



Brand and Style Guide



UBICQUIA® BRAND AND STYLE GUIDE

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UBICQUIA® BRAND AND
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UBICQUIA® CORPORATE LOGO

The Ubicquia® corporate logo is an important and immediate representation of our brand. It is a fundamental corporate asset that must be used consistently. The corporate logo and all the product logos should never be typeset or redesigned.

Primary color logo

The primary color logo should only be used on a White or Light Gray background.

Reverse full color logo

The reverse full color logo can appear only on Ubicquia® Dark Blue or a Matte Black background.

Positive mono logo and reverse mono logo

The two mono logo signatures can be used in black and white backgrounds and in any background as long as the integrity of the logo is not diminished. Always look for backgrounds that allow good contrast.

THIS GUIDE PROVIDES A DOWNLOAD LINK FOR ALL BRAND ASSETS!



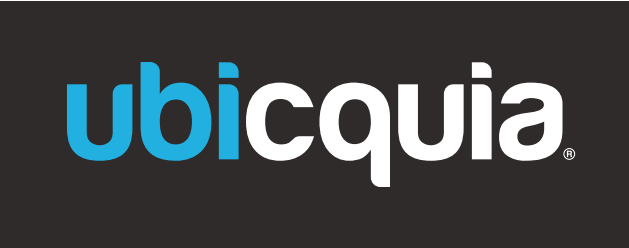
PRIMARY COLOR LOGO



REVERSE COLOR LOGO



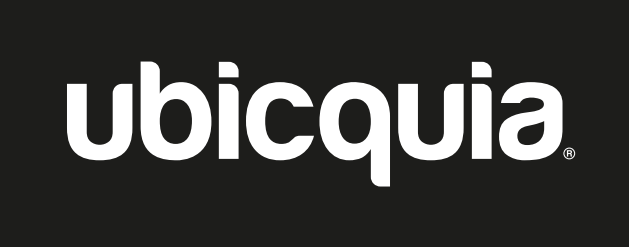
PRIMARY COLOR LOGO ON LIGHT GRAY BACKGROUND



REVERSE COLOR LOGO ON MATTE BLACK BACKGROUND



POSITIVE MONO LOGO



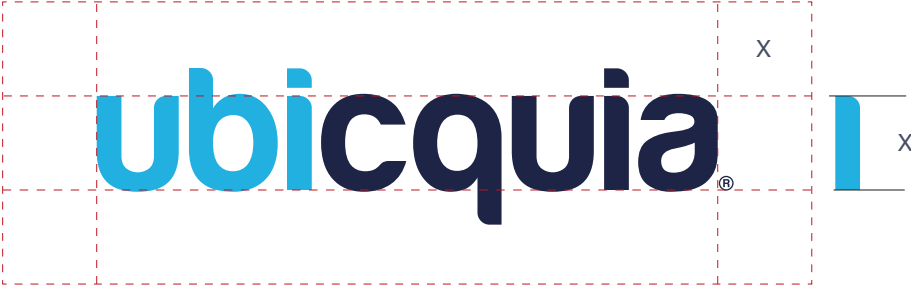
REVERSE MONO LOGO



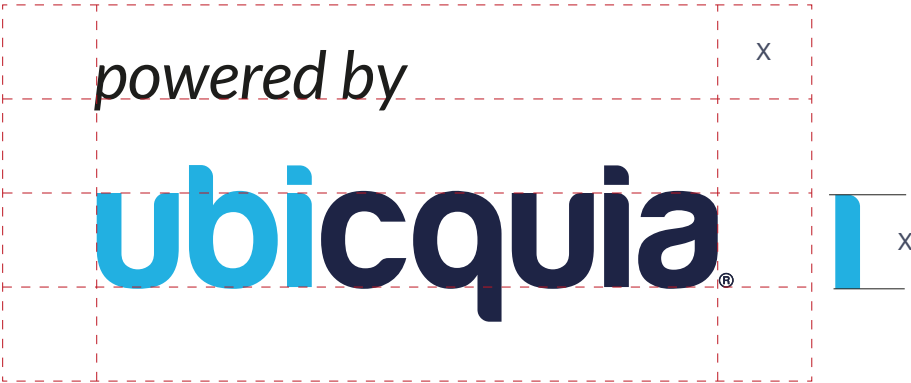
UBICQUIA® BRAND AND
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CLEAR SPACE

The clear space is an area where other elements must not encroach into, keeping the logo free of any other text, graphics or other visual interferences.



THE CLEAR SPACE IS DEFINED BY THE MEASURE OF "X"



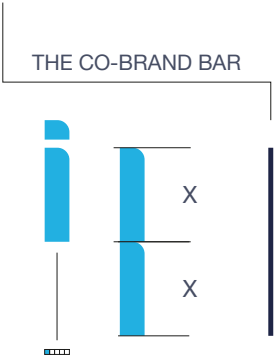
UBICQUIA® BRAND AND
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PARTNER CO-BRAND

In partner co-branded communication, the clear space must be used to establish proportions and distances between logos of partners, ensuring that both logos are of equal visual weight. To help balance the sizes and proportions of the logos, a separation line is used: the co-brand bar. The co-brand bar has twice the height of measure “x,” one-fifth the thickness of the letter “i,” and must be positioned at the vertical center of the Ubicquia logo.

The partner's brand must be limited to the height indicated by the size of the letter “i.” Use the size of the Ubicquia logo as a visual reference and scale the partner's logo accordingly.

The use of partner co-brand has to be approved by marketing.



TWICE THE HEIGHT OF
MEASURE “X” AND
ONE-FIFTH THE THICKNESS
OF THE LETTER “i”.

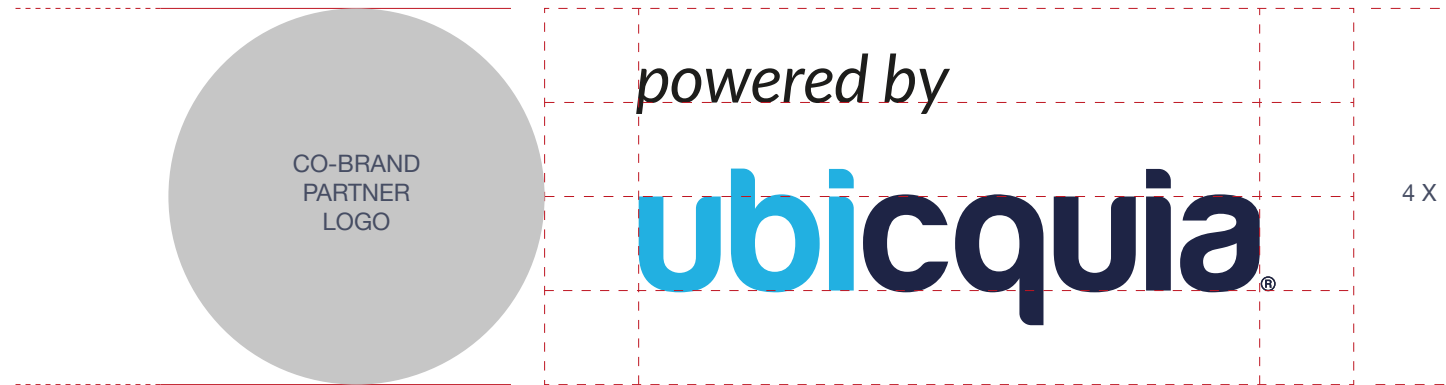


UBICQUIA® BRAND AND STYLE GUIDE

PARTNER CO-BRAND “POWERED BY”

The clear space must be used to establish proportions and distances between logos of partners for co-brand relationships. The logos must be visually arranged so that they maintain a balanced proportion of size and contrast.

In this case, the partner's brand must be limited to the height indicated by the clear space. It is important to balance the sizes and contrasts in such a way that the two logos work together harmoniously and proportionally. For this, use the size of the Ubicquia® logo as a visual reference and scale the partner's logo accordingly.



UBICQUIA® BRAND AND
STYLE GUIDE

CORPORATE TAGLINE

Ubicquia has two corporate messages that translate our vision, deliveries and promises: a short one that shows our differentiation in a straight and concise message, and a long one highlighting Ubicquia's goals and vision for the future.

simply connected simply smart™

THE TAGLINE ONE

making the world smarter,
safer and more connected™

THE TAGLINE TWO

UBICQUIA® BRAND AND STYLE GUIDE

CORPORATE TAGLINE 01

The Ubicquia® tagline is a short and clear explanation of our offering, highlighting two keywords that resonate in every fiber of our brand, products, and culture: connected and smart.

