



Brand & Style Guide

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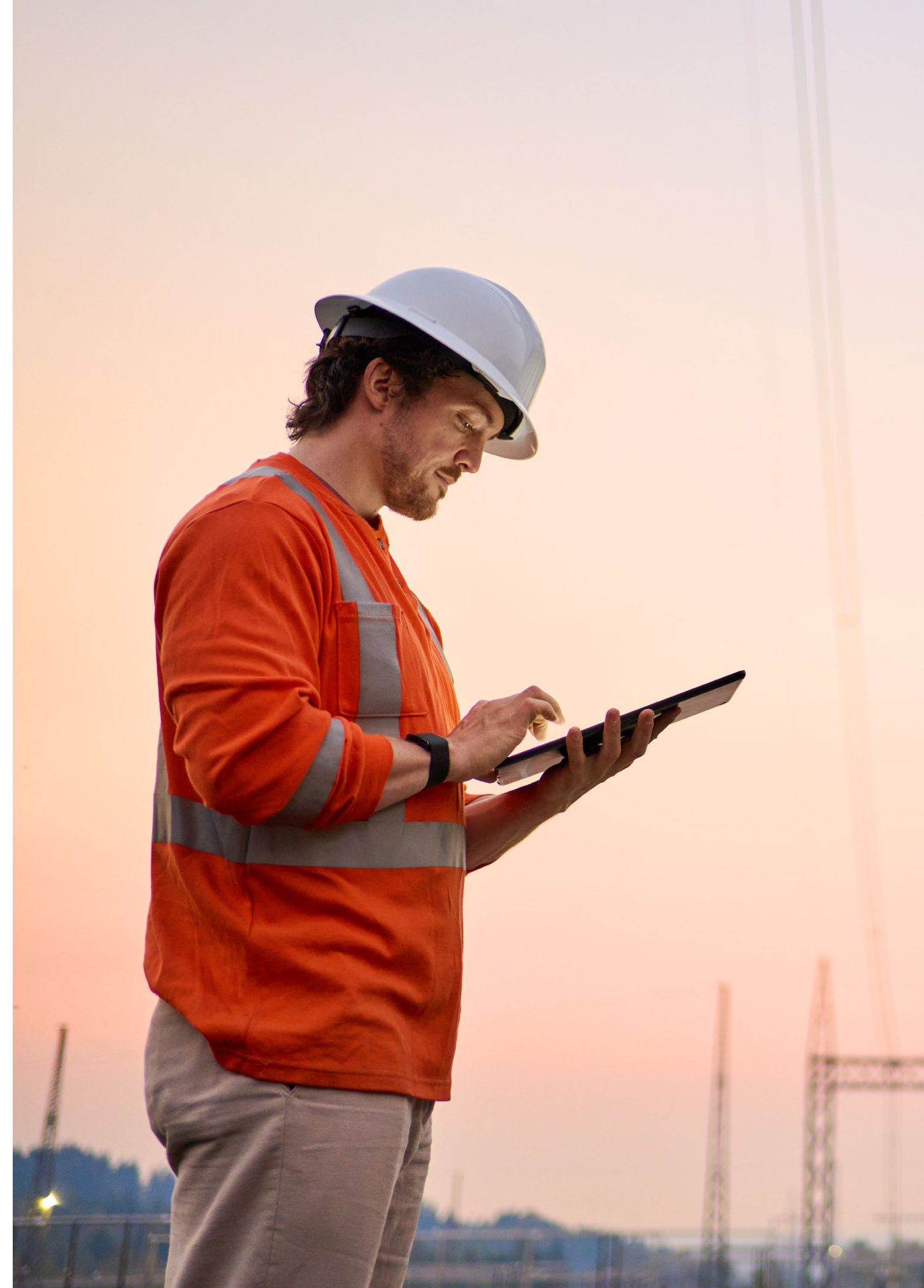
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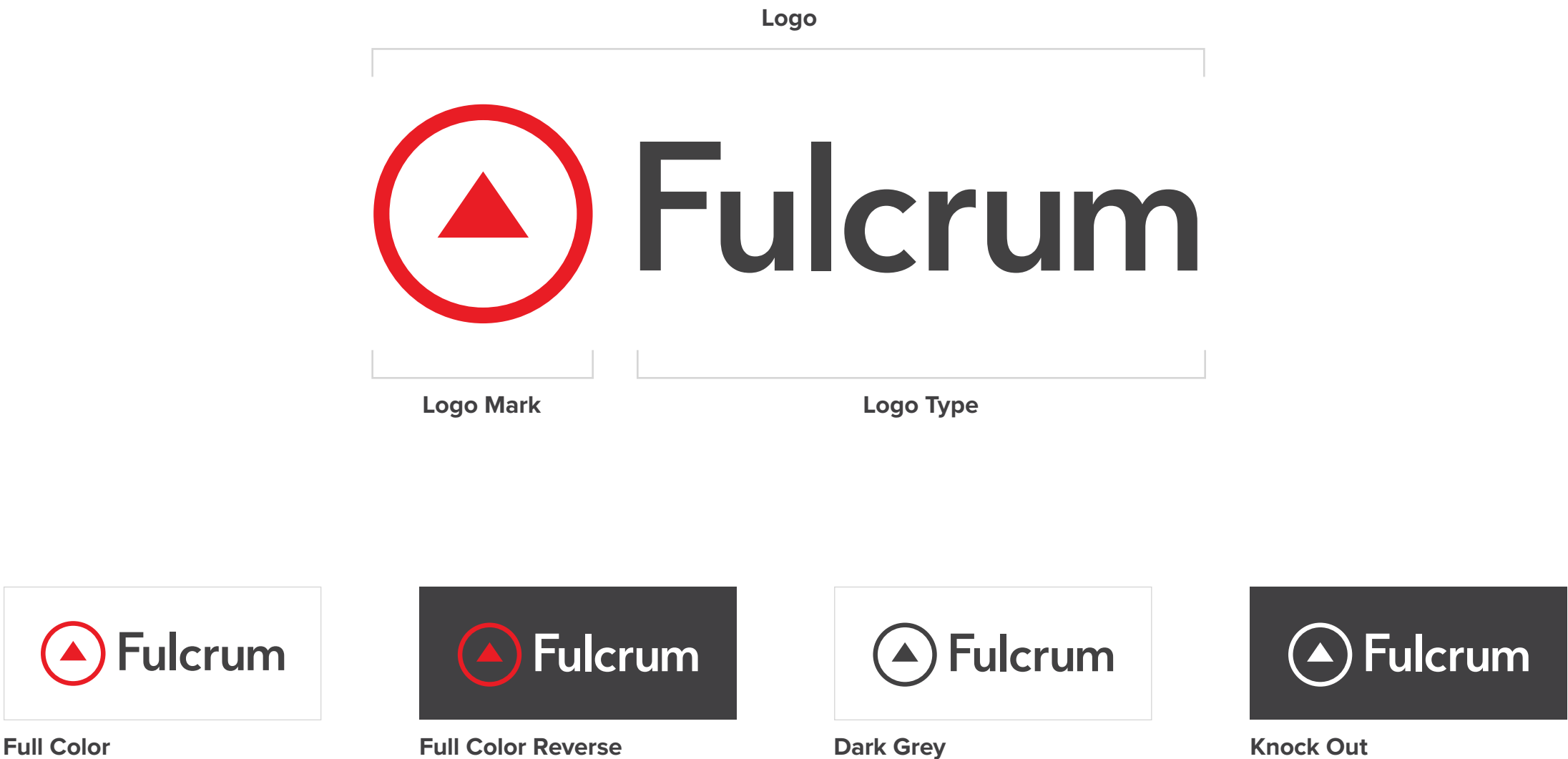


