



VISUAL BRAND GUIDELINES
2023

LOGO

FULL COLOR

Full color logo is to be used on light colored backgrounds such as white, or over top a photo with a light colored background. It is not to be used over a photo with a variety of colors.



WHITE

White logo is to be used over a dark background. This is likely placed on top of dark, solid colored images, the Broadnet brand gradient, or solid dark colors.



LOGO CLEAR SPACE

Allow for approximately 1/5 of the logo width (not including ®) on all sides of the Broadnet logo.



NOTE: Regardless of if the Broadnet logo is on the page, the superscript registered symbol (®) must be included after the first written mention. The remaining instances should be without the symbol.

LOGO

FULL COLOR

Full color logo is to be used on light colored backgrounds such as white or over top a photo with a light colored background. It is not to be used over a photo with a variety of colors.



WHITE

White logo is to be used over a dark background. This is likely placed on top of dark, solid colored images, the Broadnet brand gradient, or solid dark colors.



PAIRED LOGO

Pairing the Access Live logo and the Broadnet logo is necessary in some cases for Access Live marketing materials. Space logos approximately 1/5 of the Broadnet logo width apart with straight bar in the middle.



NOTE: Regardless of if the Access Live logo is on the page, the trademark symbol (™) must be included after the first written mention. The remaining instances should be without the symbol. Always use the full trademarked name and proper capitalization.

LOGO

FULL COLOR

Full color logo is to be used on light colored backgrounds such as white or over top a photo with a lightcolored background. It is not to be used over a photo with a variety of colors.



WHITE

White logo is to be used over a dark background. This is likely placed on top of dark, solid colored images, the Broadnet brand gradient, or solid dark colors.



PAIRED LOGO

Pairing the Surveyor logo and the Broadnet logo is necessary in some cases for Surveyor marketing materials. Space logos approximately 1/5 of the Broadnet logo width apart with straight bar in the middle.



NOTE: Regardless of if the Surveyor logo is on the page, the superscript registered symbol (®) must be included after the first written mention. The remaining instances should be without the symbol. Always use proper capitalization.

LOGO

WORD MARK

Use the word mark style to represent any of the following products in marketing materials.

STREAMING
NOTIFICATIONS
AUTO-CALLS

STREAMING
NOTIFICATIONS
AUTO-CALLS

POWERED BY LOGO

This logo is only to be used when we are creating white label materials for partners where their logo also appears on the document.

 powered by
BROADNET®

 powered by
BROADNET®

TYPOGRAPHY

DOMUS FONT FAMILY

Domus font family is the primary font used for Broadnet logos and branded materials. It is the primary font used to draw attention in headlines, subheadlines, text call outs, call-to-actions, and more.

There are three weights, which can be used in *italic* in any of these styles, to encourage more attention. Domus can be used in ALL CAPS for headlines. Use default for subheads or call outs. Domus font family should be used in Broadnet branded colors, such as dark blue or turquoise (found on page 6).

WHEN TO USE

Domus light can be used as a headline or a subhead paired with Domus Semibold. This is used to create contrast between font weights. Do not use alone.

Domus Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$%&*!().,

WHEN TO USE

Domus regular can be used in many cases to call out anything for attention. This weight can be used by itself and within marketing pieces for calls-to-action or text call outs.

Domus Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$%&*!().,

WHEN TO USE

Domus semibold is used as the main headline weight. This can be used by itself, but prefer to pair it with Domus light for visual appeal of the different fonts.

Domus Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$%&*!().,

TYPOGRAPHY

Helvetica Neue Font Family

Helvetica Neue is the secondary font family for Broadnet branding. The main use of this font is for paragraph text. Helvetica is not to be used in headlines or subheads.

Helvetica is the font fallback and can be used in place of Helvetica Neue and Domus for any situation in which those fonts are unavailable. Helvetic Neue should only appear in the color black or white.

WHEN TO USE

Helvetica light is to be used for main body and paragraph text within marketing materials. It is not meant for headlines. Helvetica light is not to ever be used in all CAPS outside of body text paragraphs.

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$%&*!().,

WHEN TO USE

Helvetica Neue Bold may only be used in paragraph call outs for short words or phrases that need additional attention. Bold is not to be used for body text.

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$%&*!().,

BRAND COLORS

COLOR SPECIFICATIONS

The Broadnet brand colors are meant to be soothing and represent a cool tone, which is seen often in the technology industry. There are two main colors, primary and secondary color application.

PRIMARY COLORS

Primary colors should be used as the main color blocks within marketing pieces and anything with the Braodnet brand.

