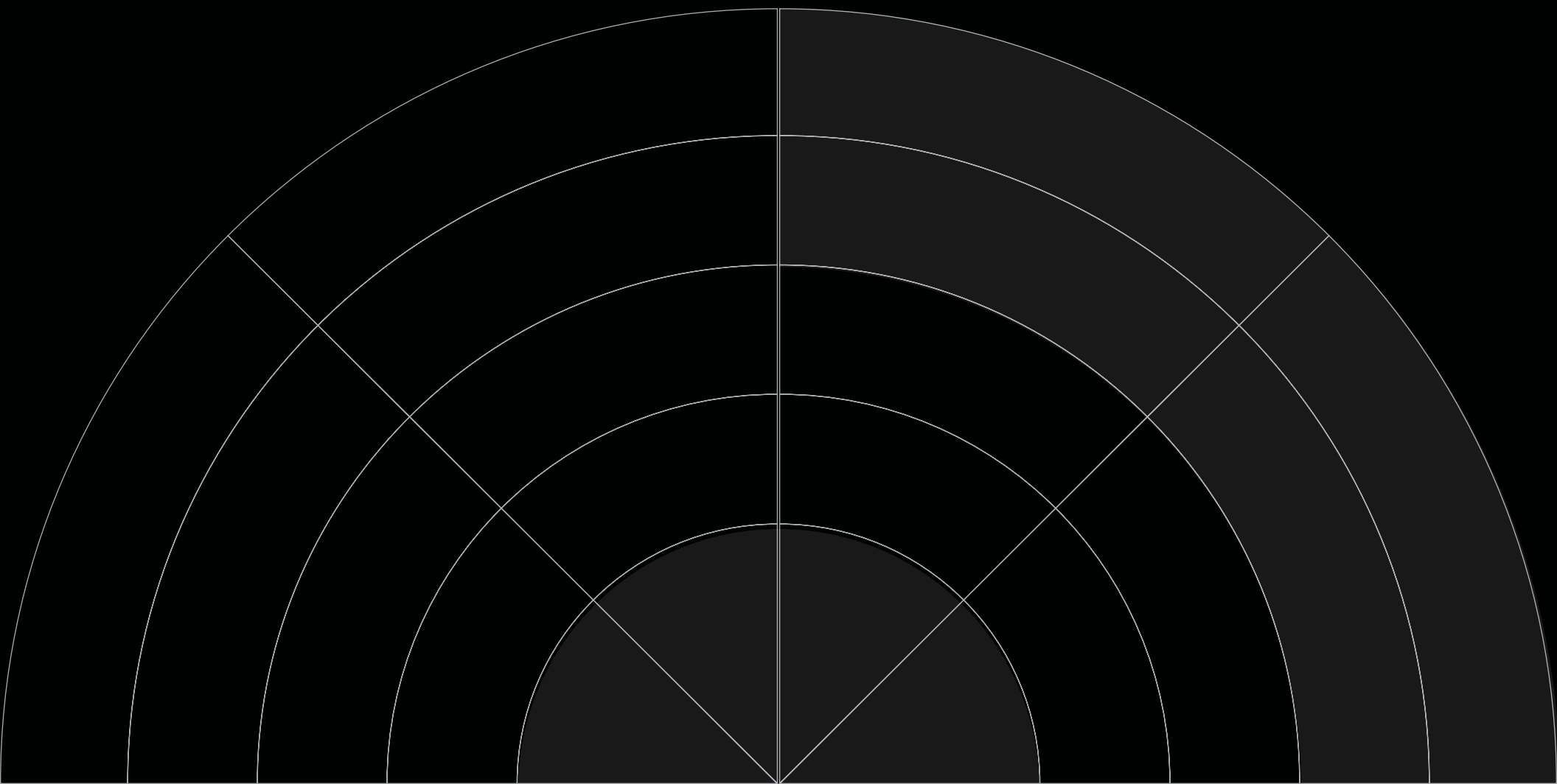


# BRAND IDENTITY

guideline V3



00

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01

## OUR BRAND



## 01

## OUR BRAND

### policy

All Elementum-branded businesses — including their team members, contractors, agencies, and vendors — have the responsibility to understand, use, and reinforce the expression of our brand correctly and consistently. This includes compliance with all components of Elementum's approved brand strategy and its brand standards.

