

AgileAssets Brand Guidelines

Version 7 | February 2021



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Introduction

A company brand is much more than a logo. It's the full range of sensory cues, human behaviors, and cultural values that make up the organization's identity. An effective brand evokes a consistent perception of the company's people and products. The customer develops that perception through every encounter with the company, which can take place by viewing a piece of marketing content, meeting with an employee, using the company's product, or engaging in any other interaction with the company.

The guidelines in this document will help you consistently and correctly use key elements of the AgileAssets brand in your communications and presentations. As an AgileAssets employee or partner, you are committing to conveying the brand in the style and tone described in the guidelines. Brand adherence ensures a consistent experience no matter how clients interact with AgileAssets.

A dark blue background with a network diagram of interconnected nodes and lines. A thin orange vertical line is on the left side of the text.

Logo Standards

Logo Standards

A distinctive element of the AgileAssets brand is the company logo. It was designed to represent AgileAssets as a premier, modern, and approachable provider of transportation asset management solutions. To maintain a unified brand image across all media, please take care to use the logo properly.

Two elements make up the AgileAssets logo:

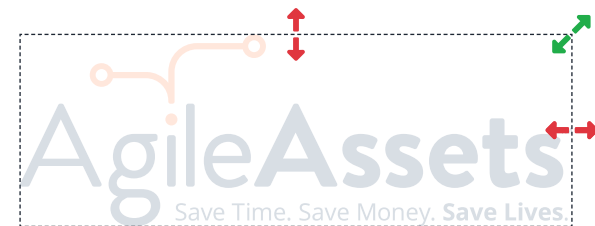
1. "AgileAssets"—the logotype
2. Network icon—the logomark (or simply, mark)

Occasionally, the logo includes the tagline: "Save Time. Save Money. **Save Lives.**"

Composition

The proportions of the logomark and logotype are precisely measured to ensure a visually balanced configuration. These proportions must never be altered. If you want to adjust size, always drag from the corner to retain the correct proportions.

The tagline must be used in a specific way with the logo. Always use the provided logo and tagline lock-up. Never adjust the proportion of the logo size to the tagline size when used together.



Mark

Part of the AgileAssets logo is the distinctive mark made up of two connected, curved lines, a dot and two small circles that work together to convey the concept of a network. The mark is always part of the logo but can also be used separately as a wordless symbol of the company identity. When using the mark independently, make sure "AgileAssets" is clear in the messaging.

Note: If only one logo appears on a document, it should be the full logo, not just the mark.

Clear Space

To showcase the brand properly, always maintain clear space around the AgileAssets logo.

The minimum amount of clear space around any AgileAssets logo should be half the height of that logo.

Minimum Size

Care should be taken when reproducing the logo at small sizes.

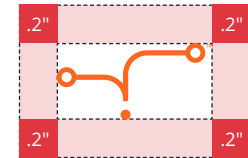
The logo should not be less than 1.25 inches wide when printed or 90 pixels wide when displayed digitally.

The logo and tagline lock-up should not be less than 2.25 inches wide when printed or 162 pixels wide when displayed digitally.

When using the mark alone, it should not be less than a half inch wide when printed or 36 pixels wide when displayed digitally.



Here, the logo is 0.5" high, so there must be 0.25" of clear space from each corner



Here, the mark is 0.4" high, so there must be 0.2" of clear space from each corner



Logo Colors

Colors—Print

The primary Pantone® colors used in commercial print applications of the AgileAssets logo are Pantone 295 and Pantone 165. This 2-color (spot color) logo is the preferred logo for professional printing. Use it whenever possible to convey the truest brand colors.

When Pantone colors are not available for printing, you have several other options: a CMYK (process color) version for 4-color printing applications, a black/white grayscale version, a 1-color (black) version, and a white (reversed) logo.

