



Brand Identity Guide



Customer-First Digital Infrastructure. Operations Anywhere.

US Signal is a U.S.-based provider of cloud, colocation, connectivity, and managed services. Since 2001, we have helped organizations modernize their IT environments with flexible infrastructure that supports on-premises, hybrid, and multi-cloud strategies.

Our Operations Anywhere approach allows you to deploy, manage, and protect IT resources wherever your business operates—across data centers, private cloud, public cloud, and edge environments.

With industry-leading customer retention and high-touch support, we prioritize long-term partnerships over transactions.

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Our Brand Stamp

Our logo is a testament to our evolution.

While it recalls the legacy of our iconic burst, it also ushers in a new era with an inserted arrow symbolizing growth, innovation, and an unwavering eye on the future. This emblem is not merely a mark but a beacon that signals our connectivity and dedication to next-generation service and support.



Sizing & Clearance

In order to be coherent at all times, the US Signal brand logo must not be used at a size that compromises its legibility and recognition. Typically, business cards are the smallest printed application of the logo with the exception of 3D objects such as pens, pencils, etc. Please ensure that the reproduction of the logo is always clear in these instances.

Allow appropriate space outside of the logo. Spacing should use the 'n' sizing rules as shown to the right. Exceptions include the spacing below the US Signal main logo, which allows the 'g' to break guides and pages.



Alternative Logos

US Signal’s brand also includes two alternative logos, a horizontal secondary logo, and a submark.

It is important to the US Signal brand that these logos do not take the place of the main US Signal brand stamp. These are to be used in addition to the brand stamp and not to replace it. The secondary logo is to only be used when space calls for a horizontal logo.



horizontal logo



submark logo

The submark logo is available to be used as a design element as well as a stand alone mark. Graphic decisions made for this logo including pattern making, cutting, or splitting of this logo should be left to the dedicated designers on the team. If you have questions about this marks use, please reach out to marketing@ussignal.com.

Product logos are created for US Signal products only. These logos follow all US Signal brand guidelines and are to be created sparingly.



Logo Application

US Signal has a brand stamp and two additional alternative logos that are available in navy, bright blue, and white.

It is important to the US Signal brand that appropriate colors be used for the logo. When using the US Signal logo on dark background colors, the white logo is required. When using the US Signal logo on light background colors, the navy or bright blue logos are required.

All logos should be placed against a contrasting background that allows it to be easily read from a distance. Do not place logos against clashing or patterned backgrounds.



Incorrect Logo Use

Shown on this page are all the ways our US Signal logo *should not* be used.

These rules apply to all variants of this mark, including the alternative logos. The examples shown here are for visual representation only.



Do not add gradients



Do not rotate



Do not add effects



Do not resize mark



Do not place blues on blues



Do not place on off brand colors



Do not crop logo



Do not place on cluttered backgrounds



Do not use off brand colors



Do not skew or shear



Do not use workmark alone



Do not outline

8



Do not change spacing



Do not change order



Do not recreate with different font



Do not stack

9

Typography

Verdana Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Verdana Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Verdana Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Verdana Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Gabriel Sans Black

