NEXTBAND Branding Standards Guide
January 2021, v.01

Frankfort Plant Board

KSD

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ABOUT THIS GUIDE

Consistent application of the NEXTBAND logo is important to maintaining brand strength. Information on the following pages is meant to help consistently present the NEXTBAND public image.

This guide is not meant to answer all design application needs, or inhibit design creativity. There will be situations where the 'rules' may need to be broken.

LOGO DIGITAL ARTWORK

The NEXTBAND brand family of logos include different design variations for different application needs.

Logos are provided in two vector formats:
Adobe Illustrator (.ai) and Encapsulated Postscript (.eps). Pixel versions are provided in Portable Network Graphic format (.png).

COLOR CONSIDERATION

Because the NEXTBAND logo contains multiple colors, it is necessary to print in 4-color process (full-color). If full color is not possible, there is a 1-color logo version. The full-color versions should not be converted to one color.
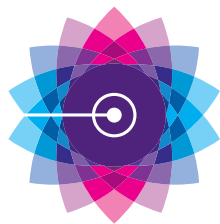
A white background is preferred. White helps set the logo colors as vibrant and energetic and is considered a main element of the brand design. That said, there are options for alternative needs described later in this guide.

FPB MARKETING DEPARTMENT

Harvey Couch
Cathy Lindsey

(502) 352-4372

Frankfort Plant Board
151 Flynn Avenue,
Frankfort, KY 40601

NEXTBAND
FRANKFORT'S FUTURE NETWORK... NOW.

ABOUT NEXTBAND

NEXTBAND was created to introduce, identify, and market the new fiber optic network of the Frankfort Plant Board. The logo and brand system are a reflection of the FPB and should be considered as a valued asset of the company.

NAME

NEXTBAND is an answer to the question: What's beyond broadband? The answer is NEXTBAND. It implies not only something new, but the very future proof nature of fiber optic networking.

NEXTBAND

TAG LINE (BRAND STATEMENT)

Frankfort's Future Network... Now.
This version is the primary brand statement for NEXTBAND.

NEXTBAND
FRANKFORT'S FUTURE NETWORK... NOW.

TAG LINE (SERVICES STATEMENT)

Internet • Stream • Voice
This logo version is available when the variety of services needs to be quickly emphasized.
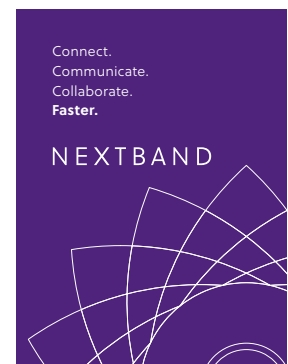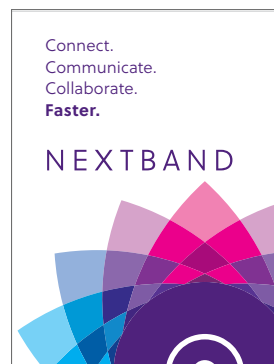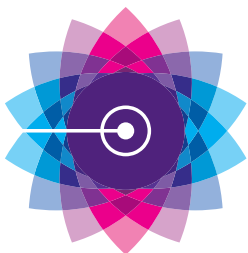
NEXTBAND
INTERNET • STREAM • VOICE

SYMBOL

The NEXTBAND symbol represents the energy and potential of light-speed data. The center circle and white line represents a point of light with a lens flare at the end of a fiber optic strand.

The symbol alone may be used in limited applications as a support graphic design element. Care and restraint should be exercised in using the symbol alone.

See examples later in this guide.

Connect.
Communicate.
Collaborate.
Faster.

NEXTBAND

Connect.
Communicate.
Collaborate.
Faster.

NEXTBAND

MAIN LOGO CONFIGURATIONS

There are many different configurations of the logo. Consideration of available space and balance of application design should determine which version is most appropriate.

On horizontal Configurations note that artwork is different for tag line and no tag line versions.

DARK BACKGROUND LOGO ARTWORK

While a white background is preferred for the NEXTBAND logo display, sometimes the logo may need to be used on a black background, or in rare cases over an image (not recommended). A special logo version of the logo should be used for these applications. These versions have transparency in the outer two checkerboard rings and a gradient fiber optic center line as well as white text.

