COMMSCOPE®

Brand Guidelines
Phase II

Introduction

The CommScope brand is one of our most vital assets. It is crucial in advancing our reputation, maintaining customer relationships and attracting new clients. Being a strong brand requires that we provide a sense of who we are, what we do and how that distinguishes us from competitors. It is also important that we are unified in the manner in which we present ourselves. This document explains how to best use our brand and core components, which serve as our building blocks for our current and future successes.

1.0
Brand Overview

Our brand represents who we are and what we stand for. It is important to convey our ideals to our customers and to have an internal understanding of what propels us forward. It is also key to know which pillars are integral to our success and what we are continuously striving to accomplish, so we can keep those goals in mind moving forward.

1.1 Our Brand Promise

Brand Strategy

CommScope completed its most comprehensive brand research initiative to better understand how customers and prospects perceive our brand relative to our competitors. This has formed the foundation of our brand strategy work.

Our value proposition is rooted in the key needs and interests of our stakeholders. It links our portfolios and geographies, unites us as one CommScope, and serves as the blueprint of who we are and what we deliver.

The core of our value proposition is our brand promise. It is our new focus and everything that we do should further build on this belief. Our promise articulates how we want to be perceived in the marketplace and is aligned with customers' and prospects' associations of CommScope as an industry leader. It centers on the idea of betterment and how technology delivers the ability to make us more effective, more enabled and more connected. Optimistic and energetic, our promise builds confidence and connotes drive and expertise.

Our promise is an expression of how we'd like to be perceived. While we do not suggest it should appear in external communications in its entirety, parts of the promise (sentences or phrases) may be used in copy where appropriate.

BRAND PROMISE

Welcome to a new day, where the world is becoming more linked and seamless. A new day where the future will enhance every aspect of life. At CommScope, we exist to shape the infrastructure that creates a better connected you, a better connected world and a better connected tomorrow.

This vision of a new day keeps us agile and relentless. Every day we seek to realize the next solution, to identify the next opportunity. The future is always on, anticipating and adapting. And so is CommScope.

1.2 Support and Proof Points

An important part of our new brand strategy is our brand support and proof points. They reflect our company's strengths. Our key stakeholders have defined these assets through global research. Taken collectively, our support and proof points make us distinct and unmatched in the marketplace. They can also be used as an effective filter to evaluate new initiatives, communications and offerings to determine if our activities are "on-brand" and supportive of our established priorities.

TRUE TODAY

Building Customer Bonds Based on Integrity and Experience

This links to our customers' association with trust, our company value of integrity and our 40+ year track record of proven results.

Growing and Global Technology Leader

This reflects our size and stature, our strengths of being established and stable, our comprehensive global portfolios and our ability to handle any job.

ASPIRATIONAL

Driven and Devoted to Our Customers' Success

This highlights our receptivity and responsiveness to customer needs. It demonstrates our striving to provide exceptional customer experiences focused on listening, being easy to do business with and moving quickly to market. Being agile, a cultural value of the company, is also associated here.

Paving the Way for Progress

This speaks to our personality of being smart, creative and hardworking. It also supports our focus on R&D and thought leadership and supporting the innovation of tomorrow, linking to our value of innovation.

2.0
Messaging
Overview

Another crucial element of our brand is our messaging. In order to have the CommScope brand and message stand out in a crowded marketplace, it is crucial that we represent ourselves in a consistent and compelling manner throughout our communications.

Our copy and content should feel like it's coming from the same CommScope and have some acknowledgement and reflection of our brand. Our messaging serves as a tool to help us do this in a way that is flexible and adaptive. This section is important for anyone at CommScope who is involved in creating content or overseeing the development of content for corporate, portfolio or product communications.

2.1 Company Tagline

Our corporate tagline captures the essence of our brand. It serves as a short description that people can identify with and feel connected to. It conveys a focus on today and a commitment to tomorrow. We have one corporate tagline that has been approved by our legal department. It should not be altered or edited.

The tagline can be included in corporate materials to anchor communications. When used as a headline or in other key areas, the tagline aligns materials that are otherwise technical or product oriented to CommScope's corporate brand. If you are unsure how to add more branded copy into a communications piece, including the company tagline can help, assuming it aligns with the copy you're placing it near.

For design guidelines related to the use of the tagline, refer to section 5.8.

COMPANY TAGLINE

now meets next

Established
Proven
Solving today's challenges
Focused on speed
Approachable

Innovative
Future focused
Always on
Advancing
Can solve any challenge

It is simple and straightforward.

It is catchy.

It is memorable.

It is distinct from competitors' taglines.

It is versatile and flexible.

It is positive and aspirational.

2.2 Expanding messaging

To customize messaging while keeping it familiar to CommScope's verbal style, we recommend, when appropriate, using the structure "X meets X" or benefit meets attribute.

With this approach, you can list appropriate benefits and address solution-specific attributes unique to your offerings. If "now meets next" is less linked to the communications in question, this approach allows you to customize, while still aligning with CommScope's messaging.

Usage

Based on the structure of our tagline, "now meets next," the approach allows us to pair two key CommScope benefits in a way that is familiar and powerful.

The example on the right leverages the theme "A brighter future built on fiber."

X MEETS X STRUCTURE

BENEFITS   SOLUTION-SPECIFIC ATRIBUTTES

Adaptable   meets   flexible

Speed   meets   savings

Wired   meets   wireless

2.3 Messaging Themes

We have created three messaging themes as a helpful construct to ensure we capture important aspects of our brand promise and utilize our research findings. Emphasizing the same themes helps clients, employees and stakeholders understand what CommScope stands for and what matters to our brand. Credibly communicating and delivering on messages in these areas will enable us to further deliver and prove our brand promise. Although some themes may be more relevant to specific audiences or portfolios than others, it is important that we all use the same themes when we are crafting brand communications.

The messaging themes should be used as a filter when writing emails, brochures, web copy, playbooks, and other communications. Anything you write, and every piece of CommScope communication should align with at least one of the themes. A brochure or large piece of content can utilize more than one theme; however, we recommend short communications (e.g., emails or social posts) focus on one theme for emphasis. The themes help focus or guide the direction of the writer's language and keep our communications consistent.

MESSAGING THEMES

Realizing Potential

This theme speaks to CommScope's history of being innovative, agile and relentless. It highlights being smart, creative, hardworking and focused on R&D. It also brings to mind momentum, active engagement and our history of paving the way for progress in the industry.

Trusted Experts

This theme speaks to our trustworthy reputation. It also suggests a two-way approach to trust: we believe in you, you rely on us. It speaks to our brand being a proven and growing global communications technology leader with over forty years of experience. It also showcases how our reliability depends on our expert employees who help us to be known as hardworking.

Relationship Driven

This theme speaks to our dedication and devotion to client success and improving associations related to customer care. It also suggests that we are passionate, approachable and friendly, and it highlights the importance we place on partnerships, listening and adding value to customers.

2.4 High-Level Messaging

Our high-level messages are guides for our communications and are an expression of who we are as a company. Whether we are talking to a prospective customer or stakeholder, we aim to speak within these three themes to ensure we are highlighting one of these key messages.

High-Level Messaging

Short and general in focus, our high-level messages are broadly appealing. You may need to create your own high-level messaging, but these examples should provide some context for discussing our new brand.

Usage

High-level messages are used in a number of materials including campaigns, PowerPoint slide titles, brochure covers and page headlines, social posts, calls to action, and opening/closing statements during presentations. By using these messages consistently, we are able to build consistency throughout our communications and our brand.

Realizing Potential

- Pushing what's possible.
- Reliably revolutionary.
- Powering the present. Empowering the future.
- Fast forward to the future. Let's make it possible.
- Bandwidth without boundaries.
- Unlocking the potential of every new day.
- Always anticipating. Always ahead.
- The power of progress.

Trusted Experts

- Driven by progress. Delivered by experience.
- Shaping the always-on networks of tomorrow.
- Vision for the future. And the expertise to get there.

Relationship Driven

- Driven. Dynamic. Dedicated.
- Let's shape the future together.
- Together we are making the future possible.

2.5 Sample Audience Messages

To help further illustrate how our brand communicates, here are some examples of messaging for various audience groups. See how these messages relate to our customers, prospective employees and current employees. You may use these messages verbatim if you wish, or use them as inspiration to craft messages conveying similar sentiments.

Audience messages can be interspersed into copy or used in key areas such as headlines and titles. They can also be used as inspiration for writing copy. These messages will work well with our high-level messages. We have developed them for specific audiences, and they should be used for their intended audience.

	Realizing Potential	Trusted Experts	Relationship Driven
Recruit Messaging Here we show messages to prospective employees.	· Your knowledge helps us build a better connected tomorrow. · At CommScope, your imagination can reimagine tomorrow. · The future is powered by networks. Networks are powered by CommScope. CommScope is powered by you. #PoweredByYou	· The world's leading networks trust us to shape their future. We trust you to shape ours.	· Meet the people that share your passion.
Employee Messaging This highlights communications to existing employees across the organization.	· Empowering employees to take action, seize opportunities and push what's possible. · With a can-do attitude, we thrive on anticipating and adapting to the next opportunity.	· We are dynamic and driven: the people to be counted on, relied upon and always on.	· CommScope celebrates a culture of idea generation, exploration and teamwork. · Together we give it our all, all the time. Full impact. Full stop.

2.5 Sample Audience Messages

	Realizing Potential	Trusted Experts	Relationship Driven
Customer Messaging This demonstrates messaging that provides a range of powerful messages to our customer base.	· It is our job to know what's next. · We are invested in what's next.	· Our forty years of proven experience means we can be trusted to anticipate any need, solve any challenge and pursue any opportunity.	· Better partner. Better results. · Together we are purpose-driven, network-savvy, and future-proof. · Future-focused, results-driven and on your side.
Prospect Messaging This details how we can better target prospective customers through our messaging, specifically by using language important to them.	· A brighter future is built on smarter networks. · Let's take on tomorrow together.	· Partner with a proven innovator.	· Future-focused, results-driven and on your side. · Building partnerships that build the smartest networks.

2.6 Portfolio Messaging

CommScope offers a broad array of products and solutions. At times, it may be necessary to fine-tune our communications and speak to a more specialized audience that seeks a particular solution. In this case, our portfolio messaging will serve as inspiration to directly address these needs and showcase our abilities in each particular group. You can use these messages verbatim or use them as inspiration when crafting your own words to communicate the CommScope brand in these situations.

	Realizing Potential	**Trusted Experts**	**Relationship Driven**
Wireline	· Fueled by unmatched experience and a history of idea generation, CommScope delivers inventive solutions tailored to your evolving needs. · CommScope has a proven track record of problem-solving, world-class engineering and the ingenuity to bring powerful ideas to market. · Networks are constantly changing; trust CommScope to know what's next. · See how small changes in your network can make a big difference in your efficiency.	· At CommScope, we provide proven solutions to help our customers better connect with their customers. · With CommScope, you can be confident that your network is forward-thinking, dependable and cost efficient. · We know network solutions aren't one-size-fits-all. You can trust CommScope's skilled teams to work with you to create a customized network.	· CommScope is committed to providing you with the support you need. You can rely on us to be a trusted partner, working with you to create the best wireline solution. · CommScope is proud to help build, design and deploy high-quality networks and develop long-lasting relationships with you. For us, a partnership doesn't end when you purchase a product; in fact, that's only the beginning.
Data Center	· CommScope can show you what's available today and what's possible tomorrow. We consistently look forward, making sure your data center is equipped for what's ahead. · CommScope's teams deliver insights and ingenuity for a fast-changing marketplace. We leverage our value as industry-leading experts and participants in standards bodies with a proven track record.	· CommScope doesn't just participate in trends – we pioneer them. That's why you can continuously rely on us to improve your application architecture and generate responsive uses of your data centers. · With a history of results and a focus on tomorrow, CommScope is the premier choice for smarter and faster performance. With every new improvement to your data center, we are simultaneously readying you for the future. · For over forty years, CommScope's highly trained specialists have partnered with our customers to identify, design and build specialized solutions for data centers.	· CommScope's trusted advisors listen and partner with you to securely scale your systems. · CommScope doesn't simply create custom solutions; we create partnerships that power those solutions. · At CommScope, our products are long lasting, just like our relationships. This allows us to thoroughly understand your needs and equip you with the best solution to advance your business. · We align and advance with you to ensure flexibility, ease of growth and strategies for better results.

2.6 Portfolio Messaging

	Realizing Potential	**Trusted Experts**	**Relationship Driven**
Wireless Mobility	· Look to CommScope for practical solutions. Whether you need more bandwidth, speed or efficiency, we'll work with you to identify the next opportunity. · CommScope allows you to take your technology to the next level. We partner with you to figure out how to best unlock your current potential and future possibilities. · CommScope provides the right hardware, software and resources to move you forward and keep you ahead of the curve.	· CommScope has a highly meticulous and systematic way of testing performance. We are always raising the bar for quality standards, and we want to be sure that your system has staying power long after we've installed it. · At CommScope, when we see space for improvement, we challenge ourselves to pioneer the technology that you deserve. · CommScope invented and perfected the art of delivering precise antenna patterns. Improving the signal-to-noise ratio is an example of one of the many ways we seek to continuously enhance your network performance. · Trust is important to CommScope. We build strong partnerships with you, so you know you can count on us to seamlessly build your network.	· CommScope partners with you to advance network growth. We are rethinking solutions to maximize results, so you are not only prepared for today, you are ready for tomorrow. · At CommScope, we create our products with you in mind. We always ask: how can we better serve our customers? How can we improve our solutions to add value to your business? Solving these challenges is what drives us every day. · Perspectives built on expertise. Partnerships built on integrity.
Commercial Buildings	· As the way we communicate continues to transform, CommScope delivers innovative infrastructure solutions for evolving in-building needs. · CommScope helps you sync up with the future. Whether you want to improve your indoor coverage or intelligent infrastructure, we'll tailor solutions to make you agile, connected and efficient. · From the AT&T Stadium to the Bank of China, CommScope partners with companies to bring vision into actualization. We are proud to lead the way in collaborating with businesses to build more connected and more efficient buildings.	· For over forty years, CommScope has led the industry in helping corporations of all sizes and scales build and sustain robust connections that power more efficient buildings. · As a proven partner, CommScope's experts examine your challenges and find solutions that make a difference. · CommScope monitors trends and participates in standards organizations to stay ahead of the industry and show you today how to take advantage of your tomorrow.	· CommScope works closely with you to achieve success as you define it. · CommScope carefully listens to your objectives and creates innovative systems and solutions to ensure that you are a frontrunner in your industry. · CommScope partners with you to help you take advantage of your building's full potential and ensure that you are ready to overcome any future obstacles. · CommScope will work alongside you, so you feel like you are part of an extended team making sure you are a notch above the competition.

2.7 Key Words and Phrases

This is a selection of key words and phrases that may be used as inspiration when writing copy. These may be utilized as a jumping-off point, but they aren't a required checklist of words or phrases to use when writing about CommScope. The following are meant to aid creative direction for writing messages that communicate our brand.

Usage
Key words and phrases can be used naturally throughout copy to better imbue our writing with the characteristics and ideas of our brand. By regularly drawing from this list, we can ensure our writing remains consistent and aligned across all communications.

KEY WORDS

Friendly

Anticipatory

Integrated

Collaborative

Expert

Evolving

Relentless

Trust

Optimistic

Partner

KEY PHRASES

History of innovation

Proven partner

Thought leadership

Unlocking potential

Always on

Flexible portfolios

Passion and commitment

Better tomorrow

Pushing what's possible

What's next

2.8 Tone

Our tone defines how our messages feel and conveys our personality, which is unique to CommScope. It reinforces our brand promise and further communicates a more personal voice for the brand. These three brand personality traits will help you understand our core principles that make up our tone, which will help you to write in our brand voice.

Usage
Tone articulates the voice of the brand and is especially useful in copy that is traditionally less brand oriented, such as needs-based copy. Often the best way to utilize tone is to write copy and revisit it with the elements of the CommScope voice in mind and revise accordingly. You should expect edits to be required so you can capture at least two of the three tonal elements. This will help create a cohesive CommScope voice.

Forward-Thinking

CommScope keeps the future in mind to solve our clients' key challenges. We strive to think ahead and be the first to market for our products and solutions, based on real needs. We understand what it takes for our customers to be successful now, but we also prepare them for what's ahead, so that they're always equipped for the future.

It is important when communicating the tone of forward-thinking that we continue to emphasize the importance of creating solutions suitable for the present. We want to assure our customers that we can create answers to their current questions while letting them know that our technology will be long lasting. We want to emphasize that any solutions we provide for them won't be outdated tomorrow. Forward-thinking suggests our expert foresight and our current insight as leaders in our industry.

Approachable

We are friendly and willing to listen to our clients. We make time for them and we understand the importance of partnership.

Our customers turn to us when they have a difficult challenge that feels unsolvable. They know we are able to assess their situation and provide an intelligent solution that suits their needs. We are also keenly aware that network and product solutions aren't one-size-fits-all. We are adaptable to their needs and will happily conceive a customized solution that encompasses their scope and scalability.

Optimistic

Our new brand is centered around optimism and this should be communicated by our tone. Our R&D department is top-notch and inventive, which is why we are confident in our products and product offerings. We are also confident about our thought leadership, growth and our ability to help our customers be more efficient and achieve accomplishments beyond their expectations.

We are excited about pushing the boundaries of what's possible and identifying new opportunities to realize a better tomorrow.

2.8 Examples of how to apply tone

To show how you can successfully apply tone to existing copy to sound like our brand, here are some examples of needs based copy, before and after adding CommScope tone. in the CommScope voice.