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJ

KLMNOPQRS

TUVWXYZ

0123456789

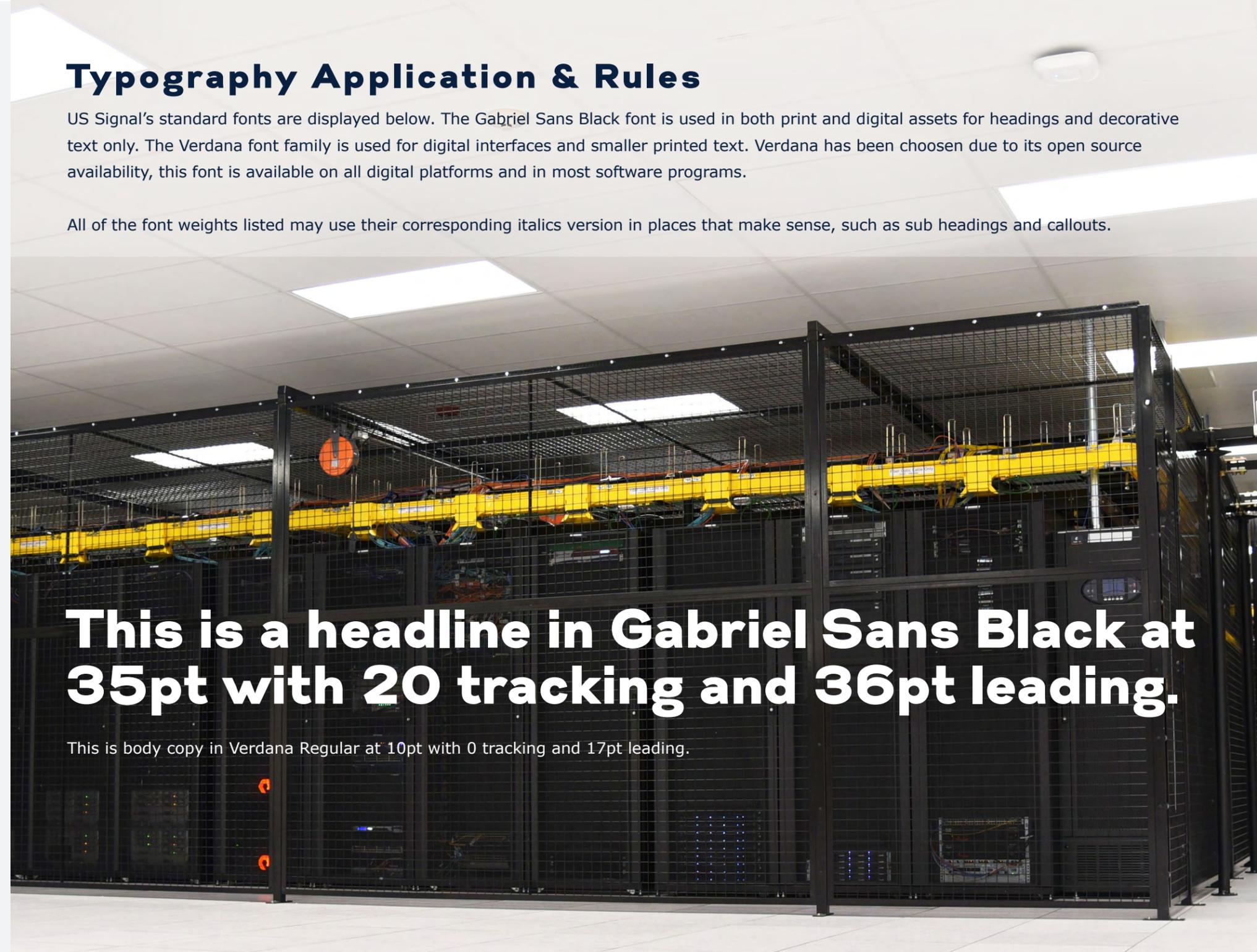
Typography Application & Rules

US Signal's standard fonts are displayed below. The Gabriel Sans Black font is used in both print and digital assets for headings and decorative text only. The Verdana font family is used for digital interfaces and smaller printed text. Verdana has been chosen due to its open source availability, this font is available on all digital platforms and in most software programs.

All of the font weights listed may use their corresponding italics version in places that make sense, such as sub headings and callouts.

This is a headline in Gabriel Sans Black at 35pt with 20 tracking and 36pt leading.

This is body copy in Verdana Regular at 10pt with 0 tracking and 17pt leading.



Colors

US Signal has four primary brand colors; white, gray, navy, and bright blue. All colors are designed for use in both print and digital materials, with the exception of our *digital only* bright blue. This blue is a special color to US Signal as it represents our desire to put digital assets first. Secondary green colors are limited to use with primary colors when needed, such as additional colors in charts or accents in designs.

Secondary colors are to be used as accents when primary pairing falls short and are not to be used as main colors in designs. While all colors can be used interchangeably, we recommend prioritizing them in the specified descending order from left to right below.

Primary Colors

#f2f2f2	#cecece PANTONE 427 U	#0b1e40 PANTONE	#0028fb (digital only)
---------	-----------------------------	--------------------	---------------------------

Secondary Colors

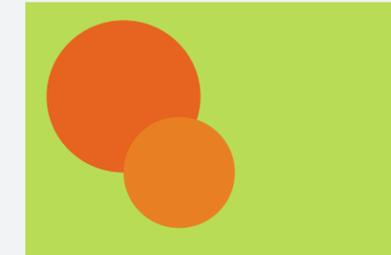
#b9dc56	#279e4d	#295e48
---------	---------	---------

Tertiary Colors

#e88023	#e66320
---------	---------

Incorrect Color Use

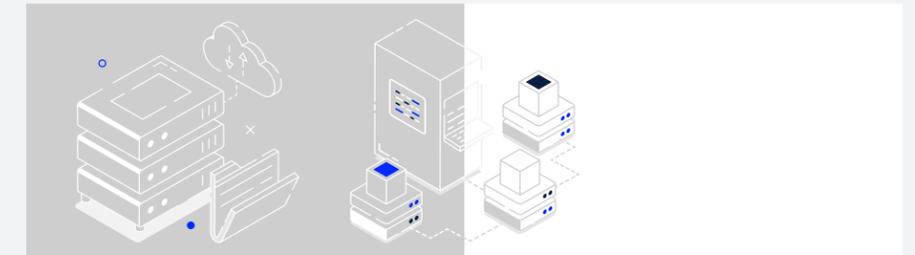
Similar to our logos and typography, our brand colors needs to be used correctly to ensure readability and clarity. Shown on this page are all the ways our brand colors *should not* be paired together.



