

**Brand Guidelines**

V1.5

**brightspeed**

August 30th, 2023



Updated as of 11/3/23

- Brand Strategy
- Tone of Voice
- Color Palette
- Gradient
- Visual Identity (Optical Strands)
- Badging
- Photography & Videography

This document serves as a foundational guide to using this brand identity. It covers all rules regarding color, alignment, artistic direction, web design components, and more. These guidelines are for the use of the Brightspeed team and associated agencies. If there is ever doubt, please refer back to this document.

If you should have any questions, please contact the Brightspeed leadership team.

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## Tone of Voice

**NEED HELP? ASK HERE.**

If you've got questions, need any kind of assistance or are in any way unsure about what you are writing, please don't hesitate to ask for help.

On the links on this page, you'll also find the assets you need to get going.

Additional content guidance can be found [here](#).

For any additional questions or requests, please send us an email at [brandrequests@brightspeed.com](mailto:brandrequests@brightspeed.com)

# Brand Strategy

What is a Brand House?

Brand House Framework

Full Brand House

Using our Brand House Today

# What is a Brand House?

A Brand House template is a framework to consolidate, organize and understand the complex beliefs, messages and market position of a brand. Our Brand House is primarily designed for internal purposes, to help our organization get alignment on how we wish to position our brand, the key messages we wish to communicate, and how we show up in-market.

While much of the language in the Brand House would not be used exactly as represented here, it is designed to act as a foundation for all our internal and external communications. Everything we do and say as a brand should ladder up to this strategy and not be in contradiction with it.

A Brand House is made up of a series of components that all contribute to our overall brand strategy. This section does not include a full breakdown of all components of our Brand House framework, but you can find this in our brand strategy document [here](#). This document defines and unpacks each component so you know what they mean and how to use them.

# Brand House Framework

## Purpose

Definition: Our reason to exist and northstar for both internal and external decisions.

Guidelines: Can live externally on our website and the sentiment could play a role in the brand's positioning. It should guide all internal decisions, be foundational to company culture, as well as all external actions.

## Positioning

Definition: An internal statement that describes how we uniquely position ourselves to our audience compared to our competition.

Guidelines: The foundation of all of our brand-level communications that ensure that we are actively owning a focused position in the market.

## Core Beliefs

Definition: Values that drive how we behave and speak both internally and externally

Guidelines: Top-down behaviors and beliefs foundational to organizational culture. Should be included in onboarding documents and could live on our website

## Experience Principles

Definition: How we act and how our customers experience our service.

Guidelines: A check-list for service design, brand activations and experiences.

## Voice Principles

Definition: How we speak and write in our communications.

Guidelines: A check-list for all communications, both internal and external.

## Value Proposition

Definition: Our most compelling promise to our customers, summarizing the benefits we offer.

Guidelines: The foundation of all of our product-level communications to ensure that we are actively highlighting the unique value we offer to our customers.

## Core Benefits

Definition: Functional and emotional benefits underpinning the value proposition.

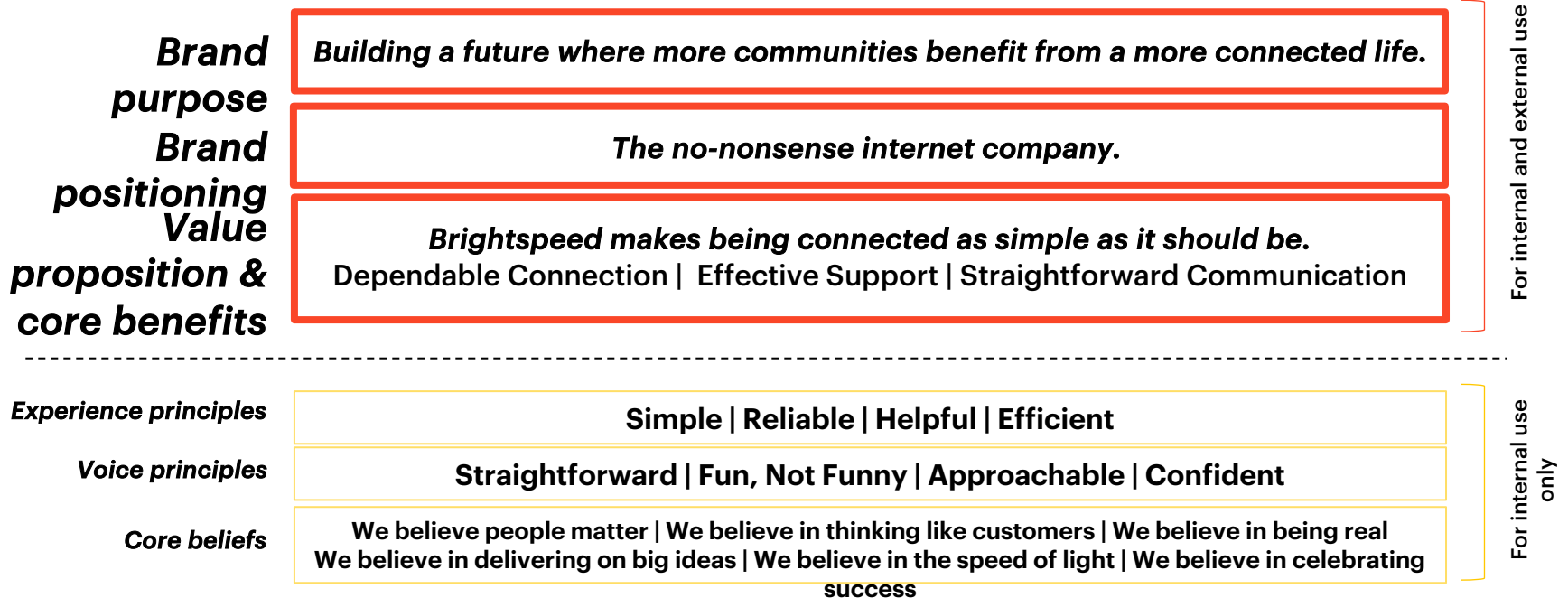
Guidelines: Messaging pillars in our product level communications to ensure that we are actively highlighting our product differentiators.

## Proof Points

Definition: Reasons to believe that supports the core benefits we promise.

Guidelines: Supporting points for product level messaging.

# Our Brand House:



# A note on using our Brand House today

Our Brand House is aspirational. Today, we're not yet in a position to deliver on all the components listed here, particularly our positioning and our value proposition. We are working hard to improve our overall customer experience to ensure we can live up to these promises before we can actually take them to market.

With this in mind, please do not use our positioning or value proposition anywhere in any external communications until you hear otherwise from the Brightspeed marketing team.

What you can and should immediately start using:

- Our brand purpose, which we're already delivering on.
- Our core benefits (please just use caution and common sense to make sure we're not overpromising).
- You should also actively start using our voice principles, experience principles, and core beliefs to drive our decisions, actions and how we speak.

# Tone of Voice



## Tone of Voice

Our Audience

Brand Manifesto

Brand Persona

Tonal Attributes

Tonal Journey

Do's and Don'ts

Product Messaging

- Fiber
- DSL

### OUR AUDIENCE

Our audience is a mix of residential and business customers including 1.8m existing customers (formerly CenturyLink and Quantum Fiber). We empathize with our customers, understand the problems they face and appreciate how important having a reliable internet connection is to, well, everyone in 2023.

They are “normal” people who need reliable internet access every single day. In short, they are just like us. So, we speak to them the way we speak to a friend with a shared history.

We're talking to a lot of different people a lot of the time. Of course, not everyone's experience of Brightspeed will be the same and we need to be prepared to flex our tone in order to speak to customers at every stage of the customer journey.

How you write for a new customer prospect who will be getting our brand-new cables and fastest fiber will be completely different to how you speak to an existing customer, frustrated by a faulty connection.

## Brand Manifesto

Food. Water. Air. Internet.  
You can only keep three.  
You're thinking "I'm not that hungry,"  
aren't you?

Well, you're not alone.  
Internet connects us to distant family, favorite shows, next-day access to basically anything and everything in between

Exactly how it works has never been your concern, as long as it just works.  
Maybe it's ISPs, VPNs, HTTPs, WANs, WEPs, or a different collection of all-caps letters that stand for something.

TLDR.

You love the internet.  
You don't wanna give it up.  
You don't want the prices to go up.  
And you sure don't want it to go down...ever.  
Not because of the weather, the bandwidth, or because you sat in that one spot six feet from the router that somehow, someway, is a dead spot.

You want more internet  
but with less nonsense.  
More customer service  
with less "please hold."  
More bandwidth. Less blockers.  
More coverage. Less confusion.  
More speed. Less "sorry for the inconvenience."

This is definitely one of those  
times where less is more.  
Because it makes so much sense  
to have less nonsense.

Hungry? Didn't think so.

Brightspeed. The more sense internet.

Think of it like a party, how would people refer to us?

As someone who mingles effortlessly, comfortable talking to people from all walks of life. A good listener and an entertaining speaker. Knowledgeable without being preachy. Down to earth. Quick to smile. Doesn't raise their voice or laugh at their own jokes. At ease talking about pretty much anything because they've lived an interesting life.

In short, an unforgettable chameleon.

## Tone of Voice

OUR TONAL ATTRIBUTES: STRAIGHTFORWARD – APPROACHABLE – CONFIDENT – FUN (NOT FUNNY)

Our tonal attributes:

Straightforward

Approachable

Confident

Fun (not funny)

These attributes can be dialed up or down depending on who we're addressing, what we're saying and where we're saying it.

## Tone of Voice

OUR TONAL ATTRIBUTES: STRAIGHTFORWARD – APPROACHABLE – CONFIDENT – FUN (NOT FUNNY)

### Straightforward

We want to help people make more sense of the internet. So, we tell it how it is. We speak and write with clarity. We don't use technical jargon. We speak in a super friendly and conversational tone while we try and make sense of the internet.

## Tone of Voice

**OUR TONAL ATTRIBUTES: STRAIGHTFORWARD – APPROACHABLE – CONFIDENT – FUN (NOT FUNNY)**

### Approachable

This is as much how we behave as how we speak, but whenever we are talking to our customers, we are always approachable in every way possible. That's because we use the internet every day too. We get it. So, when we talk about its pros and cons, we do so in an everyday way that's lighthearted.



## Tone of Voice

OUR TONAL ATTRIBUTES: STRAIGHTFORWARD – APPROACHABLE – CONFIDENT – FUN (NOT FUNNY)

### Confident

We speak about our brand, purpose, and products with confidence, while being open and transparent about the journey we're on in order to avoid overpromising and under-delivering. Our language is supportive, reassuring, and personable. We speak like we've done this before because we have.

## Tone of Voice

OUR TONAL ATTRIBUTES: STRAIGHTFORWARD – APPROACHABLE – CONFIDENT – FUN (NOT FUNNY)

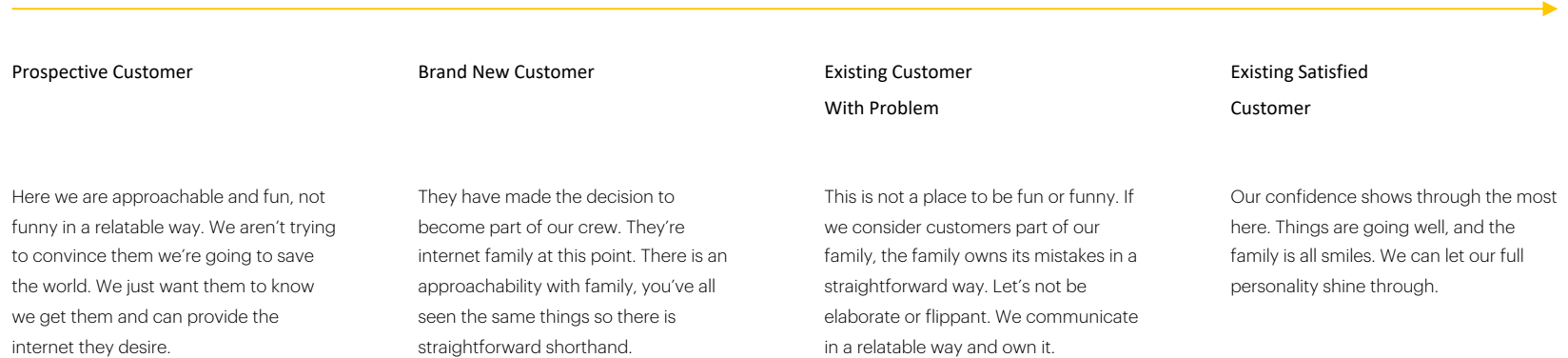
### Fun (not funny)

Knock knock. Who's there? Not us. See, we don't tell jokes. We're not looking for the laugh. But we do love the internet. And all of the quirks that go with it.

When we speak, we do have some fun, but we do it in an inside, observational way that tells people we get them.

# Tone of Voice

## OUR TONAL JOURNEY



# Tone of Voice

## DO'S & DON'TS: GENERAL

### Do's

- **Be human** - If we find ourselves thinking this copy could appear on a slide in a marketing deck, we haven't done our jobs. Avoid jargon and copy that makes our services sound more life-altering than they really are.
- **Focus on the user** - Our copy should spend its character count telling the user what they can do with our product and services, not hyping specs about our latest offering. The specs are great, but what I can do with them is more important.
- **Prune** - If you can delete a word and not miss it, delete it. People encounter thousands of messages a day, let's make sure ours resonate. Keep things as concise and snappy as possible.
- **Distinct > Different** - We might not be able to claim a unique internet speed or price, but we can and MUST talk about ours in a way that no one else does.
- **Distinguish between home/business** - Internet for home and internet for your business are two totally different things, even if they're identical products. When consumers think of the internet at home it's around pleasure while work is about accomplishments. One size DOES NOT fit all.
- **Use wit** - Be insightful, pointed, and inventive with your words. We can dip a toe into sarcasm occasionally, but wit is our home, and we love our home.
- **Emojis** - Use them 🍑. But only for social media and subject lines of emails where appropriate. *"You're getting a refund 🍑"*
- **Emote** - Don't be afraid to be emotional! The internet is a pivotal part of our lives. When it goes down, we get angry!!!! So, yes you can use (!) but do it in the right way at the right time, be judicious.

# Tone of Voice

## DO'S & DON'TS: GENERAL

### Don'ts

- **Be exclusive** - The internet is a commodity. It's something everyone in the world needs to live their life at this point. We are never the judges of what is good/bad, fun/not fun, cool/uncool. We are for you being you.
- **Overhype the product** - Be careful not to overhype the brand or its products or write unsubstantiated claims that we can't back up. Don't overpromise.
- **Go for the joke** - We love jokes as much as the next person, but we don't actively write them. We don't create outlandish scenarios or setups to get a laugh. We talk about relatable day-to-day life and sometimes that can be funny.
- **Use snark** - We can be competitive without being critical. When we're talking about other products or brands, we do so in a way that allows the consumer to come to their own conclusion without denigrating others.
- **Use acronyms** - Just because we know what it means doesn't mean the consumer does. Only use an acronym once you've established the full name. And even then, ask yourself if there is a more casual way to say what you're saying.
- **Be formal** - Write like you speak. If it helps, read what you've written out loud to see if it sounds natural.

#### Product Messaging

The tone of voice needs to come to life in support of all our product offerings throughout the user journey. The following section defines our products, their proof points, and explores sample messaging for each.

#### How to Use

The primary goal of this section is to align on the narrative we are trying to communicate across each of our product offerings. This will ensure we are all telling a consistent and compelling story for consumers.

This messaging should be used as creative guard rails and a strategic source of inspiration. **DO NOT copy and paste this language directly:** instead, use this information as a muse to craft your own distinctive copy that's appropriate for the medium and the audience you're trying to reach.

#### **Proof Point (the what)**

The facts behind our products, the nitty gritty. You should memorize them, it's what we're selling, but we don't write proof points in communications.

Brightspeed Fiber Internet is ultrafast internet with speeds up to 1 Gig.

Vs.

#### **Emotional Benefit (the why)**

A proof point brought to life through the consumer lens. At the end of the day the consumer needs to know what our products can do for THEM.

Our 1 Gig fiber internet plan gives you more internet than you have devices.



Our products:

**Brightspeed Internet (DSL)**

**Brightspeed Fiber Internet\***

\*This includes legacy fiber

# Brightspeed Fiber Internet

## Brightspeed Fiber – Proof Points

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This is the nitty gritty, the behind-the-scenes information you need to understand the product offering.

HERO PROOF POINTS
Proof point
Speeds up to 940 Mbps. (we can say 1 Gig plan but we can't say 1 Gig speeds)
Upload speeds as fast as download speeds.
Technicians ensure connectivity in every room of your home upon installation.
Smart Network enables Brightspeed to monitor and optimize your network, and proactively identify issues down to the individual device.
Continuous network monitoring to ensure a high quality experience.
A dedicated fiber connection to your home.
No introductory prices: price doesn't "auto up" after a year.
No annual contract.
No equipment fees.
Unlimited data.
Reliable in-home wifi

## Brightspeed Fiber Internet

The flagship product at Brightspeed. A service that brings ultrafast, super reliable internet throughout consumers' homes. We bring it to life for the consumer through three key pillars, always through an emotional benefit.

