

# Brand Guidelines

- Editorial standards
- Logo
- Color palette guide
- Typography
- The Path
- Design elements
- Photography
- In application

Our logo



Our logo

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# Lightpath

Our logo illustrates our core concept that is “the path that connects.” It represents the flexibility and agility to meet our customers where they are and take them where they want to go.





Identify space around the logo by using the “a” from our wordmark.  
No competing visual elements should violate this area around our logo.



Minimum width: 1” | 72px

Lightpath Electric Yellow



Pitch Black



Machine Gray



Fiber Gray



White

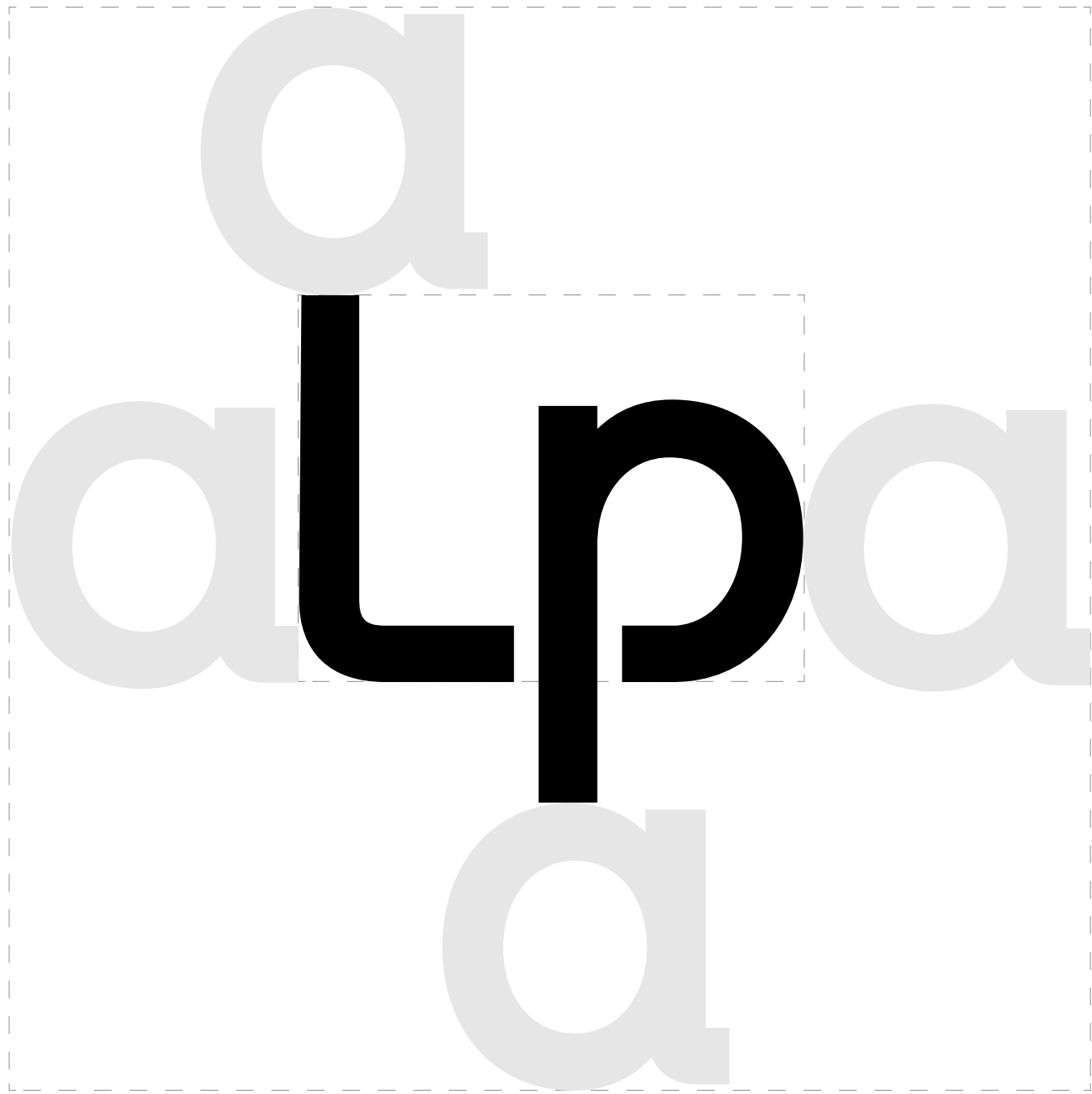


White or Transparent to Electric Yellow gradient



An Electric Yellow underline can be placed under the logo when used on a black or white background.





Identify space around our monogram by using the “a” from our wordmark.  
No competing visual elements should violate this area around our monogram.



When our monogram is used in small space applications such as app icons  
a clearance of 1/2 “a” is permitted to the edge of the container.



# Our colors

Lightpath Electric Yellow

Pantone 809C

#E0FF00

R:224  
G:255  
B:0

C:14  
M:0  
Y:100  
K:0

!

Important Note:

For any printed piece, be sure to use only the Pantone or CMYK values for Electric Yellow. Hexidecimal and RGB values do not print well.

Pitch Black

Pantone Black C

#000000

R:0  
G:0  
B:0

C:0  
M:0  
Y:0  
K:100

Machine Gray

Pantone 877C

#8A8C8E

R:138  
G:140  
B:142

C:0  
M:0  
Y:0  
K:55

Fiber Gray

Pantone 663C

#F1F1F1

R:240  
G:240  
B:240

C:0  
M:0  
Y:0  
K:6

White

#FFFFFF

R:255  
G:255  
B:255

C:0  
M:0  
Y:0  
K:0

Electric Yellow gradient

Gradients can be used to fill shapes or paths, but should only be White to Electric Yellow or transparent to Electric Yellow.

Gradients angle should always be in 45° increments.

# Our typography



# Roobert

SemiBold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roobert Medium  
is our font for  
headlines.

Headline leading is the point size x 1.1

Roobert Medium  
is our font for subheads.

Subhead leading is the point size x 1.1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Roobert Regular is our body copy font  
Leading is the point size x 1.2 (auto)

