



paigewireless<sup>SM</sup>

STYLE GUIDE



# STYLE GUIDE

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## Style Guide

Paige Wireless<sup>SM</sup>

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paigewireless<sup>SM</sup>

Who Is This  
Book For?

Anyone at Paige Wireless<sup>SM</sup> who communicates on the division's behalf should find this book a helpful and inspiring resource.

Division leaders can use this guide as a platform to focus their initiatives. Lead communicators can use it to provide guidelines for the creation of new, impactful marketing or advertising objectives and/or deliverables .

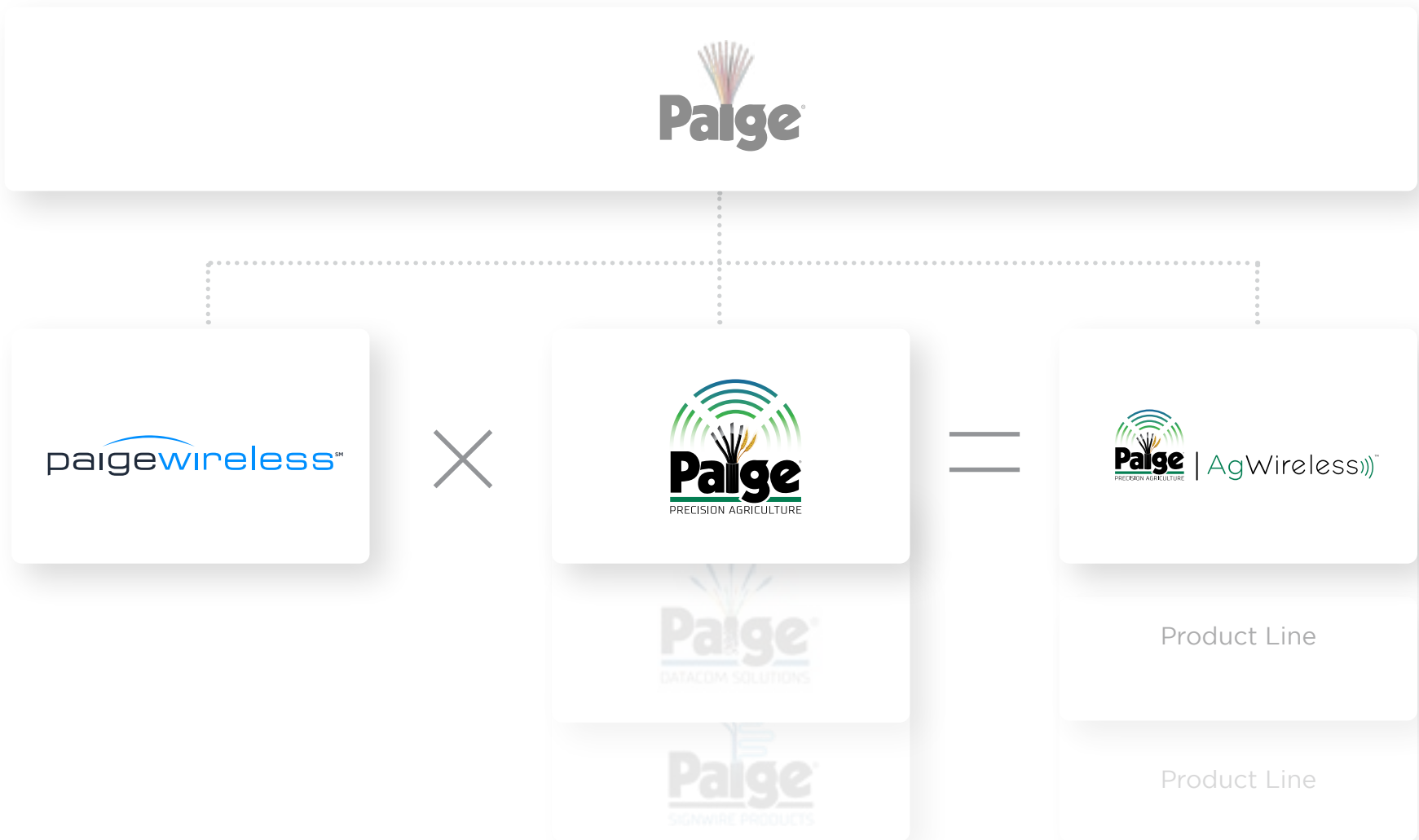
Writers can use it to draw inspiration when they create stories about the achievements of the individual divisions.

Designers will have set guidelines and rules dictating the use of typography, color palettes, photography and graphic elements to maintain a standard of consistency and quality factor across all branding and marketing collateral.

# How is this Book Used

## | Co-Branding Architecture

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## Branding Architecture

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Paige Wireless<sup>SM</sup> is a subsidiary of Paige, meaning it leverages the powerful reputation and goodwill of the Paige master brand, but represents a unique offering and expertise in a specific market and industry vertical. As such, it's important to understand that many of the standards & styles in this document are inherited directly from "tier one" branding, and others are created to complement it, but they are never in conflict with it.

It is critical to preserve the integrity and the structure of the complete Paige brand architecture in all communication, otherwise, the capacity for customer confusion, brand dilution, and negative brand equity is created. Please refer to the master brand style & standards guide for more information.

