KUDUCOM

BRANDING &
STYLE GUIDE

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SUCCESS IS A STATE OF MIND...
IF YOU DO THINGS WITH
HEART EVERYTHING
LEADS TO SUCCESS.

Venkat Desireddy

TABLE OF **CONTENTS**

FOUNDATIONAL STATEMENT

We will set the standard of what it is to be the best-in-class regional provider of business Voice, Data, and Internet solutions, taking the time to understand and align with corporate objectives.

- Voice & Internet
- Forward-Thinking
- Solution Provider
- Problem Solvers
- Customized
- Next Generation

- Enterprise Class
- Dependability
- Technology Experts
- No Excuses
- Customer-Centric
- Community Partner

VISION

We strive to be a true partner by providing a single resource for all Voice, Data, and Internet services. We make real connections within the business community to deliver seamless communication solutions.

MISSION

KUDUCOM™ is dedicated to keeping businesses connected by providing advanced communication solutions with a customer-centric focus.

THE ETYMOLOGY OF **KUDUCOM**™

Pronounced: Koo-do-com

With the founder's roots hailing from South Africa, stakeholders wanted to incorporate a meaningful icon when rebranding the 25-year-old communication-based business that relies on speed, agility, and customer-centric care to provide businesses with Voice, Data, and Internet services.

The name Kudu is derived from the indigenous Khoikhoi language of Southern Africa and the species is prominent in South Africa. With a top speed of roughly 60 MPH, this large woodland antelope with large radar-like ears, is highly alert and notoriously aware of their surroundings, making it a very unique symbol to represent the Vision and Mission of KUDUCOM and value-added services depending on speed, accuracy, and the ability to listen carefully in any environment.

The greater Kudu has a narrow body, long legs, and their coats can range from brown/bluish-grey to reddish-brown. They possess between 4 and 12 vertical white stripes along their torso. The head is usually darker in color than the rest of the body and exhibits a small white v-shaped mark that runs between the eyes. Bulls tend to be much larger than the cows and vocalize much more; they also have beards running along their throats, and large horns with two and a half twists.

These forward moving horns represent the different approach that KUDUCOM offers to its business clientele. The logo was specifically designed to illustrate forward thinking and speed, but with the Kudu looking back to the name preceding it to reiterate the company is always looking back on how to service its clients better.

POSITIONING (TAG) LINE

Real People. Real Connections.

CULTURE & VALUES

Own It

We don't say "that's not my responsibility". Don't give up long-term values for short-term results.

Go the Extra Mile

Set high standards for yourself and always try to raise the bar for your team to deliver the highest customer service/retention, products, and services.

Build Trust

Talk to each other and communicate deadlines, commitments, and responsibilities. Earn trust from your team to get things done, start to finish.

Have an Opinion

Agree, disagree, but always have an opinion. Don't compromise, challenge with a rationale. Have your factual "because" reasons lined up.

Be Inquisitive

The truly educated never graduate. Leaders are always listening and learning. Push to improve existing processes. Change is good.

Enjoy Work/Life Balance

Work hard and play hard; together. Long-lasting and successful businesses are grounded by leaders that know how to have fun and love what they do, together.

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LOGO AND BASIC GUIDELINES

The Basic Guidelines chapter defines the use of the KUDUCOM™ brandmark, symbol, and corporate colors. These elements are key for communicating the KUDUCOM brand consistently as they define the cornerstones of our visual identity.

DESCRIPTION OF THE
BRANDMARK

The KUDUCOM™ brandmark consists of the symbol and the word mark. These two elements must not be altered. Read the following pages for usage and exceptions.

The KUDUCOM registered brandmark is always on a single line. The brandmark is vectorized and therefore scalable to any size. When implementing the tagline with the brandmark, the preferred height of the tagline is 46% of the banner mark height. The tagline name is horizontally centred below the banner mark, with a distance of 44% of the banner mark height. With the tagline width of the brandmark at the preferred height, scale it to 50% of the KUDUCOM banner mark height. The tagline font style is to be observed is Gill-Sans Bold. The maximum height of the tagline is the 33% height of the KUDUCOM brandmark.