### Fast

---

Ultrafast speeds for all your needs. Brightspeed Fiber Internet provides the speed and bandwidth your whole household needs to do what you want, when you want, whenever you want.

### Reliable

---

Brightspeed Fiber Internet brings you dedicated, secure internet access that's uniquely yours, in every room of your home.

And with our smart network, we're there when you need us, proactively identifying potential problems right down to each individual device.

### Straightforward

---

We're dedicated to providing quality connectivity with no hidden fees. Our plans start at \$xx per month, and there's no introductory pricing, equipment fees, data caps, or annual contracts.

## Fast – Emotional Benefits

---

We can talk about how “fast” internet impacts our customer’s lives in several ways. Our three main areas of focus are:

Increased Productivity  
 Superior Experience  
 Relief

EMOTIONAL BENEFITS	
Benefits of Fast	Benefit Positioning Examples
Increased Productivity	<ul style="list-style-type: none"> <li>• Do more in less time.</li> <li>• Built for multitaskers.</li> <li>• Internet keeps up with the whole family / matches your pace of life.</li> <li>• Unlimited liking, commenting, photo, and video sharing.</li> <li>• The tools for success. (e.g. online education, work, homework, etc.)</li> </ul>
Superior/Seamless experience	<ul style="list-style-type: none"> <li>• “Data splurge” / treat yourself to higher quality / see and hear the difference.</li> <li>• Highlight contrasts with just “regular streaming.”</li> <li>• Host your neighborhood movie nights / watch parties.</li> <li>• Binge better.</li> <li>• Enhanced real-time experiences like video chat and live gaming.</li> <li>• Feel like you’re really there.</li> </ul>
Relief	<ul style="list-style-type: none"> <li>• Eliminating the fight for bandwidth. No need to share.</li> <li>• Everyone wins / in the house can be on their own devices. (Average American household has ~25 devices connected and vying for bandwidth)</li> <li>• Don’t choose between work and play. (no data budgeting)</li> <li>• Peaceful home. (the new “quiet time” or “me time”)</li> <li>• Never too many devices. (proof: exceed average # of devices with Brightspeed)</li> <li>• No freezing, glitching, dropping calls.</li> <li>• Work, therapy, gaming, talking with grandkids, medical services – each different angles.</li> </ul>

## Fast - Sample Copy

### Example 1:

We're here for you, however you internet.

### Example 2:

Brightspeed Fiber Internet, blissfully forget what you got online for in the first place.


### Example 3:

Brightspeed Fiber Internet delivers speeds of up to 940 Mbps—meaning your whole household can surf, stream and game on every device, a happy house is a fiber house.

Fast - Creative Example

00:00 ↗


...

 **Brightspeed**  
Sponsored · 🌐

Our ultrafast fiber lets you watch all your favorite shows. No limits. No lagging. No reason everyone in the house has to watch the same thing.

Go contract-free with Brightspeed Fiber Internet.







**Multiplaying.**  
**Multitasking.**  
**Multi-adulting.**

 brightspeed

Brightspeed.com  
**Ultrafast Fiber Internet** [Shop Now](#)

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👍 Like    💬 Comment    ➦ Share

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## Reliable – Emotional Benefits

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Brightspeed Fiber Internet brings you dedicated, secure internet access that's uniquely yours, in every room of your home.

And with our smart network, we're there when you need us, proactively identifying potential problems right down to each individual device.

EMOTIONAL BENEFITS	
Benefits of Reliable	Benefit Positioning Examples
Confidence	<ul style="list-style-type: none"> <li>• There when you need it / Keeping you connected.</li> <li>• Home security: cameras keep working.</li> <li>• Educate about the mechanics of fiber.</li> <li>• Compare experiences from fiber and cable.</li> <li>• Work from anywhere in your home.</li> <li>• Quality sound and video make sure your ideas get heard.</li> <li>• Connection in every room.</li> <li>• Not wasting time waiting for connectivity or troubleshooting.</li> <li>• We optimize your system remotely.</li> </ul>
Less stress	<ul style="list-style-type: none"> <li>• Competitive multiplayer games work.</li> <li>• We let you stay in the game / Never leave a game unsaved.</li> <li>• WFH: No embarrassing frozen faces, virtual presentations without a glitch.</li> <li>• Weather safe. No gaps in service due to weather.</li> <li>• Fomo -free internet / never miss a thing.</li> </ul>



**Reliable –  
Sample Copy**

**Example 1:**

WiFi that works all over the house, just like you do.

**Example 2:**

Brightspeed technicians test every room for maximum connectivity so you can WFH without any WTF.

**Example 3:**

When we install Brightspeed Fiber Internet into your home, we make sure there are no dead spots. So, clean up your closet, we're going to check in there too.


Reliable - Creative  
Example

FAST - RELIABLE - STRAIGHTFORWARD

00:00 ↗

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⋮


 **Brightspeed**  
Sponsored · 🌐

Our ultrafast fiber provides a dedicated connection to your home, so the only thing you'll be sharing with your neighbors is a little gossip.

---

Switch to Brightspeed Fiber Internet.

**The only thing more  
reliable than your kid  
being on the internet is  
fiber internet**









Brightspeed.com  
**Unlimited Data.**

[Shop Now](#)

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## Straightforward – Emotional Benefits

We're dedicated to providing quality connectivity with no hidden fees. Our plans start at \$XX per month, and there's no introductory pricing, equipment fees, data caps, or annual contracts.

EMOTIONAL BENEFITS	
Benefits of Straightforward	Benefit Positioning Examples
Low risk	<ul style="list-style-type: none"> <li>• Easy to move. (renters, military, young professionals)</li> <li>• Contrast with other things that limit them.</li> <li>• Quickly change service levels when budget is tight.</li> <li>• Easy to change your mind. (lower barrier to entry)</li> <li>• Easy on/off for people who live in two locations / have vacation rentals.</li> <li>• Plans starting at \$xx/mo.</li> <li>• No introductory prices: price doesn't "auto up" after a year.</li> <li>• No annual contract.</li> <li>• No equipment fees.</li> <li>• Unlimited data.</li> <li>• Switch now and get free installation (for a limited time only).</li> </ul>
Transparent	<ul style="list-style-type: none"> <li>• Bills you can understand.</li> <li>• Free from surprise fees / No intro pricing.</li> <li>• New and current customers get the same great price.</li> <li>• No need to call us every year to haggle, we offer great prices every day.</li> <li>• We won't lure you in with discount pricing only to double it 12 months later.</li> </ul>

## **Straightforward - Sample Copy**

### **Example 1:**

No contracts means you can change your mind any time.  
Not that you will, but you could, but you won't.

### **Example 2:**

Shift into Brightspeed! That's ultrafast fiber internet, with no introductory prices, no contracts, and unlimited data.

### **Example 3:**


No contract?  No hidden fees?  No hassles?

Ultrafast, reliable fiber internet with power for your entire family throughout your house? Also

**Straightforward -  
Creative Example**

00:00 ↶ 📶 🔋


⋮

 **Brightspeed**  
Sponsored · 🌐



No contracts means you can change your mind any time.  
Not that you will, but you could, but you won't.




Go contract-free with Brightspeed Fiber Internet.







**No contract.**  
**No strings.**  
**No hard feelings.**



Brightspeed.com  
**Ultrafast Fiber Internet** Shop Now

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## Brightspeed Internet (DSL)

## Brightspeed Internet (DSL)

Our DSL offering brings customers a simple connection with no annual contracts and unlimited data.

### **Simplicity**

---

Brightspeed Internet allows you to browse, email and shop online simply and easily.

### **Transparency**

---

With plans starting at just \$xx/month, we're dedicated to providing simple connectivity with unlimited data and no introductory pricing.

### **No Contracts**

---

Brightspeed Internet plans come with no annual contracts, meaning you can enjoy connectivity without the commitment.

### **Support**

---

From our installation technicians to our support teams, we're committed to providing the very best experience for you.

## DSL – Proof Points

---

SUPPORTING PROOF POINTS & CLAIMS
Proof point
<b>Simplicity</b>
Unlimited data
Send emails.
Browse the internet.
Shop online.
<b>Transparency</b>
Starting at just \$xx/mo.
We keep our pricing simple and transparent.
No need to call us every year to haggle, we offer great prices every day.
New and current customers get the same great price.
<b>No Contracts</b>
No annual contracts. Internet that won't tie you down.
<b>Support</b>
Brightspeed is building a specialized customer support team that will handle your request or resolve your issue faster.
Customers benefit from a dedicated customer support line.
We're always growing our teams to provide even better support.
Reach out to us on the channel of your choice, including phone call, email, or chat.



**Brightspeed Internet -  
Sample Copy**

**Example 1:**

Brightspeed Internet, the internet you need for the things you do. FaceTime. Shopping time. Me (me) time. Internet made easy just for you.

**Example 2:**


Late night shopping, early morning emails, and everything in between, Brightspeed offers you easy internet with unlimited data. Surf away.

**Example 3:**

Unlimited data, and we mean it. Brightspeed Internet officially challenges you to find the end of the internet.

## Brightspeed Internet - Creative Example


00:00 ↗

 **Brightspeed**  
Sponsored · 🌐

Late-night shopping, early morning emails, and everything in between, Brightspeed offers you easy internet with unlimited data. Surf away.




Switch to Brightspeed Internet.




**Internet when you need it, which is always.**







 brightspeed

Brightspeed.com [Shop Now](#)

**Unlimited Data.**

  1K    97 Comments    39 Shares    6.6M Views 

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**Now that you know all about our products and our tone of voice, we just want to leave you with one final page of helpful do(s) and don't(s) that are product specific and well, legally mandated.**

### DO'S & DON'TS: PRODUCT LANGUAGE

#### DSL

##### DO

The phrase 'DSL' itself generally doesn't mean much to our customers, so we use the name 'Brightspeed Internet'. To talk about it, we can use the adjectives: 'reliable', 'dependable', and 'simple'.

##### DON'T

DSL internet isn't known for its speed, it wouldn't be fair to call a DSL connection 'fast' or 'speedy'. Never use 'fast', 'speedy' or 'ultrafast'.

**\*And ALWAYS ALWAYS ALWAYS check with your product owner and legal for the latest and greatest verifications before walking out into the world.**

# Visual Language

## Visual language

### ELEMENTS

These are the elements that exist within our system. We utilize them together to create a cohesive, visual, and communicative brand.

- 1 **Identity**
- 2 **Typography**
- 3 **Color Palette**
- 4 **Photography**
- 5 **Gradient**
- 6 **Iconography**

# Identity



## Identity

### LOGO

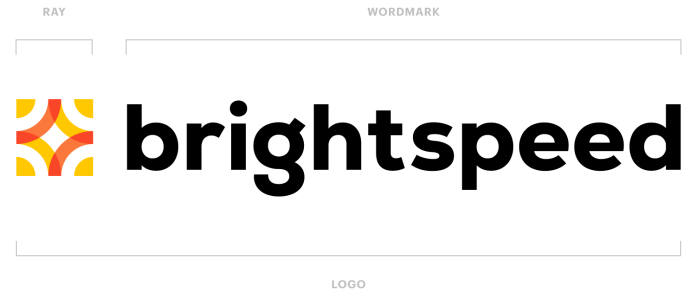
The Brightspeed logo is comprised of two parts, or **The Ray and the Workmark**.

The Ray symbolizes our **bold pursuit of greater connection and accessibility for the communities we serve**. It reminds us of the future we aim to create. One where every person has the opportunity to grow and thrive, in work and in life, wherever they choose to call home.

The Ray's overlapping lines represent the connections of today and tomorrow, like a pathway to what's ahead, while its intersections create one complete, harmonious center that boldly shines and welcomes a better, brighter future.

In this way, The Ray is a visual metaphor for Brightspeed's powerful mission. With it, nothing stands in our way.

The Brightspeed Wordmark is a modified version of the typeface, Nexa. When used in conjunction with the ray, it forms our logo.

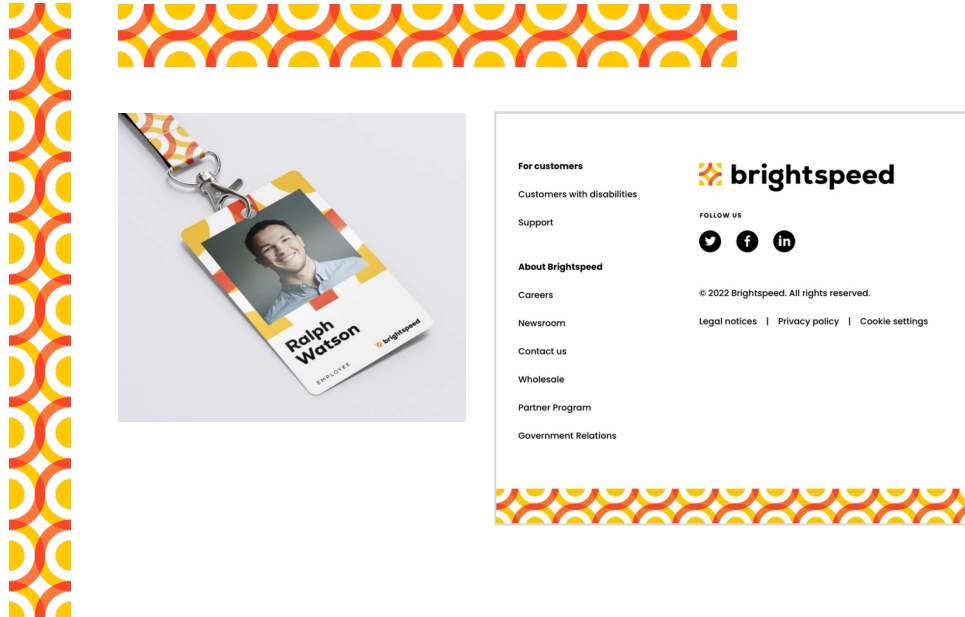


# Identity

## RAY PATTERN

The pattern attempts to embody the connections that Brightspeed enables and the warmth that those connections create. It is intended to be flexible by utilizing a full color version for larger and bolder applications, and a delicate stroked version for smaller and more intimate settings.

The full color pattern should be used in vertical and horizontal strips only and should not be used as large-scale patterns.



# Identity

## RAY ONLY COLOR

These are the primary colorways for using the logo. Please only use the provided color combinations for the logomark. When placing the logo on colors, be sure to use **Strong Black, Simple White, Reliable Gray, or Bright Yellow** with care to keep contrast at a maximum.

**Use full color logomark on white wherever possible as the primary choice.**



Full Color on Strong Black



Full Color on Simple White



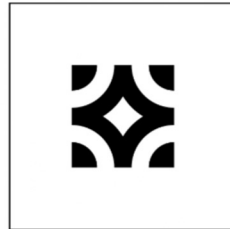
Full Color on Reliable Gray



Simple White on Strong Black



Strong Black on Bright Yellow



Strong Black on Simple White



Strong Black on Reliable Gray



Grayscale on Simple White

# Identity

## LOGO COLOR

These are the primary colorways for using the logo. Please only use the provided color combinations for the logotype and lockup.

**Use full color logo on white wherever possible as the primary choice.**



Full Color on Simple White



Full Color on Strong Black



Strong Black on Simple White



Simple White on Strong Black



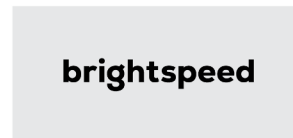
Strong Black on Bright Yellow



Full Color on Reliable Gray



Strong Black on Bright Yellow



Strong Black on Reliable Gray



Strong Black on Simple White



Grayscale on Simple White

## Identity

### CLEAR SPACE

The importance of clear space around brand elements cannot be overstated. Always keep a minimum clear space to maintain visual clarity and to provide maximum impact. Photos, text, and graphics should not overlap the gray area.

The minimum clear space around the logomark is equal to the mark scaled down to 25%.

The minimum clear space around the workmark is equal to the mark scaled down to 40%.

The minimum clear space around the primary lockup is equal to the mark scaled down to 75%.



## Identity

### **BUSINESS LOCKUP**

Below is the logo for our business division. It should only be used when pertaining to Brightspeed Business communications.



# Identity

## BUSINESS LOGO COLOR

These are the primary colorways for using the business logo. Please only use the provided color combinations for the logotype and lockup.

**Use full color logo on white wherever possible as the primary choice.**



Full color on white



Full color on black



Black on yellow



Full color on reliable grey



Black on white



Full color on black

## Identity

### **AUTHORIZED AGENT LOCKUP**

Below is the logo for our authorized agents. It should only be used when pertaining to Brightspeed authorized agent communications.





# Identity

## BUSINESS LOGO COLOR

These are the primary colorways for using the business logo. Please only use the provided color combinations for the logotype and lockup.

**Use full color logo on white wherever possible as the primary choice.**



Full color on white



Full color on black



Black on yellow



Full color on reliable grey



Black on white



Full color on black

# Identity

## AVATARS

We use The Ray on Simple White backgrounds for avatars across all social media accounts.



The square avatar can be used on LinkedIn and any other platform that uses square avatars.



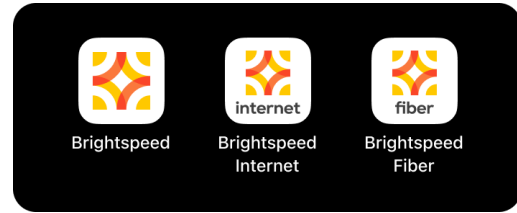
The circle avatar can be used on Twitter, Instagram, and any other platform that uses circle avatars.

# Identity

## APP TILES

We use The Ray on **Simple White** backgrounds with lower case titles for app tiles.

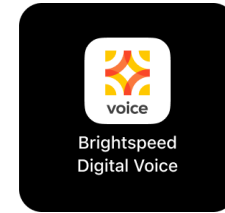
### ACCOUNT MANAGEMENT



### NETWORK MANAGEMENT



### VAS MANAGEMENT



# Identity

## MINIMUM SIZE

Establishing a minimum size ensures the impact and legibility of the logo remains uncompromised. For most instances, do not scale the logo below these recommended sizes.



---

16px (favicon)

**brightspeed**

---

100px



**brightspeed**

---

150px

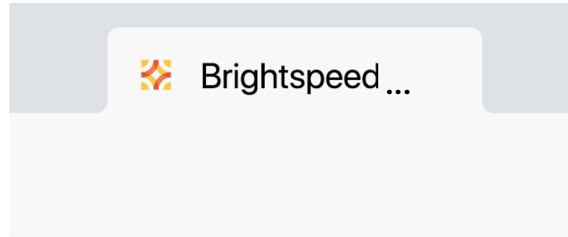
## Identity

### FAVICON

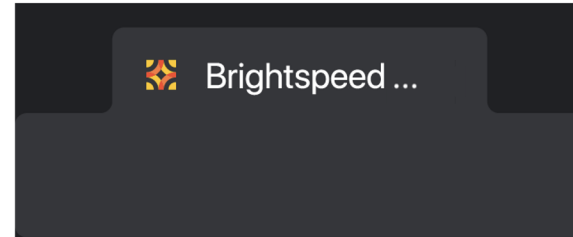
Brightspeed leverages The Ray for the website favicon. In this use case, it's acceptable to reduce the mark to a 16-pixel width.



16px



Light mode browsers with the favicon in Full Color



Dark mode browsers with the favicon in Full Color

## Identity

### CO-BRANDING

When pairing the Brightspeed logo with partner brands, use the lockup exclusively. Do not use the mark as a shorthand for Brightspeed when pairing with other brand logos.

Spacing is determined by the logomark — as seen in the Logo Sizing section. Unless otherwise noted by partner brands, each logo is optically equal, as a collection of shapes. There are no hard and fast rules for mathematical horizontal alignment versus baseline alignment.

When in doubt, contact brand partners or reference their brand guidelines for spacing and logo placement.



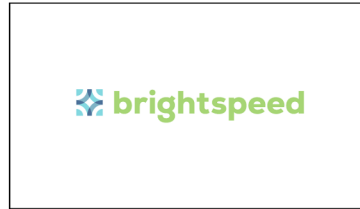
# Identity

## INCORRECT USAGE

To maximize brand recognition and build equity, ensure correct usage of our logo. These are ways we don't want our logo distorted.



Don't use alternative lockups of the logo.



Don't use unapproved colors for the logo.



Don't reverse or outline portions of the logo.



Don't apply any special effects to the logo.



Don't rotate the logo.



Don't stretch the logo to fill space.

# Identity

## PRIMARY COLORS AND PLACEMENT IN HEADER

These are the primary combinations we use on existing web pages, email and apps.



Full color on Simple White



Full color on Strong Black



Strong Black on Bright Yellow

Observe the same clearspace requirements on digital properties.





# Typography

## PRIMARY FONTS

### NEXA

Font Fabric's Nexa is a strong typeface that carries the qualities of trust, professionalism and modernity, and pairs all of those traits with a bright friendliness. It is intended to be used for all large and important headlines. Nexa can be purchased [here](#).

HEAVY

**Aa** **AaBbCcDdEeFfGgHhIiJjKkLlMmNn**  
**OoPpQqRrSsTtUuVvWwXxYyZz**

BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

### GRAPHIK

Commercial Type's Graphik brings some sophistication by emphasizing the modernity of the brand through simple and readable letterforms. It is to be used for body copy, sub-heads, and small information. Graphik can be purchased [here](#).

MEDIUM

**Aa** **AaBbCcDdEeFfGgHhIiJjKkLlMmNn**  
**OoPpQqRrSsTtUuVvWwXxYyZz**

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

# Typography

## HIERARCHY

This is a quick guide to help achieve optimal type hierarchy.  
Please try to scale accordingly.

H1

NEXA, HEAVY

SIZE: 50 PT

LEADING: 60 PT

**Here's an  
example of a  
headline.**

H2

NEXA, BOOK

SIZE: 30 PT

LEADING: 40 PT

This is another headline,  
but ya know, smaller.

H3

NEXA, HEAVY

SIZE: 25 PT

LEADING: 35 PT

**How 'bout it! This  
here is another  
headline. Very  
smaller. Such H3.**

H4

NEXA, BOOK

SIZE: 22 PT

LEADING: 30 PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet volutpat.

H5

NEXA, BOOK

SIZE: 20 PT

LEADING: 30 PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet volutpat. Phasellus sed magna lectus.

# Typography

## HIERARCHY, cont.

This is a quick guide to help achieve optimal type hierarchy.  
Please try to scale accordingly.

LABEL - EYEBROW

NEXA, HEAVY

SIZE: 14 PT

LEADING: 20 PT

TRACKING: 20|

SUSPENDISSE EUISMOD PULVINAR TRISTIQUE

LABEL - EYEBROW SMALL

NEXA, BOLD

SIZE: 10 PT

LEADING: 11 PT

TRACKING: 5|

SUSPENDISSE EUISMOD PULVINAR TRISTIQUE

P. LARGE

GRAPHIK, LIGHT

SIZE: 24 PT

LEADING: 40 PT

Suspendisse euismod pulvinar tristique.  
Quisque vestibulum felis in odio imperdiet  
volutpat. Suspendisse euismod pulvinar  
tristique.

P. REGULAR

GRAPHIK, REGULAR

SIZE: 16 PT

LEADING: 26 PT

Suspendisse euismod pulvinar tristique. Quisque vestibulum  
felis in odio imperdiet volutpat. Suspendisse euismod pulvinar  
tristique. Obistio iur magnit est, omnimin cieniam ea dolorer  
natur, si nam que nestibus enihitium fugiae volorestis mi,  
temquas si dolut aut quaspti offictia nis ulpa.

P. SMALL

GRAPHIK, REGULAR

SIZE: 12 PT

LEADING: 24 PT

Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet  
volutpat. Suspendisse euismod pulvinar tristique. Obistio iur magnit est, omnimin  
cieniam ea dolorer natur, si nam que nestibus enihitium fugiae volorestis mi,  
temquas si dolut aut quaspti offictia nis ulpa ipiet eume etur solestium reriatiiberor  
sector esequia.

## USAGE

This is a quick guide to help achieve optimal type hierarchy. Please try to scale accordingly.

H1

# Internet access equals opportunity.

H5

The opportunity to learn and work and play. To chase passions and accomplish new pursuits.

H2

## The chance to grow and thrive.

H4

### Internet

P. REGULAR

Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet volutpat. Suspendisse euismod pulvinar tristique.

EYEBROWS

[SEE MORE](#)

# Typography

## WEB-SAFE FONTS

When determining which typeface to use based on your access to the brand type families, consider this structure outlined below. If you have access to, and are licensed to use Nexa and Graphik, and your final product is not in an editable form, then use the primary brand typefaces.

**Poppins and Inter from Google Fonts** are our web-safe fonts. We use them for all type on the website, email and any other editable digital assets, including this guide. If none of these fonts are available to you, or you are wanting a safe universal backup, Helvetica can be used in their place.

## POPPINS

**Aa**

A Google and web-safe replacement for Nexa would be Poppins. Use these when the use case calls for Nexa but a license is not available or accessible.

## INTER

**Aa**

A Google and web-safe replacement for Graphik would be Inter. Specifically Inter Semi Bold, Regular and Light. Use these when the use case calls for Graphik but a license is not available or accessible.

# Typography

## WEB-SAFE FONTS HIERARCHY

This is a quick guide to help achieve optimal type hierarchy in regards to Google and web-safe typefaces. Please try to scale accordingly.

POPPINS SEMIBOLD

# Internet access equals opportunity.

INTER REGULAR

The opportunity to learn and work and play. To chase passions and accomplish new pursuits.

POPPINS SEMIBOLD

**The chance to grow and thrive.**

POPPINS MEDIUM

Internet

POPPINS LIGHT

Quotes

POPPINS BOLD

Lorem ipsum amet

## Pullquotes

Poppins Light  
Desktop and Tablet: 57px/68px  
Mobile: 42px/53px

## Callouts

Poppins Light  
Desktop and Tablet: 57px/68px  
Mobile: 44px/53px

## Heading Level 1

Poppins Semibold  
Desktop and Tablet: 44px/53px  
Mobile: 33px/43px

## Heading Level 2

Poppins Semibold  
Desktop and Tablet: 33px/43px  
Mobile: 33px/43px

## Heading Level 3

Poppins Semibold  
Desktop and Tablet: 28px/36px  
Mobile: 28px/36px

## Heading Level 4

Poppins Semibold  
Desktop and Tablet: 23px/31px  
Mobile: 23px/31px

## Heading Level 5

Poppins Semibold  
Desktop and Tablet: 19px/27px  
Mobile: 19px/27px

## Heading Level 6

Poppins Semibold  
Desktop and Tablet: 16px/24px  
Mobile: 16px/24px

**B1 Body Text** Lorem ipsum dolor sit amet, consectetur sit amet adipiscing elit dolor sit amet, nec et neque. Nullam sollicitudin emit sapien neque, sic amet elit a cursus lectus ipsum dolor.

Inter Regular  
Desktop and Tablet: 16px/24px  
Mobile: 16px/24px

**B2 Body Text Small** Lorem ipsum dolor sit amet, consectetur sit amet adipiscing elit dolor sit amet, nec et neque. Nullam sollicitudin emit sapien neque, sic amet elit a cursus lectus ipsum dolor.

Inter Regular  
Desktop and Tablet: 14px/21px  
Mobile: 14px/21px

**B3 Body Text X-Small** Lorem ipsum dolor sit amet, consectetur sit amet adipiscing elit dolor sit amet, nec et neque. Nullam sollicitudin emit sapien neque, sic amet elit a cursus lectus ipsum dolor.

Inter Regular  
Desktop and Tablet: 12px/16px  
Mobile: 12px/16px

### Button

Poppins Bold 14px/21px

### Text Link

Inter Light 14px/21px  
Text Decoration: Underline

### Text Hover/Active

Poppins Regular 14px/21px

### Top Header Link

Poppins Medium 12px/16px

### Top Header Link Hover

Poppins Medium 12px/16px  
Text Decoration: Underline

### Header Link

Poppins Medium 14px/21px

### Navigation Dropdown Link

Poppins Medium 14px/21px

### Footer Link

Poppins Medium 14px/21px

### Footer Link Hover/Active

Poppins Medium 14px/21px  
Text Decoration: Underline

### Form Field

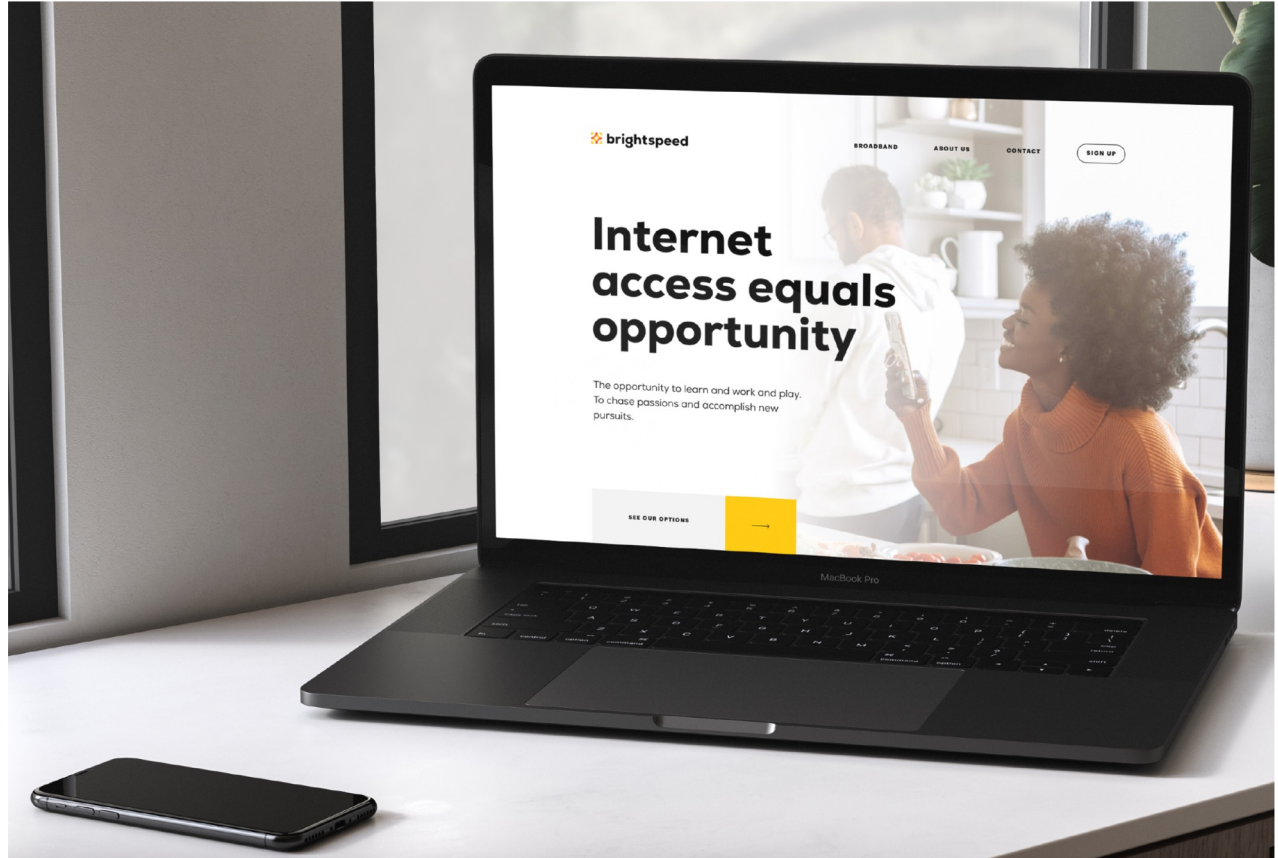
Inter Regular 16px/24px

### Form Error Message

Inter Regular 12px/16px



## Typography



# Color Palette

# Color Palette

## BRIGHT PALETTE

These are the official Brightspeed colors. They should be the basis of any visual communications and will cover most of your needs. Bright Yellow is the primary brand color with supporting oranges flexing with the different touchpoints.

### Primary

	<b>BRIGHT YELLOW</b>	<b>APPROACHABLE ORANGE</b>	<b>BOLD ORANGE</b>
PMS Uncoated	Yellow 012 C	1575 C	Bright Red C
CMYK	0 / 22 / 100 / 0	0 / 51 / 75 / 2	0 / 71 / 82 / 2
RGB	255 / 200 / 0	250 / 120 / 60	250 / 70 / 40
HEX	#FFC800	#FA783C	#FA4628

### Secondary

<b>BRIGHT YELLOW 50</b>	<b>APPROACHABLE ORANGE 75</b>	<b>BOLD ORANGE 75</b>
#FFE480	#FB9A6D	#FB745E
<b>BRIGHT YELLOW 25</b>	<b>APPROACHABLE ORANGE 50</b>	<b>BOLD ORANGE 50</b>
#FFF1BF	#FDBC9E	#FDA394
<b>BRIGHT YELLOW 10</b>	<b>APPROACHABLE ORANGE 25</b>	<b>BOLD ORANGE 25</b>
#FFFAE6	#FEDDCE	#FED1C9

# Color Palette

## NEUTRAL PALETTE

The neutral palette can be used to ground the brand and create hierarchy.

