PROMOBILITY

PROGRESSIVE WIRELESS SOLUTIONS

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Corporate Identity

The ProMobility corporate identity is the device which helps identify the unique character of ProMobility.

This manual provides the technical information required to ensure that the visual identity of ProMobility is used consistently and uniformly.

The visual identity includes a number of key elements that reflect the brand strategy that Promobility adopted in 2009

- Logo
- Icon
- Tagline
- Font System
- Graphic Elements

It is critical that each time the public comes in contact with ProMobility the identity is communicated in consistent visual terms, whether it is portrayed on signage, company letterhead, web, or any other marketing medium.

To ensure correct usage of the corporate identity please refer to this manual and use only approved artwork without deviation from the standard described within.

Anyone using ProMobility corporate identity has an obligation to ensure that it is used exactly in accordance with the conditions set out in these standards. If you are unclear about the use of the corporate identity, please contact ProMobility head office at: 905. 470. 2868.

Inappropriate and incorrect uses will not be permitted.

PROMOBILITY
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ICON

LOGO

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Visual aid (line)
to separate
the logo from
the tagline

TAGLINE

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MINIMUM SIZE
1.5"

The safety zone is equal to the height of the icon.
This distance must be maintained around the entire logo.

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SAFETY ZONE

The Logo

The logo is the core of our corporate identity.

The complete logo should be used and reproduced in the corporate colors or in black and white as described in this manual. The logo, icon and tagline should only be reproduced using original files supplied by ProMobility.

Minimum Size
The logo should never be reproduced smaller than 1.5" in width, as illustrated here.

Safety Zone
There is a minimum space maintained around the logo to set it apart from other graphic elements. In general the logo should have significant white space around it and not be crowded by other elements.

Example A

Example B

Example C

Example D

The Logo

The logo may be used without the icon or without the tagline as illustrated in the examples here.

Example A
Logo with icon and tagline.

Example B
Logo without icon.

Example C
Logo without Tagline. When using the logo without the tagline, the visual aid (line) must be removed.
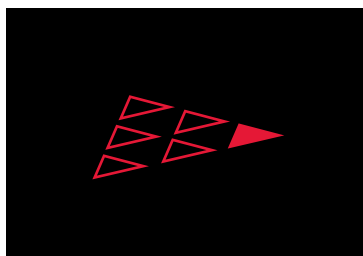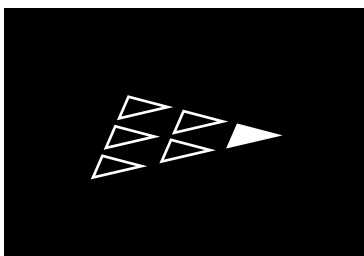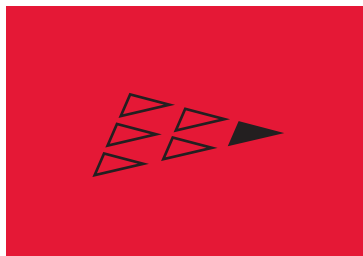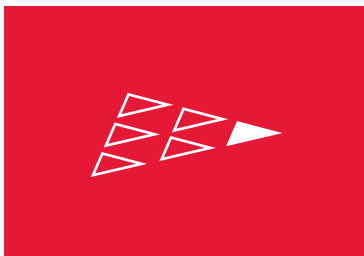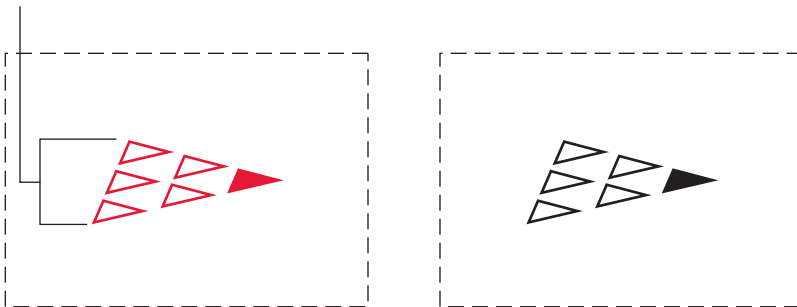
Example D
Logo without icon and tagline. When using the logo without the icon and the tagline, the visual aid (line) must be removed.

Where format variations are required due to positioning restrictions, consult ProMobility in the first instance.

The Icon

The space between the icon and the logo is
equivalent to the height of the tagline.

The safety zone is equal to the height of the icon.
This distance must be maintained around the entire icon.

The icon is the device that let's the
viewer identify our brand and support
the progressive wireless solutions
theme. It represents our mission of
forward thinking and confirms that we
are one of the leaders in the wireless
solutions industry today.

