



# Pressac Communications

## Brand Guidelines



# Contents

## Welcome to the Pressac Brand Guidelines

Our new guidelines take you through how we express our brand voice and visual identity.

Please read and follow these guidelines carefully when developing any Pressac communication material to help us continue to build a strong and consistent brand.

You can download a full copy of our **Brand Assets** [here](#)

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# Brand Positioning

Version 5.0 - 2026

# Brand positioning

## Who we are

Pressac is a leading manufacturer of IoT solutions, enabling organisations to connect, understand, and optimise their environments through intelligent, data-driven technology.

We design and manufacture scalable, secure, and software-agnostic IoT systems that transform buildings, assets, and operations into fully connected ecosystems.

## Our purpose

To power a smarter, more sustainable world through intelligent IoT technology.

## What we do

Pressac develops IoT-enabled hardware and systems that:

- Capture real-time data from physical environments
- Seamlessly integrate with existing platforms
- Enable smarter decision-making at scale

From workplace optimisation to ESG reporting, our solutions empower organisations to operate more efficiently, sustainably, and intelligently.



# Value Proposition

# Value proposition

## We are:

- A manufacturer of IoT solutions
- A trusted technology partner
- A driver of digital transformation in the built environment

## What sets us apart

- **Manufacturing Expertise**  
Decades of UK-based design and production excellence
- **True IoT Capability**  
End-to-end solutions, not standalone devices
- **Software-Agnostic Integration**  
Works seamlessly with any platform
- **Scalable by Design**  
From single sites to global estates
- **Secure by Default**  
Enterprise-grade encryption and data integrity
- **No Recurring Fees**  
Transparent, cost-effective ownership



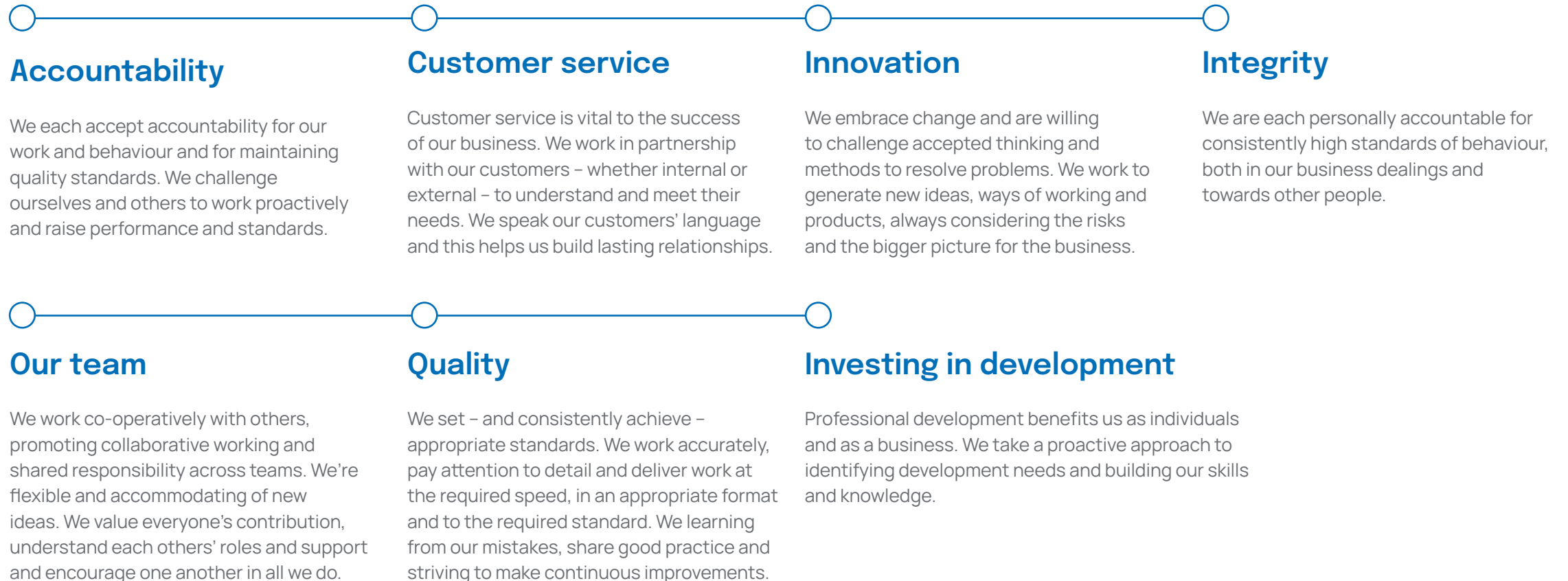
# Our Values

Version 5.0 – 2026

# Our values



Our values sit alongside our brand purpose and brand idea. They are our founding thoughts that inspire and guide everything we do.





