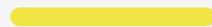


# PLUG AND PLAY



Global Brand Guidelines 2019

FOR INTERNAL USE ONLY

The Plug and Play purpose globally is to connect major corporations, world-class startups, and investors.

We bring our story to life through meaningful industry-themed accelerator programs and our scaled marketing events across the globe.

This document is to act as your guide for any and all Plug and Play communication. The details set forth in this document will guide you through every step of planning. These guidelines can scale for graphic asset of every size for any vertical, in any region.

It's designed to help us all create material that looks, sounds and feels like Plug and Play, no matter the audience.

**Plug and Play tagline**





Silicon Valley in a Box ®

Passionate about startups.

The ultimate innovation platform.

# Plug and Play identity overview



# PNP global logo

The Plug and Play wordmark is our corporate identity and should only be used when referring to Plug and Play the entity, company or brand.

The Plug and Play wordmark was updated in 2019.

Monochrome color has replaced the colored “AND” and grey text of the wordmark to ensure much easier identification to the human eye at a distance and better readability at small sizes.

For additional information on layout see next page.



**PLUGANDPLAY**

# PNP logo variations

## Appropriate logo usage

There are two primary ways to use the PNP logo: set in PNP dark blue on a white or light-colored background, or set in white on a PNP dark blue or other dark-colored background.

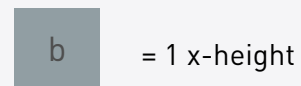
The logo may also be reversed out on a brand approved image or may be in PNP dark blue on an approved tint.

## Clear space guidelines

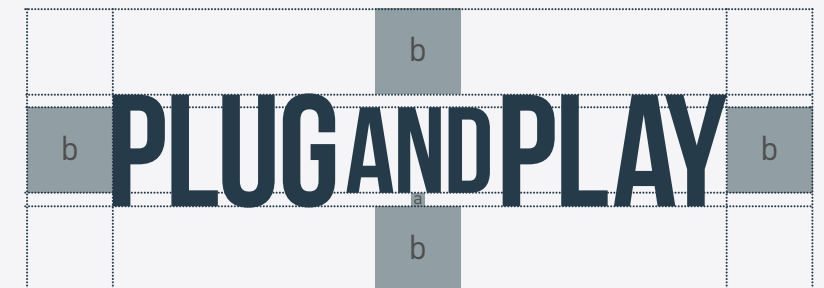
To preserve the integrity of the PNP logo, a minimum clear space around the PNP logo should always be maintained. This clear space insulates the PNP logo from distracting graphic elements such as other logos, copy, illustrations or photography.

Do not infringe on the PNP logo's clear space, which is determined by 1X height unit from each outer edge of the letterforms of the word mark.

PLUGANDPLAY



The x-height is the height of a small caps "x" from the baseline of which the letterform sits to the mid line in our PNP "and" typeface.



## Small sizes

The minimum size for the PNP wordmark is 0.5 inches wide. For digital applications the PNP wordmark should be no smaller than 130 pixels wide.

# Appropriate PNP logo usage

There are two primary ways to use the PNP logo: set in PNP dark blue on a white or light-colored background, or set in white on a PNP dark blue or other dark-colored background. The logo may also be reversed out on a brand approved image or may be in PNP dark blue on an approved tint.

The logo consists of the words "PLUGANDPLAY" in a bold, sans-serif font. "PLUG" and "PLAY" are in a darker blue, while "AND" is in a lighter blue. The text is centered on a plain white background.

PNP dark blue on white

The logo consists of the words "PLUGANDPLAY" in a bold, sans-serif font. The entire text is white, set against a solid dark blue rectangular background.

Reversed out on PNP dark blue

The logo consists of the words "PLUGANDPLAY" in a bold, sans-serif font. The text is white and is superimposed over a blurred background image of a hand reaching up towards a light source, creating a bokeh effect.

Reversed out on a brand-approved image

The logo consists of the words "PLUGANDPLAY" in a bold, sans-serif font. "PLUG" and "PLAY" are in a dark blue, while "AND" is in a lighter blue. The text is centered on a solid light blue rectangular background.

PNP dark blue on an approved tint

# Incorrect logo usage

The PNP logo should never be compressed, stretched, altered or otherwise manipulated. If the size of the logo needs to be modified in any way, be sure to scale the height and width of the artwork proportionately.



Do not use old versions of the logo



Do not use old versions of the logo



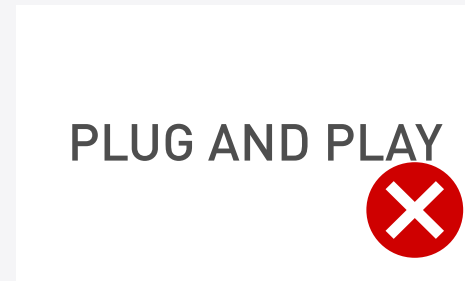
Do not use old versions of the logo



Do not use the brand glyph as an alternative logo or as a nickname. The glyph should only be used as a favicon of [www.pluginandplaytechcenter.com](http://www.pluginandplaytechcenter.com)



Do not change the colour of the logo



Do not recreate with different fonts



Do not stretch, modify or distort the logo



Do not outline the logo



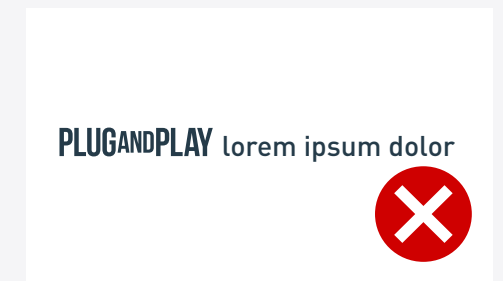
Do not use drop shadows or other effects



Do not put the logo on unapproved colours



Do not place the logo on distracting images



Do not insert the logo into a sentence

# PNP secondary brands: Verticals

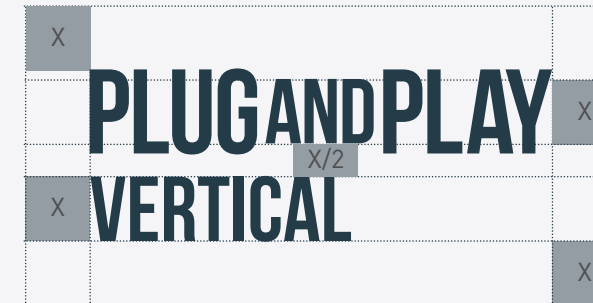
Together with the Plug and Play global logo, the vertical secondary brands have been also updated in 2019.

We now have a more unified Plug and Play wordmark color, highlight the vertical color just in the vertical name.

We also increased the Vertical name to allow us better readability and quicker vertical recognition. The new left-aligned logo will also provide a more harmonic placing throughout all the different graphic assets.

This lockup should be used when presenting the Plug and Play vertical secondary brands. This logo is ideal for use in business contexts.

Vertical color palette in page number 21



**PLUGandPLAY**  
**VERTICAL**

# PNP secondary brands: Verticals

<div>PLUGANDPLAY VAPETECH</div>	<div>PLUGANDPLAY VAPETECH</div>	<div>PLUGANDPLAY TRAVEL</div>	<div>PLUGANDPLAY TRAVEL</div>	<div>PLUGANDPLAY CYBERSECURITY</div>	<div>PLUGANDPLAY CYBERSECURITY</div>	<div>PLUGANDPLAY SUPPLY CHAIN</div>	<div>PLUGANDPLAY SUPPLY CHAIN</div>
<div>PLUGANDPLAY INSURTECH</div>	<div>PLUGANDPLAY INSURTECH</div>	<div>PLUGANDPLAY ENERGY</div>	<div>PLUGANDPLAY ENERGY</div>	<div>PLUGANDPLAY REAL ESTATE</div>	<div>PLUGANDPLAY REAL ESTATE</div>	<div>PLUGANDPLAY FINTECH</div>	<div>PLUGANDPLAY FINTECH</div>
<div>PLUGANDPLAY RETAIL</div>	<div>PLUGANDPLAY RETAIL</div>	<div>PLUGANDPLAY FOOD</div>	<div>PLUGANDPLAY FOOD</div>	<div>PLUGANDPLAY MOBILITY</div>	<div>PLUGANDPLAY MOBILITY</div>	<div>PLUGANDPLAY ENTERPRISE 2.0</div>	<div>PLUGANDPLAY ENTERPRISE 2.0</div>
<div>PLUGANDPLAY HEALTH</div>	<div>PLUGANDPLAY HEALTH</div>	<div>PLUGANDPLAY IOT</div>	<div>PLUGANDPLAY IOT</div>	<div>PLUGANDPLAY SMART CITIES</div>	<div>PLUGANDPLAY SMART CITIES</div>	<div>PLUGANDPLAY NEW MATERIALS</div>	<div>PLUGANDPLAY NEW MATERIALS</div>
<div>PLUGANDPLAY VENTURES</div>	<div>PLUGANDPLAY VENTURES</div>						



## PNP secondary brands: Location

There are three primary logos that may be used to represent the PNP global brand: the wordmark (page 7), the wordmark with the Vertical name (page 11-12) and wordmark with the location/region name (current page).

