

A close-up photograph of a person's hands holding a black smartphone. The hands are positioned as if the person is looking at the screen. The background is a soft-focus view of green trees and bushes, suggesting an outdoor setting.

iPass Corporate Brand Guidelines

August 2017



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Our Identity

The current iPass identity — a signature comprised of a wordmark and i-Wing symbol.

The wordmark is set in Proxima Nova Soft. It is personable, active, engaging and lively.

The i-Wing symbolizes a two-way digital conversation. It represents a company that enables and promotes the vast possibilities that are inherent when people connect with each other.

The elements of our identity — signature, typography, color and imagery — when used consistently, will help contribute to a memorable brand relationship with our customers.



Signature

Components

Our unique signature consists of the i-Wing and a wordmark. The signature components have a fixed proportional relationship to one another and should not be resized individually. The signature can be scaled up or down as a unit only.

Clear Space

Clear space is the “breathing room” for our signature. The minimum clear space shown here should always be maintained. Whenever possible, allow for more clear space than the minimum.

The clear space is derived from x which is measured by the height of the lowercase characters in the wordmark.

Minimum Size

To ensure clarity and integrity of the signature it should never be used at sizes smaller than the recommended minimum shown here.

Signature



Clear Space



Minimum Size



Variations

There are three color variations of the signature.

Four-color Positive

The wordmark appears in teal and citron and the i-Wing symbol appears in all four primary colors (see color specification on page 7).

One-color Reverse

Both the wordmark and the i-Wing symbol reverses to white.

One-color Positive (Black)

Both the wordmark and the i-Wing symbol appear in black.

Four-color Positive



One-color Reverse



One-color Positive (Black)



Background Usage

The signature must always be clear and legible.

The four-color signature should appear on a white background.

The one-color reverse signature can appear on dark backgrounds (preferably the fields of the iPass primary colors) and photographic backgrounds where there is sufficient contrast.

Do not place four-color signature on a photographic background, or on a solid color background.

Acceptable Background Usage



"Powered By"

There are four additional variations of the signature, which can be used by companies embedding iPass technology into their own applications or products. These may be used alone to indicate the presence of iPass SmartConnect™ technology, or in a lockup with the company's own brand identity.

Horizontal Positive

Horizontal Positive



The wordmark appears in teal and citron, the i-Wing symbol appears in all four primary colors and the words *powered by* and *SmartConnect™* appear in teal (see color specification on page 7).

Horizontal Reverse

Horizontal Reverse



Vertical Positive

Vertical Positive



Vertical Reverse

Vertical Reverse



Color

Our color palette is contemporary, vibrant and works universally across our design system. Two colors form our primary palette and are supplemented by two secondary colors along with two neutral colors and one highlight color.

Each color creates a different effect when used alone or in combination. All colors in the palette are harmonious.

Primary Colors



RGB
207 / 215 / 40
CMYK
23 / 0 / 90 / 0
Pantone
396C
HEX
#CFD728



RGB
11 / 78 / 91
CMYK
100 / 10 / 30 / 48
Pantone
316C
HEX
#0B4E5A

Secondary Colors



RGB
0 / 181 / 172
CMYK
86 / 1 / 41 / 0
Pantone
326C
HEX
#00B5AC

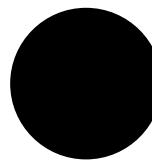


RGB
0 / 131 / 116
CMYK
100 / 21 / 64 / 7
Pantone
327C
HEX
#008374

Neutral Colors



RGB
90 / 90 / 90
CMYK
0 / 0 / 0 / 80
HEX
#5A5A5A



RGB
0 / 0 / 0
CMYK
0 / 0 / 0 / 100
HEX
#000000



RGB
227 / 227 / 227
CMYK
9 / 7 / 7 / 0
HEX
#E3E3E3



RGB
251 / 79 / 20
CMYK
0 / 83 / 100 / 0
Pantone
1665C
HEX
#008374

Typography

Primary Typeface

Proxima Nova is our primary typeface. It is a friendly and modern sans serif that complements the letterforms in our wordmark. Headlines and subheads should be set in Bold or Light. Body copy may be set in either Regular or Light. Semibold can be used to add another level of typographic hierarchy when needed.

Secondary Typeface

Our supporting typeface FF Tisa is a highly legible serif font with a large x-height. It is used primarily in those instances, in both print and digital applications, where a serif font is required. It should not be used for headlines.

Both Proxima Nova and FF Tisa are available as web and desktop fonts as part of Adobe Typekit. They may also be purchased at myfonts.com.

Web Typefaces

Montserrat (primary) and PT Serif (secondary) are free web typefaces, and are acceptable alternatives to Proxima Nova and FF Tisa. Both typefaces can be found at google.com/fonts.

Primary Typeface

HEADLINES, SUBHEADS

Proxima Nova Bold

Proxima Nova Light

Primary Typeface

BODY COPY, CAPTIONS, UI ELEMENTS

Proxima Nova Regular

Proxima Nova Regular Italic

Proxima Nova Semibold

Secondary Typeface

SUBHEADS, BODY COPY

FF Tisa Regular

FF Tisa Bold

Web: Primary Typeface

HEADLINES, SUBHEADS, BODY COPY

Montserrat Bold

Montserrat Regular

Web: Secondary Typeface

SUBHEADS, BODY COPY

PT Serif

Photography

Our photography features people active in their daily lives. The content, composition and style of our imagery reflects the realism of people engaged in life and business. Compositions are simple, uncluttered, clean and sophisticated.

Photography: Style



Brand Attributes: Photography

Bold

We are a small company with ambitious goals. We will be the leader in global mobile connectivity. We will take risks in achieving our financial and cultural promises, and we realize that in taking risks, we will, at times, fall short. But we view failure as an opportunity to learn and improve. We exude confidence. We use crisp, high focus images.

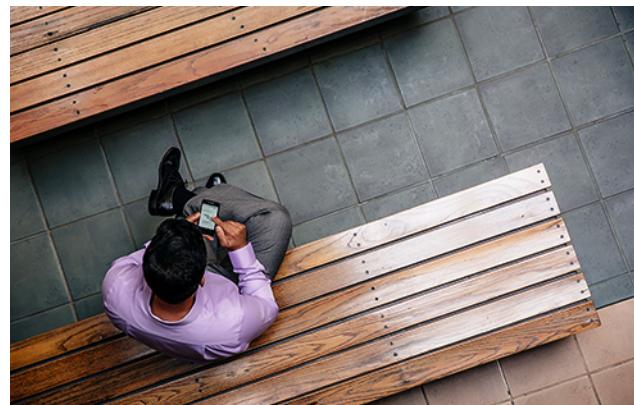
Bold: Photography



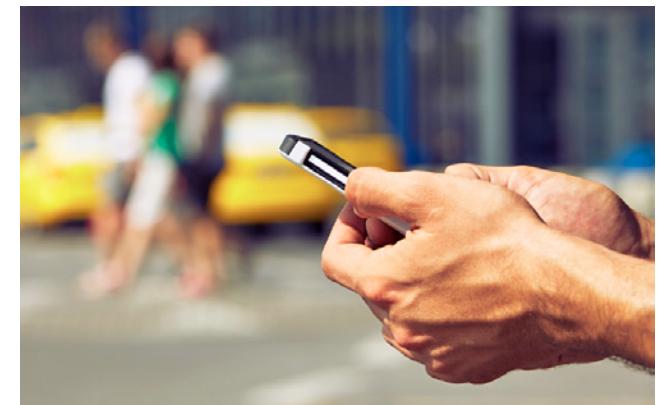
A strong singular expression of color in an otherwise familiar environment stands out as memorable.



Bold color and strong focal point confidently create a sense of energy and movement.



Dynamic angles created from an unexpected view point in open environment draws attention to the subject of the image.



A short depth of field provides a clear foreground and soft focus background to declutter an otherwise busy image.

Brand Attributes: Photography

Smart

We have hired a talented, experienced and metric-driven team. We are agile and decisive; we value movement and progress. We like to solve problems.

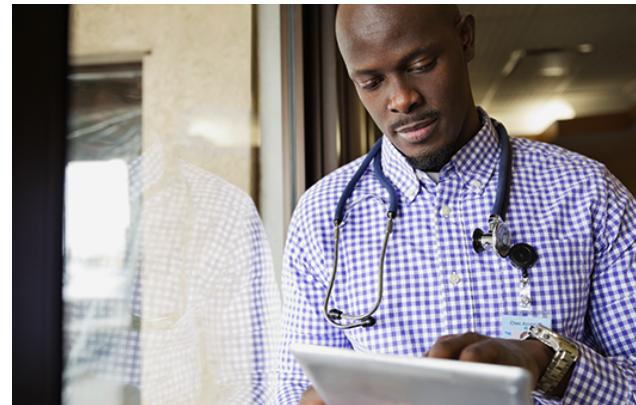
Smart: Photography



Being connected means being informed. Don't be afraid to tell a specific story by showing what's on their screen.



