broadband forum

Brand guidelines

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About

Broadband forum

Describe the personality of the business. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec efficitur augue vitae quam dignissim feugiat et elementum erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tempus suscipit ipsum, nec facilisis nunc laoreet pharetra.

www.acmecompany.com.au
+613 911 5799
info@acmecompany.com.au

Color palette

Primary

HEX 00C749
R0 G199 B73
C50 M0 Y100 K0

HEX 135056
R19 G80 B86
C90 M53 Y54 K33

HEX 8D80FC
R141 G128 B252
C53 M52 Y0 K0

HEX 1E1E5D
R30 G30 B93
C100 M100 Y32 K25

Secondary

HEX 2B2B2B
R43 G43 B43
C70 M64 Y63 K65

HEX CCD4E1
R204 G212 B225
C18 M11 Y5 K0

HEX E6EBEF
R230 G235 B239
C8 M4 Y3 K0

Master logo #1

Logo variations

Full Colour

Dark Monocromatic

Light Monocromatic

Logo Incorrect Usage

Distorted Scale

Changing colour from specified standard

Keyline around logo

Rotate Arrow

Reposition arrow

Logo over photography

Logo Alternatives

broadband QED

Powered by: broadband forum

TR-069

CloudCO

Gfast

Gfast certified

BASe

BASe
OFC2020

BASe
FTTH2020

BASeCAMP

UFB
BASe

BASe
NORTH AMERICA

BBF.247 GPON CERTIFIED

BBF.247 XG-PON CERTIFIED

BBF.247 XGS-PON CERTIFIED

For referencing USP itself.

For certified product usage.

For referencing the certification program or for members to use in a general sense.

Master logo #2

Logo variations

open broadband
broadband access abstraction

Powered by:
open broadband

OB-BAA

open broadband labs

open broadband labs north america

open broadband labs asia

open broadband labs europe

Logo usage

Minimum width

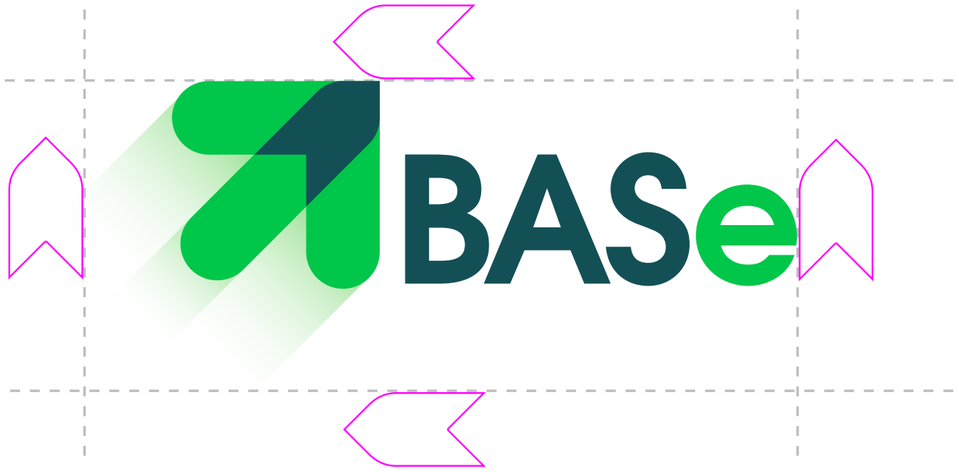
The logo minimum width is 70px or 25mm.

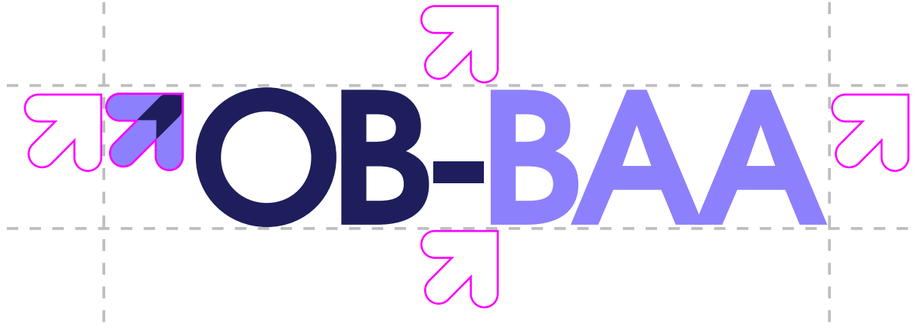
Exclusion zones

Always allow a minimum space around the logo. Use the intter piece of the arrow as a space about all logos with the same arrow shape. Examples of exceptions will be shown

Maximum width

There is no maximum size defined for this logo.





Exclusion zones

Examples of Logo exclusions where the center arrow is not applicable.

Typography

Avant Garde

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=":?><

Book

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Medium

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Arial (Print)

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Typefaces

The identity uses Avant Garde as it's preferred headline typeface. Titles, signs, straplines or other important and short pieces of text should use the appropriate weight.

Arial is used as the body face and should only be used in headers when Avant Garde is unavailable. Arial displays well on screen, both in headings and on large bodies of text.

The full families of both faces are used. Generally, the more important the text dictates the point size and weight of the text.

Avant Garde

Headline 45pt Max

Secondary Header 32pt Max

Arial (Print)

Headline 55pt Max

Secondary Header 32pt Max

Sub-Header 20pt Max

Body Copy 9pt to12pt

Arial (Screen)

Headline 55pt Max

Secondary Header 32pt Max

Sub-Header 26pt Max

Powerpoint Body 20pt Max

Web Body 12pt Max

Strapline Positioning

Short

When a strapline is used in conjunction with the logo, the hierarchy of the mark must prioritise the logo. Therefore, the strapline must be positioned below the logo as illustrated here. The distance between the bottom of the logo must be equal to 1/3rd the height of the text in the logo. The height of the text in the strapline must also be equal to 1/3rd the height of the text in the logo.

Long

To maintain considered composition between the logo and the strapline, a maximum line length has been set for the strapline. If the strapline is to exceed this line length, the strapline must continue below as shown.