# Tone of Voice

Version 5.0 – 2026

# Tone of voice

## How we sound

We communicate as a **confident, expert IoT leader**.  
Clear, direct, and insight-driven.

## Key characteristics

- **Authoritative, not arrogant**  
We lead with expertise and evidence
- **Clear, not complex**  
We simplify IoT and data into meaningful outcomes
- **Insight-led**  
We focus on intelligence, not just technology
- **Customer-focused**  
We translate capability into real-world value

There are two big reasons why we should pay attention to tone of voice in our communications.

Firstly it makes us sound consistent, so all our written communications feel like they're coming from the same place.

Secondly, because the voice we use should reflect who we are as a company, the way we work, the service we provide to our clients and the qualities that set us apart.

## How does that affect the language we use?

- We talk directly to our reader and focus on what's relevant to them.
- We use active language and get to the point quickly.
- We write with confidence and back up our statements with facts and examples.
- We make sure everything we write is clear and easy to understand, making complex technologies and processes accessible.



# Core Messaging

Version 5.0 - 2026

# Core messaging



## Primary message

Pressac is a leading manufacturer of IoT solutions that enable smarter, connected environments.

## Brand statements

### Short

The Leading manufacturer of IoT solutions.

### Medium

Pressac designs and manufactures IoT solutions that connect environments, capture real-time data, and deliver actionable insight.

### Long

Pressac is a leading manufacturer of IoT solutions, providing intelligent, scalable technologies that transform buildings and assets into connected ecosystems, enabling organisations to optimise performance, reduce costs, and achieve sustainability goals.

## Supporting messages

- Turn data into actionable intelligence
- Enable real-time visibility across assets and spaces
- Support sustainability and ESG goals
- Improve operational efficiency and performance
- Deliver scalable, future-ready infrastructure

## Proof points

- UK-based manufacturing and innovation
- 60+ years of engineering expertise
- Trusted by leading organisations
- Secure, scalable, and software-agnostic systems
- Data-led decision-making moments
- Connected systems across multiple touchpoints
- Clean, modern, intelligent spaces



# Our Logo

Version 5.0 - 2026

# Our logo

## Updated for the future

Our logo is our most important visual asset. It acts as our identifying mark across all of Pressac.

We've recently updated our logo to a non-italic 'Pressac' to help with clarity across all communications.



# Logo variants

We've created two variants of our logo, portrait and landscape. Choose a variant that best suits the communications you are creating when at design stage.

Examples of how we use the logo variants can be found in our layout guide on page 00.

Portrait



Landscape



# Logo colours

Our primary logo colour is Steel Blue.

Our secondary logo is white.

As before, choose a colour that best suits the communications you are creating when at design stage.

Primary and secondary colour logos are available in the Pressac Design Toolkit, you'll find CMYK (for print) and RGB (for screen) variants.

Primary colour - Steel Blue



Secondary colour - White



# Logo clearance zone

To protect the Pressac primary and secondary logo from distracting graphics or typography, always maintain our minimum clearance zone around them.

Measure both the vertical and horizontal clearance zone by using the height of the “P” in Pressac.



# Logo dont's

Consistency is key to maintaining brand integrity.

Never attempt to recreate the Pressac logo.

The examples to the right illustrate a wide range of incorrect uses, but are not intended to be a complete list.

Remember, all our logos are available in the Pressac Design Toolkit.





# Our Colour Palette

Version 5.0 - 2026

# Corporate tones

We use a simple yet distinctive palette of colours to make us stand out and help us look and feel different.

Use the colour guides to the right for all Pressac communications.

## Midnight Blue



**Pantone**  
7463C

**CMYK**  
C100 M63 Y12 K67

**RGB**  
R0 G39 B73

**Hex**  
#002749

## Steel Blue



**Pantone**  
660C

**CMYK**  
C88 M50 Y0 K0

**RGB**  
R0 G111 B183

**Hex**  
#006fb7

## Sky Blue



**Pantone**  
298C

**CMYK**  
C67 M2 Y0 K0

**RGB**  
R54 G188 B238

**Hex**  
#36bcee

## Grey



**Pantone**  
9C

**CMYK**  
C30 M22 Y17 K57

**RGB**  
R106 G109 B113

**Hex**  
#6a6d71

## Cool Grey



**Pantone**  
6C

**CMYK**  
C37 M28 Y28 K7

**RGB**  
R167 G167 B167

**Hex**  
#a7a7a8

## White



**Pantone**  
N/A

**CMYK**  
C0 M0 Y0 K0

**RGB**  
R255 G255 B255

**Hex**  
#ffffff

# Primary colour gradient bar

The primary gradient bar is a support element that is mainly used as a footer to hold the logo and supporting copy for the page. It's typically used in footers or to add clarity to complex layouts. It can also be used to create emphasis behind quotes.

