

//corporate guidelines

# Viatel guidelines. The Viatel logotype.

## The Viatel logo

The Viatel logo always appears on a white background.

The only exception is a whiteout version on a magenta background.

Never attempt to redraw the logo and please ensure that the guidelines are followed.

Viatel logotype with endline

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Vi@tel //simply different

Viatel logotype with stacked endline – only to be used if space is restricted

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Vi@tel  
//simply different

Viatel logotype whiteout – for use on high impact magenta background

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Viatel Partner logotype - only to be used by authorised Viatel Partners

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*powered by*

Vi@tel

# Viatel guidelines. Logo and colour.

## Logo colour and usage

Shown here are the different ways in which the Viatel logo can appear with straplines.

There is a stacked version which should only be used if there is limited space available.

The magenta colour should always be used where colour is available. However, there is a one colour version of the logo for occasions where this is not possible.

The strapline and logo should always appear together where possible, unless there is a very good reason to separate them, in which case the line should clearly be in evidence on the same page as the logo.

Viatel logo two colour

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Vi@tel // simply different

Viatel logo one colour

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Vi@tel // simply different

Viatel Stacked two colour

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Vi@tel  
// simply different

Viatel Stacked one colour

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Vi@tel  
// simply different

White-out on Magenta - Horizontal

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Vi@tel // simply different

White-out on Magenta - Stacked

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Vi@tel  
// simply different

# Viatel guidelines. Colour palette.

## Colour

The colour palette consists of two colours: Magenta and Black. The logotype should always appear as 100% tints of these colours and not be altered in any way.

To expand the palette for print and web use, tints of the two colours can be used. As discussed later the photography is always in Black and White.

To reproduce any of the Viatel colours, you will need to use one of a number of colour codes. For example, the Viatel logo is rendered in pure magenta.

The colour codes for magenta are;

The value used for the web text  
HEX: c30080

The value used in most Microsoft Office documents  
RGB: R247 G00 B143

The value used in print media  
CMYK: C0 M100 Y0 K0

To reproduce the colour in Microsoft Word you would use the RGB values.



Viatel magenta - 100% MAGENTA



Viatel black - 100% BLACK



HEX 000000  
R0 G0 B0  
C0 M0 Y0 K100



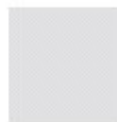
HEX dedede  
R222 G222 B222  
C12 M9 Y9 K0



HEX 060606  
R6 G6 B6  
C92 M80 Y79 K88



HEX e7e7e7  
R231 G231 B231  
C9 M6 Y7 K0



HEX e0e0e0  
R224 G224 B224  
C11 M8 Y8 K0



HEX #ffff  
R255 G255 B255  
C0 M0 Y0 K0



HEX b6b6b6  
R182 G182 B182  
C28 M20 Y20 K0



HEX efefef  
R239 G238 B239  
C6 M5 Y4 K0



HEX cccccc  
R204 G204 B204  
C19 M14 Y14 K0



HEX c30080  
R247 G00 B143  
C0 M100 Y0 K0

# Viatel guidelines. DON'T.

DON'T stretch the logo horizontally or vertically

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DON'T rotate the logo

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DON'T alter the colours of the logo

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DON'T place the logo on a coloured or photographic background

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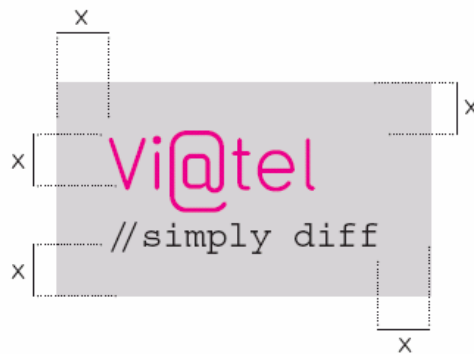
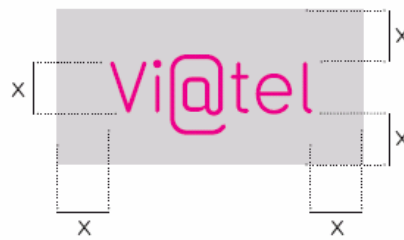
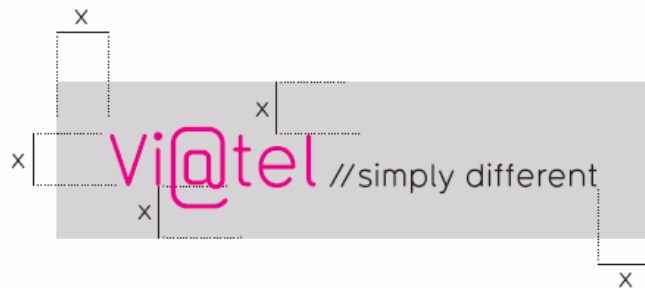


# Viatel guidelines. Exclusion zone.

## Logo exclusion zone and minimum size.

Please ensure that these guidelines are followed.

