PLATFORM SCIENCE

Brand Style Guides

Platform Science 2023

Our Mission

—

The mission of our company is to make transportation smart.

Our Vision

—

We aim to provide access to companies and entrepreneurs that aspire to eliminate waste across all areas of transportation by connecting everything that moves.

Marks

—

Platform Science and Virtual Vehicle logos.

User agrees to:

(i) not use any other trademark or service mark in proximity to the Platform Science Logo or combine the Platform Science Logo with other marks to create a composite mark;

(ii) whenever the Platform Science Logo is used, such use shall clearly indicate Platform Science as the trademark owner;

(iii) that use of the Platform Science Logo shall not create any right, title, or interest, in or to the Platform Science Logo, and that all such uses, and all goodwill associated with the Platform Science Logo will inure to the benefit of Platform Science;

(iv) bring any non-conformance into conformance and provide to Platform Science a specimen of such conforming use; and

(vi) not register the Platform Science Logo, or any trademark or services mark substantially similar to a Platform Science Logo in any country or jurisdiction.

No license is granted to any other Platform Science trademark or service mark, including without limitation, the trademark "Platform Science."
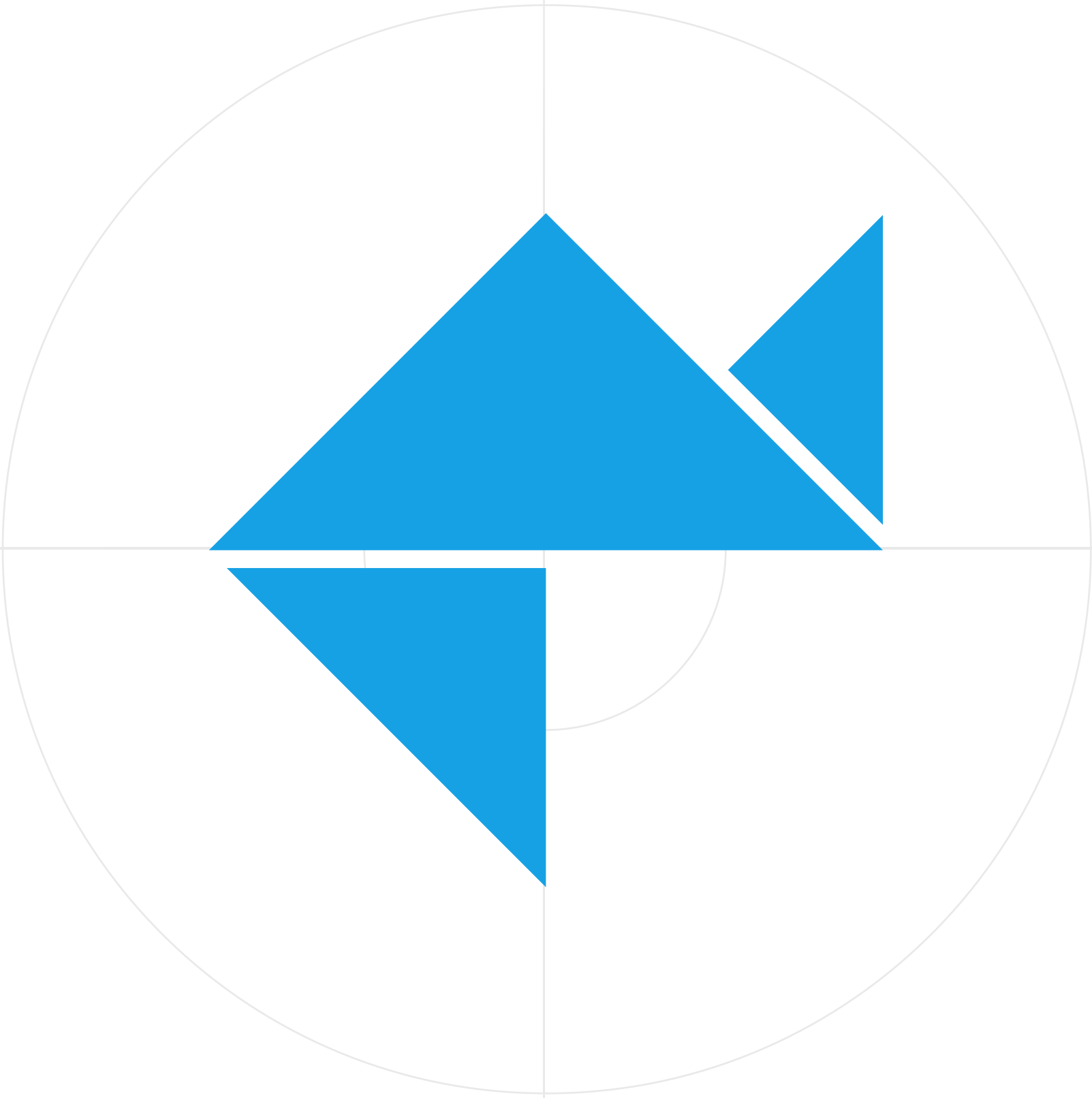
Logo Mark Construction

