ERAVANT

MAKING MILLIMETERWAVE ACCESSIBLE

BRAND IDENTITY
MANUAL

CONTENTS

CORE IDENTITY

THE COMPANY

Eravant (Formerly SAGE Millimeter), is a woman-owned, U.S.-owned, and ITAR-registered technology company focused on developing high performance microwave and millimeterwave components and subassemblies for commercial and military system applications. SAGE Millimeter's product offerings range from standard catalog products to custom-designed, application, performance, or function-specific products.

The catalog products are organized into ten families according to their functionalities. While these products cover most general application categories in the industry, Eravant is committed to designing and manufacturing custom products to meet customer specifications or assisting customers to define their system products by using the most available microwave and millimeterwave technologies.

OUR MISSION

We design and manufacture high-performance components and subassemblies that support engineers working on traditional and emerging applications for millimeter-wave technology. We are as committed to delivering a quality product as we are to delivering a quality customer experience.

Our brand voice should reflect our personality and values as well as accurately portray our brand promise. Consider these guidelines when creating content.

RELENTLESS DRIVE

Our determination and fast rise identify us in the industry. We are ever-striving to implement improvements to our technology and the customer experience. There is no time and no desire to rest.

PRACTICAL, RELIABLE EXPERTISE

We are respected for solutions that deliver results. We are not dreamers; we are experts and innovators who earned their knowledge through time on the bench. Grounded in the realities of the technology, we continue learning so that we can work right up to the edge of possibility.

CONNECTED TEAM, LARGER PURPOSE

Our company would not exist but for our people and our customers. The customer journey motivates our team in everything we do. We are committed to seeing our clients change the world with our technology.

ALIGNMENT

RESOURCEFULNESS

COMPREHENSIVENESS

COMPETITIVENESS

COMPASSION

OUR LOGO

PRIMARY LOGO

Should be used in either white or black only, depending on what is most legible.

ERAVANT
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SECONDARY LOGO

May be use in instances where space is an issue.

The secondary logo may also be used as a graphic element.

TAGLINE

Logo should almost alway appear with our tagline; because we are a new name we want all customers to associate us with the millimeter wave industry

DON'T use the tagline when the logo will appear 2in or smaller in length, as it becomes too difficult to read.

ERAVANT
MAKING MILLIMETERWAVE ACCESSIBLE
3"
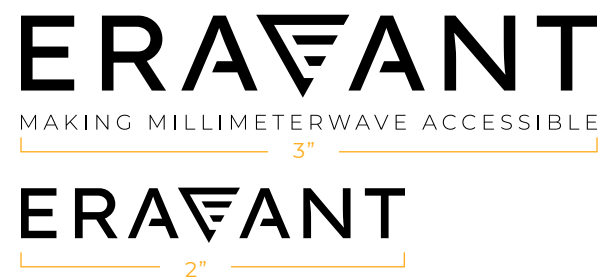
ERAVANT
2"

WHEN THE LOGO APPEARS 2" AND SMALLER DROP THE TAGLINE

The ERAVANT logo was designed with an emphasis placed on negative space, as seen in the Secondary Logo where both the letter "V" and the letter "E" are present. To preserve the negative space, it is important to allow ample room on every side. The minimum clear space around the Primary logo should be exual to 1/2 of the x-height of the logotype.

MINIMUM PRINT SIZE
To ensure that the Primary Logo is legibile, the minimum printed size should never be smaller than 2in or 144 pixels long.

1/2 X-Height

X-Height

ERAVANT

NEXT GENERATION MILLIMETERWAVE COMPONENTS

ERAVANT

NEXT GENERATION MILLIMETERWAVE COMPONENTS

ERAVANT

LOGOMARK DONT'S

DON'T stretch or squeeze the logo.

DON'T place the logo on colored backgrounds.

DON'T place the tagline on top of the logo.

DON'T use any color besides black or white for the logo.

BRAND ELEMENTS

Montserrat is a beautiful modern typeface whose Regular weight is heavy enough to act as a headline but light enough not to compete with our logomark.

Make sure you're only using it in things like headlines in UPPERCASE only.

Additionally, tracking should be set to 100!

MONTSERRAT-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

0 1 2 3 4 5 6 7 8 9

MONTSERRAT-LIGHT

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

0 1 2 3 4 5 6 7 8 9

These three weights of Calibri are going to cover all your typography needs. The Calibri font is an approachable, and legible font. Start with Calibri Light. If you need to go below 9 pt, move up to Calibri Regular. In any other instance, or when you need to highlight something, you have our permission to use Calibri Bold.

