sigfox
0G Technology

Sigfox 0G Technology Brand guidelines

Brand elements

Logomark

The logomark is central to the technology visual identity. The butterfly represents the convergence of the digital and physical galaxies.

The logomark should be used on all technology-related documents/assets (websites, brochures, presentation).

This should be used as the first mention, for example on website homepage and brochure covers.

Let the logomark breathe

We respect the logo by giving it some space. The preferred clearspace around the logo is equivalent to the height of the 'x'.

Ensure the logo is visible

The logo represents the 0G Technology identity. It must be visible on all the communication supports. There are minumum sizes for each logomark variant.

The Butterfly

⊗ In no instances that the butterfly should be used as a standalone but with the logomark.

Minimum width is 150 px / 35 mm

What is Sigfox and The Global 0G Network?

How do we talk about the Sigfox 0G Technology, 0G Network, 0G Operators and UnaBiz in relation to each other?

Short: The Global 0G Network is a low-cost, ultra energy-efficient, and secure LPWAN dedicated to Massive IoT.

Long: The global 0G Network, powered by Sigfox 0G technology, is a low power wide area network (LPWAN) dedicated to Massive IoT. It is designed to connect devices securely at low cost in the most energy-efficient way.

1) UnaBiz owns the Sigfox 0G Technology

2) 0G Operators own and commercialise the global 0G Network powered by Sigfox technology, in the respective countries they operate in.

3) Together, UnaBiz and the 0G Operators provide the global 0G Network and Massive IoT solution and services.

When to use logomark with the UnaBiz Logo

The 'by UnaBiz' is aligned on the left with the '0' of 0G Technology.

The logomark and the UnaBiz logo should be used when the opportunity arise to associate the Sigfox 0G technology with the technology owner, UnaBiz.

This logo is selectively used to enhance UnaBiz brand presence or to replace permanent Sigfox branded collaterals where necessary.

sigfox
0G Technology
by unabiz

Minimum width is 150 px / 35 mm

The metamorphosis of The Butterfly.

There are many versions of the logotype for different uses.

This page explains how to choose the right logotype according to the level of constraints.

COLOR GRADIENT

Reference logotype to be used when the material or printing technology allow.

MONOCHROME GRADIENT

When four-color printing is not available, like newspapers, monochrome gradient logomarks should be used.

MONOCHROME FLAT

Specific supports like faxes, engraving or unique printing methods.

Prohibited use

Do not use variations of The Butterly or full logomark that do not match the examples above.

This page shows how you can use the various versions of the logotype on different colored backgrounds. When you have the choice, always prefer the colored version of the logotype on a white background.

Color palette

Primary use

The primary colors are for general use, communication and advertising. The gradient may only be made from Lagoon and Lavender. You may use the primary palette alongside the gradient to contrast them with white space.

These colors may also be used as tints in increments of 10% when detailing artwork.

Secondary use

The secondary colors may be used sparingly to accent your design, please refer to the color usage on the next page for visual balance.

Tertiary use

The tertiary colors are for more subtle uses. Contrast them with white space.

GRADIENT

Lagoon ← ← Lavender →

PRIMARY

Lagoon		Cosmos		Sky		Lavender	
Hex	#00DFFF	Hex	#230066	Hex	#4182FF	Hex	#8024FF
Rgb	0 223 255	Rgb	35 0 102	Rgb	65 130 255	Rgb	128 36 255
Cmyk	60 0 13 0	Cmyk	100 89 0 45	Cmyk	75 40 0 0	Cmyk	79 100 0 0
Ral	220 70 35	Ral	290 20 30	Ral	270 50 40	Ral	310 40 40
Pantone	305 C	Pantone	2119 C	Pantone	660 C	Pantone	267 C

