



CREATE

CARBON

REACTION

# CARBON

**When it comes to B2B**, complexity is the norm, and that's exactly where we thrive. We're more than a digital agency. We're a strategic growth partner for brands ready to rethink what's possible. We build meaningful, measurable connections with the people behind the purchase. From brand positioning to lead generation, our work is designed to move the needle in the real world - where buying cycles are long, stakeholders are many, and attention is earned. Let's build what's next, together.

HubSpot



Schneider  
Electric



BRAND STRATEGY • RESEARCH & ANALYTICS • CREATIVE • DIGITAL PAID MEDIA

WEB & MOBILE DEVELOPMENT • CONTENT DEVELOPMENT • SOCIAL MEDIA & INFLUENCERS • EXPERIENTIAL MARKETING

**Contact Us:** [hello@explorecarbon.com](mailto:hello@explorecarbon.com) • [explorecarbon.com](https://explorecarbon.com)

# Grow Better

HubSpot

HubSpot

Scale your  
business across  
all seven seas.

HubSpot CRM  
Grow Better

LEARN MORE



HubSpot



Scale your company, not  
complexity, with the  
HubSpot CRM Platform.

Learn more

HubSpot

## FAST COMPANY

"7 SEAS IN  
7 YEARS,  
THANKS TO  
HUBSPOT"

HubSpot CRM  
Grow Better

Meet the  
Pirate CEO  
who's going  
for gold &  
the CRM  
that's getting  
her there

THE WORLD'S  
50 MOST  
INNOVATIVE  
COMPANIES



Beware of CRM  
made with M&A.

Most CRMs are cobbled  
together with duct tape  
and acquisitions.  
HubSpot CRM is crafted  
with love.

HubSpot CRM

Learn more



## CARBON

Ask: Build a global outbound brand media engine for the pioneer of inbound marketing

Solution: a data driven approach utilizing brand data, 2p data from Resonate, and custom research to inform:

- Personas and customer journeys
- SOV v. SOM analysis / media spend recommendations
- Media consumption / strategy / plan
- Creative direction / messaging
- Geographic focus powered by BDM concentration, HubSpot MQLs, deals, Brand Tracker information & website traffic.

HubSpot



2025 Program Guide

# Let's Build TOGETHER

Explore the enhanced IT Solution Provider go-to-market track for the mySchneider IT Partner Program.



se.com/myschneider

**Smart Panel for Monitoring & Control**

Intelligent energy monitoring and control for your home. The Smart Panel allows you to monitor and control your home's energy usage in real-time. It features a color touchscreen display and a mobile app for remote access. The Smart Panel is compatible with a wide range of smart home devices, including smart thermostats, smart lighting, and smart appliances. It also features a built-in energy meter and a backup battery to ensure continuous operation during power outages.

**Schneider Boost & Sensor**

Boost your home's energy efficiency with the Schneider Boost & Sensor. This smart device is designed to monitor and control your home's energy usage in real-time. It features a color touchscreen display and a mobile app for remote access. The Schneider Boost & Sensor is compatible with a wide range of smart home devices, including smart thermostats, smart lighting, and smart appliances. It also features a built-in energy meter and a backup battery to ensure continuous operation during power outages.

**Visibility that powers optimization**

See what's using electricity when not in use. Schneider's energy monitoring solutions provide real-time visibility into your home's energy usage. This allows you to identify areas where you can save energy and reduce your carbon footprint. Schneider's energy monitoring solutions are easy to install and use, and they provide a wealth of data and insights to help you optimize your home's energy usage.

**Stay in control with the Schneider Home App**

## Let's Build TOGETHER

Don't let digitization drain your purchasing power.

Learn more

Life Is On | Schneider Electric

Have agency over urgency.

Get centered with sustainable data center solutions.

Learn more

Life Is On | Schneider Electric

Safeguard your assets and your sanity.

Get centered with sustainable data center solutions.

Learn more

Life Is On | Schneider Electric

Less pressure. More productivity.

Get centered with sustainable data center solutions.

Learn more

Life Is On | Schneider Electric

Less stress on the environment. Less stress on you.

Get centered with sustainable data center solutions.

Learn more

Life Is On | Schneider Electric

## The solution for sustainability anxiety.

Get centered with sustainable data center solutions.

