



**E b o n e**<sup>TM</sup>

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**Brand Guidelines for Suppliers**

External distribution

Edition 2, April 2000

[brand@ebone.com](mailto:brand@ebone.com)

These guidelines supersede all  
previous editions

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# Brand values

## Attitude of the brand

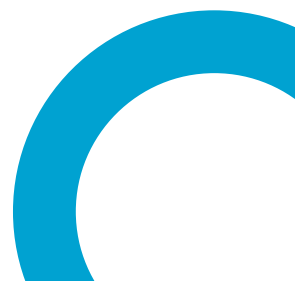
Experienced, credible, approachable, straightforward, unpretentious, and creative. Customer focused and service orientated providing innovative networking services.

The brand essence is based on Ebone's experience, which means

- Proven technology
- Professional excellence
- Engineering artistry
- Satisfied customers
- Established position

## Brand look and feel

Simple and clean in design, providing balance between content and design space. The use of all four logo colours, the graphic ring, the arch and imagery are key elements of Ebone's visual brand identity.



# Key Properties

## The Company Name - Ebone

Ebone should be written “Ebone” and not ebone or EbOne, or any other variation. Wherever the word Ebone is used in text or headlines remember that it always begins with a capital E. We do not want it to be associated with ‘e’ Business so do not be tempted to adapt the logo when addressing that subject.

**E b o n e**™

### What does the Ebone logo symbolise?

The Ebone logo is formed by the name incorporating a graphic ring in place of the letter ‘o’ which together create a distinctive, easily recognisable, memorable and practical symbol.

It represents the properties of wavelengths, the ring concept in network topology and the self-healing properties of the network.

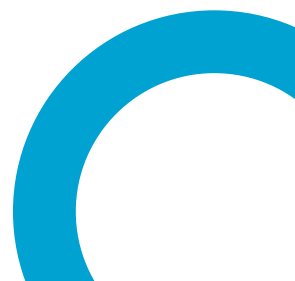
The graphic ring has been carefully designed to give the logo a visual focus but at the same time read as Ebone. This is why the relationship between the size of the ring and the size of the lettering has been rigidly specified and no variations to the relationship should be introduced.

The ring may appear in any one of the four specified colours which are green, blue, magenta and yellow, or in grey. These colours provide the logo with an unusual and unexpected dimension.

Green is Ebone’s leading colour for stationary and blue is the leading colour for marketing literature. Magenta and yellow are highlight colours.

These guidelines illustrate good and bad executions of the brand. Since the logo represents us, we ask that you follow these guidelines and help us grow the brand.

This is the second edition of the guidelines. As new applications emerge the guidelines will be developed in future editions to keep the look and feel of the Ebone brand consistent in all markets long into the future.



## The Ebony logo

The Ebony logo is a trademarked symbol and always appears with 'TM' superscripted at the end of the word, as illustrated below.

'TM' symbol may only be removed from logo when used as embroidery on merchandise.

**The primary Ebony logos are without the official strapline**

E b o n e <sup>TM</sup>

E b o n e <sup>TM</sup>

E b o n e <sup>TM</sup>

E b o n e <sup>TM</sup>

E b o n e <sup>TM</sup>

### Reproducing the logo

The logo should always be reproduced from graphic files provided by Ebony Marketing or on the Intranet. Please do not redraw the logo or reproduce it by manipulating the master design in any way, as this will inevitably lead to inconsistencies. Be careful not to squash or stretch the logo.

As an overriding principle, always try and place the logo in as large a space as possible. The minimum area of isolation is illustrated later in this section.

We encourage the use of all four logo colours, however when printed, Marketing literature is generally printed in blue and stationary is always in green.

### Strapline use

The strapline can appear separate from the logo. If it does appear separate it should ideally be combined with [www.ebone.com](http://www.ebone.com) at the base of the material (please see the Advertising section for examples).

