Brand Guidelines

V1.5

brightspeed

Changelog

V1.5 UPDATES

- Brand Strategy
- Tone of Voice
- Color Palette
- Gradient
- Visual Identity (Optical Strands)
- Badging
- Photography & Videography

INTRODUCTION

This document serves as a foundational guide to using this brand identity. It covers all rules regarding color, alignment, artistic direction, web design components, and more. These guidelines are for the use of the Brightspeed team and associated agencies. If there is ever doubt, please refer back to this document.

If you should have any questions, please contact the Brightspeed leadership team.

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NEED HELP? ASK HERE.

If you've got questions, need any kind of assistance or are in any way unsure about what you are writing, please don't hesitate to ask for help.

On the links on this page, you'll also find the assets you need to get going.

Additional content guidance can be found here.

For any additional questions or requests, please send us an email at brandrequests@brightspeed.com

Brand Strategy

BRAND HOUSE

What is a Brand House?

Brand House Framework

Full Brand House

Using our Brand House Today

What is a Brand House?

A Brand House template is a framework to consolidate, organize and understand the complex beliefs, messages and market position of a brand. Our Brand House is primarily designed for internal purposes, to help our organization get alignment on how we wish to position our brand, the key messages we wish to communicate, and how we show up in-market.

While much of the language in the Brand House would not be used exactly as represented here, it is designed to act as a foundation for all our internal and external communications. Everything we do and say as a brand should ladder up to this strategy and not be in contradiction with it.

A Brand House is made up of a series of components that all contribute to our overall brand strategy. This section does not include a full breakdown of all components of our Brand House framework, but you can find this in our brand strategy document here: This document defines and unpacks each component so you know what they mean and how to use them.

Brand House Framework

Purpose
Definition: Our reason to exist and northstar
for both internal and external decisions.
Guidelines: Can live externally on our website and the sentiment could play a role
in the brand's positioning. it should guide all internal decisions, be foundational to company culture, as well as all external actions.

Positioning
Definition: An internal statement that describes how we uniquely position ourselves to our audience compared to our competition.
Guidelines: The foundation of all of our brand-level communications that ensure that we are actively owning a focused position in the market.

Core Beliefs
Definition: Values that drive how we behave and speak both internally and externally
Guidelines: Top-down behaviors and beliefs foundational to organizational culture. Should be included in onboarding documents and could live on our website

Experience Principles
Definition: How we act and how our customers experience our service.
Guidelines: A check-list for service design, brand activations and experiences.

Voice Principles
Definition: How we speak and write in our communications.
Guidelines: A check-list for all communications, both internal and external.

Value Proposition
Definition: Our most compelling promise to our customers, summarizing the benefits we offer.
Guidelines: The foundation of all of our product-level communications to ensure that we are actively highlighting the unique value we offer to our customers.

Core Benefits
Definition: Functional and emotional benefits underpinning the value proposition.
Guidelines: Messaging pillars in our product level communications to ensure that we are actively highlighting our product differentiators.

Proof Points
Definition: Reasons to believe that supports the core benefits we promise.
Guidelines: Supporting points for product level messaging.

Our Brand House:

Brand purpose	***Building a future where more communities benefit from a more connected life.***	For internal and external use
Brand positioning	***The no-nonsense internet company.***	
Value proposition & core benefits	***Brightspeed makes being connected as simple as it should be.*** Dependable Connection | Effective Support | Straightforward Communication	

Experience principles	**Simple | Reliable | Helpful | Efficient**	For internal use only
Voice principles	**Straightforward | Fun, Not Funny | Approachable | Confident**	
Core beliefs	**We believe people matter | We believe in thinking like customers | We believe in being real** **We believe in delivering on big ideas | We believe in the speed of light | We believe in celebrating success**	

A note on using our Brand House today

Our Brand House is aspirational. Today, we're not yet in a position to deliver on all the components listed here, particularly our positioning and our value proposition. We are working hard to improve our overall customer experience to ensure we can live up to these promises before we can actually take them to market.

With this in mind, please do not use our positioning or value proposition anywhere in any external communications until you hear otherwise from the Brightspeed marketing team.

What you can and should immediately start using:

- Our brand purpose, which we're already delivering on.
- Our core benefits (please just use caution and common sense to make sure we're not overpromising).
- You should also actively start using our voice principles, experience principles, and core beliefs to drive our decisions, actions and how we speak.

Tone of Voice

Tone of Voice

Our Audience

Brand Manifesto

Brand Persona

Tonal Attributes

Tonal Journey

Do’s and Don’ts

Product Messaging

- Fiber
- DSL

OUR AUDIENCE

Our audience is a mix of residential and business customers including 1.8m existing customers (formerly CenturyLink and Quantum Fiber). We empathize with our customers, understand the problems they face and appreciate how important having a reliable internet connection is to, well, everyone in 2023.

They are "normal" people who need reliable internet access every single day. In short, they are just like us. So, we speak to them the way we speak to a friend with a shared history.

OUR AUDIENCE - CONTEXT IS EVERYTHING

We're talking to a lot of different people a lot of the time. Of course, not everyone's experience of Brightspeed will be the same and we need to be prepared to flex our tone in order to speak to customers at every stage of the customer journey.

How you write for a new customer prospect who will be getting our brand-new cables and fastest fiber will be completely different to how you speak to an existing customer, frustrated by a faulty connection.

Brand Manifesto

Food. Water. Air. Internet.
You can only keep three.
You're thinking "I'm not that hungry,"
aren't you?

Well, you're not alone.
Internet connects us to distant family, favorite shows, next-day access to basically anything and everything in between

Exactly how it works has never been your concern, as long as it just works.
Maybe it's ISPs, VPNs, HTTPs, WANs, WEPs, or a different collection of all-caps letters that stand for something.

TLDR.

You love the internet.
You don't wanna give it up.
You don't want the prices to go up.
And you sure don't want it to go down...ever.
Not because of the weather, the bandwidth, or because you sat in that one spot six feet from the router that somehow, someway, is a dead spot.

You want more internet
but with less nonsense.
More customer service
with less "please hold."
More bandwidth. Less blockers.
More coverage. Less confusion.
More speed. Less "sorry for the inconvenience."

This is definitely one of those
times where less is more.
Because it makes so much sense
to have less nonsense.

Hungry? Didn't think so.

Brightspeed. The more sense internet.

BRAND PERSONA

Think of it like a party, how would people refer to us?

As someone who mingles effortlessly, comfortable talking to people from all walks of life. A good listener and an entertaining speaker. Knowledgeable without being preachy. Down to earth. Quick to smile. Doesn’t raise their voice or laugh at their own jokes. At ease talking about pretty much anything because they’ve lived an interesting life.

In short, an unforgettable chameleon.

OUR TONAL ATTRIBUTES: STRAIGHTFORWARD – APPROACHABLE – CONFIDENT – FUN (NOT FUNNY)

Our tonal attributes:

Straightforward

Approachable

Confident

Fun (not funny)

These attributes can be dialed up or down depending on who we're addressing, what we're saying and where we're saying it.

Straightforward

We want to help people make more sense of the internet. So, we tell it how it is. We speak and write with clarity. We don’t use technical jargon. We speak in a super friendly and conversational tone while we try and make sense of the internet.

Approachable

This is as much how we behave as how we speak, but whenever we are talking to our customers, we are always approachable in every way possible. That's because we use the internet every day too. We get it. So, when we talk about its pros and cons, we do so in an everyday way that's lighthearted.

Confident

We speak about our brand, purpose, and products with confidence, while being open and transparent about the journey we're on in order to avoid overpromising and under-delivering. Our language is supportive, reassuring, and personable. We speak like we've done this before because we have.

Fun (not funny)

Knock knock. Who’s there? Not us. See, we don’t tell jokes. We’re not looking for the laugh. But we do love the internet. And all of the quirks that go with it.

When we speak, we do have some fun, but we do it in an inside, observational way that tells people we get them.

Tone of Voice

OUR TONAL JOURNEY

Prospective Customer

Here we are approachable and fun, not funny in a relatable way. We aren't trying to convince them we're going to save the world. We just want them to know we get them and can provide the internet they desire.

Brand New Customer

They have made the decision to become part of our crew. They're internet family at this point. There is an approachability with family, you've all seen the same things so there is straightforward shorthand.

Existing Customer With Problem

This is not a place to be fun or funny. If we consider customers part of our family, the family owns its mistakes in a straightforward way. Let's not be elaborate or flippant. We communicate in a relatable way and own it.

Existing Satisfied Customer

Our confidence shows through the most here. Things are going well, and the family is all smiles. We can let our full personality shine through.

DO'S & DON'TS: GENERAL

Do's

- Be human - If we find ourselves thinking this copy could appear on a slide in a marketing deck, we haven't done our jobs. Avoid jargon and copy that makes our services sound more life-altering than they really are.

- Focus on the user - Our copy should spend its character count telling the user what they can do with our product and services, not hyping specs about our latest offering. The specs are great, but what I can do with them is more important.

- Prune - If you can delete a word and not miss it, delete it. People encounter thousands of messages a day, let's make sure ours resonate. Keep things as concise and snappy as possible.

- Distinct > Different - We might not be able to claim a unique internet speed or price, but we can and MUST talk about ours in a way that no one else does.

- Distinguish between home/business - Internet for home and internet for your business are two totally different things, even if they're identical products. When consumers think of the internet at home it's around pleasure while work is about accomplishments. One size DOES NOT fit all.

- Use wit - Be insightful, pointed, and inventive with your words. We can dip a toe into sarcasm occasionally, but wit is our home, and we love our home.

- Emojis - Use them👍🏻. But only for social media and subject lines of emails where appropriate. *"You're getting a refund💸"*

- Emote - Don't be afraid to be emotional! The internet is a pivotal part of our lives. When it goes down, we get angry!!!!! So, yes you can use (!) but do it in the right way at the right time, be judicious.

DO'S & DON'TS: GENERAL

Don'ts

- Be exclusive - The internet is a commodity. It's something everyone in the world needs to live their life at this point. We are never the judges of what is good/bad, fun/not fun, cool/uncool. We are for you being you.

- Overhype the product - Be careful not to overhype the brand or its products or write unsubstantiated claims that we can't back up. Don't overpromise.

- Go for the joke - We love jokes as much as the next person, but we don't actively write them. We don't create outlandish scenarios or setups to get a laugh. We talk about relatable day-to-day life and sometimes that can be funny.

- Use snark - We can be competitive without being critical. When we're talking about other products or brands, we do so in a way that allows the consumer to come to their own conclusion without denigrating others.

- Use acronyms - Just because we know what it means doesn't mean the consumer does. Only use an acronym once you've established the full name. And even then, ask yourself if there is a more casual way to say what you're saying.

- Be formal - Write like you speak. If it helps, read what you've written out loud to see if it sounds natural.

Visual Language

ELEMENTS

These are the elements that exist within our system. We utilize them together to create a cohesive, visual, and communicative brand.

-1 **Identity**

-2 **Typography**

-3 **Color Palette**

-4 **Photography**

-5 **Gradient**

-6 **Iconography**

Identity

LOGO

The Brightspeed logo is comprised of two parts, or **The Ray and the Workmark**.

The Ray symbolizes our **bold pursuit of greater connection and accessibility for the communities we serve.** It reminds us of the future we aim to create. One where every person has the opportunity to grow and thrive, in work and in life, wherever they choose to call home.

The Ray's overlapping lines represent the connections of today and tomorrow, like a pathway to what's ahead, while its intersections create one complete, harmonious center that boldly shines and welcomes a better, brighter future.

In this way, The Ray is a visual metaphor for Brightspeed's powerful mission. With it, nothing stands in our way.

The Brightspeed Wordmark is a modified version of the typeface, Nexa. When used in conjunction with the ray, it forms our logo.

RAY ONLY COLOR

These are the primary colorways for using the logo. Please only use the provided color combinations for the logomark. When placing the logo on colors, be sure to use **Strong Black, Simple White, Reliable Gray, or Bright Yellow** with care to keep contrast at a maximum.

Use full color logomark on white wherever possible as the primary choice.

Full Color on Strong Black

Full Color on Simple White

Full Color on Reliable Gray

Simple White on Strong Black

Strong Black on Bright Yellow

Strong Black on Simple White

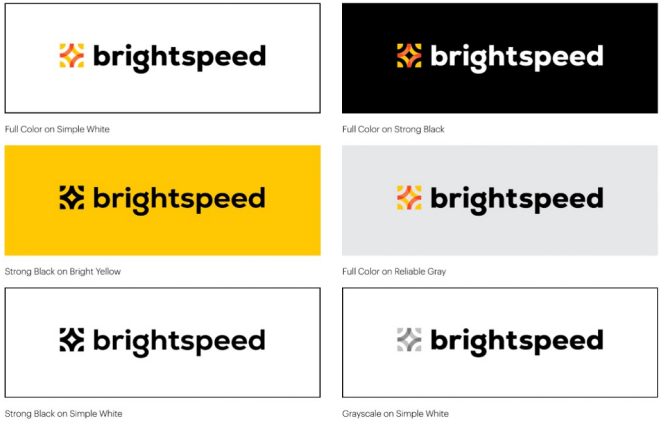
Strong Black on Reliable Gray

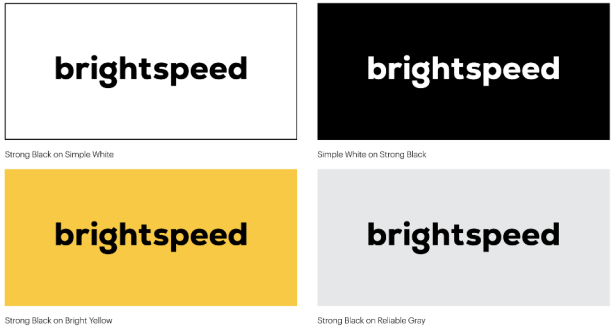
Grayscale on Simple White

LOGO COLOR

These are the primary colorways for using the logo. Please only use the provided color combinations for the logotype and lockup.

Use full color logo on white wherever possible as the primary choice.





CLEAR SPACE

The importance of clear space around brand elements cannot be overstated. Always keep a minimum clear space to maintain visual clarity and to provide maximum impact. Photos, text, and graphics should not overlap the gray area.

The minimum clear space around the logomark is equal to the mark scaled down to 25%.

