



Abeeway  
Improve your position

# Guidelines

# Logo safe area:



# Logo behaviour:



Abeeeway



Abeeeway



Abeeeway



# Logo size options



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**More than 1cm  
or 75 pixels**

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**Less than 1cm  
or 75 pixels**

# Regular logos:



Abeeway  
Improve your position



Abeeway  
Improve your position



Abeeway



Abeeway

Simplified:



# Small gradients:



# Abbeeway Fonts:



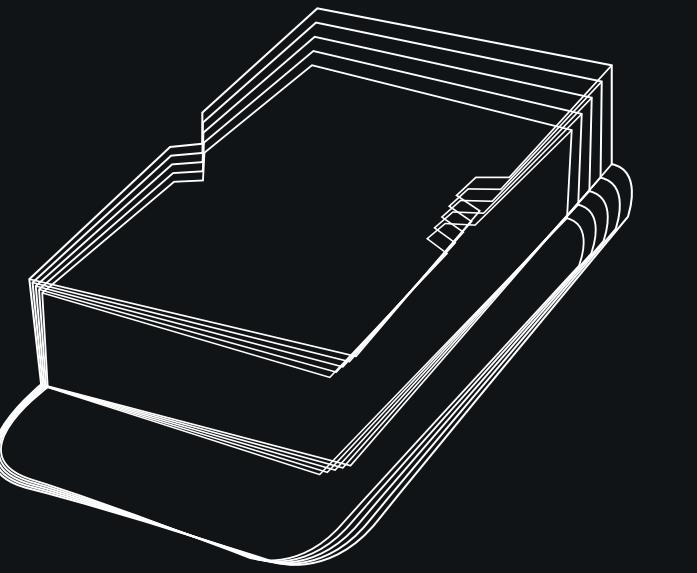
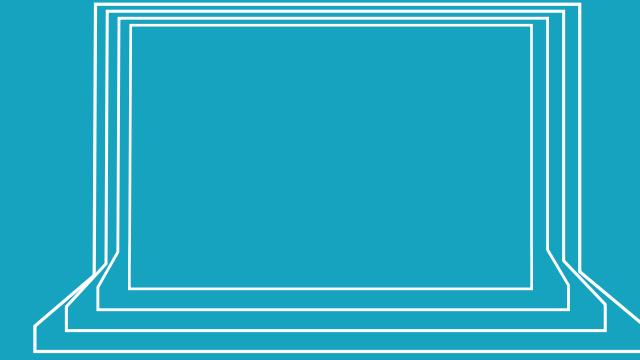
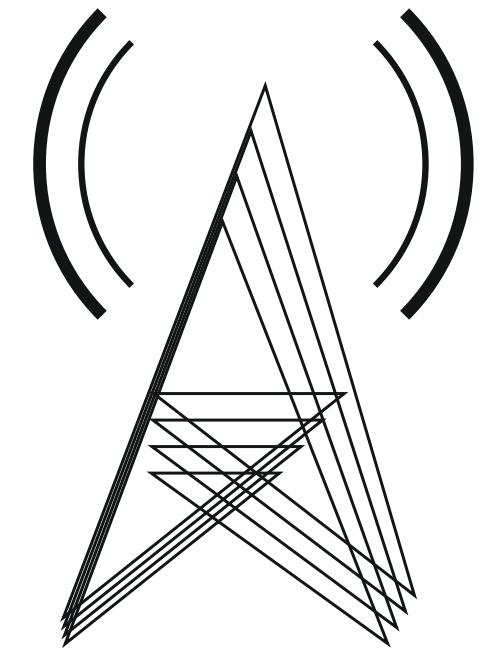
Abbeeway ↗

**Font logo: Gotham Thin**

**Titles: Avenir LT Std Heavy**  
**Body copy: Avenir LT Std Book**

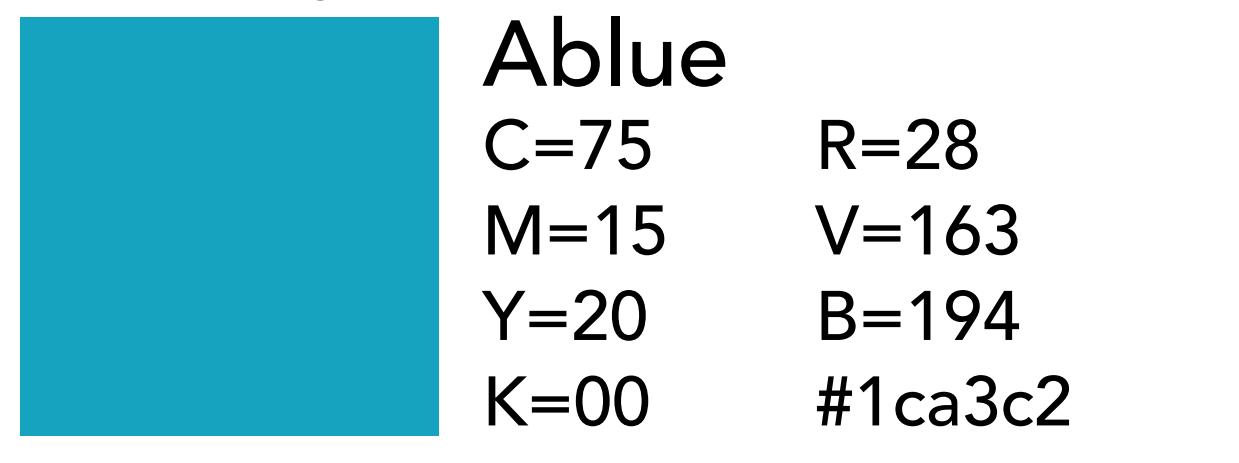
  Lorem ipsum dolor sit amet, consectetuer adipiscing elit,  
  sed diam nonummy nibh euismod tincidunt ut laoreet  
  dolore magna aliquam erat volutpat. Ut wisi enim

# Illustrations:



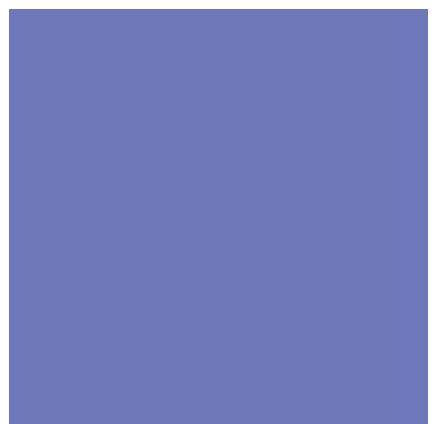
# Abeway colors:

