



BRAND GUIDELINES

Table of Contents

Introduction.....	3
CTIA Certification Primary Logo	7
CTIA Certification Authorized Test Lab Logo.....	13
PTCRB Primary Logo	17
PTCRB Secondary Logo	19
PTCRB Primary Test Lab Logo.....	20
PTCRB Associate Test Lab Logo	21
PTCRB Certified Logo	22
IoT Network Certified Primary Logo	28
IoT Network Certified Authorized Test Lab Logo	35
WISE Primary Logo	40
WISE Authorized Service Center Logo	48

Introduction

The following CTIA Certification Brand Guidelines (“Guidelines”) provide information about the use of the CTIA Certification family of logos, brands, trademarks, and service marks (collectively “Marks”) that are available for use by those who have been authorized by CTIA Certification to use the Marks, hereinafter “CTIA Certification Licensee.” These Guidelines describe how and where the Marks may be used. All use of the Marks must comply with these Guidelines; all other use is strictly prohibited. CTIA Certification reserves the right to review any use of its Marks and may object to any use that it deems a violation of these Guidelines. You agree to promptly cease using the Mark, upon notice from CTIA Certification. CTIA Certification shall be entitled to modify these Guidelines at its own discretion, which will be effective immediately upon posting to www.ctiacertification.org, unless otherwise indicated. You are responsible for regularly reviewing these Guidelines and complying with the most recent version. For avoidance of doubt, any use of the Marks must be in compliance with the most current version of these Guidelines.

Qualifications

To qualify to use the Marks, you must execute an Agreement with CTIA Certification that grants you a license to use the Marks (“Agreement”), and comply with all the requirements of the Agreement. Upon your successful completion of the Agreement requirements, CTIA Certification will provide the master artwork containing the Marks that you are permitted to use. Your use of the Marks must conform to these Guidelines.

Proper Use

As a CTIA Certification Licensee, you may use the Marks for the sole purpose of indicating your association with a CTIA Certification program. Your use of the Marks indicates your continued compliance with the terms of the Agreement. You may use the Marks on your website(s) and in advertising promotional materials as a standalone impression. Additionally, you agree to do the following:

- Only use trademarks as adjectives and always spell and capitalize the Marks exactly as provided by CTIA Certification.
- Only make textual use of the Marks and ensure that trademarks are used properly with the proper notation (® for registered trademarks and ™ for non-registered trademarks). Ensure that a Mark is distinguished from other words in the text and always use the ® or ™ symbol (as appropriate) with the first and the most prominent appearance of a Mark in a particular piece of printed or electronic material. For the trademark and registered trademark symbols, the superscript mode is preferred, but if it is not available, use parentheses: (TM) or (R).
- Only use and display approved master artwork of the Marks provided for your use by CTIA Certification.
- Ensure your name and brand are always displayed in a manner that is larger and more prominently displayed than the Marks.
- Include the following credit line in all advertisements, promotional materials, and websites bearing any Mark: “This mark is a registered trademark of CTIA Certification and/or its affiliates in the United States and other countries.” The credit line may appear anywhere on the collateral, but typically is displayed on the page where the Mark is displayed, or at the bottom of a webpage.
- Any other use is subject to CTIA Certification’s prior written authorization.

Improper Use

In addition to the restrictions and obligations set forth in the Agreement regarding your use of the Marks, you shall not do the following:

- Use the Marks as a noun pluralized, make possessive, abbreviate, alter, or join any of the Marks to other words, symbols, or numbers, either as one word or with a hyphen;
- Recreate, modify, augment, animate, distort, or change any elements, including but not limited to the color, font, proportions, gradient, lockup, typography, opacity, or apply any other treatment (rotate, outline, drop shadow) to any of the Marks;
- Combine any of the Marks with another trademark;
- Create any derivative work, or use, or register any trademark that is confusingly similar to any of the Marks;
- Omit portions or use a partial version of any of the Marks;
- Use any of the Marks, or any portion thereof, in the name of your business, product, service, app, email address, domain name, website, social media account, or other offering;
- Use any of the Marks in a manner that suggests, explicitly or implicitly, that CTIA Certification sponsors or endorses your company or any of your products or services; or that you are a division, affiliate, franchise, or agent of CTIA Certification;
- Use any of the Marks in any manner that is likely to, in CTIA Certification's sole discretion, reduce, diminish or damage the goodwill, value, or reputation associated with the Marks or with CTIA Certification;
- Use any of the Marks in any manner that would violate the rights of any third-party; that would result in any third-party claim; or in any governmental investigation, claim, or proceeding alleging unlawful or improper use of the Marks; and
- Use any of the Marks in connection with any objectionable, illegal, offensive, unethical, unreliable, or fraudulent activities or materials.

The improper use of any Mark may automatically terminate your license to use the Marks.

Company Name

“CTIA Certification” is not only a trademark and service mark identifying goods and services but is also a company name referring to CTIA Certification LLC. Company names are nouns and, therefore, should not be followed by a generic descriptor and may be used in the possessive form. When used as a company name, “CTIA Certification” should not be followed by a trademark symbol. Within documents, the first reference of the company name should be the entire legal company name: CTIA Certification LLC. “CTIA Certification” can be used for subsequent references.

Questions

If you have any questions about these Guidelines, please contact programs@ctiacertification.org.



CTIA Certification Primary Logo Guidelines

The logo should always be legible and without obstructions. A minimum area surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece.

- The CTIA Certification logo should always be used as black or white.
- The minimum size has been established for the CTIA Certification logo to ensure legibility for print and web.
- The minimum clear space on all sides of logo and type mark should be equal to the letter “C” found in the CTIA Certification logo.

The CTIA Certification logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.

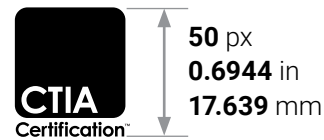
Black Logo



Knock-out (KO) Logo



Minimum logo size height



Anything smaller, the text becomes illegible.

