



BRAND GUIDELINES



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IMPROVING LIVES THROUGH DIGITAL ACCELERATION

A strategic technology solutions partner, Navitas is here to empower government agencies and corporations achieve their mission-led strategic goals through innovative and emerging technologies.



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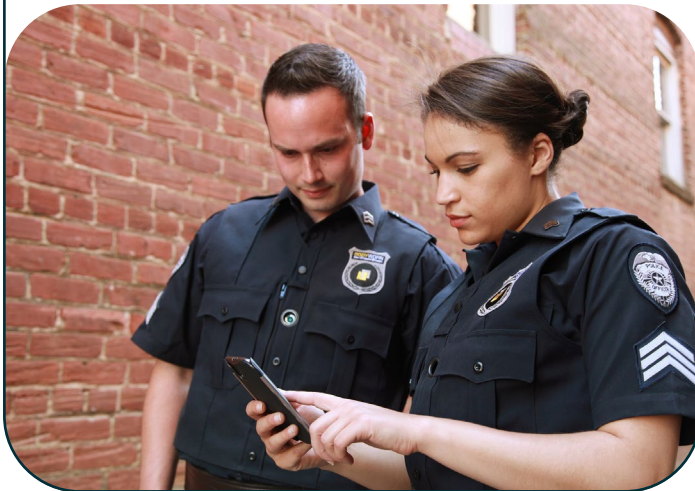
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BRAND ATTRIBUTES

Core principles

1.

**LIFTING
COMMUNITIES
THROUGH TECHNOLOGY**



2.

**NAVITAS
MEANS
"NEW ENERGY"**



3.

**DIGITAL
ACCELERATION
TO DRIVE CHANGE**



Brand/Business attributes

EXPERTISE

1.

- Multi-Cloud Enablement
- Digital Transformation
- Data & Intelligence
- Agile PMO & Advisory Services

POINTS OF DIFFERENTIATION

2.

- Our Intellectual Property in our Areas of Expertise & Accelerators
- Our Brand Recognition: Top Workplace Recognition by Washington Post 2022, Best & Brightest Place to Work 2021
- Our Technology Certifications: Azure, Kubernetes, AWS, Microsoft, Databricks, Snowflake
- Our People: Problem Solvers with years of experience in Digital Acceleration

THE BRAND ESSENCE

3.

- Focused on lifting communities through technology
- Infusing communities with “New Energy”
- Direct Impact on communities through Corporate Initiatives

BRAND STORY



ABOUT US

Navitas is a minority-owned, women-led, technology solutions company that empowers mission-led organizations to positively deliver impact to communities through digital acceleration.

Founded in 2006 by spouses, Sandhya “Sandy” & Srinivas “Srini” Bayireddy, Navitas was born with a single purpose in mind: Improving quality of life through digital acceleration. Since its inception, Navitas has done just that, by providing best-in-class technology services and solutions to mission-led corporate and government agencies.

Today, Team Navitas’ ecosystem consists of 150+ energetic and link-minded problem solvers, with an allegiance to passion, integrity, commitment, and collaboration who are dedicated to improving lives through digital acceleration.

Our team of experts stays one step ahead of the technology curve, constantly adapting to the challenges of our customers and providing new and innovative technology solutions to organizations working to improve the quality of life for communities across the country and beyond.

Today, Navitas is one of the country’s leading digital transformation companies powered by seasoned technology professionals delivering tomorrow’s solutions for the challenges communities are facing today.





With proven solutions, award-winning technologies, and a team of expert problem solvers, Navitas has consistently empowered customers to use technology as a competitive advantage and deliver cutting-edge transformative solutions.

Our solutions have been deployed to make processes, ranging from border protection and immigration processing to mortgages and loans, more efficient, time and cost-effective, secure, and easy-to-use for people. Whether it is to manage and deliver projects end-to-end or simply augment application development teams, our seasoned team of problem solvers goes above and beyond to ensure that our clients achieve their business goals.

Our specialized development frameworks enable us to quickly build sophisticated, high-quality solutions that are highly adaptable and easily accessible. We welcome you to experience our award-winning solutions and outstanding reputation of delivering exceptional value and productivity for your organization.

By working with Navitas and through our future-forward technology solutions, you will be empowered to solve your greatest challenges. Team Navitas looks forward to working with you!

