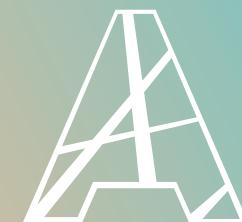


Actility Brand Identity and Style guide



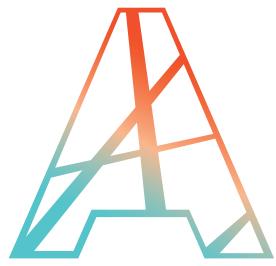
Actility



Brand Identity and Style Guide

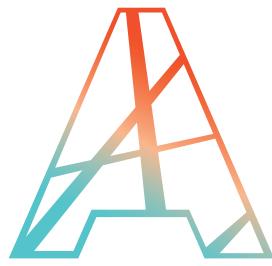
This is a complete guide to terms of use and corporate style for Actility Brand assets

- ▷ The purpose of the Brand Identity & Style Guide of Actility is to provide guidance regarding the use of Actility corporate brand (logos, taglines, product names, services and program names) and the graphics and images that support the corporate brand
- ▷ The standards outlined in this style guide are intended to establish the legal and approved use of Actility brand elements both internally and by outside agencies that need to utilize the brand for marketing purposes
- ▷ Actility reserves the right to change these terms from time to time, without notice, in its sole and absolute discretion



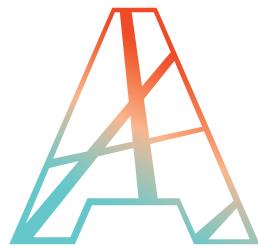
Product names

Product	Name, abbreviations	Definition	Logo, Image	Rule
Actility	None allowed	Actility is our company name. We are a world leader in Low Power Wide Area Networks (LPWAN) industrial-grade connectivity solutions for the Internet of Things. Actility provides its ThingPark® network core and platform to deploy, operate and maintain public and private wireless IoT networks within a unified, scalable and versatile network infrastructure	YES	Actility is TM. The logo is to be used for all printed collateral including all printed publications, advertising, flyers. It can also be used on website, banners, presentation.
ThingPark	None allowed	Generic name of Actility products; referring to the platform receiving, managing and transferring data	NO	ThingPark™. Use ThingPark as generic Actility platform May be used on web site and collaterals however, using ThingPark Enterprise logo is often more appropriate for Channel Partners;
ThingPark Market	None allowed	Online IoT marketplace simplifies and accelerates go to market for IoT devices, services and applications. ThingPark Market provides global visibility for sellers and immediate availability for buyers.	YES	The logo is to be used for all printed collateral including all printed publications, advertising, flyers. It can also be used on website, banners, presentation.
ThingPark Enterprise	None allowed	Name of product delivered by Actility Channel Partner to end customer. License to create a private LoRa network and manage and transfer data.	YES	The logo is to be used for all printed collateral including all printed publications, advertising, flyers. It can also be used on website, banners, presentation.