Midnight Blue



**Pantone**

7463C

**CMYK**

C100 M63 Y12 K67

**RGB**

R0 G111 B183

**Hex**

#006fb7

**Gradient Angle**

-5.8

**Gradient Location**

50%

Steel Blue



**Pantone**

660C

**CMYK**

C88 M50 Y0 K0

**RGB**

R0 G111 B183

**Hex**

#006fb7

# Primary graphic gradient bar

The primary graphic gradient bar is a support element that is mainly used as a backdrop or footer to hold the logo and supporting copy for the page.

The gradient bar consists of the primary Midnight Blue and Steel Blue gradient, combined with the dotted graphic texture which can be seen throughout supporting elements.



## Pantone

7463C

## CMYK

C100 M63 Y12 K67

## RGB

R0 G111 B183

## Hex

#006fb7

## Pantone

660C

## CMYK

C88 M50 Y0 K0

## RGB

R0 G111 B183

## Hex

#006fb7

# Secondary graphic gradient bar

The secondary graphic gradient bar is a support element that is mainly used as a subtle backdrop or footer. The subtle nature of this graphic means it can house text boxes on top of it.





# Our Fonts

Version 5.0 - 2026

# Our fonts

## Typography usage

Our typographic style contributes to our distinctive aesthetic, and reinforces our quality and innovation.

abcde

# Prime fonts (External use)



Our prime fonts are Epilogue Semi Bold for headlines and sub headers, Manrope Regular is used for all body copy. We use our Prime fonts in all external communications. External communication refers to all communications which are customer facing.

---

## Headlines & Sub Headers

Epilogue Semibold

All body copy:

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Manrope Regular

# Secondary fonts (External use)



Our secondary fonts are Avenir LT Pro Bold for headlines and sub headers, Avenir LT Pro Regular is used for all body copy. We use our Secondary fonts in all internal communications. Internal communication refers to all communications which are not customer facing. They are used in-house for all internal documents / presentations and are chosen as they are common system fonts available in applications such as Word and Powerpoint.

---

## Headlines & Sub Headers

Avenir LT Pro Bold

All body copy:

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Avenir LT Pro Regular



# Design Assets

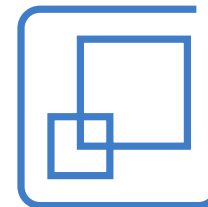
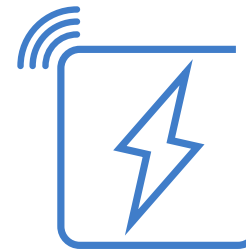
Version 5.0 - 2026

# Design assets

## Designed for communication

Our design assets continue to grow as our brand develops. From Information Bubbles that hold vital sensor information, to our new style Iconography and image treatments.

All our design assets are available in print and screen formats, and can be found in the Brand Toolkit.

