

BRAND GUIDE

HighByte



APRIL 2020

TABLE OF CONTENTS

- Brand Identity**
- Primary Logo.....4
- Submark.....5
- Color Palette.....6
- Color Combinations.....7
- Logo Placement.....8
- Photography.....9
- Typography.....10
- Typography Usage.....11
- Brand Attributes.....12
- Pattern Swatches.....13

- Product Branding**
- Product Logos & App Icon.....16
- Product Style Guide.....17
- Product Diagram.....20

- Digital Marketing**
- Custom Icons.....22
- Digital Style Guide.....23
- Photography Examples.....26

SECTION 1



Brand Identity

PRIMARY LOGO

Description

Primary word mark for HighByte. The logo should primarily be shown in full color, single color (Osprey), or as a white knockout.

See page 7 for color combination do's and don'ts .

The logo consists of the word "HighByte" in a sans-serif font. "High" is in dark grey, and "Byte" is in teal. A small red square is positioned above the letter "i" in "High".The logo "HighByte" is shown in a single teal color. A small red square is positioned above the letter "i". The logo is centered on a light grey rectangular background.The logo "HighByte" is shown in a dark grey color. A small red square is positioned above the letter "i".The logo "HighByte" is shown in white. A small red square is positioned above the letter "i". The logo is centered on a dark blue rectangular background.The logo "HighByte" is shown in white. A small red square is positioned above the letter "i". The logo is centered on a dark blue rectangular background.

SUBMARK

Description

Submark for HighByte in brand colors & white knockout.



COLOR PALETTE

Description

HighByte's primary & secondary color palette.

PRIMARY



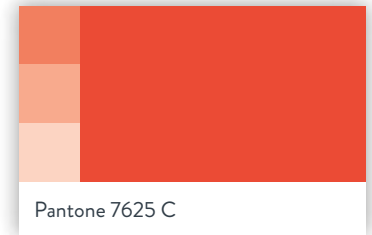
Nassau

HEX 00b8b0
RGB 0 184 176
CMYK 76 0 38 0



Osprey

HEX 323e48
RGB 50 62 72
CMYK 79 64 52 44



Boon

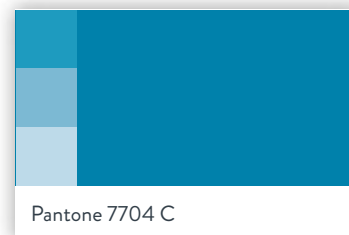
HEX f1563f
RGB 241 86 63
CMYK 0 82 80 0

SECONDARY



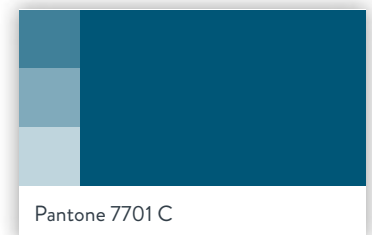
Jet

HEX d1d1ce
RGB 209 209 206
CMYK 6 4 7 13



Pond

HEX 008ab1
RGB 0 138 177
CMYK 93 4 8 24



Ranger

HEX 005677
RGB 0 86 119
CMYK 100 62 35 15

COLOR COMBINATIONS

Description

For brand consistency, use this guide to determine which color combinations are allowed.

Do

a. Use the all white logos against any primary or secondary brand colors except Jet.

b. Use the full color logo against Jet at 50%. Use the full color logo against Osprey but turn the 'High' to white.

c. Use Osprey against Jet or Nassau at 100%.

