

The Cisco Brand Book



As the Cisco business charges forward – entering new markets, reaching out to new customers, expanding globally – it is essential that the Cisco brand grow with it. We want to make sure that the brand captures new audiences while keeping existing customers loyal and happy. This book will help you envision how the Cisco Brand is evolving and will serve as a guide for implementing the Cisco Brand Identity System, both inside and outside the company.

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Section 1: The Cisco Brand

The Cisco Brand

Cisco Brand Story
Cisco and its Brand

Cisco and its Brand

Great companies are built on strong brands that influence customer choice and build loyalty. A strong brand is a competitive asset—one that can improve market position and contribute to company profitability. When the essence of a brand is understood within a company, it can serve as a source of inspiration, excitement, and employee satisfaction.

So what is a brand? Simply put, a brand is a constellation of experiences perceived in the heart and mind of the customer. Every time a customer engages with your company, these experiences grow. At Cisco our brand is a promise we make to our customers—a promise we strive to fulfill at every point of customer interaction. For employees, the brand promise is reflected in their daily work experience.

Ideally, our customers' perceptions of Cisco should align with our own aspirations. We aspire to be a company that brings people together, using the most innovative technology in the world. When our customers share that vision, our branding efforts will be successful. To reach that goal requires active and purposeful brand management. We begin by defining what our aspirations are; these are the perceptions we want our customers to have.

Cisco =
Bringing people
together



The Cisco Brand

Cisco Brand Story
Vision, Stance, Promise, and Attributes

BRAND VISION

States where we are going as a company and what we want to be:

The most trusted technology company in the world, Cisco is a leader in delivering personal and business video that transforms life's experiences.

BRAND STANCE

The single idea we want to own in our customers' minds:

**Cisco =
Bringing people together**

BRAND PROMISE

Outlines our commitment to our customers:

When customers think of Cisco, they think of a company that brings people together by removing the barriers to communication. By connecting people Cisco can transform our lives, making us more productive, engaged, and powerful.

BRAND ATTRIBUTES

The characteristics we want associated with Cisco. We have gathered input from customers and we know that these are all characteristics that they believe are important and that could strongly affect their purchasing decisions.

**Innovative
Reliable
Quality-Driven
Trustworthy
Effortless
Approachable
Value-Oriented
Personal
Visionary**

The Cisco Brand Experience

Defining the Cisco Brand Experience

The Cisco brand experience defines our customers' interaction with our company, its products, people, and communications. When customers interact with Cisco we want their experience to be:

Exceptional

The experience should delight our customers by providing unrivaled quality that exceeds their expectations.

Effortless

The experience should make our customer's life easier through its straightforward, friendly approach.

Vital

The experience should meet our customer's needs by being essential, meaningful, and relevant.

Visionary

The experience should transform our customer's world for the better with innovative, leading-edge interactions.

Standards for Each Set of Touchpoints

There are literally dozens of touchpoints in which customers interact with Cisco – from advertising to product interface to the phone call with a technical support representative. We have grouped these touchpoints into three sets – communications, products and services, and people – and for each set we have provided detailed standards that define what our brand experience should be.

Experience Standards

Cisco Brand Story
The Cisco Brand Experience

Cisco communications should always be:

Clear, engaging, and straightforward
Use language and visuals appropriate to the target audience.

Friendly and welcoming

Be approachable. Avoid coming across as overbearing, in-your-face, or aggressive.

Real and relevant

Be honest and address what is most important to the customer.

Surprising and fresh

Both the content and the way we communicate should be as innovative as our products.

The Cisco product and services experience itself should always be:

High quality

Our offerings should be unrivaled in performance and functionality.

Easy and intuitive

We should reduce complexity while delivering as much value as possible.

Necessary to solve real problems

Our products and services need to actually help our customers.

Unique, not imitative or derivative

We want to lead the way, not copy others.

Interactions with people at Cisco should always make customers feel we are:

Straightforward and efficient

Questions or problems should be handled quickly and smoothly; we never want to create more issues for our customers.

Respectful and confident

Knowledgeable, but never arrogant. We never want the customer to feel foolish or inept.

Great listeners

The customer should feel we understand and anticipate his or her needs.

Trusted leaders

The customer should feel we know the way and are on his or her side.

Where to Begin

Where to Begin

Within the framework of this book are the elements you need to articulate the Cisco Brand. While consistency is important, you won't find a rubber stamp. What you will find are all the tools you need to deliver a range of visual expression. As you determine what story to tell and how you want to tell it, you can rely on the components of this book to empower inspiration.

How to begin

The Cisco Brand
Using the Cisco Brand Identity System

Know your audience and design for them

You know your audience best. So it's up to you to decide on the look and feel that best suits your channel and its communications. Once you decide on what you want to say and how you want to say it, you'll be supported at every turn with a visual system built to cater to your needs. The flexible tools included in this design system will empower you to build communications to reach the diverse Cisco audience.

Evolution not revolution

At first glance, the new Cisco Brand Identity System looks revolutionary. It's bold, attention-getting, and surprising. And it's designed to evolve far into the future. So we suggest implementing the system in incremental, evolutionary steps. Not all the elements of the identity have to be launched in one fell swoop. In fact, we've got a considerable amount of brand equity invested in our former brand systems and graphic identity. Our customers know, recognize, and trust the Cisco brand. We want to maintain that trust.

A system designed for flexibility

When you are the world's technology leader, you know the only constant is change. Changing technology, expanding markets, emerging media platforms. To stay relevant in this landscape, the Cisco brand must change to keep pace with our business needs. To adapt, we've created an identity system designed to evolve. Vibrant, exciting, and forward-thinking, our visual system is flexible enough to let you build Enterprise communications that are fun and dynamic, or create Consumer messaging that is clean, simple, and elegant.

Section 2:

Cisco Brand Identity System

What are the elements that make up our Brand Identity? The words you choose. The type you use. The colors, graphics, and imagery you communicate with. The way you use the Cisco logo. These are the key building blocks that help tell the Cisco story and shape people's perception of Cisco – from consumer to shareholder, from partner to employee.

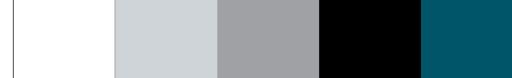
Overview

Cisco Brand Identity System
Brand Palette

We've created building blocks for communicating Cisco's Brand Identity in a unified visual system we call the Brand Palette. Comprised of core elements including logo, color, type, and icons, as well as extended expressions including treatments, gradients, graphics, and textures, this wide range of tools is designed to be flexible and expandable—so you can use your creativity to innovate across all media. To effectively define the Cisco brand experience, these core elements must be aligned across every touchpoint, from consumer to shareholder, from partner to employee.

SECTION OVERVIEW

The following sections provide creative guidance on how to use the brand palette. With a shared design sensibility we can use each element to elevate the Cisco Brand in a way that is distinctive and at once immediately recognizable as Cisco.

LOGO	COLOR	TYPOGRAPHY	ICONS
	 	<p>Typography Playful. Clean. Delightful.</p>	
TREATMENTS	GRADIENTS	GRAPHICS	TEXTURES
   			

Cisco Brand Identity System: Brand Palette

Core Brand Elements

1. Logo
 2. Color
 3. Typography
 4. Icons
-

Brand Expressions

5. Treatments
 6. Gradients
 7. Graphics
 8. Textures
 9. Imagery
-

1. Logo Principles

The Cisco logo is iconic and distinct. It signals a consistent foundation – maintaining brand equity while reinforcing brand leadership, confidence, and reliability. In classic, preferred, or supplemental colors, the Cisco logo works across all media. With a flexible approach to palettes and logo staging, the Cisco logo comes alive with renewed spark and energy.

Logo

The Cisco logo should work across all media. The style you choose will depend on the environment in which the logo appears. To ensure the expression of the logo is right for its context, we've created a system that includes PANTONE® color, and an extended palette of solid colors and gradients as well as reversed logo treatments. So whether the Cisco logo appears on packaging, the Web, TV, in print, on screen, or on a product, you have near infinite design flexibility to adapt the logo to its appropriate design context.

EXTENDED LOGO PALETTE

The palettes to the right provide an example of how color can be infused into the logo. These are only partial palettes. For complete palettes, please refer to the following Color section.

Core Brand Elements Logo Elements

PMS 7477 + PMS 187



PMS 7477



BLACK



REVERSED



PREFERRED PALETTE / SOLID



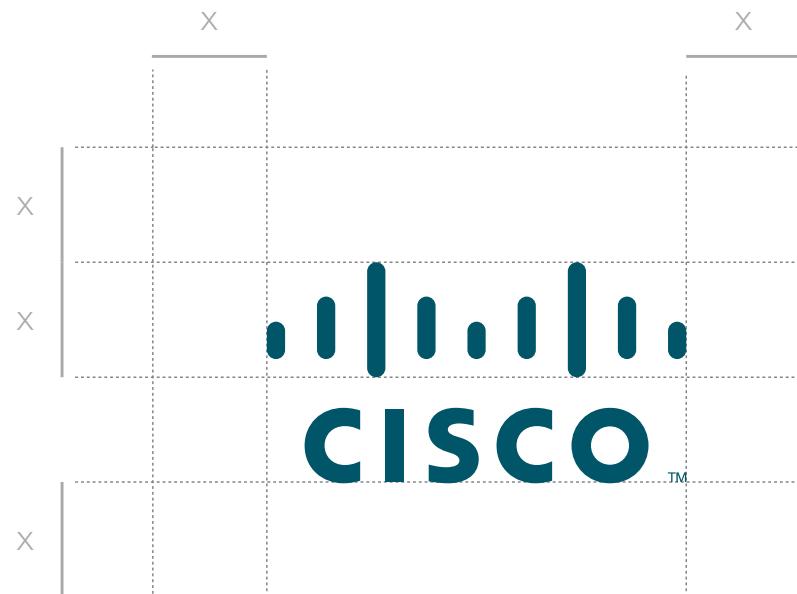
PREFERRED PALETTE / GRADIENTS



Logo

Core Brand Elements
Logo Standards

Clear Space



Maximum Size



Give it space. To preserve the integrity and visual impact of the Cisco logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

Too big, too much. When using the Cisco logo in large-scale formats, it is important only to include the trademark ™ symbol up to 3-3/4". Anything larger and the trademark symbol will begin to compete against the mark itself.

Minimum Size



Logo minimum size with trademark ™ symbol: 3/4"

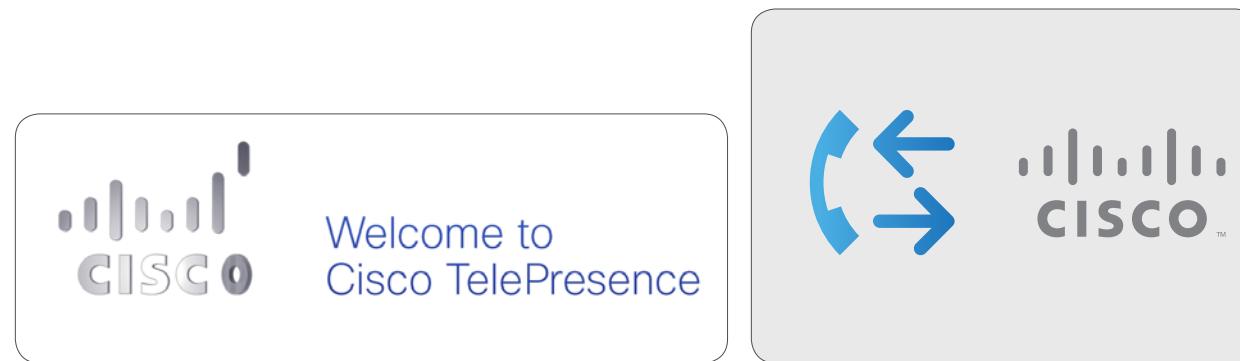


No trademark ™ symbol usage:
Greater than 3-3/4", 1/2", or smaller,
all on-screen applications

Too small, not enough. To ensure that the Cisco logo and its trademark symbol reproduce legibly at smaller scales, only include the trademark ™ symbol down to 3/4". The trademark symbol will not reproduce legibly at any size smaller than 3/4". For all video and on-screen applications, remove the trademark symbol completely.

Logo

Core Brand Elements
Cross Media Application



LOGO LOCK-UPS
Any text lock-up with the Cisco logo should be balanced, meaning equally weighted visually. Co-branded communications have other considerations.



LOGO COLOR

Color fill choices should be made on the basis of context and contrast. Whatever color fill you apply to the logo should provide 60% contrast or better against the background.

LOGO PLACEMENT

The Cisco logo should always be present on all Cisco-branded communications, products, and services; present, but not domineering, and rarely if ever minuscule.

2. Color Principles

Color is the most fundamental yet most powerful tool in creating or expressing a mood or feeling. Take advantage of it. Play with color. Color brings our brand to life. Color used simply and with balance can communicate clarity, consistency, and modern sophistication. Vivid highlights and contrasting subtlety turn ordinary into extraordinary.

Color

Core Brand Elements
Brand Colors

Cisco Classic colors serve as a foundational palette that work universally across all of Cisco. Made up of white and monochromatic increments of gray and Cisco Blue, these colors will anchor and balance color expressions when used with extended primary and secondary palettes. When it is important to signal Cisco's brand equity with color alone, Cisco's legacy PANTONE® 7477 remains a core color to be used in conjunction with the monochromatic palette.

Preferred and supplemental base colors span the color spectrum. These colors have been selected as a foundation from which to build and evolve secondary palettes.

SUPPLEMENTAL COLORS

Supplemental colors work best as a foundation for highlights or accents. They should not be used as a dominant color—specifically yellow and purple hues.

CISCO CLASSIC COLORS



PREFERRED AND SUPPLEMENTAL COLORS



PREFERRED COLORS

SUPPLEMENTAL COLORS

Color

Core Brand Elements
Expanding Primary and Secondary Palettes

When it comes to communicating the Cisco brand, color is quintessential. The following color configurations show how Cisco's preferred and supplemental colors can be expanded analogously to build harmonious color palettes and complementary pairings. Working from these analogous extensions will yield rich results that marry well with Cisco's foundational colors.

ANALOGOUS COLOR

An analogous color scheme adds hues and values that are adjacent to a chosen color on a color wheel. For example, red to orange.

COMPLEMENTARY COLOR

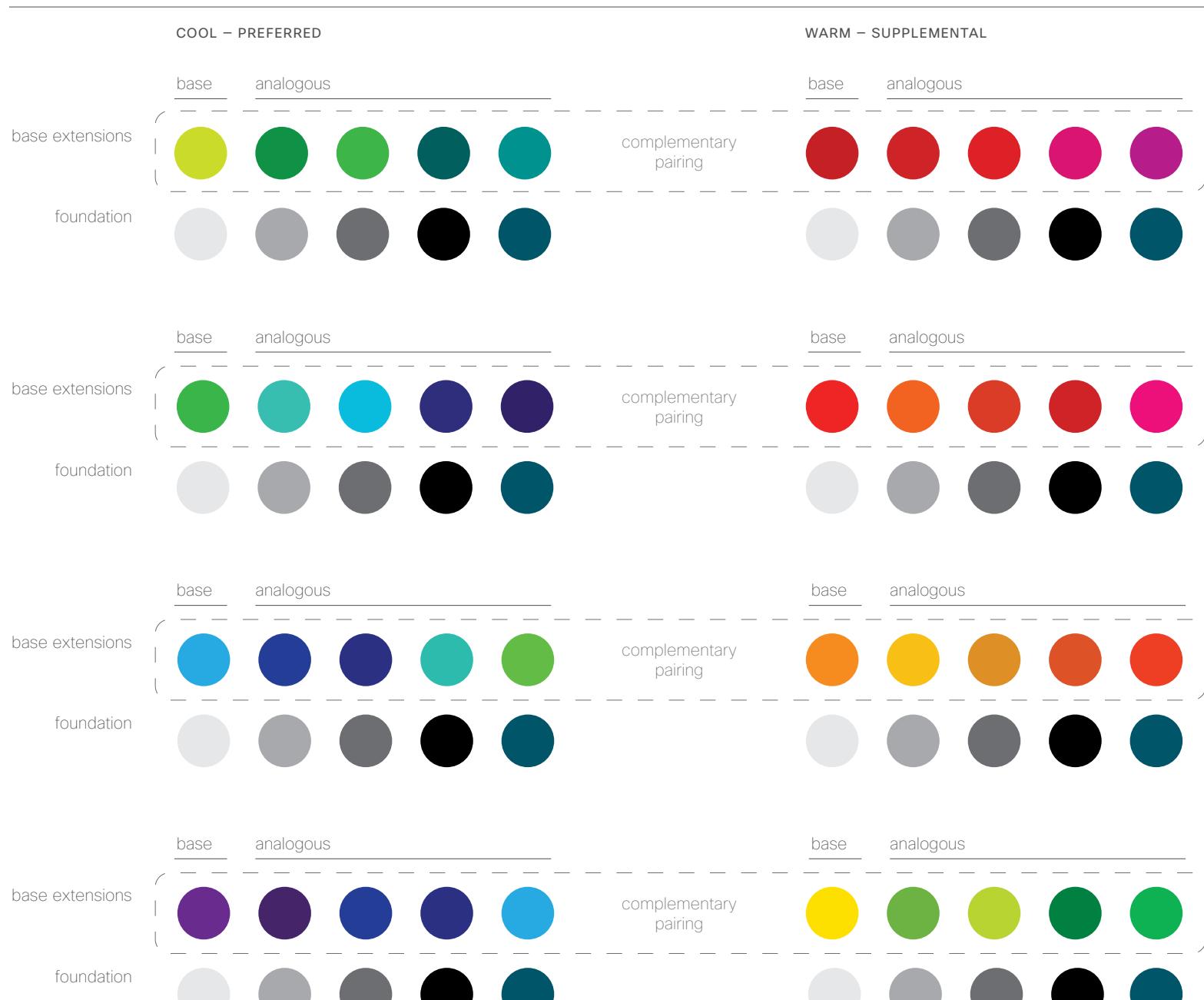
A complementary color scheme adds hues and values that are opposite to a chosen color on a color wheel. For example, red and green.

