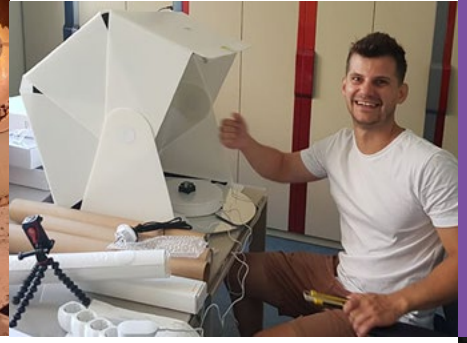
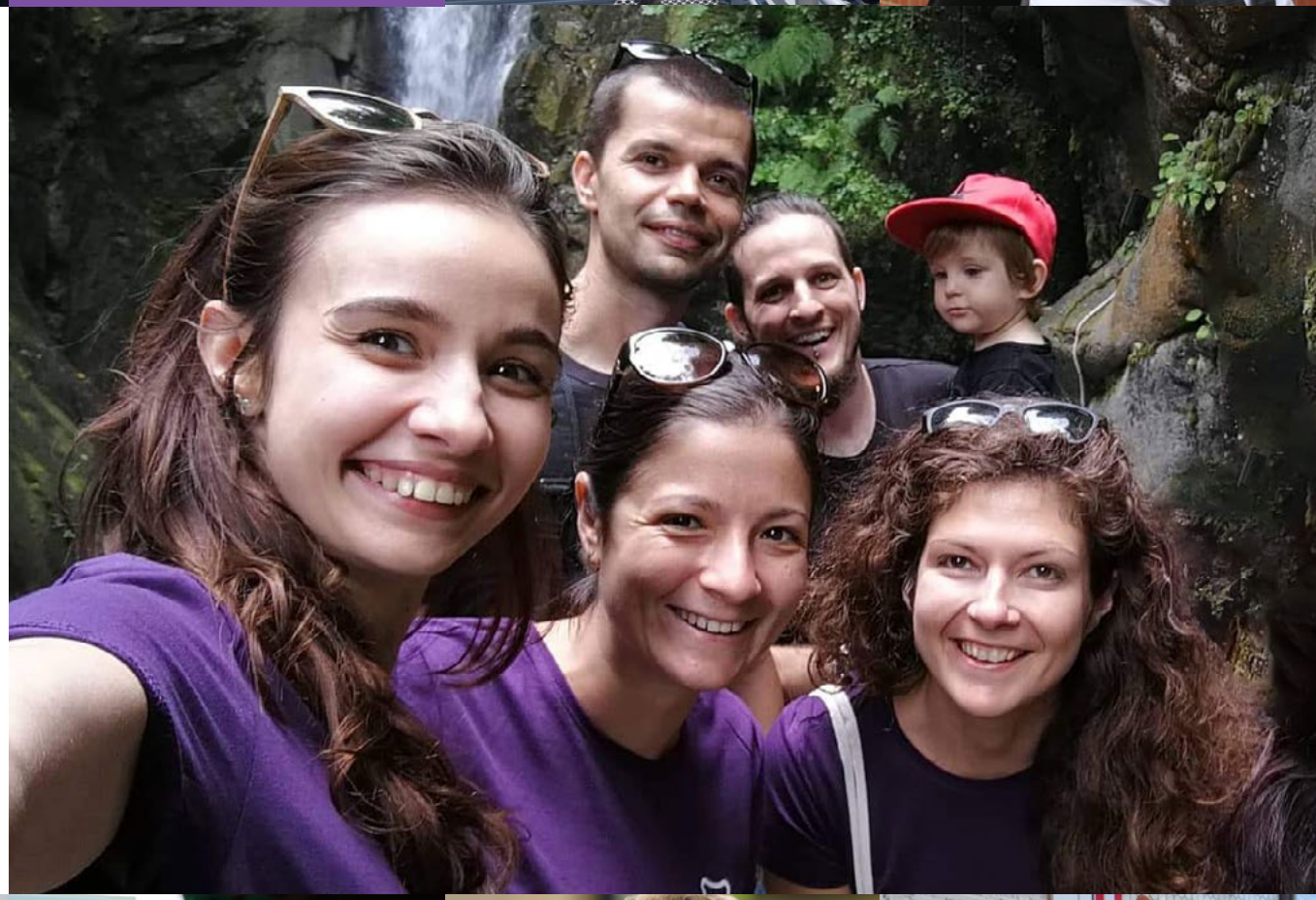
urban·io

