

LINKSYS™



Brand Guidelines

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Introduction

Using These Guidelines

These pages contain the framework for communicating the Linksys brand: what we stand for, what makes us unique, how we talk and how we look. Aside from offering a glimpse into our thinking, it also serves as a point of reference to communicate the brand message across all platforms.

This is the starting point for whatever it is you are creating on behalf of the Linksys brand: product packaging, in-store displays, online materials or campaigns. While this document does set the Linksys standards, it is also fluid and will adapt as needed to accommodate new materials.

This document is broken down into individual components and goes into specific use cases for the individual elements that make up the brand. The left hand column text gives explicit instructions and rules and in most cases, visual references are provided to help illustrate these rules.

From this point on, please reference this content when acting on behalf of the Linksys brand.

Understanding Our Brand

The Linksys brand is much more than just a logo or name.

It represents what we believe in, what we stand for and what we offer to the consumer. It's a belief shared by everyone who represents the brand and helps us establish our unique place in the world.

Our Brand Manifesto

We believe in performance. It's how we gauge our success. We ask a lot of our products and expect them to represent what the brand stands for: trust, reliability and peace of mind.

We believe in perfection. It drives us. It's why we push technology to its limit and how we develop the most advanced networking products in the world.

We believe in the creativity of our consumers. They challenge us to create new and exciting solutions to common, everyday problems. We believe in making it easy. We do the hard work so the consumers don't have to.

We believe in honesty. It's vital that we mean what we say and say what we mean. This is what will separate us from our competition. No unsubstantiated claims. No vague generalizations. If it can't be backed up, we won't say it.

Performance Perfected. That's what sets us apart.

Tone of Voice

The way we talk to the consumer is vital to the communication of the brand message. Just like the look and feel, it should be unique to Linksys, while remaining relatable. While the majority of our consumers should be considered prosumers, it's important for the tone to be confident, smart, informative and approachable. We need to be aware of this in all of our communications with consumers.

Real Talk

Networking technology can be complicated, but communicating it doesn't need to be. Be mindful that while the majority of our consumers have the basics down, they do not know everything. Avoid the tech jargon when it's not necessary and limit industry terms. Speak in a smart, relatable way.

