



Connected by fiber **BROADBAND**

SMART PROVIDER STYLE GUIDE



OVERVIEW

A Smart Community is about connection – neighbors to friends, teachers to students, doctors to patients, new businesses to customers, and a community to the world. Connected by broadband, we can achieve more, together.

NTCA's Smart Communities program recognizes top-performing broadband providers and their communities and applauds the way they support innovative economic development, education, health care, government services, public safety and other vital public functions. Smart providers have access to a comprehensive branding platform with assets and ideas they can use to spotlight their membership in this exclusive program and celebrate their communities. Smart providers can further apply for gigabit certification and for the prestigious Smart Rural Community Showcase Awards.

The flagship brand of NTCA's Smart Communities is Smart Rural Community (SRC). Smart providers are committed and community-based, offering high-speed broadband to the farthest reaches of the country. The program also includes Smart Tribal CommunitySM providers, who serve Tribal lands, and Smart Connected CommunitySM providers, who serve more suburban communities. No matter where, smart providers are committed to providing the highest-quality service.

The Smart Provider Style Guide provides direction on the visual communication style of the Smart brand. Through the guidance provided within this style guide, employees, members and partners will be able to clearly and cohesively represent Smart Communities nationwide.

EDITORIAL GUIDELINES

To recognize the diversifying nature of NTCA member companies, especially as many look to expand their service territories into nonrural spaces, NTCA has created a new umbrella program, NTCA Smart Communities, to house its existing programs, Smart Rural CommunitySM, Smart Connected CommunitySM and Smart Tribal CommunitySM. Smart Rural Community (SRC) remains the flagship branding program.

In references to all three programs, NTCA should use “Smart Communities” or “NTCA’s Smart Communities.” In prose – such as in the new SMART NOTES newsletter – we have started referring to the program as Smart Communities.

Example from SMART NOTES:

Rural broadband is the story of our time, but what is the story of rural broadband? Smart communities served by committed, community-based providers like you.

In other words, it is not just about the fiber in the ground–, it is about what fiber connectivity is doing to change lives. You see, this is what NTCA’s Smart Communities are all about. It is the “what happens next” for these communities that really matters. The doctor who can conduct telehealth appointments with patients, the senior couple who can Zoom with their grandkids, the teacher who can use online resources in the classroom, and the small business on Main Street whose business is thriving thanks to online orders. NTCA’s Smart Communities are a celebration of all these

EDITORIAL GUIDELINES

heroes of the rural broadband story.

Example from SMART NOTES:

To help us all make the most of this rural broadband moment, I am thrilled to share with you "SMART NOTES," our new newsletter for participants in the NTCA Smart Communities platform encompassing the Smart Rural CommunitySM, Smart Connected CommunitySM and Smart Tribal CommunitySM brands. As we ramp up national branding efforts and provide more resources, you can expect a monthly update on the brand kit, ideas on how you can use it and inspiration from your fellow members. It is an exciting time for rural broadband and our Smart Communities, and we are just getting started.

However, we do not expect NTCA member companies to use "Smart Communities." Members can choose between the three – SRC, SCC and STC – in their own branding materials, and our new branding resources for members have/will have three options for each resource. While we may see more adoption of Smart Connected and Smart Tribal as we create more resources for them, we expect most members to stick with Smart Rural Community.

EDITORIAL GUIDELINES

When using the Smart logos and other materials, please choose the Smart program that reflects your membership status. Please see guidance below for details. If you are unsure about your Smart status, please contact smartrural@ntca.org.

Smart Rural Community

The Smart Rural CommunitySM logos and products can be used by any member of the Smart program.

Gig-Certified Provider

The Gig-Certified Provider logo can be used by any Smart member who has certified their ability to provide Gigabit broadband service to either 95% of a census block or 95% of an exchange without new trenching or stringing new aerial facilities. These qualifications must be demonstrated to NTCA in the form of a letter from a third party, such as an engineer or vendor.

Showcase Award Winner

The Showcase Award Winner logo can be used by any SRC member who has previously won a Smart Rural CommunitySM Showcase Award. If you won a Showcase Award before membership in the SRC program was required to do so, you must now join the SRC program to use this logo.

Smart Tribal Community

The Smart Tribal CommunitySM (STC) program is a branch of the SRC program for providers who offer broadband service to tribal lands. STC providers may use the STC logo in conjunction with the SRC branding or on its own.

Smart Connected Community

The Smart Connected CommunitySM (SCC) program is a branch of the SRC program for providers who serve incumbent or CLEC service territories that demonstrate metropolitan characteristics. SCC providers may use the SCC logo in conjunction with the SRC branding or on its own.

LOGOS

Smart Logo

The Smart logo lockup* is the clearest way we can identify Smart Rural Communities, Smart Community providers and the Smart program. The Smart logo should be used in communications about the program, in communications by Smart providers, in communications about a specific provider or members, or to identify Smart providers.

** Lockup refers to how the logo elements (type and image) are joined together to create a final logo. As noted in "Unacceptable Use" on page 12, the lock-up may not be broken or altered.*



LOGOS

Smart Provider Logos

The Smart provider logo lockups are the clearest way we can identify which extension of the Smart program a member has joined. Smart providers may be part of multiple program extensions and therefore may use multiple Smart extension logos. These logos should be used to identify which extension of the Smart program a provider has joined, in communications by the Smart provider, in communications by the program describing the program extension(s) or in communications by the program about a specific program provider.



LOGO SPECIFICATIONS

Clear Area

For the Smart logo to be clearly understood, no other logos or graphic elements should infringe on the space surrounding the logo. The minimum clear space around the logo is equivalent to 1 "R" letter height of the logo type.

