
us signal
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.

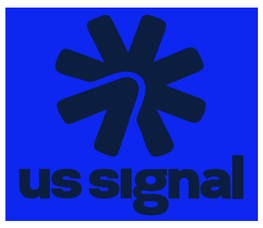
These rules apply to all variants of this mark, including the alternative logos. The examples shown here are for visual representation only.

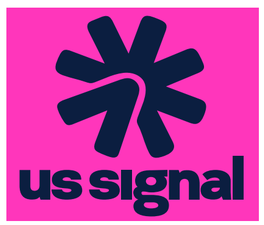

Do not add gradients


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


Do not change spacing


Do not change order


Do not recreate with different font


Do not stack

Unauthorized AI Generated Logos

AI image generation is a tool used by US Signal employees. Creation of unique US Signal graphics or illustrations through this method is allowed but generation of any of the US Signal logos or icons is not.

AI image generators often create close approximations or blended versions of logos, which can unintentionally deviate from our guidelines and copyright holds. To prevent confusion, US Signal requires logos in generated images, presentations, videos, etc. to be added after the creation of the visual content. When using US Signal enterprise AI tools, a branding skill has been added to help keep visuals such as fonts and colors consistent with our guidelines.

You can find all approved logos on our website for download on the **Brand Assets Page**. Below you will find incorrect generated examples of our logo.



Incorrect generated logo



Incorrect font and color



Incorrect font and effects



Incorrect color use



Incorrect font and icon smashing



Incorrect icon



Incorrect rotation of burst



Incorrect flip of burst

Tips to Spot an Incorrect AI Generated Logo

- A dot over the ‘i’ in US Signal
- Incorrect tail on the ‘g’ in US Signal
- Shadowing or highlighting behind the logo
- Spinning or flipping the burst icon
- Incorrect font

correct logo



incorrect logo



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 choosen 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.



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
282 C

#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.

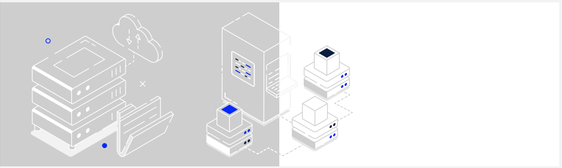


Reduce heavy use of secondary colors





Do not use off brand colors



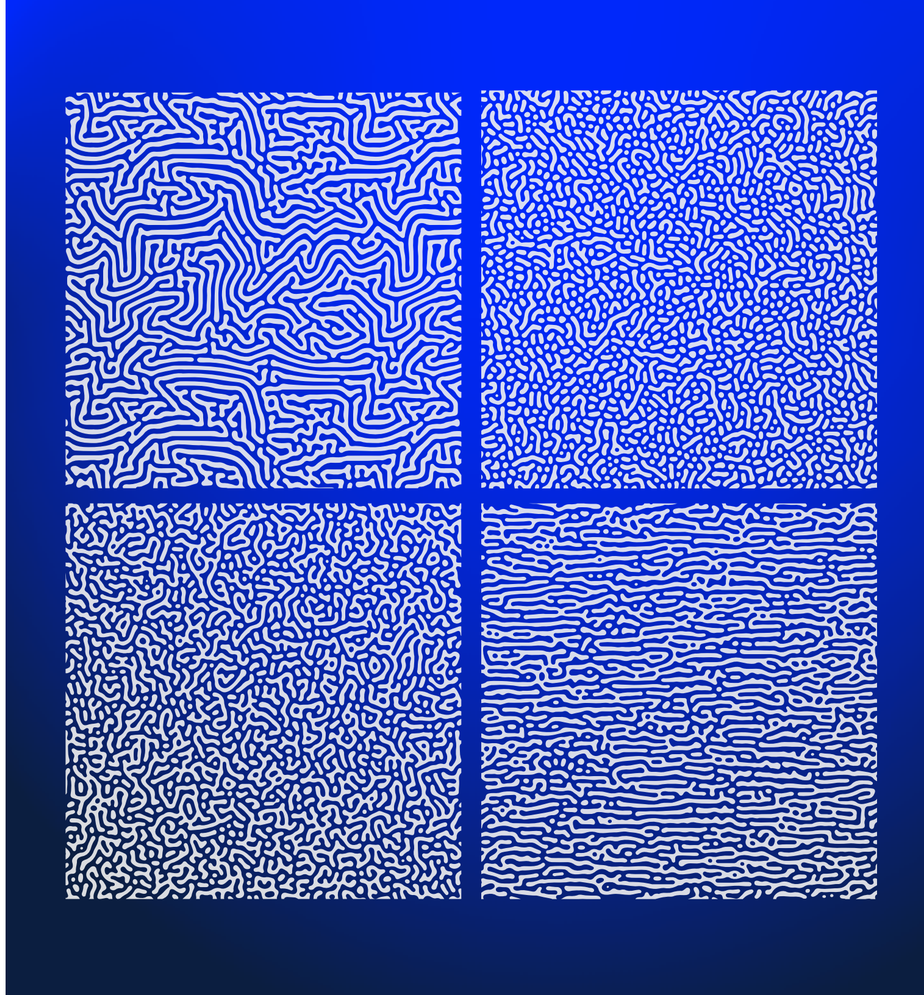
Do not use white over gray for type or icons

