



RANGE™



Brand Guidelines



2024

Overview

Mission

Provide enhanced technology and communications solutions, ensuring a quality customer experience.

Values

Values are an important part of Range's culture. The four values are:



BE KIND

Our actions make a difference.



BE INNOVATIVE

Create the environment where we continually improve and adapt.



BE UNITED

People are our purpose; unified teams build the strongest networks.



BE TRUSTWORTHY

Do the right thing, take responsibility for our actions, and honor our commitments.



Color Palette

<p>PANTONE 5395 U PANTONE 539 C</p> <hr/> <p>C:100 M:75 Y:50 K:65 R:0 G:30 B:50</p> <hr/> <p>HEX: 001E31</p>	<p>PANTONE 1585 U PANTONE 1585 C</p> <hr/> <p>C:0 M:70 Y:100 K:0 R:243 G:112 B:33</p> <hr/> <p>HEX: F37021</p>	<p>PANTONE 7461 U PANTONE 7461 C</p> <hr/> <p>C:80 M:30 Y:5 K:0 R:0 G:145 B:200</p> <hr/> <p>HEX: 0091C7</p>	<p>PANTONE 7406 U PANTONE 7406 C</p> <hr/> <p>C:5 M:30 Y:100 K:0 R:240 G:180 B:30</p> <hr/> <p>HEX: F1B51C</p>
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Fonts

Primary Typeface - TT Runs

AaBbCc123

AaBbCc123abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789

Connected

TT Runs Thin

Connected

TT Runs ExtraLight

Connected

TT Runs Light

Connected

TT Runs Regular

Connected

TT Runs Medium

Connected

TT Runs DemiBold

Connected

TT Runs Bold

Connected

TT Runs ExtraBold

Connected

TT Runs Black

Connected

TT Runs Thin Italic

Connected

TT Runs ExtraLight Italic

Connected

TT Runs Light Italic

Connected

TT Runs Regular Italic

Connected

TT Runs Medium Italic

Connected

TT Runs DemiBold Italic

Connected

TT Runs Bold Italic

Connected

TT Runs ExtraBold Italic

Connected

TT Runs Black Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus.

TT Runs Regular - 14 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus.

TT Runs Regular - 12 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus.

TT Runs Regular - 10 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus. Integer blandit condimentum consequat.

TT Runs Regular - 8 pt

Fonts

Primary Typeface - TT Hoves

AaBbCc123

AaBbCc123abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Connected
TT Hoves Thin

Connected
TT Hoves ExtraLight

Connected
TT Hoves Light

Connected
TT Hoves Regular

Connected
TT Hoves Medium

Connected
TT Hoves DemiBold

Connected
TT Hoves Bold

Connected
TT Hoves ExtraBold

Connected
TT Hoves Black

Connected
TT Hoves Thin Italic

Connected
TT Hoves ExtraLight Italic

Connected
TT Hoves Light Italic

Connected
TT Hoves Regular Italic

Connected
TT Hoves Medium Italic

Connected
TT Hoves DemiBold Italic

Connected
TT Hoves Bold Italic

Connected
TT Hoves ExtraBold Italic

Connected
TT Hoves Black Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus.

TT Hoves Regular - 14 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus.

TT Hoves Regular - 12 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus.

TT Hoves Regular - 10 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus. Integer blandit condimentum consequat.

TT Hoves Regular - 8 pt

Fonts

You're
Connected

VOICE

Residential and Business

Your local full-service telecommunications provider offering a full host of services to our residential and business customers.

