



Marketing Guidelines

Version 3.2 | April 2024



How to use these guidelines

These guidelines contain all of the information you need to successfully portray the NavVis brand in your communications. Practical examples are provided in the following pages to help you give our brand the care it deserves.

If you have any questions, please don't hesitate to reach out to us at: marketing@navvis.com.

Table of Contents

	NAVVIS CORPORATE IDENTITY	4		NAVVIS PARTNER CO-BRANDING	13
	Company description	5		Marketing materials overview	14
	Styleguide	6		NavVis marketing material	15
	Logo	6		NavVis brochures	16
	Logo clear space	7		NavVis advertisements	17
	Logo don'ts	8		NavVis event materials	18
	Color system	9		NavVis presentations	19
	Typography	10		NavVis VLX co-branding	20
	Graphic element	11		Partner promotional material	21
	Product overview	12		Partner badges	22
				Partner advertisements	23
				Partner event materials	24
				Partner presentations	25
				Partner websites & URLs	26
				Social media	27
				Use of NavVis video	29
				Use of NavVis images	30
				MARKETING & BRANDING TERMS	31

Marketing Guidelines

NavVis Corporate Identity

Company description

Styleguide

Product overview

Company description

When describing or referring to NavVis on your marketing channels, please refer to our official company descriptions.

official company description

BUILD BETTER REALITY — Bridge the gap between the physical and digital worlds through reality capture technology that provides the digital foundation for the world you want to live in. We supply fast, reliable spatial data to service providers and enterprises seeking to capture photorealistic digital twins of the built environment. And our digital factory solutions enable greater organizational operability, productivity, agility, and profitability. Headquartered in Munich, Germany, and with offices in the United States, the United Kingdom, and China, NavVis serves global customers across the surveying, AEC, and manufacturing industries. Learn more at www.navvis.com.

official company description (short version)

BUILD BETTER REALITY — Bridge the gap between the physical and digital worlds through reality capture technology that provides the digital foundation for the world you want to live in.

Logo

The NavVis logo is a visual representation of our brand and consists of a typographic letter form of the word “NavVis”. It is not permitted to alter the NavVis logo in any way. All NavVis clients and partners are required to comply with the following usage specifications at all times. “NavVis” and the NavVis logo are a trademark of the NavVis company.

Alternate versions

In addition to the primary gray and blue NavVis logo, there is also a reverse white and blue color variation, which is the correct choice when using the logo on dark backgrounds. If appropriate, a partner’s corporate color may be used as the background color when using this reverse version.

All logo variations are available in versions suitable for web (digital) applications and for print applications.



Logo clear space

In order to ensure easy readability of our logo, a minimum space area around the logo must be respected at all times. This clear space is equivalent to the height of the letter “N”.

Combining the NavVis logo with multiple logos
When including the NavVis logo among a collection of other logos (for example, when displaying a list of corporate partners) all logos must appear the same size, with equal distance between them. The NavVis logo shall be center-aligned either horizontally or vertically with the other logos.



Logo don'ts

We've taken great care in crafting our logo. Do not modify, change or otherwise alter any of the logo elements (color, typeface, proportion, etc.)

- don't distort or compress the logo
- don't change the logo typeface
- don't rearrange the logo elements in any way
- don't alter the colors of the logo
- don't use the logo as text
- don't place the logo on a busy background
- don't apply any effects to the logo
- don't outline the logo
- don't tilt or rotate the logo

logo misuse examples



Color system

The primary colors associated with the NavVis brand are NavVis Blue and NavVis Grey. These two colors are often used in combination with a neutral color (ex: white), and optionally, also with an accent color. Only one additional accent color may be used at a time, and only at a proportion below 10% of the overall design. It is not necessary to include an accent color.

The **NavVis Digital Blue** is only used for digital media: websites, presentations, apps., etc. The NavVis Grey, the NavVis accent colors, and white can be used for both digital and print media.

The **NavVis Print Blue** is used for all printed materials like brochures, letterheads, case studies or trade show booths and swag.

Always use **NavVis Grey** for the main typography. The use of pure black is not part of the NavVis color system.

main colors

RGB

25, 121, 228

HEX

#1979E4

NavVis Digital Blue

RGB

53, 52, 54

CMYK

0, 0, 0, 93

HEX

#353436

NavVis Grey

CMYK

90, 47, 0, 0

HEX

#0072BA

NavVis Print Blue
(for printed materials only)

accent colors

RGB

17, 46, 79

CMYK

100, 71, 0, 66

HEX

#112E4F

NavVis Dark Blue

RGB

31, 225, 121

CMYK

66, 0, 61, 0

HEX

#1FE179

NavVis Green

RGB

248, 9, 69

CMYK

0, 100, 62, 0

HEX

#F80945

NavVis Red

RGB

255, 205, 14

CMYK

0, 15, 100, 0

HEX

#FFCD0E

NavVis Yellow

Typography

NavVis uses the typeface **Poppins** for header text in both digital and print media, and always in combination with the typeface Open Sans.

A highly legible typeface on screen and at small sizes, **Open Sans** is the best choice for body text, and should be used for its intended purpose whenever possible.

The typeface **Noto Sans** is available in a wide variety of scripts and is appropriate for foreign characters.

If none of these fonts are available, then the **Arial** typeface may be used.

header typeface

Poppins

Poppins Light
Poppins Semibold

The five boxing wizards jump quickly.
The five boxing wizards jump quickly.

body text typeface

Open Sans

Open Sans Regular
Open Sans Bold

The five boxing wizards jump quickly.
The five boxing wizards jump quickly.