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.



Over 20 unique patterns available for US Signal use.

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

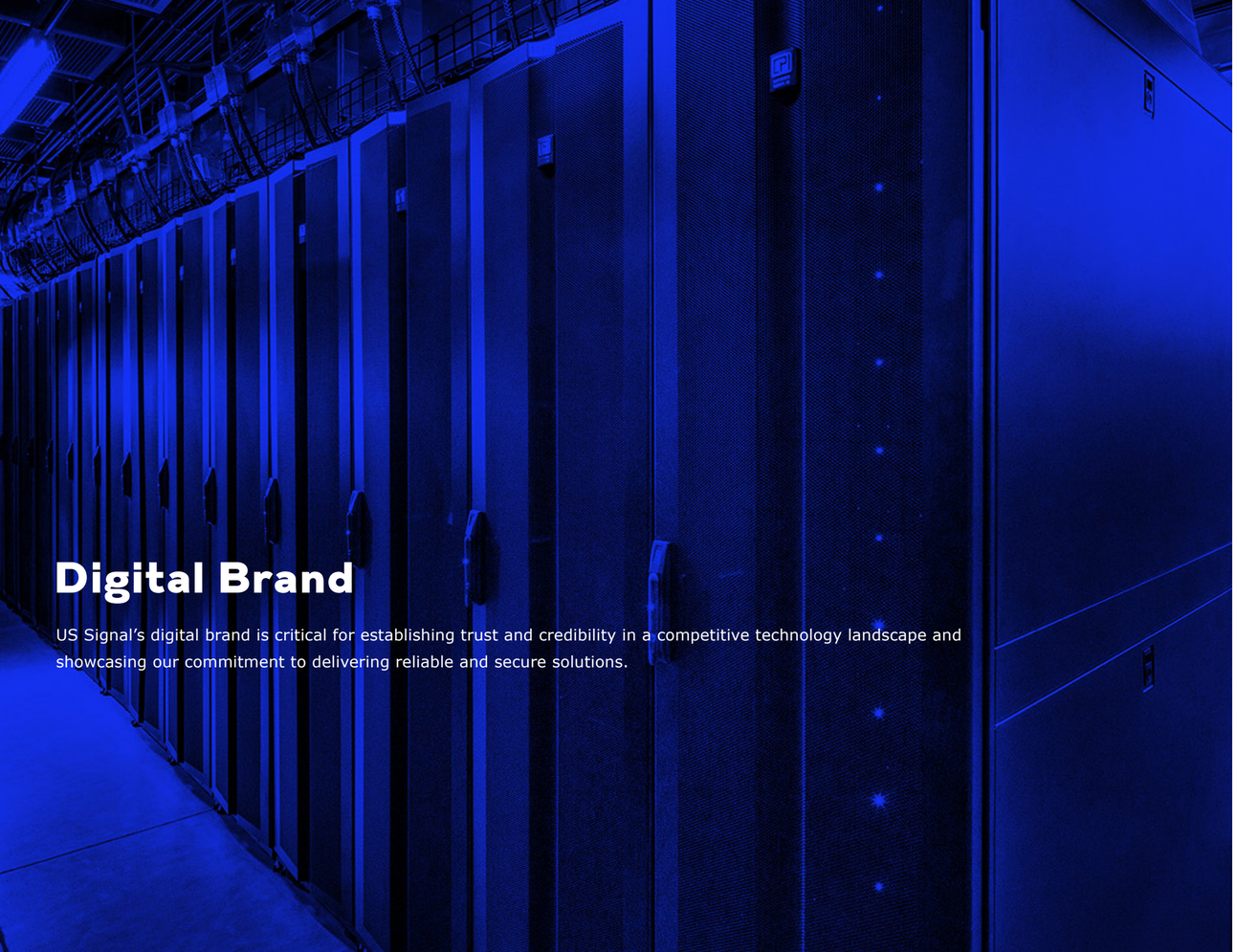
Our personality and tone have the following characteristics:
Warm and Personal, Intelligent and Helpful, and Confident and Clear.