Learn more

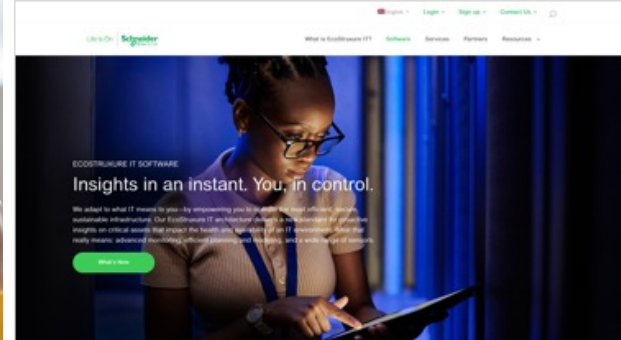
Life Is On | Schneider Electric

Less pressure. More productivity.

Get centered with sustainable data center solutions.

Learn more

Life Is On | Schneider Electric



...generation transport system with unprecedented simplicity in installation and commissioning

Let's Build TOGETHER

Let's Build TOG

CARBON

Ask: Serve as a key global marketing partner across all lanes of business for 8+ years.

Solution: From digital and physical experiences to immersive campaigns, audience personas, brand journeys, and bold identity work we've brought "Life is On" to life in every dimension, proving the power and possibility of the brand.



size footprint reduce cost

Let's Build TOGETHER





### Allograft Packaging

Allograft® Bio-implant Packaging: Custom Solutions, Advanced Medical Grade Materials

Allograft® Bio-implant Packaging is a custom solution for medical grade materials. It is designed to protect and preserve the integrity of your medical grade materials during transport and storage. Our advanced packaging solutions are made from medical grade materials and are designed to meet the specific requirements of your medical grade materials.

Request a Consultation

Applications

- 1
- 2
- 3

### Medical Devices and Device Design

Medical devices are a critical component of modern medicine. They are used to diagnose, treat, and monitor patients. Our medical device design services are designed to help you create medical devices that are safe, effective, and easy to use.

- Rapid prototyping
- Medical device design
- Medical device testing
- Medical device manufacturing

Our expertise

At UFP Technologies, we are uniquely positioned to meet your medical device design needs. We have the expertise, resources, and experience to help you create medical devices that are safe, effective, and easy to use.



### Optimizing Our Platform for Growth

2024 ANNUAL REPORT

UFP TECHNOLOGIES

### Optimizing Our Platform for Growth

2024 ANNUAL REPORT

UFP TECHNOLOGIES

## Rapid Prototyping Speed to Market

# CARBON

Ask: Strategic partnership across brand, media and technology for 8+ years.

Solution: Our work spans research, brand positioning & identity, website builds, creative campaigns, as well as full-funnel paid media strategies and implementation to grow the MedTech business.

### Marble Medical

Leading medical solutions. Fully-manufactured performance.

Adhering to a higher standard for stick-to-skin solutions

Performance & Protection That Sticks

## INNOVATION INSISTS ON ACCURACY.

UFP Technologies

# DEMANDS

### Allograft Packaging Solutions

Applications

- 1
- 2
- 3

## PRECISION

Request a Consultation

Product Line	Product	Application	Material	Size	Weight
Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging
	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging
	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging
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	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging	Allograft® Bio-implant Packaging

## EXCELLENCE REQUIRES A CHAMPION.

UFP Technologies

The Semiconductor Lifecycle Solution®

# Authorized

We're keeping your business moving with 100% authorized, traceable, certified, and guaranteed devices.

Explore Solutions

CARBON

Ask: Drive global commerce for end-of-life, obsolete semiconductors both licensed manufactured as well as authorized distribution

Solution: Strategic global SEM campaigns targeted to maximize visibility and commerce for the brand.



Health, wealth, and retirement planning is complicated, but at the end of the day, it's all about people. At Sentinel, we enjoy connecting with you and understanding your unique needs and future plans. We take pride in using our expertise to talk about benefits and finances in a simpler way, making it easier to understand, and helping you make the important decisions.

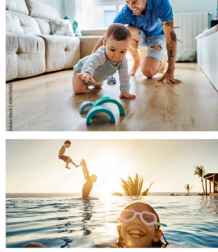
We're people people—we make your business our business, because it's all personal. That's why people choose us.

