

BRAND GUIDELINES

A man with a beard, wearing a dark blue suit jacket over a light blue shirt and a patterned tie, is looking down at a tablet computer he is holding with both hands. He is standing in a busy, blurred city street at night, with warm, out-of-focus lights in the background. The text "YOUR WORLD, VERIFIED." is overlaid on the right side of the image.

YOUR WORLD,
VERIFIED.

BRAND PROMISE

Our voice and tone express the core of who we are. Identiv is authentic, innovative, and deeply trusted in the industry.

AUTHENTIC

We use clear language to make technology accessible to everyone, experts to beginners. We are straightforward and easy to understand.

INNOVATIVE

The stories we tell inspire others to think, engage, and create. We are technology futurists building for the world of today but thinking of tomorrow.

TRUSTED

We are a global leader in security, digital identity, and IoT-powered solutions, bringing 40 years of industry experience. We are accessible and audience-focused.

WRITING TIPS

USE ACTIVE LANGUAGE:

Avoid a passive voice and choose direct sentences like “Identiv secures the building” vs. “The building is secured by Identiv”

AVOID CONTRACTIONS:

The exception is when it is contained in someone’s quote or in an informal email

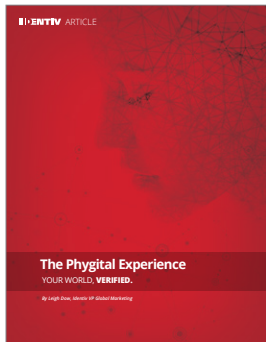
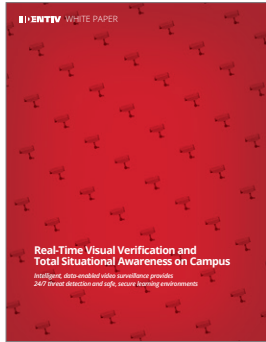
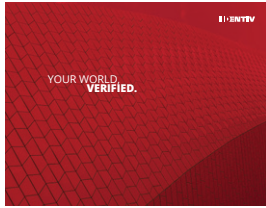
CHOOSE STRONG, SPECIFIC LANGUAGE:

Keywords are important but avoid buzzwords without substance

*Identiv, Inc. is an innovative global leader
in security and verifying identities in the IoT.*

*Our platform encompasses RFID and NFC,
cybersecurity, and the full spectrum of physical
access, video, and audio security.*

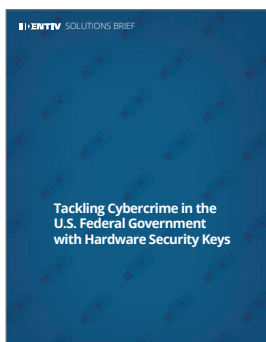
We digitally secure the physical world.



PREMISES: PHYSICAL ACCESS CONTROL, VIDEO, AND CREDENTIALS

Identiv's physical access control and video intelligence solutions provide the highest security at the lowest cost. Robust, feature-rich systems, hardware, and software verify frictionless access managed from anywhere.

Identiv's credentials, IDs, and smart cards verify the identity of employees, temporary workers, and visitors. The portfolio features form factors for physical or logical access control, converged access, transit payment, brand protection, time and attendance, cashless vending, and IoT applications.



IDENTITY: LOGICAL ACCESS CONTROL, SMART CARD READERS, AND MOBILITY

IdentiV's logical access control technology identifies and verifies users to safely and securely access data. Multi-factor authentication and passwordless experiences provide the strongest cybersecurity, while remote authentication and embedded application solutions protect data on-the-go, in the office, or at home.



TRANSPONDERS: RFID, NFC, AND IOT

Identiv's best-in-class team handles research, design, and manufacturing. Our RFID and NFC solutions verify identities and security in the IoT and are embedded in billions of everyday objects, including medical devices, books, toys, athletic apparel, perishables, and pharmaceuticals. We help you create your own products, ecosystems, and experiences.

Open Sans Regular

YOUR WORLD,
VERIFIED.

Open Sans Extra Bold

VERIFIED.

The process of establishing the truth, accuracy, or validity of something; to make sure or demonstrate that something is true, accurate, or justified.

THE IDENTIV LOGO



The Identiv logo is the heart of our identity. It is the first way we connect to our customers. We must use it correctly everywhere it appears.

The logo is only available in a horizontal configuration. It should never be altered to a vertical configuration.

CLEAR SPACE



What is clear space? It is the area surrounding the logo. Clear space must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.

Clear space is measured by the x-height of the Identiv wordmark, shown as "X" in this exhibit. The minimum clear space must always be 1X on all sides of the logo. When possible, this amount should be increased for even more visibility.

LOGO USAGE



One-color solid red



One-color solid black



Reversed logo in color applications



In grayscale applications, the logo can only be reversed out of a value that is at least 60% black

MINIMUM SIZES

PRINT

IDENTIV



.75"

SCREEN

IDENTIV



721 px

LOGO DO NOTS

DO NOT:

- 1. Change the logo's orientation or rotation
- 2. Disproportionately scale or resize the logo
- 3. Use the logo on dark colors
- 4. Use the logo on top of busy photography
- 5. Violate the logo clear space
- 6. Crop the logo in any way



PRIMARY COLORS



PMS: 186 C/U
 CMYK: 13/100/89/4
 RGB: 206/32/47
 HEX: #ce202f



PMS: Cool Gray 7 C/U
 CMYK: 22/15/11/32
 RGB: 154/155/156
 HEX: #9a9b9c



WHITE
 CMYK: 0/0/0/0
 RGB: 255/255/255
 HEX: #ffffff

SECONDARY COLORS



PMS: 285 C/U
 CMYK: 95/63/27/8
 RGB: 4/91/134
 HEX: #045c85



PMS: 2617 C/U
 CMYK: 68/91/42/42
 RGB: 74/35/71
 HEX: #4a2347



PMS: 2757 C/U
 CMYK: 93/86/49/66
 RGB: 1/11/46
 HEX: #010b2e

BUSINESS UNIT COLORS

RED: Premises/physical access control and credentials

MEDIUM BLUE: Identity and logical access control

PURPLE: Transponders/RFID, NFC, and IoT-based solutions

DARK BLUE: Typically utilized for U.S. federal government focus

HEADLINES

Opens Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123

SUBHEADLINES

Opens Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123

BODY TEXT

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123

LEGAL TEXT

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123