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

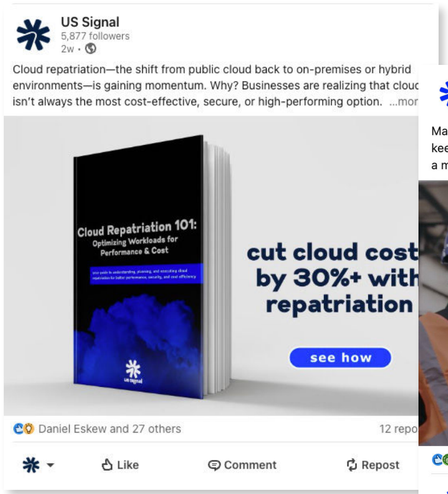
US Signal’s website is one of the most important interfaces of the company brand. Our digital presence needs to display our technical prowess and dedication to our customers.

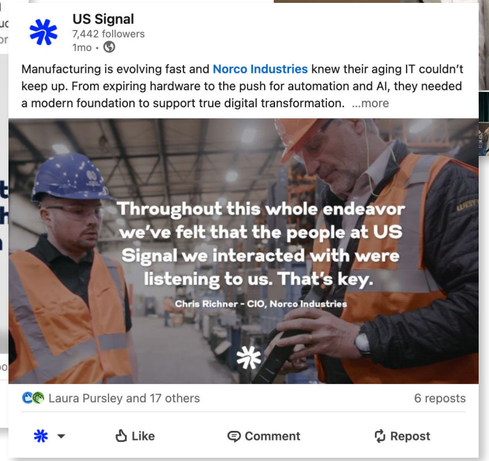
Our website relies on clean pages, graphic communication, and push button ease. Our goal is to educate and encourage communication of current and pressing infrastructure technology topics while converting visitors to future customers.

