

MAVOCO

Brand guidelines

25.06.2025

MAVOCO

Company Profile

Our promise:

We create software for IoT champions.

At MAVOCO, we empower those shaping the future of IoT. Our commitment goes beyond just software - we drive innovation, simplify connectivity, and deliver the most advanced carrier-grade **IoT Connectivity Management Platform (CMP)**.

MAVOCO
Software for IoT Champions

→ About

MAVOCO specializes in delivering cutting-edge IoT CMP for connectivity service providers (CSPs) and enterprises selling IoT services. Our innovative software solutions empower organizations to seamlessly manage and operate IoT deployments with reliable connectivity, ensuring efficient and scalable operations.

Mission

MAVOCO's mission is to make connectivity accessible and affordable worldwide. Our actions are guided by fairness, responsibility and integrity.

No matter if our client is a multinational car manufacturer or a group of friends spinning up an idea for an IoT service in their garage – MAVOCO removes the friction from connecting devices and helps customers deploy their IoT devices on a global scale.

Vision

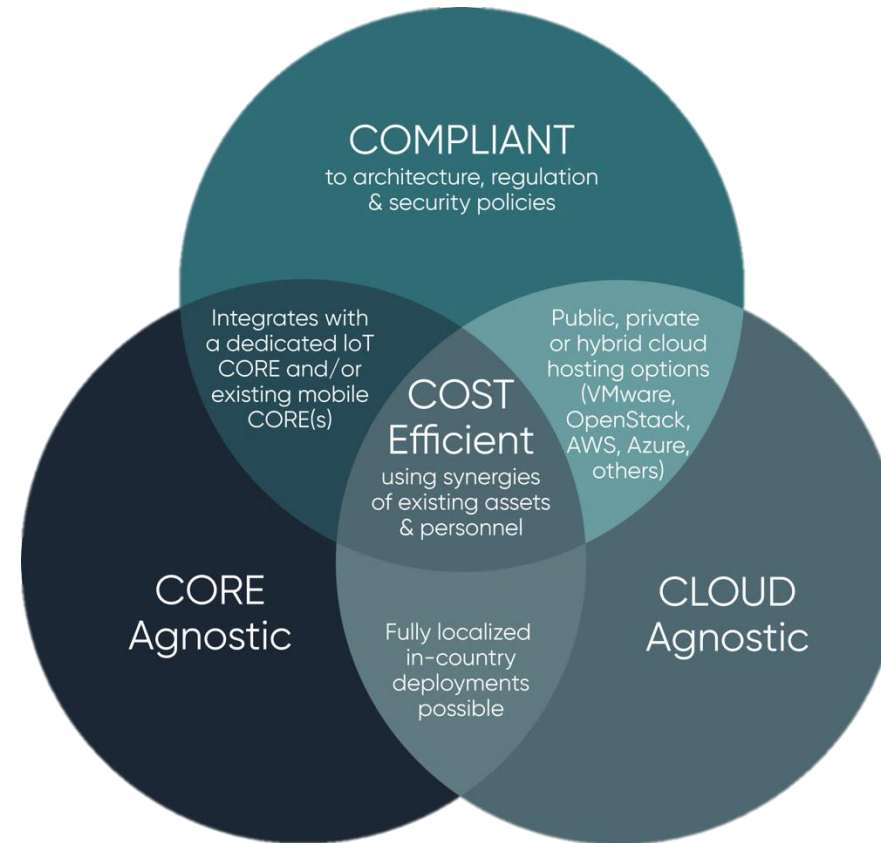
To become the leading software provider in IoT connectivity management, powering a world where scalable, efficient, and future-proof connectivity is the standard for every CSP and enterprise.

We envision a future where software-only platforms replace legacy limitations, enabling our customers to unlock true innovation, operational agility, and global growth without compromise.

→ How we differentiate

“At MAVOCO, our team brings decades of experience in IoT and connectivity management.

As industry challengers, we prioritize security alongside fairness, responsibility and integrity. We are fully focused on our core- and cloud- agnostic CMP, ensuring regulatory compliance, cost-efficiency, and a CSP-friendly business model. We enable your success in the fast-paced world of IoT.”



