MapsPeople external brand guide

MapsPeople

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MapsPeople

Welcome

Dear,

We have developed this brand guide to ensure the correct use of the MapsPeople brand mark and to provide examples of how our brand appears in various media.

You can find all the available assets in our online press room, easily accessible at your fingertips. If you require additional assets, please feel free to request them directly by contacting marketing@mapspeople.com.

MapsPeople

Maps are complicated. Working with us is not.

MapsPeople

Visual Identity

→ Logo variants

→ Spacing & minimum size

→ Joint marketing

→ Logo – Don'ts

→ Brand mark as a graphic element

MapsPeople

Logo variants

There are four variants of the logo. They can all be used on different levels of the brand communication.

A) Primary logo

B) Logo mark

C) Word mark

D) Secondary logo

Colors

When using the logo, high legibility should always be ensured (see color section).

Quality

It is important to maintain the quality of the brand. Therefore, the predefined logo variants, as shown on this page, are the only way to display the MapsPeople logo.

The logos can be downloaded from the press room.

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A)

MapsPeople

B)

C)

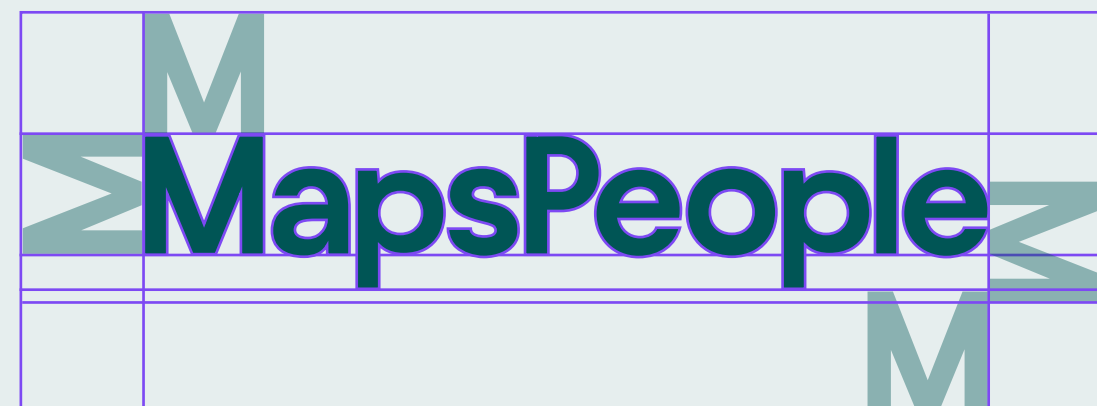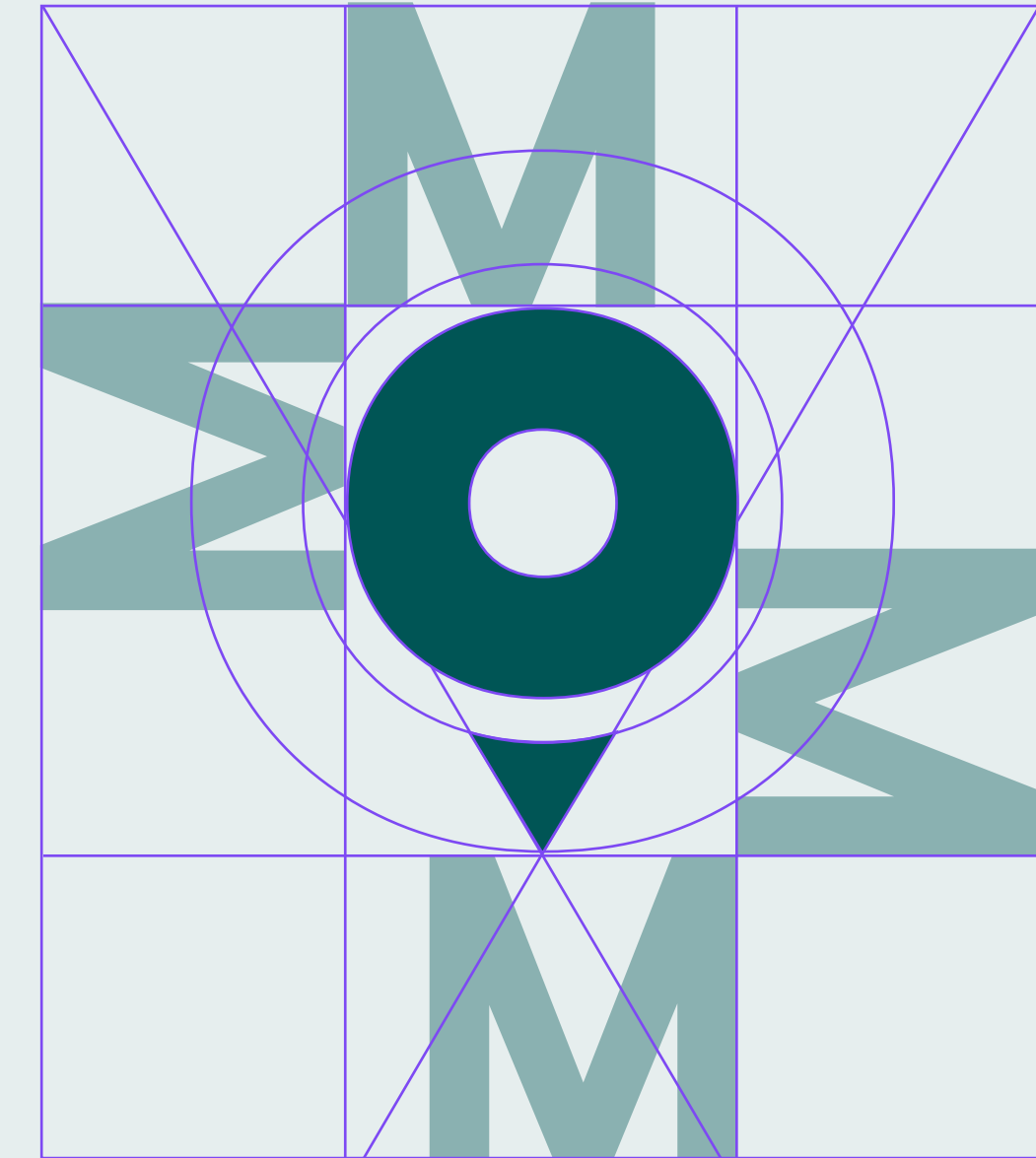**MapsPeople**

