



CARBON

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 • 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



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, helping you reduce energy costs and carbon footprint.

Schneider Boost & Sensor

Boost your home's energy efficiency with the Schneider Boost & Sensor. This smart device monitors and controls your home's energy usage, helping you reduce energy costs and carbon footprint.

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, helping you optimize energy consumption and reduce costs.

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

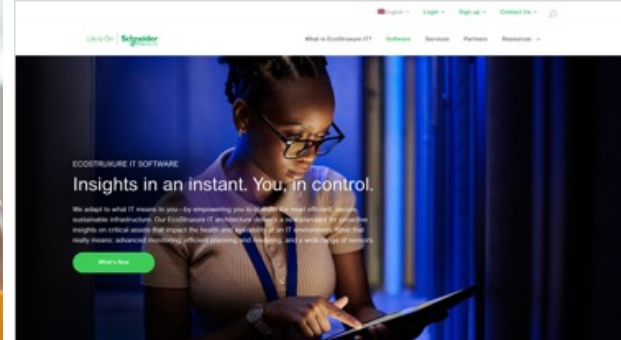
Life Is On | Schneider Electric

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 TOGETHER

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

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

AlloShell® is a custom designed sterile barrier system that provides a secure, leak-proof, and tamper-evident barrier for your medical device. It is made from advanced medical grade materials and is designed to meet the specific requirements of your device and application.

With a variety of options, you can choose the right barrier system for your device, ensuring optimal protection and performance. Our custom design and manufacturing capabilities allow us to create a barrier system that is perfectly tailored to your needs.

Learn more about AlloShell® today.

Request a Consultation

Applications

AlloShell® is used in a wide variety of medical applications, including:

- 1. Joint Replacement
- 2. Spinal Implants
- 3. Cardiac Devices

Medical Devices and Sterile Envelopes

UFP Technologies provides a wide range of medical devices and sterile envelopes for a variety of medical applications. Our products are designed to provide a secure, leak-proof, and tamper-evident barrier for your medical device, ensuring optimal protection and performance.

Our products are made from advanced medical grade materials and are designed to meet the specific requirements of your device and application. With a variety of options, you can choose the right barrier system for your device, ensuring optimal protection and performance.

Learn more about our products today.

Our Expertise

- Custom design and manufacturing
- Medical device sterilization
- Sterile envelope design and development



Optimizing Our Platform for Growth

2024 ANNUAL REPORT

UFP TECHNOLOGIES

2024 Annual Report

UFP Technologies is a leading provider of medical device and sterile envelope solutions. Our products are designed to provide a secure, leak-proof, and tamper-evident barrier for your medical device, ensuring optimal protection and performance.

Our products are made from advanced medical grade materials and are designed to meet the specific requirements of your device and application. With a variety of options, you can choose the right barrier system for your device, ensuring optimal protection and performance.

Learn more about our products today.

Optimizing Our Platform for Growth

2024 ANNUAL REPORT

UFP TECHNOLOGIES

Rapid Prototyping Speed to Market

UFP TECHNOLOGIES

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.

INNOVATION INSISTS ON ACCURACY.

UFP TECHNOLOGIES

Leading medical solutions. Fully-manufactured performance.

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

Performance & Protection That Sticks

DEMANDS

Allograft Packaging Solutions

Applications

- 1. Repetitive Motion
- 2. Vertical Assembly
- 3. High Precision

Allograft Packaging Solutions

Allograft Packaging Solutions

Allograft Packaging Solutions

PRECISION

Request a Consultation

Allograft Packaging Solutions

Allograft Packaging Solutions

Allograft Packaging Solutions

EXCELLENCE REQUIRES A CHAMPION.

UFP TECHNOLOGIES

Allograft Packaging Solutions

Allograft Packaging Solutions

Allograft Packaging Solutions

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.

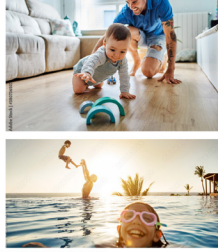
We're people-people—we make your business our business, because it's all personal. That's why people choose us.

