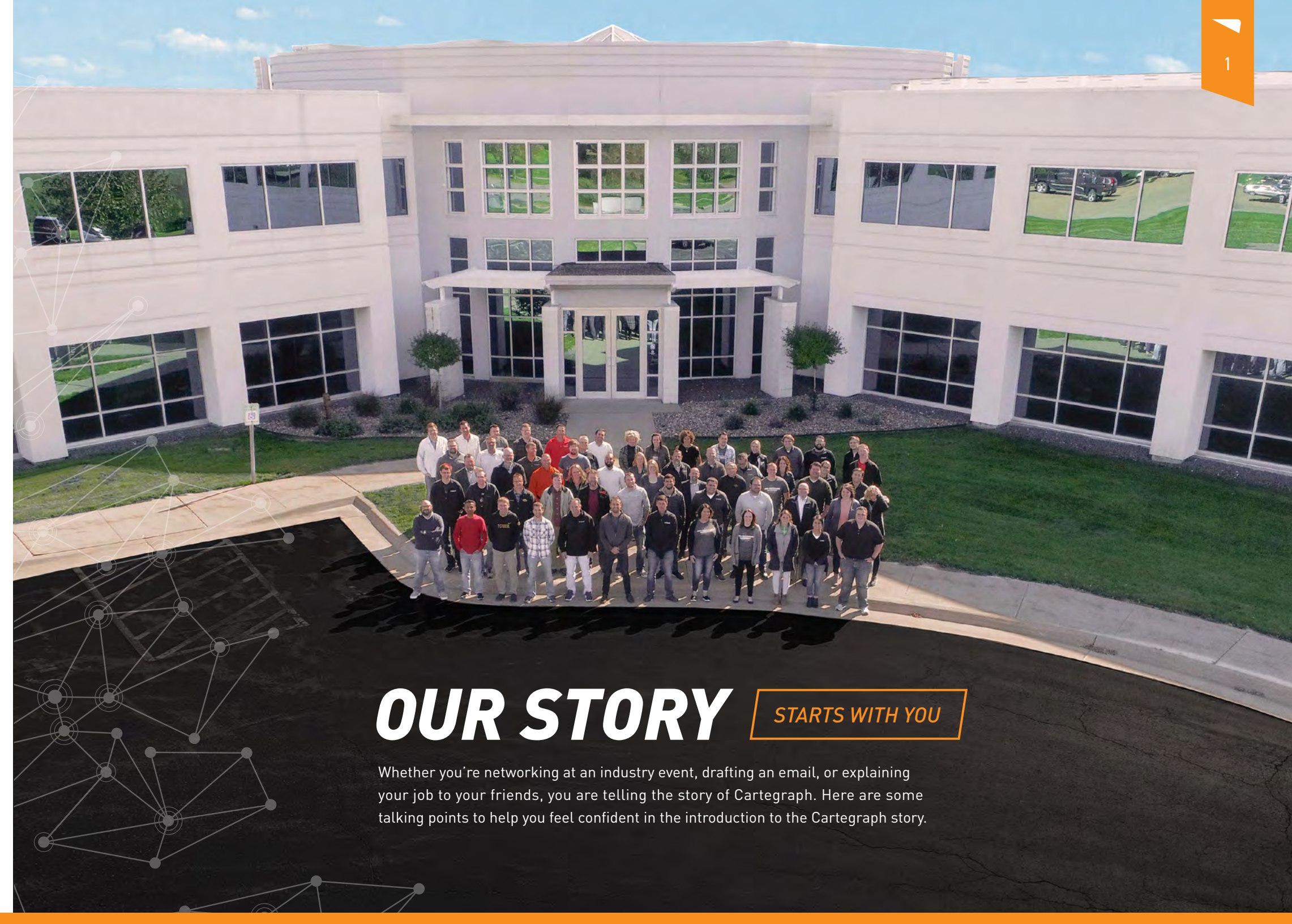


The Cartegraph logo is positioned in the upper right corner of the image. It features the word "Cartegraph" in a white, sans-serif font. A small orange triangle is placed above the letter 'e'. The background of the entire image is a photograph of a city street at night, with a yellow traffic light in the foreground and a "ONE" street sign above it. A network of white lines and dots is overlaid on the scene, and a large orange triangle is on the left side.

Cartegraph

*OUR*  
**BRAND**

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# OUR STORY

STARTS WITH YOU

Whether you're networking at an industry event, drafting an email, or explaining your job to your friends, you are telling the story of Cartegraph. Here are some talking points to help you feel confident in the introduction to the Cartegraph story.

## EFFECTIVE *[ih·fek·tiv] adj.*

Doing things the right way.



1

### REVOLUTIONIZING AN INDUSTRY

Government is the largest business and largest employer in our country—and it serves the largest customer base in the world (citizens). Yet, it's an underserved business when it comes to software, service, and other business essentials.

If there's a single sector that deserves a company aspiring to make them great, it's this one. Because if government is great, society will be better. And that's a cause we are passionate about pursuing.

