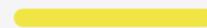


PLUG AND PLAY



Global Brand Guidelines 2019

FOR INTERNAL USE ONLY

The Plug and Play purpose globally is to connect major corporations, world-class startups, and investors.

We bring our story to life through meaningful industry-themed accelerator programs and our scaled marketing events across the globe.

This document is to act as your guide for any and all Plug and Play communication. The details set forth in this document will guide you through every step of planning. These guidelines can scale for graphic asset of every size for any vertical, in any region.

It's designed to help us all create material that looks, sounds and feels like Plug and Play, no matter the audience.

Plug and Play tagline



~~Silicon Valley in a Box ®~~

~~Passionate about startups.~~

The ultimate innovation platform.

Plug and Play identity overview



PNP global logo

The Plug and Play wordmark is our corporate identity and should only be used when referring to Plug and Play the entity, company or brand.

The Plug and Play wordmark was updated in 2019.

Monochrome color has replaced the colored “AND” and grey text of the wordmark to ensure much easier identification to the human eye at a distance and better readability at small sizes.

For additional information on layout see next page.



PLUGANDPLAY

PLUGANDPLAY

PNP logo variations

Appropriate logo usage

There are two primary ways to use the PNP logo: set in PNP dark blue on a white or light-colored background, or set in white on a PNP dark blue or other dark-colored background.

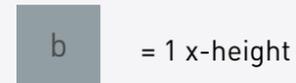
The logo may also be reversed out on a brand approved image or may be in PNP dark blue on an approved tint.

Clear space guidelines

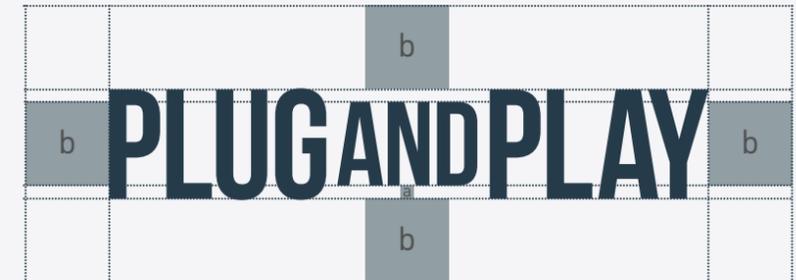
To preserve the integrity of the PNP logo, a minimum clear space around the PNP logo should always be maintained. This clear space insulates the PNP logo from distracting graphic elements such as other logos, copy, illustrations or photography.

Do not infringe on the PNP logo's clear space, which is determined by 1X height unit from each outer edge of the letterforms of the word mark.

PLUGANDPLAY



The x-height is the height of a small caps "x" from the baseline of which the letterform sits to the mid line in our PNP "and" typeface.



Small sizes

The minimum size for the PNP wordmark is 0.5 inches wide. For digital applications the PNP wordmark should be no smaller than 130 pixels wide.

Appropriate PNP logo usage

There are two primary ways to use the PNP logo: set in PNP dark blue on a white or light-colored background, or set in white on a PNP dark blue or other dark-colored background. The logo may also be reversed out on a brand approved image or may be in PNP dark blue on an approved tint.



PLUGANDPLAY

PNP dark blue on white



PLUGANDPLAY

Reversed out on PNP dark blue



Reversed out on a brand-approved image



PLUGANDPLAY

PNP dark blue on an approved tint

Incorrect logo usage

The PNP logo should never be compressed, stretched, altered or otherwise manipulated. If the size of the logo needs to be modified in any way, be sure to scale the height and width of the artwork proportionately.



Do not use old versions of the logo



Do not use old versions of the logo



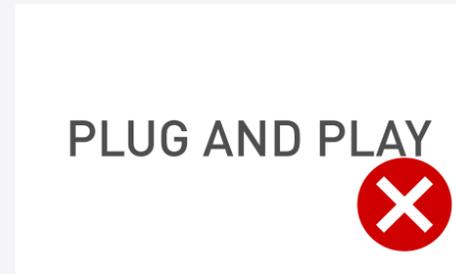
Do not use old versions of the logo



Do not use the brand glyph as an alternative logo or as a nickname. The glyph should only be used as a favicon of www.plugandplaytechcenter.com



Do not change the colour of the logo



Do not recreate with different fonts



Do not stretch, modify or distort the logo



Do not outline the logo



Do not use drop shadows or other effects



Do not put the logo on unapproved colours



Do not place the logo on distracting images



Do not insert the logo into a sentence

PNP secondary brands: Verticals

Together with the Plug and Play global logo, the vertical secondary brands have been also updated in 2019.

We now have a more unified Plug and Play wordmark color, highlight the vertical color just in the vertical name.

We also increased the Vertical name to allow us better readability and quicker vertical recognition. The new left-aligned logo will also provide a more harmonic placing throughout all the different graphic assets.

This lockup should be used when presenting the Plug and Play vertical secondary brands. This logo is ideal for use in business contexts.

Vertical color palette in page number 21



PNP secondary brands: Verticals

PLUGANDPLAY
VAPETECH

PLUGANDPLAY
VAPETECH

PLUGANDPLAY
TRAVEL

PLUGANDPLAY
TRAVEL

PLUGANDPLAY
CYBERSECURITY

PLUGANDPLAY
CYBERSECURITY

PLUGANDPLAY
SUPPLY CHAIN

PLUGANDPLAY
SUPPLY CHAIN

PLUGANDPLAY
INSURTECH

PLUGANDPLAY
INSURTECH

PLUGANDPLAY
ENERGY

PLUGANDPLAY
ENERGY

PLUGANDPLAY
REAL ESTATE

PLUGANDPLAY
REAL ESTATE

PLUGANDPLAY
FINTECH

PLUGANDPLAY
FINTECH

PLUGANDPLAY
RETAIL

PLUGANDPLAY
RETAIL

PLUGANDPLAY
FOOD

PLUGANDPLAY
FOOD

PLUGANDPLAY
MOBILITY

PLUGANDPLAY
MOBILITY

PLUGANDPLAY
ENTERPRISE 2.0

PLUGANDPLAY
ENTERPRISE 2.0

PLUGANDPLAY
HEALTH

PLUGANDPLAY
HEALTH

PLUGANDPLAY
IOT

PLUGANDPLAY
IOT

PLUGANDPLAY
SMART CITIES

PLUGANDPLAY
SMART CITIES

PLUGANDPLAY
NEW MATERIALS

PLUGANDPLAY
NEW MATERIALS

PLUGANDPLAY
VENTURES

PLUGANDPLAY
VENTURES

PNP secondary brands: Location

There are three primary logos that may be used to represent the PNP global brand: the wordmark (page 7), the wordmark with the Vertical name (page 11-12) and wordmark with the location/region name (current page).

For the location/regional secondary brand, the location name will follow the Plug and Play logo.

Location/region name color uses our PNP Dark Blue color, setting the color transparency to 65%

IMPORTANT NOTE: Location brands are created by request. Please, do not create your own location brand. Contact the marketing team for any location brand design request.



PLUGANDPLAY LOCATION



PNP secondary brands: Main locations

Name list needs based on
PNP website (June 19):

[www.plugandplaytechcenter.com/
locations](http://www.plugandplaytechcenter.com/locations)

IMPORTANT NOTE: Location brands
are created by request. Please, do
not create your own location brand.
Contact the marketing team for any
location brand design request.

