

BRAND BOOK

January 2023



BRAND BOOK

PURPOSE

The brand guidelines in this book are a set of rules that show proper use of the Nex-Tech logo, as well as approved fonts, branded colors & more.

Consistency in logo appearance ensures instant brand recognition for any audience across all platforms.
Display the logo only as demonstrated in this brand book.

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LOGO

The Nex-Tech logo should always contain the service mark (SM).

LEFT FORMAT



CENTERED FORMAT



LOGO COLOR VARIATIONS



In order to maintain the integrity of the logo, please use the approved color variations on this page.



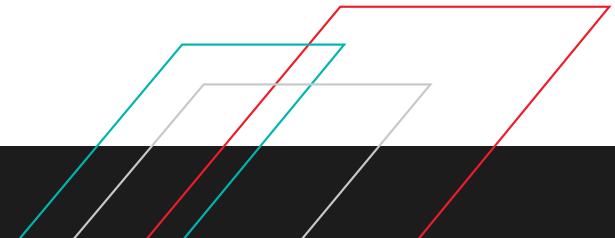
Solid-color versions of the logo may be used in place of the primary logo for applications that do not allow for gradient effects (e.g. - embroidery).

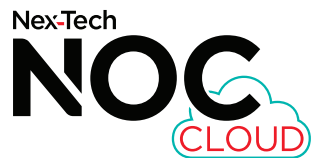


LOGO VARIATIONS



Additional logo variations for each business unit have been created in secondary brand colors.





75 YEAR LOGO VARIATIONS



In order to maintain the integrity of the logo, use only the approved color variations on this page.



Solid-color versions of the logo may be used in place of the primary logo for applications that do not allow for gradient effects (e.g. embroidery).



LOGO VIOLATIONS



The strength of the Nex-Tech brand depends on consistent use of the logo. Any changes to the shape, design, or color will interfere with brand effectiveness.



DO NOT:

STRETCH OR
SKEW THE LOGO

NT Nex-TechSM

NT Nex-TechSM

NT Nex-TechSM

CHANGE SIZE OF
THE ELEMENTS

NT Nex-TechSM

NT Nex-TechSM

NT Nex-TechSM

CHANGE COLORS

NT Nex-TechSM

NT Nex-TechSM

NT Nex-TechSM

CHANGE FONTS

NT Nex-TechSM

NT NEX-TECHSM

NT Nex-TechSM



DO NOT, cont.:

CHANGE POSITION
OF ELEMENTS

Nex-Tech

Nex-Tech

ADD OTHER ELEMENTS

Nex-Tech

Nex-Tech

ADD EFFECTS
(e.g. - Glow Effect, etc.)

Nex-Tech

Nex-Tech

USE ON BUSY BACKGROUND
IMAGES OR PATTERNS
(make sure area behind logo is
clear & contrasts the logo)

Nex-Tech

Nex-Tech

ADDITIONALLY

Do not use more than one version of the Nex-Tech logo per marketing piece. For example, do not put both the Nex-Tech Creative logo version and the primary logo version on the same poster.

Only use logo versions directly from approved artwork. For example, do not copy and paste or screenshot the logo from a website or other digital piece. Web graphics do not contain sufficient resolution to reproduce cleanly in printed applications.

There are a variety of logo versions and formats located here:

BRAND COLORS



The following are approved brand colors for Nex-Tech. It is important to use the colors as defined in this book so that the Nex-Tech brand is consistent and easily recognizable.

The red and black swatches below are Nex-Tech’s primary colors; however, secondary colors have been added to the approved color palette as accent colors.

PRIMARY LOGO COLORS



PANTONE
485 C

C = 0
M = 100
Y = 95
K = 0

R = 237
G = 28
B = 41

Hex ED1C29



PANTONE
BLACK

C = 0
M = 0
Y = 0
K = 100

R = 0
G = 0
B = 0

Hex 000000

GRADIENT ACCENT COLOR USED IN NEX-TECH LOGO



PANTONE
7628 C

C = 0
M = 96
Y = 81
K = 32

R = 158
G = 42
B = 47

Hex 9E2A2F

Secondary colors have been incorporated into Nex-Tech logo variations, which can be used as accents throughout marketing pieces. However, the red and black swatches on the previous page should still be the main colors used in design material.