The minimum clear space around the workmark is equal to the mark scaled down to 40%.

The minimum clear space around the primary lockup is equal to the mark scaled down to 75%.

BUSINESS LOCKUP

Below is the logo for our business division. It should only be used when pertaining to Brightspeed Business communications.

BUSINESS LOGO COLOR

These are the primary colorways for using the business logo. Please only use the provided color combinations for the logotype and lockup.

Use full color logo on white wherever possible as the primary choice.

Full color on white

Full color on black

Black on yellow

Full color on reliable grey

Black on white

Full color on black

AUTHORIZED AGENT LOCKUP

Below is the logo for our authorized agents. It should only be used when pertaining to Brightspeed authorized agent communications.

brightspeed

AUTHORIZED AGENT

BUSINESS LOGO COLOR

These are the primary colorways for using the business logo. Please only use the provided color combinations for the logotype and lockup.

Use full color logo on white wherever possible as the primary choice.

brightspeed
AUTHORIZED AGENT

Full color on white

brightspeed
AUTHORIZED AGENT

Full color on black

brightspeed
AUTHORIZED AGENT

Black on yellow

brightspeed
AUTHORIZED AGENT

Full color on reliable grey

brightspeed
AUTHORIZED AGENT

Black on white

brightspeed
AUTHORIZED AGENT

Full color on black

AVATARS

We use The Ray on Simple White backgrounds for avatars across all social media accounts.

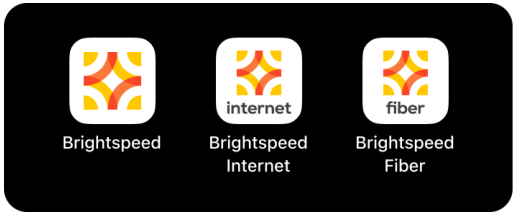
The square avatar can be used on LinkedIn and any other platform that uses square avatars.

The circle avatar can be used on Twitter, Instagram, and any other platform that uses circle avatars.

APP TILES

We use The Ray on **Simple White** backgrounds with lower case titles for app tiles.

ACCOUNT MANAGEMENT



NETWORK MANAGEMENT

VAS MANAGEMENT

MINIMUM SIZE

Establishing a minimum size ensures the impact and legibility of the logo remains uncompromised. For most instances, do not scale the logo below these recommended sizes.

16px (**favicon**)

brightspeed

100px

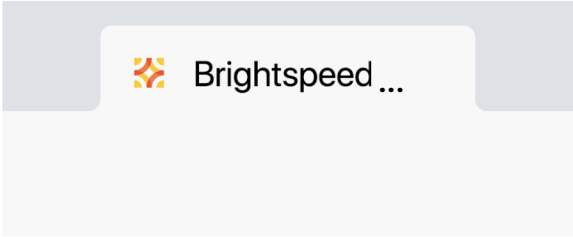
brightspeed

150px

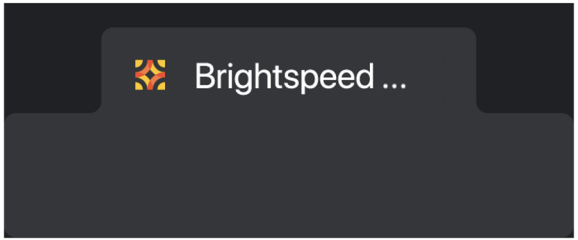
FAVICON

Brightspeed leverages The Ray for the website favicon. In this use case, it's acceptable to reduce the mark to a 16-pixel width.

—
16px



Light mode browsers with the favicon in Full Color



Dark mode browsers with the favicon in Full Color

CO-BRANDING

When pairing the Brightspeed logo with partner brands, use the lockup exclusively. Do not use the mark as a shorthand for Brightspeed when pairing with other brand logos.

Spacing is determined by the logomark — as seen in the Logo Sizing section. Unless otherwise noted by partner brands, each logo is optically equal, as a collection of shapes. There are no hard and fast rules for mathematical horizontal alignment versus baseline alignment.

When in doubt, contact brand partners or reference their brand guidelines for spacing and logo placement.

INCORRECT USAGE

To maximize brand recognition and build equity, ensure correct usage of our logo. These are ways we don't want our logo distorted.

Don't use alternative lockups of the logo.

Don't use unapproved colors for the logo.

Don't reverse or outline portions of the logo.

Don't apply any special effects to the logo.

Don't rotate the logo.

Don't stretch the logo to fill space.

PRIMARY COLORS AND PLACEMENT IN HEADER

These are the primary combinations we use on existing web pages, email and apps.

Full color on Simple White | Full color on Strong Black | Strong Black on Bright Yellow

Observe the same clearspace requirements on digital properties.

Typography

Typography

PRIMARY FONTS

NEXA

Font Fabric's Nexa is a strong typeface that carries the qualities of trust, professionalism and modernity, and pairs all of those traits with a bright friendliness. It is intended to be used for all large and important headlines. Nexa can be purchased here.

Aa

HEAVY

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

GRAPHIK

Commercial Type's Graphik brings some sophistication by emphasizing the modernity of the brand through simple and readable letterforms. It is to be used for body copy, sub-heads, and small information. Graphik can be purchased here.

Aa

MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Typography

HIERARCHY

This is a quick guide to help achieve optimal type hierarchy.
Please try to scale accordingly.

H1

NEXA, HEAVY

SIZE: 50 PT
LEADING: 60 PT

Here's an example of a headline.

H2

NEXA, BOOK

SIZE: 30 PT
LEADING: 40 PT

This is another headline, but ya know, smaller.

H3

NEXA, HEAVY

SIZE: 25 PT
LEADING: 35 PT

How 'bout it! This here is another headline. Very smaller. Such H3.

H4

NEXA, BOOK

SIZE: 22 PT
LEADING: 30 PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet volutpat.

H5

NEXA, BOOK

SIZE: 20 PT
LEADING: 30 PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet volutpat. Phasellus sed magna lectus.

HIERARCHY, cont.

This is a quick guide to help achieve optimal type hierarchy.
Please try to scale accordingly.

LABEL - EYEBROW

NEXA, HEAVY

SIZE: 14 PT
LEADING: 20 PT
TRACKING: 20

SUSPENDISSE EUISMOD PULVINAR TRISTIQUE

LABEL - EYEBROW SMALL

NEXA, BOLD

SIZE: 10 PT
LEADING: 11 PT
TRACKING: 5

SUSPENDISSE EUISMOD PULVINAR TRISTIQUE

P. LARGE

GRAPHIK, LIGHT

SIZE: 24 PT
LEADING: 40 PT

Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet volutpat. Suspendisse euismod pulvinar tristique.

P. REGULAR

GRAPHIK, REGULAR

SIZE: 16 PT
LEADING: 26 PT

Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet volutpat. Suspendisse euismod pulvinar tristique. Obistio iur magnit est, omnimin cieniam ea dolorer natur, si nam que nestibus enihitium fugiae volorestis mi, temquas si dolut aut quaspiti offictia nis ulpa.

P. SMALL

GRAPHIK, REGULAR

SIZE: 12 PT
LEADING: 24 PT

Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet volutpat. Suspendisse euismod pulvinar tristique. Obistio iur magnit est, omnimin cieniam ea dolorer natur, si nam que nestibus enihitium fugiae volorestis mi, temquas si dolut aut quaspiti offictia nis ulpa ipiet eume etur solestium reriatiberor sectior esequia.

Typography

USAGE

This is a quick guide to help achieve optimal type hierarchy. Please try to scale accordingly.

H1

Internet access equals opportunity.

H5

The opportunity to learn and work and play. To chase passions and accomplish new pursuits.

H2

The chance to grow and thrive.

H4

Internet

P. REGULAR

Suspendisse euismod pulvinar tristique. Quisque vestibulum felis in odio imperdiet volutpat. Suspendisse euismod pulvinar tristique.

EYEBROWS

SEE MORE

WEB-SAFE FONTS

When determining which typeface to use based on your access to the brand type families, consider this structure outlined below. If you have access to, and are licensed to use Nexa and Graphik, and your final product is not in an editable form, then use the primary brand typefaces.

Poppins and Inter from Google Fonts are our web-safe fonts. We use them for all type on the website, email and any other editable digital assets, including this guide. If none of these fonts are available to you, or you are wanting a safe universal backup, Helvetica can be used in their place.

POPPINS

Aa

A Google and web-safe replacement for Nexa would be Poppins. Use these when the use case calls for Nexa but a license is not available Aa or accessible.

INTER

Aa

A Google and web-safe replacement for Graphik would be Inter. Specifically Inter Semi Bold, Regular and Light. Use these when the use case calls for Graphik but a license is not available or accessible.

WEB-SAFE FONTS HIERARCHY

This is a quick guide to help achieve optimal type hierarchy in regards to Google and web-safe typefaces. Please try to scale accordingly.

POPPINS SEMIBOLD

Internet access equals opportunity.

INTER REGULAR

The opportunity to learn and work and play. To chase passions and accomplish new pursuits.

POPPINS SEMIBOLD

The chance to grow and thrive.

POPPINS MEDIUM

Internet

POPPINS LIGHT

Quotes

POPPINS BOLD

Lorem ipsum amet

WEB-SAFE FONTS HIERARCHY, Cont.

Pullquotes

Poppins Light
Desktop and Tablet: 57px/68px
Mobile: 42px/53px

Callouts

Poppins Light
Desktop and Tablet: 57px/68px
Mobile: 44px/53px

Heading Level 1

Poppins Semibold
Desktop and Tablet: 44px/53px
Mobile: 33px/43px

Heading Level 2

Poppins Semibold
Desktop and Tablet: 33px/43px
Mobile: 33px/43px

Heading Level 3

Poppins Semibold
Desktop and Tablet: 28px/36px
Mobile: 28px/36px

Heading Level 4

Poppins Semibold
Desktop and Tablet: 23px/31px
Mobile: 23px/31px

Heading Level 5

Poppins Semibold
Desktop and Tablet: 19px/27px
Mobile: 19px/27px

Heading Level 6

Poppins Semibold
Desktop and Tablet: 16px/24px
Mobile: 16px/24px

B1 Body Text Lorem ipsum dolor sit amet, consect sit amet adipiscing elit dolor sit amet, nic et neque. Nullam sollicitudin emit sapien neque, sic amet elit a cursus lectus ipsum dolor.

Inter Regular
Desktop and Tablet: 16px/24px
Mobile: 16px/24px

B2 Body Text Small Lorem ipsum dolor sit amet, consect sit amet adipiscing elit dolor sit amet, nic et neque. Nullam sollicitudin emit sapien neque, sic amet elit a cursus lectus ipsum dolor.

Inter Regular
Desktop and Tablet: 14px/21px
Mobile: 14px/21px

B3 Body Text X-Small Lorem ipsum dolor sit amet, consect sit amet adipiscing elit dolor sit amet, nic et neque. Nullam sollicitudin emit sapien neque, sic amet elit a cursus lectus ipsum dolor.

Inter Regular
Desktop and Tablet: 12px/16px
Mobile: 12px/16px

Button

Poppins Bold 14px/21px

Text Link

Inter Light 14px/21px
Text Decoration: Underline

Text Hover/Active

Poppins Regular 14px/21px

Top Header Link

Poppins Medium 12px/16px

Top Header Link Hover

Poppins Medium 12px/16px
Text Decoration: Underline

Header Link

Poppins Medium 14px/21px

Navigation Dropdown Link

Poppins Medium 14px/21px

Footer Link

Poppins Medium 14px/21px

Footer Link Hover/Active

Poppins Medium 14px/21px
Text Decoration: Underline

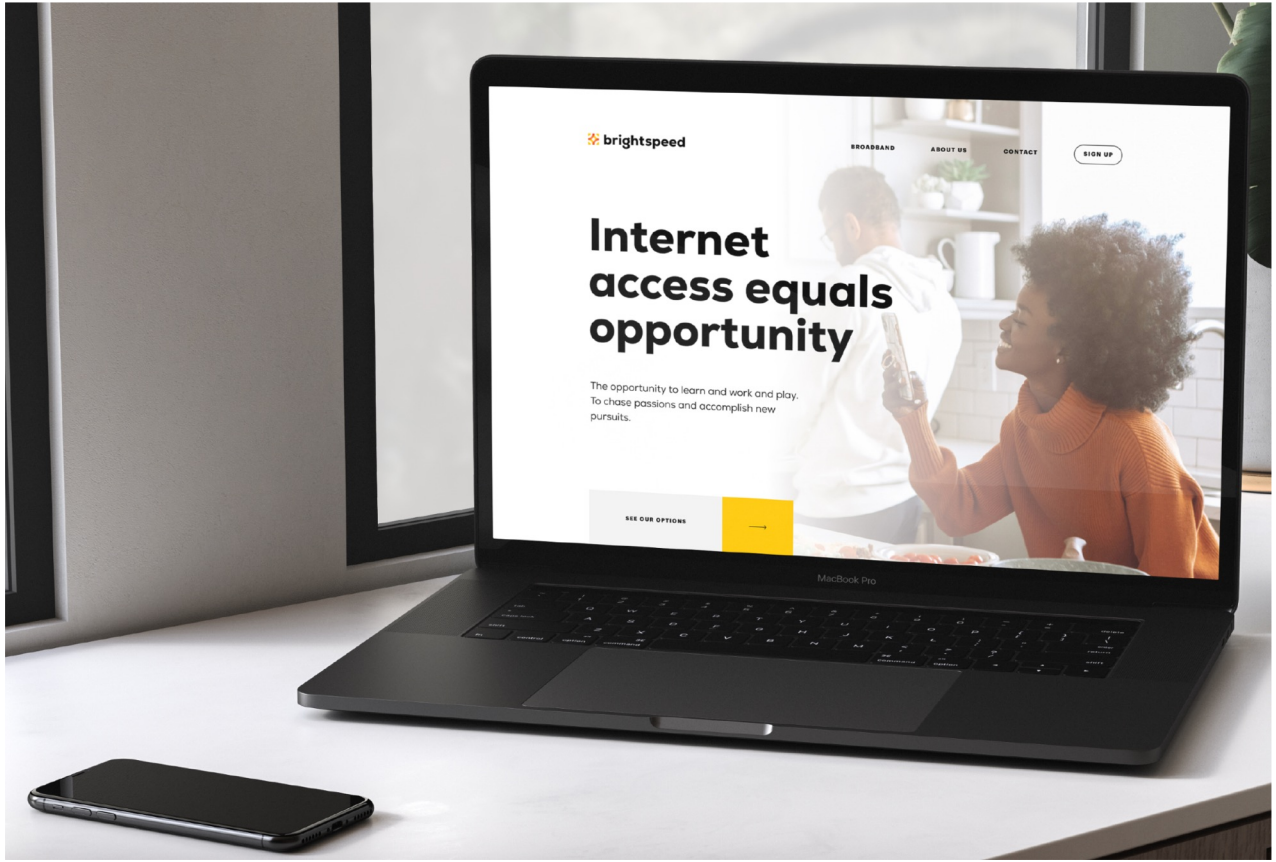
Form Field

Inter Regular 16px/24px

Form Error Message

Inter Regular 12px/16px

Typography


brightspeed
BROADBAND
ABOUT US
CONTACT
SIGN UP
Internet access equals opportunity
The opportunity to learn and work and play. To chase passions and accomplish new pursuits.
SEE OUR OPTIONS
MacBook Pro

Color Palette

Color Palette

BRIGHT PALETTE

These are the official Brightspeed colors. They should be the basis of any visual communications and will cover most of your needs. Bright Yellow is the primary brand color with supporting oranges flexing with the different touchpoints.