Brand Story



This is our global family

We get data from hard to reach places



The Urban.io story

A note from our founder & CEO

ROB CUMMING

Our company was born when a small group of talented people split from a mothership to follow their vision.

We worked furiously to ensure our vision was viable, and we could provide a fantastic place for our team—our family—to work, explore and create.

Now, as we grow, we want to coalesce our essence into something a new friend, colleague, partner, or client could look at quickly and say,

‘I know who Urban.io are.’

Let’s take
a walk

A beautiful idea

Walk around a factory, mining site, farm, port, or a roadside diner in the middle of nowhere, and you will notice an incredible number of important 'things' are needed to ensure the place can function. But almost none of the things are connected…

Now consider that all these important things are potential time-bombs, inexorably ticking along, doing what they need to, until the point they fail, causing significant levels of disruption or damage to the businesses depending on them.

Suppose we connect these things in real-time to the people responsible for them.

We will save countless hours of onsite inspections and billions spent on emergency technician callouts. We will prevent unquantifiable catastrophic failures happening every second of every day, in hard-to-reach places everywhere.

Operations and response teams are crying out for the remote monitoring of machines, systems, spaces, and people all over the world.

Could it really be so simple?

The solution requires a unique blend of skills from every facet of engineering, elec, mech, micro, radio, embedded, crypto, cloud, UX, and some creative accounting.

Once out of the box, it should click and install in less than one minute; then connect from every wild edge of every country and continuously transmit health data into the cloud…for less than 50 cents a day.

That's our beautiful idea, and this is how Urban.io connects all the 'things.'

Our Mission

We make data collection simple, with nothing too hard to reach. Our innovative and pragmatic approach to industrial problems enables us to connect anything to the cloud.

Our Vision

Our digital nervous system will connect every elusive, important thing in the world with those responsible for them.

Brand Story Essence

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The essence of what we do

LONG FORM

Every organisation in the world depends on assets, systems, spaces, and people to function. Many of these important things are deployed and then operate in hard-to-reach places, beyond the horizon of the traditional internet.

Because they are hard to reach, they are expensive, time-consuming, and sometimes even dangerous for humans to physically inspect and maintain.

Urban.io connects the things in hard-to-reach places with the people responsible for them, so they can remotely monitor health, status, usage, or activity via a phone, laptop, or on the big screen in the network operations centre.

Using our technology can reduce or remove the need to send humans into the wild to check on business-critical things. We save countless wasted dollars and hours and, most importantly, eliminate the health and safety risks associated with humans working in hard-to-reach places.

We don't just make it possible to get data from hard-to-reach places; we make it simple.

There is no longer any place that is too hard to reach.

The essence of what we do

SHORT FORM

We get data from hard to reach places

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Brand Attributes

To define our brand attributes, we talked to our most important asset—our team. We asked the people who do the work to describe Urban.io and the qualities they value in their own words.

We distilled their answers down to four brand attributes. Think of them as our personality traits.

No Bullshit

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At Urban.io, we are honest with our team, the board, shareholders, and our clients about what we can achieve. We are confident in our abilities but are sensible and realistic and make no false promises. We do the right thing, even when no one is watching. Our company operates with transparency and unconditional trust in the whole team across the globe. There is no bullshit in our world. Things work, and if they don't, they get fixed or replaced without question.

Agile

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Each day at Urban.io is energetic and full of new, exciting ideas. We rapidly address major issues. We pivot quickly, always adjusting to challenging tasks. Every day is different. Our skills are wide and varied. With that comes the flexibility to solve a vast array of challenges as we bridge the frontiers of the internet with hard-to-reach places across the world.