**The secondary Ebony logos include the official strapline. The official Ebony strapline is 'The experienced broadband service'**

E b o n e <sup>TM</sup>  
The experienced broadband service

E b o n e <sup>TM</sup>  
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The experienced broadband service

E b o n e <sup>TM</sup>  
The experienced broadband service

E b o n e <sup>TM</sup>  
The experienced broadband service

### When to use the logo with the strapline and when to use it without

The Ebony strapline is 'The experienced broadband service'. The Ebony logo without strapline is the standard logo. Where the strapline logo is used, the smallest logo size we recommend is 3 cm wide. You should use your judgement as to when to use it and when not.

As a general rule:

- Where all four logos are used in a row - without strapline
- Technical information - without strapline
- Merchandise - without strapline where it appears cluttered
- Merchandise - without TM symbol on embroidered materials

## Logo versions

The logo should be reproduced, where possible, on a white background. However, various coloured backgrounds, especially the four logo colours or tints of can be used, as long as the clean, simple look and feel is maintained.

When positioning the logo on a photographic background, care should be taken to prevent the image interfering with the logo.

### Using the logo on a dark background

On occasions when the background is unavoidably dark, the standard black logo letters should appear 'white out'. The logo graphic 'o' should remain as one of the four brand colours. Please request any non-standard logos from Ebone Marketing (brand@ebone.com).



The logo should not appear with white letters and black graphic 'o' or vice versa. When using one of the logo colours as the background, make creative judgement on which logo gives good definition.

### The logo in mono colour

A mono version of the logo should only be produced in black and not in any other single colour. It should only be used in extreme circumstances.

### The logo and merchandise

When foil blocking is required on Ebone endorsed merchandise the foil should be silver and not gold.

The logo without the TM symbol should be used on embroidered materials.

### Multiple use of the logo

Ebone encourages multiple use of the logo. Multiple logo images should use all four of the colour variations and they should appear double spaced (where room allows) one above the other and never less than the 'E' height.

The logo colour order is green, blue, magenta, yellow. We are sticklers for the order so please adhere to it.



### Size

The logo should be twice the size of the main body copy.

### Logo typeface

The logo typeface is Helvetica Neue 65.

Where the word Ebone occurs in headlines use Arial, all in black or tint of black.

### Company typeface

Ebone's chosen company typeface is Arial. Please refer to the typography page for further details.

#### Matrix of logo file formats & uses

• JPG (RGB)	Presentations
• GIF	Web sites
• EPS	All printed matter

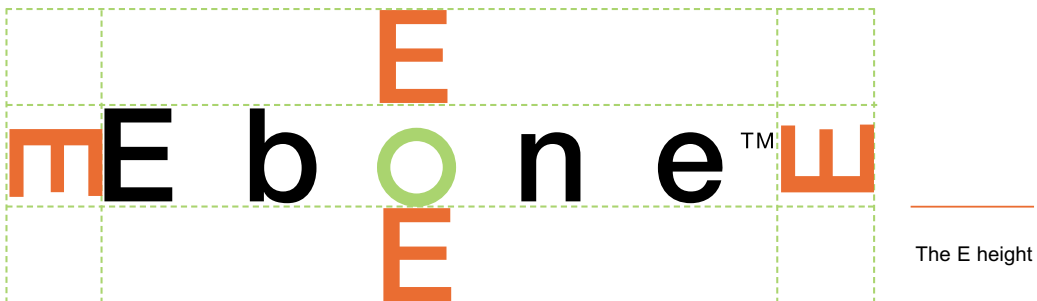
## Logo Isolation Area

**The minimum area of isolation is equivalent to the logotype E height on all four sides**

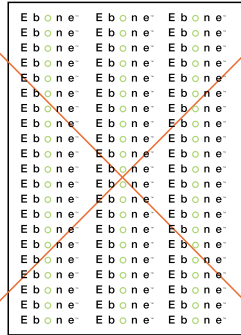
The logo includes a minimum area of isolation, indicated by dotted box rules below (which must not print). It prevents the logo becoming confused with other visual elements. The size of the minimum area of isolation increases in proportion to the size of the logo.

