IQGeo

Brand guidelines

Updated January 16, 2024

Contents

Introduction

This comprehensive guide is your key to understanding and implementing the unique branding elements that define both the IQGeo corporate and product identities.

Our guidelines have been designed to encapsulate the essence of IQGeo's branding principles, providing a clear framework for consistent and effective brand representation.

Our brand style

IQGeo's style is characterized by an 'open' approach, prioritizing white space to achieve a clean, uncluttered aesthetic in all our corporate materials. This design philosophy is not just about appearance; it reflects our commitment to clarity, openness, and accessibility in all our communications.

Our marketing strategy

At the core of our marketing strategy is a harmonized network of platforms and tools, each contributing to a cohesive brand narrative. These resources are carefully curated to:

- **Ensure consistency**: Achieve a uniform visual aesthetic and editorial tone across all marketing channels, both digital and physical

- **Communicate brand values**: Employ visual and messaging cues that not only project our brand values but also safeguard our visual identity

- **Represent quality**: Guarantee that every interaction with our brand, whether by staff, partners, or other audiences, reflects the high standards expected from a leader in our industry

Any questions

It's worth highlighting that this document is for guidance, and that there may be some scenarios that don't strictly fit within the parameters that are covered.

If there is anything that you are unsure of, please get in touch with the marketing team and we will be happy to discuss your specific requirements.

Corporate logo

The IQGeo brand is formed from two components that have been designed to capture the value that our software delivers to customers. IQ, which is an Intelligent Quotient (e.g. IQ Test) and Geo which is short for geospatial. Together these components represent our "intelligent geospatial" software solutions. The IQGeo logo picks up on this theme with a stylized Q in the shape of a magnifying glass or search icon.

Primary logo

Where ever possible, the IQGeo primary logo in black with the green IQGeo degree symbol should be used.Where this isn't possible, one of our other logo variations or branding elements should be used as illustrated in this document.

Using the RGB version of this logo will ensure maximum clarity in a digital environment. When the primary logo is used in print work, please take care to use the CMYK version of the logo at all times.

We insist on the use of the primary logo format to ensure that the company's brand is communicated as consistently as possible across all channels.

Logo isolation and sizing

IQGeo logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo and weaken its position within the medium's information hierarchy.

A margin of clear space equivalent to this height is drawn around the logo to create the invisible boundary of the area of isolation.

Corporate logo

Secondary logo variations

The primary logo should be used where ever possible, and the secondary logos should only be used where absolutely necessary. The application of the logo determines which variant should be used, and alternatives are provided to make sure that the company's logo has the flexibility to work in a broad range of different contexts.

If the logo is positioned over one of the colors in the color palette, the highest contrasting monotone version should be used for the benefit of providing maximum clarity. Despite there being alternatives provided, please always default to our master logo before selecting an alternate.

Logo misuse

To ensure our brand is consistent, professional and impactful across all channels, it's very important not to modify or distort the logo. The uses shown below are all unacceptable treatments to the logo. Please adhere to the following logo placement best practices:

- Stretch or distort the logo beyond its original dimensions
- Use the logo on a degree other than completely horizontal
- Change the color(s), for any reason
- Add effects, outlines, shadowing or other visual devices
- No messaging should be used in conjunction with the logo. Slogans are pre-approved pieces of brand collateral and must work in line with the brand's broader identity

Retired branding

Comsof logo

The Comsof product logo is officially retired and should no longer be used in any form of communication or collateral.

If you encounter the Comsof logo in any materials, digital or print, please contact the marketing team. This will enable us to maintain brand consistency and update our assets promptly.

COMSOF
An IQGeo business

No longer in use

OSPInsight logo

The OSPInsight product logo is officially retired and should no longer be used in any form of communication or collateral.

If you encounter the OSPInsight logo in any materials, digital or print, please contact the marketing team. This will enable us to maintain brand consistency and update our assets promptly.

OSPINSIGHT
An IQGeo business

No longer in use

Brand naming

Company naming

At IQGeo, our brand identity is a vital component of our corporate image and communication strategy. It's essential to maintain consistency and recognition in the marketplace.

Usage guidelines

We have established the following guidelines for the use of our company name:

- The name should always be written as "IQGeo," with the first three letters "IQG" capitalized and the "eo" in lowercase.
- There should be no space between "IQG" and "eo."
- Abbreviations of the company name are not permitted.

Adhering to these standards helps in building a strong, cohesive brand identity, which is crucial for our recognition and reputation in the industry.