**MASTER LOGO
GRADIENT ACCENT**

**BUSINESS LOGO
MAIN COLOR**



PANTONE
7628 C

C = 0
M = 96
Y = 81
K = 32

R = 158
G = 42
B = 47

Hex
9E2A2F

**BUSINESS LOGO
GRADIENT ACCENT**



PANTONE
1815 C

C = 2
M = 97
Y = 72
K = 52

R = 125
G = 39
B = 45

Hex
7D272D

**CREATIVE LOGO
MAIN COLOR**



PANTONE
326 C

C = 81
M = 0
Y = 38
K = 0

R = 0
G = 178
B = 177

Hex
00B2B1

**CREATIVE LOGO
GRADIENT ACCENT**

**CARRIER LOGO
MAIN COLOR**



PANTONE
7718 C

C = 100
M = 0
Y = 44
K = 30

R = 0
G = 119
B = 119

Hex
007777

**CARRIER LOGO
GRADIENT ACCENT**



PANTONE
7722 C

C = 94
M = 16
Y = 43
K = 59

R = 0
G = 81
B = 84

Hex
005154

Gradients from the approved color palette may be used as accents as well.



BRAND TYPOGRAPHY



Typography is another aspect of brand identity that should remain consistent throughout all Nex-Tech marketing materials. Type makes up a large percentage of a brand's visual identity, so it is important to keep a consistent representation of who we are as a brand.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black
Black Italic
Bold
Bold Italic
Medium
Medium Italic
Regular
Italic
Light
Light Italic
Thin
Thin Italic

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black
Black Italic
Bold
Bold Italic
Medium
Medium Italic
Regular
Italic
Light
Light Italic
Thin
Thin Italic

Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
Regular
Light
Thin

TYPOGRAPHY HIERARCHY

Typeface weight, size, and classification allows the designer to create visual hierarchy in the text, enabling the viewer to quickly organize and engage in the information.

LOREM IPSUM

HEADER

The most important information of the message is placed here to gain the viewer's attention. It is the largest text on the page and is usually bold.

Dolor sit amet

SUBHEADER

The subheader gives further insight to the headline. It should be short and interesting in order to encourage the reader to keep reading. Subheaders should be smaller than the header, and are generally found directly under the header.

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

BODY

The body text is the copy that forms the main content of the article. The type should be light, well organized, and easy to read.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

BRAND PHOTOGRAPHY



Images should be bright, clean, and contrasty.
The overall color scheme of the photos should be kept within the branded color scheme as much as possible.





BRAND VOCABULARY



fiber-to-the-premise — Fiber-to-the-premise should appear hyphenated in every situation. When used at the beginning of a sentence capitalize Fiber and nothing else. When used in the middle of a sentence all letters should appear in lowercase.

Hays residents will be receiving fiber-to the-premise!

FTTP — When fiber-to-the-premise is abbreviated, it should be in all capital letters.
Nex-Tech delivers fiber-to-the-premise (FTTP) to 90% of homes in its service area.

high-speed Internet — High-speed should appear hyphenated in every situation. Internet should appear capitalized in every situation. When used at the beginning of a sentence capitalize High, do not capitalize speed.
High-speed Internet will change your business.
When used in the middle of a sentence all letters should appear in lowercase except Internet.
Nex-Tech offers high-speed Internet.

Internet - Internet should always appear capitalized.
We offer three Internet speeds.

services — When the services are used in a sentence, capitalization of the service name is not necessary unless the proper name of the service is used.
We offer long distance, Internet, TV, wireless and phone.
Nex-Tech Long Distance is convenient.

store — Refer to our locations as Nex-Tech stores, not offices.
Visit your local Nex-Tech store today!

Wi-Fi — Wi-Fi should always appear hyphenated and should always appear with an uppercase “W” and “F”.
This is a Wi-Fi hotspot.

PUNCTUATION/**CAPITALIZATION**



broadband — Broadband is not a proper noun and should appear in lowercase unless it starts a sentence. The term broadband refers to a telecommunications signal of greater bandwidth. The only exception to this rule is if broadband is used in a title where it becomes a proper noun.
The National Broadband Plan will be a great benefit to our area.

