

LOGO USAGE GUIDELINES

The preferred presentation for the logo is the “core”, full-color ‘lockup’ in the “horizontal” format.

When horizontally space constrained, the “stacked” format is acceptable to use.

Only use the “Icon” logo when when extremely space constrained, or when one of the versions of the logo that include text are used in the same document or webpage.

WORD-MARK

The logo text should be written using uppercase letters in the font Rubik.

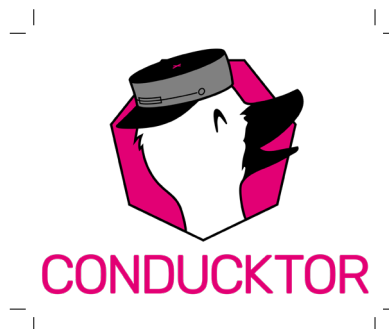
Wherever possible, use the ‘lockup’ version of the logo instead of including the icon and text as separate elements.

Do NOT present the text alongside the “core” icon in any color other than magenta: #E20074

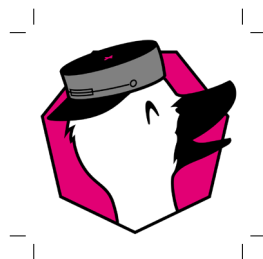
“CORE” LOGO LOCKUP - HORIZONTAL



“CORE” LOGO LOCKUP - STACKED



“CORE” ICON



COLORS



Magenta
#E20074



Black
#000000



Gray
#808080



White
#FFFFFF

Rubik is available on Google Fonts - <https://fonts.google.com/specimen/Rubik>

DO

Use the “core” logo on a clean, light-colored background.

Provide adequate whitespace to prevent the logo from colliding with text or other elements.

Present the logo at a large-enough size that the ‘eye’ is easily recognizable as an arch: ▲



CONDUCKTOR



CONDUCKTOR

DO NOT

Use any version of the logo on a patterned background. Additionally, colored and dark backgrounds are forbidden when using versions of the “core” logo.

Rotate, crop, or otherwise modify the aspect ratio or orientation of the logo

Tint, color, modify opacity, or apply any other styles/effects to the logo (eg, drop shadows, glows, outlines, etc)



CONDUCKTOR



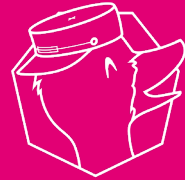
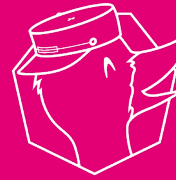
CONDUCKTOR

MONOCHROME

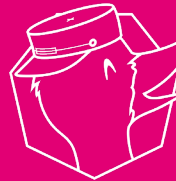
In cases where a monochromatic version of the logo is needed, or in any case where the logo will be presented on a colored background, use the appropriate 'outline' version based on the guidelines above.

Do NOT use the logo on a similar colored background.

Do NOT use the logo as a watermark or present it in any colors other than white, black, or magenta (#E20074) at 100% opacity.



powered by
CONDUCTOR



CONDUCTOR



powered by
CONDUCTOR



CONDUCTOR



powered by
CONDUCTOR



CONDUCTOR

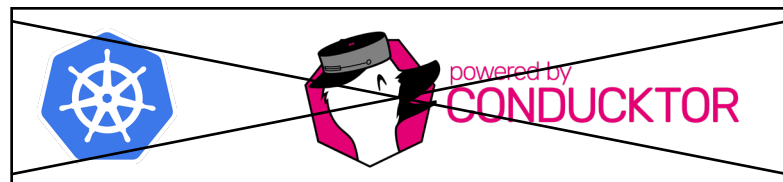
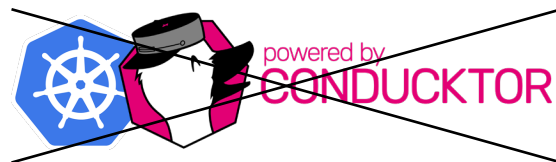
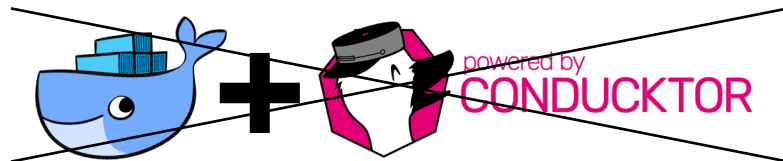
CO-BRANDING

To co-brand the Conducktor logo or present it on websites, services, or in other media not officially affiliated with the Conducktor brand, use the 'powered by' logo.