foreign character typeface

Noto Sans

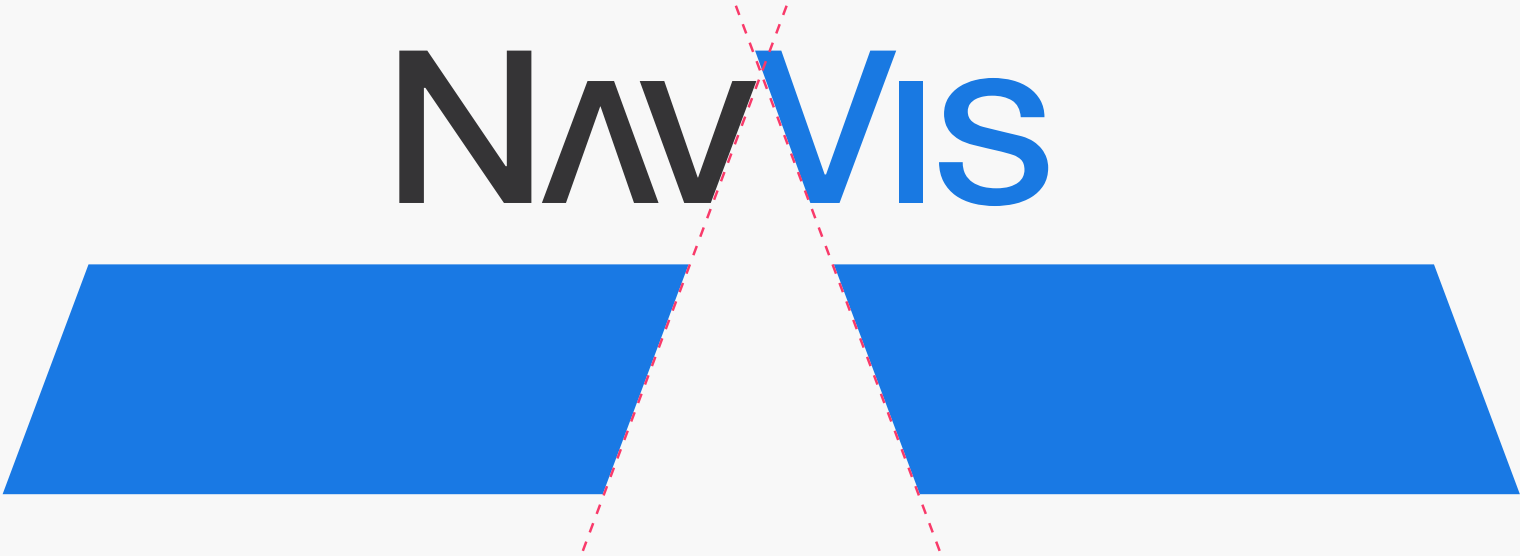
Noto Sans SC Regular
Noto Sans SC Bold

五个快速向导迅速跳转。
五个快速向导迅速跳转。

Graphic element

The angled shape is derived from the angle of the two “v”s in the NavVis logo. It is a parallelogram with a skew angle of 20.5°. This graphic element can be used as an overlay or to separate elements.

graphic element



example application



Product overview

When communicating product names externally, always use the full product names. This includes “NavVis” at the beginning.



NavVis VLX

The NavVis VLX is a wearable mobile mapping system that enables high-quality reality capture in most complex environments such as construction sites, staircases and technical rooms.

Social Media: **#NavVisVLX**



NavVis IVION

NavVis IVION, formerly known as NavVis IndoorViewer, is a supercharged new platform for owners, operators and contractors to transform buildings and assets into web-based intelligent spaces. Turn your reality capture data into an accessible digital twin for smart collaboration and decision making, and close the gap between the physical and digital world.

Social Media: **#NavVisIVION**

Marketing Guidelines

NavVis Partner Co-Branding

Co-branding overview

NavVis marketing material

Partner promotional material

Use of NavVis video

Use of NavVis images

We value our Partners

Around the world, an ecosystem of partners are offering innovative services and solutions based on NavVis technology. *Resellers* are well-established and trusted companies that bring NavVis products to all corners of the world. *Mapping Partners* own NavVis mobile mapping devices and are trusted providers of quality mapping services across the globe. *Solution Partners* use NavVis software products or APIs to develop and offer innovative services and solutions to customers. The term “Partner” in the following pages refers to our Authorized Resellers, our Mapping Partners, and our Solution Partners.

To ensure that NavVis and our business partners fully benefit from this partnership, this document provides guidelines for common materials related to our shared marketing efforts. As a NavVis Partner, you consent to comply with these guidelines at all times, in order to protect the NavVis brand identity and to leverage yours.

Co-branding best practices

Well-executed co-branding enables NavVis and its Partners to combine forces, allowing our brand and marketing efforts to work together. For this to work successfully, it is important to clearly communicate our relationship on any marketing material.

The following pages will outline the best co-branding approach for marketing materials that have been created by NavVis, as well as for marketing materials created by our Partners. Whenever possible, we have included a visual example of our co-branding principles.

Once you have read and understood this document, you will be well-equipped to co-brand an array of marketing materials. Please note that the following items are NOT suitable for co-branding: technical documentation and whitepapers.

Translations

All translations done by external parties are unofficial translations and must be labeled as such.

Printing of marketing material

Make sure to print in as high a DPI as possible. Also please ensure that all photos are available in high resolution, preferably 300dpi or higher. For offset printing, the document must be CMYK converted. Finally, you should check the colors on an electronic proof print before sending it to the printer.

Media kits (for Partners)

www.navvis.com/resources/content-library?type=media-kit

If you have any questions or requests, please don't hesitate to reach out to the NavVis Marketing Team. In particular, we always welcome samples of our collaborators' work — we may be able to provide guidance with your promotional needs.

marketing@navvis.com

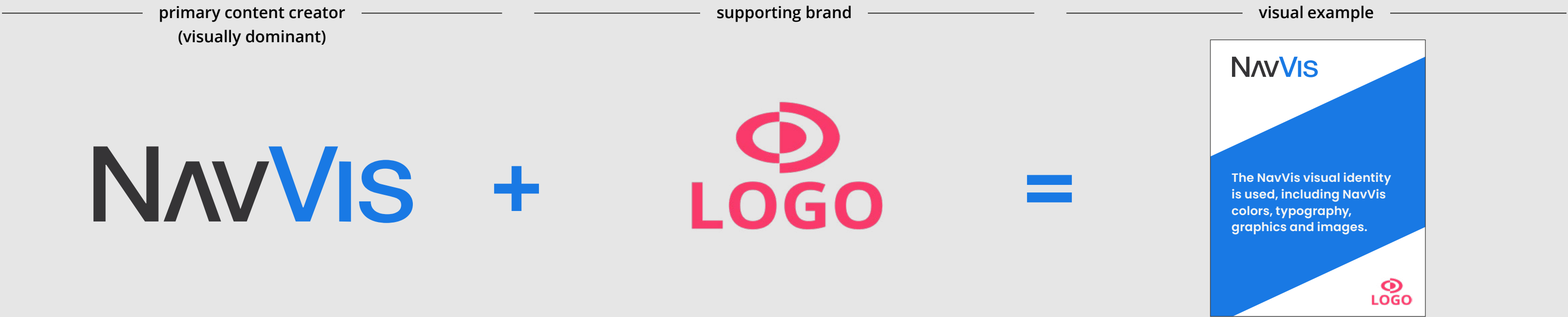
NavVis marketing material

The following section deals with materials in which NavVis is the primary content creator, and the Partner is the supporting brand. This is typically the case for: product and solution brochures, advertisements, event materials, presentations, and hardware.

If you are a NavVis Partner and wish to use original NavVis marketing materials, you may do so by placing your company logo in the designated area, along with the words, “in partnership with” or “authorized reseller”.

