



VISUAL IDENTITY GUIDELINES

Contents

THE IMPINJ VISUAL IDENTITY GUIDE

The Impinj brand is more than a logo. It's how people experience our company.

This guide outlines our visual brand identity to make all the work we do integrated, consistent, and beautiful.

We've developed a clean and modern brand identity system that provides designers the ability to create clear and unique communications.

03	BRAND ATTRIBUTES
04	VISION
05	MISSION
06	BRAND IDENTITY
09	BRAND COLOR
12	TYPOGRAPHY
16	DESIGN ELEMENTS
26	BRAND PHOTOGRAPHY
31	PRODUCT IMAGERY
32	WEBSITE EXAMPLES
33	EBOOK EXAMPLES

IMPINJ BRAND ATTRIBUTES

Innovative	Future-Forward	Vibrant
Trustworthy	Transformative	Honest
Confident	Synergistic	Dynamic
Flexible	Inspiring	Energetic
Connected	Intelligent	Accessible
Effective	Performant	Modest

OUR VISION:

Boundless IoT

TRILLIONS of everyday items connected to the cloud.

OUR MISSION:

Connect Every_Thing

Our inventions bring **all things** online -
Expanding the Internet's reach by 1000x.

We enable amazing things to happen by
connecting the unconnected. We don't just
dream it, we do it. In ways that no one else can.

Together with our partners, we solve for a
better understanding of our world and how
things move through it.

Impinj Logo

Our logo represents us. And when we use it the right way, people can spot us at a glance.

The Impinj logo should appear prominently on all Impinj communications. This primary logo is available in two-color (red and gray), or in one-color. The two-color logo is preferred when used on a white background. Use the white logo on dark colored backgrounds, and gray logo for 1-color applications.



IMPINJ RED (Primary)
PANTONE 032C
HEX #F7323F
RGB 247.50.63
CMYK 0.93.76.0



IMPINJ GRAY (Primary)
PANTONE 425 C
HEX #545759
RGB 84.87.89
CMYK 66.56.53.29

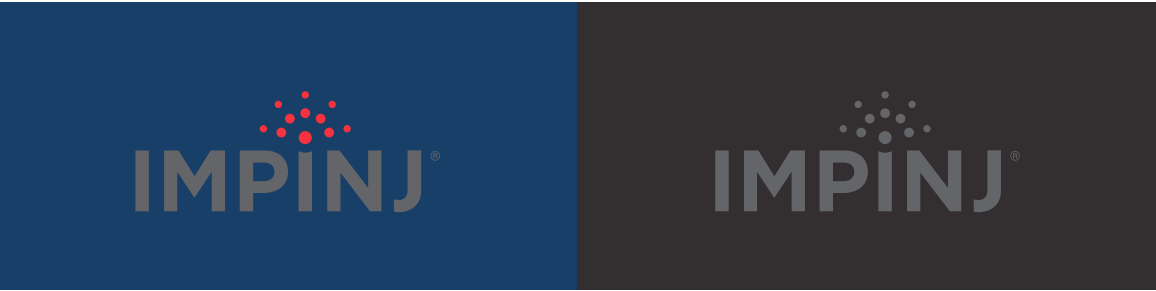


IMPINJ GRAY (Primary)
PANTONE 425 C
HEX #545759
RGB 84.87.89
CMYK 66.56.53.29

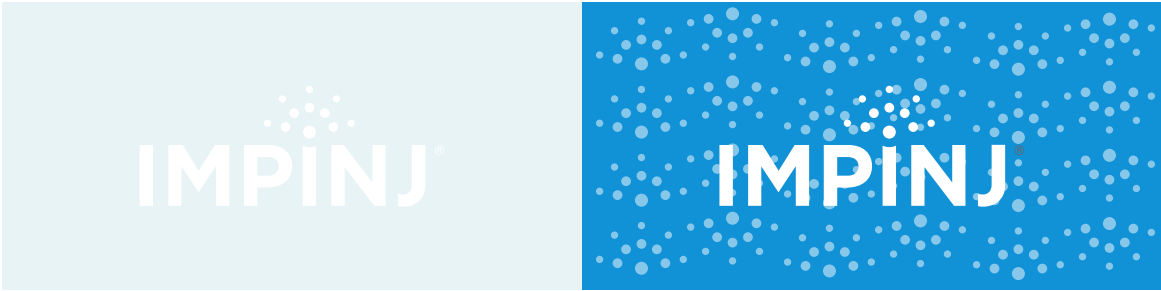


Logo Don'ts

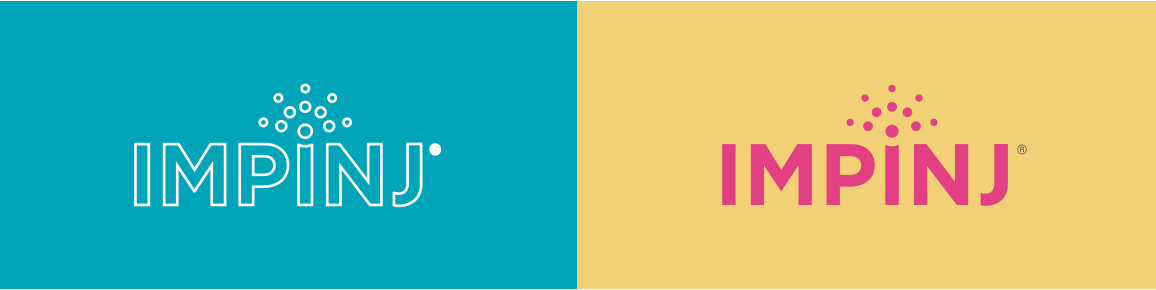
The following examples are unacceptable executions using the logo.



