



Logo Usage Guide

iPass Corporate Identity

V. 9 15 05



The Mark

This is the corporate logo. The iPass logo design was refined in 2005 in a way that maintains its familiar features while lending it a bit more sophistication and stronger design. The entire iPass brand identity look and feel stems from this new logo design and its correct use.

The updated logo preserves the “swoosh i”—arguably iPass’ strongest visual asset. This element provides a strong link to previous and still-existing branded materials, and allows us to build on the connection iPass constituents have with the brand. Many people assume that the image is of a person reclining, perhaps working on a laptop. This implied conceptual link—in addition to the updated style and design—will continue to play a key role in all iPass marketing communication materials.

VERTICAL LOGO

The vertical version of the logo is the preferred iPass logo and should be used in color if possible for most applications.

The “®” must always be attached to the logo.

Points to NOTE

- The vertical logo is the preferred usage
- The “®” must always accompany the logo
- The logo and logotype should never be used separately.

CLEAR SPACE

An important element in the iPass logo is its clear space. This will ensure a consistent look to the brand as well as protect the logo from distractions within the layout.

To determine clear space the width of the “Pa” in the iPass logotype has been defined as “X.” There should always be at least the size of the “X” around all sides of the logo.



↳ **Points to NOTE – Size**

Merchandise and signage applications may be exceptions to these size guidelines—i.e. tradeshow exhibits, T-shirts, embroidery, etc.



SIZING RESTRICTIONS

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large) or understated (too small) for the application.

In general, for print and web materials, the logo should be sized somewhere between 1/2" (12.7mm) and 1 1/2" (38mm) high. The logo should never print smaller than 1/2" (12.7mm) high.

PREFERRED SIZE

The logo looks best between 5/8" (15.875mm) and 7/8" (22.225mm) as illustrated below.

SIZE LIMIT

The logo should never be smaller than 1/2" (12.7mm) in height.

LOGO COLOR

The full-color version of the logo should be used whenever possible. In print applications, it can be reproduced with either spot colors or 4-color process. If print colors are limited, the logo should print in black.

SPOT COLOR

In 2-or 3-color printing applications the logo should print in the Pantone (PMS) colors listed.

4-COLOR PROCESS

In 4-color applications the logo should always print in color using the 4-color process formulas listed here.

ONE COLOR

If printing is limited to 1-color the logo should print in black. Exceptions should always be approved by iPass Corporate Marketing. Please send an email to: corporatemarketing@ipass.com for approval requests.

1-color
Black



Pantone 186

C 0
M 91 R 204
Y 76 G 0
K 6 B 51

Black



Logo Do's color cont'd

FULL-COLOR ON COLOR (A.)

The preferred full-color iPass logo should always appear on white.

If a white background is not available—or the intended application is not known—a full-color version on a white background has been created and may be used.

For example: this option is recommended when using a full-color logo on merchandise that competes with the readability of the mark.



A.

Points to NOTE – iPass Logo Distribution (B.)

It is recommended that only the black, white and full-color-on-white background versions of the logo be provided to third-parties outside of iPass corporate control.

A black version of the logo can be easily read, universally reproduced and will maintain the iPass brand in unsupervised communication materials.



B.

LOGO REVERSED TO WHITE (C.)

It is preferred to have the logo print positive in black rather than reversed.

The logo may reverse to white if there is no other option available—provided the background color offers sufficient contrast for clear readability.



C.

Logo Don'ts

The examples below illustrate a number of incorrect uses and are not intended to be a complete list. Never apply these examples.



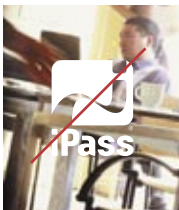
DO NOT reverse the logo on too light a background



DO NOT reverse a portion of the logo on a background



DO NOT use the iPass full-color logo on a colored background



DO NOT use the logo on a complex photo or patterned background



DO NOT alter the color



DO NOT alter the color



DO NOT alter the typography



DO NOT fill the box with a pattern, image or words



DO NOT alter the shape of the box



DO NOT put the logo in a containing shape



DO NOT angle the logo



DO NOT use the logo to create a pattern

Alternate Marks

Although preferred, the full-color vertical logo will not adapt to all applications, formats and available space. These alternative marks and guidelines have been created to bridge those gaps and maintain a complete and consistent branding scheme.

HORIZONTAL LOGO

The vertical version is the preferred iPass logo and should be used in most applications. In rare cases a horizontal version of the logo may be used when no other options are available.



Width of "Pa"
equals "x"

HORIZONTAL "SUPERSCRIPT" LOGO

The iPass logotype was designed for maximum readability, even when scaled this small. This "Superscript" version has been opened up in the middle of the "swoosh i" so it will not pinch and fill when applied.



BLING LOGO

The most common use of the iPass logo should be the two-dimensional version in the vertical format. However, there may be rare occasions when a more impactful, three-dimensional logo will be required. Possible applications for the iPass "Bling" Logo should be limited but might include: building and tradeshow signage, video or animation production, etc...

Points to NOTE

You may request the horizontal and "bling" versions of the logo from iPass Corporate Marketing by sending an email to: corporatemarketing@ipass.com. Applied use of these logo versions should always be submitted for approval.



Clear space "x" remains the width of "Pa"—as shown on page 4—from each of the four rendered edges.