



Corporate Identity

Style Guide

May, 2004





We Mean Business

Corporate identity defines a company to itself as well as to the outside world. It is an investment in the company's future and helps lend credibility and professionalism to the enterprise. When a corporate identity lacks consistency across all executions, the company will suffer.

The Corporate Trademark: Sizing



2Wire[®]

3/4 in. min.

Minimum Clear Space Protection

It is essential that The Corporate Trademark remain free of graphics, photography, typography, and other elements. The Corporate Trademark 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 Corporate Trademark. The minimum required clear space is a distance of “x” surrounding each side of the Corporate Trademark.

Proportions of the Corporate Trademark

The Corporate Trademark 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 Corporate Trademark in an application (such as Microsoft Word, or PowerPoint), where the image proportions are changed simply by dragging the corners of the picture window box. This will change the aspect ratio of the Trademark and is unacceptable.

Minimum Size

Minimum size that the 2Wire Corporate Trademark may be reproduced is 3/4 in. The 2Wire Corporate Trademark should appear twice the size of a product name when promoting the company, while appearing half the size of a product name when promoting a product.



The Corporate Trademark: Color and Black & White Reproductions



Color Trademark

Please be aware that the direct RGB translation for PMS 485 is too “hot” on screen. We have adjusted the RGB value accordingly so that print and screen materials look the same.

PMS 485

CMYK

Cyan	0%
Magenta	95%
Yellow	100%
Black	0%

RGB FOR SCREEN

Red	189
Green	41
Blue	37

Web Safe

#CC0000



Color Backgrounds

The red logo may not be placed on any colored background with the exception of black or khaki (PMS 7503).



Reversed to White

PMS 485 as well as PMS Cool Gray 9 (approx. 45% black) are suggested for the use of a reversed logo. Grays may be reproduced as a percentage of black -- lightest acceptable is 40%.



Black

If necessary, the logo may be reproduced in black. Gray shades are not recommended and may only be used with the approval of the Creative Department.

No other color treatments are permitted.



2Wire Enabled Logo



2Wire Enabled Logo

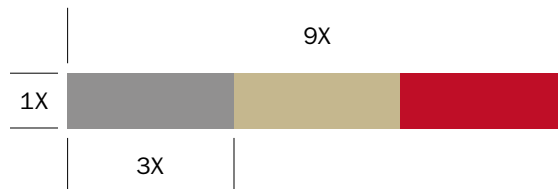
A special “2Wire Enabled Logo” has been created specifically for use by those authorized to deliver 2Wire technologies. The 2Wire Corporate Trademark is always preferred over the ingredient brand. However, the “2Wire Enabled Logo” is acceptable on occasions where co-branding or ingredient branding is required AND the 2Wire Corporate Trademark is denied.

All application guidelines in this Corporate Identity Style Guide apply to the 2Wire Enabled Logo, including Clear Space Protection, Color and Black and White Reproduction, Minimum Size, and Correct Usage.

Please contact the 2Wire marketing department if you have any questions regarding proper usage and placement of the 2Wire Enabled Logo.



Triple Play



Triple Play Flag

With the addition of the MediaPortal to the company's product offerings, 2Wire has rounded out its Triple Play strategy to include Media alongside of Data and Voice.

Colors

The silver screen of entertainment is represented by PMS Cool Gray 9.

The organic feel of the human voice is represented by PMS 7503.

The strong data history of 2Wire is represented by PMS 485.

Use of the Flag

The flag has two purposes. It is used to highlight location for a reader -- in the navigation bar on the Website or to draw attention to a page title. It is also used to balance a page -- most often opposite the Company logo. It should never appear too close to the logo as it will compete for importance.

Sizing

The three color bars must be equal in size. The recommended proportions for each bar are: 1(h) x 3(w), however, one of the main features of the Triple Play Flag is its flexibility and so the 1 x 3 dimensions are guidelines and not a rule.



Corporate Colors

Pantone PMS	CMYK (PRINT)	RGB (SCREEN)	Hexachrome/ Browser Safe
Cool Gray 11	0/2/0/68	104/103/103	#717073/ #666666
Cool Gray 9	0/1/0/51	145/144/144	#919195/ #999999
Cool Gray 6	0/0/0/31	190/190/190	#BABCBE/ #CCCCCC
485	0/95/100/0	189/41/37	#BD2925/ #CC0000
7503	0/12/35/25	197/183/142	#C8B18B/ #CCCC99
7500	0/2/15/3	247/243/220	#F7EDD3/ #FFFCC
291	33/3/0/0	193/217/243	#A4CEEC/ #99CCFF
293	100/57/0/2	59/93/163	#0047B6 #3366CC

Color Guide

The chart at the left provides color specifications for a variety of displays. Always refer back to the Pantone color system 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.

For the Web, use the Browser Safe Hexachrome system, or translate the RGB value into it's direct Hexachrome equivalent if browser safety is not an issue.

Corporate Typefaces: Georgia, Franklin Gothic, Lucida, Arial

Strong Headline

Georgia (30/38pt)

Product Title (Print)

ITC Franklin Gothic, Demi Condensed (18pt)

Welcome to our product. Let us intrigue you with a two sentence introduction.

(Print)

ITC Franklin Gothic, Book (14/18pt)

Bold Text: Section Heading (Print)

ITC Franklin Gothic, Demi (9/11pt)

Body Text (Print)

ITC Franklin Gothic, Book (9/11pt)

Tech Specs Section Heading (Print)

ITC Franklin Gothic, Demi (8/9pt, -10 Tracking)

Tech Specs Body Text (Print)

ITC Franklin Gothic, Book (8/9pt, -10 Tracking)

Bold Text: Section Heading (Web)

PC -- Lucida Sans Unicode, Bold (10/12.5px)

Mac -- Lucida Grande, Bold (10/12.5px)

Regular Text (Web)

PC -- Lucida Sans Unicode (10/12.5px)

Mac -- Lucida Grande (10/12.5px)

Bold Text: Section Heading (Internal Documents)

Arial, Bold (10/12pt)

Body Text (Internal Documents)

Arial (10/12pt)

Narrow Body Text (Internal Documents in need of tight spacing)

Arial Narrow (10/12pt)

Georgia

This serif typeface is never bold or in italics. It is used in both print and digital formats. It is the primary typeface for PowerPoint documents and presentations.

ITC Franklin Gothic

This is the Company typeface for all print and PDF items.

Lucida

This is the typeface used when Franklin Gothic is not available and the primary viewing medium is a screen -- specifically for the Web.

Arial

This typeface is used for internal documents when Franklin Gothic is not available and the primary medium requires a tight typographic fit -- good for spreadsheets.