As an overriding principle, the logo should be placed in as large an area of clear space as possible.

We do not encourage the logo to be boxed.



# Please do not do this



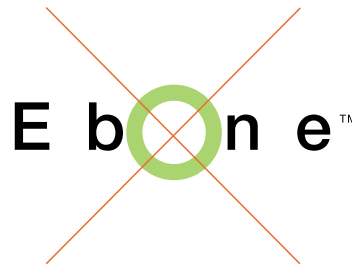
Do not create a pattern with the logo



Do not alter the horizontal or vertical scale of the logo



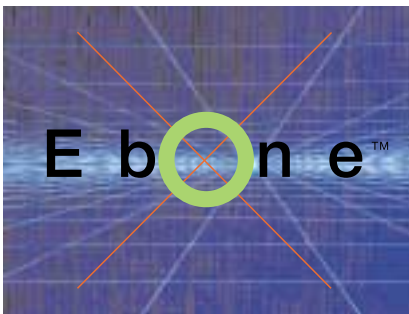
Do not show logo in mono colour, other than black



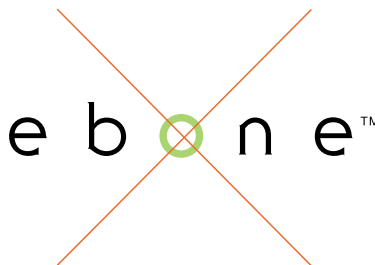
Do not alter the relationship or scale of the logo elements



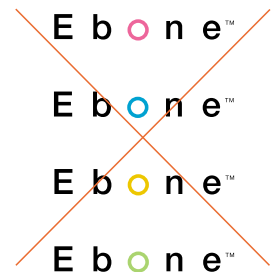
Do not alter the the colour-ways of the logo



Do not alter the relationship or scale of the logo elements or place over a complicated graphic



Do not alter the logotype



Do not alter the order of logos

The successful implementation of the Ebony brand identity will depend upon the consistent application of the Ebony logo as described in this section. The correct application of the logo does not allow for expanded or condensed versions or for any other form of distortion or colour modification.





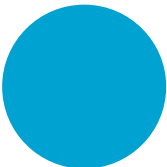
## Colour Reference

### Green



**Print:**  
 PMS 376C (coated)  
 PMS 375U (uncoated)  
 C56 M0 Y100 K0 (coated)  
 C43 M0 Y79 K0 (uncoated)  
**Online:**  
 R135 G200 B46  
 Hex value: # 87C82E

### Blue



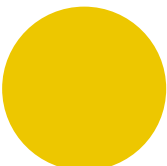
**Print:**  
 PMS 3135 (coated and uncoated)  
 C100 M0 Y15 K6  
**Online:**  
 R0 G169 B193  
**For Web use:**  
 R0 G167 B203  
 Hex value: # 00A7CB

### Magenta



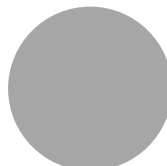
**Print:**  
 PMS 205 (coated and uncoated)  
 C0 M81 Y0 K0  
**Online:**  
 R234 G80 B146  
 Hex value: # EA5092

### Yellow



**Print:**  
 PMS 124 (coated and uncoated)  
 C0 M27 Y100 K6  
**Online:**  
 R234 G178 B0  
 Hex value: # EAB200

### Grey



**Print:**  
 PMS 423 (coated and uncoated)  
 C0 M0 Y0 K50  
**Online:**  
 R149 G149 B149

### Leading colours and Highlight colours

The Ebone colour palette consists of the four logo colours. Green is Ebone's leading colour for stationary and blue is the leading colour for marketing literature. Magenta and yellow should be used as highlight colours.

### Tints

Colours may be used as a tint value, we recommend 30% or 50% usage.

### Helpful hint

We recommend that the colours are not printed as large solid areas or in type. For everything else use your judgement.