MEET THE FOUNDERS

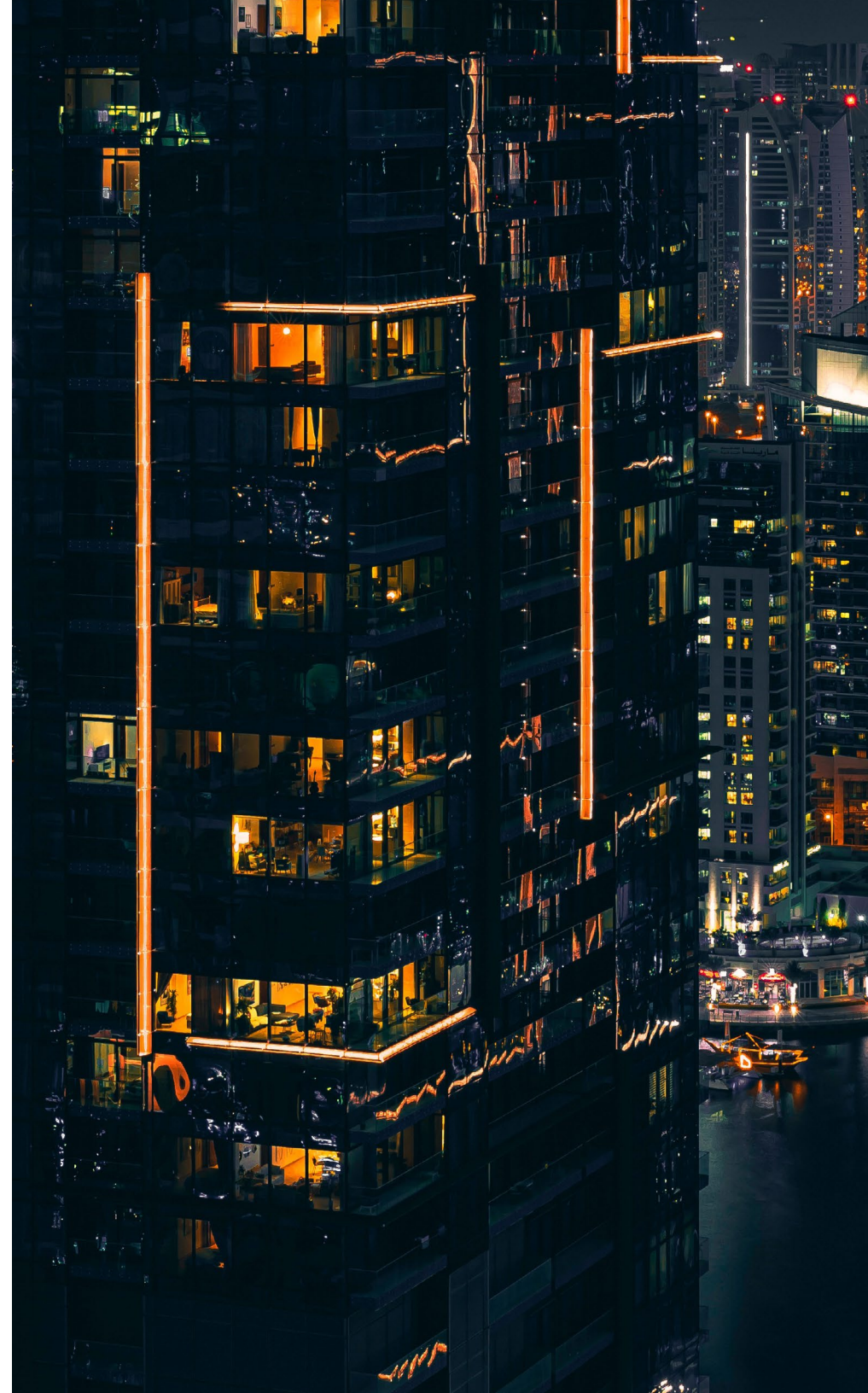
Humble Beginnings...

Hailing from a humble household in South India, Srini grew up dreaming of building a better future for his family. That single-minded drive landed him in his first business venture, a Computer Training Center in India. As he managed the full scale of operations, sales, marketing, and leadership at his company, he learned the ropes of successful business leadership at a very young age and knew this would be his way of making a difference for himself and his family.

With continued successes among multiple ventures, Srini's vision of building a better future for his family expanded into creating positive impact for people in his community, all through what he did best – building a community of problem-solvers that delivered best-in-class technology services.

Srini's energetic and ambitious drive found a grounded balance in his wife and co-founder, Sandy, and together, they created a sound foundation for what would go on to become one of the leading technology providers in the country.

And so, Navitas was born with the vision of improving the quality of life for communities through technology. As the years pass, priorities change and the team continues to grow, but the vision remains the same: Improving quality of life through digital acceleration.



BRAND POSITIONING



Brand Positioning

For mission-driven Government AND Corporate Entities, Navitas is a strategic technology partner helping them achieve their goals through excellent digital transformation.

With proven solutions, award-winning technology and a team of expert problem solvers, Navitas has consistently empowered customers to use technology as a competitive advantage and deliver community-building solutions to the people.

Navitas is a purpose-led, solution-oriented technology partner that provides digital acceleration for customers delivering impact to communities.