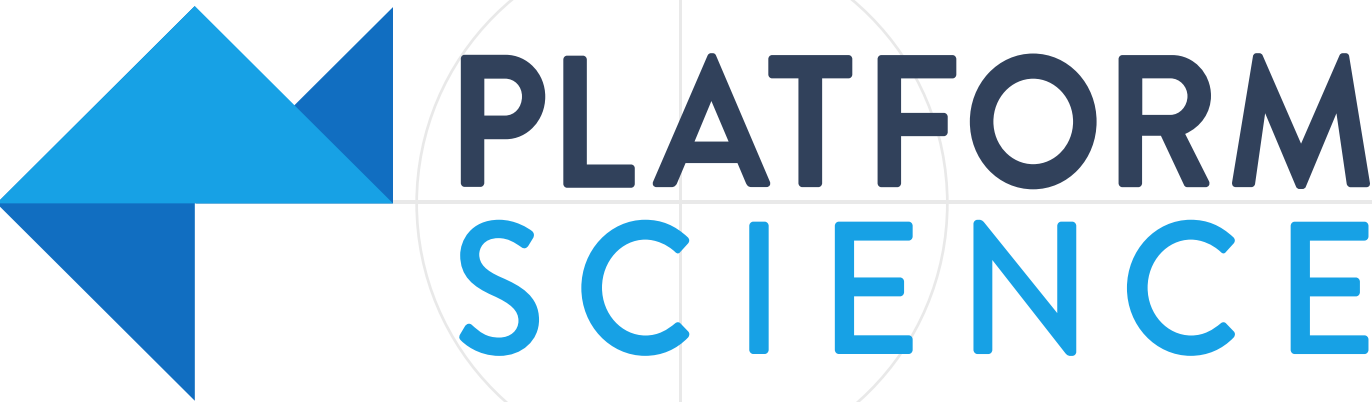Platform Science primary Logo Mark utilizing two colors.

Logo Mark Construction

Platform Science primary Logo Mark utilizing one color.

Primary Orientation

—

Primary use logo. To be used in most instances on a lighter background.

Secondary Orientation

—

Secondary logo orientation, to be used on white background and in instances where a vertical orientation is more impactful.
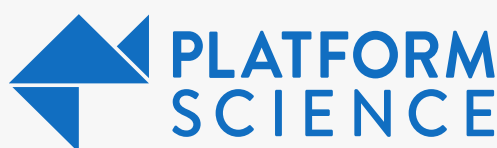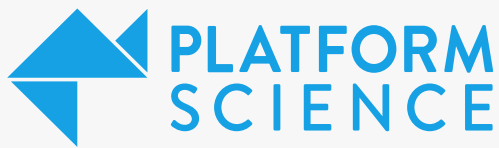

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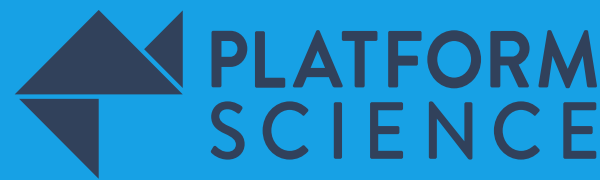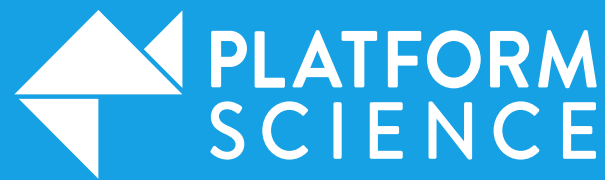
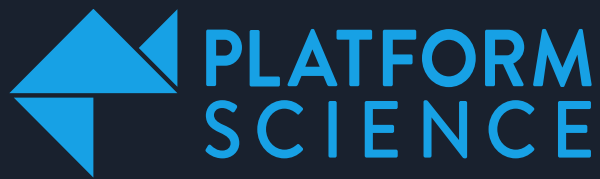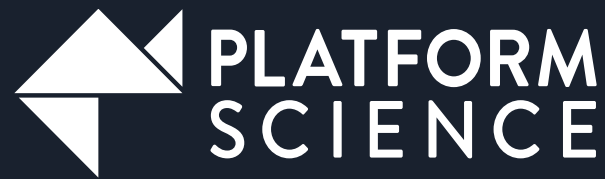# Logos on Alternative Backgrounds

—

Both primary and secondary orientations that work correctly on both light and dark backgrounds

Mono Color Logos

—

When applicable, use 1 color logo available in primary and secondary orientations

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

Clearspace Primary Orientation

—

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.
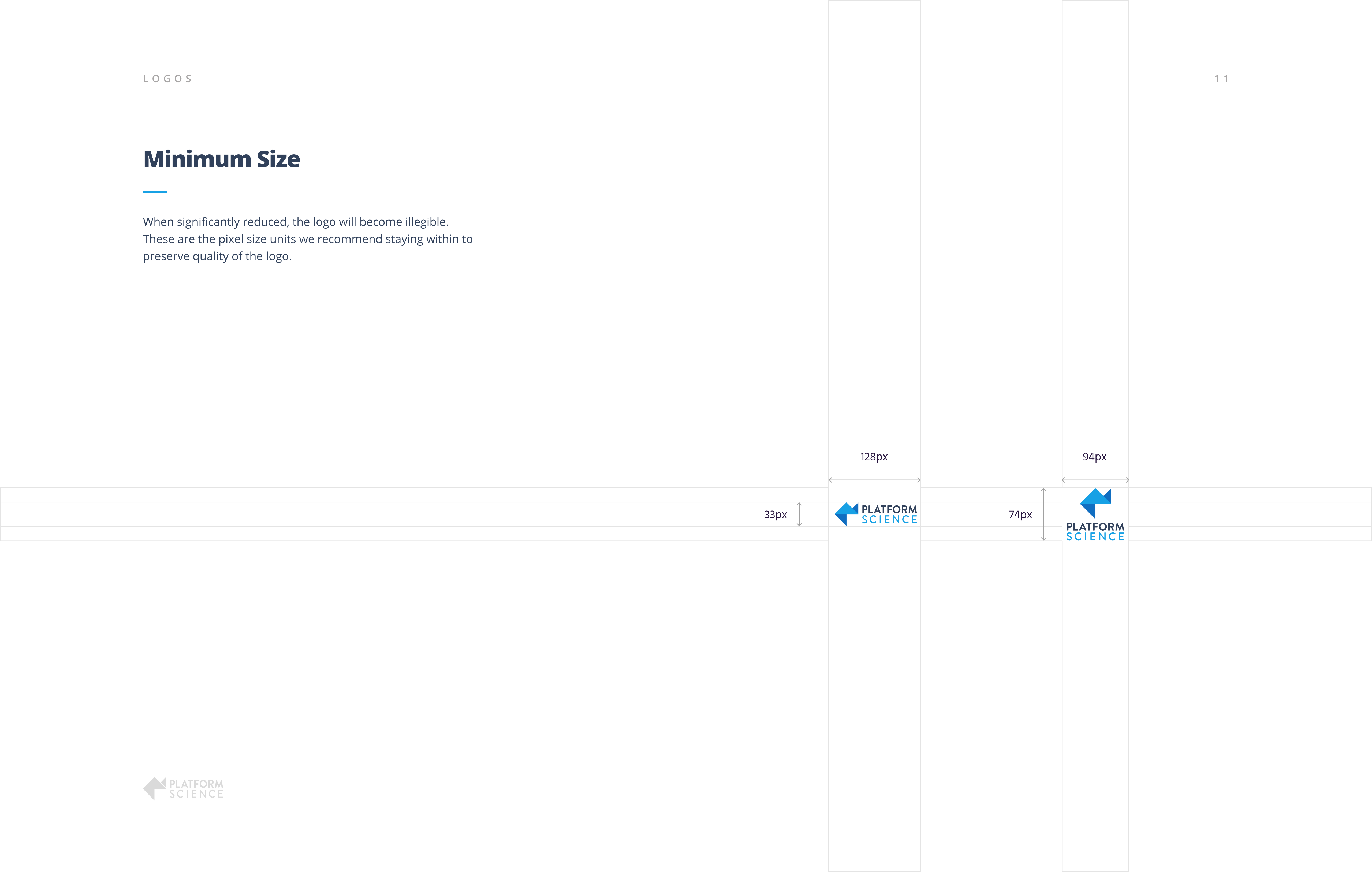
X

