

**BRAND IDENTITY STANDARDS
AND GUIDELINES MANUAL**



Introduction

The .CO Internet Brand Identity Standards and Guidelines Manual is the basic guide for establishing and maintaining a consistent look for the .CO Internet brand identity. We have outlined the appropriate standards for correctly implementing the .CO Internet brand mark, color palette, and typography — the primary graphic elements of the identity, while providing the flexibility to generate creative solutions to items that are not specifically covered here. As with the use of any manual, you will need to use these standards and guidelines in the context of sound design and communications principles.

This manual has been prepared to ensure the integrity of our identity. It is imperative to follow these guidelines to help us maintain an effective and consistent standard in our communications.

The Brand Mark

The .CO Internet brand mark is the primary graphic component of our identity. This is the only brand mark or symbol acceptable to identify our .CO Internet product, .CO.

The .CO Internet brand mark is the visual representation of our name. The letterforms that make up the brand mark are customized and visually spaced between the individual letterforms to create a visual harmony within the brand mark. The custom-drawn field the letterforms fit within is the representation of our online space.

The relationship of the elements that make up the .CO Internet brand mark may never be altered.

To ensure consistency, the brand mark should always be reproduced from master electronic files. Files are obtainable from our .CO Internet Communications Department.

The .CO brand mark should only be used when referring to the 2nd level .CO domain (example.co). It should never be used when referencing the 3rd level (example.com.co).



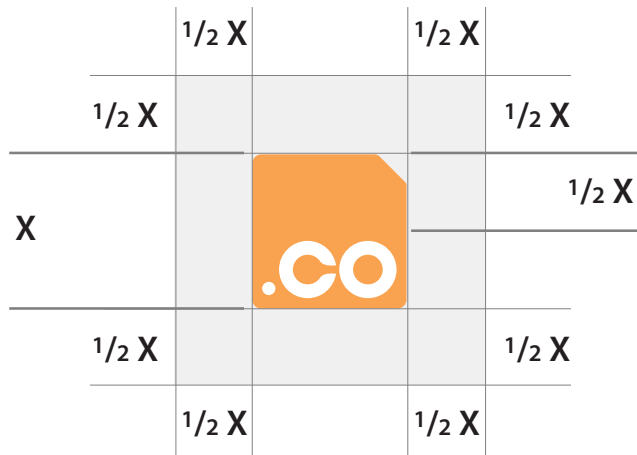
Clear Space and Minimum Size

Clear Space

A clear space has been established for the brand mark to ensure the clarity of the brand identity in all visual representations. The clear space is equal to one-half the height of the brand mark. The clear space must be maintained around the brand mark in all reproductions.

Minimum Size

A minimum size for reproduction has been established for the brand mark to protect the clarity and impact of the brand identity and its appearance. The width of the brand mark should be no smaller than 3/8 inch or 9.525 mm in all applications. The height is measured from the top of the symbol to the bottom of the brand mark as illustrated below.



The width of the minimum size is equal to 3/8 inch and 9.525 mm.

The clear space is illustrated above with gray shading, and is equal to one-half the height of the brand mark.

Unacceptable Use of the Brand Mark

Care must be taken to ensure correct and consistent reproduction of our brand mark in every application. Incorrect use of our brand mark compromises our brand's integrity and effectiveness. Some common misuses are shown below.

These examples do not represent every misuse, they reflect common situations to avoid. To ensure correct reproduction, always begin by reviewing this manual and by using only original electronic files of the brand mark.



Do not change the orientation of the brand mark.



Do not move elements of the brand mark.



Do not move or rotate elements of the brand mark.



Do not stretch or compress the brand mark.



Do not change the shape of the brand mark.



Do not use colors that are not in our color palette



Do not change the typography in the brand mark.



Do not add other elements to the brand mark.



Do not enclose the brand mark in any shape.

Brand Mark Color

Our Primary Color

The .CO Internet primary color is PMS 1505 C. Our primary color is to be used together with our color palette to reinforce our brand and the values we stand for. Our primary color and color palette is one of the basic tools we leverage to build a visual vocabulary, reinforcing the brand to both internal and external audiences.

For process color printing, the use of CMYK values is not recommended. Please use either PMS 1505 C or PMS 021 U.

Additionally, RGB values are provided and should be used for all presentation materials, and HEX formulas for digital applications.

Note: When printing on uncoated paper PMS 021 U is used instead of PMS 1505 C.

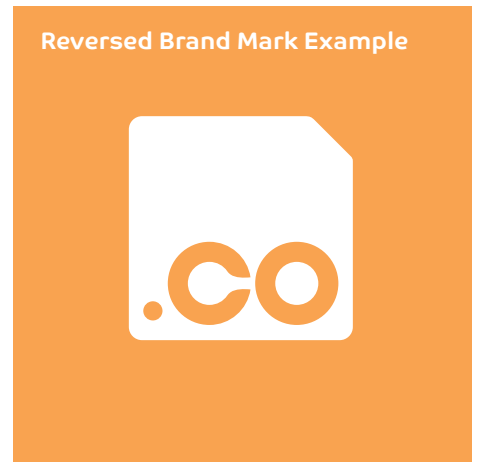


Pantone®	1505 C and 021 U
CMYK	NOT RECOMMENDED
RGB	255/110/0
HEX	F9 A3 51

Color Applications

The primary color brand mark is the preferred application to visually represent our brand. Use PMS 1505 C, or the RGB, or HEX values indicated above to represent PMS 1505 C.