Just like the Ubicquia® logo, the tagline is an important corporate asset, and goes beyond what our products do, presenting a more aspirational message.

Please do not translate the tagline and always keep it in English.

simply **connected** simply **smart**™

THE TAGLINE SUMMARIZES WHAT WE DO



UBICQUIA® BRAND AND STYLE GUIDE

CORPORATE TAGLINE 01

Just like the corporate brand, our tagline follows the institutional color palette. The correct use of the color balance and its application on the determined backgrounds, will guarantee the consistency of our message.

FULL COLOR TAGLINE

simply **connected** simply **smart**™

REVERSE FULL COLOR ON
DARK BLUE BACKGROUND

simply **connected** simply **smart**™

REVERSE FULL COLOR ON
MATTE BLACK BACKGROUND

simply **connected** simply **smart**™

POSITIVE MONO COLOR

simply **connected** simply **smart**™

REVERSE MONO COLOR

simply **connected** simply **smart**™



UBICQUIA® BRAND AND
STYLE GUIDE

UBICQUIA® LOGO AND THE CORPORATE
TAGLINE 01

Just like the Ubicquia® logo, the tagline
uses a pre-defined alternation between
corporate colors and background palettes.

ubicquia®

simply connected simply smart™



UBICQUIA® BRAND AND STYLE GUIDE

CORPORATE TAGLINE 02

The Ubicquia® tagline 02 is an explanation of our goals, highlighting our vision for the future. It is a commitment that guides us toward the future, building technological solutions of real value for our consumers and for the world.

Just like the Ubicquia® logo, the tagline is an important corporate asset; it goes beyond what our products do, presenting a more aspirational message.

Please do not translate the tagline and always keep it in English.

making the world smarter,
safer and more connected™

THE TAGLINE SUMMARIZES WHAT WE DO



UBICQUIA® BRAND AND STYLE GUIDE

CORPORATE TAGLINE 02

Just like the corporate brand, our tagline follows the institutional color palette. The correct use of the color and its application on the determined backgrounds will guarantee the consistency of our message.

Unlike Tagline 01, this one can only be applied using the colors white, black and dark blue.

DARK BLUE TAGLINE

making the world **smarter,**
safer and **more connected**.™

REVERSE FULL COLOR ON
DARK BLUE BACKGROUND

making the world **smarter,**
safer and **more connected**.™

POSITIVE MONO COLOR

making the world **smarter,**
safer and **more connected**.™

REVERSE MONO COLOR

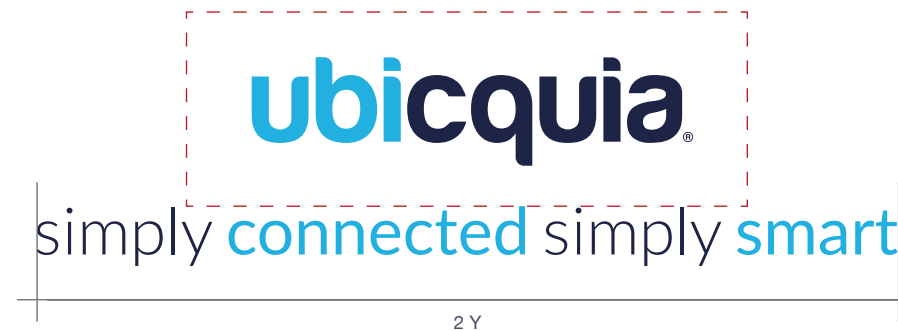
making the world **smarter,**
safer and **more connected**.™



UBICQUIA® BRAND AND STYLE GUIDE

UBICQUIA® LOGO AND THE CORPORATE TAGLINE 01

It is important to maintain a correct proportion between the logo and the tagline. When the tagline is applied close to the logo, the clear space area is used to define four possible positions between them. As shown on the right, the tagline can be used with the same width as the logo or double the width.



UBICQUIA® BRAND AND STYLE GUIDE

UBICQUIA® LOGO AND THE CORPORATE TAGLINE 01

When it is separate from the logo, the tagline can be used without these size limitations.

simply connected
simply smart™

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ubicquia

THE TAGLINE CAN BE BIGGER WHEN MAINTAINING DISTANCE FROM UBIQUA'S LOGO.

Here is the
headline text.

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ubicquia simply connected simply smart.

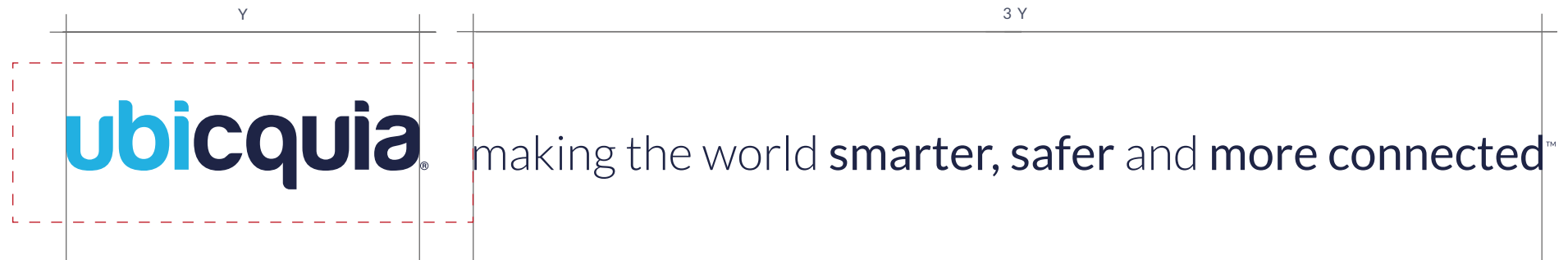
WHEN USED CLOSE TO THE UBIQUA'S LOGO, THE TAGLINE MUST FOLLOW THE INDICATED PROPORTIONS.



UBICQUIA® BRAND AND STYLE GUIDE

UBICQUIA® LOGO AND THE CORPORATE TAGLINE 02

It is important to maintain a correct proportion between the logo and the tagline. When the tagline is applied close to the logo, the clear space area is used to define three possible positions between them.



UBICQUIA® BRAND AND
STYLE GUIDE

UBICQUIA® LOGO AND THE CORPORATE
TAGLINE 02

When it is separate from the logo, the
tagline can be used without these size
limitations.

making the world **smarter,**
safer and **more connected**™

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THE TAGLINE CAN BE BIGGER WHEN MAINTAINING DISTANCE
FROM UBIQUA'S LOGO.

Here is the
headline text.

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making the world **smarter,**
safer and **more connected**™

WHEN USED CLOSE TO THE UBIQUA'S LOGO, THE TAGLINE
MUST FOLLOW THE INDICATED PROPORTIONS.



UBICQUIA® BRAND AND
STYLE GUIDE

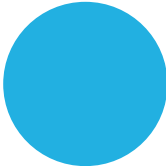
COLOR PALETTE

The main palette is use in the brand and preferred backgrounds. The secondary palette is use as auxiliary color palette for texts and graphic elements such as lines and boxes. The extended palette acts as an element of differentiation for selected icons and digital presentations backgrounds.

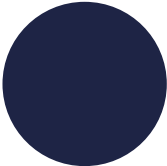
The use of secondary and extended palette are restricted and has to be approved by marketing.