This consistency aids in reinforcing our brand presence, making IQGeo easily identifiable and memorable to our clients, partners, and the broader community.

Product naming

In the evolving world of IQGeo, the way we name and represent our products is fundamental to upholding a unified and strong brand identity across all IQGeo offerings.

Usage guidelines

We have established the following guidelines for the use of our product names:

- The product is named using word-form only representation
- The product name should be spelled out in full
- Abbreviations of the product name are not permitted

Examples of these principles in action are evident in our current product lineup, including products such as:

- Comsof Fiber
- Construction Manager
- Network Manager Telecom
- Network Revenue Optimizer

Typography

Usage guidelines

The Sofia Pro font family should be used in all of our print and online communications, where we are able to specify typography. Use the Arial font family for Microsoft Word, Microsoft PowerPoint, or any other Office Applications.

Where ever possible, please adhere to the following usage guidelines:

- Avoid hyphenation (don't allow words to break across 2 lines)
- Ensure paragraphs do not contain widows (a single word on it's own at the end of a paragraph)

Font files

Please contact the marketing team if you need advice on purchasing and/or using the relevant font families.

The font files are accessible here:

https://typekit.com/fonts/sofia

Primary font

Sofia Pro

Semi Bold: Headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ + = " : ? > <

Regular: Basic paragraphs

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ + = " : ? > <

Secondary font

Arial

Bold: Headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ + = " : ? > <

Regular: Basic paragraphs

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ + = " : ? > <

Text conventions

Spelling conventions

Recognizing the diverse reach of IQGeo and the distinct audiences we cater to, we have adopted the following spelling practices to ensure a consistent approach in our global content:

- American English for all commercial content
  - Fiber, color, organize, center, traveling
- British English for UK investor relations
  - Fibre, colour, organise, centre, travelling

Capitalization

In all our content and collateral, we consistently employ the 'Sentence case' capitalization convention, where the initial letter of the first word is capitalized, and the rest of the sentence follows in lowercase.

The only exceptions to this rule being product names, or specific terms that require capitalization.

Here are two examples of using the 'Sentence case' capitalization convention correctly:

- Geospatial network management software
- Building better networks

Color palette

Corporate primary colors

To be used for IQGeo branded assets to create consistent and engaging visual material. Please keep our brand values and legibility in mind at all times when using both primary and secondary colors. For example, ensure that the viewer can easily read copy with colors chosen.

Green

CMYK : 60-4-78-0
RGB : 111-185-105
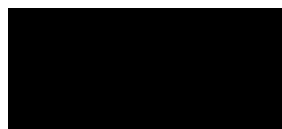Hex : #6FB969
Pantone : 2270 CP
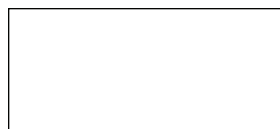RAL : RAL 6017

Light Grey

CMYK : 36-29-28-0
RGB : 167-168-170
Hex : #A7A8AA
Pantone : 6 C

Dark Grey

CMYK : 63-53-52-24
RGB : 92-96-97
Hex : #5C6061
Pantone : 11 C

Black

CMYK : 0-0-0-100
RGB : 0-0-0
Hex : #000000

White

CMYK : 0-0-0-0
RGB : 255-255-255
Hex : #FFFFFF

Corporate secondary colors

The secondary palette brings attention to highlighted areas of text, hyperlinks and call to action buttons (eg "Read more", "Contact us today"). These colors can also be used sparingly as backgrounds on pull quote blocks and call to action areas.

Blue

CMYK : 90-58-0-0
RGB : 0-105-180
Hex : #0069B4

Purple

CMYK : 70-100-10-2
RGB : 112-34-131
Hex : #702283

Gold

CMYK : 2-50-100-0
RGB : 242-146-32
Hex : #F29220

Copyright and trademark

At IQGeo, we recognize the importance of safeguarding our intellectual property as a cornerstone of our brand's integrity and legal standing. Our copyright and trademark guidelines are integral to this effort, ensuring our ownership rights are consistently asserted and protected.

Usage guidelines

Every piece of published documentation, whether digital or print, must include the specified copyright and trademark sentence. This practice is not just a formality; it serves as a proactive measure to assert our legal rights and establish our authority, particularly in situations of potential legal disputes.

The following phrase should be incorporated verbatim on all IQGeo materials to clearly signify our ownership and protect our brand:

Copyright © 2024, IQGeo UK Limited. IQGeo is a registered ® trademark.

