# Brand Guidelines

A Guide to the Sequans Communications Brand

V 11.07.24

SEQUANS

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# Introduction

**This Brand Guidelines document provides instructions for the proper use of the logos and other brand elements of Sequans Communications.**

This document is a company resource for users of our brand assets and is designed to preserve Sequans corporate identity and the visual elements included within the Sequans brand.

This document provides instructions on the proper use of our logo and other brand elements so that any marketing or commercial materials produced by others adhere to our standards in order to maintain visual consistency and preserve our brand.

Our goal is to ensure that the Sequans brand is represented with clarity and consistency across all of the platforms and materials where it is used.

# Sequans Logo

It is critically important to use the Sequans logo consistently across all forms of communication to effectively establish positive brand recognition in the minds of our audiences.

## Sequans Full Logo

This is the standard version of our logo that should be used in all digital and print applications.



## Sequans Logo Mark

The logo mark is used as the website icon that is displayed in a browser tab for easy recognition (favicon), as well as in social media profile images where the full logo is not appropriate.

# Logo Usage

To help ensure recall and positive adoption of the brand, the full color brandmark on a white field should be used whenever possible, regardless of application.

The use of the reverse and one color formats should be used judiciously, and follow the recommended format and approach as indicated in the brand standards.

## Full Color Logo, CMYK

For use in print applications.



## Full Color Logo, RGB

For use in web applications.



## Single Color Logo (Blue or Black)

For use on a white or neutral backgrounds.



## White (Knockout) Logo

For use on dark color fields, or black.

# Logo Requirements

Following are requirements to correctly and effectively use the Sequans logo. These requirements ensure proper legibility across all platforms and materials, and, most importantly, ensure brand consistency.

## Clear Space Requirements

The minimum clear space around any edge of the Sequans logo is equal to the bottom of the crossbar in the letter "S" in the Sequans logo. No other graphic elements or text may appear within this field. The minimum distance from the edge of any marketing material should be the full height of a letter in the logotype.



Edge of page clearance

Minimum clearance

## Minimum Size Standards

The Sequans logo may never be used in a size smaller than 1" wide, unless dictated by specific, unique needs, i.e., product packaging, and/or labeling.

Minimum 1"
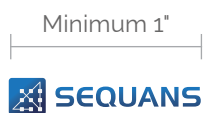
# Logo Usage

All Sequans logos, including the primary Sequans company logo brand and its derivatives, should be used consistently across all forms of communication to preserve brand awareness and ensure positive adoption of the Sequans brand.

## Powered By Sequans Logo

For logo placement on chip markings, the White (Knockout) version of the logo should be used.



For print and web applications, the following versions are also available to use:

# Logo Requirements

The following guidelines are to be followed to ensure correct and effective use of the Powered By Sequans logo on chip markings.

## Clear Space Requirements

The minimum clear space around any edge of the Sequans logo is equal to the bottom of the crossbar in the letter "S" in the Sequans logo. No other graphic elements or text may appear within this field. The minimum distance from the edge of any marketing material should be the full height of a letter in the logotype, with the exception of chip markings.



Edge of page clearance

Minimum clearance
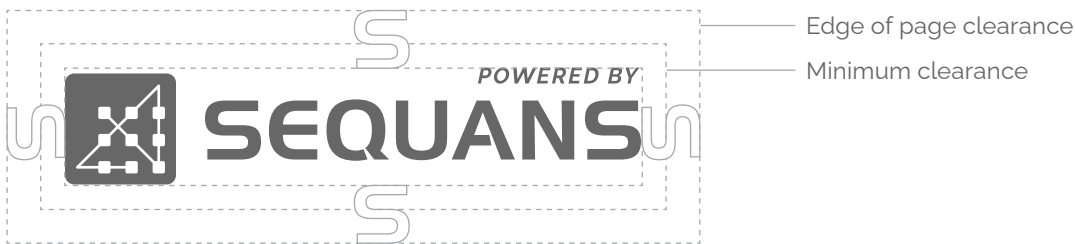
## Logo Placement for Chip Markings

Logo must be placed at the bottom right corner of the chip, leaving the space above it for other required markings. Logo placement examples for RFIC and BBIC chip placement are shown to the right.
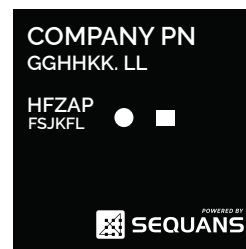


BBIC example



RFIC example

# Incorrect Logo Usage

The consistent reproduction of our logo is critical to properly support our brand message at every touch point. The following list describes examples of how NOT to use our logo.

## Brand Consistency

When utilizing the Sequans logo, the following must never be done:

- Alter the font case
- Change the font
- Add words or phrases
- Re-create new logos
- Add decorative elements
- Remove or replace elements
- Change relationships between elements
- Alter the color
- Create new color combinations
- Use the color version of the logo on a photo
- Outline the logo

- Add visual effects
- Add shadows behind the logo elements
- Place images inside the logo form
- Rotate the logo
- Stretch the logo
- Crop the logo
- Place the logo in a container
- Use incorrect resolution
- Use the logo in place of the company name in a sentence

# Color Palette

The Sequans color palette helps tell our brand story and when used correctly, should support content hierarchy and focus attention on elements that matter most.

## Primary Corporate Colors

This is the primary color palette for our brand. For CMYK or RGB use the mixes indicated and use the most current PANTONE Color Specifier swatch book.
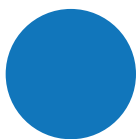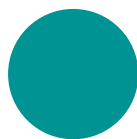
**Sequans Blue**
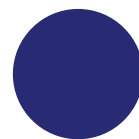Pantone: 3005 C
CMYK: 86, 49, 1, 0
RGB: 47, 114, 186
HEX: #2f72ba

**Sequans Turquoise**
Pantone: 299 C
CMYK: 70, 13, 0, 0
RGB: 62, 170, 226
HEX: #3eaae2

**Sequans Teal**
Pantone: 7717 C
CMYK: 83, 23, 44, 2
RGB: 38, 146, 146
HEX: #269292

**Sequans Dark Blue**
Pantone: 2756 C
CMYK: 100, 99, 23, 10
RGB: 46, 34, 115
HEX: #2e2273

## Secondary Brand Colors

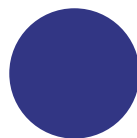This is the complimentary color palette for use in product specific materials when needed.

**Sequans Orange**
Pantone: 716 C
CMYK: 0, 58, 100, 0
RGB: 246, 137, 31
HEX: #f6891f

**Sequans Magenta**
Pantone: 2593 C
CMYK: 60, 85, 6, 0
RGB: 126, 76, 148
HEX: #7e4394

**Sequans Purple**
Pantone: 2745 C
CMYK: 98, 91, 14, 3
RGB: 52, 54, 133
HEX: #343685

**Sequans Seafoam**
Pantone: 3105 C
CMYK: 56, 0, 17, 0
RGB: 109, 201, 213
HEX: ##6dc9d5

# Typography

The clean, sleek look of Sequans selected typefaces supports our brand tone and personality.

## Heading Typeface

The Raleway typeface is used for all heading styles. Download it [here](#).

# Aa

### Primary Headings: Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

### Secondary & Tertiary Headings: Raleway Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz1234567890**

## Body Copy Typeface

The Raleway typeface is used for body/paragraph styles. Download it [here](#).

# Aa

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

# Contact Information

If you have questions in regard to anything within this brand standards manual, please contact media@sequans.com.