

<Brand Identity Guidelines>



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<Introduction>

This document aims to introduce the Abalta brand to internal and external parties. It gives guidance on how to best apply Abalta's brand identity elements to create communications or other assets.

Following these guidelines is mandatory and will result in a vibrant and coherent brand experience across all of Abalta's touch points.

<About Abalta>

At Abalta, we work on software that allows people use their apps safely and conveniently in the car. We're focused on developing and advancing connected software solutions for all people on the move — from cars, to maps, to phones, and more.

Vision & Mission

We see a connected future that feels integrated and effortless, and our mission is to provide expert software solutions, enhancing the mobile user experience across the globe.

Positioning Statement

Abalta specializes in mobility software solutions with expertise in mobile connectivity, cloud backend, and smart device integration. Our expert teams overcome any challenge to assure on-time delivery and overall project success, creating the best outcome for our clients. We innovate with flexibility, accessibility, and compatibility in mind, creating future-forward products and services that improve the user experience and address the complex needs of our global clients.

1

<Logo System>

<Logo System>

1.1 The Base Logo

The Abalta logo is the single most powerful element of the identity. It distinctly identifies Abalta and should be dominant in any application.

Positive logo versions must always appear on a white, or very light background. Negative logo versions must always appear on a brand blue, or dark background.

Refer to the color section for proper blue tones if the negative version of the Abalta logo is used.

*Positive logo on
White background*



*Negative logo on
Blue background*



<Logo System>

1.2 The Logo with Gradients

The base logo should be used with gradients whenever possible, especially in digital applications. Both the positive and negative logo version can be used.

For detailed information on the gradient, please refer to the color section.

*Positive logo
with gradient on
White background*



*Negative logo on
Blue background
with gradient*



<Logo System>

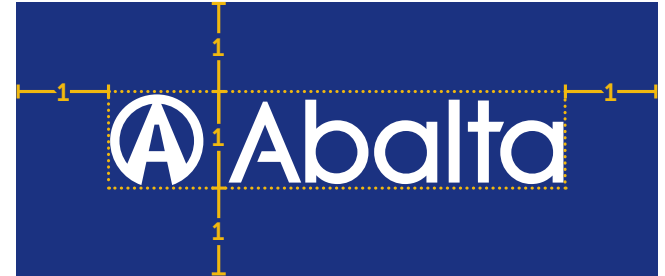
1.3 Clear Space

The Abalta logo and adjoining elements follow simple rules to allow their integrity to be respected in all situations.

As a general rule, the height of the logo is the minimum protection area allowed on each side of the mark.

It is perfectly acceptable to use a greater amount of space, leaving the logo as the dominant element.

The height of the logo defines the minimum protection area

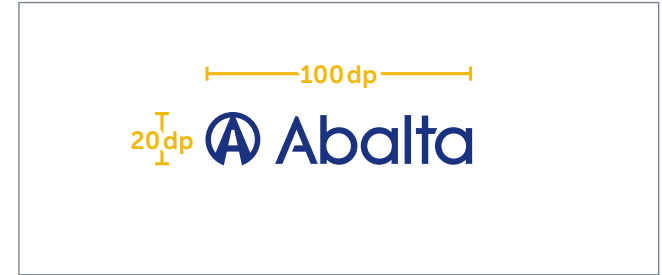


<Logo System>

1.4 Minimum Size

The Abalta logo should be dominant in any application. When used in digital applications such as the web or on mobile devices, 20 pixel tall should be the absolute minimum size. In print use, the logo should never be smaller than 0.2 inches in height.

*For digital applications,
the minimum size
is 100 x 20 dp*



*For print applications,
the minimum size
is 1 x 0.2 inch*



<Logo System>

1.5 Logo Placement

When placing the Abalta logo alongside other logos, allow for proper sizing, visual weight, alignment, and clear space.

Proper placement of the Abalta logo alongside another supporting brand.



Improper placement with unequal sizing and visual weight. Logos must be properly aligned and clear space must be honored.



<Logo System>

1.6 Use and Misuse

In any application, the Abalta logo should always be legible, dominant and unobstructed. This is essential when presenting the Abalta brand.

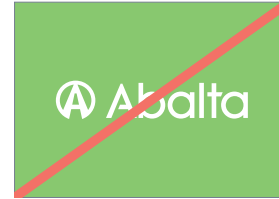
Always use artwork that has been provided by Abalta. When unsure about how to proceed, give us a call or send us an email.

Do not modify any logo files provided!