X

X

X

X

Clearspace Secondary Orientation

—

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.

X   X

X

X

X

Minimum Size

—

When significantly reduced, the logo will become illegible.
These are the pixel size units we recommend staying within to
preserve quality of the logo.

128px

94px

33px

74px

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Logo Mark Construction

—

Virtual Vehicle primary Logo Mark utilizing two colors.

Logo Mark Construction

—

Virtual Vehicle primary Logo Mark utilizing one color.

Primary Orientation

Primary use logo. To be used in most instances on a lighter background.

Secondary Orientation

Secondary logo orientation, to be used on whitebackground and in instances where a vertical orientation is more impactful.

VIRTUAL VEHICLE

Logo on Alternative Backgrounds

Both primary and secondary orientations that work correctly on both light and dark backgrounds

Mono Color Logos

—

When applicable, use 1 color logo available in primary and secondary orientations

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.
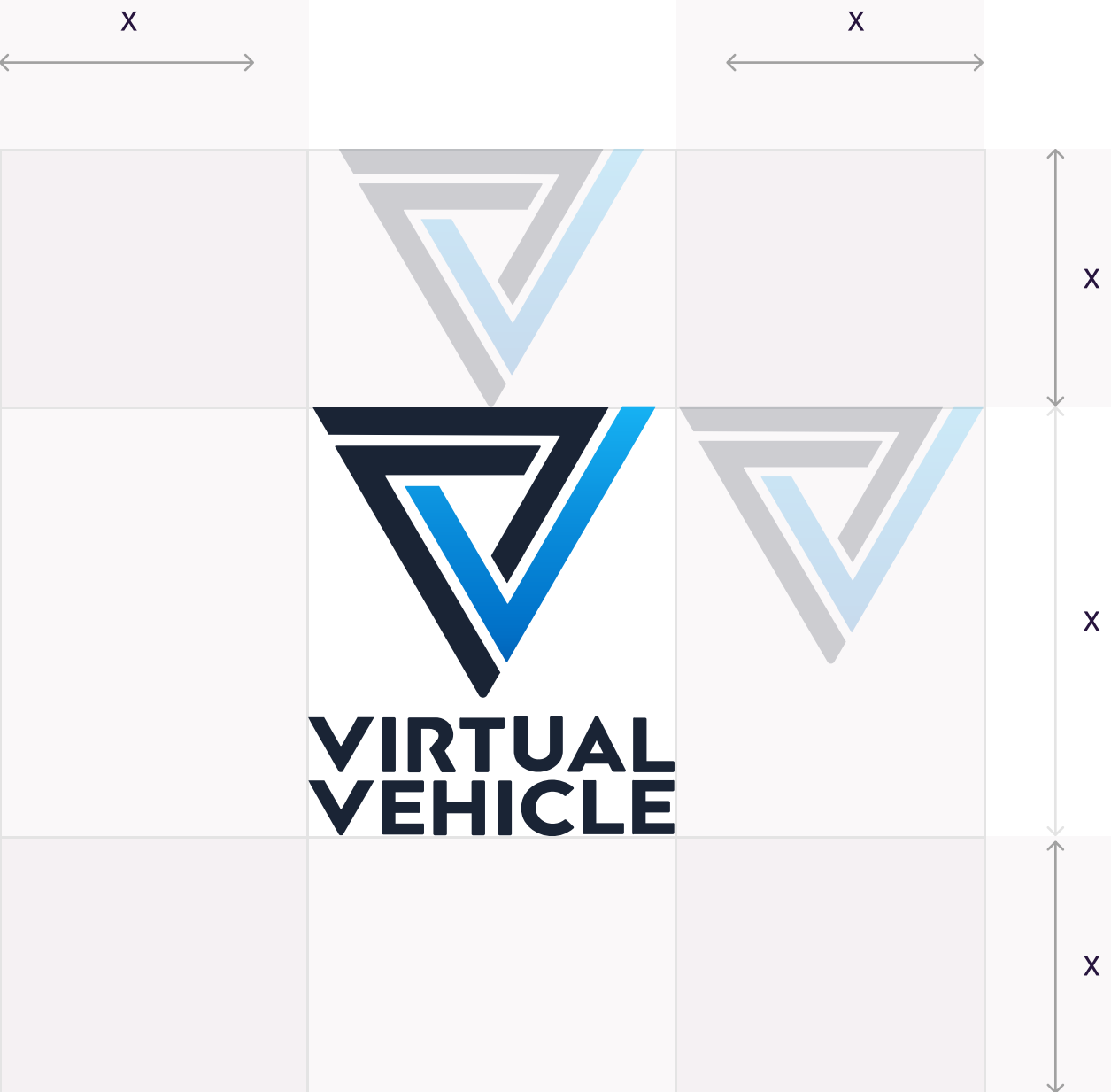
Clearspace Primary Orientation

