Phase3 telecom

Connecting networks, businesses and people...

Guidelines for the Use of Brand Logo & Icons

PRIMARY LOGO

The primary logo is the preferred logo.
It should be used in most applications.

The black or white logo variations must
be used when placed on a darker or
image background.

SECONDARY LOGO

The secondary logo should be used for all
group applications where the generic Phase3
brand is used. It should be used when dealing
with a space issue, where the main logo becomes
too small or doesn't fit into it's allocated space.

e.g. the header on the website.

Phase3
t e l e c o m

Phase3
t e l e c o m

Phase3
t e l e c o m

LOGO - APPLICATION - MINIMUM SIZE

To ensure maximum reproduction quality of the Phase3
identity, the primary logo may not be reduced smaller than
20mm.

The secondary logo may not be reduced smaller than 10mm.

20mm

10mm

LOGO - INCORRECT IDENTITY CONFIGURATION & COLOUR USAGE

The correct colour application of the Phase3 primary, secondary and tertiary logo should only ever be used as they are shown in previous pages of this document. No other colour application of the identity may be used and colour may not be mixed.

These logos may not be stretched in any way. The icon must always appear to the left of the brand name. These rules apply to all logo variants.

FONTS

The font used throughout any and all design and communication is Century Gothic.

As the font family is extensive, no secondary font is to be used.

BOLD ITALIC

BOLD

ITALIC

REGULAR

COLOUR PALETTE
PRIMARY & SECONDARY

The Phase3 primary colour palette may be used in Pantone, CMYK and RGB colours to allow for use across all platforms of print and electronic media. Any deviation in colour, spot, process or RGB contrary to these colours is not acceptable and is not permitted under any circumstances.

PRIMARY

Primary Red

Hex Value: ed3439
Pantone Red 1797 U

PRIMARY

Primary Grey

Hex Value: aaa7ad
Pantone Grey 402 U

PRIMARY

Primary Black
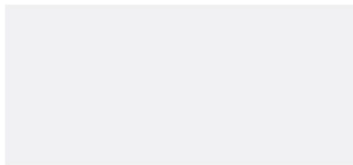
Hex Value: 2b2a29
Pantone Black 19-0923 U

COLOUR PALETTE
SECONDARY

The Phase3 tertiary colour palette must be used
only as an accent to the primary and secondary colour
palette (e.g: background colours, iconography, etc).
It may be used in CMYK and RGB colours to allow for
use across all platforms of print and electronic media.
Any deviation in colour, spot, process or RGB contrary
to these colours is not acceptable and is not permitted
under any circumstances.

SECONDARY

Hex Value: f1f1f2

SECONDARY

Hex Value: bbbdbf

SECONDARY

Hex Value: 808184

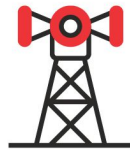## SECONDARY

Hex Value: 404041

ICONOGRAPHY

Each of the icons below may only ever be used
to depict its prescribed title, or something of
a directly similar nature (e.g: the Business Apps
icon may be used to show Data and Analytics,
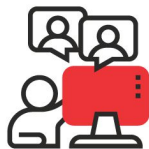but may not be used to depict Stocks).

Screen	Modem	Antennae	Satellite	Satellite Dish	Internet
Social Networking	Video Chat	Business Apps	Online Learning	Online Banking	Email & Internet	Online Entertainment

ICONOGRAPHY

The Phase3 iconography must always and only be used in one of the six colour ways shown.