



## CORPORATE STYLE GUIDE

LOGO STANDARDS AND GUIDELINES

Brand Guidelines  
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# INTRODUCTION

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# Brand Guidelines

## Introduction

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### Introduction

The identity and image of a company are among its most important assets. ADTRAN depends upon a strong name and reputation for success. To protect and enhance our brand, it is important to be consistent in how ADTRAN is presented to customers, prospects, employees, suppliers, the media, partners, and others associated with ADTRAN. Corporate identity standards provide a visible means to identify ADTRAN. Please follow these guidelines and use them to help contribute to ADTRAN's continued business success.

### Purpose

These branding guidelines for ADTRAN have been produced to inform and assist staff and external users how to correctly apply the brand identity of ADTRAN. It is essential that the logo and tagline are used in a consistent manner both internally and externally. Therefore, the requirements set out in this manual must be adhered to at all times.

### Objectives

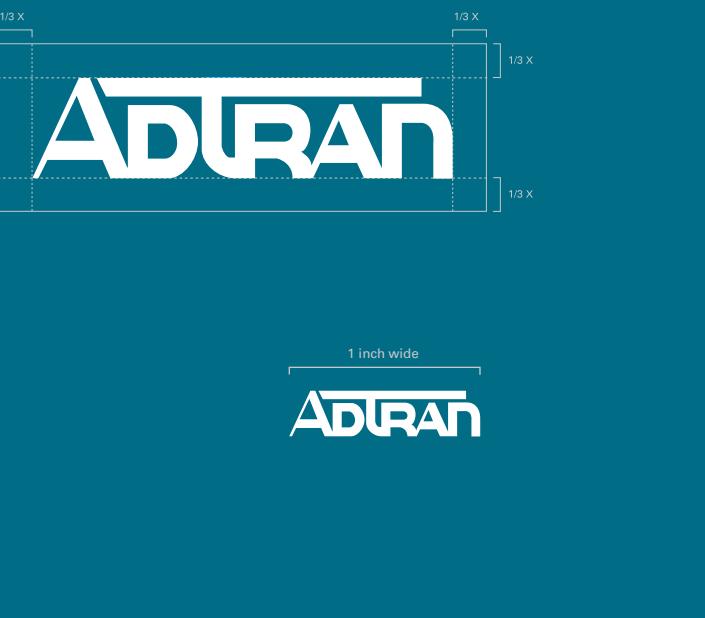
The overall objective is to increase global recognition, awareness and confidence in ADTRAN through brand communication and to increase the effectiveness and consistency of ADTRAN branding whatever the medium.

### Consistency is everything

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. That approach is based on the understanding that every choice and every decision—not advertising or collateral alone—communicates something to someone about the ADTRAN brand. When the brand's messages are developed ad hoc, focused solely on the needs of the moment, they have no lasting impact and represent a shortsighted use of scarce marketing dollars. When messages are delivered within a consistent framework and reinforce the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand recognition and preference. Promotional dollars work twice as hard, serving short-term sales goals as well as longer-term objectives for the brand.



## Brand Guidelines Corporate Logo Mark – Clear Space



The corporate identity consists of the ADTRAN logo set in ADTRAN Teal. Always position the logo for maximum impact and give it plenty of room to "breathe" to ensure its impact and legibility.

### Clear Space

The ADTRAN logo serves as a graphical representation of the company's leadership, innovation and performance. It is critical that the ADTRAN logo is displayed in a consistent manner to present our company in a strong, professional way. It is used on all stationary items: letterhead, envelopes, business cards and more.

Use the teal ADTRAN logo on a white background. To ensure that the ADTRAN logo is always legible and accurately reproduced, the minimum size cannot be less than 1" in width.

### Minimum Size

A logo that is too small has little or no impact. Minimum logo size is 1" in width.

**Note:** Approved electronic artwork of the logo with tagline is available at [adtran.com/brand](http://adtran.com/brand)  
Do not attempt to retype, recreate or redesign the logo tagline relationship.

## Brand Guidelines Corporate Logo Mark – Usage



Spot logo, 4-color logo, RGB logo - for use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction.



Black logo - for use when color reproduction is not an option.



Full-reverse logo – for use when full-color reproduction is not an option or viable solution on dark or black backgrounds.



