

zoleo™

brand guidelines

brand guidelines

rules are meant to be broken,
but our guidelines are provided to **direct you**
and **inspire you** to build a
cohesive look and repetition.

our people, our brand



positioning statement

primary target:

for the frequent fringer who lives/works in remote areas with little/no cell coverage, only ZOLEO™ offers a connection you can trust, keeping the rest of the world just a message away...

primary target • frequent fringer

Frequent Fringer	Group Descriptions
DESCRIPTION	35-45, Male, married (may or may not have children), who have intermittent coverage but rely on contact with others for business while also seeking the ability to communicate with family and significant others regularly. May send +30 text messages/day via smart phone as a preferred method of quick communication.
THEIR NEEDS	<p>Personally: Leading the unrestricted outdoor/active lifestyle they enjoy, while providing peace of mind for their loved ones.</p> <p>Professionally: Wanting to appear "always accessible"; Reliability, professionalism, accountability.</p>
THEIR ENEMY	Causing unwarranted distress for their loved ones, being unprepared. Unorganized communication and missed business opportunities (need +160 characters per text to communicate most effectively).
INSIGHTS THAT TELL THEIR STORY	<ul style="list-style-type: none"> • "If you don't hear from me by 4pm, here is my route, send for help" (old way), caused panic all day long. • Seasonal lone workers who value checking in personally/professionally to feel connected. • Professions, such as guiding or logging, that require regular, extended trips into remote areas. • Being outdoors is a sense of enjoyment and escape, but can't enjoy it as often as they like in case business needs arise.
HOW ARE THEY BUYING TODAY	Not buying today, or using inReach paired with phone. Spot device + satellite phone for emergency.
WHAT DO THEY THINK NOW?	"I recognize that peace of mind is worth the price of these devices, and/or I have found workarounds for the pain points that exist in messaging outside of cell coverage".
WHAT DO WE WANT THEM TO THINK / DO TOMORROW	Stop settling and paying more for features you don't need when ZOLEO™ enables you affordable, reliable, seamless coverage no matter where you are.

positioning statement

secondary target:

for the weekend wanderer's travel, adventure and experiential use, only ZOLEO™ lets you get a breath of fresh air, knowing that your bridge back to the world is only a message away...

secondary target • weekend wanderer

Weekend Wanderer	Group Descriptions
DESCRIPTION	Men and women 23-40, outdoor enthusiasts who crave the idea of exploring remote locations and do so today without a device either due to lack of awareness or price point.
THEIR NEEDS	<p>Personally: Leading the unrestricted outdoor/active lifestyle they enjoy, while responsibly providing peace of mind for their loved ones.</p> <p>Professionally: Wanting to appear "always accessible"; Reliability, professionalism, accountability.</p>
THEIR ENEMY	Causing unwarranted distress for their loved ones, being unprepared. Unorganized communication and missed business opportunities (need more than 160 characters).
INSIGHTS THAT TELL THEIR STORY	<ul style="list-style-type: none"> • "I don't venture to places I want to explore because I worry what would happen in case of emergency" • True freedom isn't being completely unplugged, its being unplugged with a lifeline back - just in case. • I have borrowed or carried other devices in the past, but haven't spent the money to use one regularly... though I know its probably a good idea.
HOW ARE THEY BUYING TODAY	Buying today, using Spot, or a satellite phone.
WHAT DO THEY THINK NOW?	"I have found workarounds to not feel "at risk" when I venture out of cell range but recognize there is a better way, and that peace of mind is probably worth the price -- it's just a lot of money"
WHAT DO WE WANT THEM TO THINK / DO TOMORROW	Stop settling and paying more for features you don't need when ZOLEO™ enables you affordable, reliable, seamless coverage no matter where you are.

for seamless connectivity when venturing beyond cellular coverage,

only ZOLEO™ offers affordable, easy-to-use global messaging and safety support you can count on.

that's because ZOLEO™:

1. is the most cost-effective device operating on the Iridium network, for truly dependable global coverage.
2. transmits messages via cell or satellite as needed ensuring receipt and delivery, with a user-friendly app.
3. enables incoming as well as outgoing messages with one identifiable number your contacts can store.
4. is supported by flexible and affordable rate plans, that you control.