PO BOX 127 • FORSYTH, MT 59327
800.927.2643 • 406.347.2226

R A N G E . N E T

Headline Text
TT Runs Medium
Title Case

Subhead Text
TT Runs DemiBold
All Caps

Subhead Text
TT Hoves Regular
Title Case

Body Copy Text
TT Hoves Regular

Callout Text
TT Hoves Regular
All Caps

Callout Text
TT Runs DemiBold

Primary Headlines

Secondary Headlines

Body Copy

Subheads / Callouts

Subheads / Callouts

Logo

Primary Stacked



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1-COLOR DARK BLUE



1-COLOR ORANGE



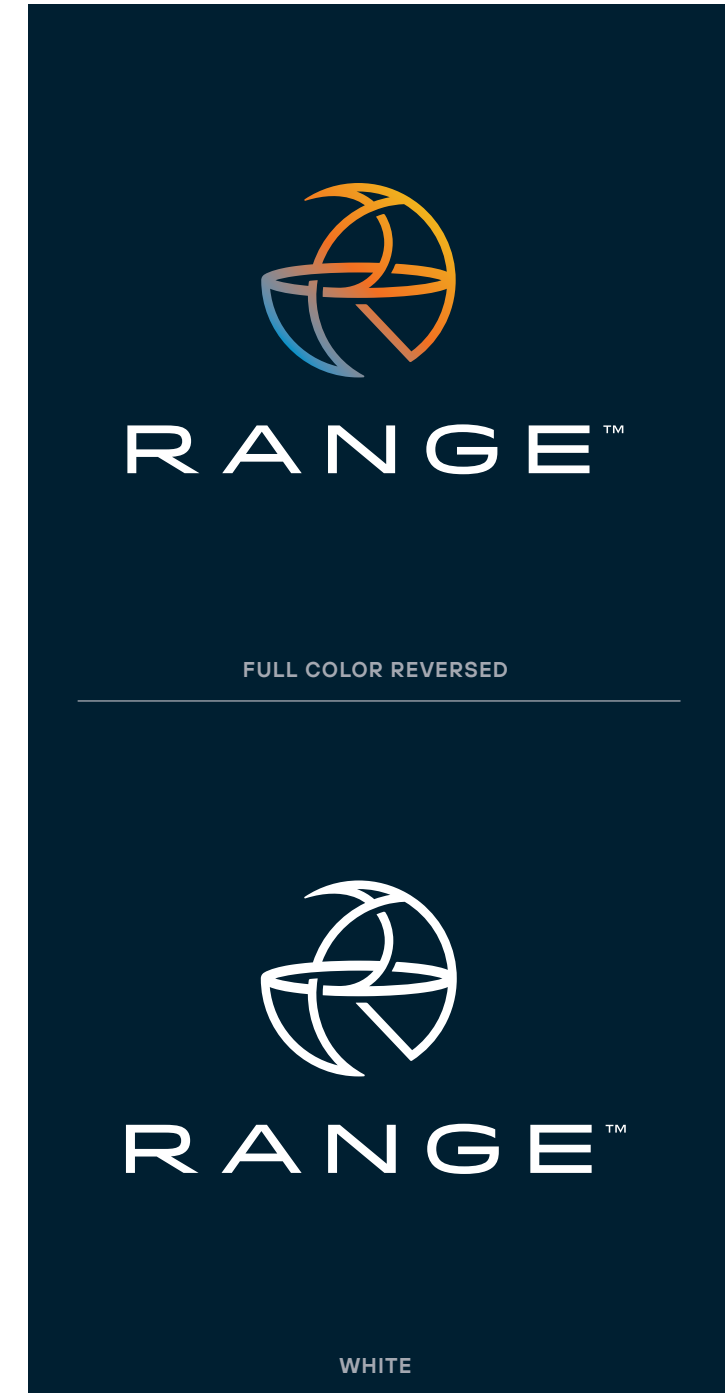
1-COLOR LIGHT BLUE



1-COLOR YELLOW



BLACK



FULL COLOR REVERSED

WHITE

Logo

Primary Stacked Reversed



Logo

Primary Horizontal



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1-COLOR DARK BLUE



1-COLOR ORANGE



1-COLOR LIGHT BLUE



1-COLOR YELLOW



BLACK



FULL COLOR REVERSED



WHITE

Logo

Primary Horizontal Reversed



Logo

Secondary Stacked



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1-COLOR DARK BLUE



1-COLOR ORANGE



1-COLOR LIGHT BLUE



1-COLOR YELLOW



BLACK



FULL COLOR REVERSED



WHITE

Logo

Secondary Stacked Reversed



Logo

Secondary Horizontal



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1-COLOR DARK BLUE



1-COLOR ORANGE



1-COLOR LIGHT BLUE



1-COLOR YELLOW



BLACK



FULL COLOR REVERSED



WHITE

Logo

Secondary Horizontal Reversed



Logo

Icon



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1-COLOR DARK BLUE



1-COLOR ORANGE



1-COLOR LIGHT BLUE



1-COLOR YELLOW



BLACK



FULL COLOR REVERSED



WHITE

Logo

Icon Reversed



Logo

Whitespace

Whitespace is required around the logo to ensure legibility and increase brand recognition.