RESTRICTED USE

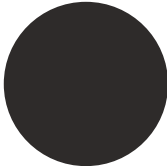
MAIN PALETTE



UBICQUIA® BLUE
CMYK 71/8/4/0
Pantone 306 C / U
RGB 34/176/225
HEX #22B0E1



UBICQUIA® DARK BLUE
CMYK 100/92/42/43
Pantone 2767 C / U
RGB 30/36/69
HEX #1E2445

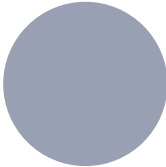


Matte Black
CMYK 68/62/58/72
Pantone P 179-16 C / U
RGB 46/43/42
HEX #2E2B2A

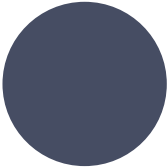


Light Gray
CMYK 8/5/3/0
Pantone 5315 C / U
RGB 238/240/245
HEX #EEF0F5

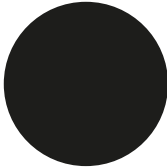
SECONDARY PALETTE



Gray
CMYK 45/33/20/3
Pantone cool gray 8 C / cool gray 9 U
RGB 153/160/180
HEX #99A0B4



Deep Gray
CMYK 76/63/39/30
Pantone 432 C / U
RGB 70/77/99
X #464D63



BLACK
CMYK 0/0/0/100
Pantone Black C / U
RGB 0/0/0
HEX #000000

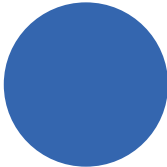
EXTENDED PALLETE



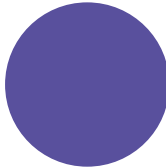
Orange
CMYK 0/77/95/0
Pantone 1655 C / U
RGB 234/86/27
HEX #EA561B



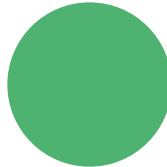
Gold Yellow
CMYK 0/33/93/0
Pantone 7409 C / 122 U
RGB 250/181/18
HEX #FAB512



Royal Blue
CMYK 84/58/0/0
Pantone 7684 C / 286 U
RGB 52/102/175
HEX #3466AF



Violet
CMYK 77/74/0/0
Pantone 7671 C / U
RGB 89/80/157
HEX #59509D



Green
CMYK 69/0/70/0
Pantone 7739 C / U
RGB 78/178/112
HEX #4EB270



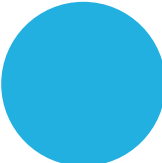
UBICQUIA® BRAND AND
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COLOR PALETTE

Our solutions for a safer, smarter and more connected world address issues of sustainability, economy and well-being that are of great importance to communities. We measure air quality, warn against energy waste, and encourage the use of clean energy. Therefore, we have incorporated new colors that will help our brand tell that story: Ubicquia® Lime Green and Ubicquia® Dark Green.

These colors should be used with attention in communications that involve themes of benefits to the environment, sustainability and green economy. It's important to follow the proper ratio of use between the colors.

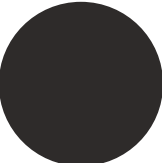
MAIN PALETTE



UBICQUIA® BLUE
CMYK 71/8/4/0
Pantone 306 C / U
RGB 34/176/225
HEX #22BOE1



UBICQUIA® DARK BLUE
CMYK 100/92/42/43
Pantone 2767 C / U
RGB 30/36/69
HEX #1E2445



Matte Black
CMYK 68/62/58/72
Pantone P 179-16 C / U
RGB 46/43/42
HEX #2E2B2A



Light Gray
CMYK 8/5/3/0
Pantone 5315 C / U
RGB 238/240/245
HEX #EEF0F5

GREEN PALETTE



UBICQUIA® LIME GREEN
CMYK 40/0/80/0
Pantone 367 C / 374 U
RGB 174/204/83
HEX #AECC53



UBICQUIA® DARK GREEN
CMYK 100/10/50/50
Pantone Black 3992 C/U
RGB 0/91/89
HEX #005B59

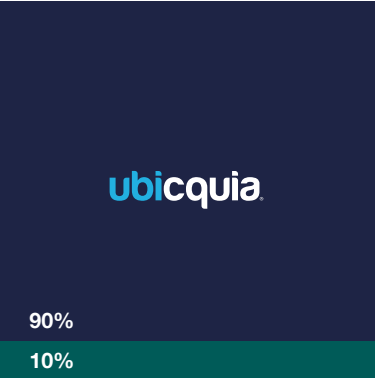
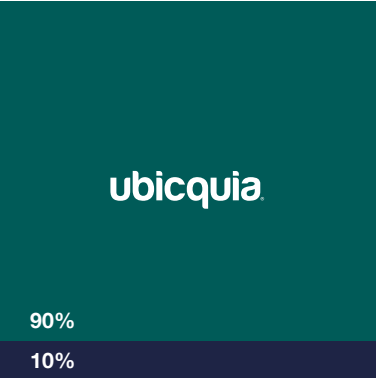
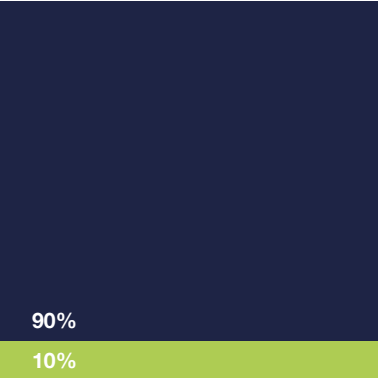
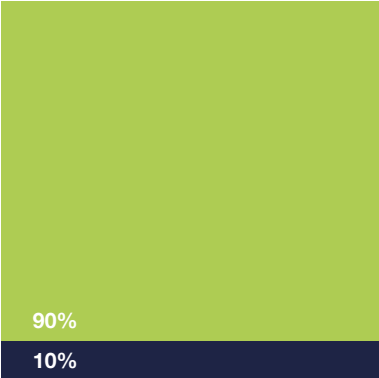
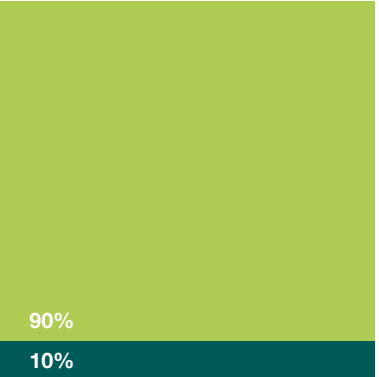
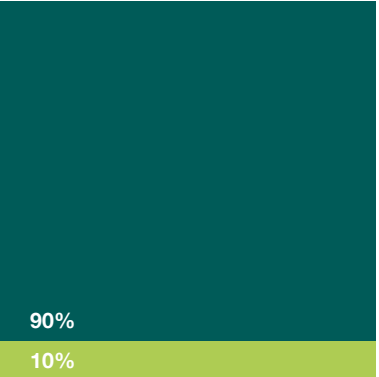
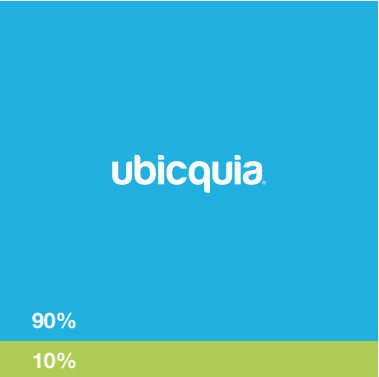
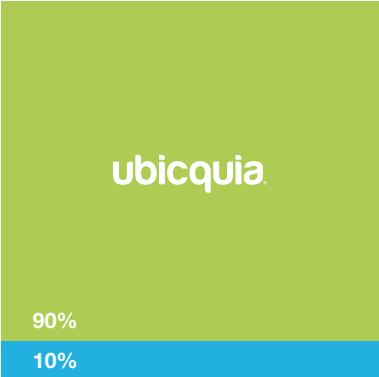
UBICQUIA® BRAND AND
STYLE GUIDE

COLOR PALETTE

These colors should be used with attention in communications that involve themes of benefits to the environment, sustainability and green economy. It's important to follow the proper ratio of use between the colors.

The Ubicquia® Blue and Ubicquia® Lime Green are both light colors and the contrast can be a problem if they are used in text. However, they offer a fresh and joyful combination when used in details and associated with white.

The Ubicquia® Dark Blue and Ubicquia® Dark Green offer an elegant and sober combination, albeit with low contrast. The use of white is important to give light to the layout.