Clear Space



Height of at least one C on all sides

Written Form

When referring to CTIA Certification in written form, ensure CTIA is always capitalized, and Certification has the trademark™ symbol with the first and the most prominent appearance in a particular piece of printed or electronic material. For the trademark symbols, the superscript mode is preferred, but if it is not available, use parentheses: (TM).

CTIA Certification™

CTIA Certification(TM)



CTIA Certification Primary Logo Usage

Digital Usage (RGB)



Filename:
CTIA Certification Logo_K.png
CTIA Certification Logo_K.jpg

When to use this:
Use it for white or light-color backgrounds.



Filename:
CTIA Certification Logo_KO.png

When to use this:
Use it for dark color backgrounds.

The .png files may be applied to color backgrounds. They are set with transparency.

1-Color Printing



Filename:
CTIA Certification Logo_K.eps

When to use this:
Use this logo for 1-color offset printing or screen-printing jobs.



Filename:
CTIA Certification Logo_KO.eps

When to use this:
1-color offset printing or screen-printing jobs on dark backgrounds.

CTIA Certification Authorized Test Lab Logo

Only test labs authorized by CTIA Certification (“ATLs”) are licensed to use the CTIA Certification ATL logo, as agreed to in the ATL License and Service Agreement. ATLs may use the logo in association with their products and services, as well as in association with their company to promote their authorization as an ATL. CTIA Certification will provide the ATL with the master artwork containing the logo that the ATL is permitted to use, with its specific lab code, to represent that it is an ATL. Use of the ATL logo must conform to these Guidelines.

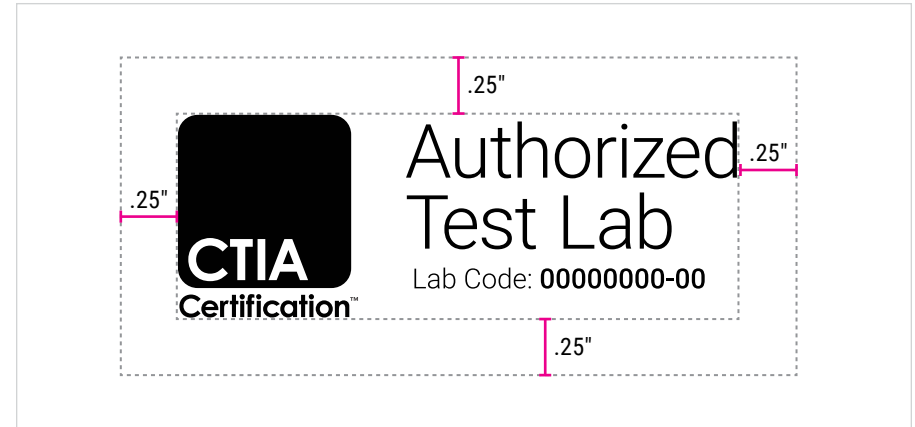


CTIA Certification Authorized Test Lab Logo Guidelines

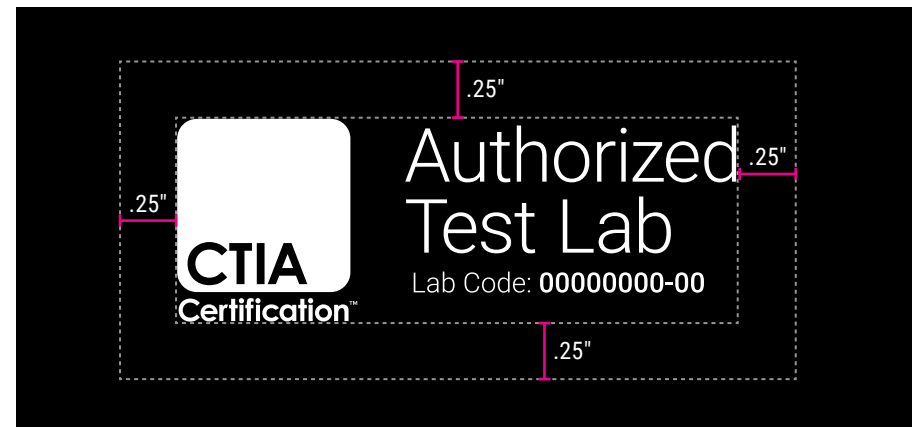
The Authorized Test Lab logo should always be legible and without obstructions. A minimum area surrounding the logo must be kept clear of any other typography, as well as graphic elements such as illustrations, other logos, thematic images, patterns, and the trim edge of a printed piece.

A minimum clear space of .25" on all sides of the logo should be maintained.

The Authorized Test Lab logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.



One color Logo with a minimum of .25 inches of clear space on all sides.

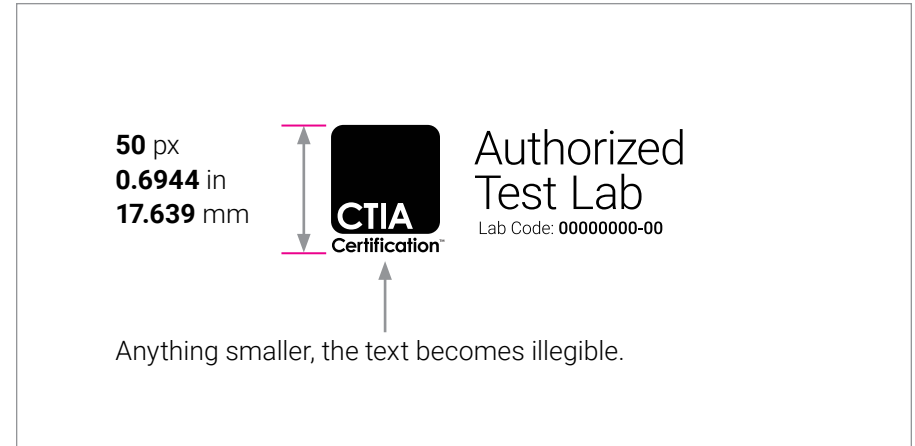


One color reverse Logo with a minimum of .25 inches of clear space on all sides.

CTIA Certification Authorized Test Lab Logo Guidelines

A minimum size has been established for the ATL logo to ensure legibility for print and web.

