



Brand Strategy





We create and
protect meaningful
connections

for families, small businesses, & communities





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

Relatable

We connect with customers through an intentional and positive approach that stands apart from our competitors.

Empowering

We arm our customers with the right amount of knowledge to help them make the best decision for their needs.

Effortless

We believe less is more, so we help customers get what they need with transparency, absent of bundles, add-ons, and excess.

Purposeful

We offer clarity and insight to our customers through thoughtful guidance and seasoned expertise.

Our word choice and tone should always be consistent and reflective of who we are as a brand. The way we speak to our customers and potential customers lets them know what we stand for and helps them determine whether or not they will resonate with us on a personal level.

As Abiders of the Golden Rule, we speak clearly and conversationally to help others understand and feel validated in their needs no matter what they are. We act as advisors and guide them through all of their options—even if their best fit isn’t us. Because we champion simplicity, we avoid hidden or confusing phrasing such as ‘bundles’ that are too common with our competitors. We focus on intentional delivery of positive customer service experiences that result in the right solutions to meet that customer’s needs.

WE ARE ALWAYS:

Positive & Caring

We focus on protecting families and supporting small business. As their ally, we communicate peace of mind and help them connect to what is meaningful.

Insightful & Transparent

We listen to understand our customers, and no matter their needs, we position ourselves to help them navigate through all their options. If we aren’t their best fit, we happily to point them in the right direction.

Casual & Direct

Our experience helps us clearly translate complicated technologies into layman’s terms. While we understand the jargon and nuances of the internet, we reduce the complexities to help our customers better understand their choices.

WE ARE SOMETIMES:

Bold

When needed, we will take a strong, principled stance on how we view our customers needs and help them consider the state of their connectivity.

WE ARE NEVER:

Arrogant, sarcastic, cynical, negative, unsure, or demanding.

Logo System



Primary logo lockups

There are 3 different versions of this primary lockup: horizontal full, vertical full, and symbol only. These versions should accommodate most layout and sizing constraints. Please select the lockup that works best for the dimensions and design of your communication.

The horizontal logo is the preferred lockup for most standard usage.



Horizontal logo



Vertical logo



Symbol

2 Color Logos



1 Color Logos



Secondary Logos

Vertical Logo

2 Color Logos



1 Color Logos

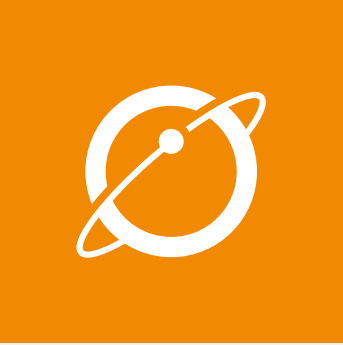
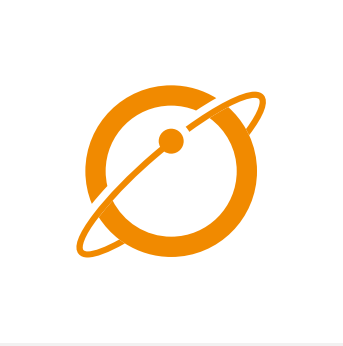
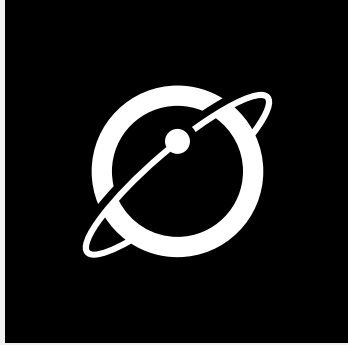
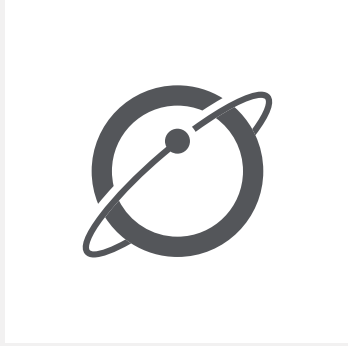


Symbol Logo

2 Color Logos



1 Color Logos



2 Color Logos



1 Color Logos





Tone on tone usage for branded backgrounds. Logo should bleed off 2 sides of background.

