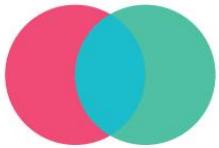
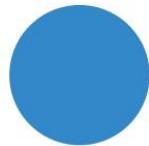


acano



Brand guidelines



February 2016. Ver B-001

Acano is now part of Cisco. 

Preface

The new Acano brand

Over the past few months, the brand team has been developing a new brand to better reflect the essence of who we are and where we are going as a company. We're excited to share it with you.

In this book you'll find the information and resources to guide customer interactions and develop corporate collateral with the same unique and consistent Acano voice.

This book will continue to evolve. We'll let you know when there is a new version.

If you have any questions about this guide or need templates or assets not included in this book, please send us a note to brand@acano.com.

Agenda

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 Acano brand guide

Introduction

Our purpose

Vision

True collaboration.

We believe that humanity is capable
of extraordinary progress if it truly
acts together.

Mission

Make space for ideas.

Acano works to let people anywhere
solve, create and dream together.

Brand idea

The brand idea is the central guiding concept that expresses the essence of the company.

It defines us and all that we do. It assures people that every time they interact with the company, they have the experience they've been promised.

It's a statement of intent that we use internally to guide our decisions and to inspire us. Our brand idea informs and influences every medium we employ — from naming, products and services to advertising, brochures, packaging, and behavior.

Our brand idea is: **Create great ideas together.**

Human beings are intrinsically problem solvers, always looking for ways to change and improve our surroundings.

This ability to come up with solutions to problems is part of every one of us, it isn't unique to geniuses, artists, or "creative types". Everyone has ideas.

Ideas start small, sometimes just as an inkling, a flashing thought, or an observation. To reach their full potential and deliver value, ideas need to be shared, challenged, discussed, and put into action. It is only then that an initial notion has the possibility to turn into the next great idea.

Great ideas are the result of people putting their minds together. When we share and build on the contributions of others we start connecting the dots.

Acano is about great ideas; ideas that fuel change, shake-ups, and push the human race forward.

Brand expression

"Put your minds together" is the outward expression of our brand.

Put your minds together is our tagline and the centerpiece of all Acano communications. It emphasizes the human element of our technology that encourages interaction and creativity. It resonates with our current products, as well as our future aspirations.

It's a straightforward, aspirational call to action that inspires how we interact with one another.

acano

Put your minds
together

Brand personality

Brand personality is the set of qualities that we want customers to associate every time they interact with Acano.

These qualities are the external manifestation of our company and our core values.

These attributes are not a list of words that must be used in all interpretations of the brand. Rather they are the associations that we want customers to make, whenever they interact with the Acano.

Acano is:

Inspiring

We want to change how people collaborate

Daring

We are not afraid to stand out.

Inviting

We have a compelling story.

Captivating

We'll make you fall in love of work, again.

Candid and genuine

We are true to our beliefs.

Visual identity

Logos

The new wordmark is based on the typeface FFFMark which is modern, full of personality, and has a mathematical foundation.

We've kept the overall feel of the previous logo, using only lowercase letters to keep the rhythm of circular shapes. We have also maintained the serifs (legs) in the letter "a" but disconnected all the letters to improve readability.

To echo the circular motif in our wordmark the letter "a" now lives inside a circle which provides it with additional visual weight and creates a proper stamp or monogram.

WORDMARK

acano

MONOGRAM



Monochrome versions: Wordmark

The primary color of the Acano wordmark and monogram is gray (PMS Cool Gray 10).

When the wordmark appears in gray or black, it should be placed against a white or light background. Never use color for the wordmark.

PRIMARY



BLACK & WHITE



Color versions: Wordmark

The wordmark is reversed out when used with any color in our palette or over a photograph.

When using over yellow, make sure the wordmark is not smaller than 3cm (or 150 pixels if used on screen application). Only a single, solid color from the color palette may be applied behind the wordmark.

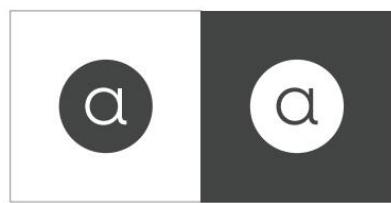
For use over a photograph please be sure there is sufficient contrast and the wordmark is easily legible.



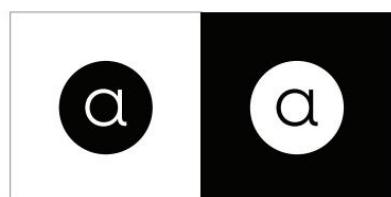
Monochrome versions: Monogram

Similar to the wordmark, when the monogram appears in gray or black, it should be placed against a white or light background.

PRIMARY



BLACK & WHITE

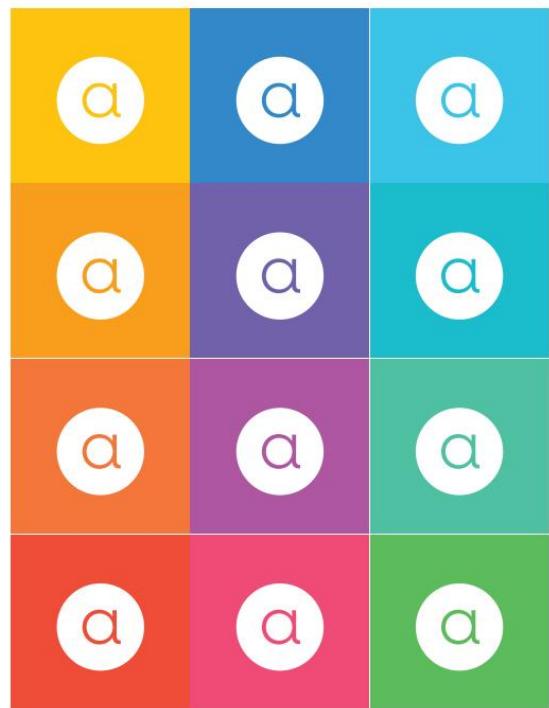


Color versions: Monogram

The monogram can also be used reversed out over any color in our palette or over a photograph.

When using over Yellow make sure the wordmark is not smaller than 2cm or 100 pixels, if used on screen application. Only a single, solid color from the color palette may be applied behind the wordmark.

For use over a photograph please be sure there is sufficient contrast and the monogram is easily legible.



Clear space

Everything's calculated in our designs—even the amount of white space.

Having sufficient space around the wordmark and monogram makes our designs look better, and gives the logos the appropriate visual hierarchy.

The clear space of the wordmark is determined by the "x-height", which is a typographic unit that is measured from the baseline to the mean line.

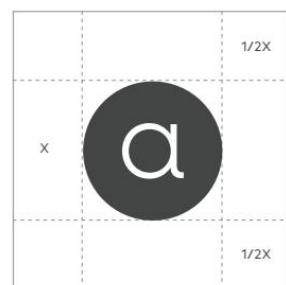
In the monogram, the clear space is determined by using the diameter of the circle as the x-height value, and then dividing this value in half.



WORDMARK



MONOGRAM



Minimal sizes

Our logos should be always visible.

While our logos can be resized to fit different types of collateral, it's important that you never scale them down below the recommended sizes.

WEB

acano

32PX



24PX

PRINT

acano

25MM



25MM

Wordmark and tagline

Keep the tagline close to the wordmark to emphasize brands' unique personality.

Distance between the logo and the tagline is measured by the height of the wordmark.

CENTERED ALIGNED

acano

Put your minds
together

LEFT ALIGNED

acano

Put your minds
together

Incorrect use

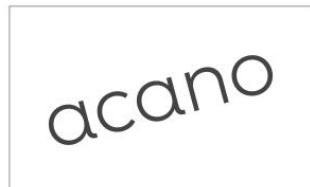
Don't stretch or condense.

Don't use color.

Don't rotate.

Don't use gradients.

Don't use 3D effects or shadows.



Incorrect use

Don't use as a pattern.

Don't lock in a single unit.

Always maintain the correct clear space around.

Don't place over color gradients or photos where there is not enough contrast between the logos and the background.



Dot placement: Stacked

It's easy for us to keep our brand dot in reigns. Give it a little bit of personal space.

The circle or dot is a core element of our brand identity. It is part of the DNA of the workdmark, it represents ideas, and possibilities of collaboration

The dot also is a connector between visual elements. When placing the dot between two paragraphs of text, leave one additional line in between each as clear space.

