Brand Identity System Elements V.1

COMMSCOPE®

Logos

SYMBOL   REGISTRATION MARK
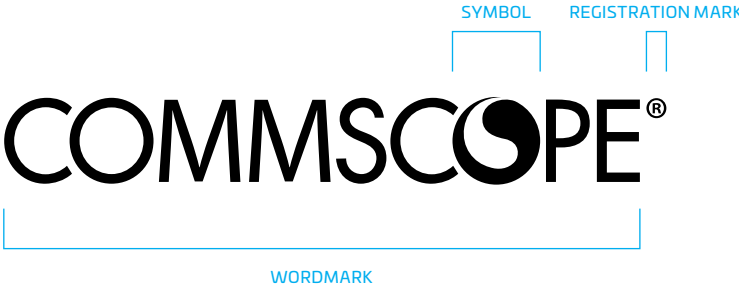
COMMSCOPE®

WORDMARK

COMMSCOPE®

COMMSCOPE®

BLACK VERSION   WHITE VERSION

Our logo communicates who we are to our customers. It is the preeminent visual used to convey the essence of CommScope in all of our communications. The logo, symbol and registration mark always work together.

The various logo versions demonstrate how the logo can be used in negative versions for design purposes.

Iconography

80%
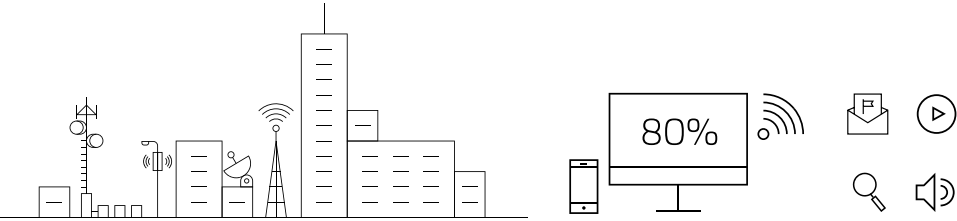
Use the examples as reference and utilize simple geometry as 2D drawings, without perspective, shadows and gradations. The stroke should have the same overall color thickness and not use any color fill.
Icons can be black over white background or white over a color background.

Photography & Illustration

Color palette

rich black	white	cyan	blue
C 75 M 50 Y 50 K 100 R 0 G 0 B 0 # 000000	C 0 M 0 Y 0 K 0 R 255 G 255 B 255 # FFFFFF	Process Cyan C 100 M 0 Y 0 K 0 R 0 G 173 B 239 # 00ADEF	2935 C C 100 M 55 Y 0 K 0 R 0 G 57 B 193 # 0039C1

orange	yellow	light green	dark green	teal
151 C C 0 M 55 Y 100 K 0 R 255 G 118 B 0 #FF8000	7408 C C 0 M 25 Y 100 K 0 R 255 G 199 B 18 #FFC712	382 C C 35 M 0 Y 100 K 0 R 189 G 255 B 42 #BDE12A	7480 C C 75 M 0 Y 100 K 0 R 0 G 178 B 80 #00B250	7466 C C 100 M 0 Y 35 K 0 R 0 G 169 B 180 #00A9B4

indigo	violet	plum	pink	red
662C C 100 M 100 Y 0 K 0 R 39 G 43 B 167 # 272BA7	526 C C 70 M 100 Y 0 K 0 R 106 G 20 B 153 #6A1499	241 C C 25 M 100 Y 0 K 0 R 188 G 26 B 140 # BC1A8C	Process Magenta C 0 M 100 Y 0 K 0 R 255 G 0 B 143 # FF008F	485C C 0 M 100 Y 100 K 0 R 236 G 28 B 36 # EC1C24

silver	light gray	dark gray		
877 C C 0 M 0 Y 0 K 60 R 109 G 110 B 113 # 6D6E71	Cool Gray 5 C 0 M 0 Y 0 K 30 R 204 G 204 B 204 #CCCCCC	Cool Gray 11 C 0 M 0 Y 0 K 80 R 51 G 51 B 51 #333333		

The CommScope color palette is an integral part of the brand identity for both print and on-screen applications. We offer a variety of colors to capture the full spectrum of CommScope; however, the primary colors are black, two tones of blue and white. The primary colors are at the forefront, but the secondary colors support the primary colors.

The secondary color palette consists of color groupings ranging from warm to cool. The colors are used within the graphic elements and featured as color themes within images.

Silver is restricted for special situations and premium applications where the use of metallic colors is available.

Typography

Univia Pro Light
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Univia Pro Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Univia Pro Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Frutiger LT Pro 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Pro 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Pro 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

We use primarily Univia for titles, headings and subheadings, callouts and short body copy. We use Frutiger for copy-heavy documents, captions, notes and tables. We use Segoe UI for system and utility fonts.

Univia has a sleek and clean design that works best in lighter versions. As a rule of thumb, the bigger the copy, the lighter the version of Univia you can pick.

Heavier versions of Univia are appropriate for single-word applications or to create factoids and infographics.

Ribbon

C 0 M 75 Y 100 K 0 R 239 G 102 B 35	C 0 M 25 Y 100 K 0 R 255 G 192 B 18
C 25 M 0 Y 100 K 0 R 201 G 218 B 42	C 70 M 0 Y 90 K 0 R 77 G 183 B 87
C 100 M 0 Y 80 K 0 R 0 G 166 B 108	C 100 M 0 Y 35 K 0 R 0 G 169 B 180
C 100 M 0 Y 0 K 0 R 0 G 173 B 239	C 100 M 40 Y 0 K 0 R 0 G 125 B 197
C 100 M 50 Y 0 K 0 R 0 G 113 B 187	C 100 M 100 Y 0 K 0 R 39 G 43 B 167
C 85 M 100 Y 0 K 0 R 82 G 46 B 144	C 25 M 100 Y 0 K 0 R 188 G 26 B 140
C 0 M 100 Y 0 K 0 R 235 G 0 B 143	C 0 M 100 Y 100 K 0 R 236 G 28 B 36

The CommScope ribbon encapsulates the spirit of momentum and being always on.

It has energy, movement and vibrancy. The ribbon is colorful, bold and powerful. It can carry the weight of being the only visual element. It can also be subtle and make room for other assets, such as typography or imagery.

The ribbon is the driving force of our design system and has a variety of possibilities.