Brandmark: Size 0.75 in.

Banner mark

Word mark   Symbol

The brandmark consist of the symbol and the word mark.

Minimum brandmark height: 0.5 in.

H x 0.5
H x 0.125
H x 0.125
H x 0.125

Real People. Real Connections.

Brandmark with implemented positioning line.

CONSTRUCTION OF THE
BRANDMARK

The KUDUCOM™ symbol is made of two shapes. Creating the left facing Kudu head. The symbol represents speed, technology, and reliability. The left facing head emphasizes, we are always looking back, to ensure our customers are taken care of. The KUDUCOM brandmark is to be displayed in corporate blue. Unless otherwise noted. The brandmark features a trademark ™, also in corporate blue. The ™ will change to a Registered symbol ® once finalized by the U.S. Patent and Trademark Office..

The brandmark is displayed on one line. The blue lines only indicate the spacing of the brandmark.

H x 1 in.

H x 0.25 in.
H x 0.25 in.

H x 0.5 in.

Logo Symbol Clear Space

H x 0.25 in.

H x 0.25 in.

W x 0.25 in.

W x 0.25 in.
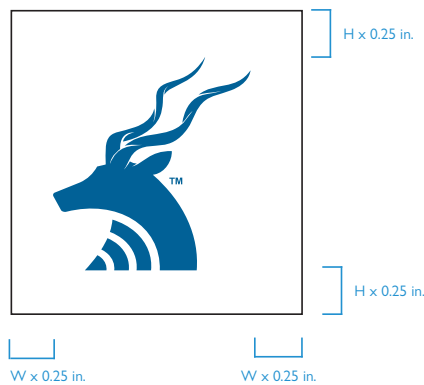
COLOR ALTERNATIVES TO THE
BRANDMARK

The color single line banner mark is the primary brandmark. It should be placed on a white background whenever possible. However, there are circumstances where alternative brandmark versions are permitted due to limited print colors: (A) A black brandmark version is to be used on white or solid color backgrounds when color printing is not possible. It can be used on faxes, but not on letterheads, business cards and other corporate elements. The color references is 100% black for the corporate blue. (B) A white brandmark version. Only to be used on a solid backgrounds such as a website.

Alternative black brandmark version (A). Only to be used on solid colored or white background, if color printing is not possible.

Alternative white brandmark version (B). Only to be used on solid black or color background.

FREE SPACE RULES THE
BANNER

The brandmark construction frame defines the banner mark free space.
See 2.2 for Brandmark Construction.

The brandmark free space defines how closely the brandmark may be positioned to the edge of a format, and how close other elements (e.g. text, images) may come to the brandmark.

The minimum brandmark free space for the single line brandmark is the same size as 50% of the 'O' or 0.25 in.

In the examples, the banner mark free space defines the maximum height of the single line brandmark. The implementation area is highlighted with a magenta frame.

In the examples, the brandmark free space defines the maximum width of the single line banner mark. The implementation area is highlighted with a magenta frame.

Never infringe the brandmark free space. In the example, the banner mark free space is not respected. The implementation area is highlighted with a magenta frame.

USING THE BRANDMARK
ON COLORED BACKGROUNDS

In order to ensure consistency across elements, the colored brandmark should always be placed against a white background. However, there will be situations where the colored brandmark versions need to be applied to an image, colored or black background (technical issues or specific elements for example).

The alternative black brandmark version can be used on any colored background, as long as the contrast is strong. Please note this version is only permitted if print colors are limited.

PRIMARY CORPORATE
COLORS AND DEFINITIONS

The primary color palette of KUDUCOM™ is corporate blue, corporate gray. This color palette is based on the two brandmark colors which forms a strong, simple, and recognizable visual identity. The blue and gray color are characteristics for all our communication.

CORPORATE COLOR Blue

Pantone:	7691 C
4-color (CMYK):	C:100 M:62 Y:18 K:3
RGB:	R:0 G:96 B:152
HEX:	#006098

COLOR TONES

100%   80%   60%   40%   20%
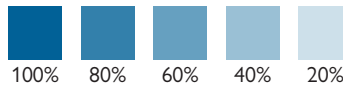
THE GRADIENT

CORPORATE COLOR Cool Gray

Pantone:	Cool Gray 7C
4-color (CMYK):	C:43 M:35 Y:35 K:1
RGB:	R:152 G:152 B:154
HEX:	#98989a

COLOR TONES

100%   80%   60%   40%   20%

THE GRADIENT

3
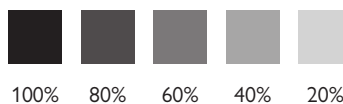
THE CORPORATE FONT
AND TYPOGRAPHY

Corporate fonts are fonts to suit the needs and image of any type of business. Professional corporate design which unmistakably represents a company and it's brand is a necessity and corporate typefaces and logos are a deciding factor in it's success.

PRIMARY
CORPORATE FONT

GILL SANS BOLD for headlines is preferred.

GILL SANS BOLD for headlines is preferred.

GILL SANS Regular for sub-headlines is preferred.

CENTURY GOTHIC BOLD Regular for call-outs is preferred.

CENTURY GOTHIC Regular for call-outs is preferred.

VERDANA Regular for body copy is preferred.

GILL SANS

Bold

ABCDEFGHIJKLMNOPQRS TUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figures

0 1 2 3 4 5 6 7 8 9

CENTURY GOTHIC

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TEXT **HIERARCHY**

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Without typographic hierarchy, every letter, every word, and every sentence in a design would look the same. Can you imagine reading something where everything is the same font and size and color? Where do you start? How do you know what matters most? Typographic hierarchy creates contrast between elements. Designers achieve this through the use of typefaces, size, weight, capital and lowercase letters, bold or italics, orientation and color. Combinations of those design tools are used to create type that falls into distinct layers.

Caption Text:
KUDUCOM |Verdana Regular, 10pt Type, 10pt leading

Copy Text:
KUDUCOM | Century Gothic Regular, 12pt Type, 14pt leading

Headlines, Copy Text:
KUDUCOM | Gill-Sans Bold Capital letters 14pt Type, 17pt leading

Headlines:
KUDUCOM | Gill-Sans Bold-Capital letters 18pt Type, 21pt leading

Big Headlines:
KUDUCOM | Gill-Sans Bold-Capital letters 30pt Type, 38pt leading

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STATIONARY DESIGN

Stationery is commercially manufactured writing materials, including paper, envelopes, and other froms or corporate collateral, including stationery materials to be written on by hand (EX: note cards) or by equipment, such as computer printers.

EXAMPLES OF
STATIONERY IN USE

Business card
This shows the approved layouts with the primary elements of the KUDUCOM™ stationary system for business card.

Dimension
3.5 in. × 2 in.

Paper
Cougar super smooth 100#cover uncoated, with soft touch aqueous coating applied.

Envelope
This shows the approved layouts with the primary elements of the KUDUCOM stationary system for envelopes.

Dimension
3.875 in. × 9.875 in.

Paper
Pre-made envelope

BUSINESS CARD:

Back Side:

Front Side:

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ENVELOPE

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EXAMPLES OF
STATIONERY IN USE

Address information and legal information are added to templates in accordance with local needs.

There is a six-line space between the body of the letter and the letter ending ('yours sincerely' etc.).

There is a three-line space between the letter ending and the sender's name. If an e-mail address is added, place it below the sender's name.

Business card

Pre-printed letterhead with copy

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KUDUCOM
Real People. Real Connections.

