

Smart guidelines – for smart people ...

Brand Guidelines
September 2023



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Brand Elements & Tools

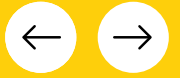
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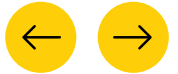
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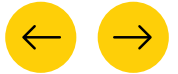


Our Brand



Overview & Purpose

Ultra I&C's purpose is to provide end-users with the world's most advanced intelligence and communications solutions. We strive to deliver innovative tools, technologies and support that enable our users to make informed decisions, navigate complex challenges, and achieve their goals. Through our expertise we aim to drive positive change and unlock new solutions for our clients.

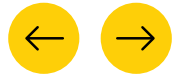


About This Document

These guidelines introduce our brand identity, the key visual elements, and how they combine to create our distinctive Ultra I&C brand.

We are all part of an exciting new phase in our company's journey - a brand refresh that reflects our continued growth, innovation and commitment to excellence. The updated brand is a powerful tool for each of us to use to uphold our strong reputation, while setting us apart from the competition.

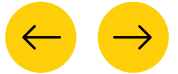
These guidelines are the foundation upon which we build our brand and safeguard its integrity.



Our Mission

Deliver Decision Advantage to Mission Partners Worldwide

Ultra I&C's mission is to deliver decision advantage solutions to our mission partners worldwide. We are driven by a relentless pursuit to solve complex challenges, provide the most cutting-edge technologies, and deliver innovative solutions. We prioritize our core values and the safety and well-being of our employees, customers and partners worldwide.



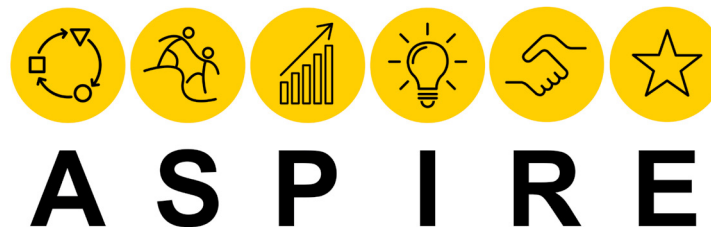
Our Vision

Our vision describes the over-arching ambition of the organization – the world we are trying to create.

To be one of the most trusted and recognized global leaders of true innovation in the defense industry, we continue to deliver decision advantage to customers worldwide.

Our Values

Our values represent the things we believe in that drive the way we behave.



Adapt

We forge strong, trusted relationships with our customers and foster meaningful industry partnerships, enabling us to respond with agility to their ever-changing and dynamic environments.

Support

We promote an empowered team and learning environment that encourages the free flow of information, unique perspectives, and new ideas while actively pursuing initiatives that give back to our communities.

Perform

We deliver meticulously tested and proven solutions, ensuring the highest level of performance, problem-solving expertise, and quality deliverables for our customers, partners, and each other.

Innovate

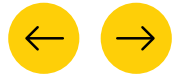
We cultivate a relentless spirit of innovation and deliver on our promises by developing and implementing the most cutting-edge approaches.

Respect

We foster a culture of kindness and equality by valuing our work, celebrating our successes, prioritizing individual well-being, and ensuring fair treatment of all employees, partners, and customers.

Exceed

We conduct business with unwavering ethics, prioritizing safety, honesty, diversity, communication, and inclusion while consistently surpassing customer expectations with uncompromising quality.



Tagline

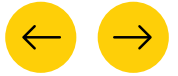
Ultra I&C: Delivering Decision Advantage to Mission Partners Worldwide

We are driven by a relentless pursuit to solve complex challenges, provide the most cutting-edge technologies, and deliver innovative solutions.

Our solutions enhance mission effectiveness and deliver decision advantage to organizations across the globe.

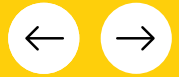
We have generations of expertise in mission-critical, multi-domain communications, command and control, and cyber security. Real-time C2 and integrated intelligence and leading-edge networked radio solutions are helping to reimagine the future of command and control in the connected digital battlespace.

Our mission is to deliver decision advantage solutions to our mission partners worldwide.



About Us

Ultra Intelligence & Communications' solutions enhance mission effectiveness and deliver decision advantage to organizations across the globe. Backed by generations of expertise, our teams work to continuously solve the most pressing challenges on the battlefield.



Brand Elements & Tools

Find brand assets on UltraNet.

[Brand Assets](#)

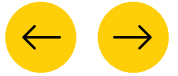
[Logos](#)

[Email Signature](#)

[PowerPoint Template](#)

[Policy Templates](#)

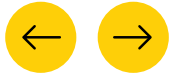
[Stationary](#)



Logo

Our simple and modern logo, with dots at the start and finish reflects how Ultra I&C works with our customers from **start to finish**.