## Primary color



**Ablue**

C=75 R=28  
M=15 V=163  
Y=20 B=194  
K=00 #1ca3c2



**Apurple**

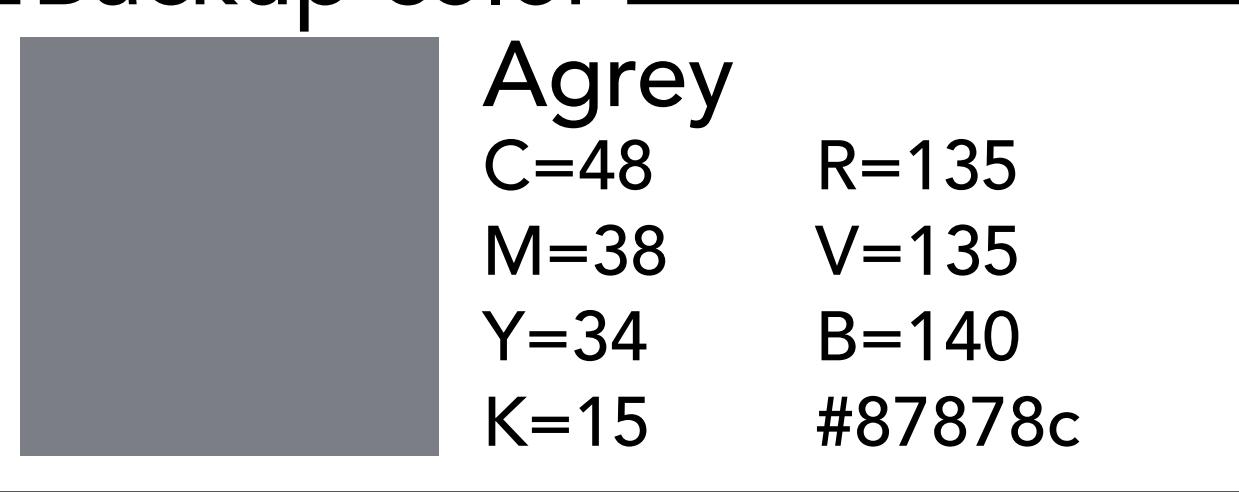
C=62 R=119  
M=53 V=121  
Y=00 B=196  
K=00 #7779c4



