



EMPOWERING
THE OPTICAL EDGE

MRV Visual Identity Guidelines Handbook

Dear employees, partners and customers,

Welcome to the MRV® Visual Identity Guidelines handbook. This book was created for all employees, partners and customers of MRV to provide every one with a clear set of guidelines for producing, programming, designing or writing anything related to MRV®. This consistency in brandmark identification is crucial to effective brand management.

As MRV continues to grow, we hope these guidelines will assist you, the reader, in providing an avenue through which you can effectively communicate the MRV® brand. These guidelines are not meant to hinder or hurt your design, but to provide a base upon which we can all use these rules and our own creative energy to add impact, color and depth to the MRV identity.

This handbook covers basic guidelines regarding layout, spacing, colors, and typefaces. It will also provide a set of common examples through which you can glean an idea of how the MRV® brandmark should be used in various, "official" capacities.

Thank you for taking the time to read through this handbook and adhere to its guidelines. Your commitment to the MRV® brand is greatly appreciated.

Sincerely,

Zeev Draer
Vice President, Strategic Marketing
MRV Communications, Inc.

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Brandmark Overview

The MRV logo is a brandmark. It is our visual representation of MRV Communications' brand characteristics.

It is also MRV's visual signature. This logo should always appear in a specified and consistent manner, much like the signature you use when signing documents.



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When using the MRV® in body copy, it must be immediately followed with a ® in superscript and must not be broken up by anything else.

Using abbreviations as a name makes it easy to remember,
as well as providing a smooth transition to phonetic translations.

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Brandmark Specifics

The MRV Communications brandmark is composed of two elements. First is the symbol, or “glyph”, which depicts rays of light (data through a fiber connection) moving in a direction which is onward and upward, always progressing.

The second element is the name of the company, composed of three letters, the company’s founders: M, R and V. The thick typeface used in these letters is meant to convey strength, boldness, and stability.

Brandmark Spacing

For maximum impact, clarity, and recognition, the MRV Communications brandmark should not be crowded by other visual elements. Its prominence can be established by giving the brandmark adequate whitespace on every side.

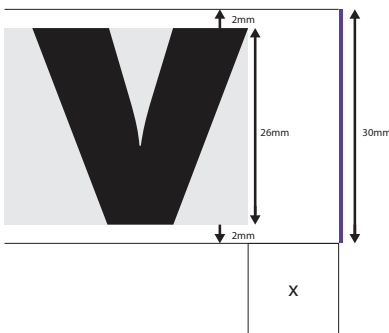
The illustration below is a visual guide for allowing the brandmark necessary white space.



x = one square unit as measured from the bottom of the M to the bottom of the “V” in the M.

Additional Brandmark Elements & Spacing

When using additional brandmark elements, such as the MRV® designator tagline, it must be separated from the MRV brandmark by a “pipe”. This “pipe” is a simple line in the MRV purple color that should be a width of 0.5mm for all applications. As stated above, the separator needs to be exactly one “x-width” in distance from the vertical line created by intersecting the top-right corner of the V in the MRV brandmark. The separator also should extend 2mm beyond the top and bottom edges of the MRV brandmark.



Example: the MRV brandmark is 26mm in height. The pipe separator should be 30mm in height, thereby satisfying the 2mm extension above and below the brandmark requirement.



MRV



Lastly, the MRV® designator tagline should be aligned no more than one x-width in distance from the right edge of the pipe separator. More alignment guidelines can be found on page 7 under the heading, “Secondary Brandmark Elements” -> “Designator Tagline”.

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Example Sizing Applications

Maintaining visual consistency in MRV's brandmark identity program is crucial in establishing a common ground for different applications where the brandmark would need to be sized accordingly. The only measurements given here is the width of the elements, as the height should always be scaled proportionately, unless otherwise noted.

Below are common applications and the suggested sizes of the brandmark, as well as the brandmark with the designator tagline, for each application.

sizes below are given as a minimum.



minimum allowable scale
use only in extreme circumstances

15 mm
42.52 pt
3p6.52
0.5906 in

Note: At this small size, the Empowering the optical edge designator tagline should not be used in the stylized format. It should instead be typed in a sans-serif typeface, large enough to be legible, yet smaller than the MRV brandmark. The MRV brandmark, when used in conjunction with the designator tagline, should always be the overall largest element.