For the location/regional secondary brand, the location name will follow the Plug and Play logo.

Location/region name color uses our PNP Dark Blue color, setting the color transparency to 65%

**IMPORTANT NOTE: Location brands are created by request. Please, do not create your own location brand. Contact the marketing team for any location brand design request.**



PLUGANDPLAY LOCATION



# PNP secondary brands: Main locations

Name list needs based on  
PNP website (June 19):

[www.plugandplaytechcenter.com/  
locations](http://www.plugandplaytechcenter.com/locations)

**IMPORTANT NOTE:** Location brands  
are created by request. Please, do  
not create your own location brand.  
Contact the marketing team for any  
location brand design request.

**PLUGANDPLAY USA**

**PLUGANDPLAY EUROPE**

**PLUGANDPLAY MEXICO**

**PLUGANDPLAY NETHERLANDS**

**PLUGANDPLAY GERMANY**

**PLUGANDPLAY MENA**

**PLUGANDPLAY JAPAN**

**PLUGANDPLAY CHINA**

**PLUGANDPLAY INDONESIA**

**PLUGANDPLAY SINGAPORE**

# PNP secondary brands: Smaller locations

Name list needs based on  
PNP website (June 19):

[www.plugandplaytechcenter.com/  
locations](http://www.plugandplaytechcenter.com/locations)

PLUGANDPLAY AMSTERDAM

PLUGANDPLAY MUNICH

PLUGANDPLAY PARIS

PLUGANDPLAY MADRID

PLUGANDPLAY FRANKFURT

PLUGANDPLAY MILAN

PLUGANDPLAY HAMBURG

PLUGANDPLAY BERLIN

PLUGANDPLAY STUTTGART

PLUGANDPLAY FRANKFURT

PLUGANDPLAY SILICON VALLEY

PLUGANDPLAY CLEVELAND

PLUGANDPLAY NEW YORK

PLUGANDPLAY ARKANSAS

PLUGANDPLAY GUADALAJARA

PLUGANDPLAY ABU DHABI

PLUGANDPLAY TOKYO

PLUGANDPLAY BEIJING

PLUGANDPLAY SHANGHAI

PLUGANDPLAY SHENZHEN

PLUGANDPLAY HANGZHOU

PLUGANDPLAY SUZHOU

PLUGANDPLAY CHONGQING

PLUGANDPLAY ZHENGZHOU

PLUGANDPLAY XI'AN

PLUGANDPLAY JAKARTA

PLUGANDPLAY SINGAPORE

# PNP favicon

The “favicon” refers to Plug and Play and should only be used as the icon for the Plug and Play website.

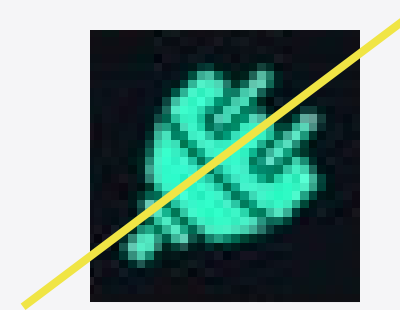
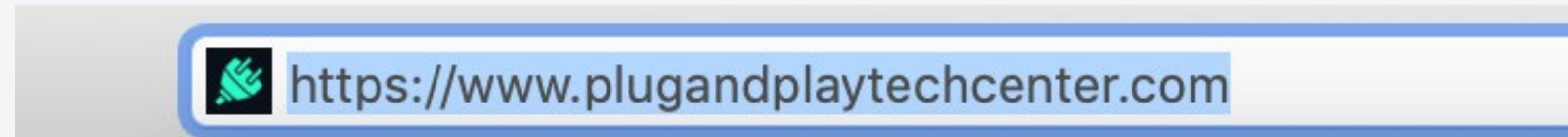
There are two versions of the Plug and Play favicon (PNP glyph): The dark blue (positive) version should be used on white or light colored backgrounds. The white (negative) should be used on dark blue or other dark backgrounds.

Its size can be adjusted to accommodate different operating system requirements.

Modifications: You should never stretch, alter or manipulate the Favicon.

Use the favicon exclusively to refer to:

- PNP webpage
- Content that originates from PNP website

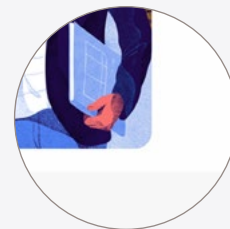


# PNP website look & feel and corporate elements

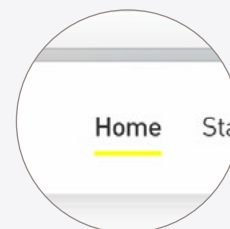
We are aiming to have a stronger PNP brand awareness to help us achieve better brand recognition, loyalty and brand affinity within the industry.

For this we would need to ensure that our marketing material is consistent across print and digital and even at our event spaces. This means ensuring our message is communicated effectively and presented accordingly.

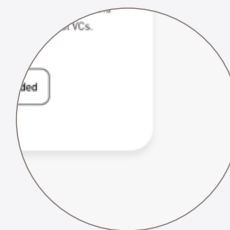
We are using the website look & feel to set up the base of all our corporate elements.



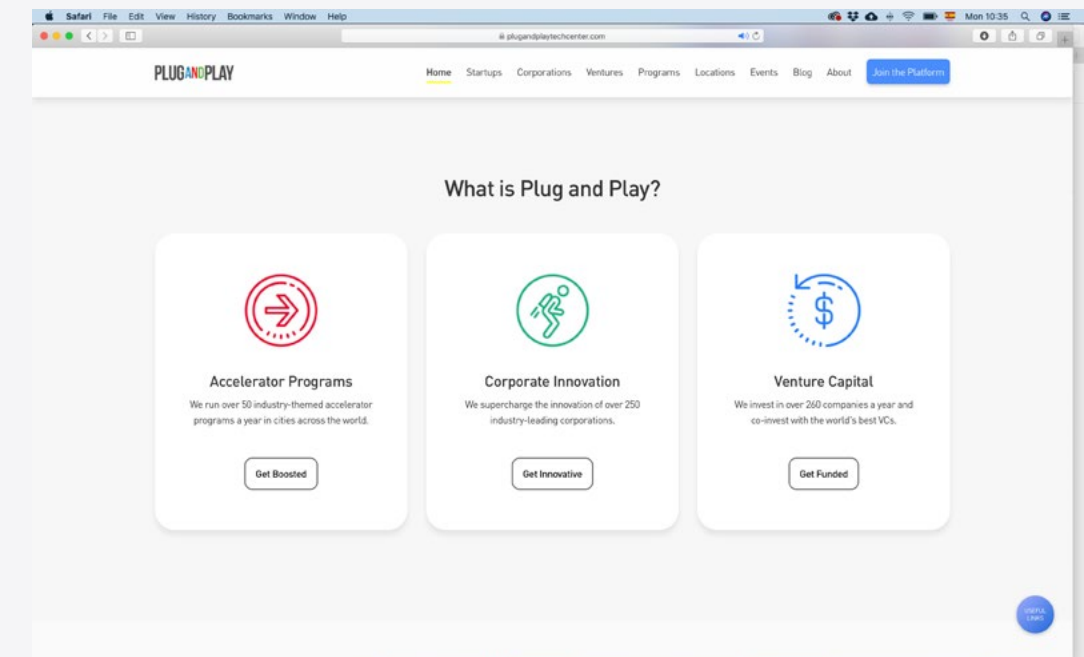
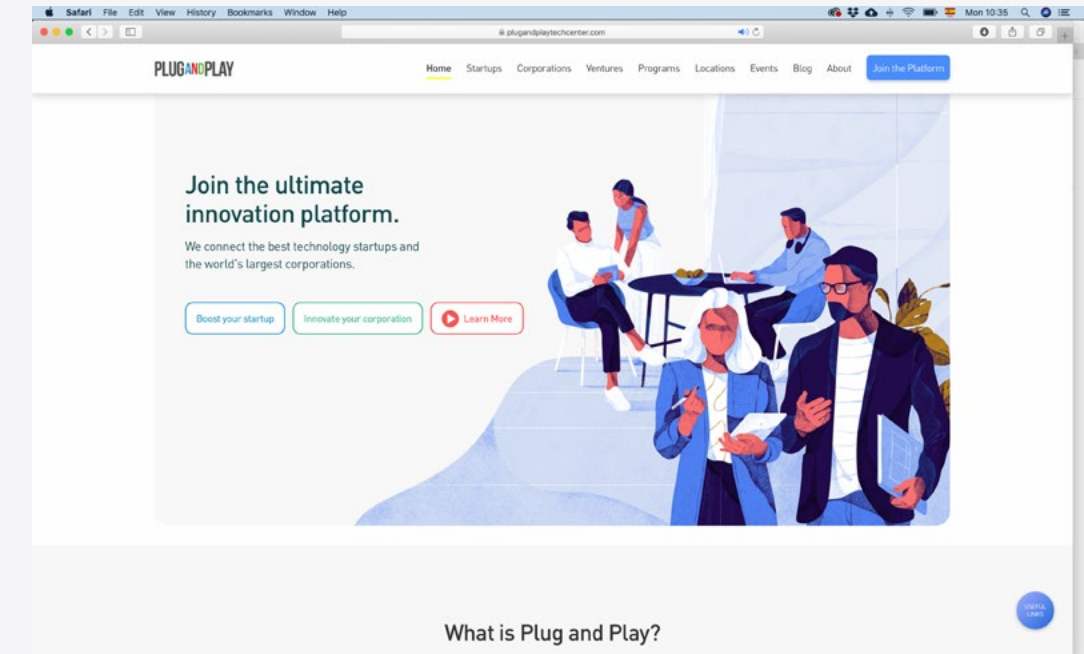
Rounded corners



Yellow underline



Drop shadow



# Corporate elements usage

## Rounded corners

Rounded corners should be consistent (the term radius refers to the distance from the center of a circle to the perimeter of the circle - in other words, the radius is one half of a circle's diameter).