PLUGANDPLAY USA

PLUGANDPLAY EUROPE

PLUGANDPLAY MEXICO

PLUGANDPLAY NETHERLANDS

PLUGANDPLAY GERMANY

PLUGANDPLAY MENA

PLUGANDPLAY JAPAN

PLUGANDPLAY CHINA

PLUGANDPLAY INDONESIA

PLUGANDPLAY SINGAPORE

PNP secondary brands: Smaller locations

Name list needs based on PNP website (June 19):

www.plugandplaytechcenter.com/locations

PLUGANDPLAY AMSTERDAM

PLUGANDPLAY MUNICH

PLUGANDPLAY PARIS

PLUGANDPLAY MADRID

PLUGANDPLAY FRANKFURT

PLUGANDPLAY MILAN

PLUGANDPLAY HAMBURG

PLUGANDPLAY BERLIN

PLUGANDPLAY STUTTGART

PLUGANDPLAY FRANKFURT

PLUGANDPLAY SILICON VALLEY

PLUGANDPLAY CLEVELAND

PLUGANDPLAY NEW YORK

PLUGANDPLAY ARKANSAS

PLUGANDPLAY GUADALAJARA

PLUGANDPLAY ABU DHABI

PLUGANDPLAY TOKYO

PLUGANDPLAY BEIJING

PLUGANDPLAY SHANGHAI

PLUGANDPLAY SHENZHEN

PLUGANDPLAY HANGZHOU

PLUGANDPLAY SUZHOU

PLUGANDPLAY CHONGQING

PLUGANDPLAY ZHENGZHOU

PLUGANDPLAY XI'AN

PLUGANDPLAY JAKARTA

PLUGANDPLAY SINGAPORE

PNP favicon

The “favicon” refers to Plug and Play and should only be used as the icon for the Plug and Play website.

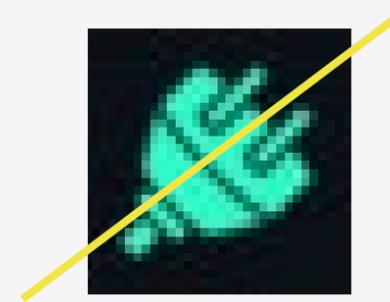
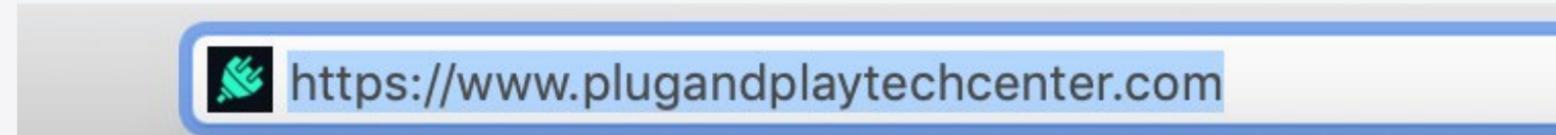
There are two versions of the Plug and Play favicon (PNP glyph): The dark blue (positive) version should be used on white or light colored backgrounds. The white (negative) should be used on dark blue or other dark backgrounds.

Its size can be adjusted to accommodate different operating system requirements.

Modifications: You should never stretch, alter or manipulate the Favicon.

Use the favicon exclusively to refer to:

- PNP webpage
- Content that originates from PNP website



PNP website look & feel and corporate elements

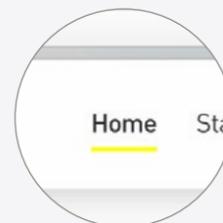
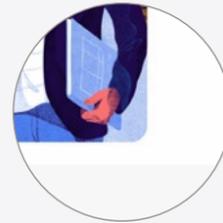
We are aiming to have a stronger PNP brand awareness to help us achieve better brand recognition, loyalty and brand affinity within the industry.

For this we would need to ensure that our marketing material is consistent across print and digital and even at our event spaces. This means ensuring our message is communicated effectively and presented accordingly.

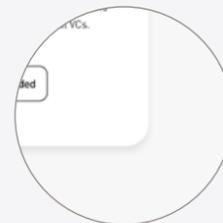
We are using the website look & feel to set up the base of all our corporate elements.



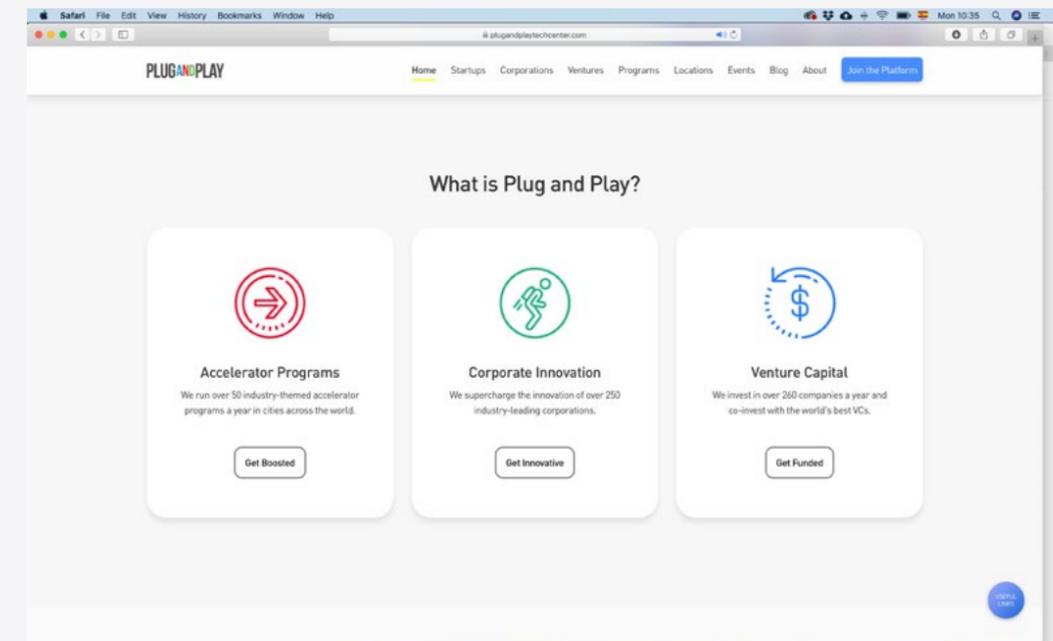
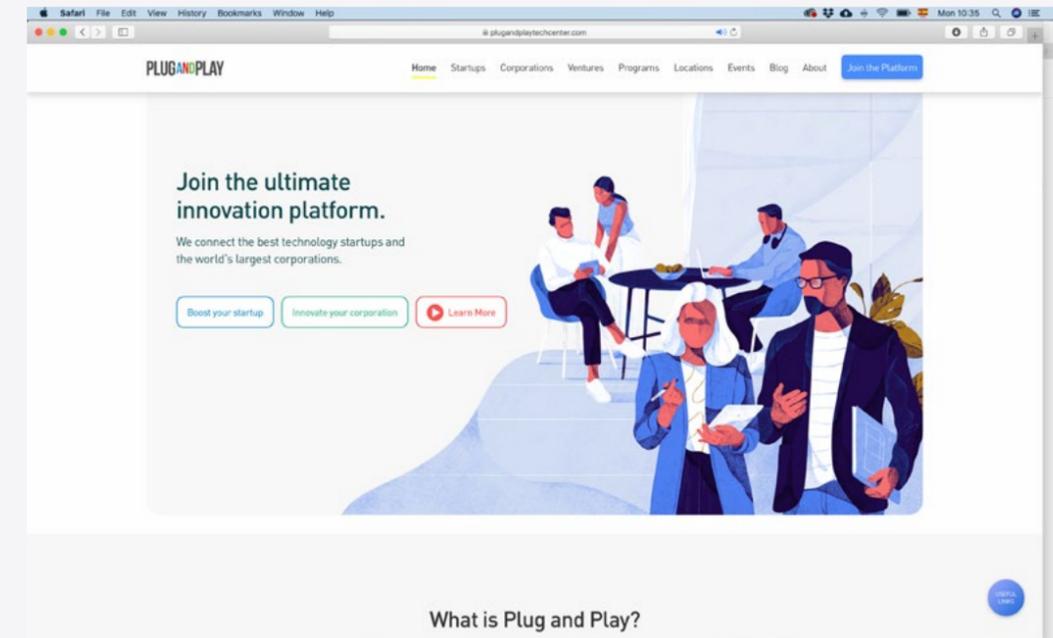
Rounded corners



Yellow underline



Drop shadow



Corporate elements usage

Rounded corners

Rounded corners should be consistent (the term radius refers to the distance from the center of a circle to the perimeter of the circle - in other words, the radius is one half of a circle's diameter).

