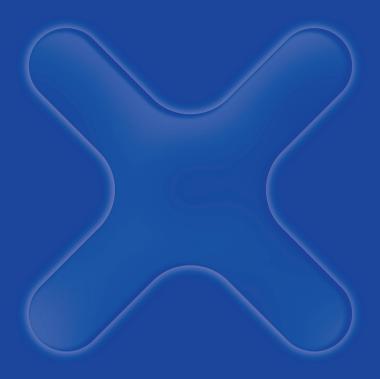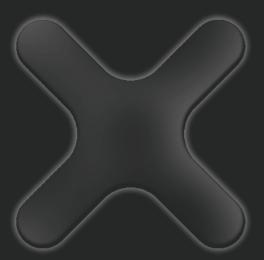Brand—Global
Guidelines—
Exor International

EXOR

EXOR

These guidelines provide a framework for the application of the EXOR visual brand elements and should be adhered to at all times in the design, layout and presentation of all materials.

If for any reason you believe it necessary to go outside of these guidelines, you are required to seek prior approval from the EXOR International marketing group.

EXOR

Contents

EXOR

This is integral to the brand message and should always be placed on the front cover, inside front cover, or back cover of all documents.

This should always appear white on black, black on white or blue on white.

The strapline should only be rendered using Roboto Thin. The strapline should alway appear in the stacked version as shown to the left.

The rationale;
Many of our competitors say that they offer solutions, so maybe EXOR can also tell what you should do? Maybe EXOR should give you the solution that would work in your industry, in your company, in your unique place in the world? Yet it seems to us that to answer yes to these questions would be to diminish the importance of the challenges that you face.

Your company is unique. You have multiple years of experience in your sector and only you can provide the solution to your problem. Only you and your team can truly envisage how to make money today and tomorrow.

What EXOR International can offer you is the ability to securely acquire data from almost any approval critical location across multiple vendor and protocols, to powerfully work with this data in real time at the edge and then send this data to a robust cloud to visualize, manipulate and analyse.

With Our Technology, we are able to help you implement your Industrie 4.0 solution to your business problem.

That is why EXOR International is a technology provider and not a solution provider.

Your problem, Your solution, Our Technology.

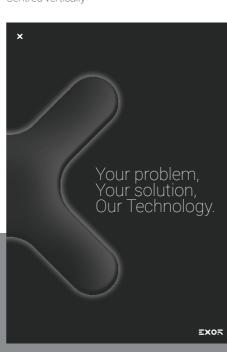## Print / A4 document.

Roboto Thin
50pt text
50pt leading

Range left
2 x 'X' widths from edge of page
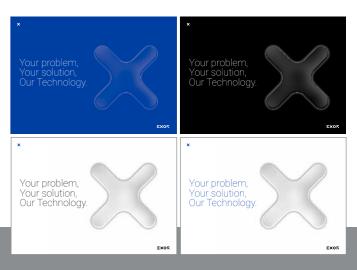Centred vertically

Screen / 16:9

Roboto Thin
50pt text
50pt leading

Range left
2 x 'X' widths from edge of page
Centred vertically
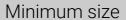
Please see page 5 for guidance on spacing.

The size of the 'X' within the logo provides a spacing guide, please see following pages.

Minimum size

22mm
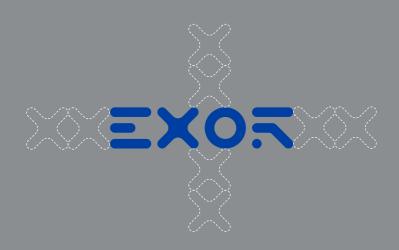
The size of the 'X' within the logo provides a spacing guide for the positioning of the logo.

If the 'X' is more than 10mm in width, the logo should always be positioned 1 x 'X' away from each edge of the document page.

If the 'X' is less than 10mm in width the logo should be placed 2 x 'X' widths from each edge of the document page.

Positioning

Front / bottom right.

Your problem,
Your solution,
Our Technology.

Logo is
2 x 'X' height from each edge.

Front / top left.

When this version of the 3D 'X' logo is used the EXOR logo cannot be placed over the 3D 'X'; therefore the EXOR logo should be placed top left.
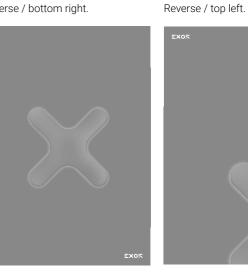
Reverse / bottom right.

The logo is 2 x 'X' height from each edge.

Reverse / top left.

The '3D' X can be used as follows:

Minimum size
5mm minimum

If the 'X' is more than 10mm in width, the logo should always be positioned 1 x 'X' away from each edge of the document page.

Isolation area

If the 'X' is less than 10mm in width the logo should be placed 2 x 'X' widths from each edge of the document page.

The 3D 'X' can be cropped in half vertically as above , appear whole as in middle option or cropped as per final example.

This version must always be centred on the page.

This version must always appear bottom right of the page.

