

Brand Guidelines

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earthlink.net

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INTRODUCTION: This brand book is designed to provide perspective and guidelines for consistently delivering and communicating the EarthLink brand across all media touchpoints.

BRAND STRATEGY



We create and protect meaningful connections for **families, small businesses, and communities.**

Brand Promise

We listen to understand and intentionally design our services to deliver exactly what our customers need. We offer straightforward guidance in an ever-connected world threatened by distrust.

Brand Assets

Our partnership ecosystem and empowered culture allow us to advocate and protect our customers. Our iconic name and nimble model give us independence and control to deliver a customer experience like no one else can

Brand Purpose

To create and protect meaningful connections

Brand Character

Abiders of the Golden Rule

We live by treating everyone the way we want to be treated. Linked by a simple set of beliefs: integrity, transparency, and respect, we passionately take a principled stance on defending the positive aspects that a connected life can provide.

Brand Champions

Promoters of Positive Experiences

Those who have experienced customer service the way it should be and no longer can look at the experience the same way again. That moment transforms into loyalty that is not easily broken.



Brand Experience

The EarthLink brand experience defines our customers' interaction with our company, its products, people, and communications. **When customers interact with EarthLink, we want their experience to be:**

Relatable

We connect with customers through an intentional and positive approach that stands apart from our competitors.

Effortless

We help customers get what they need with transparency and without unnecessary bundles or add-ons.

Empowering

We arm our customers with the right amount of knowledge to help them make the best decision for their needs.

Purposeful

We offer clarity and insight to our customers through thoughtful guidance and seasoned expertise.



BRAND VOICE





We position ourselves like a friendly ally worth trusting for advice. Advice on business, family and technology. With a unique blend of expertise, awareness, and empathy, our brand is relatable and easy to understand. We are trusted, because we place the needs of our customers first.

Voice and Tone

How we talk to our audience is almost as important as what we say.

Issues with your internet are frustrating. Whether that means you're hunting down answers to a question about internet security, cyberbullying, or online safety, you're looking for a more reliable and secure internet option, you're looking for a new provider altogether, or just trying to get a straight answer about how everything works.

When we write, we need to meet our readers where they are by being:

Clear and accurate. They should be able to understand and count on us.

Assuring. They may not have walked this road before, but we have. We've been part of the internet from the start. We should be able to acknowledge their challenges and give them the information and confidence to get past them.

Direct, but thoughtful. We get straight to the point, avoid excess language or mushy words, and make things actionable. We are warm and friendly when we talk. We make it clear that we are the best, but we're never there for the hard sell or come across as pushy.

Positive. We don't approach things from a negative point of view or speak negatively about our competitors in general. When there's room for it, our writing should help give readers the energy they need to get stuff done.

General guidelines:

We are genuine. We relate to customers' challenges and passions and speak to them in a warm, familiar, and accessible way.

- **We speak tech** — and are expert translators. That means limiting jargon and tech talk.
- **We're here to demystify the internet**, ISPs, tech, and everything that goes with it for our readers so they can get what they need to get the job done.
- **We take what we do very seriously**, so accuracy is the top requirement in our text.
- **We are never condescending** or patronizing.
- **We're with you.** We speak in the first and second person.

We'll connect with our audience when we are:

- Useful
- Transparent
- Empathetic





Our priorities should be:

Clarity: Our audience has to understand what we're saying. That means using clear language — not our jargon. It means being well-organized, giving examples, and being specific. The biggest opportunity for us to be a clearer resource than the flotsam and jetsam on the internet.

Sincerity: At a minimum, we should be respectful and authentic. Our audience should feel that we get them and what's important to them. If we can rise to the level of being warm, human, and even smile-inducing, we'll build a following.

Two important distinctions:

Inbound prospects: People who have a question that we can answer (but no relationship with us yet). Our goal is to provide useful information and encourage them to learn more about what we have to offer.

Customers and engaged leads: People who use EarthLink or are down to the bottom of the funnel and are seriously considering it. Our goal is to clearly show them how we work, what to expect, and to remove any obstacles that keep them from adopting or using EarthLink successfully.

Grammar, Usage, and Style Basics

We're about to lay out everything, but here's a quick TL; dr:

- **Clarity and accuracy** are an important part of our content. Write clearly and for the layman.
- **Do not use lingo or jargon.** That's confusing and not helpful.
- **They should be able to** walk away feeling like they understand what they've just read and are able to take action on it.

Everything should be scannable, so use bullets, lists, subheads.

- We use an emdash with spaces — rather than ... or ;
- We use the Oxford comma
- We use Title Case for titles of articles and sections throughout the article.
 - Words that are not capitalized, even in title case: "a," "an," "and," "at," "but," "by," "for," "in," "nor," "of," "on," "or," "out," "so," "the," "to," "up," and "yet."
 - If you're using a hyphenate, both words are capitalized (High-Speed)

We start sentences with **And**, **But**, and **However**. And that's ok.