Original copy

While this aspect is unlikely to change, more is expected from a central office in the coming years. Networks are being upgraded to multi-gigabit access speeds and ultralow latency performance to support applications ranging from virtual reality to connected cars. 5G will drive new services and business models. The cost of CPU processing power is rapidly declining due to commodity servers, and virtualization technologies are maturing. To reduce latency and improve the user experience, servers will be increasingly deployed in the central office and further out in the access network.

https://www.commscope.com/da/virtualizedconverged-central-office-cable-headend/

Revised copy

Example 1

As we look to the future, 5G will drive new services and business models. Networks are being upgraded to multi-gigabit access speeds and ultra-low latency support applications ranging from virtual reality to connected cars. Servers will increasingly be deployed in central offices to reduce latency and improve the user experience for a better tomorrow.

Example 2

At CommScope, we share your excitement for new business models and services driven by the evolution to 5G. Today's networks are being upgraded to multi-gigabit and ultra-low latency performance to support everything from virtual reality to connected cars. Your central office of today is a front-line opportunity for network enhancement. As CPU processing power cost declines and virtualization technology matures, commodity servers, deployed in the central office as well as further out into the access network, bring reduced latency and an improved experience for your users to life.

Example 3

The central office is constantly changing; trust CommScope to know what's next.

Networks are rapidly evolving to multi-gigabit access speeds and ultra-low latency performance to support next generation applications like virtual reality and connected cars. 5G will drive evolving services and business models. CPU processing power is becoming more affordable and virtualization technologies are maturing. To enable a better user experience and reduce latency, more and more servers will be deployed in the central office and pushed further out in the access network.

2.9 How to use messaging

Our messaging has been carefully crafted to guide our communications and support our brand promise, but in order to make it as effective as possible, we need to understand how to use it. By following these four steps, we can identify which messages are best suited to a given audience and provide relevant information to engage and motivate them.

Throughout the process of using messaging, it's important to also keep the focus of the communications in mind. Whether you're drafting a brochure, email, or presentation, be sure to prioritize the key takeaway you're trying to communicate and remember, less is more. Messaging is a helpful tool on its own, but it's most effective when used purposefully to support your goal.

Using Calls to Action:
Calls to action are phrases that are designed to keep the conversation moving and encourage your audience to do what you want them to do next (e.g., get in contact, download a file, or sign up). Because these phrases are meant to signal the next step in communication, they often come at the end of materials. They are also…
• brief
• distinctive looking and easy to see
• deliberate and action-oriented
• strong and clear
• benefit oriented
• in line with the CommScope tone of approachability and optimism

1. Know what's important

Identify what matters to the group you are addressing so you can engage them in your communication. Think about their needs and build your content based on what resonates with them.

2. Choose your message
We should always try to lead with our Main Message, but sometimes space or audience needs dictates that you prioritize. Lead with what matters most and support with the remaining message themes as necessary.

Realizing Potential	Trusted Experts	Relationship Driven

3. Back up your claim
Include facts and details to make your case. Drive each message home by supporting it with concrete examples, data or proof points.

4. Create a call to action
What do you want your audience to do next? Every CommScope communication should drive an action that keeps the conversation moving.

Sample Calls to Action:

• Discover new insights

• Get free access

• Download my copy

2.10 Leveraging CommScope brand messaging in copy

All communications should feature brand messaging and should reference the CommScope brand. Certain materials require more detailed, informative writing, sometimes making it challenging to leverage the CommScope brand. **Needs- based copy** and **product messaging** are two key types of writing that can benefit from brandoriented language. By following the steps outlined, you can ensure your copy always reflects and aligns with the CommScope brand:

First, are you leveraging our strengths identified in customer research? These include being a trusted leader, being honest, being friendly, and being hardworking, and can often strengthen the messages communicated in needs-based or product materials.

Second are our established brand components. Typically, our "Who is CommScope?" and "Why CommScope?" mentions would occur at the beginning of a communication. Our brand messaging has been detailed on previous pages and can be used throughout communications as appropriate.

Third, once you have finished writing, review the communications in terms of our tone and revise as needed. Ideally, all written copy should reflect at least two aspects of our tone.

1. LEVERAGE RESEARCH FINDINGS

Core strengths	Positive associations	Customer needs
Trusted, Leader, Proven	Hardworking, Honest, Friendly	Addressing concerns, listening and responding quickly

2. FEATURE OUR BRAND

Our Brand
- "Who is CommScope?"
- "Why CommScope?"

Our Brand messaging
- Tagline
- High-level messages
- Messaging themes
- Key words & phrases

3. ALIGN WITH OUR TONE

Forward thinking	Approachable	Optimistic

2.8 Additional considerations

When creating communications, the following are important considerations to keep in mind:

Establish a clear focus

Does each marketing piece have a clear, single-minded communication focus? Given limited attention spans, it's beneficial to deliver a priority message early and prominently. Work with design to ensure the layout complements the message and isn't trying to do too much.

The amount of technical copy

Ensure the technical information matches the audience you are catering to. Often times, materials assume a basic understanding of market conditions, and other times they can be overly technical. Avoid jargon when possible, and consider providing additional detail in a link to a web page.

Consistency

Different people may be creating different touchpoints for a product launch, a new campaign, or a promotion (e.g., PowerPoint, brochure, social media posts, emails). Find a way to create cohesion and ensure consistency across materials by reflecting to all writers what themes, high-level messages, and tone you are trying to align.

3.0
Corporate
Messaging
Elements

When you are tasked with creating copy for CommScope, it is helpful to have a jumping-off point for our brand voice and what it entails. Conveying our brand in customer-facing materials is vital to maintaining our current relationships as well as gaining new opportunities.

3.1 Company Description

Our company description is used for a variety of customer-facing marketing communications including trade shows, events and campaigns. It is meant to provide a concise, inspiring explanation of CommScope.

commscope.com is the preferred usage when referring to our site, with the exception of the boilerplate.

COMPANY DESCRIPTION

CommScope pushes the boundaries of communications technology with game-changing ideas and ground-breaking discoveries that spark profound human achievement. We collaborate with our customers and partners to design, create and build the world's most advanced networks. It is our passion and commitment to identify the next opportunity and realize a better tomorrow. Discover more at commscope.com

Characters: **393**

Words: **54**

3.2 Company Boilerplate

The company boilerplate describes who we are, what we do and what motivates us. We use the boilerplate primarily for public relations, investor communications, technology, media and industry analysts.

commscope.com is the preferred usage when referring to our site, with the exception of the boilerplate.

COMPANY BOILERPLATE

CommScope (NASDAQ: COMM) helps design, build and manage wired and wireless networks around the world. As a communications infrastructure leader, we shape the always-on networks of tomorrow. For more than 40 years, our global team of greater than 20,000 employees, innovators and technologists have empowered customers in all regions of the world to anticipate what's next and push the boundaries of what's possible. Discover more at www.commscope.com

Characters: **446**

Words: **67**

3.3 Dos and Don'ts

There are many layers of information to consider when creating copy for messages. These two short lists identify a few of the most important things you need to take into account.

DOS

DO spell CommScope to build association with our brand

DO keep the brand promise in mind when writing copy and accurately portray our themes and proof points.

DO address the customers' needs and speak directly to what they want.

DO put yourself in the readers' position and think about what they need to hear.

DO make the potential benefits to customers direct and clear.

DO reinforce our added value and create a strong call to action to engage our customers.

DO write in a positive, active voice and avoid negative terminology.

DO use tangible examples to demonstrate your point.

DO mention CommScope in all written copy.

DO link copy to our messaging themes.

DO incorporate brand-oriented language into needs-based copy and product messaging.

DO leverage research insights to create effective messaging.

DO write using CommScope's tone of forward-thinking, approachable and optimistic.

**DO** use key words and phrases consistently and appropriately.

DON'TS

DON'T abbreviate CommScope in any language (e.g. CS #CS)

DON'T deviate from the brand story – It is important that our messages sound uniform so people know they come from CommScope.

DON'T recycle buzzwords or clichéd language, especially if it does not suit our brand.

DON'T complicate communication with too much information that may be overwhelming.

DON'T exaggerate capabilities – support statements with details, facts and proof points.

DON'T forget to include a client-oriented message to highlight potential benefits.

DON'T indulge by solely talking about the brand's value; instead address thecustomer's potential needs.

DON'T use acronyms. (e.g., IBW, FTTx, etc.)

DON'T think more copy is better. Less is more.

DON'T simply insert messages, key words, or phrases into copy without ensuring they sound natural and purposeful.

4.0
Logo Overview

Our logo serves as a recognizable emblem of CommScope, especially at a glance. It is imperative to note how to use our logo and design materials to elevate our brand. This is the preeminent visual that current and prospective customers will see when identifying our brand.

4.1 Logo Elements and Versions

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.

Remember to always use approved electronic artwork.

SYMBOL   REGISTRATION MARK

COMMSCOPE®
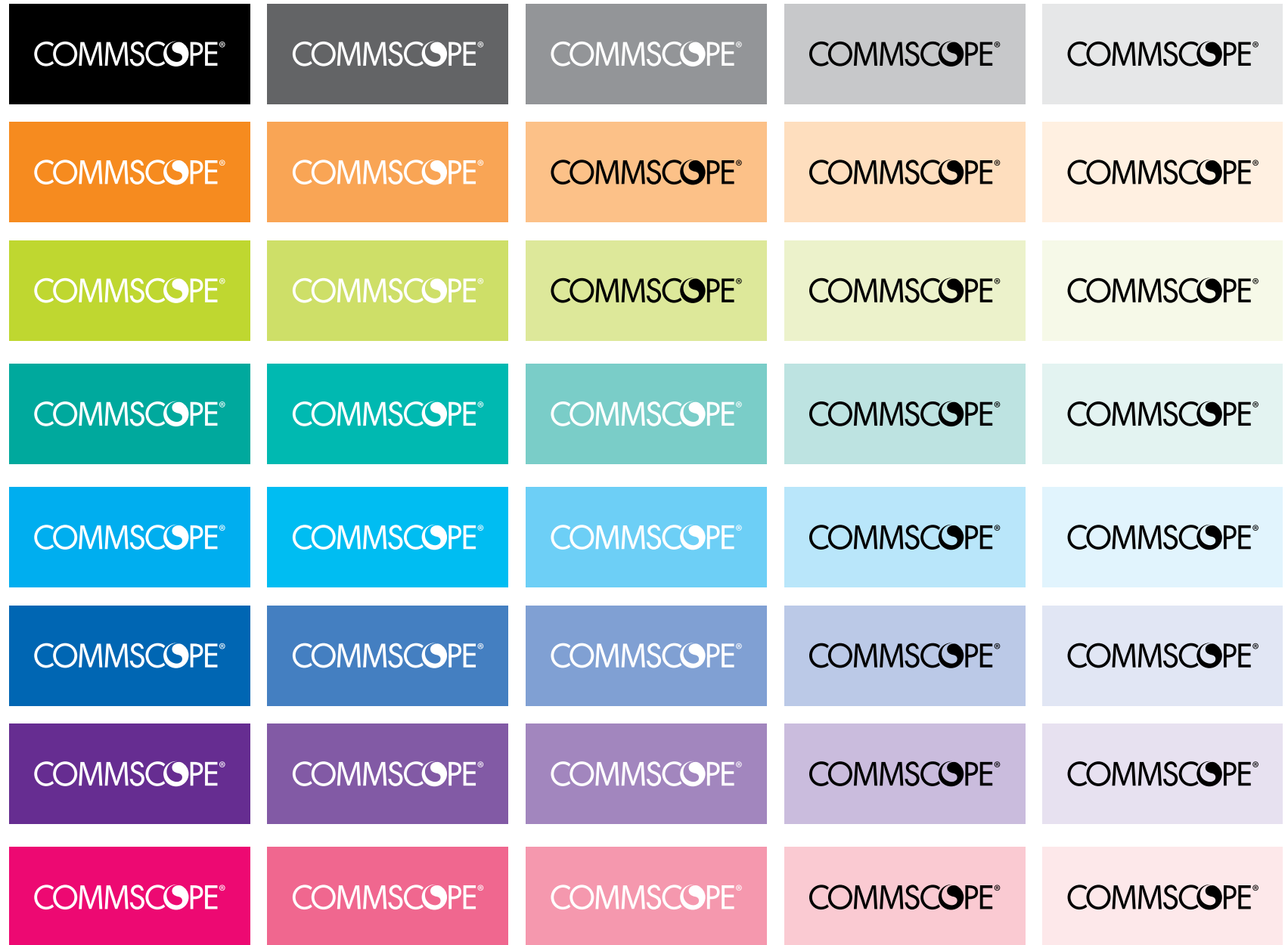
TYPOGRAPHY
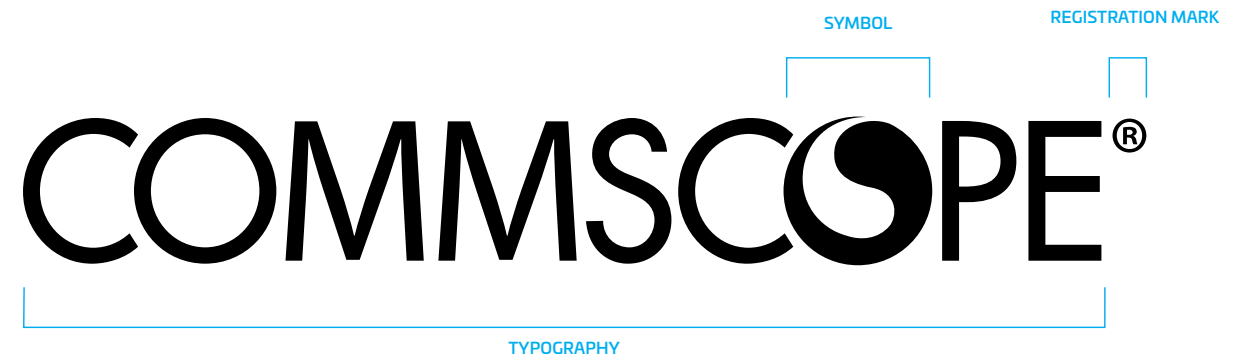
BLACK VERSION   **WHITE VERSION**

COMMSCOPE®   COMMSCOPE®

4.2 Background Control

One of the main advantages of our logo is that it can be placed on a wide variety of backgrounds while remaining legible. Always ensure that the logo version you choose provides sufficient contrast with the background color.

Remember to always use approved electronic artwork.

4.3 Clear Space and Minimum Size

The current logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space based on the height of the "O" in the name must surround the logo, as shown in the diagrams on the right. Please note that this is a minimum requirement. More clear space is preferred whenever practical.

Remember to always use approved electronic artwork.

MINIMUM CLEAR SPACE REQUIREMENTS

MINIMUM SIZE

WIDTH= 1 INCH

WIDTH= 2 INCHES

If you need to use a logo smaller than 2 inches in width, use the version without ®.

4.4 Incorrect Usage

Correct and consistent use of the CommScope logo is an essential part of building brand equity. Each element within the logo has been carefully designed and positioned in specific, fixed proportions. Do not alter or redraw the logo in any way. Do not add drop shadows, change the typeface or create any unauthorized lockups with other words, slogans, graphic elements or background shapes.

Remember to always use approved electronic artwork.

DO NOT add descriptors to the CommScope logo.

DO NOT alter the lettering or reset it in another typeface.

DO NOT alter the size or position of the elements within the logo.

DO NOT distort or skew the logo.

DO NOT alter the thickness of the logo.

DO NOT reproduce the logo in colors other than black and white.

DO NOT enclose the logo in an unauthorized shape.

DO NOT add text, graphic elements, drop shadows or other special effects to the logo.

DO NOT flip the elements of the logo.

DO NOT combine the symbol with another merchant's logo or any other graphics.

DO NOT make the logo illegible or tint out the logo.

DO NOT rotate the logo.

5.0
Design System
Overview

The CommScope ribbon is a new asset to our brand that will visually enhance our materials. The ribbon will display and portray our technology and our ability to be flexible and dynamic. These design principles also dictate typography for best practices within our materials.

5.1 Design Principles

A unique and bold system has been created to complement the CommScope logo. We have designed this system to be very flexible, so please consider the directions presented here not as strict rules but guidelines for creating new materials.

The CommScope ribbon embodies the motion and magic of light, energy and information. It is relentless, agile and always striving towards what's next—anticipating and adapting. The ribbon is a system designed and guided by principles: it is dynamic, flexible, vibrant, elegant, bold and smart.
It can frame us, surround us, support us, guide us, drive us and empower us. It unites our teams, our cities and our future. The CommScope ribbon is boundless, and the future looks exciting with its infinite possibilities stretched out before us.

5.2 Design Elements

Based on our design principles, these key design elements have been created to bring the complete design system of CommScope to life. Each design element is described in further detail on the following pages.

Typography

Layouts

Univia Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CommScope ribbon

Imagery style

Lorem Ipsum Dolor Sit Amet

Lorem Ipsum Dolor Sit Amet

Pushing What's Possible

COMMSCOPE

Colors and gradients

5.3 Typography

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 Calibri for system and utility fonts.

All the italic versions are meant to be used as typographic devices, for example to highlight foreign language words, but not as an identity style.

These consistent and clear uses of typography ensure that readers can navigate our communications quickly and easily.

Use system fonts only when the primary and secondary fonts are not available.

Examples of system font usage: Email, PowerPoint and Word files

Univia Pro Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Pro 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Pro 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Pro 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Pro 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Pro 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Pro 66 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

5.3 Typography

5.3.1 Typography Usage

Univia and Frutiger can be paired in many different compositions, creating myriad possibilities for typesetting. Although Univia has a unique and distinctive design and is one of the main components of our visual identity, it can be difficult to read in small sizes and is not designed for copy-heavy documents. For these situations, please use Frutiger, a typeface family designed to be neutral and intended to be clear and highly legible at a distance or in small text sizes.

