CORPORATE IDENTITY MANUAL

**THE
LEADING
TECHNOLOGY
FOR ENERGY
MANAGEMENT**

OVER

INDEX

INTRODUCTION

BRAND GUIDELINES

CORPORATE IDENTITY PACKAGE

AVAILABLE MATERIAL

# INTRODUCTION

SCOPE OF DOCUMENT

This manual provides indications regarding the applications of correct and univocal use of the OVER brand identity material. Before the establishment of this manual, every design and every element was thought of and created carefully following several official high-level meetings to ensure the best quality and the delivery of OVER vision and values. This manual provides a detailed guide on the creation of OVER logo, slogan, colour scheme, OVER iconic elements, and the corporate identity package.

This corporate manual is divided into two main sections that make it easy to understand in order to be compliant and synchronized with OVER design materials. This manual represents the development and the evolution of the communication project intending to align and improve the usability of the designed materials by following the criteria and guidelines provided. It is crucial for everyone who is an OVER employee to use the provided material when presenting themselves, a project, or attending a meeting representing OVER.

CONFIDENTIALITY

This manual can be accessible by internal stakeholders without seeking permission from the communication team. However, for external stakeholders, kindly refer to section "Available Material - External Stakeholders" for more information.
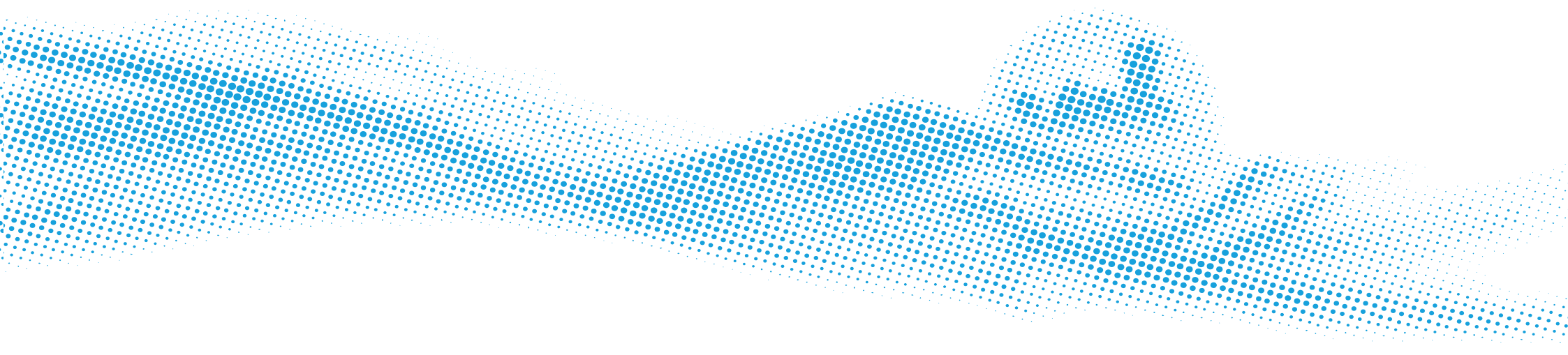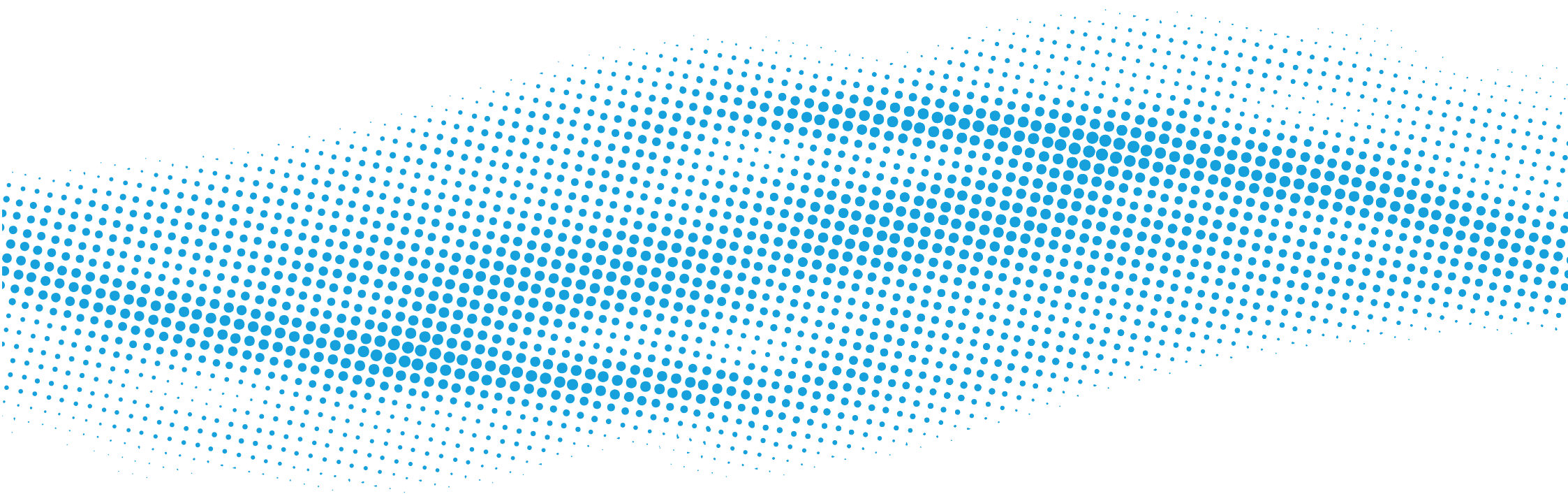
BRAND GUIDELINES

THE LOGO

The following pages indicate the principles and guidelines that govern the correct use of OVER's logo. This section analyzes the origin of OVER as a brand, its structure, and its dimensions.

OVER logo is made up of two main elements:
- Pictogram
- Logotype

Both elements are combined following a precise and non-modifiable structure. The only possible variation is the one proposed for the secondary version of the trademark (check other sections for details). Below is the combined pictogram and logotype.

PICTOGRAM

The pictogram, is an integral part of the brand, aims to immediately recall the concept of our target: ENERGY. An extremely important aspect, not only from a financial perspective but from a sustainability perspective.

Two colours were selected for the logo the black and the blue. The black colour presents the outdoor and indoor pollution, the gap in between presents the clean air that OVER is seeking to provide, and the blue colour presents electricity, but at the same time a clear sky, which is a direct result of an optimization of energy consumption thanks to OVER technologies.
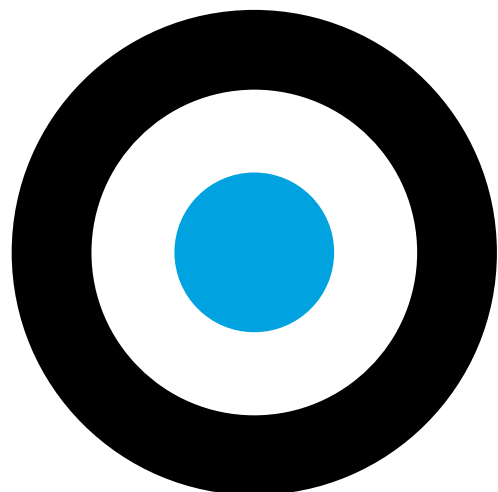
LOGOTYPE

The reason behind the name OVER comes from the determination and perseverance that has always characterized the OVER team when facing challenges and difficulties. Therefore, being able to go "beyond" the current phase is the correct way to develop and maintain the level of expertise of OVER's employees.

In order to present the company's name in a readable, clear, and simple way, the font Montserrat Bold was used. OVER is always seeking for simplifying complicated concepts which are considered to be OVER's key to success.

STRUCTURE

The logo structure follows specific alignments and measures, therefore, the distance between each element follows geometrical measures that guarantee the perfect dimensions between each element. These dimensions cannot be changed or tempered with as they are integral parts of the company logo.