D)

MapsPeople

Spacing

The safe spacing for the logo variants is defined by the height of the M.

Minimum size

The logo has a minimum size which is 15 mm in length for print and 50px in length for web.

Small-size optimized logo

It is important to maintain high readability on all media platforms. Therefore, we use a small-size optimized logo on layouts smaller than A6 (105x148 cm).

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Joint marketing

In visual communication, MapsPeople's logo can be used in connection with other companies' logos and products. In such situations, a respectful distance (see p. 7) must be observed as a minimum.

Mapspeople's logo must always be positioned so that it is optically as visible as the other logo (unless otherwise agreed).

A) The logo in a logo wall.

B) Collaboration.

C) Collaboration.

D) Endorsement of a project or company.

A)

B)

PARTNER LOGO

C)

PARTNER LOGO

D)

Powered by

Logo – Don'ts

Incorrect use of our logo can harm the brand. The following examples illustrate what not to do when using our logo.

A) Do not add a dropshadow to the logo.

B) Do not add strokes to the logo.

C) Do not add transparency or tint to the logo.

D) Do not skew the logo.

E) Do not rotate the logo in other directions than vertical.

F) Do not use low contrast colors when placing the logo.

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A)

MapsPeople

B)

MapsPeople

C)

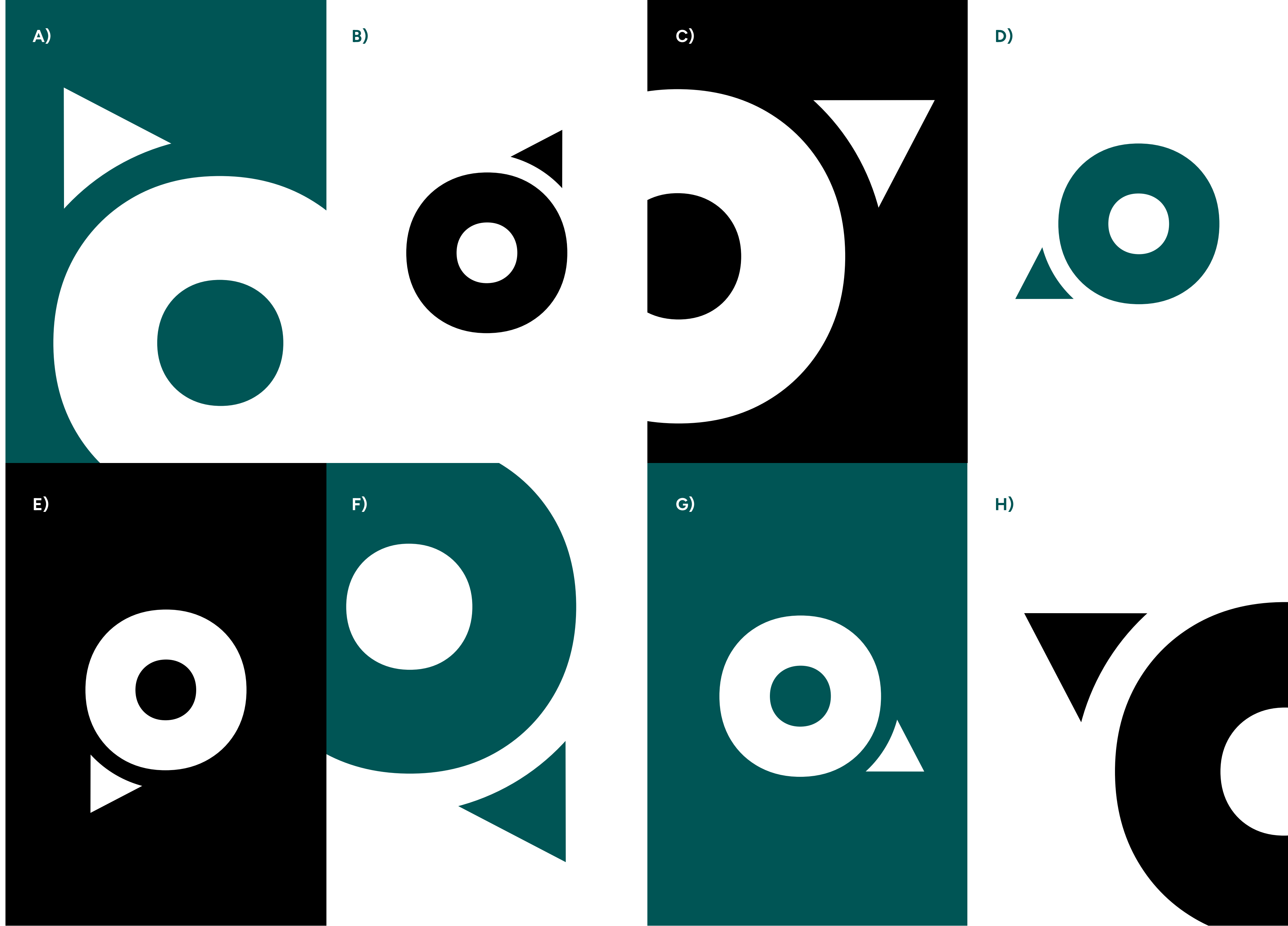MapsPeople

D)

MapsPeople

E)

MapsPeople

F)

MapsPeople

Graphic element

The brand mark is activated as a graphic element. By rotating the geotag in different directions, it becomes a compass which supports our product.

A)   -148,5 degrees
B)   148,5 degrees
C)   121 degrees
D)   -59 degrees
E)   -31,5 degrees
F)   31,5 degrees
G)   59 degrees
H)   -121 degrees

Terms of use

It is important to place the graphic element wisely in the visual communication. Never forget to keep an aesthetic balance between the design elements.

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Colors

MapsPeople

Colors

The MapsPeople logo can be used in the primary colors dark pine, black, and white.

Primary color

The primary color, dark pine, symbolizes knowledge and professionalism. It should be used to display the logo when possible.

Black and white

Black and white are primarily used on texts or as contrast colors.

Primary
Dark Pine

CMYK	90 - 50 - 60 - 30
RGB	0 - 85 - 85
Pantone	316 C
HEX	#005655
HSL	179 - 100 - 17
RAL	5020

Black

Cmyk	5 - 0 - 0 - 100
RGB	0 - 0 - 0
HEX	#000000

White

|	
Cmyk	0 - 0 - 0 - 0
RGB	255 - 255 - 255
HEX	#ffffff

MapsPeople

Color combinations

It is important to respect the hierarchy in the color palette. Colors should always be chosen based on the message and concept of the visual communication.

If possible, the logo should always be presented in the primary color, dark pine, or negative on dark pine background. On materials where this is not possible, black and white can be used.

The logo can be placed directly on pictures as long as the logo is clearly visible and in high contrast to the picture.

