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BRAND PERSONALITY:

Survival is a serious subject. So serious, in fact, that some people who choose to participate in potentially dangerous activities refuse to discuss it. So while the SPOT Satellite Messenger may seem like a “no-brainer” to be included in any survival or disaster preparedness kit, there’s a barrier that must be overcome with some people. Call it machismo. Call it a feeling of invincibility. But we must call it reality.

To overcome this aversion to our own mortality, the SPOT brand speaks to people in a way that acknowledges the serious nature of the world, and, therefore, the important role the SPOT messenger can play in surviving it. However, it does so with a playful style and attitude that serves to disarm them. It’s somewhat sarcastic, perhaps even a touch cynical, with a little bit of “in your face” thrown in for kicks. Yet it is always relevant, genuine and approachable. Because while it’s easy to laugh in the face of danger when you’re sitting at home warm and dry, we want people to know that no matter what kind of trouble they find themselves in, SPOT is on their side.

TAGLINE:

“Live To Tell About It”

This line embodies the basic proposition of the SPOT Satellite Messenger: Survival. Call them adventurers, call them outdoorsmen, call them thrillseekers. But the last thing anyone wants to end up being called is a statistic. “Live To Tell About It” subtly reminds people of the dangers they may face in the world, but without dampening their spirit of adventure. It encourages people to pursue their passions, while promising to help bring them home safely. Everyone loves a good story. Especially one with a happy ending.

BRAND ARCHITECTURE IMPERATIVES

The SPOT Satellite Messenger

- A. Brand Product/Service (differentiation)
 - a. “The World’s First Satellite Messenger”
- B. Brand Vision
 - a. Helps the user to pursue – with greater confidence – those activities about which they are most passionate
- C. Brand Reference (values)
 - a. Enabler; Confident; Prepared; Clear-headed; More in Control which equates to greater capability; More Confident which equates to less worry; Smart
- D. Brand Positioning
 - a. Because the product can save your life, SPOT provides Peace of Mind for you and the ones who care about you
- E. Brand Target
 - a. Main: Adventurer, Outdoor Enthusiast
 - b. Sub: Disaster Preparedness – the emergency reality realist
 - i. Mother Nature Happens!!!
 - c. Safety conscious individuals
- F. Brand Name
 - a. SPOT, Inc
- G. Brand Identity
 - a. Lifestyle Safety Brand: SPOT will be identified as a Lifestyle Safety Brand
 - i. Future products under the SPOT name will have same identity unless a different niche opportunity requires separate and distinct identity
- H. Brand Promise
 - a. “Live to Tell About It”

- I. Brand Character (defined as moral and ethical strength)
 - a. Spot is a brand that cares about protecting people
 - b. SPOT provides safe and responsible access to the environment
 - c. SPOT is smart and simple
 - d. SPOT is never careless
- J. Brand Personality (defined as distinguishing qualities and characteristics)
 - a. Guardian; Intrepid; Adventurer (outdoor enthusiast only); Rugged; Take-Charge Leadership; Outgoing
- K. Brand Experience
 - a. "Peace of Mind"
- L. Brand Emotion
 - a. Self-confidence; Freedom; Pride; Helping you exceed your personal expectations so that you can confidently do your best
- M. Brand Quality
 - a. Rugged; Dependable
 - b. Always there for you
 - c. State of the art technology
 - d. Leading edge simplicity
- N. Brand Packaging
 - a. Color (orange) and words convey rescue, emergency, urgency, safety
- O. Brand Distribution
 - a. Be in those places our most lucrative and passionate targets shop and where the most loyal and profitable base can be built:
 - i. Brick and Mortar Retailers: Appropriate retailers such as Cabela's that cater to the knowledgeable outdoor enthusiasts and adventurers as well as contribute to the image and positioning SPOT wishes to convey
 - ii. On-line: for outdoor enthusiasts and adventure shoppers who research products and who also desire the convenience provided by on-line shopping
 - iii. Safety Preparedness Organizations: either private or government

P. Brand Pricing

- a. High Value Strategy –High Quality/Medium Priced
 - i. High Quality: Market leader in function and quality
 - ii. Medium Price: Lower cost relative to competition
 - iii. Initial strong market penetration strategy to develop base

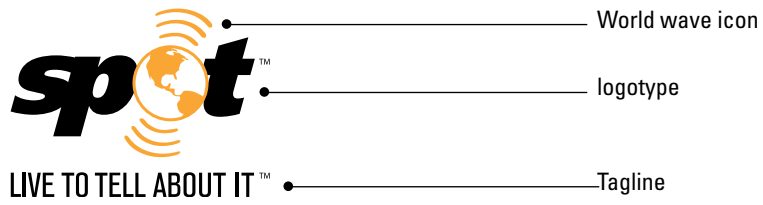
Q. Brand Associations

- a. Google, GEOS
- b. Celebrity tie-ins and endorsements
- c. Program tie-ins
- d. Private and Public Organizations with like interests

R. Brand Credentials

- a. The Simplex Satellite system: The most dependable, one way satellite system. This allows SPOT to provide and deliver to users the most reliable and consistent emergency message delivery with GPS supported accuracy
- b. Globalstar: Parent company credentials can be used as these evolve

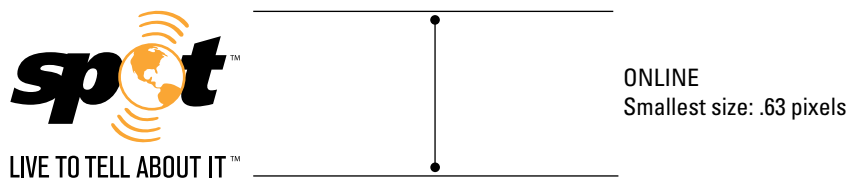
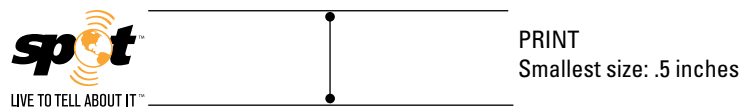
STACKED ARRANGEMENT



The logo consists of
3 elements

1. The world wave icon
2. the logotype
3. The tagline

Stacking the tagline
underneath the logo is the
only approved arrangement.





LIVE TO TELL ABOUT IT™

The tagline is based on the font Akzidenz grotesk regular but has been outlined, modified and spaced.



LIVE TO TELL ABOUT IT™

The tagline centers below logo type and is the same width as the logotype.



LIVE TO TELL ABOUT IT™

The distance between the cap height of the tagline and the bottom stroke of the p in SPOT is 1 1/2 times the cap height of the tagline.

COLORS OF LOGO AND TYPE

2 COLOR PMS VERSION



The orange is PMS 1375

The black is process black.

4 COLOR CMYK VERSION



The orange is CMYK C0, M40, Y85, K0

The black is 4 color black: C75, M65, Y65, K100

1 COLOR VERSION



Can print either in solid black or solid orange

ONLINE RGB VERSION



The orange is R249, G157, B28
HEX #f99d1c

The black is R0, G0, B0
HEX #000000

NO TAGLINE VERSION



For enduring internal communications, the logo can be used without the tagline. In these instances, all rules regarding the logo itself still apply.

COLOR USAGE
OF LOGO AND TYPE
IN DIFFERENT
APPLICATIONS



BLACK BACKGROUND VERSION

Logotype, tagline and world background are white. Continents outline around world and satellite waves are orange.

the logo can be used in 4/color 2/color and a single color



SAME VALUE AS ORANGE VERSION

Logotype, tagline and world background are white. Continents outline around world and satellite waves are black.



ORANGE BACKGROUND VERSION

Logotype, tagline and world background are white. Continents outline around world and satellite waves are black.



Don't use any colors other than the colors set forth in this manual.



Don't try to reverse the logo out of a busy image.



Do not attempt to print normal logo colors on backgrounds of the same color value as the approved orange.



PMS 1375	●	—————	PMS version
C0, M40, Y85, K0	●	—————	CMYK version
R249, G157, B28	●	—————	RGB version
#f99d1c	●	—————	Hexadecimal version
PROCESS BLACK	●	—————	PMS version
C75, M65, Y65, K100	●	—————	CMYK version
R0, G0, B0	●	—————	RGB version
#000000	●	—————	Hexadecimal version

Akzidenz Grotesk Regular is used for tagline and headlines. The Universe family is to be used for copy in marketing materials. Universe 67 Bold Condensed and Universe 57 Condensed should be the first choices when appropriate. Both fonts will need additional letterspacing or tracking from the default setting for improved legibility.

AKZIDENZ GROTESK REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

UNIVERSE 67 BOLD CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

UNIVERSE 57 CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890