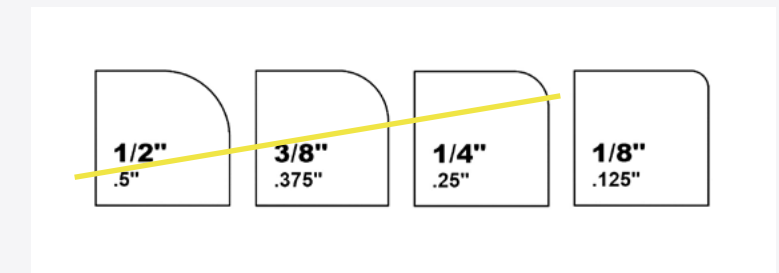
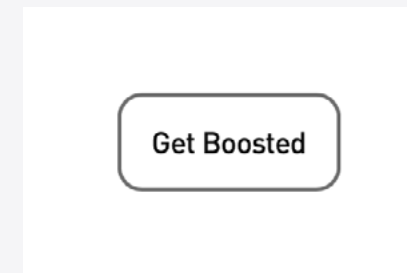
Please be sure we use the same attributes throughout all our assets.

## Drop shadow

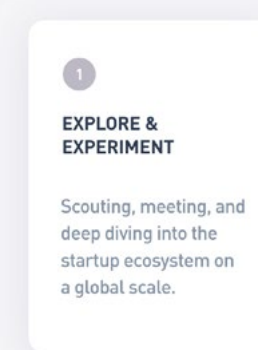
A shadow is a result of the virtual light from above. A soft shadow surrounds a material element lightly on the top and left, and with slightly more emphasis below and to the right of the element.

## Underline

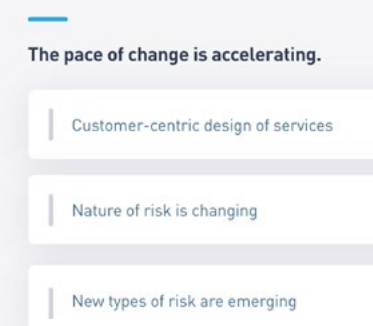
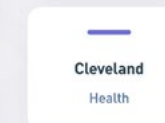
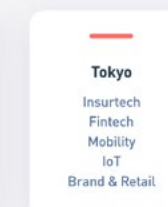
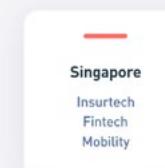
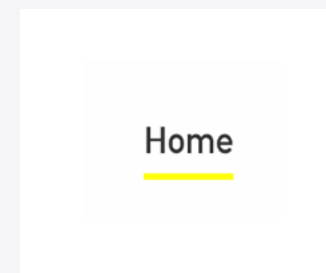
Underlined text is commonly used to help draw attention.



**Rounded corners:** Radius choice will be 1/8”



**Drop shadow metrics:** Opacity: 14% | Offset: 0pt | Blur: 14pt



## Underline / line

Our “underline” element is flexible - acting more as a versatile item that supports the different layouts. We can have different colored “underlines”, depending on final usage/vertical.

# PNP color palette: Logo

Color is among the most recognizable and unifying elements in our visual identity.

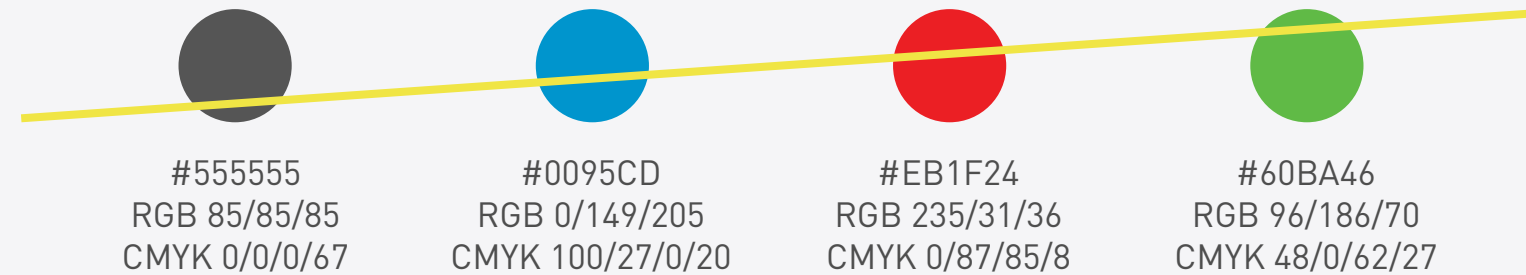
An intentional and thoughtful color palette is a critical component in the expression of the Plug and Play brand. Color adds dimension and visual interest, helping to communicate personality and emotional intent.

By leveraging our signature new dark blue above all other colors, we extend our brand equity and maintain continuity across all properties.

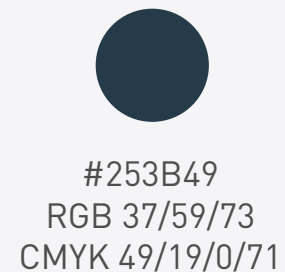
## Dark blue colors

Our new Dark Blue (from mid 2019 onwards) was picked to be one of the most recognizable brand elements, and we use it as a primary color in all communication pieces.

## Logo color palette - obsolete



## Logo color palette (mid 2019) - PNP Dark Blue



# PNP color palette: Secondary colors

PNP secondary color palette, together with the PNP verticals color palette (please see next page) complements the PNP Dark Blue, bringing additional vibrancy and energy to applications, while staying close to established equity.

As a general rule of thumb, PNP Dark Blue (previous page), PNP secondary color palette and PNP vertical color palette should always be given more surface area than other colors in any given layout.

## Neutral colors

Black and other dark tones work best when used for text, as they improve readability and accessibility to digital text.

## Secondary brand colors



#F0E545  
RGB 240/229/69  
CMYK 0/5/71/6



#6C6CD0  
RGB 108/108/208  
CMYK 48/48/0/18

## Background brand colors



#F5F5F7  
RGB 245/245/247  
CMYK 1/1/0/3



#FBFAFA  
RGB 251/250/250  
CMYK 0/0/0/2

## Light background colors

Grey light background tones give warmth and visual interest to otherwise plain white backgrounds.



# PNP color palette: Verticals

Add color thoughtfully

Proper color application can  
make all the difference when it  
comes to impactful design.

Be mindful with color usage,  
making sure to keep best  
practices in mind.

<div>VENTURES</div> <div></div> <div>#253B49 RGB 37/59/73 CMYK 49/19/0/71</div>	<div>VAPETECH</div> <div></div> <div>#6C6C6E RGB 108/108/110 CMYK 2/2/0/57</div>	<div>INSURTECH</div> <div></div> <div>#7E293E RGB 126/41/62 CMYK 0/67/51/51</div>	<div>RETAIL</div> <div></div> <div>#E54A41 RGB 229/74/65 CMYK 0/68/72/10</div>	<div>HEALTH</div> <div></div> <div>#F09837 RGB 240/152/55 CMYK 0/37/77/6</div>		
<div>TRAVEL</div> <div></div> <div>#FFCC04 RGB 255/204/4 CMYK 0/20/98/0</div>	<div>ENERGY</div> <div></div> <div>#AFC800 RGB 175/200/0 CMYK 12/0/100/22</div>	<div>FOOD</div> <div></div> <div>#1E862F RGB 30/134/47 CMYK 78/0/65/47</div>	<div>IOT</div> <div></div> <div>#135A2E RGB 19/90/46 CMYK 79/0/49/65</div>	<div>CYBERSECURITY</div> <div></div> <div>#33CFA1 RGB 51/207/161 CMYK 75/0/22/19</div>		
<div>REAL ESTATE</div> <div></div> <div>#4EACC1 RGB 78/172/193 CMYK 60/11/0/24</div>	<div>MOBILITY</div> <div></div> <div>#398190 RGB 57/129/144 CMYK 60/10/0/44</div>	<div>SMART CITIES</div> <div></div> <div>#008FE0 RGB 0/143/224 CMYK 100/36/0/12</div>	<div>SUPPLY CHAIN</div> <div></div> <div>#32749A RGB 50/116/154 CMYK 68/25/0/40</div>	<div>FINTECH</div> <div></div> <div>#4777E5 RGB 71/119/229 CMYK 69/48/0/10</div>	<div>ENTERPRISE 2.0</div> <div></div> <div>#B894D1 RGB 184/148/209 CMYK 12/29/0/18</div>	<div>NEW MATERIALS</div> <div></div> <div>#4F3371 RGB 79/51/133 CMYK 30/55/0/56</div>

# PNP color palette: Illustrations

Our illustrations should reflect each Plug and Play vertical in a very original way - reinforcing that Plug and Play is the ultimate innovation platform.