We follow AP style with a few exceptions:

- That means U.S. not US.
- ecommerce not e-commerce or eCommerce.
- a.m. not AM or A.M.
- Percent is written out more often than using %. HOWEVER, if you are citing more than two statistics, feel free to make it more readable rather than adhere to the rules

The Nitty Gritty

Abbreviations and Acronyms

If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all other references. If the abbreviation isn't clearly related to the full version, specify in parentheses.

- **First use:** Internet Service Provider (ISP)
- **Second use:** ISP

If the abbreviation or acronym is well known, like IRS or FBI, don't worry about spelling it out.

Gigabits per second is abbreviated **Gbps**.

Megabits per second is abbreviated **Mbps**.

Capitalization

Headlines

We use title case for headlines and buttons that are not complete sentences.

- Click Here
- Submit My Address
- How to Protect Your Kids Online

Emails & URLs

When writing out an email address or website URL, use all lowercase.

- welcome@earthlink.net
- Earthlink.net
- We do not add https// or www. before a web address

Random Caps

Don't capitalize random words in the middle of sentences. Here are some words that we never capitalize in a sentence.

- website
- internet
- online
- email
- Job titles should not be capitalized unless they are accompanied by the person's name. For example, President Mike Toplisek. Mike is president of EarthLink.

Contractions

They're great! They give your writing an informal, friendly tone. In most cases, use them as you see fit.

Dates

Generally, spell out the day of the week and the month.

- Saturday, January 24
- NOT January 24th, 2020.

We do not use ordinal indicators on dates. Always use the Arabic numbers instead and not with st, nd, rd, or th.

Decimals and Fractions

- Spell out fractions.
 - Yes: two-thirds
 - No: 2/3
- Use decimal points when a number can't be easily written out as a fraction, like 1.75 or 47.2.

Links and Linking

Generally, we don't anchor link single words but prefer to use phrases when crosslinking within our own content or two external content

- **Example:** Find out how EarthLink can help you [create a new website for your business](#).
- **Example:** Read more about [how digital marketing impacts your business](#).

External content links should always open a new tab or window.

Internal content links should always open in the same tab or window.

Money

When writing about U.S. currency, use the dollar sign before the amount. Include a decimal and number of cents if more than 0.

- \$20
- \$39.95

When writing about other currencies, follow the same symbol-amount format:

- ¥1
- €1

Numbers

Spell out a number when it begins a sentence or if it's under ten. Otherwise, use the numeral. Always spell out a number at the beginning of a sentence.

- Ten new email addresses were set up on Monday, and 12 more are available.
- Twenty-five new customers signed up today.
- We won first place in Best Places to Work.
- We sponsor an 8th-grade baseball team.





Numbers over 3 digits get commas in our writing:

- 999
- 1,000
- 150,000
- The only exception to this rule might be in a table with several numbers. When in doubt, add the comma.

Percentages

We use both the percentage symbol (%) and the word percent. Ideally, use % when citing more than two data points and statistics. Use the word when paired with numbers expressed with words or at the beginning of a sentence. Spell out in other circumstances.

- Sixty percent of business owners expect to see a significant increase in revenue over the next year.
- It was surprising to see that only 30% of small business owners use an agency for digital marketing services.
- While 80% of household buying decisions are made by women, more than 80% of men make decisions when it comes to technology for their home. Having children in the home impacts these decisions 30% of the time.

Ranges and Spans

Use a hyphen (-) without spaces to indicate a range or span of numbers.

- It takes 20-30 days.

Telephone Numbers

Use dashes without spaces between numbers.

- 555-867-5309

With the exception of foreign phone numbers with city or country codes, we do not add a 1- to the beginning of phone numbers.

- 866-383-3080
- **NOT** 1-866-383-3080
- **NOT** 1-404-555-1212

Time

Use figures except for noon and midnight.

Use numerals and a space in between with a.m. or p.m. with dots. We always include minutes even when citing an hour.

- 7:00 a.m.
- 7:30 p.m.

Use a hyphen with spaces between times to indicate a time period.

- 7:00 a.m. - 10:00 p.m.

Do not write 7:00 a.m. in the morning or 7:00 p.m. tonight — simply 7:00 a.m. on Monday — to avoid redundancy.

Spell out time sequences

- 48 hours
- 30 minutes
- 15 seconds



Specify time zones when writing about an event or something else people would need to schedule. Since our office is in Atlanta, we default to ET. We do not call out EST (Standard) or EDT (Daylight), simply ET.

Abbreviate time zones within the continental United States as follows:

- Eastern time: ET
- Central time: CT
- Mountain time: MT
- Pacific time: PT

Abbreviate decades when referring to those within the past 100 years. Please note, these **do not need apostrophes** unless they are possessive.

- the 00s
- the 90s

When referring to decades more than 100 years ago, be more specific. Please note, these **do not need apostrophes** unless they are possessive.

- the 1900s
- the 1890s

Punctuation

Ampersands

Don't use ampersands as part of a regular sentence.

We spell out "and" in the case of titles in content.

- Scott Klinger, SVP of HR and Marketing

Do not use and ampersand unless one is part of a company or brand name.

- **Yes:** Ben and Dan are overseeing that email.
- **Yes:** Ben & Jerry's is my favorite ice cream.

Apostrophes

The apostrophe's most common use is making a word possessive. If the word already ends in an s and it's singular, you also add an apostrophe only. If the word ends in an s and is plural, just add an apostrophe.

- Sandy's cookies are delicious.
- James' donuts are chocolate glazed.
- The Simonds just signed up for EarthLink Guardian and Protect.
- The Smiths' internet is now with EarthLink.

Colons

Use a colon (rather than an ellipsis, em dash, or comma) to offset a list.

- Erin ordered three kinds of donuts: glazed, chocolate, and pumpkin.

Commas

When writing a list, use the Oxford comma (also known as the serial comma).

- **Yes:** David admires his parents, Oprah, and Justin Timberlake.
- **No:** David admires his parents, Oprah and Justin Timberlake.

Dashes and Hyphens

Use a hyphen (-) without spaces on either side to link words into single phrase or to indicate a span or range.

- first-time user
- Monday-Friday

Em-dashes vs. Ellipses

Use an em dash (—) with spaces on either side to offset an aside. Use a true em dash, not hyphens (- or --).

- EarthLink Guardian — just one of our Value Added Services — can help keep families safer online.
- Cathie thought Erin brought in the donuts, but she was wrong — it was Tony.

Ellipses

We rarely use these and do not recommend them...

Exclamation Points

Use exclamation points sparingly, and never more than one at a time. They're like high-fives: A well-timed one is great, but too many can be annoying!

Exclamation points go inside quotation marks. Like periods and question marks, they go outside parentheses when the parenthetical is part of a larger sentence and inside parentheses when the parenthetical stands alone.

Periods

Periods generally go inside quotation marks except as noted below. They go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

- Christy said, "I ate a donut."
- Christy asked if I could say the word "donut".
- I ate a donut (and I ate a bagel, too).
- I ate a donut and a bagel. (The donut was Sam's.)

Pronouns

If your subject's gender is unknown or irrelevant, use "they," "them," and "their" as a singular pronoun. Use "he/him/his" and "she/her/her" pronouns as appropriate. Don't use "one" as a pronoun.



Spacing After Periods

Please leave a single space between sentences in all writing circumstances.

Question Marks

Question marks go inside quotation marks if they're part of the quote. Like periods, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Quotation Marks

Use quotes to refer to direct quotations.

Periods and commas go within quotation marks. Question marks within quotes follow logic — if the question mark is part of the quotation, it goes within. If you're asking a question that ends with a quote, it goes outside the quote.

Use single quotation marks for quotes within quotes.

- Who was it that said, "A fool and his cookie are easily parted"?
- Brad said, "A wise man once told me, 'A fool and his cookie are easily parted.'"

Semicolons

Go easy on semicolons. They usually support long, complicated sentences that could easily be simplified. Readers tend to feel overwhelmed by them. Try an em dash (—) instead, or simply start a new sentence.

Quotes

When quoting someone, use the present tense.

- "Using EarthLink has helped our business grow," says Jamie Jackson.

Names and Titles

The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name.

Capitalize the names of departments and teams (but not the word "team" or "department").

- Marketing team
- Support department
- Customer Service team

Capitalize individual job titles when referencing a specific role. Don't capitalize when referring to the role in general terms.

- We're excited to partner with NASA on supporting STEM programs for girls in honor of astronaut Sally Ride.
- Marketing Manager Sarah Williams will join the team on November 1, 2020.
- All the managers here are amazing.

Please don't refer to someone as a "ninja," "guru," "rockstar," or "wizard" — unless they actually are one.





Capitalize:

- King or Queen only when it's before a proper name
 - Queen Elizabeth II
 - Jennifer is the queen of the internet.

Abbreviate:

- Dr. for doctor
- Lt. Gov. or Lt. Governor
- Rep. for Representative

Schools

The first time you mention a school, college, or university in a piece of writing, refer to it by its full official name. On all other mentions, use its more common abbreviation.

Georgia Institute of Technology → Georgia Tech

Georgia State University → GSU

States, Cities, and Countries

Spell out all city and state names. Don't abbreviate city names.

Per AP Style, all cities should be accompanied by their state, with the exception of:

- Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Washington.

- U.S. is fine, as opposed to writing United States, even on the first mention. For any other country or federation, use the full name then the common abbreviation (European Union, E.U.; United Kingdom, U.K.).
- We write U.S. (with dots) not US.
- Please note: We use postal abbreviations for state names (GA not Ga.) as opposed to using AP Style. Otherwise, spell out the state name in full.

URLs and Websites

- URLs should always be written in all lower case.
 - earthlink.net
- Always leave off http:// and www.

Writing About EarthLink

- EarthLink is styled with a capital E and L when referring to the company name.
- When writing our URL, it is always all lower case: earthlink.net or earthlink.net.
- Refer to EarthLink as “we” not “it.”
- Style website terms as:
 - My Account
 - My EarthLink
 - WebMail



- When writing about EarthLink products, always include EarthLink in the first reference.
 - EarthLink HyperLink™
 - EarthLink Guardian
 - EarthLink Protect and Protect+
 - EarthLink EasyTech
- Always include the registered trademark with EarthLink HyperLink on the first reference
 - EarthLink HyperLink™
- Always capitalize the proper names of EarthLink products, features, pages, and tools.
 - HyperLink
 - Guardian
 - Protect and Protect+
 - EasyTech

Use clear, descriptive terms to describe EarthLink.

- EarthLink is an internet service provider covering more homes in America than any other ISP.

Boilerplate for Press Releases

About EarthLink

EarthLink is a top U.S. internet service provider offering access to fast, secure, and reliable internet to more homes and small businesses than any other ISP. As an internet pioneer founded in 1994, EarthLink continues to lead the way by offering customers the right connection through an outstanding online experience not saddled by data caps, throttling, or unnecessary bundles. An independent company, EarthLink was certified as a Great Place to Work in 2020. To learn more, visit earthlink.net.

Writing About Other Companies

Honor companies' own names for themselves and their products. Go by what's used on their official website.

- iPad
- YouTube
- Yahoo!

Refer to a company as **they** and a product as **it**.

Slang and Jargon

Avoid it whenever possible. Write in plain English. If you need to use a technical term, briefly define it so everyone can understand.

Text Formatting

We write all content as left-align text, never right-aligned. We rarely center our content except to call out a headline, tagline, or call to action.

Leave one space between sentences, never two.

Use *italics* to indicate the title of a book, movie, or album or to emphasize a word.

- *The Office*
- Tony really loves *The Office*.

Word List

These words can be slippery. Here's how to write them:

- internet (lower case except at the start of a sentence)
- ecommerce (the industry)
- email (never hyphenate, never capitalize unless it begins a sentence)
- login (noun), log-in (adjective), log in (verb)
 - The reset link to update your login is below.
 - Log-in details have been sent to your email on file.
 - Log in to your account here.
- online (never capitalize unless it begins a sentence)
- username

- URL
- website
- WiFi (not hyphenated or all lowercase)

Here's how we write other common words that can trip people up:

- add-on (noun, adjective), add on (verb)
- coworker
- double click (no hyphen)
- ecommerce (the industry)
- ok — not OK or Okay or okay
- COVID-19

Words to Avoid

- internets, interwebs, or any other variation of the word "internet"
- ninja, rockstar, guru, wizard, unicorn (unless referring to an actual ninja, rockstar, guru, wizard, or unicorn)
- young, old, elderly, or any other word describing a person's age
- crushing it, killing it
- crazy, insane, or similar words to describe people or situations



Write Positively

Use positive language rather than negative language. One way to detect negative language is to look for words like “can’t,” “don’t,” etc.

- **Yes:** To get a donut, please stand in line.
- **No:** You can’t get a donut if you don’t stand in line.

Writing for Social Media

We use social media to build relationships with EarthLink users and potential customers to share what we’re up to. We’re careful and deliberate about what we post to our social channels.

Social Media Basics

Here are our accounts and what we usually post on each:

Facebook

- Our largest audience
- Product news, media mentions, evergreen content, “we’re hiring!” posts, video, GIFs

Twitter

- Product news, outage announcements, industry news, media mentions, evergreen content, “we’re hiring!” posts

LinkedIn

- Small business audience + consumers.
- Product news, events, media mentions, “we’re hiring!” posts, evergreen content

Instagram

- Our smallest audience.
- Graphics, video, GIFs

YouTube

- Our owned videos.

Generally, we do not use emojis in our social posts on any platform.

Our writing for social media should have the same **Tone** and **Voice** as our other owned channels.

Write Short, But Smart

Some social media platforms have a character limit; others don’t. But for the most part, we keep our social media copy short.

Twitter: 280 characters max. Ideal length: 70-100 characters.

Facebook: No real limit, but aim for 1-2 short sentences. Ideal engagement length is about 50-70 characters.

- Ad headline: 5 words
- Ad body copy 14 words

LinkedIn: Try to keep it to less than 140 characters before the “see more” cut off.

It's fine to use the shorter version of some words, like "info" for "information." But do not use numbers and letters in place of words, like "4" instead of "for" or "u" instead of "you."

Engagement

Do your best to adhere to EarthLink style guidelines when you're using our social media channels to correspond with users. Use correct grammar and punctuation — and avoid excessive exclamation points.

When appropriate, tag the subject of the post. Never ask for retweets, likes, or favorites.

- **Yes:** "We talked this week with @JamesTempleton about The (amazing) WIRED podcast."
- **No:** "Hey @ElonMusk, can you RT this post we wrote about you?"

Hashtags

We use hashtags judiciously and deliberately.

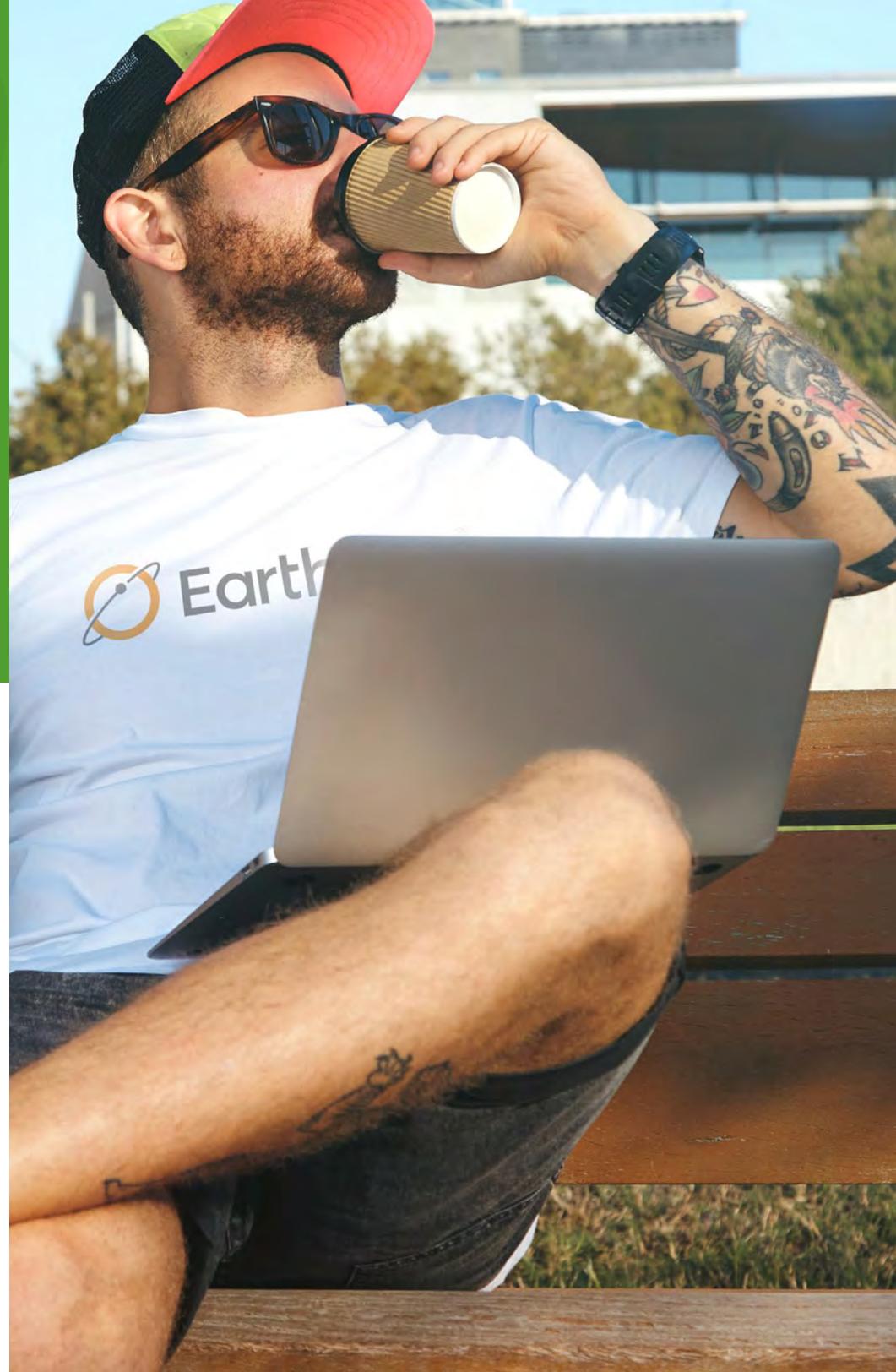
- We may use them to promote an event or connect with users at a conference.
- Do not use current events or trending hashtags to promote EarthLink. We want to stay above the noise.
- Our hashtag strategy is ever evolving in response to an ever-evolving social media landscape.