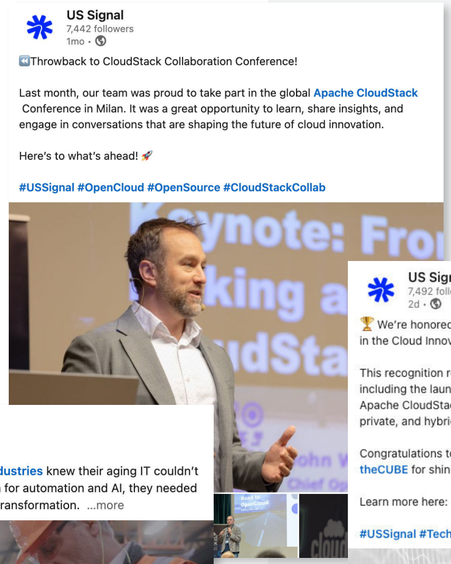


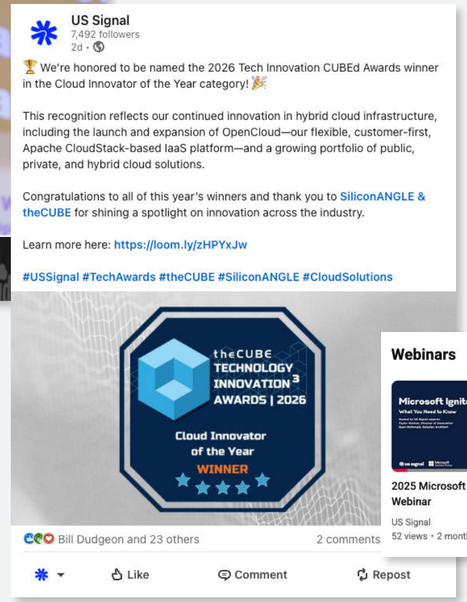
Social Media Visuals

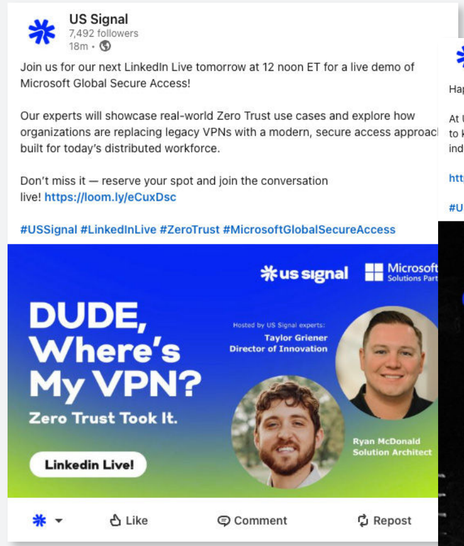
US Signal uses social media such as Facebook, LinkedIn, and YouTube to inform and engage potential customers. This is achieved through posting blogs, resources and customer stories, making it crucial that all post are cohesive. Examples for all platforms can be found on this page.

