

PULSAR 

Brand Essence

A brand essence is the 'heart and soul'
of the brand, its timeless quality.

PULSAR 
Beyond

Brand Values

Mission

In collaboration with our partners, we strive to be at the leading edge of developing and deploying critical communication solutions. Services that connect people with information, vital assets and each other in rural, remote and maritime locations.

Purpose

Our communication solutions enhance the lives of people and communities in rural, remote and maritime environments. We allow them to stay in touch, & be confident that they can safely live, work & play.

We also enable a transformative change in business operations and productivity for industries and governments operating in rural and remote regions. This includes the maritime, mining, energy, resources and agriculture sectors. In addition to all this, we are a catalyst for improved environmental outcomes.

Vision

We aspire to give the world accessible communication solutions that connect people with vital assets, information and each other.

Color Palette

Carrot

Hex 760D02
RGB 251, 106, 66
CMYK 0, 73, 78, 0

Ember

Sky

Hex 1780E7
RGB 23, 128, 231
CMYK 78, 47, 0, 0

Azure

Sand

Hex D1D685
RGB 209, 214, 133
CMYK 20, 6, 60, 0

Lighthouse

Mint

Hex 64ED7B
RGB 100, 237, 123
CMYK 52, 0, 73, 0

Sprout

Gray

Hex 949EA9
RGB 148, 158, 169
CMYK 44, 32, 26, 0

Rust

Hex 760D02
RGB 118, 13, 2
CMYK 31, 95, 100, 43

