



LogicomUSA Brand Guidelines

Corporate and marketing design
standards for LogicomUSA.

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Company
Identity

Who we are

LogicomUSA® empowers communication providers with quality services needed to provide for their communities and customers. We are not a vendor, but a partner; working alongside companies, listening to, and solving problems they face. Our partner's vision is our vision as we work to accelerate their growth and enable success. Their needs always come first, and we are committed to providing superior solutions for those needs. With our voice and network services, 24/7 contact center, FTTx management, regulatory compliance, and more, we set our partners up for success by giving them what their customers need for connecting and communicating. At LogicomUSA, we believe everyone deserves access to communications.

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Company
Identity

Our Mission

To advance the communications revolution through dedicated partnerships with communications providers, to enable our partner's visions, and to bring connectivity to everyone, everywhere. We want to support the growth of our partners as we grow with them; their success is our success.

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Company
Identity

Our Culture

We foster an environment of progress and opportunity to provide our employees with the means to develop themselves, their careers, and their goals. We are a believer in promoting from within and setting people up for success and growth. Continual learning is encouraged, and we offer tools to empower our employee's professional development.

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Company
Identity

Our Promise

Connecting your Vision
with your Future

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Visual Identity

Logo



The LogicomUSA logo has a retro but futuristic feel, melding the past and present.

The stripes in the L symbolizes the many services offered to meet a partner's needs and represents LogicomUSA working side by side with partners to turn their vision into their future.

The long L is the solid foundation of hard work and dedication of the LogicomUSA employees.

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Visual Identity

Logo versions



Full color logo - Use on a white background or the light blue and yellow of the brand colors.



Dark blue logo - Use on a lighter background



Light blue logo - Variation can be used based on complimenting colors or light neutral backgrounds



White logo - Use on a darker background

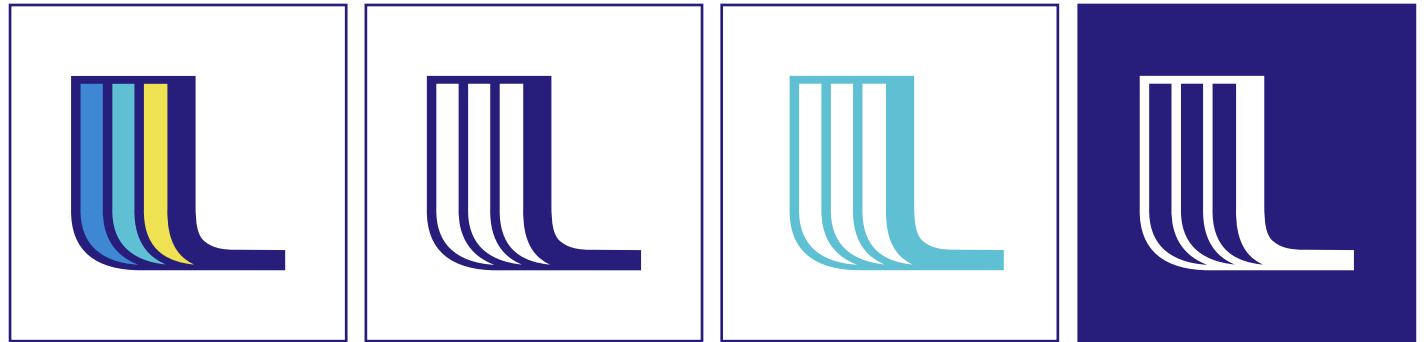
There are four versions of the LogicomUSA logo. The primary logo is dark blue with three color stripes. This should be used most often to accurately show the brand.

The dark blue and white variations should be used to contrast with the background color. The light blue variation can be used if the logo color compliments the surrounding colors.