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.
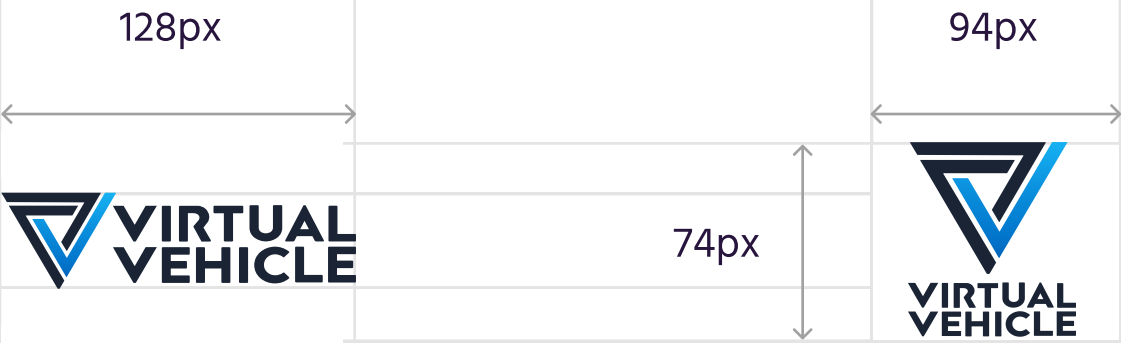
x

x

x

x

x

Clearspace Secondary Orientation

——

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.

X

X

X

X

X

X

VIRTUAL VEHICLE

Minimum Size

—

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.

128px

94px

33px

74px

Virtual Vehicle Enabled Badge

Badge on Alternative Backgrounds

Either "Dark" or "Light" version will work on any background color.

Guidelines

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.
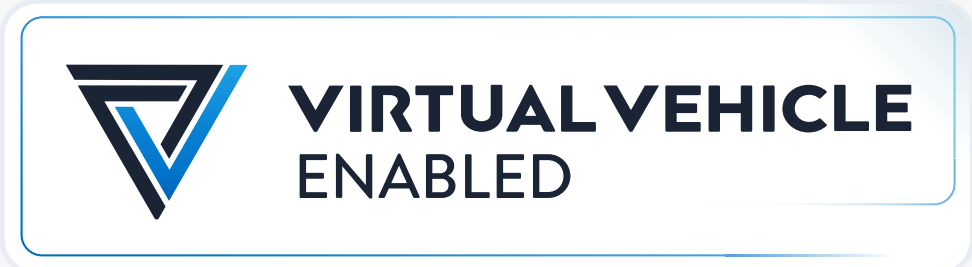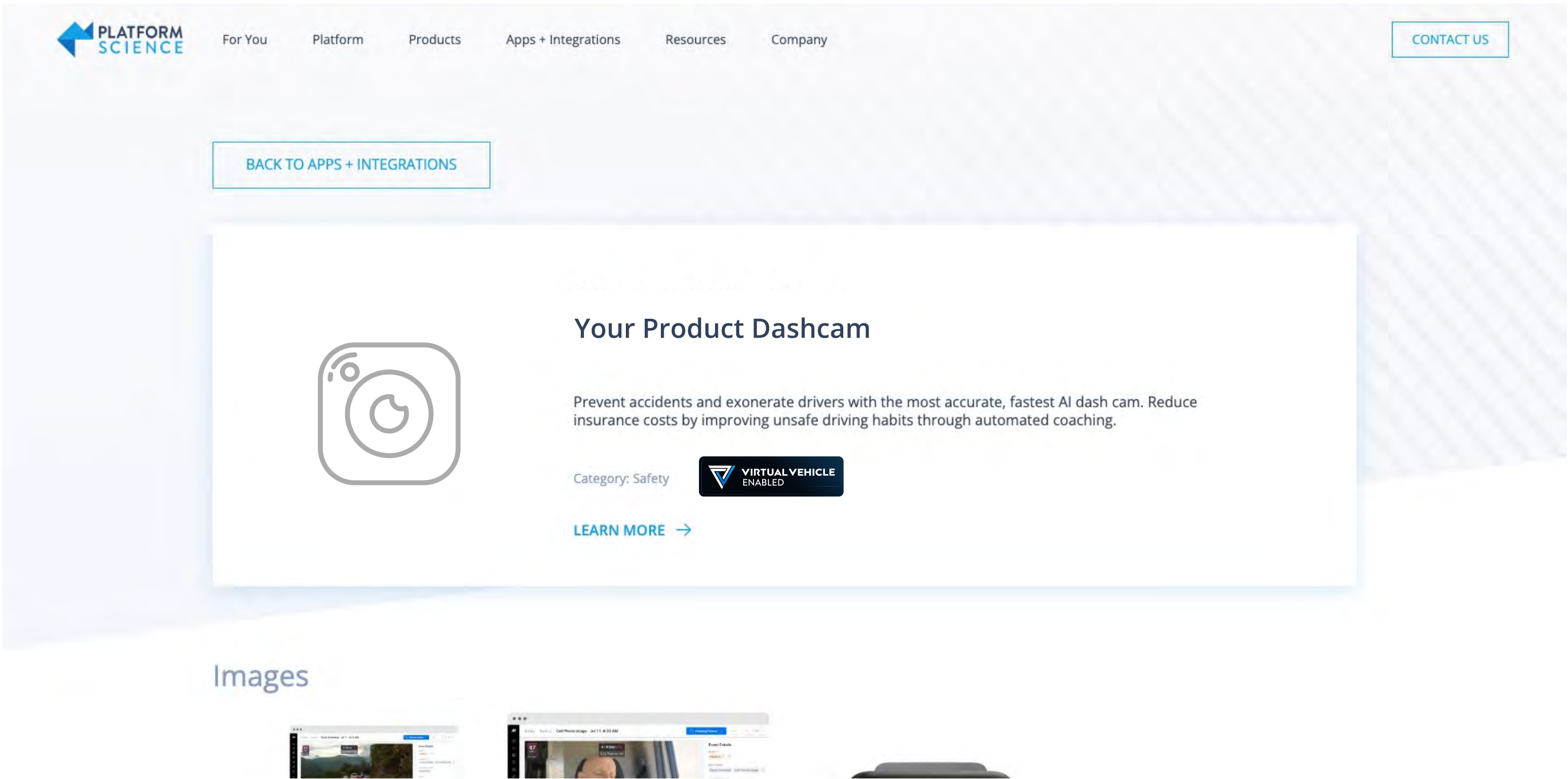
🤕 **Don't**

Change badge color

🤕 **Don't**

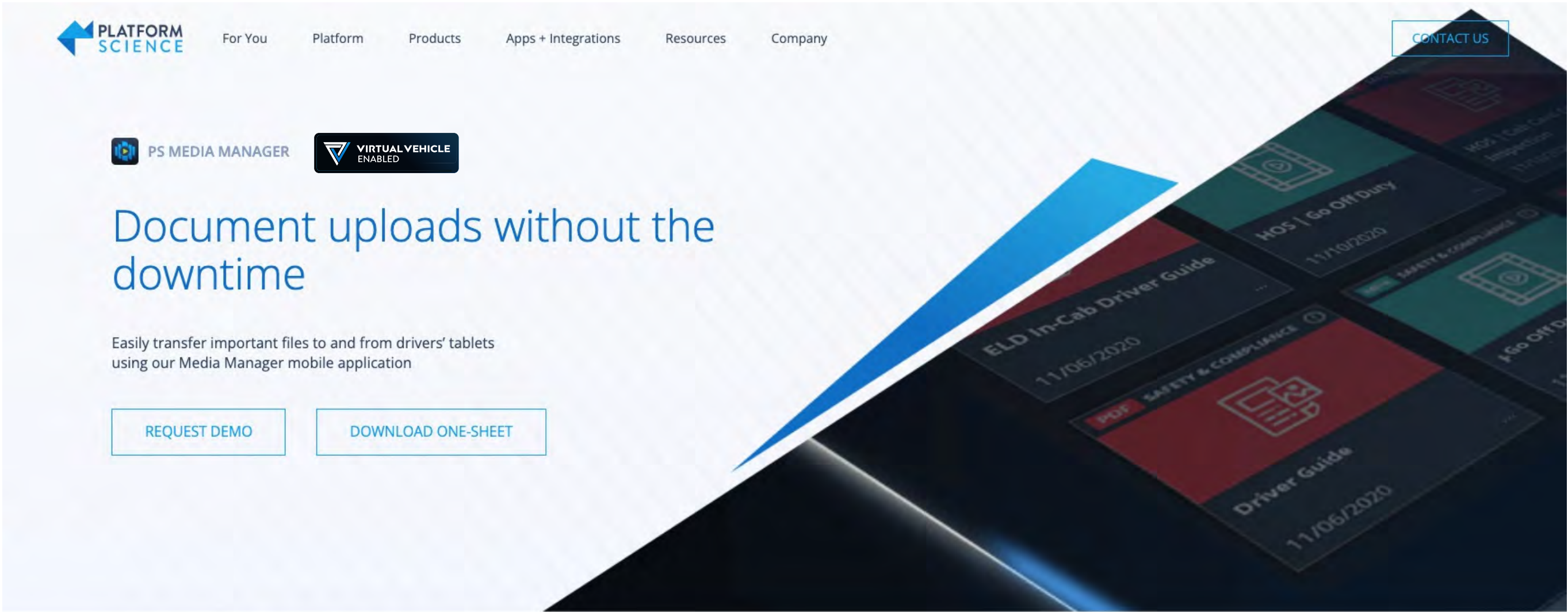Stylize badge like adding a drop shadow

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Examples

Place the badge on your website and marketing materials alongside your brand or branded product.

Examples

A few examples of how to use the badge in junction with your brand/logo or how to place your badge within your marketing materials.
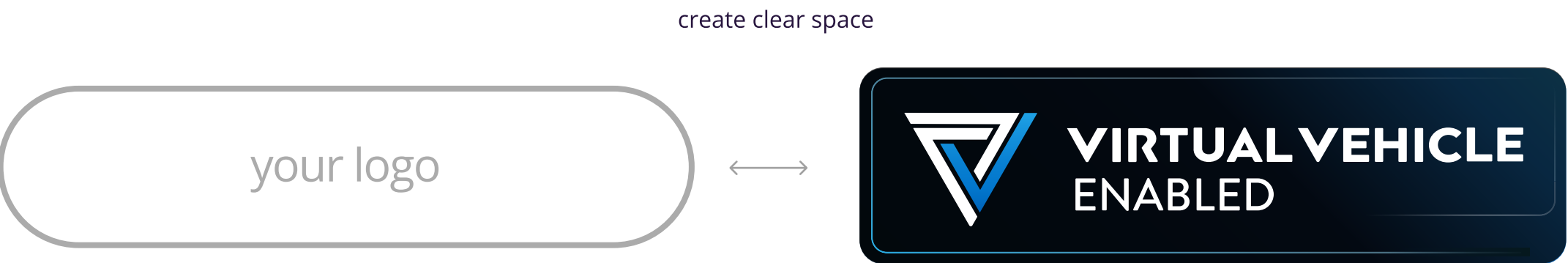

Send and receive files without all

Minimum Size + Spacing

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.

