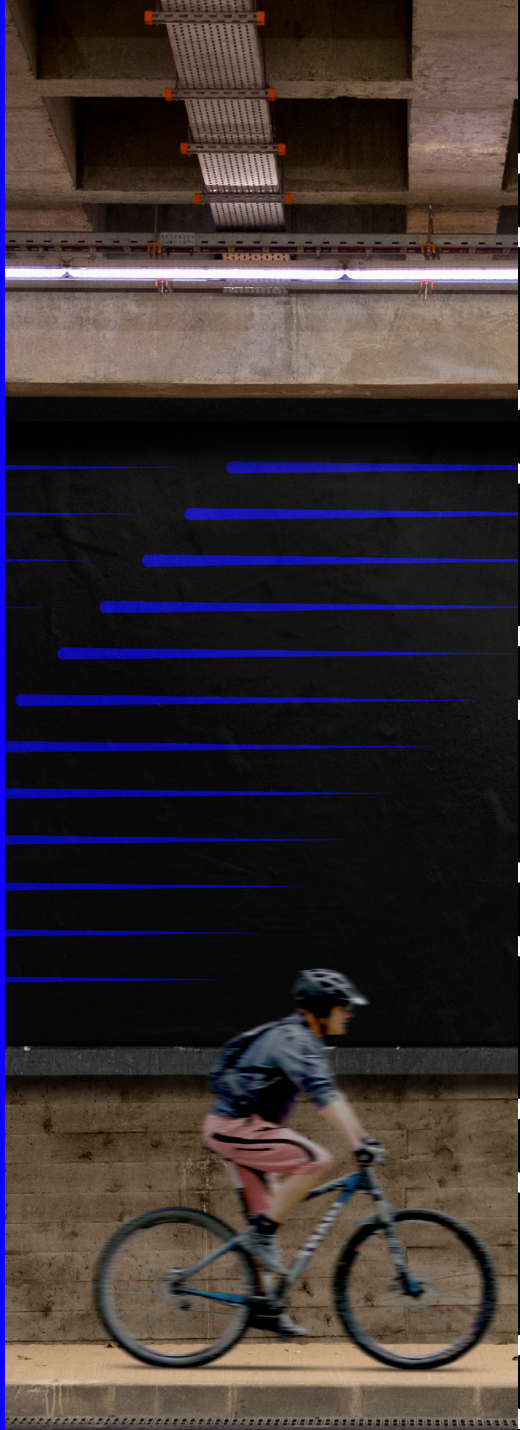
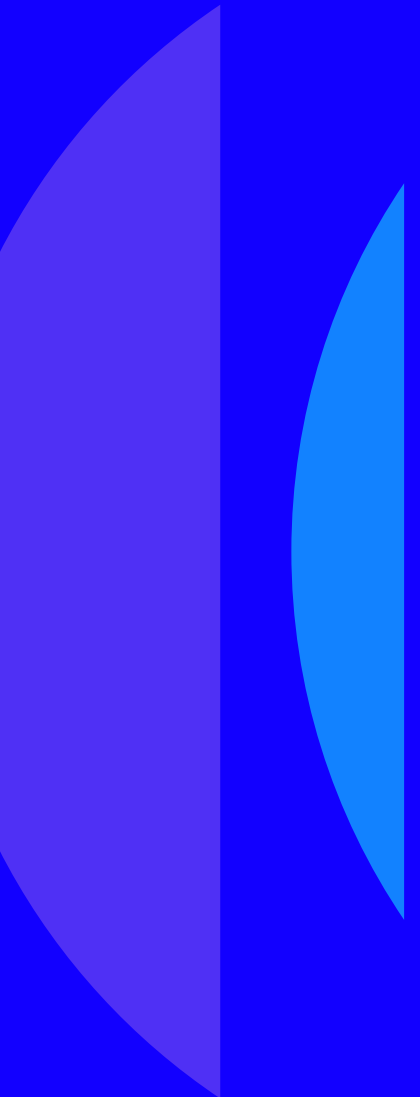
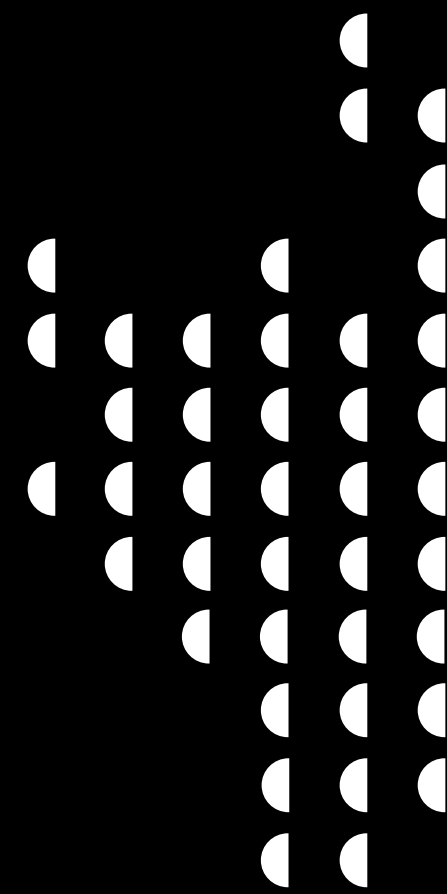
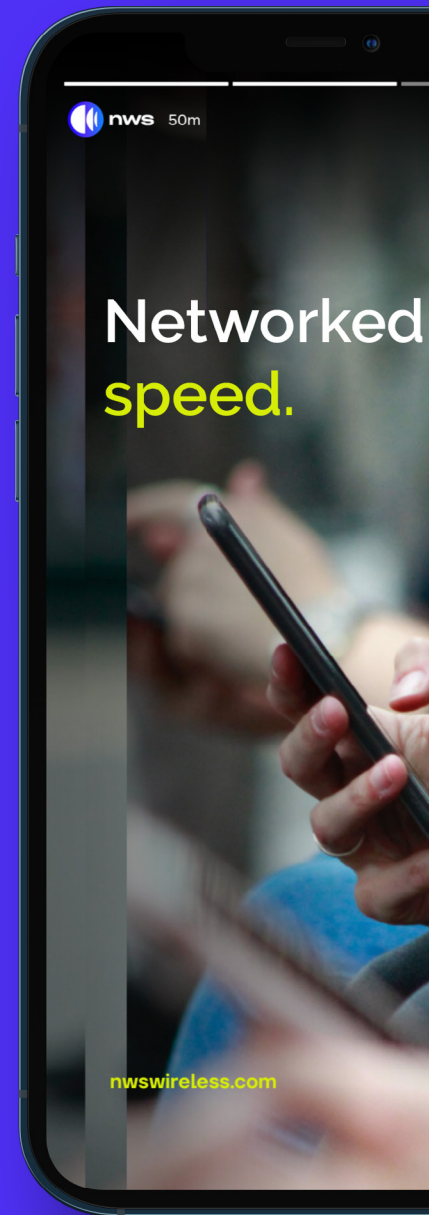


Brand Guidelines





or effic
or spee
or pote
or grow
or succo
or the f



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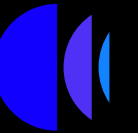
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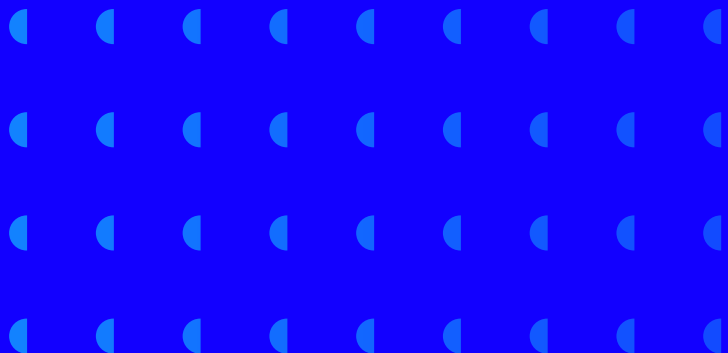
Branding In Use 50

Brand Messaging



Our brand strategy is based on this key insight:

Our competitors believe the ultimate solution to their customer's problems is speed of service, but we believe it's imagination.



Get/To/By Statement – This is our brand strategy in one, simple sentence:

We need to...

get

telecommunications companies who believe efficiency is no longer enough

Our target audience and their mindset

to

see NWS as a committed partner to both them and the community at large

What we want them to think / feel / do

by

showing them that NWS is the solution for what the world needs next

What we say or do to trigger the desired response

From > To

In our brand messaging, we are always trying to move our audience from a less desired state to a better one.



From...

To...

- Rushed → Thoughtful
- Efficiency → Imagination
- Today → Tomorrow
- Transactions → Impact
- Client → Advocate
- Entrust → Empower

Our Brand Point of View

Visioneering the Future


We live in a world where speed is king. Things are moving, changing, and happening very quickly. Information now comes at you faster than at any time in human history. Thanks largely to advances in technology, the pace of life seems to be getting more and more frenetic. It can feel as if life only has two speeds: fast and faster.

We get it, there's times where moving quickly is extremely valuable to your business—being first to market, fixing an issue, or getting your products when you need them. But speed only gets us all so far.

What happens when you get out of the fast lane and slow things down a bit? That's when we push beyond what's expected. That's when continuous improvement comes into play. That's when we take the time to imagine how today could lead us to a better tomorrow.

While we're committed to being there for all your day-to-day needs, we'll also be in the background dreaming, designing, and building ways to advance the world's most important technologies.

The NWS Brand Vision

A woman with dark hair, wearing an orange top, is sitting on a light-colored couch. She is smiling broadly and looking towards a tablet computer held by a young child. Another child, wearing a blue and white striped shirt, is sitting next to her, also smiling and looking at the tablet. The background is a warm, dimly lit room with wooden paneling.

NWS will be a technology enabler of the connected world of today and tomorrow. We will strive for excellence by positively impacting the communities that we live and work in.

