READY ▶

WIRELESS

BRAND STYLE GUIDELINES

V.1 IN PROGRESS – JULY 26, 2017

What's in this package?

These guidelines provide the design assets you will need to produce targeted, consistent

communications for the Ready Wireless brand.

Logos: color and black-and-white Logos, with rules for correct usage

Typefaces: correct fonts to use for Ready Wireless communications

Colors: the approved color palette with guidelines for usage

Design Elements: examples of graphic elements available

Why is maintaining our brand important?

A brand is the combination of elements that impact the public's overall impression of your organization. When a brand is consistently and carefully managed, it can become your most valuable asset. A consistent, focused visual identity heightens awareness of your organization and strengthens brand equity.

The logo is the primary representation of Ready Wireless`.

Identity elements must always appear crisp, clear and readable. The colors must be consistent regardless of the medium, substrate or reproduction process. To ensure uniformity, all reproductions must be taken from approved artwork and colors must be carefully matched.

It's always recommended to use the logo with the tagline. When space is an issue, logo can be used without tagline.

MINIMUM LOGO CLEARSPACE REQUIREMENTS

A clear space equal to the height of the triangle icon must always be maintained around the logo. No other graphic elements should appear within this space.

Do not set any of the elements of the logo using your own type. Use only the approved artwork.

MINIMUM LOGO SIZE REQUIREMENTS

The minimum allowable reproduction size is 1" in overall width in print applications, and 300 pixels for on-screen applications.

1 INCH – PRINT
300 PIXELS – WEB

The reverse Logo can be used on extremely dark backgrounds where the contrast between the brand colors and the background is sufficient.

Placement on a field of white is preferred.

VERSION ONE

STANDARD

REVERSE

VERSION TWO WITHOUT OFFER TAGLINE

STANDARD

REVERSE

EXAMPLES OF INCORRECT USAGE

Do not reproduce the Logo smaller than 1 inch.

Do not use backgrounds that make Logo illegible.

Do not set the tagline in a different font or color.

Do not add dimension or graphic effects to the Logo.

Do not rearrange the elements of the Logo.

Do not scale the Logo disproportionately.

Do not rotate the Logo on an angle.

Do not use the Logo over a cluttered background or lacks contrast that compromises readability.

Do not set the Logo in any other font or color. Do not alter the relationships between the Logo and the icon.

The use of the Ready Wireless typefaces in all corporate communications will provide consistency and strengthen the brand.

Omnes is the primary typeface and is used in headlines, subheads and body copy in all print and online applications. Headlines may be set in either Ready Wireless Primary Blue, Green, Black, or White knocked out of a dark color field.

HEADLINES

Omnes Regular is the Ready Wirless headline font for all print and digital applications. It is an essential part of the brand personality and is used primarily for display purposes including headlines and subheads. Do not use within body copy of emails or word documents.

USE OMNES REGULAR IS USED FOR HEADLINES

BODY COPY

Helvetica Regular is used for body copy on all printed and digital communications. Helvetica Regular is a highly functional typeface that comes in a full range of text weights.

Helvetica Regular is used for body copy. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

OFFICE DESKTOP APPLICATIONS

We use Helvetica and Arial, which are standard fonts on all computers, for all general office desktop applications, including PowerPoint™ and

Arial Regular is used for Powerpoint and Office. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

PRIMARY COLORS

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Blue	C = 71 M = 15 Y = 0 K = 0	R = 37 G = 169 B = 224	HEX #25a9e0
Green	C = 84 M = 24 Y = 58 K = 6	R = 16 G = 139 B = 123	HEX #108b7b
Black	C = 0 M = 0 Y = 0 K = 100	R = 0 G = 0 B = 0	HEX #000000
White	C = 0 M = 0 Y = 0 K = 0	R = 255 G = 255 B = 255	HEX #ffffff

SECONDARY COLORS

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Dark Blue	C = 87 M = 42 Y = 23 K = 2	R = 0 G = 124 B = 161	HEX #007ca1	**Light Blue**	C = 63 M = 0 Y = 0 K = 0	R = 46 G = 196 B = 243	HEX #2ec4f3
Dark Green	C = 89 M = 31 Y = 87 K = 19	R = 3 G = 115 B = 71	HEX #037347	**Light Green**	C = 65 M = 0 Y = 37 K = 0	R = 36 G = 207 B = 186	HEX #24cfba
Dark Gray	C = 0 M = 0 Y = 0 K = 85	R = 77 G = 77 B = 79	HEX #4c4c4e	**Light Gray**	C = 0 M = 0 Y = 0 K = 25	R = 199 G = 200 B = 202	HEX #c6c8ca

ILLUSTRATOR GRADIENTS

Gradient One is built with the Dark Green and Light Blue from the color palette.

