



**QoS**Networking

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BRAND STANDARDS GUIDE

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## REASON FOR BEING

Our Reason for Being succinctly explains our company’s purpose – who we are, what we do, and who we do it for.

QoS Networking provides enterprise network design, implementation and support services to help network and business professionals better understand and manage their network infrastructures and operations, and is the creator of the revolutionary network visualization tool bitB.

## MISSION STATEMENT

Our Mission Statement defines our company’s purpose and should address primary customers, identify core products and services, and/or emphasize our differentiating qualities that make us unique and better than our competition.

QoS Networking takes a completely unique approach to network design, implementation, and support to provide fast, accurate, dynamic network mapping, security, and visibility.

## VISION STATEMENT

Our Vision Statement is aspirational, providing strategic guidance as to what our company is focused on achieving in an idealized view of the world. It is a succinct statement with long-term meaning that our employees can embrace and repeat at any given time.

To revolutionize the way network professionals visualize their company’s networks by providing fast, accurate, readable, and automated network maps that give visibility into all devices at once.

## BRAND POSITIONING STATEMENT

Our Brand Positioning Statement provides everything people need to know about our brand, our target customers and core offerings, and the unique value or brand promise we deliver. It provides focus and clarity for all branding efforts going forward.

One approach to creating a brand positioning statement follows this structured formula:

FOR (target customers)

WHO (have the following problem)

[COMPANY NAME] IS A (describe our service or solution)

THAT (cite the differentiating capability)

UNLIKE (reference the competition)

[COMPANY NAME] (describe the key point of the competitive differentiation)

FOR network and business professionals responsible for understanding how the underlying data network impacts operations

WHO struggle to find accurate network drawings or are forced to spend countless tedious hours creating network maps to help identify and address critical flaws and vulnerabilities, and those who need to understand how the network works and visualize Layer 1, Layer 2, and Layer 3 of the network,

QoS IS A network design, implementation, and support services company

THAT has developed the revolutionary bitB software, which changes the way companies can visualize their network by automatically mapping entire networks and their devices with 100% accuracy.

UNLIKE other network design companies that have limited network visibility, are difficult to use, and don't provide adequate data or real-time information on device issues,

QoS, through its bitB software, is uniquely able to provide complete visibility into an entire network, show every device and how they're connected, and identify issues and where they're located so network professionals can quickly and effectively mitigate network downtime and security gaps.

## COMPETITIVE POSITIONING STATEMENT

Our Competitive Positioning Statement is a powerful statement that summarizes our brand’s differentiating value and what business we are in. Use this statement to clearly define our position in the market and our unique value promise to our target audience.

Because of our proprietary software bitB, we can confidently say that we provide network mapping capabilities that no other company can. Network professionals no longer have to conduct tedious, repetitive manual network mapping exercises to locate numerous devices, running the risk of missing a device or failing to identify a security issue. bitB automatically discovers every device in a network environment, creates a dynamic network map, and identifies and locates any issues – and it does so in seconds and with 100% accuracy.

## TARGET AUDIENCE

Identifying our key customer segments is critical to dialing in our messaging and making sure that we are providing messaging and content that is relevant and engaging.

### NETWORK PROFESSIONALS

This primary target audience includes anyone in the following positions: Network Technician, Network Engineer, Network Administrator, Network Analyst, Information Systems Manager, Systems Engineer, Systems Architect, Cyber Security Consultant, Infrastructure Engineer, or Cloud Architect.

These individuals have varied concerns day to day, but when it comes to network mapping, they are most concerned with accuracy and prevention of security issues. For these audiences, we want to focus on the following messages:

- Eliminating manual efforts to create and maintain accurate network maps
- Fast, automatic, 100% accurate network drawings
- Complete visibility into the network and all devices, including firewalls, routers, and switches
- Clear indication of how devices are connected
- Discoverable issues and where they are located

### INFORMATION SECURITY PERSONNEL

This primary target audience includes anyone in the following positions: Chief Information Security Officer (CISO), Chief Information Officer (CIO), Chief Technology Officer (CTO), Chief Compliance Officer (CCO), Director of Security, Vice President or Director of Information Technology.

