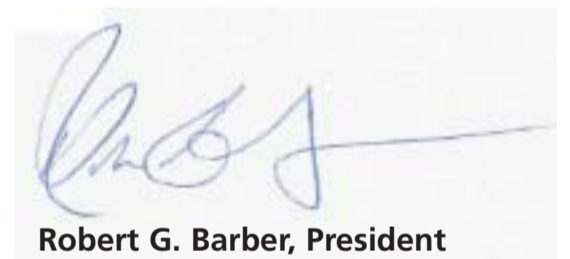**pannaway**
Redefining Broadband Convergence

Right on Target

The preservation of the Pannaway corporate identity is paramount to building a recognizable and consistent brand worldwide. Please join me in utilizing these standards to uphold the appearance of Pannaway in all your communications.

Robert G. Barber, President
Pannaway Technologies, Inc.

Program Objectives

To provide an easily applicable set of messaging and graphical standards that will enable us to:

1. implement and maintain a cohesive and consistent graphic identity for the entire organization,

2. generate greater brand awareness and a strong association to a clearly defined set of corporate brand identifiers, and

3. differentiate our brand personality from our competitors.

**How to Use
These Guidelines**

These guidelines have been created to define the core visual branding elements that make up our communications system. Great care has been taken during the creation of this system to provide the users of these standards with an appropriate degree of creative license to apply individual design solutions while still staying within the defined boundaries of the program.

Contents

**Who to Contact
with Questions**

When related questions arise during the creation of Pannaway communications materials contact the Pannaway Marketing Department for further assistance. Any deviations from these guidelines require approval from the Pannaway Marketing Department.

MESSAGING GUIDELINES

The following text has been standardized for Pannaway marketing communications. The information may be used as it appears below, or as a guideline to ensure that key points contributing to the Pannaway messaging platform are incorporated into all communications.

Our Mission

Pannaway Technologies designs and develops converged broadband voice, video and data platforms. Its solutions enable telecommunications providers worldwide to optimize the existing "pipeline to the premise" in order to build out a cost-effective network for a profitable Triple Play delivery of converged broadband services.

Pannaway in Words

100 words

Pannaway Technologies designs and develops converged broadband voice, video and data platforms. Offering the industry's first carrier-class end-to-end IP solution, Pannaway's exclusive Service Convergence Network (SCN™) enables telecommunications service providers worldwide to deliver a profitable combination of guaranteed billable services over a single connection; satisfy their subscriber base for the long term; and secure sufficient bandwidth for the next generation of interactive communication.

Rigorously architected and thoroughly tested by Pannaway's Ethernet IP and voice experts, our solutions give companies the power to optimize the existing "pipeline to the premise" for a true Triple Play delivery.

Pannaway is redefining broadband convergence.

50 words

Pannaway Technologies designs and develops converged broadband voice, video and data platforms. Offering the industry's first carrier-class end-to-end IP solution, Pannaway's exclusive Service Convergence Network (SCN™) gives telco service providers worldwide the power to optimize the existing "pipeline to the premise" for a true Triple Play delivery.

25 words

Pannaway designs and develops converged broadband voice, video and data IP solutions, enabling telcos worldwide to optimize the existing "pipeline to the premise" for a profitable Triple Play delivery.

Business Value

1 **Generate more billable services**

2 **Satisfy your subscriber base for the long term**

3 **Maximize your current infrastructure environment**

Audience

Small to medium telecommunications service providers with a subscriber base of 10,000+ lines

Definitions

Triple Play
1. Voice: Digitized voice
2. Video: High definition television
3. Data: Bi-directional high speed
    Internet access

Service Convergence Network (SCN™)
Pannaway Service Convergence Network (SCN™) offers telecommunications service providers the first carrier-class end-to-end IP solution for secure converged broadband transport services. Companies now have the ability to deliver a profitable combination of guaranteed billable services over a single connection, satisfy their subscriber base for the long term, and secure sufficient bandwidth in preparation for the next wave of interactive communication.

Standard Formatting

The following address conventions are for the purposes of providing contact information about Pannaway or Pannaway representatives.

Print (including letters)
Pannaway Technologies, Inc.
215 Commerce Way
Portsmouth, NH 03801

Tel: 603-766-5100
Fax: 603-766-5150
Web: pannaway.com

©2004 Pannaway Technologies, Inc.
All rights reserved

E-mail signature
Kevin Brown, Marketing Director
Pannaway Technologies | v: 603.766.5142 | e: brown_k@pannaway.com

Product References

Providing consistent reference to product names within the Pannaway solution is critical to building brand recognition. The following guidelines apply to any materials that include discussion about Pannaway products.

