



Brand Guidelines

June, 2022



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From developing and deploying modern apps and the secure, scalable platforms on which they run to managing, monitoring, and optimizing their operations, CBTS is the trusted partner businesses need to thrive in the application era.

Who we are.

CBTS is your long-term partner for agnostic, holistic, integrated IT solutions.

Long Term Partner

We strive to build lasting relationships that ensure long-term success for our customers.

Agnostic

Clients can trust CBTS to recommend the ideal solution to solve their most pressing business challenges.

Holistic

A long-term partnership with CBTS covers everything from strategy to execution.

Integrated

CBTS understands the interconnected relationship between applications, platforms, and operations and what it takes to get it right.

Mission and Vision

Brand Vision

Empower organizations to modernize and fuel long-term growth.

Brand Mission

From strategy through execution, CBTS delivers comprehensive business results for your transformative IT initiatives.

Values

Personal

We build and nurture strong relationships with our clients so we can understand and tackle their unique challenges.

Creative

We won't settle for cookie-cutter solutions; if there's a better way, we'll find it.

Flexible

We efficiently handle projects of every size and scope across all industries and offer flexible delivery models based on how our clients wish to consume technology.

Bold

We are not afraid to break—and rebreak—the mold on our client's behalf.

Trusted

We can be relied upon to always recommend the ideal solution, deliver what we promise, and provide exceptional support—especially when it matters most.

Internal Narrative

Radical change is relentlessly reshaping the IT landscape. Simply put, applications are now the backbone of modern business. Flexible, user-friendly, and predominantly cloud-based, modern apps are built for the era of near-constant change. Applications are the reason legacy companies across all business sectors are being disrupted by digital-first companies that are better meeting client expectations for speed, agility, and scalability. By focusing on the application layer, these disrupters are giving their developers the ability to bring new functionality to market faster. Whether they know it or not, every company in every industry is under pressure to become an application business. Of course, that's easier said than done. All this disruption has led to a dramatic increase in both complexity and risk. With so many new options claiming to change the world, IT uncertainties can leave even the savviest decision makers confused and their organizations vulnerable. Successfully navigating this treacherous environment is what separates the leaders from the followers. Fortunately, no one has to go it alone. One company understands the value of interconnected applications, platforms, and operations. And one company offers the trusted expertise required to get it right, from end to end. From developing and deploying modern apps and the secure, scalable platforms on which they run to managing, monitoring, and optimizing their operations, CBTS is the trusted partner businesses need to thrive in the application era.

An aerial night view of a city street grid. The image is dominated by tall buildings, some with illuminated windows and facades. A prominent building on the left has a blue, perforated facade. A large, white, pixelated graphic element is centered on the page, containing the text 'Applications | Platforms | Operations'. The text is white and stands out against the dark background of the city at night. The overall atmosphere is urban and modern.

Applications | Platforms | Operations

When applications, platforms, and operations work together, anything is possible.

We live in the Era of Applications. Digital-first organizations that deploy cloud-based, containerized applications across all industries have been disrupting legacy organizations by being faster, more agile, and easier to scale. To remain competitive today, legacy organizations seek to respond to this disruption through the modernization of their applications.



Core Solutions



Brand Elements

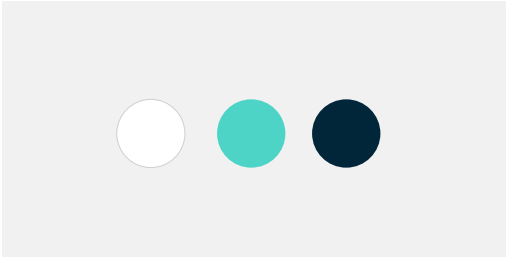


Brand elements

These are the core elements of our visual identity: our logo, color, typography, photography, graphics, and pathways.



Logo



Color



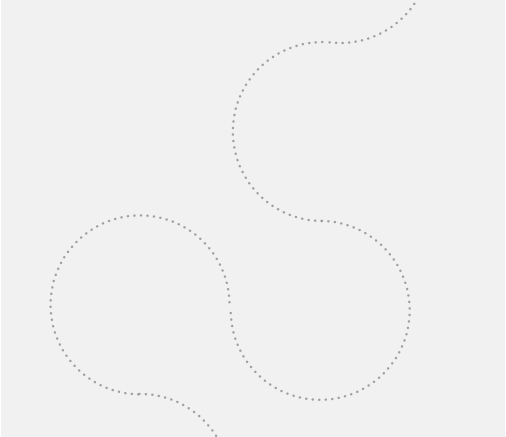
Fonts



Photography



Graphics



Pathways

Logo



Logo

Our logo is the foundation of our brand experience. It represents the four essential technology stages that enable CBTS to help businesses ease their journey to the cloud: consult, build, transform, and support.



Logo

Two-color reverse

On black or dark-color backgrounds, the logo is reversed. Use the two-color reverse version whenever possible.

Two-color

The two-color logo version appears on white or light color backgrounds.

Black and reverse

Use either the black or white versions of the logo when the two-color version cannot be reproduced due to printing limitations.



Two-color reverse



Two-color



Black



Reverse

Logo

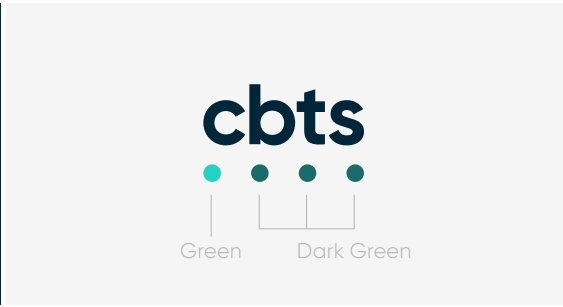
Animation

When animation is an option, the four technology stages below the logo are highlighted from left to right. The animation suggests progress towards the cloud.

Two-color reverse animation



Two-color animation



Logo

Clear space

The area surrounding the logo must always be free of any text, imagery, or graphic elements. Using this space allows the CBTS logo to stand out from other graphic elements.

The clear space is determined by the height of the "c." A minimum amount of clear space is "c" on all sides of the logo extending from its outer edges.

Whenever possible, the amount of clear space should be increased.

Positioning

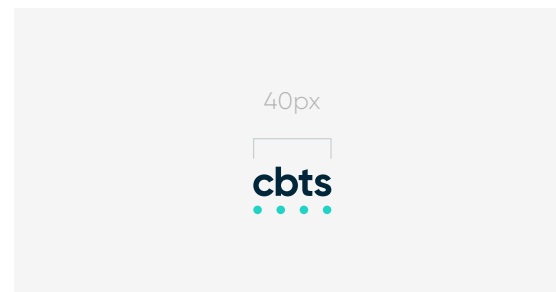
To ensure clarity, a minimum size has been established for reproduction.

The minimum size for digital applications is 40px. This is measured by the width of the logo.

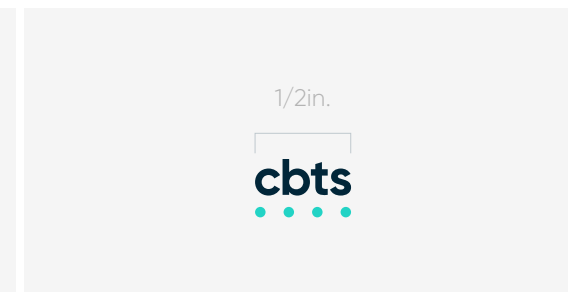
The minimum size for print applications is 1/2in. This is measured by the width of the logo.



Clear space



Digital minimum size



Print minimum size

Logo

Co-branding

A co-branding lockup can be configured horizontally or vertically. In a horizontal lockup, the CBTS logo is on the left side and the partner logo on the right. In a vertical lockup, the CBTS logo is placed above the partner logo.

