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**BRAND IDENTITY GUIDE**  
**2006**  
Version 1.0

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## INTRODUCTION

This Brand Identity Guide is intended to provide clear and concise direction about the Switchboard brand, and consistent guidelines for usages of all Switchboard assets.

This guide defines and outlines how to use the Switchboard brand elements – logo, tone and personality. It explains what the Switchboard brand represents and how to best portray it. For clarification, this guide also includes examples of how NOT to use the elements.

### **Please note:**

This Brand Identity Guide is the confidential and proprietary information of InfoSpace, and is being provided to you solely in connection with your limited rights to use certain InfoSpace brand elements under separate, written agreement with InfoSpace. This guide is solely for the use of the intended recipient and any copying, distribution, or other use of this guide or the information contained herein is strictly prohibited. If you do not have a separate, written agreement with InfoSpace that allows for your use of the InfoSpace brand elements described herein, or have otherwise obtained or received this guide without InfoSpace's express, written authorization, please either destroy or return this guide to InfoSpace. This guide is not intended to and nothing in this guide grants you or any other person the right or authority to use any of the InfoSpace brand elements described herein. In the event of any conflict between this guide and your separate, written agreement with InfoSpace, the terms of the written agreement will govern.

Please use this document as the authoritative resources for all brand questions about Switchboard. If you have any questions, please contact our Brand Management Team at [marketing@infospace.com](mailto:marketing@infospace.com).

Thank you.

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## PERSONALITY AND TONE

The Switchboard brand is built on efficiency and trust. The personality and tone of the brand should be straightforward, trustworthy and easy to understand. All text should be written in a friendly, helpful tone without complicated explanations or technical jargon. Everyone, from a school-aged child to a senior citizen should be able to understand the site, what it does and the results it provides.

## THE SWITCHBOARD VISUAL STYLE

Switchboard is designed to appeal to the primary persona Kevin, who values a product that is easy to use and understand. Visual style elements of the brand include use of clearly defined shapes with rounded edges, silhouetted simplistic icons, a gridded approach to information displays, open space and bright color palette.

## THE SWITCHBOARD VOICE

Generally,

The Switchboard voice...

- Speaks in conversational, plain English.
- Does not use highly technical or complicated jargon or buzzwords.
- Never speaks in the third-person.
- Does not use the word Switchboard in a negative context.

### **This IS the Switchboard voice:**

Switchboard makes finding the person or business you're looking for easy.

Use Reverse Lookup to find out who that number is on your Caller ID.

### **This is NOT the Switchboard voice:**

Switchboard's ability to simultaneously access multiple databases from across the United States allows for a highly-relevant and robust end-user experience.

Multiple technologically-based algorithms define the parameters for which successful searching is made possible.

## DEFINITIONS

### 1. Switchboard Logo

**Definition:** Horizontal orientation of the word “Switchboard” next to a Yellow Pages “Walking Fingers” mark.

The standard **Switchboard word mark** is the word “Switchboard” spelled with a capital S.

The Switchboard word mark should always have the registered trademark symbol at the end, next to and vertically top aligned with the letter “d”.

### 3. Walking Fingers

The Walking Fingers mark is in the public domain and appears to the left of the Switchboard word mark.



## LOGO

### Orientation and Proportion

A horizontal logo is preferred, with or without the tagline. The Walking Fingers mark should be center aligned with the word mark. When the tagline is included, the Walking Fingers and word mark should be top aligned.

