

logo
shape

primary use case
for use on white or solid colors

pulse
INDUSTRIAL

increased space between L and S letters
for better L readability and white space rhythm

secondary use case - on solid circle
for overlaying on images



color
gamma



color semantics

used for fonts on
light background

used for logo and
typography

used for logo and
typography

used for problems

used for
background and
toning back-
ground images



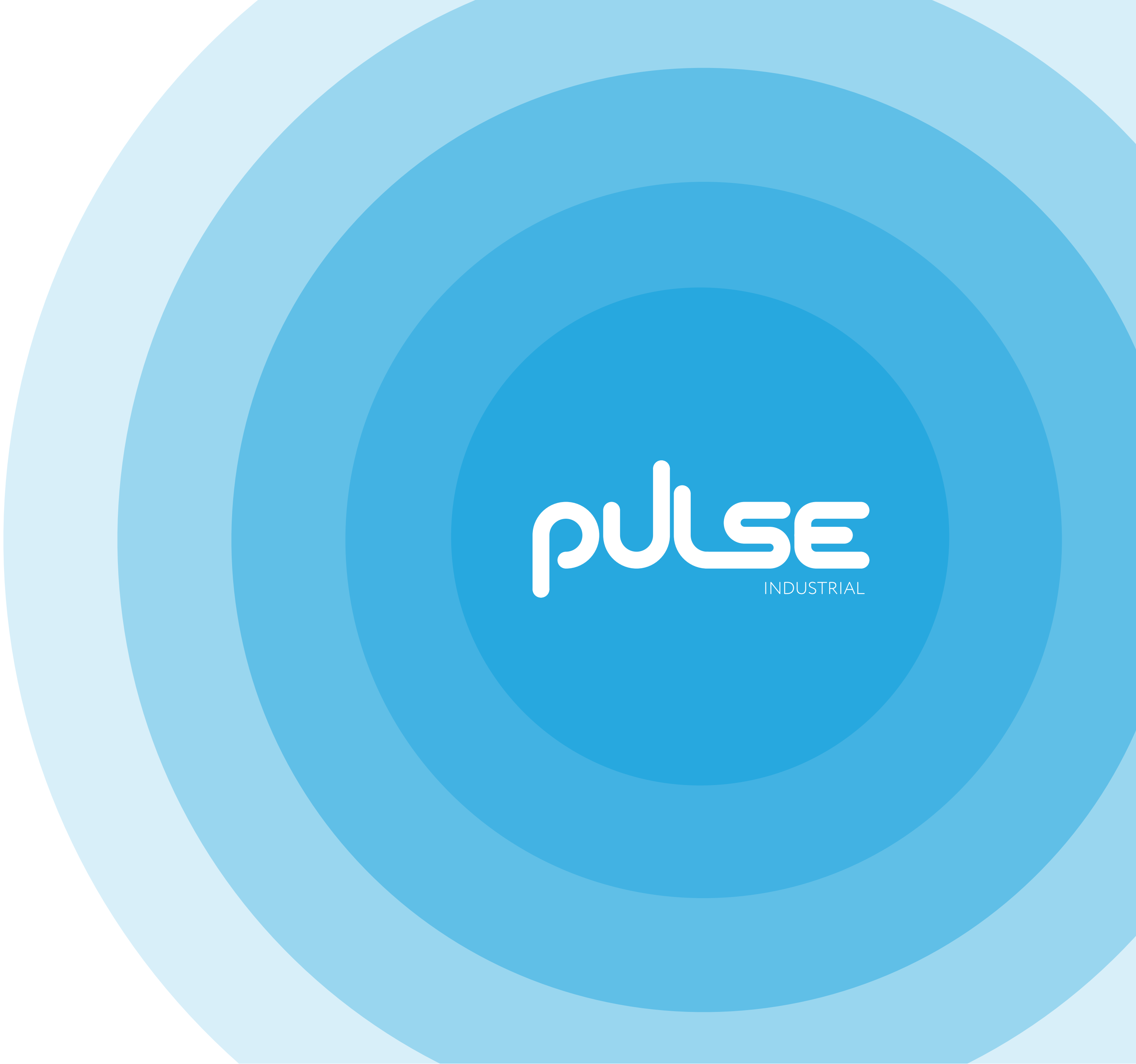
technology
intelligent
air / steam
metal / cold

