



Peer 1 Talks

verbal & visual guidelines

Peer 1 Hosting is a global web infrastructure and Cloud Hosting company dedicated to delivering *the most human experience on the web*. We use innovative technologies to create exceptionally responsive, reliable and secure hosting experiences for our customers.

Like us, our customers are more than just companies. They're dreamers, innovators and disruptors who come to Peer 1 to harness the untapped power of the Internet.

Our solutions are broad-ranging, from DIY to high-touch consultative service and support—whatever it takes to ensure the Internet is a powerful tool to help our customers, partners, and peers achieve our goals and dreams.

Purpose: Powering human potential online.

Vision: Peer 1 Hosting recognized as the global hosting company with the most human experience on the web.

Mission: Allow our customers to focus on the possibilities of the Internet and not the problems.

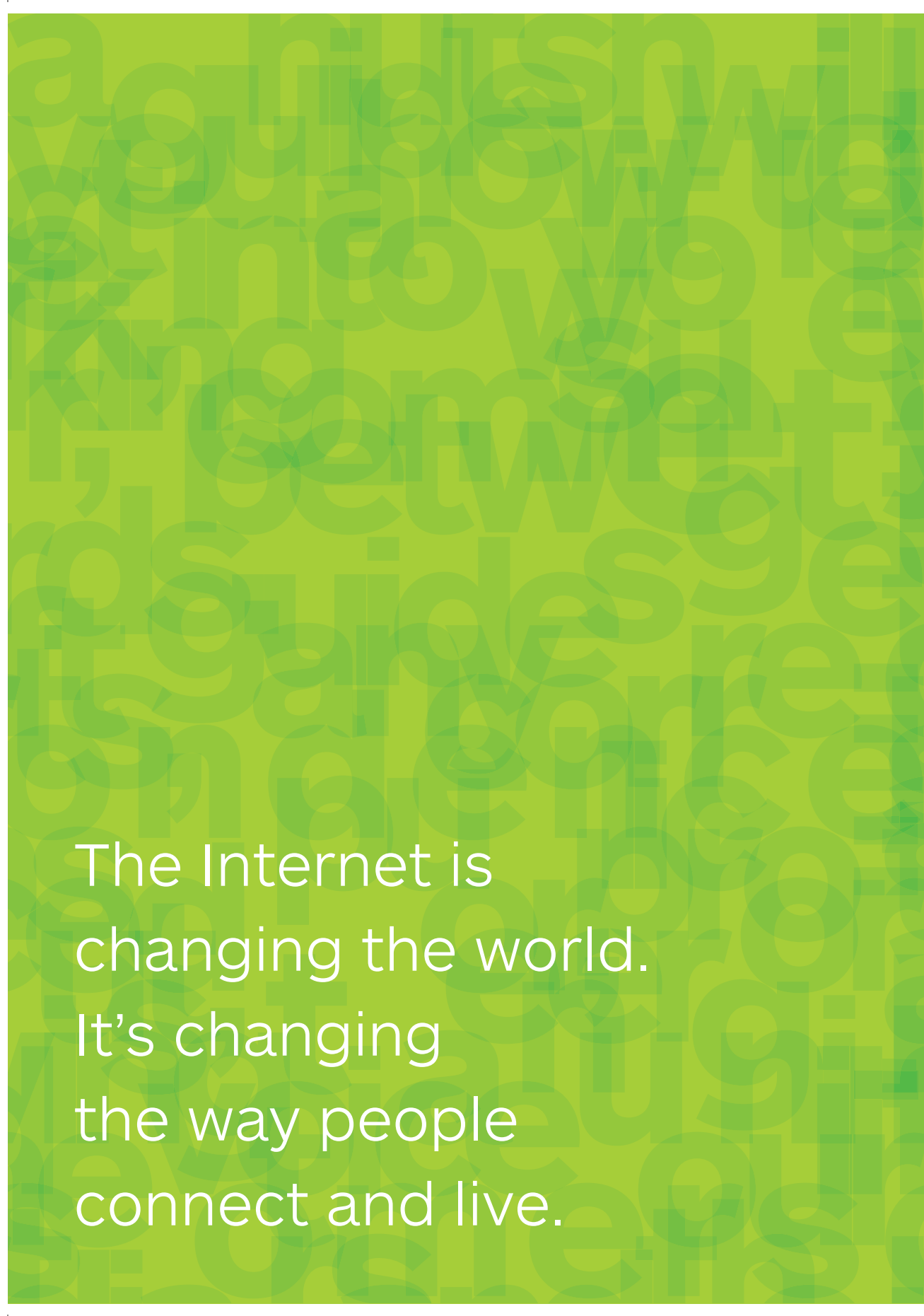
This style guide was commissioned by Peer 1 Hosting. It draws on conventions in the Canadian Press Stylebook (17th ed., 2013). Additional terminology and exceptions have been adapted for Peer 1 Hosting.

Quotes used in this book do not imply an endorsement of its content or Peer 1 Hosting. They were sourced from published works and Internet sites.

© Copyright 2013 Peer 1 Hosting. All Rights Reserved.

TABLE OF CONTENTS

Intro	3
Brand Voice	5
Using our Terminology	9
Language & Grammar	13
Dates & Numbers	19
Product Overviews	23
A to Z & Acronyms	29
Standards & Glossary	35
Visual Guidelines	39
<i>Signature</i>	40
<i>Colour Palette</i>	48
<i>Typography</i>	50
<i>Graphic Device</i>	54



