



Visual Brand Identity Guidelines

How to Steward Our Marketing Communications

Primary Logo



The logo design captures the energy of Swift Navigation.
The primary logo is horizontal and must be used in most cases.

Stacked Option

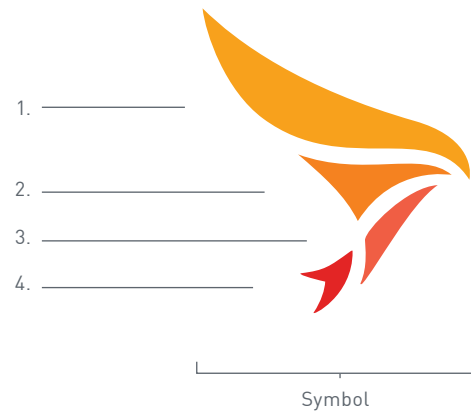


The vertical option displayed on the right side of the page can be used **only**
when the primary logo will not fit the application, such as in a square format.

Primary Logo Lockup



The logo consists of two elements—the symbol and the wordmark—and is referred to as a lockup.



In rare cases, it may be necessary to use the symbol separate from the wordmark. These cases include icons used for social media or as a watermark element.

Symbol—The symbol is made of four segments, each with its own Pantone color:

1. Top wing (PMS 137 C)
2. Middle wing (PMS 151 C)
3. Lower wing (80% PMS 485 C)
4. Tail (PMS 485 C)



Color



Grayscale



Black



Reverse on Black

The symbol, created by using the Pantone process placed on a white background, is the preferred application.

Symbol as a Watermark—The symbol can be used as a watermark but must be applied to solid color backgrounds from the approved color palette on page 11.



Color



Grayscale



Black



Color on Black



Grayscale on Black



Reverse on Black

The color logo, placed on a white background, is the preferred application. Pantone 485 C, Pantone 151 C, Pantone 137 C and Pantone 432 C are the Swift Navigation colors. Equivalent color formulas have also been provided for process, web and hexadecimal (hex) applications. The logo may also be reproduced in black on a light background or reversed to white when placed on a black background.

Clear Space



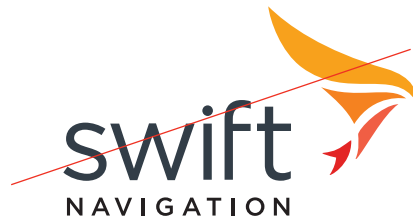
Do not place the logo close to graphics or margins. The area around the logo is referred to as “clear space.” Refer to the measurements for the minimum amount of clear space.

Approved Sizes



Note—The logo must be reproduced at one of the sizes displayed on this page. If an application requires a larger size, contact the marketing communications department for guidance. Do not enlarge or reduce the logo to an arbitrary size.

in = inch cm = centimeter



Do Not Move Elements



Do Not Alter the Size of Elements



Do Not Add Drop Shadows or Effects



Do Not Add Shapes, Words, or Graphics



Do Not Place on Busy Backgrounds



Do Not Stretch or Condense



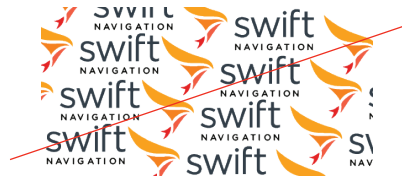
Do Not Change to a Solid Color that is Not From the Approved Color Palette



Do Not Change the Logotype



Do Not Rotate Elements



Do Not Create a Pattern with the Logo



Do Not Fill the Logo with a Pattern



Do Not Use the Logotype by Itself

The integrity of the logo must be protected. Do not alter (stretch, condense or modify) it in any way. If the logo you're applying does not look exactly like the version on page 4, it cannot be used.



Color



Grayscale



Grayscale with no Bird



Color on Black



Reverse on Black



Reverse on Black, no Bird

Skylark is our Precise Positioning Service. It is represented using one of the above logos on sales and marketing collateral.



S K Y L A R K™
Precise Positioning Service

Horizontal Lockup



S K Y L A R K™
Precise Positioning Service

Stacked Lockup

In situations where the Swift logo is not represented on the same piece of collateral as the Skylark logo, these lockups are approved for use.



Skylark Cx Logo - Full Color



Skylark Dx Logo - Full Color



Skylark Nx RTK Logo - Full Color



Skylark Cx Logo - White



Skylark Dx Logo - White



Skylark Nx RTK Logo - White

Skylark Cx, Skylark Dx, and Skylark Nx RTK are our three variants of Skylark. They are represented by the above logos.



Starling is our Precise Positioning software engine. It is represented using one of the above logos on sales and marketing collateral.



S T A R L I N G[®]
Precise Positioning Engine

Horizontal Lockup



S T A R L I N G[®]
Precise Positioning Engine

Stacked Lockup

In situations where the Swift logo is not represented on the same piece of collateral as the Starling logo, these lockups are approved for use.



The Swift Automotive Suite is our complete software solution to enable high-integrity precise vehicle localization. It is represented using one of the above logos on sales and marketing collateral.

Primary Colors



PMS 151 C
CMYK: 0, 60, 100, 0
RGB: 255, 131, 0
HEX: FF8300



PMS 485 C
CMYK: 5, 98, 100, 1
RGB: 226, 35, 26
HEX: E2231A



PMS 137 C
CMYK: 0, 42, 100, 0
RGB: 255, 164, 0
HEX: FFA400



PMS 7699 C
CMYK: 84, 54, 35, 12
RGB: 51, 100, 126
HEX: 33647E

Accent Colors



PMS 432 C
CMYK: 78, 64, 53, 44
RGB: 51, 62, 72
HEX: 333E48



PMS 298 C
CMYK: 66, 19, 0, 0
RGB: 70, 167, 222
HEX: 46A7DE



Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000



Green
CMYK: 59, 0, 76, 0
RGB: 111, 193, 111
HEX: 6FC16F

Alternative Logo Color



PMS 172 C
CMYK: 0, 73, 87, 0
RGB: 250, 70, 22
HEX: FA4616

Pantone 151 C is the primary Swift Navigation color. Although yellow (Pantone 137 C), Red (Pantone 485 C) and Blue (Pantone 7699 C) are included in the color palette, Orange (Pantone 151 C) must be the dominant color. We also encourage a generous use of white space (large fields of white backgrounds) in marketing communication environments, signage and other applications. Accent colors should be used sparingly.

Alternative Logo Color—When the color in the lower wing of our symbol cannot be reproduced using 80% PMS 485 C (embroidery, screen printing, etc.) please use PMS 172 C as an alternative.

Print Font Family: DIN

DIN Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography is an integral part of the Swift Navigation visual brand identity system. When used correctly and consistently, typography unifies the appearance of marketing communications. DIN was selected as the primary print font family. Within the DIN family, the preferred fonts are: Light, Regular, Medium and Bold.

Web Font Family: Roboto and Roboto Condensed

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Condensed Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Web Typeface—To ensure consistency of the Swift Navigation visual system across web applications, Roboto should be used for all digital applications. Roboto was selected for its similarity to DIN and its availability as a webfont through Google Fonts. Within the Roboto family, the preferred fonts are: Regular, Bold, Condensed Regular and Condensed Bold.

Alternative Print Font Family: Calibri

Calibri Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Calibri Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Calibri Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Calibri was selected as the alternative print font family, particularly for email and PowerPoint. Within the Calibri family, the preferred fonts are: Light, Regular, Bold and Bold Italic.