01 Logo usage



Logo | Specifications

The Fulcrum logo is the most visible aspect of the brand. It is a universal signature across disciplines and media which encapsulates our core values. You may find all the logos [here](#).



Logo | Clear space

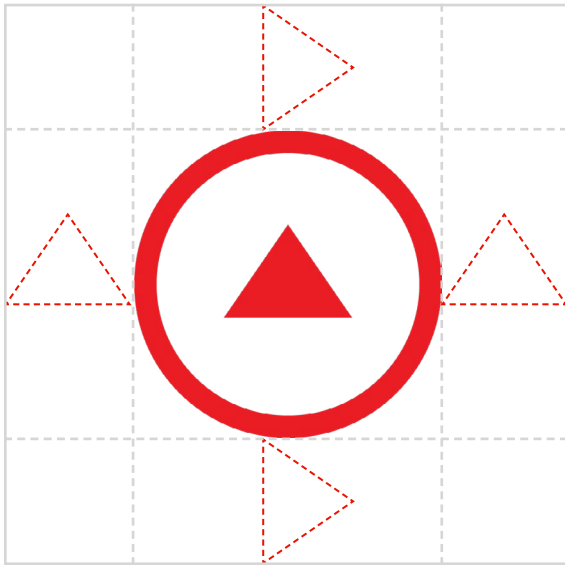
In order to protect clarity and present the logo in a consistent manner, minimum clear space is required around the logo.

The space requirement above, below and beside the logo is equal to the width of the fulcrum within the logo mark. The ratio of clear space around the logo remains the same regardless of the size of the application.

Logo

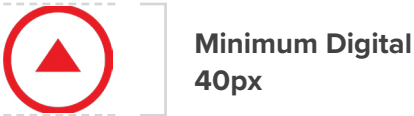


Logo Mark



Logo | Minimum requirements

Minimum sizing is required to maintain readability across all applications. The minimum height requirement applies to the height of the entire logo and mark.



Logo | Logo on color

It is crucial to ensure that the logo is easy to read and prominently stands out against the background. Whenever possible, use the full color logo on light backgrounds. The following examples highlight a variety of proper ways to use the different logos.