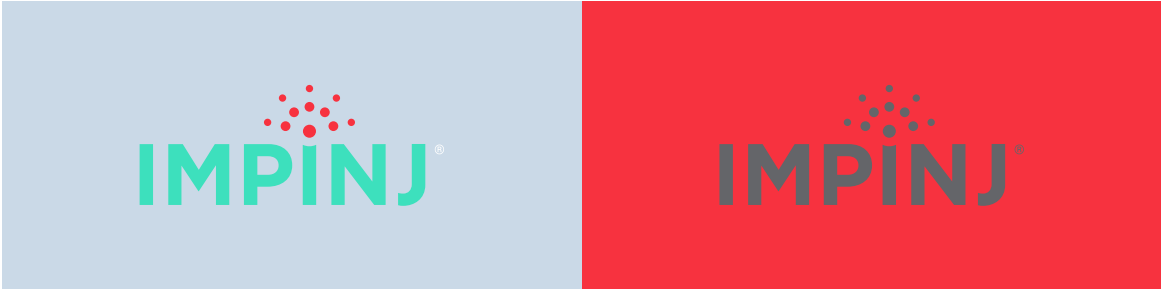
Avoid using dark multi-colored logo on dark background. ❌ Avoid using dark logo on similar color background. ❌



Avoid using white logo on light colored background. ❌ Do not use a patterned background. ❌



Do not use any outlined version of the logo. ❌ Do not use colors in the secondary color palette. ❌

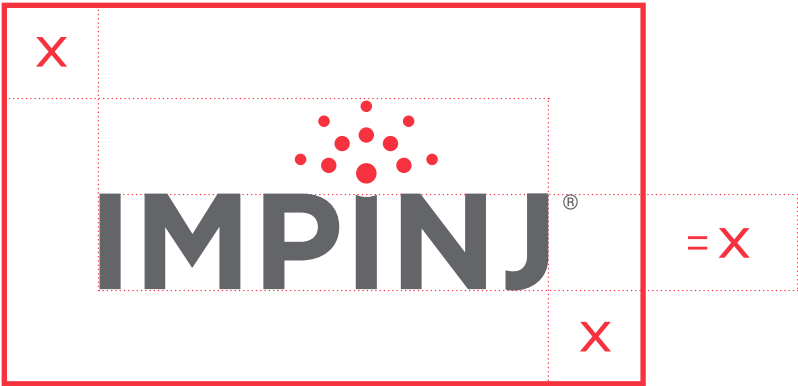


Don't mix colors from the primary and secondary palette. ❌ Avoid using dark colored logo on dark colored background. ❌

Clearspace

To ensure proper legibility, the Impinj logo should always appear according to the following rules.

The X height of the baseline to the ascender of the “IMPINJ” letter-form defines the clearspace of the logotype. Nothing should impede this space. The logo can scale up to any size.



Minimum Size

The Impinj logo should be no smaller than three-quarters of an inch, or 100px in length.

BRAND COLORS

W	W	W	BLACK
IMPINJ DARK BLUE (Primary)	IMPINJ DARK TEAL (Primary)	IMPINJ DARK GRAY (Primary)	
PANTONE 648 C	PANTONE 2238 C	PANTONE Black (80%)	
HEX #173F67	HEX #006E78	HEX #333333	
RGB 23.63.103	RGB 0.110.120	RGB 51.51.51	
CMYK 100.77.35.22	CMYK 90.42.46.12	CMYK 0.0.0.80	
BW	BW	BW	
IMPINJ BLUE (Primary)	IMPINJ TEAL (Primary)	IMPINJ GRAY (Primary)	
PANTONE 2144 C	PANTONE 3541 C	PANTONE Black (60%)	
HEX #146EAA	HEX #009B9D	HEX #666666	
RGB 20.110.170	RGB 0.155.157	RGB 102.102.102	
CMYK 90.55.8.0	CMYK 80.18.40.0	CMYK 0.0.0.60	
B	B	B	WHITE
IMPINJ LIGHT BLUE (Primary)	IMPINJ LIGHT TEAL (Primary)	IMPINJ LIGHT GRAY (Primary)	
PANTONE 2192 C	PANTONE #7465 C	PANTONE Black (40%)	
HEX #109BD4	HEX #34BDB4	HEX #999999	
RGB 16.155.212	RGB 52.189.180	RGB 153.153.153	
CMYK 75.24.0.0	CMYK 68.0.35.0	CMYK 0.0.0.40	

*B/W: B for black text, W for white text. Those text colors can only be used on top of certain colors.

W	W
IMPINJ DARK FUSCIA (Secondary)	IMPINJ DARK ORANGE (Secondary)
PANTONE 234 C	PANTONE 718 C
HEX #A3075E	HEX #D84D00
RGB 163.7.94	RGB 216.77.0
CMYK 33.100.38.10	CMYK 0.83.100.10
W	B
IMPINJ FUSCIA (Secondary)	IMPINJ YELLOW (Secondary)
PANTONE 225 C	PANTONE 108 C
HEX #D23683	HEX #FFD200
RGB 210.54.131	RGB 255.210.0
CMYK 10.92.15.0	CMYK 0.15.100.0

Color

The primary color palette should be dominant in all design efforts. The secondary color palette provides more ways to add depth and highlights to your design. These colors should be applied sparingly to accent the primary color palette.

THIS PAGE SHOWS AN APPROXIMATE RATIO OF RECOMMENDED BRAND COLOR USAGE THROUGHOUT ALL BRAND COMMUNICATIONS.

THE SIZE OF EACH COLOR BLOCK REPRESENTS THE APPROXIMATE RATIO OF HOW COLOR SHOULD BE USED IN DESIGN.

Secondary Color Use Cases

Possible uses..

- 1.Accent color
- 2.Text callouts
- 3.Illustrations
- 4.Graphs/charts

Avoid..