The logo on a white background is preferable.

LOGO OVER IMAGES

If a logo needs to be used over an image, the one color version in white should be considered. A subtle drop shadow may be beneficial with this logo version for improved definition. A shadow will not work with the full color version due to the transparency in the symbol.

ONE COLOR ARTWORK:
PMS 268C, BLACK, WHITE

When full color reproduction is not possible, use the one color artwork. Examples where this one color version might be needed include screen printing, vinyl cut applications, one color advertisements.

When the logo is used very small, use the one color 'SMALL' artwork illustrated below.

VERY SMALL APPLICATION

When the logo is used very small, use the one color 'SMALL' artwork. Judgement of size and legibility is a relative decision (how far away is the viewer as well as the actual size. As a starting point, if the logo is to be reproduced smaller than 1 inch, the 'SMALL' artwork should be used.

The 'SMALL' artwork is one color as the full color version would blend and lose definition at small reproduction size.

For very small size applications tag line should not be used.

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Versions of the logo have been created to market specific services of the NEXTBAND fiber network.

NEXTBAND
INTERNET

NEXTBAND
STREAM

NEXTBAND
VOICE

Introducing

NEXTBAND
STREAM
The new way to watch TV.

Powered by **FPB**

TYPOGRAPHY

Soleil family of type licensed by Adobe Fonts is used for the logo and brand statement.

NEXTBAND
FRANKFORT'S FUTURE NETWORK... NOW.

The logo artwork has type converted to paths, so licensing and installing fonts are not necessary.

For design of marketing for NEXTBAND network or servcies Soleil should be used.

Soleil

All Fonts Active

Designed by Wolfgang Homola. From TypeTogether.

Licensed for Personal & Commercial Use: Learn More.

Soleil Light	Soleil Light Italic	Soleil Regular	Soleil Italic
The quick brown fox jumps over	The quick brown fox jumps over	The quick brown fox jumps over	The quick brown fox jumps over

Soleil Book	Soleil Book Italic	Soleil Semibold	Soleil Semibold Italic
The quick brown fox jumps over	The quick brown fox jumps over	The quick brown fox jumps	The quick brown fox jumps over

Soleil Bold	Soleil Bold Italic	Soleil Extrabold	Soleil Extrabold Italic
The quick brown fox jumps	The quick brown fox jumps	The quick brown fox jumps	The quick brown fox jumps

COLORS

The multi color range of the NEXTBAND symbol is based on CMYK colors spanning steps between Magenta and Cyan. The center of the logo and the type are a dark purple that should be considered the primary brand color. Cyan is the secondary color.

Primary color
CMYK: 80, 100, 0, 18
RGB: 79, 34, 124
HEX: #4F227C

First Alternate color
CMYK: 100, 0, 0, 0
RGB: 0, 173, 238
HEX: #00ADEE

Second Alternate color
CMYK: 0, 100, 0, 0
RGB: 0, 173, 238
HEX: #00ADEE

Third Alternate color
CMYK: 50, 38, 38, 10
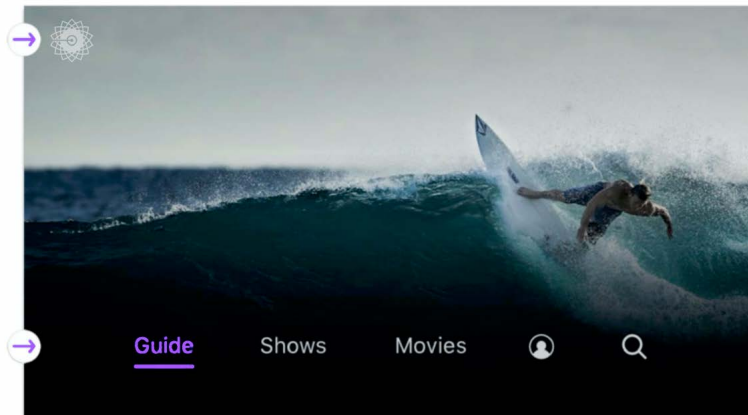*RGB: 127, 133, 136*
HEX: #7F8588

Design mock-ups for a new customer yard sign.