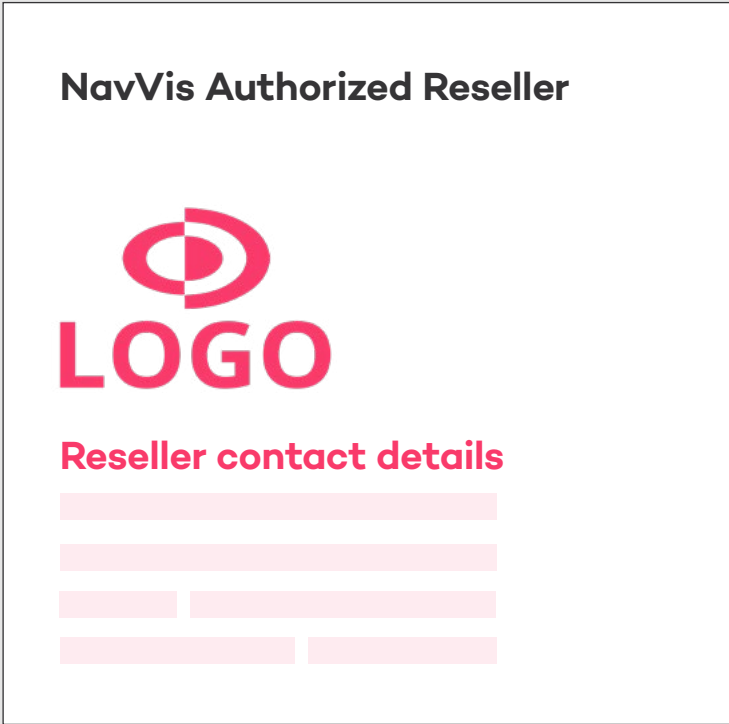
The NavVis logo will be the visually dominant logo in both size and placement, while the Partner should be roughly 2/3 the size and ideally placed opposite the NavVis logo. If the Partner’s contact details are present, then they must always accompany the Partner’s logo.

The visual examples in the following pages are for illustrative purposes only. Actual NavVis material may vary.



NavVis brochures

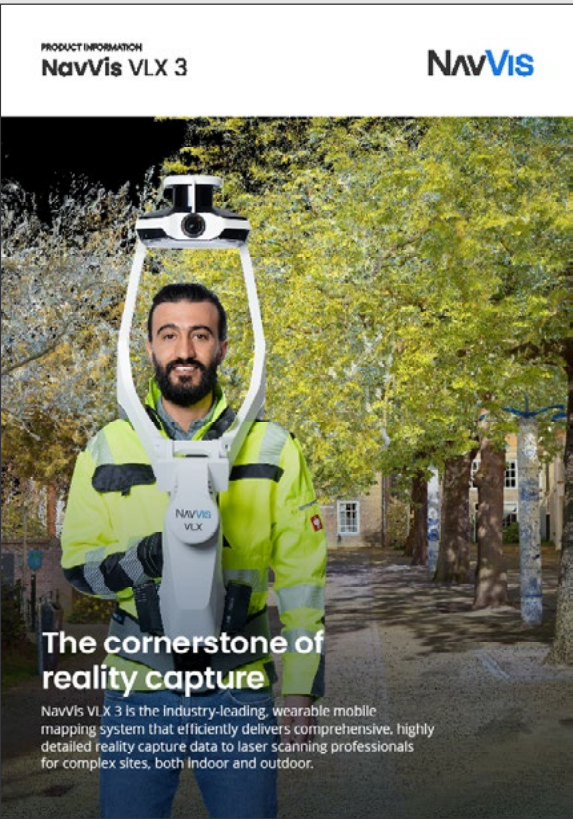
The white square on the back of every NavVis brochure is the correct area for applying partner logos and contact details. It is not permitted to place partner logos or contact details outside of this dedicated space.



NavVis brochure back page



NavVis brochure front page



NavVis advertisements

On advertisements supplied by NavVis, the partner logo and contact details must remain together, and located opposite of the NavVis logo. The partner logo must be roughly 2/3 the size the NavVis logo, and it must be accompanied by the words “authorized reseller” or “in partnership with.”

co-branded NavVis ad



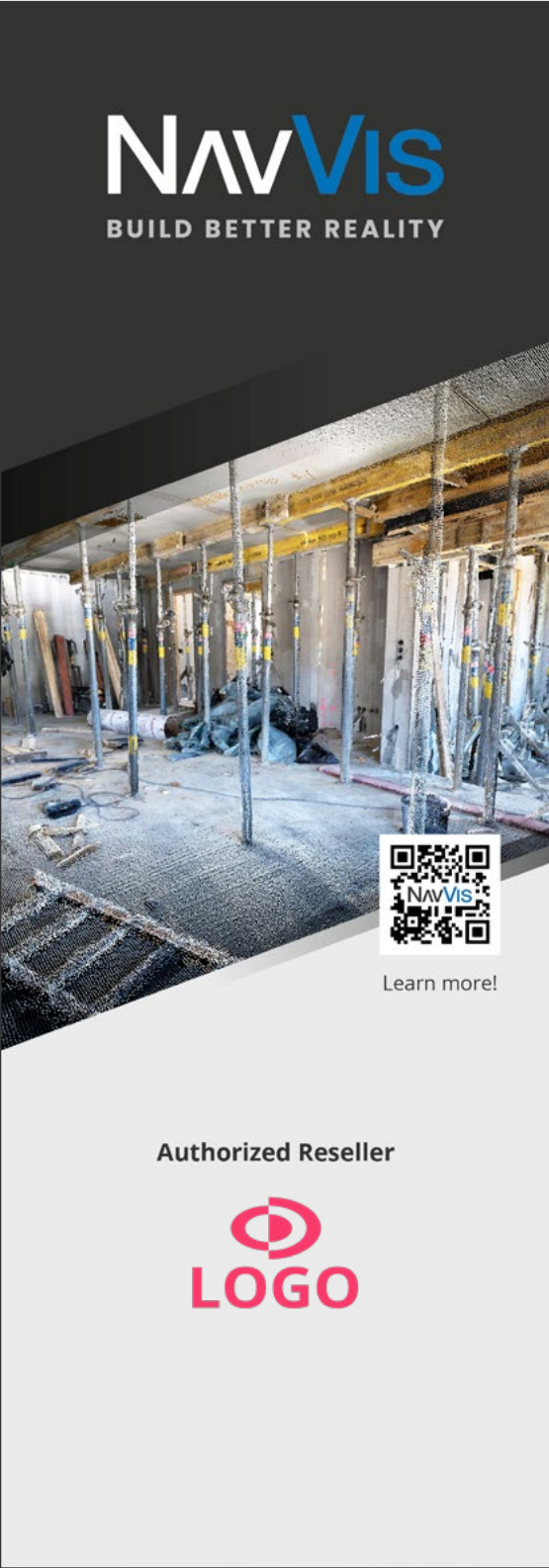
NavVis event materials

On event materials supplied by NavVis, the NavVis logo will be placed in a prominent position together with the main headline. The partner logo will be in a subordinate position, at a smaller size, and must be accompanied by the text, “authorized reseller” or, “in partnership with.”

NavVis name tag



NavVis co-brandable roll-up banner



NavVis presentations

In general, NavVis presentations and slides should not be altered in any way. However, NavVis understands that Partners sometimes need to adapt a presentation to suit their requirements, especially in situations where co-branding is desired. In general, Partners may only add their logos to the slides or sections that have been marked as editable, along with the words, “authorized reseller” or, “in partnership with.” For more information, please contact the NavVis Marketing Team for more information.