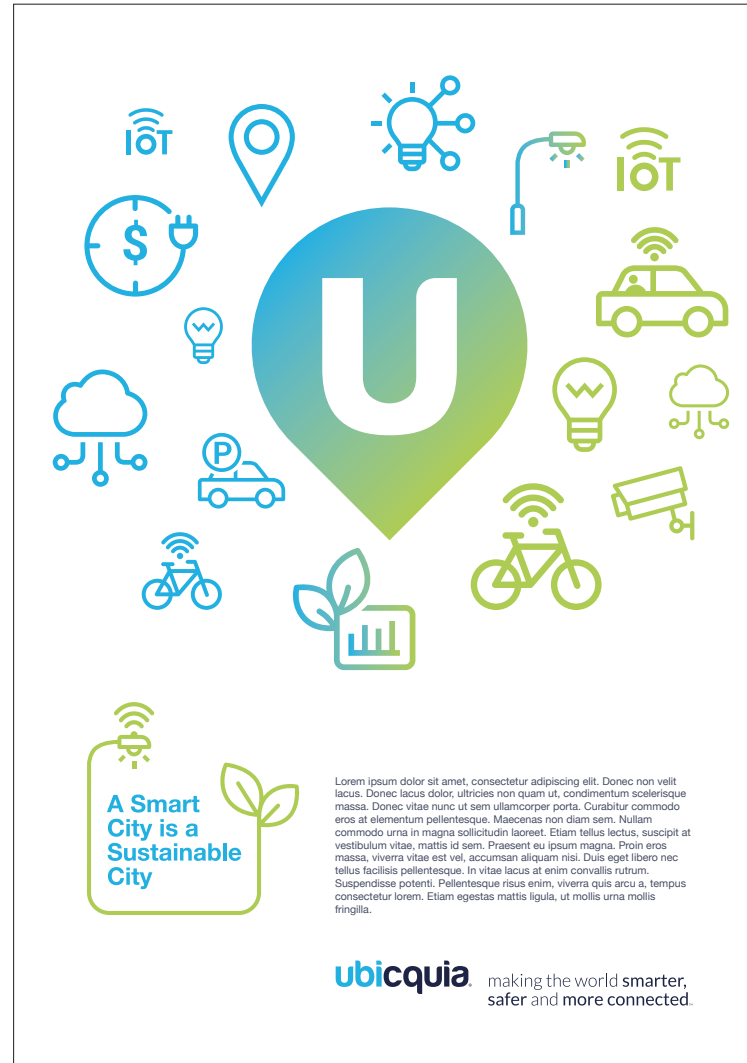


Suggested ratio for the colors.
But this may vary depending on
the layout area.

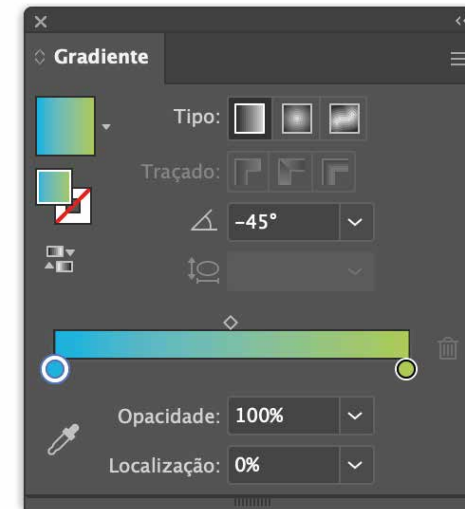
UBICQUIA® BRAND AND STYLE GUIDE

UBIPIN AND FRESH GRADIENT

The UbiPin can be used with a gradient of the Ubicquia® Lime Green and Ubicquia® Blue when the communication addresses issues related to the green economy. Whenever this gradient is used, the UbiPin must be applied on a white background.



HOW TO APPLY THE GRADIENT



UBICQUIA® BLUE
CMYK 71/8/4/0
Pantone 306 C / U
RGB 34/176/225
HEX #22BOE1



UBICQUIA® LIME GREEN
CMYK 40/0/80/0
Pantone 367 C / 374 U
RGB 174/204/83
HEX #AECC53

UBICQUIA® BRAND AND STYLE GUIDE

UBICQUIA® LOGO ON DIFFERENT BACKGROUNDS

There is an important connection between the logo and the tagline and this is reflected in the color balance. Like the full color logo, the tagline uses the alternation between Ubicquia® Dark Blue and Ubicquia® Blue. With the mono logo, the tagline follows the Black and White of the positive and negative of the logo.

- 1 - Primary color logo on White background;
- 2 - Reverse color logo on Matte Black background;
- 3 - Reverse mono logo on Ubicquia® Blue background;
- 4 - Reverse color logo on Ubicquia® Dark Blue background;
- 5 - Positive mono logo on White background;
- 6 - Reverse mono logo on Black background;
- 7 - Primary color logo on Light Gray background
- 8 - Positive mono logo on Yellow (extended palette) background;
- 9 - Reverse mono logo on Orange (extended palette) background.



UBICQUIA® BRAND AND STYLE GUIDE

UBICQUIA® LOGO ON DIFFERENT BACKGROUNDS

There is an important connection between the logo and the tagline and this is reflected in the color balance. The tagline uses the alternation between Ubicquia® Dark Blue and White. With the mono logo, the tagline follows the Black and White of the positive and negative of the logo.

- 1 - Primary color logo on White background;
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- 3 - Reverse mono logo on Ubicquia® Blue background;
- 4 - Reverse color logo on Ubicquia® Dark Blue background;
- 5 - Positive mono logo on White background;
- 6 - Reverse mono logo on Black background;
- 7 - Primary color logo on Light Gray background
- 8 - Positive mono logo on Yellow (extended palette) background;
- 9 - Reverse mono logo on Orange (extended palette) background.



UBICQUIA® BRAND AND
STYLE GUIDE

BACKGROUND MAIN COLORS

The main palette is used in the brand and preferred backgrounds.

ubicquia®

ubicquia®

ubicquia®

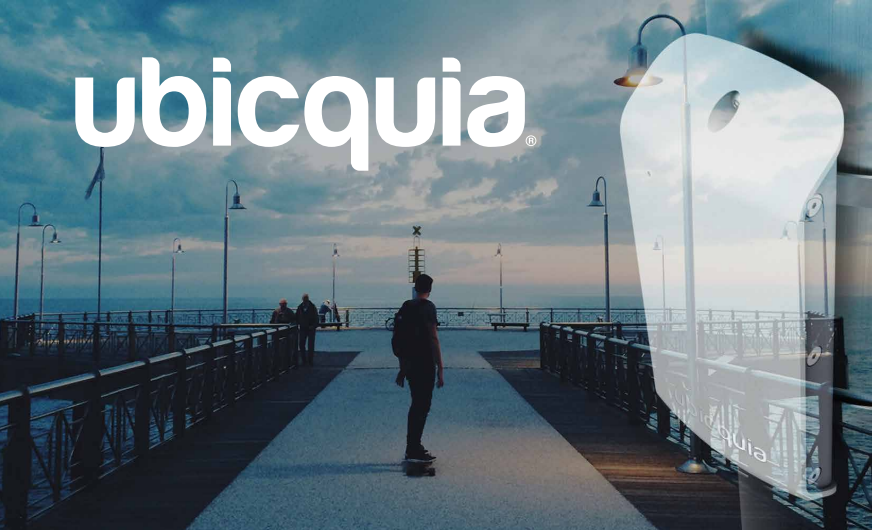
ubicquia®



UBICQUIA® BRAND AND
STYLE GUIDE

UBICQUIA® LOGO ON IMAGES

It is difficult to find images that offer enough contrast for the good visualization of the two blues of Ubicquia® logo. The full color logo should only be use on light color backgrounds that offer contrast. Opt for the priority use of the blue and white or the white version of the logo, always choosing the place with the best contrast. Avoid using the logo over visually busy backgrounds.



UBICQUIA® BRAND AND STYLE GUIDE

THE UBIPIN

UbiPin is part of our brand expression and used in presentations, communication materials and digital media, will help consolidate Ubicquia®'s presence in the market.

UbiPin is derived from our UbiVu cloud based platform and represents our active Ubi deployments. It is used to designate and highlight Ubicquia®'s presence in a simple, concise, and immediate manner.