Color combinations
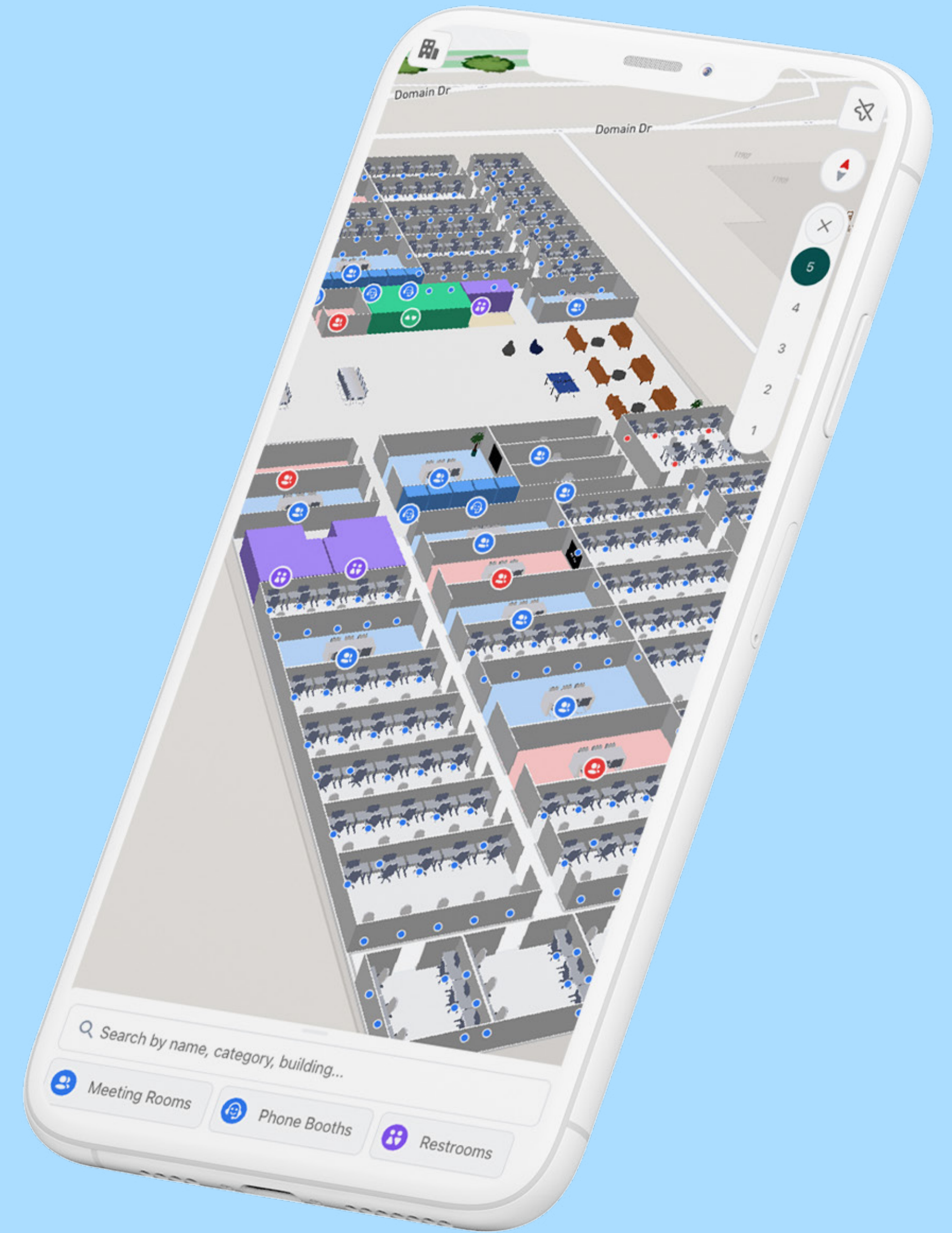
MapsIndoors
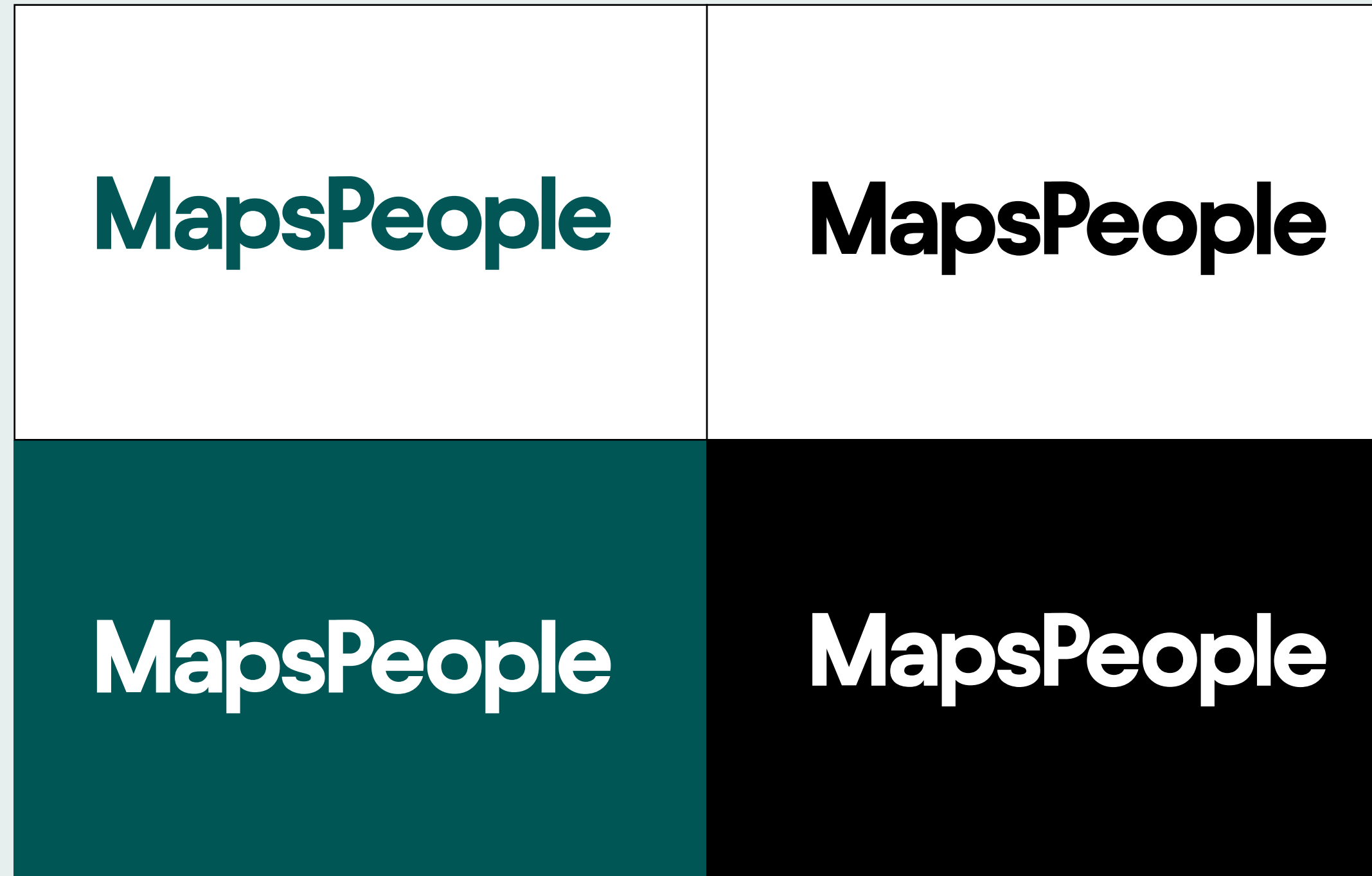
MapsPeople

MapsIndoors

MapsIndoors is MapsPeople's flagship product. It is a mapping platform that provides everything needed to integrate indoor maps, wayfinding, and location data into an application. MapsIndoors is a subbrand of MapsPeople and closely follows the original brand.

Logo and mockups

A MapsIndoors-specific variation of the logo can be used when specifically branding the product. When showcasing the platform, high-quality mockups must be used.

The MapsIndoors logo follows same guidelines as the brand logo.

