DIGI

Digi International
Brand Playbook

2024 | v 1.2

Why Brand Matters

The Digi brand is the very essence of our organization. More than anything, our brand is an operating principle that we work together to fulfill. Our brand represents why we come to work each day and how we choose to make a difference for our customers. And it is every Digi team member's obligation to bring the Digi brand to life.

Brand is not a trademark, a symbol, or a logo. Brand is the bigger driving force represented by a logo. In this regard, the Digi logo is a shorthand reference for our brand.

To successfully use a logo to represent our brand we must be intentional and disciplined in managing both. Herein are the foundational guidelines for managing the visual representation of the Digi brand, in the form of a logo, visual communication system and associated tag line.

This guide will help you correctly present the Digi brand: how we think, talk, and appear in site content, collateral, social media and customer-facing materials. It provides guidance for creating written and visual content for a wide range of media and applications. By following this guide, you'll help us strengthen the Digi brand and maintain its status as a high-value business asset.

Strong brands like Digi have a great story to tell that can favorably influence purchase decisions and even command higher prices.

A strong Digi brand is essential for our continued success by giving us:

- A **touchpoint** that embodies our culture and core values.

- A **mindset** that guides interactions with customers and other stakeholders.

- A **framework** for presenting ourselves with a consistent personality and voice.

- A **foundation** that eliminates recreating the wheel every time we start a new project.

What Does a Logo Convey?

Just seeing the logo of a great brand triggers an immediate reaction. You know who they are, what they offer, and how they're positioned. What comes to mind when you see these logos?

Inspiring design. Intuitive operation. Complex but highly usable technology.

Ubiquitous search. Far-ranging innovation. Tools. Collaboration. Wicked smart.

Exhilaration. Style. Precision German engineering. The ultimate driving machine.

Imagination. Storytelling. Magic. Timeless characters. Family experiences.

The Digi Brand Manifesto

Telling Our Story

This manifesto is a brand anthem that captures the mission-critical environment in which Digi works, the challenges our customers face and all that Digi makes possible. It's also guidance on our brand voice, writing style and what we bring to the IoT world.

This is where work happens. Vast oil fields. Intensive care units. Crowded freeways. Factory floors. Retail stores on Black Friday. Millions of devices, each with a critical task to perform. A mission to accomplish. No tolerance for failure. No letup. No downtime.

Digi works to enable mission-critical connectivity, making formerly inanimate objects part of our data-driven, communications-dependent, round-the-clock connected world. With relentless reliability and security, Digi enables performance, even in the toughest conditions. We're driven by purpose: to meet our clients' technical and business goals.

We're about software, hardware, devices, sensors, data collection and storage, analytics, and expertise. We create ecosystems of networked things, then connect people with the ecosystem. We have the versatility to optimize operations of a single site and to deploy solutions across the globe. And we've mastered the complexity of certification and compliance.

At Digi, we make the Internet of Things possible in every vertical industry, in every place imaginable. **Digi: Connect with Confidence.**

Connecting the Brand to People

Digi Positioning

This is how we distinguish ourselves in the market, conveying what we do — our reason for being — in the minds of our customers.

Positioning statement

Digi makes the Internet of Things (IoT) possible.

Digi Brand Promise

At the core of every brand is a promise. Our brand promise is what we must do for customers consistently. Our promise is our commitment.

Brand promise

Digi: Connect with Confidence

Digi makes the Internet of Things (IoT) possible. We solve communications challenges in the most demanding environments and deliver proven, no-nonsense IoT-enabling solutions that work — and keep working. Digi: Connect with Confidence

Digi Brand Essence

The brand essence guides how we present ourselves. It expresses our personality and attitude, and the impression you'd get if Digi was a person you met.

Tough and determined

A roll-up-the-sleeves mindset that thrives on tackling the toughest connectivity challenges.

Smart and innovative

Knowledgeable people delivering ingenious yet practical solutions.

Committed to staying on course

Steadfast in meeting obligations. Helping customers over the long haul.

Digi Values

This is what we value in products, in one another and in the solutions we provide.

Performance of our solutions and our people.

Reliability in the technology we deliver, the people we hire and the way we do business.

A "solution" mindset in everything we deliver — to support customer success, time-to-market and full lifecycle management.
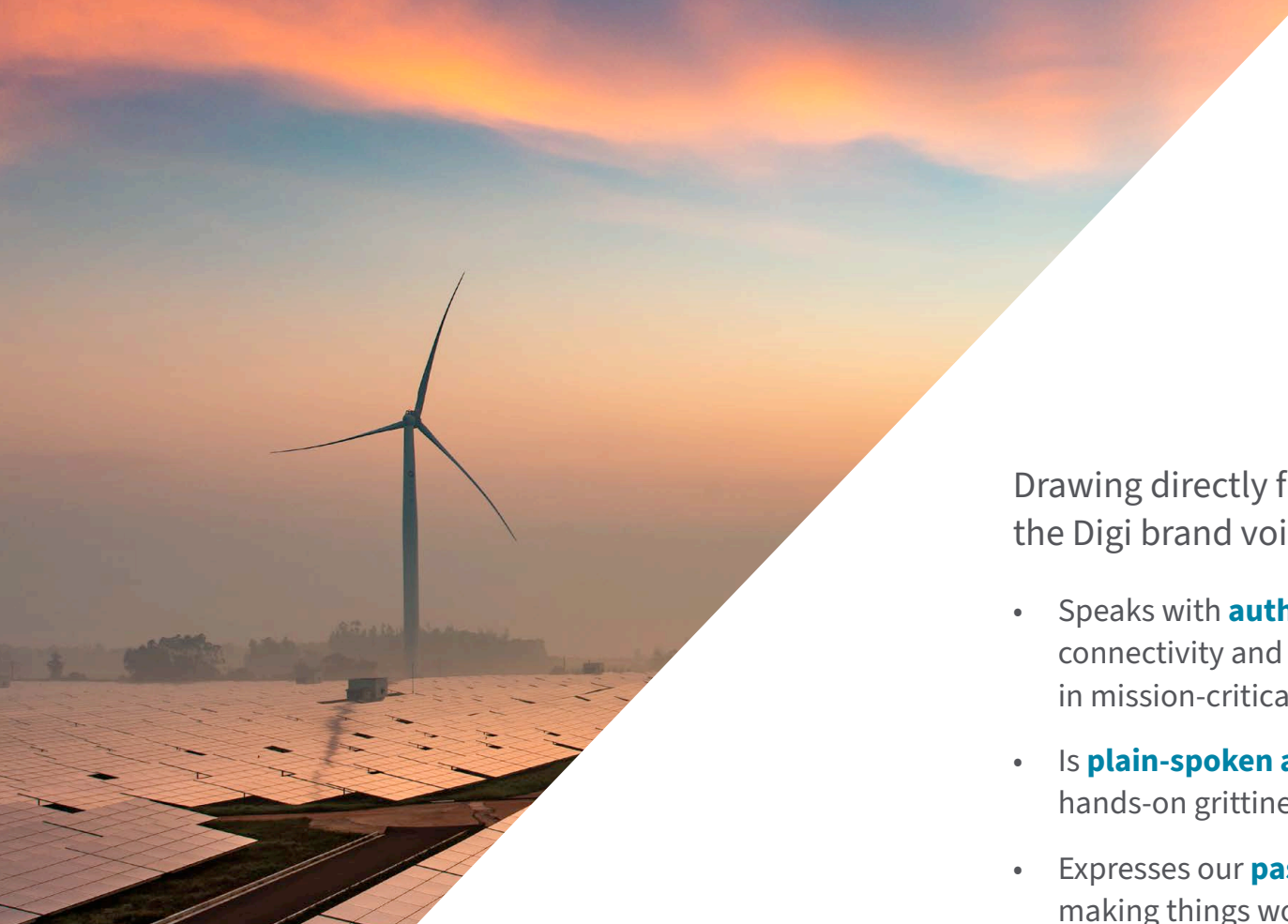
Drawing directly from the brand essence, the Digi brand voice:

- Speaks with **authority and experience** about connectivity and the Internet of Things, especially in mission-critical environments.

- Is **plain-spoken and practical**, with a bit of hands-on grittiness.

- Expresses our **passion and commitment** to making things work.

- Is **confident (but not arrogant)** about helping customers solve their toughest connectivity challenges.

Use active voice to energize written content. Keep it concise and understandable. Avoid using industry buzzwords, jargon and corporate-speak. Let your ideas flow freely in a logical sequence, with a cadence that propels the writing.

Always follow good writing practices. Structure sentences and paragraphs correctly. Read what you've written before you send it out. As you read, double-check the spelling. Make sure auto-correct hasn't changed a word to something you didn't intend.

Brand Tagline

The Tagline

The tagline makes a succinct statement of the promise we make to customers:

Connect with Confidence

The tagline brings together two core elements of the Digi brand:

Connection

What we do in thousands of applications every day. There's the technical aspect of connection: relentlessly reliable, secure and scalable devices. And the human aspect: innovative problem-solving from Digi people working with passion and expertise.

Confidence

Assurance that Digi can handle nearly anything — from simple upgrades to sensitive, mission-critical applications. Customers trust us to the ends of the earth, quite literally. We bring dependable solutions to every project and help customers deploy on-time and on-budget.

The "Connect with Confidence" tagline describes Digi's value in seemingly countless ways. We connect devices, networks, information, ideas, customers, distributors and Digi team members. And we work, lead, invent, advise, collaborate and support our customers' mission-critical connectivity goals. "Connect with Confidence" anchors everything Digi does.

The tagline is used in a lockup with the Digi logo. See page 18 for details.

Using the Tagline

"Connect with Confidence" can also be used as a versatile brand sign-off. It's a shortcut way of communicating what sets Digi apart from all others. The sign-off should appear in some form, somewhere, on all Digi-branded communications. For example:

The sign-off can simply **end a block of text**:

That's what happens when you Connect with Confidence.

You can place it after a **call-to-action**:

Discover the versatility of Digi ConnectCore® at digi.com. Connect with Confidence.

The sign-off can be **part of a subhead**:

It's time to Connect with Confidence.

Who We Are in 100 Words or Less

If you ever need to give someone a description of Digi, here's content you can use.

25-Word Description

Digi makes IoT possible by providing relentlessly reliable connectivity solutions, even in the most demanding environments. With Digi, you can Connect with Confidence.

50-Word Description

Digi International (Digi) is a leading global provider of mission-critical Internet of Things (IoT) connectivity products and services. We help our customers create next-generation connected products and deploy and manage critical communications infrastructures. Founded in 1985, we've helped customers connect over 100 million things, and the numbers are growing.

100-Word Description

Digi International (Digi) is a leading global provider of mission-critical and business-critical Internet of Things (IoT) connectivity products and services. We help our customers create next-generation connected products and deploy and manage critical communications infrastructures in demanding environments. Our embedded modules and off-the-shelf routers, gateways and network solutions deliver unquestioned performance and security. Our cloud-based software and professional services help customers put their connected products and assets to work across a broad range of mission-critical industry applications. Founded in 1985, we've helped our customers connect over 100 million things, and the numbers are growing.

Digi Brand Messaging

What We Have to Say for Ourselves

Digi covers a lot of territory — hundreds of products and thousands of customers all over the world. We enjoy a strong presence in six vertical markets and dozens of industries. How do we pitch our products, services and company to such a diverse audience? It starts with consistent brand messaging. While this isn't copy-and-paste content, it does give you a lot of talking points.

What We Say in General

Digi delivers wireless connectivity solutions for mission-critical environments.

- Digi helps you build and deploy infrastructures with unparalleled:
  - Reliability
  - Scalability
  - Security
- With Digi, expect bullet-proof performance under the most demanding conditions imaginable.

Work with the team dedicated to helping you achieve your critical mission.

- Digi people love a challenge
- We roll up our sleeves and jump in with passion, deep expertise and pragmatic thinking
- We have the right tools to:
  - Solve your problem
  - Build what you need using proven technology that works every time

Connect with the company that knows what it takes to build reliable IoT infrastructure.

Digi is the connectivity partner for your biggest systems and longest product roadmaps. We've:

- Connected more than 100 million things in the IoT over the past 35+ years
- Engineered and built devices delivering unsurpassed performance, reliability and security in thousands of applications

As a company, you can depend on us for:

- Versatile technology
- Financial stability
- A reliable supply chain
- The power of a global footprint

What We Say to Technology Decision-Makers

Achieve the performance you want, no matter what

"Mission critical" doesn't always mean deploying systems across burning deserts or frozen tundra. It can mean patient monitors in an ICU or buses navigating city traffic. Wherever your IoT and M2M systems need to work, Digi helps ensure they're relentlessly reliable and secure. Every device. Every connection. Everywhere.

Get to market faster, on target and on budget

Depend on Digi for the wireless connectivity know-how and resources you need. The right capabilities. The right technologies. The right spectrum and bandwidth. When you need engineering support, design assistance, application development, or help with any aspect of your IoT deployment, Digi Professional Services and Wireless Design Services can help. Digi helps you roll out connected products that exceed expectations.

Make the Internet of Things work for you

Planning and deploying an IoT project can be a highly complex and expensive proposition that can be hamstrung by details, decisions and roadblocks that impact your ROI. *Digi works in the Internet of Getting Things Done.* If you need to figure out how to make machines talk to each other, talk to Digi. We'll give them a voice. We'll help you sort out the bewildering array of wireless and cloud options. And we'll help you choose the right M2M connectivity solutions. You'll make your products more connected, more capable, and more efficient.

What We Say to Business Decision-Makers

Give yourself a more competitive ROI

Wondering how you'll compete in an increasingly connected world? With Digi, it's wireless: done. You don't need to hire in-house RF talent, construct state-of-the-art wireless test facilities or hire a cybersecurity team. Digi has all of that, and it's inside every Digi product.

Create a global footprint

When you partner with Digi, you partner with a dependable supplier that delivers consistent quality and reliability anywhere in the world. With global scalability, certifications, and compliance, Digi can help drive your growth everywhere.

Chart a longer course

Digi product availability extends for years — even decades. That means you can engineer and build products with lengthy product roadmaps as well as systems with long operational lifespans. With Digi in your products, systems, and critical infrastructures, you enjoy the confidence that you won't be stranded on a technological island. You won't be re-engineering to accommodate component changes or end-of-life disruptions. We know that many projects require taking a long-term view, and we work with you every step of the way.

Visual
Brand Guidelines

Typography

Source Sans 3 is the primary typeface for Digi. Fittingly, it is a contemporary sans serif font intended for digital use, and works well with user interfaces.

Typographic Styles
Whenever possible, capitalize headlines and titles to add emphasis. Subheads can be capitalized or in sentence case, depending on the application.

Use Dark Blue judiciously on headlines and titles when situations allow. For body copy, use dark gray.

Note: Please use the link below to check digital color accessibility.

https://color.adobe.com/create/color-contrast-analyzer

Digital colors need to meet the standards of the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA.

Primary Typeface

Source Sans 3 Light

Source Sans 3 Light Italic

Source Sans 3 Regular

Source Sans 3 Italic

Source Sans 3 Semibold

Source Sans 3 Semibold Italic

Source Sans 3 Bold

Source Sans 3 Bold Italic

Source Sans 3 Black

Source Sans 3 Black Italic

Typographic Styles

Headline 1

Headline 2

Subhead 1

Subhead 2

Body Copy 1

Body Copy 2

The Palette

Primary Colors — Print or Digital

DIGI GREEN*

WHITE

DARK GRAY

Pantone 368 C/U
CMYK: 53 / 0 / 85 / 0
RGB: 132 / 195 / 97
Hex: 84C361

Pantone PQ-11-0601TCX
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
Hex: FFFFFF

Pantone Cool Gray 11 C
CMYK: 67 / 59 / 53 / 34
RGB: 75 / 79 / 83
Hex: 4B4F53

Additional Print Design Colors

DARK BLUE

MEDIUM BLUE

LIGHT BLUE

ORANGE

LIGHT GRAY

MEDIUM GRAY

Pantone 7468 C
CMYK: 100 / 25 / 0 / 40

Pantone 2995 C
CMYK: 87 / 1 / 0 / 0

Pantone 2905 C
CMYK: 41 / 2 / 0 / 0

Pantone 7597 C
CMYK: 0 / 69 / 83 / 18

Pantone Cool Gray 5 C
CMYK: 0 / 0 / 0 / 29

Pantone 424 C
CMYK: 0 / 2 / 0 / 68

Additional Digital Design Colors

VERY DARK BLUE

DARK BLUE

MEDIUM BLUE

VERY LIGHT BLUE

LIGHT GRAY BLUE

RGB: 27 / 73 / 101
Hex: 1B4965

RGB: 18 / 114 / 152
Hex: 127298

RGB: 0 / 183 / 255
Hex: 00B7FF

RGB: 226 / 246 / 255
Hex: E2F6FF

RGB: 233 / 236 / 239
Hex: E9ECEF

DARK GREEN

GRAY

MEDIUM GRAY

LIGHT GRAY

VERY LIGHT GRAY

RGB: 65 / 130 / 60
Hex: 41823C

RGB: 63 / 66 / 69
Hex: 3F4245

RGB: 113 / 113 / 116
Hex: 717174

RGB: 218 / 216 / 216
Hex: DAD8D8

RGB: 238 / 240 / 240
Hex: EEF0F0

Text on a Background Color

Here are five examples of color combinations that meet the contrast ratio of text and background color.

Colors need to meet the standards of the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA.

https://color.adobe.com/ create/color-contrast- analyzer

Very Dark Blue text on Digi Green

Digi Green text on Very Dark Blue

Dark Blue text on White

Digi Green text on Gray

Dark Gray text on Digi Green*

Additional Website Only Design Colors

GREEN

HOVER GREEN

YELLOW

ORANGE

RGB: 145 / 212 / 108
Hex: 91D46C

RGB: 157 / 228 / 118
Hex: 9DE476

RGB: 255 / 187 / 66
Hex: FFBB42

RGB: 194 / 86 / 41
Hex: C25629

*Do not use for text smaller than 30pt

*Must be a minimum of 18 points to meet accessibility standards

Brand Hierarchy

Master Brand
The umbrella for all brand exercises.

Strategic Brands
Digi has three strategic brands conveyed by a sub-brand logo and identity scheme. Strategic brands have existing equities and/or exemplify equities that ladder upward to create or fulfill core equities of the Digi master brand.

Primary Brands
Digi has primary brand categories conveyed by a sub-brand logo and identity scheme.

Download Digi brand elements here:
www.digi.com/resources/graphics

NOTE: The only logos to be used in the course of Digi business are those sanctioned by this document, and all guidelines for use — application, color, size, free zone, etc. — are to be honored.

Master Brand

Strategic Brands

Primary Brands

Brand Hierarchy

Services — Badges and Logos

Services beyond the primary and strategic brands are referenced by a sub-brand logo and identity scheme.

Products

Products are referenced using only a functional naming scheme of trademarked names.

NOTE: The only logos to be used in the course of Digi business are those sanctioned by this document, and all guidelines for use — application, color, size, free zone, etc. — are to be honored.

Services — Badges and Logos

Products

Use the following rule in copy:
Digi + Functional Product/Service Name™

Examples:
Digi AnywhereUSB®
Digi XCTU®

When the functional name is a family of brands you can use a product numbering sequence to further distinguish:
Digi + Functional Product/Service + Number™

A full listing of trademarks can be found in the addendum. If you have a new name that is not on this list, reach out the corporate Marketing team to start the naming process.

Master Brand Logo

The Digi logo is based on precision, technology, and connection.

It breaks out the Digi name from the enclosing green rectangle of the previous logo, visually setting the name free from boundaries. It opens up the Digi brand to a world of connection and possibilities.

The green triangle is an evolution of the rectangle. The "up and out" direction of the triangle suggests forward movement and radio communication. The triangle's precise 45° angle is echoed in the negative space of the logo's "D", and elsewhere in the Digi design elements.

The bright green also refers back to the previous Digi logo, but gives the color more energy. It's bright, fresh, and progressive; suggesting modern technology and thinking. The custom letter forms convey streamlined simplicity; the unexpected within a strong, underlying structure.

Master Brand Logo

Elements

The logo is comprised of the Digi logotype and a triangular Digi symbol. The placement and size relationship of the logotype and symbol should stay locked together as illustrated.

Clear Space

Keep the Digi logo clear of other graphics to maximize its visual impact. Use the recommended "clear space" to separate the logo from any other elements on the page, such as headlines, text, or imagery.

Elements

Digi Logo

Digi Logotype   Digi Symbol

Never separate the elements of the logo.

Clear Space

Preferred clear space

Minimum clear space

Master Brand Logo

The Digi logo is available in two different reproductions: full-color (preferred) and a one-color solid.

Full-Color Logo

Choose the full-color Digi logo whenever possible. Use the reversed version of the full-color logo on dark backgrounds (not to exceed 80% black).

One-Color Logo

One-color Digi logos should only be used when reproduction situations prohibit the use of the full-color version.

Unacceptable Uses

To ensure brand recognition and consistency, never modify the Digi logo in any way. Do not distort, re-color, or stylize the logo; and do not separate or re-size its elements.

Accepted Color Variations

Full color

Full-color reversed

One-color black

One-color reversed

Unacceptable Uses

Never distort the logo

Never put a drop shadow behind the logo

Never place the gray logo on a dark background

Never change the color of the logo

Never change the color of the logo elements

Never add text to read with the logo

The Lockup

Logo Lockup

The "Connect with Confidence" tagline can be "locked up" with the Digi logo to create our formal brand signature. There are three versions of the lockup; the horizontal version is the preferred format. The single-line stacked version is for limited horizontal spaces. The two-line stacked version should only be used in limited-width spaces such as display banners or vertical web banners.

Clear Space

Keep the Digi logo with tagline clear of other graphics to maximize its visual impact. Use the recommended "clear space" to separate the logo from any other elements on the page, such as headlines, text, or imagery.

Sizes

Like the logo guidelines on page 16, each lockup version is available in two sizes for large and small applications.

Colors

The logo lockup is available in two different reproductions: full-color (preferred) and a one-color solid.

Logo Lockup

DIGI. Connect with Confidence

Horizontal lockup

DIGI.
Connect with Confidence

Single-line stacked lockup

DIGI.
Connect with
Confidence

Two-line stacked lockup

DIGI.
Connect with Confidence

Centered single-line stacked lockup

DIGI.
Connect with
Confidence

Centered two-line stacked lockup

Connect with Confidence

Stand-alone

Clear Space

DIGI. Connect with Confidence

0.5 X
0.5 X
X

Minimum clear space

DIGI.
Connect with Confidence

0.5 X
0.5 X
X

DIGI.
Connect with
Confidence

0.5 X
0.5 X
X

Connect with Confidence

X
X
X
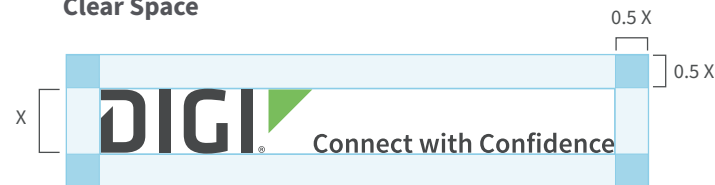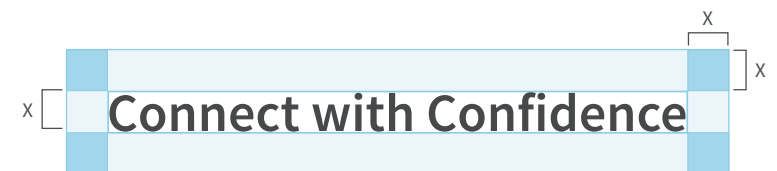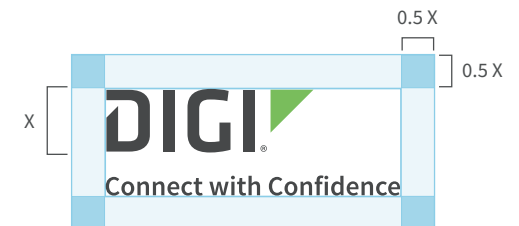
Strategic Brand Logos

Digi's IoT Business Segments

Digi has three strategic brands conveyed by a sub-brand logo and identity scheme. Strategic brands have existing equities and/or exemplify equities that ladder upward to create or fulfill core equities of the Digi master brand.

SMART SENSE
BY DIGI ®

opengear
A DIGI COMPANY

Ventus
A DIGI COMPANY

Strategic Brand Logos

SmartSense by Digi
Sensing-as-a-Service Solutions

Logo Lockup

SMART SENSE
BY DIGI ®

Sizes

Horizontal lockup
Preferred size: 2.75" (as shown above)

Clear Space

0.5 X

0.5 X

SMART SENSE
BY DIGI ®

Minimum clear space

Accepted Color Variations

SMART SENSE
BY DIGI ®

Full color

SMART SENSE
BY DIGI ®

Full-color reversed

SMART SENSE
BY DIGI ®

One-color black

SMART SENSE
BY DIGI ®

One-color reversed

Strategic Brand Logos

Opengear, a Digi Company
Smart Out-of-Band Management

Logo Lockup

Sizes

Horizontal lockup
Preferred size: 2.75" (as shown above)

Clear Space

0.5 X

0.5 X

Minimum clear space

Accepted Color Variations

Full color

Full-color reversed

One-color black

One-color reversed

Strategic Brand Logos

Ventus, a Digi Company

Managed Network-as-a-Service (MNaaS)

Logo Lockup

Sizes

Horizontal lockup

Preferred size: 2" (as shown above)

Clear Space

0.5 X

0.5 X

Minimum clear space

Accepted Color Variations

Full color

Full-color reversed

One-color black

One-color reversed

Primary Brand Logos

Primary Brands

Digi has primary offer categories conveyed by a sub-brand logo and identity scheme.

Brand Elements

Primary Brand Logos

Digi Remote Manager®

IoT device monitoring platform providing centralized control, management, security, edge intelligence, and day-to-day network management.

Logo Lockup
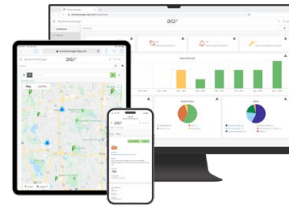
Main image

Badge with image
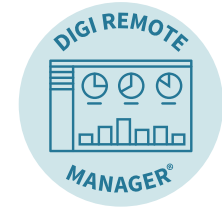
Badge only

Sizes and Clear Space

Image lockup
Preferred size: 1.5"
(as shown above)

Badge lockup
Preferred size: 1"
(as shown above)

0.5 X

0.5 X

Minimum clear space

0.5 X

0.5 X
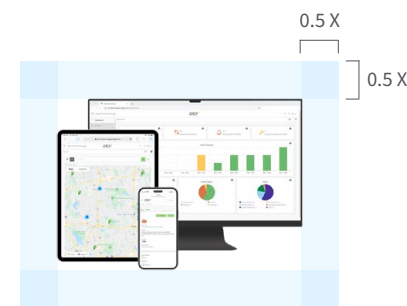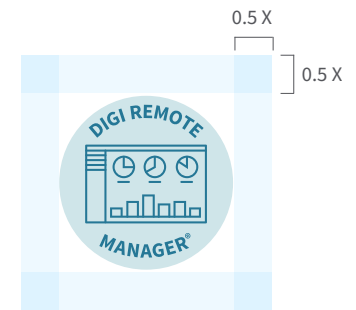
Minimum clear space

Accepted Color Variations

Primary Brand Logos

Digi 360

Offers comprehensive loT packaged solutions, including purpose-built devices, software and services, to help customers optimize their loT investments and maximize ROI.

Logo Lockup

Sizes

Lockup

Preferred size: 1.5" (as shown above)

Clear Space

0.5 X

0.5 X
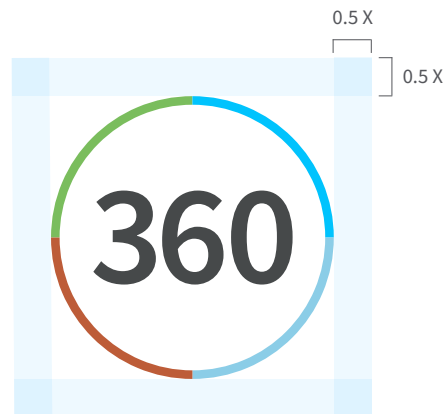
Minimum clear space

Primary Brand Logos

Digi LifeCycle Assurance

Support program providing customers with access to Digi Remote Manager Premier edition and 24/7 expert technical support.

Logo Lockup

Sizes

Lockup
Preferred size: 1.5" (as shown above)

Clear Space

0.5 X

0.5 X
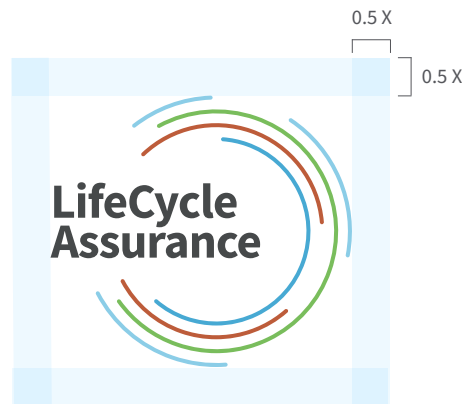
Minimum clear space

Primary Brand Logos

Digi X-ON

LoRa Wide Area Network solution providing connectivity, device management, and data transformation on the scalable Digi X-ON IoT platform.

Logo Lockup

Horizontal lockup

Stacked lockup

Sizes

Horizontal lockup
Preferred size: 2.25" (as shown above)

Stacked lockup
Preferred size: 1.15" (as shown above)

Clear Space

Minimum clear space

Accepted Color Variations

Full color

Full-color reversed

One-color black

One-color reversed

Primary Brand Logos

Digi XBee

Master Digi XBee® logo representing the ecoystem of cellular modems and RF modules, developer tools, and software libraries.

Logo Lockup

Horizontal lockup

Stacked lockup

Sizes

Horizontal lockup
Preferred size: 2.25" (as shown above)

Stacked lockup
Preferred size: 1.25" (as shown above)

Clear Space

0.5 X

0.5 X

X

Minimum clear space

X

X

X

Accepted Color Variations

Full color

Full-color reversed

One-color black

One-color reversed

Brand Elements

Primary Brand Logos

Digi ConnectCore

Master Digi ConnectCore® logo representing Digi system-on-modules, single board computers, development kits, and the ecosystem of embedded solutions for OEMs and developers.

Logo Lockup

Horizontal lockup

Stacked lockup

Sizes

Horizontal lockup
Preferred size: 2.75" (as shown above)

Stacked lockup
Preferred size: 1.5" (as shown above)

Clear Space

0.5 X

0.5 X

0.5 X

0.5 X

Minimum clear space

Accepted Color Variations

Full color

Full-color reversed

One-color black

One-color reversed

Primary Brand Logos

Digi XCTU

Digi XCTU® is a multi-platform application designed for easy setup, configuration, and testing of Digi XBee® RF modules/RF solutions.

Logo Lockup

Horizontal lockup

Stacked lockup

Sizes

Horizontal lockup
Preferred size: 2.25" (as shown above)

Stacked lockup
Preferred size: 1.15" (as shown above)

Clear Space

0.5 X

0.5 X

X

X

X

X

Minimum clear space

Accepted Color Variations

Full color

Full-color reversed

One-color black

One-color reversed

Primary Brand Logos

Digi XBee Studio

Digi XBee® Studio is a multi-platform application that enables developers to manage Digi XBee devices through a simple-to-use graphical interface.

Logo Lockup

Horizontal lockup

Stacked lockup

Stacked lockup with icon

Sizes

Horizontal lockup
Preferred size: 2.75" (as shown above)

Stacked lockup
Preferred size: 1" (as shown above)
Preferred size with icon: 1" tall (as shown above)

Clear Space

0.5 X
0.5 X

Minimum clear space

0.5 X
0.5 X
0.5 X

Accepted Color Variations

Full color

One-color black

Full color

Full-color reversed

Full-color reversed

One-color reversed

Primary Brand Logos

Digi TrustFence

Digi TrustFence® is an IoT security framework that easily integrates device security, device identity, and data privacy capabilities into connected, embedded devices.

Logo Lockup

Badge

Horizontal lockup

Sizes

Stacked lockup
Preferred size: 1.25" height (as shown above)

Horizontal lockup
Preferred size: 1.875" wide (as shown above)

Clear Space
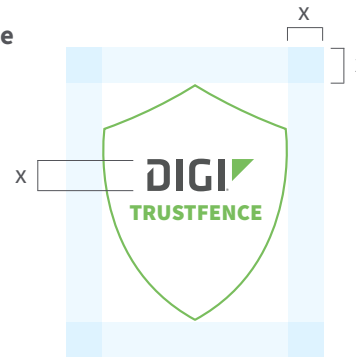
Minimum clear space

Accepted Color Variations

Full color

Full color

Full-color reversed

Services Brand Badges and Logos

Services — Badges and Logos

Services beyond the primary and strategic brands are referenced by a sub-brand logo and identity scheme.

Badges

Logos

Services Brand Logos

Digi SAFE

Digi SAFE™ is an end-to-end connectivity solution for public safety and first responder vehicles, including software, hardware, security, compliance, and available value-added services.

Logo Lockup

0.5 X
0.5 X

Minimum clear space

Sizes

Horizontal lockup
Preferred size: 1.75" (as shown above)

Badge

X
X
X

Minimum clear space

Accepted Color Variations

Full color

Full-color reversed

One-color black

One-color reversed

Services Brand Logos

Digi Axess

Digi Axess is a remote monitoring and management system providing centralized control, configuration management, and easy data visualization for Digi Connect® Sensor+ products.

Logo Lockup

DIGI AXESS

Sizes

Horizontal lockup

Preferred size: 1.75" (as shown above)

Clear Space

0.5 X

0.5 X

DIGI AXESS

Minimum clear space

Accepted Color Variations

DIGI AXESS

Full color

DIGI AXESS

Full-color reversed

DIGI AXESS

One-color gray

DIGI AXESS

One-color reversed

Services Brand Logos

Digi G.0

Digi G.0 is a web-based educational system utilized by Digi channel partners and internal stakeholders for product, technology, and industry training.

Logo Lockup
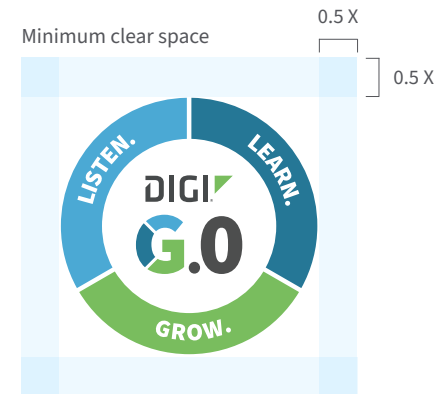
Minimum clear space

0.5 X

0.5 X

Sizes

Horizontal lockup
Preferred size: 1.5" (as shown above)

Badge

Minimum clear space

0.5 X

0.5 X

Accepted Color Variations

Full color

Full-color reversed

One-color black

One-color reversed

Services Brand Logos

Digi Voice Control

Voice control technology supporting a wide range of hands-free device control use cases.

Logo Lockup

0.5 X

0.5 X
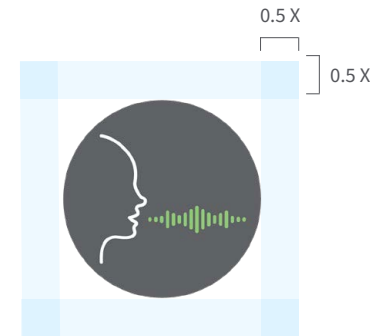
Minimum clear space

Sizes

Horizontal lockup

Preferred size: 1" (as shown above)

Accepted Color Variations

Full-color circle

Full-color reversed circle

Full-color reversed square

Full-color square

Services Brand Logos

Digi Navigator

Streamlined device configuration for the Digi Connect® EZ product family.

Logo Lockup

Minimum clear space

0.5 X

0.5 X

Sizes

Horizontal lockup

Preferred size: 1.5" (as shown above)

Accepted Color Variations

Full color

One-color black

Full-color reversed

One-color reversed

Brand Elements

The Triangle

The triangle is a signature graphic of the Digi design elements. It conveys precision and movement in a wide range of applications.

Green Triangle

Derived directly from the logo, the green triangle adds emphasis to images, headlines, and layouts. It is always executed with a precise 45° angle, regardless of the triangle's orientation.

Reveal Shape

The green triangle can be used over a banner space to "reveal" an idea or product. The reveal is created when the 45° triangle shape is subtracted from a color block or image, and a green corner is added. The green of the upturned corner suggests that Digi is at work behind the scenes.

Corner Shape

The green triangle can also be used to block a full-bleed banner image, when a "reveal" is not needed.

Cut Shape

Large, dramatic imagery can cut a 45° angle across the top corners of layouts. A green triangle at the bottom of the cut acts as a cap that brands the image and page.

Green Triangle
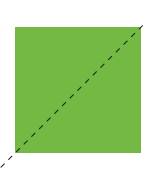
Angles must always be 45°, as if it were a square cut in half.

Preferred orientations of the green triangle.

Reveal

Adding the green triangle to color blocks adds emphasis. Generally, this shape is only used in page banners.

Green Triangle Reveal Applications

The triangle can be used on either side of a banner image. The banner and reveal can be various heights.

Images crop behind the reveal shape. The reveal shape should not cover key elements in imagery.
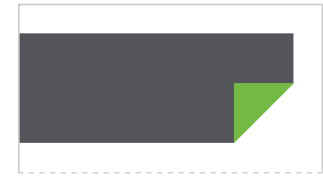
The reveal can be used in either a partial page or full-width image or gray banner.

Corner

Full-bleed banner with corner.

Note: Only use the corner when a banner image uses the full width of the page.

Cut

Use the angled image with the cut shape sparingly to emphasize key brand ideas.

The Pattern

Placing various opacities of the 45° triangle next to each other creates patterns that can be used in a variety of ways on Digi materials. These "origami" patterns should add visual interest and highlight products and ideas, not distract from them.

Triangle "Origami" Pattern

Executed in reverse and on white, this pattern suggests technical connection, and should only be used when introducing a product or a "connecting" idea over an image or solid color. The origami pattern should not be used as a random element, such as creative "filler."

Triangle Large Accent

Used over primary images as a translucent triangle accent, and to increase the legibility of typography over an image. The triangle accent should be as translucent as possible. Construct it using a black triangle set to a very low percentage of opacity, according to the underlying image.

Origami Pattern

Use the triangle pattern on a solid dark background at 10% opacity.

Use the triangle pattern on a light background or an image at 20-40% opacity.

Shaded Triangle

Dark gray triangle, scaled back in transparency, set to "multiply," and placed over an image for emphasis.

Using the Patterns in a Design

Pattern on a solid reveal shape.

Pattern over an image for visual interest.

If it helps to show a title or add emphasis, add a dark gray triangle over the image at a very low opacity (40% should be used as a starting point).

Use the pattern on a reveal to highlight a product.

Use the pattern on a light background to highlight a product.

Use the pattern with a light background in a reveal shape.

Layout Components

Used as layout components in any format, these graphical elements are used to call out and accent secondary information, define sidebars, and provide the basis for a distinct and ownable diagram style.

Light and dark gray box element defines and organizes content spaces. Digi green can also be used as a box element color at 100% opacity.

Triangle dividers can define and divide content within a box element. They can be used in both positive and negative space.

Diagrams of any kind can be created in a clean, uniform way using simple, white graphics. All diagrams should be placed over Digi green or Cool Gray 11C. Any product photos are accented in white circles.

Layout Examples
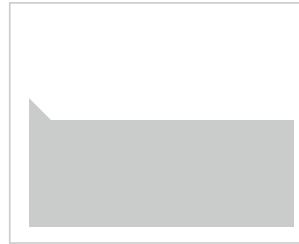
Single-column layout with positive triangle

Two-column layout with positive triangle divider between two color blocks

Three-column layout with positive triangle dividers between columns

Single-column layout with negative triangle

Two-column layout with negative triangle divider in Digi green

Three-column layout with negative triangle divider between columns

Diagram Style
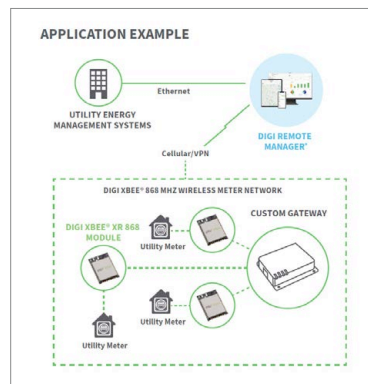
This diagram example applies all of the basic elements: Thin rule or dotted lines, simple icons and product images in circles.

Brand Elements

Photography

Photography is one of the most powerful ways to present the essence of the Digi brand: determined, down-to-earth, smart and inventive while providing critical machine connectivity in demanding environments. Photography sets the tone for every layout — which requires mindful selection of subjects, topics, photographic styles, and colors.

Technology in Motion
These photos convey Digi in action; with the energy and pace of our customers' critical applications. Digi products and services provide the connectivity that keeps businesses, industries, and can't-fail infrastructures up and running, no matter what.

Industries in Perspective
No question, Digi works in some of the toughest places imaginable, and these photos present job sites that few people ever see. Gritty, remote, even hazardous. From a pipeline stretching across frozen tundra, to the hushed urgency of an ICU, Digi works alongside our customers everywhere on the planet.

Product Expressions
Photos of Digi products and services in use go a long way toward building our credibility with customers.

Product Presentations
Clean, precise presentations of Digi products displayed straight on or at a 45° angle.

Technology in Motion

Industries in Perspective

Product Expressions

Product Presentations

Iconography

These sets of precise and simple icons provide "quick read" elements that convey ideas and benefits, but do not represent products.

Industry icons denote the six primary industries that Digi works in.

Benefit icons provide an immediate impression of the advantages and capabilities a Digi product, service, or solution offers.

Icons can be displayed in either a **gray box** or over white, using a **background triangle**.

Wireless Modules	Embedded Systems	Cellular Solutions	Device Manager	Design Services	SmartSense by Digi®

DIGI TRUSTFENCE® SECURITY
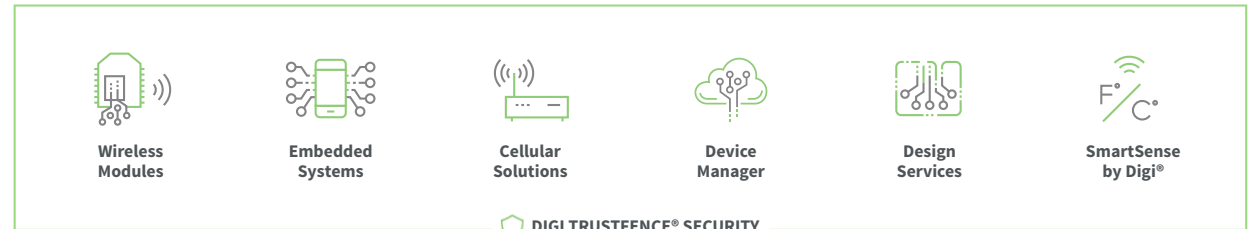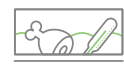
Industrial	Retail	Energy	Transportation	Smart	Medical

Background Textures

Background textures can be used in a variety of Digi materials. The two highlighted textures are product specific and should only be used with the correct product families.

The texture should be used as a background element to add visual interest and highlight products and ideas, not distract from them. If type or imagery is placed over the texture, the background should be faded back 50% or more.

Embedded Product Texture and Use Case
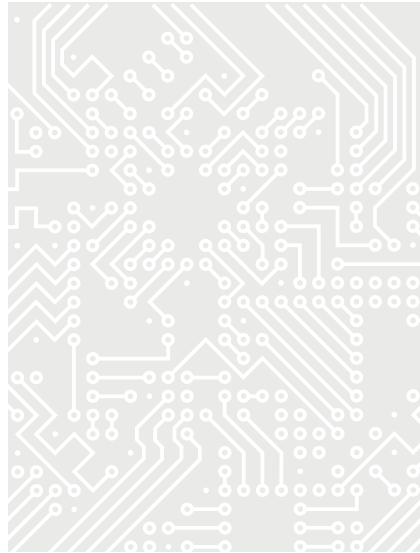
NEW **Digi ConnectCore® 8M Nano Development Kit**
Simplify development and accelerate time-to-market

- Industrial i.MX 8M Nano quad/dual-core System-on-Module
- Power management with both hardware and software support for low-power designs
- Pre-certified dual-band 802.11a/b/g/n/ac 1x1 and Bluetooth® 5 connectivity
- Built-in device security, identity and privacy with Digi TrustFence®
- Multi-display and camera capabilities with hardware acceleration

WWW.DIGI.COM/CC8MNANO → DIGI

Networking Product Texture and Use Case

NEW **Digi IX20 Industrial Router**
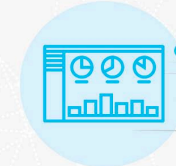
FOR WHAT'S NEXT DIGI

Application Examples

Datasheet Template

Digi XBee 3 Global LTE Cat 4

Digi XBee 3 Global LTE Cat 4 smart modems offer the easiest way to integrate higher bandwidth cellular connectivity into an OEM device or IoT gateway

Digi XBee® 3 Global LTE modules accelerate time-to-market for designers, OEMs and solution providers by quickly enabling wireless connectivity and easy-to-add functionality.

Building on industry-leading technology, pre-certified Digi XBee 3 Global LTE Cat 4 modules offer the flexibility to switch between multiple frequencies and wireless protocols as needed.

Ideal for applications that require variable bandwidth usage between 100 MB and 1 GB per month, Digi XBee 3 Global LTE Cat 4 modules are cost-competitive with other modules that are based on the latest LTE standards.

With **Digi Remote Manager®**, Digi XBee 3 Global LTE Cat 4 modules can be easily configured and controlled from a central platform.

Built-in **Digi TrustFence®** security, identity and data privacy features use multiple layers of control to protect against new and evolving cyber threats.

Standard Digi XBee API frames and AT commands, as well as MicroPython and **Digi XBee Studio**, make it simple to set up, configure and test modules or update their functionality.

Digi XBee 3 Global LTE Cat 4 modules are a key offering in the **Digi XBee Ecosystem** of wireless modules, adapters, tools and software — all engineered to accelerate product and application development, deployment and management.

Key features, benefits and applications

- Integrated MicroPython programmability enables custom scripting directly on the modem
- 2G and 3G fallback and GNSS for accurate location services
- Transparent and API modes simplify software design
- MQTT support for Microsoft Azure and Amazon AWS
- FCC certified and end-device certified with major carriers
- Direct USB for easy PPP integration option
- Integrated with **Digi TrustFence** security framework
- Manage with **Digi XBee Studio** and **Digi Remote Manager**
- Bluetooth® Low Energy for beaconing, connecting to sensors and local configuration using the **Digi XBee Mobile App**
- Includes SIM, ready to activate and begin using

APPLICATION EXAMPLE

Related Digi kits, modules and software

Digi XBee 3 Global LTE Cat 1 Dev Kit | Digi XBee 3 Global LTE-M/NB-IoT Dev Kit | Digi ConnectCore MP1 Modules | Digi XBee Studio | Digi Remote Manager

---

DIGI XBEE 3 GLOBAL LTE CAT 4

Specifications

Manage and configure Digi XBee 3 Global LTE Cat 4 with Digi XBee Studio and Digi Remote Manager

SPECIFICATIONS	DIGI XBEE 3 GLOBAL LTE CAT 4
HARDWARE	
CELLULAR CHIPSET	Thales PLS83-W
FORM FACTOR (CONNECTOR FOOTPRINT)	Digi XBee 20-pin through-hole
ANTENNA OPTIONS	2 U.FL: cellular diversity, 1 U.FL: GNSS Embedded Bluetooth antenna
DIMENSIONS	30.48 mm x 43.18 mm (1.2 in x 1.7 in)
OPERATING TEMPERATURE	−40 °C to 80 °C (−40 °F to 176 °F)
SIM SIZE	4FF Nano
INTERFACE AND I/O	
DATA INTERFACE	UART, SPI, USB
OPERATING MODES	Transparent and API over serial, PPP over USB
SECURITY	Digi TrustFence security with secure boot and protected JTAG
CONFIGURATION TOOLS	Digi XBee Studio (local), Digi Remote Manager (OTA)
EMBEDDED PROGRAMMABILITY	MicroPython with 8 MB flash / 64 kB RAM
I/O	4 ADC lines (10-bit), 13 digital I/O, I2C
BLUETOOTH	Bluetooth Low Energy (BLE)
CELLULAR CHARACTERISTICS	
TRANSMIT POWER: 4G LTE / 3G / 2G	23 dBm / 23.5 dBm / 30 to 33 dBm
RECEIVE SENSITIVITY: 4G LTE / 3G / 2G	103 dBm / 110 dBm / 108 dBm
SUPPORTED BANDS	LTE: B1, B2, B3, B4, B5, B7, B8, B12, B13, B18, B19, B20, B26, B28, B38, B40, B41, B66; 3G: B1, B2, B3, B4, B5, B6, B8, B19; 2G: 850, 900, 1800 and 1850 MHz
DOWNLINK / UPLINK SPEEDS	LTE: 150 Mbps downlink, 50 Mbps uplink; 3G: 14.4 Mbps downlink, 5.76 Mbps uplink; 2G: 237 kbps downlink and uplink
DUPLEX MODE	Full-duplex
POWER REQUIREMENTS (AT 3.3 VDC INPUT POWER)	
SUPPLY VOLTAGE	2.8 to 5.5 V
PEAK TRANSMIT CURRENT	1050 mA with Bluetooth disabled; 1090 mA with Bluetooth enabled
AVG TRANSMIT CURRENT	890 mA
AVG RECEIVE CURRENT	320 mA