The black brand mark and reversed out brand mark are for applications that for technical or budgetary reasons will not permit the use of color printing. For example, use the black version for forms, faxes and low-resolution office printing.






Black Brand Mark Example





Secondary Color Palette

The secondary color palette has been selected to complement the primary brand color. The five colors below may be used as accents with the primary color.

In addition to the five colors PMS 7544 may be used as a neutral color to complement the primary brand color and the other secondary colors.

			
Pantone®	285	390	1795
CMYK	84/44/0/0	22/0/100/8	0/94/100/0
RGB	0/125/195	194/205/35	238/52/36
HEX	00 7D C3	C2 CD 23	EE 34 24

			
Pantone®	249	632	7544
CMYK	40/100/0/28	92/0/15/5	10/1/0/40
RGB	126/12/110	0/168/203	149/160/169
HEX	7E 0C 6E	00 A8 CB	95 35 72

Our Tagline: Create Your Opportunity

In many marketing applications it is appropriate to use our tagline, Create Your Opportunity. The tagline evokes the spirit of the brand and builds our link to online capabilities for names already used on the traditional .com, .net and other domains. Master electronic files are obtainable from our .CO Internet Communications Department.



Create Your Opportunity



Our Spanish Tagline: Construye tu Oportunidad

In many marketing applications it is appropriate to use our Spanish tagline, Construye tu Oportunidad. The tagline evokes the spirit of the brand and builds our link to online capabilities for names already used on the traditional .com, .net and other domains. Master electronic files are obtainable from our .CO Internet Communications Department.



Construye tu Oportunidad



Co-branded Logos

Certain layouts require a co-branding with .CO Partners. Here is how to handle multiple logos.

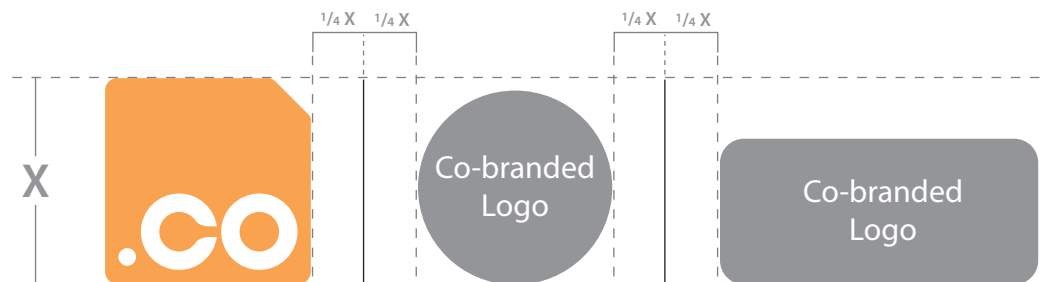
Make all of the logos visually equal in size. The height of the co-branded logos must not exceed the height of the .CO logo.

Align the .CO logo horizontally with other company logos along their respective baselines.

Always put the .CO logo in the lead position, and make sure the correct clear space is maintained as shown here.

The Divider line is always a .5 point black rule.

The .CO Internet primary color is PMS 1505 C. It is to be used in conjunction with the secondary color palette. In the event that for technical or budgetary reasons the .CO Internet primary and secondary color palettes cannot be used, then use the black brand mark or reversed out brand mark alternates.



Typography

Maintaining a unified style relies heavily on typography to act as a common identification element. The type family of CO has been selected for its distinctive character. The CO type family consists of the primary type fonts acceptable for use on all materials.

Headlines play a prominent role in our communications. They provide a visual and verbal hook for our audiences. Headlines and subhead copy is set in CO.

The CO family of fonts are available at:
<http://www.daltonmaag.com/browse/fonts/dama/co>

Additionally, to contrast the CO type family, Helvetica Neue Condensed has been selected for use in body text. Body text is set with standard tracking and leading. It is available from a variety of online typography stores such as www.linotype.com, www.fontshop.com, www.itcfonts.com and www.philfont.com.

Acceptable styles are illustrated below.

Co Headline and Co Text

Co Headline Bold Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Co Headline Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Co Headline Light Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Co Text Bold Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Co Text Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Co Text Light Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Helvetica Neue Condensed

Helvetica Neue Condensed

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Helvetica Neue Condensed Oblique

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Typography Continued

Word, PowerPoint and Web Applications

We will use Calibri and Arial, which are standard fonts on all computers, for all general office desktop applications, including PowerPoint® and Microsoft Word.

The type font of Calibri has been chosen for its similarity to the CO family of typefaces. Headline and subhead copy is set in Calibri.

The type font Arial (which is similar to Helvetica Neue) has been selected to set body copy.

The use of Calibri and Arial for day-to-day general office applications allows us to share our work, both internally and externally, without any conflicts or loss of quality.

Calibri

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz