

Brand Guidelines

October 2011



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Purpose/Objective

These brand guidelines provide a succinct overview of our look and feel and core brand elements, as well as a set of principles that offers direction for how the brand should be represented. Used consistently, they'll help to differentiate our brand in a competitive landscape. and create preference in the hearts and minds of our partners.

That said, these are guidelines in the truest sense of the word; they're not rigid edicts or mandates (with a few exceptions).

These guidelines are intended to be used internally as a reference tool when incorporating existing brand assets (logos, icons, images, copy points, etc.) into our collateral.

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Color Palette

For a more corporate look and for maintaining some of the integrity of the Acceller’s original logo, this color palette uses a dark, cool gray paired with a champagne yellow. Yellow reinforces four of the keywords; joy, happiness, intellect, and energy.

Secondary Color Palette

A light, cool gray is used as a secondary color in combination with a vibrant teal as an accent and is used to evoke a fresh, modern, and inviting feel. Blues are linked to intellect. Even further, brighter blues tend to be dynamic and energetic. We added these two support colors to the palette to serve a functional role on select applications. This will include links on the Web and charts and graphs in PowerPoint.®

* Please note that the light gray should only be used as a containment box and should never be used as text. In addition, the teal should never be used as a containment box. Please refer to sample below for rules:

Containment Box Sample

Containment Box Sample

Containment Box Sample

Containment Box Sample

Containment Box Sample

Containment Box Sample

The colors, RGB breakdowns shown on this page and throughout these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition of the PANTONE formula guides. PANTONE® and PANTONE MATCHING SYSTEM® are the property of Pantone, Inc.





Primary Color Palette



Secondary Color Palette



Color Chart

	Pantone	CMYK	RGB
	425U	c0 m0 y0 k77	r95 g96 b98
	7405U	c0 m25 y80 k5	r228 g174 b19
	3125U	c85 m0 y21 k0	r71 g175 b197
	3% Black U	c0 m0 y0 k3	r247 g247 b247

Logos

Logo Clearspace

Clearspace represents the logo's parking spot. Always position it for maximum impact and give it plenty of room to "breathe." The example shown represents the minimum clearspace (clearspace equals the height of the "r" in Acceller). Clearspace exceptions may be based on specific application requirements (e.g., signage). These exceptions will be noted.

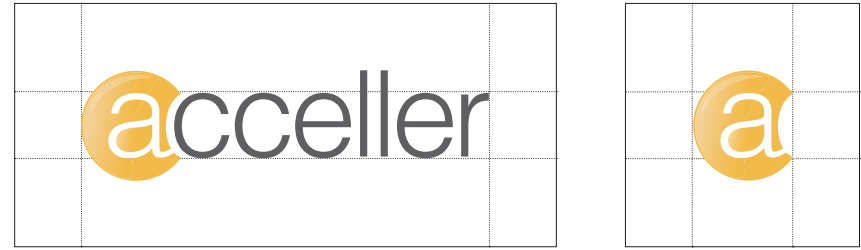
Minimum Size

In reproducing the Acceller logo, consider its size and legibility. A logo that is too small ceases to serve any communicative function. The minimum-size use of the Acceller logo is 54 pixels on screen and .75 inches for print. The minimum-size use of the Acceller "A" icon is 13.229 pixels on screen and .1837 inches for print.

Alternative Color Usage

Apart from the full color Acceller logo with a gradient, there are four alternative variations of the logo that can be used. This includes the logo in the approved solid gray and yellow as well as black and white.

Minimum Clearspace



Clearspace surrounds the logo and equals the height of the "r" in Acceller.

Minimum Size



Alternative Color Usage



Logos

Incorrect Use of Logo

The Acceller logo represents the company and should not be altered to change the look and integrity of the official logo. Please respect the logo by acknowledging the incorrect uses of the logo described to the right.



Do not close the space in between the “a” and “c” of the logo.



Do not increase the space in between the “a” and “c” of the logo.



Do not distort, skew, stretch, or squash the logo.



Do not change the font of the logo.



Do not invert the colors of the logo.



Do not use the logo on a patterned background.



Do not use black logo on really dark background.



Do not use white logo on really light background.