Icons

Industry and industry sub-type icons

The IQGeo industry icon set is a crucial element in visual communication, representing the various sectors we engage with, including telecom, gas, electric, and water. Additionally, it encompasses more specific sub-types like corporate, education, electric co-op, district energy, engineering firms, government, industrial, private fiber, and transportation.

Design approach

The design of these icons is minimalistic, focusing on clarity and ease of recognition. Each icon features a distinct design, with a consistent style across the set to ensure uniformity. The main design includes black lines with an IQGeo green highlight, while alternative versions are available for different contexts.

Usage guidelines

The preferred design for usage is the main circle icon - black lines with an IQGeo green highlighted element. This should be the default choice in all collateral unless a specific design requirement dictates otherwise. The circular format offers a cohesive and visually harmonious appearance, enhancing brand consistency across all communications.
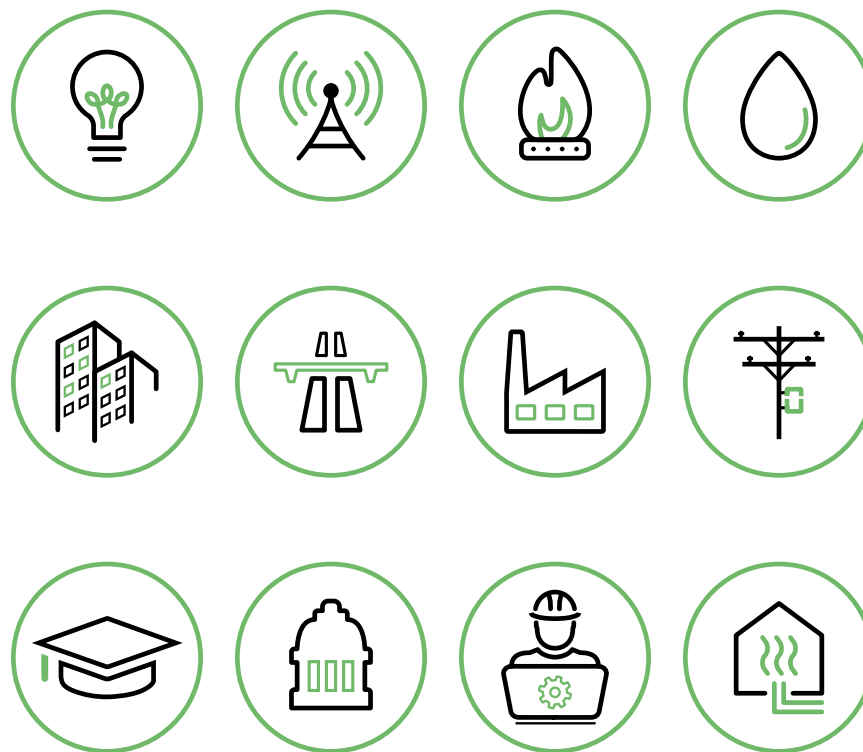
Icons

Tools and features icons

This set of icons represents the various tools and features offered by IQGeo, complementing the industry icon set. These icons are crafted to visually showcase the unique aspects of our software and services, aiding in the quick identification and understanding of our diverse offerings.

Design approach

Consistent with the industry icons, the tools and features icons are designed with a minimalist aesthetic, using one or two line weights for simplicity and elegance. The main design includes black lines with an IQGeo green highlight, while alternative versions are available for different contexts.

Usage guidelines

The preferred design for usage is the main circle icon – black lines with an IQGeo green highlighted element. This should be the default choice in all collateral unless a specific design requirement dictates otherwise. The circular format offers a cohesive and visually harmonious appearance, enhancing brand consistency across all communications.

Website

The IQGeo website is a dynamic central hub for showcasing our expansive range of products and services. It also serves as an educational resource, offering blogs, ebooks, and videos to illustrate our solutions to challenges faced by telecom and utility network operators.

