



Welcome to the Simple Office®

Branding Style Guidelines

Effective April 2007

Logo & tagline

The logo should always be displayed with the complete tagline, "Welcome to the Simple Office®" with upper and lowercase letters as shown.

Never refer to Concerto Networks as simply "Concerto."

Make every effort to keep the company name all on one line:

Concerto Networks®

not:

here is some text Concerto Networks®

When writing "Concerto Networks," include "®" in the first occurrence in a piece of copy, as in:

Concerto Networks®

(note the size and position of the ®)

When writing "Welcome to the Simple Office" include a ® as in:

Welcome to the Simple Office®

B&W logo

80% black



Welcome to the Simple Office®

font: Futura BT Book
(from Bitstream:
www.bitstream.com)

PMS 485C
or
C 0%
M 100%
Y 91%
K 0%

color logo



Welcome to the Simple Office®