Examples

MapsPeople

Social media posts

MapsPeople

PARTNER LOGO

1920 x 1080 px

How smart is your building?

Read our October newsletter to get the newest insights.

MapsPeople

1200 x 1200 px

Meet us at conference

March 11 th at venue

MapsPeople | PARTNER LOGO

1200 x 1200 px

MapsPeople | PARTNER LOGO

New partnership announcement

1920 x 1080 px

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MapsPeople
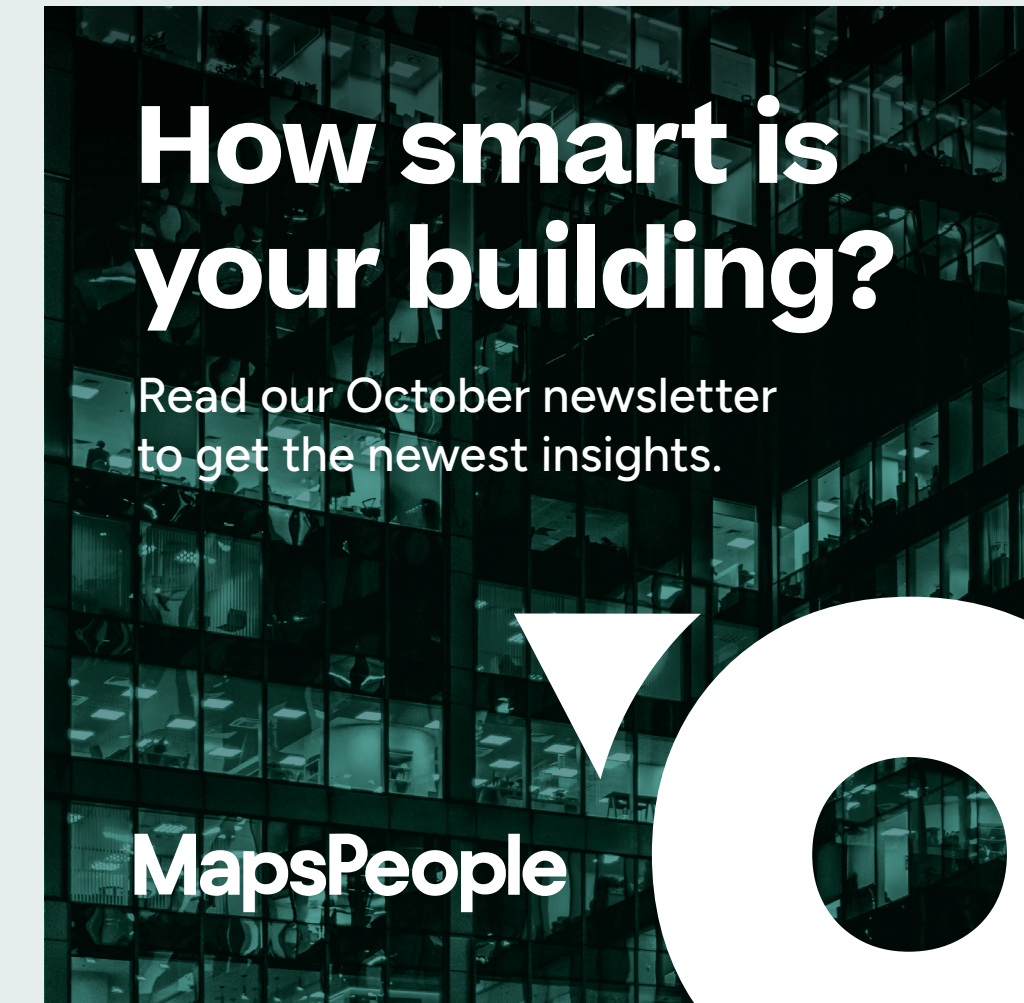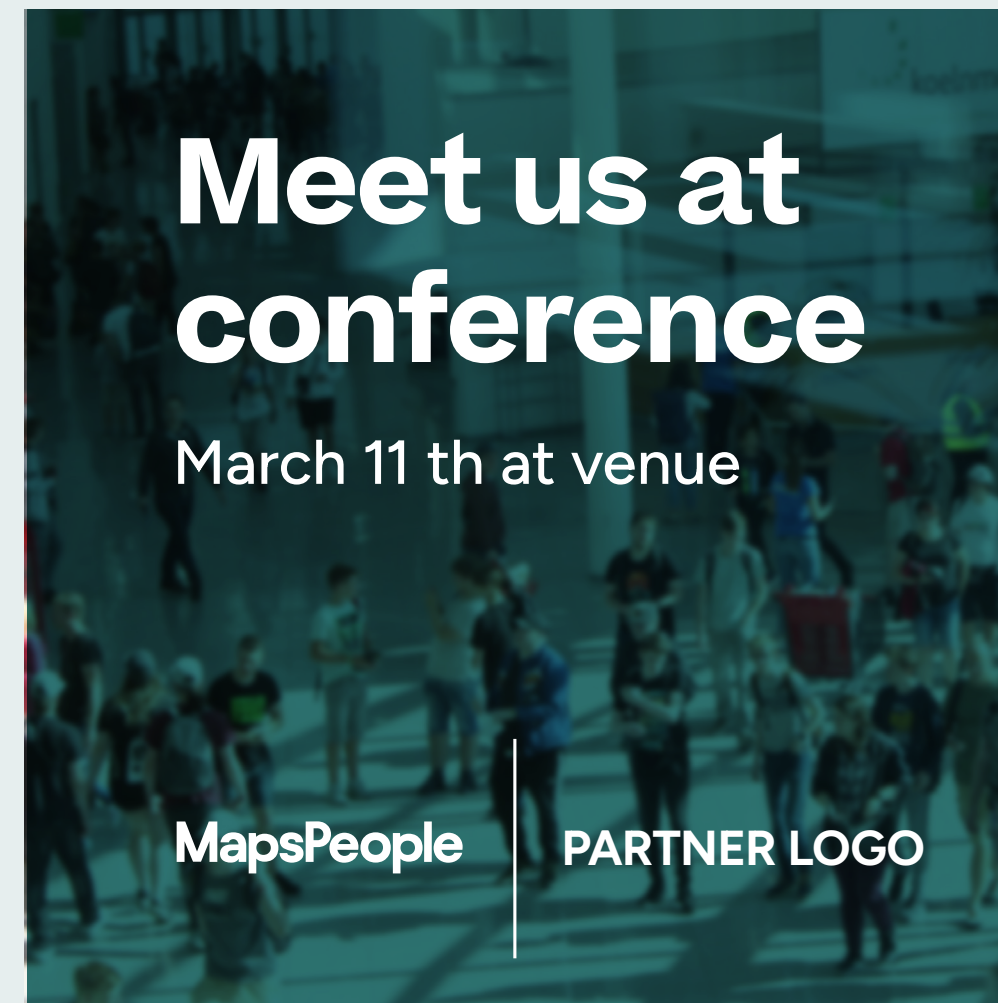
Google slides

