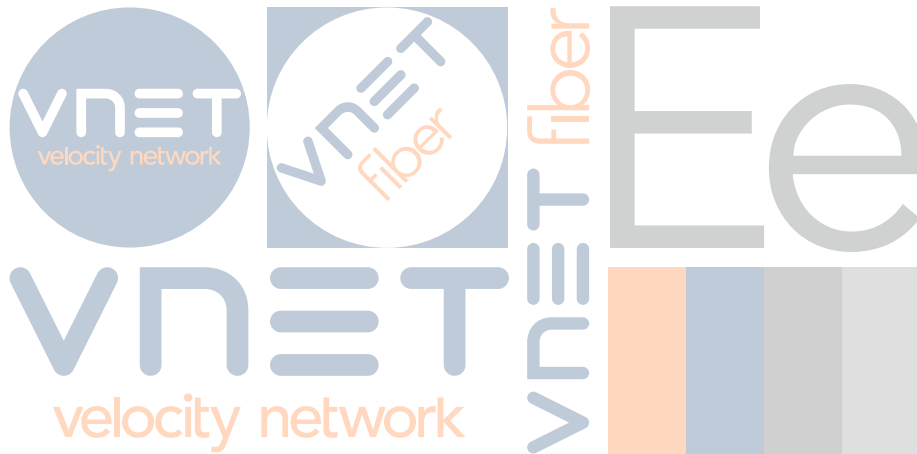




# BRAND GUIDELINES

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color (preferred)



monochrome



## The Logo

The VNET Logo was designed to simplify the branding of our large service offerings.

The stylized VNET was designed to convey our technical and binary industry and to give Velocity Network a visual element to make us more recognizable to our clients.

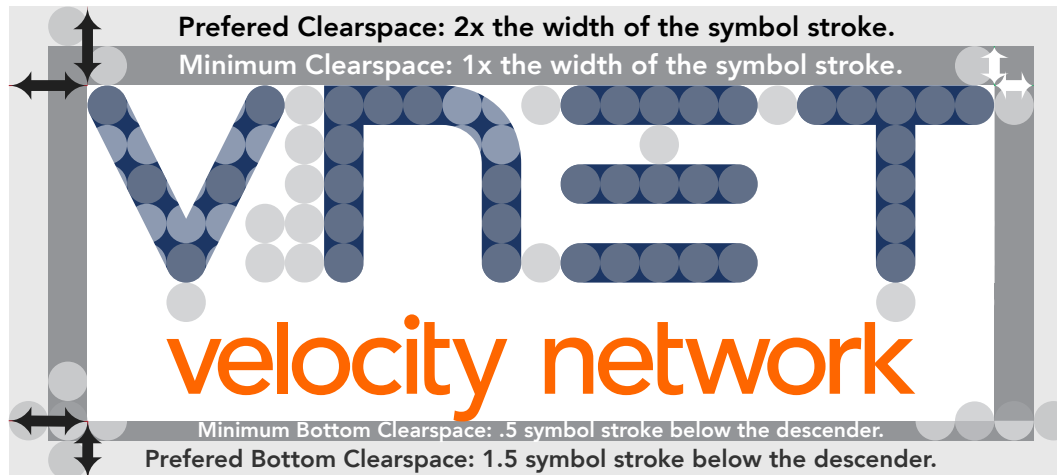


## The Logo = symbol + logotype

The visual identity of the Velocity Network brand consists of the VNET symbol, typography and color palette.

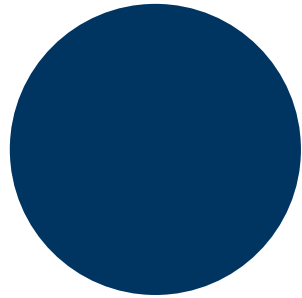
The VNET symbol is a stylized abbreviation for Velocity Network and also serves as a nod to one of our original brands, velocity.net.

The logotype is based on the Avenir typeface but includes a few tweaks. The cross in the letter 't' is flat on the left side. The hanger heights have been made uniform with only the period peaking up above them.

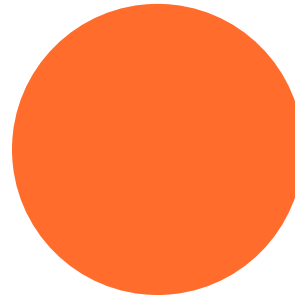


Minimum Size: 80px

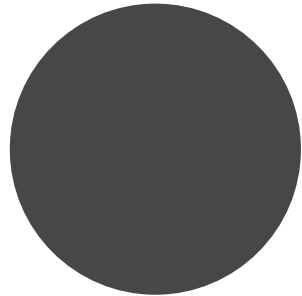




**HEX:** #003366  
**RGB:** 000 051 102  
**CMYK:** 100 050 000 60  
**PANTONE:** 288 C  
 2768 Blue U



**HEX:** #FF6600  
**RGB:** 255 102 000  
**CMYK:** 000 074 100 0  
**PANTONE:** Orange 021U  
 Bright Orange C



**HEX:** #212121  
**RGB:** 033 033 033  
**CMYK:** 000 000 000 87  
**PANTONE:** Neutral Black C  
 Neutral Black U

## The Colors

The Velocity Network logo colors are **orange and blue and dark grey**.

Blue is reserved for the VNET symbol while orange is reserved for the logotype, "velocity network".

Exceptions for this rule are based on the background on which the logo is placed. For instance, on a blue background, the VNET symbol would be solid white.

The only time that the color logo would not have the logotype displayed with orange would be if it was placed on an orange background. The logotype would then be white. This generally only occurs on clothing and should be avoided in print and web.



## Rules of Use

The color logo is the primary version. In the case of using the company blue in the background, the negative symbol is preferred coupled with orange logotype.

When using the logo over a dark photograph, pattern or non approved color, the completely white logo should be used.

When using the logo over a light photograph, pattern or non approved light color, the completely dark grey logo should be used.

When color is not an option, use the white or the dark grey logo. Use the same color value for both the symbol and logo type.

Background and logo must maintain a 4.5:1 contrast ration to maintain readability.

Approved containers for the logo must be either a square or circle. The "fiber" logo can be tilted to the left at 45 degrees.



## Other Logos

Other Velocity Network family logos adhere to the same rules of use as the Velocity Network logo.

## Contact Us

If there are any questions about the use of the Velocity Network family of logos, please contact us.

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