nuwave

BRAND IDENTITY
GUIDELINES

January 2022

Brand
Guidelines

01

Who.

These guidelines are for anyone using the NUWAVE
or iPILOT brands for any marketing, communications,
or inter-company messaging. Approved brand assets,
instructions, and brand samples will help set you up
for success.

Why.

Consistent use of branding and language creates
easily identifiable experiences that strengthens
NUWAVE's brand value in the public mind, while
protecting our trademarks and company values.

Simple | Innovative | Meaningful | Pop

The NUWAVE brand is a key corporate asset representing years of good will in the communications industry. Through our brand, we have built equity in the eyes of our customers, partners, our industry, and the world. As an industry leader, our services have evolved to meet our client's everchanging needs now necessitating an evolution in our brand to better reflect our evolution.

Building on existing guidelines and visuals and incorporating new service concepts, we have incorporated a new corporate logo and downstream logo system, a new font, color palette, and have added new templates to the library to give our brand a new invigorated look and feel.

We are moving to a cleaner, simpler look and feel that is more in line with current enterprise style standards. This guide provides clear guidelines on our new style template to refocus our brand and its representation to reflect these new standards. It is now our responsibility to protect our brand and its transition by adhering to these brand guidelines and identifying branded assets outside the new standards to prioritize and to begin our refresh.

Branding guidelines for "NUWAVE", "iPILOT" & "SYNTHESIS™" : NUWAVE is in all caps, "i" in iPILOT is lowercase

Branding guidelines for "iPILOT" and "SYNTHESIS": iPILOT™ or SYNTHESIS™ can be used the first time you use it in an article, but the "™" can be dropped afterwards.

You can also introduce both as iPILOT™ by NUWAVE.

Our Logos

03

Parent Company:

nuwave

NUWAVE Logo is used when referring to NUWAVE's Carrier and VOICE Services.

Products or Services:

ipilot

synthesis

iPILOT Logo is used when referring to iPILOT's provisioning Platform

SYNTHESIS refers to NUWAVE's Network as a Service Platform for carriers

Simple Creative & Valuable

The NUWAVE Ecosystem of products are all related as a "family" of Services

NUWAVE has a diverse line of products and services, and even if they are a standalone product like "iPILOT", all of the logos and services belong to the same family, and therefore every product plays off of the overall NUWAVE theme of space and connectivity.
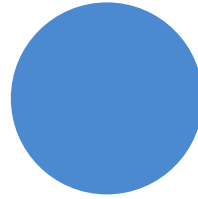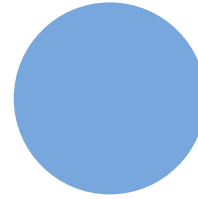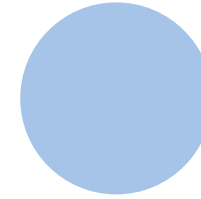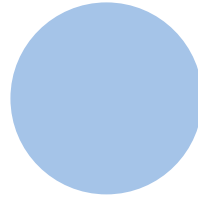
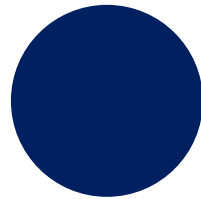# Our Colors

Main Colors:
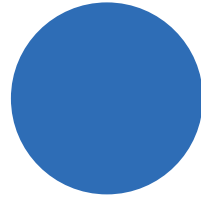
#2E6DB6
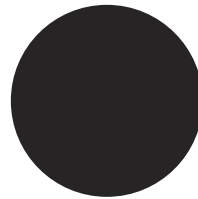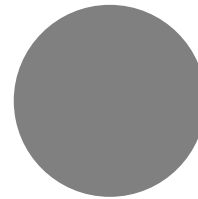
#4b89d1

#78a7dd

#a5c4e8
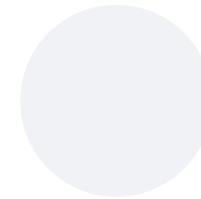
#d2e2f4

Secondary Colors:

#002060

#262424

#808080

#F0F2F5

05 Our Typography

Metropolis extra bold (Headers)

Metropolis (Paragraph) - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

METROPOLIS THIN (CALLOUTS/LABELS) - LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

Considerations: Ricky's familiarity, free, legible, corporate, modern, and takes up less space. Paragraph style bolding can be weak at smaller size which can be offset by substituting the extra bold font. Metropolis is good overall for print and screen but is not part of google fonts so may force substitutions for some users on the NUWAVE websites when they don't have the font loaded. We chose to go thin rather than italics as italics is somewhat dated and doesn't show well on the web, while the thin allows for larger accented font for muted labels and callouts that don't overwhelm the audience. The Metropolis Thin font is mostly meant to be used in uppercase but can be used in sentence case for quotes.