Whenever possible, use the full color logo on light backgrounds.



When you use the Fulcrum color Sky light use the full color logo.



When you use lighter colors use the full color logo.



When you use Fulcrum color Sky color use the knockout logo.



When you opt for deep blue or any other colors that clash with the full-color logo, switch to using the knockout logo.



When you use darker colors use the full color reverse logo when possible. If the full color reverse logo doesn't work use the knock out logo.



Logo | Unapproved usage

Consistent brand presentation is an important part of making the identity recognizable. The following examples highlight a variety of improper uses of our logo.

Do Not:
Change the color of the logo beyond the approved variations



Do Not:
Rotate



Do Not:
Convert to outlines



Do Not:
Use on low contrast photos or backgrounds



Do Not:
Stretch or distort



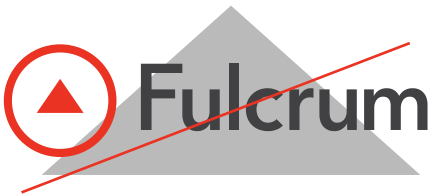
Do Not:
Use a drop shadow, bevel, or other effect



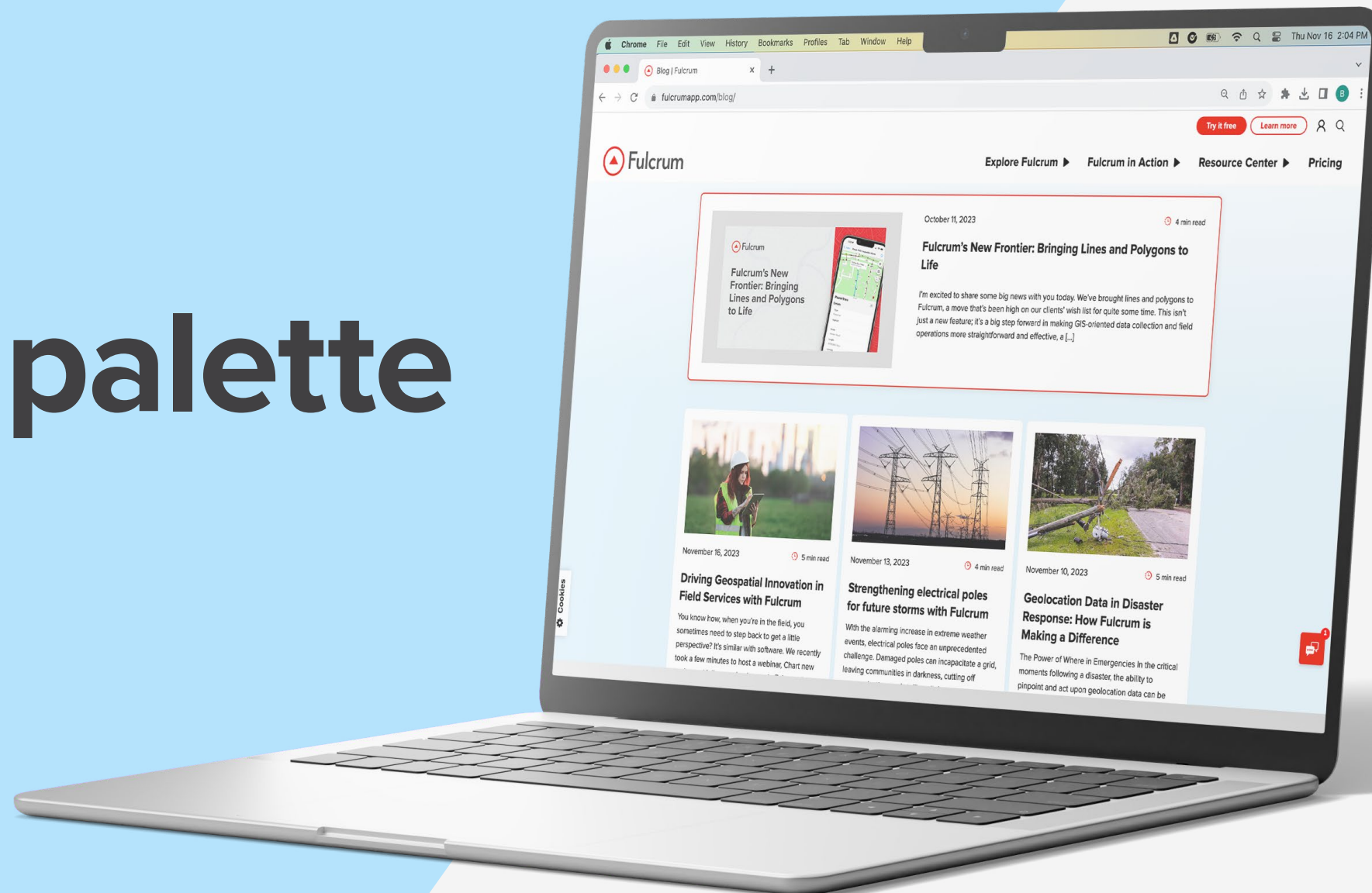
Do Not:
Use gradients



Do Not:
Combine with other graphic elements



02 Color palette

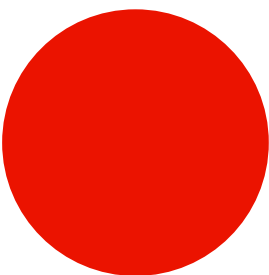


Color Palette | Specifications

Using the appropriate balance of color is crucial to keeping our brand expression visually consistent and fresh.