Logo Continued

Position

- Our logo has a flexible position; left – top or bottom, centered – top or bottom, right – top or bottom.

Clear Space

- To allow our logo to have the most impact, it must be given plenty of clear space
- This is the area around the logo that must always be kept free of type or images
- It is defined by the height of the 'U' in our logo

Minimum Size

- We also have a minimum size at which our logo can be used to avoid loss of legibility and to ensure brand recognition
- To ensure legibility, we have defined the minimum size of our logo as 1.5 inches

Solid Color Use

- To be used on single color screen prints, engravings, and stitches
- **Use this logo minimally**

Position



Clear Space



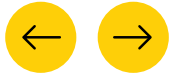
Minimum Size



Single Color Use

ULTRA Intelligence & Communications

ULTRA
Intelligence & Communications



Logo Usage

Standard format

There are two formats to fit different needs. The standard format contains the Ultra I&C logo with “Intelligence & Communications” typeset to the right. There are three colorways to be used differently:

Standard white on grey background

- To be used on long narrow areas with dark backgrounds and digital or monitor displays

Standard grey on white background

- To be used on long narrow areas, email signatures, presentations, word documents, thank you cards, and notepads

Standard black on white background

- To be used when grey is unavailable

Standard solid grey on white background

- Default to solid grey logo

Stacked format

The stacked format contains the Ultra I&C logo with “Intelligence & Communications” typeset underneath. There are three colorways to be used differently:

Standard white on grey background

- To be used on tall box areas with dark backgrounds and digital or monitor displays

Standard grey on white background

- To be used on tall box areas, word documents, thank you cards, and notepads

Standard black on white background

- To be used when grey is unavailable

Standard solid grey on white background

- Default to solid grey logo

The “U”

- To be used sparingly, LinkedIn profile image, digital emoticon, and accent walls

Standard format



**preferred option*

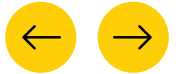


Stacked format



The “U”





Circle Device

We use circles as a device across communications. Circles represent unity, focus, and collaboration. Circles can be used in a number of different ways.

Key principles

- Circles can be yellow, grey, or white.
- Use in a bold and impactful way to hold messaging or product imagery.
- Small circles in the header can aid navigation.
- Use multiple circles to suggest connections e.g. business card.
- Use circles within our iconography.
- Do not overuse circles. Less is more. There may be instances where the circle device is not required.



Delivering
Decision Advantage
to Mission Partners
Worldwide

Equal Employment Opportunity

Issue: Revision B

All US Locations
Human Resources

- UK
 US
 Canada
 Australia

Owner: US Human Resources
Date: January 2022

Firstname Surname

Title Line 1
Title Line 2 (optional)
E email
M phone

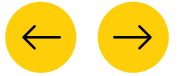


ultra-ic.com

ULTRA Intelligence & Communications

ULTRA
Intelligence & Communications

ULTRA
Intelligence & Communications



Color

The way our colors are used. Example color ratios together helps to deliver brand recognition. The overall impression should be white space, grey, and black, punctuated with yellow and our secondary palette.

Yellow is really important

- Yellow conveys innovation, energy, optimism.
- Use boldly or sparingly with our circle device.
- Full-bleed yellow backgrounds work well to punctuate and pace content.
- Yellow should never be used for text to ensure legibility.

White

- White space is a key part of our brand. Plenty of white space makes layouts appear simple and understated.

Black and grey

- Headings and body copy are black or grey.

Secondary palette

- Use in small areas inside communications and in charts and graphs.

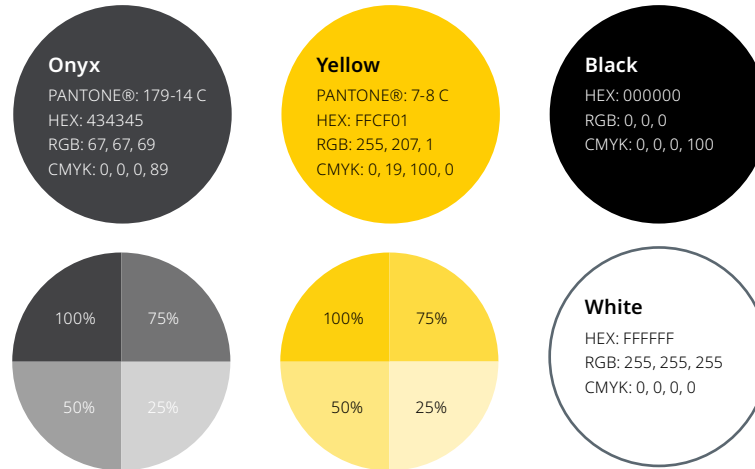
Tints

- Use to highlight panels of text and within charts, graphs, and tables for emphasis.