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.

HEADLINE
Univia

Fusce sed turpis In non finibus turpis

SUB HEAD
Univia

Quisque magna orci, fermentum eu tincidunt nec, tristique ut arcu.

BODY COPY
Frutiger

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras imperdiet velit non tristique vehicula. Curabitur non accumsan quam, vel fermentum eros. In hac habitasse platea dictumst. Curabitur sit amet justo commodo, rutrum mauris nec, ornare leo. Sed lacus dolor, dapibus a orci ac, fringilla consequat quam. Proin et arcu mattis, facilisis justo eget, consequat magna. Curabitur condimentum sit amet sem non condimentum.

· Lorem ipsum dolor sit amet, consectetur adipiscing elit.
· Phasellus at ante eget est bibendum efficitur.
· Proin et tellus in sem lobortis consectetur.
· Donec quis erat efficitur tellus consequat placerat at ac risus.
· Nunc ac turpis quis diam eleifend accumsan.

Pellentesque egestas, ligula eget varius viverra, purus nunc auctor magna, a congue neque nulla sed justo. Suspendisse metus quam, facilisis eu risus ac, ullamcorper iaculis purus. In bibendum ac augue sit amet volutpat. Cras ac felis at tellus imperdiet condimentum. Cras nulla orci, malesuada a hendrerit dapibus, condimentum ut urna.

CALLOUT COPY
Univia

Suspendisse potenti. Maecenas hendrerit eros consectetur erat auctor, nec mattis risus posuere.

SOURCE
Frutiger

Donec congue, vitae est sit amet fermentum nulla egestas risus tellus, id consectetur.

5.3 Typography

5.3.1 Typography Usage

For applications where it is not possible to use Univia and Frutiger, such as Word documents, spreadsheets and PowerPoint presentations, use the system font Calibri with all weights, available in Microsoft Office applications

HEADLINE
Calibri Regular

Fusce sed turpis In non finibus turpis

SUB HEAD
Calibri Regular

Quisque magna orci, fermentum eu tincidunt nec, tristique ut arcu.

BODY COPY
Calibri Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras imperdiet velit non tristique vehicula. Curabitur non accumsan quam, vel fermentum eros. In hac habitasse platea dictumst. Curabitur sit amet justo commodo, rutrum mauris nec, ornare leo. Sed lacus dolor, dapibus a orci ac, fringilla consequat quam. Proin et arcu mattis, facilisis justo eget, consequat magna. Curabitur condimentum sit amet sem non condimentum.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Phasellus at ante eget est bibendum efficitur.
- Proin et tellus in sem lobortis consectetur.
- Donec quis erat efficitur tellus consequat placerat at ac risus.
- Nunc ac turpis quis diam eleifend accumsan.

Pellentesque egestas, ligula eget varius viverra, purus nunc auctor magna, a congue neque nulla sed justo. Suspendisse metus quam, facilisis eu risus ac, ullamcorper iaculis purus. In bibendum ac augue sit amet volutpat. Cras ac felis at tellus imperdiet condimentum. Cras nulla orci, malesuada a hendrerit dapibus, condimentum ut urna.

CALLOUT COPY
Calibri Bold

Suspendisse potenti. Maecenas hendrerit eros consectetur erat auctor, nec mattis risus posuere.

SOURCE
Calibri Light

Donec congue, vitae est sit amet fermentum nulla egestas risus tellus, id consectetur.

5.4 Colors

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.

PRIMARY

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

SECONDARY

orange	yellow	light green	dark green	teal	indigo	violet
151 C	7408 C	382 C	7480 C	7466 C	2935	526 C
C 0 M 55 Y 100 K 0	C 0 M 25 Y 100 K 0	C 35 M 0 Y 100 K 0	C 75 M 0 Y 100 K 0	C 100 M 0 Y 35 K 0	C 100 M 100 Y 0 K 0	C 70 M 100 Y 0 K 0
R 255 G 118 B 0	R 255 G 192 B 18	R 189 G 255 B 42	R 0 G 178 B 89	R 0 G 169 B 180	R 39 G 43 B 167	R 106 G 20 B 153
#FF8000	#FFC012	#BDE12A	#00b259	#00A9B4	# 272ba7	#6A1499

plum	pink	red
241 C	Process Magenta	485C
C 25 M 100 Y 0 K 0	C 0 M 100 Y 0 K 0	C 0 M 100 Y 100 K 0
R 188 G 26 B 140	R 255 G 0 B 143	R 236 G 28 B 36
# BC1A8C	# FF008F	# EC1C24

RESTRICTED

silver	light gray	dark gray
877 C	Cool Gray 5	Cool Gray 11
C 0 M 0 Y 0 K 60	C 0 M 0 Y 0 K 30	C 0 M 0 Y 0 K 80
R 109 G 110 B 113	R 204 G 204 B 204	R 51 G 51 B 51
# 6d6e71	#4d4d4d	#333333

5.5 Gradients

One of the main features of the system is the gradient, which allows us to show range and breadth as a visual reflection of CommScope. The gradient is an important aspect of the visual identity and must be set according to these guidelines.

Orange Gradient

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

Green Gradient

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

Dark Green Gradient

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

Blue Gradient

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

Dark Blue Gradient

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

Purple Gradient

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

Red Gradient

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

5.5 Gradients

5.5.1 Gradient Steps

Besides the color composition in CMYK and RGB presented in this section, it is also important to follow key principles:

Whatever colors you select from our palette, follow the specific sequence detailed on the right of the page. Do not skip any steps. For example, if you use blue, the next step is greenish blue, green, yellow and so on.

Although all color combinations are permitted, preserving blue tones are preferable, as they are representative of the CommScope identity. On the right, you will see all possible combinations with cyan.

Note: It is possible to reverse the steps; however, be aware that the gradient direction must reverse as well.

If using a gradient is not possible due to design limitations and/or technical restrictions, use either the flat color ribbon or the restricted-uses version (refer to section 5.6.2).

Orange Gradient   Green Gradient   Dark Green Gradient   Blue Gradient   Dark Blue Gradient   Purple Gradient   Red Gradient

Single Step

Two Steps

Three Steps

Four Steps

Five Steps

Examples

Do not skip color steps

All gradients must follow the same direction

If you reverse the ribbon, all gradients must follow that direction

5.6 CommScope Ribbon

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.

5.6 CommScope Ribbon

5.6.1 Single-Segment

The minimal use of the ribbon is as a single segment, without folds.

When used as a single-segment, the ribbon must be filled with one of the gradients presented on this page.

The minimum size is based on 1/10 the height of the logo.

The suggested use of this version represents the CommScope ribbon in the most simplistic and minimal way. When working with limited space applications (e.g., a pen, a money clip), this single-segment ribbon may be a good solution.
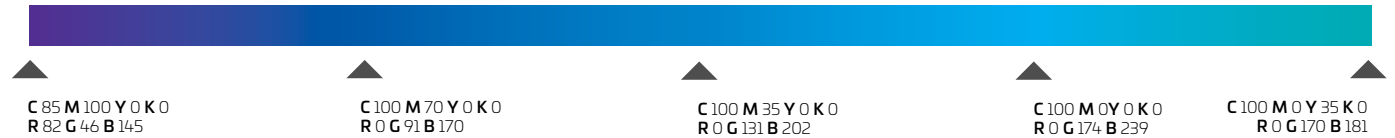
SINGLE-SEGMENT RIBBON MINIMAL HEIGHT

X COMMSCOPE®   1/10X

SINGLE-SEGMENT RIBBON GRADIENT OPTIONS

Primary Blue

C 100 M 30 Y 0 K 0
R 137 G 207 B 0

C 100 M 90 Y 0 K 0
R 33 G 63 B 154

Cold

C 85 M 100 Y 0 K 0
R 82 G 46 B 145

C 100 M 70 Y 0 K 0
R 0 G 91 B 170

C 100 M 35 Y 0 K 0
R 0 G 131 B 202

C 100 M 0 Y 0 K 0
R 0 G 174 B 239

C 100 M 0 Y 35 K 0
R 0 G 170 B 181

Warm

C 50 M 100 Y 0 K 0
R 146 G 39 B 143

C 0 M 100 Y 0 K 0
R 236 G 0 B 140

C 0 M 70 Y 100 K 0
R 243 G 112 B 33

C 0 M 25 Y 100 K 0
R 255 G 194 B 14

Greens

C 0 M 20 Y 100 K 0
R 255 G 203 B 5

C 30 M 0 Y 100 K 0
R 191 G 215 B 48

C 100 M 0 Y 35 K 0
R 0 G 170 B 181

C 0 M 0 Y 100 K 0
R 0 G 174 B 239

5.6 CommScope Ribbon

5.6.2 Multiple Segments

The ribbon can have multiple segments. Each segment ends where the ribbon changes direction, which creates a new segment. You can start with any color segment but keep in mind that the use of the blue tones is preferred.

Every segment created must follow the color sequence presented on section 5.5.1.

You can loop or repeat segments to create as many as required. They should all follow the same sequence mentioned above.
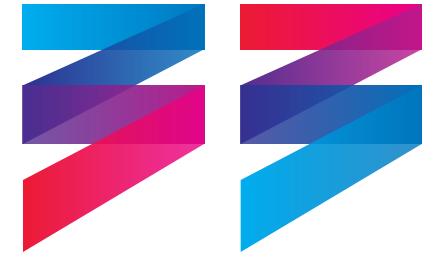
TWO SEGMENTS

THREE SEGMENTS

FOUR SEGMENTS

FIVE SEGMENTS



SIX SEGMENTS

SEVEN SEGMENTS
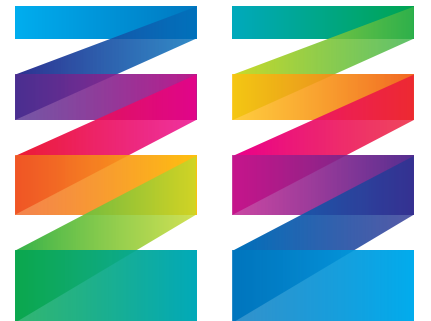
5.6 CommScope Ribbon

5.6.3 Scaling

Scaling is a good way to present proximity. For example, if you want to represent a large picture, you can create an optical illusion by making the ribbon very small. Conversely, if you want to represent more finite details, you can zoom in on the ribbon so it is the only element that is visible.

This ability to scale represents the viewers' proximity to various pieces of the ribbon. When reducing the ribbon, always respect the minimum size (refer to section 5.6.1).

SCALING EXAMPLE OF A THREE-SEGMENT RIBBON
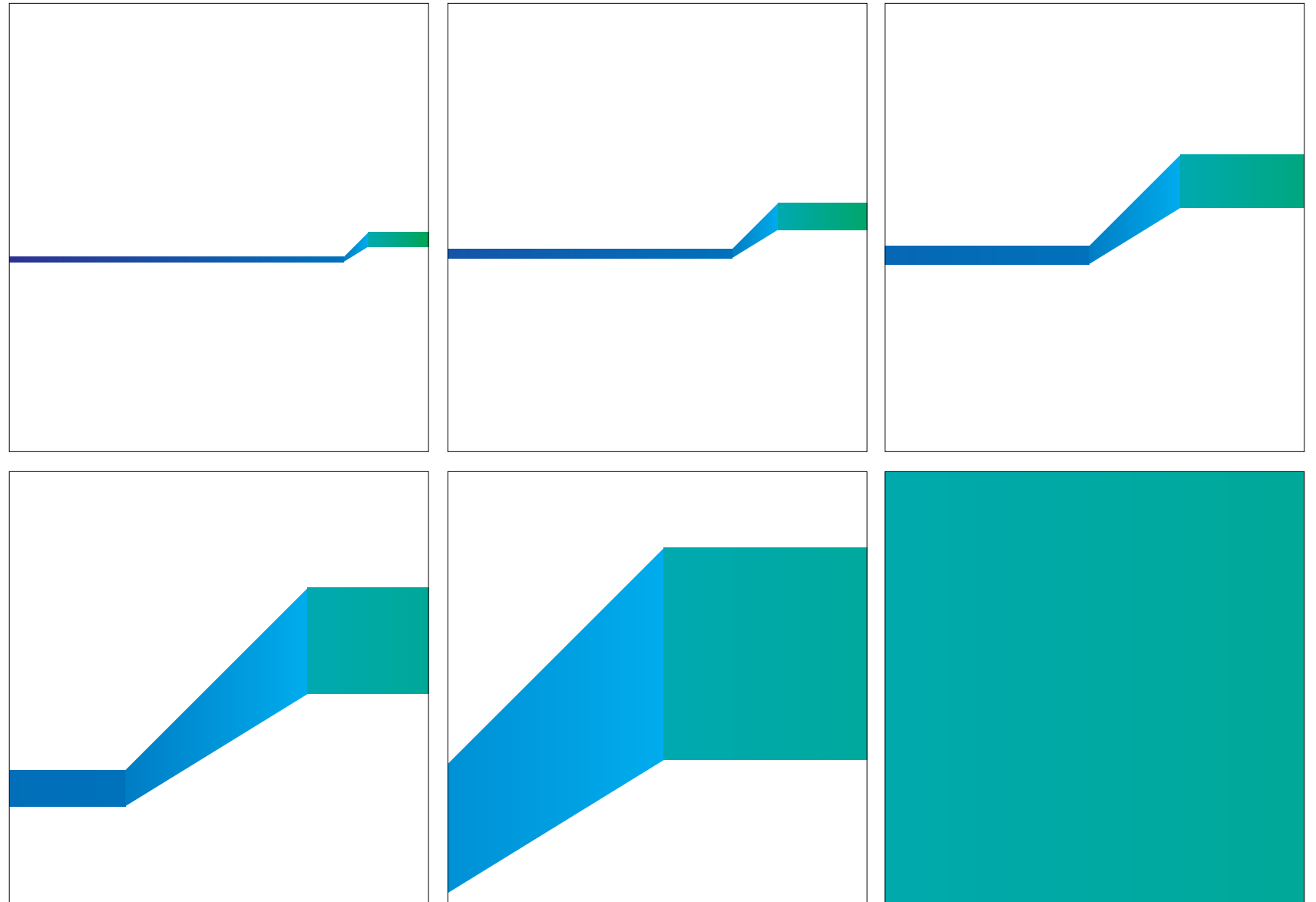
5.6 CommScope Ribbon

5.6.4 Turns

The ribbon turns convey an impression of movement, speed, rhythm and depth. The ribbon can turn in various directions, but it will always maintain the same axis. It does not go from a horizontal orientation to a vertical orientation or vice versa (with the exceptions of videos and animations, where the camera rotation can create the illusion of the axis changing). Every time the ribbon turns, the color changes to the next color in the palette sequence.

The ribbon edges are always 90° in relation to the layout margins and do not have diagonal edges.
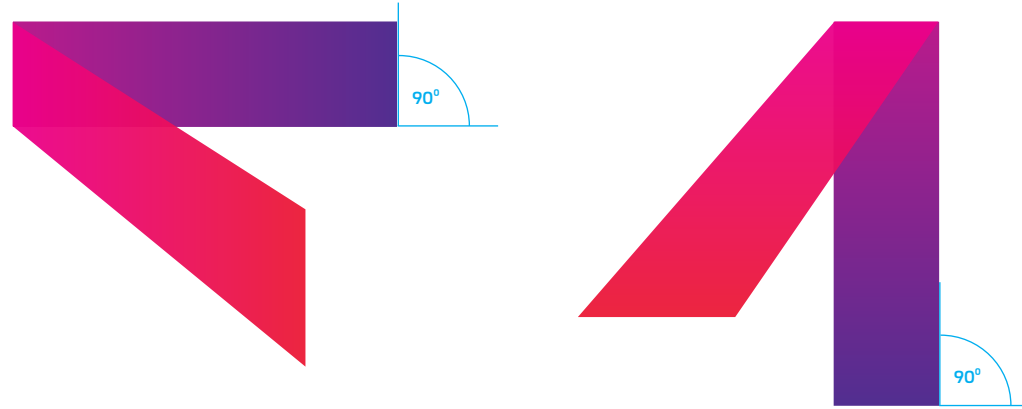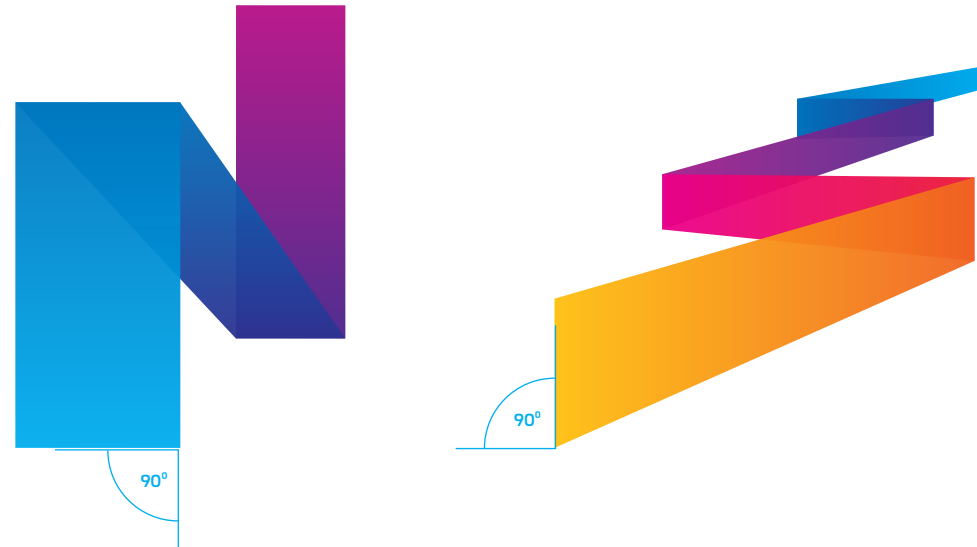

The ribbon edges must be 90° relative to the layout.