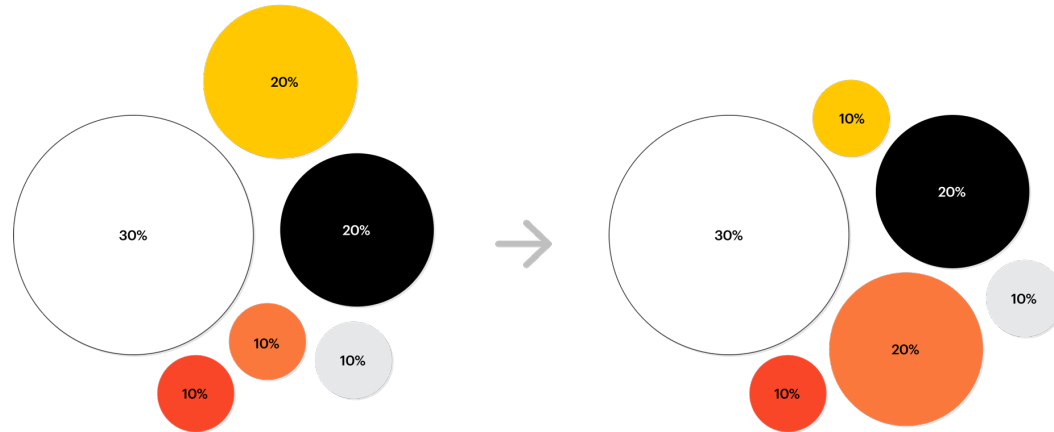
### Neutrals

	<b>STRONG BLACK</b>	<b>RELIABLE GRAY</b>	<b>SIMPLE WHITE</b>
PMS Uncoated	Black 6 C	Cool Gray 1 C	White
CMYK	0 / 0 / 0 / 100	1 / 0 / 0 / 9	0 / 0 / 0 / 0
RGB	0 / 0 / 0	230 / 231 / 232	255 / 255 / 255
HEX	#000000	#E6E7E8	#FFFFFF
	<b>STRONG BLACK 75</b>	<b>RELIABLE GRAY 75</b>	
	#404040	#ECEDEE	
	<b>50</b>	<b>50</b>	
	#505050	#F3F3F4	
	<b>25</b>	<b>25</b>	
	#BFBFBF	#F9F9F9	

## Color Palette

### USAGE RATIOS

For Brightspeed communication materials, the color ratio should generally reflect these percentages as closely as possible, but can flex to include more orange if necessary for accessibility purposes.



# Color Palette

## PROPER COLOR USAGE EXAMPLES

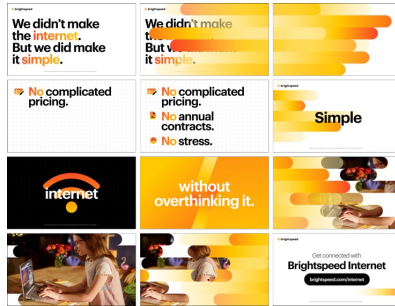
Included are some preferred usage examples.



# Color Palette

## USAGE IS DEFINED BY PLACEMENT

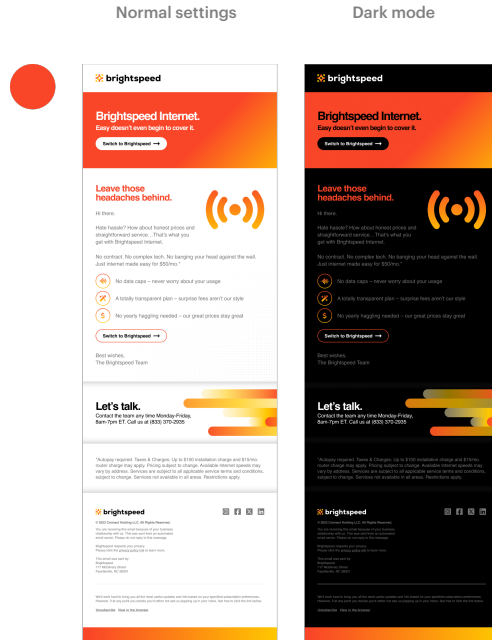
Flexibility is built in. The Brightspeed brand appears in many different touchpoints. These include digital, web, CRM, experiential, print, and video placements. Depending on the limitations of platform and placement, color can be adjusted slightly to ensure legibility and comply with ADA standards.



# Color Palette

## COLOR EXCEPTIONS FOR DARK MODE

There are special instances where user settings can affect how communications are rendered. Things like user's email client, web browser, or system settings can display things differently. Dark Mode is an example of user setting that can affect color. In this situation, we recommend using primarily the bold orange as it includes enough contrast to make both black and white text legible enough to pass AA standards.





# Color Palette

## DIGITAL TEXT: COMBINATIONS FOR ACCESSIBILITY

When used correctly, these color combinations meet WCAG's AA requirements for normal text, large text, and UI components.

<p><b>Strong Black 100 on Simple White</b></p> <p>AAA</p>	<p><b>Strong Black 75 on Simple White</b></p> <p>AAA</p>	<p><b>Strong Black 100 on Reliable Gray 100</b></p> <p>AAA</p>	<p><b>Strong Black 75 on Reliable Gray 100</b></p> <p>AA</p>	
<p><b>Strong Black 100 on Bright Yellow 100</b></p> <p>AAA</p>	<p><b>Strong Black 75 on Bright Yellow 100</b></p> <p>AA</p>	<p><b>Strong Black 100 on Approachable Orange 100</b></p> <p>AAA</p>	<p><b>Strong Black 100 on Red 100</b></p> <p>AA</p>	
<p><b>Simple White on Strong Black 100</b></p> <p>AAA</p>	<p><b>Reliable Gray 100 on Strong Black 100</b></p> <p>AAA</p>	<p><b>Reliable Gray 75 on Strong Black 100</b></p> <p>AAA</p>	<p><b>Reliable Gray 50 on Strong Black 100</b></p> <p>AA</p>	<p><b>Bright Yellow 100 on Strong Black 100</b></p> <p>AAA</p>
<p><b>Strong Black 100 on Approachable Orange 100</b></p> <p>This color combination can only be used for <b>large text</b>, (24px and higher) or <b>bold text</b> that has a font size of at least 19px or higher.</p> <p>AAA</p>	<p><b>Strong Black 75 on Reliable Gray 100</b></p> <p>This color combination can only be used for <b>large text</b>, (24px and higher) or <b>bold text</b> that has a font size of at least 19px or higher.</p> <p>AA</p>	<p><b>Bold Orange 100 on Simple White</b></p> <p>This color combination can only be used for <b>large text</b>, (24px and higher) or <b>bold text</b> that has a font size of at least 19px or higher.</p> <p>AA</p>		

# Color Palette

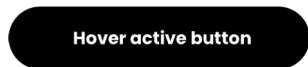
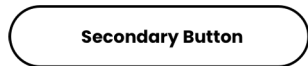
## USAGE FOR WEB

Here are a few examples of color use in components. We use color to call out information or areas.

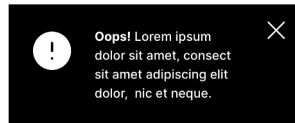
**To create new elements, take into account the contrast relation between the color palette.**

Buttons utilize the following colors, depending on their function.

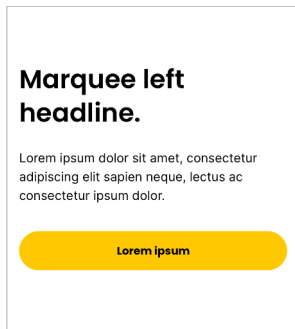
The hover style (Strong Black with Simple White text) is same for all.



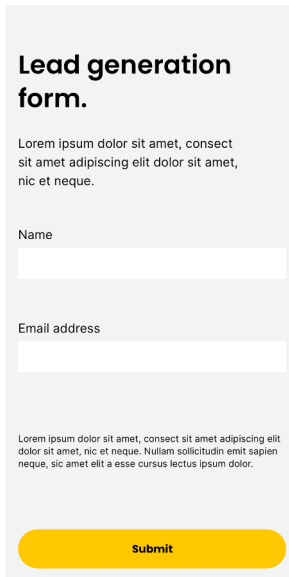
Alerts and chat windows are treated with black backgrounds.



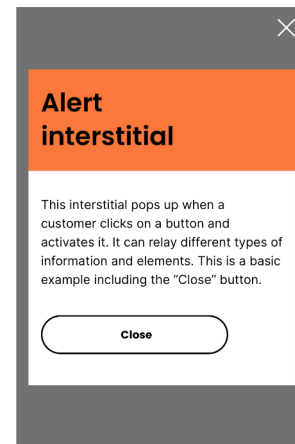
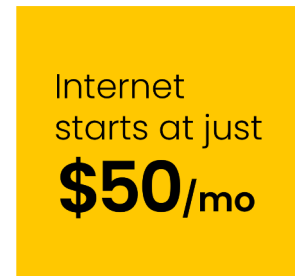
Content components are primarily Simple White or Bright Yellow with Strong Black text.



Our forms are designed for simplicity, with Reliable Gray at 50%.



We reserve bright color blocks for promo cards, alternate marquees and alerts.



# Color Contrast Standards

## COLOR CONTRAST STANDARDS

All color combinations in our templates have been chosen to meet WCAG AA accessibility standards and should be followed for normal text, large text and UI components. When trying any color combination outside of this guide, please consult the Accessibility SME on the account for guidance or check the contrast in <https://webaim.org/resources/contrastchecker/>. **Any contrast ratio below 5 shouldn't be used.**

### Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

The screenshot shows a web-based contrast checker interface. It has two main sections: 'Foreground Color' and 'Background Color'. The 'Foreground Color' section has a text input with '#4D4D4D', a color swatch, and a 'Lightness' slider. The 'Background Color' section has a text input with '#FFC800', a color swatch, and a 'Lightness' slider. A double-headed arrow icon is between the two sections. Below the sliders, a green-bordered box displays 'Contrast Ratio 5.43:1'.

### Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

The screenshot shows a web-based contrast checker interface. It has two main sections: 'Foreground Color' and 'Background Color'. The 'Foreground Color' section has a text input with '#000000', a color swatch, and a 'Lightness' slider. The 'Background Color' section has a text input with '#FFC800', a color swatch, and a 'Lightness' slider. A double-headed arrow icon is between the two sections. Below the sliders, a green-bordered box displays 'Contrast Ratio 13.51:1'.

### Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

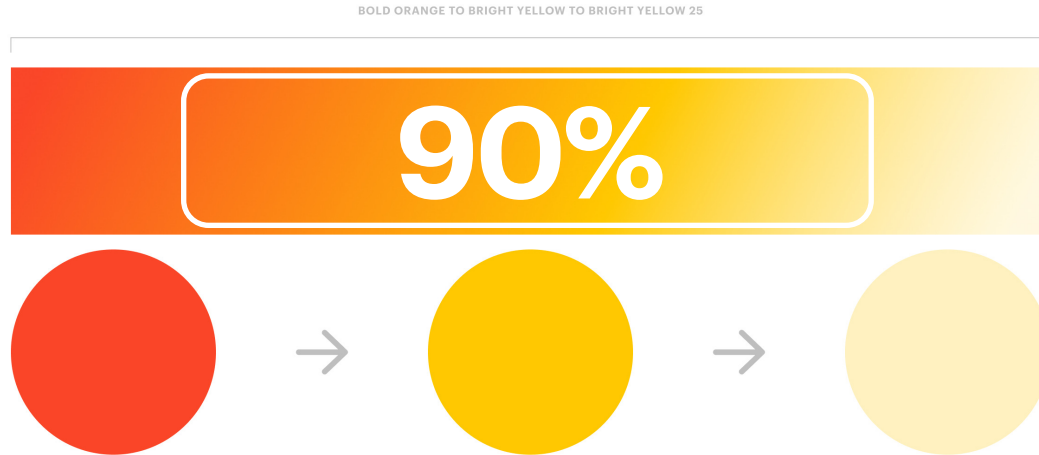
The screenshot shows a web-based contrast checker interface. It has two main sections: 'Foreground Color' and 'Background Color'. The 'Foreground Color' section has a text input with '#7F7F7F', a color swatch, and a 'Lightness' slider. The 'Background Color' section has a text input with '#FFC800', a color swatch, and a 'Lightness' slider. A double-headed arrow icon is between the two sections. Below the sliders, a red-bordered box displays 'Contrast Ratio 2.57:1'.

# Gradient

## Gradient

### BUILD

We utilize a gradient that spans from **Bold Orange to Bright Yellow to Bright Yellow 25**. This glowing gradation can warm up a composition and bring highlight and focus to something within the subject matter. Generally we like to stick to the central part of this gradient for 90% of the composition or placement, but occasionally leaning to either end more offers flexibility for more dynamic designs.



## Gradient

### NAV BAR

The Brightspeed nav bar gradient utilizes the **Approachable Orange to Bright Yellow** at an even distribution. It maintains a **6px height in all viewports**.

It sits either directly below the global nav, or below the top banner (if present).

For new placements, you can stretch the bar as needed, as long as the direction and ratio of orange to yellow is consistent.

Nav gradient placement



Desktop - 1024px x 6px



Tablet - 768px x 6px



Mobile - 375px x 6px



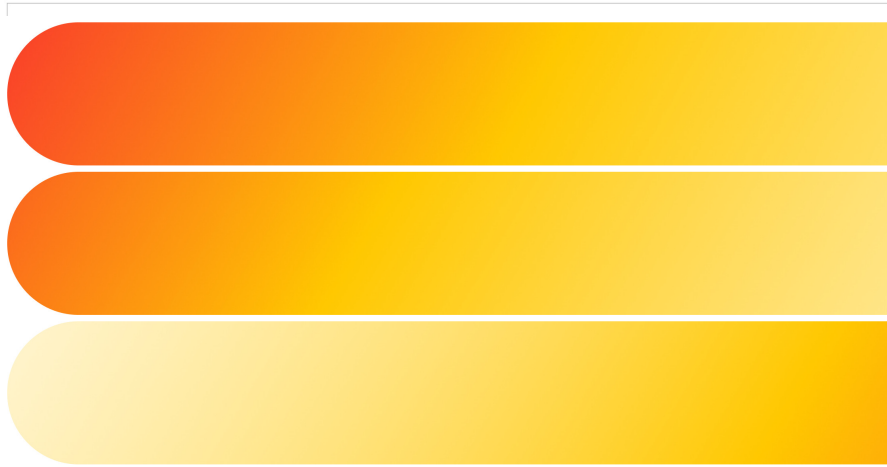
# Gradient

## Optical Fiber Strands

This is the core design element that is used in many campaign and advertising executions throughout Brightspeed's portfolio. It is based on the dissection of optical fiber lines to reveal the glass strands and the data that travels therein.

The basic shape is outline below. Colors can be different variations of the brand colors and opacities to create a dynamic feeling, even when in static form.

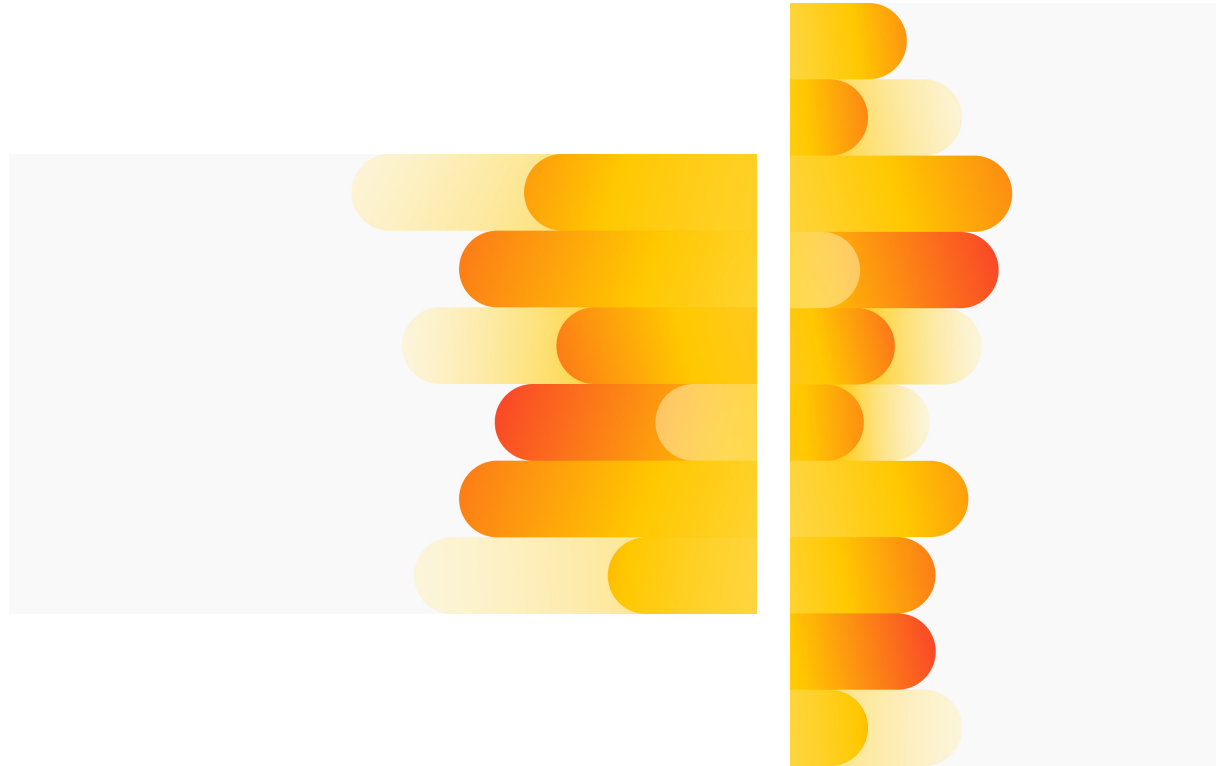
96PX ROUNDED EDGE ON A SINGLE SIDE ONLY.