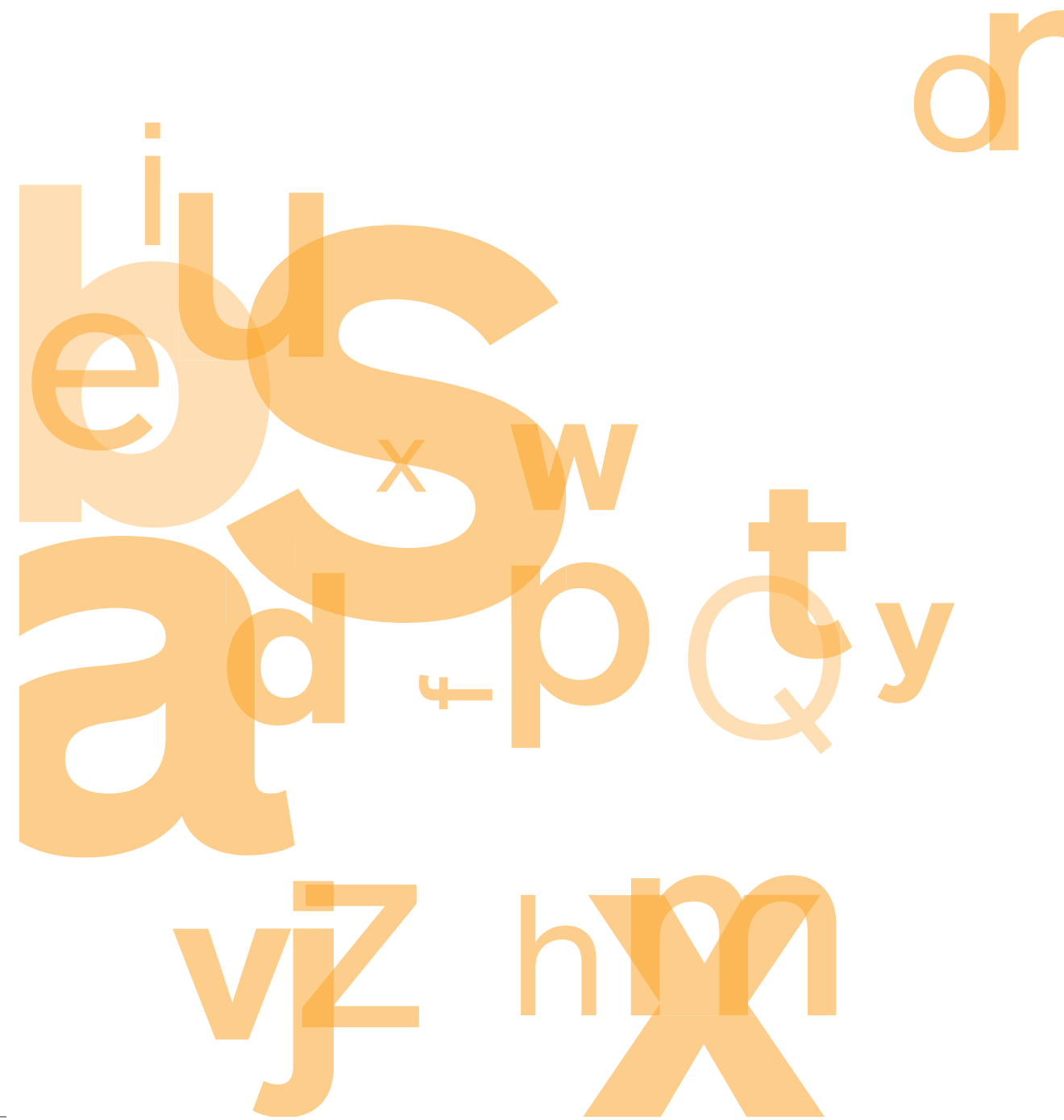
The Internet is
changing the world.
It's changing
the way people
connect and live.

WELCOME TO PEER 1 TALKS!

In a nutshell, this guide will help you inject a little flare into your words, while making sure your commas fall where they are supposed to. Use this guide as a reference in drafting any reports, correspondence and publications produced for, or about, Peer 1 Hosting. It's up to all of us to ensure we have a unified voice with our customers, partners and the media.

Canadian spelling is used in this document. An alphabetical list of common spellings is included for easy reference, including American, British and Canadian spellings.

Peer 1 Talks is subject to ongoing review and revisions. When in doubt about a particular term or phrase, or if you encounter a new term not described in this guide reach out to the marketing team at brand@peer1.com for clarification.



1. BRAND VOICE

Writing "On Brand"	6
Positioning	7
Personality	7
Tone of Voice	7

WRITING “ON BRAND”

Any message we send out to the world is a direct reflection of who we are as a company. Our best communications should include the facts, presented in a way that reflects what we stand for. We’re not suit-and-tie people, and our writing shouldn’t be either. It’s more about getting an idea across that encompasses who we are, with impact, clarity and accuracy.

We have an opportunity in all our communications to inform and inspire, and generally make folks think outside the box—so have some fun with it.

On Brand

Content marketing is the latest buzzword on the web today. At Peer 1 Hosting, content marketing isn’t just a fad; it’s the heartbeat of our marketing department. As our Content Manager, you will be challenged to be more than a pair of hands—you are a web copy ninja, a content strategist and a master of elegant planning.

Not on Brand

Peer 1 Hosting is looking to hire a Content Manager. Candidates should have 5-7 years of copy writing and editing experience, be able to manage a team of freelance writers as well as agencies. The marketing department at Peer 1 Hosting thrives on content and thought leadership. We are looking for someone who is capable of crafting copy and articulating technology terminology.

POSITIONING

Peer 1 Hosting is the web infrastructure and Cloud Hosting company where dreamers, innovators and disruptors go to harness the untapped power of the Internet to change the world for the better.

We make this a reality for our customers with every interaction. We use innovative technology to deliver an exceptionally responsive, reliable and secure hosting experience. Most importantly, *we care.*

PERSONALITY

Creative: Just like our customers, we are builders whose speech is dramatic and peppered with colour.

Passionate: We care personally about our customers, about the power of the Internet and about its capacity for human good.

Collaborative: We solve problems together—working with our customers and not just for them.

tone of voice

Direct: We get to the point.

Casual: A little informal and a little on the easy going side—we like to communicate in a non-stuffy way.

Intelligent: Casual doesn’t mean we dumb things down. We write and speak with all our knowledge, making things understandable for our audiences, and full of information too.

Sense of Humour: We are fun, and our writing should reflect that.



2. USING OUR TERMINOLOGY

Peer 1 Hosting	10
Tagline	10
Brand Lexicon	11

PEER 1 HOSTING

Use Peer 1 Hosting in full for the first mention in a document, and use the shortened Peer 1—with a space between “Peer” and “1”—for every instance after. Avoid using the slang P1 in any external facing materials.

Spell Peer with a capital “P” and subsequent lowercase letters:

a) *Peer 1 Hosting*

b) *Peer 1*

When using the word “peer” or “peers” to describe individuals, use all lowercase unless used as a greeting.

