style="border:0" allowfullscreen></iframe>
```

Medium

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pb=!1m14!1m8!1m3!1d9917.602835808992!2d0.135615!3d51.579219!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x0%3A0x29361c97273b80a9!2sILL+IT+Solutions!5e0!3m2!1sen!2suk!
4v1517063555076" width="600" height="450" frameborder="0" style="border:0" allowfullscreen></iframe>
```

Large

```
<iframe src="https://www.google.com/maps/embed?
pb=!1m14!1m8!1m3!1d9917.602835808992!2d0.135615!3d51.579219!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x0%3A0x29361c97273b80a9!2sILL+IT+Solutions!5e0!3m2!1sen!2suk!
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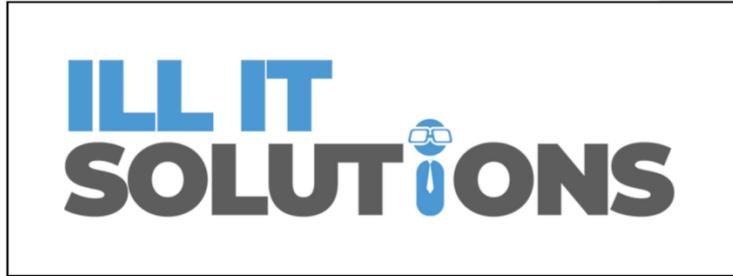**Custom Size (CHANGE SIZE MARKED WITH XXX)**

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<iframe src="https://www.google.com/maps/embed?
