



Brand Guidelines

Guidelines for the correct visual usage and implementation of the PAETEC Brand, and for the establishment of clear and consistent messaging.

1 Explanation of the Brand

A brand is a promise to the customer and lives in the impression left with the individual. Delivering unmatched levels of service, the PAETEC Brand is that of the elite provider of communications solutions to businesses nationwide. Sophisticated and established, yet nimble and leading in technology and innovation.

"A brand is not an icon, a slogan, or a mission statement. It is a promise—a promise your company can keep. This is the promise you make and keep in every marketing activity, every action, every corporate decision, every customer interaction. You promote it internally and externally. The promise drives budgets and stops arguments. If everyone in the company knows what the promise is, and knows that they will be rewarded or punished depending on the personal commitment to the promise, politics and personal turf issues start to disappear."

VanAuken, Brad. *Brand Aid*. New York: AMACOM. 2003. Print.

2 About PAETEC

Boilerplate

PAETEC, a FORTUNE 1000 company, is personalizing business communications for medium and large businesses, enterprise organizations, and institutions across the United States. We offer a comprehensive suite of IP, voice, data, and Internet services, as well as enterprise communications management software, network security solutions, CPE, and managed services.

Mission

Our mission is to be the most customer and employee-oriented communications provider.

3 The Logo

Vertical Signature

FULL COLOR



1 COLOR - BLACK



Horizontal Signature

FULL COLOR



1 COLOR - BLACK



The Logo

Vertical Signature - On Black

FULL COLOR

1 COLOR - BLACK



Horizontal Signature - On Black

FULL COLOR

1 COLOR - BLACK



4 Tagline

Alone

REGULAR

personalizing business communications

BOLD

personalizing business communications

Signature

REGULAR



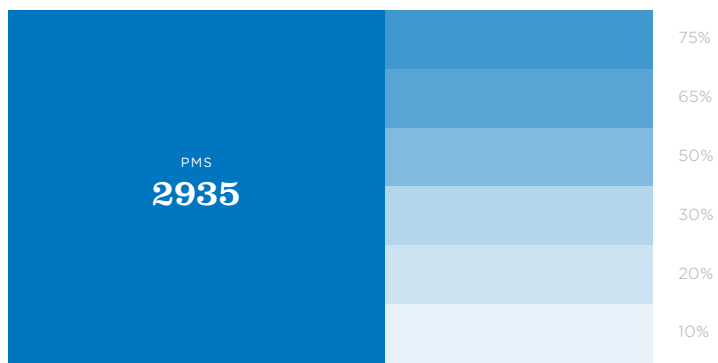
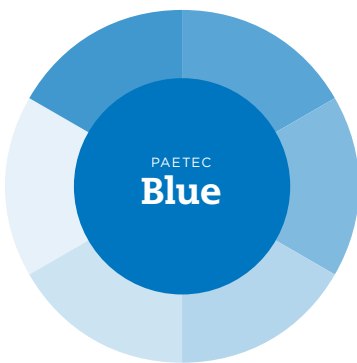
ON BLACK



5 Colors

Primary, Secondary & Tertiary

PAETEC BLUE - PANTONE 2935

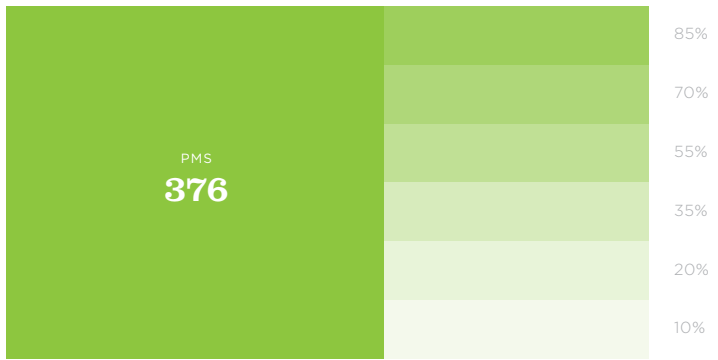
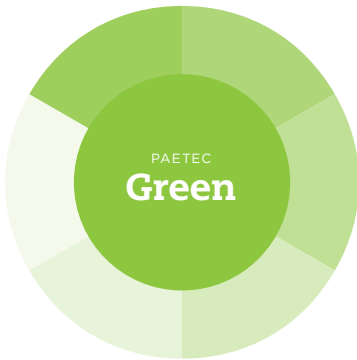


CMYK
C: 100
M: 46
Y: 0
K: 0

RGB
R: 0
G: 118
B: 192

HEXADECIMAL
#0076c0

PAETEC GREEN - PANTONE 376

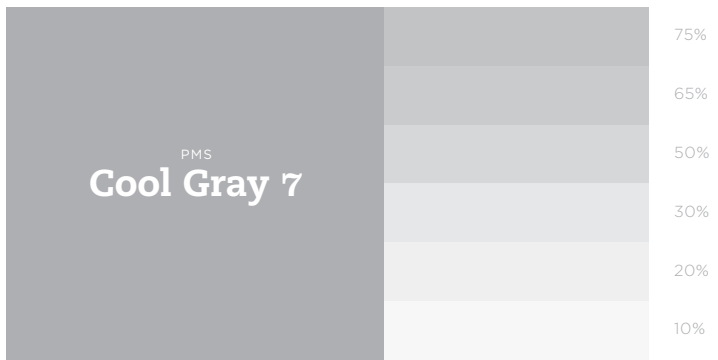
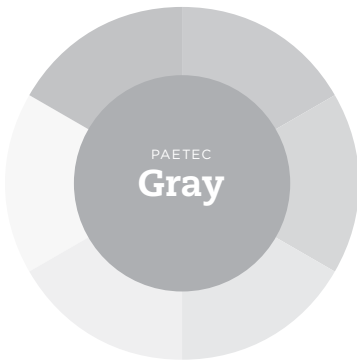


CMYK
C: 60
M: 4
Y: 100
K: 0

RGB
R: 81
G: 100
B: 72

HEXADECIMAL
#77b800

PAETEC GRAY - PANTONE COOL GRAY 7



CMYK
C: 42
M: 34
Y: 33
K: 1

RGB
R: 154
G: 155
B: 157

HEXADECIMAL
#9a9b9d

6 Typography

Primary Typeface

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#%^&*()-+=?

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#%^&*()-+=?

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#%^&*()-+=?

Secondary Typeface

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#%^&*()-+=?

Adobe Garamond Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#%^&*()-+=?

Adobe Garamond Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#%^&*()-+=?

Typography

Alternate Primary Typeface

Gotham Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#\$%^&*()-+=?

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#\$%^&*()-+=?

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#\$%^&*()-+=?

Gotham Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#\$%^&*()-+=?

Alternate Secondary Typeface

Caecilia 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#\$%^&*()-+=?

Caecilia 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#\$%^&*()-+=?

Caecilia 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 12345678990!@#\$%^&*()-+=?

7 Sub-brands

When using the PAETEC logo, or any of its sub-brands in customer-facing materials, you must obtain the approval of the Design Group, as well as follow these simple guidelines:

- » The PAETEC logo must take prominence over any other logo
- » No logo should be closer to the PAETEC logo than one half the width of PAETEC's logo ($\frac{1}{2} X$)
- » Sub-brand logos must not exceed the width of PAETEC's logo (X)

This design style helps to identify PAETEC as a master brand with consistent brand positioning.



8 Co-branding - PAETEC as Master Brand

When using the PAETEC logo, or any of its sub-brands in a co-branding effort, you must follow these simple guidelines:

- » The PAETEC logo must take prominence over any other logo
- » No logo should be closer to the PAETEC logo than one half the width of PAETEC's logo ($\frac{1}{2} X$)
- » Co-branded logos must not exceed half the width of PAETEC's logo ($\frac{1}{2} X$)

This design style helps to identify PAETEC as a master brand with consistent brand positioning.



9 Co-branding - PAETEC as Equal

When using the PAETEC logo, or any of its sub-brands in a co-branding effort, you must follow these simple guidelines:

- » The PAETEC logo must have equal presence with the other logo
- » No logo should be closer to the PAETEC logo than one half the width of PAETEC's logotype ($\frac{1}{2} X$)
- » Co-branded logos must not exceed the width of PAETEC's logotype (X)



Disclaimer:

All users of the PAETEC logo and brand must abide by the guidelines outlined in this document. Any deviation from these guidelines in logo usage, color, size, placement, or aspect ratio is strictly prohibited.

Questions? Send an e-mail to:

DesignGroup@PAETEC.com