Reduce heavy use of secondary colors



Do not use off brand colors



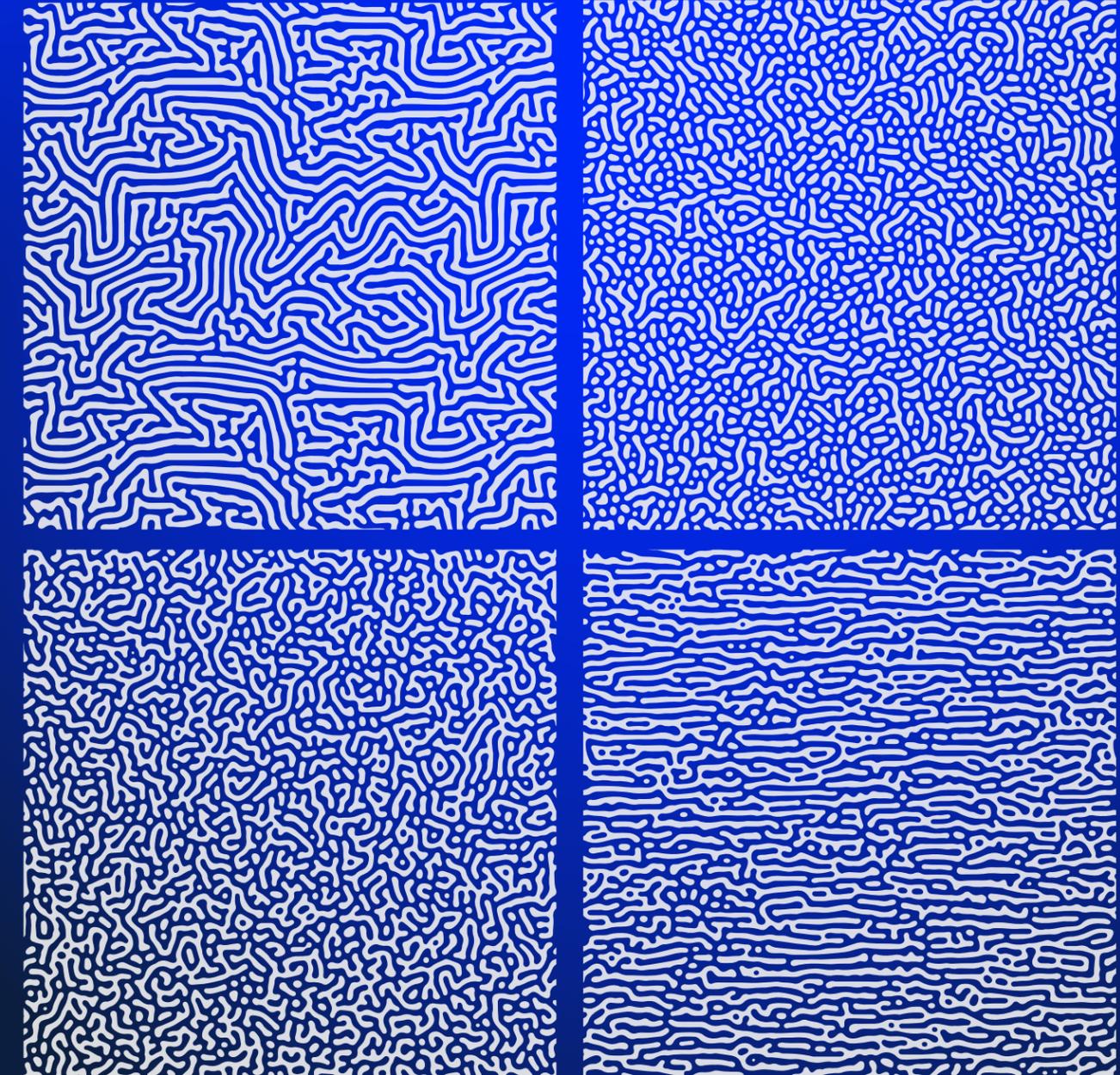
Do not use white over gray for type or icons

Patterns

US Signal's signature pattern draws from the Turing pattern, introduced in 1952 by mathematician and computer scientist Alan Turing. It shows how simple chemicals, interacting and diffusing at different speeds, spontaneously generate regular, repeating structures from near-random conditions.

Just like Turing patterns emerge from simple local rules and diffusion, at US Signal our diverse individual innovations, when they interact and 'diffuse' across teams, self-organize into uniform, repeating patterns of excellence that fuel our collective success.

Visually, these patterns are pleasing to the brain as they feel random at first glance but are deeply structured upon further investigation. This depth helps add a simple interest to our static brand graphics. Although interesting, these patterns should be used sparingly and secondary to photography throughout the brand.



Photography

US Signal photography should be prioritized throughout the brand. If original photography is not available, stock photos that meet guidelines can be used.

Photos should have an emphasis on users and faces. Chosen stock imagery should not look “staged.” Instead, images should put forth a natural, lifestyle-inspired feeling. Images that include cell phones, tablets, and laptops are acceptable. Chosen photography should show diversity, with a mix of both males and females of different descents. An examples of an acceptable image is displayed below. Utilized images should have applied Lightroom presets in black and white or clear colored appropriate to the photo.

Incorrect Photography Use

Photos are important to the US Signal brand to display technology and lifestyle. Shown on this page are all the ways our photos *cannot* be used.