To ensure the correct ratios between the elements, the height of the pictogram is taken as the unit of measurement. Below are the guidelines for the original horizontal and vertical logo.
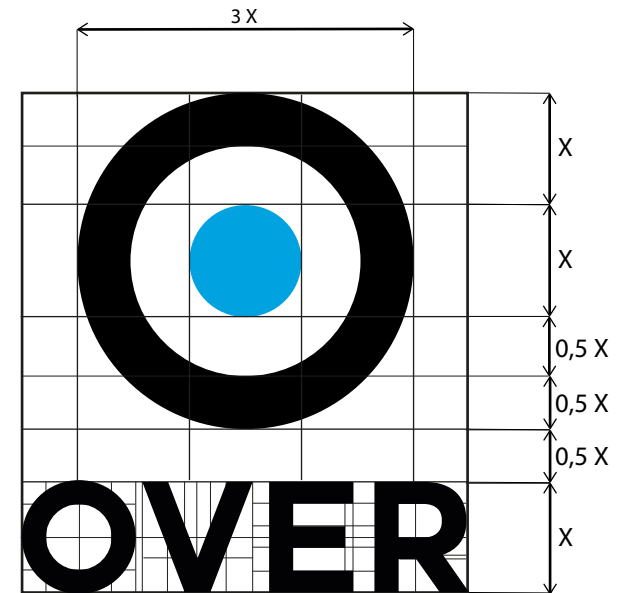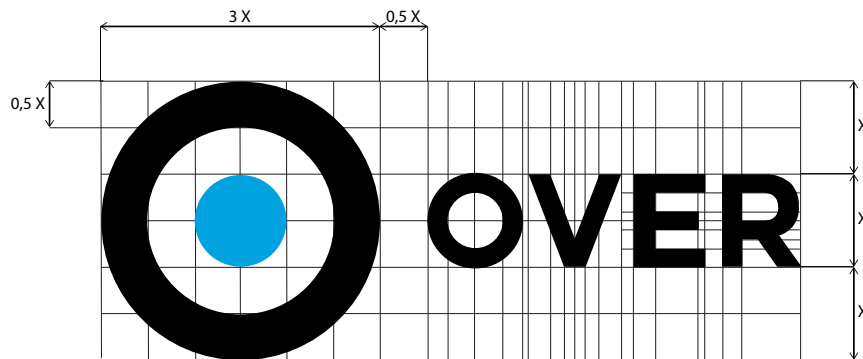
SAFE AREA

The safe area indicates the minimum necessary space that must exist between the logo and other elements, such as text, icons, or images. It is important to understand that the logo safe area must be respected at all times.

The safe area is obtained by taking the height of the logo as the unit of measurement. Therefore, the logo is always in the center with respect to other elements. Below are the guidelines for the original horizontal and vertical safe areas of the logo.
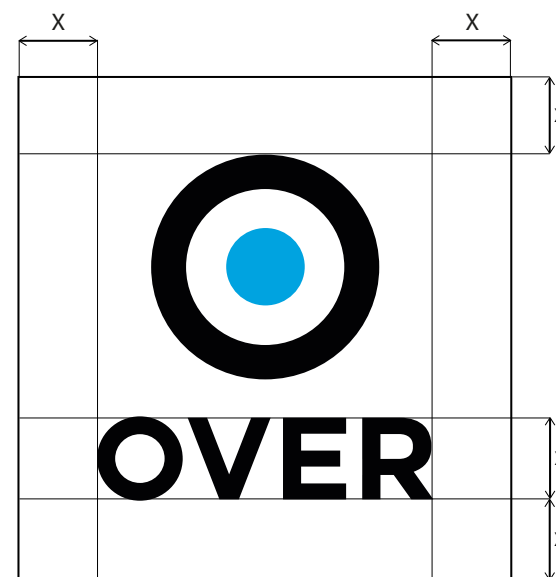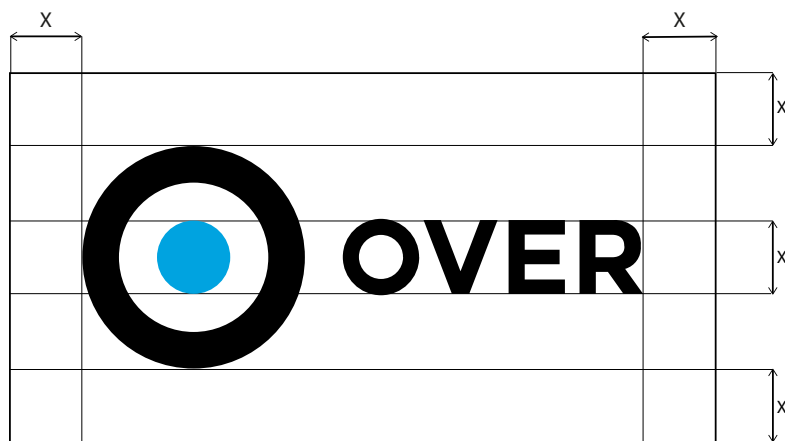
SCALE AND READABILITY

Reducing the size of the logo should be done using three different scales to ensure the readability and quality of the logo. For a document or a PowerPoint presentation, the biggest horizontal size should not exceed 100 mm, the medium size should be 50 mm, and the smallest size should not be less than 30 mm. Below are the illustration of the different scales for the horizontal logo.

100 mm

50 mm

30 mm

9
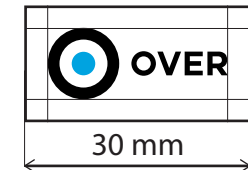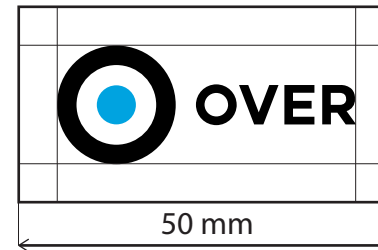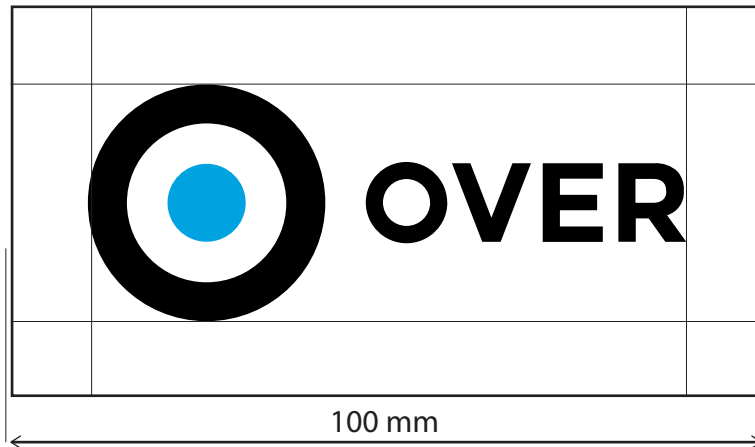
Similarly, for a document or a PowerPoint presentation, the biggest vertical size should not exceed 100 mm, the medium size should be 50 mm, and the smallest size should not be less than 20 mm. Below are the illustration of the different scales for the vertical logo.

20 mm

50 mm

100 mm
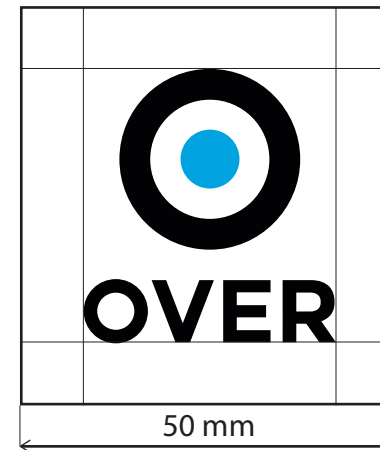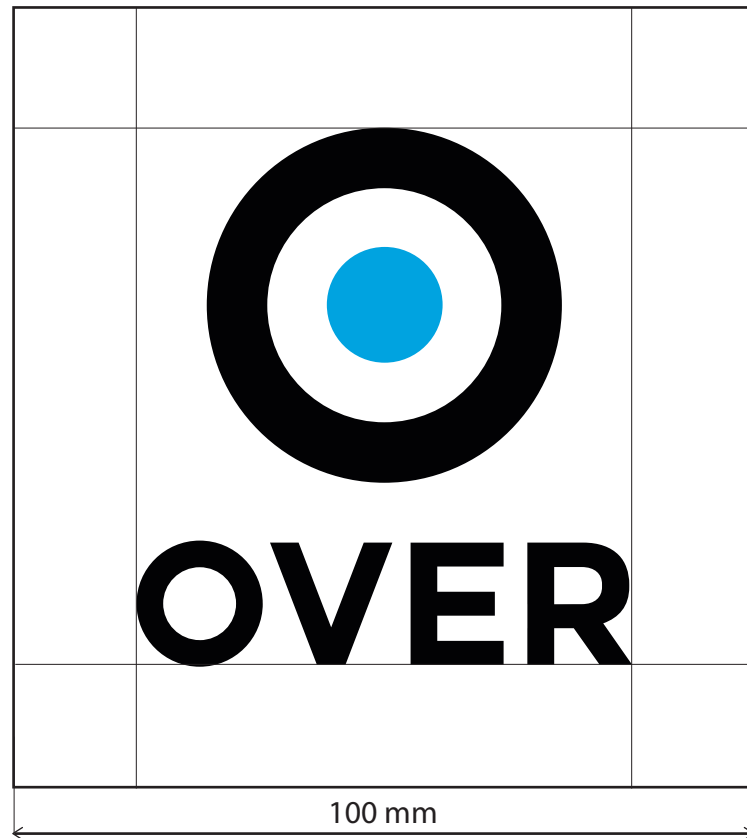
THE SLOGAN