Our brand has economic value. We have a policy and a strategy to protect its value. Our Brand Policy applies to all businesses that carry the Elementum brand.

The Core Brand Standards provide direction to present a strong, consistent, and distinctive brand for Elementum. Inside, you'll find specifications and design examples to enable you to create compelling, well-branded communications.



## 01

## OUR BRAND

## who we are

We're a bunch of upstarts who recognize the supply chain industry is long overdue for disruption, and are crazy enough to do something about it. With a unique blend of cloud, mobile, and supply chain expertise, we're going to free companies from the clutter and frustration of traditional enterprise software. Not to mention—we've got close partnerships with some of the biggest supply chains in the world, so we're moving at the speed of awesome.

## what we do

We make it simple for product companies to manage their end-to-end supply chain.

## why the h#!! it matters

Elementum is the only solution in the market that offers bite-sized apps, pre-loaded with your supply chain data—right out of the box. Just download an app from Apple's App Store or Google Play, login, and go. Done and done.

## BRAND PERSONALITY TRAITS

fearless / reliable / creative / professional / quirky

Our brand makes a statement in a number of ways...

The challenge before us is littered with decades of past failures. This doesn't shake us one bit. In fact, we welcome it with a **FEARLESS** smile across our faces.

The data we deliver to our customers is a game changer. But if it can't be **TRUSTED**, it's game over.

We're bringing supply chain into the 21st century with fresh and **CREATIVE** solutions for an industry stuck in the past.

We're comprised of the best, brightest, and most **ELITE** minds. Together, we're going to change supply chain forever and after.

We believe in the **QUIRKY** side of life. High fives and inside jokes—all day, every day.

## 02

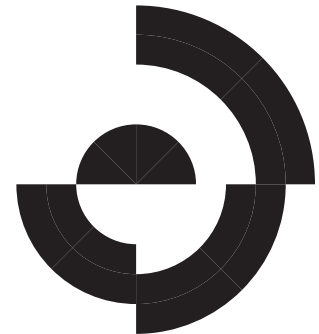
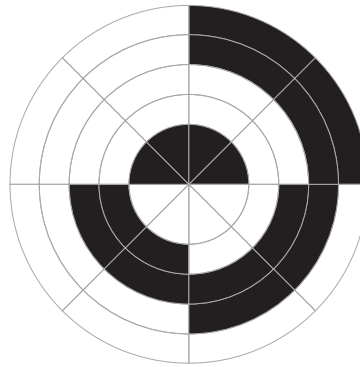
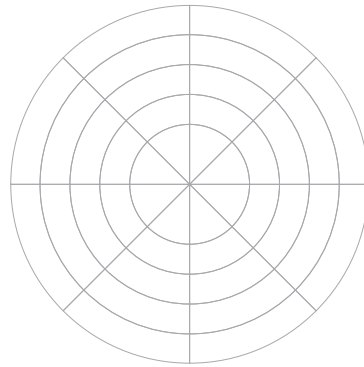
## ELEMENTUM LOGO



## 02

### ELEMENTUM LOGO the mark

The Elementum mark is built entirely out of a webbed grid.  
This framework is created using concentric circles, 90 and 45 degree angles.



## 02

### ELEMENTUM LOGO primary lockup

The Elementum logo lock-up is the only composition of the elements locked in their relative positions. For the sake of maintaining consistency in all mediums, the lockup should not be taken apart or altered in anyway. This will create a sense of cohesion between the elements.