Dusk

Hex 1A1B41
RGB 26, 27, 65
CMYK 96, 93, 42, 48

Solar

Hex E2A301
RGB 26, 27, 65
CMYK 11, 34, 100, 0

Fir

Hex 1E5B44
RGB 26, 27, 65
CMYK 85, 40, 77, 34

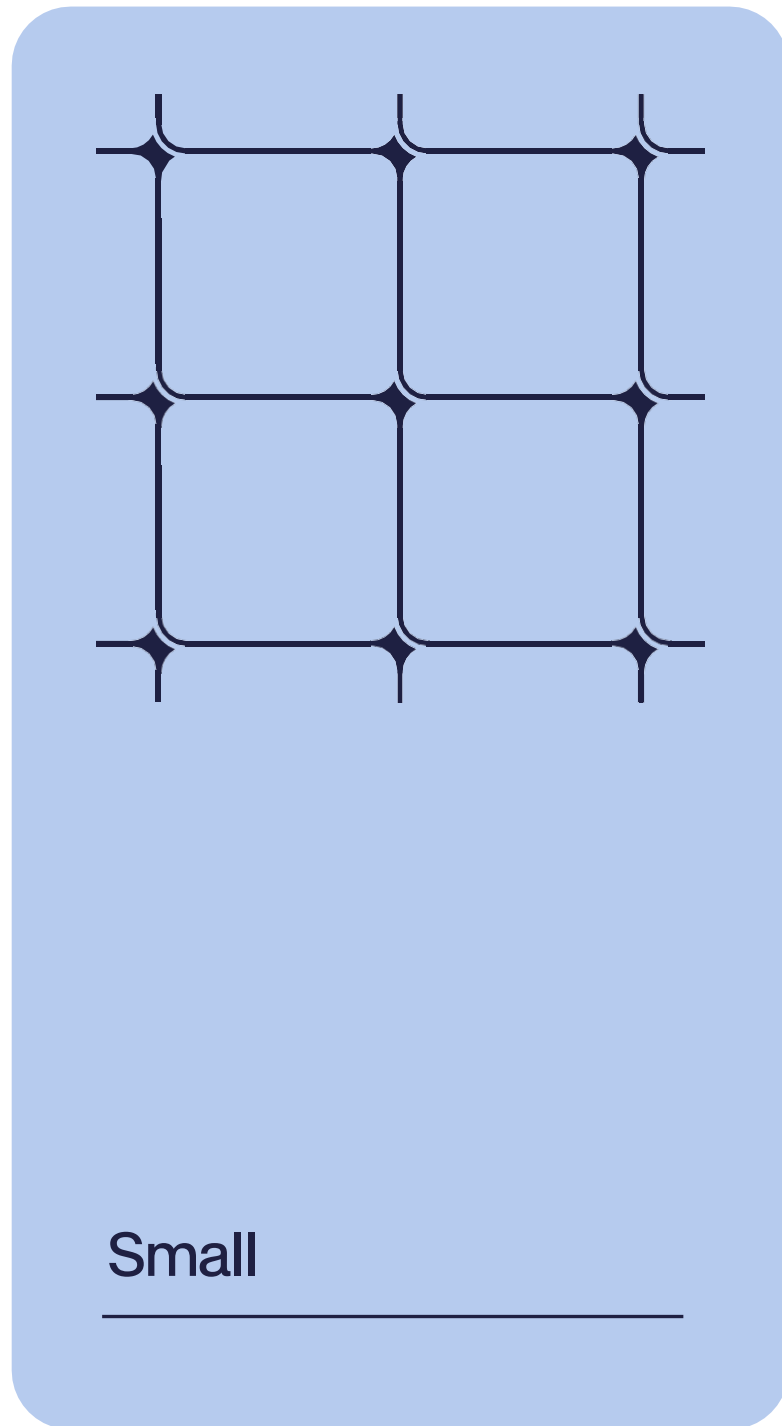
Typography

Swiss Now

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ - 1234567890

abcdefghijklmnopqrstuvwxyz





Small

Grid

Use grids to brand pulsar applications that may be missing strong branding elements or as a supporting element to another larger image or collage. Avoid overuse or sprinkling this in whitespace.



Medium

Pattern

These should reflect an application or reference a main image. Use this as a background to create visual interest. Make sure brand photography is the main subject. Is likely unnecessary for print media.



Large

Star

The Pulsar star can be used alone or interlocking. Let the star be a main image or centered to ensure that it can shine. Great for title slides or displays.

Brand Photography + Elements Use



Land



Sea



Sky

Brand Photography + Elements

A brand's positioning is the conceptual place you want to own in your target audience's mind—the benefits you want them to think of when they think of your brand.



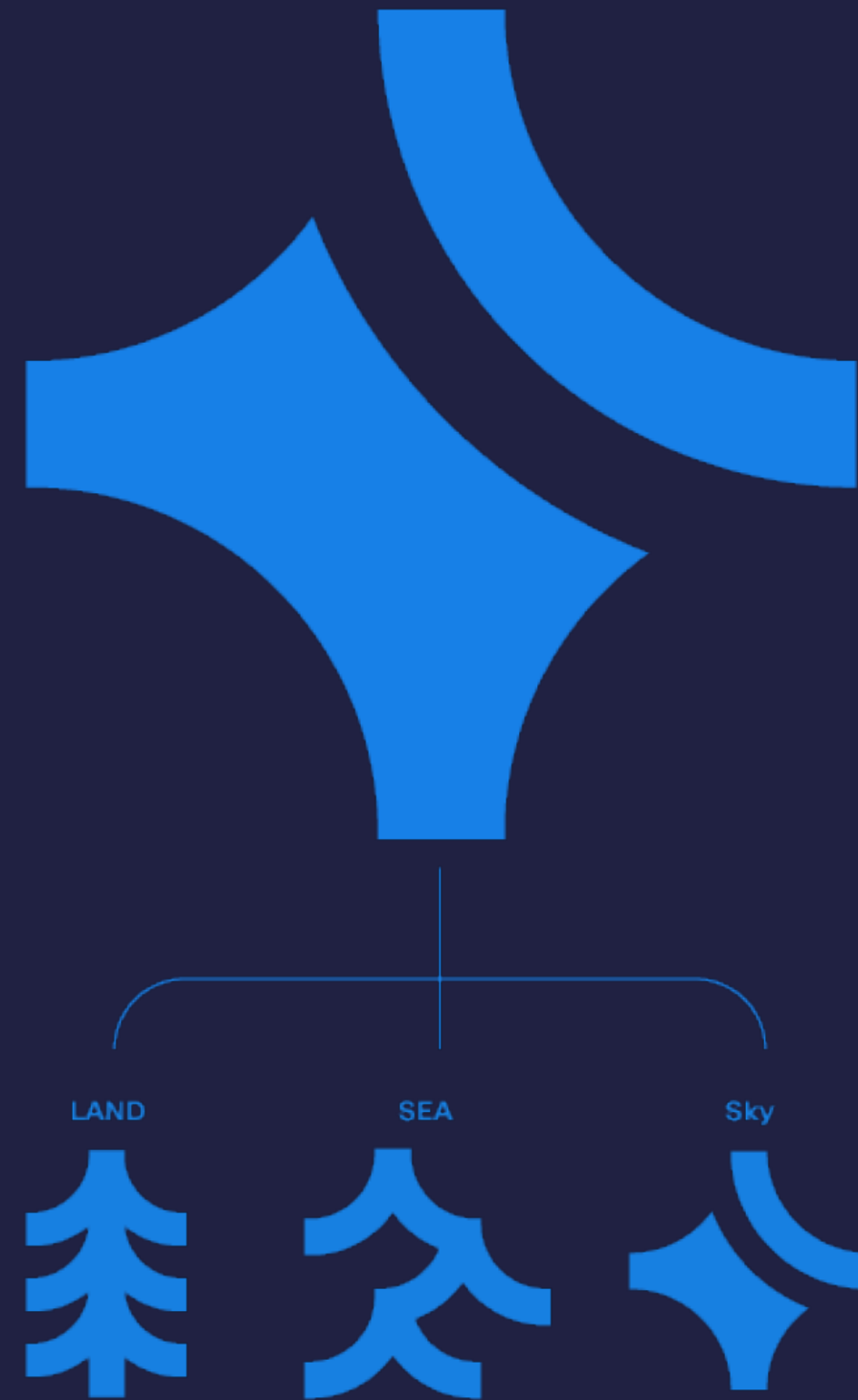
The line segment ties the main logo to the star together while indicating motion and connection. The star shape is taken from the abstraction of the rotational axis and radiation axis of a Pulsar.

The Pulsar star is meant to represent the stability, connectivity, & global versatility that our organization offers.

Pulsar Star Construction

The simple geometry of the swoop can be interlocked or repurposed to create simple icons. Primarily the swoop can be used to show the 3 areas Pulsar servers: land, sea, and sky.

Pulsar Star Element



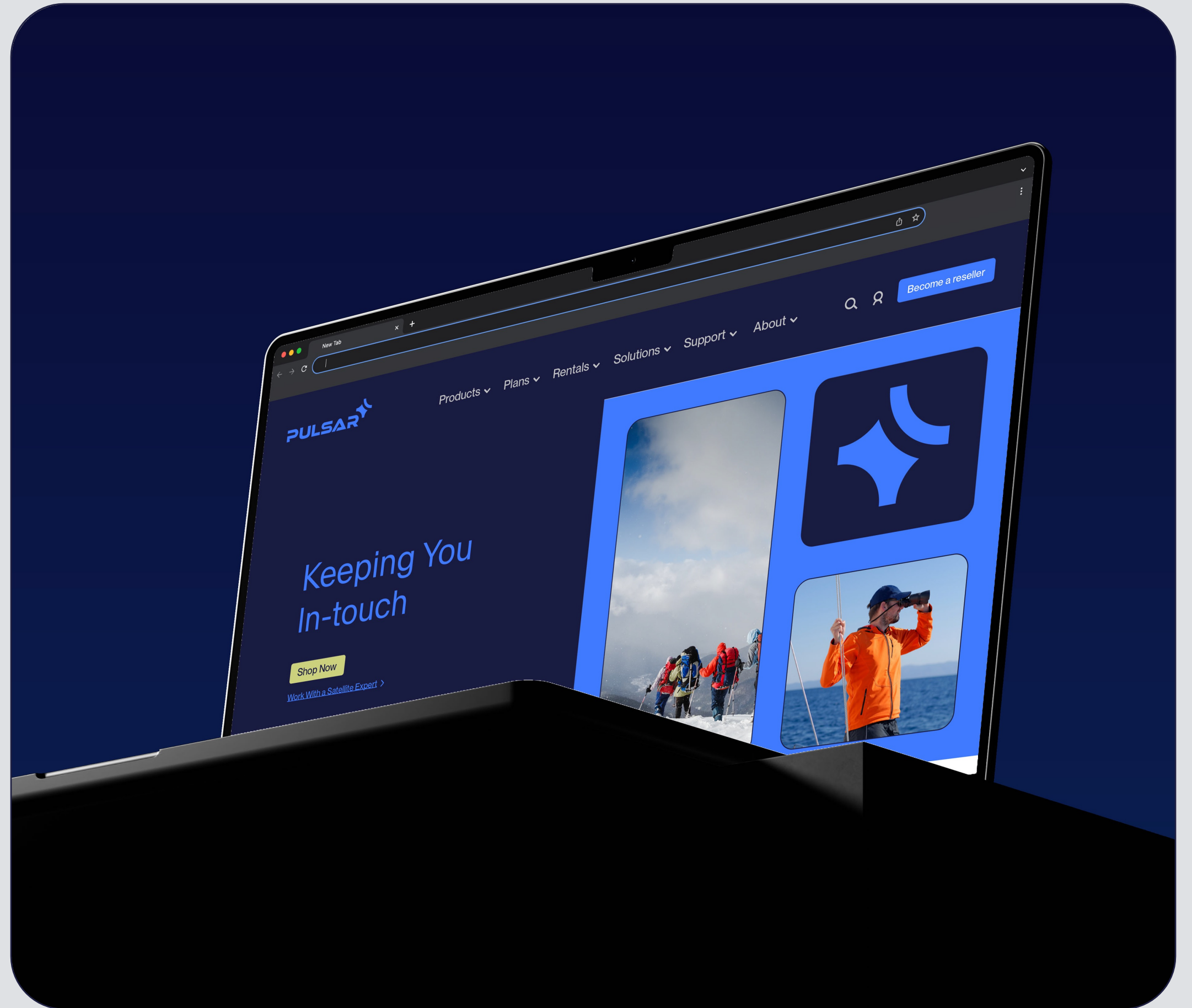


Brand Action Photography

Brand Applications



Web



Social Media

 1W 0


Community Partnerships | LifeFlight

Pivotal provides a range of communication services to LifeFlight's aircraft, supporting the not-for-profit organisation's daily operations.

LifeFlight operates an advanced fleet of Rescue helicopters and Air Ambulance jets, providing a vital rescue service to the people of Queensland with the assurance that emergency medical care is available 24/7, 365 days a year, no matter where you live.

World leader in aeromedical care, with a core purpose to save lives & serve the community.




 1W 0

Last week we held the 2023 Pivotal Dealer & Partner Conference on the Gold Coast.

The theme for this year's event was "Accelerating into the future and creating new opportunities together" so fittingly we kicked the event off with a fun evening at the headquarters of Pivotal partners the Shell V-Power Racing Team.


The team at #Pivotal, together with our partners, pulled together an immersive and interactive program, including an update on recent events within the industry and at Pivotal, all the details on the latest

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Accelerating into the future and creating new opportunities together

