



**AboveNet™**

Corporate Identity and Branding Guidelines

# Introduction

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These guidelines have been created to introduce and coordinate the appearance, personality and appropriate implementation of our identity. They are meant to provide a technical understanding of the structure of our new identity and to inform all future brand communication decisions.

The AboveNet signature is the primary expression of the company's new identity. It's proper application is essential for promoting, maintaining, and protecting the value of our brand. Adhere to the specifications outlined in these guidelines and use high quality vendors and reproduction methods to ensure consistent representation.



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# The Masterbrand

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The AboveNet identity embodies the revolutionary concept of point-on-point communication and the limitless opportunities made possible by an end-to-end network that operates at the speed of light. Our technology and infrastructure enables us to collapse time and open the door to an infinite spectrum of possibilities.

# Signature Elements

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Symbol



Symbol + Logotype = Signature

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Logotype

The AboveNet signature combines the two most important visual elements of our brand: the AboveNet symbol and the AboveNet logotype. Position, size, and color, along with the spatial and proportional relationships of the AboveNet signature elements, are standardized and should never be altered. Always keep the signature elements together – never use the symbol or logotype alone.

# Signature Don'ts



A



B



C



D



E

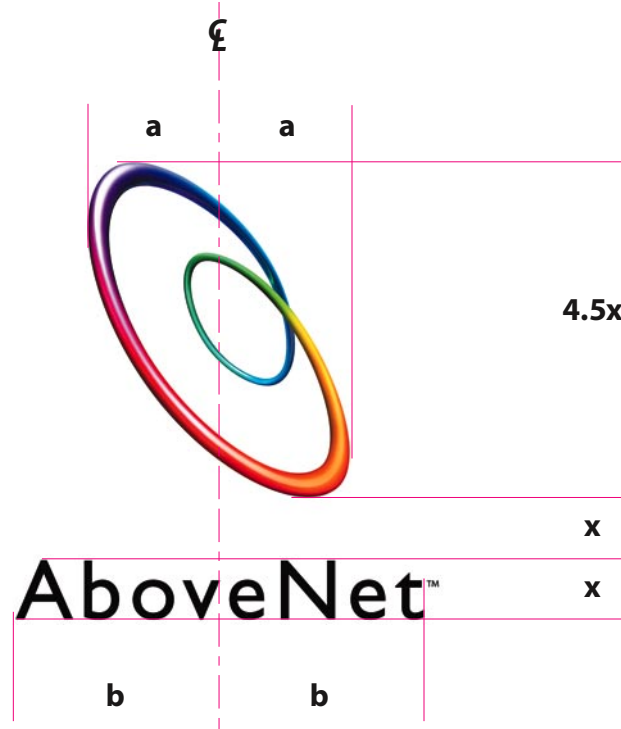
Examples of signature misuse are shown above.

- A: Never change the proportional relationships of the logotype and symbol.
- B: Never violate clearspace by cropping the signature.
- C: Never represent the symbol in a single color.
- D: Never distort the signature.
- E: Never adjust the coloration or the lighting effects of the symbol.



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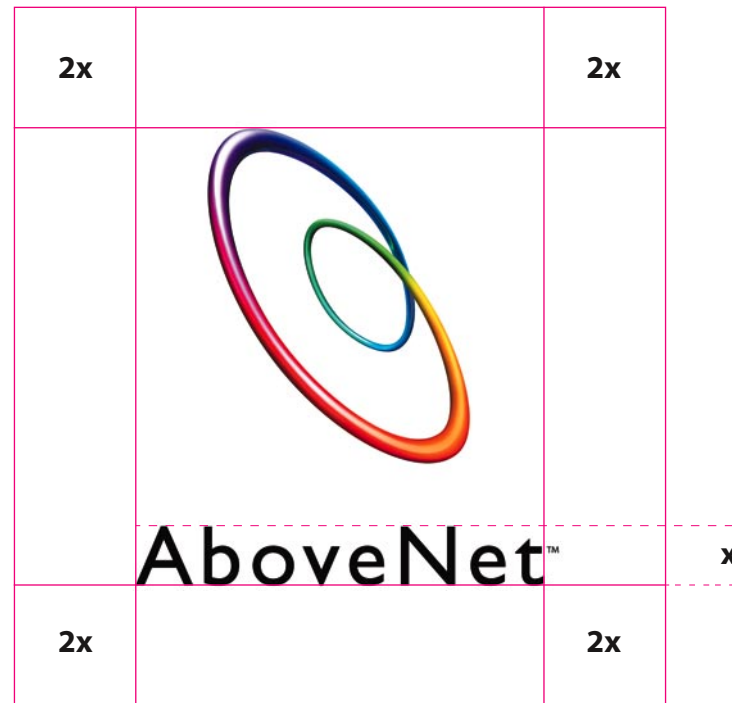
# Size Relationship



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The correct proportions of the signature are outlined above. Exact measurements are defined in relation to the height of the logotype. These measurements must be maintained in order to ensure the proper spatial relationship between the logotype and the symbol.