NavVis presentation




NavVis VLX co-branding

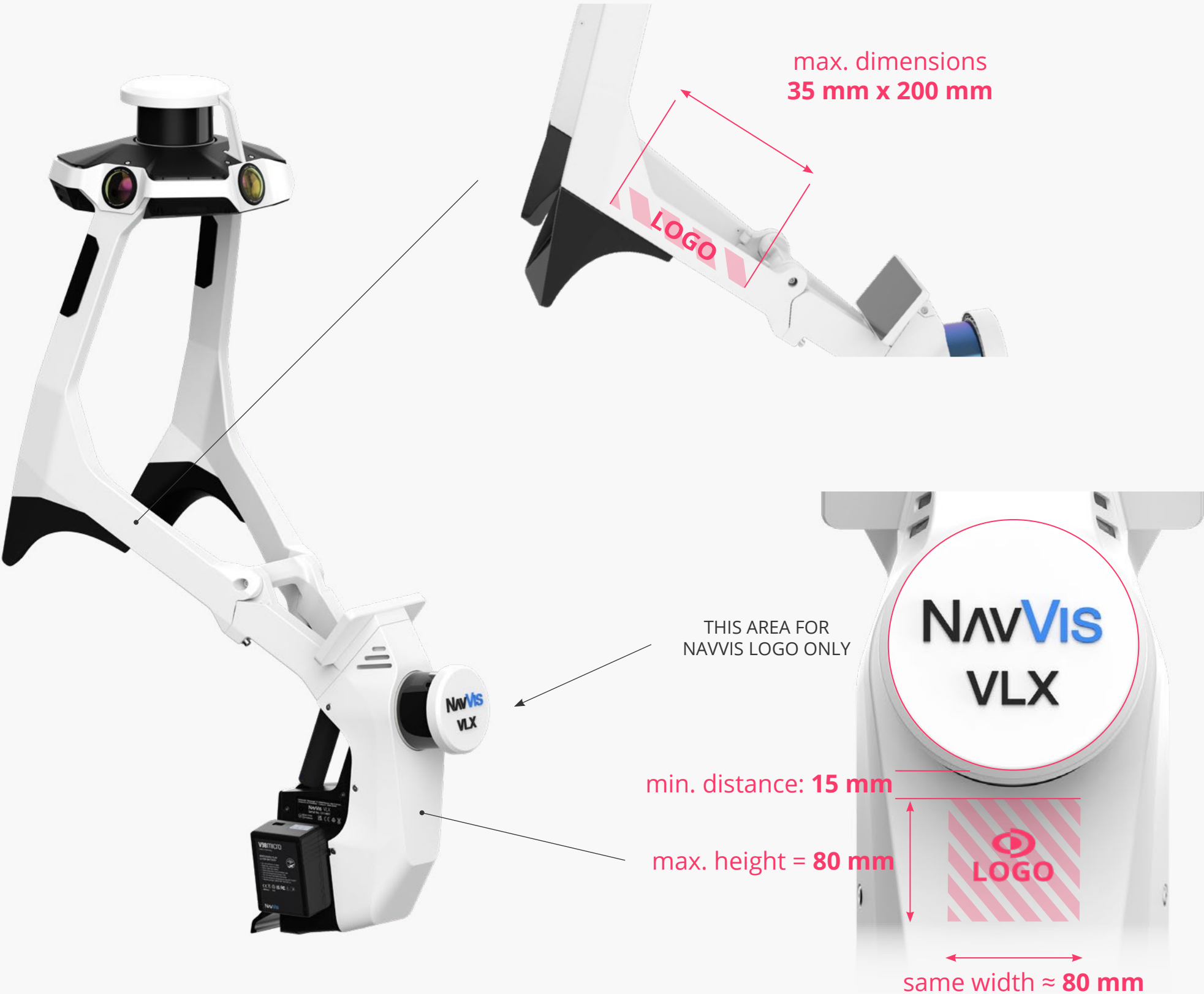
NavVis clients who wish to add their own corporate logo to the NavVis VLX may do so in the designated brandable area only.

The circular protective cover area of the NavVis VLX is reserved exclusively for the NavVis logo. No other elements may extend into this clear space.

Clients logos should have a width equal to, or lesser than, the **80 mm** width of the NavVis logo. If your logo has a square or vertical format, you may extend your logo area downwards.

 Brandable area for client logos

logo misuse examples



Partner promotional material

The following section deals with materials in which the Partner is the primary content creator, and NavVis is the supporting brand. This is typically the case for: partner websites, presentations, and service offerings.

If you are a NavVis Partner and wish to create your own promotional material, you may do so by using the respective badge for which you qualify (see “Partner Badges”). It is not permitted to use the NavVis corporate logo in your promotional material in any way that suggests your original material is NavVis endorsed content.

Combining with other trademarks/logos

You may place the NavVis logo and logos of other brands on the same media provided that the latter are not larger than the NavVis logo. For guidance in this, refer to the “Combining the NavVis logo with multiple logos” section of this document.

Correct product names

Please ensure that you use the correct product names when referring to NavVis products: “NavVis VLX” and “NavVis IVION”.

Unofficial translations

All unofficial translations must be conspicuously marked, “this independent translation does not constitute official NavVis product information”.

Co-branded merchandising

Please contact the NavVis Marketing Team for guidance related to co-branded merchandising.

The visual examples in the following pages are for illustrative purposes only.



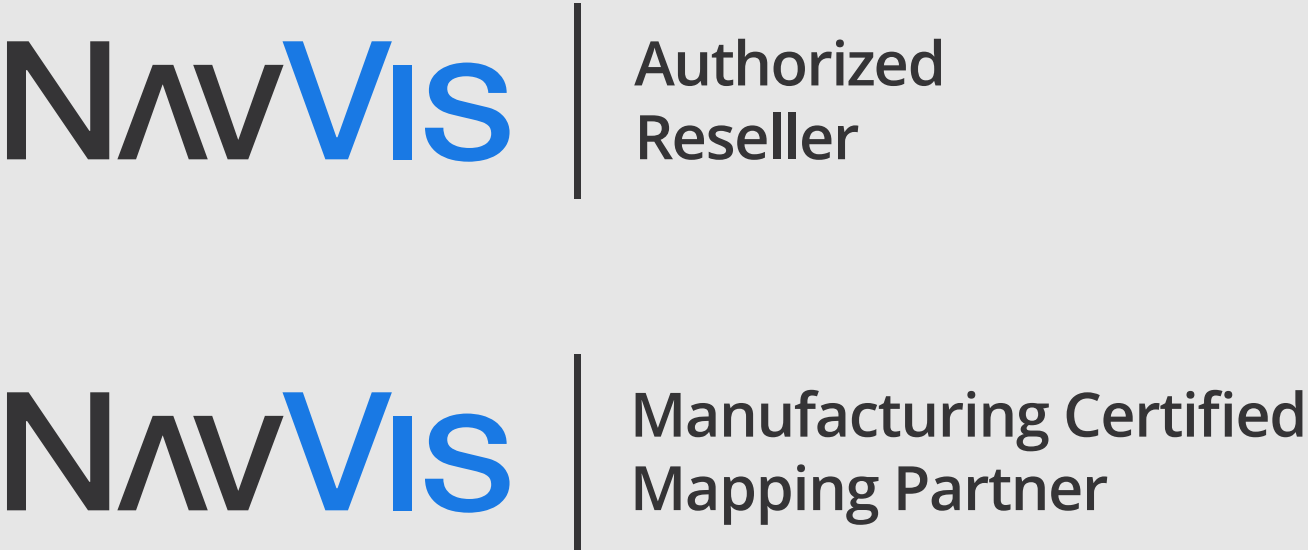
Partner badges

Partners may use the respective badge for which they qualify. Visual examples of when and how to use this badge are provided further in this document. All logo usage guidelines as specified in the “Styleguide” section of these Marketing Guidelines also apply to the partner badges.