In static applications, the ribbon does not change orientation; it is horizontally or vertically oriented — it changes direction but must keep the same axis.

COLOR CHANGING

After every turn, the gradient color must change to the following color in the spectrum.

Do not skip colors in the palette; the sequence must be the one provided in section 5.5.

5.6 CommScope Ribbon

5.6.5 Perspective

Perspective is an important tool to create space, dimension, scale and movement. As an aesthetic decision, the ribbon doesn't follow classic perspective rules because it is an abstract element not rooted in reality.

Preferably, the segment of the ribbon in the foreground should be larger than the segment in the background. If the segment movement is perpendicular or parallel to the layout margins, the segment shape should not have diagonals. If the segment movement is toward the foreground or the background, the front edge must be larger than the back edge. This is what creates the diagonals.

If one segment overlaps another, be sure to meticulously represent which one is in front of the other.

EXAMPLE

45

5.6 CommScope Ribbon

5.6.6 Frequency

Ribbon frequency represents the various turns that a ribbon can take. These turns create a visual representation similar to a waveform, or heartbeat graphic. If the ribbon represents something serene, the frequency is low; if lively, the frequency is high.

The more turns the ribbon has, the more lively it looks. Conversely, if the ribbon needs to look more serene, low frequency is best. These distinctive choices will determine the mood and space of the overall design.


46
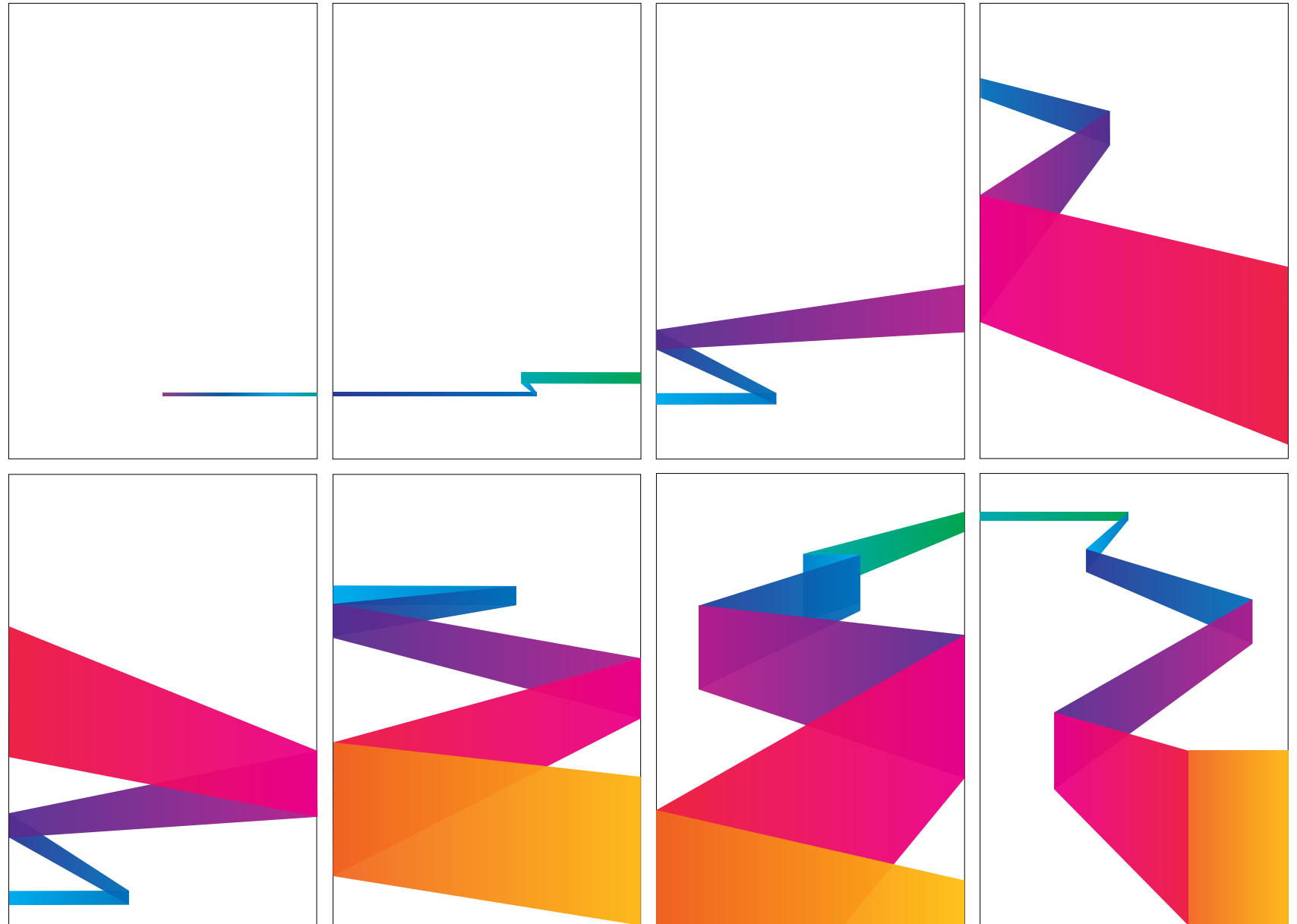
5.6 CommScope Ribbon

5.6.7 Quantity

Although the ribbon is our main visual element, its presence is not mandatory. For some applications, the ribbon can be represented by a gradient within headline text or expanded to use as a background. Alternatively, the ribbon can appear hidden, as shown in the zoomed-in versions. This is what creates the diagonals.

The ribbon can appear solo as well as alongside multiple ribbons, depending on stylistic preference.

Lorem
Ipsum Dolor
Sit Amet
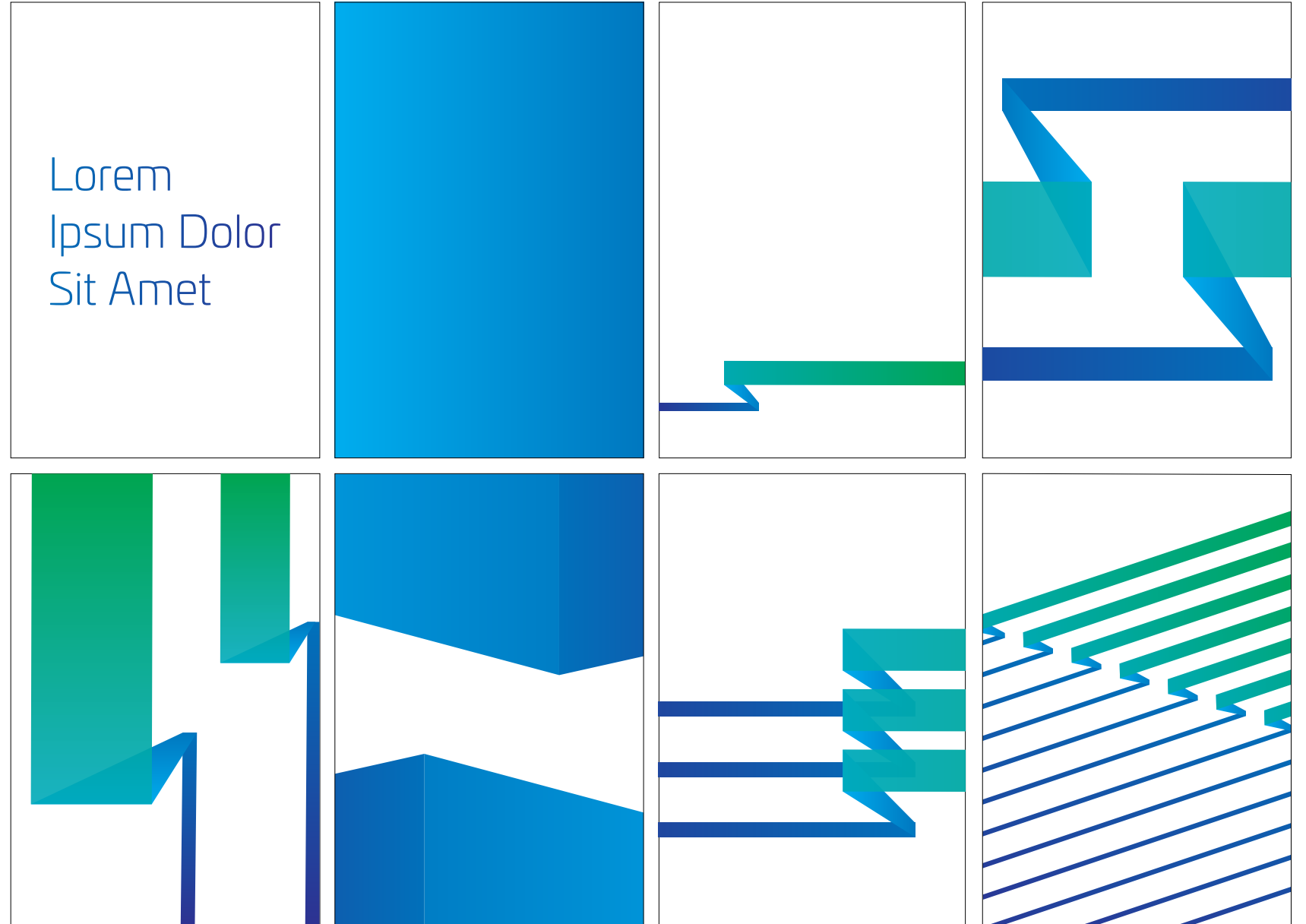
5.6 CommScope Ribbon

5.6.8 Transparency

Opacity is another aspect of the ribbon that can be used to create movement and depth. The transparency and opacity can vary according to the guidelines represented here. You can set the opacity in a range between 80 and 95 percent, considering the following possible situations:
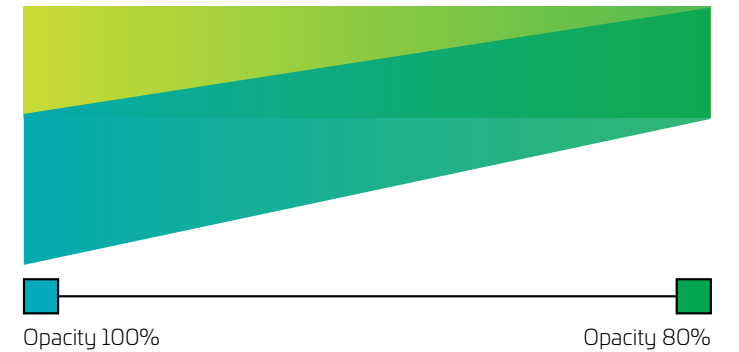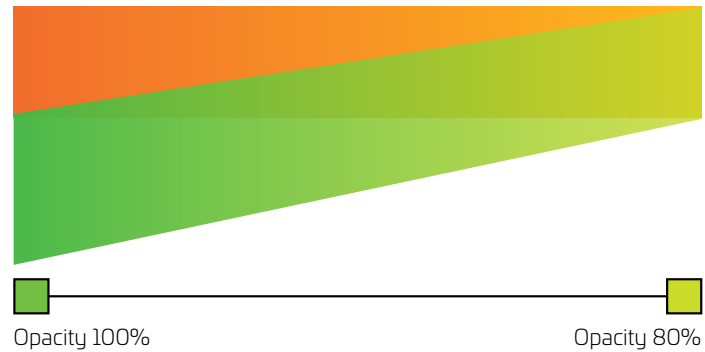
Production or Media:
Because print media is less accurate when reproducing transparency, you will need to test the percentage that works best. Usually, more than 85 percent is optimal. In digital media there are no halftone issues. Therefore, if the transparency looks appropriate on your screen, it likely to accurately represent to what receivers will see.

Interaction with other subjects:
When the ribbon interacts with other subjects, such as photographs, typography and other overlapping ribbon segments, you will need to test and adjust the transparency to achieve consistent results.

If the ribbon overlaps an image with different tones, you may need to vary the transparency percentage for each segment.

Opacity 100%   Opacity 90%

Opacity 100%   Opacity 90%

Opacity 100%   Opacity 90%

Opacity 100%   Opacity 90%

Opacity 100%   Opacity 80%

Opacity 100%   Opacity 80%

5.6 CommScope Ribbon

5.6.9 Interaction with Photography

The ribbon can interact with other elements in many different ways—it can embrace, guide, support or frame the subject, or it can create a path.

Pay attention to how the ribbon interacts with the various subjects, and avoid cases where the ribbon interferes with a subject, overshadows the subject or envelops the subject too severely.
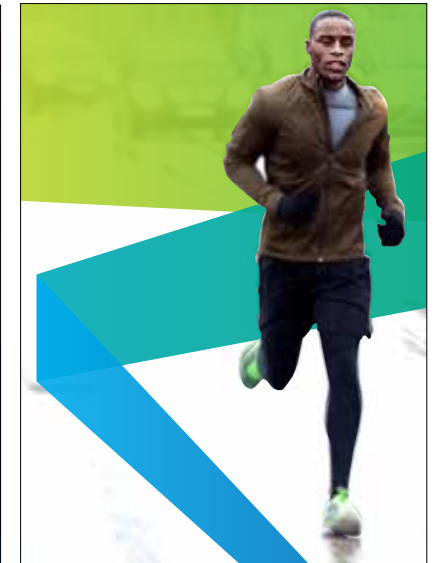
EMBRACING RIBBON

CONNECTING RIBBON

STAGING RIBBON
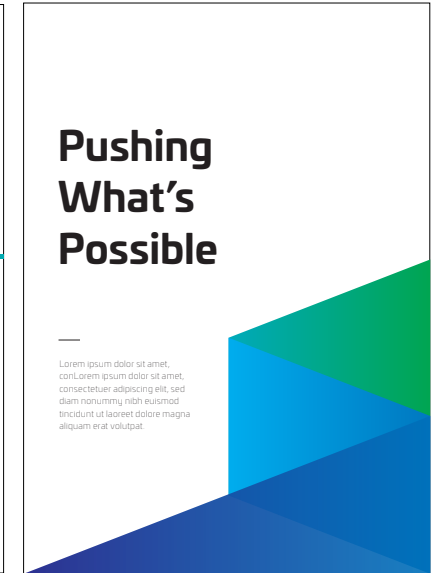
5.6 CommScope Ribbon

5.6.10 Interaction with Typography

The ribbon can interact with typography in many harmonious ways. You can use the gradient as fill in an all-type layout. You can use the ribbon as a container for copy (just ensure the copy fits in a single-segment). When the copy is outside the ribbon, avoid being too close and give the ribbon enough clean space.
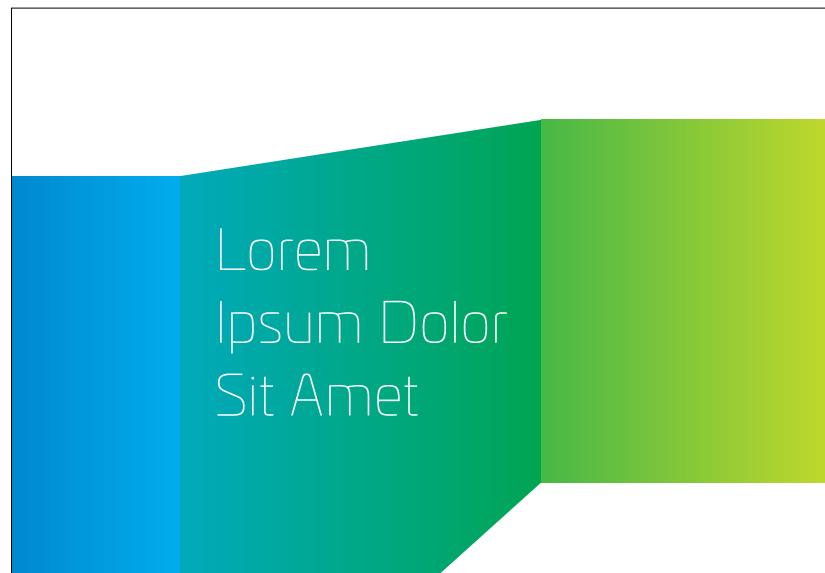
TYPE ONLY, GRADIENT AS FILL

Pushing What's Possible

TYPE OUTSIDE THE RIBBON

Lorem Ipsum Dolor Sit Amet

Lorem Ipsum Dolor Sit Amet

Pushing What's Possible

Lorem ipsum dolor sit amet, conLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

TYPE INSIDE THE RIBBON

Lorem Ipsum Dolor Sit Amet

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, conLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy, nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

COPY-DRIVEN LAYOUT

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate

Velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi

zzril delenit augue duis dolore te feugait. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi

5.6 CommScope Ribbon

5.6.11 Interaction with Other Elements

The ribbon can serve as a divider or container depending on its placement. This is another way to depict the system's flexibility and add a more dynamic creative visual element to the various subjects.

