



## **Brand Guidelines & Style Guide**

VERSION 5.0 / *June 2023*

## Contents

Introduction	03
Core Logo	05
Logo Alternatives	13
Incorrect Uses	23
Colors	20
Style	24

The official Ribbon logo kit is available from your Ribbon Marketing Manager (contactus@rbbn.com) and most files are available below.

<https://ribboncommunications.com/logos-guidelines>



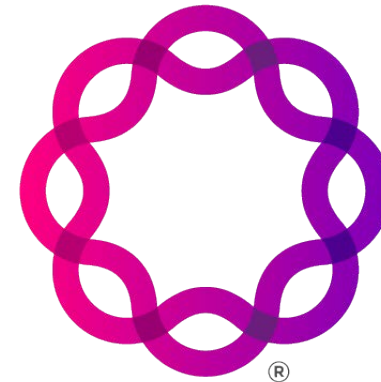
## Introduction

## We Are Ribbon

The world is more complexly woven together than ever before, and the lines that support the endless and critical realtime communication, are dated. When nanoseconds matter, there is no room for disconnect, disarray or danger. Now is the time to band the globe so that our broadcasts carry safely and swiftly. Connectivity and security must be tightly threaded in harmony, chain-linking end points with absolute clarity and protection. We need a way to bind our worlds elegantly, guardedly and with true innovation. We need impervious, flexible channels that can intertwine, live atop and dive into any environment, braiding together the global criss crossings of life.

This is why we are Ribbon. Born to serve as the realtime communication pivoting point for the universe, Ribbon starts from the beginning and lives at the ends. It is the connection, the underlying electric fabric of connectivity, the sentinel keeping close guard and the realtime communication technology evolving at the pace of life.

Ribbon is ready. Ready to upend old ways and establish new pathways and protocols. Ready to thread the needle, serving as the lifeline stitching it all together. Ready to defend and preserve quality and identity. Ready to start the new wave of realtime technology connectivity our world needs today. *We are Ribbon.*





Core Logo

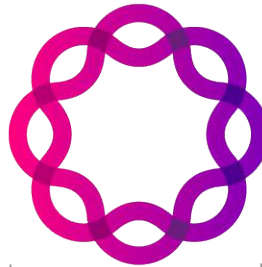
## Horizontal Signature

The core horizontal Ribbon logo is made up of the logomark and logotype. This is our primary logo.

*The logomark with logotype and descriptor is our secondary logo that includes the descriptor of the company. This logo is used on a limited basis and was initially used when ribbon was not trademarked. Please get approval before using this secondary logo.*

The horizontal configuration allows the Ribbon logo to work in wide branding opportunities. It should be used carefully and displayed correctly without any modification.

