BRAND GUIDELINES

01 - LOGO

PRIMARY LOGO

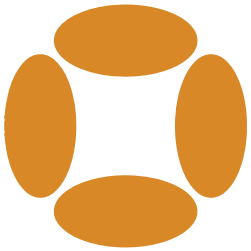
Based on the font ‘VAG Round Pro’ the Ubisense logo has a combination of straight and rounded letter forms

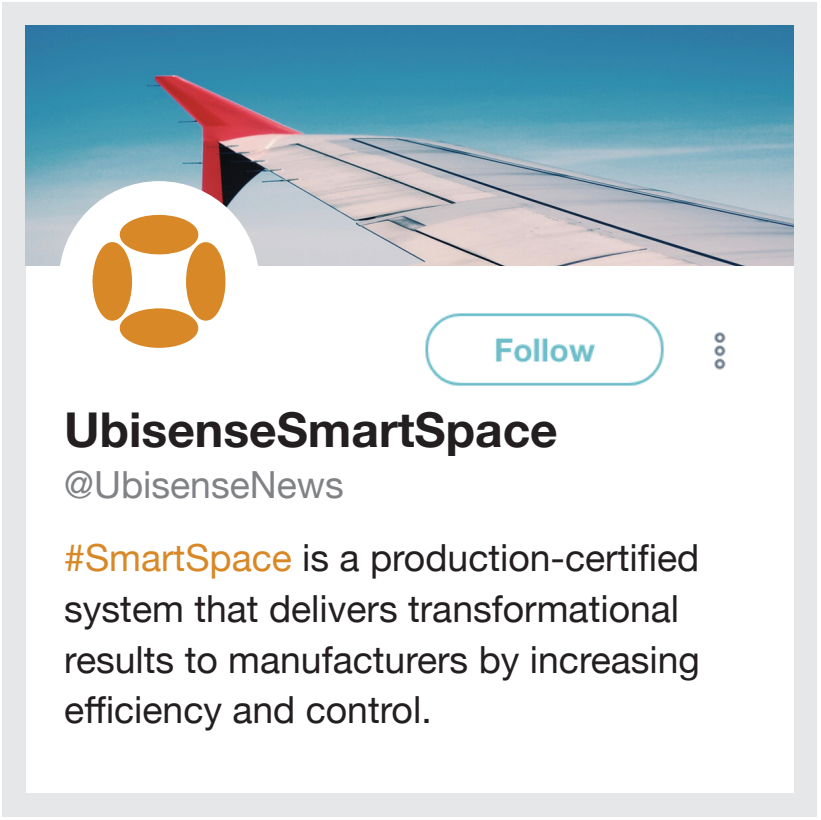
ALTERNATIVE LOGO

For use on dark backgrounds and carefully selected imagery

UBISENSE ICON

The icon should be used where a smaller logo is required



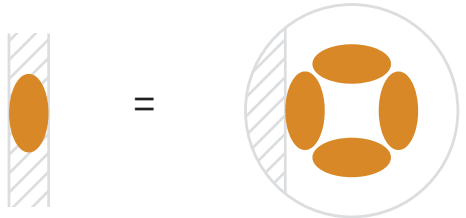


LOGO USAGE

The width of the ‘n’ taken from the Ubisense logo denotes the white-space that should be allowed around the logo

The minimum size for using the primary logo is 25mm or 100 pixels

The width of one ‘oval’ denotes the white-space that should be allowed around the icon



LOGO USE ON BACKGROUNDS

The logo should only be positioned over unfussy imagery with a dark overlay or over one of the brand colours

✗ INCORRECT

✓ CORRECT

Ubisense

02 - FONTS & COLOURS

PRIMARY FONT

Titillium Web is a Contemporary Sans Serif font with a slightly square outline, giving it a technical feel whilst still retaining the warmth and personality of a Humanist font.

http://fonts.google.com/specimen/Titillium+Web

FONT NAME

Titillium Web

CHARACTERS

A B C Č Ć D Đ E F G H I J K L M N O P Q R S
Š T U V W X Y Z Ž a b c č ć d đ e f g h i j k l m
n o p q r s š t u v w x y z ž Ă Â Ê Ô
1 2 4 3 4 5 6 8 9 0 ‘ ? ’ “ ! ” (%) [#] { @ } / & \
< - + ÷ × = > ® © $ € £ ¥ ¢ : ; , . *

STYLES

Light
Light Italic
Regular
Italic
SemiBold
SemiBold Italic
Bold
Bold Italic

SUBSTITUTE STANDARD FONT

For cases where Titillium Web isn’t available please use a standard Sans Serif font like Helvetica

FONT NAME

Helvetica

CHARACTERS

ABCČĆDĐEFGHIJKLMNOPQRS
ŠTUVWXYZŽabcčćdđefghijklm
nopqrsštuvwxyzžĂÂÊÔƠỰăậậệộ
ự1243456890‘?’“!”(%)[#]{@}/&\
<-+÷×=>®©$€£¥¢:;,.*

STYLES

Regular
Italic
Bold
Bold Italic

Providing real-time location data so you can shorten processes

Ubisense helps you optimize complex process flows by combining real-time location intelligence with business systems so your plan and reality are never out of sync. Our SmartSpace platform creates a real-time digital twin of your physical environment using the best location-sensing technology and gives you the power to easily analyze, error-proof and automate great processes.

