

EROAD

CORPORATE BRAND GUIDELINES



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01 / BRAND IDENTITY

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THE EROAD BRAND

The EROAD brand is more than a logo pack, colour palette, images and typefaces. It's what we stand for – how our customers see us, and how we differentiate ourselves in the market.

Our brand touches all aspects of our business, and is directly connected to our customer needs, emotions and competitive environments.

The EROAD brand stands for a set of core values that outline what customers can expect when they deal with EROAD.

These brand values should be reflected in how EROAD engages with its customers and delivers on its promise of value.

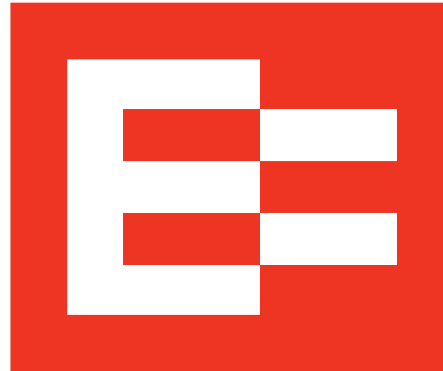
BRAND SIGNATURE: EROAD LOGO

EROAD'S E

EROAD provides road charging and compliance services to the heavy transport sector. EROAD = a better transport sector.

The E= represents quality. It is a symbol of innovative hardware and software design that underpins the EROAD solution.

Shown here is the EROAD logo in full colour and reverse (white).



FILENAME
EROAD_Logo_CMYK

MAKE IT BIG

Don't be afraid to make the logo big. One of its strengths as a mark is that it works well at a larger scale.



FILENAME
EROAD_Logo_White

LOGO + WORDMARK: HORIZONTAL

E + EROAD

The horizontal EROAD logo with wordmark is used primarily in markets that are not yet established.

New Zealand is an established market for EROAD. North America and Australia are commercial markets.

In an established market, this logo may be used in circumstances such as application to cars and other signage.



EROAD

FILENAME

EROAD_LogoWithWordmark_CMYK



EROAD

FILENAME

EROAD_LogoWithWordmark_Reversed_CMYK



EROAD

FILENAME

EROAD_LogoWithWordmark_White

LOGO + WORDMARK: VERTICAL

E + EROAD: VERTICAL

The vertical EROAD logo with wordmark is used in both commercial and established markets, in instances where the horizontal orientation isn't appropriate.

For example, if there are space constraints, or the format of the item is vertical, it is better to use this logo. This will ensure the wordmark is legible and looks balanced.

EROAD'S WORDMARK

The EROAD wordmark is specially kerned and adjusted, and is set in the typeface: Gotham Bold. It should not be typed out or re-written under any circumstances.



EROAD

FILENAME
EROAD_Logo_VerticalWordmark_CMYK



EROAD

FILENAME
EROAD_Logo_VerticalWordmark_Reverse



EROAD

FILENAME
EROAD_Logo_VerticalWordmark_White

EROAD: THE WORD

EROAD'S WORDMARK

The EROAD wordmark is specially kerned and adjusted, and is set in the typeface: Gotham Bold.

It should not be typed out or re-written under any circumstances. It can only be used in either black or white.

The wordmark is rarely used as displayed here. As this file is not available for wider distribution, please contact the design team if you wish to use the EROAD wordmark in isolation.

EROAD

EROAD

LOGO SAFE AREA

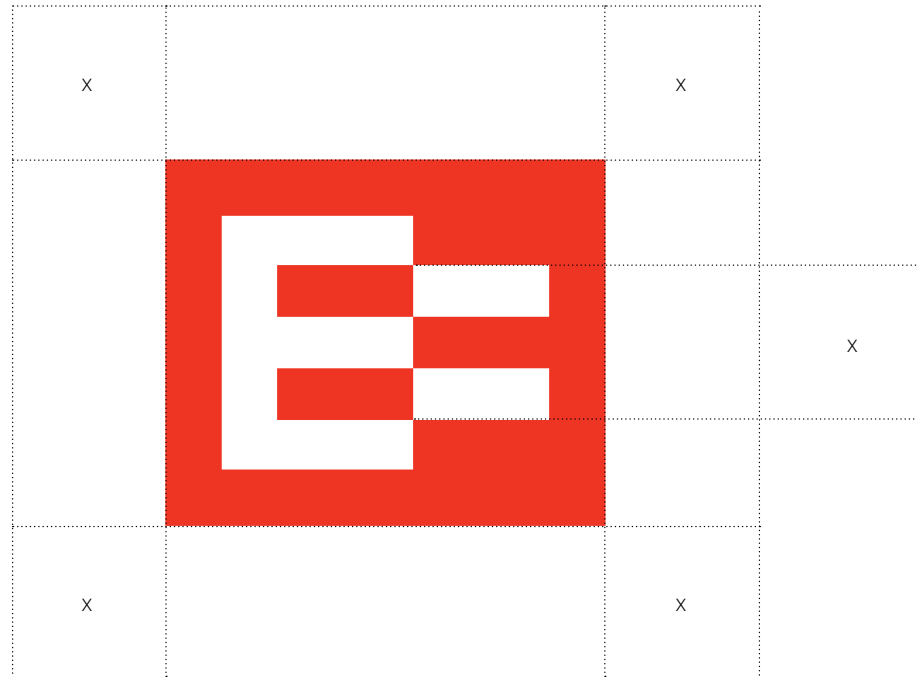
MINIMUM SPACE

Our logo needs to be given plenty of room to breathe. If there are lots of elements crowding it, it loses impact. The exclusion zone refers to the minimum amount of space required around the logo.

We measure the exclusion zone by taking the height of the = symbol. You can extract this from the logo and use it as a guide to mark out the surrounding area.

As illustrated here, this means using a single = height to measure the minimum space above, below, to the left and right of the logo.

No other elements should encroach on this space, especially not other company or sub-brand logos.



LOGO SIZING

MINIMUM SIZE

The EROAD logomark must be used as big as possible, and must not be smaller than minimum size.

The standard size on documents ranges from 30mm to 40mm wide.

Minimum size on printed material is 12mm, 0.5in or 80px wide. This is not ideal, but in certain circumstances is allowed.

On smaller promotional items such as pens, USB sticks or badges, the logomark can go down to 8mm wide.



40mm / 1.6in / 190px



12mm / 0.5in / 80px

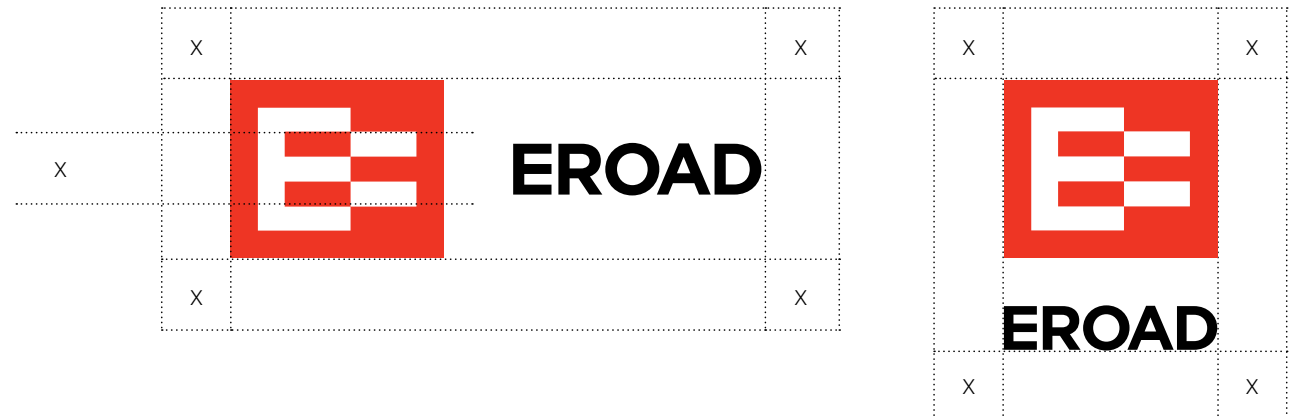
LOGO WITH WORDMARK: SAFE AREA AND SIZING

MINIMUM SPACE

The E + EROAD logo needs sufficient space around it so that it is not confused with other words or wordmarks. It also needs to be legible and work as a standalone graphic.

We measure the exclusion zone by taking the height of the =. You can use it as a guide to mark out the surrounding area.

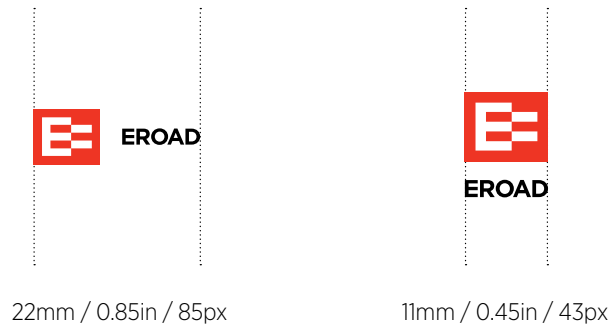
As illustrated here, this means using a single = height to measure the minimum space above, below, to the left and right.



SIZING

The word 'EROAD' needs to be legible at all times. There is no standard size, but the minimum sizes are shown here.

Please contact the design team if this logo needs to be used at a smaller size – for example on merchandise or smaller size items.