26 mm
42.52 pt
3p6.52
0.5906 in
73 px

small format applications
stationery
web applications
advertisements
brochures
small-item packaging
email signatures



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60 - 100mm
213 pt
18p
2.96 in
213px



50 mm
141 pt
12p
2 in
141 px

large format applications
proposals
fliers
posters
exhibits



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143 mm
407 pt
33p
5 in
407 px

About those pesky ® symbols...

Using the guide above for small format applications, the ® symbol for our brandmark should be no bigger than half the x-height we established on page 3 (our x-height is the height of the point of the V-shape in the M, to the bottom edge of the M). The ® symbol should also be placed with its top edge aligned to the top edge of the brandmark, and be no more distance away than the R is to the V.

As a final consideration, for designs that are equal to or larger than large format applications, the ® symbol should be reduced in size accordingly. As an example, the ® should fit snugly within the boundaries of the D-shape in the R. For the designator tagline, the ® symbol should be no bigger than half the height of the letter a in the tagline.



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Brandmark Colors

Two-Color Version

This is the best and most desirable application of the MRV brandmark. It should be used in all cases where printing in color is available.



MRV Purple
PANTONE® 266 coated

MRV Black
PANTONE Black Coated

One-Color Versions

MRV Purple
PANTONE® 266 coated

This is the second most desired application. It should only be used when two-color printing is not possible.



MRV Black
This version should be used when color is not an option, like for Fax documents and newspapers.



White Version (reverse-out)

The white version is provided for uses when the area of placement's background colors provide ample contrast



About MRV Brandmark Colors

The MRV brandmark may be placed on various backgrounds, provided that the colors of that background provide ample contrast and legibility.

Whenever possible, place the brandmark by itself. When using the white brandmark, on background subjects like photographs or illustrations, extra precautions must be taken to ensure the brandmarks legibility, contrast, and visibility.

As a rule of thumb, to know what color version to use with the brandmark, try and gauge, on a scale of 100 (with 100 being white, or the brightest), the subject of the design's overall background color "brightness". A ratio of 3:1 (or 75/25) should be used, whether the background is light or dark. For instance, if the background ranges around the 25 - 40 mark, the MRV brandmark can be 75 and above. Anything lower than 25, the full-white MRV brandmark should be used. The inverse of this guideline should also be used for light-content backgrounds. Please refer to the previous page regarding usage of the two-color version of MRV's brandmark for use on light backgrounds.

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Incorrect Brandmark Usage

The illustrations on this page are all incorrect uses of the MRV brandmark. Do not alter the wordmark, aside from colors prescribed on page 5, in any way.

Because of the growing complexity of the optical networking market environment, controlling the exposure of the MRV brandmark is key. We must ensure consistency when displaying the MRV brandmark across all mediums and sources.



correct usage

without glyph



incorrect MRV letters



incorrect colors



distortion of form



3D in a 2D format



incorrect orientation



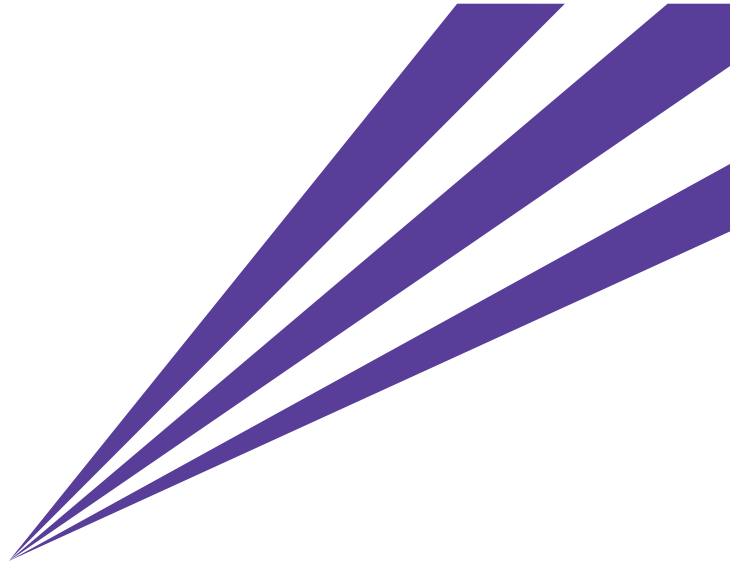
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Secondary Brandmark Elements

Light Rays Design Element

The glyph within the MRV brandmark depicts the light of the data stream through fiber optic cable, moving in a continuously onward and upward progression, signifying the company's ever-present desire to move in the same direction.