TURQUOISE



Hex Code: #137a99

C: 86 R: 19
M: 42 G: 122
Y: 28 B: 153
K: 3

DARK BLUE



Hex Code: #21386e

C: 100 R: 33
M: 88 G: 56
Y: 29 B: 110
K: 16

SECONDARY COLORS

Secondary colors are to be used to support the primary colors. These are never to be used as a primary focus on a marketing piece, but as a supplement to the use of Turquoise and Dark Blue.

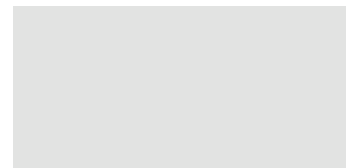
DARK GRAY



Hex Code: #444444

C: 67 R: 68
M: 60 G: 68
Y: 59 B: 68
K: 44

LIGHT GRAY



Hex Code: #e2e2e2

C: 10 R: 226
M: 7 G: 226
Y: 8 B: 226
K: 0

GRAPHIC STYLING

BRAND ELEMENTS

These primary brand design elements will make up the the layouts and use of space within marketing materials and graphics.

GRADIENT

The gradient is to be used to add visual interest to a marketing piece. Use the gradient by itself, or with geometric pattern overlay (see next page). Gradient can also be used as an overlay on an image.



Turquoise > Dark Blue

GEOMETRIC PATTERN

Geometric pattern is to be used as a background element among marketing pieces. This can typically be found bleeding to the edge in corners.



On white background:
Turquoise Brand color
15% opacity

GRADIENT + GEOMETRIC PATTERN

Using the gradient with the geo pattern is one of the most recognizable visual elements of the brand. It is important to use it sparingly, and pair it with other elements of the brand such as white space. It is used mostly as a background with white text or logo on top.



Turquoise > Dark Blue
Geo Pattern: white pattern with Overlay blending mode at 63% opacity.

ANGLE

The slight angle of design elements helps bring consistency and interest to host visual elements and informaton. This can be used throughout marketing pieces. Pair with straight lines and sharp edges.



approx. 8% angle

IMAGERY

PHOTOGRAPHY

Our brand and company's products primarily focus on communication via various devices, from computers and tablets, to mobile and landline phones. With that being said, we primarily focus on imagery that supports the end user of the product.

IMAGE TONE

Stock Images used in Broadnet branding should depict a candid, unstaged or altered scenario. Focus imagery on every day type settings and images that relate to the topic of the marketing piece. Do NOT use images that are cheesy, seem staged and forced, or too graphic-heavy.

Focus the tone on a clean corporate style without too many distractions. Using images in full color is encouraged, but make sure the color in the image does not distract from the layout or contrast negatively with our brand colors.



IMAGE STYLING

There are a few ways that images can be styled. Here are examples.

Full color



Gradient + Geo Pattern Overlay



80% opacity if covers the part of image

Gradient Overlay - Full



60% opacity if covers the entire image

Gradient Overlay- Partial



80% opacity if covers the part of image

Images used in Broadnet branding are purchased through our company Shutterstock account. Do NOT use images that are marked as "editorial use only" within marketing materials.

ICONS

ICONOGRAPHY

Using icons to represent various text and messages is important in Broadnet marketing materials and on the Broadnet website.

ICON STYLE

Icons used in Broadnet branding should be in a linear style, meaning the icons are essentially a stroke outlining the image. Icons are to be all one color. Do NOT use icons that are solid. DO use icons that are outlined on a solid background.

Style 1



Color #FFFFFF



Circle gradient container



This should only be displayed on a mostly white background.

Style 2



Color #137a99

OR

Color # 21386e



No container



This should only be displayed on a white background.

Style 3



Color #FFFFFF



Circle container

Color #137a99

OR

Color # 21386e



This should only be displayed on a white background.

Do NOT Use solid icons.



ICON USE

Icons can be used throughout materials to represent certain messages, features in a list, or form large call outs. Icons help add visual appeal and quickly represent and complement phrases and bodies of text.

Example:

Personalized, automated, pre-recorded messages reliably put you in contact with fans, followers and consultants, providing them with breaking news and information.

Use Notifications for emergency service communications, large-scale events that require last-minute updates, and reminders for pre-planned events.

View your results immediately following your Notifications broadcast. You will have access to a dashboard with detailed charts, graphics and statistics.

