

# Siklu Brand Guidelines 2022





# Siklu Logo

## Guidelines

- Our logo should serve as the primary identifying unit for all our document and it should appear at least once in every communication.
- When the 'Siklu' name appears outside of text, it is to appear in the logo format.
- It must never be re-drawn, distorted or dismantled.
- The logo should never be separated or used as two pieces.
- The icon should never be used by itself without the Siklu letter-mark attached to it.  
**It must remain as one.**



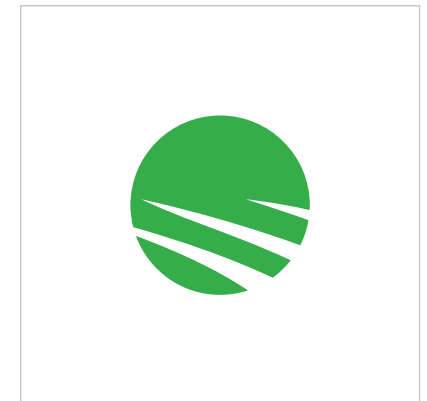
Original



B/W



White



Dot



# Siklu Logo

## Logo misuse

Proper use of the Siklu logo is essential for maintaining and protecting the brand.

### DO NOT

- Alter the distance between elements.
- Change the proportions of the elements Stretch the logo.
- Distort the logo.
- Retype or redraw the logo.
- Outline or recolor the logo.
- Skew or angle the logo.
- Use glows, drop shadows or other effects.
- Use the icon separately.





# Logo Placement

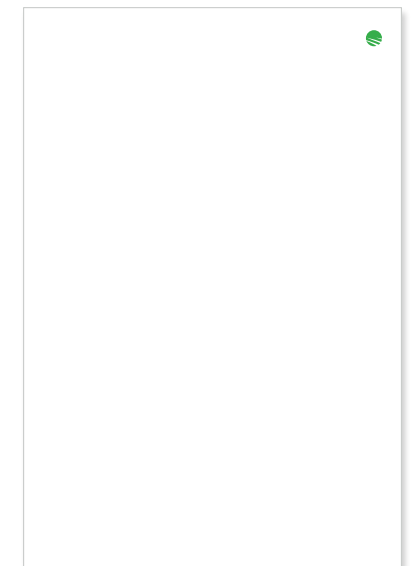
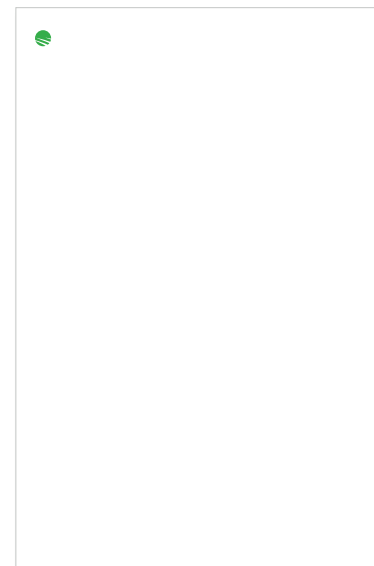
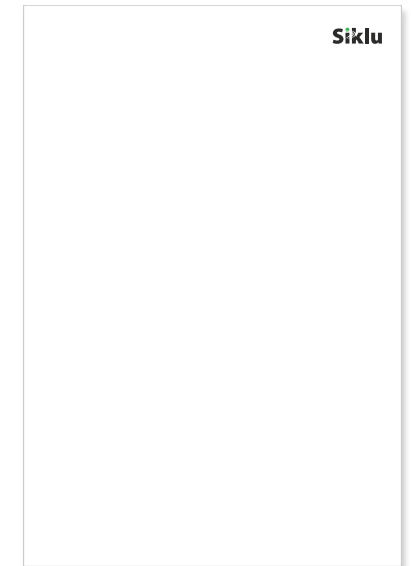
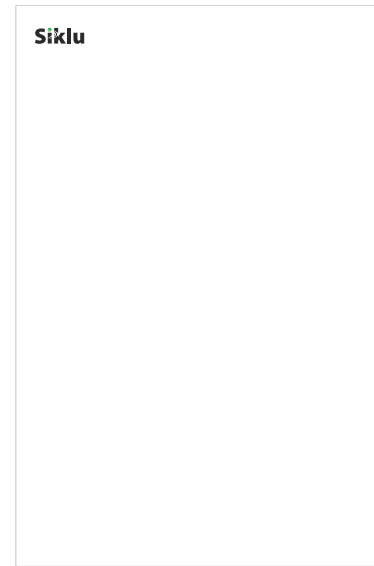
Logo placement helps us ensure a uniformity to our communications and aids brand recognition.

- The logo should always be surrounded by an area of clear space to separate it from text and other graphic elements as well as the edge of the page. No other elements should infringe upon this space.
- The **minimum** clear space is 10mm

10mm



10mm





# Typography

## Brand fonts

We use two fonts in our brand: Montserrat and Source Sans Pro. Montserrat is our headline font while Source Sans Pro is used as body copy.

Calibri is a standard windows and mac font, and should be used in Microsoft products and web applications.

In Japanese, MS PGothic should be used.

## Adobe Creative Cloud

### Montserrat Font Family

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Adobe Creative Cloud

### Source Sans Pro Font Family

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Web Based / Microsoft Products

CALIBRI

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



# Font Usage

## Headlines

Montserrat is used for all headlines. It establishes brand consistency between the type and the logo's letter-mark. It can always be used in both upper case and Sentence Case.

## Body copy

Source Sans Pro is used for all body copy, large and small.

## Microsoft Products

Calibri font is used with the same hierarchy style shown on the right on office based programs.

# Heading style

## Sub-title

### Heading Two

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum
- Dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident.
- Sunt in culpa qui officia deserunt mollit anim/

- Montserrat Bold
- Montserrat Medium
- Source Sans Pro Semi Bold
- Source Sans Pro Regular
- Source Sans Pro Regular



# Brand Colors

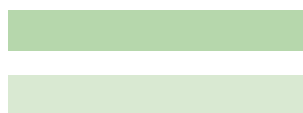
## Primary colors

Our primary colors are clean, bold and distinguished. This palette should be used for all brand applications.

Tints; 70%, 40%, 20%



CMYK 95,0,100,0  
RGB 0,164,66



CMYK 70,65,65,65  
RGB 44,43,42



CMYK 51,90,39,36  
RGB 102,40,78



CMYK 0,0,0,0  
RGB 255,255,255

## Accent colors

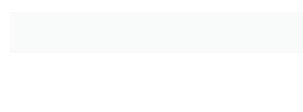
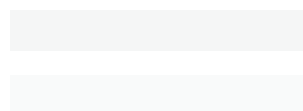
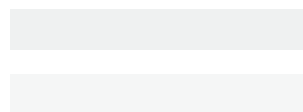
These colors are accents and should be used sparingly in such instances as infographics, charts and diagrams.



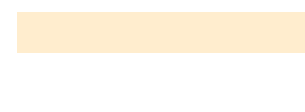
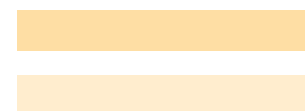
CMYK 55,47,46,12  
RGB 117,117,117



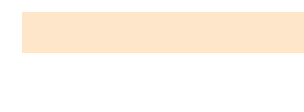
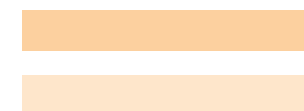
CMYK 23,16,19,0  
RGB 196,196,196



CMYK 1,31,100,0  
RGB 250,181,23



CMYK 1,50,99,0  
RGB 244,148,32





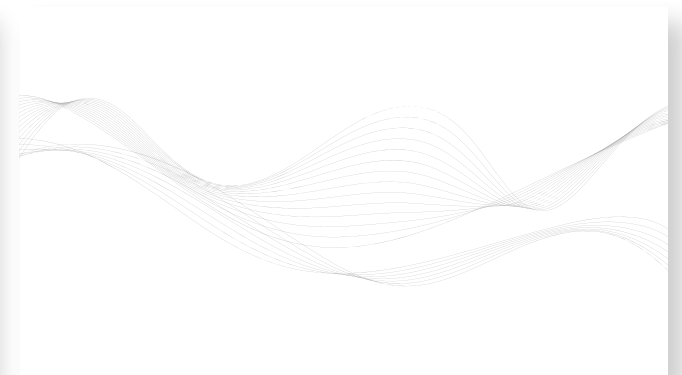
# Branding Elements

## The Wave

The wave is one of the most distinctive graphic features in our design branding and is used in many communications. It incorporates elements found in the Siklu logo.

When used appropriately the wave helps build recognition for our company. It allows us to visualize our mmWave wireless connectivity solutions, connecting a Gigabit world. This simple design element adds another layer of visual interest for the reader.