Passionate

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Hardworking, relentless, rugged, purposeful, determined—this is what the people at Urban.io are. We share the same goals and are doggedly loyal to each other, our products, and our clients. We provide next-level customer service, and our clients are part of our family. We are on their journey, and they are on ours.

Innovative

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We build awesome tech. We design elegant solutions that make our customer's lives simpler and easier. Small children and 'old school' grizzled engineers alike hold our devices in their hands and can't help smiling. We continuously learn from real-world experiences and imbue that into the UX of our solutions. We have a small, highly talented team that punches way above its weight, reaching every corner of the globe.

Our Products

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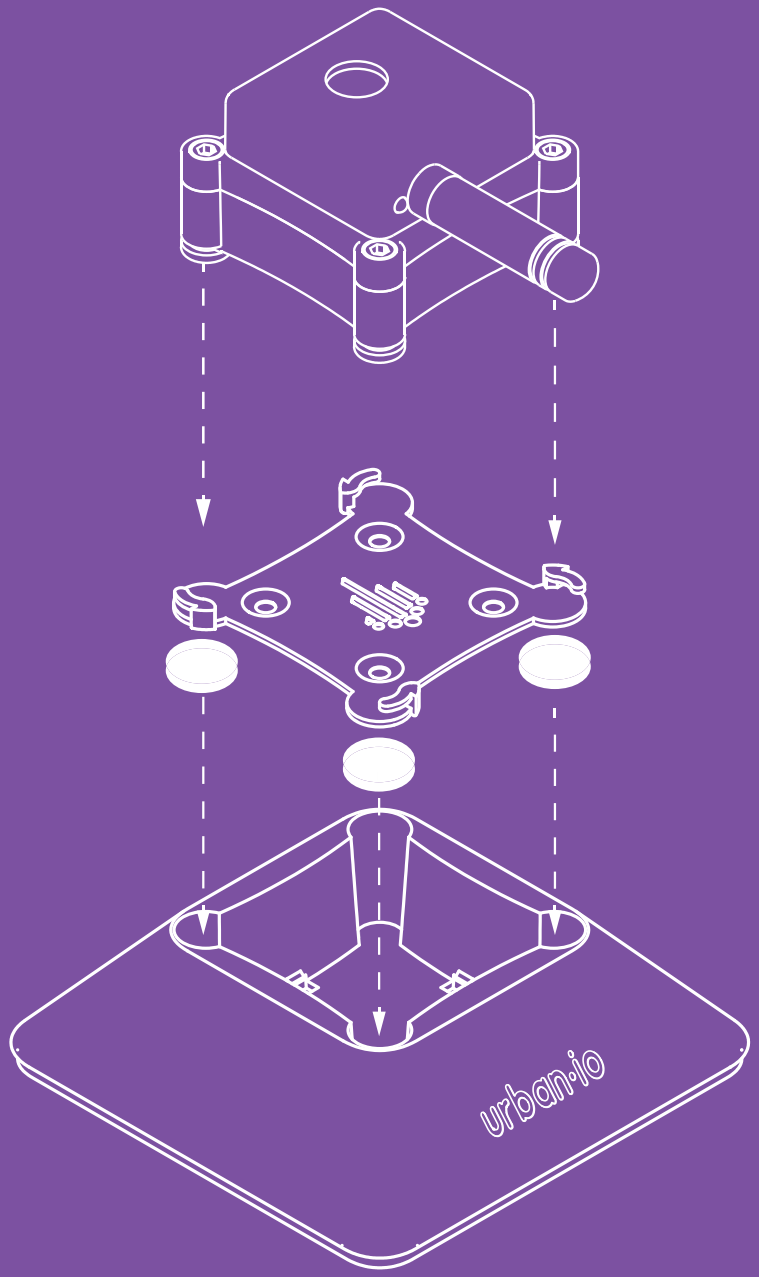
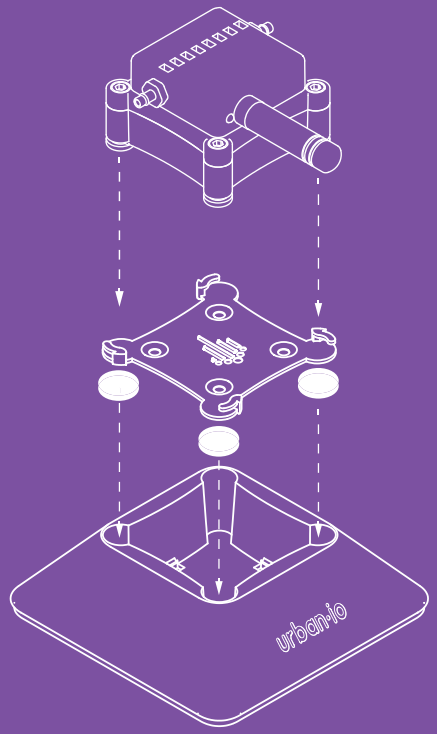
Beautifully designed, our products are memorable because of how they look and feel–as well as how effective and easy to use they are.