pb=!1m14!1m8!1m3!1d9917.602835808992!2d0.135615!3d51.579219!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x0%3A0x29361c97273b80a9!2sILL+IT+Solutions!5e0!3m2!1sen!2suk!
4v1517063555076" width="xxx" height="xxx" frameborder="0" style="border:0" allowfullscreen></iframe>
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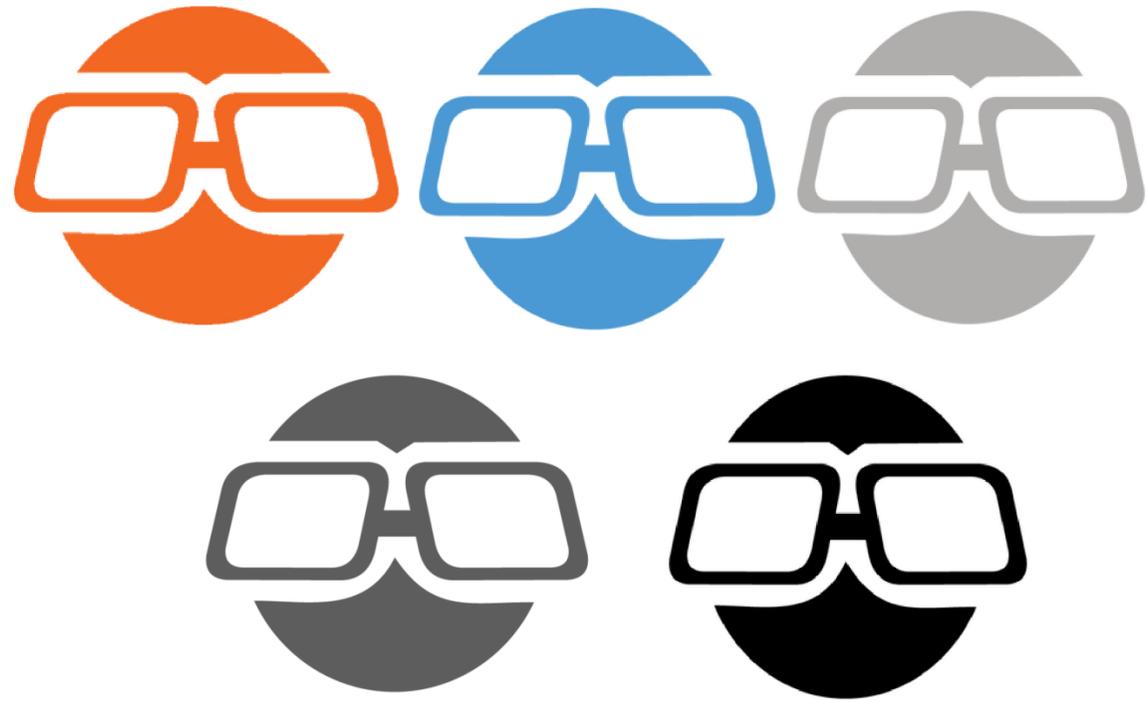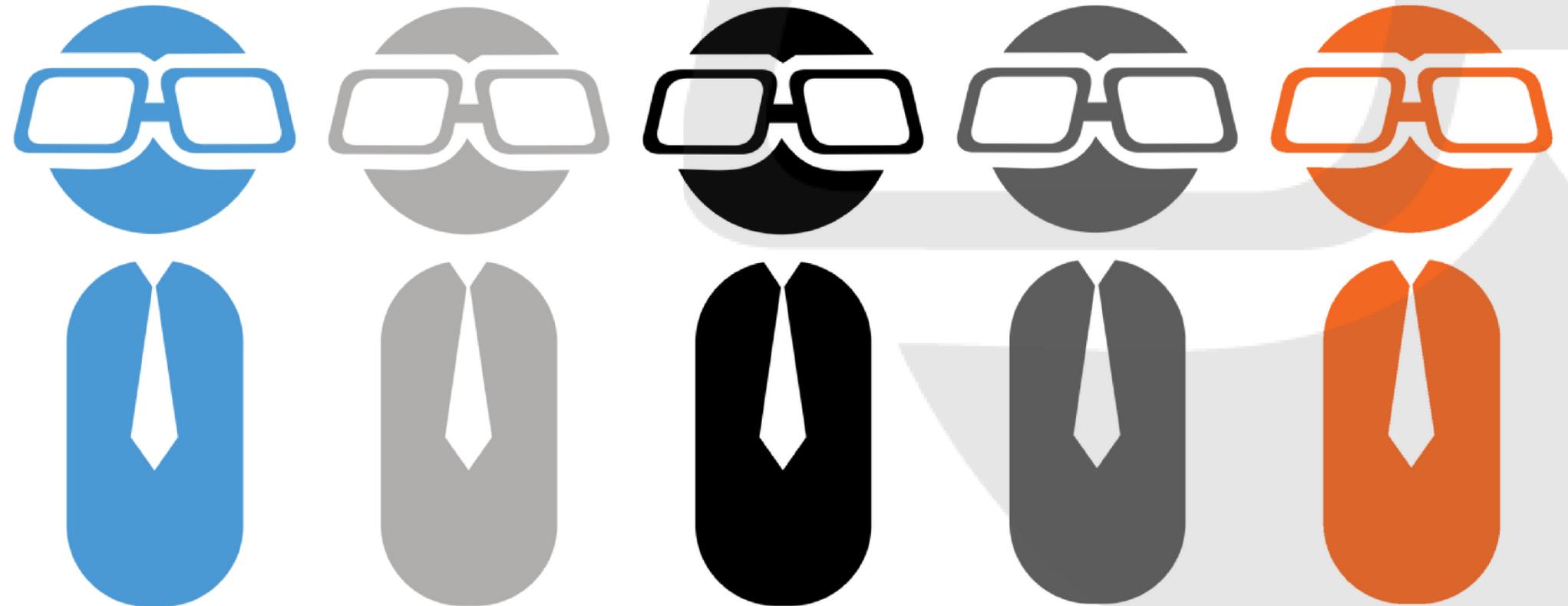
OUR LOGOS