Paige Wireless<sup>SM</sup> is an innovative new arm of Paige that will provide connectivity for applications and industries that are tangential to core Paige products. Together with other branded divisions within Paige, Paige Wireless<sup>SM</sup> can create collaborative, co-branded product lines. These co-branded product lines will be considered Tier 3 brands within the Paige Brand Architecture.



# Section 01

## Brand Story

01. Intro

02. Position Statement

02. Mission Statement

03. Brand Vision

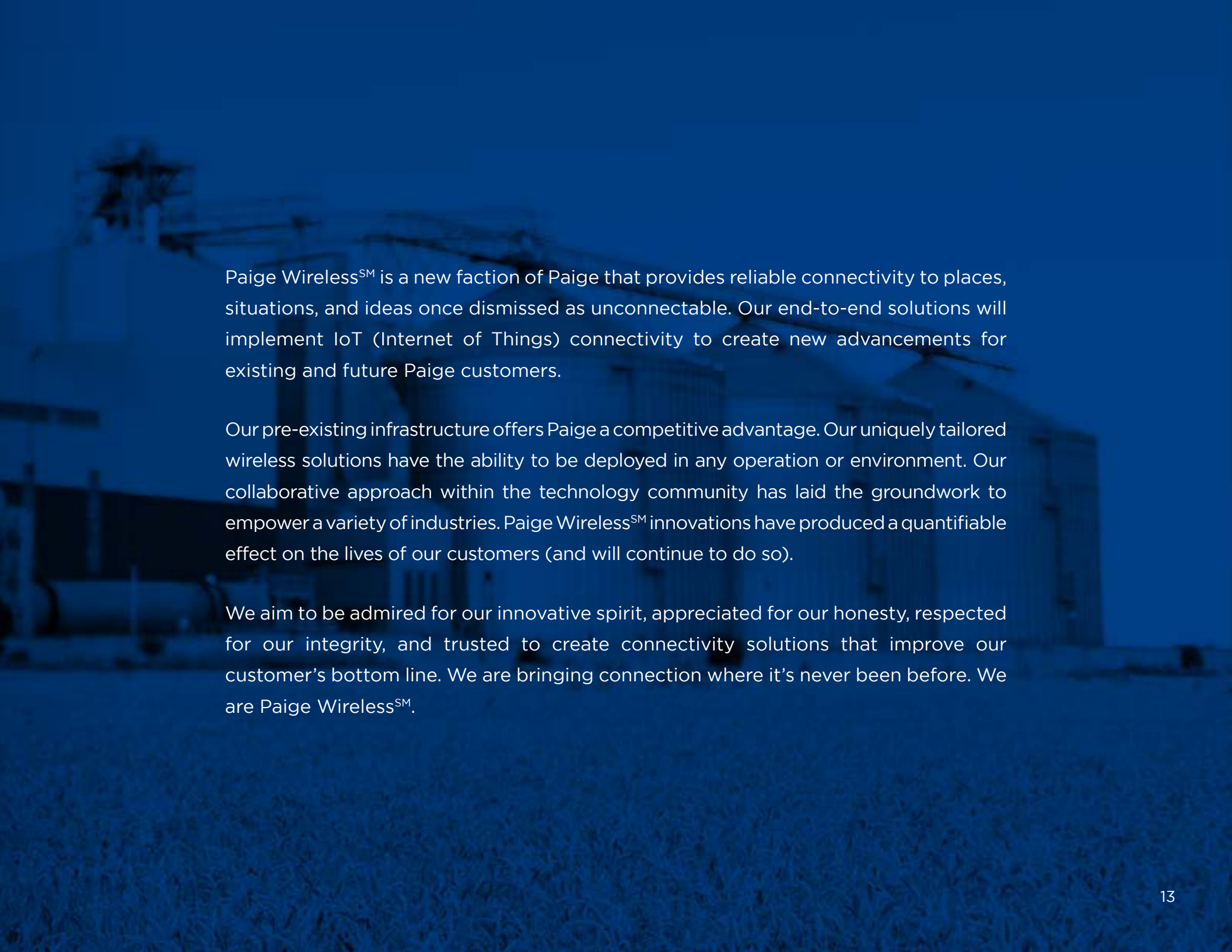
The logo for paigewireless, featuring the brand name in a lowercase, sans-serif font with a curved line above the 'i' and 'g'.

paigewireless<sup>SM</sup>

A photograph of two men in a field, one holding a tablet and the other looking at it. The image is overlaid with a blue tint.

We're All  
About  
Wireless





Paige Wireless<sup>SM</sup> is a new faction of Paige that provides reliable connectivity to places, situations, and ideas once dismissed as unconnectable. Our end-to-end solutions will implement IoT (Internet of Things) connectivity to create new advancements for existing and future Paige customers.

Our pre-existing infrastructure offers Paige a competitive advantage. Our uniquely tailored wireless solutions have the ability to be deployed in any operation or environment. Our collaborative approach within the technology community has laid the groundwork to empower a variety of industries. Paige Wireless<sup>SM</sup> innovations have produced a quantifiable effect on the lives of our customers (and will continue to do so).

