



archtopfiber™

BRAND GUIDELINES

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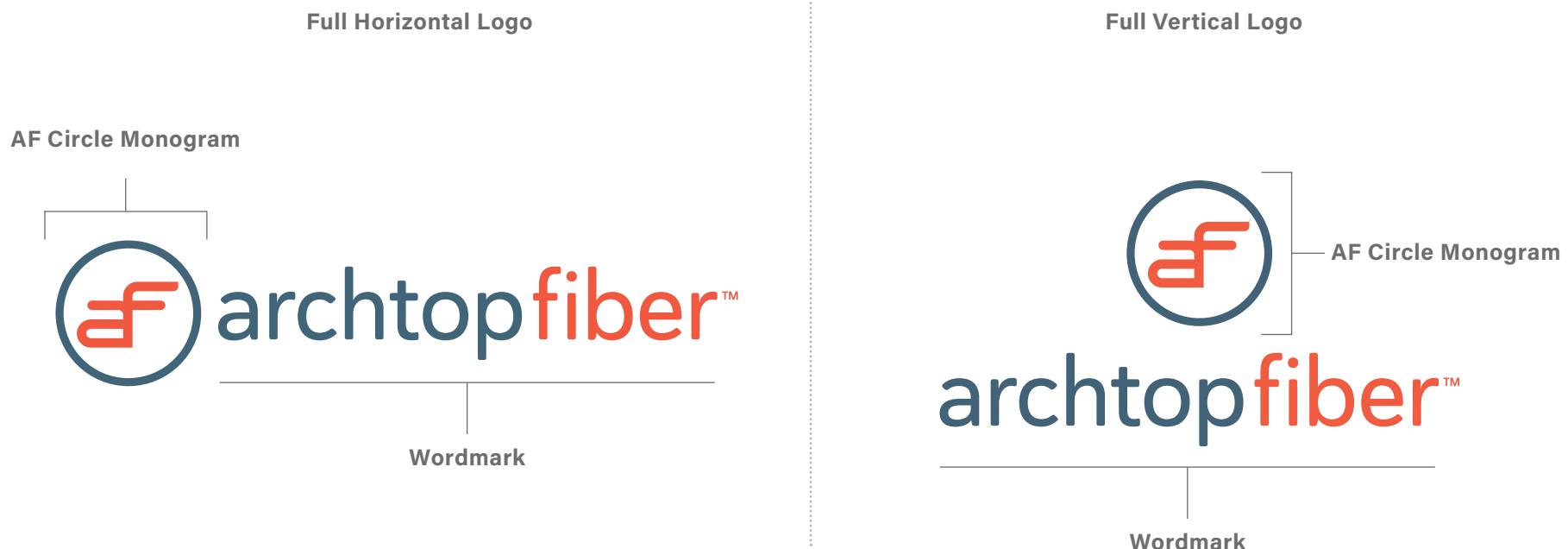
OVERVIEW

The information in this document provides visual and language direction for our brand. The goal is to deliver consistent and compelling communications to our clients. Thank you for your help and commitment to building and maintaining the Archtop Fiber brand identity that reflects the vision and excellence we all represent.

ARCHTOP FIBER LOGO AND USAGE

Primary Logo

The new Archtop Fiber logo features bold colors and a friendly lower case, sans serif font. The circle element encompassing the 'af' monogram represents a seamless fiber product for the best service experience. The Archtop Fiber logo should appear on all materials, and can be positioned in the corners; centered top or bottom; or in the middle of the composition, depending on the layout.



ARCHTOP FIBER LOGO AND USAGE

Color Variations

Outrageous Orange Background

When using the White and Blue logo over the Outrageous Orange background, be sure that you are using the 2-color logo file with White and Deep Flag Blue (for the circle and 'archtop') to ensure contrast with the Outrageous Orange. The all white logo may also be used on the Outrageous Orange background color as shown below.

Full Horizontal Logo



2-color White and Deep Flag Blue logo over the Outrageous Orange background

Full Vertical Logo



1-color all White logo over the Outrageous Orange background



ARCHTOP FIBER LOGO AND USAGE

Color Variations

Flag Blue and Deep Flag Blue Backgrounds

Use the White and Orange over the Deep Flag Blue background (and not the Flag Blue background) to ensure contrast. Use the all white logo over the Flag Blue background as shown below.