The slogan is the memorable motto or phrase used as a repetitive expression of an idea or a purpose with a goal to identify and summarize the essence of the company in a very simple yet strong way.

OVER enjoys an international mindset, that is why the slogan is created in the English language. The font used in the slogan is the same as the font used in the logo. The text has a combination of the main brand colours the black and blue. Two keywords were highlighted with the blue colour to underline OVER's core business which is innovative and sustainable technology for energy optimization.

It is mandatory to maintain the structure and the arrangement of the words with their proportion to the geometric element on the top "the blue rectangle". It is best to use the slogan at the start or the end of a document or a PowerPoint presentation. Below is the original OVER slogan.
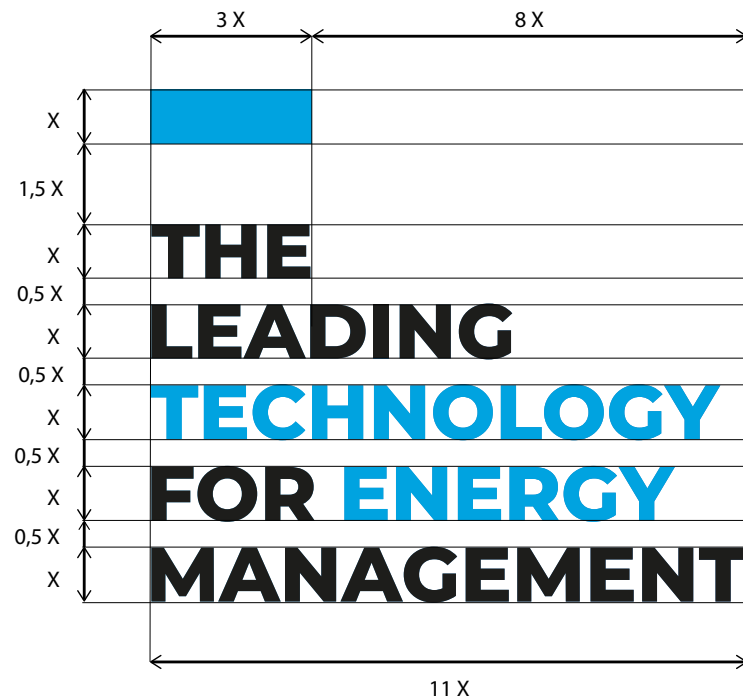
**THE
LEADING
TECHNOLOGY
FOR ENERGY
MANAGEMENT**

STRUCTURE

The slogan words are distributed line by line except for the fourth line containing two words "for" and "energy" for visual aspects. The geometric element, the rectangle, is placed on top of the text with the alignment of the first three letters of each word.

SAFE AREA

The safe area indicates the minimum necessary space that must exist between the slogan and other elements, such as text, icons, or images. It is important to understand that the slogan's safe area must be respected at all times. Below are the guidelines for the original slogan's safe areas.

3 X   8 X

X

1,5 X

X

0,5 X

X

0,5 X

X

0,5 X

X

0,5 X

X

**THE
LEADING
TECHNOLOGY
FOR ENERGY
MANAGEMENT**

11 X

2 X   2 X

2 X

X

**THE
LEADING
TECHNOLOGY
FOR ENERGY
MANAGEMENT**

2 X

SCALE AND READABILITY

Reducing the size of the slogan should be done using three different scales to ensure the readability and quality of the slogan. For a document or a PowerPoint presentation, the biggest size should not exceed 75 mm, the medium size should be 50 mm, and the smallest size should not be less than 30 mm. Below are the illustration of the different scales for the slogan.

THE LEADING TECHNOLOGY FOR ENERGY MANAGEMENT

75 mm

THE LEADING TECHNOLOGY FOR ENERGY MANAGEMENT

50 mm

THE LEADING TECHNOLOGY FOR ENERGY MANAGEMENT

30 mm
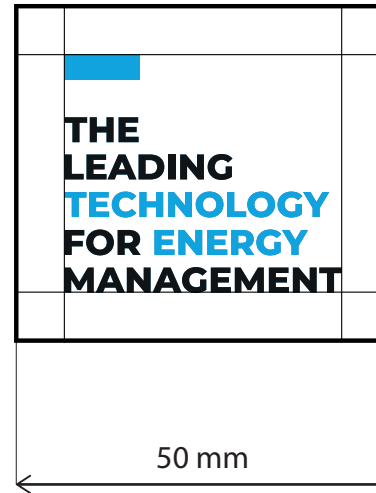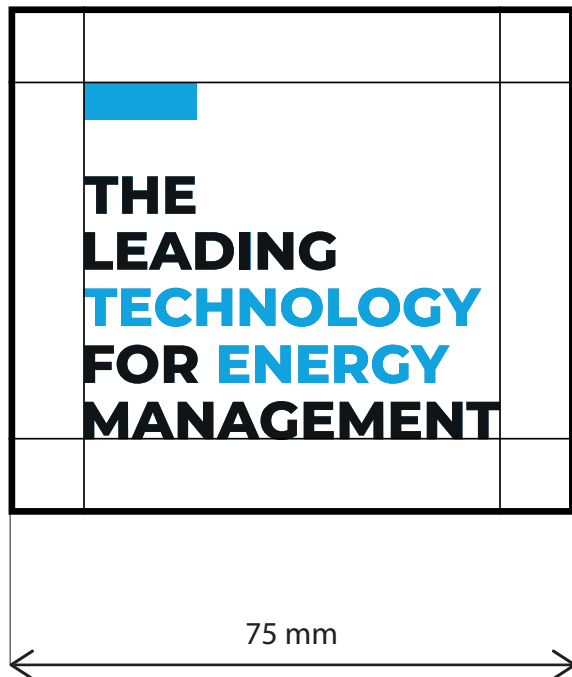
LOGOTYPE & SLOGAN FONT STYLE

The font used for the logotype and the slogan is **MONTSERRAT BOLD.** However, this font is not the company font, it is only used in the logotype and slogan. For the company font, please refer to the corporate idenitity package page 9.

MONTSERRAT BOLD
abcdefghjklmnopqrstuvwxtz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\!"£$%&/()=?^'ìè+òàù,.-[]@#_<>

CORPORATE COLOURS

Colours chosen for corporate communication are in line with the colours of the brand itself. It is divided in two categories: primary colours and secondary colours.

PRIMARY COLOURS

The primary colours that are used within the brand are:
- Pantone Black C
- 299 C

Both colours are considered to be the primary colours since they are used in creating OVER's logo and slogan.

Pantone Black C

R	0	C	0
G	0	M	0
B	0	Y	0
		K	100

000000

Pantone 299 C

R	0	C	79
G	163	M	7
B	224	Y	0
		K	0

00A3E0

SECONDARY COLOURS

Colours that are used for internal and external corporate communication are divided in accordance with their use.
For the main body and heading, the main corporate colours must be used, with the option of using the gray for subheadings.

Main Body

R	0	C	0
G	0	M	0
B	0	Y	0
		K	100

000000

Heading

R	0	C	79
G	163	M	7
B	224	Y	0
		K	0

00A3E0

Subheading

R	153	C	41,4
G	153	M	32,1
B	153	Y	32,43
		K	11,01

999999

The two colours accent on the right can be used only for colouring icons or elements used in the presentation or document. Additionally, if necessary, they can be used as a background.

Accent 1

R	41	C	91,82
G	81	M	70,41
B	158	Y	2,13
		K	0

29519E

Accent 2

R	43	C	70
G	177	M	9
B	231	Y	0
		K	0

2BB1E7

15

MONOCHROMATIC COLOURS

Monochromatic colours are all the colours (tones, tints, and shades) of a single hue. In OVER we only uses black and white. When the logo or the slogan are used with a bright or very dark background, the monochoramtic colouring solution is used. Below is a sample of both situations.

Black on white version


White on black version

HOW TO USE THE LOGO

This section shows the various examples of the correct and incorrect use of OVER logo based on the position, structure, colours, and effects.
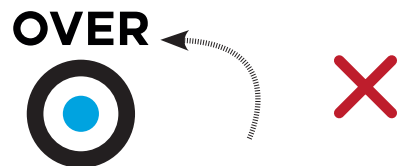
POSITION AND STRUCTURE

The logo must be positioned without overrunning the safe area with other graphic elements. The elements that make up the brand cannot be moved, rotated, scaled, or deformed arbitrarily.

The scaling of the logo's elements (pictogram & logotype) are not allowed to be changed or dispositioned. Below is the incorrect scaling that can occur.
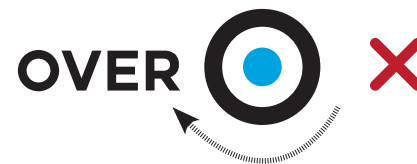
COLOURS AND EFFECTS

The logo colours must follow the previous corporate main colours indicated. Any changes in the colour shades or effects such as outline, shadow, or glow are considered to be incorrect. In the case of a dark background, it is advisable to use the monochromatic version mentioned before (page 17). Below are the incorrect colours and effects to be avoided and the correct ones to be followed.

Removal of the letter O
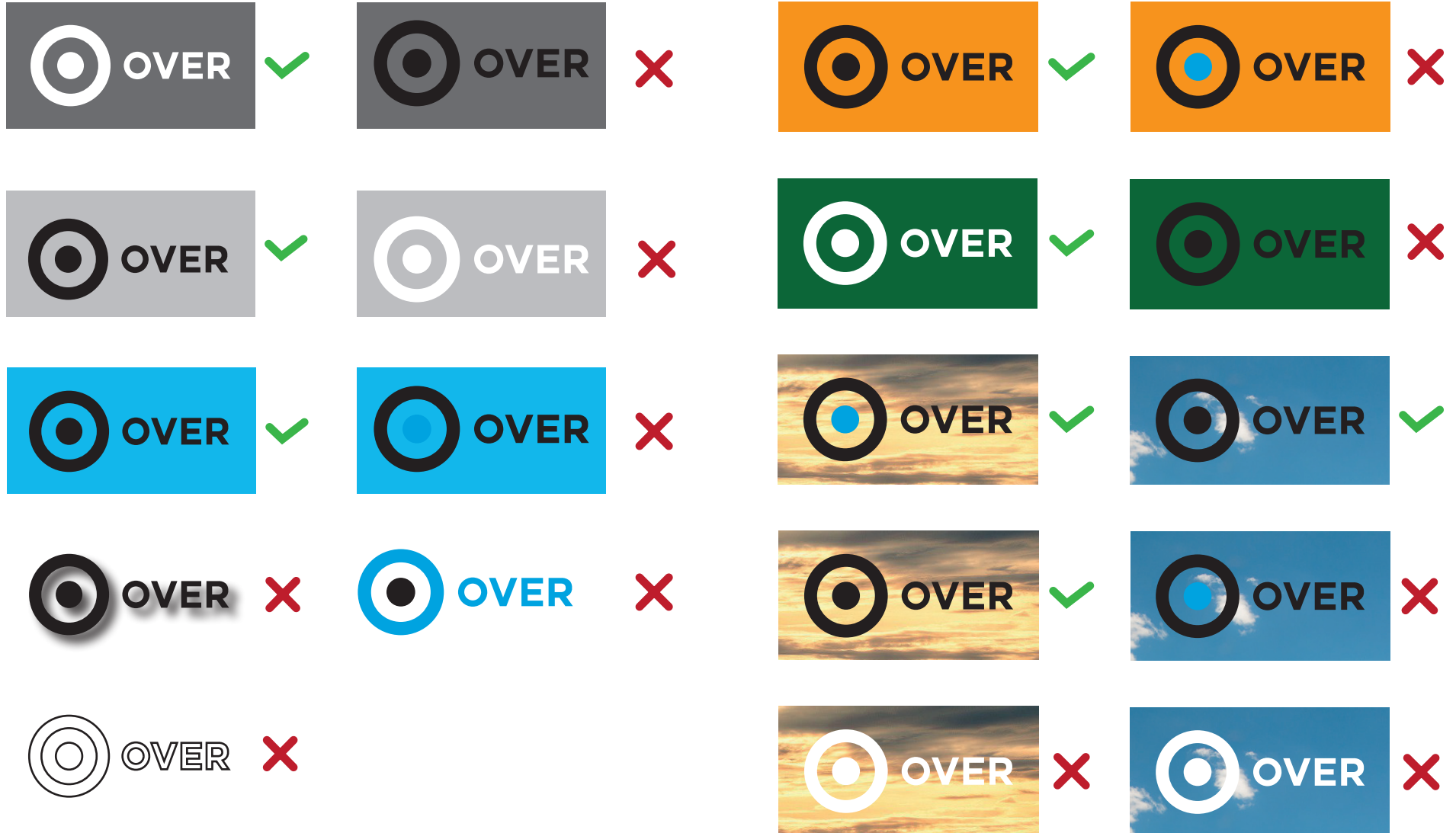
ICONIC ELEMENTS

Visual identity guidelines were created for the new brand identity with the focus on OVER future vision in order to preserve consistency of the OVER brand.

MAIN ELEMENTS
- Hand
- Sphere
- Dots

SECONDARY ELEMENTS
- Space
- Clouds

THE MAIN ELEMENTS

The principle graphic element of the OVER visual identity is based on a hand, which aims to convey the rationale of OVER future: to sustain a turnkey package. The sphere represents the new vision of OVER.
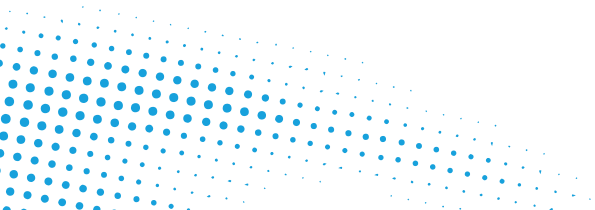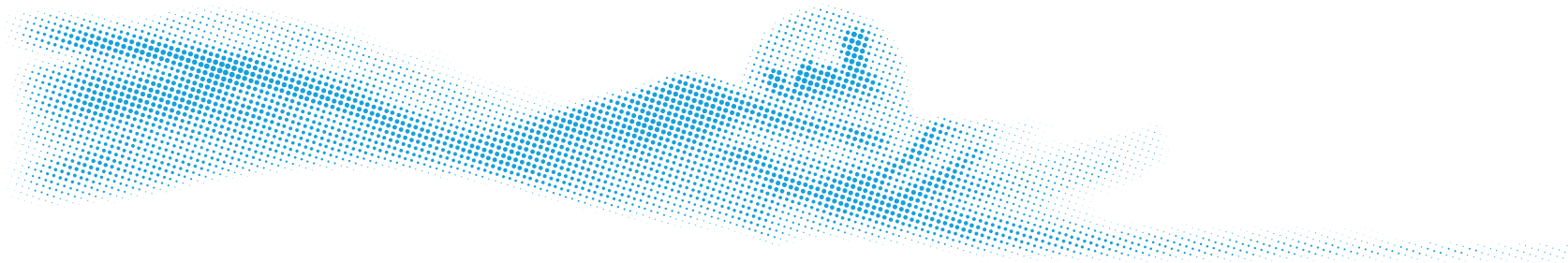
THE HAND

THE SPHERE

DOTS

The use of the dots is a graphic instrument to show that OVER is flexible and growing, while highlighting the sphere as the core when thinking of OVER future. The hand with the sphere together provides a strong identity for each of these elements while at the same time highlights the power of OVER to endure all of what is inside the sphere: a world of big buildings. All three elements hand, sphere, and dots present flexibility and modularity yet consistency in design.