SECONDARY

Mint		Lemon		Tangerine		Grapefruit	
Hex	#00BDB5	Hex	#FFF057	Hex	#FFA000	Hex	#FA5537
Rgb	0 189 181	Rgb	255 240 87	Rgb	255 160 0	Rgb	250 85 55
Cmyk	76 0 38 0	Cmyk	2 0 60 0	Cmyk	0 32 100 0	Cmyk	0 88 82 0
Ral	180 70 35	Ral	100 90 50	Ral	70 70 70	Ral	30 50 60
Pantone	3262 C	Pantone	3935 C	Pantone	130 C	Pantone	1788 C

TERTIARY

Black		Shadow		Steel		Concrete	
Hex	#000000	Hex	#3E424B	Hex	#E7E7EE	Hex	#F2F2F6
Rgb	0 0 0	Rgb	62 66 75	Rgb	231 231 238	Rgb	242 242 246
Cmyk	0 0 0 100	Cmyk	20 10 0 80	Cmyk	10 7 2 10	Cmyk	4 0 0 8

Color usage
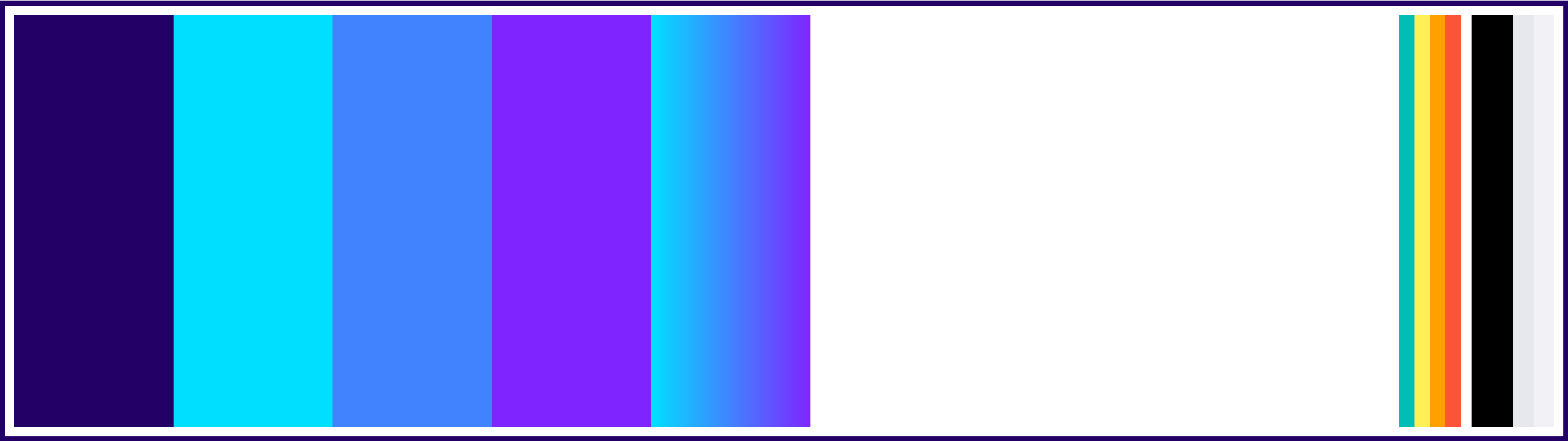
The colorful universe

White plays an important role in the visual communications. White is a clear canvas against which the lively colors glow.

The primary palette should be the most dominant across the communication. When creating gradient, you may only use Lagoon and Lavender.

The secondary palette is only used to accent and add variation where needed. This should not be over-used. Try to only use 1 or 2 next to the primary palette.

The tertiary palette is more suited to elements of design that sit in the background, such as table design, background fills, subtle detailing.

Color accessibility

White Lagoon Sky Gradient Lemon Tangerine Mint Grapefruit	Cosmos Lavender Gradient	White Black Lemon
White Lagoon Lemon Tangerine	White Lagoon (Large use) Lemon	White Black Lemon
Cosmos Black Sky Lavender Gradient	Cosmos Gradient	White Cosmos Black

We are accessible

When placing type on top of our brand colors, it is important to consider accessibility needs so that everyone can read the content. We have used https://color.review/ to give you this guidance but you should also check your own usage against this review tool.

