



Socket[®] FIBER | GUIDELINES

JULY 2025 VERSION



INTENT

This document is intended to act as a guide for anyone who needs to represent the Socket Fiber brand in any format. It acts as an overview and best use guide for Socket Fiber assets. Consistent application of these standards is essential to firmly establish and maintain the integrity of the Socket Fiber brand.

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SOCKET FIBER CORE VALUES



RESPECT

Toward all customers, communities, property, and our *coworkers*.



TRANSPARENCY

When fulfilling commitments, on how to experience our services, and in our *business relationships*.



ADVOCACY

In-person, online, or by phone—we strive to elevate customer support to the level of *customer advocacy*.



PROGRESS

Growth demonstrates our commitment to improving communities, businesses, *and the lives of our customers*.



WINNING

Every team member contributes to success; therefore, every interaction is an opportunity to make someone a *Socket Fiber customer for life*.

IT'S THAT SIMPLE.



SOCKET SIMPLIFIES THE SOPHISTICATED

At Socket Fiber, we simplify the sophisticated—making complex technology feel personal, easy, and accessible. From high-speed internet that just works to pricing that’s all-in and up-front, everything we offer is designed with clarity in mind. No confusing bundles. No hard-to-reach support. Just fast, reliable service backed by real people, real answers, and real transparency.

Our brand colors—combined with crisp layouts and eye-catching elements—visually reinforce this promise, while signaling energy and approachability. While our visuals do the work of simplifying at a glance, our copy does it directly—declaring our benefits in plain language customers can trust. It’s clarity by design, both in how we look and how we speak. All these elements represent a unique and ownable approach that will stand out and set us above and apart from the competition.

PLATFORM GUIDELINES: SIMPLICITY & AUTHENTICITY

In markets where Socket is NEW, simplicity and authenticity help us stand out from the noise. We speak clearly, avoid jargon, and feature benefits customers care about—like transparent pricing and local support. Our visual identity is confident but approachable, and by featuring real employees we establish trust from day one and make **Socket a name worth remembering.**

In the communities we ALREADY SERVE, simplicity and authenticity will compel prospective customers to consider Socket by providing an alternative to the aggravations of ‘out-of-touch’ competitors. We stay consistent, clear and confident (no pricing surprises, real support from local people), and provide strong assurance we’ll make it **simple to switch and stay with Socket.**

KEY ELEMENTS

OVERALL TONE AND PERSPECTIVE:

Always more about what matters most to customers than brag or boast about us

COLOR AND STYLE

- Keep blue/purple/pink blend; use yellow for accents (limit using solid blue fields of color)
- Use *complex to clear* graphic elements
- Use actual staff (eventually perhaps real customers) to support authenticity
- Black body copy (with occasional purple highlights)

KEY COPY ELEMENTS

- Always clarify this is **internet** service
- Always include a **simplicity** reference
- Speed yes, but customers benefit from **Socket values**
- NEW MARKETS: Highlight Socket to build **brand** awareness
- EXISTING MARKETS: Highlight Simplicity as strong **CTA to switch**

LOGO

HORIZONTAL LOGO

Our corporate logo should be used on official correspondence, signage, letterhead, business cards, and all other non-promotional uses.



LOGO CLEAR SPACE

It is important to keep the Socket Fiber logo clear of other graphic elements. To stay consistent, a spacing rule has been established around the logo. This clear space indicates the closest that any other graphic element or message can be positioned.



LOGO COLOR VARIATIONS

One-color and two-color options are available.



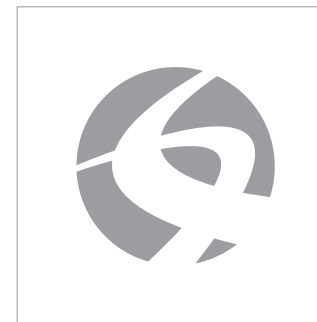
VERTICAL LOGO

In certain circumstances when the space doesn't accommodate the horizontal brand logo, this vertical version can be used. Same rules of spacing and colors apply as the horizontal logo.



SOCKET FIBER ICON

The Socket Fiber Icon can be used in a variety of circumstances, however it should not be used in place of the brand logo. They should be used in coordination with the brand name and/or mark.



LOGO RULES

The Socket Fiber logo should not be stretched, tilted, overlapped, or altered in any way. Below are examples of correct and incorrect usage.



Do use the only approved logo artwork



Do not tilt the logo.



Do not stretch/squeeze the logo.



Do not change the logo color.



Do not outline the logo.

