



CORPORATE IDENTITY

Application Style Guide  
November, 2000



November 2000  
A Corporate Identity for 2Wire

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 can suffer from "image schizophrenia".

A strong corporate identity begins with the company's mark. It has been proven that the consistent application of a mark over a period of time far outweighs the value of the design itself. However, corporate identity is not just a logo or a name of a company. Corporate identity is what makes a company special and unique. It expresses the company's approach to business, its values and business culture. It is reflected in everything from the quality of the products and/or services, to the marketing strategies, communication media, and working environment. It enables the company to build recognition and loyalty among clients, to communicate its values and special approach to business in a memorable way, to establish a benchmark to set goals, and to give employees a sense of belonging to a team.

Given the importance of a consistent corporate identity, it is crucial that policies and procedures regarding the identity are put in place and enforced. There must also be a commitment to maintaining the identity and brand as the company matures. To that end, we've developed the following Corporate Identity Application Style Guide for 2Wire, Inc. If you have any questions in relation to this Style Guide or any of the policies included, please contact me directly for assistance.

Regards,

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## Level 1

### Corporate

- Trademark
- Tagline
- Letterhead Suite
- Application Style Guide
- Facilities Signage, Interior and Exterior
- Company Mailing Envelopes / Labels
- Company Internal / External Communications Documents (Fax, Cover Page, Memo, Invoices, POs)
- Corporate Capabilities Brochure
- Corporate Briefs (Company Backgrounder, Mission Statements)
- Public Relations Letterhead
- Public Relations Support Materials

## Level 2

### Integrated Marketing / Advertising / Promotion

- Website
- Corporate Top-down Presentation
- Annual and Quarterly Reports
- Trade Show Booth
- Direct Mail
- Print and Web Advertising
- Kinetic Logo (Presentations, Promotions, and Advertising)
- Three-dimensional Logo (Presentations, Promotions, and Advertising)

## Level 3

### Product

- Product Identity
- Product Sheets
- Product Packaging
- Product Documentation
- Product Labels
- Product Family Brochure
- Sales Support Materials / Incentives
- Business and technology Partners Support Materials
- Testimonial/Success Stories

## THE COMPANY PYRAMID

Towards the creation of a comprehensive, unified, and practical design system for 2Wire, documents and other 2Wire materials have been organized into a three-level design system, the **2Wire Design Pyramid**: Level 1 *Corporate*, Level 2 *Integrated Marketing*, and Level 3 *Product*.

What is the difference, and why three groups?

Consider a pyramid. **Corporate** resides at the top, highest and most visible, but also generally the smallest population of material. The need for consistency of image and preserving 2Wire identity is critical the closer the material is to the “top.” There are just a few core Corporate elements at the top, beginning with the corporate trademark.

Supporting the structure at the base, much broader in area, is **Product**. These materials are allowed a broader brush in their efforts to inform and persuade in the most compelling way. A grid system has been developed to provide guidelines for layout of content within a graphic field. Specific typography fonts have been selected. Design elements have been created and a comprehensive color palette that establishes a 2Wire “look and feel.” Using these design directions when creating materials that fall within this product category will assure that 2Wire products are presented consistently “with one voice” to your audiences.

A middle-tier level, **Integrated Marketing**, covers certain materials that are corporate in nature, but must be allowed greater freedom of expression to maximize their effectiveness within some unique media. This holds true particularly for advertising and promotions that, while always maintaining the corporate identity guidelines, will take on a look of their own in support of specific creative platforms and campaign themes. The company Website and trade show booths are other examples where the unique environments call for some creative latitude to be most effective.

Care must be taken in this **Integrated Marketing** area if you are deviating from the corporate guidelines. Please consult with Marketing if you have any questions regarding usage.



## LOGO ARCHITECTURE

The Logo design: A rationale.

### **2Wire:**

1. Residential Networking, both DSL and HPNA, reusing existing copper wiring in the home.
2. “To be wired,” via networked devices to the Internet.

The 2Wire Corporate Trademark consists of a graphic symbol combining the numeral **2** with the word **Wire** into a single image. The image is executed visually in a way that suggests an actual wire forming the word **2Wire**. The wire-form word plays to the two copper wire phone lines found in nearly all homes and offices: infrastructure for delivering 2Wire product functionality.

### *IMPORTANT*

**2Wire** always appears in text written as a single word, combining the numeral **2** with the word **Wire** into a single word. The **W** is always capitalized and **ire** is always lowercase.

