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A brand book is an official corporate document that explains the brand's identity and presents brand standards.

# ABOUT TELTONIKA

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For over 20 years we have been consistently working towards creation of Internet of Things (IoT) with a goal where our products and solutions would become an integral part of all businesses around the world. We are committed to operating in a manner that is compatible with presenting reliable,

secure and best quality GPS vehicle telematics, professional and industrial networking and smart autonomous products. Combination of cutting-edge technologies, know-how and leadership in designing & manufacturing gives us an easy key to the Internet of Things.

# BRAND GUIDELINES

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Teltonika brand includes the words, phrases, symbols, icons, designs, products and other distinctive brand features associated with Teltonika and our services including, but not limited to, marketing materials and all downloadable content on our website (see Marketing Materials).

## YOU MUST:

- Use our Brand Assets to refer to Teltonika, our services or anything else we offer.
- Write Teltonika without any grammatical mistakes.
- Write Teltonika as a single word, and capitalize the “T”.
- Maintain the shape, position, color, and orientation of the logos without alteration or modification.

## YOU MAY NOT:

- Incorporate the Brand Assets, or anything confusingly similar, into your or others’ trademarks, domain names, logos or similar content, if Teltonika is not involved at all.
- Feature our Brand Assets on materials associated with (i) unlawful activity, (ii) content which is negative, disparaging or otherwise harmful to Teltonika or its users; or (iii) otherwise violate our Policies.

We may modify these Brand Guidelines without prior notice by posting the most recent version on our website. You are responsible for following any modified terms, so be sure to review these Brand Guidelines regularly.

All Brand Assets and other marketing materials or other downloadable content are provided by Teltonika “As Is.” Teltonika makes no warranties, express, implied or statutory, regarding the accuracy, completeness, performance, merchantability, fitness for use, non-infringement, or other attributes of its Brand Assets.



# LOGO USAGE

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Our logo represents Teltonika brand and is one of our most valuable assets. We must ensure its proper usage.

The Teltonika blue logo is our primary logo colourway. While the logo icon can exist without the wordmark, the wordmark should never exist without the icon.

The right way to use the Teltonika logo is over a white/light background or on Teltonika blue.

- The blue logo should be used on white/light coloured backgrounds.
- The white logo should be used on black/dark coloured backgrounds.
- The black logo should ONLY be used on white/light coloured backgrounds IF there is no other option to use white or blue logo.

Teltonika Logo Gallery can be found in the Marketing Materials.

# INCORRECT LOGO USAGE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.



**Do not** rotate the logo.



**Do not** add any effects to the logo.



**Do not** change the colours of the logo except for the colours listed on Page 4.



**Do not** resolve the logo in two different colours.



**Do not** recreate the logo.



**Do not** scale or warp the logo unproportionately.



**Do not** use the wordmark without the icon.



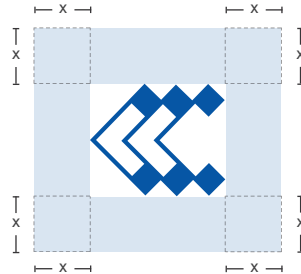
**Do not** outline or create a keyline around the logo.



21px/6mm



70px/20mm



# LOGO SIZES

## Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

The Teltonika logo should never be smaller than 70px in digital or 20mm in print.

The Teltonika logo icon should never be smaller than 21px in digital or 6mm in print.

## Exclusion zone

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The logo and the icon's exclusion zone is **equal to half the height of the icon** (marked as x in the diagram).

## Aspect ratio

5.1:1 (Width:Height)

# TYPOGRAPHY

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## Headings

Teltonika Font Gallery can be found in the Marketing Materials.

Oswald Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

Oswald Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**



Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Vv Ww Xx Yy Zz1 2 3 4 5 6 7 8 9 0

Open Sans Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Vv Ww Xx Yy Zz1 2 3 4 5 6 7 8 9 0**

# TYPOGRAPHY

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Body text

# COLOUR PALETTE

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## Primary colour



#0054A6  
RGB/0;84;166  
CMYK/97;74;3;0

## Secondary colours



#FFFFFF  
RGB/255;255;255  
CMYK/0;0;0;0



#F1F2F4  
RGB/241;242;244  
CMYK/5;3;3;0

## Accent colour\*



#20C0D7  
RGB/32;192;215  
CMYK/69;1;16;0



#1E3D71  
RGB/30;61;113  
CMYK/100;85;29;15

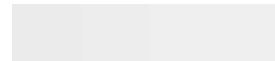


#414042  
RGB/65;64;66  
CMYK/68;61;59;46



#000000  
RGB/0;0;0  
CMYK/75;68;67;90

## Colour palette



\*Accent colour should be used only for glow highlight and illuminations.