lightpathfiber.com

Our URL is set in Roobert Medium



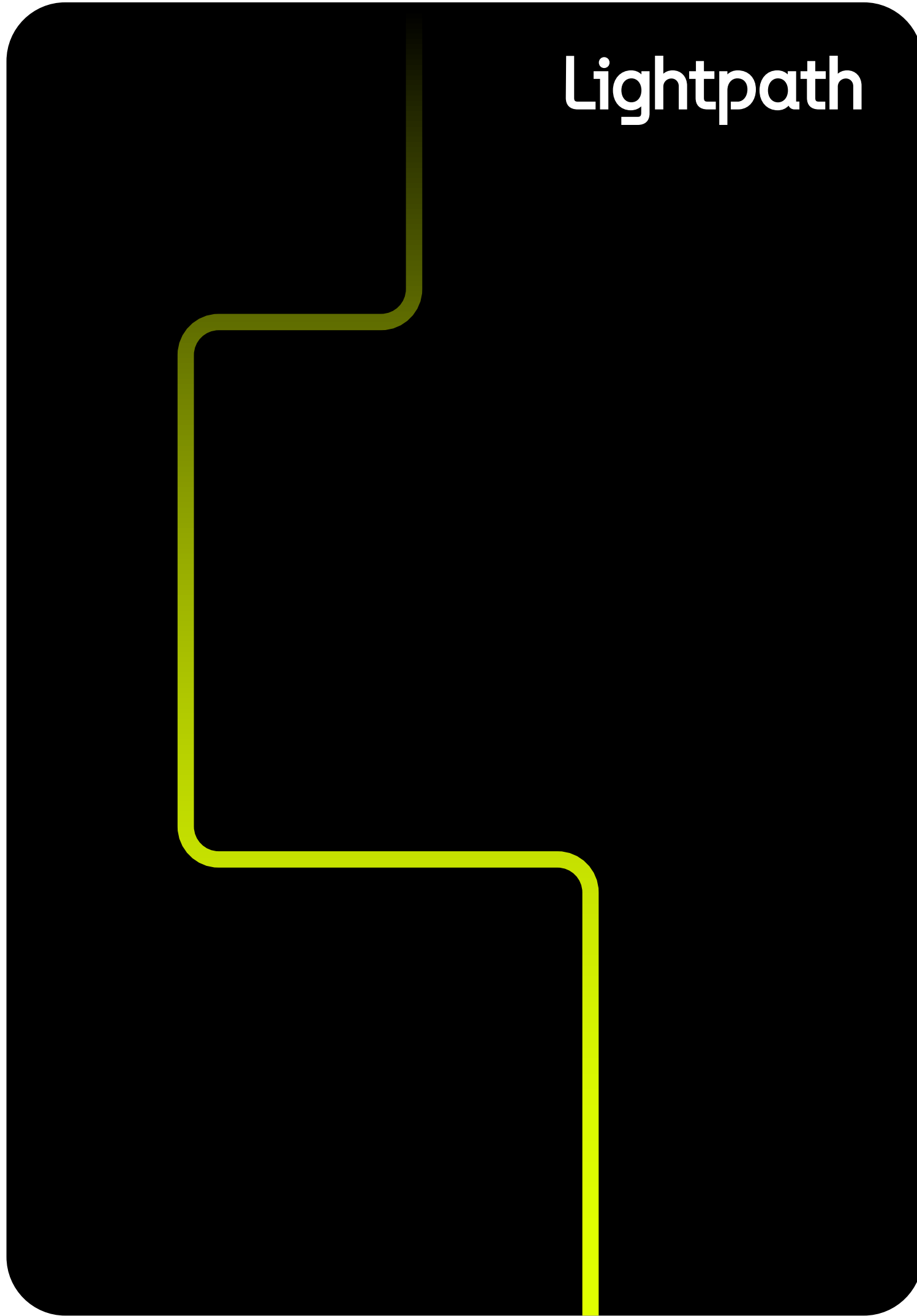
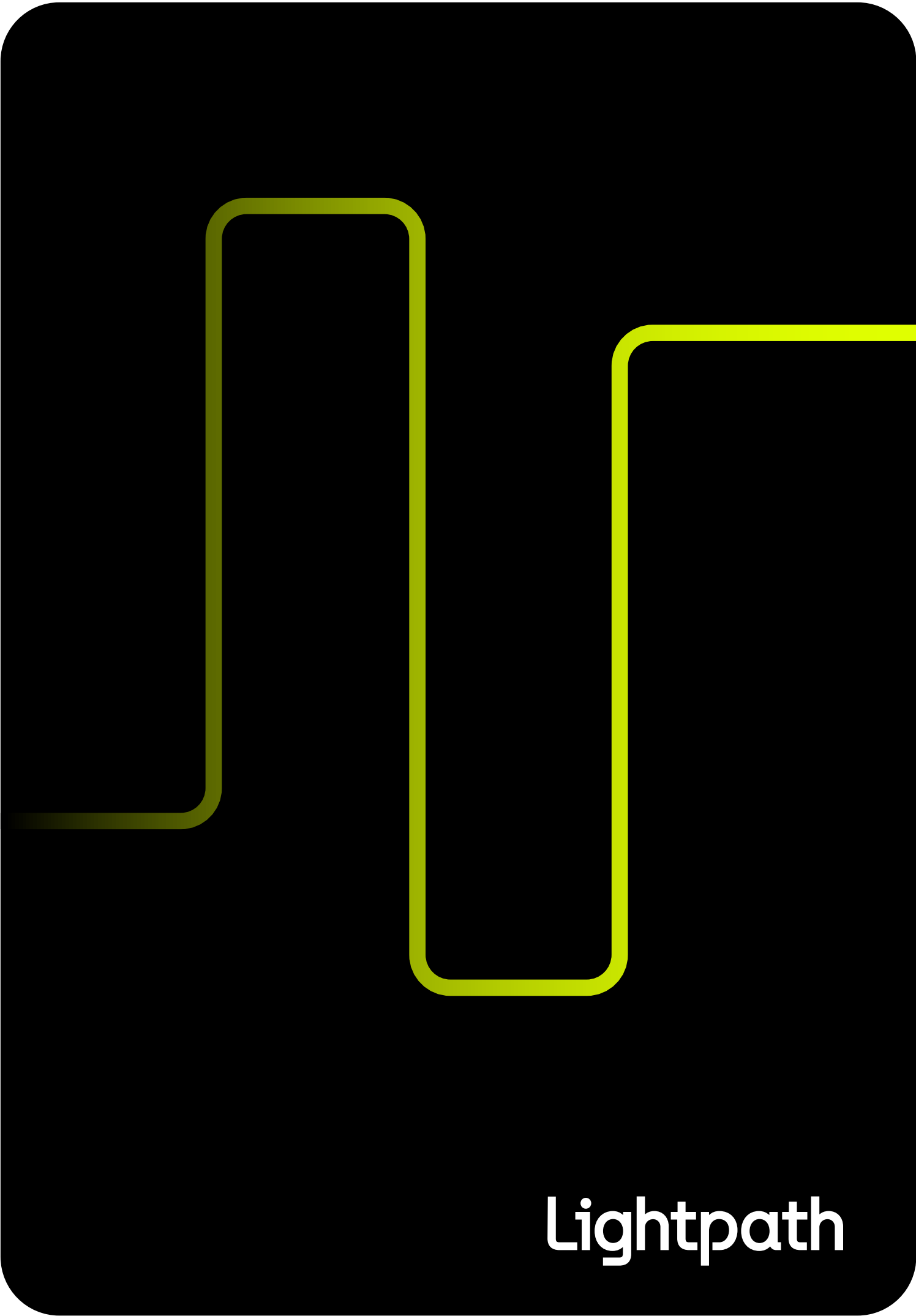
Use the  
**highlight**  
for emphasis.

Headline leading is the point size x 1.1

Words in headlines and subheads can be emphasized using **Electric Yellow** as the font color itself when on a black background or with the highlight treatment on a black or white background.

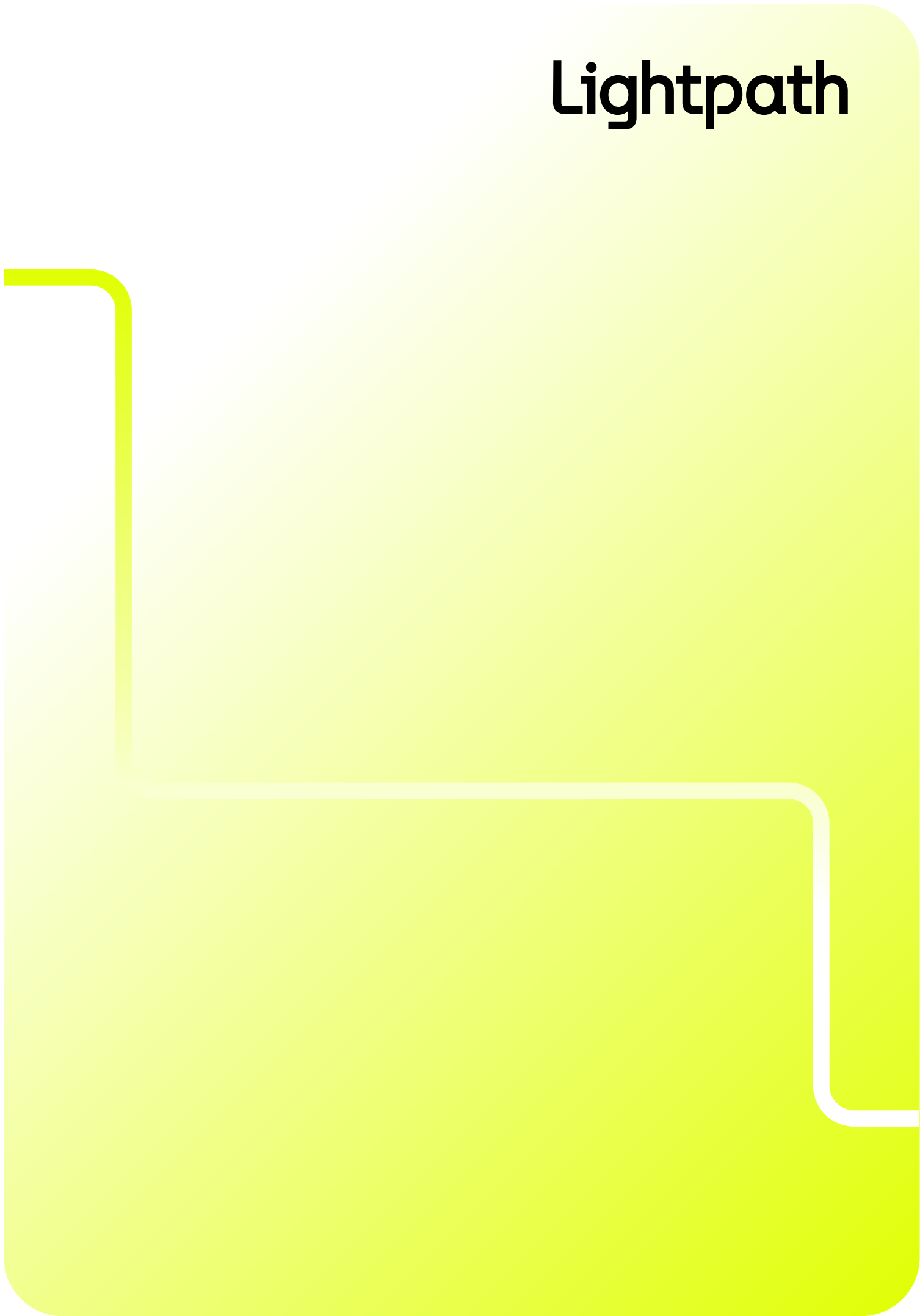
Use the  
**highlight**  
for emphasis.