Brand Personality

Visionary



Community-driven



Competent



Brand Tone of Voice

A strong, unified brand voice will help us share who we are, what we do, and why it matters across all of our communications channels. The brand tone is that of a friendly partner that companies can trust for their digital transformation journeys.

Energetic, as the name 'Navitas' suggests, the brand is uplifting, positive, friendly & warm.

Authenticity is key. We always have our clients' best interest in mind when solving any of their problems.

The brand is trusted and competent. We are the experts to whom our partners and customers can look up for reliable, accurate guidance on their digital acceleration and associated solutions.

The brand is, in essence, empowering corporates and government agencies to leverage digital transformation as a tool to improve lives of communities across the nation.



Brand Vocabulary

SINCERITY

Authentic

Real

Honest

Sincere

EXCITEMENT

Futuristic

Contemporary

Imaginative

COMPETENCE

Technical

Intelligent

Reliable

Leader

Secure

Confidence

Hardworking



MISSION

Building a better life for people through
our community of problem-solvers and
unparalleled technology solutions.



VISION

To be the world's leading mission-led
technology solutions company.

KEY MESSAGE & TAGLINE



“

IMPROVING LIVES THROUGH DIGITAL ACCELERATION

Empowering government agencies & enterprises to design best-in-class technology solutions to transform communities across the country and beyond.

SUPPORTING MESSAGING



Areas of practice

CLOUD ENABLEMENT

Increase your impact with secure, flexible, and cost-effective cloud migration and enablement solutions.

1.

DATA AND INTELLIGENCE

Transform and modernize your data into actionable intelligence to deliver a competitive advantage to your business.

3.

DIGITAL TRANSFORMATION

Deliver cutting-edge digital solutions and define the strategic roadmap for digital services implementation across your enterprise.

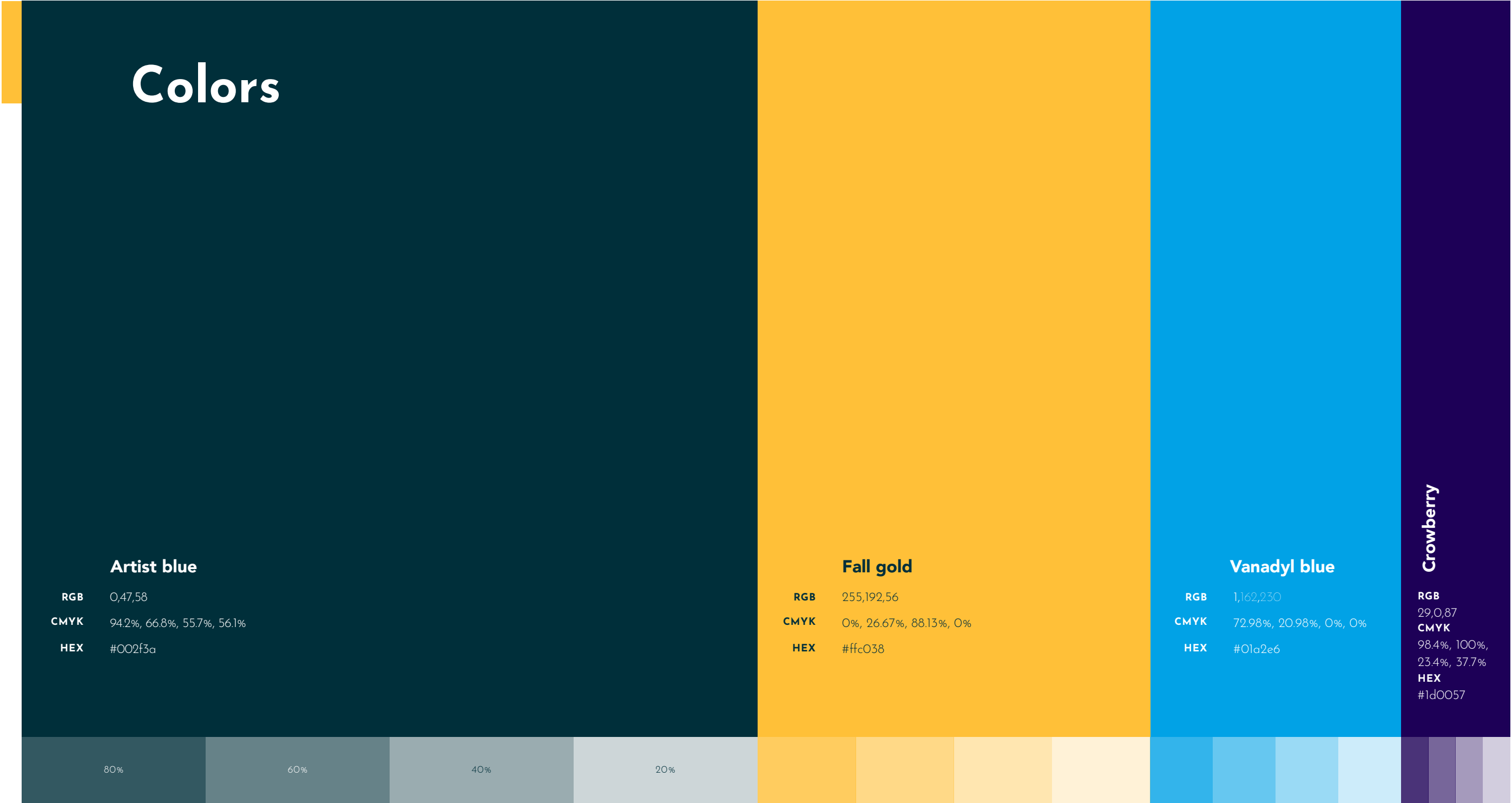
2.