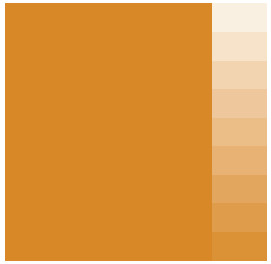
Ubisense

Ubisense.com

COLOUR PALETTE

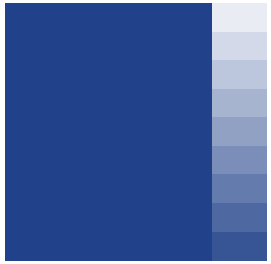
The primary and secondary colours are to for retaining a clear brand identity - tints of each colour can be used as complimentary colours to extend the options available

PRIMARY COLOURS



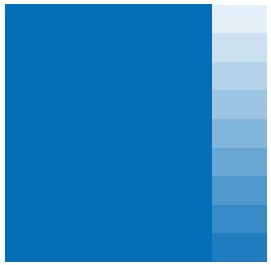
Ubisense Orange

CMYK: 12, 52, 100, 2
RGB: 218, 135, 0
Hex: #da8700



Ubisense Dark Blue

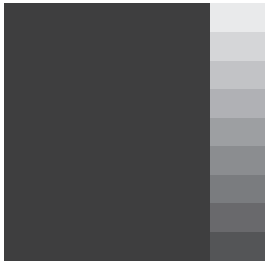
CMYK: 98, 80, 13, 2
RGB: 32, 66, 137
Hex: #204289



