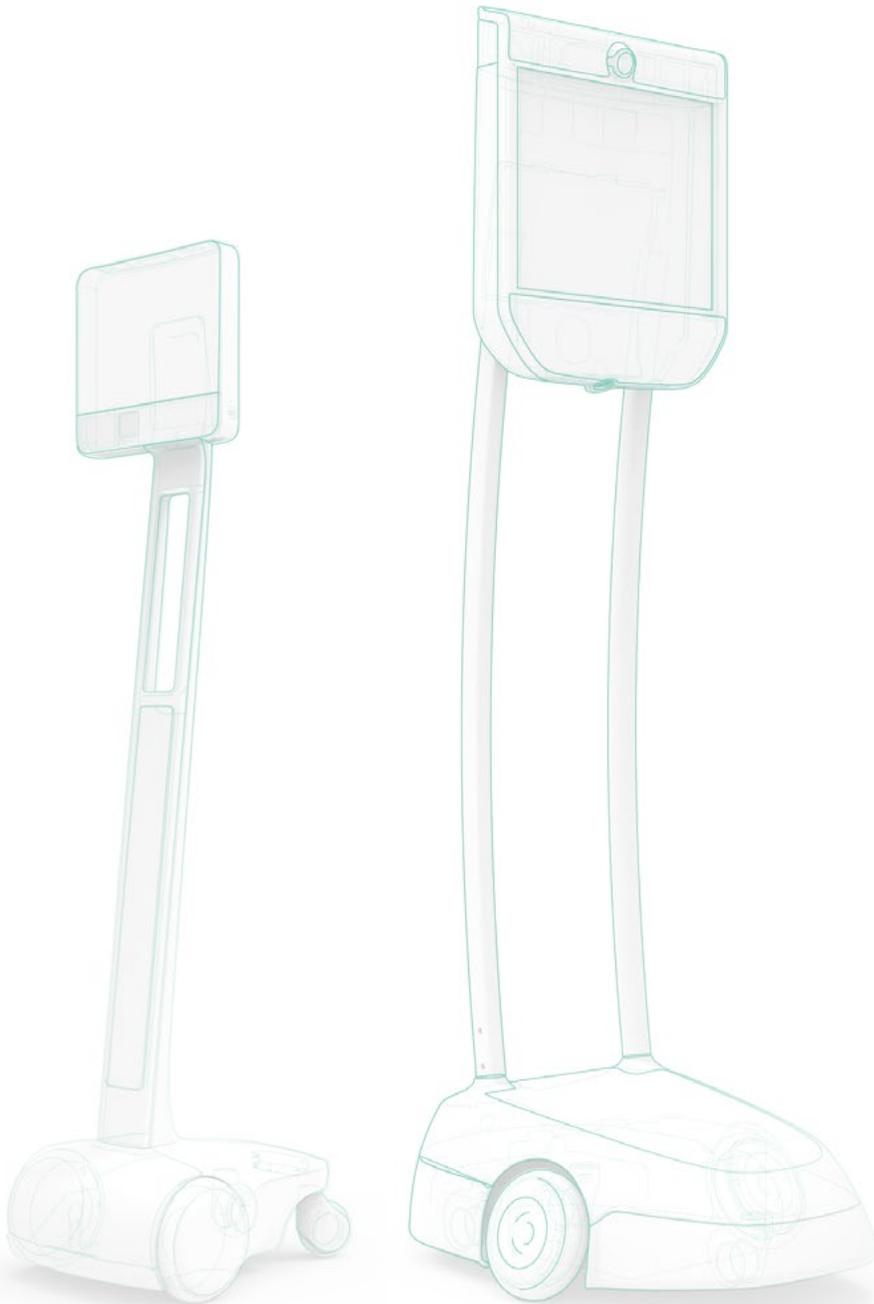


beam[®]

SUITABLE[®]
TECHNOLOGIES



How we look.
Brand Guidelines

Simplicity is the
ultimate form of
sophistication.

