Bigleaf Networks
Brand Guidelines

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Introduction

About Bigleaf Networks

Bigleaf Networks provides internet connectivity without complexity, making it easy for IT pros and their organizations to conduct business on the internet with confidence. Bigleaf'sunique network optimization solution adapts traffic to circuit conditions in real time to preserve application performance and optimize user productivity despite circuit degradations or outages. The Bigleaf solution integrates seamlessly with established firewalls, ISPs, and applications, takes only minutes to install, and worksunattended to provide immediate relief and value.Founded in 2012 in Portland, Oregon, Bigleaf Networks is investor-backed and provides service across North America and Europe.

Mission

Bigleaf makes it easy for IT pros and organizations to do business on the internet, with reliable, resilient connectivity that optimizes application performance and eliminates disruptions.

Vision

Bigleaf connects internet-dependent businesses to infinite possibilities.

Brand Slogan

Your business depends on the internet. Your internet connection depends on Bigleaf.

Values

Problem

What we know to be true
of the market

Businesses of all sizes rely on connections to the public internet or remote data centers to operate mission-critical applications and to communicate with customers, employees, and partners.
When those vital network connections are disrupted, even briefly, the resulting slowdowns and outages can cause business-critical applications to fail. Those failures derail productivity, damage business relationships, and lead to revenue losses.
IT pros are often frustrated by their inability to identify the source of these problems, find a quick, affordable solution,and deploy the technology needed to prevent a recurrence.

Solution

How Bigleaf solves the problem

- Reliable, flawless connectivity and consistent user experience across all applications and locations, automatically and autonomously.
- Installs in minutes and starts to work immediately,integrating seamlessly with established network and security policies and technology stacks.
- 360° visibility into performanceof each circuit, to identify potential problems and solve them proactively.

Business Benefits

Key positioning & differentiated value
to our customers

- Optimize internet performance automatically. Bigleaf continuously enhancesthe performance of the internet connections that support business-critical applications.
- Deliver a seamless user experience.Bigleaf monitors and manages internet traffic in real time, to avoid the disruptions caused by network outages and slowdowns.
- Get immediate relief and value.Bigleaf takes only minutes to deploy and integrates with established security and network policies, with no need to change ISPs, VPNs, or firewalls.
- Provide operational control and insight. Bigleaf monitors and reports on the actual performance and utilization of each circuit, so potential issues can be addressed proactively.

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Values

Serving people through technology

Bigleaf products are grounded in technology, but its purpose – and ours – is to serve people. We solve problems and remove barriers that might otherwise prevent our customers and partners from achieving their goals.

Bigleaf's 4 C's of Connectivity

Confidence

Conduct business on the internet without disruption or delay.

Continuity

Ensure optimal user experience across all locations.

Control

Manage connectivity without high cost or complexity.

Clarity

Gain actionable insights into vital network operations.

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Voice
How we write

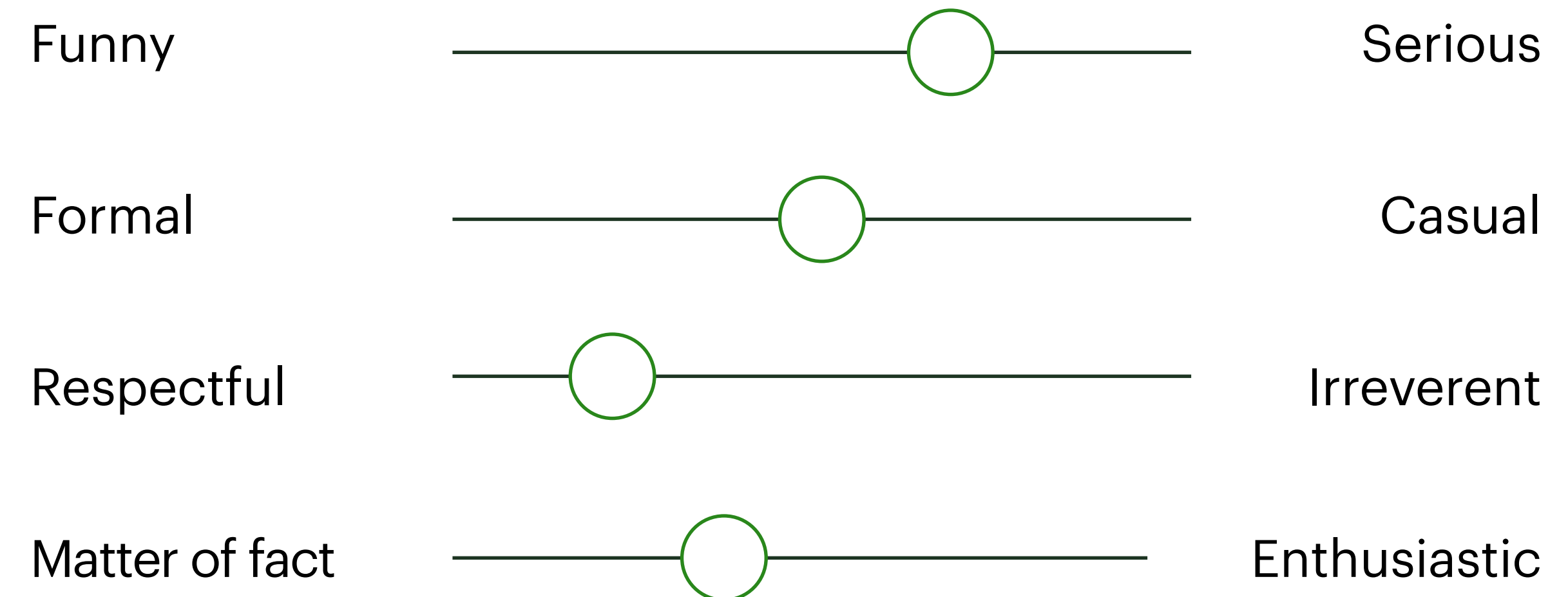Our tone is professional but informal. Get to the point in a friendly way.