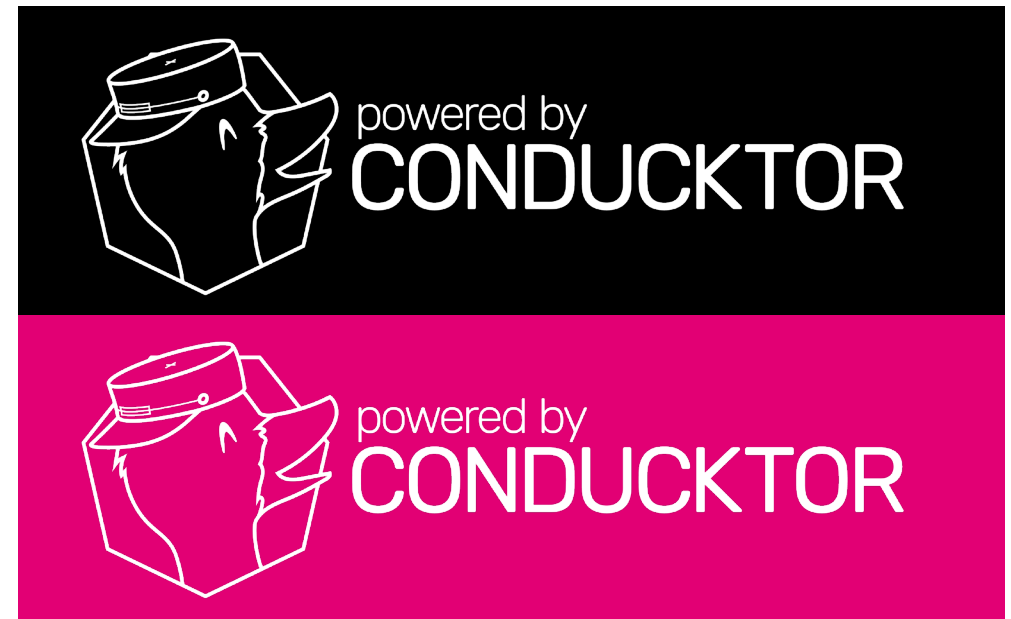
Usage for the 'powered by' logo is governed by the same guidelines as presented above for the "core" logo and "monochromatic" variations.

Do NOT layer or otherwise connect the logo to another brandmark. (Including through use of a plus sign (+), slash (/), or any other mark)

Do NOT join the logo and any other image or brand mark into a single graphic FILE for use on the web or in any digital presentation.



forbidden.png



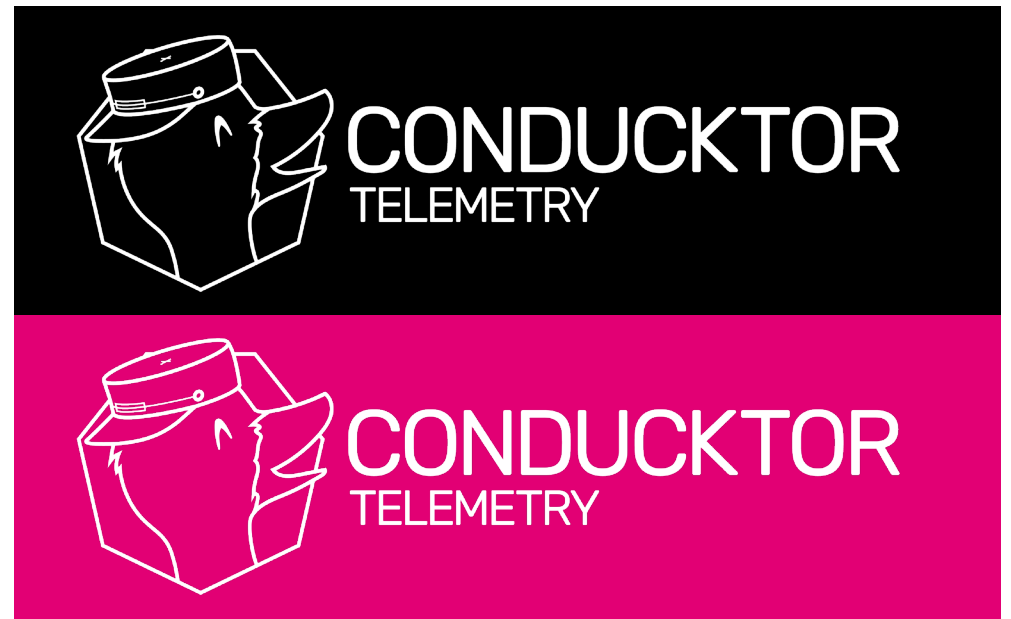
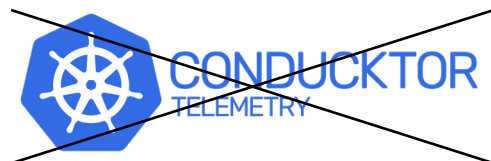
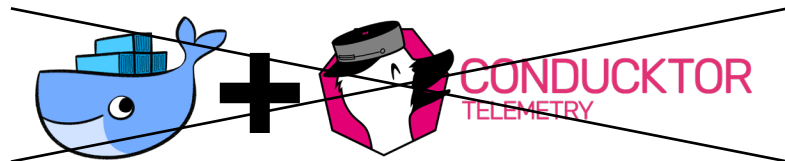
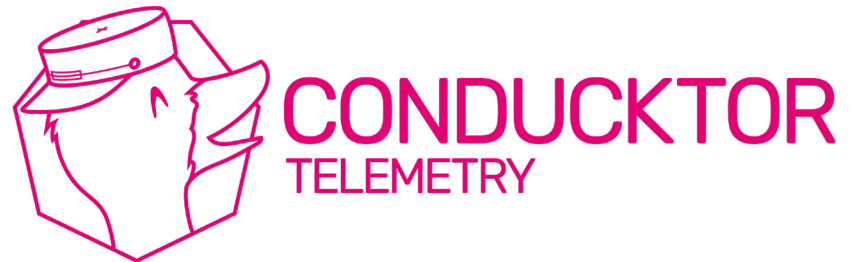
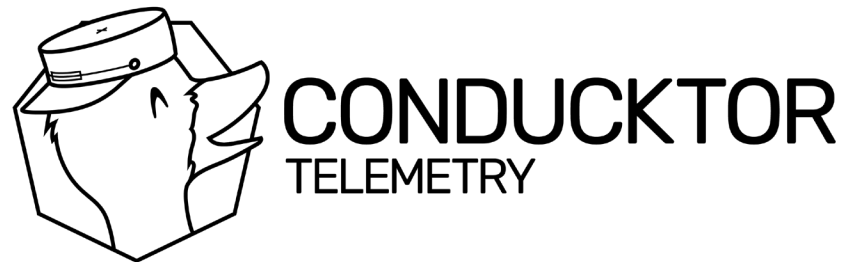
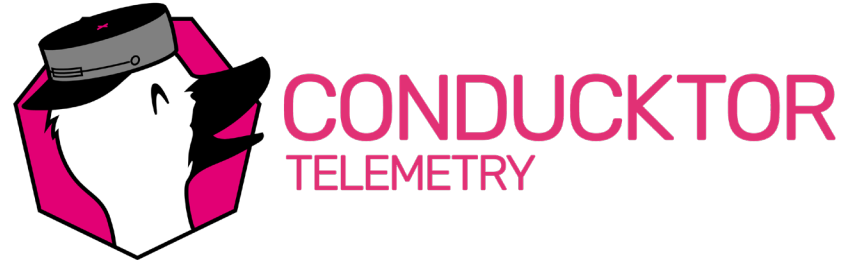
SUB-BRANDING