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Brochure

Front



Iridium GO exec

Portable Satellite Wi-Fi Hotspot

Combining the reliability and truly global coverage of an Iridium® satellite phone with the features and functionality of a battery-powered Wi-Fi access device, Iridium GO! exec™ enables wireless Internet connectivity for all your devices, and provides simultaneous access for up to two high-quality voice lines.

-  **Satellite Data**
Up to 88 KBps down, up to 22 KBps up
-  **Wi-Fi Hotspot**
Extends satellite voice and data service to smartphones, tablets, and computers.
-  **Apps**
Works with messaging, email, social media, and weather apps.
-  **Two Voice Lines**
Simultaneous access to two high-quality voice lines.

Exclusive Pulsar Advantages

-  **Local number**
Only Pivotal gives you a truly local phone number that works just like your cell phone in the US, UK, Canada, and select countries in Latin America and Europe.
-  **Seasonal Advantage**
Make your own season with monthly plans, keep your number in the off season for only \$5/ month, and reactivate it for free when you're ready.

SOS SOS service
With 24/7 monitoring via Global Rescue

Technical Specifications

Dimensions (L x W x H)	203 mm x 203 mm x 25 mm
Weight	1200g
Operating Temperature Range	-20°C to +50°C
Ingress Protection	IP65 (All Port Covers Closed)
Durability	Military-grade Ruggedness (MIL-STD-810H)
Battery Life, Talk/Data Time	Up to 6 hours
Battery Life, Standby	Up to 24 hours

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GO-EXEC-V1-2022



Back



Iridium GO exec Portable Satellite Wi-Fi Hotspot

Polo Shirt



Swag



Swag



Beyond

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