All stationary prints in Pantone green and black, typically onto uncoated paper stock.

Marketing literature is generally to be printed in blue, typically onto coated paper stock, in four colour process, with fifth spot colour for logos and circles.

# Typography

**Arial**      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890!@£\$%^&\*()

*Arial Italic*      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890!@£\$%^&\*()

**Arial Bold**      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890!@£\$%^&\*()

## Company typeface

Ebone's chosen company typeface is Arial.

## Headlines

Character spacing (tracking) can be used on main headlines this is set at 23 units (QuarkXpress). In Microsoft Word use 'expanded'.

## Subheads

These should appear in Arial Bold, with 2pt paragraph spacing before body copy.

## Body copy

Arial. Recommended format for copy is 9pt text with 16pt line spacing, with 2pt paragraph spacing, which provides openness and legibility. When preparing copy in larger or smaller type sizes always aim to keep line spacing sympathetic to this treatment.

## Microsoft Word

For Microsoft Word documents use either 10 or 12pt text with single line spacing.

For headlines use 'expanded' - Format/Font/Option/Character spacing and select Expanded from the drop down menu.

All copy should be justified with the exception of short bulleted text.



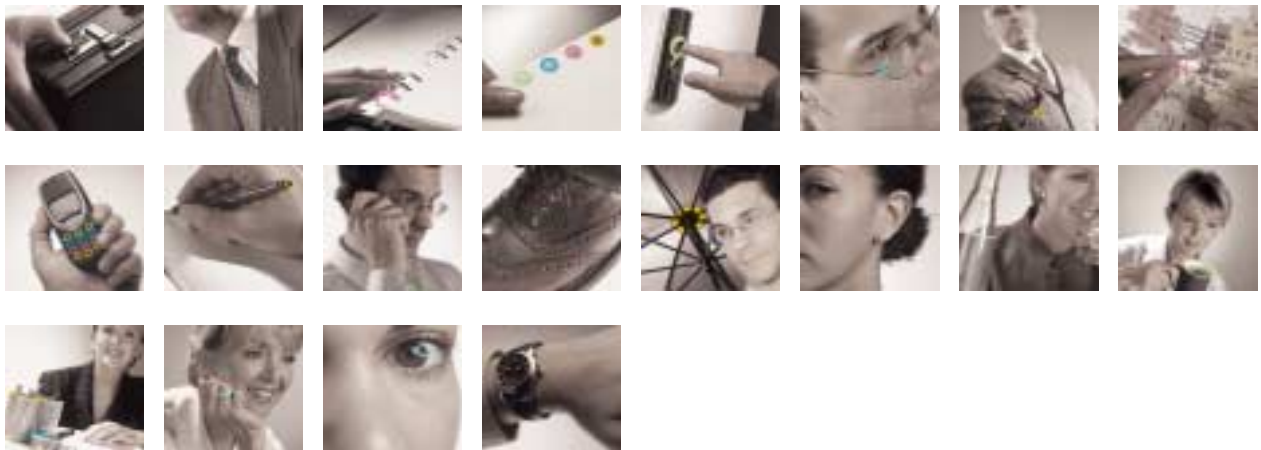
## The Ebone image bank

A photographic library has been produced, which gives Ebone exclusive rights for use on all collateral and marketing material.

This imagery shares a distinctive visual style which will help establish Ebone's visual brand identity.