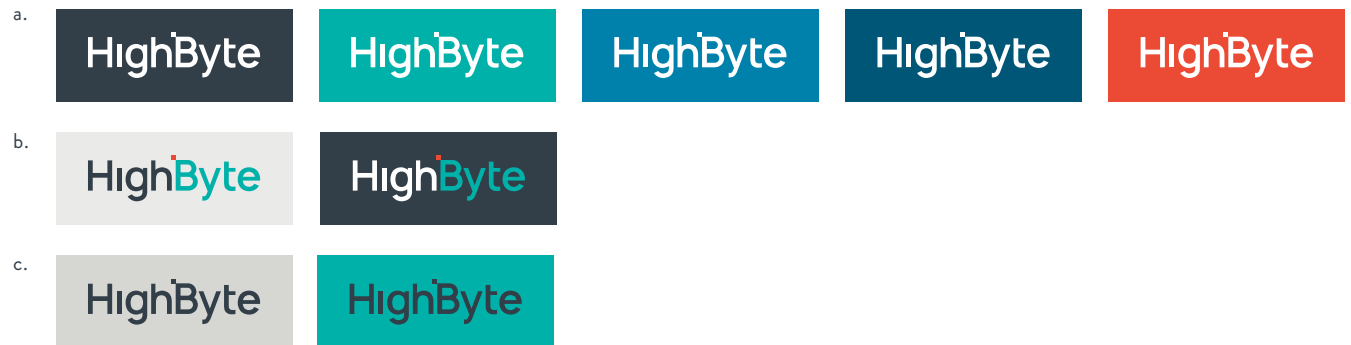
Don't

d. Do not use any of the Osprey logo against Boon, Pond, or Ranger.

e. Do not use the full color logo against Boon, Pond, or Ranger.

f. Do not use off-brand colors or alter the color application, (all white logo with a Boon "byte".)

DO



DON'T



LOGO PLACEMENT

Description

Please do not warp or skew the logo proportions.

Do

a. Keep original logo proportions.

b-c. When using as a knockout, ensure there is a minimum of the height of the **e** on the top, sides and bottom.

Don't

d. Do not compress.

e. Do not stretch.

f. Do not rotate.

g. Do not add a drop shadow.

h. No uneven cropping.

i. Do not add additional elements.

DO



DON'T



PHOTOGRAPHY

Description

Use this guide to determine how your logo should interact with photography.

Do

- a. Use high contrast photos that make your logo stand out.
- b. Utilize the negative space in photos for logo placement.

Don't

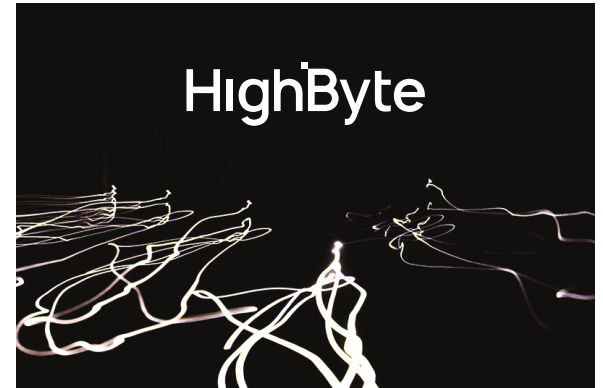
c-d. Do not overlay the logo on busy photography or backgrounds that make the mark illegible.

DO

a.



b.



DON'T

c.



d.



TYPOGRAPHY

Description

Font recommendations for web, printed collateral, signage, etc.

HEADERS *Raleway*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

!@#\$%^&*()-+:">

THIN
EXTRA LIGHT
LIGHT
SEMIBOLD
BLACK

BODY COPY *Montserrat*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

!@#\$%^&*()-+:">

THIN
THIN ITALIC
EXTRALIGHT
EXTRALIGHT ITALIC
LIGHT
LIGHT ITALIC
REGULAR
ITALIC
MEDIUM
MEDIUM ITALIC

SEMIBOLD
SEMIBOLD ITALIC
BOLD
BOLD ITALIC
EXTRA BOLD
EXTRA BOLD ITALIC
BLACK
BLACK ITALIC

AS NEEDED *Verdana and Helvetica*

Use **Verdana** for Microsoft 365 signatures, and in any other documents with live text (Word, Excel, etc.) provided to individuals who may not have HighByte brand fonts installed. Use **Helvetica** for signatures on Apple devices such as iPhones and iPads.

TYPOGRAPHY USAGE

Description

Here is an example of how to use typography for the HighByte brand.

