

# ORBCOMM<sup>®</sup>

## LOGO USAGE GUIDELINES

September 2022



# ORBCOMM<sup>®</sup>

## ORBCOMM LOGO USAGE GUIDELINES

The ORBCOMM logo is a registered trademark and must appear with the ® symbol intact as supplied in the artwork provided by the company.

The ORBCOMM logo should be deployed only using the artwork provided by the company, without distortion or alteration other than uniform scaling to fit the space required. Don't stretch it out or squish it down.

Don't crowd the logo. The safe zone around the logo is half of the logo's height all around. No words or images should appear in the safe zone. The safe zone is shown in yellow, below.



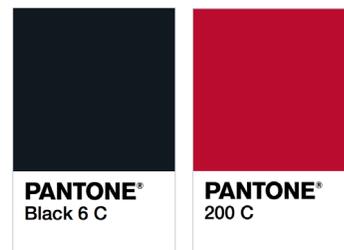
The logo should never appear in any size smaller than is readable in the media in which it's being presented. The actual size limit will vary depending on the resolution of the media, but if the word can't be read, it's too small.

The primary form of the logo is black with a red pulse.

The Pantone values are Black 6c and Red 200c

Black:  
RGB 16, 24, 32  
CMYK 100, 79, 44, 93  
#101820

Red:  
RGB 186, 12, 47  
CMYK 3, 100, 70, 12  
#BA0C2F



Two secondary forms may be used when conditions require them: solid black and solid white.

The logo consists of the word "ORBCOMM" in a bold, sans-serif font. The letter "O" is a solid black circle. The letter "C" contains a white graphic of a signal tower with a circular antenna on top. A registered trademark symbol (®) is located at the top right of the final "M".

For printed uses where only black ink is available, use the solid black logo.

The solid black version is also useful if the logo appears on a color or background image that make the red difficult to see.



Against dark or vividly colored backgrounds, use the solid white logo.

All other color uses are prohibited without written permission.

A note on placement: When aligning the logo within spaces or with other visual elements, do so as though the ® isn't there. The right edge of elements should align with the right edge of the logo's final M, not with the ® symbol.

For questions or exception permissions, contact

Rob Bitschofsky  
Creative Director  
[bitschofsky.rob@orbcomm.com](mailto:bitschofsky.rob@orbcomm.com)