Primary

	BRIGHT YELLOW	APPROACHABLE ORANGE	BOLD ORANGE
PMS Uncoated	Yellow 012 C	1575 C	Bright Red C
CMYK	0 / 22 / 100 / 0	0 / 51 / 75 / 2	0 / 71 / 82 / 2
RGB	255 / 200 / 0	250 / 120 / 60	250 / 70 / 40
HEX	#FFC800	#FA783C	#FA4628

Secondary

BRIGHT YELLOW 50 #FFE480	APPROACHABLE ORANGE 75 #FB9A6D	BOLD ORANGE 75 #FB745E
#FFF1BF 25	#FDBC9E 50	#FDA394 50
#FFFAE6 10	#FEDDCE 25	#FED1C9 25

Color Palette

NEUTRAL PALETTE

The neutral palette can be used to ground the brand and create hierarchy.

Neutrals

	STRONG BLACK	RELIABLE GRAY	SIMPLE WHITE
PMS Uncoated	Black 6 C	Cool Gray 1 C	White
CMYK	0 / 0 / 0 / 100	1 / 0 / 0 / 9	0 / 0 / 0 / 0
RGB	0 / 0 / 0	230 / 231 / 232	255 / 255 / 255
HEX	#000000	#E6E7E8	#FFFFFF

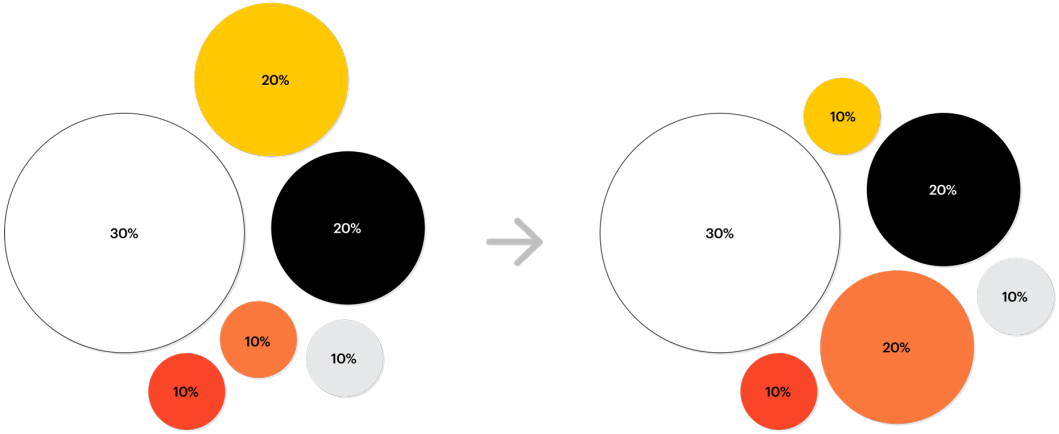
STRONG BLACK 75	RELIABLE GRAY 75
#404040	#ECEDEE

#808080	50	#F3F3F4	50
#BFBFBF	25	#F9F9F9	25

Color Palette

USAGE RATIOS

For Brightspeed communication materials, the color ratio should generally reflect these percentages as closely as possible, but can flex to include more orange if necessary for accessibility purposes.



Color Palette

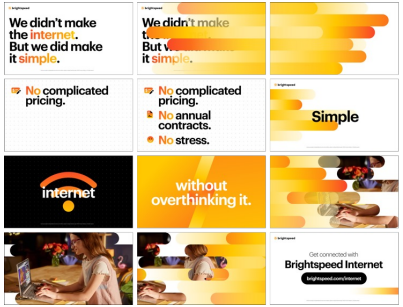
PROPER COLOR USAGE EXAMPLES

Included are some preferred usage examples.

Color Palette

USAGE IS DEFINED BY PLACEMENT

Flexibility is built in. The Brightspeed brand appears in many different touchpoints. These include digital, web, CRM, experiential, print, and video placements. Depending on the limitations of platform and placement, color can be adjusted slightly to ensure legibility and comply with ADA standards.



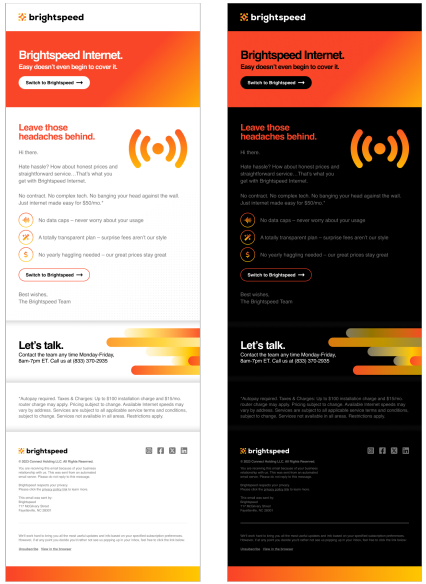
Color Palette

COLOR EXCEPTIONS FOR DARK MODE

There are special instances where user settings can affect how communications are rendered. Things like user's email client, web browser, or system settings can display things differently. Dark Mode is an example of user setting that can affect color. In this situation, we recommend using primarily the bold orange as it includes enough contrast to make both black and white text legible enough to pass AA standards.

Normal settings

Dark mode



Color Palette

DIGITAL TEXT: COMBINATIONS FOR ACCESSIBILITY

When used correctly, these color combinations meet WCAG's AA requirements for normal text, large text, and UI components.

Strong Black 100 on Simple White
AAA

Strong Black 75 on Simple White
AAA

Strong Black 100 on Reliable Gray 100
AAA

Strong Black 75 on Reliable Gray 100
AA

Strong Black 100 on Bright Yellow 100
AAA

Strong Black 75 on Bright Yellow 100
AA

Strong Black 100 on Approachable Orange 100
AAA

Strong Black 100 on Red 100
AA

Simple White on Strong Black 100
AAA

Reliable Gray 100 on Strong Black 100
AAA

Reliable Gray 75 on Strong Black 100
AAA

Reliable Gray 50 on Strong Black 100
AA

Bright Yellow 100 on Strong Black 100
AAA

Strong Black 100 on Approachable Orange 100
This color combination can only be used for **large text**, (24px and higher) or **bold text** that has a font size of at least 19px or higher.
AAA

Strong Black 75 on Reliable Gray 100
This color combination can only be used for **large text**, (24px and higher) or **bold text** that has a font size of at least 19px or higher.
AA

Bold Orange 100 on Simple White
This color combination can only be used for **large text**, (24px and higher) or **bold text** that has a font size of at least 19px or higher.
AA

Color Palette

USAGE FOR WEB

Here are a few examples of color use in components. We use color to call out information or areas.

To create new elements, take into account the contrast relation between the color palette.

Buttons utilize the following colors, depending on their function.

The hover style (Strong Black with Simple White text) is same for all.

Primary button

Secondary Button

Tertiary Button

Hover active button

Alerts and chat windows are treated with black backgrounds.

Oops! Lorem ipsum dolor sit amet, consect sit amet adipiscing elit dolor, nic et neque.

Content components are primarily Simple White or Bright Yellow with Strong Black text.

Marquee left headline.

Lorem ipsum dolor sit amet, consectetur adipiscing elit sapien neque, lectus ac consectetur ipsum dolor.

Lorem ipsum

Our forms are designed for simplicity, with Reliable Gray at 50%.

Lead generation form.

Lorem ipsum dolor sit amet, consect sit amet adipiscing elit dolor sit amet, nic et neque.

Name

Email address

Lorem ipsum dolor sit amet, consect sit amet adipiscing elit dolor sit amet, nic et neque. Nullam sollicitudin emit sapien neque, sic amet elit a esse cursus lectus ipsum dolor.

Submit

We reserve bright color blocks for promo cards, alternate marquees and alerts.

Internet starts at just **$50/mo**

Alert interstitial

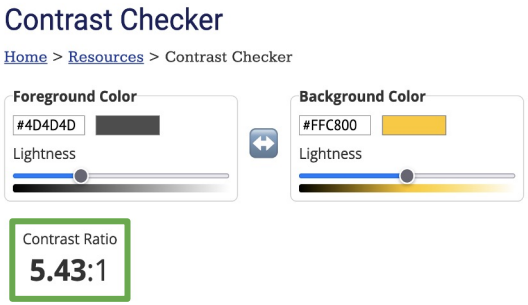
This interstitial pops up when a customer clicks on a button and activates it. It can relay different types of information and elements. This is a basic example including the "Close" button.

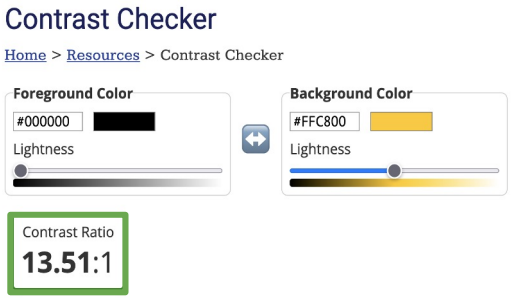
Close

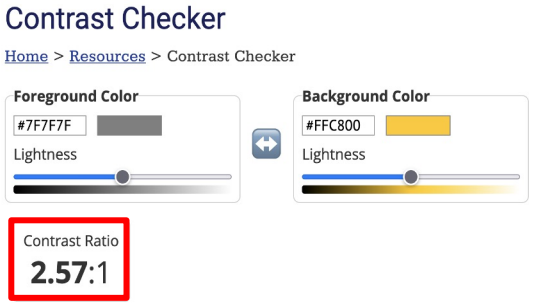
Color Contrast Standards

COLOR CONTRAST STANDARDS

All color combinations in our templates have been chosen to meet WCAG AA accessibility standards and should be followed for normal text, large text and UI components. When trying any color combination outside of this guide, please consult the Accessibility SME on the account for guidance or check the contrast in https://webaim.org/resources/contrastchecker/. **Any contrast ratio below 5 shouldn't be used.**







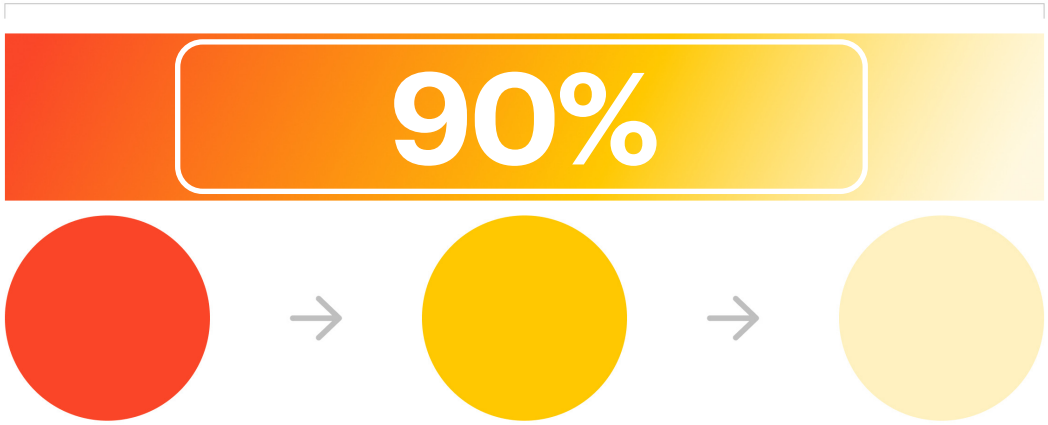
Gradient

Gradient

BUILD

We utilize a gradient that spans from **Bold Orange to Bright Yellow to Bright Yellow 25**. This glowing gradation can warm up a composition and bring highlight and focus to something within the subject matter. Generally we like to stick to the central part of this gradient for 90% of the composition or placement, but occasionally leaning to either end more offers flexibility for more dynamic designs.

BOLD ORANGE TO BRIGHT YELLOW TO BRIGHT YELLOW 25



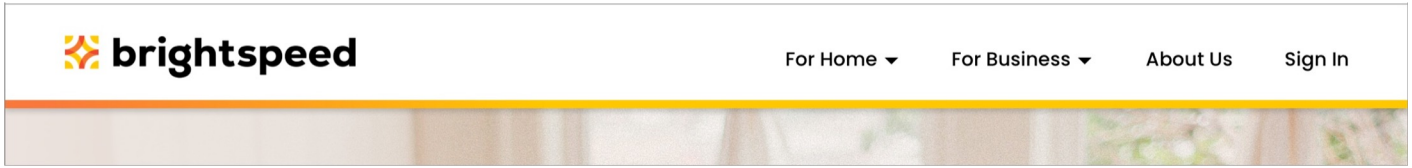
Gradient

NAV BAR

The Brightspeed nav bar gradient utilizes the **Approachable Orange to Bright Yellow** at an even distribution. It maintains a **6px height in all viewports**.
It sits either directly below the global nav, or below the top banner (if present).

For new placements, you can stretch the bar as needed, as long as the direction and ratio of orange to yellow is consistent.