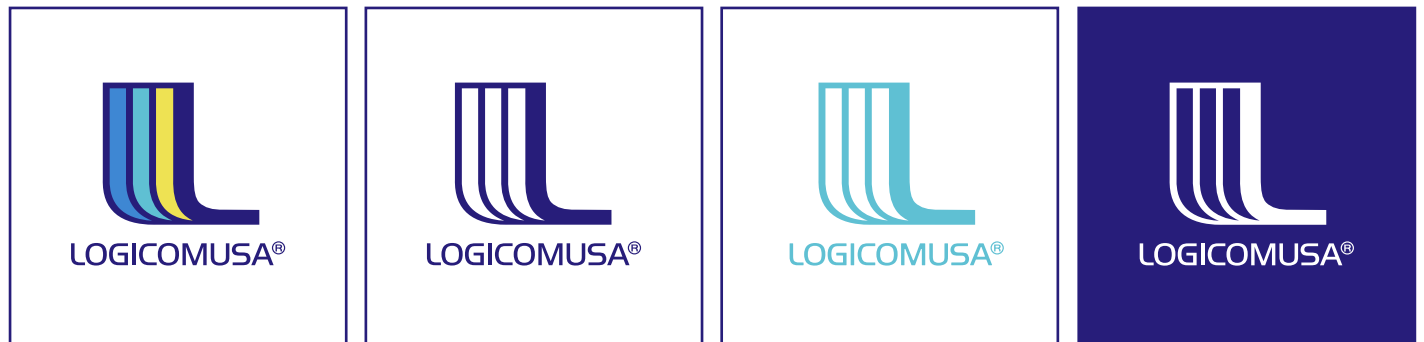
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Visual Identity

Marks



L Mark - Use this mark when the company name is not necessary since it exists in the same location, like on a website or document. This should also be used if the location is small, making the name mark illegible.



Name mark - Use this mark when the company name is not already in use, like on a promotional item. Make sure this will be legible at the size necessary and if not use the L mark instead.

L marks and name marks should be used for square or circular shaped logo placement or if the location is small in size, causing the full logo to be illegible.

Potential uses of these marks could include social media profile images, software platform profiles, and promotional items with irregular shapes or sizes.

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Visual Identity

These usage guidelines show the color combinations to be used for the different LogicomUSA logo versions.

It is important to pair the correct logo color with the background to highlight the logo.

If possible, refrain from a solid black background as it does not compliment the brand colors. Navy blue or a medium to dark gray are preferred.

Preferred usage



Full color – The full color logo should be used on a white background or with the light blue or yellow brand colors in the stripes.

Dark Blue – The dark blue logo should be used on lighter backgrounds for contrast.

Light Blue – The light blue logo should be used on light, neutral, or color backgrounds that compliment the blue. This would be used when a subtle design is desired.

White – The white logo should be used on darker backgrounds for contrast.

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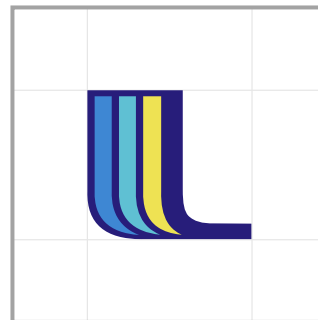
Visual Identity

When placing the LogicomUSA logo, there must be a sufficient amount of clear space around the logo. This is the same for the L mark and name mark.

The logo or mark should be centered or an equal distance from the edges of the design if aligning to the side.

Use approximately .4 in of clear space around the logo or mark. Since each are shaped differently, the exact measurement is not as important as how it looks visually in the design.

Spacing



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Visual Identity

Logo misuse



Old logo - The old logo should not be used on any media.



Effects - Visual effects like drop shadow, glow, etc, should not be used on the logo.



Stretching - Never resize the logo by stretching it to fit. Resize making sure it is the same proportions.



Color - Do not change the color of the logo outside of the colors outlined in this document.



Images - Choose the correct color of logo for the correct background. Do not use something with no contrast.



Type - Do not use type in place of a logo. Text is only to be used in conjunction with the name mark.



Registration - The ® should always be used with the logo unless printing something too small for it to be seen.



Oversized - Do not fit the logo or mark to the shape, leaving no negative space around the design.



Too small - Do not use the name mark if the text will be too small to read.



Square logo - Do not use the rectangular logo in a square. The marks are created for this purpose.