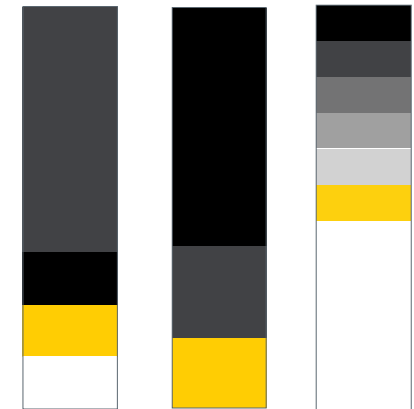
Matching colors

- When specifying colors please ensure you use the color breakdowns provided to ensure color consistency.

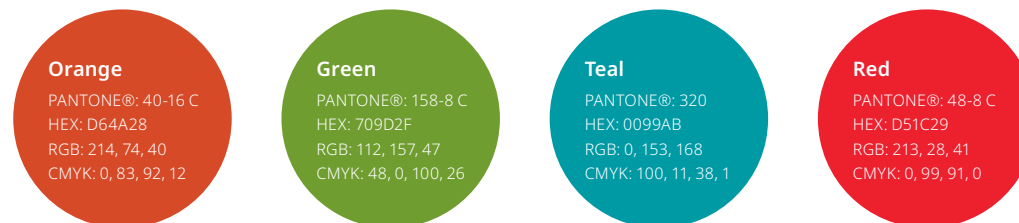
Primary palette

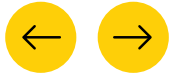


Example color ratios



Secondary palette



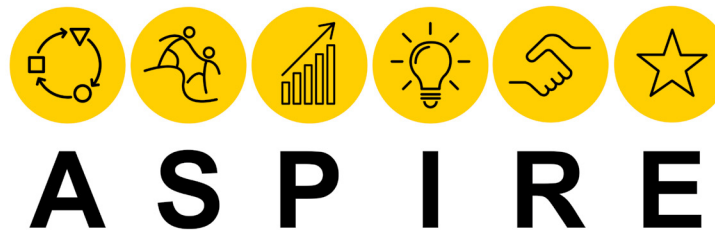


Iconography

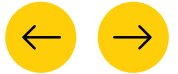
Our iconography is simple and clear. Iconography signals, labels, or highlights simple information with speed and clarity.

Icon style

- Black lines with rounded line ends.
- Icons always appear in circles in yellow, grey, or white.
- Icons can be standalone elements highlighting facts and figures or part of infographics.
- Our values icons are shown opposite.



Please contact us to request iconography.



Typeface

Modern simplicity is key to Ultra I&C, so our typeface Noto Sans has been chosen to make things clean, crisp and legible. Used consistently it plays a strong role in delivering brand recognition.

Weights and uses


- We use Noto Sans in a particular way to help to create a distinctive look and feel for Ultra I&C.

Typographic styling

- Headlines are sentence case or capitals.
- Headlines should be ranged left or centered.
- Tracking should be set at -10 and kerning set at optical.

System typeface

- Arial is our system typeface and should only be used when Noto Sans is not available, e.g. Microsoft Word or PowerPoint applications.

 Noto Sans is a free Google font, available to download here:

google.com/get/noto

Primary palette

Noto Sans

Innovating today
for a safer tomorrow

Weights and uses

Light
Regular
Medium

To be used for headlines

SemiBold
Bold

To be used for subheadings.
To be used for headings within body copy and any other areas to distinguish prominence.

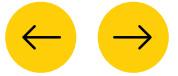
Light
Regular

To be used for body copy across applications.

System Typeface

Arial

To be used only if Noto Sans is not available, e.g. Microsoft Word or Powerpoint



Imagery

We've developed a unique visual style that captures our innovative spirit at Ultra I&C. Imagery should convey our diversity, revolutionary solutions, and global partnerships.

Key considerations

- Color photography, ranging from light and airy images to dark and dramatic images.
- Pops of radiant color get attention.
- Keep the image simple.
- Imagery can use circles or curves.
- Link clearly with the message.
- Clear focal point with minimal clutter.
- Unexpected angles or perspectives.
- Crop images tightly or use lots of space.
- Show a diverse and inclusive range of people

People

- Focus on Ultra I&C's people.
- Reportage photography with natural, unposed, captured moments.

Products

- Shot on a white background or cutout.
- Products within their environment.
- Unexpected crops, angles or perspectives.