Visual System



Primary Colors

EarthLink Hightlite Orange Pantone 137 C0, M41, Y100, K0 R255, G163, B0 # FFA300
EarthLink Logo Orange Pantone 144 C0, M54, Y100, K0 R246, G141, B31 # F68D1F
EarthLink Logo Grey Pantone Cool Grey 11 C62, M52, Y46, K40 R87, G88, B92 # 57585C

Secondary Colors

Pantone 389 C21, M0, Y85, K0 R208, G223, B0 # D0DF00	Pantone 368 C65, M0, Y100, K0 R120, G190, B32 # 78BE20	Pantone 3125 C84, M0, Y18, K0 R0, G174, B199 # 00AEC7	Pantone 299 C86, M8, Y0, K0 R0, G163, B224 # 00A3E0	Pantone 239 C16, M82, Y0, K0 R219, G62, B177 # DB3EB1	Pantone 198 C0, M82, Y37, K0 R223, G70, B97 # DF4661
Pantone 390 C27, M0, Y100, K3 R181, G189, B0 # B5BD00	Pantone 362 C78, M0, Y100, K2 R80, G158, B47 # 509E2F	Pantone 321 C96, M3, Y35, K12 R0, G140, B149 # 008C95	Pantone 7461 C98, M24, Y1, K3 R0, G125, B186 # 007DBA	Pantone 2415 C44, M100, Y13, K0 R136, G31, B123 # 881F78	Pantone 200 C3, M100, Y70, K12 R186, G12, B47 # BA0C2F
Pantone Black C0, M0, Y0, K100 R0, G0, B0 # 000000	Pantone Cool Grey 9 C30, M22, Y17, K57 R117, G120, B123 # 75787B	Pantone Cool Grey 7 C20, M14, Y12, K40 R151, G153, B155 # 97999B	Pantone Cool Grey 5 C13, M9, Y10, K27 R177, G179, B179 # B1B3B3	Pantone Cool Grey 3 C8, M5, Y7, K16 R200, G201, B199 # C8C9C7	Pantone Cool Grey 1 C4, M2, Y4, K8 R217, G217, B214 # D9D9D6

Own orange:
Not only is orange rooted in EarthLink’s brand history, it’s currently a brand differentiator in our market. Excluding neutral secondary colors, orange needs to be the dominate color when using secondary colors.

Primary Typeface

Headlines, primary messaging and body copy

Montserrat

Montserrat Utra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Accent Typeface

Headlines and callout messaging

Lexia

Lexia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lexia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lexia XBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Cross Platform

Powerpoint presentations and when
primary & secondary typefaces are not available

Verdana

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Home



Color Photography that captures a positive authentic home family life. Not posed, complicated, or too dark.

Small Business



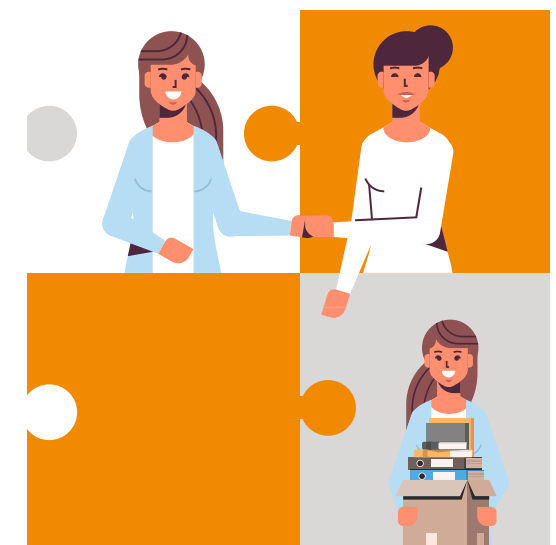
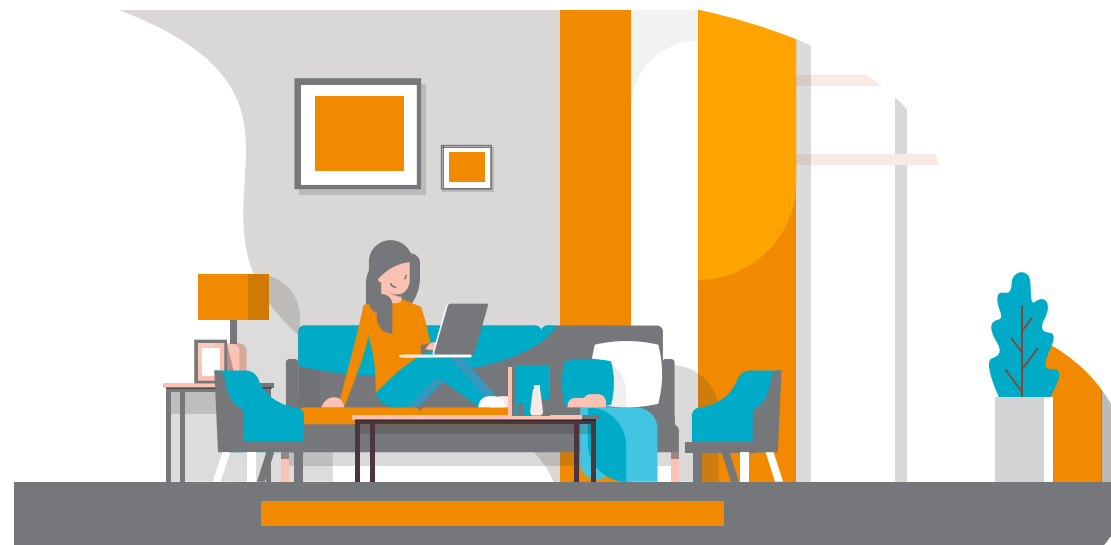
Community