SPECIAL USE PRIMARY COLOR

In the rare case that the primary color needs to be used on a black background, a lighter version of the primary purple should be used.
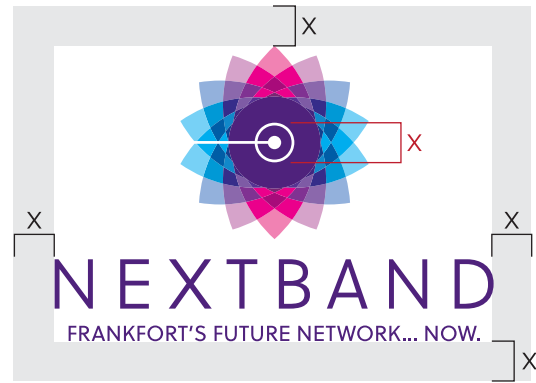

Alternate primary
CMYK: 50, 67, 0, 0
RGB: 173, 97, 255
HEX: #AD61FF

PLACEMENT CONSIDERATIONS

The logo needs breathing space. It should not be crowded with other design elements or background edges.

Use the white lens flare circle as a general guide (X) for minimum space around the logo.

What's Next?

The Frankfort Plant Board is converting our Int[ernet] delivery system to an all fiber optic network.

Our new fiber service is called NEXTBAND.

It provides Frankfort homes and businesses [with] gigabit speeds, significant bandwidth, and advanced network security only available [with] fiber optics.

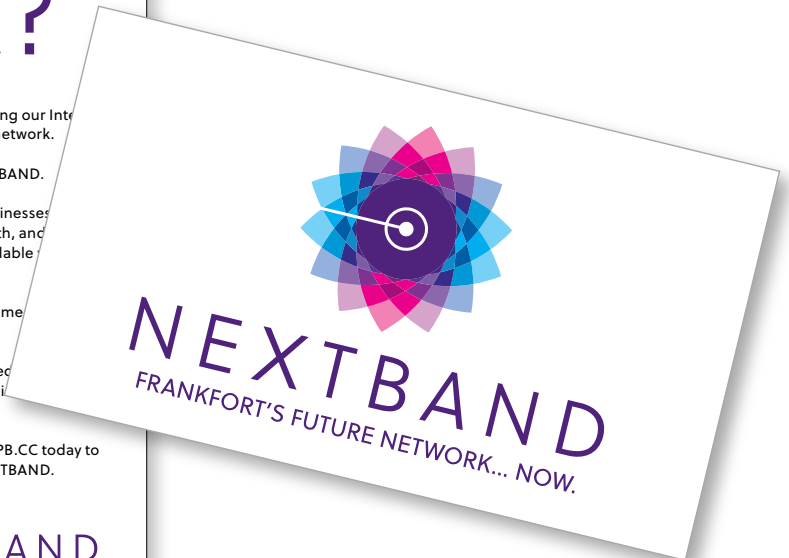It will be available with 125 meg, 250 me[g] or even 1 gig download speeds!

To accommodate this ultra high speed[,] will be phasing out the older, less reli[able] of copper-based Internet delivery.