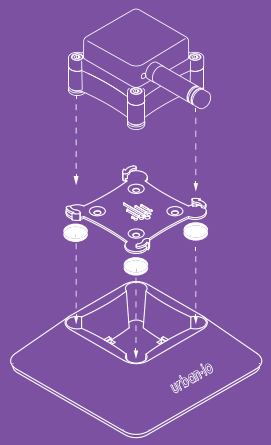
Consistency and simplicity allows for rapid deployment, training and installation.

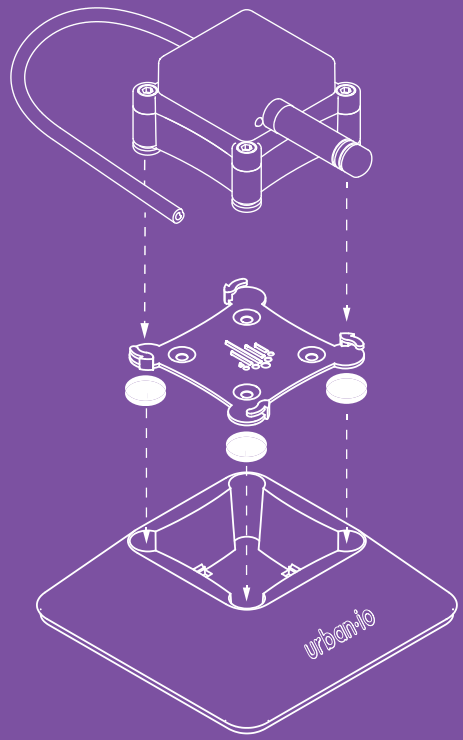
TEMPERATURE ACTIVITY DELTA PRESSURE LIGHT VIBRATION HUMIDITY MOTION

ON/OFF PROCESS LOOP METER COUNT TEMPERATURE PROBE CURRENT BATTERY TEST MOISTURE

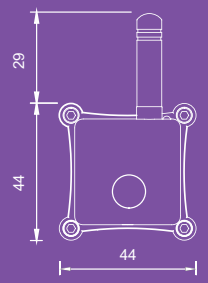




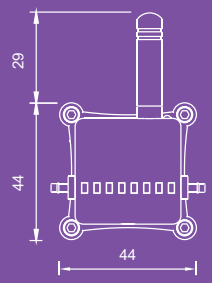




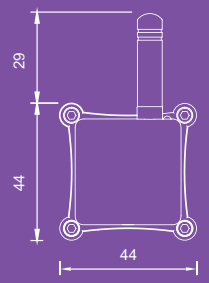
Top View



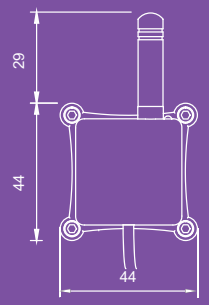
Top View



Top View



Top View



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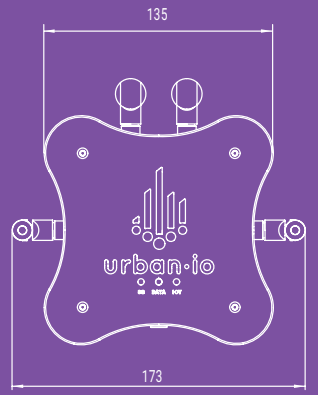