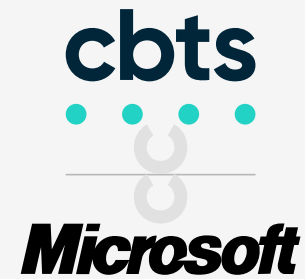
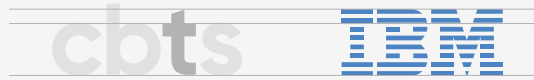
The common rules in creating the lockups are:

- A thin gray rule separates our logo and the partner logo.
- The distance between the elements is set and must not vary.
- The partner logo must never appear larger than our CBTS logo.

Horizontal logos align to the top of the "t's" crossbar to the bottom of the "t"



Square logos align to the height of the "t"



Logo

The don'ts

Incorrect use of the CBTS logo impacts the integrity of our brand. Let's protect our logo.



Unapproved color



Recreate



Adjust spacing



Use effects or filters



Add dots



Poor contrast

OnX Canada Logo

OnX Canada is a subsidiary of CBTS.

OnX Canada is a subsidiary of CBTS. However, CBTS and OnX Canada operate as sister companies, each occupying its own market niche. OnX Canada solely serves businesses, organizations, and government agencies throughout Canada.

When blending content across the companies, refer to the other as a sister company. For example:

CBTS, an OnX sister company, provided an SD-WAN solution to support the customer's applications and change its business outcomes.



Two-color reverse



Two-color

Tagline



Taglines

Applications are the backbone of modern business. Whether they know it or not, every company is under pressure to become an application business. One partner understands how interconnected applications, platforms, and operations work together to simplify the road ahead. And one company offers the trusted expertise to get it right, every step of the way.

Navigating the **application era.**

Modernizing applications to speed the pace of business.
Securing platforms to boost business resilience.
Optimizing operations to drive business value.

Modernized Applications
Secure Scalable Platforms
Optimized Operations



Typography



Typography

Primary font

Our primary typeface is Gilroy. Its straightforward, clean design has a friendly feel, which reflects our brand character. It is also a highly legible and versatile typeface.

Gilroy Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

' ? ' " ! " (%) [#] { @ } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

' ? ' " ! " (%) [#] { @ } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Typography

System font

We use Century Gothic in desktop environments. Century Gothic is a system font and assures other users and viewers will have the fonts on their systems. This means the fonts will not be replaced by other defaults. In this manner, our communications will be viewed as intended.

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

' ? ' " ! " (%) [#] { @ } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

' ? ' " ! " (%) [#] { @ } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Typography

Hierarchy

Care should be taken while typesetting. When type has been set, ensure the copy is easily legible, the combination of weights work well together, and a clear hierarchy of communication is displayed.

Line spacing will vary according to the nature of the typography. For standard body text, typical line spacing should be: 9/14pt, 10/15pt, 11/16pt, and so on. Display type will usually have looser line spacing. The typical display line spacing should be 20/30px, 30/40px, 40/50px, and so on.

Headline example:

A

Gilroy Bold, 24pt, 26pt leading,
-10pt tracking
Color = Dark blue

Subhead example:

B

Gilroy Bold, 14pt, 16pt leading,
-10pt tracking
Color = Green

Body copy example:

C

Gilroy Light, 10pt, 15pt leading, 0pt
tracking
Color = Dark gray

A

Nullam a tellus vel metus luctus lobortis.

B

Sed vitae ipsum ac enim

C

CNulla pharetra viverra dui, eget
malesuada diam tempus ut. Sed
elementum viverra ex, a commodo
lorem bibendum in. Ut dictum, tortor
non lacinia feugiat, dui elit mollis
ipsum, id pretium diam orci nec diam.
Vestibulum ac elit sed eros
luctus varius.



Typography

Minimum/maximum body copy text

Digital body copy minimum = 12px

Suspendisse vel maximus augue, eget lorem am sollicitudin augue. Donec tortor ame nulla nibht finibus ut dapibus eua, tristique ut a, nibh. Praesent id lacus vitae velit est tincidunt.

Print body copy minimum = 9pt

Suspendisse vel maximus augue, eget lorem am sollicitudin augue. Donec tortor ame nulla nibht finibus ut dapibus eua, tristique ut a, nibh. Praesent id lacus vitae velit est tincidunt.

Digital body copy maximum = 20px

Suspendisse vel maximus augue amet, eget lorem am sollicitudin augue eua donec tortor ame nulla nibht finibusap dapibus eua tristique ut a nibh.

Print body copy maximum = 14.5pt

Suspendisse vel maximus augue amet, eget lorem am sollicitudin augue eua donec tortor ame nulla nibht finibusap dapibus eua tristique ut a nibh.

**Use your discretion when creating large format print pieces.*

Typography

The don'ts

Our typography helps us to develop and build a visual style for our brand. Shown at right are some things to avoid when working with copy.



Ucem manum in non-
ficuest linatus, etiam
intam quam in vit; nu-
muest erim iam.

Hyphenated paragraphs



Acta pli consu
menatiam reo.

Tight letter spacing



Ucem manum in
nonficuest linatus,
etiam intam quam in vit;
numuest erim iam.

Justified text



*Caborum imuscida
et voluptasi est mit
consectis magnient.*

Unapproved fonts



Agnihillest, imi, sunt officti asperspera
volorit eum et landus res exeri res aceperum
quid excerferita solestiatem harum quos
aspelendae aborume si ditasite is dus estiis
solorec tibusa conectotate dictorehenis evel.

Type below 9pt (except for legal)

Color



Brand colors

Brand colors

Our brand colors spark energy. They are vibrant, active, and express our tireless drive to cover all technology.

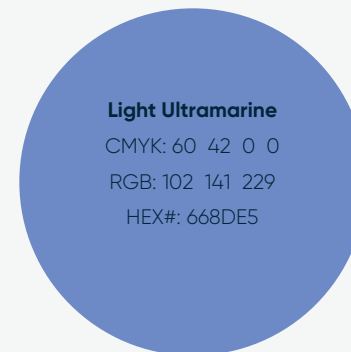
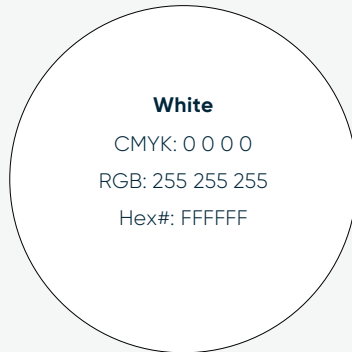
Use these colors when introducing color into any CBTS material. CBTS green is our primary highlight color and should be considered when designing any branded materials.

The sophistication of CBTS is represented by our core colors. They contrast well with our brand colors, and convey our collaborative spirit.

Dark blue should be introduced to layouts first. It acts as a base color and provides balance and sophistication to the rest of the palette. Also, be mindful of the use of white space. Layouts should feel light and open.



Green designates Application



Light Ultramarine designates Platform



Loyal Blue designates Operations

Vibrant colors

Our vibrant colors add a saturated range that works well across a variety of charts, graphs, infographics, and animations. These colors are used when the primary color palette does not give you everything you need.

Violet

CMYK: 63, 50, 3, 0
RGB: 107, 124, 184
HEX: 6B7CB8

Red

CMYK: 0, 83, 74, 0
RGB: 240, 83, 71
HEX: F05347

Blue

CMYK: 87, 46, 14, 0
RGB: 8, 121, 172
HEX: 0879AC

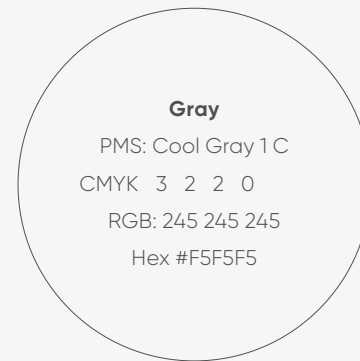
Neutral colors

If layouts are in need of more variation, neutral colors can be used. They further communicate the sophistication of CBTS, and offer flexibility when paired with our primary and vibrant colors. They work especially well as backgrounds.

A When body copy is set on light backgrounds, dark gray should be used.