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Brand

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Brand guide principles

→ Brand design and language statement:

Our Core Principles

MAVOCO's style conveys trusted expertise through reliability, clarity, trustworthiness but staying humble. Clean layouts, intuitive visuals, and authentic imagery ensure clarity and confidence, while calming tones and balanced proportions reflect professionalism and stability. This cohesive approach reinforces MAVOCO's credibility and global expertise.

Clear & concise

We make complexity simple. We say what matters, not more, not less. Whether in a presentation, a product interface, or a sales deck, clarity drives decisions.

Reliable and trustworthy

We follow through. Our communication and solutions are consistent, fact-based, and dependable. Trust is earned over time, we act accordingly.

Professional and respectful

We speak on equal terms. Whether addressing customers, partners, or analysts. We show expertise without arrogance, and respect without distance.

Confident but humble

We know what we do well. We communicate with calm confidence and let outcomes speak louder than claims. No hype, no noise, just substance.

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Tone of voice

→ Our tone of voice and our principles mapped to it.

What is tone-of-voice

Our tone of voice defines how we communicate. It supports consistency across all channels and reflects our company values. The way we speak should make it easy to understand what we do, what we offer, and how we collaborate.

Clear & concise

We use simple language. We get to the point without fluff.

Reliable and trustworthy

We communicate consistently and base statements on facts and avoid exaggeration.

Professional and respectful

We speak with purpose, always on eye level.

Confident but humble

We show expertise calmly, without overstating it.

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Typography & content guidelines

→ Typography & content guidelines

Typography plays a key role in how we express our brand. It supports clarity, consistency, and professionalism across all formats from digital to print, internal to external.

▪ Brand Name and Usage:

Always write MAVOCO in uppercase. This reinforces our identity and visual consistency.

Example:

- Never write Mavoco, mavoco, or MAVOCO AG.
- **Correct: MAVOCO**

▪ Capitalization Rules

We use **sentence case** in all headings, buttons, labels, and body text across web and print. This improves readability, creates a modern appearance, and avoids unnecessary emphasis.

Example:

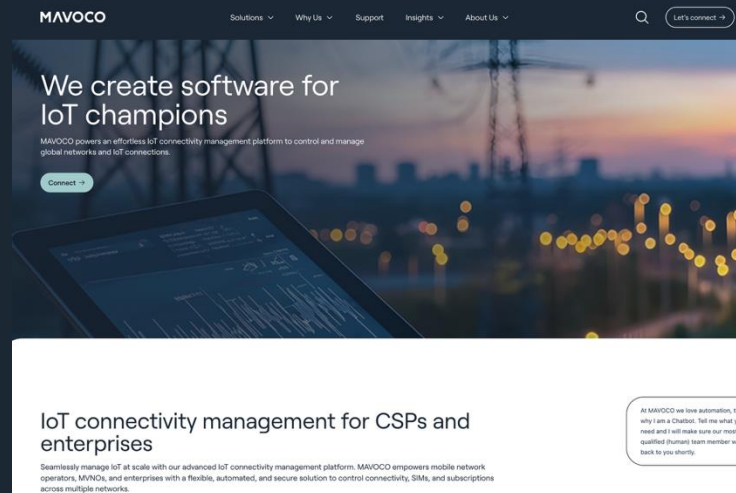
- Wrong: "Manage Your Connectivity In One Place"
- **Correct: "Manage your connectivity in one place"**

