



P U R E S P E E D  
**LIGHTWAVE**

Brand Guidelines for Press  
and Partners

# Welcome

Welcome to PS LIGHTWAVE. And thanks for your interest in our company. At PS LIGHTWAVE, our name is our brand, so we've developed a set of guidelines to assist you when using our company name and logo.

## Who We Are

As a Houston-headquartered telecommunications company, we are authorized by the state of Texas to provide Ethernet Circuits, Fiber Optic Internet Service, Voice over IP (VoIP) and Dark Fiber to organizations across the region on Houston's largest private Metropolitan Area Network.



## The PS LIGHTWAVE Brand

Every day, we rely on telecommunication networks to connect our cellular phones, devices and computers with each other and the Internet. Similarly, this state of interconnectedness is illustrated in the **PS LIGHTWAVE** name and logo design.

### Naming a Company: An Historical Perspective

In 2009, CEO Rhonda Cumming was thinking about what to name her new company. She knew she wanted to use the word PS as part of the company name, but what word could be combined with PS that had not already been taken? Ms. Cumming pondered the question as she sat on a beach watching the early morning light play over the waves. In that moment, she realized LIGHTWAVE was the perfect word to combine with PS: it was a standard telecommunications industry term as well as the platform used to transport sound, data and video via Ethernet over fiber.

Once the name was decided, Ms. Cumming met with her graphic designer and described how she wanted to incorporate waves in the logo and the company name. Based on her description, the designer built the logo image as a series of P's and L's displayed in a circular, interlocking, wave pattern. In addition, the "W" in the word LIGHTWAVE was reformatted to look like a wave, which, when combined with the logo, emphasized light wave technology.

In 2010, PS LIGHTWAVE was established in Houston, Texas. And by 2013, the company was certified as a facilities-based telecommunications company (CLEC) through a Service Provider Certificate of Operating Authority (SPCOA) issued by the Texas PUC.

## A Word On Social Media

We want to make it easy for you to connect with us on social media, so we've made all of our social media names the same. Search for us on social media by using the company name **PS LIGHTWAVE** or connect with us by using the helpful links below.

**LINKEDIN:** <https://www.linkedin.com/company/pslightwave>

**TWITTER:** <https://twitter.com/PSLightwave>

**FACEBOOK:** <https://www.facebook.com/pslightwave/?fref=ts>

**Google+:** <https://plus.google.com/+Pslightwave/posts>



## Guidelines

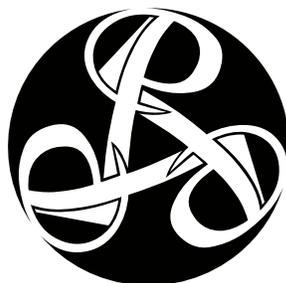
### Use of the Company Name

The PS LIGHTWAVE company name may be written as PS LIGHTWAVE, PS Lightwave, or as its registered trade name PS Light Wave, Inc. The company name can be abbreviated on second reference as LIGHTWAVE.

### Guidelines for Use of the P Symbol

The PS LIGHTWAVE "P symbol" can be used as a stand alone entity or may be combined with the company name in a horizontal or vertical format. Logos are available for download at [pslightwave.com/newsroom](http://pslightwave.com/newsroom).

The P symbol should always face in the direction shown and should not be reversed in direction, whether as a stand alone element or as part of the logo. The P symbol is available as a full color swirl or in black and white. Acceptable renditions of the P Symbol are full color, full color swirl, black/white and greyscale.



## Dimensions and Reproduction

The company name is produced in two fonts: Century Gothic for PS and Walkway Black for LIGHTWAVE. The letters W and A appear to form a wave between them. When stacked and depending on use, the font size of PS is 10 points, and LIGHTWAVE has a font size of 48 points.

When using the logo for marketing purposes, please provide adequate white "padding" space around the logo so other elements do not encroach upon the logo.

### P Symbol

The suggested minimum size is 30% of the original artwork or .472" (12 mm) in width. The symbol should not be reduced so that the white space (white space inside and outside of the letters and symbols), disappears or the color elements appear to bleed into the white space.

### Vertical Stacked Logo

Not to be produced smaller than one inch in height. The vertical logo should be used when space is limited.

### Horizontal Logo

The horizontal logo containing the company name to the right of the P/L Symbol is the preferred logo for use in marketing, events, trade shows, and news publications.



