



BRANDING GUIDELINES :: SEPTEMBER 2011 :: V1.2



:: OPENING STATEMENT

This brand book has been created to articulate the newly evolved Contegix brand to help our organization and partners clearly understand and convey the brand.

By utilizing these brand marketing guidelines, we can ensure a consistent voice company-wide and deliver a better brand experience for customers.



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:: HOW WE DEFINE THE BRAND

THE BRAND DEFINITION

A brand's definition works to identify the unique space the brand occupies in the marketplace and the industry, and how it resonates in the customer's mind. It should serve as the unifying statement from which all marketing communications originate and is composed of the following elements.

THE TARGET

An articulation of who will find the brand relevant

BUSINESS DESIGNATION

Description of the industry in which the brand is positioned

PROMISE

What the brand delivers

SUPPORT POINTS

Help affirm this promise



:: HOW WE DEFINE THE CONTEGIX BRAND

THE CONTEGIX TARGET

Business professionals in decision-making roles for matters dealing with the business's IT department and technology needs

THE CONTEGIX BUSINESS DESIGNATION

Contegix is one of the most reputable custom and strategic managed hosting solutions providers in the world.

THE CONTEGIX PROMISE

We live by the philosophy that we're a service company first and a technology company second. We're the company that lifts the burden of technology off our customers' shoulders, letting them get back to doing what they do best.

SUPPORTING POINTS

- Contegix service responds typically within five minutes to emailed customer inquiries.
- Contegix has level three engineers available to speak with customers 24/7/365.
- Contegix takes a proactive approach to service, alerting customers of issues and/or opportunities before the customer is even aware.
- Contegix offers customized hosting solutions that are flexible enough to meet the needs of any size or type of client.
- Contegix hires only the best and brightest in the industry.
- Contegix fosters a culture that allows employees to have heavy influence on their working environment.



:: CONTEGIX PERSONALITY

The brand personality is composed of descriptive words that, when combined together, encompass the brand's core values and promises. The following brand personality traits will set the tone for all Contegix customer-facing and internal communications.

CONFIDENT

Contegix gives customers the peace of mind that comes with knowing they've made the right decision.

APPROACHABLE

Contegix is in the business of helping customers perform to their potential. Our personalized service helps them uncover business solutions they may never have realized.

HONEST

Contegix takes a proactive approach to service. Even if something isn't "our" problem, we'll still be there to help our customers reach a solution so they can meet their goals.

FLEXIBLE

Contegix never gives a customer a "canned" solution. We take the time to understand what they need, and then provide a customized solution that we'll constantly evaluate.

INNOVATIVE

Contegix utilizes the latest technology to help customers solve business problems. We uncover hidden opportunities to help them maximize results.

RELIABLE

The Contegix infrastructure features layers upon layers of back-ups and redundancy, making data loss virtually impossible.

PASSIONATE

We love what we do and are constantly finding ways to be even better. We set the bar in our industry and share in our customers' successes.



:: CONTEGIX PERSONALITY

All marketing copy needs to convey the Contegix brand message:

Contegix custom managed hosting solutions help customers get back to doing what they do best.

This message should not be written verbatim in copy, but rather the copy should convey the idea. This brand promise should not be used as a headline or a tagline.

It's imperative that the Contegix brand continues to evolve in order to maintain relevancy and meet customer needs.

Messaging tone and voice will continue in a sophisticated, trustworthy tone as a provider whose strength lies in the ability to see and go where the rest of the competitive landscape cannot.

The copy should make the reader think, and also inspire confidence and assurance in Contegix. Readers should feel that Contegix understands their business and their needs, and can be counted on to deliver customized results that can help them remain focused on what's important to them.



:: THE BRAND MANIFESTO

The brand manifesto is a longhand description that encapsulates the core of who Contegix is. While not intended to always be taken verbatim, all marketing messaging should tie back and support what's communicated herein.





:: CONTEGIX BRAND MANIFESTO

Contegix is one of the most reputable custom and strategic managed hosting solutions providers in the world. We believe the balance of service, experience and technology drives our customers' success. Businesses small, medium and large trust us to keep their websites running and safely house incredible amounts of valuable data.

Our customers span across a variety of industries, ranging from small business owners and start-ups to Fortune 500 companies. While our customers have many differences on paper, they all call upon us for the same reason:

“Take care of our technology so we can take care of our business.”

We live by the philosophy that we're a service company first and a technology company second. Technology is simply the tool we customize to meet a customer's needs and goals. We take pride in being each customer's tech Consigliere, striving to make his or her life and job easier.

