



# DragonWave Corporate Identity Guidelines





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# 1 Introduction and Contact Information

Welcome to the DragonWave Corporate Identity Guidelines.

Corporate Identity standards authorize and allow DragonWave to project an image of corporate unity and show consistent standards of quality to the public and our customers.

These Corporate Identity Guidelines will help reinforce DragonWaves brand. Please take the time to review this material.

Through consistent use from DragonWave employees and partners, DragonWave can establish the DragonWave brand. To be successful the brand must be supported throughout the entire corporation.

For more information on the proper use of the DragonWave logo or to obtain logo artwork contact:

DragonWave Marketing Team  
600 - 411 Leggett Drive  
Ottawa Ontario  
K2K 3C9  
613-599-9991  
Nkittle@dragonwaveinc.com



## 2 Corporate Logo

DragonWave's corporate logo tells people who we are. It is the most visible symbol for DragonWave in the way we communicate with our customers and to the public. The corporate logo should be kept consistent to help reinforce the DragonWave brand.

### 2.1 Company Name

The legal name of our company is DragonWave Inc. and, as such, should be used in all legal materials and upon first use in any legal document. Subsequent uses may be truncated to DragonWave.

### 2.2 Company Signature

Our corporate logo consists of two distinct features: the symbol and the word mark. The symbol is a design composed of one basic shape, a wave that is mirrored slightly smaller to create 3 waves.

The second feature of the logo is the word mark "DragonWave", which always appears underneath the symbol. The letters are set in the typeface called Helvetica Neue 43 Light extended, with 'Dragon' in Bold.

When the two features are combined, the result is a clear and strong logo.

DragonWave must always appear as one word and not two, with both the 'D' and the 'W' capitalized.

The logo is a registered trademark of DragonWave and, as such, must be used in its registered design from—as set out in these guidelines.

The logo :



**Do not attempt to recreate or alter the corporate logo.**

**Never redraw or revise the logo in any way. Use the digital files available from the DragonWave Marketing Department.**

**Should you need it, Marketing will send you the logo files as needed.**



## 3 Logo Use

### 3.1 Logo Buffer Zone

The following elements are crucial to the proper use of the DragonWave corporate logo:

- No other text or graphic elements should appear in the area immediately surrounding the DragonWave logo. This “buffer zone” preserves the desired visual impact of the corporate logo.
- The space between the symbol and the word mark must remain constant relative to other elements of the signature.
- Letter spacing must not be altered.
- In all cases, the interior square of the symbol should be transparent, allowing any background to show through.
- When the DragonWave name is to appear within any form of text in publication (printed or Web), “DragonWave” must be written in the style of the type used and must NOT appear as the logo.

### 3.2 Incorrect Use

As the combination of the two features—symbol and word mark—identifies our company, it is incorrect to separate or modify, or alter these two elements.



### 3.3 Examples of Incorrect Use

To help you make informed decisions about the proper use of the corporate logo, below are some examples of the many ways in which the logo should NOT be used.

**Due to the wide range of applications for the logo, exceptions to the standards outlined in this guide must be submitted to the DragonWave Marketing Department for review**

**All white Logos may be used on certain backgrounds; all black logos may be used when creating a black and white document**

1. Do not place lines, patterns, text, names, or any other graphic elements within the buffer zone



2. The logo should not be encumbered by other visual elements



3. Do not place logo in a box or outline



4. Do not change or add colour arbitrarily to portions of the logo



5. Do not use the symbol with DragonWave in a different font, or try to recreate the word mark



6. Do not rotate the logo vertically or diagonally



7. Do not use the logo in outline form



8. Do not use the word mark independently from the symbol



9. Do not change the relative proportions of the symbol and the word mark



10. Do not alter the relationship between the symbol and the word mark



11. Do not size the logo up or down so as to alter its aspect ratio







## 4 Logo Colour Application

### 4.1 Approved Colour Applications

DragonWave recognizes that different situations can call for different design requirements. As a result we offer several color application options for the use of our corporate logo.

#### 4.1.1 One-Colour Use

This one-color version of the corporate logo offers a clean, crisp option. In cases where the document is only available in black and white this logo is an option. In all cases the background should be either white, or very light, and neutral in color.



A white Logo is also available when using certain backgrounds.

#### 4.1.2 Two-Colour Use

The two-color version offers a vibrant alternative when printing in color. The logo symbol must be Pantone 187 with the word mark in black. The Pantone color of the logo symbol is one of our primary corporate colors (see page 12)



### 4.2 Minimum Size

If the reproduction of the logo is too small, there is a risk of losing detail in the symbol and word mark – and “plug-in” would occur. For this reason, the symbol should never be reproduced at less than 1 inch (2.5 cm) in width.

Although the logo may be reproduced at this size, larger sizes are recommended to increase its visibility.



## 5 Corporate Logo with URL

### 5.1 Corporate Logo with URL

Occasionally, the corporate website address (URL) will need to be included with the corporate identity. If this Logo is needed, please contact the Marketing department.







## 6 Sample Collateral

To help you make informed decisions about the placement and use of DragonWave's logo and colours, please take a look at our sample collateral to better match the DragonWave look.

### 6.1 Sample Brochure

#### Front and Back Cover



#### Inside Spread



[illegible][illegible]



## 7 Typographic Styles

For Office documentation please use a font that is available on all compatible platforms, such as Arial, Times New Roman, or Tahoma.

Our logo is produced using Helvetica font

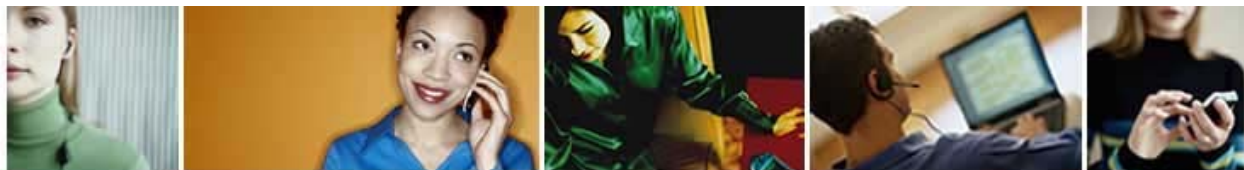
### 7.1 Arial Font

This font has been selected as our primary typeface because it is simple and clean and has a universal quality and compatibility which makes it appropriate for most documents.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### 7.2 Helvetica Font

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



## 8 Colour

Just as our logo and typeface help develop our corporate identity, colour is just as important to keep consistent to develop the DragonWave brand.

### 8.1 Primary Corporate Colours

DragonWave has chosen Pantone - PMS 187 as our primary colour.

R: 173

G: 22

B: 32

#AD1620 (original)

#AA1122 (websafe)

#444444 (greyscale)

C: 0

M: 100

Y: 79

K: 20

#CC002B (original)

#CC0033 (websafe)

#424242 (greyscale)

### 8.2 Secondary Corporate Colours

DragonWaves secondary colours are 100% black and 100% white.

**Color**    **Greyscale**    **Name**

#000000    #000000    Black

#FFFFFF    #FFFFFF    White

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