warm
industrial

energy
red traffic light
metaphorical:
pipes for the in-
dustry as a blood
circulation system;
attention;

supporting graphic elements

Pulse / vibration motive
Used in combination
with circle solid version logo

The image features a large graphic on the right side consisting of four concentric circles in shades of blue, centered on a white background. The innermost circle is a medium blue, and the outer rings become progressively lighter. In the center of these circles is the 'pulse' logo in white lowercase letters, with 'INDUSTRIAL' in smaller white uppercase letters to its right.

pulse
INDUSTRIAL



steam
traps

Pipe element

Red color used for Problem

Blue and Orange used for
support logo and typogra-

Pipe element
Option with horizontal
orientation



precision and control

typography

Header / Varela round

healthy
pipes

Body / Maven Pro

Better manage your steam traps to
optimize your facility. With our
monitoring service, operators can
now find and fix failures
immediately.



layouts
exampmples

steam traps

Better manage your steam traps to optimize your facility. With our monitoring service, operators can now find and fix failures immediately.

[watch demo video](#)

The background is a black and white photograph of industrial equipment, specifically steam traps, with several pipes and valves visible. In the foreground, there is a large, semi-transparent pink circle on the left side, and a smaller orange circle partially overlapping its bottom-left edge. The word "problem" is written in white lowercase letters inside the pink circle.

problem

Better manage your steam traps to optimize your facility. With our monitoring service, operators can now find and fix failures immediately.



healthy pipes

Better manage your steam traps to
optimize your facility. With our
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immediately.



healthy pipes

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healthy pipes

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industrial solutions

Better manage your steam traps
to optimize your facility

With our monitoring service,
operators can now find
and fix failures immediately.

data and control

With our monitoring service,
operators can now find
and fix failures immediately.

98.7% more data
more precision
and accuracy

data and control

Yellow pipe used
for big numbers
and titles

98.7%

data and control

With our monitoring service,
operators can now find
and fix failures immediately.

23%

more data
more precision
and accuracy



texture
examples



precise
data



healthy
pipes



precise data

With our monitoring service,
operators can now
find and fix failures
immediately.

