

# Iridium<sup>®</sup> Brand Handbook



Revision: November 02, 2022



To improve is  
to change;  
to be perfect  
is to change often.

*Winston Churchill*



Succeeding  
in business is  
all about making  
connections.

*Richard Branson*

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# An Essential Communications Company

Iridium is firmly established but constantly evolving. We are confident in our technology, our expertise, and our ability to continually innovate to meet changing customer and market needs. Iridium continues to define what it means to be an essential communications company.

Today we have more innovative solutions, more partners, and more reach in more markets and sectors around the world than ever before. The same will no doubt be true tomorrow. As we advance our global presence, it is more critical than ever to consistently communicate the core Iridium brand based on predetermined qualities, visual identity elements, and messaging tone and personality — everywhere on the planet.

## WHAT DOES THE IRIDIUM BRAND CONSIST OF?

As you can see, the Iridium brand is much more than a logo and a tag line. In fact, the Iridium brand is a customer's or prospect's total experience of Iridium — from the marketing claims we make to what it's like to buy from us, from how our products perform to how quickly our customer service reps resolve issues. In essence, every time an Iridium employee or partner interacts with a customer, prospect or partner, that person embodies the Iridium brand.

## WHY A BRAND HANDBOOK?

Ultimately, the Iridium brand is what our customers say it is; it's what they see and hear, think and feel about us. Which is where this Brand Handbook comes in. It will guide Iridium employees and partners in clearly and consistently conveying the essence of the Iridium brand. A strong, consistent brand will help us advance our global leadership — it's that simple.

The Handbook covers messages, graphical standards and core brand attributes. Its consistent use will ensure that Iridium's various audiences gain a clear understanding of the company's positioning within its industry and the unique value Iridium brings to customers and partners.

**NOTE:** *Whenever "we" or "us" appear in this Brand Handbook, we are referring both to Iridium and to Iridium partners. Our partners are an essential component of the Iridium brand — and of Iridium's success..*



# The Iridium Brand Lens

The tool we use to convey the renewed Iridium brand is the Brand Lens. Its purpose is to help us define the Iridium brand by addressing the four key areas of the brand in a meaningful and consistent way. These key elements allow the brand, its perception, promise and personality, to be effectively communicated to everyone who will experience the Iridium brand, from employees to partners to customers.

The four key elements of the Iridium Brand Lens pictured below are informed and populated by the answers to four important questions:

## WHO AM I?

Defines the Iridium core competence and essence.

## WHAT DO I OFFER?

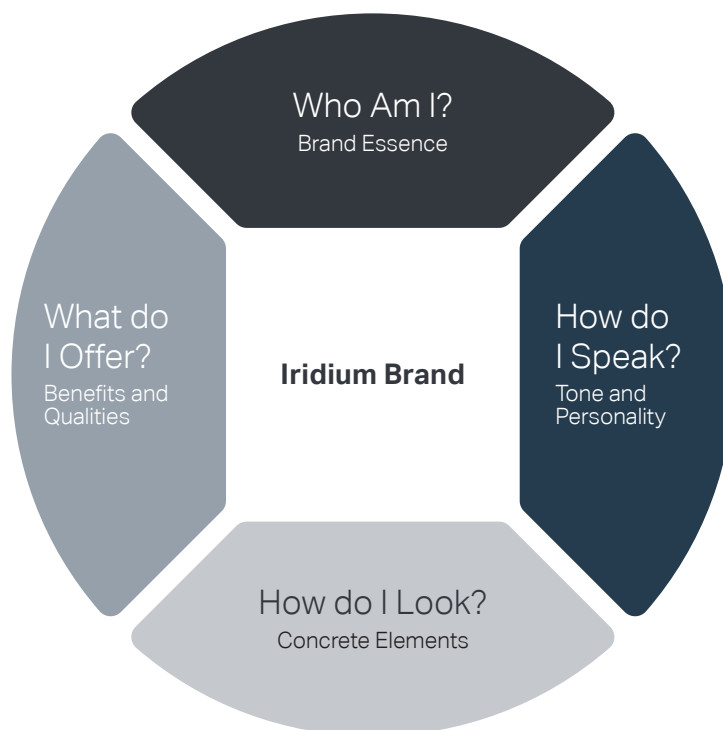
Describes the key features and benefits of Iridium products and services.

## HOW DO I SPEAK?

Defines the Iridium brand personality.

## HOW DO I LOOK?

Presents concrete brand elements such as logos, fonts, and corporate colors.



***Together, these four elements comprise the customer's total experience of Iridium. The rest of the Brand Handbook summarizes each element.***

# Who Am I?

## Iridium®

Iridium reliably connects people and information by land, air and sea in virtually every market, with IoT, Land and Broadband solutions for individuals, Governments and Global Enterprise — all under one sky.

In the world of essential communications, only Iridium is Everywhere.

The following paired qualities allow us to deliver on the Iridium promise:

### FLEXIBLE AND INTEGRATED

Iridium technology can be adapted to meet the needs of virtually every sector, integrating seamlessly into advanced satellite communication solutions or enhancing and extending solutions that use traditional network modalities.

