



Scout

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PARTNER GUIDELINES

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01 INTRODUCTION TO SCOUT

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**IT GETS ME AND
GETS ME THERE.**

FPO

Brand Essence

Scout™ is a “Daily Personal Navigator.” With one click, you’ll get access to your favorite places, routes, people and interests. It also gives you the option of customizing and choosing the categories you care about most. The following points are what essentially make up Scout.

01 My daily personal navigator that gets me and gets me there.

02 Gets me and guides me. Where to go, how to get there, and what to do.

03 It is a totally personalized experience with features like My Dashboard, My Commute, My Places, My Search, My Traffic, My Location and My Weather.

Usage

When referring to Scout in text refer to it as “Scout™ by Telenav” in the first mention. In subsequent mentions you can simply use “Scout”.

Brand Voice

Empowering

Simple to use, everyone is welcome, encourages discovery; like a good teacher.

Dependable

Always can be counted on, trustworthy results; like a good friend.

Personable

Brand and product feel like a one-to-one relationship; a partner that understands you.

Fun

Engaging experience, friendly and fun brand personality; someone you want to spend time with.

02 SCOUT SIGNATURE

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The form of the Scout Symbol is based on a yellow road stripe that has been folded back on itself to represent a pathway or journey. The Scout Wordmark uses a custom-designed typeface and should not be altered.

Together, the Symbol and Wordmark create the Scout Signature. The Signature forms the most significant feature of the Scout product and corporate identity and should be used on all aspects of branded communication. The Scout Signature should never be altered, tilted, distorted, manipulated or disassembled on any application.

SCOUT SIGNATURE



SYMBOL

WORDMARK



MINIMUM SIZE



FPO

03 SIGNATURE CLEAR ZONES

SCOUT

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Vertical

The following is the clear zone rule for the vertical Scout Signature. In order to gain maximum visibility, the Scout Signature should always appear with a minimum area of clear space around the logo. This area should be free of any type or graphic element. Using center-line height of the letters “c,” “o” and “u” as “x,” the clear space is a 1x area around the entire Signature. This rule applies to all versions of the Scout Signature on all mediums.



04 SIGNATURE COLORS

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Full Color with Gradient

Color is a powerful means of identification. Consistent use of our new Scout Signature colors will help build visibility and recognition for Scout and will set us apart from our competitors.

Across applications, every effort should be made to use the full-color Scout Signature with Gradient, on a white or black background.

The descriptions below apply to both the vertical and horizontal Signature formats.

Spot Color with Gradient

The spot color Signature uses Pantone 123 overprinted Pantone 109 for the Symbol and a gradient screen of Pantone Cool Gray 8 for the Wordmark.

4-Color Process with Gradient

When it is not feasible or cost-effective to print the spot color Signature, use the 4-color process Signature.