Illustration

Our flat artwork should be used as a way to illustrate ideas and concepts within the EarthLink brand look. Please make sure the illustration maintains the EarthLink brand design of simplicity and owns orange.

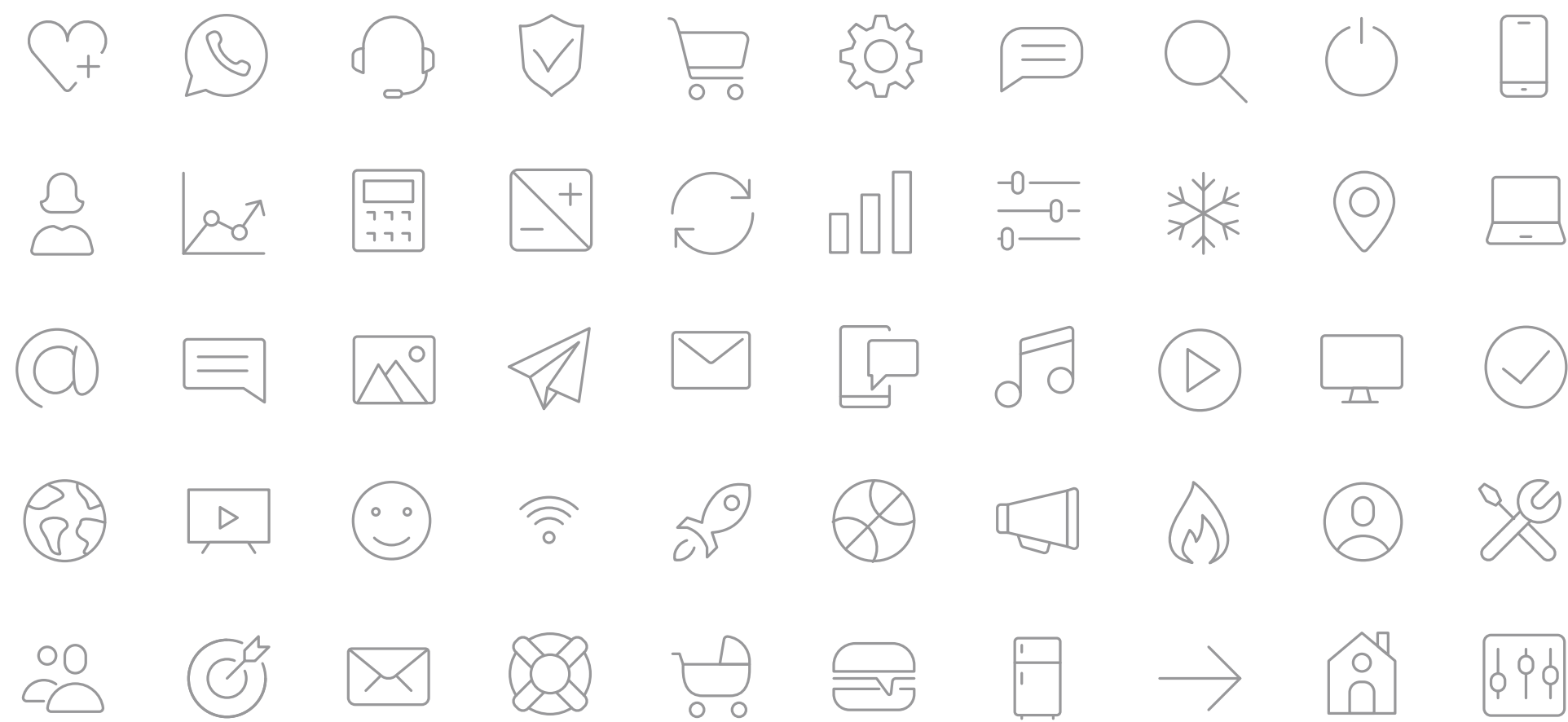
Flat Art Illustrations



Iconography

Icons help represent an expansive set of ideas and concepts, and use colors and shapes that tie them to our visual system. They can also be visual indicators to illustrate a particular function or feature. Please feel free to create or source new stock icons that match the design style in this example. Line weight can be adjusted based on usage size, as long as the artwork still looks simple and airy.