### ACCESSIBLE AND COST-EFFECTIVE

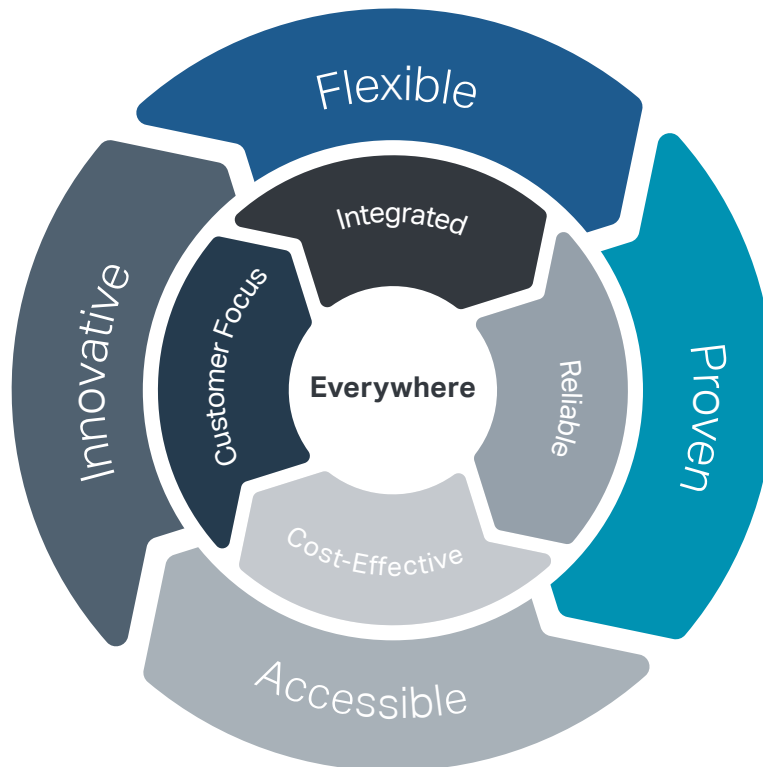
Iridium delivers user-friendly essential voice and data communications to anyone, anywhere on the planet. The cost of Iridium solutions is entirely justifiable based on undeniable in-hand capability and in-market return-on-investment.

### PROVEN AND RELIABLE

With Iridium there are no limits — to geography, to industry, or to what our customers can achieve. Iridium's superior technology means we are unmatched for dependable, secure, real-time mobile communications services.

### INNOVATIVE AND CUSTOMER FOCUSED

Through investment in technology, an unparalleled partner ecosystem and the upcoming Iridium NEXT constellation, Iridium is committed to advancing global communications, pushing forward with innovative solutions driven by market and customer need.



# What Do I Offer?

This section defines the benefits and qualities of the Iridium brand, its products and solutions for the entire Iridium® ecosystem, from employees to end customers.

These benefits and qualities are the foundation for fulfilling the core brand promise of Iridium® outlined in the "Who Am I?" section.

**Only Iridium is able to meet the current and future needs of customers because we embody the following qualities:**

### **INNOVATIVE**

We continually introduce impeccably engineered, industrial-grade products and solutions, and are now pushing forward with Iridium NEXT ready communications solutions.

### **RELEVANT**

Our customers rely on Iridium solutions to create vital lines of communication, build businesses, and create new opportunities — from doomsday to everyday.

### **COMPREHENSIVE**

We have the world's furthest reaching network and a proven portfolio of solutions for mobile voice and data communications from broadband to Land and IoT.

### **UNCOMPROMISING**

We focus on delivering highly reliable, best-in-class solutions, not simply being first to market. And that's why we can do things and deliver value that others cannot.



***Benefits and qualities are the foundation to fulfilling the core brand promise of Iridium®.***

# How Do I Speak?

The emotional resonance and tonalities of the Iridium® brand are a key component of how the brand personality is expressed.

## PERSONALITY

Iridium® possesses the following personality traits:

### VISIONARY LEADER

Iridium has the right tools in the toolbox to drive new solutions and continue redefining mobile communications moving forward.

### AUTHORITATIVE EXPERT

We understand the needs of our customers and partners and we don't take shortcuts, which is why we can do what others cannot.

### BUSINESS BUILDER

We build businesses and create new opportunities for our customers and partners.

## SPEAKING TONE

Iridium's speaking tone displays these qualities:

### ACCOMPLISHED

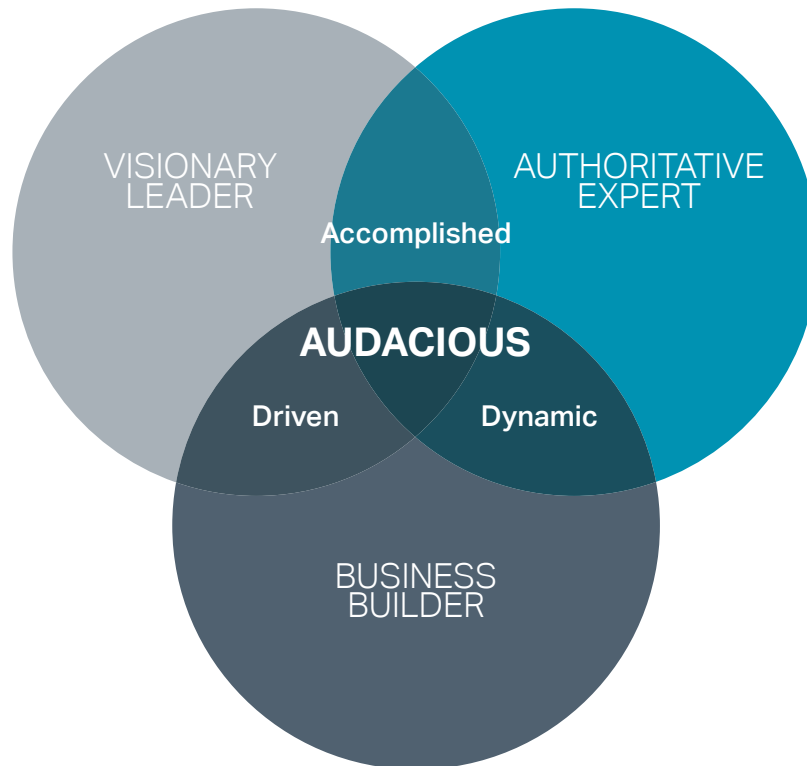
We have an irrefutable track record of successfully meeting and exceeding customer expectations and market needs.

### DYNAMIC

We're continually offering customers new products and new opportunities in new and emerging markets. Innovation is in our DNA.

### DRIVEN

Our objective is to extend Iridium's global leadership in satellite communications. And we are making it happen every day.



*Together, Iridium's traits and qualities add up to our defining characteristic: Iridium is confident. We have the technology, insight and expertise to continue advancing global communications.*

# How Do I Look?

In communicating the Iridium brand to our customers, it is essential to consistently use the right tools in the right way. From the company's logo and colors to the use of messaging, color, font and images, the Iridium brand story can be effectively communicated to everyone who will experience it—customers, partners, and employees alike.

## CORPORATE IDENTITY

The Iridium logo is the signature of the Iridium brand, incorporating the Iridium logotype, the constellation dots graphic and, most often, the Iridium tag line. The tag line is to be used only in specific applications such as on Iridium products and packaging or with partner-generated communications.



## CORPORATE MESSAGING

With the world's furthest reaching communications network, only one company connects everyone to the things that matter most — everywhere, under one sky — without limitations or compromise.

Iridium continues to extend its global leadership, reach and relevance by bringing together an unprecedented ecosystem, an innovation powerhouse of integrated partners that are advancing and enhancing the business of communications.

The world is becoming increasingly Iridium connected, delivering high-value solutions that meet critical customer needs and expand the boundaries of business interests in new and diversified markets from pole-to-pole, planet-wide.

## ADDITIONAL IRIDIUM BRAND RESOURCES

To obtain a logo file, or for more information about the Iridium brand and how to apply it, please contact Iridium at [iridium.brand@iridium.com](mailto:iridium.brand@iridium.com).

If you want to use the Iridium brand for a purpose not covered in these guidelines, you must first obtain approval from Iridium.

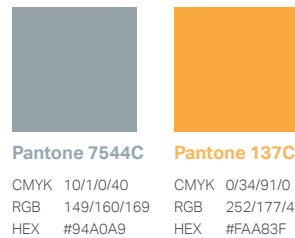
# Branding Guidelines

## CORPORATE LOGO ELEMENTS

The Iridium logo comprises the dots graphic and the Iridium logotype. The dots graphic and the letters of the logotype balance one another. For this reason, the dots graphic must not be redrawn or resized and the logotype must not be typeset, spaced or adjusted in any way.

The components of the Iridium logo are in a specific proportion and orientation relative to each other. These relationships must be maintained whenever the logo is used.

*When reproducing the Iridium logo, only original Iridium artwork may be used. The elements of the Iridium logo must not be altered in any way.*



## PRIMARY LOGO COLORS

The preferred format for the Iridium logo is the 2-color format (Pantone® 137 and 7544) on a white or light-colored background.



## SECONDARY LOGO COLORS

The secondary format for the Iridium logo is the 2-color format in black and gold (Pantone® 137) or white and gold (Pantone® 137) on any background.

If the logo is to be used on a busy image or background, the preferred format is all white.

## MERCHANDISE

If the logo is being applied to merchandise, the preferred format is the black and gold (Pantone® 137) or white and gold (Pantone® 137) format.



## TERTIARY LOGO COLORS

The third option for the Iridium logo is either a solid white or a solid black.



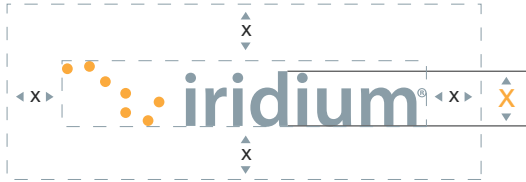
# Branding Guidelines

(continued)

## CLEAR SPACE

To effectively communicate the Iridium identity, an area of clear space free of distracting elements such as text or graphics must be maintained around the Iridium logo.

As shown below, the minimum clear space is defined as one "x" height measurement. The "x" height is equal to the letter "d" in the logotype "iridium". Note that this is a minimum; often more space around the logo is desirable.



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## MINIMUM SIZE

The minimum size for reproducing the Iridium logo is 1.25" wide.



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## BACKGROUND CONTROL

If the Iridium logo is placed on a photographic or textured background for certain applications, the background must provide sufficient contrast to the logo. Textured backgrounds that contain patterns should be subdued so they do not compete visually with the logo. Illustrated below are acceptable applications of the logo.



# Branding Guidelines

(continued)

## CORPORATE COLOR PALETTE

### CORPORATE COLORS

Consistent use of colors is a vital part of communicating a visual identity. The correct color palette must be used in all Iridium communications.



**Pantone 7544C**

CMYK 10/1/0/40  
RGB 149/160/169  
HEX #94A0A9



**Pantone 137C**

CMYK 0/34/91/0  
RGB 252/177/49  
HEX #FAA83F

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## SECONDARY COLOR PALETTE

Consistent use of colors is a vital part of communicating a visual identity. The correct color palette must be used in all Iridium communications.

**DARK GREY**



CMYK 74/64/56/51  
RGB 51/56/62  
HEX #33383D

**BLUE**



CMYK 94/74/19/16  
RGB 16/76/127  
HEX #1F497E

**SKY BLUE**



CMYK 72/36/0/0  
RGB 69/140/204  
HEX #448CCC

**TEAL BLUE**



CMYK 74/12/16/0  
RGB 18/171/201  
HEX #12ABC9

**LIGHT GREEN**



CMYK 58/10/100/0  
RGB  
HEX

**ORANGE**



CMYK 0/76/100/0  
RGB 252/97/13  
HEX #FC600C

**BROWN**



CMYK 16/57/100/5  
RGB 209/125/6  
HEX #D17D06

**LIGHT GREY**



CMYK 32/18/23/0  
RGB 174/189/188  
HEX #AFBCBB

# Branding Guidelines

*(continued)*

## CORPORATE FONTS

### TYPOGRAPHY

The primary typeface of the Iridium identity system, Aktiv Grotesk, was chosen because it works well with the Iridium logotype. This typeface must be used in all Iridium applications. It must not be modified in any way, including outlining, condensing, extending, or adding drop shadows. The different weights within the Aktiv Grotesk family allow for a range of choices for different kinds of Iridium communications.

Primary corporate font is the Open Type Font family Aktiv Grotesk.

Secondary corporate font is Arial for use on PC platforms and web applications.

Aktiv Grotesk Light

Arial Regular

*Aktiv Grotesk Light Italic*

*Arial Regular Italic*

Aktiv Grotesk Regular

**Arial Bold**

*Aktiv Grotesk Regular Italic*

***Arial Bold Italic***

**Aktiv Grotesk Bold**

***Aktiv Grotesk Bold Italic***

**Note:** *Aktiv Grotesk Hairline and Extra Bold may be used. However, these type-faces may only be employed in more design-centric applications.*

## NAMING CONVENTION

### PRODUCT AND SERVICE NAMES

Iridium's innovative products and services are core components of the Iridium brand. In order to consistently convey the essence of the Iridium brand, Iridium's products and services must always be referred to by their official names.

**Incorrect:** Iridium 9575 or Iridium 9575 Extreme

**Correct:** Iridium Extreme®

**Incorrect:** Global Data Broadcast or GDB

**Correct:** Iridium Burst®

# Branding Guidelines

(continued)

## LOGO MISUSE

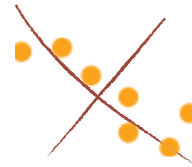
Preserving the integrity of the Iridium logo is essential in communicating our graphic identity. Although not a complete list, the following are examples of common misuses of the logo.



Do not use previous Iridium logo



Do not reposition elements



Do not use the dots graphic by itself



Do not cut a portion of logo



Do not stretch signature disproportionately



Do not rotate logo



Never use the logo as text in a sentence



Do not underline logo



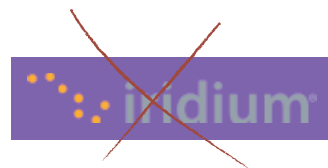
Do not typeset logo



Do not use a background that contrasts insufficiently with the logo disproportionately



Do not change the color of the logotype or dots graphic



Do not use the 2-color logo with background colors other than white or off white.

# Trademark & Service Mark Usage

## PURPOSE:

To provide guidance on the proper use of Iridium Satellite LLC (Company) trademarks and service marks

## BACKGROUND:

The Company's trademarks and service marks (collectively called "marks") are valuable intellectual property assets. As such, everyone must take all appropriate measures to preserve the strength of, and retain the Company's exclusive rights to use, the Company's marks. Casual or improper use can contribute to a mark becoming "generic" resulting in end user confusion regarding the source of products and services. Please therefore follow these guidelines. If you have any questions about Iridium brands, please contact Sandi Dudley at sandi.dudley@iridium.com. If you have any questions about these guidelines, please contact Andy Foy at andrew.foy@iridium.com.

## DEFINING & USING TRADEMARKS AND SERVICE MARKS:

A **trademark** is a word, phrase, symbol, design, or a combination thereof, that identifies and distinguishes the source of the **goods** of one party from those of others. A **service mark** distinguishes the source of a service of one party from those of others. After a Company mark, use the superscript "TM" (trademark) or "SM" (service mark) designations to alert the public to the Company's claim of ownership of the mark. After the United States Patent and Trademark Office approves the registration of a mark, use the superscript "®" instead. See the attached [Company Trademark & Service Mark List](#) for current proper usage of TM, SM and ® with each Company mark.

A trademark or service mark symbol is required on all prominent uses of Company marks, such as packaging, brochures, labels and in headlines

## Usage Tips

- 1 Company marks must always include the designation <sup>TM</sup>, <sup>SM</sup> or <sup>®</sup> after the mark.** However, you are only required to use the correct designation during the first occurrence of the term in the text. If you only use the designation once, make sure to incorporate the attribution statement in usage tip 9 below  
**The mark should be distinctive.**
- 2** The trademark should be capitalized and have the appropriate trademark symbol.  
**Incorrect:** Our resellers always sell out of their iridium phones.  
**Correct:** Our resellers always sell out of their Iridium<sup>®</sup> phones.
- 3 Marks are adjectives.** Trademarks identify particular brands or products and should be followed by the common generic name for the product.  
**Incorrect:** The Iridium-located hiker was saved.  
**Correct:** The Iridium<sup>®</sup> satellite phone helped to locate the stranded hiker.
- 4 Do not use the mark as a noun or a verb**  
**Incorrect:** They sell Iridium<sup>®</sup>.  
**Correct:** They sell Iridium<sup>®</sup> phones and other Iridium<sup>®</sup> products.  
**Incorrect:** GoChat with your friends for cheap.  
**Correct:** Iridium GoChat<sup>®</sup> prepaid cards let you chat for cheap.

# Trademark & Service Mark Usage

(continued)

5 Do **not** use the mark in the plural or possessive. Only the generic term may be plural or possessive.

**Incorrect:** Iridium's system covers the entire globe.

**Correct:** The Iridium® system covers the entire globe.

**Incorrect:** They purchased 500 of the new Iridium Extremes.

**Correct:** They purchased 500 of the new Iridium Extreme® phones

6 Do **not** combine two words into one, abbreviate the mark, or alter the spelling.

**Incorrect:** Iridium-branded materials.

**Correct:** Materials with the Iridium® brand.

**Incorrect:** Iridium OP is a maritime device.

**Correct:** Iridium OpenPort® is a maritime device

7 Do **not** distort, stretch, rotate, or drop-shadow marks.

8 Do **not** combine Company trademarks with other trademarks or other words to form new trademarks.

9 Place attribution for Company marks on all advertisements or other promotional materials bearing the Company logo. This notice may be conveniently placed at the bottom of the page or on the inside front or back covers of brochures.

