

Graphics Manual



over

MR. BRASSETT

the new... and that... by our... at last...

We... but... if... the...

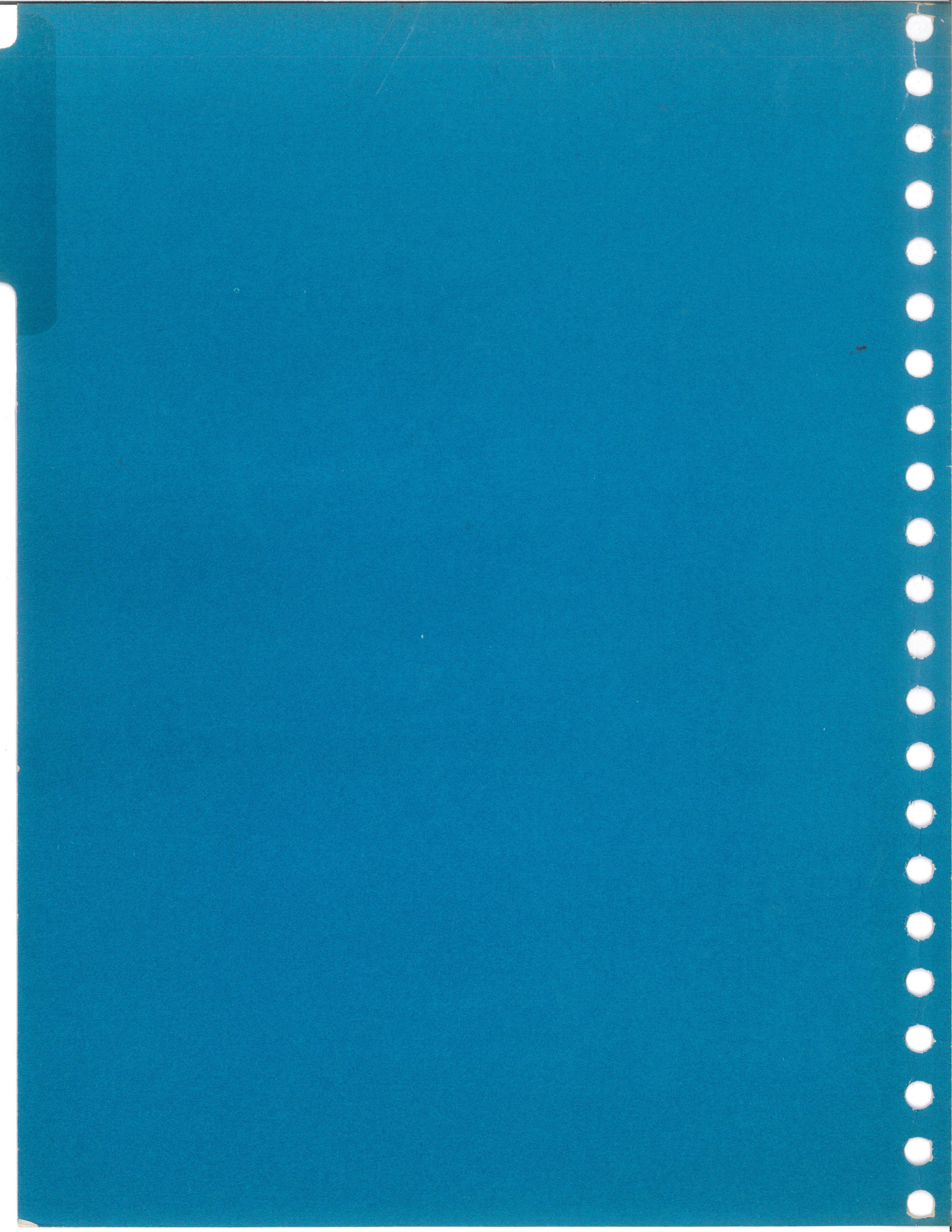
in... see... building...

with... the public...



Property of American Telephone and Telegraph Company Parent Company of the Bell System

Registered No 2932

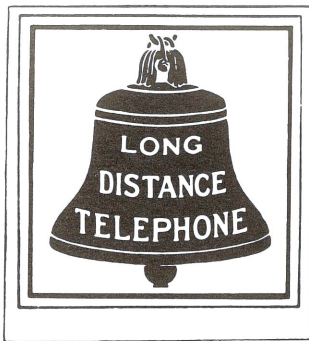


History of the Bell seal.

The Bell seal was designed by Angus Hibbard, general superintendent of AT&T in the late 1880's. His original blue emblem was used to advertise long distance telephone stations. As local and long distance equipment became interconnected, the blue Bell symbol was modified to identify local telephone service, too.

In 1900 the mark was enclosed with a double circle in which was printed "American Telephone & Telegraph Company and Associated Companies." Below the bell the words "Bell System" were added.

In 1921 the words "Bell System" were lettered into the bell, and the associated companies placed their names in the circle. A more modern mark was approved as the official Bell seal in September, 1939. Since that time many variations of the seal developed. The companies and subsidiaries made graphic adaptations of the seal to accommodate their own needs.



1889



1900



1921



1939

Visual symbol of the Bell System.

Since its introduction, the Bell seal, in one form or another, has appeared billions of times. The Bell System makes millions of graphic impressions daily, and the seal is one of the most frequently exposed and best recognized service marks in the country. The variations in the seal that have existed for years have made the seal a visual symbol meaning the "telephone," or the "telephone company," to the public. But the seal is, and should be, a visual symbol for the entire Bell System, its companies, and its products and services, and no longer limited in association to simply the "telephone."

Visual symbol of
the Bell System.
(cont.)

Inconsistent use of the seal in the past has led to two broad problems - a potential legal problem, and a problem in public understanding.

The legal aspect.

A trademark or service mark is any distinctive symbol which the public recognizes as identifying a product or service with a particular source. The protection of a mark does not come from its registry in Washington, but rather through consistent and exclusive use. It is maintained by continued proper use, and it can be lost by improper use. The single and most important action to protect the Bell seal against infringement is to use one, and only one, form of the seal throughout the Bell System.

A bell is the basis of our mark. The circle around it makes it more distinctive and with the words "Bell System" in the bell, we have a strong service mark - one that can be defended against infringement if we always use it consistently in every medium.

Better public
understanding.

The public often has been confused about the corporate characteristics of AT&T, Western Electric, Bell Telephone Laboratories, and their relationships to the associated companies. There have been misconceptions about the extent and types of services offered by the Bell System. Also, there has been too little understanding that the Bell System is, indeed, a system and not a company.

The Bell System corporate identification program is intended to improve public understanding. The program is based on the use of words and on name relationships that will be outlined later. In addition to the standards for these name relationships, standards for visual relationships will clarify and intensify the words and give them maximum impact and quick recognition.

The public relations and marketing aspects; need for a consistent look.

The Bell System has experienced rapid growth and is continually offering a growing variety of services and equipment. From a public relations and marketing standpoint, ONE mark must carry the important burden of associating these services and facilities as the offerings of a single, integrated national organization. Without a consistent look, the benefits of Bell System unity are diluted.

A consistent look depends largely on standardization, particularly in an organization of this size where hundreds of people are involved in expressing the Bell name and service mark. A system of visual standardization will give us the kind of consistent look we need. It can do this job effectively and economically, and with a flexibility that will meet the basic requirements of the associated companies and subsidiaries.

The system of identification.

An effective system of identification must be used consistently, and must have clearly defined standards of verbal and visual relationships for products, services, subsidiaries, and the parent company.

Our system of identification consists of:

1. Standards of NAME relationships (descriptive phrases which relate companies, products, and services to the Bell System), and
2. Standards of VISUAL relationships (visual arrangements of the graphic elements of identification).

The elements of identification.

The elements of identification include:

1. The Bell seal
2. Type specifications
3. Signature formats
4. A standard Bell System blue color

The Bell System look.

With the use of a single, strong Bell seal to symbolize and identify the Bell System and its parts, the use of one type face for all company signatures, consistent use of preferred signature formats, and extensive use of the blue and white color scheme, all visual material produced by Bell System companies will take on an integrated and unified look and will give the Bell System a more positive and accurate overall corporate image.

In addition to the consistent use of the elements of identification, the general style and layout of all visual material should accurately reflect the goals and standards which characterize the Bell System.

Better understanding and appreciation of the broad objectives of the Bell System corporate identification program is vital if the program is to succeed.

Visual communications transmit millions of impressions daily to millions of people. If everyone involved in corporate identification conforms to the guidelines set forth in this manual, the program will act as a powerful tool to describe the nature of the Bell System. But if all companies, services, and products are identified in a haphazard way, confusion will exist in the public mind.

Simplicity and taste in visual design are the keynotes for Bell System corporate identification, which should be simply and tastefully expressed. Complex messages require careful organization. And poorly organized visual messages reflect badly on the company.

The Coordinator of
Corporate Identification.

The Bell System corporate identification program, by its nature and because of its scope, transcends both departmental and company lines. The implementation of the program in any particular area of application, and by any particular company, should be considered in light of the objective of the total program, which is one system of identification for the entire Bell System.

Since Public Relations people generally deal with (or are otherwise involved in) corporate identification matters, a Public Relations Coordinator of Corporate Identification has been appointed by each company to administer and coordinate the program, and to give guidance and direction whenever it is needed.

The coordinator has the responsibility for correctly interpreting the standards set forth in this manual, and will be given prompt and immediate assistance at any time by AT&T Public Relations.

The current list of company coordinators is shown on page 7.

To holders of the
Graphics Manual.

Graphics Manuals should be held by people having an interest in company identification practices. In most cases, one manual will serve an entire office, division or department. In a few cases, the nature of the job will require each individual in a particular work group to have his own copy.

Each person holding a Graphics Manual should be prepared to keep it up to date and incorporate additional sheets as necessary. Each company coordinator will forward these as they are issued. When an individual is transferred, the manual should remain on the premises for use by his replacement.

People who receive a new Graphics Manual binder, and who keep it for reference purposes, should fill out the registration card in the front and send it to the appropriate company coordinator. Manuals which are not needed should be returned with the registration cards unsigned to the appropriate company coordinator (list on next page).

New Revised Listing - October 1966

The Coordinators of Corporate Identification are:

Graphic Services Supervisor
AMERICAN TELEPHONE & TELEGRAPH CO.
195 Broadway, Rm. 404, NY, NY 10007
Area Code 212 393-2707

Public Relations Manager
A T & T CO. - LONG LINES DEPT.
32 Ave. of the Americas, NY, NY 10013
Area Code 212 393-7291

BELL OF NEVADA
(see Pacific Telephone)

Gen'l. Advertising Manager
THE BELL TELEPHONE COMPANY
OF CANADA
1050 Beaver Hall Hill
Montreal 1, Canada

Gen'l. Public Relations Supvr.
THE BELL TELEPHONE COMPANY
OF PENNSYLVANIA
One Parkway, Philadelphia, Pa. 19102
Area Code 215 466-4000

Head, Publication Prod. & Exhibits Dept.
BELL TELEPHONE LABORATORIES
3B-117, Murray Hill, N.J.
Area Code 201 582-3000 Ext. 2281

Gen'l Public Relations Supervisor
THE CHESAPEAKE AND POTOMAC
TELEPHONE COMPANIES
1710 H. St., N.W., Washington, DC 20006
Area Code 202 392-3713

Advertising Manager
THE CINCINNATI AND SUBURBAN
BELL TELEPHONE CO.
229 E. Sixth St., Cincinnati, Ohio 45202
Area Code 513 397-1558

DIAMOND STATE TELEPHONE CO.
(see Bell of Pa.)

Advertising Manager
ILLINOIS BELL TELEPHONE
208 W. Washington St., Chicago, Ill. 60606
Area Code 312 727-2946

Advertising Manager
INDIANA BELL TELEPHONE CO.
240 N. Meridian St., Indianapolis, Ind. 46209
Area Code 317 630-2239

Public Relations Manager
MICHIGAN BELL TELEPHONE CO.
1365 Cass Ave., Detroit, Michigan 48226
Area Code 313 393-3274

Gen'l Advertising Manager
MOUNTAIN STATES TELEPHONE
931 Fourteenth St., Denver, Colorado 80202
Area Code 303 266-7623

Asst. Vice Pres. - Public Relations
NEW ENGLAND TELEPHONE
185 Franklin St., Boston, Mass. 02107
Area Code 617 743-2816

Art Director - Public Relations
NEW JERSEY BELL
540 Broad St., Newark, N.J. 07101
Area Code 201 649-4051

Advertising Manager - Sales
NEW YORK TELEPHONE
140 West St., NY, NY 10007
Area Code 212 394-4225

Asst. Vice Pres. - Public Relations
NORTHWESTERN BELL
100 S. Nineteenth St., Omaha, Nebr. 68102
Area Code 402 344-3215

Gen'l. Advertising Manager
OHIO BELL
100 Erieview Plaza, Cleveland, Ohio 44114
Area Code 216 622-7283

Asst. Vice Pres. - Public Relations
PACIFIC NORTHWEST BELL
821 Second Ave., Seattle, Wash. 98104
Area Code 206 345-2211 Ext. 4866

Advertising Supvr.
PACIFIC TELEPHONE
116 New Montgomery St., Rm. 742
San Francisco, Calif. 94105
Area Code 415 399-5200

Advertising Manager
SOUTHERN BELL
Hurt Building, Atlanta, Georgia 30303
Area Code 404 529-7169

Art Director & Production Manager
THE SOUTHERN NEW ENGLAND TELEPHONE CO.
310 Orange St., 4th. Floor, New Haven, Conn. 06506
Area Code 203 771-2604

General Advertising Supvr.
SOUTHWESTERN BELL
1010 Pine St., St. Louis, Mo. 63101
Area Code 314 247-2836

Community Advertising Manager
WESTERN ELECTRIC
195 Broadway 16th Floor, NY, NY 10007
Area Code 212 571-2564

Asst. Vice Pres. - Public Relations
WISCONSIN TELEPHONE COMPANY
722 N. Broadway, Milwaukee, Wisconsin 53202
Area Code 414 393-2484

The Bell Seal

The Bell Seal

The Bell seal.