Fulcrum Red AA should always be used as a pop of color to indicate important information or unique brand detail. White and Sky Light are our primary background colors.

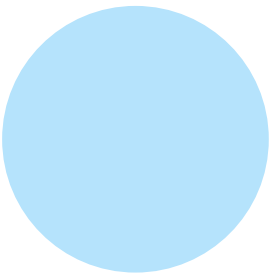
Primary



Fulcrum red AA AA Compliant

HEX #EB1300

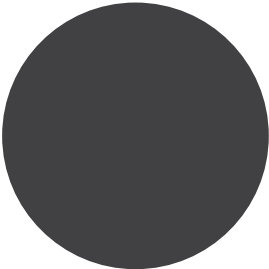
CMYK 00 | 85 | 92 | 08



Sky light

HEX #B5E3FC

CMYK 28 | 10 | 00 | 01

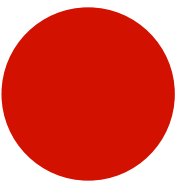


Dark grey

HEX #414042

CMYK 68 | 62 | 58 | 46

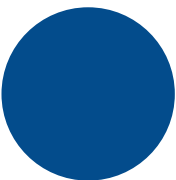
Secondary



Dark red

HEX #D21100

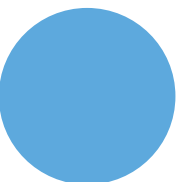
CMYK 00 | 76 | 82 | 18



Deep blue

HEX #034C8C

CMYK 100 | 78 | 17 | 03



Sky

HEX #4BAEF8

CMYK 68 | 29 | 00 | 03



Light blue

HEX #E5F5FD

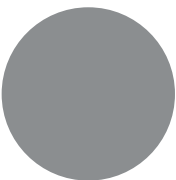
CMYK 08 | 00 | 00 | 00



Light grey

HEX #F4F4F4

CMYK 03 | 03 | 03 | 00



Grey

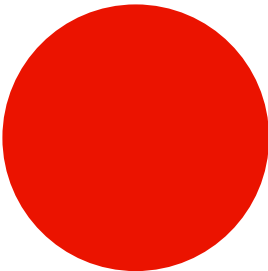
HEX #767676

CMYK 00 | 00 | 00 | 54

Color Palette | Shades

When encountering scenarios requiring variations of the brand color, please consult this page for guidance. These alternative colors should only be utilized when none of the primary brand colors are suitable. Remember to use these colors sparingly.

Primary



Fulcrum red AA AA Compliant

HEX #EB1300
CMYK 00 | 85 | 92 | 08



HEX
#CF3F32



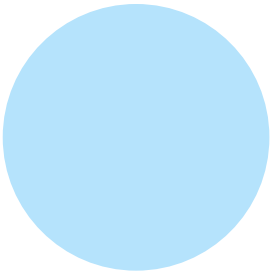
HEX
#FA4C3C



HEX
#AD352A



HEX
#8B2A21



Sky light

HEX #B5E3FC
CMYK 28 | 10 | 00 | 01



HEX
#3298CF



HEX
#3CB7FA



HEX
#2A7FAD



HEX
#21668B

Color Palette | Primary usage

Fulcrum Red serves to highlight significant details and can be incorporated into your design consistently. Proxima Nova Bold and Fulcrum Red are the designated styles for hyperlinks across documents. For social and print you may use Fulcrum Red boxes behind white text to call attention to text.

Sky light serves for background elements. When aiming for a spacious background color, ensure the use of Sky light. Additionally, combining sky light with white can produce a background gradient.

Dark grey serves as the designated text color and can also be incorporated into designs as required.

The Fulcrum data collection platform

See how Fulcrum cuts costs through productivity gains, improves data reliability, and enables digital transformation.



Standardization

Digitally transform your processes by standardizing across use cases to increase productivity, improve data quality, and securely deliver real-time data.



Customization

Easily adapt to changing requirements with drag-and-drop app modification, full customization and extension capabilities, and customizable reporting and alerting.



Integration

Expand the reach and usefulness of your data with best-in-class integration with Esri ArcGIS, real-time, two-way integration with any application, and built-in integration with email, SMS, and more.

Cutting costs, not corners

With Fulcrum, cutting costs doesn't mean cutting corners. It means enhancing efficiency, improving decision-making, and optimizing resource utilization through better data and smarter processes.