### Symbolic imagery

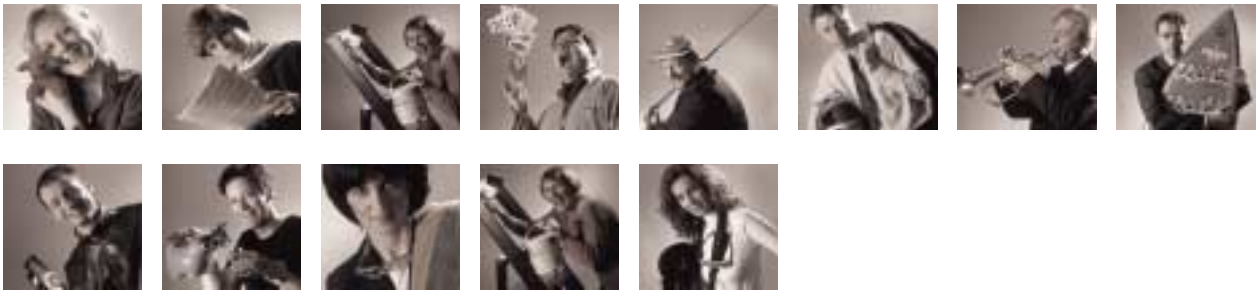
The graphic ring otherwise known as the 'Wisdom Ring' is a central theme displayed in the symbolic imagery, reinforcing the Ebone brand look and feel. The wisdom ring symbolises the experience of our company and our people.



# The Ebone image bank

## Ebone employee imagery

Experience resides in people, the heart of our brand. Their knowledge and expertise are the 'message' and the 'medium'. Reflecting the central role of people in delivering the Ebone brand's promise, we will focus on people imagery to reflect that they are the 'face of our experience' and the 'voice of our experience'.



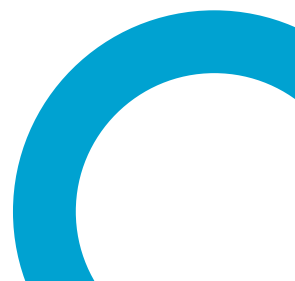
## Desaturation and cropping techniques

The collateral look and feel which is currently being developed, incorporates photographic imagery into the curved crop, which mimicks the curve and thickness of the graphic ring at any given size.

These images have been desaturated and colour enhanced to give a unique style.



Curved crop



# Writing style and tone of voice

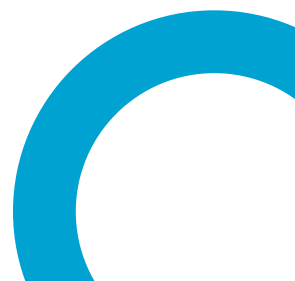
## **The Ebone Tone of Voice**

The objective of defining a tone of voice is to make sure that as far as possible we convey a consistent attitude in our communications.

Tone of voice is a way of describing personality conveyed in writing. So what is the Ebone personality? It is straightforward, well-informed, well-mannered but direct and above all helpful. However, the most important thing to remember in writing anything is the interest of the reader. Articulation of facts and information are key for the business audience.

Likewise, writing has a nasty habit of quickly revealing when a writer doesn't know what he's talking about. Ernest Hemingway put it bluntly; 'bad writing is bad thinking'.

So here are our top Ebone tips for writing in a tone of voice that will sidestep the pitfalls and make our brand admired for its ability to communicate.



# Writing style and tone of voice

## Ebone tips for writing

- Picture your reader. Imagine that your reader is sitting across the desk from you. What sort of person is that? What is their age, gender, nationality, facility with the language, level of technical understanding? What is their attitude to the subject you wish them to read?
- Decide what you want to say before you begin to write. List your key points. Weed out any points that you think won't really interest your reader
- Be yourself. Write down what you want to get across in the way you would say it
- Write in what grammarians call 'an active voice'. For example don't say 'the computer was bought by the company', say 'the company bought the computer'
- Writing on behalf of the company follow the rules in the style guide (use the first person plural, i.e. 'we' or even 'At Ebone we...') and keep it simple and straightforward
- Whenever possible ask a colleague to proof-read the text

If we follow these guidelines we should be able to communicate in a tone of voice that is:

STRAIGHTFORWARD

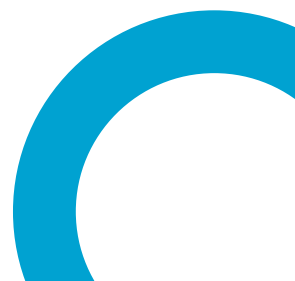
WELL-INFORMED

WELL-MANNERED

DIRECT

HELPFUL

And that's how we want people to feel about the brand.