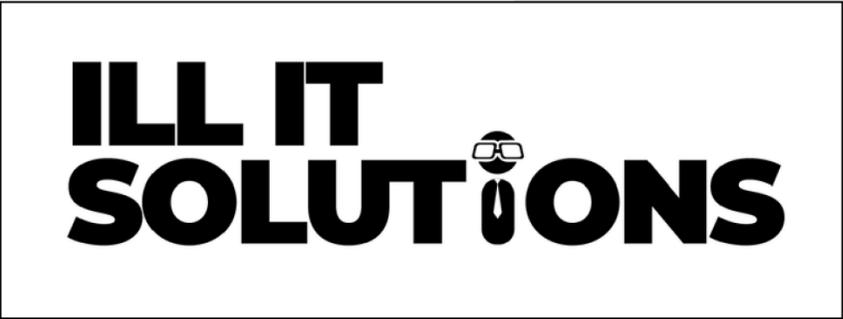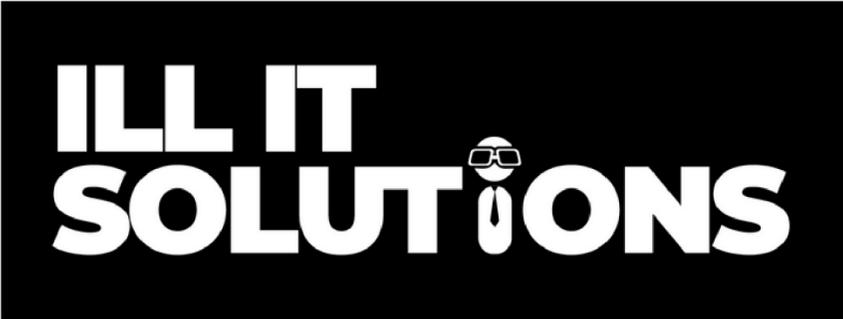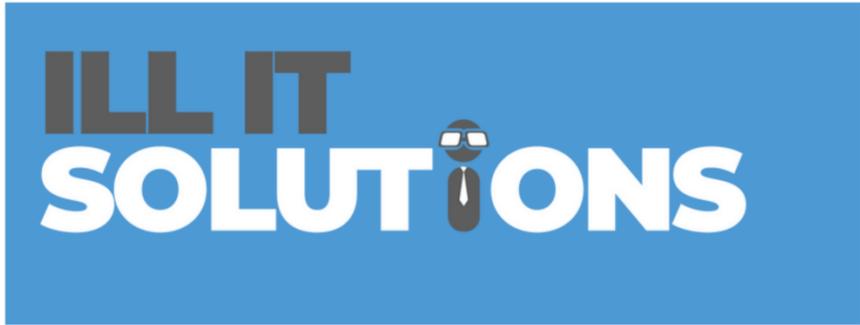
ANIMATED LOGOS

Standard Version
(please click to play in YouTube.

https://youtu.be/XeVNfoInZG4

DESIGN ASSETS

Our Mascot can be used as a separate asset to the Logo.

DESIGN ASSETS
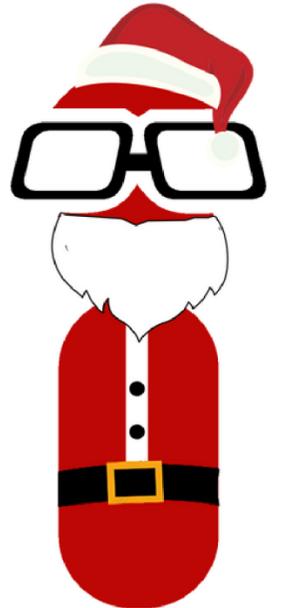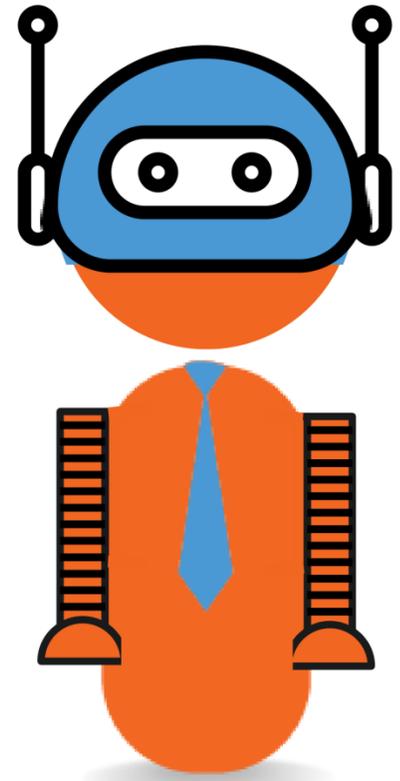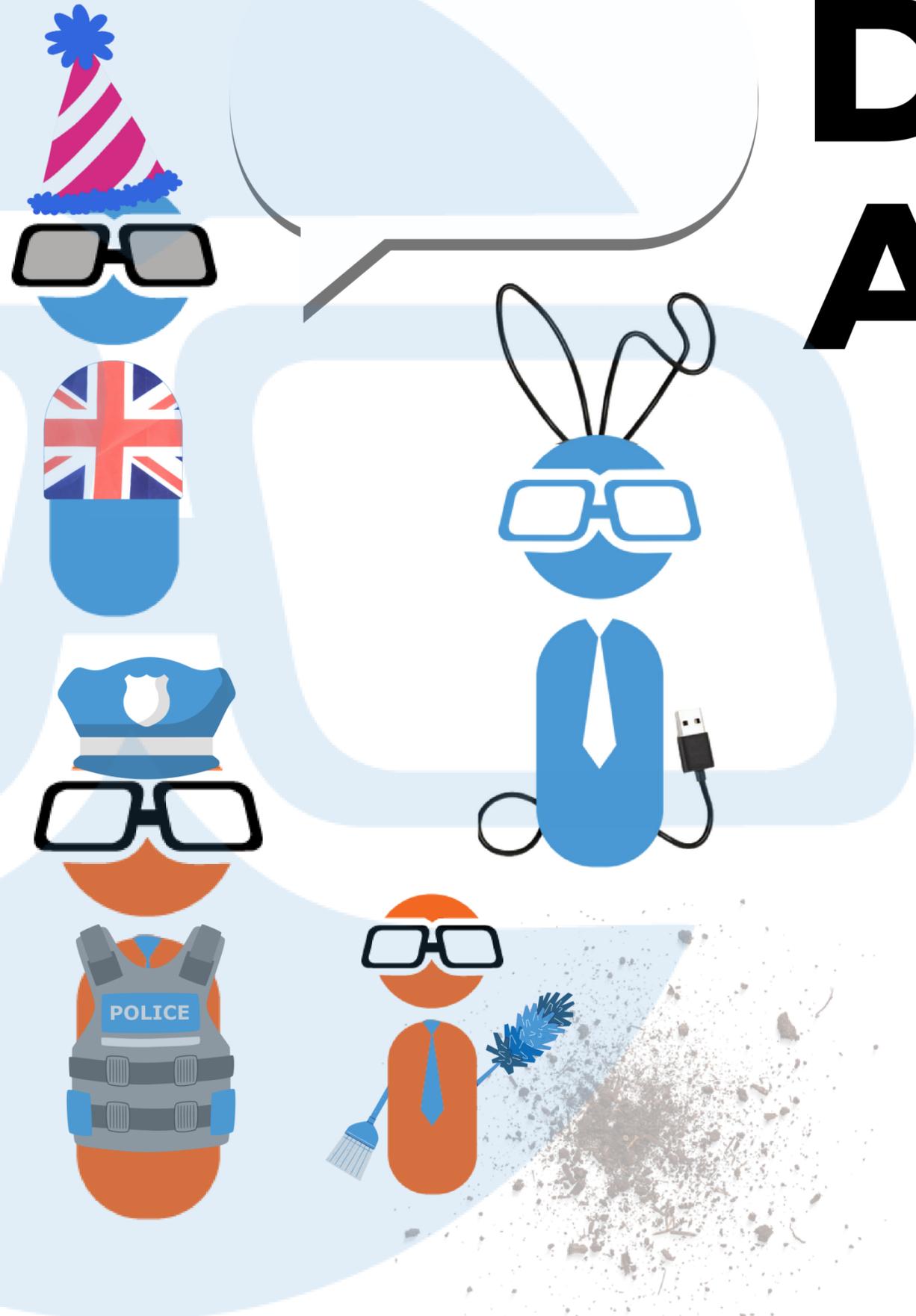
Our Mascot can be developed and used to get the message a arossed too.