When using the ribbon as a callout, both segments of the ribbon should use the same gradient.
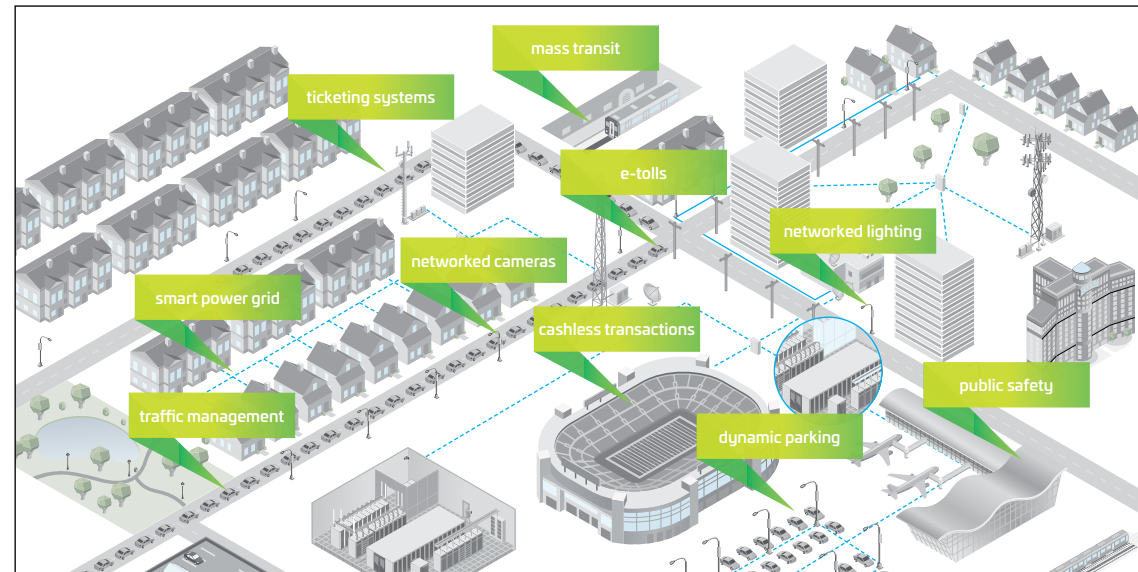
RIBBON AS DIVIDER

RIBBON AS CONTAINER

RIBBON AS CALLOUT

5.6 CommScope Ribbon

5.6.12 Restricted Uses

In the majority of cases, the ribbon can be used in its fullest form, with gradients, transparency and full color. But there are situations in which the designer cannot control all the variables.

In these situations, it is possible to use the restricted versions of the ribbon presented in this section.

There is an outlined version to use for engraving and embossing.

There is a one-color ribbon, designed for applications with color restrictions.

The flat color is recommended for applications where gradients cannot be printed with good quality.

FLAT COLOR

ONE COLOR
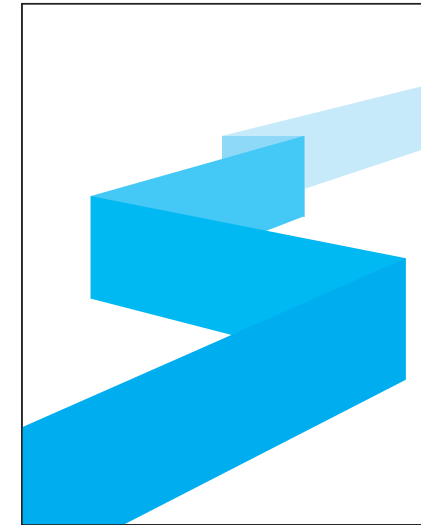
OUTLINED
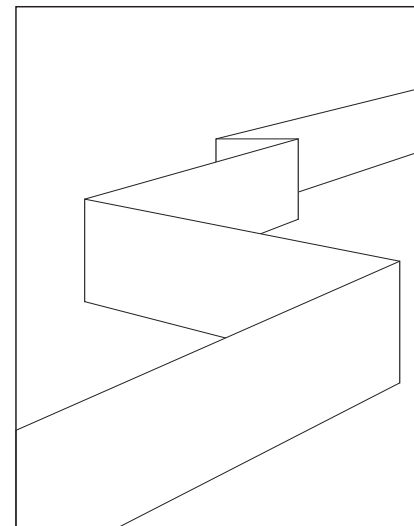
GRAYSCALE
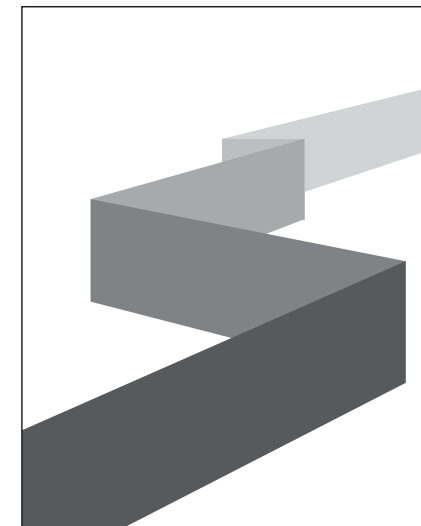
5.7 Photography Style

There are four main photographic themes that are part of CommScope's visual identity. Each theme has its own characteristics and is recommended for specific situations as described in the following pages.
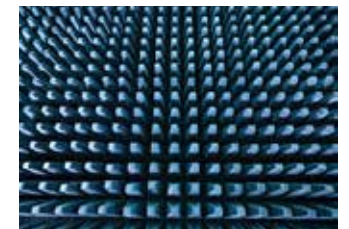
PEOPLE PLACED IN WHITE BACKGROUND

PEOPLE IN ENVIRONMENTS

CITYSCAPES

PRODUCTS AND MATERIALS

5.7 Photography Style

5.7.1 People Placed in White Background

This theme is recommended when the focus is people. It highlights the portrayed person's main characteristics and is a good way to transmit emotions and behaviors.

Another reason for the white background is that it creates room to stage the CommScope ribbon in a very prominent way.

This theme is recommended for high-level and corporate communications, such as advertisements, the corporate website and annual reports.

5.7 Photography Style

5.7.2 People in Context

This theme is intended for communication pieces in which it is necessary to show people in context, with an environment that is mandatory for the scene or supports the message.

Please use the original environment light condition to capture a natural atmosphere. Also, avoid busy environments because people are the main subject, and take advantage of the depth of field blurs and neutral backgrounds.

There are situations that may require the use of photography showing people with devices such as tablets and phones. When necessary, these are permitted, however, we recommend trying to limit these types of photographs, as these images are often cliche in the category and make it difficult to distinguish ourselves.

5.7 Photography Style

5.7.3 Cityscapes

Many manifestations of CommScope's business are related to urban landscapes, which is why it is necessary to consider cityscapes as a theme for photography in our communication. For this theme, consider showing scale, using wide-angle lenses and shots from a long distance, such as aerial views or rooftop shots. For night shots consider taking advantage of motion blurs and light traces.
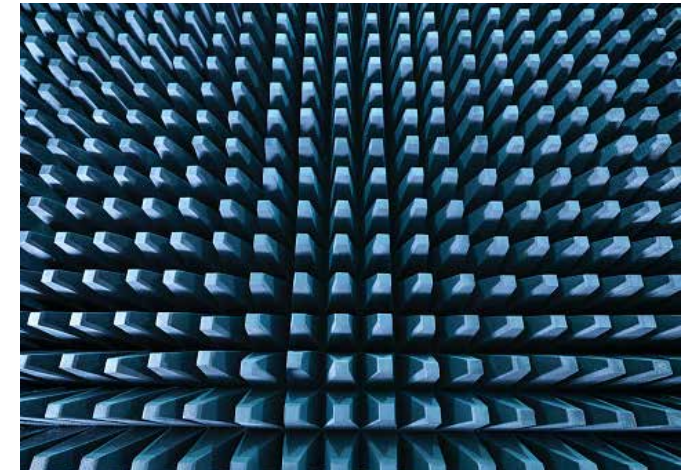
5.7 Photography Style

5.7.4 Product and Material Shots

Considering the myriad products and materials that CommScope produces, it is difficult to set a specific photographic style for these, but it is necessary to consider as one of the main themes with some general directions.

Try to capture the essence of the product and its unique beauty. If the product itself is not aesthetically pleasing, try to find an interesting way to represent it. For example, a group of the same products arranged in an interesting manner might be more interesting than a single piece, or even a super macro of a product that reveals its texture and details that you cannot perceive with the naked eye. Try to produce beauty shots when dealing with products.

For catalogs and spec sheets or other applications: when representing the technical aspects of a product is more important than its visual appeal, a white background is preferred. When a product interacts with a ribbon, a white background is also preferred.

5.8 Illustration Style

There are situations in which the use of photography is not feasible or does not resonate with the messaging being communicated. In these circumstances, a distinctive style and range of illustrations have been created to enrich the CommScope visual assets.

Use the images on right as a reference as well as the guidelines below when you need to use illustrations.

For 3D Modeling and Rendering Software:
The models are designed to be simplified representations of the subject. Avoid hyper-realistic, overly technical details. For materials, choose a semi-transulcent white glass and add a frost treatment. Post production will be needed to equalize colors and achieve the white over white look presented on the right.

For Icons:
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.
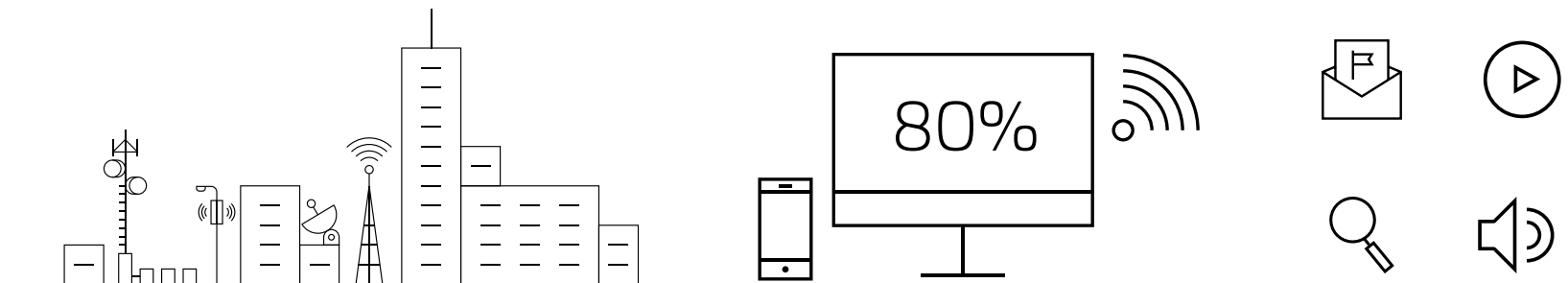
For Infographics and more complex subjects:
Review the skyline icon. Note a group of icons can be combined as a single illustration.

Icons can be black over white background or white over a color background.

3D ILLUSTRATIONS
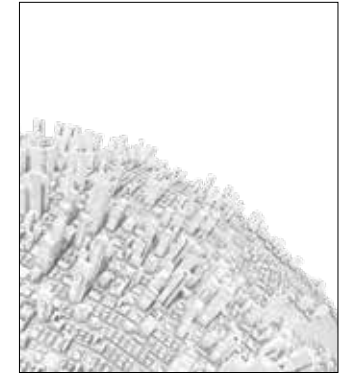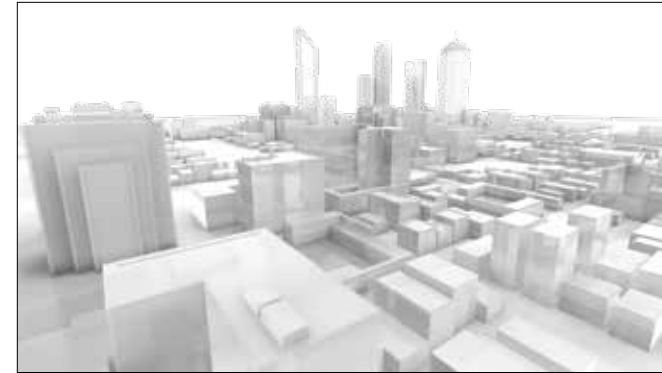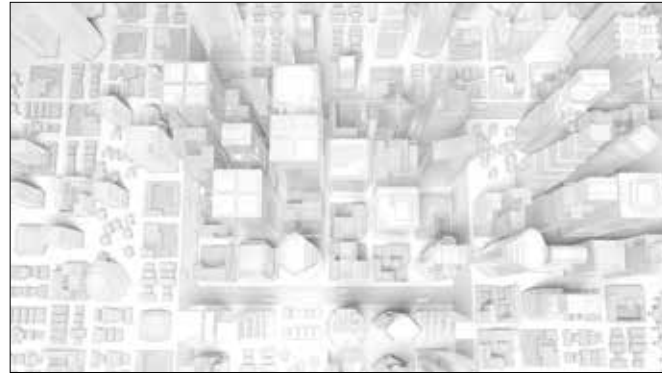
ICONS

5.9 Tagline Usage

5.9.1 Typesetting

The tagline should always be shown in Univia. The thin version is preferred, however other weights are allowed. The italic version is not permitted for the tagline.

There are two permitted alignment variations: stacked and aligned to the left on a single line.

For the stacked variation, the leading size must be the same as the type size.

The tagline should always be lowercase.

Generally speaking, we do not use the tagline as part of the body copy.

STACKED

now
meets
next

SINGLE LINE

now meets next

INCORRECT USAGES

now
meets next

now
meets
next

Now Meets Next

Now meets next

NOW MEETS NEXT

now meets next

5.9 Tagline Usage

5.9.2 Tagline and Logo Relationship

The tagline and logo relationship is very flexible and permits a variety of layouts.

There is no proportion or alignment restriction.

The main rule is that the tagline should never be locked up to the logo or revised or edited in any way.

Keep a minimum distance of five letters "O" between logo and tagline to avoid the interpretation of a lockup as illustrated on this page.

MINIMUM DISTANCE

now
meets
next

COMMSCOPE®

COMMSCOPE®ooooo now meets next

now meets next

COMMSCOPE®

INCORRECT USAGES

COMMSCOPE®
now
meets
next

COMMSCOPE®
now meets next

5.9 Tagline Usage

5.9.3 Color Usage

The tagline also follows a flexible color approach.

It can be black or white as the logo, to better contrast with the background color, or it can be filled with any of the gradients of the CommScope palette in all-type layouts.

Avoid using the gradient fill version if you have the ribbon in the same layout. In those cases, prefer the black or white versions.

BLACK OR WHITE

now meets next

now meets next

now meets next

now meets next

now meets next

now meets next

now meets next

now meets next

6.0
Transitioning acquired brands

"While continuing to deliver on our core values of innovation, agility and integrity, we have the unique opportunity to strengthen our position as the most innovative company in the markets we serve. Getting there will require a concerted, united effort. Our new tone and voice should be consistent across CommScope. It won't happen by accident—and that's why I'm confident it will happen—because of your expertise, passion and commitment."

Eddie Edwards
Chief Executive Officer
CommScope

6.1 Transitioning acquired brands

CommScope has evolved dramatically since it was founded in 1976. From a U.S. company serving the cable television market, we've grown into a global brand through internal growth and a variety of acquisitions.

Building equity in the CommScope brand

The CommScope brand is an asset of immense value to our company, our customers and our shareholders. It represents a commitment to deliver world-class expertise and solutions that exemplify quality, integrity, innovation and agility. Moving forward, our brand will assume a position of prominence in all company communications.

The role of acquired and incumbent brands

We will lead with the CommScope brand in all future marketing and sales efforts. This includes prominence in collateral, web content, promotional campaigns, trade shows, and product packaging and labeling. All other brands—including acquired trademarks (like ANDREW®, SYSTIMAX® and NETCONNECT®) and incumbent trademarks (system and product names like HELIAX®, ION® and GigaSPEED®)—will take subordinate, supportive positions to bolster the CommScope brand.

Transferring brand equity to support growth

Our company will continue to expand and evolve via internal growth and external acquisitions. With each new acquisition, we will engage in a deliberate, purposeful process to transition the positive brand equity of each newly-acquired company in a way that best strengthens the CommScope brand. This process is explained in greater detail below.

Brand transition guidelines

The following guidelines explain the general process by which the brands of newly-acquired companies are integrated into CommScope.

Transitioning acquired brands

The brand identity of an acquired company will be evaluated to determine the equity it possesses. Once this determination is made, a unique transition plan is established based on a general strategy marked by five phases: introduction, integration, positioning, dependence, and implementation. The necessity, timing and duration of each phase will vary based on the individual circumstances of each acquisition.

Brand introduction

This phase begins once an acquisition is publicly announced. The acquired brand maintains its visual identity and shares visual space with the CommScope master brand in all external communications. The acquired brand is emphasized in documents created by the acquired company. The CommScope brand takes precedence in all communications.

Brand integration

The name of the acquired company becomes a CommScope brand. From this point forward, CommScope takes the leading position in all external documents. Any taglines previously used by the acquired company are retired.

Brand positioning

The acquired company finds a specific home within CommScope's brand architecture. At this point, the Brand team will determine whether the acquired company:

• Remains an independent business

• Becomes a brand, solution, system, service or product

• Resides in its new position within our global portfolio

Depending on the nature of the acquisition, this phase may occur earlier in the brand transition process.

Brand dependence

The Brand team determines when it is strategically advantageous for the acquired brand to be given the greatest visual and/or narrative emphasis. A specific level of dependence is outlined for each type of external communication. The determined level of emphasis is based on the brand's location within the CommScope architecture, pre-acquisition equity and the success of the brand integration process.

Brand implementation

Once the previous four phases are complete, CommScope will update the visual identity of the acquired company's stationary, facility signage, products and packaging. New business cards will be issued initially for customer-facing personnel who influence market strategy and sales, followed by support staff. Facility updates will transpire on a case-by-case basis, with emphasis given to customer-facing locations. Product and packaging update decisions will be made to maximize brand consistency and sales revenue.

7.0
Trademarks and product names

As a world-class network connectivity solutions provider, CommScope sells thousands of products to clients in more than 100 countries. Many of these products leverage sophisticated technology that requires an exceptional degree of engineering expertise. Given the breadth, magnitude and complexity of our business, it is imperative that we protect CommScope against potential legal liabilities related to our physical and intellectual property.