The Authorized Test Lab logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.



Minimum logo size height (one color logo)



Minimum logo size height (reverse logo)

CTIA Certification Authorized Test Lab Logo Usage

Digital Usage (RGB)



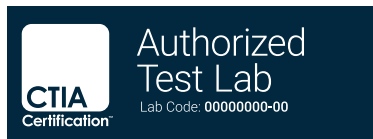
Filename:

[CTIA Certification ATL_K.png](#)

[CTIA Certification ATL_K.jpg](#)

When to use this:

Use it for white or light-color backgrounds.



Filename:

[CTIA Certification ATL_KO.png](#)

When to use this:

Use it for dark color backgrounds.

The .png files may be applied to color backgrounds. They are set with transparency.

1-Color Printing



Filename:

[CTIA Certification ATL_K.eps](#)

When to use this:

Use it for 1-color offset printing or screen-printing jobs.



Filename:

[CTIA Certification ATL_KO.eps](#)

When to use this:

Use it for 1-color offset printing or screen-printing jobs on dark backgrounds.

Color Palette

Color plays an important role in communicating our brand personality. The swatch samples show the color formulas to be used for digital and in print applications.

Do not use any colors other than the approved ones listed here.

Primary Colors



HEX #034872
RGB 3, 72, 114
CMYK 100, 74, 32, 16
PMS 647C



HEX #01283F
RGB 1, 40, 63
CMYK 99, 78, 48, 52
PMS 539C

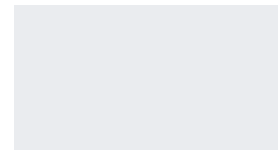


HEX #00BF79
RGB 0, 191, 121
CMYK 75, 0, 73, 0
PMS 7480C

Secondary Colors



HEX #0396A6
RGB 3, 150, 166
CMYK 81, 23, 32, 0
PMS 321C



HEX #EAECEF
RGB 234, 236, 239
CMYK 7, 4, 3, 0
PMS 7541C

Primary Typeface

Roboto

Available on Google fonts:

<https://fonts.google.com/specimen/Roboto>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto Regular

About

Roboto has a dual nature. It has a mechanical skeleton, and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the regular family, which can be used alongside the Roboto Condensed family and the Roboto Slab family.

Secondary typeface

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial Regular

About

The secondary typeface should be used as a default web-safe alternative. It may also be used in PowerPoint and emails.



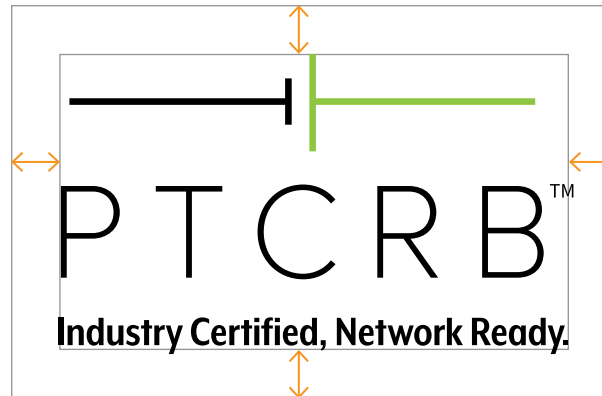
PTCRB™

Industry Certified, Network Ready.

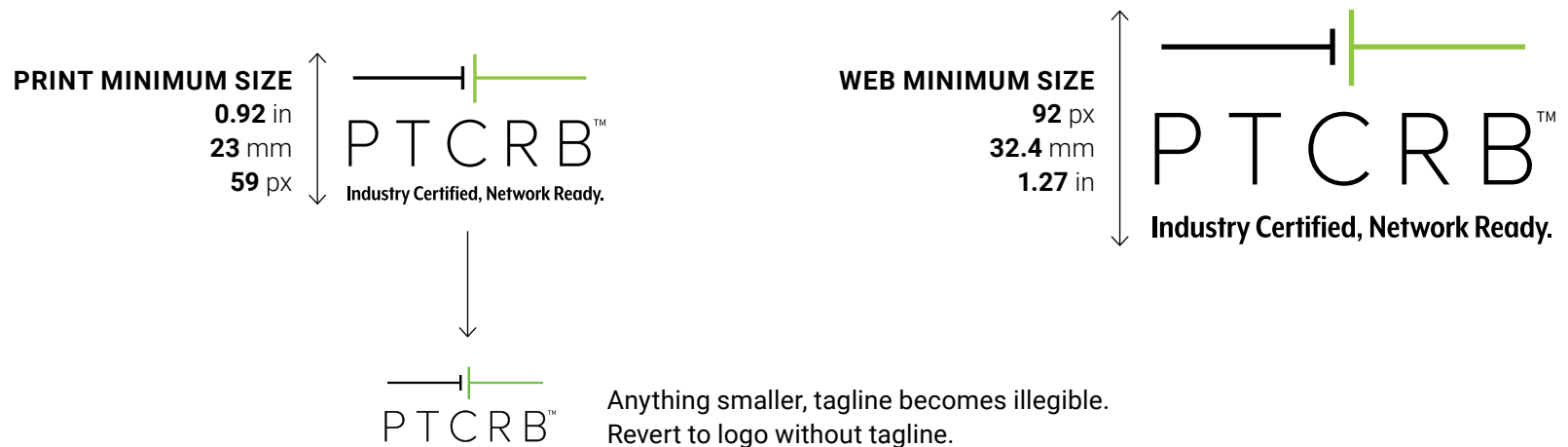
PTCRB Primary Logo Guidelines

The PTCRB logo should always be legible and without obstructions. A minimum area surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, other logos, thematic images, patterns, and the trim edge of a printed piece.

The PTCRB Industry Certified, Network Ready logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.