The NWS Brand Mission

NWS is a technology infrastructure solutions provider committed to the success of our customers, employees, suppliers, and communities. Our goal is to develop and deliver solutions for the world we need next.

The NWS Brand Values

Our values are what we stand for. They are beliefs we hold deeply and the underlying traits that we want our customers to associate with our brand. Our values help bring character to our brand and set us apart from the competition.

We are a values-driven organization.



People First

We put the team first. We share in the successes and failures of others.

Work Smart

We aim for impact in everything we do. We focus relentlessly on turning ideas into reality.

Customer Focus

We feel for our customers. We put our customers first and build incredible relationships founded on empathy, understanding, and mutual success.

Continuous Improvement

We are all invested. We take ownership and empower others. We deliver our best work because we care.

Results Matter

We pursue holistic impact, improve our clients' performance and bring innovations that help our customers sustain improvement.

The NWS Brand Promise

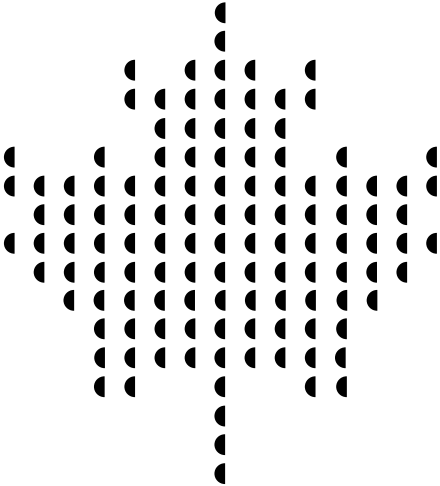
**Solutions for
the world
we need next.**

Where We Operate

United States



Canada

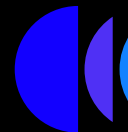




Gap Wireless and JF Tech are now part of the NWS family.

Together we're amplifying the
success of our partners in Canada
and across North America.

Logo





Wireless networks

+



Actively listening to customer needs

+



Growth and innovation in telecom industry

Our logo personifies our connection to telecom, our commitment to listening to our customers, and our own culture of growth and innovation.



Primary Logo

The new NWS logo positions our company as an advocate for our partners and a force for the future.



Full Color



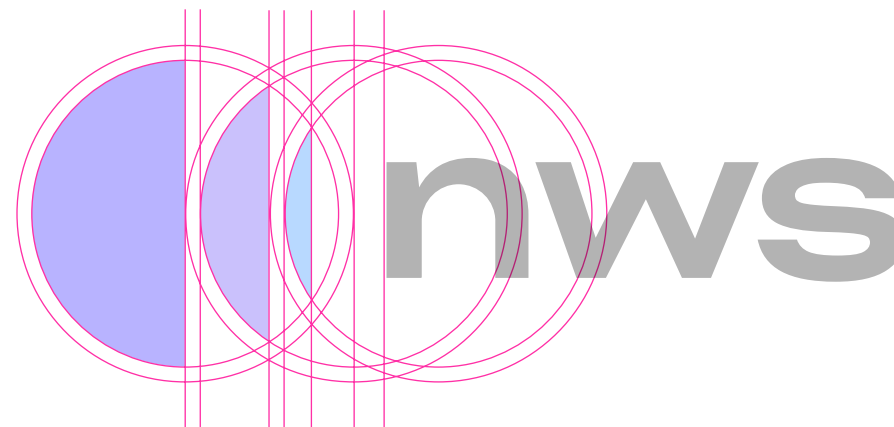
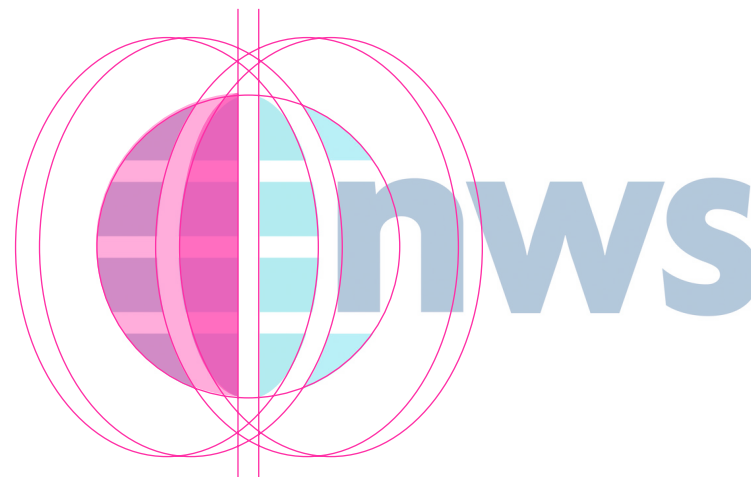
One Color



Reverse

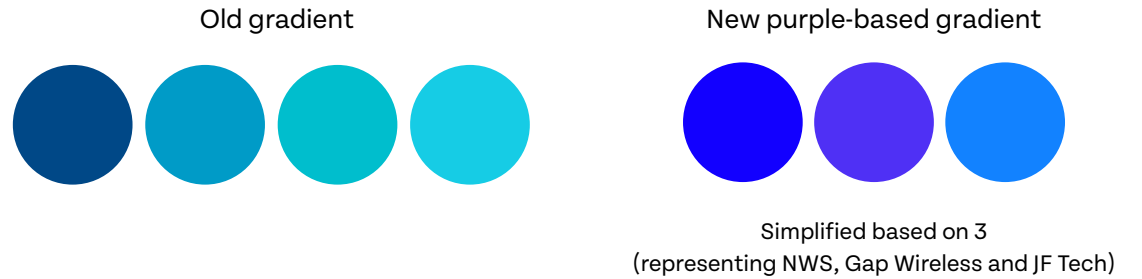
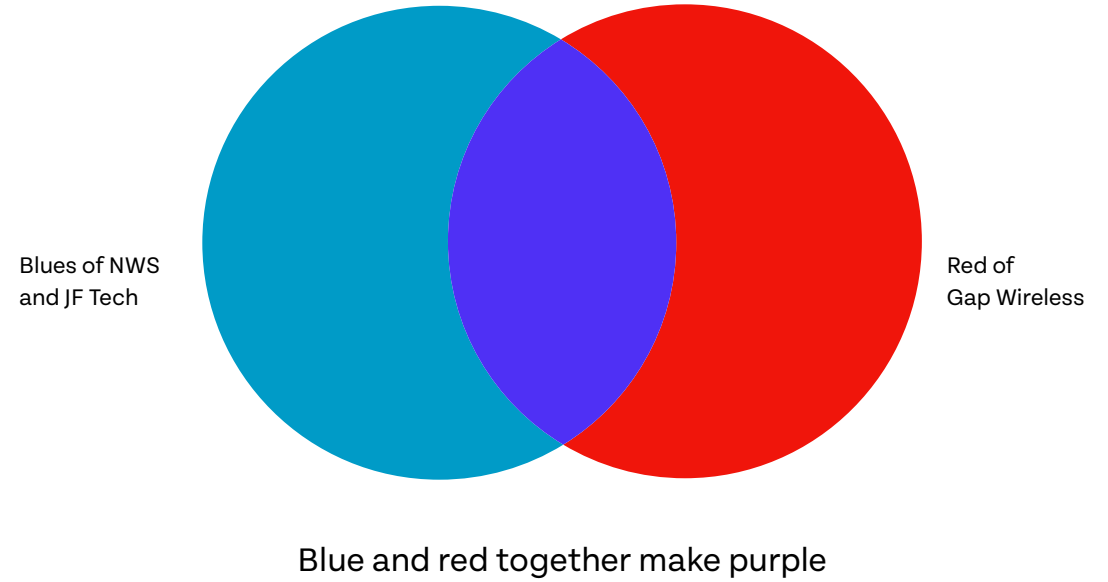
Logo Shape Evolution

Our company is a technology enabler. The new NWS logo is the next evolution of our most important brand asset and it more clearly represents everything we are doing today and the things that we aspire to do in the future.

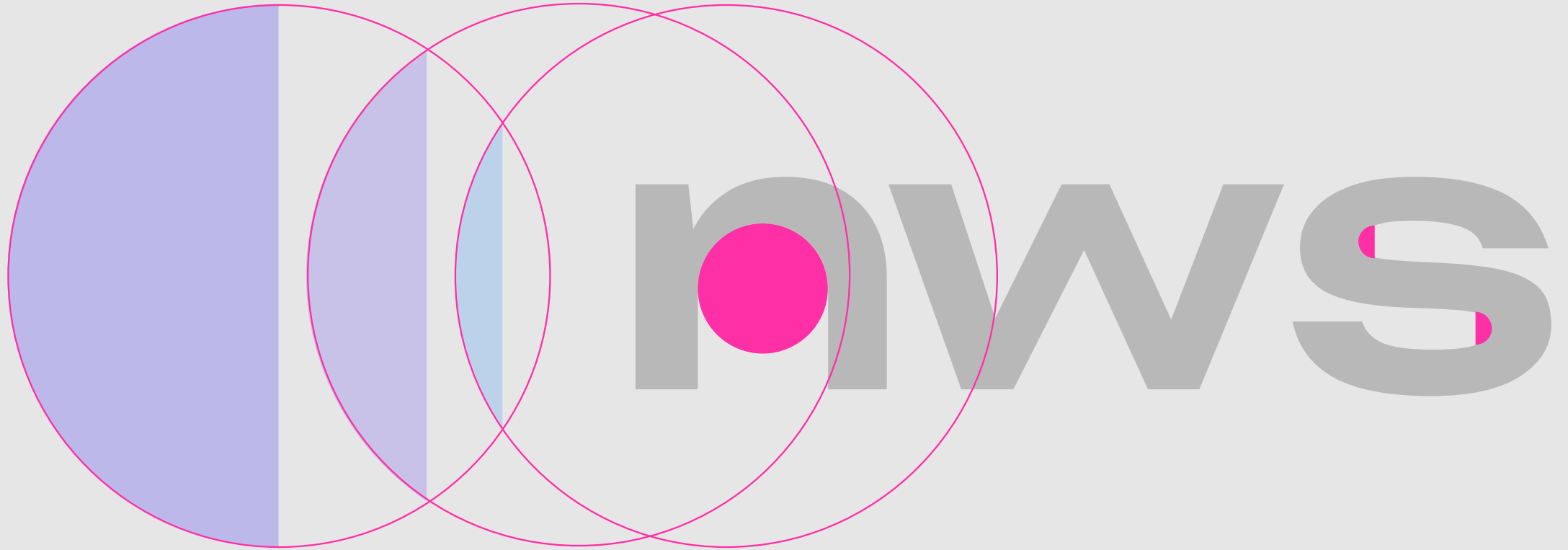


Logo Color Evolution

The deep, vibrant hues chosen for the NWS logo were inspired by our legacy brands and represent the energy and innovation of our brand.