2

#### **THE 5 TENETS OF HPG**

EFFECTIVE & INNOVATIVE TEAMS  
EFFICIENT PROCESSES  
MEASURABLE, ACTIONABLE RESULTS  
CLARITY & ACCOUNTABILITY  
COMMUNITY ENGAGEMENT

### HIGH-PERFORMANCE GOVERNMENT (HPG)

It's not an oxymoron. High performance is all about being better today than you were yesterday.

High-performance government happens when local government leaders build effective and innovative teams; review processes and find ways to make them more efficient; set goals and deliver measurable, actionable results; create a culture of clarity and accountability; and engage with their community to accomplish great things.

3

### LET'S TALK ABOUT THE 'I' WORD

Think about all the infrastructure assets you use on a daily basis. The streets you drive. The stoplights that guide you. The mains and valves that allow water to flow into and away from your home. Every hydrant. Every street sign. You get the idea.

Cities and counties manage millions of these assets—and all the associated maintenance. It takes a massive, coordinated effort of people, equipment, data, and technology to keep a city in good shape. You might be surprised to learn that most cities and counties are tracking their operations—and trillions of dollars of infrastructure—via paper work orders and spreadsheets. It's time to change that.

CAPTURE  
ANALYZE  
PREPARE



30.2° N 85.7° W  
Bay County, FL

4

DATA, DATA, DATA

If you want to make data-driven decisions, there is a clear path to follow. First, you have to capture good, clean data. For many customers, this is quite an undertaking. After years of relying on filing cabinets and data silos, learning to capture data in a central system requires a significant amount of change management.

We partner with our customers to navigate this obstacle. Then, we train them how to analyze their data and use that information to prepare for the future. When they're able to set and achieve a goal using their data in Cartegraph, everyone wins.

5

DESIGN FIRST

Government is all-too-familiar with software that sucks: confusing UI, apps that crash, too many clicks, etc. We believe our customers deserve a consumer-quality experience from the app to the desktop. So, we take the time to design and build a reliable product our customers will actually want to use—and do everything in our power to ensure it runs smoothly at all times.

6

PARTNER, NOT VENDOR

It can be risky for champions to undertake a new software implementation. That's why we're with them every step of the way. Unlike other vendors, we build and implement our own software, and commit to making customers successful with the help of seasoned implementation staff, dedicated customer success managers, and a world-class support team. Our goal is to be a true partner and a trusted resource on their high-performance government journey.

WE'RE IN THE BUSINESS OF  
**HIGH-PERFORMANCE  
 GOVERNMENT.**

**Cartegraph**

**EFFICIENT** *[ih·fish·uh·nt] adj.*

Doing more with less.

## ***TO FRIENDS AND FAMILY***

Cartegraph is in the business of building high-performance government. We work with cities and counties—helping them use our software to manage their roads, bridges, signs, playgrounds, and other infrastructure assets. By replacing paperwork and spreadsheets with our mobile app and software, our customers can be more productive in their daily work—responding faster to requests like pothole repairs, finding ways to save time and money, and having better visibility on how they're spending your tax dollars.

## ***TO LOCAL GOVERNMENT LEADERS***

Cartegraph provides software and services to help you build high-performance government. We partner with departments responsible for managing your infrastructure—training them to capture data, streamline processes, and make better decisions based on the insights from that data. Cartegraph users will be able to set goals in line with organizational needs, monitor their progress with dashboards and reports, and share their success back to you and to citizens.

## ***TO DEPARTMENT HEADS***

Cartegraph is a system built to streamline your daily operations. Use it to organize work, monitor asset performance, and track resource usage. By capturing this data in one central location, you'll be able to analyze it to find efficiencies, justify equipment purchases and new hires, answer questions from citizens and council, prepare accurate budgets, and more.

## ***TO END USERS***

Cartegraph is the end to paperwork as you knew it. No more work orders to take home at night or printed maps with outdated information. Instead, you'll see your daily work on your phone or iPad. From there, you can see asset maintenance history, add notes, take pictures, enter your hours, and move on with your day.

## WHAT'S IN A NAME?

### *Map (French)* CARTE GRAPH

Fun fact: Our hometown has French roots. A French fur trader named Julien Dubuque was one of the first Europeans to settle in what would become the City of Dubuque, the oldest city in Iowa.

Graph: a means of representing data; a diagram showing the relation between variable quantities.

*Can you tell one of our founders had an engineering background? Our name is a literal representation of what we set out to create: a visual way to track asset data and the relationships between that data.*

# Cartegraph

**PRODUCTIVE** *[pruh·duhk·tiv] adj.*

Producing significant results.

*This approach has been true to our core since the beginning and is evident in our core values:*

**LEAD WITH EMPATHY.**

**DO REMARKABLE THINGS.**

**TAKE PRIDE IN YOUR CRAFT.**

**SHARE YOUR MIDWEST NICE.**

# FLAG FORWARD

It may seem like a small detail in our logo, but the Cartegraph flag is anything but small. A flag is a well-known symbol of revolution. It stands for innovation and greatness. It's about challenging the status quo, doing things differently, and creating a new path forward.