## 02

### ELEMENTUM LOGO secondary lockup

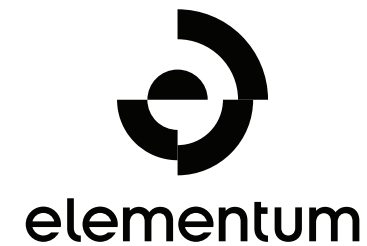
The horizontal layout is our secondary lockup and will be utilized sparingly for various marketing and branding purposes.



## 02

### ELEMENTUM LOGO lockup variations

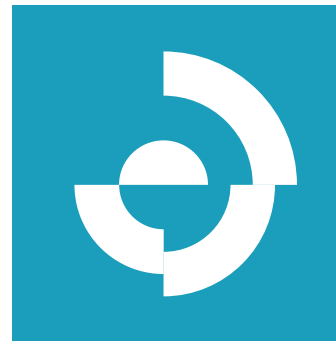
The brand primary lockup consists of a black signature and colored mark. In situations where the Elementum logo will live atop imagery or any color background beyond white, please use a legible one color variation.



## 02

### ELEMENTUM LOGO lockup variations

The "e" mark is also used by itself, with marketing collateral and online identity, such as the use of the white mark atop Elementum colors for profile photos on social media channels.



## 02

## ELEMENTUM LOGO

## clearspace

To ensure that the logo always appears clearly and unobstructed, it is important to provide an area of clear space around it.

The minimum clear space area is shown here as a series of boxes containing an “e.” No other object should appear within this area at any time, and where possible, this clear space should be increased.



02

ELEMENTUM LOGO  
tagline



## 02

### ELEMENTUM LOGO incorrect usage

Use the approved logo in its standardized form. Authorized lockups with additional text will be provided by Elementum. The following marks are examples of incorrect logo usage.

- NEVER MODIFY THE LOCKUPS IN ANY WAY.
- NEVER EDIT THE COLOR PALETTE.
- NEVER PLACE THE LOGO OVER A GRADIENT, PATTERN OR PHOTOGRAPH.



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03

## TYPOGRAPHY



## 03

## TYPOGRAPHY

## brand fonts

Typography plays a subtle but highly visible role in establishing the Elementum voice, look, and feel.

**Open Sans** is our primary typeface for Product. Font should be spec'd out for web from point to pixels.

Open Sans - Condensed Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Open Sans - Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Open Sans - Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Open Sans - Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Open Sans - Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Futura** is our accent typeface for Marketing materials. Futura should be used for headers (all caps), transition PowerPoint slides, and other "graphical" places within marketing materials.

Futura - Condensed Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Futura - Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Arial** is used for all nongraphic HTML text in our product. For example, all text within data tables and buttons should be Arial Typeface.

Arial - Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Arial - Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

NOTES:  
Define appropriate uses.  
Narrow down variations.



03

## TYPOGRAPHY

font hierarchy

# Open Sans Light - Title Case

## FUTURA CONDENSED MEDIUM - ALL CAPS

Open Sans Regular - Sentence Case

This is a body copy set in Open Sans Regular. This is a body copy set in Open Sans Regular.  
This is a body copy set in Open Sans Regular. This is a body copy set in Open Sans Regular.  
This is a body copy set in Open Sans Regular. This is a body copy set in Open Sans Regular. - Sentence Case

## Heading Open Sans Regular Semibold

Subheading Open Sans Regular

- Bullet Point Open Sans Regular
- Bullet Point Open Sans Regular
  - Bullet Point Open Sans Regular
  - Bullet Point Open Sans Regular

"This is a quote example in Open Sans Regular. This is a quote example in Open Sans Regular  
This is a quote example in Open Sans Regular This is a quote example in Open Sans Regular."

