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# Graphic Standards Manual

2008

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# Introduction

The Cellular South Graphic Standards Manual is designed to provide you with guidelines to follow for correct usage of the Cellular South identity including the mark, logotypes and related graphical elements.

These standards have been established to ensure that all of our communications reflect the same high standard of quality, attention to detail and consistency that characterize Cellular South. Used correctly and consistently, the Cellular South identity is a powerful asset, one that directly supports our vision to be the best service provider in the region. It helps communicate who we are, what we do and how well we do it - all critical elements that shape the positive image of Cellular South.

Cellular South retains all ownership rights associated with the mark and logotypes depicted in this publication. The standards defined herein require strict adherence regardless of where the mark or logotype is produced or the source the funding.

Please review this information thoroughly and refer to it often. For further information, assistance and additional reproductive artwork, see the Marketing Contacts page at the end of the manual.

**NOTE: Any materials created with the Cellular South mark, logotype or any other reference to Cellular South must be approved by corporate marketing prior to production.**

# Legal Issues

## Maintaining legal protection

It is very important to use the logotype with the correct legal company name on business cards and stationery. Printed reference to the Cellular South logo should display the ® symbol designation in the first or most prominent reference. In text applications where the logo is not present, correct representation is shown as using "Cellular South®" with the ® symbol in the first reference only. Thereafter, in text use "Cellular South" only.

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## For brochures and ad layouts

The logotype without the company name may be used. However, all ads and brochures must be copyrighted with the legal company name and year. It is imperative for legal protection that the company name is properly designated on appropriate documents and layouts.

**EXAMPLE:** ©2008 Cellular South, Inc. All rights reserved.

# The Cellular South Mark and Logotypes

## Cellular South Mark

The primary element of identification for Cellular South is the mark. The mark serves to establish our identity and provide instant recognition of Cellular South in a single graphical element. The mark may never be redrawn or altered in any way.

**NOTE: It is NOT acceptable to use the mark as a standalone element.**



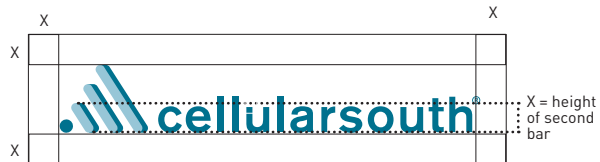
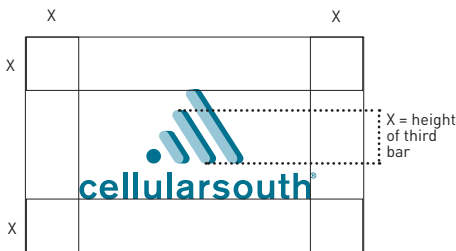
## Cellular South Logotypes

The Cellular South logotypes are a combination of the mark and the text "cellularsouth." No changes should be made to the logotype including the style, spacing and proportions of the type, as well as the placement of the mark. **NOTE: The color of the dot on the left is always the same color as the text "cellularsouth."**



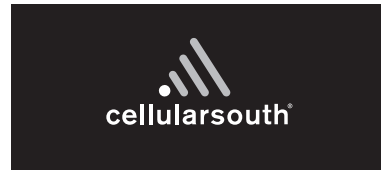
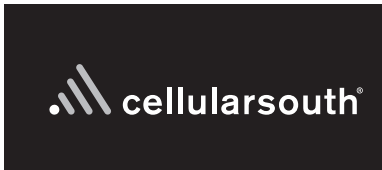
## Clearance Area

The clearance area is the protected area around the Cellular South mark and logotypes to maintain legibility. It is the least amount of clean space that must surround the mark and logotypes necessary to enhance the visual presence of our identity. Note: the calculation of clearance area differs depending on which mark or logotype is used.



# The Logo Family

The Cellular South logo family refers to all acceptable variations of the Cellular South mark and logotype. Below find samples of all these variations.



cellularsouth®

cellularsouth®

cellularsouth®

NOTE: Use of the above variations which do not include the mark is restricted to instances where the printing process does not allow for accurate reproduction of the mark and requires approval by the Director of Marketing.

# Logo Usage Rules

The following rules governing the use of the Cellular South logo and logotypes should be followed absolutely. Any applications that fall outside these guidelines should be sent to Corporate Marketing for approval prior to production.

## Rule #1:

The color of the "dot" will ALWAYS match the color of "cellularsouth."



## Rule #2:

In the horizontal version of the logo, the height of the letter "c" will always be 39.1% of the height of the triangle icon.



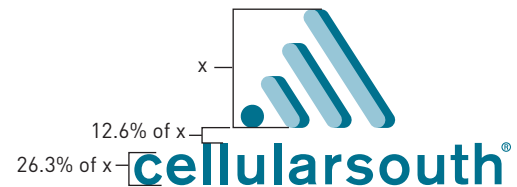
The space between the rightmost side of the triangle icon and the leftmost side of the letter "c" will always be 15% of the height of the triangle icon.



## Rule #3:

In the stacked version of the logo, the height of the letter "c" will always be 26.3% of the height of the triangle icon.

The space between the bottom of the triangle icon and the tallest letter ("L") in the logotype will always be 12.6% of the height of the triangle icon.



See "Unacceptable Usage" on the next page for more usage guidelines.

# Unacceptable Usage

The following are examples of unacceptable usage of the Cellular South mark and logotypes.

**Note: This is not an all inclusive list. Any variation or reproduction of the mark or logotypes not specified in this manual requires approval by the Director of Marketing.**

## DO NOT:

Use non-shadowed or flat triangle in positive or reverse color applications (reverse black is the only acceptable variation and use is limited to situations where there are no other reasonable alternatives)



Substitute other typefaces or weights



Use mark or logotype within copy



Place mark or logotype on an angle



Add a word or words between the mark and logotype



Print mark or logotype without sufficient contrast.

The background should always provide adequate contrast.



Use any colors other than the approved colors for any part of the logotype



Use the mark on its own



# Color Specifications

## Positive color

Preferred color version  
PMS 315

4-Color process  
C:100 M:0 Y:12 K:43

For vendors who cannot print percentages  
1: PMS 315 2: PMS 551



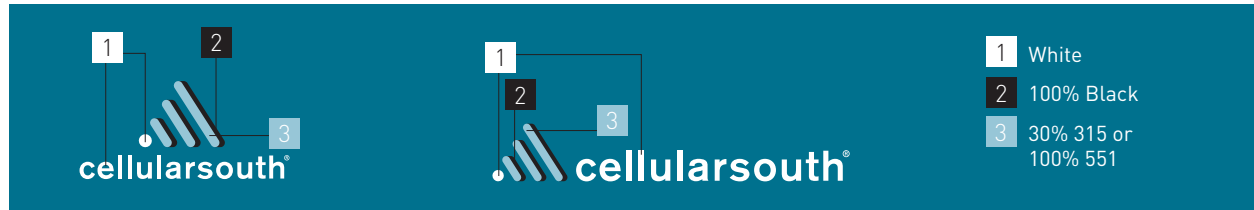
1	100% 315
2	30% 315 or 100% 551

## Reverse color on 315 or other dark blue background

Preferred color version  
PMS 315

4-Color process  
C:100 M:0 Y:12 K:43

For vendors who cannot print percentages  
1: PMS 315 2: PMS 551



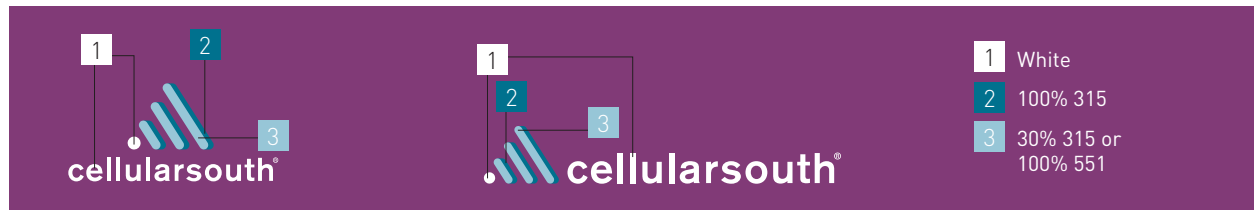
1	White
2	100% Black
3	30% 315 or 100% 551

## Reverse color on colored background other than blue

Preferred color version  
PMS 315

4-Color process  
C:100 M:0 Y:12 K:43

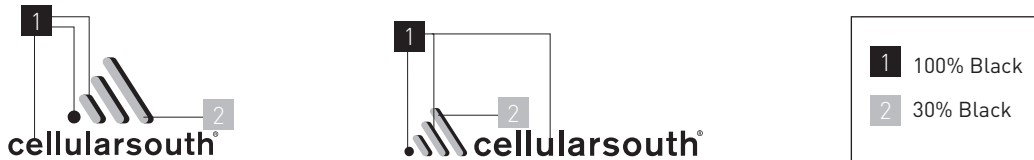
For vendors who cannot print percentages  
1: PMS 315 2: PMS 551