Call (502) 352-4372 or go online to **FPB.CC** today to learn more and pre-register for NEXTBAND.
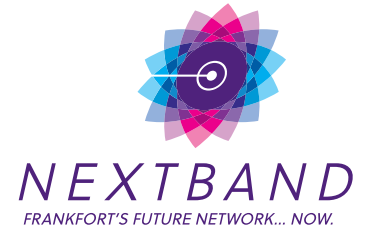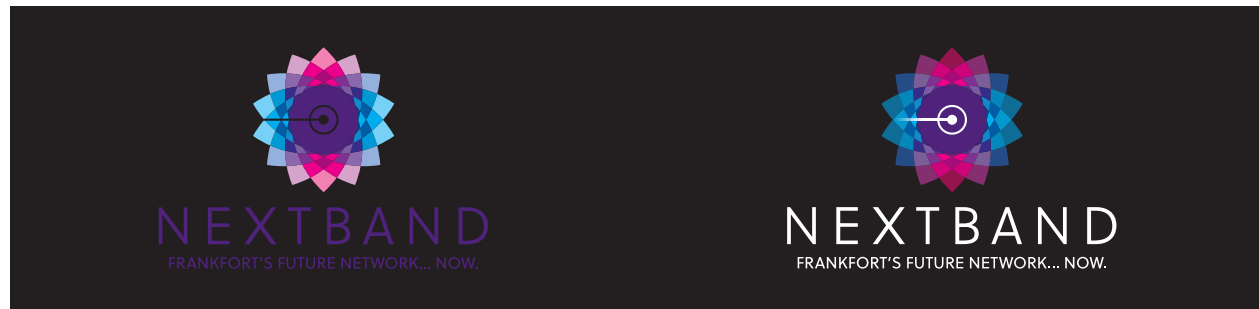
Powered by **FPB**

IMPROPER USE AND MODIFICATION OF LOGO

Please DO NOT modify the logo.

DO NOT alter the logo type, color, aspect or artwork.

DO NOT use main logo versions on a dark background. Use correct artwork labeled 'transparent'.

wrong   *correct*

DO NOT color artwork in greyscale. Use one color artwork.

wrong   *correct*

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## POWERED BY FPB

While NEXTBAND is designed to stand alone to represent the network, the Frankfort Plant Board still needs to be associated either in context of the logo's application or by directly applying the tag "Powered by FPB" to or near the logo.

For instance, if the logo is used in marketing material that is clearly Frankfort Plant Board, or on a page on the FPB website, or on a clearly marked FPB vechicle, etc, there is no need for "Powered by FPB."
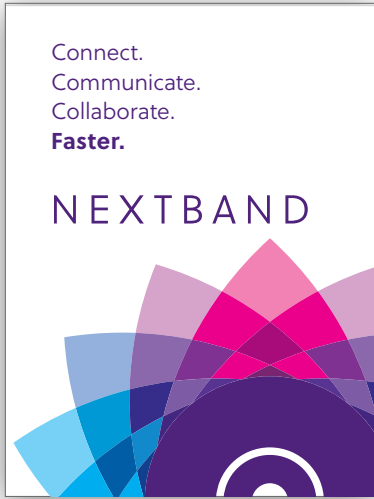
When close to the NEXTBAND logo, "Powered by FPB" should be either grey (third alternate color) or black, depending on the design needs.

Powered by **FPB**
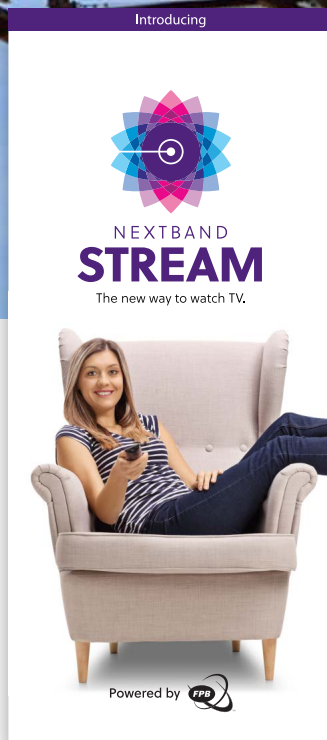
Design mock-ups: Billboard (above), Service brochure cover (far left), Print ad (right)

USING THE SYMBOL AS A GRAPHIC ELEMENT

The symbol can be used as a design element apart from the logo. Care and restraint should be exercised when using the symbol in this way.

Connect.
Communicate.
Collaborate.
Faster.

NEXTBAND

Design mock-ups: Pocket folder (above), Print ad (below), and banners (right)

The new way to watch TV.

NEXTBAND
STREAM

FPB now offers all the best possibilities for TV with filler text for now. Copy to come with sales pitch.