Larry Satterfield

Global VP of Sales

additional line working as a clear space

additional line working as a clear space

larry.satterfield@acano.com

+1.555.555.6666

Joel S. Brunson

CEO, Acano Federal

•

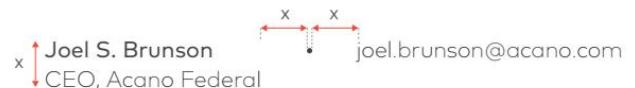
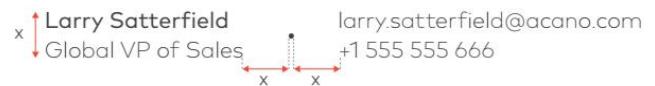
joel.brunson@acano.com

+1 555 555 6666

Dot placement: Side by side

When the dot is placed horizontally between two text paragraphs, the clear space is determined by the height of the two lines of the text. The dot should always be centered vertically to the two lines of text.

If there's only one line of text on one side, then center the dot to the first line.



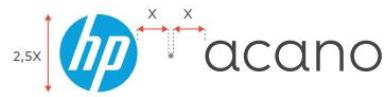
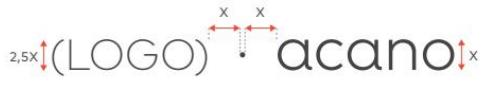
Dot placement: Authorized partner

The clear space between the logo, dot and the text "Authorized Partner" is determined by the x-height of the wordmark.



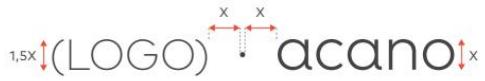
Cobranding: Vertical & square logo

The clear space between the wordmark, dot and the partner logo is determined by the x-height of our wordmark. The partner logo should be set in grayscale and scaled to match the optical size of our wordmark.



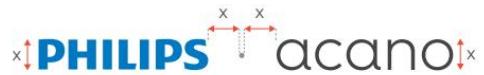
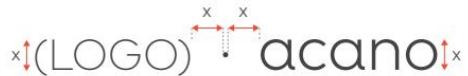
Cobranding: Horizontal w/symbol

The clear space between the wordmark, dot and the partner logo is determined by the x-height of our wordmark. The partner logo should be set in grayscale and scaled to match the optical size of our wordmark.



Cobranding: Wordmarks

The clear space between the wordmark, dot and the partner logo is determined by the x-height of our wordmark. The partner logo should be set in grayscale and scaled to match the optical size of our wordmark.



viju. · acano

SONY. · acano

SAMSUNG · acano

Cobranding w/tagline: Vertical & square

The clear space between the wordmark, dot and the partner logo is determined by the x-height of our wordmark. The partner logo should be set in grayscale and scaled to match the optical size of our wordmark.



Cobranding w/tagline: Horizontal w/symbol

The clear space between the wordmark, dot and the partner logo is determined by the x-height of our wordmark. The partner logo should be set in grayscale and scaled to match the optical size of our wordmark.



Cobranding w/tagline: Wordmarks

The clear space between the wordmark, dot and the partner logo is determined by the x-height of our wordmark. The partner logo should be set in grayscale and scaled to match the optical size of our wordmark.



Color palette

A color palette with many possibilities

Our new brand identity is colorful; a true reflection of our personality.

White is the foundation of our color palette. Five more colors form the core palette.

The monochrome and supplemental colors complement the palette and provide a rich foundation to bring any collateral to life.

CORE	PMS Yellow 116C RGB 255/195/0 CMYK 0/24/100/0 HEX #ffc300	PMS Warm Red C RGB 255/75/52 CMYK 0/85/83/0 HEX #ff4b34	PMS Purple 2725C RGB 135/89/254 CMYK 63/70/0/0 HEX #8759fe	PMS Blue 2985C RGB 0/207/240 CMYK 65/0/6/0 HEX #00cff0	PMS Mint 3385C RGB 0/222/175 CMYK 64/0/46/0 HEX #00deaf
SUPPLEMENTAL AND MONOCHROME					
	PMS Yellow 137C RGB 255/159/0 CMYK 0/44/100/0 HEX #ff9f00	PMS Orange 165C RGB 255/120/55 CMYK 0/66/85/0 HEX #ff7837	PMS Pink 191C RGB 255/74/119 CMYK 0/85/30/0 HEX #ff4a77	PMS Purple C RGB 214/67/217 CMYK 0/32/80/0 HEX #d643d9	PMS Blue 285C RGB 23/140/221 CMYK 76/37/0/0 HEX #178cd9
	PMS Aqua 2199C RGB 2/187/204 CMYK 71/2/20/0 HEX #02bbcc	PMS Green 2270C RGB 57/218/96 CMYK 65/0/87/0 HEX #39da60	PMS Cool Gray 1 RGB 232/232/232 CMYK 8/6/6/0 HEX #e8e8e8	PMS Cool Gray 8 RGB 143/143/143 CMYK 46/38/40/3 HEX #8f8f8f	PMS Cool Gray 10 RGB 68/68/68 CMYK 68/60/60/43 HEX #444444