WHERE EVERY INTERACTION MATTERS

Our tagline “where every interaction matters” is used mainly as a design element. It can be placed wherever it is most visually appealing, if it is required. Consult the Visual Guidelines, pages #39-59, for additional information.

“You can’t use up creativity.
The more you use, the more
you have.”

—MAYA ANGELOU

BRAND LEXICON

Our Brand Lexicon is a concise palette of catchwords and phrases firmly rooted in our brand voice.

peer partner, comrade, colleague. The person who identifies with your challenge, treats you as a respected—and equal—partner, and sees the challenge through to the solution with you.

one first, single, best, most

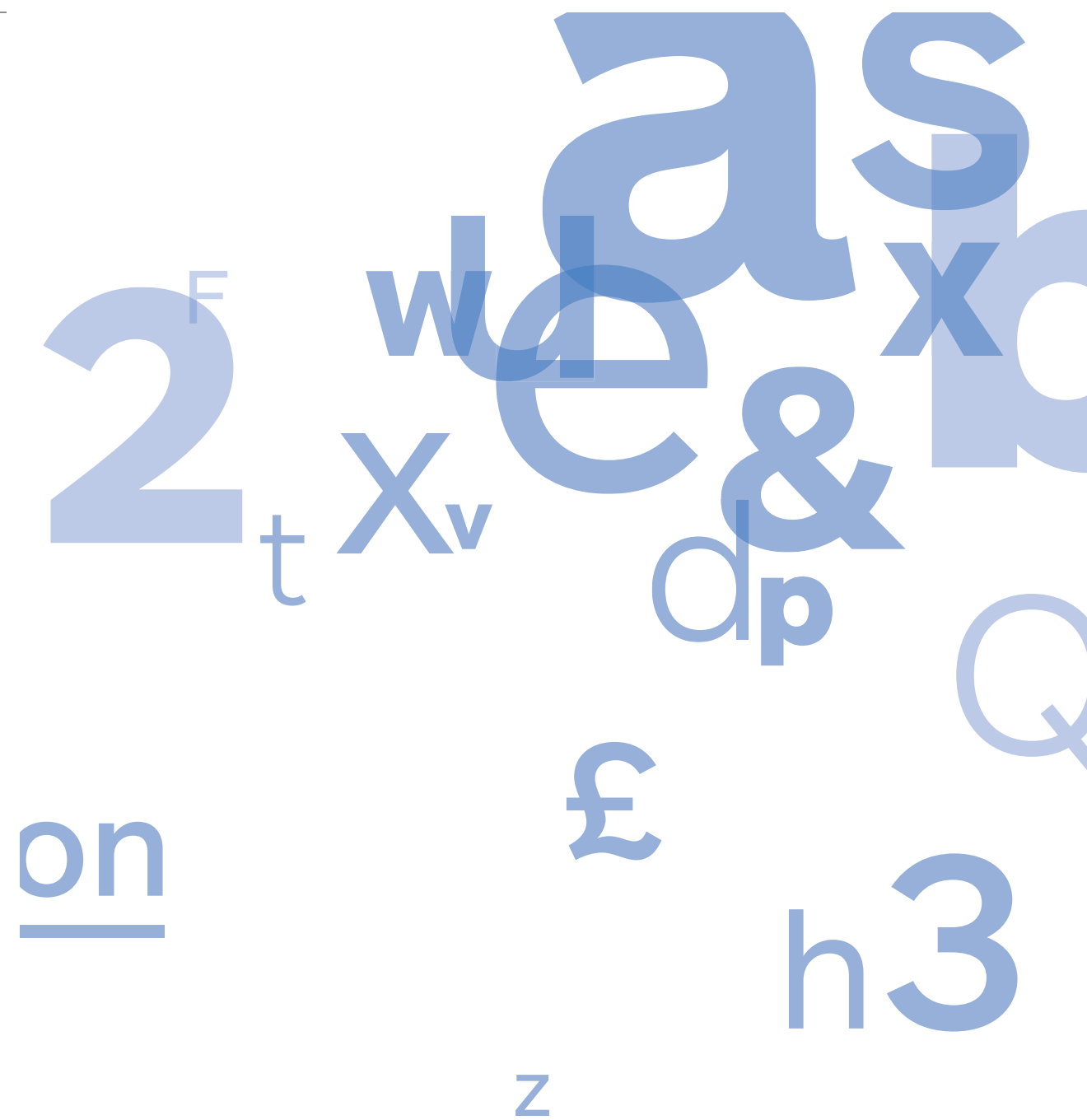
human personal, authentic

to matter significant, important

disrupt interrupt, recreate, remake

innovate reimagine, invent and reinvent

dream imagine, envision



3. LANGUAGE & GRAMMAR

Names & Titles	14
Abbreviations	14
Capital Letters	14
Punctuation	15

NAMES & TITLES

Write out full names and arrange in alphabetical order, if listed. Capitalize all titles following, and placed in apposition to, a personal name:

a) Sheila Bouman, Chief People & Performance Officer

Do **not** capitalize titles modified by a possessive or other type of adjective, or by an indefinite article:

b) They discussed it with the vice-president of finance.

Capitalize titles only when they refer to a specific person, do **not** capitalize titles when they refer to a role:

c) The billing specialist is in contact with our customers.

ABBREVIATIONS

Many abbreviations will not be understood unless the term is written in full at first mention, with the abbreviation given in parentheses:

a) Colocation (Colo) involves customers supplying their own equipment and installing them in a designated space in our facility.

CAPITAL LETTERS

Product names and certain industry terms are always capitalized, no matter where they fall in a sentence:

a) The launch of On Demand is the largest initiative in our history, to date.

b) Cloud Hosting solutions vary greatly.

c) The Internet is changing the world. It's changing the way people connect and live.

PUNCTUATION

Period

The period marks the end of an affirmative sentence. The period is a “full stop”:

a) The executive assistant fits in well with our culture.

Do **not** use a period at the end of any form of heading or after a date line:

b) June 22, 1996

c) Summary of Expenditures

Comma

The comma is the most frequently misused punctuation mark. You must rely on personal judgement. As a general rule, commas interrupt the flow of a sentence and should therefore not be used where they do not contribute to clarity.

Commas are used to separate a name and title:

a) Brenton Brown, Vice-President of Finance

There is no comma before “and” when it introduces the last item in a list UNLESS the previous item was actually a pair of words linked by “and”:

a) Eileen's favourite sandwiches are tuna, ham and cheese, and egg salad.

Apostrophe

Apostrophes represent omitted letters in contractions or omitted numerals in dates:

a) It's the best of its kind.

b) the crash of '29

Question Mark

A question mark is placed at the end of a direct question:

a) What would you do if you found a giraffe in your backyard?

Compound Words

The hyphen is used in certain compound nouns, adjectives and verbs:

a) year-end

Parentheses

Parentheses, or round brackets, are used to enclose additional information serving to explain, amplify or provide comments

on adjacent material. Try to avoid using nested brackets (brackets within brackets) and break up a sentence with an em dash (see **Dashes**):

a) You will need a flashlight for the camping trip (don't forget the batteries!).

Dashes

Use an en dash (“short dash”) to join inclusive numbers:

a) pages 9-12

Use an em dash (“long dash”) as a substitute for a semicolon or comma, to indicate a more emphatic break:

a) The day saw seven hopeful—yet nervous—applicants grouped together.

“ Be bold or italic. Never regular.”
—UNKNOWN



be used in all caps

4. DATES & NUMBERS

Numbers	20
Dates	20
Time	20
Currency	20
Addresses	21
Phone Numbers	21

Numbers

Write numbers in full up to, and including, ten (except when using “Peer 1”), and 11 and above in digits:

- a) *There are four peers working in our Vancouver data centre.*
- b) *In total, there are more than 500 employees working at Peer 1.*

Use a comma for numbers from 1,000.

Dates

Use a comma to separate the day of the week from the date, and the place from the date:

- a) *Friday, February 13*
- b) *Atlanta, February 13*

Time

Present exact time as follows, and include time zones when necessary, in all caps with no periods:

- a) *11 a.m. or 11:00 a.m.*
- b) *1 p.m. PST or 1:00 p.m. EST*

Currency

When it is necessary to distinguish dollar amounts in one currency from those in another, use the appropriate symbol with the figure in question:

- a) *Their bill per month is C\$650, their bill per month is \$650 USD or their bill per month is £650.*
- b) *We raised a total of £650 (\$1,018 USD).*

Addresses

Street and avenue designations up to and including Tenth are usually spelled out:

- a) *9511 Tenth Avenue*
- b) *96 Avenue*

American addresses are written as follows:

- a) *101 Marietta Street, Suite 500
Atlanta, GA 30303*

For Canadian addresses, apartment or suite numbers are written before the building number:

- a) *1000-555 West Hastings Street
Vancouver, BC
V6B 4N5*

UK addresses are written as follows:

- a) *7th Floor, Brettenham House
Lancaster Place, London
WC2E 7EN*

Phone Numbers

In print and digital instances telephone numbers are written with decimals:

- a) *604.683.7747*

For international telephone numbers use spaces:

- a) *+44 (0) 7795 090009*

BUSINESS CLASS EMAIL

Business Class Email is a turnkey email collaboration platform powered by Microsoft® Exchange that is fully managed by our dedicated team of email experts. Customers get all the enterprise-grade functionality that they expect from the platform without all the additional headaches and investments that come with mail servers, software licenses, security and non-stop system administration.

And no matter where our customers are, or what type of device they're using, it delivers rich, efficient and secure access to email, calendars, attachments, contacts and more. This anywhere access that business employees demand, along with its advanced security and ease of use, is exactly what our Business Class Email delivers.

COLOCATION

Colocation refers to the practice of housing a customer's servers and devices in a professional data centre in order to access economies of scale, advanced infrastructure, greater bandwidth, lower latency, specialist services and systems, constant security and a whole host of additional advantages.

As technologies become more extensive and sophisticated, the option of constructing or adding on to a proprietary, private data centre becomes financially and practically absurd (except, perhaps, for the largest businesses).

CLOUD HOSTING

The "cloud" is a loose term for a diverse set of products and services. Cloud Hosting solutions vary greatly and deliver a wide range of control, flexibility, security and transparency. Fundamentally, we offer two types of Cloud Hosting: Public and Private.

Public Clouds

A public cloud is one in which the services and infrastructure are provided off-site over the Internet. These clouds offer the greatest level of efficiency in shared resources; however, they are also more vulnerable than private clouds.

A public cloud may be an obvious choice when:

- *Standardized workload for applications is used by lots of people, such as email.*
- *Our customer needs to test and develop application code.*
- *Our customer needs incremental capacity (the ability to add compute capacity for peak times).*
- *Our customer is working on collaboration projects.*
- *Our customer is doing an ad-hoc software development project using a Platform as a Service (PaaS) offering cloud.*

Private Clouds

A private cloud is one in which the services and infrastructure are maintained on a private network. These clouds offer the greatest level of security and control, but they require the

customer to still purchase and maintain all the software and infrastructure, which increases the cost savings.

A private cloud is the obvious choice when:

- *Our customers' business is their data and their applications. Therefore, control and security are paramount.*
- *Our customers' business is part of an industry that must conform to strict security and data privacy regulations.*
- *Our customers are large enough to run a next generation cloud data centre efficiently and effectively on its own.*

DEDICATED SERVERS

Dedicated Hosting or Dedicated Servers are a type of Internet hosting in which the customer leases an entire server not shared with anyone. This is more flexible than Shared Hosting, as organizations have full control over the server(s), including choice of operating system, hardware, etc. Server administration can usually be provided by the hosting company as an add-on service. Dedicated Servers are most often housed in data centres, similar to Colocation facilities, providing redundant power sources and HVAC systems. In contrast to Colocation, the server hardware is owned by the provider.

HYBRID HOSTING

Hybrid Hosting, a computing approach that combines components of Dedicated Hosting and Cloud Hosting in a single solution, allows businesses to switch seamlessly between dedicated hosted environments and cloud services, or use both simultaneously, as needed. In particular, Hybrid Hosting solutions recognize that a business will have different sets of

requirements for different types of computing needs as well as requirements associated with specific types of applications. Rather than forcing organizations to select just one platform, Hybrid Hosting gives businesses access to both, integrating the strengths of each seamlessly, without incurring unnecessary costs and without introducing undesirable complexity.