Do not oversaturate

Do not warp

Do not used staged photos

Do not pixelate

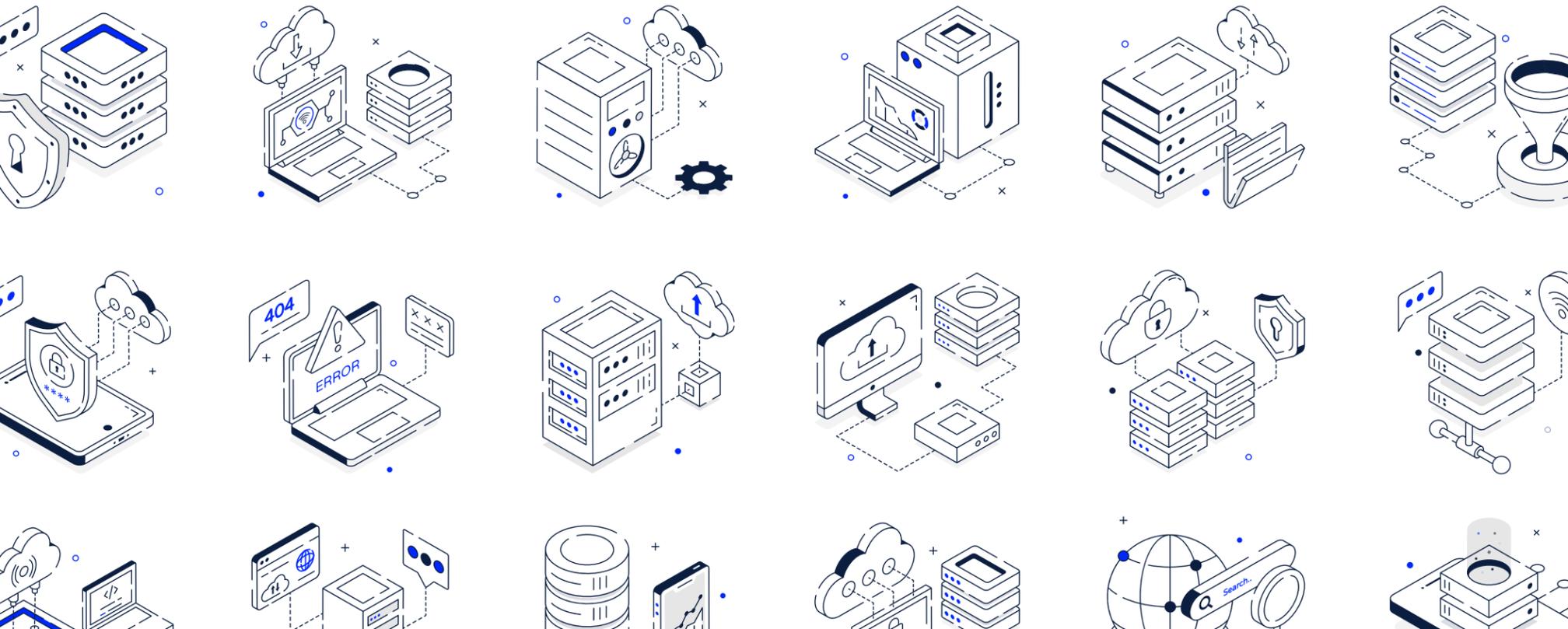




Icons & Design Elements

US Signal has two icon sets that are to be used sparingly as accents in document or to illustrate a complex product or service.

These sets have both light and dark color schemes and are preset with the correct bright blue and green accent pieces. All icons are available in animated files as well static for digital use.



Voice

Our personality and tone have the following characteristics:

Warm and Personal, Intelligent and Helpful, and Confident and Clear.