Leonardo da Vinci

This is a guide to the basic elements that make up our brand. It will help you gain familiarity with us.

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What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It serves to increase recognition and influence perceptions of the organization within its target marketplace.

Why use these guidelines?

Suitable Technologies has developed these brand identity guidelines to support maintenance of company integrity through appropriate and consistent depiction and expression of our brand ethos across different applications and markets.

We developed our product logo carefully and it is vital to our identity. Please treat it with the respect it deserves.



beam®

The Product Logo

The Beam logo incorporates simple, Bauhaus-inspired letterforms to convey the simplicity embodied by the brand.

As customers know us by the product name, this logo is the default choice for most applications by Suitable Technologies employees or outside partners.



Exclusion Zone:

a little elbow room to help us stand out.

The minimum exclusion zone margin for all our company logos extends 1/2 the width of the letter "m" in the logo graphic. With all logos, a clear-space must be maintained on all sides. When our corporate color is used behind the logo it must extend to a minimum of the same dimensions of 1/2 the width of the letter "m" on all sides.

On all sides of the logo, the exclusion zone should be measured from the farthest edge. No element may encroach on this space.

Minimum Size. Bigger is better.

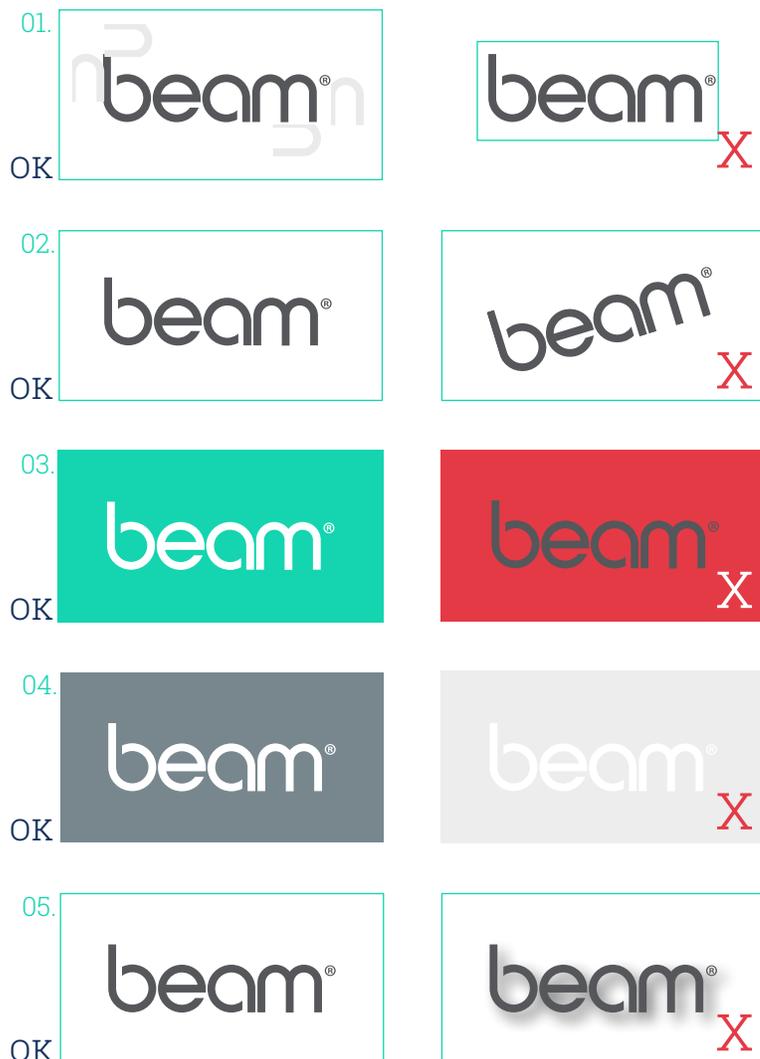
Standard Logos must be a minimum of 0.25 inches in height.

beam® | 0.25" minimum

Help us look good all of the time by ensuring that you're using our logos appropriately.