We have provided these light rays here to you in addition to other resources for MRV's Visual Identity Guidelines. These light rays may be used to accompany any design, and there are no real restrictions or guidelines for "proper usage". At the least, though, they should be used within a design to further solidify the MRV brand experience. These Light Rays are best used as a light-colored, subtle background element, behind related imagery, text, and illustrations.



Designator Tagline



The MRV OCS brandmark contains the MRV corporate brandmark, a pipe separator in the MRV Purple (PANTONE® 266 Coated), as well as the phrase "Empowering The Optical Edge" in either PANTONE Black Coated, or PANTONE Cool Gray 11 Coated. This designator tagline is based off of the DIN family of typefaces, in the MEDIUM weight, at 13pt size.

Empowering the Optical Edge®

This tagline helps to solidify to customers, partners, and others in our industry exactly what MRV® can do for them. This tagline has a stylized and unstylized version. The stylized version is at right. Only solid colors should ever be used with this version, with PANTONE Black Coated and PANTONE Cool Gray 11 Coated being the first two choices. If you are using *Empowering the Optical Edge®* in regular text copy, it must be italicized. This is to differentiate it from other text around it, and the angle of the italicization adds the impression of movement, because MRV empowers our customers', partners' and employees' optical edge.

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Symbolic Icons

Master OS™ / Pro-Vision® / SDN-Vision™ / CloudScreen™



Master OS™

Master OS™ trademark represents MRV unified control plane software that operates our systems



Pro-Vision®

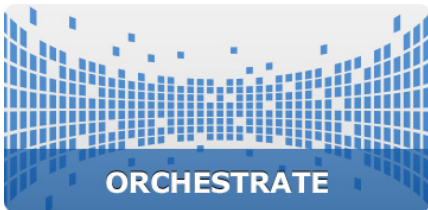
Pro-Vision® trademark represents MRV network management software that's "connecting-the-dots" between customers-systems-networks-services



CloudScreen™

CloudScreen™ trademark represents MRV cloud-based security access solution by implementing multifactor authentication in OptiSwitch series

MRV Website Brand Icons



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Special Use Case

In the event there is not adequate horizontal space within the design or document to fully use the width of the MRV brandmark along with its secondary elements, it may become necessary to fit it into a square or vertical space. The illustration below depicts the only acceptable usage case of the MRV brandmark and its secondary elements within a square or vertical space. As always, please refer to page 5 for proper color information, and to page 6 for proper orientation.

The pipe separator should maintain the same weight guidelines, as well as the guidelines regarding x-height space around the MRV brandmark, the pipe separator, and the designator tagline. The pipe separator should match the width of the widest part of the designator tagline, before the ® symbol. In the example to the right, it extends fully from the far-left edge of the capital E to the far-right edge of the lowercase e.



MRV Brandmark Colors Table

Color plays an important role in the MRV visual identity program. The colors below are recommendations for various media.

The numbers indicated below refer to the PANTONE® Matching System of printing ink colors, CMYK conversions*, RGB conversions and Web-safe conversions.

*Please note: The four-color specifications listed here are not the automatic defaults for the nominated PANTONE colors. Refer to the actual PANTONE color chips for accurate color matching and reproduction.

Color System	PANTONE Coated	C	M	Y	K	Web/On-screen			Hexadecimal
						R	G	B	
MRV Purple	266C	79	90	0	0	90	64	153	#5A4099
MRV Black	Black C	0	0	0	100	0	0	0	#000000
MRV Gray	Cool Gray 11 C	0	2	0	68	113	112	115	#717073
MRV Blue	659C	67	35	0	0	84	144	204	#5490cc
MRV Green	362C	79	8	100	1	47	165	73	#2fa549