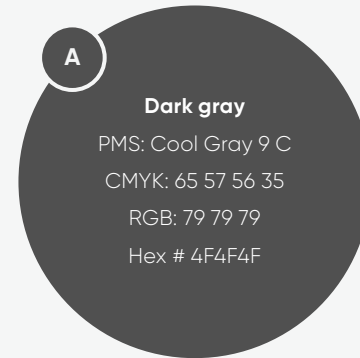
Mid green
PMS: 7473 C
CMYK: 76 16 52 1
RGB: 52 161 143
Hex # 34A18F



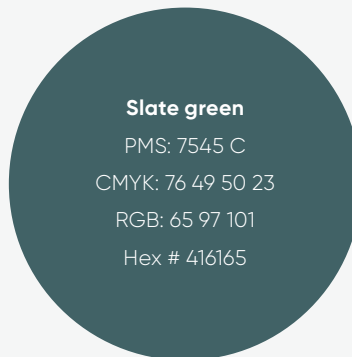
Gray
PMS: Cool Gray 1 C
CMYK 3 2 2 0
RGB: 245 245 245
Hex #F5F5F5



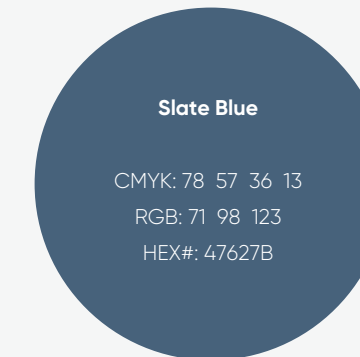
Dark green
PMS: 7718 C
CMYK: 87 40 55 20
RGB: 26 106 104
Hex # 1A6A68



A
Dark gray
PMS: Cool Gray 9 C
CMYK: 65 57 56 35
RGB: 79 79 79
Hex # 4F4F4F



Slate green
PMS: 7545 C
CMYK: 76 49 50 23
RGB: 65 97 101
Hex # 416165

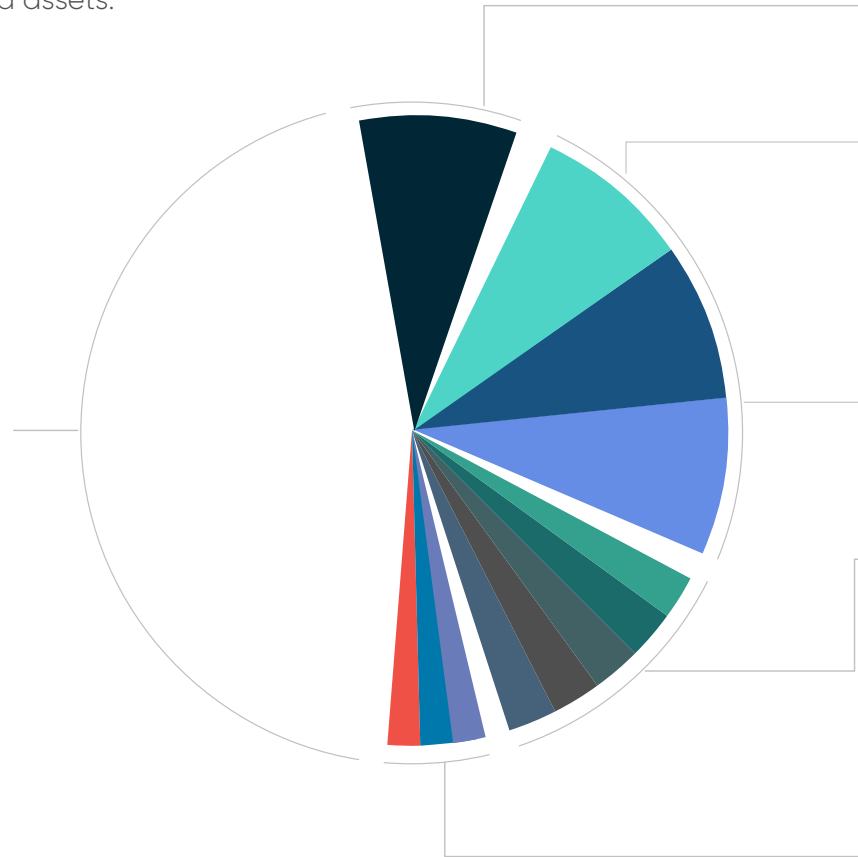


Slate Blue
CMYK: 78 57 36 13
RGB: 71 98 123
HEX#: 47627B

Color balance

This is a color wheel. When creating visual materials, please use this as a guide. Use the colors in the clockwise direction, introducing dark blue first when creating branded assets.

White plays a dominant role in our palette and is the foundation for most layouts. Always consider white space when creating any material. Layouts should feel open and approachable.



Dark blue should be introduced first. It provides balance and sophistication to the rest of the palette .

Green is our primary color, but should be used in moderation. Its energy makes it ideal for highlighting the focal point of your creative.

Loyal Blue and Ultramarine are our supporting colors.

Neutrals are considered secondary. They offer flexibility when paired with our primary and vibrant colors, and work well as backgrounds.

Vibrants add saturation to the brand. They are used to represent our portfolio and work well with charts, graphics, and icons.

Brand Elements



Graphic Elements

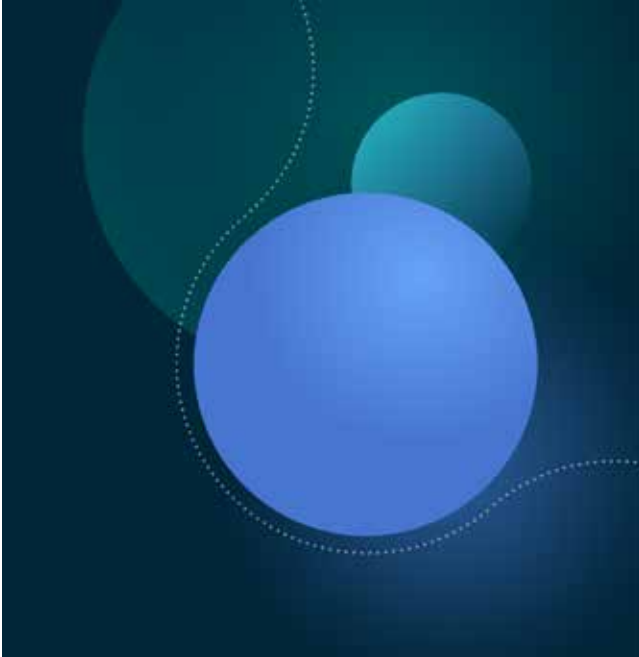
The sphere

The sphere represents the heart, the substance, core, center, essence, the marrow and meat.

CBTS understands how interconnected applications, platforms, and operations work together.

These graphic elements represent:

- Holistic
- Interconnected
- Together



Sphere Types. Only use the APO colors– Dark Blue, Green, and Light Ultramarine–for sphere usage.



Blur

Fade

Gradient

Sphere

Dotted Circle

Graphic Elements

Journeys and pathways

Navigating the application journey alone can become incredibly complex, expensive, and disruptive. CBTS can simplify the road ahead. And we offer the trusted expertise to get it right, every step of the way.