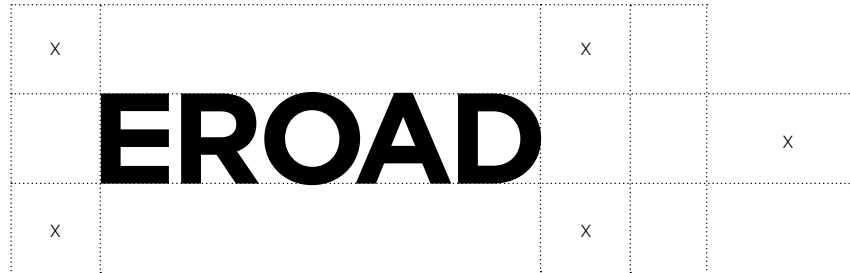
ISOLATED WORDMARK: SAFE AREA AND SIZING

MINIMUM SPACE

The wordmark needs sufficient space around it so that it is not confused with other words or wordmarks. It also needs to be legible and work as a standalone graphic.

We measure the exclusion zone by taking the height of the letter D. You can extract this from the wordmark and use it as a guide to mark out the surrounding area.

As illustrated here, this means using a single D height to measure the minimum space above, below, to the left and right.



SIZING

The EROAD wordmark needs to be legible at all times. It needs to be as big as possible for building or venue signage.

Standard minimum size on promotional material such as pens the wordmark can go down to 30mm wide.

For smaller surfaces, for example a USB stick, the wordmark can go down to 9mm width.



30mm / 1.1in / 113px



9mm / 0.3in / 34px

LOGO: APPLICATION

CREATIVE SCOPE

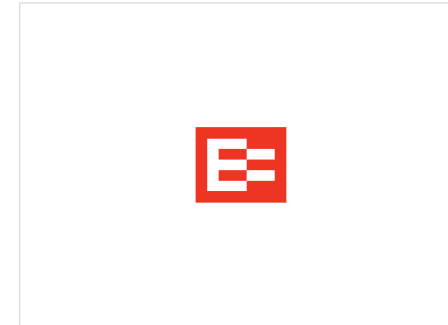
To ensure consistency, the EROAD logo can be applied as follows:

1. On a grey, black or white background - colours specified in the EROAD colour palette.
2. Scaled proportionally (taking into account minimum size)
3. On a photograph with sufficient contrast (taking into account safe area requirements around the logo)
4. Reversed (white) on backgrounds with sufficient contrast (ideally colours from the EROAD colour palette).

Refer to page 7 and 8 for details on usage of the wordmark.



Coloured background



Proportional Scale



Imagery



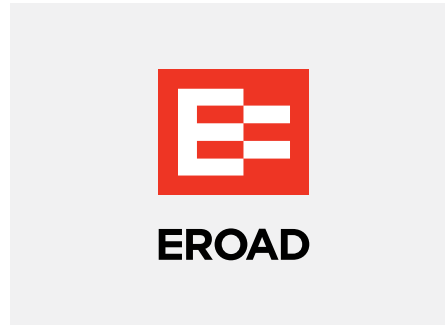
Reverse logo

LOGO WITH WORDMARK: APPLICATION

CREATIVE SCOPE

To ensure consistency, the EROAD logo with wordmark can be applied as follows:

1. On a grey, black or white background - colours specified in the EROAD colour palette.
2. Scaled proportionally (taking into account minimum size)
3. On a photograph with sufficient contrast (taking into account safe area requirements around the logo)
4. Reversed (white) on backgrounds with sufficient contrast (ideally colours from the EROAD colour palette).



Coloured background



Proportional Scale



Imagery



Reverse logo

LOGO LIMITATIONS

CREATIVE RESTRICTIONS

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is as follows:

1. Don't change the colour of the logo
2. Don't remove any elements
3. Don't change any elements
4. Don't change the logo's orientation
5. Don't fill the logo with a pattern
6. Don't place the logo on a photo or pattern that will clash
7. Don't stretch or squeeze the logo disproportionately
8. Don't bevel or emboss the logo
9. Don't place the logo on similarly coloured backgrounds or gradients
10. Don't recreate or change the logo
11. Don't outline the logo in any colour
12. Don't use the logo as a watermark or change the opacity - it must always be used at 100%
13. Don't use the logo in place of the word EROAD or the letter E in any text
14. Don't re-configure, reconstruct or change the size of elements
15. Don't add any effects
16. Don't crop the logo in any way



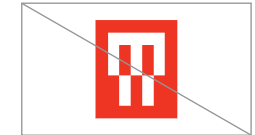
Logo colour



Removal of elements



Change of elements



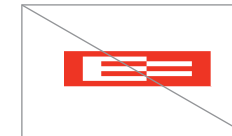
Orientation



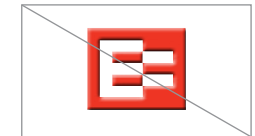
Pattern



Photo/pattern background



Distortion



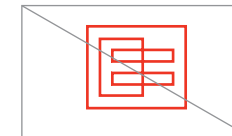
Bevel/Emboss



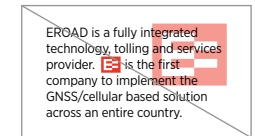
Colour or gradient



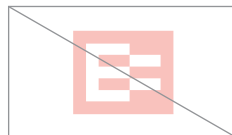
Recreate or change



Outline



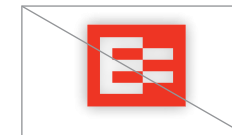
Placement text



Watermark / Transparency



Re-configure



Effects



Cropped logo

WORDMARK LIMITATIONS

CREATIVE RESTRICTIONS

To ensure a consistent and appropriate brand identity, a general set of guidelines for wordmark usage is as follows:

1. Don't change the colour of the wordmark
2. Don't remove any elements
3. Don't change any elements
4. Don't change the wordmark's orientation
5. Don't fill the wordmark with a pattern
6. Don't place the wordmark on a photo or pattern that will clash
7. Don't stretch or squeeze the wordmark disproportionately
8. Don't bevel or emboss the wordmark
9. Don't place the wordmark on similarly coloured backgrounds or gradients
10. Don't recreate or change the wordmark
11. Don't outline the wordmark in any colour
12. Don't use the wordmark as a watermark
13. Don't use the wordmark in place of the word EROAD or the letter E in any text
14. Don't re-configure, reconstruct or change the size of elements
15. Don't add any effects
16. Don't crop the wordmark in any way



Wordmark colour



Removal of elements



Change of elements



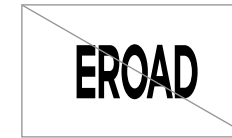
Orientation



Pattern



Photo/pattern background



Distortion



Bevel/Emboss



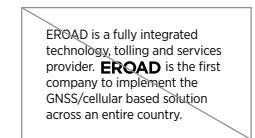
Colour or gradient



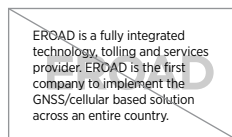
Recreate or change



Outline



Placement in text



Watermark



Re-configure



Effects



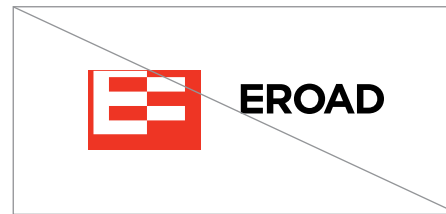
Cropped logo

E + EROAD LIMITATIONS

LIMITATIONS

To ensure a consistent and appropriate brand identity, a general set of guidelines is below in addition to the limitations outlined previously for the logo and wordmark:

1. Don't crop the logo in any way
2. Don't change the position of the wordmark
3. Don't increase the size of the wordmark
4. Don't change the order of the elements
5. Don't add any elements to the logo
6. Don't change the colour of the logo



Cropped logo



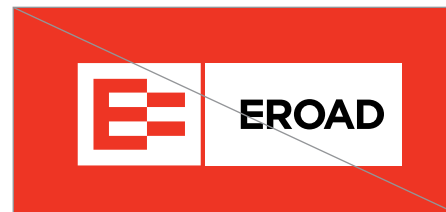
Orientation



Wordmark size



Order of elements



Added elements



Change of colour

EROAD LOGO: GUIDELINES ONE-PAGER

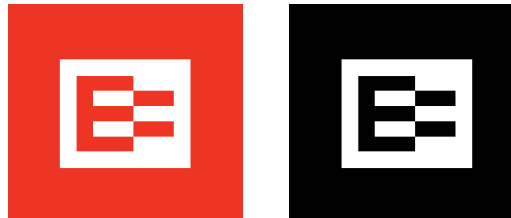
THE EROAD LOGO

This logo must primarily be used in established markets (New Zealand).



REVERSED LOGO

Please use the reversed (white) logo on backgrounds with sufficient contrast.



LOGO FORMATS

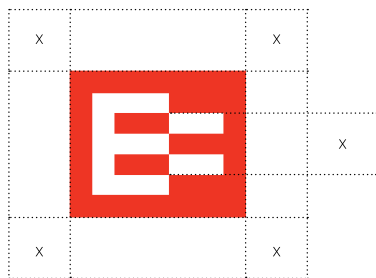
Please use the relevant format of the logo, for the accurate colour output and resolution.

USAGE	FORMAT	COLOUR SYSTEM
Print	EPS (preferred) JPEG (high resolution)	CMYK, PMS
Digital	PNG, JPEG	RGB
Signage	EPS, PDF	CMYK, PMS

SAFE AREA

The exclusion zone refers to the minimum amount of space required around the logo.