AGILE PMO & ADVISORY SERVICES

Achieve your strategic business goals through our innovative, value-added, and process-driven project management and consulting services.

4.

VISUAL ATTRIBUTES



Logo



the smallest the logo should be represented is 1" wide



the smallest the logo should be represented is 0.5" wide





Navitas logo will mostly be used in full color against neutral backgrounds, but can also be used as a solid black against light backgrounds or white against dark



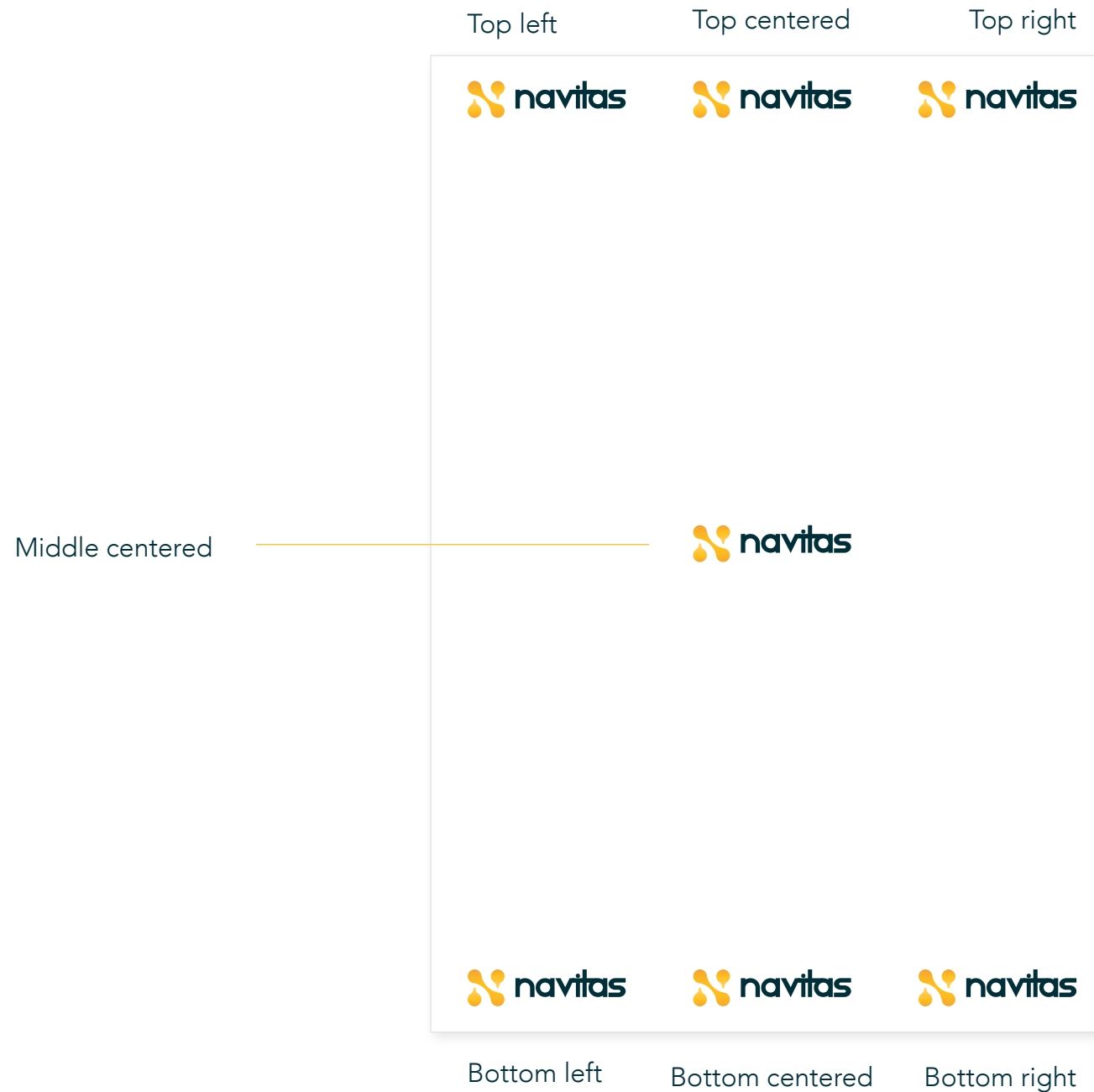
Clear space

Clear space between the logo and other graphic elements (images, type other logos, etc.) will help retain a strong presence wherever the logo appears. This is a minimum clear space; where possible, more space can be allowed around the logo.