Gradient Two is built with the a tan color (CMYK: 36, 44, 94, 11, RGB: 159, 129, 56, # 9f8138) and Light Blue from the color palette.
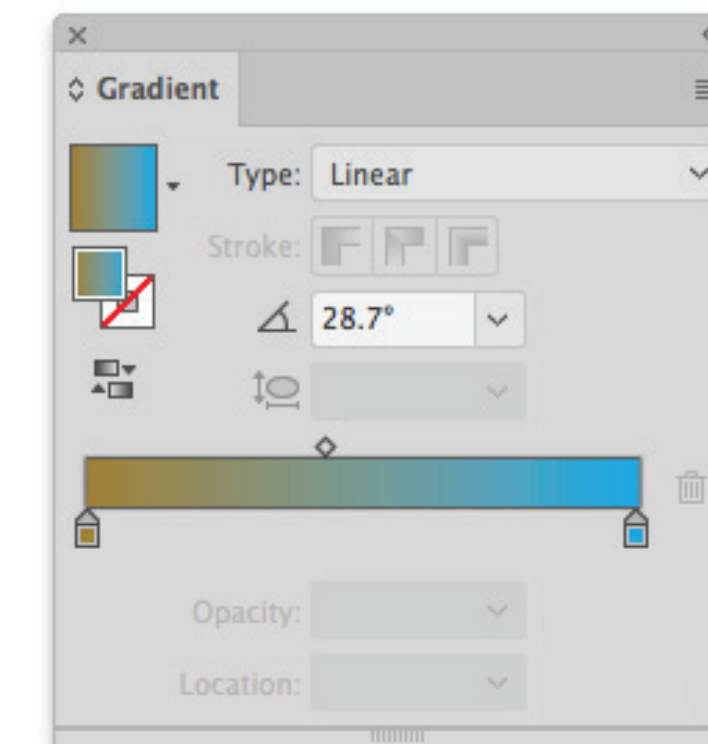
Note that the pure color begins and ends outside of the shape.