The reason customers choose and recommend us is because we provide a level of service that goes above and beyond. This is highlighted by our proactive approach in securing data, providing a highly trained staff and maximizing uptime. In fact, customer data is so secure that it would take six consecutive server failures for anything to ever be lost.

Each team member is not only an expert in his or her respective field, but each person also has strong communication skills. When customers do need to call upon us for support, they know that an expert is there, ready to respond, typically within five minutes, 24/7. No one else comes close to that response time. Our top level engineers will pick up the phone and speak directly with the customer when necessary.

Why do we place such a large emphasis on service? Because we're the company that lifts the burden of technology off our customers' shoulders. We let them get back to doing what they do best, and that's taking care of their business and championing their ideas. Above all, we believe peace of mind for our customers is priceless.

IDENTITY STANDARDS



LOGO DO'S & DONT'S + COLORS + TYPOGRAPHY



:: LOGO

The updated Contegix logo maintains the current integrity of the business while incorporating a new stronger color palette which speaks to the strength of the new brand philosophy.

The typeface remains assertive and integrates the attitudes and beliefs of the company, assuring their clients they will help them to reach their potential. The “X” in Contegix is thicker, showing the solidarity of the Contegix brand and the never ending support given to its customers.



CONTEGIX

:: LOGO + TAGLINE

The logo’s tagline has been developed to maintain a consistent, unified look across the Contegix brand. It is scaled to fit the length of the Contegix word mark. Though not required, the tagline can be used in applications that require “**technology to empower ideas.**”

When the tagline is paired with the Contegix word mark, it is to always be lowercase. In instances when the tagline stands alone, as on business collateral, it is to be placed in all capital letters.



CONTEGIX

technology to empower ideas

:: CLEAR SPACE

The Contegix logo (with or without the tagline) requires a safe area in order to be clear and easy to read. In all instances where it is used (print, broadcast, online, environmental graphics), the logo should be surrounded with a space that is at a minimum the distance of the (X) space based on the height of the “N” in the Contegix logo.

The minimum space (X) required between the Contegix word mark and the tagline is reduced by 40% (or 2.5 times), and is based on the Y-height of the letters in the tagline.

N = = (X)



:: X CLEAR SPACE

To help keep the proportions of the space between the stems of the X even, the spacing changes depending on its overall size.

For the case of the logo form's height below 3 feet (36 inches), the distance (D) between the ascending and descending stems (S1, S2) of the X should be 1/16th of the logo form's overall height.

For cases above a height of 3 feet (36 inches), the space should decrease by 1/3 of the original distance (D).



:: LOGO USAGE

Below are the approved Contegix logos that may be used for reproduction. Please note that the primary logo should be used whenever possible. Only when limited by constraints that include printing, colors, electronic media, etc., should one of the alternate logos be substituted.



Full-color logo (recommended)



technology to empower ideas

Full-color logo + tagline



technology to empower ideas

1-Color logo + tagline



technology to empower ideas

Reversed logo (should have high contrast
in relationship to background color)



technology to empower ideas

Reversed black and white logo

:: LOGO MISUSAGE

To preserve the Contegix brand and its logo, we ask that you do not apply any of the changes seen on this page.



Do not add a stroke



Do not add color to any letter other than the "X"



Do not add a drop shadow



Do not use unapproved colors



Do not rotate



Do not distort in any way



Do not place the dark logo on a dark/busy background



Do not cover up the logo

:: LOGO + TAGLINE MISUSAGE

Just like the logo we ask that you do not apply any of the changes seen on this page.



CONTEGIX
technology to empower ideas

Do not use unapproved colors



technology to empower ideas
CONTEGIX

Do not reconfigure the tagline



CONTEGIX
technology to empower ideas

Do not change the point
size of the tagline



CONTEGIX
TECHNOLOGY TO EMPOWER IDEAS

Do not capitalize or bold the tagline
when paired with the Contegix logo

:: SOLID COLOR PALETTE

Below is the approved Contegix solid color palette.

PRIMARY brand colors should only be used on the “X” when using the gradient is not an option, such as an embroidered shirt. These colors should also be used for key communication elements, such as headlines and shapes.

SECONDARY colors should be used as accents and to help with hierarchy on design collateral. If necessary these colors can stand in for the primary colors in headlines. These colors come from the dark and light values of the gradients on the next spread.