our promise

reliable messaging,

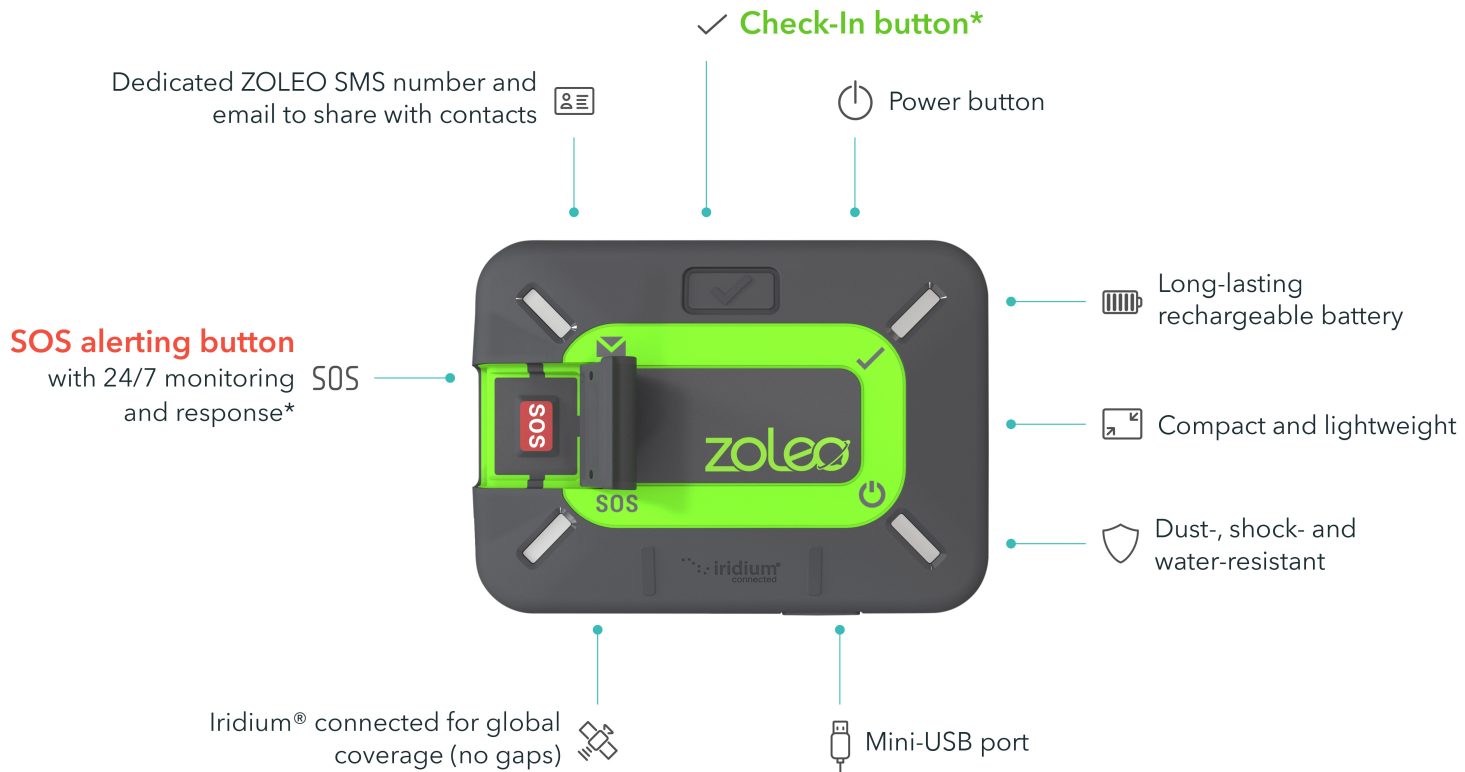
remarkable **service** for a **connection**

that you can count on.

zoleo™

Count on your connection.™

hardware and product features



*Check-in or send an SOS alert directly the ZOLEO device, or via the ZOLEO App on your phone/tablet.



zoleoTM Count on your connection.™



zoleoTM

Count on your connection.TM

The logo features the word 'zoleo' in a bold, lowercase, sans-serif font. The letter 'o' at the end is stylized with a satellite orbit line. Below the logo is the tagline 'Count on your connection.' in a smaller, lowercase, sans-serif font. A large, faint, dark grey version of the logo and tagline is visible in the background.

logo with tagline

when speaking to the consumer

zoleo™

logo without tagline

internal use, primary packaging, and product

minimum logo size

we want our brand to stand out.