This color palette is integrated and complements the authenticity when incorporating our illustrations in our designs.

For other graphic representations, as charts and graphs, our signature PNP Dark Blue should be predominantly used, together with our vertical color palette and the light backgrounds.

## Main illustration colors



#91AFF3

RGB 145/175/243


CMYK 40/25/0/0



#4F81F3

RGB 79/129/243

CMYK 69/50/0/0



#210B4B

RGB 33/11/75

CMYK 97/100/30/44



#F97272

RGB 249/114/114

CMYK 0/70/46/0



#B57F1F

RGB 181/127/31

CMYK 27/49/100/8



#1E3E89

RGB 30/62/137

CMYK 100/89/14/2


## Secondary illustration colors



#9B3A59

RGB 155/58/89

CMYK 33/88/48/15



#99BEFE

RGB 153/190/254

CMYK 36/18/0/0

## Background illustration colors



#E3E9F6

RGB 227/233/246

CMYK 9/5/0/0



#D3DEF4

RGB 211/222/244

CMYK 15/8/0/0



#F7F7F7

RGB 247/247/247

CMYK 2/1/1/0



#FFFFFF

RGB 255/255/255

CMYK 0/0/0/0

# PNP color palette:

## Text

Please, never use black in our body text. Always use this PNP color to be consistent.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec gravida turpis at vulputate. Curabitur fringilla, augue ac vestibulum vulputate, velit magna vehicula nibh, vel vulputate turpis dolor at odio. Proin sit amet sem eu tortor accumsan accumsan. Phasellus venenatis maximus pharetra. Sed lobortis hendrerit eleifend. Sed volutpat finibus bibendum. Nunc vehicula leo neque, et consequat mi bibendum in puribus. Etiam sit amet elementum orci. Fusce at placerat mi, et pulvinar massa natural. Fusce mauris ex, dictum in aliquet at, rhoncus eu justo. Nullam accumsan odio quis posuere tincidunt. Cras venenatis porta orci id porta.”



#313C51  
RGB 49/60/81  
40/26/0/68

# Typography: PNP brand

Plug and Play utilizes our established brand typeface, Bebas Neue, to promote cohesion across our audience.

Applying a refreshed, custom treatment to this font in the monochrome updated PNP brands makes it an ownable yet familiar element with the design system.

This typography is used exclusively for our logos.

**IMPORTANT NOTE: This font is used exclusively for our logos. Please, do not use it anywhere else. Contact the marketing team for any logo request you might have.**

**PLUGANDPLAY**

Bebas Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

# Typography: Primary typography

Din Pro is the typeface used across all products at Plug and Play. Din Pro a contemporary, sans serif typeface.

**IMPORTANT NOTE: Mono RGO Pro is used only at the Expo Day communication. Please, do not use it anywhere else.**

Din Pro

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

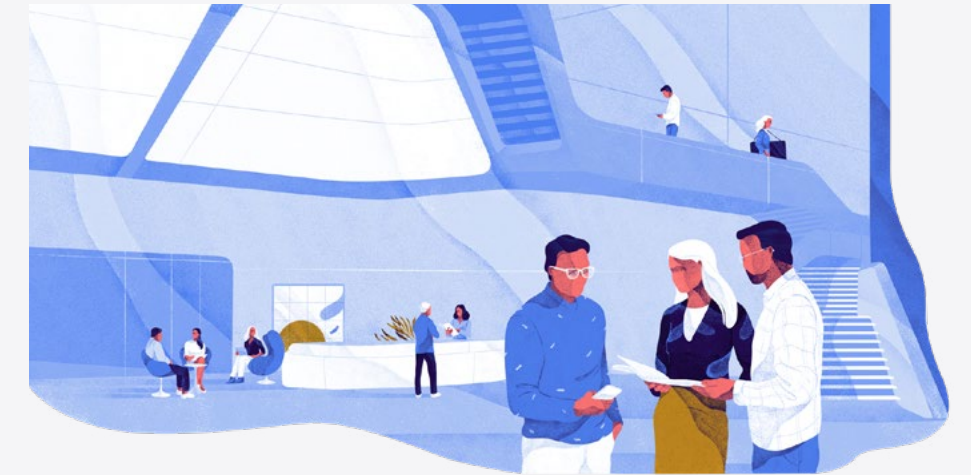
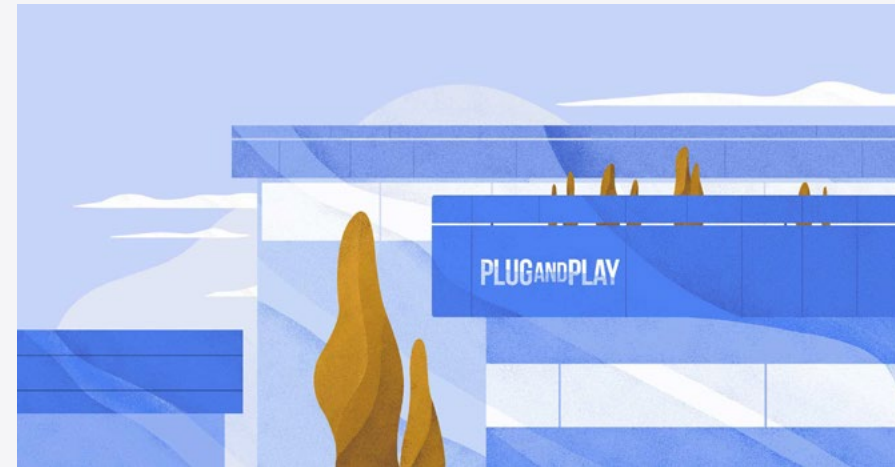
Mono RGO Pro

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

# Illustration library: PNP generic

Our illustrations should reflect each Plug and Play vertical in a very original way, reinforcing that Plug and Play is the ultimate innovation platform.

We have a deep understanding of innovation in the industry, so the point of view from the illustrations and the way our characters are illustrated is fresh and unconventional.

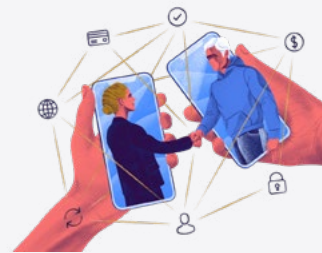




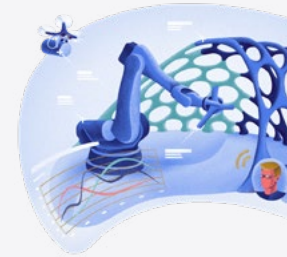
# Illustration library: Verticals

Our illustrations should reflect each Plug and Play vertical in a very original way, reinforcing that Plug and Play is the ultimate innovation platform.

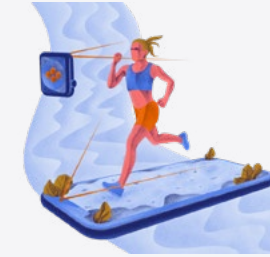
We have a deep understanding of innovation in the industry, so the point of view from the illustrations and the way our characters are illustrated is fresh and unconventional.