minimum clear space = height N



partner badge examples



Partner advertisements

The following example shows the suggested placement of the partner logo and partner badge on advertisement created by the Partner. The partner company logo should be the visually dominant logo on the advertisement, and the NavVis partner badge must be placed in a subordinate position, preferably opposite the partner company logo. Do not use the NavVis partner badge alone.

Partner ad



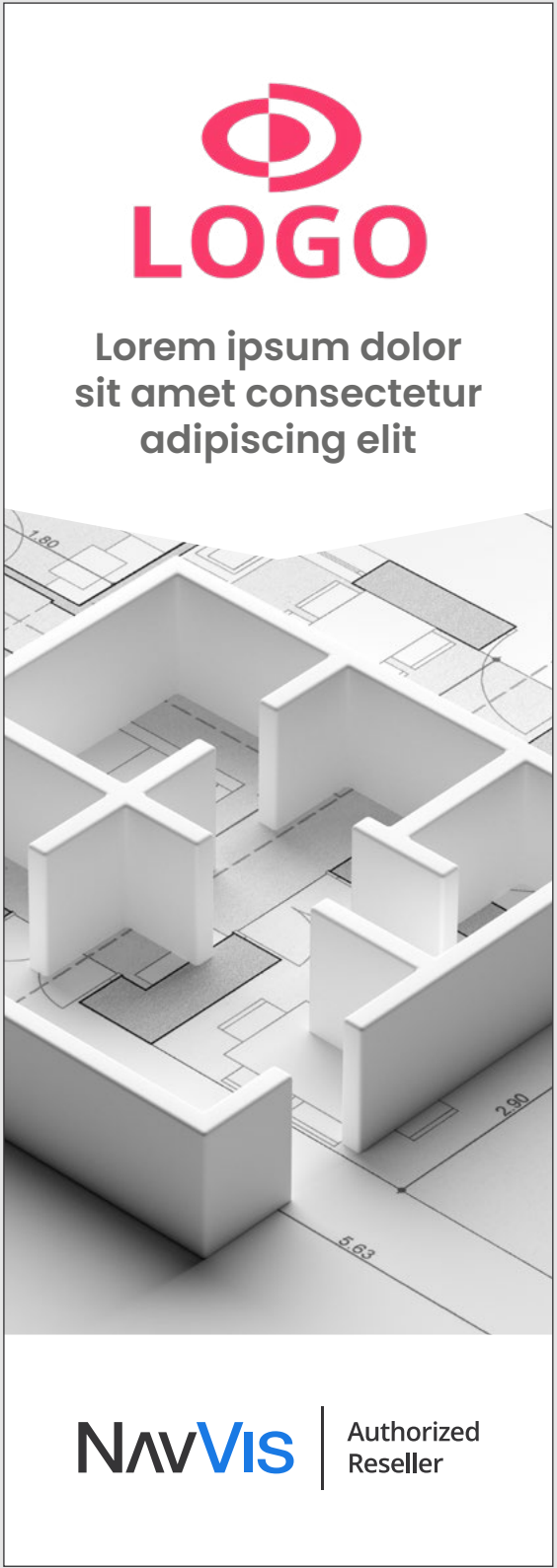
Partner event materials

On event materials created by our Partners, the partner company logo should be the visually dominant logo, and the NavVis partner badge must be placed in a subordinate position. Do not use the NavVis partner badge alone.