Font best practices

- **Websites**: Limit to 3 styles – bold, regular, thin – for performance
- **Consistency**: More important than what font is consistency of use for brand recognition.
- **Contrast**: Contrast between fonts is not only important for readability, but for accessibility.
- **White space**: As important as the font is to readability, more so is white space. Avoid heavy text when possible.

06

Design Principles

Our designs will be clean and clear of distractions with white theme and blue highlights to accent our color system. We will first pull from the blue shades, then only when necessary, pull from secondary colors when a splash of color is needed to draw attention. Our point of focus will be simplified images with simplified fonts offering high level messaging with offers of more info for those that need it. The content will follow a story telling approach leading the audience on a journey of engagement.

- **Active voice**: Grab attention with active voice and action words, do something of interest, and lead somewhere.
- **Funnel approach**: Simplify message starting with high level vision statement or pain point triggering concepts with pathways for more insight. Move audience down sales funnel.
- **Story telling**: Entice engagement with an active story that leads somewhere the audience desires. Customer evidence when available goes a long way even when hypothetical.
- **Call to action**: Always have a call to action available for those ready to engage. Provide a clear path to purse the NUWAVE solution they desire.
- **Images when possible**: Images done right offer clarity that eliminates the need for block text and speeds the sales process. Visualize the concepts behind the technology to simplify understanding.
- **White space**: Eliminate unnecessary content to create maximum white space. Avoid large background images that fill this space up. The content should be clean and crisp with minimal distractions.
- **Steer with visuals**: Use simplified a limited visuals to steer the audience to where they should be looking. Avoid distracting visuals that don't progress the story.
- **Get to the point**: Use text wisely by getting to the point. Overly complex concepts are better discussed elsewhere through a link so only readers that need-to-know bother to click away and those that don't continue progressing.

07

Dos & Don'ts

Here are some general guidelines for using NUWAVE or iPILOT brand assets in practice. Use the logos, colors, typefaces, and approved artwork style.

Do

Do follow all guidelines and utilize all resources and approved assets.

Do respect the original arrangement, spacing, colors with all brand assets so they are displayed consistently and uniformly.

Do maintain the shape, structure, and integrity of each brand asset.

Do use assets at recommended sizes and ensure when used small they are clear and legible.

Do reach out to our brand or sales team if you have any questions or uncertainty.

Don't

Don't modify or attempt to recreate any NUWAVE, or iPILOT brand assets in any way.

Don't use any brand assets sourced from anywhere except approved the brand guidelines library downloads section.

Don't use the NUWAVE brand, logo, or brand logos to represent anything that contradicts our brand values.

Don't use our logos in any way that makes it the largest or most prominent element on the page. Our logo speaks volumes at small sizes, and you can use it in parallel with your own Logo through our "powered by" logos.