Trending Topics

As a rule, we do not use social media to comment on trending topics or current events that are unrelated to EarthLink. Always be aware of what's going on in the news when you're publishing social content for our brand.



LOGO SYSTEM



Primary Logo Lockups

There are 3 different versions of this primary lockup:

- horizontal full
- vertical full
- symbol only

These versions should accommodate most layout and sizing constraints. Please select the lockup that works best for the dimensions and design of your communication.

The horizontal logo is the preferred lockup for most standard usage.



Horizontal Logo



Vertical Logo



Symbol



Primary Logo

2 Color Logos

1 Color



Secondary Logos

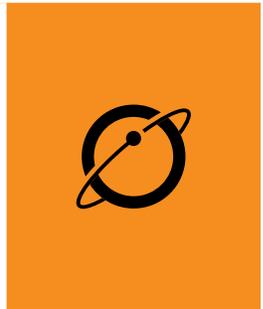
2 Color Logos

1 Color



2 Color Logos

1 Color



Logo Clear Space

The recommended minimum clear space on all sides of our logo is Cap height of EarthLink “E”, as shown to the right. Whenever possible, increase the amount of clear space. Some applications may require less clear space.



Sub Brand Logos

2 Color Logos



1 Color Logos



Partnership Lockup

When our logo appears next to a partner logo, there should always be a divider bar that's as tall as the EarthLink Symbol. Both logo marks should be 1 "E" space away from vertical bar.

The EarthLink logo should always appear on the left. For horizontal partner logos keep vertical size less then or equal to the height of the EarthLink Symbol.

For square and vertical partner logos keep the vertical size within 1 "E" height above and below the EarthLink symbol.



Horizontal partner logos



Square & Vertical partner logos



Partner logo examples



Logo Don'ts

Our logo is our most recognizable asset, so please make sure you're always treating it the right way.



Don't use the old logo



Don't change symbol size



Don't create new lockup positions



Don't modify the fonts



Don't change colors



Don't add shadows or effects



Don't stretch the logo



Don't compress the logo



Don't angle the logo



Don't add tagline or copy

Super Graphic

Tone on tone usage for branded backgrounds.
Logo should bleed off 2 sides of background.



VISUAL SYSTEM



Brand Colors

Not only is orange rooted in EarthLink's brand history, it's currently a brand differentiator in our market. Excluding neutral secondary colors, orange needs to be the dominate color when using secondary colors.



Primary Colors

EarthLink Hightlite Orange
Pantone 137
 C0, M41, Y100, K0
 R255, G163, B0
 # FFA300

EarthLink Logo Orange*
Pantone 144
 C0, M54, Y100, K0
 R246, G141, B31
 # F68D1F
**ADA Compliant Orange: # d97f2b*

EarthLink Logo Grey
Pantone Cool Grey 11
 C62, M52, Y46, K40
 R87, G88, B92
 # 57585C

Secondary & Neutral Colors

Pantone 389
 C21, M0, Y85, K0
 R208, G223, B0
 # D0DF00

Pantone 368
 C65, M0, Y100, K0
 R120, G190, B32
 # 78BE20

Pantone 3125
 C84, M0, Y18, K0
 R0, G174, B199
 # 00AEC7

Pantone 299
 C86, M8, Y0, K0
 R0, G163, B224
 # 00A3E0

Pantone 239
 C16, M82, Y0, K0
 R219, G62, B177
 # DB3EB1

Pantone 198
 C0, M82, Y37, K0
 R223, G70, B97
 # DF4661

Pantone 390
 C27, M0, Y100, K3
 R181, G189, B0
 # B5BD00

Pantone 362
 C78, M0, Y100, K2
 R80, G158, B47
 # 509E2F

Pantone 321
 C96, M3, Y35, K12
 R0, G140, B149
 # 008C95

Pantone 7461
 C98, M24, Y1, K3
 R0, G125, B186
 # 007DBA

Pantone 2415
 C44, M100, Y13, K0
 R136, G31, B123
 # 881F78

Pantone 200
 C3, M100, Y70, K12
 R186, G12, B47
 # BA0C2F

Pantone Black
 C0, M0, Y0, K100
 R0, G0, B0
 # 000000

Pantone Cool Grey 9
 C30, M22, Y17, K57
 R117, G120, B123
 # 75787B

Pantone Cool Grey 7
 C20, M14, Y12, K40
 R151, G153, B155
 # 97999B

Pantone Cool Grey 5
 C13, M9, Y10, K27
 R177, G179, B179
 # B1B3B3

Pantone Cool Grey 3
 C8, M5, Y7, K16
 R200, G201, B199
 # C8C9C7

Pantone Cool Grey 1
 C4, M2, Y4, K8
 R217, G217, B214
 # D9D9D6

Accessibility Compliance Primary & Neutral Colors

Color contrast standards are a part of the much larger WCAG guidelines.

At EarthLink, we adhere to Level AA color contrast standards when designing any piece of collateral. Even though WCAG technically applies only to digital presentation, we are committed to compliance across the board — from print, to outdoor, to digital.

WCAG Level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. The following charts show our branded color palette and how those colors comply with these ratios.

For checking contrasts outside of our brand palette (white type on a photograph, for instance)

Contrast Checker is a useful tool.
(<http://www.contrastchecker.com>)

	Compliant	Non Compliant		Compliant	Non Compliant
Black	White Pantone 137 Pantone 144 Pantone Cool Grey 9	Pantone-Cool-Grey-11	White	Black Pantone Cool Grey 11 Pantone Cool Grey 9	Pantone-Cool-Grey-7 Pantone-137 Pantone-144
Pantone 144	Black	White Pantone-Cool-Grey-11 Pantone-Cool-Grey-9 Pantone-137	Pantone 137	Black	White Pantone-Cool-Grey-11 Pantone-Cool-Grey-9 Pantone-144
# d97f2b	White Black	Pantone-Cool-Grey-11 Pantone-Cool-Grey-9 Pantone-137			
Cool Grey 11	White	Black Pantone-137 Pantone-144 Pantone-Cool-Grey-9	Cool Grey 1	Black Pantone Cool Grey 11	White Pantone-Cool-Grey-9 Pantone-137 Pantone-144

Use this orange (# d97f2b) as EarthLink's main brand orange in digital or web use when ADA Compliance is needed such as with buttons.

Accessibility Compliance Secondary Colors



Compliant	Non Compliant
Pantone 137	Pantone 2415
Pantone 144	Pantone 200
Pantone 389	
Pantone 390	
Pantone 368	
Pantone 362	
Pantone 3125	
Pantone 321	
Pantone 299	
Pantone 7461	
Pantone 239	
Pantone 198	

Pantone 7461	Pantone 137
Pantone 239	Pantone 144
Pantone 198	Pantone 389
	Pantone 390
	Pantone 368
	Pantone 362
	Pantone 3125
	Pantone 321
	Pantone 299
	Pantone 239
	Pantone 198

Compliant	Non Compliant
Black Pantone Cool Grey 11	White Pantone Cool Grey 11

Black	White Pantone Cool Grey 11
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Black	White Pantone Cool Grey 11
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Black	White Pantone Cool Grey 11
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Black	White Pantone Cool Grey 11
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Black	White Pantone Cool Grey 11
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Compliant	Non Compliant
Black	White Pantone Cool Grey 11

Black	White Pantone Cool Grey 11
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Black	White Pantone Cool Grey 11
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Black White	Pantone Cool Grey 11 Pantone Cool Grey 9
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Black White	Pantone Cool Grey 11 Pantone Cool Grey 9
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Black White	Pantone Cool Grey 11 Pantone Cool Grey 9
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Typography

Primary Typeface

Headlines, primary messaging and body copy

Montserrat

Montserrat Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Accent Typeface

Headlines and callout messaging

Lexia

Lexi Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Lexia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Lexia XBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Cross Platform

PowerPoint presentations and when primary & secondary typefaces are not available

Verdana

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Photography

Color Photography that captures a positive authentic home family life. Not posed, complicated, or too dark.

Home



Photography

Color photography that captures a positive consumer or customer experience. Not posed, or too dark. Reflecting the diversity of business owners and consumers.

Small Business



Community

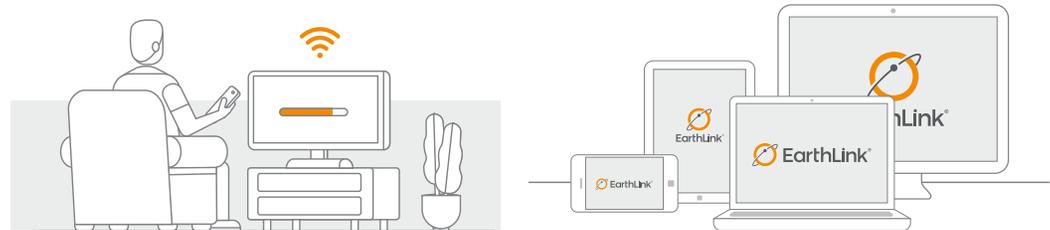


Illustration

Preferred Style

The EarthLink Outline style is the preferred illustration style for consumer based communications. It's based on a clean simplified aesthetic that's build mostly with gray outline shapes with the use of grey and white fills. It's optional to add a small EarthLink orange element to the illustration to build interest.