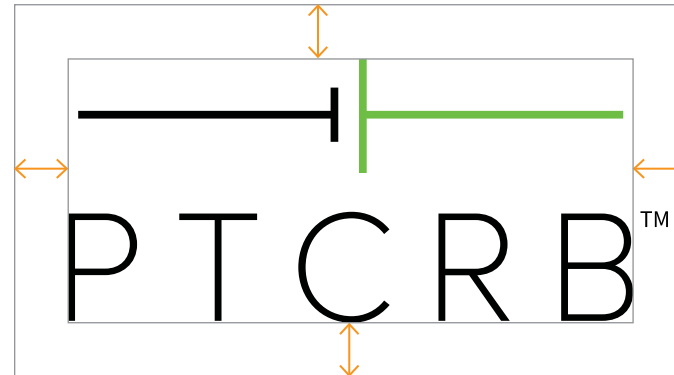
The minimum clear space on all sides of logo and type mark should be equal to the height of the small cell line found in the PTCRB logo.



PTCRB Secondary Logo Guidelines

The PTCRB logo should always be legible and without obstructions. A minimum area surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, other logos, thematic images, patterns, and the trim edge of a printed piece.

The PTCRB logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.



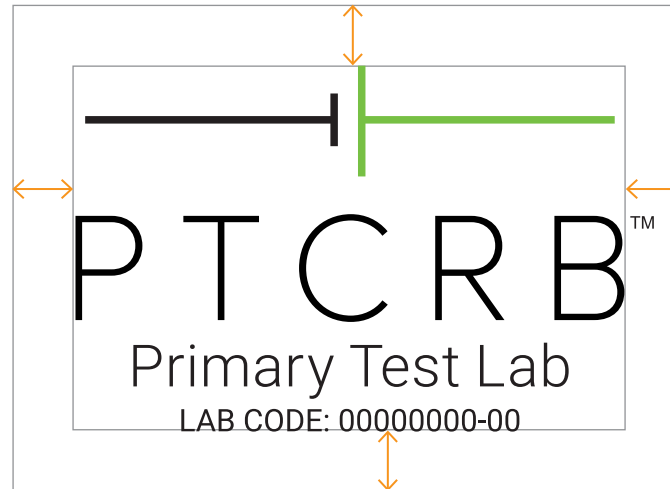
The minimum clear space on all sides of logo and type mark should be equal to the height of the small cell line found in the PTCRB logo.



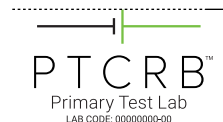
PTCRB Primary Test Lab Logo Guidelines

Only test labs authorized by CTIA Certification (ATLs) are licensed to use the PTCRB Primary Test Lab logo, as agreed to in the ATL License and Service Agreement. ATLs may use the logo in association with their products and services, as well as in association with their company to promote their authorization as a PTCRB Primary Test Lab. CTIA Certification will provide the ATL with the master artwork containing the logo, with your specific lab code, to represent that you are a PTCRB Primary Test Lab. Usage must follow these Guidelines.

The PTCRB Primary Test Lab logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.



The minimum clear space on all sides of logo and type mark should be equal to the height of the small cell line found in the PTCRB Primary Test Lab logo.

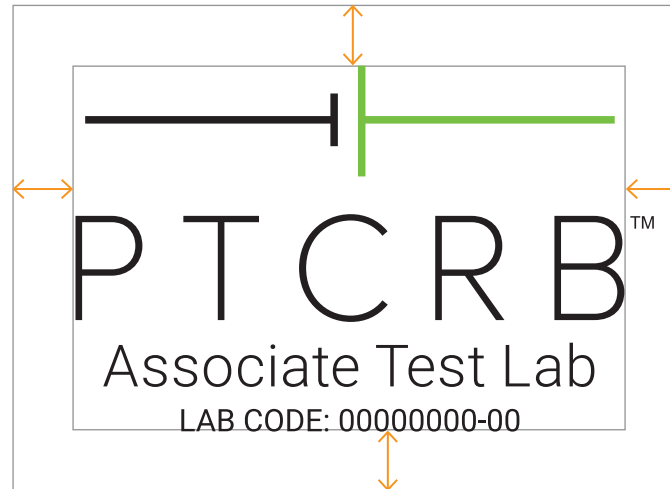


Minimum size for digital applications
Height: 42.5 px / 0.58 in

PTCRB Associate Test Lab Logo Guidelines

Only test labs authorized by CTIA Certification (ATLs) are licensed to use the PTCRB Associate Test Lab logo, as agreed to in the ATL License and Service Agreement. ATLs may use the logo in association with their products and services, as well as in association with their company to promote their authorization as a PTCRB Associate Test Lab. CTIA Certification will provide the ATL with the master artwork containing the logo, with your specific lab code, to represent that you are a PTCRB Associate Test Lab. Usage must follow these Guidelines.

The PTCRB Associate Test Lab logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.



The minimum clear space on all sides of logo and type mark should be equal to the height of the small cell line found in the PTCRB Associate Test Lab logo.

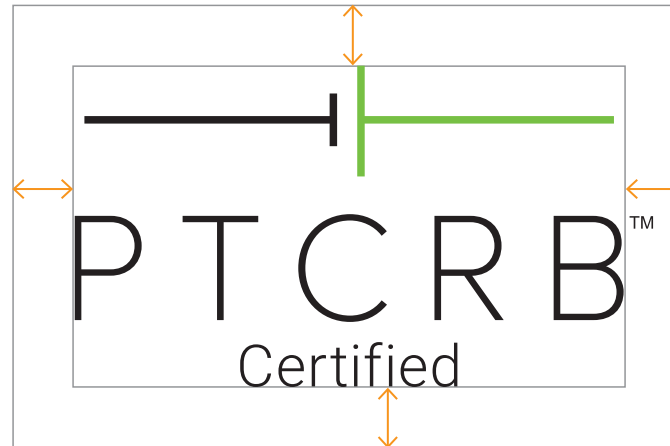


Minimum size for digital applications
Height: 42.5 px / 0.58 in

PTCRB Certified Logo Guidelines

The PTCRB Certified logo represents a device as meeting the requirements of the PTCRB certification program. Device vendors with a certified device are licensed to use the logo, as agreed to in the certified device's certification license agreement. Logo files will be provided upon certification of the device.

The PTCRB Certified logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.



The minimum clear space on all sides of logo and type mark should be equal to the height of the small cell line found in the PTCRB Certified logo.



Minimum size for digital applications

Height: 38 px / 0.52 in

PTCRB Primary Logo Usage



Color

DIGITAL USAGE (RGB)

Filename:

PTCRB_Color_Tag.png

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

PTCRB_Color_Tag.eps

PTCRB_PMS_368C_Tag.eps

PTCRB_PMS_367U_Tag.eps

When to use this:

Use it for white or light-colored backgrounds. The PMS logos should be used for 2 color applications such as swag—pens, cups, hats, and any 2 color print applications.



Black

DIGITAL USAGE (RGB)

Filename:

PTCRB_Black_Tag.png

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

PTCRB_Black_Tag.eps

When to use this:

Use it for white or light-colored backgrounds.



Reverse

DIGITAL USAGE (RGB)

Filename:

PTCRB_Reverse_Tag.png

When to use this:

Use it for dark-colored backgrounds.

PRINT USAGE

Filename:

PTCRB_Reverse_Tag.eps

When to use this:

Use it for dark-colored backgrounds.

PTCRB Secondary Logo Usage



Color

DIGITAL USAGE (RGB)

Filename:

PTCRB_Logo_Color.png

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

PTCRB_Logo_RGB_Color.eps

PTCRRB_PMS_368C.eps

PTCRRB_PMS_367U.eps

When to use this:

Use it for white or light-colored backgrounds. The PMS logos should be used for 2 color applications such as swag—pens, cups, hats, and any 2 color print applications.



Black

DIGITAL USAGE (RGB)

Filename:

PTCRB_Logo_Black.png

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

PTCRB_Logo_CMYK_Black.eps

When to use this:

Use it for white or light-colored backgrounds.



Reverse

DIGITAL USAGE (RGB)

Filename:

PTCRB_Logo_Reverse.png

When to use this:

Use it for dark-colored backgrounds.

PRINT USAGE

Filename:

PTCRB_Logo_Reverse.eps

When to use this:

Use it for dark-colored backgrounds.

PTCRB Primary Test Lab, Associate Test Lab, and Certified Logo Usage



Color

DIGITAL USAGE (RGB)

Filename:

PTCRB_AssociateTestLab_RGB_Color.png
PTCRB_PrimaryTestLab_RGB_Color.png
PTCRB_Certified_RGB_Color.png

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filenames:

PTCRB_AssociateTestLab_Color.eps
PTCRB_PrimaryTestLab_Color.eps
PTCRB_Certified_Color.eps

When to use this:

Use it for white or light-colored backgrounds.

Black

DIGITAL USAGE (RGB)

Filename:

PTCRB_AssociateTestLab_RGB_Black.png
PTCRB_PrimaryTestLab_RGB_Black.png
PTCRB_CertifiedTestLab_RGB_Black.png

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

PTCRB_AssociateTestLab_Black.eps
PTCRB_PrimaryTestLab_Black.eps
PTCRB_Certified_Black.eps

When to use this:

Use it when limited to 1-color printing.

Reverse

DIGITAL USAGE (RGB)

Filename:

PTCRB_AssociateTestLab_Reverse.png
PTCRB_PrimaryTestLab_Reverse.png
PTCRB_Certified_Reverse.png

When to use this:

Use it for dark-colored backgrounds.

PRINT USAGE

Filename:

PTCRB_AssociateTestLab_Reverse.eps
PTCRB_PrimaryTestLab_Reverse.eps
PTCRB_Certified_Reverse.eps

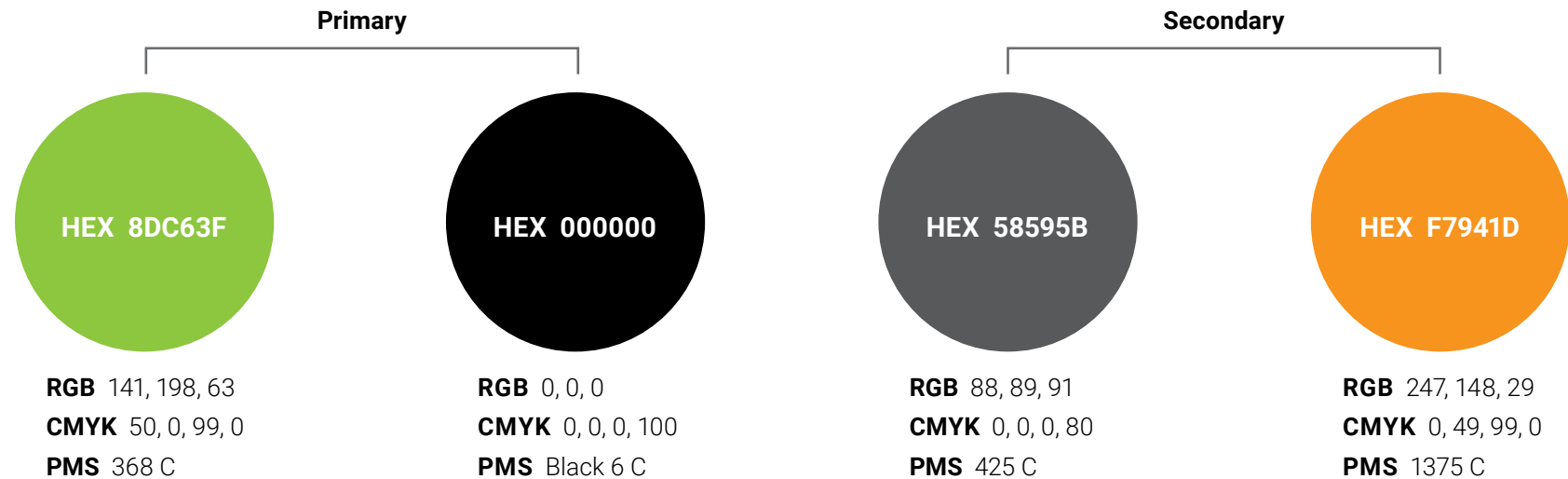
When to use this:

Use it when limited to 1-color printing.