→ Font usage

Web & Social Posts

Headlines - Gilroy

Body – Montserrat

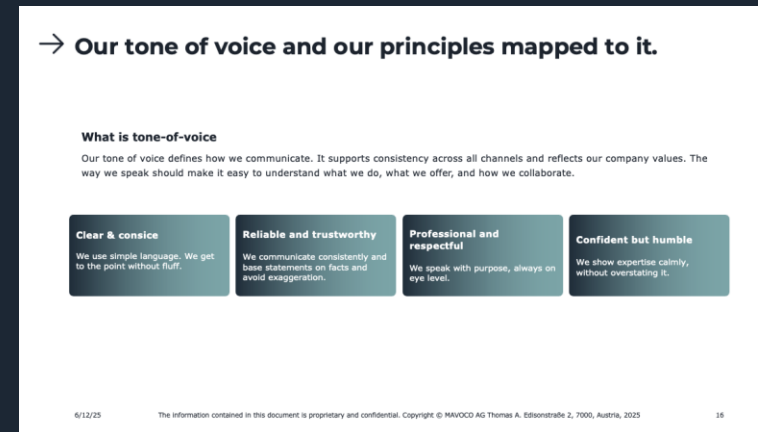


* Depending on the legibility and contrast

Presentations & documents

Headlines – Montserrat

Body – Verdana or Montserrat*



→ Primary font **Gilroy (Headlines)**

Aa

Gilroy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Gilroy Light

Gilroy Regular

Gilroy SemiBold

Gilroy Bold

→ Secondary font (A)

Aa

Verdana Light
Verdana Bold

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

When brand fonts aren't available, use the **Verdana font** to ensure consistency and readability across all platforms.

Use Verdana if contrast or readability becomes an issue.

→ Secondary font (B)

Aa

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Montserrat Light

Montserrat Regular

Montserrat Bold

Web-Safe Font:

When brand fonts aren't available, use the **Verdana font** to ensure consistency and readability across all platforms.

MAVOCO

Visual Language

→ Our visual language and our principles mapped to it.

Visual expression

Our visual expression is the design equivalent of our tone of voice. It reflects the same principles, not just in what we show, but how we show it.

Clear & concise

Clean layouts, intuitive structure, clear typography and iconography.

Reliable and trustworthy

Repeating visual elements, stable grids, consistent use of color and logos to reflect dependability.

Professional and respectful

Minimalist aesthetic, controlled color palette, and a structured design system that reflects control.

Confident but humble

Balanced proportions, calm tones, subtle contrasts avoiding flashy or loud design.

Design should reflect clarity and professionalism through

- clean layouts,
- minimal yet impactful visuals, and
- balanced use of space and typography.

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Use of MAVOCO Logo

→ Logo

The MAVOCO logo is the cornerstone of our visual identity. Always use the logo with care to maintain its integrity and ensure consistent representation across all touch-points.

Side Note:

- **Brand Name and Usage:**

Always write MAVOCO in uppercase. This reinforces our identity and visual consistency.

Example:

- Never write Mavoco, mavoco, or MAVOCO AG.
- **Correct: MAVOCO**



MAVOCO

→ Logo – Exclusion Zone

To ensure maximum readability and prominence, always maintain a clear area around the MAVOCO logo. The exclusion zone should be equal to the height of the logo on all sides. This space must remain free of text, graphics, or other visual elements to prevent the logo from being obscured or diminished. Proper spacing preserves the integrity and impact of our brand identity in all applications.

Minimum Size: For optimal visibility, the MAVOCO logo should not be used smaller than 16 pixels in height for digital applications and 10 mm in height for print materials.



Minimum Size | **MAVOCO** 16px

→ Favicon

Favicons are small icons displayed in browser tabs and bookmarks, providing a quick visual identifier for your website and enhancing brand recognition online.



→ Logo & Payoff line

The logo with the payoff line should be used for isolated branding materials such as PDFs, eBooks, and other standalone assets to reinforce the brand message and ensure consistency.



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Software for IoT Champions



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Software for IoT Champions

→ Logo & Payoff line

Type: The payoff line is written in Gilroy Regular and must match the width of the MAVOCO logo. It should always be written in Title Case for consistency.

Color: The logo and payoff line must always share the same color, predominantly appearing in the brand Navy or White to maintain a cohesive look.

Spacing: The spacing between the logo and the payoff line must equal the X-height of the of the payoff line.

Exclusion Zone: The exclusion zone around the logo and payoff line should follow the same guidelines as the logo, maintaining clear space equal to the height of the MAVOCO logo on all sides.

Minimum Size: To ensure legibility, the MAVOCO logo and payoff line should not be used at sizes smaller than 80 pixels in height for digital applications or 30 mm in height for print materials.



