

# Liquid Telecom Brand Toolkit

Edition 5 | February 2018

# Contents

## Introduction

Manifesto	1
Tone of Voice	2

## Brand elements

The Logo	3
> Transition brands	4
> Colourways	5
> Exclusion zone	6
> Size guide	7
> Positioning	8

Brandline use	9
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Core palette	10
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Typefaces	11
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## Applications

Literature	12
Advertising	13
Stationery	14
Sub logos	15

# Manifesto

We're the leading independent data, voice and IP provider in eastern, central and southern Africa.

We supply wholesale fibre optic, satellite and international carrier services to mobile networks, ISPs and businesses of all sizes, along with communications solutions for individuals across the African continent.

We are powering the migration to a truly African Cloud.

**We are building Africa's digital future.**

We started out by questioning the way things are done, and being single-minded in our determination to improve them.

Over the last decade, this approach has helped us change the face of communications in the region. And we've changed millions of lives in the process too.

These are the things that make us different. They inform everything we do and the way we do it.

## **Pioneering change**

We like to shake things up. We don't follow convention or the crowd – it isn't always easy but it's helped us create powerful end-to-end solutions. So we're always pushing to find new and better ways to do things.

## **We're for everyone**

Being connected shouldn't be just for the privileged few. We believe it's for everyone. The sense of doing the right thing runs through every aspect of our business.

## **Integrity**

Having integrity in everything we do has made us what we are today. Everyone who works with us is encouraged to play their part and take responsibility for doing things right – and doing the right thing.

## **Only the best will do**

We're constantly striving to deliver the best communications technology to everyone – from the smallest communities to the biggest businesses in the region.

## **In it for the long run**

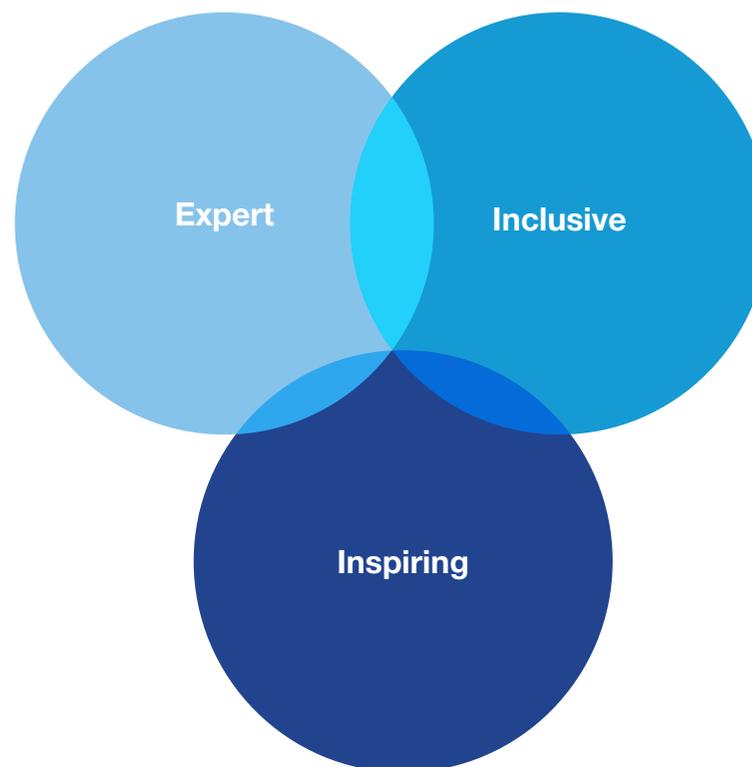
We've invested heavily in our own network and technology. We created the largest single fibre network in the region, which stretches over 50,000km across borders to connect people locally, nationally and internationally. We're not stopping there – we're continuing to invest so we can connect people as seamlessly as if they were located just across the road.