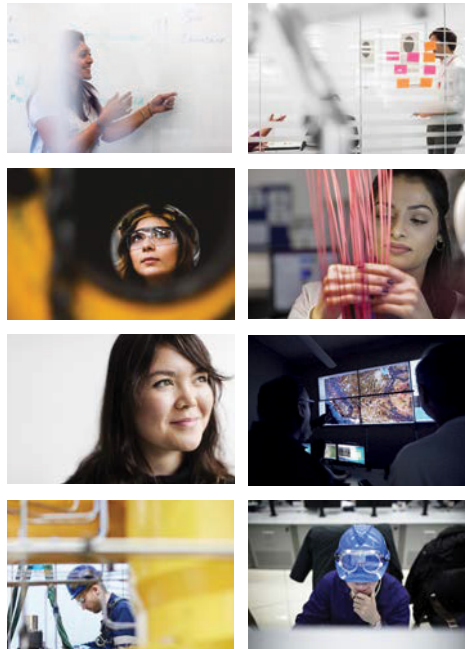
Places

- Feature the environments where our products are found.
- Represent products in an unexpected way, e.g. wake of a ship, tire markings of a tank.

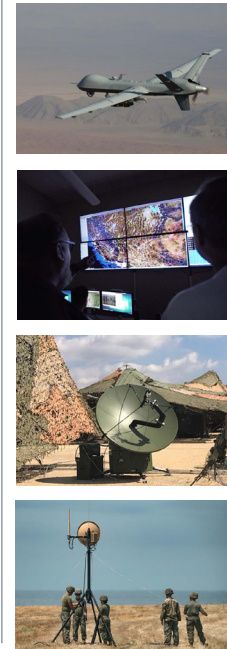
Abstract

- Use abstract details and closeups.

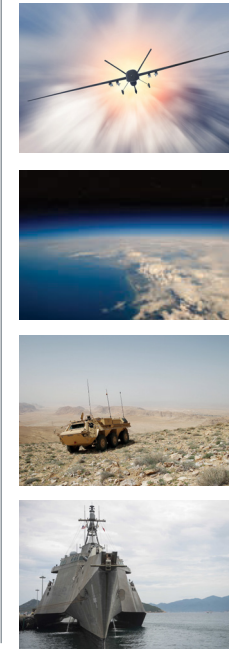
People



Products

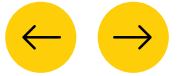


Places



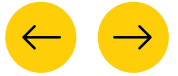
Abstract





Approved stock imagery style

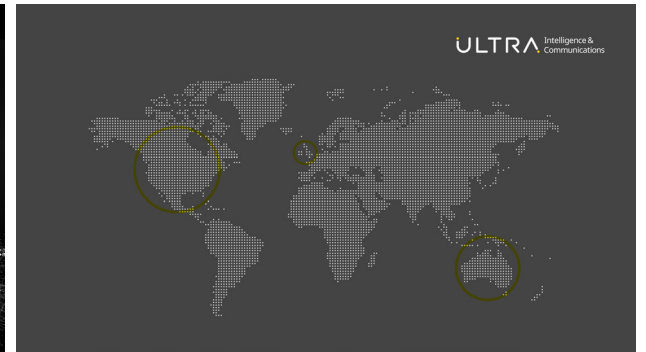




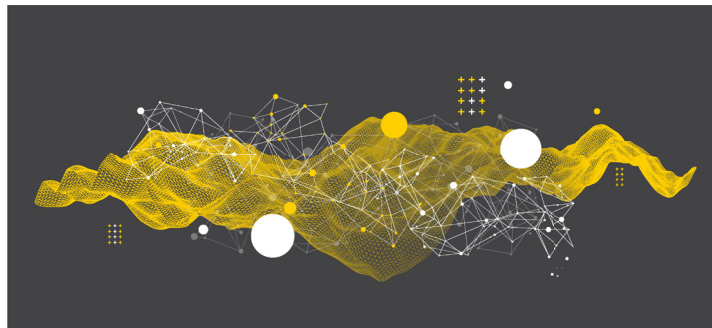
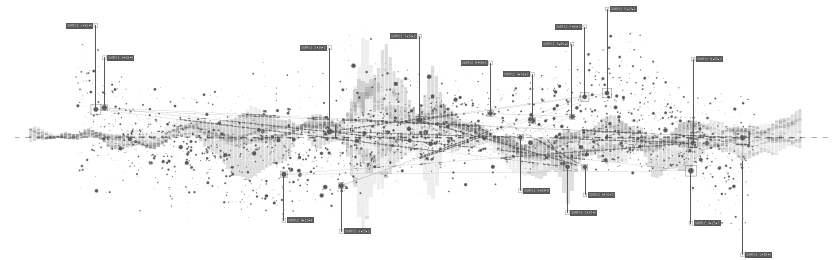
Patterns & Backgrounds

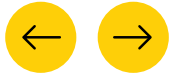
Background graphics can be used both for internal and external business matters.