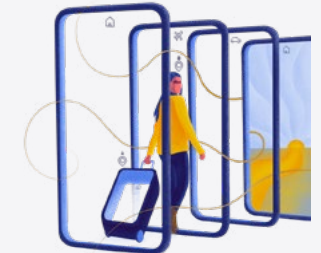
Fintech



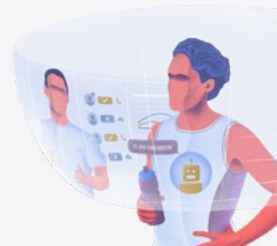
Real Estate



Health



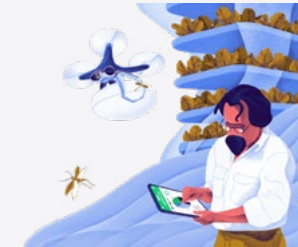
Travel



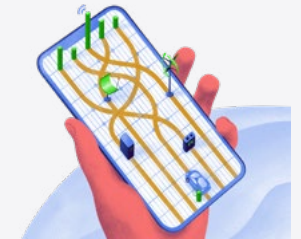
Enterprise 2.0



Mobility



Food



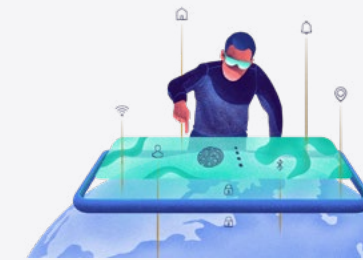
Energy



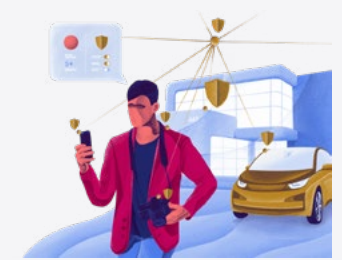
IOT



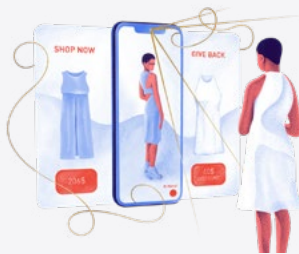
Supply Chain



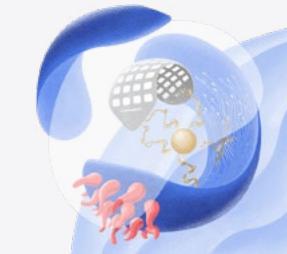
Cybersecurity



Insurtech



Retail



New Materials

# Illustration library: Location

We know how important is to feel local, this is the reason for us to build also a specific illustration per region.

The illustrations feel genuine because we try to capture the essence of each region.



Europe



APAC

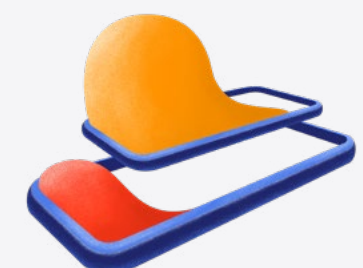
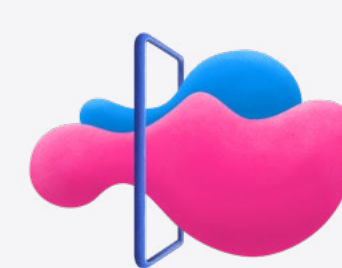
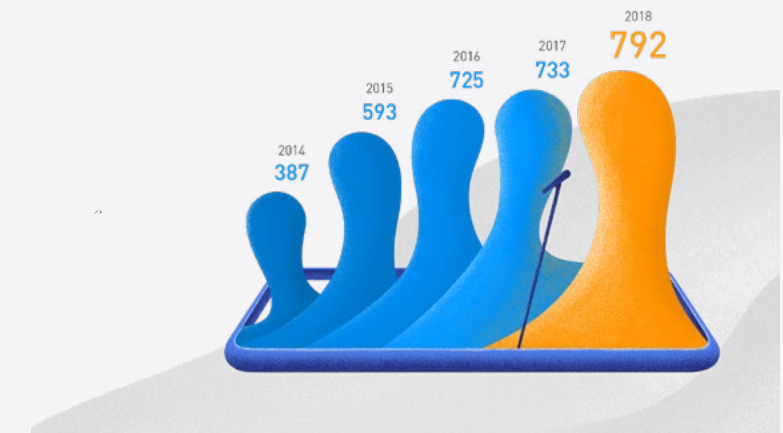
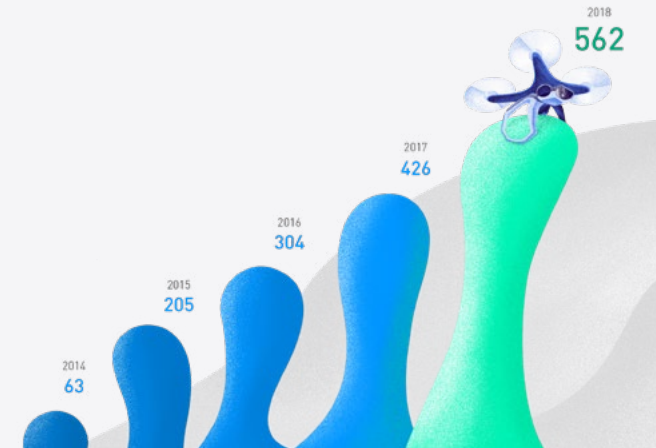
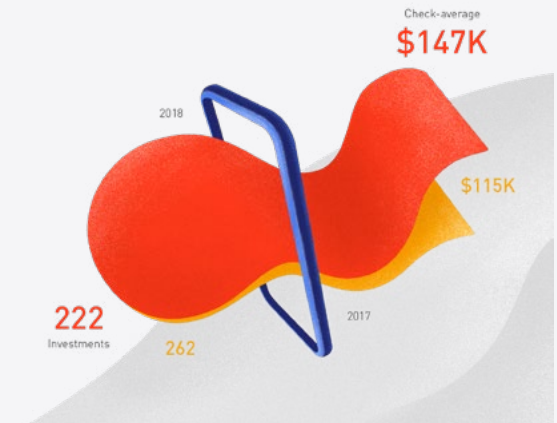
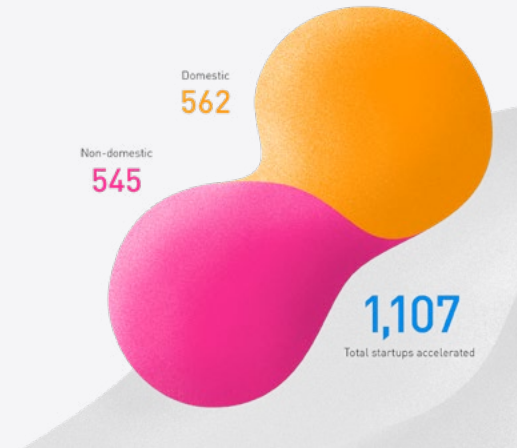


# Illustration library: Annual Report

Our brand is predicated on being real. In turn our language must also be real. We're fueled by insights, and everything we say is supported by research.

Being real means showing corporate partners and start-ups we understand and care about their needs. It means speaking clearly and simply, and offering valuable insights. It means being worthy of trust. When we're real, people will connect with what we're saying. And that's what this Company Annual Performance Report is really after: trustable insights.

These illustrative reports bring those insights to life, making all the heavy data digestible and easy to consume.



# Illustration library: Non-literal

Non-literal illustrations should remain secondary to PNP-generic, vertical, or location illustrations in the visual hierarchy.

These illustrations are integrated with a similar look and feel to support the authenticity of the design.



# Icons: Vertical iconography

Graphic elements create a complete system that is unique to our brand. We have specific icons for specific verticals.

\*Icons may vary over time.



Brand & Retail



Cybersecutiry



Fintech



Food



Energy



Enterprise 2.0



Health



IoT



Insurtech



Mobility



New Materials



Real Estate



Supply Chain



Smart Cities



Travel

# Plug and Play identity overview



In 2019 we are introducing a new Plug and Play rebranding. Part of our main focus is to find solutions that help us all to maximize consistency throughout all the different brand and branding assets. Therefore, most of the graphic assets would have a Global PNP look and feel from now on. This will eventually help us to build a strong PNP brand awareness, more brand recognition, loyalty and brand affinity.



WIP

# Global design elements overview



\*Updated images coming soon!

# Global design elements: Email Signature

Having an email signature is like handing a person a business card every time we send an email.

We want it to look professional and show our company's personality.

We also care about driving traffic to our newsletters. This is the reason we have developed a series of email signature banners - an image to be placed at the end of our email signature to ensure we benefit from their huge CTR.

Email signatures can be an extremely valuable tool and very simple to implement.

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Graphic Design and Creativity / Digital Marketing Team

**PLUGANDPLAY**

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Website: [plugandplaytechcenter.com](http://plugandplaytechcenter.com)

**Alex Tomás**

Digital Marketing Manager / Marketing Manager EMEA

**PLUGANDPLAY**

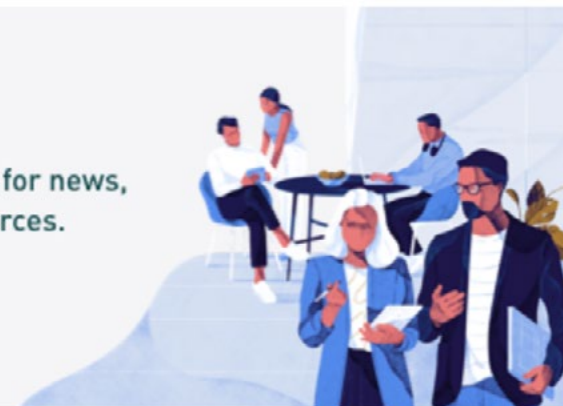
Cell: +34 680 585 207

Website: [plugandplaytechcenter.com](http://plugandplaytechcenter.com)

**PLUGANDPLAY**

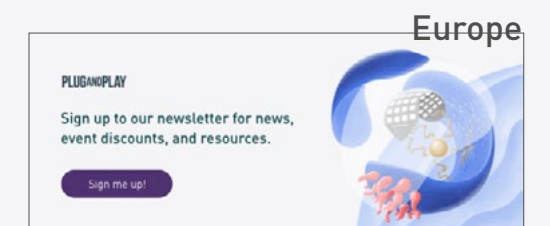
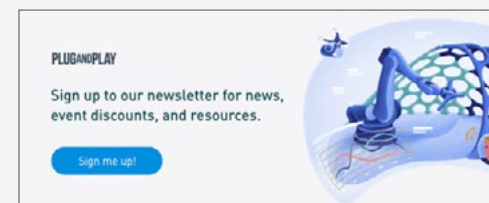
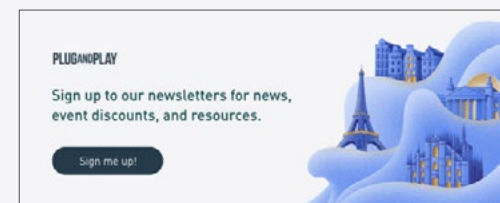
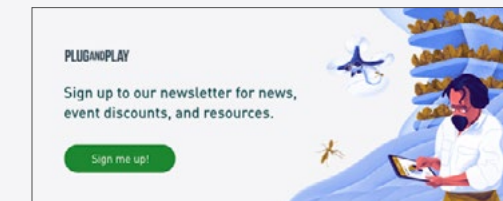
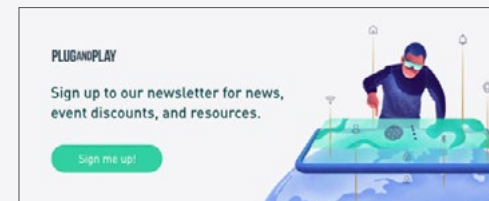
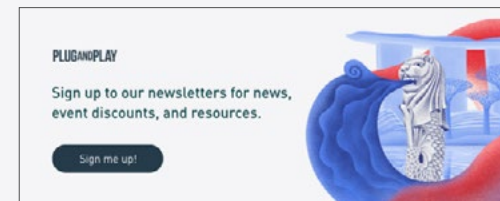
Sign up to our newsletters for news,  
event discounts, and resources.

Sign me up!

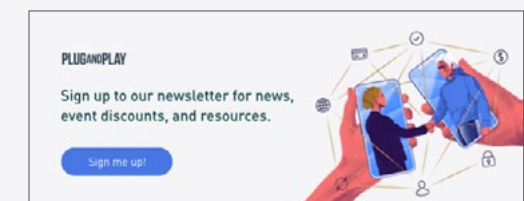
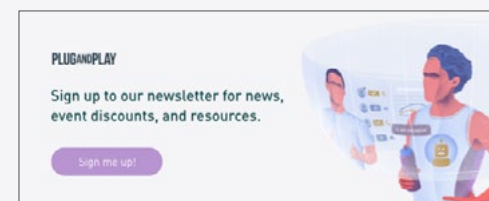
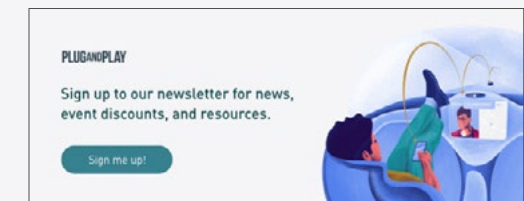
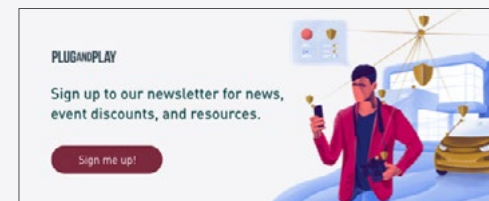




# Global design elements: Email Signature Banners



Europe



PNP-generic

Location

Verticals



# Global design elements: Business Cards

As business cards are part of an introduction, they are important for making a favorable first impression.

Business cards can also enhance credibility, as they can create a sense of professionalism and legitimacy for our company.

As business cards are often handed to new contacts, they can provide numerous opportunities to promote our business in a creative manner.



# Global design elements: Rollup banners

Roll Up Banner Stands, also known as Roller Banners or Pull Up Banners, are an important resource for Plug and Play to stand out at our events. They can be used to dress and make a big impact in your offices.

One way of ensuring our Roll Up Banners will make an impact is by getting the design right. A banner stand should be treated like any other part of our marketing strategy.

We have created a PNP generic designs, together with new designs for the different verticals. Vertical material later in this document.



# Global design elements: Brochure

Every one of our brochures tells a story designed to strengthen the relationship between our company and our audience. We should strive ourselves to build our audience a cohesive brand identity that carries across various marketing media, including our brochures.

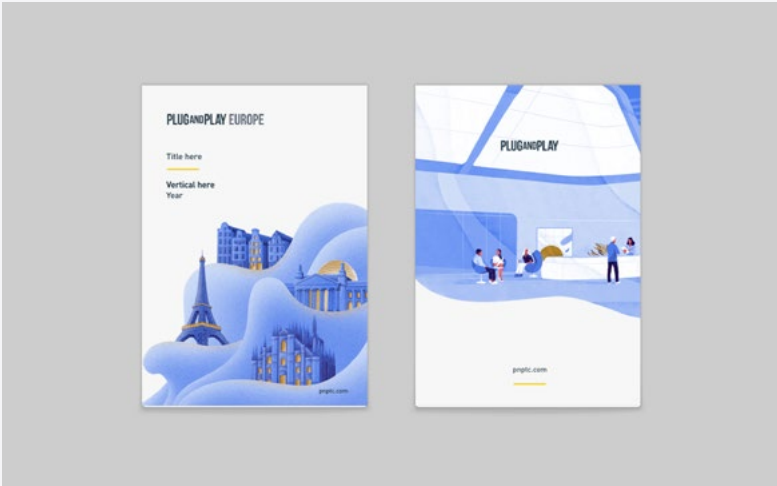
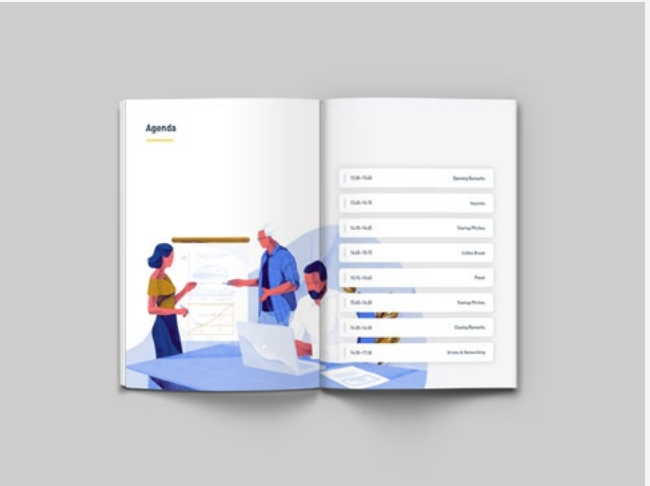
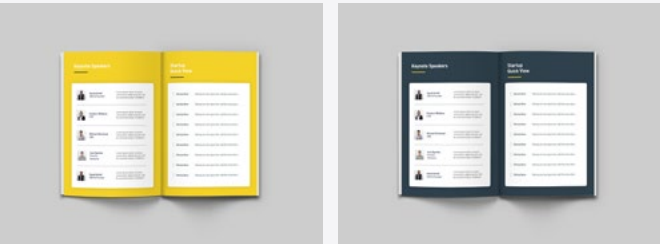
To maintain consistency, we have designed a generic piece that will become part of a broader whole, an new on-brand global Plug and Play brochure design.



# Global design elements: Brochure

These global brochures - which will have a customized cover by location - follow the global brand color palette as part of the identity.

Following our new PNP brand color palette, the usage of any of the secondary colors will be used as part of the identity. This will help to make the difference when it comes to impactful design. These colors will be used as a background to divide and highlight different sections of the printable assets.