## **Don't talk, do**

We listen carefully to our customers. Then we deliver beyond their expectations. This 'can do' attitude is key to our success.

# Tone of Voice

Our tone of voice is built on three ideas that underpin the way we go about doing things. Communication brings all three aspects into play – demonstrating how we use our expertise, how what we do touches the many, not just the few, and how we try to inspire everyone we come into contact with.



## Expert

We are authoritative but approachable, carrying our expertise lightly. We're always straight-talking, using appropriate language, depending on who we are speaking to. Industry jargon must be used carefully and be matched to the level of knowledge of the reader.

## Inspiring

We're proud that our pioneering approach has changed the face of telecoms in the region. People should come away feeling uplifted and excited by the stories we tell, and so we're never boastful – the facts, delivered in a compelling way and combined with our expertise and inclusive approach, are enough.

## Inclusive

We are collaborative, always striving to bring people together. This is reflected in the way we speak and write. We don't just talk about big, ground-breaking ideas; we're committed to making them a reality, and focusing on the specific benefits they deliver for everyone, not just for the few. We speak to people in a professional but personal way that makes them feel involved and part of our success.

# The Logo

The Liquid Telecom logo is the foundation of the Liquid Telecom brand.

If you require logo files contact Scott Williams.



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## File Formats

- eps** for professionally printed artworks
- jpg** for Microsoft applications
- gif** for online applications



**PANTONE® 2925**  
C.75 M.20 Y.0 K.5  
R.0 G.152 B.219



**PANTONE® MAGENTA**  
C.0 M.100 Y.0 K.0  
R.209 G.0 B.116

# The Logo

## Transition Brands

Either switch to Liquid Telecom immediately, or, if there are specific reasons for a delay - please use this transition branding.

### Stage 1

#### Logo

- The Liquid Telecom identifier is attached to the brand.
- All colours move to Liquid Telecom Blue and Magenta
- All copy changes to reflect the new messaging
- All material to be reworked into blue and magenta

#### Before



#### After



# The Logo

## Colourways

The Liquid Telecom logo can be used in the following colour variants.

Wherever possible the standard colour version should be used.

If you require logo files contact:

Scott Williams  
scott.williams@liquidtelecom.com



### Standard colour version

For use on white backgrounds and light coloured images.



### White-out version

For use on dark coloured backgrounds and images.



### Black single colour version

For use in single colour print.

# The Logo

## Exclusion zone

The logo should always be given sufficient space for clear visibility.

To ensure this, no graphic elements or text should appear within its exclusion zone.

The exclusion zone is equivalent to the width of the 'D'.



# The Logo

## Size guide

Here are the recommended logo sizes for production across a range of standard paper formats.

For alternative paper sizes, the logo should be scaled proportionately.

The Liquid logo must always be reproduced consistently.

Any material larger than A1 to be signed off by Scott Williams.