accidents
decrease

22%



pipes health

advanced
24/7 monitoring

• healthy pipes

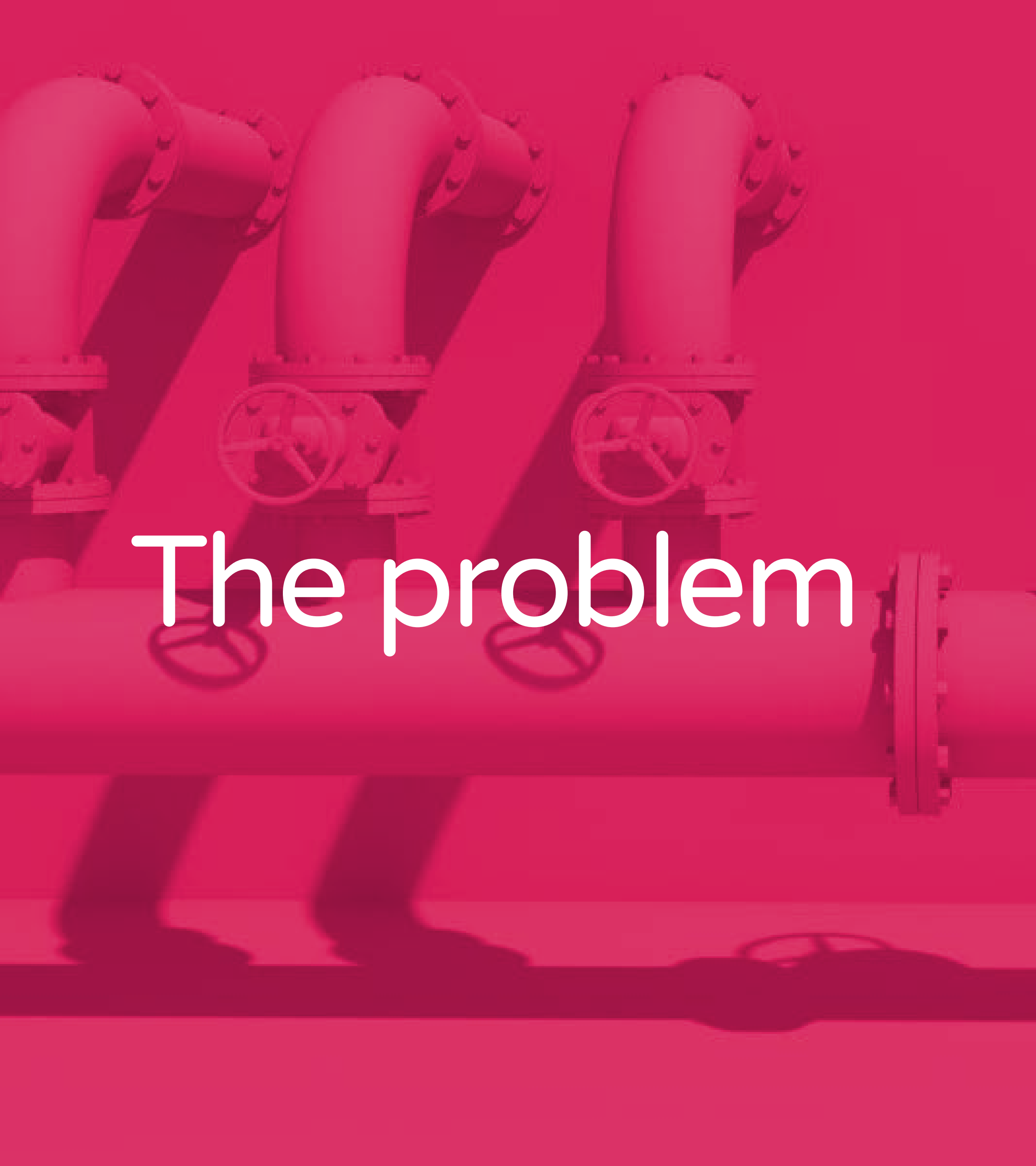
advanced
24/7 monitoring

pulse
INDUSTRIAL



industrial solutions

With our monitoring service,
operators can now find
and fix failures immediately.

The background of the slide features a close-up, high-contrast photograph of industrial steam trap components. The image is heavily tinted with a vibrant magenta or fuchsia color. It shows several large, curved pipe elbows and horizontal pipe sections, all equipped with handwheel valves. The lighting creates strong highlights and deep shadows, emphasizing the metallic textures and complex geometry of the machinery.

The problem

Better manage your steam traps to optimize your facility. With our monitoring service, operators can now find and fix failures immediately.





healthy pipes

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23%

more data
more precision
and accuracy





healthy pipes

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healthy pipes

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pulse
INDUSTRIAL

pulse
INDUSTRIAL

Smart steam trap monitor



improving
the health and efficiency
of your plant

pulseindustrial.ca



data and control

Varela Round

With our monitoring service,
operators can now find
and fix failures immediately.