Not to be bossy, but there are strict standards which guide how you may present our logo.

01. Leave space around the logo. Always allow the logo some room to breathe. Remember that the exclusion zone is a minimum. Leaving more space is even better.
02. Try to use white or neutral backgrounds. **Do not rotate the logo.**
03. If you must place the logo on top of a background color or a photo, use the negative logo. **Avoid clashing colors or busy photos.**
04. Keep it punchy! Ensure legibility by providing adequate contrast. **Avoid pairing logos and backgrounds that lack sufficient contrast.**
05. We love simplicity. **Do not embellish the logo with visual effects such as drop shadows or embossing.**



Get acquainted with the entire family of Beam logos. If you can't find a logo here, you shouldn't use it.

beam®

beam®

beam®

beam®

b

The gray logo version (gray on white, or white reversed when displayed on a bigger gray area) is preferred over black.

To ensure that your audience associates Beam with Suitable Technologies, please display the Suitable Technologies logo on the back cover and/or appropriate copyright line in documents with multiple pages.

A favicon social media and "App" version of the logo is fully achievable, using Beam's "b" enclosed in a gray square.

This is the entire family of Suitable Technologies logos. Familiarize yourself with the allowable options.

There is only a single version of the Suitable Technologies logo.

Limit use of black-filled logos to applications requiring use of a single color on a light background.

Limit use of the Suitable Technologies logo to packaging, print and company-focused digital communications.

Since the Beam logo has greater importance for visual recognition, the Suitable Technologies logo nearly always plays a secondary role.



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Minimum Size:

Logo must be a minimum of 0.250 inches in height.



SUITABLE[®]
TECHNOLOGIES | 0.250" minimum

Rules also govern the presentation of our product logos. It's important that we follow them closely.

Treatment of our product logos should largely align with that for our core service logos.

Limit use of black-filled logos to applications requiring use of a single color on a light background.

Logos for all branded products should include the appropriate "®" designation.

Beam®

beam®



BeamPro®

beam^{pro}®



BeamPro® 2

beam^{pro} 2



Minimum Size. Bigger is better.

Beam® logo must be a minimum of 0.25 inches in height.

BeamPro® logo must be a minimum of 0.25 inches in height.

beam®

| 0.250" minimum

beam^{pro}®

| 0.250" minimum

beam^{pro} 2

| 0.250" minimum

Our colors play a vital role in defining our brand. We're bold, confident, simple and direct.

Suitable Technologies' corporate color palette comprises a core color set and a range of supporting and accent tones.

The palette includes standard Pantone® references to ensure accurate color matching along with CMYK, RGB and HEX values to ensure consistency across different media.