# G.R.I.T. Logo

## Why G.R.I.T.?

PS LIGHTWAVE's CEO Rhonda Cumming saw the importance of establishing core values for the organization but wanted input from all staff. She began the process by writing down key terms she believed best described the organization then set her notes aside. Next, she enlisted the help of PS LIGHTWAVE's Communications Manager, Jennifer Henderson, to develop a staff presentation on the importance of core values. Small group meetings were scheduled with staff so everyone had an opportunity to provide a response. Employees presented stories and examples of what they thought were the guiding principles that set PS LIGHTWAVE apart from other companies.

"By articulating values, it becomes intentional and creates alignment," Ms. Cumming said. "This unification aspect creates a team that shares these values, which govern internal and external behavior."

Ms. Cumming created a semi-final list from the compiled information and combined it with her initial list. She presented the information to the LIGHTWAVE Board of Directors. She asked the board to select no less than three, but no more than seven values from the compiled list. Eventually, the board agreed on four words which formed the acronym G.R.I.T. Ms. Cumming, whose shares her mother's Finnish heritage, realized grit has a similar definition to the Finnish word, Sisu. "The Finnish people have a lot of pride for a small country, and grit has the closest meaning to the Finnish word," Ms. Cumming said.



Grit

Growth • Respect • Integrity • Trust

## The Meaning

Company values represent the foundation of our business. Our employees conduct themselves in accordance with four principles: Growth, Respect, Integrity and Trust (GRIT). We apply these core values in our interactions with customers, partners, vendors, and employees.

## The Symbol

The GRIT symbol is unique to PS LIGHTWAVE. The symbol should always be reproduced from the original artwork available in multiple formats at [pslightwave.com/newsroom](http://pslightwave.com/newsroom). The GRIT symbol should always face in the direction shown and never be reversed in direction.

Two color schemes are available: Determined Orange and Office Green; both color schemes are acceptable. The Symbol should never be used without the tagline (4 words underneath). The tagline is in Arial Narrow font and spaced evenly using dots to divide each word in the series.

## Dimensions and Reproduction

The suggested minimum size is 30% of the original digital version or 1.5" (38.1 mm) in width, although the symbol should never be reduced so that the P separations located in the dot of the i disappear. Please provide adequate white "padding" space around the logo so other elements do not encroach upon the logo.

## Full Logo

Not to be produced smaller than 1" in height.



Growth • Respect • Integrity • Trust



# Company Colors

Dark Blue, Medium Blue, Light Blue, Determined Orange, Office Green, Dk. Grey, Lt. Grey, White, and Black.

## RGB - Display Colors

Dark Blue	Medium Blue	Light Blue
R: 39	R: 27	R: 140
G: 65	G: 117	G: 198
B: 133	B: 188	B: 236

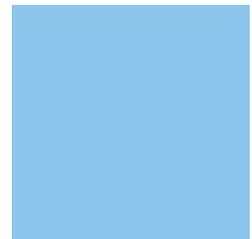


Determined Orange	Office Green	Dk. Grey	Lt. Grey
R: 199	R: 109	R: 101	R: 204
G: 104	G: 150	G: 101	G: 204
B: 51	B: 62	B: 101	B: 204



## CMYK - Process Print Colors

Dark Blue	Medium Blue	Light Blue
C: 100%	C: 85%	C: 42%
M: 90%	M: 50%	M: 9%
Y: 20%	Y: 0%	Y: 0%
K: 0%	K: 0%	K: 0%



Determined Orange	Office Green	Dk. Grey	Lt. Grey
C: 17%	C: 63%	C: 60%	C: 19%
M: 69%	M: 23%	M: 52%	M: 15%
Y: 92%	Y: 100%	Y: 51%	Y: 16%
K: 4%	K: 6%	K: 21%	K: 0%

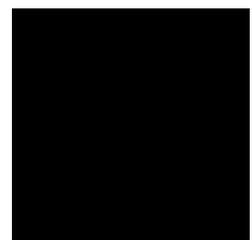


## HEX - Web Safe Colors

Dark Blue	Dk. Grey	Lt. Grey
#274185	#656565	#CCCCCC



Medium Blue	Determined Orange	Office Green
#1C75BC	#C76833	#6D963E



Light Blue
#9DCBEF