BRAND DESIGN GUIDELINES

UPDATED JUNE 2025

7SIGNAL®

INTRODUCTION

7SIGNAL® is the industry leader in digital experience monitoring, providing complete visibility from the network core to the client edge. With its patented platform and AI, 7SIGNAL empowers IT and network operations teams to proactively detect, diagnose, and resolve performance issues—no matter where users connect.

This style guide helps ensure the 7SIGNAL branding system is used appropriately and consistently across formats and mediums.

Please follow the directions provided. You may find downloadable logos and resources online at 7SIGNAL.com/brand.

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LOGOS

The 7SIGNAL logo is available in
five formats:

1   **7SIGNAL**®

2   **7SIGNAL**® EYERIS®

3   **7SIGNAL**® AGENTS

4   **7SIGNAL**® SENSORS

5   **7SIGNAL**®

HORIZONTAL LOGO

The 7SIGNAL horizontal logo is available in four color versions:

1   FULL COLOR
2   FULL COLOR REVERSE
3   ONE COLOR
4   ONE COLOR REVERSE

1

2

3

4

HORIZONTAL PLATFORM LOGOS

The 7SIGNAL platform logos are available in
four color versions for each:

1   FULL COLOR
2   FULL COLOR REVERSE
3   ONE COLOR
4   ONE COLOR REVERSE

HORIZONTAL PARTNER LOGOS

The 7SIGNAL partner logos are available in four color versions for each:

1   FULL COLOR
2   FULL COLOR REVERSE
3   ONE COLOR
4   ONE COLOR REVERSE

FILE FORMATS

The 7SIGNAL logos are available in various file formats. The following information describes the best application usage for each:

Adobe Illustrator Encapsulated PostScript (eps) — This file format is vector-based to give you the freedom to scale without any quality loss. This is the best option for printed materials and signage—the file format that most vendors will request.

Portable Document Format (pdf) — This file format is vector-based and is used to display documents and graphics correctly – no matter the device, application, operating system, or web browser. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

Joint Photographic Experts Group (jpeg) — This file format is a lossy raster format, which means it loses information when it is scaled larger than its original size. JPEG/JPG files are one of the most widely used formats online, typically for photos, email graphics, and large web images like banner ads. Silkscreeners often request this format.