HighByte

HEADERS

Raleway - Medium

Size: 15pt
Leading: 18pt
Tracking: 0pt

DataOps is a new approach to data integration and security that aims to improve data quality and reduce time spent preparing data for use throughout the enterprise.

BODY COPY

Montserrat - Regular

Size: 11pt
Leading: 17pt
Tracking: 0pt

HighByte Intelligence Hub is the first DataOps solution purpose-built for industrial data. Deploy HighByte Intelligence Hub at the Edge to accelerate and scale the usage of factory floor data throughout the extended enterprise. Our off-the-shelf software runs on-premises at the data's source, scales from embedded to server-grade computing platforms, connects devices and applications via OPC UA and MQTT, processes streaming data through standard models, and delivers contextualized and correlated information to all of the applications that require it. No more scripting. No more troubleshooting broken integrations.

BRAND ATTRIBUTES

Description

HighByte Presentation:

Visual ideas about style, color, light, etc.

HighByte Tone:

Communication-related adjectives.

HighByte Personality:

Human-like attributes.

HighByte Values:

Abstract, philosophical notions that are unique to HighByte's mission.

Presentation

Industrial

Young

New

Smart

Gender-neutral

Impactful

Valuable

Precise

Scalable

Additive

Simplified

Tone

Serious

Secure

Experienced

Proven

Market-driven

Real

Clear

Direct

Open

Leading

Trustworthy

Confident

Intentional

Professional

Personality

Experimental

Low-Risk

Logical

Fast

Agile

Responsive

Focused

Reliable

Values

Collaborative

Committed

Honest

Curious

PATTERN SWATCHES

Description

Pattern swatches to be used on web, print collateral, presentations, social media, etc.

a. **Osprey Bit Pattern** for company and product communications. Used in social headers. Bit pattern size should always be proportionate to the size of the Boon bit in the wordmark.

b. **Circuit Pattern** for company focused communications and collateral (data sheets and social headers.)

c. **Hub Circle Pattern - Tonal Jet** for product focused communications and collateral (data sheets, email headers, social images. Not to be used in social headers.)

d. **Hub Circle Pattern - Tonal Osprey** (Same brand applications as c.)



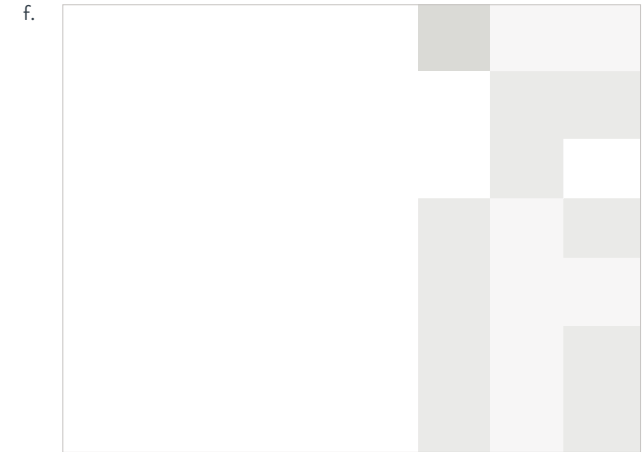
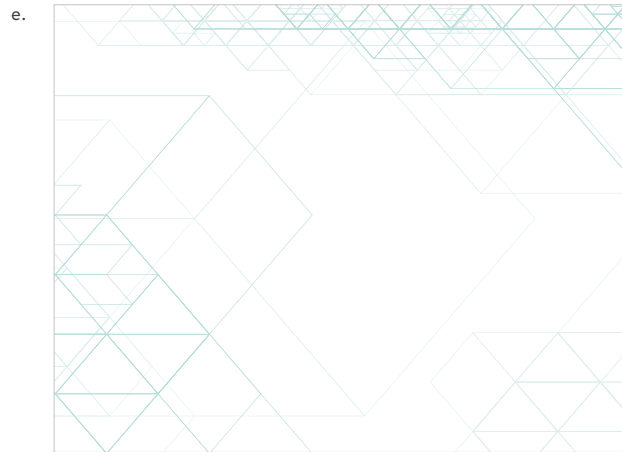
PATTERN SWATCHES, CON'T.