The Bell seal shown below is the only mark to be used for identifying the American Telephone & Telegraph Company, its subsidiaries, and its associated operating telephone companies, divisions, services and products. It is the only Bell System seal that should be used in the future. It has been standardized to promote a single, strong and accurate symbol of the Bell System. It should be used, either alone or in a company signature, whenever Bell System companies, products, and services are identified. This includes advertising of all kinds, vehicles, buildings, public telephones, stationery and business forms, external and internal company publications, directory covers, etc.



One color.

Although the Bell seal consists of two basic elements -- a solid ring and a bell -- the seal must always be used in only one color.



Right



Wrong

Using the Bell seal in black, red, green, yellow, or some other color may be necessary in some applications. (The seal has been constructed so that it will retain its shape and image no matter what single color is used.) But use of the standard Bell System blue is preferred in all applications where blue will work. (For guidelines in this area, see the section of the manual entitled "Bell System Blue.")



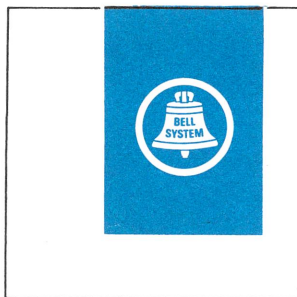
Preferred



Acceptable

One background.

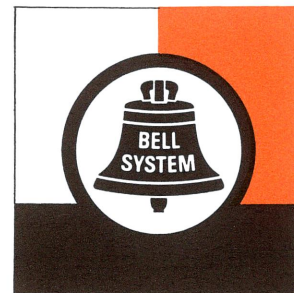
The seal should always be used against a background of only one other color.



Right



Right



Wrong

One background.
(cont.)

In two-dimensional use, the background should show through the one-color mark, and the words "Bell System" inside the bell should be the same color and texture as the overall background.



Right



Wrong

The background inside and outside of the ring must always be the same color or texture.



Wrong



Wrong



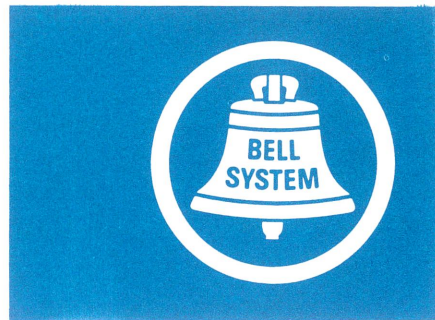
Wrong

When the seal is used as a separate design element (as a pressure-sensitive or gummed decal, a plaque, or a sign), the background inside the circle -- and the words "Bell System" in the bell -- must be of the same color and texture as the background outside the seal. (See the sections on "Coin Telephone Signs" and "Vehicle Markings.") This rule has been modified to accommodate the special problems when the seal is used in three-dimensions or in bas-relief. (See pages 13 - 19 of this section, and the section on "Building Identification.")

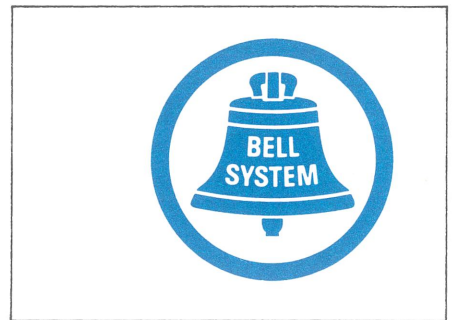
THE BELL SEAL

Positive and negative.

The seal may be used in both positive and negative form, that is, light on a dark background or dark on a light background.

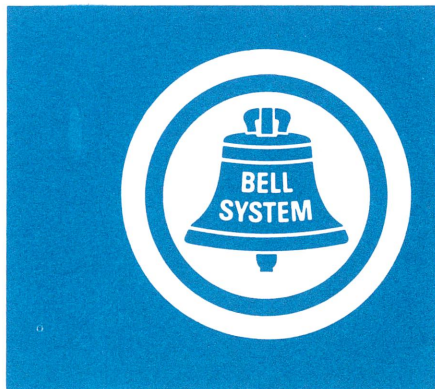


Right



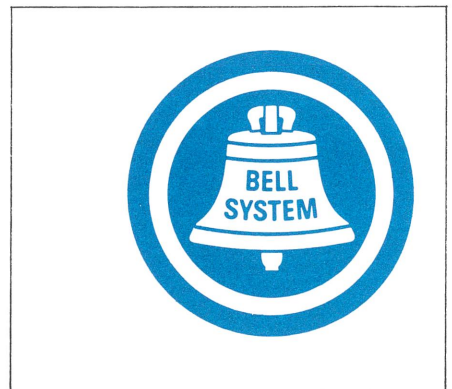
Right

However, in order to insure consistency of appearance, the seal must never be distorted by applying it in positive on a dark background (see A below) or in negative on a light background (see B below).



Wrong

A

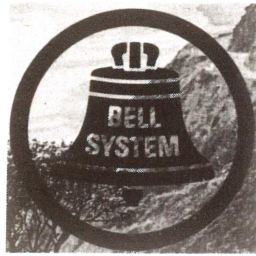


Wrong

B

No other graphic elements.

Because simplicity and clarity are essential to good visibility, the Bell seal needs a generous amount of background space in which to provide strong visual impact. The seal should always be in sharp contrast to the background and must not be violated or changed by being used too close to additional design elements such as patches, lines, silhouettes, or other distracting graphic marks.