Teams Backgrounds



Patterns





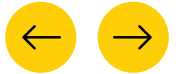
Product Naming

The product naming process is a crucial facet of brand identity and marketing strategy that significantly influences a product's success in the market. A well-crafted product name serves as a powerful communication tool conveying a product's value proposition and unique attributes to consumers. This process demands thoughtful consideration, creative insight, and a comprehensive understanding of the target audience. Effective product naming can bolster brand recognition, differentiation, and customer engagement, ultimately driving sales and fostering lasting brand loyalty.

The strength of a distinctive product name

A strong product name can:

- Enhance Recognition: Memorable names enhance brand recognition, making it easier for consumers to recall and recommend products within their network.
- Differentiate in a Crowded Market: In competitive markets, a distinctive product name can set a brand apart, aiding in differentiation and helping to carve out a unique market niche.
- Simplify Communication: An effective name succinctly communicates a product's benefits, purpose, and value proposition, making it easier for marketing efforts to convey the intended message.
- Support Brand Strategy: A thoughtfully chosen product name aligns with the overall brand strategy and reinforces the brand's mission, vision, and values.



Product Naming

Continued

While the product naming process can yield exceptional results, certain mistakes can undermine its effectiveness:

- Lack of Research: Failing to research existing trademarks, domain names, and cultural associations can lead to legal disputes.
- Complexity and Confusion: Overly complex or cryptic names can confuse consumers and hinder brand recall.
- Limited Linguistic Consideration: Ignoring linguistic nuances, potential mispronunciations, and cultural sensitivities can lead to unintended negative connotations.
- Overlooking Target Audience: Not considering the preferences, language, and values of the target audience can result in a name that doesn't resonate with the intended market.
- Trend-Driven Choices: Names influenced solely by current trends may quickly become outdated, diminishing the long-term relevance and appeal of the product.

When and Why: Creating a New Name

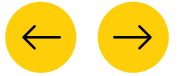
- New product or offering is being released
- We have acquired, via a company acquisition, a product and it has no brand value or works against our brand
- Merging of multiple existing products into one product
- There is a new category or no existing product family

When and Why: Renaming a Product

- Name is causing customer confusion
- Name has created legal issues

Why Not:

- Someone or a group simply doesn't like it
- There is a new rev of the same product
- We think it is time—the product name has been around a long time



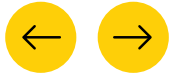
Product Naming

Continued

Product Naming Process:

1. Name development should begin 9 months prior to a product launch or release.
2. The naming process takes a minimum of 3-4 weeks to complete, which includes 2 weeks for the Legal search process.
3. Complete the questionnaire and submit to Aimée Ahiers at Aimee.Ahiers@ultra-ic.com.
4. MarCom to set up a Naming Kickoff Meeting with the core team from the SBU and OBU, one hour.
5. A Brewing Meeting will be set up with all the stakeholders come up with prospects, three (3) hours.
6. MarCom will submit prospects to the legal team for review.
7. Depending on the report from legal, we will either meet for another hour to finalize or start the process again.
8. Refer to Trademark section of this document to learn about that process.

Note: Legal must approve the name before it can be used externally.



Trademarks

Trademarks play a crucial role in protecting our brand identity and intellectual property, ensuring our products and services are recognized and distinguished from others in the market.

Trademarks are valuable company assets. The consistent and correct use of our trademarks and name is important and when properly used, can be legally protected indefinitely. Improper use, however, could weaken the strength of the marks, resulting in our inability to enforce its rights against others. We ask that you become familiar with the process and include both the marketing and legal teams when a product needs to be considered for a trademark.

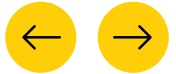
A unique identification for your brand & logo

What is a Trademark?

A trademark is a distinctive symbol, word, phrase, design, or combination thereof that identifies and distinguishes the source of goods or services. It serves as an asset in building brand recognition and loyalty among customers.

Registered Trademarks: These are marks that are fully registered with a national trademark office such as the U.S. Patent and Trademark Office. Registered trademarks are identified by one of two symbols: ® or ™, depending on the country.

Unregistered Trademarks: These are marks that are either in the process of registration or have never been registered. In most countries, trademark rights do not exist until a mark is registered with the local trademark office. In a few countries, like the U.S., trademark rights are established as soon as the mark is used in commerce.



Trademarks

Continued

Importance of Trademarks:

1. Brand Protection: Trademarks safeguard our brand's identity and prevent unauthorized use by competitors.
2. Consumer Trust: Trademarks reassure consumers about the origin and quality of our products and services.
3. Market Positioning: Trademarks establish our presence in the market and differentiate us from competitors.
4. Asset Value: A strong trademark can appreciate in value over time and contribute to our overall business valuation.

Identifying Trademark Candidates:

1. Collaborate with the marketing team to identify potential trademarks, including logos, slogans, product names, and taglines.
2. Ensure that the proposed trademarks are unique and not already in use by other companies.

Legal Assessment:

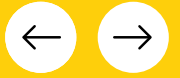
1. MarCom will contact the legal team to conduct a comprehensive search to verify the availability of the proposed trademarks.
2. Legal experts will assess the risk of trademark infringement and provide recommendations for suitable trademark options.

Trademark Application:

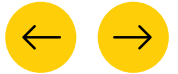
1. Once approved by the legal team, initiate a local trademark application process. This is typically done through the relevant national or international trademark office.
2. Work closely with the legal team to complete the required paperwork and provide accurate information.

Trademark protection is a critical aspect of our brand strategy. By following these guidelines and collaborating with both the marketing and legal teams, we can ensure that our brand remains distinct, protected, and strong in the marketplace. Remember, each of us plays a vital role in maintaining the integrity of our brand identity and safeguarding our intellectual property.

For any questions or assistance related to trademarks, feel free to reach out to the marketing team or your immediate supervisor.

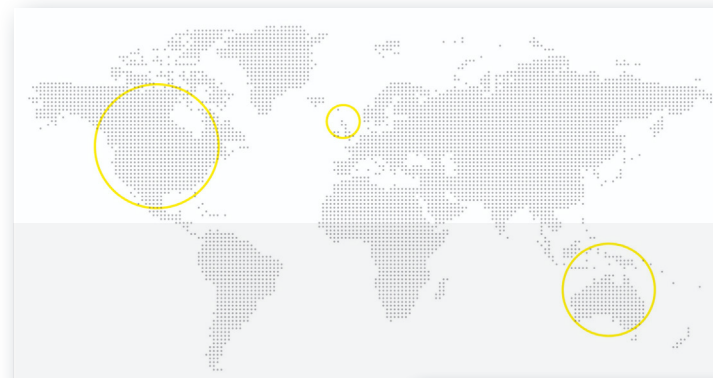


Brand in Action



Brand Overview

Here you can see how the various brand elements when together show a connected look and feel.



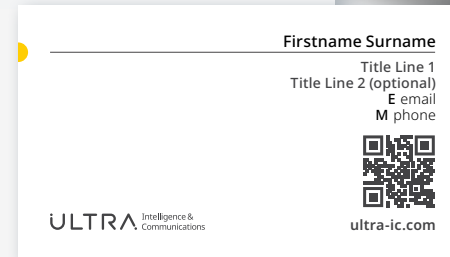
Equal Employment Opportunity

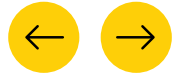
Issue: Revision B

All US Locations
Human Resources

- UK
- Canada
- US
- Australia

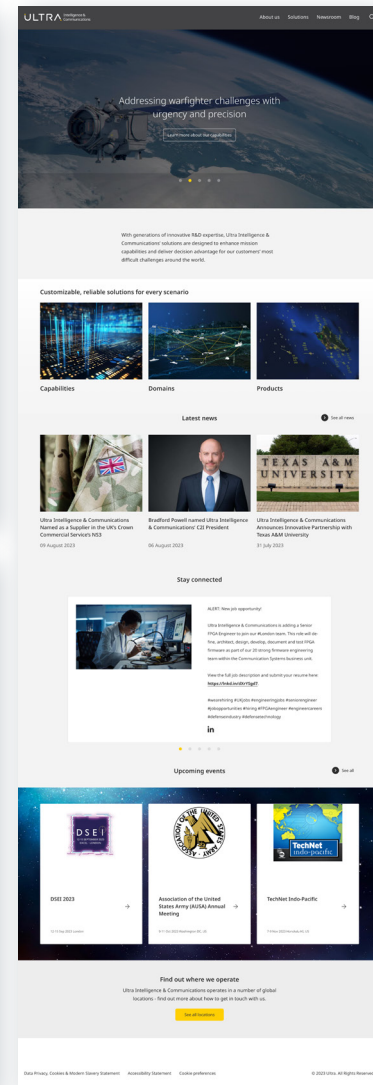
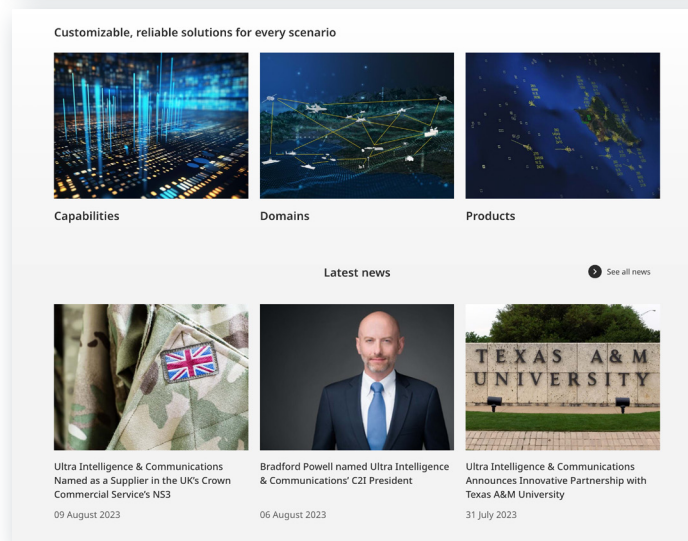
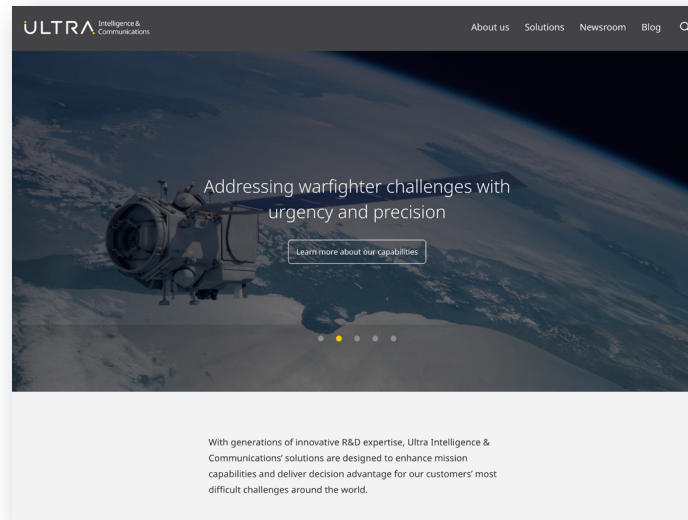
Owner: US Human Resources
Date: January 2022

