



5G-OT Alliance
EMPOWERING INNOVATION

BRAND GUIDELINES

v1.0 MARCH 6, 2025

Logo Formats

4 COLOR PROCESS LOGO
HORIZONTAL LOCKUP



GRAYSCALE LOGO



4 COLOR PROCESS LOGO
VERTICAL LOCKUP



GRAYSCALE LOGO



Logo Name Font

Transducer Extended Bold

5G-OT Alliance

Logo Descriptor Font

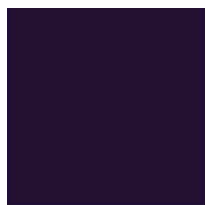
New Science

EMPOWERING INNOVATION



IDENTITY COLOR PALETTE

PRIMARY COLORS



HEX/WEB: #230E33

RGB:

R: 35, G:14, B:51

4 COLOR PROCESS:

C: 85, M: 93, Y:45, K: 60



HEX/WEB: #453873

RGB:

R: 69, G: 56, B: 115

4 COLOR PROCESS:

C:87, M: 90, Y: 25, K:12



HEX/WEB: #2183FF

RGB:

R: 33, G: 131, B: 255

4 COLOR PROCESS:

C: 75, M: 49, Y: 0, K: 0



HEX/WEB: #9E34FF

RGB:

R: 158, G: 52, B: 255

4 COLOR PROCESS:

C: 59, M: 77, Y: 0, K: 0



HEX/WEB: #FF6A67

RGB:

R: 254, G: 106, B: 103

4 COLOR PROCESS:

C: 0, M: 73, Y: 52, K: 0



HEX/WEB: #E3E1FF

RGB:

R: 227, G: 225, B: 255

4 COLOR PROCESS:

C: 9, M: 10, Y: 0, K: 0



TYPOGRAPHY

5G-OT ALLIANCE PRIMARY FONT / NEW SCIENCE

Top Level: Titles, Headlines, Subheadlines, and other “high-level” visuals and breaks

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s
t u v w x y z

5G-OT ALLIANCE SECONDARY FONT / ARIAL

Body Copy: Body copy, captions, and general content

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z



SUPPORT

HOW CAN WE HELP?

The 5G-OT Alliance is here to support you in furthering our mission. If you need materials, digital assets, or insights on how to help promote the 5G-OT Alliance brand and mission that aren't outlined here or on our website, please don't hesitate to contact us.

Please direct all inquiries to:

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5GOTAlliance.org