5625 W. Waters Ave., Suite E.
Tampa, FL 33634

Your Company Name
Street
Address Number
Your City
Your Country

Dear Sir or Madam,

Ma net volor re mi, ut lanis niendicias aut pellupt aturerae omnis ipsanti oreprov itasped eos vel et mo officta tetusape sed qui nobit, que omnitibus sequo volupta nobitis quissi quo que volorat il ipic tem fugitem acera ab ipsandi dem remperibus, atas parcipi endipitio mi, occatqu iaeseri voluptas ullia si qui utem fuga. Lici omnimusda voluption prerspis mi, ipis ant. To blaut as ventia net a quia volori invellentur a eum, volorererum eostrum in conseris rem. Magnatis sit voles sitemquatis rerem id qui officia ex et, sundae ipsae expellit, ipsuntium eum quibus, tempore ndebis et eicae. Se que magnieni tessum ea.
Ma net volor re mi, ut lanis niendicias aut pellupt aturerae omnis ipsanti oreprov itasped eos vel et mo officta tetusape sed qui nobit, que omnitibus sequo volupta nobitis quissi quo que volorat.
To blaut as ventia net a quia volori invellentur a eum, volorererum eostrum in conseris rem. Magnatis sit voles sitemquatis rerem id qui officia ex et, sundae ipsae expellit, ipsuntium eum quibus, tempore ndebis et eicae. Se que magnieni tessum ea.
Ma net volor re mi, ut lanis niendicias aut pellupt aturerae omnis ipsanti oreprov itasped eos vel et mo officta tetusape sed qui nobit, que omnitibus sequo volupta nobitis quissi quo que volorat.

Ryan Yaldor
Chief Technology Officer

www.kuducom.com | info@kuducom.com

Business cards feature the banner mark, the payoff, and the blue supporting stroke information on one side as shown above. Should a bi-lingual business card be required, the company information is applied to both sides.

