

Introduction

In order for our communication to project a single identity, we should have a consistent look and feel in everything we produce. It should also reflect our values and our position as a thought and technological leader in our area. This manual provides rules and guidelines on how to achieve the specific “Tilgin” look and feel. As such, it covers the use of our logo, our colors, our typefaces and our use of images and other visuals.

Should you have any questions, or if you need support, don't hesitate to contact Tilgin Marketing at marketing@tilgin.com

The Tilgin Logotype

It's essential that we only use an approved version of our logo (from an original file) and always use it in a consistent manner. Refrain from disturbing or weakening it through the introduction of competitive graphic elements or by placing it in a cluttered environment. There should never be any doubt who's behind our communication.



Orange on white is the standard and most common form, for both online and print.



Black on white can be used in black-and-white designs or when the orange logo is not suitable.



On orange backgrounds, the white logotype is used.

On black backgrounds, both the white and orange logos can be used



White on a specified size orange rectangle is used when the logotype needs to stand out, for instance when shown together with other logos or in a cluttered environment.

To secure the integrity of our logo (and its legal protection), it must stand alone. As a consequence, the logo cannot be combined with text or other graphical elements and it cannot be placed closer to any other element than the height of the letter "i" in the Tilgin logo.



You may place the logotype on colors other than orange, black or white. It may also be placed on an image, provided it's not too busy. Always use the logotype version - white, black or orange - that provides the best contrast or visibility, and that still complements the design on a whole.

Other marks and symbols



The Tilgin Eco symbol is used to convey messages concerning power savings and our environmental consciousness. It may be used with printed and online material, but it is also used on a button on the HG2300 product.



The symbol for “Tilgin Interoperability Program” is used as verification that a product or solution has successfully passed the Tilgin TR-069 interoperability test.



The symbol for “Tilgin Certified Business Partner” is used by, and when describing, our partners. There are three main types of Tilgin partnerships: system integrators, value-added resellers and ecosystem partners.

Our typography

Used in a consistent way, our typography will contribute to a strong Tilgin brand.

Scene Standard is our main typeface. It is easy to read while providing a certain personality aspect. However for practical reasons, we can use Arial in our online and on-screen communications.

Scene Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789

Scene Std Light is used in large dominating headlines such as in brochures, roll-ups, etc. It is also used in body copy.

Scene Std Medium is used in smaller headlines and subheadings.

For smaller size text (7p and below) we use Scene Std Regular (for reasons of readability and production).

Scene Std Medium
Scene Std Regular
Scene Std Medium
Scene Std Light

The Scene typeface is not to be used in italic

Arial is used in e.g. Word documents, PowerPoint presentations and HTML productions.

Arial Regular

Arial Bold

Arial italic can be used in PPT slides, when needed, to differentiate e.g. different classes of objects

Arial Regular italic

Our colors

Our color palette consists of three primary and six secondary colors. The three primary - or corporate - colors are those that we should be associated with and remembered by. The secondary colors are used in less dignified situations, for instance in diagrams and illustrations or as accent colors.

Primary colors

Tilgin Orange

Pantone© 158 C/U
CMYK 0/70/90/0
RGB 245/110/40

Tilgin Orange is our dominating color. It can be used as background color, but also as a text or graphic element color on white.

Tilgin Cool Grey

Pantone© Cool Grey 8
CMYK 0/0/0/15
RGB 221/221/221

Tilgin Cool Grey is suitable for complementary graphic elements such as dividers, color plates, etc.

Tilgin Dark Grey

Pantone© 425 C/U
CMYK 0/0/0/70
RGB 110/110/110

Tilgin Dark Grey is primarily used for text, for example in introductions, address information, etc.

Secondary colors

Tilgin Cyan

Pantone© 7460 C/U
CMYK 95/5/5/0
RGB 0/158/206



Tilgin Dark Turquoise

Pantone© 307 C/U
CMYK 95/45/15/10
RGB 0/105/155



Tilgin Green

Pantone© 368 C/U
CMYK 73/5/100/0
RGB 63/166/66



Tilgin Purple

Pantone© 254 C/U
CMYK 55/85/0/0
RGB 124/60/138



Tilgin Cerise

Pantone© Rubine Red C/U
CMYK 0/92/25/5
RGB 221/37/107



Tilgin Black

Pantone© Black C/U
CMYK 40/0/0/100
RGB 0/0/0

Different tints of the secondary colors can be used for example in diagrams or to highlight areas in e.g. network diagrams. In PowerPoint this can be achieved by using transparency on a white background.

The Tilgin “Swoosh”

This is a graphic element that we use to add a very specific Tilgin look and feel to our communications. It may be used in various ways in printed materials, as well as online and in digital productions.

Please see “Applications” for further examples.



The “Swoosh” is not intended to depict a cable or any other physical connection. (However, the same organic, curved form is used for connections in for instance, slide presentations.) Instead, the “swoosh” is an element that can add dynamic movement and a direction to our communication design. It may also be used to “draw”, or connect, outline of products, people or other objects. This can be especially powerful in digital animations or video.



Images

“Lead” images are used as mood-setters and should show people in a context that matches that of the specific message. These images are always black and white with orange accents.