OUR FONTS

The typeface pairings we use

Aa

Montserrat Extra-Bold

**ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890!@#$
%^&*()**

Aa

Montserrat

ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopqrst
uvwxyz1234567890!@#$%^&*
()

Aa

Roboto

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

OUR BRAND COLOURS

The colours we use

#000000
R: 0 G: 0 B: 0
C 75% M: 68% Y: 67% K: 90%

#5D5D5D
R: 93 G: 93 B: 93
C 62% M: 68% Y: 67% K: 90%

#B0AEAD
R: 176 G: 174 B: 173
C 32% M: 27% Y: 27% K: 0%
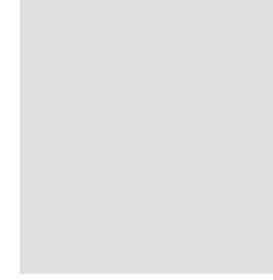
#DFDFDF
R: 223 G: 223 B: 223
C 11% M: 8% Y: 9% K: 0%
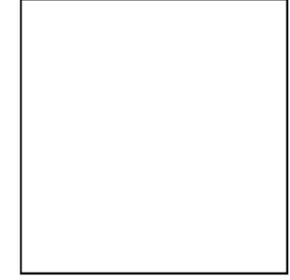
#FFFFFF
R: 255 G: 255 B: 255
C 0% M: 0% Y: 0% K: 0%

#4a99d4
R: 74 G: 153 B: 212
C 68% M: 28% Y: 0% K: 0%

#f26722
R: 242 G: 103 B: 34
C 0% M: 74% Y: 100% K: 0%

SOCIAL MEDIA

FACEBOOK
https://www.facebook.com/ILLITSolutions

X (FORMERLY TWITTER)
https://x.com/ILLITSolutions

PINTEREST
https://www.pinterest.com/illitsolutions/

INSTAGRAM
https://www.instagram.com/illitsolutions/

YOUTUBE
https://www.youtube.com/user/illitsolutions

LINKEDIN
https://www.linkedin.com/company/ill-it-solutions

TIKTOK
https://www.tiktok.com/@illitsolutions

WHATSAPP
whatsapp.me/+02085997771

OUR VOICE

Establishing a strong, distinctive voice for ILL IT Solutions on social media is crucial for building a loyal following and connecting with your audience. Here are some guidelines tailored to your brand's ethos:

Tone and Language:

1. Friendly and Approachable: Use language that feels like a conversation with a helpful friend rather than technical jargon.
2. Relatable: Speak in a way that resonates with people of all ages and tech literacy levels.
3. Helpful: Emphasize your willingness to go above and beyond to assist customers with their computer issues.
4. Clear and Simple: Avoid using overly complex language or technical terms that might confuse your audience.

Examples of Humor or Emotional Appeal:

1. Light-hearted jokes about common computer problems.
2. Relatable anecdotes about technology mishaps.
3. Express empathy for the frustration that computer issues can cause.
4. Celebrate success stories of customers whose problems you've solved

Elements of Storytelling:

1. Begin with a relatable problem or situation.
2. Introduce your brand as the solution in a friendly and approachable manner.
3. Highlight the positive outcomes and benefits of working with ILL IT Solutions.
4. Encourage engagement by inviting followers to share their own stories or experiences.

POST TYPES

Educational Post:
"Did you know? Blue Screen errors are often caused by hardware or software conflicts. Our expert technicians can diagnose and fix these issues quickly so you can get back to work or play without interruptions!"
Inspirational Post: Share a quote or anecdote about overcoming challenges with technology, paired with a success story from a satisfied customer.

Promotional Post:
Highlight a special promotion or discount for new customers, emphasizing your commitment to affordable and reliable computer repair services.

User-Generated Content Post:
Feature a testimonial or review from a happy customer, showcasing the positive impact of your services on their daily life.
Fun Fact Post: Share a fun fact about computers or technology, accompanied by a light-hearted meme or GIF to entertain your audience.

How-To Tutorial Post:
Create a short video or infographic demonstrating a simple computer maintenance task that users can do themselves, with a reminder that for more complex issues, ILL IT Solutions is here to help.

Engagement Post Post:
Ask your followers to share their favourite technology-related joke or meme in the comments, fostering a sense of community and interaction.

POST SAMPLES

ILL IT SOLUTIONS

PC OR LAPTOP RAM UPGRADE
To make your computer more Efficient!
Let us Handle IT
0208 599 7771
www.illit.co.uk

TESTIMONIAL
BRENDA MCCLEMENTS
"Helpful and efficient and would certainly use him any time I had a problem"
Trustpilot ★★★★★
0208 599 7771 | admin@illit.co.uk

If you get a phone call, and they say something is up with your computer/broadband or device
HANG UP, its a SCAM!!!
they're only after your MONEY.