Business benefits

Fulcrum gives you the tools you need to:

- Speed disaster recovery
- Save time – and money – with improved productivity
- Spur data-driven innovation
- Realize downstream benefits with better data and seamless integration

Staffing successes

Fulcrum empowers your team to:

- Improve efficiency by combining trips and tasks
- Overcome worker shortages with shorter workdays, better quality of life
- Ensure field team accountability with mandatory fields, evidence collection, and automatic location capture

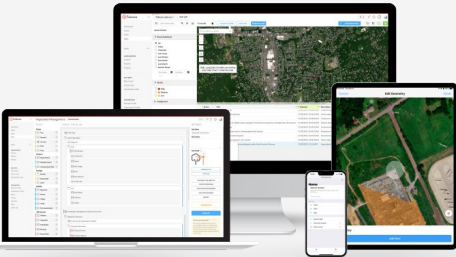
Just-right insights

Fulcrum delivers the clarity you need by enabling you to:

- Access the data you need in the field, and get the field data you need in the office
- Perform quick and accurate reporting and analysis
- Inform decisions with big picture views and minute data drill downs



fulcrumapp.com



Looking ahead

As we look to the future, the role of geospatial technology in data collection and analysis is set to become even more critical. Fulcrum's platform represents a significant advancement in this field, offering a suite of tools that not only meet the current demands of data collection projects but are also poised to adapt to future technological developments. The combination of comprehensive data capture capabilities, enhanced field productivity, seamless GIS integration, and real-time actionable intelligence makes Fulcrum a pivotal solution for organizations looking to leverage geospatial data to its fullest potential.

Fulcrum's platform offers an unparalleled solution that addresses the complex challenges of modern data collection and analysis. Through its advanced geospatial capabilities, user-friendly design, and robust integration features, Fulcrum enables organizations to capture, analyze, and apply geospatial data more effectively than ever before.

As the technology continues to evolve, Fulcrum remains committed to providing innovative solutions that empower users to achieve their operational and strategic goals, marking a new era in data collection and analysis.

Unlock the full potential of your geospatial data

Ready to elevate your projects with advanced geospatial capabilities? With Fulcrum, you'll unlock powerful insights, enhance field productivity, and achieve seamless GIS integration. Don't miss out on the opportunity to maximize the impact of your location data. **Contact us today** and take the first step towards revolutionizing your operations with the cutting-edge technology at Fulcrum.



fulcrumapp.com

info@fulcrumapp.com

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Fulcrum by the numbers

2011 Fulcrum's first release	30,000+ Active Fulcrum users	100+ Countries where Fulcrum is used
172M+ Survey records that have been collected with Fulcrum	72M+ Geotagged photos that have been uploaded into Fulcrum	3.5M+ Signatures collected in Fulcrum

Fulcrum's greatest hits

Lightning-fast ROI

By righting our investment programs, we achieved projects on our annual Platform investment in just two weeks.

Security Forest Products

Best-in-class integration

Fulcrum checks out among best platforms by having a modern, easy-to-use interface to get data in and out.

Thrive Tech

Industry-leading support

83.com reviews

Amazing customer service

Support on the field; clients' clear to fulfill

Customer support is excellent

Improved GIS insights



- GIS transforms into a responsive, two-way system
- Field teams actively feed real-time data to GIS, enhancing decision-making strategies

See for yourself – get a free, no-obligation demo today!





Elevate your operations with GIS-first data collection



Request a free demo of Fulcrum's platform

Button



“

It's hard to overstate the significance of this increased efficiency. We're seeing **time savings of between two and five hours per day**, per employee. The cost reduction associated with that time reduction is enormous.

Colin Diehl, CEO and Co-Founder
DIEHLUX, LLC

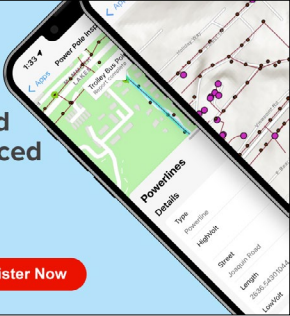


Optimizing electric grid operations with advanced field data collection

Date
03.21
Thurs

Time
2:00
PM ET

Register Now



Color Palette | Secondary usage

Secondary colors should be utilized sparingly, particularly in situations where primary colors are less effective or as background colors.

5. Specify the evidence required for compliance: Decide on the type of evidence that will demonstrate compliance, which could range from a simple checkmark indicating compliance to more robust evidence such as photos.

6. Determine data types for evidence: Specify the data type that best serves as evidence of compliance, which can vary significantly depending on the nature of the inspection and the standard. For example, if your evidence is a temperature reading, the data type could be numerical. If it's a visual check, the evidence could be a photograph, so the data type would be an image.

7. Consider app and record capabilities: Each digital platform comes with different features, so it's essential to understand how your chosen tool can handle the different data types you need to collect. This also includes understanding how to best structure data within individual records, crucial for both user-friendly data entry and later analysis.