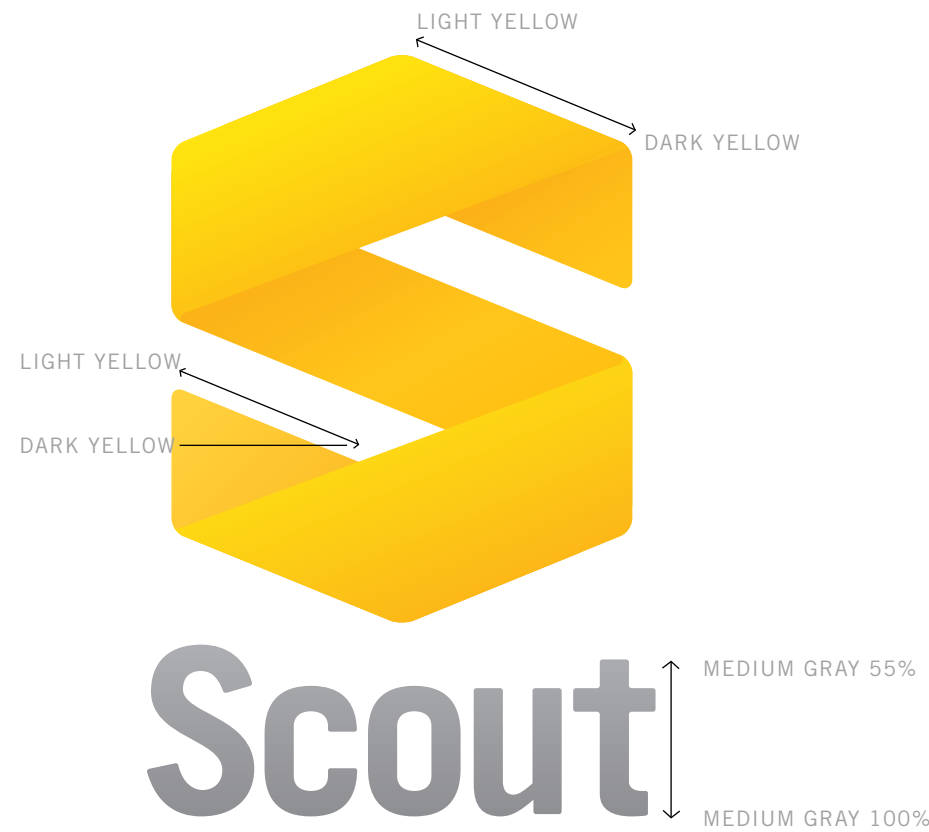
RGB with Gradient

This version is used for all desktop and on-screen applications.

Spot Color without Gradient (Flat)

Use this version for simple spot color applications where gradations are not possible (such as appliquéd flags and embroidery).

With Gradient



Without Gradient



LIGHT YELLOW
DARK YELLOW



MEDIUM GRAY 55%
MEDIUM GRAY 100%

One Color Signature

Across applications, every effort should be made to use the full-color Scout Signature with Gradient, on a white or black background.

However, in instances where only one color is available for printing, use the one-color options to the right. The descriptions below apply to both the vertical and horizontal Signature formats.

1-Color Grayscale

The Scout Signature can be printed as a tint of black for one-color applications (such as Word stationery templates and merchandise).

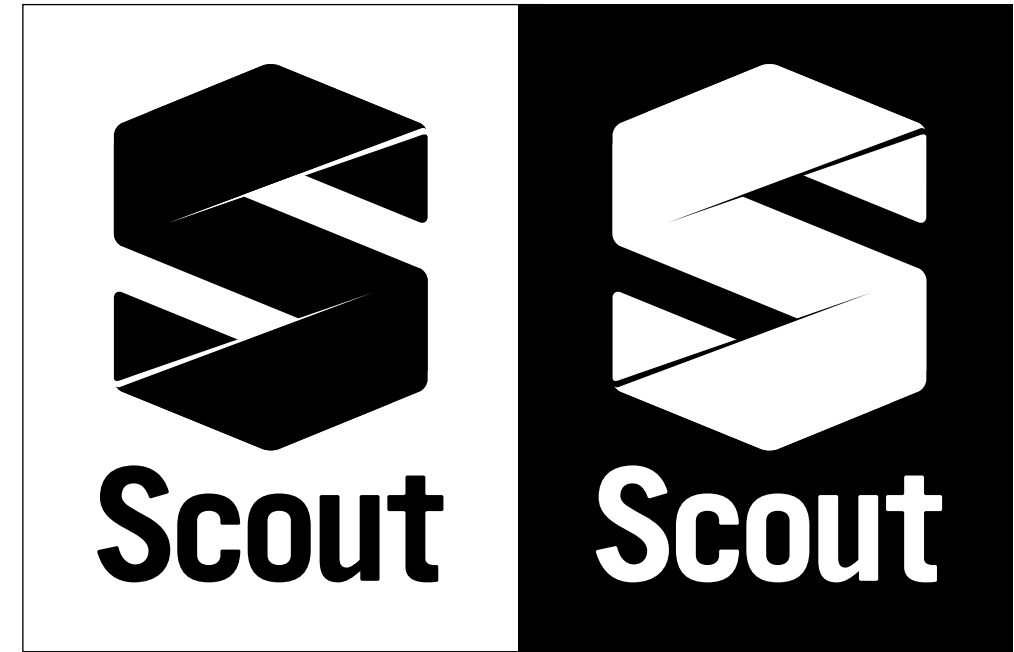
1-Color Black and White

Use this simple, 1-color version where gradations may not be possible (such as embossing, glass decals and embroidery).