Never use all capital or all lower case. This rule follows for any and all references to the company (2Wire and 2Wire, Inc.) as well as to company Website URLs and Email addresses (2Wire.com and info@2Wire.com, for instance).

The Corporate Trademark does not include a tagline at this time. No other words or symbols should ever be attached or placed in association with the Corporate Trademark.

**THE CORPORATE TRADEMARK MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.**



# THE CORPORATE TRADEMARK

Proportions, Minimum Clear Space, and Minimum Size

### 3. CORPORATE TRADEMARK – PROPORTIONS



### 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.

### 4. CORPORATE TRADEMARK – CLEAR SPACE PROTECTION



### MINIMUM CLEAR SPACE PROTECTION

Minimum clear space protection is presented here as a guide to positioning the Corporate Trademark a visually safe distance away from distracting elements. It is essential that The Corporate Trademark remain free of graphics, photography, typography, and other corporate identities. 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 2Wire Corporate Trademark. The minimum required clear space is a distance of “x” surrounding each side of the Corporate Trademark.

### 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. See “Conventions” for more details.

### 4. CORPORATE TRADEMARK – MINIMUM SIZE



| 3/4 in. min. |



# THE CORPORATE TRADEMARK

Color and Black&White Reproduction

## 5. COLOR TRADEMARK, WHITE BACKGROUND



## 6. COLOR TRADEMARK, BLACK BACKGROUND



## 7. BLACK TRADEMARK, WHITE BACKGROUND



## COLOR AND BLACK & WHITE REPRODUCTION

Consistent use of corporate colors is critical to the effectiveness of any corporate identity system. This document presents the only approved color applications for the 2Wire Corporate Trademark.

### COLOR TRADEMARK

Graphic Symbol: Pantone PMS 485  
White background field

The following are process color equivalents of PMS 485:

Cyan	0%
Magenta	100%
Yellow	91%
Black	0%

The following are RGB color equivalents of PMS 485:

Red	255
Green	0
Blue	0

The preferred background for the color Corporate Trademark is always white. Except for the Secondary Corporate Background Color PMS 401 (see page 8), avoid displaying the color Corporate Trademark over another colored or textured background. In these cases, use the solid white reversed-out version.

In addition to a white background, the color Corporate Trademark may also appear against a 100% solid black background.

### BLACK & WHITE TRADEMARK

The Corporate Trademark may be reproduced in 100% solid black against a white field. Never use a percentage of black (gray). Avoid superimposing the black Corporate Trademark over a colored or textured background.

**THE CORPORATE TRADEMARK COLORS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.**



## THE CORPORATE TRADEMARK

Color Reproduction

### 8. REVERSE TRADEMARK TO WHITE, BLACK BACKGROUND



### COLOR REPRODUCTION

#### Reverse (White) Trademark Alternatives:

The Corporate Trademark may appear in reverse (white), against a 100% solid black background, or gray fields of no less than 40% black.

While not preferred, the reverse (white) version of the Corporate Trademark may appear over solid color fields as long as the gray-scale equivalent of the background color is not less than 40% black. Please consult with the 2Wire marketing department if you have any questions.

### 9. REVERSE TRADEMARK TO WHITE, GRAY BACKGROUNDS WITH A MINIMUM OF 40% GRAYSCALE VALUE



### 10. REVERSE TRADEMARK TO WHITE, COLOR BACKGROUND – PMS 485 RED BACKGROUND





## THE CORPORATE TRADEMARK

Color Reproduction

### 11. COLOR TRADEMARK – SECONDARY PMS 401 GRAY BACKGROUND



### COLOR REPRODUCTION

#### Secondary Corporate Background Color:

In addition to white, a secondary neutral background color, Pantone PMS 401, has been selected to provide a method of visual relief from excessive white space in certain situations. PMS 401 is a warm neutral that works well with the corporate PMS 485 red, as well as other colors in the 2Wire color palette. It should only be used as a 100% solid.

The following are the process color equivalents of PMS 401:

Cyan	0%
Magenta	6%
Yellow	15%
Black	23%

Note that the process equivalent will be difficult to hold on press due to the low percentage of individual color (especially the 6% magenta). It is recommended that the solid PMS spot color always be used in print production, rather than the process equivalent.

Never use the reverse (white) version of the Corporate Trademark with the PMS 401 background (the grayscale equivalent is less the 40% minimum).