First reference	Subsequent references
Pannaway Service Convergence Network (SCN™)	Pannaway SCN or SCN
Pannaway Personal Branch Gateway (PBG™)	Pannaway PBG or PBG
Pannaway Broadband Aggregation Router (BAR™)	Pannaway BAR or BAR
Pannaway Broadband Access Switch (BAS™)	Pannaway BAS or BAS
Pannaway Network Media Exchange (NMX™)	Pannaway NMX or NMX

USE OF BRANDMARK AND TAGLINE WITH COLOR GUIDELINES AND CLEAR SPACE SPECIFICATIONS

The information below provides color specifications for the Pannaway brandmark when presented against alternative background colors.

The tagline is an important visual element within the Pannaway brand architecture. It serves as a qualifier as to what the company offers to its audience. Note: The use of the tagline is a corporate mandate unless a variance has been extended by the Pannaway Marketing Department.

Important: Always use the appropriate reproduction digital art for the Pannaway brandmark when reproducing the identity on any communications. This digital art can be obtained by contacting the Pannaway Marketing Department.

Pannaway Corporate Brand

Printed in PMS 249C or 248U and black against only a white or Pantone 124 or 129U background.

Printed in black against white or a lighter palette color that provides adequate color contrast.

Reversed in white against a darker palette color that provides adequate color contrast.

Brandmark and Tagline Clear Space Specifications

No element should come closer to the Pannaway brandmark and tagline than the height of the "n" in the logotype of "Pannaway." This clear space is applied to all four sides of the brandmark and tagline.

COLOR PALETTE

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all our communications. The Pantone Matching System (PMS) colors shown here have been selected as the standard colors to be used in Pannaway communications materials.

The use of any color not specified here needs to be approved, prior to use, by the Pannaway Marketing Department.

The colors presented here have been reproduced to simulate the PANTONE* colors specified; they are not to be used for purposes of color matching.

Always reproduce these PANTONE colors as shown in the current edition of the PANTONE Color Specifier swatch book.

* PANTONE, Inc.'s check-standard trademark for color reproduction and color reproduction materials.

Corporate Colors

Includes specifications for PMS colors on coated stock (C) and uncoated stock (U), when reproduced using 4-color process (CMYK) and when creating Powerpoint presentations (RGB). The corporate color palette includes the use of black and white.

PMS 249C / 248U	
C: 40.0	R: 121
M: 100.0	G: 26
Y: 0.0	B: 95
K: 28	

Black	
C: 0.0	R: 0
M: 0.0	G: 0
Y: 0.0	B: 0
K: 100.0	

White

Primary Colors

Includes specifications for PMS colors on coated stock (C) and uncoated stock (U), when reproduced using 4-color process (CMYK) and when creating Powerpoint presentations (RGB).

Chosen for their ability to convey a balanced presentation of vitality and richness, the primary colors are mostly used for large areas of color application.

PMS 1815C / 187U	
C: 0.0	R: 118
M: 90.0	G: 25
Y: 100.0	B: 38
K: 51.0	

PMS 385C / 392U	
C: 3.0	R: 103
M: 0.0	G: 106
Y: 100.0	B: 21
K: 58.0	

PMS 281C / 281U	
C: 100.0	R: 0
M: 72.0	G: 19
Y: 0.0	B: 78
K: 32.0	

PMS 409C / 408U	
C: 0.0	R: 139
M: 13.0	G: 127
Y: 15.0	B: 120
K: 45.0	

Accent Colors

Includes specifications for PMS colors on coated stock (C) and uncoated stock (U), when reproduced using 4-color process (CMYK) and when creating Powerpoint presentations (RGB).

Selected to convey excitement and energy, and to grab the viewer's attention, accent colors are to be used for selected spot applications meant to highlight and emphasize graphic and written information.

Note: To maximize color impact, accent colors should always be reproduced as pure line colors. If possible, avoid reproducing any of the standardized accent colors using 4-color process.

PMS 124C / 129U	
C: 0.0	R: 234
M: 28.0	G: 160
Y: 100.0	B: 0
K: 6.0	

PMS 173C / 1665U	
C: 0.0	R: 213
M: 69.0	G: 50
Y: 100.0	B: 30
K: 4.0	

IMAGE CRITERIA

Illustrative Imagery

Illustrative imagery used in our communications plays an important role in defining and reinforcing Pannaway's corporate positioning as "The only end-to-end IP solution for secure converged broadband." When selecting imagery for use in our communications it is important to use the following criteria:

1. Images must feature visually provoking, four-color illustrations or photographs promoting human imagery and/or activity. Human subjects should be shown working together in a manner that avoids depicting any distinguishable race or physical characteristics.