The icon should be used in
conjunction with the logo at most
times unless otherwise specified
by ProMobility.

Size and Positioning
The width of the icon is the distance
between the outer beginning of the
letter M and the inner end of the letter
B as illustrated here. The space
between the icon and the logo is
equivalent to the height of the tagline
as illustrated here.

When using the icon on it's own
please follow instructions specified in
the following examples.

Safety Zone
There is a minimum space maintained
around the icon to set it apart from
other graphic elements. In general the
icon should have significant white
space around it and not be crowded
by other elements.

Where format variations are required
due to positioning restrictions, consult
ProMobility in the first instance.

The Tagline

The tagline "progressive wireless solutions" reinforces the message that ProMobility is a leader of wireless devices solutions. It should be used at all times unless otherwise specified by ProMobility.
The "progressive wireless solutions" tagline is rendered in a modified Eurostyle extended 2 font. No other font may be substituted. The tagline must always appear in uppercase letters.

The size of the tagline is as wide as the logo, it is aligned with the slant created for the logo. The degree of the slant may not be altered at anytime.

The elements of the tagline are custom drawn and fixed, and should never be redrawn or altered in any way. The approved artwork files are available from ProMobility.

Minimum Space
The distance from the logo to the tagline is the height of the single arrow from the icon. It is separated in the middle from the logo by a line.
The tagline may not be used without the visual aid (line) separating the two as illustrated here.

Where format variations are required due to positioning restrictions, consult ProMobility in the first instance.

Minimum space between logo and tagline.

Visual aid (line) to separate the logo from the tagline.

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Pantone 186   Pantone 430

Colors

The logo colors are Pantone 186 for the PROMOBILITY logo and first arrow of the icon. Pantone 430 is used for the tagline, five secondary arrows of the icon and the (line) separating the logo and the tagline.

Only 4 colors are to be used when reproducing the ProMobility logo, **Red**, **Grey**, **Black**, or knocked out of a dark background in **White** as illustrated here and in the next pages.

No other colors are acceptable. It is recommended that, where possible, the logo remain positive and sit on a white background.

For screen and web applications the RGB color breakdown for the RED is:

R - 229
G - 24
B - 55

web color # - e51837

GREY is:

R - 149
G - 156
B - 161

web color # - 959ca1

When using single color for reproduction, the 5 secondary arrows in the icon must be outlined (not solid), as illustrated here.

Colors

Anyone using the logo has an obligation to ensure that the colors are used exactly in accordance with the conditions set out in these standards.

If you are unclear about the use of colors in the logo, please contact ProMobility.

Colors

If at any point the logo has to be shown on any other color than RED, BLACK, or WHITE, the logo must be knocked out as illustrated here.

If you are unclear about the use of colors in the logo, please contact ProMobility.

Colors

Here are a few examples of the logo being used in an inappropriate fashion, and it is not accepted by the standards in this manual and/or by ProMobility.

If you are unclear about the use of colors in the logo, please contact ProMobility.

Fonts

1 Helvetica Neue 35 Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2 *Helvetica Neue 36 Thin Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3 Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4 *Helvetica Neue 46 Light Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5 Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

6 *Helvetica Neue 56 Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

7 Helvetica Neue 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

8 *Helvetica Neue 66 Medium Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

9 **Helvetica Neue 75 Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

10 ***Helvetica Neue 76 Bold Italic***
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

11 **Helvetica Neue 85 Heavy**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

12 ***Helvetica Neue 86 Heavy Italic***
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

13 **Helvetica Neue 95 Black**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

14 ***Helvetica Neue 95 Black Italic***
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The primary typeface or Font to be used in all print material is Helvetica Neue. Helvetica Neue is a large typeface family and provides a wide range of options.
This typeface has been selected to complement the new logo and to bring enhanced consistency to communications materials.

Helvetica Neue is a sans serif typeface and ideally suited for ProMobility's brand.

All serif typeface should NOT be used for any communications materials.

Helvetica Neue Condensed or Helvetica Neue Extended may not be used unless otherwise specified by ProMobility.

All weights may be used shown here.

If using a specific weight in body copy, the header should always be 2 weights higher than the body copy and italicized as shown below.

Header is 76 Bold Italic
The body copy must be 2 weights lower than the header, in this case it is 55 Roman

1 Aa   8 *Aa*

2 *Aa*   9 **Aa**

3 Aa   10 **Aa**

4 *Aa*   11 **Aa**

5 Aa   12 ***Aa***

6 *Aa*   13 **Aa**

7 Aa   14 ***Aa***

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Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

Fonts

Arial is the primary typeface or Font to be used in all electronic communication when Helvetica Neue is unavailable.

Examples: website, email signature, power point presentations, etc.