UBICQUIA® BRAND AND
STYLE GUIDE

THE UBIPIN AND COLOR BACKGROUND

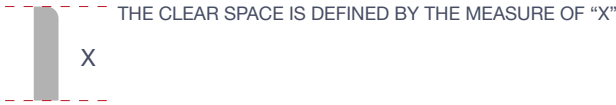
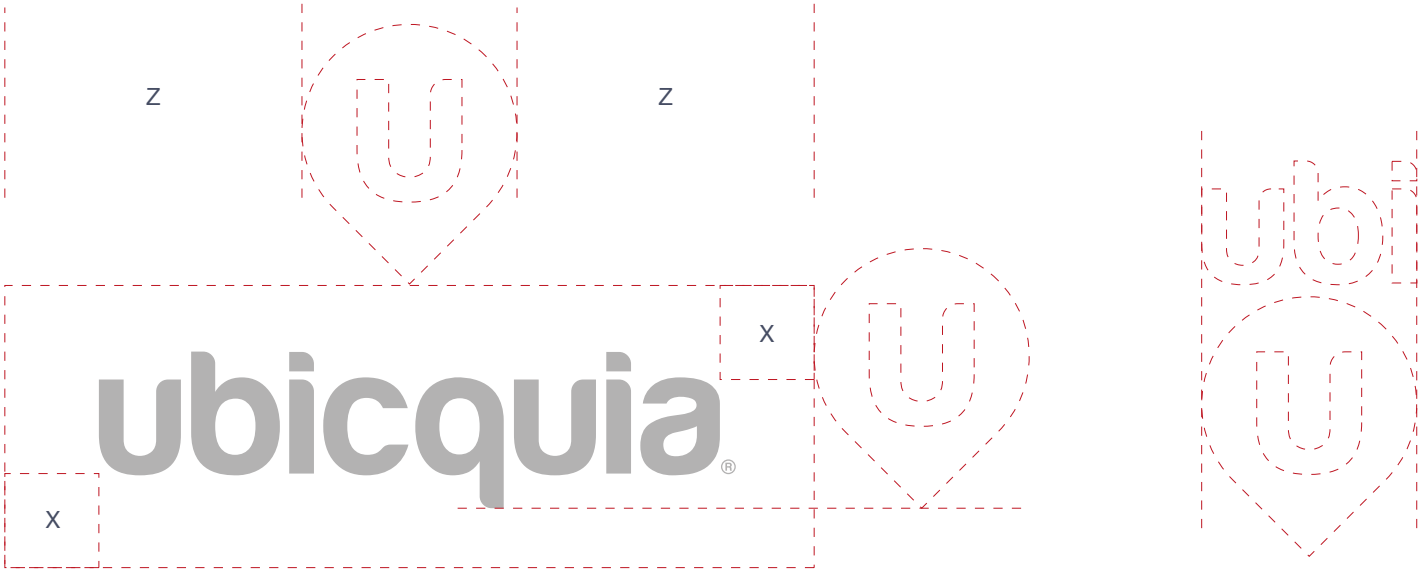
In UbiPin the “U” is a hollow element and its filling is done by the background color. The pin is the graphic form to be filled in by the same colors specified for the Ubicquia® brand palette.



UBICQUIA® BRAND AND
STYLE GUIDE

THE UBIPIN AND UBICQUIA® LOGO

For the combined use of the Ubicquia® logo and the UbiPin, two versions are provided. In those cases, the proportion between the elements (logo and UbiPin) is fundamental to establish a hierarchy. However, when they are far enough apart, the two elements gain freedom in relation to their positions and proportions.



VERTICAL



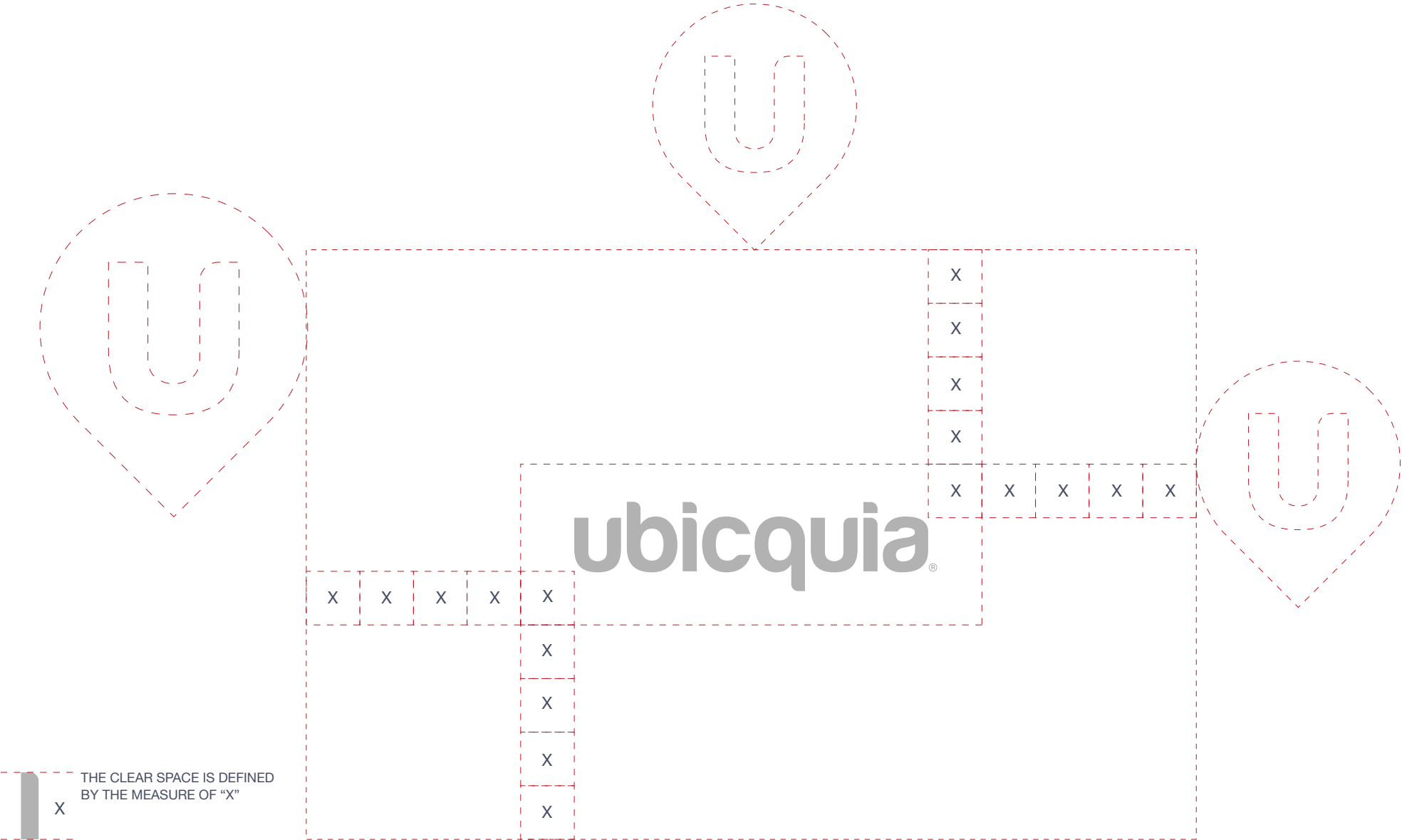
HORIZONTAL



UBICQUIA® BRAND AND
STYLE GUIDE

THE UBIPIN AND UBICQUIA® LOGO

When they are far enough apart, the two elements gain freedom in relation to their positions and proportions.
By increasing the constraint area by 5 times the UbiPin has freedom of positioning and size.



UBICQUIA® BRAND AND
STYLE GUIDE

BRAND ARCHITECTURE

Ubicquia®'s Brand Architecture is based on a consistent visual system. The identity of secondary and tertiary brands follows the visual equities of Ubicquia® corporate brand.

ubicquia®



UBICQUIA® BRAND AND
STYLE GUIDE

BRAND ARCHITECTURE

There are two signatures for the tertiary
logos: horizontal and stacked.



UBICQUIA® BRAND AND STYLE GUIDE

WRITING THE PRODUCTS NAMES

It is also important to maintain consistency when writing the names of the company's products in documents and presentations.

In this case, the following rule must be adopted: upper case the "Ubi" and upper case the second word: UbiCell®, UbiHub®, UbiGrid®, UbiMetro™, UbiVu®, UbiSmart®.

UbiCell®

UbiHub®

UbiGrid®

UbiMetro™

UbiVu®

UbiSmart®



UBICQUIA® BRAND AND STYLE GUIDE

UBICQUIA® PARTNER CERTIFICATION LOGOS

Partners will be certified in different technologies to earn badges upon certification completion (training, test, support).

There are three levels of partnerships, with each of these levels corresponding to a number of shields depending on the certified product lines and solutions:

- Ubicquia® Express Partner: UbiCell®;
- Ubicquia® Advanced Partner: UbiHub®, UbiGrid®, UbiSmart®;
- Ubicquia® Master Partner: UbiVu®, UbiHub®, UbiGrid®, UbiSmart®, UbiMetro™.

ubicquia®

E X P R E S S
P A R T N E R



ubicquia®

A D V A N C E D
P A R T N E R



ubicquia®

M A S T E R
P A R T N E R



ubicquia®

C H A N N E L
P R O G R A M



UBICQUIA® BRAND AND
STYLE GUIDE

FEATURE ICON

The main sets of Ubicquia® product attributes are represented by four icons that use the colors of the extended palette.