#### ATTRIBUTION STATEMENT:

*Iridium, the Iridium logo [if applicable] [and any other trademark found on the Iridium Trademark List that are referred to or displayed in the document] [is/are] trademark[s] and registered trademark[s] of Iridium Satellite LLC.*

#### OTHER NOTES:

- "Iridium Satellite LLC" is a company name and thus a proper noun. Do not confuse it with the trademark or service mark.
- With logos, do not: alter in any way, abbreviate, make use of a previous logo, or use as text in a sentence.

# Trademark & Service Mark Usage

(continued)

## COMPANY TRADEMARK & SERVICE MARK LIST

This list demonstrates how Company trademarks and service marks should be written **at least the first time** they are used in text. All product names should have an initial capital letter.

Please note the special capitalization for Iridium OpenPort®, Iridium GoChat®, Iridium OpenPort Aero®, and Iridium SafetyCast<sup>SM</sup>. This list will be updated to include new marks and future registrations.

### Company Trademarks & Service Marks

Iridium Certus<sup>TM</sup> \*  
Iridium Connected<sup>\*\*</sup>

Iridium GO! exec<sup>TM</sup>  
Iridium Messaging Transport<sup>SM</sup>  
IMT<sup>SM</sup>

### Registered Company Trademarks & Service Marks

(Big Dipper Design) ® \*\*  
Everything Within Reach®  
Global Line of Sight®

GLOS®

Iridium® \*\*\*\*

Iridium Burst®

Iridium Certus® \*

Iridium Connected® (*usually associated with the big dipper design*)

Iridium Edge® \*\*\*\*\*

Iridium Everywhere®

Iridium Extreme®

Iridium GO!®

Iridium GoChat®

Iridium OpenPort®

Iridium Pilot®

Iridium SafetyCast®

Netted Iridium®

Reliability Above All®

Reliable Critical Lifelines®

SBD®

Short Burst Data®

Your World. Our Network.® (Diamond Tread Pattern) \*\*\*\*

\* The mark Iridium Certus currently is registered for use only in connection with services. Consequently, when the mark is used in connection with a product (e.g., Iridium Certus<sup>TM</sup> 9770), it should be followed by a superscript "TM" designation but when the mark is used in connection with a service (e.g., the Iridium Certus® platform) it should be followed by a superscript "®" designation.

\*\* The word mark Iridium Connected (without any accompanying logo) is not a registered trademark. Consequently, when the word mark Iridium Connected is used in isolation, it should be followed by a superscript "TM" designation. In contrast, the Iridium Connected Logos (either with the affiliated "Rings" design or the "Big Dipper" design) should be accompanied by a superscript "®" designation. For the Iridium Connected Logo with the "Big Dipper" design, the superscript "®" designation should be located adjacent to and on the right side of "iridium".

\*\*\* When used in connection with software applications that enable communications services, the marks Space Message and Space Messaging should be followed by a superscript "TM" designation. When used in connection with communications services themselves, the marks Space Message and Space Messaging should be followed by a superscript "SM" designation.

\*\*\*\* Use of the combination of "Iridium" with the "Big Dipper" design can be accompanied by a single "®" after the "Iridium" mark and need not include multiple superscripts.

\*\*\*\*\* References to the Iridium Edge® Pro and Iridium Edge® Solar devices should include the superscript "®" designation immediately following the mark Iridium Edge as shown.

\*\*\*\*\* Product packaging for Iridium® devices that bear the "Diamond Tread Pattern" or marketing collateral that incorporates the "Diamond Tread Pattern," for example in a strip, bar, or other graphical element, should include an appropriate attribution statement: The diamond tread pattern is a registered trademark of Iridium Satellite LLC.

*The absence of a product or service name or logo from this list does not constitute a waiver of the Company's trademark or other intellectual property rights concerning that name or logo.*

# Trademark & Service Mark Usage (continued)

## OFFICIAL PRODUCT & SERVICE NAMES

This list demonstrates the correct way to write Iridium Product & Service names, as well as includes their proper trademark and/or service markings.

### Product Name

Iridium 9555  
Iridium Extreme®  
Iridium Extreme® PTT  
Iridium 9575A  
Iridium GO!®  
Iridium GO! exec™  
Iridium GO! Fixed Installation Kit  
Iridium GO!® Vehicular Kit  
Iridium Core 9523  
Iridium 9602 Module  
Iridium 9603 Module  
Iridium Certus™ 9770  
Iridium Certus™ 9810  
Iridium Edge®  
Iridium Edge® Pro  
Iridium Edge® Solar  
Iridium Pilot®  
Iridium Pilot® Land Station

### Service Name

Global Maritime Distress & Safety System  
(GMDSS)  
Global Line of Sight®  
GLOS®  
IMT<sup>SM</sup>  
Iridium Burst®  
Iridium Certus® 100  
Iridium Certus® 200  
Iridium Certus® 700  
Iridium Circuit Switched Data (CSD)  
Iridium CloudConnect  
Iridium GO! Chat®  
Iridium Messaging Transport<sup>SM</sup>  
Iridium OpenPort®  
Iridium Push-to-Talk  
Iridium RUDICS  
Iridium SafetyCast®  
Iridium Short Burst Data® (SBD®)  
Netted Iridium®  
Voice Calling

### Tag Lines

Reliability Above All®  
Reliable Critical Lifelines®  
Your World. Our Network.®  
Everything Within Reach®

### Miscellaneous

Iridium Connected® (*usually associated  
with the big dipper design*)  
(Diamond Tread Pattern)

# Logotypes

## USING IRIDIUM PRODUCT LOGOTYPES IN CHANNEL PARTNER MATERIALS

Channel Partners must use Iridium product logotypes where products are depicted— for example, when an Iridium product photo appears in a brochure or catalogue.

When an Iridium product is mentioned within text, the product logotype is not required.

Iridium product logotypes use the Aktiv Grotesk font family. Iridium appears in Aktiv Grotesk Regular, while the product designation appears in Aktiv Grotesk Bold.