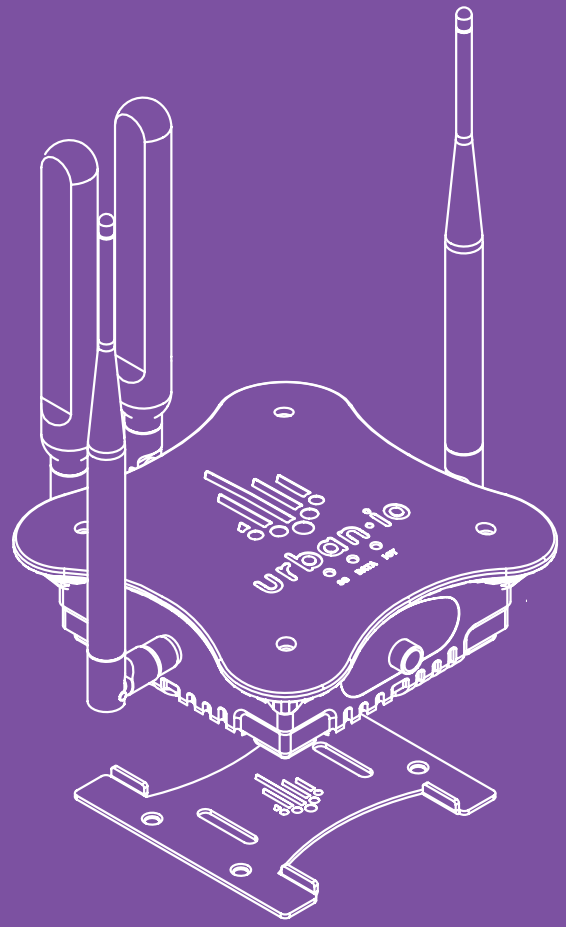
Turn our Gateway on anywhere in the world, and it will connect 1000+ sensors within several kilometres range.

Top View





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Our Contact Clip provides a non-invasive way to trace employee interaction with spaces and each other to keep the workplace safe.

UX
Design

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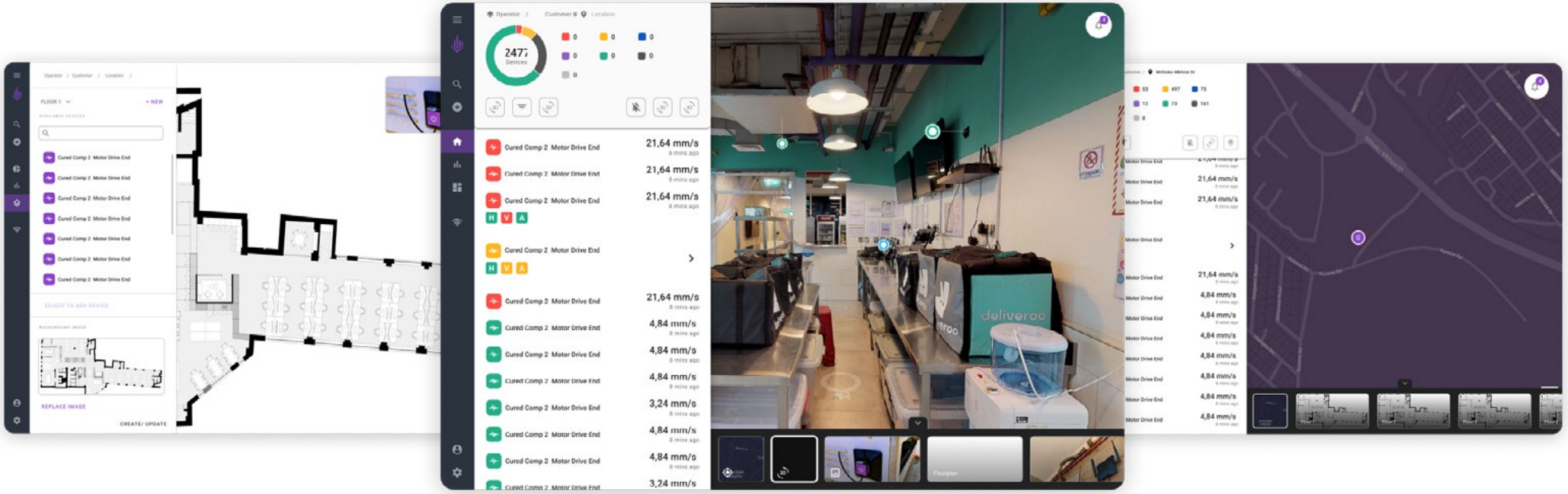
We want our end users to understand the hard-to-reach places we get data from; visual data overload is minimised, but details are always accessible.