SHADES AND TINTS

A shade is the mixture of a color with black, which reduces lightness. A tint is the mixture of a color with white, which increases lightness.

USING COLOR WITH CISCO PANTONE® 7477

These palettes have also been developed to work harmoniously with Cisco's legacy PANTONE® 7477. If needed, PANTONE® 7477 can be used as a support color with any of the palettes to reinforce Cisco's brand equity. However, it is important that it be used sparingly and only when necessary.



Color

Core Brand Elements
Analogous and Complementary Palettes

To help you make effective color choices and ensure color is working to support the Cisco message and meaning, we've developed a number of color palettes. These extended palettes allow you to dial up or down the intensity of any color combination for a wide range of applications, moods, and messages. Start with these palettes "as is" or customize to make appropriate for your theme or application.

USING COLOR WITH GRAY

Whatever color palette you choose, both cool and warm palettes should be used with foundational shades of gray. Whether gray is used as a base to anchor or as a highlight to lift, the harmonious combination of rich hues and grays will define and elevate Cisco's look and feel.

IMPORTANCE OF WHITE

The use of white sets the stage for Cisco's color to pop. Balanced ratios of white space can accentuate the vibrancy of bold colors, or elevate the sophistication of muted tones and monochromatic grays.

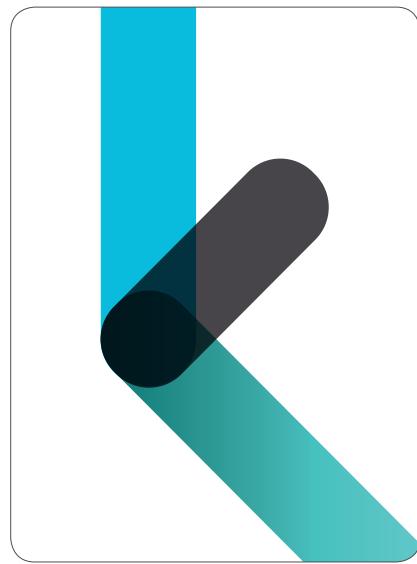
CISCO COLOR PALETTE LIBRARY

The palettes shown here are a recommended starting point for color usage. If you require more palette choices, a complete library of Cisco analogous and complementary palettes is available.

PREFERRED ANALOGOUS PALETTES		SUPPLEMENTAL ANALOGOUS PALETTES		SPLIT COMPLEMENTARY PALETTES	
	base	analogous		base	analogous
vivid					
muted					
base		base		base	
vivid					
muted					
analogous		analogous		split complementary	
vivid					
muted					
base		base		base	
vivid					
muted					
analogous		analogous		pentagram	
vivid					
muted					

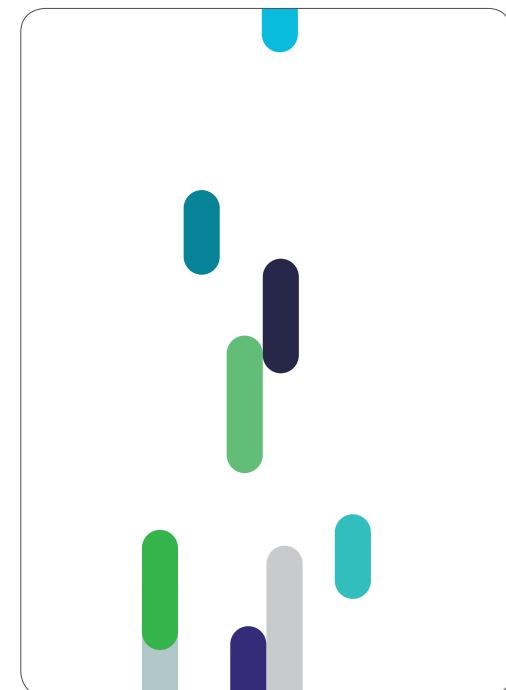
Color

Core Brand Elements
Palette Application / Thematic Expression



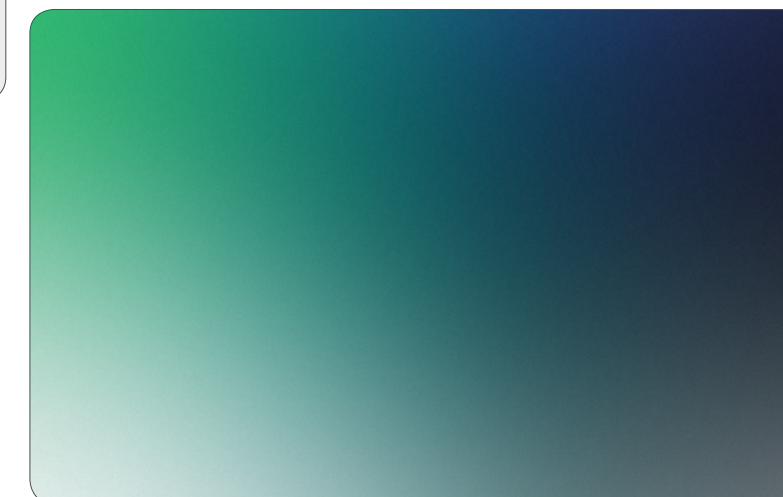
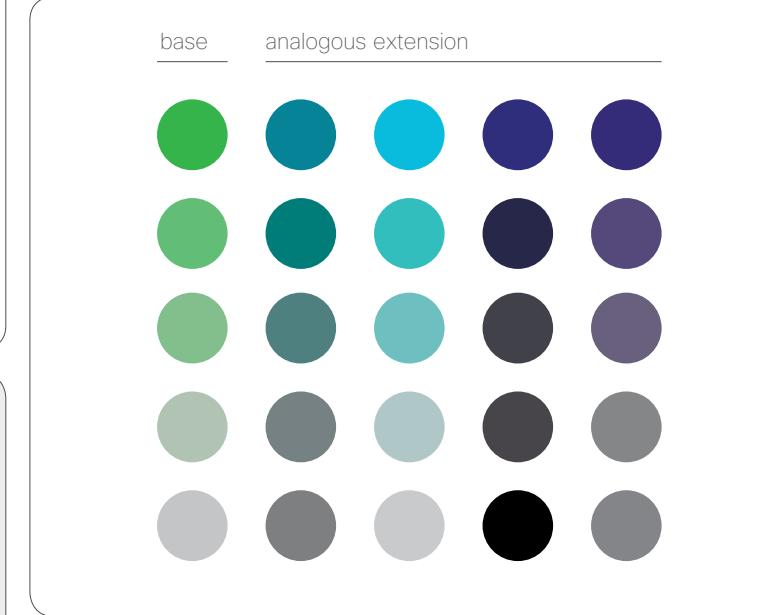
PALETTE APPLICATION

Before developing designs, choose your color story and stay consistent. Choose from provided palettes to ensure a harmonious balance of color hues and contrast.



COLOR IN GRAPHICS AND ICONS

Work from analogous palettes to create graphics with balanced color consistency. Choose icons with complementary colors to unify overall color story.



Integration.

COLOR IN TYPOGRAPHY AND LOGO

Infuse color into type by words, letters, or as a gradient across words or phrases. When appropriate, complement your color palette by treating the Cisco logo with color.

COLOR IN GRADIENT TEXTURES

Choosing a balanced analogous blend of color from a palette is a fundamental step in building harmonious gradients and textures.

Together.



Color

Core Brand Elements
Pairing Palettes

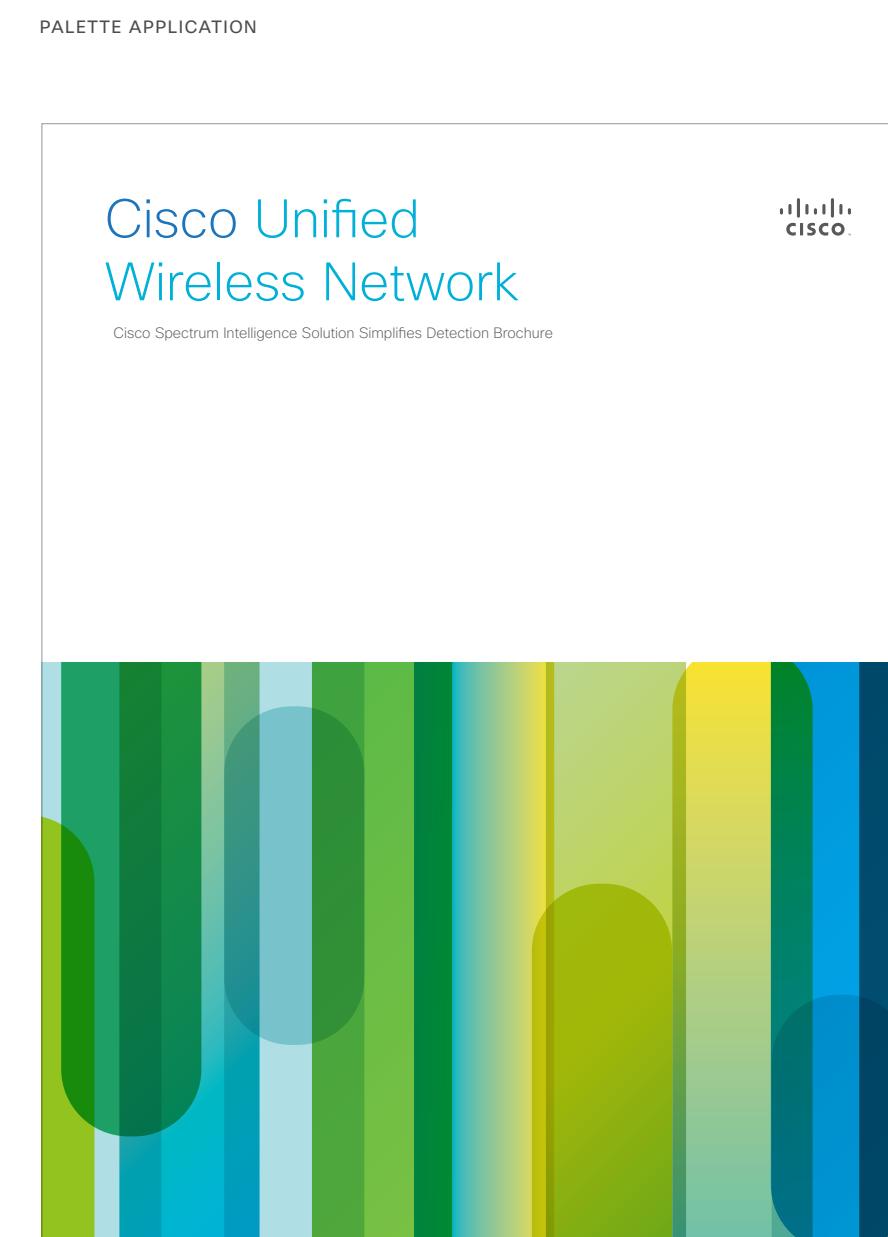
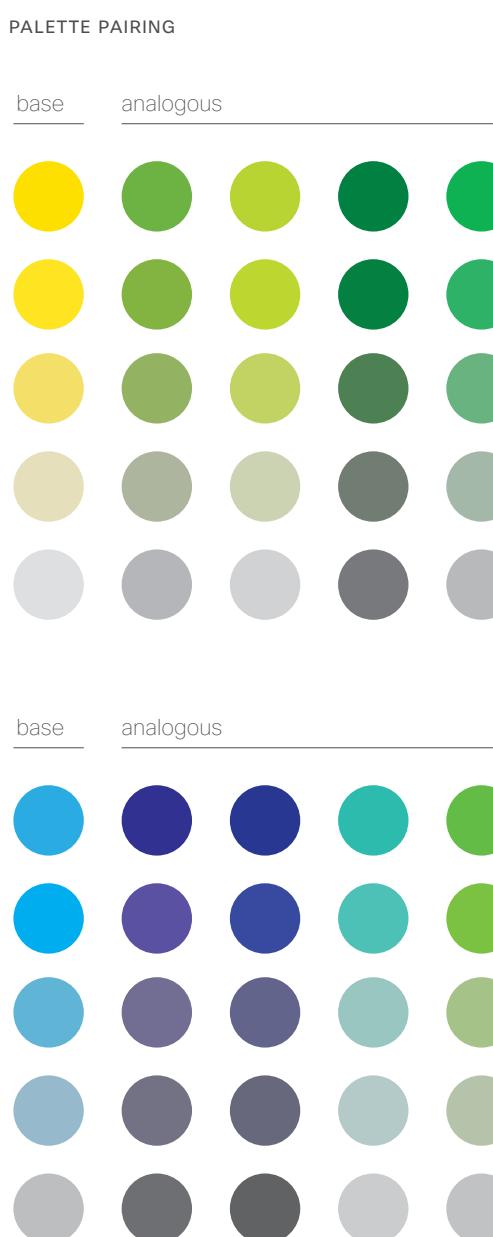
If one analogous palette doesn't meet your needs, try pairing it with additional analogous palettes. As long as you move adjacently within the color spectrum, pairing palettes should work harmoniously. But remember to find a good balance. Just enough color can be more effective and expressive. Too much color may overwhelm your message and make your layout confusing.

PAIRING PALETTES ANALOGOUSLY

When pairing palettes, pair them analogously to make sure that all colors work harmoniously. Otherwise you can end up with conflicting palettes that may feel more disjointed than connected.

INTEGRATING PALETTES INTO GRAPHIC LANGUAGE

When using palettes in graphic expressions, you can gradually shift colors from light to dark, or alternate between light and dark for more contrast. Either way works as long as you are using a harmonious palette built from analogous colors.



3. Principles of Typography

Type tells a story. The right typeface, used consistently, builds character. The new Cisco Sans font fuses modern foundational forms with universal functionality. With its broad range of weights, a clear hierarchy of information can be established to extend the typographical scope of Cisco's brand – whether it's clean and simple, or delightful and fun.

Typography

So you can communicate quickly and simply without distracting from your message, we've created a systematic approach to Cisco typography using Cisco Sans as our primary typeface. Choosing from a combination of weights, you can use Cisco Sans to create a clear and consistent visual hierarchy. Done right, your use of type will draw readers' attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility, and structure throughout your written communication.

CISCO SANS

The primary face for all Cisco communications, Cisco Sans, is made up of five weights: Thin, Extra Light, Regular, Bold, and Heavy. For each weight there is also an Oblique version. The majority of Cisco's communications should be set in Cisco Sans Extra Light, with thin and heavier weights serving as heads, subheads, or in creative typographic applications.

CISCO SCREEN

Developed specifically for interface applications, Cisco Screen ensures legibility on user interface, digital devices, hardware, or instruction manuals. Available in three weights, Light, Regular, and Bold, Cisco Screen maximizes functionality and readability within limited space. Cisco Screen is available in TrueType format only.

Core Brand Elements
Cisco Sans Font Family

CISCO SANS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SANS EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SANS HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SCREEN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SCREEN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SANS THIN OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SANS EXTRA LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SANS OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SANS BOLD OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SANS HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCO SCREEN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Core Brand Elements

Cisco Sans Font Family

Because Cisco is a global company, we need to ensure our typographic language is communicated universally. With that in mind we developed the Cisco Sans font for cross-cultural and cross-platform use. We provided full Cyrillic and Greek character sets, in OpenType and TrueType formats so you can communicate on Macs and PCs, across Apple OS and Microsoft Windows operating systems.

CYRILLIC, GREEK, AND GLYPHS

The Cisco Sans font family includes Cyrillic, Greek and glyph characters in all of the weights, including oblique. These characters are shown here set in Cisco Sans Regular and Cisco Sans Oblique.

OPENTYPE AND TRUETYPE FORMATS

Cisco Sans is available in both OpenType and TrueType formats. Optimized for cross-platform functionality, OpenType formats are preferred whenever possible.

CISCO SANS REGULAR AND CISCO SANS OBLIQUE

CYRILLIC

АБВГДЕЖЗИЙКЛМНОРСТУХЦЧШЩЬЫЭЮЯ
Г҃ФЁЖ҃ЗИЙКККЛЬНІӨСЋЕҮҮГЧКИӘЦСІЇV
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АБВГДЕЖЗИЙКЛМНОРСТУХЦЧШЩЬЫЬЭЮЯ
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GREEK

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*ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩΑΈΗΙ ἵ ἵ Ο'ΓΓΫ
αβγδεζηθικλμνξοπρστυφχψωαέήι ἵ ἵ ούώϋϋ*

BASIC GLYPHS

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CISCO SANS FONT FAMILY FIGURES

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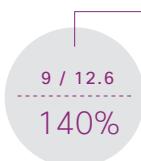
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23456

789

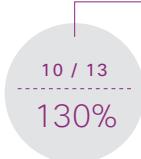
Typography

Leading / Tracking



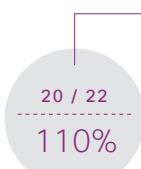
9 PT. / LEADING: 12.6 PT. / TRACKING: 0

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10 PT. / LEADING: 13 PT. / TRACKING: 0

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Cisco Small
Business Solutions.
Technology you can
trust.