Quickly and efficiently call your audience with important information. Notifications are a better way to send important – and often urgent – information to large audiences quickly and efficiently. Our pre-recorded notifications service provides the ability to send many thousands of informative messages in a **cost-effective, automated way.**

Compliance Tools Reach your audience as needed, and know that our automated communications comply with federal and state regulations. As always, our networks provide the capacity, security and call-clarity to ensure the highest quality connections with speed and efficiency.

Learn more about notifying your audience: broadnet.com/notifications

Icons can be purchased through Shutterstock, or downloaded from the Flaticon library, or originally created.

EXAMPLES

877.579.4929 info@broadnet.com

BROADNET

Hi [NAME],

I had a great time meeting your colleagues at the CalSPRA conference this week! I was able to educate them on how Broadnet's digital forum technology helps schools save time and money, expand their audience, and is an easy addition to their communication strategy. I would love to share with you how our suite of products can help your school connect with thousands of staff, parents, and community members.

Plus, get a **25%* discount** available through June 2019.

Contact me to take advantage of this promotion.

We gave away a free event to **DISTRICT NAME**, and you can still get **25% off** through the end of June. Don't miss out on this great promotion! Now is the time to expand your ability to engage your community. Give me a call to learn more about how you can use Access Live to reach your audience any time, any where, on any device!

I look forward to hearing from you soon!

Patricia B. Director of Mobile: 4 Email: pro

CITY OF LITTLETON

The City of Littleton hosts regular in-person town hall meetings, with an average of 20 attendees. To include more residents, they utilized Access Live technology during their latest town hall. Participation was 98%.

BROADNET | ACCESS CUSTOM CALLER ID


ORDERING A CUSTOM CALLER ID:

Contact careteam@broadnet.com

- Provide the desired **area code** and an **alternate area code**
- If no alternate is provided, **delivery will be delayed** if the desired area code is unavailable
- Provide a **CNAM/Display name** of 15 alphanumeric characters or less (including spaces)
- Provide an **audio file*** – either as an attachment on the request, or the name of the file (if uploaded to the client account)

*If a sound file is not received, Broadnet will deactivate the Custom Caller ID after 30 days.

To understand what is required for a Custom Caller ID, please see [this article](#).



SOUND FILE BEST PRACTICES:

- Include the name of the **person/organization** responsible for the call
- Include a **phone number** that connects to the person/organization responsible for the call
- Include the option for the participant to **opt-out**
 - In order to enable the opt-out, ask the caller to enter their ten-digit number
 - For example, "If you would like to opt-out of future calls, please enter your ten-digit number now."
- The content of the message should be **generic** (not specific to a particular event)

If you have any questions about Custom Caller ID, contact careteam@broadnet.com.

BROADNET

ENGAGE YOUR AUDIENCE IN A UNIQUE WAY




The live video feed was streamed to their website to make the town hall more available. As a result, 162 residents were able to watch the event from wherever they were.

To smoothly host an in-person town hall with a virtual component, the City of Littleton had in-person attendees fill out questionnaires that were given to the panel to answer. Questions from phone and online participants were taken live throughout the town hall. This gave all participants the ability to join the conversation.

With the help of a custom social media plan, the City of Littleton was able to easily and successfully promote the in-person and virtual town hall. This also allowed residents to register to get a phone call when the event began. **There were 571 phone attendees who listened for an average of 22 minutes.**

During the town hall, the City of Littleton posted highlights created by Broadnet's Social Center to their social media pages. 24 hours after their event:

- 184 link clicks
- 45 social media messages received
- 724 video views
- social media engagement increase of 772%



Littleton







Deliver the **right content**, to the **right people**, on the **right platform**.

With our suite of products, Broadnet® can help you understand your audience

- WHAT WE OFFER**
- ACCESS LIVE™**
Host authentic conversations with your audience, wherever they are.
 - SURVEYOR®**
Receive valuable insight from your audience with phone polls.
 - NOTIFICATIONS**
Communicate important messages to your audience – all at once.
 - DIGITAL ADVERTISING**
Expand your reach by finding new audience members.

When asked how effective they felt the town hall method was, **95% of participants found the event effective.**

"The meeting on Wednesday was good! We attended by phone and appreciated having that option."
-City of Littleton phone participant

WATCH A TESTIMONIAL

LET US HELP YOUR ENTIRE ORGANIZATION

For more information, contact careteam@broadnet.com

WHAT YOUR PARTICIPANT CAN EXPECT during your Access Live™ event.

BROADNET

Broadnet @Broadnet

Home Services Reviews Shop Offers Photos

Like Following Share

Create Post Live Event Offer Job

Broadcasting & Media Production Company in Highlands Ranch, Colorado



broadnet.com