The flag is important for our Cartegraph team; and it's important for our customers. Together, we Flag Forward.

# BRAND VOICE

Our written voice—or the way we connect and speak with our audience—is a key part of our brand experience. It's the first greeting they receive, the voice of a trusted advisor throughout the sales process, the genuine encouragement they get as they start to use our products, and the friendly, helping hand we offer any time they need it.

## OUR VOICE IS EVIDENT IN:

- The wording on our website and in our social media posts.
- Our marketing resources: brochures, guides, customer stories, blog posts, etc.
- All emails from our company and our employees.
- Support documents and training videos.
- The product itself.

If our brand were a person, it would sound a lot like your favorite college professor or mentor. Smart and knowledgeable, but not condescending. They make complicated things easy to understand, and they're cool without trying too hard. You have no doubt that they care about you and want you to do well. And, you always look forward to meeting them for coffee or a beer.

# OUR VOICE IS...

## TRUSTED

Experienced. Knowledgeable. Smart. We understand the day-to-day needs of our customers. We use our experience to mentor and guide—offering practical tips to help our clients learn, improve over time, and overcome challenges.

## GENUINE

Straight talk. Honest. Authentic. We won't pretend to be something we're not and always encourage customer feedback. We will get to the point and tell you what you need to know. If something isn't working, we'll acknowledge it and make it right.

## FRIENDLY

Encouraging. Kind. Midwest Nice. We offer helpful hints with a smile, inspiring our customers to try new things. We empathize with our customers. We believe in them. We cheer them on—and we have a little fun, too.

## WHEN YOU WRITE SOMETHING, ASK YOURSELF THESE QUESTIONS:

Is it annoying or condescending in any way? (If yes, change it.)

Can you read the writing aloud without stumbling over your words? (Fix any hiccups.)

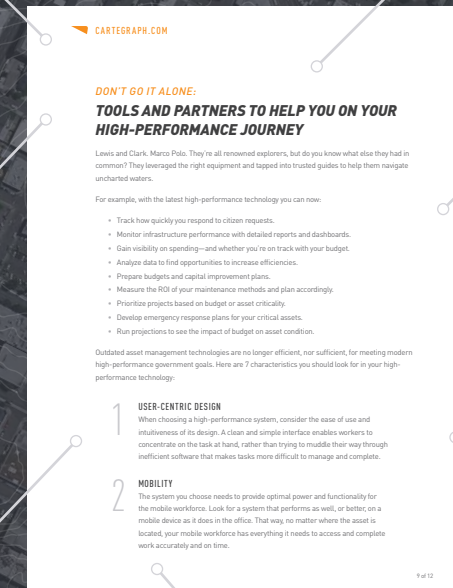
Are you writing directly to a person? (Try to use the words "you" and "we.")

Is it helpful? Does it answer the question at hand?

Does it sound like something you'd say while smiling?

Is it succinct and straight to the point? Are there filler words that can be cut out?

Are you using words a high schooler would understand? (Bigger isn't better.)





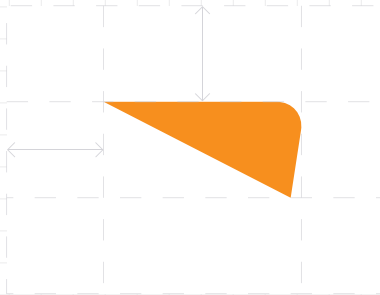
# OUR LOGO

*This flag is the symbol of high performance. It unites us all in our commitment to create better communities for our citizens. Whether it's on your laptop or in your truck, fly this flag with pride.*



The image shows the word "Cartegraph" in a bold, black, sans-serif font. A small orange flag icon is positioned above the letter 'e'. The logo is enclosed in a dashed rectangular border. Four double-headed arrows point outwards from the center of each side of the dashed box, indicating the required padding around the logo.

# Cartegraph



The image shows a small orange flag icon, which is a right-angled triangle with the hypotenuse on the left side. It is enclosed in a dashed rectangular border. Four double-headed arrows point outwards from the center of each side of the dashed box, indicating the required padding around the icon.

Padding: The full logo should be padded on all four sides. Use the width of the flag as a minimum distance. When using only the flag landmark, refer to the height of the flag as a minimum padding distance.

*Tip: Do not scale the logo below 1" wide. Do not scale the flag below 1/4" wide.*



**Cartègraph**

**Standard:** Use on light backgrounds.



**Cartègraph**

**White:** Use on most colors and photos.



**Cartègraph**

**Reverse:** Use on dark backgrounds.

## LOGO VARIATIONS

There are three variations of the Cartegraph logo. Each version is for use on different colors and in different contexts. Think of the way you dress for different situations. A good rule is to use the logo based on the value of the background color.

