



**Educating the Architects of the
Networked Economy.**

Cisco Networking Academy

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To celebrate 10 years of success and strongly position Cisco Networking Academy for the future, we have developed a new identity. It is derived from our new strategic positioning and marks a special time of rejuvenation.

Networking Academy has enjoyed much success in the past and is now well poised to embrace the new challenges of the future. This new identity makes a bold statement about where we have been and where we are going:

It is beyond inspiration, empowerment, leadership, connectedness and creativity – all core attributes of Networking Academy.

It is all of these, at the same time.

It is local and global in the same breath.

It works on a personal level as well as a corporate one.

It is relevant today and will still be relevant tomorrow.

It speaks to everyone.

It speaks to me.

Welcome to Cisco Networking Academy



The Cisco Networking Academy Identity Guide has been developed to ensure that our positioning and messages are communicated consistently to all our audiences.

It includes guidelines for the correct usage of our basic graphic elements, our academy identification, related logos, color, typography, imagery and a flexible grid system, which together represent a comprehensive identity and visual vocabulary.

The guidelines provide the necessary framework for consistency while allowing for the needed flexibility of implementation across a wide spectrum of applications for both print and web use.

The Cisco Networking Academy Marketing Archives is the online resource for our identity assets. It contains everything necessary to execute Cisco Networking Academy communications and events. It provides marketing tools, event graphics, collateral materials and communication templates for all marketing needs. Cisco Networking Academy encourages everyone to use this online tool.

There are five folders placed at this secured ftp site that includes the following production files and templates for a comprehensive collection of marketing tools.

To access ftp site:

Via URL
ftp://academynetspace.com

ftp://cisco:123@academynetspace.com
 user name: xxxxxxx
 password: 0000

Stationery

Word Docs
 Word Doc (Letter-size)
 Word Doc (A4)
 Word Doc Partner Logo (Letter-size)

Email Templates
 General
 eVite
 Special Announcement
 Agenda
 Event Update
 Register Now
 Save the Date
 Thank You
 Email Signature Block

Folder
 4-color Folder (Letter-size)
 4-color Folder (A4)
 4-color Folder

Presentation
 White Background
 Black Background

Name Badges
 Vertical 1
 Vertical 2
 Horizontal 1
 Horizontal 2

Event Signage

Banners
 Horizontal (white) 3x6
 Horizontal (blue) 3x6
 Vertical (4-faces/Educating) 4x8
 Vertical (4-faces/Educating) 5x7
 Vertical (2-faces/MWO) 4x8
 Vertical (2-faces) 4x8
 Vertical (4-faces) 4x8
 Vertical (4-faces/Becoming) 4x8
 Vertical (Student) 4x8

Four-color Posters 2x3
 Four-faces/Educating
 Four-faces/Becoming
 One Student (14 variations)

Four-color Posters
 Two-faces (3 versions)
 Four-faces/Becoming

Directional Poster 2x3

Pop-Ups
 1-6 Faces 36x87
 2-4 Faces 36x87

Video
 Points of Light
 Website Fly Through
 Mind Wide Open

Collateral

CD Label

Student Slicks (Letter Size)
 Educating Collage
 Becoming Collage
 We Are (Individual Students)

Student Slicks (A4)
 Educating Collage
 Becoming Collage
 We Are (Individual Students)

IMN Newsletter Template
 2 column
 Announcement
 Invitation

Datasheet

Brochure

Equipment List

Scope and Sequence

FAQ

Core Element Art

Cisco Networking Academy Identity Guide (PDF format)

Photography Library
 High Resolution
 Low Resolution

Networking Academy Signature Lockup
 jpeg
 eps format
 pdf
 reverse
 one-color
 four-color
 two-color

Premiums and Giveaways

Premium- Tier Award Certificate
 Achievement (Letter-size)
 Achievement (A4)
 Course Completion

Mid-Tier Award Certificate
 Achievement (Letter-size)
 Achievement (A4)
 Course Completion

Backpack

Laptop Sleeve
 One-color artwork
 Four-color artwork

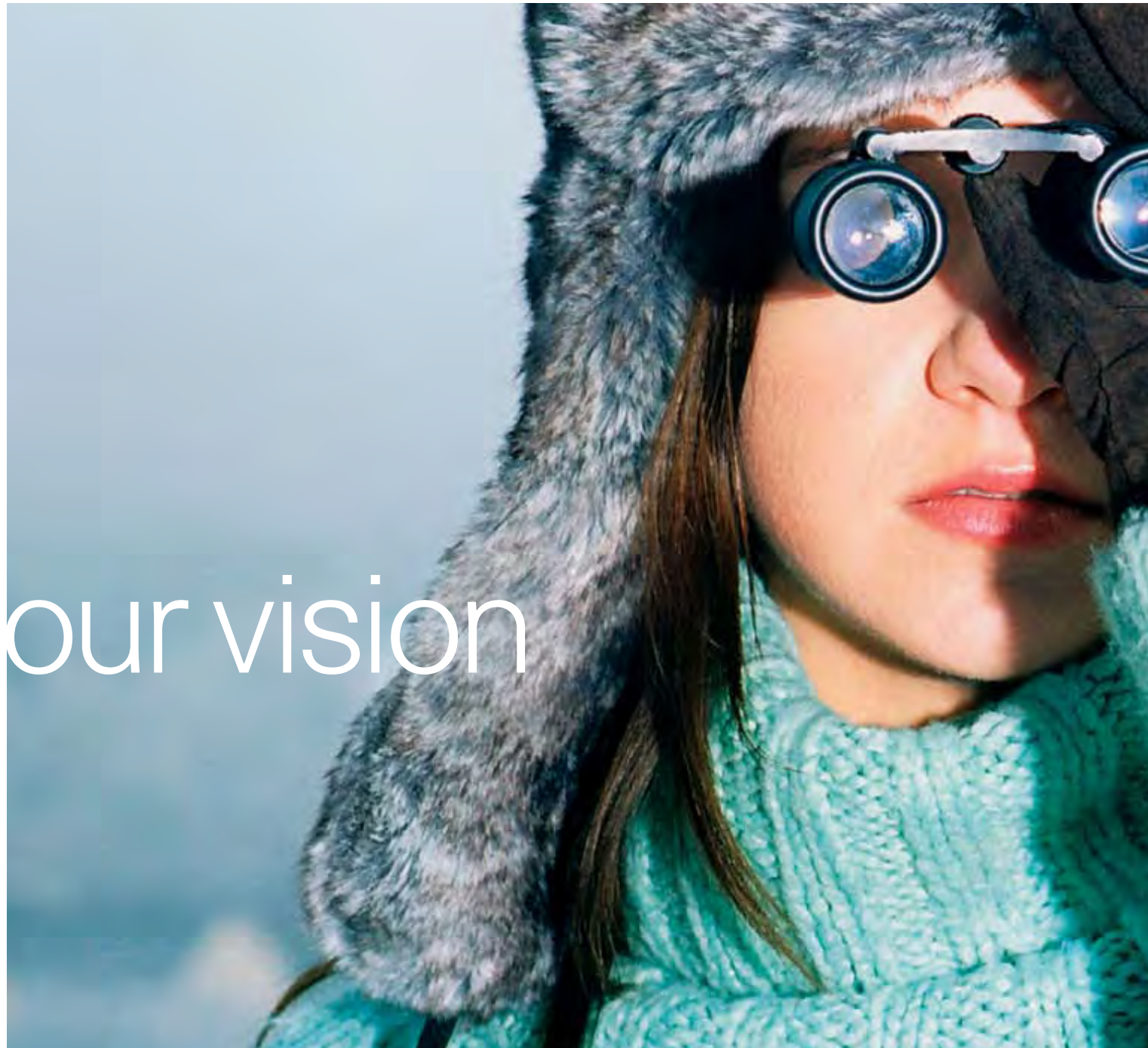
Buttons
 Square 2-inch MWO
 Round 1-inch
 Round 1.25 inches
 Round 2.25 inches