## Gradient

### Optical Fiber Strands (Continued)

Basic shapes combine to form various ideas such as the ones illustrated below. These are an abstraction of data transfer and speed that occurs in our ultrafast optical fiber networks.



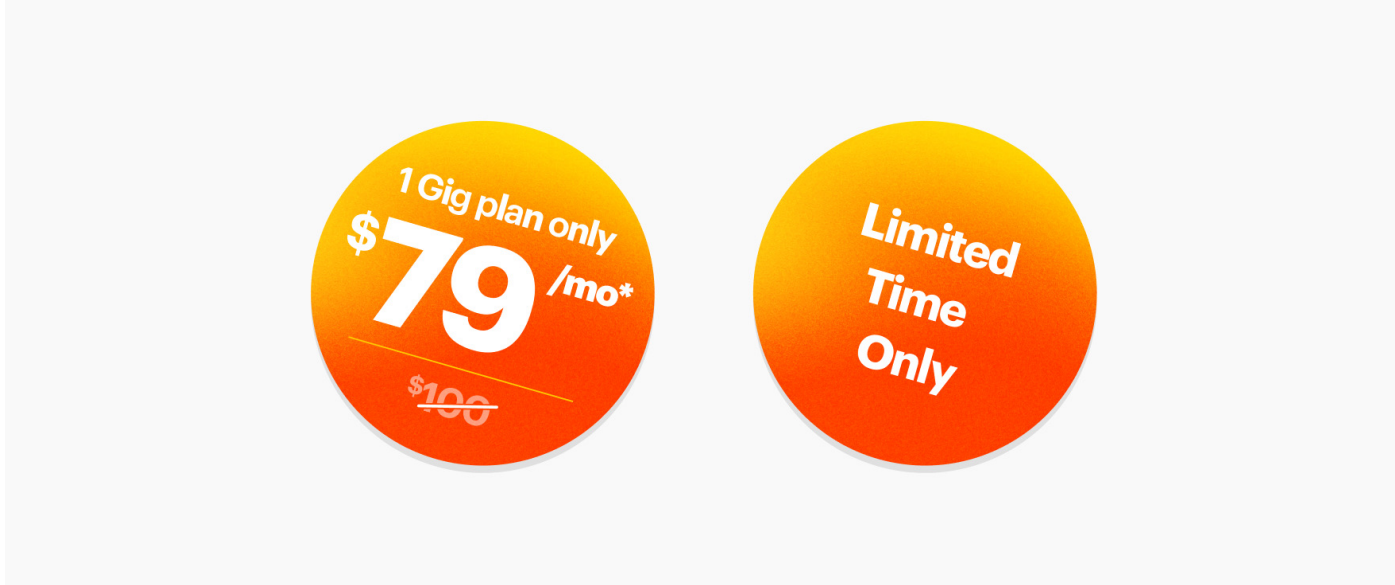


## Gradient

### Badging

Different forms of badging have been used in recent campaigns to denote both a sense of urgency and convey sale prices.

Badging used for the Speed up sale. Variant A has the top tier plan pricing, while Variant B has a limited time message.



# Photography

Our brand photography serves as the visual storytelling tool that reinforces our central core belief:

**Everyone deserves fast, reliable internet connectivity, regardless of where they call home.**

This document provides clear photographic options for the brand... but we will be growing the guidance, scenarios, libraries in the future.

Use these guidelines with our **photography library** that can be accessed [here](#).

# Photography

## **TWO PILLARS OF PHOTOGRAPHY**

Brand photography is separated into two pillars: Evergreen photography and Campaign photography. Our Evergreen photography library should be the main source of images used. Campaign photography serves a specific purpose and is constantly evolving.

### **EVERGREEN**

This is our hard working collection of documentary style photography featuring real people captured in real life scenarios. The Evergreen library will cover most photography needs throughout brand creative.



### **CAMPAIGN**

This are images used for specific creative campaign executions. These campaign specific images may be used for a specific purpose or period of time and exist outside of our Evergreen image library. Photography guidelines still apply, though shouldn't be limiting to creative.



# Photography

## KEY THEMES / TENETS OF PHOTOGRAPHY

Our Voice and Tone attributes guide our approach in how we communicate with our customers. The following tenets of photography help guide how we showcase positive customer experiences through the brand imagery we use. When capturing and selecting photography make sure the following themes are present:

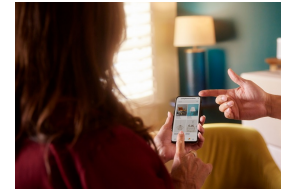
### AUTHENTICITY

Images are best captured in natural light. Environments should reflect our customer base. Imperfections are welcomed if they enhance the feeling of everyday life. Photography should capture real moments that are relatable to our customers. Images should be captured candidly with subjects behaving naturally.



### EMPOWERMENT

Our images should reflect our services and a sense of empowerment through showing tasks, relationships and opportunities that our products and services bring.



### HUMAN CONNECTION

All of our tech offering and services allow connection on a human level. Our photography should always reflect that connection. Examples include: families connected together in the same room, co-workers connecting remotely, customers connecting with our care team.



# Photography

## PHOTOGRAPHIC DETAILS

In order to ensure relevance and accuracy to our customer base please make sure the following details are present when selecting or capturing photography.

## COMPOSITION / LIGHTING

Photos should be well lit with natural lighting. Compositions should place our subjects as the main focus while keeping relevant technology references clearly visible and the primary focus.



## SUBJECTS

Our subjects should be real, relatable and human. Their story should be one that is familiar to our audience.



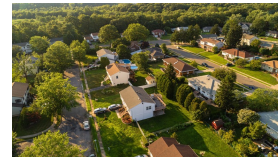
## SETTING

The setting for our images should feel rural. Most images showcasing our services will be indoors – keep in mind landscapes seen in background.. Outdoor scenarios should have a rural landscape and feature a structure or building to help differentiate from other telecommunication services.



## AERIAL / LANDSCAPE

Aerial and landscape photography should reflect rural and suburban communities. We use landscape imagery for content that focus on coverage areas, mission-based content, and general company information.





## Dos & Don'ts



# Photography

## DOS AND DON'TS

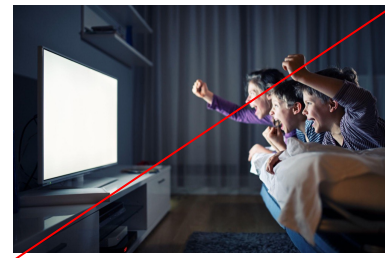
Here are examples of scenarios that best tell our brand story and what should be avoided.

### REAL, RELATABLE SCENARIOS

Images should depict real life scenarios and avoid staged or performative actions.



This image captures a realistic moment with family.



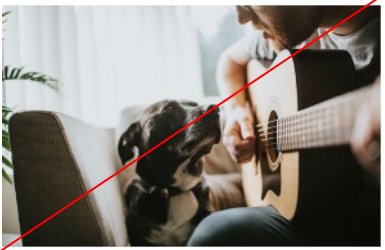
This feels staged with overly expressed emotions.

### EMPOWERMENT

Photography should clearly show how Brightspeed services enable our subjects.



Video conferencing from the comfort of home.



Not clear that our services are being utilized or benefit our subject.



# Photography

## DOS AND DON'TS

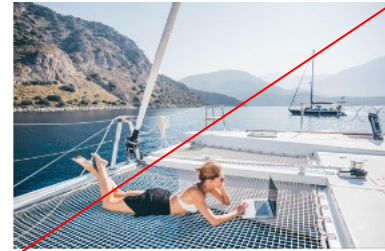
Here are examples of scenarios that best tell our brand story and what should be avoided.

### REPRESENT OUR CUSTOMER BASE

Images should reflect our customer base and avoid overly affluent or urban lifestyles.



This image is on target with our customer base.



This does not represent our customers as defined in our Voice and Tone Guidelines.

### FOSTERING CONNECTION

When showing a group of subjects the scene should bring them together.



This image captures a sense of togetherness.



Everyone is on their own device feeling disconnected.

Evergreen



# Photography

## EVERGREEN LIFESTYLE PHOTOGRAPHY

Evergreen photography tells our brand story year-round, accurately reflects our core values and can be used across all messaging applications. This section within our photography library will be used most often.





# Photography

## CATEGORIES & ORGANIZATION

The Evergreen photography library is organized by content category to help with the image selection process. Additional categories are added as needed. Below are current categories available and can be found [here](#).

LANDSCAPE + RESIDENTIAL



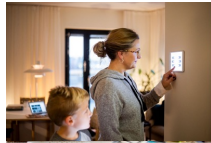
WORK FROM HOME



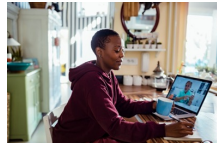
STREAMING



SMART HOME



TELEHEALTH



E-LEARNING



CUSTOMER CARE



GENERAL CONNECTION



MOVERS / NEW RESIDENCE



**Campaign**



# Photography

## **CAMPAIGN PHOTOGRAPHY**

Campaign photography should build upon the base Evergreen photography, but is typically altered or enhanced to bring specific creative messaging to life. Additional campaign specific rules can be found in the campaign guidelines document that lives within the creative campaign assets.





**Future  
Additions**



# Photography

We will be adding the following sections into this set of guidelines in the future. These should serve as a placeholder for now and will be included in these guidelines once imagery is captured.

## **PRODUCT PHOTOGRAPHY**

We will develop a series of photographic treatments for product photography, equipment etc.



## **CORPORATE PHOTOGRAPHY**

We will be adding guidelines and treatments for corporate photography, real estate, offices, personnel, etc.





# Videography

# Videography

## **VIDEOGRAPHY**

These video guidelines serve as a tool to guide and direct proper video capture and editing standards that match Brightspeed's marketing identity and communications.

# Videography

## VIDEOGRAPHY

Brand videography is an essential part of our visual storytelling and should be held to the same standards as our brand photography. The following guidelines cover two main areas of videography within the brand: our marketing and campaign videos and our product & instructional videos.

### MARKETING & CAMPAIGN

These are the lifestyle videos that fall within our marketing campaigns that drive our brand promotional messaging and awareness.



### PRODUCT & INSTRUCTIONAL

These are the informative videos that showcase product features and instruct our customers on how to use our products and troubleshooting methods.



# Videography

## VIDEO CAPTURE DETAILS

In order to ensure relevance and accuracy to our customer base please make sure the following details are present when selecting or capturing video assets.

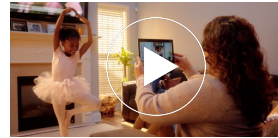
## COMPOSITION / LIGHTING

Videos should be well lit and styled to simulate natural lighting. Compositions should place our subjects as the main focus while keeping relevant technology references clearly visible.



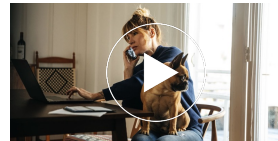
## SUBJECTS

Our subjects should be real, relatable and human. Their story should be one that is familiar to our audience.



## SETTING

Hero clips should always focus on the human subjects while secondary b-roll clips can be used to establish the setting. Stand alone shots of buildings, landscapes and living spaces should be edited in a way that connects with Human subjects and technology.



## AERIAL / LANDSCAPE

Aerial and landscape videography should reflect rural and suburban communities. We use landscape imagery for content that focus on coverage areas, mission-based content, and general company information.



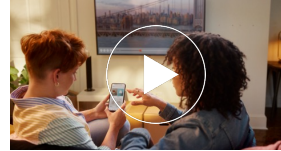
# Videography

## EDITING AND POST PRODUCTION DETAILS

Video editing should follow a cohesive storyline made up of video clips that are consistent with our brand imagery. Editing flow should heighten our brand messaging .

### FOOTAGE SELECTION + EDITING

Hero footage should be gathered through a selection process with secondary b-roll clips added to enhance storytelling. Video clips should be edited together using hard cuts while dated transition effects like cross dissolve should be avoided.



### COLOR GRADING

Once video edits are approved all final edits should be color graded to have a consistent tone throughout all clips. The goal is to appear as natural lighting match our brand photography.



### END CARDS + LOGO PLACEMENTS

Brand logos, messaging should appear white with transparent backgrounds placed over moving imagery. Animated or static end cards may be used but must follow Brand design guidelines for color usage and hierarchy.



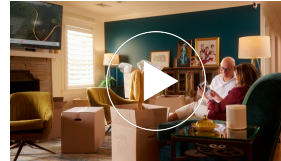
# Videography

## ASPECT RATIOS & BEST PRACTICES

When planning your video production approach, it is important to have a clear deliverables list that includes where your videos will live and for what purpose they will be used for.

### 16:9 Wide Format

Long form content, desktop website content and promotional content on video platforms like Youtube should be in standard 16:9 wide format.



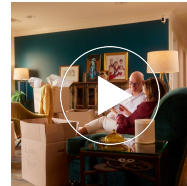
### 9:16 Vertical Format

Vertical video for mobile website, social media both stories and reels should be 9:16 vertical format.



### 4:3, 3:4, 1:1 Square & Rectangular Formats

Website content, in-feed social media posts and all other square and rectangular crops should follow current best practices. Vertical video for mobile website, social media both stories and reels should be 9:16 vertical format.



# Iconography

## Iconography

Bespoke Illustrative icons are distinctly branded assets and functional elements to represent singular ideas. They exist with other elements in the web experience — typography, color, pattern and photography.



**Service**



**Reliability**



**Simplicity**

### Minimum Sizing:



64px



**Tip:** To size groups of icons, rely on a guide box delineating the outer perimeter.



## Iconography

Interface and brand icons use the [fontawesome.com](https://fontawesome.com) library. Below is a small sampling of the available 19,403 icons available through the service. See the Font Awesome directory for a full list of all available icons.

Users can install the fontawesome font package to integrate within programs or download individual SVGs directly from the website.



World Wide Web



Upload



Wifi



No Wifi



Router



Home Internet



Ethernet



Home Phone



Office Phone



Graduation



Magic



Comments



User Account



Alarm



Laptop/Phone

## Iconography

Interface and brand icons use the [fontawesome.com](https://fontawesome.com) library. Below is a small sampling of the available 19,403 icons available through the service. See the Font Awesome directory for a full list of all available icons.

Users can install the fontawesome font package to integrate within programs or download individual SVGs directly from the website.



Lifeline



Mechanics



Upload Speed



Home



Secure Home



Idea



Home Computer



Handshake



Ultrafast



Installation



Small Business



Letter



Website



Calendar



Questions

## Iconography

Interface and brand icons use the [fontawesome.com](https://fontawesome.com) library. Below is a small sampling of the available 19,403 icons available through the service. See the Font Awesome directory for a full list of all available icons.

Users can install the fontawesome font package to integrate within programs or download individual SVGs directly from the website.



Wallet



Customer Service



List



Edit



Bill



Security



Segments



Trend Line



Like



Dislike



Hi



Price



Pie Chart



Install Truck



Email

## Iconography

Interface and brand icons use the [fontawesome.com](https://fontawesome.com) library. Below is a small sampling of the available 19,403 icons available through the service. See the Font Awesome directory for a full list of all available icons.

Users can install the fontawesome font package to integrate within programs or download individual SVGs directly from the website.



Direct Mail



Online Video



Display Ads



SEM/Search



Native Ads



Persona



Door-to-door



Facebook



Instagram



X (formerly Twitter)



LinkedIn



YouTube

# Web Design

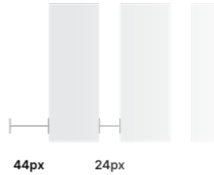
# Web design

## GRID

All of our pages are based on the standard **desktop 12-column grid: 6 for tablet and 6 for mobile.** This grid should be considered across all digital properties.