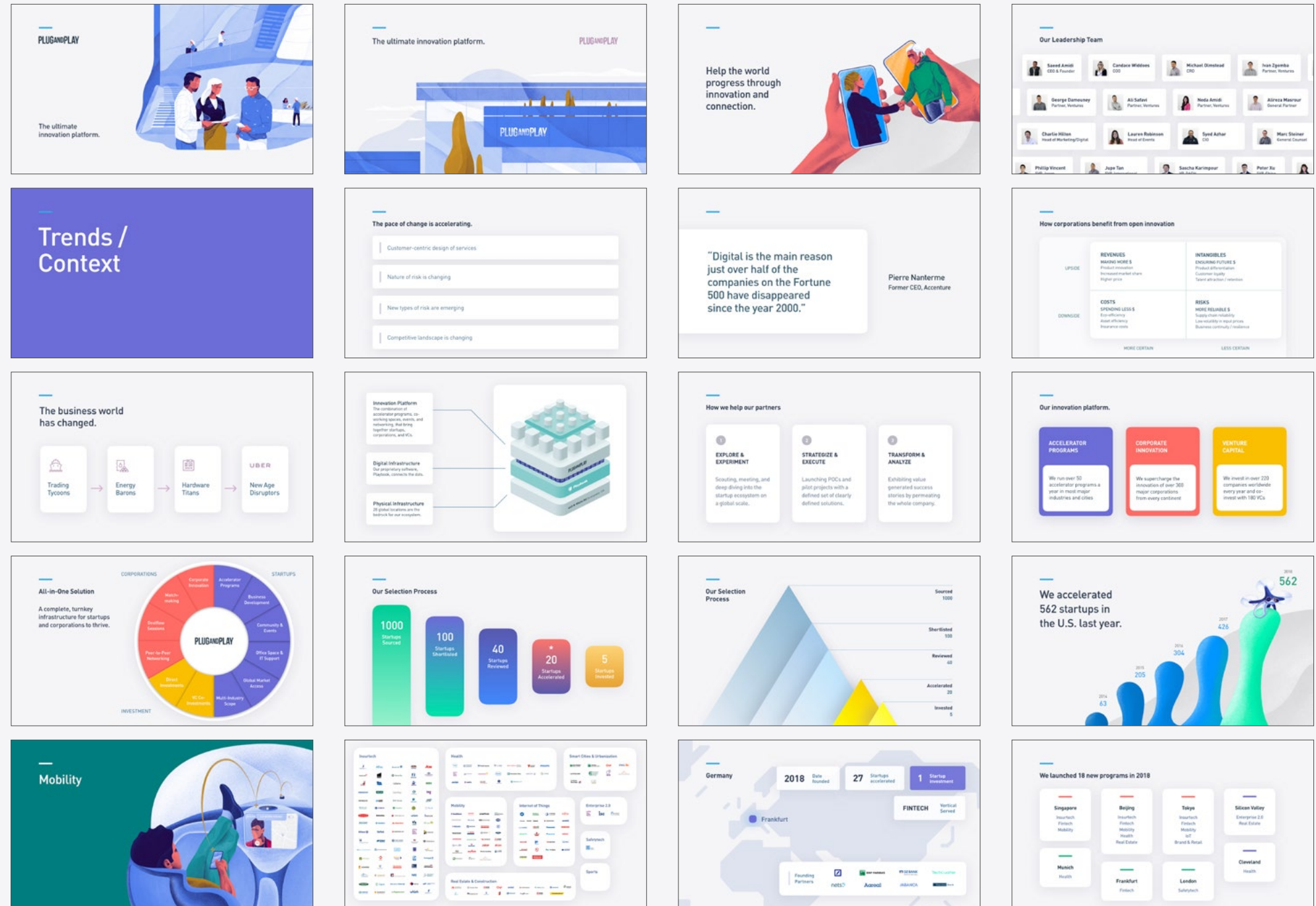


# Global design elements: Global Splash presentation deck

As we are aiming to have a stronger PNP brand awareness, a new global splash presentation deck has been produced.

Both the narrative and the content have been selected very carefully to ensure it contains all the necessary core information to present and introduce our mission and objectives. It is divided by verticals to ensure all the specific needs are covered.

The new look and feel is fresher, brighter and on-brand. Maximizing brand consistency, the new Splash deck presentation design looks, sounds and feels like Plug and Play.



# Global design elements: Global performance report

Our Company Performance report enables us to link our operational activity with decision making to attain our strategy.

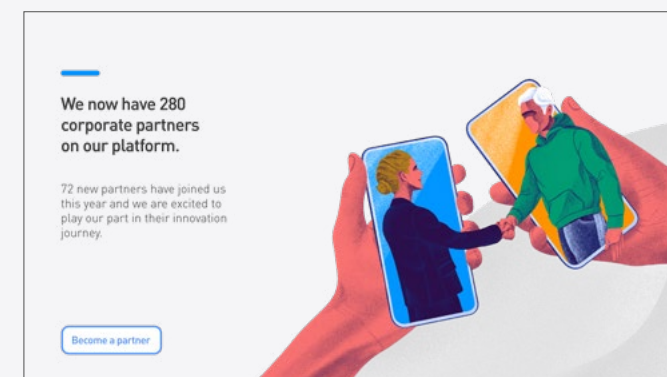
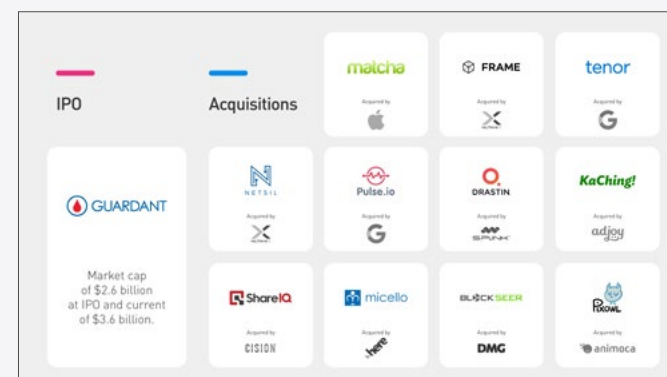
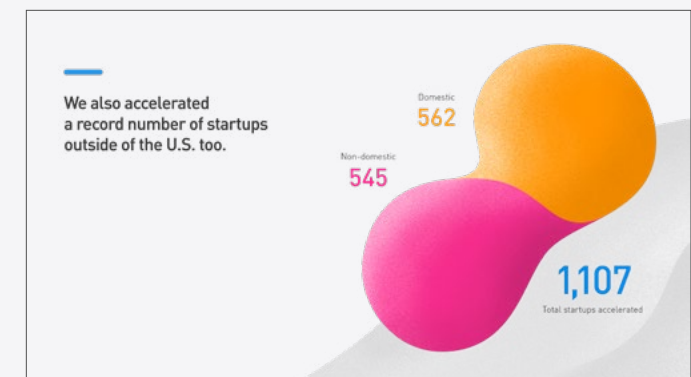
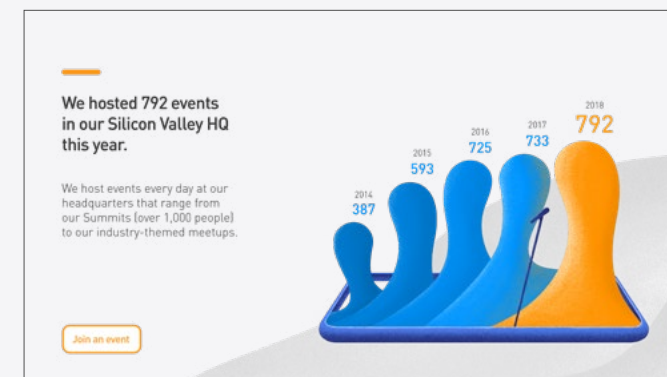
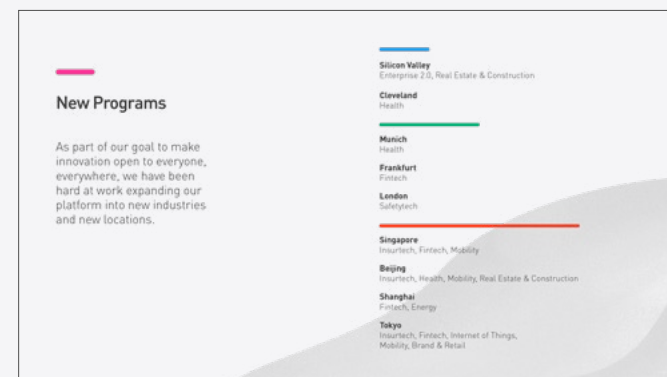
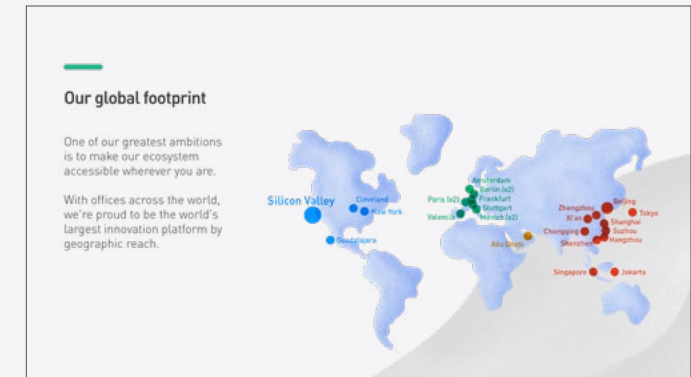
It has a remarkable illustration and design maximizing our on-brand style.



By being part of the Plug and Play ecosystem you are joined by some of the world's brightest minds and greatest innovators.

With that in mind, we spent much of 2018 improving your proximity to our platform, services, and members wherever you are in the world.

With more companies invested in and accelerated, more private dealflow sessions, and bigger and better events, we are making strong progress towards being your ultimate innovation platform.