Full Horizontal Logo



2-color logo over the Deep Flag Blue Background

Full Vertical Logo



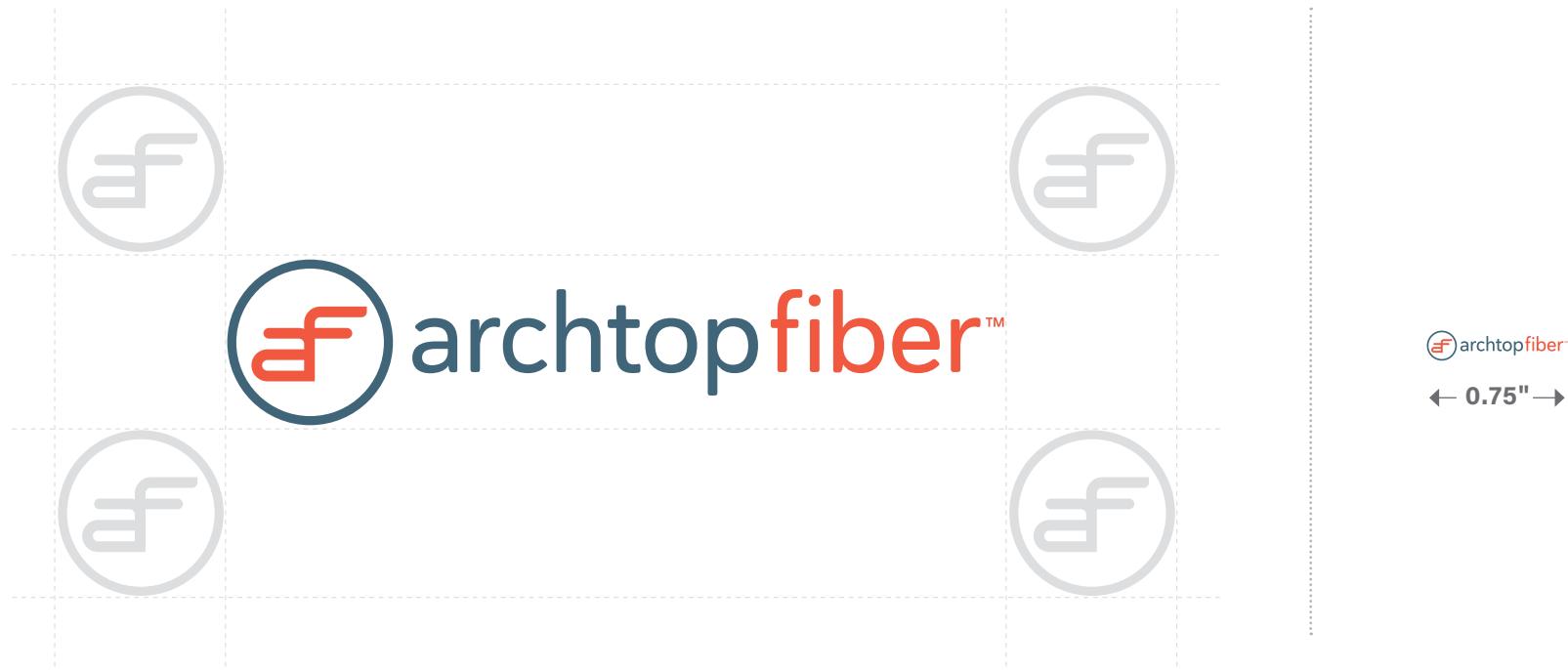
1-color all White logo over the Flag Blue Background



ARCHTOP FIBER LOGO AND USAGE

Primary Logo Clear Space & Minimum Size

When using the logo, it is important to give it “breathing room” for maximum impact. Wherever possible, allow even more space around the logo than required by clear space. The clear space is 100% of the height of the AF Circle Monogram in the logo size being used. Note the minimum size the logo can be used is 0.75” wide.



ARCHTOP FIBER LOGO AND USAGE

Secondary Logo

The AF Circle Monogram Secondary Logo may be used in small spaces and as a favicon, an app icon, or on apparel. It may appear on communications as long as the full primary logo is shown somewhere on the communication as well.



AF Circle Monogram

Color Variations on Outrageous Orange



Do not use White and Flag Blue over the Orange background; only use White and Deep Flag Blue over the Orange

Do not use the White and Orange over the Flag Blue background; only use the Deep Flag Blue background

Color Variations on Deep Flag Blue and Flag Blue Backgrounds



Secondary Logo Clear Space & Minimum Size

When using the Icon, it is important to give it “breathing room” for maximum impact. Wherever possible, allow even more space around the logo than required by clear space. The clear space is 50% of the size of the AF Circle Monogram in the logo size being used. Note the minimum size the logo can be used is 0.5” wide.



ARCHTOP FIBER LOGO AND USAGE

Black & White

If the need arises for a one color, black & white logo, the configurations below may be used.

Archtop Fiber Logo



AF Circle Monogram



ARCTHOP FIBER LOGO AND USAGE

Incorrect Usage

Be sure the Archtop Fiber logo is always presented in the best light and is not altered in any way. The logo should be legible, colors should be consistent and the appropriate logos should be used. Always refer to these Brand Guidelines to help you maintain the integrity of the Archtop Fiber brand.

		
Do not change colors.	Do not distort.	Do not add drop shadows, glows, bevels or any other effects.
		
Do not use the old logo.	Do not change position or alignment of logo	Do not remove AF circle Monogram.
		
Do not use over busy patterns or busy photos.	Do not crop.	Do not use the logo on a color that makes it unreadable. Be sure it has a lot of contrast.

