Anterix™ ACTIVE
Ecosystem Program

Member Kit 2021

over 50+ technology leaders
enabling Private LTE for Utilities

Anterix™ ACTIVE
Ecosystem Program

Building the foundation for a new technology landscape with 900 MHz PLTE.

We are bringing leading technology companies together that are supporting 900 MHz PLTE Networks and shaping the future of private wireless broadband.

Members enjoy technical assistance, collaborative tools and marketing support to develop products and services for 900 MHz PLTE Networks enabling utilities and the critical infrastructure sector.

This member kit will provide member marketing support materials.

So let's get into it...

The Logos

Section 1 / The Anterix Active Ecosystem Program logo do's and don'ts.

Anterix™ ACTIVE
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The Anterix Active Ecosystem Program wordmark embodies the qualities of a foundational and forward-thinking member driven collaboration.

Bold, modern, and uncluttered, the logo juxtaposes curved letter forms against chiseled accents and directional elements. Together, they imply the right balance of abstract thinking and innovation required to solve complex problems and move innovation forward.

THE LOGO / available versions

For flexibility, the logotype is available in four basic versions: full color, white type with orange accents, positive and negative.
Based on the prerequisites of the environment, the most suitable logotype should be used.
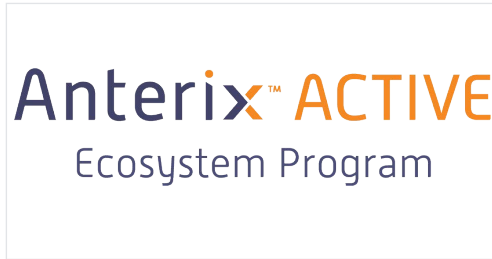
Full color (preferred version)
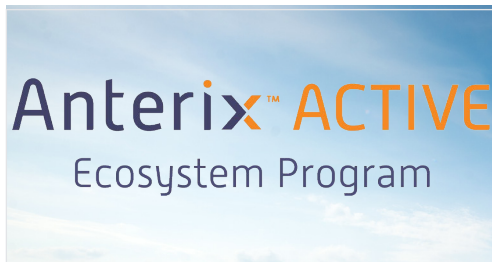Whenever possible, use full color to ensure maximum prominence.

White type with orange accents
The white type version can be used against all dark, black, or blue backgrounds.

All white
The logo can appear in white on a contrasting background.

Full Color on photography
The full color logo can be used on photography in certain instances. The background should be simple with maximum contrast.

White or black on photography
The black or white logo can be used on photography in certain instances. The background should be simple with maximum contrast.
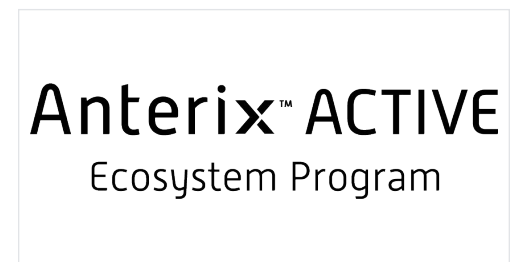
Black
The logo can also appear in black for documents that are only printed in black ink.

The Anterix Active Badge is to be leveraged by members offering commercial-ready technology. The logo can be used on members webpages and on product packaging for the commercial-ready products.

The Anterix Capable Badge is utilized on the Anterix Active Ecosystem Programs Website Landing Page to highlight members offering showcase-ready technology.

1X

1X

Minimum Spacing

To ensure legibility and to prevent any obstruction of the Anterix Active Ecosystem Program logo, always maintain a minimum space around it.

Minimum Size:
35mm (width)

1X

1X

Minimum Spacing

To ensure legibility and to prevent any obstruction of the Anterix Active Badge, always maintain a minimum space around it.

Minimum Size:
35mm (width)

OTHER / miscellaneous member material

Program Fact Sheet

Program's Public Landing Page

Industry Insights Roundtable Series (includes episodes featuring Members)

Program Announcement Press Release

The Colors

THE "FULL COLOR" PALETTE

Color plays an important role in the Anterix Active Ecosystem Program. The primary shades of blue and orange have been chosen for their ability to impart innovation, aspiration, and out-of-the-box problem solving in the technology realm. When combined with generous amounts of white space and negative space, the palette brings energy and sophistication to Anterix Active Ecosystem Programs position as a foundational program of technology leaders.
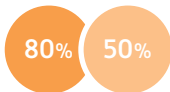
Blue / primary
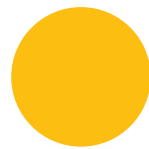HEX: 4b4e78
RGB: 75, 78, 120
CMYK: 80, 74, 29, 13

75% 50% 25%   Suggested shades

Orange / primary
HEX: f68921
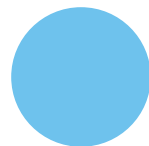RGB: 246, 137, 33
CMYK: 0, 56, 99, 0
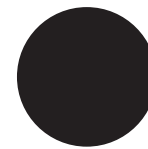
80% 50%   Suggested shades

Yellow / secondary
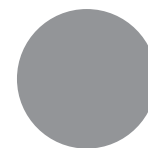HEX: febf10
RGB: 254, 191 16
CMYK: 0, 27, 100, 0

Green / secondary
HEX: 86c442
RGB: 134, 196, 66
CMYK: 53, 0, 99, 0

Blue / secondary
HEX: 70c2ed
RGB: 112, 194, 237
CMYK: 51, 7, 0 ,0

Black / functional
HEX: 000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Gray / functional
HEX: 939598
RGB: 147, 149, 152
CMYK: 0, 0, 0, 50

Light gray / functional
HEX: f1f2f2
RGB: 241, 242, 242
CMYK: 0, 0, 0, 5

The two primary brand colors and their functional counterparts (black/grays for body copy and lower-level content) will do the heavy lifting. As a design philosophy, the Anterix brand will seek to draw additional colors from the use of photography that employs rich and vibrant hues. Secondary colors can be used in applications where photography is limited and additional visual energy is needed.

The Typography

Section 3 / Smart clean type will keep our layouts straight and our messaging clear.

THE TYPOGRAPHY

The primary font face for the Anterix Active Ecosystem Program is Alwyn New and is used for both headings and body text.

Building the Foundation for a New Technology Landscape.

The Alwyn New type family is our corporate font. It embodies innovation, technology, and creativity. The Alywn font family is conveniently available "on the cloud" through Adobe Typekit and provides enough alternatives for efficient and distinctive expression across its various weights and styles.

Alwyn New
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;?!&@*)

For sub-headlines.

Highlight in body copy, when Light is used as major font.

Alwyn New
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;?!&@*)

For body copy

Also can be used for sub-headlines

Alywyn New
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;?!&@*)

For sub-headlines.

Also for body copy on black, when smaller than 7 pt.

Alywyn New
Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;?!&@*)

Also for body copy on black, when larger than 10 pt.

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Questions?

This member kit was written for you...

This entire document was written with you in mind. Our goal is to give you the guidance and means necessary to support the Anterix Active Ecosystem Program with thoughtfully executed brand communications.

If you have any questions or concerns that aren't addressed by this Member Kit —please let us know.

Email / EcosystemProgram@anterix.com