Color Palette

Color plays an important role in communicating our brand personality. The primary colors are green and black. Gray and orange should be used as a secondary accent color. The swatch samples show the color formulas to be used on the web and in print.

Do not use any colors other than the approved ones listed here.



Typography

Typography creates brand consistency across all materials.

Do not use any unapproved fonts.

Primary

The primary font family is Roboto. Use this font for all print and digital materials when possible.

Available on Google fonts:

<https://fonts.google.com/specimen/Roboto>

Secondary

Arial for PowerPoint and MS software applications.

Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Roboto Light

Secondary

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Arial Regular



IoT Network Certified Primary Logo Guidelines

Device vendors with a certified device are licensed to use the logo, as agreed to in the certified device's certification license agreement. Logo files will be provided upon certification of the device.

The IoT Network Certified logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.

The logo size should not appear under 40 pixels for digital and .3472 inches for printing.

Do not reproduce the logo in a manner that makes it illegible.



Minimum size for digital applications

Height: 40 px / 0.5556 in



Minimum size for print applications

Height: 0.3472 in / 8.819 mm

IoT Network Certified Primary Logo Guidelines

The logo should always be legible and without obstructions. A minimum area surrounding the logo must be kept clear of any other typography, graphic elements such as illustrations, thematic images, patterns, and the trim edge of a print piece.

Required Clear Space

The minimum clear space on all sides of logo and type mark should be equal to the letter “l” found in the “IoT” of the logo.

More than the minimum clear space is recommended, especially on larger logo applications.



Clear space of at least one “l” in the “IoT” text of the logo.

Minimum size logo for digital with clear space applied



IoT Network Certified Primary Logo Guidelines

Only use the provided logos. Do not recreate the logo or change the colors under any circumstance.



Use the full color logo against a white background.



Use the black and white logo when it is not possible to print or display in color or when the logo is set in a smaller size.



Use the reverse logo against dark colors or a black background.

Unacceptable Logo Usage

The only correct uses of the logo are as shown on the previous pages.

A few typical incorrect examples are shown below.



DO NOT change opacity



DO NOT rotate



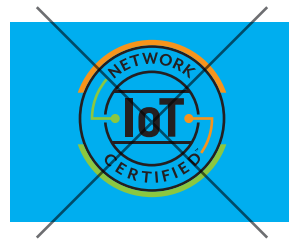
DO NOT distort the logo



DO NOT add a drop shadow



DO NOT
crop logo in any way



DO NOT put logo on colors that
make it hard to see



DO NOT put logo on
complicated patterns



DO NOT alter the color palette

Written Form

When referring to **IoT Network Certified™** in written form, use the trademark ™ symbol with the first and the most prominent appearance in a particular piece of printed or electronic material. For the trademark symbol, the superscript mode is preferred, but if it is not available, use parentheses: (TM).

When referring to **IoT Network Certified for Smart Connected Infrastructure™** in written form, use the trademark ™ symbol with the first and the most prominent appearance in a particular piece of printed or electronic material. For the trademark symbol, the superscript mode is preferred, but if it is not available, use parentheses: (TM).

IoT Network Certified™

IoT Network Certified (TM)



IoT Network Certified
for Smart Connected Infrastructure™

IoT Network Certified
for Smart Connected Infrastructure (TM)



IoT Network Certified Primary Logo Usage



Color

DIGITAL USAGE (RGB)

Filename:

IoT_Network_Certified_Color.png

IoT_Network_Certified_Color.svg

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

IoT_Network_Certified_Color.eps

When to use this:

Use it for white or light-colored backgrounds.



Black

DIGITAL USAGE (RGB)

Filename:

IoT_Network_Certified_Black.png

IoT_Network_Certified_Black.svg

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

IoT_Network_Certified_Black.eps

When to use this:

Use it for white or light-colored backgrounds.



Reverse, Knockout, White

DIGITAL USAGE (RGB)

Filename:

IoT_Network_Certified_Reverse.png

When to use this:

Use it for dark-colored backgrounds.

PRINT USAGE

Filename:

IoT_Network_Certified_Reverse.eps

When to use this:

Use it for dark-colored backgrounds.

IoT Network Certified Authorized Test Lab Logo Guidelines

Only test labs authorized by CTIA Certification (ATLs) are licensed to use the IoT Network Certified Authorized Test Lab logo, as agreed to in the ATL License and Service Agreement. ATLs may use the logo in association with their products and services, as well as in association with their company to promote their authorization as an IoT Network Certified Authorized Test Lab. CTIA Certification will provide the ATL with the master artwork containing the logo, with your specific lab code, to represent that you are an IoT Network Certified Authorized Test Lab. Usage must follow these Guidelines.

IoT Network Certified Authorized Test Lab is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.

The logo size should not appear under 40 pixels for digital and .3472 inches for printing.

Do not reproduce the logo in a manner that makes it illegible.



Authorized Test Lab

Lab Code: 00000000-00



Minimum size for digital applications

Height: 40 px / 0.5556 in



Minimum size for print applications

0.3472 in / 8.819 mm

IoT Network Certified Authorized Test Lab Logo Guidelines

The logo should always be legible and without obstructions. A minimum area surrounding the logo must be kept clear of any other typography, graphic elements such as illustrations, thematic images, patterns, and the trim edge of a print piece.

Required Clear Space

The minimum clear space on all sides of logo and type mark should be equal to the letter "l" found in the "IoT" of the logo.

More than the minimum clear space is recommended, especially on larger logo applications.



Clear space around the logo of at least one "l" in the "IoT" text of the logo.



Minimum size logo for digital with clear space applied

IoT Network Certified Authorized Test Lab Logo Usage



Authorized
Test Lab
Lab Code: 00000000-00



Authorized
Test Lab
Lab Code: 00000000-00



Authorized
Test Lab
Lab Code: 00000000-00

Color

DIGITAL USAGE (RGB)

Filename:

IoT_Network_Certified_ATL_Color.png
IoT_Network_Certified_ATL_Color.svg

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

IoT_Network_Certified_ATL_Color.eps

When to use this:

Use it for white or light-colored backgrounds.