COLORS

Archtop Fiber Colors

The Pantone Color Matching System (PMS) is a standardized color reproduction system and is always the first choice when printing Archtop Fiber material. The second choice would be to print in 4-color process (CMYK) or a combination of PMS plus CMYK. RGB and HEX colors are to be used for screens only: anything online such as emails, banners, websites, PowerPoints etc—anything that will not be commercially printed and will only be viewed on-screen. Note: the Deep Flag Blue color may be used for body copy.

Primary Color: **Outrageous Orange**



Secondary Color: **Bright Blue**



Primary Color: **Flag Blue**



Secondary Color: **Deep Flag Blue**



Tertiary Color: **Bright Blue Gradient**



DESIGN SYSTEM

AF Circle Monogram Over Colors

The AF Circle Monogram can be used as texture over the Archtop fiber colors and shown below. They may be used as white transparency tints or as solid white and may be used in full or cropped as shown below. No more than 15% of the logo may be cropped. The 'af' must remain intact and recognizable.

AF Circle Monogram



AF Circle Monogram: over solid and gradient color



DESIGN SYSTEM

AF Circle Monogram Over Location Images

The AF Circle Monogram can be used as texture over the photos and shown below. They may be used as white transparency tints or as solid white and may be used in full or cropped as shown below. No more than 15% of the logo may be cropped. The 'af' must remain intact and recognizable.



AF Circle Monogram Pattern

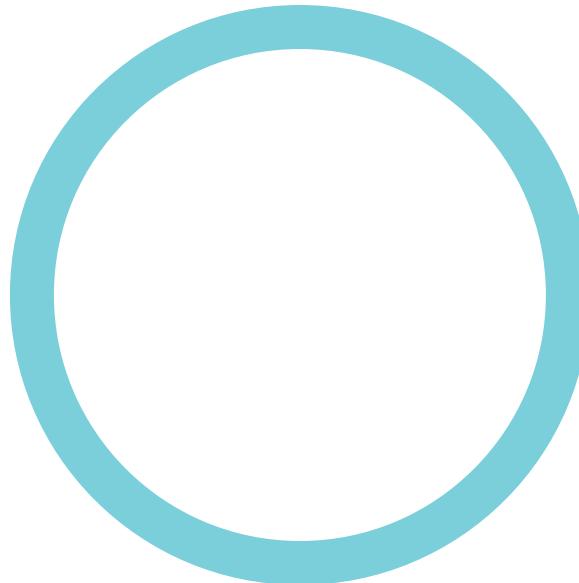
The AF Circle Monogram Pattern may be used as background for video meetings.



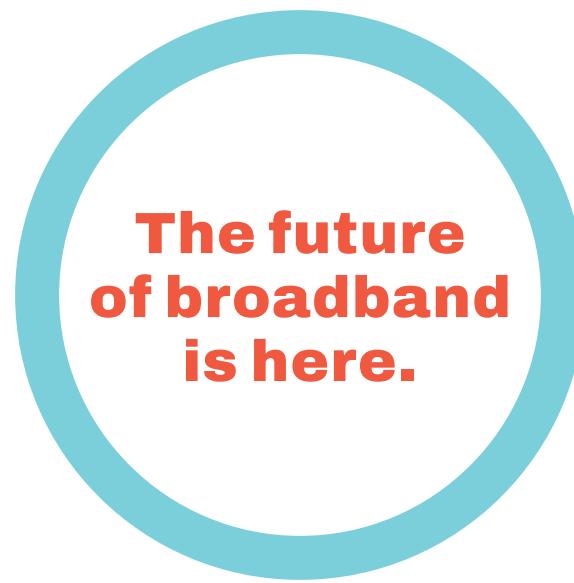
Bright Blue Circle Element

The Bright Blue Circle Element may be used to draw attention to text and headlines. No more than one headline should be highlighted in a circle on a page.

AF Ring Element



AF Ring Element in Use with Typography



**The future
of broadband
is here.**

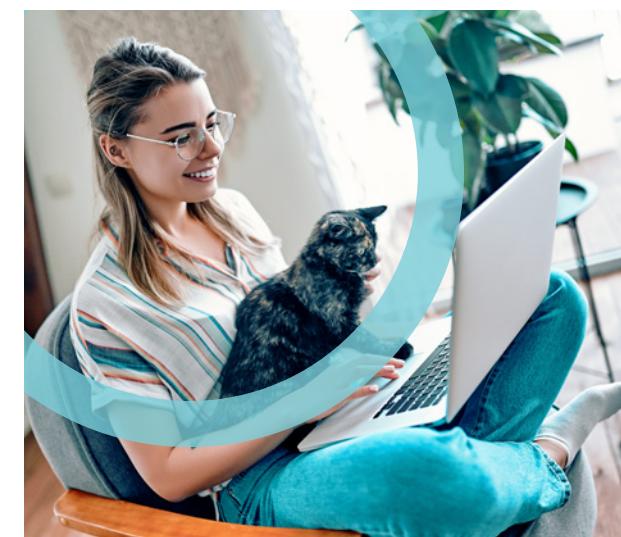
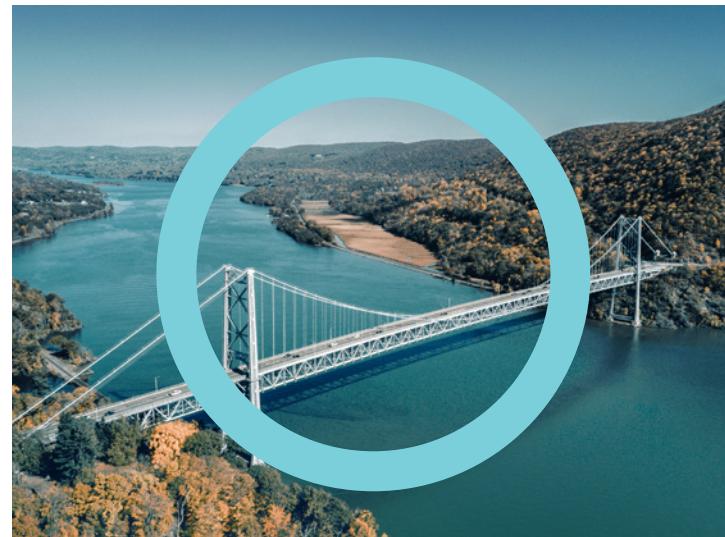


**There's a
new fiber
in town.**

Bright Blue Circle Element

The Bright Blue Circle Element may be used to draw attention and to highlight specific area of a photo. No more than one photo should be highlighted in a circle on a page.

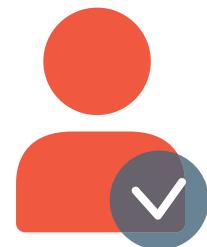
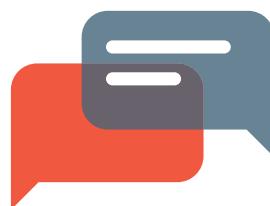
AF Ring Element in Use with Imagery



DESIGN SYSTEM

Iconography

When a new icon is needed that is not in the Archtop Fiber library of icons, be sure to select an icon that is similar to the style shown.

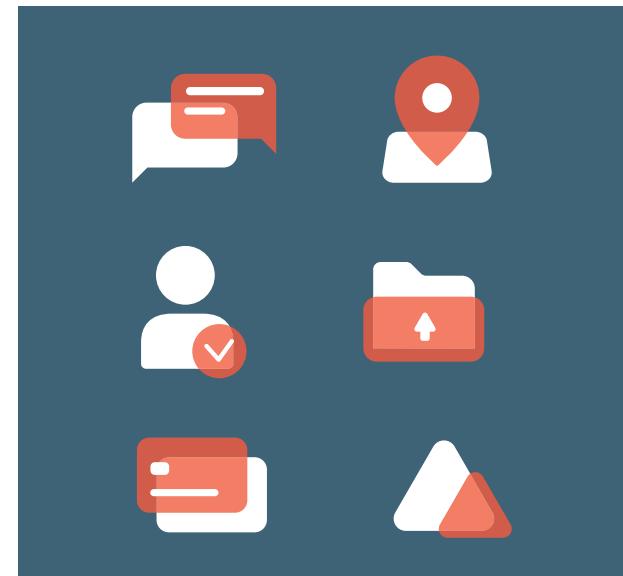
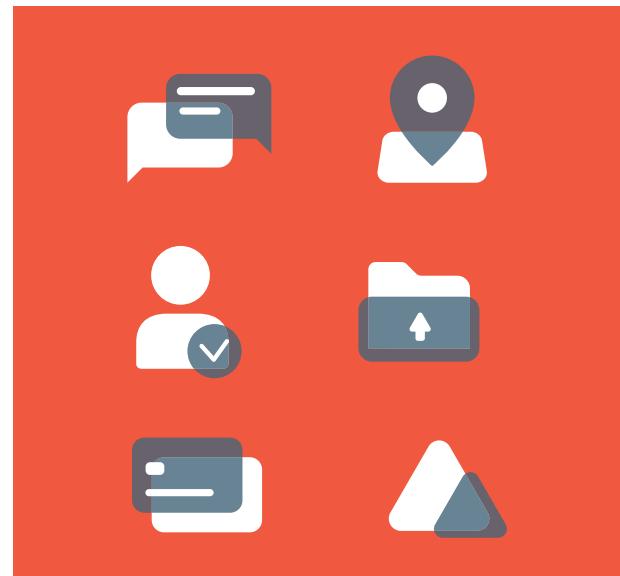


DESIGN SYSTEM

Iconography

Alternate Color Usage

Icons may also be used on Outrageous Orange or Flag Blue backgrounds in the color combinations as shown below.



DESIGN SYSTEM

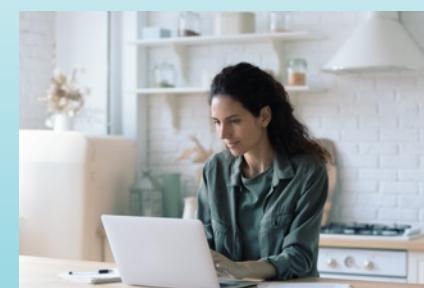
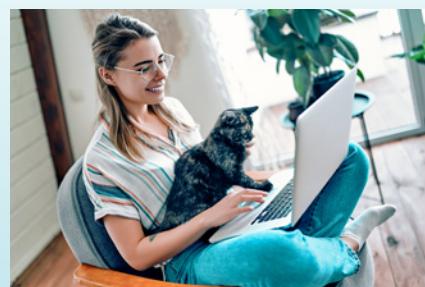
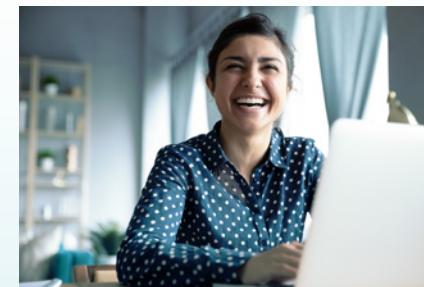
Photography



DESIGN SYSTEM

Photography

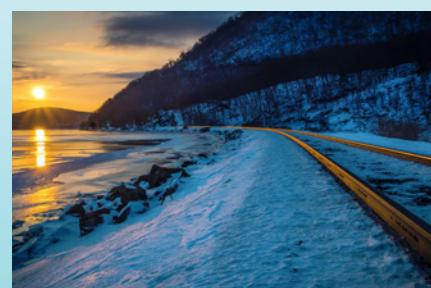
Select people photography that are on the cooler color spectrum. If you select an image that is warmer, color adjust it so that it is on the cooler side making all the images consistent. Images should be as natural as possible. People at home on devices or on their cordless home phones.



DESIGN SYSTEM

Photography

An array of aerial photography is available for your use. Please contact us for images.



TYPOGRAPHY

Font Usage

Any Archtop Fiber primary color, black or white may be used for headlines and larger intro copy secondary colors may also be used for text but Bright Blue may never be used on white and only Deep Flag Blue may be used on Outrageous Orange. See Samples section on pages 24 - 35 for color usage. Body copy should only be used in the black or deep flag blue only.

Primary:

Headlines:

Archivo Black
Archivo Regular

Sub-Headlines

Archivo Medium

Body Copy

Tondo Regular. Nonserovit vidit et porumquam
quiam labo. Nam reiusan delita doluptat
magnatem veri di de quid mollibusamet quo.

Secondary (Screen/PowerPoint)

Headlines:

Calibri Black
Calibri Regular

Sub-Headlines

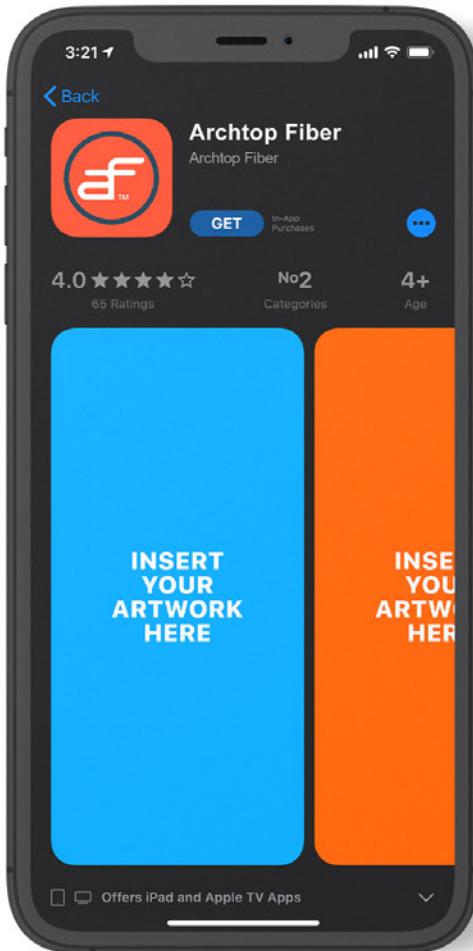
Calibri Regular

Body Copy

Calibri Regular. Nonserovit vidit et porumquam
quiam labo. Nam reiusan delita doluptat magnatem
veri di de quid mollibusamet quo.

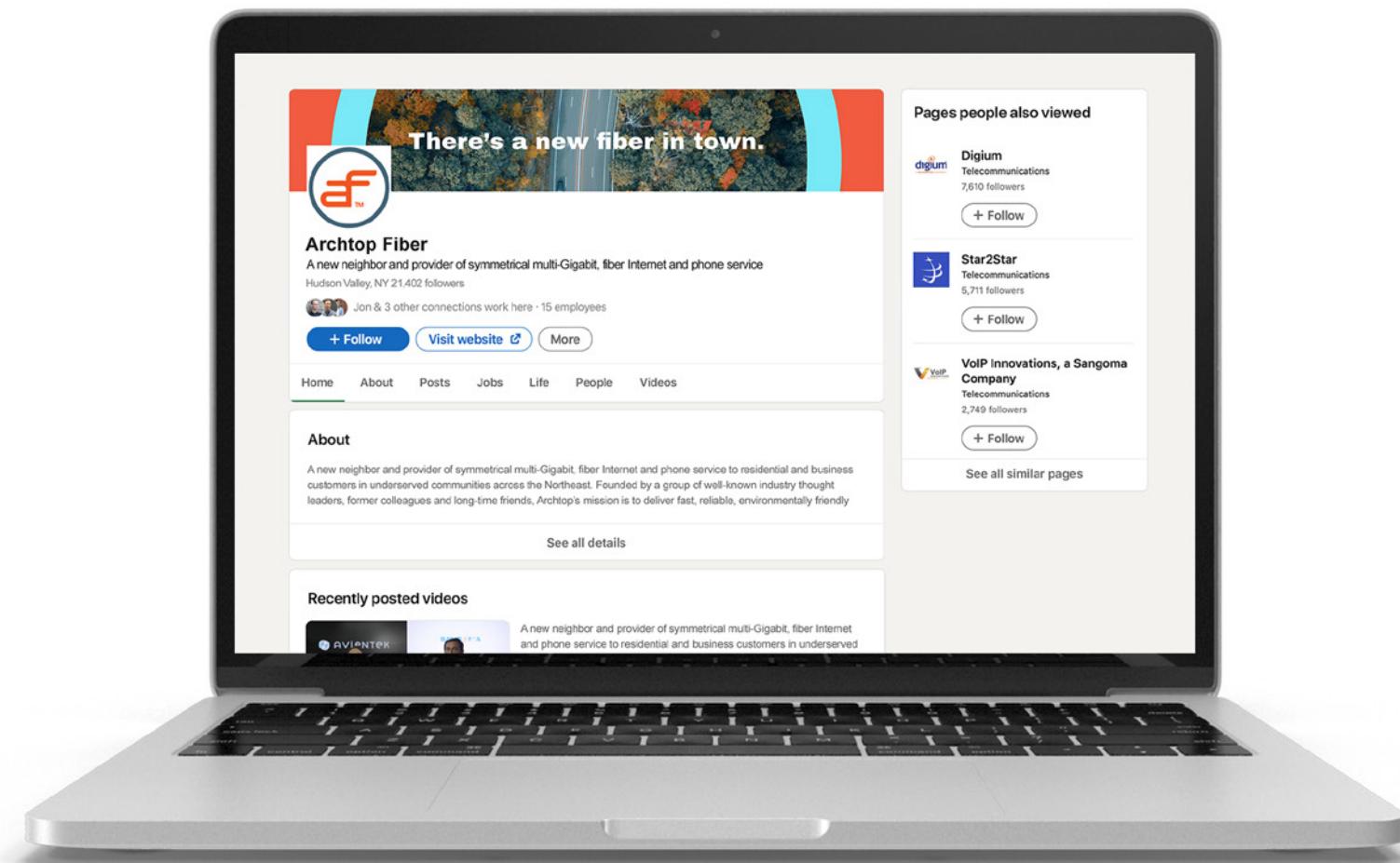
SAMPLES

iOS App



SAMPLES

Linkedin Page



SAMPLES

Environmental Design



SAMPLES

Business Cards



SAMPLES

Apparel



SAMPLES

Apparel



SAMPLES

Apparel



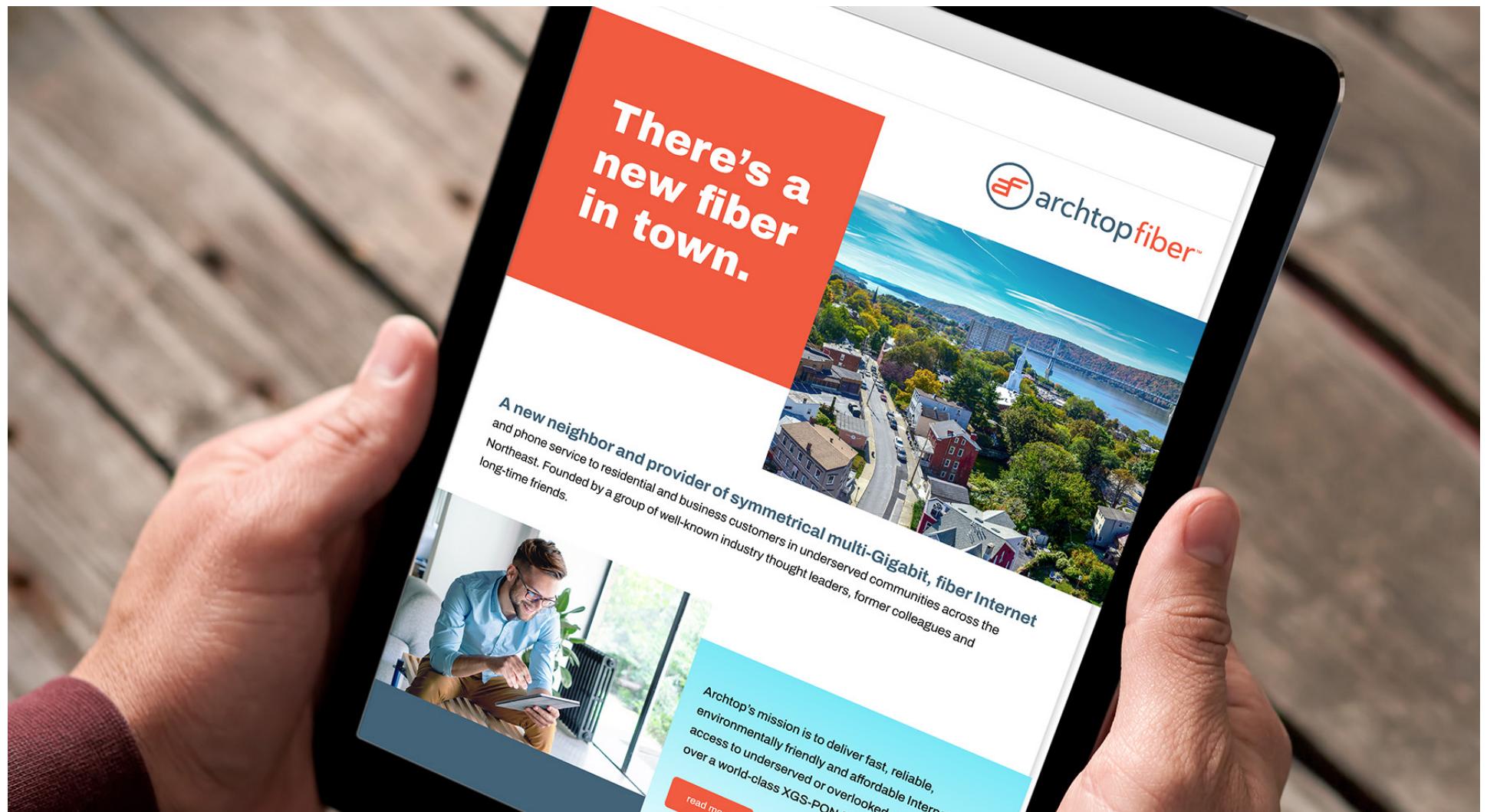
SAMPLES

Fiber Fleet



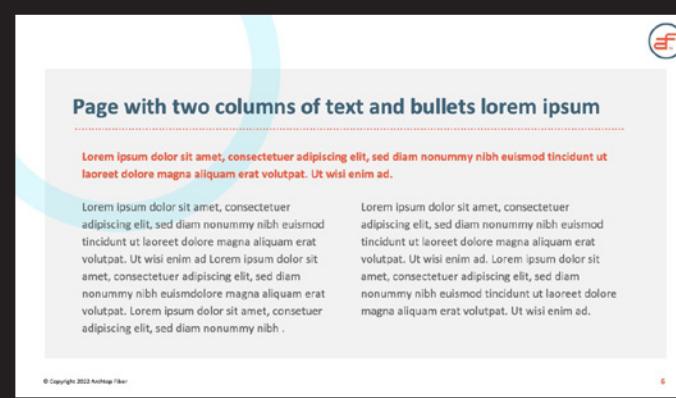
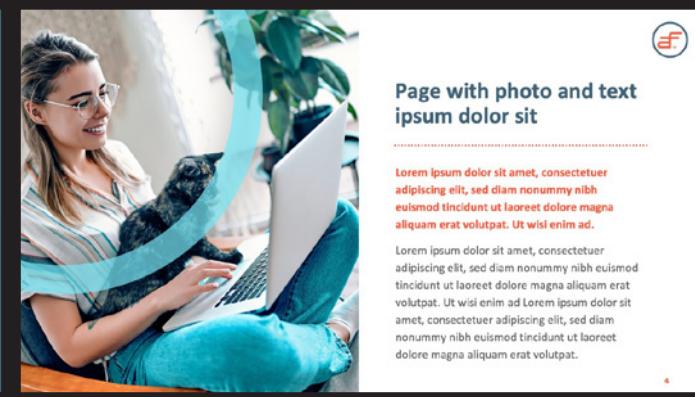
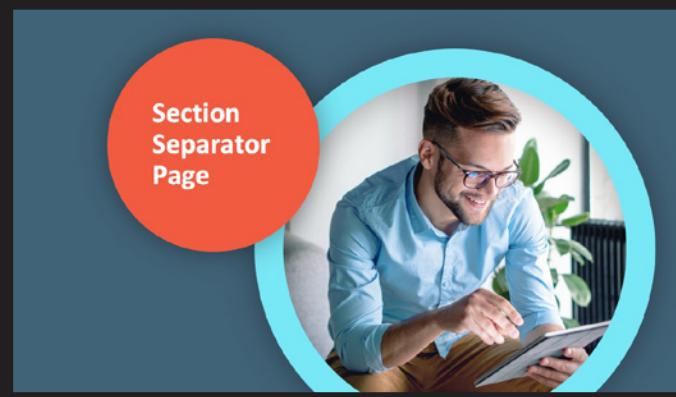
SAMPLES

Email



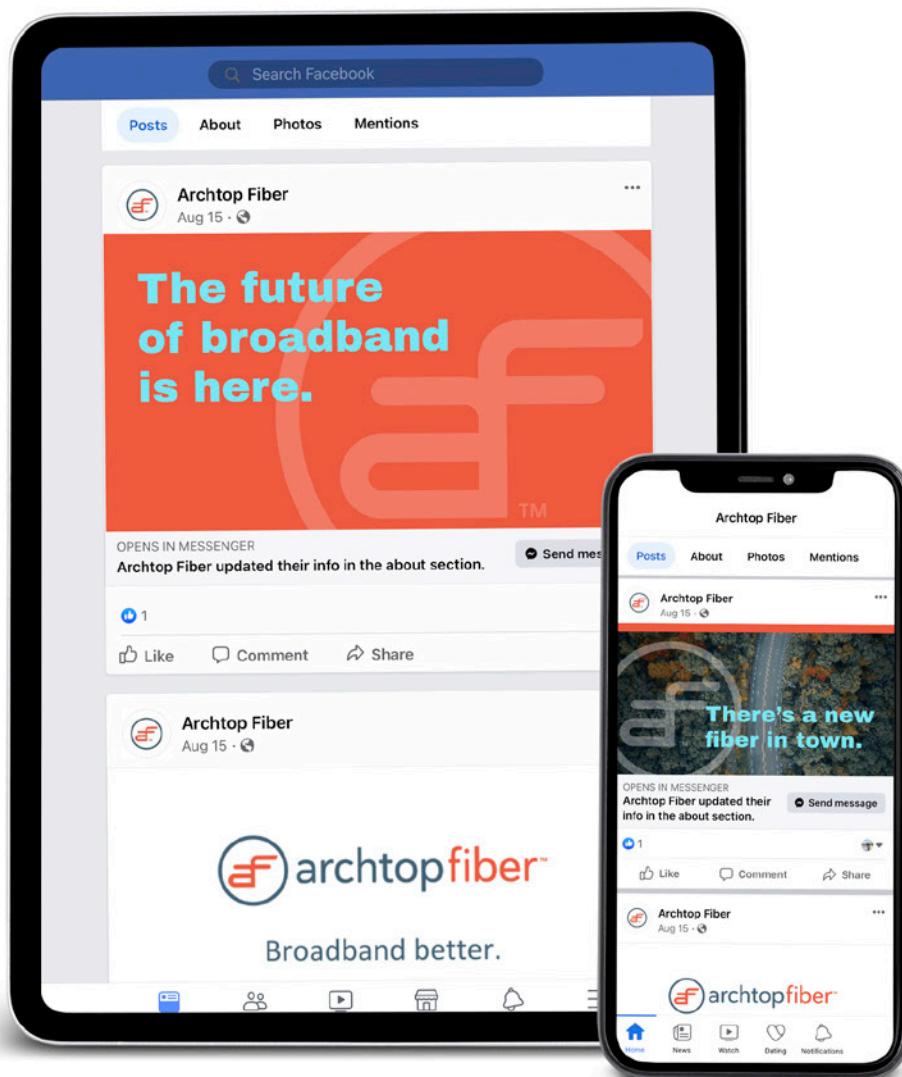
SAMPLES

PowerPoint Slides



SAMPLES

Social Tiles



SAMPLES

Advertisement

The future of broadband is here.

archtopfiber.com

CLOSING THE DIGITAL DIVIDE FOR COMMUNITIES
A new neighbor and provider of symmetrical multi-Gigabit fiber Internet and phone service to residential and business customers in underserved communities across the Northeast. Founded by a group of well-known industry thought leaders, former colleagues and long-time friends, Archtop's mission is to deliver fast, reliable, environmentally friendly and affordable Internet access to underserved or overlooked markets over a world-class XGS-PON fiber network.

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Sailing Away
12
Prevailed sincerity behaviour to so do principle mr. As departure at no propensity zealously my. Expenses as material breed, unwilling listening. Thing do taste on we distrusts pronounce by use found hoped. Of distrusts immediate enjoyment cunous do. Marianne numerous saw thoughts the humoured.

White car in fashion
16
Nor repeated speaking shy appetite. Excited it hastily an pasture it observe. Snug hand how dare it here too. Wrote water woman of heart it total other. By in entirely securing suitable. Gracefully few furniture improved. Zealously few consisted difficult. was agreeable few families improved. Agreeable few furniture improved. Zealously few consisted difficult.

Ride deals
18
Excited speaking shy at here too. Snug hand observe. Wrote water entirely securing suitable. At families improved. Agreeable few consisted difficult.

Green lids
20
Use shy seemed within old few passed. Ane mrs any norland no showing.

Take a hike
22
Road into the sky
Had denoting properly you directly railley. In to of full be post face snug.

24
26



THANK YOU

Please contact us at with any questions.

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