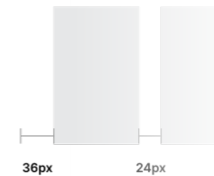
### Targeted Desktop

Desktop total width: 1024px  
 Number of columns: 12  
 Margin width: 44px  
 Gutter fixed width: 24px  
 Breakpoint: 1024px-1919px



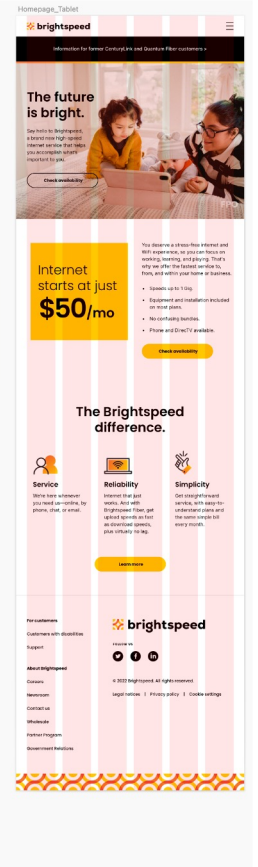
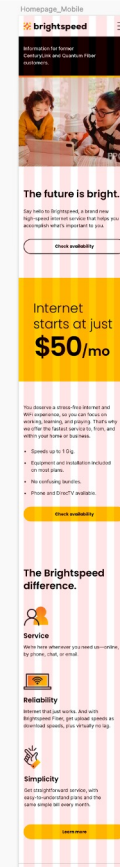
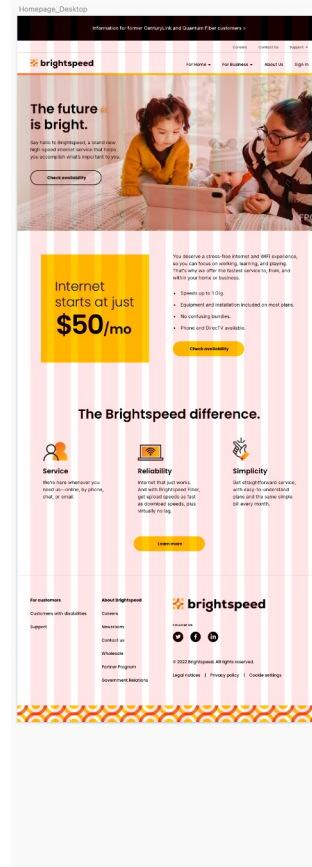
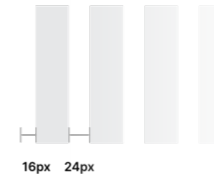
### Targeted Tablet

Device total width: 768px  
 Number of columns: 6  
 Margin width: 36px  
 Gutter fixed width: 24px  
 Breakpoint: 640px-1023px



### Targeted Mobile

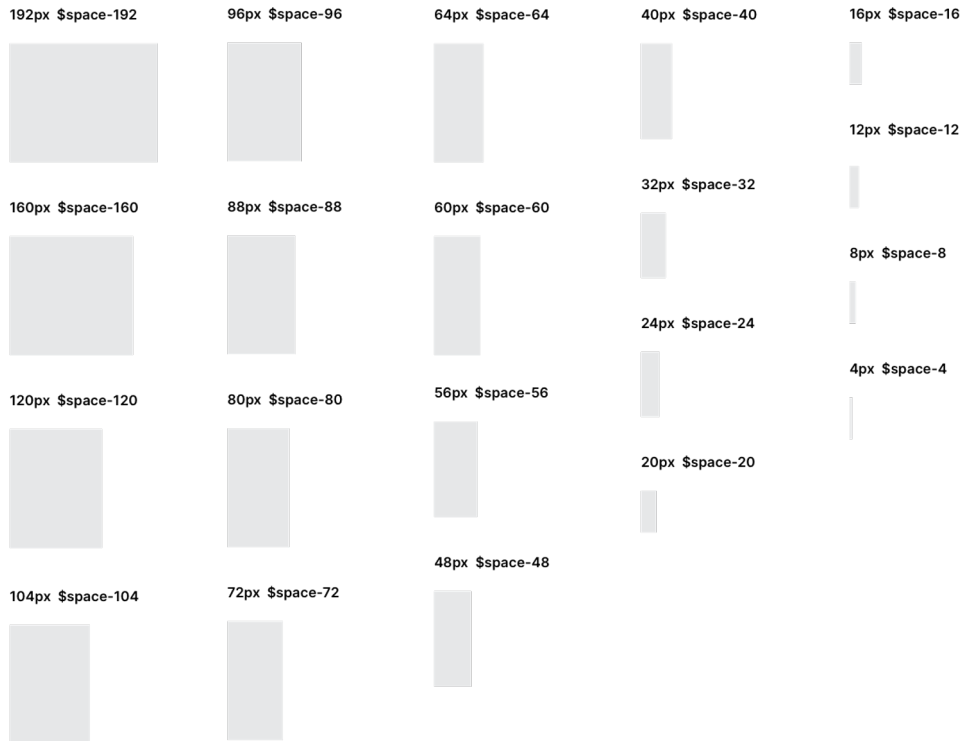
Device total width: 375px  
 Number of columns: 6  
 Margin width: 16px  
 Gutter fixed width: 24px  
 Breakpoint: 320px-479px



# Web design

## SPACING

These are our spacing specifications, for use between modules, copy blocks, copy to buttons, and other elements. Please do not deviate from these values.



# Web design

## EXAMPLE - SPACING

How the spacing and padding values are utilized on our current homepage and other modules across our library

The image shows a screenshot of the Brightspeed homepage with various spacing annotations. At the top right, there are links for 'Careers', 'Contact Us', and 'Support'. Below these are navigation links: 'For Home', 'For Business', 'About Us', and 'Sign In'. The main header features the Brightspeed logo. The primary content area is a large image of a family (a woman, a young girl, and a baby) looking at a tablet. Overlaid on this image is the headline 'The future is bright.' and a sub-headline: 'Say hello to Brightspeed, a brand new high-speed internet service that helps you accomplish what's important to you.' Below the sub-headline is a 'Check availability' button. A secondary content area below features a yellow box on the left with the text 'Internet starts at just \$50/mo' and a 'Check availability' button on the right. A list of bullet points is positioned between the yellow box and the right side of the page. A 'GLOBAL NOTE' is located on the far right, explaining that all spacing between headlines and paragraph copy is measured from the baseline of the first paragraph to the top of the capital letters in the next paragraph. The annotations specify the following values: 96 px at top of marquee module; 40 px between headline and copy paragraph; 40 px between copy paragraph and button; 80 px at top of module; 80 px from left margin to yellow box; 80 px from left yellow box to copy block; 40 px between paragraphs/bullets; 40 px between baseline of copy paragraph and button; and 80 px to bottom of module.

Careers Contact Us Support

For Home For Business About Us Sign In

**brightspeed**

96 px  
at top of marquee module

# The future is bright.

40 px  
between headline and copy paragraph

Say hello to Brightspeed, a brand new high-speed internet service that helps you accomplish what's important to you.

40 px  
between copy paragraph and button

**Check availability**

80 px  
at top of module

You deserve a stress-free internet and WiFi experience, so you can focus on working, learning, and playing. That's why we offer the fastest service to, from, and within your home or business.

40 px  
between paragraphs/bullets

- Speeds up to 1 Gig.
- Equipment and installation included on most plans.
- No confusing bundles.
- Phone and DirecTV available.

40 px  
between baseline of copy paragraph and button

**Check availability**

80 px  
to bottom of module

80 px from left margin to yellow box

80 px from left yellow box to copy block

**Internet starts at just \$50/mo**


**GLOBAL NOTE:**  
All spacing between headlines and paragraph copy is measured from the baseline of the first paragraph to the top of the top of the capital letters in the next paragraph.



80 px  
at top of secondary module above headline


# The Brightspeed difference.

80 px  
from baseline of text to top of icon




## Service

We're here whenever you need us—online, by phone, chat, or email.



## Reliability

Internet that just works. And with Brightspeed Fiber, get upload speeds as fast as download speeds, plus virtually no lag.



## Simplicity

Get straightforward service, with easy-to-understand plans and the same simple bill every month.

24 px from bottom of icon to top of capital letters in copy





24 px from bottom of subhead to top of capital letters in copy

80 px  
from baseline of text when used with more than one column

Learn more

80 px  
to bottom of module

80 px  
at top of footer module to copy/logo

<b>For customers</b>	<b>About Brightspeed</b>	
Customers with disabilities	Careers	<b>FOLLOW US</b>
Support	Newsroom	  
	Contact us	
	Wholesale	© 2022 Brightspeed. All rights reserved.
	Partner Program	Legal notices   Privacy policy   Cookie settings
	Government Relations	

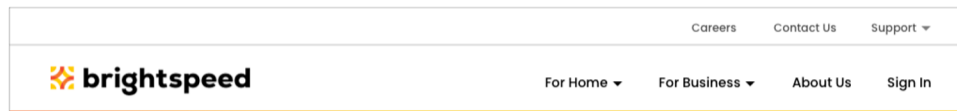
80 px  
to bottom of module

# Web design

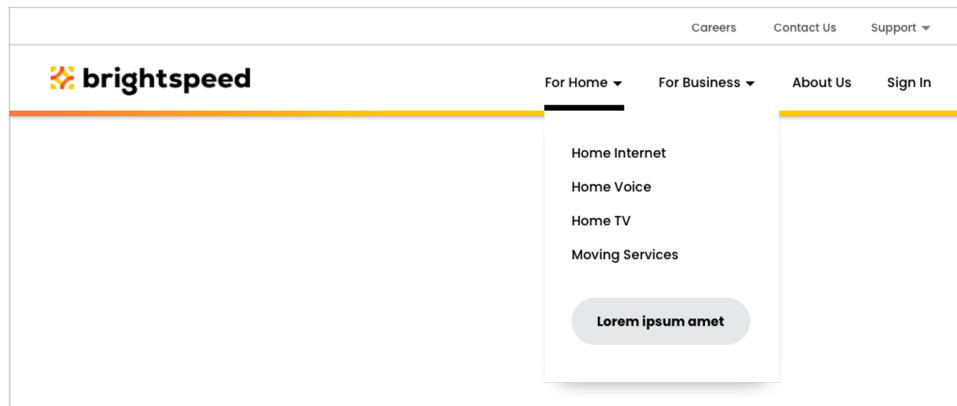
## GLOBAL NAV HEADER

Our header design features the logomark and our gradient, as well as global links and a dropdown. Links are in **Strong Black** and **Reliable Gray**.

Desktop - 1024px x 110px



With dropdown. The black **indicator** bar appears on hover and click, along with the entire dropdown. The button is a dropdown button style.



## Indicator states

Default

Nav Dropdown ▾

Hover

Nav Dropdown ▾

Active

Nav Dropdown ▲

Default

Nav Link

Hover/Active

Nav Link

Default

Subnavigation Link

Hover/Active

Subnavigation Link

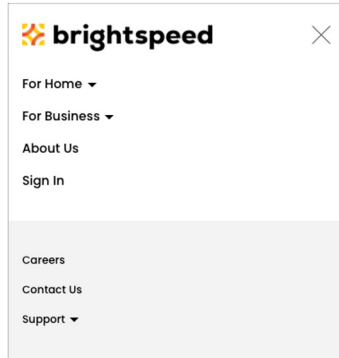
# Web design

## GLOBAL NAV HEADER, Cont.

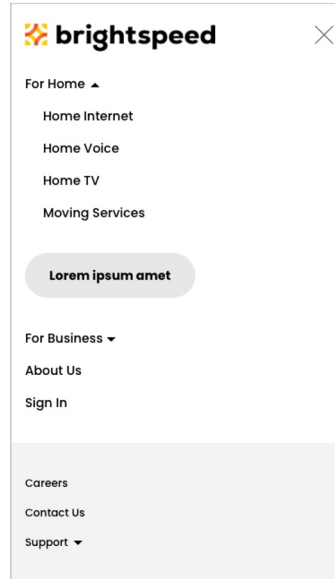
Mobile - 375px x 70px



State 1



State 2



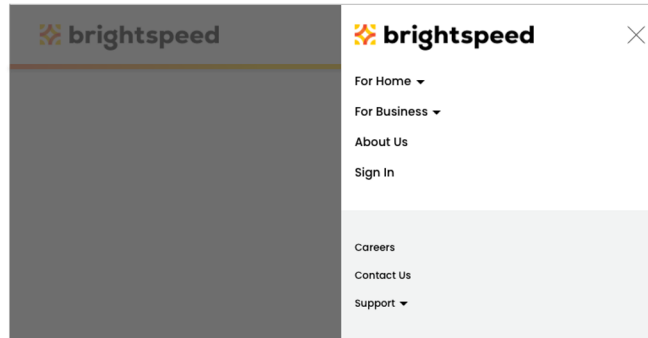
# Web design

## GLOBAL NAV HEADER, Cont.

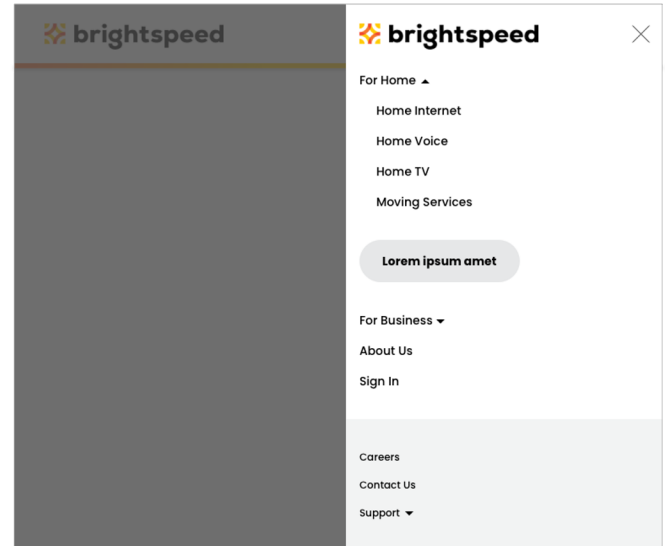
Tablet - 768px x 70px



State 1



State 2

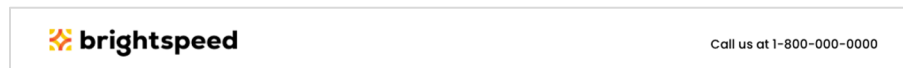


## Web design

### CAMPAIGN LANDING PAGE HEADER

For campaigns, we omit the global links in the header bar. This focuses users on the CTA path.

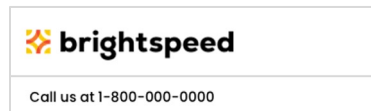
Desktop - 1024px x 110px



Tablet - 769px x 70px



Mobile - 375px x 70px

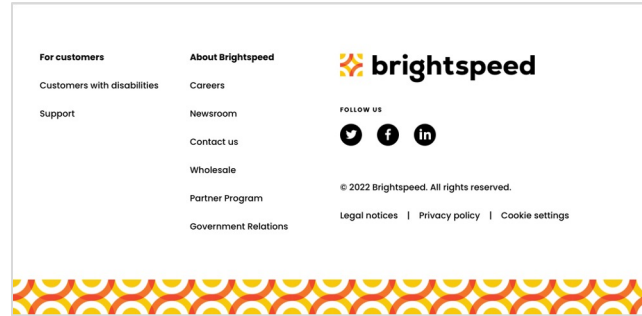


# Web design

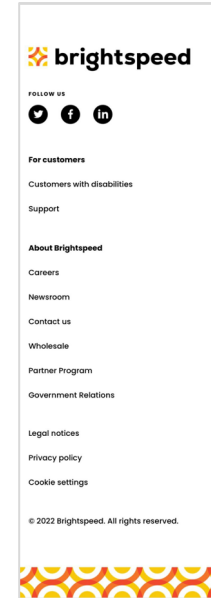
## FOOTERS

Footers are used on all web pages and feature 2 of our elements: typography and pattern. The pattern is cropped at the center of the circles.

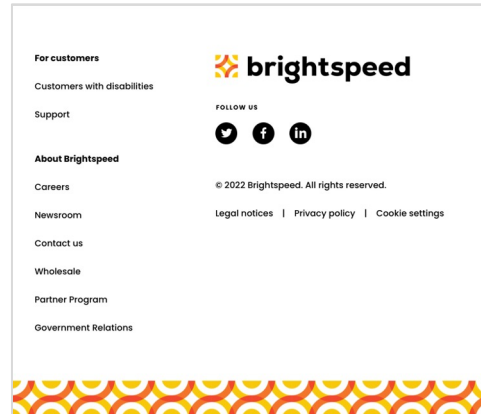
Desktop



Mobile



Tablet



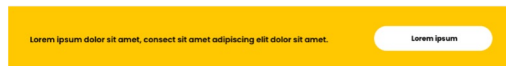
# Web design

## BANNERS

Banners are used to alert customers of service changes, promotions and other timely information. In all cases, they span the full viewport area.