Stickers
 4-color Educating + URL 4-up
 4-color Becoming + URL 4-up
 4-color Educating 4-up
 4-color Becoming 4-up

Clings
 Cling (four-color+clear) 4x3
 Cling (one-color+clear) Educating 5x2
 Cling (one-color+clear) Educating 3.8x5

Tee-Shirts
 One-color Black
 Four-color (Educating Collage) Mens
 Four-color (Educating Collage) Womens

Flags
 Faces (Cisco use)
 Academy Partner Logo
 Academy Partner (MWO)



our vision

By following our identity guidelines, we can continuously reinforce the Cisco Networking Academy identity in the marketplace and throughout our schools.

The following section outlines the Academy's identity objectives and systems.

Identity Objectives

- Voice and Tone
- Identity Behaviors

Core Elements

- Academy Identity
- Color Palette
- Typography
- Visual Library

Application Templates

- Cisco Voice
- Academy Voice
- Partner Voice
- Vertical Templates
- Horizontal Templates



Academy identity position to the world:

Educating the Architects of the Networked Economy.
Mind Wide Open™

Academy identity position to the students:

Becoming the Architects of the Networked Economy.
Mind Wide Open™

we are

energetic

brave

conscious

optimistic

innovative

confident

diverse

Identity is derived from the total experience of any individual or group of individuals when being exposed to Cisco Networking Academy. It includes all written and verbal communication, all interaction with individuals in person or virtually, all learning experiences with the curriculum and in the classroom, and all exposure to 3rd party commentary, such as the press.

As with all strong identities, consistency is key. Repetitive, positive interactions with the Networking Academy will build a long-lasting relationship and loyalty for the future. The identity elements will help structure consistent positive exposure and experience by all stakeholders.

Through conscientious design of verbal and visual marketing elements coupled with consistent execution, Cisco Networking Academy has the opportunity to create and reinforce a positive experience that is aligned with the Networking Academy positioning goal.

The focus of the new identity is on the students and the promise of future opportunity. All other stakeholders are included by virtue of their relationship to the student and their contribution to helping create these same opportunities, for the individuals and their communities.

The campaign invites people to seek out the many career opportunities available, in a wide variety of industries, and for job responsibilities that are both business-critical and cool.

Through the choice of unexpected vocabulary and dramatic student visuals we are illustrating the students' character and uniqueness. The visual and verbal boldness is making a statement about the impact of Cisco Networking Academy on individuals and their communities.

These students are the future of Cisco Networking Academy. They are the individuals who are architecting the experience of the Human Network. These individuals are poised to lead the networked economy into the future.



the lifeguards of the internet
the surgeons of commerce
the astronomers of communications
the tailors of discovery
the air traffic controllers of finance
the maitre d's of entertainment
the gardeners of energy
the carpenters of enterprise
the jugglers of publishing
the storytellers of education
the choreographers of manufacturing
the plumbers of foreign trade
the sculptors of medicine
the chauffeurs of aerospace



The Cisco Networking Academy identity is composed of key Core Elements:

Identity Guide

- Academy Signature Lockup
- Minimum Clear Space
- Use of Trademarks and Proportions
- Maximum / Minimum Size
- Staging Position on Page
- Formats Provided: eps, jpeg
- Incorrect Applications

Color Palette

- Print: CMYK
- Screen: RGB

Typefonts

- Cisco Bold
- Cisco Regular
- Cisco Light

Photography

Grids and Templates

- Cisco Voice Grid
- Academy Voice Grid
- Partner Voice Grid
- Vertical Templates
- Horizontal Templates

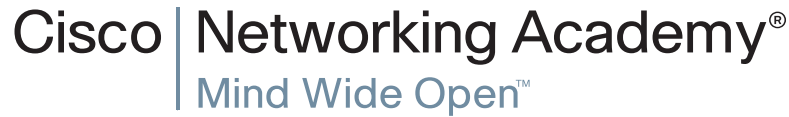
Cisco Networking Academy
Signature Lockup



Cisco Networking Academy
Signature Lockup

Four-color process
Tagline and rule print blue
C56.47 M33.3 Y22.75 K7.84

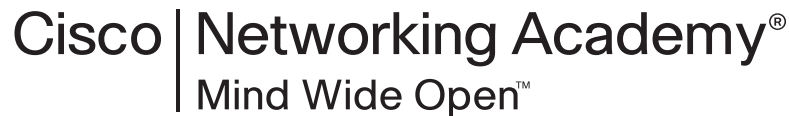
Two-color
Black + Pantone 5415C



One color / grayscale
Tagline and rule print
50% black tint



One color only
Prints in black only
(no other color is permitted)



Academy Signature Lockup

Our Academy Signature Lockup is the most visible representation of Cisco Networking Academy.

