

SITETRACKER

Brand Guidelines

Version 2.0 | August 2022

OUR MISSION

To help deploy tomorrow's infrastructure faster
so that people everywhere can experience digital
equity and a more sustainable future.

Category

Deployment Operations Management

Sitracker is the global standard in Deployment Operations Management software.

Whether upgrading a telecom network, deploying fiber, or installing EV charging stations or solar panels, Sitracker delivers an intelligent view of your business with best practices to help you meet current deployment demand and drive profitable growth.



Voice & Tone

Short, crisp and clear

We write with clarity as the top priority. Words and sentences should be made simple and to the point. Short words also save space and are easier to read quickly.

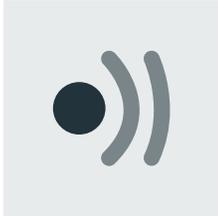
We write to be understood, not to be the smartest person in the room.

If you wouldn't say it out loud in a conversation, don't write it.

Sitetracker is authoritative, approachable, optimistic, a thought leader, trusted, credible, direct and clear.



Our Company Values



We are Unstoppable

We do the impossible because we are gritty bar-raisers who believe that together we can achieve amazing things.



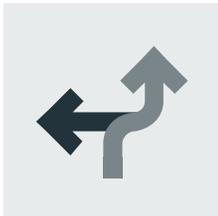
We are Customer Obsessed

We have three customers: our current customers, our future customers, and our employees.



We Care Deeply

Our ability to engage, build, and celebrate is a result of our empathy and passion.



We are Bold

Our success is driven by our willingness to push beyond boundaries with curiosity, speak up, and take chances.



We Act Inclusively

We are Inclusive. Inclusion means appreciating difference, acting with courage, and continuously seeking to understand each other.



We Are Sitetracker

We embrace these values in our interactions with co-workers, customers and partners. We wake up every day focused on advancing the deployment of a smart, connected and sustainable future.

The Sitetracker Logo

Our logo conveys the strength of our offering in a powerful, restrained and compact manner.

We used minimal color to communicate a quiet confidence, balanced with a directional mark to communicate our unique value to the marketplace.

The logo consists of the word "SITETRACKER" in a bold, uppercase, sans-serif font. A grey triangle is positioned between the 'R' and 'A', pointing upwards and to the right.

Positive

The logo consists of the word "SITETRACKER" in a bold, uppercase, sans-serif font. A grey triangle is positioned between the 'R' and 'A', pointing upwards and to the right.

Reversed

The Sitetracker Arrow

An arrow symbolizes progress, staying on course, and hitting your targets.

Sitracker makes planning, building, and maintaining your infrastructure assets faster and easier. We help you stay on track, reach your goals, and deploy what's next.