We aim to be admired for our innovative spirit, appreciated for our honesty, respected for our integrity, and trusted to create connectivity solutions that improve our customer's bottom line. We are bringing connection where it's never been before. We are Paige Wireless<sup>SM</sup>.

## Positioning Statement

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At Paige Wireless<sup>SM</sup>, we are an innovative new arm of Paige, empowering industry through affordable, reliable, scalable, secure IoT RF network platforms that are transforming businesses, revolutionizing data, and changing the way the world connects.

Paige Wireless<sup>SM</sup> provides a robust infrastructure for delivering data in real time, from any possible location of use directly to the client's fingertips. Our hardware is sturdy enough to withstand any environment and has the intelligence to collect data wirelessly and intuitively. All of this coupled, with our data-driven insights, our customers can make more informed decision than ever before.

With the emergence of the Internet of Things (IoT) and innovative wireless technologies, Paige Wireless<sup>SM</sup> can now enhance other divisions within Paige by providing users with wireless connectivity to their current assets.

At Paige Wireless<sup>SM</sup>, our software offers insights and analysis to our customers once seen as impossible to collect. Our ability to illuminate gaps in efficiency will drive informed decision-making and ultimately revolutionize our customer's ability to do business.

Everything we do connects our customers to more.

## Mission Statement

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Paige Wireless<sup>SM</sup> is bringing connectivity where it has never been before through deploying our network in new geographies and verticals.

At Paige Wireless<sup>SM</sup>, our mission is to empower industry through affordable, reliable, scalable, secure IoT RF network platforms that are transforming businesses, revolutionizing data, and changing the way the world connects.

Our comprehensive end-to-end solution will allow clients to simultaneously produce more, waste fewer resources, improve employee time management, and bolster their bottom line.

## Brand Vision

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We want the Paige Wireless<sup>SM</sup> name to be synonymous with a revolutionary approach to connectivity, while also being recognized as dependable (like our wire-specific products). Our aim is to be admired for innovation, respected for integrity, and trusted to help provide solutions that empower our clientele. Paige Wireless<sup>SM</sup> will be an added value proposition to our other sister branches within Paige.





The logo for Paigewireless features the word "paigewireless" in a lowercase, sans-serif font. A blue arc is positioned above the "i" and "e". The "SM" trademark symbol is located at the top right of the word. The logo is centered on a semi-transparent white rectangular background.

paigewireless<sup>SM</sup>







# Section 02

## Communication Guide

01. Brand Values

02. Brand Voice

03. Voice vs. Tone

04. Taglines

05. Brand Personality

## Brand Values

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### TRUSTWORTHINESS

Coming from a company that also specializes in wires, it's pivotal to demonstrate through our messaging that wireless products are equally trustworthy. Whether we are referring to customer service, engineering design, or user experience, the reader needs to feel that Paige Wireless<sup>SM</sup> is dependable.

### INSIGHT

At Paige Wireless<sup>SM</sup>, we pride ourselves on listening to our customers through every step of the process, allowing us to evolve and iterate on our products continually to increase quality and effectiveness for our clients.

### ATTENTIVENESS

Our attentiveness to detail, quality, and code-compliance have made us a market leader for over 30 years. We are detail and service-oriented, providing our customers with all of the attention that their business needs.

### INNOVATION

At Paige Wireless<sup>SM</sup>, we are continually growing and evolving our products. We are in constant pursuit of solutions that will increase our customer's profits and decrease their inefficiencies. Innovation is at our core.

## Brand Voice

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### EXCITING

It's important to convey the excitement of our products and the cutting-edge technology that we are bringing to market. Wireless connectivity can be a confusing or uninteresting subject for some, so it's crucial that we bring excitement and understanding to this game-changing technology.

### BENEFIT-DRIVEN

We speak to the benefits that our products bring to our clients and beyond. We can back this up with research and data, but we tell the readers first and foremost how our products can help them, and the world.

### EMPOWERING

Paige Wireless<sup>SM</sup> puts the power back in the hands of our customers and the industries that they work within. We provide the ability to save time and money, making our customers more efficient, sustainable and safe.

### SMART

We speak intelligently without being overly wordy or technical. We want to convey that we have created a ground-breaking technology and are shaking up the game. We are paving the way towards better connectivity solutions for the world.

### Voice vs Tone

---

**VOICE** is who we are. It's singular. It doesn't change. Paige Wireless<sup>SM</sup> is always:

1. Exciting
2. Benefit-Driven
3. Smart
4. Focused

**TONE** is how we speak. It can change depending on the audience, media, and subject matter. Here are some instances that we may use different tones:

1. Informal - All communications about the company, products, features, customer service, etc.
2. Formal - Any communications about legal or financial terms, security, privacy, terms & conditions, or regulations.

# Communication Guide

## | Voice vs. Tone

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**Rule #1:** Paige Wireless<sup>SM</sup> is simple, benefit-driven, smart and focused. This should be apparent in all of the brand's communications.

**Rule #2:** Refrain from using words that are too grandiose: huge, amazing, one-of-a-kind, fantastic, never-before-seen, etc.

