MetaPlus Family (width = 110%)
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Adobe Garamond Family
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Brand identity guidelines
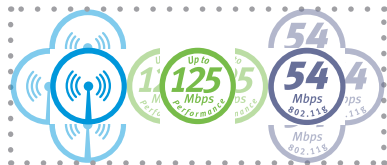
USRobotics®

The guidelines covered herein are designed to assist in the consistent use of the USRobotics brand identity for the development of marketing communications, collateral, advertising, etc. In most instances, it is through our marketing communications that our customers come to learn about our products and company. Both effective copy and visual design are integral to the proper presentation of the product and of the USRobotics brand name to our customers.

This is a guide to applying and communicating the brand of USRobotics, which reflects our commitment to our products, our level of quality and reliability and to our customers. The brand identity guidelines provide context and detail the corporate voice of USR, helping communicators effectively and consistently convey a complete message for this world-renowned brand. Any questions regarding specific design applications not outlined in this guide should be directed to the USRobotics marketing team.

Our brand is not just a set of colors or fonts. It is a part of the USRobotics business strategy. It is also our unique signature.

And like a signature, it is a kind of promise.

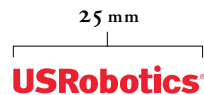# logo

USRobotics®
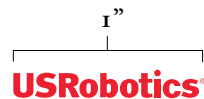
USRobotics®

USRobotics®

ON COLORED OR BLACK BACKGROUNDS

THE LOGO

Display of the USRobotics corporate logo is critical because this symbol represents who we are — it is our signature. It is not only used in our own materials and collateral, but also the context of other brands in packaging and in publications and advertisements. Consistent application of the logo is crucial to the success of our brand.

SIZE

The minimum size of the logo is proportionate to one (1) inch or 25 mm in width.
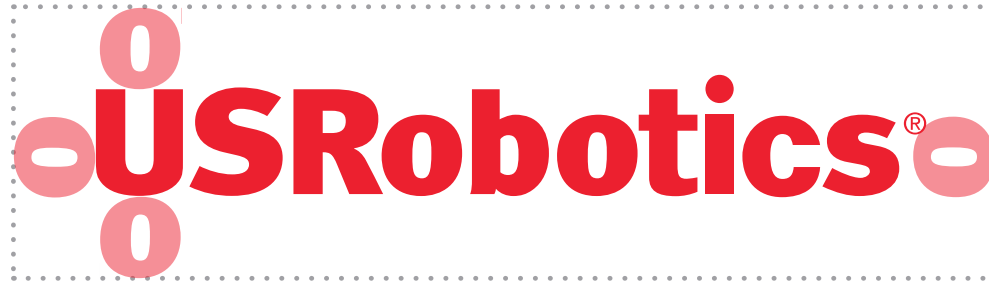
1"

USRobotics®

25 mm

USRobotics®

COLOR

Whenever possible in corporate applications, the USRobotics logo should be reproduced in USRobotics Red (PMS 485) on a white background. It can also be used in white over colored or black backgrounds.