The 'X' as a graphic device should be used sparingly
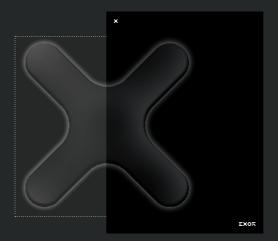
Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eget risus at lectus placerat tincidunt. Duis et ligula quis erat dignissim accumsan. Cras vulputate libero eros, a ultrices est tristique sit amet.

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eget risus at lectus placerat tincidunt. Duis et ligula quis erat dignissim accumsan. Cras vulputate libero eros, a ultrices est tristique sit amet.

EXOR

The logo should not
be altered in any way.

The 'X' should not be altered
in any way or cropped other
than specified on pages 6—8.

Do not distort the logo.

Do not place the logo in a box.

Do not crop the 3D 'X' other than previously specified.

Do not angle the logo.

Do not re-colour to the logo.

Do not outline the logo.

Do not place the logo in a frame.

Do not distort the 3D 'X'.

Do not add effects to the logo.

Do not add text to the logo.

eX700

Do not repeat the logo.

Do not place text over the 3D 'X'.

Your problem,
Your solution,
Our Technology.

9

Roboto is a timeless sans serif font, easy to read in a range of sizes. The open curves aid it's visual flow and allows it be used successfully as body copy or headlines.

Roboto should be used in all documentation.
Roboto should not be replaced with any other font.
Roboto should not be used alongside any other font.

These examples are for reference only. Please choose the appropriate font size, leading for your publication using these specimens as a guide.

Thin

Regular

Black

Tech — **Tech** — **Tech** —

Body copy specimen

A pull quote.

Thin
8pt/10pt leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque commodo diam. Quisque ac nisi at ex semper pretium. Nulla ut elit massa. In turpis nulla, euismod id erat vitae, commodo accumsan sem. Nam a hendrerit enim, pharetra sollicitudin mi. Morbi dignissim egestas velit eu ultrices. Sed quis faucibus mi, ac congue neque. Pellentesque ante turpis, iaculis id consectetur eu, viverra vitae nisi. Sed tristique est nec viverra ultrices. Sed pretium luctus lorem vitae efficitur. Aenean ut tempus ex, et feugiat enim. Sed dui lectus, suscipit eget placerat sit amet, vestibulum sed felis. Mauris et ipsum et nulla pulvinar ornare. Fusce venenatis facilisis ante, sed egestas mauris. Ut laoreet pharetra libero egestas congue.

Regular
10pt/12pt leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque commodo diam. Quisque ac nisi at ex semper pretium. Nulla ut elit massa. In turpis nulla.

Headline specimen

Black
36pt/38pt leading

Our Technology. Globally.

Sub Headline.

Thin
21pt/26pt leading
23pt leading

Your solution

Specimen

1.2.**3.**
4.5.6—

20/20/**20**
abcdef—
GHIJKL.
:>__)+!@£$%?>
?>*&
;'[=0'/

Black
12pt/14pt leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque commodo diam. Quisque ac nisi at ex semper pretium. Nulla ut elit massa.

Sample

Headline
8pt/10pt leading

Sub heading.
Thin
8pt/10pt leading

Body copy.
Thin
8pt/10pt leading

Our Technology. Globally.

Your solution.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque commodo diam. Quisque ac nisi at ex semper pretium. Nulla ut elit massa. In turpis nulla, euismod id erat vitae, commodo accumsan sem. Nam a hendrerit enim, pharetra sollicitudin mi. Morbi dignissim egestas velit eu ultrices. Sed quis faucibus mi, ac congue neque.

Primary

Secondary

Blue

Pantone; 293 U / 293 C
cmyk: 100 75 0 5
rgb: 0 70 173
web: #0046ad
RAL: 5010

Metallic silver

Pantone: 877 U / 877 C

To be used for significant
pieces of print only, such as
this brochure.

Process black

00/00/00/100   00/00/00/55   00/00/00/25   00/00/00/10

Grey

Pantone: 419 U / 425 C
cmyk: 7 0 0 90
rgb: 57 61 65
web: #393d41
RAL: 7043

CMYK black

cmyk: 60 40 40 100
rgb: 0 0 0
web: #000000
RAL: 9005

CMYK black is to be used
where the surface coverage
is larger than A5.
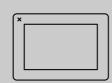
It is essential to use rich
black when printing large
scale, such as roll-up
banners.

Our Technology

Roles
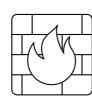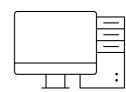
Hardware / various

Applications

Industrial equipment

1pt line-width.

0.5pt line-width.

Icons must appear in either blue, black or reversed (white).

The integrity of the line widths must be adhered to at all times;

These icons have a .8pt line width.

The icon line width must not be increased.

The minimum line width should be 0.5pt.

If the icons are placed within a holding frame, there must be a sufficient space between the icon and the edge of the frame.