Our trademarked tagline, "Mind Wide Open" summarizes our broad perspectives, youthful spirit and far-reaching vision.

Never redraw or recreate this after placement, or change the size relationships. Modification of the identity block in any way will diminish the impact and weakens our visual identity overall. Only authorized artwork may be used.

Final art files for this signature lockup can be found online. Please refer to page 5 for more details.

Cisco Networking Academy
Signature Lockup



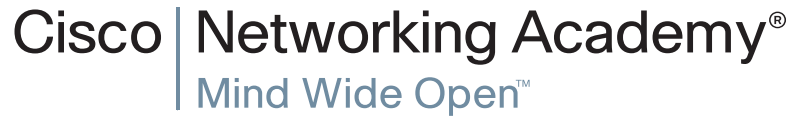
Cisco Networking Academy
Signature Lockup

Four-color process
Tagline and rule print blue
C56.47 M33.3 Y22.75 K7.84

Two-color
Black + Pantone 5415C

One color / grayscale
Tagline and rule print
50% black tint

One color only
Prints in black only
(no other color is permitted)



Academy Signature Lockup

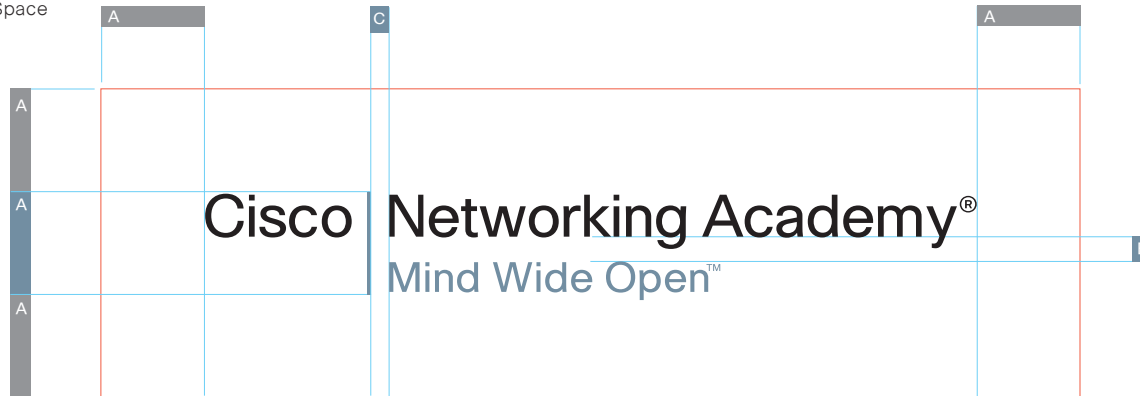
Our Academy Signature Lockup is the most visible representation of Cisco Networking Academy.

Our trademarked tagline, "Mind Wide Open" summarizes our broad perspectives, youthful spirit and far-reaching vision.

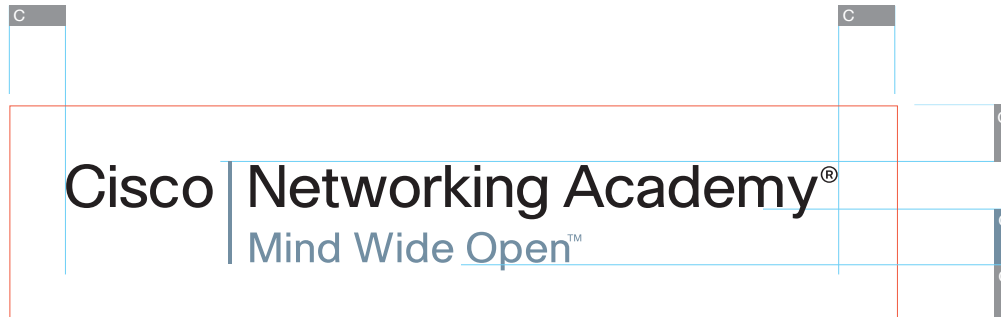
Never redraw or recreate this after placement, or change the size relationships. Modification of the identity block in any way will diminish the impact and weakens our visual identity overall. Only authorized artwork may be used.

Final art files for this signature lockup can be found online. Please refer to page 5 for more details.

(1) Preferred Clear Space



(2) Minimum Clear Space



To effectively identify our Cisco Networking Academy materials, our Signature Lockup needs to have presence. Understanding the appropriate use of Clear Space is essential to creating presence within any given layout.

Preferred Clear Space

Avoid placing other elements in close proximity to our Signature Lockup, to maintain a protected and prominent space. Headlines, text, graphic elements, imagery and the edge of the page must not fall within this area. This proportional border (1) is the optimum amount of clear space to follow, indicated here by the red rule box.

Minimum Clear Space

In instances where there is limited space, a secondary measure (2) has been created to allow the Signature Lockup to appear in tighter spaces. Headlines, text, graphic elements, imagery and the edge of the page cannot fall within this space indicated by the red rule box.

Maximum Sizes:

Vector artwork .eps files are available and can be enlarged to fit large applications such as signage and banners.



Minimum Size:

Minimum size is 2" (51mm) width. Loss of legibility on trademarks will occur when identity block is further reduced.

minimum size: 2 inches / 51mm



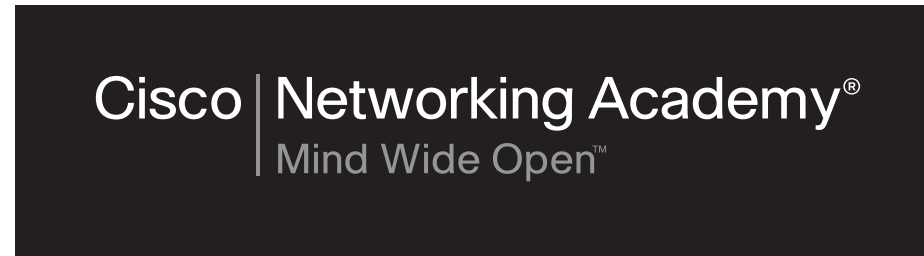
Using Signature Lockup in reverse 4-color:

If screen tints are available, the tagline and rule will screen to C36.47 M33.3 Y22.75 K7.84 blue tint



Using Signature Lockup in reverse grayscale:

If screen tints are available, the tagline and rule will screen to 50% black



Using Signature Lockup in reverse solid:

The Signature Lockup will reverse to solid white.