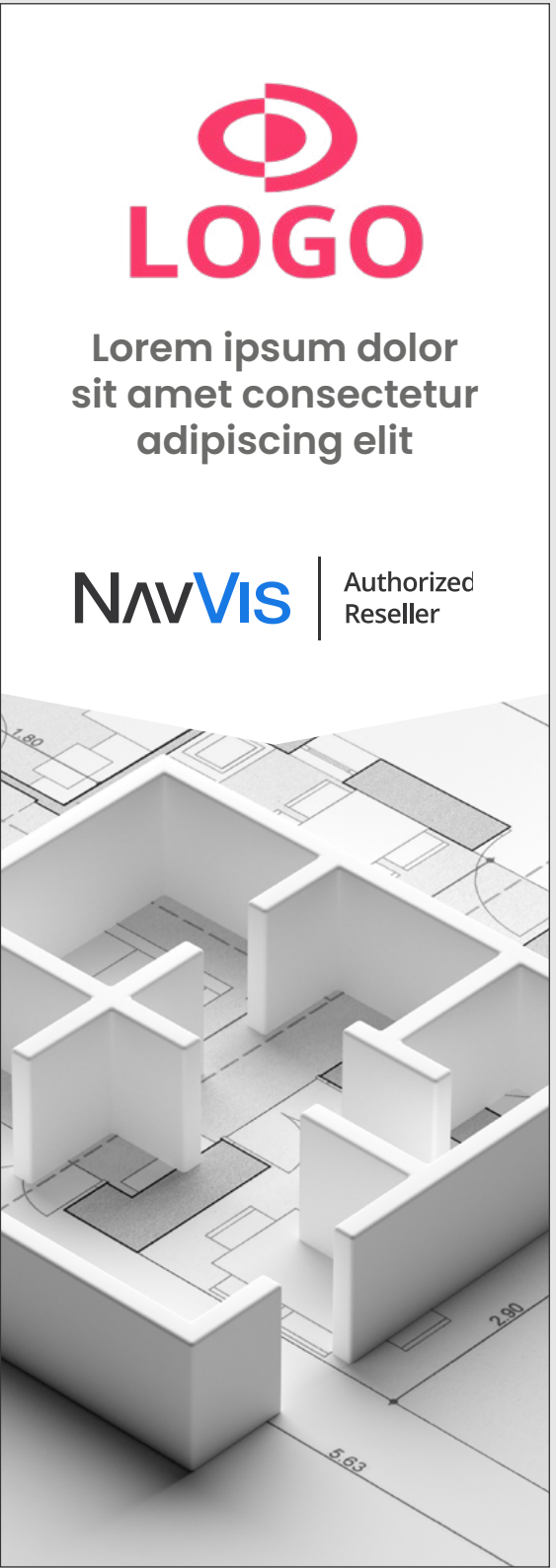
co-branded name tag



Partner roll-up



Partner roll-up

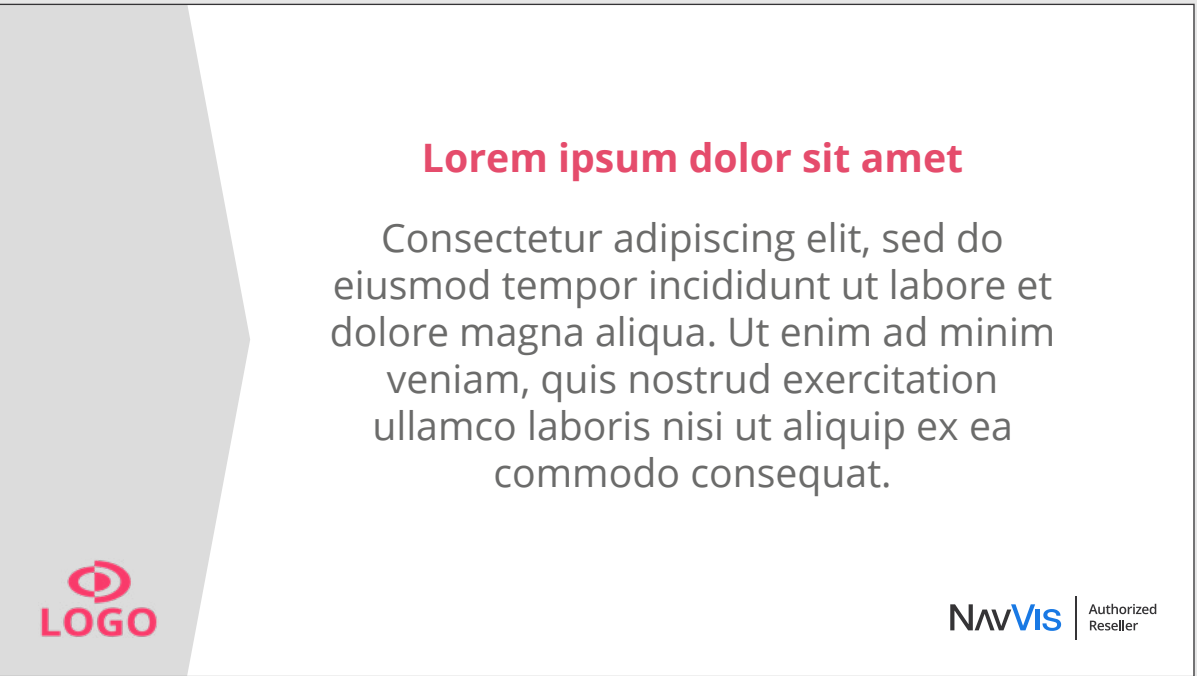
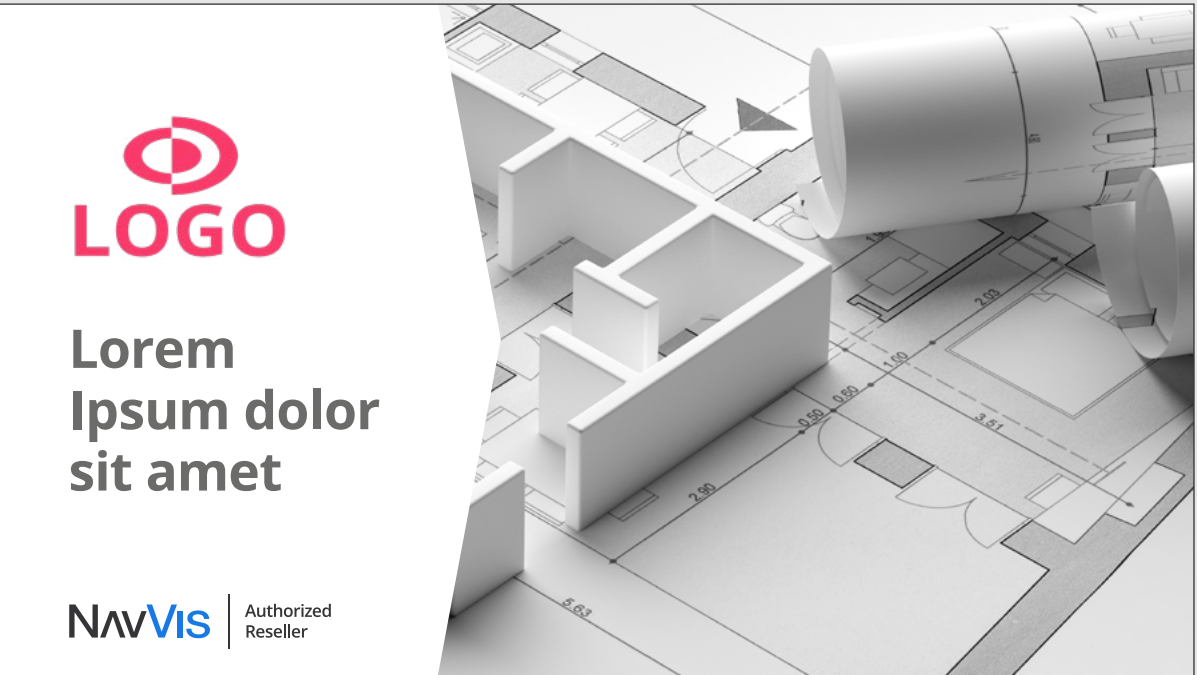


Partner presentations

Partners can create their own presentations featuring NavVis products by using the NavVis assets available in our media kits; however, the presentation should in no way imply that NavVis has created or endorsed the content. The partner company logo must be the dominant logo in the presentation, while the NavVis partner badge should be used to clarify content ownership.

In some cases, Partners may adapt a NavVis-created presentation for use in their own presentations. Please contact NavVis Marketing for more information.

Partner presentation



Partner websites & URLs

We encourage you to display NavVis as a trusted technology provider on your website and other media channels. The NavVis partner badge can be used within the content section of a webpage, when accompanied by NavVis-related material created or modified by the Partner. If desired, the NavVis partner badge may also appear in the main header section, ideally opposite the partner logo.

Using the NavVis logo

You may use the NavVis logo alongside NavVis official text and images — for example, on a product page — or when multiple company logos are listed (see “Combining the NavVis logo with other logos”). It is not permitted to use the NavVis logo in the header section of the website.

Website URLs and Domain Names

Your website URL is a subtle, yet essential, part of your company’s identity. It is therefore not permitted to use NavVis, NavVis products, and/or NavVis solution names as part of the partner company domain name. However, it is entirely acceptable to use the NavVis trademark in a subdirectory (subfolder) name, as follows:

example of correct Partner URL: **www.(partner-name).com/navvis**

Using NavVis gated material

If, on your website, you wish to include material created by NavVis that is otherwise gated (material that can only be accessed or downloaded from the NavVis website by filling out a form), please contact the NavVis Marketing Team for further guidance.

Partner website



Partner website



Social media

We encourage our Partners to like and subscribe to the various social platforms supported by NavVis.