Setting context for an environment can help put you into the perspective of someone using iPass SmartConnect.



We're all more apt to be successful with the convenience of iPass SmartConnect.



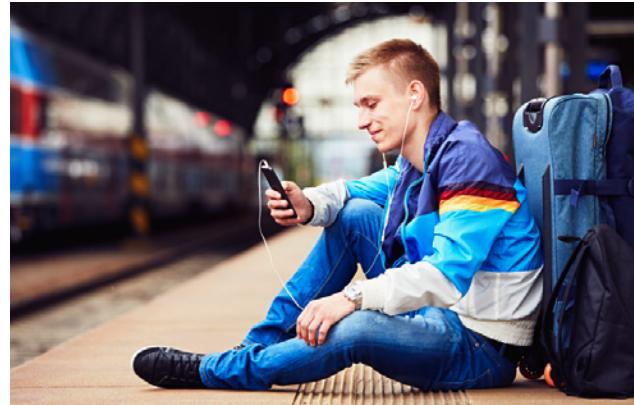
Showing scenes of people who are performing well in their field reinforce the idea of being smart.

Brand Attributes: Photography

Global

We are a global company, and our goal is to make iPass truly ubiquitous. We will show people of various ethnicities and nationalities, using iPass around the world, in contexts rural and urban, work and personal. We will also localize our communications for specific international target markets to show our commitment to them.

Global: Photography



A traveler on his phone in a foreign train depot indicates a connection where it's not normally expected to be.



This graphic composition of a departing plane speaks both to global travel and in-flight connectivity.



This graphic composition of a bullet train speaks both to international travel and onboard connectivity.



Urban environments around the world immediately suggest international markets.

Brand Attributes: Photography

Human

The desire for connection is something that unites us all. We offer technology that supports a basic, human need. Our customers and their end users need connectivity for everything from critical business and personal communications to entertainment. We sell iPass by maximizing the end user's mobile experience.

Human: Photography



Connection to others is a fundamental human need.
Try to capture the joy of that basic experience.



Authentic facial expressions can be very engaging.



Strong reactions and displays of emotion capture what unites us as humans.



iPass connects all kinds of people in all kinds of places, from urban to rural and everywhere in between.

Brand Attributes: Photography

Responsive

We respond quickly to market conditions as well as to our customers, end users and partners. We seize opportunity. We are not ready to compete on trust and reliability , but we can compete on responsiveness. We will listen to our customers, end users, and partners. We will endeavor to understand their experiences and to optimize them.

Responsive: Photography



iPass enables our clients to be responsive too. The image balances close up intimacy with just enough surrounding environment to tell a story.



Business travelers at a busy airport gets to the heart of who our customers are and where they want to connect.



Choose images that are open-ended and suggest a story. This could represent a responsive member of our team, or anyone using iPass SmartConnect.



Being able to connect in unusual environments shows the results of how we respond to our customers needs.

Brand Attributes: Photography

Unexpected

We don't follow the conventions. We don't use jargon. We respect best practices but we are also open to experimentation. We like to keep things fresh and creative.

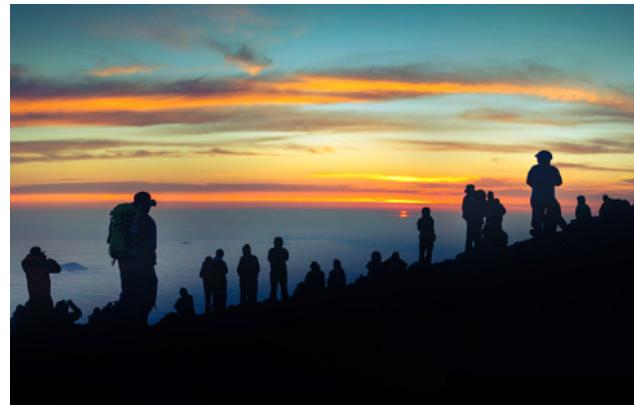
Unexpected: Photography



Show surprising locations where iPass SmartConnect is available, for example a construction site.



Unusual ways to crop images can be used to capture attention and stand out as unique.

