The i-STT Brand Book

Brand Signature **1.1**

Bursting with energy and vitality, the new corporate Brand Signature positions i-STT as one of the most innovative, technology-savvy and customer-focused info-communications and multimedia service provider in the region and beyond.

The explosive splash of graphics reflects our high levels of creativity and energy, as well as our passion to innovate. Contemporary and cosmopolitan, our Brand Signature captures the spirit of meeting challenges, breaking boundaries and achieving success. It also has a tinge of spunk and humour.

Speed, professionalism and quality service are represented by the upward surge of the arrow. The arrow also points to i-STT as the total one-stop enabler for all e-business and Internet infrastructure and services.

Silver is selected for its modern and hi-tech perspective, while the royal green is symbolic of professional management and confidence. Together, the choice of colours presents i-STT as a vibrant, energetic and progressive organisation.

i-STT

The success of branding lies in the effective projection of the organisation's corporate image and brand style. It is thus imperative to set comprehensive guidelines governing the usage of the Brand Signature and ensure consistent application across all visual communication and media applications.

As such, the i-STT Brand Book not only serves to document these fundamental principles, but also instils corporate discipline in preserving the equity of the aesthetic elements.

The most visible identification of i-STT is the Brand Signature, comprising the i-STT symbol and logotype. Other components of the branding system such as the brand colours and typefaces will be elaborated in the sections that follow.

Symbol
The upward surge of the arrow and the explosive splash graphic are uniquely created – powerfully encapsulates the essence of the organisation.

Logotype
The brand logotype, Frutiger, was selected for its modern and impactful appeal.

The i-STT Brand Signature has been specially designed as one unit, with the relationship of all elements locked in. Reconstruction, reproportions, additions or any alterations to the Brand Signature are strictly prohibited.

BRAND SIGNATURE

SYMBOL

LOGOTYPE
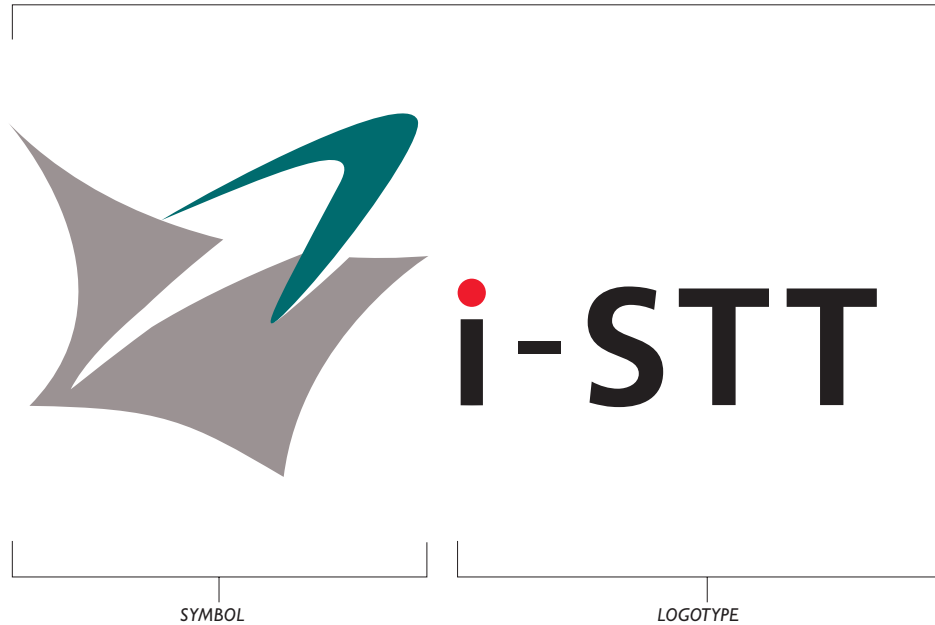
Brand Colours 2.2

Colour is an integral component of the overall branding programme. In a modern and hi-tech array of green, silver, black and red, the colour palette conjures an image of corporate sophistication. Thus, it is of vital importance that the brand colours are consistently applied across all corporate literature and communication media.

For accurate reproduction of these colours, always visually match colour proofs or printed materials against the colour swatches provided in this book (Section 5.0: Reproduction Materials).

Note that the brand colours in this manual follow the Pantone Matching System (PMS) and Process / Focoltone equivalents illustrated below. As process colours do not present accurate colour expressions, it is advisable to use pre-mixed inks for reproduction work, where possible.

In order to reinforce the vibrancy and strength of the brand colours, it is recommended that the Brand Signature be used against a white or light background.

PANTONE COLOURS

PMS 8420 (SILVER)

PMS 485 (RED)

PMS Process Black (BLACK)

PMS 323 (GREEN)

PROCESS COLOURS

K50 (GREY) OR FOCOLTONE 3417

M100 Y100 (RED) OR FOCOLTONE 1076

K100 (BLACK) OR FOCOLTONE 1073

C100 M25 Y55 K35 (GREEN) OR FOCOLTONE 2275

The relationship between the basic components of the Brand Signature i.e. symbol and logotype is specially designed, conforming to specific graphic determinants. The size and proportion of each element have been customised and should not be altered in any manner.