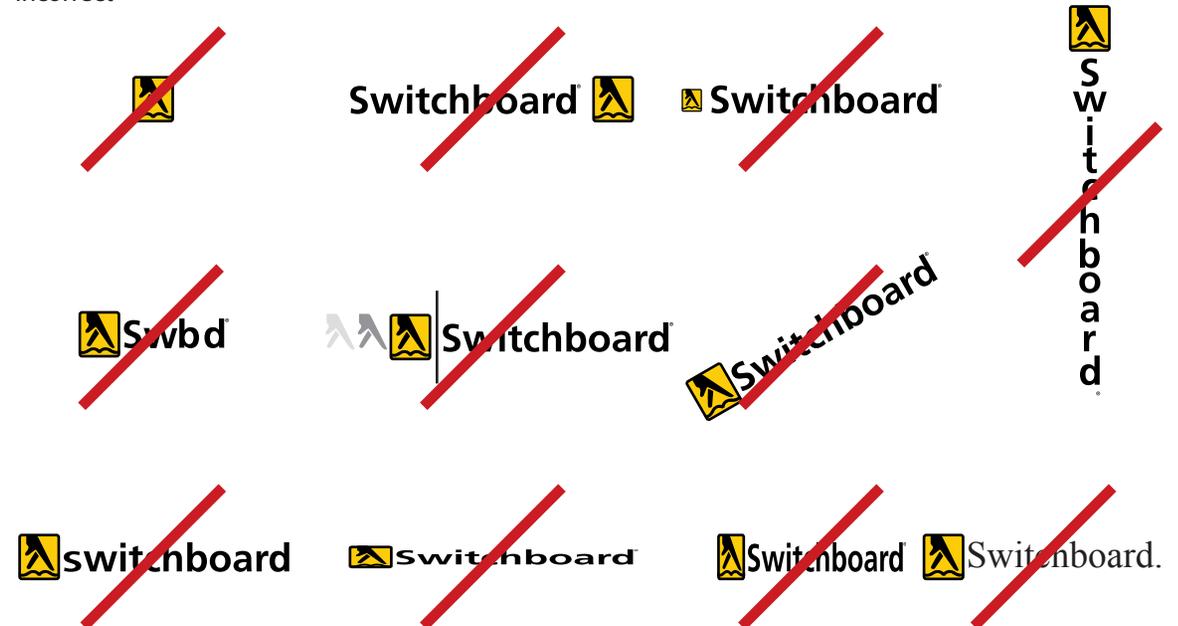
#### DO NOT

- Use the Walking Fingers or word mark alone.
- Alter the relationship between the Walking Fingers and the word mark.
- Alter the proportion between the Walking Fingers and the word mark.
- Vertically arrange the letters.
- Use only part of the logo.
- Add other elements to the logo.
- Tilt the logo.
- Use all uppercase or all lowercase for spelling.
- Stretch, condense or distort the logo.
- Replace the logotype with another typeface.
- Add a period to the word mark.

Correct



Incorrect



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## LOGO

### Colors

#### Switchboard Logo

##### *For Web*

##### **2-color, 2-d**

Letters: black #000000; r 0 g 0 b 0

Walking Fingers:

- black #000000; r 0 g 0 b 0

- background: yellow #ffcc00; r 255 g 204 b 0

##### **1-color, 2-d:**

black #000000; r 0 g 0 b 0

##### **1-color, 2-d reverse:**

white #ffffff; r 255 g 255 b 255

##### *For Print*

##### **2-color, 2-d**

Letters: C 0%, M 0%, Y 0%, K 100%

Walking Fingers:

- black C 0%, M 0%, Y 0%, K 100%

- background: C 1% M 19% Y 100% K 0%

##### **1-color, 2-d: black**

C 0% M 0% Y 0% K 100%

Pantone process color Black C

##### **1-color, 2-d reverse: white**

C 0% M 0% Y 0% K 0%

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2-color, 2-dimensional



1-color, 2-dimensional



2-color, 2-dimensional reverse



1-color, 2-dimensional reverse



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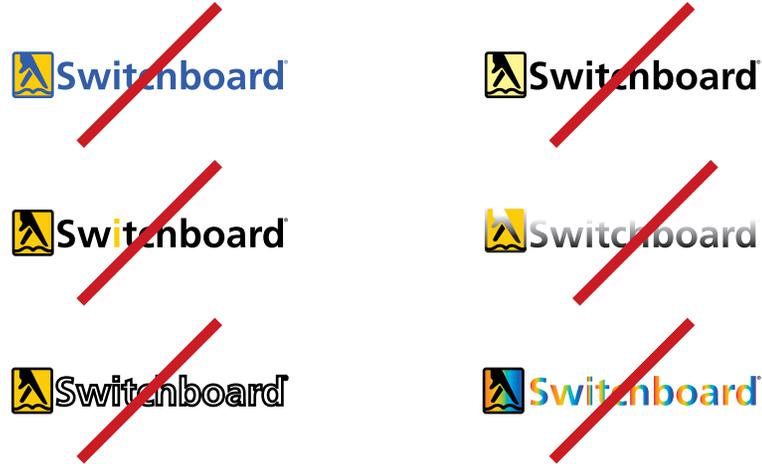
# LOGO

## Colors

### DO NOT

- Use other colors
- Overlay logo with a gradient or pattern.
- Apply a stroke, shadow, bevel or other letter effect.