Black Lavender	White Sky Mint Lemon Tangerine Grapefruit	Lagoon Lavender Gradient Mint Tangerine Grapefruit
Cosmos Black Sky Gradient Mint Grapefruit	Lagoon (Small text) Lavender Sky Tangerine Mint Grapefruit	Lagoon Lavender Sky Gradient Tangerine Grapefruit
White Mint Tangerine Grapefruit	White Lagoon Sky Lavender Mint Lemon Grapefruit	Lagoon Sky Lavender Gradient Mint Lemon Tangerine

Prohibited color pairs

Here you can see a demonstration of poor color pairings. Although you may be able to read them, many people find the contrast ratio too low and therefore cannot see anything placed in that combination.

Our label

0G Operators team up with UnaBiz to deploy the Sigfox 0G Network and distribute its communication service to their own customers. This label is a distinctive co-branding sign to help operators brand their communication and marketing.

Space is of the essence

We ensure the label's visibility by giving it some space.

The preferred clearspace around the label is equivalent to the height of 3 "X".

Ensure the logo is visible

The label represents our identity. It must be visible on all the communication supports. The minimum size is 77 px / 18 mm.

Minimum width is 77 px / 18 mm

The metamorphosis of The Butterfly.

There are many versions of our label for different uses.

This page explains how to choose the right label according to the level of constraints.

COLOR GRADIENT

Reference label, to use when the material or printing technology allow it.

MONOCHROME GRADIENT

When four-color printing is not available, like newspapers.

MONOCHROME FLAT

Specific supports like faxes or engraving.

Where The Butterfly lives

This page shows how you can use the various versions of the label, on different colored backgrounds. When you have the choice, always prefer the colored version of the label on a white background.

OPERATOR LOGO

sigfox
0G operator

OPERATOR LOGO

sigfox
0G operator

OPERATOR LOGO

sigfox
0G operator

L

sigfox
0G operator

	A5	L = 30 mm
	A4	L = 42 mm
	A3	L = 59 mm
	Leaflet	L = 24 mm
	Kakemono 800x2000 mm	L = 200 mm
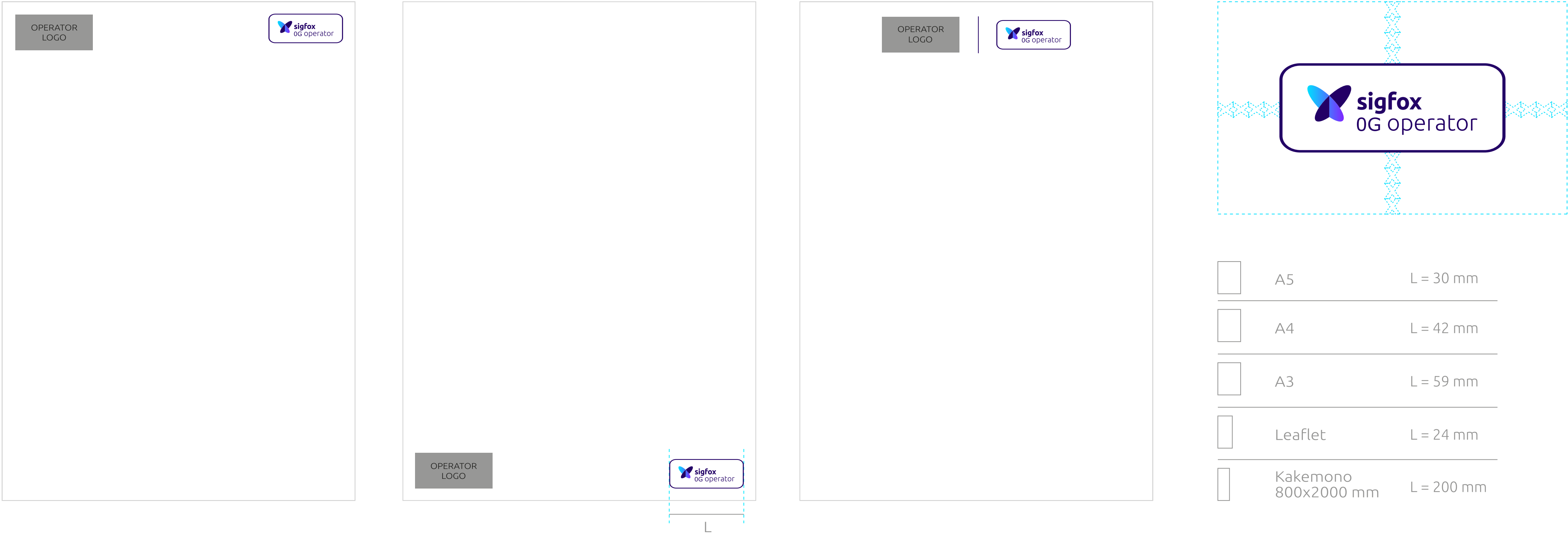
The label is positioned opposite to the Sigfox 0G Operator's logotype.
It must always be visually proportional to the label.
An optimal size for the main print sizes is proposed.