# The Path

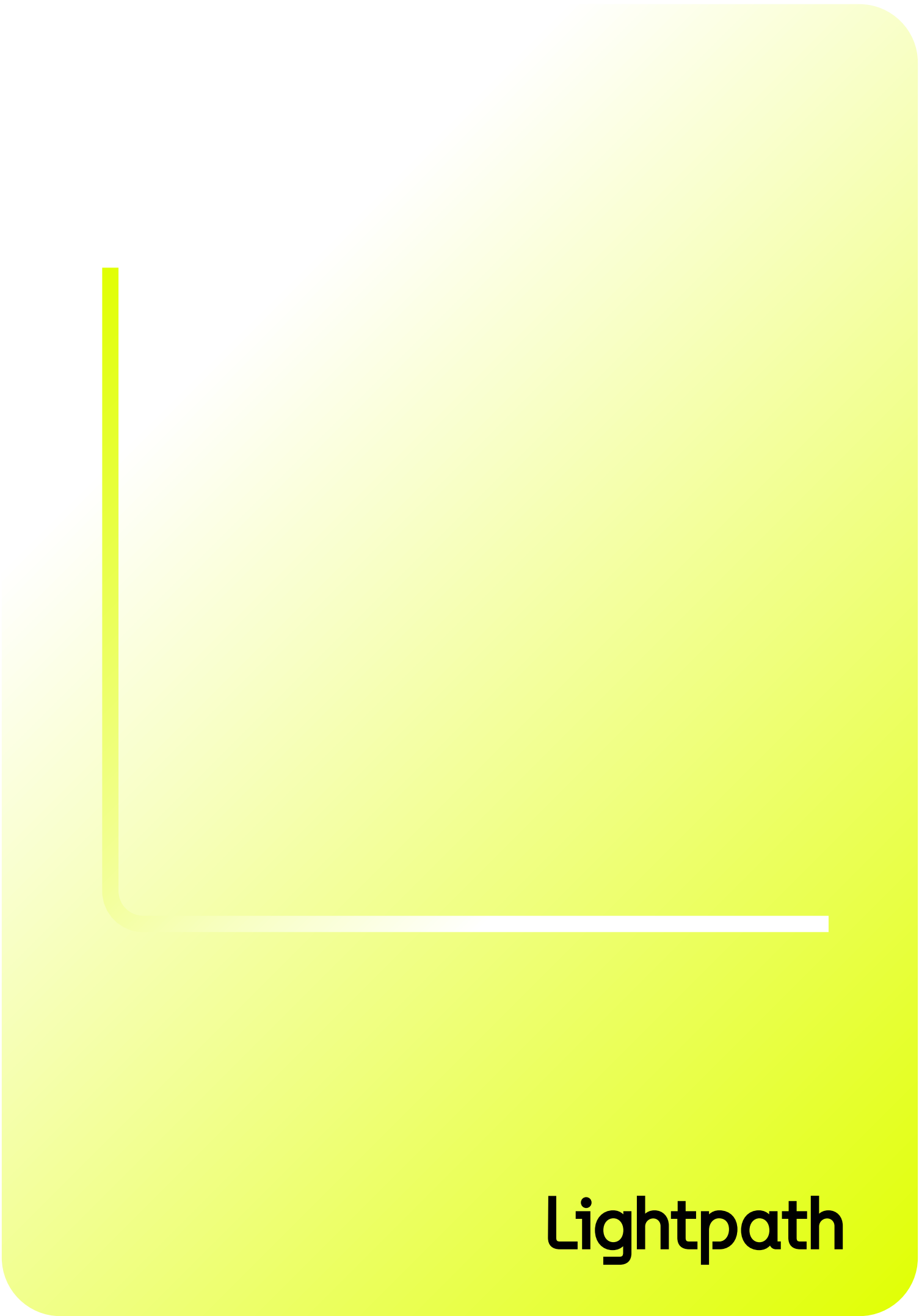




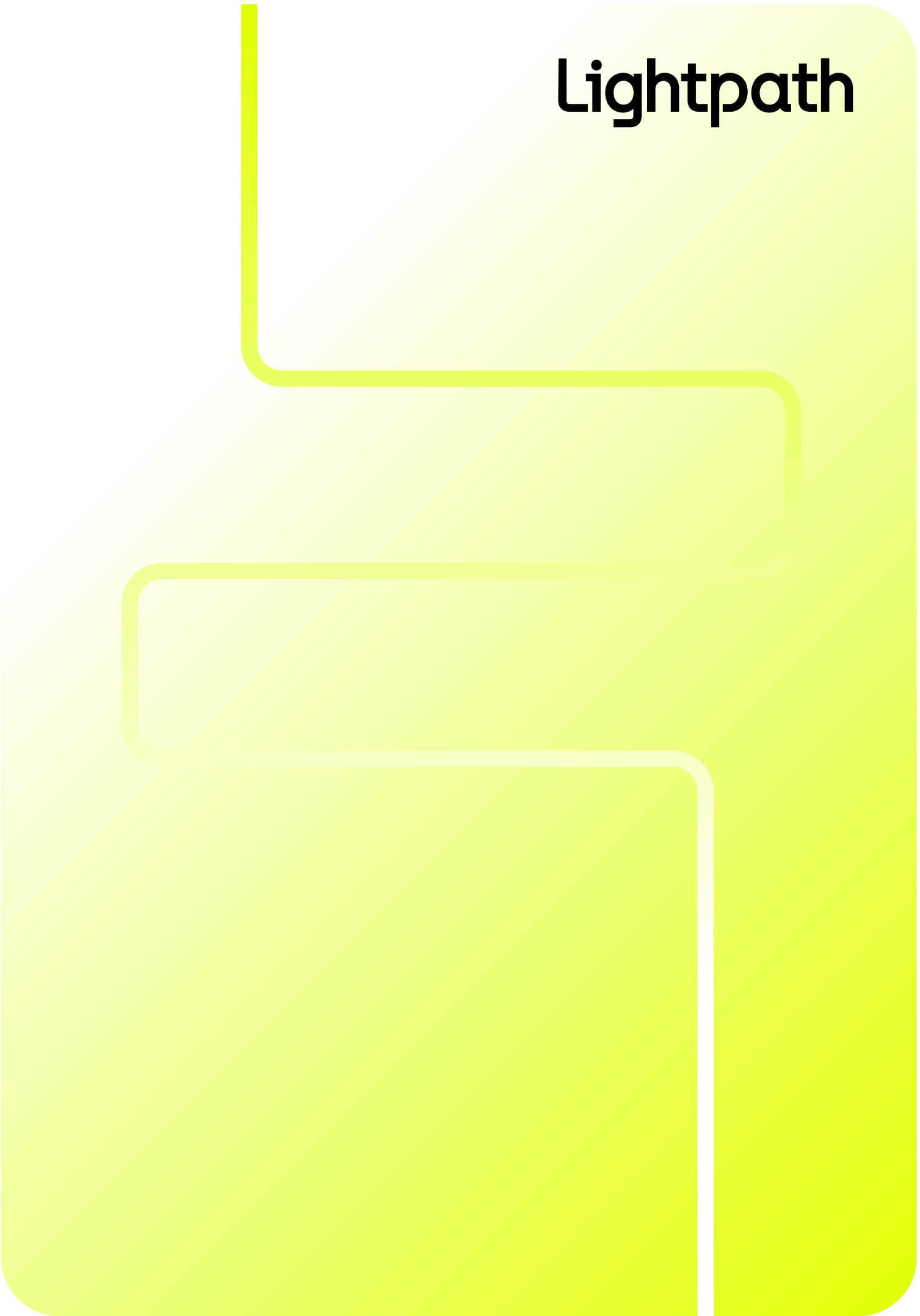
Lightpath



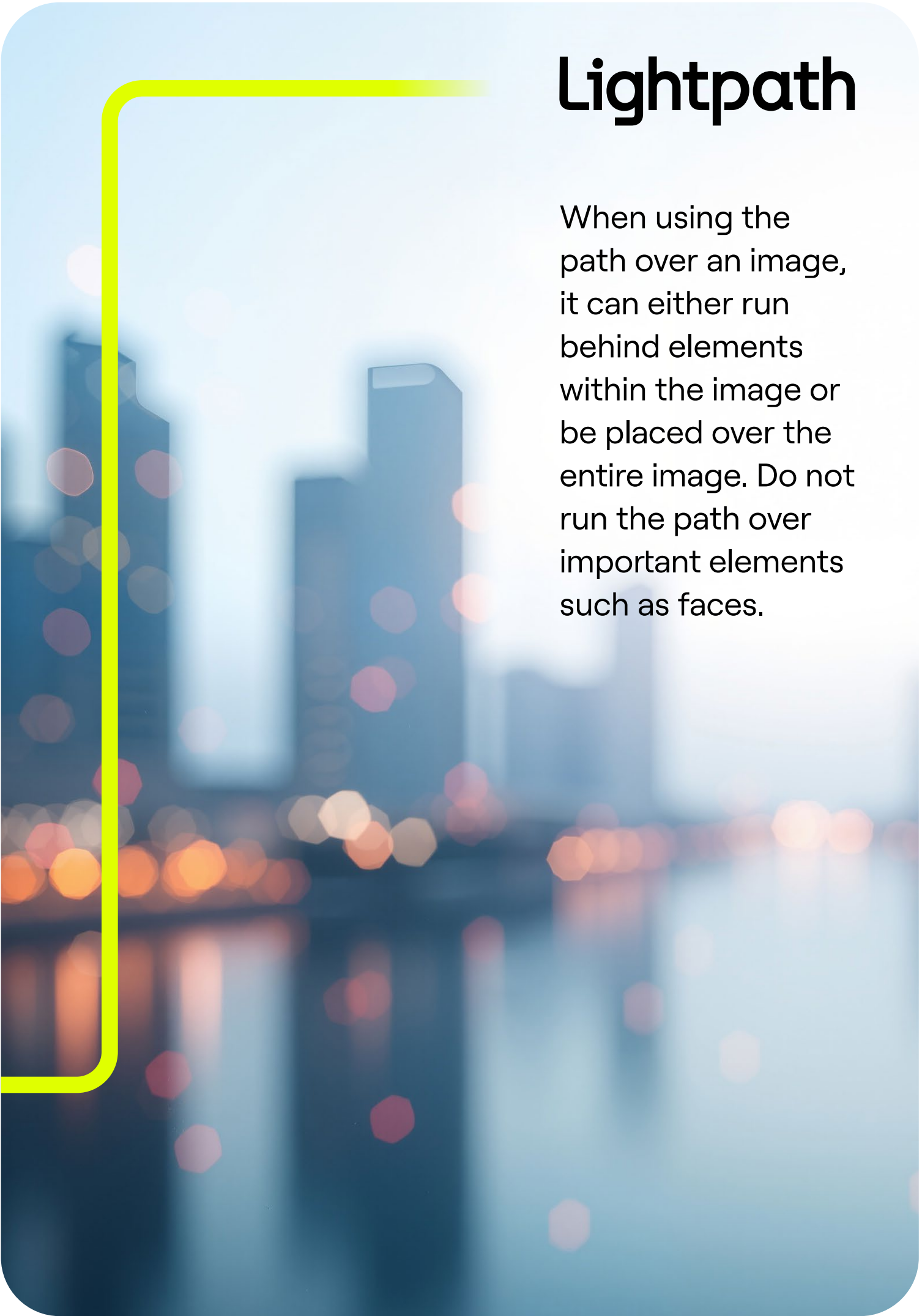
Lightpath



Lightpath



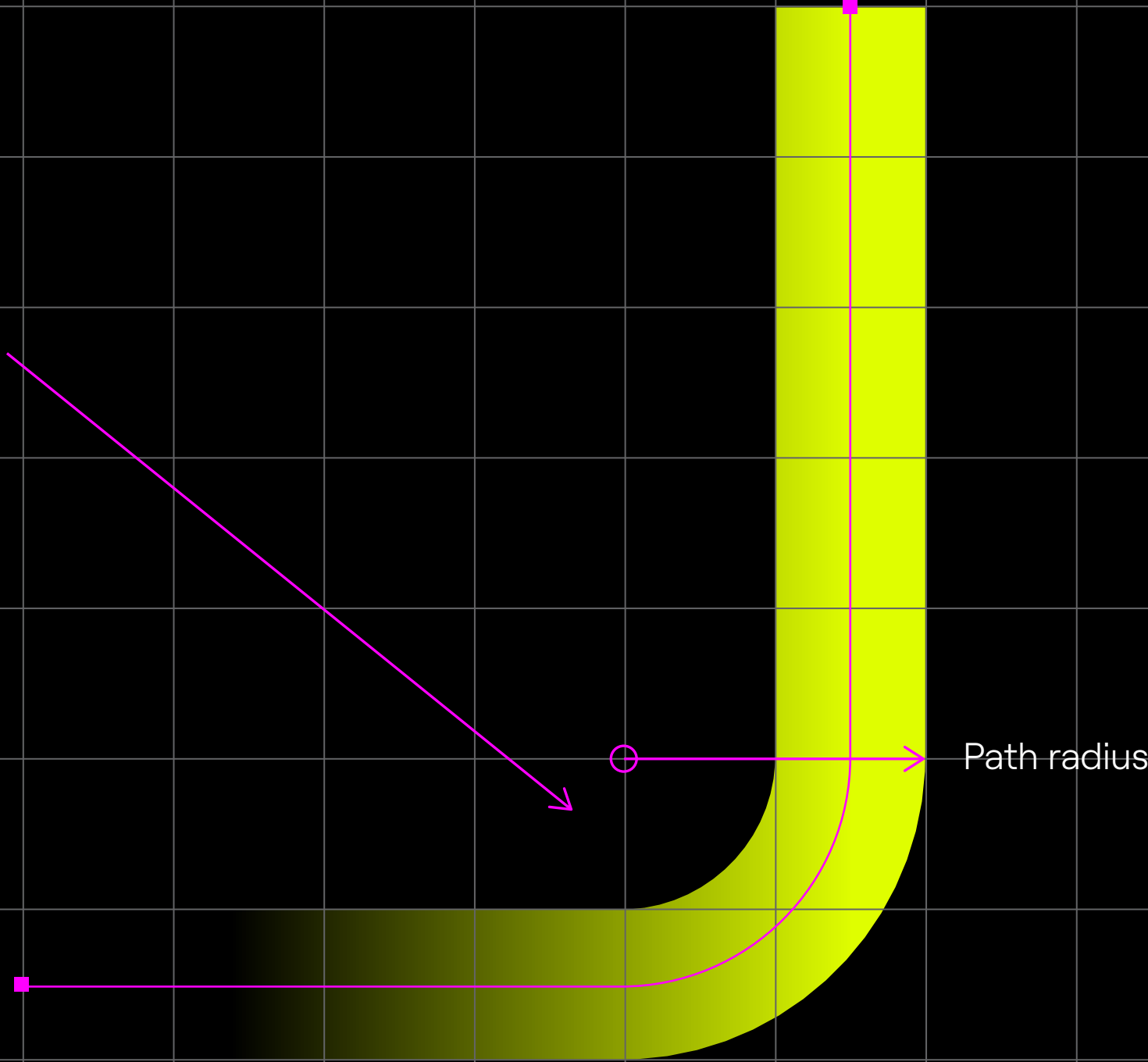






# The Path

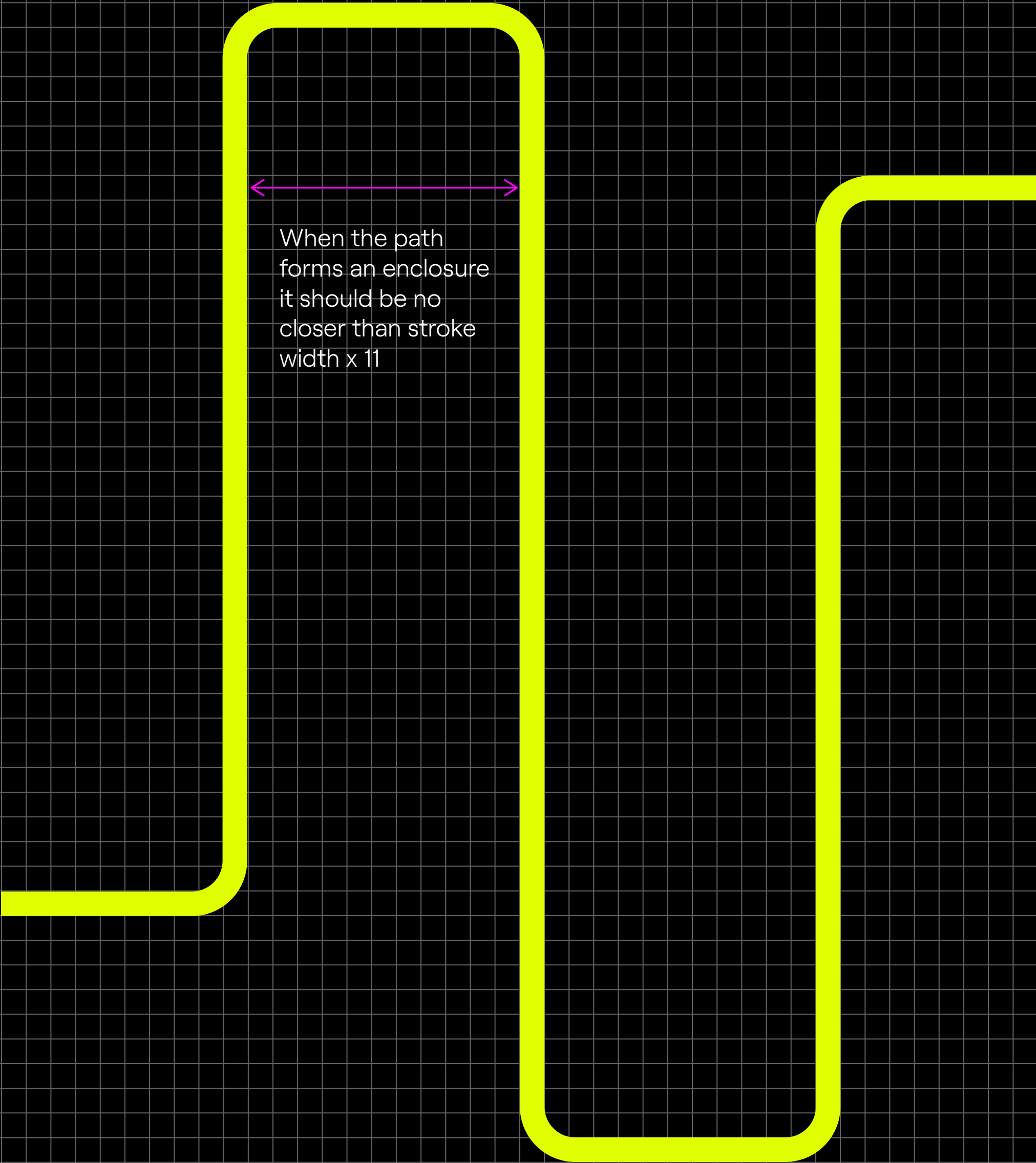
g



Path radius

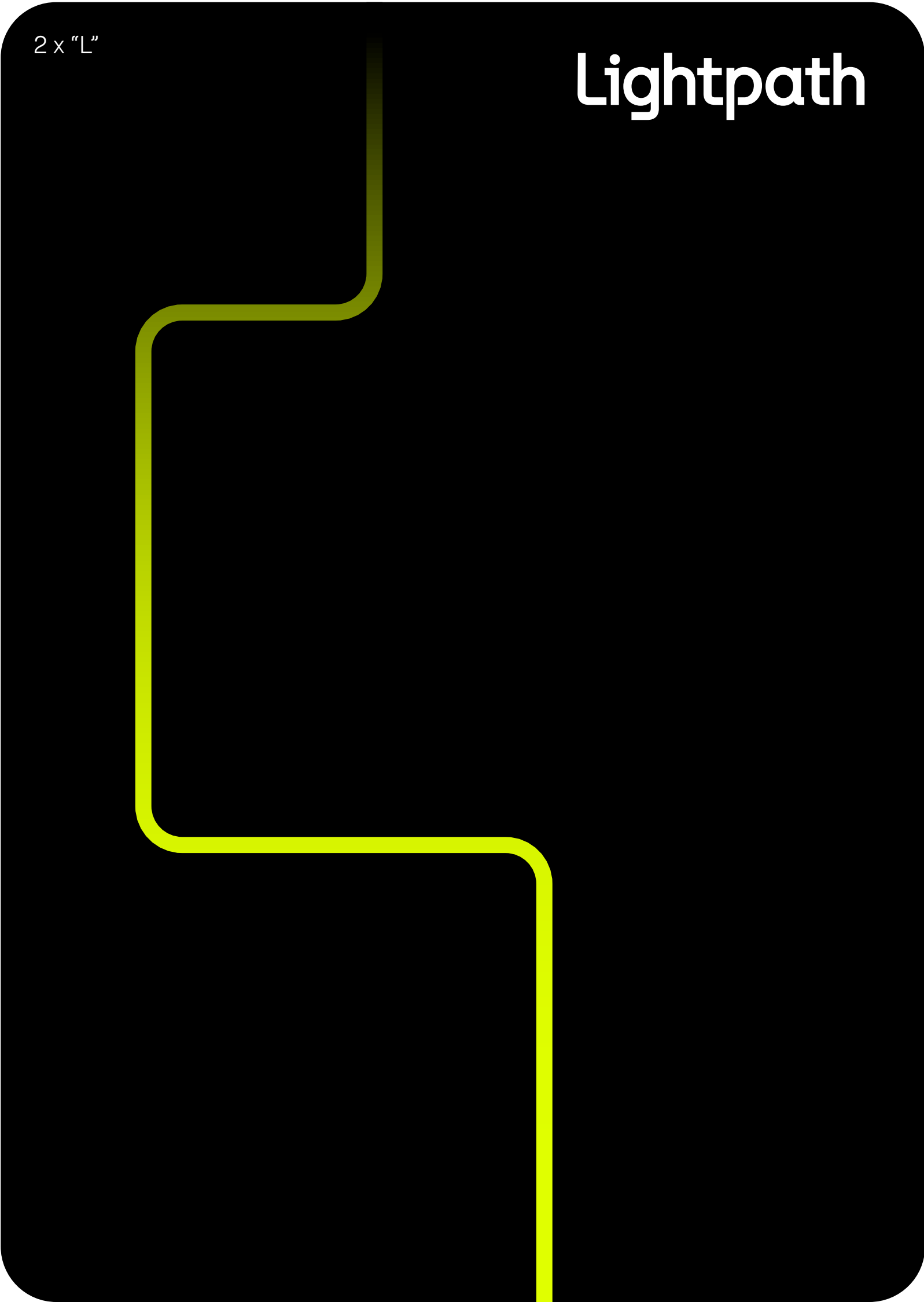
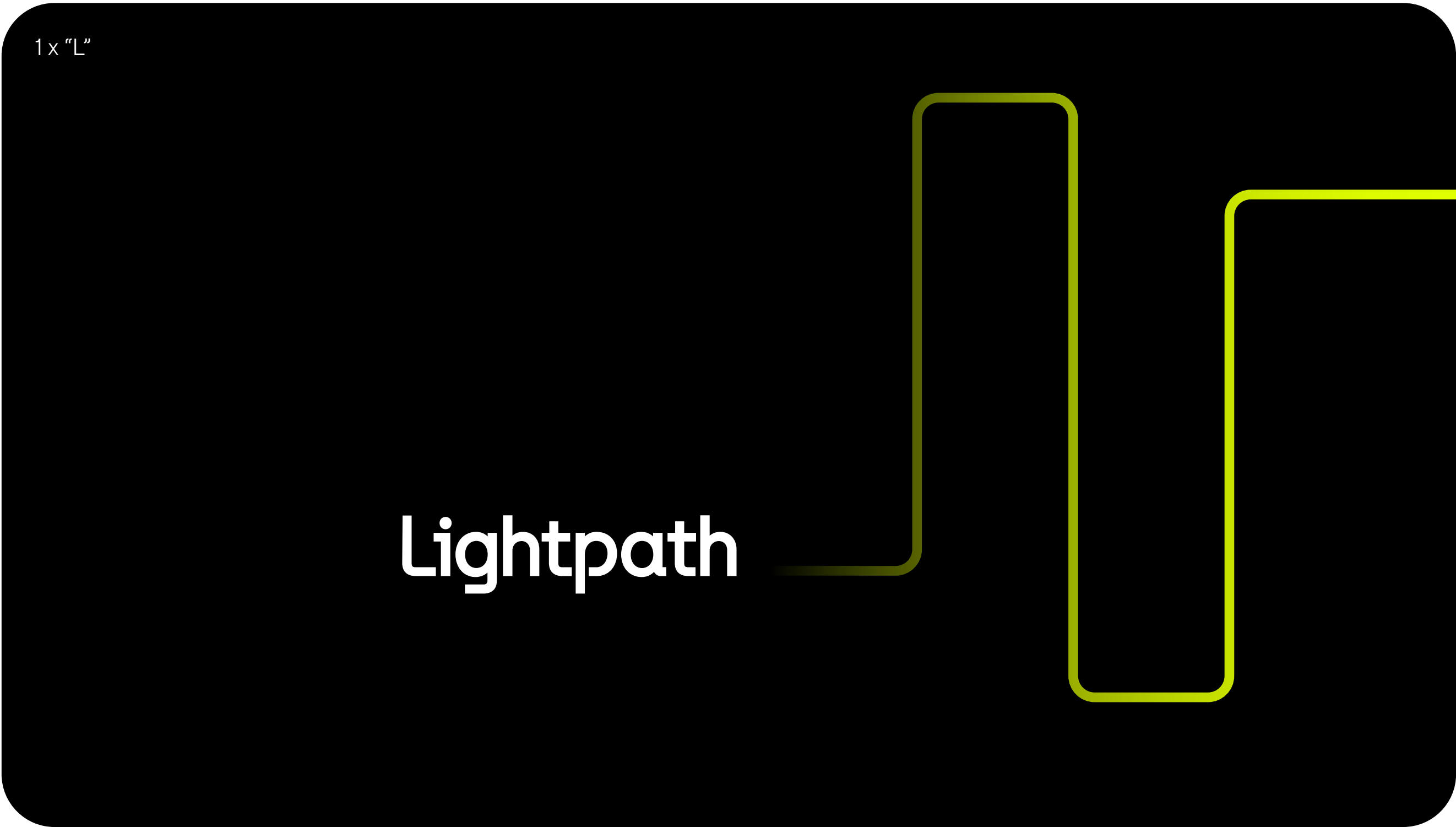
$\text{Path radius} = \text{path stroke width} \times 2$

# Construction



When the path forms an enclosure it should be no closer than stroke width x 11