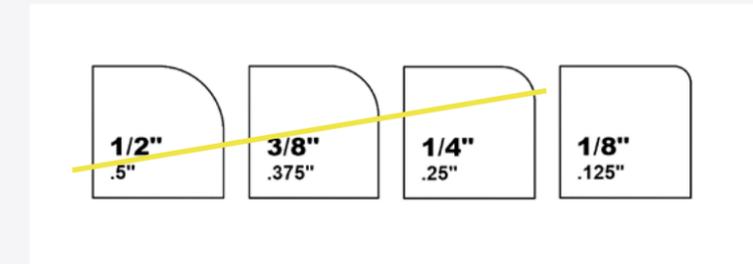
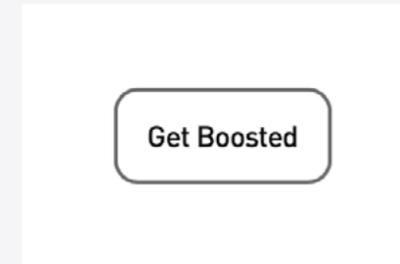
Please be sure we use the same attributes throughout all our assets.

Drop shadow

A shadow is a result of the virtual light from above. A soft shadow surrounds a material element lightly on the top and left, and with slightly more emphasis below and to the right of the element.

Underline

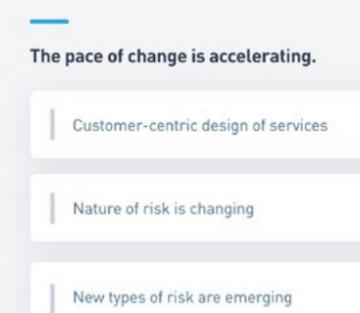
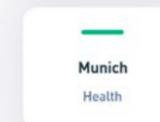
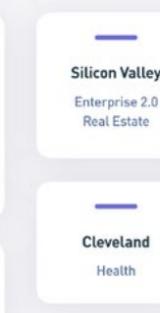
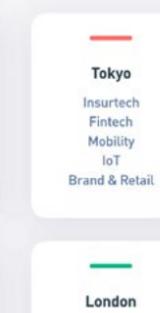
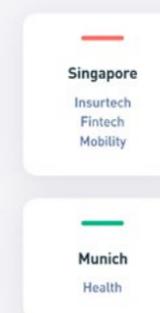
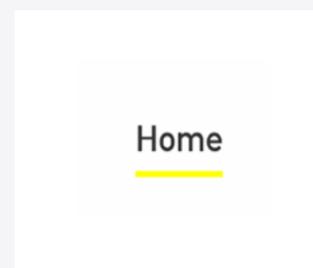
Underlined text is commonly used to help draw attention.



Rounded corners: Radius choice will be 1/8"



Drop shadow metrics: Opacity: 14% | Offset: 0pt | Blur: 14pt



Underline / line

Our "underline" element is flexible - acting more as a versatile item that supports the different layouts. We can have different colored "underlines", depending on final usage/vertical.

PNP color palette: Logo

Color is among the most recognizable and unifying elements in our visual identity.

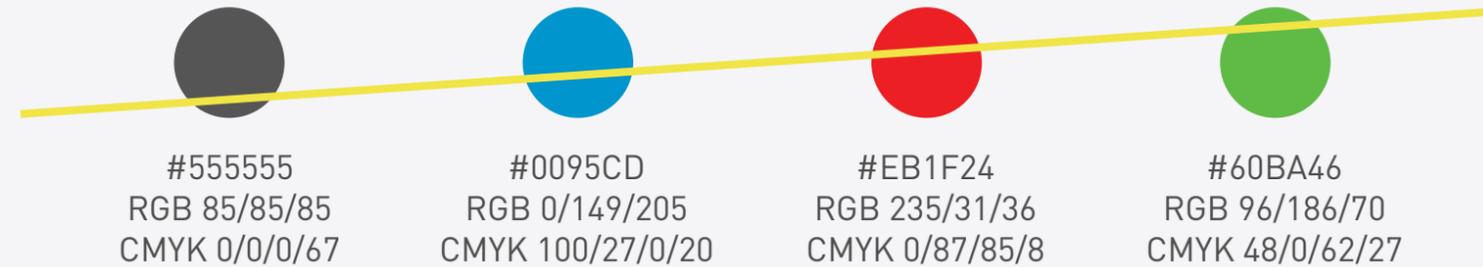
An intentional and thoughtful color palette is a critical component in the expression of the Plug and Play brand. Color adds dimension and visual interest, helping to communicate personality and emotional intent.

By leveraging our signature new dark blue above all other colors, we extend our brand equity and maintain continuity across all properties.

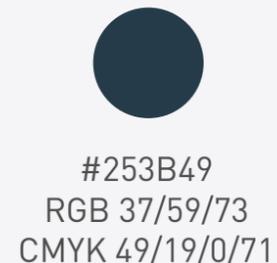
Dark blue colors

Our new Dark Blue (from mid 2019 onwards) was picked to be one of the most recognizable brand elements, and we use it as a primary color in all communication pieces.

Logo color palette - obsolete



Logo color palette (mid 2019) - PNP Dark Blue



PNP color palette: Secondary colors

PNP secondary color palette, together with the PNP verticals color palette (please see next page) complements the PNP Dark Blue, bringing additional vibrancy and energy to applications, while staying close to established equity.

As a general rule of thumb, PNP Dark Blue (previous page), PNP secondary color palette and PNP vertical color palette should always be given more surface area than other colors in any given layout.

Neutral colors

Black and other dark tones work best when used for text, as they improve readability and accessibility to digital text.

Secondary brand colors



#F0E545
RGB 240/229/69
CMYK 0/5/71/6



#6C6CD0
RGB 108/108/208
CMYK 48/48/0/18

Background brand colors



#F5F5F7
RGB 245/245/247
CMYK 1/1/0/3



#FBFAFA
RGB 251/250/250
CMYK 0/0/0/2

Light background colors

Grey light background tones give warmth and visual interest to otherwise plain white backgrounds.

PNP color palette: Verticals

Add color thoughtfully

Proper color application can
make all the difference when it
comes to impactful design.

Be mindful with color usage,
making sure to keep best
practices in mind.