8. Build out the application: Develop user-friendly digital inspection tools within your chosen application by designing forms for data entry, establishing fields for various data types, and organizing how these forms link to create comprehensive records. Set up automated workflows, test the app to ensure it works as expected, and begin training inspectors to use the new tool effectively.

Remember that this is an iterative process: as inspectors use the tool, implement their feedback to further refine the inspection process, increasing efficiency and accuracy.

Operationalization considerations

To make this app-building process smoother and the final product easier to implement, keep in mind the following considerations:

- 1. App naming conventions:** Having clear, consistent naming conventions for apps minimizes confusion and makes it easier for users to find what they want. Keep an eye out for inconsistencies in punctuation and spacing, which cause apps to alphabetize differently and confuse users.
- 2. Record naming conventions:** Record names are usually sourced from information in particular fields within the application or record. However, there might be cases where you need to name records manually.
- 3. Ease of reporting:** Your digital inspection process design significantly impacts how easy or hard it is to report data. For example, consolidated reporting is straightforward if a single app is designed to handle all instances of wood pole inspections. But if multiple apps are used for different stages of the inspection process, you may need to consolidate data with external reporting tools (such as Microsoft Power BI or spreadsheets), a process which becomes increasingly complex as the number and type of inspections grow.

Fulcrum

Blog

Fulcrum's Role in Geospatial Data Integration

[Learn more](#)

Fulcrum

Improved GIS insights

- GIS transforms into a responsive, two-way system
- Field teams actively feed real-time data to GIS, enhancing decision-making strategies

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03 Typography



Typography | Proxima Nova

Typography is a key component of our brand identity. The system relies on the use of bold, strong text as both a visual and messaging element.

Our primary brand typeface is Proxima Nova, which is used across our print and digital landscape.

Proxima Nova Bold

Proxima Nova Regular

Proxima Nova Light



Typography | Digital type hierarchy

This digital system allows the organization of type and establishes an order of importance within the page. It allows the reader to easily find what they are looking for and navigate the content.

H1

Font-Family: Proxima Nova
Font-Weight: Bold
Font-Size: 55px
Line-Height: 1 em
Margin-Top: TBD
Color: Dark Grey #414042

Intro

Font-Family: Proxima Nova
Font-Weight: Light
Font-Size: 32px
Line-Height: 1.3 em
Margin-Top: TBD
Color: Dark Grey #414042

H2

Font-Family: Proxima Nova
Font-Weight: Bold
Font-Size: 40px
Line-Height: 1.2 em
Margin-Top: TBD
Color: Dark Grey #414042

H3

Font-Family: Proxima Nova
Font-Weight: Bold
Font-Size: 26px
Line-Height: 1.25 em
Margin-Top: TBD
Color: Dark Grey #414042

Body

Font-Family: Proxima Nova
Font-Weight: Regular
Font-Size: 20px
Line-Height: 1.5 em
Margin-Top: TBD
Color: Dark Grey #414042

H4

Font-Family: Proxima Nova
Font-Weight: Bold
Font-Size: 22px
Line-Height: 1.25 em
Margin-Top: TBD
Color: Dark Grey #414042

H5

Font-Family: Proxima Nova
Font-Weight: Bold
Font-Size: 20px
Line-Height: 1.4 em
Margin-Top: TBD
Color: Dark Grey #414042

H6

Font-Family: Proxima Nova
Font-Weight: Bold
Font-Size: 16px
Line-Height: 1.4 em
Margin-Top: TBD
Color: Dark Grey #414042

Body Small

Font-Family: Proxima Nova
Font-Weight: Regular
Font-Size: 16px
Line-Height: 1.4 em
Margin-Top: TBD
Color: Dark Grey #414042

Eyebrow

Font-Family: Proxima Nova
Font-Weight: Bold
Font-Size: 16px
Line-Height: 1.25 em
Margin-Top: TBD
Color: Dark Grey #414042

Typography | Arial

When Proxima Nova is not available use Arial.