Ubisense Light Blue

CMYK: 87, 51, 0, 0
RGB: 6, 110, 183
Hex: #066eb7

SECONDARY COLOURS



Dark Grey

CMYK: 0, 0, 0, 90
RGB: 60, 60, 59
Hex: #3c3c3b

Light Grey

CMYK: 0, 0, 0, 10
RGB: 237, 237, 237
Hex: #ededed

03 - STATIONERY

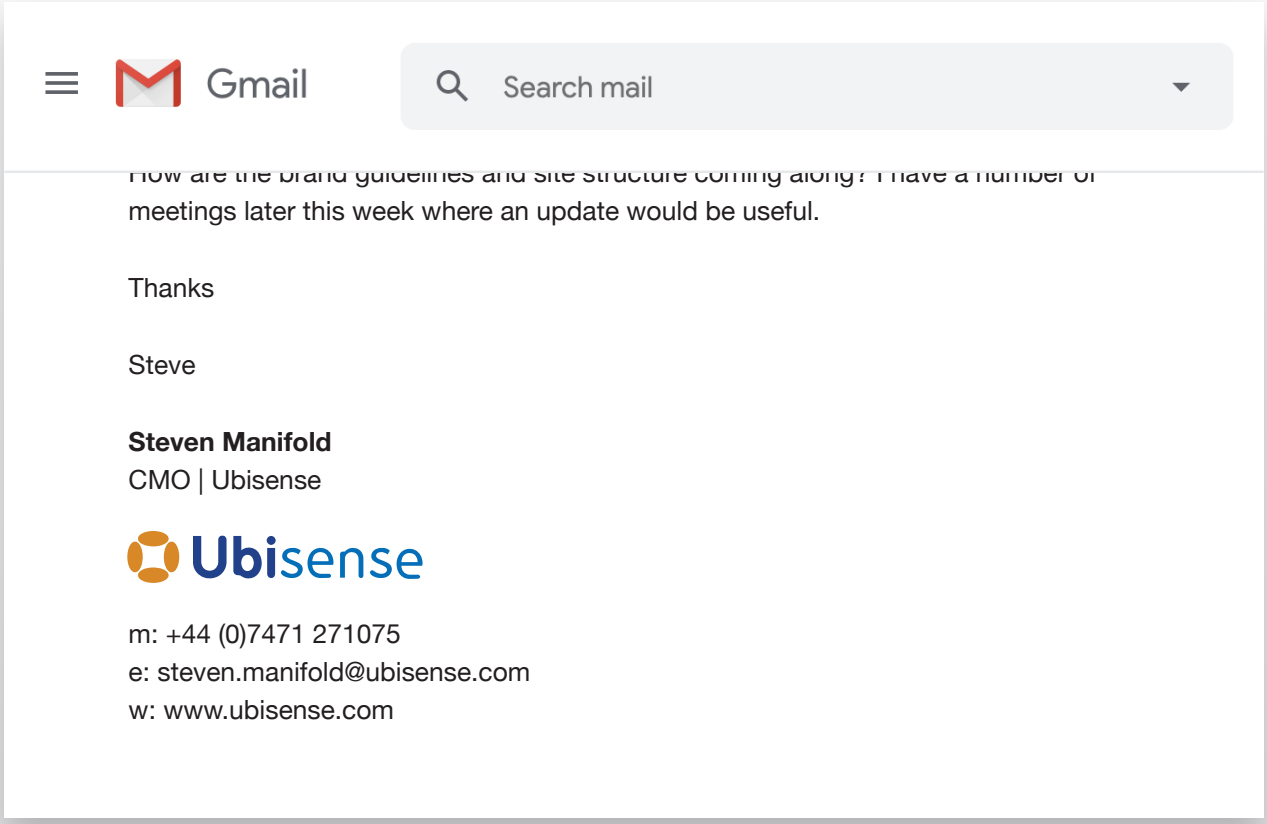
BUSINESS CARD

Ubisense
Steven Manifold
Chief Marketing Officer
steven.manifold@ubisense.com
+44 (0)7471 271075
ubisense.com

COMPLIMENT SLIP

LETTERHEAD

Ubisense
CAMBRIDGE, UK
UBISENSE LIMITED, ST ANDREW'S HOUSE, ST ANDREW'S ROAD, CHESTERTON, CAMBRIDGE, CB4 1DL
+44 1223 53 5170
ubisense.com
ubisensevideos
UbisenseNews
ubisense


Gmail
Search mail
How are the brand guidelines and site structure coming along? I have a number of
meetings later this week where an update would be useful.
Thanks
Steve
Steven Manifold
CMO | Ubisense
Ubisense
m: +44 (0)7471 271075
e: steven.manifold@ubisense.com
w: www.ubisense.com

SOCIAL MEDIA TILE

Search

Ubisense - Transforming physical space into SmartSpace
2,878 Followers
9m

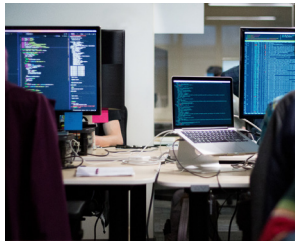
Like Comment Share

SPEC SHEET FRONT

SPEC SHEET BACK

Problem

- Wasted time searching for WIP
- Production resources left idle waiting for next job
- Movement waste from not identifying the closest available WIP that matches the required production step
- Ageing WIP that's been forgotten or misplaced



Solution

- Real-time location of all WIP across both on and off-site storage yards
- Integrating multiple production data sources and using them to direct search priorities
- Changing map-based object appearance to convey real-time WIP status
- Highlighting WIP based on total time in process

Value

- Increased throughput and reduced WIP inventory cost by reducing cycle time
- Better decision making through site-wide view of WIP disposition
- Increasing labour productivity by reducing production resource idle time

enquiries@ubisense.com ubisense.com

PASSENGER VEHICLES

SmartSpace

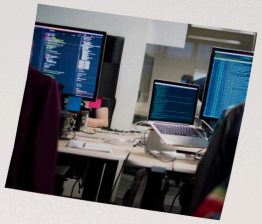
Yard Monitor

SmartSpace monitors the location of WIP in the yard, where high volumes of finished and unfinished product are widely dispersed around site, awaiting the next phase in their production lifecycle. Operations teams can now instantly find individual or groups of products, increasing productivity by eliminating search waste.

Ubisense

Problem

- Wasted time searching for WIP
- Production resources left idle waiting for next job
- Movement waste from not identifying the closest available WIP that matches the required production step
- Ageing WIP that's been forgotten or misplaced



Solution

- Real-time location of all WIP across both on and off-site storage yards
- Integrating multiple production data sources and using them to direct search priorities
- Changing map-based object appearance to convey real-time WIP status
- Highlighting WIP based on total time in process

Value

- Increased throughput and reduced WIP inventory cost by reducing cycle time
- Better decision making through site-wide view of WIP disposition
- Increasing labour productivity by reducing production resource idle time

enquiries@ubisense.com

ubisense.com

Riley & Thomas

CREATIVE AGENCY

Riley & Thomas
First Floor, 20a High Street
Broadway, Worcestershire
WR12 7DT

01386 842 936
hello@rileyandthomas.co.uk
rileyandthomas.co.uk