### Individual Photography

Photography for individual-focused brand materials should capture casual, genuine moments of humanity that people share throughout their lives. Images offer a "fly-on-the-wall" moment, candid compositions and food that is centered around positivity, ease, and joy.

*Suggested search terms:*

Candid, diverse, authentic, connection, cozy space, family, family, laughing, happy, real, depth of field



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### Values

Values serve as the tenets of our brand and help to guide us as a company. These five pillars are also attributes of every Sentinel employee, and are fundamental to our culture and our actions.

#### Integrity

We commit to doing the right thing at all the times, when we say we'll do something we do it.

#### Excellence

We demand our best every day and hold ourselves accountable to exceed expectations.

#### Empowerment

We have the trust and freedom to think big, act with confidence and make a positive impact in all that we do.

#### Expertise

We blend real-world experience with a commitment to continuous learning, delivering solutions.

#### Innovation

Not satisfied with status quo, we adapt by being curious, agile, and courageous.

### Core Brand Colors

Below are the core colors of our brand. They can be found in our logo and are intended to create consistency across brand materials. Tints and shades of each primary color are offered below to add flexibility to designs while still maintaining our brand identity—though, these colors should never be the dominant color.



<b>Pantone 3875 C</b>	<b>#8A4330</b>
CMYK 40, 41, 79, 41	RGB 102, 67, 48
RGB 102, 67, 48	HEX #8A4330
<b>Pantone 2383 C</b>	<b>#1E8449</b>
CMYK 30, 41, 79, 41	RGB 30, 132, 73
RGB 30, 132, 73	HEX #1E8449
<b>Pantone 3428 C</b>	<b>#007060</b>
CMYK 90, 41, 79, 41	RGB 0, 112, 96
RGB 0, 112, 96	HEX #007060

A selection of grays can also be used when necessary as an accent, for text, or for gray scale production. White space in designs is also encouraged to create materials that are modern and easy to comprehend. Do not seek to fill up all space with content and color, but rather, utilize white space with our color palette to focus attention on what is important and useful.

<b>Pantone Cool Gray 11 C</b>	<b>Pantone Cool Gray 8 C</b>	<b>Pantone Cool Gray 6 C</b>	<b>Pantone Cool Gray 4 C</b>
CMYK 80, 68, 54, 54	CMYK 0, 0, 0, 70	CMYK 0, 0, 0, 40	CMYK 0, 0, 0, 20
RGB 40, 48, 59	RGB 128, 128, 128	RGB 192, 192, 192	RGB 224, 224, 224
HEX #666666	HEX #808080	HEX #C0C0C0	HEX #E0E0E0

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### Core Brand & Employer Photography

Our brand photography captures authentic moments of human connection. Images offer a "fly-on-the-wall" moment showing Sentinel people and customers. Compositions should include a short depth of field and focal point that is centered around positivity, ease, and joy.

*Suggested search terms:*

Candid, diverse, authentic, connection, copy space, working, laughing, happy, real, depth of field



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Ask: Strengthen the Sentinel Group brand position in the marketplace to drive revenue growth.

Solution: Research, personas, brand journeys, brand positioning and identity, as well as a creative messaging platform to drive the business across all segments.

### Color Usage & Utility Palette

In certain instances, other colors may be necessary for differentiation—in charts for example. The secondary utility palette below has been chosen to assist and complement the primary palette as needed. Warning: Icons like red and brown should be reserved for specific indications on charts and graphs.

Brand Colors				Utility Palette			
#8A4330	#007060	#1E8449	#1F3D63	#808080	#A9A9A9	#D3D3D3	#E0E0E0

**Color Alignment & Gradients**  
For materials pertaining to specific topics or audiences, certain colors are preferred as the most dominant colors. Linear gradients can also be used to create dimension in graphics, or as an overlay on a photo.



<b>#8A4330 + #007060</b>
<b>#8A4330 + #007060 + #1F3D63</b>
<b>#1E8449 + #1F3D63</b>

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### Communication Guidelines

Benefits are personal and individual, making every benefits experience unique. It is impossible to counter to Sentinel Group's values to create and provide "templates" for written and verbal communication. Instead, here are a few easy guidelines to follow when writing communication or having a conversation about Sentinel Group and its benefits offerings. Keeping these themes in mind will help guide your communication to ensure that standards are upheld and maintained.