Graphic Elements

Application Examples

Website

Graphic Elements
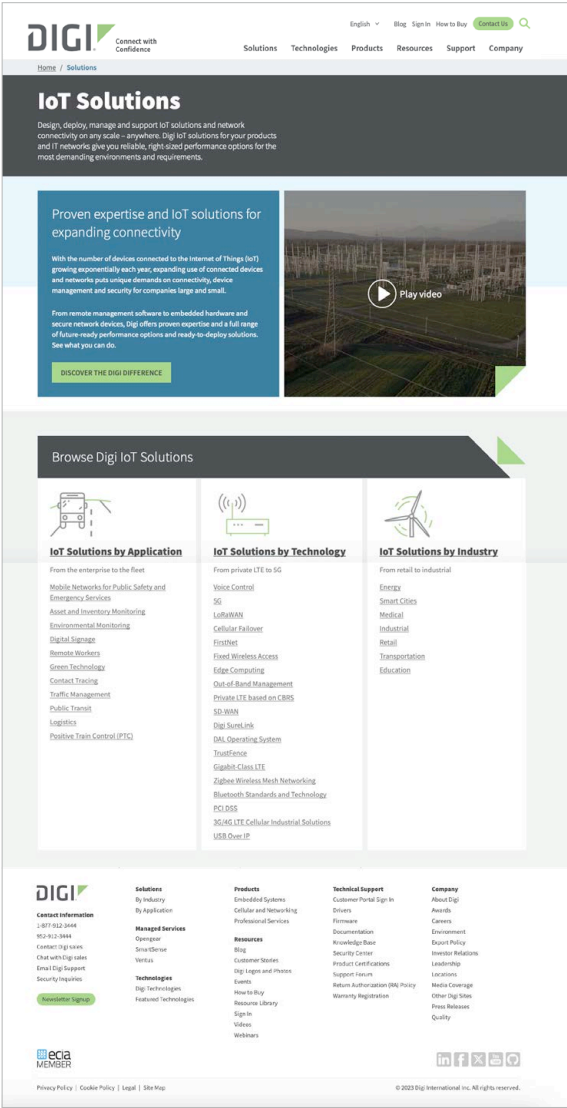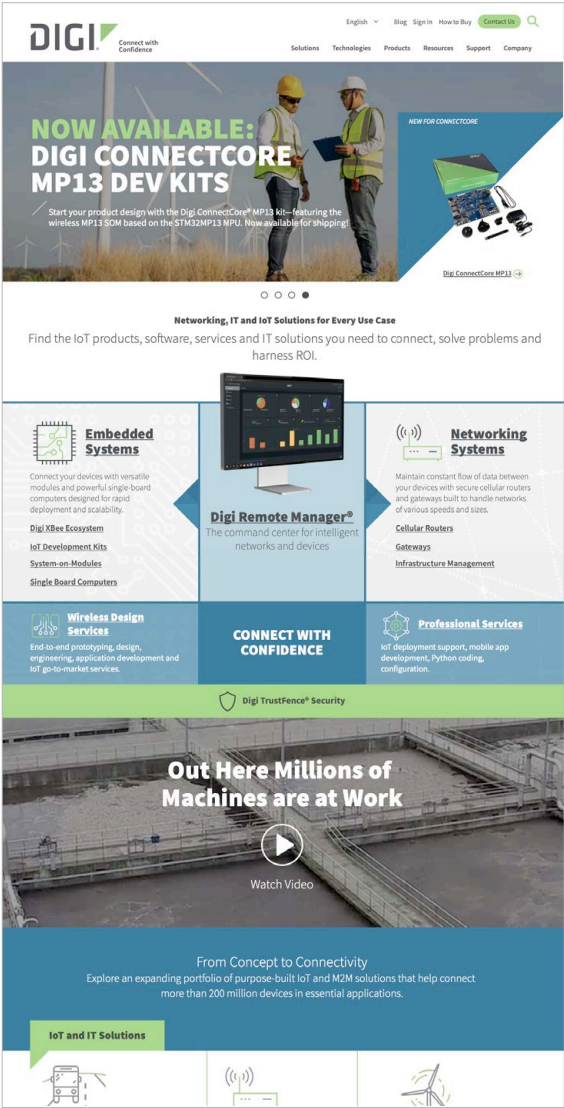
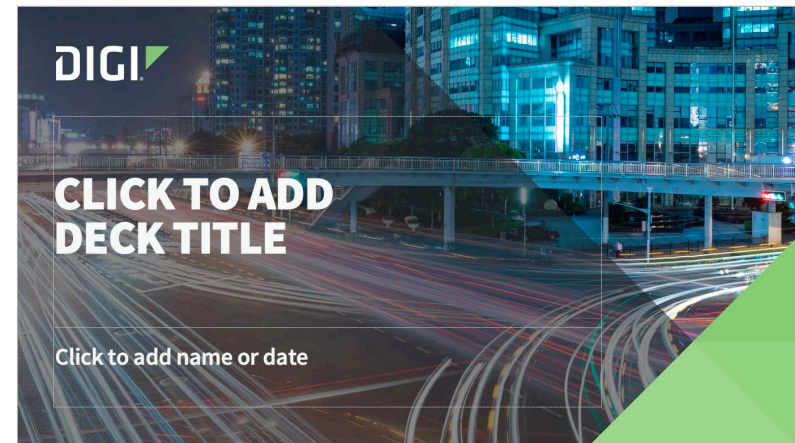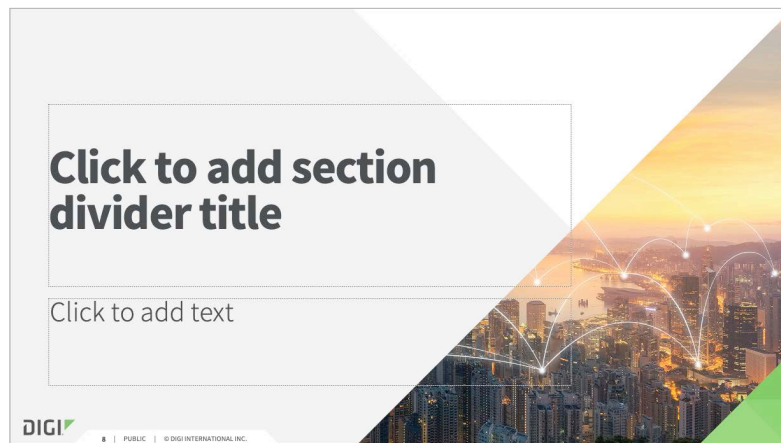# Application Examples