**Rule #3:** Use words that are purposeful and evoke confidence: leading, highly, personalized, ensure, reliable.


**Rule #4:** Paige Wireless<sup>SM</sup> uses an active voice. "Our customer service team will help you" instead of "You will receive help from our customer service team..."

**Rule #5:** In "informal" communications, think and visualize the person that you are writing to. This will keep the communication relevant and targeted.

**Rule #6:** In "formal" communications, speak in clear and straightforward terms. Especially when discussing finances, product specs, etc.

**Rule #7:** All Marketing Communications should be written in the "informal" tone. This includes social media, email marketing, and all other media communications.

**Rule #8:** Paige Wireless<sup>SM</sup> should be written as such, and not like "PaigeWireless".



**Connecting you  
to more.**



## Communication Guide

### | Taglines

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#### Taglines

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Connecting you to more.  
**CONNECTING YOU TO MORE**

Changing the Way the World  
Connects.  
**CHANGING THE WAY THE WORLD CONNECTS.**

We Take Your Business Personally!  
**WE TAKE YOUR BUSINESS PERSONALLY!**



**Changing the  
Way the World  
Connects.**

A blue-tinted photograph of two men in a field, one holding a tablet, with industrial buildings in the background.

**We Take Your  
Business  
Personally!**

## Personality

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### WHAT WE ARE

---

- > Energetic
- > Credible
- > Positive
- > Empowering
- > Smart
- > Honest
- > Forthright
- > Focused on the customer
- > Inspirational

### WHAT WE ARE NOT

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- x Flowery
- x Impersonal
- x Unclear
- x Self-Absorbed
- x Misleading



The logo for Paigewireless features the word "paigewireless" in a lowercase, sans-serif font. A blue arc is positioned above the "i" and "g". The "SM" trademark symbol is located at the top right of the word. The logo is centered on a semi-transparent white rectangular background.

paigewireless<sup>SM</sup>





# Section 03

## Style Guide

### 01. Division Primary Logo

- a. Primary & Secondary Marks
- b. Usage Size
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- e. Improper Image

### 02. Color

- a. Primary Color Usage
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- a. Primary (logo) Type
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## Division Primary Logo | Primary Mark

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Paige Wireless<sup>SM</sup> Primary Logo - Color



Paige Wireless<sup>SM</sup> Primary Logo - White Color





## Division Primary Logo | Secondary Mark

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Paige Wireless<sup>SM</sup> Primary Logo - Full Black



Paige Wireless<sup>SM</sup> Primary Logo - Full White



## Division Primary Logo

| Usage Size

---



**SCALE DEFINITION** | Logo must always be scaled accordingly and proportionally.

## Division Primary Logo

| Clear Space

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**CLEAR SPACE DEFINITION** | Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

## Division Primary Logo

| Usage; Background & Contextual Use

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## Division Primary Logo | Improper Usage

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Here are a few examples of practices to avoid.



paigewireless

**DON'T** USE WITH NO GRAPHIC



paigewireless

**DON'T** USE STROKES



paigewireless

**DON'T** USE ANOTHER GRAPHIC



paigewireless

**DON'T** USE OTHER COLORS



paigewireless

**DON'T** STRETCH, CONDENSE OR CHANGE  
THE DIMENSIONS OF THE IDENTITY.



PAIGEWIRELESS

**DON'T** USE OTHER FONTS



paigewireless

**DON'T** USE DROP SHADOWS OR OTHER  
VISUAL EFFECTS



paigewireless

**DON'T** ROTATE THE IDENTITY.

## Division Primary Logo

| Tier 2 Logo Usage; Background & Contextual Use

---



# Color

## | Brand Color Palette

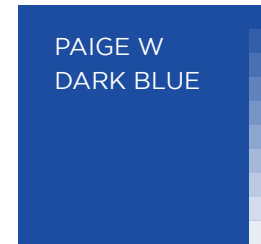
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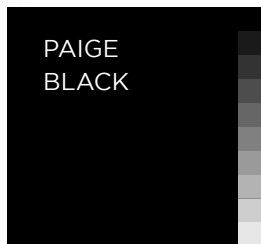
**C M Y K** 100% 35% 0% 0%  
**R G B** 0 131 202  
**H E X** #0083CA



**C M Y K** 65% 0% 15% 0%  
**R G B** 57 194 215  
**H E X** #39C2D7



**C M Y K** 97% 81% 0% 0%  
**R G B** 28 77 161  
**H E X** #1C4DA1



**C M Y K** 0% 0% 0% 100%  
**R G B** 0 0 0  
**H E X** #000000



**C M Y K** 0% 0% 0% 20%  
**R G B** 210 211 212  
**H E X** #D1D3D4

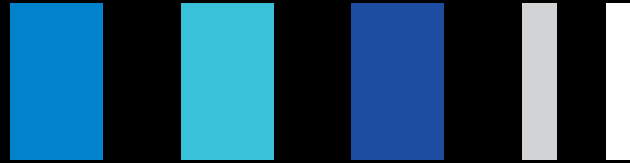


**C M Y K** 0% 0% 0% 0%  
**R G B** 255 255 255  
**H E X** #FFFFFF

**BRAND COLORS DEFINITION** | Corporate colors are a color scheme that your brand adopts as a key visual element of your corporate identity. Use the brand colors as the dominant color palette for all internal and external visual presentations of the company.