## THE CORPORATE TRADEMARK

### Three-dimensional Logo

#### THREE-DIMENSIONAL LOGO

An alternate three-dimensional trademark version has been created, based on the shape of the two-dimensional Corporate Trademark, that gives the illusion of the curvature of wire. This three-dimensional logo is shaded in light to dark values of the PMS 485 red hue, resulting in a realistic image of a wire bending itself into the shape of the 2Wire name. The two-dimensional shape of the Corporate Trademark has been preserved precisely. Only shading within the original outline shape has been modified.



#### *IMPORTANT:*

To maximize the effectiveness of our branding efforts, the three-dimensional logo is *not to be used* in **Corporate-level materials**. Please refer to the **2Wire Design Pyramid** at the front of this Style Guide for a listing of **Corporate-level materials**.

This three-dimensional logo may be used to lend added impact to presentations and animated sequences used in **Integrated Marketing**, and **Product-level** materials, advertising and promotional efforts.

#### *IMPORTANT:*

Great care must be taken when using this three-dimensional logo in low-resolution media such as video and the Web. If used too small, the value shifts that render the logo as three-dimensional will be lost, displaying a poor presentation of the Corporate Trademark. Remember, this trademark version is not as readable, even under optimum conditions, as the preferred two-dimensional Corporate Trademark.

The preferred background is white, but this version of the 2Wire Trademark may also be applied over other colored backgrounds with prior approval from Marketing. Use caution, maintain readability.

Avoid animated distortions and affects that change the overall aspect ratio for the mark.



# THE CORPORATE TRADEMARK

## Incorrect Usage

1. INCORRECT



5. INCORRECT



### INCORRECT USAGE

Any variation from the examples covered in this Style Guide would be incorrect and should not be used.

The following are some examples of incorrect modifications and applications of the Corporate Trademark.

1. Never move, delete, or rearrange any elements of the Corporate Trademark from their respective positions.
2. The 2Wire Corporate Trademark is no longer rotated under any circumstances.
3. Any distortion of proportions (height or width) of the Corporate Trademark is incorrect.
4. Never stack, overlap, or graduate the Corporate Trademark.
5. Never add any text or graphic element to the Corporate Trademark.
6. Never place the Corporate Trademark over a photograph or any textured background.
7. Never place the color Corporate Trademark over any other solid- or multi-colored background than those approved on pages 5-7.
8. Never modify the Corporate Trademark.

2. INCORRECT



6. INCORRECT



3. INCORRECT



7. INCORRECT



4. INCORRECT



8. INCORRECT





# CORPORATE TYPEFACES

Eurostile, Arial, Helvetica, and Times

## 1. CORPORATE TYPEFACES – EUROSTILE

EUROSTILE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

EUROSTILE OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

EUROSTILE BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

EUROSTILE BOLD OBLIQUE

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

## 2. CORPORATE TYPEFACES – ARIAL (FOR PC)

ARIAL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ARIAL LIGHT OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ARIAL OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

ARIAL BOLD OBLIQUE

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ARIAL BLACK OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

## EUROSTILE, ARIAL (HELVETICA FOR MAC), AND TIMES

Three typeface families have been chosen for use in 2Wire materials to support the communication of a consistent corporate image. They are:

*Eurostile, Arial (Helvetica for MAC), and Times*

### EUROSTILE

Eurostile is used exclusively for **Corporate-level** materials, and then only for so-called “hardscape” elements, specifically address and contact information, and other elements of corporate document templates such as **FAX** and **MEMO** sheets. It is also used for major headline tabs and buttons on the Website.

Eurostile is not used at any level below Corporate, for content, or incorporated into other graphics.

### ARIAL (PC)

The sans serif Arial typeface family has been chosen for good typographic contrast with the serif Times typeface, and for emphasis when used in headlines and sub-headlines in sales, collateral, and promotional materials. Arial is a resident system font in virtually all PC desktop computers.

Use Arial for technical data, callouts and specifications. Arial Bold and Black are used for subheads with larger Arial Light for headlines.

Use of Arial Condensed is preferred when space constraints are a concern, such as the product sheets.

The headlines in this style guide are set in Helvetica Light, subheads in Helvetica Black, and body text in Times.



# CORPORATE TYPEFACES

Eurostile, Arial, Helvetica, and Times

## 2. CORPORATE TYPEFACES – HELVETICA (FOR MAC)

ARIAL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ARIAL LIGHT OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ARIAL OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

ARIAL BOLD OBLIQUE

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ARIAL BLACK OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

## HELVETICA (MAC)

The sans serif Helvetica typeface family is interchangeable with Arial for applications on Mac platforms. All typographic guidelines for Arial apply equally to Helvetica. PC platforms use Arial, MAC platforms use Helvetica. Never combine the use of Arial and Helvetica.