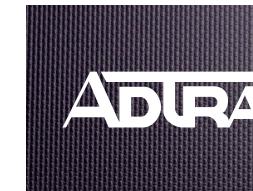
Black logo – for use when color reproduction is not an option.



Full-reverse logo – for use when full-color reproduction is not an option or viable solution on dark or black backgrounds.



Full-reverse logo – for use when full-color reproduction is not an option or viable solution on dark or black backgrounds.



Full-reverse logo – for use when full-color reproduction is not an option or viable solution on dark or black backgrounds.

The ADTRAN logo should be reproduced in color whenever possible. For specific color values to use when reproducing the logo (spot or PANTONE®, 4-color process, RGB), refer to the Color Palette section.

White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements. If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white. When the ADTRAN logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.

## Brand Guidelines Corporate Logo Mark – Dont's

The following examples represent incorrect usage of the ADTRAN logo.



Never add a line underneath ADTRAN.



DO NOT display the ADTRAN logo and tagline without the registered trademark symbol (®)



DO NOT skew, bevel, fold, dimension-  
alize, stretch, add a drop shadow or  
otherwise alter the shape of the logo.



DO NOT place the positive colored logo  
on a medium to dark background that  
should display a reversed out logo.



DO NOT apply a gradient or change the  
color of the ADTRAN logo with tagline



DO NOT use the logo with, or as part  
of, another logo or symbol or create a  
logo-like graphic that competes with  
the logo.



DO NOT place the ADTRAN logo on a  
background that is too busy.



DO NOT skew, bevel, fold, dimension-  
alize, stretch, add a drop shadow or  
otherwise alter the shape of the logo.



DO NOT place the positive colored logo  
on a medium to dark background that  
should display a reversed out logo.



DO NOT skew, bevel, fold, dimension-  
alize, stretch, add a drop shadow or  
otherwise alter the shape of the logo.



DO NOT use the logo with, or as part  
of, another logo or symbol or create a  
logo-like graphic that competes with  
the logo.



DO NOT use the logo in headlines or  
sentences. Use the letters "ADTRAN" in  
the same font as the corresponding text.

## Brand Guidelines Corporate Tagline – Clear Space

The following examples represent incorrect usage of the ADTRAN logo.



The logo with tagline consists of the  
ADTRAN logo and the tagline "Smart  
Solutions for a Connected World"  
set in ADTRAN Gray. The consistent  
usage of this logo helps to clearly  
identify and connect every division  
and product from ADTRAN across  
the globe. Whenever possible, the  
ADTRAN logo with tagline should be  
reproduced in the preferred teal and  
gray color version. Always position  
the logo with tagline for maximum  
impact and give it plenty of room  
to "breathe" to ensure its impact  
and legibility.



**Minimum Size**  
A logo that is too small has little  
or no impact. Minimum logo size  
is 1" in width.



**Note:** Approved electronic artwork of  
the logo with tagline is available at  
[adtran.com/brand](http://adtran.com/brand)  
Do not attempt to retype, recreate or  
redesign the logo tagline relationship.



**Clear Space**  
A minimum amount of clear space  
must always surround all versions  
of the logo with tagline. Clear space  
must equal 1/3 the height of the logo.  
Maintaining proper clear space  
protects the visual identity from  
competing graphic elements such  
as text, photography, or background  
patterns that may otherwise divert  
attention from the logo.

## Brand Guidelines

### Corporate Tagline – Usage



Positive teal logo with gray tagline



Positive black logo and tagline



Reversed white logo and tagline

The corporate logo with tagline will always be displayed in color, in black or reversed out in white.

**Note:** Approved electronic artwork of the logo with tagline is available at [adtran.com/brand](http://adtran.com/brand)  
Do not attempt to retype, recreate or redesign the logo tagline relationship.

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## Brand Guidelines

### Corporate Tagline – Dont's

The following examples represent incorrect usage of the ADTRAN logo with tagline.



Never add a line underneath ADTRAN.



DO NOT display the ADTRAN logo and tagline without the registered trademark symbol (®)



DO NOT skew, bevel, fold, dimension- alize, stretch, add a drop shadow or otherwise alter the shape of the logo.