Wrong



Wrong



Wrong



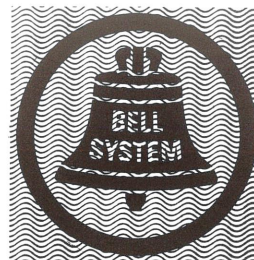
Wrong



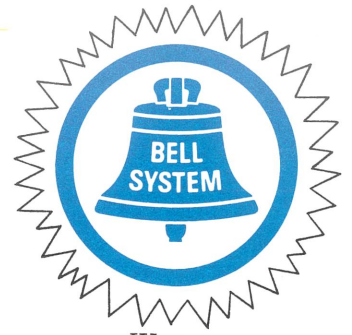
Wrong



Wrong



Wrong



Wrong

No graphic symbols or artwork should be used adjacent or in close proximity to the Bell seal. Special departmental logos, merchandising and promotional symbols, information maps, etc., have no connection with corporate identification and only compete with the seal for attention. These symbols should be restricted to internal Bell System use and should be avoided in mass media contacts with the general public.

Bell System marks and the Yellow Pages emblem are exceptions. (See "Stationery and Business Forms" and "Trademarks and Service Marks.")

Positioning
the Bell seal.

The seal must always be parallel to the other elements in a
signature.



Right



Wrong

Reproduction of the Bell seal.

Because of the critical relationships of the proportions, weights and balances in the design of the seal itself, only authorized copies of it should be used for reproduction. (These can be obtained by writing or phoning: Supervisor of Drafting, AT&T Co., 195 Broadway, Room 2710, New York, N. Y. 10007. Telephone: Area Code 212 393-3158.)

The seal must never be redrawn or retraced for reproduction. If the mark is free drawn many times, ultimately no two marks will look alike.



Wrong



Wrong



Wrong

The same holds true for a chain of photostats or photographs. the mark must always be reproduced from an authorized original.



Wrong



Wrong



Wrong

Reproduction of
the Bell seal.
(cont.)

Faithful and accurate reproduction of the Bell seal at all times is vital. It is essential that only authorized reproduction proofs of it be used for such methods as letterpress and offset lithography, silk screen and rubber plate printing, hot stamping and "blind" embossing. This rule also applies to three-dimensional applications such as plastic molding and metal die casting.

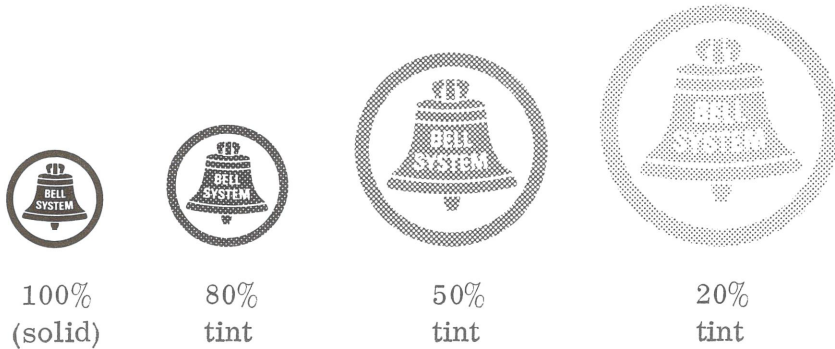
In the following exhibits, each Bell seal shown is the smallest size that should be considered in each method of reproduction. The fidelity and clarity of the detail of the seal cannot be maintained if smaller sizes are used.

Reproduction of
the Bell seal.
(cont.)

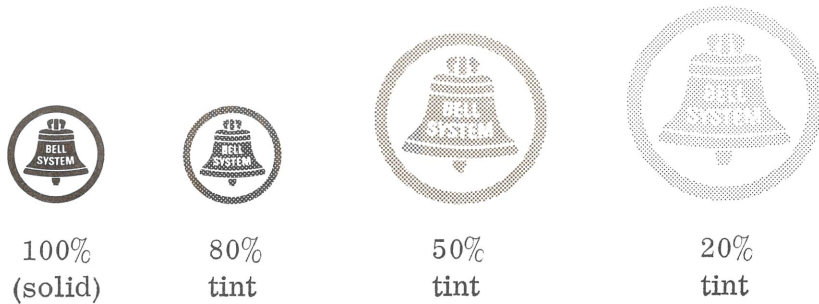
Letterpress Printing

These examples show the smallest seals that should be considered for letterpress printing on newsprint stock as used by most newspapers and on #1 coated stock as used by most quality magazines.

Newsprint
(minimum sizes)

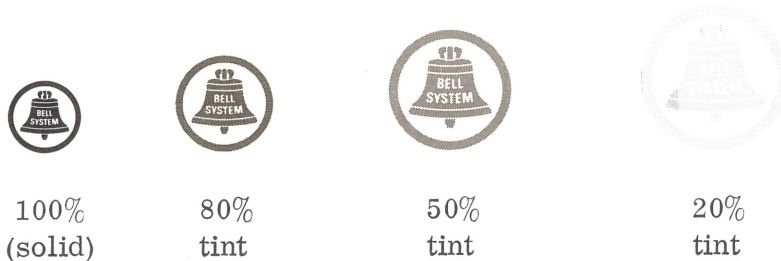


(All tints shown are in a #55 screen.)



(All tints shown are in a #65 screen.)

1 coated stock
(minimum sizes)



(All tints shown are in a #110 screen.)

Reproduction of
the Bell seal.
(cont.)

Offset Printing

These examples show the smallest seals that should be considered for offset lithography printing on #1 sulphite bond, vellum finish, and #1 offset enamel.

#1 sulphite bond
(minimum sizes)



100%
(solid)



70%
tint



40%
tint



10%
tint

(All tints shown are in a # 150 screen.)

Vellum finish
(minimum sizes)



100%
(solid)



70%
tint



40%
tint



10%
tint

(All tints shown are in a #133 screen.)

#1 offset enamel
(minimum sizes)



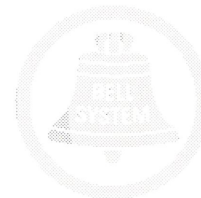
100%
(solid)



70%
tint



40%
tint



10%
tint

(All tints shown are in a #85 screen.)

Reproduction of
the Bell seal.
(cont.)

Silk Screen Printing

These examples show the smallest seals that should be
considered for silk screen printing on various surfaces.



Kromkote



Cover stock



Text stock

Reproduction of the Bell seal. (cont.)

When the Bell seal must be reproduced in sizes smaller than those shown on the preceding three pages, the words "BELL SYSTEM" should be omitted from the seal. (In extremely small sizes, the words "BELL SYSTEM" will fill with ink or be broken up by half-tone screens and tints.)

This rule applies only where the technical limitations of a particular reproduction method prevent faithful and complete reproduction of the seal. Showing the seal in extremely small sizes is not encouraged, however.

The words "BELL SYSTEM" should never be omitted when they could be shown clearly.



Right



Wrong

Words "BELL SYSTEM" can be clearly shown.