EarthLink Outline Style

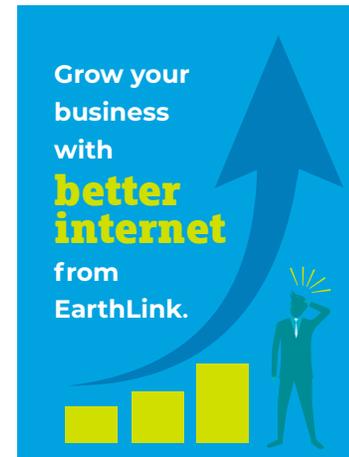
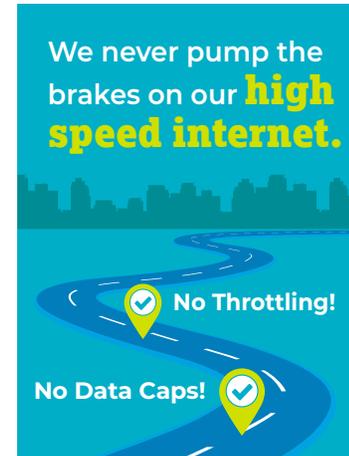
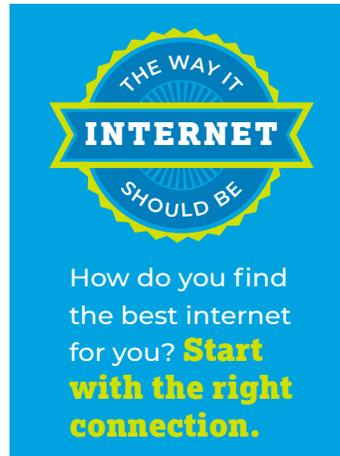


Illustration

Alternate Style

Our flat artwork should be used as a way to illustrate ideas and concepts within the EarthLink brand look. Please make sure the illustration maintains the EarthLink brand design of simplicity and owns orange.

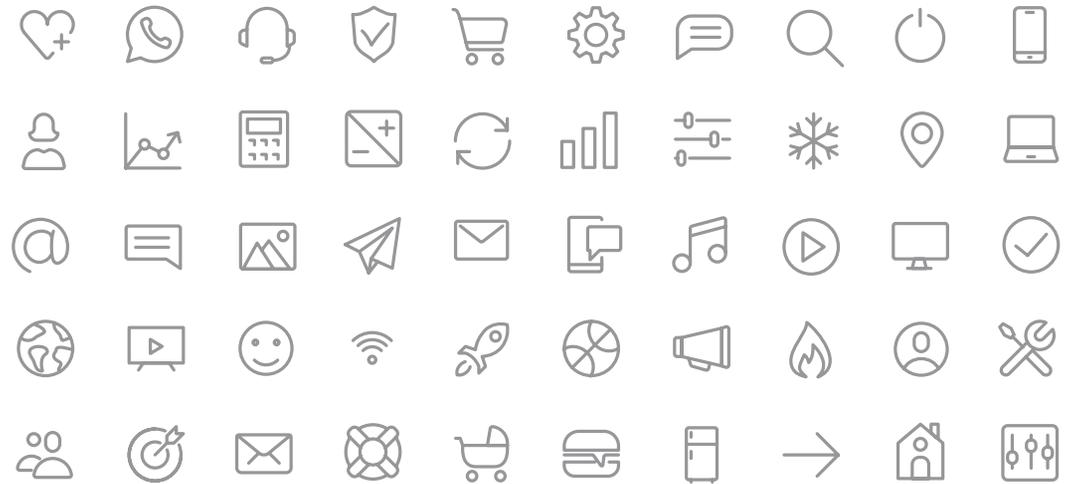
Flat Art Illustrations



Iconography

Icons help represent an expansive set of ideas and concepts, and use colors and shapes that tie them to our visual system. They can also be visual indicators to illustrate a particular function or feature. Please feel free to create or source new stock icons that match the design style in this example. Line weight can be adjusted based on usage size, as long as the artwork still looks simple and airy.

Simple Outline Icons



PRODUCT SERVICES



Naming System

Available Products



EarthLink Internet	EarthLink Mobile	EarthLink Secure	EarthLink Business	EarthLink WebMail
Fiber <i>(formerly HyperLink)</i>	EarthLink Mobile	Protect	Website Development	WebMail
Fixed Wireless <i>(formerly HyperLinkGo)</i>		Protect+	Custom Branding	Premium WebMail
Business Internet		EasyTech	Find My Business	
DSL		Guardian	Reputation Management	
Satellite		Online Backup		

Brand Guidelines

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For questions or clarifications
please contact:

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