DO NOT skew, bevel, fold, dimension- alize, stretch, add a drop shadow or otherwise alter the shape of the logo.



DO NOT display the ADTRAN logo with tagline smaller than one inch wide



DO NOT place the positive colored logo on a medium to dark background that should display a reversed out logo.



DO NOT apply a gradient or change the color of the ADTRAN logo with tagline



DO NOT use ADTRAN Gray for both the logo and tagline



DO NOT place the ADTRAN logo on a background that is too busy.

# TYPOGRAPHY & COLOR

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# Brand Guidelines

## Typography

### Primary Typeface

#### Universe 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz

#### Universe 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz

#### Universe 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz

#### Universe 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz

### Secondary Typeface

#### Utopia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz

#### Utopia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890acbdefghijklmnopqrstuvwxyz

The official typeface for print material is Universe. Universe is available in a variety of weights, although the most commonly used are light, regular, and bold. Utopia serves a complimentary role and is used as subhead or body copy text. For electronic applications such as web, intranet and PowerPoint require a more available font, it is acceptable to use the Arial (light, roman, bold, and heavy).

#### General Usage:

- 59 Ultra Condensed: Headers
- 65 Bold: Headers, Subheads and feature copy
- 57 Condensed: bulleted copy
- 55 Roman or Utopia Regular: body copy level 1
- 45 Ultra Light: body copy level 2, and contact information within copy
- Utopia Italic: Call outs
- 75 Black: promotional/advertising use only

## Brand Guidelines

### Color Palette

#### Primary Color Palatte

ADTRAN Teal, Pantone (PMS) 315, is the color used in the ADTRAN logo. ADTRAN Gray, Pantone (PMS) 446, is used in the tagline. Use this teal in conjunction with the gray as a primary accent color. Tints of the colors in this palette are allowed for highlights, text boxes, and other uses. Refer to the pantone numbers to set colors correctly in the print enviornment.

ADTRAN Teal



PMS 315C  
C 100 , M 0, Y 15, K 47  
R 0, G 96, B 117

ADTRAN Gray



PMS 446C  
C 21, M 0 Y 23, K 75  
R 76, G 90, B 82

## Brand Guidelines

### Secondary Color Palette

#### Secondary/Accent Color Palatte

ADTRAN Teal, Pantone (PMS) 315, is the color used in the ADTRAN logo. ADTRAN Gray, Pantone (PMS) 446, is used in the tagline. Use this teal in conjunction with the gray as a primary accent color. Tints of the colors in this palette are allowed for highlights, text boxes, and other uses. Refer to the pantone numbers to set colors correctly in the print enviornment.



PMS 1665C  
C 0 , M 69, Y 100, K 0  
R 243, G 113, B 33



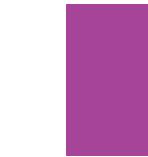
PMS 368C  
C 57, M 0 Y 100, K 0  
R 122, G 193, B 67



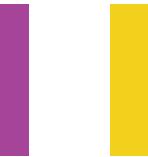
PMS 534C  
C 100, M 80 Y 30, K 5  
R 23, G 174 B 24



PMS Red 032C  
C 0 , M 90, Y 86, K 0  
R 239, G 65, B 53



PMS Purple C  
C 38 M 88 Y 0, K 0  
R 165, G 67, B 153



PMS 110C  
C 0, M 11 Y 94, K 6  
R 243, G 207, B 30

The CMYK values shown are specified for use on coated paper only.

The colors shown in this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate color standard refer to the current edition of the PANTONE® Color Formula Guide. PANTONE® is a registered trademark of PANTONE®, Inc.

## Brand Guidelines Legal Information

This Policy is intended to provide a general understanding of correct trademark usage. The requirements defined in this document apply to all ADTRAN departments, divisions, subsidiaries, and affiliates. They also apply to any individual or entity who has ADTRAN's permission to use the ADTRAN name or logo or any other trademark owned by ADTRAN, including but not limited to resellers, developers, customers, advertising agencies, consultants, professional writers and editors, licensees and other third parties making reference to ADTRAN trademarks. This Policy will be modified from time to time as ADTRAN deems appropriate.