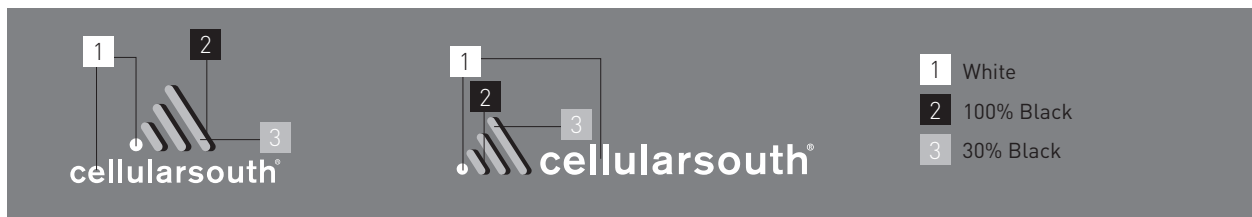
1	White
2	100% 315
3	30% 315 or 100% 551

# Color Specifications

## Positive black

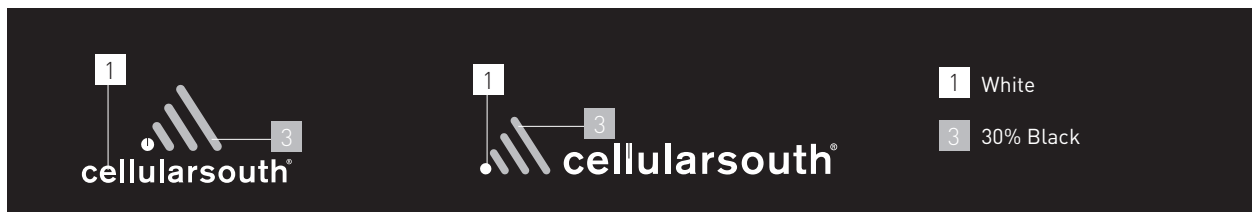


## Reverse black on grey/colored background



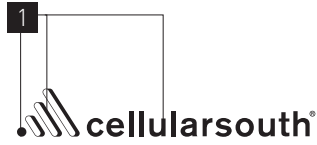
## Reverse black on black background

NOTE: Reverse black variations on black backgrounds of the mark/logotype are the only instances in which it is acceptable to reproduce without shadow/shading. Use should be limited to situations where there are no other reasonable alternatives.



# Color Specifications

Positive black 1-color on white background



Reverse 1-color (white) on black background



# Signage

## Permanent signage

Corporate marketing produces all signs, exterior and interior. Contact corporate marketing with all requests for signage including exterior/interior, point-of-sale, POP, merchandise display, door and kiosk signage.

## Temporary promotional signage

Temporary promotional banners may be produced in the field but must adhere to all applicable graphic standards. **NOTE: Banner artwork must be approved by corporate marketing.**

Vinyl colors:

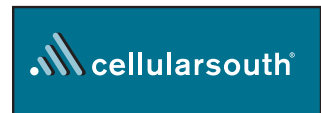


1 Avery - Aquamarine A8633-0

2 Avery - Butterfly Blue A8552-0



square and vertical signage



horizontal signage

**NOTE: All backdrop signage will be created by Corporate Marketing.**

## Vehicular signage

Vehicle identification signage is designed by corporate marketing. Request for business vehicles should be directed to the appropriate Network Supervisor in the technical department.

# Promotional Items and Wearables

## Promotional Items

Corporate marketing must approve all promotional items not produced in-house by corporate marketing or by our agency of record.

## Wearables

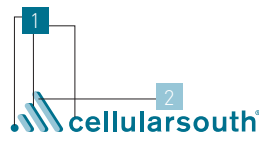
Wearables should be embroidered using the thread colors specified below. All wearables must be approved by corporate marketing.



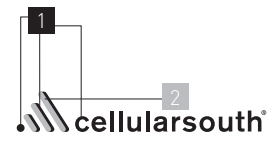
- 1 Madeira 1091
- 2 Madeira 1089



- 1 Madeira 1241
- 2 Madeira 1212



- 1 Madeira 1091
- 2 Madeira 1089



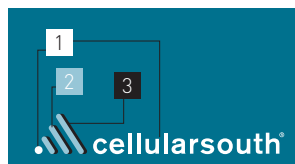
- 1 Madeira 1241
- 2 Madeira 1212



- 1 Madeira 1001
- 2 Madeira 1089
- 3 Madeira 1241



- 1 Madeira 1001
- 2 Madeira 1212



- 1 Madeira 1001
- 2 Madeira 1089
- 3 Madeira 1241



- 1 Madeira 1001
- 2 Madeira 1212

# Letterhead and Business Cards

## Letterhead and Envelopes

For all letterhead and envelope requests, contact:

Kim Purvis  
Office Products Plus  
601-898-2600  
kimp@opplus.net

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## Business Cards

All requests for business cards should be made by managers only, through the company Intranet.

# Contacts

## **Cellular South**

1018 Highland Colony Parkway, ste 340  
Ridgeland, Mississippi 39157  
Fax: 601.974.7138

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