Letterhead

Graphic 'X':
Centred and 3mm wide and 12mm from edge

Logo:
Centred horizontally
20mm wide and 20mm from edge

Contact Details:
Roboto Thin
Black
7pt/9pt leading
Tel Number:
7/18pt leading
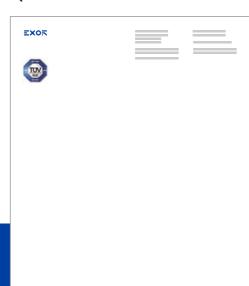
Fax number:
7/9pt leading
Web address:
8pt/21pt leading

Quotation sheet

Printing:
Front: Solid black background /
Logo gloss spot UV
PMS7460c
Paper stock:
Bright white coated 100gsm

Business card

Logo:
Centred and 20mm wide
10mm from edge
Graphic 'X':
Centred and 3mm wide and
10mm from edge

Printing:
Front: Solid black background /
Logo gloss spot UV
Printing Reverse:
Black plus PMS293c
Paper stock: Bright white coated 400gsm
Finishing: Matt laminate to front only

Contact Details:
Roboto Thin
Black
7pt/9pt leading
Tel Number:
7/18pt leading

Fax number:
7/9pt leading
Web address:
8pt/21pt leading

Envelopes
DL

Flap

A4

E-signature

All contact details:
Arial
Name and company name:
Arial Bold 10.5pt/12 pt leading
Other details:
Arial Regular 9pt/10pt leading

Name Here
Job Title

Exor International S.p.A.
p: +39 045 8750404
a: Via Monte Fiorino, 9, San Giovanni Lupatoto (VR), Italy, 37057
w: exorint.com

Front covers

Back covers

Title:
Roboto Thin
40 pt

Subtitle:
Roboto Thin
22pt / 30pt leading

Product
Catalogue
Sub heading goes here

EXOR

EXOR
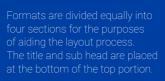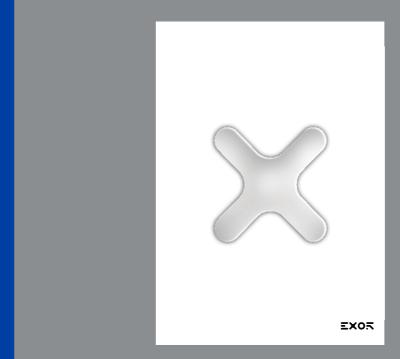
EXOR Embedded
SOMs, Development Kits

EXOR

Product
Catalogue
Sub heading goes here

EXOR

Product
Catalogue
Sub heading goes here

EXOR

EXOR

EXOR

EXOR

Formats are divided equally into
four sections for the purposes
of aiding the layout process.
The title and sub head are placed
at the bottom of the top portion.
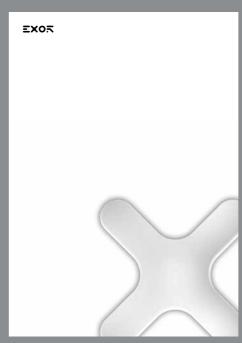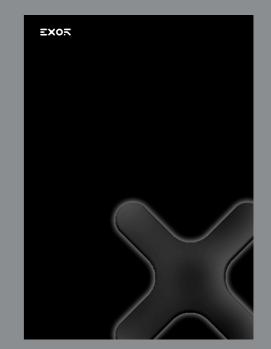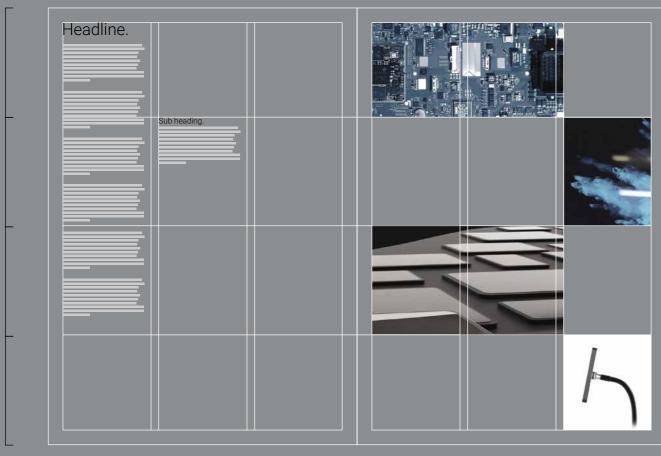
Please note; this layout can also be used as
end-papers, or where the page count requires
an additional page where no content is needed.

Inside spreads
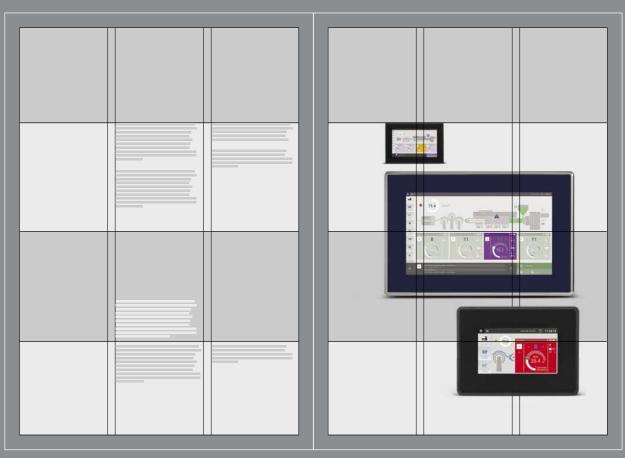
Headline.