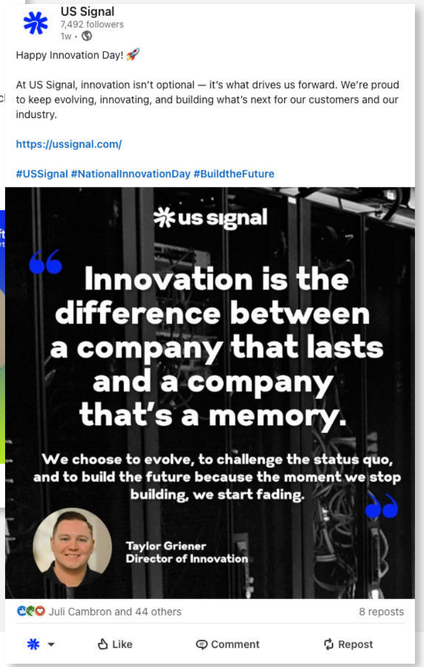


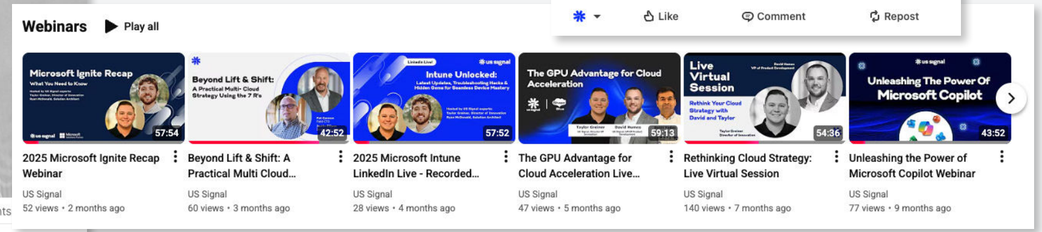


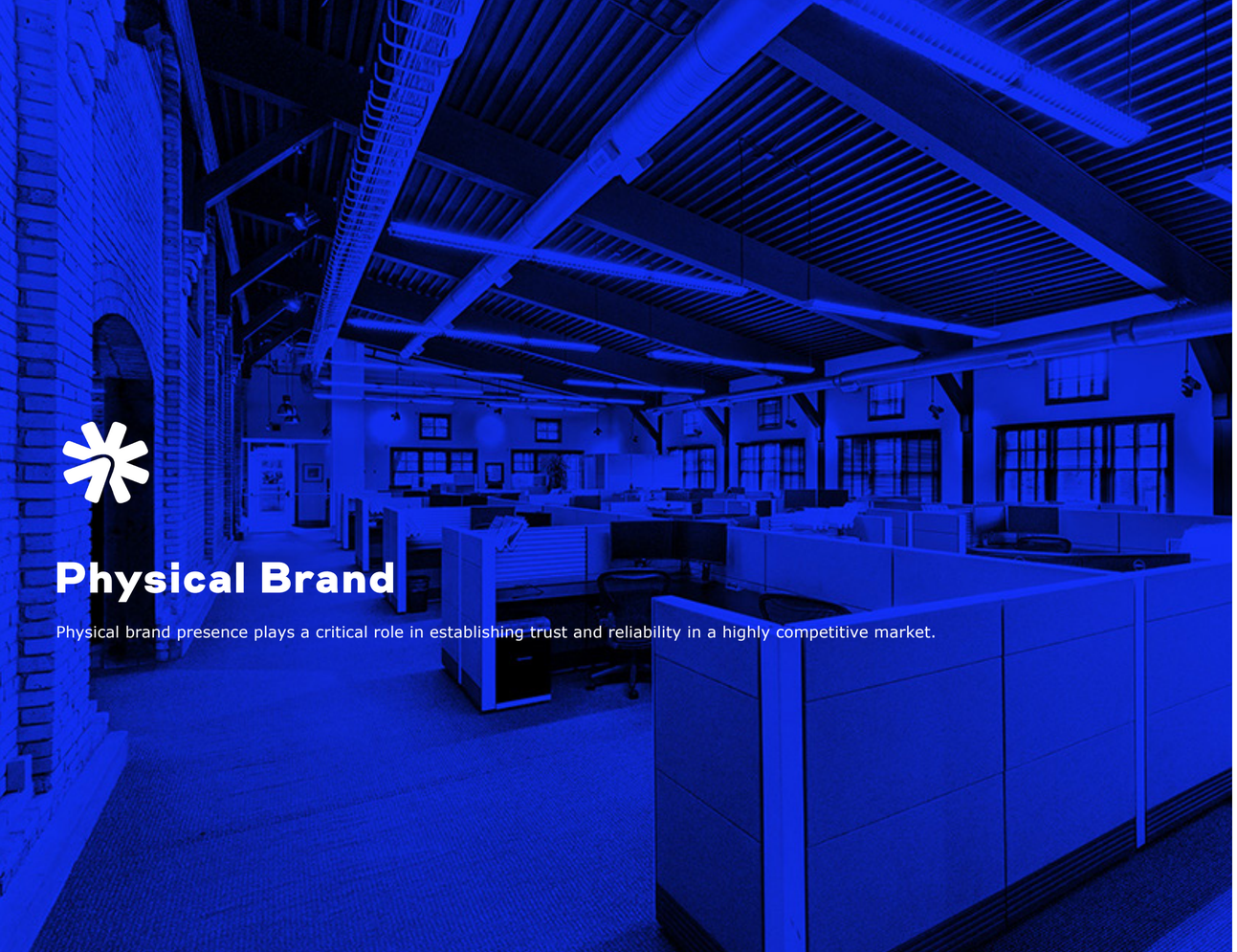










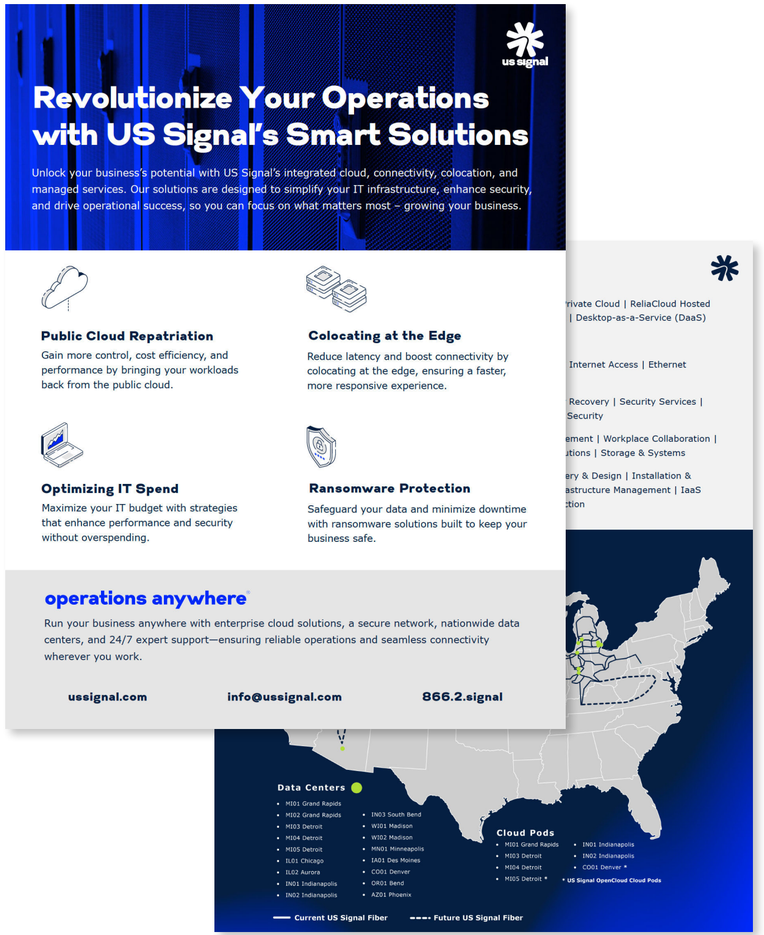


Physical Brand

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.



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.