



BRAND GUIDELINES

MR



Logotype

Vertical Logo



Horizontal Logo



Complementary Color Palette



MONITOREAL



GREEN RYB
CMYK: 61,0, 95, 0
RGB: 115,183, 56
HEX: 73B738



SPACE CADET
CMYK: 100,91,28, 40
RGB: 30, 37, 81
HEX: 1E2551

BITTERSWEET
CMYK: 0, 70, 55, 0
RGB: 248, 112,96
HEX: B93048

AMBER
CMYK: 0, 27, 93, 0
RGB: 255, 193,0
HEX: FFC100

CAROLINA BLUE
CMYK: 71,25, 5, 0
RGB: 67, 156,209
HEX: 439CD1

MAXIMUM PURPLE
CMYK: 61,94, 0, 0
RGB: 128,46, 136
HEX: 802E88

PEACH CRAYOLA
CMYK: 0, 33, 38, 0
RGB: 249, 190, 159
HEX: F9BE9F

PLATINUM
CMYK: 0, 0, 0, 15
RGB: 227, 227, 227
HEX: E3E3E3

GRAT WEB
CMYK: 0, 0, 0, 65
RGB: 124, 124, 123
HEX: 7C7C7B

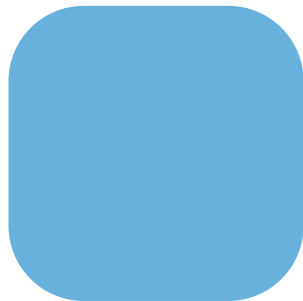
Our colors have
lighter and
darker tints



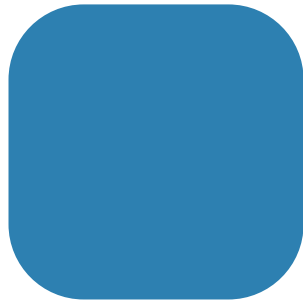
YELLOW GREEN CRAYOLA
CMYK: 40-0-60-0
RGB: 171, 217, 130
HEX: abd982



MAXIMUM GREEN
CMYK: 70-25-100-10
RGB: 89, 140, 43
HEX: 598c2b



AERO
CMYK: 60, 15, 5, 0
RGB: 107, 178, 219
HEX: 6bb2db



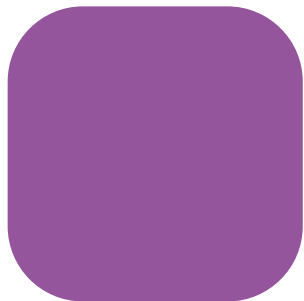
BLUE NCS
CMYK: 80, 40, 15, 0
RGB: 44, 130, 181
HEX: 2c82b5



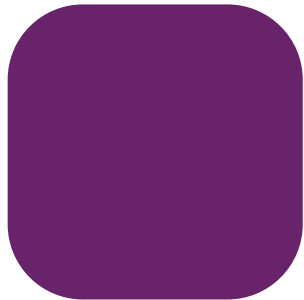
DARK CORNFLOWER BLUE
CMYK: 90,80,0,0
RGB: 55, 68, 149
HEX: 374495