These individuals have varied concerns day to day, but when it comes to network mapping, they are most concerned with meeting and satisfying compliance requirements, minimizing time spent on manual network mapping, increasing productivity, and attaining a beneficial solution for a reasonable cost. For these audiences, we want to focus on the following messages:

- Eliminating manual network mapping
- Fast, automatic, 100% accurate network drawings
- Complete visibility into the network and all devices, including firewalls, routers and switches
- Clear indication of how devices are connected
- Discoverable issues and where they are located — in real time
- So much more than log aggregation
- Competitively priced
- Multiple machines can access the server
- Easy to deploy and interpret

## BRAND PERSONALITY

Our Brand Personality is the set of human characteristics that are attributed to a brand name. For us, this is something to which our clients can relate.

**In a Word:** Unparalleled

**In a Statement:** Our bitB solution is unparalleled in the industry — it is the only network mapping software that draws 100% accurate network diagrams in seconds, providing complete visibility into the entire network, showing how each device is connected, and pinpointing exactly where issues are.

**In a Word:** Expert

**In a Statement:** QoS is led by a powerhouse in the networking industry and the expertise of our leadership is reflected in everything we do; our delivery of dynamic network drawings quickly and accurately, and our tailored recommendations that are best for our client’s companies.

**In a Word:** Leader

**In a Statement:** With so many network infrastructure solutions on the market, being a leader in this space requires an approach no one else is taking, and bitB does that by providing fast, 100% accurate network drawings in seconds, and replacing tedious manual network mapping with actionable, detailed data that puts you ahead of critical flaws and vulnerabilities.

**In a Word:** Human

**In a Statement:** Network infrastructures can be complex, which is why we always speak to our clients human-to-human, making even the most technical assessments easy to understand and act upon.

## BRAND ESSENCE

Our Brand Essence is the feeling or emotion exuded by our brand. This is how we want our clients to feel — and our brand essence makes an implicit promise that we will help them feel that way.

**In a Word:** Revolutionary

**In a Statement:** We can confidently say that no other company in this industry can offer the revolutionary, dynamic network mapping capabilities that bitB can.

**In a Word:** Transformative

**In a Statement:** Whether a company has transitioned to the cloud or still needs to, many network professionals are spending valuable time and effort on manual processes, like network mapping, and would benefit from our transformative approach to network management with our revolutionary, cloud-based SaaS solution.

**In a Word:** Trustworthy

**In a Statement:** Our combination of expertise, responsiveness, and personalization for our clients has earned us a high level of trust and continued satisfaction as our solution continues to produce meaningful results for each end user.

**In a Word:** Scalable

**In a Statement:** QoS will continue to scale, providing new capabilities that meet our clients’ needs and the evolving demands of the networking space.



## BRAND VOICE & TONE

Our Brand Voice is the manner and tone in which we speak and engage in conversations with customers.

### BRAND VOICE

The QoS brand voice is smart and experienced, but not in a way that is off-putting or dominating. We want to exude expertise in a friendly, welcoming manner that allows potential customers to see us as a partner in improving their approach to network management.

When we speak, we demonstrate our integrity as a business, and our hard-working and dedicated approach. Above all else, our brand voice should reflect experience, accuracy, and commitment.

### BRAND TONE

We use a clear, confident, experienced tone when we speak, which helps reinforce our expertise and trustworthiness without being hard to understand. We always want to maintain a more human, conversational tone to avoid sounding too corporate, which would take away from the responsive and personalized atmosphere we're aiming to convey.

We always speak in the first person ("we/us/our") and second person ("you/your") to maintain a personable, welcoming, and familiar tone.

## SLOGAN

Slogans position a brand; what we do and who we do it for. A slogan is our standard promotional statement that can be used by an advertiser to influence audiences and support our brand identity. A slogan can be a brief catchword or a phrase and should summarize in a unique and memorable manner the essence of the creative message underlying our marketing and advertising strategy.