THE SECONDARY ELEMENTS

The secondary graphic element of the OVER visual identity is based on a blue space, which aims to convey the rationale of OVER SPACE where the hand and the sphere float.
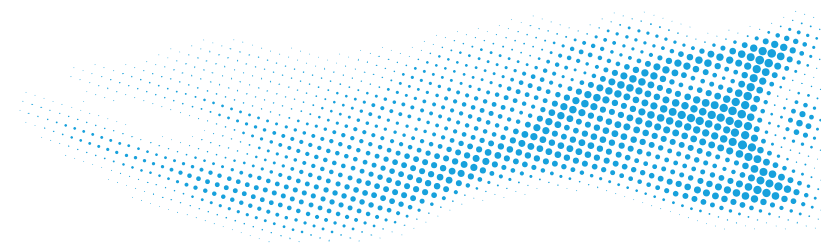
The use of clouds is a graphic instrument to show that OVER is creating its own world of innovation and new technology, everything in the space is designed with dots to present flexibility in innovation and advancement.

The two elements together, space and clouds, present the dynamic environment, globality, and stability.
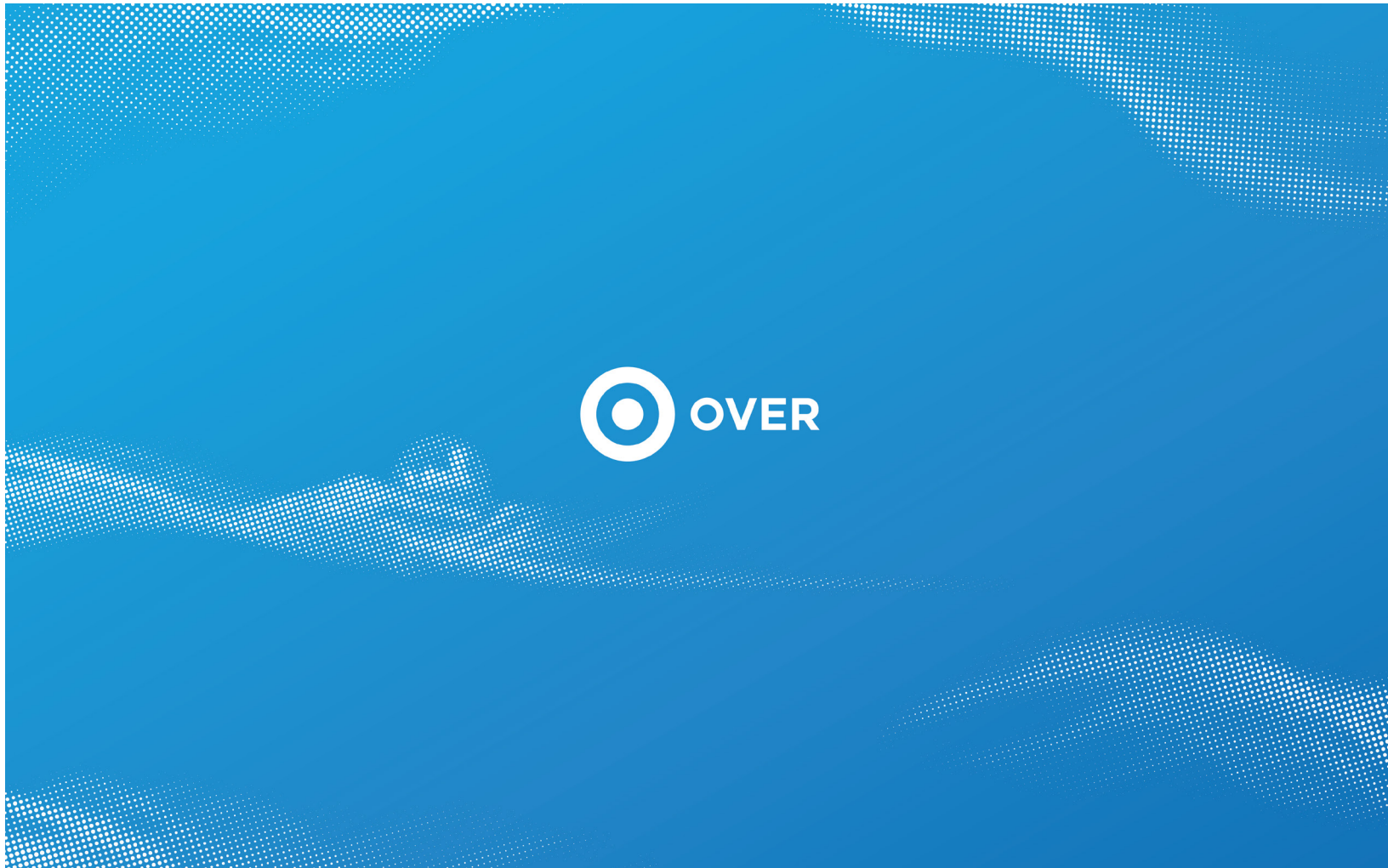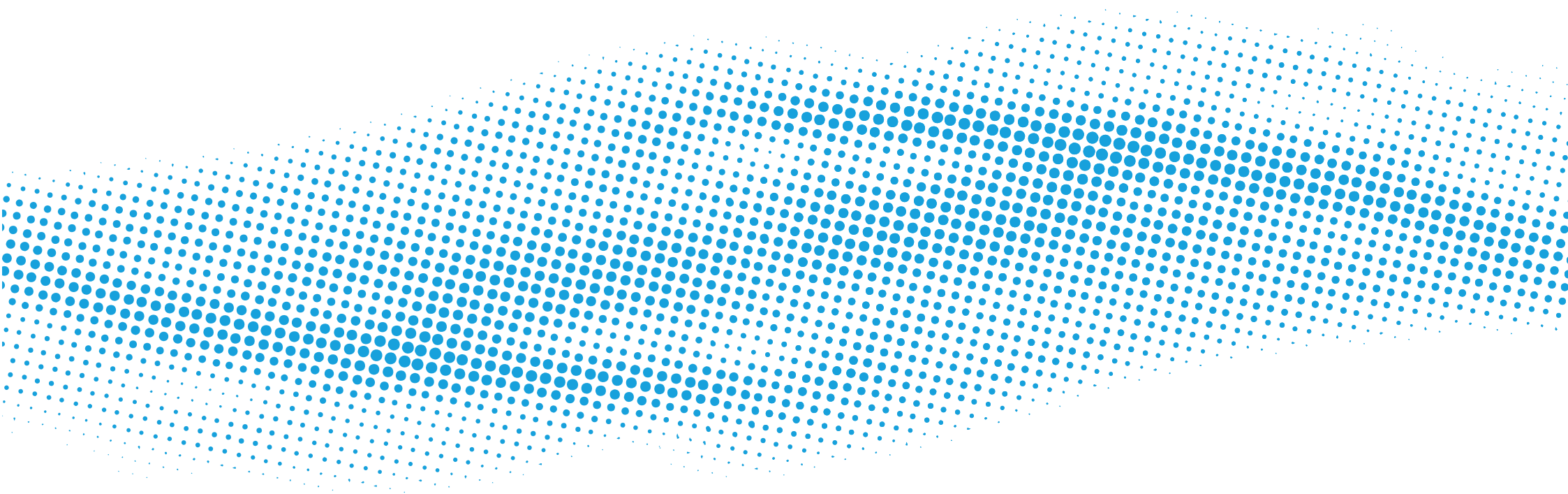
SPACE

CLOUDS

BACKGROUND

The backgrounds used, for example, in the covers are the result of the combination of the elements presented in the previous paragraphs. The graphic elements can be repositioned according to the needs for format and communication. Below is the corporate desktop wallpaper as an example.

CORPORATE IDENTITY PACKAGE

PRINT DESIGN

DOCUMENTS

OVER business documents are designed to support every department to organize and categorize their documents. There are four different templates available in a word format. The document's cover indicates the level of confidentiality and the department's name. Below is the graphical model of the document's cover and back cover. The document page contains a footer and a header to further customise the business documents with the brand identity. A running header is added as well as a page number as a running footer.