98.7%

more data
more precision
and accuracy

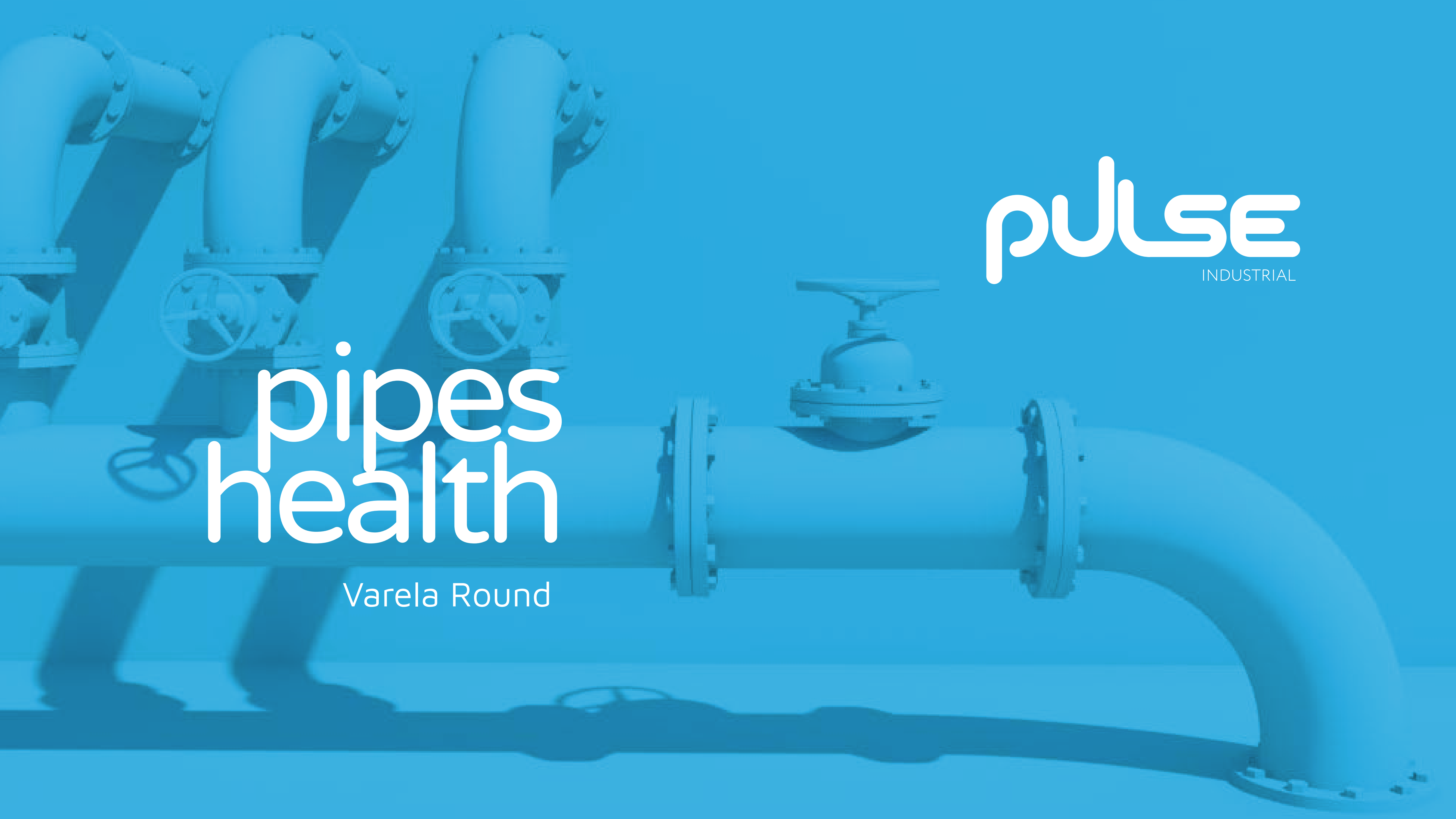
data and control

Varela Round

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23%

more data
more precision
and accuracy



pulse
INDUSTRIAL

pipes health

Varela Round



healthy pipes

Quicksand font

Better manage your steam traps to optimize your facility. With our monitoring service, operators can now find and fix failures immediately.



pipes health

Quicksand font