



Building our brand



Introduction

A lot of thought has gone into making these guidelines as simple and as easy to use as possible. Their purpose is to help us produce communication material that is consistent in look and feel, and most importantly, to ensure we attract, engage and motivate our audiences.

Our brand is a direct reflection of who we are as an organization and of the relationships that we share with our customers. It is important for us to follow a structured approach for communicating our brand, to help ensure a consistent and coherent identity.

These guidelines outline the basic elements used to communicate our brand. The specifications and design examples within this document are aimed to empower us with the knowledge that we need to effectively express who we are.

For any queries on the visual identity please contact our Global Marketing Team.

marketing@routemobile.com

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OUR BRAND



The RML Story

Route Mobile's history is rooted in innovation; the brand constantly strives to provide its customers with reliable, trustworthy solutions and premium service, giving them access to the best possible technologies available.

As the company is growing internationally and has undergone a rebrand early in 2016, it is time we define our brand. Great brands are easily recognised – their missions are clear and they have customer loyalty everyone envies. In an industry, where every competitor's products / services are similar, being a great brand is of even more importance to stand out.

Strategic Foundation

As a brand, Route Mobile has established its own unique visual and verbal identity system. To ensure a cohesive, unified presentation of our brand from the beginning, we need to enable our identity system to be reproduced accurately and consistently, whenever and wherever it appears.

The brand guidelines that follow will codify and control application of all visual and verbal identity elements, in both marketing and administrative media, throughout the enterprise.

They will ensure design integrity and consistent application of names, graphics, formats and color palettes. Throughout, visual examples and specifications are provided to provide clarification and maintain format consistency.

Vision, Mission & Values

Vision

Route Mobile's vision is to connect the world through mobile technology, helping customers, partners and employees prosper locally as well as globally. What drives us is:

People:

Inspiring our people, celebrating their success, helping them achieve their goals and assisting them in improving their lives.

Partners:

Cultivating valuable relationships with our global customers and partners based on mutual trust, loyalty as well as respect.

Portfolio:

Being pioneers with a dedicated research and development team, able to offer our customers products and solutions that meet their needs while exceeding their expectations.

Vision, Mission & Values

Mission

Route Mobile are committed to being a leading global messaging and voice API company; leading in terms of quality, value offered, customer service, talent development and consistent growth. Our mission is:

To simplify communications

To enable seamless global messaging & voice solutions

To connect our customers to their world, helping them make a difference to their customers' lives

Vision, Mission & Values

Values

Route Mobile operates
adhering to the following
corporate values:

People

Our people are like our family. We help them be the best they can be, making them feel valued & appreciated. We love success & celebrating it as a team!

Reliability

We prove reliability by delivering on our commitments. We focus on finding solutions that work and on achieving the best results, personally committing to the success of the business.

Passion

We are passionate about our business & show pride in our brand's heritage. We promote an innovative, energetic and fun environment to delight customers with high quality service.

Vision, Mission & Values

Values

Partnership

Striving for simplicity, we continuously seek to work in partnership with our customers, partners & suppliers to improve processes and break down barriers.

Trust

We are committed to offering our customers unparalleled services, creating trust by listening, being reliable and following through on our promises. We respect all individuals and value openness as well as the curiosity to learn from anyone, anywhere to promote cooperation.

The background of the image is a dark, textured surface, possibly a blackboard or a table, with several silver pushpins. These pins are connected by thin, light-colored lines, forming a complex network or web. A large, abstract shape, composed of a purple and a red section, is overlaid on the left and bottom portions of the image. The text 'OUR CORE ELEMENTS' is written in a white, sans-serif font across the purple section of this shape.

OUR CORE ELEMENTS

Our Identity

Our name

Route Mobile name conveys the close, collaborative and long-term relationships we build with customers. It refers to the broad legion of experts working across our business and suggests the protection and strength our security solutions provide.

Our logo

The Route Mobile logo features a triangle swoosh which is assembled through a deliberate and precise arrangement of panels and openings reminiscent of communication and mobility. In this design, Route Mobile's products and services unite the structure into a single, tailored solution that becomes uniquely fluid, connected and complete. Additionally, the vibrant colours represents our boundless energy and enduring commitment to creating a world of communication more simplified.