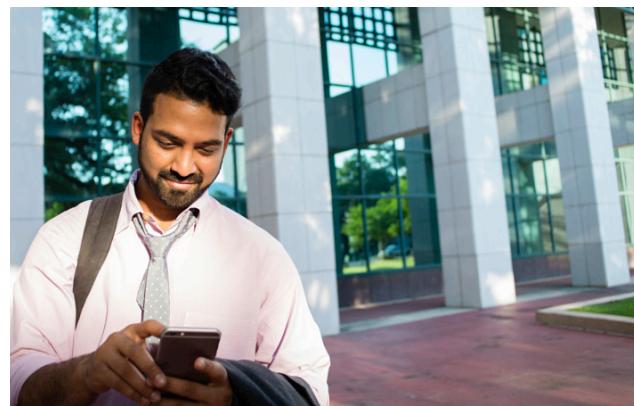


Yes, we *do* have a hotspot on the top of Mt. Fuji in Japan!



This unexpected location and situation a great way to display the pioneering go-anywhere spirit of iPass.

Additional Photos

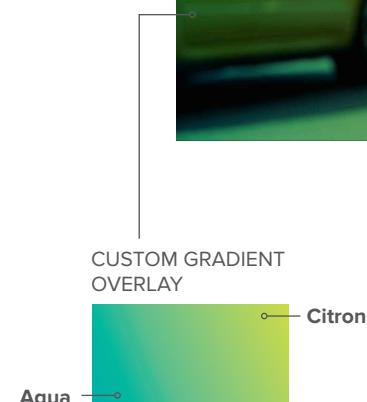
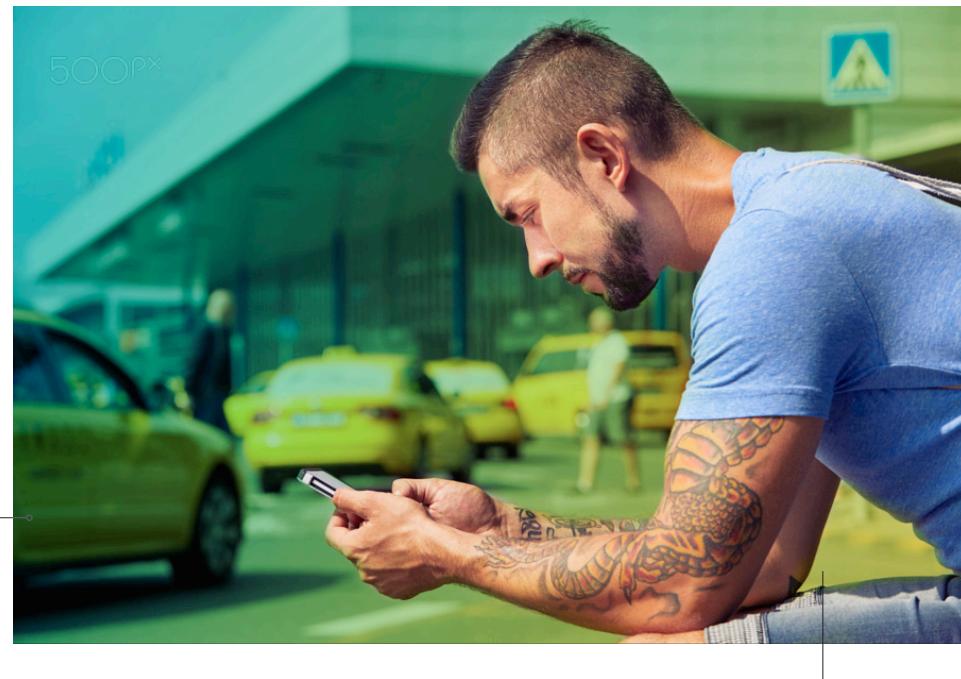


Hero Images

Hero photography is made up of people who appear caught in real moments rather than posed for the camera. The images are natural, unstaged and true-to-life.

The visual impact is elevated by dramatic cropping, unique angles and the application of a gradient overlay in the background behind the “hero”.

Photography: Hero Images



see p. 6 for color breakdowns

“HERO” MASKED
(SUBJECT & DEVICE)

Note: In Photoshop, the gradient overlay should be set to **Blend Mode: Overlay/Screen** or **Blend Mode: Multiply/Darken**, depending on the color depth/saturation on the original image and the intensity of the required final result. The angle of the gradient can vary depending on the desired effect. Do not add to or change the colors in the gradient.