tii

Our Brand Manual

A guide to understanding, using,
and communicating our brand identity.

Our Name

Figure 1: tii is now always written in all lowercase letters. When it is paired with "Network Technologies", the tii remains lowercase, while the "N" and the "T" in "Network Technologies" are capitalized.

If "TII NETWORK TECHNOLOGIES" is written in all capital letters, the "tii" should be capitalized as well.

Our Tagline

Our corporate tagline is "Connecting to the Future". It may be used separately from the logo, but may never appear under the logo as a "lock-up".

Figure 2: This graphic version of the tagline is provided as a graphic file. It should never be typeset.

Figure 3: When the tagline is used within copy, it should appear in upper and lowercase and between quotation marks.

Figure 1

tii Network Technologies

Figure 2

connecting to the future

Figure 3

"Connecting to the Future"

Logo

Our Logo

The tii logo has been designed to visually convey elements of the tii brand. Through color, design, and type treatment, it is meant to communicate a feeling of modernity and state-of-the-art technology, and position us as bold, credible, valuable, and clear.

The tii logo can be executed in two ways, with and without the "tii network technologies" lockup.

Figure 4: When executed without the lockup, the logo will always include the symbol and the logotype. It must never be executed without both appearing.

Figure 5: When executed with the lockup, the logotype must appear exactly as in the figure to the right. The symbol must never be detached from the logotype.

The logo may not be redrawn, re-proportioned, or modified in any way. The type must always be in the same proportion to the symbol. A computer-generated service mark or an artist rendering of the logo is not acceptable.

Figure 4

Figure 5

Using Our Logo

Figure 6: Alternate configuration of the logo, designed for horizontal placement. This is the preferred horizontal extension of the "lock-up" logo.

Figure 7: An alternate version of the horizontal configuration of the logo, intended for usage in wide, narrow spaces where height is limited.

Figure 8: The one-color version of the logo, in Red/Orange (PMS 172).

Figure 9: The appropriate grayscale version of the logo.

Figure 10: The "reverse" version of the logo. This form of the logo is designed to be used on dark surfaces, as shown.

Figure 6

Figure 7

Figure 8

Figure 9

Figure 10

Logo Don'ts

Figure 11: Alternate configurations of the logo must not be created or used. The following are some logo examples* that are not acceptable.

*Note: Not all examples are shown.

Figure 11

Logo Size

Figure 12-13: There are times when it will be necessary to use the logo at a small size. Although the logo has been designed to be scalable, there are minimal size ideals we should adhere to. The logo without the name lockup can scale a bit smaller than the one with the name. Figures 12 and 13 demonstrate the ideal minimal sizes for each logo version.
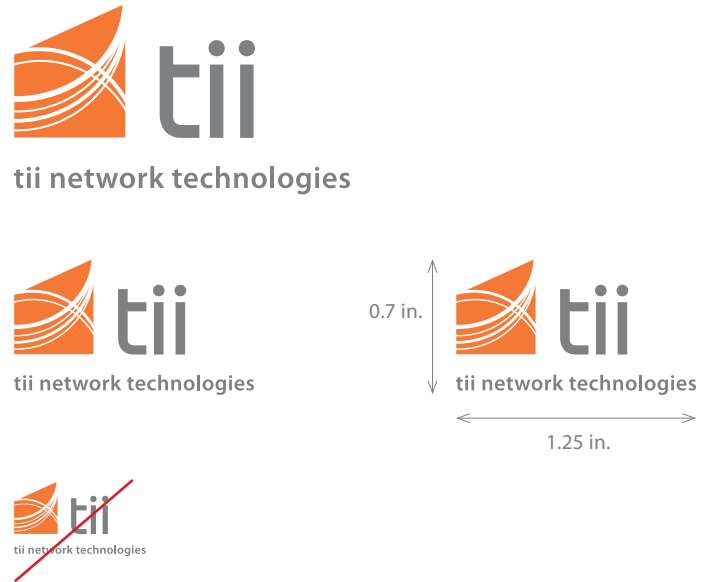
Figure 12

tii network technologies

tii network technologies

0.7 in.

tii network technologies

1.25 in.

