

Abbreviated Branding Guidelines

Branding guidelines for basic usage of the 2Wire brand, including logo usage, color palette and fonts

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Brand Philosophy

The corporate brand is most often represented visually by our signature—the 2Wire logo. Placing this logo on external communications, proposals, internal memos, or any other document or online communication instantly communicates a level of importance, seriousness, and commitment.

The brand is also communicated through a combination of secondary elements including other corporate logos, the data stream, color palette, typography, and graphic styles.

What Our Brand Represents

- Innovation
- Professionalism
- Commitment

When to Use the Brand

The 2Wire logo should appear on all formal communications where the intention is to deliver information to or request information from a person or an organization, where the communication is sent on behalf of, and/or impacts 2Wire.

Brand Guidelines

Corporate Branding Guidelines have been established to ensure proper usage and placement of corporate brand elements. It is important to follow these guidelines to ensure that the brand is being represented in an appropriate and consistent fashion.

The 2Wire Name in Communications

2Wire always appears in text written as a single word, combining the numeral “2” with the word “Wire” into a single word. “W” is always capitalized and “ire” is always lowercase.

Never use all capital or all lower case. This rule follows for any and all references to the company (2Wire and 2Wire, Inc.) as well as to company website URLs and email addresses (2Wire.com and info@2Wire.com, for instance).

Logo Usage

The logo does not include a tagline at this time. No other words or symbols should ever be attached or placed in association with the logo.

The logo must never be altered or modified in any way.

Minimum Clear Space Protection

It is essential that the logo remain free of graphics, photography, typography, and other elements. The logo must always be the most legible and viewable element in any given graphic space.

The unit of measure “X” equals the height of the “2” in the 2Wire logo. The minimum required clear space is a distance of “X” surrounding each side of the logo.



Proportions of the Logo

The logo was constructed with an aspect ratio (height to width) of 1 : 3.88. This proportion must never be altered. Particular attention should be made when placing the logo in an application (such as Microsoft Word, or PowerPoint), where the image proportions can be changed by dragging the corners of the picture window box. Hold down the Shift key when dragging a corner to maintain the correct aspect ratio.



Minimum Size

The 2Wire logo may be reproduced in print at a minimum size of 3/4” wide.



Logo Color

The primary corporate ink color Pantone 8703 metallic gray. When 8703 is not available, use Pantone Cool Gray 10. If necessary, the logo may be reproduced in 60% black (preferred) or solid black.

Color Backgrounds

On dark or brightly colored backgrounds the logo is reversed to white. For optimal contrast and legibility, a background color of black or gray (no lighter than 40% black) should be used.

No other color treatments are permitted.



Unacceptable Logo Usage

Do not:

- Add drop shadows, glows, or reflections
- Lock up non-approved text or other graphical elements
- Outline the logo
- Angle or skew the logo
- Use any color other than PMS 8703, Cool Gray 10, black, or white
- Place the logo on a photographic background

Dropshadow



Angle



Glow



Skew



Reflection



Other color



Text lockup



Photo background



Outline



Gradient fill



Corporate Color Palette

Usage

The tables below provide color specifications for a variety of displays. Always refer back to the Pantone Matching System (PMS) as the reference standard.

For print production, use Pantone spot colors for the most accurate color reproduction. Use CMYK equivalents when process colors are required, for instance when reproducing 4-color prints.

Hierarchy

Use primary colors first in all corporate communications. Secondary colors may be used in addition to the primary palette only when more levels of meaning or differentiation are needed. The corporate PowerPoint template has its own color palette optimized for on-screen and projection views.

Primary Colors

Pantone	CMYK	RGB	Hexachrome
Process Black C	0/0/0/100	0/0/0	71703
8403 or CG10	0/0/0/60	86/86/86	565656
Cool Gray 6	0/0/0/31	186/186/186	BABABA
Cool Gray 3	0/0/0/17	216/216/216	D8D8D8

Secondary Colors

Pantone	CMYK	RGB	Hexachrome
7489	55/2/75/5	113/173/71	71AD47
363	78/5/98/24	63/125/42	3F7D2A
7492	12/0/50/7	200/209/129	C8D181
152	0/62/100/0	225/112/0	E17000

Corporate Typefaces

Gotham Narrow

This is the primary typeface used for all print and PDF items.

Lucida Sans

This is the typeface used when Gotham Narrow is not available and the primary viewing medium is a screen—specifically for the Web.

Arial

This typeface is used for internal documents when Gotham Narrow is not available. It is the primary typeface for PowerPoint presentations, Office documents, and email communications.

General formatting guidelines

Print (corporate collateral):

- Headline and title – Gotham Narrow Medium
- Headers – Gotham Narrow Medium
- Intro and body text – Gotham Narrow Book

Presentation:

- Title and headline – Arial Bold
- All else – Arial Regular

Print (internal documents):

- Title and headers – Arial Bold
- Body – Arial Regular