This includes outlining, altering, rotating, stretching, coloring or using in on any other backgrounds than white or blue.



Do not use on textures or photography



Do not use on colors besides white or blue



Do not distort the logo



Do not color the logo



Do not rotate the logo



Do not alter the logo

2

<Color>

<Color>

2.1 Primary Color Palette

Colors from the color palette, when applied judiciously, go a long way toward communicating the Abalta brand.

Brand Blue

HEX #1A3281
CMYK 100 | 90 | 0 | 20
Pantone 661 C

Brand Yellow

HEX #F1B70E
CMYK 0 | 25 | 100 | 5

Text Gray

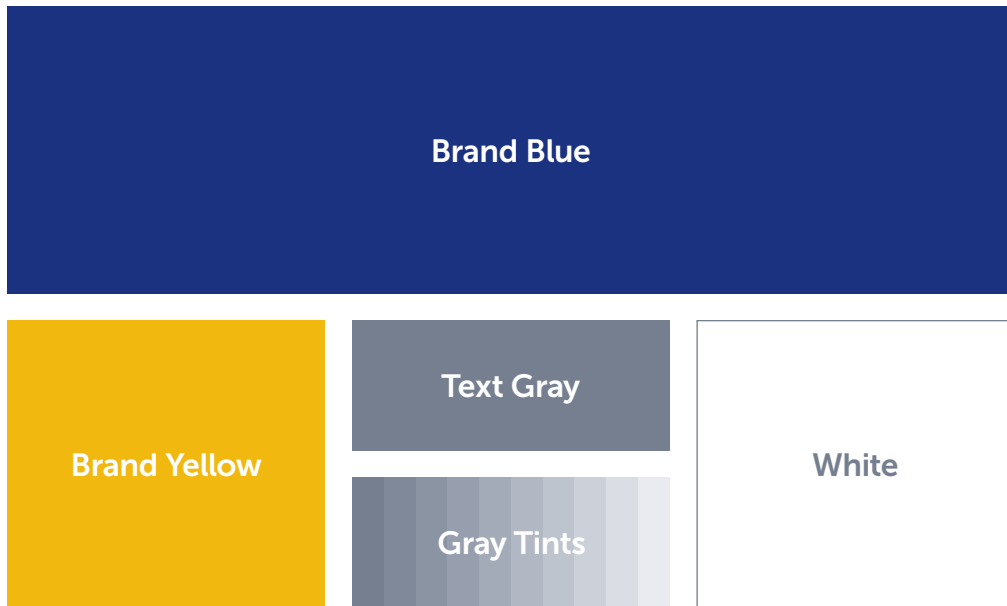
HEX #747E8E
CMYK 20 | 10 | 0 | 50

Gray Tints

95 – 5 % of Text Gray

White

HEX #FFFFFF
CMYK 0 | 0 | 0 | 0



<Color>

2.2 Brand Gradient

The brand gradient can be used instead of Brand Blue, but only if the area is defined as a background area.

Light Blue

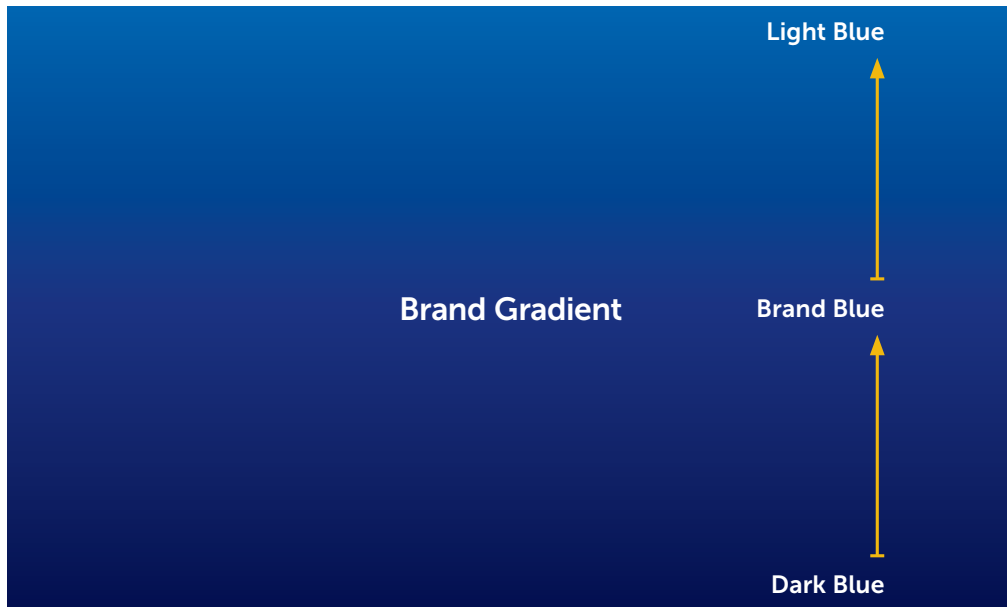
HEX	#0066B2
CMYK	100 60 0 0

Brand Blue

HEX	#1A3281
CMYK	100 90 0 20

Dark Blue

HEX	#020E50
CMYK	100 90 0 60

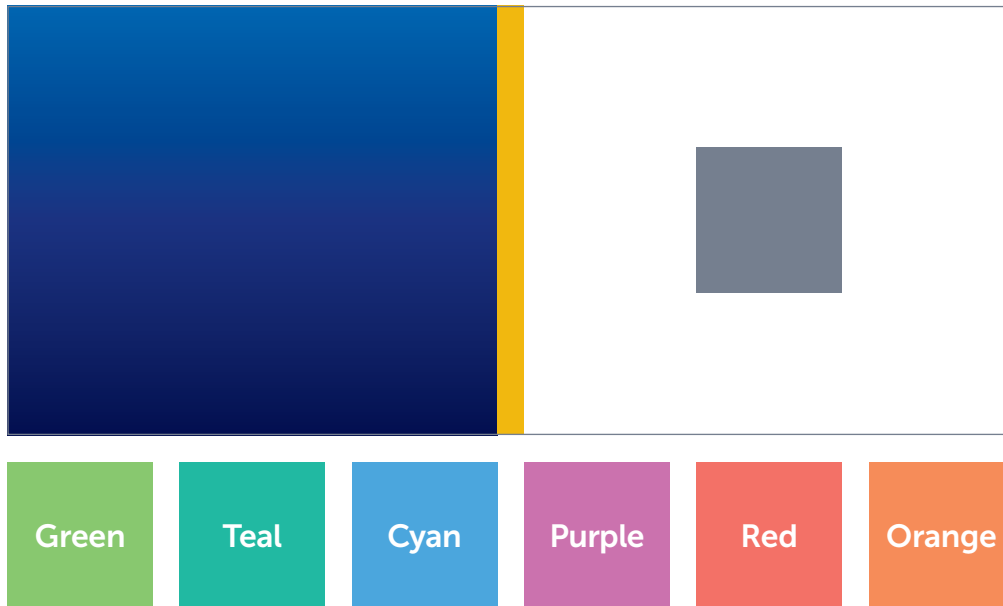


<Color>

2.3 Secondary Color Palette

Secondary colors may be used sparingly, and only when extra differentiation is necessary.

Green	HEX	#88C76F
	CMYK	50 0 75 0
Teal	HEX	#20B9A1
	CMYK	73 0 47 0
Cyan	HEX	#4BA5DC
	CMYK	65 20 0 0
Purple	HEX	#CA71AD
	CMYK	18 67 0 0
Red	HEX	#F27066
	CMYK	0 70 55 0
Orange	HEX	#F58C58
	CMYK	0 55 70 0



3

<Typography>

<Typography>

3.1 Titles

The font family used for Titles is Museo Slab. The characteristic style and format of titles must always be followed.

Titles must be encapsulated by yellow prompts (greater-than and less-than signs). The weight of these prompts must be 700.

The title itself must be either prime blue or white with mixed use of weights 300 and 700. The text set in weight 700 should emphasize the main aspect of the title. If a title consists only of one or two words, the entire title must be set in weight 700.

<Lorem **ipsum dolor**
sit amet estarat>

<Lorem **ipsum dolor**
sit amet estarat>

<Typography>

3.2 Subtitles and Copy Text

The font family used for subtitles and copy text is Museo Sans. Note that this differs from the font family used for headlines.

Subtitles can be set in yellow or white, prime blue if they occur on a white background. Their weight must be 700.

Copy text must be set in weight 300. It is white if set on blue backgrounds, text gray if set on white.

Lorem Ipsum Dolor

Sit Amet Lorem

Lorem ipsum dolor sit
incidunt ut lab et dolore
magna aliqua amet.

Lorem Ipsum

- First
- Second
- Third

Lorem Ipsum Dolor

Sit Amet Lorem

Lorem ipsum dolor sit
incidunt ut lab et dolore
magna aliqua amet.

