

2025

Brand & Identity Guidelines





Table of Contents

Our value, our mission	02
Positioning statement, and elevator pitch	03
Target audience	04
Tone of voice	05
Brand pillars	06
Logo	07–10
Color	11–14
Typography	15–16
Resources	17

Our value

Useful indoor maps for any space, any scenario and anyone. Mappedin allows you to create better experiences for visitors, empower your business to make better decisions, and create safer and more secure spaces for all.

Our mission

Our mission is to make it easy for anyone to create and manage useful indoor maps.

Positioning statement

Mappedin empowers you to create a digital map of any physical space big or small. We make user friendly tools that allow anyone from building managers to CAD experts to create useful indoor maps.

Elevator pitch

We use outdoor maps daily but when we walk indoors, useful maps are missing. From malls to airports and everything in between, people need to find things and know where to go. Mappedin builds user friendly mapping tools that make the indoors visible—empowering businesses to create the experiences that people now expect.

Target audience

From malls to stadiums, Mappedin's mission is to make it easy for everyone to create useful indoor maps. Mappedin offers customers the ability to have one source of truth for property maps that can be used for a variety of use cases. This ensures that whether the map is being used to build a mall directory, part of an integrated workspace management system, or is embedded in a retail focused application, that the data is accurate and up-to-date.

The ideal result: One map everywhere.

Tone of voice

Mappedin's tone is friendly and approachable, yet confident. As one of the leaders in our industry, it's always important to be clear and provide straightforward language that is truthful and trustworthy.

Mappedin can be informal, but also professional.

Remember to adjust your tone accordingly.

Simple

We make it simple for our customers to understand our products. Simplify explanations, documentation, and content. Customers just want to know if our solution is for them.

Confident

Our consumers gravitate towards us because we are leaders in our industry. We know our customers are smart, we should confidently convey our expertise.

Approachable

We relate to customers' challenges and speak to them in a familiar and accessible way. We address questions to educate and help build knowledge of our solutions.

Friendly

We are a diverse and friendly group of individuals working as a team. We've got personality and aren't afraid to share our humour when appropriate!

Brand pillar #1

User-friendly tools

Benefits:

From building managers to CAD experts, you and me, Mappedin provides user-friendly tools that enables anyone to create useful indoor maps.

Related taglines:

- Indoor maps made by you.
- Got a few minutes? Make a map.
- Make a map in minutes.

Brand pillar #2

One map everywhere

Benefits:

In rapidly changing environments, our growing suite of solutions allow you to create indoor mapping experiences for any space, any scenario and anyone.

Related taglines:

- One map. Multiple solutions.
- Maps unlock your indoor spaces.
- We work within your workflows.
- Indoor maps for any space and any scenario.

Brand pillar #3

Maps for Good

Benefits:

Accurate, useable and secure indoor maps enable heightened safety and security for all.

Related taglines:

- Safe and secure spaces.
- Map your school and empower your community.

Logo



Primary logo

Our logo in slate grey or white, always sits on a background with enough contrast for the logo to be seen clearly.

Consistency communicates trustworthiness, a core element of Mappedin's brand personality. Please use the logos as provided and never alter or embellish the logotype. Be mindful of logo placement and legibility.





Secondary logo

Use the stacked layout whenever space is limited or when your layout requires it.

Symbol

Use this only in special cases where the other two cannot be used.

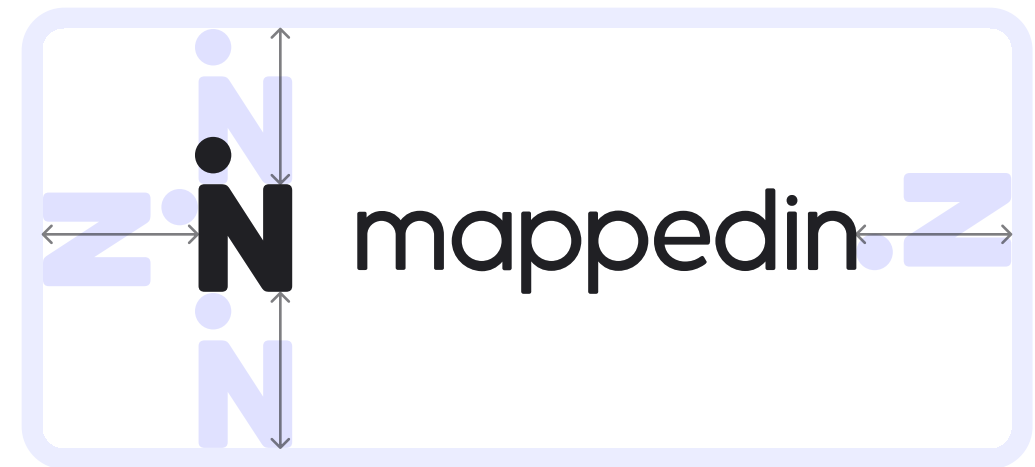


Logo space

Let the logo breathe!

A good rule of thumb is to give it 1x times the height of the 'iN' symbol in the logo itself.

NOTE: The space at top should be measured to the top of the 'N' in the 'iN' symbol



Color

Our colors

Using color consistently across all touch points builds strong brand recognition.

Mappedin's primary color is Mappedin Gray, and is used for headings, and dark backgrounds.

Our secondary color, Mappedin Indigo, is used as an action color for buttons, and links, etc.

Color palette

Each color has been broken down to different shades and values that are used sparingly, and for different purposes.

Lighter shades of Mappedin Gray are used for light backgrounds and light text on dark backgrounds.

Lighter shades of Mappedin Indigo are used as icon background color, borders, and for subtitle and text link color on dark backgrounds.

Color values

Mappedin Gray

#28282E

#E9E9F2

#F7F7FA

#FAFAFF

Mappedin Indigo

#4248FF

#686DFF

#8E91FF

#B3B6FF

#D9DAFF

#ECEDFF

Typography

Headings

Figtree Bold

This font is strictly used for headings.

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

Text

Figtree Regular

This font is strictly used for all body text.

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

Resources

Use the following links to download Mappedin logo files (.ZIP), and the Figtree typeface.

[Mappedin logo \(.ZIP\)](#)



[Mappedin stacked logo \(.ZIP\)](#)



[Mappedin symbol \(.ZIP\)](#)



[Typeface: Figtree \(Google Fonts\)](#)