The wave graphic can be used in different ways (see examples to the right). Avoid overusing the wave graphic on interior pages of documents as this detracts from the overall impact of the graphic.







# Products

## Product Treatments

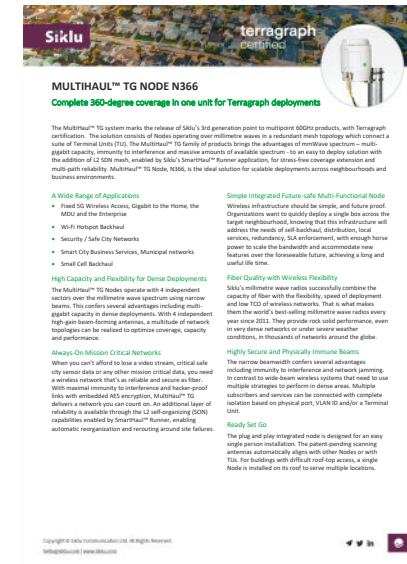
To achieve brand consistency, we recommend only using the product in the way shown to the right.

All products should be clean with the 'dot' logo.

## Siklu Products



## Products in documents





# Products

## Product misuse

### Do not

- Distort the products.
- Use products with the 'full logo'.
- Do not discolor the products.
- Avoid adding effects i.e. shadows, reflections and glows.

## Product misuse in documents



**EtherHaul™ 600 Series**

**Street-level gigabit V-band radios**

**Typical Applications**

- Safe/Smart City Networks
- Business Broadband
- Wi-Fi Hotspot Backhaul
- Gigabit to the Home (GTH)
- Small Cell Backhaul

**1 Gigabit Throughput on the Street**

The EtherHaul™ 600 series delivers future proof capacity to any street level application. Operating over the unlicensed 60GHz band, the palm-sized radio provides predictable and reliable connectivity, and is easily installed on any kind of street furniture.

**No Interference - Reliable Operations**

The unlicensed 60GHz V-band spectrum is uncoordinated, even in dense urban areas. Characterized by pencil thin beams, V-band radios guarantee no interference and high reliability. The EH-600 series has 11 non-overlapping 84-capacity channels that are user-selectable. In addition, the non-linear high attenuation of the 60GHz spectrum is utilized for optimal matching of link length and selected channel. This results in unmatched frequency reuse capabilities, making it the most scalable solution on the market for dense deployments.

**World's Smallest 60GHz Radio**

The palm-sized radio simplifies site acquisition, and is quickly installed on any kind of street furniture. The single box solution incorporates an integrated antenna and a GSE switch, with PoE-in and dual PoE-out. Easily cascade radios and power external devices like video surveillance cameras and Wi-Fi access points.

**Easiest Installation & Management**

Any installer can deploy the EH-600, no telco expertise necessary. Physical installation with out-of-the-box 8 levels of QoS aware Ethernet services typically takes just 15 minutes. Optional advanced configuration is available via an intuitive web GUI, while additional services may be remotely activated from a NDC. An in-box integrated TCP and UDP load balancer streamlines commissioning and troubleshooting.

**Robust & Future-Proof**

The all-weather IP-67 sealed radio guarantees carrier-grade performance under even the harshest weather conditions. The combination of high capacity and low latency, along with the integrated switch and extra ports enables deployment in ring, mesh or extended cascading, with fewer aggregation units needed. The EH-600 also incorporates Adaptive Bandwidth Coding and Modulation for high availability.

**Field Proven Technology**

EtherHaul™ is the world's bestselling millimeter wave radio. Tens of thousands of units have been deployed and are performing reliably in varying weather conditions all over the globe. The EH-600 incorporates Siklu's integrated all-silicon technology, which increases reliability while reducing size and cost. The result is a palm-sized radio with a proven 30-year MTBF and an unbeatable price/throughput.

**Optional Asymmetric Capacity Optimization**

Both T and TX models, with their unique TDD duplexing, allows you to set-up asymmetric capacity configuration. Match your upload/download rates to your application and optimize use of spectrum, reduce power requirements and lower both CAPEX and OPEX.

**Streamline Operations with Carrier Ethernet & Synchronization**

The EH-600 has MEF-compliant integrated Carrier Ethernet switch that streamlines operations with configurable bandwidth-aware QoS, service management and QAM. For mobile operators, optional built-in synchronization with Sync-E and 1588v2 ensures smooth performance over packet based backhaul networks.