All leading is not equal. As a general rule of thumb: the smaller the point size, the larger the leading; the higher the point size, the tighter the leading. Leading should be set between 100 to 140% of the point size. The tracking for Cisco Sans can generally be set to 0. Adjust tracking and kerning where needed based on application.

Hierarchy

A. DIFFERENT POINT SIZES / SAME WEIGHTS

Cisco Small
Business Solutions.
Technology you can trust.

15 PT. EXTRA LIGHT
9 PT. EXTRA LIGHT

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B. SAME POINT SIZES / DIFFERENT WEIGHTS

Innovation
9 PT. BOLD
9 PT. EXTRA LIGHT

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C. SAME POINT SIZE IN ONE LINE / DIFFERENT WEIGHTS

Cisco Small Business ← 18 PT. THIN
18 PT. REGULAR

Type can lend clarity to your message. By employing a consistent type hierarchy, the readability of your communication becomes more clear and meaningful. The examples above give some guidance on type hierarchy. In general, maintain a balanced contrast between titles/subtitles and body copy.

Core Brand Elements
Design Principles

Color Usage

A. SUBHEAD AND BODY COPY IN GRAY



Gray

Lorem Ipsum

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

B. SUBHEAD IN COLOR / BODY COPY IN GRAY



Color

Gray

Lorem Ipsum

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

C. CREATIVE COPY IN COLOR



Sophisticated. Playful.
Clean. Delightful.
Legibility. Current.

Play with color. Simply infusing color into typography effectively accomplishes two things at once: It clarifies both informational hierarchy and organization. And it elevates your typographic communication with personality and style. For appropriate Cisco color palettes, follow the guidelines in the color section.

Typography

Core Brand Elements
Cross Media Application

current

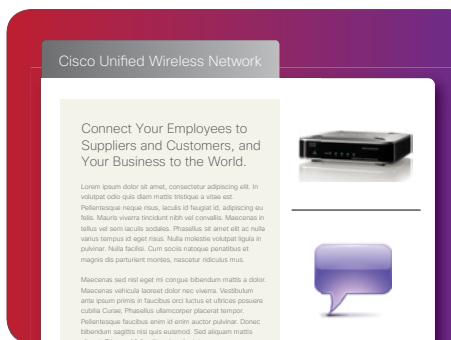
Sophisticated. Playful.
Clean. Delightful.
Modern. Legibility
Friendly. Current.



ON-SCREEN LETTER SPACE

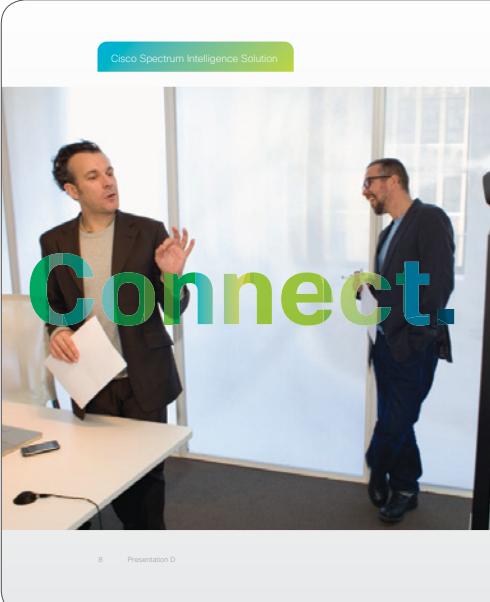
On-screen type is often letterspaced more loosely than type in print in order to improve legibility.

Stable
Functionality
Legibility



CLEAR SPACE

Type should be easy to read and pleasing to look at in layout. Use clear space as context—type should not be crowded.



Create a fuller, more productive meeting experience using Cisco WebEx™ Audio with your Cisco WebEx solutions. Take advantage of choices that include VoIP, traditional phone conference, and audio broadcast.



Typography
Playful.
Clean.
Delightful.



ays to Thrive
the time to work together
problems together, and
he world a little closer.
the human network ef

COLOR AND TYPE

Think of blocks of type as having a color value—look at type with an eye toward color, contrast, balance, and texture.

SENTENCE OR TITLE CASE ONLY

Our preference is sentence and title casing only. Avoid using all caps to keep typography Cisco branded.

Work.
Live.
Play.

4. Icon Principles

Cisco's icons enable users to navigate tasks and ideas with intuition, speed, and ease. Simple and friendly, Cisco's icons work equally well both as tools and as expressions of our brand. Whether pictographic or photorealistic, apply icons to improve usability and universality or to signify ease and accessibility.

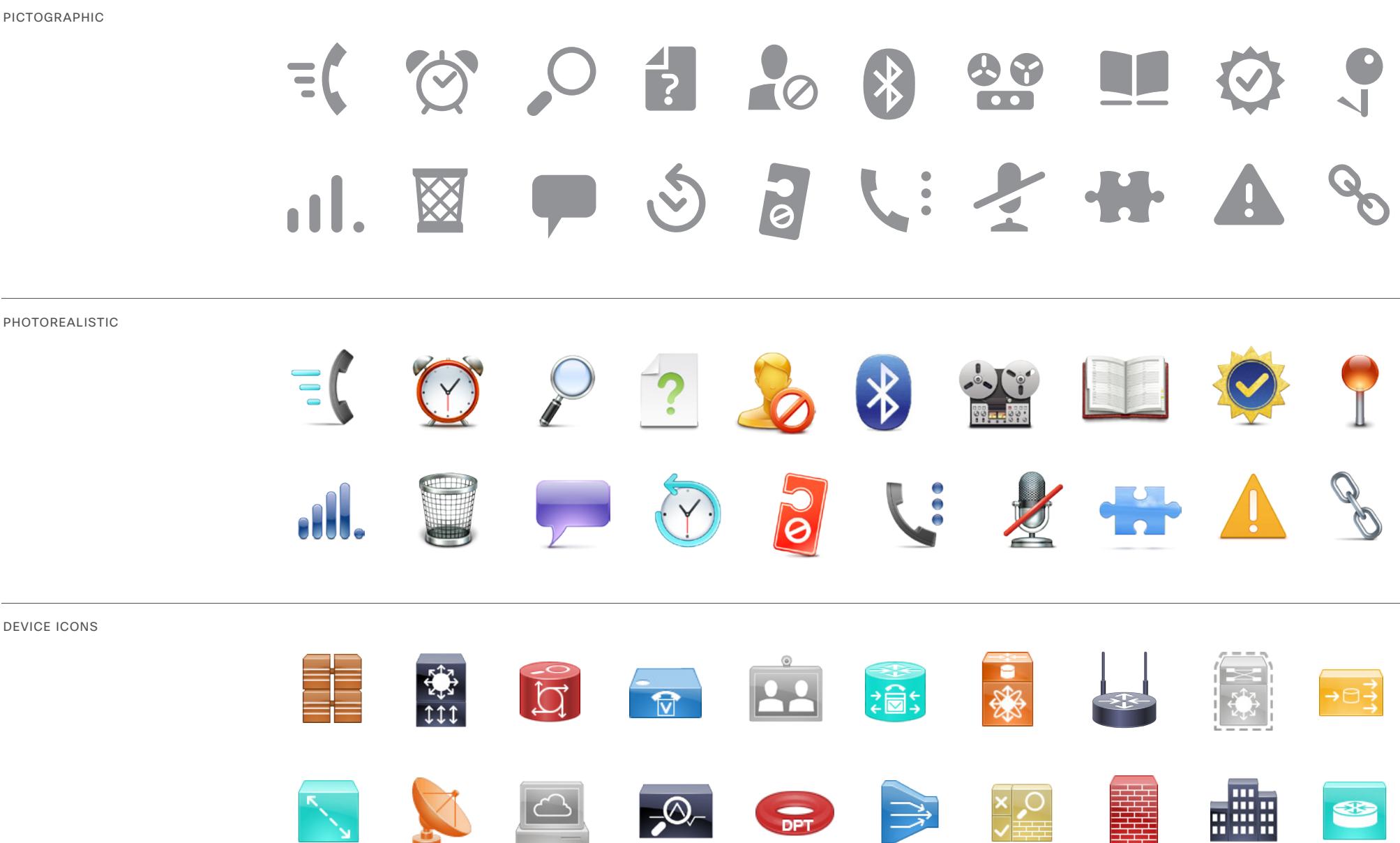
Icons

Core Brand Elements
Pictogram / Photorealistic / Device Icons

Cisco's icons are meant to be read at a glance. Two styles, pictographic and photorealistic, are supplied so you have the flexibility to deploy them depending on the environment in which they will appear and the budget available. Typically, pictogram icons will be used on equipment, hardware, displays, and instruction manuals, but can be extended to brand expressions. The photorealistic icons are designed to humanize our technology. Use them to add warmth, color, and friendliness.

CISCO ICON LIBRARY

The icons shown on the right are a partial representation of Cisco's pictographic and photorealistic icon libraries. Search through the complete Cisco icon libraries for a full range of iconic symbols and expressions.



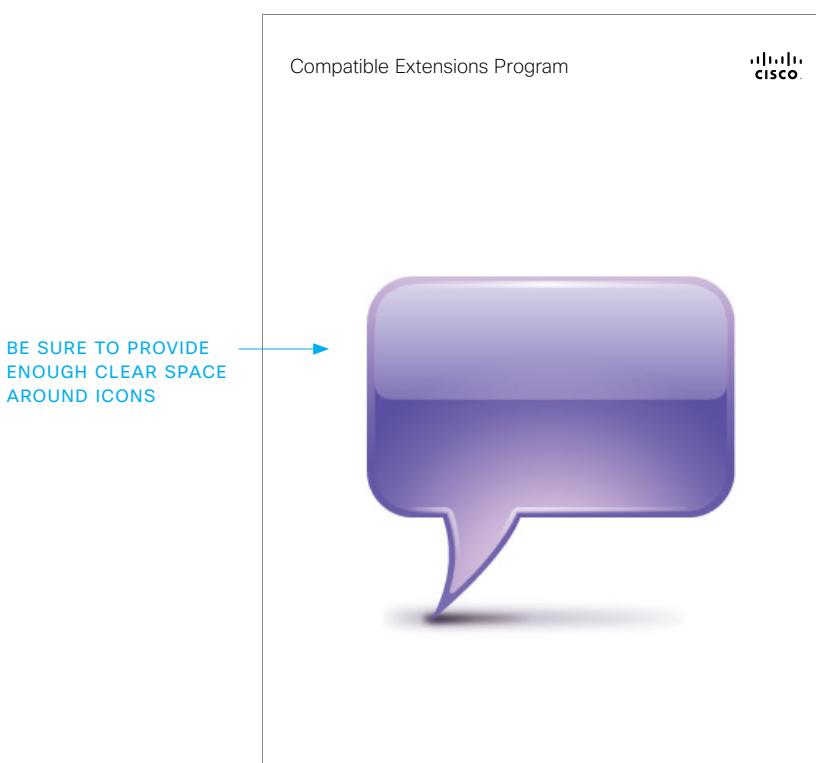
Icons

Core Brand Elements
Icon Elements

Scale



Clear Space



To preserve the integrity and visual impact of an icon, always maintain a proper amount of clear space around it. The clear space around an icon is an integral part of its design, and ensures the icon can be seen quickly and understood easily.

Color Usage



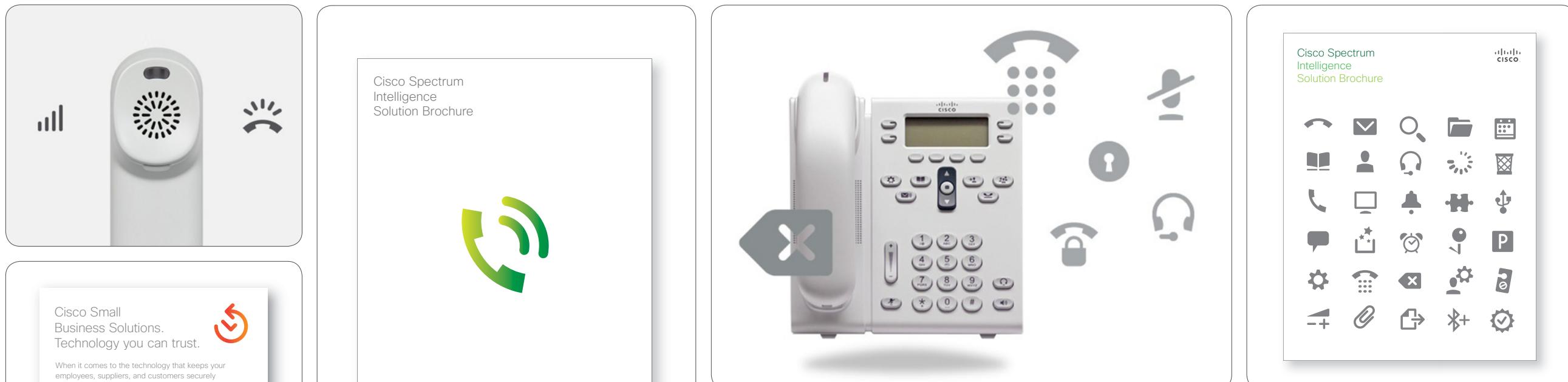
Used wisely, color and gradients can bring dimension and energy to pictograms. To create balance and reinforce Cisco's core palette, be sure to pair colored icons with a gray component—for example, a text label with the Cisco logo.

Icons

Core Brand Elements
Cross Media Application / Pictogram



COLOR
When appropriate, infuse color into pictograms to create dimension and energy. Pair colored pictograms with a gray component to create balance.



MORE OR LESS
Singular or multiples, use an icon to tell one story or group them to tell various stories. Always keep a good ratio of icon size and space.

ICON LOCK-UPS
Pair icons with words to create clever lock-ups and headers.

PICTOGRAM INSPIRATION
Cisco's library of pictograms are developed with the logo in mind. All elements reference the graphic style of the Cisco mark—from the rounded ends of the Cisco bars to the corners of the Cisco logotype.



Icons

Core Brand Elements

Cross Media Application / Photorealistic and Device Icons

The collage illustrates the versatility of Cisco icons across various cross-media applications:

- ICON WITH TEXT:** A red gradient box containing the text "Cisco Spectrum Intelligence Solution Brochure" next to a magnifying glass icon.
- COLOR:** A section showing a Cisco IP phone icon against a white background, followed by two screenshots of the Cisco Small Business Solutions website.
- ICON WITH CISCO LOGO:** Three examples where icons are paired with the Cisco logo:
 - A purple speech bubble icon.
 - A collection of colorful icons including a bar chart, Bluetooth, a pencil, a magnifying glass, a clock, a speaker, a percentage sign, an arrow, a pencil, and a gear.
 - A clipboard icon with a red checkmark and a Cisco logo.
 - A lightbulb icon with a Cisco logo.
- MORE OR LESS:** A section showing a man in a kitchen holding a tablet displaying the Cisco Small Business Solutions app, illustrating how icons can be used singularly or in multiples to tell stories.
- ICON WITH TEXT:** A screenshot of a brochure titled "Multimedia Assignment Motivates Student" featuring a green recycling icon.

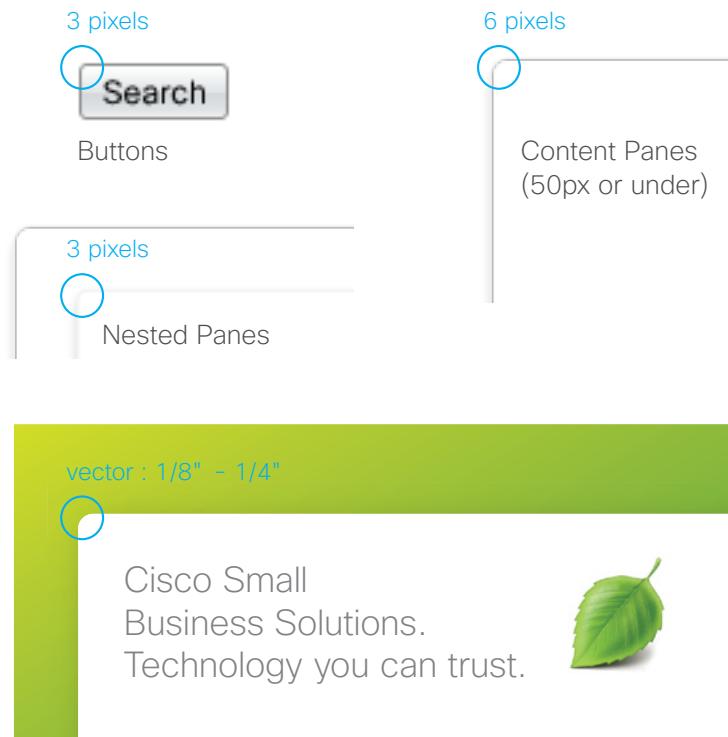
5. Treatment Principles

Perfection is in the details. Underlying all Cisco brand expressions is a detailed, well-ordered system of treatments. This unified system of treatments defines the Cisco experience. Use accents and effects as complementary devices to elevate the ordinary or to accentuate form and function. For best results, keep it clean and simple.