## TIMES

The Times typeface family is the primary typeface used for letters and body text in all materials ranging from in-house correspondence to marketing collateral, brochures, data sheets, text-related copy, and word-processed material. It provides excellent readability.

Times should not be used in situations where the fine strokes and serifs will drop out or plug up, such as Web use, or PowerPoint presentations. Particular attention should be given to video displays and highly reduced copy, or reproduction methods such as silkscreening.

## 3. CORPORATE TYPEFACES - TIMES

TIMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

TIMES BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

TIMES ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

TIMES BOLD ITALIC

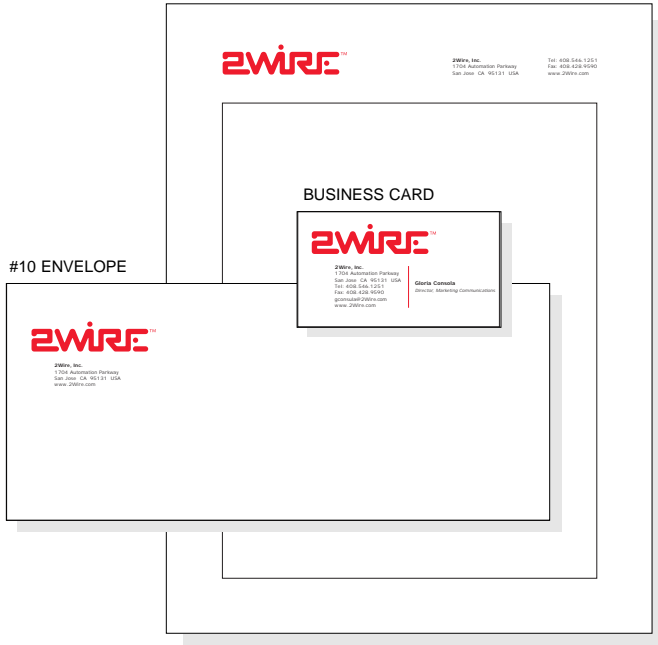
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***



# CORPORATE TRADEMARK APPLICATIONS

Company Correspondence

## CORPORATE LETTERHEAD



## COMPANY CORRESPONDENCE

The Corporate Trademark is best positioned at the *top left* of a page or graphic field. Avoid centering the Corporate Trademark at the top of a page.

The Corporate Trademark may be positioned at the bottom of a page, as a signature such as in advertising or collateral, but always at the bottom-left corner, never centered or in the right-hand corner.

Always consult Marketing for current approved paper stocks.

### LETTERHEAD

8.5" x 11". 2 spot colors, Pantone PMS 485 Red + Black. Stock, 80# Starwhite Vicksburg, smooth, Tiara.

### BUSINESS CARDS

3.5" x 2". Two spot colors, Pantone PMS 485 Red + Black. All copy and the red rule re thermographed. 2Wire logo embossed + hot registered foil stamp – Crown 6400 foil.

### #10 ENVELOPE

9.5" x 4.25". Two spot colors, Pantone PMS 485 Red + Black. Stock, 70# Starwhite Vicksburg, smooth, Tiara.

### PRESS RELEASE LETTERHEAD

8.5" x 11". Two spot colors, Pantone PMS 485 Red + Black. Stock, 80# Starwhite Vicksburg, smooth, Tiara.

### MAILING LABEL

6" x 4". Two spot colors, Pantone PMS 485 Red + Black. Stock, white FasTack crack and peel label.