COLORS

PRIMARY COLOR PALETTE

Socket Fiber has five official colors: Socket Blue, Socket Purple, Socket Pink, Socket Yellow, and Socket White. These colors should become a recognizable identification for the company.

 <p>SOCKET Blue CMYK: 100 / 94 / 0 / 23 RGB: 0 / 23 / 96 # 001760</p>	 <p>SOCKET Purple CMYK: 73 / 100 / 0 / 0 RGB: 96 / 12 / 157 # 600C9D</p>	 <p>SOCKET Pink CMYK: 43 / 86 / 0 / 0 RGB: 194 / 0 / 219 # C200DB</p>	 <p>SOCKET Yellow CMYK: 0 / 30 / 100 / 0 RGB: 253 / 150 / 21 # FD9615</p>	 <p>SOCKET White CMYK: 0 / 0 / 0 / 2 RGB: 248 / 248 / 248 # F8F8F9</p>
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GRADIENT BACKGROUND

Socket Fiber offers a gradient background which is designed to help us stand out in a sea of sameness in the teleco category.



SOCKET Blue
CMYK: 100 / 94 / 0 / 23
RGB: 0 / 23 / 96
001760

SOCKET Pink
CMYK: 43 / 86 / 0 / 0
RGB: 194 / 0 / 219
C200DB

TYPOGRAPHY

HEADLINE

Thin Extra Light Light Regular Medium Semi Bold Bold Extra Bold Black

Big Shoulders Display is a sans-serif typeface available in 18 weights

Preferred use of this font would be ALL CAPS and used for headlines and subheads. Some circumstances may arise where upper/lower is need, and that is okay.

Not recommended for large sections of body copy.

This font is to be used on all print and digital materials for the Socket Fiber brand.

When using our name in copy, it should always be shown as: **Socket Fiber**

All caps is acceptable when used in headlines or subheads: **SOCKET FIBER**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$%^&*()

Aa

Headline & Body

ExtraLight Light Regular Medium Semi Bold **Bold** **Black**

Source Sans 3 is a sans-serif typeface available in 14 weights and is recommended for subheads and body copy.

This font is to be used on all print and digital materials for the Socket Fiber brand.

When using our name in copy, it should always be shown as: **Socket Fiber**

All caps is acceptable when used in headlines or subheads: **SOCKET FIBER**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

1234567890!@#\$%^&*()

Aa

CAMPAIGN SAMPLES

COMPLEX TO CLEAR

As we move from concept to campaign, what follows is a first look at how we're transforming complexity into clarity—through both design and message. These samples represent early expressions of a larger direction—illustrating how Socket Fiber cuts through technical noise with straightforward benefits, local support, and a clear visual identity.

This is not the final word—it's a starting point. As materials evolve, this section will grow to reflect a more complete and cohesive campaign system. Stay tuned.

MAKE THE SIMPLE SWITCH

**UPGRADE TO SOCKET
HIGH-SPEED INTERNET TODAY.**

We know that switching internet providers can be a hassle. That's why at Socket Fiber we've made getting better internet easy. With straightforward pricing, no gimmicks, and help from real people who know your community, we not only deliver better internet. We deliver a better internet experience.

IT'S THAT SIMPLE

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IT'S THAT SIMPLE

VISUAL SAMPLES



LOCAL SERVICE STILL MATTERS.

Real people. Real service. From install to support, we're here when it counts—with fast, reliable fiber internet service and local experts like Anderson who show up when you need them and get the job done.

INTERNET MADE SIMPLE

Anderson S.
Install Technician
15-Years



VISUAL SAMPLES



Anna G.
Customer Service
12 Years

WHEN YOU CALL, YOU'LL TALK TO ONE OF US.

No robots. No runaround. Just helpful, local folks like Anna who know your name, your neighborhood, and all about your high-speed internet service. Real support starts right here.

INTERNET MADE SIMPLE



VISUAL SAMPLES

INTERNET MADE

SIMPLE

THE SOCKET WIFI GUARANTEE

The Socket WiFi Guarantee means no guesswork, no frustration—just excellent and consistent signal quality throughout your home or business. For internet you can rely on, keep it simple: call Socket today.

IT'S THAT SIMPLE

HARPER D. IT SPECIALIST



socket.net



VISUAL SAMPLES

SUPPORT THAT'S

RELIABLE

**WE'RE NOT NEW INTERNET—
JUST NEW TO YOU.**

We've built a reputation on doing high-speed internet right from the first call to the install and far beyond. Courteous professionals, transparent pricing, and support from people who live nearby. With Socket Fiber, high-speed internet is just that simple.

IT'S THAT SIMPLE

DARVLL S. INSTAL TECH



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