Space must be allowed for 50% of the icon height on all sides of logo.

Logo

Incorrect Usage

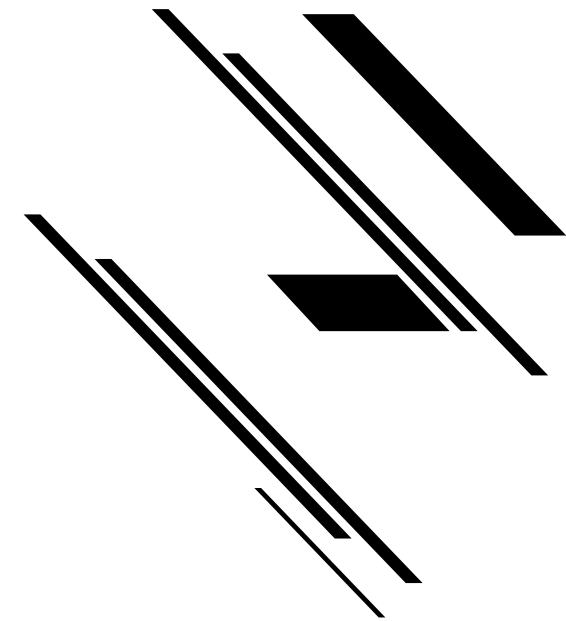
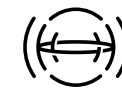
Below is the incorrect logo usage applicable to all logos and brand assets.

<p>Distortion The logo must not be stretched, squeezed or in any other manner distorted from the established proportions.</p>	<p>Typeface change Typeface changes should never be implemented on logo.</p>	<p>Improper color usage Logo colorations must follow approved color variations set forth on the previous pages. No other colorations should be applied.</p>	<p>Additions to logo Drop shadows or any other additions to the logo must be avoided.</p>
 <p style="text-align: right; color: red; font-size: 2em;">X</p>	 <p style="text-align: right; color: red; font-size: 2em;">X</p>	 <p style="text-align: right; color: red; font-size: 2em;">X</p>	 <p style="text-align: right; color: red; font-size: 2em;">X</p>
<p>Low resolution reproduction When utilized in print, the logo should be reproduced in a high resolution format to avoid pixelation and blurred representation.</p>	<p>Illegible size Logos should be legible at their final size application.</p>	<p>Crowding A designated amount of whitespace (previously shown) is necessary to avoid crowding.</p>	<p>Busy backgrounds Distracting background textures, graphics and photos should not be used directly behind the logo without ensuring logo coloration is legible.</p>
 <p style="text-align: right; color: red; font-size: 2em;">X</p>	 <p style="text-align: right; color: red; font-size: 2em;">X</p>	 <p style="text-align: right; color: red; font-size: 2em;">X</p>	 <p style="text-align: right; color: red; font-size: 2em;">X</p>

Graphic Elements

Supporting Graphics

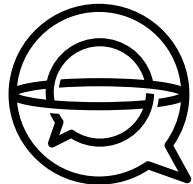
Below are examples of graphic elements used throughout the brand applications.



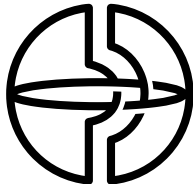
Graphic Elements

Icons

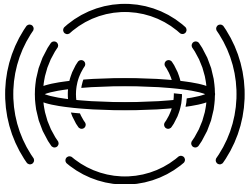
Below are examples of icons used throughout the brand applications.