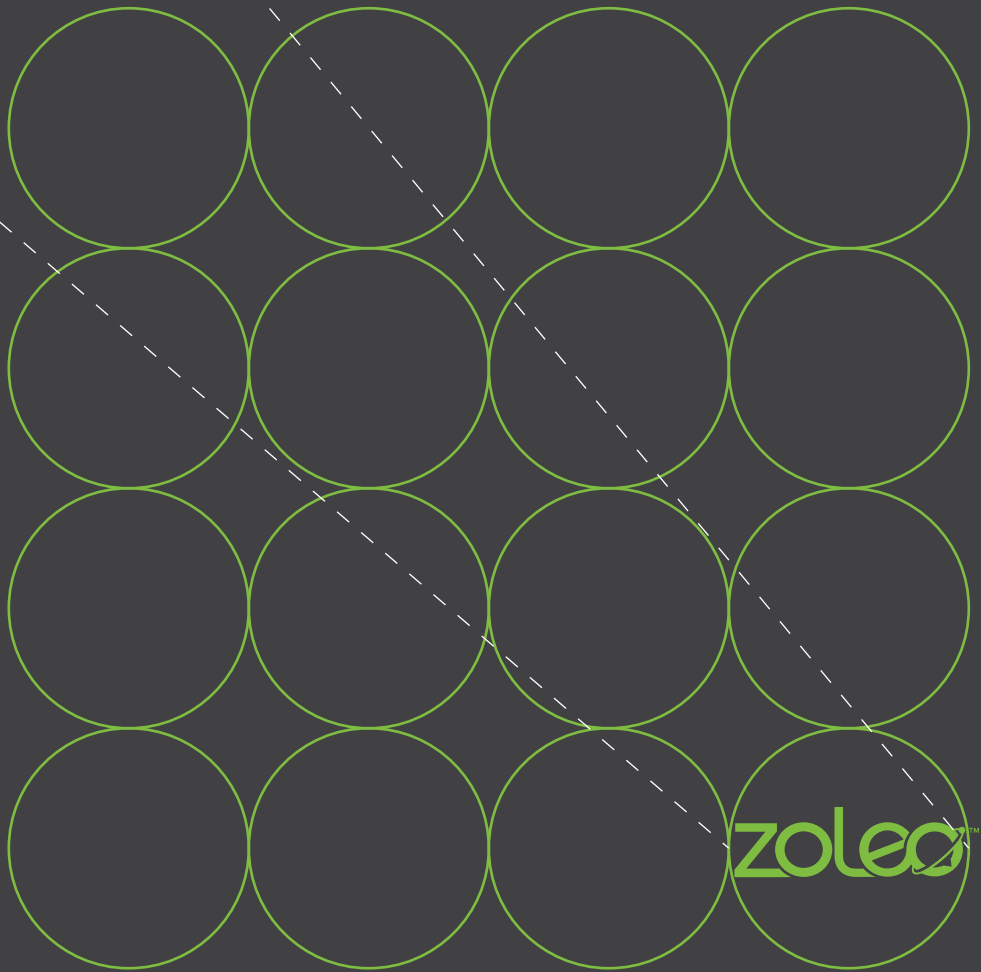
execute and **reproduce** larger or equal to the

established minimum size to ensure our

brand mark is never smaller than what

can be clearly **reproduced** in digital or print.

zoleo™



clear space

our **brand** needs to be easily seen,
so don't crowd it. Our **logo** must be free of
other graphic elements. The **minimum**
required clear space is defined by the
measurement " ● ," as shown.



zoleo™

logo color

our **logo** plays an important role in our
brand communication, so we must be consistent
and use **correct color** at all times.

Primary use = **376 C** on dark or light backgrounds.

Restricted or reproduction quality = **black & white**.

zoleo™

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PMS 376 C



WHITE

zoleo™

zoleo™



PMS 376 C



BLACK

incorrect logo usage

the **ZOLEO™** brand mark is **not** to be modified or altered in any manner.

examples of **incorrect** use are:

- angled
- non approved colors
- distorted in any way, vertical or horizontal
- alterations to any character or design element
- additional shape or holding mechanism

zoleo

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typeface three typefaces have been selected to convey our brand personality and to maintain consistency at all times.

HEADER **HK Grotesk Bold** KERNING VALUE 25
abcdefghijklmnopqrstuvwxyz
0123456789

SUBHEAD **HK Grotesk SemiBold** KERNING VALUE 25
abcdefghijklmnopqrstuvwxyz
0123456789

TEXT **HK Grotesk Regular** KERNING VALUE 25
abcdefghijklmnopqrstuvwxyz
0123456789

color pallet



when **creating** content or **representing**
our brand please utilize our color collection.