The brand guidelines outlined in this document should be followed for accurate and consistent brand representation.

On this page are examples of incorrect uses of the logo and marks.

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Colors

Main color palette

LogicomUSA has five main colors and two additional accent colors to compliment and diversify the color spectrum. These colors should be used intentionally and thoughtfully to highlight the brand.

The three blues will be used most often with the yellow as an accent color and white for contrast. The green and orange are to be added when more colors are needed like in graphs, presentations, etc.

Main Colors



Dark blue

HEX: #271d7a
RGB: 39, 29, 122
CMYK: 100, 100, 18.36, 8.59
Pantone 2372C



Medium blue

HEX: #3e87d3
RGB: 62, 135, 211
CMYK: 73.24, 40.27, 0, 0
Pantone 2143C



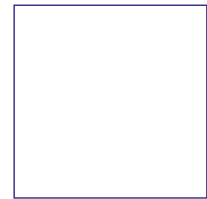
Light blue

HEX: #5fc0d3
RGB: 95, 192, 211
CMYK: 58.11, 3.88, 15.2, 0
Pantone 2227U



Yellow

HEX: #eee253
RGB: 238, 226, 83
CMYK: 8.91, 3.57, 80.94, 0
Pantone 603C



White

HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pantone White

Accent Colors



Orange

HEX: #e87928
RGB: 232, 121, 40
CMYK: 5.4, 63.81, 98, .16
Pantone 158C



Green

HEX: #add38d
RGB: 173, 211, 141
CMYK: 34.75, 1.32, 58.17, 0
Pantone 366U

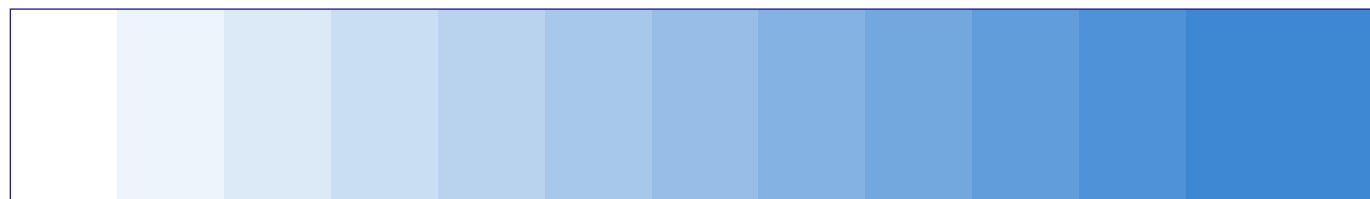
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Colors

Color steps



Dark Mode - Medium blue to dark blue spectrum for darker, monochromatic designs.



Light Mode - White to medium blue spectrum for lighter, monochromatic designs.



Green - Light blue to yellow spectrum for accent colors.



Orange - Yellow to orange spectrum for accent colors.

To create cohesive visuals, these 12 color gradient steps break down the spectrums available within the brand color options.

These monochromatic and vibrant color palettes allow for flexibility when designing yet staying within the brand specifications.

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Colors

Color gradients

If a situation calls for a color gradient, these combinations are available. They should be used sparingly and only with a purpose.

Color gradients would most often be used for image overlays or accents on a design.

Do not combine colors that have not been designated for gradients. These do not combine well and will negatively impact the brand.

Two-Color Spectrums



Dark blue- Medium blue to dark blue.



Light blue- Light blue to medium blue.



Green - Yellow to light blue.



Orange - Orange to yellow.

Multi-Color Spectrums



Blue - Light blue to medium blue to dark blue.



Blue Green - Medium blue to light blue to yellow.



Dark Blue Green - Yellow to light blue to medium blue to dark blue.



Full Spectrum - Medium blue to light blue to yellow to orange.



Dark Full Spectrum - Orange to yellow to light blue to medium blue to dark blue.

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Typography

The primary typeface for LogicomUSA is Red Hat Display. This is an open source sans serif font family containing a variety of weight options.

Red Hat Display will be used on all documentation, graphics, marketing communications, and internal use only documents. If documents will be view externally, the secondary typeface, Arial, should be used.