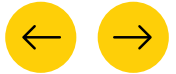




Website

ultra-ic.com





Stationary

These are examples of our stationery items, our letterhead and business card.

Key principles

- Clean, simple, modern with bold pops of yellow or grey.
- Strong use of white space.

Letterhead

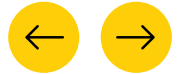
- Grey logo, top left.
- Contact details ranged left, grey text. Black is used to highlight contact name and E, M and T.
- The word-processed letter should use our system font, Arial.

Business Card

- Double sided with contact information on the front and bold colors on the back.
- Front side has grey logo on the bottom left and back side had a stacked white logo on a grey circle.
- Half-circle device is used to highlight the contact name and website. A QR code is used for quick access to the Ultra I&C website.
- Circle device is used to highlight the contact name and connects across business cards.
- Contact details align right, grey text. Black is used to highlight contact name and E, M, T and ultra-ic.com.



Please contact us if you require assistance updating a commonly used template.



Powerpoint & Email Signature

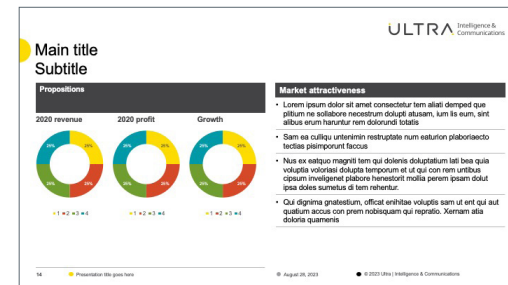
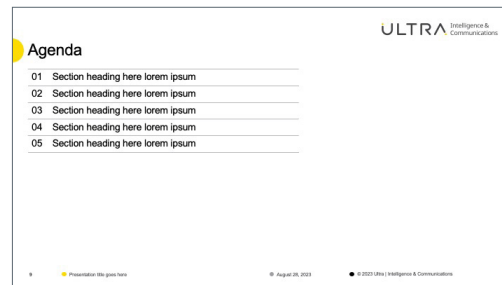
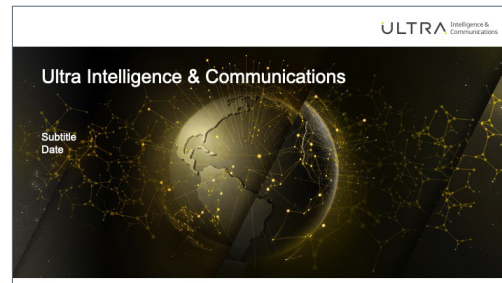
PowerPoint Template

Updated PowerPoint templates should be used for both internal and external presentations.