Design approach

The IQGeo website features a dynamic, intuitive layout that highlights our diverse range of offerings. It is crafted with engaging visuals, user-friendly navigation, and integrates infographics and case studies for impact. The design focuses on a clean interface, strategically placing various content types for an informative and comprehensive user experience.
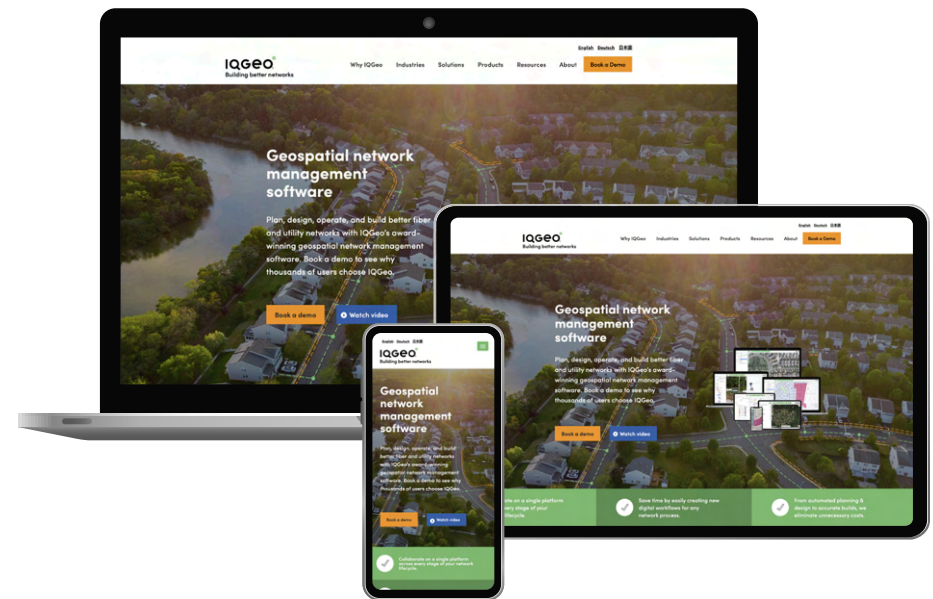
Blog

The IQGeo blog is a deep dive into the telecommunications, and utilities sectors, offering insights into the benefits and purposes of our products. It serves as a key resource, keeping audiences updated on industry trends, challenges, and innovations.

Design approach

With a user-friendly interface, the blog's layout encourages exploration and reading. It combines visually appealing elements like high-quality images and infographics to enhance content engagement. The overall design is clean and organized, facilitating easy navigation and reinforcing our position as industry experts.

Webinars

Our webinars are interactive platforms for knowledge sharing and training, aimed at engaging with our community. They are designed as targeted engagements, where we discuss relevant industry topics, trends, and showcase our internal initiatives.

Design approach

The webinars are crafted with accessibility and engagement in mind. The design incorporates visually appealing infographics and a user-friendly interface, with interactive elements to maintain viewer interest. It's tailored to facilitate professional development and promote collaborative learning within our industry community.

Meetups

Our global meetups, held in Tokyo, Ghent, and Denver, are annual events where industry insights, product plans, and success stories are shared. These events feature guest speakers from leading organizations and provide a comprehensive view of the latest in IQGeo technology.

Design approach

The design of these meetups is a mix of professionalism and interactive engagement. We use visuals like keynote presentations, technology roadmaps, and customer case studies to enhance attendee experience. The layout and design of these events are thoughtfully planned to ensure a cohesive, informative, and collaborative atmosphere.

IQGEO®
Japanese Meetup 2023
Tokyo, Japan | May 17th

IQGEO®
EMEA Meetup 2023
Ghent, Belgium | June 29th

IQGEO®
Americas Meetup 2023
Denver, USA | October 4th – 6th

Booth exhibits

At global industry trade shows, our booths are designed with a purposeful exhibition strategy, combining tailored messaging and research-driven design. We aim to attract attention and inspire meaningful connections with a global audience through our booth presentations.

Design approach

Each booth is a visually captivating and personalized space, reflecting meticulous research and strategic planning. The design focuses on engaging visitors with interactive elements and cohesive messaging that aligns with our brand identity and global outlook.

Pop-up banner displays

Our pop-up banner displays are designed for smaller events but carry the same impact as our larger exhibits. They act as compact yet powerful touchpoints, reinforcing our brand presence and engaging directly with specific audience groups.

Design approach

These displays are thoughtfully designed to ensure a condensed but impactful experience. The philosophy mirrors that of our larger exhibits, maintaining a cohesive visual identity and adapting to the specific nuances of each event's audience.

Social ads

On platforms like LinkedIn and Google, our social ads are crafted to target potential customers with precision. These ads serve dual purposes: expanding our digital reach and acting as engaging entry points for brand interaction.