Nex-Tech Help Desk — Nex-Tech Help Desk should always appear capitalized and with Nex-Tech included in the phrase. There is no instance where this would not be the case.
INCORRECT EXAMPLE: *Our customers truly appreciate the assistance the Help Desk offers.* CORRECT EXAMPLE: *The Nex-Tech Help Desk is a great source of information.*

800 Numbers — When listing an 800 number do not list the “1” first. This applies to ad copy and letters. 888.565.3200

separation — In any media other than a formal letter, use a period to separate the phone number. 877.625.7872
When using a phone number in a formal letter, use hyphens.
Call our local store at 877-625-7872.

town usage — When an advertisement is targeted at a

specific town, list the local number without the area code. FOR EXAMPLE, if a newspaper ad in the Plainville Times has the headline “Attention Plainville residents...” use the local Plainville office number. If a newspaper ad in the Plainville Times has the headline “Get 2 Months Free” and could apply to people outside of town use 877.625.7872.

website — The standard for including the website on advertising copy is “nex-tech.com”.

store addresses in letters

If stores appear in a letter or other business communication, abbreviations and periods should be not used in the address.
Example:

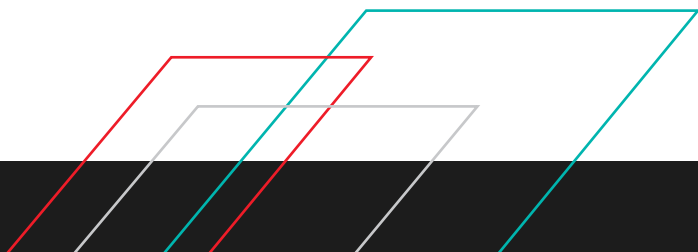
Norton
117 North Norton Avenue

store addresses — grouped/stand-alone or informal communication such as advertising mailers

If all stores or groups of stores are listed on a piece, use abbreviations and omit periods in the addresses. All stores as they should appear in a group are as follows:
(list all offices using this format):

Norton
117 N Norton

Nex-Tech Classifieds — Nex-Tech Classifieds should always





appear as two words and both words should be capitalized.
A banner on the Nex-Tech Classifieds is a great value!

online — Online should never appear hyphenated and should always appear lowercase unless it starts a sentence.
Visit us online at nex-tech.com.
When it starts a sentence only the “O” is capitalized.
Online presence is vital to a business’ success.

speeds — (Gbps, Kbps, Mbps, Gig, Meg) Should always appear capitalized.
We offer speeds up to 20 Mbps.
Nex-Tech has speeds up to 1 Gig.

website — Website should never appear hyphenated and should always appear lowercase unless it starts a sentence.
Visit our website at nex-tech.com.
When it starts a sentence only the “W” is capitalized.
Websites are vital to a business’ success.

Digital Video Recorder (DVR) — The first appearance of this service should always appear spelled out with the DVR in parentheses behind it in formal communication.
With a Digital Video Recorder (DVR) from Nex-Tech you can pause and rewind live TV! After the first appearance it should be referred to as only DVR.
Plus, recording your favorite shows from your DVR is easier

than ever!
It can appear only as DVR in creative copy.

HD — High Definition should always appear as HD and should always appear with an uppercase “H” and “D.” There should never be a space or a period between the “H” and the “D.”
Sign up for Nex-Tech HD.

Nex-Tech Game Time — Game Time is two words.

Nex-Tech Local One — When referring to local content that will appear on channel one, refer to it as Nex-Tech Local One.
Watch What’s Happening Now on NexTech Local One.

Nex-Tech TV — Nex-Tech TV should always appear with Nex-Tech in front when the service stands alone and does not appear in a group of services.
Nex-Tech TV takes your television service to the next level!
When this service appears in a group of other services it should appear as TV service.
Get 3 months free on Nex-Tech Phone, Internet or TV service when signing up before December 31!

Nex-Tech TV Now — TV Now is always two words.

BUSINESS STYLES



Cloud Phone — Hosted PBX should be referred to as cloud phone or cloud solutions. When using Nex-Tech in front of it, capitalize it as Nex-Tech Cloud Phone or Nex-Tech Cloud Solutions.

CALEA — CALEA, The Communications Assistance Law Enforcement Act of 1994, should be written in all capital letters when abbreviated.

IT — When using IT in text, it should not be abbreviated and it should be all caps without periods.
Nex-Tech is your complete IT solutions provider.

Managed IT — When referring to the product, capitalize Managed and IT.
Managed IT is completely scalable and can grow with your business as you do.
Your 3-5 year technology plan will ensure a worry-free, complete IT solution customized to meet the exact needs of your business.

NOC — Network Operations Center, (NOC), should use no periods when abbreviated.
A good NOC service provider will learn from experiences and mitigate future occurrences.

Nex-Tech Directory — Nex-Tech Directory should only be used when referring to the book or an advertisement in the book. Contact your sales representative to place your ad in the Nex-Tech Directory.