On lighter backgrounds, use the standard logo (black text, orange flag). On most colors and photos, use the all-white version of the Cartegraph logo. On the darkest background colors, use the reverse variation of the logo (white text, orange flag).

In some scenarios, we use the flag instead of the entire logo. We typically do this when the full logo has already been used in the piece.




**Cartègraph**

Do Not Squish.



**Cartègraph**

Do Not Stretch.



**Cartègraph**

Do Not Tilt.

## LOGO CRIMES

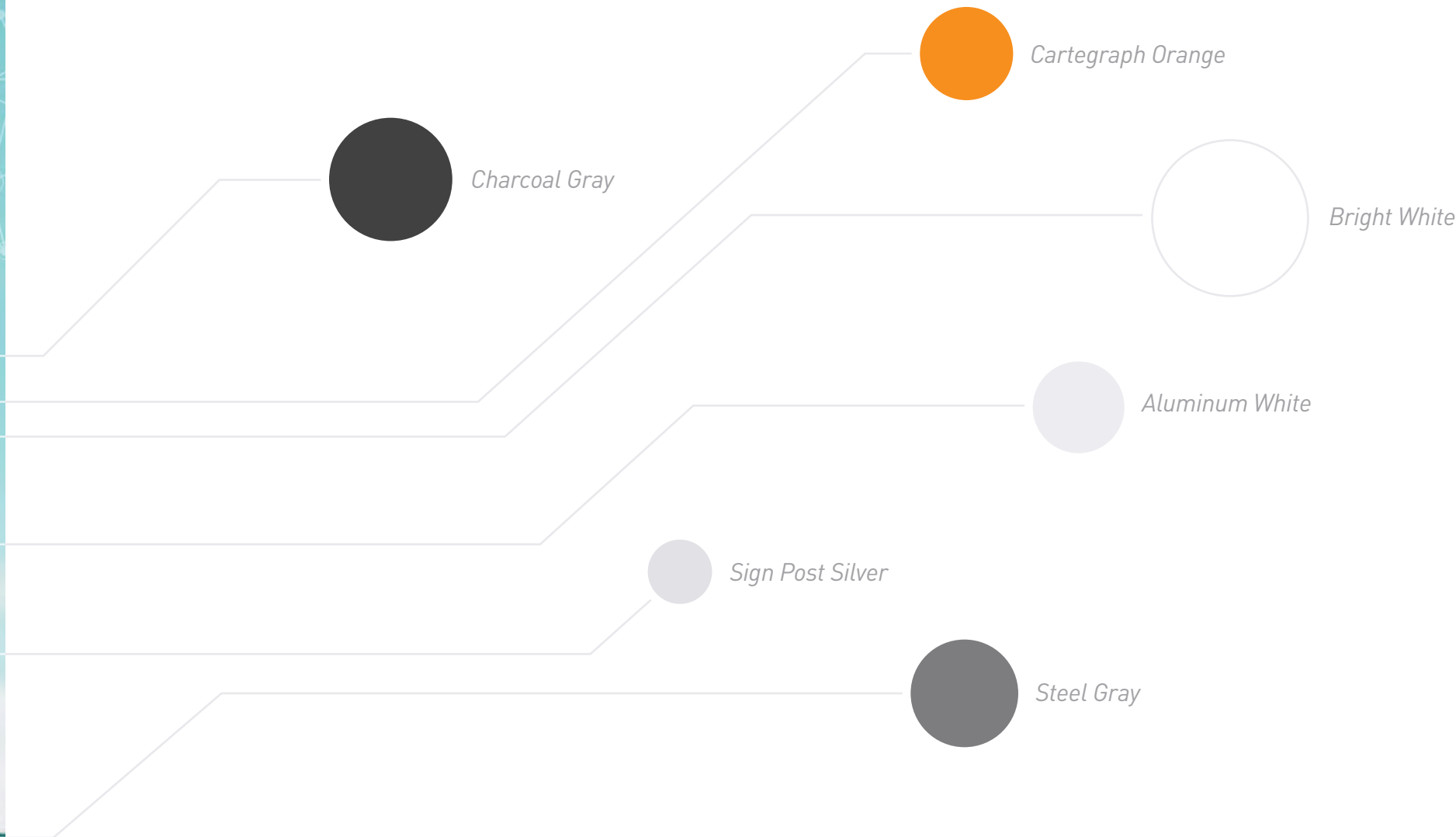
Please respect our logo like you do your grandmother. At Cartegraph, we do not stretch, squish, tilt, invert, color, or disrespect our logo in any way.





The Cartegraph brand is composed of six main colors: Cartegraph Orange, Charcoal Gray, Steel Gray, Sign Post Silver, Aluminum White, and Bright White. Be sure to use the correct version of these colors when creating branded materials. Color usage is key to consistent branding—which is a core component of our design-first philosophy.