The logo must be used as large as it can be on all collateral.



MINIMUM SIZE

The logo must never be less than 12mm or 0.5in wide.

On smaller promotional items such as pens, USB sticks or badges, the logomark can go down to 8mm wide.

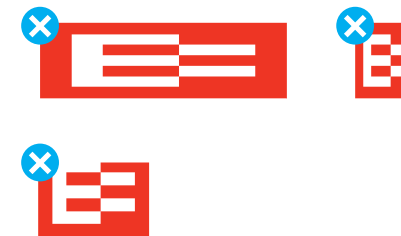
12mm / 0.5in / 80px



PROPORTIONS

Please ensure the Shift key is pressed down when resizing the logo so that it does not look stretched or disproportionate.

Please don't crop the logo in any way.



EROAD WITH WORDMARK: GUIDELINES ONE-PAGER

THE EROAD LOGO WITH WORDMARK

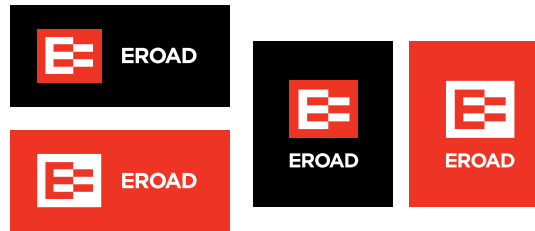
The EROAD wordmark is a specially kerned and adjusted version of Gotham Bold. The relative position and proportions are locked and must not be altered.

It is primarily used in commercial markets (USA) and for certain application in established markets (NZ).



REVERSED LOGO WITH WORDMARK

Please use the reversed logos on backgrounds with sufficient contrast.



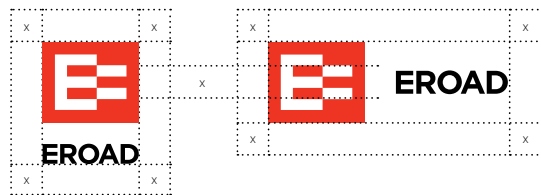
LOGO FORMATS

Please use the relevant format of the logo, for the accurate colour output and resolution.

USAGE	FORMAT	COLOUR SYSTEM
Print	EPS (preferred) JPEG (high resolution)	CMYK, PMS
Digital	PNG, JPEG	RGB
Signage	EPS, PDF	CMYK, PMS

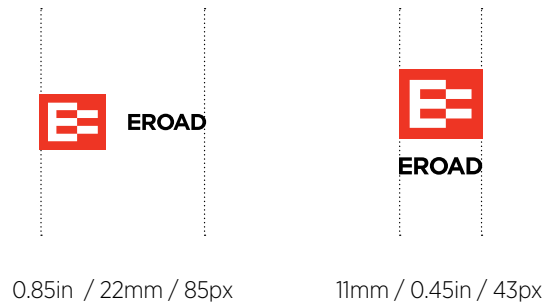
SAFE AREA

The exclusion zone refers to the minimum amount of space required around the logo. It must also be used as large as possible on all collateral.



MINIMUM SIZE

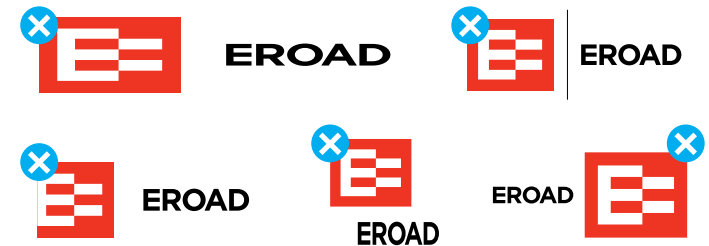
The word 'EROAD' needs to be legible at all times. The minimum size is 0.85in or 22mm wide.



PROPORTIONS

Please ensure the Shift key is pressed down when resizing the logo so that it does not look stretched or disproportionate.

Don't crop or change, add elements or change the orientation of the logo in any way.



02 / BRAND VOICE

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BRAND VOICE

EROAD's core purpose is to bravely solve complex transportation problems, delivering intuitive solutions that help our customers succeed. Our brand voice reflects this purpose: EROAD is at the forefront of providing in-vehicle technology and services that make tax compliance, safety compliance, and fleet management easier

Our brand voice reflects our corporate identity as a trusted party of customers, governments, and regulators and should ensure that EROAD's overall corporate reputation and brand is protected and enhanced.

Whichever audience we are targeting our voice is trustworthy, professional, authentic, authoritative and confident. While we tailor our messaging for different audiences, our positioning does not change

INDUSTRY-LED

EROAD creates technologies that make life easier for customers in areas like road tax and health and safety compliance and fleet management. EROAD is a technology provider, not a policy-maker – regulations are a matter for authorities and public policy. We don't want our customers to see us, or our technology, as driving greater regulation. We simply provide tools and technology that enable more efficient compliance as regulatory environments evolve as they inevitably will. It is very important to continue to build the perception that we are on the customer's side.

Legislative changes represent important opportunities for EROAD, but it is important that they are considered within a holistic context. For example, health and safety is primarily a compliance issue for our customers – and one that we can make easier for them. Improved health and safety outcomes are desired by all, and are a worthy cause, but EROAD's focus must remain delighting and satisfying its customers' compliance needs with respect to H&S. Improved health and safety outcomes are much broader than single metrics, eg, the road toll (significant though this is).

We need to consider the regulatory environment of the regions we are operating or marketing in and ensure we are not perceived as lobbying for regulatory change or promoting products that are inappropriate to the existing regulatory regime. A good example is Weight Mile Tax in North America. The transportation industry is, in general, opposed to WMT outside the states where it has been implemented and we need to take care not to be seen as advocating for its introduction.

ACCURATE

When we launch a product to meet customer regulatory or industry requirements, we need to ensure that our descriptions of our products are accurate and benefit-oriented. When we publish features about any product, those features need to accurately reflect its current capabilities.

This doesn't mean we should be afraid of generating excitement about our solution. EROAD's products are innovative and best in class and are our messaging should reflect confidence in what we have developed.

POSITIVE

Driver friendly: It's important to remember that perception of our products may vary significantly, depending on whether our audience is the decision maker at a company, or staff who may be required to use it as part of their employment.

In some cases, our product is being used to solve a problem that has a major impact on the safety of customers and the wider community. There is an associated risk that it will not be positively received by drivers and we need to be mindful of that.

While drivers are not decision makers, they are influencers. One of the biggest challenges our customers face is staff retention. Additionally, our technology is designed with the driver in mind. This needs to be reflected in our messaging: we are on the side of drivers. Our driver behaviour tools, for example, should be described in language that focuses on identifying good drivers and rewarding them, rather than addressing poor driver behaviour.

The language we use to describe our solution should be positive, optimistic, friendly and focused on positive outcomes rather than punishing drivers. We don't talk about fuel theft, or tracking or monitoring drivers.

It is important that EROAD remains part of a positive story in any evolving issue. In the case of road safety, for example, we should remember that our new technologies are part of ongoing successes towards safer driving and safer roads. For example, the road toll has been falling in all OECD countries, including NZ, since the early 1970s, thanks mainly to better roads and better cars. New technology, including driver behaviour technology, is now another tool in this ongoing trend towards ever-safer road transport.

EROAD's focus is not to reduce the road toll, but to provide tools that help customers create safer working environments. Avoid emotive language, particularly around health and safety, such as deaths, accidents, crashes, fatalities.

PRIVACY ISSUES

EROAD has succeeded in minimising the risk of privacy or surveillance becoming an issue as our services are adopted because of our professional, trusted-party approach and because of the responsible and considered tone of our marketing and communications. We need to continue to be very careful that new technologies are introduced in a comfortable, responsible manner, and not in a crusading or controversial manner that could invite unwanted scrutiny as privacy-related issues remain a major potential exposure.

AUDIENCES

Customers: EROAD technology is world leading. Our success, both commercially and in terms of regulatory approvals, gives us significant advantages in the industry so we have no reason or need to make unsubstantiated claims about EROAD or its products.

We have a many more competitors in the fleet management space than in tax and RUC compliance and therefore a greater challenge to differentiate our solution from other providers. Use the key words that we have identified to best describe our technology (see attached messaging matrix).

Avoid language like “dominate”, “wipe out” competition, “block”, “prevent”, “undercut” or “monopoly” which suggests EROAD is using market power to reduce the level of competition in markets we operate in. Focus instead on EROAD's customers and the value EROAD is trying to deliver to its shareholders or explain carefully what EROAD is aiming to achieve

Regulatory: EROAD representatives are acknowledged as credible subject matter experts, and invited to present at key global stakeholder forums. The language we use to communicate to regulatory and government audiences may be more formal than in commercial forums.

PLAIN ENGLISH

The EROAD technology platform is complex. The language we use to describe our solution is clear, user-friendly and authentic. Plain English inspires trust and keeps the audience engaged. Avoid business or technology jargon and buzzwords, and exaggerated claims about our solution or our success. Jargon has the effect of making product information sound generic, rather than unique to our solution or to EROAD, and dilutes the impact of the messaging.

Technology doesn't have to be dull. By living in our customers' shoes, we are able to develop messaging that resonates with them, and inspires them to engage with us.

SOCIAL MEDIA

Our brand voice is the same on social media as in other channels, although less formal. Authenticity is key, as is being responsive, honest, professional, friendly and helpful.

