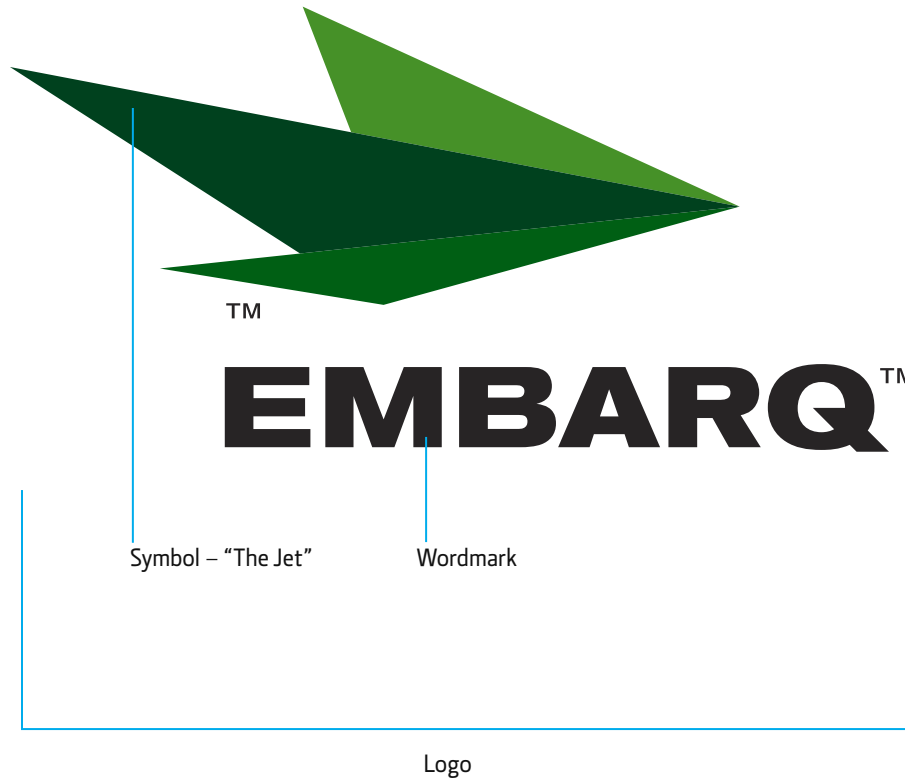## Corporate Logo

As our most critical visual identifier, our logo was thoughtfully and passionately designed to reflect our brand strategy. In addition to broad creative exploration, the logo was tested and validated through research with thousands of customers. The creative inspiration behind our logo is origami, the art of folding paper into intricate, clever, familiar and often functional shapes. Taking a single piece of paper and turning it into a three-dimensional object of value is a perfect example of our Practical Ingenuity brand promise. With its crisp lines, sharp angles, bold typeface and distinctive color palette, the logo also suggests dynamism, speed, strength and our commitment to taking converged communications and entertainment services to the next level.

Our corporate logo is composed of two elements: "The Jet" symbol and the EMBARQ™ wordmark. Their configuration and proportional relationship have been carefully developed. Never change the position or size relationship between these two elements. Never separate the wordmark from the symbol. Never distort, alter or attempt to recreate logo artwork.

Artwork is available for download on embarq.com/brand.

Trademark Symbols

The trademark symbol (™) is especially important in the early stages of establishing a new brand. One ™ protects the symbol, the other protects the wordmark. Do not alter the size or placement of these trademark symbols.

™

EMBARQ™

Symbol – "The Jet"   Wordmark

Logo

As we are just starting to build equity in and recognition of our logo, we need to be careful how we bring the brand to life in digital applications. For now, animation of the logo is rarely permitted. There are instances where you may add some animation to the logo with specific guidelines: the logo must be used in its entirety (don't break apart the jet/wordmark and don't distort the logo). Also, the logo must appear static and recognizable prior to, or after, the animation to clearly deliver a visible EMBARQ™ logo. All such uses need to be approved in advance by the Brand Team. Animation of other elements such as origami are being considered and will be shared at a future time. If you have ideas, please contact the Brand Team to share them.

Color Variations

The primary colors for the logo are green and black. Use the full-color version of the logo whenever practical to maximize brand visibility and impact. The full-color reverse logo can ONLY be used when reproduction methods provide sufficient contrast from the black background. Therefore, do not use the full-color reverse logo on a black background in paper-printed applications. When limitations of a particular reproduction method or budget constraints prohibit the use of the recommended full-color logo, it is acceptable to use one of the variations at right. Note that the two-color and one-color variations make use of a simplified symbol.