CALIBRI-BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

CALIBRI REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

CALIBRI LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

USING OUR FONTS

The Montserrat font and the Calibri families have a number of different weights that we vary according to the text we're setting. Font size should be at least a 3 to 1 ratio for Body Copy and Headlines.

Headlines: Montserrat Bold
Secondary Headlines: Montserrat Light
Subheadlines: Calibri Bold
Body Copy: Calibri Light

WAVEGUIDE CONNECTOR UNI-GUIDE™

Establish a connection to the waveguide world

SAGE Millimeter has invented the Uni-Guide™ to fulfill the need for a waveguide connector, like the coaxial connector, to create a direct waveguide interface without additional efforts. SAGE Millimeter has released WR-28, WR-22 and WR-19 waveguide connectors to accept the most commonly used 12-mil diameter glass bead with 0.48" mounting hole separation in the industry. Like the coax connector offering a coaxial RF interface, this waveguide connector provides a direct waveguide RF interface. Other waveguide connectors with different glass bead pin sizes, such as 9, 15, 20 and 50 mils, different mounting hole separations, various mechanical designs and other frequency bands in the frequency range of 8.2 to 110 GHz are offered under different model numbers.

PRIMARY COLORS

As you may have noticed, we like black! Our Primary colors are a clean and professional black and white.

PRINT
SPOT   PANTONE Black C

WEB/SCREEN
HEX #   000000
RGB   R=255 G=255 B=255

SECONDARY COLORS

Are gold and grey. Secondary colors should be used sparingly, in instances where the primary colors alone do not suffice. Accents, graphics elements, highlights, are some examples.

PRINT
SPOT   137 C

WEB/SCREEN
HEX #   ffad1e
RGB   R=255 G=173 B=30

PRINT
SPOT   Cool Gray 6 C

WEB/SCREEN
HEX #   939598
RGB   R=147 G=149 B=152

AN ODE TO SAGE

Using this rebranded product photo will enable returning customers to link Eravant to SAGE Millimeter, and retain our credibility as an industry leader.

When using product imagery for external marketing, all labels should feature the Eravant logo, and when possible feature the highest frequency as a visual representation that we offer frequencies as high as 330 GHz.

DATASHEET PHOTOGRAPHY

As a leader in B2B solutions for millimeter wave components and subassemblies, public datasheets for all 5,000+ models are one of the ways Eravant has set itself apart from competitors. Real and accurate photos of our products are the way we show our customers that we are reliable and have in-stock inventory.

Product photos should prioritize featuring our product label (i.e. the Eravant logo and model number) as well as things like wavguide flanges and connectors.

Lighting should be even paying special care that overexposure does not obstruct visibility. Shooting products directly from the front should also be avoided.

Datasheet and web listing photos should be cropped with at least ___pixels on all sides. Products should not occupy the entire frame to allow space for icons on product listings to be clearly visible. Additionally, while products are not to scale in relation to eachother, some care should be taken to preserve the idea of scale. For example, small adapters should not ccupy as much space as an amplifer.

WATERMARKS

All online product listings as well as datasheets are required to have watermarks. No un-watermarked photos should be sent to reps or customers unless pre-approval is received. No products where a product label is visible should be used unless a watermark is present.

A VALUABLE TOOL

Photography is a valuable tool used to demonstrate that we are a High Performing Team with engineering and manufacturing at the forefront. Photography is the key to setting ourselves apart from buy-and-resellers and should always focus on our in-house capabilities and whenever possible feature real employees doing great work in our state-of-the-art facility.

ARTISTIC

Photography should be shot artistically with tight cropping and shallow depth of field used to focus the eye and allow for easily legible text overlay if necessary. Imagery should be light and bright and reflect the openness of the facility.

TECHNICAL ACKNOWLEDGMENTS

Things to consider when shooting subjects in the lab:

ESD compliance: Jackets, gloves, wrist straps
Cleanliness: Clean desks, cable management
COVID masking is not desirable for external use
Diversity

3-DIMENSIONAL

Because we don't like stock photography, 3D illustrations are a great substitute for broader themes where we don't have our own photos. Products can also be illustrated in this style. Illustrations are to be used in white on black/grey backgrounds only.