Warm & Personal

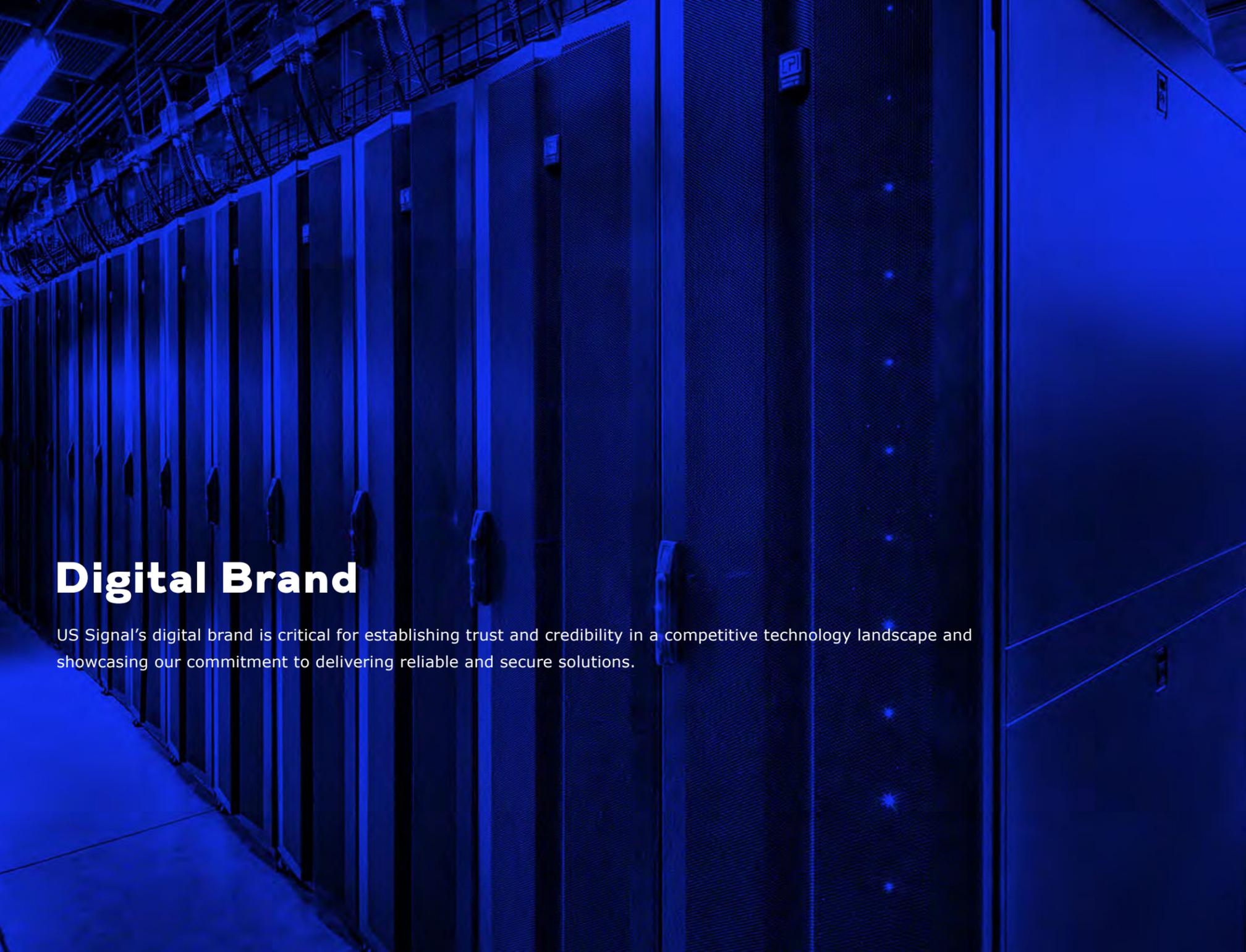
We put ourselves in our customers shoes and put their needs before anything else. We listen to our customers challenges before speaking, and when we respond, we speak to them in a familiar, warm, and conversational way.

Intelligent & Helpful

We are experts that understand small businesses and are here to help. We provide value to our readers through educational content, resources to make informed decisions, opportunities to learn more, and encouragement to ask questions.

Confident & Clear

Our confidence is displayed through clear, insightful writing. We speak with certainty and self-assurance, and are proud of our products, services, and successes.