Full-color – preferred

For non paper-printed applications only

Full-color reverse (for use ONLY in non paper-printed applications when sufficient contrast from a black background can be achieved, e.g., on-screen, embroidery, etc.)

Two-color – EMBARQ™ green and black

One-color – black

One-color reverse – white on EMBARQ™ green

One-color reverse – white on black

Alternative Horizontal Configuration

When space is significantly restricted and compromises the legibility of the logo (e.g., in signage), it is acceptable to display this horizontal configuration of the logo. This should, however, be considered an exception rather than a preference.

Use of the horizontal configuration requires specific Brand Team approval. Please submit all designs to embarq.com/brand.

Minimum size for print is 1.125" wide.

Minimum size for screen is 123 pixels wide.

Minimum Size

The corporate logo is legible at a very small size. As reproduction techniques can yield different output, use judgment when sizing the logo. If quality of the finished product is in question, always use a larger logo size than the minimum width identified here. Never show any of the logo variations smaller than one-half inch wide (or 100 pixels on-screen). The width is measured from the left edge of the symbol to the right edge of the wordmark.

The visibility of the logo is critical to building awareness of the new brand. **Please use the minimum size only when absolutely necessary.** Please refer to the Advertising Guidelines for suggestions on preferred logo sizes.

0.5" minimum width for print

100 pixel minimum width for screen

3.5" minimum width for print applications wider than 24" (not shown actual size)

Oversize Application Minimum Size

For applications wider than 24", a minimum width of 3.5" has been established. Please remember to size the logo accordingly to maximize brand visibility and ensure that other elements do not overpower it.

Minimum Clearspace

It is important to keep other graphics and text from infringing on the logo. Always surround the logo with a buffer equal to or greater than the height of two capital "E"s of the wordmark. In many instances it will be important to your communications to add even greater clearspace around the logo than the minimum 2"E" space. Please consider this when designing materials and ensure the logo is not crowded or overwhelmed by other elements.

In rare applications where space is limited, (e.g. event banners, signage, Web) the 2"E" space may not be practical. In these instances, please utilize a minimum of 1"E" clearspace and submit pre-production artwork for brand approval to embarq.com/brand.

"E" measurement
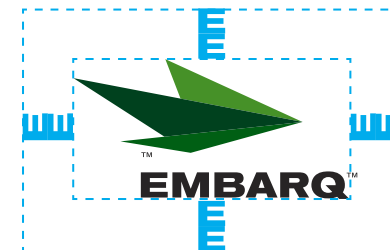
2"E" clearspace

Logo and Tagline

The corporate tagline is: *Where Common Sense Meets Innovation.* While this artwork has been created primarily for advertising, its use is not restricted to customer-facing materials.

The logo and the tagline are combined together in one single piece of art and should not be separated. The tagline should always appear in black, except in the rare cases when it is used with a reverse logo. For information on the reverse version of the logo and tagline, please see the next page.

Never distort, alter or attempt to recreate logo artwork.

When to Use the Tagline

When using the tagline, use it strategically in a position in your communications to invoke a final impression of the brand. Do not use it multiple times in the same communication piece.

In most cases, the decision of whether to use the tagline is left to the creative team. This allows for flexibility across the system and covers all instances where placement, audience or space constraints might limit the use of the tagline. For approval and questions regarding usage, please contact the brand team at embarq.com/brand.

Broadcast and Animated Online Use

Special artwork has been created for the specific parameters of broadcast and animated online use. Please see p. 4.23 for more information.