Treatments

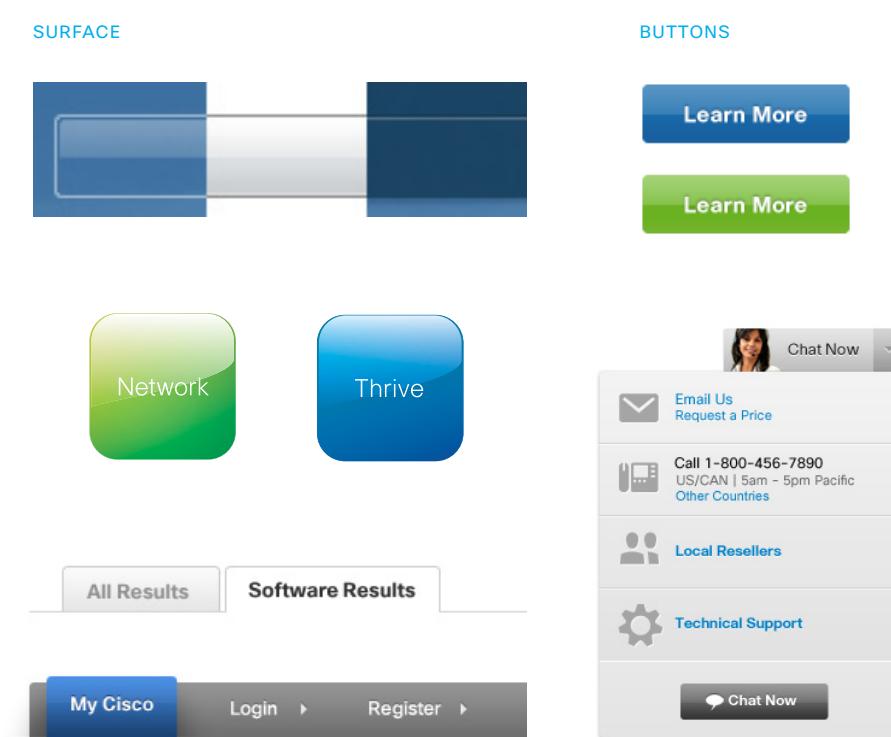
Brand Expressions
Treatment Attributes

Corner Radius



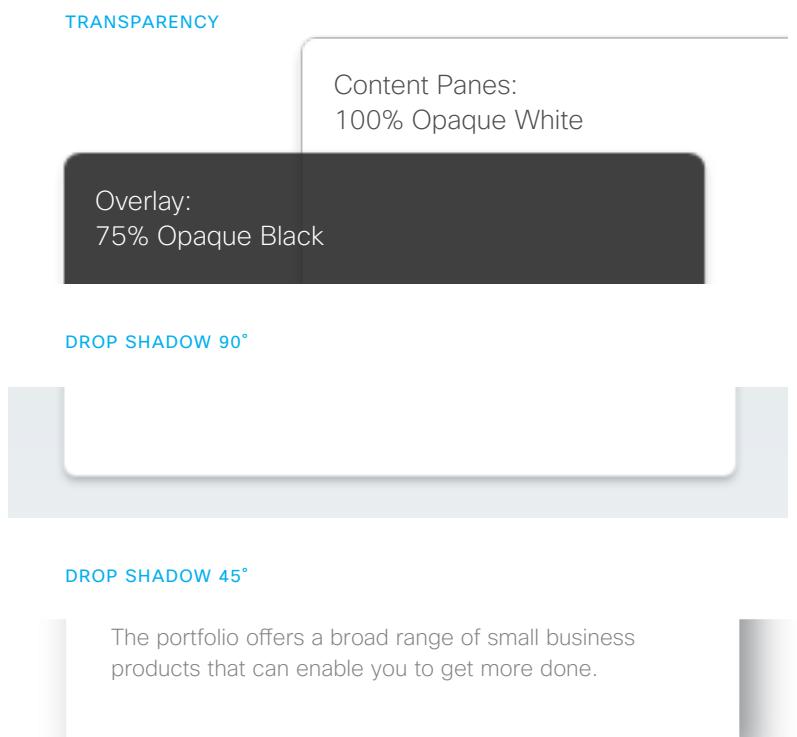
Integral elements in Cisco's interface and collateral, corner radii make buttons, content panes, and menus more approachable to our end-users. To build a branded quality to corner radii, it is important to keep all corner radii the same proportion relationship. Keep corner radius sizing consistent by following the rules above. As scale changes, be sure to adjust the corner radius ratio accordingly.

Surface and Materials



Predominantly used in Web and digital applications, unique surfaces and materials can be used to enhance the user experience. Whichever surface or material you choose—glass, metal, gels, or satin finishes, be sure to use those that are most appropriate for your audience. Don't let the surface and materials overwhelm your message; use them sparingly and tastefully.

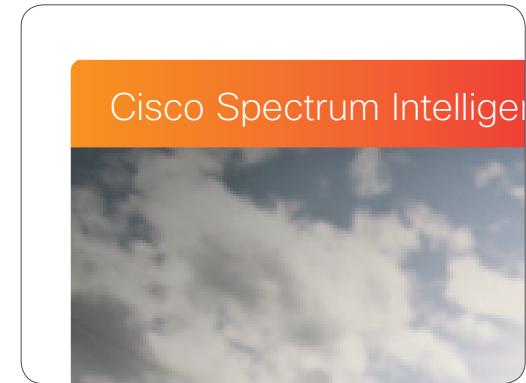
Devices and Effects



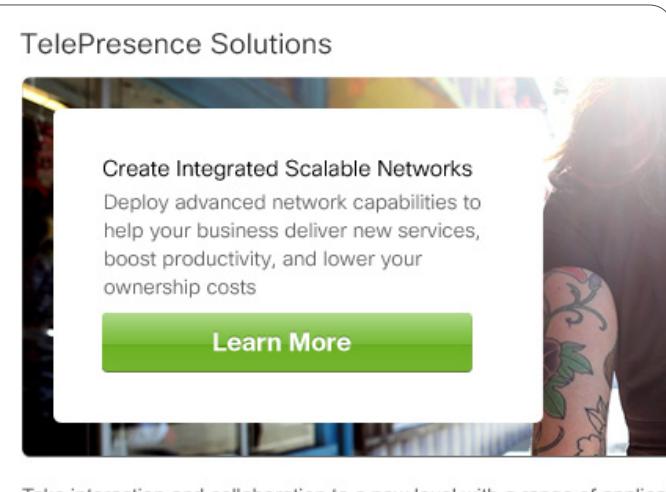
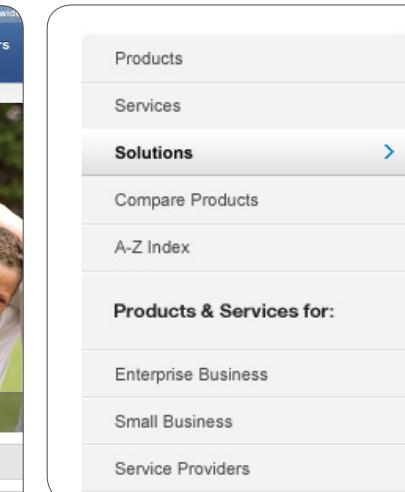
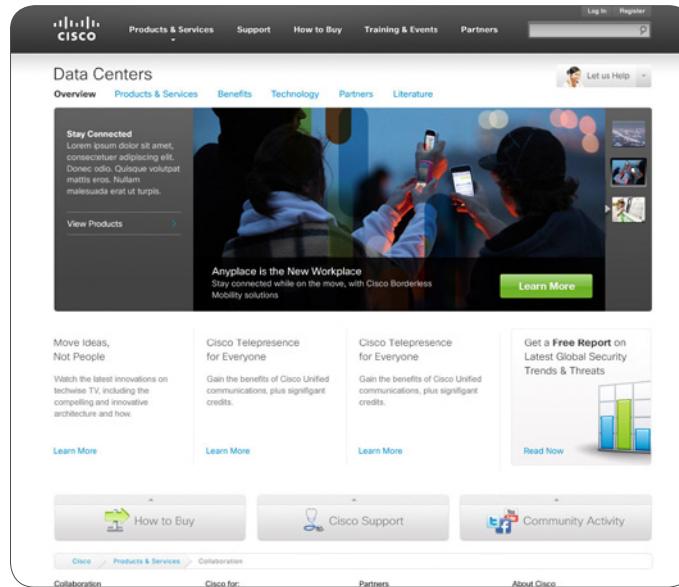
Transparencies and overlays reveal layers of information and texture, while drop shadows lift elements from a flat surface. Use these treatments and effects to add depth and dimension in digital or print media. But use these effects with subtlety so they don't overpower the focal point of your subject.

Treatments

Brand Expressions
Cross Media Application / Thematic Expression

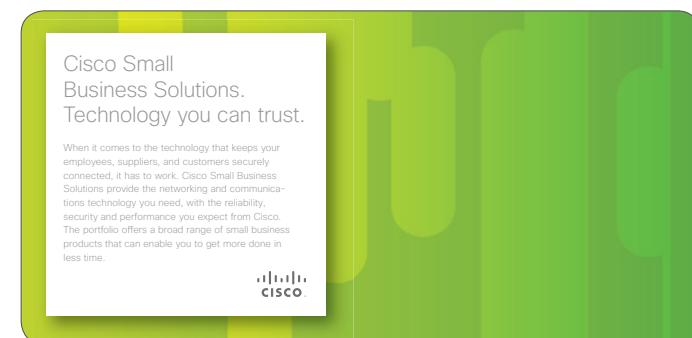


CORNER RADII
Use Cisco standardized corner radii to make buttons, content panes, and menus more approachable to our end-users.



SURFACES AND FINISHES

Unique surfaces and materials can be used to enhance buttons, navigation bars, and the overall user experience.



DROP SHADOWS

Drop shadows lift elements from a flat surface and add depth and dimension in digital or print media.

6. Gradient Principles

Intensify your color with dimension and depth. Create soft gradients with subtle tonal variations or dynamic gradients with strong chromatic shifts. Build gradients to evoke motion, vibrancy, and energy—signaling flow, convergence, and connectivity. A celebration of color, rich gradients invigorate the Cisco brand.

Gradients

Brand Expressions
Gradient Palettes

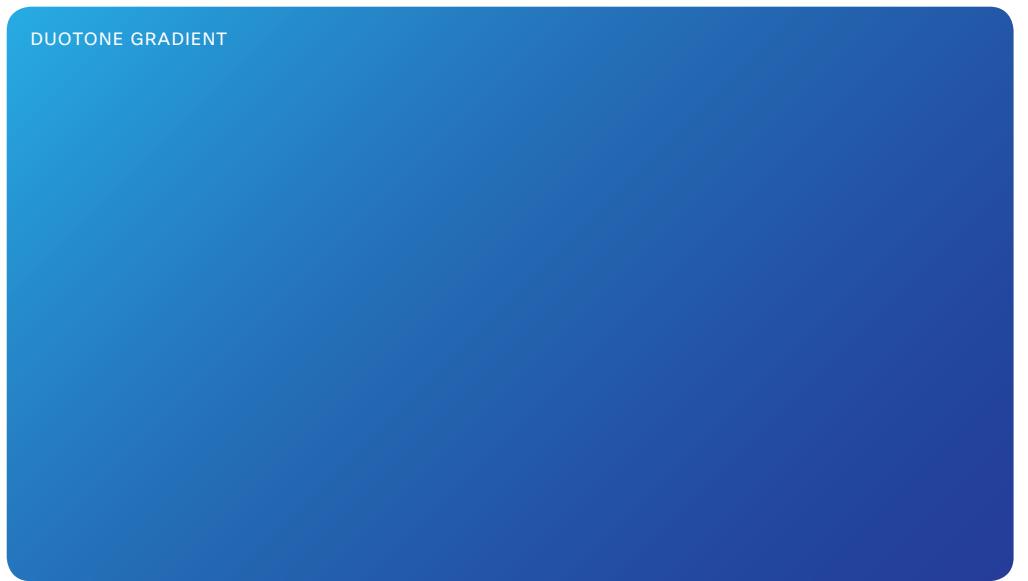
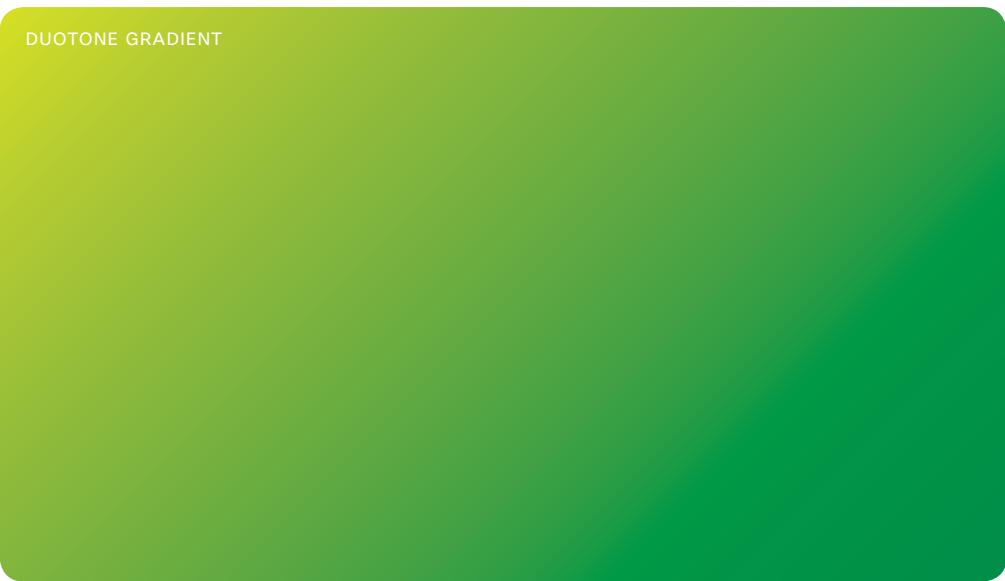
We've taken the same shared, systematic approach to color and extended it to the creation of gradients. Gradients emphasize energy, depth, and vibrancy. Used in conjunction with the Cisco color system, the gradients we've supplied here can add dimension in almost any application—from packaging to our logo, from typography to tradeshow banners. By choosing wisely from duotone or tritone treatments, you can create a range of expressions—from calm to energetic—simply by increasing the intensity of the gradient.

DUOTONE GRADIENTS

Duotone gradients can create a shift between tonal values within a single hue, or between two closely analogous hues. It is not recommended to build duotones with complementary hues, or hues that are farther apart from one another.

TRITONE GRADIENTS

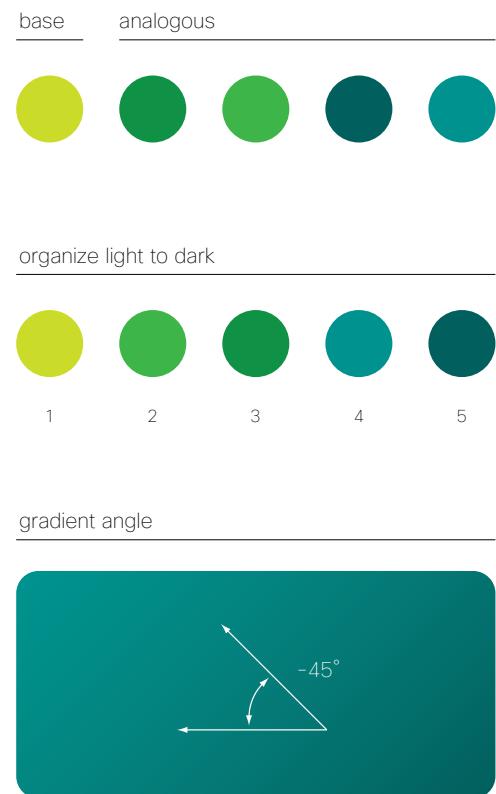
To create a richer gradient, tritones can be used to enhance a duotone with greater value between endpoints, or to solidify a dramatic shift between contrasting hues that are more complementary than analogous.