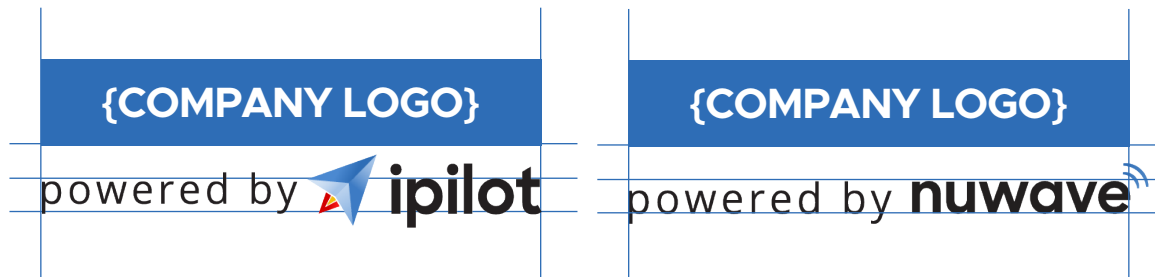**Co-Brand** Logo concepts

// Use Cases

powered by **nuwave**

Powered by NUWAVE logo use cases: When a company wants to represent that they are using NUWAVE's 1st in class, carrier voice (PSTN network) system to enable Microsoft Teams or other SIP services.
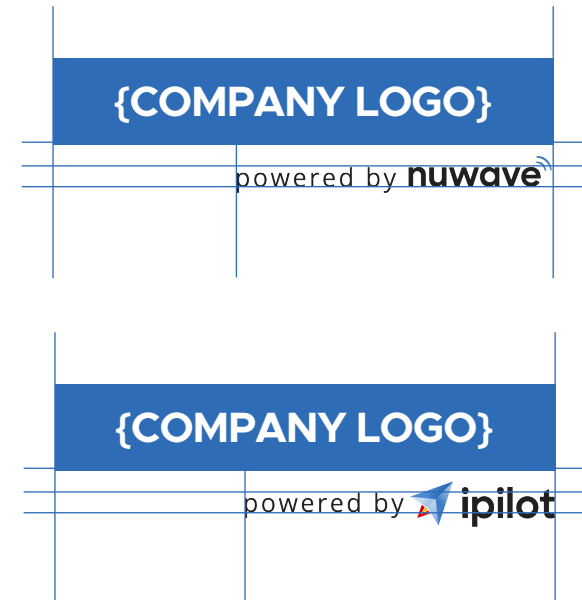
powered by **ipilot**

Powered by iPILOT logo use cases: When a company wants to represent that they are using iPILOT as a provisioning and all in one platform to servicing, management and deployment of Microsoft Teams or other services.
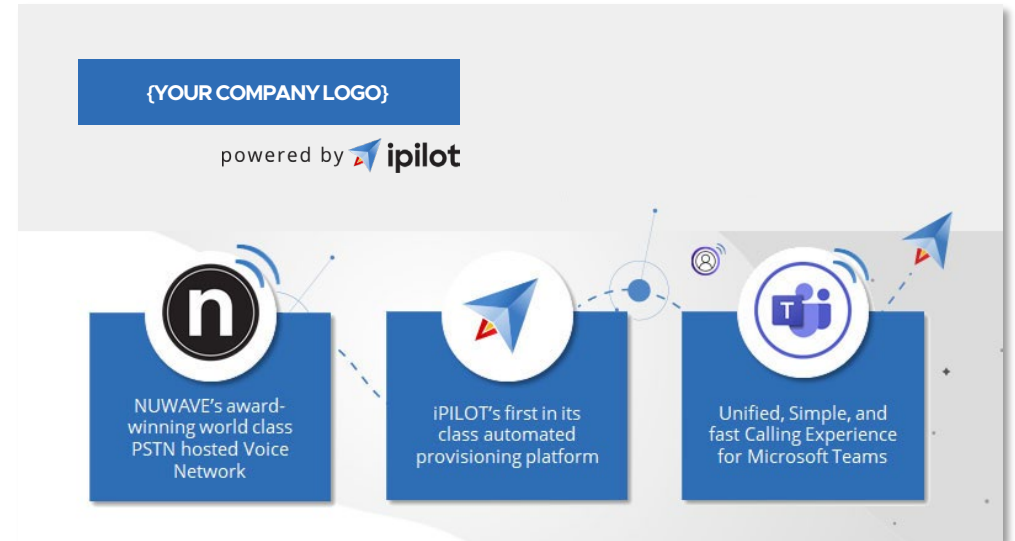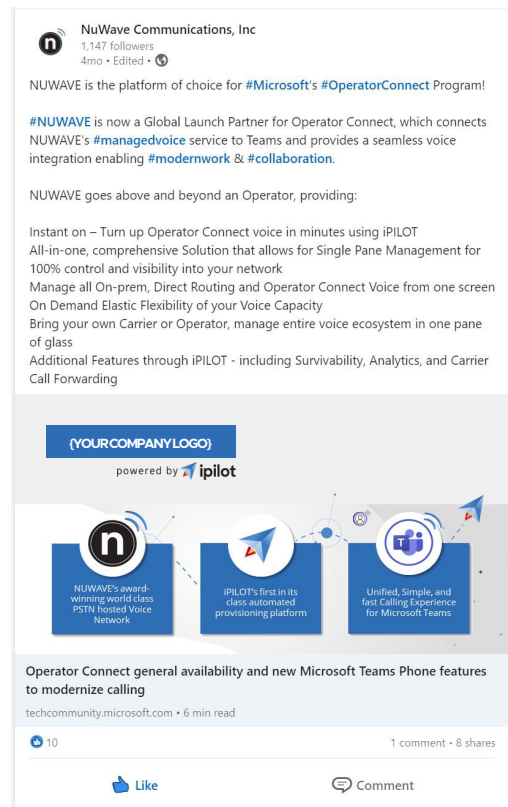
// Option 1

{COMPANY LOGO}

powered by **ipilot**

{COMPANY LOGO}

powered by **nuwave**

// Option 2

{COMPANY LOGO}

powered by **nuwave**

{COMPANY LOGO}

powered by **ipilot**

09

Hashtags:

#NUWAVE, #iPILOT, #SYNTHESIS

Post Examples:

Post Requirements:

Must lead with your logo, followed by Powered by iPILOT, or NUWAVE logos

Your Brand should be the prominent brand to avoid confusion