TM

EMBARQ™

Where Common Sense Meets Innovation™

Symbol "The Jet"
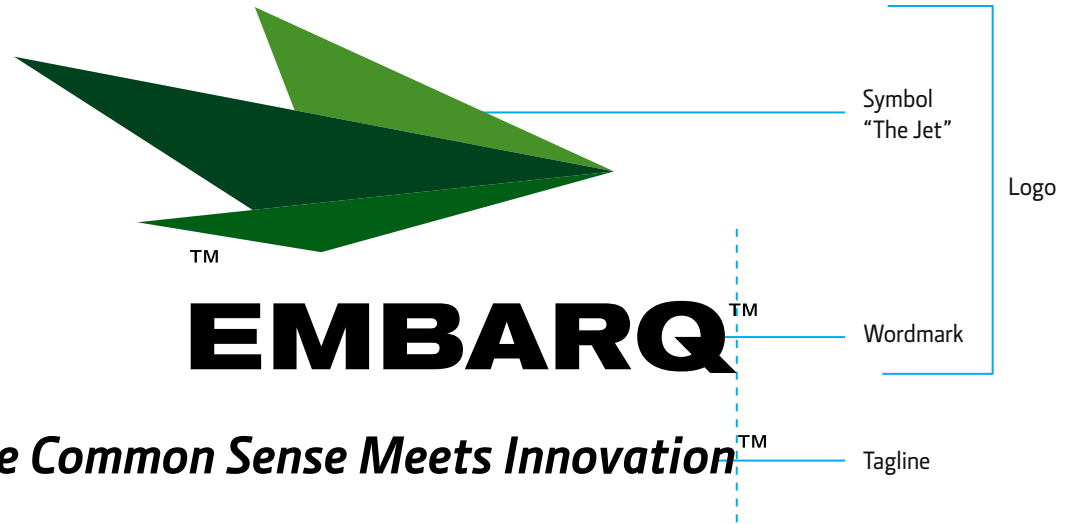
Logo

Wordmark

Tagline

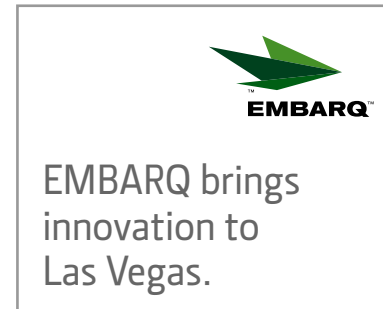The "n" in the tagline aligns right with the "Q" in the wordmark.

Use of the Logo and Tagline in Text

In specific instances where copy is limited (e.g. online), it is acceptable to use the phrase "Where Common Sense Meets Innovation" as text. However, it is important to note that certain rules apply in these situations:

➤ Never break apart the artwork; set the phrase as text instead.

➤ If you've used the tagline phrase as text, do not repeat it by using the logo and tagline artwork; use the logo alone.

➤ Use in an area perceived as a final call-out or in a position that gives customers a final takeaway.

➤ Do not create an alternate version of the tagline (e.g. "Common Sense + Innovation") as this dilutes our equity in the corporate tagline.

Lorem ipsum dolor sit amet, ons ectetuer adipiscing elit, sed iam nonummy nibh. **Where Common Sense Meets Innovation.**

Acceptable use in text: as a final call-out or last impression.

EMBARQ brings innovation to Las Vegas.

Acceptable use in text: the use does not resemble the creation of another tagline, theme or slogan.

Lorem ipsum dolor sit amet, ons ectetuer adipiscing elit, sed iam nonummy nibh. **Where Common Sense Meets Innovation.**

Do not use the logo and tagline artwork if the phrase "Where Common Sense Meets Innovation" already appears in your text.

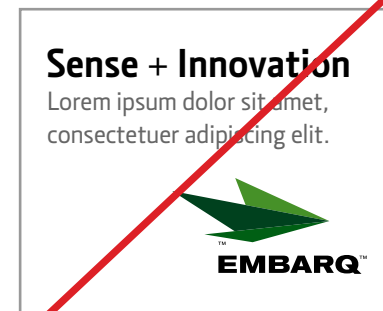Lorem ipsum dolor sit amet, *Where Common Sense Meets Innovation*™ set etuer adipiscing elit, sed diam nonummy nibh.

Do not use the tagline art within a paragraph.

Common sense, Innovation, the EMBARQ™ way.

Do not use both "common sense" and "innovation" in a headline.

Lorem ipsum dolor sit amet, ons consectetuer adipiscing elit. *Where Common Sense Meets Innovation*™

Do not separate the tagline art from the logo art.

Sense + Innovation
Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Do not create alternate versions of the tagline.

*

Tagline Use with Color Variations

The primary color for the tagline is black. You may use white for reverse versions of the logo. However, remember to use the full-color version of the logo artwork whenever practical to maximize brand visibility and impact.

When limitations of a particular reproduction method or budget constraints prohibit the use of the full-color combination of the logo and tagline, it is acceptable to use one of the variations at right. Note that the two-color and one-color variations make use of a simplified symbol and the tagline remains black.

Use of the tagline is optional. Please see "When to Use the Tagline" on p. 2.4.