Logo placement

To achieve consistency, please follow this logo placement recommendations when using logo on a website/print/ad pages.



Logo Don'ts



Do not stretch the logo



Do not alter the logo



Do not rotate the logo



Do not thicken the logo



Do not outline the logo



Do not change the colors of the logo



Do not put colorful backgrounds behind the logo



Typography

Aa

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+-={}:<>?/.,';\][=-

Aa

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+-={}:<>?/.,';\][=-



Typography hierarchy

JOSEFIN SANS SEMIBOLD/BOLD

Use for headlines (28PT-48PT)

Nequas el illaces di

AVENIR ROMAN/MEDIUM

Use for body text (12PT-16PT)

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AVENIR LIGHT/ROMAN

Use for small text (9PT-12PT)

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HEADLINE
IN GOLD

Josefin Sans Bold, upper case, 72 pt size, 72 leading, 0 tracking

HEADLINE

Josefin Sans Bold, upper case, 48 pt size, 48 leading, 75 tracking

Subhead can look
like this. Ne volorro

Josefin Sans Bold, 35 pt size, 35 leading, 0 tracking

SUBHEAD IN UPPER CASE.

Avenir Black, 18 pt size, 24 leading, 0 tracking

Body copy looks like this. Um reicaepro cum andit. Odies
lis eri peris; ius senatili comnitem publicienis re des abem,

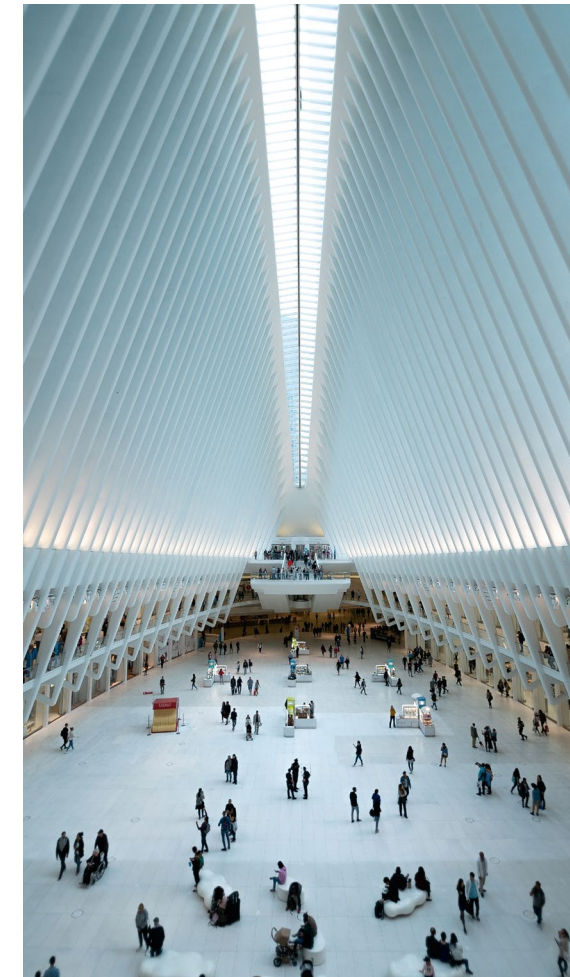
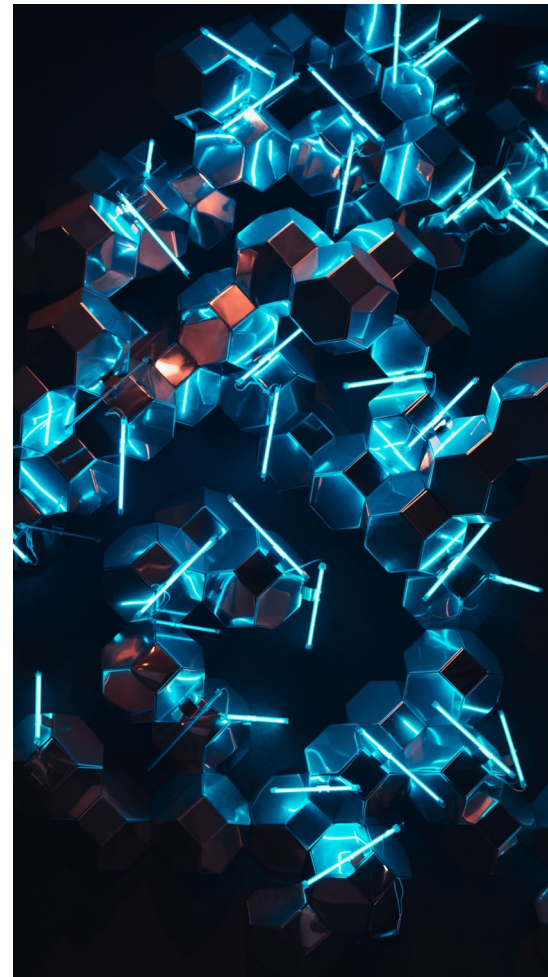
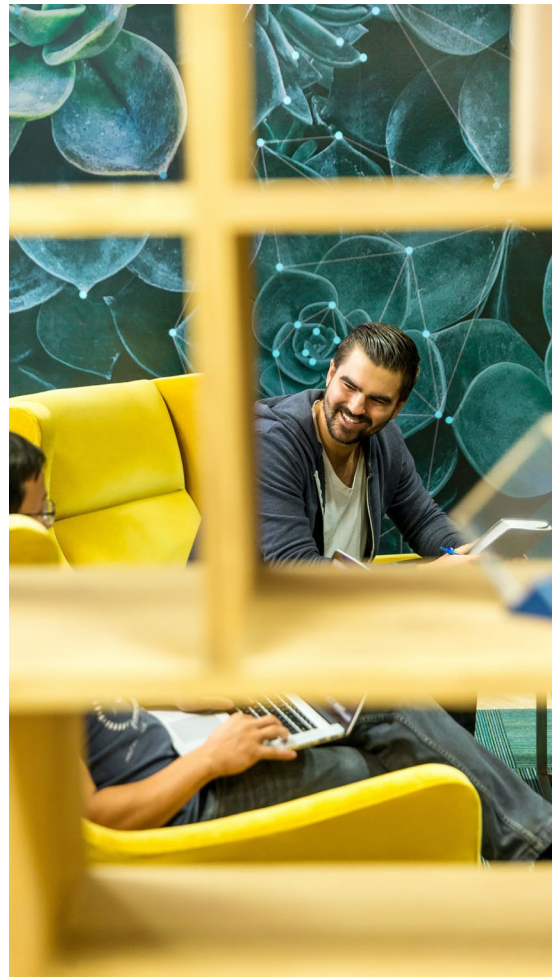
Avenir Roman, 14 pt size, 18 leading, 0 tracking