<p>VENTURES</p>  <p>#253B49 RGB 37/59/73 CMYK 49/19/0/71</p>	<p>VAPETECH</p>  <p>#6C6C6E RGB 108/108/110 CMYK 2/2/0/57</p>	<p>INSURTECH</p>  <p>#7E293E RGB 126/41/62 CMYK 0/67/51/51</p>	<p>RETAIL</p>  <p>#E54A41 RGB 229/74/65 CMYK 0/68/72/10</p>	<p>HEALTH</p>  <p>#F09837 RGB 240/152/55 CMYK 0/37/77/6</p>							
<p>TRAVEL</p>  <p>#FFCC04 RGB 255/204/4 CMYK 0/20/98/0</p>	<p>ENERGY</p>  <p>#AFC800 RGB 175/200/0 CMYK 12/0/100/22</p>	<p>FOOD</p>  <p>#1E862F RGB 30/134/47 CMYK 78/0/65/47</p>	<p>IOT</p>  <p>#135A2E RGB 19/90/46 CMYK 79/0/49/65</p>	<p>CYBERSECURITY</p>  <p>#33CFA1 RGB 51/207/161 CMYK 75/0/22/19</p>							
<p>REAL ESTATE</p>  <p>#4EACC1 RGB 78/172/193 CMYK 60/11/0/24</p>	<p>MOBILITY</p>  <p>#398190 RGB 57/129/144 CMYK 60/10/0/44</p>	<p>SMART CITIES</p>  <p>#008FE0 RGB 0/143/224 CMYK 100/36/0/12</p>	<p>SUPPLY CHAIN</p>  <p>#32749A RGB 50/116/154 CMYK 68/25/0/40</p>	<p>FINTECH</p>  <p>#4777E5 RGB 71/119/229 CMYK 69/48/0/10</p>	<p>ENTERPRISE 2.0</p>  <p>#B894D1 RGB 184/148/209 CMYK 12/29/0/18</p>	<p>NEW MATERIALS</p>  <p>#4F3371 RGB 79/51/133 CMYK 30/55/0/56</p>					

PNP color palette: Illustrations

Our illustrations should reflect each Plug and Play vertical in a very original way - reinforcing that Plug and Play is the ultimate innovation platform.

This color palette is integrated and complements the authenticity when incorporating our illustrations in our designs.

For other graphic representations, as charts and graphs, our signature PNP Dark Blue should be predominantly used, together with our vertical color palette and the light backgrounds.

Main illustration colors



#91AFF3
RGB 145/175/243
CMYK 40/25/0/0



#4F81F3
RGB 79/129/243
CMYK 69/50/0/0



#210B4B
RGB 33/11/75
CMYK 97/100/30/44



#F97272
RGB 249/114/114
CMYK 0/70/46/0



#B57F1F
RGB 181/127/31
CMYK 27/49/100/8



#1E3E89
RGB 30/62/137
CMYK 100/89/14/2

Secondary illustration colors



#9B3A59
RGB 155/58/89
CMYK 33/88/48/15



#99BEFE
RGB 153/190/254
CMYK 36/18/0/0

Background illustration colors



#E3E9F6
RGB 227/233/246
CMYK 9/5/0/0



#D3DEF4
RGB 211/222/244
CMYK 15/8/0/0



#F7F7F7
RGB 247/247/247
CMYK 2/1/1/0



#FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

PNP color palette: Text

Please, never use black in our body text. Always use this PNP color to be consistent.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec gravida turpis at vulputate. Curabitur fringilla, augue ac vestibulum vulputate, velit magna vehicula nibh, vel vulputate turpis dolor at odio. Proin sit amet sem eu tortor accumsan accumsan. Phasellus venenatis maximus pharetra. Sed lobortis hendrerit eleifend. Sed volutpat finibus bibendum. Nunc vehicula leo neque, et consequat mi bibendum in puribus. Etiam sit amet elementum orci. Fusce at placerat mi, et pulvinar massa natural. Fusce mauris ex, dictum in aliquet at, rhoncus eu justo. Nullam accumsan odio quis posuere tincidunt. Cras venenatis porta orci id porta.”



#313C51
RGB 49/60/81
40/26/0/68

Typography: PNP brand

Plug and Play utilizes our established brand typeface, Bebas Neue, to promote cohesion across our audience.

Applying a refreshed, custom treatment to this font in the monochrome updated PNP brands makes it an ownable yet familiar element with the design system.

This typography is used exclusively for our logos.

IMPORTANT NOTE: This font is used exclusively for our logos. Please, do not use it anywhere else. Contact the marketing team for any logo request you might have.

PLUGANDPLAY

Bebas Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Typography: Primary typography

Din Pro is the typeface used across all products at Plug and Play. Din Pro a contemporary, sans serif typeface.

IMPORTANT NOTE: Mono RGO Pro is used only at the Expo Day communication. Please, do not use it anywhere else.

Din Pro

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Mono RGO Pro

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Illustration library: PNP generic

Our illustrations should reflect each Plug and Play vertical in a very original way, reinforcing that Plug and Play is the ultimate innovation platform.

We have a deep understanding of innovation in the industry, so the point of view from the illustrations and the way our characters are illustrated is fresh and unconventional.



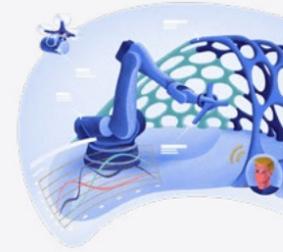
Illustration library: Verticals

Our illustrations should reflect each Plug and Play vertical in a very original way, reinforcing that Plug and Play is the ultimate innovation platform.

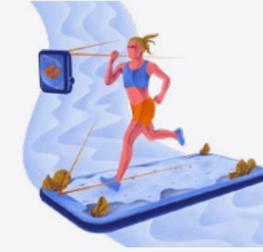
We have a deep understanding of innovation in the industry, so the point of view from the illustrations and the way our characters are illustrated is fresh and unconventional.



Fintech



Real Estate



Health



Travel



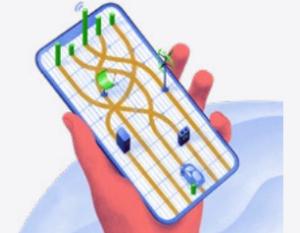
Enterprise 2.0



Mobility



Food



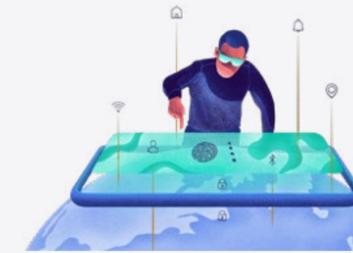
Energy



IOT



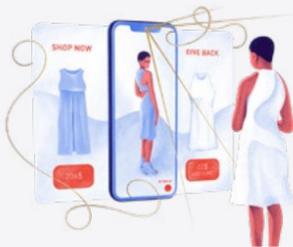
Supply Chain



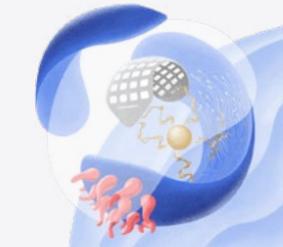
Cybersecurity



Insurtech



Retail



New Materials

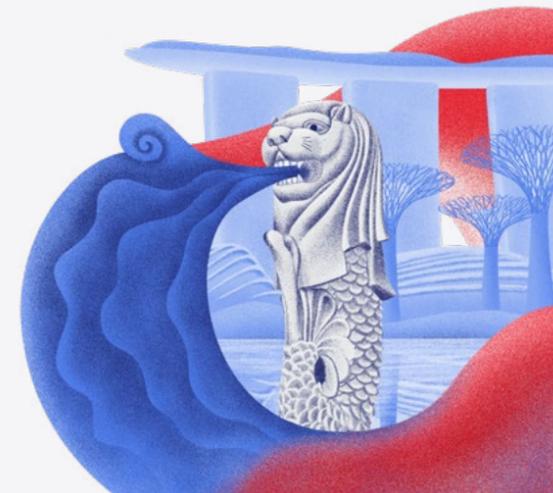
Illustration library: Location

We know how important is to feel local, this is the reason for us to build also a specific illustration per region.

The illustrations feel genuine because we try to capture the esence of each region.