Positive

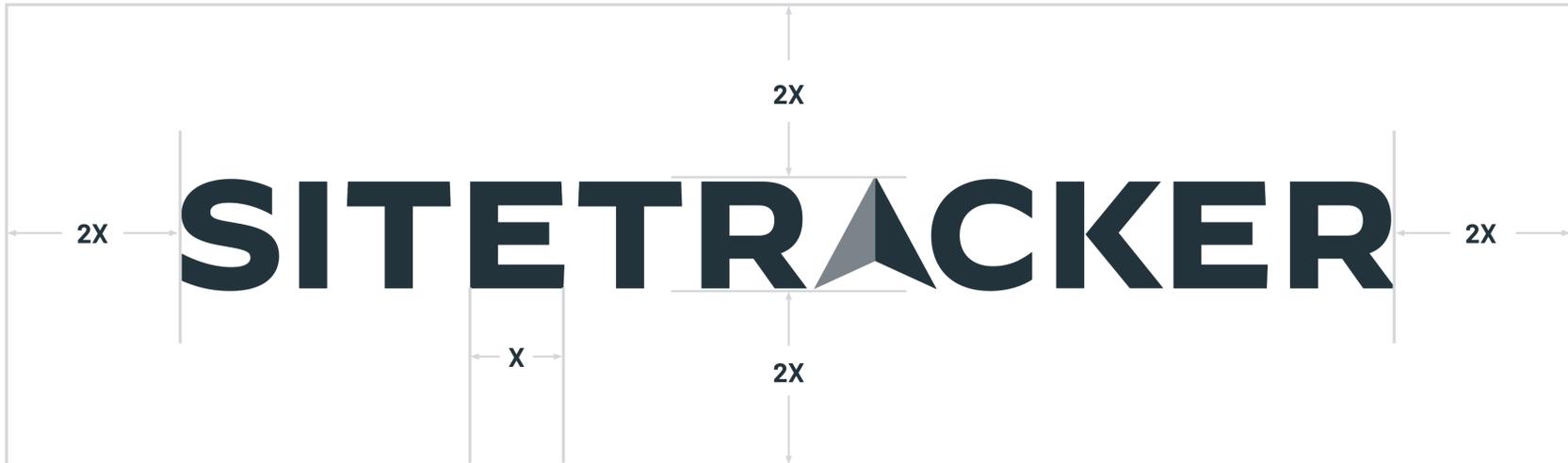


Reversed

Clear Space

The Sitetracker logo should always be surrounded by a generous amount of clear space to ensure its legibility and impact.

As shown here, the absolute minimum amount of clear space that can surround the logo in any application is equal to the 2x width of the E in the Sitetracker logo.



Incorrect Logo Usage



Do not rotate.



Do not skew or distort.



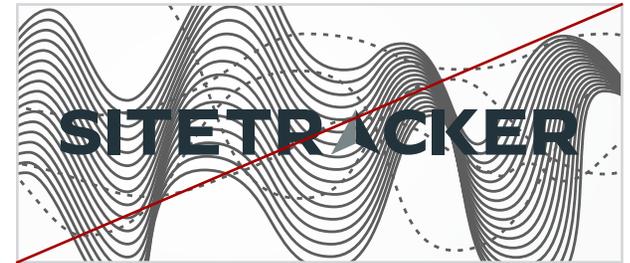
Do not use a drop shadow.



Do not change the color.



Do not place over colors with insufficient contrast.



Do not place over complex backgrounds or patterns.

SITETRACKER

Deploy What's Next

← 1/2 the height of the logo



Barlow Medium, Slate 80, 1/2 the width of the logo

02. OUR LOGO | LOCKUPS

SITETRACKER Community

Sitracker Logo

Barlow Medium, Slate 60

SITETRACKER Community

SITETRACKER EDU

Positive

SITETRACKER Community

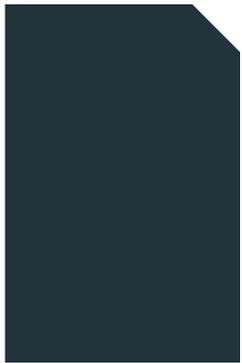
SITETRACKER EDU

Reversed

Primary Colors

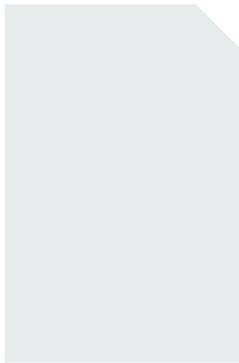
The Sitetracker color palette is limited by design.

A tonal range of Slate with white are the primary brand colors. Slate 100 takes the place of black. Teal is to be used very minimally; for calls to action or to draw attention to important elements in a design.



SLATE 100

#22333B
R:34 G:51 B:59
C:85 M:70 Y:60 K:50
PMS: 7546 C



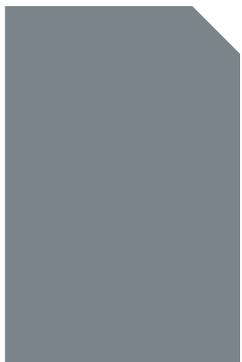
SLATE 10

Hex: #E8EBEB
R:232 G:235 B:235
C:7 M:5 Y:5 K:0



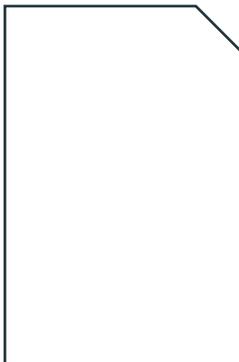
TEAL

#64C8BD
R:100 G:200 B:189



SLATE 60

Hex: #7A858A
R:122 G:133 B:138
C:55 M:40 Y:40 K:5



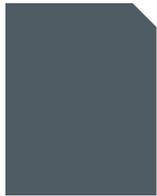
WHITE

#ffffff
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

Secondary Colors

The Sitetracker color palette is limited by design.

Teal is to be used very minimally; for calls to action or to draw attention to important elements in a design.



SLATE 80

Hex: #4F5C63
R: 79 G:92 B:99
C:70 M:55 Y:50 K:25
PMS: 430 C



TEAL 80

Hex: #83D3CA
R: 131 G:211 B:202
C:47 M:0 Y:25 K:0



TEAL 20

Hex: #E0F4F2
R:224 G:244 B:242
C:11 M:0 Y:5 K:0



SLATE 40

Hex: #A6ADB0
R:166 G:173 B:176
C:35 M:25 Y:25 K:0



TEAL 60

Hex: #A2DED7
R:162 G:222 B:215
C:35 M:0 Y:18 K:0



SLATE 20

Hex: #D4D6D9
R:212 G:214 B:217
C:15 M:10 Y:10 K:0



TEAL 40

Hex: #C1E9E5
R:193 G:233 B:229
C:23 M:0 Y:11 K:0

Our primary typeface is Barlow.

It's shapes and letter forms are rooted in Californian public signage; highway signs, buses and trains. The typeface is designed for legibility and uniformity, creating a sense of precision and order.

Barlow Semi-Bold, Medium and Regular are our primary weights.

Go to fonts.google.com/specimen/Barlow for a free download of the Barlow typeface family.

Barlow Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$

Barlow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$

Our secondary typeface is Arial, only to be used if Barlow isn't available.

In instances where Barlow is not available, Arial can be used as the system typeface.

Arial Bold and Arial Regular are available to use.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$

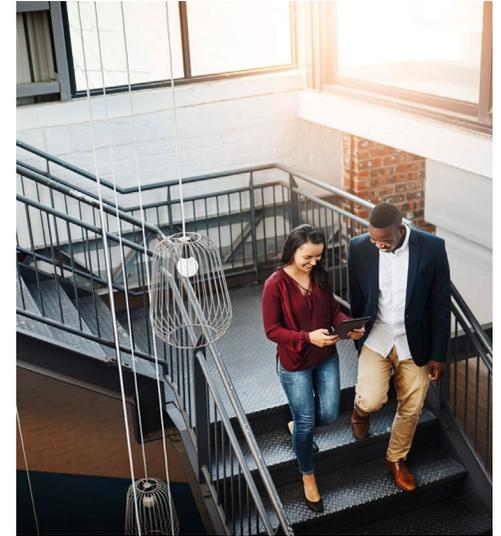
Sitracker's Solutions Span Industries

The Sitracker image library features photos that showcase the breadth of our industries, including:

- Telecommunications
- Energy
- Construction & Engineering
- Real Estate
- Media



Telecommunications



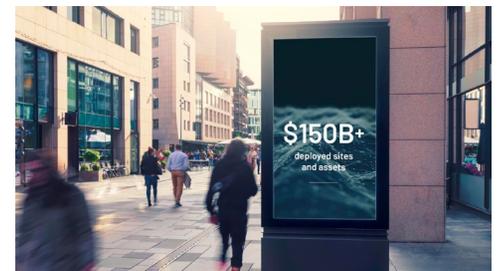
Construction & Engineering



Energy



Real Estate



Media

Sitetracker's Solutions Span Roles

The Sitetracker image library features photos that showcase the roles we serve, including:

- Business Leaders
- Project Management
- Field Resources



Business Leaders



Project Management



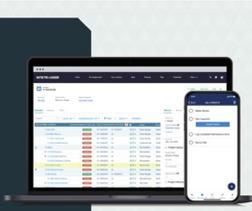
Field Resources

05. EXAMPLES

SITETRACKER Deploy What's Next

Sitracker Connect Portal

Align and focus contractors with your organization's process and workflow standards while maintaining visibility into their work. The Sitracker Connect Portal is a separate login where organizations can assign contractors to projects, keep them focused only on those tasks, and ensure alignment of workflows and process standards—all while retaining real-time progress updates from the field.



- The most cost effective way to maintain deployment visibility from external workers**
The Sitracker Connect Portal is pre-integrated with your Sitracker org and is accessed outside of the Lightning Platform, allowing you to bring your contractors in efficiently.
- Quickly onboard multiple external crews and bring them up to your standards**
The Sitracker Connect Portal is built with your organization's templates, project schedules, and more to ensure alignment of workflows and processes between internal and external teams.
- Maintain focus and accountability of your contracted teams**
Assign projects and jobs, sharing only relevant information to associated tasks. Use geo-fencing and real-time updates to ensure crews are executing when instructed and as instructed.

IN 2021

\$5.9 Trillion
Total M&A Deal Value

48%
Increase in Telecom Deal Value

100%
Growth in Telecom Investments from Private Equity Firms

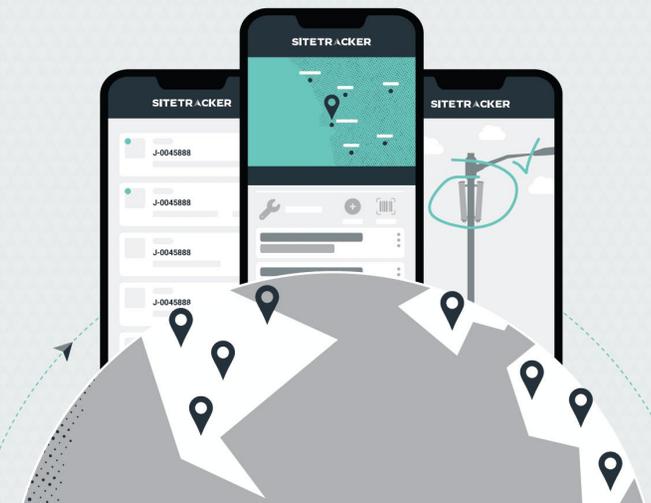
In 2021 alone, total M&A deal value globally reached 5.9 Trillion USD. Of that, telecom deal value rose by 48% and private equity investments in telecom grew by 100%.

Energy M&A grew too with clear focus on transitioning to clean energy. Across all of this consolidation, technology was a consistent challenge. Bringing companies together is hard, but merging technologies can be the difference between successful integration or a long path to financial and operational hardship. PFI or post-merger integration is essential to successfully transition from multiple companies into one. Considerations must be made to how data and systems will integrate, allowing business to continue as usual and customer satisfaction to remain high. Beyond usage, businesses must also consider costs and maintenance. This is especially true for businesses deploying critical infrastructure in the renewable energy and telecommunications sectors who need to control costs and deliver quality results that are vital to the world's continued digital transformation and sustainability.

Above all else, newly consolidated businesses need to be laser focused on profitable growth. A successful result is measured not only in how much costs are cut, but how much revenue and profits can actually grow. Technology is a major driver in enabling and driving M&A success through tools to holistically view the business and make data-driven decisions.

SITETRACKER

Deploy What's Next with the Global Leader for Managing Telecom Projects and Assets




ABOUT SITETRACKER

Sitetracker powers the rapid deployment of tomorrow's infrastructure. The global leader in deployment operations management software, Sitetracker helps innovative companies like British Telecom, KPN, Segra, and Chargepoint manage millions of sites and assets representing over \$25 billion in portfolio holdings. By giving telecommunications, utility, smart cities, and energy teams an easy-to-use cloud solution that works easily and effectively, we are working to accelerate the path to digital equity and a more sustainable future. Sitetracker, deploy what's next.

For more information about Sitetracker, visit: www.sitracker.com