Grayscale



Black and White



Variations

SIGNATURE	FILE NAME	COLOR	USAGE AND APPLICATIONS	
<p>SPOT COLOR / RGB / 4-COLOR PROCESS</p> 	scout_spot_vert.eps	PMS 123C OVERPRINTED PMS 109C	PANTONE COOL GRAY 8C GRADIENT TOP-TO-BOTTOM 55% - 100%	SPOT COLOR APPLICATIONS PRIMARILY FOR PRINT
	scout_rgb_vert.eps	RGB		ON SCREEN APPLICATIONS
	scout_rgb_vert_hires.jpg scout_rgb_vert_lores.jpg scout_rgb_vert_k_hires.jpg scout_rgb_vert_k_lores.jpg			
	scout_4c_vert.eps	CMYK		PROCESS COLOR APPLICATIONS
<p>FULL COLOR FLAT</p> 	scout_flat_spot_vert.eps	PMS 109C PMS 123C	PANTONE COOL GRAY 8C	SIMPLE COLOR APPLICATIONS WHERE GRADATIONS ARE NOT POSSIBLE (SUCH AS APPLIQUÉD FLAGS AND EMBROIDERY)
<p>ONE COLOR GRAY</p> 	scout_1c_gray_vert.eps	BLACK (GRAYSCALE)		ONE-COLOR APPLICATIONS (SUCH AS WORD STATIONERY TEMPLATES AND MERCHANDISE)
<p>ONE COLOR B/W</p> 	scout_flat_k_vert.eps	BLACK		SIMPLE ONE COLOR APPLICATIONS WHERE GRADATIONS ARE NOT POSSIBLE (SUCH AS EMBOSsing, GLASS DECALS AND EMBROIDERY)
	scout_flat_w_vert.eps	WHITE		SIMPLE ONE COLOR APPLICATIONS WHERE GRADATIONS ARE NOT POSSIBLE (SUCH AS EMBOSsing, GLASS DECALS AND EMBROIDERY)

05 SIGNATURE MISUSES

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Because the Scout Signature is the brand's primary visual representation, its integrity should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form.

Changing any graphic element of the Signature will weaken its impact and detract from the consistent image we seek to project. The illustrations to the right describe some, but not all, of the more common misunderstandings and inappropriate uses of the Signature.

Please use only approved electronic art when reproducing the Scout Signature.



SCALE. Do not play with the scale of the logo. The proportions of the logos should not be altered in any way.



COLOR. Do not change the colors of any of the logos.



ORIENTATION. Do not change the orientation of the logo by rotating it any way.



EFFECTS. Do not add any kind of effects like a drop shadow to the logo.



CONTRAST. The logos should always be placed in locations that are not too complex to allow them to be viewed clearly.



PROPORTIONS. Do not change proportions of the Signature.



STROKE. Do not stroke the logo.



CROP. Do not crop the logo in any way.



TRANSPARENCY. Do not lay any kind of transparency over the logo.

06 PRODUCT PORTFOLIO

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An additional logo lockup has been developed to delineate sub-divisions within the Scout product line. The examples demonstrate how the Scout identity can be adapted for vertical product groups, with copy size and color being consistent across each instance. The system creates a unified design language that is closely aligned with the Scout masterbrand. Its simple typographic lockup can easily apply to additional or future verticals (not listed here).



07 COLOR PALETTE

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07 COLOR PALETTE

Primary Color Palette

Color is a primary means of visual identification that we use to create a powerful emotional response. Our colors were chosen with care to convey that we are a vibrant, forward-looking brand. The consistent use of a limited number of colors will build strong external recognition and memorability for Scout.

Primary Palette

Our primary color, Scout Yellow, is intended to be the main signifying color for the brand. It should be used for all solid fill secondary graphics and yellow typography used on black backgrounds. In terms of brightness, it is roughly an average of the Light and Dark Yellows.

Light and Dark Yellows are to be used exclusively in creating the gradients within the Scout Symbol, Stripe and backgrounds. Neither Light nor Dark Yellow should be used alone as a solid fill in secondary graphics or typography.

Black, white and grays round out our Primary Palette and provide a foundation for Scout Yellow to stand out.



SCOUT YELLOW
PANTONE 116C
CMYK 0000 0016 0100 0000
RGB 255 210 0
FFD200



LIGHT GRAY
PANTONE COOL GRAY 5C
CMYK 0000 0000 0000 0029
RGB 190 192 194
BEC0C2



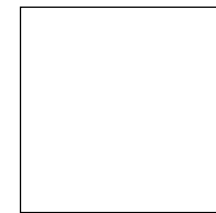
BLACK
CMYK 0000 0000 0000 0100
RGB 0 0 0
000000



LIGHT YELLOW
PANTONE 109C
CMYK 0000 0010 0100 0000
RGB 255 221 0
FFDD00



MEDIUM GRAY
PANTONE COOL GRAY 8C
CMYK 0000 0001 0000 0043
RGB 161 161 164
A1A1A4



WHITE
CMYK 0000 0000 0000 0000
RGB 255 255 255
FFFFFFFF



DARK YELLOW
PANTONE 123C
CMYK 0000 0024 0094 0000
RGB 255 196 37
FFC425



DARK GRAY
PANTONE COOL GRAY 11C
CMYK 0000 0002 0000 0068
RGB 113 112 115
717073

TO BE USED FOR GRADIENTS ONLY

Vertical Gradient

The Scout Gradient is created from a blend of Light and Dark Yellows. This gradient adds a sense of depth and texture to both the Scout Symbol, Stripe and background graphics. In terms of creating and using the gradient, there should always be a subtle feel to the color transition across a page or graphic.