Europe



APAC

Illustration library: Annual Report

Our brand is predicated on being real. In turn our language must also be real. We're fueled by insights, and everything we say is supported by research.

Being real means showing corporate partners and start-ups we understand and care about their needs. It means speaking clearly and simply, and offering valuable insights. It means being worthy of trust. When we're real, people will connect with what we're saying. And that's what this Company Annual Performance Report is really after: trustable insights.

These illustrative reports bring those insights to life, making all the heavy data digestible and easy to consume.

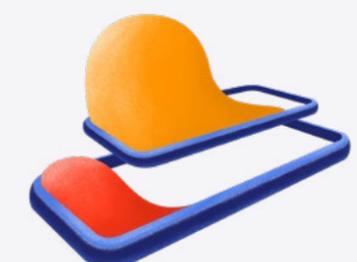
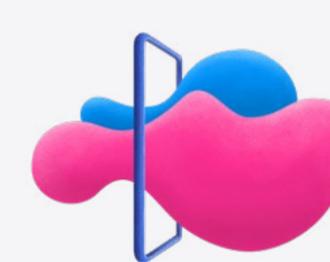
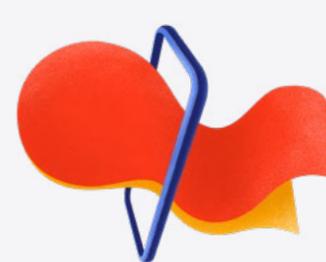
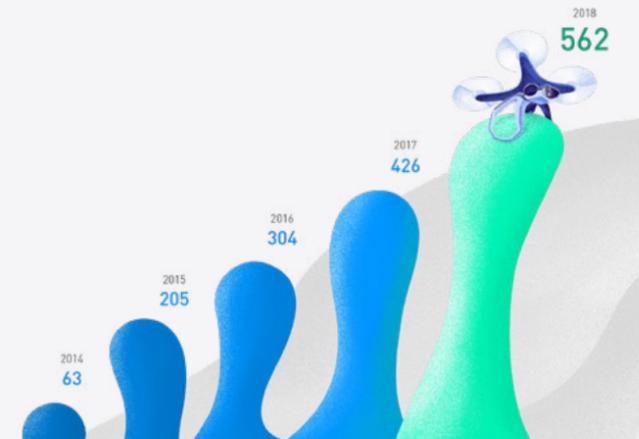


Illustration library: Non-literal

Non-literal illustrations should remain secondary to PNP-generic, vertical, or location illustrations in the visual hierarchy.

These illustrations are integrated with a similar look and feel to support the authenticity of the design.



Icons: Vertical iconography

Graphic elements create a complete system that is unique to our brand. We have specific icons for specific verticals.

*Icons may vary over time.



Brand & Retail



Cybersecurity



Fintech



Food



Energy



Enterprise 2.0



Health



IoT



Insurtech



Mobility



New Materials



Real Estate



Supply Chain



Smart Cities



Travel

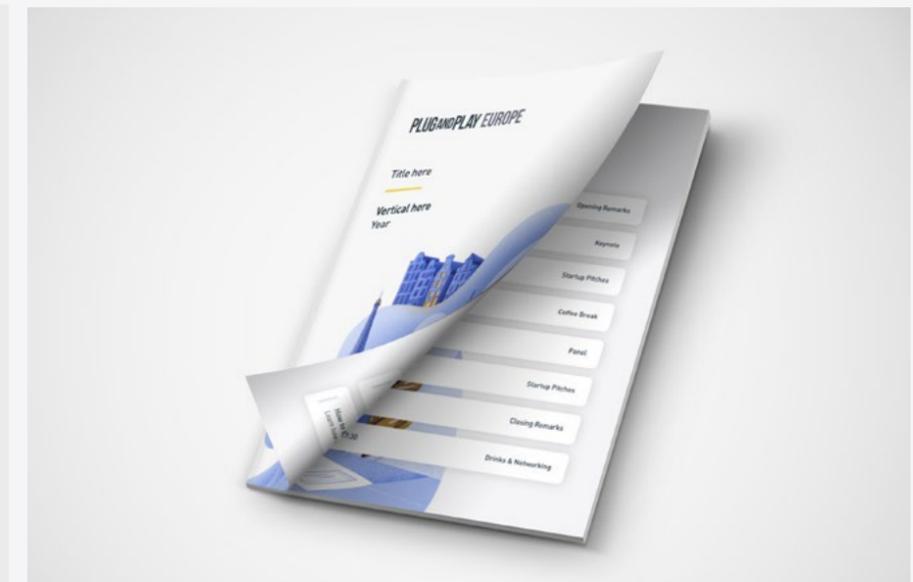
Plug and Play identity overview



In 2019 we are introducing a new Plug and Play rebranding. Part of our main focus is to find solutions that help us all to maximize consistency throughout all the different brand and branding assets. Therefore, most of the graphic assets would have a Global PNP look and feel from now on. This will eventually help us to build a strong PNP brand awareness, more brand recognition, loyalty and brand affinity.

WIP

Global design elements overview



*Updated images coming soon!

Global design elements: Email Signature

Having an email signature is like handing a person a business card every time we send an email.

We want it to look professional and show our company's personality.

We also care about driving traffic to our newsletters. This is the reason we have developed a series of email signature banners - an image to be placed at the end of our email signature to ensure we benefit from their huge CTR.

Email signatures can be an extremely valuable tool and very simple to implement.

Sara de la Mora
Graphic Design and Creativity / Digital Marketing Team

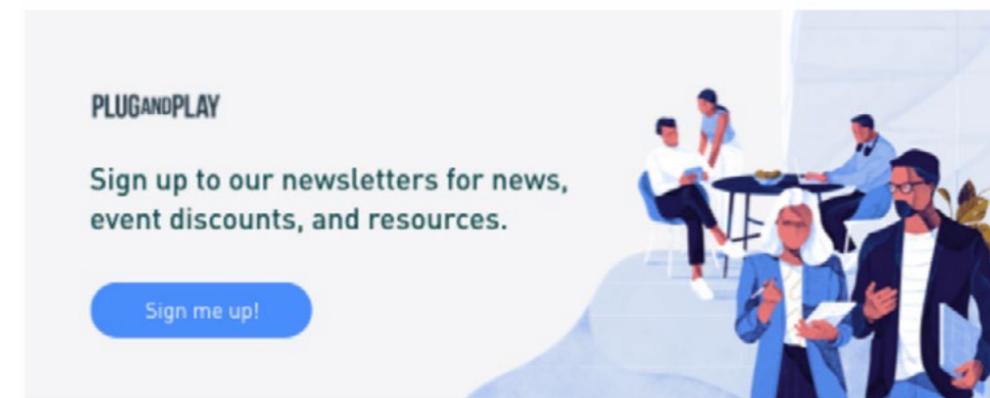
PLUGANDPLAY

Cell: +34 649 449 402
Website: plugandplaytechcenter.com

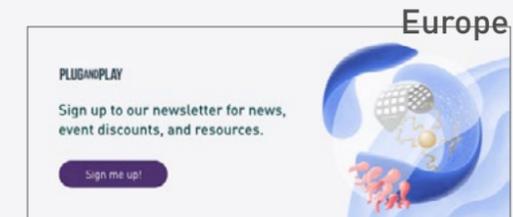
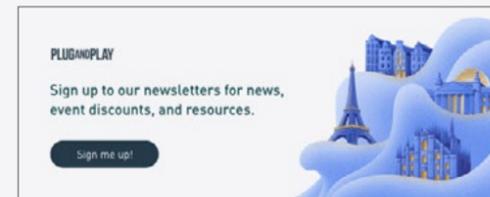
Alex Tomás
Digital Marketing Manager / Marketing Manager EMEA