Grey area shows exclusion zone which is the cap height of the 'V'



30.5mm - preferred width. 26mm - minimum width.



# Viatel guidelines. Partner use of logos.

## Powered by Viatel Logo.

Viatel's 'powered by' logo is for exclusive use by authorised partners, on marketing material relating to Viatel services.

Use of this logo must follow the same guidelines provided for Viatel's corporate logo in terms of colour, position, exclusion zones and backgrounds.

The logo can be published on the partner's website, datasheets and marketing material, but only where it directly relates to Viatel services sold by the partner.

## Use of Viatel's corporate logo by partners

Where a partner wishes to advertise that they work with Viatel, Viatel's corporate logo must be used.

Use of this logo must also follow all corporate guidelines in terms of colour, position, exclusion zones and backgrounds.

### **Use of either of the Viatel logo or brand must be approved by Viatel in advance:**

Viatel Marketing Department  
St James House, Oldbury,  
Southern Industrial Estate,  
Bracknell Berks, RG12 8TH  
Email: [services@viatel.com](mailto:services@viatel.com)  
Tel: 01344 395649

Powered by Viatel logo – for use by authorised partners on marketing material

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*powered by*

Vi@tel

Viatel corporate logo – for use by authorised partners when advertising the partner relationship

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Vi@tel // simply different

# Viatel guidelines. Typeface usage.

## Typefaces

It is vital that Viatel communicates in a clear and consistent manner through a variety of media.

'TYP 1451 A' is the typeface used As the corporate font, although Verdana is acceptable where 'TYP 1451 A' is unavailable.

There are four different weights which can be used.

Please be considerate when using the type in different weights. Usually the bolder weights can be used for headlines and subheadings.

Make sure you use the 'e' with horizontal cross bar and NOT the with slanted cross bar.

The lighter weights for body copy, again please use your judgement as 'Bold' doesn't necessarily mean more legible.

The Viatel logo was developed using 'TYP 1451 A' so it is important to adhere to these font guidelines.

### TYP1451A-Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### TYP1451A-Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### TYP1451A-Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### TYP1451A-Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typ 1451 A can be purchased from:  
<http://www.lineto.com/>

# Viatel guidelines. Photography.

## Photography guidelines

Any photography, which is used, should be black and white to fit in with the corporate palette. The images we use must reflect our brand values – being human, fresh and straightforward.

However, try to create original photography that is specific to your brief and project. When shooting or selecting images, you should think of the following points –

**When showing people** use 'real' people (i.e. avoid cliché stock shots); use 'natural' lighting if possible, don't over complicate the shot, keep it simple. The aim is to make all of these shots, and therefore Viatel, seem personal. In this way, the subject is encouraged to look into the camera lens to heighten the connection between the reader and the Viatel employee.

**When showing inanimate objects** (e.g. technology/buildings) always make sure that there is a human element. In terms of shooting scenarios you should try to incorporate Viatel employees. This may not always be possible when shooting product shots, however you should look at making these shots more interesting and warm by including a human touch e.g. a coffee cup.

**Using photography to illustrate a point** – as per the advertising. When you want to make a point using photography, e.g. No jargon with a shot of a bull, the shot chosen should be as simple as possible to convey the message in the most effective way. This does not mean that humour cannot be injected. These shots should be warm and interesting, but above all they should be comprehensible.

Clipart should never be used, and illustrations should be avoided if at all possible.

# Viatel guidelines. Copy.

## Copywriting guidelines

All copy written about Viatel should be straight-forward and human. It should avoid technological and overcomplicated language where possible and in all cases should be shorter rather than longer, using the simplest language that is appropriate for the specific message and target audience.

We should be empathetic in tone, demonstrating understanding of our customers' cares and concerns where relevant in order to reflect our listening personality. However, we should avoid grand statements and over-promises, taking care not to sound too worthy on the other hand, false.

We should inject liveliness, passion and humour where appropriate but we should remain honest, down to earth and grounded with a friendly and approachable tone.

We should refer to ourselves as at Viatel as "we."

## Further information

If at any time you want to discuss specific scenarios or have any queries about these guidelines then please contact Viatel Marketing on +44 (0)1344 395649

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