# THE QUICK BROWN FOX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



HEX #000000  
PANTONE® BLACK6C

# THE QUICK BROWN FOX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



HEX #1C4DA1  
PANTONE® 2133C

# THE QUICK BROWN FOX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



HEX #0083CA  
PANTONE® BLUEC

# THE QUICK BROWN FOX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



HEX #39C2D7  
PANTONE® 2226C



# Typography

## | Primary (logo) Type

---

Square 721 Extended BT Regular



Square 721 Extended font family © Aldo Novarese

**SQUARE 721 EXTENDED BT REGULAR** | ABOUT THE DESIGNER - The type designer, Aldo Novarese, was born in Pontetura Monferrato, Italy. He introduced thousands of students to type design as a teacher. Novarese was well-known in many design spheres including woodcutting, copper engraving, and lithography. He was a member of the Nebiolo Type Foundry in Italy and was awarded medals for his artwork.

# Typography

## | Mixed Media Type

---

THE QUICK BROWN FOX

**HEADLINE**  
Quicksand Bold 24pt

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, euismod tincidunt

**SUBHEAD**  
Quicksand Regular 16pt,  
Leading 18pt

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonum tincidunt

**LEAD-IN / PULL QUOTE**  
Quicksand Bold 14pt,  
Leading 15pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam  
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam  
erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation  
ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse  
molestie consequat, vel illum dolore eu feugiat nulla facilisis at  
vero eros et accumsan et iusto odio dignissim qui blandit praesent  
luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

**BODY**  
Quicksand Regular 10pt  
Leading 14pt

**TYPOGRAPHIC HIERARCHY** | Typeface hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.



# Section 04

## Mixed Media Standards

01. Print Design

02. Website Design

03. Email Design

# Mixed Media Standards

| Print | Product Design

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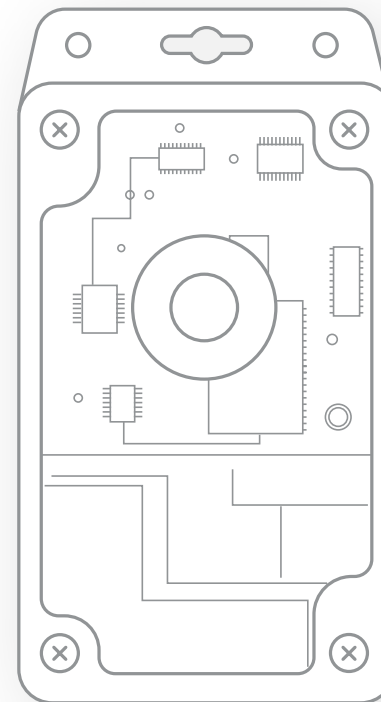
## Paige Wireless<sup>SM</sup> Features:



Useful data sent directly to your phone/tablet via user-friendly application

Saves drive time and useless service calls

Manage all sensor data on one, easy-to-use application



Conserve valuable resources with immediate notifications of potential failure in the field