**Apink**

C=00 R=239  
M=60 V=129  
Y=60 B=98  
K=00 #ef8162

## Backup color



**Agrey**

C=48 R=135  
M=38 V=135  
Y=34 B=140  
K=15 #87878c



**Agreen**

C=67 R=79  
M=00 V=185  
Y=62 B=129  
K=00 #4fb981



**Ared**

C=10 R=213  
M=88 V=59  
Y=59 B=79  
K=01 #d53b4f

## Secondary color



**Ablue Light**

C=60 R=89  
M=00 V=201  
Y=18 B=216  
K=00 #59c9d8



**Ayellow**

C=08 R=239  
M=20 V=199  
Y=92 B=29  
K=00 #efc71d



**Agrey Light**

C=23 R=206  
M=13 V=213  
Y=13 B=217  
K=00 #ced5d9



**Ablue Dark**

C=82 R=0  
M=27 V=130  
Y=34 B=147  
K=10 #008293



**Arange**

C=00 R=238  
M=60 V=125  
Y=100 B=0  
K=00 #ee7d00

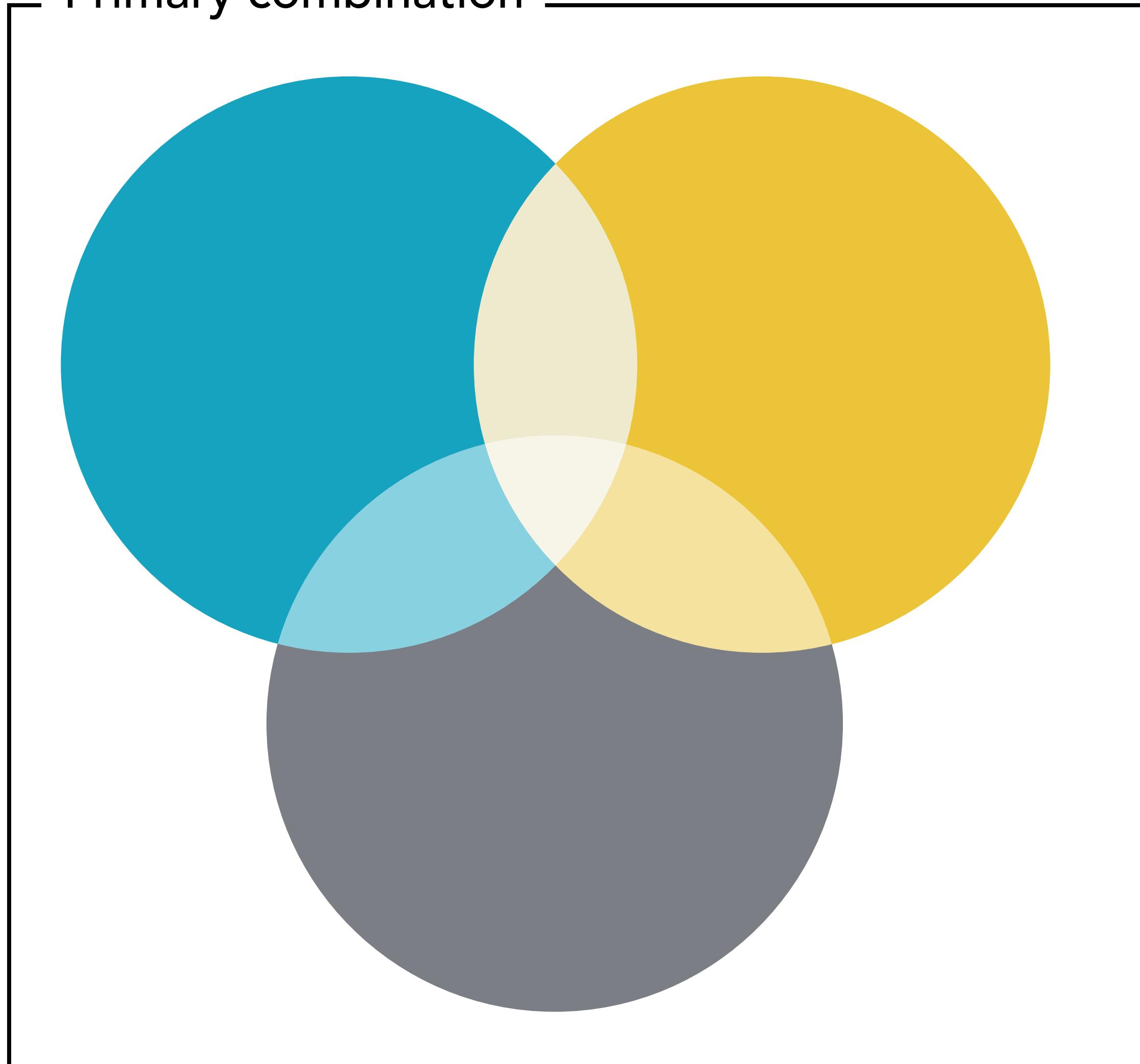


**Black**

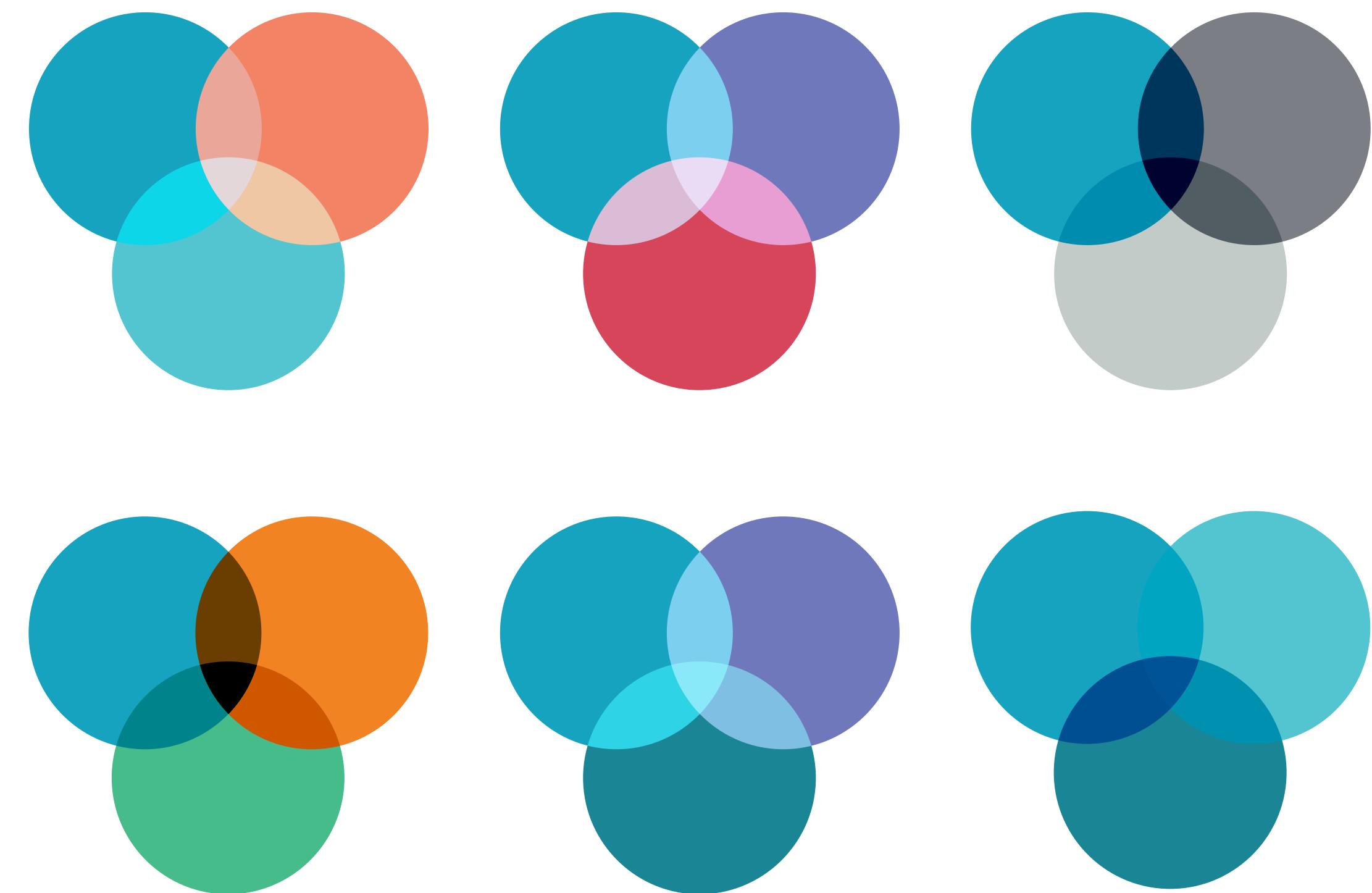
C=00 R=0  
M=00 V=0  
Y=00 B=0  
K=100 #000000

