Loc8

Corporate Style Guide

Identity and brand standards

Version 3.1 | August 2018

Introduction

The purpose of this document is to establish and maintain a strong and consistent style for the Loc8 brand. It is recognised that there will be materials produced which are outside these guidelines, but the general format should be followed wherever possible. If you have any questions with regard to any of the information presented in this guide, please email the marketing department via marketing@loc8.com.

Take control of your business

Whether you own or manage assets, you need an effective asset maintenance tool that gives you total control and visibility of your asset estate.

Alternatively, if you are a service provider or a subcontractor you want a powerful yet easy-to-use mobile job management & maintenance control tool, perhaps with a customer help desk feature for managing your reactive maintenance calls.

Welcome to Loc8

Our configurable and feature-rich platform, Loc8, is a unique solution that seamlessly combines asset management, planned and reactive maintenance with field service management, delivered online and through our intuitive mobile applications.

Confidently used by businesses large and small around the globe, Loc8 is renowned for its easy integration with a wide range of other third party platforms, saving our users valuable time and expense by automating many business processes.

About Loc8

Established in 2011, with a corporate lineage dating back over the preceding decade, Loc8 is a specialist software developer and vendor dedicated to its in-house 'Loc8'-branded technology platform.

The Loc8 platform comprises of a suite of highly configurable, web browser and mobile device solutions for the management of all tasks involving: assets; incidents / faults; reactive & scheduled maintenance management; field service job / work order management; and mobile workforce management.

Although Loc8 is an Australian company with headquarters in Melbourne, the company has a global reach. Loc8 is active across a broad range of industries as diverse as: commercial & public facilities management; transportation & logistics; resources, energy & mining; education; performing arts & entertainment; traffic management health; manufacturing; retail; defence and government.

Loc8 can be delivered through the company's own online public cloud service, its enterprise private cloud service, or as a traditional software solution installed on customers' own hardware.
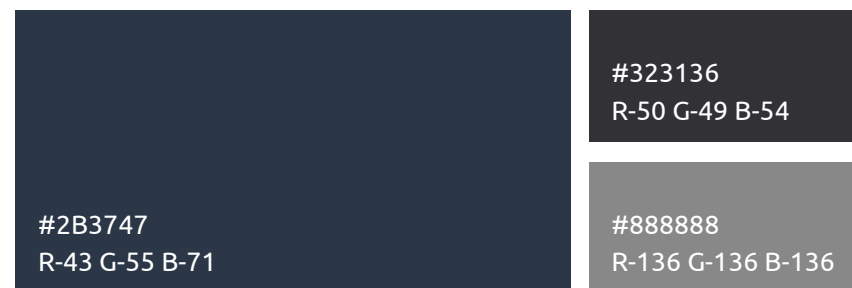
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Corporate colours

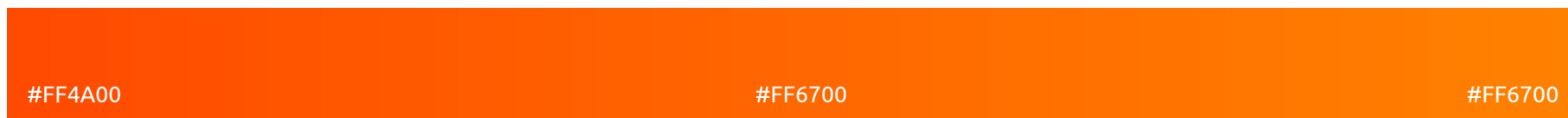Loc8's primary colour is the bright orange displayed below.