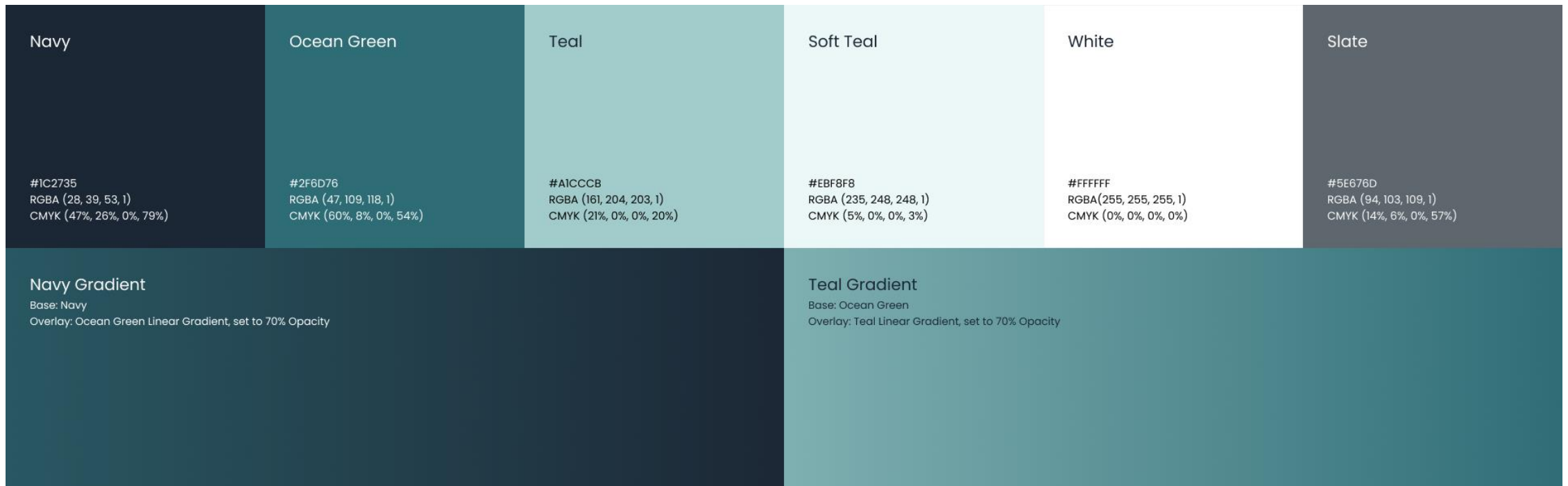
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Brand Colours

→ Brand Colours – Primary Palette

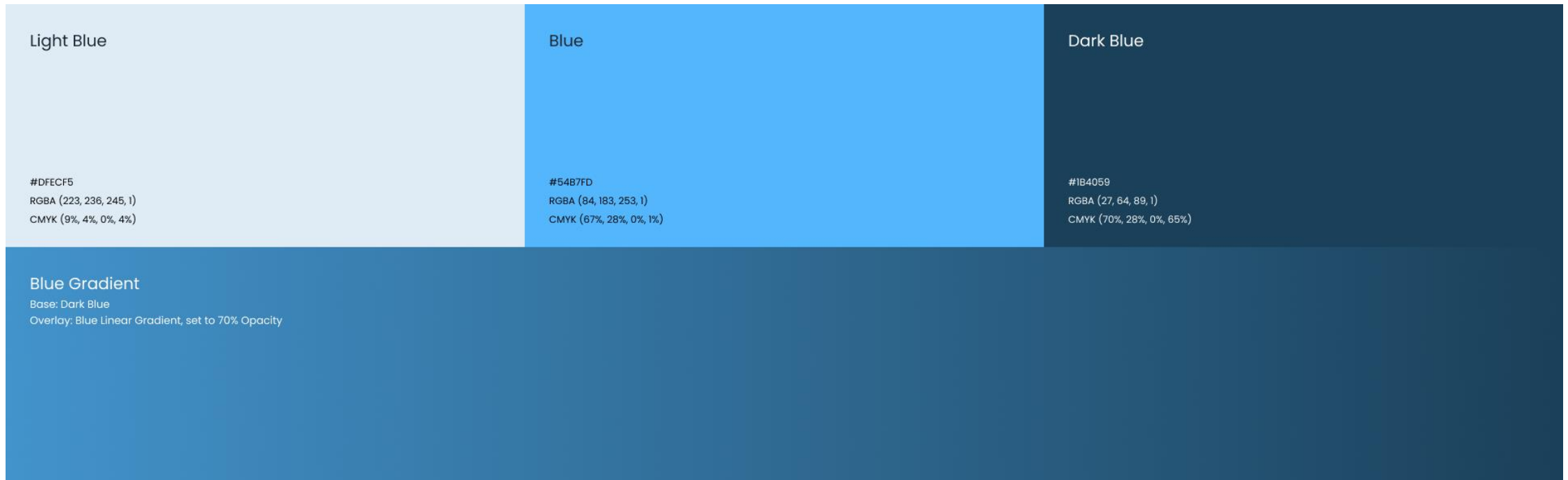
The MAVOCO primary color palette is a refined selection of shades, including Navy, Ocean Green, Teal, Soft Teal, Slate, and White. These colors embody our brand's professionalism, modernity, and technological focus.

