



## Brand Guidelines

Guidelines for the correct visual usage and implementation of the Quagga 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 Quagga 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 Quagga

### Boilerplate

Quagga is a leading integrator, specializing in building and delivering unified communications solutions through the deployment of best-in-breed voice and video network applications.

### Mission

By cultivating a corporate culture of discipline and execution, our top-notch personnel are able to provide the most innovative communications solutions to our customers. We are able to deliver a customer service experience that is unmatched in any industry by providing an internal atmosphere where our employees can thrive personally and grow professionally.

## 3 The Logo

### Main Signature

FULL COLOR



1 COLOR - BLACK



### Main Signature - On Black

FULL COLOR



1 COLOR



### Alternate Color Block

FULL COLOR

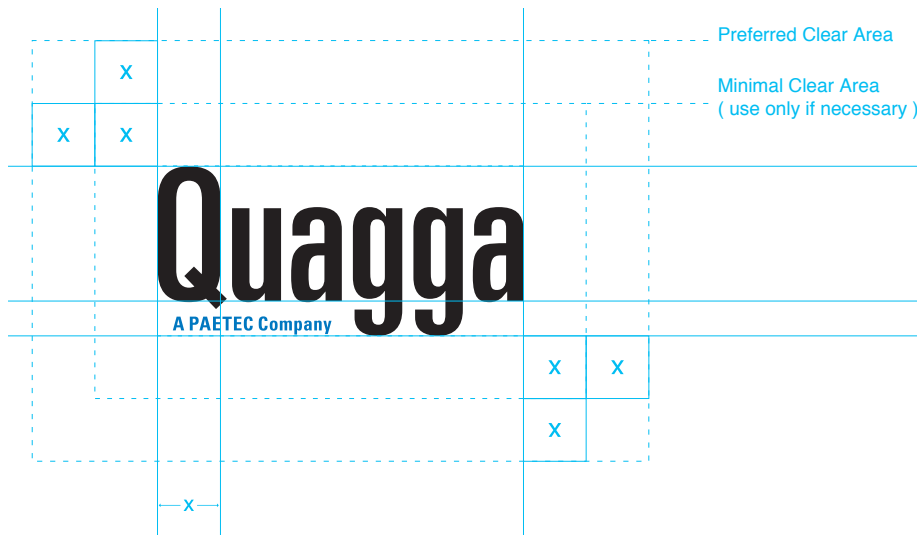


1 COLOR

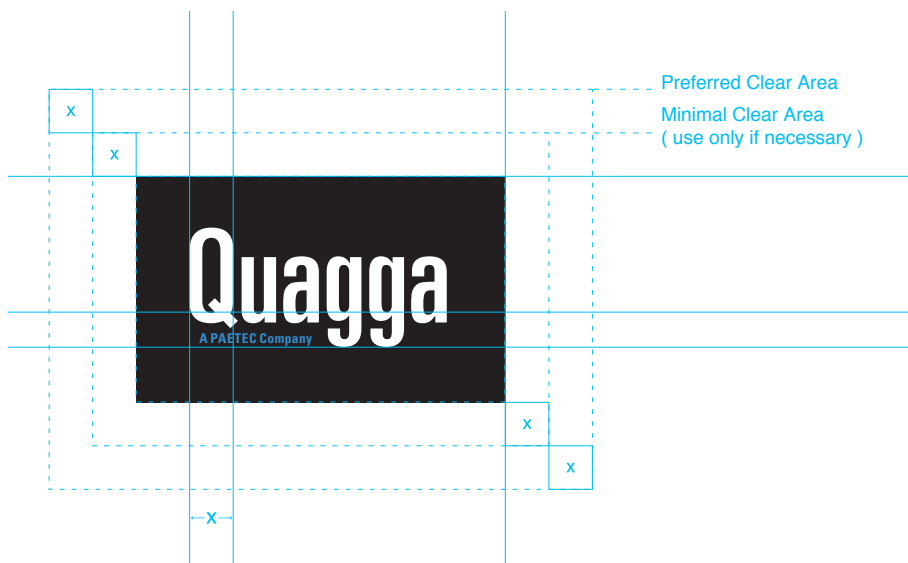


## The Logo

### Main Signature - Clear Area



### Alternate Color Block - Clear Area



## 4 Tagline

### Alone

REGULAR

Let the Network Speak. )))

ON BLACK

Let the Network Speak. )))