BACK   FRONT   PAGE SAMPLE
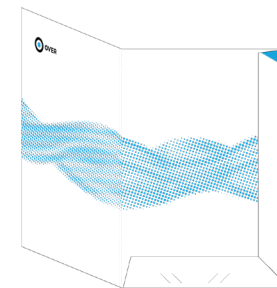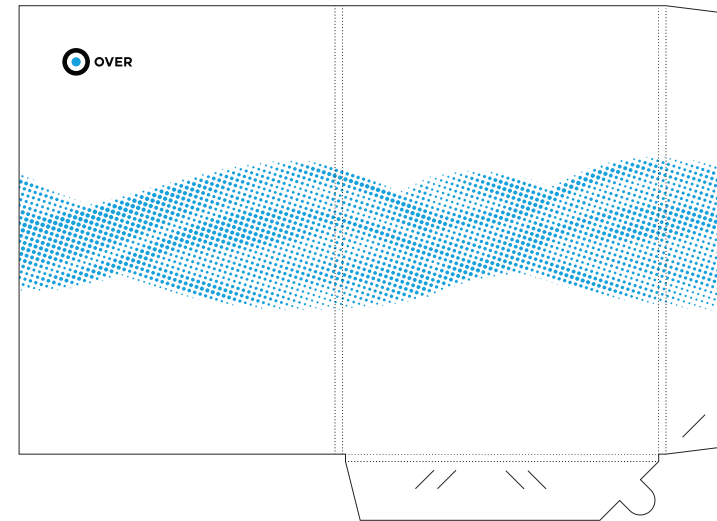
FOLDER

The company folder is designed simply with the iconic elements and background indicated previously. This folder can hold A4 paper size. The folder is printed on a white matt coated paper weighing 350gsm. Below is the front (outside) and back (inside).

LEGEND SYSTEM

OVER always seek to control and secure its internal and external information provided to its stakeholders. Therefore, a coloured marking system is designed to support every department to organize and categorize their files.The colours seen below indicate the confidentiality level of the content. The colours are presented in a circular shape for folder and in a linear shape for documents. The dotted lines present on the document cover is helpful to categorize the priority when printing in black and white. The following are the different four confidentiality levels:

PUBLIC USE: Everyone in OVER can read and share the document contents internally or externally.

INTERNAL USE: Everyone in OVER have access to the document. However, to share it externally, approval by the document's owner is required.

RESTRICTED: Only accessible by the top management and by the department name indicated on the cover.
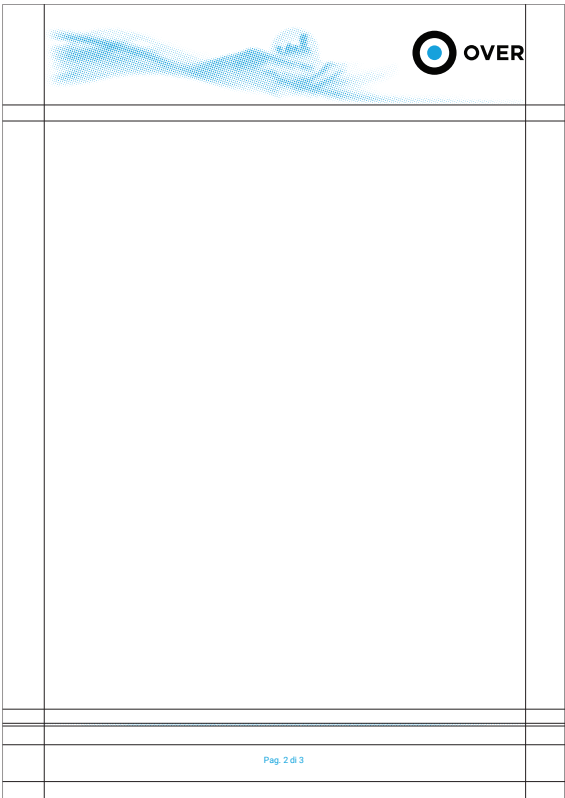
CONFIDENTIAL: Only accessible by the top management.

LETTERHEAD

For the company's letterhead, the logo will always be positioned at the top right of the page and will be accompanied by the iconic elements (the hand with the sphere). In the footer, the dotted line is presented with the brand's main colour under it comes the company's detailed information.
The document format is standard A4 letter paper (210x297 mm), hand-use type paper, white, weighing 100 gsm. Below is the layout of the first page of the company's letterhead:
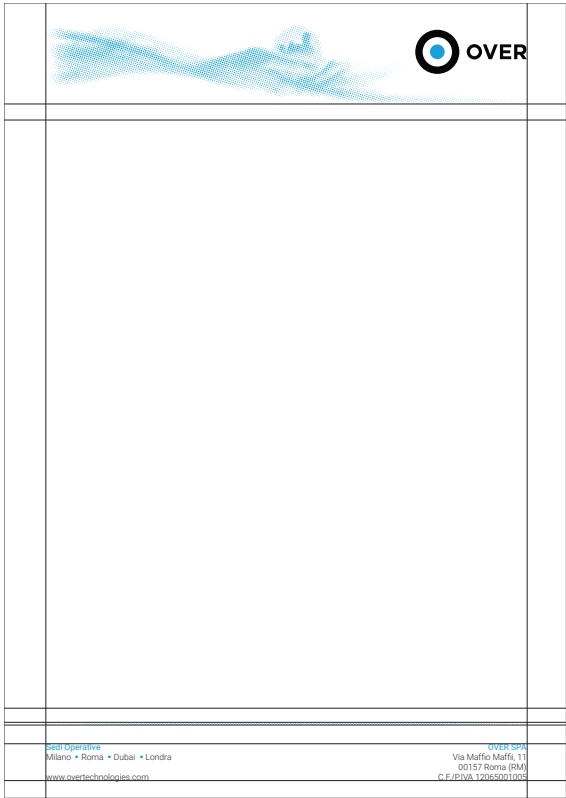
The following page has a similar layout with a different footer that includes the page number.
To facilitate the use of letterheads and ensure uniformity in the style of OVER internal and external documents, the company provides a pre-set word file with margins and text styles ready to be used.