TOPAZ



PMS 222-2 C
CMYK 85, 44, 3, 0
RGB 8, 125, 188
HEX #017EBD

PERIDOT



PMS 299-1 C
CMYK 43, 3, 100, 7
RGB 148, 185, 54
HEX #8DB738

RUBELLITE



PMS 144-3 C
CMYK 21, 100, 22, 13
RGB 176, 19, 106
HEX #B0136A

ONYX



CMYK 0, 0, 0, 80
RGB 88, 89, 91
HEX #58595B

PEARL



CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

SECONDARY



:: GRADIENT COLOR PALETTE

To the right is the approved Contegix gradient color palette. These colors reflect the brand's insight and knowledge in our business and maintain a professional look.

The gradient brand colors should always be used in the "X" of Contegix, except for in sentence format.

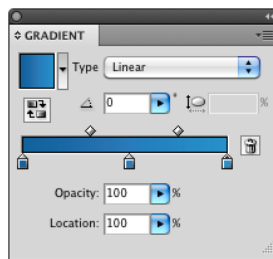
TOPAZ



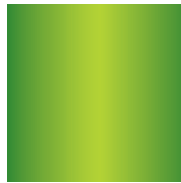
DARK
CMYK 96, 62, 12, 1
RGB 0, 99, 160
HEX 0063A0

MID
CMYK 85, 44, 3, 0
RGB 8, 125, 188
HEX 087DBC

LIGHT
CMYK 80, 25, 0, 5
RGB 0, 144, 204
HEX 0090CC



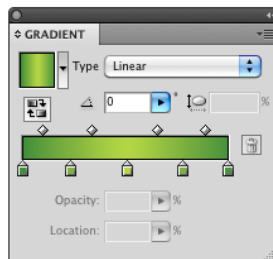
PERIDOT



DARK
CMYK 70, 0, 100, 30
RGB 55, 139, 54
HEX 378B36

MID
CMYK 50, 0, 100, 14
RGB 123, 175, 55
HEX 588426

LIGHT
CMYK 35, 0, 100, 0
RGB 178, 210, 53
HEX B2D235



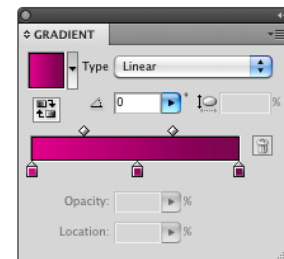
RUBELLITE



LIGHT
CMYK 0, 100, 0, 0
RGB 236, 0, 140
HEX EC008C

MID
CMYK 21, 100, 22, 13
RGB 176, 19, 106
HEX B0136A

DARK
CMYK 41, 100, 43, 25
RGB 129, 25, 80
HEX 811950



:: TYPOGRAPHY

PRIMARY SANS SERIF FONT: GOTHAM

The sans serif font family chosen to represent the new brand is Gotham. Like the new logo, it was chosen for its clean, sophisticated appearance, and versatility. Gotham is the preferred font for all external marketing materials and should be used as the primary font in the majority of applications.

The gotham family can be purchased from Hoefler & Frere-Jones at <http://bit.ly/gothamfont>

GOTHAM

Ab **Ab** **Ab** **Ab** **Ab**

Black

Bold

Medium

Book

Light

DIGITAL TYPEKIT SANS SERIF FONT: PROXIMA NOVA

Typekit is a service which, via JavaScript and a subscription service, allows webmasters and designers to embed non-standard, non-system-specific fonts into online documents.

The Proxima Nova font family should be used as a substitute for Gotham as a display typeface when available. For more information on TypeKit, visit <http://typekit.com>

PROXIMA NOVA

Ab **Ab** **Ab** **Ab** **Ab**

Extrabold

Bold

Semibold

Regular

Light

ALTERNATE DIGITAL SANS SERIF FONT: ARIAL

Only in the instance of digital documents and communications, when Gotham is not available, should the font Arial be used.

ARIAL

Ab **Ab**

Black

Regular

:: TYPOGRAPHY CONTINUED

PRIMARY SERIF FONT: MINION PRO

The serif font family chosen to represent the new brand is Minion Pro. It is ideal for both external and internal communications, and is to be used as a compliment to Gotham to enhance messaging.

MINION PRO

Ab

Bold

Ab

Bold Italic

Ab

Regular

Ab

Italic

ALTERNATE DIGITAL SERIF FONT: GEORGIA

Only in the instance of digital documents, when Minion Pro is not available, should the font Georgia be used.

GEORGIA

Ab

Bold

Ab

Bold Italic

Ab

Regular

Ab

Italic

COLLATERAL

BUSINESS PAPERS + APPLICATIONS + PHOTOGRAPHY

:: SERVICE ICONOGRAPHY

The use of icons for Contegix services is only recommended when the material must quickly convey the services we are communicating (e.g., in offer marketing materials).