Typography: Primary typeface

FFMark

Our primary typeface is FFMark. This is a modern reinterpretation of a classic design.

Multiple weights help establish a clear hierarchy and draw the reader's attention to important content.



EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:)



LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:)



REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:)



BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:)

Typography: Secondary typeface

Helvetica Neue

Timeless Helvetica Neue serves us mainly in digital designs, such as our Acano clients. Thanks to it, they're clean and easy to read.

Aa

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &#@?!/+{,:;})

Aa

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &#@?!/+{,:;})

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &#@?!/+{,:;})

Typography: Usage

Typographic hierarchy organizes type and establishes an order of importance within the content, this helps your reader to easily find what they are looking for and navigate the content.

When setting type we recommend one of these pair combinations to set headers and body copy.

EXTRA LIGHT + REGULAR

Pack my box with five dozen liquor jugs

Cozy lummox gives smart squid who asks for job pen.

LIGHT + BOLD

Pack my box with five dozen liquor jugs

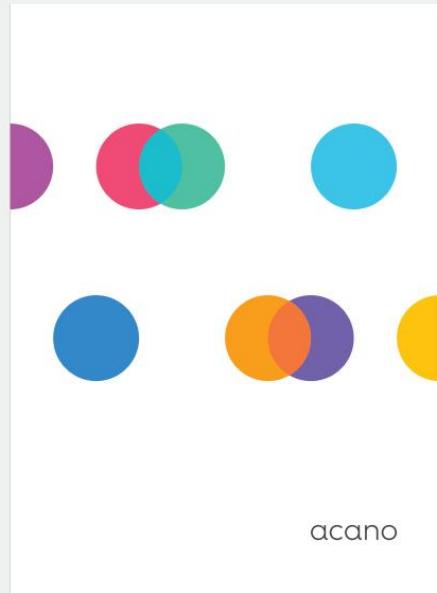
Cozy lummox gives smart squid who asks for job pen.

Dotted pattern

The dotted pattern background works as a core graphical element in Acano brand.

The dots stand for the exchange of ideas and the magic that happens when people work together.

The colors and the grid placement can change to accomodate various artboards and media.



Photography: Lifestyle

Our brand is about people coming together to create and solve, and this is reflected in our photography.

The images we use capture the magic that happens in the interplay between people. The focus is on the people and not the technology.

We capture casual, informal moments where people are having meaningful interactions in the workplace and in non-traditional work settings.

Our imagery is genuine, like our brand — authentic, not staged, capturing a moment in an editorial or cinematic style.



Need photos for an event? we are selecting final images. If you need an image right away, please contact us.

Photography: Portraits (UIs)



Photography: Product



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Visual identity 36

Icons

Our vector assets are designed with precision.

They're pixel-perfect and unique, designed for optimal reading and recognition.

Icon design:

- made from outlines
- stroke size is always 2px
- always scaled proportionally



Camera

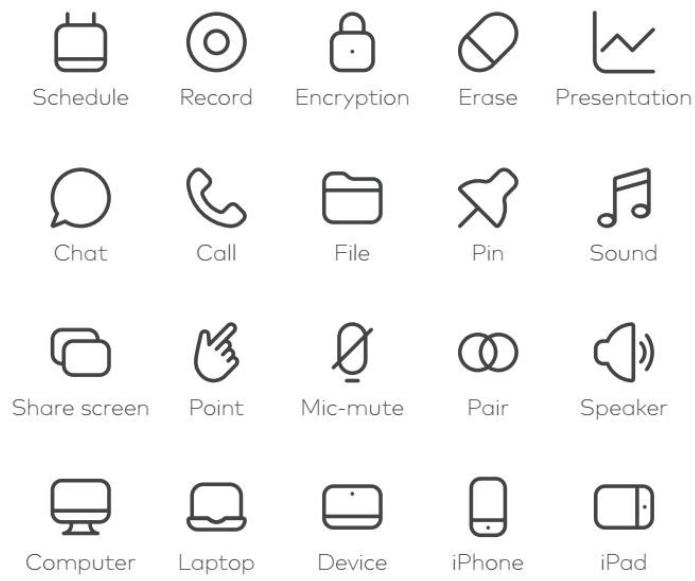


People



Draw

Icons



File formats

Brand artwork is supplied in various file formats for different applications. Artwork files are either vector or raster-based.

VECTOR-BASED ARTWORK

VECTOR-BASED FORMATS

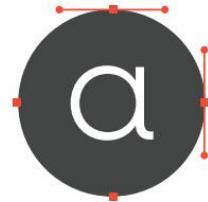
Vector-based artwork is made up of points and line segments and is high-resolution while maintaining small file sizes. Vector-based files may be scaled up or scaled down. It is best to use vector-based art for page layout programs, printing and large-scale applications (e.g., banners, signage).

AI

Native Adobe Illustrator file.

EPS

Encapsulated Postscript files use Postscript and are vector-based. EPS files can be recognized by many different programs and systems.



File formats

RASTER-BASED FORMATS

Raster-based artwork is made up of pixels and can only be scaled down. Use raster-based artwork for screen-based media such as applications (native and web) and in presentations (e.g., PowerPoint).

JPEG

An acronym for the Joint Photographic Experts Group, JPEGs are not transparent and their quality sub-par. We don't use them too often.

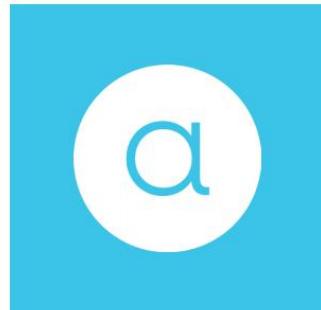
JPEG



PNG

With transparent backgrounds, PNGs are the best choice for use on color or image backgrounds, especially in PowerPoint.

TRANSPARENT PNG ON A COLOR BACKGROUND



File naming

If you create any new assets, use our naming convention.

Artwork files for our brand are provided separately as an asset suite. The artwork is in EPS, JPEG and PNG file formats.

Abbreviations are used in our asset file naming so the names won't be so cumbersome. The different attributes of each file follow in order of importance, always separated by an underscore.

STRUCTURE

acano_type_color_color system.file format

SAMPLE

ac_wordmark_black_cmyk.eps

ACANO

Abbreviated to **ac**.

TYPE

Use **wordmark** (all letters) or **monogram** (single a).

COLOR

We have a broad color palette that consists of: l-yellow (lemon yellow), yellow, orange, red, pink, orchid, violet, blue, s-blue (sky blue), aqua, mint, green, primary (dark grey), white, and black.

COLOR SYSTEM

For general printing purpose use **cmyk**. For the best printing results we use **pmsc** that stands for Pantone Matching System for Coated Stocks and **pmsu** which stands for Pantone Matching System for Uncoated Stocks. Screen type is always described with **rgb**.

FILE FORMAT

For vector files use either **ai** or **eps** files. For photography or other graphical elements it's best to use **png** instead of **jpg**.

Verbal identity

Voice

The way in which we speak, write and interact with one another is a reflection of the Acano brand.

The written "voice" communicates the Acano brand personality in every piece of communication.

It is consistent and unchanging (while style considerations, like tone and diction, change according to the situation and the audience).

Our voice is:

Inspiring

- we demonstrate passion about what we do
- elicit an emotional response
- appeal to the aspirational benefits of products and services

Daring

- demonstrate a course of action
- subject comes before verb (avoid passive voice)

Inviting

- speak one-to-one with reader
- convey message concisely
- converse, don't tell

Captivating

- communicate storyline consistently
- translate narrative across all products, service, customer interaction

Candid and genuine

- be emotional, real
- use plain English, including contractions
- minimize tech jargon, acronyms or corporate double speak
- "mom test" (would your mother understand it?)

Tone

The written tone changes based on the audience and the emotional state of whom you're addressing.

For example, a writer should use a different tone when addressing an upset customer seeking support, versus an excited new user who just joined Acano.

While the voice always stays the same throughout all communications, tone changes constantly.

Examples:

PRODUCT COPY

Use straightforward, clear language that makes it easy to understand directions.

Reader: Acano user, potential user.

Tone: Encouraging, supportive, friendly.

"To get started, invite your coworkers. Are there coworkers you can't find on Acano? Invite them here."

CUSTOMER SUPPORT

Be clear and concise. Your priority is to answer questions quickly, so people can get back to work.

Reader: looking for answers, rushed, stressed.

Tone: Warm, empathetic, educational, helpful.

"How can we help you?"

Style

When writing for an external audience, double-check that your content fits the following considerations for spelling, grammar, font and capitalization.

- Use American English
- Associated Press (AP) stylebook
- Use our corporate font FF Mark
- Use sentence case

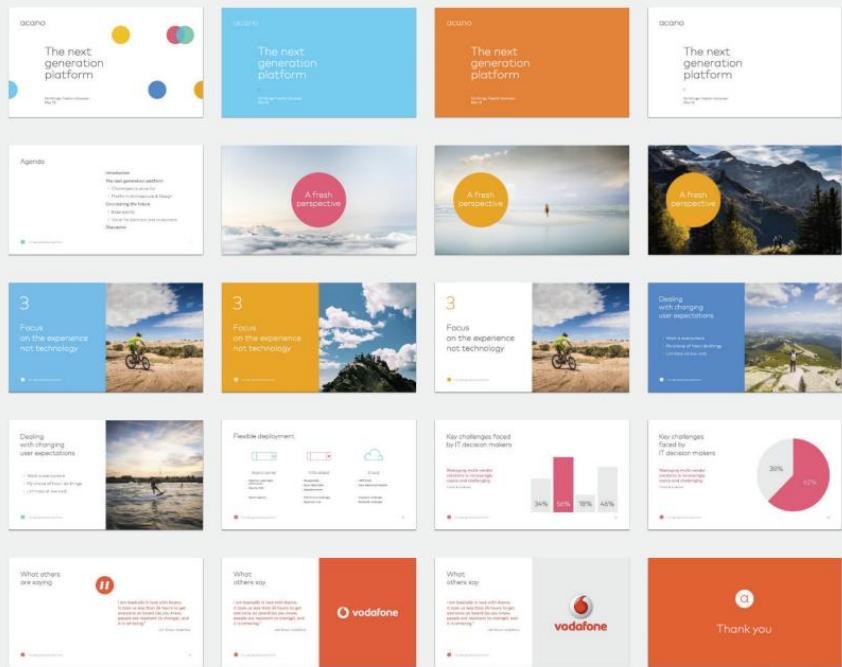
Applications

Presentation template

Tell a compelling story.

Our presentation template is simple, colorful, and extremely flexible.

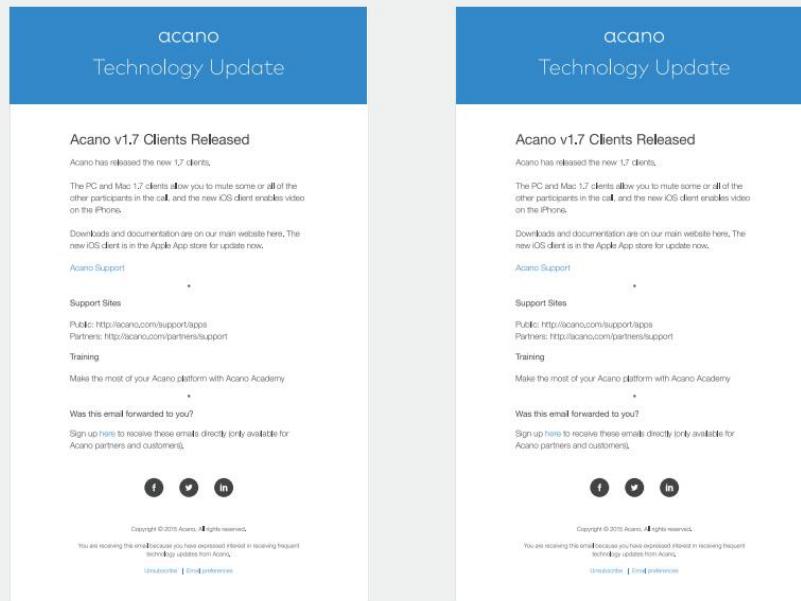
Color and layout options give you flexibility to target the content to different audiences, while always maintaining a consistent voice.