Incorrect



## Backgrounds

Ensure that there is enough contrast between the logo and background colors.

When placing the logo on a dark or black background, use the 1-color 2-d reverse logo (white).

When using a background close to the colors of the 2-color 2-d logo, use the black or white logo instead.

### DO NOT

- Use an uneven photo background.
- Use a high contrast textured background.
- Use background colors that appear in the elements of the logo.

Correct



Wrong



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## LOGO

### Minimum Sizes

To ensure legibility and accurate reproduction, the logos should never be less than a minimum height of 0.25" or 12px.

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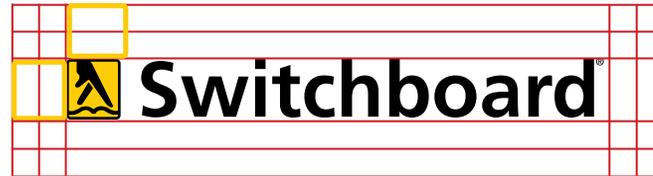
0.25"   **Switchboard**

### Clear Space

The preferred clear space around the logo is the width of the Walking Fingers logo, as shown.

The minimum clear space around the logo is half the width of the Walking Fingers logo. This minimum space should be kept clear on all sides of the logo.

Note: The clear space rule does not apply on the Switchboard co-brand Web site.



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## USAGE WITH OTHER ELEMENTS

### Use with Other Logos

In addition to the Clear Space preferences, allow appropriate space between the Switchboard logo and other logos or business names.

#### DO NOT

- Combine any part of the logo with another identity.
- Surround the Switchboard logo with a frame or shape.
- Use the Switchboard logo as a background image.

### Appearance and Usage in Text

When used in a sentence, the letter S in “Switchboard” should always be capitalized, with the subsequent letters in lower case. It should also be the same typeface as the rest of the sentence.

#### DO NOT

- Use the logo within copy.
- Use two or more logos on the same page.
- Crowd the logo with either elements such as copy or illustrations.
- Use Switchboard as a verb.

Correct



Incorrect use with other elements



Incorrect use within copy

generate leads from  **Switchboard** local listings



 **Switchboard** your way.

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## TAGLINE

Switchboard's tagline is "Your Digital Directory". In addition to the Clear Space preferences, allow appropriate space between the Switchboard logo and other elements.

- Minimum Size: 10pt
- Alignment is justified with the word mark and
- bottom aligned with the Walking Fingers mark.