Avoid jargon and slang. Define technical terms or link to our glossary.

Choose active verbs: "Just do it," not "Just doing it"

Use sentence case, even in headlines. Capitalize only the first word (except proper names.)

Our writing reflects Bigleaf values:

- We have expertise to share.

- We're helpful and respectful.

- We're accessible and easy to work with.

Funny		Serious
Formal		Casual
Respectful		Irreverent
Matter of fact		Enthusiastic

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Logo
Primary Logo

Bigleaf designed a resilient, redundant network architecture that mimics the structure and function of a leaf's veins. In a leaf, nutrients flow through the veins. When one vein is damaged or blocked, the flow redirects automatically. Bigleaf moves network traffic the same way.

Minimum Size:

Print: 10mm height
Digital: 30px height

Logo
Color Usage

Main logo should always be all green as seen in the top row. This green is AA Compliant according to WCAG 2.0 guidelines for contrast accessibility.

Always write out Bigleaf Networks in full when first shown in a piece of content. Bigleaf only is fine in all instances after that.
Please adhere to the spelling, capitalization and spacing as shown above.

PLEASE, NOT: BigLeaf Networks BIGLEAF NETWORKS, bigleaf networks, BigleafNetworks, etc.

Logo
Incorrect Usage

The logo must be used as is and not be altered in any way.

This means that you MUST NOT:
- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.

Bullet Points Example

🍃 Do not use the logo or part of the logo as an icon in text, such as these bullet points.

🍃 This cheapens the logo, and generally doesn't function well since the leaf in the logo loses the focus of it's internal networking design element.

Safe Zone

The safe zone of the logo here this space is important for maintaining the legibility of the logo.

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Colors

Bigleaf's colors are inspired from the natural architecture of leaves.

This main color "Leaf Green" is AA Compliant according to WCAG 2.0 guidelines for contrast accessibility.

CTA Orange is only to be used in high level Call To Action accents, such as a sign up button. It should not be used more than once on a screen.

Highlight Green is not to be used on it's own. It is only to be used as a special accent. **DO NOT** use it for text on a light background.

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Primary Palette

Colors to utilize first.

Leaf Green	Forest Green	Dark Green	Highlight Green
			CMYK (26,0,99,13) RGB (164,222,2) #A4DE02
			Platinum
			CMYK (1,0,1,9) RGB (230,232,230) #E6E8E6
			CTA Orange
CMYK (70,0,80,47) RGB (41,135,27) #29871B	CMYK (65,0,60,67) RGB (29,84,34) #1D5422	CMYK (68,0,46,75) RGB (21,65,35) #154123	CMYK (0,44,97,4) RGB (245,138,7) #F58A07

Secondary Palette

Colors to use when the Primary Palette is fully exhausted.

Navy	Medium Blue	Sky Blue	Glacier
CMYK (39,14,0,69) RGB (48,68,79) #314550	CMYK (100,17,0,15) RGB (0,180,217) #00B4D8	CMYK (40,6,0,6) RGB (144,224,239) #90E0EF	CMYK (19,3,0,3) RGB (202,240,248) #CAF0F8

Typography

All Bigleaf materials should rely on the Graphik font.

Headers are Bold
Sub Headers are Light
Paragraphs are Regular
Accented text is Regular Italic

Graphik -Semi Bold Header

abcdefghijklmnopqrstu vwxyz ABCDEFGHIJKLMN OPQRSTVWXYZ 0123456789 @#$%^*

Graphik - Light Sub Header

abcdefghijklmnopqrstu vwxyz ABCDEFGHIJKLMN OPQRSTVWXYZ 0123456789 @#$%^*

Graphik - Regular

abcdefghijklmnopqrstu vwxyz ABCDEFGHIJKLMN OPQRSTVWXYZ 0123456789 @#$%^*

Graphik - Regular Italic

*abcdefghijklmnopqrstu vwxyz ABCDEFGHIJKLMN OPQRSTVWXYZ 0123456789 @#$%^**

AaBl

Applications
Business Cards

Need a business card?
Contact HR. Business cards have a template in Moo. They should include: your name, position title, contact number, and email address.

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The end

Questions?

Contact Chris VanPelt with Bigleaf Networks

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www.bigleaf.net/contact

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