Portable Network Graphics (png) — This file format has built-in transparency, but can also display higher color depths, which translates into millions of colors. Think of PNGs as the next-generation GIF. PNGs are a web standard and are quickly becoming one of the most common image formats used online. PNG images are typically used in PowerPoint due to their transparent background.
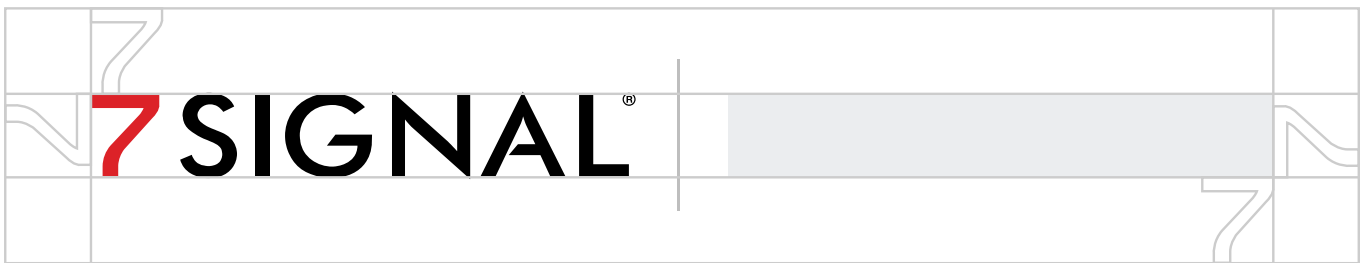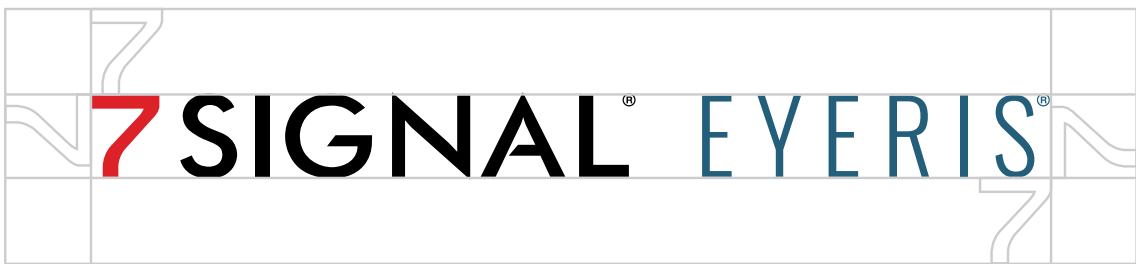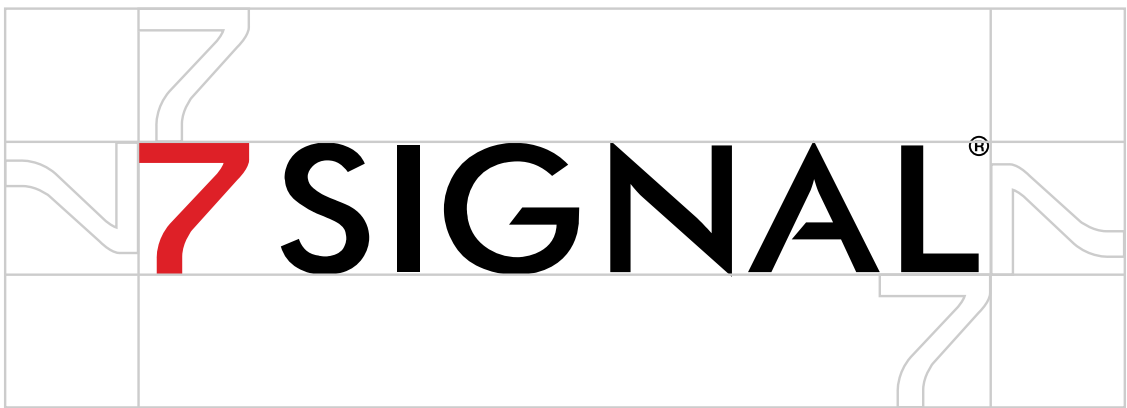
EPS Example at 600%

JPEG Example at 600%

MINIMUM CLEAR SPACE

Please allow for space to surround the logos on all sides.

For all Horizontal logos, this space should equal the height of the "7" in the wordmark.

MINIMUM SIZE: DIGITAL

Please adhere to the minimum sizes outlined to the right for Horizontal logos in DIGITAL scenarios.

Horizontal Logo minimum size:

- 35 pixels tall

Horizontal Product logo minimum size:

- 35 pixels tall

Horizontal Product logo minimum size:

- 60 pixels tall

MINIMUM SIZE: PRINT

Please adhere to the minimum sizes outlined to the right for Horizontal logos in PRINT scenarios.

Horizontal Logo minimum size:

- .50 inches tall

Horizontal Product logo minimum size:

- .50 inches tall

Horizontal Product logo minimum size:

- .85 inches tall

CORRECT USAGE

Please follow the logo usage guidelines in this guide. The following are examples of CORRECT logo applications.

DO utilize the full-color versions of the logos when possible.

DO respect the minimum clear space outlined for the logos.

DO utilize the one-color reverse logos on dark backgrounds.

DO utilize the one-color logos on light backgrounds.

INCORRECT USAGE

Please follow the logo usage guidelines in this guide. The following are examples of INCORRECT logo applications.

DO NOT adjust the size relationship of any of the logo elements.

DO NOT skew or warp the logos.

DO NOT alter the colors of the logos.

DO NOT rotate or change positioning of the logos or logo elements.

DO NOT use reverse logos on light backgrounds and dark logos on dark backgrounds.

COLOR PALETTE

7SIGNAL brand exhibits qualities of tech and innovation, while still remaining approachable and trustworthy.

This is achieved through the color palette.