Captions look like this. Ximint essit et odi dundae sam quiam, si be-
rum faced et, im eos sitiam rerum quatemo dolupidellab id eatur,
cupatati omnisto verrovidenet qui volupid magnatius eos

Avenir Light, 12 pt size, 18 leading, 0 tracking

Photography

It is advised that the images be positive, collaborative, and professional. Incorporating yellow and dark blue hues into approximately 60% of the photos will help to illustrate both the aesthetics and the purpose for which the brand was built for. Let the images serve as inspiration and creativity.



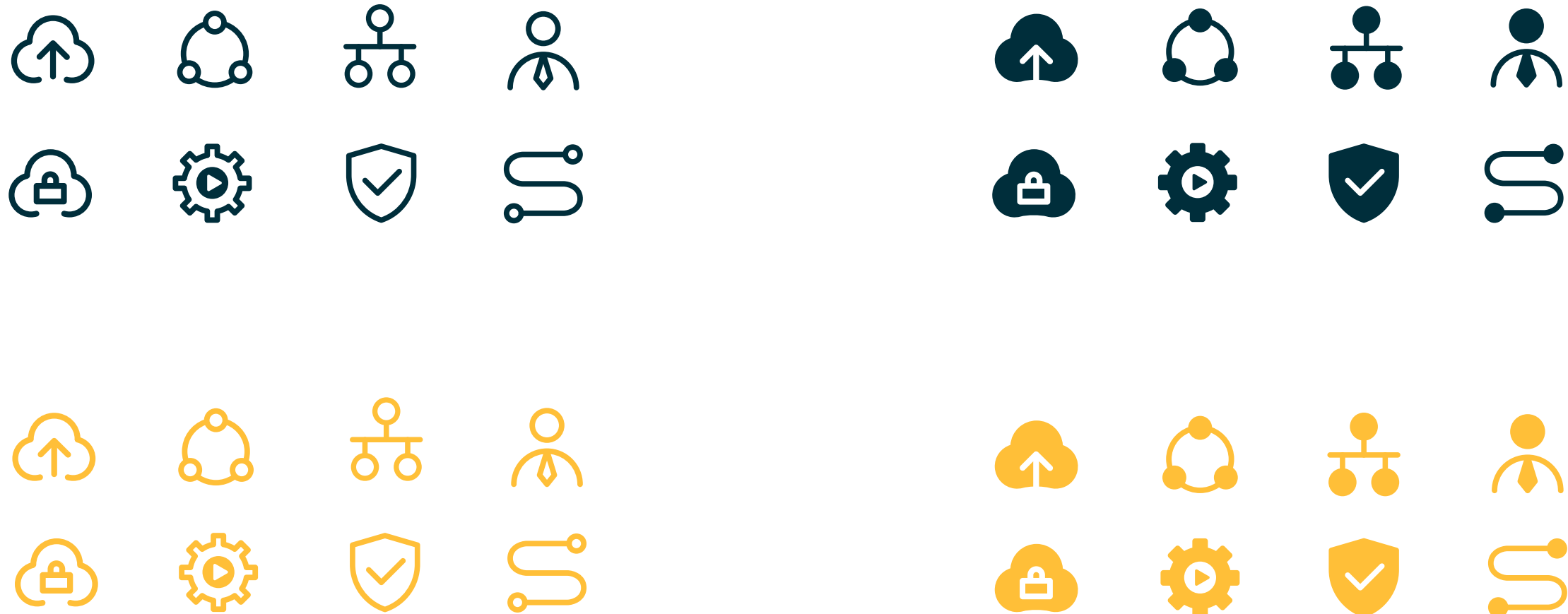
Backgrounds

Backgrounds to be utilized for section headers in presentations and as abstract, unobtrusive backgrounds for any print media to highlight content that is important.



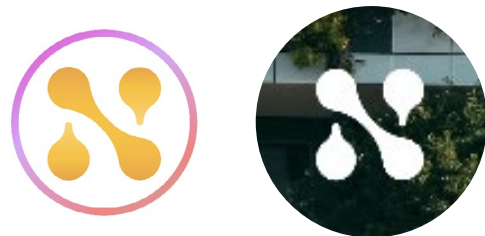
Icons set

8 icons representing 8 company's products and services: Cloud Enablement, Digital Transformation, Data & Intelligence, Agile PMO & Advisory, Private Cloud Factory, Automatik, Shield and NavDSG.



BRAND IN USE

Social



Use circle shape in brand colors as a background to highlight the text message

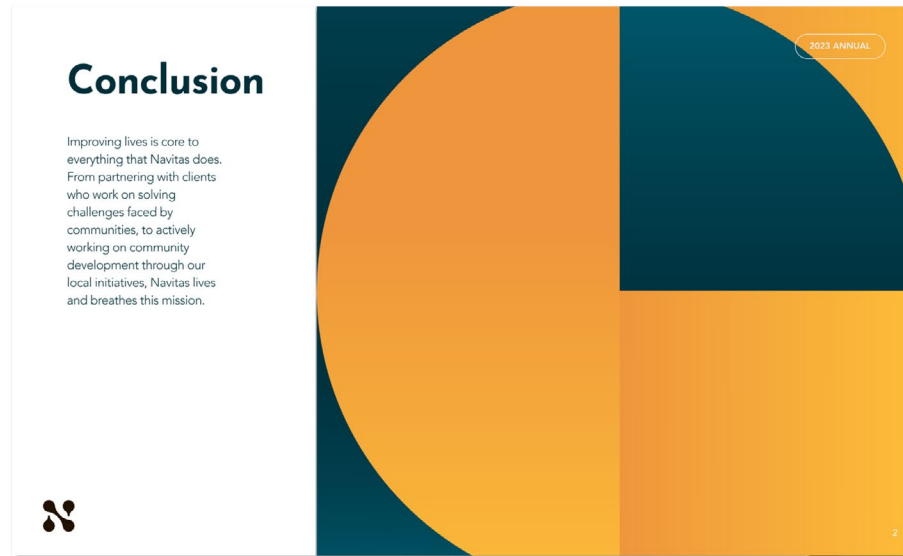
Use upper case and bold weight for titles