logo

4

USRobotics®

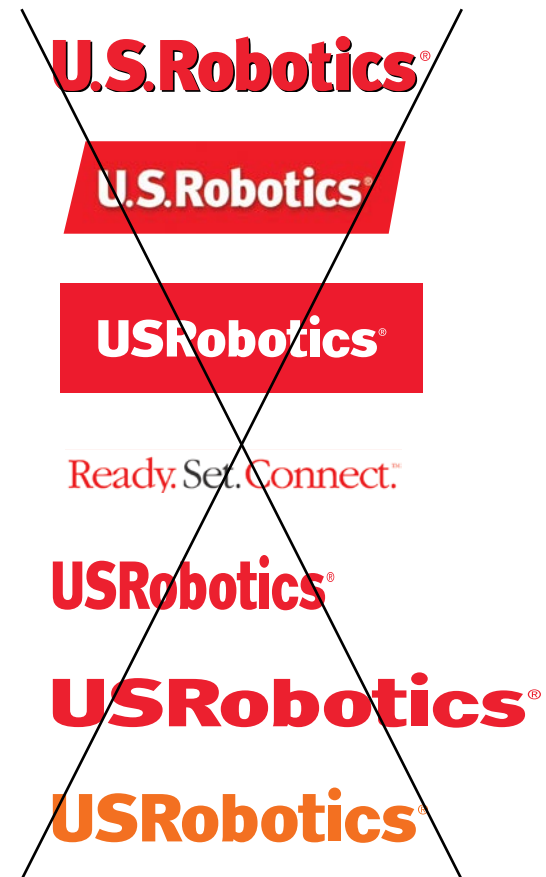**USRobotics®**

MINIMUM CLEAR SPACE

It is important to be conscious of the amount of space used around the logo, especially when it appears with other brands. The clear space helps establish the importance of the logo in environ-ments where it competes with other graphic elements for attention.

The diagram above indicates how to determine that space. No matter what size the logo is you are using, use the x-height of the logotype as a guide: in this case, the letter "o". So the size of the clear space increases or decreases proportionately to the size of the logo. Please allow for more space whenever possible.

USAGE

Do not color, re-proportion, or change the logotype in any way.

In the past, we have used several variations on our current USRobotics logo. In fact, there are some example illustrations in this book which had been developed over the last year and still bear traces of the evolving USRobotics brand — including old logos. Going forward, however, we will use only the approved logos displayed on the previous page.

U.S.Robotics®

U.S.Robotics®

USRobotics®

Ready. Set. Connect.™

USRobotics®

USRobotics®

USRobotics®

name

Lorem ipsum **USRobotics** dez dolor nana sit mar consectitor adipscing elit nik diamel nonumy ewsmod tempor incidunt of labore et dolore magna aliquam erat volupat. Bro enim sun mingus ra ad minimim veni quis nostrud bley exercit ation ulta mcorpor suscipit laboris nisi ailquip ex ea commodo miles consequat. **USRobotics** waldron **USR** autem vel irote dolor in reprehendent in voluptate velit esse mingus son conset vel weston dolore ef fugfiat nulla pariafur. At veros eos et tapscott et justo odiolel dignissim qui este blandit praesent **USRobotics** delenit aigue duos dolor et ellington.

THE USROBOTICS NAME

In any situation, the USRobotics name must remain consistent. Therefore, it should appear as:

USRobotics

It should never be used as U.S. Robotics or U.S.Robotics. We may also refer to ourselves as USR — but this should be done sparingly. The name USRobotics should never be broken at the end of the line of text.

Going forward, except when expense prohibits, the logo will no longer include periods or spaces. Existing products with silk screened or tooled
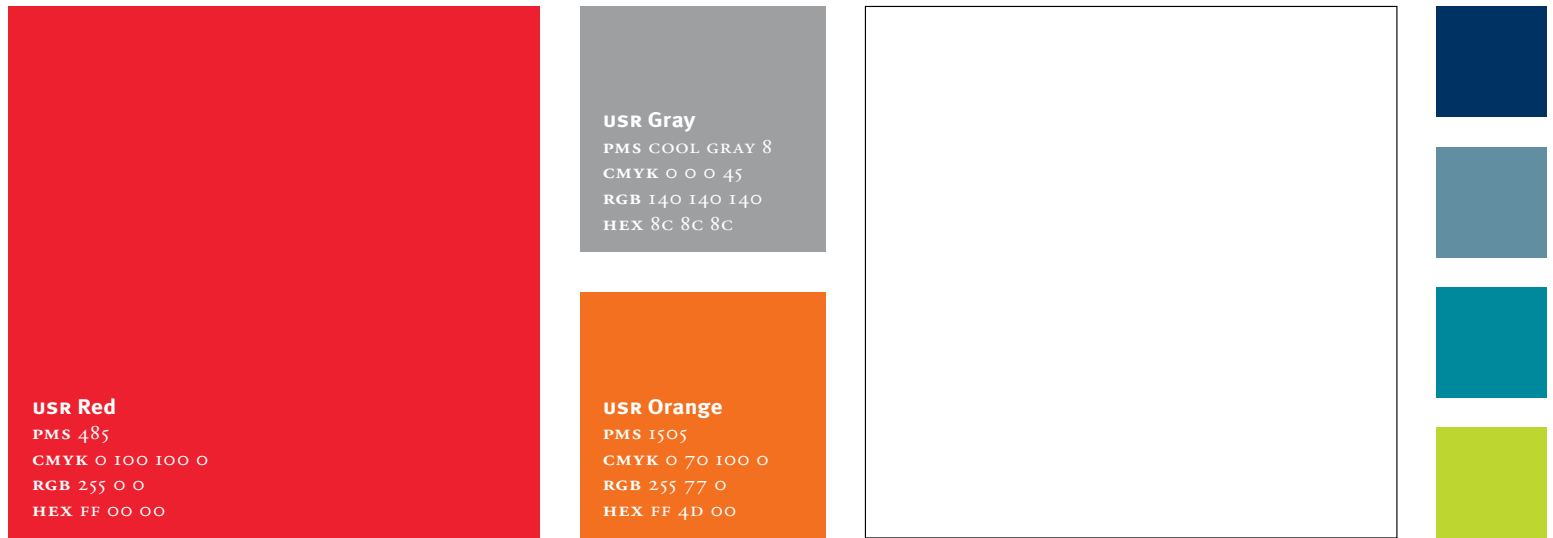
"U.S. Robotics" logos (and their packages) will migrate to the new logo when change opportunities arise. This includes all communications, Web pages, etc. This phased approach, and subtle change, will allow us to introduce the new logo and begin to benefit from of it, without incurring incremental expense. This policy holds until future circumstances dictate acceleration.

In informal textual communications (datasheets, application notes, press releases, web content, advertising copy, etc.) the correct and preferred use of the company name is USRobotics (no periods, no spaces).

The only continuing use of "U.S. Robotics" will be in formal communications where the company is identified. This is limited to officer communications, contracts and copyright notices. Usually this will mean the entire formal name of the company is used (e.g., U.S. Robotics Corporation).

Keep in mind that our goal in making this change in textual use is to strengthen branding in all of our communications (and those of the media), and to lay the groundwork for potentially use USR as a standalone sub-brand for future marketing opportunities.

color palette

USR Gray
PMS COOL GRAY 8
CMYK 0 0 0 45
RGB 140 140 140
HEX 8C 8C 8C

USR Red
PMS 485
CMYK 0 100 100 0
RGB 255 0 0
HEX FF 00 00

USR Orange
PMS 1505
CMYK 0 70 100 0
RGB 255 77 0
HEX FF 4D 00

PRIMARY CORPORATE COLOR
The above illustration shows both our corporate colors and the proportions in which they are to be used in relationship to each another.

USRobotics' primary corporate color is USR Red (PMS 485). Listed on this page are the color specifications for our corporate color and the entire color palette for four-color process (CMYK) printing, on-screen display (RGB) and web-safe (HEX) colors.

WHITE SPACE
Although white may be thought of as an absence of color, for us it features prominently in everything

we do. So — along with USR Red — it may also be considered a primary corporate color. The white balances our strong palette and allows for a visual presentation that is clear and uncluttered.

SECONDARY AND TERTIARY COLORS
USR Gray (PMS COOL GRAY 8) and USR Orange (PMS 1505) are secondary colors that are used to complement the red and white.

The colors illustrated to the right are tertiary colors and should be used with restraint, as accents to the red, white, gray and orange.

USR Dark Blue
CMYK 100 60 0 56
RGB 5 28 67
HEX 05 1C 43

USR Light Blue
CMYK 56 21 19 19
RGB 92 128 137
HEX 5C 80 89

USR Teal
CMYK 100 0 25 26
RGB 1 114 23
HEX 01 72 78

USR Light Green
CMYK 30 0 100 0
RGB 179 220 16
HEX B3 DC 10

typography

MetaPlus Family (width = 110%)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Adobe Garamond Family

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Arial
Times New Roman

TYPE

The primary USRobotics font is MetaPlus set at 110% width. All cuts of the MetaPlus family may be used, but the width must always be set at 110%. The opening spread of this book and the page headers are set in MetaPlus (width = 110%).

As a complement to MetaPlus, we use the Adobe® Garamond family of faces. This typeface is classic and versatile. It works especially well in setting large portions of copy, as in the text of this book.

TEXT STYLE

Text should always be set flush left, ragged right, as seen throughout this book.

Like well-made clothes, leading (the space between lines of text) should be neither too loose nor too tight. A good rule of thumb: leading can be determined by multiplying the point size by 1.2 – 1.5. This text, for example, is set at 10 points, with a leading of 12 points. 10 x 1.2 = 12.

Paragraphs are not to be indented. Space between paragraphs should be a single or half-line space.

TRUETYPE AND WEB FONTS

Whenever possible, we prefer using the postscript versions of the MetaPlus and Garamond typefaces illustrated above. However, in certain situations when they are not available, we can substitute Arial and Times New Roman.

brand photography
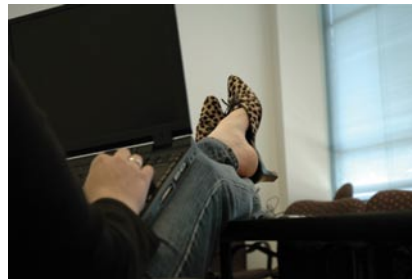
BRAND PHOTOGRAPHY

In the past when we had to rely on stock photography, black and white was the preferred format. This helped create unity among many different images, from many different photographers and agencies.

Now that we have developed a library of custom usr photography, we can use full-color images. While there may be some black and white applications still in the pipeline as we transition, it is important that going forward we utilize our custom, full-color photography. Hundreds of images have been made available from the Marketing Department.

DOS AND DON'TS

In the rare instance we might have to purchase a stock photograph, these images must be chosen carefully. Look for real people in real situations, interesting cropping or motion. Stay away from the overly-posed cheese and the conceptual corn.

Do not use duotone or selectively colored images.

product photography
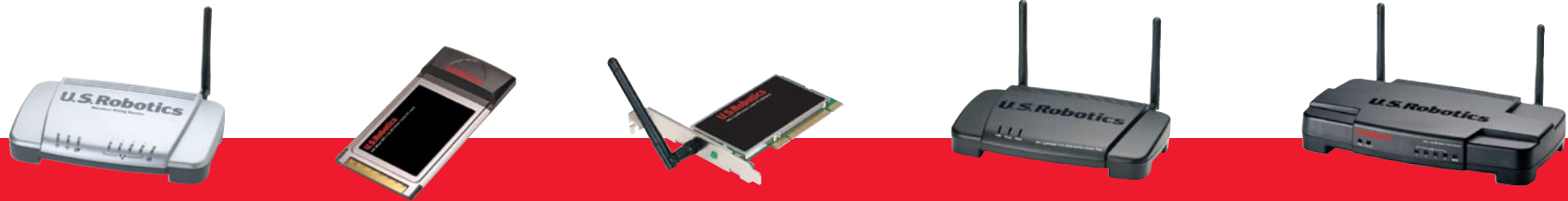
PRODUCT PHOTOGRAPHY

USRobotics products should be displayed against a plain white background, with minimal shadowing. Clipping paths should also be applied so our product images can be effectively displayed over a white or color background, as shown at right and above, respectively.

USR products may also be depicted in the context of our lifestyle brand photography, as shown at left.

visual elements

THE RED BAR
A solid USR Red bar is a vital visual element of our brand. As seen above (and on the cover and back of this book), the red bar is an effective tool that adds color and graphic interest. At the same time, it is a way to add coherence and unity across a wide array of our materials: collateral, datasheets, advertising, and the Web.

ICONS
Icons are a graphic way to further describe our products and their features. They may be used in plain black or knocking-out white over a colored background. When possible, we use these colors in order, as shown above and listed at right.

When more than six icons are used, simply repeat the color sequence (as shown above).

GRID SYSTEM
As can be seen throughout this document, a strong, tight grid system is preferred in layouts. This acts as the skeleton which holds all the important tissue and muscle properly in place.

1. Orange
CMYK 0 70 100 0

2. Gray
CMYK 0 0 0 65

3. Blue
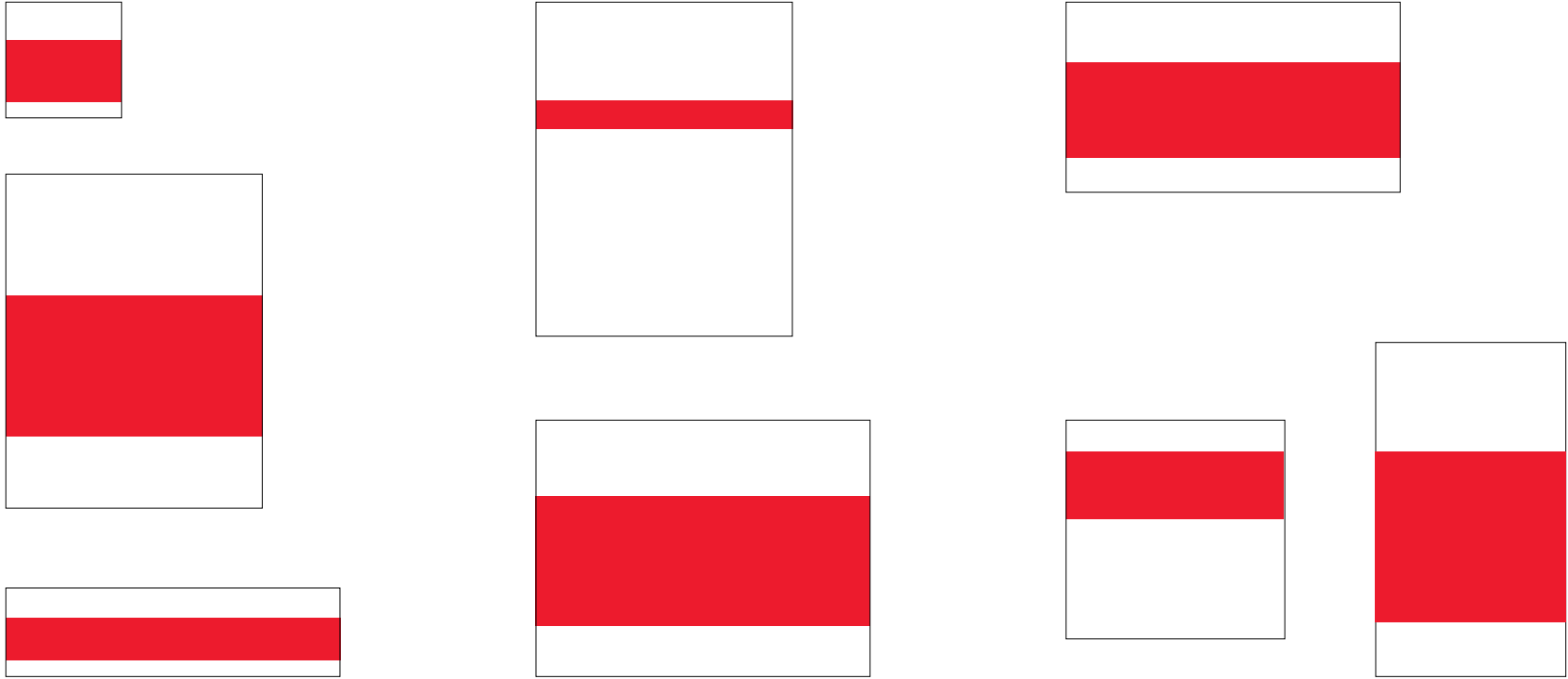CMYK 100 18 0 0

4. Green
CMYK 58 2 95 0

5. Purple
CMYK 63 53 16 8

6. Magenta
CMYK 0 100 0 0

USING THE RED BAR

The red bar may be used and applied in an infinity of ways. As demonstrated in the above thumbnails, the bar can be many different sizes and widths. It should, however, always extend the full width of the page it is used on.