Colors—Digital

The digital versions of the AgileAssets logo are typically used for web applications and Microsoft® Office. There is an RGB version for screen applications, a black/white grayscale version, a 1-color (black) version, and a white (reversed) logo.

Note: Each type of logo color-variant includes a version with the tagline locked up.

Background Colors

White is the primary background color for the AgileAssets logo. When using a color background, ensure adequate contrast for sufficient legibility.

The 1-color (black) logo should be used on light backgrounds. The white (reversed) logo should be used on dark backgrounds.



Logo Misuse

The integrity of the AgileAssets brand depends on the correct and consistent use of the company logo and mark. Misuse or alteration of any AgileAssets logo or mark violates the brand guidelines and damages the brand's integrity.



Arrangement

Logotype, mark, and tagline are precisely arranged and should not be altered



Background

Logos should be placed on backgrounds that provide high contrast



Clear space

Logos require clear space from other objects



Color

Logos have color specifications and should not be altered



Proportion

Logos have specific proportions and should not be altered



Resolution

Logos should be high-resolution



Rotation

Logos should not be rotated



Size

Logos must meet minimum size requirements

Need a high-resolution logo?
Access the self-service [AgileAssets Brand Portal](#) or email your request to marketing@agileassets.com.

Partner Badges

The following badges have been developed for use by AgileAssets partners for their specific purposes. These badges signify partners are an official part of the AgileAssets community and reflect the brand's authority and reputation. **Please do not alter, skew, or distort them in any way.**

Generic



This is the overall Partner Program logo, which is shared with all new partners as part of their Onboarding Marketing Package, found on the [Partner Portal](#). The Partner Program logo, along with the designated Partner Level badge, may be used within the partner's own marketing collateral. Partner organizations should not use the AgileAssets logo on its own without express permission from AgileAssets.

Levels



These badges are provided to partners on an individual basis, depending on eligibility. Badges are available as examples only in low resolution on the [Partner Portal](#) and in high resolution on the [Brand Portal](#).

Need a high-resolution Partner badge?

Access the self-service [AgileAssets Brand Portal](#) or email your request to marketing@agileassets.com.

A dark blue background featuring a network diagram of interconnected nodes and lines. A thin orange vertical line is positioned to the left of the main title.

Typography

Typography

Brand Typefaces

The primary typeface for AgileAssets is [Open Sans](#). The secondary typeface, only to be used for headers and short call-outs, is [Brandon Grotesque](#). Both are used on AgileAssets marketing pieces.

Default Typeface

When Brandon Grotesque or Open Sans are not available, use [Verdana](#) as the default typeface.

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Brandon Grotesque

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Verdana

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

A dark blue background with a network diagram of interconnected nodes and lines. A thin orange vertical line is on the left side of the text.

Color Palette

Color Palette

The official AgileAssets color palette is shown below. It consists of eight base colors: two primary options, five accents, and a neutral text color. To complete the palette, each of the eight base colors include dark and light shades.

Please use the primary palette as the dominant color scheme.

For professional printing, Pantone colors of AgileAssets Blue and Orange should be used for the most accurate color reproduction. If printing with Pantone colors is not feasible, please use the CMYK (process) mix.

For digital applications, use the RGB mix unless a HEX is required.

Base Palette

| | AgileAssets Blue | AgileAssets Orange | Accent Blue | Accent Yellow | Accent Green | Accent Red | Accent Purple | Neutral Gray |
|------|--|---|---|---|---|--|---|---|
| Base | <p>PMS: 295C RGB: 0 40 85 HEX: #002855 CMYK: 100 63 0 67</p> | <p>PMS: 165C RGB: 255 103 31 HEX: #FF671F CMYK: 0 68 96 0</p> | <p>RGB: 66 100 251 HEX: #4264FB CMYK: 76 64 0 0</p> | <p>RGB: 245 200 24 HEX: #F5C818 CMYK: 4 19 98 0</p> | <p>RGB: 33 173 74 HEX: #21AD4A CMYK: 90 0 100 0</p> | <p>RGB: 224 54 63 HEX: #E0363F CMYK: 6 93 78 0</p> | <p>RGB: 104 63 179 HEX: #683FB3 CMYK: 69 84 0 0</p> | <p>RGB: 29 39 51 HEX: #1D2733 CMYK: 84 72 54 61</p> |