Our slogan is:

Every Network Device, Discovered

## TAGLINE

Taglines can be cute, funny, flippant, or irrelevant, but they generally have little to do with what makes a brand successful. Taglines are like the road sweepers at the end of a parade. They call attention to the fact that the commercial has come to an end, and can provide a memorable “last word”, but they seldom position the brand.

Our tagline is:

It’s Time to Know Your Network

## ELEVATOR PITCH

An effective elevator pitch can be the best way to start off a persuasive conversation, but it's important that it gets the listener to want to keep listening. For QoS Networking, we want to tell an engaging story, while being succinct and relevant to hold a prospective client's interest.

Significant time and productivity is lost performing manual network mapping, and a lack of logical and intelligent visibility into your network comes with significant risks of missing a flawed device or failing to identify security issues. Our truly unique bitB software automatically discovers every device in a network environment, creates a dynamic network drawing, and identifies and locates any issues – and it does so in seconds and with 100% accuracy. Efficiency, accuracy, and security are critical for businesses in any industry, and bitB makes it happen while your QoS team provides personalized support and guidance.

## COCKTAIL PITCH

When we have a short amount of time to describe what our company does, what makes it different, and how we can help, a cocktail pitch is a key tool in our back pocket. It answers those questions and engages a prospective client so they take away the necessary information and are left wanting to know more.

If you're performing manual network mapping or managing your data on-prem, chances are you're frustrated with the time, effort, and lack of network visibility you're experiencing. bitB automatically discovers every device in a network environment, creates a dynamic network drawing, and identifies and locates any issues in seconds and with 100% accuracy. Plus, your QoS team provides personalized support and guidance to transition you to the cloud.

PRIMARY CORPORATE FULL LOGO  
— USAGE

Never stretch or distort the logo, alter its colors, or place it on a busy background or a background without enough contrast. There should be adequate clear space around the logo to prevent it from becoming crowded or cluttered.

Drawing a square equal to the size of the capital “Q” in “QoS” creates the appropriate “clear-space” height and width. This space should be adhered to in all instances and applications of the logo.

The QoS logo was designed with scalability of application in mind. The simplicity of the icon and type allows the logo to scale to small sizes while maintaining legability.

Primary Logo Preferred Use: Color on White



Maintain Clear Space:



Minimum Size:



Use on Different Colored Backgrounds:



SECONDARY OR ALTERNATE CORPORATE TEXT ONLY LOGO — USAGE

Never stretch or distort the logo, alter its colors, or place it on a busy background or a background without enough contrast. There should be adequate clear space around the logo to prevent it from becoming crowded or cluttered.

Drawing a square equal to the size of the capital “Q” in “QoS” creates the appropriate “clear-space” height and width. This space should be adhered to in all instances and applications of the logo.

The QoS logo was designed with scalability of application in mind. The simplicity of the icon and type allows the logo to scale to small sizes while maintaining legability.

Secondary Logo Preferred Use: Color on White



Maintain Clear Space:



Minimum Size:

Min. Width .75”



Use on Different Colored Backgrounds:



PRIMARY BITB BRAD IN THE BOX LOGO  
— USAGE

Never stretch or distort the logo, alter its colors, or place it on a busy background or a background without enough contrast. There should be adequate clear space around the logo to prevent it from becoming crowded or cluttered.

Drawing a square equal to the size of the “i” in “bitB” creates the appropriate “clear-space” height and width. This space should be adhered to in all instances and applications of the logo.

The bitB logo was designed with scalability of application in mind. The simplicity of the icon and type allows the logo to scale to small sizes while maintaining legability.