# Colors combinations:

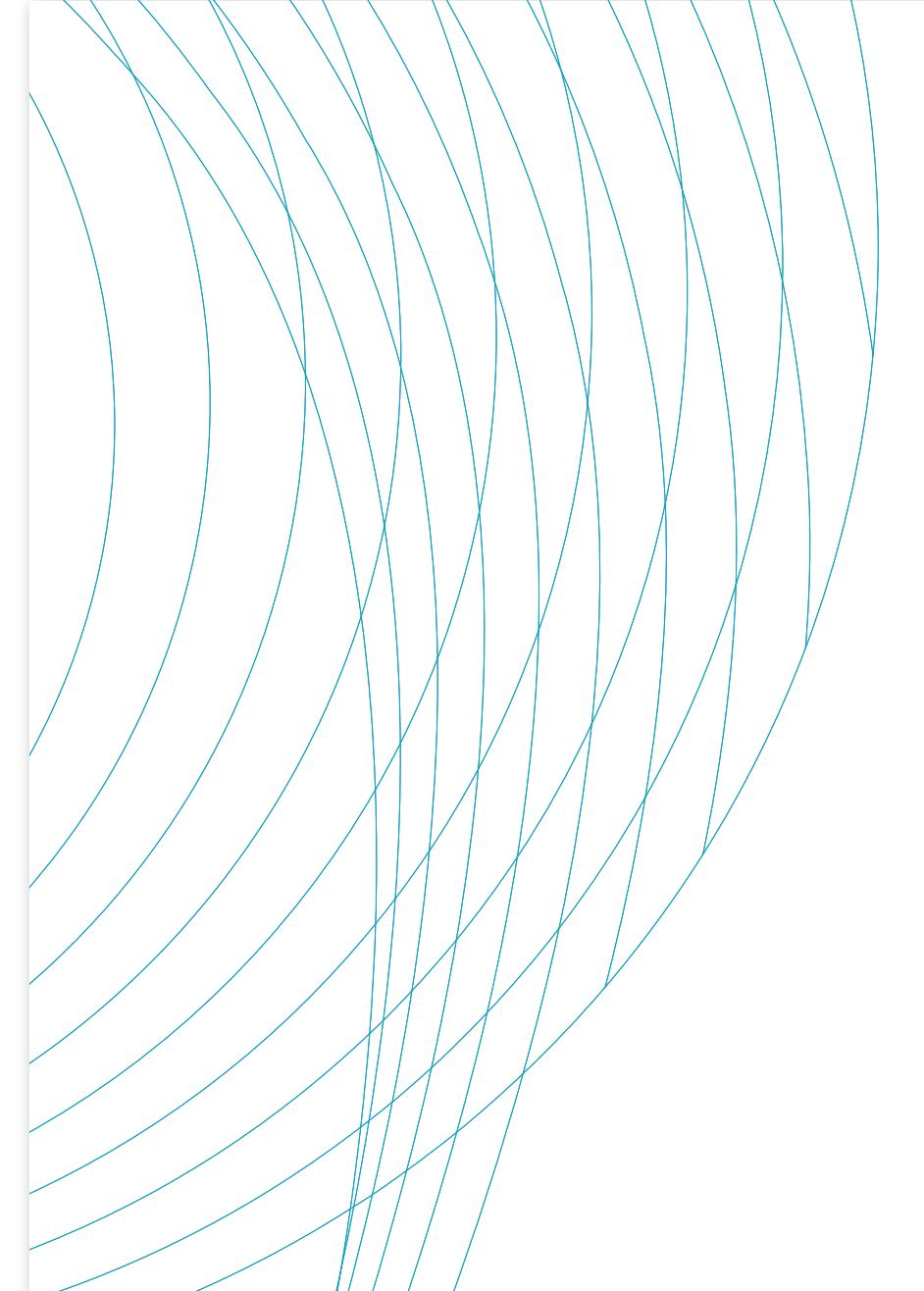
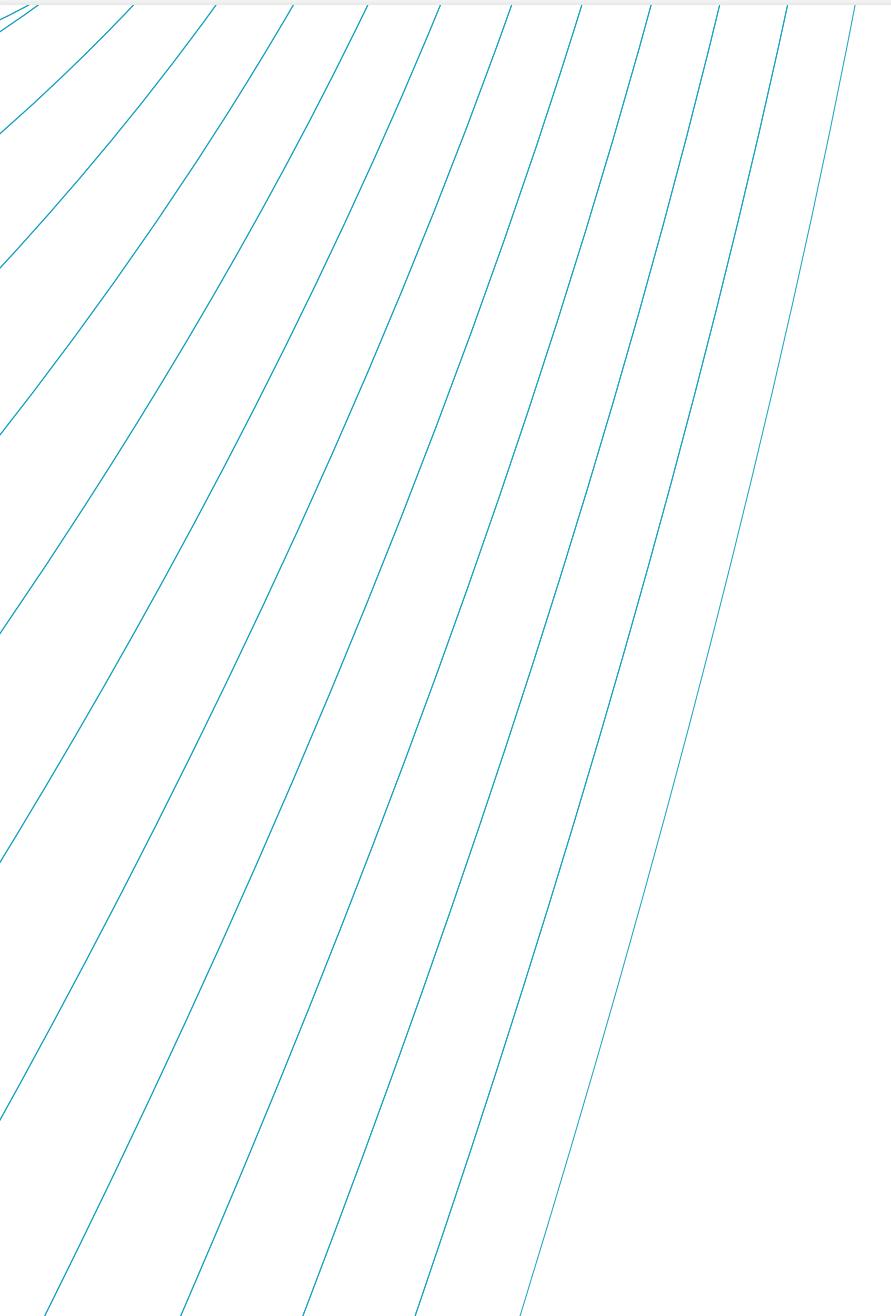
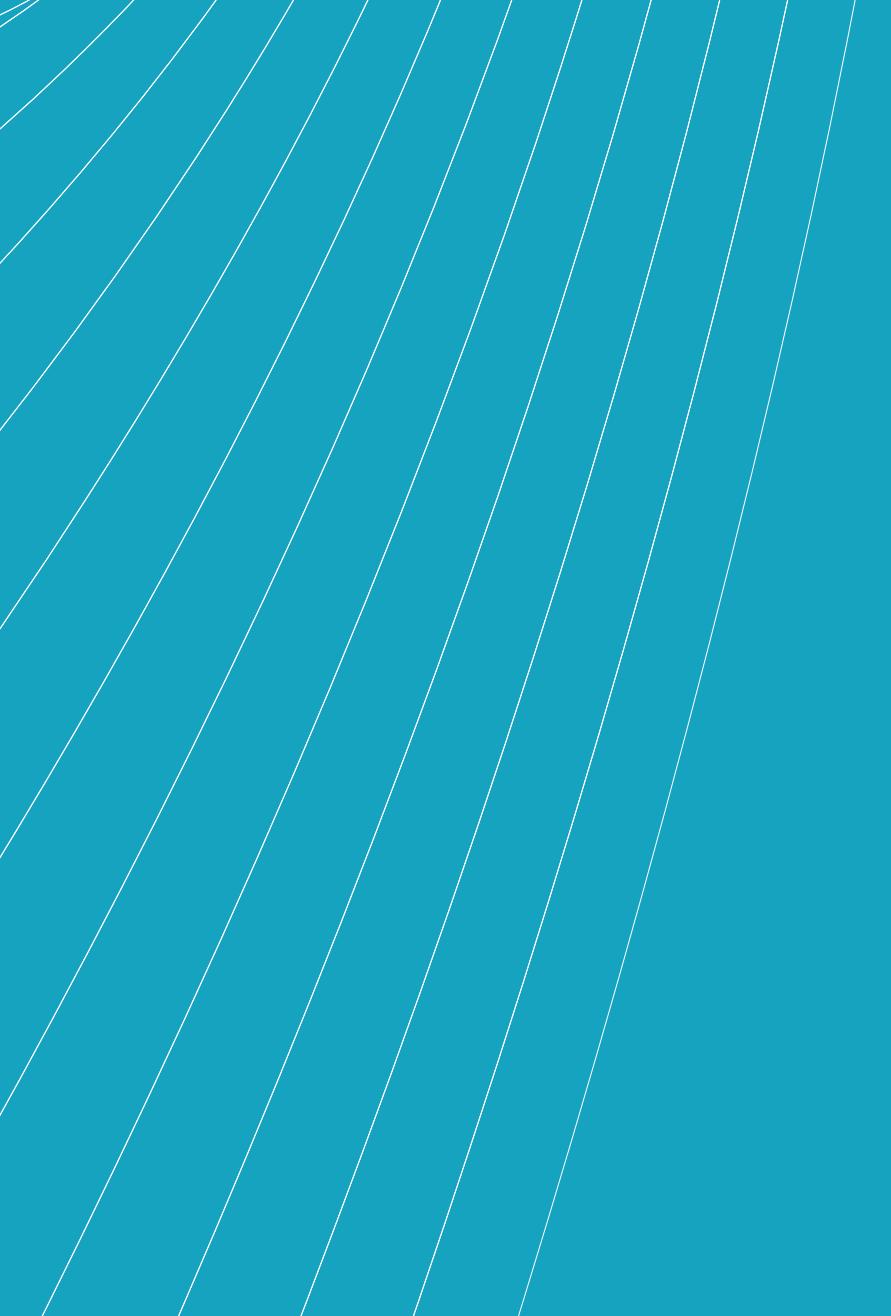