Gradients

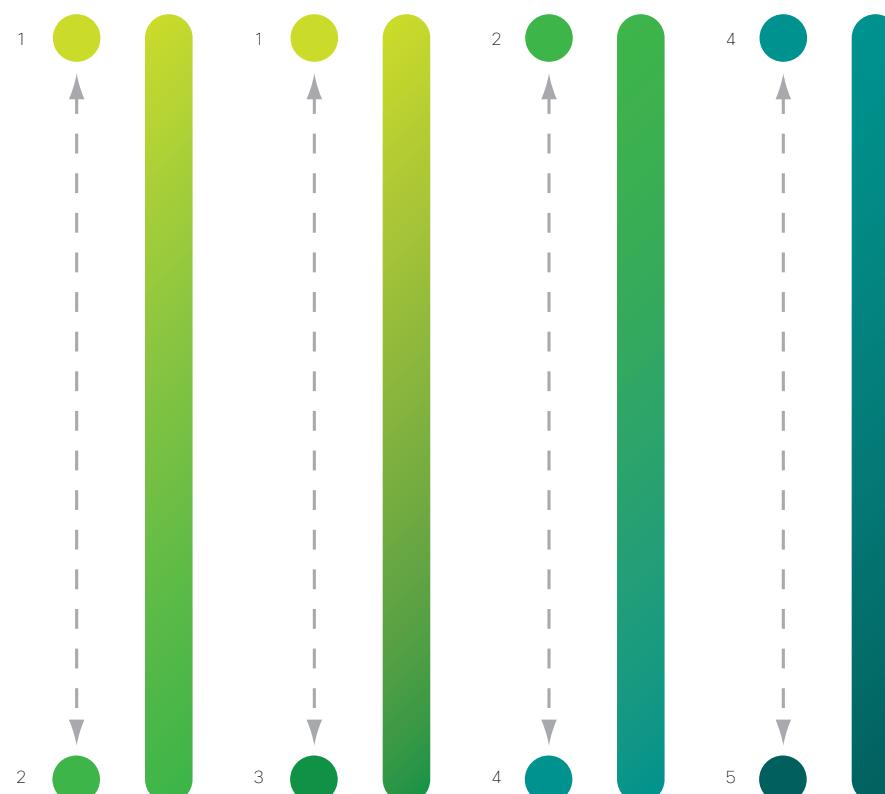
Brand Expressions
Building Gradients

Picking Colors



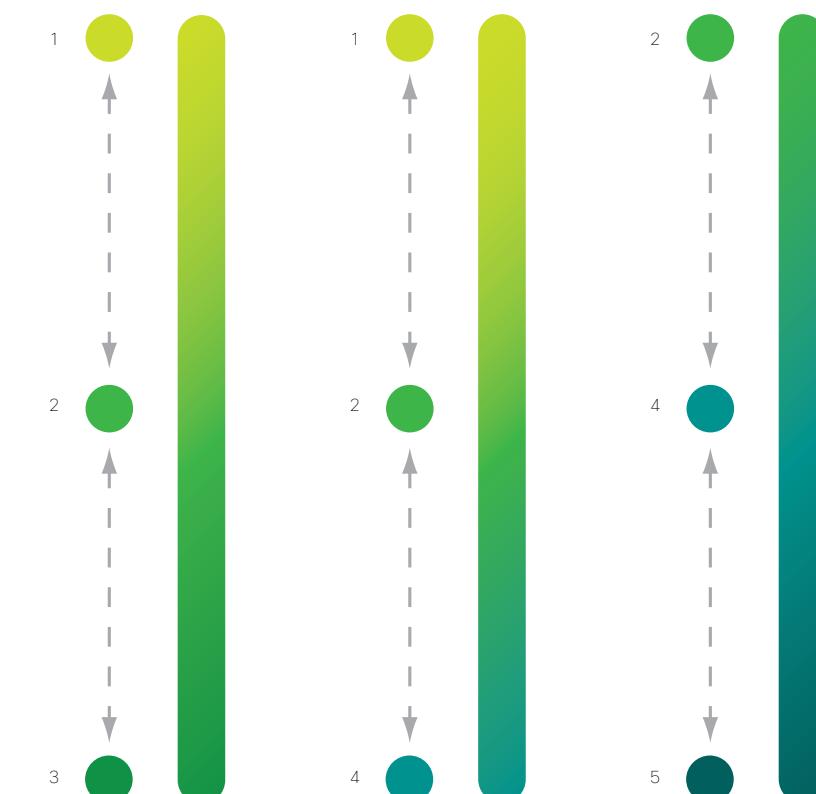
Gradients can be built from any color. Working from the provided color palettes, choose a palette that best suits your intended purpose. Organize tonal values from light to dark to find harmonious pairings. Enhance linear gradients with movement and fluidity by adding a -45 degree directional angle to your gradient.

Building Duotones



Once you've chosen your colors, you can then build your duotone. Test various color configurations to find harmonious or dynamic shifts between contrasting analogous hues, or subtle gradations between tonal values within one hue. Developing a good practice of contrast and comparison between gradients will strengthen your gradient expression.

Building Tritones

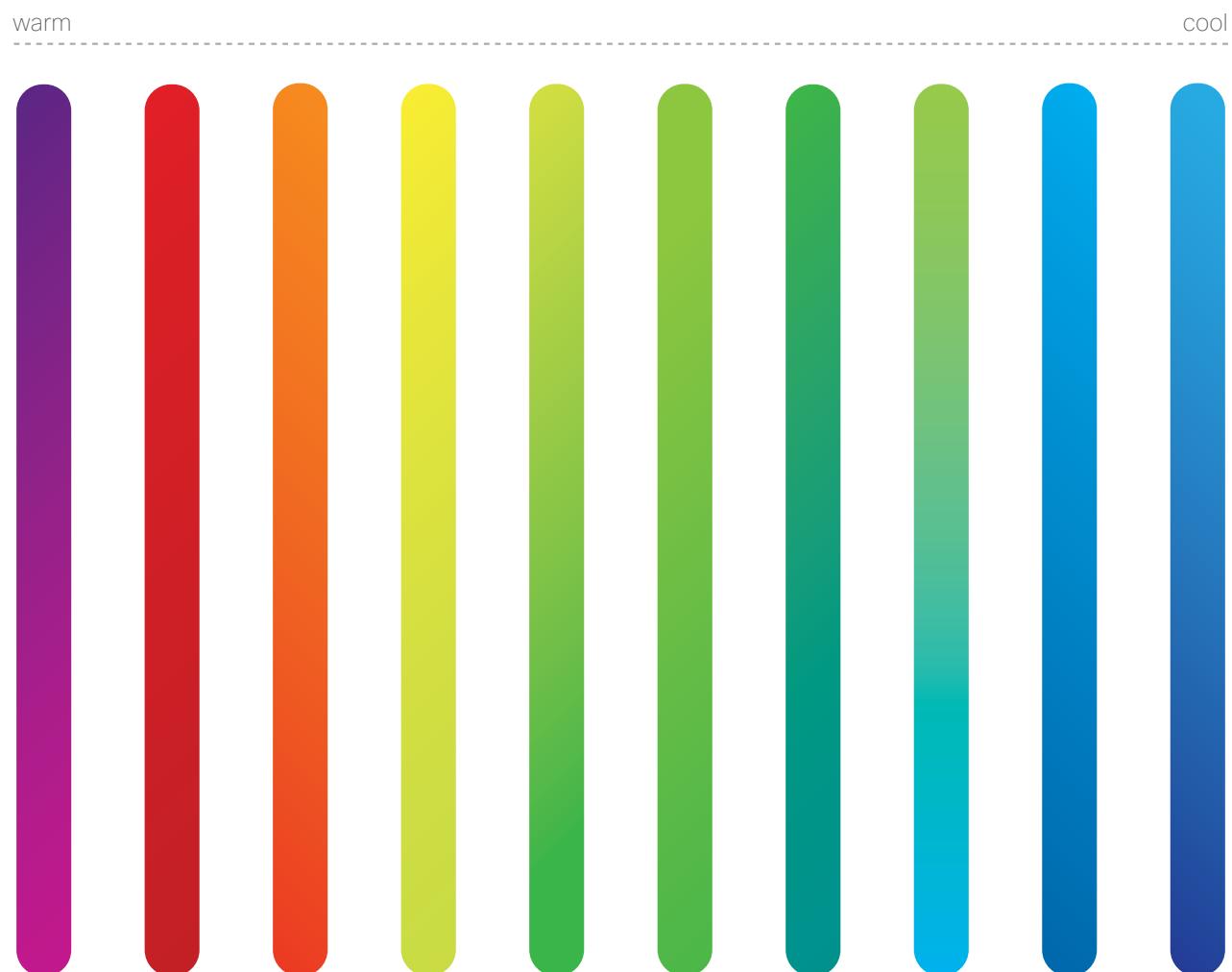


When duotones are not dynamic enough, you can build tritone gradients. Tritones yield a richer value between endpoints—whether you move three steps tonally within similar hues, or span three contrasting hues within one gradient. Tritones elevate duotones with more vibrancy, density, and movement.

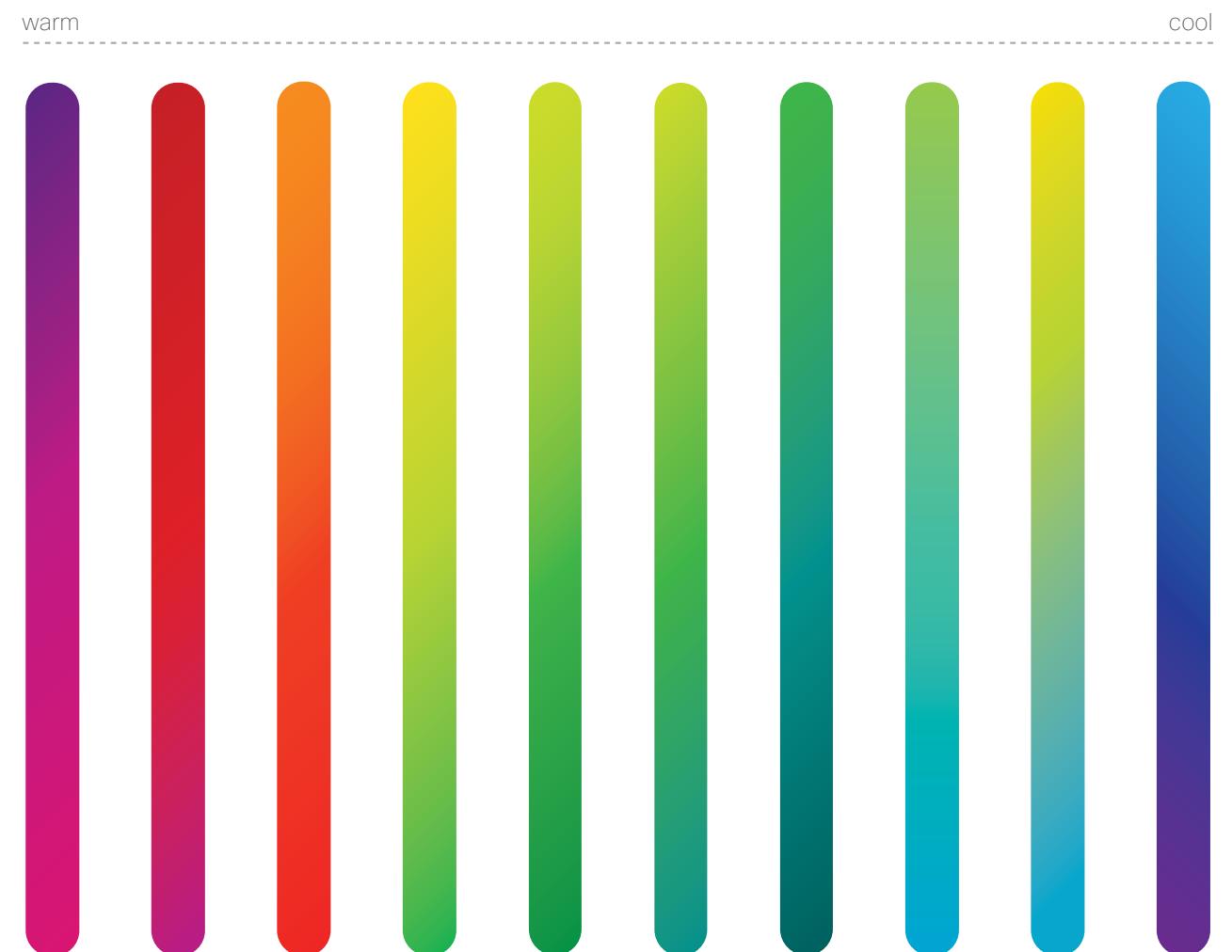
Gradients

Brand Expressions
Gradient Palettes

DUOTONE GRADIENTS



TRITONE GRADIENTS



Gradients

Brand Expressions
Cross Media Application

The collage illustrates the use of gradients in Cisco's branding across different media:

- GRADIENTS WITH ICONS:** A white rounded rectangle containing a blue and purple gradient icon of a telephone handset.
- GRADIENTS WITH TEXT:** A white rounded rectangle containing the word "Employees" with a green and yellow gradient background.
- GRADIENTS IN LOGO:** A white rounded rectangle containing the Cisco logo with a green gradient background.
- GRADIENTS IN BACKGROUNDS AND GRAPHICS:** A large white rounded rectangle containing the word "Thrive" with a blue gradient background.
- GRADIENT IN TYPOGRAPHY AND LOGO:** A white rounded rectangle containing the word "connect" in pink and the Cisco logo with a green gradient background.
- Cisco United Wireless Network:** A white rounded rectangle containing the text "Cisco United Wireless Network" with a green gradient background.
- Why Cisco WebEx Audio:** A white rounded rectangle containing descriptive text about Cisco WebEx Audio with a blue gradient background.
- Cisco is bringing people together:** A white rounded rectangle containing a CD-ROM and a booklet with the text "Cisco is bringing people together." and the Cisco logo.
- Silhouettes:** A white rounded rectangle containing two silhouettes of people.
- Backgrounds:** A white rounded rectangle containing a background of the Cisco logo with a blue gradient.

7. Graphic Principles

Activating the vertical bars within the Cisco logo brings a heightened graphic energy to the Cisco brand. Whether you move, combine, or integrate the forms, you can communicate a wide range of visually dynamic qualities. Loud or soft, each expression is applicable across every aspect of the Cisco brand.

Graphics

Brand Expressions
Graphic Elements

To give life to the expression of the Cisco brand, we've created a series of graphic bars that subtly reference the bars that make up the Cisco logo. These bars, infused with color, should be used vertically to suggest dynamism, energy, upward movement, progress, and the flow of information. Combined with imagery and type they create a lively expression for the brand. There are three variations of this graphic device which can then be extended and evolved further.

GRAPHIC 1: MOVEMENT

Signaling flow and expansion, this simple graphic variation moves the bars in a vertical path—a fun and dynamic interpretation of information flowing through our network.



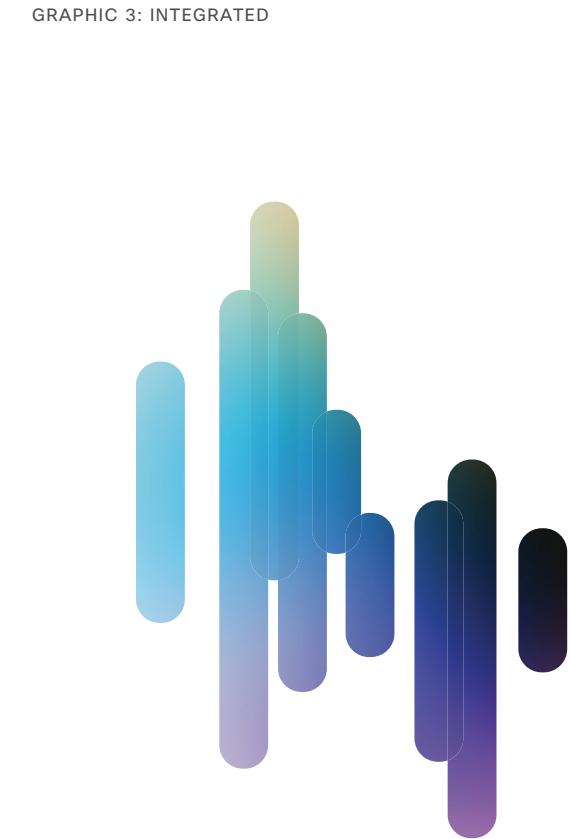
GRAPHIC 2: COMBINED

Combining the bars together, this playful variation signals connectivity, collaboration, and togetherness. Bold contrasting colors make this variation energetic and engaging.



GRAPHIC 3: INTEGRATED

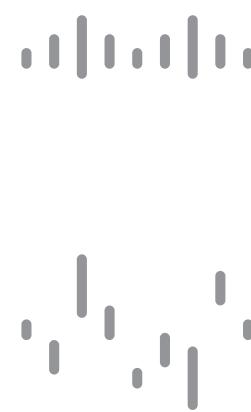
Fusing the bars together with an embedded gradient yields yet another distinctive expression that suggests convergence and consolidation.



Graphics

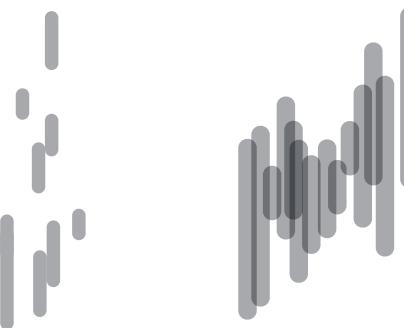
Brand Expressions
Graphic Elements

Logo Reference



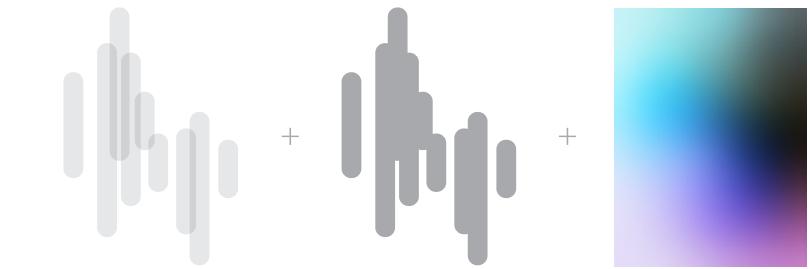
Derived from the Cisco logo, this new graphic expression pays homage to Cisco's heritage. By simply activating the bars—moving and scaling the bars vertically—you can transform the mark into a new dynamic form that conveys a strong sense of movement, energy, and depth.

Move or Combine



To create a sense of energy and depth, scale the vertical length of each bar to extend or contract it. To add space and balance, move the bars apart. To add intensity and impact, multiply, overlap, and combine bars. However you express it, be sure to maintain a good sense of balance and contrast. If you maintain equal thickness, the textural patterns are easier to read as graphic elements from the Cisco logo.

Integrate



To convert the graphic expression into a single integrated shape, convert the shape into a single compound path and fill with a gradient. Use this graphic form against white space or infused within a gradient background. Create additional depth by multiplying layers of Cisco bar forms above. You may use a compound path to mask an image as well. Experiment, as there are many options.

Graphics

Brand Expressions
Graphic 1

Move



Simple and flat. This version of the graphic expression should always appear flat in a vertical direction. However, it is possible for it to travel along a three-dimensional plane. While keeping the graphic itself flat, moving it from foreground to background on dimensional planes introduces an additional range of creative potential. Use the graphic elements as opaque, transparent, or mixed.

Scale and Overlap



Play with scale. With any graphic expression, playing with scale will change its personality—enabling you to combine whimsy with boldness and confidence. Overlap forms and colors to create depth and contrast. Balance bold colors with vivid highlights and neutral grays to keep the expression engaging but not overpowering. The density of elements may depend on your layout, concept, interaction between photos, type, textures, and/or gradients.

Variant



Using the same forms and connecting them at each circular node creates yet another variation. By pivoting the forms like the hands of a clock, you can extend this graphic device into charts and graphs. Unique to the Cisco brand, this graphic expression offers endless possibilities.

Graphics

Brand Expressions
Graphic 2

Combine



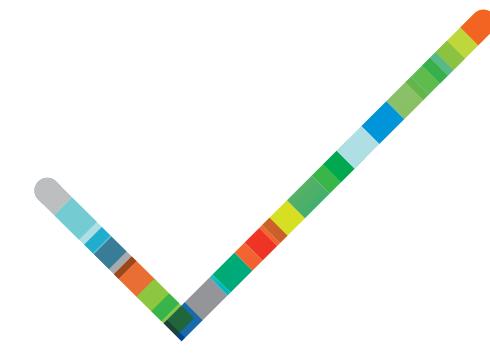
Combine and contrast. When combining the forms together for this graphic variation, a rich bold mix of contrasting colors is essential. Use vibrant colors mixed with gradients and lighter tones. Anchor the graphic with deep grays. You can use the full spectrum of color here, but sequence contrasting color values in complementary fashion instead of creating an obvious rainbow.

Scale and Fill



Here again, simply playing with scale is a powerful way to transform the expression. Zooming into the graphic exponentially yields a fresh new look—where the focal point becomes color and pattern. The Cisco bars are still evident, but become a secondary element. At this scale, crop and fill into different areas to create rich dynamic backgrounds.

Embed



connection

Using the same logic and execution as scaling and filling, you can embed the graphic as a pattern into iconic shapes or typography for infinite variations of this graphic expression. When doing this, be sure to keep your color and treatment consistent so that each variation still connects visually with the Cisco brand.

Graphics

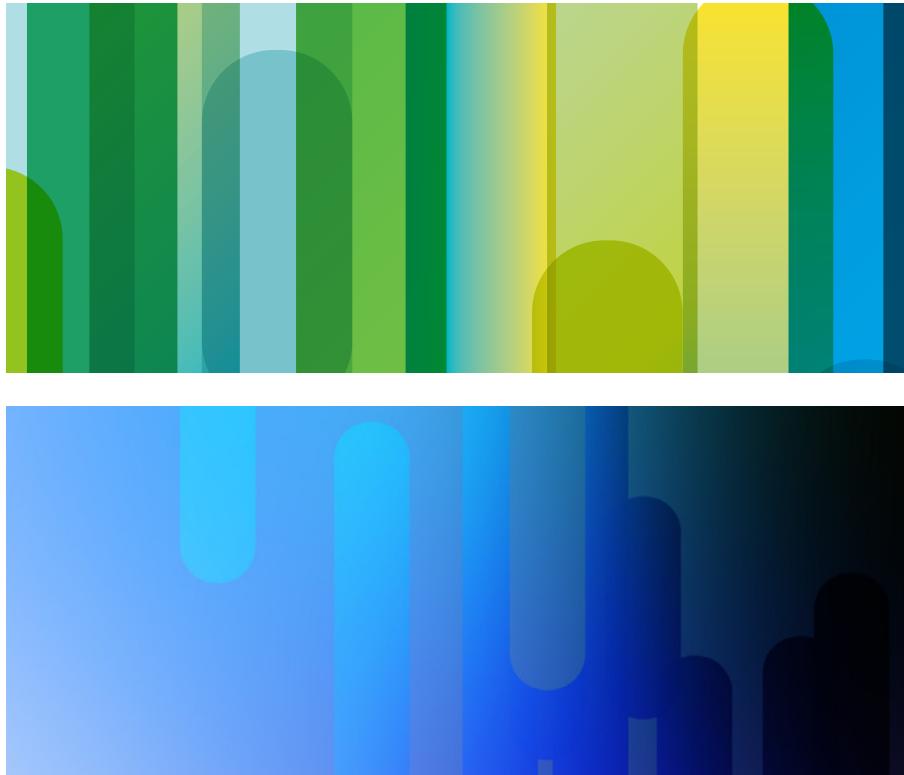
Brand Expressions
Graphic 3

Integrate



Form as icon. You can embed a gradient or texture into the form in the same way you incorporate a graphic into a shape. This will fuse the form into an iconic object you can use on its own, or mix with similar gradient backgrounds to create textures or patterns.

Scale and Fill



Here again, simply playing with scale is a powerful way to transform the expression. Zooming into the graphic exponentially yields a fresh new look—where the focal point becomes color and pattern. The Cisco bars are still evident, but become a secondary element. At this scale, crop and fill into different areas to create rich dynamic backgrounds.

Embed

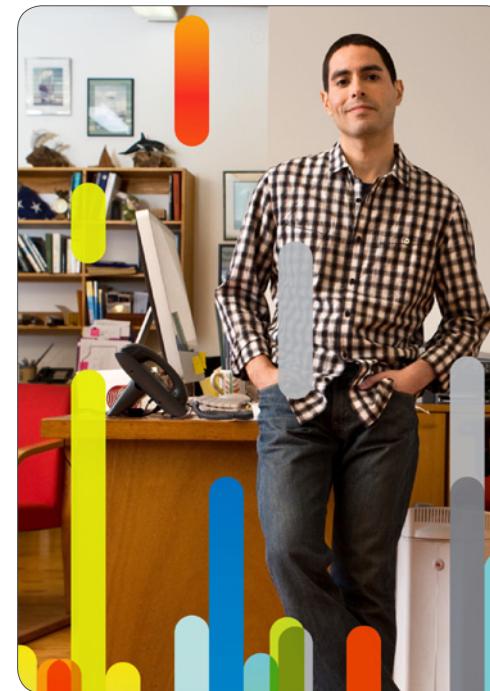


networks

Using the same logic and execution as scaling and filling, you can embed the graphic as a pattern into iconic shapes or typography for infinite variations of this graphic expression. When doing this, be sure to keep your color and treatment consistent so that each variation still connects visually with the Cisco brand.

Graphics

Brand Expressions
Cross Media Application



INTEGRATING GRAPHICS

To dial up expression, bring color, movement, and energy by integrating graphics into Web, video, collateral, and packaging.



KEEP IT SIMPLE

Sometimes, the simplicity of the graphic expression in itself is enough. Simple forms of color and gradations create a smart and clean look and feel.

INFUSING GRAPHICS

Mix and overlay graphics with color and photography to infuse and integrate expressions. Or use graphics as a backdrop for content panels or type.

8. Texture Principles

High touch is essential to build a high-tech brand. Integrating textures, in static or motion graphics, can create engaging experiences that bring a richness to the surface. It's an opportunity to blend art and technology – combining elements of surprise and beauty with usability, interface, and the Cisco brand.

Textures

Brand Expressions
Texture Elements

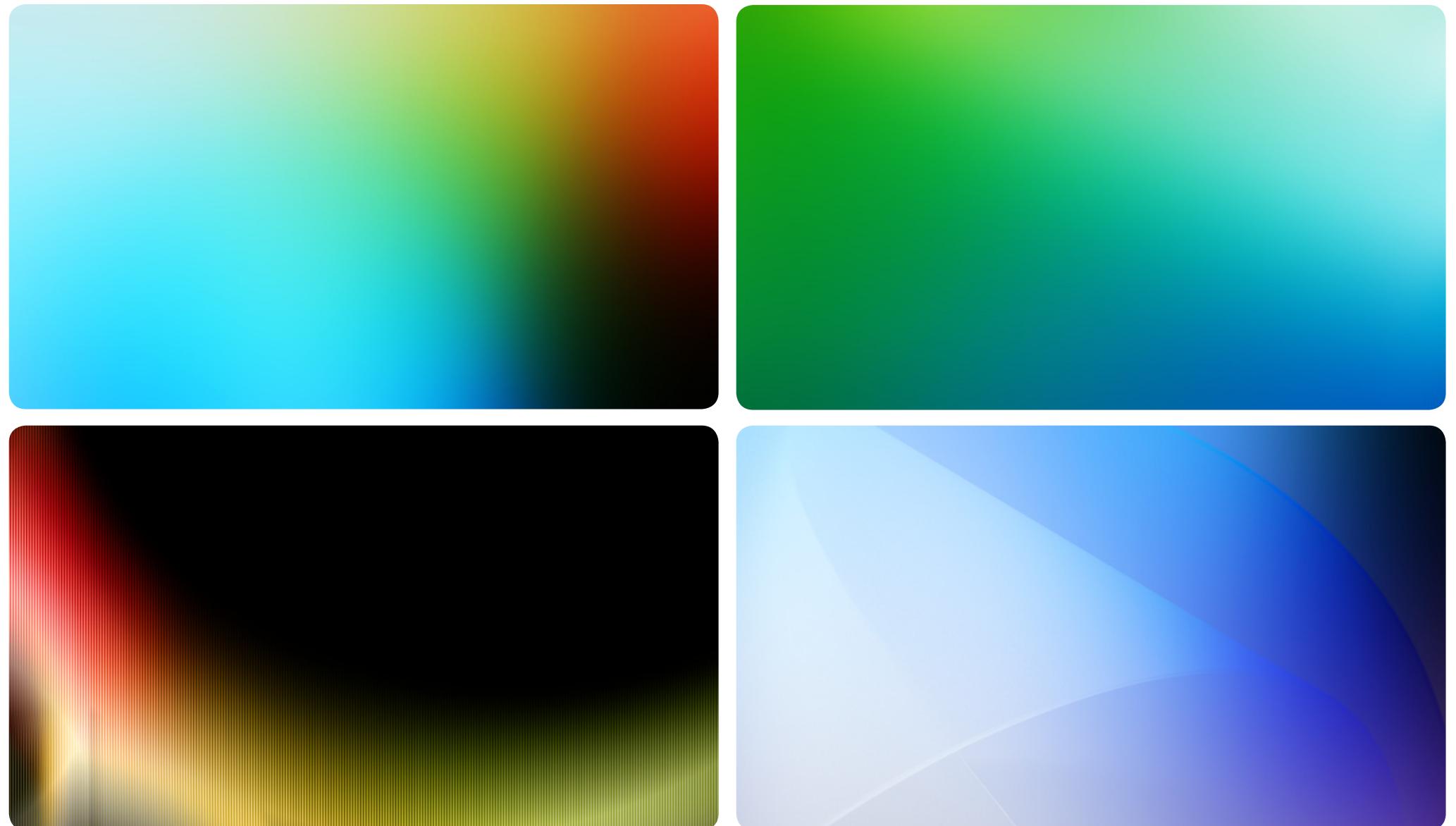
To infuse backgrounds, photos, graphics, and interfaces with energy and motion, we've provided the current palette of textures. Use these elements in backgrounds, embedded as part of your artwork, or infused in photographs, video, or motion graphics to make your communication even more active and to lend a tactile quality to your work. The current palette of textures is designed to evolve; over time we'll be adding more backgrounds to our library of textures.

STILL

A series of different textures is supplied for use in both still and motion. For still, each palette will feature multiple crop options and various color ways to give you the flexibility to create unique solutions for a range of applications.

MOTION

With motion, each texture will be supplied with a specific range of animations and color ways.



Textures

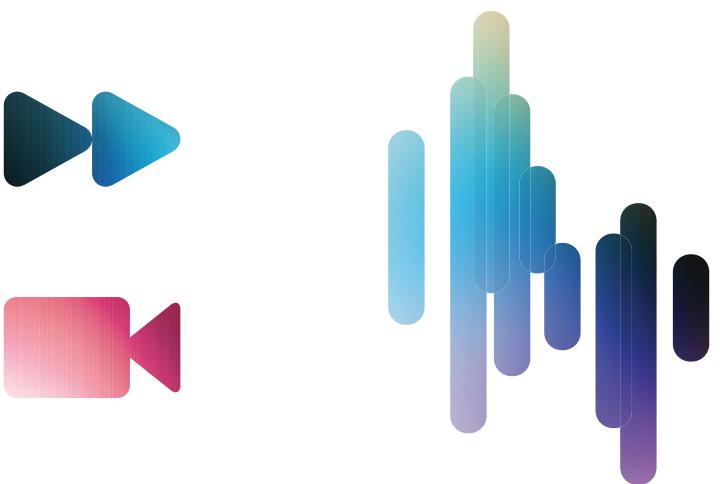
Brand Expressions
Texture Application

Background



Textures are bold and dynamic. Used as a creative backdrop for type, graphics, or products, textures effectively create mood, movement, and atmosphere. Textures can be used to accentuate focal points—elevating specific content while causing others to recede. To keep graphics balanced and airy, try not to mix too many elements together. When it comes to textures, less is more.

Embed



integration

Similar to embedding graphics and gradients, embedding texture into type, iconic shapes or graphic forms offers an extended range of creative potential. Embedded textures enhance type and form with depth and movement in both still and motion applications.

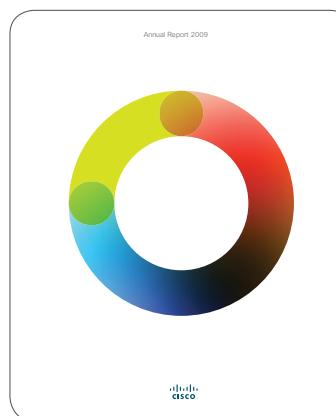
Infuse



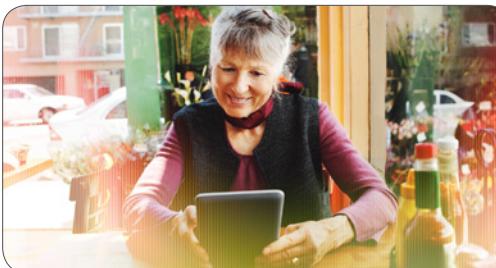
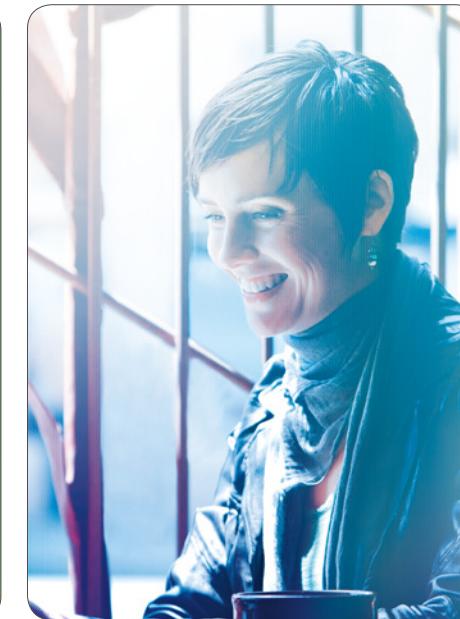
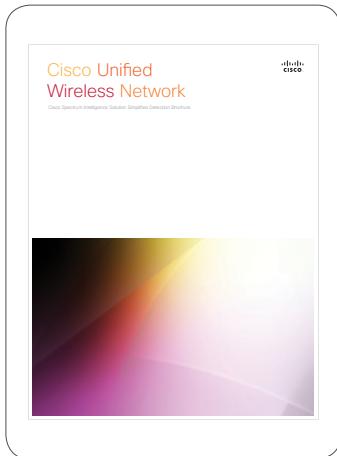
Incorporating a texture into photography will heighten its emotional power. Creative and energetic, a rich movement of textural color infused into a photo provides a sense of fluidity and seamless integration. For best results, apply textures to photographs that are complementary in color, tone and composition.

Textures

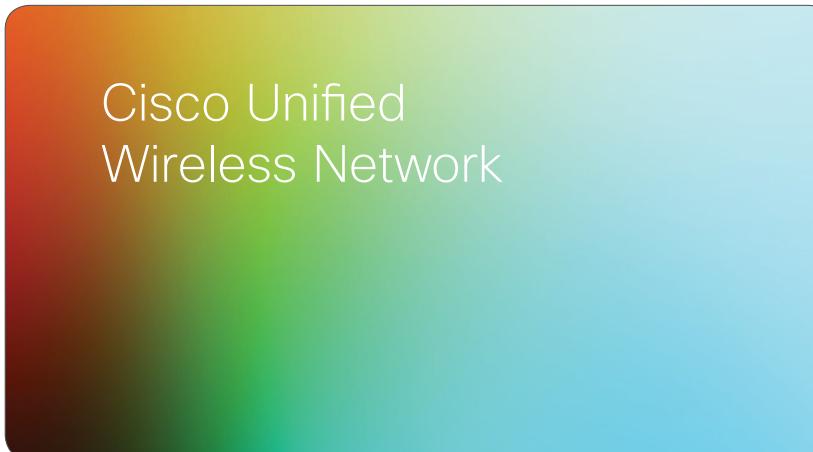
Brand Expressions
Cross Media Application



EMBEDDING TEXTURE
Embedding textures enhance type and form with depth and movement in both still and motion applications.



INFUSING TEXTURE
Infuse, mix, and overlay textures within photography to enhance with color and heighten its emotional power.



TEXTURE BACKGROUND
Use texture as creative backdrops for type, graphics, or products to dynamically create mood, movement, and atmosphere.

9. Imagery Principles

A picture is worth a thousand words. Still or motion, Cisco imagery should depict real people in real situations in real environments. Never contrived, trite, or clichéd, Cisco imagery embodies a photojournalistic eye to capture pure moments in the lives of people, and their interactions with one another.