- 1.Using secondary palette on primary headlines/designs
- 2.Using secondary palette for the Impinj logo
- 3.Using secondary palette as a full page background color
- 4.Using multiple secondary palette colors on top of each other

IMPINJ DARK FUSCIA (Secondary)

PANTONE	234 C
HEX	#A3075E
RGB	163.7.94
CMYK	33.100.38.10

IMPINJ DARK ORANGE (Secondary)

PANTONE	718 C
HEX	#D84D00
RGB	216.77.0
CMYK	0.83.100.10

IMPINJ FUSCIA (Secondary)

PANTONE	225 C
HEX	#D23683
RGB	210.54.131
CMYK	10.92.15.0

IMPINJ YELLOW (Secondary)

PANTONE	108 C
HEX	#FFD200
RGB	255.210.0
CMYK	0.15.100.0

Ebook Examples:

Using RAIN RFID to Drive Tangible Outcomes

HOW RAIN RFID drives value


RAIN RFID delivers information to enable the following:



Efficiency – Reduce workflow issues and streamline the completion of tracking and management tasks while reducing handling speed.



Automation – Eliminate manual, error-prone data capture to improve productivity, and reallocate resources to higher value activities.



Accuracy – Improve the integrity and value of real-time supply chain information.



Visibility – Empower decision makers with real-time information necessary to make faster, better and more informed decisions aligned to customer need.



Capability – Improve supply chain transactions and enhance the customer experience with ongoing RAIN RFID-driven improvements.



RAIN RFID and the Current Supply Chain Landscape 13

The Supply Chain Landscape

Expanding shrink and increasing loss

The consequences of limited visibility and deficient communication amounts to more than a \$181B pain point that ultimately inflates costs for suppliers, vendors, and consumers. The predominant sources of these costs are shrink, counterfeiting, and claims.

According to the National Retail Federation, total shrink, or unaccounted for inventory, amounts to over \$47B as a result of theft and vendor shortages, due in part to poor visibility and limited auditability throughout the supply chain.

Counterfeiting, a significant problem for brands and suppliers, exceeds over \$98B, and contributes to loss of revenue and brand reputation.

\$36B
Claims

(retail, apparel, and grocery industries)

+

\$47B
Shrink

(retail, apparel, and grocery industries)

+

\$98B
Counterfeiting

(footwear, apparel and other high-end consumer goods)

=

\$181B
Loss¹⁶



RAIN RFID and the Current Supply Chain Landscape 8

Powerpoint Examples:

Title Case Header Here

Header Info

Authoritatively cultivate out-of-the-box process after emerging products.



Header Info

Authoritatively cultivate out-of-the-box process after emerging products.



Header Info

Authoritatively cultivate out-of-the-box process after emerging products.



Header Info

Authoritatively cultivate out-of-the-box process after emerging products.



Header Info

Authoritatively cultivate out-of-the-box process after emerging products.





IMPINJ Confidential. © 2020 22

Application & Device

Mobile Analysis Header

Authoritatively cultivate out-of-the-box processes after emerging products. The fabricate front end results after ubiquitous



Laptop Analysis Header

Authoritatively cultivate out-of-the-box processes after emerging products. The fabricate front end results after ubiquitous



Desktop Analysis Header

Authoritatively cultivate out-of-the-box processes after emerging products. The fabricate front end results after ubiquitous



Tablet Analysis Header

Authoritatively cultivate out-of-the-box processes after emerging products. The fabricate front end results after ubiquitous





IMPINJ Confidential. © 2020 39

IMPINJ VISUAL IDENTITY GUIDELINES

© 2021 IMPINJ, INC.

11

Brand Fonts

The fonts identified on this page are the primary typefaces allowed within the Impinj design system. The Impinj typographic system is composed of two typeface families: ROBOTO SANS and ROBOTO SLAB. The elegant sharpness of ROBOTO SANS provides a contemporary sophistication and should be considered for primary usage. ROBOTO SLAB shares the elegance of ROBOTO SANS, but has more humanistic features. Together these fonts provide contrast as a technique to provide the appropriate tone.

You may use any size and variation of the approved fonts, provided they support a clear hierarchy and an appropriate balance between content and brand.

ROBOTO SANS: TYPE WEIGHTS

Roboto Sans Bold
Roboto Sans Regular
Roboto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !? " # \$ % & + @ TM ® ©

ROBOTO SLAB: TYPE WEIGHTS

Roboto Slab Bold
Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !? " # \$ % & + @ TM ® ©

Brand Fonts (Alternative)

When standard system fonts must be used, these alternative fonts can be used. Arial should be used in place of Roboto Sans and Rockwell can be used in place of Roboto Slab. These fonts come preinstalled in most applications including:

- 1. Word documents
- 2. Excel spreadsheets and forms
- 3. PowerPoint presentations
- 4. Email communications

ARIAL: TYPE WEIGHTS

Arial Bold
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?"#\$%&+@TM®©

ROCKWELL: TYPE WEIGHTS

Rockwell Bold
Rockwell Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?"#\$%&+@TM®©

Font Usage

Typography Contrast Technique

Impinj brand fonts may be used in the four combinations seen here. ROBOTO SANS is considered the primary font, it or ROBOTO SLAB can be used exclusively within a single piece, or they can be combined to juxtapose information. The sharpness of ROBOTO SANS can be softened with the humanistic character of ROBOTO SLAB. The examples below demonstrate a sharp-to-soft spectrum of using ROBOTO SANS or ROBOTO SLAB exclusively, and what mixed font applications can provide. Rather than having strict roles within the system, the two typefaces can be thought of as allowing for a variety of expression and functionality within the design system.