To sub-brand the Conducktor logo, use the sub-brand text layout with the corresponding Conducktor icon. Both brand names should be displayed in uppercase letters.

Usage for sub-branded logos are governed by the same guidelines as presented above for the “core” logo and “monochromatic” variations.

Do NOT layer or otherwise connect the logo to another trademark. (Including through use of a plus sign (+), slash (/), or any other mark)

Do NOT create additional icons or graphics to use alongside or in place of the Conducktor logo icon.



WRITING ABOUT CONDUCKTOR

When writing documentation or marketing materials about Conducktor, always use 'title case' (capitalized first letter, lowercase remaining letters) for both the word 'Conducktor' as well as any sub-brand in normal paragraph text.
Eg. Conducktor Telemetry.

When writing 'Conducktor' (or any sub-brand name) In headings, if the rest of the text is uppercase text, Conducktor brand names should be written in uppercase as well.

Do NOT write 'Conducktor' or sub-brand names in lowercase letters -- not even if the surrounding heading or span is written entirely in lowercase.

Do NOT hyphenate, split, or otherwise abbreviate any part of the word 'Conducktor' or any associated sub-brand (unless the sub-brand intentionally includes a hyphen).

Duck, Duck, Health?

CONDUCKTOR BRINGS NATIVE TELEMETRY INTEGRATION TO THE MASSES

Updated 8:22 AM on June 20, 2018

Written by [Brian Donahue](#)

Lorem ipsum dolor sit amet, **Conducktor** adipiscing elit. Aenean nibh arcu, pretium at ante in, aliquet interdum eros. Sed a enim ligula. **Conducktor Telemetry**, efficitur sollicitudin augue vel, auctor viverra tortor. Maecenas et tempor lorem. Morbi rutrum et justo in fringilla.

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Donec **telemetry and health with Conducktor Telemetry** augue, ac tincidunt ipsum. Nunc eget consectetur eros. Fusce at erat vel diam pretium vestibulum. Nam pharetra magna eget mauris efficitur, eu pulvinar ex tristique.

Vehicula diam quis lacus vestibulum fringilla. Morbi libero diam, portitor id placerat sed, pharetra vel nunc. Etiam at hendrerit ante. Praesent sagittis ante eget est mattis congue. Mauris accumsan, ipsu...

The background of the entire page is a repeating pattern of conductor hats. Each hat is a simple line drawing with a cylindrical crown, a small brim, and a band with a circular emblem. They are arranged in a staggered grid across the entire page.

CONDUCTOR

BRAND GUIDELINES

Updated
June 20, 2018

conductor@t-mobile.com