POWER⊗FLEET®

People Powered IoT

Brand Guidelines

Contents

The Logo

This is the Powerfleet logo. The custom mark emphasizes the name while adding a human element to the logo. The logo is a specific lockup and should never be altered in any way. Use the color guide when choosing a color for the logo.

Use of the registration symbol should be used in the first prominent use of the logo, but not subsequent uses thereafter.

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Choosing a Logo

These are the Powerfleet logo options. There are 6 different color variations to allow flexibility for various applications. Always use the version best suited for clarity and readability.

On lighter backgrounds use logo 1, 2, or 3.

For darker backgrounds use logo 4 or 5.

For grey backgrounds only use logo 6.

If overlaid on an image use logo 1, 2, or 4.

1   POWER☗FLEET®

2   POWER☗FLEET®

3   POWER☗FLEET®

4   POWER☗FLEET®

5   POWER☗FLEET®

6   POWER☗FLEET®

Logo with Tagline

This is the Powerfleet logo with tagline lockup. "People Powered IOT" is a dual reference to both the people at Powerfleet that are powering your Internet of Things data collection through their knowledge and understanding, as well as the people using Powerfleet technology being empowered to do their jobs well and live their best lives.

The tagline should be title cased and centered under the logo. The tagline should always appear in the same color as the logo. For legibility II Vorkurs Medium is used.

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The Mark

This is the Powerfleet mark. It is a strong and humanistic visual representation of the brand. It can be used creatively in many ways including large, small, with photography or as a background accent. See Brand Applications for examples.

Photography Masking

The Powerfleet mark can be masked with a photograph. It offers a unique and branded way to show the mark and the image. When possible align the subject of the image in the center of the circle.

Clear Space Requirements

Use the mark within the logo as a clear space measurement. Never position text, graphics or other elements within the clear space- with the exception of the Logo + Tagline lockup.
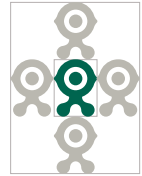
Minimum Size Requirements

The Powerfleet logo must conform to the regulations for both print and digital applications. Never apply the logo smaller than the minimum size specifications (in print or digital application).

For printed pieces, use logo artwork that is at least 300 dpi in a .jpg or .tif format. For digital applications, use logo artwork that is at least 72 dpi.

POWER FLEET®
.75 in - 55 px

POWER FLEET®
People Powered IoT
1.35 in - 96 px

.1 in - 8 px
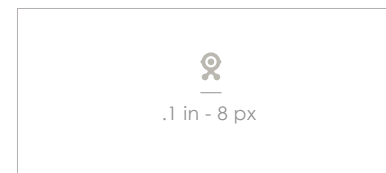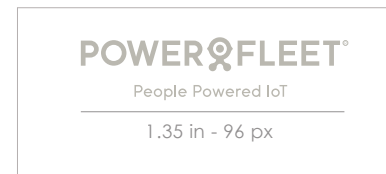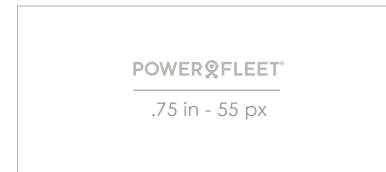
Do's

DO choose the correct color and follow color overlay rules.

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DO make the logo clear and legible on it's background.

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DO mask images into the mark.

Dont's

X DON'T choose an incorrect color.

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X DON'T make the logo difficult to see on it's background

POWER⦿FLEET

X DON'T mask images into the logo.

POWER⦿FLEET®

X DON'T warp the logo: squish, tilt, effect, etc.