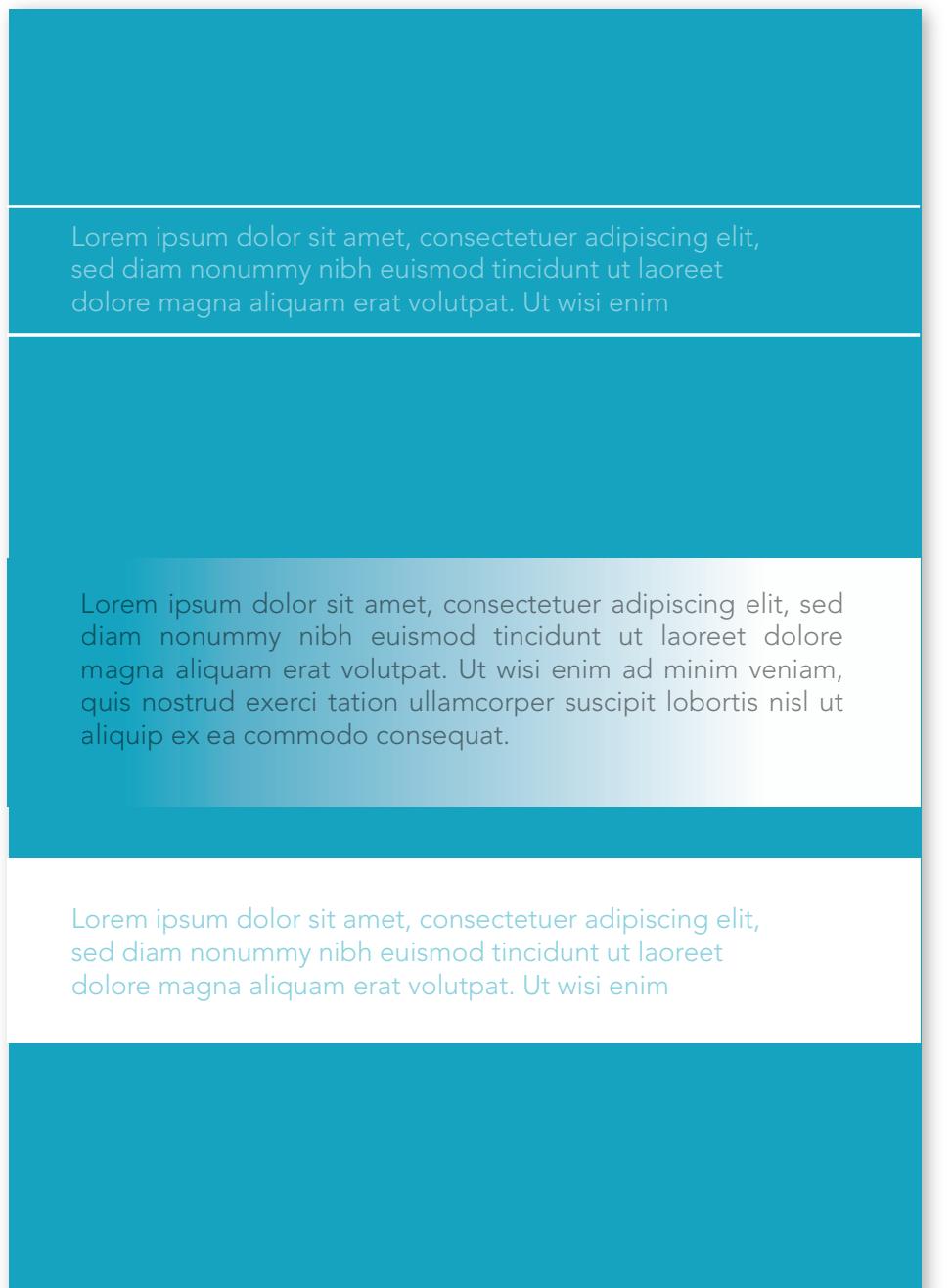
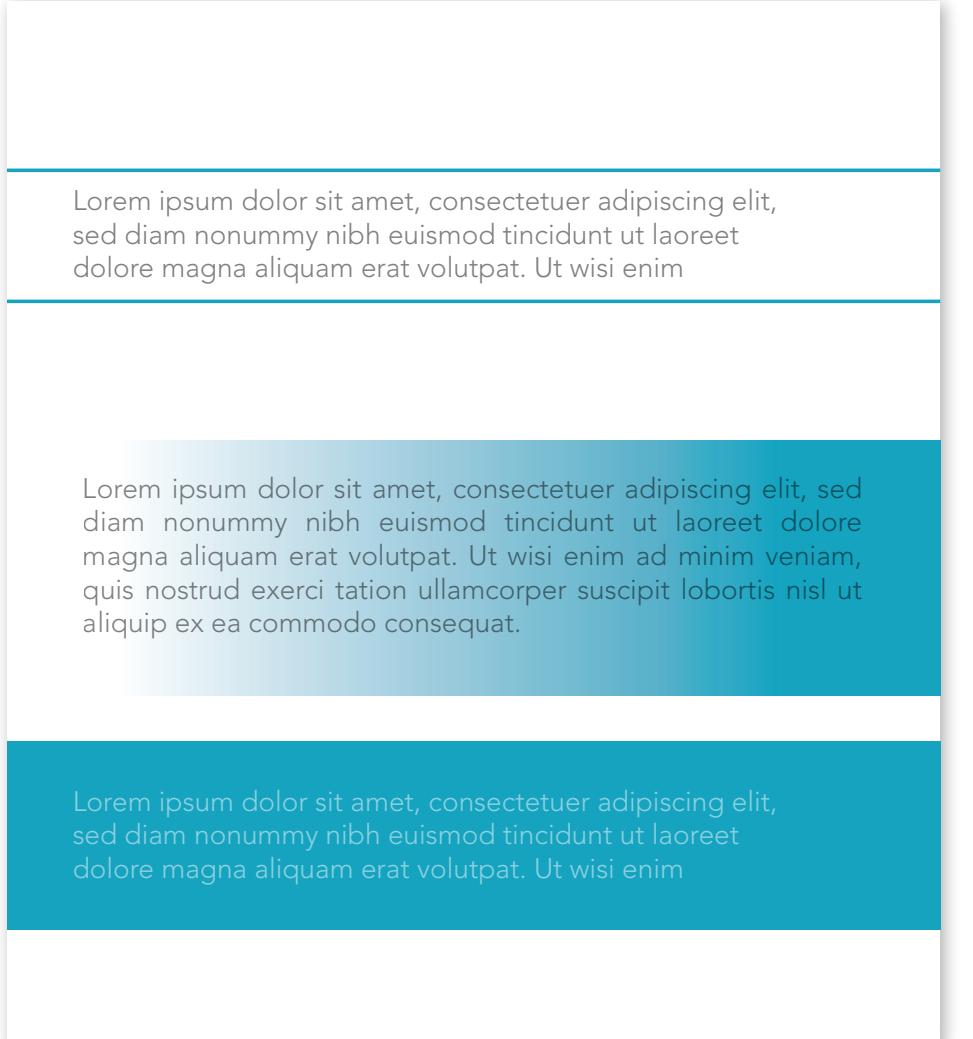
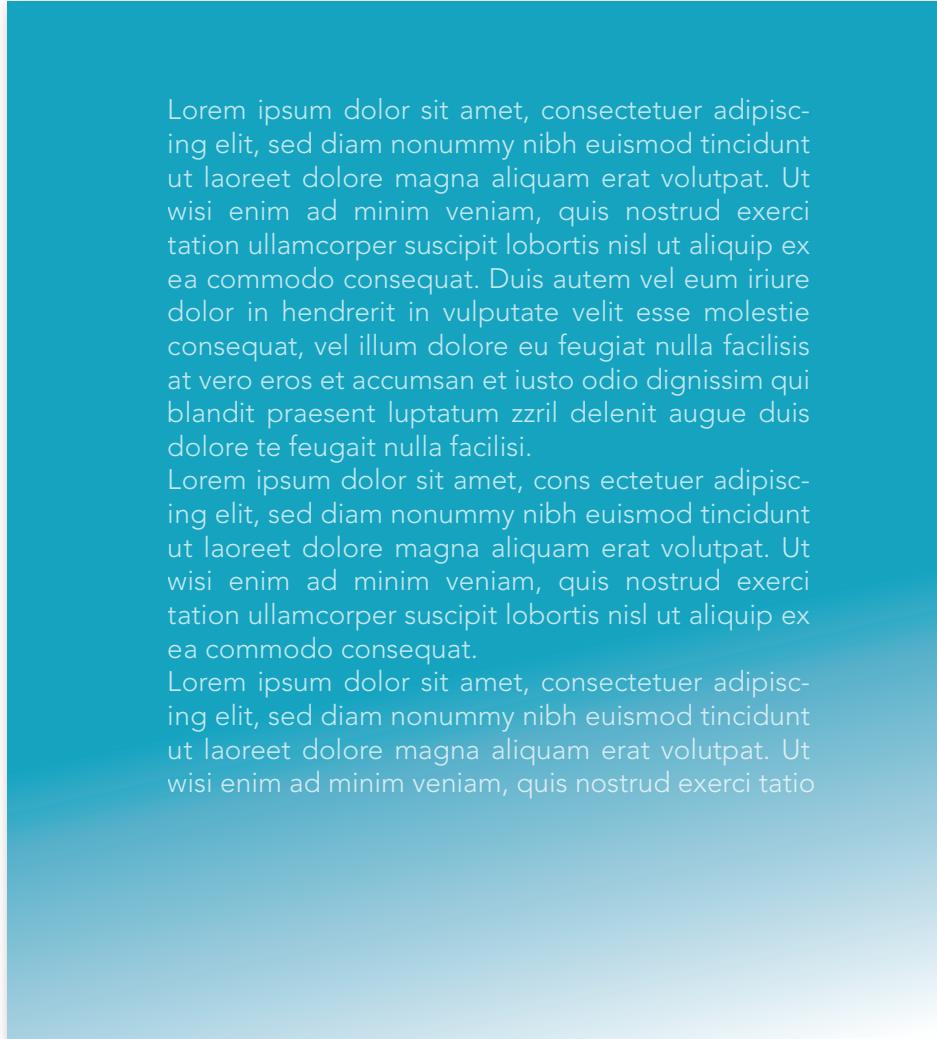
Primary combination