# Verticals identity overview

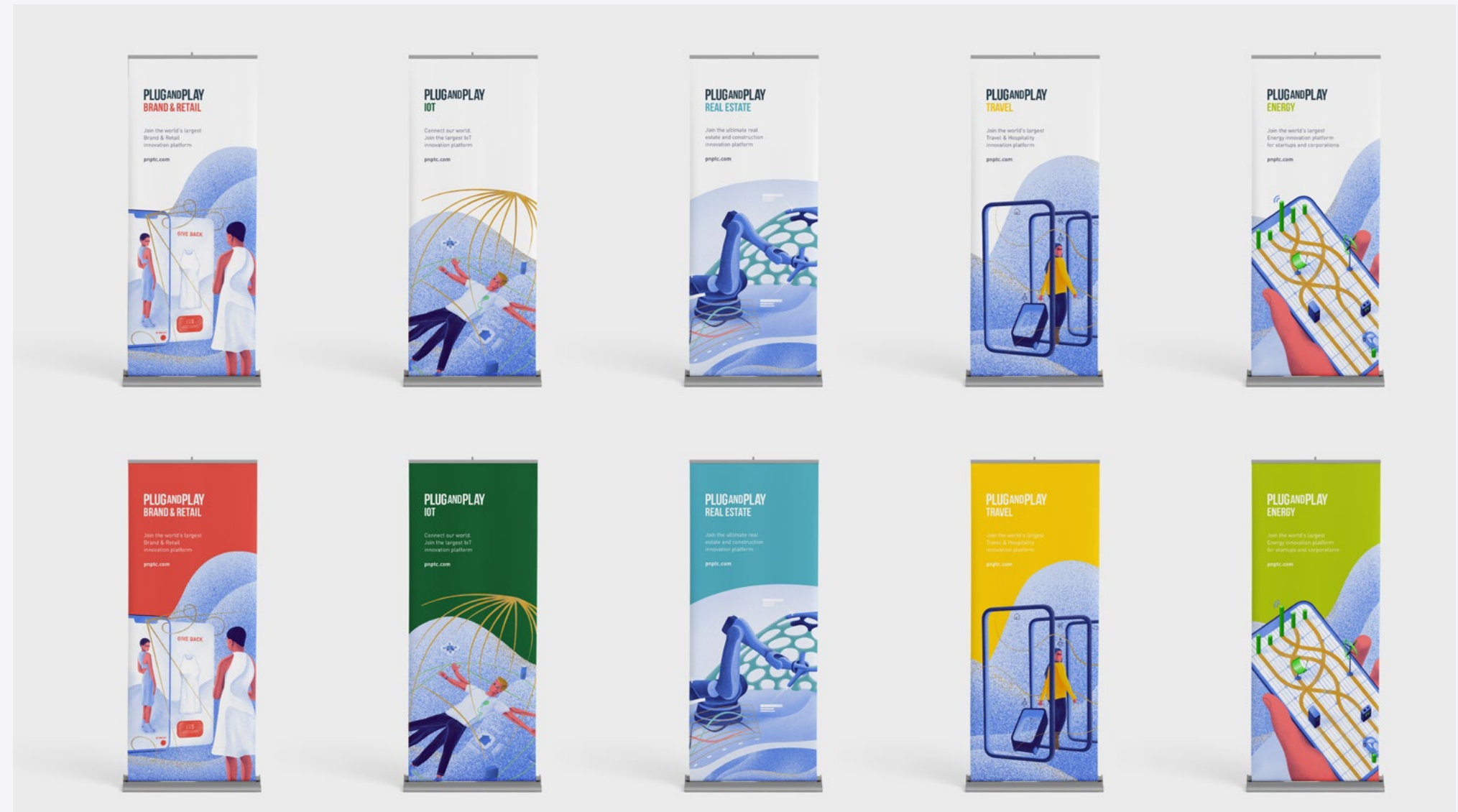




# Vertical design elements: Rollup banners

Roll Up Banners can help us establish our brand and make our company's verticals more easily identifiable. By including our vertical's logo and slogan we help to reinforce our brand with everyone who views our roll up banners.

We have created also a PNP generic designs, please see page 34 for this material.



Following our vertical brand strategy - in where we have a specific color palette as part of the identity of each vertical - we have created a second design version of the vertical Roll Up Banners highlighting the vertical color. This will help to make the difference when it comes to impactful design. Be mindful with color usage, making sure to keep the best practices in mind.



# Vertical design elements: brochure

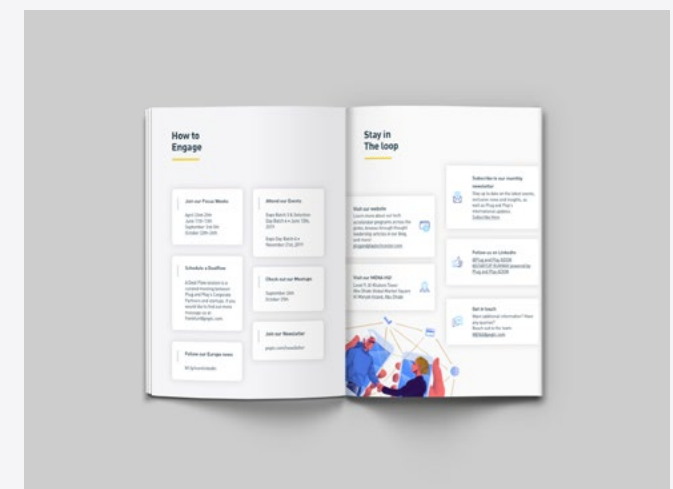
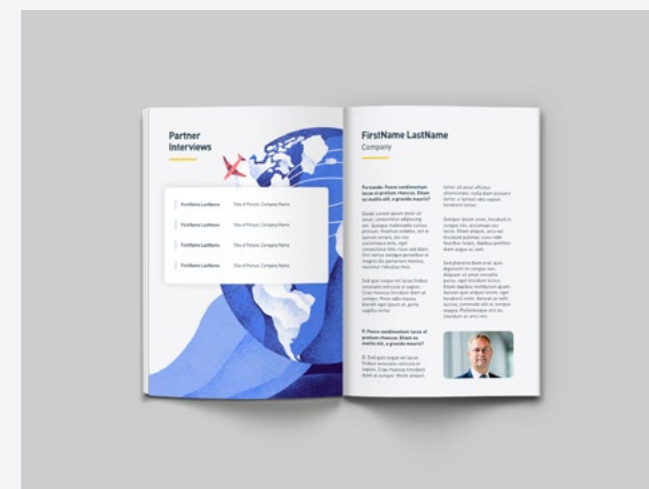
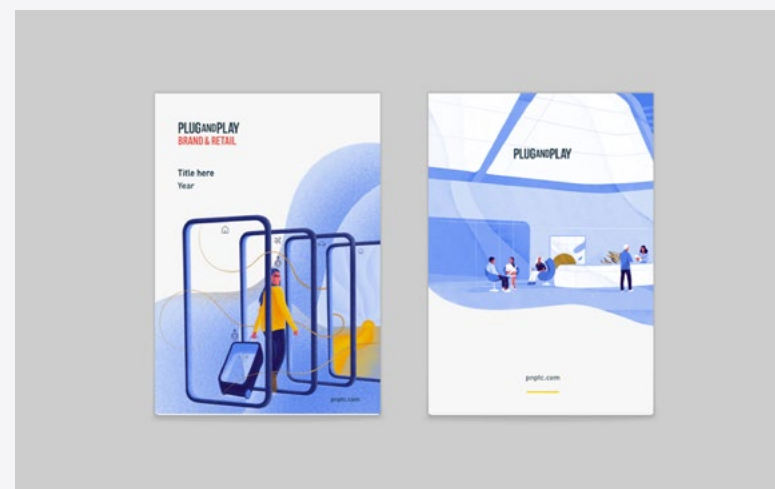
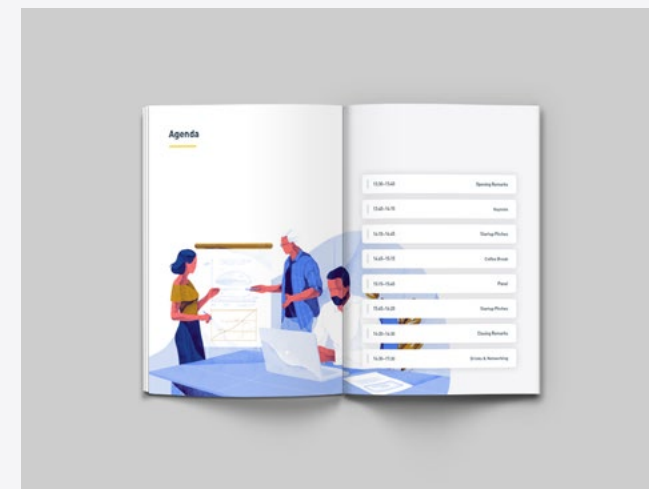
Every one of our brochures tells a story designed to strengthen the relationship between our company and our audience. We should strive ourselves to build our audience a cohesive brand identity that carries across various marketing media, including our brochures.

To maintain consistency, we have an on-brand new brochure design per each vertical (in addition to our generic global Plug and Play brochure).



# Vertical design elements: brochure

Following our vertical brand strategy - in where we have a specific color palette as part of the identity of each vertical - these vertical brochures will use their vertical color palette as a background to divide and highlight different sections.



**POC**



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