Full-color – preferred

Two-color – EMBARQ™ green and black

One-color – black

One-color reverse – white on EMBARQ™ green

One-color reverse – white on black

Logo and Tagline Relationship

The tagline sits below the wordmark at a distance of 1 capital "E" of the wordmark, and aligns right with the wordmark. However, the alignment and 1"E" space relationships are shown for documentation purposes only; since the logo with tagline exists as a finished piece of artwork, it should never be recreated. Use only provided artwork.

For information on the broadcast and animated online logo and tagline, please see p. 4.23.

The print and static on-screen logo and tagline utilizes 1"E" of space between the wordmark and tagline, and the tagline aligns right with the "Q" in the wordmark.

The broadcast and animated online logo and tagline utilizes 1.5"E" of space between the wordmark and tagline, and the tagline aligns left with the edge of the jet.

Tagline Minimum Clearspace

Just as with the logo, it is important to keep other graphics and text from infringing on the logo and tagline. Always surround the elements with a buffer equal to or greater than the height of two capital "E"s of the wordmark. In many instances your communications will benefit from an even greater clearspace around the logo and tagline than the minimum 2"E" space. Please consider this when designing materials and ensure the elements are not crowded or overwhelmed by other pieces of the EMBARQ™ visual language.
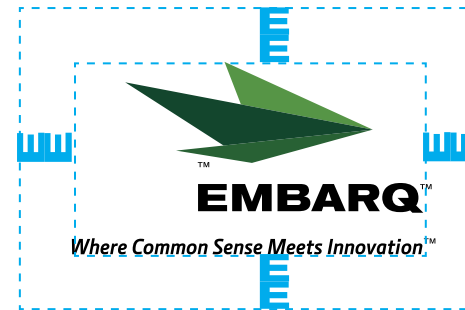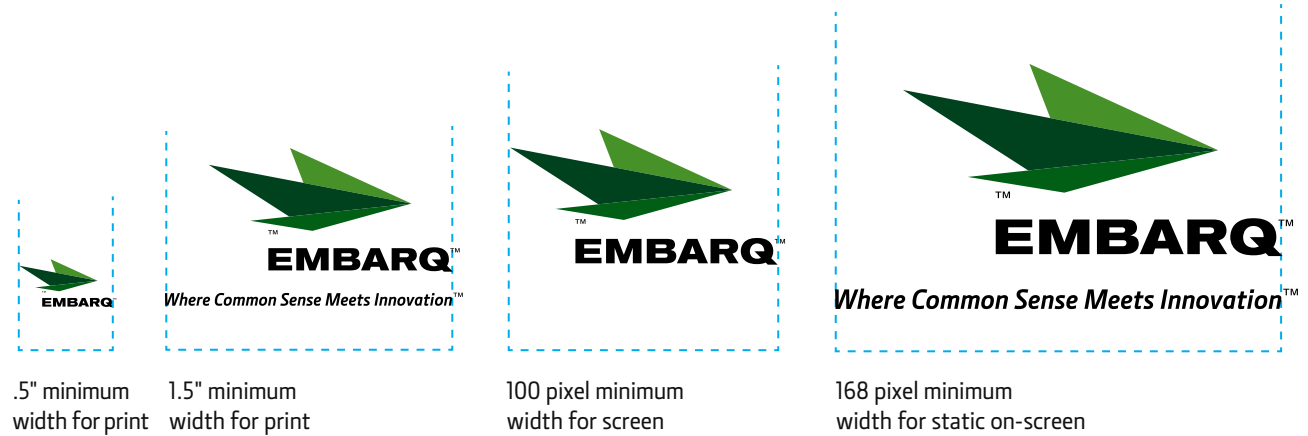
Trademark Symbols

In addition to the trademark symbols (™) which protect the symbol and wordmark, a trademark symbol protects the tagline. Do not alter the size or placement of any trademark symbols.

Logo and Tagline Minimum Size

Because of legibility concerns/issues regarding the tagline, the logo and tagline together have a larger minimum size than the logo alone. The tagline must always be fully legible. As reproduction techniques can yield different output, use judgment when sizing the logo and tagline. If quality of the output is in question, always use a larger size than the absolute minimum width identified here. Never show any of the logo and tagline artwork variations smaller than 1.5 inches wide (168 pixels for static on-screen applications). The width is measured from the left edge of the tagline to the right edge of the tagline and wordmark. **Please use the minimum size only when absolutely necessary.**

For information on the broadcast and animated online logo and tagline, please see

.5" minimum
width for print

1.5" minimum
width for print

100 pixel minimum
width for screen

168 pixel minimum
width for static on-screen

Oversize Application Minimum Size

For applications wider than 24 inches, a minimum width of 4.5 inches has been established. Please remember to size the logo and tagline accordingly to maximize brand visibility and ensure that other elements do not overpower it. For additional size suggestions please refer to the Advertising Guidelines.

4.5" minimum width for print applications wider
than 24" (not shown actual size)

Logo Violations

Do not create any variations of the logo or attempt to re-create it in any manner. Always use approved artwork. Logo artwork is available on the brand extranet at embarq.com/brand.
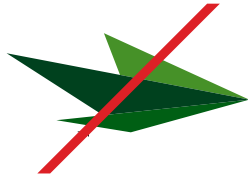
Do not display "The Jet" symbol without the wordmark.

Do not display the wordmark without "The Jet" symbol.

The one- and two-color "Jet" symbol should never be dark green or light green.

Do not display the logo in colors not indicated within these guidelines.

Do not add a drop shadow or any other embellishment to the logo.

Do not reset the wordmark in a different font.

Do not stretch or distort the logo.

Do not reposition logo elements.

Do not add gradations to "The Jet" symbol.

Do not create any unauthorized descriptor, division, group, or event name lockups.

Do not outline the logo.

Do not display the logo in shades or tints of black, green or any other color.

Color Overview

These guidelines have been developed and created to be viewed on-screen as a PDF. As such, the colors seen here may not match Pantone Color Standards. When using these guidelines to specify color for actual production, refer to the color specifications provided and match to the current Pantone Color Standards for accuracy.

Additionally, due to the variety of monitors and office printers currently in existence, there will inevitably be differences in color from screen to screen, and from printer to printer. Do not rely on printouts of this PDF for color matching.

Important: Coated vs. Uncoated Inks

Ink behaves differently when printed on coated and uncoated paper. Uncoated paper soaks up much more ink, and prints muddier, especially in CMYK printing. In order to correct for this discrepancy, **SEPARATE COLOR BREAKDOWNS AND ARTWORKS FOR UNCOATED PAPER HAVE BEEN CREATED**. Be sure to use the uncoated color values when creating and delivering artwork to be printed on uncoated papers. If you are unable to do this yourself, your print vendor will know how to correctly check the color values. Be sure to include this page of the guidelines with your files, so they have the correct information.

The CMYK breakdowns provided are intended for use with traditional, offset lithography. Digital printing may cause significant color shift. Always match to current Pantone Color Standards.

Primary Color Palette

The three shades of green that make up the symbol have been carefully selected and should not be modified. **EMBARQ™ green should be thought of as the dominant corporate color.** Note that differences exist between print (Pantone or CMYK) and on-screen (RGB) colors. Take special note that the light green color is a different Pantone value when printed on coated versus uncoated paper. Also note that all three colors have different CMYK values for coated versus uncoated printing. The three green values from the logo, in conjunction with white, should be thought of as the EMBARQ™ corporate colors.

EMBARQ™ green

Pantone 356C / U
C:100 M:0 Y:100 K:30
R:0 G:95 B:20
Hex: #005F14

For uncoated stock:
C: 94 M:0 Y:100 K:20

Dark green

Pantone 7484C / U
C:100 M:0 Y:85 K:70
R:0 G:65 B:30
Hex: #00411E

For uncoated stock:
C: 100 M:0 Y:95 K:50

Light green

Pantone 362C / 361U
C:72 M:0 Y:100 K:10
R:70 G:145 B:40
Hex: #469128

For uncoated stock:
C: 65 M:0 Y:100 K:5

Brand Support Colors

The neutral values shown here may be used in moderation to enhance the primary color palette. These colors should be used as accents only and should never distract from the primary color palette.

White

Black

Dark gray

Pantone 431C / U
C:11 M:0 Y:0 K:64*
R:88 G:96 B:104
Hex: #586068
*Use 70%K for small type

Light gray

Pantone 427C / U
C:0 M:0 Y:0 K:12
R:225 G:225 B:225
Hex: #E1E1E1

Silver

Pantone 877C / U
C:0 M:0 Y:0 K:50
R:153 G:153 B:153
Hex: #999999

Background Colors

The preferred expression of the EMBARQ™ logo is in full-color on a white background. When this is not an option, other color versions of the logo have been created. There are also rules about how these logos should appear on various backgrounds. It is important to consider whether the logo will be readable within a particular environment.

In printed applications, always choose the whitest paper possible for maximum logo visibility.

Light Backgrounds

In general, the logo works best on neutral, understated backgrounds. Many bright colors can clash with our logo or become visually overpowering.

Dark Backgrounds

Because the logo itself has fairly dark values, it does not typically display well on dark backgrounds. In most cases, the one-color reverse will be the logo to use (ideally on an EMBARQ™ green background to reinforce our brand colors).
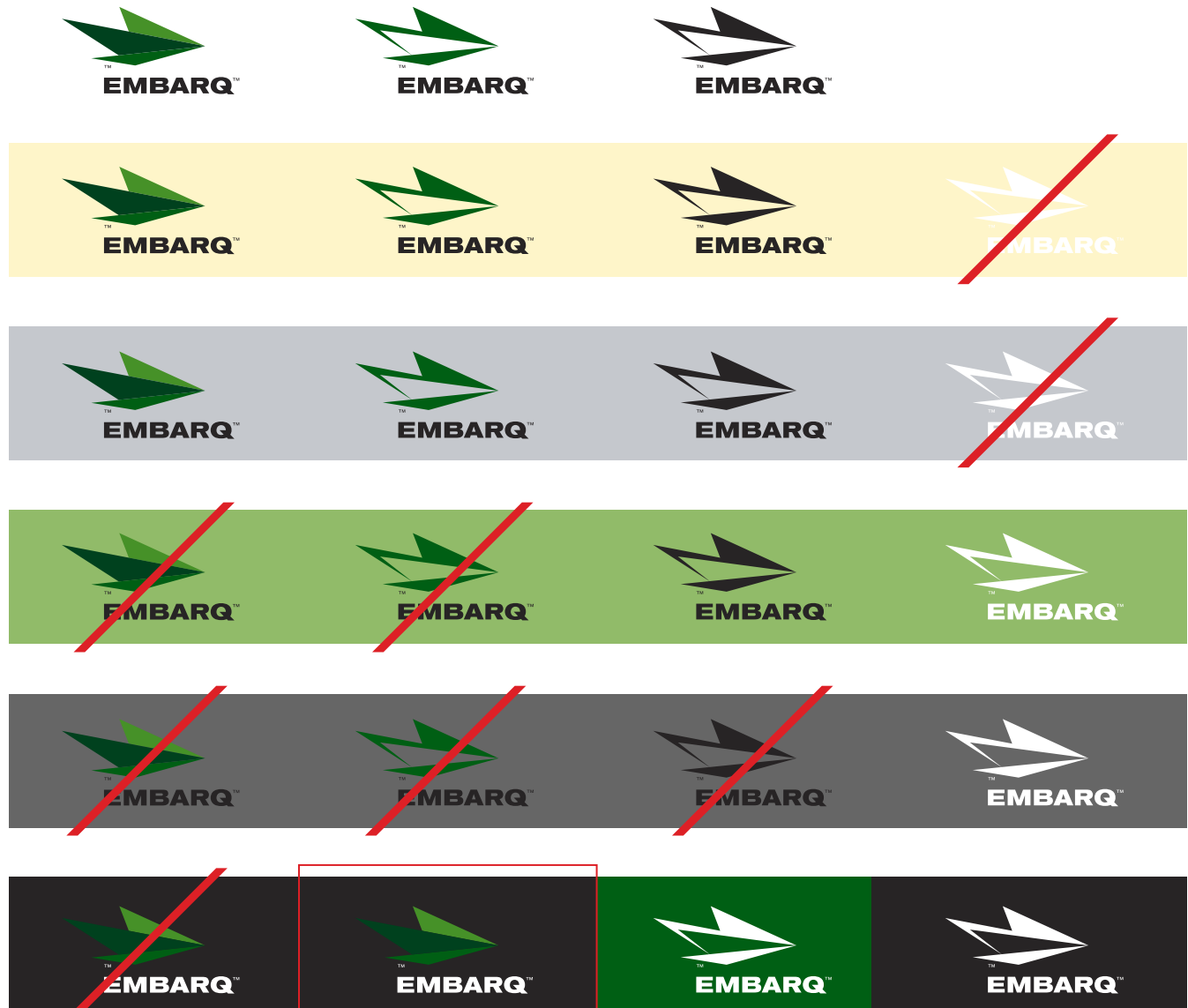
Do not use the full-color reverse when sufficient contrast from a black background cannot be ensured.

For non paper-printed use only

Full-color reverse (for use when sufficient contrast can be achieved).