Primary Logo



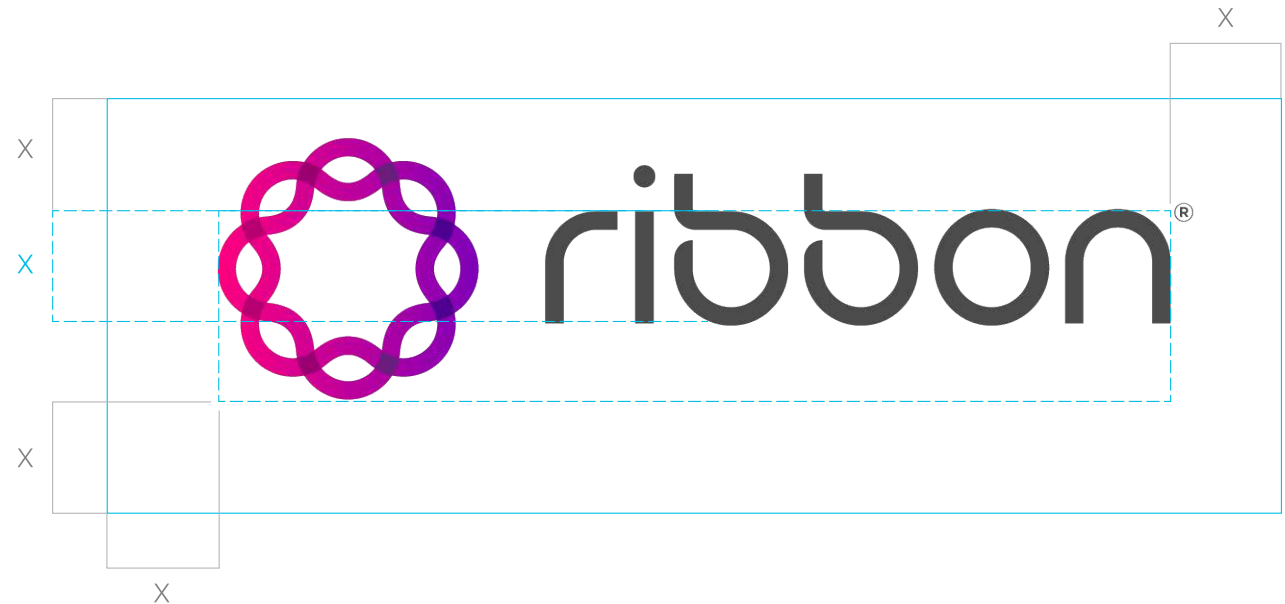
Logomark

ribbon®

Logotype

## Clear Space

The Ribbon logo should never have to compete visually with other graphic elements. Minimum clear space has been established but allowing more than the minimum space will generally be beneficial. Clear space is relative to the size of the signature.



**X** = The clear space margins are determined by the x-height of the "r"

## Suggested Minimum Size

The Ribbon logo should always be large enough to ensure legibility. By establishing a minimum size we ensure the Ribbon logo is always prominent and readable.



50mm / 189 pixels



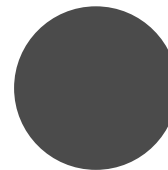
## Color

When using a color Ribbon logo with the descriptor, the preferred solution is to use the full color option with the exception when using the two-color version.



Ribbon Gradient

Reference [Page 23](#)



Ribbon Grey

RGB R75, G75, B75

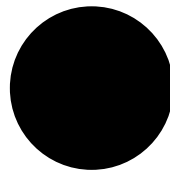
HEX 4b4b4b

CMYK C66, M58, Y57, K38

Pantone Cool Grey 11C

## Black

When using a black the Ribbon logo with the descriptor use the solid black art.



Ribbon Black

RGB R0, G0, B0

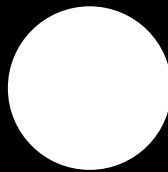
HEX 000000

CMYK C0, M0, Y0, K100

Pantone Black C

## Reverse White

Use the reverse color Ribbon logo when color is not available or desired.



Ribbon White

RGB R255, G255, B255

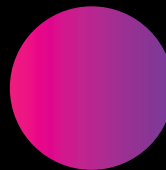
HEX FFFFFFFF

CMYK C0, M0, Y0, K0

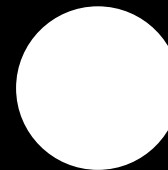
Pantone White

## Reverse Color

When the need for a reverse color option is preferred a logo option with a color logo and white logotype, versus an all white one, can be used.



**Ribbon Gradient**  
Reference Page 23



**Ribbon White**  
RGB R255, G255, B255  
HEX FFFFFFFF  
CMYK C0, M0, Y0, K0  
Pantone White



Logo

## Color Horizontal Signature

The horizontal Ribbon logo *is* made up of the logotype *only*. This logo should be used when there is more horizontal space than vertical.

The image shows the horizontal Ribbon logo, which is the word "ribbon" in a lowercase, rounded, sans-serif typeface. The letters are a vibrant magenta color. A small registered trademark symbol (®) is located at the top right of the final letter, "n".

ribbon®

## Horizontal Signature

The horizontal Ribbon logo is made up of the logomark and logotype. This logo should be used when there is more horizontal space than vertical.



## Vertical Signature

The vertical Ribbon logo is made up of the logomark and logotype. This logo should be used when there is more vertical space than horizontal.

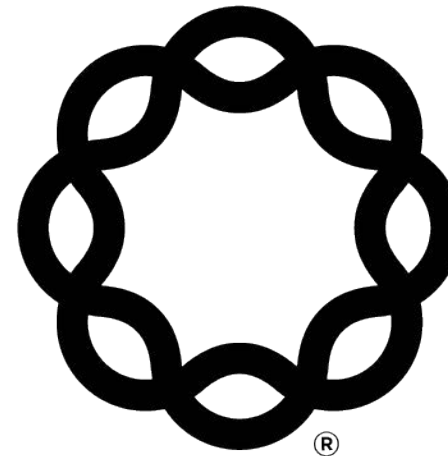




## Logomark

The color Ribbon logomark is made up of a colored gradient with transparency highlighting the crossovers.

The black Ribbon logomark is made up of a solid black (transparency effect is not visible).





Incorrect Uses

## Incorrect Usage

Inconsistent use of the Ribbon logo detracts from our brand equity and recognition. Altering or recreating our logo in any way negates the consistency we strive to achieve. The examples below illustrate some incorrect uses of our logo.

### 1 Incorrect Color

Do not reproduce the logo in an unapproved color.

### 2 Incorrect Color

Do not use different colors for the logomark.

### 3 Improper Separation

Do not place the logomark in an unauthorized position.

### 4 Incorrect Background

Do not position the logo on a busy or cluttered that cause the logo to be illegible *or on a colors that clash with the logo colors*.

### 5 Incorrect Contrast

Do not apply the logo to a background where lack of contrast diminishes legibility.

### 6 Incorrect Color

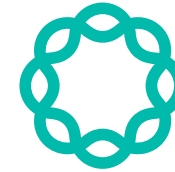
Do not reproduce the logo as a screen or tint (unless you are using the logo in a tone-on-tone background).

### 7 Incorrect Font

Do not redraw or use another font to create the logo.



1



2



3



4



5



6



7



## *Colors*

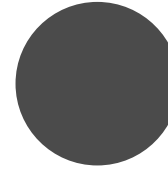
## Primary Palette

The Ribbon primary color palette is made up of a gradient and grey with four spot colors derived from the gradient. Color specifications are provided for the following color profiles: RGB, HEX, Process (CMYK) and Pantone (spot).

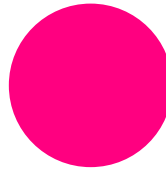
For color specifications of the Ribbon Gradient please refer to page 23.



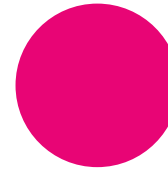
**Ribbon Gradient**  
Reference **Page 23**



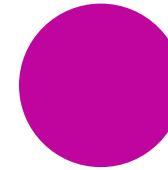
**Ribbon Grey**  
RGB R75, G75, B75  
HEX 4b4b4b  
CMYK C66, M58, Y57, K38  
Pantone Cool Grey 11C



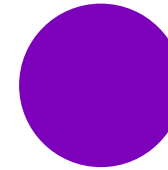
**Ribbon Fuchsia**  
RGB R255, G0, B127  
HEX FF007F  
CMYK C0, M100, Y22, K0  
Pantone 205C



**Ribbon Cranberry**  
RGB R233, G5, B117  
HEX E90575  
CMYK C0, M100, Y22, K0  
Pantone 213C



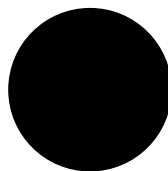
**Ribbon Plum**  
RGB R192, G5, B158  
HEX C0059E  
CMYK C28, M100, Y0, K0  
Pantone 247 C



**Ribbon Purple**  
RGB R126, G0, B185  
HEX 7E00B9  
CMYK C66, M93, Y0, K0  
Pantone 267C

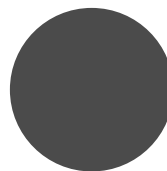
## Neutrals Palette

The Ribbon neutrals color palette is made up of six shades of black. Color specifications are provided for the following color profiles: RGB, HEX, Process (CMYK) and Pantone (spot).