Below are the guidelines to follow when using these icons:

- The icons must stand alone except when used with product copy; they cannot be incorporated into another logo.
- Icons should stay within the Contegix color palette or as a monochromatic variation.
- Background treatment may vary, but the icon of each service must remain intact (i.e. do not break apart the shapes further).

MiraCloud™



Managed
Hosting



Colocation



Hybrid Hosting
Solution



Managed
Applications



Managed
Services



:: BUSINESS PAPERS

BUSINESS CARDS

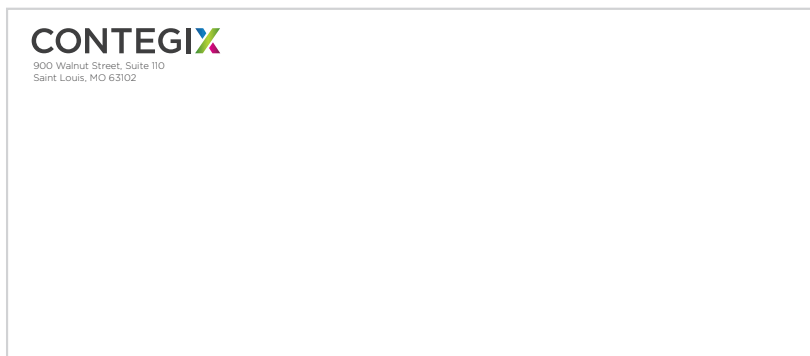


Front



Back

BUSINESS ENVELOPE #10



Front



Back

:: BUSINESS PAPERS

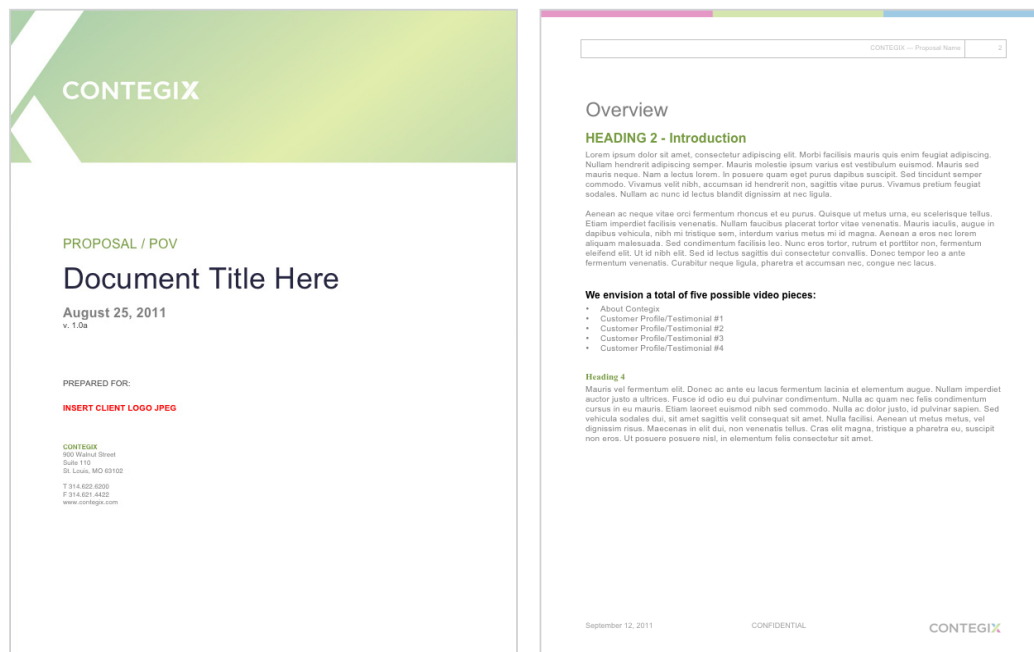
LETTERHEAD



Front

Back

MICROSOFT WORD TEMPLATE: PROPOSAL



Title Page

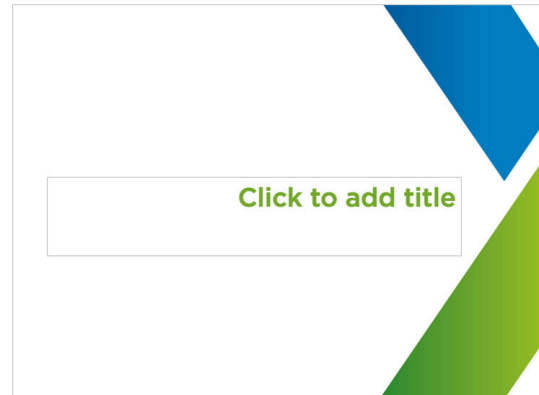
Interior Page

:: POWERPOINT TEMPLATE

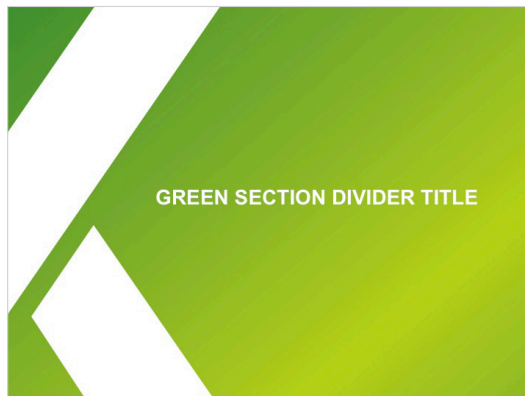
COVER



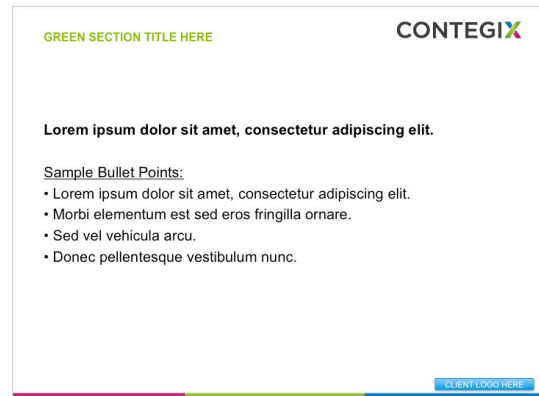
DIVIDER



DIVIDER 2



INTERIOR





:: STOCK PHOTOGRAPHY

A GUIDE FOR SELECTION

Photography chosen should reflect the Contegix brand belief and philosophy. The following pages represent guidelines for selecting imagery for additional collateral such as Case Studies, Strategy Briefs or White Papers.

CONCEPTUAL AND CLIENT SERVICE IMAGERY

The selection of stock imagery for Case Studies, White Papers and Strategy Briefs might call for photography that conveys a specific idea or product. Often, the brand story Contegix tells is reflected through customer experiences with their products and services. Whenever possible, leveraging actual customer imagery, product environments or portraits is preferred over stock photography. How that service or solution is conveyed can take a variety of forms.