Color Palette

Core

Corporate core colors for our logo, text and headers



pantone: 534 C
cmyk: 100 | 88 | 37 | 29
rgb: 18 | 47 | 91
hex #: 132F5B



pantone: 3385 C
cmyk: 65 / 0 / 45 / 0
rgb: 20 / 213 / 176
hex #: 14D5B0



pantone: 425 C
cmyk: 65 / 56 / 53 / 29
rgb: 85 / 87 / 89
hex #: 555759



pantone: N/A
cmyk: 0 / 0 / 0 / 0
rgb: 255 / 255 / 255
hex #: FFFFFFFF

Supporting

Secondary colors for backgrounds and supporting graphics



pantone: 5455 C
cmyk: 24 / 11 / 12 / 0
rgb: 192 / 208 / 214
hex #: C0D0D6



pantone: 430 C
cmyk: 57 / 39 / 37 / 4
rgb: 120 / 135 / 142
hex #: 78878E



pantone: 663 C
cmyk: 7 | 5 | 5 | 0
rgb: 234 | 234 | 234
hex #: EAEAEA



pantone: 649 C
cmyk: 12 / 3 / 3 / 0
rgb: 221 / 233 / 239
hex #: DDE9EF



pantone: 5477 C
cmyk: 74 / 54 / 51 / 27
rgb: 66 / 88 / 94
hex #: 45585E



pantone: 432 C
cmyk: 78 / 63 / 56 / 48
rgb: 48 / 60 / 66
hex #: 303C42

Accent

Attention-getting colors for limited use



pantone: 367 C
cmyk: 42 / 0 / 89 / 0
rgb: 151 / 240 / 82
hex #: 97F052



pantone: 144 C
cmyk: 0 / 54 / 98 / 0
rgb: 252 / 141 / 24
hex #: FC8D18



pantone: Process Blue C
cmyk: 78 / 42 / 0 / 0
rgb: 0 / 135 / 226
hex #: 0087E2



pantone: Red 032 C
cmyk: 5 / 92 / 74 / 0
rgb: 228 / 58 / 69
hex #: E43A45

Proportional Color Guide



Typography is the backbone
of design.
Getting it right is paramount.

Typefaces. [Print and Online.](#)

Our corporate typeface is Roboto. This font family includes a slab serif and a sans serif version in various weights to support a wide range of applications. The font is available from Google:

<https://fonts.google.com/?query=roboto>

Style.

Text for correspondence and publications should be set in sentence case with flush left alignment. In titles/headings where title case is used (optional), capitalization should align with Chicago style.

Titles and Headings Are Set in Roboto Slab Light. If Using Title Case, Employ the Chicago Style.

Body copy is set in Roboto Light using sentence case aligning left. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam quis nostrud.

Headline Fonts

[Roboto Slab Light](#)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(,;?!£\$&@*) 0123456789

Body Copy Fonts

[Roboto Light](#)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(,;?!£\$&@*) 0123456789

Now let's talk about wording. This is how we should be described.

Do's

"Beam" is both a proper noun and a verb.
When using "Beam" to refer to a product or service, always capitalize it. When referring to the act of using a Beam, utilize "beaming in" or "beam in."

Use Beam Presence® When Describing the Functionality.

Beam's capabilities are so transformative they merit their own vocabulary. Enter Beam Presence, a term that embodies the benefit of video conferencing with mobility. Make your written materials stand out by using Beam Presence at least once, and making sure that you use it correctly. [Note: Beam Presence should be used as a standalone term; avoid use in compound terms such as "Beam Presence system" or "Beam Presence device."]

Always reference Suitable Technologies® in external materials.

When mentioning products outside of the company website and proprietary materials, reference Suitable Technologies®.

For example, use "Beam® by Suitable Technologies®" or "the Suitable Technologies® Beam®" when first mentioning the Beam® in a third-party website, advertisement, article, description, etc.

Always use the correct company name.

At Suitable Technologies, we're just as serious about getting our company name right as we are about our product names. Always refer to us as Suitable Technologies or Suitable Tech (after first using the full company name), while avoiding shorthand names such as "Suitable" or "ST."

Use appropriate terminology when describing the various participants in a Beam video conference.

Suitable Technologies uses specific names to identify different participants in a Beam video conference. We prefer that you use them consistently:

Beam operator(s): pilot(s)

Person(s) interacting with the Beam: local(s)

Call Beam a telepresence device, not a robot.

It is extremely important that you strictly limit use of "robot" when referring to the Beam device. Although Beam incorporates some pretty cool robotics technology, it differs from a robot because it MUST be operated by a person. So, you should generally refer to Beam as a telepresence device (which functions as part of a telepresence system), while using terms like robotic telepresence or telepresence robot only occasionally for SEO purposes. Finally, never employ the standalone term "robot" to describe Beam.

All of our products have exact names and styling.