Posting content

When posting NavVis-related content, please take special care to use the correct hashtags and product descriptions, and consider tagging NavVis in your social media posts.

Our Partners may share/re-post official NavVis social media posts on their individual and company social media accounts. Copying NavVis posts (for example, by making a screenshot) and reposting it as your own is not permitted.

Please reach out to the NavVis Marketing Team if you would like us to post your original content from our official NavVis accounts.

social media platforms

NavVis LinkedIn

<https://www.linkedin.com/company/navvis>

NavVis YouTube channel

<https://www.youtube.com/c/NavVis-tech>

NavVis Instagram account (@navvisofficial)

<https://www.instagram.com/navvisofficial>

NavVis Tencent Video account (China)

<https://v.qq.com/biu/creator/home?vcuid=9000510139>

NavVis WeChat account (China)



suggested hashtags

Brand

#NavVisVLX
#NavVisIVION
#BuildBetterReality

Manufacturing

#digitalfactory
#digitaltwin
#manufacturing
#automotive

LSP Industry

#pointcloud
#realitycapture
#laserscanning
#surveying
#mobilemapping
#3Dscanning
#slam
#lidar
#bim
#scantobim

incorrect hashtags



#vlx
#ivion
#indoorviewer

Social media posts

tag to NavVis social media
(ex: LinkedIn) account

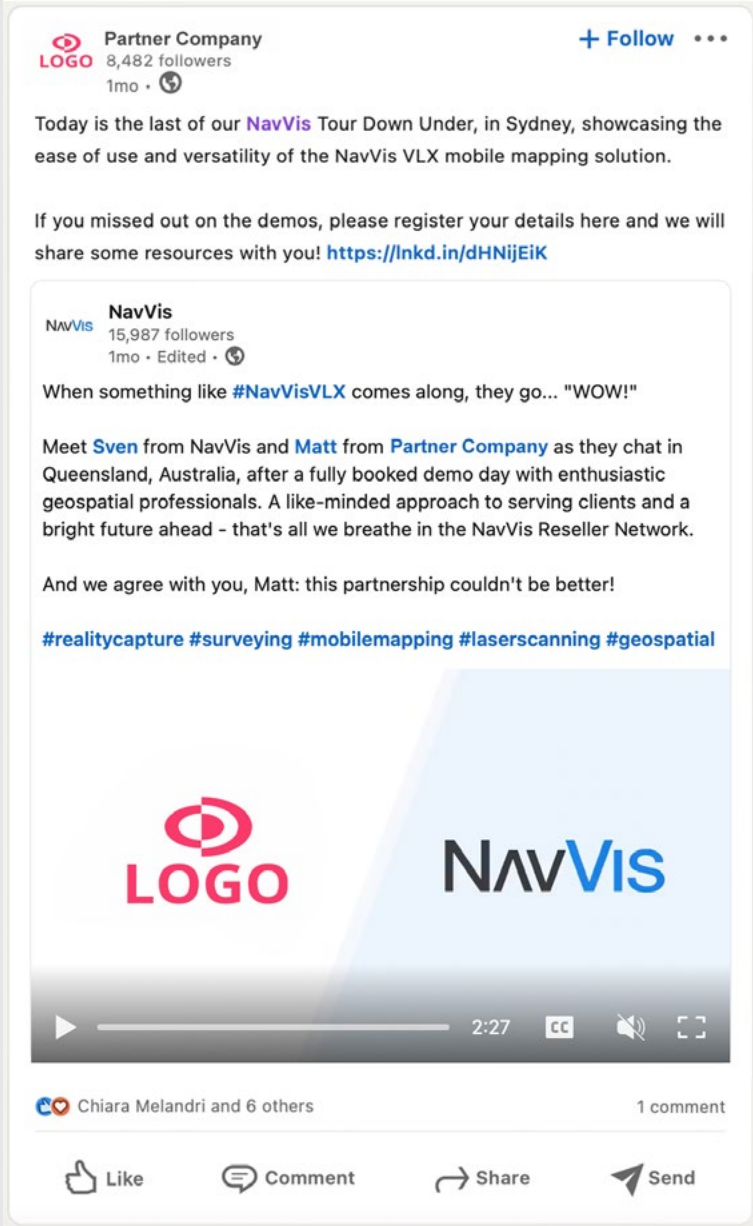
correct product hashtags,
industry-related hashtags

good-quality image of our
Partner using our product

Partner post with original content



Partner post from shared NavVis post



Use of NavVis video

Customers and Partners may link to and share original NavVis video content.

Partner-created videos

Partners can create their own videos featuring NavVis products; however, the video should in no way imply that NavVis has endorsed the content. The partner company logo must be the dominant logo in the video. The NavVis partner badge can appear on a partner-created video in order to clarify the partner’s relationship with NavVis.

Video asset don’ts

- don’t embed or copy NavVis videos, images, audio files, or portions thereof (excluding from our media kits) without prior written permission from the NavVis Marketing department.

NavVis video sources

NavVis YouTube Channel

<https://www.youtube.com/c/NavVis-tech/featured>

Video sources for use in China

<http://v.qq.com/s/videoplus/2128479927> | <http://i.youku.com/i/UMzcyNzcxMjUyMA>

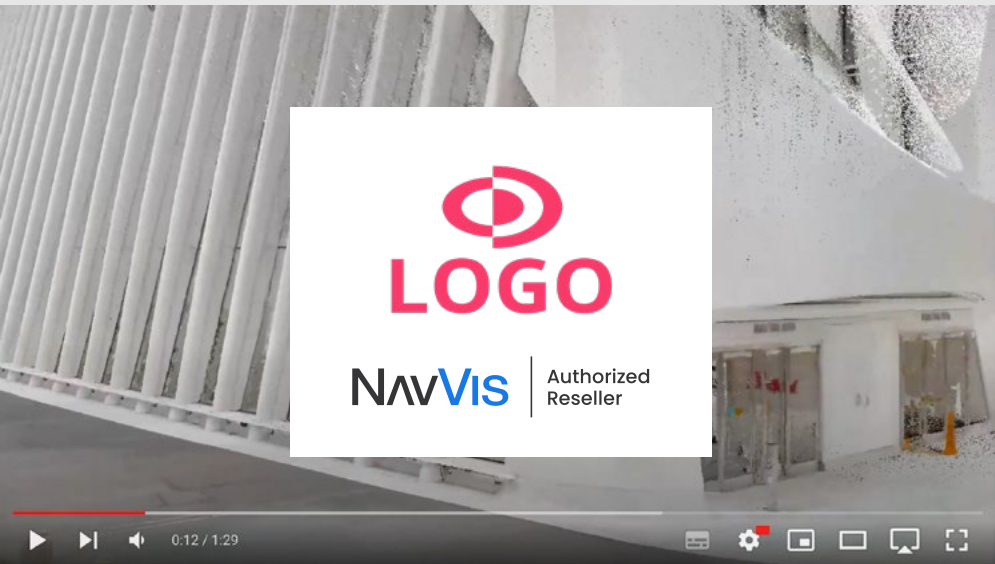
Media Kits (for Partners & Resellers)

<https://www.navvis.com/resources/content-library?type=media-kit>

original NavVis video



Partner-created video



Use of NavVis images

NavVis Partners who wish to use images for their own marketing purposes can find materials in our Media Kits.