## PRESS RELEASE LETTERHEAD



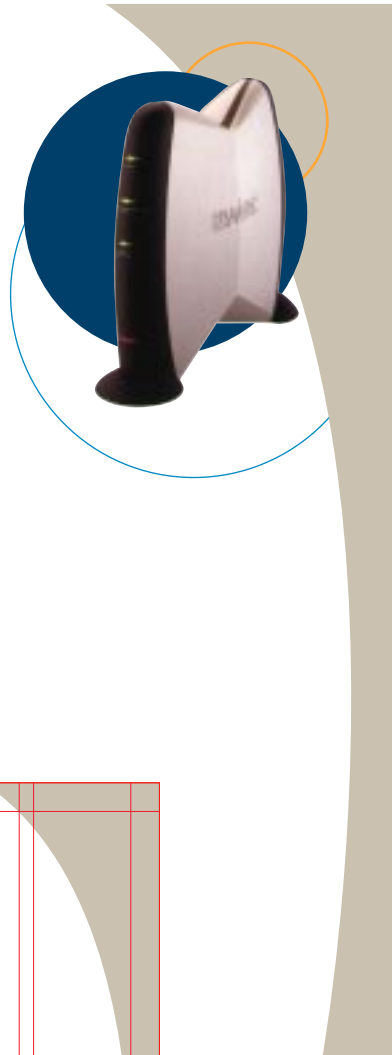


# CORPORATE TRADEMARK APPLICATIONS

Look and Feel

## 2WIRE CURVE AND SPHERES

**2WIRE™**



## LOOK AND FEEL

Certain graphics have been developed that, through repetition and consistent use, will begin to establish a unique character to 2Wire materials. This look and feel has been established with corporate pieces such as the Press Kit Folder, as well as marketing and product materials such as the data sheets. The design elements can be incorporated into the navigation bars on the Web site as well. Note the prominent placement of the 2Wire logo relative to the primary circle.

Use of the curve within the 4-column grid system for page layout is fundamental. This curve functions as a border, bleeding off the right-hand side of the page or graphic field. Apply PMS 401 gray as a neutral field for accent colors.

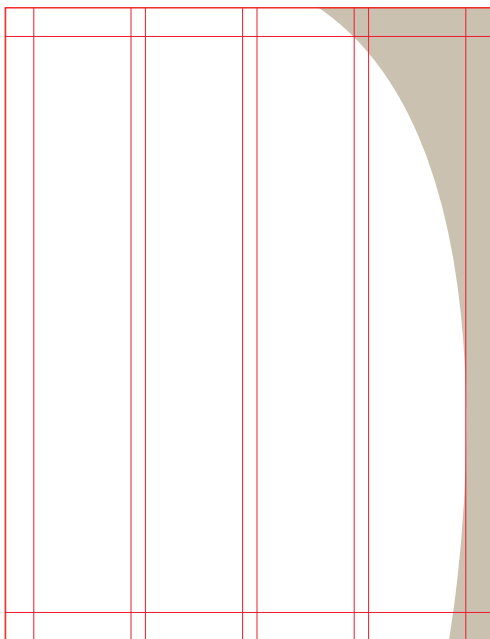
Graphic fields are organized around a four-column grid system. This Style guide is based on this, with the copy column extended halfway into the third column. Always use exact multiples of the column widths.

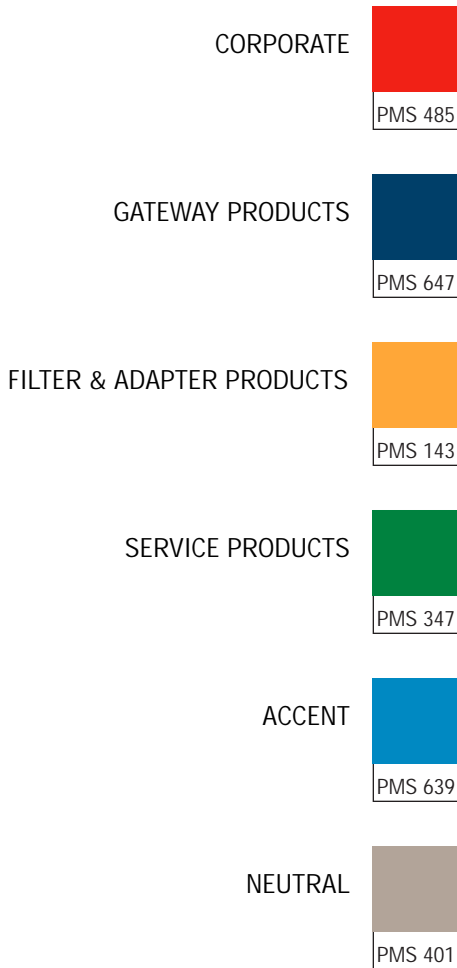
This system provides for a great deal of layout diversity while maintaining an organized page.

Other graphic shapes include a highlight circle and rings, “radiating spheres of influence” as used in this document, the packaging, and the product sheets. The color sphere is used to help draw the eye to a product and differentiate the product families. It can also be used to present photography. The rings add a sense of three-dimensional movement, action, and playfulness while highlighting objects, similar to a spotlight on stage. They also echo the circular shapes in the Corporate Trademark.