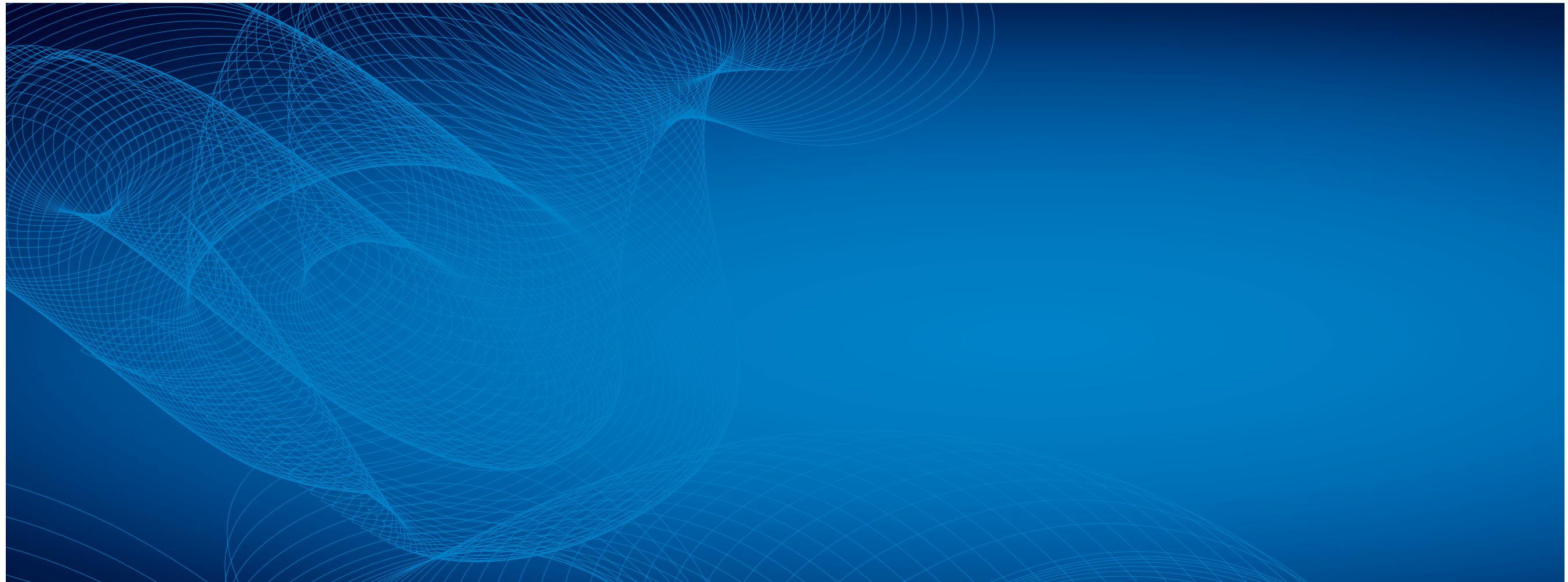
Be Informative, Not Condescending

Our goal is to provide our consumers with trustworthy and reliable products that help them connect to the world around them. Speak confidently about the Linksys products and how they can help provide everyday networking solutions.

Ask Questions and Solve Problems

Create meaningful conversations with our consumers. When they have questions, answer them. If you have questions, ask them. Share any insights that could benefit the consumers. Always relay the message that the brand is trustworthy, reliable and provides peace of mind for the consumers.

The Elements



Linksys Logo

Our logo is an expression of the Linksys strategy, reimagined from the heritage of the brand. It features a typographic ligature that connects the "N" and "K" as one glyph. With ties to the logo of old, we hope to reclaim our status in the networking marketplace.

The new identity revolves around our brand attributes: Modern, Stable, Confident and Trustworthy.

Clearspace

In order to preserve the integrity of the logo, it is important that no other logos, lockup type or other graphic elements infringe on its space.

The minimum clearspace around the entire logo is equivalent to the square area created by the height of the Linksys "L", shown as the value "X" in the illustration.

Minimum Size

The minimum Linksys logo size that may be used is .9" (25mm) wide.

The trademark "TM" symbol has been adjusted for small sizes. Use the small size logo assets provided for any use from .9" to 2" (25mm to 50mm) wide.

Standard Size

Use the standard size assets for logos 2" (25mm) wide or larger.

Clearspace



Minimum Size



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Belkin and Linksys Logo Lockup

When using the Belkin logo with the Linksys logo, use the lockup shown here.

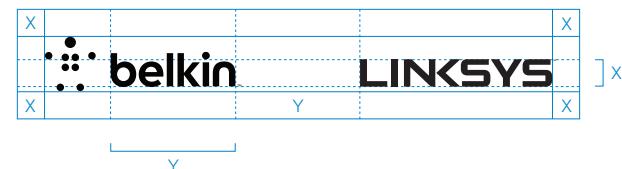
Logo Lockup Clearspace

The minimum clearspace around the entire logo lockup is equivalent to the square area created by the height of the Linksys "L", shown as the value "X" in the illustration. The horizontal distance between the Belkin and Linksys logo is equivalent to the space of the belkin wordmark, shown as the value "Y" in the illustration.

Logo Lockup Minimum Size

The minimum horizontal lockup size that may be used is 2.5" (63.5mm) wide.

Logo Lockup
Clearspace



Logo Lockup
Minimum
Size



Smart Wi-Fi Logo

Smart Wi-Fi is a proprietary Linksys App that allows users to monitor and control their home Wi-Fi network from anywhere.

Smart Wi-Fi logo options are shown here. In all cases, the word Wi-Fi will always have lowercase "i's and a hyphen.

Clearspace

The minimum clearspace around the logo is equivalent to the square area created by the height of the Wi-Fi hyphen, shown as the value "X" in the illustration.

Minimum size

The minimum Smart Wi-Fi logo size that may be used is 1" (25mm) wide.

Don't

- Use the logomark within paragraph copy.
- Use a weight change within paragraph copy.

Title or Headline



SMART Wi-Fi

MONITOR AND CONTROL YOUR NETWORK. ANYWHERE. ANYTIME.

- Device or website prioritization for video streaming and online gaming
- Control inappropriate content
- Monitor network activity
- Turn on/off Wi-Fi access to devices
- Create a separate, password-protected guest network

Product Name

DUAL BAND SMART Wi-Fi ROUTER

Paragraph Copy

How Smart Wi-Fi is used within paragraph copy.