Primary typeface

Red Hat Display

Light - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

SemiBold - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

ExtraBold - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Black - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Light Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

SemiBold Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

ExtraBold Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Black Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

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Typography

Secondary typeface

Arial

Regular - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

The secondary typeface for LogicomUSA is Arial.

This is a universal font found on all computers and is to be used for Microsoft platforms and documents sent or edited externally, where the primary typeface may not be available.

When you are unsure of which typeface to choose, use Arial for your documents.

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Typography

Type heirarchy

Our Promise

Eyebrow – Red Hat Display medium at same size as body copy.

Connecting your **Vision** with your **Future**

Header and short messages – Red Hat Display bold at a larger size for an eye catching message.

We want to support the growth of our partners as we grow with them; their success is our success.

Subheader – Red Hat Display semibold at 4 pt size larger than body copy.

LogicomUSA® empowers communication providers with quality services needed to provide for their communities and customers. We are not a vendor, but a partner; working alongside companies, listening to, and solving problems they face. Our partner's vision is our vision as we work to accelerate their growth and enable success. Their needs always come first, and we are committed to providing superior solutions for those needs. With our voice and network services, 24/7 contact center, FTTx management, regulatory compliance, and more, we set our partners up for success by giving them what their customers need for connecting and communicating. At LogicomUSA, we believe everyone deserves access to communications.

Body copy – Red Hat Display regular. For a typical document, type would be no larger than 12 pt.

Color – Use color to highlight parts of the document you want to draw attention to. This could be the header, subheader, eyebrow, or individual words as you see here. The body copy should always be dark and legible.

Using the correct font weight and size must be kept in mind when creating graphics, documents, etc, representing the LogicomUSA brand.

This page shows examples of how weights should be used for documents and when to use color as an accent.

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Photography

Main imagery

LogicomUSA promises to connect your vision with your future. The imagery for this focuses on connections and movement, as well as a combining of present and future technology.

The use of light trails shows process and acceleration in a vivid and futuristic way. Human interaction with technology that goes beyond a computer screen expresses potential and possibilities.



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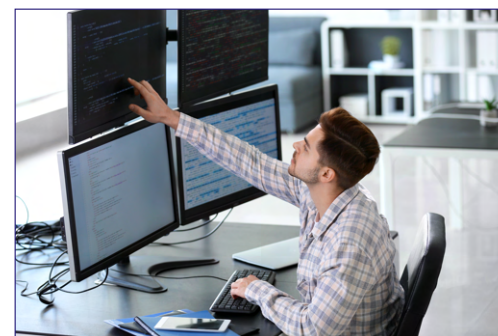
Photography

Services imagery

LogicomUSA offers many services for customers including voice and network services, 24/7 contact center, FTTx management, and regulatory compliance.

These images are examples of how to represent the services and should be used thoughtfully to accurately depict the message of the graphic being created.

Using the themes of light, connection, and graphic overlays to accurately depict the service is encouraged.

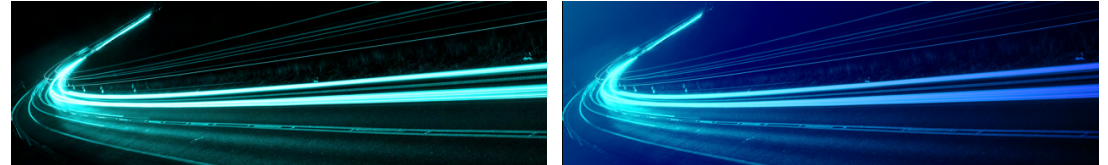


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Photography

Color overlays

Hard light gradient, light blue to medium blue



Color burn, light blue



Color burn, light blue



Color burn, light blue to yellow



Soft light gradient, dark blue to light blue



When using stock images, you can use color overlays to enhance the images. Using effects like color burn, hard light, and transparency with the brand colors can make images look sharper as well as fit into the color spectrum for the brand.

When selecting colors and effects, make sure the overlay is positively changing the image. Use these only with a purpose.