For the circle and rings use any of the three product-specific colors from the corporate color palette, paying attention to the recommended color combinations in the extended color palette.

## 4 COLUMN GRID SYSTEM





**EXTENDED COLOR PALETTE**

An extended palette of primarily cool colors has been identified that provides for a wide range of design applications. The coolness is effectively played off of the hot 2Wire red, as well as some warm tone accents now available in this palette.

The 2Wire color palette for 2000 allows us to:

Present a “clean” corporate red (PMS 485), a color that uses no black.

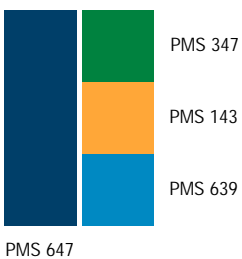
Project clear, bright hues consistent with current consumer trends. Move away from the darker jewel-tones.

Maintain a color system that assigns a primary color to represent each of the three product groups. Note the addition of three secondary level colors designed to work with the primary product color. This recycling of the same colors provides for design diversity without adding more colors to the palette.

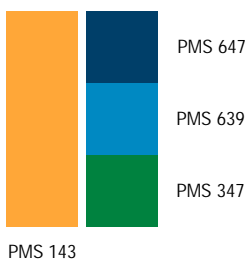
Establish a corporate neutral (PMS 401).

Establish a secondary accent color that can be used with any of the other colors when an accent is desired (PMS 639).

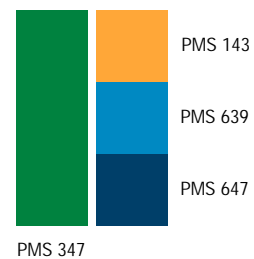
**HomePortal™**









**DSL Phone Filter**



**Services**



PANTONE	CMYK	HEX	WEB RGB
 PMS 485	0 / 100 / 91 / 0	FF / 00 / 00	255 / 0 / 0
 PMS 647	94 / 43 / 0 / 38	33 / 66 / 99	51 / 102 / 153
 PMS 143	0 / 30 / 83 / 0	FF / CC / 33	255 / 204 / 51
 PMS 347	100 / 0 / 79 / 9	00 / 99 / 66	0 / 153 / 102
 PMS 639	83 / 0 / 11 / 0	00 / 99 / CC	0 / 153 / 204
 PMS 401	0 / 6 / 15 / 26	CC / CC / CC	204 / 204 / 204

## EXTENDED COLOR PALETTE

### Color Modalities

The chart at the right provides color specifications for a variety of color systems. 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 subjects such as photography.

For Web applications use the Hexachrome system, which are the closest approximations of the Pantone spot colors in a both Web- *and* browser-safe color scheme.

The Web RGB specifications represent red, green, and blue video components that represent the closest approximation of the Hexachrome colors (not RGB equivalents of the Pantone colors). These will provide the most consistent colors on display monitors for applications such as Web, interactive presentations, and PowerPoint presentations.





POOR VISIBILITY



GOOD VISIBILITY



REDUCED VISIBILITY

## APPLICATION GUIDELINES

The 2Wire Website is an important portal to the 2Wire audience. Understanding that the Website occupies the middle tier of the Company Pyramid and therefore enjoys more flexibility when it comes to application guidelines, great care must be taken not to violate fundamentally important rules.

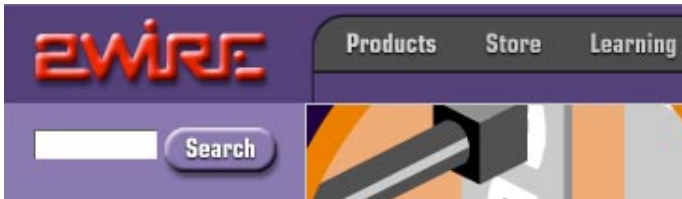
### Corporate Trademark Applications

Ideally, the 2Wire Corporate Trademark should appear in the upper left-hand corner of all pages, on a white field (see example). Use only the preferred 2 dimensional logo, not the three dimensional version.

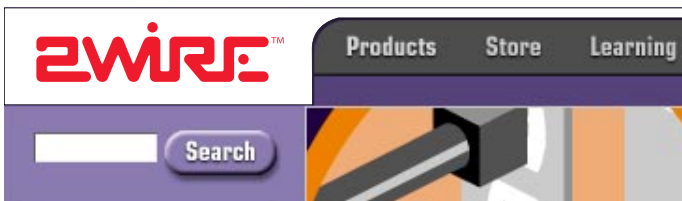
### Acceptable Backgrounds

Display the Corporate Trademark against white. Tone added around the white field will provide shape and still give the impression of a three-dimensional tab. The white space is important protection for the trademark.