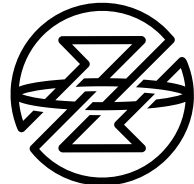
Voice



Internet



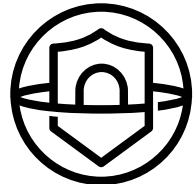
Wireless



Network Services



Managed Services





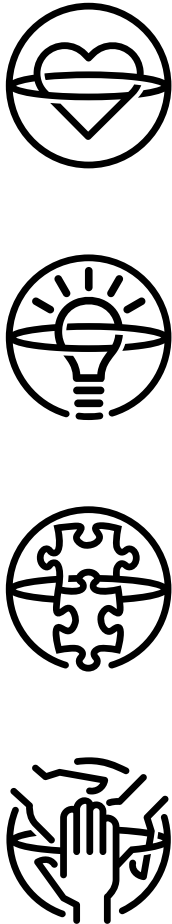
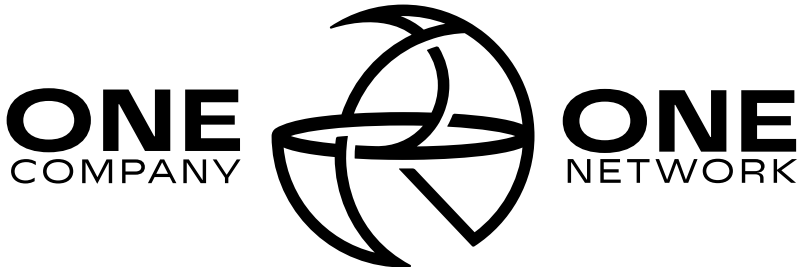

Connected Cameras



Graphic Elements

Taglines and Values

Below are examples of graphic elements used throughout the brand applications.

Graphic Elements

Live Your West Life

Below are lockups for the LIVE YOUR WEST LIFE tagline.

Live Your **West** Life
RANGE HIGH SPEED INTERNET

HORIZONTAL

Live Your
West Life
RANGE HIGH SPEED INTERNET

STACKED

When using the LIVE YOUR WEST LIFE tagline, follow these guidelines:

"Live Your West Life" copy uses the primary typeface TT Runs Medium in Title Case for the words Live, Your, and Life.

"Live Your West Life" copy uses the primary typeface TT Runs Extrabold in Title Case for the word West.

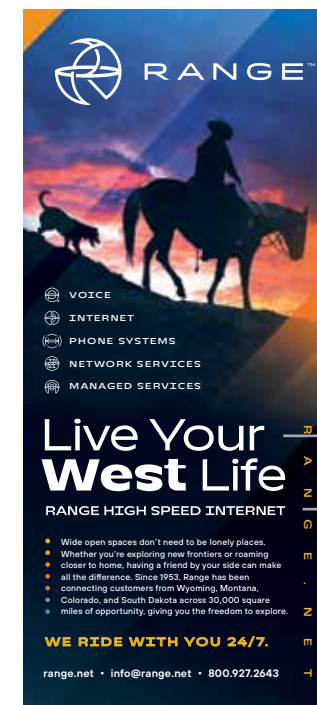
Live Your **West** Life
RANGE HIGH SPEED INTERNET

"RANGE HIGH SPEED INTERNET" copy uses the primary typeface TT Runs DemiBold in All Caps.

Spacing between the main taglines "Live Your West Life" and the subtag "RANGE HIGH SPEED INTERNET" should be 60% the height of "Live Your West Life."



Use the horizontal version to fit in wider spaces.



Use the stacked version to fit in vertical spaces.

When using on a dark background, both the tagline & subtag appear in white.

Type Treatments

Type treatments use combinations of the primary and secondary typefaces.

<p>INTERNET Residential and Business</p>	<p>R A N G E</p> <p>You're Connected</p>	
<p>R A N G E . N E T</p> <p>R A N G E</p> <p>PO BOX 127 • FORSYTH, MT 59327 800.927.2643 • 406.347.2226</p>	<p>Mission Statement</p> <p>Provide enhanced technology and communications solutions, ensuring a quality customer experience.</p>	<p>VOICE Residential and Business</p> <p>With Range's Simple Solutions, you can customize your plan, adding only the features and services you use, for one fixed, low monthly price. Pick the plan that suits your needs and start saving today!</p>

VOICE • INTERNET • WIRELESS • NETWORK SERVICES • MANAGED SERVICES

R A N G E . N E T

Backgrounds / Photography Treatment

Photo and background treatments use monotone images in combination with the brand gradient and graphic elements.



Graphic Layout

All elements are used to create a look and feel to define Range. The combination of logo, type treatments, graphic elements, and photo treatments work together to define the Range brand moving forward.

Large icon bleeds off page and draws attention to layout.

