



Brand Guidelines & Style Guide

VERSION 4.0 / *January 2021*

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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>



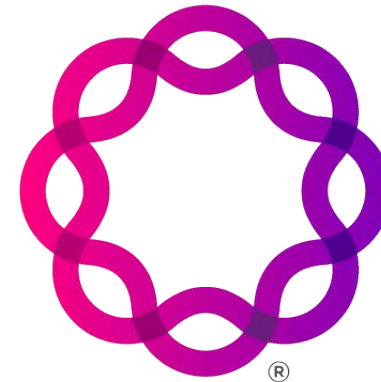
Introduction

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

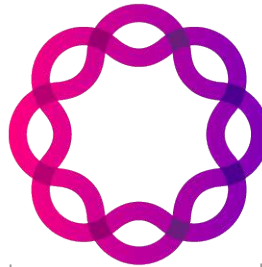
Horizontal Signature

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

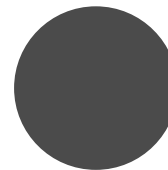
Color

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

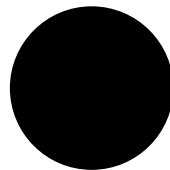
HEX 4b4b4b

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

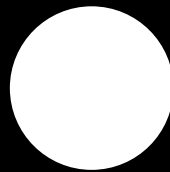
HEX 000000

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

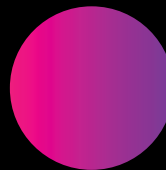
HEX FFFFFFFF

CMYK C0, M0, Y0, K0

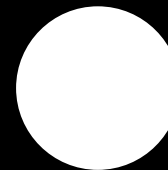
Pantone White

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

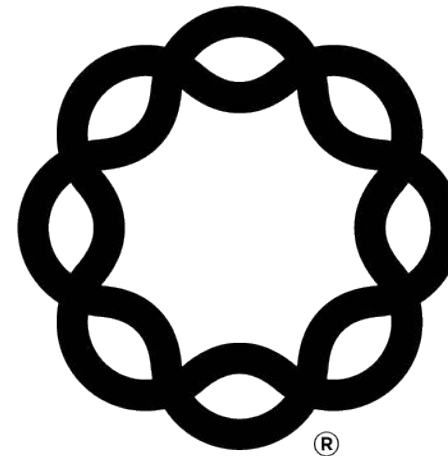
The vertical Ribbon logo is made up of the logomark and logotype. This logo should be used when there is more vertical space than horizontal.



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

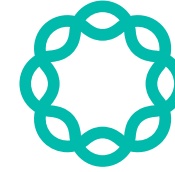
Do not reproduce the logo as a screen or tint (unless you are using the logo in a tone-on-tone background).

7 Incorrect Font

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



1



2



3



4



5



6



7

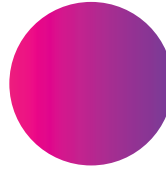


Colors

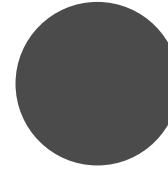
Primary Palette

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).

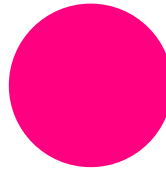
For color specifications of the Ribbon Gradient please refer to page 23.



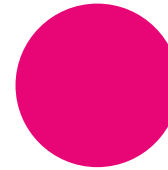
Ribbon Gradient
Reference **Page 23**



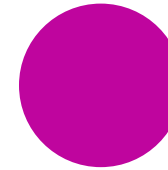
Ribbon Grey
RGB R75, G75, B75
HEX 4b4b4b
CMYK C66, M58, Y57, K38
Pantone Cool Grey 11C



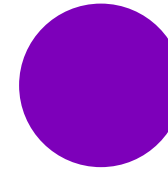
Ribbon Fuchsia
RGB R255, G0, B127
HEX FF007F
CMYK C0, M100, Y22, K0
Pantone 205C



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



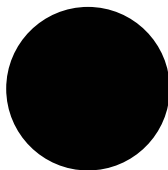
Ribbon Plum
RGB R192, G5, B158
HEX C0059E
CMYK C28, M100, Y0, K0
Pantone 247 C



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

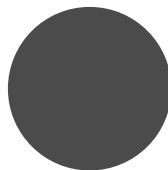
Neutrals Palette

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).