The stroke weight of the path is greater than or equal to “L.” It should not exceed twice the stroke weight of “L.”



When showing path interaction with longer headlines it is preferable to wrap the whole text block rather than wrap the individual words or lines.

A minimum clearance of stroke width x 3 is advised.

After 30 years  
in the business,  
our journey is only  
just beginning.

3x

The new way

to connect

2x

When showing path interaction with shorter headlines you may wrap individual words or lines.

A minimum clearance of stroke width x 2 is advised.



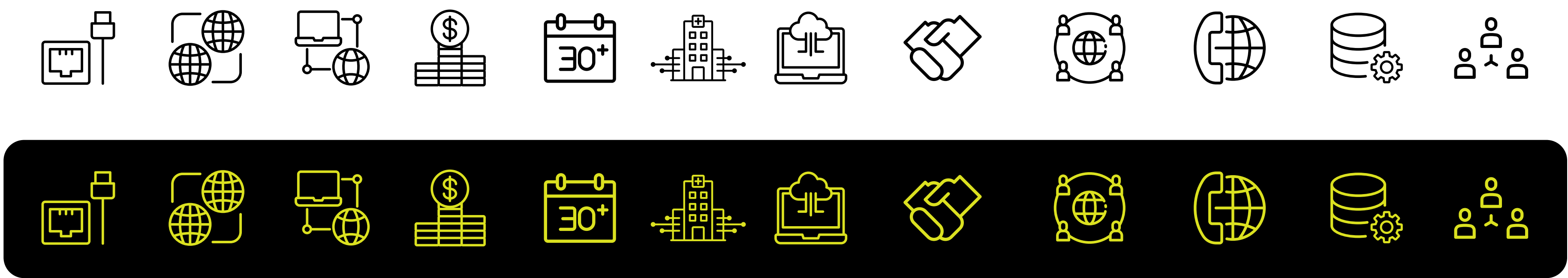
# Other design elements

# Design elements

## Iconography

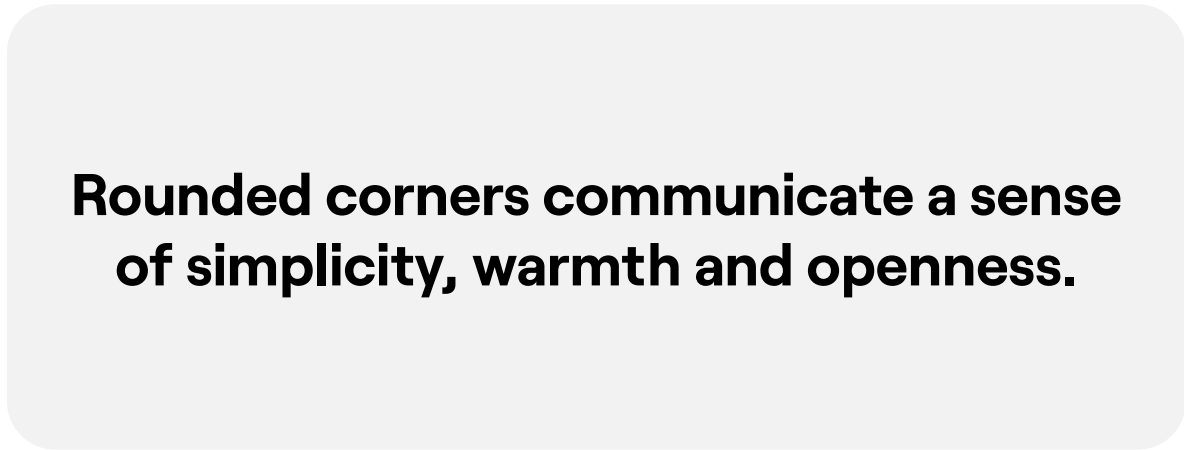
Icons should always be line-style, not filled and can either be Pitch Black or Electric Yellow on a black background. When using Microsoft Office products, icons can be inserted using the icon library tool but should be the thin line version only. Thick-line icons or filled icons are not to be used.

Visit the Lightpath SharePoint site for additional approved icons.