The Scout Gradient will be a feature of communications materials such as brochures, stationery, newsletters and presentations.



LIGHT YELLOW

PANTONE 109C

CMYK 0000 0010 0100 0000

RGB 255 221 0

FFDD00

DARK YELLOW

PANTONE 123C

CMYK 0000 0024 0094 0000

RGB 255 196 37

FFC425

08 TYPOGRAPHY

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Scout’s primary typeface is Trade Gothic. Modern, flexible and easy to read, Trade Gothic is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

When to use

Use Trade Gothic for all Scout communications where possible. Use Trade Gothic in rendered form for online and electronic applications. When use of Trade Gothic is not possible, use the Arial font family. The weights shown for Trade Gothic are approved for use.

TRADE GOTHIC BOLD CONDENSED
NO. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

TRADE GOTHIC BOLD
SUB-HEAD

ABC123

1234567890

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

TRADE GOTHIC LIGHT
BODY

ABC123

1234567890

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure a consistent style across all Scout communications.

Header

Trade Gothic Bold Condensed No. 20 — 40/42 pt

Sub-Head

Trade Gothic Bold — 15/18 pt

Body Copy

Trade Gothic Light — 12/15 pt

On White Background

LOREM IPSUM IS SIMPLY DUMMY TEXT.

Lorem Ipsum Is Not Simply Random Text.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



BLACK



MEDIUM GRAY

On Black Background

LOREM IPSUM IS SIMPLY DUMMY TEXT.

Lorem Ipsum Is Not Simply Random Text.

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SCOUT YELLOW



MEDIUM GRAY

09 SCOUT STRIPE

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The Scout Stripe is derived from the form of the Scout Symbol. It suggests both momentum and directionality. It can be applied in a number of ways to create visual impact when layered against a background.

Its use, however, is reserved for high-profile, high-visibility applications that feature more atmosphere and less copy. In other words, it should be used judiciously. A viewer should not see more than one Stripe in any given application or environment. Appropriate examples include above-the-line advertising, brochure covers, web landing pages and trade show graphics.

See the Branded Examples section for examples of usage within applications. You will see how the Scout Stripe has been integrated into certain photographs to give a sense of depth and integration with elements in the composition.



LIGHT YELLOW

Orientations

To the right are the four versions of the Scout Stripe that can be used for different layout needs. Either end of the Scout Stripe must bleed off the edges of any given composition.

These angles (including straight) have been pre-created as artwork. Although, depending on use, it may be necessary to extend the stripe lengths along their respective angles, they should not be otherwise altered unless absolutely necessary. In the cases where an angle not shown here is needed, care should be taken to modify a stripe so that it folds in a realistic manner and has properly placed shadows.

STRAIGHT



ANGLE 1



ANGLE 2



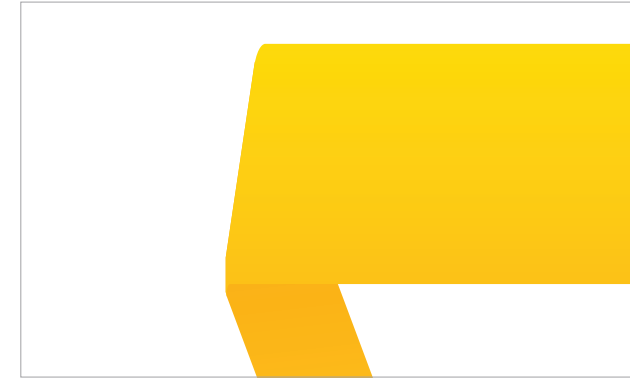
ANGLE 3



Changing any graphic property of the Scout Stripe will weaken its impact and detract from the consistent image we seek to project. The illustrations to the right describe some, but not all, of the more common misunderstandings and inappropriate uses of the Scout Stripe. Please use only approved electronic art when reproducing the Scout Stripe.



CROPPING. Either end of the Scout Stripe must bleed off the edges of any given composition.



PROPORTION. Do not stretch or distort the Scout Stripe.



COLOR. Do not change the color of the Scout Stripe.



POSITIONING. Do not place the Scout Stripe over an image, where it covers the main subject of the image.



TEXTURE. Do not incorporate any kind of pattern or texture into the Scout Stripe.



PATTERN. Do not create any kind of pattern with the Scout Stripe.

We also have a narrower, less impactful, form of the Scout Stripe that we use in the headers of certain layouts. It is a much simpler and subtle representation of Scout Yellow and should never be used in conjunction with the dimensional Scout Stripe. Use it when you need just a little pop of color to bring warmth and a brand connection to your layouts.



10 BRANDED EXAMPLES

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Scout













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