Lorem Ipsum

- First
- Second
- Third

4

<Signature Stripe>

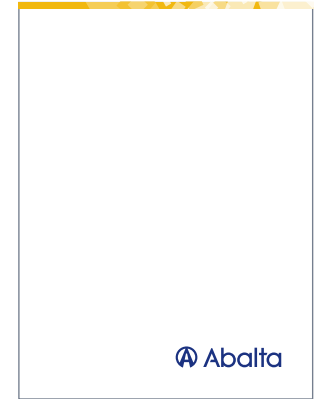
<Signature Stripe>

4.1 Importance

The yellow signature stripe is a key component in Abalta's corporate identity. It must be incorporated into every design. It signals progress, drive, movement and digitization.

The signature stripe can be placed in many ways – but it must always point forward, with the lighter end toward the logo or the reading direction if the logo is not present.

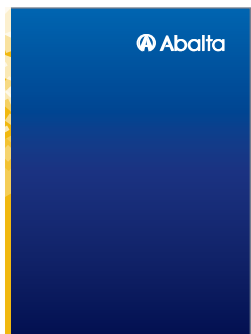
The signature stripe



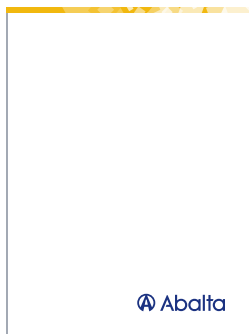
Please proceed to the next page for a guide on how to place the signature stripe.

<Signature Stripe>

4.2 Placement



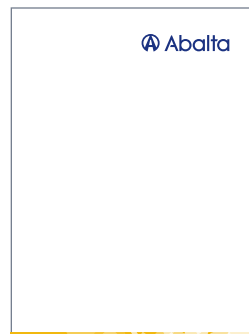
*Stripe pointing
upwards toward
the logo*



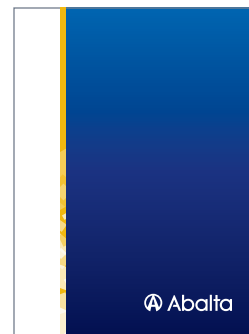
*Stripe pointing right
toward logo*



*Stripe pointing
downwards toward
the logo*



*Stripe pointing right
toward logo*



*Stripe dividing
blue and white
backgrounds,
pointing downwards
toward logo*



*Stripe dividing
blue and white
backgrounds,
pointing right
toward logo*

5

<Imagery>

<Imagery>

5.1 Speed

Speed expresses a key point of the Abalta brand. There's a need and a desire for speed. And Abalta can deliver – whether it's a speedy project turnaround or a product that makes things easier and speeds things up.

Photography expressing the aspect of speed should be blended with prime blue.



<Imagery>

5.1 Travel

Travel is enabled by Abalta. From a bird's eye view, you can pinpoint the many different ways of interaction, locality, and detail.

Photography expressing the aspect of travel should be blended with prime blue.



<Imagery>

5.1 Magic

Abalta creates and enables magical experiences. Experiences that are forward-thinking and futuristic.

Photography expressing the aspect of magic should be blended with yellow.