Other combination (later purpose)



# Some backgrounds:



# Examples:



# Examples:

The image shows three overlapping brochures for the Abeeway Micro Tracker, arranged diagonally from top-left to bottom-right.

- Top Brochure (Visible):**
  - MICRO TRACKER**
  - Small - Versatile - Precise**
  - The Abeeway Micro Tracker is a multi-mode tracker combining GPS, low power GPS, Wi-Fi, LoRa™ and BLE radios with embedded sensors to support accurate outdoor and indoor geolocation. This low-power location device tracks and locates anything, anyone, anytime at a low cost of ownership. Due to its small size and long battery lifetime, the Abeeway Micro tracker is the ideal product for numerous tracking applications. Simple to use, a single button gives access to numerous functionalities you will personalize for your needs.
  - Keep track of your assets, valuables, improve safety and security, gather data to improve process and efficiencies. The Abeeway Micro Tracker opens a whole new world of possibilities.
- Middle Brochure (Visible):**
  - Applications**
    - Asset tracking at fixed frequency updates or on demand
    - Personal tracking with help button
    - Safety monitoring for lone workers
    - Anti-theft; notify and locate when device is moving
    - Geofencing applications
  - Product Highlights**
    - Multiple operating modes:**
      - Motion Tracking: Real-time position when motion is detected
      - Permanent tracking: Regular real time position
      - Start/End motion tracking: Receive position messages during motion start and end events
      - Fix on demand: Obtain tracked position when needed (very low power operating mode)
      - Activity tracking: Monitor activity rate with embedded sensors
    - Geolocation technologies:**
      - GPS: Precise outdoor position
      - Low power GPS: Fast Time To First Fix in outdoor and daylight indoor conditions
      - Wi-Fi: Position in indoor and urban area
    - Other features**
      - User interface: Buzzer, LEDs, multi-modes button
      - Temperature monitoring
      - Embedded antennas
      - LoRa Class A radio
      - Water-spray resistant enclosure (IP64)
- Bottom Brochure (Visible):**
  - Applications**
    - Asset tracking at fixed frequency updates or on demand
    - Personal tracking with help button
    - Safety monitoring for lone workers
    - Anti-theft; notify and locate when device is moving
    - Geofencing applications
  - Product Highlights**
    - Multiple operating modes:**
      - Motion Tracking: Real-time position when motion is detected
      - Permanent tracking: Regular real time position
      - Start/End motion tracking: Receive position messages during motion start and end events
      - Fix on demand: Obtain tracked position when needed (very low power operating mode)
      - Activity tracking: Monitor activity rate with embedded sensors
    - Geolocation technologies:**
      - GPS: Precise outdoor position
      - Low power GPS: Fast Time To First Fix in outdoor and daylight indoor conditions
      - Wi-Fi: Position in indoor and urban area
    - Other features**
      - User interface: Buzzer, LEDs, multi-modes button
      - Temperature monitoring
      - Embedded antennas
      - LoRa Class A radio
      - Water-spray resistant enclosure (IP64)

# Examples:

The website features a teal header with the logo 'Abeeway' and navigation links for HOME, ABOUT US, PRODUCTS, and CONTACT. Below the header is a large image of an airplane on a tarmac with a geolocation map overlay. To the right of the image is a text block: 'The smartest, most power-efficient geolocation technology'. Below this is a paragraph describing Abeeway's low-power geolocation solution. At the bottom, there are two product images: an 'Industrial tracker' (a large white rectangular device) and a 'Micro tracker' (a small white circular device).