Description

Pattern swatches to be used on web, print collateral, presentations, social media, etc.

e. **Accelerate Pattern** for company focused communications and collateral (data sheets and social headers.)

f. **Submark Edge Pattern** for corporate communications (investor reports.) This graphic should always be flush-right to the page, leaving the left side open for the primary logo and copy.



SECTION 2



Product Branding

PRODUCT LOGOS & APP ICON

Description

Primary logo(s) and app icon for **HighByte Intelligence Hub**, the first DataOps solution purpose-built for industrial environments. This is the first product release by HighByte, with the opportunity for additional product releases to follow.

The software's logo should primarily be shown in full color (on light or dark backgrounds), but can also be shown in a single color: white, black, or Osprey.

Horizontal Wordmark



Horizontal Wordmark (Dark Backgrounds)



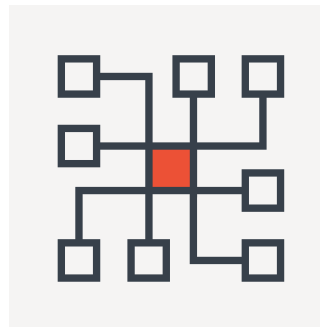
Stacked Wordmark



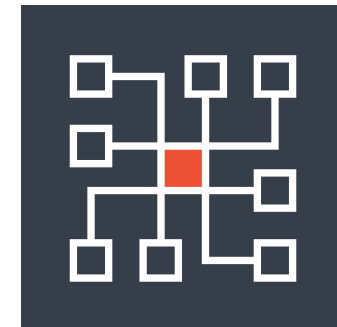
Stacked Wordmark (Dark Backgrounds)



App Icon



App Icon (Dark Backgrounds)



PRODUCT STYLE GUIDE

Description

Software style guide, including header styles, structure and hierarchy, CTAs, and links.

Note: Boon should be used sparingly and intentionally as a call to action.

STYLES

EXAMPLE

Header 1

Font: Raleway
Size: 40px
Weight: 500
Line Height: 48px
Color Variations: Osprey (#323e48)

Header 1

Header 2

Font: Raleway
Size: 32px
Weight: 500
Line Height: 38.4px
Color Variations: Osprey (#323e48)

Header 2

Header 3

Font: Raleway
Size: 28px
Weight: 500
Line Height: 33.6px
Color Variations: Osprey (#323e48)

Header 3

Header 4

Font: Raleway
Size: 24px
Weight: 500
Line Height: 28.8px
Color Variations: Osprey (#323e48)

Header 4

PRODUCT STYLE GUIDE, CON'T.

Description

Software style guide, including header styles, structure and hierarchy, CTAs, and links.

STYLES

EXAMPLE

Header 5

Font: Raleway
Size: 20px
Weight: 500
Line Height: 24px

Header 5

Header 6

Font: Raleway
Size: 16px
Weight: 500
Line Height: 19.2px

Header 6

Body Copy

Font: Monserrat, Verdana, Sans-Serif
Size: 16px
Weight: 400
Line Height: 24px
Color Variations: Osprey (#323e48) or text-specific
Body Links Color: Primary - Osprey (#323e48)

Body Copy

PRODUCT STYLE GUIDE, CON'T.

Description

Software style guide, including: header styles, basic structure and formatting for sections, CTAs, buttons, banners, navigation, links, etc.

STYLES

EXAMPLE

Primary Buttons

Font: Monserrat, Verdana, Sans-Serif

Size: 16px

Weight: 400

Line Height: 24px

Static Link Color: Boon background and outline (#f1563f) with white font (#####)

Hover Link Color: Bright Boon background and outline (#ee371b) with white font (#####)

A solid red rectangular button with the text "Primary (Static)" in white, sans-serif font.A solid bright red rectangular button with the text "Primary (Hover)" in white, sans-serif font.