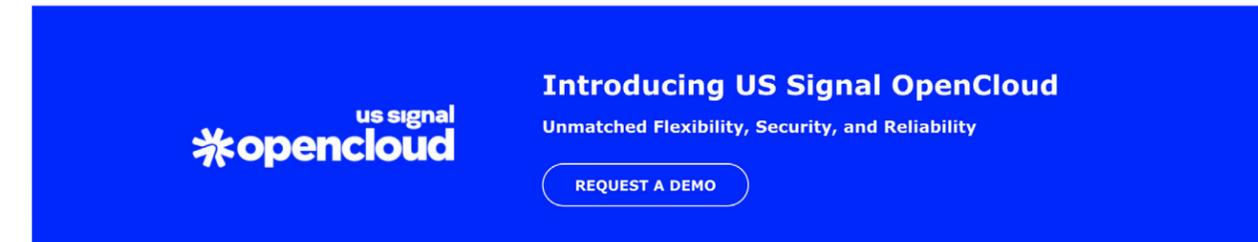
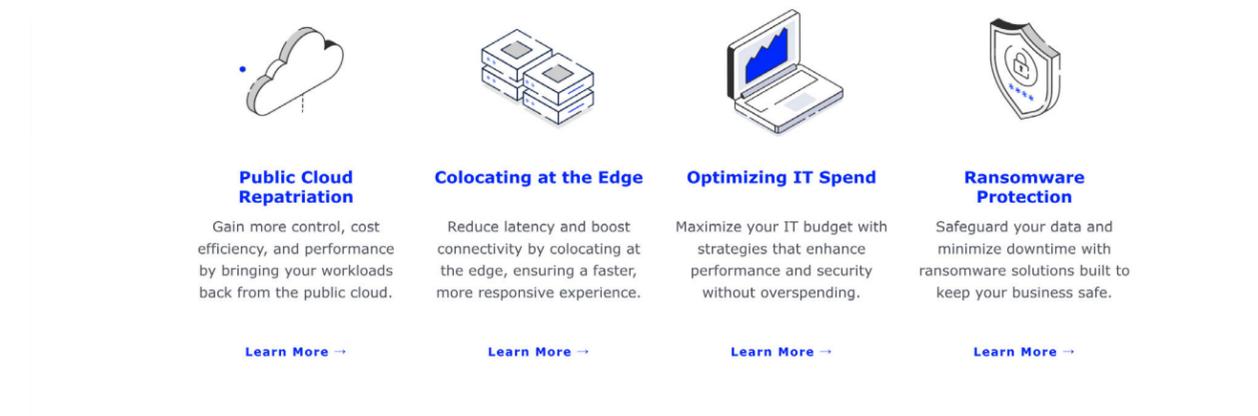
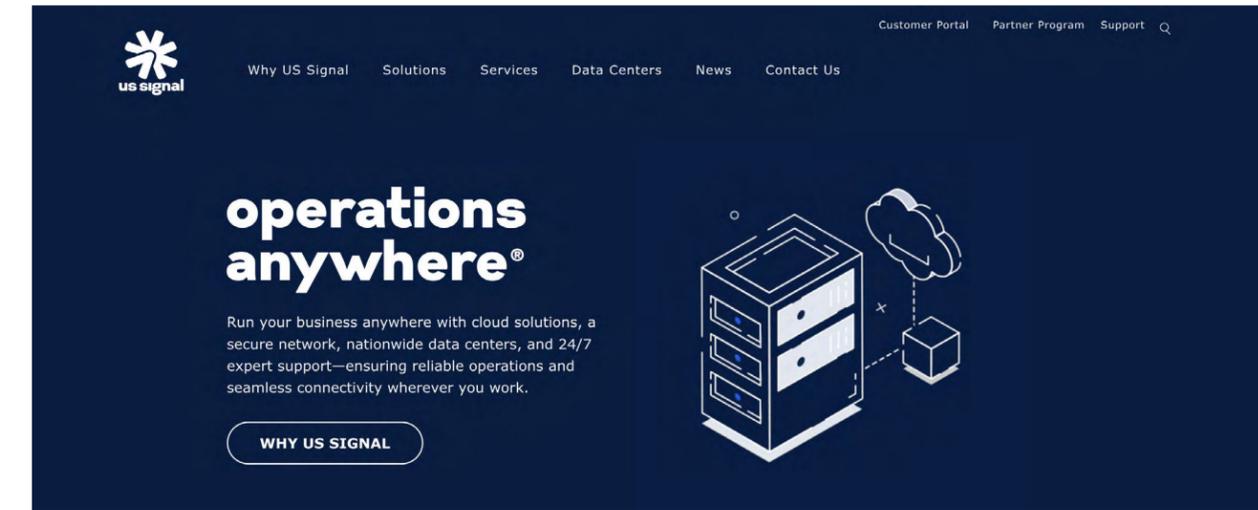
Digital Brand

US Signal's digital brand is critical for establishing trust and credibility in a competitive technology landscape and showcasing our commitment to delivering reliable and secure solutions.

Website Visuals

US Signal's website is one of the most important interfaces of the company brand. Our digital presence needs to display our technical prowess and dedication to our customers.

Our website relies on clean pages, graphic communication, and push button ease. Our goal is to educate and encourage communication of current and pressing infrastructure technology topics while converting visitors to future customers.



Social Media Visuals

US Signal uses social media such as Facebook, LinkedIn, and YouTube to inform and engage potential customers. This is achieved through posting blogs, resources and customer stories, making it crucial that all post are cohesive. Examples for all platforms can be found on this page.

US Signal
5,877 followers
2w · 🌐

Cloud repatriation—the shift from public cloud back to on-premises or hybrid environments—is gaining momentum. Why? Businesses are realizing that cloud isn't always the most cost-effective, secure, or high-performing option. ...more

cut cloud cost by 30%+ with repatriation

see how

Daniel Eskew and 27 others · 12 reposts

Like Comment Repost

US Signal
7,442 followers
1mo · 🌐

Manufacturing is evolving fast and **Norco Industries** knew their aging IT couldn't keep up. From expiring hardware to the push for automation and AI, they needed a modern foundation to support true digital transformation. ...more

Throughout this whole endeavor we've felt that the people at US Signal we interacted with were listening to us. That's key.

Chris Richner - CIO, Norco Industries

Laura Pursley and 17 others · 6 reposts

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1mo · 🌐

📺 Throwback to CloudStack Collaboration Conference!

Last month, our team was proud to take part in the global **Apache CloudStack** Conference in Milan. It was a great opportunity to learn, share insights, and engage in conversations that are shaping the future of cloud innovation.

Here's to what's ahead! 🚀

#USSignal #OpenCloud #OpenSource #CloudStackCollab

US Signal
7,492 followers
2d · 🌐

🏆 We're honored to be named the 2026 Tech Innovation CUBEd Awards winner in the Cloud Innovator of the Year category! 🚀

This recognition reflects our continued innovation in hybrid cloud infrastructure, including the launch and expansion of OpenCloud—our flexible, customer-first, Apache CloudStack-based IaaS platform—and a growing portfolio of public, private, and hybrid cloud solutions.