A5, DL



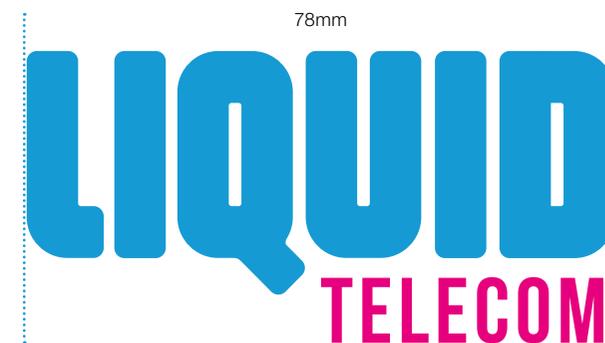
A4, 210 square



Email



A3

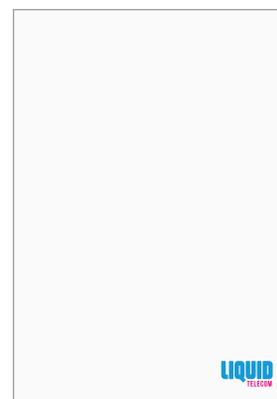
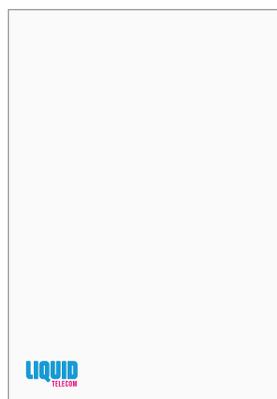
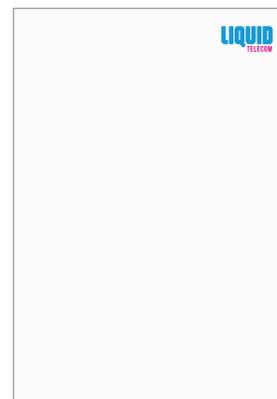
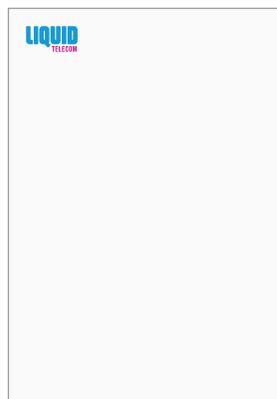


A2

# The Logo

## Positioning

The logo has been designed to ensure flexibility in positioning.



As a general rule, the margin is equivalent to the height of 'LIQUID'.

The minimum the margin can be is the exclusion zone shown on page 6.



# Brandline use

The brandline must always be used.

The words 'Building' and 'Africa's' should be capitalised, 'digital' and 'future' should not be capitalised.

There should always be an apostrophe in 'Africa's'.



# Colour

## Core palette

Pantone 2925, our core blue colour, should be used predominantly through all of our communications.

Magenta is our support colour. Magenta is used to punctuate all our graphic imagery, buildings and colateral.

The predominant colour should always be Pantone 2925, but utilise the Magenta sparingly to create a distinction.



**PANTONE® 2925**  
C.75 M.20 Y.0 K.5  
R.0 G.152 B.219



**PANTONE® MAGENTA**  
C.0 M.100 Y.0 K.0  
R.209 G.0 B.116

# Typefaces

The typography is an integral part of our brand identity and it is important that it is used in the same way across all collateral.

For print based communications our font is Helvetica Neue. It has been chosen for its friendly and open feel. It is available in a variety of weights – enabling flexibility in its use and adding personality to communications.

Important: Liquid Telecom does not:

- capitalise words in titles
- embolden words to make a point
- change colours in a sentence to make a point

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

**Helvetica Neue 65 Medium**

**Helvetica Neue 75 Bold**

*Helvetica Neue 46 Italic*

*Helvetica Neue 56 Italic*

***Helvetica Neue 65 Medium Italic***

***Helvetica Neue 76 Bold Italic***

To be used online or in Microsoft applications when Helvetica Neue is not available

Arial Regular

**Arial Bold**

# Applications Literature

Overall, the illustration page should be separated from the copy page. Exceptions to this rule may apply – talk to marketing if needed.

Page headings are addressed by delivering the core message in bold (digital future in the example), and the secondary part of the title as standard (Building Africa's in the example).

Page headings are held by a vertical magenta stripe.

Key point should be emboldened  
Outside back cover is always the contact details with blue gradient.



Back Cover



Front Cover



Inner Pages



# Applications

## Advertising: 'Africa's cloud is Liquid'

Our current lead campaign is "Africa's cloud is Liquid" as illustrated. It is an example of how advertising should be reflected.

Key is the simplicity and space. We do not clutter the space, nor do we try too include too many messages.

The advertisements may be created on a white or a corporate blue background – depending on the content.

If a partner logo is required – that is always shown on the bottom left.



The advertisement features a blue background with a white cloud shaped like the continent of Africa. A small copyright symbol is visible near the top of the cloud. To the right of the cloud, the headline "Africa's Cloud is Liquid." is displayed in white, with "is Liquid." in a larger font. Below the headline, there are three paragraphs of text. At the bottom left is the Microsoft logo, and at the bottom right is the Liquid Telecom logo. A thin red horizontal line runs across the bottom of the advertisement, with the website URL "www.liquidtelecom.com" on the left and the tagline "Building Africa's digital future" on the right.

## Africa's Cloud is Liquid.®

Cloud computing accelerates every aspect of your business but it only works as well as the infrastructure supporting it. As an official Microsoft CSP partner, only Liquid Telecom can combine enterprise-grade reliability and performance from Microsoft Cloud with an award-winning fibre network.

So now you can access tools virtually anywhere on almost any device. Whether you're working online or off, from your computer, tablet or phone, we have your business covered with Microsoft Cloud.

Contact Liquid Telecom today to discover how cloud can transform your business.

Microsoft

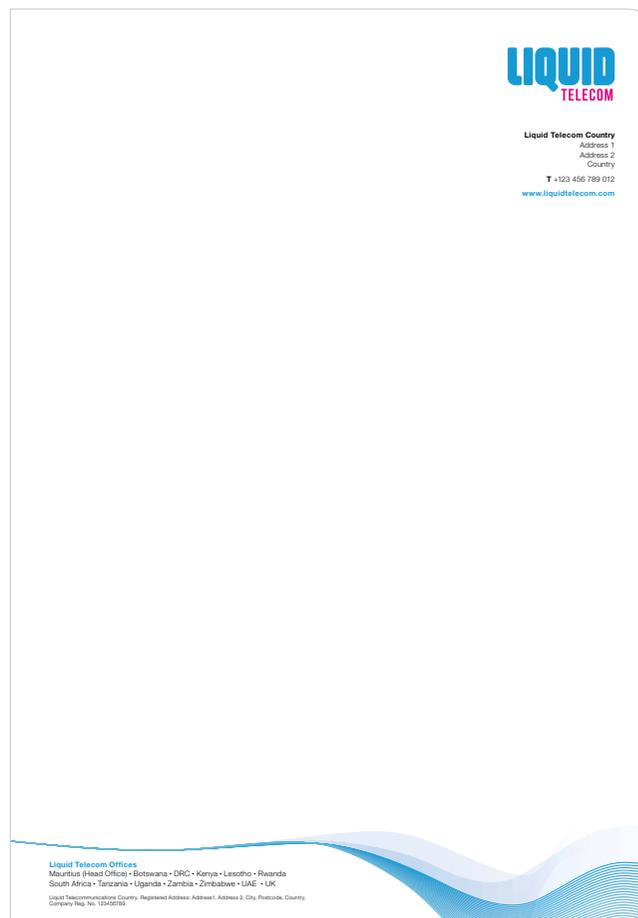
LIQUID TELECOM

[www.liquidtelecom.com](http://www.liquidtelecom.com)

Building Africa's digital future

# Applications

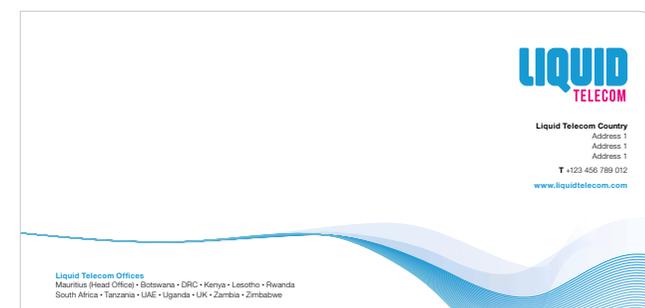
## Stationery



Letterheading



Business cards



Compliment slip

# Help



If anything is not clear  
get in contact with Scott Williams  
+44 207 101 6211  
[scott.williams@liquidtelecom.com](mailto:scott.williams@liquidtelecom.com)