Roboto Sans:

Technical, Modern, Edgy, Sharp

SHARP-TO-SOFT SPECTRUM

Roboto Slab:

Empathy, Human, Personal, Soft



Typography Contrast Technique

Roboto Sans:

Technical, Modern, Edgy, Sharp

SHARP-TO-SOFT SPECTRUM

Roboto Slab:

Empathy, Human, Personal, Soft



Impinj Enables Digital Life for Everyday Items

Delivering Item Intelligence for IoT

By connecting everyday items to applications, companies can improve efficiencies, increase sales, and delight customers.

FONT USAGE

ROBOTO SANS

Display Type: Titles, subtitles, headers, quotes
Supporting Type: body copy, captions

Impinj Enables Digital Life for Everyday Items

Delivering Item Intelligence for IoT

By connecting everyday items to applications, companies can improve efficiencies, increase sales, and delight customers.

FONT USAGE

ROBOTO SANS

Display Type: Titles, subtitles, headers, quotes
Supporting Type: body copy, captions

ROBOTO SLAB

Supporting Type: body copy, captions

Impinj Enables Digital Life for Everyday Items

Delivering Item Intelligence for IoT

By connecting everyday items to applications, companies can improve efficiencies, increase sales, and delight customers.

FONT USAGE

ROBOTO SLAB

Display Type: Titles, subtitles, headers, quotes
Supporting Type: body copy, captions

ROBOTO SANS

Supporting Type: body copy, captions

Impinj Enables Digital Life for Everyday Items

Delivering Item Intelligence for IoT

By connecting everyday items to applications, companies can improve efficiencies, increase sales, and delight customers.

FONT USAGE

ROBOTO SLAB

Display Type: Titles, subtitles, headers, quotes
Supporting Type: body copy, captions

Helix

The Helix is a supporting graphical element that can be used to add depth and visual interest to Impinj communications. This graphic can be used on any materials in which Impinj's message of things, connectedness, and clarity are expressed.

HELIX METHODOLOGY

Boundless IoT

Boundlessness requires the context and relativity of connectedness. Impinj embraces the tension of finding order amidst chaos of every thing by creating a more connected world. Only by connecting the dots do we unlock the clarity and contours of the subjects we seek to map and understand.



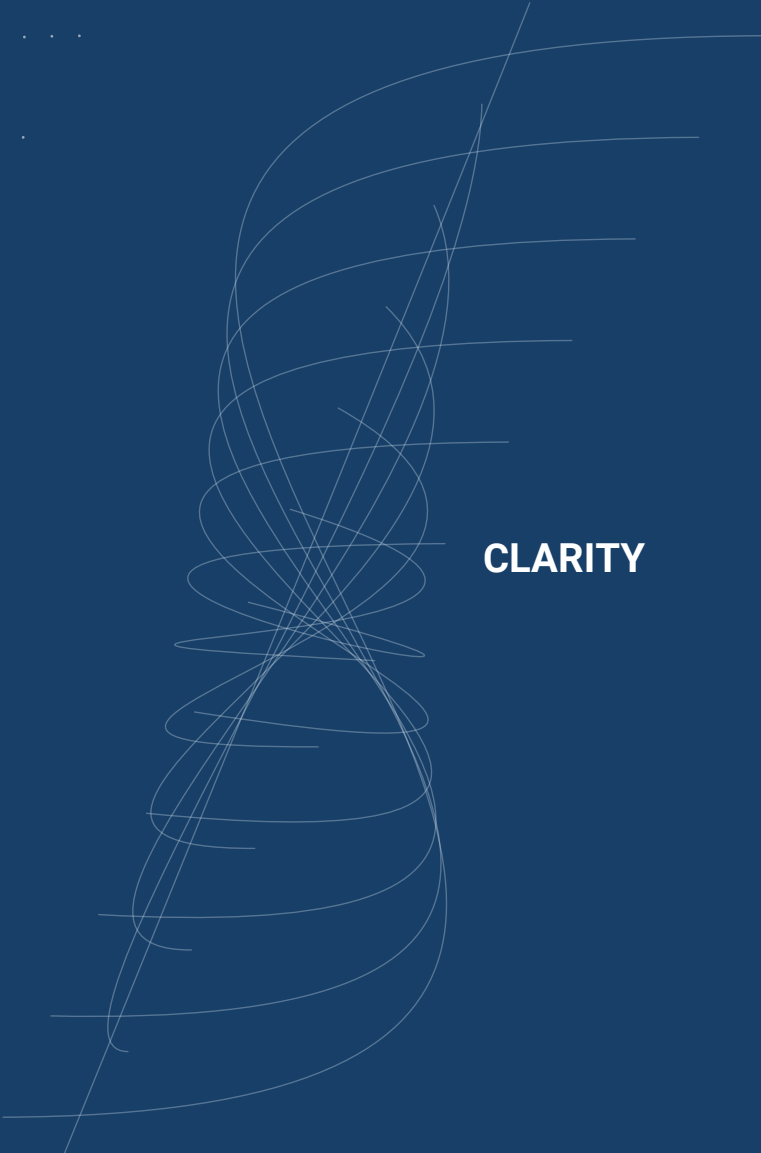
THINGS



CONNECTEDNESS



CLARITY



Helix usage

The Helix is used to support content. Its purpose is to convey technological pillars that define Impinj—Things, Connectedness, and Clarity. Appearing as a background element, the Helix supports content with its simplicity and flexibility.

50/50 Rule

As a rule, the Helix should never show more than 50% of its entire form. To execute this effectively, position the Helix to utilize the art board edge, and scale appropriately.