Clearspace



Minimum Size



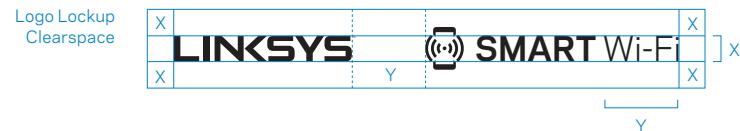
1"



Linksys and Smart Wi-Fi Logo Lockup

When using the Smart Wi-Fi logo with the Linksys logo, use the lockup shown here.

Logo Lockup Clearspace



The minimum clearspace around the logo is equivalent to the square area created by the height of the Linksys "L", shown as the value "X" in the illustration. The minimum horizontal distance between Linksys and Smart Wi-Fi logo is equivalent to the Wi-Fi word, shown as the value "Y" in the illustration.

Logo Lockup Minimum Size

The minimum Smart Wi-Fi logo lockup size that may be used is 2.5625" (65mm) wide.

Don't

- Use the logomark within paragraph copy.



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SMART Wi-Fi

Color Palette

Primary colors

Color specifications are shown for PMS, RGB, CMYK, and HEX values. These are the only approved colors. It is vital that we remain consistent across our brand, therefore the colors cannot be modified.

Linksys Blue

PANTONE	3005
RGB	R0 G104 B217
CMYK	C100 M28 Y0 K0
HEX	#0068D9

RGB	White
CMYK	R255 G255 B255
HEX	C0 M0 Y0 K0
	#FFFFFF

RGB	Black
CMYK	R0 G0 B0
HEX	C0 M0 Y0 K100
	#000000

PANTONE	Linksys Dark Gray
RGB	Cool Gray 7
CMYK	R139 G141 B142
HEX	C22 M15 Y11 K32
	#8B8D8E

PANTONE	Linksys Light Gray
RGB	Cool Gray 3
CMYK	R201 G202 B200
HEX	C8 M5 Y6 K13
	#C9CAC8



Using Color

Permitted Color Combinations

The Linksys logo may be used in Linksys Blue, white or black. Backgrounds may be white, Linksys Blue, black, Linksys Light Gray or Linksys Dark Gray. Linksys Light Gray is only used for backgrounds.

Don't

- Set body copy in Linksys Light Gray.
- Use color combinations that aren't shown on the right.
- Use color combinations within logo lockups.



Linksys Blue Logo on White



White Logo on Linksys Blue



Black Logo on White



White Logo on Black



Black Logo on Linksys Light Gray



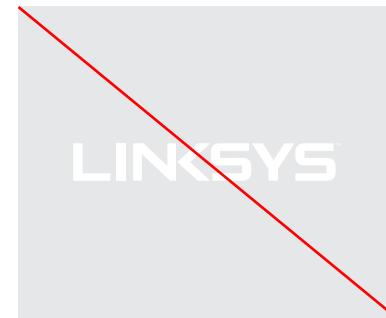
White Logo on Linksys Dark Gray

Don'ts

Exceptions to these rules can only be authorized by the Creative Director.



Don't use any color other than black, white or Linksys Blue on a colored background.



Don't use light colors on light backgrounds.



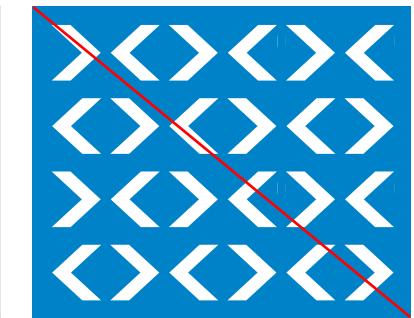
Don't use dark colors on dark colored backgrounds.



Don't alter the relationship or colors of elements in the logo.



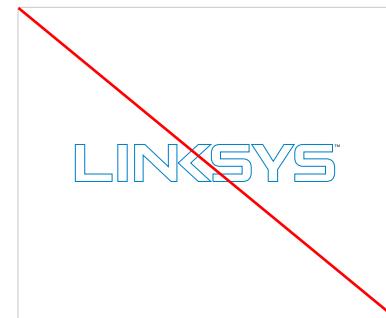
Don't create Linksys logo lockups or add taglines.



