

DRAFT



LONAP Style Guide

Issue DRAFT.2
August 29, 2022

Logo

The LONAP logo is at the core of our brand. Its form evokes interconnection and exchange. Its symmetry speaks to our dependability. Hidden within its negative space are a further set of arrows and connections.

To maintain and reinforce a strong brand identity, we only use the logo and logotype in compliance with these guidelines. When we give permission to a third party to use our logo, we give them this document and require them to follow it.



We prefer the horizontal logo and use it wherever possible.



We use the vertical logo only where space is constrained, or where it is a better visual fit within its context, but we don't generally prefer it as the relative size of the logotype is reduced.



We use the black and cyan version of the logo and logotype on a white or light-grey background.



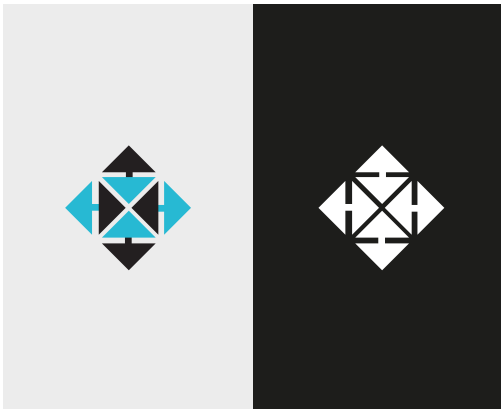
We use the monochrome logo and logotype in pure white on a charcoal or black background.



Special Logo Usage



We only use a black monochrome logo in black and white print media, where we prefer it to avoid dithering. In all other situations where there is a white background, we use the black and cyan logo.



We only rarely use the LONAP logo alone without the logotype, and we **never** give permission to third parties to do this.

We only do this in very specific circumstances where it is impossible to include the logotype because it would be too small **and** the LONAP name is reinforced by the surrounding context. The only approved current example is the website favicon.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis exerci tation ullam-suscipit corpor lobortis nihil uta aliquip exsi ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros



We keep a clear distance of at least one full arrow (including stem) must in all directions between the logo, logotype, and any other item on the page.



We never use any form of the logo on a coloured or mid-grey background. Where we can't avoid this, we provide a white background that exceeds the size of the logo and logotype by the size of at least one arrow in every direction, as per the previous spacing requirement.

Prohibited Logo Changes

We do not make any changes to the logo or logotype; we always use the standard artwork files without modification.



We never alter the spacing between the logo and logotype.



We never change the proportionate size of the logo and logotype.



We use the logo in vector format wherever possible, including SVG format on the web. In circumstances where this is impossible, we use a very high resolution image so that it can be scaled (allowing higher quality on higher dpi screens). If neither is possible, we create the bitmap image in the exact required size so there is no scaling.

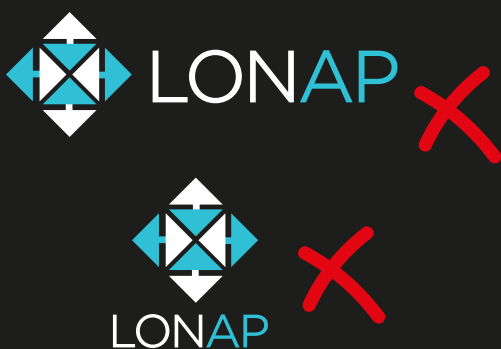


Where bitmaps are unavoidable, we choose a format with a transparent background (such as transparent PNG) and we never use lossy compression (such as JPEG).

Deprecated Logos



We no longer use the logo with the TM symbol, as it was too small and thin for most media and most circumstances where it was used. All approved logos from the 2022 refresh have had this removed. If we find a logo file with a TM, we **do not use it** as it does not include the latest logo and colour updates.



We no longer use the white and cyan logo on new designs. We now use the white monochrome logo instead on dark backgrounds.

Colour Palette

LONAP Cyan



RGB

#27b9d3

CMYK

69% 3% 15% 0%

PMS

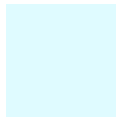
638 C

Shading Palette



RGB

#60e9ff



RGB

#dffbff



RGB

#b4f6ff



RGB

#0e464f

Accent Palette



RGB

#ffcd36



RGB

#d3f035



RGB

#d82a16

ATTENTION

This is a *draft* document.

The accent palette has not been finalised.

Typography

Our standard paragraph font is Roboto Regular (400).

Our standard header font is Roboto Medium (500), which we use at a 30% increased point size when used as section headings.

We use Roboto Bold (700) for bold face within paragraphs.

We don't use any other weights.

Writing Conventions

We always capitalise our name as LONAP, and never as LoNAP or Lonap.

LONAP is an abbreviation of "the London Access Point". It no longer stands for "~~the London Network Access Point~~".

There is however no such thing as "~~the LONAP~~"; "LONAP" stands alone. "The" can still appear in the possessive: "the LONAP peering LAN" is correct.

We use British English spelling in all materials.

We use title case in our headings; that is to say, all words have an initial capital letter except for common, minor words: "The Value of Peering in a Modern Internet".

We use Gbps when referring to throughputs or bandwidth limits, and GE when referring to physical interfaces. There is always a space between the number and the unit. For example, "a 100 GE port with a 40 Gbps rate limit".

We refer to electronic mail as "e-mail" and never as "~~email~~". The "e" is not capitalised unless it appears at the beginning of a sentence.

Updates

Version DRAFT.1 – August 22, 2022 (DC)

First draft of style guide. All logos have been updated. The logotype is now horizontally aligned to the logo, and enlarged slightly so the O is the height of the logo's arrow. All colours have been standardised. The TM has been removed from all logo variants. The white-cyan logo has been deprecated.

Issue DRAFT.2 – August 29, 2022 (DC)

Updated the accent colours. Split off the lossless/transparency requirement and provided an example image. Improved alignment. Changed tone of voice to the first person plural throughout.