Our Tagline

The brands that formed Route Mobile began by creating revolutionary solutions to unprecedented problems. Today, as a proud heir to their tradition, Allegion is committed to anticipating concerns, crafting solutions—and pioneering safety.



On no account must the logotype ever be redrawn or modified. Translation option will be kept open for the tagline

Logo: Configurations

There is only one approved variations of the Route Mobile logo.

This variations exist to best meet the distinct needs of a given application. Select applications (signage) have unique characteristics that, on occasion, dictate the need for logo artwork.

The vertical logo format should be used only after prior approval from marketing@routemobile.com

Preferred logo: horizontal format



Logo: Clear Space and Sizing

Clear space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. A minimum amount of clear space must surround the logo at all times. Minimum clear space (marked “x”) equals the height of the “R” in Route Mobile. Whenever possible, allow more than the minimum amount of clear space.

Minimum size

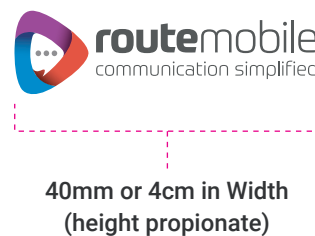
To ensure that our logo and tagline are always legible, we have developed recommendations, for the smallest size at which these elements can be safely reproduced for print and on-screen applications.

The logo symbol for Route Mobile will be an exception on digital platforms and special cases. This will be a prior approval from the marketing team.

Preferred logo lockup: clear space



Preferred logo lockup: minimum size



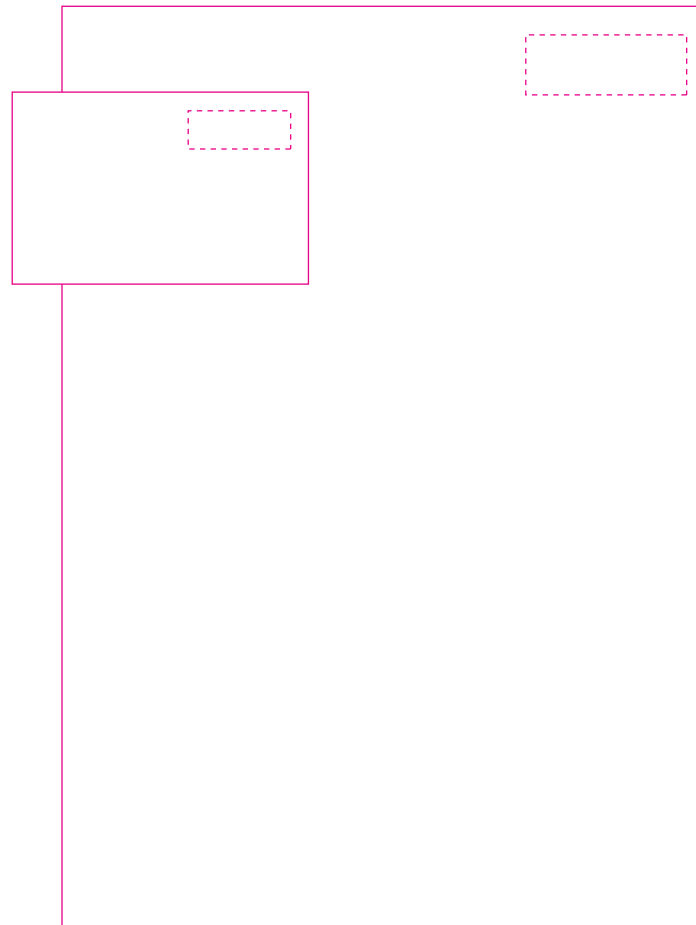
Preferred Logo: Placement

The Route Mobile preferred logo should be placed at the upper right-hand edge of applications whenever possible.

Placement on upper left edge can be a possibility in certain cases where logo placement is not possible on upper right hand edge due to posting of stamps, goverment seals, etc.

Stationery and web digital applications are example exceptions. In these instances, the logo should be placed in the top left or bottom right corner. Consistent placement of the logo helps create a distinct and proprietary look throughout all of our applications.

Preferred logo placement



Alternate logo placement



Logo: Color Variations

We've established a set number of color variations and recommended backgrounds for our logo. These are the only approved color variations for use in our visual system. To preserve the integrity of our logo and to reinforce our brand, do not alter the colors in any way.

The selected color variation should maximize visibility by providing good contrast and readability. When necessary, only use the white variation on Route Mobile logo dark backgrounds to provide better contrast for the logo. The black variation is reserved for one or two-color printing treatments.

Note: placing the logo over a complex or busy background is not recommended.

On white



Primary Logo to be used for all print and digital mediums



Flat colour Logo to be used for printing on clothing or light background materials.



Mono version black logo for one color imprint

Reversed out



Mono version while logo for one color imprint

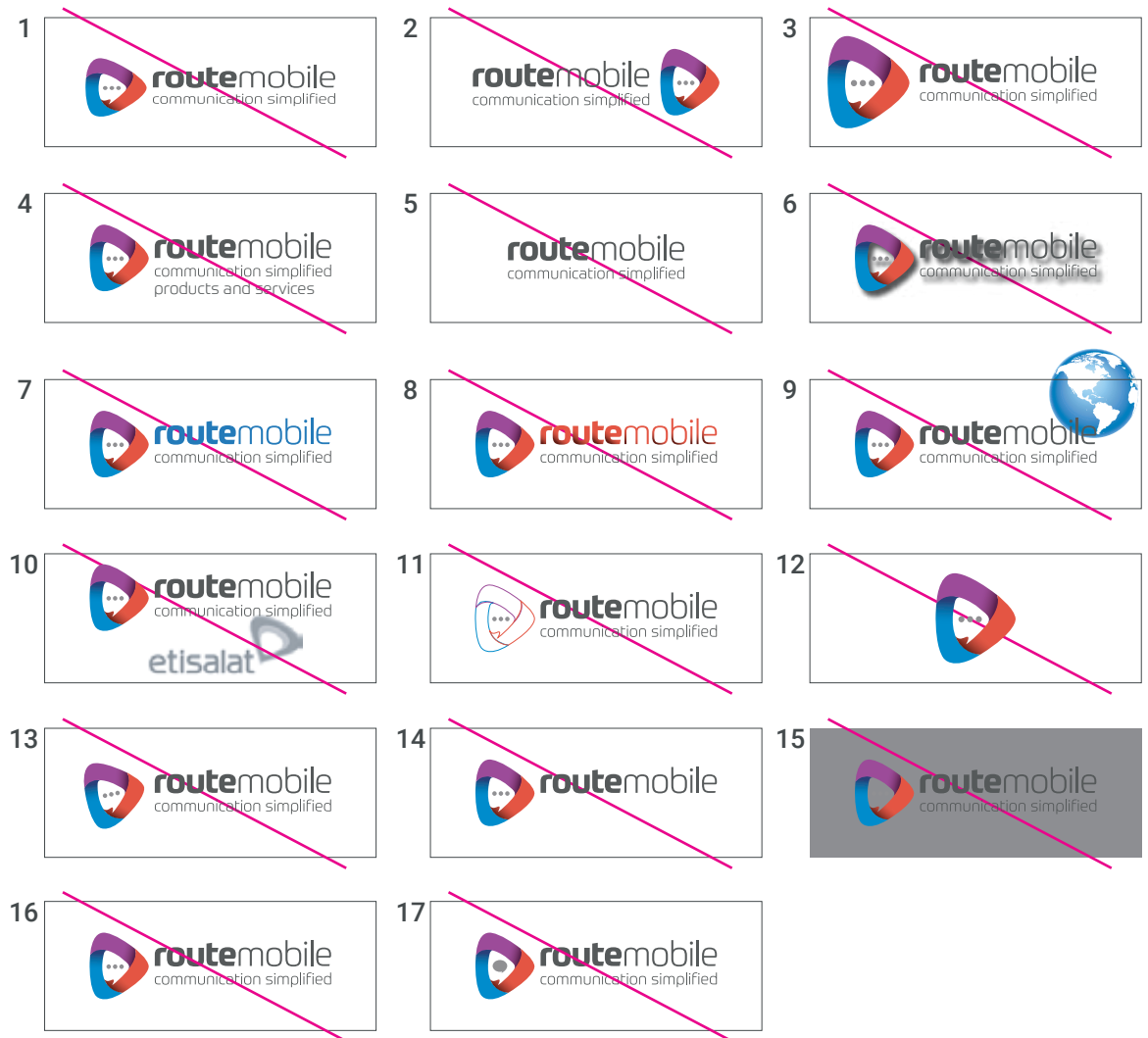
On imagery



Logo: Incorrect Usage

Any modification of our logo confuses its meaning and diminishes its impact.