SOURCE NAME FUTURA CONDENSED MEDIUM,  
SOURCE TITLE FUTURA CONDENSED MEDIUM

## 04

## COLOR PALETTE



04

## COLOR PALETTE

primary



ELEMENTUM BLACK  
RGB 000 000 000  
CMYK 75 68 67 90  
HEX #000000  
PMS BLACK



ELEMENTUM TEAL1  
RGB 5 55 63  
CMYK 93 62 57 51  
HEX #05373F  
PMS 5463 U



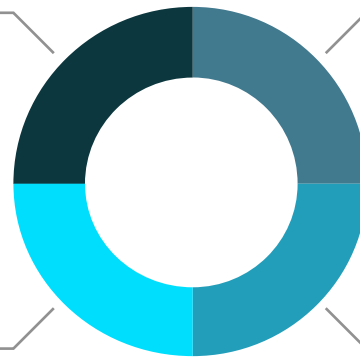
ELEMENTUM TEAL3  
RGB 25 158 188  
CMYK 77 20 20 0  
HEX #1B9EBC  
PMS 7711 U

# 04

## COLOR PALETTE secondary

### ELEMENTUM TEAL1

RGB 5 55 63  
CMYK 93 62 57 51  
HEX #05373F  
PMS 5463 U



### ELEMENTUM TEAL2

RGB 65 121 143  
CMYK 78 43 33 6  
HEX #41798F  
PMS 7706 U



### ELEMENTUM TEAL4

RGB 24 223 255  
CMYK 57 0 5 0  
HEX #18DFFF  
PMS 637 U

### ELEMENTUM TEAL3

RGB 25 158 188  
CMYK 77 21 20 0  
HEX #1B9EBC  
PMS 7711 U



### ELEMENTUM LIGHT GRAY

RGB 204 204 204  
CMYK 19 15 16 0  
HEX #CCCCCC  
PMS COOL GRAY 2 U



### ELEMENTUM MED GRAY

RGB 145 144 145  
CMYK 46 38 38 2  
HEX #909090  
PMS 416 U



### ELEMENTUM DARK GRAY

RGB 72 73 73  
CMYK 67 59 58 40  
HEX #484949  
PMS NEUTRAL BLACK U



### ELEMENTUM ORANGE

RGB 242 83 22  
CMYK 0 82 100 0  
HEX #F25316  
PMS 485 U

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05

## ASSET CREATION



## 05

### ASSET CREATION the process

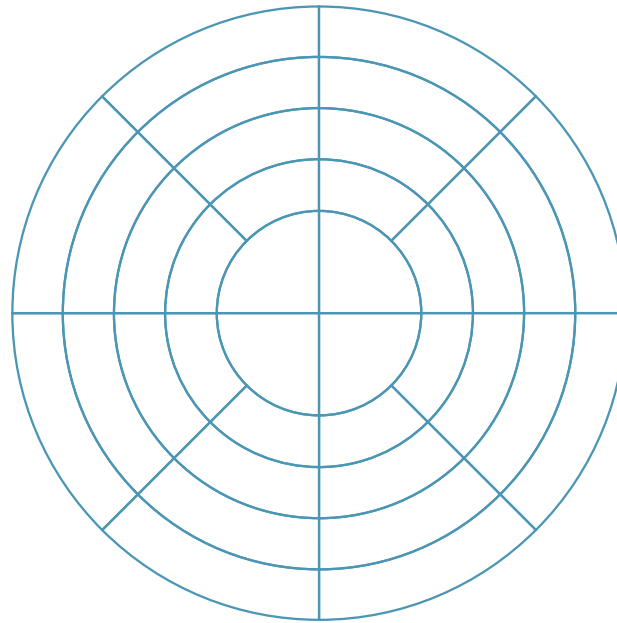
All of Elementum's graphic applications utilize the very simple grid structure, which we call the Elementum Web. This is the same exact framework used to create our brand's logo, so inherently, all created assets are a supportive extension of our brand image. Therefore, it's very important that the Elementum Web is used appropriately and consistently.

The Elementum Web is compiled of 8 sectors (1-8), each consists of 4 cells (A-D), totaling 32 cells within the complete web.

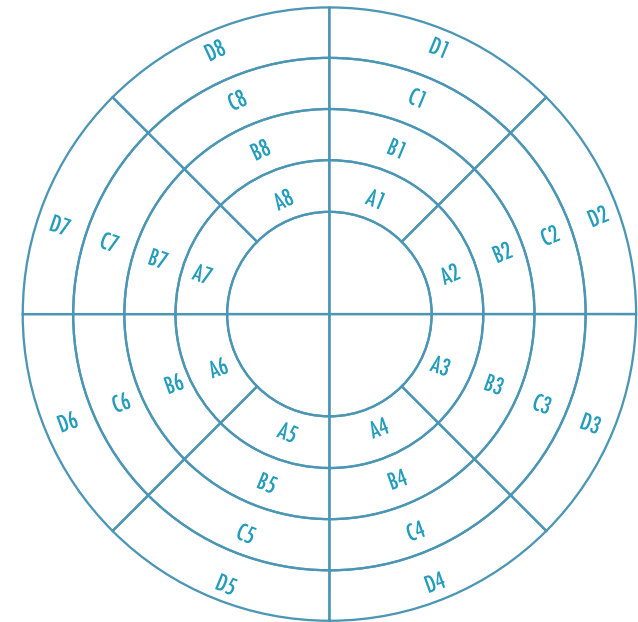
Notice that the center point of the web can NOT be modified. This is intentional and is considered sacred space, as only the logo itself can occupy this central view point.

The creation process has 2 very simple steps, with a handful of rules. It's crucial that all assets are rooted in the following process.

#### THE ELEMENTUM WEB



#### THE CELLS



## 05

### ASSET CREATION cell selection

Assets are created by simply selecting specific cells to fill.  
By following a simple set of rules, this system allows for a multitude of possible designs.

Though the web itself is strict and rigid, the system is very flexible.  
By filling a variation of cells, we begin to form unique design elements - all while staying true to overarching brand style.

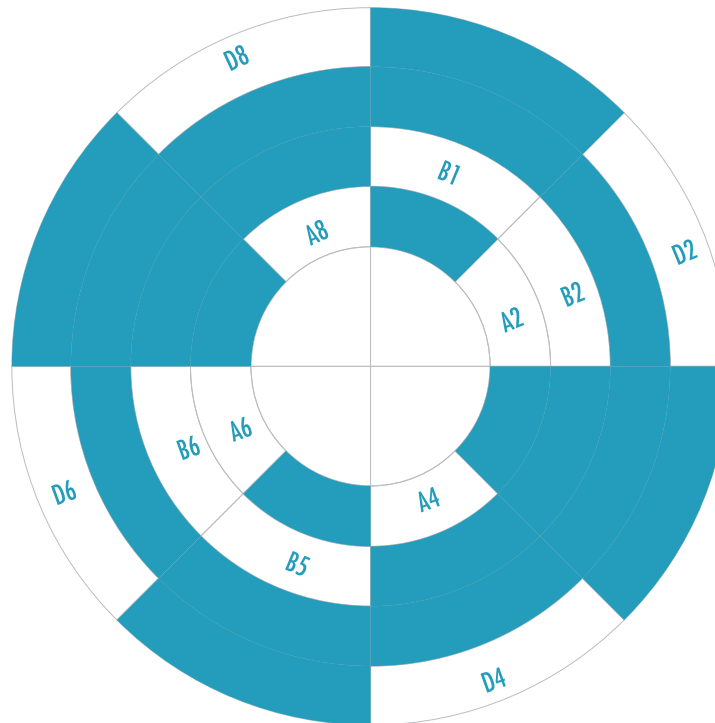
#### RULES FOR ASSET CREATION:

RULE #1 – There must be a minimum of 7 filled cells.

RULE #2 – There must be 1 inner (Row A) and 1 outer (Row D) cell filled.

RULE #3 – Color should always have a smooth progression, and never mix color palettes.

