

GRAPHIC STANDARDS



NETWORK TELEPHONE™
VOICE • DATA • VIDEO

Communication has *e*volved.

Corporate Font Usage

BANK GOTHIC

Bank Gothic is used in taglines and logos. Always use in ALL CAPS. Do not use in upper & lower case or in small caps. No horizontal or vertical scaling.

Example:

POWERLINE DSL™
BY NETWORK TELEPHONE 
HIGH-SPEED DIRECT CONNECTION INTERNET ACCESS

Impact

Impact is to be used in headlines and titles. Also used in body copy when a word is to be bold. No horizontal or vertical scaling.

Example #1:

Free* DSL
for Business

Example #2:

Network Telephone communications technologies are designed to keep your business focused on the future. We build relationships with our customers through **customized business communications packages** and support that's available **24 hours a day, 7 days a week**. From installation and training to service and support, **we'll be there when you need us**. Because your success is the measure of our success.

Optima

Optima is to be used for all body copy, any large blocks of text., address lines and taglines. No horizontal or vertical scaling.

Example #1:

A year ago, business Internet access was a novelty. Now, it's time to expect real productivity from your business Internet connection. It's time to consider what your dial-up connection is costing your business.

Example #2:



Communication has *evolved*.

815 South Palafox Street
Pensacola, Florida 32501

Corporate Colors

Network Telephone Blue

Pantone 288 Blue
CMYK equivalent: C=100 M=75 Y=15 K=0
RGB equivalent: R= 0 G=15 B=45

Network Telephone Copper

Pantone 876 Metallic Copper.

Network Telephone Grey

60% screen of black.

Example:



PowerLine DSL™ Purple

Pantone 268 Purple
CMYK equivalent: C=80 M=100 Y=20 K=0
RGB equivalent: R= 25 G=0 B=40

PowerLine DSL™ Burgundy

Pantone 188 Burgundy
CMYK equivalent: C=5 M=80 Y=100 K=60
RGB equivalent: R= 40 G=10 B=5

PowerLine DSL™ Gold

Pantone 138 Gold
CMYK equivalent: C=0 M=30 Y=100 K=0
RGB equivalent: R=100 G=70 B=0

Example:

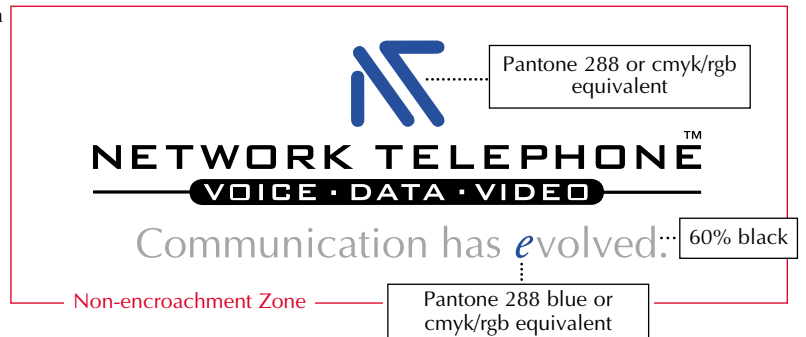


Corporate Logo Usage

Network Telephone Logos

If at all possible Network Telephone prefers that the logo (logo 1a) with the “Communication has evolved” tagline be used for all applications.

Logo 1a



This logo (logo 1b, no tagline) may be used on any non-advertising materials such as letterhead, business card, forms, etc. Or where space is at a minimum.

Logo 1b



Logo 1c



Special Notes:

Do not deviate from the corporate colors displayed.

Do not place Network Telephone’s logo on a dark background unless it is done in total reverse. (logo 1c)

The non-encroachment zone is a guideline to show where text and other graphics are to be placed outside in relation to the logo.

The Network Telephone logo must be used as a whole, and is not to be broken up into separate elements unless authorization is received from Network Telephone’s Marketing Department.

In resizing the logo, it must be done in scale. The logo is not to be “squeezed” or “stretched”.

Do not attempt to recreate any element of the Network Telephone logo, use only logos provided by Network telephone.

Corporate Logo Usage

PowerLine DSL™ Logos

The PowerLine DSL™ logo (logo 2a, without Network Telephone under the logo) is used when the Network Telephone logo (1a or 1b) appears on the same page.

Logo 2a



Otherwise the PowerLine DSL™ with “By Network Telephone” (logo 2b) must be used.

Logo 2b



The color version of the PowerLine™ DSL logo may only be used on a white background. (logo 2c)

Logo 2c



Special Notes:

When used in copy, PowerLine is one word with the “P” and “L” capitalized and followed by DSL in all caps followed by the trademark symbol. e.g. PowerLine DSL™

A reverse PowerLine DSL™ logo is to be used on dark or black backgrounds. Please do not use any colors for the PowerLine DSL™ logo other than using the supplied 4 color PowerLine DSL™ logo.

The non-encroachment zone is a guideline to show where text and other graphics are to be placed outside of in relation to the PowerLine DSL™ logo.

The PowerLine DSL™ logo must be used as a whole, and is not to be broken up into separate elements.

In resizing the PowerLine DSL™ logo, it must be done in scale. The logo is not to be “squeezed” or “stretched”.

Usage Guidelines Agreement

NTC Logo Acquisition

All Network Telephone Corporate logos are available for download on Network Telephone's website. (By clicking on the link below you agree to the usage guidelines provided in this manual regarding the proper use of Network Telephone corporate logos, colors and fonts.)

Instructions for downloading logos are listed on the site itself. If you have trouble getting to the site or downloading the logos please email our marketing department.

<http://www.networktelephone.net/logos.html>

marketing@networktelephone.net