



# Brand Guidelines

A Guide to the Sequans Communications Brand

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[www.sequans.com](http://www.sequans.com)



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# Introduction

## This brand standards manual is a guide to the Sequans Communications brand elements and logo usage.

This document is a company resource to help users of our brand assets, better understand our corporate identity and the elements included within our brand.

The purpose of this guide is to help you understand how to properly use our logo and color palette, as well as adapt other brand elements into materials that you may produce while adhering to the following standards and visual consistency.

When the Sequans brand maintains a unified appearance and message across all platforms and material, it strengthens the company as a whole.

Let's work together to maintain and uphold our brand standards.

# Sequans Logo

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

## 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

Follow these simple guidelines in order to correctly and effectively use the Sequans logo. These requirements will ensure proper legibility across all material, and most importantly, brand consistency.

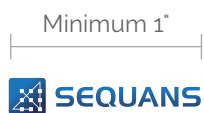
## Clear Space Requirements

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.



## 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.



# 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:

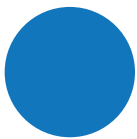
- Alter the font case
- Change the font
- Add words or phrases
- Re-create new logos
- Add decorative elements
- Remove or replace elements
- Change relationships between elements
- Alter the color
- Create new color combinations
- Use the color version of the logo on a photo
- Outline the logo
- Add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

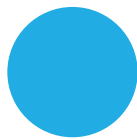
## Primary Corporate Colors

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.



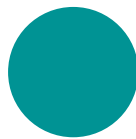
### Sequans Blue

Pantone: 3005 C  
CMYK: 86, 49, 1, 0  
RGB: 47, 114, 186  
HEX: #2f72ba



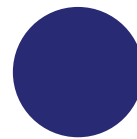
### Sequans Turquoise

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.



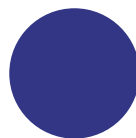
### Sequans Orange

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:

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