# OUR COLORS



**CARTEGRAPH ORANGE**  
 C0 M53 Y100 K0  
 R247 G142 B30  
 #f78e1e  
 Pantone 151C

**CHARCOAL GRAY**  
 C68 M61 Y59 K46  
 R65 G65 B66  
 #414142

**STEEL GRAY**  
 C53 M44 Y42 K8  
 R125 G125 B128  
 #7d7d80

**SIGN POST SILVER**  
 C10 M8 Y5 K0  
 R225 G225 B230  
 #e1e1e6

**ALUMINUM WHITE**  
 C5 M5 Y2 K0  
 R237 G237 B242  
 #ededf2

**BRIGHT WHITE**  
 C0 M0 Y0 K0  
 R255 G255 B255  
 #ffffff

# DINBLACKITALIC

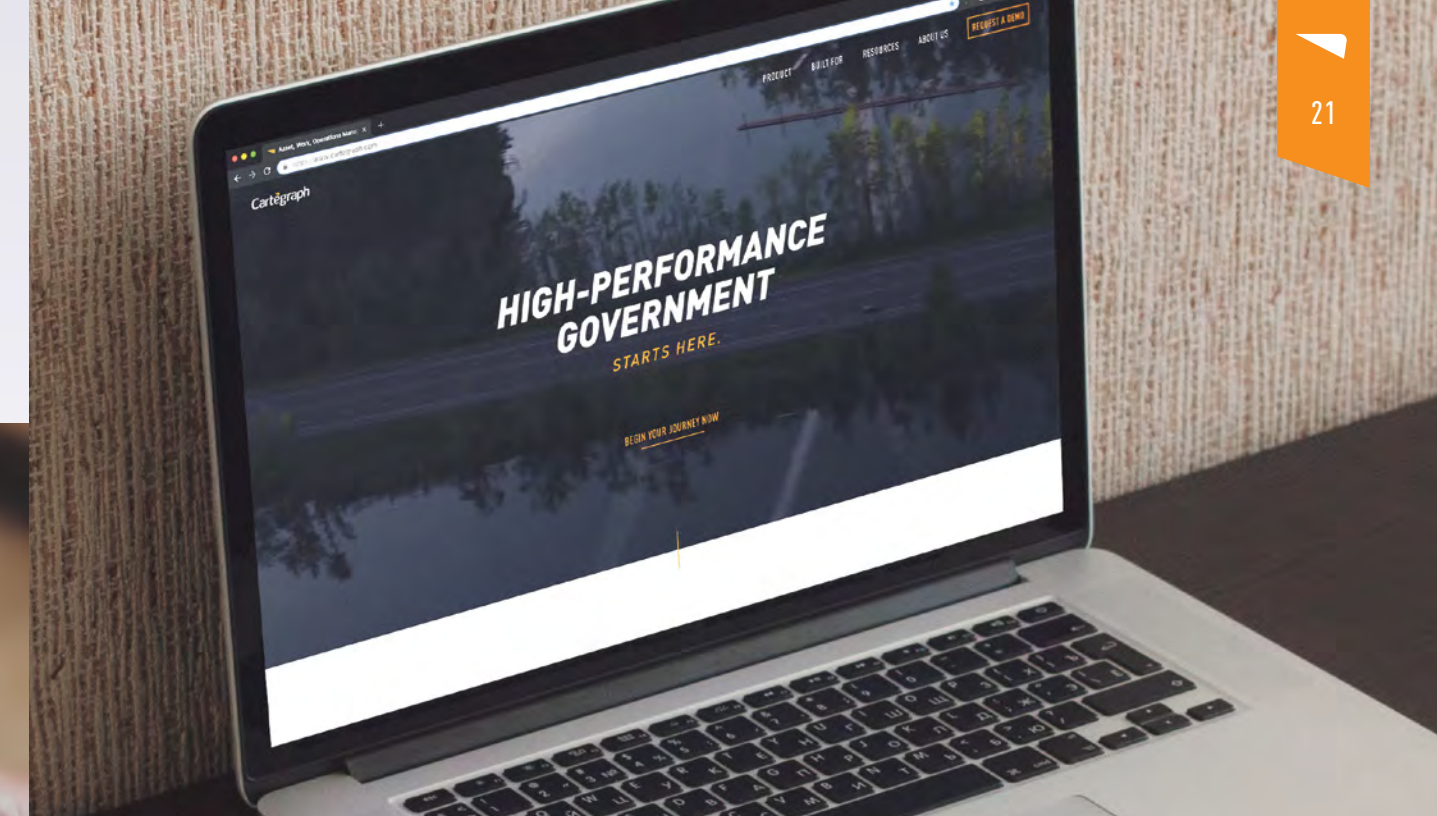
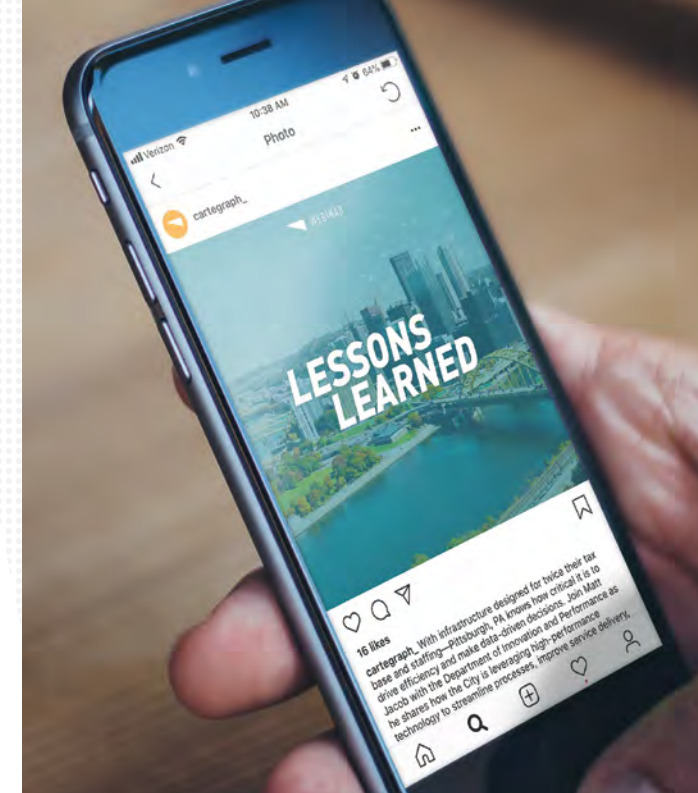
**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