Nav gradient placement



Desktop - 1024px x 6px

Tablet - 768px x 6px

Mobile - 375px x 6px

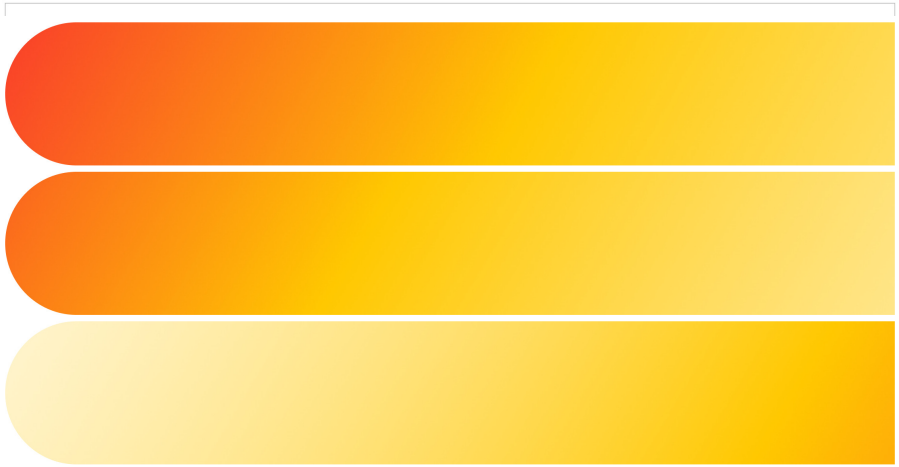
Gradient

Optical Fiber Strands

This is the core design element that is used in many campaign and advertising executions throughout Brightspeed's portfolio. It is based on the dissection of optical fiber lines to reveal the glass strands and the data that travels therein.

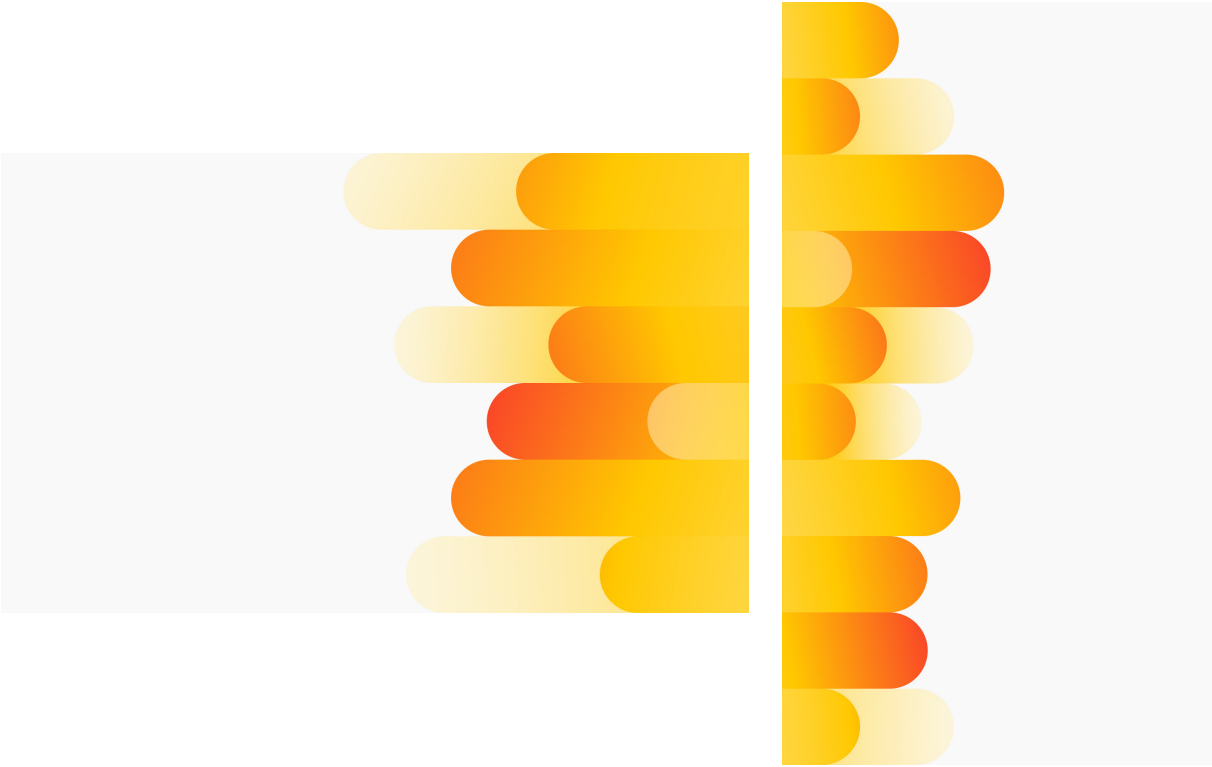
The basic shape is outline below. Colors can be different variations of the brand colors and opacities to create a dynamic feeling, even when in static form.

96PX ROUNDED EDGE ON A SINGLE SIDE ONLY.



Optical Fiber Strands (Continued)

Basic shapes combine to form various ideas such as the ones illustrated below. These are an abstraction of data transfer and speed that occurs in our ultrafast optical fiber networks.



Gradient

Badging

Different forms of badging have been used in recent campaigns to denote both a sense of urgency and convey sale prices.

Badging used for the Speed up sale. Variant A has the top tier plan pricing, while Variant B has a limited time message.

Photography

INTRODUCTION

Our brand photography serves as the visual storytelling tool that reinforces our central core belief:

Everyone deserves fast, reliable internet connectivity, regardless of where they call home.

This document provides clear photographic options for the brand… but we will be growing the guidance, scenarios, libraries in the future.

Use these guidelines with our **photography library** that can be accessed here.

Photography

TWO PILLARS OF PHOTOGRAPHY

Brand photography is separated into two pillars: Evergreen photography and Campaign photography. Our Evergreen photography library should be the main source of images used. Campaign photography serves a specific purpose and is constantly evolving.

EVERGREEN

This is our hard working collection of documentary style photography featuring real people captured in real life scenarios. The Evergreen library will cover most photography needs throughout brand creative.

CAMPAIGN

This are images used for specific creative campaign executions. These campaign specific images may be used for a specific purpose or period of time and exist outside of our Evergreen image library. Photography guidelines still apply, though shouldn't be limiting to creative.

KEY THEMES / TENETS OF PHOTOGRAPHY

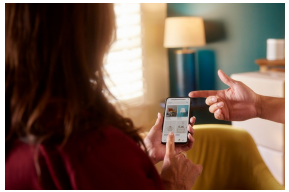
Our Voice and Tone attributes guide our approach in how we communicate with our customers. The following tenets of photography help guide how we showcase positive customer experiences through the brand imagery we use. When capturing and selecting photography make sure the following themes are present:

AUTHENTICITY

Images are best captured in natural light. Environments should reflect our customer base. Imperfections are welcomed if they enhance the feeling of everyday life. Photography should capture real moments that are relatable to our customers. Images should be captured candidly with subjects behaving naturally.

EMPOWERMENT

Our images should reflect our services and a sense of empowerment through showing tasks, relationships and opportunities that our products and services bring.



HUMAN CONNECTION

All of our tech offering and services allow connection on a human level. Our photography should always reflect that connection. Examples include: families connected together in the same room, co-workers connecting remotely, customers connecting with our care team.

Photography

PHOTOGRAPHIC DETAILS

In order to ensure relevance and accuracy to our customer base please make sure the following details are present when selecting or capturing photography.

COMPOSITION / LIGHTING

Photos should be well lit with natural lighting. Compositions should place our subjects as the main focus while keeping relevant technology references clearly visible and the primary focus.

SUBJECTS

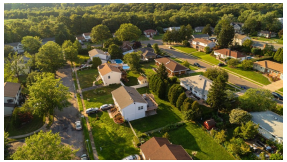
Our subjects should be real, relatable and human. Their story should be one that is familiar to our audience.

SETTING

The setting for our images should feel rural.
Most images showcasing our services will be indoors — keep in mind landscapes seen in background.. Outdoor scenarios should have a rural landscape and feature a structure or building to help differentiate from other telecommunication services.

AERIAL / LANDSCAPE

Aerial and landscape photography should reflect rural and suburban communities. We use landscape imagery for content that focus on coverage areas, mission-based content, and general company information.



Dos & Don’ts

DOS AND DON'TS

Here are examples of scenarios that best tell our brand story and what should be avoided.

REAL, RELATABLED SCENARIOS

Images should depict real life scenarios and avoid staged or performative actions.

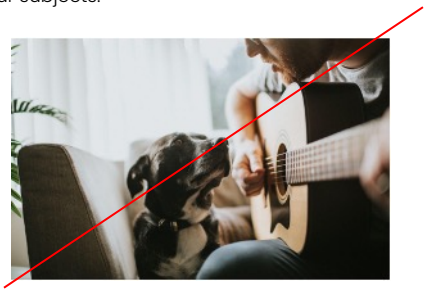
This image captures a realistic moment with family.

This feels staged with overly expressed emotions.

EMPOWERMENT

Photography should clearly show how Brightspeed services enable our subjects.

Video conferencing from the comfort of home.



Not clear that our services are being utilized or benefit our subject.

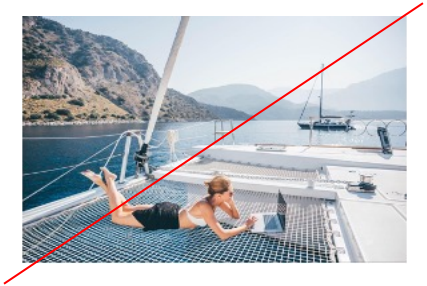
DOS AND DON'TS

Here are examples of scenarios that best tell our brand story and what should be avoided.

REPRESENT OUR CUSTOMER BASE

Images should reflect our customer base and avoid overly affluent or urban lifestyles.

This image in on target with our customer base.

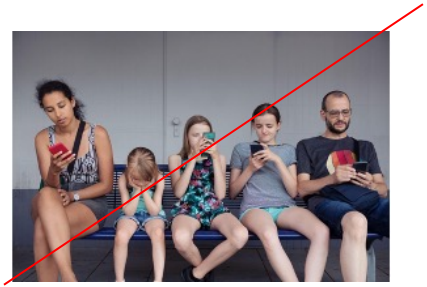


This does not represent our customers as defined in our Voice and Tone Guidelines.

FOSTERING CONNECTION

When showing a group of subjects the scene should bring them together.

This image captures a sense of togetherness.

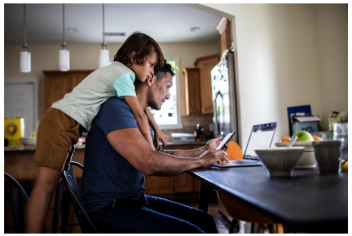


Everyone is on their own device feeling disconnected.

Evergreen

EVERGREEN LIFESTYLE PHOTOGRAPHY

Evergreen photography tells our brand story year-round, accurately reflects our core values and can be used across all messaging applications. This section within our photography library will be used most often.



Photography

CATEGORIES & ORGANIZATION

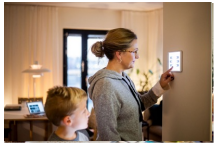
The Evergreen photography library is organized by content category to help with the image selection process. Additional categories are added as needed. Below are current categories available and can be found here.

LANDSCAPE + RESIDENTIAL

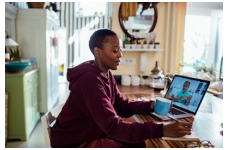
WORK FROM HOME

STREAMING

SMART HOME



TELEHEALTH



E-LEARNING

CUSTOMER CARE

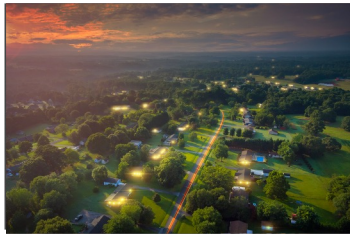
GENERAL CONNECTION

MOVERS / NEW RESIDENCE

Campaign

CAMPAIGN PHOTOGRAPHY

Campaign photography should build upon the base Evergreen photography, but is typically altered or enhanced to bring specific creative messaging to life. Additional campaign specific rules can be found in the campaign guidelines document that lives within the creative campaign assets.



Future Additions

Photography

We will be adding the following sections into this set of guidelines in the future. These should serve as a placeholder for now and will be included in these guidelines once imagery is captured.

PRODUCT PHOTOGRAPHY

We will develop a series of photographic treatments for product photography, equipment etc.

CORPORATE PHOTOGRAPHY

We will be adding guidelines and treatments for corporate photography, real estate, offices, personnel, etc.

Videography

VIDEOGRAPHY

These video guidelines serve as a tool to guide and direct proper video capture and editing standards that match Brightspeed's marketing identity and communications.

Videography

VIDEOGRAPHY

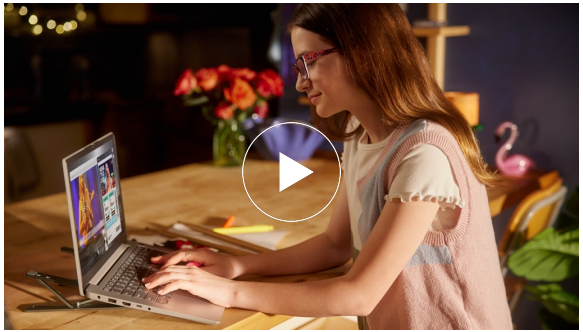
Brand videography is an essential part of our visual storytelling and should be held to the same standards as our brand photography. The following guidelines cover two main areas of videography within the brand: our marketing and campaign videos and our product & instructional videos.

MARKETING & CAMPAIGN

These are the lifestyle videos that fall within our marketing campaigns that drive our brand promotional messaging and awareness.

PRODUCT & INSTRUCTIONAL

These are the informative videos that showcase product features and instruct our customers on how to use our products and troubleshooting methods.



Videography

VIDEO CAPTURE DETAILS

In order to ensure relevance and accuracy to our customer base please make sure the following details are present when selecting or capturing video assets.

COMPOSITION / LIGHTING

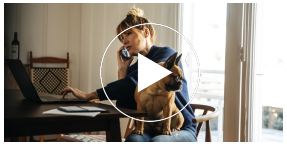
Videos should be well lit and styled to simulate natural lighting. Compositions should place our subjects as the main focus while keeping relevant technology references clearly visible.