REDUCED VISIBILITY



GOOD VISIBILITY





FOR LIMITED USE ONLY



88 PIXELS, MIN.

32 x 32 pixels - TRANSPARENT BKGND



16 x 16 pixels - TRANSPARENT BKGND



32 x 32 pixels - WITH WHITE BUTTON



16 x 16 pixels - WITH WHITE BUTTON



## APPLICATION GUIDELINES

### 3D, Animation Guidelines

The use of Flash animation of the Corporate Trademark is an example of second-tier flexibility, and is approved. But the use of the Corporate Trademark against a blue field should be discouraged. This logo should only be used large.

Use of the three-dimensional logo is discouraged. The preferred two-dimensional logo is the better choice.

### Minimum Size

The minimum size for displaying the Corporate Trademark on the Web, both 2D and 3D versions, is 88 pixels long. This displays at approximately 1 in., slightly larger than the minimum 5/8 in. allowable for print reproduction.

### 2Wire Icon

An icon has been produced for use where the Corporate brand needs to be present, but size constraints are an issue: 16 x 16 pixel and 32 x 32 pixel versions with and without a white “button”, or “spotlight” field have been produced. The spotlight version is preferred when using in a visually noisy environment. It visually provides some white space protection for the icon while giving it the look and feel of a button.

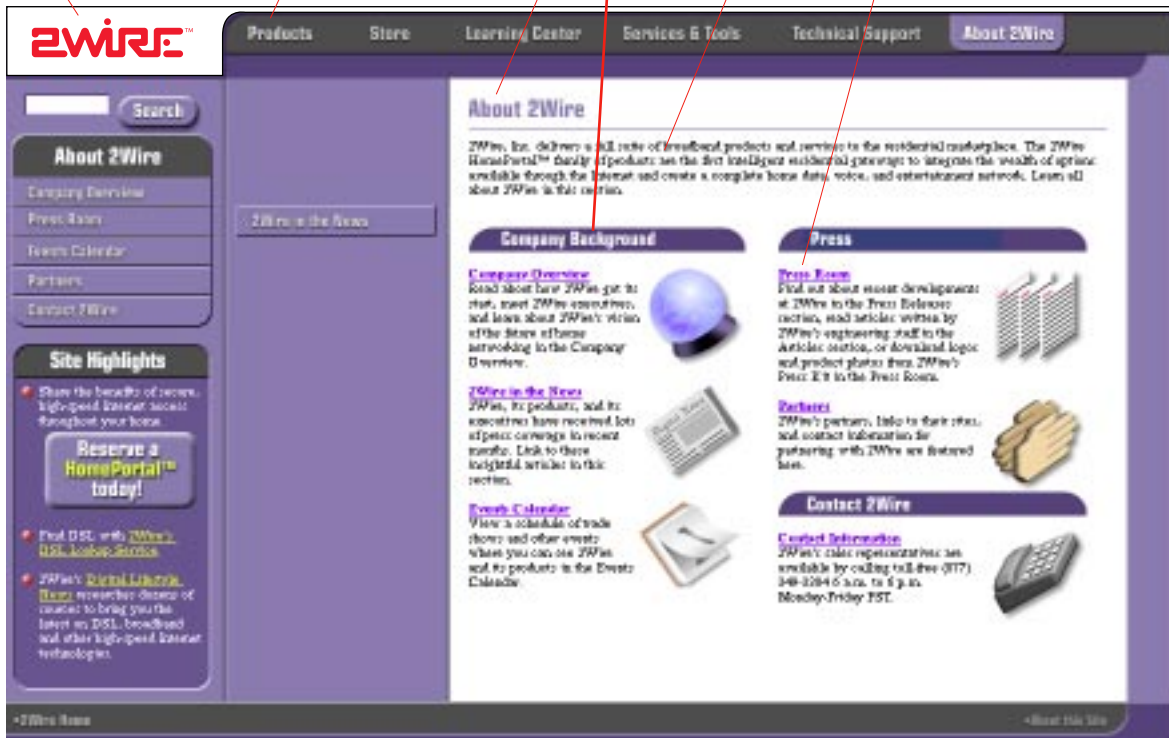
**APPLICATION GUIDELINES**

Display the 2Wire corporate Trademark in 2D against a white background, upper-left corner of the page. Navigation bars and buttons should remain consistent throughout the site to maintain ease of use.