OXFORD BLUE
CMYK: 100, 95, 45, 65
RGB: 17, 20, 45
HEX: 11142D



PURPLE CRAYOLA
CMYK: 50, 75, 0, 0
RGB: 152, 82, 155
HEX: 98529B



MIDNIGHT
CMYK: 70, 100, 20, 10
RGB: 101, 36, 106
HEX: 65246a

Color Mix



Use of Color Palette

See what matters



Monitoreal Smart Plug



m onitoreal.com

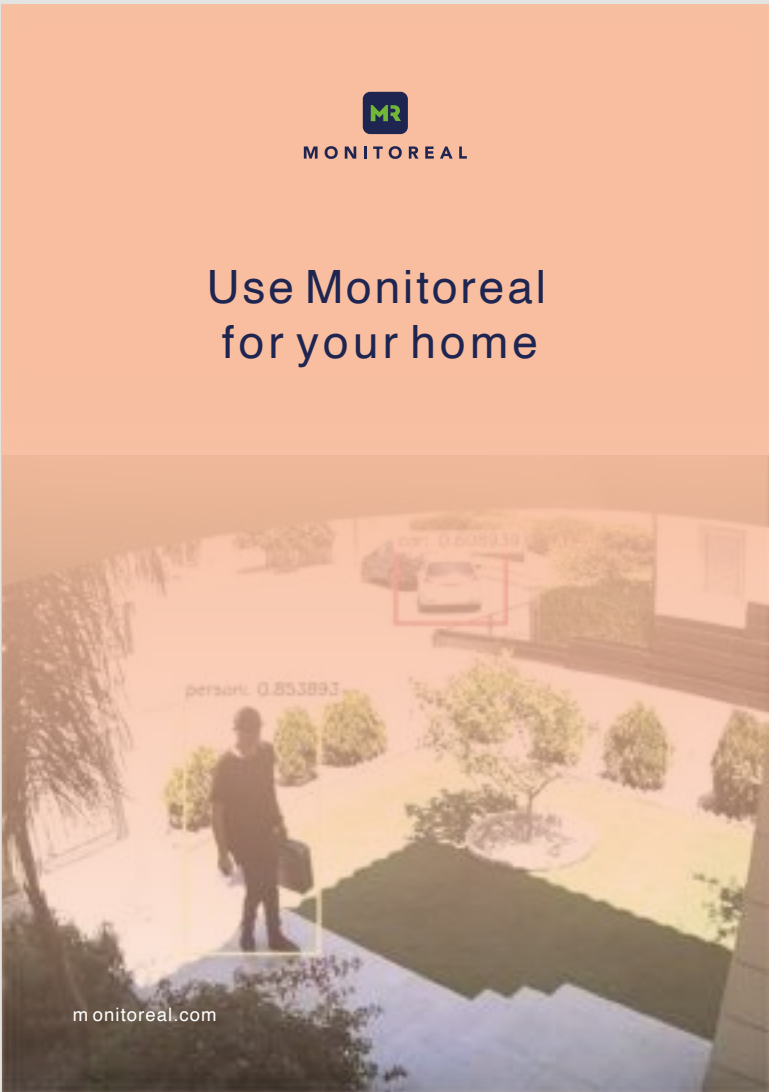


Restaurants

Manage up to 8 security cameras with a single AI-smart appliance.



m onitoreal.com



Use Monitoreal for your home

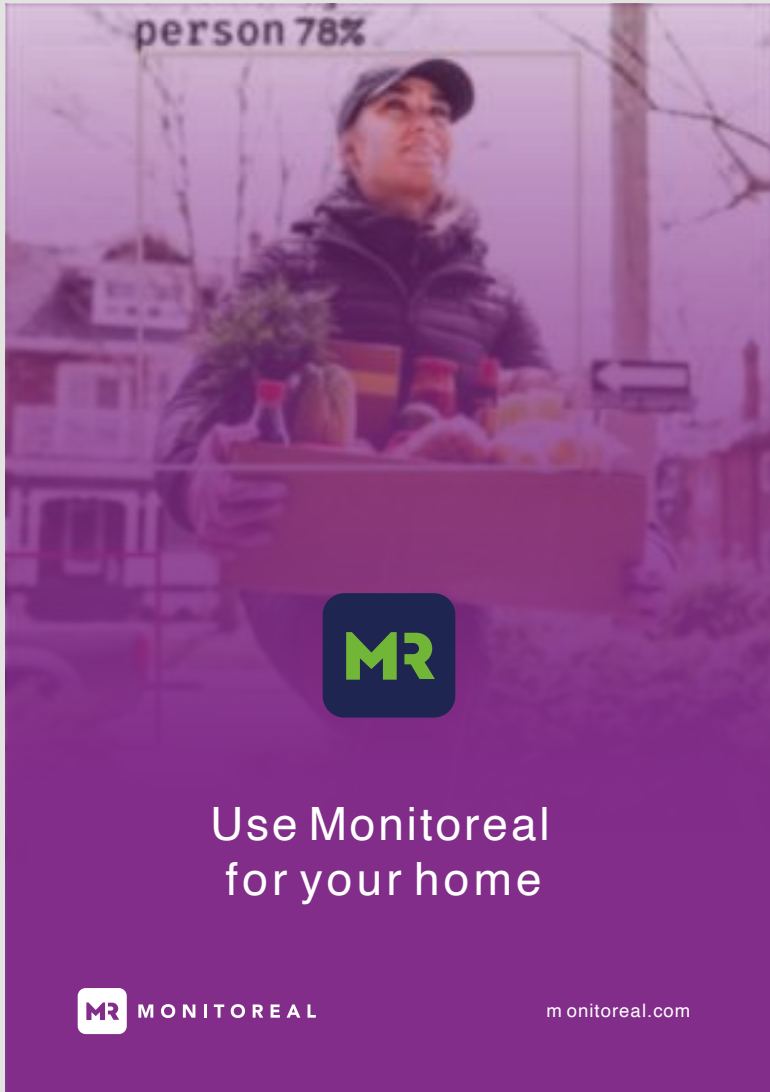
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Monitoreal Security Assistan Pro