Design approach

Our social ads incorporate striking visuals and concise messaging, whether they're static images or interactive carousels. The aim is to catch the audience's attention and direct them to our website, creating a seamless journey enriched with additional resources.
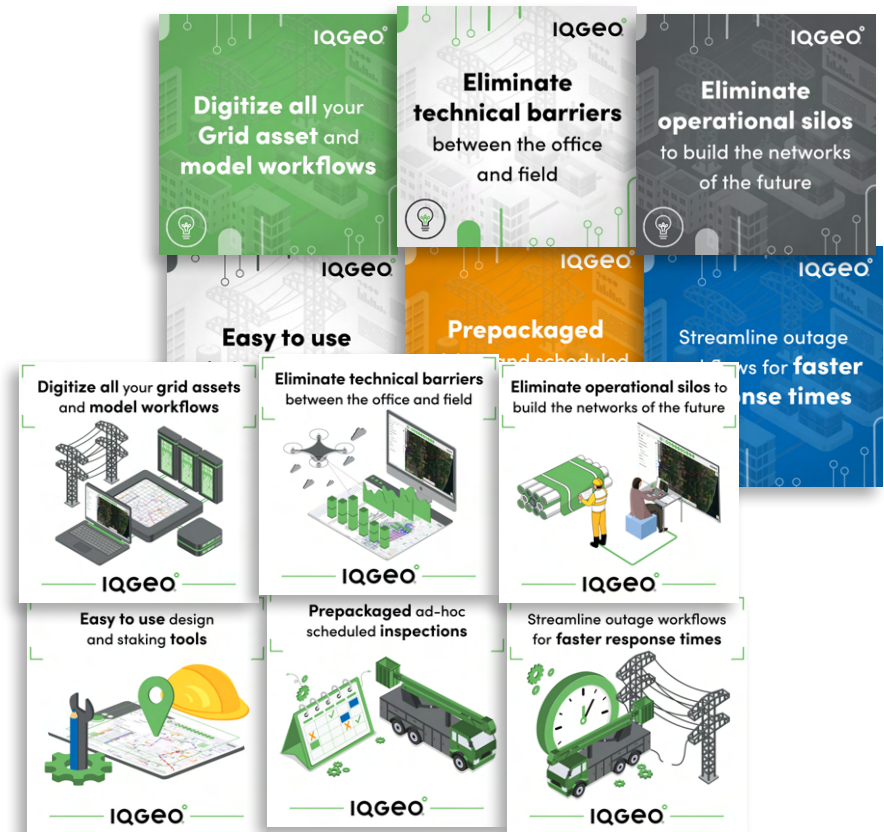
Publication ads

Through both physical and digital channels, our publication ads effectively promote IQGeo's products and job opportunities. They act as catalysts for engagement, drawing audiences into further exploration of what we offer.

Design approach

The design of these ads is dual-focused, appealing to both traditional and digital spaces. They are visually compelling and strategically placed to ensure broad demographic reach and high visibility.

PowerPoint templates

Corporate PowerPoint template

Our corporate PowerPoint template is an essential tool for maintaining a consistent and professional brand image across all presentations. It adheres to our corporate color scheme and design elements, ensuring that all communications reflect IQGeo's high standards and professionalism.

Design approach

The Corporate PowerPoint template design is structured and user-friendly, incorporating corporate colors, images, and icons. It provides a framework that guides employees in creating presentations that are both visually aligned with our brand and professional in delivery.

Usage guidelines

Any presentations created, internally or with external services, should be presented to the marketing team for a final review.

Employees are encouraged to use the corporate PowerPoint template exclusively. If additional design elements are required, these should be discussed with the marketing team to develop new slides that comply with our brand guidelines.

PowerPoint templates

Event specific PowerPoint template

OFor specific events like the Sales Kickoff (SKO) and global meetups, we create custom PowerPoint templates. These are designed to resonate with the event's theme while maintaining alignment with our overall corporate design standards that reflect IQGeo's high standards and professionalism.

Design approach

The design of these templates is tailored to each event, ensuring a consistent visual identity. It supports the unique themes of each event, and provides a framework that guides employees in creating presentations that are both visually aligned with our brand and professional in delivery.

Usage guidelines

Any presentations created, internally or with external services, should be presented to the marketing team for a final review.

Employees are encouraged to use these templates as provided for event-related presentations. If there are requirements for additional or altered design elements, these requests must be coordinated with the marketing team.

Product sheets

A product sheet is designed to present detailed information about our products consistently and clearly. They help communicate the features, benefits, and success stories associated with our offerings.