1. DO NOT stretch, skew or distort the logo.
2. DO NOT create new or unapproved logo lockups.
3. DO NOT alter the proportions of the symbol and logotype or adjust the positioning of the logo elements.
4. DO NOT add words to the lockup.
5. DO NOT use the Route Mobile logotype alone.
6. DO NOT add a drop shadow or other special effects.
7. DO NOT recreate the logo in unapproved colors.
8. DO NOT add a gradient to the logo.
9. DO NOT add clip art or any other symbol/icon to the master brand logo.
10. DO NOT lock the logo up with our product brand logos.
11. DO NOT outline the logo.
12. DO NOT use the Route Mobile's symbol without the logotype except for the mobile app.
13. DO NOT place the symbol on an angle.
14. DO NOT use the logo without the tagline.
15. DO NOT use the logo on poor contrast background.
16. DO NOT use logo to replace letters such as O or D.
17. DO NOT change the three dots in center of the logo with any other graphic objects.





OUR VISUAL SYSTEM

Our visual system

Brand Elements: Overview

Our brand elements are the components to create Route Mobile unique visual system. These elements include our logo, color palette, typography, photography, iconography, graphic language and messaging.

Logo



Typograpy

lorem

Photography



Iconography



Graphic language

Colour



Messaging

Clear
Concise
Optimistic

Color: Palette Overview

Primary colors

Route Mobile's dark blue is the most prominent color across our materials. It suggests authority, dignity, security, stability, heritage, and trust. Blue also communicates image attributes such as "friendly," approachable," "reliable," and "trustworthy." Darker blues convey "tradition" and "quality," while brighter blues are used to convey "innovation" and "technology."

Secondary colors

Our secondary colors complement Allegion orange. Use them to draw attention to key pieces.

Primary colors

PMS 287C
CMYK 100/85/0/25
RGB 0/47/135

PMS 446 C
CMYK 30/30/30/75
RGB 67/67/67

PMS 425 C
CMYK 0/0/0/80
RGB 87/87/87

PMS 423 C
CMYK 0/0/0/55
RGB 140/140/140

PMS Cool Gray 4 C
CMYK 0/0/0/30
RGB 187/187/187

Secondary colors

PMS 300 C
CMYK 100/65/0/0
RGB 0/90/185

PMS 299 C
CMYK 100/10/0/0
RGB 0/160/225

Tertiary colors

PMS 513 C
CMYK 50/100/0/0
RGB 150/45/150

PMS 179 C
CMYK 0/95/100/0
RGB 240/50/40

Color: Effective Use - Block Transparency

The brand color to use for specific applications, a few considerations can help guide which color is the most appropriate. Placing the blue block over an image creates integration between graphic and photographic elements.

- Use transparent dark blue and light blue overlay photography as a bold container for the primary piece of information.
- The colour overlay should vary only from 60-80% of transparency.
- All images should be preferred in black & white form while using the color overlay for brand communication. Other variants for the imagery can also be in a sepia, low saturation or monotone depending on the need and visual requirements.
- White plays an integral role in our visual communications. It conveys openness, while providing a clear canvas for our bold colors, imagery and products.
- On interior spreads, use white space and hits of blues and grey on feature text or information.
- When showcasing products, don't use too much purple and red, it overshadows our products.



Page title set in Roboto Bold 8.5/11pt

On remqui sus earuptiora cup
taquibus, corempeliam acculla sit
anitatisit quodisto tempore venet
pel. Cor as si con exces num
nosapit aborerunt anture con.

Color: Ineffective Use

Using color correctly helps reinforce the Route Mobile brand.

Here are some examples of what not to do:

1. DO NOT use gradients.
2. DO NOT use tints of blue on white.
3. DO NOT make all text in purple or red.
4. DO NOT use tertiary colors in a dominant way.
5. DO NOT use too many hits of dark blue in a single communication.
6. DO NOT use large fields of grey.



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pel. Cor as si con exces num
nosapit aborerunt anture con.



Page title set in Roboto Bold 8.5/11pt

On remqui sus earuptiora cup
taquibus, corempeliam acculla sit
anitatist quodisto tempore venet
pel. Cor as si con exces num
nosapit aborerunt anture con.