SUBJECTS

Our subjects should be real, relatable and human. Their story should be one that is familiar to our audience.

SETTING

Hero clips should always focus on the human subjects while secondary b-roll clips can be used to establish the setting. Stand alone shots of buildings, landscapes and living spaces should be edited in a way that connects with Human subjects and technology.



AERIAL / LANDSCAPE

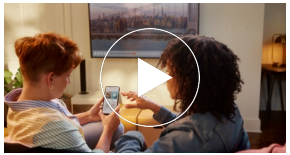
Aerial and landscape videography should reflect rural and suburban communities. We use landscape imagery for content that focus on coverage areas, mission-based content, and general company information.

EDITING AND POST PRODUCTION DETAILS

Video editing should follow a cohesive storyline made up of video clips that are consistent with our brand imagery. Editing flow should heighten our brand messaging .

FOOTAGE SELECTION + EDITING

Hero footage should be gathered through a selection process with secondary b-roll clips added to enhance storytelling. Video clips should be edited together using hard cuts while dated transition effects like cross dissolve should be avoided.

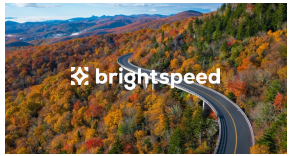


COLOR GRADING

Once video edits are approved all final edits should be color graded to have a consistent tone throughout all clips. The goal is to appear as natural lighting match our brand photography.

END CARDS + LOGO PLACEMENTS

Brand logos, messaging should appear white with transparent backgrounds placed over moving imagery. Animated or static end cards may be used but must follow Brand design guidelines for color usage and hierarchy.

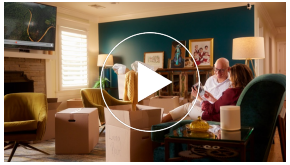


ASPECT RATIOS & BEST PRACTICES

When planning your video production approach, it is important to have a clear deliverables list that Includes where your videos will live and for what purpose they will be used for.

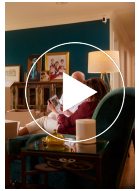
16:9 Wide Format

Long form content, desktop website content and promotional content on video platforms like Youtube should be in standard 16:9 wide format.



9:16 Vertical Format

Vertical video for mobile website, social media both stories and reels should be 9:16 vertical format.



4:3, 3:4, 1:1 Square & Rectangular Formats

Website content, in-feed social media posts and all other square and rectangular crops should follow current best practices. Vertical video for mobile website, social media both stories and reels should be 9:16 vertical format.

Iconography

Iconography

Bespoke Illustrative icons are distinctly branded assets and functional elements to represent singular ideas. They exist with other elements in the web experience — typography, color, pattern and photography.

Service

Reliability

Simplicity

Minimum Sizing:

64px

Tip: To size groups of icons, rely on a guide box delineating the outer perimeter.

Iconography

Interface and brand icons use the fontawesome.com library. Below is a small sampling of the available 19,403 icons available through the service. See the Font Awesome directory for a full list of all available icons.

Users can install the fontawesome font package to integrate within programs or download individual SVGs directly from the website.

World Wide Web

Upload

Wifi

No Wifi

Router

Home Internet

Ethernet

Home Phone

Office Phone

Graduation

Magic

Comments

User Account

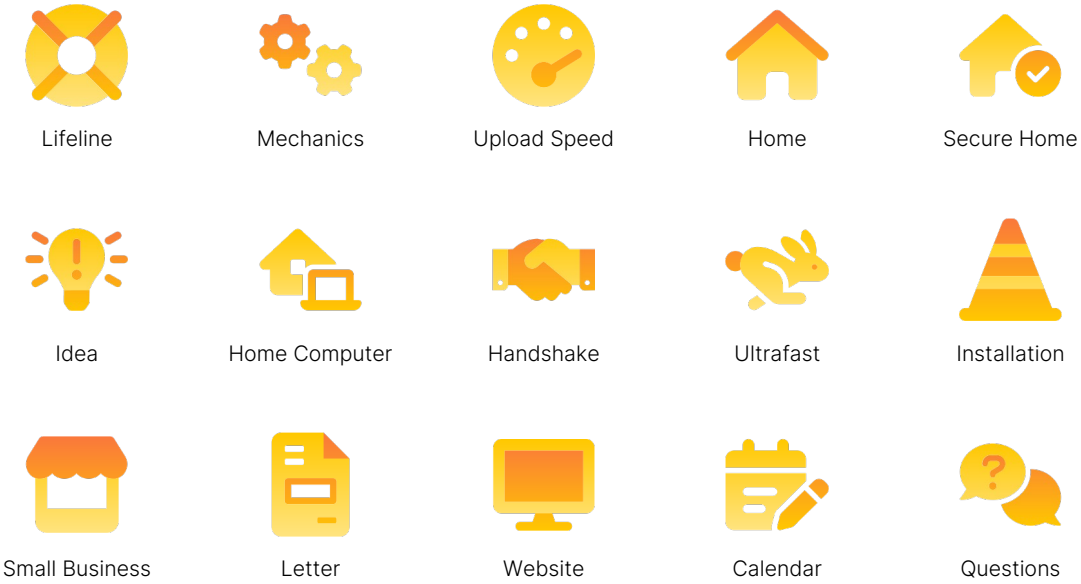
Alarm

Laptop/Phone

Iconography

Interface and brand icons use the fontawesome.com library. Below is a small sampling of the available 19,403 icons available through the service. See the Font Awesome directory for a full list of all available icons.

Users can install the fontawesome font package to integrate within programs or download individual SVGs directly from the website.



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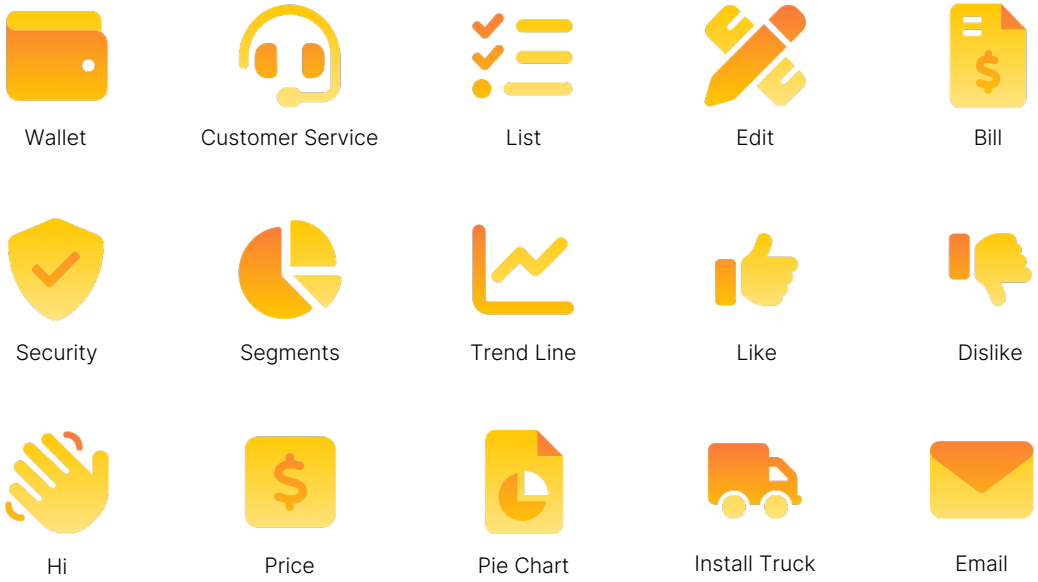


Iconography

Interface and brand icons use the fontawesome.com library. Below is a small sampling of the available 19,403 icons available through the service. See the Font Awesome directory for a full list of all available icons.

Users can install the fontawesome font package to integrate within programs or download individual SVGs directly from the website.

Direct Mail

Online Video

Display Ads

SEM/Search

Native Ads

Persona

Door-to-door

Facebook

Instagram

X (formerly Twitter)

LinkedIn

YouTube

Web Design

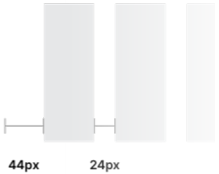
Web design

GRID

All of our pages are based on the standard **desktop 12-column grid: 6 for tablet and 6 for mobile.** This grid should be considered across all digital properties.

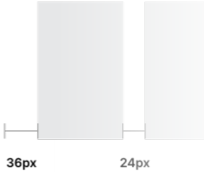
Targeted Desktop

Desktop total width:	1024px
Number of columns:	12
Margin width:	44px
Gutter fixed width:	24px
Breakpoint:	1024px-1919px



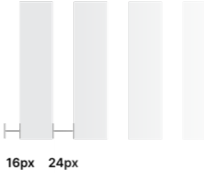
Targeted Tablet

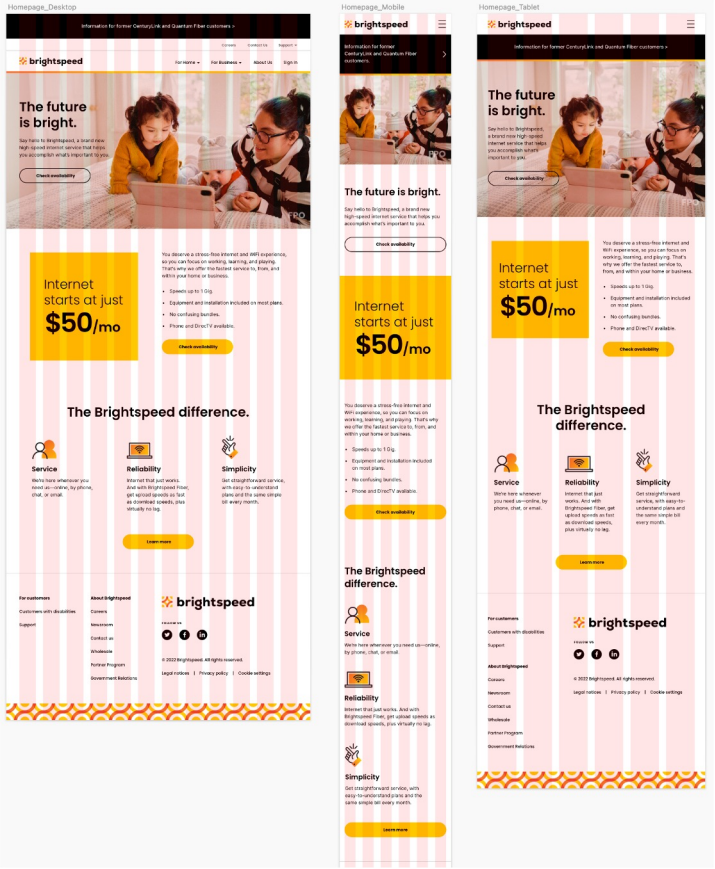
Device total width:	768px
Number of columns:	6
Margin width:	36px
Gutter fixed width:	24px
Breakpoint:	640px-1023px



Targeted Mobile

Device total width:	375px
Number of columns:	6
Margin width:	16px
Gutter fixed width:	24px
Breakpoint:	320px-479px





SPACING

These are our spacing specifications, for use between modules, copy blocks, copy to buttons, and other elements. Please do not deviate from these values.

192px $space-192

160px $space-160

120px $space-120

104px $space-104

96px $space-96

88px $space-88

80px $space-80

72px $space-72

64px $space-64

60px $space-60

56px $space-56

48px $space-48

40px $space-40

32px $space-32

24px $space-24

20px $space-20

16px $space-16

12px $space-12

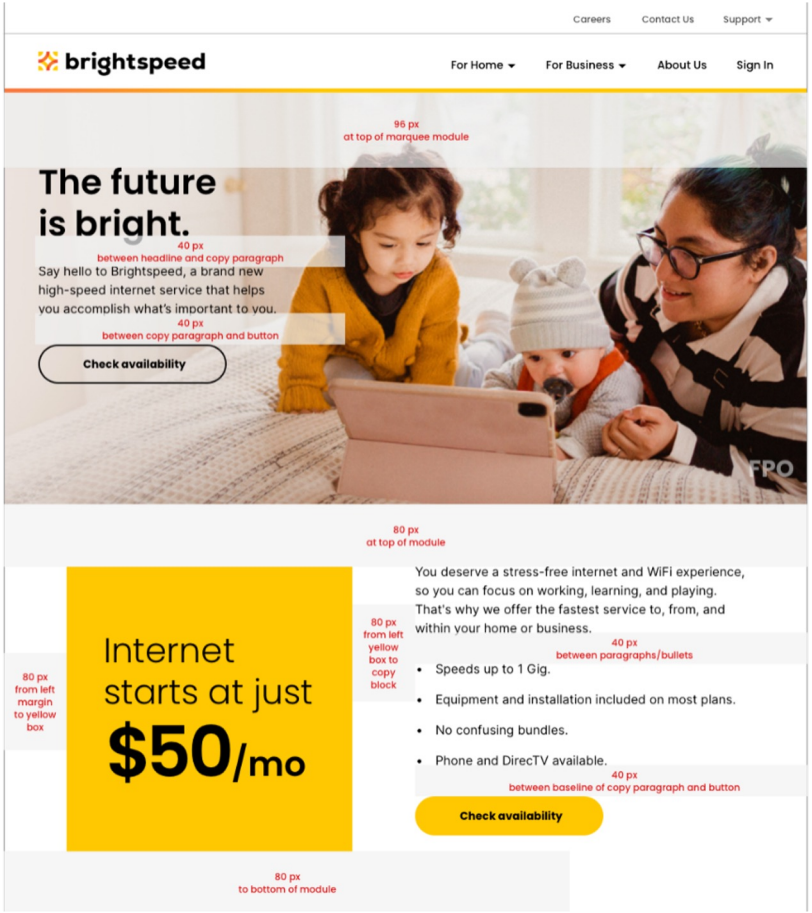
8px $space-8

4px $space-4

Web design

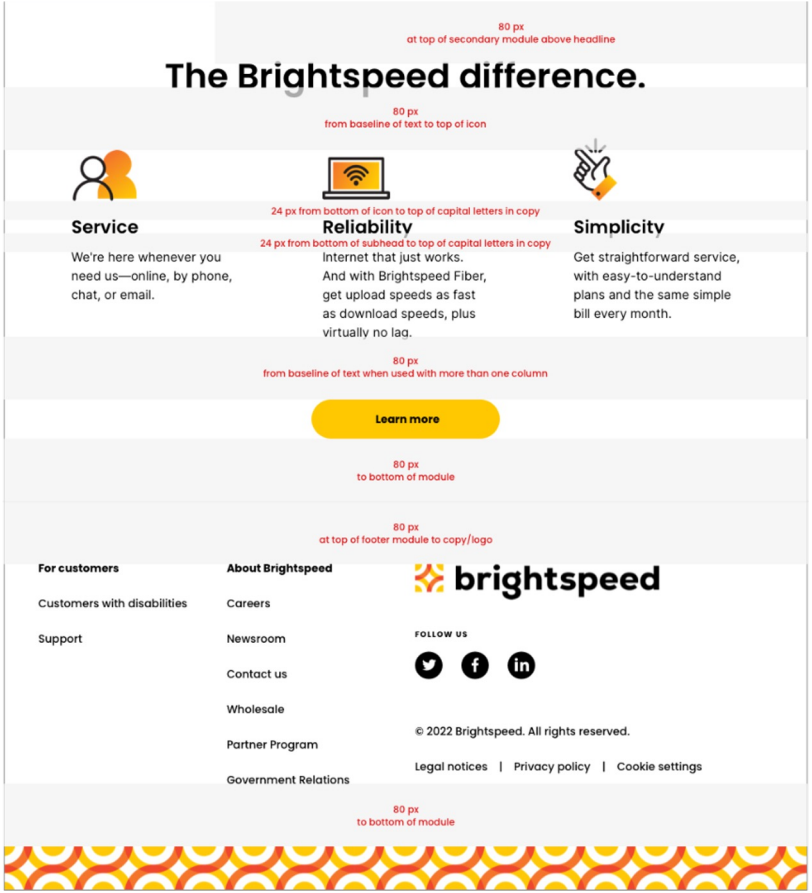
EXAMPLE - SPACING

How the spacing and padding values are utilized on our current homepage and other modules across our library



GLOBAL NOTE:
All spacing between headlines and paragraph copy is measured from the baseline of the first paragraph to the top of the top of the capital letters in the next paragraph.