Sub heading.

Format is divided equally into four sections for the purposes of aiding the layout process. The title and sub head are placed at the bottom of the top section.

Title:
Roboto Thin
40 pt

Text:
Roboto Thin
8pt / 10pt leading

Images should be placed in using the page grid for guidance. They can be placed within each box or using the horizontal guides as opposite example.

Images can 'float' in space as long as the lateral grid is used for guidance.
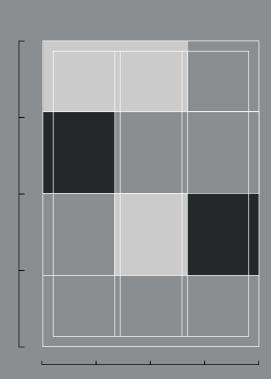
A4 press advert

EXOR is bold, EXOR is confident, EXOR should be presented as such; using bold typography, modern images and insightful technical copy.
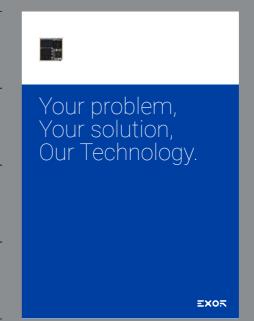
EXOR aims to attract with a modern and minimal graphic approach — a distinctive look and feel that is reflective of the EXOR ethos of efficient and functional technology.

As with all collateral, simplicity is key; minimal images, a good deal of clear space and simple typography.

Your problem,
Your solution,
Our Technology.

EXOR

As per previous page.
Format is divided equally into four sections for the purposes of aiding the layout process.

Your problem,
Your solution,
Our Technology.

EXOR

Your problem,
Your solution,
Our Technology.

EXOR

EXOR

Your problem,
Your solution,
Our Technology.

EXOR
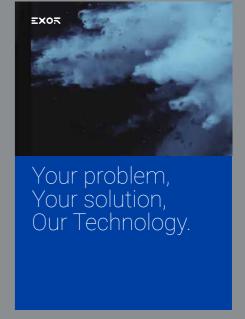
As per previous page.
Format is divided equally into four sections for the purposes of aiding the layout process.

200cm x 80cm

This grid structure allows for a good deal of information, both text and imagery but please be mindful that simplicity is the key.

EXOR is bold, EXOR is confident. The EXOR logo is given prominence — its treatment is simple and direct.
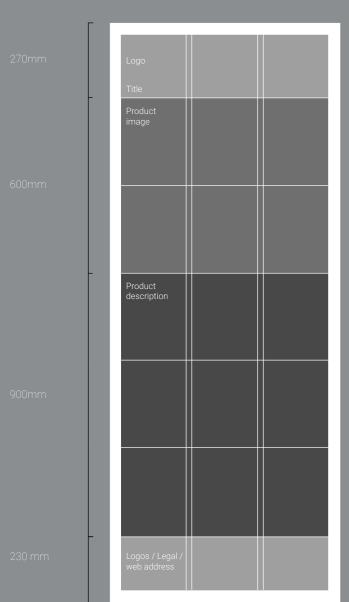
Please see previous sections for spacing etc.

EXOR is bold, EXOR is confident. The main image is cropped to provide visual interest; a bold crop is preferable over a full product image.

Full product images can be shown but should not take up more space per image than the example on the opposite page.

Content 01

270mm

600mm

900mm

230 mm

| Logo |
| Title |
| Product image |
| Product description |
| Logos / Legal / web address |

EXOR

EDGE INTELLIGENCE.
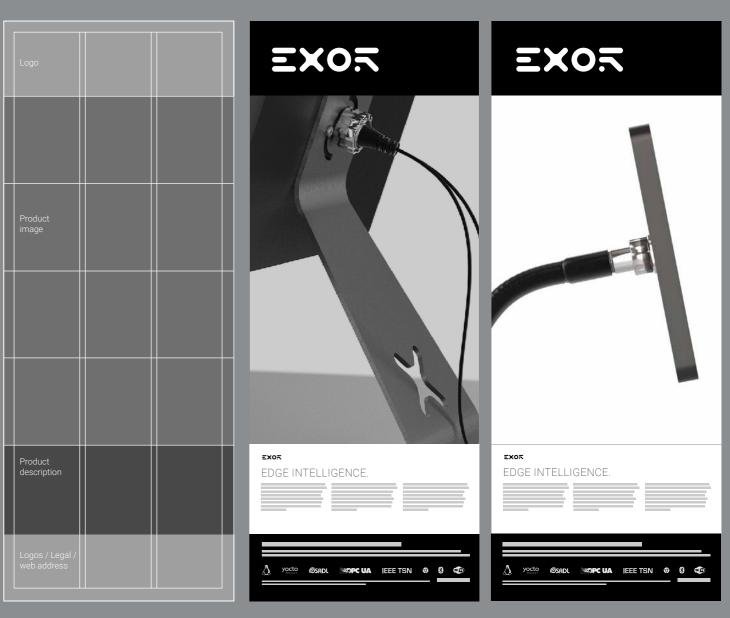
The banner format is divided into seven sections horizontally and three equal sections vertically.