Right



Wrong

Words cannot be read and should be omitted. Preferably, a larger seal should be used.

Three-Dimensional Bell seals.

The Bell seal will usually be constructed in three dimensions to provide a more dramatic image of dignity, quality and permanence than is possible in two-dimensional uses. The mark in three dimensions should never be made to look distorted, cute, garish or cheap.

Quality and dignity are the keynotes.

The specifications governing use of the Bell seal in two dimensions also apply to use of the seal in three dimensions:

1. The mark must be used in only one color, whether positive (as a solid color) or negative (as a reverse mark in a solid background).
2. The mark must be reproduced faithfully so that a consistent appearance results (whether the mark is light on dark, or dark on light).
3. The mark must have generous space surrounding it.

In addition to these basic precepts, however, physical limitations make special adaptations necessary. This section of the Graphics Manual has been prepared for people who have a prime interest in using the seal in three-dimensional applications for building identification, exhibits and displays, jewelry and service emblems, and various promotional and novelty items.

The following pages set forth guidelines for using the mark in three dimensions most effectively. Warnings are also included to prevent occurrences in which the Bell seal's shape and image can be destroyed or distorted.

Fabricating three-dimensional seals.

Maximum Thickness

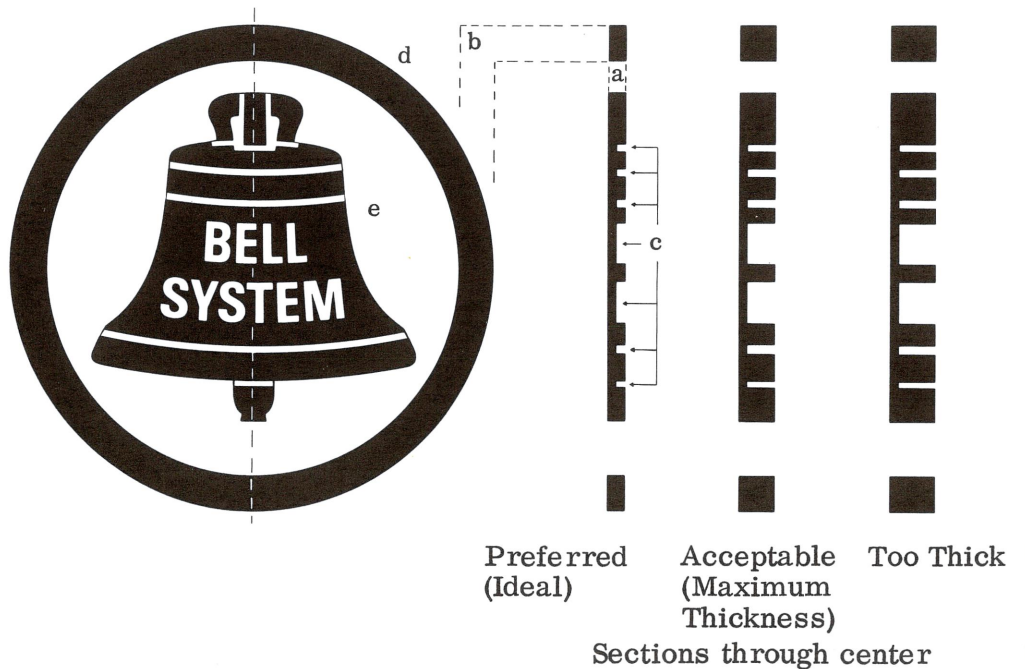
To avoid feelings of heaviness and clumsiness and careless use of light and shadow which can easily distort the seal, the thickness of the seal (a, below) should normally not exceed one-half the width of the ring (b). The seal should never be thicker than the width of the ring, however.

Special Problems in Background Show-through

Three-dimensional seals will normally be fabricated as two distinct elements -- a ring and a one-piece bell. However, a one-piece bell will not allow the background behind the words "BELL SYSTEM" and the lines in the bell to be visible as it would be in two-dimensional seals.

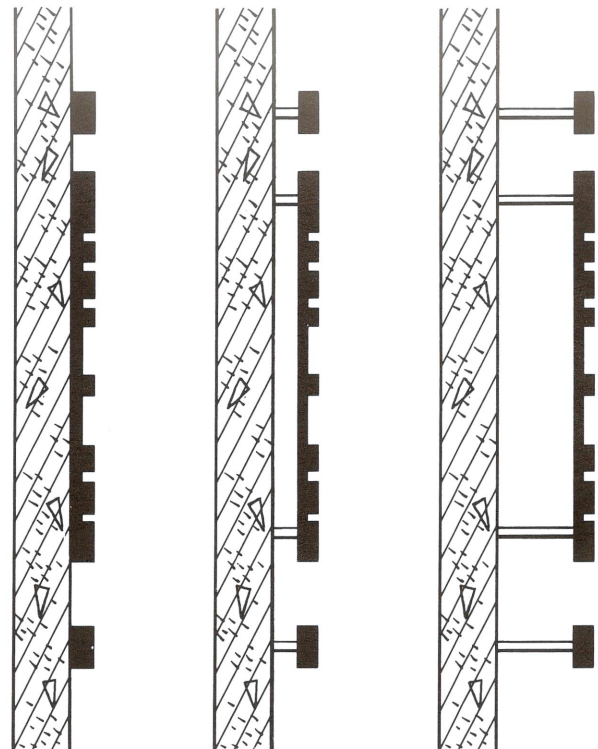
These areas, therefore, should be routed out or cast as deeply as possible (c). When the mark is very thin, the lines and letters may be filled with a color or material that matches as closely as possible the rest of the visible background inside and outside the seal (d) and (e).

(A detailed drawing which will be helpful in fabricating three-dimensional seals is shown on page 21.)



Mounting the seal.

The seal in three dimensions should be mounted flush against the background surface in all interior display applications. In outdoor display applications and in exterior building identification, seals should be mounted slightly away from the background to avoid streaking from weathering. This distance should not exceed more than half the width of the ring to preserve the image of the mark and avoid strong shadows.



Right
(indoor)

Right
(outdoor)

Wrong

Sections through center

Lighting and contrast considerations.

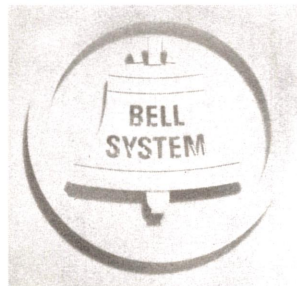
There are nine basic lighting and contrast considerations when using the seal in three dimensions:

- . a light seal on a light, gray, or dark background,
- . a gray seal on a light, gray, or dark background, and
- . a dark seal on a light, gray, or dark background.

Lighting and shadow effects are the key considerations in the examples that follow.