Easy to install

Cost effective

# Mixed Media Standards

| Print | Sticker

---

**STICKER**



## STICKER ARCHITECTURE

### COLOR

- CMYK: 82% 43% 0% 0%
- RGB: 31 124 192
- HEX: #1F7CC0

### TYPOGRAPHY

- Montserrat Regular - Product Name

### GRAPHIC ELEMENTS

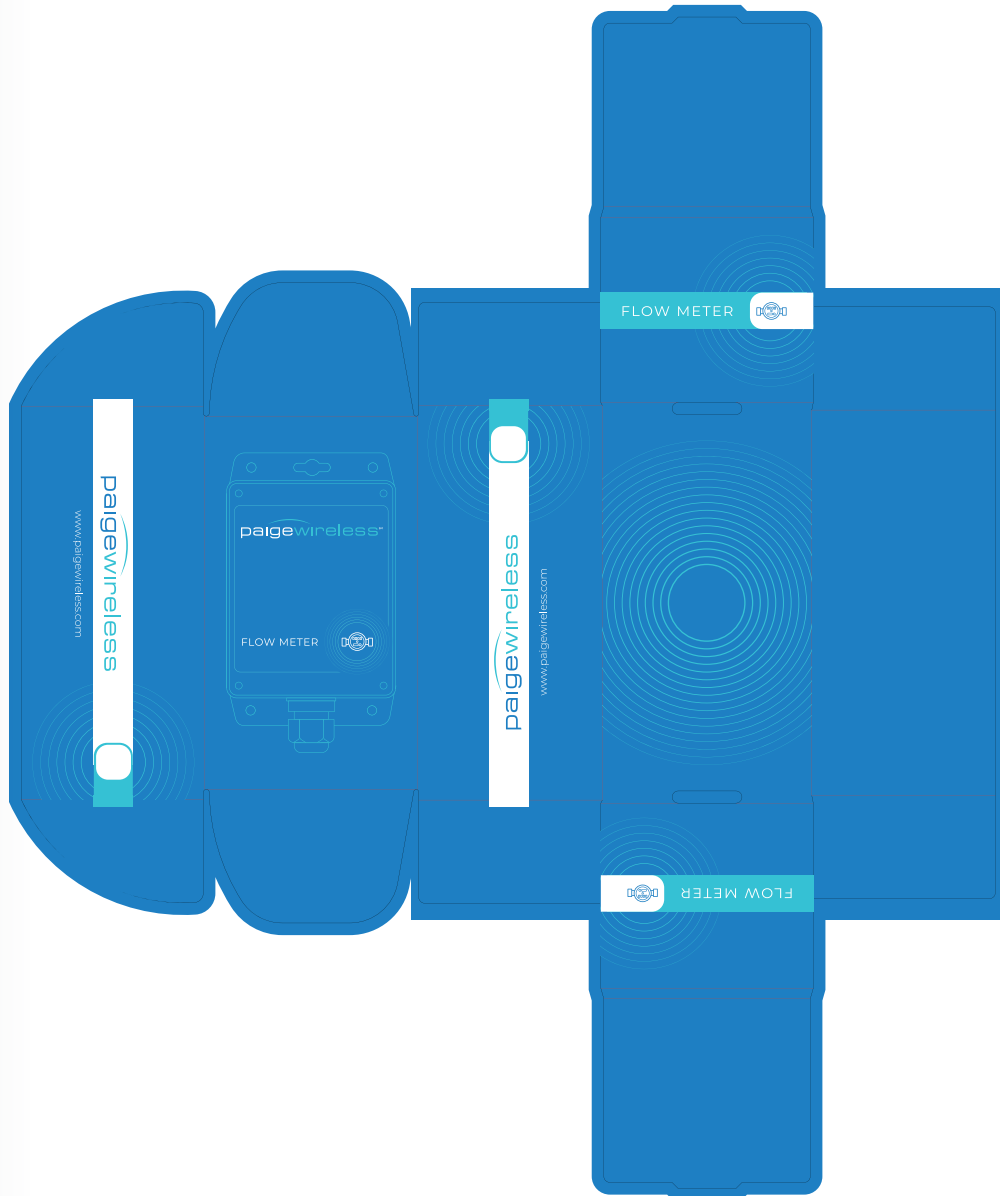
- Product Icon
- Paige Wireless Logo

### DIMENSIONS

- 3.6 x 3.25 inches

# Mixed Media Standards

## | Print | Product Packaging



### PACKAGING ARCHITECTURE

#### COLORS

- CMYK: 82% 43% 0% 0%
- RGB: 50 193 212
- HEX: #1F7CC0

- CMYK: 66% 0% 17% 0%
- RGB: 31 124 192
- HEX: #32C1D4

#### TYPOGRAPHY

- Montserrat Regular - Product Name

#### GRAPHIC ELEMENTS

- Product Icon
- Paige Wireless Logo

#### DIMENSIONS

- Pump Monitor: 10 x 10 x 3 inches
- Well Water Monitor: 7.625 x 4.25 x 3.75 inches
- Flow Meter: 7.625 x 4.25 x 3.75 inches
- SDI12 Soil Moisture: 7 5/8 x 4 1/4 x 3 3/4 inches
- Davis Rain Bucket with LoRaWAN Rain Gauge: 14 x 13 x 10 inches
- 12v Pump Monitor: 10 x 10 x 3 inches

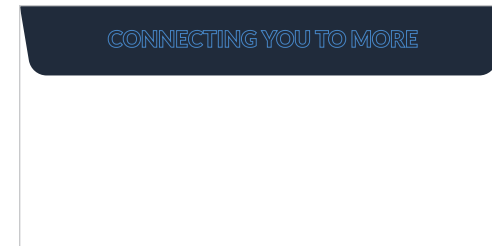
# Mixed Media Standards

## | Print | Business Card / Stationery

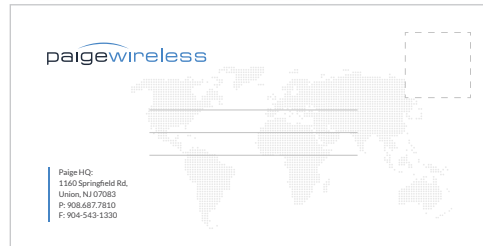
### Business Card



### Envelope



### Letterhead



### ELEMENTS USED

#### COLOR

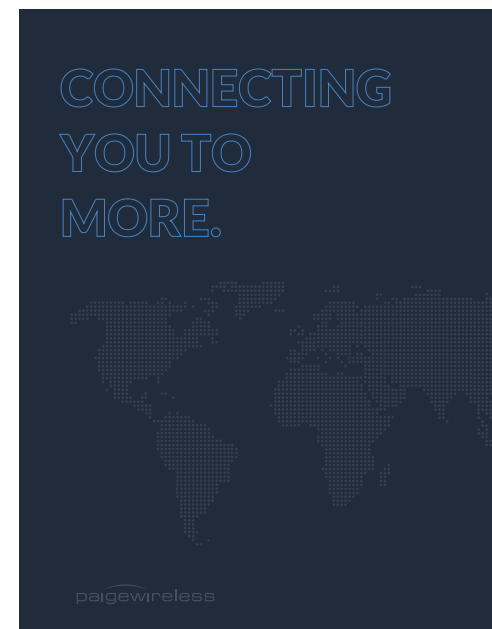
- Paige Light Burst
- Paige Metal Gray
- Paige Graphite Gray
- Paige W Blue
- PAIGE W Electric Blue
- PAIGE W Dark Blue