The ADTRAN name and logo have been used worldwide for years. As a result, they have become well known as representing quality goods and services in the telecommunications industry. In addition to extensive common law rights in its trademarks, ADTRAN also owns registrations for many of its marks in the U.S. and around the world. The more popular our trademarks become, the greater their value is to us, and the greater is the need for their protection. To preserve and enhance their value, proper use of ADTRAN trademarks is essential.

You may use ADTRAN marks only if you adhere to the following guidelines for rules of proper trademark use: Use Complete, Unaltered Marks.

### ADTRAN Logo Standards

The ADTRAN name is not only a trademark used to identify our products and services; it also serves as our company name. Do not alter an ADTRAN mark in any way; for example, it is not permissible to change the words in a mark, abbreviate marks, or add words or visual elements to a mark (including modified fonts, colors, or capitalization).

### Trademark Symbols

Use a trademark symbol to indicate that the mark is a protected trademark. Before using a trademark owned by ADTRAN in online or print sales support materials, ads and the like, consult [adtran.com/trademarks](http://adtran.com/trademarks) to determine whether to use the® symbol or the™ symbol when referring to the mark.

### International Uses

The ADTRAN mark is not a registered trademark outside of the U.S. Do not use the ADTRAN mark with ®. Improper uses of trademarks and trademark symbols can have very negative consequences in many foreign countries. Do not use any ADTRAN marks in materials directed to foreign countries or audiences without first obtaining direction on proper use by emailing [shane.young@adtran.com](mailto:shane.young@adtran.com).

### Use ADTRAN Marks in Domain Names Prohibited

You may NOT register a domain name that includes any ADTRAN mark or name.

## Brand Guidelines Contact Information

### Acknowledge ADTRAN's Ownership

A footnote or other legend to acknowledge that the mark is owned by ADTRAN should be placed at the bottom of the web page, advertisement, or publication in which the mark appears. The legend should identify the marks incorporated into your work that belong to ADTRAN. An example of an acceptable legend is: "ADTRAN and the ADTRAN logo are registered trademarks of ADTRAN, Inc."

### Do Not Mislead Consumers Regarding Your Affiliation with ADTRAN, Inc.

You must avoid the appearance or implication that ADTRAN's trademarks belong to you or your company, or that any affiliation, sponsorship, endorsement, or other relationship exists between your company and ADTRAN in the absence of any arrangement of that sort. If such an affiliation does exist, you may state so on the material containing the mark. For example, if your company is an ADTRAN Gold, Gold Direct, Silver or Wireless Partner, you may state that relationship.

### Set ADTRAN Trademarks Apart from Other Marks

Your name, logo, and/or trademark should not appear more prominently than an ADTRAN mark when both are displayed on the same page, web page, or other material. An ADTRAN trademark should not be displayed in close proximity to marks not owned by ADTRAN in a manner that might imply that the two marks are a single mark or somehow related, or that your company owns the ADTRAN mark. For example, your company's trademark should not immediately precede the ADTRAN mark, or vice versa. No ADTRAN marks or any potentially confusing variations of an ADTRAN mark should ever be used as part of your company name, trademark, logo or product or service name.

### Merchandise Items

You may not place ADTRAN trademarks on merchandise (such as t-shirts, mousepads, coffee mugs, etc.) that you intend to sell or give away, unless you first obtain written permission from ADTRAN. To request written permission, please email [trish.perry@adtran.com](mailto:trish.perry@adtran.com).

### Use of ADTRAN Slogans

ADTRAN slogans or taglines (such as "Smart Solutions for a Connected World") should be treated in the same manner as any other trademark covered by this Policy. The trademarks, logos and service marks ("Marks") displayed are the property of ADTRAN or other third parties. Users are not permitted to use these Marks without the prior written consent of ADTRAN or such third party which may own the Mark.

Approved electronic artwork of the logo with tagline is available at [adtran.com/brand](http://adtran.com/brand)

Do not attempt to retype, recreate or redesign the logo tagline relationship.

Questions?

All ADTRAN communications must conform to the correct brand guidelines.

For specific questions, please contact the appropriate marketing communications representative.

**Kevin Morgan**  
Director Marketing Communications  
[kevin.morgan@adtran.com](mailto:kevin.morgan@adtran.com)

**Shane Young**  
Creative Director  
[shane.young@adtran.com](mailto:shane.young@adtran.com)



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