EXAMPLE - SPACING, Cont.

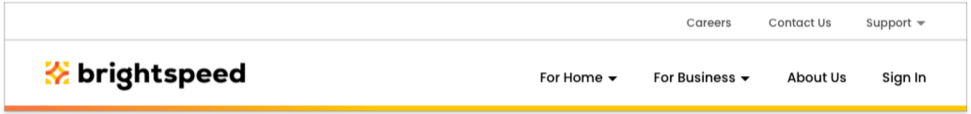


Web design

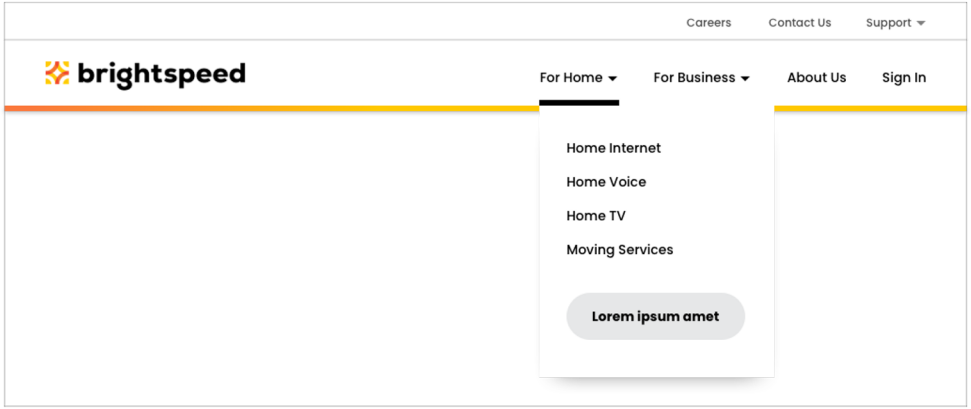
GLOBAL NAV HEADER

Our header design features the logomark and our gradient, as well as global links and a dropdown. Links are in **Strong Black** and **Reliable Gray**.

Desktop - 1024px x 110px



With dropdown. The black **indicator** bar appears on hover and click, along with the entire dropdown. The button is a dropdown button style.



Indicator states

Default

Nav Dropdown

Hover

Nav Dropdown

Active

Nav Dropdown

Default

Nav Link

Hover/Active

Nav Link

Default

Subnavigation Link

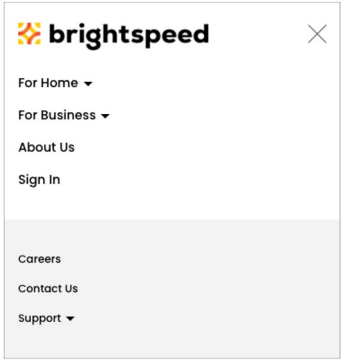
Hover/Active

Subnavigation Link

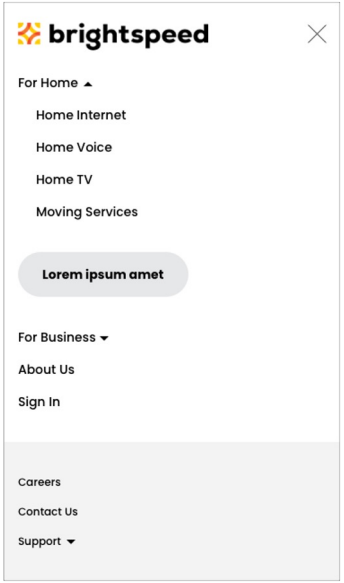
GLOBAL NAV HEADER, Cont.

Mobile - 375px x 70px

State 1



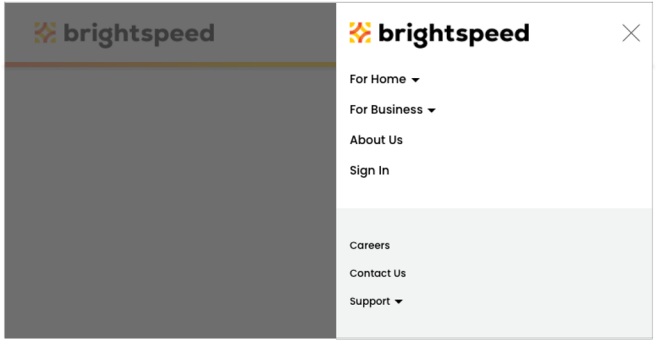
State 2



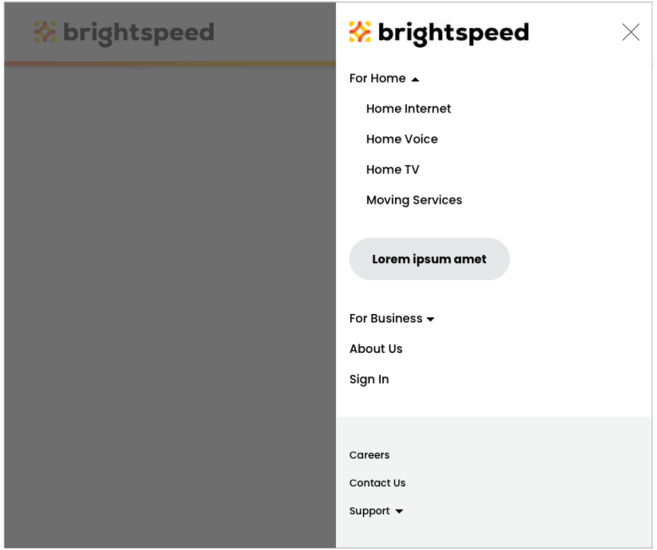
GLOBAL NAV HEADER, Cont.

Tablet - 768px x 70px

State 1



State 2



Web design

CAMPAIGN LANDING PAGE HEADER

For campaigns, we omit the global links in the header bar. This focuses users on the CTA path.

Desktop - 1024px x 110px

Tablet- 769px x 70px

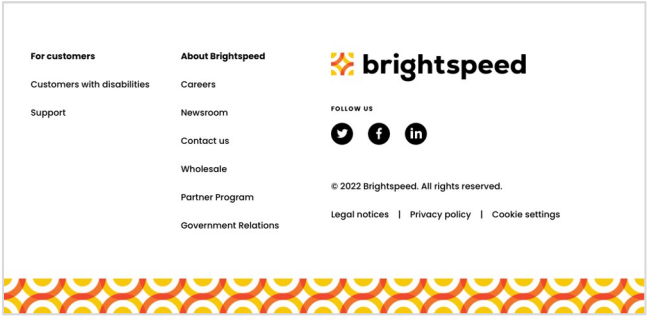
Mobile - 375px x 70px

Web design

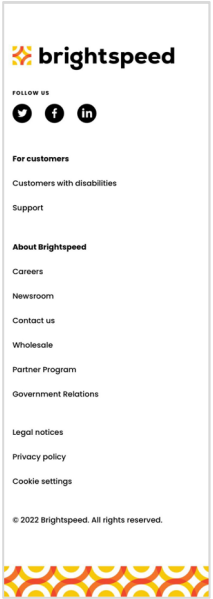
FOOTERS

Footers are used on all web pages and feature 2 of our elements: typography and pattern. The pattern is cropped at the center of the circles.

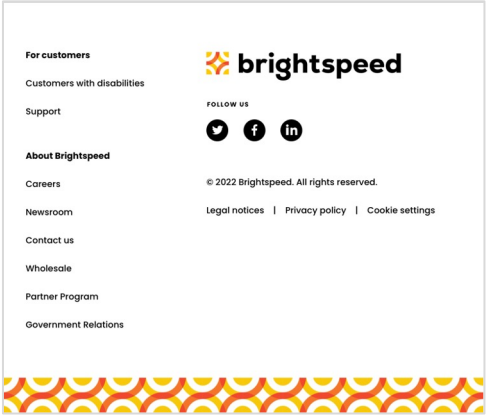
Desktop



Mobile



Tablet

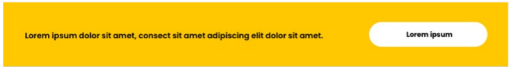


BANNERS

Banners are used to alert customers of service changes, promotions and other timely information. In all cases, they span the full viewport area.

Belly band banner with white CTA button

Desktop

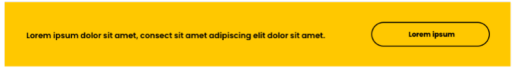


Mobile

Tablet

Belly band banner with transparent CTA button

Desktop



Mobile

Tablet

Single line gray informational banner

Desktop

Mobile

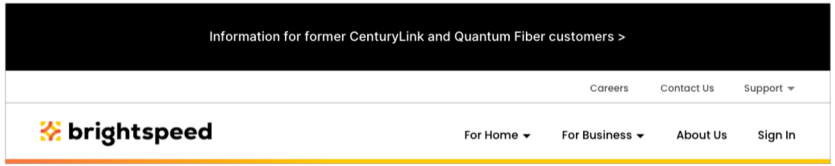
Tablet

BANNERS

Alert banner

The alert banner is specifically featured on our homepage. It is always white text on **Strong Black**, at a height equal to the header bar. See below for placement.

Desktop

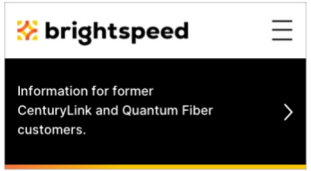


Banner

Standard navigation

Gradient

Mobile



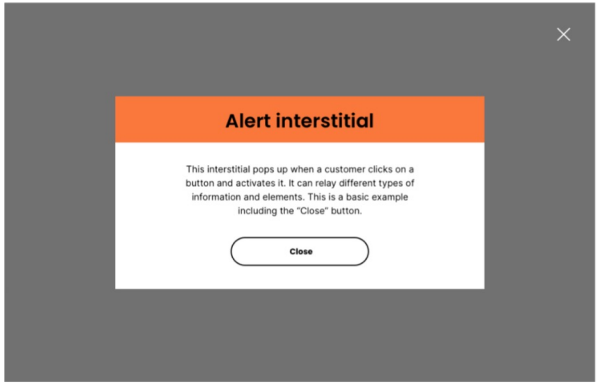
Tablet

Note:
The UX for the alert banner is still work-in-progress, so additional functionality may be added to it in the short term, which might also affect design.

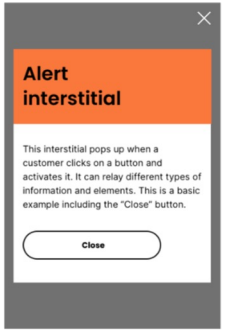
INTERSTITIALS

Interstitials are used for alerts for critical information within the user flow. They always appear over a layer of **Strong Black 75 at 80% opacity**. We always use the color combo **Strong Black** on **Approachable Orange** for the top header, and the territory button style.