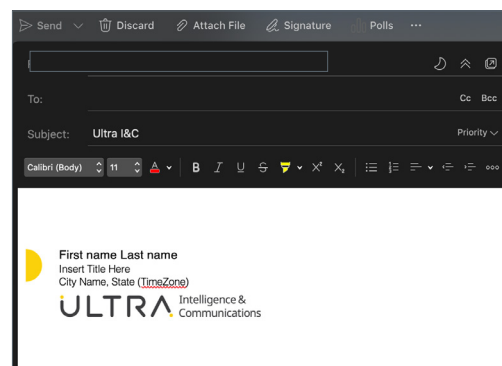
Email Signature

Email signatures should include your name, title, and the new Ultra Intelligence & Communications logo. Adding other contact information like email, phone number, address or time zone is optional and should be listed under name and title.

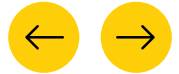
Powerpoint



Email Signature

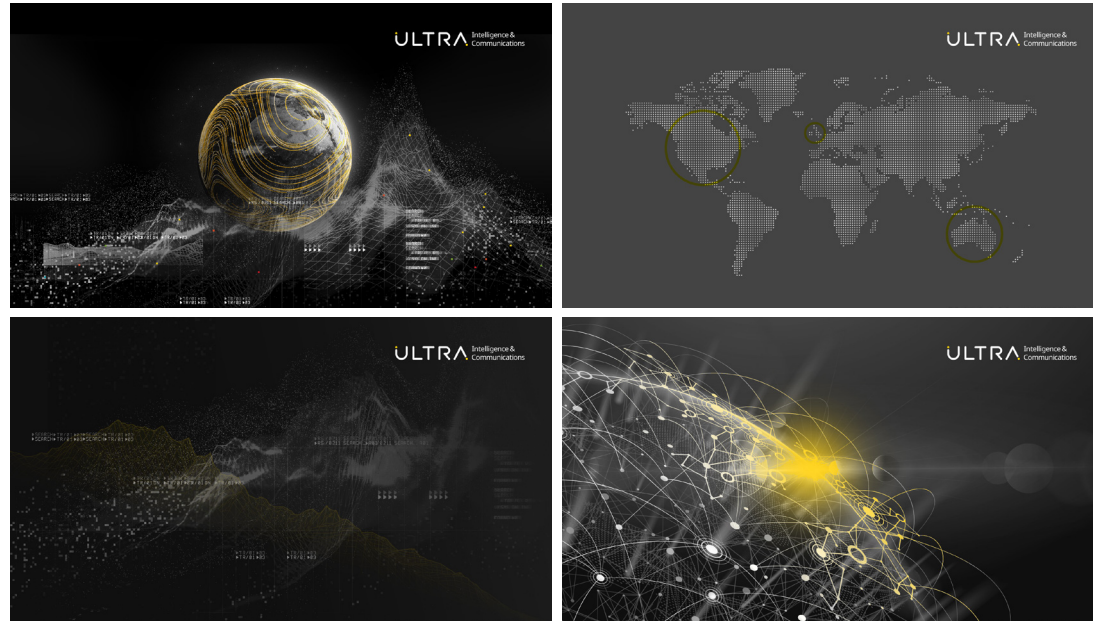


Please contact us if you require assistance updating a commonly used template.

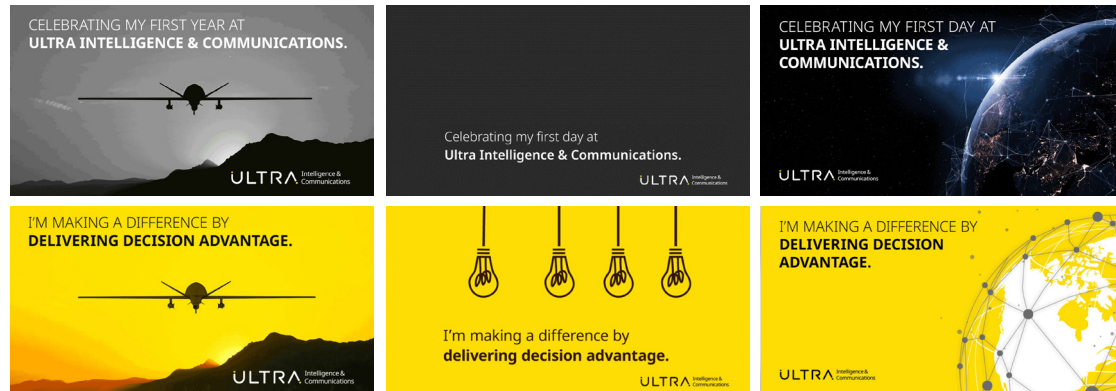


Desktop Backgrounds, New Hire & Milestone Graphics

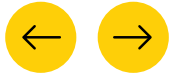
Desktop Backgrounds



New Hire and Milestone Graphics



Please contact us if you require assistance updating a commonly used template.



Swag Store

Please see store information
for our branded swag store:

Website: <https://ultra-ic-brand.geigershops.co.uk/>

Email: ultra-ic@geiger.com





Contact



Contact

For any questions or support
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