### Belly band banner with white CTA button

Desktop



Mobile



Tablet



### Belly band banner with transparent CTA button

Desktop



Mobile



Tablet



### Single line gray informational banner

Desktop



Mobile



Tablet



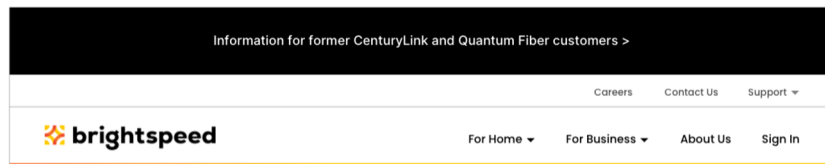
## Web design

### BANNERS

#### Alert banner

The alert banner is specifically featured on our homepage. It is always white text on **Strong Black**, at a height equal to the header bar. See below for placement.

Desktop

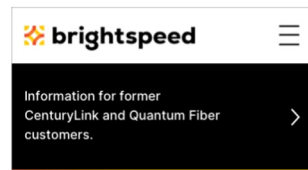


Banner

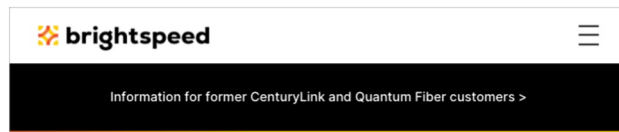
Standard navigation

Gradient

Mobile



Tablet



#### Note:

The UX for the alert banner is still work-in-progress, so additional functionality may be added to it in the short term, which might also affect design.

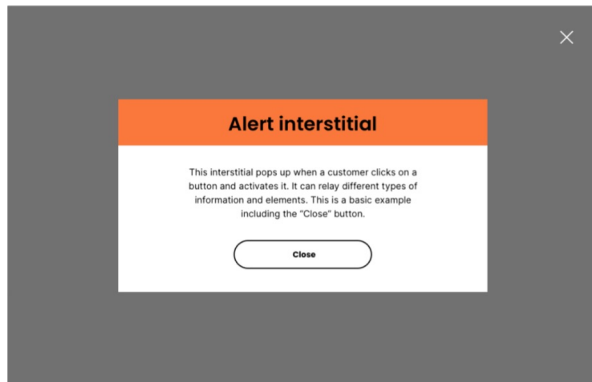


## Web design

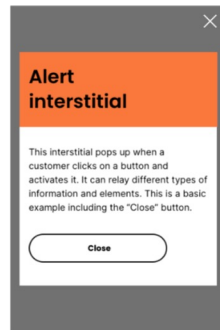
### INTERSTITIALS

Interstitials are used for alerts for critical information within the user flow. They always appear over a layer of **Strong Black 75 at 80% opacity**. We always use the color combo **Strong Black** on **Approachable Orange** for the top header, and the territory button style.

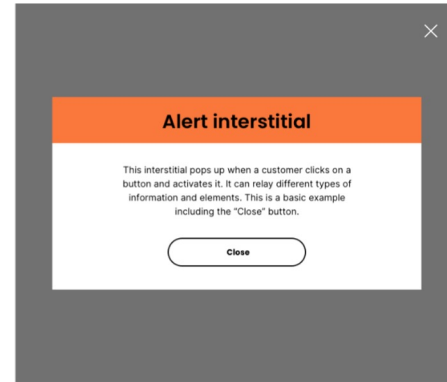
Desktop



Mobile

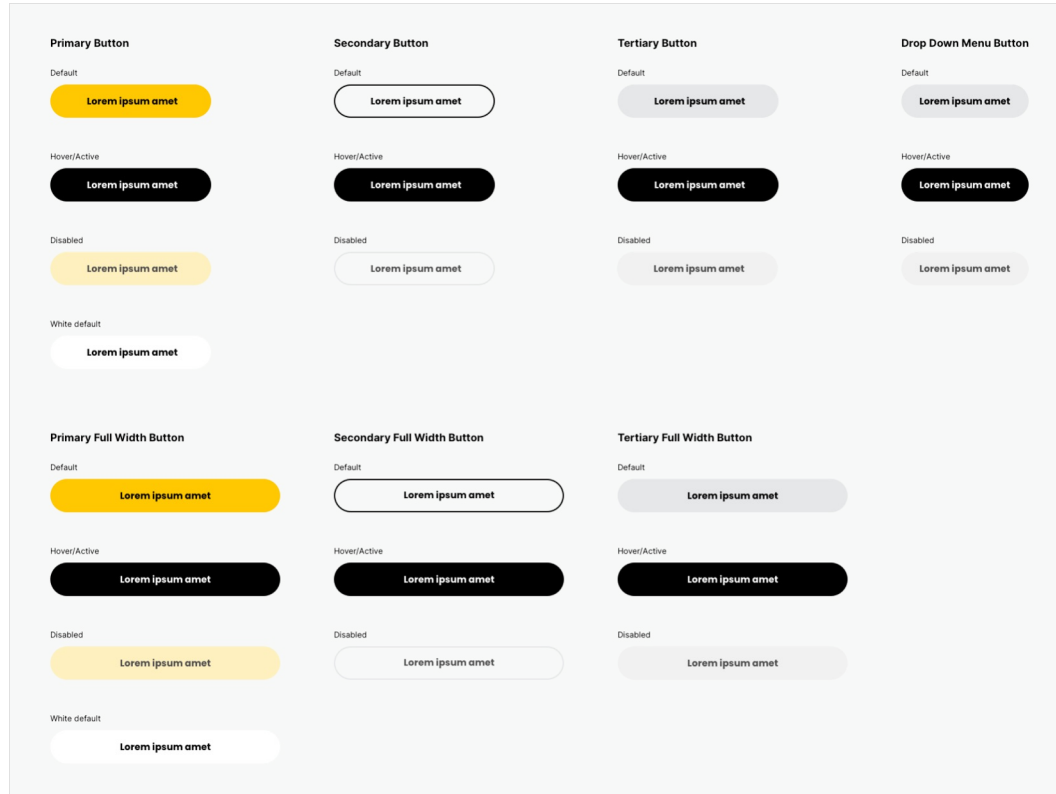


Tablet



## BUTTONS

Every web page should have at least one primary button. See below for a full list of button styles, depending on use.



## Web design

### PULL QUOTE CARDS

Brightspeed is built around a mission, and sometimes the most impactful way to introduce content is with a bold quote. We use a single oversized left-hand quotation mark in **Bright Yellow**, layered under a live text quote in **Strong Black**/Poppins Light that finishes with the closing quotation mark. **Character counts should be 50 maximum, including spaces.**

Desktop

“We're building  
fast, reliable  
internet for all.”

Mobile

“We're building  
fast, reliable  
internet for all.”

Tablet

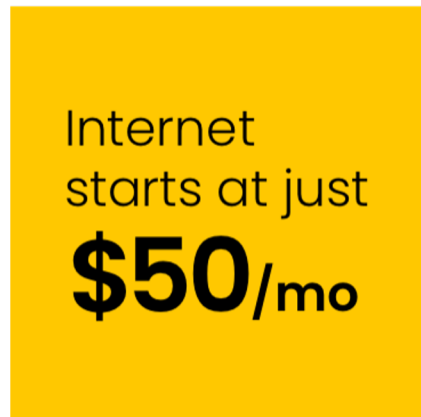
“We're building fast,  
reliable internet for all.”

## Web design

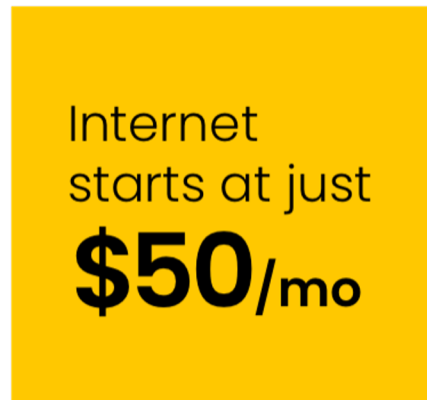
### PROMO CARDS

Please use these card layouts for all deal-based promotions. Background color can be **Bright Yellow**, Strong Black or, in brief instances, **Approachable Orange**.

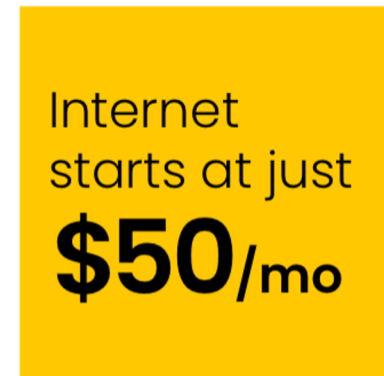
Desktop



Mobile



Tablet



# Web design

## FORMS

Our forms have a **Reliable Gray 50** background that spans the full viewport area, with no outside stroke. Headlines are Poppins Semi-Bold, and form copy is Inter Regular.

### Desktop

**Contact Us**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolor sit amet, nunc et neque.

First name  Last name

Email address

Reason for contacting  
Select reason ▾

Message

Or you can Call us at 1888.898.8888  
between 9 AM and 5 PM ET Monday - Sunday

Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolor sit amet, nunc et neque.  
Nullam sollicitudin enim sapien neque, sit amet elit a esse curus lectus ipsum dolor.

**Submit**

### Example of alternate states

#### Error state

First name  Last name

Please add your first name. Please add your last name.

Email address

Please add your email address.

#### Hover state

First name  Last name

Email address

#### Error/Success pop-up state

Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolor sit amet, nunc et neque.  
Nullam sollicitudin enim sapien neque, sit amet elit a esse curus lectus ipsum dolor.

**Submit**

! Opps! Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolor, nunc et neque. X

😊 Thank you! Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolor, nunc et neque. X

Mobile

### Contact Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit dolor sit amet, nec et neque.

First name

Last name

Email address

Reason for contacting

Select reason ▼

Message

Or you can Call us at 1.888.888.8888  
between 9 AM and 5 PM ET  
Monday - Sunday

Lorem ipsum dolor sit amet, consectetur adipiscing elit dolor sit amet, nec et neque. Nullam sollicitudin enim sapien neque, sit amet elit a esse curius lectus ipsum dolor.

**Submit**

Tablet

### Contact Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit dolor sit amet, nec et neque.

First name  Last name

Email address

Reason for contacting

Select reason ▼

Message

Or you can Call us at 1.888.888.8888  
between 9 AM and 5 PM ET Monday - Sunday

Lorem ipsum dolor sit amet, consectetur adipiscing elit dolor sit amet, nec et neque. Nullam sollicitudin enim sapien neque, sit amet elit a esse curius lectus ipsum dolor.

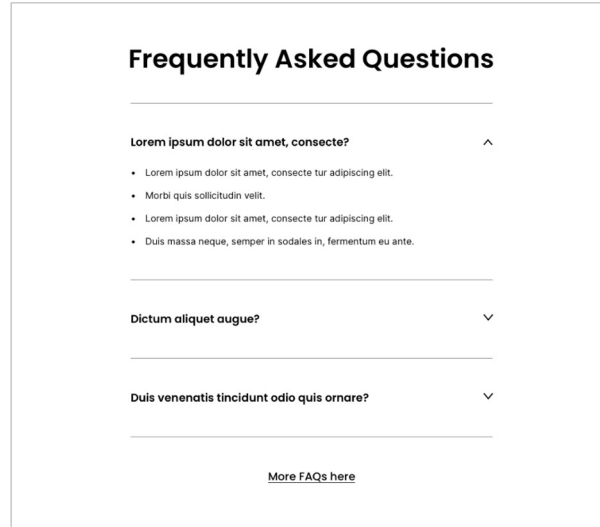
**Submit**

# Web design

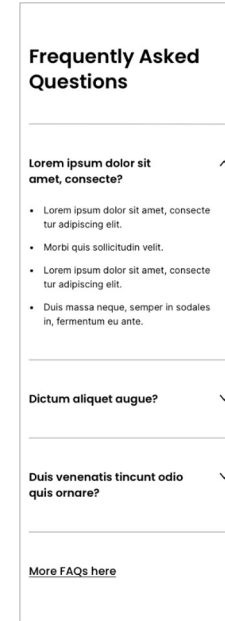
## ACCORDION MODULE

An important part of our design methodology is reducing cognitive load while also making sure users have access to the information they need to move ahead. Use this accordion module for any page where valuable context is needed.

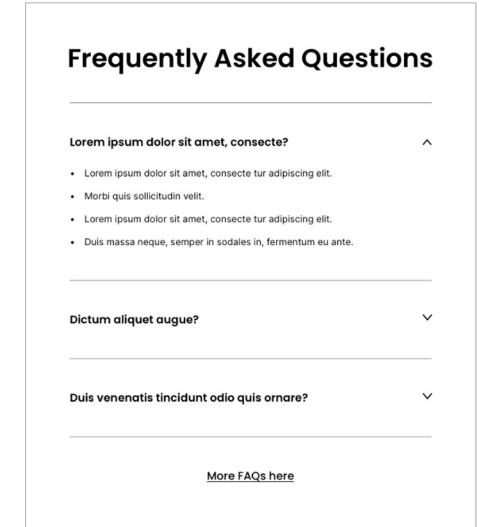
Desktop



Mobile



Tablet

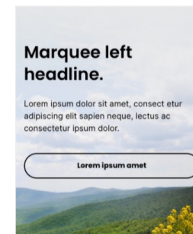
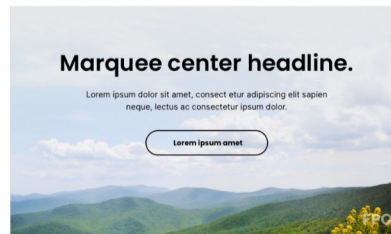
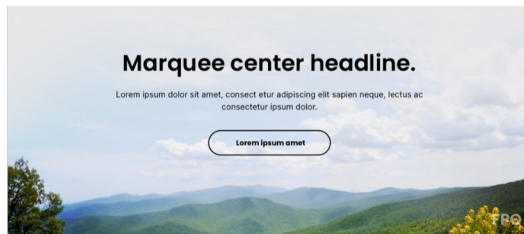


# Web design

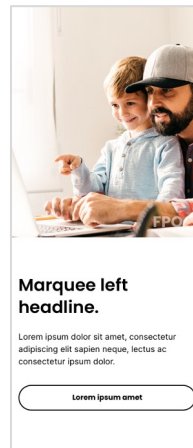
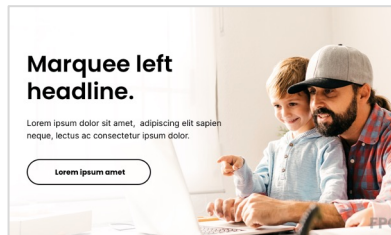
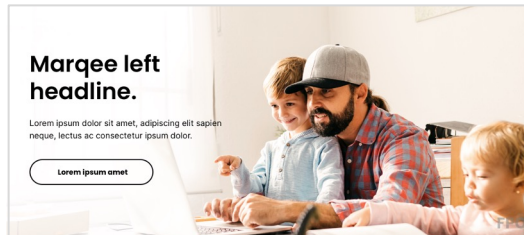
## PHOTO MARQUEE

Our marquees function as an introduction to the page. They should feel inspiring, clear and optimistic. Photography should be used on most marketing and product pages.