SMART COMMUNITY LOGO



SMART PROVIDER LOGOS

For the Smart Provider logos to be clearly understood, no other logos or graphic elements should infringe on the space surrounding the logo. The minimum clear space around the logo is equivalent to 1 power line mark height of the logo.



LOGO SPECIFICATIONS

Size

SMART LOGO

To ensure that the Smart logo is clear, the logo should not be smaller than .75 inches high.



SMART PROVIDER LOGOS

Smart provider logos should not be smaller than .5 inches high.



LOGO USAGE

Using the Smart Logo With a Smart Provider's Own Logo

Smart providers may (and are encouraged) to use the Smart logo and Smart provider logos with their own logos. When doing so, there must be at least 1 "R" letter height of the logo type of space between the provider logo and the Smart logo and/or Smart provider logo(s).

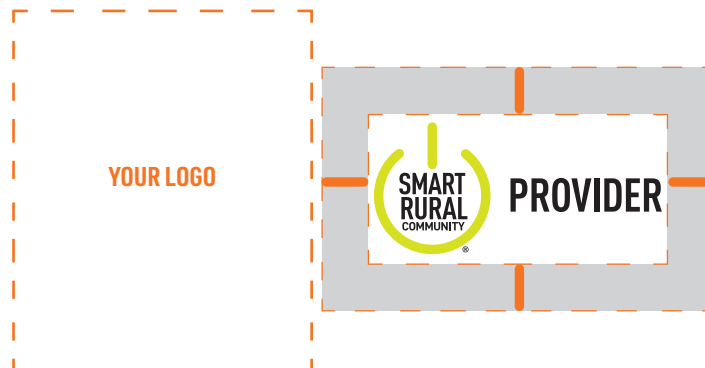
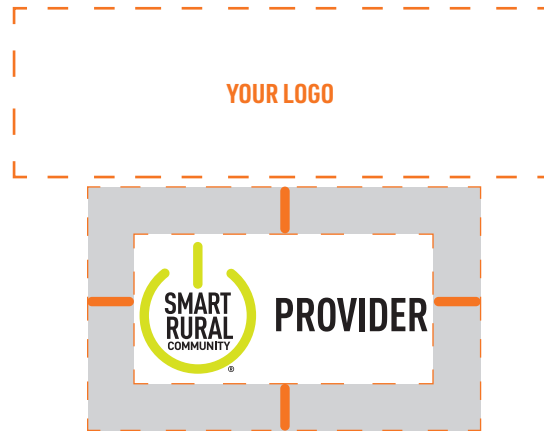
SMART LOGO



LOGO USAGE

Using the Smart Provider Logo with Smart Provider's Own Logo (continued)

SMART PROVIDER LOGOS



LOGO USAGE

Color Options

Any lockup may be used in black when there are not enough colors to accurately reproduce the logo. The black and white logo should only be used on black and white projects, or when the logo is being displayed as a partner logo with other black and white logos.

Any lockup may be used in either reversed option when the logo needs to be placed on a colored background that doesn't provide enough contrast for the color logo to be clearly viewed, or when the logo is being displayed as a partner logo with other reversed logos. If there is a choice between the two reversed options, the reversed logo with the green power icon is preferred.



LOGO USAGE

Unacceptable Use

To ensure the consistency of the brand, the logo elements should NOT be altered. **The typography, color, alignment and/or proportions may NOT be distorted or substituted.** The following pages list a few, but not all, examples of unacceptable alterations.

REPOSITIONING ANY LOGO COMPONENTS

UNACCEPTABLE



SCALING THE LOGO COMPONENTS SEPARATELY

UNACCEPTABLE



DISTORTING THE LOGO

UNACCEPTABLE



LOGO USAGE

Unacceptable Use (continued)

REASSIGNING LOGO COLORS

UNACCEPTABLE



ADDING INTERFERING DESIGN ELEMENTS

UNACCEPTABLE



LOGO USAGE

Background Use

Logos may be placed on an image or background if the image provides enough contrast so that the logo is clear and readable.

ACCEPTABLE

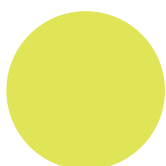


UNACCEPTABLE

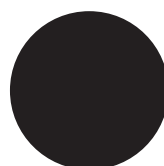


COLOR PALETTE

Logo Colors

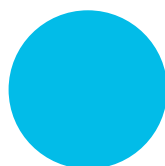


PMS: 388 C
CMYK: 20/0/100/0
RGB: 215/233/35
HEX: #D7DF23



PMS: PROCESS BLACK C
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

Additional Brand Color



PMS: 306 C
CMYK: 75/0/5/0
RGB: 0/181/226
HEX: #00B5E2

BRAND ELEMENTS

Icons



Telehealth



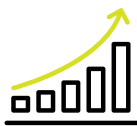
Education



Small Business



Real Estate



Economic Development



Workforce



Ag Tech

TYPOGRAPHY

Primary Professional Typeface

The professional typeface is intended to be used by graphic designers in print projects and web graphics where the text is embedded in the graphic.

DIN

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

TYPOGRAPHY

Professional Typeface (continued)

DIN Condensed

Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Condensed Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Condensed Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Condensed Bold

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Condensed Bold Italic

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Condensed Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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1234567890!@#\$%^&*()_+

TYPOGRAPHY

Web Typeface

The web typeface is meant to be used by web designers and developers on the SRC websites, microsites and landing pages.

Roboto

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Italic

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Medium

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Medium Italic

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Bold

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Bold Italic

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Black

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abcdefghijklmnopqrstuvwxyz
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Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

TYPOGRAPHY

Web Typeface (continued)

Roboto Condensed

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()_+*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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QUESTIONS

Questions about this Smart Member Style Guide should be sent to smartrural@ntca.org.