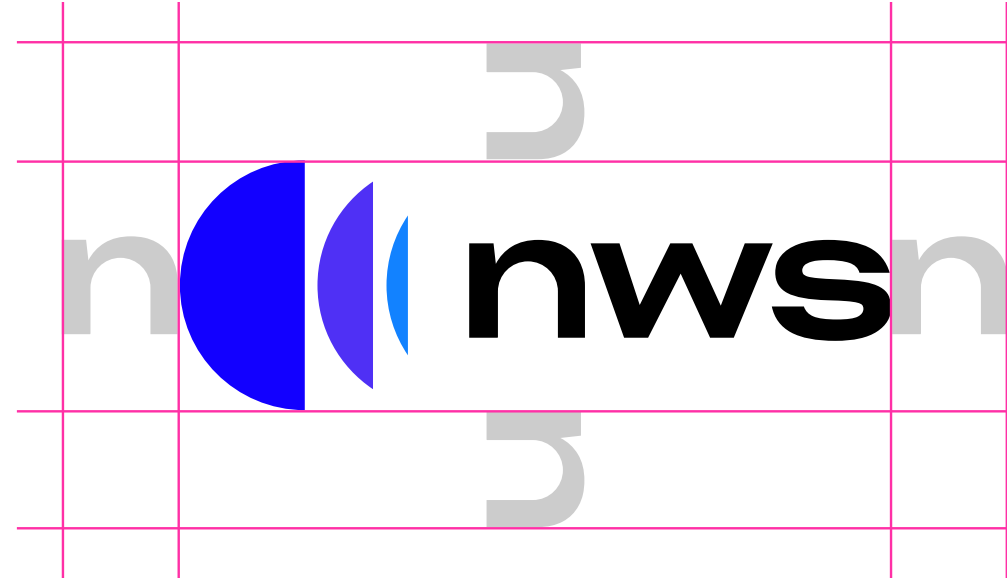
Logo Architecture



Clear Space and Minimum Size

Clear space is the area surrounding the outside of our logo that must be kept clear of other graphic elements such as headlines, text, images, and other logos. The minimum clear space is defined by the width of the “n” in our logo.

For maximum legibility, the full NWS logo should appear at least 1 inch wide in print and 80 px wide in digital applications.



Minimum Size:
1 inch or 80 px wide

Proper Usage

To protect the visual identity and integrity of the NWS brand, the logo must not be altered or distorted in any way. Here are some common mistakes to avoid.



✗ Don't squeeze or stretch the logo



✗ Don't alter the proportions of logo elements



✗ Don't change the color of our logo



✗ Don't add shadows or graphic effects to the logo



✗ Don't use unapproved fonts or try to recreate the logo; only use official logo files



✗ Don't place the logo on busy backgrounds that limit legibility



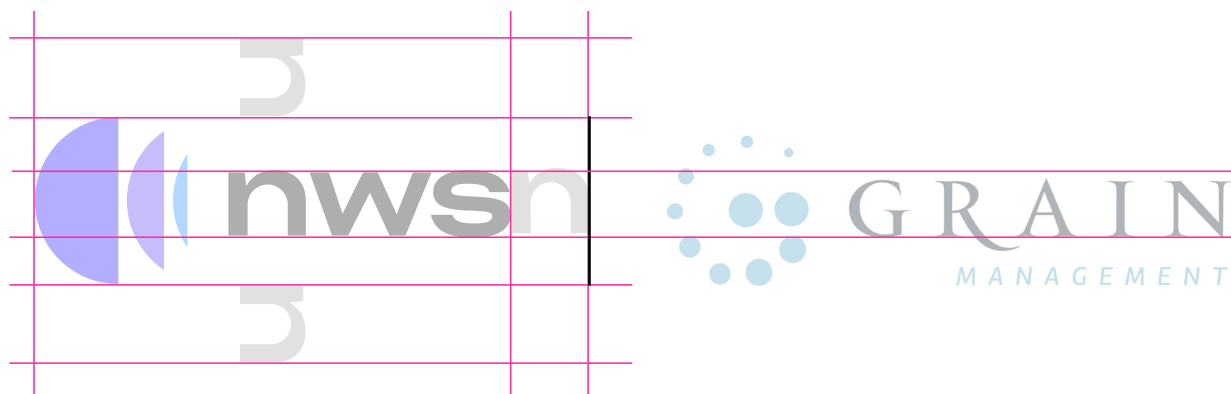
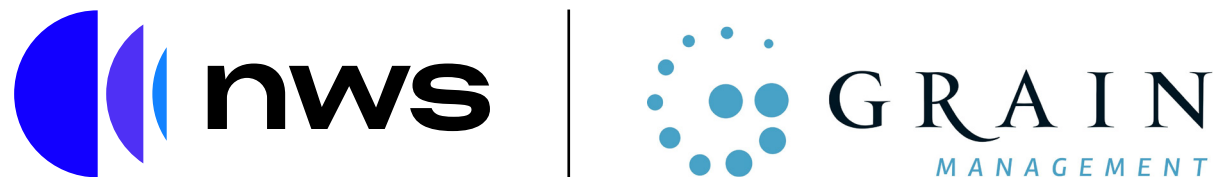
✗ Don't place objects or text within the logo's defined clear space



✗ Don't place the logo on a brand color that doesn't provide enough contrast

Partnership Logo Lockup

To show partnerships between NWS and another company, a vertical 1 px vertical pipe can be used, as shown. Partnership logo lockups should follow our clear space requirements and the wordmarks should be bottom aligned.



Wordmark

Our wordmark “nws” can be used as an alternate representation of the company, but should be used sparingly, when either the full logo appears elsewhere in the composition or when it is not practical to use the logomark. The wordmark should only be used in black or white. It can also be used as a design element (see pattern example below) in black, white, or the primary brand colors.

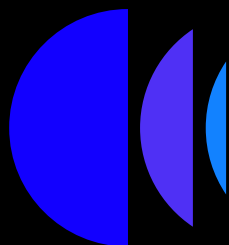
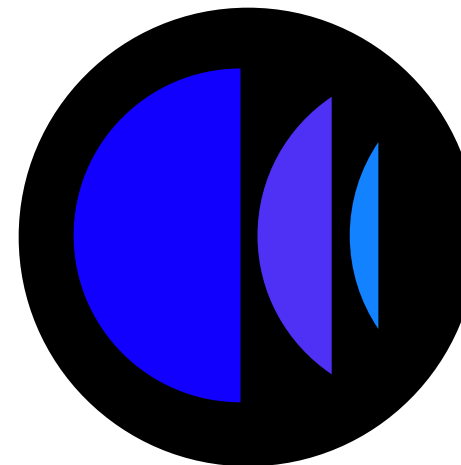
The wordmark "nws" is displayed in a bold, lowercase, sans-serif font in black.The wordmark "nws" is displayed in white on a solid black background.

Reverse

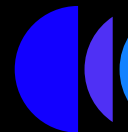
Pattern

Logomark

The logomark can be used to represent NWS in instances when the full logo also appears. It can also be used as a decorative element. It should be displayed either within a black or white circle or stand alone. On backgrounds other than black or white with less contrast, use either an all-black or all-white logomark.



Color Palette



Black

R:0 G:0 B:0
C:0 M:0 Y:0 K:100
#000000



Future Blue

R:18 G:0 B:255
C:99 M:93 Y:0 K:0
#1200ff
PMS 2736 C



Brilliant Blue

R:79 G:48 B:245
C:80 M:78 Y:0 K:0
#4f30f5
PMS 2368 C



Canada Red

R:240 G:21 B:11
C:1 M:99 Y:97 K:0
#f0150b
PMS 2347 C



Glowing Purple

R:199 G:28 B:235
C:26 M:88 Y:0 K:1
#c71ceb
PMS Purple C



Sky Blue

R:18 G:130 B:255
C:77 M:49 Y:0 K:0
#1282ff
PMS 2727 C



White

R:255 G:255 B:255
C:0 M:0 Y:0 K:0
#ffffff

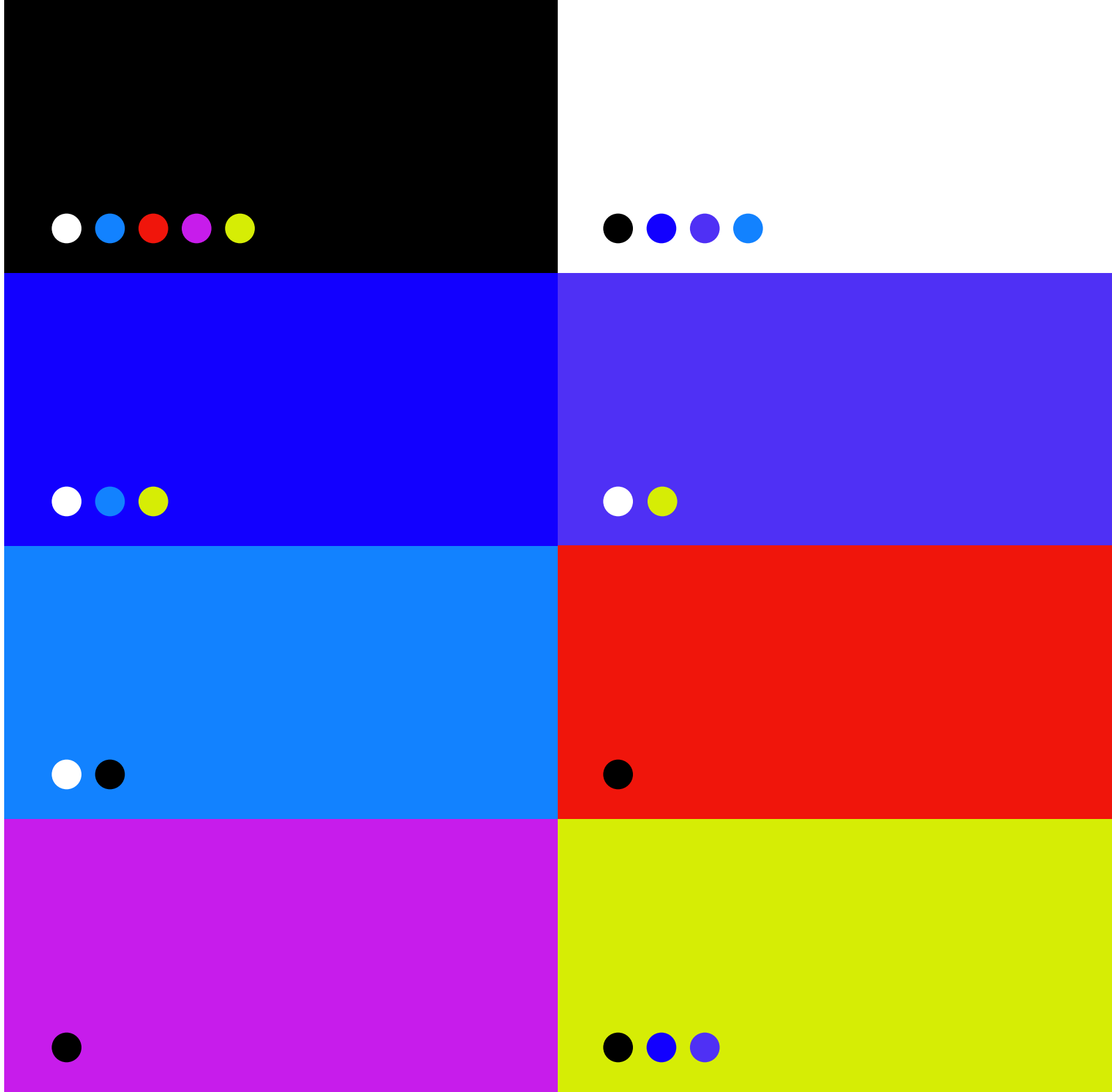
Neon Yellow

R:214 G:237 B:5
C:17 M:0 Y:100 K:2
#d6ed05
PMS 389 C

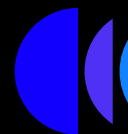


Color Accessibility

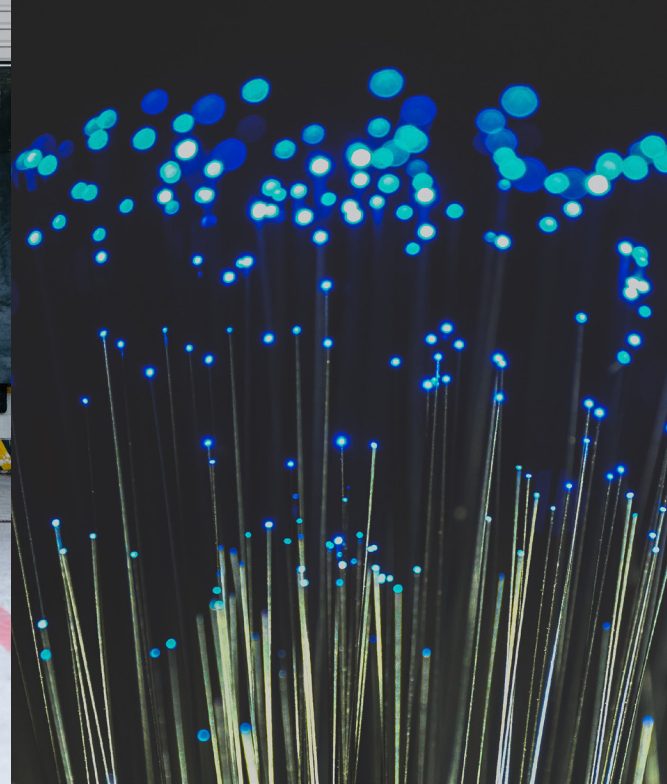
These brand color combinations meet requirements for AA level accessibility, following Web Content Accessibility Guidelines (WCAG) for digital use.



Photography



Photography



Photography Treatments



A multiplying effect can be used on image edges to create a customized, branded look for stock photography.

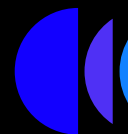


Multiple images with complimentary concepts and colors may be combined into one key image for branded layouts.

Logo as Container



Typography



Networked for **efficiency**

Networked for **speed**

Networked for **potential**

Networked for **growth**

Networked for **success**

Networked for **the future**



Print Typography

Gilroy Semibold

A a B b C c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tenon Regular

A a B b C c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Print Typography in Use

**Gilroy
Semibold**

Tenon Regular

Tenon Regular

**What can NWS
do for you?**

See how we partner with clients.



Solutions for the world we need next.

Web Typography

Raleway Semibold

A a B b C c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Chivo Regular

A a B b C c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web Typography in Use

**Raleway
Semibold**

Chivo Regular

Chivo Regular

**What can NWS
do for you?**

See how we partner with clients.

[Let's Connect](#)

[Read Our New Report](#) →

Tracking

✓ Tracking for print and web fonts

**Comfortable
headline tracking
is .005 em.**

Correct tracking for body copy is 0 em and can dramatically improve overall legibility.

✗ Tracking

**Uncomfortable
headline tracking.**

Incorrect tracking for body copy can dramatically decrease overall legibility.

Leading

✓ Leading for print and web fonts

**Comfortable
headline leading
is 1.125x point size.**

Ideal leading for body copy is 1.25x point size and can dramatically improve overall legibility.

✗ Leading

**Uncomfortable
headline leading.**

Incorrect leading for body copy can dramatically decrease overall legibility.

Special Characters

For headlines using the web font Raleway, be sure to select the glyph options shown below for characters ‘a’ and ‘w’:

a → a w → w
✗ ✓ ✗ ✓

✓ Em dash

We quickly deliver equipment to general contractors exactly when they need it — even the very next day.

✗ Em dash

We quickly deliver equipment to general contractors exactly when they need it-even the very next day.

✓ Apostrophes

We're

Raleway

✗ Apostrophes

We're

✓ Quotation Marks

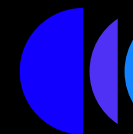
“Yes.”

Raleway

✗ Quotation Marks

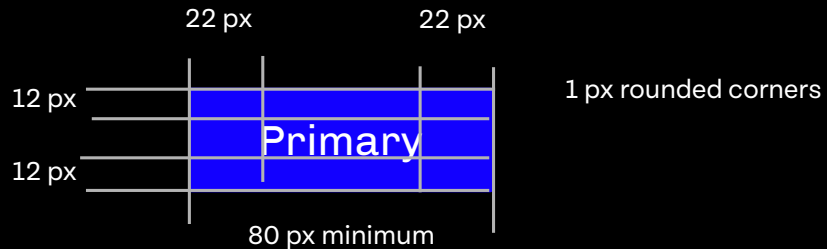
“Yes.”

Graphic System



UI Guidelines

Buttons



Links



We recommend a general hierarchy of scale and weights for typography in order to ensure an easy reading experience, a clear understanding of content, and that type sizes work across different screen sizes.

Large Heading

Font: Raleway
Weight: Semibold
Size: 38 pt

Medium Heading

Font: Raleway
Weight: Semibold
Size: 28 pt

Subtitles

Font: Raleway
Weight: Semibold
Size: 20 pt

Large Body Copy

Font: Chivo
Weight: Regular
Size: 16 pt

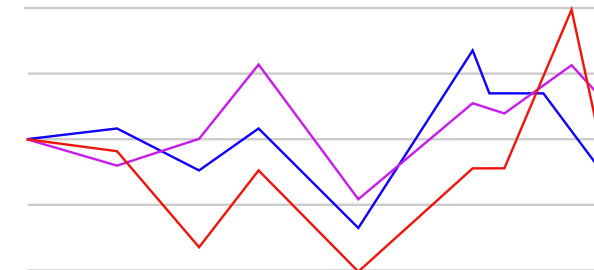
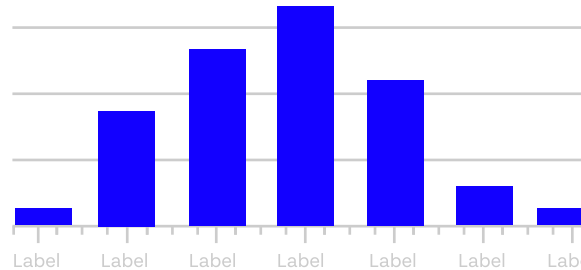
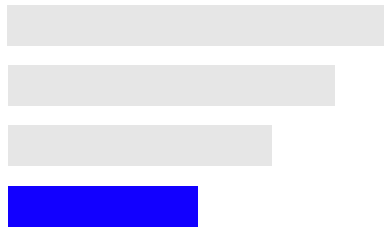
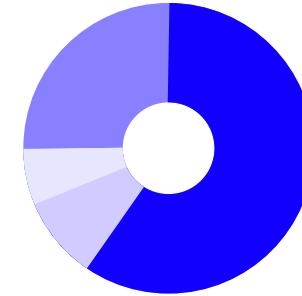
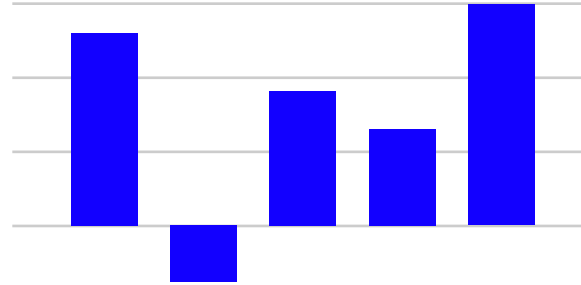
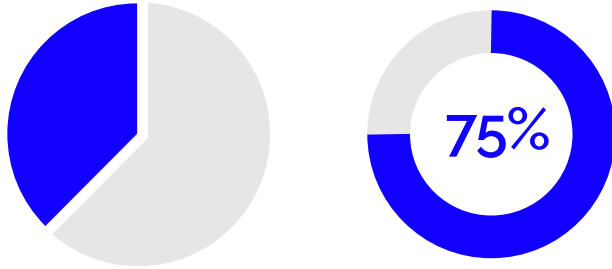
Medium Body Copy

Font: Chivo
Weight: Regular
Size: 14 pt

Small Body Copy

Font: Chivo
Weight: Regular
Size: 12 pt

Chart Styles



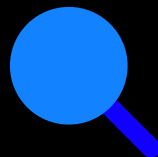
Use NWS Future Blue to emphasize portions of a chart and 10% black tint to de-emphasize.

Make bars about twice the width as space in between them. Skip labels in regular intervals.

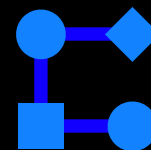
Use tints of primary brand colors to compare similar things. Use contrasting brand colors to compare different things.

Iconography

The purpose of our icons is to communicate messages at a glance and draw attention to important information. Simple shapes allow icons to be used at a variety of sizes. Icons should be two-colored and use primary brand colors.



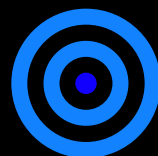
Audits



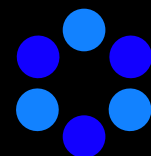
Workflow



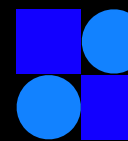
IT Assistance



Procurement



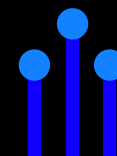
Supply Chain



Kitting



Logistics

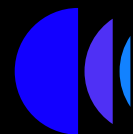


Fiber



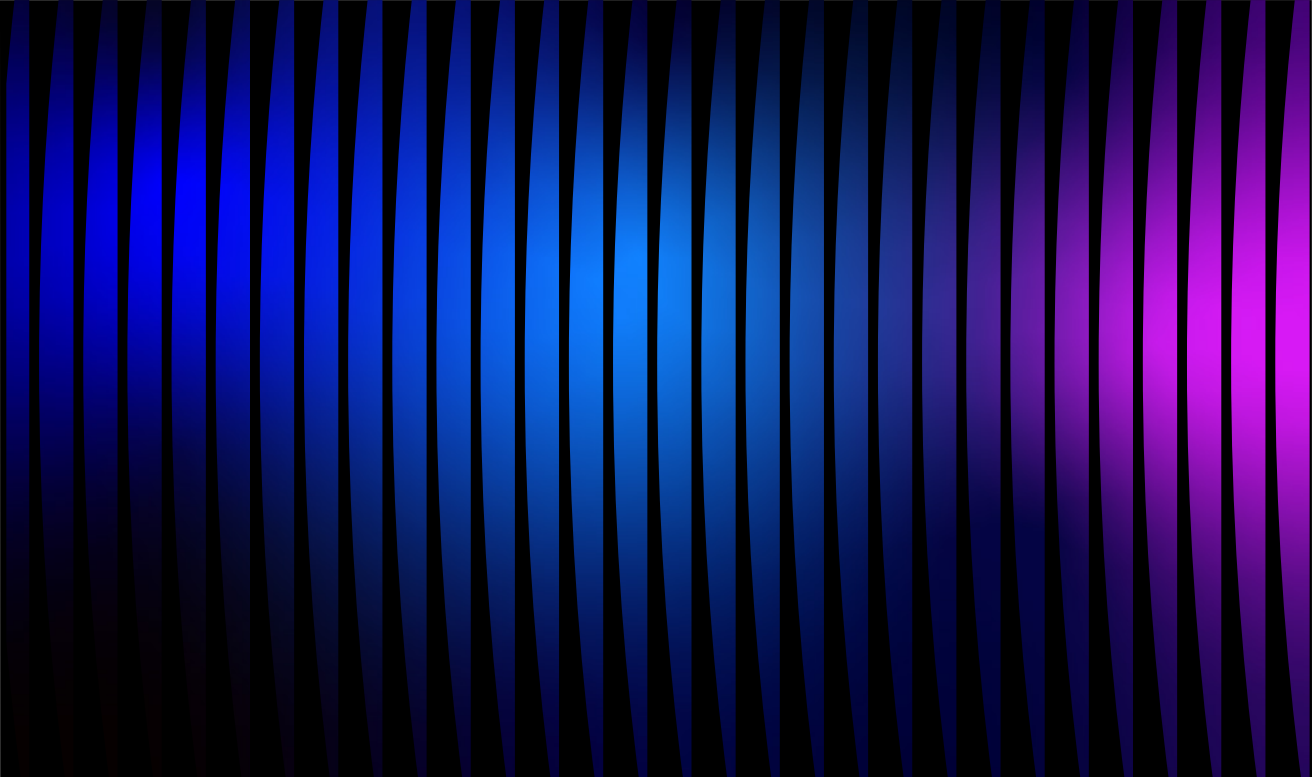
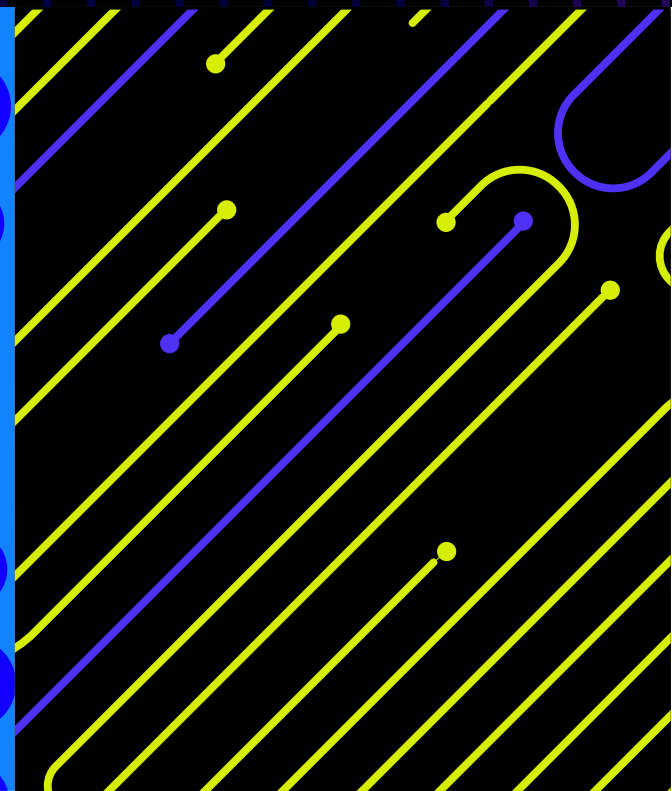
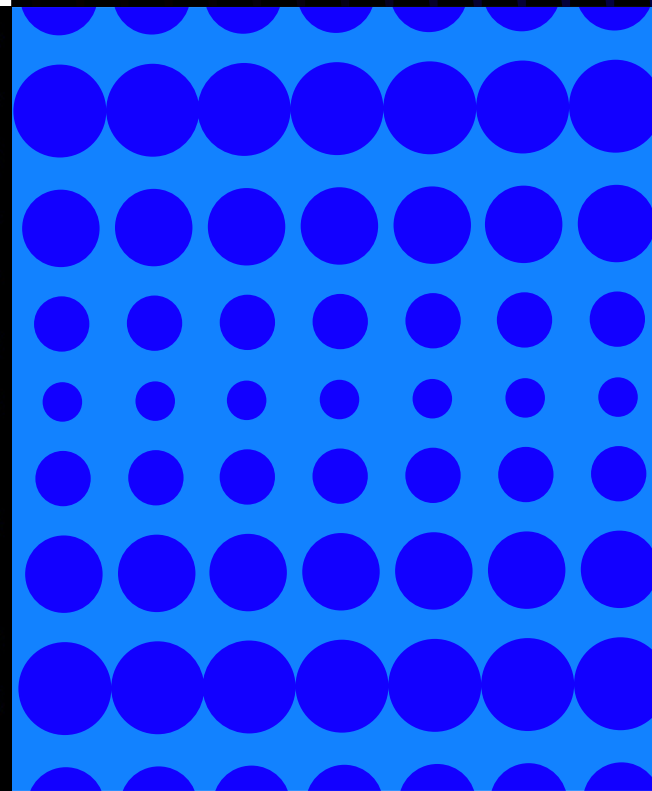
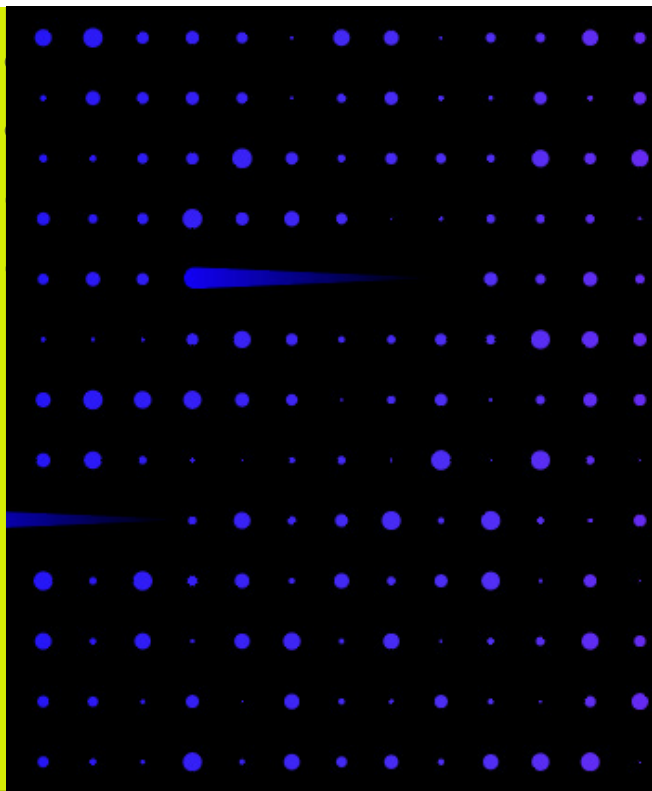
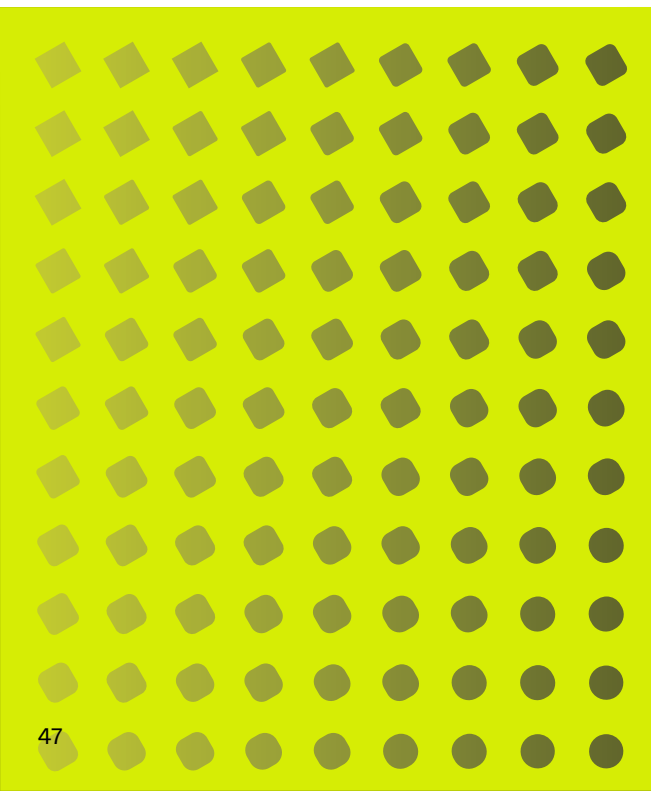
Training

Patterns



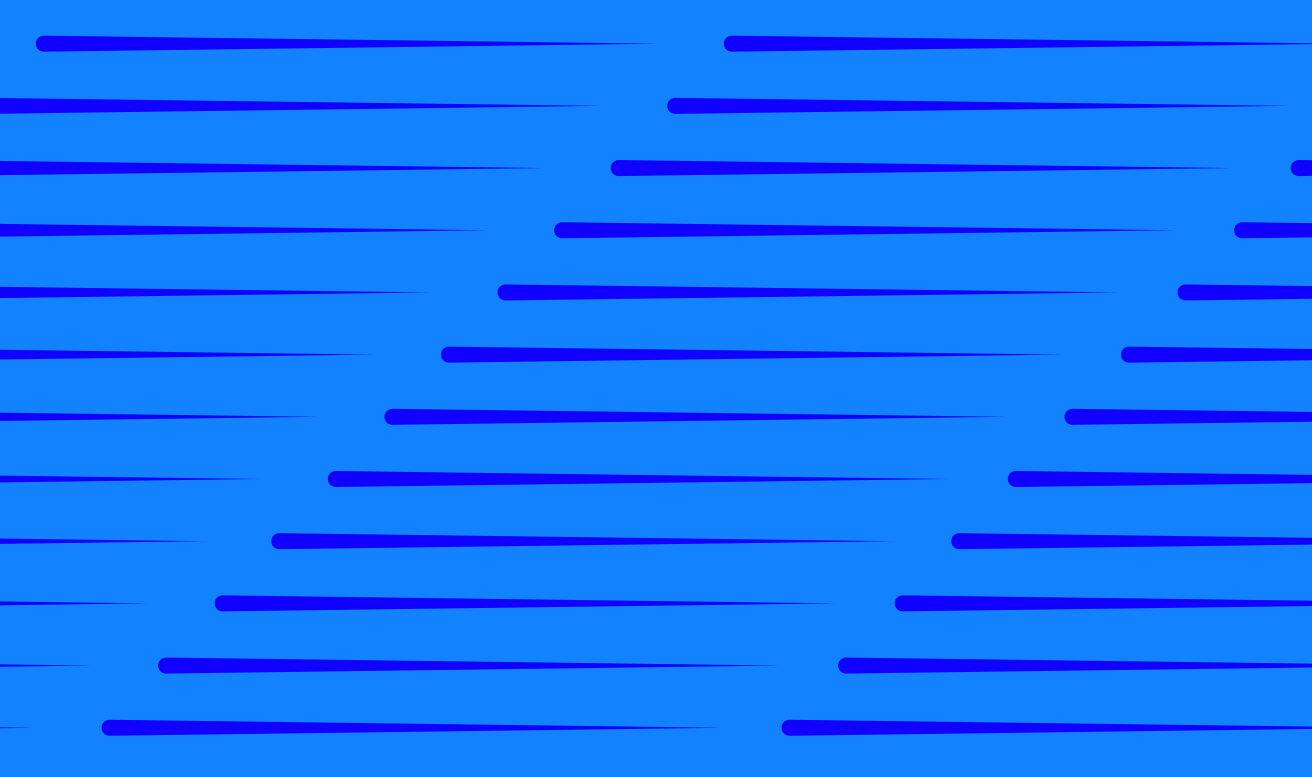
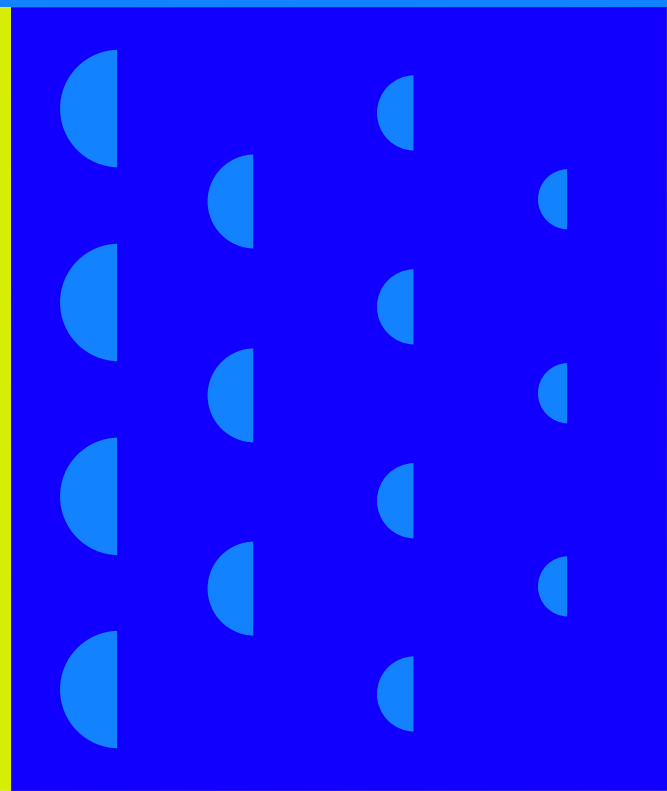
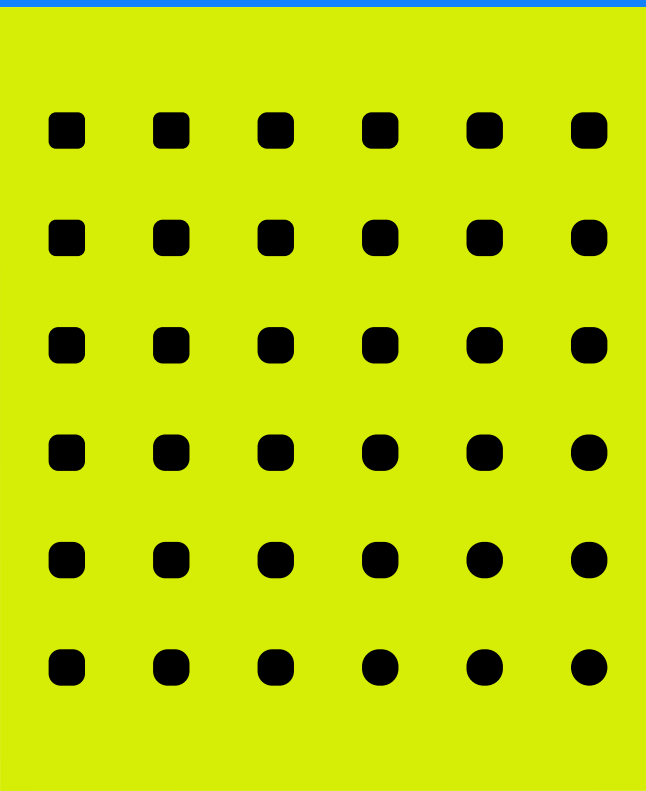
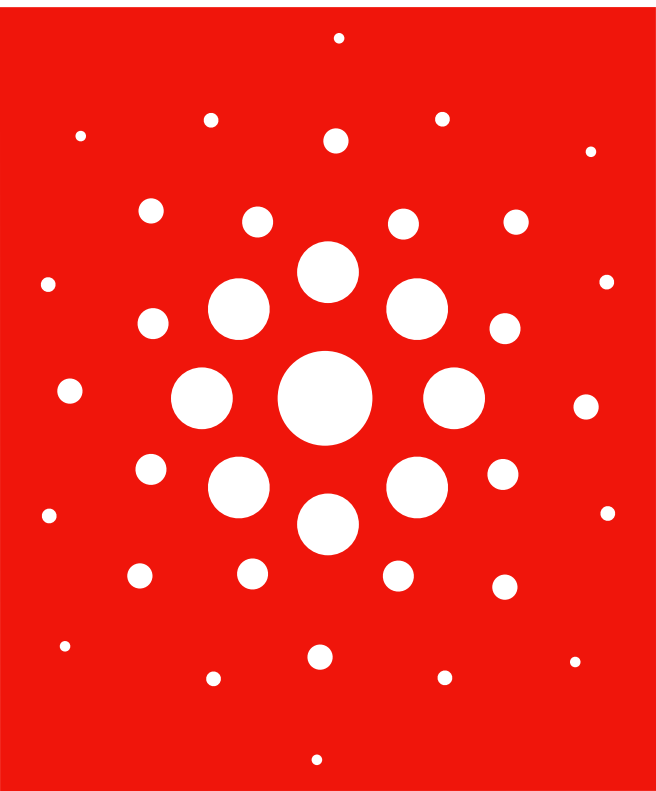
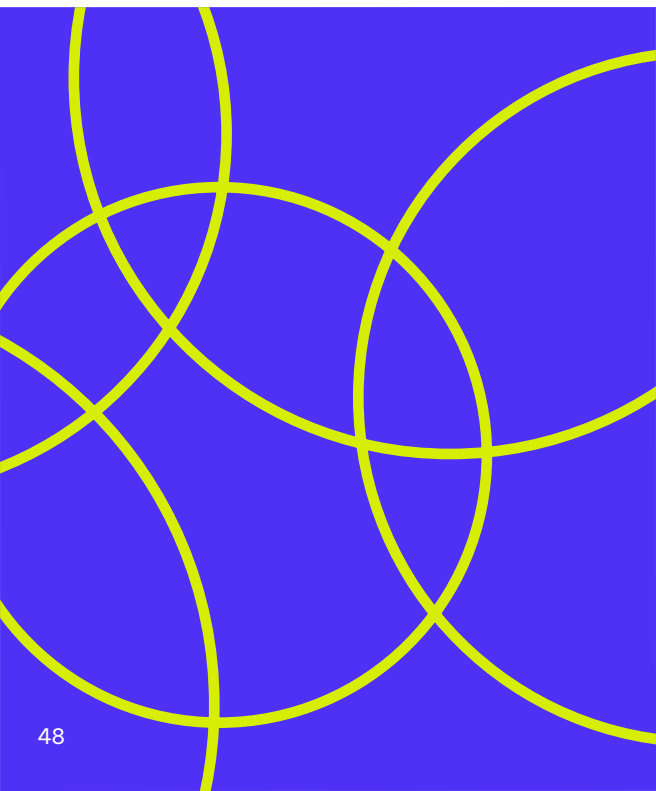
Complex Patterns

NWS's patterns draw from themes from the telecom industry and help increase brand recognition. Our complex patterns can be used as a design element alongside text or the NWS logo, but should not be used with photography. All patterns should use NWS brand colors.



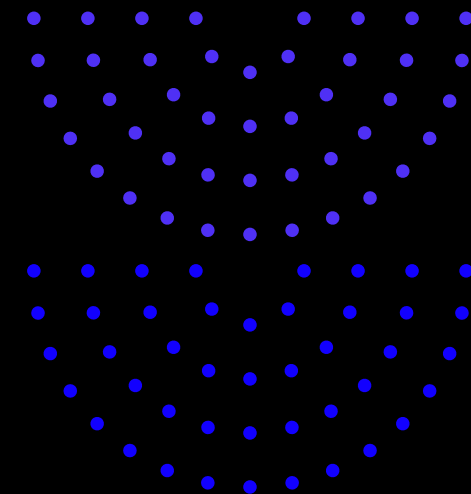
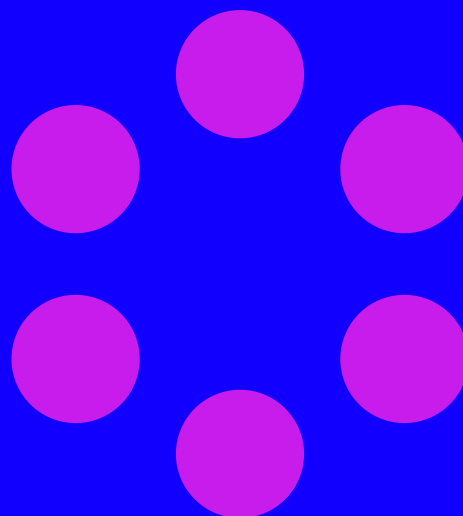
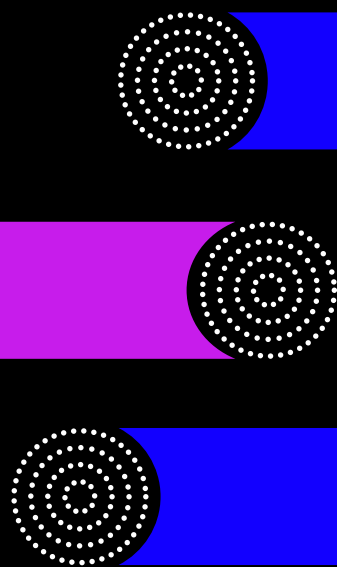
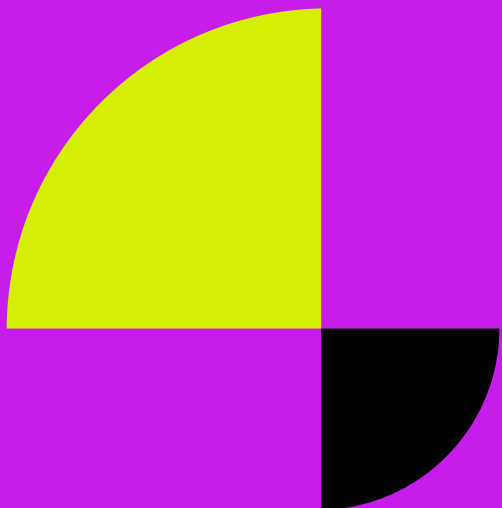
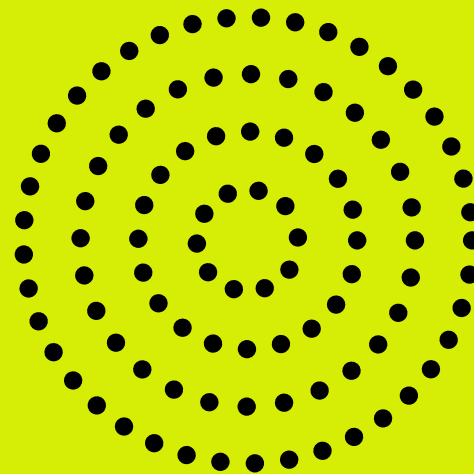
Intermediate Patterns

Our intermediate patterns can be used either as a design element alongside text or combined with photography. All patterns should use NWS brand colors.

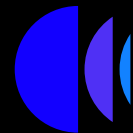


Simple Patterns

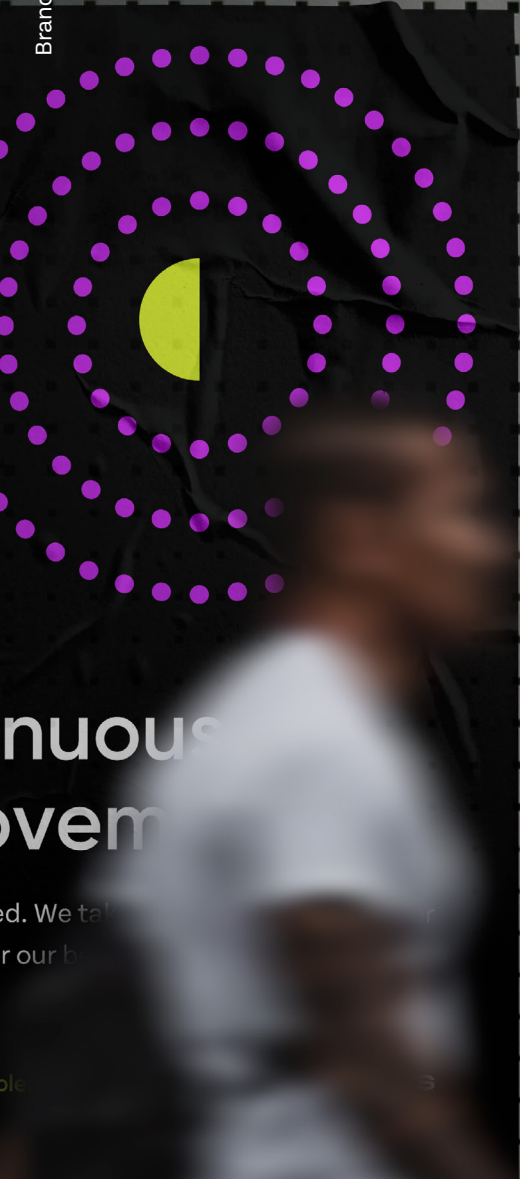
Our simple patterns are used to represent abstract concepts in the most basic form. Simple patterns are often used large scale or as background design elements. All patterns should use NWS brand colors.



Branding In Use







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core value

Work Smart

We aim for impact in everything we do.
We focus relentlessly on turning ideas into reality.