#### TYPOGRAPHY

- Montserrat Medium
- Lato Regular

#### GRAPHIC ELEMENTS

- Structural Elements
- Wave Dots





# Mixed Media Standards

## | Web | Typography

---

**THE QUICK BROWN FOX**

**HEADLINE**  
Raleway Bold 24pt

**Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonum tincidunt**

**LEAD-IN / PULL QUOTE**  
Raleway Bold 14pt,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

**BODY**  
Raleway Regular 10pt

# Mixed Media Standards

## | Web | Color Palette

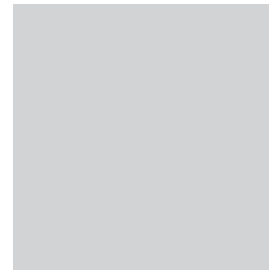
---



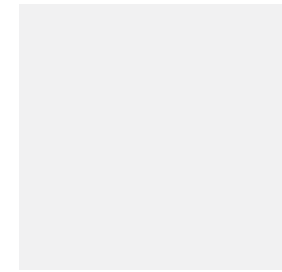
**FULL BLACK**  
#000000



**GRAPHITE GRAY**  
#58595B



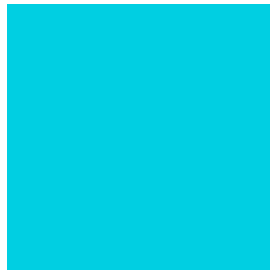
**METAL GRAY**  
#D1D3D4



**LIGHT BIRST**  
#F1F2F2



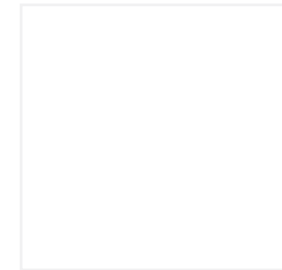
**BLUE**  
#3B9BCC



**ELECTRIC BLUE**  
#48ADE1



**DARK BLUE**  
#1C4DA1



**WHITE**  
#FFFFFF

# Mixed Media Standards

## | Web | Icons

---

ARROWS



STROKE



SOCIAL MEDIA

Default

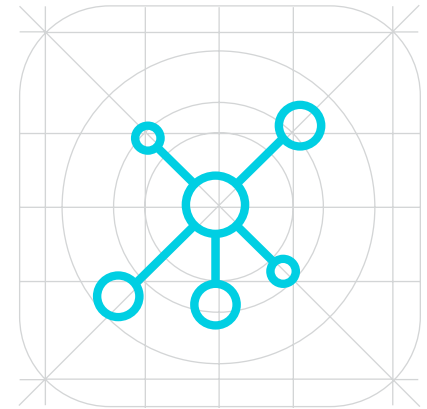
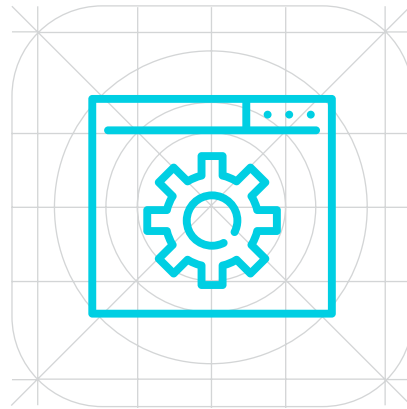
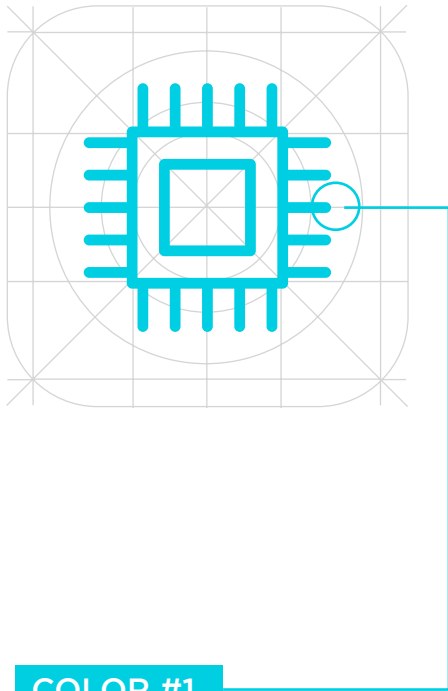
On Focus