Content 02

| Logo |
| Product image |
| Product description |
| Logos / Legal / web address |

EXOR

EDGE INTELLIGENCE.

EXOR

EDGE INTELLIGENCE.

EXOR exhibition stands aim to be like the icons of modernism; simple, clean and linear lines allow the Our Technology to be the focus.

The simplicity of the stand is key; there are three main areas:

1/ Our Technology
2/ Walk through
3/ Hospitality

Ease of access is key to all of the above.

The stand has minimal branding:

1/ Logo / set against a grey background and back-lit where possible

2/ Brand colours / externally the stand should be grey / the inside should be white

Simple lines with as few graphic elements as possible. Our Technology is the focus and are aesthetically pleasing, therefore very few graphic elements are needed.

Dark exterior reinforces the light and modern EXOR interior. This alludes to the transparency, honesty and trust of the EXOR brand and Our Technology.

The stand aims to be open and focused on technology. The space illustrates the ease of working with EXOR.

Sufficient space to given to hospitality and we invest heavily on catering in order to create an inviting and human-facing brand.

Side elevation

The logo should be 1 x 'X' height from the top and bottom of the fascia and 4 x 'X' widths from the left edge.
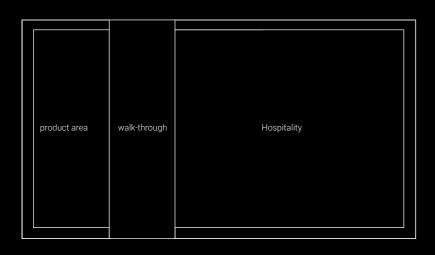
Front elevation
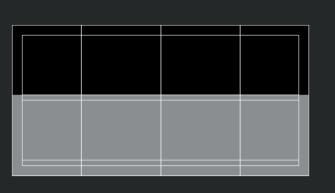
Please note; if the strapline is to be used it should be stacked as specified on page 1 of this document.

EXOR

Your problem,
Your solution,
Our Technology.

Plan

| product area | walk-through | Hospitality |

As with Our Technology presentations simplicity is the key. The design/layout of the Our Technology boards should always follow a linear grid; this example shows Our Technology in the lower section, titles and text in the upper section.

EXOR exhibition stands are icons of modernism; simple, clean and linear lines allow the Our Technology to be the focus.

The simplicity of the stand is key; there are three main areas:

1/ Our Technology
2/ Walk through
3/ Hospitality

This shows an example where a roof section is not possible.

Side elevation

Front of stand

Hospitality
bar & seating

Front elevation

EXOR
Your problem,
Your solution,
Our Technology.

CORVINA CLOUD
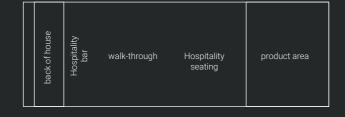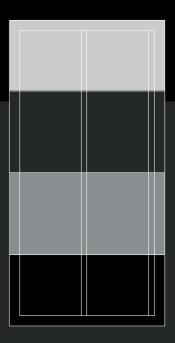
As with all producst presentations simplicity is the key. The design/layout of Our Technology boards should always follow a linear grid; example below.

Plan

back of house | Hospitality bar | walk-through | Hospitality seating | product area
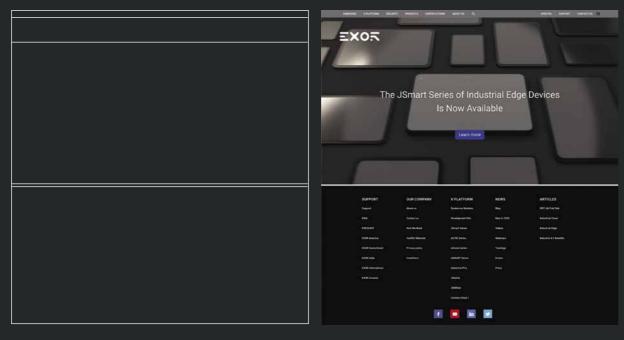
Structure

Navigation
Brand

Content
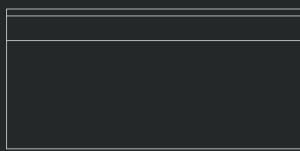
Navigation
Brand

Content
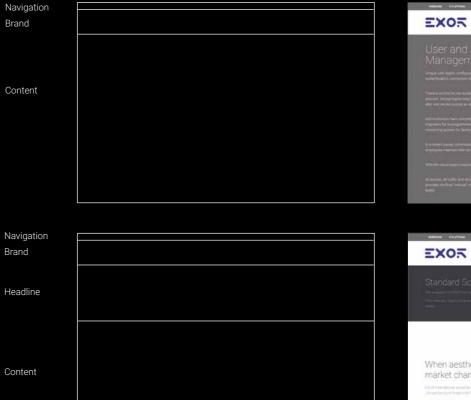
The website should follow a linear structure as per other items.

Imagery and text should be kept to a mimimum on all homepages and introduction pages. As the user drills down into specific areas the content becomes more text/image heavy; but please be mindful that simplicity is the key.

Navigation
Brand

Content

Navigation
Brand

Headline

Content

The above examples show pages with a good deal of content and if treated with consideration retains a sense of modernity and simplicity.

Front

Logo: 25mm wide

ЕХОЯ

eX707FB Tech-Note

Food & Beverage 7" TFT
ARM Cortex-A9 dual core - 800 MHz

- Extensive Guarantee despite no Protective Casing
- Ease of Cleaning
- Real World IP69 Rating
- Glass Strength with Polyester Coating
- High Pressure 80°C Water Resistant
- Perfect Stainless Steel Bezel Design
- Acid Chemical Resistant
- Food Compliant Gasket
- Front panel and gasket guidelines:
  1. DIN EN1672-2
  2. EHEDG / FDA 21 CFR 177.2006

Highlights

Where tough legislation requires that handling, preparation, processing and packaging of food is done to be extremely hygienic, the outstanding eX707FB 7" Food and Beverage HMI is the **best choice for manufacturer and final consumer.**

No other company offers such specialized solutions to the everyday problems faced in the Food and Beverage industry and in **particular the meat processing sector**.

The food & beverage and pharmaceutical sectors are very different environments from the industrial world. Although the set up of the production facilities might seem similar, **there are a series of legislative requirements and guidelines that are dramatically more onerous**.

EXOR has adapted its highly successful eX707 to meet these challenges. EXOR alters the HMI devices in many areas to comply with the CEI EN 60529 guidelines with an **incredible level of attention to eliminating the accumulation of food, grease, and product powder particles**.

The rugged stainless-steel fronts are **highly polished to allow particles to flow away** from the surface. The frame has the optimal **angle of contact to the machine surface** to both enable cleaning liquids to wash away and also **not to allow bacteria or microbes to remain**.

All these measures and more mean that EXOR can offer this product at a high protection **front panel rating of IP69**: resistance to frequent washing with water at high pressure and high temperature. Resistance to highly aggressive cleaning substances is a plus.

No longer will you need to contain the HMI devices within a costly cabinet as is so often seen. Industry sectors that might require this series are the **food, pharmaceutical and chemical industries or anywhere, where the highest level of attention to hygiene is a requirement for reputational risk**.

ptn0639 - Version 1.4
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exorint.com

Title:
Roboto Thin
24/28pt leading

Keyline:
0.5pt

Sub-title:
Roboto Regular
16/23pt leading

Bullet points:
Roboto Light
10/18pt leading

Secondary title:
Roboto Thin
22/24pt leading

Body copy:
Roboto Light
10/18pt leading

Legal:
Roboto Light
7/8pt leading

Website:
Roboto Thin
12pt

Tech notes (A4) are divided equally
horizontally and vertically. The layout
of the content should follow these guides
as closely as possible.

Margins: 13mm

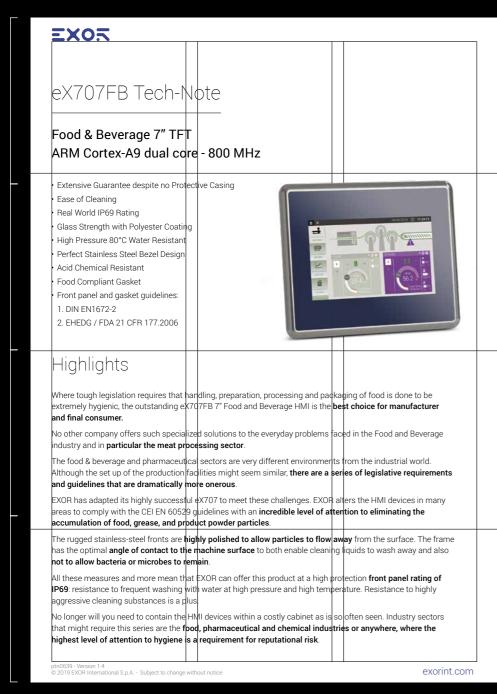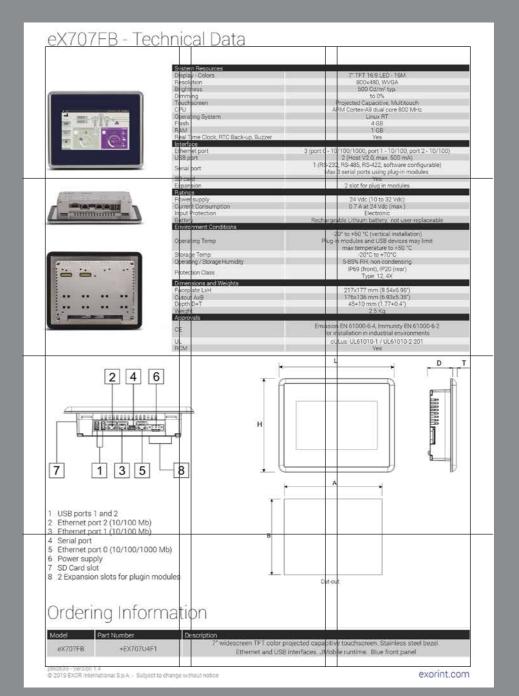
Reverse