RULE #4 – Do not fill in any cell in the middle circle.





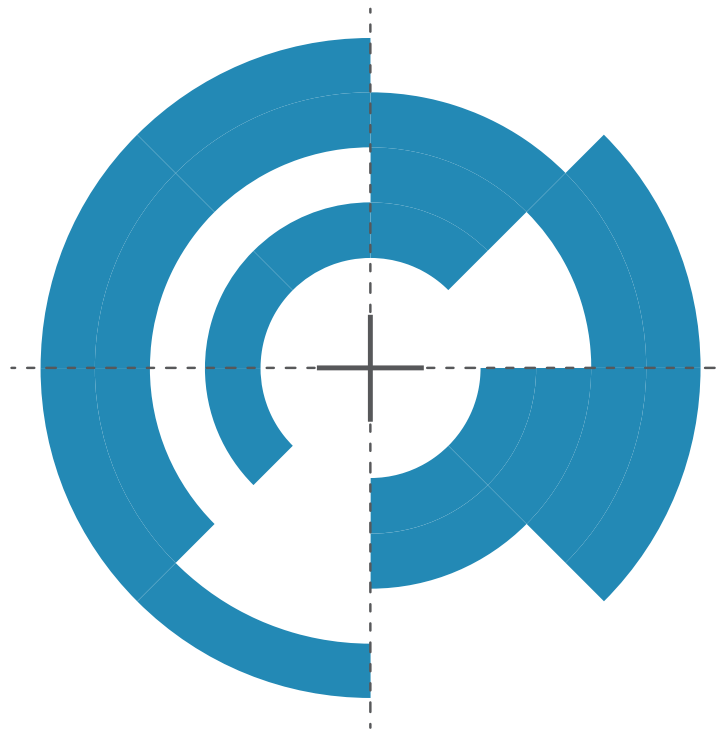


## 06

## DESIGN APPLICATIONS

the design process

Design applications are the true culmination of the Elementum brand. They utilize every aspect of our brand's elements. When designing for an application, the first step is to utilize one of the brand assets. An example is shown on the right. All created assets have a central focal point, based on the web structure. Based on this central point, we will use this single asset to create various design applications, even across mediums.