Privacy

Requests to MapsIndoors API's, SDK's and services are logged by Service Provider. No information that can be used to identify a user or his/hers device such as MAC address, IMEI number, etc. is logged. MapsIndoors requests are tagged with an anonymous randomly generated session id.

No requests are tagged with a user's position. Any coordinates passed on to services that serves as an essential part of a request e.g. "find the nearest restrooms", "calculate a route from A to B", etc. a user's position is not used by MapsIndoors SDK's unless user has granted access on app level.

Logging services and log data are stored at ISO certified cloud providers. Only Service Provider has access to the data. Reports for a customer's solution can be generated on request. No log data is shared or exchanged with third parties.
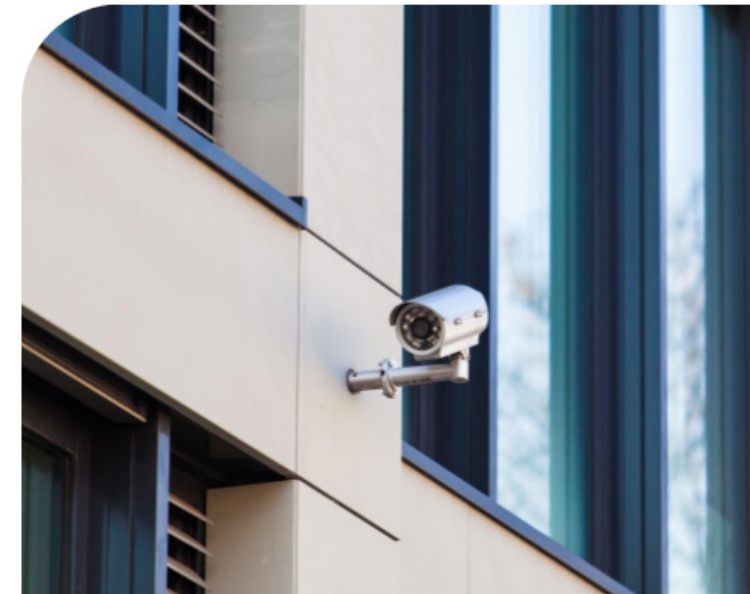
Brand story

Connecting people
MapsPeople exists to create connections that bring value. We connect people so collaboration gets easier. We connect spaces so workflows are streamlined. We connect people with the spaces that surround them so they feel empowered and at ease.

We also create connections between partners and clients. We see opportunities and potential for development between technologies, between industries, and between people. That is why we work with partners to create state-of-the-art solutions that solve business-critical challenges. We believe that by joining forces and combining our experience and skills, we can create innovative solutions that define the future of platforms and products.

Empowering people
Our clients are often at the forefront of technology. They are first movers within their field and we look at them and their work with great

respect. It is with pride and passion that we go into projects where we, with the utilization of technology, create new ways. New ways of navigating from point A to point B, so those who felt insecure about finding their way around a large and complex venue can now navigate with ease. New ways of empowering people by providing all the information they need to succeed. New ways of boosting experience and satisfaction for people now and in the future.

A part of something bigger
We are all a part of something bigger. When we work with partners and clients, MapsPeople is the component that connects all parts of the project. We are the component that enables and strengthens the project, so ideas turn into solutions that make people's lives easier. We will continuously streamline our service level and optimize our resources. We will think even smarter and work even harder to create innovative solutions in cooperation with our partners to be an industry leader.

Putting people first
At MapsPeople we put people first. We put people first when we work together, when we welcome new colleagues, partners, and clients, and when we create solutions designed to help workers, travellers and visitors all over the world. We always stay true to who we are as a company and as individuals in the things we do. We value our relationships worldwide because they empower us to do even better, just like we empower them.