eX707FB - Technical Data

System Resources		
Display - Colors		7" TFT 16:9 LED - 16M
Resolution		800x480, WVGA
Brightness		500 Cd/m² typ.
Dimming		to 0%
Touchscreen		Projected Capacitive, Multitouch
CPU		ARM Cortex-A9 dual core 800 MHz
Operating System		Linux RT
Flash		4 GB
RAM		1 GB
Real Time Clock, RTC Back-up, Buzzer		Yes
Interface		
Ethernet port		3 (port 0 - 10/100/1000, port 1 - 10/100, port 2 - 10/100)
USB port		2 (Host V2.0, max. 500 mA)
Serial port		1 (RS-232, RS-485, RS-422, software configurable)
		Max 3 serial ports using plug-in modules
SD card		Yes
Expansion		2 slot for plug in modules
Ratings		
Power supply		24 Vdc (10 to 32 Vdc)
Current Consumption		0.7 A at 24 Vdc (max.)
Input Protection		Electronic
Battery		Rechargeable Lithium battery, not user-replaceable
Environment Conditions		
Operating Temp		-20° to +60 °C (vertical installation)
		Plug-in modules and USB devices may limit
		max temperature to +50 °C
Storage Temp		-20°C to +70°C
Operating / Storage Humidity		5-85% RH, non condensing
Protection Class		IP69 (front), IP20 (rear)
		Type: 12, 4X
Dimensions and Weights		
Faceplate LxH		217x177 mm (8.54x6.96")
Cutout AxB		176x136 mm (6.93x5.35")
Depth D+T		45+10 mm (1.77+0.4")
Weight		2.5 Kg
Approvals		
CE		Emission EN 61000-6-4, Immunity EN 61000-6-2
		for installation in industrial environments
UL		cULus: UL61010-1 / UL61010-2-201
RCM		Yes

1. USB ports 1 and 2
2. Ethernet port 2 (10/100 Mb)
3. Ethernet port 1 (10/100 Mb)
4. Serial port
5. Ethernet port 0 (10/100/1000 Mb)
6. Power supply
7. SD Card slot
8. 2 Expansion slots for plugin modules

Ordering Information

Model	Part Number	Description
eX707FB	+EX707U4F1	7" widescreen TFT color projected capacitive touchscreen. Stainless steel bezel. Ethernet and USB interfaces. JMobile runtime. Blue front panel

ptn0639 - Version 1.4
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exorint.com

Title:
Roboto Thin
24/28pt leading

Top table:
Roboto Light
8pt

Labels:
Numbers;
Roboto Regular
16pt
Letters;
Roboto Regular
9pt

Bullet points:
Roboto Light
9/12pt leading

Bottom table:
Roboto Light
8/10pt leading

34

Title page

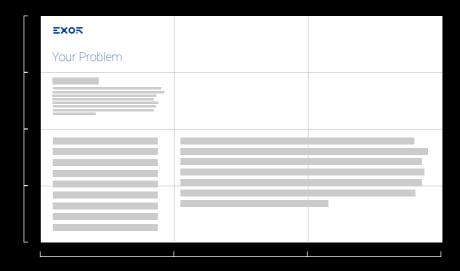**EXOR Title**
Subtitle

EXOR

EXOR Title
Subtitle

EXOR

All Powerpoint / on-screen presentation title pages should be as above. Please refer to logo pages for guidance on positioning of brand elements.
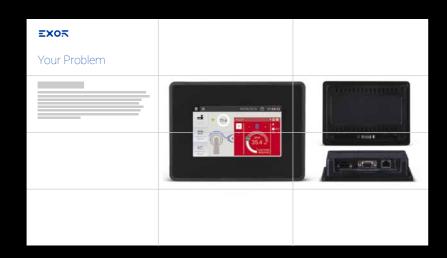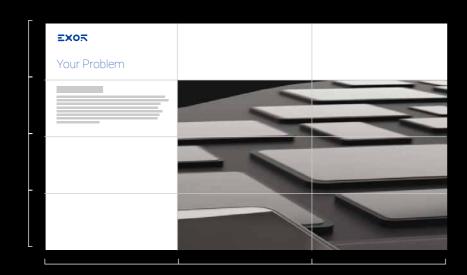
Typography

EXOR

Heading

Sub heading.
Text

EXOR

Your Problem

All Powerpoint / on-screen presentations should used a grid based on the above. The screen is equally divided both horizantaly and vertically. This grid gives guidance as to where to place text and imagery.