As a content developer, you are responsible to properly articulate the benefits of each product. Part of this responsibility includes avoiding language that makes unrealistic or inaccurate claims about how our solutions help our clients. By following the proper trademarking and product naming protocol, you can help us safeguard and strengthen the CommScope master brand.

7.1 Product naming

A new product name should not be based on random guesswork, subjective opinion or personal preference. It should be rooted in thorough competitive research and market analysis, and vetted based on significance of impact and unique market potential.

CommScope Naming and Trademark Process
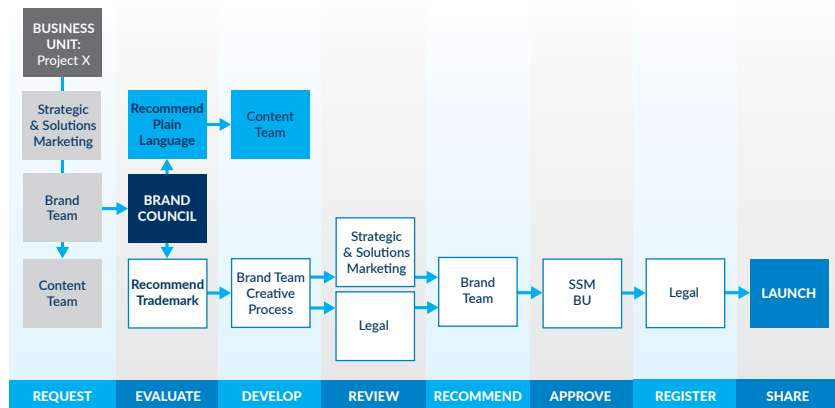
As a part of our implementation of the CommScope master brand strategy, we have defined a new naming procedure to add consistency, expertise and discipline to the process. This procedure is designed to help us identify the strongest possible brand name.

The product-naming process

1. **Receiving a request:** The Strategic and Solutions Marketer (SSM) is the single point of interface on behalf of business unit (BU) stakeholders. In this phase, the SSM briefs the Brand and Content teams.

2. **Briefing the Brand Council:** The Brand Council is a cross-functional group of executives, or their appointed senior leaders, who act as CommScope's brand advisors. This group includes senior representation from the business unit. The Brand team provides trademark options and plain descriptive language to the client. The Brand Council votes on a plain language name or approves a trademark.

3. **Name development/trademark search:** Based on feedback, the Brand team either begins the search for a trademark or supports the Content team as it develops a plainly descriptive name. During this step, the brand team begins the creative process: creating a list of options and working iteratively with the SSM and Legal team to refine trademark candidates. With direction, the Brand team acts as the naming and trademark agency for the client (the SSM on behalf of the BU).

   Note: If a name describes a product or service, it cannot function as a trademark. Why? A trademark must be capable of identifying and distinguishing our goods from those of the competition. If it merely describes the product or service, it is not a trademark—it is a goods designation.

4. **Presentation:** The brand team presents the top candidates to the client and makes a recommendation based on the strength, marketing potential, messaging flexibility, legal defensibility and cost of the trademark.

5. **Selection:** The SSM and their BU leadership select the mark from the options presented.

6. **Registration:** in this step, the Legal team files an application to register the trademark in the United States and/or other countries. The filing cost is a minimum of $2,500 and may exceed $10,000 depending on the number of applications filed in multiple countries. It should be noted this does not include any marketing, search optimization and promotion to build the trademark.

7. **Communication:** During this final step, the communication plan commences.

7.2 Copyright, trademark and disclaimer references

CommScope uses the following notices at the end of the documents we create to properly identify and archive them. A relationship exists between trademarks within the copy and copyright notices at the conclusion of a document. Please see below for a listing of our Intellectual Property Notice, Commercial Disclaimer and copyright-related guidelines.

As a part of our implementation of the CommScope master brand strategy, we have defined a naming procedure to add consistency, expertise and discipline to the process. This procedure is designed to help us identify the strongest possible brand name.

Intellectual property notice

© [year] CommScope, Inc. All rights reserved. All trademarks identified by ® or ™ are registered trademarks or trademarks, respectively, of CommScope, Inc.

Commercial disclaimer

For planning purposes only. CommScope reserves the right to modify the specifications or product without notice. This document is not intended to modify or supplement any specifications or warranties relating to CommScope products or services.

Copyright guidance

1. **Copyright date:** Use the [year] of creation. If created in 2016, the document should read "© 2016 CommScope, Inc." If the original document is modified and republished, please list the date of origin (if known) and the year of the latest publication as follows: "© 2009, 2016 CommScope, Inc." If unknown, please list the year of the most recent publication.

2. **Copyright owner:** Use CommScope, Inc. since this is the parent company. If you feel there is a special reason to use a particular CommScope division, consult Legal.

3. **Use of ® for CommScope marks:** For global or North American publications, only marks that are registered in the U.S. Trademark Office should be identified with the ® symbol. For European or EMEA publications, only marks that are registered in the European Union Intellectual Property Office (EUIPO) should be identified with the ® symbol. For all other regional publications, or for country-specific publications, please contact Legal.

4. **Third-party trademarks:** Consult Legal if the document refers to a trademark, brand or product that does not belong to CommScope. We may need permission from the third party prior to publication.

5. **Design/formatting:** The intellectual property notice and the commercial disclaimer should appear in their totality at the end of the document. They may remain separated or be collapsed into a single paragraph, however, to accommodate shorter documents, available space and formatting concerns.

7.3 Trademark application and legal defensibility

A new product name should not be based on random guesswork, subjective opinion or personal preference. It should be rooted in thorough competitive research and market analysis, and vetted based on significance of impact and unique market potential.

Trademarks may be used (with a superscript TM) as soon as the mark has been cleared by Legal. It is important to file an application to register the mark (when available), after the SSM and BU leadership select a mark for use, preferably before the product launch.

Trademarks must be used specifically and consistently with the list of goods identified in the trademark application/registration. As trademarks are not descriptive, a description of the product should always follow.
For example, "FiberGuide® fiber raceway system"

Trademarks registrations must be renewed. Typically this is every 10 years and the cost varies by the country of registration. In addition, to maintain the registered trademarks in certain countries (such as the United States), the business must confirm that it is using the mark on all of the goods and services listed in the registration and provide specimens showing use of the mark.

Acceptable specimens of trademark use include:

• A label (or photograph of a label) with the trademark that is placed on the product or the packaging; and

• A product (or photograph of a product) that shows the trademark etched into the product or on a plate affixed to the product.

These additional items may be acceptable, though the above examples are preferred:

• User or Installation Manuals that are shipped with the product and contain the trademark and information about the product; and

• Catalogs, especially electronic or web-based catalogs, where the trademark is displayed, a picture of the product is nearby or detailed textual description of the product is near the mark, and sufficient ordering information is provided for a customer to place an order. Regular marketing brochures and product information sheets alone are not acceptable.

7.4 Pre-launch communication guidance

Product development teams are advised to use "Project" ahead of any development program name to avoid confusion when communicating with employees and customers until the system, product or technology is officially announced (in press release or marketing promotions).

Benefits to this approach are:

• Mitigating confusion with the go-to-market team and customers about product availability and mitigating any perception of long development times by using language that clearly communicates the shift from development to availability.

• Using different language in development and commercial availability will prohibit us from building equity in any internal project names that haven't been legally vetted or deemed commercially strong.

• The release of a new trademark will be more impactful if it is truly introduced at launch, creating the opportunity for more excitement and interest.

All new trademark requests must follow the CommScope naming and trademark process which includes vetting by the Brand Council and clearance by Legal.

7.5 Creating new names and descriptions of goods and services

Plain language description of goods or services are always required when introducing a new offering.

The Strategic and Solutions Marketer (SSM) will create the description of goods or services of an offering and involve the digital, content, and brand teams for guidance, when needed.

The SSM will consider the following:

• Describe the "is-ness" of something: What it is, what it does, what it means for the customer.

• Identify all of the physical and functional attributes and its fit into the current or planned taxonomy. What are the top 3-5 critical attributes that define how a use would specify it? Without these 3-5 attributes, we would not be able to help the customer.

• How does the industry refer to it?

• What do people search for (SEO, key words)?

• What types of questions do people ask to find it? What problems does this solve?

• Is there a unique differentiator we can describe?

• Is the recommended language easily understood across geographies and by different people (not over-simplified, not over-complicated)?

• What are the competitive offering names, key words, descriptions? Identify what is appropriate for digital optimization.

• Avoid acronyms, abbreviations, "clever" language.

• Confirm translated language.

Deliverables should include:

• Plain language name

• Short, pragmatic description

• Application statement(s); where used, by whom

• Qualitative description articulating the value of the offering

8.0
Co-branding and partners communication

Creating compelling partner communications requires consistency and a clear understanding of how to best showcase the CommScope brand. In this section we offer guidelines on how to develop strong materials and build coherence.

8.1 Logos relationship

When creating co-branded materials with CommScpe partners, adopt the following guidelines to safeguard the prominence of the CommScope logo.

The area occupied by the partner logo should be equivalent or slightly smaller than the CommScope logo.
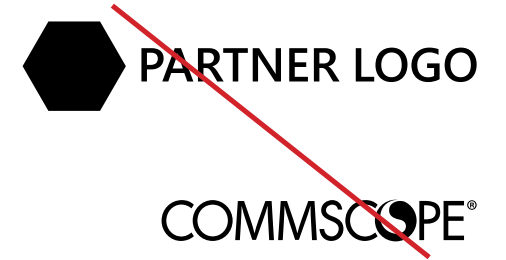
Although the areas of some logos are difficult to calculate, consider the "visual weight" as the reference. Do not allow a partner's logo to overtake the communications piece or diminsh the CommScope identity.

Do not place the partner's logo too close to the CommScope logo. We recommend the minimum distance of 5 letter "O"s of the CommScope logo as illustrated. Pieces with restricted space are exempt from this requirement.

SIZE RELATIONSHIP

COMMSCOPE®

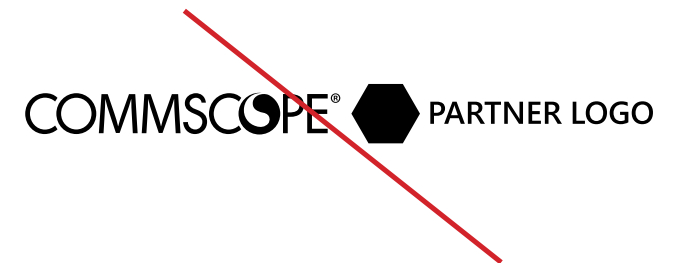AREA = X

PARTNERLOGO

AREA ≤ X

COMMSCOPE®

AREA = X

PARTNER LOGO

AREA ≤ X

POSITION RELATIONSHIP

COMMSCOPE® ○○○○○ PARTNERLOGO

PARTNERLOGO

INCORRECT USAGES

PARTNER LOGO

COMMSCOPE®

COMMSCOPE®

PARTNER LOGO

COMMSCOPE® PARTNER LOGO

8.2 Examples

The following can be considered exemplars or best practices in terms of what co-branded materials should look like.

Ideally, the overall design and identity should be driven by CommScope, respecting the placement and proportion of partner logos.

COMMSCOPE®

Lorem ipsum dolor sit amet, consectetuer.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Learn more at www.xxxxxxx.com

partner logo

COMMSCOPE®

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu .

Learn more at www.xxxxxxx.com

partner logo

9.0
Packaging

Presenting CommScope branding across our packaging extends and builds a more integrated and aligned experience of the brand.

9.1 Packaging examples

Managing our brand through consistent visual cues on packaging is essential to creating a cohesive brand experience. We must maintain a common way to present the CommScope branding on packaging materials, such as cartons, crates, labels, reels, polybags, etc. as well on our products themselves.

Contact #brandguide@commscope.com if you need more detailed information or guidance.

10.0
Product marking

As the CommScope logo is used on our product offerings, which vary in terms of size and format, this section details a variety of recommended configuations for marking products.
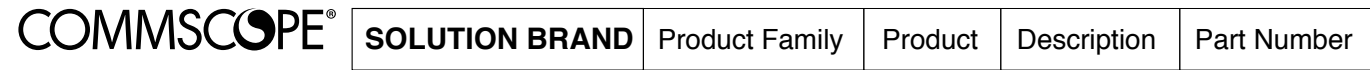
10.1 Marking Configuration

CommScope utilizes marking on our products. Product marking has a specific information order and hierarchy that must be allowed to achieve consistency and preserve the proper identification of our products and brand.

In order to accommodate information across a variety of space and format constraints, four different configurations are provided.

The Frutiger LT Pro family is recommended for typesetting the marketing information. The type size and spacing are defined by the proportion of the CommScope logo as illustrated to the right.

INFORMATION ORDER

COMMSCOPE®	SOLUTION BRAND	Product Family	Product	Description	Part Number

ARRANGEMENT CONFIGURATIONS

COMMSCOPE®
X
1/2 X
1/2 X
SOLUTION BRAND I Product Family Product Description
HELVETICA   HELVETICA LIGHT

COMMSCOPE®
X
SOLUTION BRAND I Product Family Product Description   1/2 X
X

COMMSCOPE®
X
1/2 X
1/2 X
1/2 X
SOLUTION BRAND
Product Family Product Description

COMMSCOPE®
SOLUTION BRAND I Product Family
Product Description

EXAMPLES

COMMSCOPE®
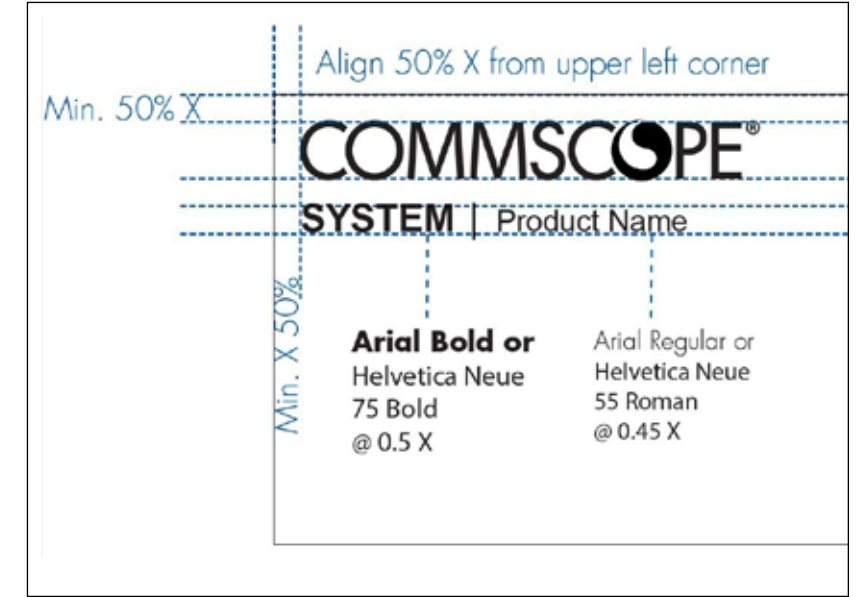**ANDREW® I** SureFlex® Jumper F4-DRDR-1M5-SWG

COMMSCOPE®
ANDREW® I SureFlex® Jumper F4-DRDR-1M5-SWG

10.2 Marking Examples

PRODUCT MARKING

LABEL MARKING

11.0
Facilities Branding

The physical space of facilities provides a variety of opportunities to leverage the CommScope brand. From utilizing the ribbon creatively to three dimensional logos, you can find basic guidelines on how best to showcase the brand for these environments.
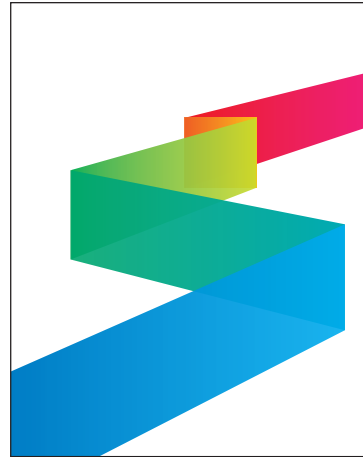
11.1 Ribbon in environments

For use in facilities and temporary construction, the ribbon can be used in variety of ways.
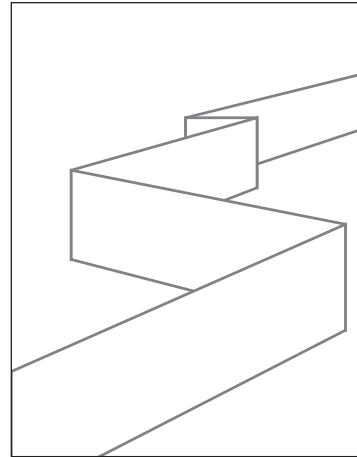
It can be a graphic elements applied to walls as: an image, a surfaced treatment (e.g., frosted glass), engraved or embossed.

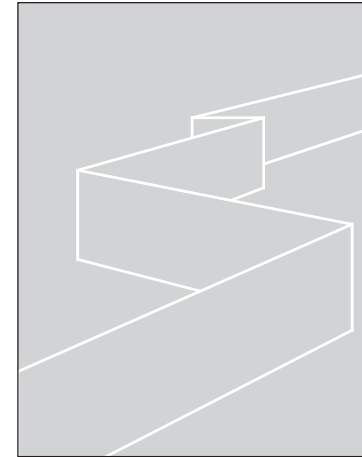It can be three dimensional, used as a sculptural element or are part of the actual construction.
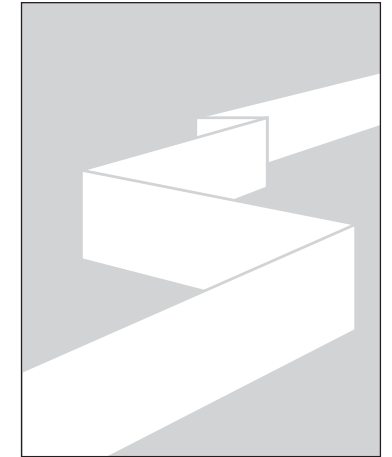
FULL COLOR

OUTLINED

OUTLINED NEGATIVE

KNOCKOUT

THREE-DIMENSIONAL

11.2 Three-dimensional logo

The CommScope logo can be used as a three-dimensional element to brand facilities and temporary structures.

Given the range of possible variations, including scale and proportions, light condition, distance of the observer, and materials available, we recommend considering the needs of each site-specific location.

There are some overall guidelines to take into account: Keep the contrast between logo and surface high in places where it needs to stand out, like convention booths or facades.

For internal environments like corporate offices or conference rooms, if the logo needs to be subtle, use material sthat matches the surface of the space.

Color exceptions apply to the use of metal, concrete or stone, where the the original color and texture will need to be maintained and preserved.

For the three-dimensional logo remove the registration mark symbol ®.

WHITE LOGO OVER WHITE SURFACE

LIGHT LOGO OVER DARK SURFACE

DARK LOGO OVER LIGHT SURFACE

11.3 Facilities Branding Examples

THREE-DIMENSIONAL LOGO

FULL COLOR RIBBON

KNOCKOUT RIBBON

STRUCTURAL RIBBON

SCULPTURAL RIBBON

12.0
Fleet branding

CommScope's vehicles can be used to effectively feature our brand. They can create a consistent and distinctive marketing presence across the many ways people experience the CommScope brand.

12.1 Pick-ups and cars

Vehicles are another means through which we showcase our brand. Managing our brand effectively via our fleets is an important component of the overall brand experience. We have detailed recommendations for CommScope branding on trucks, semi-trucks, pick ups, vans and cars.

Contact #brandguide@commscope.com if you need more detailed information or guidance.

Van
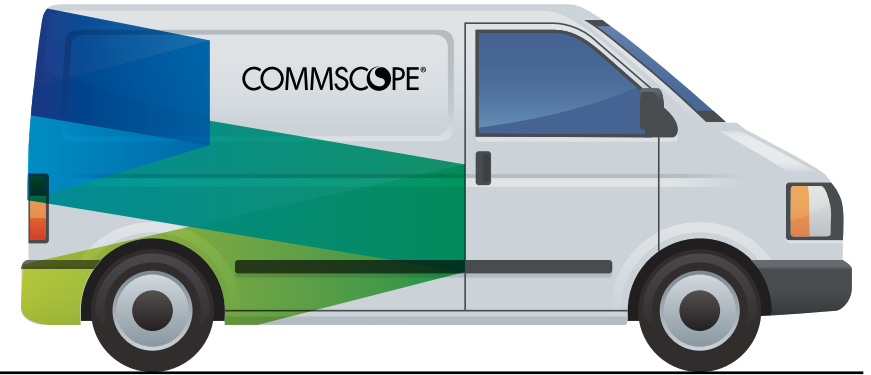
Pick-up

Car

12.2 Trucks and semi-trucks

Contact brandguide@commscope.com if you need
more detailed information or guidance.

Semi-truck

Truck

Pick-up Truck

13.0
Application templates

For your reference, we've compiled sample applications for you to see how to utilize the CommScope ribbon, photography with the ribbon, fonts and other best practices to visually portray the CommScope brand. You may use these as they appear here or use them as inspiration to create new CommScope visuals.

13.1 Stationery

Contact brandguide@commscope.com if you need more detailed information or guidance.

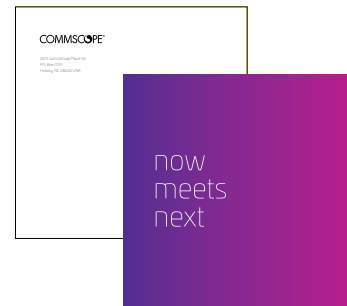Business card

Letterhead

Envelopes

Notecards

+ color variations

Folder

+ color variations
+ layout variations

Certificate

+ layout variations

13.2 Internal materials

Contact brandguide@commscope.com if you need more detailed information or guidance.

Digital wallpaper

■ + color variations
▣ + layout variations

Digital wallpaper

■ + color variations
▣ + layout variations

Digital wallpaper

■ + color variations
▣ + layout variations

Pen

■ + color variations

Cap

■ + color variations

Polo shirts

■ + color variations

Badge

■ + color variations

Badge clip and lanyard
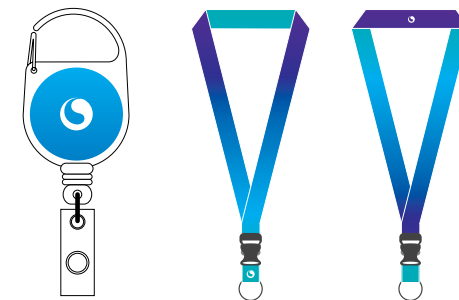
13.3 Print collateral

Contact brandguide@commscope.com if you need more detailed information or guidance.

Infographic

Whitepaper

🟪 + color variations

@work
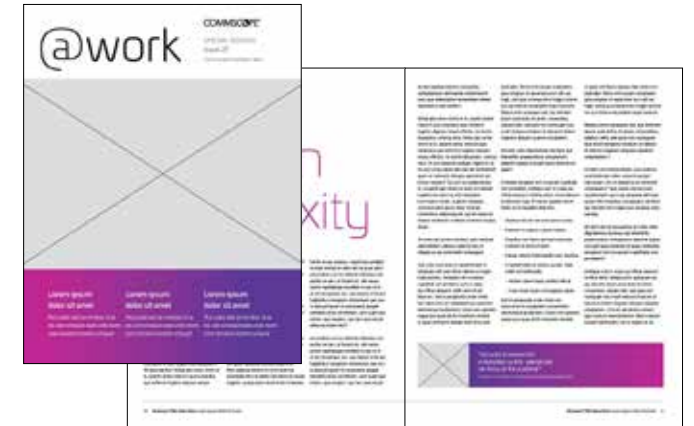
🖼 + layout variations

Brochure

🖼 + layout variations

Success story

🖼 + layout variations

13.4 Power Point template

Contact brandguide@commscope.com if you need more detailed information or guidance.
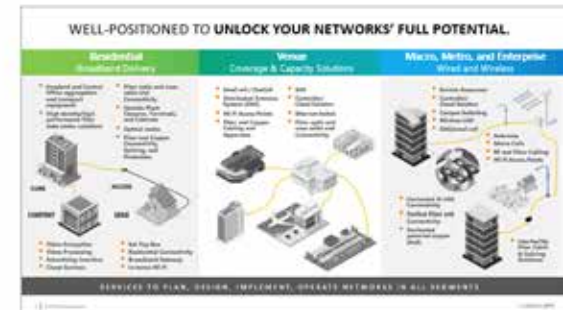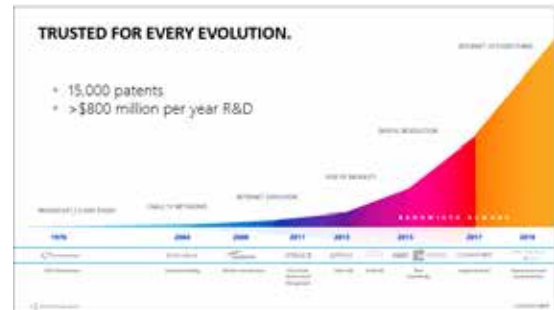
+ color variations
+ layout variations

13.5 E-mails templates

Contact brandguide@commscope.com if you need more detailed information or guidance.

Email template

■ + color variations
▣ + layout variations

Email signature

COMMSCOPE®

Don Hansen
Brand Manager

Communicator

■ + color variations

Human resources

▣ + layout variations

Blog

Social posts

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolorsit amet, consectetur adipiscing elit.

■ + color variations
▣ + layout variations

13.6 Events materials

Contact brandguide@commscope.com if you need more detailed information or guidance.

Pull up graphic

+ color variations
+ layout variations

3M graphic wall

+ color variations
+ layout variations

Product/rack sign

SYSTIMAX®
Ultra Low Loss (ULL)

760109298

Agenda

Name badge

First Name
Last Name

EXPERT

+ color variations

Meeting room poster

+ color variations
+ layout variations

Table top sign

now
meets
next

+ color variations
+ layout variations

Wayfinding

LOREM IPSUM
DOLOR SIT

ROOM 320
ROOM 340
ROOM350

ROOM 320
ROOM 340
ROOM350

ROOM
302

ROOM
302

+ color variations
+ layout variations

now
meets
next

14.0
Glossary

The English language comprises
more than 600,000 words. It's
understandable that we occasionally
confuse the meanings or spellings of
certain words and phrases. This section
features an alphabetical list of words
and phrases common to CommScope
and the information technology
industry. It is designed to help our
content developers accurately use
them in the copywriting process.

14.0 Glossary

NUMERIC AND ALPHANUMERIC CHARACTERS
2G, 3G, 4G, 5G *(adj.)*, nonhyphenated, capital "G".
24-7 *(adj.)*, use a hyphen, not a virgule (forward slash).

A
ac *(n.)*, not AC, the abbreviation for alternating current.

active antenna system (AAS) *(n.)*, an evolved antenna where the radio is integrated into the antenna circuitry.

ad hoc *(adj.)*, a Latin phrase meaning "for this." It generally signifies a solution designed for a specific problem or task, one that is not intended to be able to be adapted to other purposes.

ad hoc mode *(n.)*, an operational mode in which all wireless devices within range of each other can discover and communicate in peer-to-peer fashion without involving central access points.

ad hoc network *(n.)*, a local area network (LAN) created as ad hoc nodes or network nodes operating in ad hoc mode (see above) connected directly to each other as opposed to a central access point.
afterward *(adv.)*, never "afterwards."

aka *(adj.)*, the acronym for "also known as"; lowercase, no periods.

a.m., p.m. *(adj.)*, lowercase, periods.

analytical *(adj.)*, not analytic.

and/or (conj.), choose one word or the other.

antenna *(n.)*, the portion of an RF system that radiates radio energy into space and collects it from space.

Antenna Interface Standards Group (AIS) *(n.)*, a nonprofit international consortium formed by collaboration between communication infrastructure manufacturers and network operators for the purpose of maintaining and developing a standard for digital remote control and the monitoring of antenna line devices in the wireless industry.

application *(n.)*, a specific use or purpose to which a technology or product is applied.

Assisted-GPS (A-GPS) *(n.)*, not AGPS.
azimuth pattern *(n.)*, refers to the radiation pattern of an antenna along the horizontal plane.

B
back up *(v.)*, back-up *(n. and adj.)*

backhaul *(n. and adj.)*, the connection between the baseband units and the Evolved Packet Core (EPC), increasingly via fiber and Carrier Ethernet.

beam squint *(n.)*, not beamsquint.

beamwidth *(n. or adj.)*, the angular distance between the half power points of the radiation pattern of an antenna.

best-in-class *(adj.)*

best-seller *(n.)*, **best-selling** *(adj.)*

beta test *(n.)*, **beta-test** *(v.)*

Big Data *(n.)*, not big data.

bottom line *(n.)*, **bottom-line** (adj. or v.)

brand name *(n.)*

byte *(n.)*, not bit. A byte is the standard unit of digital information. One byte is composed of eight bits.

C
Cable in Conduit (CIC) *(n.)*

CapEx *(n.)*, capital expense. Spell as one word and capitalize C and E as indicated.

carrier *(n.)*, a term interchangeably used to describe an operator or a wireless service provider.

Category 5, Category 5A, Category 6, Category 6A *(adj.)*

chassis *(n.)*, outer structural framework of a piece of computer equipment typically used to describe various rack-mounted components.

co-location *(v.)*, more than one wireless carrier sharing the same equipment or cell tower.

coaxial *(adv.)*, not coax.

coaxial cable *(n.)*, a transmission line built to prevent interference while carrying multiple signals. It consists of an inner core conductor and an outer sleeve conductor, separated by a nonconductive dielectric layer.

commercial off-the-shelf (COTS) *(adj.)*, refers to commercially available products, such as computer servers, used in the engineering of various CommScope solutions.

CommScope *(n.)*

CommScope legacy *(n. and adj.)*, refers to any CommScope-branded product offering available prior to the acquisition of the Andrew Corporation.

compound modifiers *(adj. and adv.)*, brand-name, back-end, cost-effective, cost-efficient, ebusiness, ecommerce, econsumer, front-end.

Comsearch® *(n.)*, a trademarked brand owned by CommScope that operates outside the CommScope brand family. The group, acquired by CommScope in 2007, is a global provider of spectrum management and wireless engineering products and services. Its flagship product is iQ.link®XG. The s in Comsearch should remain lowercase. Comsearch maintains a separate website at www.comsearch.com.

connectorization *(n.)*, state of being connected, a term commonly used when talking about CommScope cabling and connector solutions.

control plane *(n.)* and control-plane *(adj.)*, a command or request in a wireless network that is initiated by the network.

converged network *(n.)* and converged-network *(adj.)*, refers to the process of combining a variety of different types of transmission networks into a single network that is easier to manage, upgrade and maintain. In the broadcast industry, this may refer to combining traditional broadcast feeds with IP (internet protocol) TV and streaming unicast video. In the data center environment, it may involve merging voice and video communications on a data network.

cost-effective *(adj.)*, **cost-effectively** *(adv.)*,

cost-effectiveness *(n.)*

cost-efficiently *(adv.)*

criteria (n. pl.), **criterion** (n. sing.)

D

data *(n.)*, plural for datum; accepts a plural verb. Example: "The data indicated strong intersector interference."

dB (decibel) *(n.)*, the abbreviation for decibel—the measure of the power of a signal relative to some reference level. Variations include dBa (acoustic decibel), dBc (reference to the carrier) and dBi (isotropic decibel).

dc *(n.)*, not DC, the abbreviation for direct current. degree *(n.)*, spell out degree; do not use the symbol (see Units of Measure). Example: a 360-degree view.

desktop *(n. or adj.)*

dipole/monopole *(n.)*, types of antennas.

distributed antenna system (DAS) *(n.)*, a network of spatially separated antenna nodes (aka microcells) arranged to support cell network service in a particular place—often a single building or a campus of buildings.

downtilt *(n. or adj.)*

downtime *(n.)*

drive test *(n.)*, an RF test in which a vehicle is driven to various points within a cell site in order to measure coverage characteristics of the site.

duplex system *(n.)*, an RF communications system that employs a two-way flow of voice, data or other information.

E

E-112 (n.), the wireless emergency calling program used throughout the European Union.

E2O (Electrical to Optical) *(n.)*

E-9-1-1 *(n.)*, not E-911; a wireless emergency calling program developed by the U.S. federal government. early warning system *(n.)*

Edge QAM (EQAM) *(n.)*, short for "quadrature amplitude modulation," Edge QAMs are network resources deployed at the headend of a cable network and built to carry both video on demand (VOD) and switched digital video streams.

electrical *(adv.)*, not electric

electrical tilt (adv. and v.), not electronic tilt. Used to describe the remote tilting feature of a CommScope antenna.

elevation (EL) *(n.)*, refers to the radiation pattern of an antenna along the vertical plane.

email (v. and n.), not e-mail

enclosure *(n.)*, typically refers to an equipment

cabinet. Also use "equipment cabinet" or "cabinet." end-to-end *(adj.)*

end user *(n.)*, **end-user** *(adj.)*

equipment cabinet *(n.)*

Ethernet *(n.)*, a system for connecting a number of computer systems to form a local area network.

Ethernet passive optical network (EPON) *(n.)*, a point-to-multipoint, fiber-to-the-premises network architecture that uses standard 802.3 Ethernet frames with symmetric 1 Gbps upstream and downstream rates.

euro *(n.)*, the primary form of European currency

F

Frequently Asked Questions (FAQs) *(n.)*, a list of frequently asked questions and their answers.

fast-blow fuse *(n.)*, used to protect highly sensitive wireless equipment in the event of a power surge.

fast track *(n.)*, **fast-track** (v. or adj.)

femtocell *(n.)*

Fibre Channel *(n.)* not Fiber Channel

fiber optics *(n.)*, **fiber-optic** *(adj.)*; optical fiber is also sufficient in certain contexts.

filename *(n.)*

fine-tune *(v.)*

first-in-class *(adj.)*

first-time *(adj.)*

fiscal year *(n.)*, any of the following may also be used: Fiscal Year 2006, FY '06, FY 2006, FY06.

five nines of reliability *(adj.)*, the following may also be used: 99.999% reliability or 99.999% reliable.

flat fading *(n.)*, total signal loss caused by atmospheric refraction bending the signal away from its intended target receiver.

flow chart *(n.)*

follow up *(v.)*, follow-up (n. and adj.)

Fortune 100™, Fortune® 500, Fortune 1000™ *(n.)*, capitalize and use the appropriate trademark.

framework *(n.)*

front-end *(adj.)*, **front end** *(n.)*

fronthaul *(n.)*, The connection between remote radio heads/units (RRHs/RRUs) and baseband units, enabled by the Common Public Radio Interface (CPRI) standard.

FTTx *(adj.)*, an abbreviation for fiber-to-the-x, where x is the intended fiber termination point, such as a

home (FTTH) or desktop (FTTD).

G

galvanic corrosion *(n.)*, the accelerated oxidation occurring when two dissimilar metals come in contact with each other in the presence of an electrolyte, usually water. Galvanic corrosion is a frequent cause of signal loss and product failure for components in the RF path.

gigabit passive optical network (GPON) *(n.)*, a point-to-multipoint, fiber-to-the-premises network architecture that allows a downstream bandwidth of 2.488 Gbps and an upstream bandwidth of 1.244 Gbps.