Shades

| | AgileAssets Blue | AgileAssets Orange | Accent Blue | Accent Yellow | Accent Green | Accent Red | Accent Purple | Neutral Gray |
|---------------|--|---|---|---|--|---|--|---|
| Dark (+2) | RGB: 0 20 45 HEX: #00142D CMYK: 96 82 50 66 | RGB: 225 70 20 HEX: #E14614 CMYK: 0 92 100 0 | RGB: 38 66 191 HEX: #2642BF CMYK: 89 79 0 0 | RGB: 225 160 0 HEX: #E1A000 CMYK: 7 41 00 0 | RGB: 19 115 47 HEX: #13732F CMYK: 98 27 100 17 | RGB: 161 19 27 HEX: #A1131B CMYK: 20 100 100 14 | RGB: 85 30 153 HEX: #551E99 CMYK: 79 100 0 0 | RGB: 0 0 0 HEX: #000 CMYK: 0 0 0 100 |
| Dark (+1) | RGB: 0 30 60 HEX: #001E3C CMYK: 100 82 44 56 | RGB: 236 85 25 HEX: #EC5519 CMYK: 0 87 100 0 | RGB: 52 82 217 HEX: #3452D9 CMYK: 82 71 0 0 | RGB: 235 175 12 HEX: #EBAF0C CMYK: 4 34 100 0 | RGB: 21 140 56 HEX: #158C38 CMYK: 96 15 100 5 | RGB: 191 38 46 HEX: #BF262E CMYK: 11 100 98 3 | RGB: 95 45 166 HEX: #5F2DA6 CMYK: 73 92 0 0 | RGB: 18 23 31 HEX: #12171F CMYK: 82 72 59 75 |
| Base (0) | PMS: 295C RGB: 0 40 85 HEX: #002855 CMYK: 100 63 0 67 | PMS: 165C RGB: 255 103 31 HEX: #FF671F CMYK: 0 68 96 0 | RGB: 66 100 251 HEX: #4264FB CMYK: 76 64 0 0 | RGB: 245 200 24 HEX: #F5C818 CMYK: 4 19 98 0 | RGB: 33 173 74 HEX: #21AD4A CMYK: 90 0 100 0 | RGB: 224 54 63 HEX: #E0363F CMYK: 6 93 78 0 | RGB: 104 63 179 HEX: #683FB3 CMYK: 69 84 0 0 | RGB: 29 39 51 HEX: #1D2733 CMYK: 84 72 54 61 |
| Light (-1) | RGB: 51 83 119 HEX: #335377 CMYK: 91 68 31 13 | RGB: 255 137 82 HEX: #FF8952 CMYK: 0 62 76 0 | RGB: 115 140 252 HEX: #738CFC CMYK: 60 46 0 0 | RGB: 247 211 72 HEX: #F7D348 CMYK: 1 15 100 0 | RGB: 44 199 88 HEX: #2CC758 CMYK: 84 0 100 0 | RGB: 230 98 105 HEX: #E66269 CMYK: 0 81 50 0 | RGB: 128 84 209 HEX: #8054D1 CMYK: 61 75 0 0 | RGB: 45 59 77 HEX: #2D3B4D CMYK: 86 70 47 40 |
| Light (-2) | RGB: 102 126 153 HEX: #667E99 CMYK: 68 44 26 2 | RGB: 255 172 133 HEX: #FFAC85 CMYK: 0 43 49 0 | RGB: 165 181 253 HEX: #A5B5FD CMYK: 34 25 0 0 | RGB: 249 223 121 HEX: #F9DF79 CMYK: 1 9 72 0 | RGB: 90 214 126 HEX: #5AD67E CMYK: 71 0 78 0 | RGB: 237 142 147 HEX: #ED8E93 CMYK: 0 59 28 0 | RGB: 142 92 235 HEX: #8E5CEB CMYK: 58 72 0 0 | RGB: 61 79 102 HEX: #3D4F66 CMYK: 83 65 40 23 |

A dark blue background with a network diagram of interconnected nodes and lines. A vertical orange line is on the left side of the page.

Imagery

Imagery

The AgileAssets brand comes to life through the photos, icons, and videos we use. Consistent imagery is paramount for building a cohesive brand identity.

Photography

Using Approved Photos

The following photography has been chosen specifically to quickly identify our company and products. Use them to enhance your presentations and product messaging. **Please do not alter, skew, or distort them in any way.**

Corporate/Generic



Planning and Analysis Solutions



Portfolio Analyst™



Summit™



Pavement Analyst™



Pavement Express™



Structures Analyst™

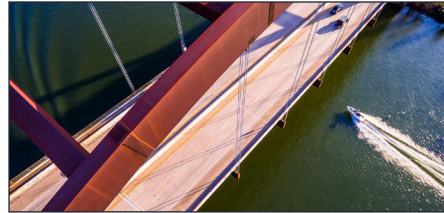


Safety Analyst™

Operations Management Solutions



Maintenance Manager™



Structures Inspector™



Fleet & Equipment Manager™



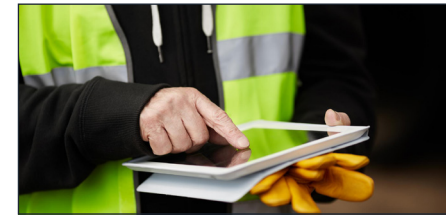
Sign Manager™



Signal and ITS Manager™



Facilities Manager™



Mobile Solutions

Sourcing New Photos

Sourcing new photography? Use the approved photos as inspiration, and follow these rules:

Choose photos that:

- Are correctly proportioned
- Are high-resolution
- Are licensed for business use
- Are clearly associated with our solutions
- Are clean, bright, and clutter-free
- Show diverse individuals engaged candidly on the job

Need a high-resolution photo?
Access the self-service [AgileAssets Brand Portal](#) or email your request to marketing@agileassets.com.

Iconography

The following icons have been designed specifically to quickly identify AgileAssets products. Use them to enhance your presentations and product messaging. **Please do not alter, skew, or distort them in any way.**

Planning and Analysis Solutions



Portfolio Analyst™



Summit™



Pavement Analyst™



Pavement Express™



Structures Analyst™



Safety Analyst™

Operations Management Solutions



Maintenance Manager™



Structures Inspector™



Fleet & Equipment Manager™



Sign Manager™



Signal and ITS Manager™



Facilities Manager™

Find hundreds of additional branded icons in the Icon Library on the [AgileAssets Brand Portal](#).

Need a high-resolution icon?

Access the self-service [AgileAssets Brand Portal](#) or email your request to marketing@agileassets.com.

Videography

Using Approved Videos

[AgileAssets has a library of videos](#). Use them to enhance your presentations and product messaging. **Please do not alter, skew, or distort them in any way.**

Creating New Videos

Creating a new AgileAssets video? To maintain a consistent look and feel, please use approved video elements, including:

- Intro animations
- Outro animations
- Transitions
- Lower-thirds
- Audio
- B-roll

You can find these video elements on the [AgileAssets Brand Portal](#). If sourcing new b-roll, please follow the [photography sourcing guidelines above](#).

Need animated elements or b-roll?

Access the self-service [AgileAssets Brand Portal](#) or email your request to marketing@agileassets.com.



Learn More

For additional information on brand assets, usage approvals, and more, please contact marketing@agileassets.com.