Make sure to show people with different ethnic backgrounds, age and gender.



Images of Tilgin products should be high-quality as well as sharp and crisp, to mirror their high-tech content.

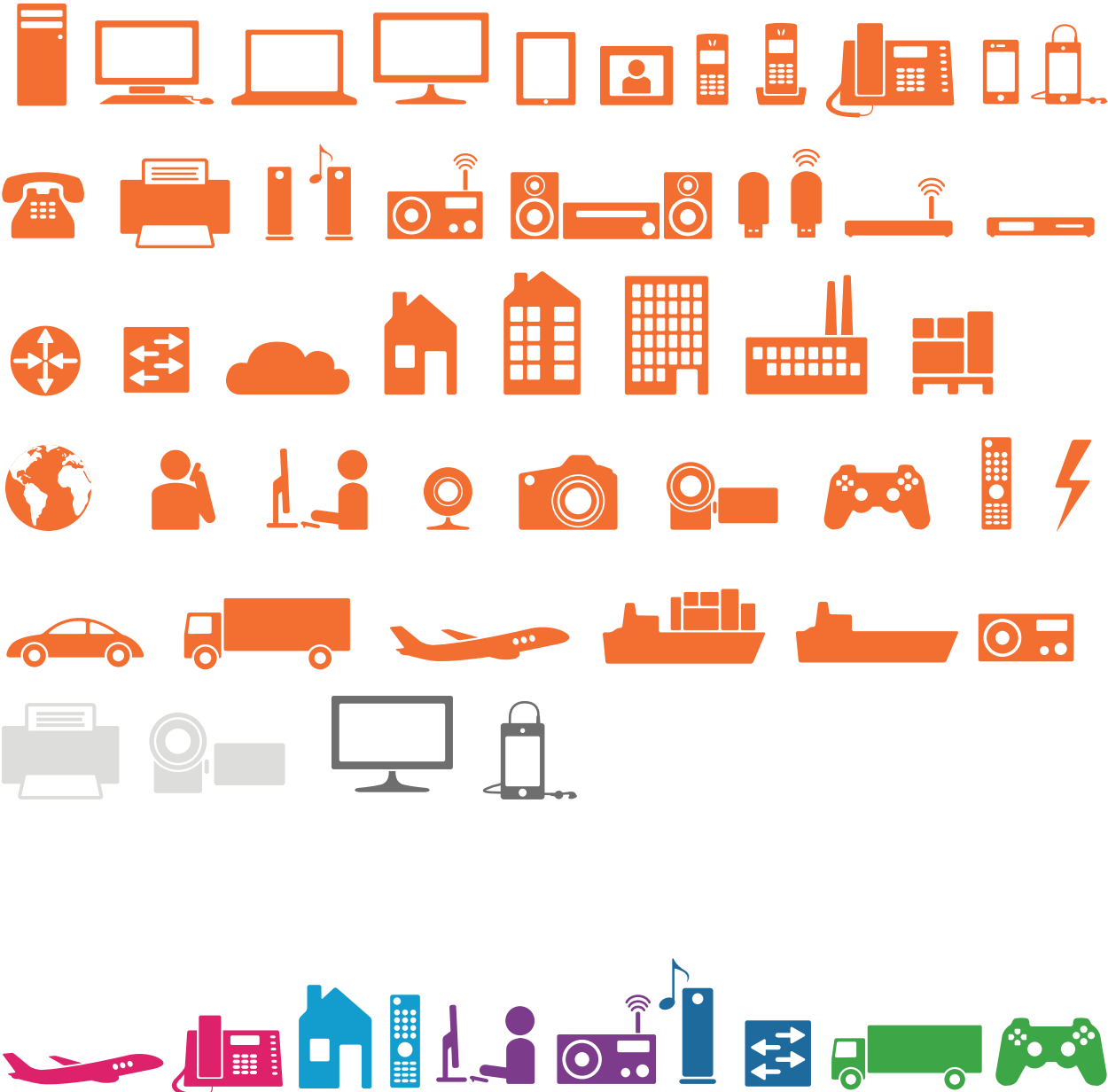
Please note: When we “draw” networks, we should use our icons. However, our home gateways and other products should always be depicted with an actual product photo.



Other images consisting of customer and end-user situations, including environments, should be more documentary as opposed to highly styled.

Illustrations / icons

We have our own design of icon-style illustrations. When possible they are used in our primary colors, but when needed all our accent colors can be used.



Please note: When we “draw” networks, we should use our icons. However, our home gateways and other products should always be depicted with an actual product photo.

Company description (Boilerplate)

A company description is available in a short and a long version. The short version is for example used as a “boilerplate” in press releases. The long version can be used as a company backgrounder.

Short version

Tilgin's high-performance, software-controlled home gateways and TR-069-based remote management solutions turn online homes into a profitable business for operators and deliver a personalized experience of quality and simplicity to their customers. Tilgin's telecom-grade solutions allow for managed services – triple play and beyond – to be introduced instantly and individually. With easy integration in operational and business support systems, they substantially reduce an operators' costs. Used by more than 100 operators in more than 30 countries, Tilgin's systems and solutions have a strong client base and a broad international reach.