#### Keep It Simple

Example Power Point Slides

#### Value Connection

#### Be Real

Be straightforward and confident without a Hard Sell approach.

#### Practice Practicality

Be efficient and budget oriented without sacrificing quality and experience.

#### Put People First

Focus on the individual's priorities over company products.



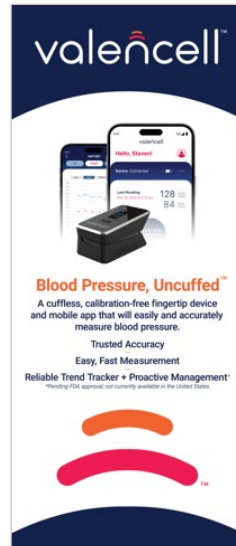


# valeñcell health™

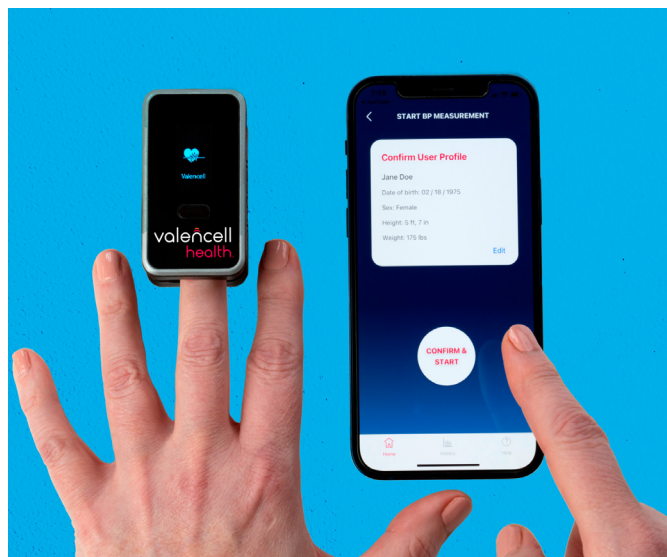
CARBON

Ask: Rebrand a licensed biometric sensor technology company to a consumer product brand focused on blood pressure monitoring.

Solution: Brand positioning and identity as well as website design shifting from a corporate brand to one that felt human and personal, while touting clinical validation and positioning the brand for B2C success.



# valeñcell health™





# CARBON

Ask: Usher in Industry 4.0 by creating the branding and launch assets for a vendor-independent industrial user group

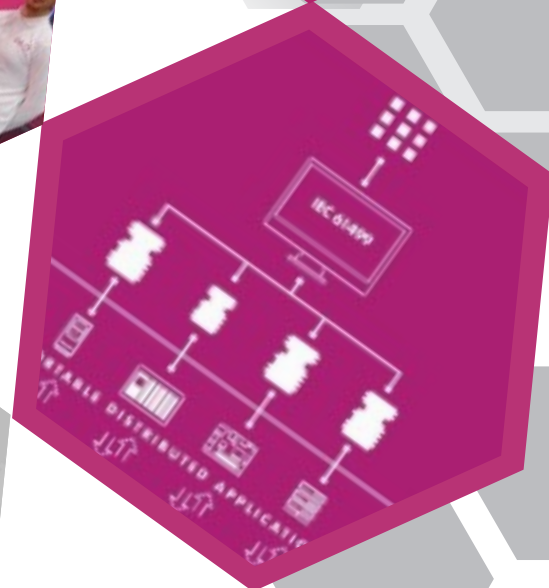
Solution: Using the proprietary UAO 'Function Block' Icon and a call to action, Carbon called for the "Game Changers" of industry in creation of the brand identity, logo, social campaign, suite of assets, as well as brand guidelines.

UAO

JOIN THE TEAM  
**CHANGING  
THE GAME**  
UNIVERSAL  
AUTOMATION.ORG

HEY INDUSTRY,  
**THIS IS BIG.**

FUNCTION ON A  
**NEW LEVEL**  
UAO



GET TO KNOW  
**UAO**

DEAR GAME CHANGERS,  
**THIS IS BIG**  
UNIVERSAL  
AUTOMATION.ORG

**UNIVERSAL**  
AUTOMATION.ORG