Congratulations to all of this year's winners and thank you to **SiliconANGLE & theCUBE** for shining a spotlight on innovation across the industry.

Learn more here: <https://loom.ly/zHPYxJw>

#USSignal #TechAwards #theCUBE #SiliconANGLE #CloudSolutions

US Signal
7,492 followers
18m · 🌐

Join us for our next LinkedIn Live tomorrow at 12 noon ET for a live demo of Microsoft Global Secure Access!

Our experts will showcase real-world Zero Trust use cases and explore how organizations are replacing legacy VPNs with a modern, secure access approach built for today's distributed workforce.

Don't miss it — reserve your spot and join the conversation live! <https://loom.ly/eCuxDsc>

#USSignal #LinkedInLive #ZeroTrust #MicrosoftGlobalSecureAccess

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1w · 🌐

Happy Innovation Day! 🚀

At US Signal, innovation isn't optional — it's what drives us forward. We're proud to keep evolving, innovating, and building what's next for our customers and our industry.

<https://ussignal.com/>

#USSignal #NationalInnovationDay #BuildTheFuture

Taylor Griener
Director of Innovation

Juli Cambron and 44 others · 8 reposts

Like Comment Repost

Webinars ▶ Play all

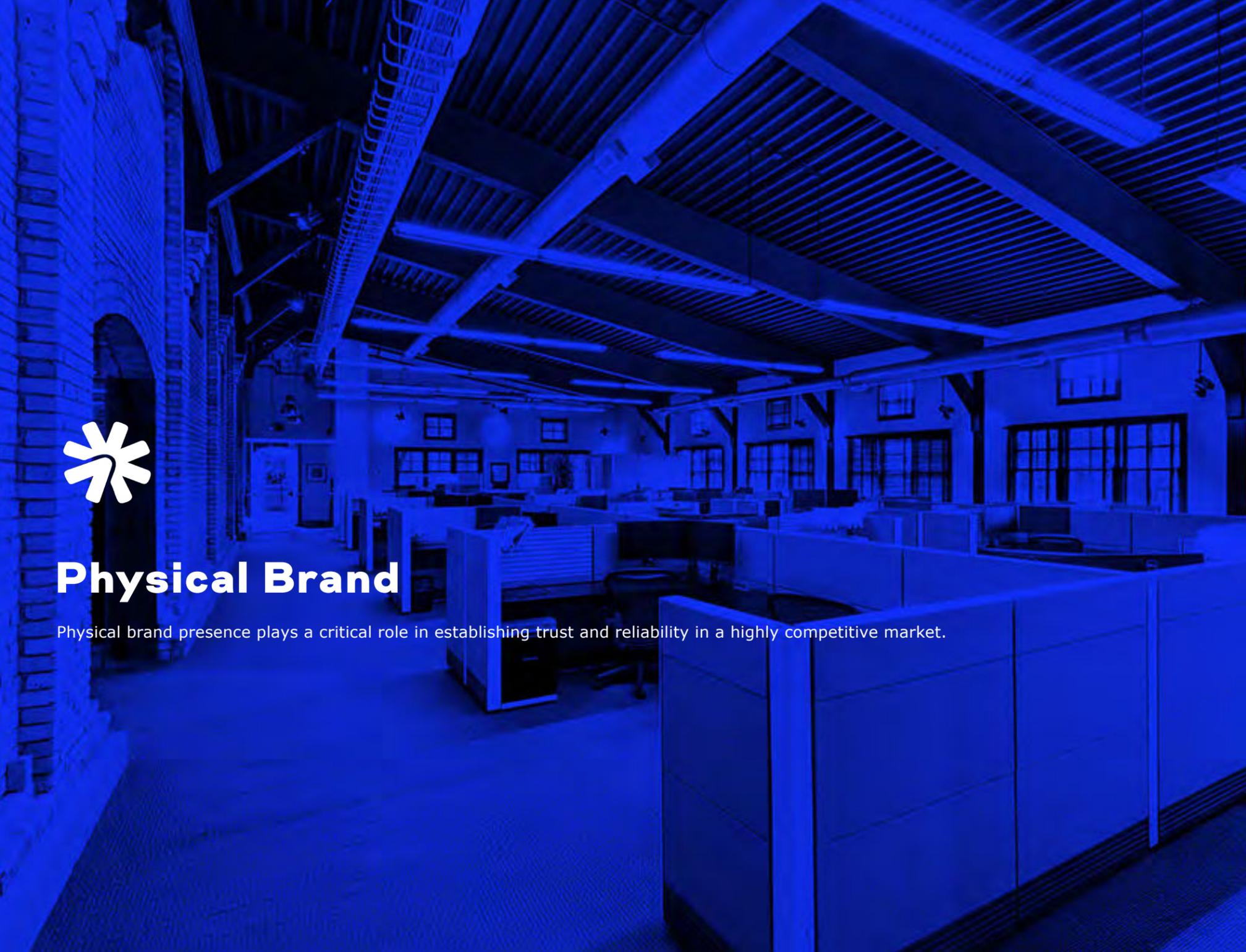
- 2025 Microsoft Ignite Recap Webinar · 57:54 · 52 views · 2 months ago
- Beyond Lift & Shift: A Practical Multi-Cloud Strategy Using the 7 R's · 42:52 · 60 views · 3 months ago
- 2025 Microsoft Intune LinkedIn Live - Recorded... · 57:52 · 28 views · 4 months ago
- The GPU Advantage for Cloud Acceleration Live... · 59:13 · 47 views · 5 months ago
- Rethinking Cloud Strategy: Live Virtual Session · 54:36 · 140 views · 7 months ago
- Unleashing the Power of Microsoft Copilot Webinar · 43:52 · 77 views · 9 months ago