Identity block must never knock out of a photo or busy textured background, unless area is very neutral and dark.



Type Alignment



Vertical Text Alignment:

When aligning the Signature Lockup with text, use the tagline measure to form a visual line to your text. Preferred Clear Space is mandatory when placing text near the Signature Lockup. Use as much Clear Space as possible for optimum presence.

Horizontal Text Alignment:

When aligning the Signature Lockup with text, use the tagline measure to form a visual line to your text. Preferred Clear Space is mandatory for text proximity to the Signature Lockup. Use as much Clear Space as possible for optimum presence.

Photo Alignment



Vertical Alignment:

When aligning the Signature Lockup with photos, use the tagline measure to form a visual line to your photo. Preferred Clear Space is mandatory for photo placement. Use as much Clear Space as possible for optimum presence.

Horizontal Photo Alignment:

When aligning the Signature Lockup with photos, use the tagline measure to form a visual line to your text. Preferred Clear Space is mandatory for photo proximity to the Signature Lockup. Use as much Clear Space as possible for optimum presence.



Do not stretch or distort



Do not scale or alter the elements individually



Do not change the colors or the order of color



Do not alter configuration or remove elements

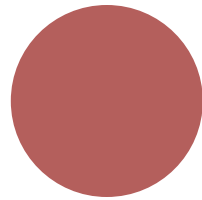


Do not make tagline the main emphasis or alter fonts in any way



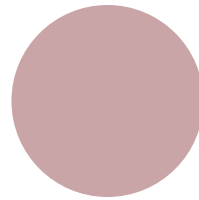
NEVER combine the Cisco logo with the Academy identity block





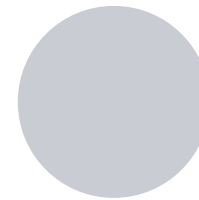
brick red

C28.24 M73.33 Y62.35 K16.08
RGB 180 / 95 / 92



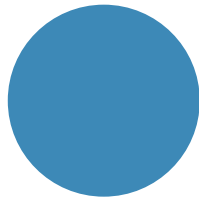
rose

C16.86 M34.12 Y23.53 K3.14
RGB 202 / 165 / 167



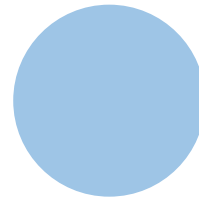
light gray

C18.82 M12.94 Y10.2 K1.18
RGB 201 / 205 / 211



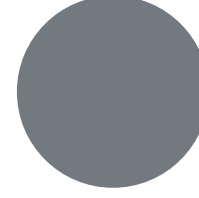
blue

C74.51 M34.51 Y9.8 K2.35
RGB 61 / 137 / 183



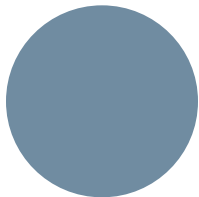
sky blue

C36.08 M12.16 Y0.78 K0
RGB 158 / 197 / 230



dark gray

C49.02 M36.47 Y34.51 K21.96
RGB 115 / 122 / 127



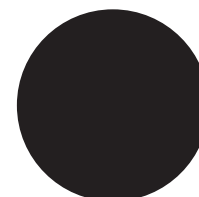
steel blue

C56.47 M33.3 Y22.75 K7.84
RGB 112 / 140 / 161



lime green

C36.47 M8.63 Y89.02 K1.18
RGB 171 / 191 / 74



black

C0 M0 Y0 K100
RGB 1 / 1 / 1

Color leads to easy recognition of our identity when used consistently. Our color palette helps create a cohesive visual identity for all print and web communications.

The Cisco Networking Academy Accent Color Palette is composed of nine corporate tints. These colors should never be used as the predominant color on any Academy deliverable. They are intended to serve only as secondary color highlights or accents.

Cisco Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Cisco Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Cisco Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typefaces help express identity personality and perform specific functions. The consistent use of the same typefaces and typographic treatment allow our audiences to readily recognize Cisco materials.

The Cisco Sans Serif Font is designed to be easily read and is classic and timeless in its style. It captures the highly legible aspects of Helvetica, and is differentiated through custom font forms.

All Cisco fonts are proprietary to Cisco and can be distributed to employees, vendors and partners free of charge.

Cisco Voice Template

In conjunction with the Cisco Networking Academy Signature Lockup, the Cisco Corporate Logo must always appear in certain print and web communications. This template has been configured to show optimum layout to achieve the presence of both identities without conflict and confusion.

CISCO VOICE

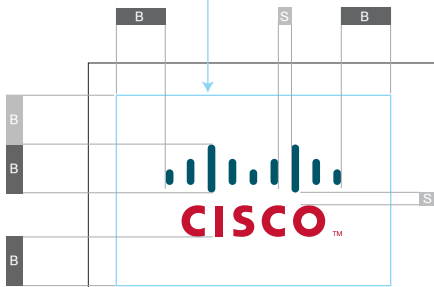
Preferred Imagery

A comprehensive library of images have been created for Cisco Networking Academy that best represents identity objectives and messaging. These images have been chosen and licensed to be used for marketing and collateral applications. Please refer to page 22 for more details.

Preferred Clear Space

Avoid placing other elements in close proximity to the Signature Lockup and Cisco logo to maintain a protected and prominent space. Headlines, text, graphic elements, imagery and the edge of the page cannot fall within this space. This proportional border is the optimum amount of Clear Space to follow.

A Area within blue box remains clear to ensure optimum Clear Space surrounding Cisco logo.



We are the lifeguards of the Internet.

Cisco Networking Academy

C

Cisco Networking Academy®
Mind Wide Open™

Typography Standards:

Cisco Networking Academy is Cisco Regular Flush left
"Cisco" is ghosted back to 70% opacity white

Headline is Cisco Bold Flush left
White rule

Area within blue box is clear to ensure optimum Clear Space surrounding the Signature Lockup.

B

Academy Voice Template

In conjunction with the Cisco Networking Academy logo, our participating schools' logos must appear in certain print and web communications. This template has been configured to show optimum layout to achieve the presence of both identities without conflict and confusion.

ACADEMY VOICE

Preferred Imagery

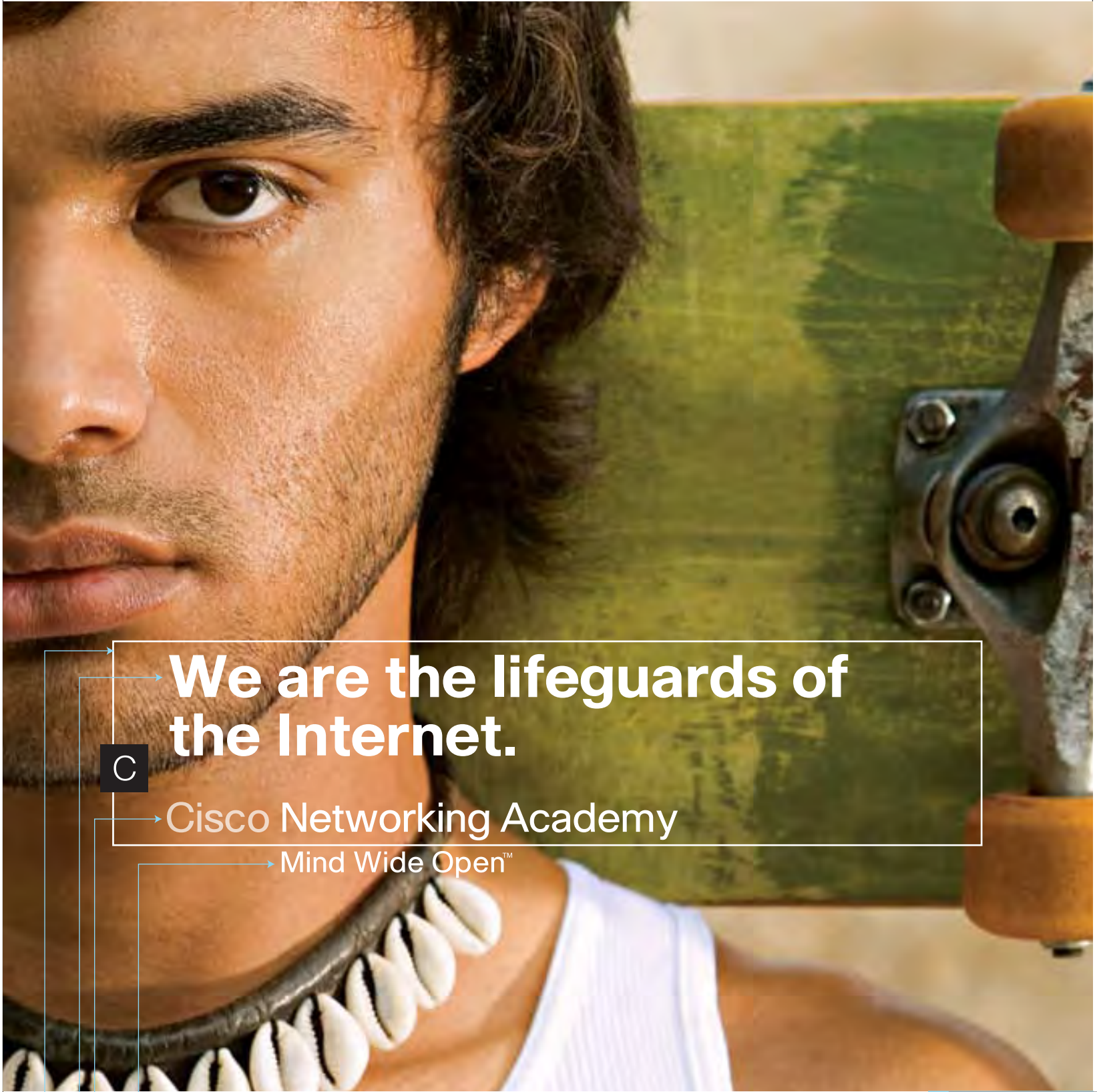
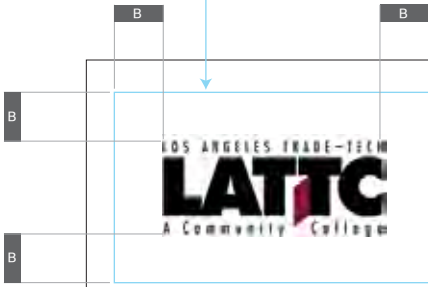
A comprehensive library of images have been created for Cisco Networking Academy that best represents identity objectives and messaging. These images have been chosen and licensed to be used for marketing and collateral applications. Please refer to page 22 for more details.

Preferred Clear Space

Avoid placing other elements in close proximity to the logos to maintain a protected and prominent space. Headlines, text, graphic elements, imagery and the edge of the page cannot fall within this space. This proportional border is the optimum amount of Clear Space to follow.

A

Area within blue box remains clear to ensure optimum Clear Space surrounding School Logo.



C

We are the lifeguards of the Internet.

Cisco Networking Academy

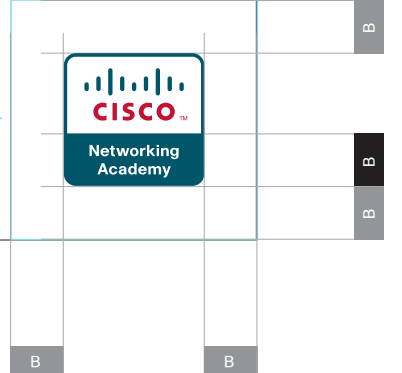
Mind Wide Open™

Typography Standards:

- Tagline "Mind Wide Open" is Cisco Regular. Always align with "Networking"
- Cisco Networking Academy is Cisco Regular Flush left
- "Cisco" is ghosted back to 70% opacity white
- Headline is Cisco Bold Flush left
- White rule

B

Area within blue box is clear to ensure optimum Clear Space surrounding Networking Academy logo.



Partner Voice Template

In conjunction with the Cisco Networking Academy logo, our partners' logos must appear in certain print and web communications. This template has been configured to show optimum layout to achieve the presence of both identities without conflict and confusion.

PARTNER VOICE

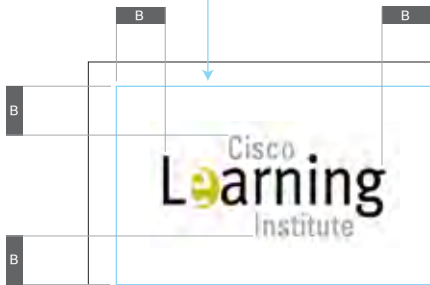
Preferred Imagery

A comprehensive library of images have been created for Cisco Networking Academy that best represents identity objectives and messaging. These images have been chosen and licensed to be used for marketing and collateral applications. Please refer to page 22 for more details.

