

ANT WIRELESS BRAND GUIDE

**A COMPLETE OUTLINE OF BRANDING
REQUIREMENTS FOR ANT WIRELESS**

MAY 2025

ANT Wireless, a division of Garmin Canada Inc., is responsible for managing the base ANT 2.4 Ghz ultra-low power wireless protocol, the ANT+ interoperability infrastructure and ANT+ Adopters

OUR BRANDS.

The integrity of the ANT Wireless brand assets as well as additional assets should be respected at all times, in all places. Avoid stretching, condensing, augmenting, distorting or altering any of the ANT Wireless brand assets.

Misuse of these assets will result in the need for immediate correction of the infraction, regardless of any associated cost to the ANT+ Adopter.



INTEROPERABILITY MADE EASY IN THE ANT+ ECOSYSTEM

Using the ANT+ brand assets indicates that your product/service 'just works' with other products in the extensive, multi-company ANT+ ecosystem. By using the ANT+ logo and ANT+ device profiles, you provide consumers confidence when choosing their sport and fitness devices/sensors.

You can reference ANT+ and/or use the ANT+ logos on your products and applications providing the following conditions are met:

- You and your entity have accepted the ANT+ Adopter Agreement
- Your product or application has previously been ANT+ certified, you have ensured that your product or application complies with the minimum requirements for interoperability as defined in the ANT+ Documents or you have otherwise been granted permission from Garmin Canada Inc.
- Any reference to ANT+ or the ANT+ logos on products or applications are done in accordance with the ANT Brand Guidelines



CONNECTED SOLUTIONS THAT 'JUST WORK' WITH ANT

Using the ANT logo shows your product/service uses a flexible, reliable network for ultra-low power wireless communication while indicating it may be interoperable in a public or private ecosystem. By using the ANT logo to show connectivity, you show consumers your product/service's wireless functions will work when they need it the most.

You can reference ANT and/or use the ANT logos on your products and applications providing the following conditions are met:

- You and your entity have accepted the ANT+ Adopter Agreement
- Your product or application complies with the minimum requirements for interoperability as defined in the ANT+ Documents or granted a written exception from Garmin Canada Inc.
- Any reference to ANT or the ANT logos on products or applications are done in accordance with the ANT Brand Guidelines

ANT+

OFFICIAL BRAND GUIDE

This brand guide serves as an overview of all ANT+ brand elements, the requirements for use and authorized applications. The purpose of this document is to outline general guidelines for branding products using the ANT Wireless brand elements. Following these brand guidelines will help build brand recognition and strengthen the value that end-users place on your ANT+ enabled products/services.

PERMISSION TO USE




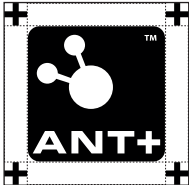
You can reference ANT+ and/or use the ANT+ logos on your products and applications providing the following conditions are met:

- You and your entity have accepted the ANT+ Adopter Agreement
- Your product or application complies with the minimum requirements for interoperability as defined in the ANT+ Documents or granted a written exception from Garmin Canada Inc.
- Any reference to ANT+ or the ANT+ logos on products or applications are done in accordance with the ANT Brand Guidelines

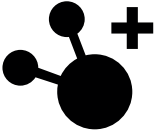


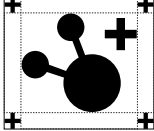
Misuse of these assets will result in the need for immediate correction of the infraction, regardless of any associated cost to the ANT+ Adopter or user of the brand assets.

Further, the ANT+ logo, icon and additional brand assets should not be used in any fashion or manner that could impair or otherwise damage the goodwill of the ANT Wireless brand.







ANT+ CERTIFIED LOGO

STANDARD	APPROVED APPLICATIONS	MINIMUM SIZE	REVERSE	SAFETY AREA
	✓ ANT+ products, packaging and their related collateral including print and web collateral, advertisements, press materials, sales literature etc.	 5 mm	 Black or dark coloured backgrounds	 '+' in ANT+

ANT+ CERTIFIED ICON

STANDARD	APPROVED APPLICATIONS	MINIMUM SIZE	REVERSE	SAFETY AREA
	✓ When the above ANT+ Logo appears on a product's packaging and its user manual, the ANT+ Icon may be used for direct imprinting or embossing onto that product and/or on its electronic display to show connectivity.	 4 mm	 Black or dark coloured backgrounds	 50% of "+" in ANT+

ADDITIONAL BRAND ASSETS

TYPE	PURPOSE	WHEN TO USE
PRODUCT NAME  TM = 50% width of "T"	Approved wordtype of technology name	The first instance of using ANT+ in written form
DEVICE PROFILE ICONS   See page 5 for full list	Icons that display a product's device profiles	To display a product's ANT+ capabilities to consumers
ANT BLACK CMYK  RGB  PANTONE 	Color codes to ensure a consistent black	Applications that may require color matching such as offset printing

QUICK BRAND CHECK

✓	ANT+ logo has a safety area and does not appear crowded or squished amongst other logos/icons
✓	ANT+ logo appears alongside any other logos/icons that represent wireless capabilities
✗	ANT+ Icon is used on packaging and/or marketing collateral
✗	ANT+ Logo/Icon is used by an individual or organization who has not signed the ANT+ Adopter Agreement

ANT

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PERMISSION TO USE





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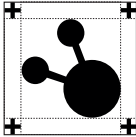
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Further, the ANT logo, icon and additional brand assets should not be used in any fashion or manner that could impair or otherwise damage the goodwill of the ANT Wireless brand.





ANT LOGO

STANDARD	APPROVED APPLICATIONS	MINIMUM SIZE	REVERSE	SAFETY AREA
	✓ ANT products, packaging and their related collateral including print and web collateral, advertisements, press materials, sales literature etc.	 3mm	 Black or dark coloured backgrounds	 '+' = size of ANT icon

ANT ICON

STANDARD	APPROVED APPLICATIONS	MINIMUM SIZE	REVERSE	SAFETY AREA
	✓ When the above ANT logo appears on a product's packaging and its user manual, the ANT Icon may be used for direct imprinting or embossing onto that product and/or on its electronic display to show connectivity.	 4 mm	 Black or dark coloured backgrounds	 50% height of the small antenna

ADDITIONAL BRAND ASSETS

TYPE	PURPOSE	WHEN TO USE
PRODUCT NAME  TM = 50% width of "T"	Approved wordtype of technology name	The first instance of using ANT in written form
ANT BLACK		
CMYK		Color codes to ensure a consistent black Applications that may require color matching such as offset printing
RGB		
PANTONE		

QUICK BRAND CHECK

- ✓ ANT Logo/Icon has a safety area and does not appear crowded or squished amongst other logos/icons
- ✓ ANT Logo/Icon appears alongside any other logos/icons that represent wireless capabilities