Sigfox 0G Operator & 0G Network Operator Logo Usage

The Sigfox 0G Operator logo is the recommended logo to use to express your role as an operator.

Members of the 0G Association has the option to use either the Sigfox 0G Operator or the 0G Network Operator logo to communicate to their customers. Both logos must not be used together and it must be secondary to the member's brand.

Please refer to the 0G Association Brand Guide for more information on the usage of the 0G Network Operator logo.

Living rings

**A design language developed to bring vision to life. It is called the 'living rings'.**

These rings symbolize the two spheres we live in – our physical and digital worlds.

Although we fluidly move back and forth between these two worlds, they often interlock. And when they do, this intersection forms a powerful ecosystem that's perfectly geared to serve humankind.

The living rings

The living rings are used in pairs and linked to an object or an environment
They express the ecosystem of objects the Sigfox 0G Technology can build.
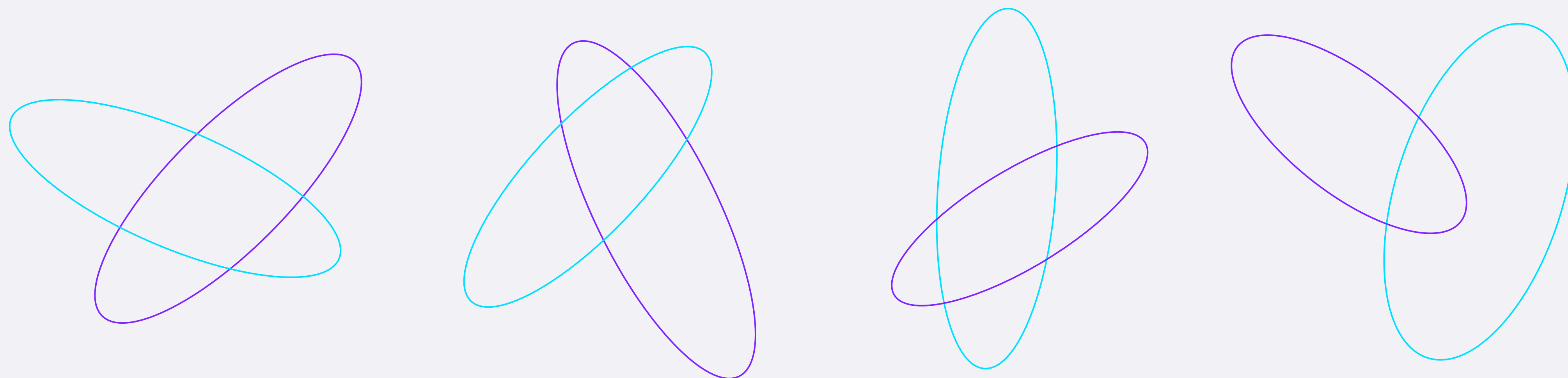
Photography and the living rings

The living rings highlight the Sigfox 0G Technology presence in the environment of people and objects.

The living rings must be integrated in the perspective of the image and not only affixed on the image.