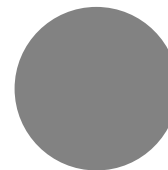
Ribbon Black

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



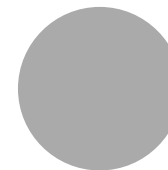
Ribbon Grey

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



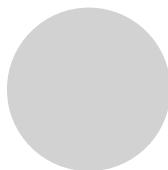
Ribbon Grey 2

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

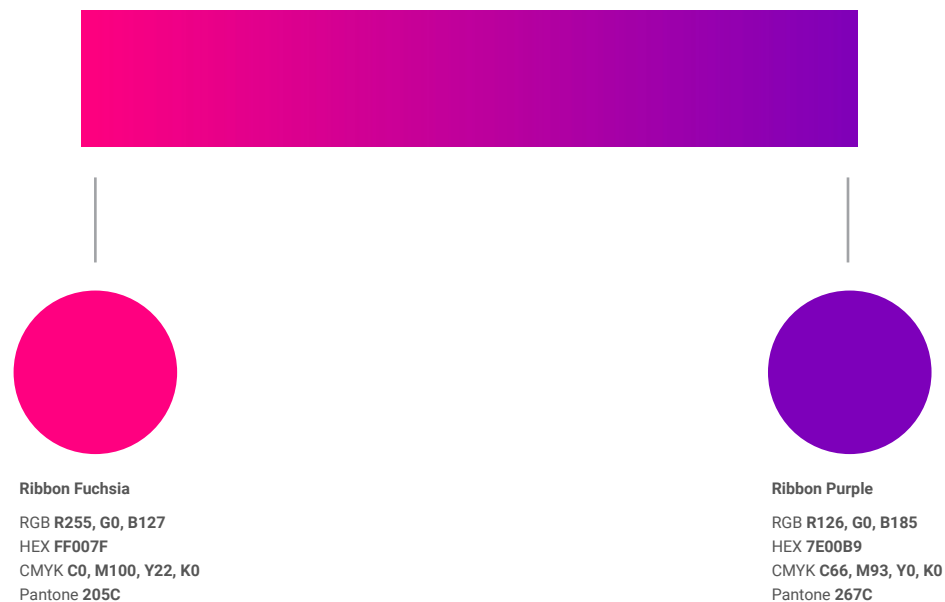


Ribbon Grey 5

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.





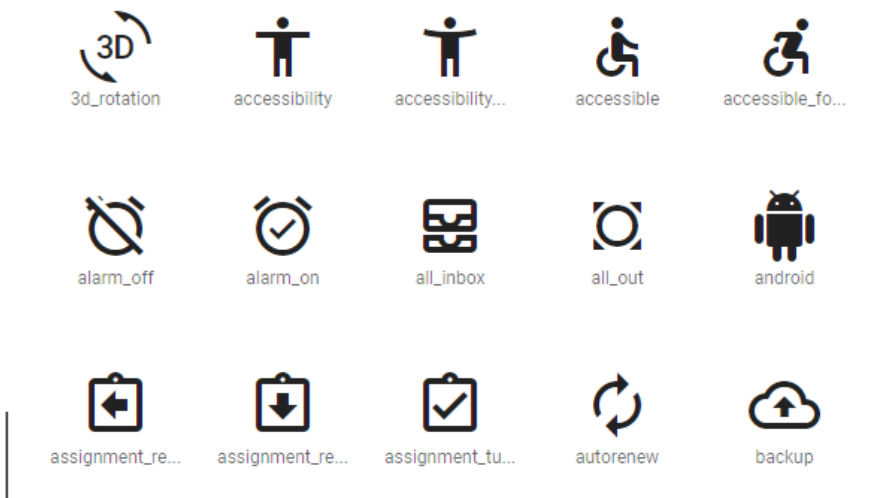
Style

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

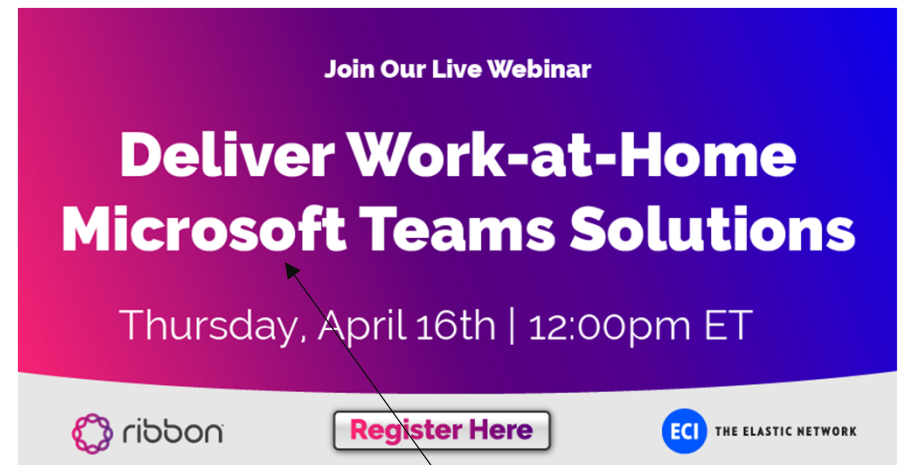
The Ribbon fonts compliment the ribbon logotype, they are Gotham, Roboto and Raleway. These should be used in various styles, but typically Roboto is used for body and Gotham or Raleway for headings.

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

Product icons also use Gotham Bold font.



Product Icon - Gotham Bold



Raleway Bold Title

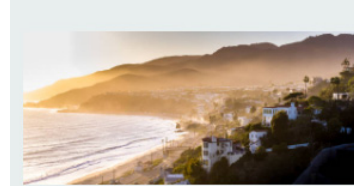
Photography

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>



Illustrations

The Ribbon base illustrations are isometric images that use ribbon colors.

Sample Board with Isometric Illustrations

<https://www.istockphoto.com/collaboration/boards/ns75KGVCakyNeT-NAbadm9>



Sample Isometric Illustrations



Sample Graphic with Isometric Illustration



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