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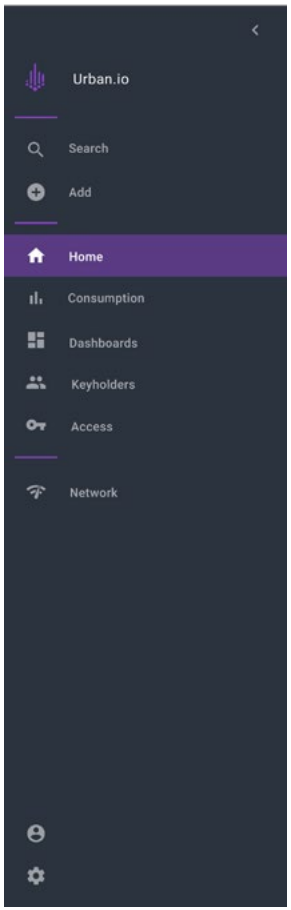
It's all about the data—we build our UX design system components to accommodate a wide range of hardware and software use cases.

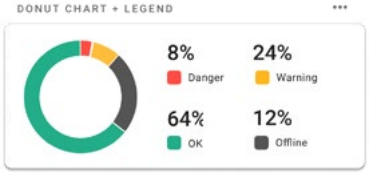
NAV SIDEBAR

NAV SIDEBAR EXPANDED



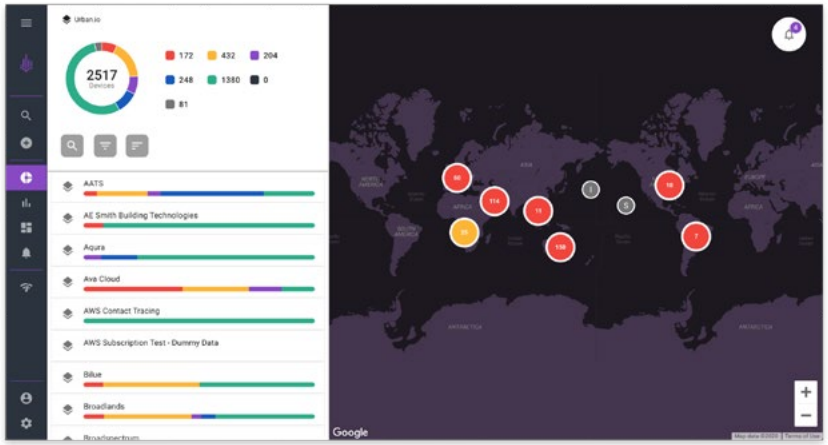
ROW / CLUSTER STATUS

DONUT CHART + LEGEND

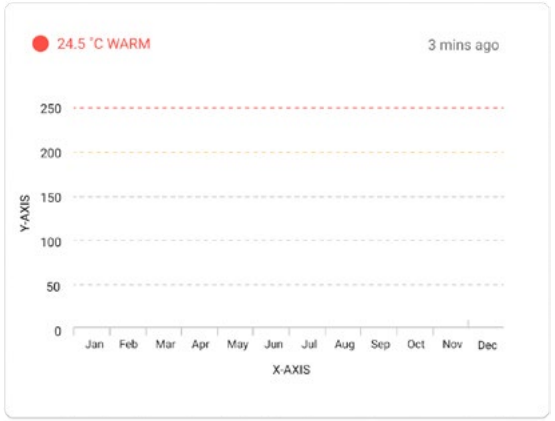


Knob

Radio



BASE CHART



Brand Elements

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Our Logo

Our logo is our calling card—a visual reminder of what we do.

We work in the urban landscape, and we connect (input/output) all the important things with integrity and without fuss.

The logo is made of two parts —the Symbol and the Type—but only the Urban.io design team is permitted to separate them.

When it's out in the wild, the logo must be kept together and intact.

Anyone wanting to place our logo in their own collateral must do so with permission and only use the complete locked version without alteration.

LOCKED

SYMBOL

TYPE

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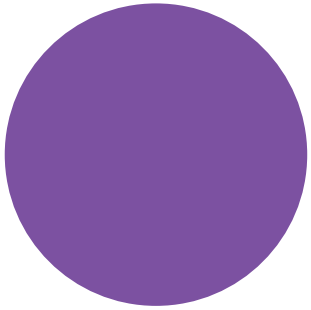
Our Colours

BRAND IDENTITY

The Urban.io Brand Colour Palette is simple and distinct. A gutsy purple you won't forget, and a good, strong solid grey.

Note the only colours that may be used in the Logo are the Primary Colours.

PRIMARY COLOURS



Urban.io Purple

WEB
#8A43C8

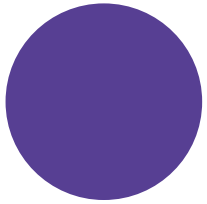
PRINT
60c80m
2587pc

Urban.io Grey

WEB
#2B333E

PRINT
35c25m90k
433pc

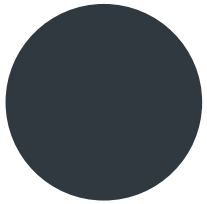
SECONDARY COLOURS