Preferred Clear Space

Avoid placing other elements in close proximity to the logos to maintain a protected and prominent space. Headlines, text, graphic elements, imagery and the edge of the page cannot fall within this space. This proportional border is the optimum amount of Clear Space to follow.

A Area within blue box remains clear to ensure optimum Clear Space surrounding Partner logo.



C

We are the lifeguards of the Internet.

Cisco Networking Academy®

Mind Wide Open™

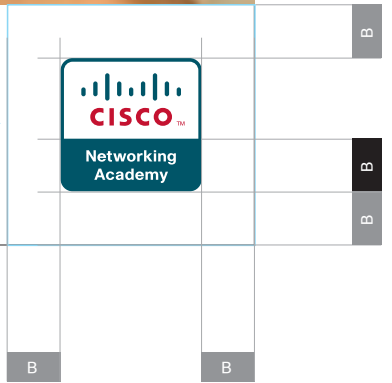
Typography Standards:

- Tagline "Mind Wide Open" is Cisco Regular. Always aligns with "Networking"
- Cisco Networking Academy is Cisco Regular Flush left
- "Cisco" is ghosted back to 70% opacity white
- Headline is Cisco Bold Flush left
- White rule

B

NOTE: LOGO IS OPTIONAL

Area within blue box is clear to ensure optimum Clear Space surrounding Cisco Networking Academy logo.