List of services are used as a background texture element.

Headline copy uses the primary typeface TT Runs in Titile Case

Body copy uses the primary typeface TT Hoves

Background gradient matches the angle of the logo icon



Layouts

You're Connected

Your local full-service telecommunications provider offering a full host of services to our residential and business customers.

VOICE
Residential and Business
.....
With Range's Simple Solutions, you can customize your plan, adding only the features and services you use, for one fixed, low monthly price. Pick the plan that suits your needs and start saving today!

NETWORK SERVICES
Voice Over IP
.....
Hosted PBX is a cloud-based, Voice Over IP phone system that delivers best in class capabilities at a fraction of the cost of a traditional phone system. Everything you need is included – phones, equipment, installation and training.

WIRELESS
.....
A wireless networking solution to manage and maximize wireless access. Our service delivers the reliable and consistent connection you need for your home or business.

MANAGED SERVICES
Video Surveillance Business and Home Automation
.....
Keep an eye on your home even when you're at work or away. With Managed Services, you'll have all the tools necessary to manage sensors, devices, locks, lighting, energy management products, video surveillance and much more.

INTERNET
Residential and Business
.....
Up to 50 times faster than a dial-up modem with no dial-up delays or busy signals. Our High Speed Internet is fast, flexible and affordable. It will change the way you work, live and communicate.

RANGE

PO BOX 127 • FORSYTH, MT 59327
800.927.2643 • 406.347.2226

RANGE

VOICE
Residential and Business
.....
With Range's Simple Solutions, you can customize your plan, adding only the features and services you use, for one fixed, low monthly price. Pick the plan that suits your needs and start saving today!

NETWORK SERVICES
Voice Over IP
.....
Hosted PBX is a cloud-based, Voice Over IP phone system that delivers best in class capabilities at a fraction of the cost of a traditional phone system. Everything you need is included – phones, equipment, installation and training.

WIRELESS
.....
A wireless networking solution to manage and maximize wireless access. Our service delivers the reliable and consistent connection you need for your home or business.

MANAGED SERVICES
Video Surveillance Business and Home Automation
.....
Keep an eye on your home even when you're at work or away. With Managed Services, you'll have all the tools necessary to manage sensors, devices, locks, lighting, energy management products, video surveillance and much more.

INTERNET
Residential and Business
.....
Up to 50 times faster than a dial-up modem with no dial-up delays or busy signals. Our High Speed Internet is fast, flexible and affordable. It will change the way you work, live and communicate.

You're Connected


Your local full-service telecommunications provider offering a full host of services to our residential and business customers.

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800.927.2643 • 406.347.2226

Letterhead / Envelope / Business Card



Brochures



Enhanced and Custom Calling Features

FIXED NUMBER CALL FORWARDING\$1.00 / MONTH
Forwards incoming calls to a number that has been predetermined by the subscriber. Enables quick activation/deactivation without entering the destination number each time.

- To enable, press *72 and wait for a confirmation tone
- To disable, press *73

SIMRING\$5.00 / MONTH
Allows subscriber to specify a list of numbers which are rung (in addition to subscriber's own number) whenever subscriber's line is called. Any of the numbers that are rung can answer the call.

- Manage using MyPortal
- To enable SimRing, press *361
- To disable SimRing, press *362

FIND ME FOLLOW ME\$5.00 / MONTH
Allows subscriber to specify a list of numbers that are rung whenever subscriber's line is called, and an order for those numbers. Each number is rung in order (and several numbers can be rung simultaneously) until one of them is answered, or the list is exhausted.

- Manage using MyPortal
- To enable Find Me Follow Me, press *371
- To disable Find Me Follow Me, press *372

2325 FRONT ST • PO BOX 127 • FORSYTH, MT 59327
800.927.2643 • 406.347.2226



Managed Services

PRACTICAL, CONVENIENT AND AFFORDABLE HOME MANAGEMENT. NOW THAT'S SMART. WITH MANAGED SERVICES, YOU'LL HAVE ALL THE TOOLS NECESSARY TO MANAGE SENSORS, DEVICES, LOCKS, LIGHTING, ENERGY MANAGEMENT PRODUCTS, VIDEO SURVEILLANCE AND MUCH MORE.