STYLE GUIDE

EROAD is always written in upper case. The company name doesn't vary from region to region.

EROAD is always referred to in the singular:

EROAD is headquartered in Auckland, New Zealand.

NUMBERS

- Spell out one to nine.
- Write 10 and upwards as numerals.
- This also applies to millions or billions too; e.g. eight billion, 21 million.
- This also applies to ordinals: first to tenth, 11th and upwards.
- Include a comma in numbers 1,000 or higher.
- Numbers at the beginning of a sentence are always spelled out:

Sixty-five people attended the launch last night.

DATES, TIMES

- USA: Month followed by day and year, with a comma after the day:
 - *April 14, 2015*
- New Zealand/Australia: Day followed by month and year:
 - *14 April 2015*
- A colon separates hours and minutes in times, with a lowercase am or pm, closed up:
 - *11:52am, 6pm*
- 12 midday is 12pm. 12 midnight is 12am.
- Use numerals for decades, without an apostrophe:
 - *Oregon introduced a weight-mile tax in the 1920s.*
- Use numeric ordinals for centuries, lower case.

CURRENCY

- Country, dollar sign, amount i.e. US\$1,000
- Only use decimal places if a cents amount is annotated: US\$1,000.26
- Thousands abbreviated as K: \$1K
- Millions abbreviated as m: \$1m
- Billions abbreviated as b: \$2b

ONE WORD/TWO WORDS/HYPHENATED

The following are one word if used as nouns, two words as verbs:

- setup (noun) – but 'he set up the company' (verb)
- login (noun) – but 'you need to log in' (verb)
- startup (noun) – but 'he planned to start up the company on his own'

BULLET POINTS

If the items in a bulleted list aren't complete sentences, they don't need punctuation, because the bullets take the place of punctuation.

If they are complete sentences, use full stops after each item.

PRODUCTS

Product names are essential elements of the EROAD brand and the correct product or feature name should be used at all times:

Please refer to Ehub Resources for an up-to-date list of EROAD products.

UPPER/LOWER CASE

Use title case for proper nouns, product names, names of organizations:

- EROAD Leaderboard

Use lower case for the following:

- driver
- government
- internal teams (eg marketing team, unless it's an acronym, eg GMD)
- internet
- vehicle
- website

PHONE NUMBERS

Use the following format:

- 503-305 2255

NZ/AUSTRALIA/US ENGLISH

For US-facing collateral, use US English:

- anonymized
- behaviour
- center
- color
- defence (noun)
- license (noun), licence (verb)
- organization
- traveling

For New Zealand and Australian collateral, use Queen's English:

- anonymised
- behaviour
- centre
- colour
- licence (noun), license (verb)
- optimised
- practice (noun), practise (verb)
- travelling

GLOSSARY

Please refer to Ehub Resources for an up-to-date list of industry terms and acronyms.

03 / SUB-BRANDS

POWERED BY EROAD 23

EROAD PARTNER ENABLEMENT PROGRAM 24

POWERED BY EROAD LOGO

POWERED BY EROAD

The 'POWERED BY EROAD' logo has been developed to use on approved applications.

The logo can be used in either EROAD Red or 100% Black.

Please contact the branding team to discuss your requirements.



FILENAME
PoweredByEROAD_Logo_Colour



FILENAME
PoweredByEROAD_Logo_Black

MINIMUM SIZE

The logo should never be reduced to a size where the words 'POWERED BY' are illegible.

The minimum size is 22mm wide.



22mm / 0.85in / 85px

EROAD PARTNER ENABLEMENT PROGRAM

EROAD PEP MAIN LOGO + EROAD PEP AGENT & DEALER BADGES

The EROAD Partner Enablement Program supports EROAD's strategic goal of growing market reach through partnering with organizations with relevant market expertise and networks in order to create mutually profitable relationships.

These logos are used on any collateral related to the PEP and provided to the partners as well.

Please ensure that the correct eps file is supplied, along with the PDF of PEP logo guidelines on page 26.



FILENAME
ERD_PEP_Logo



FILENAME
ERD_PEP_ReversedLogo



FILENAME
ERD_PEP_DealerLogo

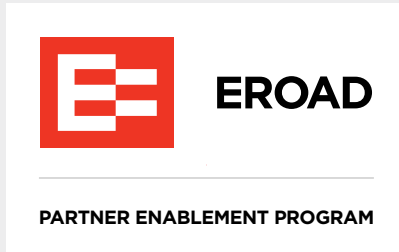


FILENAME
ERD_PEP_AgentLogo

EROAD PARTNER ENABLEMENT PROGRAM
LOGO GUIDELINES



MAIN LOGO

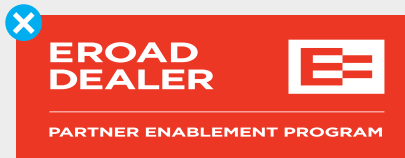
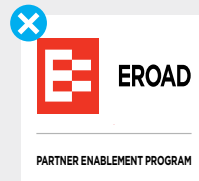
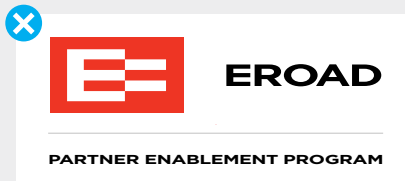


DEALER / AGENT BADGE



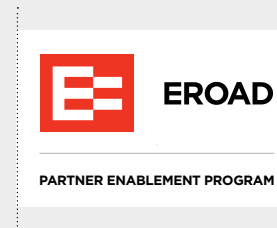
PROPORTIONS

Please ensure the Shift key is pressed down when resizing the logo so that it does not look stretched or disproportionate.



MINIMUM SIZE

As the logo needs to be legible at all times, it must never be less than 38mm or 1.5in wide.



38mm / 1.5in / 150px

04 / TYPOGRAPHY

CORPORATE TYPEFACE	27
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CORPORATE TYPEFACE

GOTHAM FAMILY

Gotham is a family of widely used geometric sans-serif digital typefaces. Gotham's letterforms are inspired by a form of architectural signage found in New York City.

EROAD's official typeface library consists of Gotham and Gotham Narrow. Both fonts are versatile, legible at smaller sizes and suitable for both screen and print.

Gotham Bold and Gotham Narrow Light are used the most, for display and body copy. Each font has various weights and oblique options.

No other fonts should be used on EROAD design or marketing collateral, unless otherwise specified in the Font Matrix on [page 24](#).

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 • !@#\$%^&*(){}

GOTHAM NARROW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 • !@#\$%^&*(){}

EROAD'S FAMILY OF FONTS

GOTHAM NARROW

Gotham Narrow is more suitable for large amounts of text, and must be used for paragraphs and body copy. Gotham should be used sparingly, and only where suitable.

Gotham Narrow is our primary corporate font, unless otherwise specified.

GOTHAM

Gotham is used for some headings, in branding and on large scale advertising where specified.

It should not be used for body copy, and will mostly feature across the EROAD brand in Gotham Bold.

GOTHAM

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

[10pt]

[12pt]

[14pt]

[16pt]

[18pt]

[20pt]

The quick brown fox jumps over the lazy dog and feels

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy

The quick brown fox jumps over the

The quick brown fox jumps over

The quick brown fox jumps

GOTHAM NARROW

Gotham Narrow Light

Gotham Narrow Light Italic

Gotham Narrow Book

Gotham Narrow Book Italic

Gotham Narrow Medium

Gotham Narrow Medium Italic

Gotham Narrow Bold

Gotham Narrow Bold Italic

[10pt]

[12pt]

[14pt]

[16pt]

[18pt]

[20pt]

The quick brown fox jumps over the lazy dog and feels as if he were in

The quick brown fox jumps over the lazy dog as if he were

The quick brown fox jumps over the lazy as if he

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy

The quick brown fox jumps over the

PARAGRAPH STYLES

For design and marketing collateral, the paragraph styles are embedded into their respective templates.

This is a basic guide and general overview of the typesetting employed throughout EROAD's company collateral. More specific details are outlined in the [Template Section](#).

Discretion can be used with regards to sizes for headlines, for example if the collateral is at a larger scale the heading can be much larger than 20pt.

Note on leading: A general rule is to multiple the font size by 1.25 to get the optimum leading.

Medium can be used for headlines

Gotham Narrow Medium

Shown here: 20pt, 24pt leading, -10 tracking

12PT LIGHT IS FOR SUBHEADINGS

Gotham Narrow Book – All caps

12pt, 14pt leading, -10 tracking

10PT BODY HEADINGS ARE SET IN BOLD

Gotham Narrow Bold – All caps

10pt, 12pt leading, -10 tracking

9pt Light is used for all regular body copy

Gotham Narrow Light

9pt, 12pt leading, -10 tracking

ROBOTO

Roboto is the standard typeface on Android. It is EROAD's primary font for the Depot platform and across all Android Devices.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Heading 1

Roboto Medium: 36px

Heading 2

Roboto Medium: 32px

Heading 3

Roboto Medium: 24px

Heading 4

Roboto Medium: 20px

Heading 5

Roboto Medium: 18px

Body/paragraph

Roboto Regular: 16px

Subtitle 1

Roboto Regular: 14px

Subtitle 2

Roboto Regular: 12px

Button font

Roboto Medium: 36px

WEBSITE TYPEFACE & STYLES

ROBOTO

Roboto is also our standard typeface for websites. It is EROAD's primary font for all digital applications, including product and user interface design.