TEXT AND OTHER **ELEMENTS**

Email Signature

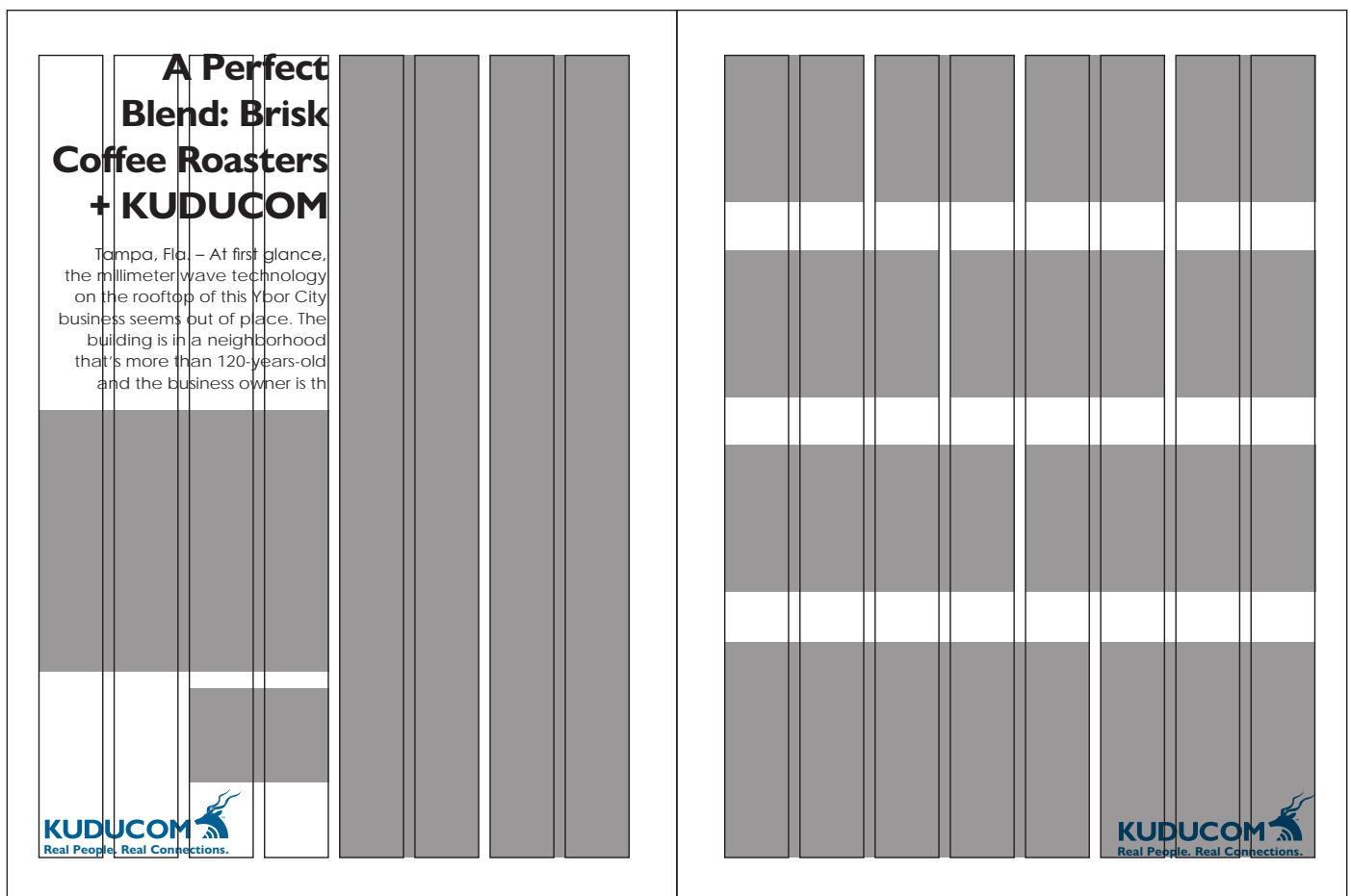Screen Saver

Pocket Folder - Outside

Pocket Folder - Inside

PLACING TEXT AND OTHER ELEMENTS IN **FLYERS AND EDITORIAL**

The eight vertical columns allow a very flexible layout. Images, graphics, and text can extend across as many columns as they need; however, please note that an open, uncluttered layout is recommended to give the products and service prominence.

Flexible use of the layout grid/editorial

A Perfect Blend: Brisk Coffee Roasters + KUDUCOM

Tampa, Fla. – At first glance, the millimeter wave technology on the rooftop of this Ybor City business seems out of place. The building is in a neighborhood that's more than 120-years-old and the business owner is th

KUDUCOM
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BRAND CONCEPTS

Concept chapter defines the guidelines for implementing the image style and tone of the voice of the brand concept. It describes the content, as well as the design of the brand concept, and it is crucial for the success of the brand.

ICONOGRAPHY

Iconography the science of identification, description, classification, and interpretation of symbols, themes, and subject matter in the visual arts. The term can also refer to the artist's use of this imagery in a particular work. The earliest iconographical studies, published in the 16th century, were catalogs of emblems and symbols collected from antique literature and translated into pictorial terms. These icons may be used in various environments from the website to powerpoints and numerous other traditional and digital marketing and sales mediums.

EXAMPLES FOR THE
CORPORATE IMAGE SYSTEM

Corporate Images build strong brands and great reputations. We integrate branding, public relations, and web marketing tactics to help our organization grow and dominate our market place.

This powerful combination of services creates a durable, long-term corporate identity that communicates a desirable image. This properly positions your company to the market place—your customers, your competition, your communities, and the world.

A consistent corporate image will make our organization grow exponentially, and this image and growth can be sustained over decades.

Requirements:
- Never crop the image so that the product or activity is not clearly visible.
- Never feature the person against a synthetic background.
- Never show overly-posed scenes; keep it authentic.