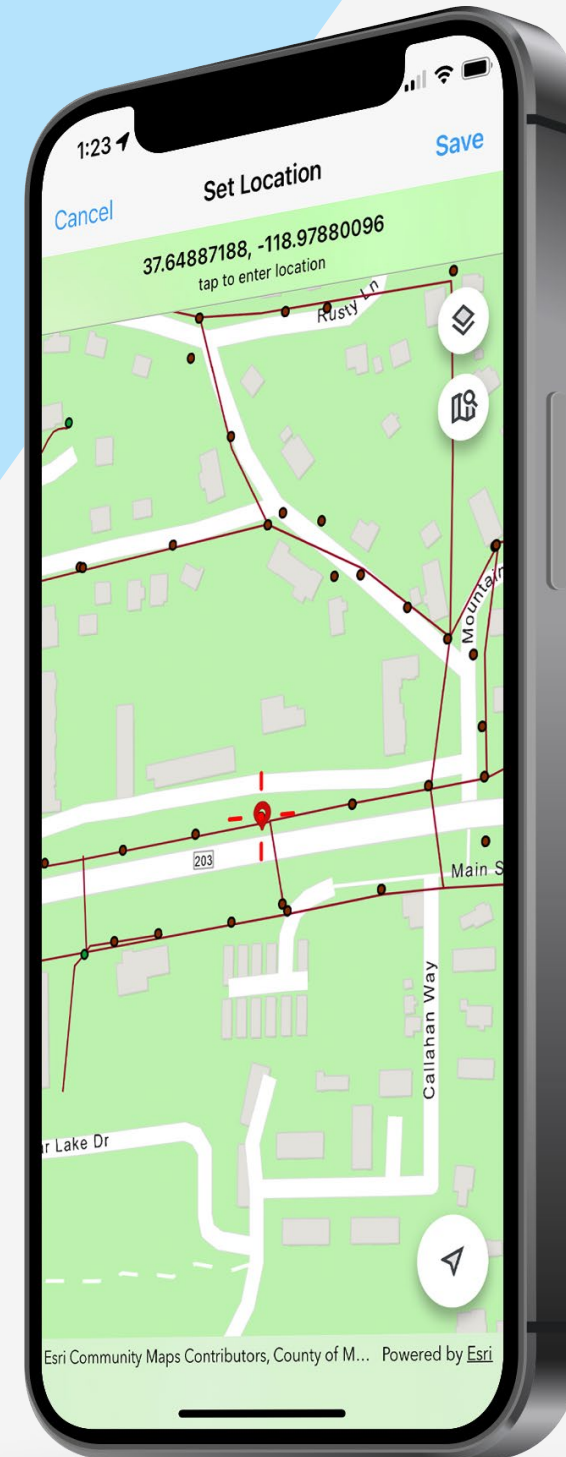
Arial Black

Arial Bold

Arial Regular

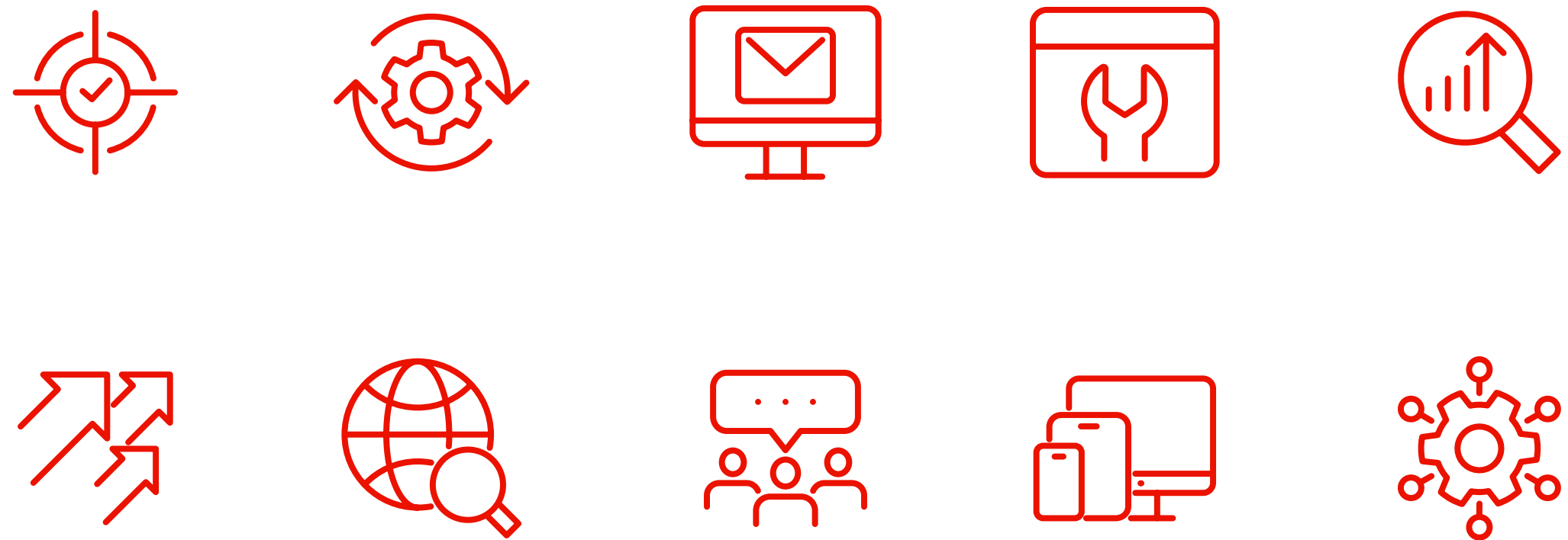
Aa

04 Iconography



Iconography | Sample set

This sample set of icons illustrates our visual language. Icons are complementary elements and should be use sparingly throughout collateral and presentations. You can find a set of approved icons [here](#).



