



brand style guide

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INTRODUCTION

UTOPIA (Utah Telecommunication Open Infrastructure Agency) Fiber is a group of 11 Utah cities that joined together in 2004 to build, deploy, and operate a fiber-to-the-home (FTTH) network to every business and household within their communities.

This document has been created to help you understand how UTOPIA Fiber's core design elements are used to communicate its brand attributes. It provides guidelines for expressing who UTOPIA Fiber is through words and graphic elements that reflect the character of the company.

We hope you'll become familiar with this document and refer to it whenever you are called upon to communicate about UTOPIA Fiber. Whether that communication takes the form of advertising, presentations, public documents, web, or media and on-site events, strict adherence to these guidelines will ensure communication that is simple, powerful, clear, and consistent. Most importantly, your efforts will reflect a unified brand identity for UTOPIA Fiber.



THE BRAND IN COPY

UTOPIA Fiber is inclusive, straight forward, smart, reliable, and fast. The tone of the brand, both in headlines and body copy, should reflect these attributes in a knowledgeable and approachable voice. While much of the writing surrounding UTOPIA Fiber does focus on the technical aspects of fiber optics, the voice of UTOPIA Fiber should never alienate the average homeowner, business owner, or consumer.

When discussing the benefits of UTOPIA Fiber, it is important the message focuses on these key numbers:

- Residential lines enjoy speeds of up to 10 Gig, while business lines can reach up to 100 Gig.
- 1 Gig Upload and Download speeds for residential lines.

Because it is an acronym, **“UTOPIA” should always**

be presented in all-caps. Additionally, the company should never simply be referred to as “UTOPIA”, but **always by its full name, “UTOPIA Fiber”.**

When referencing UTOPIA Fiber's speeds, **use the shortened Mbps for Megabits per second and Gig for Gigabits per second.** It is incorrect to present these abbreviations with a lowercase “M” or “G”.

When used in conjunction with a data transfer speed in a headline or subhead, both **“Upload” and “Download” should be capitalized.** Example: “Get 1 Gig Upload/Download speeds!”

THE COMPANY IN COPY

These blocks of copy may be used when a brief description of UTOPIA Fiber is needed.

50 words

UTOPIA (Utah Telecommunication Open Infrastructure Agency) Fiber is a group of Utah cities that builds, deploys, and operates a fiber-to-the-home (FTTH) network to businesses and households within Utah. For more information, visit utopiafiber.com

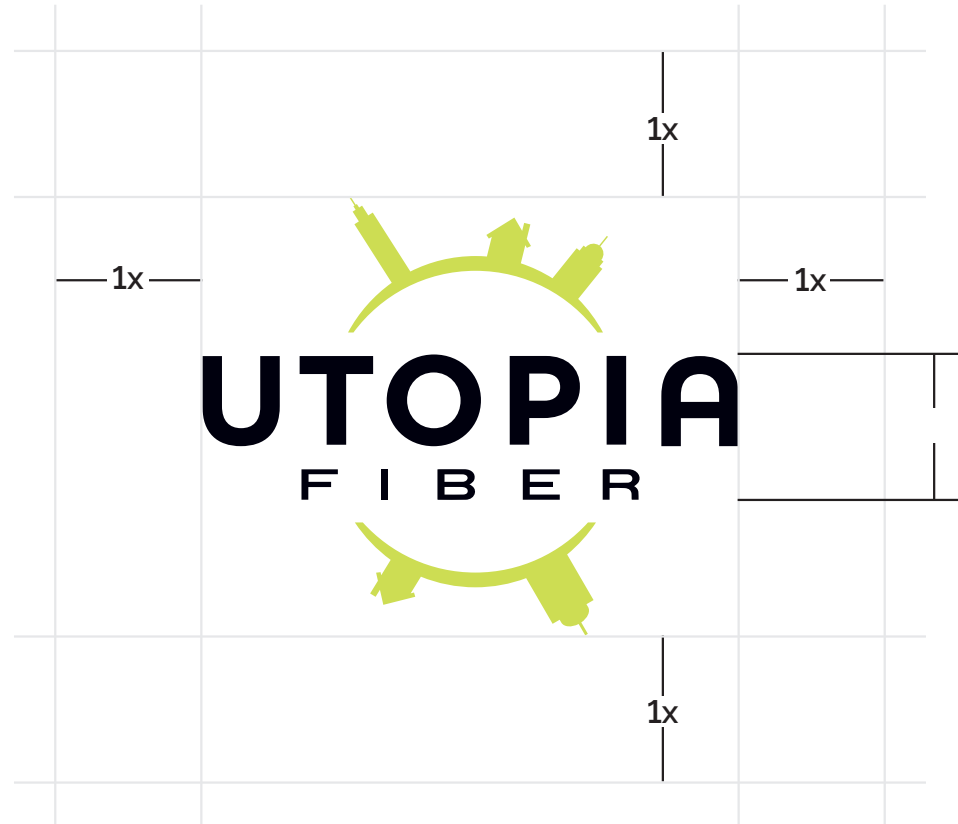
100 words

UTOPIA (Utah Telecommunication Open Infrastructure Agency) Fiber is a group of 11 Utah cities that joined together in 2004 to build, deploy, and operate a fiber-to-the-home (FTTH) network to every business and household within their communities. Using an active Ethernet infrastructure and operating at the wholesale level, UTOPIA Fiber supports open access and promotes competition in all telecommunications services. This open access model means that UTOPIA Fiber owns and manages the fiber optic infrastructure, then leases the lines to local private Internet Service Providers (ISPs), so subscribers can choose whichever ISP best fits their needs. For more information, visit utopiafiber.com

PRIMARY LOGO

The primary logo features a global horizon line on which buildings representing the three types of markets UTOPIA Fiber services, are shown. This element is reproduced in PMS 382 C.