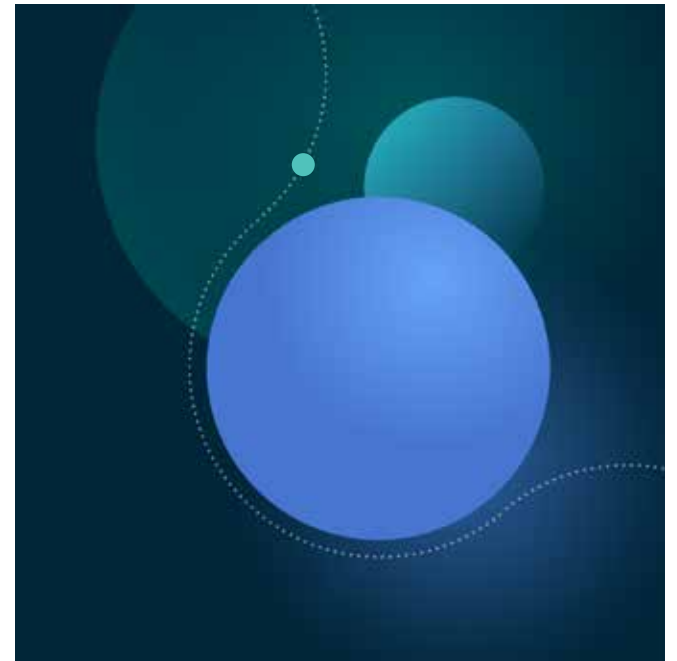
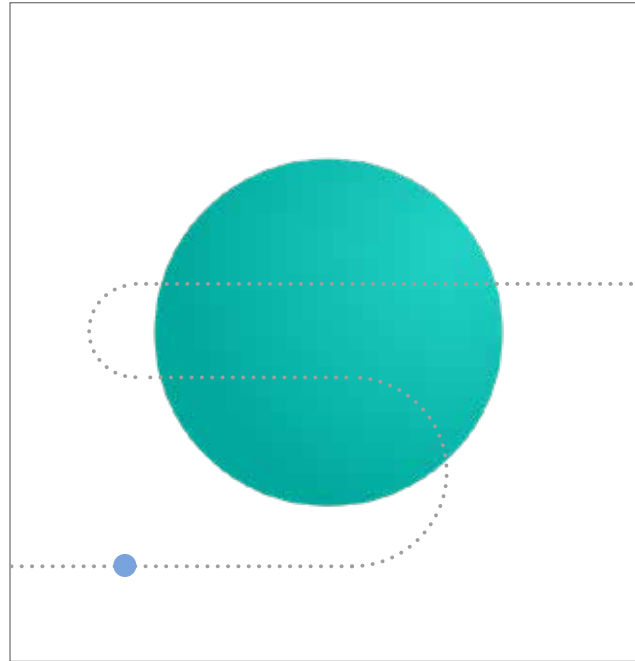
These graphic elements represent:

- Journey
- Navigate
- Adaptability

The dotted line represents the client's journey. The small sphere traveling along the path represents the progression in the journey.

Weaving the line behind and in front of people, buildings, etc. on photographs.

Use the small spheres sparingly.



Photography



Photography

Our photography captures modern technology in action. It features environments and subjects that benefit from using CBTS technology. The photography is organized into three categories—enterprise, workplace, and application technology.

When looking for photography, try to:

- Select images that capture the physical locations where CBTS products and services add value.
- Find images that highlight the technologies our clients use.
- Select images that complement the CBTS color palette.
- Avoid using stale stock photography.



Show how our services add value



People



Enterprise



Application Technology

Backgrounds

The style approach to photography should feature visuals that showcase a journey, enterprises we serve, and application technology

Journey



Enterprise



Technology



Overlays

Blue overlay

All images should have a consistent blue overlay applied to them. This color and treatment allows for a wide range of stock images to have a consistent tone and look.

How to apply the blue overlays.

- A** Apply CBTS Dark Blue layer over the photo. Select multiply for transparency and set opacity to 20-70%.
- B** Apply CBTS Dark Blue gradient layer and select multiply for transparency.
- C** Apply CBTS Dark Blue gradient layer and select normal for transparency.
- D** Apply both CBTS Dark Blue layer and a gradient layer on top of each other.

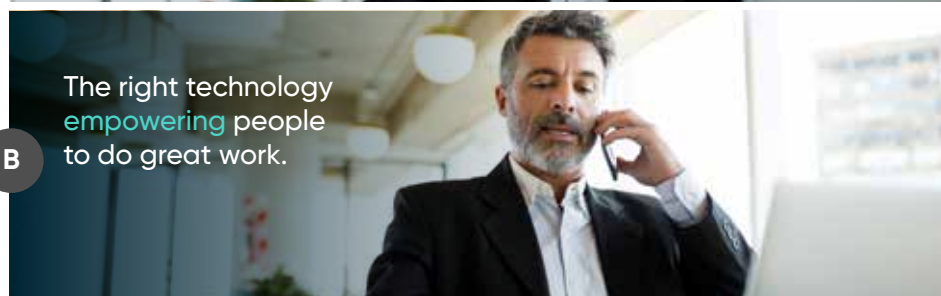
Keep the color integrity of the photo, while ensuring there is enough contrast for typography.



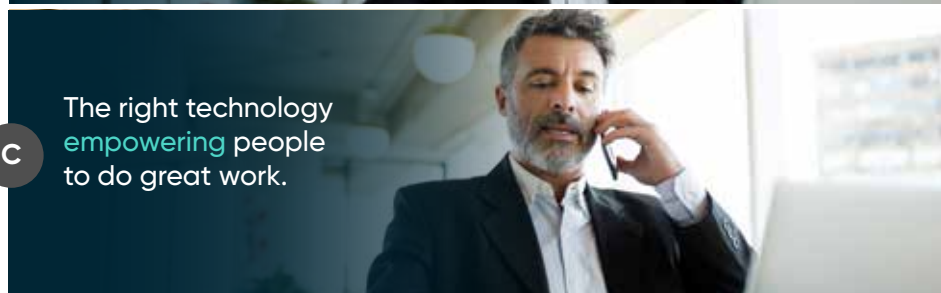
A



B



C



D



Photography

The don'ts

Overwhelming effects

Photography must feel genuine and relatable.

Pixelated

Images should always be crisp and clear.

Distorted

Avoid stretching an image to fit a layout, or pinching an image to make room for copy.

Over-saturated

Color should not be saturated to the point where it feels unnatural.

Bad composite

If two images need to be combined, they must feel natural together.

Contrived

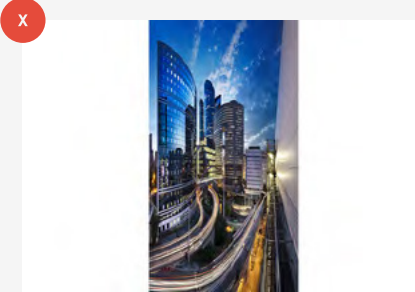
Images should not feel overly staged. They should feel like a real moment in time.



Overwhelming effects



Pixelated



Distorted



Over-saturated



Bad composite



Contrived

Icons



Icons

Our practices—Applications, Platforms, Operations—have their own unique icon set and color..



Applications



Platforms



Operations

Icons

Our icons are clean and simple. We use our icons to strengthen the experience and promote CBTS products, services, technologies, and scenarios.

Icons should only use the main brand colors.



Use within circle sparingly



Graphics



Graphics

Call-to-action buttons

Consistent button and text link design creates a familiar user experience.

Copy

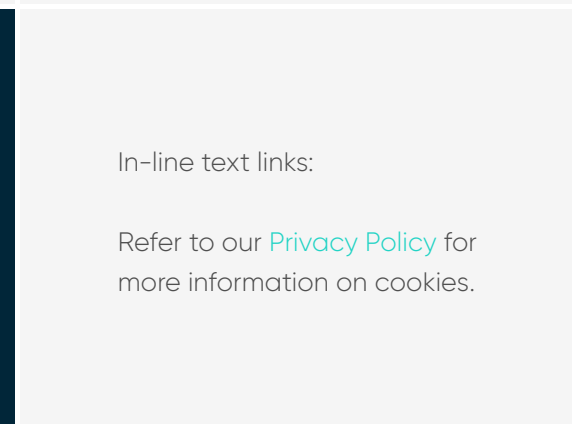
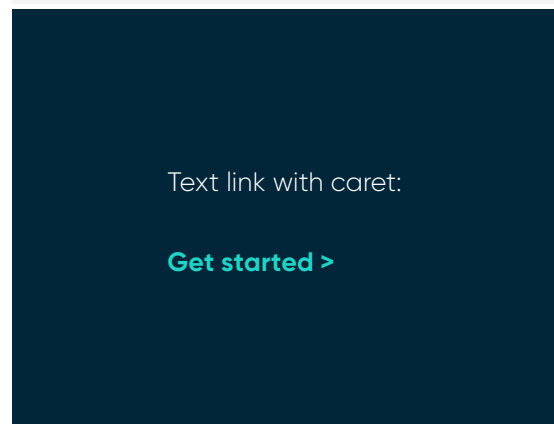
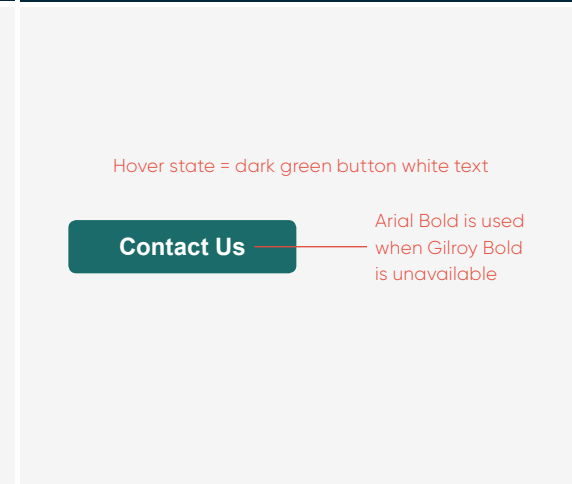
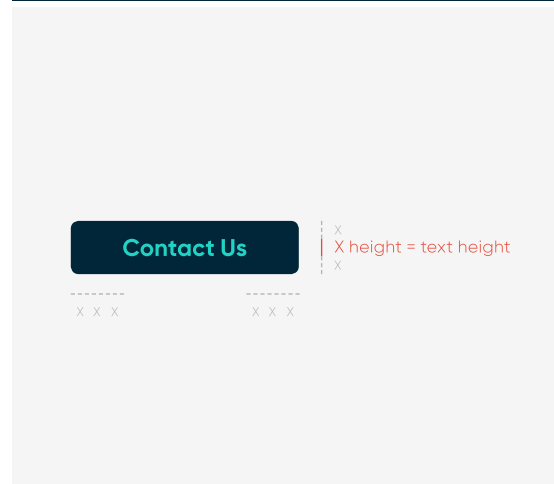
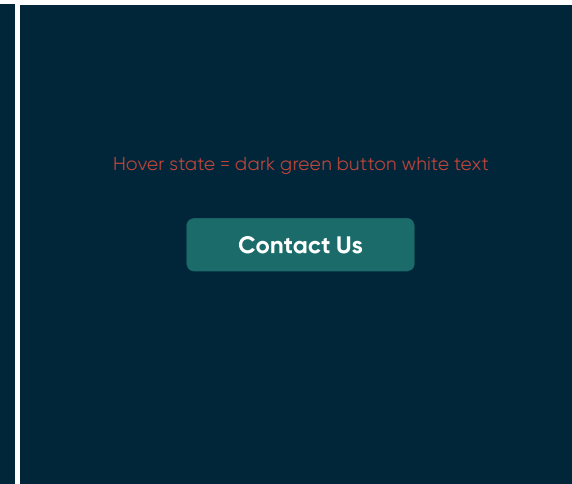
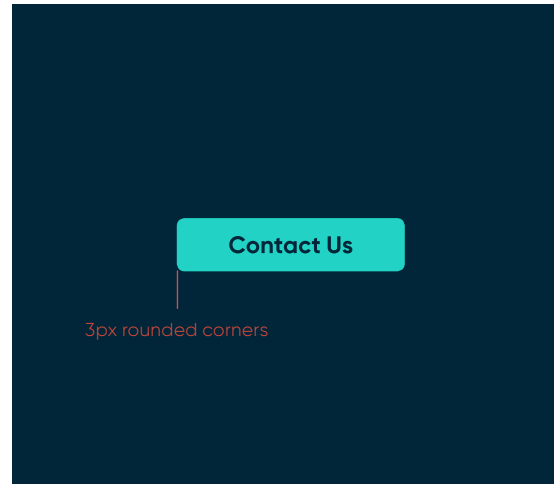
A call-to-action should generally be 20 characters or fewer.

Buttons

Always use bright green buttons on dark backgrounds and dark blue buttons on light backgrounds. Apply the correct padding around the text and button. Do not overuse buttons on a single page—use text links as needed.

Text links

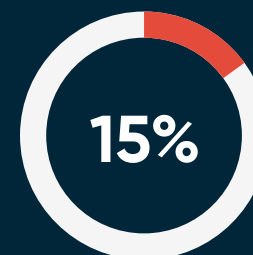
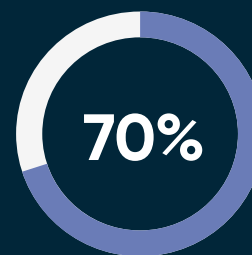
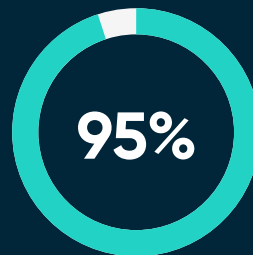
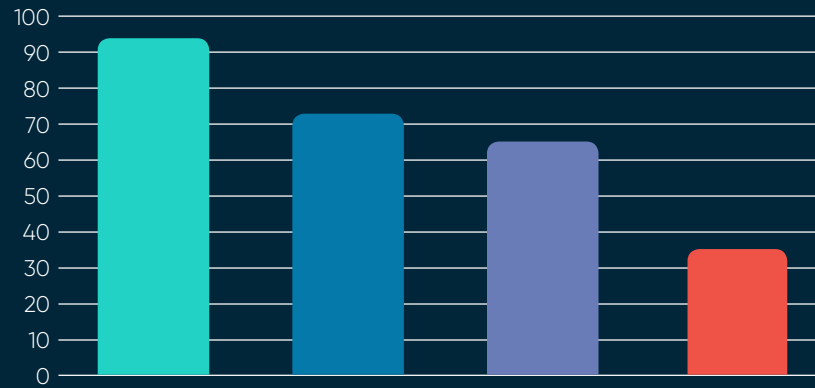
Text links are used for call-to-actions in secondary areas. Text links are bright green on dark backgrounds and end with a caret. Green text links are used on light backgrounds.



Graphics

Graphs and charts

A minimum number of elements in graphs and diagrams helps communicate a clear message. Use simple styling and keep highlight colors to a minimum to focus on the key stats.



Tone of Voice



Tone of voice

We want our clients to trust our ability to understand their technology needs and deliver quality solutions that exceed their expectations.

The traits embedded in our tone of voice help us express these emotive sentiments. To align your communications with our brand principles, apply these traits, and use them as filters to confidently generate consistent, on-brand, and trustworthy content.

Real

Our communication is authentic, human, and natural. We never resort to kitsch, humor, or sarcasm to capture attention. Instead, we rely on authenticity to convey sincerity and accessibility. Doing so makes it easier for clients to make a connection built on trust.

Optimistic

Clients have big dreams, and they want to partner with people who believe in them. Our communications should connect with them in innately positive ways, suggest a can-do attitude, and are supportive, action-oriented, and uplifting.

Direct

Using fewer words that mean more creates clarity, shows thoughtfulness, and inspires meaningful content. Content should be concise, purposeful, and include substance relevant to our clients.

Tone of voice

Writing style

Use the following guidelines to maintain consistency across all CBTS properties and communications.

Put the client first

The client's needs come first; our technology follows. Put the client ahead of anything and everything else, including ourselves. From a communications perspective, content should recognize and state the client's desired outcomes upfront, and then explain how CBTS can help achieve this.

Example:

Say, "You need to empower your team, and when you partner with CBTS, you can deliver the right technology they need to do their best work" instead of "CBTS technology empowers your team to do their best work."

Show empathy

Our client's success matters to us. Empathetic content marketing recognizes a potential client's struggles, describes what they are going through, points out the challenges they face, and provides them with solutions. Showing empathy proves we listen and care about each client's well-being, and we are worthy of their attention. It shows we are genuine and collaborative in our approach as a partner.