Typography: Overview

Typography is a key element in communicating a unified personality for Route Mobile.

We have selected typefaces that give Route Mobile a unique typographic voice. Our brand typeface, Roboto, is precise, friendly, bold and authentic; making it more a natural reading rhythm more commonly found in humanist and serif types.

Roboto font family is available from the below link:
www.routemobile.com/presskit

Desktop font

Any desktop documents, files that may be edited externally or online applications not using graphic text should use Arial.

Print external

Roboto Bold is our heading typeface

The purpose of using Roboto Bold is to provide individuality and character to headlines in advertising and other applications. This must not be used for any text, other than headlines, presentation titles or pull out quotes.

Roboto Regular is our sub-headline typeface & Light our body copy typeface

Roboto Regular to be used for sub-headline and Roboto Light for body copy depending on your communication objectives. The point size should not go below 7.5 pt for body copy if using Roboto Light.

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!\$%&*:(~)?@©®€£[]{}

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!\$%&*:(~)?@©®€£[]{}

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!\$%&*:(~)?@©®€£[]{}

Note: Kerning should be set to optical and tracking set to 15.

Under no circumstances there should be any use of the Italic version in any mode of print communication.

Typography: Usage

Consistent type hierarchy and layout creates engaging, easy-to-read communications. This sample type presents a well-designed type hierarchy. Use it as a guide and follow the principles below when working with type hierarchy:

- Use sentence case throughout the visual system to give an approachable tone.
- Use Roboto Bold for headlines.
- Use Roboto Regular for body copy and Roboto Light for body copy
- Body copy should never be set larger than 8.5 points.
- Use Roboto Medium on data sheets and tables.
- Recommended type weights may be adjusted to add emphasis to important information where necessary.

Sample type specimen

Headline
Roboto Bold

Bold, Concise headlines

Sub-headline
Roboto Medium

Fringilla massa. Suspdisse lacinia justo vitae erat sagittis, quis dunt nisi ultricies. Curabitur quis velit.

Bodycopy
Roboto Light

Consectetur adipiscing elit. Donec sapien orci, sagittis eu interdum et, dignissim eu orci. In lputate dolor ipsum, quis tin cidunt nunc scelerisque sagittis. Aliquam erat volutpat. Pellentesque et mi eros. Etiam ut ultrices lorem, eget fringilla massa. Suspendisse lacinia sagittis, quis tincidunt nisi ultricies. velit velit. consectetur adipiscing elit. Donec sapien orci, sagittis u interdum et, dignissim eu orci ulputate dolor, sagittis interdum et, dignissim eu orci ulputate dolor.

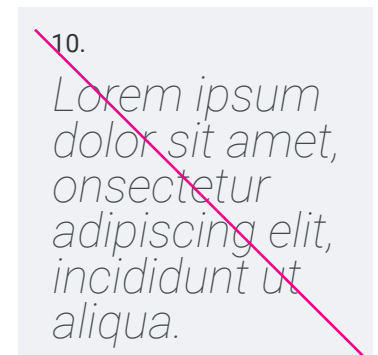
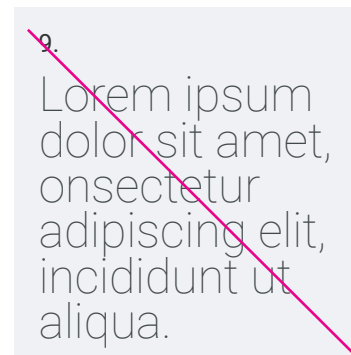
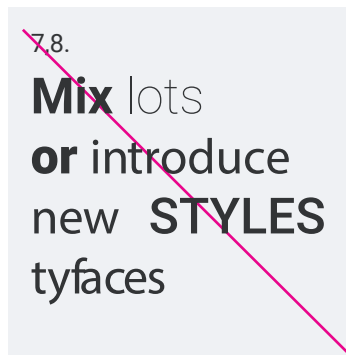
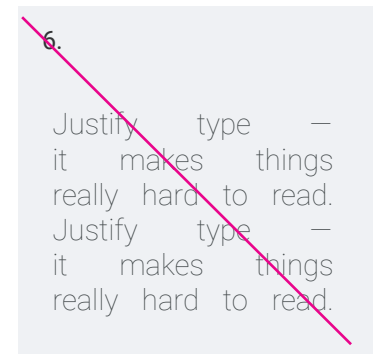
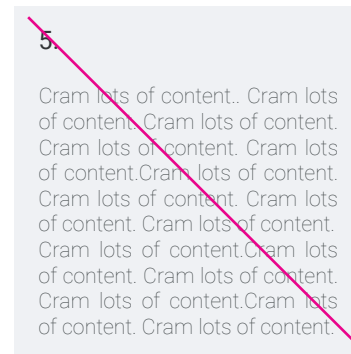
Sub-headline
Roboto Medium