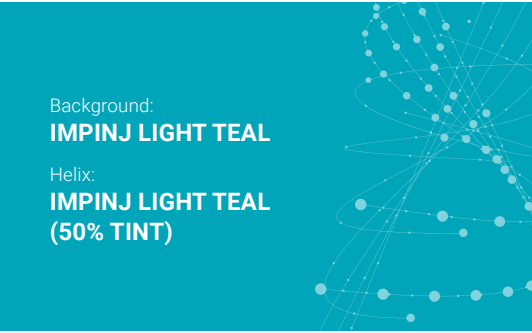
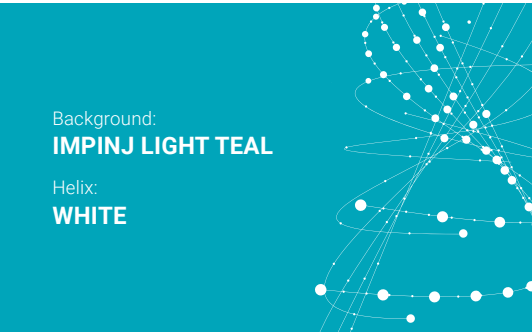
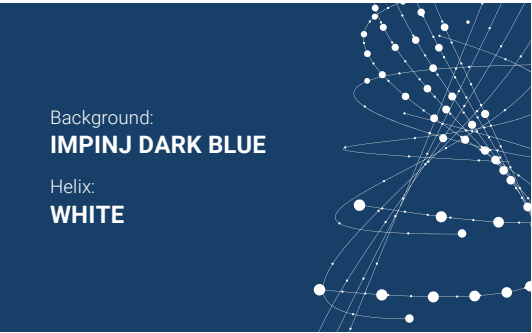
Helix Placement

The Helix is flexible in how it is positioned. It can be rotated and scaled, used in any corner or edge. It should be placed to support content (headlines, imagery, or illustrations), and be considered a secondary design element to the Impinj logo and color palette.

The Helix helps to heighten the visibility of Impinj's brand in a competitive context. It is used to create an immediate recognition in brand communications.

Helix Colors

The following examples are acceptable combinations of color usage.



Helix and Photography

It's encouraged to use the Helix with abstract, brand approved photography. Pay attention to the clarity of and contrast of the Helix in relationship to the image. Look for color combinations that are complimentary between brand-approved color and photography.

The following examples are acceptable executions of photography and the Helix.



Helix Don'ts

The following examples are unacceptable executions using the Helix.



Never stretch or distort the Helix ❌



Only use one instance of the Helix at a time ❌



Avoid tight cropping of the Helix ❌



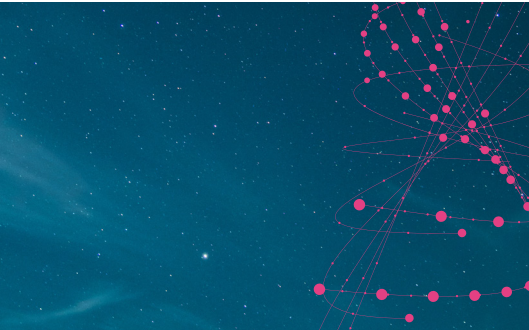
Avoid occupying too much of any given layout ❌



Never show too much of the Helix ❌



Avoid obscuring detail in the Helix (too small) ❌



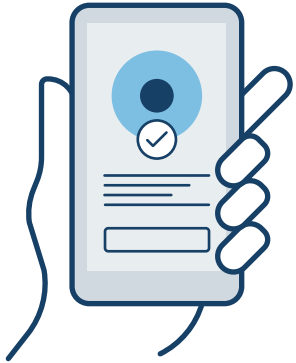
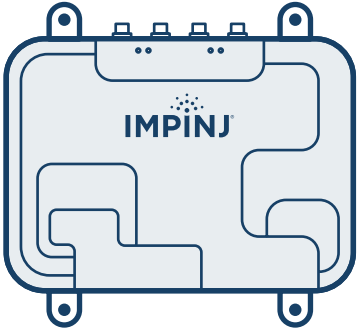
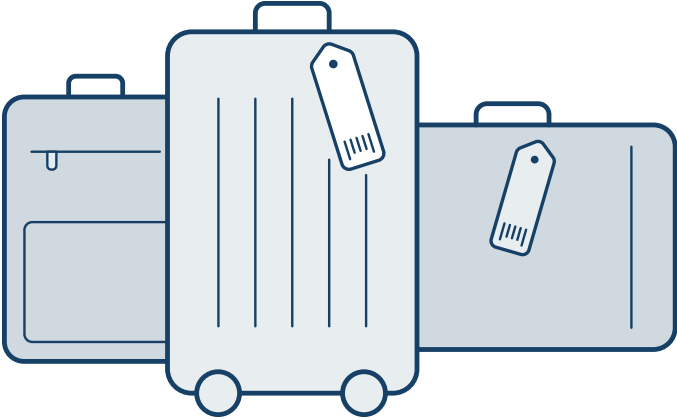
Avoid colors with images that reproduce poorly ❌



Avoid placement in busy or contrasting settings ❌

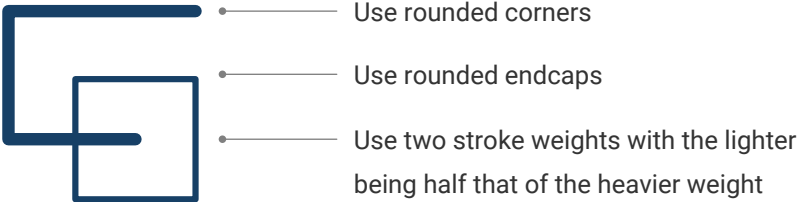
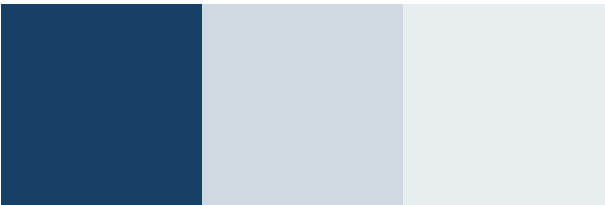
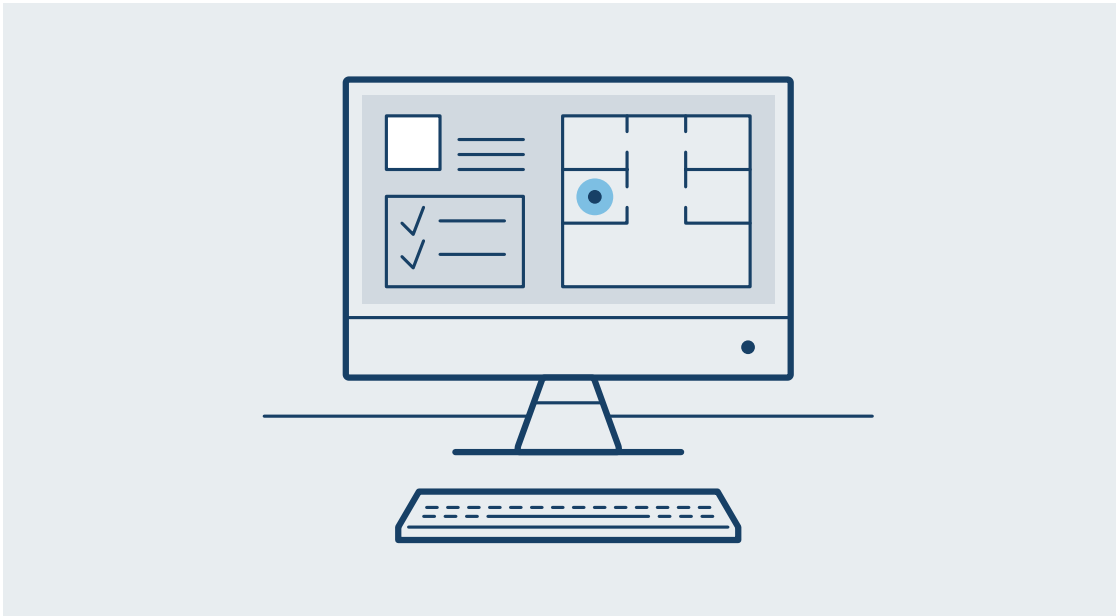
Spot Illustration

Illustrations are used to inform the viewer and draw attention to specific points of information in our corporate communications. Simplicity is important to maintain consistency and clarity.



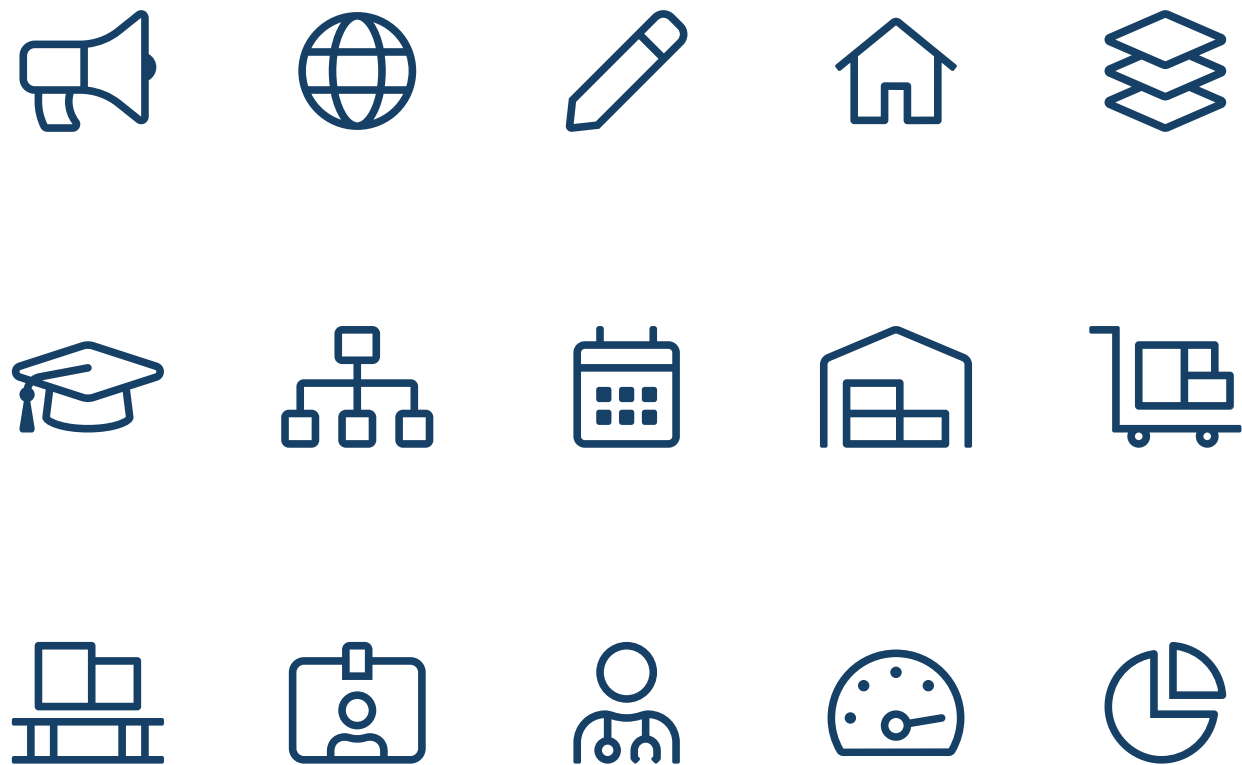
Spot Illustration

Spot illustrations use Impinj Dark Blue as the dominant color. Secondary colors may be used to highlight a specific element. Secondary colors should be used only to aid communication and not to decorate. Shades of Impinj Dark Blue can be used as background fills. 10% and 20% variations work well. Line weights should be limited to two stroke weights with the lighter weight being half that of the heavier weight. Rounded corners and endcaps should always be used.