SCAM ALERT
This "harmless" quiz could let Scammers Crack your passwords and Security Questions
Favourite colour: ******
First pet's name: STOP
Street you grew up on: GIVING
Eldest child's middle name: OUT
Favourite sports team: ******
Favourite teacher's name: YOUR
First PASSWORD
Favourite food: ******
Mum's surname before she got married: AND
First Job: SECURITY
Favourite book: QUESTION
Favourite band: ANSWERS
0208 599 7771 | admin@illit.co.uk

Is your laptop showing
THE BLUE SCREEN ERROR?
We can help you fix that!
www.illit.co.uk

Some Advice
HANG UP, its a SCAM!!!
If you get a unexpected phone call from Someone you don't know. telling you something is up with your computer broadband or device
HANG UP.
They just want your money
(Being polite is optional)
0208 599 7771 | admin@illit.co.uk

THE ANATOMY OF A STRONG PASSWORD
Use Numbers
Avoid real words or phrases
Use Special Characters .;?!_**?£$
My|$ecur3P@$$w0rD&&_key
Interchange UPPERCASE & lowercase letters
Use Longer Passwords

HOW OFTEN SHOULD YOU UPDATE YOUR PC?
Please wait while we install a system u...
www.illit.co.uk

VGA VS HDMI
Adapters can convert to HDMI. Only transmits video. Max refresh rate of 60 Hz. Max resolution of 1600x1200
Supported by modern devices. Transmits video and audio. Max refresh rate of 240 Hz. Max resolution of 1920 x 1200

7 SIGNS OF A PHISHING EMAIL
Generic greeting or no greeting at all.
Request for personal information over email
Buttons with hyperlinks to unfamiliar webpages.
Unsolicited attachments
"From" email address is not official
Hover you mouse to reaceal misleading URL hyperlinks
Spelling & grammar mistakes

Windows 11
UPGRADE YOUR OPERATING SYSTEM TODAY!

IS YOUR PC / LAPTOP UNDER THE WEATHER.
We will get it back to Full Health again in no time.
Get in touch:
0208 599 7771
www.illit.co.uk

PROTECT PERSONAL INFORMATION
on your discarded COMPUTER, USB DRIVE or other STORAGE DEVICE by securely and permanently wiping it first.
NOT SURE HOW TO WIPE YOUR DATA?
Check with the manufacturer
OR
Search online for "Data wiping services" or Software
JUST DELETING YOUR FILES IS NOT ENOUGH
This does not fully and permanently delete information from your storage device's hard drive!
www.illit.co.uk

RANSOMWARE ATTACK
Your personal files are encrypted
VIRUS OR MALWARE ATTACK?
We can Eliminate the infection WITHOUT DESTROYING your Data
Call Us 0208 599 771

KNOW YOUR COMPUTER PORTS
VGA Port - For External Monitor
S-Video - For Video in/out
HDMI - For High End TVs
Digital Video Interface
DVI | Mini-DVI | Micro-DVI
SWIPE LEFT >>>

TIPS / TUTORIAL POST SAMPLES

ILL IT SOLUTIONS

HOW WELL
DO YOU KNOW YOUR SHORTCUTS
Windows + Shift + S

A quick shortcut to take a screenshot of part of your screen

#HowToo

...

HOW TO ADD YOUR EMAIL TO OUTLOOK!

Written By
ILL IT SOLUTIONS

1. OPEN OUTLOOK AND GO TO FILE MENU

2. GO TO FILE MENU

File Home Send / Receive Folder View H
New New Clean Up Junk Delete Archive
Email Items
Favorites
Inbox 1815
Search Current

3. UNDER THE INFO TAB CLICK ON THE + ADD ACCOUNT BUTTON

Account Information
Info
Open & Export
Print
+ Add Account
Account Settings

4. ENTER YOUR EMAIL ADDRESS AND CLICK CONNECT

Outlook

ILL IT SOLUTIONS

Do you know this Keyboard *Shortcut?*

⊞ + L

Windows + L
Will Instantly LOCK your PC

ILL IT SOLUTIONS   www.illit.co.uk

LEARN SOME PC JARGON

RAM - Random-access memory
ROM - Read-Only memory
DVD - Digital Versatile Disc
GPU - Graphic Processing Unit
HDD - Hard Disk Drive
LAN - Local Area Network
USB - Universal Serial Bus
IP - Internet Protocol
WWW - World Wide Web

Let us Handle the IT Jargon

---

5. CHOOSE YOUR TYPE OF EMAIL ACCOUNT YOU WISH TO SETUP

Outlook
Advanced setup
Microsoft 365 Outlook.com Exchange Google
POP IMAP Exchange 2013 or earlier

6. IF ASKED ENTER THE INCOMING AND OUTGOING MAIL SERVER DETAILS

IMAP Account Settings
name@domainname.com   (Not you?)