PowerPoint Templates
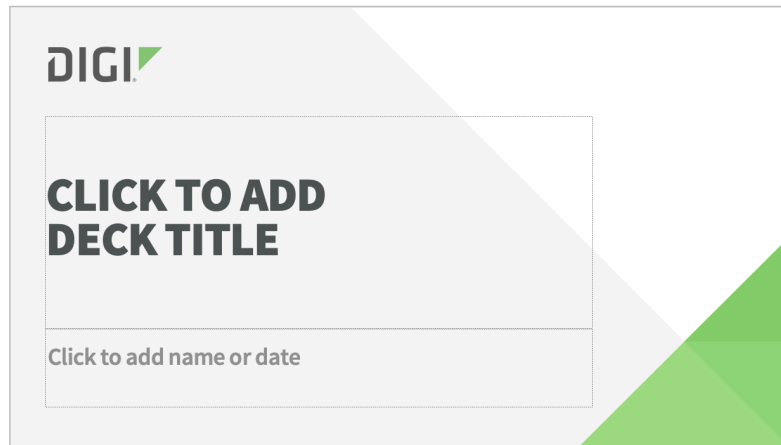
Gray title page

Title page with image

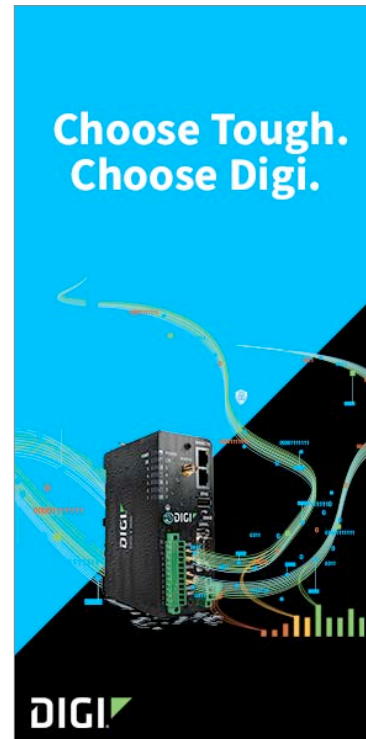

Section page

Content page
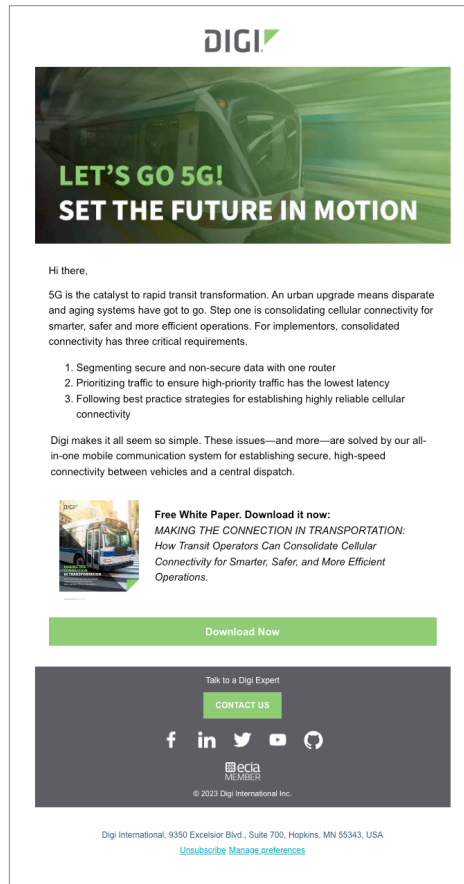
Graphic Elements
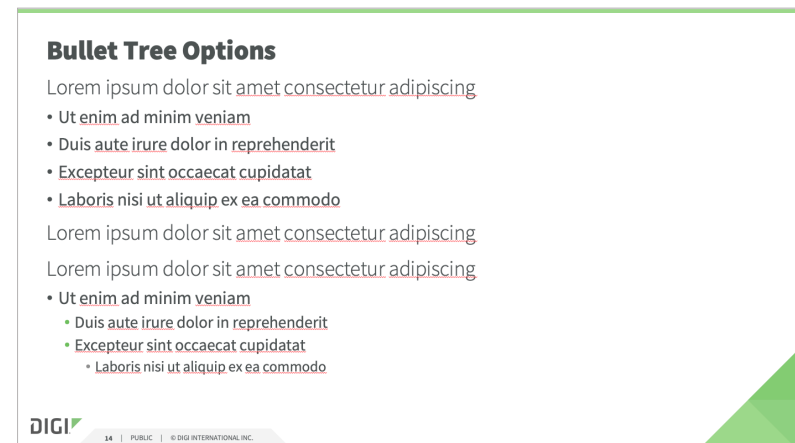
Application Examples

Banner Ads
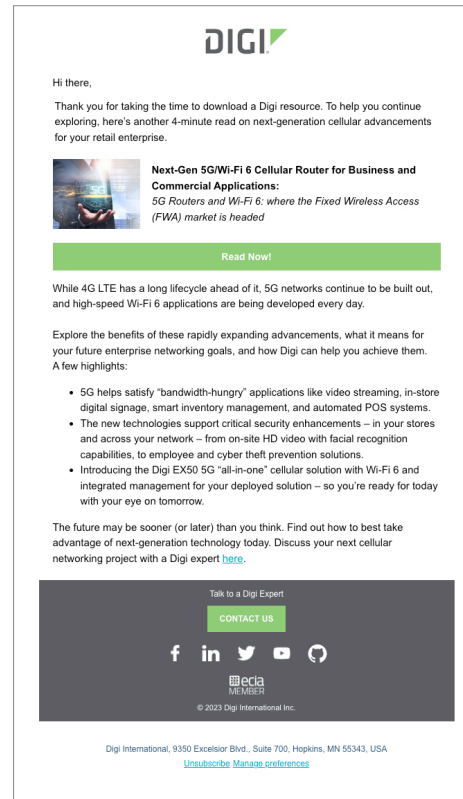
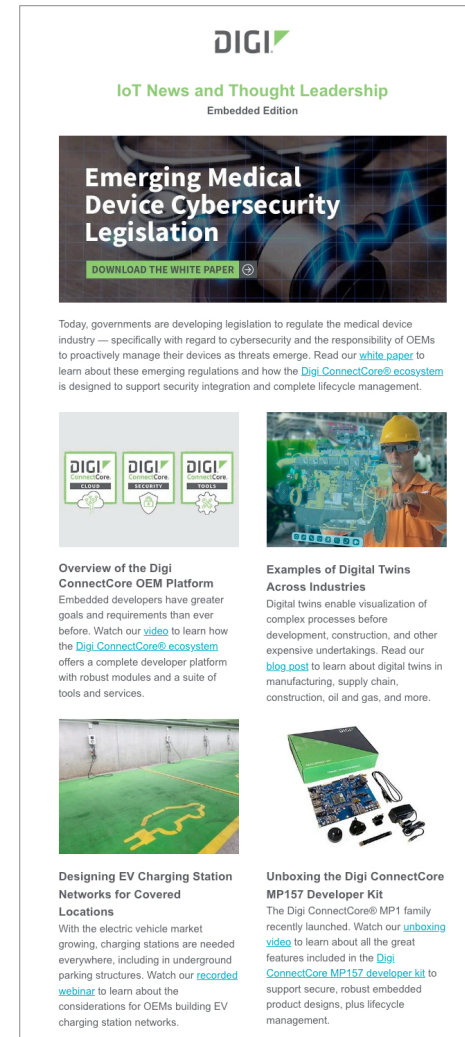(Note: All content in these banner ads is for placement only.)

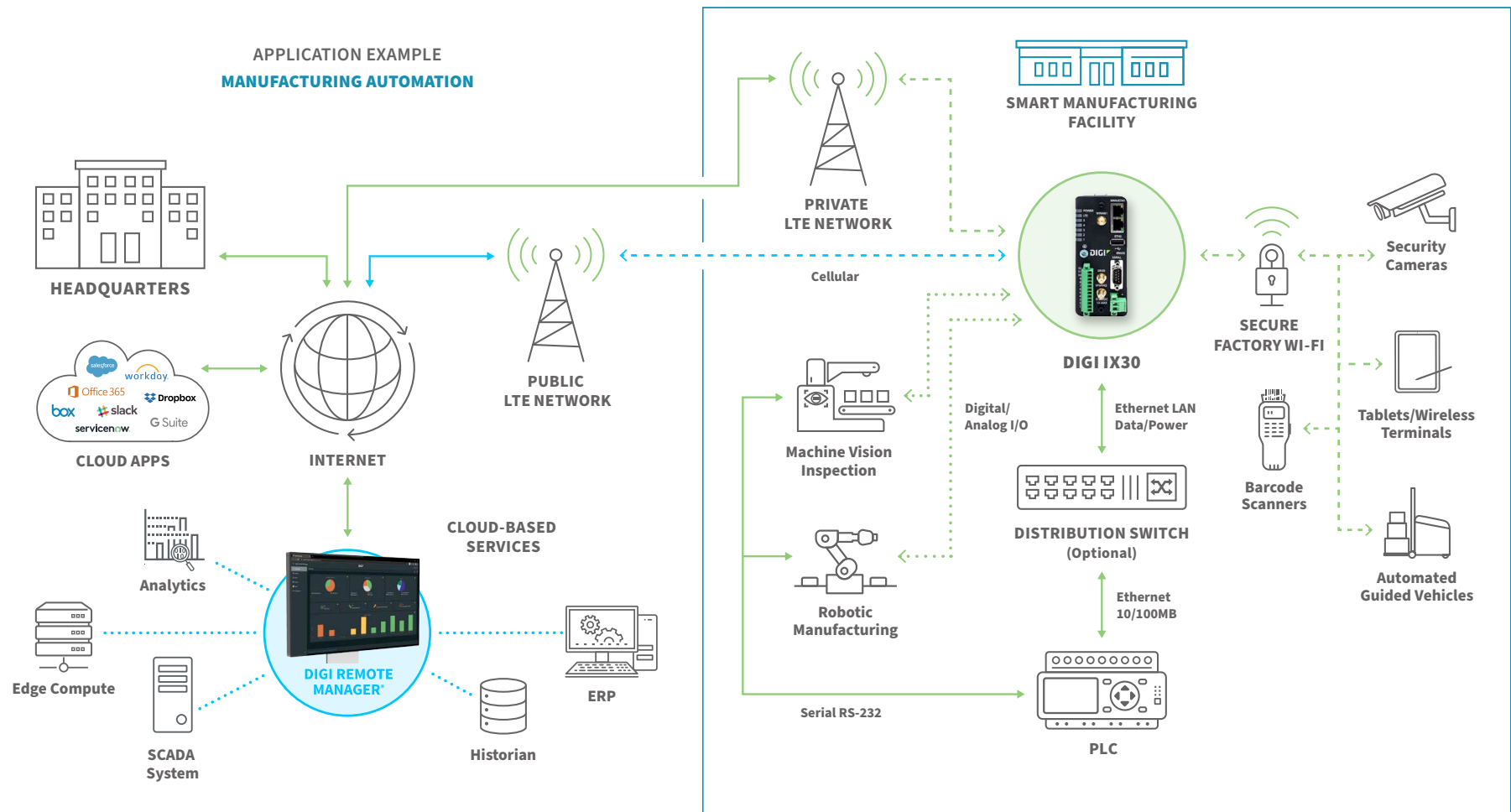# Application Examples

Email Examples

Digi Eblast Template

Digi Nurture Email Template
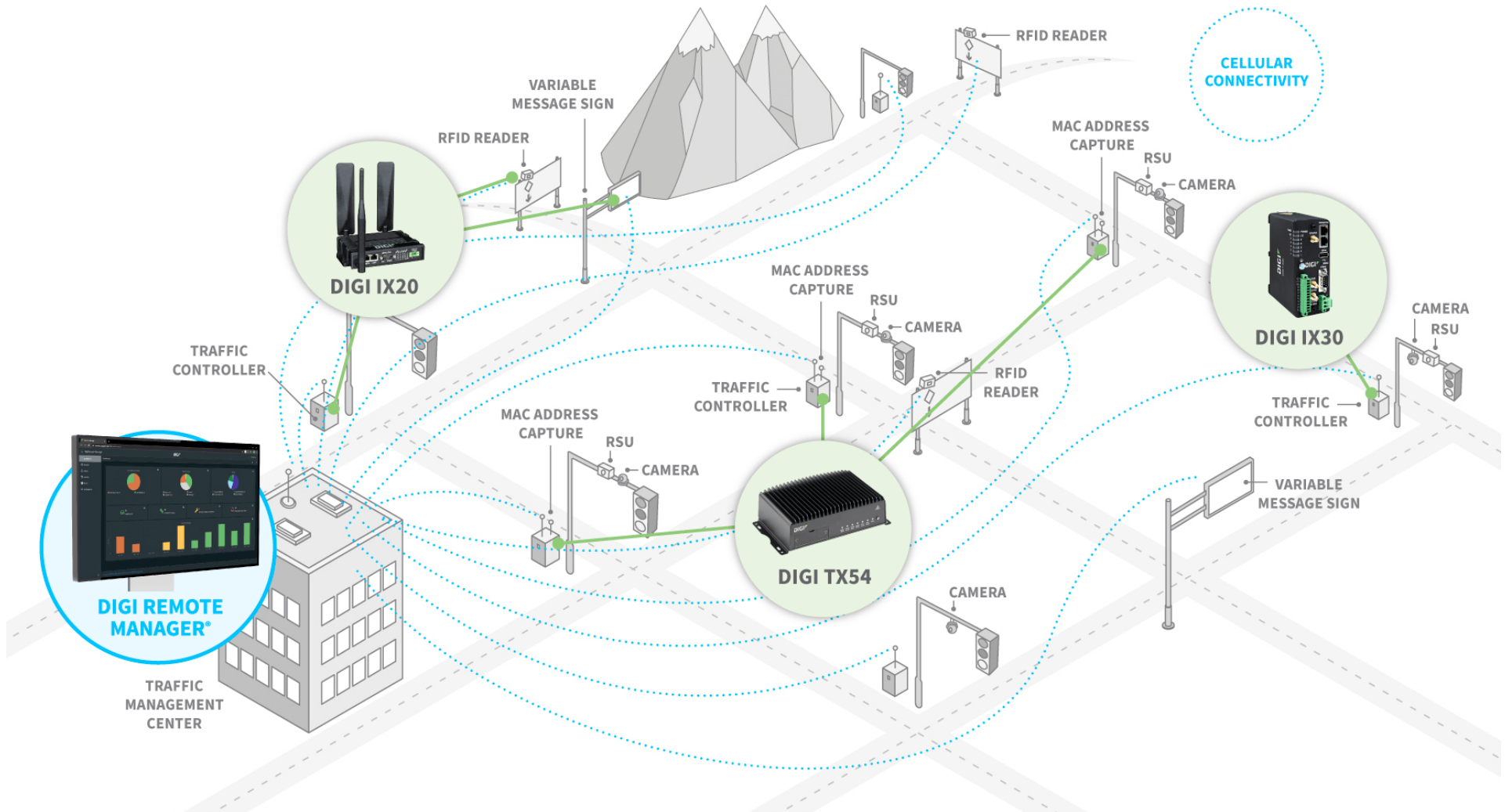

Digi Newsletter Template
(Note: Digi footer at the end of the email)

Graphic Elements

Application Examples

2D Application Diagrams

APPLICATION EXAMPLE
MANUFACTURING AUTOMATION

HEADQUARTERS

CLOUD APPS

INTERNET

Analytics

Edge Compute

SCADA System

DIGI REMOTE MANAGER®

Historian

ERP

CLOUD-BASED SERVICES

PUBLIC LTE NETWORK

PRIVATE LTE NETWORK

Cellular

SMART MANUFACTURING FACILITY

DIGI IX30

SECURE FACTORY WI-FI

Security Cameras

Tablets/Wireless Terminals

Barcode Scanners

Automated Guided Vehicles

Machine Vision Inspection

Robotic Manufacturing

Digital/ Analog I/O

Ethernet LAN Data/Power

DISTRIBUTION SWITCH (Optional)

Ethernet 10/100MB

Serial RS-232

PLC

Application Examples

Isometric Illustrations

Graphic Elements

Application Examples

Homepage Banner

Homepage Banner — Product

Event Roll-up

Application Examples

Posters

Digi ConnectCore MP1 Family

Intelligent, wireless and secure embedded system-on-module

- Industrial-grade, scalable, embedded SOM platform
- Based on the STMicroelectronics STM32MP13 and STM32MP15 microprocessors
- Pre-certified dual-band Wi-Fi 5 (802.11ac) and Bluetooth® 5.2
- Digi SMTplus® form factor (29 x 29 mm) for ultimate reliability
- Digi ConnectCore® Cloud Services for remote monitoring, device management and IoT application enablement
- Keep your product secure with Digi ConnectCore Security Services

WWW.DIGI.COM

DIGI CONNECTCORE® MP15 AND MP13

DIGI
ConnectCore.
CLOUD

DIGI
ConnectCore.
SECURITY

CLOUD AND SECURITY SERVICES

Digi XBee 3 Global Family

Compact, flexible cellular connectivity for IoT devices and gateways

- Integrated MicroPython programmability enables custom scripting directly on the modem
- Low-power consumption optimized for long battery life with power save mode (only available on LTE-M/NB-IoT)
- FCC certified and carrier end-device certified
- MQTT support for Microsoft Azure and Amazon AWS
- CE/RED certified and network tested
- Bluetooth® Low Energy for beaconing, connecting to Bluetooth sensors and local configuration using the Digi XBee® Mobile App

WWW.DIGI.COM

DIGI XBEE® 3 GLOBAL LTE-M/NB-IOT AND LTE CAT 1

Cat-1 LTE-M NB-IoT | GNSS 2G/3G FALLBACK

WIRELESS PROTOCOLS

DIGI XBee® Studio

CONFIGURATION PLATFORMS

COME SEE US AT EMBEDDED WORLD

FEBRUARY 25-27, 2020
NUREMBERG EXHIBITION CENTRE
HALL 3 / 3-225 (M2M AREA)
Nuremberg, Germany

embeddedworld2020
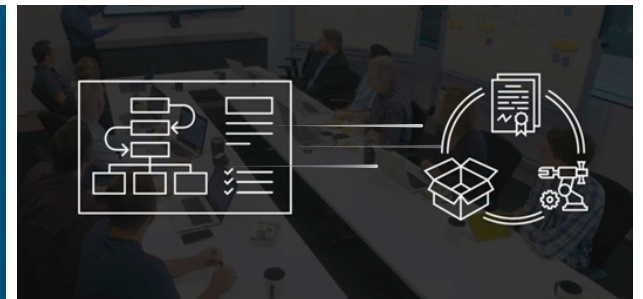Exhibition&Conference
...it's a smarter world

#EmbeddedWorld2020

PRESENTING: Adding Machine Learning based image processing to your IoT product; Real time edge processing on the ConnectCore 8X

Channel Flyer

Retail Solutions:

Enable complex network management and scalability for multiple locations

Doloribus et perum quatur quidus autre sim dolute pos dolorion trovolo perum

Digi IoT connectivity helps ensure ton sedipis eossim ipsapie ndaeste stibusaes sitiis modion nisi ressitassed que none poribus nullaut vollor sin ea qui ut est pporae pratiberu.

Est dundit ut ipicide

Digi IoT connectivity helps ensure tonsedipis eossim wipsapie ndaeste stibusaes sitiis modion nisi ressitassed que none poribus nullaut vollor sin ea qui ut est pporae pratiberu:

Seque quam, sequist, sentibus, simint rate et acestectis est dolor ibus et perumquatur aut enihili quidus aut rest, simpos dolorio.

Wat dolorepudit voloratus eaquae pa autemqui dolute net que volorem sust eatene dolutenis idem faces. Out quossin issiminto dolorepudit voloratus eaquae pa aqui ta turibuscia endigen di pist, qui sinihil laborpor sumo quis Enihiliquam quidi tes autem.

Pos dolorion pudit unil nat dolre volo ratus pudit volo ratus

Te ditatem exped qui consequiant offic te et alita ne conet ium iusam, inus, con poriam rempssequia silit, offictem ad que prae re qui dolore volorest et elit, cus. Est dundit, ut ipicid eseque quam, sequist, sentibus, simint rate et acestectis est doloribus perumquature ditatem exped qui consequiant offic teet alita ne conet ium iusam, inus, con poriam rempssequia siilit, offictem que prae re qui dolore volorest et elit. Est dundit, ut ipicid eseque quam, sequist, sentibus, simint rate aut rest, simpos dolorion

FEATURED INDUSTRIES

Branch Office Networking | Gaming | Digital Signage and Kiosk | Secure ATM

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION

© 2020 Digi International Inc. All rights reserved.

Graphic Elements

Application Examples

Wireless Data Streams — Option 1

Application Examples

Wireless Data Streams — Option 2

Application Examples

Product Highlight in Device
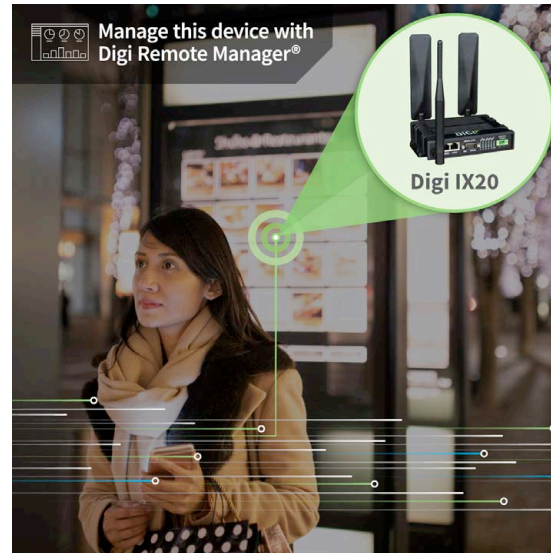
Additional Resources

Digi resources online:
www.digi.com/resources

Download Digi logos and images for printing purposes or presentations:
www.digi.com/resources/graphics

Digi guideline questions:
brand@digi.com