Imagery

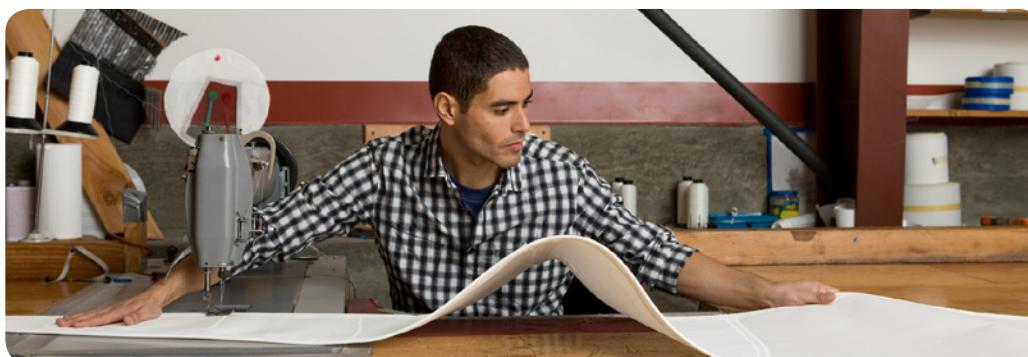
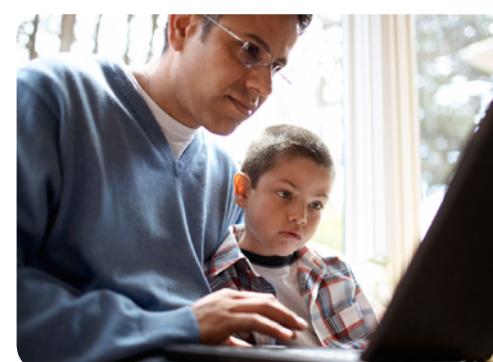
Brand Imagery
Lifestyle



At Cisco we shoot our own photography and maintain an extensive image library. So no matter what type of image you need, whether it's lifestyle, portraiture, product beauty shot, environmental, or technology interaction, you should be able to find the visual assets you are looking for. We employ different cameras, lighting, and lenses to extend our range, and keep imagery fresh, human, and inviting. Throughout, our aim is to convey a photojournalistic approach, create a true sense of place, and depict real-life interaction between people and technology.

STILL / MOTION

To extend our brand identity into still photography, video, and motion graphics, consistency is key. By maintaining the same approach to color, lighting, mood, and realistic subject matter, we can support the Cisco brand and create an immediately recognizable look for Cisco lifestyle imagery.



Imagery

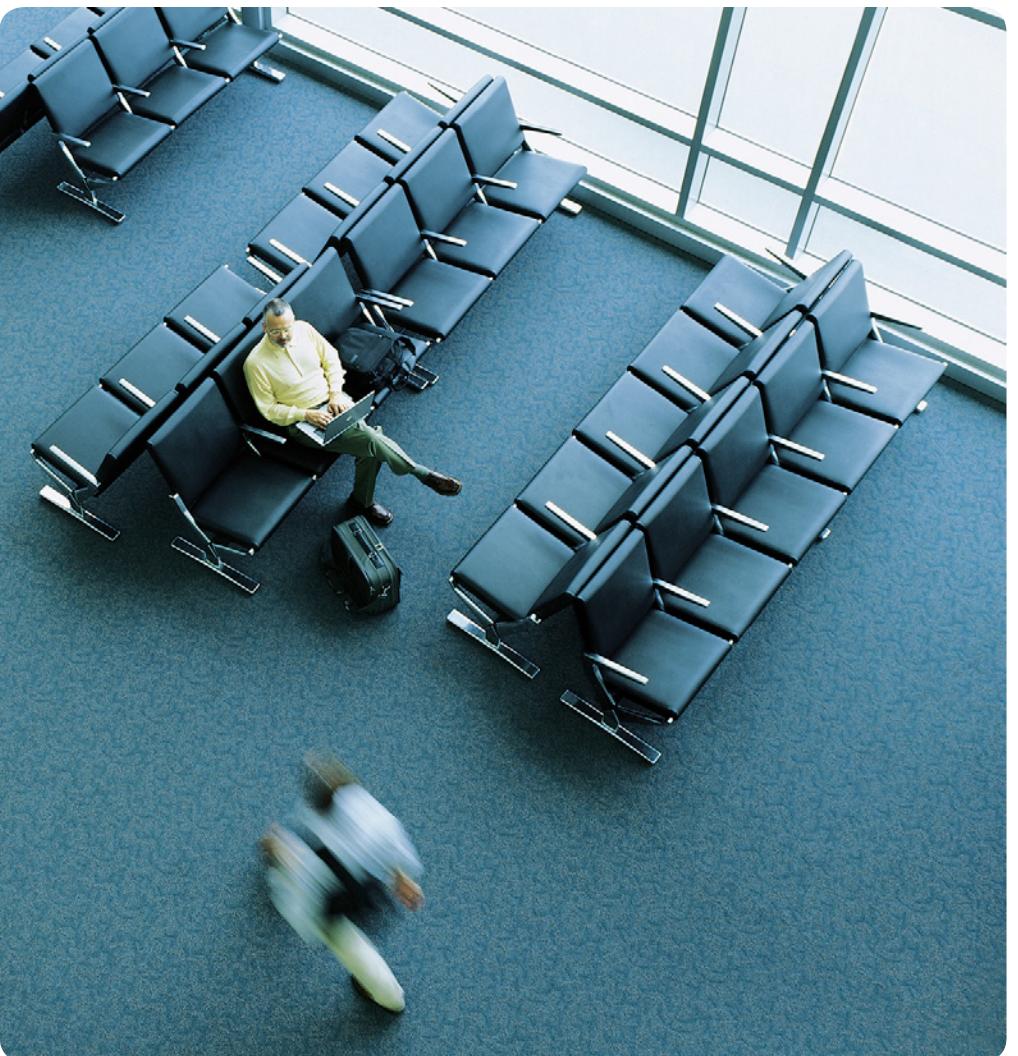
Brand Imagery
Environment



Stand back to show scale. Environmental imagery for Cisco should share the same qualities of lifestyle imagery, only opened up to capture a larger sense of place. No matter what you are shooting—a street scene bursting with motion, a cityscape full of people, or a serene shot of people in a landscape, never lose sight of the Cisco promise: we bring people together by removing the barriers to communication.

STILL / MOTION

To effectively communicate the Cisco brand using imagery with environment, it is important to maintain a consistent approach to lighting, color, subject, composition, and mood. When shooting imagery with environment, a strong focal point within a landscape can provide context and a point of view.



Imagery

Brand Imagery
Product



Make the product the hero. Shoot tight and crop close to increase a sense of drama. Use lighting to accentuate dimension and detail, shadows and highlights. Product photography should always be clear and engaging, while emphasizing the high quality of Cisco products.

STILL / MOTION

Product imagery should convey a premium look, with dynamic, vivid contrast, and sharpness in the details. To maintain the consistency of the Cisco brand in product imagery, lighting should be brilliant and defining, focus should be sharp and crisp, and framing should be tight to isolate key details. For best results, shoot product imagery with a predominant monochrome cast. This allows maximum freedom to infuse imagery with color and graphics later.



Section 3: Design Application

So, how do you apply these brand elements in the real world of Cisco communications? First, know your audience. Second, stay flexible. Third, be inspired. The following examples demonstrate the flexibility of how the Cisco Brand Identity System can accommodate dramatic shifts in tone, while still maintaining brand consistency within the company and across every consumer touchpoint.

Application

Design Application
Using the Cisco Brand Identity System

Build consistency

When it comes to developing a brand voice for Cisco, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand message. As you evolve the design elements of current design systems, remember that one of the cornerstones of a memorable brand experience is our continued, consistent expression of that brand.

Templates vs. customization

To help ensure consistent communication of the Cisco brand, we've designed a comprehensive system of templates. These are built from the ground up to ensure your maximum creative flexibility while still sharing the essential design elements that define the new Cisco Brand Identity System. Media templates include print, video, Web pages, presentations, and more. You can use them "as is" or modify them to suit your needs. We've provided a wide range of color palettes that can be customized to enhance any media presentation.

Calm vs. dynamic

The Cisco Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. As the following examples show, you can now infuse any presentation with precisely the right tone to support the right marketing message for your audience. No matter what expression you choose—from calm to dynamic, from monochrome to rainbow-hued—your communications will be supported by a foundation built on design integrity and quality.

Application

Design Application
Presentations

Calm

Cisco Brand 2010 Project Update

June 10, 2010

Net Sales (NET SALES DOLLARS IN BILLIONS)

FISCAL YEAR	Net Sales
2006	22.0
2007	24.8
2008	28.5
2009	34.9
2010	39.5

Net Income (NET SALES DOLLARS IN BILLIONS)

FISCAL YEAR	Net Income
2006	22.0
2007	24.8
2008	28.5
2009	34.9
2010	39.5

FIGURE 1
Eaque potestimur quo optime. Natur aut et facillitatibus sumbito. Optatur sequit coroll offitato. Eaque excedat est buitimp entiat, que perifit sim remansum.

FIGURE 2
Eaque potestimur quo optime. Natur aut et facillitatibus sumbito. Optatur sequit coroll offitato. Eaque excedat est buitimp entiat, que perifit sim remansum.

June 10, 2010



When information is the hero, keep it clean and simple. Use gradients within type, analogous colors within charts and graphs, or gradient washes as backdrop. Use one color palette to keep consistency.

Dynamic

Cisco Brand 2010 Project Update

June 10, 2010

Net Sales (NET SALES DOLLARS IN BILLIONS)

FISCAL YEAR	Net Sales
2006	22.0
2007	24.8
2008	28.5
2009	34.9
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June 10, 2010

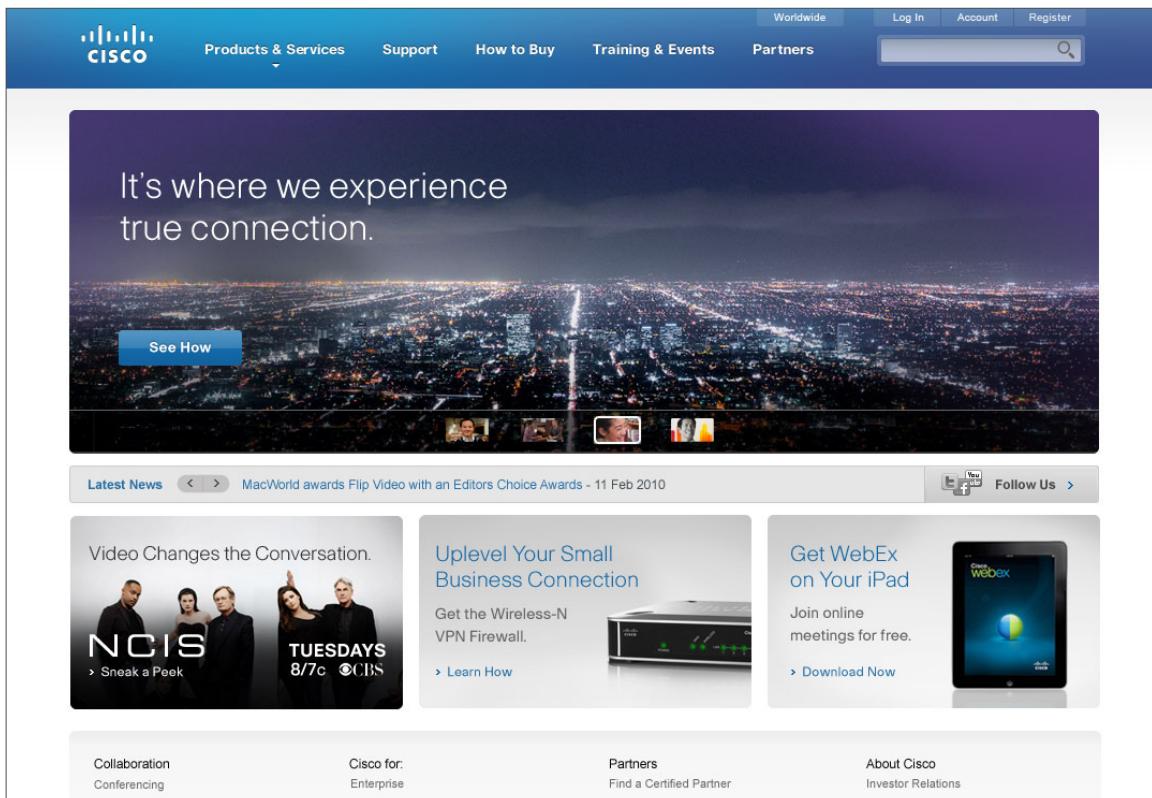


To heighten creative atmosphere, use dynamic gradient textures rich with color to add energy and movement. Integrate gradients into charts and graphs to make static objects look more active.

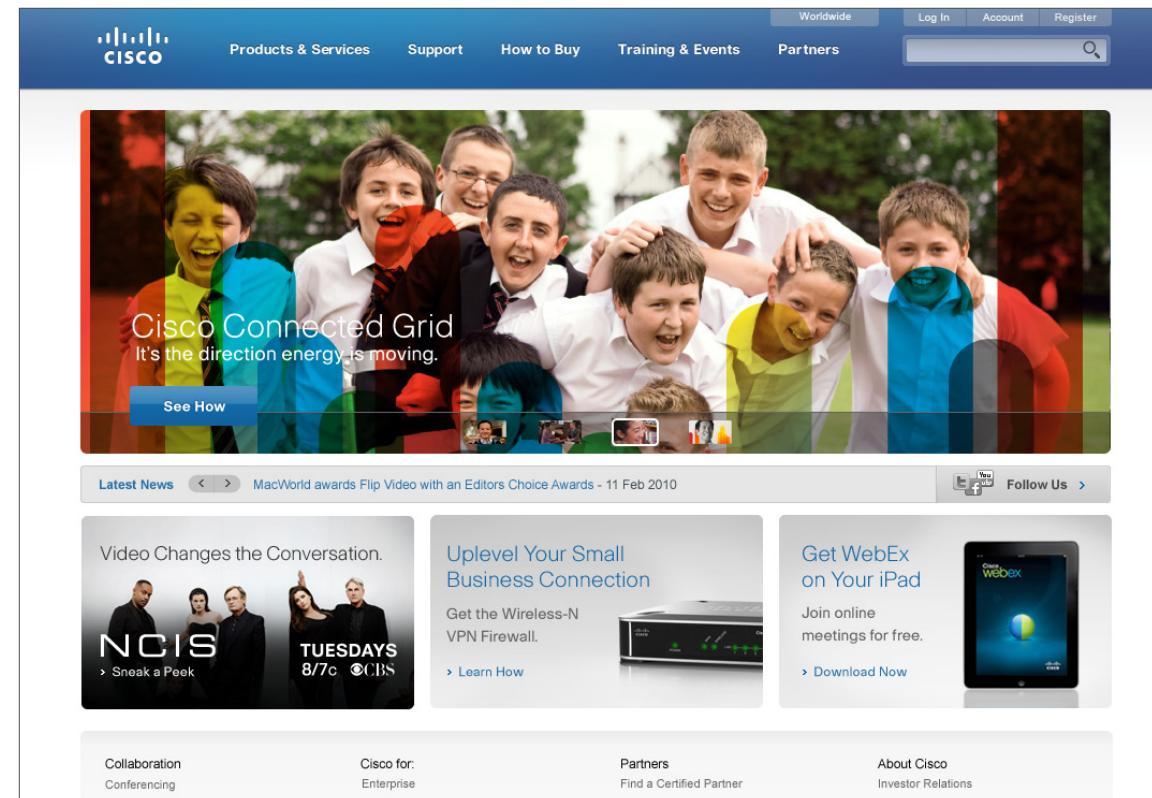
Application

Design Application
Web / User Experience

Calm



Dynamic



When dialing up or down the emotive energy of the Website, the hero area can say it all. Use calm imagery and a more limited color palette to emphasize information over expression.

To emphasize a more energetic Cisco experience, dial up the hero area with active imagery, animated graphics, and vibrant color to instill more excitement and personality.

Application

Calm

Optimize meetings using integrated Cisco WebEx Audio. Schedule easily and join from computer or phone.

Cisco WebEx Audio Data Sheet

Highlights

- Simplified Service** Use just one convenient provider for all your integrated audio and web meetings.
- Audio Control and Management** Improve meeting productivity using easy audio settings and management tools.
- International Service** Meet with attendees—by phone or computer—in more than 200 countries.
- Audio Access Safeguards** Secure integrated audio meetings by controlling attendance.
- Customized Service** Get a flexible package and your choice of integrated audio options for each session.
- Compatible with:**
 - Cisco WebEx Meeting Center
 - Cisco WebEx Event Center
 - Cisco WebEx Training Center
 - Cisco WebEx Support Center

Choose the right integrated audio options for your needs. Improve business efficiency using WebEx Audio to connect up to 500 attendees per meeting. Set up an integration with easy-to-use phone options, including global callback services. Or keep your phone lines free while you save money with integrated Voice over IP (VoIP)—from any computer worldwide. Deliver audio to thousands of participants in one-to-many events using Cisco WebEx Event Center with WebEx Audio Broadcast. Get WebEx Audio services for a single monthly fee.

Keep your meetings private and productive. Gain better control over your meetings. Identify which meeting attendee is speaking with Active Talker indicators. Manage call activity with line muting, the ability to add attendees easily, and more. Determine who attends and who doesn't using attendance controls, participant lists, and meeting lockouts.

Improve efficiency using a unified meeting solution. Trust WebEx Audio for all your audio services. Offer hosts and attendees a single point of entry to each web meeting. No more separate phone calls to add audio. One invite, one login. Count on WebEx Audio to handle all your support needs too. Eliminate spending for numerous—even overlapping—services from multiple vendors. Save the time you would have spent reconciling the related bills each month.