GB (gigabyte) *(n.)*

GBASE *(adj.)*, as in 10GBASE, do not add a space between the figure and "GBASE".

GBASE-T *(adj.)*, as in 10GBASE-T, do not add a space between the figure and "GBASE-T."

GHz (gigahertz) *(n.)*

Good for You *(n.)*, an initiative within CommScope designed to improve employee wellness. groundbreaking *(adj.)*

grounding *(n.)*, measures intended to facilitate and control an electrical discharge (such as a lightning strike) away from sensitive electronic components.

guesswork *(n.)*

H

hand in hand *(adv.)*

hand-tighten *(v.)*

headend *(n.)*, **head-end** *(adj.)*, location in a cable network from which signals are transmitted to the end users (homes, businesses, etc.).

head start *(n.)*

head-to-head *(adj. and adv.)*

headquarters *(n.)*, CommScope's world headquarters are located in Hickory, NC.

his or her (pron.), not his/her.

home page *(n.)*

horizontal separation *(n.)*, the practice of placing a duplex system's receiving and transmitting antennas a distance from each other horizontally to provide isolation and prevent interference.

hot-dip galvanization *(n.)*, not hot dip galvanization

I

in-building *(adj.)*, communication solutions deployed inside an enterprise customer's facility.

in-house *(adj. and adv.)*

indexes *(n.)*, not indices.

industry-leading *(adj.)*

industry-specific *(adj.)*

industrywide *(adj.)*

insertion loss *(n.)*, the loss of signal power resulting from the insertion of a device in a transmission line or RF path, typically measured in decibels.

internet *(n.)*

internet service provider (ISP) *(n.)*

interoperability testing (IOT) *(n.)*, the practice of testing a product or solution for operational problems that may occur when the solution is made to interact with equipment and solutions from multiple manufacturers.

intersector *(adj.)*, used to describe the unintentional mixing of radio signals between adjacent sectors either within an individual cell site or between contiguous sites.

intranet *(n.)*

isolation *(n.)*, the amount of separation achieved between the transmitter and receiver in a duplex communication system.

J

judgment *(n.)*, not judgement (except when used for a U.K. audience).

jump-start *(v.)*

K

KB (kilobyte) *(n.)*

key performance indicator (KPI) *(n.)*, spell out where space permits. If using the acronym, it is acceptable to make KPI plural by adding a lowercase s (KPIs).

know-how *(n.)*, use more definitive words such as ability, aptitude, skill, experience or capability. knowledgeable *(adj.)*, not "knowledgable."

L

latency *(n.)*, in a network, latency is the lag time between when a request is made and fulfilled.

lawsuit *(n.)*

leading edge *(n.)*, leading-edge *(adj.)* lead-time *(n.)*

legacy system *(n. and adj.)*, refers to a system's existing older technology.

life cycle *(n.)*

life-cycle cost *(adj.)*

lifelong *(adj.)*

lifetime *(n.)*, **life-time** *(adj.)*

linchpin (adj. and n.)

line of sight (LOS) *(n.)*, the unobstructed space between a transmitter and a receiver; necessary for the proper functioning of many types of antennas. Longer spans, or hops, must even account for the curve of the earth as an obstruction.

link budget *(n.)*, the sum total of all gains and losses in the RF path, including the transmitter, antenna, feed lines, air space and receiver.

living infrastructure *(n.)*, an engineering philosophy employed in the development of SYSTIMAX® products that ensures products and solutions have the built-in ability to grow and change with ease as the client's needs change over the long term.

login *(n.)*, **log in** *(v.)*, **logon** *(n.)*, **log on** *(v.)*

long-lasting *(adj.)*

long-range *(adj.)*

long-standing *(adj.)*

long-term *(adj.)*

long-term evolution (LTE) *(n. and adj.)*, use the acronym, not the phrase. Example: "With the wide adoption of 4G LTE, more operators are adding capacity … "

longtime *(adj.)*

low-loss *(adj.)*, refers to the ability of a passive network component such as a cable to conduct a signal with a minimum loss of signal strength.

low smoke zero halogen (LSZH) *(adj.)*

M

macrocell *(n.)*

mainframe *(n.)*

makeup *(n.)*

market share *(n.)*

medium-sized *(adj.)*

MHz (megahertz) *(n.)* or **GHz** (gigahertz) *(n.)*, the proper abbreviations for megahertz and gigahertz. Note capitalization. One space should be used between the unit of measure and the numeral. microcell *(n. and adj.)*, smaller, spatially separated antenna nodes arranged to support cell network service in a particular localized area such as a single building or a campus of buildings.

microduct *(n.)*

midsize *(adj.)*

mid-tier *(adj.)*

midyear *(adj.)*

migration path *(n.)*, the architectural design that enables future upgrades.

MIMO *(n.)*, a widely accepted industry term meaning multiple-in, multiple-out that refers to the use of multiple antennas at both the transmitter and receiver to improve communications performance.

mindset *(n.)*

mini-repeater *(n.)*

minus symbol *(n.)*, use a hyphen, not a dash, but use the word "minus" to prevent confusion.

mismatch *(n.)*

monopole *(n.)*

more than (prep.), not over. Example: "Our people support clients in more than 60 countries."

mouse-click *(n.)*

multiband *(adj.)*

multibeam *(adj.)*

multicarrier *(adj.)*

multicarrier power amplifier (MCPA) *(n.)*, a power amplifier used to boost the level of several channels simultaneously.

multichannel *(adj.)*

multi dwelling unit (MDU) *(n.)*, usage follows general guidelines regarding acronyms.

multimedia *(adj.)*

multimillion *(adj.)*

multimode *(adj.)*, not multi-mode.

multiple system operator (MSO) *(n.)*, preferred usage;

multisystem operator (MSO) is also acceptable.

multitenant data center (MTDC) *(n.)*

N

name brand *(n.)*, name-brand *(adj.)*

network-wide *(adj.)*

nonlimited *(adj.)*

nonlinearity *(n.)*, a point within any electrical circuit that does not maintain uniform voltage to power ratios. This is usually a result of a damaged line, an improper connection or moisture infiltration within the circuit.

null *(n.)*, the void between the lobes in an antenna's radiation pattern.

number one *(adj.)*

O

offline *(adj.)*

off-site *(adj.)*

off-the-shelf *(adj.)*

ohm *(n.)*, a measure of resistance used. Never abbreviated. Example: "Andrew CNT is the new high-performance, 50-ohm braided cable and connector solution … "

omni-directional *(adj.)*

on board *(n.)*, **on-board** *(adj.)*

onboarding *(v.)*

one-stop *(adj.)*

one-time *(adj.)*

ongoing *(adj.)*

online *(adj.)*

on-site *(adj. and adv.)*

Operations, Administration and Maintenance (OAM) *(n.)*, a control function of many network components or systems that is often managed through a software interface.

operator *(n.)*, a term interchangeably used to describe a carrier or a wireless service provider.

OpEx *(n.)*, operating expense. Spell as one word and capitalize O and E as indicated.

opt-in *(adj.)*, **opt in** *(v.)*

P

PartnerPRO® Network *(n.)*, CommScope's companywide preferred vendors and partners program. Do not refer to our partners as "PartnerPRO's" or "PartnerPROs"; they are simply "partners" or "providers". The PartnerPRO name should be referred to as a network, not a program. Use "PartnerPRO® Network" with the trademark on first appearance in headlines and body copy. After a first mention of "PartnerPRO® Network," "PartnerPRO" may be used.

part time *(adv.)*, part-time *(adj.)*

passive intermodulation (PIM) *(n.)*, disruptive ancillary signals created by two or more passive components in the RF path, generally measured in terms of first-, third- and fifth-order severity. As RF components have become more sensitive and more components are added to the RF path, PIM has become a significant drain on system functioning and profitability. CommScope helps our clients and customers mitigate the effects of PIM.

passive optical network (PON) *(n.)*, a point-tomultipoint, fiber-to-the-premises network architecture in which unpowered optical splitters enable a single optical fiber to serve multiple premises. A PON consists of an optical line terminal (OLT) at the service provider's central office and a number of optical network units (ONUs) near end users. A PON reduces the amount of fiber and central office equipment required compared with point-to-point architectures. per capita *(adj. and adv.)*

Personal Identification Number (PIN) *(n.)*, if it is necessary to use the acronym because of space limitations, simply use PIN and never PIN number, as the word "number" is used in the acronym.

P.O. Box *(n.)*

point-to-multipoint *(adj.)*, a communications connection between one node and multiple endpoints.

point-to-point *(adj.)*, a communications connection between two nodes or endpoints.

PowerPoint® *(n.)*

predefined *(adj.)*

pressurization equipment *(n.)*, applies positive pressure on transmission lines to minimize corrosion caused by moisture and eliminate voltage breakdown.

preterminated *(n.)*, **preterminate** *(v.)*, not pre-terminated.

program *(n.)*, the process by which a customer gains access to available CommScope benefits.

Q

Quality of Service (QoS) *(n.)*, a general term used in the wireless industry to refer to the overall quality of the cellular service.

R

rack-mounted *(adj.)*, refers to how a device is installed at a customer's location, usually within a cabinet.

radiation pattern envelope (RPE) *(n.)*, the threedimensional shape of an antenna's strongest signal transmission.

radome *(n.)*, a wind- and water-proofed fabric or plastic cover that protects an antenna from the elements.

rank order *(v.)*, rank-ordering *(n.)*

real time *(n.)*, real-time *(adj.)*

receiver desensitization *(n.)*, interference caused by unwanted frequencies entering the receiver.

record-keeping *(n. and adj.)*

reissue *(v.)*

reliability *(n.)*, the mathematical probability of a device continuing to operate correctly over a given span of time under certain operating conditions.

remote radio head (RRH) *(n.)*, a radio component deployed at the top of a transmission tower and containing the base station's RF circuitry plus analogto-digital/digital-to-analog converters and up/down converters.

RF path *(n.)*, all or part of the path a radio frequency signal travels from the transmitter to the receiver. risk assessment *(n.)*, risk-assessment *(adj.)*

risk-based *(adj.)*

risk management *(n.)*, **risk-management** *(adj.)*

RJ45 *(n.)*, the abbreviation for registered jack 45, a standard eight-wire connector used in networking. road map *(n.)*

rollout *(n. and adj.)*, roll out *(v.)*

roundtable *(n.)*

Rx *(adj.)*, informal abbreviation for the receive path in a wireless or wireline communication system.

S

sales force *(n.)*

scalable *(adj.)*, not scaleable.

sectorized *(adj.)*, **sectoring** *(v.)*, dividing a mobile cell site into multiple sectors of coverage in order to optimize the coverage pattern of the cell.

service *(n.)*, activities performed to help a customer provision, design and install a network.

set up *(v.)*, **setup** *(n.)*

shareholder *(adj. and n.)*

sign-on *(adj. and n.)*, **sign on** *(v.)*

sign-up *(adj. and n.)*, **sign up** *(v.)*

single carrier power amplifier (SCPA) *(n.)*, a power amplifier used to boost the signal level of a single signal.

singlemode *(adj.)*, not single-mode.

six-sector *(adj.)* or **six sectors** *(n.)*, never 6-sector or 6 sectors.

sizable *(adj.)*, not sizeable.

smartphone *(n.)*, any mobile phone that offers more advanced computing ability and connectivity beyond making and receiving phone calls.

snapshot *(n.)*

spectral *(adj.)*, **spectrum** *(n.)*

spectrum conservation *(n.)*, an industrywide initiative, championed by CommScope, to help wireless operators make the most efficient use of the available wireless spectrum through higher quality antennas, better link planning and interference reduction.

spreadsheet *(n.)*

stakeholders *(n.)*, refers to anyone with a vested interest in an idea, product, service, company, etc. All shareholders are stakeholders; not all stakeholders are shareholders.

standalone *(adj.)*, a component, product, solution or service that can operate independently.

startup *(n. and adj.)*, **start up** *(v.)*

state of the art *(n.)*, **state-of-the-art** *(adj.)*

SubDuct *(n.)*, not subduct.

support *(v.)*, any activity that helps a customer acquire or maintain their CommScope solution. systemwide *(adj.)*

T
tag line *(n.)*

tailor-made *(adj.)* **teammate** *(n.)*, not teamate or team mate.

teamwork *(n.)*

technology agnostic (n. and adv.), the ability of a product or solution to work with virtually any technology within a given scope.

telco *(n.)*, **also telecom** *(n.)*, the common industry abbreviation for a telecommunications company.

test case *(n.)*, **test-case** *(adj.)*

testing and design specifications *(n.)*, when citing industry-based standards (e.g., IEC IP68, ISO9001) use the acronym without spelling out the full name of the standard-issuing organization.

third party *(n.)*, third-party *(adj.)*

time-consuming *(adj.)*

time frame *(n.)*

timeline, timetable *(n.)*

time span *(n.)*

toll-free *(adj.)*, **toll free** *(adv.)*

tool kit *(n.)*

toward *(adv.)*, never towards.

tower load *(n.)*, the total load placed on a tower by its own weight, the weight of any cables and components, and the wind loading forces.

trade show *(n.)*

transmission line *(n.)*, the physical medium that conducts RF power from one point to another.

troubleshooting *(n.)*, trouble-shooting *(adj.)*

troubleshoot *(v.)*, never trouble shooting, trouble shoot.

turnaround *(n.)*, not turn-around.

turnkey *(adj.)*, not turn-key.

Tx *(adj.)*, informal abbreviation for the transmit path in a wireless or wireline communication system.

U
underway *(adj.)*

unique *(adj.)*, means "one of a kind." It needs no other modifier such as very unique or wholly unique.

United Kingdom/U.K./UK *(n.)*, the United Kingdom consists of Great Britain (England, Scotland and Wales) and Northern Ireland. When speaking of the country as a noun, you may use either United Kingdom or U.K. When using it as an adjective, use

U.K. Only use UK, without periods, in a headline.

United States/U.S./USA *(n.)*, United States, U.S. and USA can all be used as a noun, whereas U.S. (note periods) can also be used as an adjective. Example: "CommScope customers in the United States are more concerned about privacy issues than their non-U.S. counterparts."

Universal Product Code (UPC) *(n.)*, spell out with the abbreviation in parentheses on the first reference. It is acceptable to use UPC thereafter. Note the use of initial caps. Do not insert code after UPC.

up front (adv.), upfront *(adj.)*

up to date (adv.), up-to-date *(adj.)*

urban canyon *(n.)*, a topographical phenomenon caused when line-of-sight signals are blocked by tall buildings in a downtown area.
usable *(adj.)*, not useable.

user-friendly *(adj. and adv.)*

user plane *(n.)* and user-plane *(adj.)*, commands or requests in a wireless network that are initiated by the mobile device.

V
value-added *(adj.)*

video on demand (VOD) *(n.)*

voice over internet protocol (VOIP) *(n.)*, the communication protocols, technologies, methodologies and transmission techniques that deliver voice communications and multimedia

sessions over internet protocol (IP) networks, such as the internet.

voltage standing wave ratio (VSWR) *(n.)*, the measurement of how well matched a transmission line is to its antenna. VSWR is a function of the reflection coefficient, which describes the power reflected from the antenna. The smaller the VSWR is, the better the antenna is matched to the transmission line and the more power is delivered to the antenna. The minimum VSWR is 1.0. In this case, no power is reflected from the antenna, which is ideal.

W

water migration *(n.)*, the process whereby moisture works its way into an RF transmission path—usually from some point of connectorization—where it facilitates the oxidation of metal components and weakens or disrupts the RF signal.

waveguide *(n.)*, specially constructed flexible and rigid cabling components used to transmit high-frequency radio waves with as little signal loss as possible.

weatherproof *(adj.)*

web *(n.)*, short for world wide web. The web is not the same as the internet, but is a subset. Applications such as email exist on the internet, but are not part of the web. Simple and compound words that begin with the prefix web- are not capitalized. Examples: webcam, website, webmaster, webinar, webcast.

webinar *(n.)*, short for web-based seminar.

Wi-Fi (n., adj. and adv.), short for wireless fidelity, a popular technology that allows an electronic device

to exchange data wirelessly, using radio waves, over a computer network.

Worldwide Interoperability for Microwave Access (WiMAX) (n., adj. and adv.), a telecommunications protocol that provides fixed and fully mobile internet access.

white paper *(n.)*

wind load *(n.)*, the wind load is the worst-case wind resistance created by a cell tower component such as an antenna when it is mounted on the tower.

Windows® *(n.)*

wireless *(adj.)*, refers to any wireless communication device and can include tablets, handheld gaming devices and laptops.

wireless service provider *(n.)*, a term interchangeably used to describe a carrier or operator.

wireline *(adj.)*, also called a fixed line. Any device that must be physically connected to the network or internet in order to send and receive signals. In addition to wired phones and computers, wireline devices also include many types of household appliances such as refrigerators and HVAC systems.

workbook *(n.)*

workflow *(n.)*

workforce *(n.)*

workload *(n.)*

workplace *(n.)*

work sheet *(n.)*

workstation *(n.)*

worldwide *(adj.)*

world wide web *(n.)*

wrap up *(v.)*, **wrap-up** *(n.)*

write-off (adj. or n.)

X

x-pol *(adj.)*, informal term meaning cross-polarization.

Y

Yagi antenna *(n.)*, a common design of directional antenna (also known as a Yagi-Uda antenna).

year-end *(n. and adj.)*

yearlong *(adj.)*

Z

zeros *(n.)*, not zeroes.
ZIP code® *(n.)*, abbreviation for "Zone Improvement Plan," and therefore not zip code or Zip Code.

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