The red bar may contain text or product photos.

USING ICONS

Icons may be used in a variety of situations: packaging, datasheets, collateral material, etc. They may be applied both horizontally and vertically.
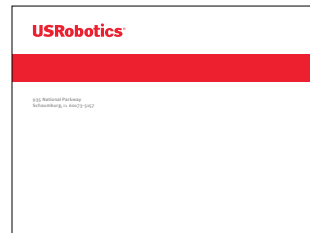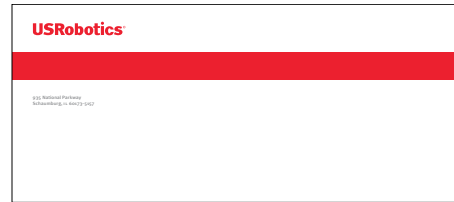
When they are used, it is important to establish proper spacing between and around the icons. As shown at right, the clear space around the icons should be *at least* ½ the diameter of one icon. And the spacing between the individual icons should be *at least* ⅓ the diameter of the icons used.

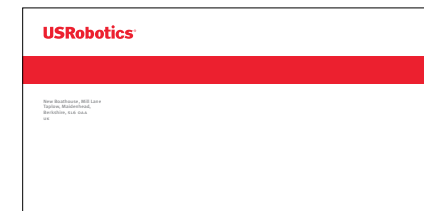When using multiple icons, they should all be the same size.
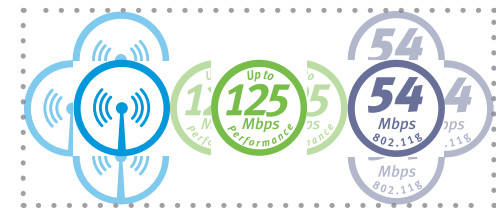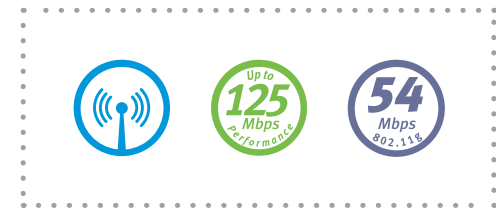
stationery

USRobotics

STATIONERY

The USRobotics visual identity is consistently applied to our stationery system, which includes letterhead, envelopes, business cards, etc.

Pictured here are examples of element of this system in both U.S. and EMEA regions.

These pieces should not be created without using our custom templates, which have been developed for these materials and are available through the Marketing Department.

business communications
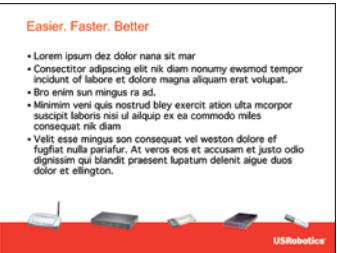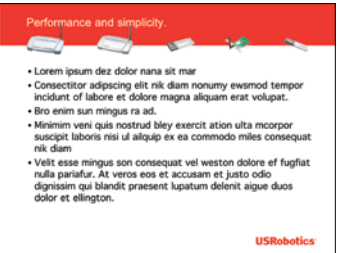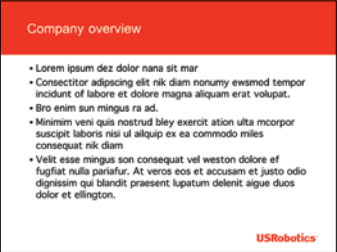

POWERPOINT TEMPLATES

Microsoft® PowerPoint templates have been designed which incorporate the USR brand and all of its components, including color palette, typography and photography.

The slides pictured above can be used in many contexts, including all corporate communications.

For presentation that are more focused on specific USRobotics products, other slide templates are also available that incorporate our product photography.