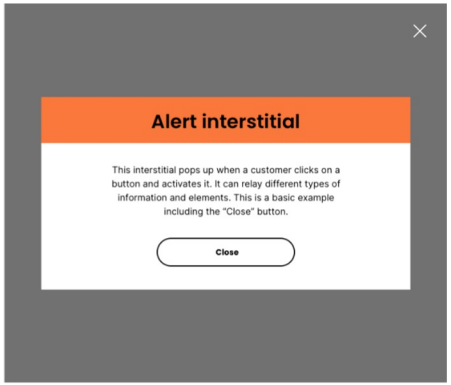
Desktop



Mobile

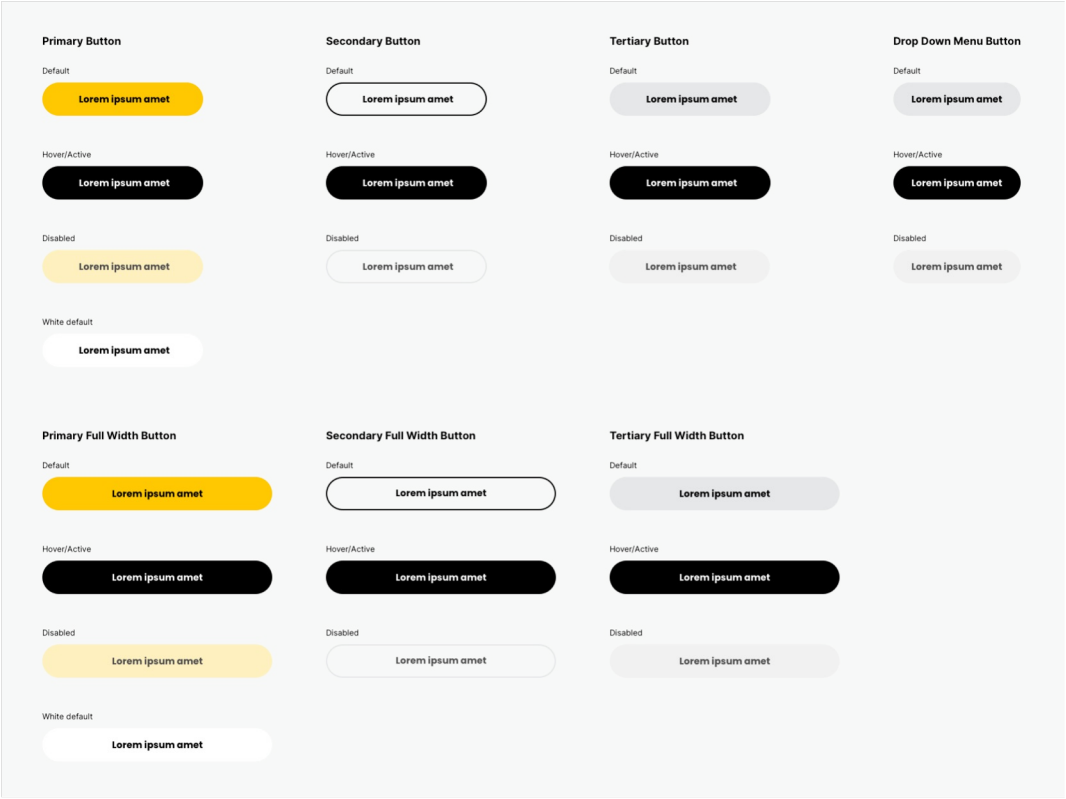


Tablet



BUTTONS

Every web page should have at least one primary button. See below for a full list of button styles, depending on use.



PULL QUOTE CARDS

Brightspeed is built around a mission, and sometimes the most impactful way to introduce content is with a bold quote. We use a single oversized left-hand quotation mark in **Bright Yellow**, layered under a live text quote in **Strong Black**/Poppins Light that finishes with the closing quotation mark. **Character counts should be 50 maximum, including spaces.**

Desktop

"We're building fast, reliable internet for all."

Mobile

"We're building fast, reliable internet for all."

Tablet

"We're building fast, reliable internet for all."

PROMO CARDS

Please use these card layouts for all deal-based promotions. Background color can be **Bright Yellow**, Strong Black or, in brief instances, **Approachable Orange.**

Desktop

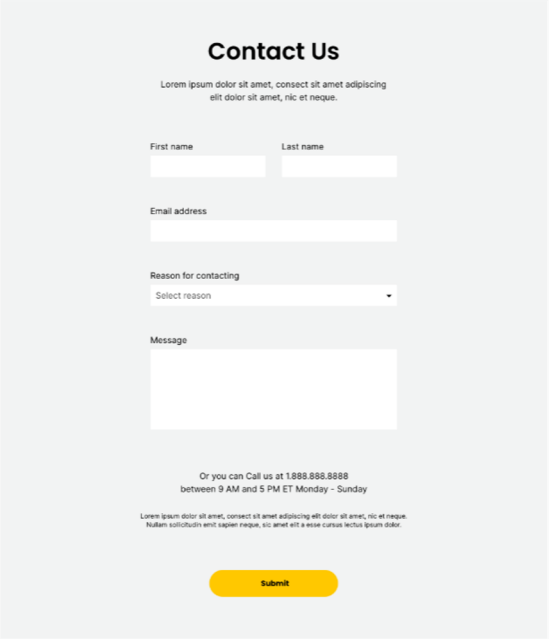
Mobile

Tablet

FORMS

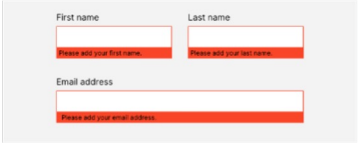
Our forms have a **Reliable Gray 50** background that spans the full viewport area, with no outside stroke. Headlines are Poppins Semi-Bold, and form copy is Inter Regular.

Desktop



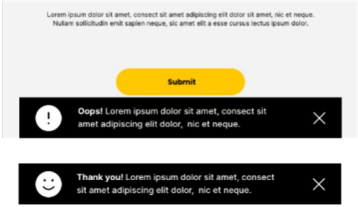
Example of alternate states

Error state



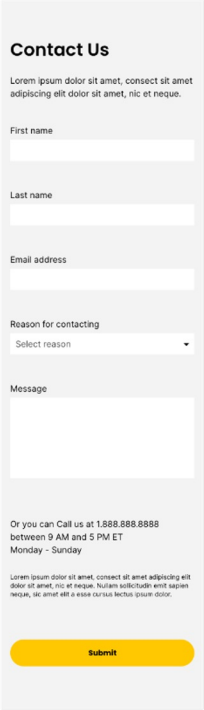
Hover state

Error/Success pop-up state

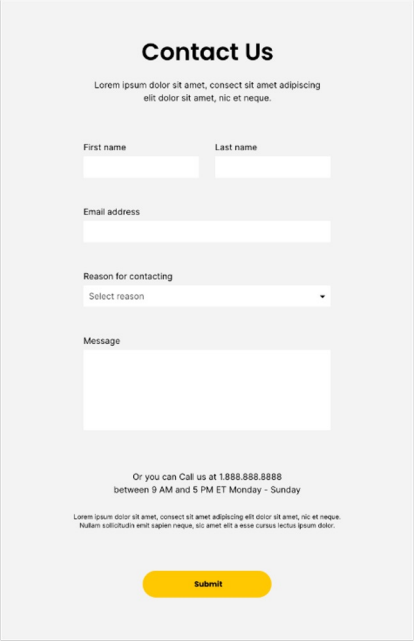


FORMS, Cont.

Mobile



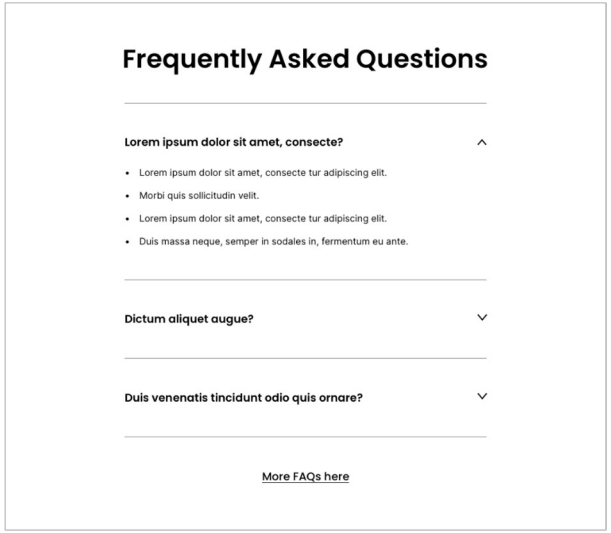
Tablet



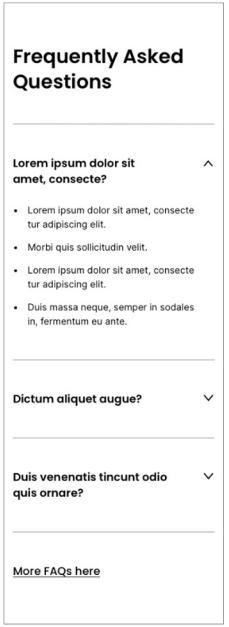
ACCORDION MODULE

An important part of our design methodology is reducing cognitive load while also making sure users have access to the information they need to move ahead. Use this accordion module for any page where valuable context is needed.

Desktop



Mobile



Tablet

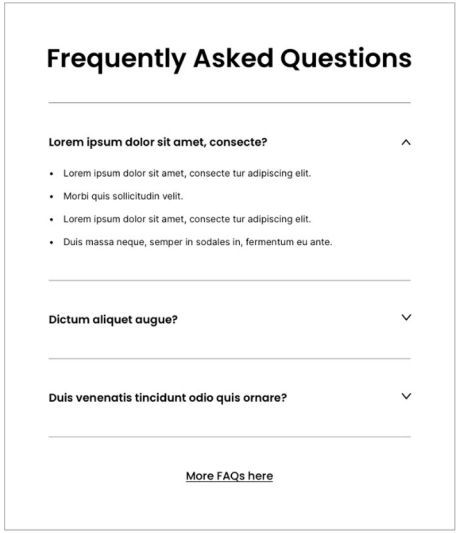
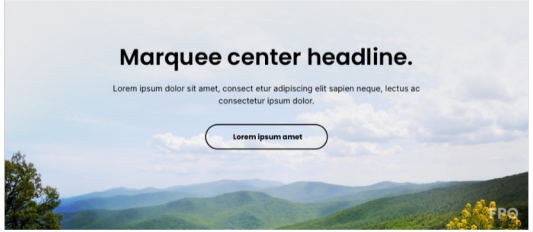
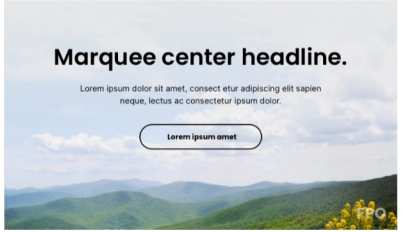


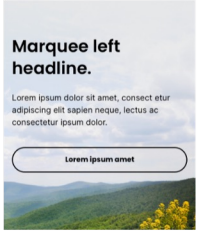
PHOTO MARQUEE

Our marquees function as an introduction to the page. They should feel inspiring, clear and optimistic. Photography should be used on most marketing and product pages.

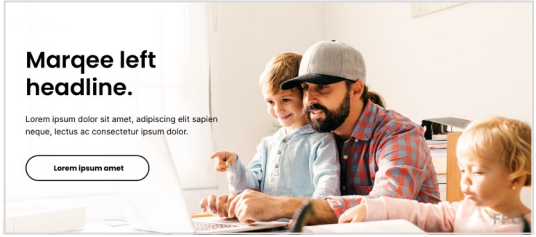
Center align

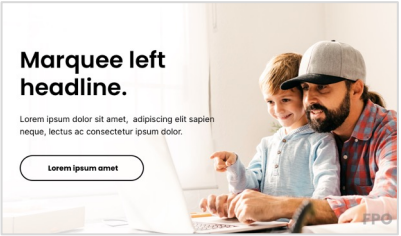


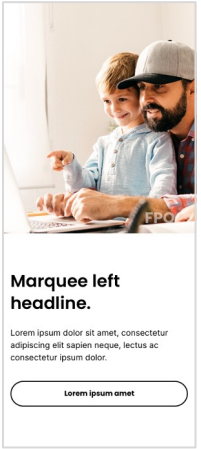




Left align



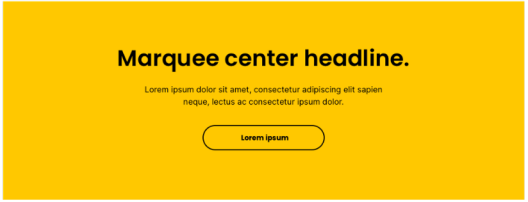


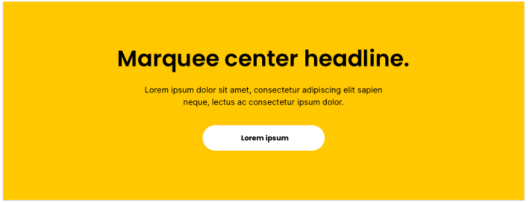


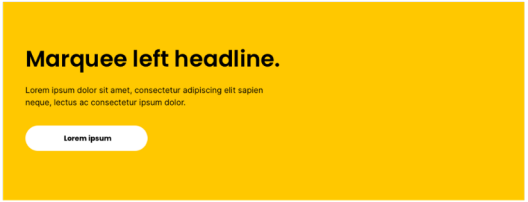
COLOR BLOCK MARQUEE - YELLOW

The color block marquee features **Bright Yellow** or **Simple White** backgrounds, and it is a useful module to bring simplicity and color to any layout. **Character counts for headlines should be 40 maximum, including spaces.**

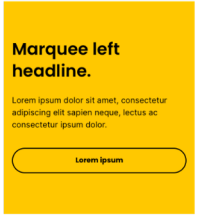
Desktop

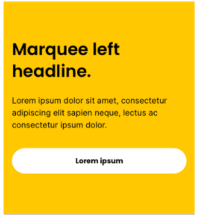


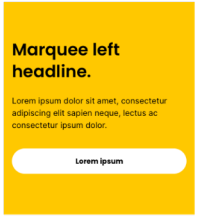




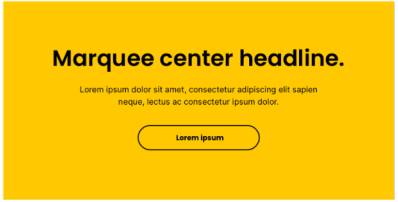
Mobile

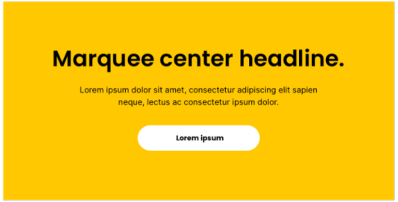


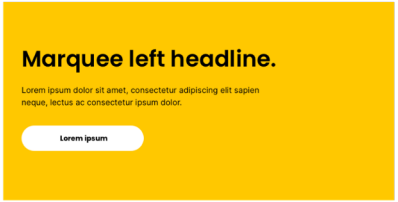




Tablet



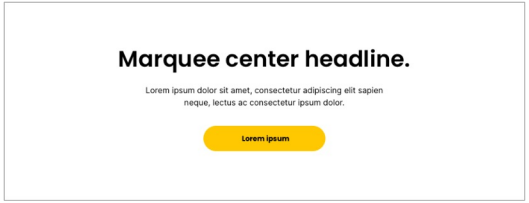




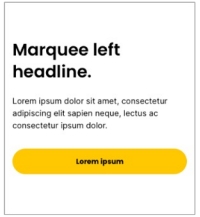
COLOR BLOCK MARQUEE - WHITE

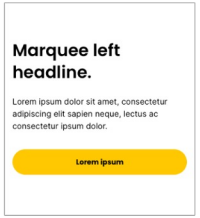
The color block marquee features **Bright Yellow** or **Simple White** backgrounds, and it is a useful module to bring simplicity and color to any layout. **Character counts for headlines should be 40 maximum, including spaces.**

Desktop

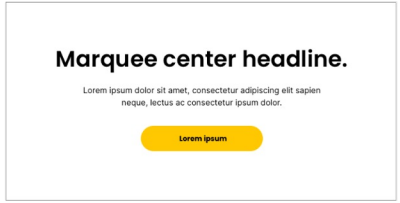


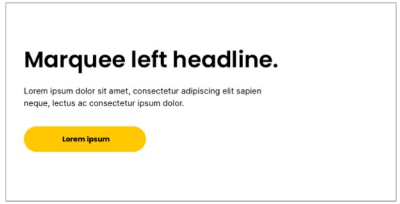
Mobile





Tablet





HEADLINE MARQUEE

The headline marquee is used to stack a headline and sub-head over a large image area, section or other content. It spans the full width.