Primary *Buttons & Links*

#FF4A00
R-255 G-74 B-0

#FF6700
R-255 G-103 B-0

#FF8200
R-255 G-130 B-0

Dark *Headings & Paragraphs*

#323136
R-50 G-49 B-54

#2B3747
R-43 G-55 B-71

#888888
R-136 G-136 B-136

Orange Gradient *Borders and Backgrounds*

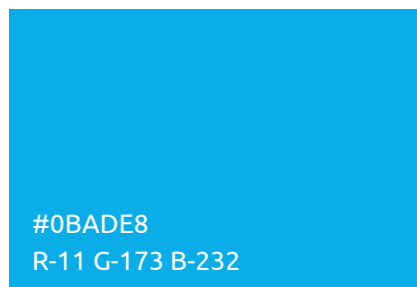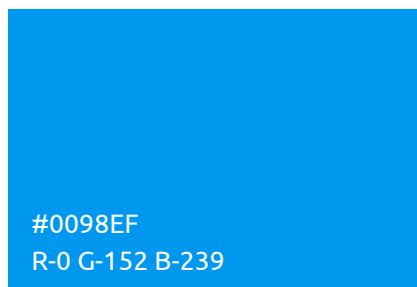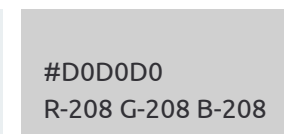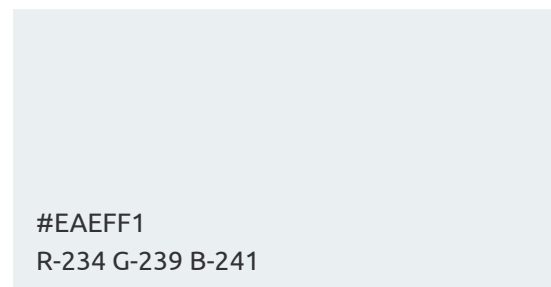#FF4A00

#FF6700

#FF6700

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Supporting colours

Loc8's secondary blue colour may be used sparingly and when referencing the Loc8 product.

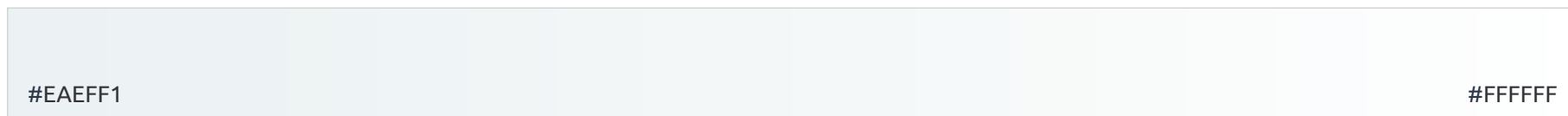## Secondary *Used Sparingly*

#0098EF
R-0 G-152 B-239

#0BADE8
R-11 G-173 B-232

Light *Background Colours*

#D0D0D0
R-208 G-208 B-208

#EAEFF1
R-234 G-239 B-241

#FFFFFF
R-255 G-255 B-255

Light Gradient *Borders and Backgrounds*

#EAEFF1

#FFFFFF

Logo variations

Use the preferred logo variation unless the logo is to be applied on a dark background or black & white media.

Preferred Logo

Inverted Logo
Dark backgrounds

White Logo
Dark backgrounds

Monochrome Logo
Black & white media

Logo exclusion zone

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphical elements or text. The exclusion zone is equal to the thickness of the brand-mark icon in the logo.

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Incorrect Logo Usage

To maintan the integrity of the logo it must never be modified, distorted, re-coloured or cropped in any way.

Loc8 ✗ Do not stretch or distort.	**Loc8** ✗ Do not stack the elements.	**Loc8** ✗ Do not crop the brand-mark.
Loc8 ✗ Do not alter the font.	**Loc8** ✗ Do not re-colour.	**Loc8** ✗ Do not rotate.

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Typography

The primary typeface used for any Loc8 branded material is Ubuntu Light, Ubuntu Regular and Ubuntu Bold.
For instances where this typeface is unavailable, Arial in the regular and bold variants is to be used as an alternative.

Aa	**Ubuntu Bold**	**The quick brown fox jumps over the lazy dog.** **The quick brown fox jumps over the lazy dog.**
Aa	Ubuntu Regular	The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.
Aa	Ubuntu Light	The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Writing Style Guide

To ensure uniformity within all documentation please use the following phrases when referencing any of the following Loc8 products (i.e. use exactly the same phrase and capitalization of characters):

- Loc8 Mobile App
- Service Supply Chain
- Good Corporate Citizen Program
- Loc8 Integrations Marketplace

Thank you

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