Horizontal Configuration
To best portray the dynamism of i-STT, the Brand Signature is presented in only the horizontal configuration.

To ensure the consistency of the Brand Signature across all markets and business units, no additional graphic elements or text can be appended to the Brand Signature. Descriptors, eg. country or business unit can only appear in text formated as part of the document and not part of the Brand Signature.

LOGO CONFIGURATION

Brand Signature Minimum Size

The minimum size of the Brand Signature is developed for i-STT to provide maximum flexibility in application. In situations where the available space for print is restricted to a small area, the minimum height is 15mm determined by the height of the symbol. Should deviations arise, please consult i-STT Marketing Communications Department.

15mm

LOGO CONFIGURATION
Minimum Size

The Perimeter Control defines the minimum amount of clear space around the Brand Signature, which is essential to ensure maximum visibility and legibility. Hence, to preserve the visual integrity of the Brand Signature, no text or graphic element should appear within this pre-defined area.

As demonstrated below, the unit of measurement for the Perimeter Control is a function of "x". Note that the proportions for the minimum clear space should not be altered in any manner.

$^1/_2$ X $7^1/_2$ X $^1/_2$ X

$^1/_2$ X

3 X

X

$^1/_2$ X

BRAND SIGNATURE

Quality control, in terms of consistent usage of the i-STT Brand Signature, is integral to the total image projection of the corporation. Diagrams on this page feature common examples of improper usage of the i-STT Brand Signature and should be avoided at all times.

Should such instances of Brand Signature distortions or mishandling surface, immediately report to i-STT Marketing Communications Department.

ENLARGING LOGOTYPE

SUBSTITUTING OF LOGOTYPE

ENLARGING SYMBOL

CHANGING THE COLOURS OF SYMBOL & LOGOTYPE

MOVING LOGOTYPE CLOSER TO SYMBOL

MOVING LOGOTYPE UNDER THE SYMBOL

NO ADDITIONAL ELEMENT

i-STT Nation Limited

NO ADDITIONAL ELEMENT

i-STT Hong Kong Limited

Consistent use of the brand colours is pivotal to the effectiveness of the branding programme. Silver, Green, Red and Black constitute the full colour expression of the i-STT Brand Signature.

Full Colour Version
This is the preferred version of the corporate signature. Whenever possible, it is advisable to position the full colour version of the Brand Signature on a white field to reinforce the attributes of dynamism and professionalism. However, creative licence for the use of coloured backgrounds is permissible, but subject to the guidelines stipulated in Sections 2.10 & 2.11

One Colour Version
This version of the Brand Signature may be applied when a single colour expression takes full advantage

of that particular medium. For single colour expressions, the priority of application is as follows: Silver, Green, Black and Red.

Metallic Colours
When the occasion demands a more premium image to be projected, hotstamping or printing of the entire Brand Signature in metallic silver (PMS 877) or gold (PMS 871) are viable alternatives.

Reversed Version
This version of the Brand Signature would be applied when background colours interfere with the dynamism of the i-STT Brand Signature.

BRAND COLOURS:
FULL COLOUR VERSION

BRAND COLOURS:
SINGLE COLOUR VERSION

METALLIC COLOURS:
SILVER AND GOLD

BRAND COLOUR:
REVERSED VERSION

Brand Signature on Screened / Patterned Backgrounds

The i-STT Brand Signature appears most distinctive against a white background. The following guidelines represent various permutations for application of the i-STT Brand Signature on screened and patterned backgrounds.

Brand Coloured Backgrounds
If the i-STT Brand Signature is used against backgrounds of the i-STT Green, i-STT Red or i-STT Black, the backgrounds will have to be screened down accordingly to ensure that the i-STT Brand Signature is effectively depicted. General rules dictating the maximum allowable tint for the backgrounds are listed as follows:

i-STT Green   – 20%
i-STT Red   – 20%
Black   – 20% (resulting in Grey)

Patterned Backgrounds
If the i-STT Brand Signature is used against patterned, textured or complicated backgrounds, a white border should be created around the logo to preserve its integrity. Observe the Perimeter Control, as detailed in Section 2.7.

20% i-STT GREEN

20% i-STT RED

20% BLACK

PATTERNED / TEXTURED BACKGROUND

PHOTOGRAPH / COMMUNICATED BACKGROUND

Coloured backgrounds may interfere with the dynamism of the i-STT Brand Signature, depending on the intensity of the colour. The following examples will illustrate the possible treatments of the i-STT Brand Signature on light and dark backgrounds.

Light Backgrounds
On light backgrounds, the vibrancy of the i-STT brand colours will remain prominent. Hence, the preferred treatment will be to use the i-STT Brand Signature in full colour. However, should the reversed or single colour expression of the corporate

signature be necessary to take full advantage of a particular medium, the single coloured version could be applied.

Dark Backgrounds
On dark backgrounds, the colours may overpower the i-STT Brand Signature. Hence, the reversed version of the Brand Signature is the only option.

LOGO ON LIGHT BACKGROUNDS

LOGO ON DARK BACKGROUNDS