6

<Examples>

<Examples>

6.1 Website

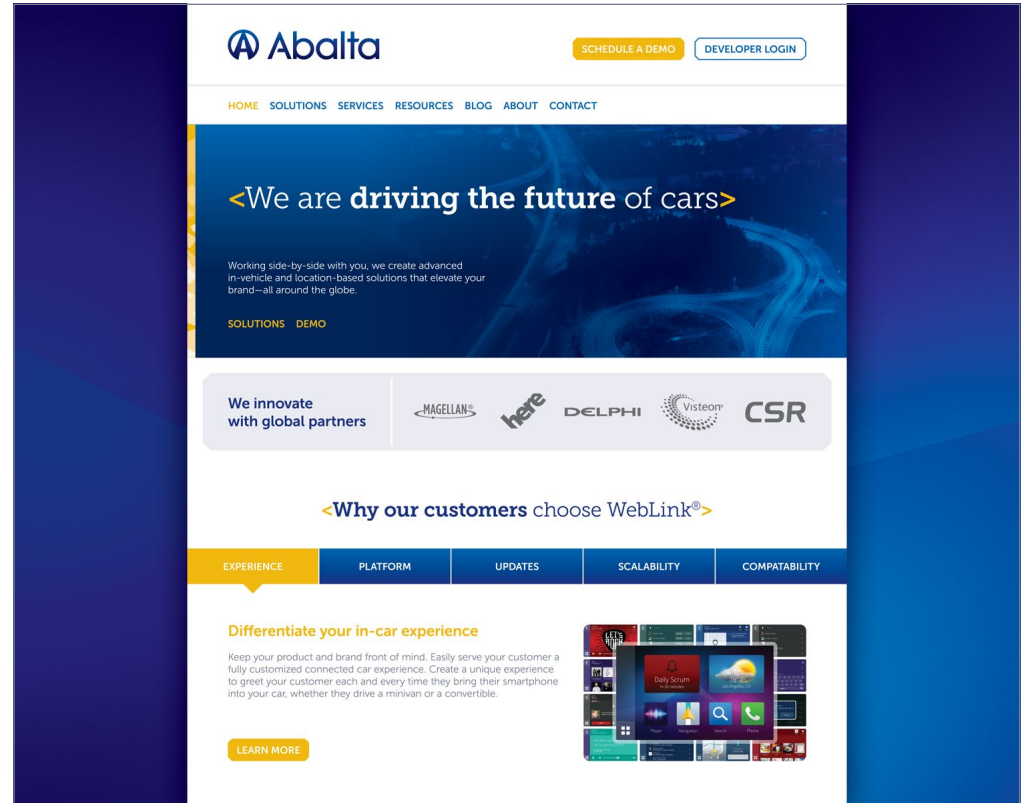
6.2 Ads

6.3 Show Booth

6.4 Business Cards

6.5 Stationary

6.6 App Icon



<Examples>

6.1 Website

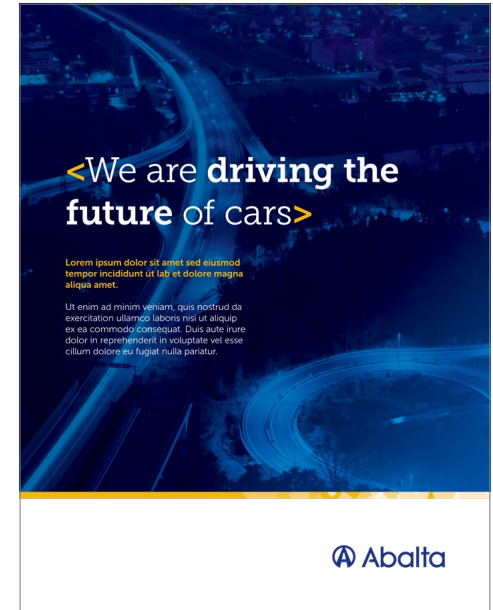
6.2 Ads

6.3 Show Booth

6.4 Business Cards

6.5 Stationary

6.6 App Icon



<Examples>

6.1 Website

6.2 Ads

6.3 Show Booth

6.4 Business Cards

6.5 Stationary

6.6 App Icon



<Examples>

6.1 Website

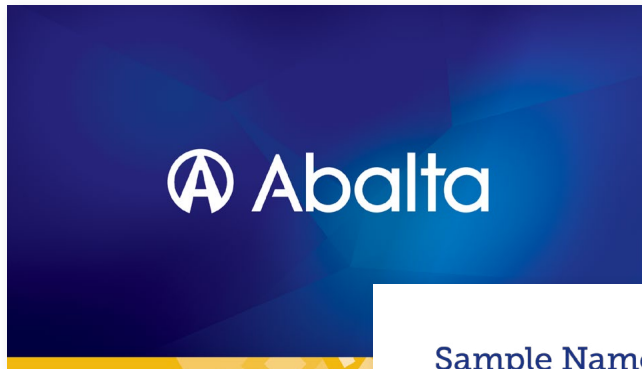
6.2 Ads

6.3 Show Booth

6.4 Business Cards

6.5 Stationary

6.6 App Icon



Sample Name

Title Example

Office: +1 (555) 987-654 x321

Mobile: +1 (555) 123-4567

Email: info@abaltatech.com

Abalta Technologies, Inc.

Web: www.abaltatech.com

Twitter: @abaltatech



<Examples>

6.1 Website

6.2 Ads

6.3 Show Booth

6.4 Business Cards

6.5 Stationary

6.6 App Icon



<Examples>

6.1 Website

6.2 Ads

6.3 Show Booth

6.4 Business Cards

6.5 Stationary

6.6 App Icon



Abalta

<Contact>

Questions? Get In Touch.

Thank you for following the Abalta Brand Guidelines with your creative work. If there is anything else you would like to know, please get in touch. We're here to help.

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