Like Comment Repost



Physical Brand

Physical brand presence plays a critical role in establishing trust and reliability in a highly competitive market.



The term collateral is in reference to all US Signal digital and printed marketing materials. All physical and digital sheets, except for special occasion prints, are one sheet double sided on stock semi-gloss paper. The consistency of these materials is extremely important as it gives employees at events and meetings the ability to give potential clients all documents of one size and type.

Each piece of collateral is designed per the need of the document. Collateral with a specific purpose will be created on a similar template, like the solutions collateral example to your right, but other marketing documents may be designed to fit a particular need.

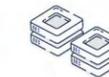
Revolutionize Your Operations with US Signal's Smart Solutions

Unlock your business's potential with US Signal's integrated cloud, connectivity, colocation, and managed services. Our solutions are designed to simplify your IT infrastructure, enhance security, and drive operational success, so you can focus on what matters most – growing your business.



Public Cloud Repatriation

Gain more control, cost efficiency, and performance by bringing your workloads back from the public cloud.



Colocating at the Edge

Reduce latency and boost connectivity by colocating at the edge, ensuring a faster, more responsive experience.



Optimizing IT Spend

Maximize your IT budget with strategies that enhance performance and security without overspending.



Ransomware Protection

Safeguard your data and minimize downtime with ransomware solutions built to keep your business safe.

operations anywhere®

Run your business anywhere with enterprise cloud solutions, a secure network, nationwide data centers, and 24/7 expert support—ensuring reliable operations and seamless connectivity wherever you work.

ussignal.com

info@ussignal.com

866.2.signal

Data Centers

- MI01 Grand Rapids
- MI02 Grand Rapids
- MI03 Detroit
- MI04 Detroit
- MI05 Detroit
- IL01 Chicago
- IL02 Aurora
- IN01 Indianapolis
- IN02 Indianapolis
- IN03 South Bend
- WI01 Madison
- WI02 Madison
- MN01 Minneapolis
- IA01 Des Moines
- CO01 Denver
- OR01 Bend
- AZ01 Phoenix

Cloud Pods

- MI01 Grand Rapids
- MI03 Detroit
- MI04 Detroit
- MI05 Detroit *
- IN01 Indianapolis
- IN02 Indianapolis
- CO01 Denver *

* US Signal OpenCloud Cloud Pods

— Current US Signal Fiber

- - - - Future US Signal Fiber



Private Cloud | ReliaCloud Hosted | Desktop-as-a-Service (DaaS)

Internet Access | Ethernet

Recovery | Security Services | Security

ement | Workplace Collaboration | Solutions | Storage & Systems

ery & Design | Installation & Infrastructure Management | IaaS

tion

Stationary

Standard Business Cards

US Signal's standard business cards are supplied to all customer facing employees. (Ie. Sales, Solution Architects, Executives, etc.) Business cards are ordered through marketing during the new hire process and can be reordered through marketing as needed.

Sales 'Thank You' Cards

These branded cards include only the US Signal logo and a blank back for personalized customization.

US Signal Letterhead

The US Signal letterhead is available in physical and digital format. Please reach out to marketing for access to both formats.



Apparel & Promo Items

Apparel and promo items are available through the US Signal Company Store and are provided mainly in dark navy and occasionally in black, white, or gray. Branded apparel is required for employees attending events, customer meetings, or visiting customer locations and can be ordered through the US Signal company store.





Data Center Signage

US Signal enhances the functionality and security of its state-of-the-art colocation data centers by incorporating clear, strategically placed signage throughout each facility. This includes prominent labeling for critical infrastructure elements such as exterior entrances, biometric entry points, digital information and screens, as well as conference areas and utility room.

These professional signage systems support seamless navigation, operational clarity, and multilayered physical security in locations across the nation.

Branded Send Items

US Signal elevates its brand presence and strengthens client relationships through thoughtfully designed branded send items including collateral, swag, and packaging.

This includes premium marketing materials such as high-quality collateral and technical spec sheets that highlight our products and services with clean, professional layouts. Complementing these are custom swag pieces like branded apparel, drinkware, tech accessories, and practical promo items that reinforce reliability and innovation. For a memorable unboxing experience, US Signal utilizes custom-branded boxes and packaging to ship welcome kits or promotional bundles.





If you have any questions please contact US Signal's Marketing Department at marketing@ussignal.com.