PLUGANDPLAY

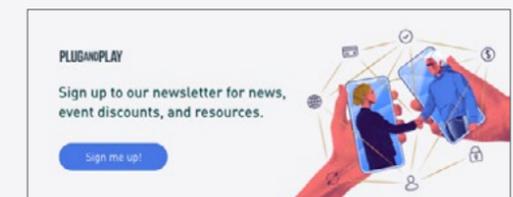
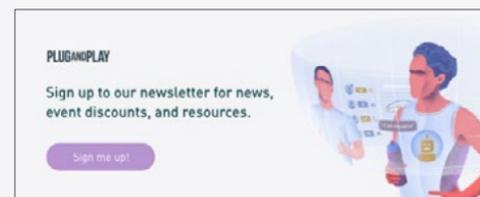
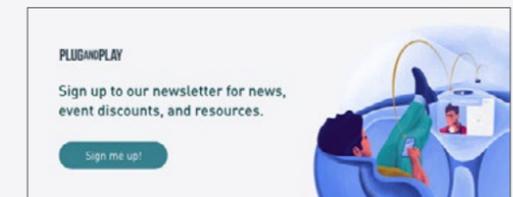
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Global design elements: Email Signature Banners



Europe



PNP-generic

Location

Verticals

Global design elements: Business Cards

As business cards are part of an introduction, they are important for making a favorable first impression.

Business cards can also enhance credibility, as they can create a sense of professionalism and legitimacy for our company.

As business cards are often handed to new contacts, they can provide numerous opportunities to promote our business in a creative manner.



Global design elements: Rollup banners

Roll Up Banner Stands, also known as Roller Banners or Pull Up Banners, are an important resource for Plug and Play to stand out at our events. They can be used to dress and make a big impact in your offices.

One way of ensuring our Roll Up Banners will make an impact is by getting the design right. A banner stand should be treated like any other part of our marketing strategy.

We have created a PNP generic designs, together with new designs for the different verticals. Vertical material later in this document.



Global design elements: Brochure

Every one of our brochures tells a story designed to strengthen the relationship between our company and our audience. We should strive ourselves to build our audience a cohesive brand identity that carries across various marketing media, including our brochures.

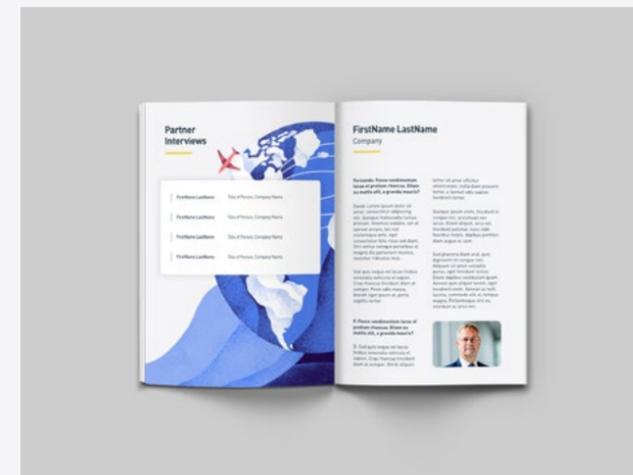
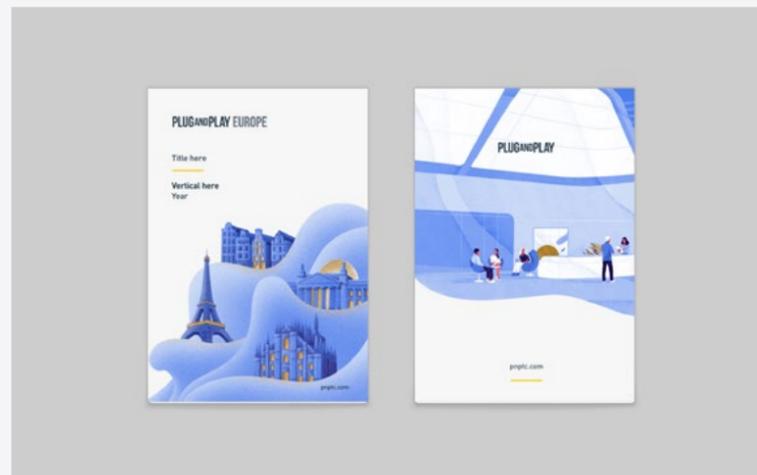
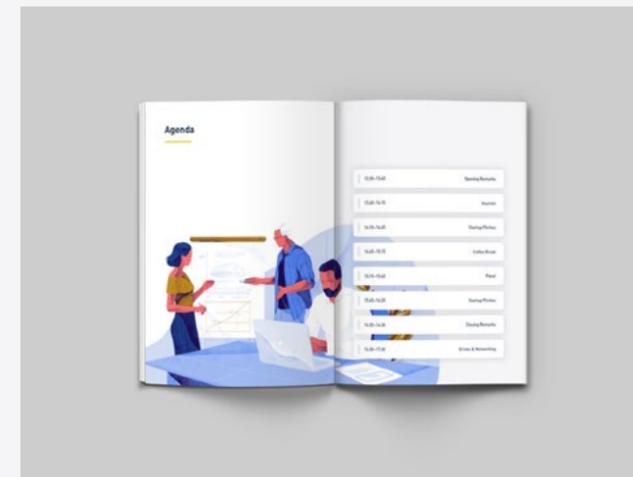
To maintain consistency, we have designed a generic piece that will become part of a broader whole, an new on-brand global Plug and Play brochure design.



Global design elements: Brochure

These global brochures - which will have a customized cover by location - follow the global brand color palette as part of the identity.

Following our new PNP brand color palette, the usage of any of the secondary colors will be used as part of the identity. This will help to make the difference when it comes to impactful design. These colors will be used as a background to divide and highlight different sections of the printable assets.



Global design elements: Global Splash presentation deck

As we are aiming to have a stronger PNP brand awareness, a new global splash presentation deck has been produced.

Both the narrative and the content have been selected very carefully to ensure it contains all the necessary core information to present and introduce our mission and objectives. It is divided by verticals to ensure all the specific needs are covered.

The new look and feel is fresher, brighter and on-brand. Maximizing brand consistency, the new Splash deck presentation design looks, sounds and feels like Plug and Play.

The presentation deck consists of 24 slides, organized into a 4x6 grid. The slides cover the following topics:

- Slide 1:** Introduction to Plug and Play as "The ultimate innovation platform." with an illustration of people in a modern office.
- Slide 2:** "The ultimate innovation platform." with a stylized landscape illustration.
- Slide 3:** "Help the world progress through innovation and connection." with an illustration of hands holding smartphones.
- Slide 4:** "Our Leadership Team" featuring a grid of 16 team members with their names and titles.
- Slide 5:** "Trends / Context" with a blue background and white text.
- Slide 6:** "The pace of change is accelerating." listing trends like customer-centric design, changing risk nature, emerging risks, and a changing competitive landscape.
- Slide 7:** A quote from Pierre Nanterme, Former CEO of Accenture: "Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000."
- Slide 8:** "How corporations benefit from open innovation" with a 2x2 matrix of REVENUES, INTANGIBLES, COSTS, and RISKS.
- Slide 9:** "The business world has changed." showing a progression from Trading Tycoons to Energy Barons, Hardware Titans, and New Age Disruptors (Uber).
- Slide 10:** "Innovation Platform" diagram showing the combination of accelerator programs, digital infrastructure, and physical infrastructure.
- Slide 11:** "How we help our partners" with three stages: EXPLORE & EXPERIMENT, STRATEGIZE & EXECUTE, and TRANSFORM & ANALYZE.
- Slide 12:** "Our innovation platform." with three pillars: ACCELERATOR PROGRAMS, CORPORATE INNOVATION, and VENTURE CAPITAL.
- Slide 13:** "All-in-One Solution" circular diagram showing the integration of CORPORATIONS, STARTUPS, and INVESTMENT.
- Slide 14:** "Our Selection Process" bar chart showing the funnel from 1000 startups sourced to 5 startups invested.
- Slide 15:** "Our Selection Process" funnel chart showing the flow from 1000 sourced to 5 invested.
- Slide 16:** "We accelerated 562 startups in the U.S. last year." bar chart showing growth from 43 in 2014 to 562 in 2018.
- Slide 17:** "Mobility" illustration of a person in a futuristic car.
- Slide 18:** "Search" dashboard with various filters and data points for different industries.
- Slide 19:** "Germany" map showing 27 startups accelerated and 1 startup invested in 2018, with a focus on Frankfurt and Fintech.
- Slide 20:** "We launched 18 new programs in 2018" with a grid of program locations: Singapore, Beijing, Tokyo, Silicon Valley, Munich, Frankfurt, London, and Cleveland.