## 06

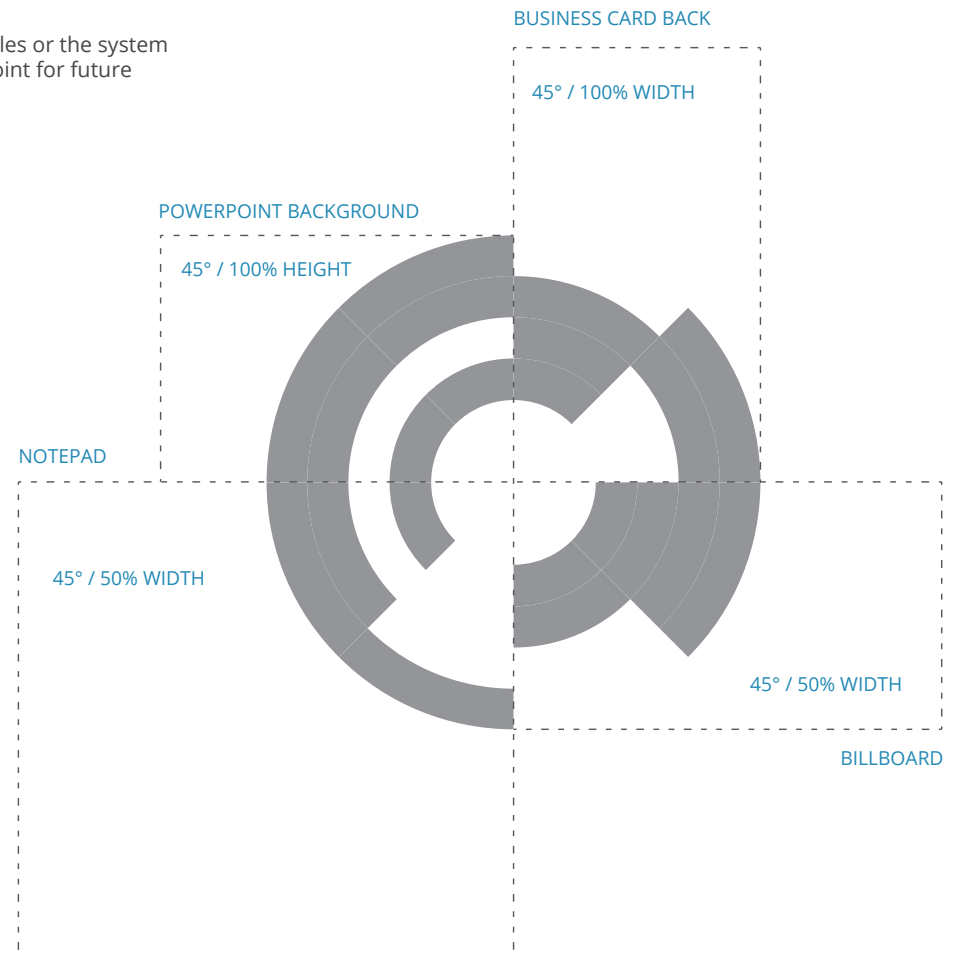
## DESIGN APPLICATIONS

### sizing and placement

Based on the dimensions of your intended design application, you can easily determine the placement of the asset.

This system works across a wide variety of applications, orientations, and aspect ratios.

The following examples are successful examples of the system in work, and should be used as a reference point for future design applications.



06

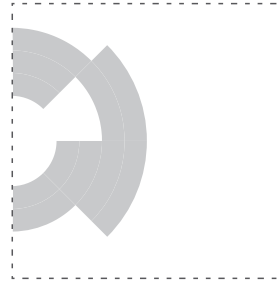
## DESIGN APPLICATIONS

asset cropping

90° / 100% WIDTH



90° / 100% HEIGHT



90° / 100% WIDTH



90° / 100% HEIGHT



45° / 50% WIDTH



45° / 50% HEIGHT



45° / 50% WIDTH



45° / 50% HEIGHT



06

## DESIGN APPLICATIONS

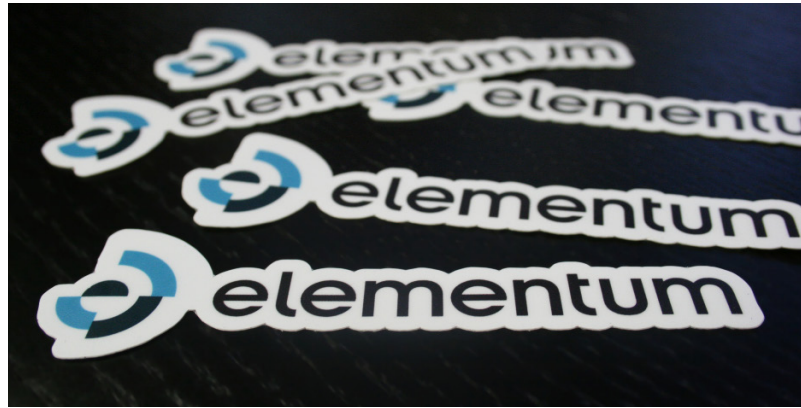
examples



06

## DESIGN APPLICATIONS

examples







07

## LOOK & FEEL

inspiration

To paint a portrait of Elementum, we fuse a selective hybrid of the Art Deco and Mid Century Modern aesthetics. The brand is driven by the bold geometric shapes and rectilinear forms from Art Deco while carefully accenting with the curvatures and color palettes of the Mid

Century Modern era. Both eras were vessels of economic resurgence, the rise of industry, and the embrace of social and technological progress. We envision these upswings of the past returning and our brand will help usher them in.