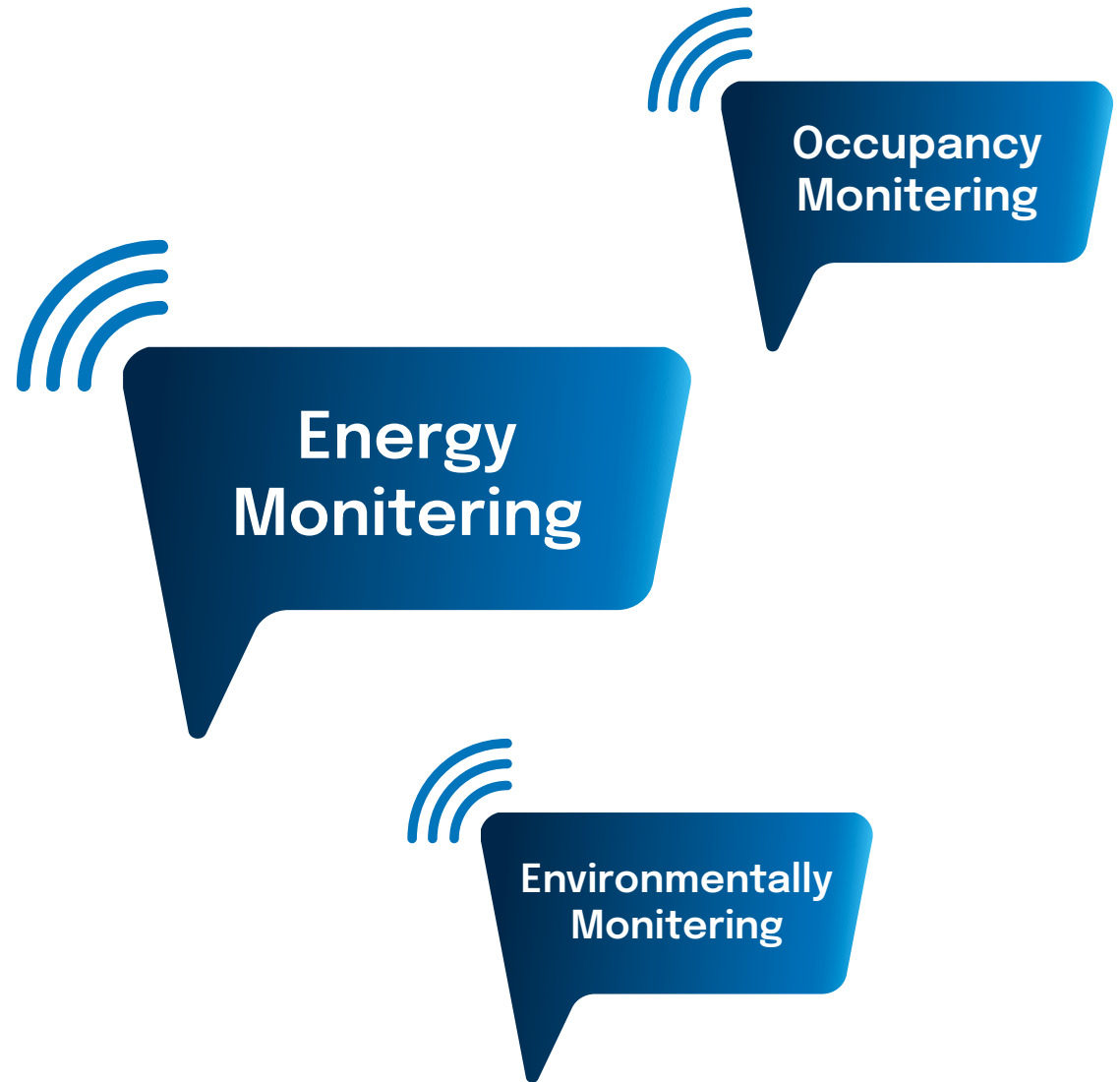


# Information bubble

## Designed for communication

The primary use of our information bubbles is to show sensor information in our communications.

Information bubbles are available in print and screen formats, and can be found in the Brand Toolkit.



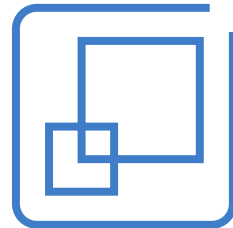
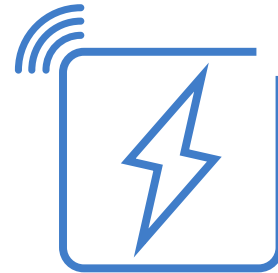
# Iconography

## Our bespoke design

The primary use of our information bubbles is to show sensor information in our communications.

Our bespoke iconography library is continuing to grow as we develop the brand assets.

All iconography developed so far is available in print and screen formats, and can be found in the Brand Toolkit.





# Photography

Version 5.0 – 2026

# Photography

## A professional personality

When using photography featuring people in our Pressac communications, we aim to capture genuine, candid moments in people's lives where the subject(s) are **not** aware of the camera.

When using photography that does not include people, we aim to show modern, inspiring spaces, from interior office spaces to modern architecture. Our photography is natural, real, bright and optimistic.

**Do not** use images of people looking directly into the camera (staged or set up shots).

**Do not** use images that have been overly Photoshopped or designed, this could include technical overlays, including figures (numbers), electric bolts, glowing technical images etc. All iconography developed so far is available in print and screen formats, and can be found in the Brand Toolkit.