EYE
VIDEO AND AUDIO +
EDGE PROCESSING



SWISS KNIVES
SENSORS +
APPLICATIONS



WIFI ANTENNA
PUBLIC WIFI +
SMALL CELL



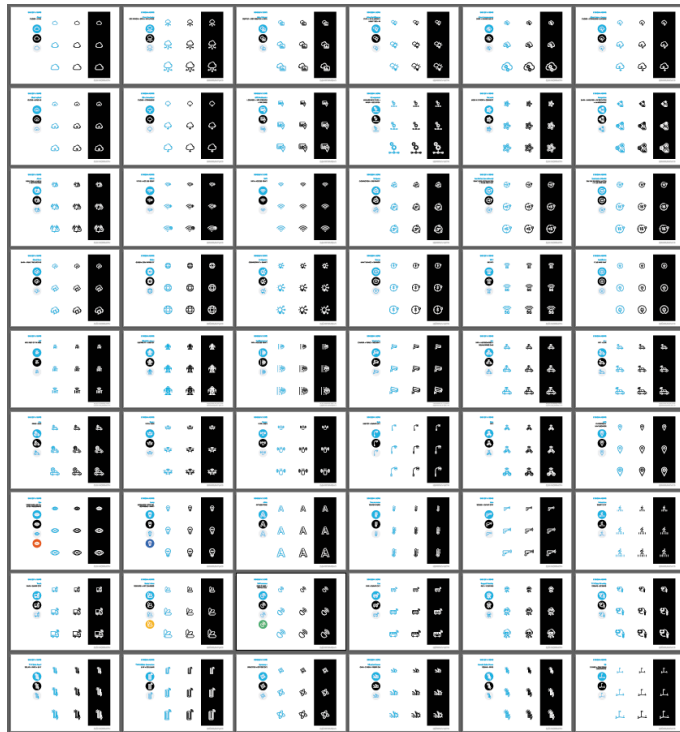
LIGHT BULB
ADVANCED LIGHTING
CONTROLS + WATT



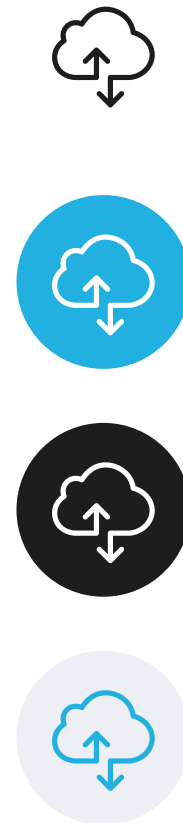
UBICQUIA® BRAND AND STYLE GUIDE

FEATURE ICON

The entire Ubicquia® product line has its attributes highlighted by its own line of icons. Ubicquia®'s visual platform currently has a total of 54 icons.



CLOUD DATA EXCHANGE
CLOUD + DOWNLOAD & UPLOAD



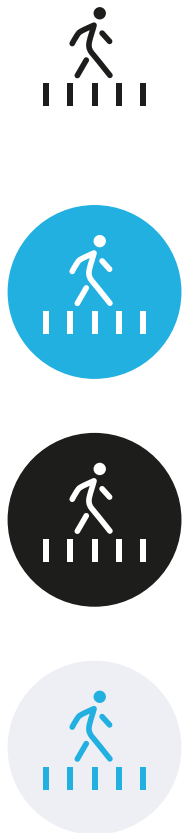
POLE
ENERGY + SMART CITY



INTELLIGENCE
CONNECTIVITY + SMART



PEDESTRIAN
SMART CITY



Ubicquia Icon Assets

<https://ubi2018outlook.sharepoint.com/:f:/r/sites/Design/Shared%20Documents/Design%20SHARED/Ubicquia%20ICONS%20assets?csf=1&web=1&e=jIXxu>



UBICQUIA® BRAND AND STYLE GUIDE

DONT'S

To maintain Ubicquia® identity consistency the logo, colors, types and the artworks must be used as is and not be altered in any way. Here are some examples of what should not be done.

- 1 - Don't change the logo and tagline's colors;
- 2 - Don't change the logo orientation;
- 3 - Don't display the logo with background color not previously specified;
- 4 - Don't change the tagline configuration;
- 5 - Don't disproportionately scale the logo and add special effects or outline;
- 6 - Don't change the positioning determined for the UbiPin and the logo;
- 7 - Don't redefine the logo's proportions and don't segment products by color;
- 8 - Don't use uppercase letters for the corporate logo or products logos;
- 9 - Don't redefine the logo proportions.

ubicquia

simply connected simply smart.



Ubicquia
simply connected simply smart.



ubicquia

simply connected simply smart.



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simply connected
simply smart.



ubicquia.



ubicquia



ubigrid
DTM+



UbiCquia



ubi
cquia



UBICQUIA® BRAND AND
STYLE GUIDE

CORPORATE TYPEFACES

The HELVETICA NEUE type family must be used in main texts of client-facing sheets and presentations. All variations of HELVETICA NEUE can be used except condensed versions.



SALE SHEETES USING HELVETICA NEUE TYPEFACE FAMILY

HELVETICA NEUE ULTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HELVETICA NEUE ULTRALIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

HELVETICA NEUE THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HELVETICA NEUE THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HELVETICA NEUE LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

HELVETICA NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HELVETICA NEUE ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

HELVETICA NEUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HELVETICA NEUE MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

HELVETICA NEUE BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

HELVETICA NEUE BOLD ITALIC

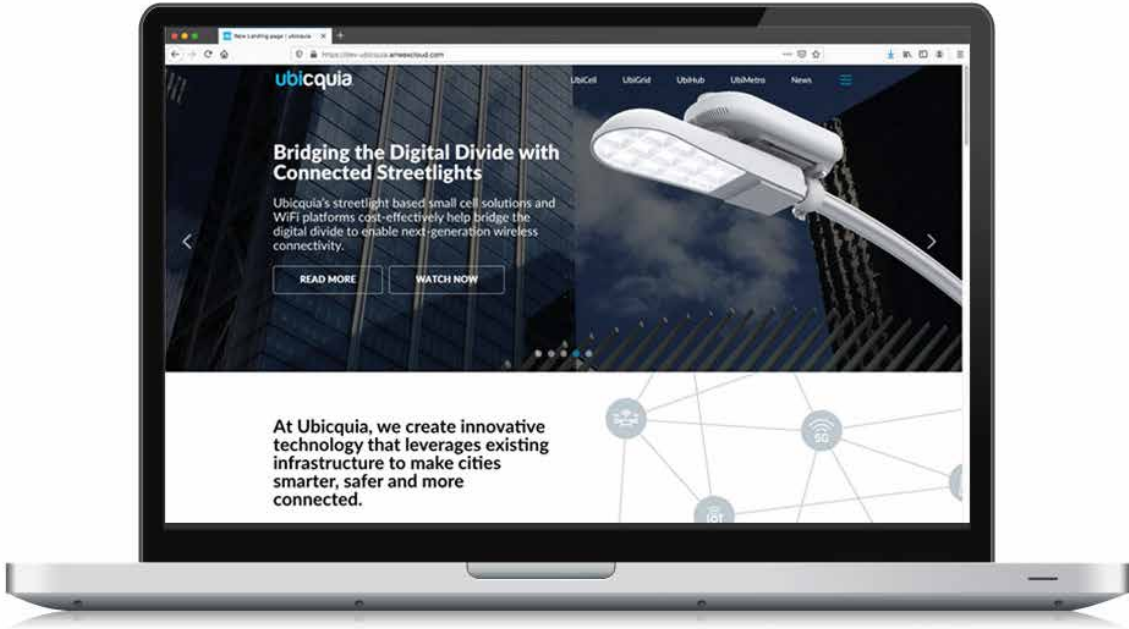
***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***



UBICQUIA® BRAND AND
STYLE GUIDE

CORPORATE TYPEFACES

The LATO type family must be used for web, headers, titles and highlight texts.



UBICQUIA® SITE USES LATO TYPEFACE FAMILY

- LATO HAIRLINE
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789
- LATO HAIRLINE ITALIC
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789
- LATO LIGHT
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789
- LATO LIGHT ITALIC
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789
- LATO REGULAR
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789
- LATO ITALIC
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789
- LATO BOLD
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789
- LATO BOLD ITALIC
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789
- LATO BLACK
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789
- LATO BLACK ITALIC
 ABCDEFGHIJKMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789



UBICQUIA® BRAND AND
STYLE GUIDE

TRADEMARK

A trademark protects the name, logo and all the corporate assets of UbiGrid®'s brand. The UbiGrid® logo and name are identified by the Registered Trademark Symbol “®”. The UbiGrid® products and names are identified by the Trademark Symbol “™”.