## LOGOTYPES WITH A SECONDARY DESCRIPTOR

In some cases, the product logotype includes a secondary descriptor. In graphic applications, the relative sizes and spacing of the product logotype and product descriptor should be maintained.

For example:

**Iridium Extreme® PTT** — Product Logotype  
Push-to-Talk — Product Descriptor

When these products are mentioned within text, the product logotype is not required and the full name including descriptor is included.

**Iridium Extreme®**  
**Iridium Certus®**  
**Iridium 9603**

# Iridium Connected® Program

## IRIDIUM AT WORK

Communicating the Iridium brand and all that it represents to our customers ensures that our brand promise remains vital and relevant — connecting customers everywhere they need to be, without limitations or compromise, offering the only truly global communications network for mobile voice and data.

When a customer communicates through the Iridium® network via its core technologies — they are Iridium Connected®.

### Iridium Logo

The Iridium logo represents the foundation of the Iridium brand our partners have come to understand and appreciate. It represents our core promise of truly global communications.



It is the corporate signature used in all of our communications to our valued partners, and forms a key co-branding element in tandem with our partners' marketing initiatives.

### Iridium Connected Logo

The Iridium Connected logo is a simple yet powerful way to convey the real-world impact of Iridium-based products. It is the Iridium brand at work.



The logo was designed as the after-market, end-user-facing extension of the core Iridium brand for partner usage to assure their customers that the products, solutions and services they are employing are enabled by Iridium — the leader in global satellite communications, and the only truly global, reliable satellite network.

## PROGRAM IDENTITY APPLICATION OVERVIEW

The core Iridium brand is used by Iridium to communicate with its partners, and by partners with their customers, prior to a sale. It conveys the Iridium brand promise — what you can expect when you buy Iridium.

Iridium Connected is the Iridium story post-sale, when the end-user is interacting or interfacing through any Iridium-enabled product or solution. The mark signifies that the product works on our network, has been certified as not harming our network and includes an Iridium transceiver.

The Iridium Connected Program is designed to add value to the products and services offered by Iridium's global ecosystem of partners including Value-Added Manufacturers (VAMs), Value-Added Resellers (VARs), Value-Added Developers (VADs) and Service Providers (SPs). Only those products and services that are Iridium Certified are permitted to use the Iridium Connected mark.

Iridium represents the promise, while Iridium Connected represents the proof. The core Iridium brand is to be applied to any pre-sale materials and messaging such as brochures, advertisements or video. The Iridium Connected logo comes into play once an Iridium-based product or service has been sold. The Iridium Connected logo (and in some cases messaging) is to be applied to all visible end-user touch points including products, solution form factors, support documents, user manuals, and any other post-sale materials.

# Iridium Connected® Program

(continued)

## PROGRAM MESSAGING

The following is approved Iridium Connected® core messaging and can be used in Partner communications:

Iridium Connected represents reliable, critical lifelines at work over the entire globe — whether for business, government, emergency response or adventure travel.

When you are Iridium Connected, you can depend on the exceptional reliability of the Iridium global satellite constellation. When you combine Iridium’s innovative, industry-leading technology and services with the industry and application-specific expertise of Iridium’s value-added partners — you get Iridium Connected solutions.

Iridium Connected signifies the real power of truly global mobile communications.

## PROGRAM IDENTIFIER

A product or service marked with the Iridium Connected logo represents a product that can connect to the Iridium® network and that can fulfill the promise of the Iridium core brand. The Iridium Connected identifier is a design inspired by Iridium’s core identifier that represents the act of communication – reliable, critical lifelines at work over the entire globe.

The Iridium Connected logo is applied to post-sale items such as products and solution form factors and packaging, interfaces, user manuals, etc.

Primary Color Format:



Secondary Format

Tertiary Format



**Note:** Depending on the application, the Iridium Connected identifiers are available as a sticker, in printer art and digital display formats. See application sections for specified usage.

# Iridium Connected® Program

(continued)

## PROGRAM IDENTIFIER USAGE

The following chart outlines which communications and product materials are required to use the Iridium Connected logo.



|                                  |   |
|----------------------------------|---|
| Case Studies                     | • |
| Co-Branded Advertising           | • |
| Co-Branded Sales Sheet           | • |
| Data Sheet                       | • |
| Interface Design                 | • |
| Online Product Support           | • |
| Presentations                    | • |
| Product                          | • |
| Product Brochure                 | • |
| Product Manual                   | • |
| Product Packaging                | • |
| Quick Start / Installation Guide | • |
| User Manual                      | • |
| Website                          | • |

# Iridium Connected® Program

(continued)

## APPLYING THE BRAND – REQUEST BRAND APPROVAL AT [IRIDIUM.BRAND@IRIDIUM.COM](mailto:IRIDIUM.BRAND@IRIDIUM.COM)

The Iridium Connected logo may be used by partners as follows:

### 1 IRIDIUM CERTIFIED PARTNER PRODUCTS OR SOLUTIONS THAT EMBED IRIDIUM COMPONENTS (E.G., Iridium 9602, Iridium 9603, Iridium Core 9523, ...)



#### IDENTITY ON PRODUCTS:

The Iridium Connected logo is available in several formats and sizes and is applied depending on the form factor or product.

The logo is also available in EPS format for label, screen printing and/or embossing usage.

### 2 POST-SALE COLLATERAL FOR IRIDIUM CERTIFIED PARTNER PRODUCTS OR SOLUTIONS (E.G. User Manual, Quick Start Guide, Brochure, ...)



#### IDENTITY ON COLLATERAL:

The Iridium Connected logo is available in printer art files (EPS) for printing requirements.

The preferred color usage is dependent on the application of the identifier and can be used in color, or black and white. The correct color palette must be used in all Iridium Connected communications. The following section features examples of improper use of color in the identifier.