2. Selected imagery should reinforce the corporate positioning attributes of being the company that has the knowledge and expertise to provide a cost-effective and flexible way for telecommunications companies to take advantage of today's IP environment.

3. Imagery should reflect and support the intended message and generally be appropriate to the telecommunications category.

Note: The images shown on this page are for demonstration purposes only.
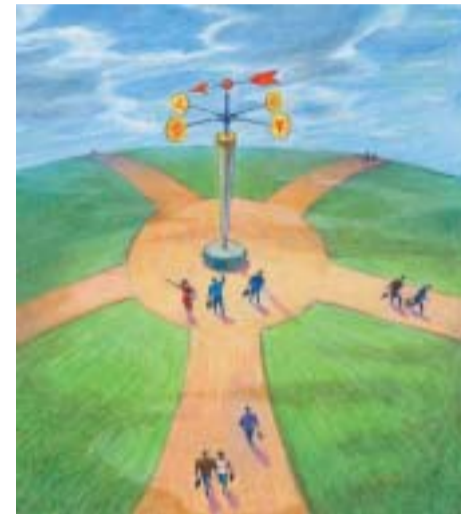
Photographic Image Criteria for Advertising

The image criteria for Pannaway advertising is the same as the previous page, however to capitalize on the exposure created within an ad, the imagery must be a show-stopper. Images that are impactful, energetic and engage the viewer to learn more are the driving force behind choosing images for our ads.

TYPOGRAPHY

Clarendon, Frutiger and Adobe Garamond are the standard typestyles used in Pannaway communications materials. The following page provide specific guidelines on their hierarchical use.

The Clarendon, Frutiger and Adobe Garamond type fonts shown here should always appear in their original form. They should never be distorted (condensed or expanded). Adjustments to letter kerning or tracking is permitted where required or desired.

The italic or bold versions for some of these fonts are not displayed below, but may be used to emphasize text messaging within communications.

Headlines
27 to 80/auto Clarendon
Upper and lower case
Flush left

Clarendon
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@$%#!?([{/

Pannaway Technologies designs and

Subheads
12/14 Frutiger Bold
Upper and lower case
Flush left

Frutiger Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@$%#!?([{/

Pannaway Technologies designs and develops converged broadband voice, video and data platforms. Its solutions enable telecommunications providers worldwide

Introductions
14/18 Frutiger Light
Upper and lower case
Flush left

Frutiger Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@$%#!?([{/

Pannaway Technologies designs and develops converged broadband voice, video and data platforms. Its solutions

Charts/Captions
8/10 Frutiger Roman (and Bold)
All caps
Flush left

Frutiger Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@$%#!?([{/

PANNAWAY TECHNOLOGIES DESIGNS AND DEVELOPS CONVERGED BROADBAND VOICE, VIDEO AND DATA PLATFORMS. ITS SOLUTIONS ENABLE TELECOMMUNICATIONS PROVIDERS WORLDWIDE TO OPTIMIZE THE EXISTING "PIPELINE TO THE PREMISE" IN ORDER TO BUILD OUT A COST-EFFECTIVE NETWORK FOR A PROFITABLE TRIPLE PLAY DELIVERY OF CONVERGED BROADBAND

Bodycopy
10/12 Adobe Garamond
Upper and lower case
Flush left

Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@$%#!?([{/

Pannaway Technologies designs and develops converged broadband voice, video and data platforms. Its solutions enable telecommunications providers worldwide to optimize the existing "pipeline to the premise" in order to build out a cost-effective network for a profitable Triple Play delivery

Footnotes
8/10 Adobe Garamond Italic
Upper and lower case
Flush left

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@$%#!?([{/

Pannaway Technologies designs and develops converged broadband voice, video and data platforms. Its solutions enable telecommunications providers worldwide to optimize the existing "pipeline to the premise" in order to build out a cost-effective network for a profitable Triple Play delivery of converged broadband services.

Thank you for adhering to the
Pannaway brand standards.
Your efforts will help to ensure that
we build a cohesive image for our
company now and into the future.

215 Commerce Way
Portsmouth, NH 03801

Tel: 603-766-5100
Fax: 603-766-5150
Web: pannaway.com

STM01

pannaway

Redefining Broadband Convergence

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215 Commerce Way
Portsmouth, NH 03801

Tel: 603-766-5100
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STM01