Example of a way to use the badge with your product/brand logo.

Minimum Size

128px

36px   VIRTUAL VEHICLE
        ENABLED

128px

36px   VIRTUAL VEHICLE
        ENABLED

Placement Example

create clear space

your logo   ⟷   VIRTUAL VEHICLE
                   ENABLED

Spacing Cont.

When significantly reduced, the logo will become illegible.
These are the pixel size units we recommend staying within to
preserve quality of the logo.

Example of a way to use the badge with your product/brand
logo.

Placement Example 2

Left Justify

your logo

↕ create clear space

VIRTUAL VEHICLE
ENABLED

Right Justify

your logo

↕ create clear space

VIRTUAL VEHICLE
ENABLED

Center Aligned

your logo

↕ create clear space

VIRTUAL VEHICLE
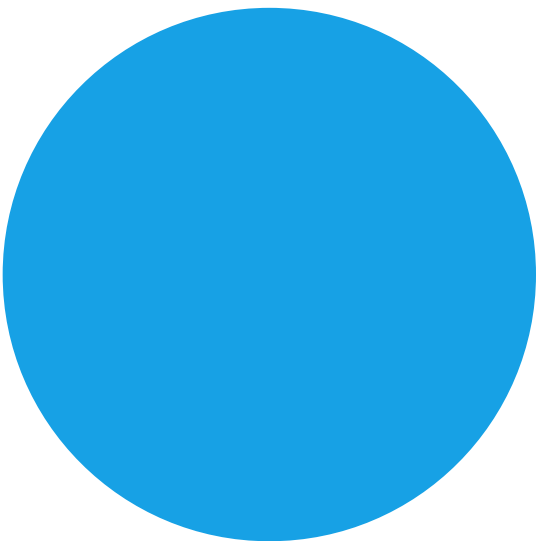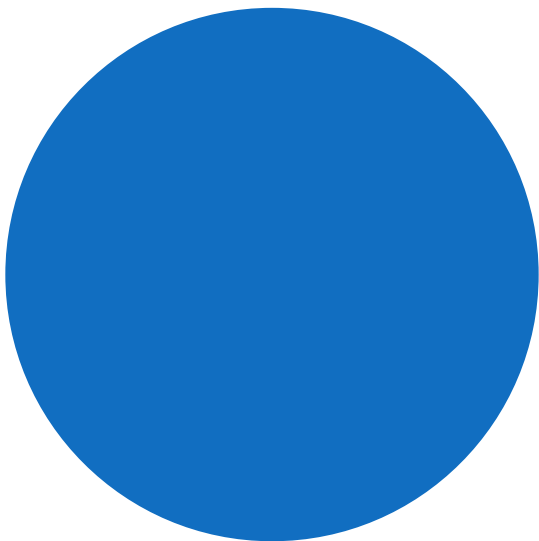ENABLED

Main Colors

The main color palette will cover the majority of your needs.
It's intentionally small in variety to not dilute the brand visuals,
which adds confusion.

Primary Blue

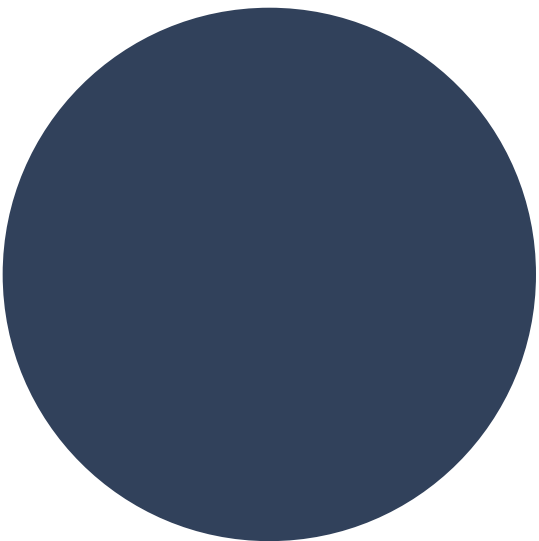C: 72%   R: 23
M: 22%   G: 161
Y: 0%   B: 229
K: 0%   #17A1E5

