



Corporate Style Guide

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Introduction

The identity and image of a company are among its most important assets. Onvoy depends upon a strong name and reputation for success. To protect and enhance our brand, it is vitally important to be consistent in how Onvoy is presented to customers, prospects, employees, shareholders, suppliers, the media, government, and others associated with Onvoy.

Corporate identity standards provide a unified and visible means to identify Onvoy. Please follow the guidelines in this handout and use them to help contribute to Onvoy's business success. If you have any questions about how to implement any of these guidelines, contact the Onvoy Corporate Communications department.

Key Contacts

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Onvoy Mission and Values

Mission Statement

"To deliver premier broadband services over an optimal network."

Value Statements

- Onvoy values and supports its customers with exceptional service.
- Onvoy values technological differentiation by innovatively deploying and managing a sophisticated network.
- Onvoy values talent and motivation by offering employees a progressive and rewarding work environment.
- Onvoy values its brand as a corporate asset that enriches corporate identity and optimizes shareholder investment.
- Onvoy values its heritage as a pioneering technological bridge connecting Minnesota to the world.

Proper Spelling and Text Usage

In text form, Onvoy must be typed with a capital “O” followed by lower case “nvoy.” Onvoy is not an acronym and should not be used in all upper case. The name Onvoy should not be italicized when typed.

When referring to Onvoy, do not attach any words to the name, such as Corporation, Technologies, Telecom, Internet, etc. Onvoy should appear by itself when referring to the company. This promotes a consistent and unified presence for our company. The only exception to this rule is when using Onvoy’s name in legal contracts or regulatory filings, then you should refer to the company as Onvoy, Inc.

Spelling and Text Usage Examples

Correct Usage

Onvoy

Incorrect Usage

ONVOY

Onvoy

ONVOY

ONVOY

Onvoy Internet

Onvoy Telecom

References

Onvoy uses the style guidelines found in the AP Stylebook.

Logo Usage

The Onvoy logo is an important and invaluable asset for creating corporate identity. The Onvoy logo and logotype have carefully defined spacing and size requirements and should not be modified. It should never appear in conjunction with any other symbol, icon, text or be contained within another shape. The logo should never be screened back or used in any other color. To ensure consistency in our brand deployment, Corporate Communications must review and approve any item or document that utilizes the Onvoy logo. Any case for deviation must be presented to the Corporate Communications department for authorization.

Minimum Size of Logo Reproduction

The logo should never appear below a minimum size of 1/4" or 6.4 mm.



Logo Clear Space Requirements

The minimum clearance between the logo and other elements should be equal to the height of the logo symbol.

The clear area around the Onvoy corporate signature ensures that it has maximum visibility. Avoid crowding the signature by keeping the clear area to each side equal to or greater than the diameter of the Onvoy logo symbol (X).



Use of Logo Variations in the Media

The chart below provides the appropriate use of the Onvoy corporate signature for specific applications. The preferred electronic file format is listed according to the specified application.



**Two Color
(Reflex Blue / Black)**

**One Color
(Solid Black)**

Four Color Process Printing	EPS	EPS
Two Color Printing	EPS	EPS
One Color Printing		EPS
Electronic Media (Web, PowerPoint)	GIF or JPG	
Word Processing (MS Word, Word Perfect)	TIF	TIF
Billboards, Signs, Poster and Banners	EPS	EPS
Embroidery	EPS	
Silk-Screen	EPS	
Embossing, Debossing, Etching and Engraving		EPS

Logo Use on a Color Background

Correct use of color enhances the impact of the Onvoy corporate signature and differentiates Onvoy from the competition. Use the guidelines below for placing the signature on a background color.



Four Color Process – CMYK

Use only on a white background. Any other background needs to be reviewed by Corporate Communications.



Two Color – Reflex Blue and Black

Use only on a white background. Any other background needs to be reviewed by Corporate Communications.



One Color

Use on a white background.



One Color

Use with a background up to 30% black.



Knockout or Reverse

On a black or dark background, the corporate signature should be reversed.