### 3 USER INTERFACE FOR IRIDIUM CERTIFIED PARTNER PRODUCTS OR SOLUTIONS

The Iridium Connected logo is also available for inclusion into graphical user interfaces, application splash screens and website interfaces. The logo is available in RGB formats and at various sizes depending on the application.

If additional formats and/or sizes of the Iridium Connected logo are needed, please consult the Iridium Marketing Communications team at [iridium.brand@iridium.com](mailto:iridium.brand@iridium.com)

# Partner Co-Branding Guidelines

This section guides Channel Partners in how to co-brand Iridium products and services, as well as Iridium Certified Partner Developed Products. To maintain the integrity of the Iridium brand, following these guidelines is imperative. The system described in the guidelines represents the only Iridium-approved formats for co-branding communications materials.

The basic component of Iridium's co-branding identity is the Iridium logo. Other graphic elements of the Iridium corporate brand, including the slogan (Reliable • Critical • Lifelines®) are reserved for use by Iridium and cannot be used on materials created by Channel Partners. However, Channel Partners may use Iridium-produced materials that include these brand elements.

## THERE ARE TWO CO-BRANDING SCENARIOS:

### 1 BRANDING MATERIALS THAT PROMOTE IRIDIUM PRODUCTS

#### **Applying partner logos and contact information to Iridium Branded Materials**

Channel Partners can customize materials created by Iridium simply by adding their logo and contact information in the designated area, as in the example below. Iridium-branded materials can make use of the full range of Iridium brand elements, including the Iridium logo.

#### **Applying the Iridium brand to partner created materials**

For materials created by Channel Partners, Iridium-approved messaging must be used along with the Iridium logo. These brand elements are reserved for exclusive use in Iridium-branded materials.

*Download templates for Iridium-branded materials from Iridium for Partners.*

### 2 BRANDED MATERIALS THAT PROMOTE - IRIDIUM CERTIFIED PARTNER PRODUCTS OR SOLUTIONS

Iridium Connected logo for partner products with Iridium technology (typically used by Value-Added Developers (VADs) and Value-Added Manufactureres (VAMs).

# Product Certification & Applications

## PRODUCTION CERTIFICATION (IRIDIUM COMPATIBLE EQUIPMENT (ICE)

To certify your product and participate in the Iridium Connected Program, you are required to submit your product for product certification. To begin the process visit [iridium.com/ifp/](http://iridium.com/ifp/) and select the appropriate category (Accessories Certification, Antenna Certification or Embedded Module).

The Iridium Connected logo is required to be placed on all Iridium Certified products and solutions including: hardware, packaging, mobile applications, websites and collateral.

The guidelines below outline the proper usage of the Iridium Connected logo. If you want to use the Iridium Connected brand for a purpose not covered in these guidelines, you must first obtain approval from Iridium.

## PRODUCT NAMING

The usage of the name Iridium, an Iridium trade or service mark, or an Iridium product or service name, in a partner's product or solutions name is strictly prohibited. Product names must be submitted to [iridium.brand@iridium.com](mailto:iridium.brand@iridium.com) for approval prior to the completion of Product Certification.

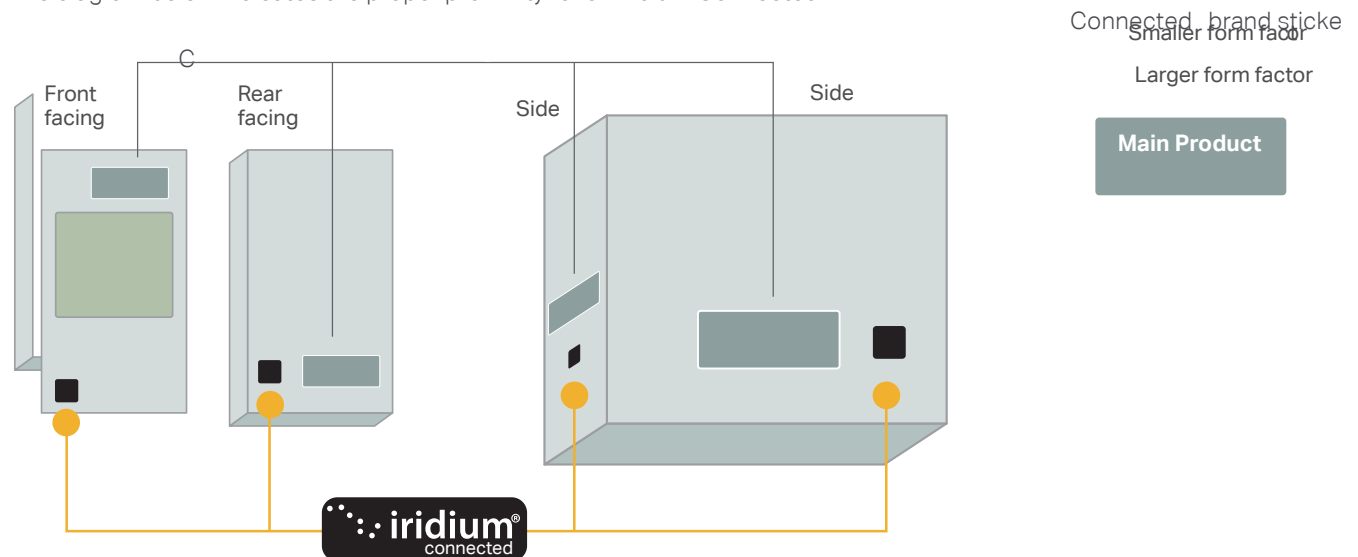
## HARDWARE APPLICATIONS

The following outlines the proper application of the Iridium Connected logo to Iridium certified partner products and/or solutions.

- The partner's logo should appear as the primary logo on all product hardware, packaging, mobile applications, websites and collateral.
- The Iridium Connected logo is required on all Iridium Certified products including:  
hardware, packaging, mobile applications, websites and collateral. The Iridium Connected logo should appear:
  - As the secondary logo.
  - A significant distance away from the partner's logo, as well as substantially smaller.