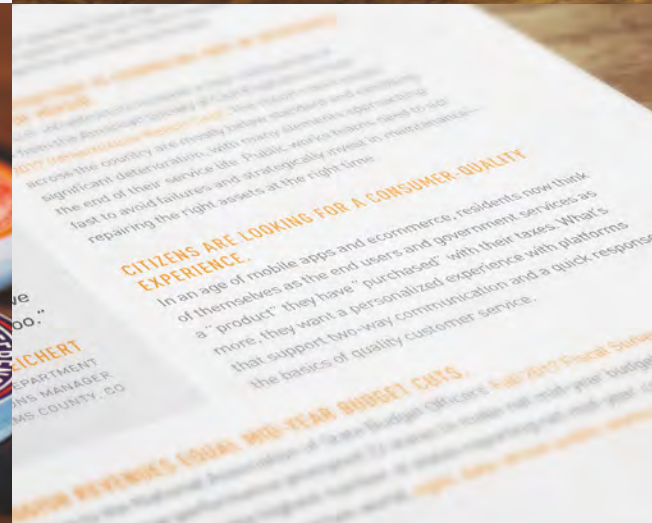
**1 2 3 4 5 6 7 8 9 0**

*abcdefghijklmnopqrstuvwxyz*

## HEADING FONT

Cartograph uses the DIN Font Family for our brand fonts. DIN was originally designed in 1936 for use on road and railway signage. It was also used on German license plates until the year 2000. DIN is recognized for its legibility and versatility. DIN Black Italic is used across all brand materials as the highest level of hierarchy in our titles and headings.





# DINCONDENSED MEDIUM

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z

## SECONDARY FONT

DIN Condensed Medium is our secondary font, which is typically used for subtitles and headings that come second in the hierarchy. A good rule is to use 12-14 point scale in print materials, using 60 point tracking.

## FONT COMPATIBILITY

**a a**

DIN PRO MEDIUM      ARIAL REGULAR

**Aa Bb Cc Dd Ee**

DIN is our beautiful brand font, but unfortunately, it isn't standard on most machines. That means it's typically not available to those outside of our company. So, when you're writing emails or creating working documents that will be shared externally, please use Arial.

For body copy, please use size 9-11. For headlines, please use all caps, size 12-14.

To make your life easier, we've created templates for common usage including:

- Microsoft Word Documents
- Email Signatures
- PowerPoint Presentations

These templates can be found via a link on Campus. Just search for "Design System."

## DIN PRO REGULAR

A B C D E F G H I J

K L M N O P Q R S

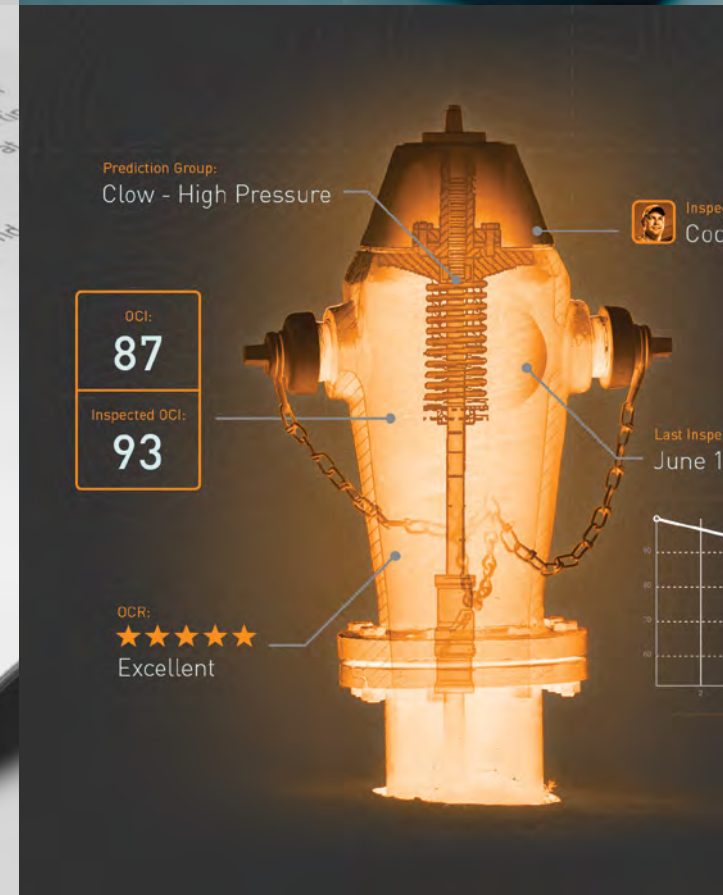
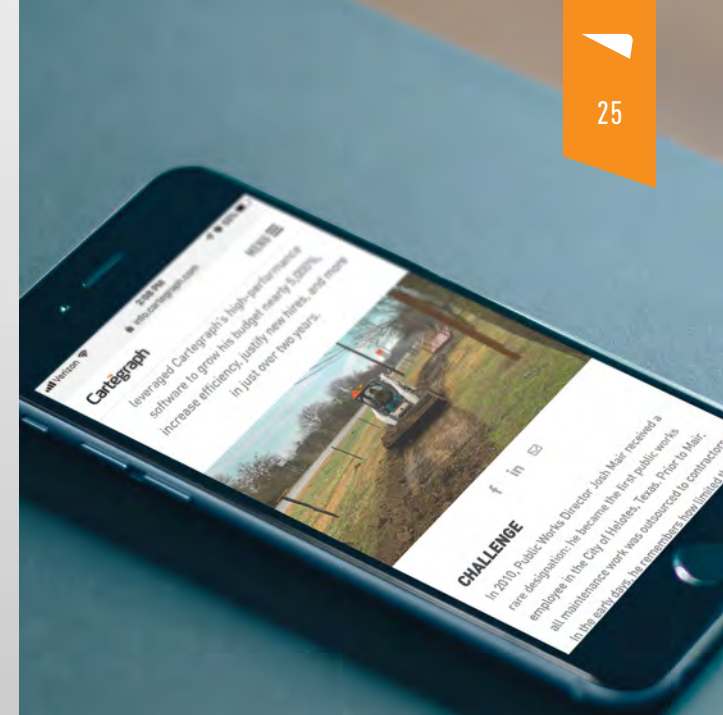
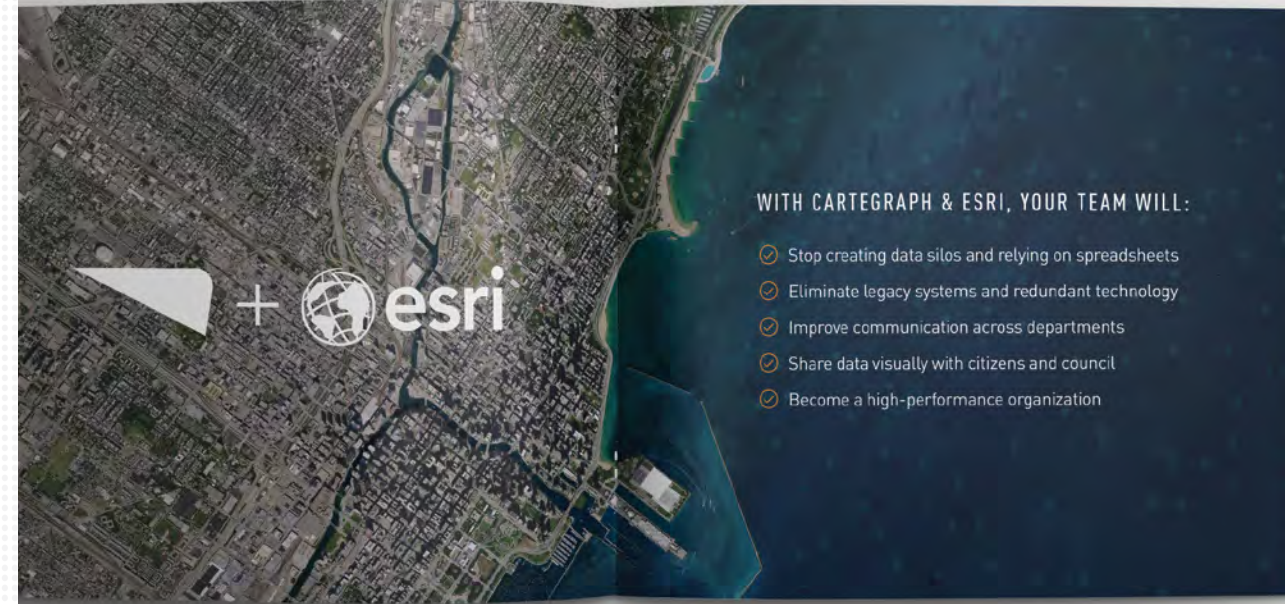
T U V W X Y Z