Cisco Networking Academy Grid System

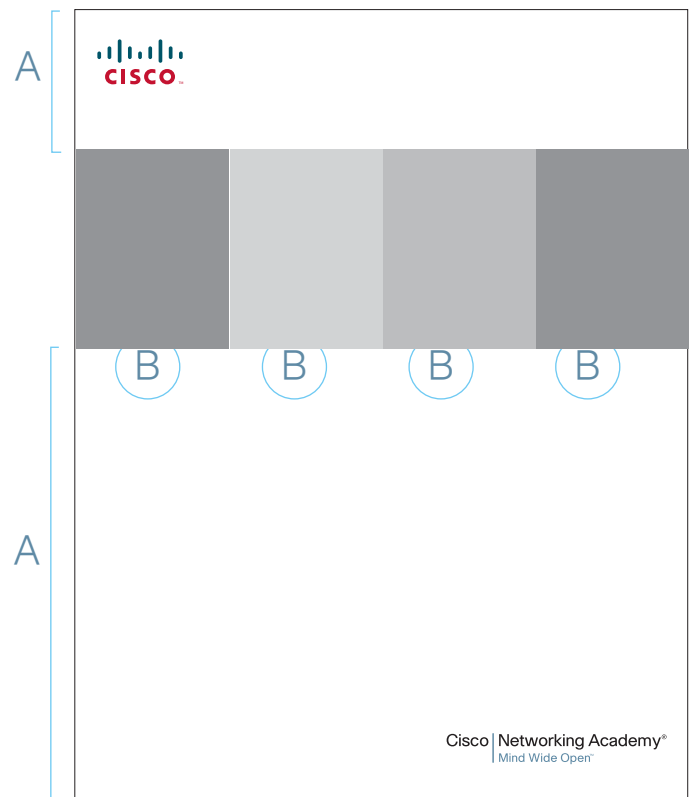
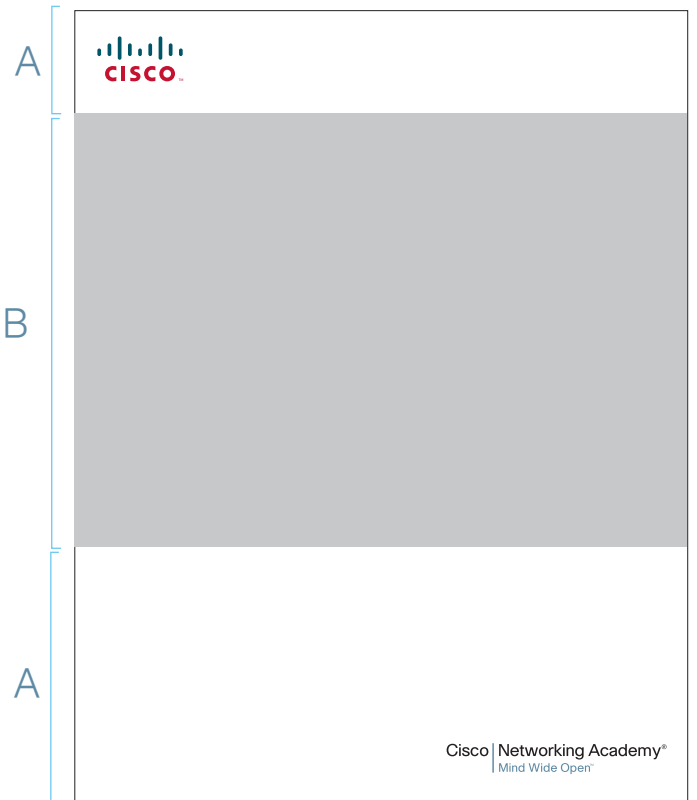
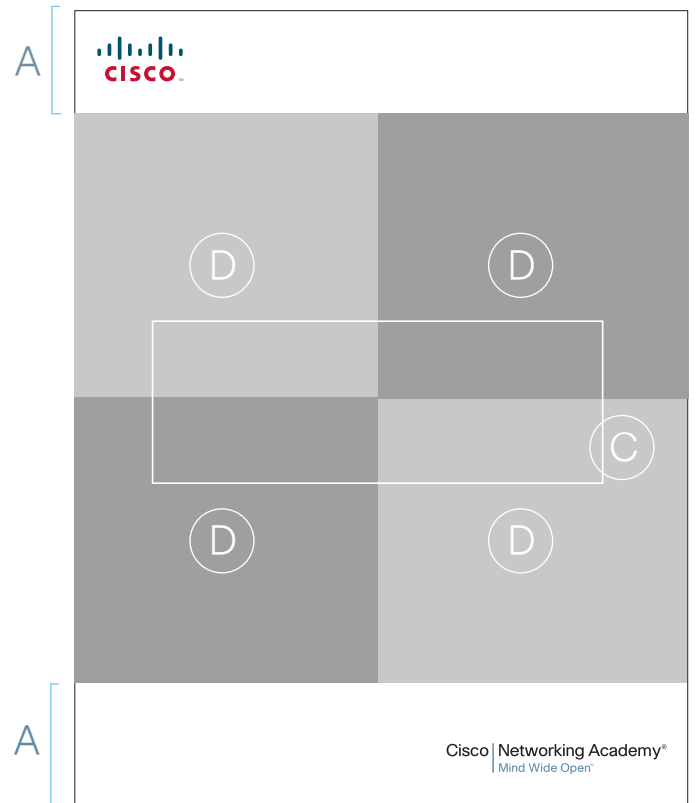
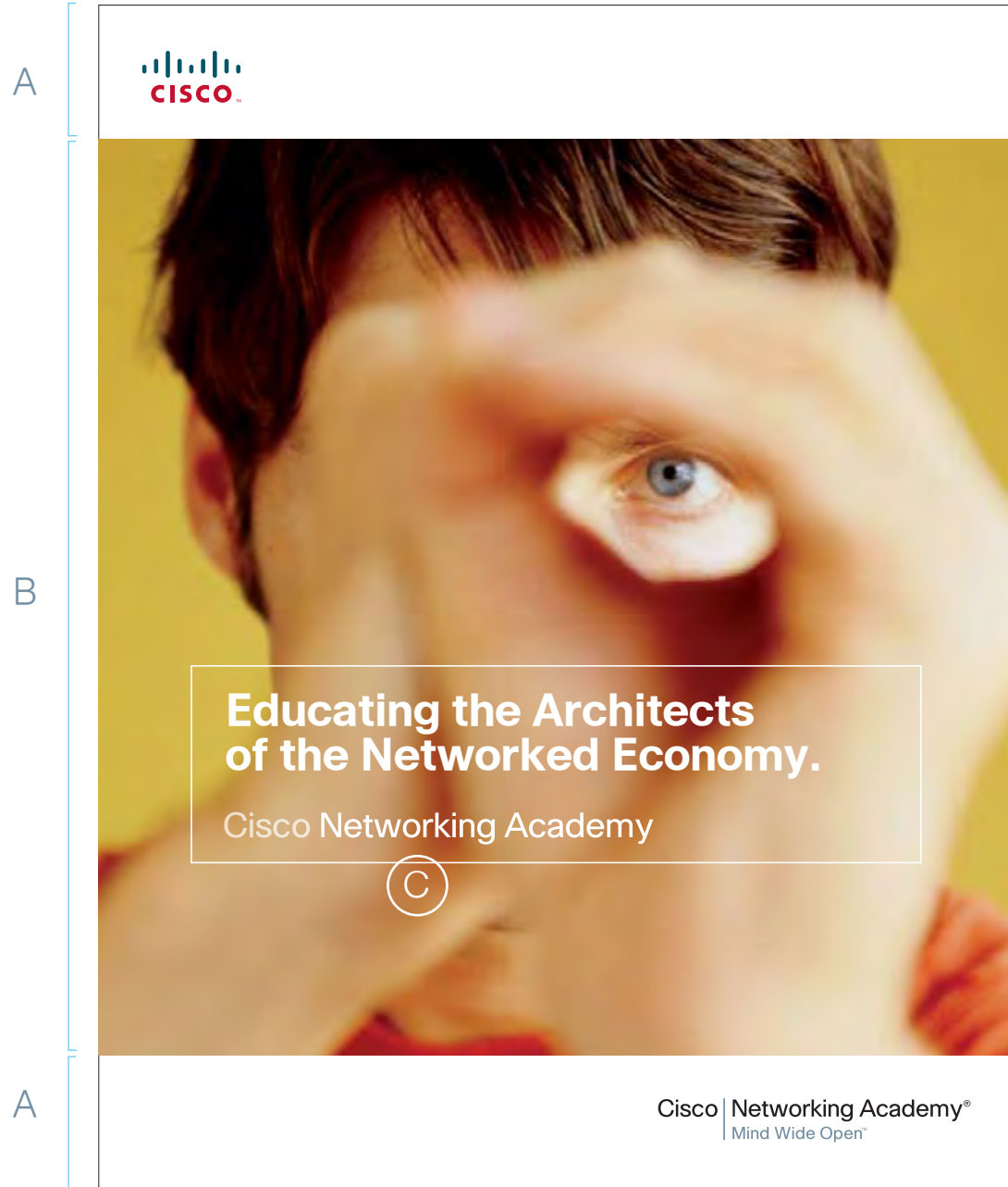
A grid system has been developed to achieve a cohesive and consistent look. It affords us flexibility while maintaining our identity guidelines across print and web communications and collateral. We will provide several variations to assure a proper fit for implementation.

VERTICAL GRID

- A Clear Space
- B photo
- C white line
- D color accents

Suitable Grid for:

- Student Slicks
- Posters
- Wall Graphics
- Banners
- Signage
- Pop-Ups
- Brochures