EXAMPLES: Industries and Capabilities
USES: Presentation title pages
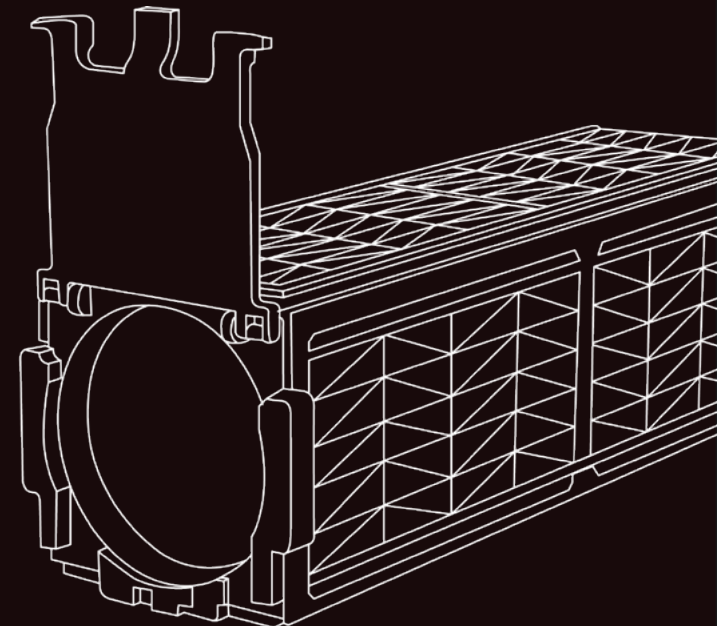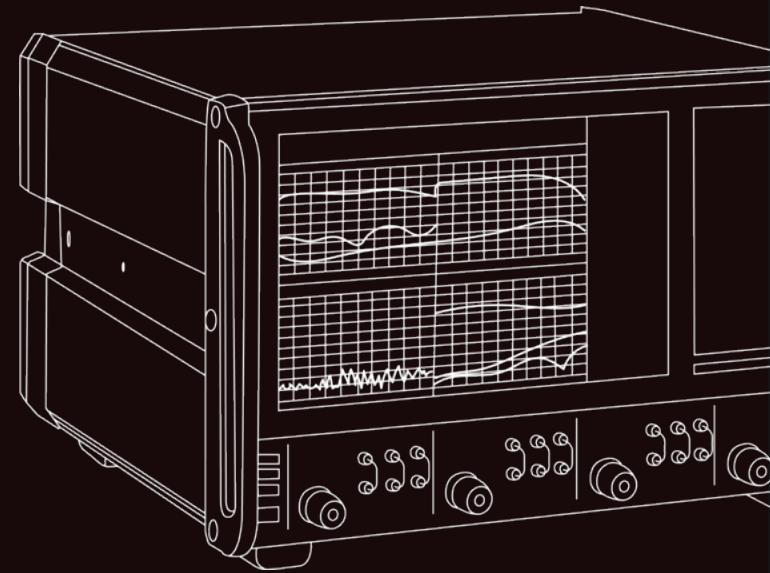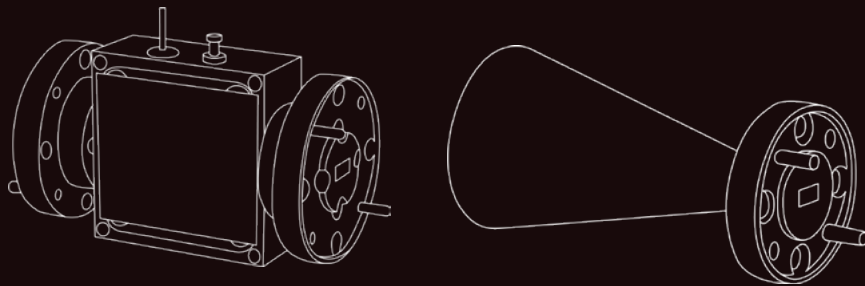
ERAVANT MERCHANDISE

Company swag should be designed in accordance with this brand guide. Designs should air on the side of minimalism and should always look professional. The idea behind company swag was to create a unified environment where teamwork and collaboration are integral company success.

BRAND APPLICATIONS

EXTERNAL MESSAGING

When presenting itself externally, Eravant must always put it's best foot forward. Eravant's primary objective is to be known to the industry as a *High Performing Team*.

Marketing efforts both digital and print should be aimed at supporting our mission of Making Millimeterwave Accessible. We do this through a multichannel approach and dual content strategy of brand awareness and product focused marketing.