MANAGED HOSTING

We can simply define Managed Hosting as a form of Dedicated Hosting. The servers and devices are owned by the Internet Service Provider (ISP) or hosting provider and leased by a single customer. Unlike standard Dedicated Hosting, the ISP manages the day-to-day management of hardware, operating systems and standardized applications. Customers retain, have root/admin access, but rarely use it. Their access to their managed hosting environment servers is typically limited to managing websites and applications through online tools.

Typically built into Managed Hosting are technical services such as hardware and software setup and configuration, maintenance, hardware replacement, technical support, patching, updating and monitoring. Also available, usually at additional cost, are advanced services like vulnerability scans, DDoS attack mitigation, data backups, load balancing, firewalls, intrusion detection and more.

ON DEMAND

A single web-based platform offering an intuitive user interface where customers and partners can purchase, re-sell, and manage multiple interrelated services and hybrid solutions composed of Dedicated Servers, Cloud Servers, virtual load balancers and firewalls.

6. A TO Z & ACRONYMS

A to Z	30
Data Centre Codes	31
Acronyms	31

A TO Z

As a global company there are many words that are spelled differently depending on which country we are communicating in. As a Canadian-based company, our internal communications generally follow Canadian spelling and style standards, but there are times when American or British spellings will be used, depending on the target audience.

A list of common spellings for each of our major locations:

American	British	Canadian
<i>analyze</i>	<i>analyse</i>	<i>analyze</i>
<i>behavior</i>	<i>behaviour</i>	<i>behaviour</i>
<i>catalog</i>	<i>catalogue</i>	<i>catalogue</i>
<i>center</i>	<i>centre</i>	<i>centre</i>
<i>check</i>	<i>cheque</i>	<i>cheque</i>
<i>color</i>	<i>colour</i>	<i>colour</i>
<i>computerize</i>	<i>computerise</i>	<i>computerize</i>
<i>customize</i>	<i>customise</i>	<i>customize</i>
<i>datacenter</i>	<i>data centre</i>	<i>data centre</i>
<i>defense</i>	<i>defence</i>	<i>defence</i>
<i>draft</i>	<i>draught</i>	<i>draft</i>
<i>energize</i>	<i>energise</i>	<i>energize</i>
<i>fiber</i>	<i>fibres</i>	<i>fibres</i>
<i>globalization</i>	<i>globalisation</i>	<i>globalization</i>
<i>legalize</i>	<i>legalise</i>	<i>legalize</i>
<i>minimize</i>	<i>minimise</i>	<i>minimize</i>
<i>optimize</i>	<i>optimise</i>	<i>optimize</i>
<i>organization</i>	<i>organisation</i>	<i>organization</i>
<i>practice</i>	<i>practise</i>	<i>practice</i>
<i>program</i>	<i>programme</i>	<i>program</i>
<i>realize</i>	<i>realise</i>	<i>realize</i>
<i>traveler</i>	<i>traveller</i>	<i>traveller</i>
<i>virtualization</i>	<i>virtualisation</i>	<i>virtualization</i>

DATA CENTRE CODES FOR EACH LOCATION

ATL	Atlanta
FMT	Fremont
FRK	Frankfurt
IAD	Virginia
LAX	Los Angeles
MIA	Miami
MTL	Montreal
MUN	Munich
NYC	New York
POR	Portsmouth
SAT	San Antonio
SEA	Seattle
SJ	San Jose
TOR-DT	Toronto Downtown
TOR-SC	Pullman
VAN	Vancouver

ACRONYMS

AD

Active Directory—Windows server technology that allows you to control how different users can have different levels of administrative access to a server.

AMS

Attack Mitigation System—real-time network attack prevention

API

Application Programming Interface

BDC

Business Development Consultant (Peer 1 sales role)