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Business Challenge

Cisco WebEx Audio Data Sheet

Highlights

- Simplified Service** Use just one convenient provider for all your integrated audio and web meetings.
- Audio Control and Management** Improve meeting productivity using easy audio settings and management tools.
- International Service** Meet with attendees—by phone or computer—in more than 200 countries.
- Audio Access Safeguards** Secure integrated audio meetings by controlling attendance.
- Customized Service** Get a flexible package and your choice of integrated audio options for each session.
- Compatible with:**
 - Cisco WebEx Meeting Center
 - Cisco WebEx Event Center
 - Cisco WebEx Training Center
 - Cisco WebEx Support Center

Optimize meetings using integrated Cisco WebEx Audio. Schedule easily and join from computer or phone.

Create a fuller, more productive meeting experience using Cisco WebEx™ Audio with your Cisco WebEx solutions. Take advantage of choices that include VoIP, traditional phone conference, and audio broadcast—all in a flexible package. Select an audio option for each session, according to your requirements and budget. Streamline your meeting and billing processes by using just one vendor.

Choose the right integrated audio options for your needs. Improve business efficiency using WebEx Audio to connect up to 500 attendees per meeting. Set up your session with easy-to-use phone options, including global callback services. Or keep your phone lines free while you save money with integrated Voice over IP (VoIP)—from any computer worldwide. Deliver audio to thousands of participants in one-to-many events using Cisco WebEx Event Center with WebEx Audio Broadcast. Get WebEx Audio services for a single monthly fee.

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Design Application
Data Sheet

Dynamic

Cisco Small Business Product Sheet

Success Story

Cisco Small Business Product Sheet

Highlights

- Privacy Laws and Reactions** Privacy laws in the United States and across the globe are inconsistent and continue to evolve. In contrast to the European Union, in the United States there is no overarching privacy law in place. Instead, the United States takes a more laissez-faire approach that targets specific sectors, relying on a combination of legislation, regulation, and self-regulation. For example, U.S. laws are in place to address medical privacy, financial institution privacy and children's privacy.
- Service providers along with two companies, Phorm in the UK, and Nebuad, in the US, have recently found themselves embroiled in controversy over plans to target customers with advertisements based on their prior web surfing behaviors.⁷ Both companies plan to install deep packet inspection equipment on ISP networks that would monitor subscribers' online activities, build jurisdiction worldwide. Importantly, the EU regulations are implemented by each individual member state, which has led to different interpretations and governing regulations. Privacy laws and regulations continue to react to the marketplace, with new technologies and processes leading to more stringent regulation. For instance, the recent emergence of behavioral targeting has raised the ire of privacy regulators. Service providers along with two companies, Phorm in the UK, and Nebuad, in the US, have recently found themselves embroiled in controversy over plans to target customers with advertisements based on their prior web surfing behaviors.⁷ Both companies plan to install deep packet inspection equipment on ISP networks that would monitor subscribers' online activities, build**

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The EU has a comprehensive law reflecting the EU's philosophy that while data processing is beneficial, an individual's fundamental privacy rights must be protected. Many consider the EU to have the most restrictive privacy laws of any jurisdiction worldwide. Importantly, the EU regulations are implemented by each individual member state, which has led to different interpretations and governing regulations. Privacy laws and regulations continue to react to the marketplace, with new technologies and processes leading to more stringent regulation. For instance, the recent emergence of behavioral targeting has raised the ire of privacy regulators. Service providers along with two companies, Phorm in the UK, and Nebuad, in the US, have recently found themselves embroiled in controversy over plans to target customers with advertisements based on their prior web surfing behaviors.⁷ Both companies plan to install deep packet inspection equipment on ISP networks that would monitor subscribers' online activities, build

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Cisco WebEx Audio Data Sheet

Success Story

Cisco WebEx Audio Data Sheet

Highlights

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With data sheets and informational content, simply playing with color can add significant graphic impact. Integrate gradients into typography or textures within mastheads to add impact to content.

To add more expression into content pages, add lifestyle or product imagery to mastheads. Integrate imagery with color, typography, and graphics to dial up branded expression. Vary the template grid to change hierarchy between expression and content.

Application

Design Application
Brochure

Calm



Clean, simple design doesn't mean design with a reduced color palette. Balanced against white, a single graphic form full of color can tell a story that is bold, confident, and witty.

Dynamic



Using the same color palette with the ratio of color to white space reversed instantly creates a more active design statement. In this case the white masthead balances the high-impact photographic energy.

Application

Design Application
Packaging

Calm



Dynamic



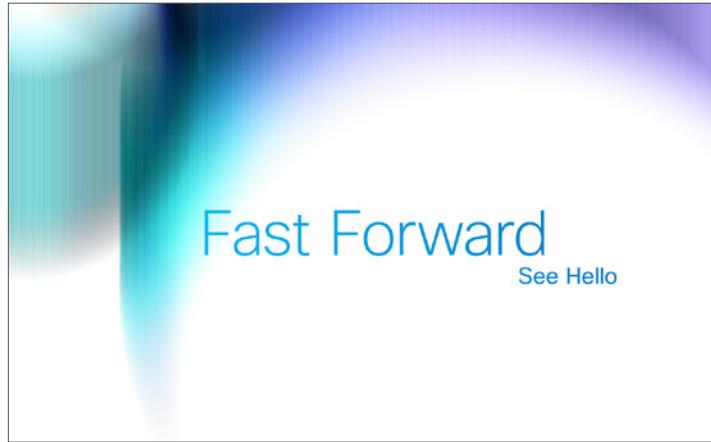
Balancing soft textures with sharp, hard-lined product photography creates a strong contrast that is simultaneously dynamic and calm. You can achieve the same effect by pairing texture with typography to create this duality of calm and dynamic.

Cisco's graphic and texture expressions pronounced with rich color and contrast often yield dynamic design results. Graphic expressions can effectively be used to animate product photography with a sense of movement—making packaging more active and energetic.

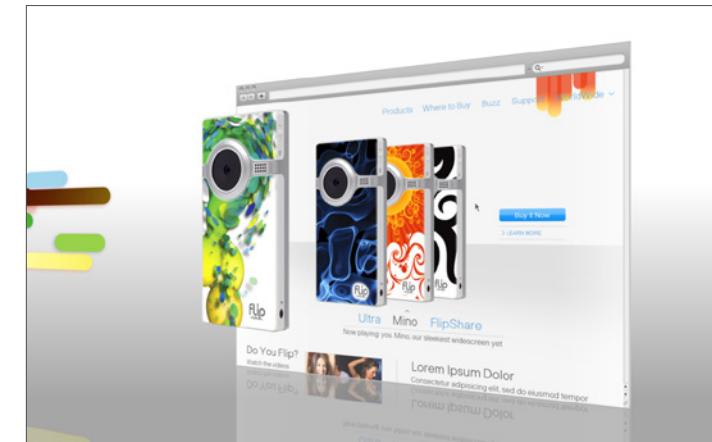
Application

Design Application
Video

Calm



Dynamic



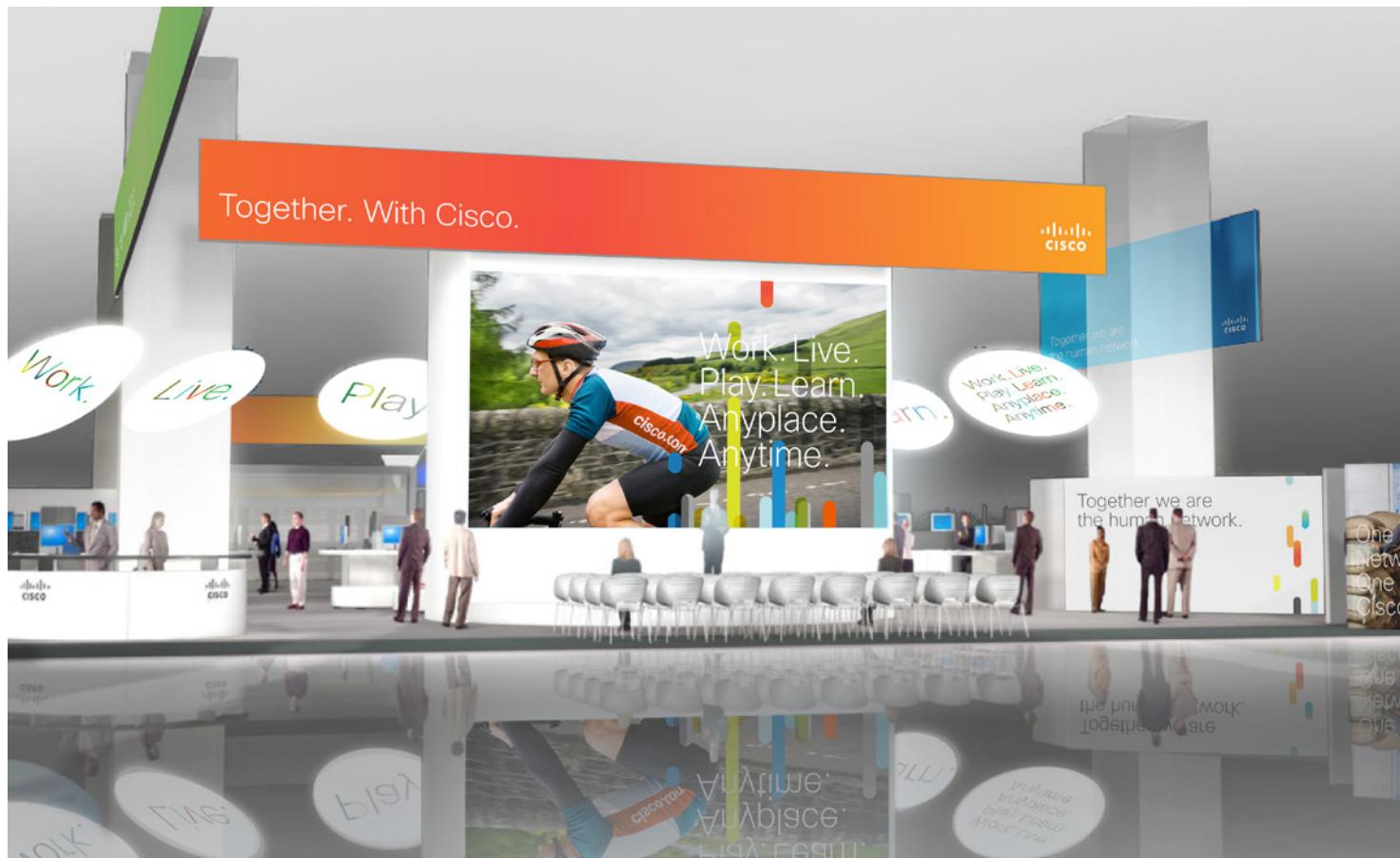
Following the same cues as all other collateral, designing with a concentrated color palette can build consistency and a softer sensibility. With video, less can definitely be more. Slower pans, fades, and subtle animations lend themselves to a more sophisticated expression.

With video, the possibilities are endless. Motion, animation, live-action, and sound contribute to a complete experience that is full of excitement and energy. Perhaps more effective than any other medium, video can truly bring Cisco's identity system to life.

Application

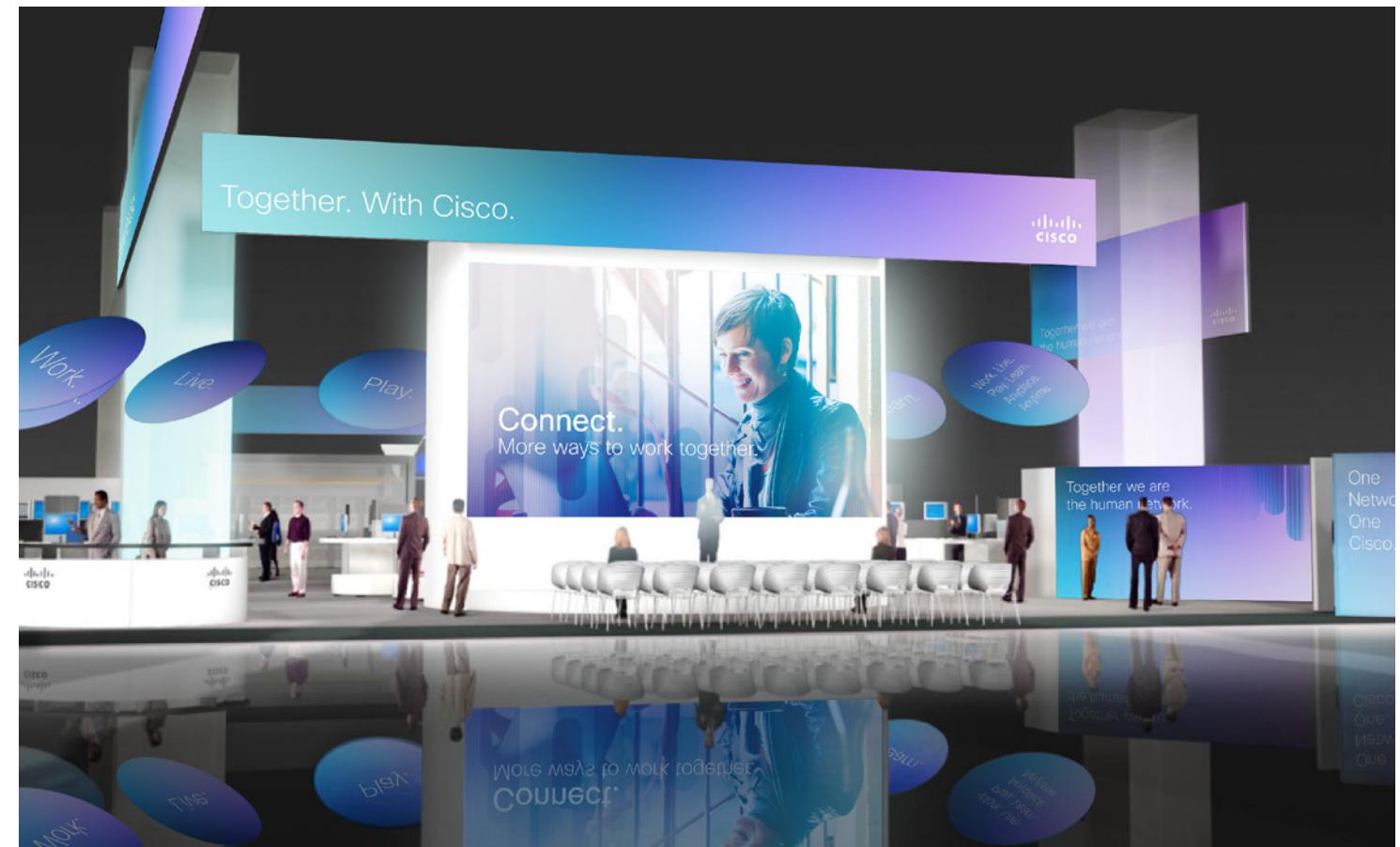
Design Application
Tradeshow

Calm



When designing an environment, color can change everything. On a large scale, simple banners of rich color enliven a space and build mood. Use color and lighting to effectively create experience and presence. Add graphic expressions as accents to create a richer experience.

Dynamic

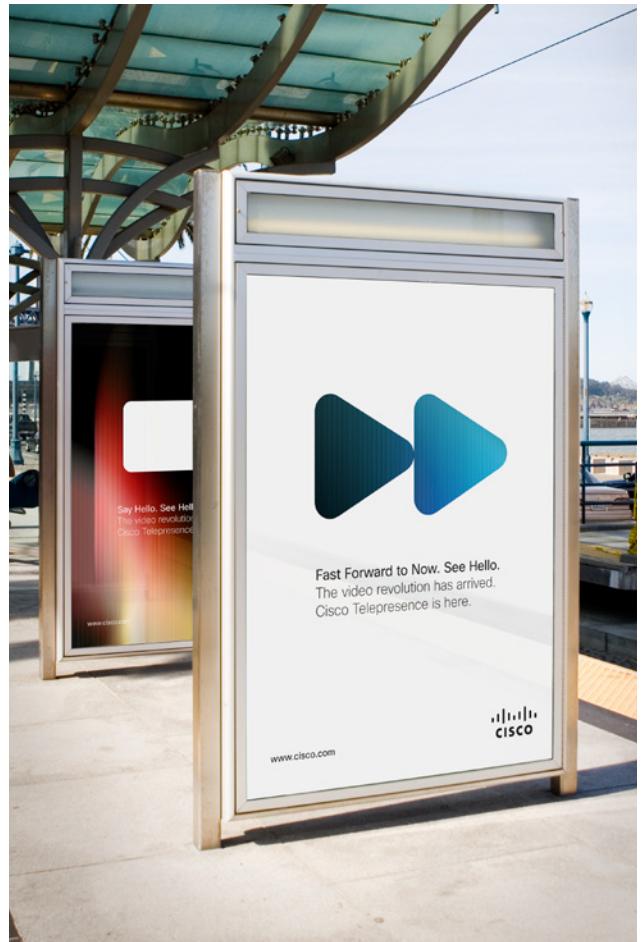


On a large scale, gradient textures create color shifts that can instantly activate a space. Use dramatic lighting to create an even more dynamic experience. Here as well, including graphic expressions as accents can create a richer experience.

Application

Design Application
Environmental

Calm



Environmental graphics must have stopping power to be effective. A calm, simple approach can isolate your message and make it stand out in a busy street scene.

Dynamic



Street scenes in urban environments are crowded and chaotic. To be heard above the din, sometimes you have to shout. You can dial up the volume of your messaging using color, graphics, and dramatic photography.

Section 4: Brand Support

Brand Support

Brand Resources
Asset Directory and Contact

Need assets or templates?
Go to www.cisco.com/go/creative