05 Photography



Photography | Proper usage

Photography is highly important in the Fulcrum world. Photography is used to get our message across. When using photography make sure the images feel natural, are bright, and clear in what is going on in the image. When using images with hard hats make sure the hard hats are either yellow or white. Blue hard hats can be used when the person is near water but is not required. If you need access to some photography options you may access our resources [here](#).



Photography | Improper usage

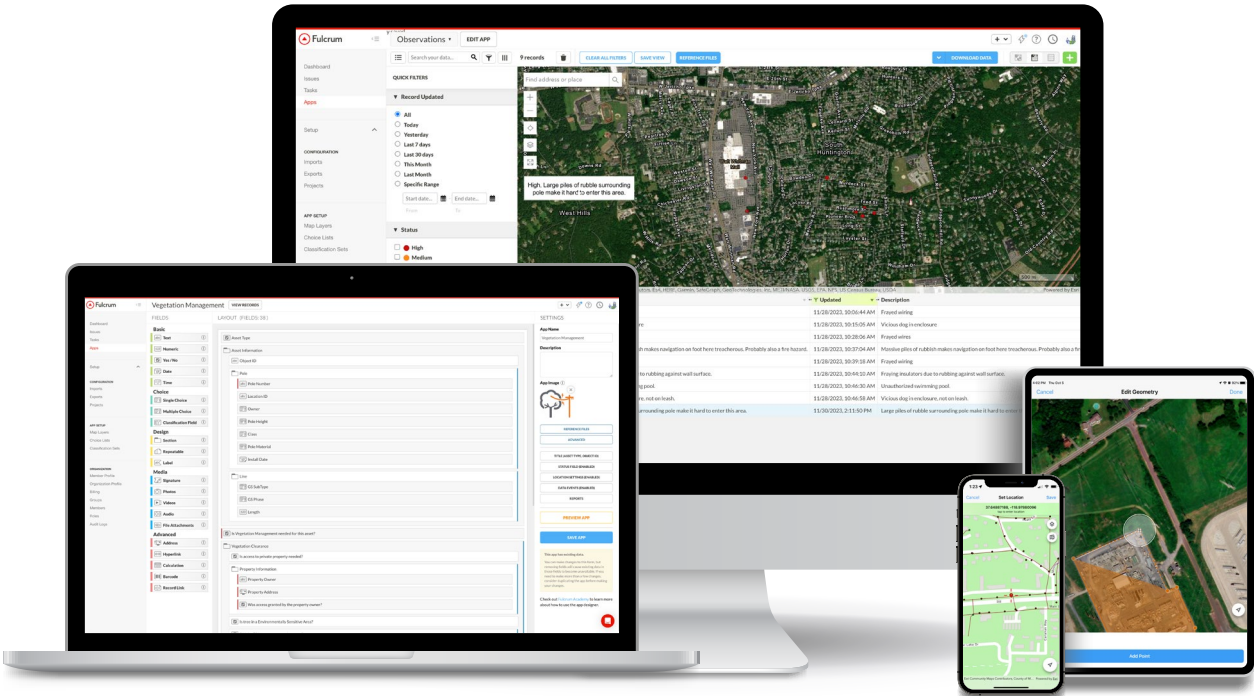
When using stock photography, avoid photos where models are directly facing the camera. Instead, aim for a natural and candid look to capture genuine moments. Images should still be clear and straightforward, with a focus on simplicity to enhance understanding. Avoid overly dark images that may hinder comprehension. Additionally, if a person is depicted in the field, they should not be holding a laptop device.



Photography | Product shots

We frequently use product shots in collateral to help paint a clear picture of what we have to offer. Always ensure any screenshots are contained in a device to illustrate ease of use and functionality. Each device is required to have a light shadow.

You can find the product shots [here](#).



06 Tone of voice



Tone | Proper usage

We're a pragmatic company serving a pragmatic workforce, and that should come through in our voice. We're confident and no-nonsense, but still forward-looking to get the job done both in terms of what's on our plate today and what we're building for the future.



07

Brand resources



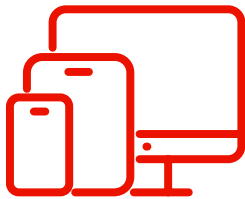
Brand resources | Resource links

Here is a list of where you can find all the creative files you may need.

Brand resources



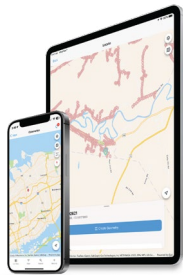
Icons



Logos



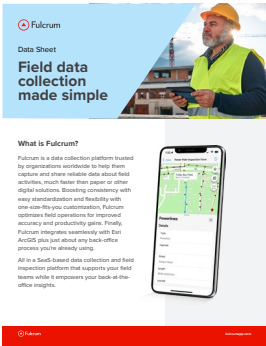
Product shots



Photography



Templates





www.fulcrumapp.com