Don't create patterns with the logo or logo elements.



Don't use tints of the Linksys colors.



Don't outline the logo.



Don't crop the logo.



Don't add any effects to the logo including drop shadow.



Don't stretch or squeeze the logo to distort proportions.



Don't rotate the logo.

Typography

Galaxie Polaris

Galaxie Polaris is the brand typeface family. The geometric sans serif typeface is a great expression of the brand, and should be used whenever possible on all branded applications.

The approved five weights of Galaxie Polaris are shown on the right.

The Galaxie Polaris family

Galaxie Polaris is a geometric humanist typeface based on two ideas – engineered geometry and alternate letterforms.

System fonts

Certain applications will require the use of a font that is readily available or compatible. PowerPoint presentations and Web-based applications should use Arial.

Galaxie Polaris
Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()<>?

Galaxie Polaris
Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()<>?

Galaxie Polaris
Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()<>?

Galaxie Polaris
Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()<>?

Galaxie Polaris
Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()<>?

Using Typography

Options

The five weights of the Galaxie Polaris family have a gradual progression. If it's important to emphasize a word or statement, a weight change can be used. Use either one or the other of these three combinations:

Option 1

Galaxie Polaris Light with Galaxie Polaris Medium.

Option 2

Galaxie Polaris Book with Galaxie Polaris Bold.

Option 3

Galaxie Polaris Medium with Galaxie Polaris Heavy.

Display

The heavy weight of Galaxie Polaris should only be used for large format applications, such as signage and billboards.

Color

Type may be set in any of the Linksys colors, except Linksys Light Gray. Make sure there is enough contrast between the color of the type and the background.

Don't

- Don't set type in Linksys Light Gray.
- Don't use the type in colors other than those of our color palette.

Option 1

Weight **Change**

Option 2

Weight **Change**

Option 3

Weight **Change**

Galaxie Polaris
Light

Galaxie Polaris
Book

Galaxie Polaris
Medium

Galaxie Polaris
Bold

Galaxie Polaris
Heavy

Trust
Reliability
Peace of Mind
Performance
Perfected

Typography Executions

① Headlines

All headlines should be initial caps or sentence case and have proper punctuation.

② Subheads

All subheads should be sentence case and have proper punctuation.

③ Product Names

All product names should be all caps.

④ Product Name Descriptors

All product name descriptors should be all caps, with the exception of Wi-Fi. Wi-Fi will always have lowercase "i"s and a hyphen.

⑤ Hanging Punctuation

All bullets, number lists and punctuation should hang left. All body copy will indent and align left.

⑥ Numbers

All numbers should be all caps.

⑦ Registered Trademark Symbols

All registered trademark symbols should be manually typeset at 75% of its current point size. Set the symbol to superscript, baseline shift to the cap height, and adjust the kerning if necessary. When using bold and heavy weight, change the registered trademark symbol to medium weight.

⑧ Icons in Horizontal Column

Icon copy should be all caps, with center alignment.

⑨ Icons in Vertical Column (chart format)

Icon copy should be initial caps. Description copy should be sentence case. A font weight change is used to differentiate hierarchy.

① Quick and easy setup.

② Upgrade to simultaneous dual band with Linksys AC.