Secondary Purple

WEB
#572CA9

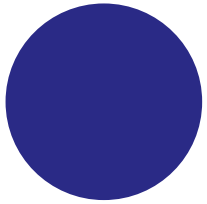
PRINT
78c88m5k



Secondary Grey

WEB
#2E363D

PRINT
35c20m15y83k



Indigo Blue

WEB
#250688

PRINT
100c100m10k

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Our Colours

USER EXPERIENCE

At Urban.io, we take colour seriously. Our UX designers have considered every aspect of the end-users experience to develop a distinct and legible palette. When you look at our data interface, you can find the information you need quickly and easily.

STATUS COLOURS

Danger | Warning | OK | Never | Info A | Info B

DATA VISUALISATION

DataSet 1 | DataSet 2 | DataSet 3 | DataSet 4 | DataSet 5

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Our typefaces are both print and web-friendly. No messing around.

Our Typefaces

BRAND IDENTITY

Quicksand (life of the party)

Quicksand is the one with all the charisma. Its clear open forms communicate transparency and directness, with the rounded corners providing a bit of quirk and a lot of humanity. It can lead the way (in headings or to make a special point) but should be used sparingly and not in large areas of body copy.

Roboto (don't call me boring)

Roboto is the pragmatic, efficient workhorse. It was developed by Google to be "modern, yet approachable". That works for us. Easy to read even at small sizes, Roboto is the go-to when there are lots of details to explain.

Quicksand Bold
Quicksand SemiBold
Quicksand Medium
Quicksand Regular
Quicksand Light

Roboto Bold
Roboto Bold Italic
Roboto Medium
Roboto Medium Italic
Roboto Regular
Roboto Italic
Roboto Light
Roboto Light Italic

this is