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.



Pantone 3876 C	#8A4330
CMYK 40, 41, 79, 41	RGB 102, 67, 50
HEX #8A4330	HEX #8A4330
Pantone 2383 C	#1E8449
CMYK 50, 41, 79, 41	RGB 30, 132, 73
HEX #1E8449	HEX #1E8449
Pantone 3428 C	#0070C0
CMYK 90, 41, 79, 41	RGB 0, 112, 192
HEX #0070C0	HEX #0070C0

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.

Pantone Cool Gray 11 C	Pantone Cool Gray 8 C	Pantone Cool Gray 6 C	Pantone Cool Gray 4 C
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 220, 220, 220
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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CARBON

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	#0070C0	#1E8449	#F1F3D3	#D3D3D3	#F1F3D3	#F1F3D3	#F1F3D3

Color Assignment & 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.



#8A4330 + #0070C0
#8A4330 + #0070C0 + #1E8449
#1E8449 + #F1F3D3

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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

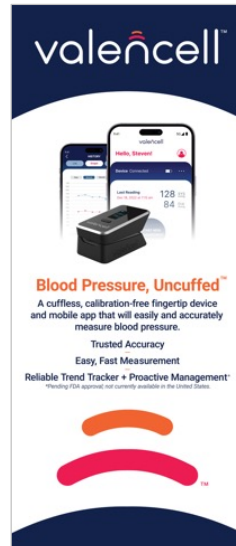


valeñcell health™

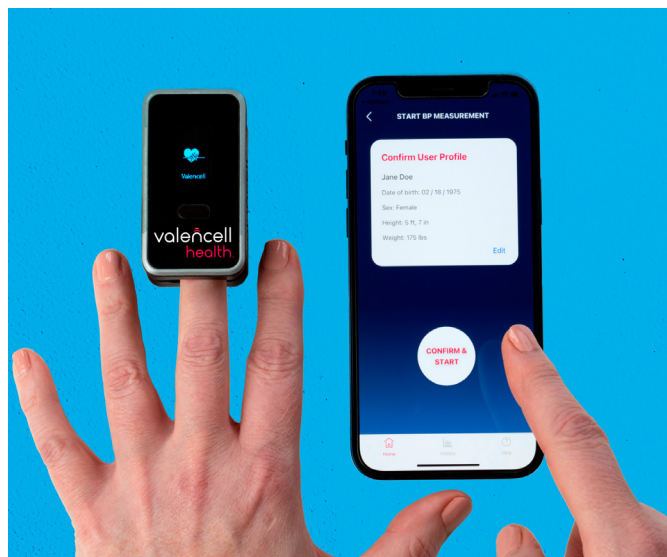
CARBON

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

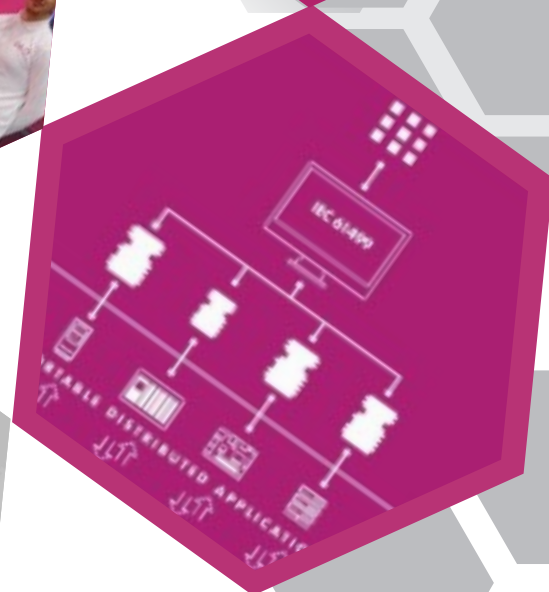
Solution: Using the proprietary UAO 'Function Block' Icon and a call to action, Carbon called for the "Game Changers" of industry in creation of the brand identity, logo, social campaign, suite of assets, as well as brand guidelines.

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