For our websites, the font stack is:
'Roboto', "Helvetica Neue", Arial, sans-serif

For email newsletters, our font stack is:
Helvetica, Arial, sans-serif

General colour usage:

- body copy: #333333;
- header:#555555;
- Link:#ee3124;
- Nomal colour: #ee3124;
- Hover colour: #7f1a13;
- Grey block: #eeeeee;

h1	Roboto: 2.3em / 36.8px
h2	Roboto: 2.1em / 33.6px
h3	Roboto: 1.9em / 30.4px
h4	Roboto: 1.7em / 27.2px
h5	Roboto: 1.5em / 24px
h6	Roboto: 1.3em / 20.8px
p	Roboto: 0.9em / 14.4px

OFFICE STYLES

OFFICE STYLE OVERVIEW

In all office templates, the paragraph styles are embedded and named as shown. For a full breakdown of styles, please see the [Templates](#) section.

Title

Segoe UI
48pt, Black

Heading 1

Segoe UI
16pt, Black

HEADING 2

Segoe UI
9pt, All Caps, EROAD Red

Heading 3

Segoe UI
9pt, Black

Heading 4

Segoe UI
9pt, Black

Normal (Body copy)

Segoe UI
9pt, Black

FONT MATRIX: FONT USAGE BY MEDIA TYPE

USAGE	EXAMPLES	PRIMARY FONT FAMILY	FONT STACK
Display purposes	Office signage Office artwork Vehicle branding	Gotham & Gotham Narrow	N/A
Marketing collateral	Brochures Advertising Business cards Annual or Interim reports	Gotham Narrow	N/A
Electronic correspondence	E-mail signature E-mail newsletters	Segoe UI	Calibri
Slideshow presentations	Corporate presentations	Segoe UI	Calibri
Stationery (MS Office/Word Processors)	Letterhead Word templates	Corbel	Calibri
Web-based applications	Corporate Website EROAD Depot EROAD Analytics	Roboto	Roboto
EROAD Hardware	Ehubo screen (Gen 2)	Roboto	N/A
Mobile applications	EROAD Inspect	Roboto	User-specific

05 / COLOUR PALETTE

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CORPORATE COLOURS

PRIMARY SIGNATURE

EROAD's brand identity is set in EROAD Red with the graphic set in white. Red is our primary colour and is used extensively used throughout the brand along with black and shades of grey.

The colour breakdown of EROAD Red for both digital and print, and the colour breakdown for the EROAD wordmark is shown here.

It is important to use the correct EROAD Red colour value in order to strengthen our brand's identity and alignment with our corporate red.

WORDMARK

The wordmark is set in 100% Black with the colour breakdown shown.



EROAD RED

PMS 1795C
CMYK 0 • 94 • 100 • 0
RGB 238 • 49 • 36
HEX #EE3124

EROAD



EROAD BLACK

PMS Black C
CMYK 0 • 0 • 0 • 100
RGB 0 • 0 • 0
HEX #0000

DIGITAL COLOUR PALETTE

DIGITAL PALETTE (PRODUCT + USER INTERFACE)

Shown here are the colours we use in our products - Depot, Ehubo and our mobile applications.

PRIMARY COLOUR



#EE3124



#1869B7



#2E2E2E

SECONDARY COLOUR



#FBBC05



#1869B7



#0F9D58



#FFC0B



#9B59B6

NEUTRAL SHADES



#2E2E2E



#5B5B5B



#9B9B9B



#CDCDCD



#F5F5F5



#FAFAFA



#FFFFFF

SHADES OF BLUE



#2E2E2E



#5B5B5B



#9B9B9B



#CDCDCD



#F5F5F5



#FAFAFA

SHADES OF RED



#930000



#BD0000



#EE3124



#EC4545



#F17373



#F5A2A2

SECONDARY COLOURS: PRINT

PRINT PALETTE (MARKETING COLLATERAL)

These colours are used sparingly in print collateral, mainly when separating product features:

GREEN / Tax Compliance

BLUE / Health & Safety

YELLOW / Fleet Management

Four tints for each colour may be used: 80%, 60%, 40%, 20%

Please see the Templates section for guidelines on using tints in collateral.



GREEN
CMYK 57 • 0 • 77 • 0
RGB 117 • 194 • 109
HEX #75C26D



BLUE
CMYK 71 • 28 • 0 • 0
RGB 61 • 152 • 211
HEX #3D98D3



YELLOW
CMYK 6 • 21 • 100 • 0
RGB 241 • 196 • 24
HEX #F1C418

NEUTRAL COLOURS: PRINT

NEUTRAL PALETTE EXAMPLES

A supporting neutral palette of greys can be used throughout the brand in a variety of ways - for example in graphs, charts or infographics. These can vary in shade according to how many are needed at any one time.



CMYK 33 • 27 • 27 • 85
RGB 48 • 48 • 50
HEX #303032



CMYK 33 • 27 • 27 • 65
RGB 81 • 82 • 83
HEX #515253



CMYK 33 • 27 • 27 • 25
RGB 138 • 138 • 139
HEX #8A8A8B



CMYK 33 • 27 • 27 • 0
RGB 173 • 173 • 173
HEX #ADADAD



CMYK 20 • 16 • 16 • 0
RGB 202 • 201 • 202
HEX #CAC9CA



CMYK 12 • 10 • 9 • 0
RGB 221 • 220 • 221
HEX #DDDCDD

06 / IMAGERY

PHOTO LIBRARY	40
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PHOTO LIBRARY

EROAD'S IMAGERY

EROAD's photo library comprises high-quality images of trucks, customers and EROAD hardware, localised by region.

Our policy of using professionally shot, original images rather than stock photography is integral to our brand recognition. It differentiates us from the competition, and helps define EROAD as unique, innovative and focused on quality.

We use both photos of customer vehicles, and generic vehicles. Where a vehicle is not part of a customer's fleet, we remove the company's branding. Customer branding should not be removed.

PHOTOGRAPHY STYLE

We create different styles for each campaign, eg EROAD Stars, and apply the same consistent, high-quality production values to each campaign.



Vehicles



EROAD Stars



EROADers



Hardware/Product

ICON LIBRARY

ICONS AND SYMBOLS

EROAD's icon library has been developed for both digital and print use.

EROAD icons have a consistent look and feel. In general, the colours used in our icons are red, black and occasionally grey.

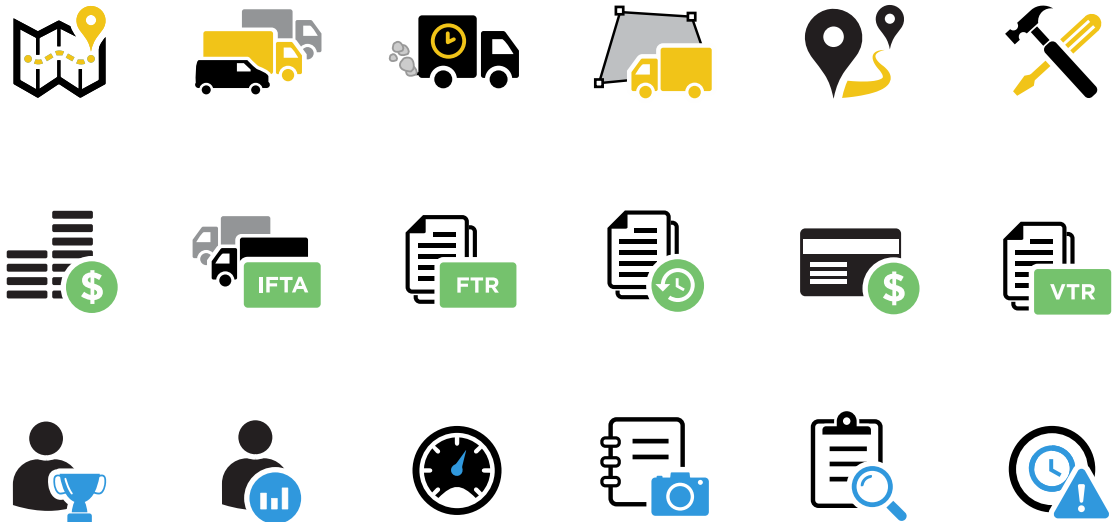
For Depot Reports, we apply our secondary colour palette for Tax, Safety and Fleet Management. Please refer to the colour palette section for the colour breakdown.

Examples of our icons are shown here.

ICON EXAMPLES: PRESENTATIONS & COLLATERAL



ICON EXAMPLES: DEPOT REPORTS



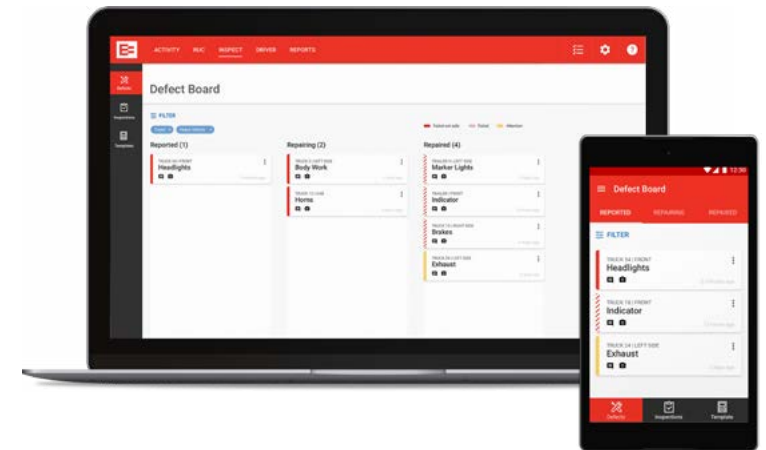
SCREEN ICONS

USER INTERFACE

Specific icons have been designed for EROAD Products such as Inspect, Depot and the Ehubo screen. Examples are shown here.