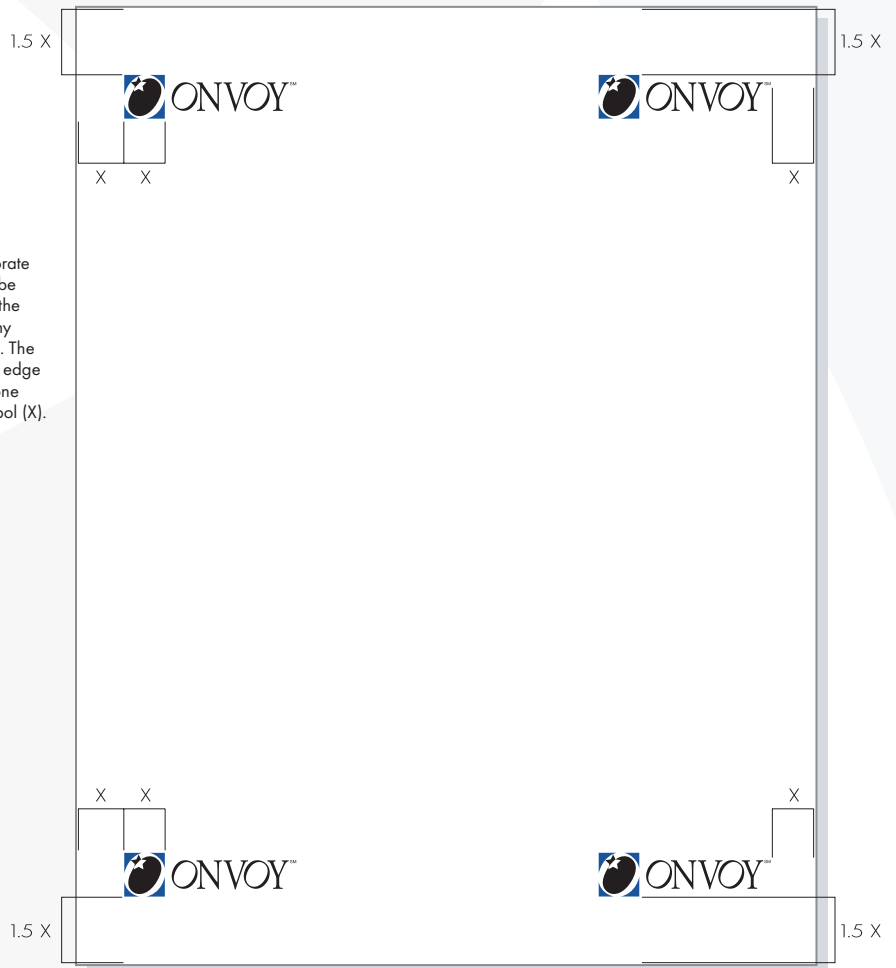
Knockout or Reverse

Use with a background greater than 30% black.

Logo Placement

The Onvoy corporate signature should be placed in one of the four corners to ensure brand recognition and to create a cohesive look in media placement such as advertisements, sales cover sheets, slides or overheads, etc.

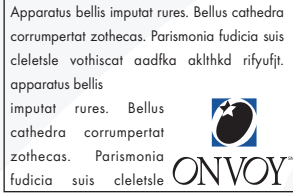
The Onvoy corporate signature should be placed in one of the four corners of any given application. The distance from the edge must be at least one Onvoy logo symbol (X).



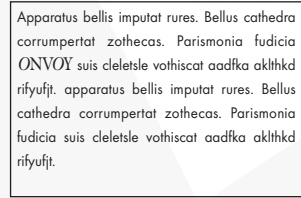
Common Errors



Do not use two or more signatures for identification on the same page.



Do not crowd the signature with other graphic elements or typography.



Do not use the Onvoy logotype in body copy. Typeset "Onvoy" in the typeface used for the text.



Do not transpose the color of the Onvoy symbol or the logotype.



Do not stretch, condense or distort the signature in any way.



Do not change the color of the Onvoy signature.



Do not alter the proportions between the Onvoy symbol and the logotype.



Do not alter the relationship between the Onvoy symbol and the logotype.



Do not replace the logotype with another typeface.



Do not place the color signature on a colored background without approval from Corporate Communications.



Do not place the signature on a background with insufficient contrast.



Do not place the signature on a textured background. The texture makes the signature unclear.

Corporate Typeface

Standardizing on a single set of typefaces creates a consistent and cohesive image for Onvoy correspondence. The corporate typeface for titles, headlines, subheads and captions is Futura. The typeface for body or paragraph copy is ITC Garamond. These typefaces should be utilized on Onvoy's professionally printed collateral and advertisements.

Sample Text

Futura

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

ITC Garamond

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

Color Palette

Onvoy corporate colors are Pantone Reflex Blue and Black. Process colors may be used when printing in process color (CMYK). The process color equivalent of Onvoy's Pantone color is as follows:

100% Reflex Blue			
C:	100	R:	8
M:	72	G:	0
Y:	0	B:	160
K:	6		

80% Reflex Blue			
C:	100	R:	57
M:	72	G:	51
Y:	0	B:	179
K:	6		

60% Reflex Blue			
C:	100	R:	106
M:	72	G:	102
Y:	0	B:	198
K:	6		

40% Reflex Blue			
C:	100	R:	156
M:	72	G:	153
Y:	0	B:	217
K:	6		

20% Reflex Blue			
C:	100	R:	205
M:	72	G:	204
Y:	0	B:	236
K:	6		

10% Reflex Blue			
C:	100	R:	230
M:	72	G:	230
Y:	0	B:	245
K:	6		

5% Reflex Blue			
C:	100	R:	243
M:	72	G:	243
Y:	0	B:	250
K:	6		

100% Black			
C:	0	R:	0
M:	0	G:	0
Y:	0	B:	0
K:	100		

80% Black			
C:	0	R:	50
M:	0	G:	50
Y:	0	B:	50
K:	80		

60% Black			
C:	0	R:	100
M:	0	G:	100
Y:	0	B:	100
K:	60		

40% Black			
C:	0	R:	150
M:	0	G:	150
Y:	0	B:	150
K:	40		

20% Black			
C:	0	R:	200
M:	0	G:	200
Y:	0	B:	200
K:	20		

10% Black			
C:	0	R:	230
M:	0	G:	230
Y:	0	B:	230
K:	10		

5% Black			
C:	0	R:	245
M:	0	G:	245
Y:	0	B:	245
K:	5		

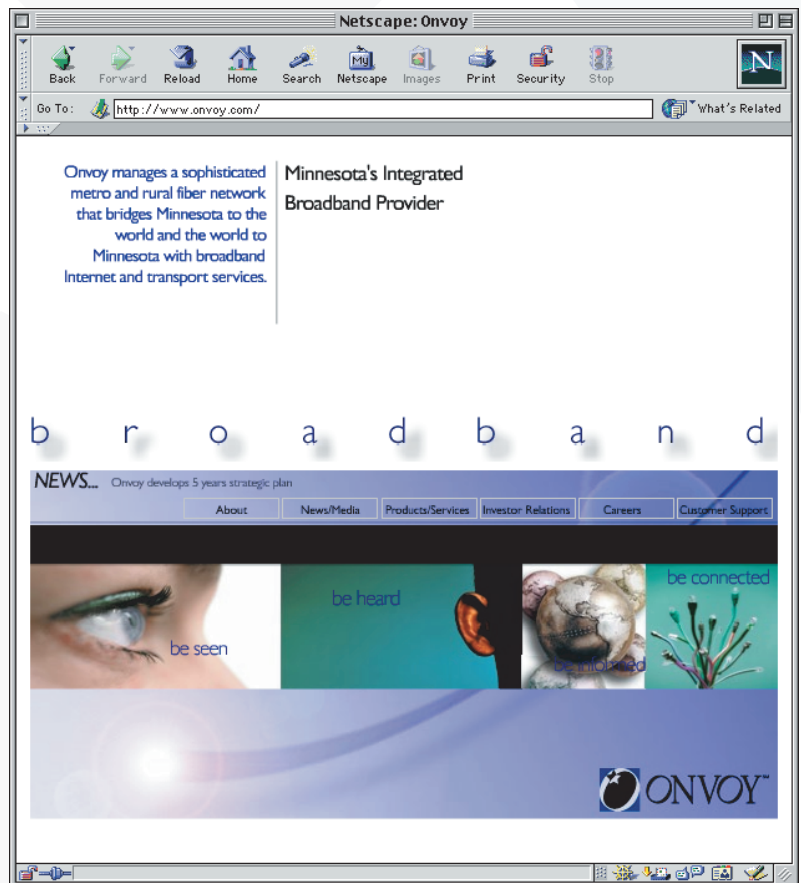
Complementary Colors

In addition to Onvoy's corporate colors of Reflex Blue and Black, the complementary colors may be used for color fields and typography. These colors are matched with corresponding photography or graphic images. All photography, graphic images and complementary colors must be approved by Onvoy's Corporate Communications department.

Internet/Electronic/Digital Media

The Internet and other electronic media allow for additional capabilities and potential misuses in displaying the Onvoy corporate signature. Therefore, the use of the Onvoy corporate signature on Web sites must be reviewed and approved by the Corporate Communications department on a case-by-case basis.

You may refer to Onvoy's corporate Web site to download logos and for more up-to-date information.



Legal Notices

Onvoy's trademarks, service marks and trade name are valuable assets. Because Onvoy intends to protect these assets and strengthen corporate and brand identities, Onvoy requires that use of its trademarks reflect a positive image and do not confuse or deceive consumers. Only Onvoy and its authorized resellers and licensees can use the Onvoy logo in advertising, promotional and sales materials. Onvoy authorized resellers can use the Onvoy logo only as specified in their reseller agreement and must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with Onvoy.

The guidelines contained in this brochure are for Onvoy licensees, authorized resellers, customers and other third parties wishing to use Onvoy's trademarks, service marks or images in promotional, advertising, instructional or reference materials, Web sites, labels or packaging. If your license provides with special trademark usage guidelines in your license agreement, please follow those guidelines. If your license agreement does not provide usage guidelines, then follow the guidelines contained in this brochure.

If you have any questions regarding Onvoy's corporate style guidelines, please contact Onvoy's Corporate Communications department or send an email to communications@onvoy.com.



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