Simplicity is key when styling text; do not use more than 2/3 font sizes. Text must be placed using the grid as a guide.

An example of the most simple
of layouts with minimal content,
through to more content heavy slides;
the grid provides flexibility and
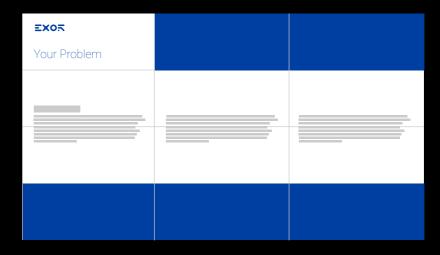adaptability.

The grid is for guidance only and should not
be visible.

Simplicity is key; images should be bold,
modern and minimal and placed in
accordance with the grid.

Further examples using product imagery
along with abstract imagery; text along with
solid blocks of colour.

The EXOR logo is always placed centrally.

The logo should always be be reversed out (white) . The image should allow the logo to be the main focus i.e. the image should provide enough contrast for the logo to be prominent.
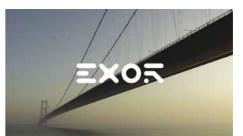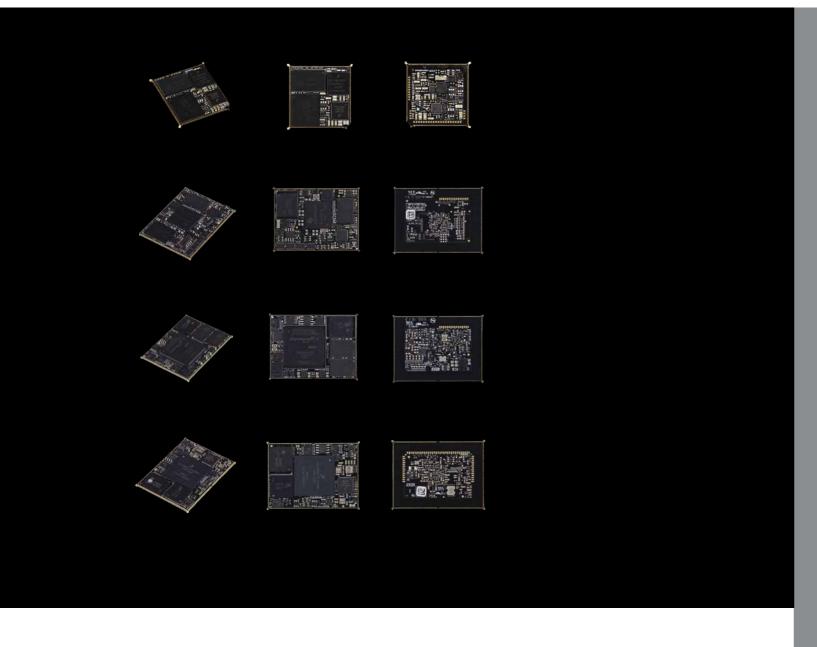
Embedded

eSmart

eTop

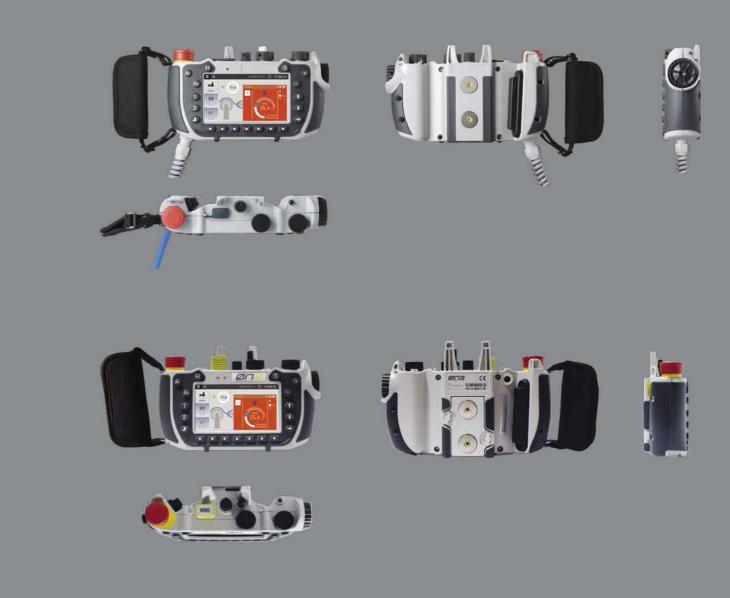EXOR

eX700 Series

Mobile

IIoT Gateways

Food & Beverage

Industrial pc

Harsh environment

eTOP500G series

eX700G

IPC

JSmart

EXOR