Arial font should be used in similar fashion as the Helvetica Neue Font.

Depending on the requirements. All weights may be used.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 55

Fonts

Aa

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular should be used for body copy where enhanced readability is needed, such as large amounts of dense text.

Aa

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic can be used in body copy where a point or section needs more emphasis than the rest of the copy. It may also be used in Sub Headers as shown here.

Aa

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold can be used in body copy where a point or section needs more emphasis than the rest of the copy.

Aa

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

is ideally suited for headers as shown here.

PROMOBILITY
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Stationery

18-85 Citizen Court
Markham ON L6G 1A8
Canada

T. 905. 470. 2868
F. 905. 470. 2932

promobility.com

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Joseph Belcredi *Co-CEO*

jbelcredi@promobility.com

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Markham ON L6G 1A8
Canada

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C. 416. 318. 8258
promobility.com

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18-85 Citizen Court
Markham ON L6G 1A8
Canada

promobility.com
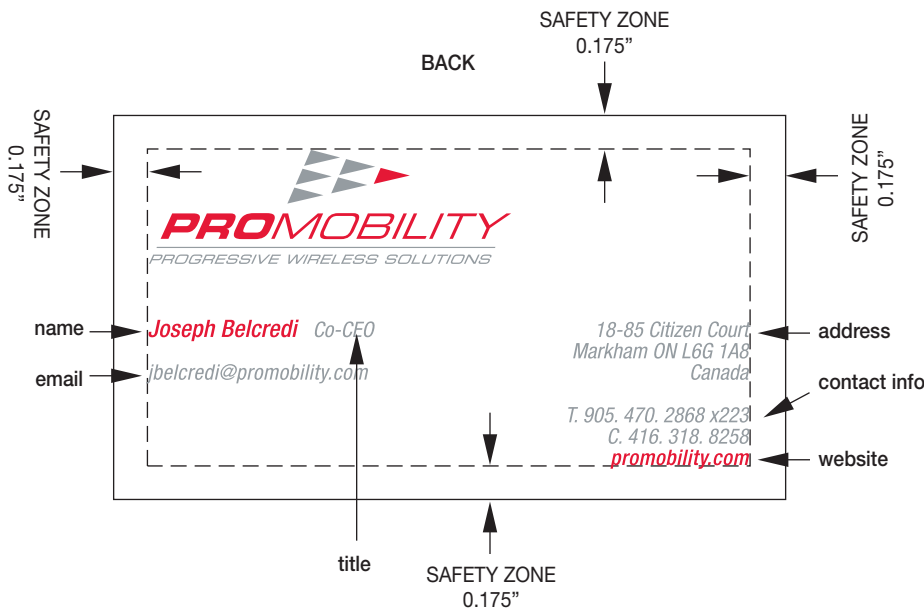
Stationery

When recreating a new card with new info, please follow the instructions provided here.

The safety zone around the entire card is 0.175", no text or graphic may be placed any closer than 0.175" from the edge of the card.

The persons name on the card is created in Helvetica Neue 67 Medium Condensed Oblique font, at size of 9 pt. The title is always on the same line with Helvetica Neue 57 Condensed Oblique, at size of 8 pt.
Email address is double spaced bellow the name and title in same font and size as title.

The name, title and email are all aligned left as shown here.

All other copy is at 8 pt in size, aligned right, in Helvetica Neue 57 Condensed Oblique except for the website which is Helvetica Neue 67 Medium Condensed Oblique also at 8 pt. in size.

Color for all text is ProMobility Grey (PANTONE 430), except for the persons name and website which is done in the ProMobility Red (PANTONE 186).

The front of the card is done in high gloss finish, and the back is a matt finish. Nothing needs to be recreated for the front of the card when creating a card for a new employee.

BACK

SAFETY ZONE 0.175"

SAFETY ZONE 0.175"

SAFETY ZONE 0.175"

SAFETY ZONE 0.175"

name — Joseph Belcredi   Co-CEO

email — jbelcredi@promobility.com

title

18-85 Citizen Court,
Markham ON L6G 1A8,
Canada — address

T. 905. 470. 2868 x223
C. 416. 318. 8258 — contact info

promobility.com — website

FRONT

Design Elements

The flowting arrows are used as a design element and may only be used as a 10% transparancy of the grey Pantone 430.
They may never be used at a 100% value of any solid color.

Any use of the arrows as a design element must be first approved by ProMobility beofre any final art is used in any communications material.

Responsibility

Anyone using ProMobility corporate identity has an obligation to ensure that it is used exactly in accordance with the conditions set out in these standards. If you are unclear about the use of the corporate identity, please contact ProMobility head office at: 905. 470. 2868.

Inappropriate and incorrect uses will not be permitted.