The gradients derived from this palette add depth and sophistication, ensuring flexibility across both digital and print mediums. Use these colors consistently to maintain a cohesive and recognizable brand identity.



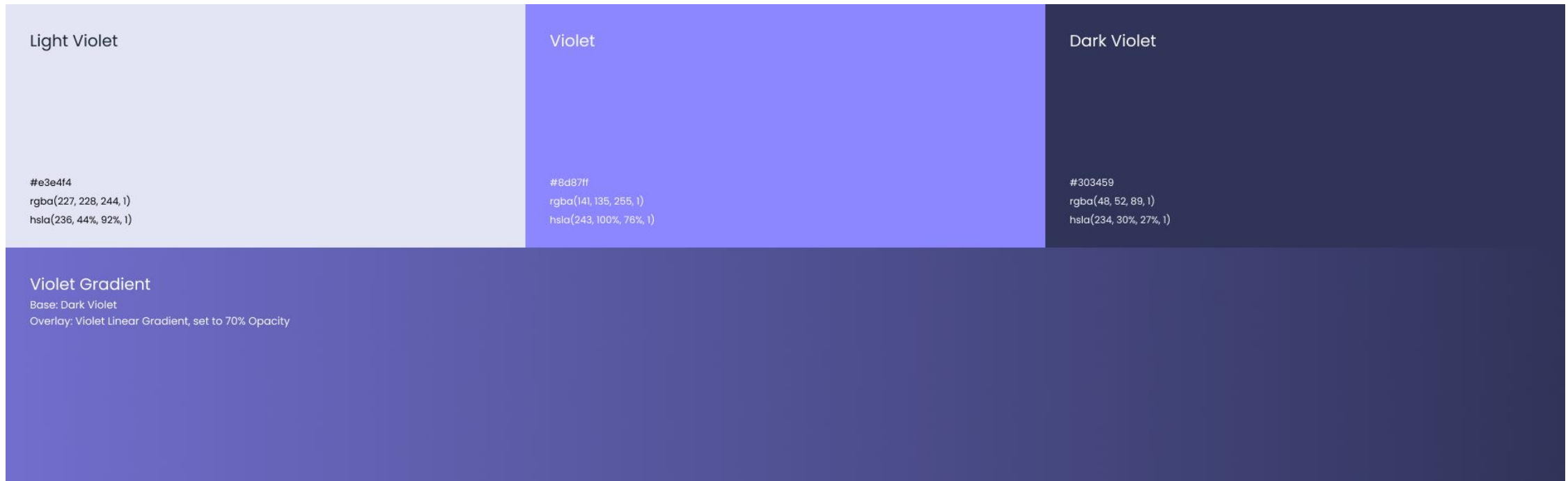
→ Brand Colours – CSP Palette

The CSP theme palette, featuring Light Blue, Blue, and Dark Blue, is dedicated to all content and materials related to Connectivity Service Providers (CSPs). These shades convey reliability, innovation, and professionalism, aligning with MAVOCO's mission to empower CSPs with advanced IoT solutions.