Black

DIGITAL USAGE (RGB)

Filename:

IoT_Network_Certified_ATL_Black.png
IoT_Network_Certified_ATL_Black.svg

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

IoT_Network_Certified_Black.eps

When to use this:

Use it for white or light-colored backgrounds.

Reverse, Knockout, White

DIGITAL USAGE (RGB)

Filename:

IoT_Network_Certified_ATL_Reverse.png

When to use this:

Use it for dark-colored backgrounds.

PRINT USAGE

Filename:

IoT_Network_Certified_ATL_Reverse.eps

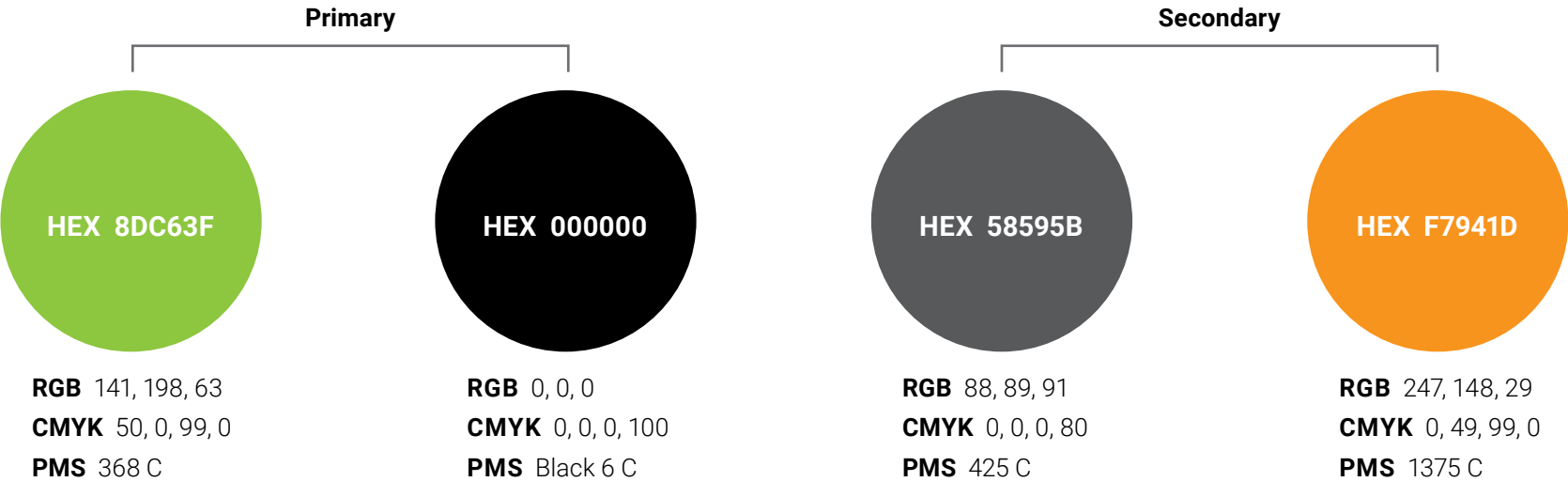
When to use this:

Use it for dark-colored backgrounds.

Color Palette

Color plays an important role in communicating our brand. The primary colors are green and black. Gray and orange should be used as a secondary accent color. The swatch samples show the color codes to be used on the web and in print.

Do not use any colors other than the approved ones listed here.



Typography

Typography creates brand consistency across all materials.

Do not use any unapproved fonts.

Primary

The primary font family is Roboto. Use this font for all print and digital materials when possible.

Available on Google fonts:

<https://fonts.google.com/specimen/Roboto>

Secondary

Arial for PowerPoint and MS software applications.

Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Roboto Light

Secondary

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Arial Regular



WISE Primary Logo Guidelines

The WISE logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used and may not be modified.

The font for the logo is Tondo Regular.

This font appears in the logo only. It should not be used for headlines, subheads, or body copy.

The logo should not appear in a size under 1.25 inches or be reproduced in a manner where "Wireless Industry Service Excellence" would be illegible.



No smaller than 1.25"

WISE Primary Logo Guidelines

The WISE logo can only be used in the approved colors to ensure that it properly appears in print documents and on-screen presentations.

Only use files as provided. Do not recreate the logo or change the colors under any circumstance.



Use the full color logo against a white or light-colored background.



Use the black and white logo when it is not possible to print or display in color.



Use the reverse logo against color and contrasting images.

WISE Primary Logo Guidelines

The logo should always be legible and without obstructions. A minimum area surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece.

Minimum clear space on all sides of logo and type mark should be equal to the letter “e” found in the WISE logo.

More than the minimum clear space is encouraged.



Clear space around the logo of at least one “e”
in the “WISE” logo.

Unacceptable Logo Usage

The only correct uses of the logo and tagline are as shown on the previous pages. It should never be rearranged.

A few typical incorrect examples are shown below.



DO NOT change the colors



DO NOT change proportions



DO NOT change opacity



DO NOT add a drop shadow



DO NOT rotate



DO NOT stretch



DO NOT outline



DO NOT rearrange

WISE Primary Logo Guidelines

Logo Hierarchy

Ensure your name and brand shall always be displayed in a manner that is larger and more prominently displayed than the WISE logo.

Written Form

When referring to WISE in written form, ensure it is always capitalized and use [™] symbol with the first and the most prominent appearance in a particular piece of printed or electronic material. For the trademark symbols, the superscript mode is preferred, but if it is not available, use parentheses: (TM).

COMPANY LOGO



COMPANY LOGO



Display your company name more prominently than the WISE logo.

WISE[™]

WISE (TM)

Correct Usage

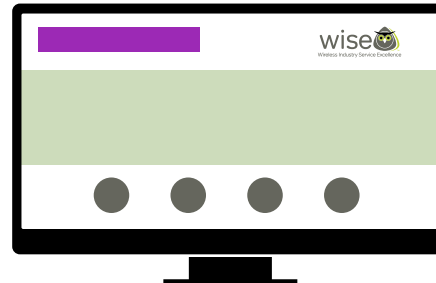
WISE Primary Logo Guidelines

Website and Materials

The WISE logo may be used on your website(s) and in advertising promotional materials as a standalone impression.

