



Company

Move Solutions is a trusted leader in Smart Structural Health Monitoring.

Our wireless system offers a remote, continuous and comprehensive analysis of the health of the structures. By integrating cutting-edge Internet of Things (IoT) technology with Structural Health Monitoring practices we promote more sustainable and resilient infrastructure.

Our story

Our journey began in 2017 as a response to the infrastructure crisis.

We started investing in the research and development of electronic solutions aimed at addressing the problems of material degradation and lack of asset monitoring. Since then, we have been working on designing technology and data processing tools for innovative structural analysis.

Mission

Empowering our clients with insights for a preventive monitoring approach.

We provide organisations with actionable data to ensure the safety and performance of valuable assets. By combining innovation with industry knowledge, we are committed to contribute to the development of smart cities, driving positive change for communities.

Values

- **Innovation** We continuously push the boundaries of technology and ideas to deliver the most advanced and effective monitoring solutions.
- **Reliability** We pride ourselves on being a reliable partner, providing trustworthy and accurate solutions to our clients.
- **Customer-centric** Our clients' success is our top priority, and we strive to exceed their expectations by understanding and meeting their unique needs.
- **Sustainability** We are committed to promoting sustainability by creating long-lasting, resilient infrastructures.
- **Integrity** We operate with honesty, transparency, and ethical practices in all aspects of our business.

Brand Messaging

We love measuring our world

Payoff

**WE LOVE
MEASURING
OUR WORLD**

**WE LOVE
MEASURING
OUR WORLD**

Value proposition



Wireless IoT solutions for safer infrastructures and proactive asset management.

Company services

Move Solutions in <500 characters



Move Solutions offers a wireless monitoring system for static, dynamic, geotechnical and environmental analysis of all civil infrastructures.

Small battery-powered sensors combined with an IoT Platform and highly advanced algorithms provide a comprehensive monitoring

solution aimed at simplifying asset management.

Move Solutions system empowers infrastructure owners with insights to promote a preventive monitoring approach for safer, more sustainable, and resilient infrastructures.



Move Solutions in <1000 characters



Move Solutions offers a wireless monitoring system for static, dynamic, geotechnical and environmental analysis of all civil infrastructures: bridges, construction sites, rails, and more.

Small battery-powered sensors combined with an IoT Platform and highly advanced algorithms provide a comprehensive monitoring solution aimed at simplifying asset management.

The data recorded by the sensors can be viewed on Move Solutions IoT Platform, which allows users to

remotely monitor and manage their structure in real time. They can set different operating parameters of each sensor, such as sampling rates, resolution and full scale, alarm and activation thresholds, and much more. That allows to detect structural damages in time to implement preventive maintenance and reduce costs.

Move Solutions system empowers infrastructure owners with insights to promote a proactive monitoring approach for safer, more sustainable, and resilient infrastructures.



Naming

Company name

As company trade name, use **Move Solutions**. When referring to the business name (or registered corporate name) use **Move S.p.A.**

Always avoid abbreviations like *Move*, as that is confusing and not correct, especially in the context of official documents, presentations and emails.

Sensors terminology

Please refer to this section as official reference when mentioning Move Solutions products.

We are working on removing personal names for all the sensors over the next few months.

Please refer to the following guidelines.

- The *DECK* sensor keeps its name until the new version release and then it will simply be **Dynamic Displacement Sensor**.
- The *Accelerometer SHM* becomes **Accelerometer**.
- The *Gateway SHM* and the *Gateway Pro* keep their name until the *Gateway SHM* stock lasts; then we will only use the generic **Gateway** term to refer to the *Gateway Pro*.
- When mentioning the **Tilt Beam**, make sure to write two separate words without the hyphen (never use *Tilt-Beam*, *Tilt-beam* or *Tiltbeam*).
- All terms are to be written with initial capital letters.
- Avoid using the word “Triaxial” associated to our official sensors names (*Triaxial Accelerometer*, *Triaxial Vibrometer*, etc.).



1. Dynamic Displacement Sensor



6. Analog Node



2. Tiltmeter



7. Digital Node



3. Tilt Beam



8. Vibrometer



4. Accelerometer



9. Gateway



5. Single Channel Node

Platform terminology

- **Move Solutions IoT Platform**

Avoid using the word *Cloud* and only refer to our software solution as **Move Solutions IoT Platform**, with initial capital letters, or simply **IoT Platform**.

Our services terminology

- Use the term **Solutions** to refer to the four types of monitoring we offer (Static SHM, Dynamic SHM, Geotechnical and Environmental).
- Use the term **Industries** to refer to the four sectors we apply our system to (Bridges, Construction, Rail, Infrastructure).
- Use the term **Products** to refer to our wireless sensors and IoT Platform.

Use of colors

Products

Whenever you differentiate or correlate Move Solutions two main kind of products (**sensors** and **platform**), use colors from the orange side of the palette while referring to the sensors and from the blue side of the palette when referring to the Platform and its tools.

SENSORS

IoT PLATFORM

Solutions

When you refer to Move Solutions four main type of monitoring - **Solutions**, use dark blue for Static SHM, dark orange for Dynamic SHM and Teal for Geotechnical and Environmental.

Static SHM

Dynamic SHM

Geo. & Env.

Check the chapter *Core palette* of this guide for the specific codes for each color.

Logo, Colors & Typography

Logo variations

Horizontal

Stacked



Black logotype

Use this variation on white or light colored background.

White logotype

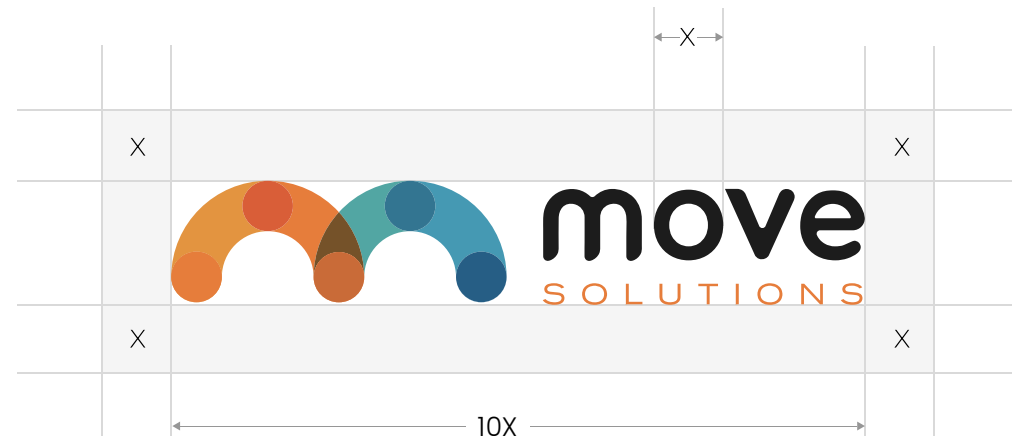
Use this variation on black and dark colored background.

One-color logo

You've got two options: white or black. Use these only on photographs and backgrounds which do not provide enough contrast. The black version is to be preferred for limited colors or grayscale printing.

Spacing

Always maintain a minimum clear space around the logo. This clear space insulates our logo from distracting visual elements, such as other logos, copy, illustrations or photography. The minimum clear space required correspond to the width of the letter “e” in the “move” logotype for the stacked version of the logo, and to the width of the letter “o” for the horizontal one.



Minimum size

The Move Solutions logo must perform well at all sizes. Use these guidelines for proper implementation and make it legible at small sizes.

Print



Digital



Logo usage



✗ Don't use the logo on background colors which do not provide enough contrast.



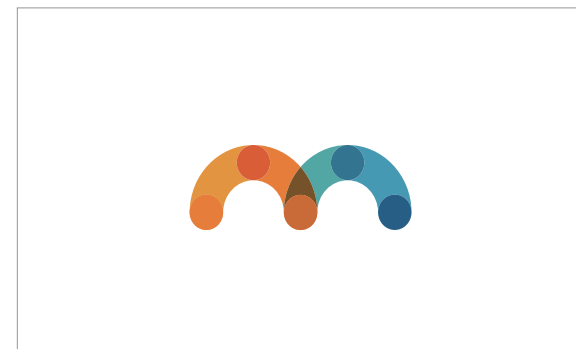
✗ Don't alter, crop, rotate, outline, distort or recreate the logo in any way.



✗ Don't change the logo colors.



✗ Don't use the logotype without the logomark. Don't alter the proportions between the two elements.



— The use of the logomark as a stand-alone element is permitted only on specific cases which are to be agreed on with Move Solutions marketing department.

