

ORBCOMM **COMPANY** LOGO MANUAL

ORBCOMM[®]

ORBCOMM Logo Use.

This brief guide shows which logo to use for the type of design in which it appears. Always use the right logo for the right design. You will maintain the integrity of the ORBCOMM Logo by doing so. Thanks for doing your part. Should you have additional questions please contact Bill Molesworth Vice President, Marketing at 703-433-6506 or email: molesworth.bill@orbcomm.com

Guidelines:

- find and use the right logo for your design.
- the ORBCOMM red is PMS 032. It is our corporate color.
- do not reverse the logo out of another color.
- the logo is always red or black or the red/black version.
- do not move or alter the ® symbols.
- the “**Global M2M** Connecting the World’s Assets” tagline may be used. this version also appears on this disk.
- you may enlarge or reduce the logo but never stretch, squeeze or distort it in any way.
- do not use it smaller than 1/2” in diameter
- as part of your design process always show a proof of your design using the logo to the ORBCOMM logo/creative design group for logo approval.

The logo files are saved in (*Adobe Illustrator & Photoshop*) in the following formats:

.ai
.eps
.jpeg
.gif
.tiff
Photoshop

What format logo should I use?

OFFICE USE

With PowerPoint, Word and Excel you, should use a .GIF or .JPEG

WWW

With web pages, you should use a .GIF or .JPEG

GRAPHIC DESIGNERS/PRINTERS

A complete collection of versions, art as JPEG, TIFF and EPS illustrator documents in photoshop.

In principle, the ORBCOMM logo should be placed on all advertising and sales promotion materials for ORBCOMM.
Please make careful use of this manual to ensure proper application of the logo. Please note also that this LOGO is provided only in the form of data (Adobe Illustrator).
*Adobe and Illustrator are trademarks of Adobe Systems Incorporated.
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ORBCOMM logo must be used as shown below in sales promotion, publicity and advertising for ORBCOMM. When using the logo, please select one of these three patterns in consideration of the item or layout into which it is inserted.

To maintain the integrity of the logo, avoid using any element separately under any circumstances by altering or dismantling it. Always make sure that the “®” appears adjacent the registered trademark “ORBCOMM”.

TYPE A Basic pattern combining logos with tagline

ORBCOMM®
Global M2M Connecting the World's Assets

TYPE B Basic pattern combining logos with tagline

ORBCOMM® *Global M2M Connecting the World's Assets*

TYPE C ORBCOMM logos only

ORBCOMM®

TYPE D ORBCOMM tagline logos only

Global M2M Connecting the World's Assets

The colors to be used for the ORBCOMM logo are shown below.

The official colors shown below must be used for the logo in sales promotion, publicity and advertising.

If it is difficult to reproduce an official color because of the material concerned, we ask that you make an effort to employ a color as close as possible to one of the colors shown below.

TYPE A | Basic pattern combining logos with tagline

(Logo with a white background)

ORBCOMM[®]
Global M2M *Connecting the World's Assets*

(Logo with a black background)



ORBCOMM[®]
Global M2M *Connecting the World's Assets*

The colors to be used for the ORBCOMM logo are shown below.

The official colors shown below must be used for the logo in sales promotion, publicity and advertising.

If it is difficult to reproduce an official color because of the material concerned, we ask that you make an effort to employ a color as close as possible to one of the colors shown below.

TYPE B | Basic pattern combining logos with tagline

(Logo with a white background)

ORBCOMM *Global M2M* *Connecting the World's Assets*

(Logo with a black background)



ORBCOMM *Global M2M* *Connecting the World's Assets*

The colors to be used for the ORBCOMM logo are shown below with PMS Red and Process color.
The official colors shown below must be used for the logo in sales promotion, publicity and advertising.
If it is difficult to reproduce an official color because of the material concerned, we ask that you make an effort to employ a color as close as possible to one of the colors shown below.

TYPE C ORBCOMM logos only (*PMS Red and Process color*).

Logo PMS 032 Red

Logo Process Red, C0/M91/Y87/K0

Logo Process Red, R/253/G24/B19



ORBCOMM Type Font

EF Serpentine Serif Bold Italic font. Fonts.com has the best selection of downloadable, design quality, True Type and PostScript fonts for Mac and Windows.

Type Serpentine Bold Italic



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Please make careful use of this manual to ensure proper application of the logo. ORBCOMM, 2115 Linwood Ave, Suite 100, Fort Lee, NJ 07024©2007 ORBCOMM Inc. All rights reserved.