Email Signature Block

The WISE logo may be used in your email signature block provided your company's name, your name and contact information also appear. The WISE logo shall not be larger in size or more prominent than your company's name or logo, and shall be placed at the bottom of your signature block after your personal information.



WISE logo may be used on your website and promotional materials.

Display your company name more prominently than the WISE logo on your email signature block.

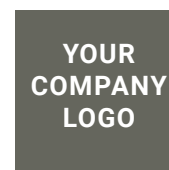
Your Name
Your Address
Your Phone

COMPANY LOGO



COMPANY LOGO

Your Name
Your Address
Your Phone



Your Name
Your Address
Your Phone



WISE Primary Logo Usage

The WISE logo can only be used in the approved colors to ensure that it properly appears in print documents and in digital formats.

Only use files as provided. Do not recreate the logo or change the colors under any circumstance.



Color

DIGITAL USAGE (RGB)

Filename:

WISE Logo_Color.png

WISE Logo_Color.svg

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

WISE Logo_Color.eps

When to use this:

Use it for white or light-colored backgrounds.



Black

DIGITAL USAGE (RGB)

Filename:

WISE Logo_Black.png

WISE Logo_Black.svg

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

WISE Logo_Black.eps

When to use this:

Use it for white or light-colored backgrounds.



Reverse, Knockout, White

DIGITAL USAGE (RGB)

Filename:

WISE Logo_White.png

WISE Logo_White.svg

When to use this:

Use it for dark-colored backgrounds.

PRINT USAGE

Filename:

WISE Logo_White.eps

When to use this:

Use it for dark-colored backgrounds.

WISE Authorized Service Center Logo Guidelines

Only service centers authorized by CTIA Certification (“ASCs”) are licensed to use the WISE ASC logo, as agreed to in the ASC License and Service Agreement. ASCs may use the logo in association with their products and services, as well as in association with their company to promote their authorization as a WISE Authorized Service Center. CTIA Certification will provide the ASC with the master artwork containing the logo, with your specific facility code, to represent that you are a WISE Authorized Service Center. Usage must follow these Guidelines.

The WISE Authorized Service Center logo is a key element of our identity. Only master artwork provided by CTIA Certification may be used, and may not be modified.

The logo should not appear in a size under 1 inch or be reproduced in a manner where “Authorized Service Center” would be illegible.

Do not reproduce the logo in a manner that makes it illegible.



No smaller than 1”

WISE Authorized Service Center Logo Guidelines

The WISE ASC logo should always be legible and without obstructions. A minimum area surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece.

Required Clear Space

Minimum clear space on all sides of logo and type mark should be equal to the letter “e” found in the WISE ASC logo.

More than the minimum clear space is encouraged.



Clear space around the logo of at least one “e”
in the “WISE” logo.

WISE Authorized Service Center Logo Usage

The WISE ASC logo can only be used in the approved colors to ensure that it properly appears in print documents and in digital formats.

Only use files as provided. Do not recreate the logo or change the colors under any circumstance.



Color

DIGITAL USAGE (RGB)

Filename:

WISE_ASC_Color.png

WISE_ASC_Color.svg

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

WISE_ASC_Color.eps

When to use this:

Use it for white or light-colored backgrounds.

Black

DIGITAL USAGE (RGB)

Filename:

WISE_ASC_Black.png

WISE_ASC_Black.svg

When to use this:

Use it for white or light-colored backgrounds.

PRINT USAGE

Filename:

WISE_ASC_Black.eps

When to use this:

Use it for white or light-colored backgrounds.

Reverse, Knockout, White

DIGITAL USAGE (RGB)

Filename:

WISE_ASC_White.png

When to use this:

Use it for dark-colored backgrounds.

PRINT USAGE

Filename:

WISE_ASC_White.eps

When to use this:

Use it for dark-colored backgrounds.

Color Palette

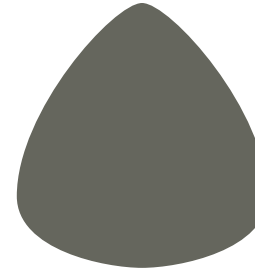
The WISE color palette builds visual equity for the brand across communications. Do not use any colors other than the approved ones listed here.

Primary

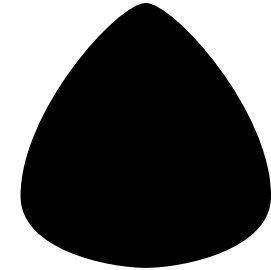
Green, dark grey, and black are very prominent in the WISE brand.



#C0D330
R192 G211 B48
C30 M0 Y100 K0
Pantone 390C



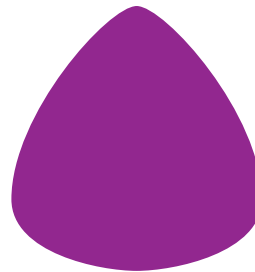
#65665D
R101 G102 B93
C60 M50 Y60 K20
Pantone 417C



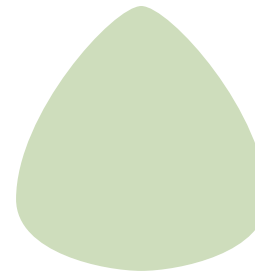
#000000
R0 G0 B0
C100 M100 Y100 K100
Pantone Process Black C

Secondary

Purple and light green are used as accents, graphic elements, and background colors.



#92278F
R146 G39 B143
C50 M100 Y0 K0
Pantone 2592C



#CED3BD
R206 G221 B189
C20 M4 Y30 K0
Pantone 7485C

Typography

Typography creates brand consistency across all materials.

Do not use any unapproved fonts.

Primary

The primary font family for WISE is Roboto. Use this font for all print and digital materials when possible.

Available on Google fonts:

<https://fonts.google.com/specimen/Roboto>

Secondary

Only use Arial when the Roboto font family is not available.

Primary

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()**

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Roboto Light

Secondary

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Arial Regular