Secondary Buttons

Font: Monserrat, Verdana, Sans-Serif

Size: 16px

Weight: 400

Line Height: 24px

Static Link Color: Transparent background with Osprey outline and font (#323e48)

Hover Link Color: Osprey background and outline (#323e48) with white font (#####)

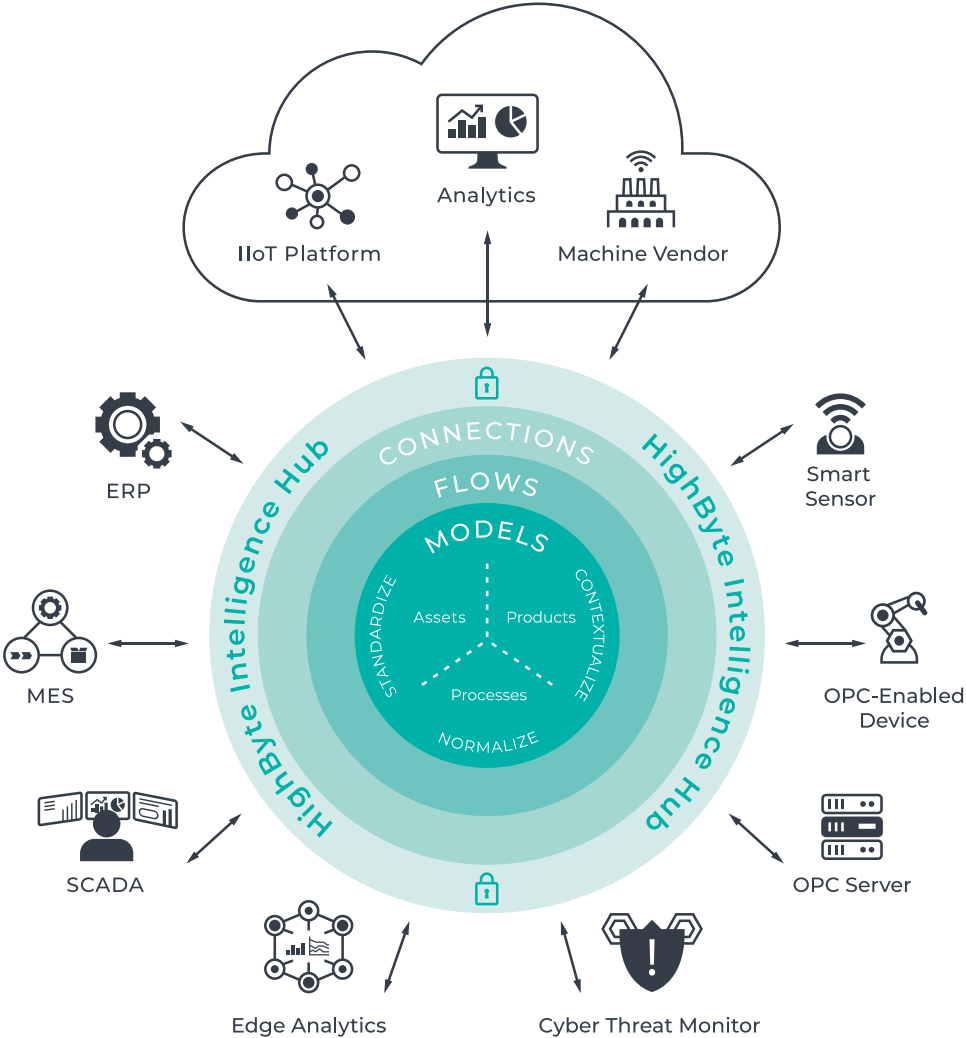
A white rectangular button with a thin black outline and the text "Secondary (Static)" in black, sans-serif font.A solid dark grey rectangular button with the text "Secondary (Hover)" in white, sans-serif font.

PRODUCT DIAGRAM

Description

Product diagram for **HighByte Intelligence Hub** to be used in presentations, print collateral, and web applications.

The Nassau colored hub (four rings) and Osprey icons can be pulled out as a individual graphics/icons for smaller applications and presentations.



