

ubicquia®

Brand Book



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ABOUT THIS BOOK

We are on the cusp of a defining shift in our brand; one that will shape our strategic, operational, and cultural evolution for years to come.

This shift is more than a refreshed look or a sharper message. It's positioning ourselves with absolute clarity about who we are, what we stand for, and the difference we make.

Rather than resisting change, we are embracing it – jumping in with open arms and lighting the path forward for our customers and partners.

This shift is ignited by all of us. Every conversation, every decision, every interaction is an opportunity to embody our brand. To share a unified, compelling story about what we are here to accomplish.

When we act as a brand, we act together. And when we act together, we can change the world.



WHY BRAND MATTERS

As Ubicquia grows and connects with new audiences – customers, partners, and investors alike – we want every interaction to inspire.

Our brand is more than a name or a logo; it's the promise behind everything we offer. It reflects who we are: a team of curious innovators driven by a single question: “How can we make this better?”

That relentless pursuit of better shapes everything we do; from the technology we build to the conversations we have.

Our brand is the thread that ties it all together, building trust with customers, partners, and the people they serve. It sets us apart in a competitive market and unites all of us with a shared vision and purpose behind what we do.



OUR NAME

Ubicquia comes from the Latin word “ubique,” meaning everywhere. We too are everywhere, leading the global shift toward intelligent infrastructure. We envision a world where intelligent infrastructure is ubiquitous.

Not a Typo. The C is what makes us distinct and unique. Why the C? C stands for curiosity.



OUR ORIGIN STORY

Every great idea starts with a hard truth. Ours was this: *infrastructure is failing us*. Energy demand is rising, often faster than resources can keep up. Extreme weather is a looming threat to the grid. Public safety concerns are growing. And the infrastructure cities depend on is all too often outdated, reactive, and expensive to maintain. It's static. Silent. Blind to what's next.

That's what made us wonder: what would happen if our current infrastructure could do more? What if streetlights and transformers could deliver insights — about outages, energy use, even public safety? That question sparked Ubicquia.

We engineered solutions that plug into the infrastructure cities already have — transforming every streetlight and every distribution transformer into a source of real-time intelligence.

Today, Ubicquia helps cities and utilities around the world save on energy, enhance performance, boost reliability, and ensure the safety of their communities.

And we're just getting started. Because the question still drives us: *What if we made it better?*



OUR VISION

To lead the global shift to intelligent infrastructure.

Our vision is our North Star. The long-term future we're working toward. It's a clear yet flexible destination that gives us room to grow. Every decision, every innovation, and every action should move us closer to this brighter, safer world we imagine. It's both our internal compass and an external beacon — inspiring our teams, guiding our strategy, and illuminating the path forward for the communities we serve. When we do everything right, this is where we arrive.



OUR MISSION

To help critical infrastructure providers better serve their communities. We deliver intelligent solutions that are trusted to protect, driven by data, always connected, engineered for efficiency, designed to endure.

Our mission is our path. It aligns us towards a single, near-term goal that we can pursue together every day. It defines how we deliver on our promise. It's about what we provide our customers – and how it helps them better deliver to theirs. It keeps us aligned and focused on tangible outcomes. Clear, actionable, and rooted in impact — it's the near-term goal we pursue together, every single day.

Critical infrastructure providers need intelligence to better serve their customers and communities. We deliver it.



POSITIONING STATEMENT

Ubicquia delivers AI-powered solutions that transform critical infrastructure into intelligent systems. Trusted by some of the largest utilities, cities, enterprises, and law enforcement agencies in the world, Ubicquia drives measurable savings, enhanced performance, unparalleled reliability, and safety at scale.



BRAND VALUES

We are **relentlessly focused on customer success.**

We are **innovative and solution oriented.**

We are **service and data centric.**

We are **committed to security and privacy.**

We are **transparent and trustworthy.**

We are **long-term partners.**

What we stand for. The values we uphold are critical to how our impact is received by our customers and the communities they serve. In everything we do, we lead with the following brand values.



COMPANY PRINCIPLES

Lead with Integrity

We lean on ethics, honesty, and heart to know – and practice – what's right.

Disrupt with Purpose

We challenge the now to innovate for what's next – with passion and creativity.

Act with Speed

We move with urgency and precision.

Mentor with Curiosity

We grow both by learning and teaching.

Win with Teamwork

We collaborate to reach higher and achieve more.