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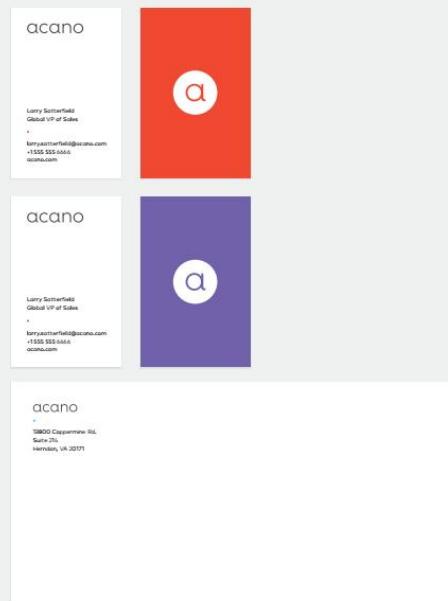
Email



 Acano brand guidelines

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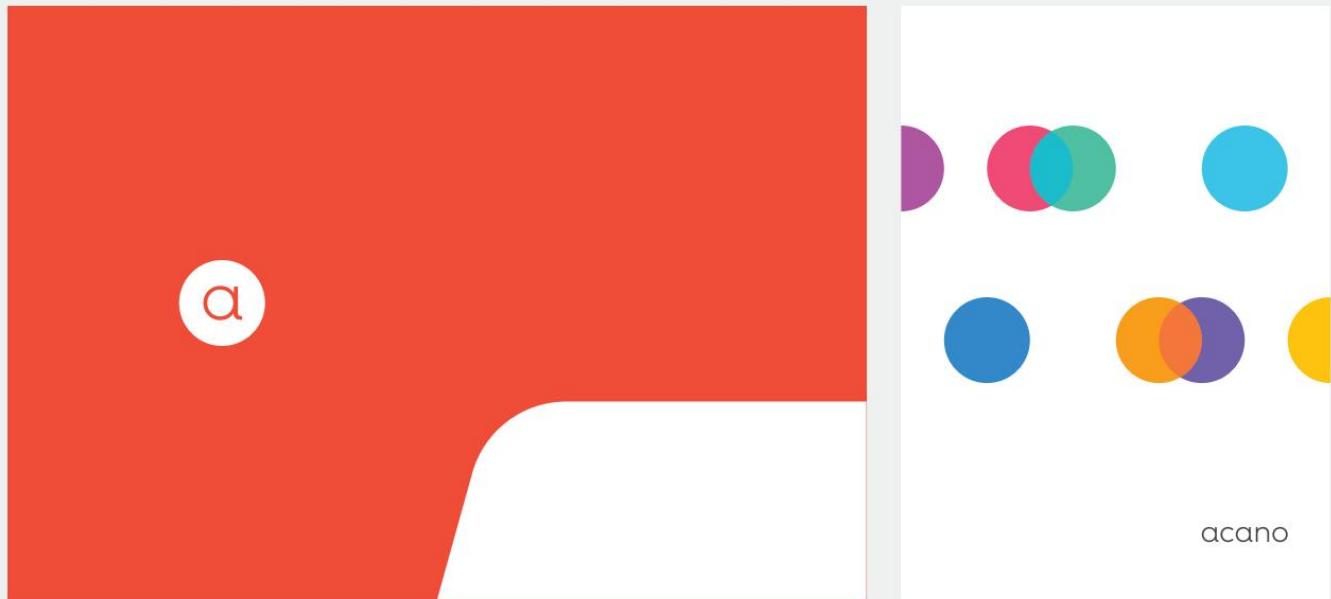
Letterhead and business cards



 Acano brand guide

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Folder



Datasheet

acano • vodafone

Put your minds together

Acano is a next generation communications platform, providing cost-effective audio and video conferencing bridging with the industry's most advanced features. Up to 250 HD ports up to 250 HD ports can be deployed on either a ZU server or on VMWare. We've added a new trade-in program to make it even more beneficial to upgrade to a modern platform. For every video port you trade in, you get an extra port for free. Example: trade in a MCU with 20 HD ports and

Why upgrade to an Acano solution?