From Floor plan to Digital

Step 1

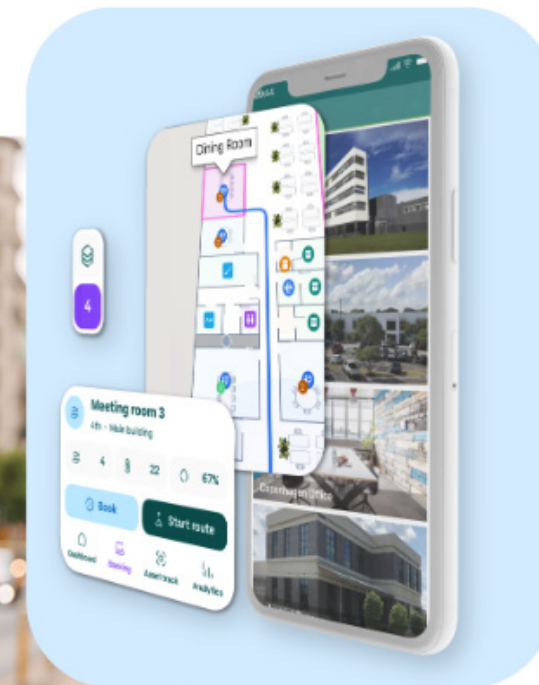MapsPeople internal tools georeference floor plans provided by you

St[...]

MapsPeopl[...]
identify geo[...]
and rout[...]

Starting a new subject slide

Wayfinding

Packages for [...]

We connect people with the spaces that surround them so they feel empowered and at ease.

Read more on mapspeople.com

MapsPeople

Handout

Enhance Employee Experience & Improve Facility Management with Live Integrations

One map, many uses
- Create multiple map views and routes. Grant access based on user profiles, such as employees, security, maintenance.

Frictionless Navigation
- Combine your indoor map with indoor positioning technology in order to provide users with real-time turn-by-turn wayfinding.
- Allow users to easily locate meeting rooms, desks, assets, and even other colleagues.
- Optimize the benefit of parking by integrating solutions that locate & book open spaces.

Building Automation
- Trigger automated actions based on sensor data to do things like:
  - Automatically book or release meeting rooms based on whether people are present in the meeting room.
  - Provide predictive & productive maintenance, such as cleaning bathrooms based on traffic, so seldom visited facilities get cleaned less often.

Monitor & Optimize
- With temperature, humidity, and CO_2 integrations, users can view the current conditions of a room before booking it.
- Link lighting, air conditioning and heating systems to the behavior patterns of inhabitants to help ensure comfort and ease for occupants while also saving money.
- Digital signage can easily be edited to close off certain areas, change desk layouts, room names, and more.

Smart Security
- Control access points and capabilities for a more secure building.
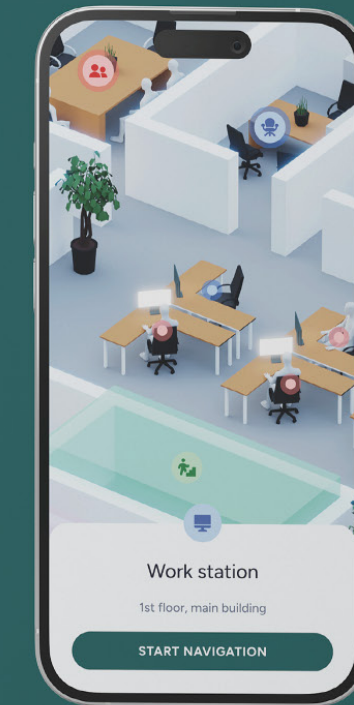- Monitor and detect smoke, fire and carbon monoxide.

Data & Analytics
- Many organizations have thousands of IoT tags and vendors across different buildings, and even sometimes different floors. MapsIndoors allows you to visualize all your data in one place.
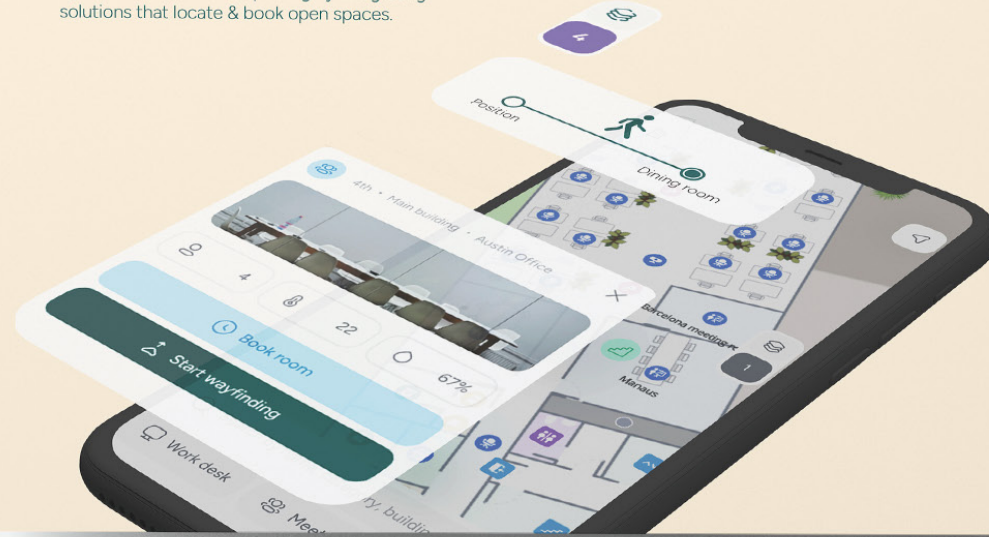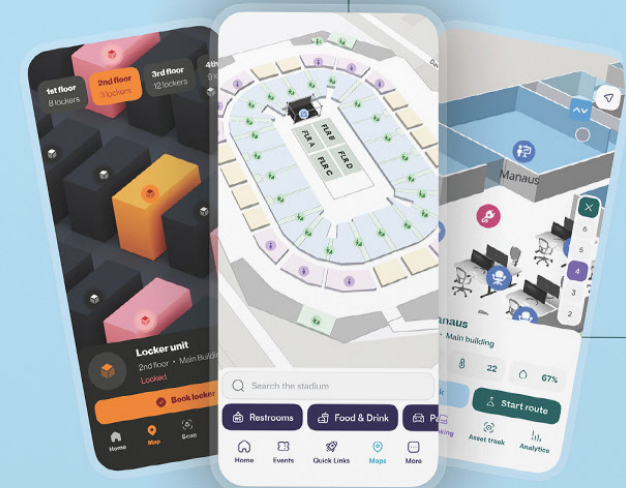
Explore MapsIndoors