RESIDENTIAL


Managed Services will help simplify your life and provide peace-of-mind while you're away from home. The technology fits easily and uninterrupted into your lifestyle with management capabilities directly from your mobile phone.

With Managed Services, you can keep an eye on your home even when you're at work or away.

- Unlock doors for visitors
- Check on an elderly family member
- Monitor kids and pets
- Get alerts if a pipe breaks or water leaks
- Save money with automated energy management
- Control lights and appliances
- Motion and lighting sensors
- Custom alerts and device control
- Video surveillance cameras and equipment
- Property perimeter alerts

The emerging class of devices and services puts practicality first — making smart home management affordable, integrated and accessible.

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800.927.2643 • 406.347.2226



Long Distance Account Codes

LONG DISTANCE ACCOUNT CODES ALLOWS CUSTOMERS THE ABILITY TO EASILY MANAGE ACCESS AND LONG-DISTANCE COST.

Account codes can be used for a number of purposes. For example, business subscribers can use different account codes for calls to different customers to determine how to calculate expenses or residential subscribers sharing a telephone line can use separate account codes to determine how to split the cost.

There are two types of account code options— validated and non-validated.

- Validated codes** – Pre-populated list of codes that are provided by the customer.
- Non-validated codes** – Any code may be entered.

You can configure the number of attempts a subscriber has to enter the code on a single call, and the maximum total number of consecutive incorrect attempts (whether on a single call or multiple calls) that may be made by a subscriber. If this second maximum is exceeded, the account is locked out except for toll-free or emergency calls.


The following types of calls can be configured to require an account code:

- International
- Local
- Operator
- Long distance

Certain types of calls never require an account code. These are:

- Toll-free calls
- Calls to service access codes
- Emergency calls

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Smart Home App Guide

TAKING HOME NETWORK PERFORMANCE AND CONTROL TO ANOTHER LEVEL

Range Smart Home gives you easy access to a snapshot view of your home or small business network. Through the app you can view all the connected devices on your network, set up parental controls or a guest network, change your SSID and password, and more. Range Smart Home puts you in charge!

2325 FRONT ST • PO BOX 127 • FORSYTH, MT 59327
800.927.2643 • 406.347.2226

Tradeshow



Stationery

Thank You Card



Stationery

Mission Statement



Mission Statement

Provide enhanced technology and communications solutions, ensuring a quality customer experience.

 RANGE

VOICE · INTERNET · WIRELESS · NETWORK SERVICES · MANAGED SERVICES

Sample Applications

Vehicle Graphics



Sample Applications

Polo Shirts



Sample Applications

T-Shirts



Sample Applications

Hats



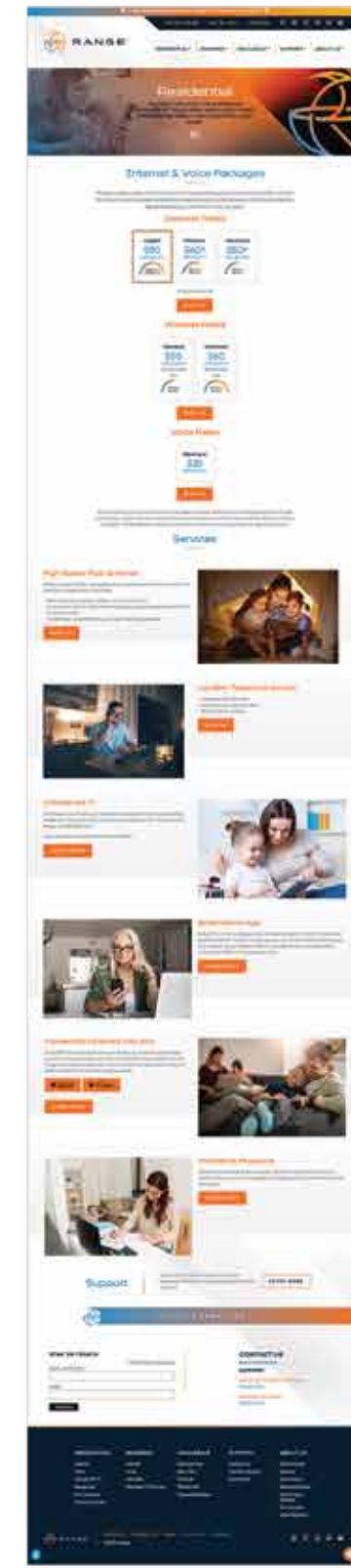
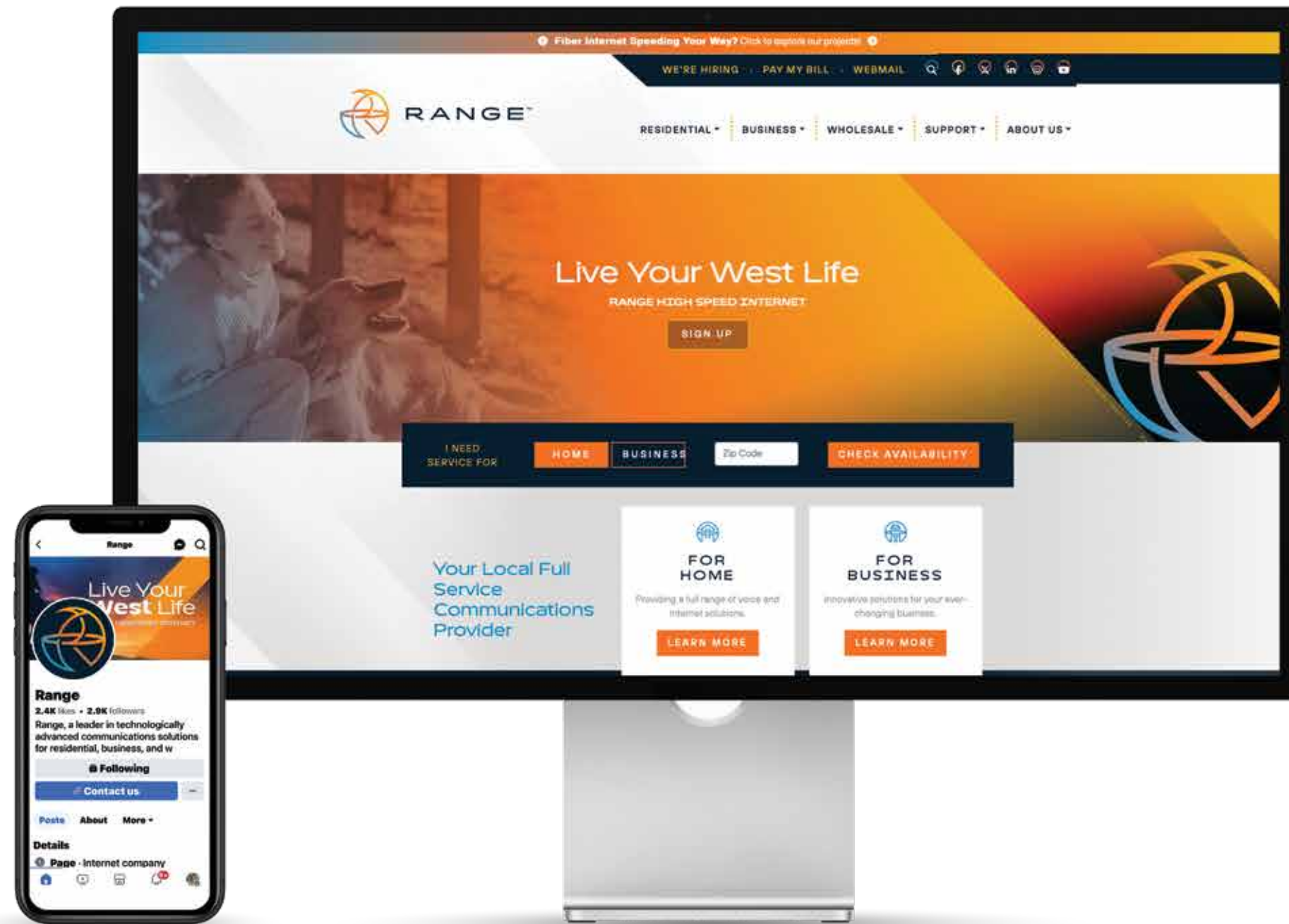
Sample Applications

Water Bottles



Sample Applications

Website and Social Media





RANGE.NET



RANGE™