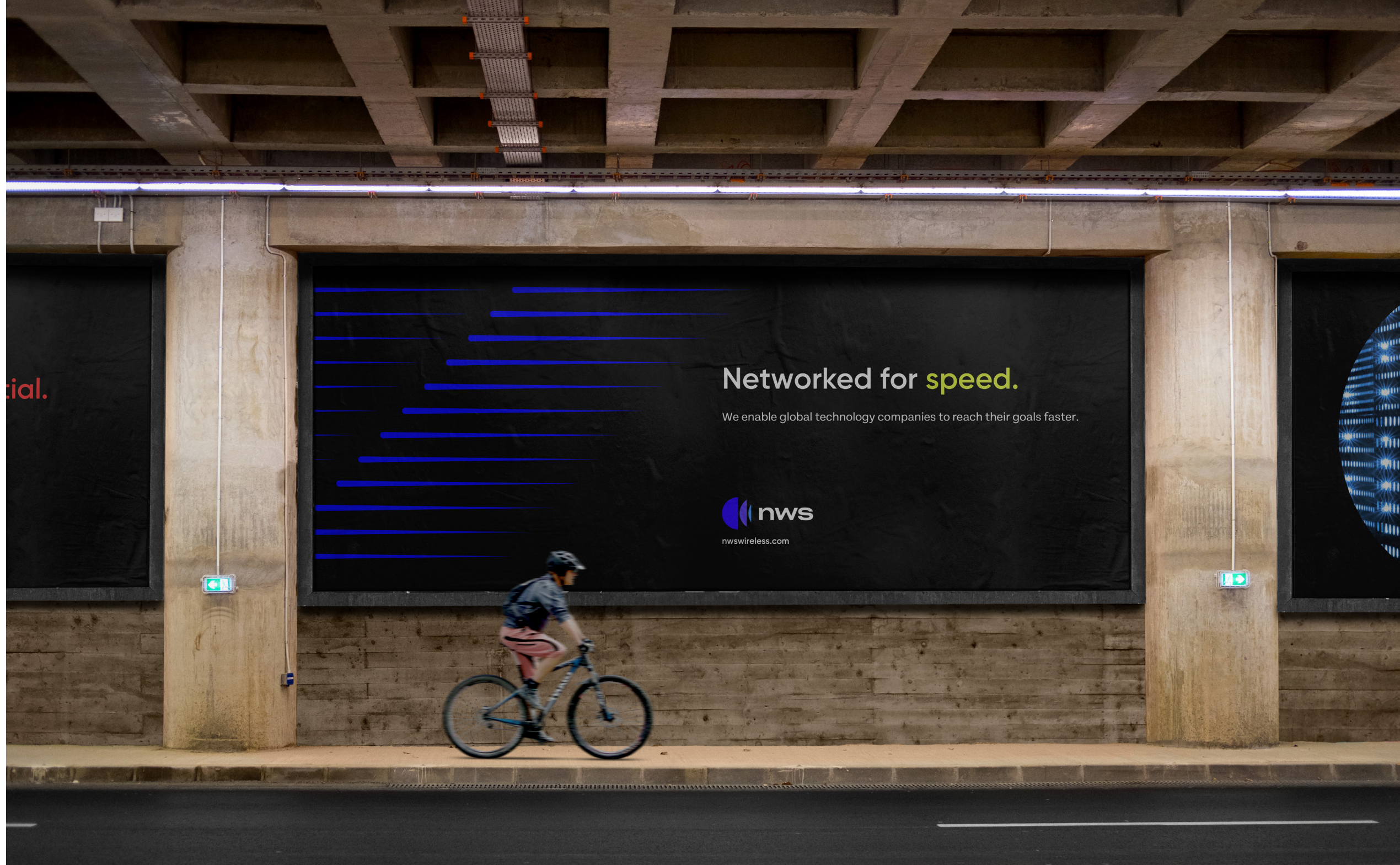
Networked for **thought.**

core value

People First

We put the team first.
We share in the successes and failures of others.

Networked for **people.**

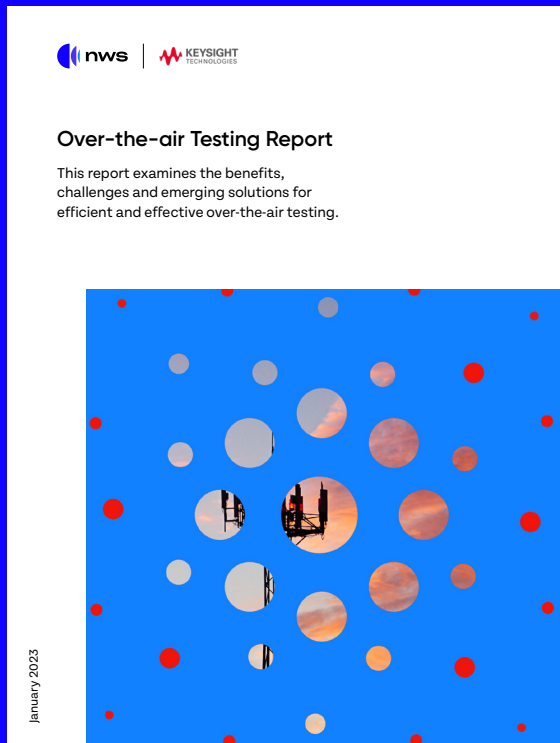
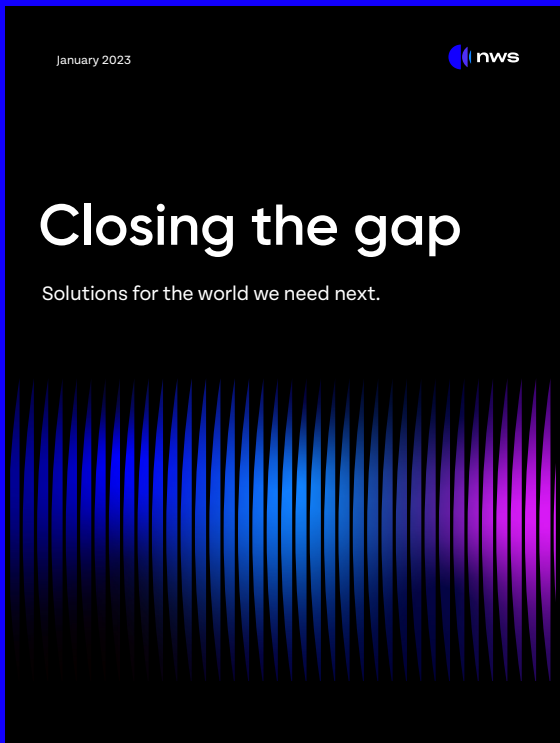


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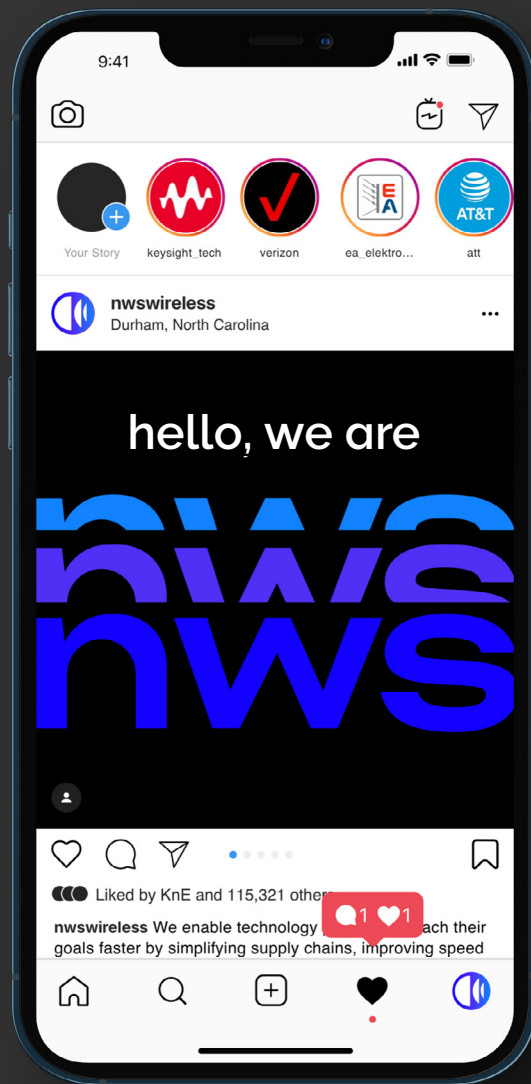
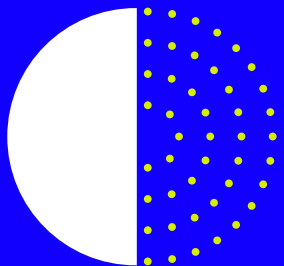
Networked for speed.

We enable global technology companies to reach their goals faster.



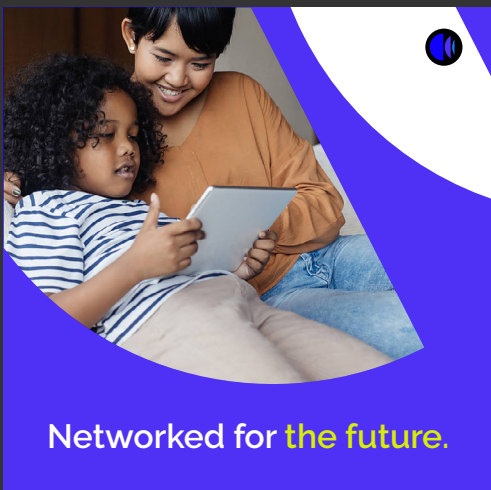


We become what your company lacks.



“NWS is positioned as one of the largest Black-owned telecom equipment distributors in the U.S.”

XAVIER WILLIAMS, CEO



Networked for the future.