Source:
- Webex by CISCO Co-op
- Gettyimages Royalty-Free Licenses
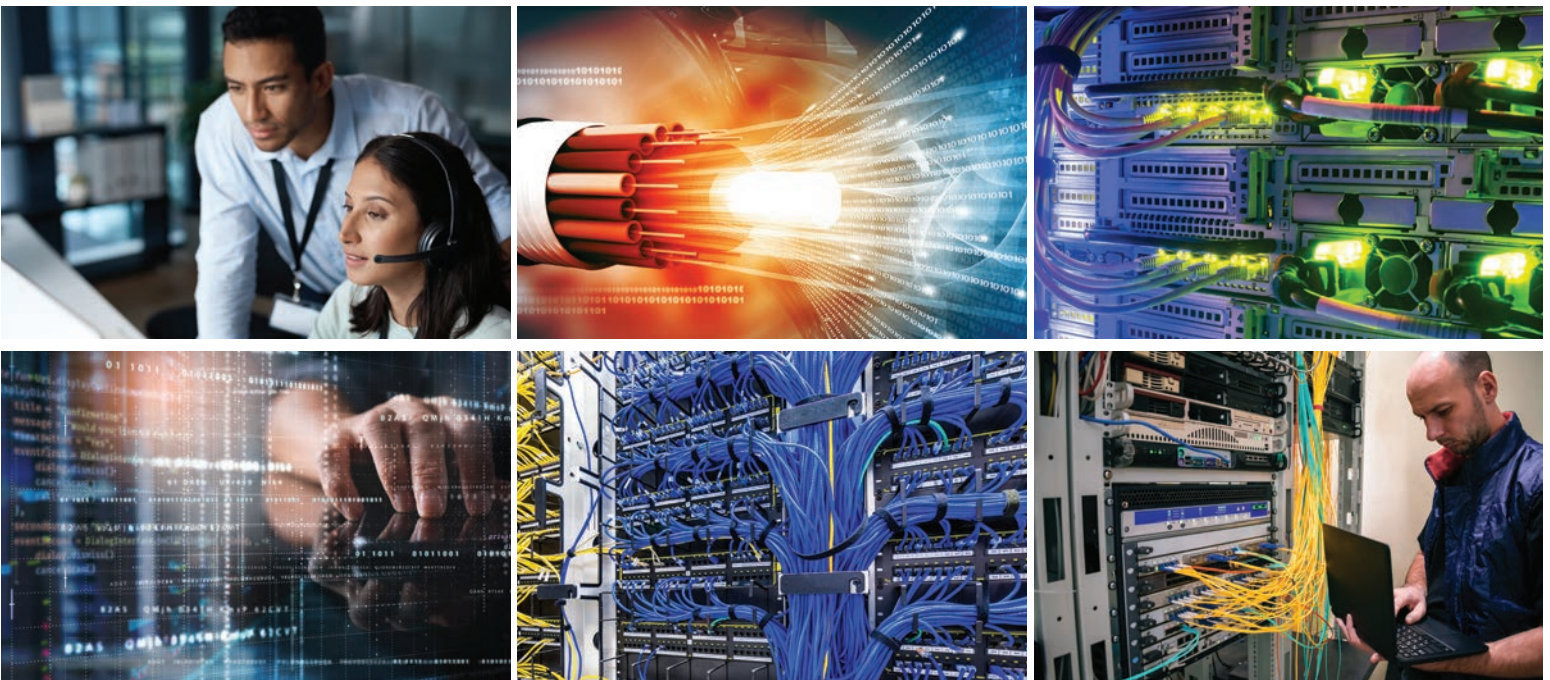
STAFF APPAREL AND
MISCELLANEOUS ITEMS

Branded staff apparel allows customers to easily recognize our team and helps the sales process. Therefore, it is recommended that all KUDUCOM™ employees wear a piece of clothing in corporate colors. On the left breast we recommend to wear a tag displaying the KUDUCOM banner mark. These presentation aspects are designed to help facilitate a personalized and professional interaction between employees, customers, and the general public.

Polo Front

Ball Cap

Office Door Sign ID

KUDUCOM

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