Desktop

Marquee centered HL with SH.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Marquee centered HL with SH.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Mobile

Marquee left HL with SH.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Marquee left HL with SH.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Tablet

Marquee left HL with SH.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Marquee left HL with SH.

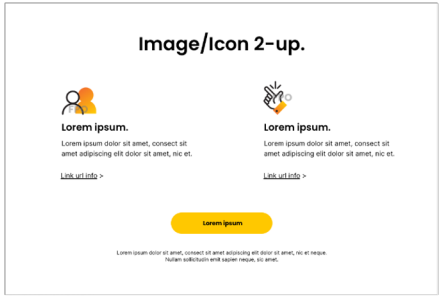
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2- AND 3-COLUMN MODULE

Use this module for introducing value propositions, product benefits or other content. Icon areas can be used or suppressed for a cleaner look.

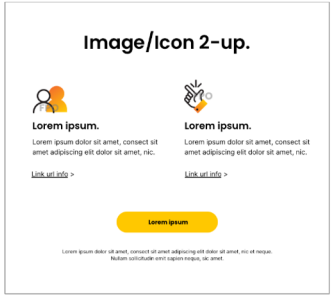
2 column

Desktop



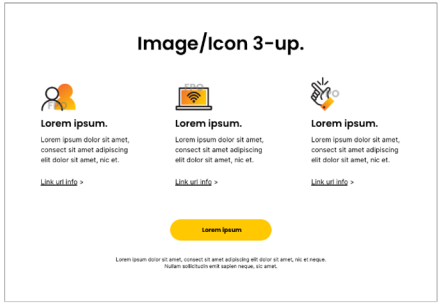
Mobile

Tablet



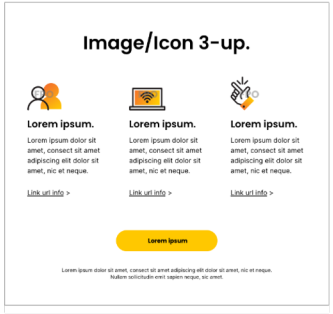
3 column

Desktop



Mobile

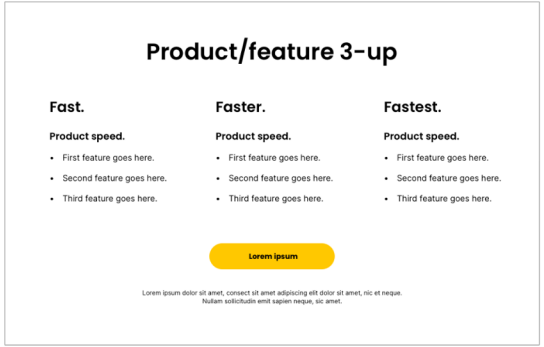
Tablet



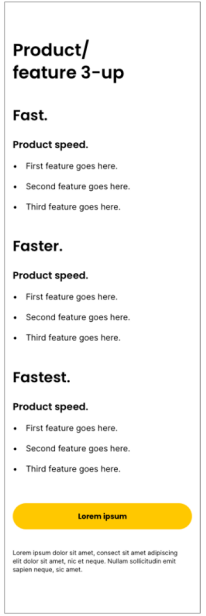
2- AND 3-COLUMN PRODUCT/FEATURE MODULE

An alternate format for similar content as previous page.

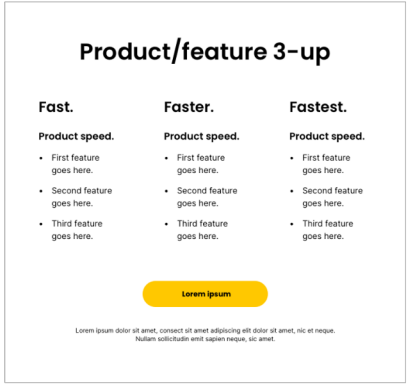
Desktop



Mobile



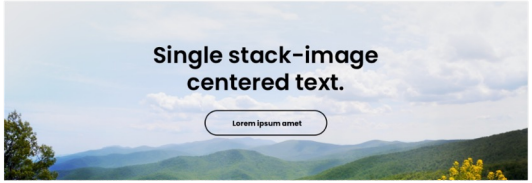
Tablet

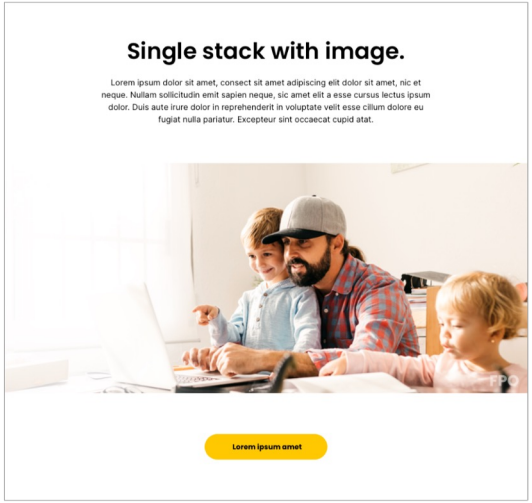


SINGLE STACK WITH IMAGE

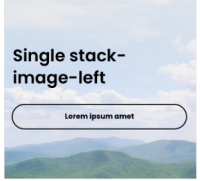
Content modules for secondary and lower-page placements.

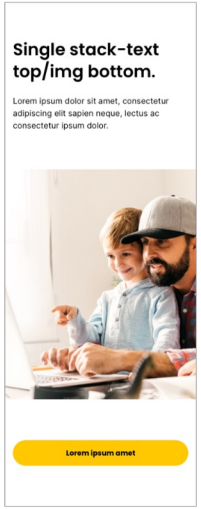
Desktop



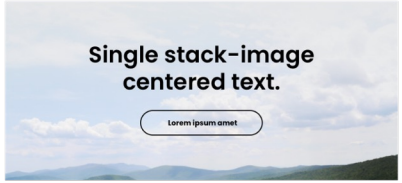


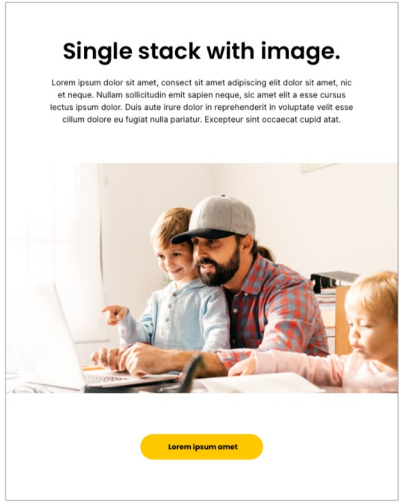
Mobile





Tablet



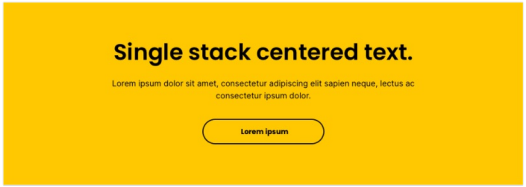


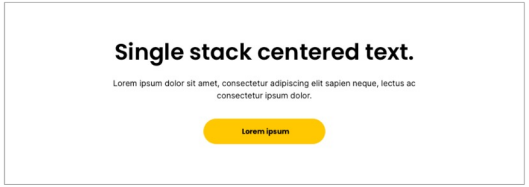
Web design

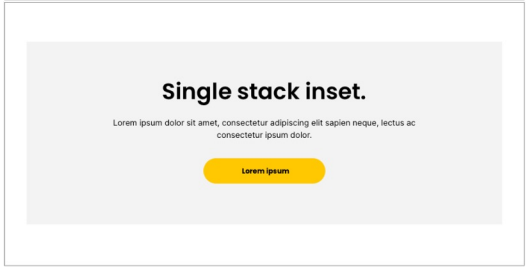
SINGLE STACK WITH SOLID BACKGROUND

Content modules for secondary and lower-page placements.

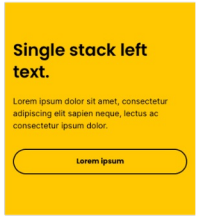
Desktop

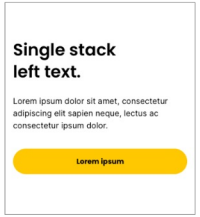


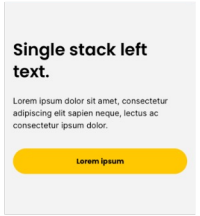




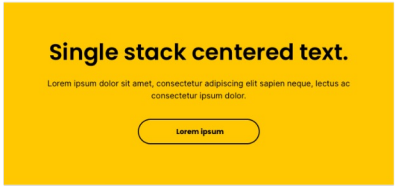
Mobile

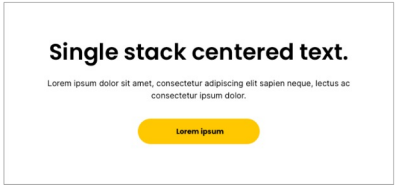


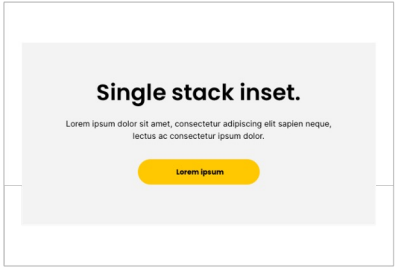




Tablet





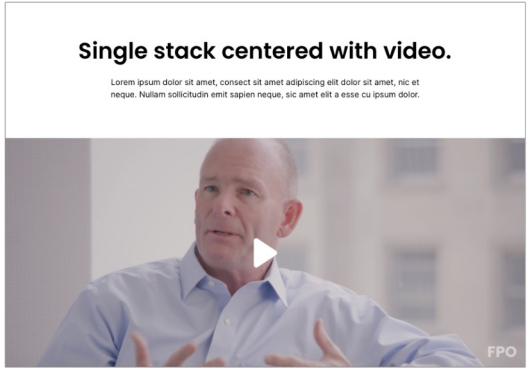


This module can utilize a transparent or white button.

SINGLE STACK WITH VIDEO

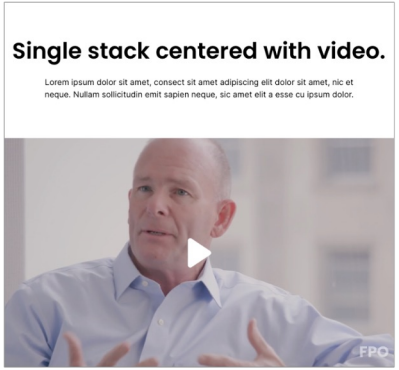
Video content modules. Choose thumbnail images that are clear and tease the content without distracting additional graphics.

Desktop



Mobile

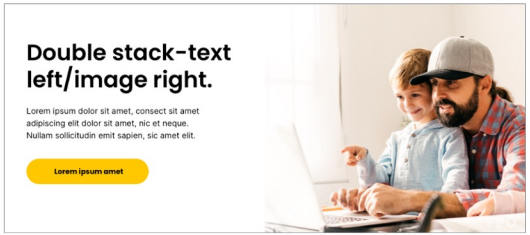
Tablet



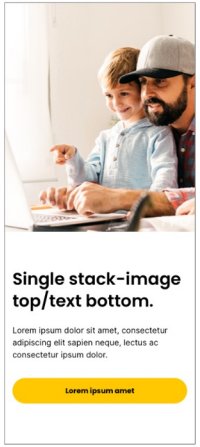
DOUBLE STACK WITH IMAGE

Use these alternate formats to create alternating stack arrangements for image modules on a page.

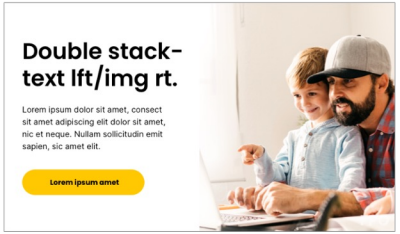
Desktop



Mobile



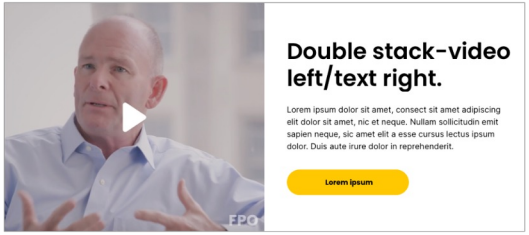
Tablet



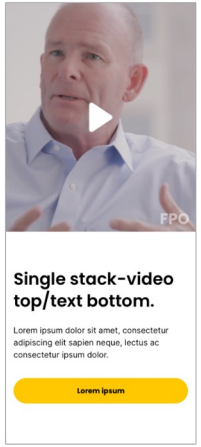
DOUBLE STACK WITH VIDEO

Use these formats to create alternating stack arrangements for video modules on a page.

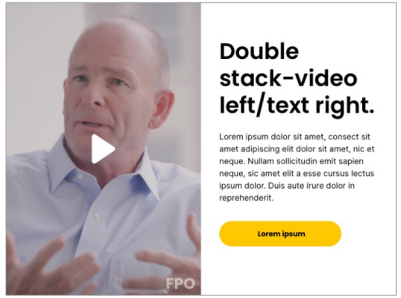
Desktop



Mobile



Tablet



brightspeed