An important part of the UTOPIA Fiber logo is its clear space. This space ensures consistency and protection from distractions with any layout. The clear space should be equal to the combined height of the word 'UTOPIA' and 'FIBER', defined here as 'x'.



Primary logo on black



1-Color Primary logo on black

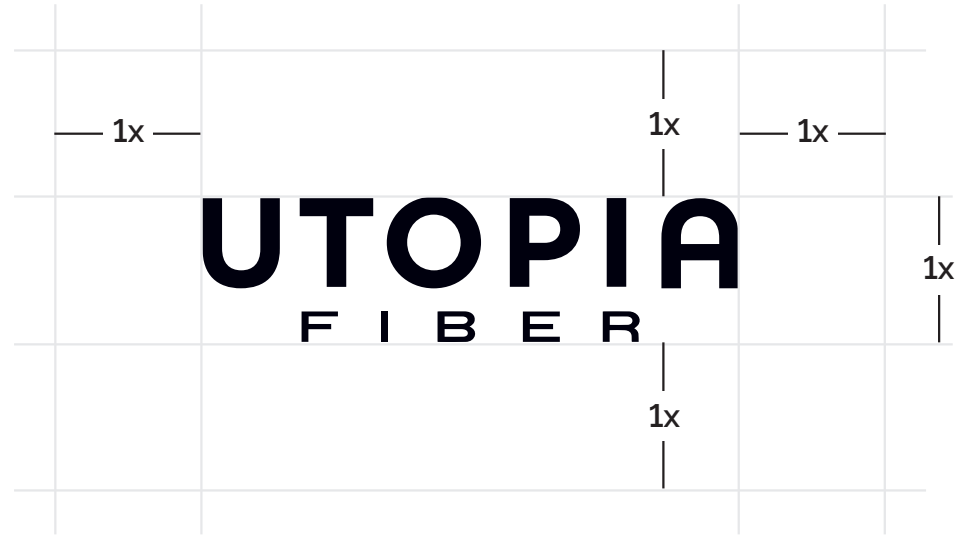


1-Color Primary logo

SECONDARY WORD MARK

The secondary word mark should be used where height restrictions, limited space, or too much visual clutter on the page requires a simplified design.

An important part of the UTOPIA Fiber logo is its clear space. This space ensures consistency and protection from distractions with any layout. The clear space should be equal to the combined height of the word 'UTOPIA' and 'FIBER', defined here as 'x'.



Word mark on black



Word mark on black



Word mark on white

COLOR PALETTE

UTOPIA Fiber's Color Palette is bright and bold, highlighting the friendly and inclusive character of the company.

PRIMARY COLORS



PMS: 382 C
PMS: 389 U
C:25 **M:**0 **Y:**100 **K:**0
R:207 **G:**222 **B:**0



PMS: 165 C
PMS: 1505 U
C:0 **M:**70 **Y:**98 **K:**0
R:242 **G:**112 **B:**36



PMS: 3115 C
PMS: 3115 U
C:69 **M:**0 **Y:**31 **K:**0
R:46 **G:**189 **B:**188

SECONDARY COLORS



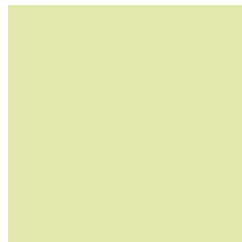
C:45 **M:**20 **Y:**100 **K:**1
R:154 **G:**169 **B:**58



C:18 **M:**90 **Y:**100 **K:**9
R:188 **G:**59 **B:**38



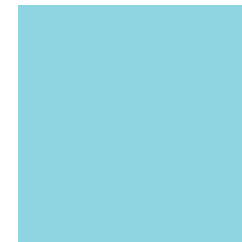
C:82 **M:**22 **Y:**49 **K:**2
R:7 **G:**147 **B:**141



C:12 **M:**2 **Y:**40 **K:**0
R:227 **G:**231 **B:**172



C:2 **M:**37 **Y:**77 **K:**0
R:246 **G:**172 **B:**83



C:41 **M:**0 **Y:**11 **K:**0
R:144 **G:**213 **B:**225

BRAND SPECIFIC TYPEFACES

UTOPIA Fiber's typography should be limited to 2 font families: Bebas Neue and Raleway.

Bebas Neue should only be used in a bold weight.

Any appropriate weight of Raleway may be used as dictated by design or application. The most common weights include: Black, Black Italic, Semibold, Semibold Italic Medium, and Medium Italic.

Both typefaces can be purchased or acquired through the Adobe Typekit service or Google Fonts.

Primary headlines

BEBAS NEUE BOLD

Bold 18pt is shown as an example

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Subheads

Raleway Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Body copy

Raleway Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z