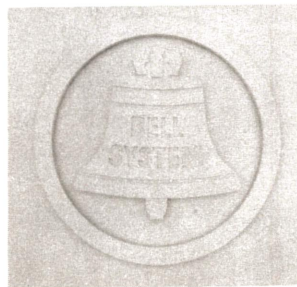
Under intense lighting conditions, a light mark mounted flush or slightly away from a light background may be used to give the environment a feeling of quiet elegance. The eye is attracted to the shadows created by the mark rather than to the mark itself, which is minimized.

The seal may be used in this way by sandblasting it on building facades, by "blind" embossing it on business cards and letterheads, and by forming it in plastic or formica in exhibits.



Right

But a light mark on a light background under diffused lighting conditions (the shady side of a building, for example) washes out and is practically invisible.



Wrong

Lighting and contrast considerations.
(cont.)

A light mark, on both gray and dark backgrounds and in both sharp and diffused light, provides excellent visibility and recognition. The shadows tend to melt into the background and do not distort the seal.



Right



Right

A gray mark on a light background should be used only under diffused lighting conditions, never in intense or direct light. Strong shadows in this instance tend to obliterate the mark.

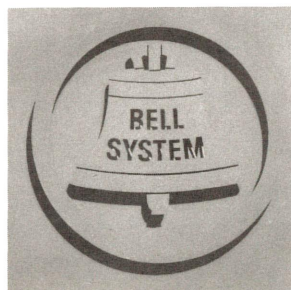


Right

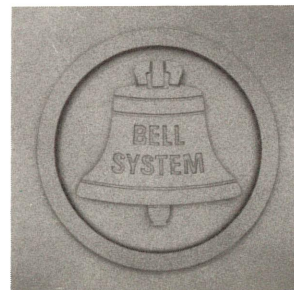


Wrong

A gray mark on a gray background needs extremely sharp shadows to be legible. Diffused light tends to make the mark disappear. On the other hand, when intense lighting is used, the angle of the source of light must be carefully considered. If the source of direct light comes at too oblique an angle, broad shadows result which tend to destroy the image and shape of the seal.



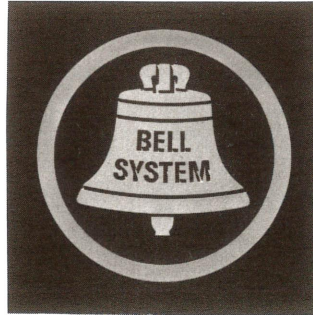
Right



Wrong

Lighting and contrast considerations.
(cont.)

A gray mark on a dark background is very legible under any lighting conditions, so long as the gray is not too similar to the value of the background.



Right

Obviously a dark mark will not be seen on a dark background. A dark mark on a white or gray background will always be visible in diffused light. But direct lighting will cast sharp shadows that will look like part of the seal and this will invariably destroy the shape of the mark.



Right



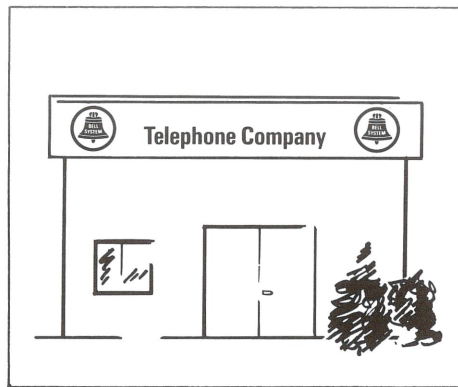
Wrong

When a three-dimensional seal with a one-piece bell is back-lit and shown on a transmitted light background, it retains its visibility regardless of whether the mark is light, gray, or dark.

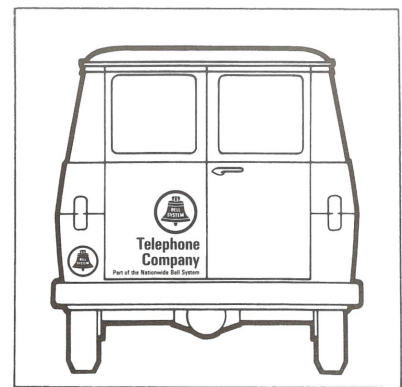
Use of more than one seal.

The Bell seal is the most important single element in the corporate identification program. Graphically it stands for the entire organization. It should, therefore, be treated in design with dignity and respect. If, for example, the Bell seal cannot be used well in a particular layout, either the layout should be changed or the Bell seal should not be used at all. (Preferably, change the layout.) As well, more than one Bell seal should not be used in any one layout or plane. Two Bell seals, for example, should not be used on the back panel of a vehicle.

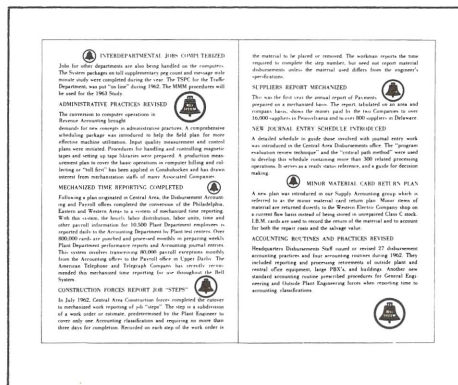
Multiple Bell seals should not be used in layouts for printed matter. This type of treatment often projects a "dime a dozen" look. (Exceptions may be necessary in certain exhibit and display applications, however. It is also acceptable to use the seal as a repetitive pattern for envelope linings and in safety paper applications as long as the seal's correct shape is faithfully reproduced.)



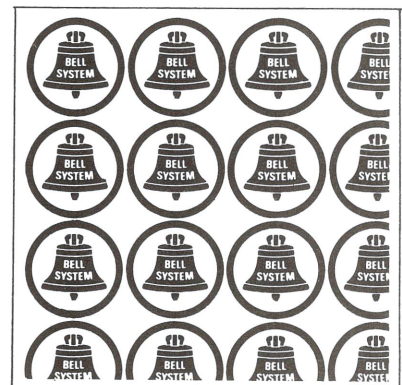
Wrong



Wrong



Wrong

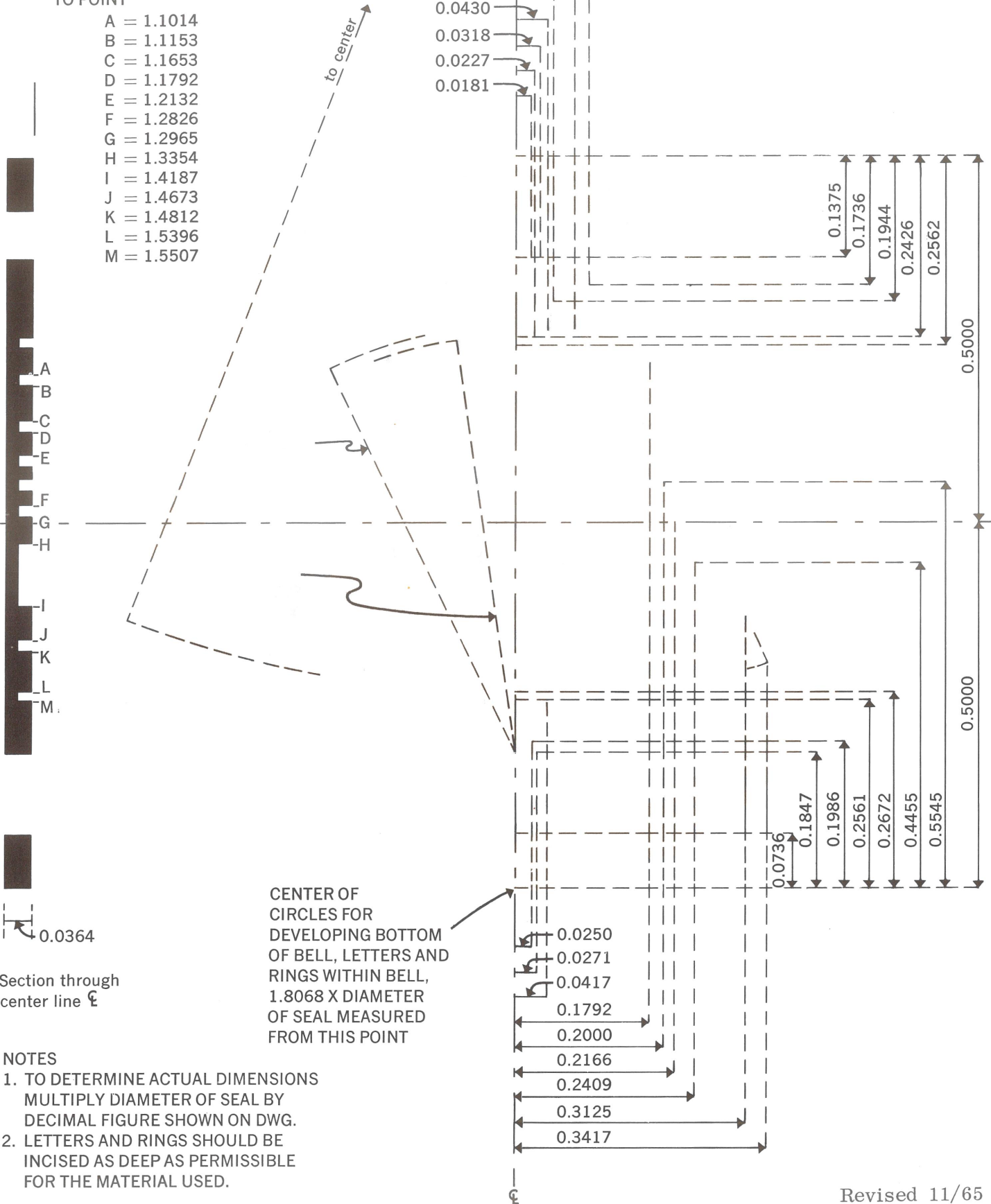


Acceptable for safety paper or envelope linings

RADI FOR DEVELOPING BOTTOM
OF BELL, LETTERS AND THREE
RINGS WITHIN BELL:

TO POINT

- A = 1.1014
- B = 1.1153
- C = 1.1653
- D = 1.1792
- E = 1.2132
- F = 1.2826
- G = 1.2965
- H = 1.3354
- I = 1.4187
- J = 1.4673
- K = 1.4812
- L = 1.5396
- M = 1.5507



Section through
center line

CENTER OF
CIRCLES FOR
DEVELOPING BOTTOM
OF BELL, LETTERS AND
RINGS WITHIN BELL,
1.8068 X DIAMETER
OF SEAL MEASURED
FROM THIS POINT

- NOTES
1. TO DETERMINE ACTUAL DIMENSIONS
MULTIPLY DIAMETER OF SEAL BY
DECIMAL FIGURE SHOWN ON DWG.
 2. LETTERS AND RINGS SHOULD BE
INCISED AS DEEP AS PERMISSIBLE
FOR THE MATERIAL USED.

Type Specifications

Type Specifications

The type face.

The Bell System Corporate Identification Program depends mainly on the correct use of words, and on name relationships. In the interests of unity and consistency, the words used in company signatures should always be shown in a standard type face.

The type face chosen for all Bell System signatures is Univers 67, in upper and lower case letters. This type face is both distinctive and dignified. It is one of the few faces that combines the classic form with the contemporary. It is also one of the few faces in which the larger point sizes are proportionately identical to the smaller point sizes.

Where extremely small signatures are needed, lighter weights than Univers 67 may be used -- Univers 57 and Univers 47, as illustrated on page five. These weights may also be used in company letterheads, as shown in the section on "Stationery and Business Forms," and for directory covers, as shown in that section.

Use of upper and lower case letters.

All company signatures should be set in upper and lower case letters.

There is a basic optical reason for this. Words made up of all capital letters are all of equal height and, consequently, have no distinctive shapes. Tests, however, have shown that people tend to recognize words made up of upper and lower case letters more readily, because upper and lower case letters have ascenders and descenders which give to each word an individual and distinctive shape. Therefore, words set in upper and lower case letters offer faster and easier recognition.

Upper & lower case

Telephone Company

All caps

TELEPHONE COMPANY

The words "BELL SYSTEM" in the seal are capitalized because they are integral design elements of the bell. In this instance, these capitalized words add symmetry, and are as much a part of the bell's design as the curved thin lines on the bell, as shown below.



Right



Wrong

Type specifications for company signatures.

Since a company name is the most distinguishing element in a signature, company names are always emphasized and the words used in the descriptive phrases are always minimized.

For example, in the following signature the words "BELL SYSTEM" are emphasized and the words "American Telephone & Telegraph and Associated Companies" are minimized:

Bell System

**American Telephone & Telegraph
and Associated Companies**

Generally, if a company name in a signature is set in "24 pt. large," the Bell System copy should be "14 pt."

Bell Telephone Laboratories

Research and Development Unit of the Bell System

If a company name is "36 pt.," the Bell System copy should be "24 pt. small."

Bell Telephone Laboratories

Research and Development Unit of the Bell System

Letter spacing.

To maintain dignity and consistency in the signatures, the type should always be set solid. Under no circumstances should the type be letterspaced, expanded, condensed, curved or photographically distorted. This rule applies to both two and three-dimensional applications.