call for action sample

Typography: Incorrect Usage

Here are some examples of what not to do:

1. DO NOT set headlines in Roboto Light
2. DO NOT use initial caps in headlines.
3. DO NOT put periods at the end of headlines.
4. DO NOT use all caps for feature text or headlines.
5. DO NOT cram lots of content onto a spread.
6. DO NOT justify type.
7. DO NOT mix many type styles.
8. DO NOT introduce new typefaces.
9. DO NOT set body copy larger than 18 point.
10. DO NOT use italic version in any print communication



Our visual system

Photography: People

Our photography represents Route Mobile with a distinct, consistent and proprietary visual language. Environmental photography showcases our products in the real world and illustrates its vital role in a larger process.

Here are a few things to keep in mind when selecting images for Route Mobile communications:

- Subjects should always appear natural and candid.
- Lighting and atmosphere should feel warm to create a sense of vitality.
- Overall imagery should be rich and not cliché.
- Camera angle can be used to create a sense of drama and emotion.
- Showcase the active environments that we provide solutions for.

Photography moodboard



Photography: Incorrect usage

The imagery we use in our communications reflects on us and our customers and partners. If your budget does not allow for quality imagery, use other brand elements, such as typography and graphics as an effective substitute.

1. DO NOT use clichéd images.
2. DO NOT use images shot from an unnatural perspective.
3. DO NOT use artificial or fantasy settings.
4. DO NOT use images that feel posed and unnatural.
5. DO NOT use images that are overly bright.
6. DO NOT combine multiple images to create a single image.
7. DO NOT use images that are very dark or silhouettes of people
8. DO NOT use photos with people on white backgrounds or overall very light in nature.
9. DO NOT use photos with artificial or unfriendly expressions or gestures

Photography incorrect examples



Our visual system

Information Graphics and Iconography

Information graphics and iconography align with our visual system through precise, clean and modern executions.

Information graphics and technical drawings

Our technical illustrations help our customers achieve a better understanding of our products and offerings. When creating these illustrations, use color and given line weights to help explain our products. Avoid unnecessary detail.

Iconography

Iconography helps our customers achieve a better understanding of our products and offerings and helps a user navigate our website, to illustrate an idea discussed within a brochure, or to represent the breadth of our capabilities and the industries that we serve. Be sure that the icon style created are simple and descriptive, featuring clean, recognizable shapes and with our two brand colors preferably.

Example iconography and illustration



Our Graphic Language: Overview

Information graphics and iconography align with our visual system through precise, clean and modern executions.

Information graphics and technical drawings and product illustrations

Our technical illustrations help our customers achieve a better understanding of our products and offerings. When creating these illustrations, use color and varying line weights to help explain our products. Avoid unnecessary detail.

Iconography

Iconography may be used to help a user navigate our website, to illustrate an idea discussed within a brochure, or to represent the breadth of our capabilities and the industries that we serve. Be sure that the icons are simple and descriptive, featuring clean, recognizable shapes.

Note: at small sizes, icons can be a solid block with the shape knocked out.

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OUR WRITING STYLE



Our Tone of Voice

Overview

Our passion and professionalism used by our teams on a daily basis help make us who we are as a company – so naturally we want to ensure our customers have the same experience through our written communications. This will guarantee the individuality of our brand as well as ensuring our customers recognise our voice whenever they come across it.

Our tone of voice is friendly and warm, always reflecting the passion we have for our business and above all our customers. We are genuine in all our communications, keeping it clear and simple to make it easily understandable for our customers.

Route Mobile employees are professional with a friendly and engaging nature, always adding personality to the conversation. The pride felt in working for Route Mobile comes through in the way we speak and write about our organisation.