PRIMARY PALETTE

HEX: #033144
R: 3 G: 49 B: 68

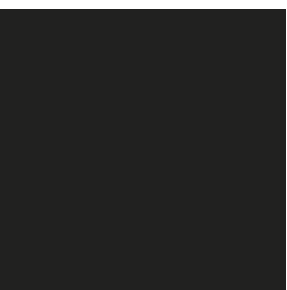HEX: #044260
R: 4 G: 66 B: 96

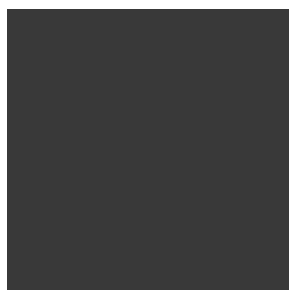HEX: #0383BF
R: 3 G: 131 B: 191

HEX: #4EA8D2
R: 78 G: 168 B: 210

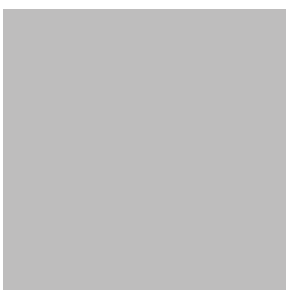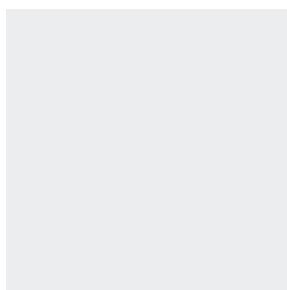HEX: #A6D1E6
R: 166 G: 209 B: 230
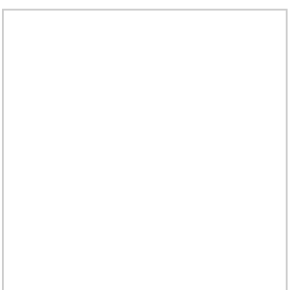
GRAYSCALE

HEX: #212120
R: 33 G: 33 B: 32

HEX: #393939
R: 57 G: 57 B: 57

HEX: #BEBDBD
R: 190 G: 189 B: 189

HEX: #EBEDEF
R: 235 G: 237 B: 239

HEX: #FFFFFF
R: 255 G: 255 B: 255

SECONDARY PALETTE (LIMITED USE)

HEX: #53BE9E
R: 83 G: 190 B: 158

HEX: #F05C5D
R: 240 G: 92 B: 93

TYPOGRAPHY

The brand fonts are easy to read and have an element of friendliness and clean aesthetics through the pairing of Oswald Bold for headlines and Open Sans Regular for body copy.

Please use Oswald Bold for headlines, Oswald Regular for Sub Heads and
Open Sans Regular for body copy.

HEADLINES

OSWALD BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>([?!])**

SUB HEADS

OSWALD REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>([?!])

BODY COPY

Open Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>([?!])

HEADERS & HIERARCHY

Use a ratio of 2:1 for setting the size of a header to the body copy
(Example: if your body copy is 18pt in size, please set the header to 36pt).

HEADLINE GOES HERE

Body copy will always appear in Open Sans Regular
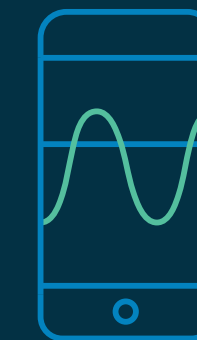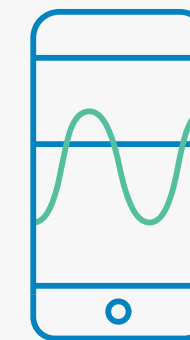to maintain consistency throughout materials.

PHOTOGRAPHY

Our photography enforces our design principles as well as our products. Use a mixture of relatable lifestyle scenes and abstract representations of Wi-Fi connections, flow and quality.

ICONOGRAPHY

Use simplified mono-weight icons to support language and concepts. The use of primary brand colors with accents of from the secondary palette are permitted.
Do not use icons from outside resources that do not follow this style.

QUESTIONS?
WE'RE HAPPY TO HELP.

PLEASE DIRECT QUESTIONS TO
PARTNERS@7SIGNAL.COM

7SIGNAL®