DO NOT use as primary  
or secondary colours



#04213E  
100%



#173057  
97%



#1E3D71  
96%



#0054A6  
0%



WEB background (dark)

WEB photo overlay



#1E3D71  
100%



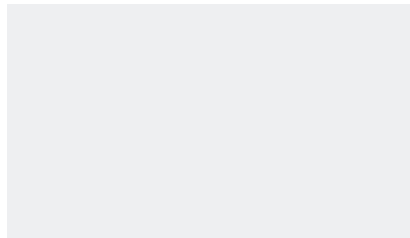
#1E3D71  
0%



WEB background (light)



#F1F2F4  
100%



# GRADIENTS & OVERLAY

Used for backgrounds and  
photo overlays

Teltonika Background Gallery can be found  
in the Marketing Materials.

# TAGLINE

Teltonika tagline is written after the logo and the vertical bar. The same format applies to Teltonika department names, platforms and other authorised logos provided by Teltonika. Logo usage rules also apply here.

Teltonika Logo Gallery can be found in the Marketing Materials.



Logos

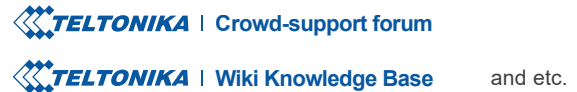
Tagline



Departments



Platforms





Key feature icons - WEB, Datasheets and Product Catalogues



Use case icons - Datasheets and Slides



Topology icons - WEB and Slides



Wiring scheme icons - WEB

# ICONOGRAPHY

## Usage of icons

Teltonika Icon Gallery can be found in the Marketing Materials.

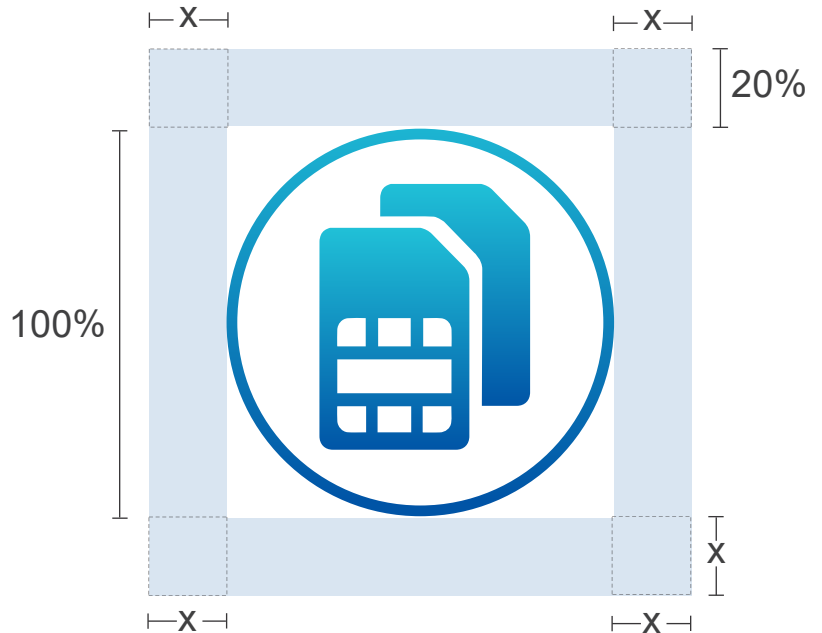
Teltonika icons can only be used to promote Teltonika-branded products. No other icons can be used to do so.

The same usage rules apply to Teltonika icons as the rules listed on Page 5.

# ICONOGRAPHY

## Exclusion zone

The key feature icon exclusion zone is **equal to 20% of the height of the icon** (marked as  $x$  in the diagram).





Cyan gradient is used for Key feature icons



White colour is used for Use case icons



Teltonika dark blue colour is used for Topology and Wiring scheme icons

# ICONOGRAPHY

## Colours

All type of icons can use white, black or Teltonika dark blue colours.

Cyan gradient can only be used in Key feature icons.



Saltoniskiu st. 9B-1,  
LT-08105, Vilnius, Lithuania



tel. +370 521 27472  
fax. +370 527 61380



info@teltonika.lt  
www.teltonika.lt