Core Palette

This is the Move Solutions official color palette. The two main colors, **Dark Blue** and **Dark Orange** come from the logo and you can use those for icon, texts, links and other design elements. **Teal** and **Light Orange** also come from the logo, and can be used **only** for specific topics, as a mean of differentiation in contrast to the other two colors (sample: use Dark Blue for design elements related to *static monitoring*, Dark Orange for *dynamic monitoring*, Teal for *geotechnical and environmental monitoring*).

Main

#265F85

Dark Blue

#E64B17

Dark Orange

Secondary

#51A6A3

Teal

#ED8E00

Light Orange

Backgrounds & texts

#FFFFFF

White

#1C1C1C

Black

#000000

Rich Black

#F5F7FA

Light BG

#0D335C

Dark BG

Secondary Palette

This is the full range of colors used in the Move Solutions logo. The same colors can be used for any new graphic material, both for printed or digital use. Please refrain from using any other colors.

You can use these two linear gradients as backgrounds or fill colors for titles/H1 texts. Don't use gradients between any other combinations of the palette.

Full logo range

Dark Blue	#265F85	Dark Orange	#E64B17
Medium Blue	#007494	Medium Orange	#D65C14
Light Blue	#1695B5	Orange	#ED7002
Teal	#51A6A3	Light Orange	#ED8E00
Brown			#845219

Gradients

#265F85 Dark Blue ▼ #1695B5 Light Blue	#E64B17 Dark Orange ▼ #ED7002 Orange
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Brand Headlines and text: Poppins

For Move Solutions, Poppins is the main typeset of your choice, ExtraBold or Bold for headlines and Regular for paragraphs. Poppins Black is also used in few specific cases.

Poppins 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
0123456789**

Family

ExtraBold

Bold

Regular

Specimen

**the quick brown fox jumps
over the lazy dog**

**the quick brown fox jumps
over the lazy dog**

the quick brown fox jumps
over the lazy dog

Ideal type stack specimen: Poppins

H1
Poppins Extrabold,
38/42

Smart Structural Health [...]

H2
Poppins Regular,
28/30

Wireless IoT solutions for safer [...]

H3
Poppins Bold, 18/21

Make decisions based on clear information.

H4
Poppins Bold, 12/14

Understand key data of your structure for more efficient asset management.

P
Poppins Regular,
8/10, +10 tracking

A single workspace to monitor and manage infrastructure project data. Automate the processing and analysis of data and receive accurate and timely information about the health of a structure. Manage your devices remotely choosing their operating parameters and configuring them to receive automated alerts of threshold breaches.

A single workspace to monitor and manage infrastructure project data. Automate the processing and analysis of data and receive accurate and timely information about the health of a structure.

Hero P
Poppins Regular,
12/14, +10 tracking

CTA Text
Poppins Regular,
10/12, +20 tracking

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Technical documentation: Open Sans

In our manuals and technical documentations in general, the preferred typeface is Open Sans with a glyph horizontal scale of 105%. The weights used are ExtraBold, Bold, SemiBold, Regular, Italic.

Open Sans Bold 105%

**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
0123456789**

Family

ExtraBold

Specimen

**the quick brown fox jumps
over the lazy dog**

Bold

**the quick brown fox jumps
over the lazy dog**

Regular

the quick brown fox jumps over
the lazy dog

Ideal type stack specimen: Open Sans

Title 1

Open Sans
Extrabold, 19

What's in the box

Title 2

Open Sans Bold, 12

6.1 Wiring instructions - Single Channel Node

Title 3

Open Sans Bold, 10,
small caps

BEFORE THE INSTALLATION

Body

Open Sans Regular, 7
Open Sans Bold, 7
Open Sans Italic, 7

In **Programmed Acquisition**, the Single Channel Node starts acquiring data once every given period, which can be set by the user through the Move Cloud Platform™. The Programmed acquisitions are aligned to 00:00 UTC. Each probe connection cable will have a variable number of wires with different colors inside. The intended use and the consequent identification of a cable is managed through a color coding; thus each conductor is distinguished by a sheath of a different color. To understand the color convention used by a probe to distinguish the wires, refer to the product datasheet, the user manual or the calibration certificate of the probe or contact the supplier company directly.

Captions

Open Sans
SemiBold, 6,
small caps

**POWER BOARD
CONNECTORS**

Updated to
09/2023

info@movesolutions.it
www.movesolutions.it



This Move Solutions Brand book serves as a guide to maintaining a consistent and impactful brand identity across all aspects of our business.

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