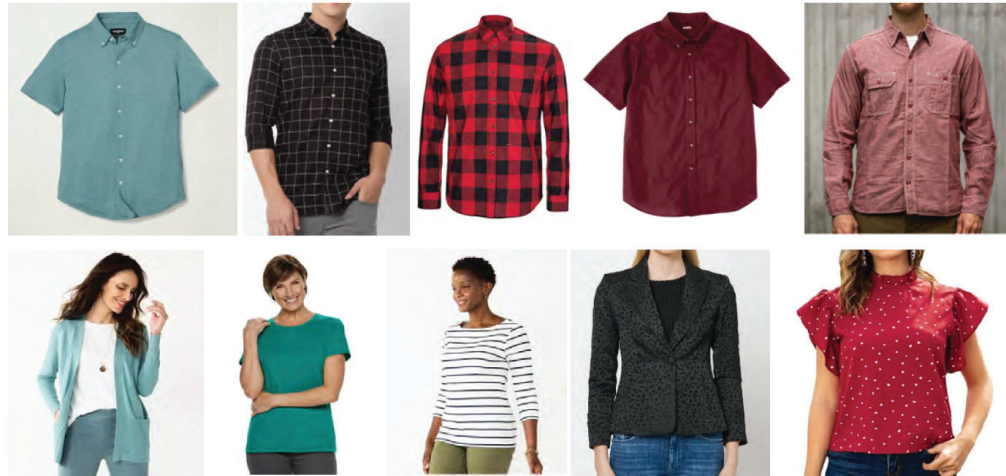
APPAREL STYLE



Logo apparel must be business or business casual in category and adhere to the approved brand color palette. When shopping, please keep in mind this required color palette for Nex-Tech corporate apparel.



Patterns are approved if they are subtle and the garment is only one or two colors. Examples to the right show items that would be approved to have the Nex-Tech logo embroidered.



These are examples of clothing that would not be approved to have the Nex-Tech logo embroidered. Examples include loud or busy patterns and colors that do not fit in the color palette.



CORPORATE SHIRTS



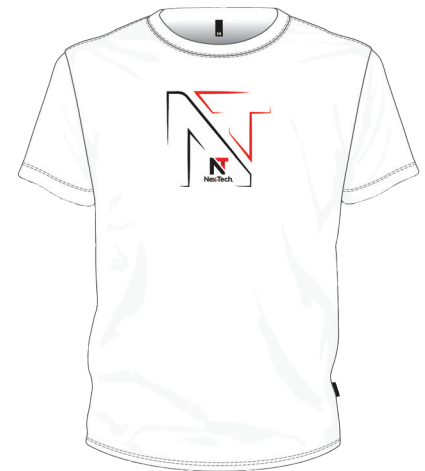
Corporate Nex-Tech shirts/apparel will be created in the approved corporate colors as detailed in the Brand Guide. They will include one of the various approved logos in one of our approved colors. Corporate shirts are approved to wear at work, based on individual departments' dress codes. All new corporate apparel designs must be approved by the Marketing Supervisor and Director of Customer Engagement.

Examples: employee store, safety shirts, etc.

Choose your logo wisely...

When choosing the logo color, please don't select a two-color logo where half of the logo color matches the item color.

For example, don't choose the black/red logo if the shirt color is black.



SPONSORED SHIRTS



Sponsorship shirts/apparel show corporate support of events, organizations, teams, and causes. Since these shirts follow the color and image guidelines of the event, organization, team, or cause, only one-color, black or white versions of the Nex-Tech logo are approved for use on sponsorship shirts. The Nex-Tech logo should not be the main focus of the shirt and should be no more than 5 inches wide for the horizontal version and 3 inches wide for the vertical version of the logo. All new sponsorships for shirts outside of the organization must be approved by the Marketing Supervisor and Director of Customer Engagement.

Examples: football donation shirts, Larks shirts, Salina Liberty shirts, etc.



BRANDED TRINKETS



All trinket orders are to be routed through the marketing team. Only approved Nex-Tech logos listed in this Brand Guide should be used on trinkets. Left or center formatted logo use should be determined by the allotted imprint space. Do not change the proportion of the logo components, separate elements of the logo, or change any aspect of the logo in order to get it to fit on a trinket item. If the integrity of the logo cannot be preserved, the trinket should not be ordered.

Additionally, all trinket orders should be carefully proofed in digital format from the trinket company before an order is placed to ensure the company did not alter the logo in any way.