Icons

Icons should be used to enhance usability and simplify communication



Photography Guidelines

Photography selection is important in conveying the Impinj brand message.

Images should be uncluttered to maximize the legibility of the subject. Consider how the relationship of the headline, body copy, design elements, and logo lockup will appear.

Images should be clear and uncluttered. Avoid muted or black and white photography and strive for photography that matches the Impinj brand color palette.

Photography Types

Impinj photography selection falls into three categories: Authentic, Abstract and Product.



Authentic – natural and in the moment, our photos should never appear staged. Avoid clichés and visual metaphors. Avoid artificial lighting and make the most of natural light. Show real people, in real situations and environments, shot in a realistic style. **Use authentic photos for industry and solutions, partner and product, to help communicate tangible ideas.**



Abstract – **light and airy our photos should feel open and full of possibility.** Elements such as stars, clouds and natural textures. Should depict a feeling that does not have an immediate association to anything physical. Does not require literal association.



Product – product imagery conveys the **technical nature** of our products and **brand attributes** of our company. Product imagery can be represented with photography, illustrations, or icons.

Authentic Photography



Abstract Photography



Photography Best Practices...

1. Feature shots of natural interactions between real people.
2. Images should be uncluttered to maximize clarity.
3. Subject matter and scenarios should feel authentic.
4. Represent diversity in gender, ethnicity, and age. See diversity guidelines: <https://docs.impinj.com/x/A6cFCg>
5. Avoid stereotypes in age and gender roles.
6. Should feature real people of all shapes and sizes

Avoid..

1. Images with people posing for the camera.
2. Subject matter with unclear/complex narratives.
3. Typical stock photography clichés and stereotypes.
4. Over-stylized, effect-heavy photography.
5. Obvious manipulation of photography.
6. Effects such as lens flairs. Keep lighting natural.



❌ Avoid images with people posing for the camera



❌ Avoid over-stylized, effect-heavy photography

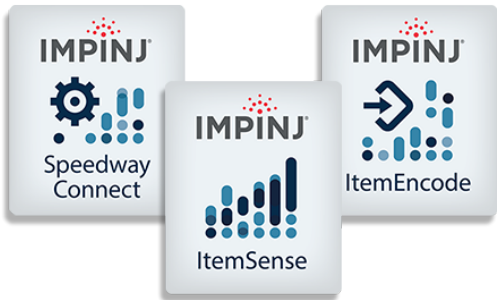


❌ Avoid subject matter with unclear/complex narratives

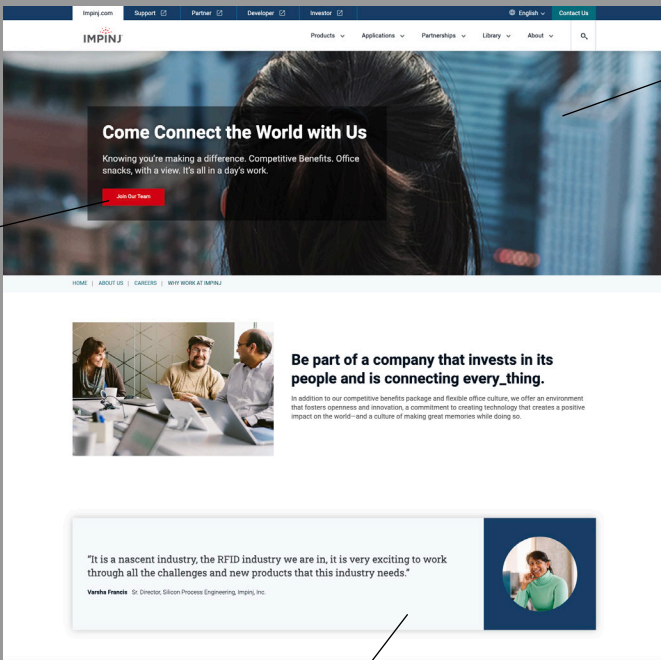
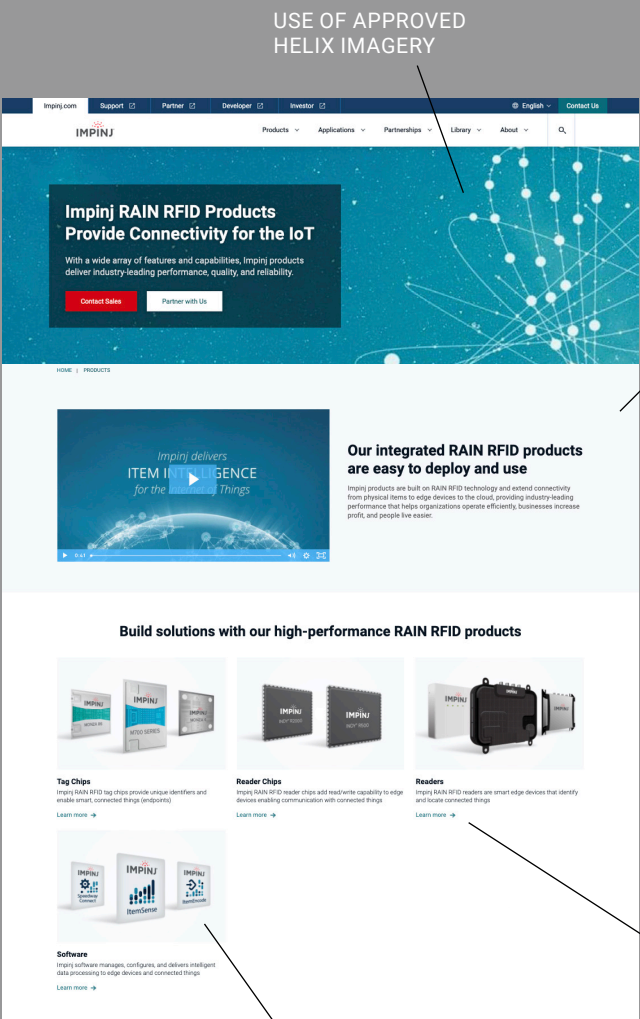
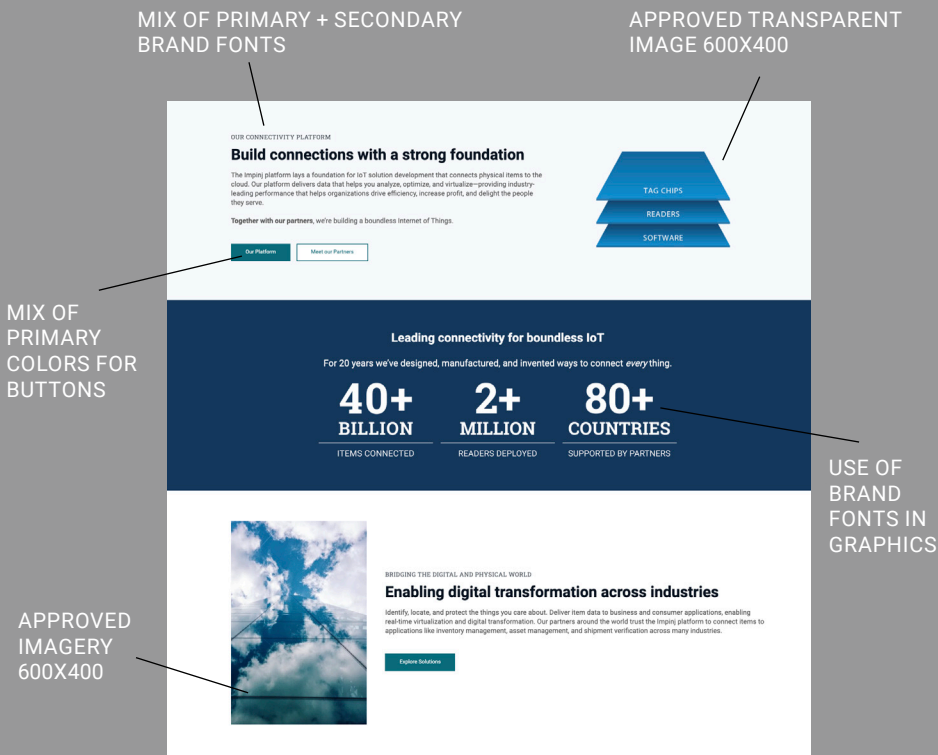