Example:

Complexity and pace of change are forcing enterprises to simplify all aspects of their business. We understand the move to hybrid IT consumption presents significant challenges for today's IT leaders, and the CBTS team is here to help.

Cultivate client empowerment

Become an extension of the client's team. Provide enough information that the reader understands the value of the solution. Allow the client to make their own decisions and give them actionable knowledge.

Example:

When teams collaborate remotely and use personal devices, the risk for a security breach increases. Cisco Webex, however, offers built-in security. Learn more about how to connect remote employees securely.

Tone of voice

Writing style (continued)

Use the following guidelines to maintain consistency across all CBTS properties and communications:

Make a connection

By writing communications from the second-person perspective, you can engage your audience on a more personal level and establish common ground. Talk directly to your audience by using words like "you" and "your."

Example:

Sometimes your provider's solution isn't always the perfect solution for you and your customers.

Consider leading with a verb

Persuade readers to take action on your content by starting sentences with verbs. Verb-leading sentences keep your language concise and request active participation.

Example:

Learn how integrating SD-WAN into your infrastructure can deliver better performance and outcomes for your organization.

Use simple language

Use language that's accessible, easily understood, and free of jargon. Cut out excess words and fluff. Don't overreach—simple, concise language allows instant comprehension, which is critical, especially when there are only seconds to capture and retain the audience's attention.

For example:

"Gain the ability to remediate impairments across multiple pathways" becomes "Fix issues across pathways."

Tone of voice

Format and style

While CBTS follows the Microsoft Manual of Style, 4th Edition, for most grammar, spelling, and style guidelines, certain items have been explicitly standardized for CBTS communications.

Acronyms

Do not capitalize the words when “spelling out” an acronym, unless it is part of an as-a-service phrase or is recognized in the industry with a non-standard treatment. For example: SD-WAN is software-defined wide area network, NaaS is Network as a Service, VoIP is Voice over Internet Protocol.

Ampersand (&)

Use “and” instead of the ampersand symbol (&) unless no space is available (or for third-party branding).

Bold, italics, and underlining

When calling out text to be stressed, don’t use more than one of these options at a time. Bold is the easiest to read and is the preferred option. Don’t use underlined text on any digital copy unless the words are hyperlinked.

Bulleted lists and periods

When using bullet points, you should:

- Use a colon at the end of the sentence preceding the list of bullet points.
- Capitalize the first word of each bullet point.
- Add a period (full stop) to the end of each list item if the bulleted information is a complete sentence or completes a sentence, including the bullet intro. No period is required if the list includes simple phrases.
- Be consistent (parallel) in bullet construction.

Capitalization (Headlines, Title, Subtitle, and Caption)

In general, use sentence case for all copy, including headlines, subheads, and buttons. You may use all uppercase lettering in short headlines for maximum impact, but avoid typing in all uppercase letters in body copy.

When using title case for headlines and titles, do not use punctuation except for exclamation mark (!) or question mark (?). Use sentence case and proper punctuation in general for subtitles when it is a complete sentence. Title case can be used for subtitles if it’s a short phrase.

Use title case for name and title in photo/video caption. For example, Jeff Lackey, CBTS President.

Format and style (continued)

While CBTS follows the Microsoft Manual of Style, 4th Edition, for most grammar, spelling, and style guidelines, certain items have been explicitly standardized for CBTS communications.

CBTS as part of the product name.

When CBTS is used as part of the product name, avoid the possessive form to distract the readers from the brand name. For example, use **CBTS Network as a Service** or **CBTS NaaS** instead of CBTS' Network as a Service.

Commas

In a series of three or more items, separate all items with commas. Always add the serial comma (also known as the Oxford comma) before the coordinating conjunction. For example, NaaS from CBTS is faster, simpler, and more flexible.

Dates

When writing for global products, avoid unnecessary characters when writing dates. For example, write **January 5** instead of January 5th. When the date consists solely of the month and year, do not include a comma (January 2010). Localize date style if necessary to avoid confusion by your audience.

Em dash (—)

Use with no spaces on either side of the dash and avoid using the shorter en dash (–) in its place. For example, **Family—it's what he lived for.**

En dash (–)

Use primarily to mark the space between dates or time in a chronological range. For example: His tenure at **CBTS (1992–2014)** was impressive. Also, **the meeting is scheduled for 10:30 a.m.–12:30 p.m.** Do not use in place of the longer em dash.

Footnotes

Place superscripted footnotes after punctuation in the text. For example, **Standard rates apply.¹**

Job titles/functions

Do not capitalize a job title or job function unless it directly precedes the name. For example, **Bob Smith, vice president of ABC Company**, was present. However, **Vice President Bob Smith of ABC Company was present.** DO NOT capitalize job functions or professions such as engineer, project manager, solution architect, etc.

If a job title precedes a name, do not use commas after the job title (They visited with Chief Culture Officer Christi Cornette during the tour.) unless the title is preceded by "the," "our", or some other article (They visited with our chief culture officer, Christi Cornette, during the tour). Note the title is lowercase in this context.

Format and style (continued)

While CBTS follows the Microsoft Manual of Style, 4th Edition, for most grammar, spelling, and style guidelines, certain items have been explicitly standardized for CBTS communications.

Numbers

In general, spell out numbers one through ten. Use figures for 11 and above. You may use figures for numbers under 11 in e-mail subject lines and headers but not in body copy. Exceptions include percentages and monetary amounts, which always use numbers.

Percent and percentage

Use of the percent sign (%) and spelling out “percent” are both acceptable. Maintain consistency throughout pieces.

Plural for abbreviations

Do not use the possessive form if you intend to use the plural form for any abbreviation. For example, **the plural form for SLA (service-level agreement) is SLAs, not SLA's.**

Possessives

Do not use CBTS or CBTS product or service names in the possessive form (CBTS'). These are trademarked names, and trademark rights can be jeopardized if the marks are not used properly.

Prefixes and suffixes

In general, do not use a hyphen to set off a prefix at the beginning of a word or a suffix at the end of a word. For example, write **coworker** instead of **co-worker** and **companywide** instead of **company-wide**.

Pronouns

Refer to readers with second-person pronouns. This perspective helps to focus on the needs of the reader rather than the writer (for example, write you can, not we allow). Second-person pronouns also moderate the formality of the tone and help you to avoid gender-specific pronouns.

Quotation marks and punctuation

Periods and commas always go inside the closing quotations mark. For example, Mark Twain said, “When you catch an adjective, kill it.” Never use single quotation marks except to denote a quote within a quote.

Spacing

Only use one space after any punctuation, not two.

Telephone numbers

Separate with periods, as in **000.000.0000**. Do not use parentheses for the area code.

Time

Use a.m. or p.m., :00 to maintain consistency across all expressions of time (for example, 9:00 a.m. and 9:30 a.m.) Ensure you are using the correct designation when using time zones;. Do not use D or S in time zone designation; use only ET, CT, MT, PT, etc. In most cases residents in those time zones do not need the additional reminder

Website references

Whenever possible, structure your messages to have the URL link listed at the end of a paragraph, following a colon. For example, please visit: [CBTS.com](https://www.cbts.com). If space is an issue in design, you can use the URL without www.

Word usage

To standardize word choices across CBTS, we've developed the following list to provide consistency across communications and product lines.

24x7x365

Use 24x7x365 to express the idea of around the clock, 365 days a year. Avoid other formats such as 24/7 or 24/7/365. 24x7 may also be used.

Anything as a Service

The first mention is spelled out with the abbreviation in parenthesis. After the first mention, we use the abbreviation only: AaaS. For example: CBTS offers Backup as a Service (BaaS). Use hyphens when the phrase is being used as an adjective: Review our Backup-as-a-Service solutions.

battle card

Write as two words: battle card (lowercase) instead of one: battlecard. Only capitalize the "b" in battle if it is starting a sentence.

business partner

Use instead of dealer or solution provider. For example, If you need help with custom reports, please contact your CBTS business partner or consultant, certified for (insert product name). In subsequent references, it is acceptable to say business partner or reseller.

