

BRAND & IDENTITY KIT

Guidelines for the IoT mark, colour, type and application

Version 1.0 · 2026

Brand Story



A cube that listens. Waves that speak.

The IoT mark pairs a three-dimensional device (the "thing") with signal waves (the "internet"). Together they express one idea: everyday objects, intelligently connected.

- **Connected**
  Reliable, always-on communication between devices.
- **Clear**
  Simple geometry that reads at any size or distance.
- **Open**
  Friendly, rounded forms that make technology approachable.

Logo Anatomy



Signal waves

Two arcs: connectivity and data in motion.

Cyan & orange faces

Two colour accents suggest data in / data out.

Device cube

Rounded isometric body: the connected "thing".

Wordmark

Heavy rounded sans, tightly tracked, upper-case.

Logo Versions



Primary

Default. Use on white or light backgrounds.



Reversed

For Midnight or dark photography.



On Cyan

Reversed mark when brand cyan is the field.

Clear Space & Minimum Size



Clear space

Keep a margin of "X" on every side, where X equals the width of the cube's side-face outline stem plus its inner panel (about 19% of the logo height). No text, edges or imagery may enter this zone.

Minimum size



Full logo
Print ≥ 18 mm · Digital ≥ 72 px tall



Symbol only
Print ≥ 8 mm · Digital ≥ 24 px tall

Colour Palette

Midnight

HEX #000033
RGB 0 · 0 · 51
CMYK 100 · 100 · 0 · 80

Primary · text, mark, dark fields

Signal Cyan

HEX #33C5F3
RGB 51 · 197 · 243
CMYK 79 · 19 · 0 · 5

Primary accent · links, data, highlights

Spark Orange

HEX #F7971D
RGB 247 · 151 · 29
CMYK 0 · 39 · 88 · 3

Primary accent · calls to action, alerts

Supporting neutrals

Cloud
#F2F6FA

Mist
#DCE4EE

Slate
#5B6785

White
#FFFFFF

Suggested usage ratio



Midnight 40 · White 35 · Cyan 15 · Orange 10

Typography

Aa

Poppins

Google Fonts · Open Font License · free for print and web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Display / H1	Bold 32/38	**Connect everything.**
Heading / H2	Bold 20/26	**Smarter devices, simpler lives**
Subhead	Medium 14/20	Real-time insight from every sensor
Body	Regular 10.5/16	Our platform securely links devices, gathers data and turns it into action.
Caption	Light 8.5/12	Figure 1. Device uptime across 12 months.

Fallbacks: Arial / Helvetica Neue (documents), system-ui (web).

Logo Usage



Use on white or light neutrals



Use reversed on Midnight



Keep it upright and in proportion



Don’t stretch or squash



Don’t recolour the mark



Don’t rotate or tilt



Don’t add shadows or effects



Don’t use on low-contrast fields



Don’t crowd or overlap the logo

Graphic Elements



Signal arcs

Concentric round-capped arcs echo the wave in the logo. Use as backgrounds, dividers and section openers; crop boldly, keep one arc in orange at most.



Cube grid

Hexagons mirror the isometric cube silhouette. Use for patterns, data-visual tiles and empty states, drawing mostly from Mist with sparse accents.

Applications





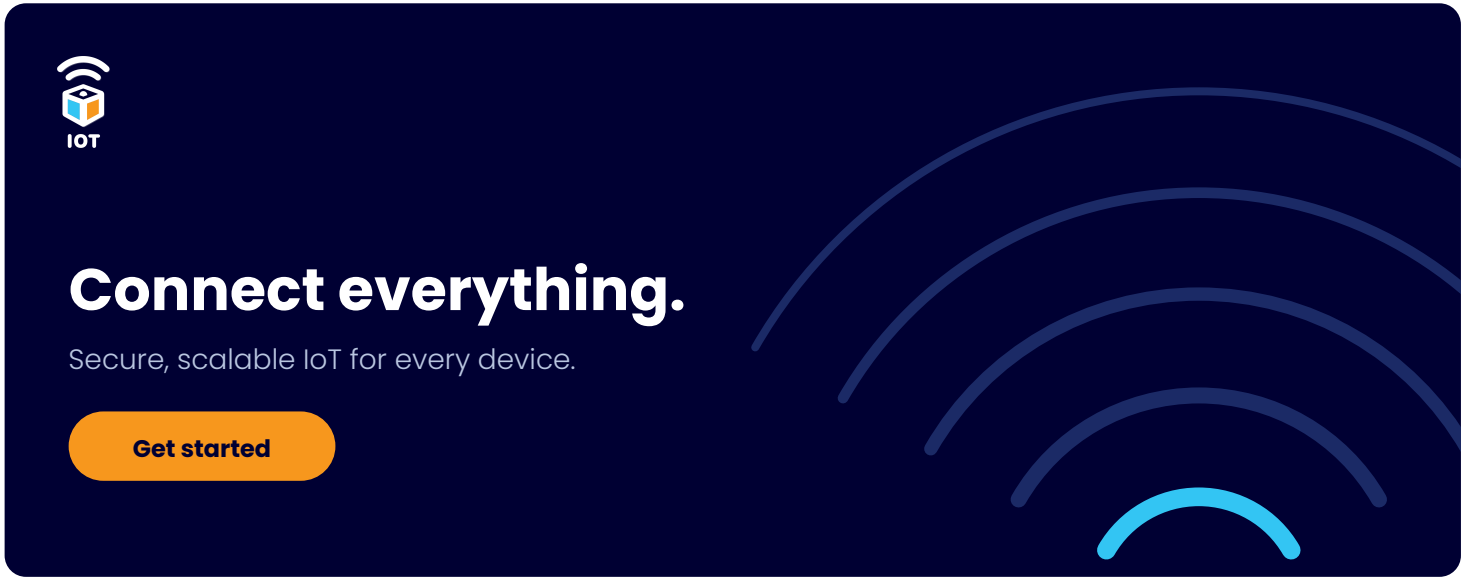
Business cards · 85 × 55 mm



App icon · social avatar



Letterhead · A4



Website hero

Voice & Messaging

Clear

We explain connected technology in plain language. Short sentences, concrete outcomes, no jargon for its own sake.

Confident

We know our craft and say so calmly. Lead with proof (uptime, scale, results) rather than hype.

Helpful

We are practical and friendly. Every message should move the reader one step closer to getting something done.

Sample taglines

- Connect everything.
- Every thing, intelligently connected.
- From device to decision.
- Make the physical digital.



IOT

Questions about the brand? brand@iot.example

Please use only approved logo files. Do not recreate the mark.