Abeeway offers a complete low-power geolocation solution for the Internet of Things, based on a flexible multi-technology location system optimized for low-power LoRaWAN™ communication, using GPS, our breakthrough Low Power GPS (LP-GPS) and WiFi sniffing, and featuring the highest-performance tracking devices available on the market

**Industrial tracker**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

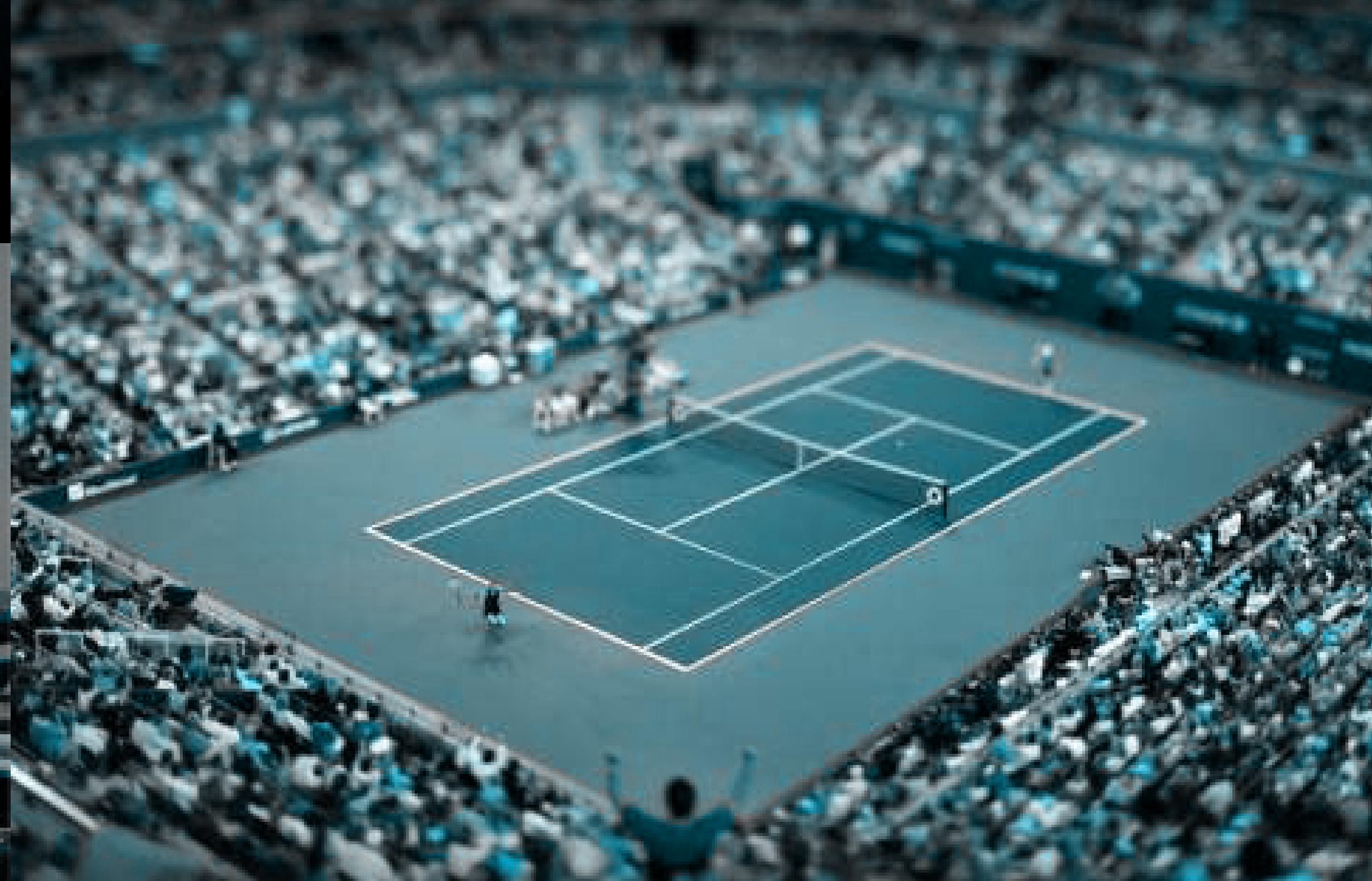
**Micro tracker**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy



# Examples:



Photo:



# Layout:

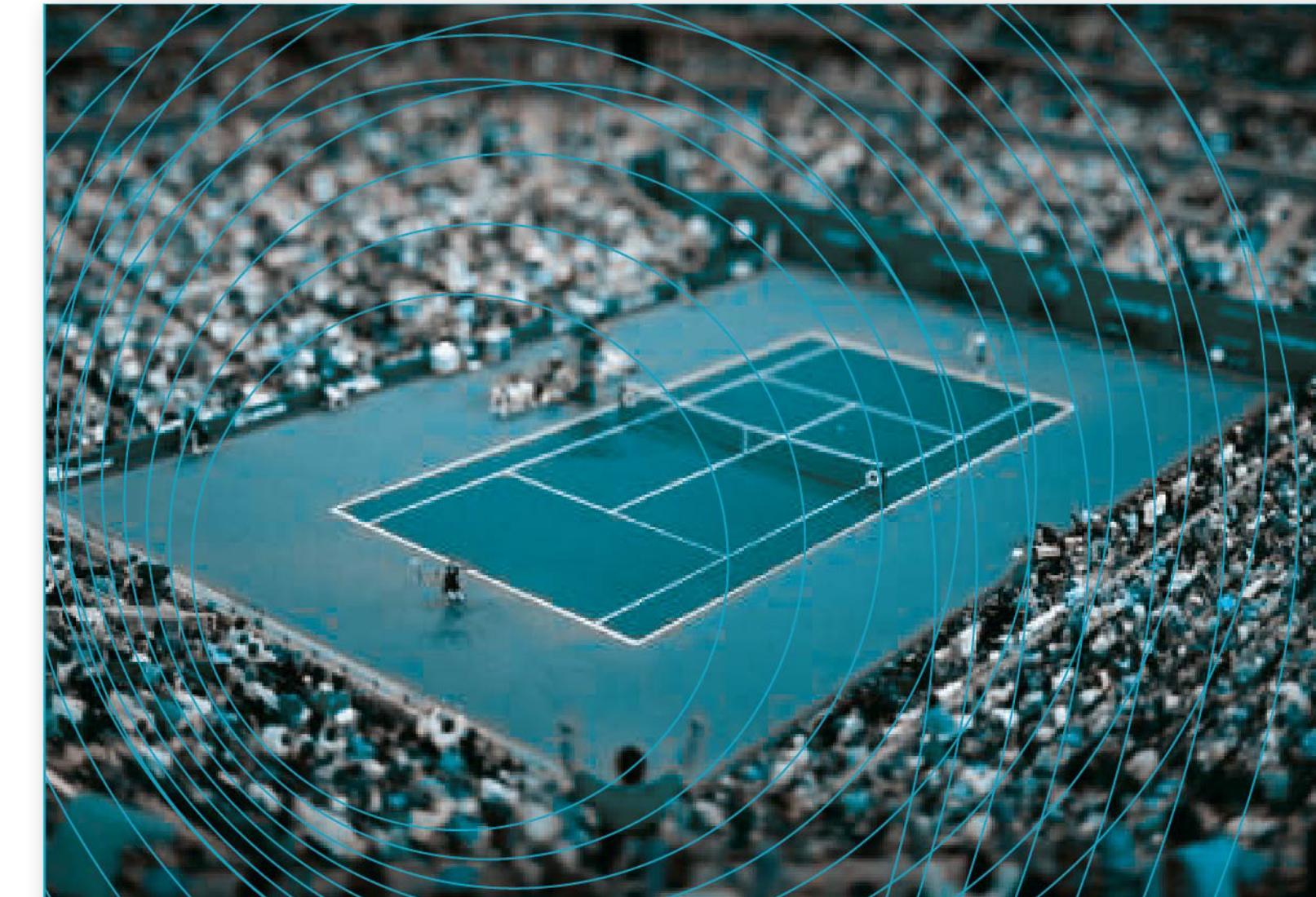


## MAIN PAGE TITLE

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### Possible subtitle

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS.



## MAIN PAGE TITLE

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### Possible subtitle

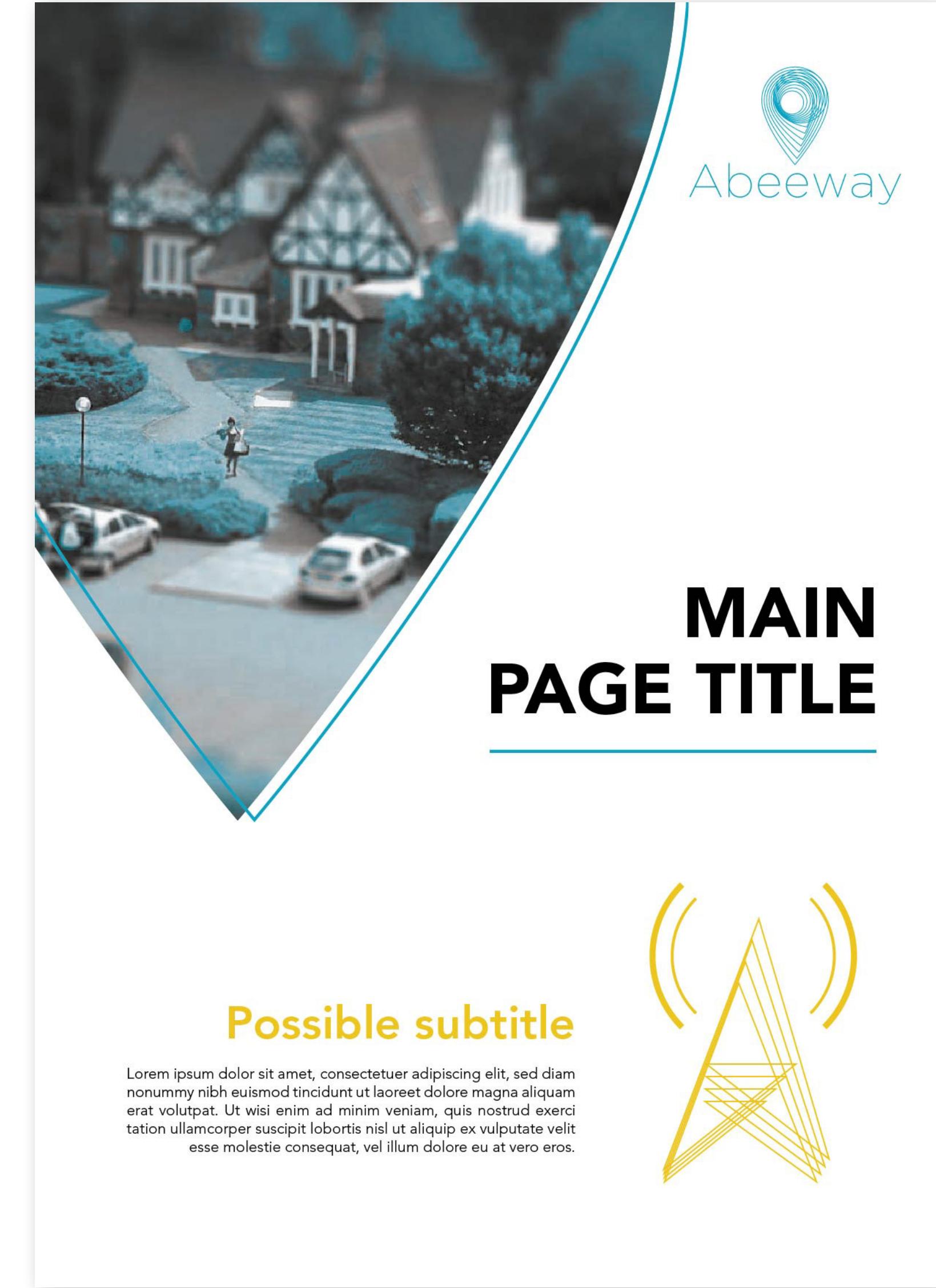
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS.



# Layout:



# Layout:



# Layout:

The image shows the Abeeway product packaging and a brochure, illustrating a clean and modern design layout.

**Product Packaging:** The top part features a smartphone displaying a map application next to a person's hand holding a grey rectangular device (the tracker). Below this is a blue banner with the text "Revolutionary IoT tracking s". To the left, there's a smaller image of a person putting a tracker into a bag. The website "www.abeeway.com" is visible at the bottom left of the banner. The overall design uses a teal and white color scheme.

**Brochure Layout:**

- Header:** "Two devices for limitless use cases: Micro Tracker & Industrial Tracker".
- Consumer Use Cases:** "For the consumer:"
  - Geo-locate on demand
  - Receive an alert in case of movement
  - Track personal assets
  - Receive a notification if a predefined area is crossed
- Industrial Use Cases:** "For Industries:"
  - Industrial control, machine & material tracking, usage rate monitoring
  - Tracking deliveries and vehicles
  - Optimization of supply chain and production
  - Management and location of equipment
- Product Features:** A circular diagram comparing two tracker models:
  - Weight:** Featherlight
  - Autonomy:** 1 year for Micro Tracker and up to 10 years for Industrial Tracker
  - Resistance:** Waterproof and shockproof
  - Size:** Adapted to usecases
  - Wide range:** up to 15km with LoRa gateways
  - Design:** Elegant and ergonomic
- Call-to-action:** "Locate & track your assets with the lowest energy consumption and Total Cost of Ownership thanks to:"
- Key Benefits (Listed):**
  - Multi-Technology Location:** optimized system using (best-of) GPS, Low Power GPS and WiFi Sniffing providing the most energy-efficient and precise positioning, outdoors (1-2 m) and indoors (30m)
  - Low Power GPS:** patented cloud computing technology reducing energy consumption up to x10, with the fastest «time to first fix» - under 10 sec vs. at least 1 min for regular GPS
  - WIFI SSID:** highly accurate and low power positioning for dense urban areas and indoor locations, using existing Wifi Access Points infrastructure
  - Flexible multimode behaviour:** adapted to specific needs (Motion tracking, sleep mode, on-demand mode...)\*
  - Integrated software platform:** to manage geolocation data, Web and mobile applications with an easy-to-integrate API
- LoRaWAN™:** LoRaWAN™ (Long Range Wide-area network) is a very low power, secure bi-directional network for the Internet of Things