POWER⦿FLEET **POWER⦿FLEET** **POWER⦿FLEET**

Placement of Logo

The Powerfleet logo should be displayed in the corners of a layout OR where there is negative space so that the logo is clearly legible. The logo should always adhere to clear space rules.
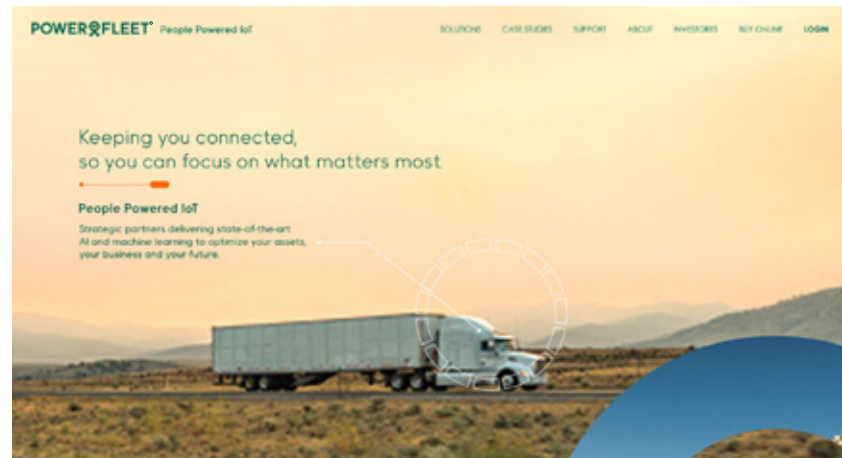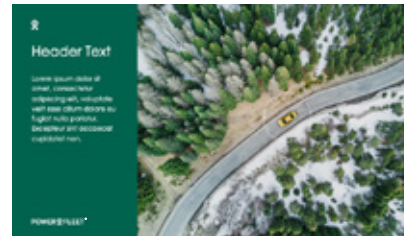
Subsidiary Logos

The Powerfleet logo will be displayed with subsidiary logos such as Pointer by Powerfleet. While working with subsidiary logo lock-ups different colors are allowed to be applied to the Powerfleet logo. The Powerfleet logo should be displayed proportionally correct and smaller than the main logo. See Pointer for examples of franchise logo lock-ups.

MiX by Powerfleet

The MiX by Powerfleet Logo. This logo symbolizes the transition from a traditional telematics business to an AIoT SaaS market position. Effective April 2nd 2024, this will be the official, global brand for the legacy MiX Telematics brand.

Event Logos

Powerfleet hosts both internal and external events that require unique identities tied to the core brand. While working with event logos, typography and color usage may vary slightly from the core brand (letter spacing, font-weight, use of gradients, etc.) but must still remain in alignment with brand colors and brand fonts.. See Heartbeat and PowerPlay logos for examples of event logos.

Color Palette

#BBB9B2
R187 G185 B178
C27 M22 Y27 K0
PANTONE 178-2 C

#7CDAE1
R124 G218 B225
C46 M0 Y15 K0
PANTONE 121-5 C

#FFD561
R255 G213 B97
C0 M16 Y73 K0
PANTONE 10-6 C

#00644E
R0 G100 B78
C90 M37 Y74 K27
PANTONE 135-8 C

#485FDF
R72 G96 B223
C77 M67 Y0 K0
PANTONE 104-8 C

#F37224
R243 G114 B36
C0 M69 Y97 K0
PANTONE 30-8 C

Color Usage

This color usage guide shows which colors are allowed to be used as backgrounds and which colors are allowed to be overlapped. White can be added to any color combination (as a background or foreground color) with the exception of light blue.

Black and White

The logo should only displayed in black if it is requested specifically for black and white usage, and should only be used on white background. However, white logos may be used ontop of colored backgrounds and images but must be legible.

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ADA Web Compliance

The Americans with Disabilities Act (ADA) requires the colors used as background and foreground text be high contrast. The Powerfleet colors have been run through the ADA compliance checker and the chart indicates color combinations that pass with the Powerfleet mark. Combinations that do not pass are marked with an X.

	#00644E	#485FDF	#BBB9B2	#7CDAE1	#FFD561	#F37224	#FFFFFF
#00644E	X	X	X	X	✓	X	✓
#485FDF	X	X	X	X	X	X	✓
#BBB9B2	✓	X	X	X	X	X	X
#7CDAE1	✓	✓	X	X	X	X	X
#FFD561	✓	X	X	X	X	X	X
#F37224	X	X	X	X	X	X	X
#FFFFFF	✓	✓	X	X	X	X	X

I am a headline.
My name is II Vorkurs Light.

-5 KERNING
AUTO LEADING

I am a sub-headline.
I am also II Vorkurs Light,
but I am half the size.

I am a paragraph and my name is Century Gothic Regular.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut la oreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriu re dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

+5 KERNING
+2PT LEADING

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abcdefghijklmnopqrstuvwxyz
(„;?!£$&@*) 0123456789

Century Gothic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!£$&@*) 0123456789

Photography

The Powerfleet photography is a mixture of lifestyle and IoT solutions. Both incorporate wide landscape shots and explore a variety of perspectives including eye level photography, close-ups, and epic aerial compositions. Lifestyle images should give a feeling of living in the joy of a real moment. Powerfleet photography should represent it's global market by showing diversity in people, places and products.
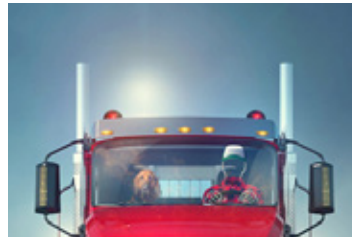
Photography

DONT'S

Some things to avoid when choosing photographs:

- Over edited or fake effects
- Unnatural poses
- Unnatural lighting
- Unfriendly/unnaproachable subjects
- RAW (unedited) photos
- Low-Resolution photos that appear blurry

Graphic Assets

The graphic assets represent movement and technology and are layered on photographs and backgrounds. They represent technology, being connected, and moving forward. They should be used as small accents that emphasize a word, part of a sentence, or a subject in a photograph. They can be used in different brand colors, styles with varying opacities to work within the design.

Brand Applications

The following examples show how the branding can be applied in different contexts. Use pages 16-18 for inspiration when designing with the logo, typography, color, photography and graphic assets as they are all represented correctly in these examples.
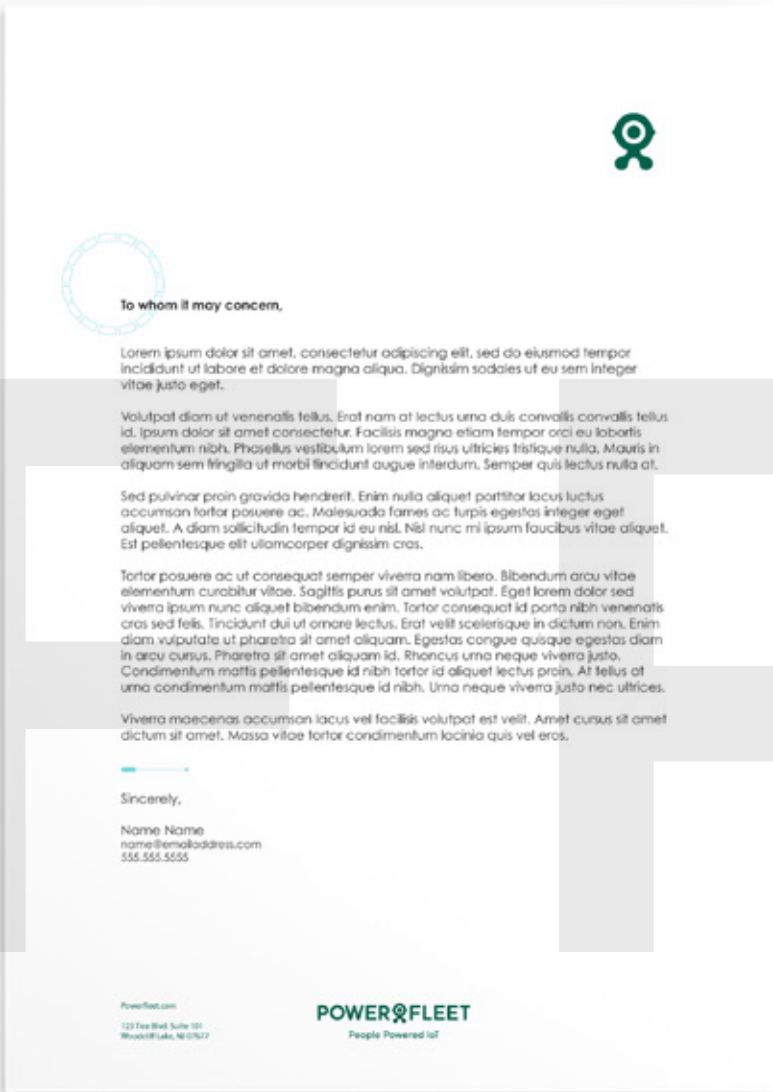
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POWER FLEET

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Header Text

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POWER FLEET

Keeping you connected,
so you can focus on what matters most.

People Powered IoT

Header Text

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POWER FLEET

Header Text

Subhead Text

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Subhead Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, voluptate velit esse cillum.

POWER FLEET

Divider Slide

POWER⊗FLEET®

People Powered IoT

Thank you.

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