HELVETICA NEUE

UbiGrid®

The UbiGrid® DTM+ extends transformer monitoring UbiGrid® technology to enable real-time transformer

UbiGrid® DTM+
Aerial and Padmount Distribution Transformer Monitor Plus

LATO

UbiGrid®

The UbiGrid® DTM+ extends transformer monitoring UbiGrid® technology to enable real-time transformer

UbiGrid® DTM+
Aerial and Padmount Distribution Transformer Monitor Plus



UBICQUIA® BRAND AND
STYLE GUIDE

EXTRAS AND REFERENCES

Communication is a living thing in which new layers are added in a dynamic work in progress. The guidelines presented here aim to establish new paths for graphic communication materials.

Industry's First Streetlight
WiFi 6 Access Point

ubihub AP6



ubicquia. simply connected simply smart.

Smart Connected Monitoring Device

ubigrid DTM+



ubicquia. simply connected simply smart.

Industry's First Streetlight
Edge AI & WiFi 6 Access Point

ubihub APAI



ubicquia. simply connected simply smart.

Smart Streetlight Controller

ubicell



ubicquia. simply connected simply smart.



UBICQUIA® BRAND AND STYLE GUIDE

EXTRAS AND REFERENCES

Communication is a living thing in which new layers are added in a dynamic work in progress. The guidelines presented here aim to establish new paths for graphic communication materials.

Industry's First Streetlight Edge AI & WiFi 6 Access Point

ubihub AP AI

ubicquia simply connected simply smart.

ubihub AP AI

Integrates seamlessly with existing streetlight infrastructure

Unique Antenna Design
Ubihub's 12 integrated antennas allow the maximum coverage possible from a WiFi and mesh offering standpoint. The antennas reduce the effect of RF interference on every device that is connected to the access point. Their high performance dual-band and omnidirectional transmission ensures real-time capability to support high device density settings.

Composite Pattern
5.0 GHz Azimuth
5.0 GHz Elevation
2.4 GHz Azimuth
2.4 GHz Elevation

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ubihub AP AI

Low profile form factor for improved wind performance and low street visibility

Analytics

- Dual 4K cameras and four digital microphones
- Automated set-up & configuration of AI models
- Ability to run simultaneous AI models on each view

Applications

- PoE interface available for 3rd party devices
- Interoperable APIs to integrate with existing systems
- Actionable insights and visualizations on UbiVu®

WiFi 6 Access Point

- Efficiently manage up to 1024 client connections
- Tri-band (2x5GHz, 1x2.4GHz) 4x4 MU-MIMO
- 12 integrated omnidirectional antennas

Mesh Network

- Mesh up to 4 units per ISP connection
- Dynamic load balancing of mesh network
- Dedicated channels for max mesh bandwidth

Cloud Management

- OTA updates and maintenance releases
- UbiVu® platform used to manage and visualize assets
- Advanced AI, WiFi and lighting controls

Simplified Installation

- Powered through the readily available NEMA socket
- Install assist app available
- Less than 15-minute installation time

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ubihub AP AI

Ubicquia's comprehensive cloud-based GUI, UbiVu, provides a rich set of capabilities for discovery, template-based provisioning, orchestration, and operational monitoring and management of assets.

Cloud Managed Platform

UbiVu®
The UbiHub™ AP AI devices are managed through UbiVu®, which sits in the cloud. UbiVu® is the one-stop-shop integrated dashboard to manage and visualize all Ubicquia® products.

UbiVu® Offers

- OTA firmware updates
- Reports and configuration set-up
- Remote troubleshooting
- User access management
- Overall map of deployment with hierarchical device view
- Alert setting functionality
- Overview of key performance metrics and status

Node Activator App

- Scans the device label for fast installation in minutes
- Connects to UbiVu® and registers the device
- On-site confirmation of basic UbiHub™ functionalities to limit visits to the pole

The Node Activator App is available from the Google Play Store on any tablet or cellphone to streamline device installation.

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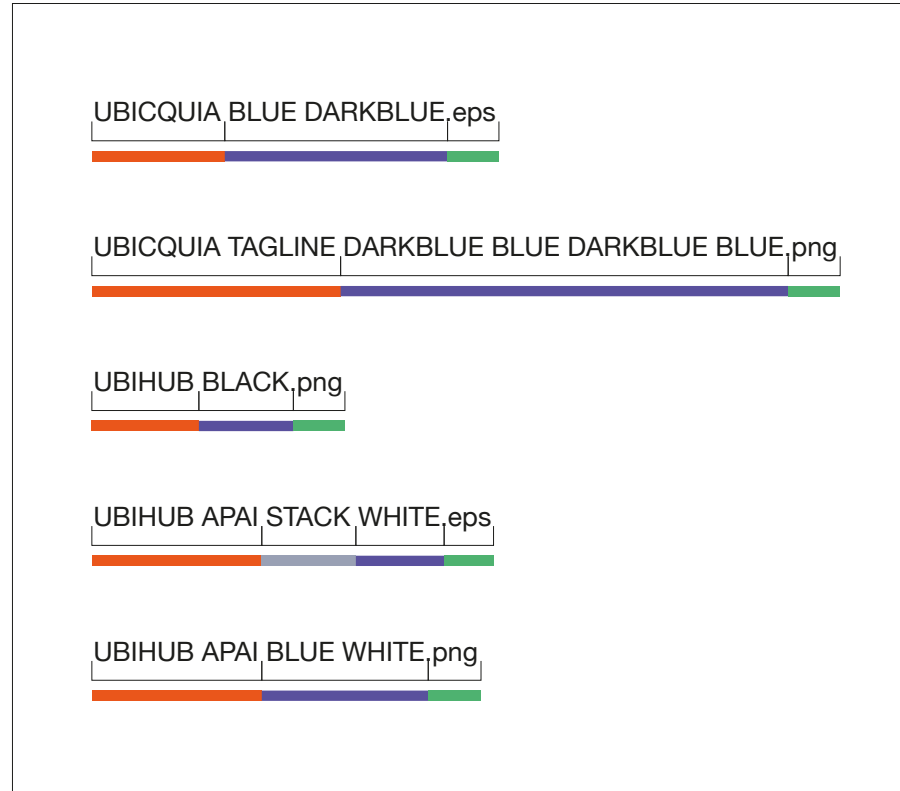


UBICQUIA® BRAND AND STYLE GUIDE

HOW THE FILES ARE NAMED

The brand archives are organized according to a logic that shows the name of the company or product, the visual orientation of the logo, the colors and the file extension:

1. The name: Ubicquia®; UbiGrid®; UbiSmart® etc.
2. When the visual orientation is not explained, the logo is in the default: “horizontal” version. The alternative is presented as “stack”.
3. Here are shown the combinations and chromatic alternatives of the visual identity: “BLUE DARKBLUE”; “BLACK”; “BLUE WHITE” etc.
4. Files in extension .png and .eps..



Ubicquia Logo Assets

https://ubi2018outlook.sharepoint.com/:f:/r/sites/Design/Shared%20Documents/Design%20SHARED/Ubicquia%20LOGOS%20assets/_UBICQUIA?csf=1&web=1&e=chgyY5

Ubicquia Product Logos Assets

<https://ubi2018outlook.sharepoint.com/:f:/r/sites/Design/Shared%20Documents/Design%20SHARED/Ubicquia%20LOGOS%20assets?csf=1&web=1&e=dWXfDP>



UBICQUIA® BRAND AND
STYLE GUIDE

PRODUCT BRANDING

Products are certainly one of our most important points of contact for the branding strategy. The Ubicquia® logo needs to show just once and must be carefully applied in such a way as to highlight the company's values.



UBICQUIA® BRAND AND STYLE GUIDE

PRODUCT LABEL

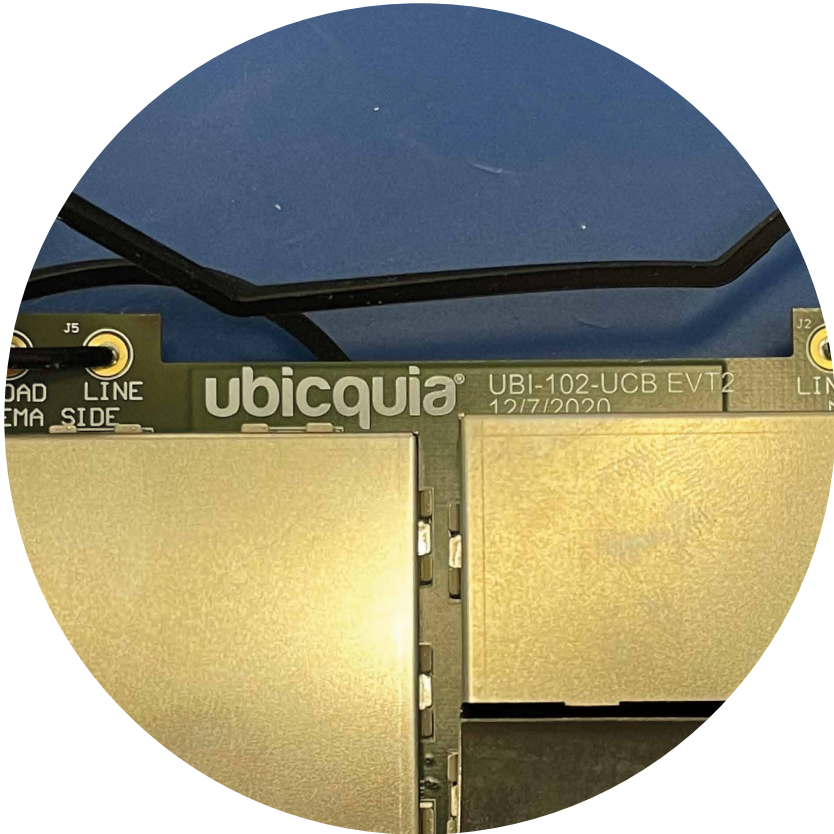
The graphic design of Ubicquia® products labels must comply with certain printing rules and restrictions. Each piece of information presented there has its function and must be represented in specific typographic colors and sizes.



UBICQUIA® BRAND AND
STYLE GUIDE

INTERNAL ELECTRONIC OR
MECHANICAL PARTS

The Ubicquia® logo needs to be molded
and/or printed at least once on every major
housing and electronic board. The size is
relative to the part but its minimum size is
20mm.

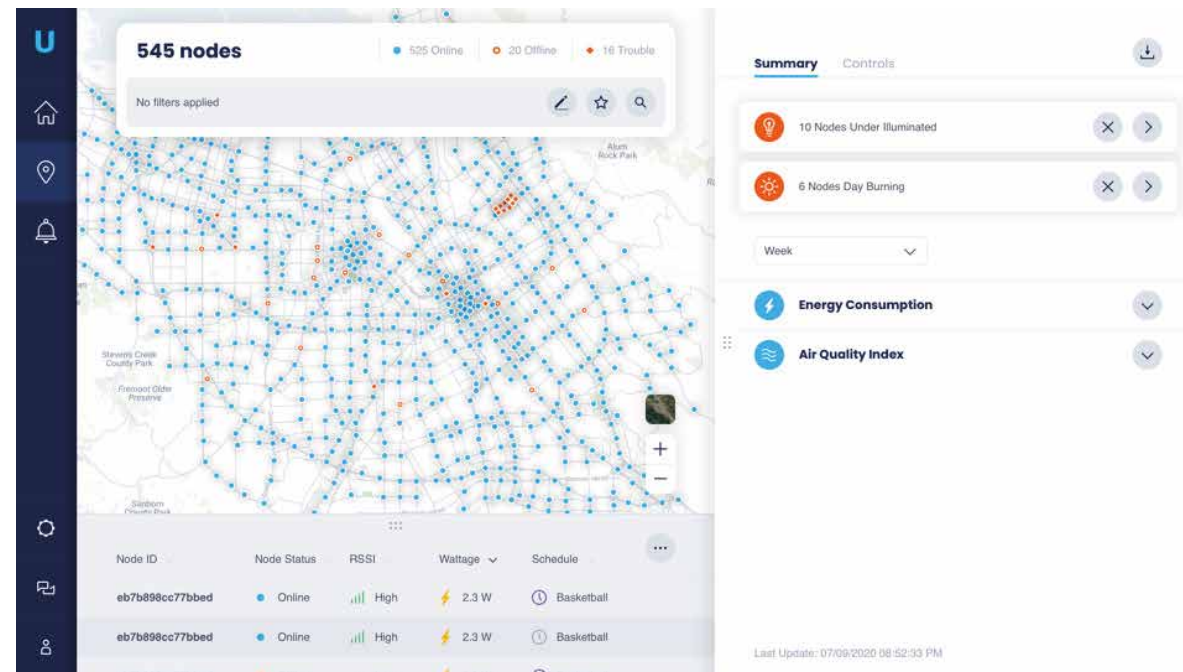
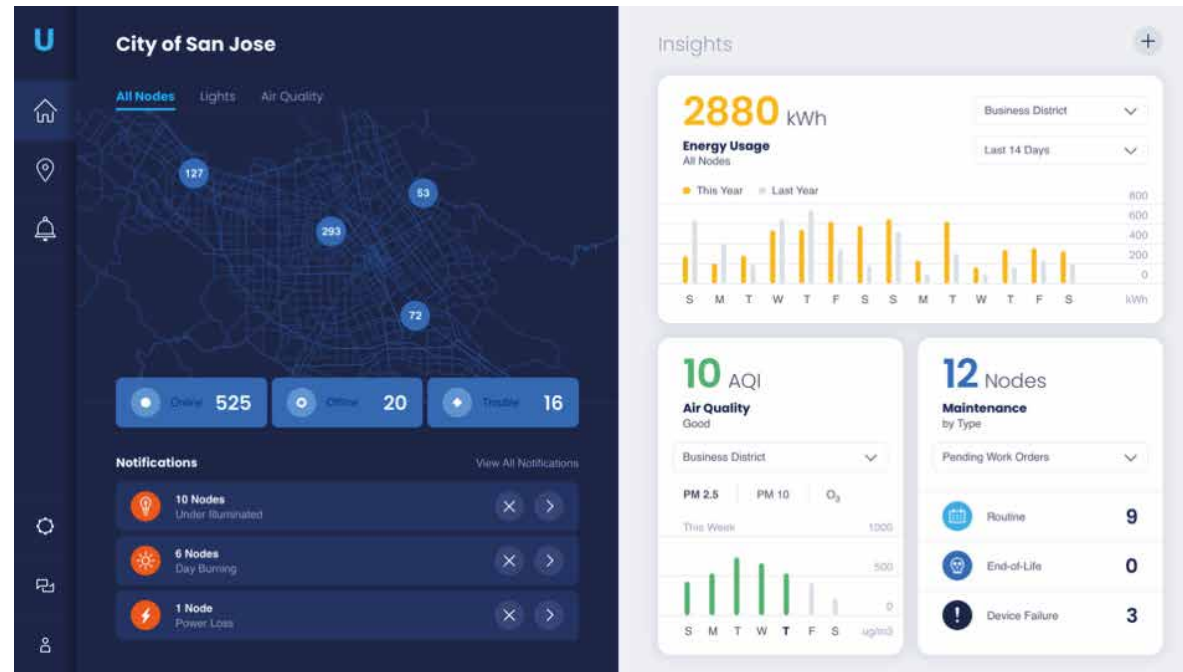


UBICQUIA® BRAND AND STYLE GUIDE

UBIVU® DIGITAL BRANDING

The UbiVu® interface unfolds the design guidelines for the digital universe, maintaining the brand consistency that exists in all points of contact.

The colors, icons, types, and all graphic assets create a visual platform that, when combined with the extreme usability of UbiVu®, will result in a brand experience to be replicated in other apps.



UBICQUIA® BRAND AND STYLE GUIDE

IMAGERY

Photos are a fundamental element for the communication of the Ubicquia® brand. In addition to the product images, the environment photographs help to highlight the presence of Ubicquia® technology in everyday life. These are dynamic scenarios that bring our products closer to reality, showing how Ubicquia technology is transforming our cities and our lives. Therefore our imagery must have its own point of view, capturing the eye through different angles, lighting, and textures. They need to catch the eye and transmit moments full of joy and life.

Other important photos are those that seek to show our day-to-day in the office, closing deals, designing projects, and working as a team. These images must also carry our vibrant and positive way of being.

The royalty free image banks are a good source for choosing these photos, but some care must be taken to ensure consistency in the way we express ourselves. Therefore, we have prepared a small guidance of Do's and Don'ts to assist in this selection.



UBICQUIA® BRAND AND STYLE GUIDE

IMAGERY

DONT's

- People or elements of great prominence in the foreground of the photo
- People looking at the camera
- Urban lighting equipment that does not support Ubicquia technology
- Photos with a lot of visual information and distraction
- Photos of famous sights that takes our attention away from Ubicquia's goal
- Avoid major historical elements
- Scenes that look very theatrical
- Images that treat technology fantastically, combining digital illustration with photography



ubicquia®