These icons are developed by our UX and UI team in accordance with our brand guidelines, and use colours from EROAD's colour palette.

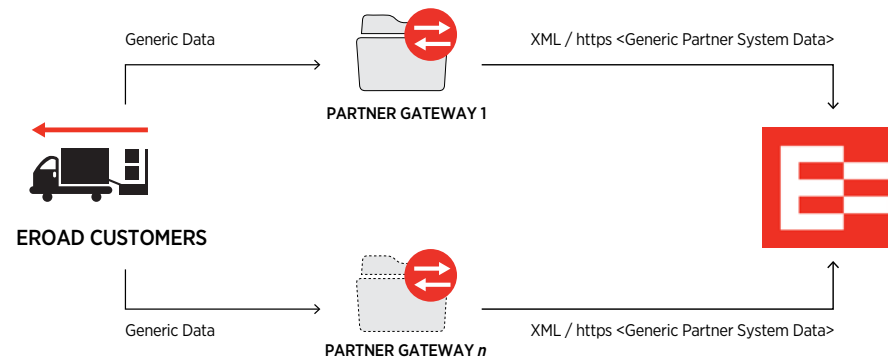
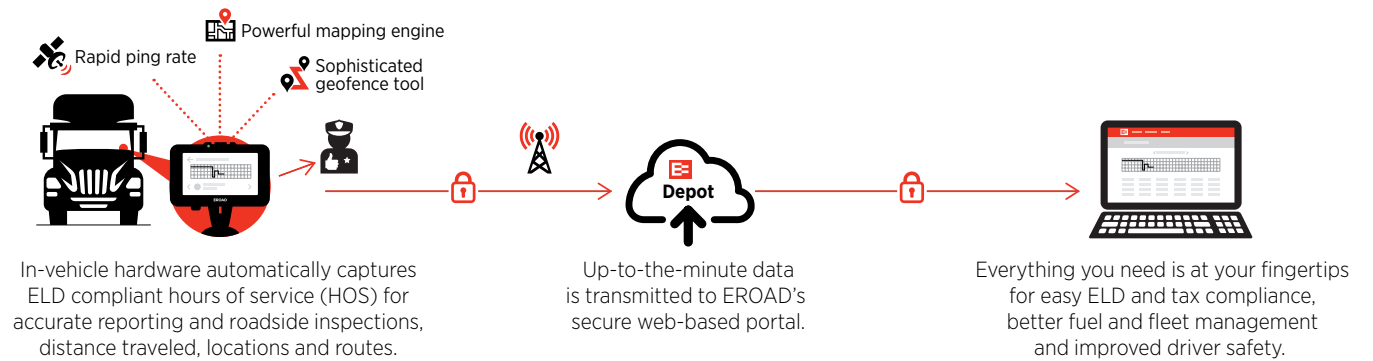
Some of our digital icons are glyphs, with the background and colour applied in the code. Where appropriate, png files are used.



DIAGRAMS

EROAD DIAGRAMS

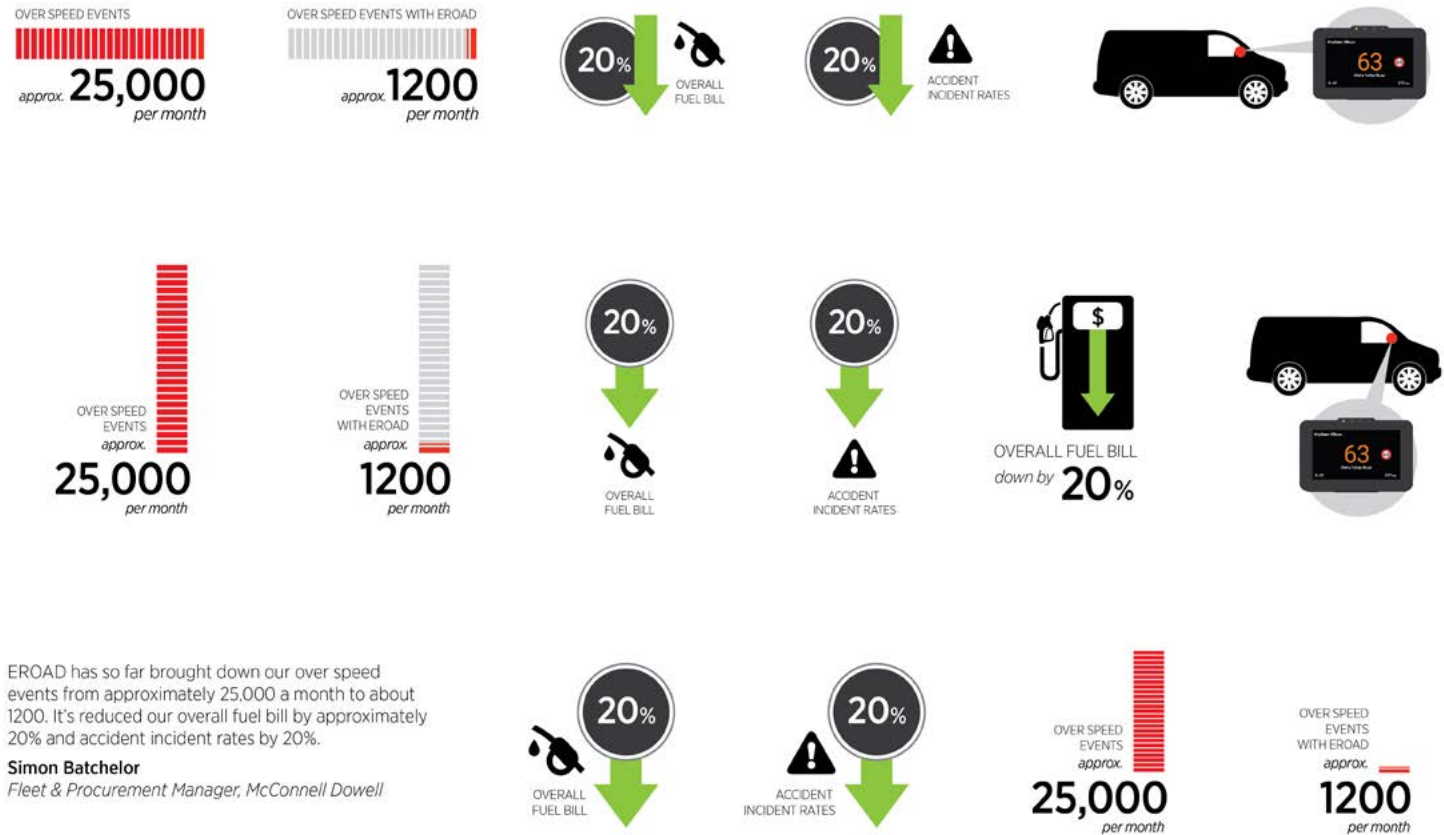
Icons can be used as components of other graphics, such as these two diagrams: How ELD works and Partner Gateway.



INFOGRAPHICS

EROAD INFOGRAPHICS

Our infographics are bold and primarily made up of two colours. We use Gotham Narrow for text and keep icons and graphics to a minimum.



EROAD has so far brought down our over speed events from approximately 25,000 a month to about 1200. It's reduced our overall fuel bill by approximately 20% and accident incident rates by 20%.