tii network technologies

Figure 13
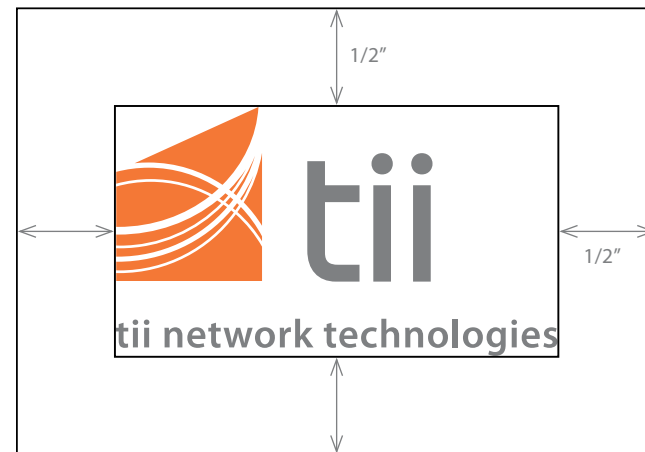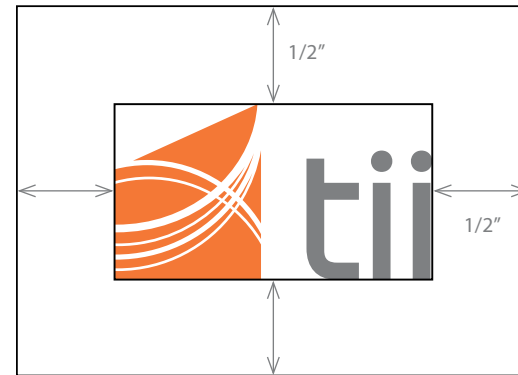

0.414 in

0.75 in.

Logo Spacing

Figure 14: The logo will have the greatest impact when it's not crowded by other elements and has sufficient "airspace" around it.

A minimum space of 1/2" must be allowed on all sides. If space is limited, reduce the size of the logo, however do not go smaller than the minimum size.
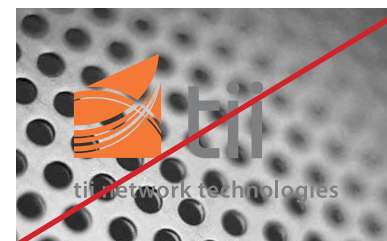
Figure 14

Logo on Background

Figure 15: The tii logo can appear on a light colored background in its 2 color form. If the background is too dark (this is a judgment call), the reverse version should be used.

Figure 16: The tii logo must always appear on a clean background and may not be used on busy images or patterns that will compromise legibility.

Figure 15

Figure 16

Logo on Products

Figure 17: When used on our products the tii logo will be blind embossed (as shown).

Figure 17

Color Palette

Our Print Colors

The following are the PANTONE®* (PMS) colors and the process equivalent colors (CMYK). These are the two modes used for color printing. For any outside print work, unless the CMYK colors are requested, as they may be for print ads, the PANTONE colors should be specified, as they deliver the best color accuracy and vibrancy.

The Primary Colors are our Red/Orange and Gray. They are the main brand colors.

The Secondary Colors are our Green and Blue. They are to be used for added design elements in company literature and publications.

Coated Stock refers to paper that has a coating. Satin, matte, or dull coated stock is preferred for most communications.

Uncoated Stock refers to paper with no coating such as stationery. The PANTONE colors absorb more into those papers giving the color a duller appearance.

* PANTONE, a registered trademark of Pantone, Inc., is the world-renowned authority on color and provider of color systems and leading technology for the selection and accurate communication of color across a variety of industries. The PANTONE name is known worldwide as the standard language for color communication.

Red/Orange — Primary Color

For Coated & Uncoated Stocks

Pantone 172
Process equivalent =
0c/66m/88y/0k

Gray — Primary Color

For Coated & Uncoated Stocks

Pantone 424
Process equivalent =
0c/0m/0y/61k

Green — Secondary Color

For Coated & Uncoated Stocks

Pantone 583
Process equivalent =
23c/0m/100y/17k

Blue — Secondary Color

For Coated & Uncoated Stocks

Pantone 2766
Process equivalent =
100c/94m/0y/47k

Our Web Colors

The following colors shown are our web codes. These are the colors used only for the web, and are not to be specified for any printed material.

Red/Orange

Web color = FF4700

RGB equivalent = R255 G71 B0

Gray

Web color = 7E8083

RGB equivalent = R126 G128 B131

Green

Web color = AFBC22

RGB equivalent = R175 G188 B174

Blue

Web color = 11175E

RGB equivalent = R17 G23 B94

Fonts

Our Fonts

Typography is an important, but often overlooked component of brand identity.

The Primary Typeface Family for tii is Myriad Pro. The font styles in this family are: Myriad Pro Light, Myriad Pro Regular, Myriad Pro Semi-Bold, and Myriad Pro Bold. This font is to be used in printed marketing collateral, advertising, and other printed communications.

Myriad Pro Family

Myriad Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Our Fonts

The Secondary Typeface Families are Helvetica and Arial. Both of these fonts should only be used in regular and bold. These fonts can be used in situations when Myriad Pro may not be available, such as email or html text.

Helvetica Family

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Arial Family

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+