Cisco Networking Academy Grid System

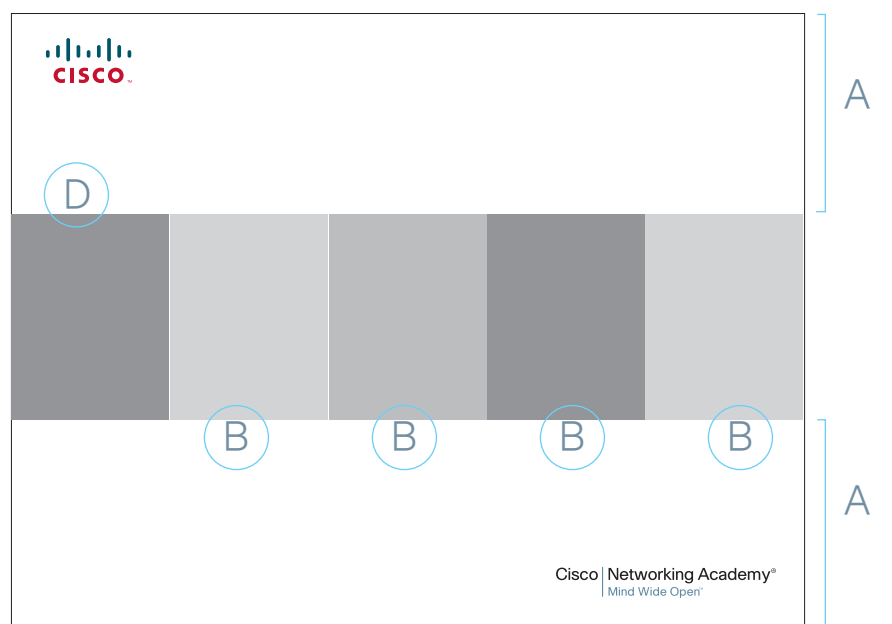
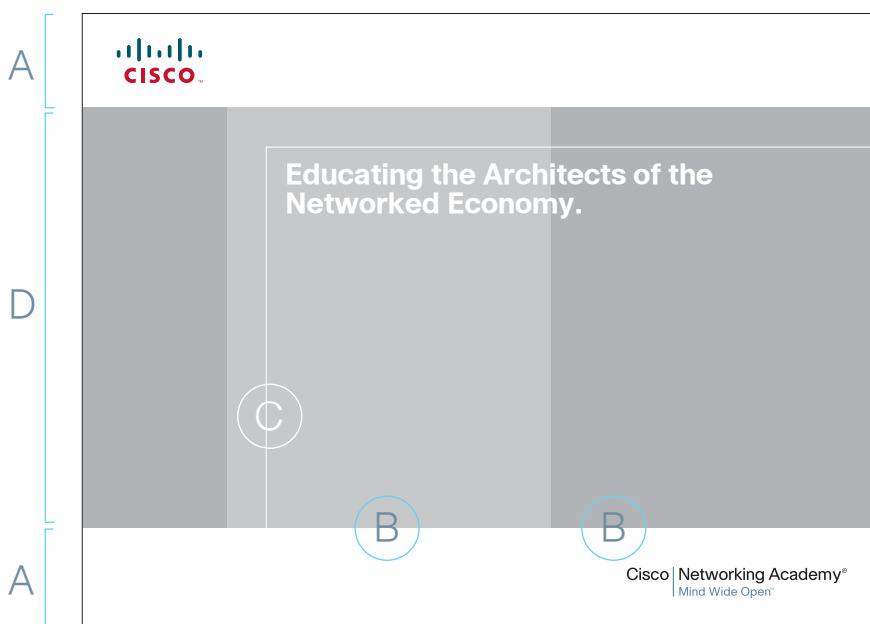
A grid system has been developed to achieve a cohesive and consistent look. It affords us flexibility while maintaining our identity guidelines across print and web communications and collateral. We will provide several variations to assure a proper fit for implementation.

Suitable Grid for:

- Posters
- Brochures
- Banners
- Signage

HORIZONTAL GRID

- A Clear Space
- B photo
- C white line
- D color accents



Photography

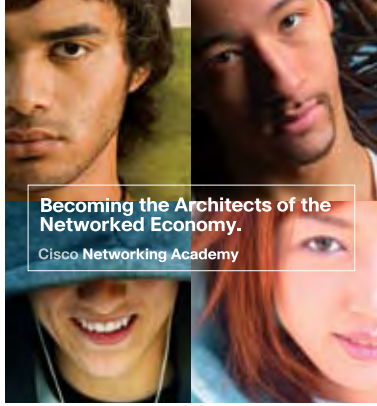
A main image library has been created to complement the identity. Photography must evoke a certain personality and style:

- Must feel real, authentic
- Not staged or overposed
- Not highly produced
- Simple, color-blocked backgrounds
- Tight cropping is permitted
- Friendly
- Approachable
- Softer side of Cisco

1



2



3



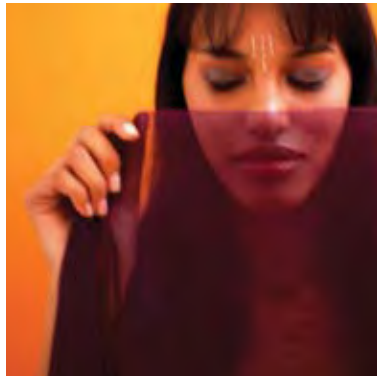
storyteller

4



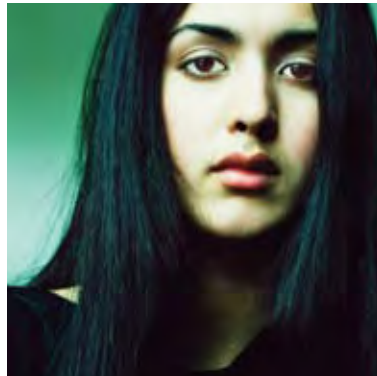
surgeon

5



tailor

6



choreographer

7



air traffic controller

8



maitre d'

9



lifeguard

10



carpenter

11



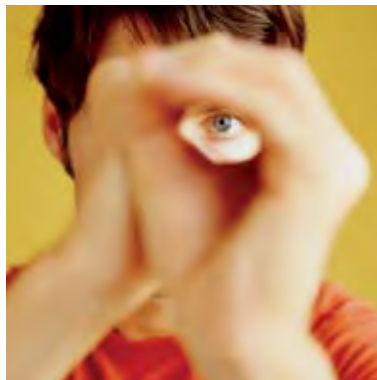
sculptor

12



chauffeur

13



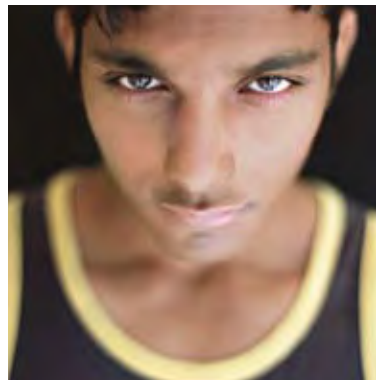
astronomer

14



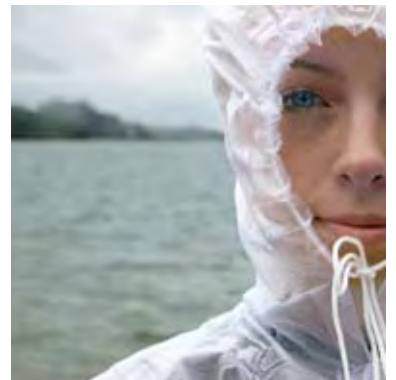
plumber

15



juggler

16



gardener