Simon Batchelor
Fleet & Procurement Manager, McConnell Dowell

07 / COLLATERAL & TEMPLATES

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DESIGN AESTHETIC

VIBRANT IMAGERY AND EROAD RED

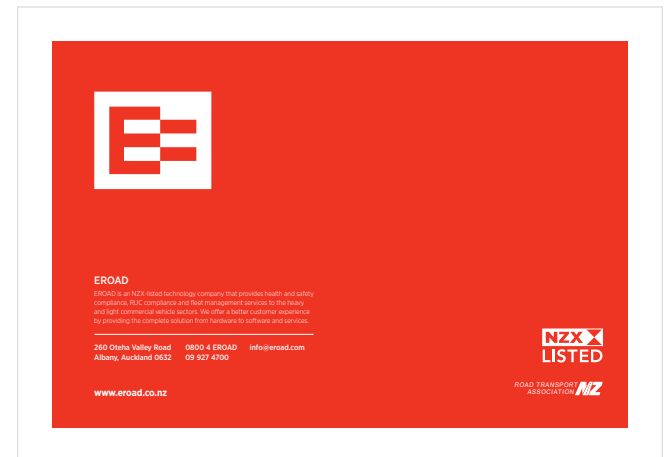
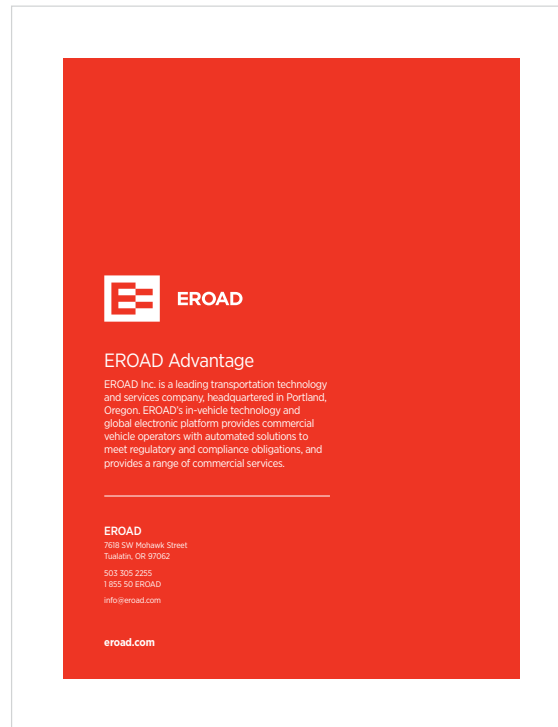
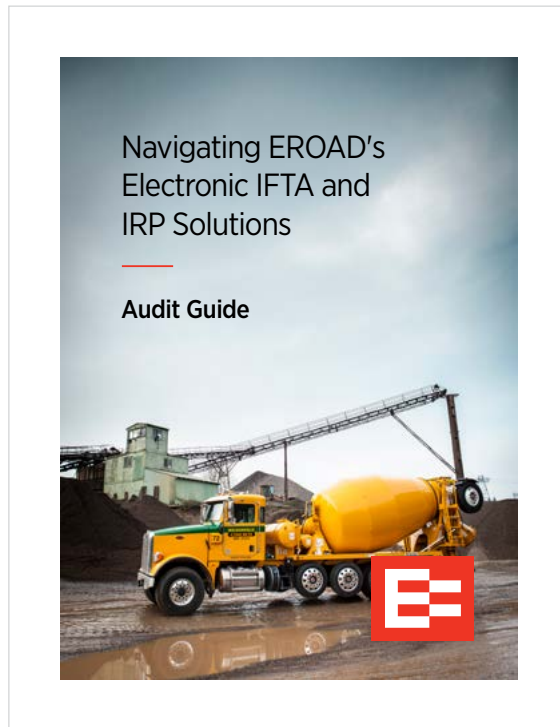
Rich use of unique imagery, clean lines and the use of red helps to define our brand as elegant, vibrant and contemporary.

The following describes EROAD's brand aesthetic:

- Red, black and charcoal are the dominant colours, with secondary colours used sparingly. The neutral palette is used quite extensively.
- Images are used as large as possible. Do not mask or paste images into shapes unless specified.
- Images or graphics should not be used as fillers, or to populate empty space. Minimalism/white space is desirable.



PRINT PUBLICATIONS: FRONT AND BACK COVER



3 A SOLUTION TO GLOBAL ROAD FUNDING AND HEAVY VEHICLE COMPLIANCE ISSUES




- Rapidly rising freight volumes and widespread funding shortfalls have combined to create an international movement towards electronic road user charges to supplement or replace traditional fuel excise taxes
- EROAD's system enables and supports the modernisation of paper-based charging and compliance regimes
- Implementation of the EROAD system is cost effective and low risk for transport agencies seeking solutions, while cost savings and efficiency gains are enjoyed by customers
- With our established business in New Zealand, and expansion into North America, we are well positioned to pursue other international markets

12

KEY DATES

29 JULY 2014 Final Price Announced	30 JULY 2014 Broker Firm Offer and Preference Pool Offer opens	6 AUGUST 2014 Preference Pool Offer closes (3.00pm)	12 AUGUST 2014 Broker Firm Offer Closes (5.00pm)
15 AUGUST 2014 Expected dispatch of holding statements and any refund payments (if required)	15 AUGUST 2014 Allotment Date	15 AUGUST 2014 Expected commencement of trading on the NZX Main Board	

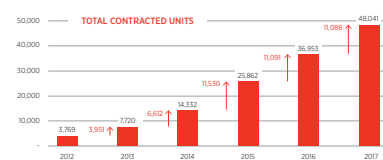
These dates are indicative only and may be amended. The Offer may also be withdrawn at EROAD's discretion at any time before the allotment of Shares.



03

2017 Results in Brief

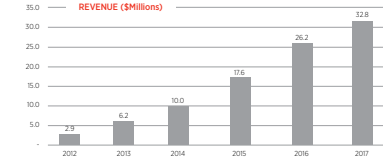
LO OVERVIEW



Year	Total Contracted Units
2012	3,769
2013	3,950
2014	7,720
2015	14,512
2016	25,962
2017	48,041

Revenue ↑ 25%

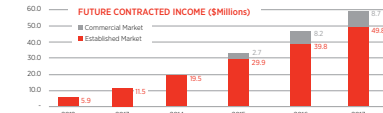
Total Contracted Units ↑ 30%



Year	Revenue (\$Millions)
2012	2.9
2013	6.2
2014	10.0
2015	17.6
2016	26.2
2017	32.6

Future Contracted Income ↑ 22%

Retention Rate 99%

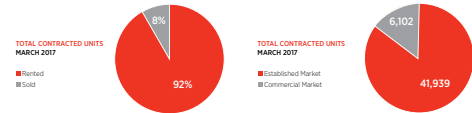


Year	Commercial Market	Established Market
2012	5.9	0
2013	11.5	0
2014	19.5	0
2015	32.7	23.9
2016	62	33.8
2017	87	49.8

Staff Numbers ↑ 17%

Invested in R&D \$13m

Rental units continue to dominate our total contracted units.



Market	Percentage
Rentals	92%
Sold	8%

Market	Units
Established Market	6,102
Commercial Market	41,939

02

PRINT ADVERTISING

MAGAZINE ADVERTISING

Main creative direction:

- Bold, full page product imagery with EROAD screenshots. Mockups can be used.
- Flat product mockups with no background, on a white rectangle along with a thin white stroke to frame the advertisement and anchor the screenshots at the bottom
- Bold logo – with wordmark for North America, without the wordmark for New Zealand (unless otherwise specified)



NZ Truck and Driver Magazine: *March 2018*

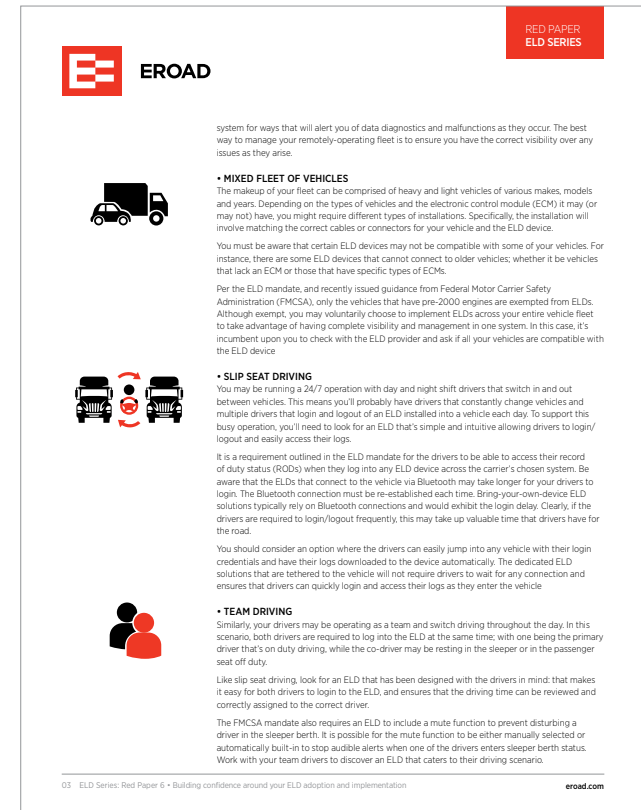
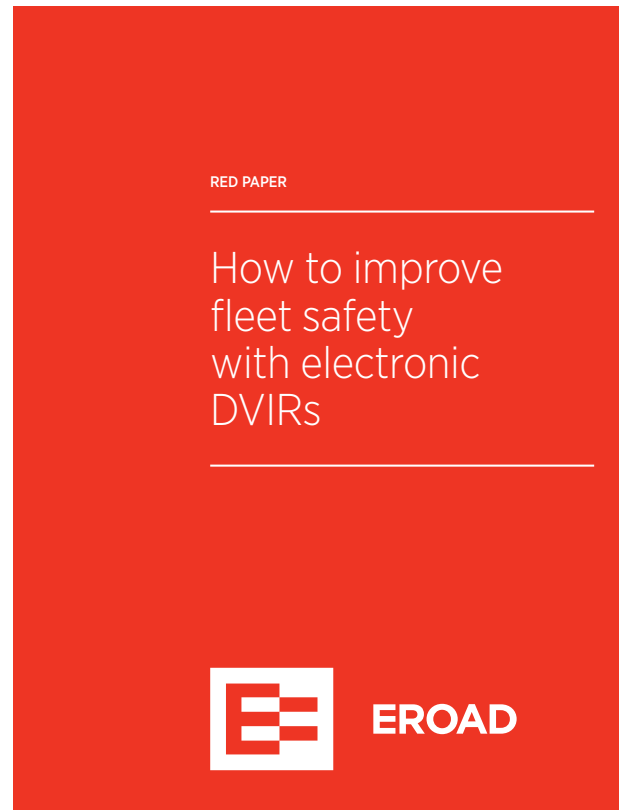


RED PAPER DESIGN

Red papers are wonderful and important because it shows the world that we have special knowledge and are leaders in transport technology.

Red Papers must always be published using these templates. This is important for consistency, brand recognition and quality.

Size: US Letter / A4



VIDEO PRODUCTION

VIDEO GUIDELINES

Product, marketing & testimonial videos

Creative guidelines:

- Splash screen backgrounds: Textured with white to grey radial gradient
- Font: Gotham Narrow font family
- Colours: Red, black, grey

Creative restrictions:

- Don't use large blocks of red, and if red is used then at 100% opacity
- If necessary, the logo can be used throughout, but at 100% opacity and never as a watermark
- Refrain from using white backgrounds as these videos are largely embedded on websites with white backgrounds

START CARD: PRODUCT



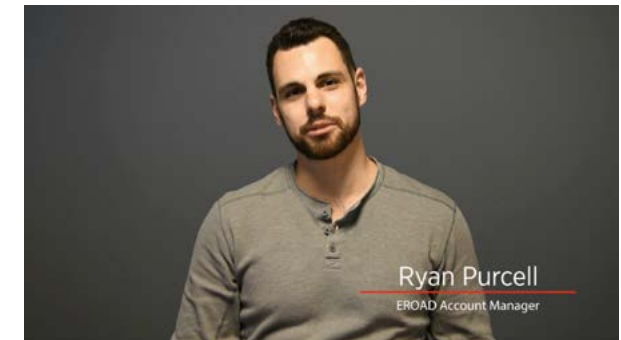
END CARD: TRAINING



END CARD: MARKETING



NAME / TITLE: TESTIMONIAL



BUSINESS CARDS

File name

EROAD_[Region]_BusinessCards

Print specifications (Digital)

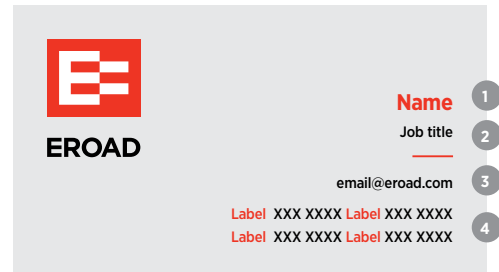
CMYK – Four colour process

Size

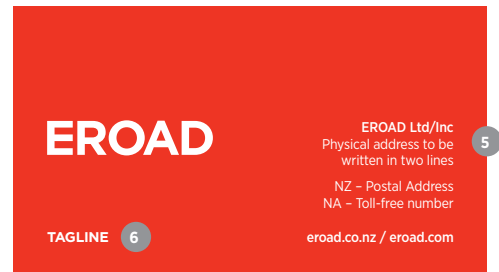
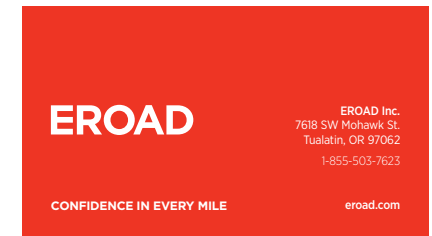
Metric: 90 x 55mm, 3mm bleed
Imperial: 3.5 x 2in, 0.125in bleed

Stock

350gsm silk matte
Matte laminate both sides



NEW ZEALAND



NORTH AMERICA



1 Name
12pt Gotham Narrow Bold
Tracking: -20
Colour: EROAD Red

2 Job Title
12pt Gotham Narrow Bold
Tracking: -20
Colour: EROAD Red

3 Email address
8pt Gotham Narrow Medium
Leading: 12pt, Tracking: -10
Space after: 1.5mm/0.0625 in
Colour: Black

4 Contact details
8pt Gotham Narrow Medium
Leading: 12pt, Tracking: -10
Space after: 1.5mm/0.0625 in
Colour: Black

5 Office details (back)
7.5pt Gotham Narrow Book
Leading: 9pt, Tracking: -10
Space after: 1.5mm/0.0625 in
Colour: White

6 Tagline
7.5pt Gotham Bold
Tracking: -20
Colour: White

GLOBAL



EMAIL SIGNATURE


The EROAD email signature is an essential part of our branding. It has a bigger audience than any other part of our brand so we need to ensure that it is consistent and adheres to our brand guidelines.

Do not alter or customise the signature or add any other logos to it.

COMPOSE/FIRST RESPONSE SIGNATURE

--

Name
EROADer Job Title
DDI +XX XXX XXXX MOB +XX XXX XXX E email@eroad.com

 **EROAD**
Physical Address
Postal address
TEL +XX XXX XXXX FAX +XX XXX XXXX FREE XX XXX XXXX
eroad.com - [Twitter](#) - [LinkedIn](#)

This message is for the named person's use only. It may contain confidential or proprietary information. No confidentiality is waived or lost by any mistransmission. If you receive this message in error, please immediately delete it and all copies of it from your system, destroy hard copies of it and notify the sender. You must not, directly or indirectly, use, disclose, distribute, print or copy any part of this message if you are not the intended recipient. EROAD Limited reserves the right to monitor all e-mail communications through its networks. Any views expressed in this message are those of the individual sender, except where the message states otherwise and the sender is authorised to state them to be the views of EROAD Limited. To the maximum extent permitted by law, EROAD Limited is not liable (including in negligence) for viruses or other defects or for changes made to this email or to any attachments. Before opening or using attachments, please check them for viruses and other defects.

REPLY SIGNATURE

--

Name
EROADer Job Title
DDI +XX XXX XXXX MOB +XX XXX XXX E email@eroad.com

08 / QUICK START GUIDE

EROAD BRAND GUIDELINES Quick Start Guide

This page is intended as a pull-out from the brand guidelines for quick reference to assist you in the application of the EROAD brand.

It contains a short company description, the logo filenames and minimum sizes as well as the EROAD fonts and colour palette. Please refer to the appropriate sections of the guidelines for a more detailed description of correct usage.

A complete version of the Brand Guidelines can be found on Ehub.

COMPANY DESCRIPTION (BOILERPLATE)

EROAD is a fully integrated technology, tolling and services provider. Our advanced technology provides road charging, compliance and commercial services with the same platform to lower overall client and delivery costs.

CORPORATE IDENTITY

The EROAD logo pack consists of three logomarks in various formats. Use a vector based format where possible (eps, ai, svg) or a lossless version (png, gif) if vector is not available. Do not use jpg unless instructed by a member of the graphics team.

Don't be afraid to use the logo at a large size – the bigger the better.



EROAD_Logo
Standard size 40mm / 1.6in / 190px
Minimum size 12mm / 0.5in / 80px

EROAD

EROAD_Wordmark
Standard size 30mm / 1.1in / 113px
Minimum size 9mm / 0.3in / 34px



EROAD

EROAD_LogoWithWordmark
Standard size Not specified
Minimum size 22mm / 0.85in / 85px



EROAD

EROAD_Logo_VerbalWordmark
Standard size Not specified
Minimum size 11mm / 0.45in / 43px

CORPORATE COLOUR PALETTE

Consistent use of colour across the brand supports a unified identity. For an explanation of colour application see the Colour Palette and Template Sections of the EROAD Brand Guidelines.



EROAD RED
Pantone 1795C
CMYK 0 • 94 • 100 • 0
RGB 238 • 49 • 36
HEX #EE3124



EROAD BLACK
PMS Black C
CMYK 0 • 0 • 0 • 100
RGB 0 • 0 • 0
HEX #0000

SECONDARY PALETTE



GREEN
CMYK 57 • 0 • 77 • 0
RGB 117 • 194 • 109
HEX #75C26D



BLUE
CMYK 71 • 28 • 0 • 0
RGB 61 • 152 • 211
HEX #3D98D3



YELLOW
CMYK 6 • 21 • 100 • 0
RGB 241 • 196 • 24
HEX #F1C418

NEUTRAL GREYS



CMYK 33 • 27 • 27 • 85
RGB 48 • 48 • 50
HEX #303032



CMYK 33 • 27 • 27 • 65
RGB 81 • 82 • 83
HEX #515253



CMYK 33 • 27 • 27 • 25
RGB 138 • 138 • 139
HEX #8A8A8B



CMYK 33 • 27 • 27 • 0
RGB 173 • 173 • 173
HEX #ADADAD



CMYK 20 • 16 • 16 • 0
RGB 202 • 201 • 202
HEX #CAC9CA



CMYK 12 • 10 • 9 • 0
RGB 221 • 220 • 221
HEX #DDDCDD

PRODUCT – USER INTERFACE



HEX #EE3124
RGB 238 • 49 • 36



HEX #2E2E2E
RGB 46 • 46 • 46



HEX #FBBC05
RGB 250 • 188 • 5



HEX #186B97
RGB 24 • 107 • 151



HEX #059D58
RGB 5 • 157 • 88



HEX #FF8C0B
RGB 255 • 140 • 11



HEX #9B59B6
RGB 154 • 89 • 181

For shades of Blue and Red please refer to page 37 of the full corporate brand guidelines document

FAMILY OF FONTS

All EROAD collateral must use EROAD's family of fonts. Font usage by media type has been outlined in the table below. Should the primary font option not be available, please use the next font option listed in the font stack.

USAGE	PRIMARY FONT	FONT STACK
Display	Gotham Bold	N/A
Print	Gotham and Gotham Narrow	N/A
Electronic correspondence	Segoe UI	Calibri Helvetica Arial
Powerpoint presentations	Segoe UI	Calibri Helvetica Arial
Word documents or letterheads	Corbel	Calibri Helvetica Arial
Web/Digital	Roboto	N/A
Hardware	Roboto	N/A
Mobile	Roboto	User-specific

For more information or if you have any queries about brand application please contact comms@eroad.com



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