**Exceptional Value**

With minimal deployment costs and virtually no maintenance, the EH-600 series minimizes Total Cost of Ownership (TCO) and provides a Return On Investment (ROI) often measured in months, providing an unbeatable price/Mb/s single port number supports both 57.6Gbit/s and 64.66Gbit/s sub-bands, reducing TCO further while benefiting from extended range achievable with the 64.66GHz spectrum.

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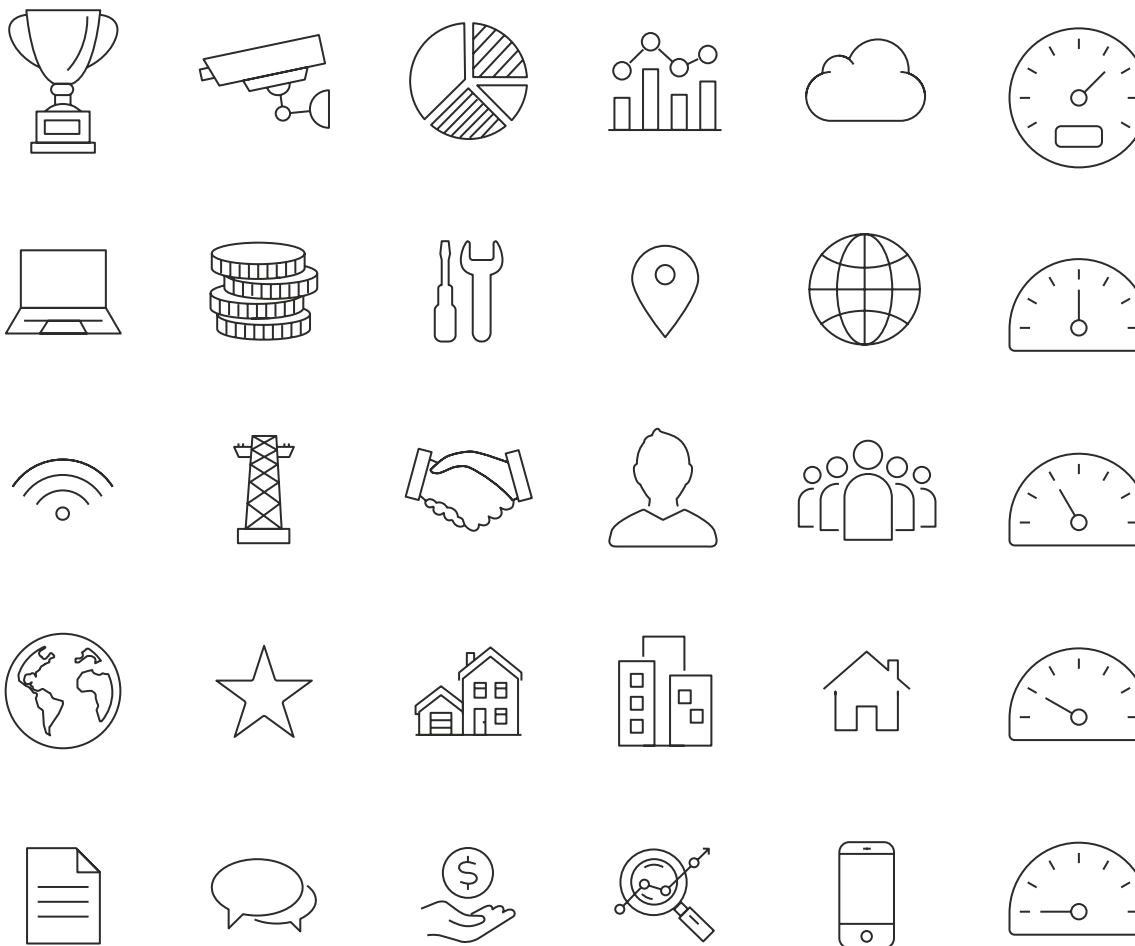
## Product misuse in Photographs





# Icons

Used to emphasize the message of the verbal language. The style of the icons are flat line, for legibility even at a small size.





# Photography

Type of imagery used for the Siklu brand depending on application.

## Residential



## Rural





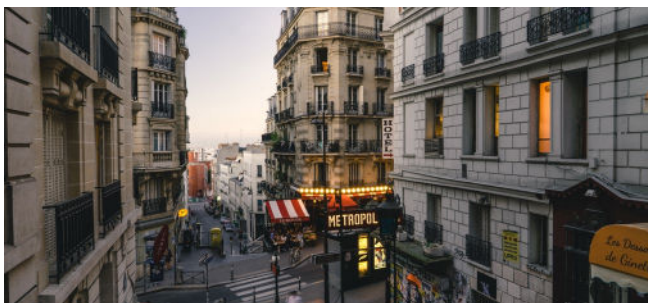
# Photography

Type of imagery used for the Siklu brand depending on application.