Simple Outline Icons



Products & Services



Residential


EMAIL	CONNECTIVITY	HOME WIFI	SECURE
Webmail Standard Email for HyperLink Customers	HyperLink Home Internet	EarthLink Orbit All-in-one home network WiFi tower featuring EarthLink Protect Security, Voice Recognition & Controls & Built-in Bluetooth Speaker	Protect Powered by Norton 360
Webmail+ Premium Email for Non-HyperLink Customers	HyperLink Go Fixed Wireless Home Internet	EarthLink Pods Robust WiFi wall plugs for adaptive WiFi with network controls	Protect+ Powered by Norton 360 with LifeLock



Business

CONNECTIVITY	SECURE	MARKETING SOLUTIONS
HyperLink Biz Business Internet	Protect Powered by Norton 360	Website Development Professional design or Do-it-Yourself
HyperLink BizGo Mobile Internet for Business on the Go	Protect+ Powered by Norton 360 with LifeLock	Custom Branding Logo, Logo & Stationery
		Find My Business Local Directory Listings 11, Local Directory Listings 40
		EarthLink Connect Reputation Management , Local Directory Listings 40, Social postings, Account management & more.

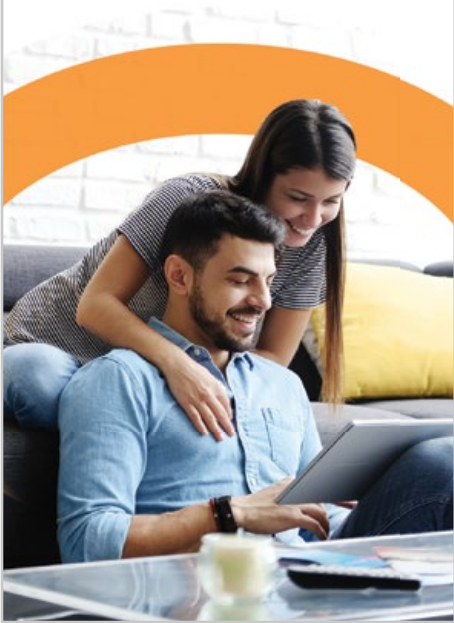
EarthLink Residential




HyperLink™

Home Internet

Discover plans with speeds up to 1 Gbps without any data caps and teaser rates. You'll never have to worry about charges for going over an arbitrary data limit nor will we throttle your service. Nice, right?

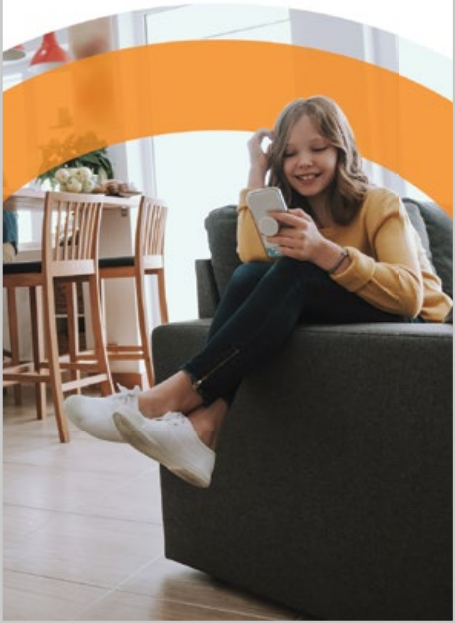





Protect

Powered by Norton 360

EarthLink Protect, powered by NortonLifeLock™, helps detect threats to your devices, online privacy and personal information on the dark web as you surf, bank, socialize and shop online.







Protect+

Powered by Norton 360

EarthLink Protect+, powered by NortonLifeLock™, offers all of the secure features of EarthLink Protect with the added benefit of LifeLock. Find a plan today that best fits your security needs.




EarthLink Business




HyperLink™ Biz

Business Internet

Discover plans with speeds up to 1 Gbps without any data caps and teaser rates. You'll never have to worry about charges for going over an arbitrary data limit nor will we throttle your service. Nice, right?







Protect

Powered by Norton 360

EarthLink Protect, powered by NortonLifeLock™, helps detect threats to your devices, online privacy and personal information on the dark web as you surf, bank, socialize and shop online.





Protect+

Powered by Norton 360

EarthLink Protect+, powered by NortonLifeLock™, offers all of the secure features of EarthLink Protect with the added benefit of LifeLock. Find a plan today that best fits your security needs.