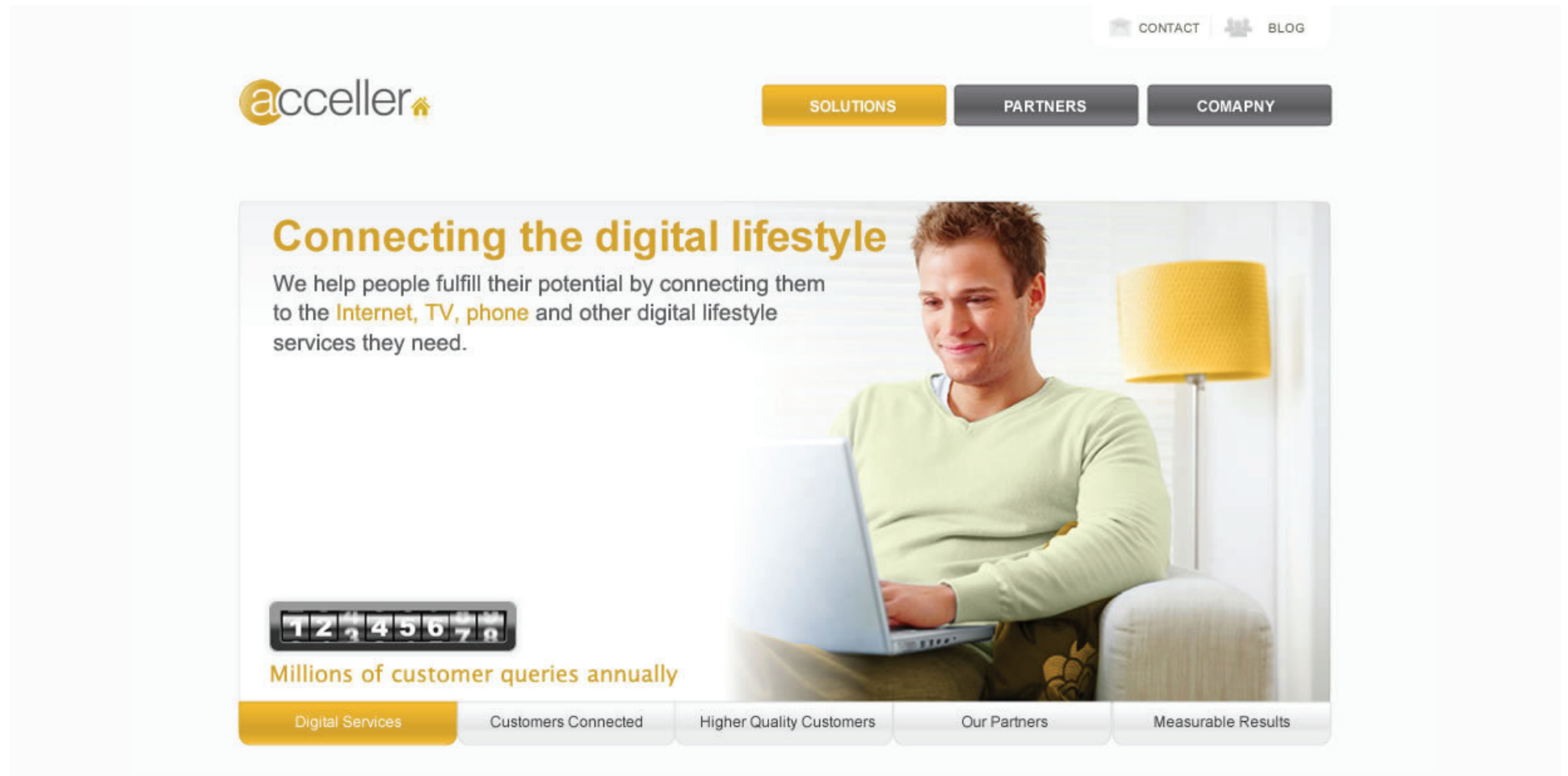


Do not use the logo on a colored background.

Imagery

Visual Aesthetic

The visual aesthetic for our imagery involves manipulating lifestyle imagery to compliment the brand colors in a subtle way. Various elements of the photo are highlighted with the Acceller yellow to coordinate with our brand.



Typefaces

Helvetica and Arial

Helvetica is the typeface used for all of Acceller's collateral. It is available in a family of weights and styles. Arial should be used for web applications when Helvetica is unavailable.

Upper/lowercase type setting in Helvetica Bold or Arial Bold should primarily be used when creating headlines on DISH Network communications. To form greater distinction, use Helvetica Bold or Arial Bold in ALL-UPPERCASE to provide greater emphasis for messaging in all collateral.

Primary Use for Headlines

**Sample headline for use on
all Acceller applications.**

Alternative Use for Headlines (e.g. greater emphasis in messaging)

**SAMPLE HEADLINE FOR USE ON
ALL ACCELLER APPLICATIONS.**

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890^!@#\$%&*()?— — ‘ ’ “ ”

Helvetica Light

Helvetica Light Oblique

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890^!@#\$%&*()?— — ‘ ’ “ ”

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic