Boundless

Brand Guidelines

June 2016

TABLE OF CONTENTS

BRAND MESSAGE

Defining Personality & Position

Why A Strong Brand Is Important

Boundless is driven by a clear purpose: Our World is Open. Across the entire Boundless organization, we are unified in our approach and collaborative in our efforts to be a leading voice for improving everyone's ability to have reliable geospatial data. This effort applies to everything we do; from fostering growth of a worldwide, web-based network of data contributors to continuing our commitment to communication and support.

This document was developed to help us work together to create a consistent, branded communication strategy that collectively builds our reputation in the communities we serve. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one unified voice.

Together, we can contribute to provide everyone, everywhere with the most powerful solutions that advance shared geospatial data while honoring a tradition of continuous service and support.

How To Use This Document

Understand Our Goals

The strategy and messaging section provides key information regarding the strategy, messaging and architecture that organize and drive us as a company.

Learn Our Visual Tools

The visual identity section starts with our masterbrand and then extends into the remaining parts of our brand architecture. Everyone should understand the overarching visual system as well as the specific part that applies to your division, product, etc.

Brand Management

WHO TO ASK:

Red Curry

Director of Marketing

222 Broadway,

19th Fl., NY, NY 10038

Desk 978.905.0630

rcurry@boundlessgeo.com

Strategy & Messaging

Our World Is Open

Our World is Open articulates the essence of what we do. Its reach is broader than day–to–day activities. It conveys the strategic value of our organization and is consistently demonstrated by our actions and communications. It ensures that our audiences gain a true understanding of our purpose and a sense of our impact on the geospatial mapping industry.

Strategy & Messaging

Our Purpose

The definitive statement about the difference we are trying to make in the world is *Our World is Open.*

It is the reason we exist and why we come to work each day. We are here to promote and contribute to the continuous advancement of openness in the geospatial software industry.

How We Ensure Our World Is Open: Our Mission

Our World is Open puts us on the trajectory to create Boundless' reputation as the leader in the geospatial mapping industry as well as maintaining a positive image within the open source community. With this purpose in mind, our mission is to:

Provide everyone, everywhere the most powerful solutions that advance shared geospatial data while honoring a tradition of continuous service and support.

The Promise We Make: Our Commitments

Having built a reputation for honoring commitments, we must now ask ourselves: How can Boundless uniquely advance the geospatial mapping industry like no other company? The answer is in the five commitments that show the world what we contribute. We pledge ourselves to:

- Advance the open source geospatial software stack
- Maintain an open source ideology
- Set the standard for quality, support and accessibility of our software
- Be a leading voice for improving everyone's ability to have reliable geospatial data
- Promote curiosity, inclusion and a passion for our work

Strategy & Messaging

How We Ensure Success: Our Strategies

Generalized statements of the long-term tactics we aim to achieve to advance the business:

- Revolutionize the geospatial mapping industry with contributions to the open-source stack
- Increase Boundless product diversification and growth into new markets
- Foster growth of a worldwide, web-based network of geospatial data contributors
- Promote and contribute to the continuous advancement of open source geospatial software solution

What We Stand For: Our Values

Our values represent our core beliefs. They inform our decisions and guide our actions every day. This reflects our increased focus on serving the needs of our customers. We need to work more closely with partners inside and outside of Boundless and the concept of collaboration expresses this orientation more precisely. These are Boundless' enduring values:

- Customer focus
- Open source
- Respect
- Performance
- Community
- Transparency
- Leadership
- Quality
- Innovation

Brand Architecture

What Is Brand Architecture?

Brand architecture helps define an organization by rationalizing how businesses and products are communicated. It is not an organizational strategy. An architecture strategy is essential in communicating our breadth and depth of offerings as well as clarifying the relationship between various entities. It defines the relationships of tangible assets:

- Trademarks
- Names
- Graphic identities
- Taglines

The Benefits Of A Defined Brand Architecture

The Boundless architecture should:

- Create clarity
- Drive long-term shareholder value
- Establish Boundless as a leader in the geospatial software industry
- Generate cost savings
- Support market-focused branding
- Reinforce the vision of community

It should help customers find exactly what they are looking for. Through a clear set of rules and an accompanying endorsement system, we can protect and promote the equity of the Boundless identity.

Brand Architecture
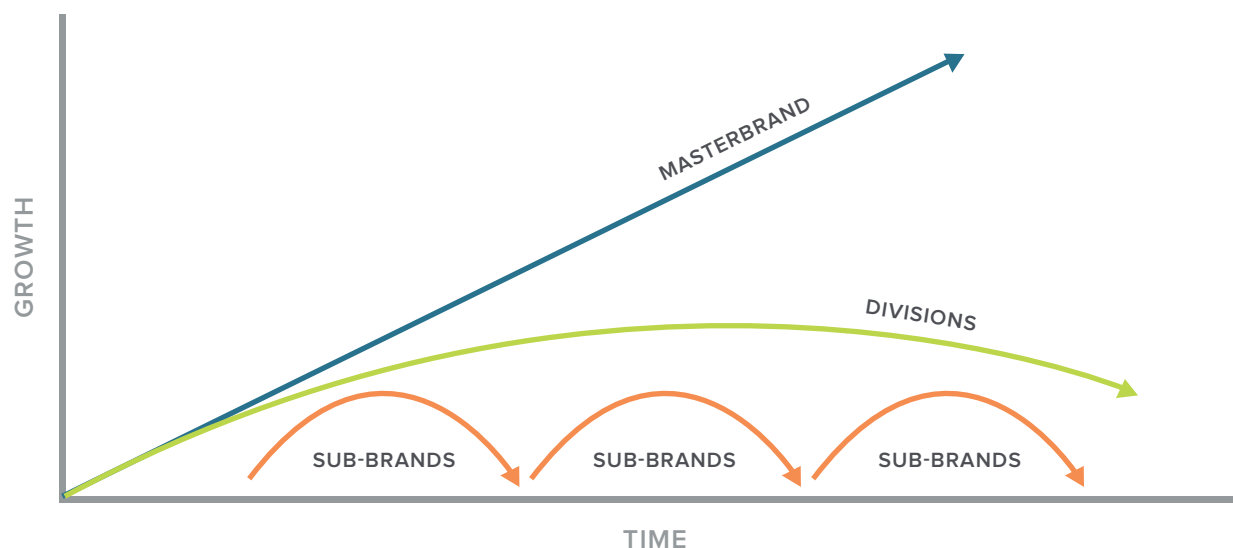
Masterbrand Strategy

Boundless enforces a masterbrand strategy to build the Boundless brand.

This chart illustrates the cyclical nature of the geospatial software industry and that, over time,the only constant is the Boundless brand.

Product brands have significant life cycles, but software is versioned often and eventually becomes obsolete and/or replaced. Divisions and business units might have a long life cycle, but they also retire as the marketplace changes.

Therefore, all elements need to work together to enhance the value of the Boundless masterbrand. This strategy will benefit the organization overall as the brand value will extend to all supported elements in the long run.

The following pages explain the relationships among the entities within Boundless. Divisions and products all help tell the Boundless story and have clearly defined relationships to the Boundless brand. As a result, Boundless both endorses products and receives credit for the contributions these products are making to build the geospatial mapping industry of the future.

Brand Architecture

Boundless Brand Architecture Strategy

The Boundless masterbrand, divisions and products form three layers that serve as the foundation of the architecture system.

A hybrid strategy requires that a masterbrand—Boundless—play an important role in all three layers. Entities must link to the Boundless masterbrand by communicating within a standard visual and endorsement system.

MASTERBRAND (internal/external)	The masterbrand establishes Boundless as the corporate umbrella under which all programs, initiatives and products are created and communicated. The logo is the primary representation of the masterbrand.	
MASTERBRAND with Tagline (internal/external)		
PRODUCTS (internal/external)	Products are the revenue drivers of the organization and have the most visible presence in the marketplace.	E Exchange S Suite C Connect D Desktop

IDENTITY STANDARDS
Logo Usage, Color & Typography

Print & Web Logo

The Boundless logo incorporates an innovative style and color palette that reflects a professional, forward thinking and trustworthy brand philosophy. The logo should be used in full color whenever possible in print materials and with effects whenever used for digital purposes.
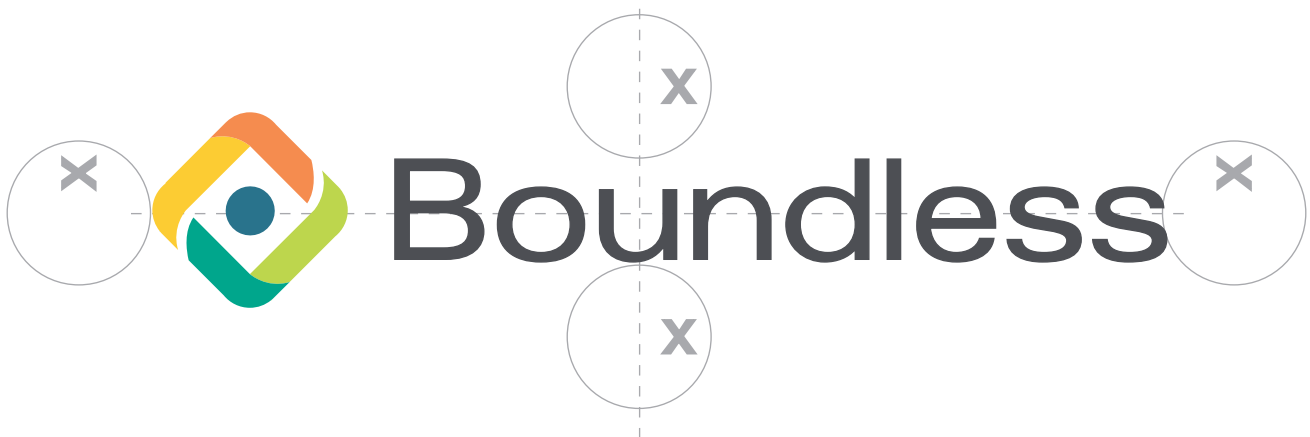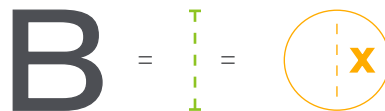
Primary Logo

Tagline Logo

Clear Space

The Boundless logo requires a minimum amount of clear space in order to maintain the integrity of the brand and ensure legibility. In all applications, the logo should be surrounded with a space equal to the height of the uppercase "B" in the Boundless logo.

Horizontal

B = | = (x)

Tagline Clear Space

The clear space guidelines apply exactly the same when the logo is used with the tagline.

Horizontal

B = | = (x)

Logo Usage

The primary logo should be used whenever possible. Substitute the alternate logos only when limited by constraints such as printing, colors, electronic media, etc.

Multi-Color

One Color

Reversed

Logo Misusage

Avoid the following manipulations to any version of the logo.

Do not add a stroke.

Do not add a drop shadow.

Do not use unapproved colors.

Do not add a gradient.

Do not rotate the logo.

Do not distort the logo.

Icons For Boundless Products

The following are approved icons for Boundless products.

E **S** **C** **D**

Alternative color scheme

E Exchange

S Suite

C Connect

D Desktop

E Exchange

S Suite

C Connect

D Desktop

Primary Color Palette

These brand colors should be used for print and web-related materials. Blue should be used as the primary color in branded materials as the base color to create a calm, professional appearance. Orange should be used when urgency is needed, generally in small amounts. Green serves as an accent color and should be used as a call to action or to give a sense of energy.

| R: 245 G: 141 B: 80 | C: 0 M: 54 Y: 75 K: 0 | PANTONE 1635 C | HEX #F58D50 |

| R: 40 G: 114 B: 141 | C: 85 M: 46 Y: 32 K: 7 | PANTONE 7699 C | HEX #28728D |

| R: 188 G: 214 B: 76 | C: 31 M: 1 Y: 89 K: 0 | PANTONE 584 C | HEX #BCD64C |

Secondary Color Palette

These secondary brand colors should be used for print and web–related materials.

These colors should be used in minimal amounts to add accents where neccessary.

R: 0 G: 167 B: 141   C: 80 M: 9 Y: 56 K: 0   PANTONE 3268 C   HEX #00A78D

R: 253 G: 204 B: 50   C: 1 M: 19 Y: 90 K: 0   PANTONE 123 C   HEX #FDCC32

R: 126 G: 181 B: 211   C: 49 M: 16 Y: 8 K: 0   PANTONE 542 C   HEX #7EB5D3

Typography

The Boundless brand uses several typefaces to portray a modern, professional appearance. The following typefaces should be used in this stylistic heiarchy.

Proxima Nova Semibold — Headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?[\]^_{|}~**

Proxima Nova Light — Subsections

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?[\]^_{|}~

Cantarell — Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?[\]^_{|}~