Secondary Blue

C: 86%   R: 17
M: 56%   G: 110
Y: 0%   B: 193
K: 0%   #116EC1

Tertiary Blue

C: 85%   R: 49
M: 72%   G: 65
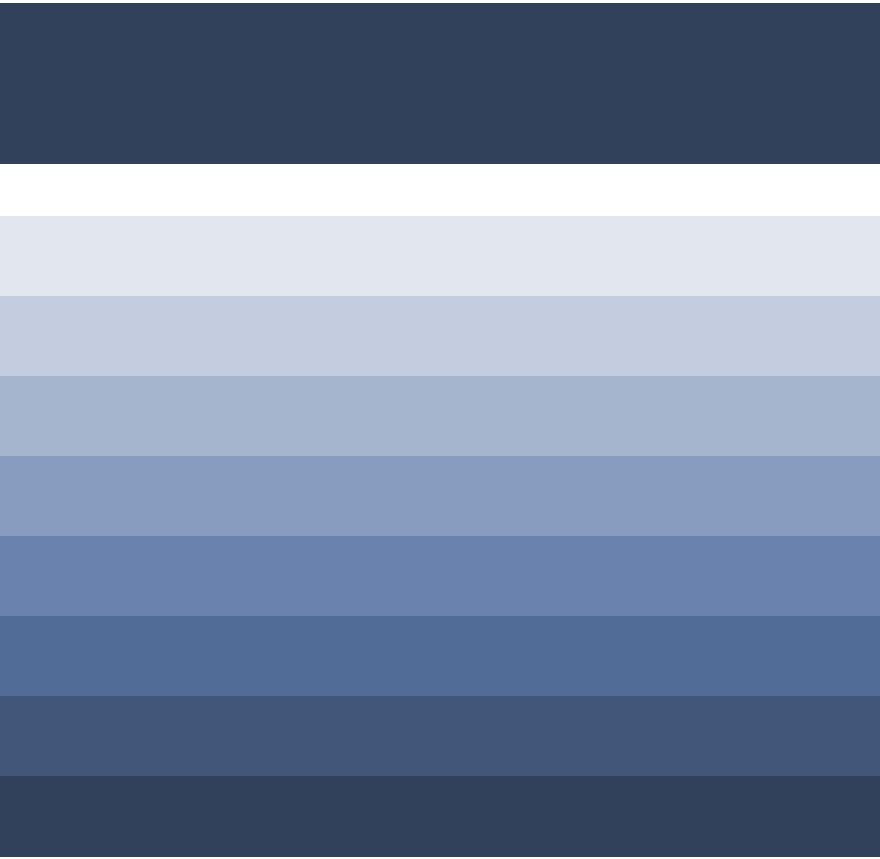Y: 42%   B: 91
K: 31%   #31415B

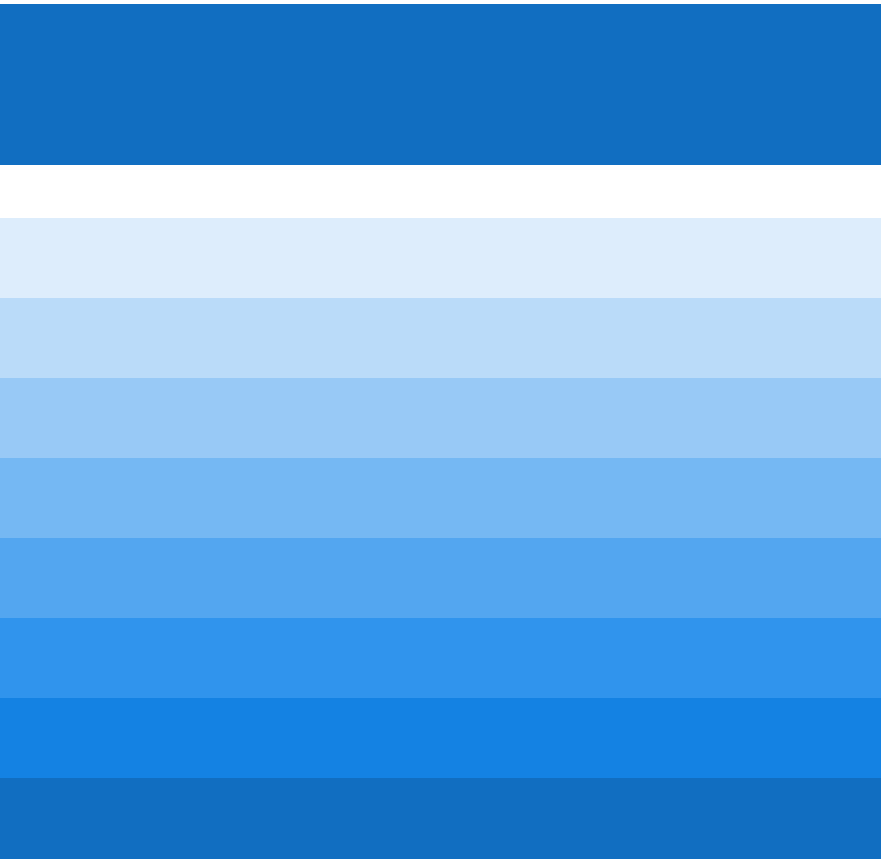# PANTONE Color Book

To be used for print-press purposes only. PANTONE Solid +
Coated finish for general substrates.

PANTONE 299 C

PANTONE 285 C

PANTONE 432 C

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Tints

Tints are a mixture of white added to our primary color library, increasing it's lightness.
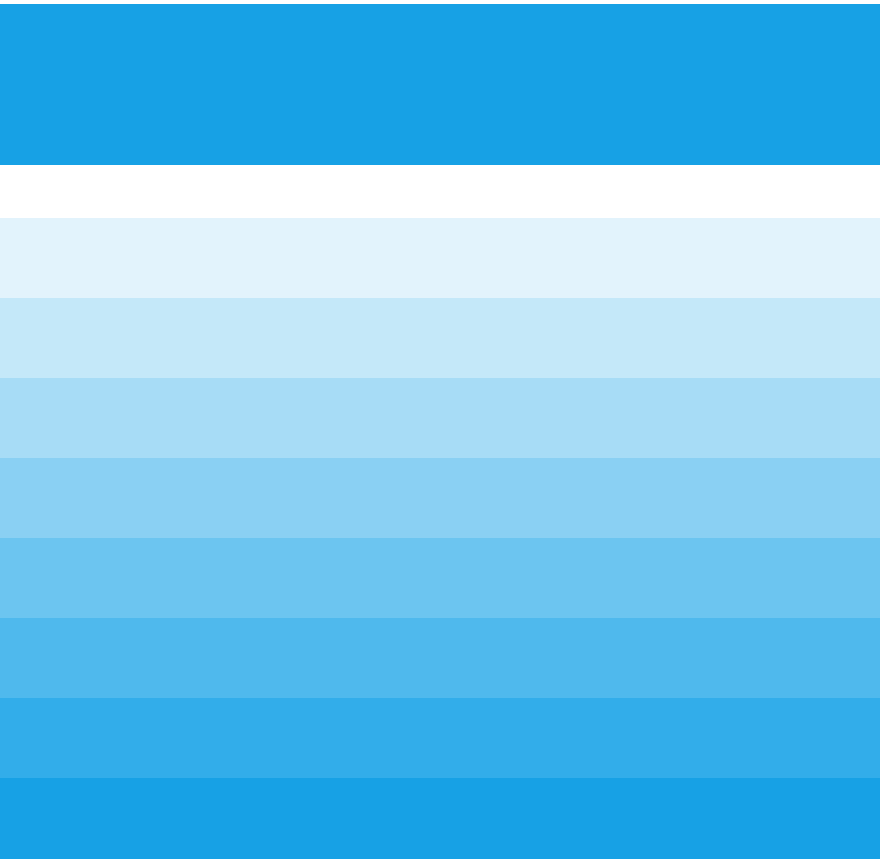
Shades