③ N900

④ DUAL BAND Wi-Fi ROUTER

- ⑤ • Bullet point 1
- Bullet point 2
- Bullet point 3

⑥ 1234567890

⑦ Font size is 9 pt and bold weight[®] — ® = 7.5 pt



ADVANCED
SECURITY



Advanced Security

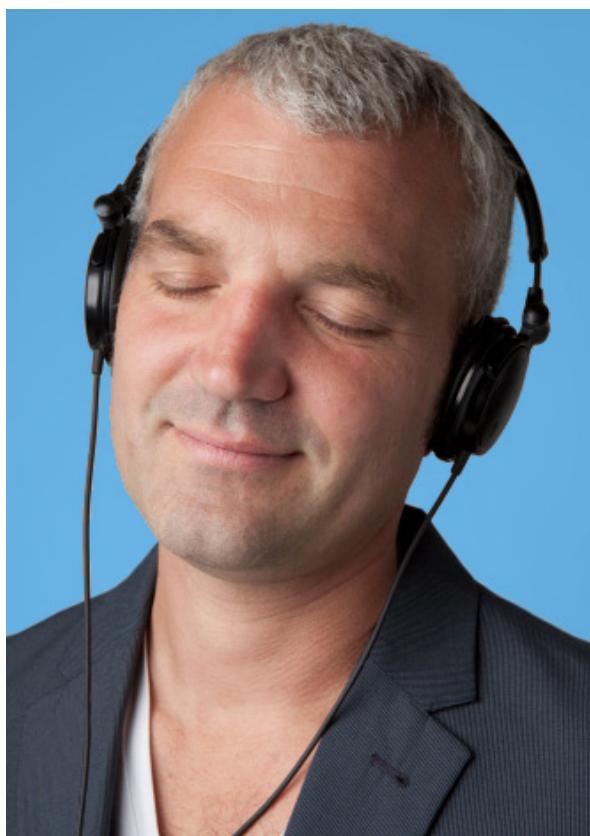
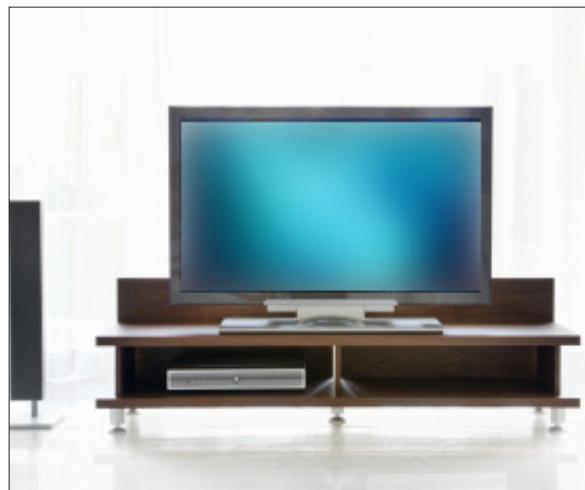
WPA/WPA2 encryption and SPI firewall for a secure connection

Quick and easy setup.

Upgrade to simultaneous dual band with Linksys AC.

Photography

Our photography style is classic and modern, with clean, crisp and stylized images. Product photography should be in a home, home office, small business or on shelf. The environment (clothing, furniture, accessories) should have Linksys Blue accents and the space should be devoid of clutter.



Appendix

Typefaces for Non-English Languages

For languages that are not supported by the Galaxie Polarie family, please use these typefaces.

Russian **Kievit Regular / 97% Horizontal Scale**
Гарнитуры для отличных от английского языках

Serbian (Latin) **Kievit Regular / 97% Horizontal Scale**
Гарнитуры для отличных от английского языках

Vietnamese **Helvetica World / 88% Vertical and Horizontal Scale**
Kiểu chữ cho các ngôn ngữ phi tiếng Anh

Thai **Adobe Thai**
ສູ່ປະນະວັດທະນາທຳໄມ້ໃໝ່ການອ້າງກອນ

Simplified Chinese **Heiti SC / 85% Vertical and Horizontal Scale**
非英语语言的字体

Traditional Chinese **Heiti TC / 85% Vertical and Horizontal Scale**
非英语語言的字體

Japanese **Meiryo / 80% Vertical and Horizontal Scale**
英語以外の言語の書体

Korean **YoonGothic Light / 80% Vertical and Horizontal Scale**
영어 이외의 언어에 대한 서체

Arabic **Helvetica World / 97% Horizontal Scale / -25 Tracking / Align Right**
الحروف للغات غير الإنجليزية

Logo File Naming

1 2 3 4 5 6

LNK_ST_Black_CMYK_NoTM.eps

1	2	3	4	5	6
Linksys	Size	Color	Color type	TM Symbol	File format
<ul style="list-style-type: none">▪ SM Small size application for smaller sizes as indicated throughout these guidelines▪ ST Standard size application	<ul style="list-style-type: none">▪ Black▪ White▪ Blue	<ul style="list-style-type: none">▪ PMS▪ CMYK▪ RGB	<ul style="list-style-type: none">▪ NoTM▪ TM	<ul style="list-style-type: none">▪ EPS Vector artwork▪ JPG 300 dpi raster artwork with a white background▪ PNG 300dpi raster artwork with a transparent background	

Contact

If you have any questions about using these files, please contact:

Rick Stoeker, Creative Director
ricks@belkin.com

www.linksys.com