When mentioning the Beam family of products, always use the following:

Beam®

BeamPro®

BeamPro® 2

Beam® App (our pilot control application)

Beam® Charging Dock

BeamPro® Charging Dock

BeamPro® 2 Charging Dock

Wording.

Dont's

Avoid use of non-standard or outdated terminology.

Beam Presence® device, Beam Presence® system, etc. - avoid use of Beam Presence® in compound terms. [but what about Beam Presence® technology ? ... we use that in MS Store press release]

Beam Pro / Beam Pro 2 - do not write BeamPro as two words

BeamPro2 - always leave a space between "BeamPro" and "2"

BP - do not use this abbreviation to describe the BeamPro

BP2 - do not use this abbreviation to describe the BeamPro 2

Bot - do not use this term to describe the Beam

Remote Presence or Smart Presence™ - Although you may encounter references these terms in older materials and press releases, they are being phased out along with similarly outdated terminology.

Robot - avoid any use of this term as a standalone when describing the Beam

That's just a start.
Here are a few more things
that you should know.

Brand Design Style

Adopting elements of the Swiss Style (aka International Typographic Style) assists with implementation of a clean, legible system in diverse media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

In addition, appropriate use of negative space is crucial in layouts, both within and surrounding text/images.

Use dark gray body text unless reversed copy is more appropriate for legibility. Limiting color use to the corporate palette will strengthen our brand message.

Support Graphics

Use of logo-derived elements as standalone support graphics is acceptable in situations not requiring use of the complete logo

Suitable Technologies utilizes simple infographics consisting of human-like silhouettes interacting with our product. When appropriate, these illustrations should be employed to effectively reinforce particular subjects.

Avoid use of large, distracting or extraneous graphic elements (e.g., banners, ribbons and arrows) since these items diminish the simplicity, quality and value of our brand.

Photographic Style

In general, we suggest that photography be full color and characterized by warmer tones in order to complement the cooler color spectrums we utilize to represent our brand. Alternatively, use a single color from the corporate palette to replace white or black within images, creating an understated duo-tone appearance.

All photography must be of high quality. Images must be clean, crisp and in focus, while depicting subject matter of high relevance to our organization. Note that Suitable Tech prefers images that show the front of the Beam device with the pilot clearly visible in the display, preferably communicating face-to-face with the local(s).

Website and Social Media

Optimally, Suitable Technologies' online communications should utilize our color palette and text should be of high contrast to the background for easy readability. Please use generous amounts of white space.

Aligning with this style will promote consistency in the online brands of Suitable Technologies and Beam.

Need some examples of appropriate style?
We have you covered.

Photography



Support Graphics



Note on Photographing the Beam:
Take a moment to adjust the exposure of the Beam screen separately from the background to make it look as good as in real life. In extreme lighting situations, it may be necessary to shoot pilot images independently and use an image editor such as Adobe Photoshop to create a composite photo that accurately depicts the superior visual experience with Beam.

We've provided you with a checklist, so that you can confirm that you've done the job correctly.

01. Logos

Only use logos that are complete and created from original digital artwork. Please verify that the version of the logo that you have chosen is appropriate for the application and complies with the minimum size and exclusion zone requirements.

02. Backgrounds

The logo should not be superimposed on low-contrast colors or cluttered images.

03. Graphics

Confirm that supporting graphics or graphic elements do not marginalize, overlap or overpower the logo.

04. Typography

Verify appropriate use of our corporate typefaces where applicable.

05. Design

Keep it simple and clean

Final thoughts.

Always refer third parties or collaborating partners to these Brand Guidelines.

When in doubt, carefully review this document, as it contains all the guidance that you require. We only expect you to maintain a healthy respect for our branding, and we've created a flexible system that won't stifle your creativity.

THIS DOCUMENT MAY BE AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST. PLEASE CONTACT OUR MARKETING DEPARTMENT FOR FURTHER DETAILS.

Suitable Technologies, Inc.

Email. comm@suitabletech.com

Web. www.suitabletech.com

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