Global design elements: Global performance report

Our Company Performance report enables us to link our operational activity with decision making to attain our strategy.

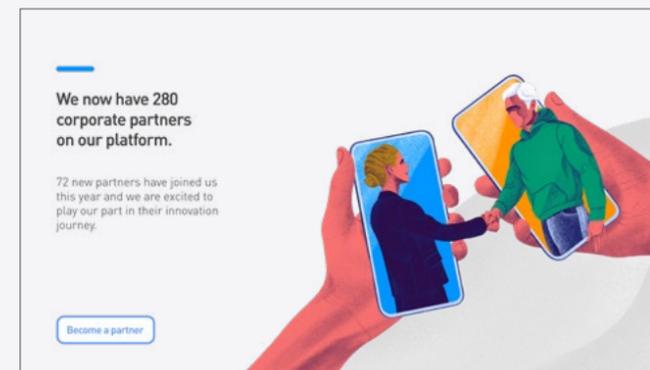
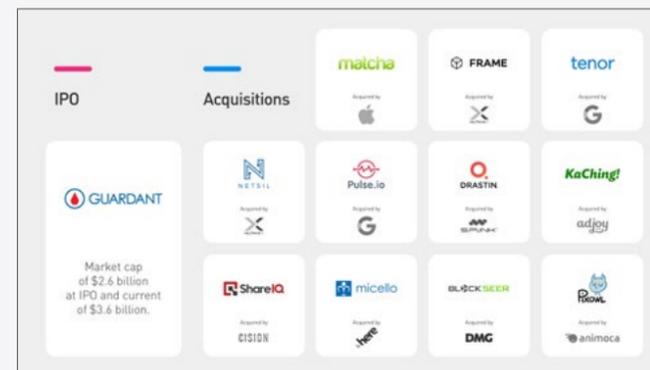
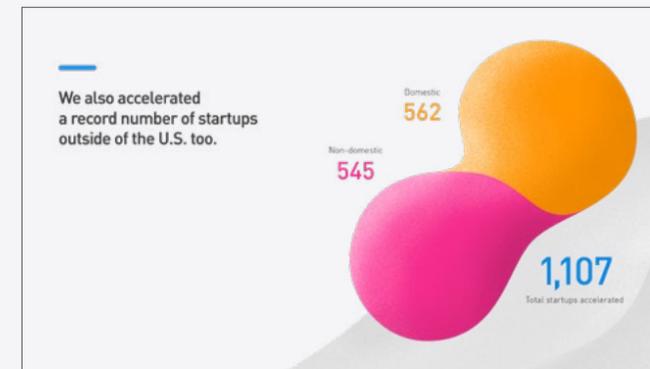
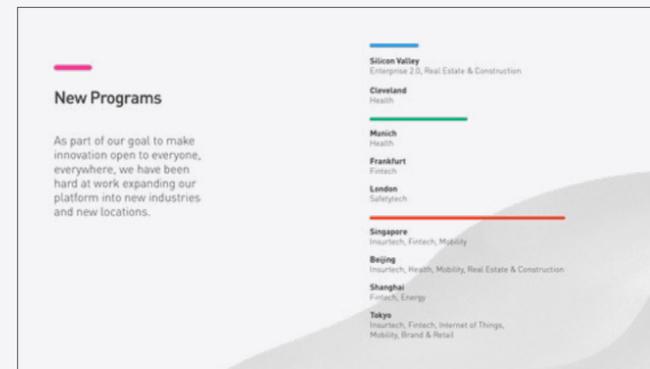
It has a remarkable illustration and design maximizing our on-brand style.



By being part of the Plug and Play ecosystem you are joined by some of the world's brightest minds and greatest innovators.

With that in mind, we spent much of 2018 improving your proximity to our platform, services, and members wherever you are in the world.

With more companies invested in and accelerated, more private dealflow sessions, and bigger and better events, we are making strong progress towards being your ultimate innovation platform.