## Rounded corners

Rounded corners on text boxes or images create a more friendly, approachable feel. If rounded corners are used, the corner radius should be equal to or less than the path corners or the “L” in the Lightpath logo if they appear on the same page.



## Electric Yellow Line

A thin line can be used above headlines or at the top of a page to visually anchor an object. This line should only be used in Electric Yellow on a white or black background and should not be thicker than the font weight in the headline.

**This is a headline with the Electric Yellow anchor line.**

# Photography



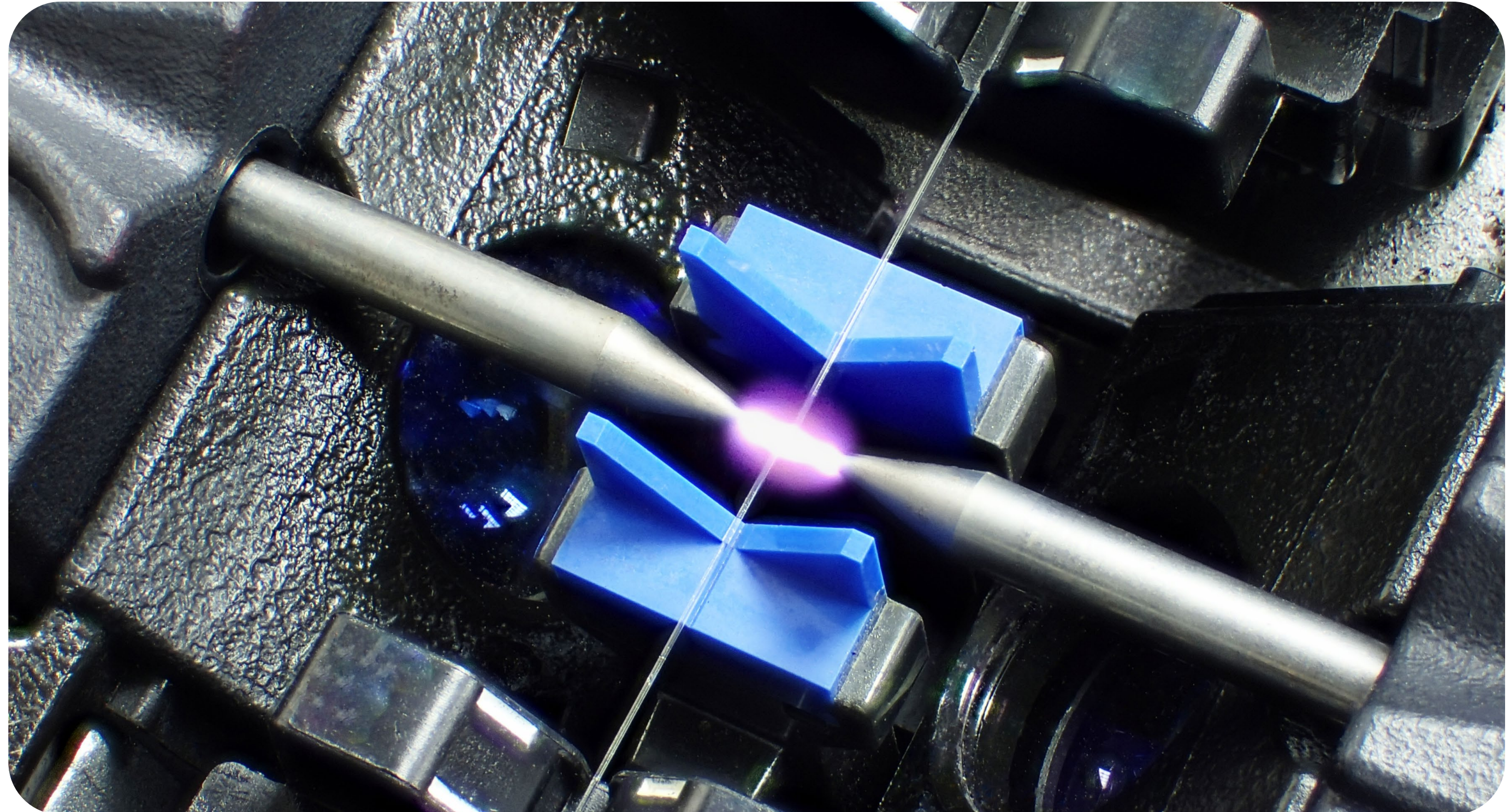
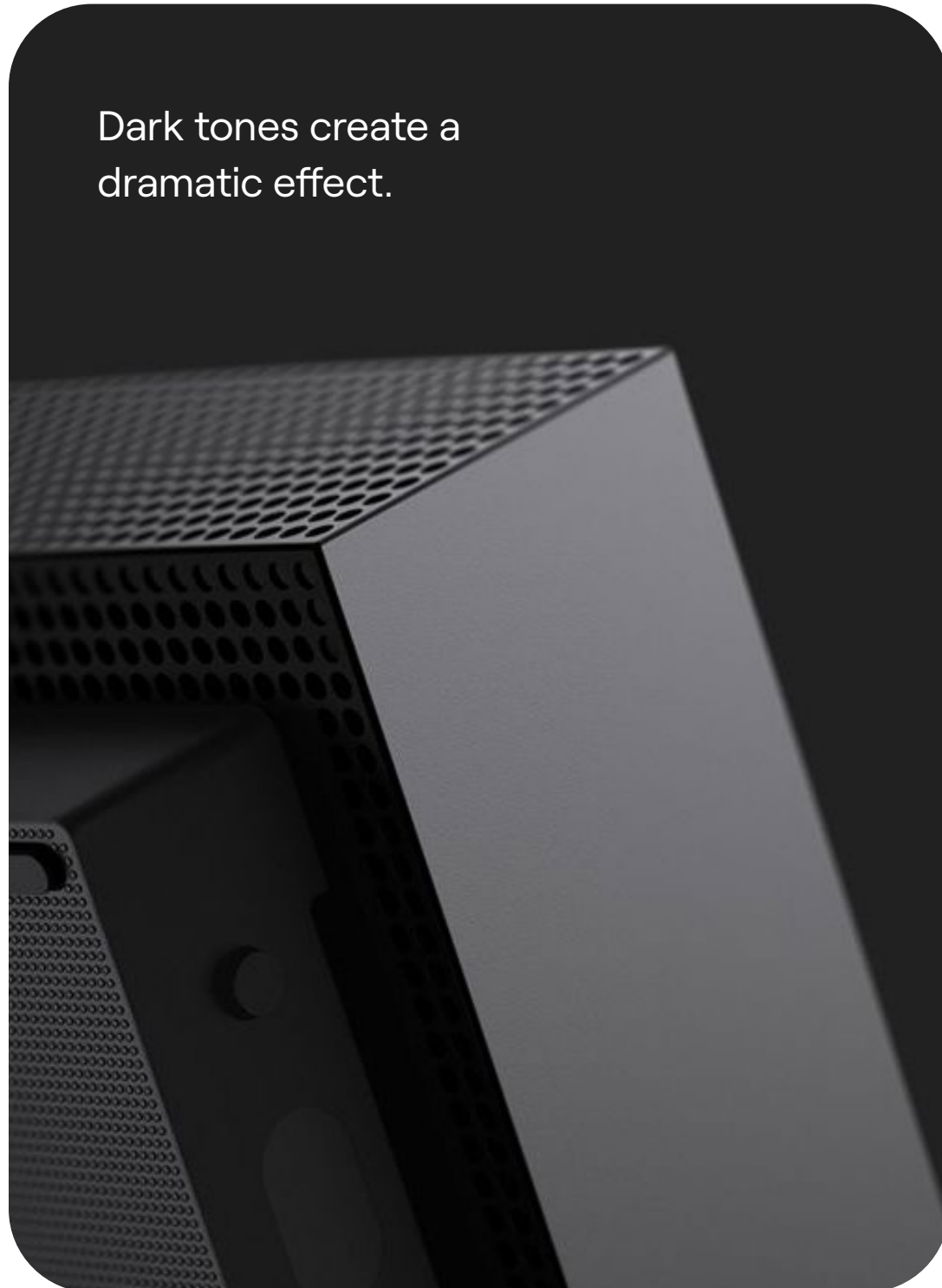
# Photography

Product photography should always be shot in a clean, simplistic way. Backgrounds should be flat and uncluttered and wherever possible match our color palette of Fiber Gray, Machine Gray or Pitch Black. If color is used, it should be used sparingly as an accent.

Product

Duotone photos can be created using Electric Yellow to call attention to an image.

Dark tones create a dramatic effect.