BI

Business Intelligence

CA

“Controlled Availability” in launching Peer 1 products

CAGR

Compound Annual Growth Rate

CSR

Custom Service Request—AKA One-off

DC

Data Centre/Datacenter

DCO

Data Centre Operations

EMEA

Europe, Middle East and Africa

LOE

Level of Effort: how long it will take to take from concept to delivery

MRC

Monthly Recurring Charge

NAS

New Acquisition Sales Reps

NOC

Network Operations Centre

NRC

Non-recurring Charge

POP

Point of Presence—geographical DC location

SME

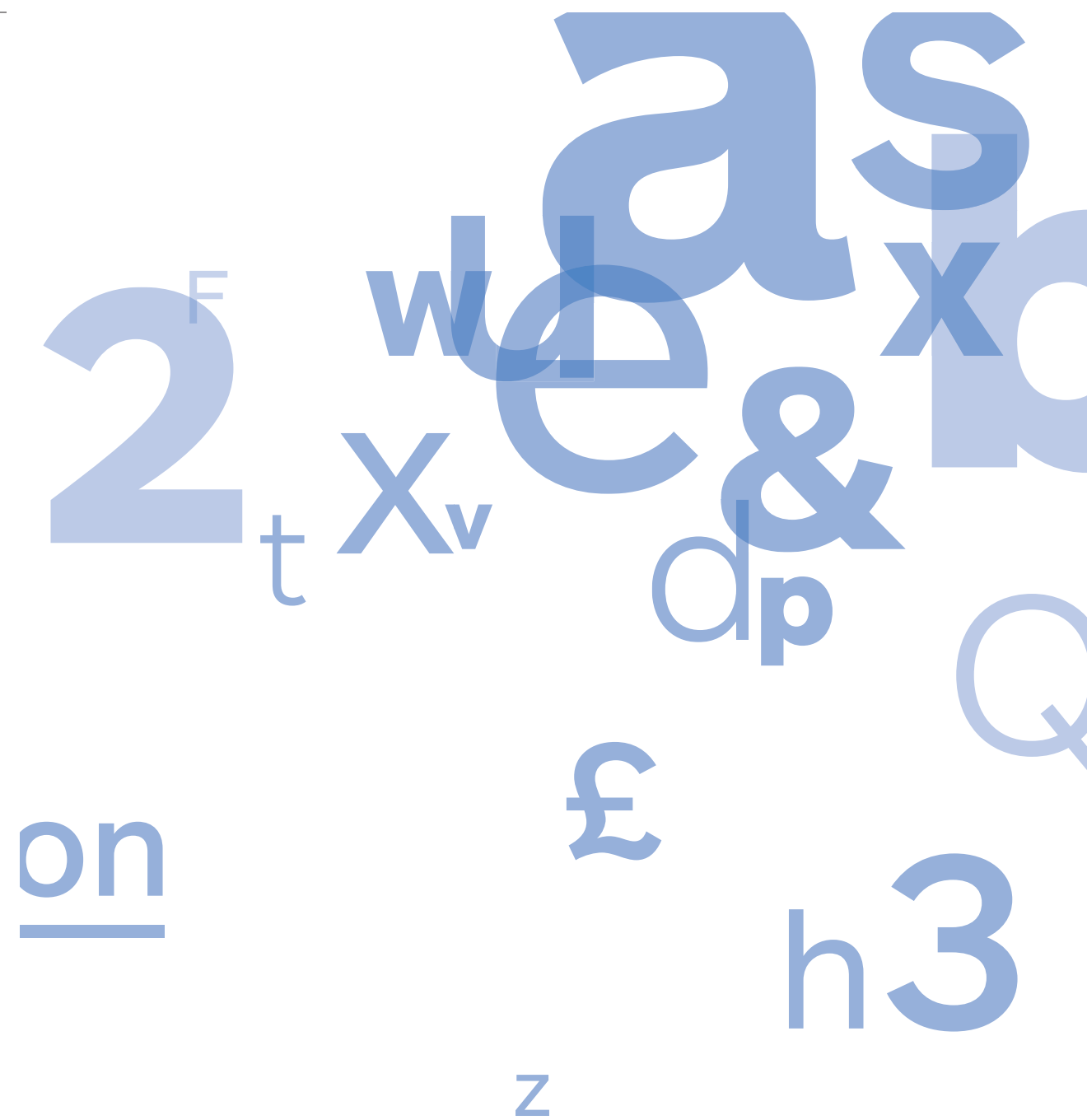
Subject Matter Expert

SSAE 16/ CSAE 3416/ ISAE 3402

These are financial auditing standards designed by the American Institute of Certified Public Accountants (AICPA) specifically designed to provide cloud and service providers a third party exam. These accreditations reflect controls which are in place over a period of time, commonly referred to within the industry as Type II.

TAM

Technical Account Manager (Peer 1 support role)



7. STANDARDS & GLOSSARY

Naming Standards	36
Glossary	37

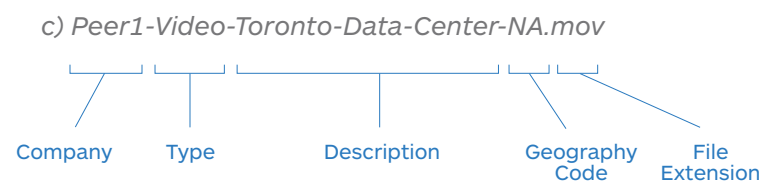
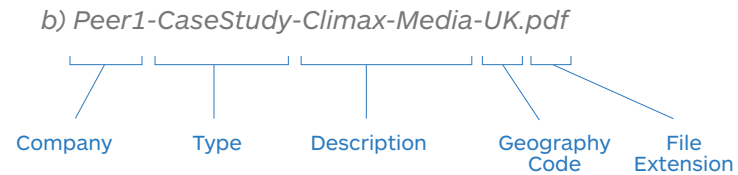
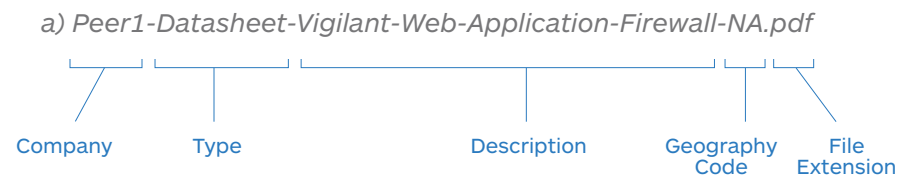
NAMING STANDARDS

When it comes to naming public facing documents and/or collateral the name of the file is essential.

Follow these standards:

Company-Type-Description-GeographyCode.extension (lower case)

The file name must be separated by hyphens, with no underscores or spaces.



GLOSSARY

This guide is intended to help you write and design on brand for a Peer 1 audience, internal or external, and many items have been addressed, from typography to acronyms. In an effort to keep this document relevant we have omitted a glossary of key terms, such as:

eCommerce
FastFiber Network™
FirstCall Promise™
People & Performance

When you are in doubt regarding how a name or term is spelled or used, please reach out to the marketing team at brand@peer1.com for clarification.

VISUAL GUIDELINES

This swift version of our brand guidelines is a great starting place for peers who need to infuse some of our visual traits into their work. It explains how, and when, to use our signature, tagline, graphic elements and colours. Consult the marketing team, or the Brand Guidelines if you need to dig a little deeper.

signature. clear space

The Peer 1 signature (logo) should always be surrounded by a minimum of 1P (the width of the “p”). Wherever possible, allowance for more clear space is preferred. The area of clear space ensures that text or other visual elements do not encroach upon the signature. The light gray box around the signature shown here indicates this clear space.

Vertical Peer 1 signature



Horizontal Peer 1 signature



signature. acceptable use of colour

The Peer 1 signature can be used in the following colours and colour combinations. All colours in the signature should be used at 100%. These colours can be used for both the vertical and horizontal signatures.

- | | |
|---|---|
| 1 On PMS 382 background
Peer 1: PMS Cool Gray 9
hosting: White | 5 On PMS Cool Gray 9 background
Peer 1: White
hosting: PMS 382 |
| 2 On PMS 137 background
Peer 1: White
hosting: White | 6 On PMS Cool Gray 9 background
Peer 1: White
hosting: White |
| 3 On PMS 376 background
Peer 1: White
hosting: White | 7 On white background
Peer 1: Black
hosting: Black |
| 4 On PMS 2727 background
Peer 1: White
hosting: White | 8 On black background
Peer 1: White
hosting: White |



signature. unacceptable use of signature



signature. unacceptable use of signature

It is important that the Peer 1 signature maintains a strong visual presence whenever it is used in both electronic and print mediums. The signature should never be used as indicated below and on the left.