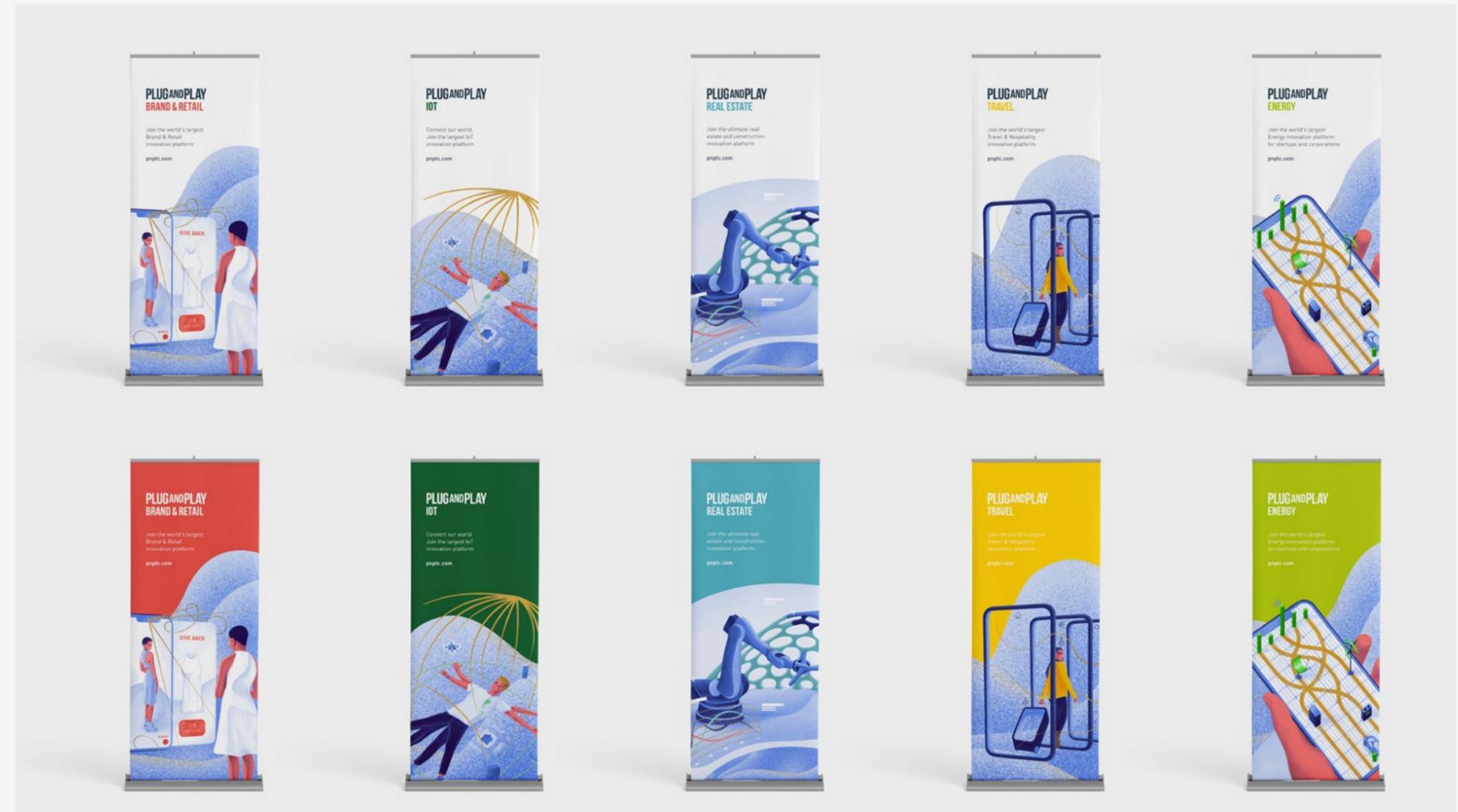
Verticals identity overview



Vertical design elements: Rollup banners

Roll Up Banners can help us establish our brand and make our company's verticals more easily identifiable. By including our vertical's logo and slogan we help to reinforce our brand with everyone who views our roll up banners.

We have created also a PNP generic designs, please see page 34 for this material.



Following our vertical brand strategy - in where we have a specific color palette as part of the identity of each vertical - we have created a second design version of the vertical Roll Up Banners highlighting the vertical color. This will help to make the difference when it comes to impactful design. Be mindful with color usage, making sure to keep the best practices in mind.

Vertical design elements: brochure

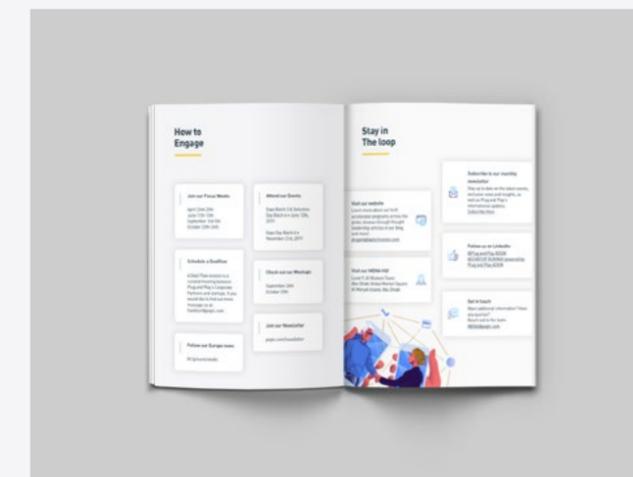
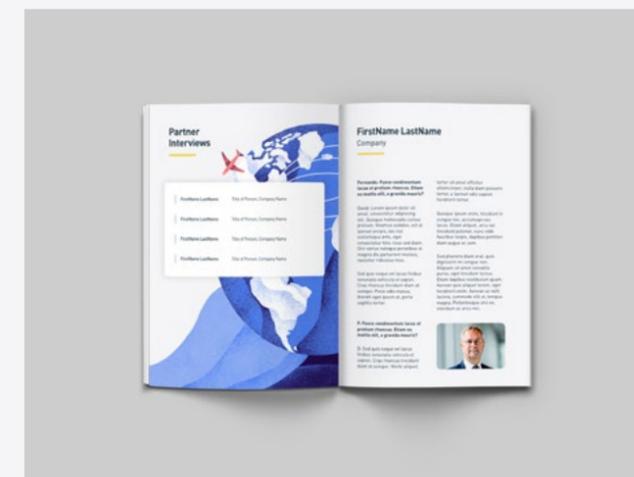
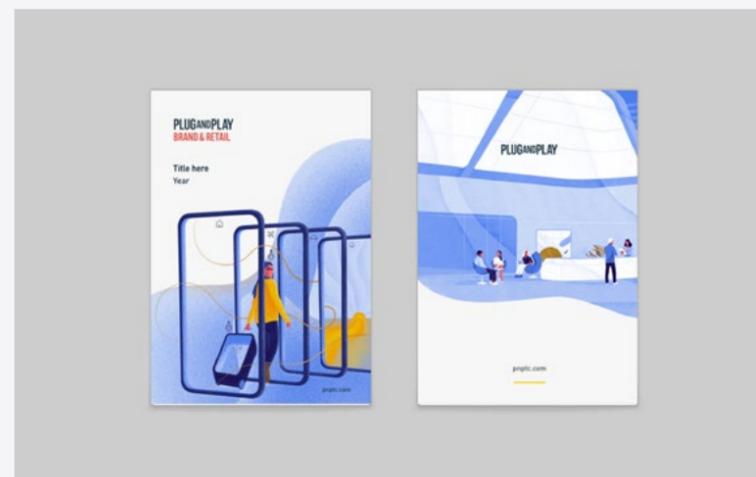
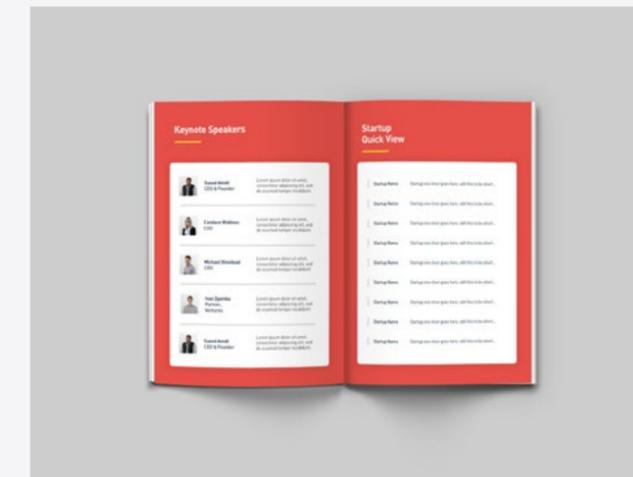
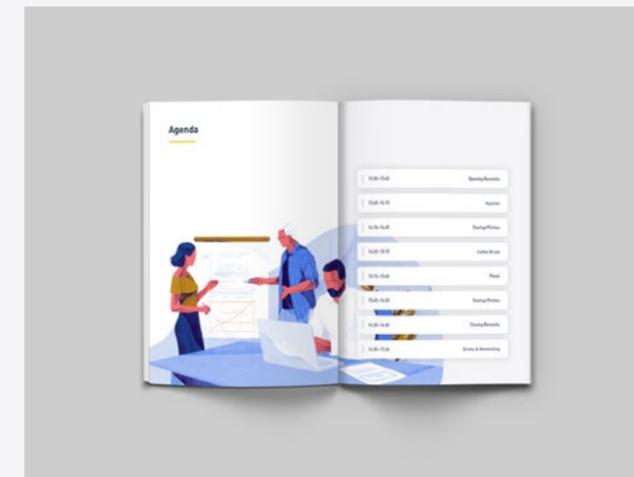
Every one of our brochures tells a story designed to strengthen the relationship between our company and our audience. We should strive ourselves to build our audience a cohesive brand identity that carries across various marketing media, including our brochures.

To maintain consistency, we have an on-brand new brochure design per each vertical (in addition to our generic global Plug and Play brochure).



Vertical design elements: brochure

Following our vertical brand strategy - in where we have a specific color palette as part of the identity of each vertical - these vertical brochures will use their vertical color palette as a background to divide and highlight different sections.



POC



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