# Photography

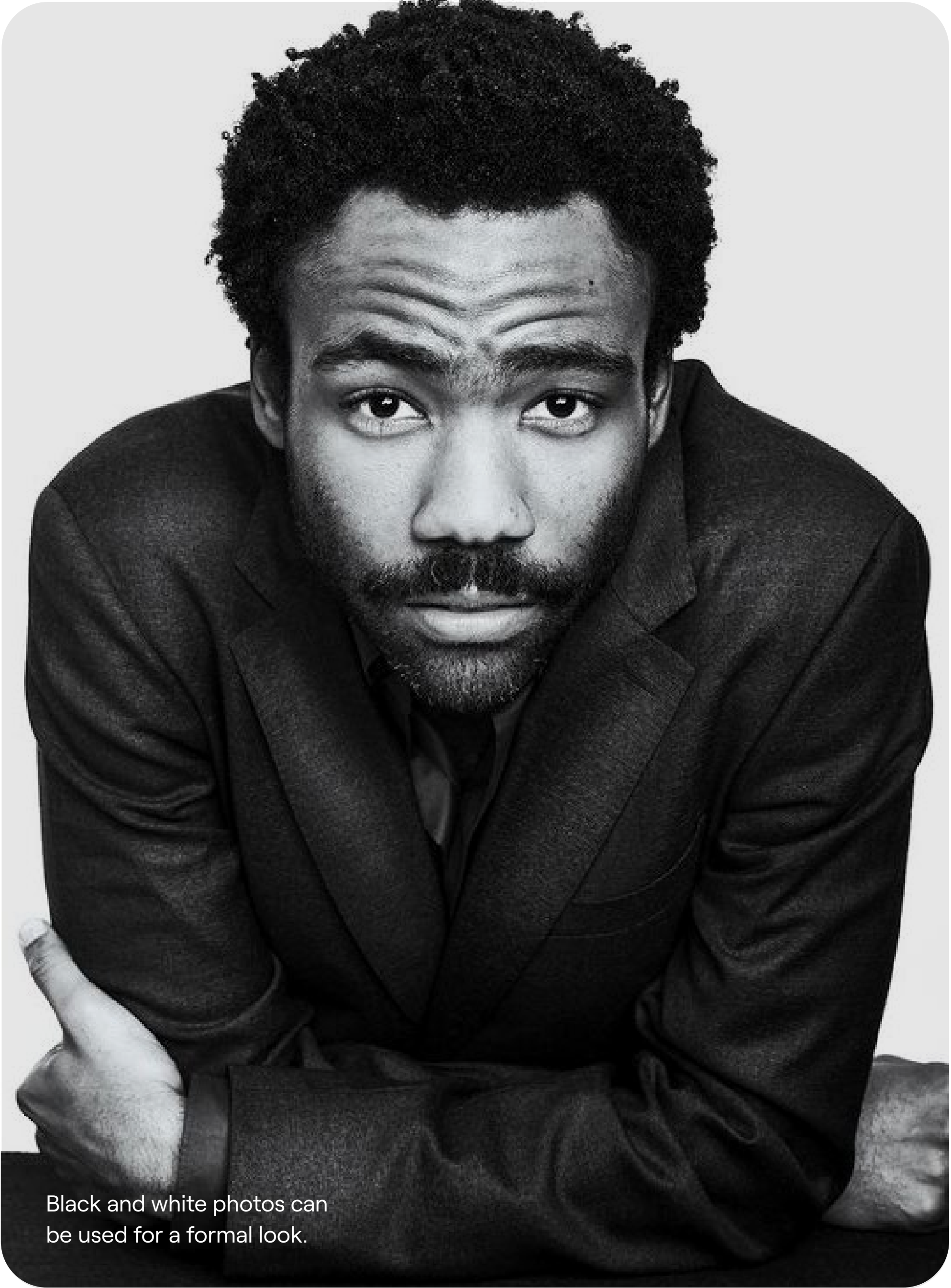
## People

When photographing people we also want to keep the aesthetic very graphic and clean. Backgrounds should be simple and not too busy.

Black and white photos can be used for a formal look. Color photos can be used as well, but should have high-contrast with a limited use of the secondary color ranges shown below. These colors are only to be used as a guide for image selection, not as secondary colors in our color palette.

Warm Tones

Cool Tones



Black and white photos can be used for a formal look.

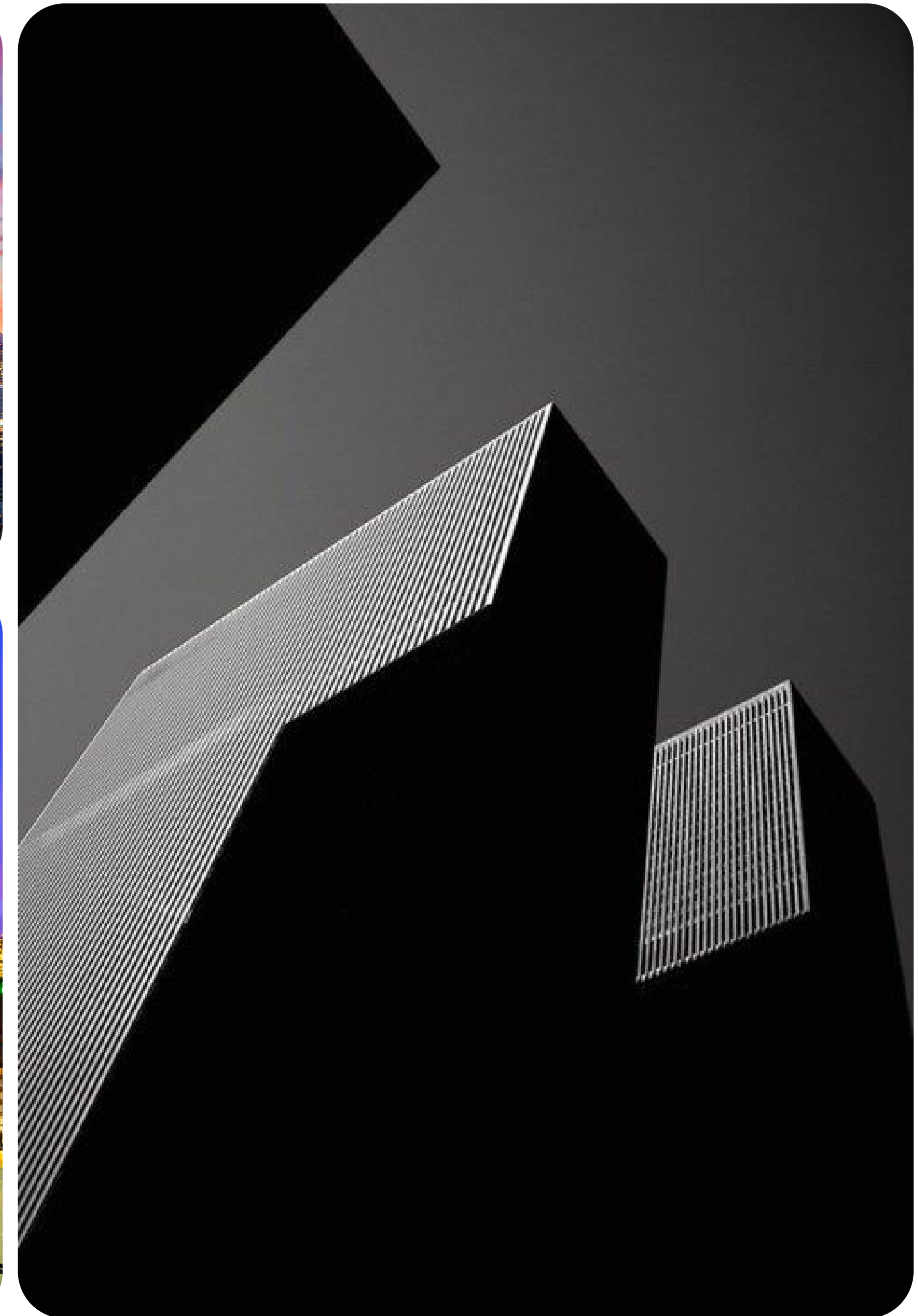


# Photography

Architecture and cities

Lightpath technology is cutting edge and the architecture we associate with this should feel the same. Architectural images should be dynamic and modern yet simple.

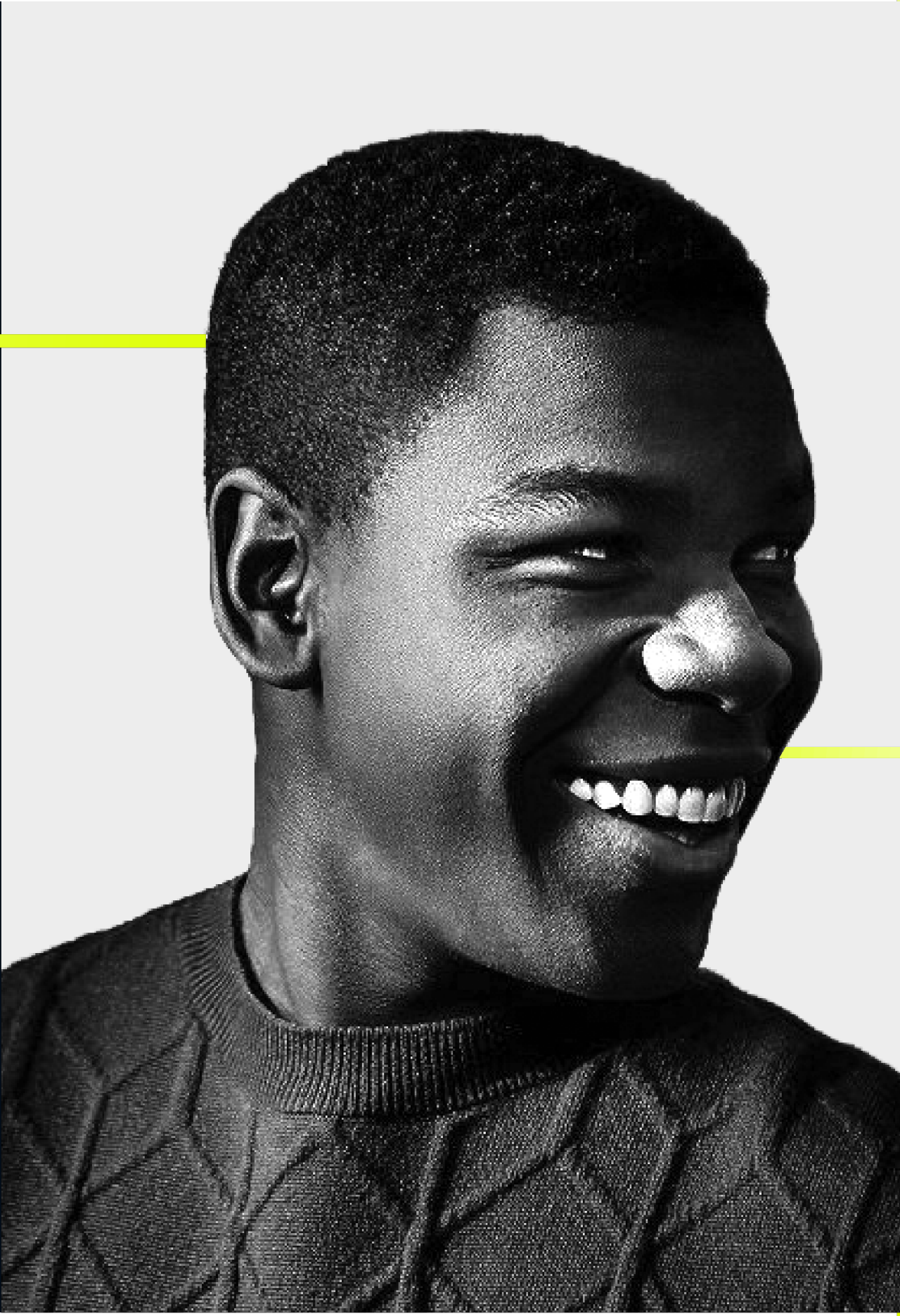
City skylines should be dramatic with bold, saturated color contrast — panoramic sunrise or sunset photos are suggested.