Call or visit our website to learn more and sign up for NEXTBAND STREAM today! fpb.cc

Powered by FPB

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LINE VERSION OF THE SYMBOL AS A GRAPHIC ELEMENT

A thin line graphic version of the NEXTBAND symbol is provided for use as a design element. The line weight of this vector graphic can be thickened as appropriate toward the design, but thin lines as white on a dark background would be the preferred use.
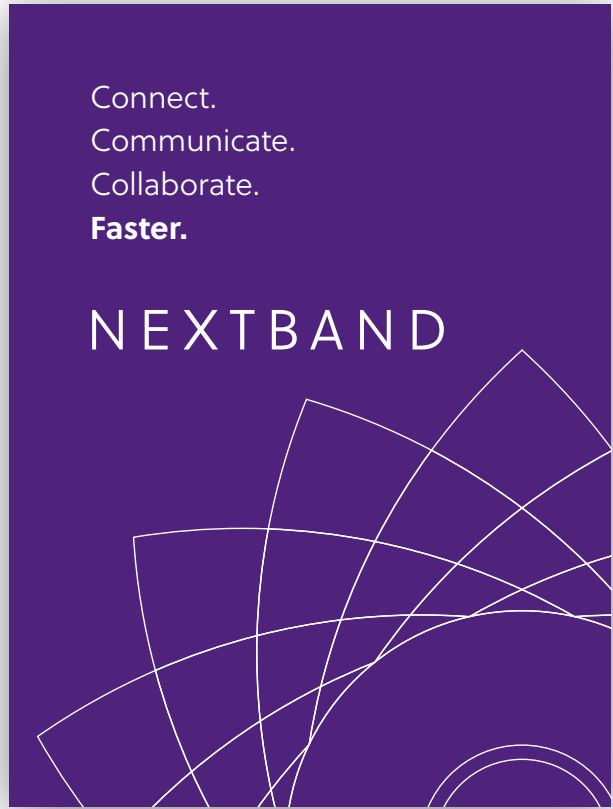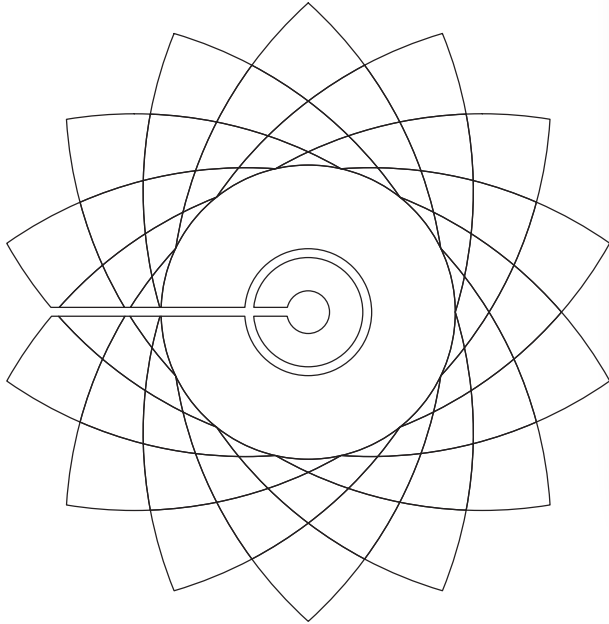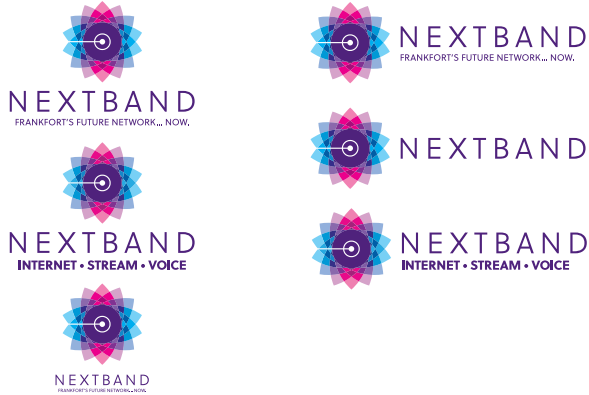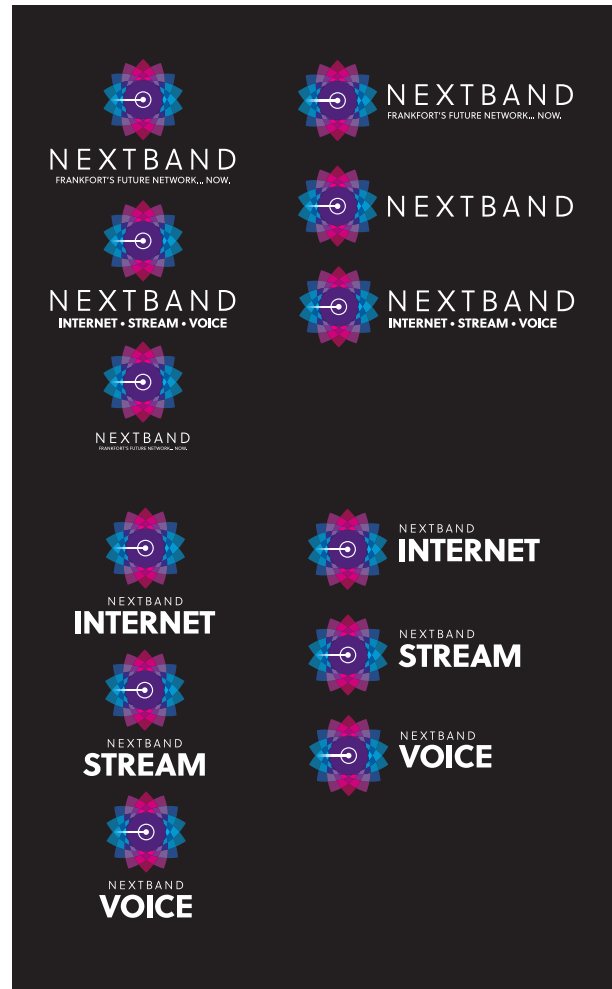