## Photography style featuring people: Incorrect / Correct Style



## Photography style we like for offices: Bright, clean, modern



## Photography style to avoid





# 3D Product Renders

Version 5.0 - 2026

# 3D Product Renders

We have a suite of 3D product renders which are used throughout the website and marketing collateral.





# Elements In Practice

Version 5.0 - 2026

# Elements in practice

## Bringing it all together

The following pages show some examples of how we bring all the design elements together to create Pressac communications.

Everything that is used to promote Pressac should be brand consistent and based on the visual guides in this document.

As our updated branding continues, we'll include further examples in the future.

# Data sheet example

Font combinations:  
Epilogue / Manrope

Blue gradient graphic

Core iconography

Web address

Pressac logo

Brand tagline

Product datasheet

## LoRaWAN® Room Conditions Sensor

Measure all aspects of air quality with a single sensor.

Our room condition sensor measures occupancy, light, sound, temperature and humidity. This sensor can be mounted on a wall, ceiling or table top. Producing near real-time, highly accurate data which you can use to ensure your room conditions are at optimum levels at all times.

### Features

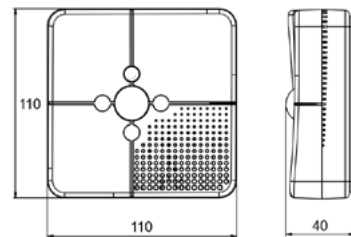
- Measures occupancy, light, sound, temperature and humidity:
  - Occupancy up to 6 meters
  - Light 0-20,000 lx
  - Sound 0-124 dB
  - Temperature -10-50°C
  - Humidity 0-100% RH

- Instant updates when occupancy detected, plus status updates every 10-300 minutes. Reports room conditions every 5-60 minutes (configurable).

- Transmit data wirelessly via LoRaWAN® protocol, operating on licence-free ISM bands with long-range, low-power communication.



### Dimensions (mm)



Technology that makes buildings talk

Provisional product datasheet

## Wireless leak detection sensor

Monitor your assets for leaks in real time.

Our wireless leak detection sensors allow you to monitor your critical assets for leaks to minimise liquid damage by instantly reporting when there is more than 1mm of water detected. The small, battery-powered devices use ultra-low power wireless technology making them easy to install and very low maintenance.

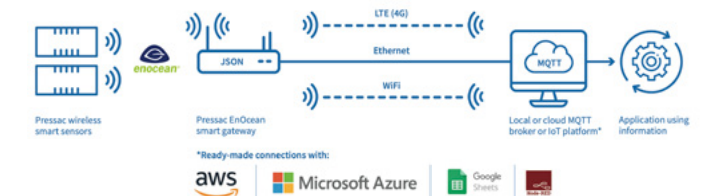
### Features

- Reports its status in 15 minute intervals and instantly upon reporting a leak
- Battery typically lasts up to 10 years
- Transmit data wirelessly and securely – using AES-128 encryption – via EnOcean wireless protocol, which uses internationally approved, licence-free ISM bands



### Integrating sensor data

Our smart gateway receives near real-time data from all sensors within range, converts the raw data into an easy-to-use JSON format, then publishes it using MQTT protocol. Data can be sent - via Ethernet, LTE (4G) or WiFi - to any local or cloud MQTT broker; Microsoft Azure IoT Hub or AWS IoT Core; directly into Google Sheets; or to a Node-RED application.



Technology that makes buildings talk

# Exhibition banners

Pressac logo

Brand tagline

Font combinations:  
Epilogue / Manrope

Blue gradient graphic

Core iconography

Web address

The banner features a dark blue background on the left with the Pressac logo and the headline "The leading manufacturer of IoT sensors". Below the headline is the tagline "Get the IoT data you need to power your data driven solutions and projects." and four icons representing "No Middleware", "UK Manufactured", "No Subscriptions", and "Easy to Integrate". The right side of the banner shows a modern office interior with people working at desks, overlaid with three callout boxes: "Environmental Monitoring" (with a thermometer icon), "Energy Monitoring" (with a lightning bolt icon), and "Occupancy Monitoring" (with a person icon).

This smaller banner features the Pressac logo at the top. Below it is the headline "Get the IoT data you need to power your data driven solutions and projects." followed by four bullet points: "No Middleware", "UK Manufactured", "No Subscriptions", and "Easy to Integrate". At the bottom, it reads "A leading manufacturer of IoT solutions". The background is a blurred image of a modern office interior.

# Brochure

Font combinations:  
Epilogue / Manrope

Blue gradient graphic

Core iconography

Web address

Pressac logo

Brand tagline





# The leading manufacturer of IoT sensors

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