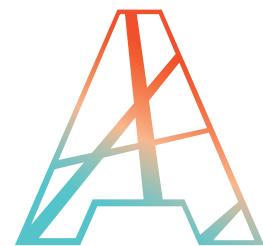
Presentation

Regular ↓



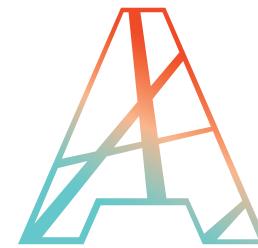
Actility
Connecting with intelligence

Squared
or circle →



Actility

No baseline ↓



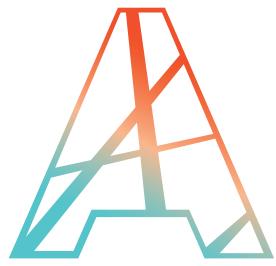
Actility

Products →

ThingPark

ThingParkEnterprise

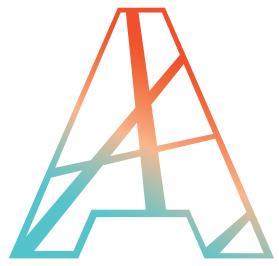
ThingParkChannel



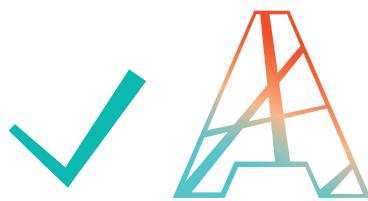
Safety zone

Don't put other logos or elements inside the blue safe area





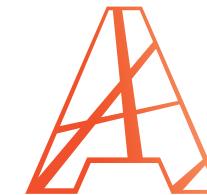
Do & don't



Actility



A~~x~~tility



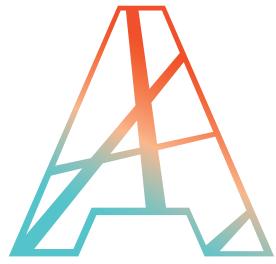
A~~x~~tility



A~~x~~tility

A~~x~~tility





Font

Circular ProTT Book

Circular ProTT Medium

Circular ProTT Bold

Circular ProTT Black

abcdeABCDE

Lore ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

Tracking = -25

When this font is not applicable,
↓ use Calibri regular and Bold instead

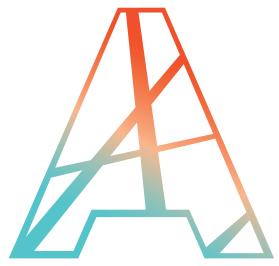
Calibri Regular

Calibri Bold

abcdeABCDE

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Tracking = 0



Colors

Electric orange

C= 0 R= 255
M= 86 G= 61
Y= 95 B= 0
K= 0 #ff3d00

Light electric-blue

C= 56 R= 95
M= 0 G= 192
Y= 24 B= 202
K= 0 #33dddd

Middle electric blue

C= 88 R= 4
M= 0 G= 177
Y= 39 B= 175
K= 0 #00b3b1

Pink

C= 0 R= 248
M= 33 G= 189
Y= 43 B= 148
K= 0 #f8bd94

Orange

C= 0 R= 255
M= 40 G= 165
Y= 93 B= 0
K= 0 #ffa500

Middle pink

C= 10 R= 207
M= 90 G= 50
Y= 0 B= 137
K= 0 #d83289

Chartreuse

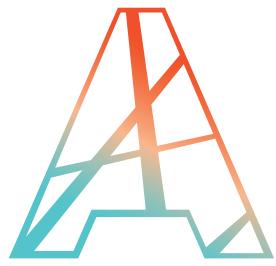
C= 30 R= 198
M= 0 G= 213
Y= 80 B= 34
K= 0 #c6d522

Electric dark blue

C= 90 R= 33
M= 80 G= 79
Y= 0 B= 153
K= 0 #094ab3

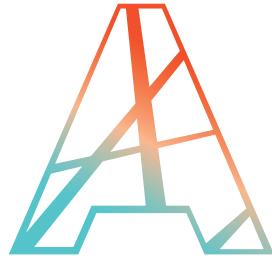
Grey

C= 10 R= 102
M= 0 G= 107
Y= 0 B= 110
K= 70 #666b6e



Colors gradients





Layout



Lore ipsum dolor sit amet

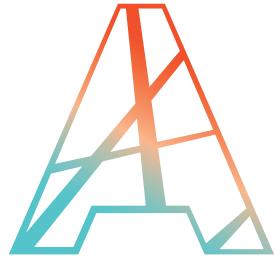
Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercit ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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The collage includes:

- A tablet displaying the Actility website homepage with a banner reading "Connect with intelligence".
- A landing page featuring a large teal-to-orange diagonal graphic and a photo of a person working on a machine.
- A flyer with the headline "Connecting with intelligence".
- A business card for Alper E. Yegin, Director of Standards and Advanced Technology Development.
- An advertisement for ThingPark Market with the headline "Boost your IoT product sales on ThingParkMarket".
- A detailed diagram of the ThingPark Market platform showing various IoT applications like Agribusiness, Predictive maintenance, and Smart buildings.



Contact

Any questions about
how to best use our brand?
Contact our friendly art director:
franz.lavrut@actility.com