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person 78%



Use Monitoreal for your home

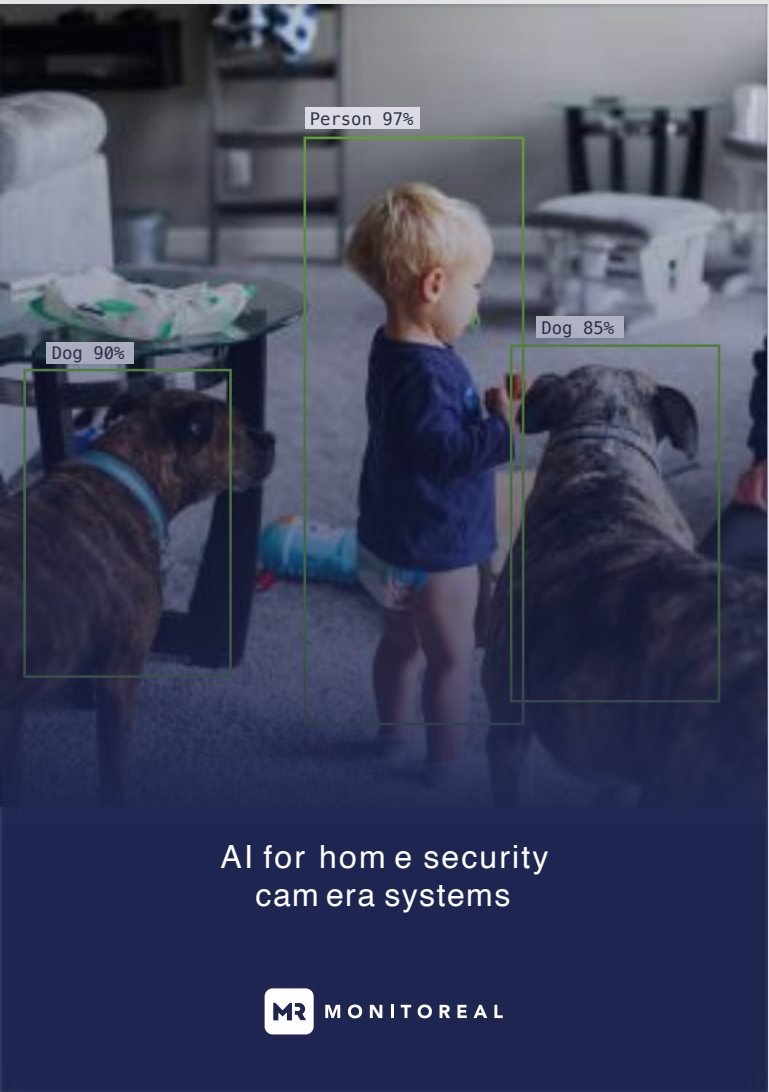


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Uncloud Security

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Person 97%

Dog 90%

Dog 85%

AI for home security camera systems



Solution Brief example

**MONITOREAL**

**Retail Stores**

BASED ON ONLY THE EVENTS THAT MATTER.

CHALLENGE

Motion and PIR sensors can generate false alerts from lighting changes and unimportant objects.

OUR SOLUTION

Add MR Video Security Assistant to existing or new cameras to replace motion detection and trigger alerts based on only the events that matter.

Add MR Relay to intelligently trigger connected alarm panel zones. Alarm dealers upsell a higher value solution to their customers and reduce costly false alarms as a result.