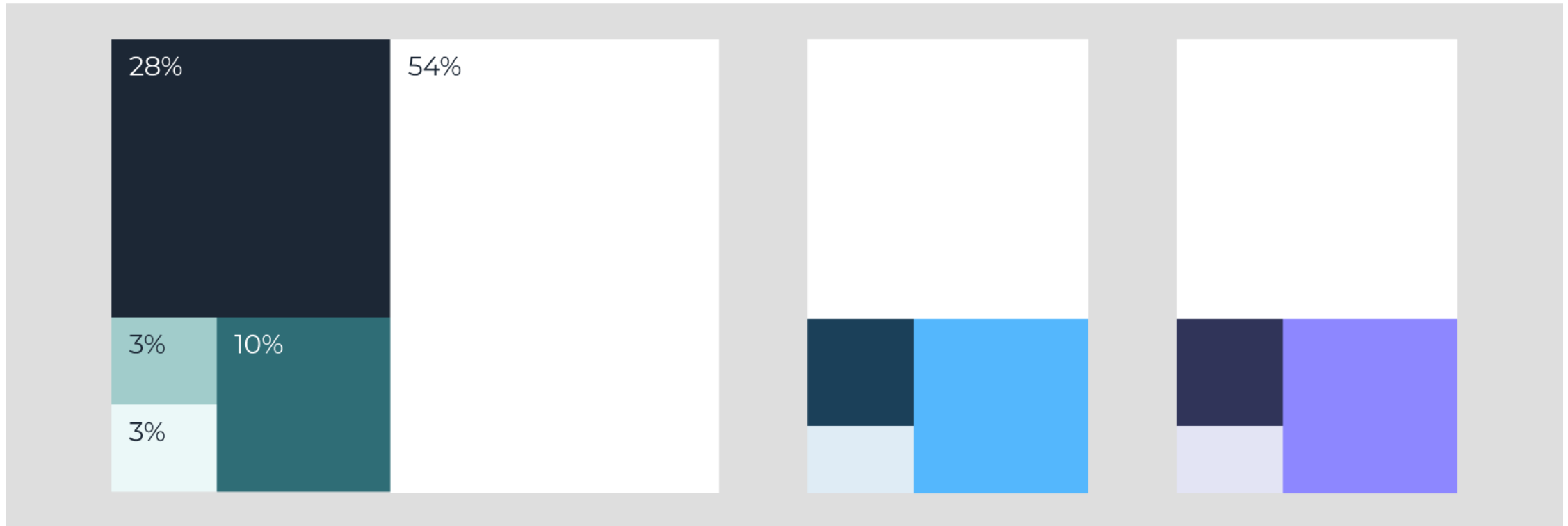
→ Brand Colours – Enterprise Palette

The Enterprise theme palette, featuring Light Violet, Violet, and Dark Violet, is designated for all content and materials related to enterprise-focused solutions. These shades symbolize innovation, trust, and collaboration, aligning with MAVOCO's commitment to empowering enterprises with scalable IoT solutions.



→ Colour Proportions

Maintain balance by using colors to create contrast. Predominantly use neutral tones, reserving bold or vibrant colors as accents to emphasize key elements. This approach ensures a clean, professional design while drawing attention to the most important details.



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Imagery, Icons & Graphical Elements

→ Imagery

MAVOCO's photography and imagery are clean, professional, and relatable. Each image should highlight an aspect of connectivity, including users, devices, and settings where connectivity is employed. Images should convey reliability, seamlessness, and trustworthiness.



