

IDENTIV

Brand Guidelines

Understanding and Managing Our Visual Identity

Version 3.2014



Introduction

These guidelines introduce the Identiv strategic brand platform and outline the basic rules for using its visual brand elements. Follow these guidelines when presenting the Identiv brand to help ensure the visual clarity and consistency of all communications.

For any questions regarding the Identiv brand identity or these guidelines, contact the Identiv Marketing team.

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The Identiv Logo

The Identiv logo is the heart of our identity. It's the first way we connect to our customers, and it's imperative that we use it correctly everywhere it appears.

The logo is only available in a horizontal configuration, and should never be altered to a vertical configuration.

Logo



Identiv Logotype

Coated: PMS 186

Uncoated: PMS 186

Clear Space

What is clear space? It's the area surrounding the logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.

Clear space is measured by the x-height of the Identiv wordmark, shown as "X" in this exhibit. The minimum clear space must always be 1X on all sides of the logo. And when possible, this amount should be increased, for even more visibility.



Logo Usage

For greater flexibility, we've created a few options of the logo to meet various needs while maintaining a consistent graphic feel.



One-color solid red



One-color solid black



Reversed logo in color applications.



In grayscale applications, the logo can only be reversed out of a value that is at least 60% black (shown above).

Minimum Size

At certain small sizes, the Identiv logo becomes illegible. To prevent legibility issues, keep to the minimum sizes specified here and do not use at a smaller size than specified.

Due to their low resolution, on-screen logos usually have to be represented at a slightly larger size than printed minimum sizes.

Check the legibility of digital logo versions, intended for on-screen use, before finalizing design layouts.

Make sure to conduct tests for unique reproduction methods to ensure adequate legibility prior to initiating production.

Print



Screen



Incorrect Usage

The examples on this page demonstrate examples of incorrect use of the Identiv logo.

No matter the media or circumstances, always produce the logo according to the specifications set in these guidelines. Do not change or modify these specifications.

Using any of the logo versions incorrectly will dilute the impact of the Identiv brand identity. The examples shown here illustrate possible misuses of the Identiv logo that should be avoided.

Note: These incorrect uses apply to the black logo versions as well.

❌ **DO NOT** use unspecified gradients or other colors



❌ **DO NOT** add drop shadows or other embellishments



❌ **DO NOT** recreate the logo or use a different font



❌ **DO NOT** distort the logo



❌ **DO NOT** create a mask from the logo to hold imagery



❌ **DO NOT** change component colors of the logo



❌ **DO NOT** use the logo on a busy photographic background



❌ **DO NOT** place the logo on a background with insufficient contrast






Color Palette

All colors in the Identiv color palette have precise color references. Only these colors may be used.

The primary colors on this page are accompanied by their Pantones, CMYK, RGB, HEX and Lab values. The primary colors are the core of the Identiv color palette and should be dominant in all communications.

Color Specification Chart

Primary Colors

Identiv Color	Spot Color	CMYK	RGB	Hex	Lab
 Red	Pantone® 186 C/U	0/100/75/4	198/12/48	c60c30	43/66/36
 Gray	Pantone Cool Gray 7 C/U	22/15/11/32	154/155/156	9a9b9c	64/0/-1
 White	NA	0/0/0/0	255/255/255	ffffff	100/0/0

Typography: Primary Font

Typography is an important component of our design system and creates a distinctive style for our communications. When applied consistently across the entire range of our corporate and marketing communications, typography will help to unify the appearance of all Identiv materials, and help our audiences to recognize and become familiar with our new brand identity.

The Identiv primary font is Frutiger LT Std. Frutiger LT Std is a simple sans serif font and should be used for all headlines, subtitles and body copy. For web and online purposes please use the font Arial.

Frutiger LT Std Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$%^&* _+=

Frutiger LT Std Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$%^& _+=*

Frutiger LT Std Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$%^&* _+=

Frutiger LT Std Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$%^& _+=*

Frutiger LT Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$%^&* _+=

Frutiger LT Std Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$%^&* _+=

Frutiger LT Std Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$%^&* _+=

Frutiger LT Std Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$%^&* _+=

Frutiger LT Std Ultra Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#%\$%^&* _+=

Contact Info

This guidelines document should help maintain the integrity of the Identiv brand by managing how we communicate internally and externally and, in turn, how we are perceived by everyone who comes into contact with Identiv.

While the preceding pages provide basic tools and guidance to create Identiv communication materials, they do not cover every possible situation. For more information or questions about the Identiv visual identity, or to obtain logo artwork, please contact Soumya Das.

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