DIGI BRAND GUIDELINES
QUICK REFERENCE

This document is intended for quick-reference to the key components of the Digi brand. Please refer to the complete Digi Brand Guide for additional details. If you have questions about use of the brand elements, and for approval of materials you are producing, please contact William Stutzman, Director of Marketing.

DIGI®

DIGI BRAND ESSENCE

The Digi Brand Essence provides a clear and straightforward synopsis of Digi's brand and how we present ourselves to current and potential customers.

Tough and determined
We have a roll-up-our-sleeves mind-set. We make connectivity work in the most challenging applications.

Practical and down-to-earth

Smart, collaborative and innovative

Committed to staying on course
Helping customers over the long haul. Absolutely trustworthy.

DIGI BRAND VOICE

Drawing directly from the brand essence, the Digi brand voice:

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

Is **plain-spoken, practical, professional and informative**.

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

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

WHAT WE SAY

What we say to technology decision-makers:

Achieve the performance you want, no matter what
Wherever you may need connectivity, and regardless of how challenging the environment may be, Digi helps ensure your solutions are relentlessly reliable and secure.

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. If you need design and engineering help, Digi Wireless Design Services or Professional Services can advise you on every aspect of your design or deployment. Digi helps OEMs and technical teams roll out secure, high-performance connected applications and products that exceed expectations.

Make the Internet of Things work for you
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 connectivity method. You'll get the solutions, consulting and support you need to make your project a success.

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, you always get next-generation solutions that are built for ease-of-use, security, scalability and the ability to monitor and manage those solutions long-term, from anywhere.

Create a global footprint
When you work with Digi, you get a solution provider 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 long product roadmaps as well as systems with long operational lifespans. With Digi you enjoy the confidence that you won't be stranded on a technological island. We know that in the ever-changing technology landscape, ROI is key, and to ensure your long-term success, we even build an upgrade plan into our warranty.

WHO WE ARE

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

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 growing.

THE DIGI BRAND MANIFESTO

This manifesto is a brand anthem that captures the mission-critical environment in which Digi works and the challenges our customers face. This is content you can use. It's also guidance on our tone of voice, writing style, and where we stand in the IoT world.

This is where the machines work. 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 with you to enable mission-critical connectivity that performs with relentless reliability and security under the toughest conditions. Our products, software and professional services are purpose-driven to meet your technical and business goals.

We engineer our solutions to scale with your business. We offer versatility for deploying in regions across the globe. Certification and compliance to make going wireless as easy as possible. And product longevity that supports system installations and product roadmaps for years to come.

Achieving the potential of the Internet of Things takes determination, inventiveness, and deep expertise. When you need unshakable connectivity in the most demanding environments, connect with confidence — with Digi.

DIGI

Larger version:
Smaller trademark symbol, to be used at 1.25" (375 px) wide and larger.

DIGI

Smaller version:
Larger trademark symbol, to be used at 1.25" (375 px) wide to 0.75" (225 px) wide

Preferred clear space

Minimum clear space
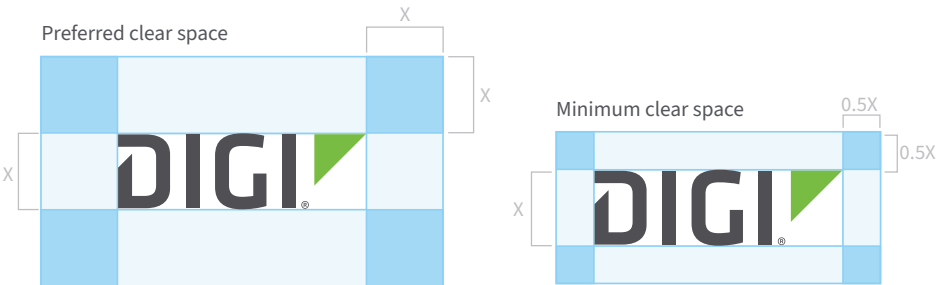
THE PALETTE

Primary Colors — Print or Digital

Primary

DIGI GREEN*	WHITE	DARK GRAY
Pantone 368 C/U	Pantone PQ-11-0601TCX	Pantone Cool Gray 11 C
CMYK: 53 / 0 / 85 / 0	CMYK: 0 / 0 / 0 / 0	CMYK: 67 / 59 / 53 / 34
RGB: 132 / 195 / 97	RGB: 255 / 255 / 255	RGB: 75 / 79 / 83
Hex: 84C361	Hex: FFFFFF	Hex: 4B4F53

Additional Print Design Colors

DARK BLUE	MEDIUM BLUE	LIGHT BLUE	ORANGE	LIGHT GRAY	MEDIUM GRAY
Pantone 7468 C	Pantone 2995 C	Pantone 2905 C	Pantone 7597 C	Pantone Cool Gray 5 C	Pantone 424 C
CMYK: 100 / 25 / 0 / 40	CMYK: 87 / 1 / 0 / 0	CMYK: 41 / 2 / 0 / 0	CMYK: 0 / 69 / 83 / 18	CMYK: 0 / 0 / 0 / 29	CMYK: 0 / 2 / 0 / 68

Additional Digital Design Colors
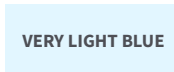
VERY DARK BLUE	DARK BLUE	MEDIUM BLUE	VERY LIGHT BLUE	LIGHT GRAY BLUE
RGB: 27 / 73 / 101	RGB: 18 / 114 / 152	RGB: 0 / 183 / 255	RGB: 226 / 246 / 255	RGB: 233 / 236 / 239
Hex: 1B4965	Hex: 127298	Hex: 00B7FF	Hex: E2F6FF	Hex: E9ECEF

DARK GREEN	GRAY	MEDIUM GRAY	LIGHT GRAY	VERY LIGHT GRAY
RGB: 65 / 130 / 60	RGB: 63 / 66 / 69	RGB: 113 / 113 / 116	RGB: 218 / 216 / 216	RGB: 238 / 240 / 240
Hex: 41823C	Hex: 3F4245	Hex: 717174	Hex: DAD8D8	Hex: EEF0F0
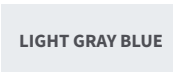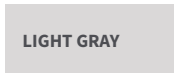
Additional Website Only Design Colors

GREEN	HOVER GREEN	YELLOW	ORANGE
RGB: 145 / 212 / 108	RGB: 157 / 228 / 118	RGB: 255 / 187 / 66	RGB: 194 / 86 / 41
Hex: 91D46C	Hex: 9DE476	Hex: FFBB42	Hex: C25629

*Do not use for text smaller than 30pt

TYPOGRAPHY

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

ICONOGRAPHY