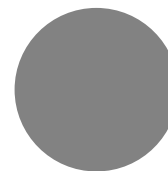
**Ribbon Black**

RGB R0, G0, B0  
HEX 000000  
CMYK C0, M0, Y0, K100  
Pantone Black C



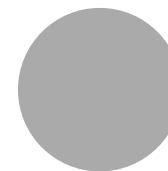
**Ribbon Grey**

RGB R75, G75, B75  
HEX 4b4b4b  
CMYK C66, M58, Y57, K38  
Pantone Cool Grey 11C



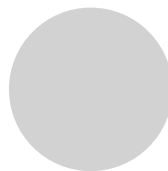
**Ribbon Grey 2**

RGB R130, G130, B130  
HEX 828282  
CMYK C0, M0, Y0, K55  
Pantone Cool Grey 9C



**Ribbon Grey 3**

RGB R178, G178, B178  
HEX B2B2B2  
CMYK C0, M0, Y0, K30  
Pantone Cool Grey 5C



**Ribbon Grey 4**

RGB R210, G210, B210  
HEX D2D2D2  
CMYK C0, M0, Y0, K18  
Pantone Cool Grey 2C



**Ribbon Grey 5**

RGB R230, G230, B230  
HEX E6E6E6  
CMYK C0, M0, Y0, K10  
Pantone Cool Grey 1C

## Gradient

The Ribbon gradient is built from two colors; the Ribbon Fuchsia and the Ribbon Purple. The gradient can be built in vectors (Adobe Illustrator) or pixels (Adobe Photoshop) using the gradient tool. Always ensure that the Ribbon Fuchsia starts the left side and finishes with the Ribbon Purple.





*Style*

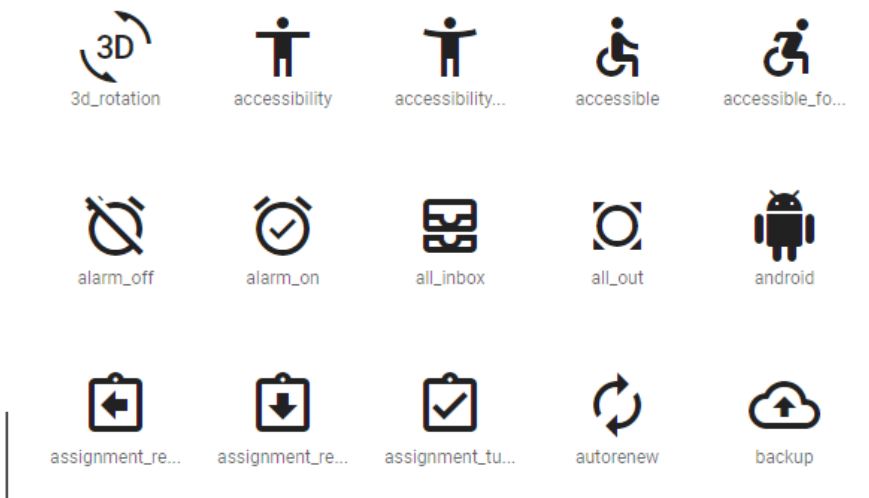


## Icons

The Ribbon icon set is in material design using the outline style as the default. The filled or two-tone options can be used as options when they fit the application better. Icon colors should match the Ribbon colors defined in this document.

<https://material.io/resources/icons/?style=outline>

Action



Sample Icons from material.io



Sample Icons

**Note:** as of the publishing of these guidelines, Ribbon is transitioning from font awesome icons to material.io. Font awesome icons are still acceptable, but are being phased out.

## Typography

The Ribbon fonts compliment the ribbon logotype, they are Gotham and Roboto. These should be used in various styles, but typically Roboto is used for body and Gotham for headings.

For presentations and word documents Arial is used to insure compatibility with computers that do not have the ribbon font. But, Gotham and Roboto can be embedded and used in presentations, especially for events and tradeshow.

Product icons also use Gotham Bold font.



Gotham Bold Title



Product Icon - Gotham Bold

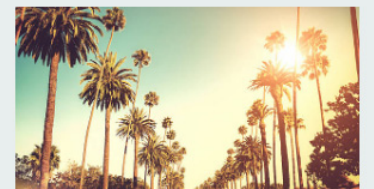
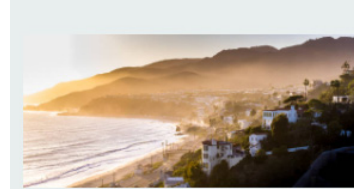
## Photography

The Ribbon photography is sourced from istock/Getty images. The typical style (rule of thumb) for imagery is:

- Natural, not posed
- Not looking at the camera
- Depth of field
- Multi-Ethnic
- Creative lighting (when possible)

### Sample Board of Photography

<https://www.istockphoto.com/collaboration/boards/ns75KGVCakyNeT-NAbaDmg>





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