❌ Major manipulation of photography

Product Photography



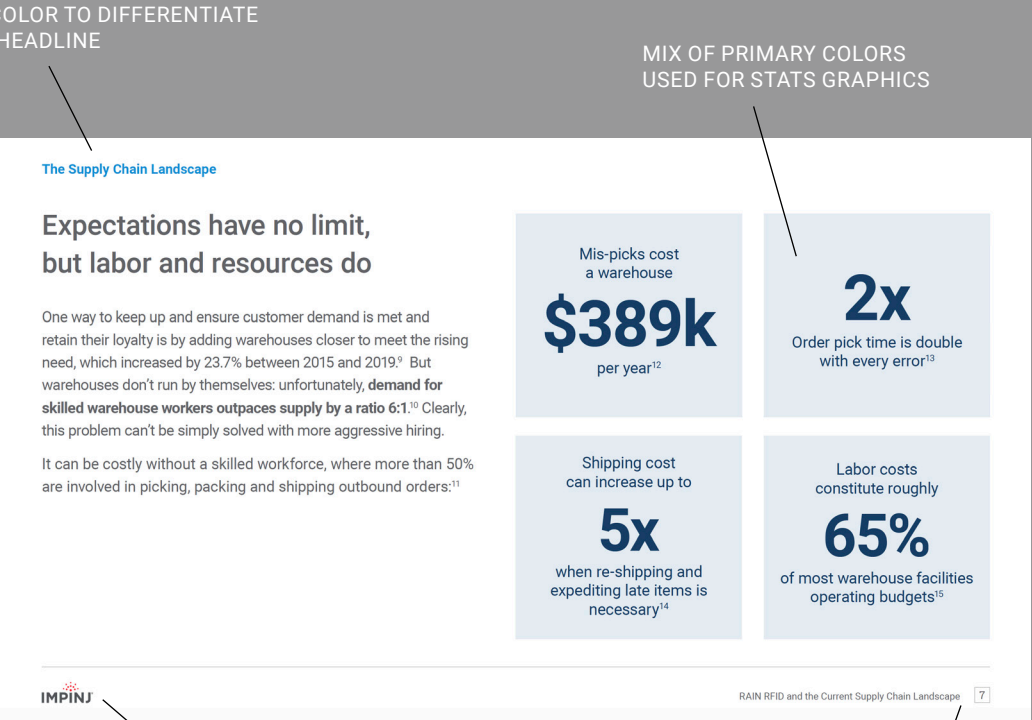
WEBSITE EXAMPLES





USE OF COLOR VARIATIONS OF LOGO FOR DIFFERENT COLOR BACKGROUNDS

MIX OF PRIMARY + SECONDARY FONTS FOR HIERARCHY



USE OF COLOR VARIATIONS OF LOGO FOR DIFFERENT COLOR BACKGROUNDS

TOPIC SUBJECT + PAGE NUMBER LOCKUP

Official Impinj Website - <https://www.impinj.com>

Impinj Brand Assets - <https://www.impinj.com/about-us/branding>

For additional brand asset requests, contact media@impinj.com