## Smart City



## Sub-urban

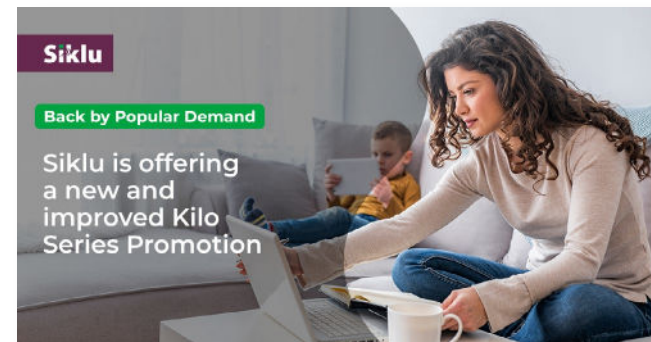
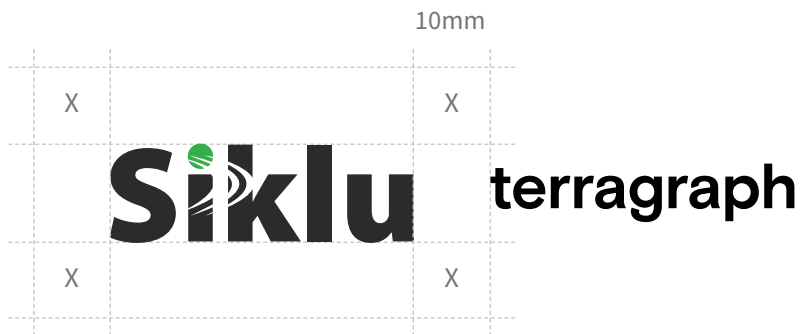




# Banners

Different types of banners for social networking pages, emails and newsletters.

- When placing partner logos either add to opposite corners or use the recommended space shown below.



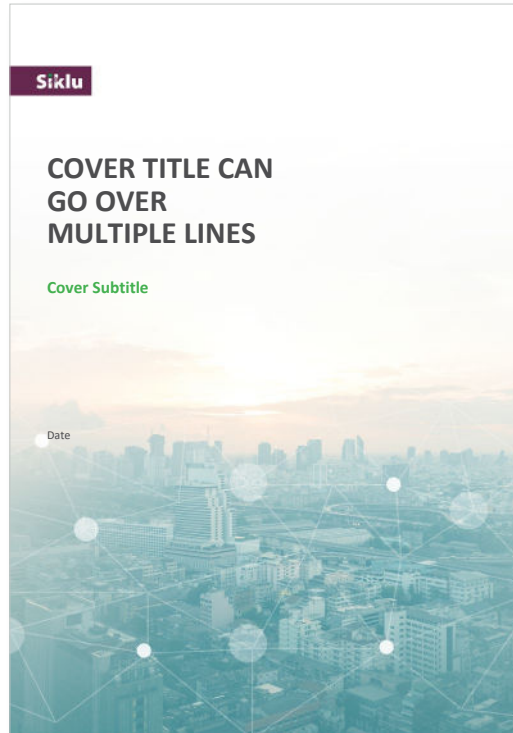


# Templates

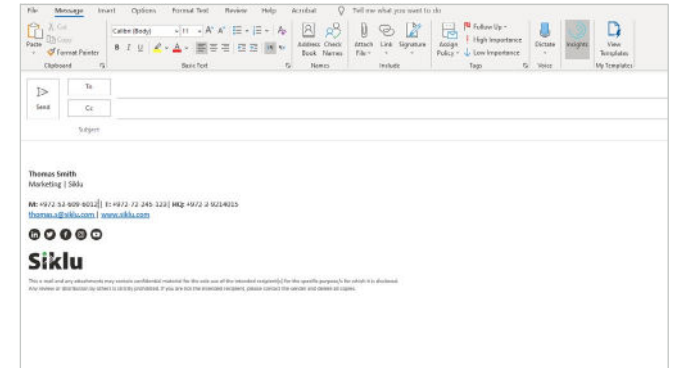
## PowerPoint



## Word



## Email Signature



# Thank you