# Clearspace



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Clearspace refers to the area surrounding the AboveNet signature. It must be kept free of graphics, text, other logos, and the edges of an electronic document or printed piece. Whenever possible, clearspace dimensions should be increased so that the impact of the signature can be maximized.



# Minimum Size

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The AboveNet signature, when printed in full color, should never be smaller than 1 inch in height. This ensures legibility across a variety of applications. AboveNet business cards provide an example of the signature at its minimum size.

# Tagline Signatures

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AboveNet™	x
It's about time.	0.5625X



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There are two variations of the signature with the tagline to give design flexibility. The tagline should be treated as artwork and never be italicized, bolded, underlined, or modified in any other way. The tagline signature should not be overused, it is appropriate to use the tagline signature as a sign-off in advertising or a PowerPoint presentation. It should never be used in place of the AboveNet signature, or as part of the headline or body of a communication.

# Tagline Without Signature

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It's about time.™

It's about time.™ x

-3 0 0 -5 -7 -3 25 -9 5

-100 -6 -250



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The tagline can be used as a headline or as a secondary design element separate from the signature in such cases as advertisements or promotional collateral. Use Gill Sans Regular. Kern each character as indicated above. In all cases it must include the trade mark symbol (™) positioned as shown. Use ligature, 6 pt always. Shift baseline accordingly to flush top of the x height.

# Trade Mark

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The size and spatial arrangement of the trade mark symbol (™) is depicted above using a measurement of  $1/9 x$ . X is the height of the logotype. Use Gill Sans Regular, ligature.

## One Color Line Art

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When reproduction methods and size limitations apply, the line art signature should be used.  
Example: newsprint and facsimile

## Background Color

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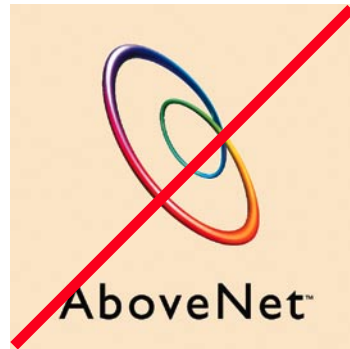
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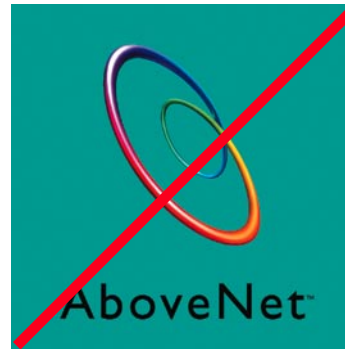
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The preferred background color is white. As it enhances the vibrancy of the signature, it is also acceptable to place the signature on a black background.

# Background Don'ts



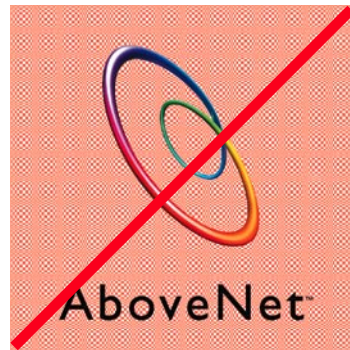
A



A



A



B



C



C



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- A: Never place the signature over a color other than black or white.
- B: Never place the signature over a graphic pattern.
- C: Never place the signature over a photograph.

# Typography

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## Corporate Identity Logotype and Tagline

Gill Sans Regular

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890, . ? ! &

## Collateral—Body

Myriad Roman

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890, . ? ! &

## Collateral—Headline

**Myriad Bold**

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890, . ? ! &**



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Typography forms the core visual component of AboveNet written communications and therefore contributes substantially to the unique personality of AboveNet. Use the Gill Sans Regular shown above in Logotype and Tagline. Use Myriad shown above in all written communications. Use Myriad Bold for headlines or emphasis within a body of text, and use Myriad Roman for body copy. This conveys our personality and spirit effectively and in a manner that is consistent with the professionalism and vitality of our brand.