APPROVED MESSAGING

Making Millimeterwave Accessible

Millimeter Wave Components And Subassemblies From Dc To 330 Ghz

Custom At Commercial Speeds

Mmw And Thz Cots

ADVERTISEMENTS

Digital Advertisements fall into two categories, brand awareness and product focused. Brand awareness ads focus on the company as a whole and feature what sets Eravant apart.
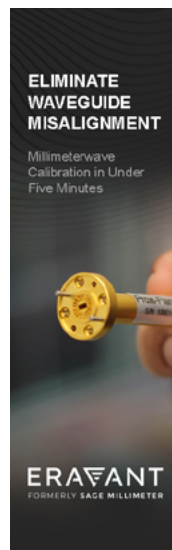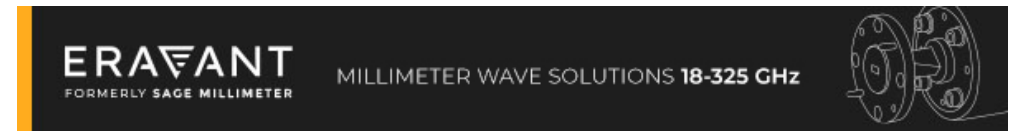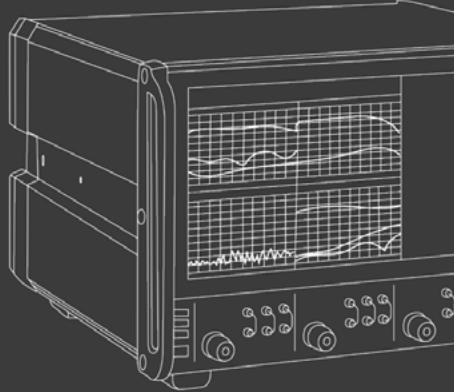
PRESENTATIONS

Any presentation to be uploaded as a resource should be created using the appropriate template.

Presentations are meant to be easy reads but informative in a visual way. Product photos should not have watermarks and should have shadows that anchor them to the ground with transparent backgrounds so that they can be easily layered with other photos and graphic elements.
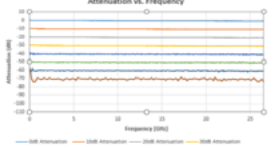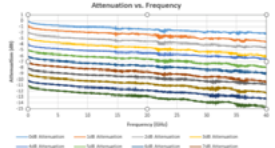
EMAIL

Because emails are delivered right to our inboxes and phones, they are our most direct, intimate communication channels with our customers. It's the best place to keep our brand front of mind to customers

Headlines

- Keep headlines short- between 3-5 words ideally.
- Don't reiterate what's in the art in the headline.

Body Copy

- Watch for long sentences.
- The body block should be scannable.
- Shoot for about 250 characters.
- Be selective about what information you include.
- Don't feel the need to end the body block with a CTA. Let the CTA button do its job.

TYPES

Brand Engagement

These emails are intended re-engage our audience and bring our brand front of mind. These emails should remind customers why working with Eravant is beneficial and which of their problems we can help them solve.

Product Specific

Product emails should not feature more then four products and descriptions should be short. Product emails should be segmented to users within applicable industries.

Educational

Another way to demostrate our technical knowledge and provide subscribers with useful information (blogs, papers, resources).

CALL TO ACTION BUTTONS

Our CTA buttons for web are available in two types depending on their placement.

Primary
The default button style is the classic unfilled rounded button with a filled hover.

Download   Download

Secondary
When visibility is an issue or extra emphasis needs to be given, the secondary button style can be used.

Download   Download

SOCIAL MEDIA

LinkedIn is our main avenue for social media presence. Becuase LinkedIn is widely used for recruiting, it is essential that we present Eravant as a leader in millimeterwave technology.

TYPES OF POSTS

When scheduling posts it is important to keep a healthy ratio of all types of posts.

Business Updates:

A great way to keep the public aprised of our noteworthy milestones as well as behind the scenes glimpses of life at Eravant. These types of posts are gretat for attracting new applicants.

Product:

Product focused posts should be used sparingly as they have the lowest engagement rates, but are an important way to remind subscribers about the vast range of our product offering. Copy should be short and digestible.

Educational:

Sharing knowledge has always been one of the ways Eravant sets itself apart from the competition. Research shows that educational marketing have some of the highest engagement rates. Educational posts can consist of any of our available resources.