Images must always have a resolution and file format appropriate for their intended use. Although the original images can be decreased in size, they cannot be enlarged because this would result in a lower image resolution. If you require a larger image than what is available in our media kits, please contact the Marketing Team.

Image asset don'ts

- don't modify the images in any way or put the images in an inappropriate context. Please reach out to the Marketing Team if you have any doubts.
- don't embed or copy NavVis videos, images, audio files from our official channels (excluding our media kits) without prior written permission from the NavVis Marketing department. **Screenshotting NavVis material is not allowed.**

media kits (for Partners & Resellers)

<https://www.navvis.com/resources/content-library?type=media-kit>

original NavVis image



Marketing Guidelines

Marketing & Branding Terms

Marketing & Branding Terms

You as a person with occupational interest in NavVis GmbH, Blütenburgstr. 18, D-80636 Munich, Germany (“NavVis”), such as, but not limited to, a client or Reseller (“You”) of NavVis, have acquired certain hardware as well as software licenses from NavVis (the “NavVis Products”) or intend to use NavVis Marketing and Branding Material (as defined below) for your professional purposes. In most cases, You are using NavVis Products to provide certain scanning and other building intelligence services (the “Services”) to your clients or You are reselling NavVis Products.

You acknowledge that You shall not use any material from the NavVis website or other NavVis marketing and branding material (the “NavVis Marketing and Branding Material” as further described below in Section 1) without prior express consent from NavVis in general or the NavVis Marketing Team in particular.

Therefore, in order to market and to offer abovementioned Services to Your clients, to resell NavVis Products or to serve your other professional purpose effectively and efficiently, You have requested permission or you have been granted permission to use certain NavVis Marketing and Branding Material. NavVis agrees to grant or has granted such permission subject to the following terms and conditions (“Marketing and Branding Terms”):

1. The NavVis Marketing and Branding Material consists of, as the case may be:
 - Photos (including screenshots) and renderings of NavVis Products,
 - Videos about NavVis as a company and/or NavVis Products,
 - Panoramic images, point clouds and other sample scanning data,
 - The NavVis proprietary trademarks, brand names, service marks, logos and designations associated with NavVis and/ or the Systems, as the case may be (“Signs”) and/or
 - Case studies, product information, data sheets, whitepapers, guides and other brochures.
2. NavVis grants You a limited, non-exclusive, non-sublicensable right to use the NavVis Marketing and Branding Material for commercial purposes strictly in accordance with these Marketing and Branding Terms, the other parts of the Marketing Guidelines and subject to other agreements you have concluded with NavVis, as applicable. In case of conflict, the other agreement, e.g. a contract of sale or a reseller agreement, shall prevail.
3. You agree to use the NavVis Marketing and Branding Material in connection with NavVis Products only – not for branding of Your own products or services or of products or services of any third party.
4. NavVis does not warrant or guarantee that information about NavVis Products contained in NavVis Marketing and Branding Material is complete, accurate and up to date. No information about NavVis Products constitutes a guaranteed or warranted characteristic (“Garantie” und “zugesicherte Eigenschaft”).
5. Use of the NavVis Signs is permitted if it is truthful and not misleading, and provided that You adhere to the rules set forth in the other parts of these Marketing Guidelines, applicable laws and regulations as well as any other agreement you may have concluded with NavVis (which prevails in case of conflict), as applicable. You shall not incorporate Signs into your own product, service or company names or trademarks. Do not use trademarks or other signage that is confusingly similar to the Signs.

6. You shall use the NavVis Marketing and Branding Material in a manner that clarifies the nature of the business relationship between You and NavVis. You will make sure that by no means it is suggested that NavVis is a manufacturer of Your products.
7. Upon request, You shall inform NavVis about Your use of the NavVis Marketing and Branding Material. You shall supply reasonable amounts of respective printed materials upon request and without cost for NavVis.
8. All NavVis Marketing and Branding Material is and remains property of NavVis, independent of Your use thereof.
9. NavVis Marketing and Branding Material is provided with copyright notice(s) ("© [year] NavVis GmbH. All rights reserved." or similar, as the case may be). You shall not alter, reposition or remove such copyright notice(s).
10. You shall be entitled to translate NavVis Marketing and Branding Material at your own cost and risk. Such translation must not be circulated on NavVis paper or in other ways in any medium that suggest endorsement by NavVis and must be conspicuously marked "This independent translation does not constitute official NavVis product information". If You use Signs on translated documents or other media, You shall include the reference "Any NavVis logos, brand names and associated signage used herein is

proprietary to NavVis GmbH. All rights reserved.". In case You make statements or give information in the translated version which diverge from the content of the NavVis Marketing and Branding Material, You alone, and not NavVis, shall be liable for any claims arising in connection with such diverging statements or information. You shall indemnify, defend and hold harmless NavVis, its officers, employees and agents from and against any and all third-party claims and demands arising out of or in relation to Your diverging statements or information described in the preceding clause. This is without prejudice to any other rights or remedies NavVis may have in such case.

11. NavVis reserves the right at any time and from time to time to modify the NavVis Marketing and Branding Material and the Marketing Guidelines, including these Marketing and Branding Terms (or any part thereof) at its sole discretion. NavVis shall endeavor to inform You of any such modification. You acknowledge and accept that NavVis shall not be liable to You or any third party for any alleged loss or damage incurred as a consequence of modification of the NavVis Marketing and Branding Material or these Marketing and Branding Terms.
12. You shall not assign any and all of Your rights under these Marketing and Branding Terms without NavVis' prior written approval (e-mail shall suffice), which approval may be given at NavVis' sole discretion.

13. NavVis may terminate the license granted herein at any time. The license granted herein automatically terminates if and when the business relationship between You and NavVis ends.
14. Upon termination of the license granted herein, You shall immediately refrain from using and delete any NavVis Marketing and Branding Material from any media, online and offline. Material which has already been printed shall not be further used and distributed.
15. Should any provision of these Marketing and Branding Terms be invalid or unenforceable, nothing in this shall prejudice the validity or enforceability of the remaining provisions hereof. You and NavVis agree to, by mutual accord, replace any invalid or unenforceable provision by a term that most closely accomplishes the economic purpose of the invalid or unenforceable provision. This applies by analogy to any unintended omission herein.

These Marketing and Branding Terms shall be interpreted in accordance with German law without reference to its private international law rules resulting in the application of a foreign jurisdiction and under exclusion of the UN Convention on the International Sale of Goods. For any controversy arising out of or in connection with these Marketing and Branding Terms, the courts of Munich shall have exclusive jurisdiction.

Questions?

For any questions about these marketing guidelines,
please contact:

NavVis Marketing Team: marketing@navvis.com