- **DEPTH AND PERSPECTIVE**
A strong depth-of-field helps bring the composition into focus and makes for a stronger composition.
- **DETAILS**
Cropping closely to an image or product creates textures for flexible compositions.
- **LIGHTING**
Images with a strong sense of light and shadow also help define the shape and form of elements.

CONCEPTUAL AND CLIENT IMAGERY



:: STOCK PHOTOGRAPHY CONTINUED

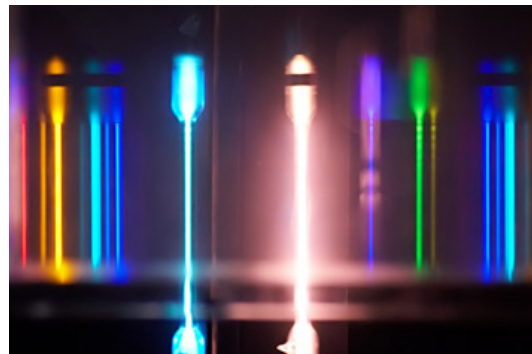
ABSTRACT IMAGERY

Because of Contegix's skilled approach to problem solving and creating customized solutions for customers, we feel focusing on the following conceptual ideas can define abstract imagery that's relevant to the brand.

- **ARCHITECTURAL**
Abstract architectural imagery contributes a sense of innovation and development.
- **CONNECTIVITY**
Connecting patterns, beams and shapes can be utilized, when appropriate, to allude to characteristics of the brand.
- **DETAILS**
Zooming in to capture details of an image establishes a unique perspective.
- **LIGHT/ENERGY**
Highlighting intricacies of the brand using light and energy shows how Contegix sparks ideas.
- **PATTERNS**
Emphasizing repetition using appealing patterns creates visually complex images.

The core characteristics of **patterns** and **connectivity**, both man-made and those found in nature, support the brand positioning. These images could be used for collateral materials that need imagery but might not necessarily have a product or service associated with them.

:: ABSTRACT IMAGERY





:: THANK YOU

Please contact the Contegix Marketing Team for any questions, requests, or feedback.