→ Image treatment

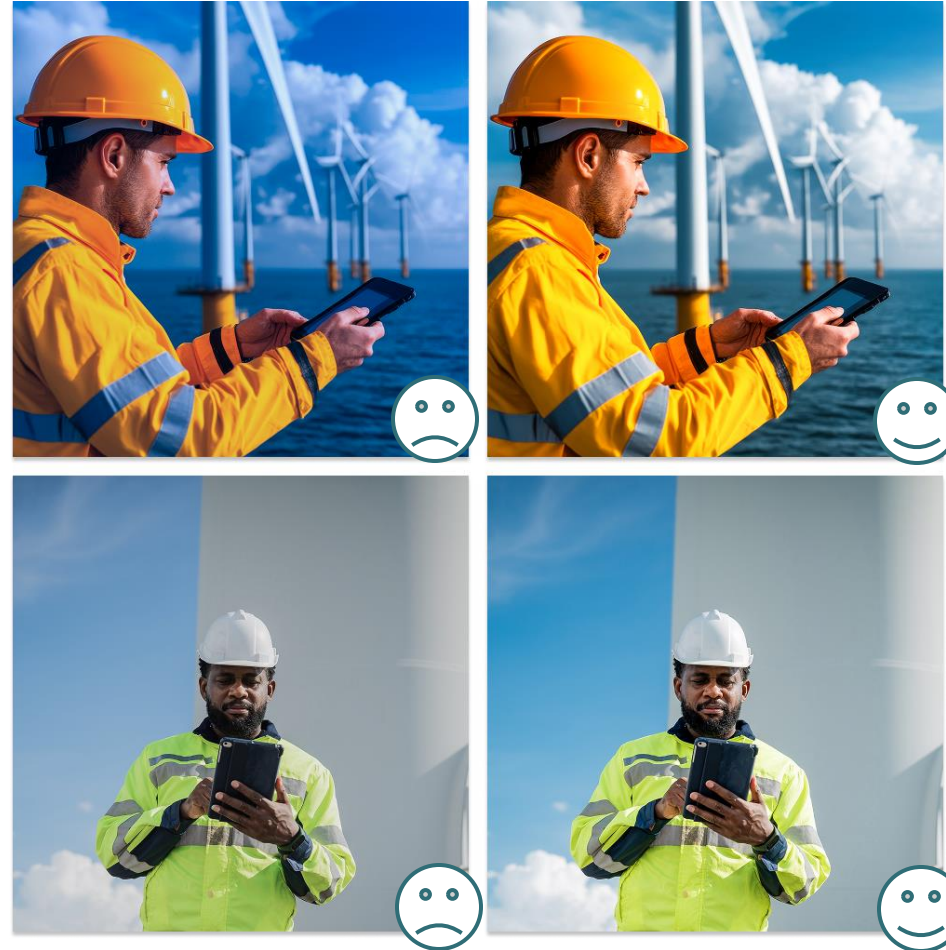
All images are carefully treated to align with MAVOCO's brand tone and context, ensuring consistency and professionalism.

Lighting & Contrast:

Soft, even lighting should enhance the subject's features without harsh shadows. Contrast may be used selectively to draw attention to key elements while maintaining a natural look.

Tone and Coloring:

Images should predominantly follow cool tones to align with MAVOCO's brand guidelines. Warmer tones may be used when appropriate to the subject's environment, ensuring they blend seamlessly with the overall context. Shades of blue and green can be adjusted to match the brand colors.