Design mock-up of a pocket folder.

Still from the brand introduction video.

LOGOS AND GRAPHICS
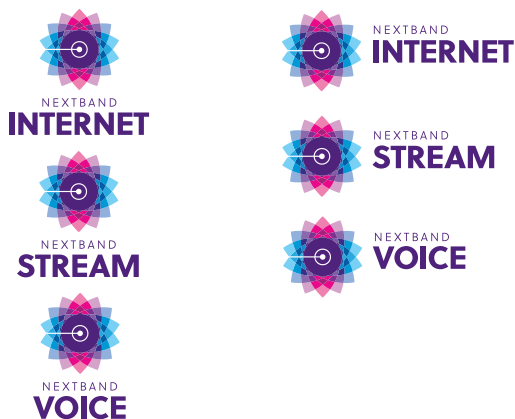
Main logo versions

One color logo versions

Small application logo versions

Services logo versions

Black background / overlay version

Support graphics

Powered by FPB
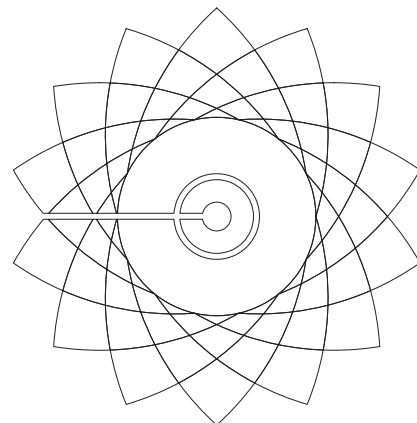
ABOUT KSD

KSD worked with the marketing team of Frankfort Plant Board to design and implement the new brand of their fiber optic network in 2020.

KSD KINETIC | STRATEGIC | DESIGN (also known as Kirby Stephens Design) is an award-winning, full-service graphic design firm located in Somerset, Kentucky.

In business since 1986, KSD partners with local, regional and national clients to create message and graphic solutions that build awareness and compel action. KSD is kinetic, strategic design.

KSD works in all areas of visual communication, including branding and corporate identity, print, web, interactive, marketing, strategic planning, wayfinding, interpretive and environmental graphics.

219 E. Mt. Vernon Street
Somerset, KY 42501

606 679-5634
ksdweb.com

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