- 1 The signature should never be altered or distorted in any way.
- 2 The signature should never be screened back to the point where it is illegible.
- 3 Never alter the brand signature colours.
- 4 No special effects should be added to the signature.
- 5 The signature should never be reversed out of photography where the result is illegible.
- 6 The signature should never be placed on a background where the result is illegible.
- 7 The signature should never appear in a light colour against a light background that makes it illegible.
- 8 The signature should never appear in a dark colour against a dark background that makes it illegible.

signature. signature with tagline

The tagline for Peer 1 Hosting is never to be “locked-up” with the signature, but used “in proximity” as demonstrated on this page.

“Where every interaction matters.” should feel at home with the overall content of the page being designed and kept away from the signature by at least the width of the signature being used on a page.

The tagline may appear by itself on the second, or back side, of a piece of communication (e.g. business card). It can be coloured grey, green or white.

tagline

Where every interaction matters.

signature



examples



signature. signature with tagline

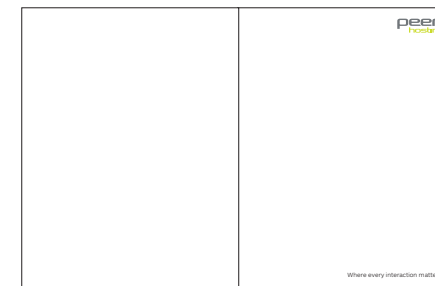
The tagline should be placed "in proximity" within the design or page being designed.

The tagline can be placed wherever is most visually appealing but not placed closer than the width of the signature being used within the design.

It is unacceptable to "lock-up" or place the tagline on any side or next to the signature as shown.

The minimum clear space for measuring where to place the tagline is indicated below.

in proximity



unacceptable use of tagline



clear space for signature with tagline



signature. signature with and without tagline

The signature is used three different ways depending on where it is being used. Please follow the examples below for reference. See the table on page #47 for more details.

signature without tagline



signature with tagline



Where every interaction matters.

Where every interaction matters.

signature with corporate identifier



signature. usage of tagline and identifier

So many signatures to choose from, but which one should you pick? Below you will find three variations of the Peer 1 signature and the specific examples of where each one can, and should, be used.



Where every interaction matters.

Stationery			●
Customer Invoices			●
Corporate Presentations			●
Email Signatures			●
Trade Show Booth		●	●
Print Ads		●	●
Sponsorships		●	●
Website - Home Page		●	
Website - Internal Pages		●	
PPC Landing Pages		●	
Collateral - Marketing Docs		●	
Videos - Intro/Outro		●	
Email Marketing Templates		●	
Facilities - Signage	●		
Live Chat Interface		●	
Social Media - LinkedIn/FB/Twitter		●	
Illustrations & Diagrams	●		
Interactive Diagrams & Maps	●	●	
SWAG Materials	●	●	
Partner Portal - Main Page		●	
Partner Portal - Internal Pages		●	
Brand Book		●	
Posters for Offices		●	
PR		●	
Banner Ads		●	

When in doubt about which signature to use please reach out to the marketing team at brand@peer1.com for clarification.

colour. colour palette

100	75	Stone PMS Cool Gray 9 CMYK 53-42-39-18 RGB 117-120-123 HEX 75787b
50	25	

100	75	Neon PMS 382 CMYK 25-0-100-0 RGB 196-214-0 HEX c4d600
50	25	

100		Light PMS N/A CMYK 0-0-0-0 RGB 255-255-255 HEX ffffff
-----	--	--

100	75	Night PMS Process Black CMYK 0-0-0-100 RGB 0-0-0 HEX 000000
50	25	

100	75	Orange PMS 137 CMYK 0-41-100-0 RGB 255-163-0 HEX ffa300
50	25	

100	75	Olive PMS 376 CMYK 40-0-100-0 RGB 132-189-0 HEX 84bd00
50	25	

100	75	Sky PMS 2727 CMYK 80-47-0-0 RGB 73-122-219 HEX 497adb
50	25	

colour. colour palette usage

PMS Cool Gray 9 “Stone” is used in the Peer 1 signature, typography, graphic elements and other graphic devices as needed.

PMS 382 “Neon” is primarily used in the Peer 1 signature setting it apart from the Peer 1 green “Olive” shown below.

White “Light” is used for backgrounds and open-space to convey a clean look and make typography “pop”.

Black “Night” is used for backgrounds, typography, graphic elements and other graphic devices as needed.

PMS 137 “Orange” is used in combination with other Peer 1 colours as an accent/highlight colour or as a bold statement where appropriate.

PMS 376 “Olive” is used in combination with other Peer 1 colours as an accent/highlight colour or as a bold statement where appropriate. This green colour should never replace PMS 382 that is used in the Peer 1 signature.

PMS 2727 “Sky” is used in combination with other Peer 1 colours as an accent/highlight colour or as a bold statement where appropriate.

Percentages of these colours may be used where appropriate in an effort to give more design flexibility.

typography. digital and print

ARS Maquette Pro is the brand font for Peer 1.

The Peer 1 brand will utilize the eight weights and styles shown to the right. Although more weights and styles are available, these eight best represent the brand for all print and digital communications.

While there are alternate character options within each weight and style, only the character styles shown here should be used.

Exception: The numeral “1” in this font should be substituted for it’s alternate character “1” when using the Peer 1 name in text.

Note: The exception above applies to the designers who use ARS Maquette Pro font.

This font can be used in all caps or sentence case for both headlines and body copy.

ARS Maquette Pro

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

typography. secondary font

Arial is recommended as a secondary brand font for digital presentations, e.g., PowerPoint and internal communications as needed. The two weights and styles shown here are the preferred weights for these types of communications.

ARIAL

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

typography. short phrases / words

Since the tone and voice for the Peer 1 brand is more conversational and human, how words, phrases and sentences are set in typography should be considered in the following manner for both print and web.

When a single word or phrase of less than five words is used in a call-out or as an accent, it should be set in lower case letterforms as demonstrated below.

When a full sentence is utilized in a headline or subhead as well as paragraphs, normal sentence case rules should be followed.

short phrases / words

one for all

inspired
connections

single

in sentences or paragraphs

Our success is measured by every great connection.