# In application

Yourdigitaldestination



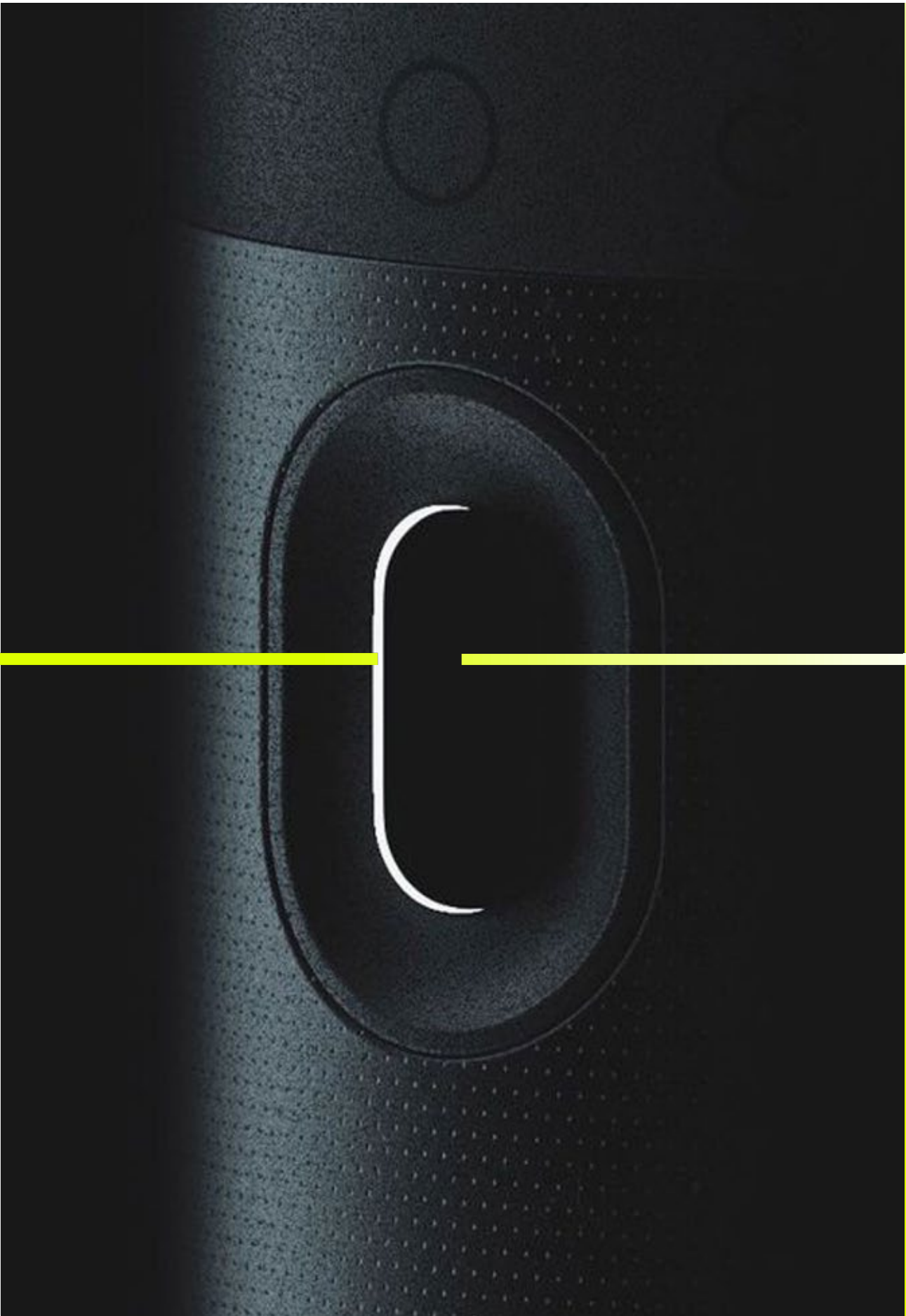
Lightpath



lightpathfiber.com



Lightpath



Your  
digital  
destination





lightpathfiber.com

Your  
digital  
destination  
awaits.

# Your digital destination awaits.

Lorem ipsum dolor sit ameat, conscetetuer adipiscing elit, sed diam  
 nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat  
 volutpat. Ut wisile enim ad minim veniamat, quis nostrud exerci tation  
 ullamcorper suscipit lobortis nisl ut aliquip.

Lightpath





— [lightpathfiber.com](http://lightpathfiber.com)

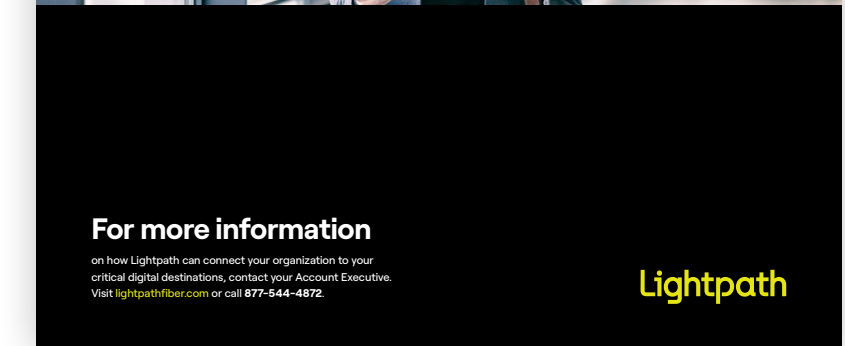


|                                                                                     |                                                                                                                     |                                                                                     |                                                                                                                               |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
|  | <b>All-fiber, enterprise-grade connectivity with end-to-end support</b>                                             |  | <b>Connectivity to all major cloud providers:</b><br>AWS, Azure, Google, Oracle and more                                      |
|  | <b>~12,000 unique route miles of fiber</b><br><b>17,500+ on-net locations</b><br><b>150,000+ near-net locations</b> |  | <b>Backed by <u>Optimum</u> and <u>Morgan Stanley</u> Infrastructure Partners</b>                                             |
|  | <b>Future-ready optical and packet networks</b>                                                                     |  | <b>Markets:</b> New York City Metro, Long Island, New Jersey, Connecticut, Massachusetts, Greater Miami, Columbus and Phoenix |
|  | <b>Strong financial position with \$400+ million revenue</b>                                                        |  | <b>Full suite of all-fiber connectivity, voice, security, and managed services</b>                                            |
|  | <b>30+ years in the industry serving thousands of customers across all verticals</b>                                |  | <b>Custom-engineered and built solutions to meet individual needs</b>                                                         |
|  | <b>185+ on-net data centers</b><br><b>8 on-net landing stations</b>                                                 |  | <b>Direct access to the engineers who build your network</b>                                                                  |

| Connectivity                                                                                                                                                                                                                   | Managed Services                                                                                                                                                                               | Industry Applications                                                                                                                                       | Infrastructure Solutions                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Ethernet</li> <li>• Wavelengths</li> <li>• Internet Service</li> <li>• LP FlexNet SD-WAN</li> <li>• Private Networks</li> <li>• Dark Fiber</li> <li>• Proactive Monitoring</li> </ul> | <ul style="list-style-type: none"> <li>• Voice/Unified Communications</li> <li>• Teams Direct Routing</li> <li>• LP DDoS Shield</li> <li>• Managed Security</li> <li>• Managed WiFi</li> </ul> | <ul style="list-style-type: none"> <li>• Cloud Connect</li> <li>• Data Center Connect</li> <li>• Landing Station Connect</li> <li>• FTTh Connect</li> </ul> | <ul style="list-style-type: none"> <li>• Infrastructure Connectivity</li> <li>• Custom Construction</li> <li>• Conduit Services</li> <li>• LightCube-Connected Edge Data Centers</li> </ul> |



• Diverse DWDM POPs at Ashburn Equinix DC5 and DC12  
 • New DWDM POP in Reston at Cororite-VA1  
 • Add/drop capability in Washington DC & NFX  
 • Wavelengths up to 400 Gbps  
 • Dark Fiber available on west route



on how Lightpath can connect your organization to your critical digital destinations, contact your Account Executive. Visit [lightpathfiber.com](http://lightpathfiber.com) or call 877-544-4872.

## Lightpath



Slide Title

Subtitle

Lightpath

4

Section Break

Subtitle

Lightpath

10



Example Title

Highlight Key Words if Needed

- Bullet Point 1
- Bullet Point 2
- Bullet Point 3
- Bullet Point 4

Lightpath

15



Example Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Bullet 1
- Bullet 2
- Bullet 3

Lightpath

26

Example Title

✓

Key Point 1

✓

Key Point 2

✓

Key Point 3

✓

Key Point 4

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Example Section 5



LinkedIn Post Images and Banners



Virtual Meeting Backgrounds