Eurostile bold may be used only for level 1 nav bar, headlines, and subheads.

Use Arial for body text. Do not use Times or any serif face for body text on the website. The small serifs tend to break up, making reading difficult.

- 2D Corp Trademark on White
- Navigation Bar Tabs - Eurostile Bold
- Heads and Subheads - Eurostile Bold
- Body Text - Arial
- Links - Arial, Blue with Underline





		HEX	WEB RGB
CORPORATE		FF / 00 / 00	255 / 31 / 31
GATEWAY PRODUCTS		33 / 66 / 99	51 / 102 / 153
FILTER PRODUCTS		FF / CC / 33	255 / 204 / 51
SERVICE PRODUCTS		00 / 99 / 66	0 / 153 / 102
ACCENT		00 / 99 / CC	0 / 153 / 204
NEUTRAL		CC / CC / CC	204 / 204 / 204

### WEB COLORS

The extended corporate color palette has been applied to the Web. Hexachrome colors have been identified that are at the same time both Web- and browser-safe. These are Web-specific colors that most closely match with the print-medium Pantone PMS colors and their process color equivalents.

The Web palette represents colors in RGB and Hexachrome that will display as consistently as possible across platforms and across browsers. Viewer monitor settings present uncontrollable variations.

It is important to note that the rgb equivalents reference the Hexachrome color specs, not back to the Pantone standard.



# CORPORATE TRADEMARK ARCHIVES

## Logo Art Files

### OPTIMUM FILE FORMATS BY APPLICATION

	Laser Printer	InkJet Color Printer	Print Production	Video Display
<b>Illustrator</b>	EPS	EPS	EPS	EPS
<b>Quark</b>	EPS	300dpi/tif	EPS or 300dpi/tif	Low Res Display
<b>Photoshop</b>	EPS or 300dpi/tif	EPS or 300dpi/tif	EPS or 300dpi/tif	EPS or 300dpi/tif
<b>MS Word</b>	300dpi/tif	300dpi/tif	300dpi/tif	300dpi/tif
<b>Web</b>	72dpi/tif/gif/jpg			

### CORPORATE TRADEMARK FILES AVAILABLE, BY FILE NAME AND DESCRIPTION

FILE NAME	THUMBNAIL	COLOR	MODE	FORMAT	APPLICATION
2W_pms.pc.eps		1C PMS	Pantone	EPS	Print
2W_cmyk.pc.eps		4C Process	Process	EPS	Print
2W_k.pc.eps		1C Black	Grayscale	EPS	Print
2W_Rev_white.k.pc.eps		1C Black	Grayscale	EPS	Print
2W_Rev_485.k.pc.eps		2C PMS	Pantone	EPS	Print
2W_485.401.pc.eps		2C PMS	Pantone	EPS	Print
2W_cmyk_300pc.tif		4C Process	Process	TIF	Print
2W_k.300pc.tif		1C Black	Grayscale	TIF	MS Word/PowerPoint
2W_rgb_72pc.tif		1C RGB	RGB	TIF	MS Word/PowerPoint
2W_rgb_72pc.gif		1C RGB	RGB	GIF	Web

### LOGO ART FILES

A variety of file formats have been produced for both MAC and PC platforms of all authorized Corporate Trademarks. Refer to the **OPTIMUM FILE FORMATS** chart for usage guidelines.

#### **IMPORTANT**

Display and output tests may be required with your specific applications and output devices to determine the best file format for you.

On the corporate network within 2Wire, files of all approved logo versions listed can be easily accessed. Go to the **COMPANY/CORPORATE ID** directory.

Refer to the Excel document, **2WireFileMatrix**, for a comprehensive cross-reference matrix that describes each of the logo versions, file formats, and their respective file names. Hardcopy of this document is included at the back of the printed Application Style Guide.

An electronic version of this Application Style Guide is also provided in PDF format.

### Corporate Trademark Guidelines

Whenever the 2Wire trademark appears in any published materials, it must be accompanied by appropriate Corporate Trademark Copyright Protection.

The following footnote must appear, at the bottom of the last page of a document or graphic field whenever the 2Wire trademark is used:

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The 2Wire trademark, at its first appearance in text, must also be accompanied by the superscript <sup>™</sup>.



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