These templates are available from the Marketing Department.

advertising
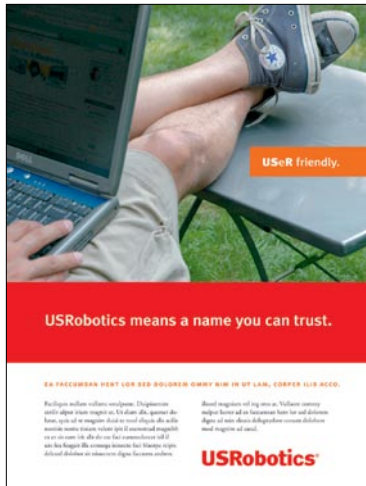
ADVERTISING

Our advertising combines the elements of our visual identity — photography, color, typography, the red bar, etc. — to reinforce the strength of the USRobotics brand in the marketplace.

Verbal messaging is also a critical component of our advertising. It is simple and direct. A clear and uncluttered message in reinforced by our clear and uncluttered visual presentation.
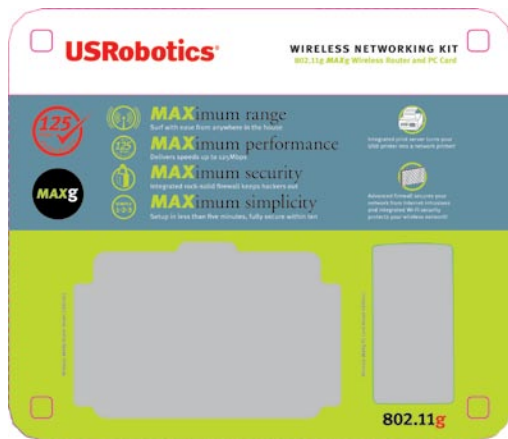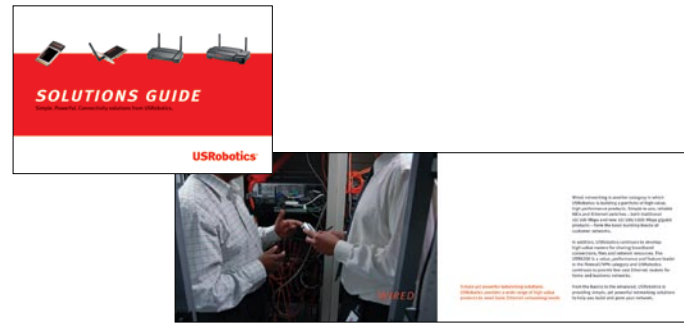
Our top-level and headline messaging also creates unity by leveraging consistent themes, such as "USRobotics means..." and words and concepts that play off the "US" in USRobotics, "USeR friendly" and "Business unUSual" for example.

DOS AND DON'TS

Our photographic style (see PAGE 8) is a unique way to add coherence to the USR brand across many applications. We should be consistent in how we apply the visual identity to our advertising.

Other brand elements should also conform to these guidelines: use of the red bar, typography, white space, etc. Do not use selectively-tinted photography. Avoid using ghosted images as watermarks or backgrounds. And try to maintain white space.

datasheets

DATASHEETS

Datasheeets for USRobotics products also reflect our brand identity. The consistent use of color, type, product photography and other USR visual elements such as the red bar and icons empower us to communicate with people coherently and effectively about our products and offerings.

examples

CONSISTENCY, CONSISTENCY, CONSISTENCY
We create many kinds of materials and collateral, which bear the USRobotics name and image. It is vital that across all these varied media we maintain consistency. The success of our brand depends on it.

so what?

The USRobotics name, logo, and other elements
of the company's identity communicate who
we are. They are the face we present to the world,
the way others come to know the company
and its products. The best way to preserve our
identity is to apply it consistently. Our goal
is to give a distinctive USRobotics "look" to
everything that bears our name — from
stationery to packaging, brochures to advertising.
By following these guidelines, every piece of
USRobotics communication will contribute to
building a strong visual identity that is recognized
and respected around the globe.

"The more constraints one imposes, the more one frees oneself of the chains that shackle the spirit… the arbitrariness of the constraint only serves to obtain precision of execution."

IGOR STRAVINSKY

for more information

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1"

USRobotics®