At Ubicquia, our brand is built on more than just products – it's powered by people. Our Company Principles define the character of our culture, the mindset of our teams, and the standards we hold ourselves to every day. They are the internal compass that guides how we innovate, lead, and grow – together.



UNIVERSAL VALUE PROPOSITIONS

People

Our customers, communities, and employees are at the core of everything we do. We always speak to the human impact of our work.

“Have you made an emotional, human connection?”

Prosperity

The bottom line is top of mind for our customers. So, it’s central to our story. Their success is our success.

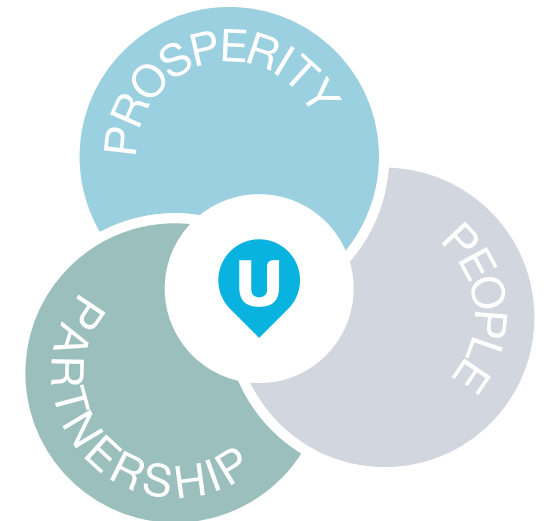
“Have you demonstrated that it’s good for business?”

Partnership

We aren’t in the business of transactions, we’re in the business of partnership. Our partnership is what gives our customers peace of mind.

“Have you provided proof that we are trustworthy long-term partner?”

These are the fundamental concepts that our story always ladders up to. These are not necessarily external-facing terms, but rather a checklist for how we tell our story. Like a three-legged stool, if one is missing, the story falls flat.



BRAND TONE OF VOICE

The way we tell our story matters. When we tell it right – our customers resonate with it.

If the brand could speak, how would it talk? When we step into the brand voice, we want to take on a tone that is...

Our tone is:

- Clear
- Concise
- Confident
- Conversational
- Credible
- Compelling
- Customer-centric
- Active

Our tone is not:

- Humorous
- Partisan
- Dismissive
- Preachy
- Alarmist
- Pretentious
- Quirky
- Robotic

Inspired by the “C” in “Ubicquia,” a very important part of what makes our brand name sound distinct.



BRAND PERSONALITY

As we step into the brand across our organization and channels, sometimes it helps to imagine the brand as a person. What is that person’s personality like?

Our personality is:

- Driven
- Pioneering
- Collaborative
- Knowledgeable
- Forward-thinking
- Authentic
- Engaging
- Curious

Our personality is not:

- Arrogant
- Condescending
- Judgmental
- Know-it-all
- Geeky
- Indifferent
- Pessimistic
- Apathetic



BRAND PERSONA

The Illuminator

A visionary guide who brings clarity, intelligence, and connection to the world of critical infrastructure.

The Illuminator is a trusted advisor with the mind of an innovator — someone who sees the big picture, simplifies complexity, and makes it all feel approachable without ever talking down.

They shine a light on the path ahead and will be with you every step of the way. They are always asking the next question and can pivot and adapt when things change.

Approachable, insightful, and deeply invested in the future, the Illuminator is part mentor, part technical guide – combining brilliance with empathy.

We're illuminating opportunities that didn't exist before, making them accessible, actionable, and aligned with where our customers want to go.

We shine light on the problem, then illuminate the path forward.

When we all speak, act, and guide our customers as the Illuminator, we move as one — united by a common goal and a shared purpose.



BRAND MANIFESTO

We believe **communities are living, breathing organisms.**
We believe **innovation should live where people do.**
We believe **there's always a better way.**

We believe **in dark night skies, illuminated only by the stars.**
We believe **we can go further when we go together.**
We believe **bold ideas deserve bold execution.**

We believe **in wearing many hats. Hard hats. Ball caps. Cowboy hats.**
We believe **in a relentless pursuit of better.**
We believe **in progress over perfect.**

We believe **good ideas happen over good food and cafecito.**
We believe **conversation is the compass for curiosity.**
We believe **in the power of community.**

We believe **the future belongs to the curious.**
We believe **the future is built today.**
We believe **the future is bright.**



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<https://www.ubicquia.com/sites/default/files/UBICQUIA-Brand-Style-Guide.pdf>