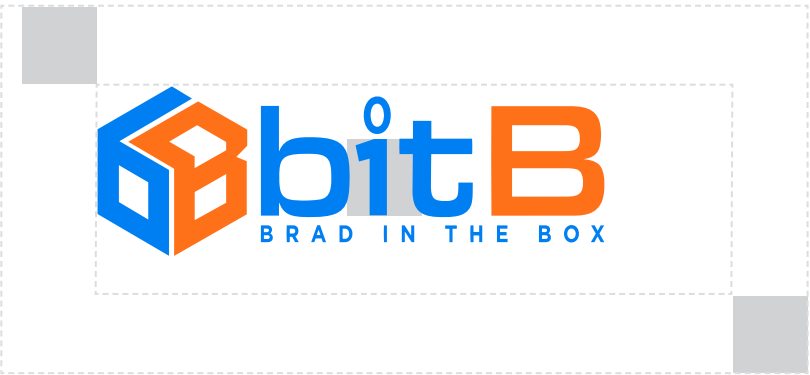
Primary Logo Preferred Use: Color on White



Secondary Logo Use: Color on White



Maintain Clear Space:



Minimum Size:

Min. Width 1"



Min. Width .5"



Use on Different Colored Backgrounds:



FULL LOGO — WHAT NOT TO DO

The full QoS logo represents our company and must be consistently and properly used. Please avoid manipulating or changing the logo in any way. Here are a few examples of how not to use the full QoS logo.

DO NOT  
change the font  
within the logo



DO NOT  
recolor the logo, or  
pieces of the logo,  
using unapproved  
colors



DO NOT  
rotate the logo



DO NOT  
alter the the size of  
the logo icon or text



DO NOT  
alter or distort  
the dimensions  
of the logo



DO NOT  
add any shadows  
or glows to the logo



TEXT ONLY LOGO — WHAT NOT TO DO

The text only QoS logo represents our company and must be consistently and properly used. Please avoid manipulating or changing the logo in any way. Here are a few examples of how not to use the text only QoS logo.

DO NOT  
change the font  
within the logo



DO NOT  
recolor the logo, or  
pieces of the logo,  
using unapproved  
colors



DO NOT  
rotate the logo



DO NOT  
alter the the size  
of the two parts  
of the logo



DO NOT  
alter or distort  
the dimensions  
of the logo



DO NOT  
add any shadows  
or glows to the logo





BITB LOGO — WHAT NOT TO DO

The bitB logo represents our company and must be consistently and properly used. Please avoid manipulating or changing the logo in any way. Here are a few examples of how not to use the bitB logo.

DO NOT  
change the font  
within the logo



DO NOT  
recolor the logo, or  
pieces of the logo,  
using unapproved  
colors



DO NOT  
rotate the logo



DO NOT  
alter the the size of  
the logo icon or text



DO NOT  
alter or distort  
the dimensions  
of the logo



DO NOT  
add any shadows  
or glows to the logo



PRIMARY CORPORATE LOGOS  
LOCKUP DESIGNS

In instances where the QoS logo needs to live with the bitB logo, it is recommended to use the “Lockup Designs” artwork for any marketing material creation.

Equally weighted, left aligned



Leading with bitB, Powered by QoS,  
left aligned



Equally weighted, center aligned



Leading with bitB, Powered by QoS,  
center aligned



TAGLINE WITH FULL LOGO

The full QoS logo and tagline is “It’s Time to Know Your Network.” It is recommended to use the “Tagline Designs” artwork for any marketing material creation. The tagline is created using the Roboto font and has been customized with special attention to line spacing and kerning.

The tagline can also be locked up with the logo but only as directed in the “Tagline & Logo Lockup Design” guidelines.

Tagline Designs:

Horizontal

It’s Time to Know Your Network.

Tagline & Logo Lockup Design:



Clear Space:



Minimum Size:

Min. Width 1.5” or 200px



Tagline & Logo Lockup Usage:



TAGLINE WITH TEXT ONLY LOGO

The text only QoS logo and tagline is “It’s Time to Know Your Network.” It is recommended to use the “Tagline Designs” artwork for any marketing material creation. The tagline is created using the Roboto font and has been customized with special attention to line spacing and kerning.

The tagline can also be locked up with the logo but only as directed in the “Tagline & Logo Lockup Design” guidelines.

Tagline Designs:

Horizontal

It’s Time to Know Your Network.

Tagline & Logo Lockup Design:

QoSNetworking  
It’s Time to Know Your Network.

Clear Space:



Minimum Size:

Min. Width 1.7” or 125px



Tagline & Logo Lockup Usage:



TAGLINE WITH BITB LOGO

The bitB tagline is also “It’s Time to Know Your Network.” It is recommended to use the “Tagline Designs” artwork for any marketing material creation. The tagline is created using the Roboto font and has been customized with special attention to line spacing and kerning.

The tagline can also be locked up with the logo but only as directed in the “Tagline & Logo Lockup Design” guidelines.

Tagline Designs:

Horizontal

It’s Time to Know Your Network.

Tagline & Logo Lockup Design:



It’s Time to Know Your Network.

Clear Space:



Minimum Size:

Min. Width 1.7” or 125px



Tagline & Logo Lockup Usage:



SLOGAN

The QoS slogan is “Every Network Device, Discovered.” It is recommended to use the “Slogan Designs” artwork for any marketing material creation. The slogan is created using the Korolev font and has been customized with special attention to line spacing and kerning.

Slogan Designs:

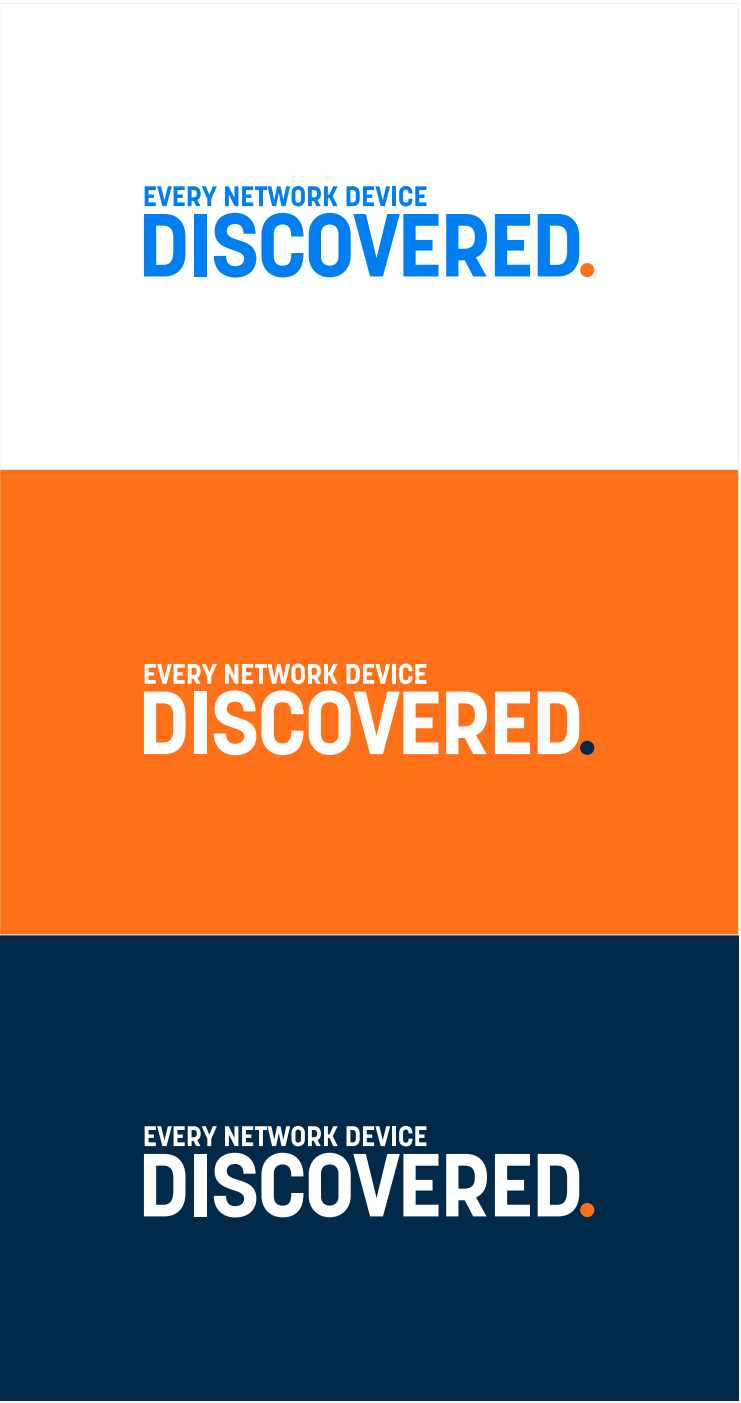


Minimum Size:

Min. Width 1.8” or 140px



Slogan Usage:



COLOR PALETTES

The QoS primary color palette is composed of orange and blue and allows for use of the dark blue in certain applications. This color palette is designed to work as a foundation to support the various secondary colors.

The secondary colors reflect a series of “Bright Tones” that are intended to complement the use of the primary orange and blue color palette. The color selection provides ample range and allows the colors to potentially be used as either “punch” or ‘background” colors depending on the application; however, the darker hues generally work better as background colors.

Color Format Usage

PMS:	Print-Offset	(i.e.) Business Cards
CMYK:	Print-Offset/Digital	(i.e.) Company Collateral
RGB:	Print: Offset/Screen	(i.e.) PowerPoint, Apparel
HEX:	Web	(i.e.) CSS Styling

Primary Colors

ORANGE

PANTONE 1585 C  
CMYK 0, 69, 98, 0  
RGB 255, 113, 25  
HEX #FF7119

BLUE

PANTONE 2382 C  
CMYK 78, 49, 0, 0  
RGB 0, 127, 242  
HEX #007ff2

Secondary Colors (Earth Tones)

BRIGHT YELLOW

PANTONE 106 C  
CMYK 0, 3, 91, 0  
RGB 255, 239, 41  
HEX #FFEF29

YELLOW

PANTONE 4008 C  
CMYK 0, 34, 93, 0  
RGB 255, 178, 41  
HEX #FFB229

MEDIUM BLUE

PANTONE 4153 C  
CMYK 98, 75, 24, 8  
RGB 18, 78, 130  
HEX #124E82

DARK BLUE

PANTONE 7463 C  
CMYK 100, 82, 43, 44  
RGB 1, 42, 73  
HEX #012A49

GREEN

PANTONE 369 C  
CMYK 69, 7, 100, 0  
RGB 91, 173, 4  
HEX #5BAD04

RED

PANTONE 3517 C  
CMYK 21, 100, 100, 15  
RGB 175, 10, 2  
HEX #AF0A02

LIGHT BLUE

PANTONE 2985 C  
CMYK 53, 15, 0, 0  
RGB 96, 185, 252  
HEX #60B9FC

BLACK BLUE

PANTONE Black 6 C  
CMYK 84, 72, 59, 77  
RGB 0, 15, 28  
HEX #000F1C

LIGHT GRAY

PANTONE 656 C  
CMYK 5, 3, 3, 0  
RGB 239, 239, 239  
HEX #EFEFEF

GRAY

PANTONE 428 C  
CMYK 23, 18, 19, 0  
RGB 196, 196, 196  
HEX #C4C4C4

MEDIUM GRAY

PANTONE 2332 C  
CMYK 49, 41, 41, 5  
RGB 135, 135, 135  
HEX #878787

DARK GRAY

PANTONE 6216 C  
CMYK 65, 57, 57, 35  
RGB 79, 79, 79  
HEX #4F4F4F

TYPOGRAPHY

The QoS corporate font is an important part of our visual identity. The fonts Roboto and Korolev should be used throughout all documentation and collateral.

Roboto is a modern, tech typeface that people can connect with. The proportions, spacing, and overall feel allow the clean letter shapes to be clear and straightforward. Roboto is versatile and its geometric typeface is sophisticated both capped and lowercase. Roboto can be for body copy and callouts.

Korolev is a modern, digital typeface that is more unique in nature. This font should be used in headlines or titles to bring distinction to the messaging.

ROBOTO

ROBOTO LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ROBOTO REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ROBOTO BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ROBOTO BLACK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

KOROLEV

KOROLEV THIN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

KOROLEV LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

KOROLEV MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

KOROLEV BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

KOROLEV HEAVY  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890