MONITOREAL VIDEO SECURITY ASSISTANT


MONITOREAL VIDEO SECURITY ASSISTANT

SOLUTION BRIEF

 CA@monitoreal.com  monitoreal.com

**MR**

A SMART WAY TO MAKE RETAIL SAFER

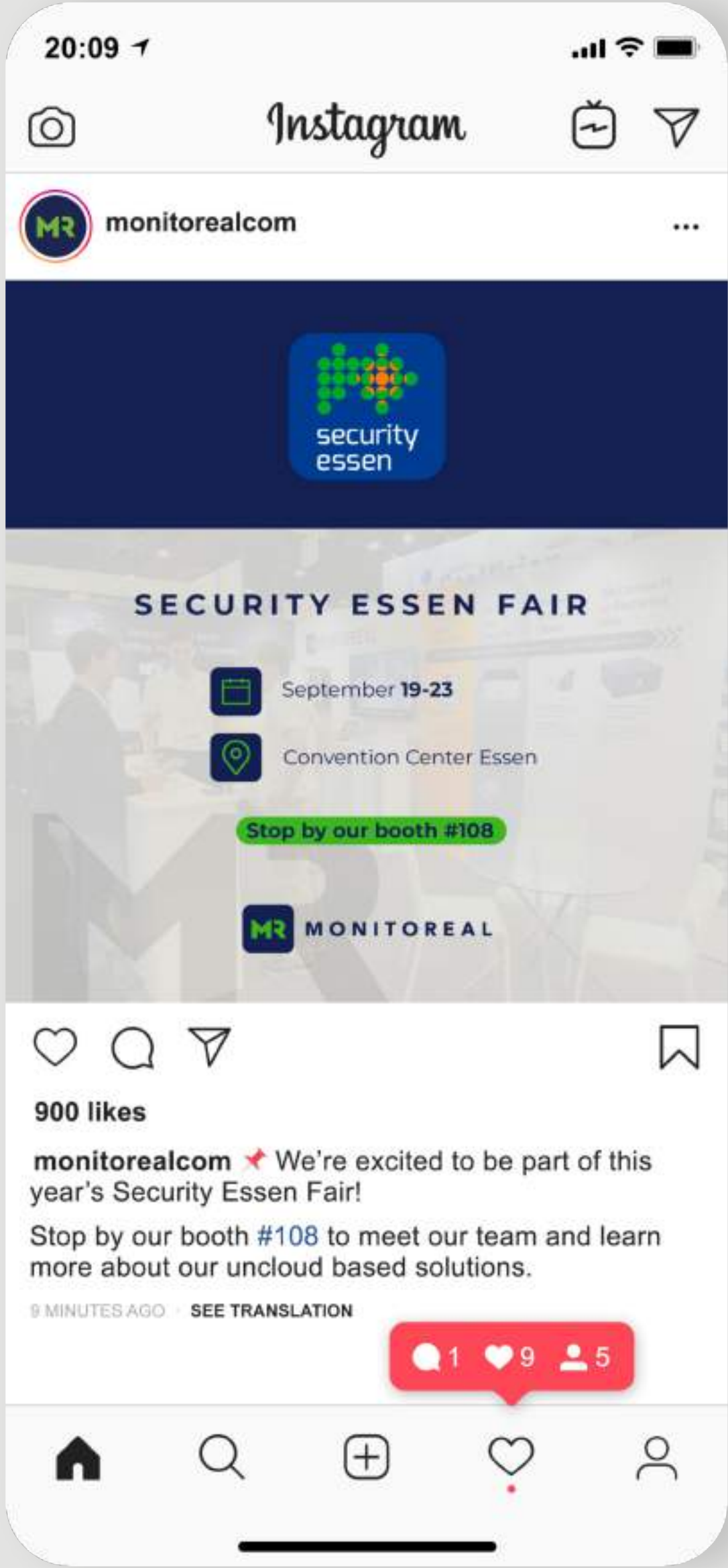




SOLUTION BRIEF

 CA@monitoreal.com  monitoreal.com

Social media



Social media

Person 97%

Dog 90%

Dog 85%

SEE WHAT MATTERS

MR

An uncloud based solution built with complete privacy in mind.

MR MONITOREAL

MONITOR YOUR HOME WITH INSTANT NOTIFICATIONS

MR MONITOREAL

Manage up to 8 security cameras with a single AI-smart appliance.

MR MONITOREAL

WELCOME to the OPEN

security essen

SECURITY ESSEN FAIR

September 19-23

Convention Center Essen

Stop by our booth #108

MR MONITOREAL

PRIVACY MATTERS

MR MONITOREAL



Iconography



SNAP TO GRID

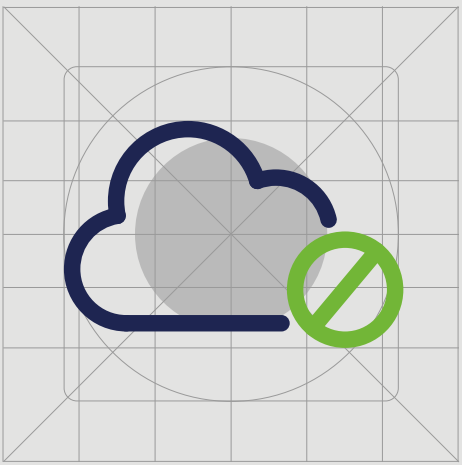
Grid based on Material design icon grid proportions

LINE

3 pt
Rounded tips

ROUNDED CORNERS

CLEAR SPACE



Fonts

MONTSERRAT

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0 1 2 3 4 5 6 7 8 9

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

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

Thin	Thin Italic
Extra Light	Extra Light Italic
Light	Light Italic
Regular	Regular Italic
Medium	Medium Italic
Semibold	Semibold Italic
Bold	Bold Italic
ExtraBold	ExtraBold Italic
Black	Black Italic

Business Card



MR

monitoreal.com