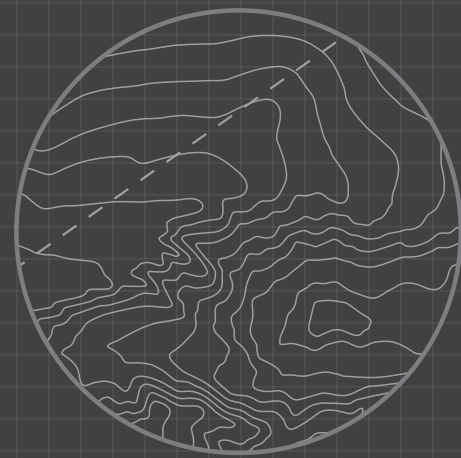
1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z

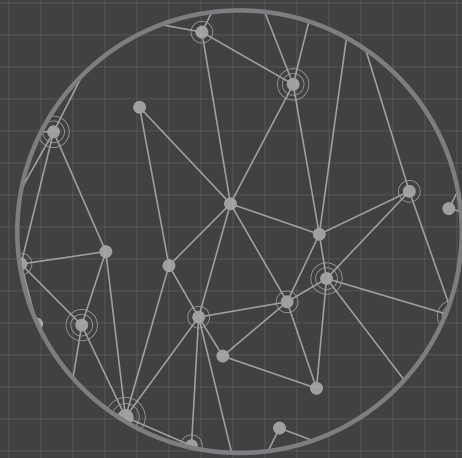
### **BODY FONT**

DIN Pro Regular is our body font. You can see it in almost every piece of content we produce. This is the typeface you use in any basic paragraph formatting. We keep the scale between 9 and 11 point, and color it with Steel Gray.





CONTOUR LINES



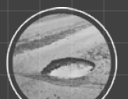
DATA POINTS

# VISUAL ELEMENTS



### ASSET DETAILS Stop Sign SGN-672

|                                |                               |
|--------------------------------|-------------------------------|
| Class Regulatory               | Sheeting Super Engineer Grade |
| Est. Ra Pass                   | Backing Embossed Aluminum     |
| INSTALLED<br>9/25/2000         |                               |
| AGE<br>6.9 yrs [16.2 avg]      |                               |
| CONDITION<br>74.04 [71.41 avg] |                               |



### TASK 1553 Patch Pothole

|                         |                        |                    |
|-------------------------|------------------------|--------------------|
| Due 8/29/18             | Priority Medium        | Status In-Progress |
| Asset Pavement UL331    | Street Tarkena Ln      | CONDITION (OCI)    |
| Pavement Class Concrete |                        | ★ 74.17            |
| Request Date 8/26/2018  | Requester Dorothy Hill | COST TO DATE       |
|                         |                        | \$9,181.70         |
|                         |                        | REPLACE NOW        |



### TASK 1553 Bulb Replacement

|                           |                        |                    |
|---------------------------|------------------------|--------------------|
| Due 7/9/18                | Priority Medium        | Status In-Progress |
| Asset Light Fixture LF-43 | Model B7500            | CONDITION (OCI)    |
| Bulb Type LED             |                        | ★ 41.63            |
| Request Date 7/6/2018     | Requester Dorothy Hill | COST TO DATE       |
|                           |                        | \$2,265.47         |
|                           |                        | REPLACE NOW        |

FAUX UI



ASSET DETAILS  
**Inline Filter FL355**

Model RAC120 Filter Type Signs Daily Use 24 hrs

CONDITION (OCI)  
★ 68.24

COST TO DATE  
\$1,157.40

3 WK LEFT

12 13 14 15 16 17 18 19 20

42.5° N 90.7° W  
Dubuque, IA

## OUR PHOTOS

### NEED A PHOTO?

Photos help us to cast our vision and tell our story. Our photography style is energetic and authentic. You'll see it represented in three categories:

#### CITYSCAPES AND LANDSCAPES

Large-scale and aerial photos of communities help communicate our big picture ideas like process, clarity, and accountability.

#### PEOPLE

Whenever possible, we use photos of people to illustrate our commitment to high-performing teams and community engagement. Imagery with people in it tends to create better engagement than imagery without.

#### SOFTWARE

We show off our design-first thinking and attention to UI and UX by actually showing our software on real devices. This also allows us to illustrate specific product features and functions.

*If you need a branded image, you can request it through the marketing department. If we don't already have what you're looking for, we'll capture a new image for you.*







# Cartègraph

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800.688.2656

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