SECTION 3



Digital Marketing

CUSTOM ICONS

Description

Icon style used on the website and in offline sales & marketing collateral. Shown in full color and Osprey.

DataOps Icons

- a. Cloud Storage Fees
- b. Custom Scripts
- c. Data Preparation
- d. OT-IT Communication
- e. IIoT Project Scalability
- f. Data Security

Why HighByte Icons

- g. Industry Experience
- h. Award Winning
- i. Institutional Venture
- j. International Partners

DATAOPS ICONS



WHY HIGHBYTE ICONS



DIGITAL STYLE GUIDE

Description

Digital style guide, including header styles, structure and hierarchy, CTAs, and links.

STYLES

EXAMPLE

Header 1

Font: Raleway
Size: 50px
Weight: 600

Header 1

Header 2

Font: Raleway
Size: 37px
Weight: 600

Header 2

Header 3

Font: Raleway
Size: 28px
Weight: 400

Header 3

Header 4

Font: Raleway
Size: 22px
Weight: 400

Header 4

Header 5

Font: Raleway
Size: 20px
Weight: 400

Header 5

DIGITAL STYLE GUIDE, CON'T.

Description

Digital style guide, including header styles, structure and hierarchy, CTAs, and links.

STYLES

EXAMPLE

Header 6

Font: Raleway
Size: 18px
Weight: 400

Header 1

Body Copy

Font: Monserrat
Size: 16px
Weight: 400

Body Copy

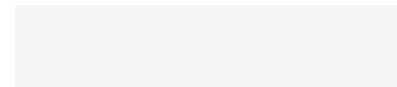
Body Copy - Links

Static Link Color: Boon (#f1563f)
Hover Link Color: Nassau (#00b8b0)

Static Link - Body Copy
Hover Link - Body Copy

Alternate Background (Light Gray)

Color Variations: White Smoke (#f5f5f5)
When Used: Above "Keep in Touch" form section



Primary Navigation

Font: Monserrat, all uppercase
Size: 16px
Weight: 400
Color Variations: Osprey (#323e48)

PRIMARY NAVIGATION

DIGITAL STYLE GUIDE, CON'T.

Description

Digital style guide, including header styles, structure and hierarchy, CTAs, and links.

STYLES

EXAMPLE

Sub Navigation

Font: Monserrat, all uppercase
Size: 16px
Weight: 400
Color Variations: Jet (#d1d1ce)

SUB NAVIGATION

Primary Buttons

Font: Monserrat
Size: 16px
Edge/Custom CSS: Border-radius: 0px
Static Link Color: Boon background and outline (#f1563f) with white font (#####)
Hover Link Color: Bright Boon background and outline (#ee371b) with white font (#####)

Primary (Static)

Primary (Hover)

Secondary Buttons

Font: Monserrat
Size: 16px
Edge/Custom CSS: Border-radius: 0px
Static Link Color: Transparent background with Osprey outline and font (#323e48)
Hover Link Color: Osprey background and outline (#323e48) with white font (#####)

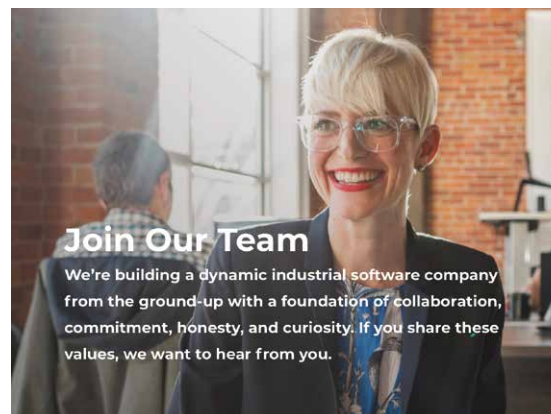
Secondary (Static)

Secondary (Hover)

PHOTOGRAPHY EXAMPLES

Description

Photography examples for the HighByte website, creating clean, clear images with subtle gradient overlays to ensure legibility when combined with type.



PORT
LAND
DESIGN Co