# General points for writing consistency

## **Company Language**

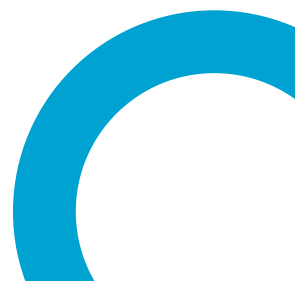
The default language is European English and therefore the default dictionary is UK English, e.g. apply British spelling as standard consistently across all documentation and online.

## **Dates**

The format for the date should be European, namely: day, month, year, e.g. Ebone won an award on the 1 February 2001. Do not use **st** or **nd**.

## **Trademarks and registration marks**

The Ebone logo always appears with its integral 'TM' symbol. Where the logo is not present in a text for publication the first reference to Ebone in the text should carry the 'TM' symbol. Thereafter it can be omitted. With regard to the use of other company's names and trade marks each publication we produce may have to be considered on its own merits by an Ebone lawyer.



# Glossary

This glossary shows the preferred Ebone usage for a selection of common words and acronyms in our industry. The list shows the recommended usage with abbreviations and comments in brackets where appropriate.

- 24 x 7 (acceptable in short texts such as bulleted lists, exhibition panels etc. otherwise spell it out)
- applications service providers (ASPs)
- because (avoid “because of”; replace with “due to” if followed by noun or “because” if followed by a clause)
- cash flow (two words; no hyphen even as adjective)
- city enterprise networks (CENs)
- company-wide (hyphenate)
- data (singular; “our data shows”)
- datacentre or Hosting centre
- dense wavelength division multiplexing (DWDM)
- dot.com (not dot-com, dot com or dotcom)
- Düsseldorf (with Umlaut)
- Ebone (never ebone, EBONE, EBone, E-Bone, eBone, e-bone or any variation of)
- e- try not to use words beginning with e- such as e-commerce, e-business
- email or Email (do not hyphenate)
- end user (hyphenate as adjective)
- euro (lowercase; for other currencies: French franc, British pound, US dollar etc. symbols are also acceptable before numbers. NB wire services generally can't read the euro symbol)
- Extranet
- fibre optic (never hyphenated, even as adjective. Note english spelling of 'fibre')
- Gigabits per second (Gbps) (define first time and use abbreviation thereafter)
- Human Resources (also capitalise names of other divisions)
- Internet (capital letter “I”)
- Internet protocol (IP)
- Internet service provider (ISP), Internet service providers (ISPs)
- Intranet
- investors (lowercase)
- kilobytes (KB)
- kilobits per second (Kbps)
- kilometre (km is acceptable in tables and figures, and in contexts where spelling it out would become tiresome)
- MBA (no full stops between the letters)
- media (plural)
- megabytes (MB)
- megabits per second (Mbps)
- megahertz (MHz)
- million, abbreviate as m
- multimillion (do not hyphenate)
- n+1
- nationwide (do not hyphenate)
- online (do not hyphenate)
- on-net (but Internet and Net)
- optical sub-network (OSN); always lowercase
- per cent (“%” and “percentage” are acceptable)
- pan-European (hyphenate)
- points of presence (PoPs)
- point-of-sale (plural: points-of-sale)
- sub-network (hyphenate)



# Glossary

- terabits per second (Tbps), (define first time and use abbreviation thereafter)
- Tier-1 (always capitalise initial letter)
- trans-atlantic (hyphenate)
- trans-continental (hyphenate)
- trans-European (hyphenate)
- United Kingdom (spell out as noun; use “UK” as adjective, including possessive “UK’s”; use “UK” without full stops between the letters)
- United States (spell out as noun; use “US” as adjective; use “USA” only in postal addresses)
- Web-based (hyphenate)
- Web hosting (do not hyphenate, even as adjective)
- Website
- Webcentric
- Zürich (with Umlaut)