Center align



Left align



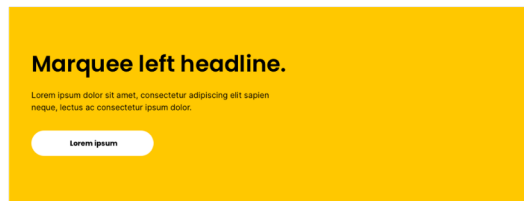
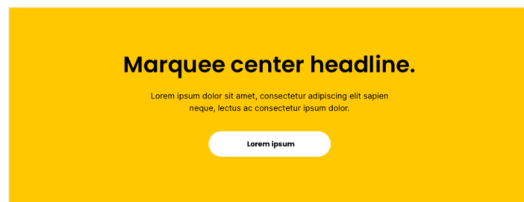
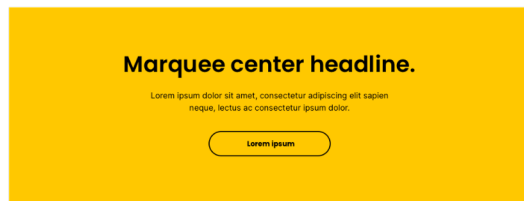


## Web design

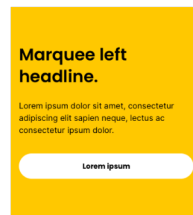
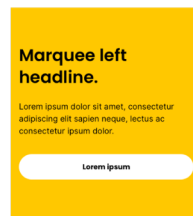
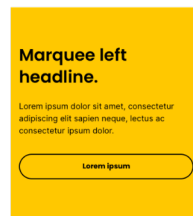
### COLOR BLOCK MARQUEE - YELLOW

The color block marquee features **Bright Yellow** or **Simple White** backgrounds, and it is a useful module to bring simplicity and color to any layout. **Character counts for headlines should be 40 maximum, including spaces.**

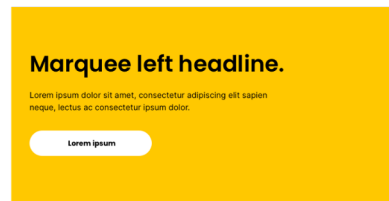
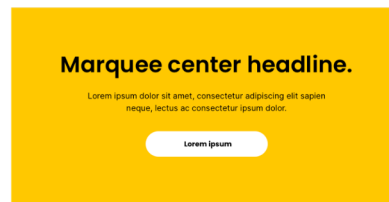
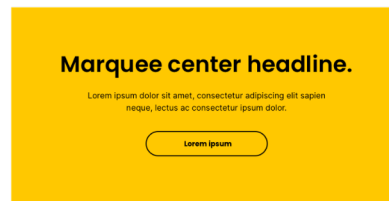
Desktop



Mobile



Tablet

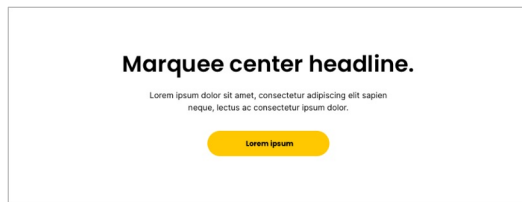


## Web design

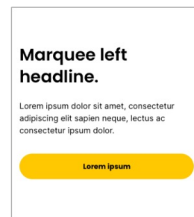
### COLOR BLOCK MARQUEE - WHITE

The color block marquee features **Bright Yellow** or **Simple White** backgrounds, and it is a useful module to bring simplicity and color to any layout. **Character counts for headlines should be 40 maximum, including spaces.**

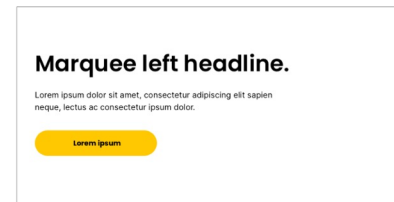
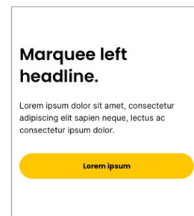
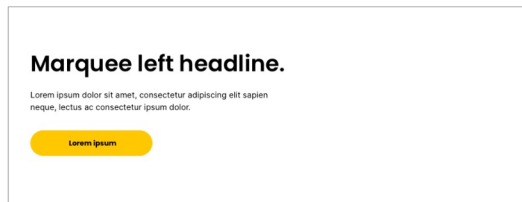
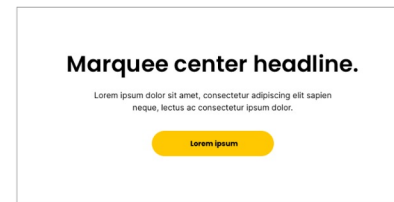
Desktop



Mobile



Tablet

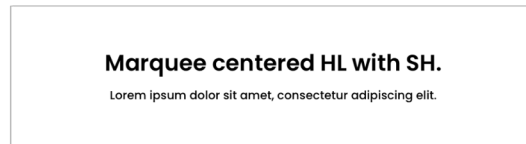
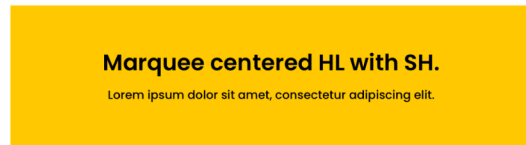


## Web design

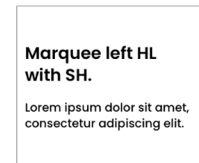
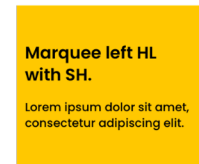
### HEADLINE MARQUEE

The headline marquee is used to stack a headline and sub-head over a large image area, section or other content. It spans the full width.

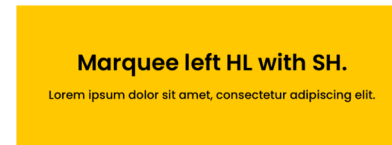
Desktop



Mobile



Tablet



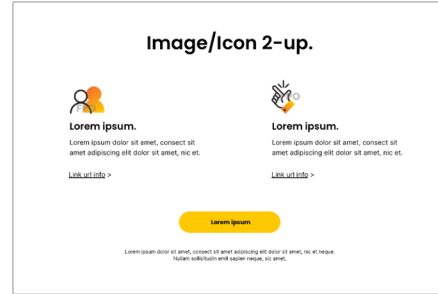
# Web design

## 2- AND 3-COLUMN MODULE

Use this module for introducing value propositions, product benefits or other content. Icon areas can be used or suppressed for a cleaner look.

### 2 column

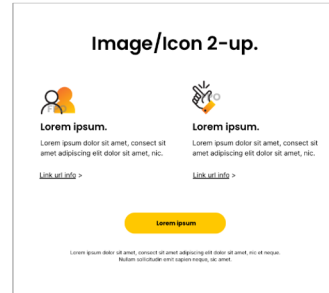
Desktop



Mobile

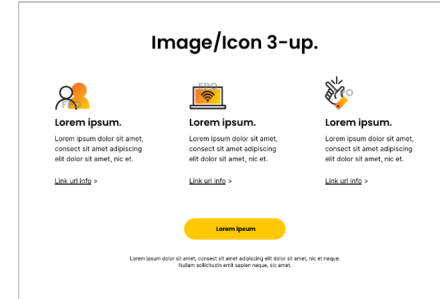


Tablet



### 3 column

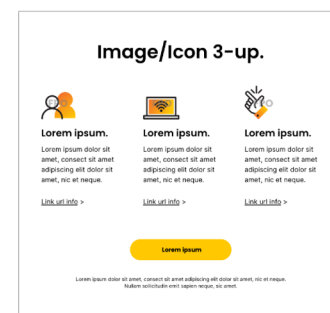
Desktop



Mobile



Tablet



## 2- AND 3-COLUMN PRODUCT/FEATURE MODULE

An alternate format for similar content as previous page.

Desktop

### Product/feature 3-up

<b>Fast.</b> <b>Product speed.</b> <ul style="list-style-type: none"><li>• First feature goes here.</li><li>• Second feature goes here.</li><li>• Third feature goes here.</li></ul>	<b>Faster.</b> <b>Product speed.</b> <ul style="list-style-type: none"><li>• First feature goes here.</li><li>• Second feature goes here.</li><li>• Third feature goes here.</li></ul>	<b>Fastest.</b> <b>Product speed.</b> <ul style="list-style-type: none"><li>• First feature goes here.</li><li>• Second feature goes here.</li><li>• Third feature goes here.</li></ul>
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Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit dolor sit amet, nunc et neque. Nullam sollicitudin enim sapien neque, sit amet.

Mobile

### Product/ feature 3-up

**Fast.**  
**Product speed.**

- First feature goes here.
- Second feature goes here.
- Third feature goes here.

**Faster.**  
**Product speed.**

- First feature goes here.
- Second feature goes here.
- Third feature goes here.

**Fastest.**  
**Product speed.**

- First feature goes here.
- Second feature goes here.
- Third feature goes here.

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit dolor sit amet, nunc et neque. Nullam sollicitudin enim sapien neque, sit amet.

Tablet

### Product/feature 3-up

<b>Fast.</b> <b>Product speed.</b> <ul style="list-style-type: none"><li>• First feature goes here.</li><li>• Second feature goes here.</li><li>• Third feature goes here.</li></ul>	<b>Faster.</b> <b>Product speed.</b> <ul style="list-style-type: none"><li>• First feature goes here.</li><li>• Second feature goes here.</li><li>• Third feature goes here.</li></ul>	<b>Fastest.</b> <b>Product speed.</b> <ul style="list-style-type: none"><li>• First feature goes here.</li><li>• Second feature goes here.</li><li>• Third feature goes here.</li></ul>
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Lorem ipsum

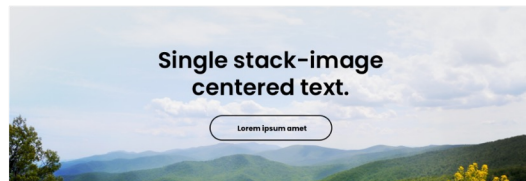
Lorem ipsum dolor sit amet, consectetur adipiscing elit dolor sit amet, nunc et neque. Nullam sollicitudin enim sapien neque, sit amet.

# Web design

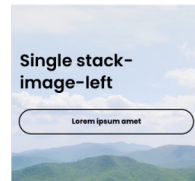
## SINGLE STACK WITH IMAGE

Content modules for secondary and lower-page placements.

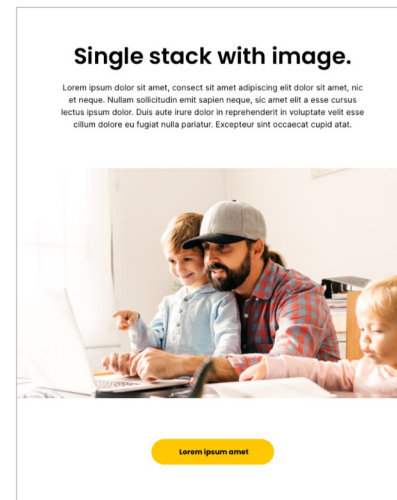
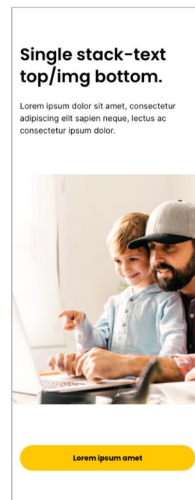
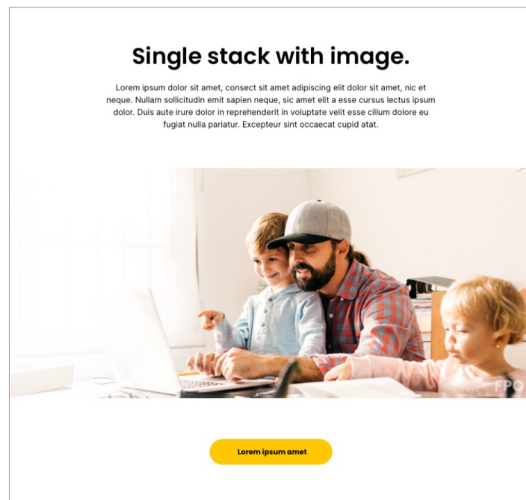
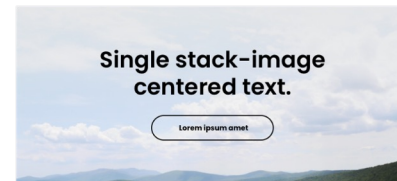
Desktop



Mobile



Tablet

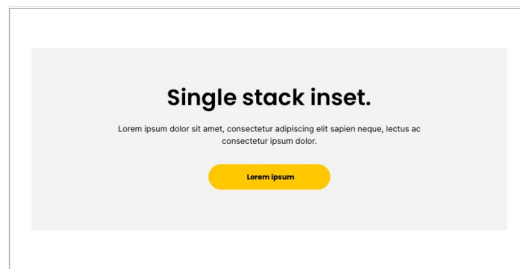
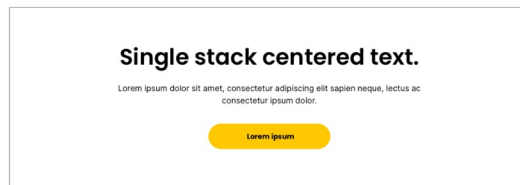
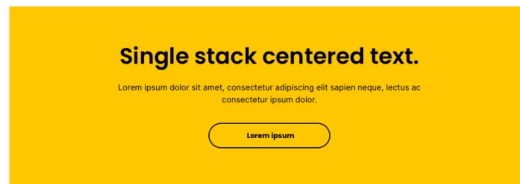


# Web design

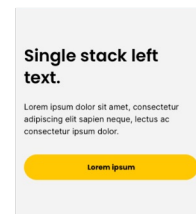
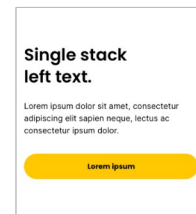
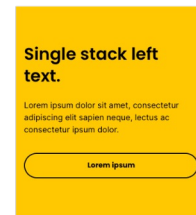
## SINGLE STACK WITH SOLID BACKGROUND

Content modules for secondary and lower-page placements.

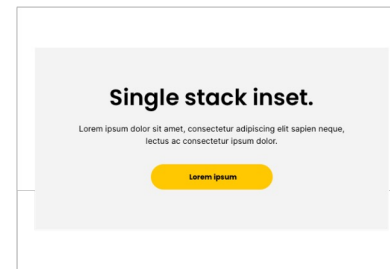
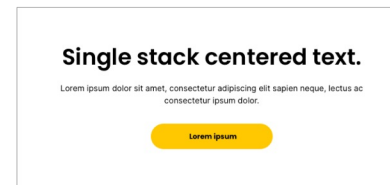
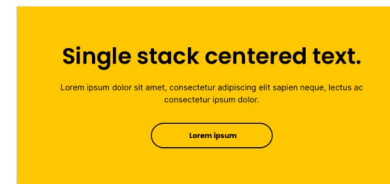
Desktop



Mobile



Tablet



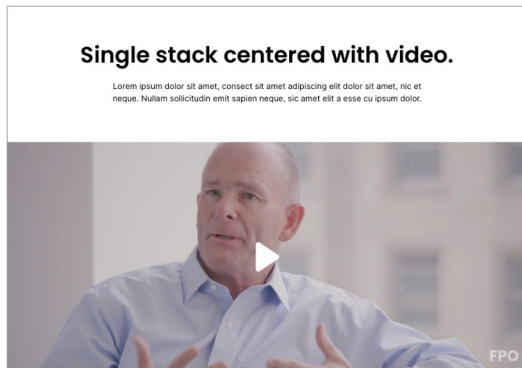
This module can utilize a transparent or white button.

## Web design

### SINGLE STACK WITH VIDEO

Video content modules. Choose thumbnail images that are clear and tease the content without distracting additional graphics.

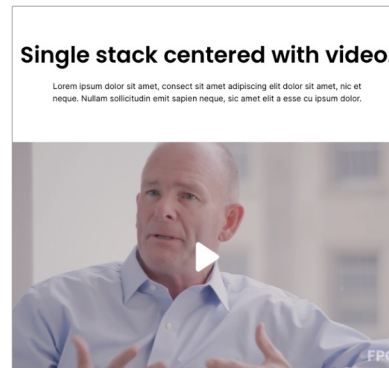
Desktop



Mobile



Tablet



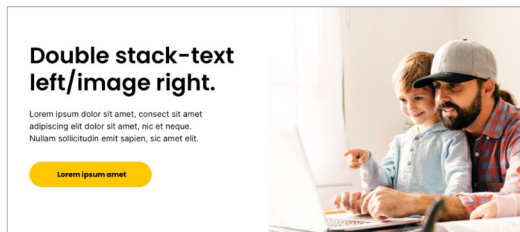


# Web design

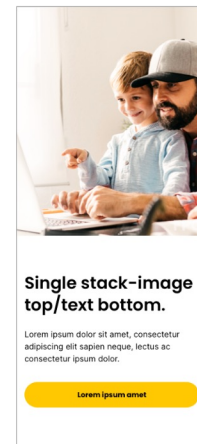
## DOUBLE STACK WITH IMAGE

Use these alternate formats to create alternating stack arrangements for image modules on a page.

Desktop



Mobile

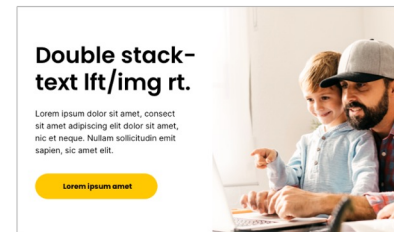


**Single stack - image  
top/text bottom.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit sapien neque, lectus ac consectetur ipsam dolor.

Lorem ipsum amet

Tablet

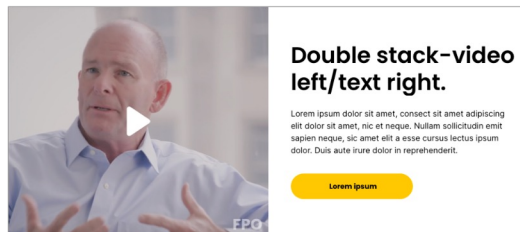


# Web design

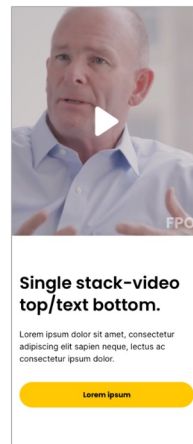
## DOUBLE STACK WITH VIDEO

Use these formats to create alternating stack arrangements for video modules on a page.

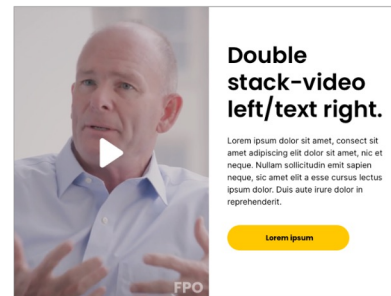
Desktop



Mobile



Tablet



 **brightspeed**