# Color Palette

	1	2	3	4	5	6
	Red	Orange	Yellow	Green	Blue	Purple
C	2	2	2	50	94	56
M	87	42	14	0	34	56
Y	89	86	77	100	7	2
K	0	0	0	0	1	0
R	254	254	255	102	5	115
G	35	145	217	204	106	90
B	14	27	57	0	166	168
WEB	FE230E	FE911B	FFD939	66CC00	0066CC	9966CC
PMS	1788	151	129	368	3005	265

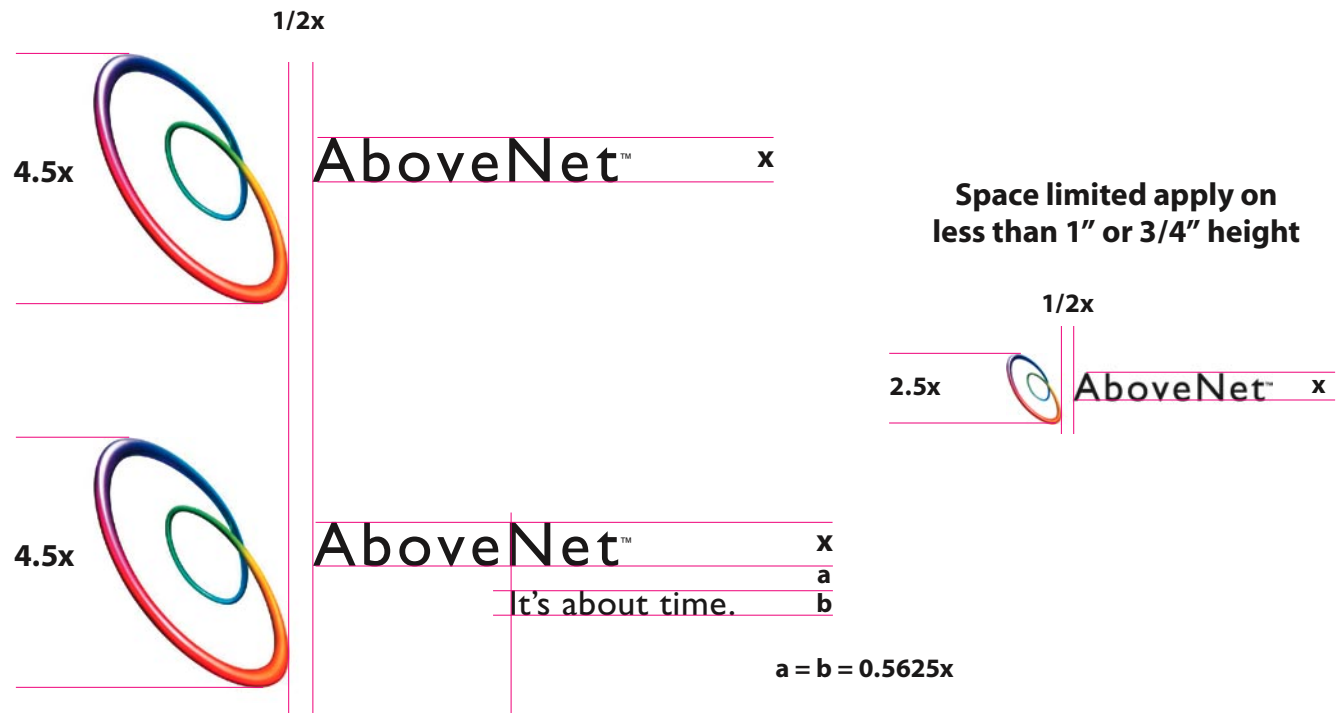


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This color palette serves as an extension and complement of the AboveNet signature. It is to be used sparingly; acceptable applications include headline typography and secondary graphic elements such as color emphasis on words or graphics in a PowerPoint presentation. Color should never be used in a way that detracts from the vibrancy of the symbol.

In lieu of the AboveNet colors, you may use the PANTONE® colors shown here, the standards for which can be found in the current edition of the PANTONE Color Formula Guide. The colors shown in these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

# Horizontal Signature



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The horizontal signature is appropriate when working with limited space - i.e. our website, where vertical space is at a premium. Minimum size restrictions apply to all applications. This translates into 54 pixels high for use on the web.