Design approach

These two-page templates focus on clarity and visual appeal, allowing for customization to highlight unique features and selling points of each product. The design ensures consistent communication across all product documentation.
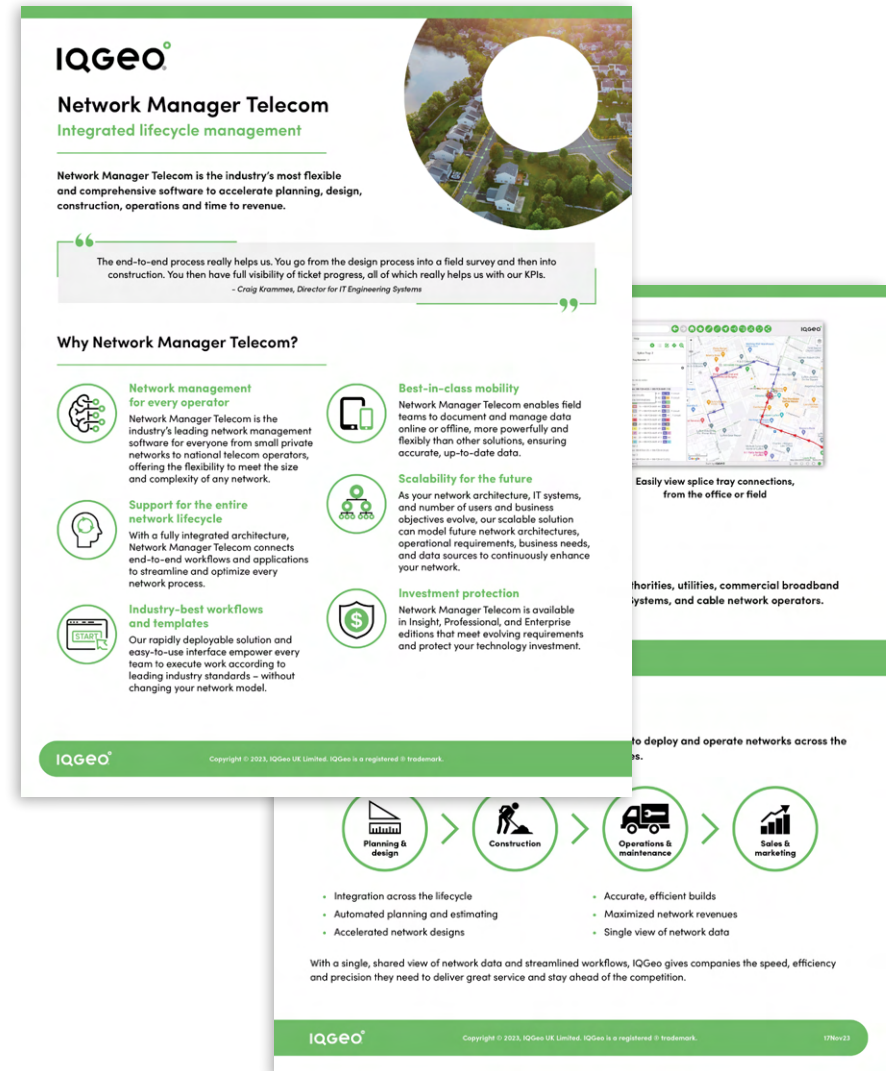
Data sheets

A data sheet is an extension of our product sheets, providing more specific, detailed information about the nuances of our products. They are essential for a deep dive into product features and attributes.

Design approach

The design of these two-page templates is structured to present detailed product features in an easily digestible format. It emphasizes clarity and precision, ensuring that technical information is accessible and comprehensible.

Customer stories

Our customer stories are used to convey the real-world benefits and transformative impacts of our solutions. These stories serve as compelling testaments to the effectiveness of IQGeo's software and services in various scenarios.

Design approach

The design of these templates ranges from 4-6 pages and are designed to facilitate a structured storytelling approach. The design allows each story to be a persuasive narrative that showcases the insights and benefits gained through IQGeo software and services.

White papers

A white paper is an authoritative document that delve into thought leadership topics, showcasing IQGeo's expertise. They are designed to educate and inform the audience about practical applications and the value of our software.

Design approach

The design of these templates ranges from 6-12 pages and is structured to enhance credibility. It facilitates an authoritative approach to presenting in-depth research and analysis, reinforcing our position as industry leaders.

Agendas

An agenda serves as a comprehensive guide for our events, offering a detailed overview of the proceedings. It ensures that our event information maintains a cohesive visual identity, aligned with our product and data sheet designs.

Design approach

The design of the agenda template is visually aligned with our corporate aesthetic, providing an organized and professional layout for event information. It supports the seamless flow of events, enhancing the participant experience.