## PACKAGING APPLICATIONS

The diagram below indicates the proper proximity for an Iridium Connected



All product packaging must be approved by Iridium's marketing team prior to launch. Please submit imagery and/or materials to [iridium.brand@iridium.com](mailto:iridium.brand@iridium.com).

# Product Certification & Applications

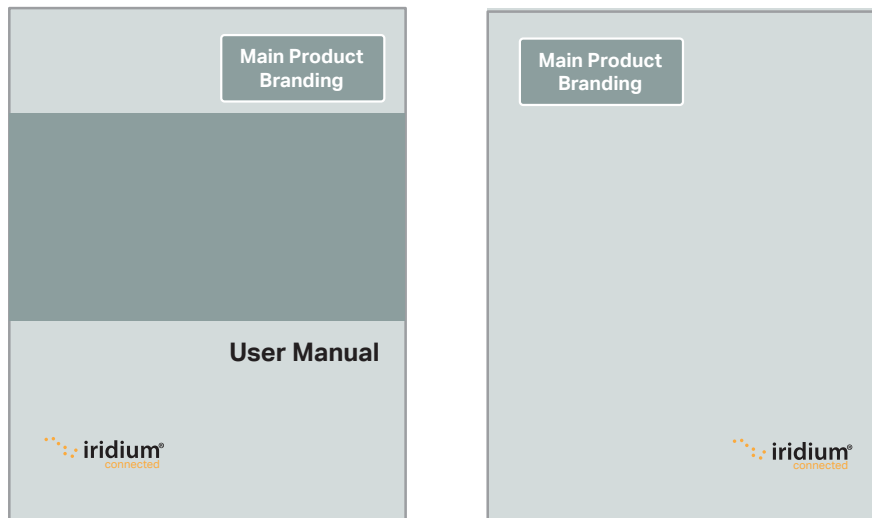
(continued)

## COLLATERAL APPLICATIONS

The following outlines the proper application of the Iridium Connected logo on collateral (e.g. user manuals, brochures, specifications, etc.) which supports Iridium Certified Partner Products and Solutions.

- These materials may **not** use the Iridium corporate logo.
- These materials **must** use the Iridium Connected logo.
- The Iridium Connected logo should be used in a subsidiary size to the partner logo. (e.g. Partner Logo 100% / Iridium Connected Logo 30%)
- The Iridium Connected logo should be placed opposite of the partner's logo when possible.
- All marketing materials **must be approved** by Iridium's marketing team prior to launch. Please submit imagery and/or materials to [iridium.brand@iridium.com](mailto:iridium.brand@iridium.com).

### Cover Placement Examples



## USER INTERFACE APPLICATIONS

This section addresses how the Iridium Connected logo should appear in the Iridium Certified Partner Interfaces. This application is a key reinforcement to users that the product is Iridium enabled and reliable.

- **SPLASH SCREEN**  
The Iridium Connected logo **must** be applied to the splash screen of all Iridium Certified Handheld Devices.
- **HOME SCREEN**  
The Iridium Connected logo **must** sit beside the signal strength bars on the home screen.

# Product Certification & Applications

(continued)

## USER INTERFACE APPLICATION EXAMPLES



Splash Screen

# Product Certification & Applications

## *(continued)*

### **WEBSITE APPLICATIONS**

Iridium and its partners can be jointly represented by co-branding on the Web. Iridium partners can either create their own web materials by following these guidelines, or use Iridium-created materials.

Assets featured on an Iridium partner's website should represent Iridium products and/or services exclusively or primarily.

Iridium recognizes the benefits of having its partners present Iridium related material on their websites. That is why these guidelines were created—to make it easier for our partners to present pre-approved, product and service information on their websites. The interactive guidelines for Iridium branding and co-branding should be followed to ensure the proper and consistent representation of Iridium at all times.

### **USE OF TERM "IRIDIUM" IN A URL**

The use of the name Iridium, an Iridium trade or service mark, or an Iridium product or service name, in a URL by Iridium partners is limited to subdirectories from the root of the domain.

Please Note: The use of the name Iridium, an Iridium trade or service mark, or an Iridium product or service name, as part of a domain name is reserved for Iridium use only and strictly prohibited for usage by anyone other than Iridium.

Examples of the Iridium name used **appropriately** include:

<http://www.partnername.com/iridium> or  
<http://www.partnername.com/directory1/directory2/iridium>

Examples of the Iridium name used **incorrectly** include:

<http://www.partnername-iridium.com> or  
<http://iridium.partnername.com>

### **Website Identification of Iridium Satellite LLC as the Owner of Iridium Trademarks**

Iridium Satellite LLC should be identified as the owner of Iridium trademarks including the Iridium logo in all communication material. This material includes websites, technical articles, advertising, films, videos, etc. Whenever any Iridium trademark including the Iridium logo is used, an appropriate attribution statement identifying Iridium Satellite LLC as the owner of the mark(s) should be used.

### **WEBSITE USE OF IRIDIUM AS A TRADE NAME AND COMPANY NAME**

Iridium also functions as a trade name or company name to identify the company, Iridium Satellite LLC and other Iridium entities. Whenever Iridium is used as a trade name or company name (including Iridium Communications Inc.), the same typeface and font as surrounding text should be used. In addition, in such cases, the ® symbol should not be used.

# Marketing Collateral Examples



## SAMPLE LAYOUTS

These are representative of the Iridium graphic standards applied to printed materials and product packaging. More detailed standards will be forthcoming.

Top to bottom:

- Iridium Extreme® PTT brochure
- Iridium GO!® product packaging



Please contact [iridium.brand@iridium.com](mailto:iridium.brand@iridium.com) if you have any questions and/or need to submit materials for brand approval.