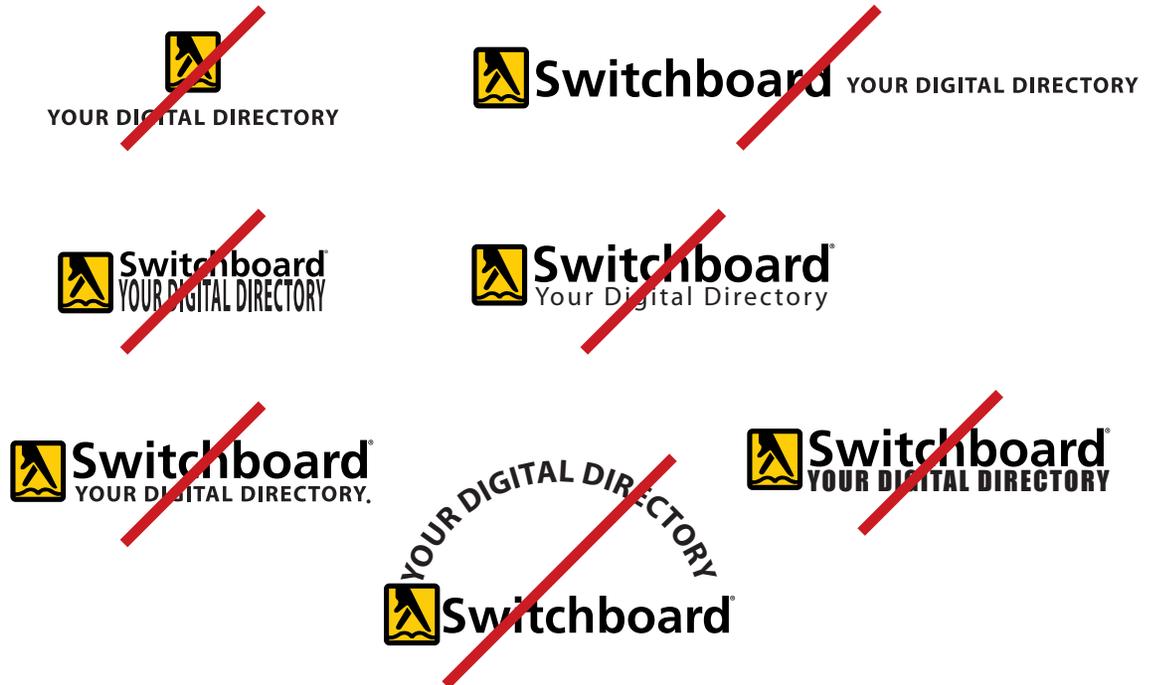
### DO NOT

- Use the tagline independently of the logo.
- Alter the relationship between the tagline and logo.
- Alter the proportions between the tagline and logo.
- Add a period to the tagline.
- Stretch, condense or distort the tagline.
- Replace the tagline type with another typeface.

Correct



Incorrect



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## FONTS

The preferred fonts are the same as those of InfoSpace Inc.:

Myriad Roman  
*Myriad Italic*  
**Myriad Bold**  
***Myriad Bold Italic***

Myriad Pro  
*Myriad Pro Italic*  
**Myriad Pro Bold**  
***Myriad Pro Bold Italic***

Myriad Pro Semibold Condensed  
*Myriad Pro Semibold Italic*

**Myriad Pro Bold Condensed**  
***Myriad Pro Bold Condensed Italic***

The preferred fonts for online text are:

Verdana  
Arial  
Sans Serif

## ANIMATION

DO NOT Animate the Switchboard logo, Walking Fingers or tagline.

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## USAGE CHART

Use this chart as a guide for the use of the logo and tagline.

|   | Web Site | Online Advertising | Television | 4-color printing | 2-color printing | 1-color printing | 4-color newspaper | 1-color newspaper | PowerPoint | Signage | Silkscreen | Embroidery | Etching | Engraving | Die cutting |
|---|----------|--------------------|------------|------------------|------------------|------------------|-------------------|-------------------|------------|---------|------------|------------|---------|-----------|-------------|
|  <b>Switchboard®</b><br>2-color, 2-d         | X        | X                  | X          | X                | X                |                  | X                 |                   | X          | X       | X          | X          |         |           |             |
|  <b>Switchboard®</b><br>1-color, 2-d         |          |                    |            |                  |                  |                  |                   | X                 |            | X       |            |            | X       | X         | X           |
|  <b>Switchboard®</b><br>1-color, 2-d reverse |          |                    |            |                  |                  |                  |                   | X                 |            | X       |            |            |         |           |             |

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## INTELLECTUAL PROPERTY

Use a registered trademark for first mention of Switchboard name for any advertising, marketing or Web site copy.

The Switchboard trademark is the property of InfoSpace, Inc. The correct copyright notice contains:

1. The copyright symbol, ©.
2. The Date, being the year/s of publication.
3. InfoSpace, Inc. as the copyright owner.
4. If space permits, add "All Rights Reserved".

For example:

© 2006 InfoSpace, Inc. All Rights Reserved.

## APPROVAL POLICY

The Switchboard brand identity serves as a visual representation of the character of the product. This gives Switchboard a consistent visual image and identity that makes it easy for our audiences to recognize the product and clearly identify the features and services associated with it.

This Brand Identity Guide provides examples of acceptable use, along with some of the limitations and restrictions and examples on unacceptable use of the Switchboard brand elements described herein. Any and all such use shall be subject to and in accordance with your separate written agreement with InfoSpace.

Any exceptions to the brand identity guidelines set forth in this document must be approved in writing by InfoSpace before publication or production. Requests should be submitted in writing to our Brand Management Team at [marketing@infospace.com](mailto:marketing@infospace.com).

## DOWNLOADS

Digital high-resolution files for all Switchboard assets can be found in the Switchboard Design Kit. This can be obtained via email upon request. These files may not be altered, reproduced, displayed publicly online or offline, or otherwise used in any way without the express written consent of the Switchboard Brand Management Team.