Incoming mail
Server   Port
Encryption method
Require logon using Secure Password Authentication (SPA)
Outgoing mail
Server   Port
Encryption method
Require logon using Secure Password Authentication (SPA)

7. YOUR ACCOUNT HAS BEEN ADDED SUCCESSFULLY.

Outlook
Account successfully added
Microsoft 365

IF YOU WISH YOU CAN ADD ANOTHER ACCOUNT FROM THIS SCREEN

Add another email address   Next
Advanced options
Done
Set up Outlook Mobile on my phone, too

Contact us today for all your computer needs!

📞 0208 599 7771
✉ admin@illit.co.uk

ILL IT SOLUTIONS

ARE YOU STRUGGLING TO READ THE TEXT ON YOUR SCREEN?

While holding down the Ctrl button on your keyboard — rotate the scroll wheel in the middle of your mouse

On most computers this will magnify / shrink the size of websites.

Ctrl + 🖱

ILL IT SOLUTIONS

ILL IT SOLUTIONS   www.illit.co.uk

DO YOU KNOW YOUR
FILE EXTENSIONS ?

Videos

.avi
mp4
.mpg
.mkv
.mov
.vob

MPG MOV MP4 AVI VOB MKV

WEAR YOUR POPPY

I WEAR A LITTLE POPPY AS RED AS RED CAN BE TO SHOW THAT I REMEMBER THOSE WHO FOUGHT FOR ME

POPPY APPEAL

ROYAL BRITISH LEGION

I WEAR A LITTLE POPPY AS RED AS RED CAN BE TO SHOW THAT I REMEMBER THOSE WHO FOUGHT FOR ME

POPPY APPEAL 2022

ROYAL BRITISH LEGION

ILL IT SOLUTIONS
We Will Remember Them

CHARITY SAMPLES

ILL IT SOLUTIONS

I WEAR A LITTLE POPPY AS RED AS RED CAN BE TO SHOW THAT I REMEMBER THOSE WHO FOUGHT FOR ME

ROYAL BRITISH LEGION

WWW.ILLIT.CO.UK TEL: 0208 599 7771 E-MAIL: ADMIN@ILLIT.CO.UK
1 TOLWORTH PARADE, EAST ROAD, CHADWELL HEATH, ROMFORD ESSEX RM6 6YU

ILL IT SOLUTIONS
We Will Remember Them

ROYAL BRITISH LEGION

POPPY APPEAL 2022
RAFFLE

1ST PRIZE

2ND PRIZE

3RD PRIZE

JUST £2 PER TICKET

PLEASE POP IN STORE OR CONTACT US TO ENTER

WWW.ILLIT.CO.UK TEL: 0208 599 7771 E-MAIL: ADMIN@ILLIT.CO.UK
1 TOLWORTH PARADE, EAST ROAD, CHADWELL HEATH, ROMFORD ESSEX RM6 6YU

ROYAL BRITISH LEGION

ILL IT SOLUTIONS

AT THE GOING DOWN OF THE SUN AND IN THE MORNING WE WILL

REMEMBER THEM

WWW.ILLIT.CO.UK TEL: 0208 599 7771 E-MAIL: ADMIN@ILLIT.CO.UK
1 TOLWORTH PARADE, EAST ROAD, CHADWELL HEATH, ROMFORD ESSEX RM6 6YU

ILL IT SOLUTIONS
WE WILL REMEMBER THEM

ROYAL BRITISH LEGION

WE ARE SUPPORTING

POPPY APPEAL 2022

CONTACT US

QUESTIONS?

marketing@illit.co.uk

ILL IT SOLUTIONS