# Mixed Media Standards

## | Web | Product Category Icons

---



COLOR #1

C M Y K 64% 0% 15% 0%

R G B 0 207 226

H E X #00CFE2

# Mixed Media Standards

## | Web | Input / Buttons

---

### INPUT TEXT

Default

On Focus

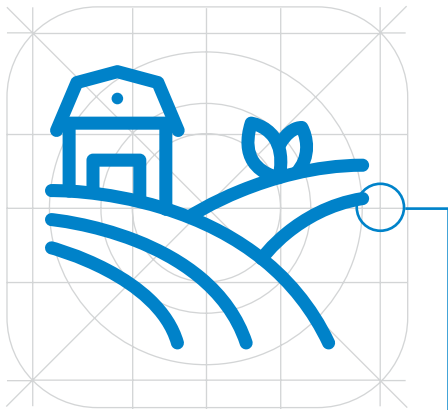
### BUTTONS

Default

On Focus

# Mixed Media Standards

## | Web | Product Category Icons



**COLOR #2**


C M Y K 100% 35% 0% 0%  
 R G B 0 131 202  
 H E X #0083CA




# Mixed Media Standards

## | Web | Landing Page Layout



**HEADER**




**CAPABILITY**




**SOLUTIONS**




**ABOUT US**



**PAIGE WIRELESS**



**CONTACT US**



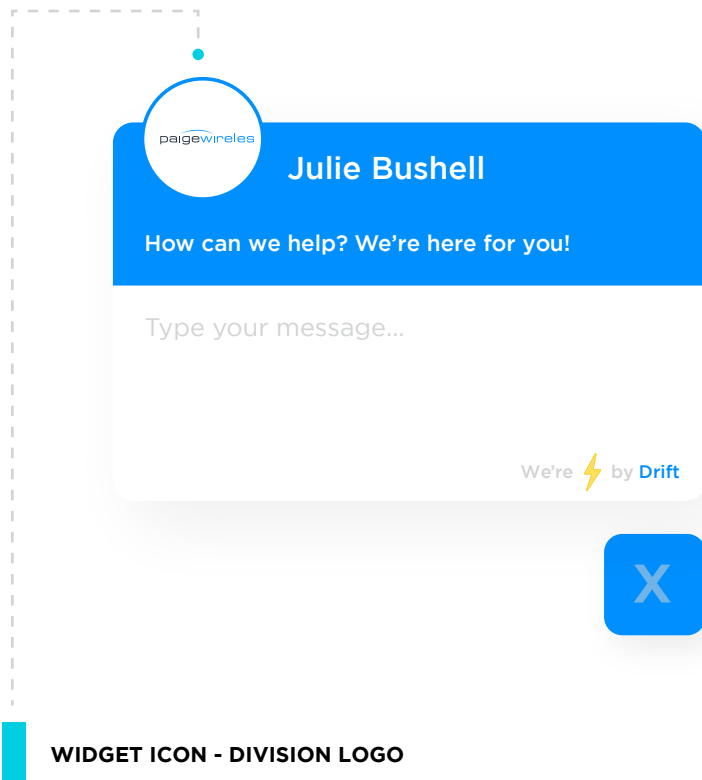
**FOOTER**

# Mixed Media Standards

## | Web | Drift Standards

---

### DRIFT FUNCTIONALITY



### DRIFT COLOR

#### PRIMARY DRIFT COLOR - CLEAN BLUE



Used as a background color to highlight areas and buttons

#### SECONDARY DRIFT COLOR - WHITE



Applied to button text and other elements in front of a primary color background



# Mixed Media Standards

## | Email | Signature

**NAME** -----

**POSITION** ----- ●

**CONTACTS** ----- ●

**SOCIAL** ----- ●

**SOCIAL** ----- ●

**LOGO** -----

**Julie Bushell** ●

President Paige Wireless


**Paige Electric Company, L.P.**

☎ 928.282.2783

☎ 904.705.8289

✉ [jbushell@paigewireless.com](mailto:jbushell@paigewireless.com)


🌐 [paigewireless.com](http://paigewireless.com)



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The logo for Paigewireless features the word "paigewireless" in a lowercase, sans-serif font. A blue arc is positioned above the "i" and "e". A small "SM" trademark symbol is located to the right of the word. The logo is centered on a semi-transparent white rectangular background.

paigewireless<sup>SM</sup>

# Mixed Media Standards

## | Email | Newsletter Template

### HEADER

Top level messaging featuring Tier-2 branding, contact CTA, and send date.

### NEWS POST

Top level messaging featuring Tier-2 branding, and announcement title/subject.

### BLOG POST

Allowance for one or more recent blog articles, with CTA to the location of corresponding web content. No more than 4-6 sentences of content provided in this preview.

### FOOTER

Footer featuring contact CTA, Tier-2 branding, contact information, and required footer content for mail client compliance (not shown).



# Mixed Media Standards

## | Email | Special Announcement Template

### HEADER

Top level messaging featuring Tier-2 branding, and announcement title/subject.

### NEWS POST

Top level messaging featuring Tier-2 branding, and announcement title/subject.

**FOOTER** Footer featuring contact CTA, Tier-2 branding, contact information, and required footer content for mail client compliance (not shown).



The background of the image is a dark blue gradient. In the center, there is a stylized globe. The globe is composed of a grid of hexagonal shapes, some of which are filled with a lighter blue color, creating a textured, crystalline appearance. The continents of North and South America are visible in a darker shade of blue. Overlaid on the globe is the text "paigewireless" in a white, lowercase, sans-serif font. A thin white arc is positioned above the letter 'i'. To the right of the word "paigewireless" is a small "SM" trademark symbol.

paigewireless<sup>SM</sup>