

Brand Guidelines

LOGO
COLOR
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IMAGERY
MESSAGING

ekahau
WIRELESS DESIGN

Logo Usage

Ekahau Logo Lockup

The Ekahau logo is made up of three parts: the ekahau brand name, heatmap bar mark, and wireless design strapline. Use the following logo usage guidelines whenever incorporating the Ekahau logo into creative materials.

Download logo files: <https://www.ekahau.com/resources/logos-and-guidelines/>

Exclusion Zone

The minimum clear space that should be maintained around the logo is defined by the height of the letter e in the logo. No text / logos or graphic illustrations should be placed on the exclusion zone. The top exclusion zone is measured from the top edge of the letter e (and not from the edge of the 'h'). If there's a need for an exception to the exclusion zone, always consult Ekahau marketing first.



Logo Color Variations



White Logotype with Heatmap Bar

White / colored logo version is the primary logo and can be used on dark solid backgrounds and dark images with sufficient contrast.

Black logotype with Heatmap Bar

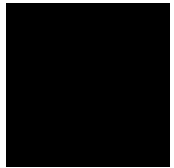
Black / colored logo version can be used on light solid backgrounds and light graphic background images with sufficient contrast.

1-color versions (solid black / white / gray) can be used on marketing collateral or product packaging where 4-color print is not possible (embroidery, engraving etc.) Logo version without the color bar and WIRELESS DESIGN strapline can be used on hardware products, and with print sizes so small that text would be unreadable.

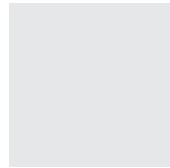
Ekahau Marketing needs to approve logo usage on top of graphics and image backgrounds.

Colors

Logo Colors



Black Logotype
 CMYK: 0,0,0,100
 RGB: 35,31,32
 Hex: 231F20
 PMS: Pantone Black



Light Grey Strapline
 CMYK: 0,0,0,10
 RGB: 230,231,232
 Hex: E6E7E8

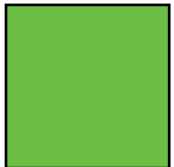


Medium Grey Strapline
 CMYK: 0,0,0,50
 RGB: 147,149,152
 Hex: 939598

Heatmap Bar Colors

0,86,74,0 240,76,71 F04C47	0,74,76,0 242,103,72 F26748	0,56,75,0 246,139,74 F68B4A	0,35,84,0 251,175,66 FBAF42	1,15,88,0 255,212,56 FFD438	7,0,83,0 244,236,75 F4EC4B	16,0,90,0 222,227,60 DEE33C	29,0,99,0 194,216,48 C2D830	39,0,100,0 169,207,56 A9CF38	48,0,100,0 146,200,62 92C83E	53,0,100,0 133,196,65 85C441

Ekahau Primary Green



CMYK: 62,0,100,0
 RGB: 108,190,69
 Hex: 66C434

Primary Variants for Web

100 D3EEC4	200 B6E29D	300 97D675	400 7FCD55	600 57B42C	700 41A022	800 298816	900 006A01

Auxiliary Colors for Web

ECC94B	FCF178	ED8936	FBD282	90CDF4	81E6D9	error E53E3E

Font Usage

Ekahau Web Font

The Ekahau website utilizes the google font-family Manrope,Roboto,sans-serif; Download the font at: <https://fonts.google.com/specimen/Manrope>

Ekahau Design Font

Marketing and designed pieces utilize the Lato font family. Download the font at: <https://fonts.adobe.com/fonts/lato>

Lato Hairline | The quick brown fox jumps over the lazy dog

Lato Thin | The quick brown fox jumps over the lazy dog

Lato Light | The quick brown fox jumps over the lazy dog

Lato Regular | The quick brown fox jumps over the lazy dog

Lato Italic | The quick brown fox jumps over the lazy dog

Lato Medium | The quick brown fox jumps over the lazy dog

Lato Semibold | The quick brown fox jumps over the lazy dog

Lato Bold | The quick brown fox jumps over the lazy dog

Lato Heavy | The quick brown fox jumps over the lazy dog

Lato Black | The quick brown fox jumps over the lazy dog

Imagery

Illustrations & Cartoons

The Ekahau universe is inhabited by friendly cartoon illustrations of real-world and sometimes surreal-world situations. Here are a sampling of cartoons including some of their uses in promotional and web materials.



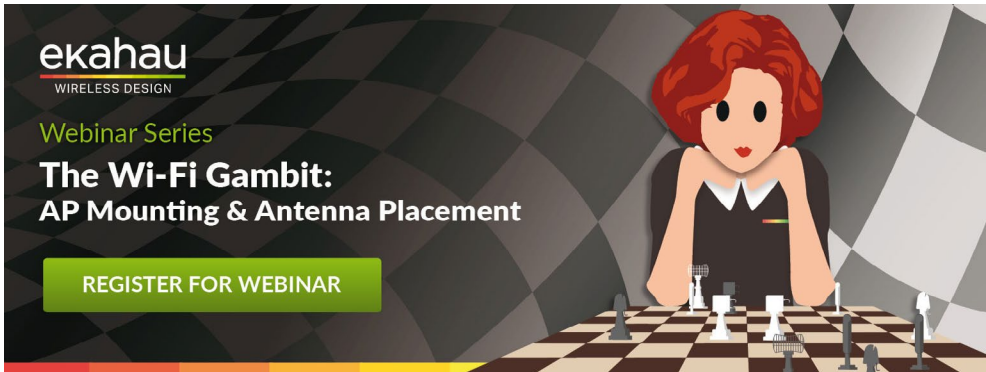


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WIRELESS DESIGN

Webinar Series

The Wi-Fi Gambit: AP Mounting & Antenna Placement

REGISTER FOR WEBINAR



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Wi-Fi Lifecycle Webinar Series

Troubleshooting Beyond 'Have You Tried Restarting Your Device?'

HAVE YOU TRIED
TURNING IT OFF AND
ON AGAIN?

RTFM



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Wi-Fi Lifecycle Webinar Series

Troubleshooting Part II: Defending Your Castle from Interferers

REGISTER FOR WEBINAR



ios

android



17:42 Tue 19 Nov

Office-Onsite-Example | Office

2.4 GHz 5 GHz

All SSIDs

Signal Strength Both All SSIDs

10:18

Messaging

About Ekahau

Short

Ekahau helps businesses build and maintain high-performing Wi-Fi networks. Businesses of every size—including the world's biggest brands and events—use our software and hardware products to design, validate, optimize and troubleshoot their Wi-Fi.

Long

Ekahau helps businesses build and maintain high-performing wireless networks. Our award-winning Wi-Fi design, site survey, and troubleshooting solutions create fast, reliable Wi-Fi networks that businesses can trust for their mission-critical wireless needs. We ensure networks are optimized using the RIGHT number of access points, positioned in the RIGHT locations, and with the RIGHT configurations to deliver awesome Wi-Fi every day. Businesses of every size—including the world's biggest brands and events—trust Ekahau to get the best performance from their wireless networks.

Ekahau is part of Ziff Davis, Inc. (NASDAQ: ZD), a leading Internet information and services company consisting of a portfolio of brands that collectively reach more than 240 million people each month. Ekahau is headquartered in Reston, Virginia, with offices around the globe, including an R&D and Product team based out of Helsinki, Finland. www.ekahau.com.

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