MapsPeople

Work station
1st floor, main building
START NAVIGATION

MapsIndoors is a dynamic mapping platform that integrates seamlessly into any solution, bringing your space to life. MapsIndoors takes mapping one step further by extending capabilities to the built world.

Built to fit your needs, MapsIndoors is the digital interface for physical space, helping users find what they need, connect to resources, and understand data through visualization.

The MapsIndoors platform consists of software development kits (SDKs) for any platform, APIs that allow you to integrate and show your own data on maps, and a powerful content management system (CMS) where you have data at your fingertips.

Your space's data is already out there – we specialize in aggregating it into a simplified, interactive overview of your spaces to increase your space's value and enhance your customers' experiences.

With MapsIndoors, we provide you with everything you need to elevate your own solution with indoor mapping capabilities.
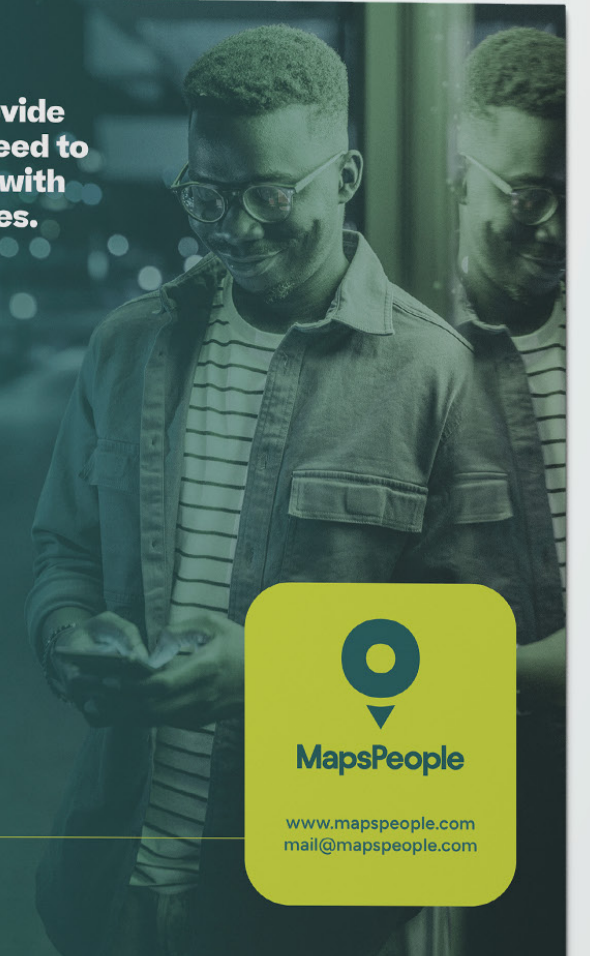
Live data integrations
Keep your map constantly updated with real-time information and make sure your users are always presented with the most accurate and up-to-date representation even in constantly changing environments.

Data management
Store and maintain data directly within MapsIndoors. Then, use your mapping data to get insight into the movement of people or objects within your facility and leverage it to optimize your spaces in terms of usage, efficiency, and safety.

Map templates
With pre-built map templates, the implementation of your maps becomes easier than ever. Use our template as it is or build a more advanced version when you have the time.

Find
Find your way
Find your seat
Find anything in your space

Connect
Connect people and resources
Connect and manage devices
Connect to collect data

Visualize
Visualize historical data
Visualize the potential future
Visualize what happened, what's happening, what may happen

MapsPeople
www.mapspeople.com
mail@mapspeople.com

MapsPeople

Writing about MapsPeople

MapsPeople

Writing about MapsPeople

MapsPeople has created a boilerplate text that you are welcome to use when referencing MapsPeople. You can find the boilerplate in the press room, along with resources such as logos and pictures.

On our website, you will discover our resource library featuring case studies, blog posts, videos, and product news. Feel free to explore and learn more about MapsPeople through this content.

To receive the latest news and updates from us, please make sure to subscribe to our newsletter.

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MapsPeople

Everything at your fingertips

Visit our press room

For questions regarding the use of the brand guide, please contact
the marketing department at Mapspeople by email: marketing@mapspeople.dk

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