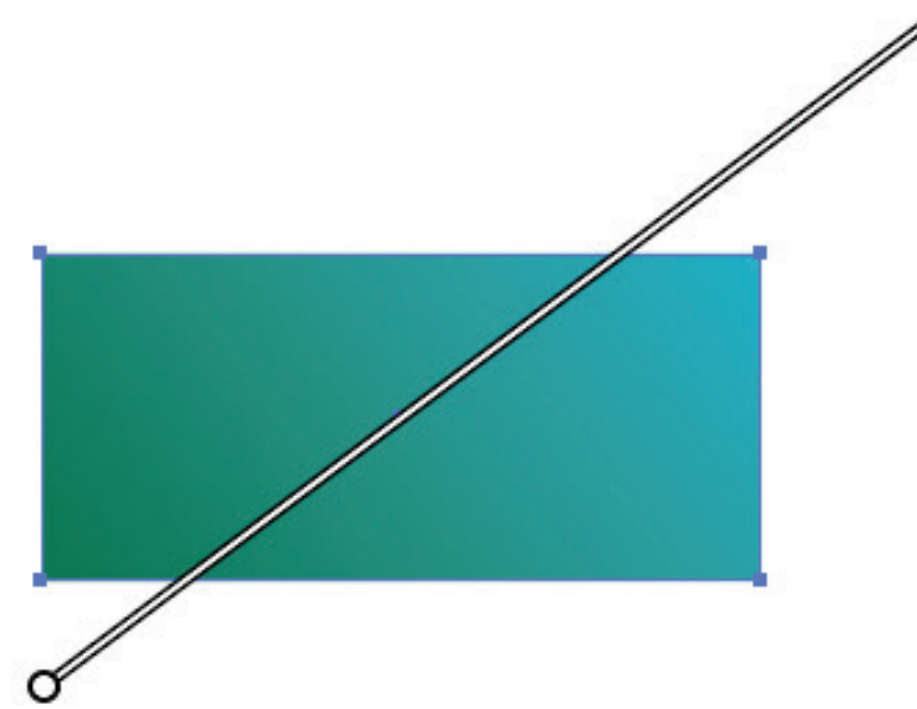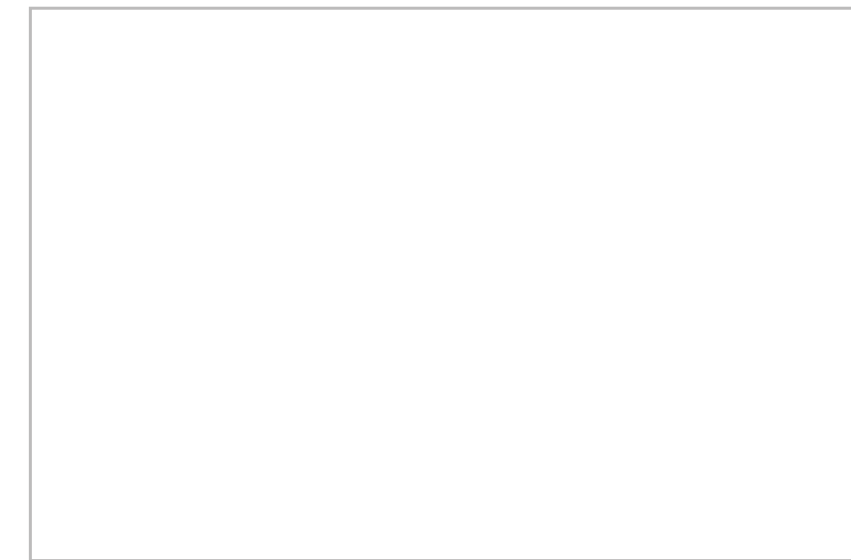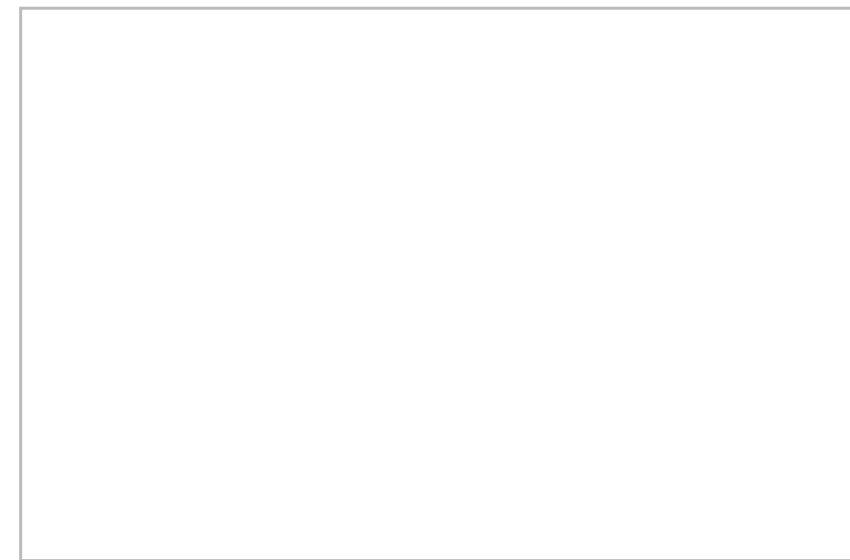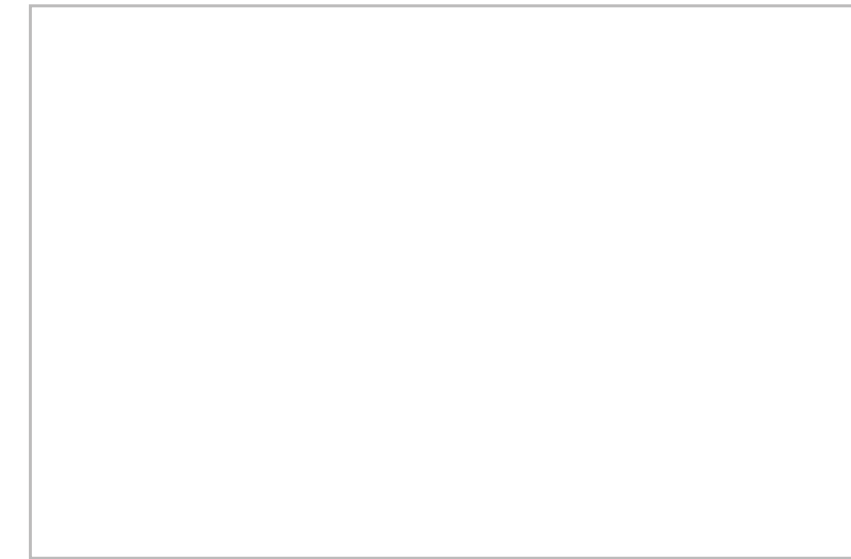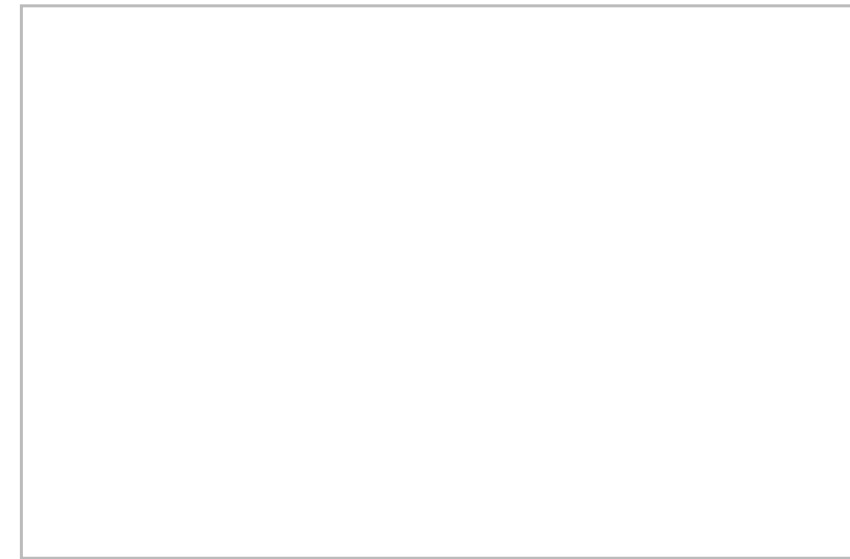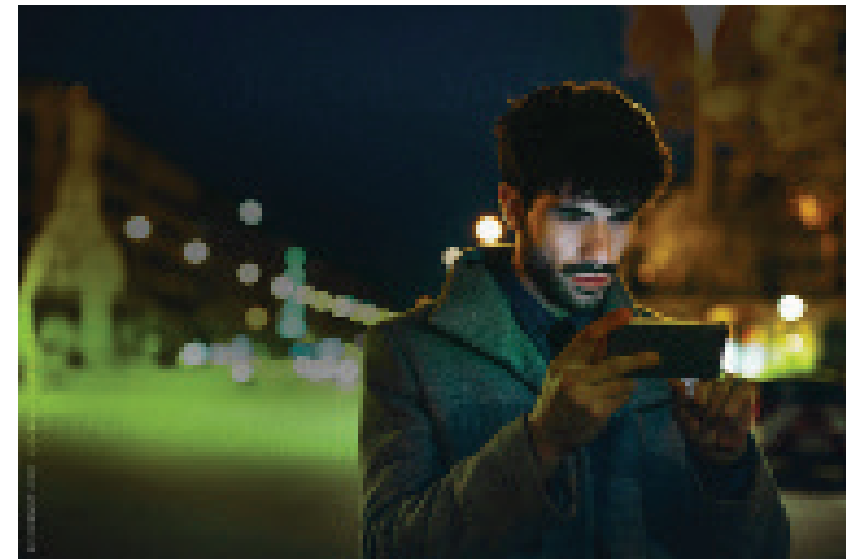
GRADIENT ONE
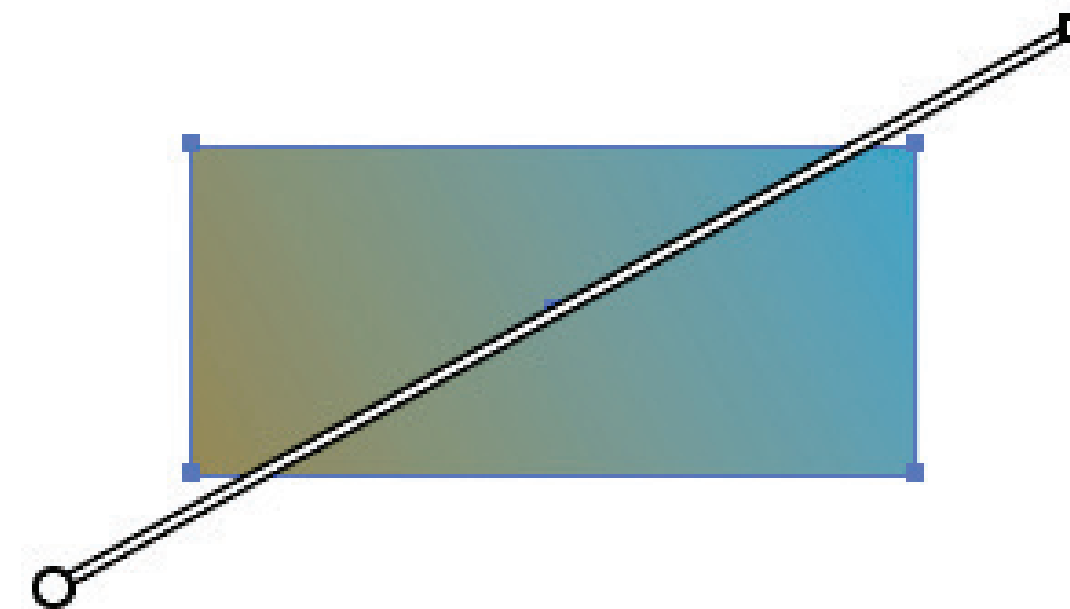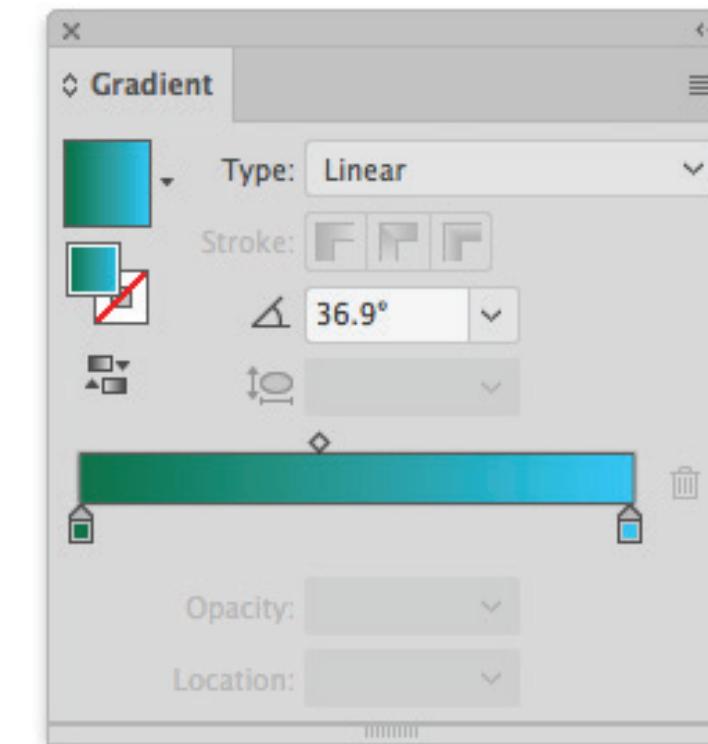
GRADIENT TWO

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IMAGE ADJUSTMENT

Add more blue to images: image >adjustments > color balance and move it to more cyan

Soften the blacks: image > adjustments > exposure > offset .025 (this gives images a film/video look that makes the black more matte looking)

TRANSPARENT GRADIENT OVERLAY

Set opacity to 70 percent, normal.

ANY QUESTIONS ABOUT BRAND, CONTACT:

BRAND@READYWIRELESS.COM

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