CapEx and OpEx

Preferred usage when abbreviating capital expenditure and operational expenditure.

Word usage (continued)

To standardize word choices across CBTS, we've developed the following list to provide consistency across communications and product lines.

client

Use instead of customer, user, or end user whenever possible. User is acceptable when writing about security rights, licenses, or other technical issues. Do not capitalize unless beginning a sentence. Avoid using as a proper noun other than specific legal documents. Customer is acceptable when describing our clients' customers.

cyber

In most cases, cyber will join another word to create a compound noun or adjective, for example cybersecurity, cyberattack, cybercrime. If the second word begins with an "r"—such as risk or resource—DO NOT combine with cyber into one word unless it's being used as an adjective, and then use a hyphen: cyber-risk evaluation. If cyber is used in a product, organization, or event name, use whatever format is used by the owner. For example, Cybertech Midwest 2019 is next week.

data center

Preferred usage is two words.

e-book

Use e-book to refer to electronic books. Use E-book at the beginning of a sentence or a heading. In contexts that require title capitalization, use E-Book.

e-commerce

Use E-commerce at the beginning of a sentence or a heading. In contexts that require title capitalization, use E-Commerce.

education vs. academic

When we talk about the education industry, including K-12 and higher educational institutions, we choose the word "education" instead of "academic."

e-mail

Always hyphenate. Only capitalize "e" when it begins a sentence.

ENOC

The first mention is spelled out as Enterprise Network Operations Center with the abbreviation in parenthesis. After the first mention, we can use the abbreviation only: ENOC. Please avoid the following abbreviations: enoc, E-NOC, or eNOC.

Word usage (continued)

To standardize word choices across CBTS, we've developed the following list to provide consistency across communications and product lines.

free

Use only if your offer is for something that typically requires purchase and is available for a limited time. For example, "free trial." If your offer is for something that never requires a purchase, choose a different description. For example, There is no cost to join this webcast. Plus, get a bonus white paper compliments of CBTS.

Internet vs. internet

Use Internet in all instances.

higher educational institutions vs. high educational institutions

The correct term for post-secondary educational organizations is higher educational institutions. This period of education is also called higher education, not high education. CBTS has many clients in the higher education industry.

log on/logon

Use "log in" as a verb meaning to sign into an app or site with a username and password. "Login" refers to the credentials required to log in. "Log on" often means to visit a website; for example, you logged on to a website simply by visiting the page, but you won't be logging in because nothing on the site requires a username and password.

on-premises

Use to describe one of two deployment options for CBTS solutions: on-premises network or network as a service (NaaS). Do not use on-premise, as this phrase is incorrect.

SLA

SLA stands for service-level agreement (SLA). It is defined as an official commitment that prevails between a service provider and a client. Spell it out in the first mention and use the abbreviation afterward. If a plural form is required to suggest multiple agreements, the abbreviation is SLAs.

SLED

This term is used internally within CBTS to refer to the public education and government sectors. Outside of CBTS, our clients are not aware of this term. Please avoid using this term. Use public sector or governments and educational institutions instead.

Word usage (continued)

To standardize word choices across CBTS, we've developed the following list to provide consistency across communications and product lines.

technology partner

Use technology partner instead of vendor, OEM, technology manufacturer. This term is used when we talk about our technology partners, including Cisco, BroadSoft, IBM, Microsoft, etc. Sometimes, we use strategic technology partner for those technology providers with whom we have a strategic relationship.

web and website

Use lowercase terms, such as web-based training corporate website.

webcast vs. webinar

The standard is webcast, which is the choice highly preferred for all promotional materials. Don't use webinar or Webex unless referencing third-party branding. Localize if a different word is more easily understood.

white paper

Write as two words (lowercase) instead of one.

Wi-Fi vs. WiFi

Use Wi-Fi in all instances instead of WiFi.

About CBTS (Boilerplate)

CBTS is a leading technology provider to Fortune 500 and Global 2000 companies. From developing and deploying modern apps and the secure, scalable platforms on which they run to managing, monitoring, and optimizing their operations, CBTS is the trusted partner businesses need to thrive in the application era. For more information, please visit www.cbts.com.

Boilerplate

If you need to include general corporate information in communication, please use the CBTS boilerplate.

Applications



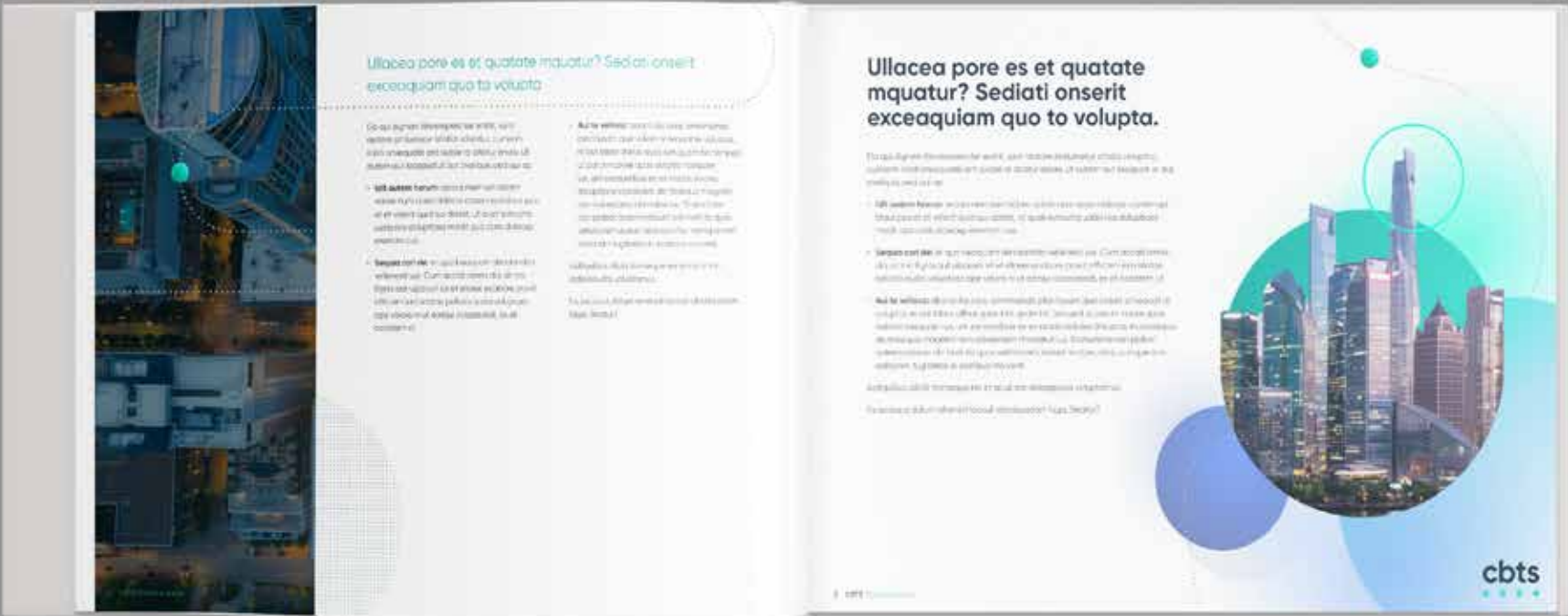
CIO Guide:

The importance and
benefits of application
modernization

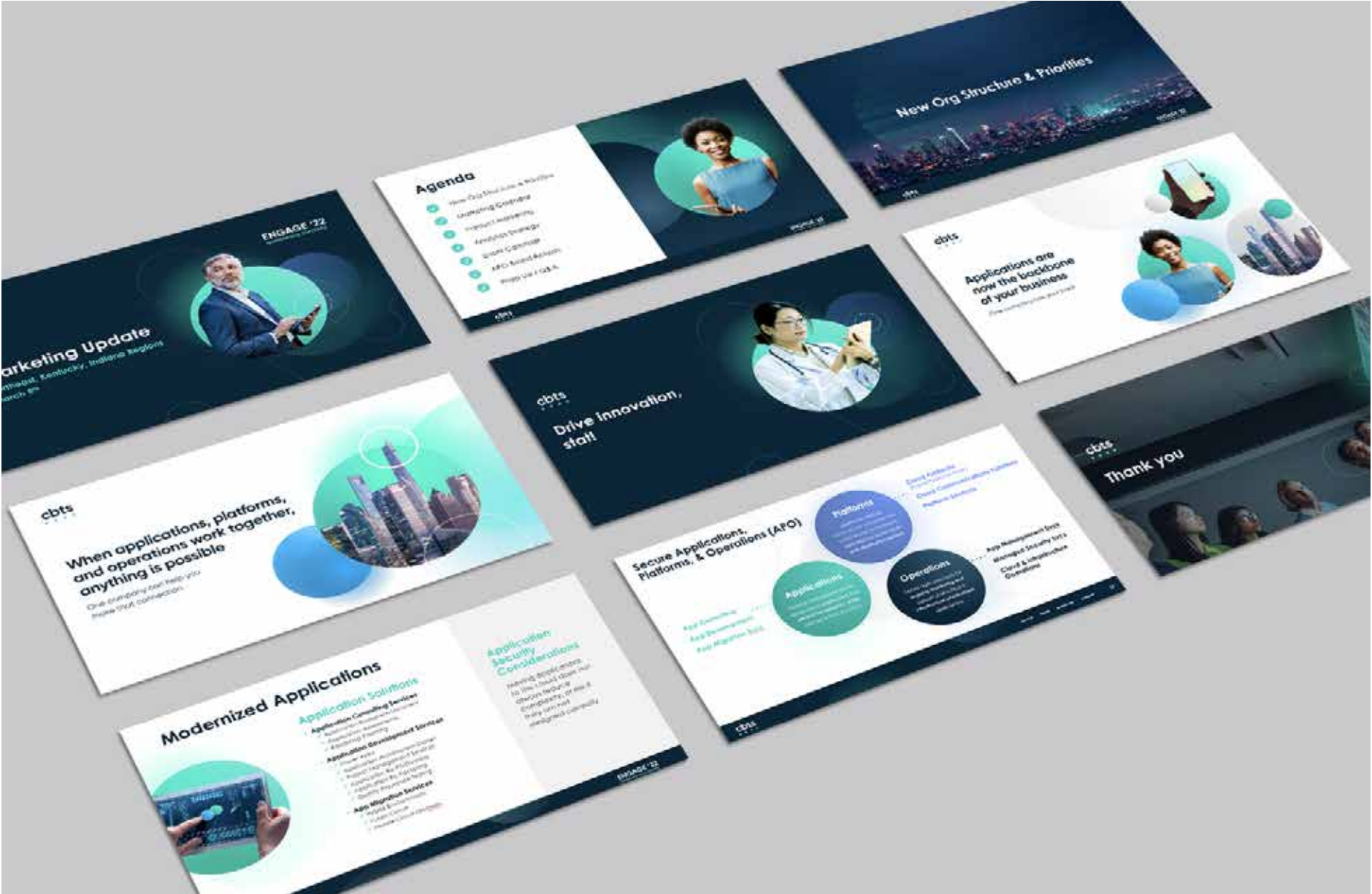


Applications





Applications



Applications



Case Study
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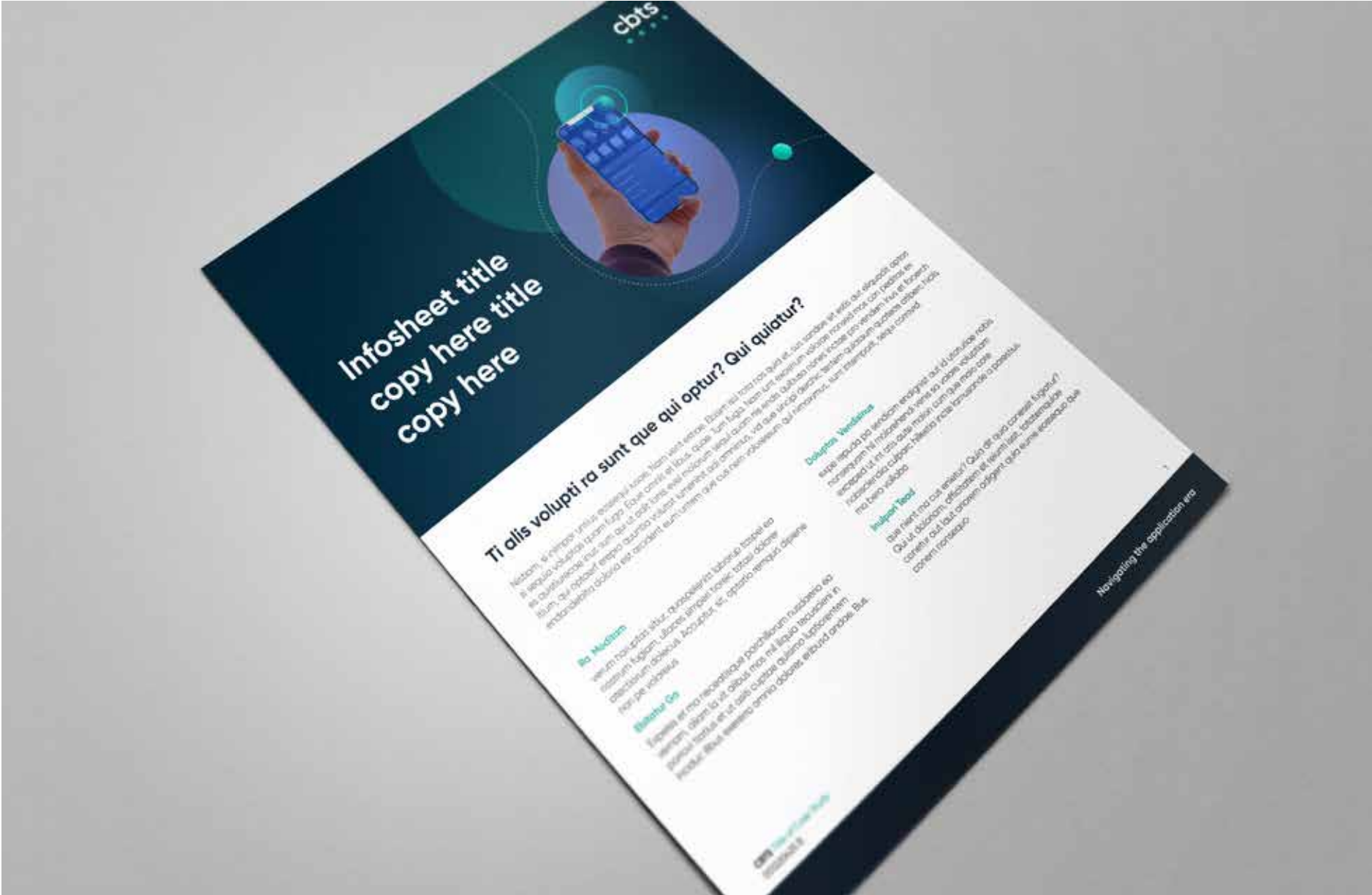


Client: Client name here

Placeholder text for client information and background context.

Challenge	CBTS solution	Results
Placeholder text for challenge 1	Placeholder text for solution 1	Placeholder text for results 1
Placeholder text for challenge 2	Placeholder text for solution 2	Placeholder text for results 2
Placeholder text for challenge 3	Placeholder text for solution 3	Placeholder text for results 3

1
 Navigating the application





From the development and deployment of modern apps, and the secure, scalable platforms on which they run, to managing, monitoring, and optimizing their operations, CBTS is the **trusted partner** you need to thrive in the application era.



What is Application Modernization?

The process of re-writing, re-architecting, and re-platforming legacy and traditional applications into cloud native modern apps designed for resiliency, scale, and speed to market.









Navigating the **application era**



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