Long version

Tilgin's high-performance, software controlled home gateways and remote management solutions turn online homes into a profitable business for operators and deliver a personalized experience of quality and simplicity to their customers.

Our telecom-grade solutions allow for new services – triple play and beyond – to be introduced instantly and individually. Full manageability, easy customization and fast integration in operational and business support systems substantially reduce an operators' cost while creating loyal and satisfied customers as well as a strong brand.

Tilgin home gateways for Ethernet, Fiber and VDSL2 access handle all types of current and future services – from traditional triple play to local storage, remote access and more. Based on Tilgin's industry-leading know-how and best-in-class technology, they offer end users quality, style and ease-of use, while substantially reducing life-cycle costs for operators.

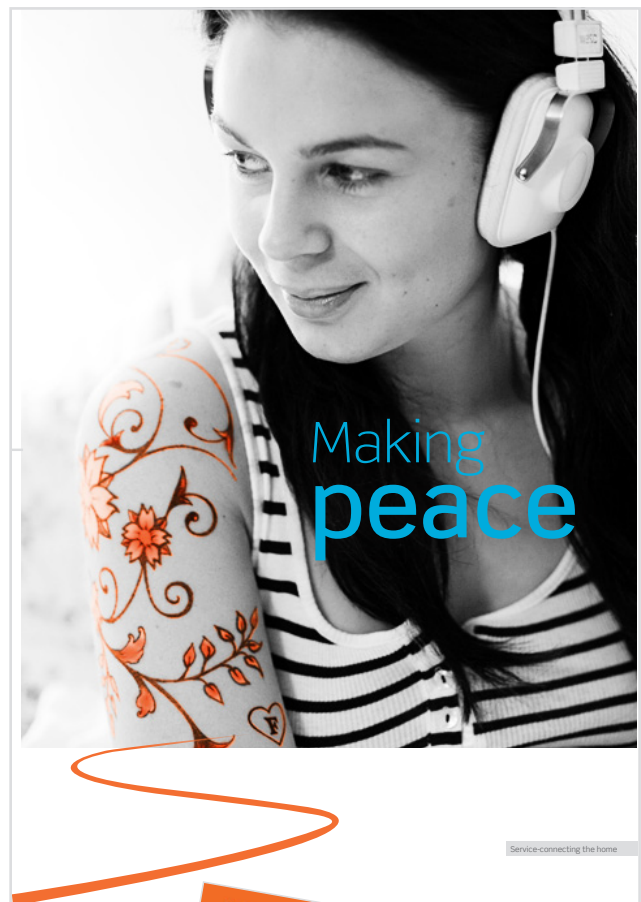
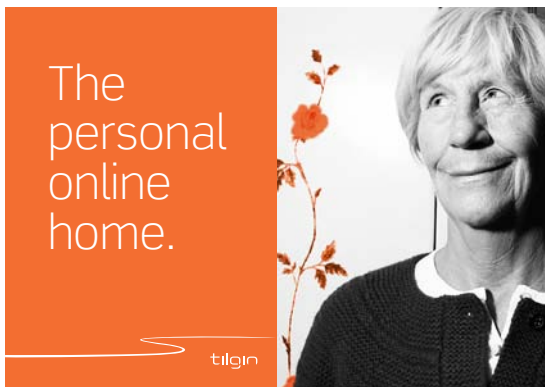
Our VCM remote management software simplifies everything from initial device startup and upgrade of service levels, to proactive maintenance, remote diagnostics and troubleshooting. All to keep customers satisfied and costs down while securing, and increasing, revenues. With open-standard TR-069 capabilities, VCM lets operators handle millions of devices and a multitude of services.

Together with our gateways and management software, our professional services help operators handle all the complexities involved with deploying new products and services. This lets broadband operators reduce their operating expenses, increase revenues per user and vastly improve the consumer experience.

With over ten years as a key driver in broadband standardization, Tilgin now helps more than 100 operators in over 30 countries to create profitable online homes.

Examples

On this and the following pages you will find examples on how our visual identity is expressed in various communication productions.



The personal
online home.



The magical
online home.



- Handling millions of CPE's
- of CPE's Full TR-069 support
- 69 support Flexible provisioning
- ng Easy integration
- VCM5**
Remote Management Solution

Creating the
personal magical
enjoyable
open
profitable
online home.

Creating the profitable online home.

- ▶ Reducing your cost
- ▶ Increasing your revenues
- ▶ Improving the customer experience

<p>HGA</p> <ul style="list-style-type: none"> Fully routed Broadband VoIP Full-service GUI TR069 Management 	<p>TR069 interoperability program Hosted services</p> <ul style="list-style-type: none"> Fully routed Broadband VoIP Alarms Helpdesk TR069 Platform 	<p>HG</p>	<ul style="list-style-type: none"> Tilgin Support Professional services RMA
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Stationery & Document templates

Stationery templates for printing of e.g. envelopes and business cards are available from the marketing department. Word templates are available for e.g. letters, press releases and technical documents are available on the company intranet. So is PowerPoint templates for slide presentations but also for speedy production of fact sheets.