Shades are a mixture of black added to our primary color library, increasing it's darkness.

Mono

Stepped out grayscale for various color applications

Values

Fonts

Open Sans for display and body typography. Ease of use and scalable on many platforms.

Open Sans

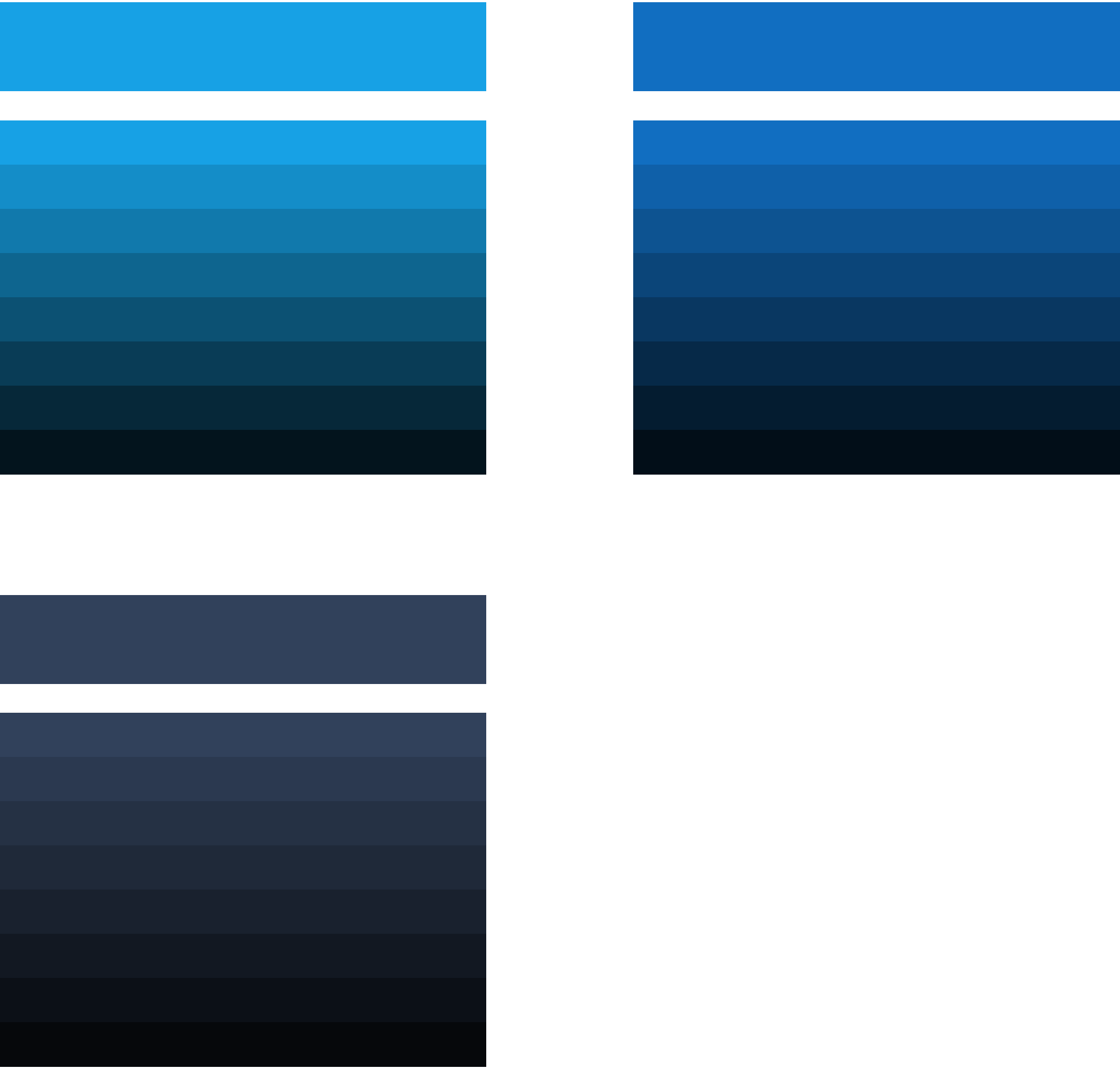# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

'?'"!"(%)[#]{@}/&\<-+÷×=>®©$

€£¥¢:;,.*

Open Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€

£¥¢:;,.*

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Display Font

The display font weights and sizes of **Open Sans Bold/ Black** used here are to be used for headlines and impactful typographic situations

This is header H1   Black   54

This is header H2   Black   32

This is header H3   Bold   24

This is header H4   Normal   24

This is big subtitle   Medium   21

BUTTON TEXT   BOLD   16

OVERLINE   MEDIUM   14

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Body Font

The body font weights and sizes of **Open Sans** used here are to be used for paragraphs bullets, many words in a lower typographical hierarchy

Body Big - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Regular	150%	18
Body Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	**Bold**	**150%**	**16**
Body - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Regular	150%	16
Body Small Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	**Bold**	**150%**	**14**
Body Small - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Regular	150%	14

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