OVER

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OVER

Pag. 2 di 3

POWERPOINT SLIDES

OVER PowerPoint slides are designed to align all internal and external presentations of any OVER project. There are 13 different styles, including the cover slide, the chapter/heading slide, and the content slide with many different models (see example below). The content slides are designed with a fixed footer and header to maintain the feel and look of the entire PowerPoint presentation. It is possible to modify the internal area of each slide while keeping the brand colour and font style (page 12-13). Dimensions are modifiable in according to the usage. The icons/elements that will be incorporated must follow the brand colours accent mentioned previously (page 6).
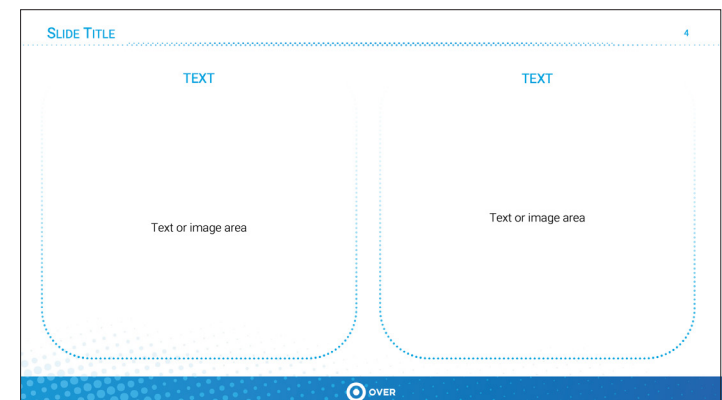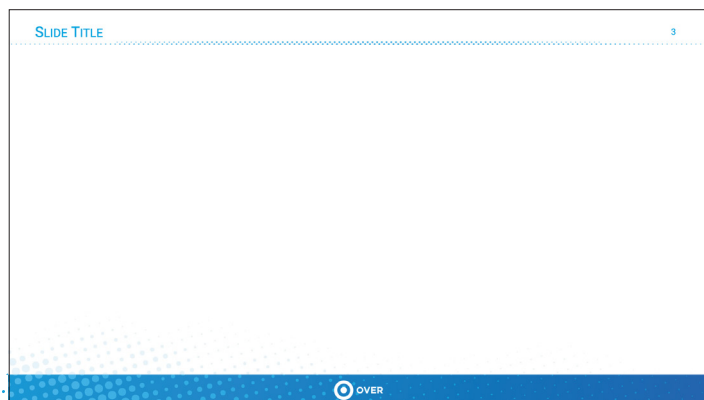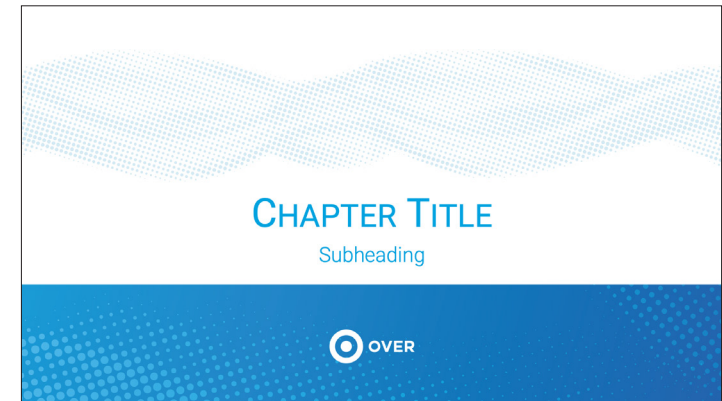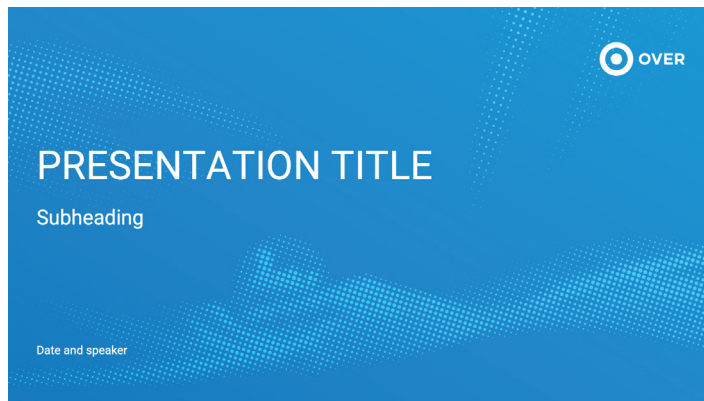
FONT STYLE

The font type for OVER is ROBOTO that comes with different sizes, weights, and colours based on the need. The colour variation can be applied by following only the corporate colours shown previously. The variations in font-weight are shown below.

ROBOTO LIGHT
abcdefghjklmnopqrstuvwxtz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\!"£$%&/()=?^ˆìè+òàù,.-[]@#_<>

ROBOTO LIGHT ITALIC
abcdefghjklmnopqrstuvwxtz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\!"£$%&/()=?^ˆìè+òàù,.-[]@#_<>

ROBOTO REGULAR
abcdefghjklmnopqrstuvwxtz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\!"£$%&/()=?^ˆìè+òàù,.-[]@#_<>

ROBOTO THIN
abcdefghjklmnopqrstuvwxtz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
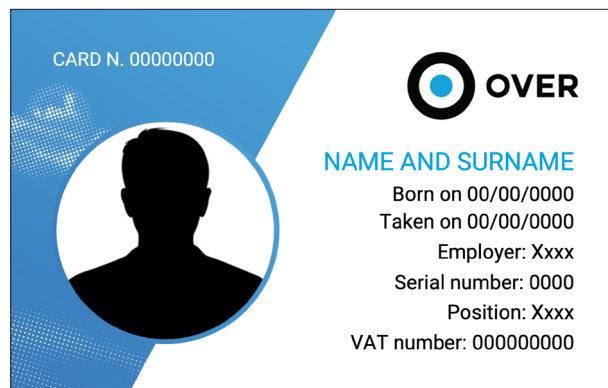1234567890
\!"£$%&/()=?^ˆìè+òàù,.-[]@#_<>

FONT STYLE USES

The table below shows the different font styles that can be used in OVER's PowerPoint presentation, word file document, and letter-head. Each font style has its own purpose, for example, OVER LIST can be used in listing points, OVER EMPHASIS can be used to highlight important text in a paragraph and so on. The font style should be followed accordingly without the change of font size or type.

STYLE	CHARACTER	PARAGRAPH	EXAMPLE
Title Over	Roboto Regular, 16 pt, colour CMYK 79/7/0/0, Capital	Line spacing 15 pt, Before 26 pt, After 16 pt	LOREM IPSUM
Subtitle Over	Roboto Light, 14 pt, colour CMYK 0/0/0/100, Capital	Line spacing 15 pt, Before 24 pt, After 14 pt	LOREM IPSUM
Sub-paragraph Over	Roboto Light, 12 pt, colour CMYK 0/0/0/100, Capital	Line spacing 15 pt, Before 18 pt, After 6 pt	LOREM IPSUM
Body Text Over	Roboto Light, 10 pt, colour CMYK 0/0/0/100	Line spacing 15 pt	Lorem ipsum
Over emphasis	Roboto Regular, 10 pt, colour CMYK 0/0/0/100	Line spacing 15 pt	**Lorem ipsum**
Over List	Roboto Light, 10 pt, colour CMYK 0/0/0/100	Line spacing 15 pt, Left return 0,63 cm, Right return 0,56 cm, Bulleted list, align at 1,29 cm, Return 1,92 cm	Lorem ipsum • dolor • sit • amet
Quote Over	Roboto Light, 10 pt, colour CMYK 0/0/0/100, Italic	Line spacing 15 pt	*Lorem ipsum*
Note Over	Roboto Thin, 9 pt, colour CMYK 0/0/0/100	Line spacing 12 pt, Before 6 pt, After 6 pt, Left return 0,3 cm	Lorem ipsum

COMPANY BADGE

For employees, a badge is made to help them get identified by security and other external parties. Mainly this badge is designed to be worn by technicians, installers, and electricians that work in the field and interact with clients. The badge is created to deliver the employee's personal information and pictures to ease the identification process. The badges are printed on PVC cards with a size of 8.5 x 5.4 cm. Below is a sample of the badge's front and back.

FRONT

CARD N. 00000000

OVER

NAME AND SURNAME
Born on 00/00/0000
Taken on 00/00/0000
Employer: Xxxx
Serial number: 0000
Position: Xxxx
VAT number: 000000000

BACK

OVER

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BUSINESS CARD

OVER business card is created to deliver a simple yet stylish card to present OVER employees. The front side includes the iconic elements of OVER (hand with a sphere) and the detailed information of the employee and the office location. The back-side includes the rest of the iconic elements with OVER logo at the mid-bottom.

The card dimensions are 85x55 mm with 350gsm. Below is an example of the business card's front and back.
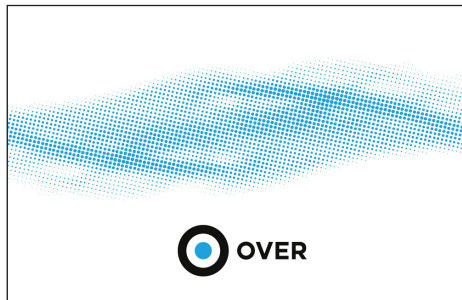
E-MAIL SIGNATURE

OVER cares about the synchronization of all its internal and external emails between its stakeholder. Therefore, the E-mail signature was created to align the signature style between all employees. The signature includes personal information such as name, job title, phone number, and LinkedIn account, company's information such as the location and website. In case the employee does not wish to share their LinkedIn account or phone number, it is best to keep it as OVER LinkedIn account and office number. Below is a sample for the E-mail signature.

FRONT

Name Surname
Position

OVER SPA
Office address
City
Office phone

personal telephone
email@overtechnologies.com

overtechnologies.com

BACK

OVER

NAME SURNAME
Job Title
Phone number • LinkedIn account
Over S.p.A.
Office address • City

overtechnologies.com
Milan • Rome • Dubai • London

E-MAIL FONT STYLE

The font type for OVER E-mail body is Helvetica with one font size 11. Weights and colours are based on the need. The colour variation can be applied by following only the corporate colours shown previously. The variations in font-weight are shown below.

HELVETICA LIGHT
abcdefghjklmnopqrstuvwxtz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\!"£$%&/()=?^'ìè+òàù,.-[]@#_<>

HELVETICA LIGHT ITALIC
abcdefghjklmnopqrstuvwxtz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\!"£$%&/()=?^'ìè+òàù,.-[]@#_<>

HELVETICA REGULAR
abcdefghjklmnopqrstuvwxtz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\!"£$%&/()=?^'ìè+òàù,.-[]@#_<>

**HELVETICA BOLD**
abcdefghjklmnopqrstuvwxtz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
**\!"£$%&/()=?^'ìè+òàù,.-[]@#_<>**

PRODUCT PACKAGE

To ensure the protection of OVER's products during transportation two types of packages are created based on the size of the device it contains. The large package (on the left) is made for OMeter and OBox devices, while the small package (on the right) is for NanOMeter and OSensor devices. On the package, there is minimal information provided with the aim of sustainability. The information in the dotted square indicates the use of labels. Labels will be printed separately to freely customize each package with what they contain and where they are located.

OBOX AND OMETER PACKAGE
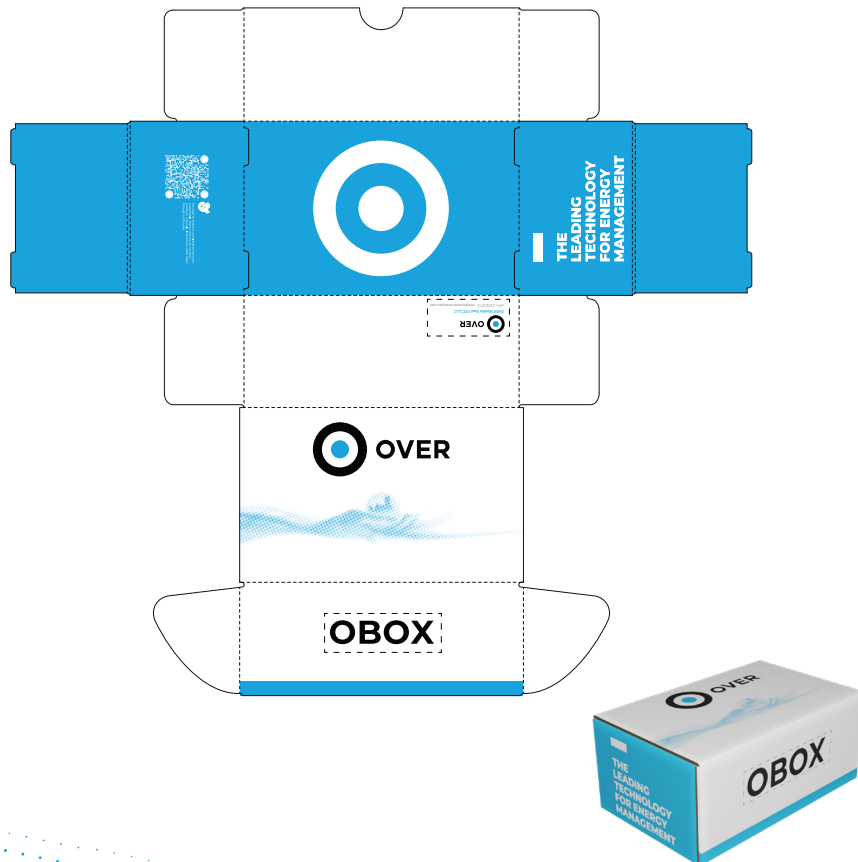
NANOMETER AND OSENSOR PACKAGE
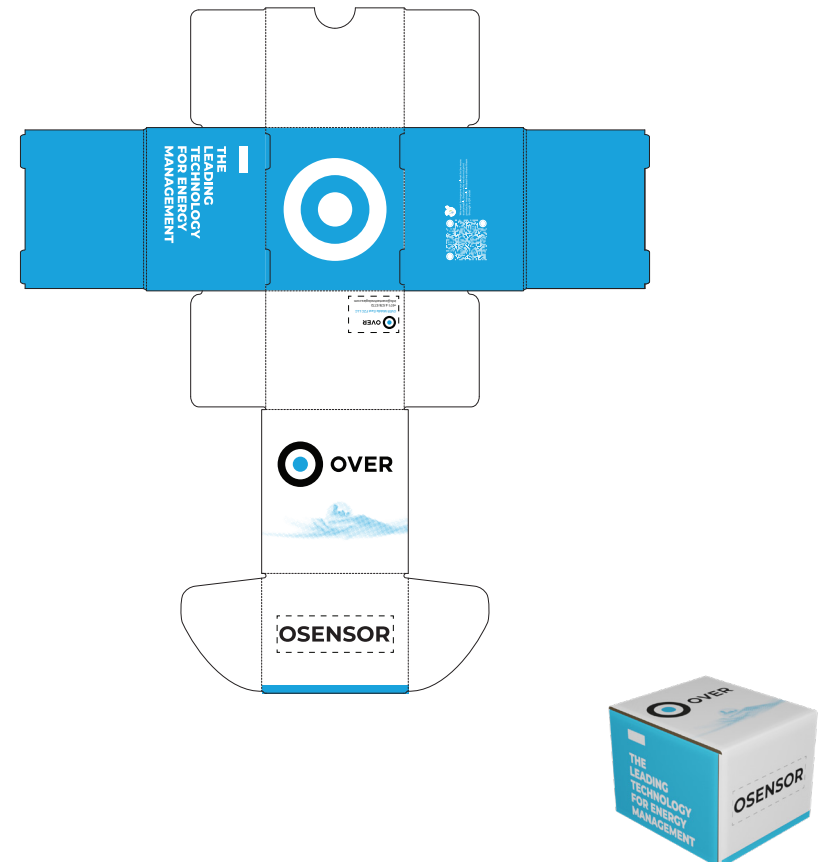
COMPANY OUTFIT
FIELD TECHNICIANS

TOP SET

OVER personalised its clothing line for different seasons using high quality fabric that fits the technician's work environment. Summer season includes three different levels of tops for the technician team. All of which have OVER logo in front with the job title indicated under it. The dress shirt is customised to be worn by supervisors, the polo shirt goes for the electricians, and the t-shirt goes for the assistants. At the back of the polo shirt, a statement "I am the leader of energy management" is printed.
For the winter season, there are a sweatshirt and a jacket. Both of them have the logo printed in front, while the sweatshirt will also

ELECTRICIAN (front)   **ASSISTANT (front)**   **ELECTRICIAN AND ASSISTANT (back)**

SWEATSHIRT (front)   **SWEATSHIRT (back)**

SUPERVISOR (front)   **SUPERVISOR (back)**

JACKET (front)   **JACKET (back)**

COMPLETE OUTFIT

The bottom set will include one type of trouser for all. Below is the complete outfits.

COMPANY VEHICLE

BUSINESS VAN DECAL

OVER business van is customised with the brand identity elements with the focus on the iconic elements (the hand with the sphere), the logo, and the slogan. These elements are visible all together on both sides of the business van. The logo can be seen alone on the car hood and accompanied by the slogan on the back door with information about OVER's website and locations. Below is OVER business van with decal.

AVAILABLE MATERIAL

OVER Worldwide communication team always seek to deliver clear, uniform, recognizable, and easy to use communication material to all OVER's internal and external stakeholders.

INTERNAL STAKEHOLDERS

For internal stakeholders, a public folder is available with every material that is needed to help and support employees to stay aligned with the brand identity including but not limited to:

- Different format of the company's logo and slogan in PNG and SVG
- Word document template
- PowerPoint and Keynote documents
- Corporate graphics such as icons and other elements

Materials can be found in the public folder with a low resolution which is suitable to be sent via E-mail. However, if the high resolution is required, please send a request to the communication team in order to have access to the required material.

EXTERNAL STAKEHOLDERS

For external stakeholders, it is mandatory to send an email to the communication team requesting the brand identity material and stating the purpose behind the request.

For any questions or clarifications on the use of this design book, please contact the OVER communication team at the email address communication@overtechnologies.com.

OVER

Milan   Rome   Dubai   London