Use N icon for social media profile images and as a watermark for posts

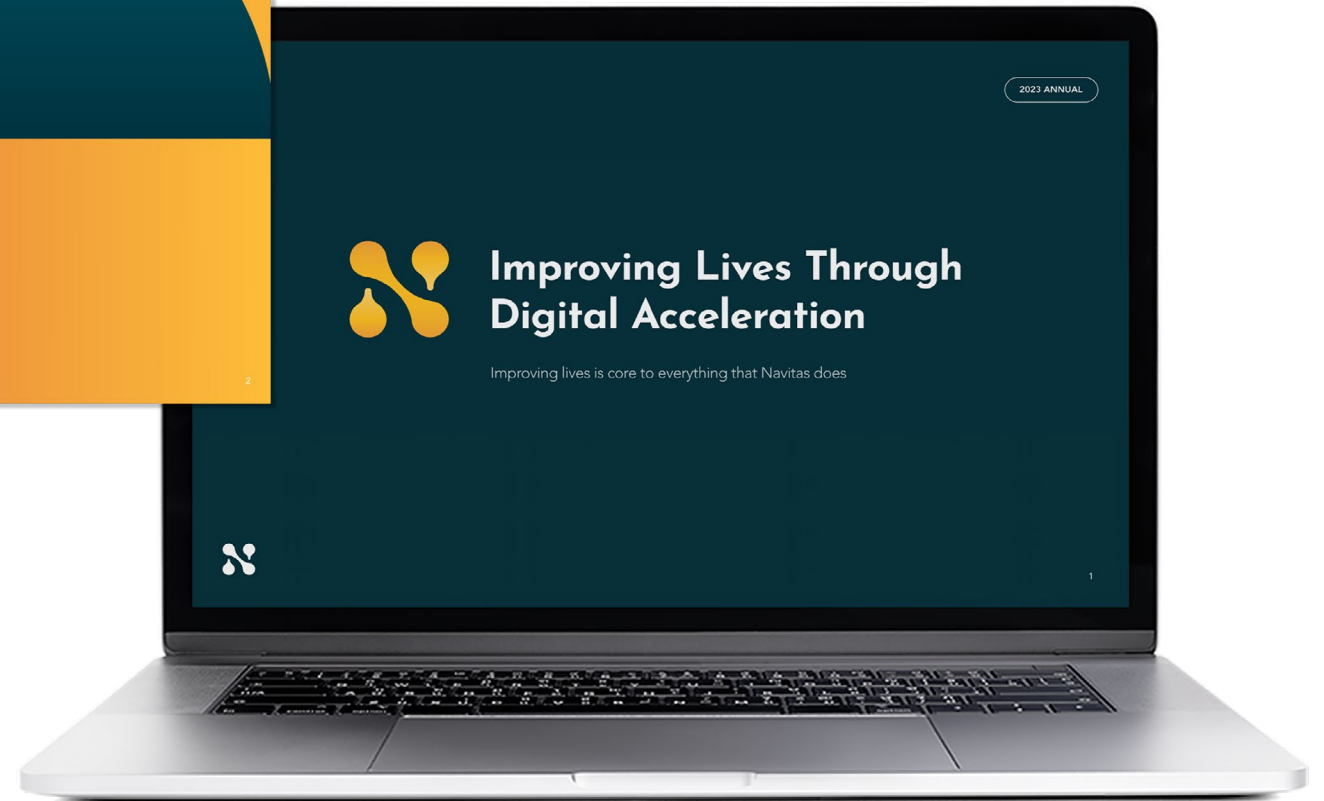


Presentation

Title slide

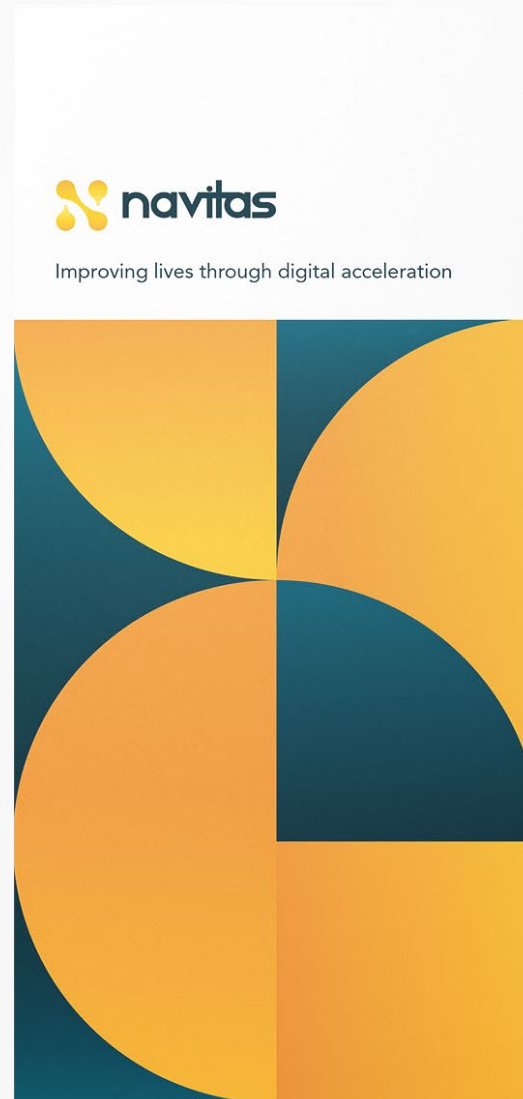


Content slide



Print

Brochure title pages



Website home