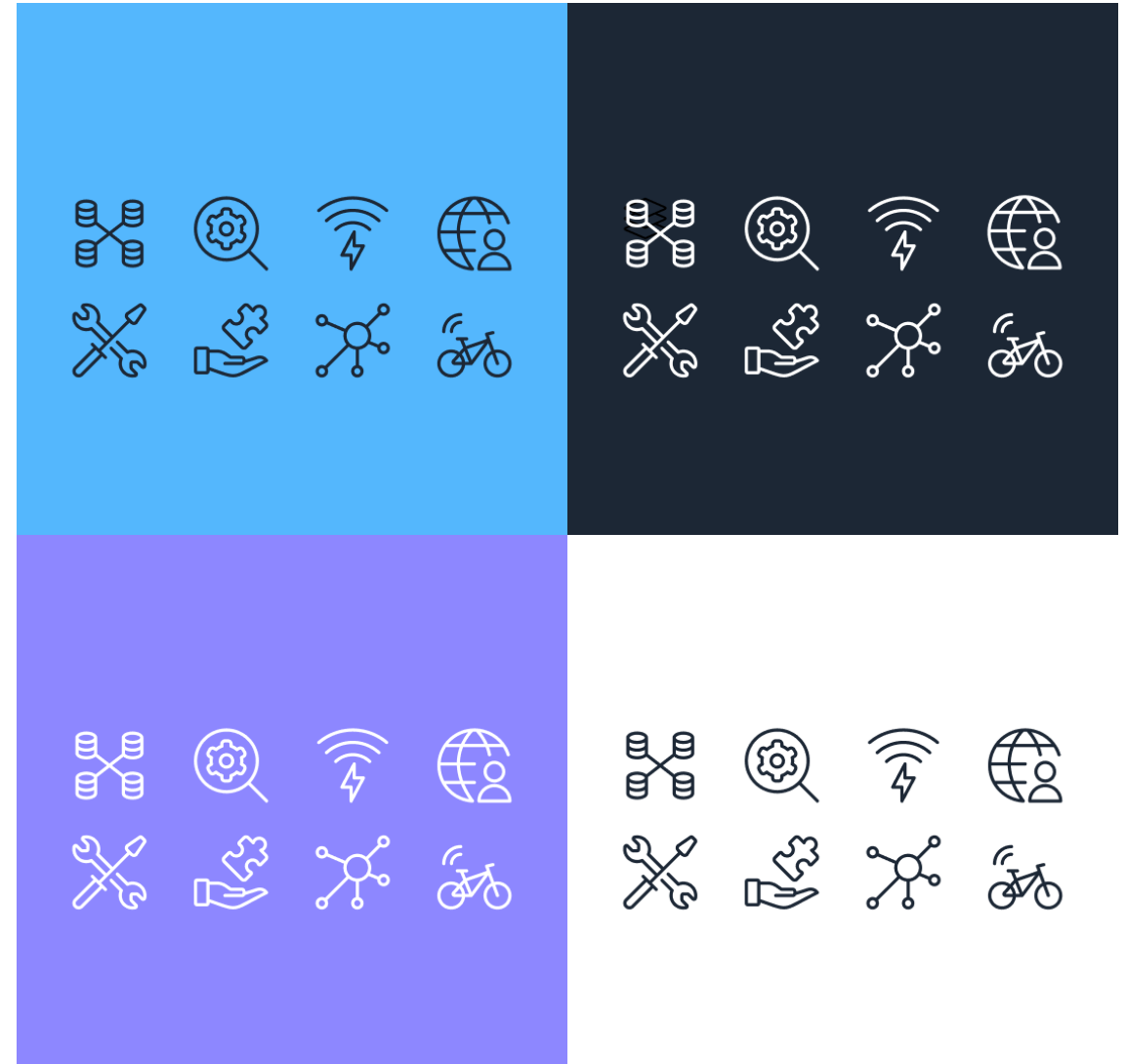
→ Iconography

MAVOCO uses a simple, clear, and reliable icon style aligned with our brand values. Anyone can instantly recognize and understand the icon without confusion or distraction from the overall page design.

Icons are used to support understanding, not to decorate.

Use single-color icons that match the brand's aesthetic. Avoid mixing styles or using generic clipart.

For co-branded or partner use, request icon templates via marketing@mavoco.com.



→ Graphic letter elements – core palette

The graphical elements of the MAVOCO brand are derived from the logo itself, using the letters to create distinctive background shades. Predominantly consisting of the letters M-A-V-O-C.

These elements can be used as backgrounds for Banners, presentations social media graphics or webelements.



→ Media Disclaimer

The logos, images, texts, and brand assets provided here may only be used for editorial and journalistic purposes in connection with MAVOCO.

Any modification, distortion, or improper use of brand materials is not permitted. Please ensure that all visuals are used in a factual and non-misleading context.

MAVOCO reserves the right to revoke usage rights at any time if materials are used improperly.

For any other use or in case of uncertainty, please contact:

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MAVOCO

Thank you!

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