- Brings Lync users into traditional video meetings with full content-sharing capabilities;
- Complements existing infrastructure;
- Increases unmet number of virtual meeting rooms;
- Vendor neutral; use with Lync, Cisco/TANDBERG, Skype, Polycom etc.
- Anyone can join meetings via web browsers
- Resolution up to 1920x1080 and 1080p 60 fps.

Trade-in products

Acano MC Trade-In program
Get one extra port for every port you trade in.

Terms and conditions
This offer is available from March 1 through June 30, 2011. The number of ports available will vary depending on number of ports traded in. Maximum of 250 HD ports up to 250 HD ports can be deployed on either a ZU server or on VMWare. We've added a new trade-in program to make it even more beneficial to upgrade to a modern platform. For every video port you trade in, you get an extra port for free. Example: trade in a MCU with 20 HD ports and

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Trade-in products

Polycom MGIC Series | Polycom RMX Series
Avaya/Ridderse Scopia MCU Series | Lifesize UVC Cisco/Codion 4200 Series | Cisco/Codion 4500 Series
Cisco/Codion 5300 Series | Cisco/Codion MSE Series

Acano MC Trade-In program
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T-shirts

Wear our brand every day of the week.

T-shirts can be printed on white or color fabrics.

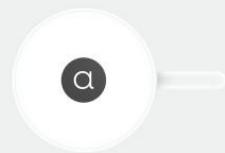
If printing on color fabric, make sure that the fabric matches the colors described in this guide and that our logos can be reproduced accurately.



Mugs

Dotted mugs are the preferred design since they convey our brand the best way.

Use the white mugs with colorful dots for events and giveaways.



Pencils and pens

Simple, basic design elements make our assets stand out.

Even the smallest tools can have a little Acano personality and charm.



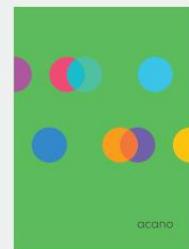
 Acano brand guidelines

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Incorrect use

Don't use other colors not included in this guide for any collateral.

Don't use the dotted pattern over color, dark gray or a black background.



Portable event booth

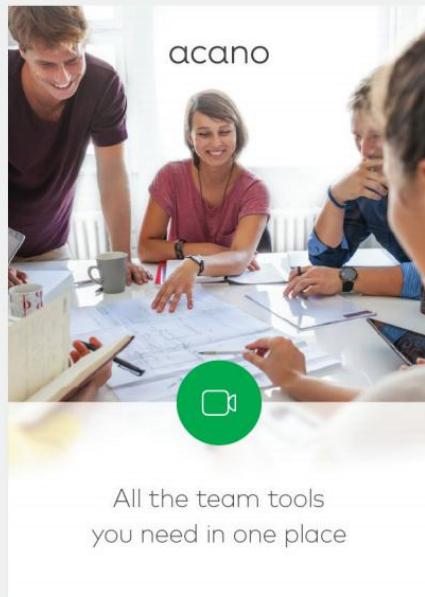
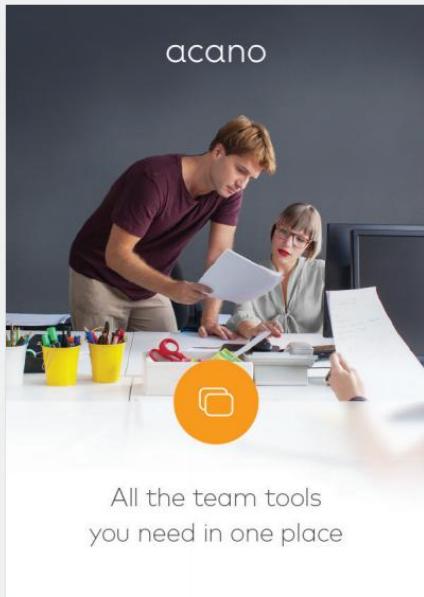
Booth designs are for special marketing events, both big and small.

It's necessary to adjust advertising to event capacities. We've designed a small and portable version that's easy to transport.

Portable event booth



Posters



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Large format poster



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Roll ups



Support

Support

Can't find the template you need?

You can find assets and templates at:
www.inacano.com/files/marketing_new/brand

For any questions about the brand or this guide send
us a note to brand@acano.com