### Signature

REGULAR

**Quagga** Let the Network Speak. )))  
A PAETEC Company

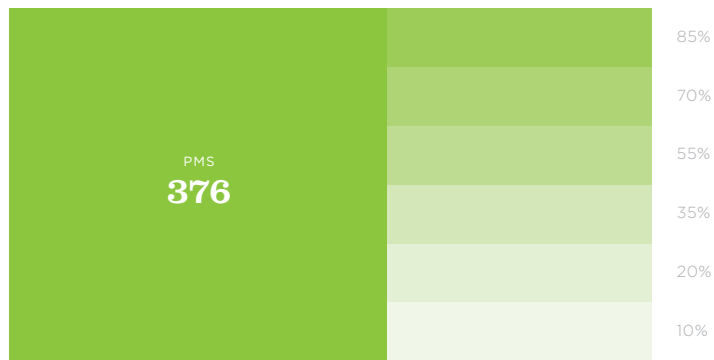
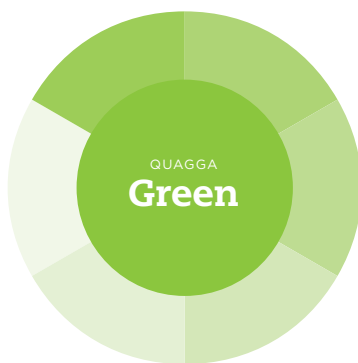
ON BLACK

**Quagga** Let the Network Speak. )))  
A PAETEC Company

## 5 Colors

### Primary, Secondary & Tertiary

QUAGGA GREEN - PANTONE 376

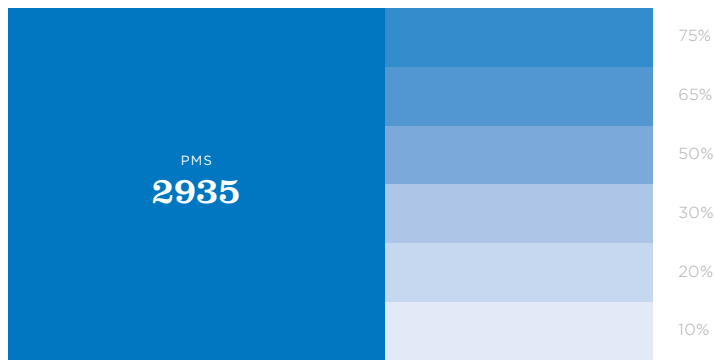
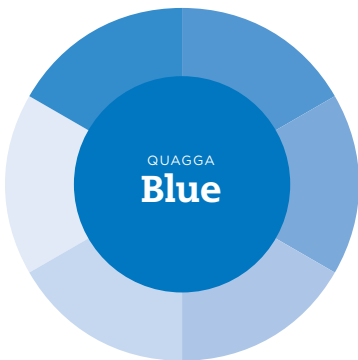


**CMYK**  
C: 60  
M: 4  
Y: 100  
K: 0

**RGB**  
R: 119  
G: 184  
B: 0

**HEXADECIMAL**  
#77b800

QUAGGA BLUE - PANTONE 2935



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

**RGB**  
R: 0  
G: 118  
B: 192

**HEXADECIMAL**  
#0076c0

QUAGGA GRAY - PANTONE COOL GRAY 10



**CMYK**  
C: 62  
M: 53  
Y: 50  
K: 21

**RGB**  
R: 97  
G: 98  
B: 101

**HEXADECIMAL**  
#616265

## 6 Typography

### Primary Typeface

Gotham Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

**Gotham Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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

**Gotham Ultra**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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

### Secondary Typeface

Caecilia 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Caecilia 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

**Caecilia 85 Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

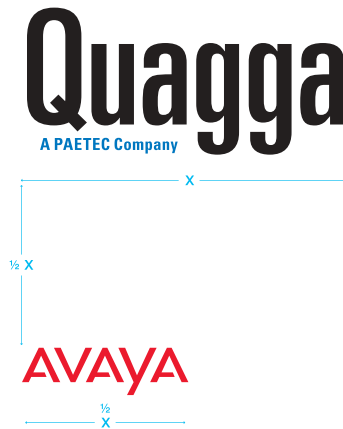
**abcdefghijklmnopqrstuvwxyz 12345678990!@#%&\*()-+=?**

## 7 Co-branding - Quagga as Master Brand

When using the Quagga logo in a co-branding effort, you must follow these simple guidelines:

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

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



## 8 Co-branding - Quagga as Equal

When using the Quagga logo in a co-branding effort, you must follow these simple guidelines:

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