Our customers are more than just companies. They're dreamers, innovators, and disruptors in their fields, looking to harness the untapped power of the Internet to make their businesses hum and, often, to change the world for the better.

graphic device. "one graphic"

The Peer 1 "one graphic" represents the dimensionality and energy of Peer 1's services and capabilities. It can be shown in any of the brand colours, tinted, cropped, paired with itself, or filled with photography. These variations will be shown on the following pages.

The linear "one graphic" should not be re-created with thinner or thicker line weights other than what is shown on this page. It is acceptable to enlarge or reduce the linear "one graphic" as needed.

The overall proportions of the "one graphic" should be maintained when enlarged or reduced.

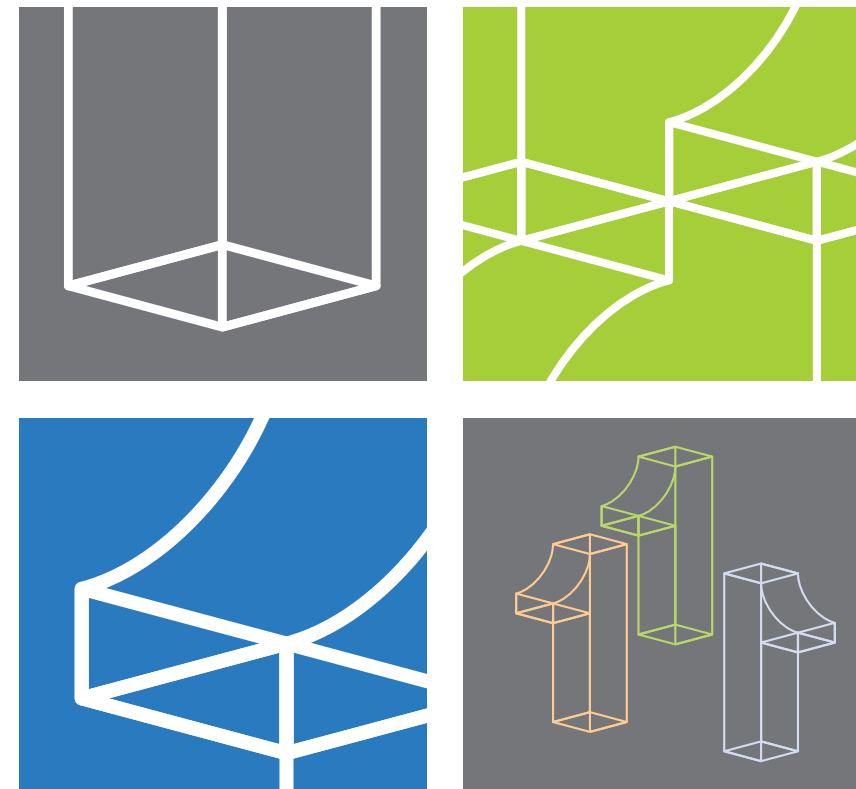


"one graphic"

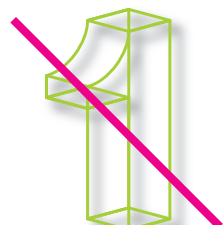
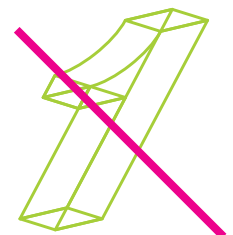
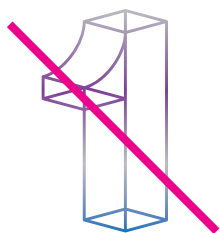
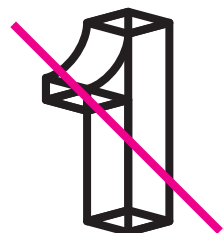
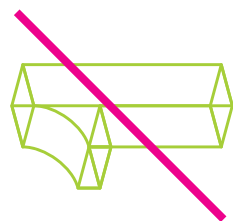
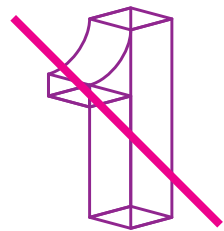
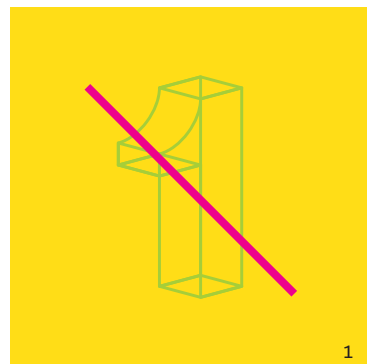
graphic device. "one graphic"

The Peer 1 "one graphic" can be cropped in any number of ways as long as the crop is visually appealing or combined with messaging to create a strong statement.

The linear "one graphic" can also be rotated, flipped or paired with itself as demonstrated on this page.



graphic device. "one graphic", unacceptable uses



graphic device. "one graphic", unacceptable uses

The Peer 1 "one graphic" should not be used or altered in any of the following ways.

- 1 Don't place the "one graphic" on a non-brand colour background.
- 2 Don't use a non-brand colour for the "one graphic".
- 3 Don't place the "one graphic" on an angle.
- 4 Don't place the "one graphic" on a horizontal alignment.
- 5 Don't increase or decrease the weight of the rules making up the structure of the "one graphic".
- 6 Don't introduce or fill the "one graphic" with gradients, patterns or other styles.
- 7 Don't distort the "one graphic".
- 8 Don't use special effects with the "one graphic" like drop shadows, glows or textures.
- 9 Don't use the "one graphic" as an icon to replace or change any part of the Peer 1 signature.

graphic device. "one graphic" with photography

The Peer 1 "one graphic" can be combined with photography in many ways as demonstrated on this page.

The "one graphic" can play a small or large role in conjunction with a layout that includes photography.

The entire "one graphic" can be used as a framing device or just facets to make a more compelling visual.

The "one graphic" can also be used as a super-graphic, cropped and screened back to add drama or focus.

The overall use of the "one graphic" should be purposeful and not interfere with readability.



graphic device. "one graphic" with messaging

The "one graphic" can play a small or large role in conjunction with a layout that includes messaging.

The entire "one graphic" can be used as a framing device or just facets to make a more compelling visual.

The "one graphic" can also be used as a super-graphic, cropped and screened back to add drama or focus.

How the "one graphic" is used in a layout depends on if it is playing a major or smaller supporting role, but the overall use of the "one graphic" should not interfere with readability.