Bell System

Right: Set solid

Bell System

Wrong: Letterspaced

Bell System

Wrong: Distorted

Word spacing.

Word spacing should never exceed 5 ems. (The "5 em" space is a standard proportional type measure.)

American Telephone & Telegraph Company

Right

Words should flow from one to the other and not read in staccato-like separate units.

American Telephone & Telegraph Company

Wrong

Lighter weights.

In applications involving stationery, business forms and directory covers, two weights lighter than Univers 67 may be desirable for company names or supporting text. These lighter weights are Univers 57 and Univers 47. A visual comparison with Univers 67 is shown below.

Bell System (Univers 67)

Bell System (Univers 57)

Bell System (Univers 47)

There are other appropriate uses for these lighter weights. For example, when signatures are set in small type sizes the descriptive phrases may be set in the same type sizes if they are set apart visually by being in a lighter weight, as shown below.

**American Telephone
& Telegraph Company** (Univers 67)

Parent Company (Univers 57)
of the Bell System

Bell Telephone Laboratories (Univers 67)

Research and Development (Univers 47)
Unit of the Bell System

New York Telephone (Univers 67)

Part of the (Univers 57)
Nationwide Bell System

Lighter weights.
(cont.)

Complete alphabets and numerals in Univers 67, 57 and 47
are shown below in 30 pt. type.

Univers 67

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPS
TUVWXYZ& 1234567890**

Univers 57

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPS
TUVWXYZ& 1234567890**

Univers 47

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPS
TUVWXYZ& 1234567890

Typographical
optics.

The three lines shown below are all set solid (with no spacing between the lines). Yet because the metal shoulders of the type have to accommodate ascenders and descenders, the third line appears closer to the second than the second does to the first. This is discouraged.

**The Bell Telephone Company
of Pennsylvania**
Part of the Nationwide Bell System

Wrong
(Space between
last two lines
looks crowded)

Optically, all lines can appear to be evenly spaced, as shown below by keeping the first two lines set solid and by slightly spacing the second and third.

Right

(Note
slight
spacing)



**The Bell Telephone Company
of Pennsylvania**
Part of the Nationwide Bell System

Company Signatures

Company Signatures

THE CORPORATE SIGNATURE

The corporate
logotype

The introduction and use of a new AT&T signature in our advertising throughout the past year proved the need and effectiveness of a simplified and stronger corporate identification symbol.

We therefore present precise guidelines governing the use of this signature and strongly urge uniform adherence in order to keep the Bell System identification program on a meaningful and manageable basis.



This is the new signature
identifying the Bell System



It replaces this signature



This is the new signature
for the AT&T Company



It replaces this signature

None of these changes effect the standard signatures of the associated companies. The specifications given in the Graphics Manual still apply.

The corporate signature for Long Lines, being a department of AT&T is as follows:



THE CORPORATE SIGNATURE

Size relationship

The Bell seal and the letters are to be considered as one single, unvarying element to be used in one single color. The relative size relationship of the seal, the letters and their position must remain constant.



Right (correct size relationship)



Right (lower type line removed, letters re-centered on Bell Seal)



Wrong (letters not centered on seal)



Wrong (seal too small)



Wrong (seal too large)



Wrong (added space between logo and lettering)

THE CORPORATE SIGNATURE

Color
specification

The corporate signature must always appear in a single color. All black, all Bell blue, or other single color of good taste and in keeping with the color scheme of the printed piece on which it appears. Never divide the seal and letters, or descriptive line by means of a color change or other individual emphasis.



Right (single color)



Right (single color)



Right (single color)



Right (single color)



Wrong

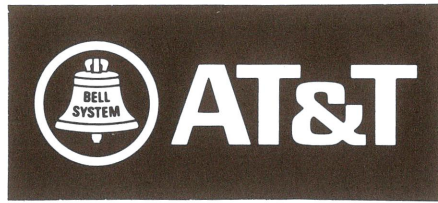


Wrong

THE CORPORATE SIGNATURE

Positive and negative

The corporate signature may be used in the negative (reverse) form. However, the background may not be split, part negative, part positive.



Right



Wrong

Layout option

No layout options are ever permitted. Size relationship and element positioning as established must be maintained.



Right



Wrong



Wrong



Wrong

Standards of name relationships.

The Bell System is composed of American Telephone & Telegraph Company, Western Electric, Bell Telephone Laboratories, and the associated operating telephone companies and subsidiaries. Because individually these companies are only parts of the Bell System and not the Bell System itself, it is essential that the relationships between the companies be clearly defined. This can only be done by a system of name relationships.

Standards for nomenclature consist of five basic descriptive phrases which clearly spell out the relationships between the companies and the Bell System. These phrases are shown below and should be used wherever possible. Note that the name of the company (or the phrase "Bell System") is always given more emphasis than the descriptive phrase.

1

Identification for the entire Bell System:



Bell System

American Telephone & Telegraph and Associated Companies

obsolete

2

Identification for the American Telephone & Telegraph Company:



American Telephone & Telegraph Company

Parent Company of the Bell System

obsolete

Standards of name
relationships.
(cont.)

3

Identification for the Western Electric Company:



Western Electric

Manufacturing and Supply Unit of the Bell System

4

Identification for the Bell Telephone Laboratories:



Bell Telephone Laboratories

Research and Development Unit of the Bell System

5

Identification for the associated companies:



The C&P Telephone Company

Part of the Nationwide Bell System

Under certain circumstances it may be necessary to use company signatures without the appropriate descriptive phrases. When the correct phrases are not used, however, other copy should not be substituted, as shown in the hypothetical example below:



Bell Telephone Laboratories

Working Together to Bring People Together

Wrong

Definition of a signature.

The term "signature" as used in this manual will usually refer to a visual unit consisting of the name of a Bell System company, the Bell seal and, where possible, an appropriate descriptive phrase, such as "Part of the Nationwide Bell System."

A signature should normally appear just once on a given plane, page or layout. If the Bell seal is used apart from the company name, but in the same layout, the use of Univers 67 is still preferred, but not required.

Signature evaluation.

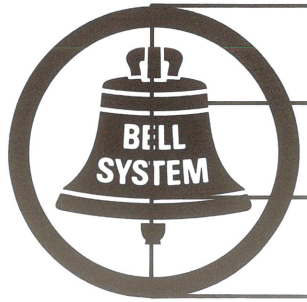
An important step towards stronger, clearer communications will result if each company evaluates the way its name appears in its signatures.

An example is the deletion of the word "Telephone" from the phrase "Bell Telephone System." Research has demonstrated that the word "telephone" creates restricted ideas about the Bell System in people's minds. The words "Bell System" provide a broader concept of the organization. This is the reason why all national advertising and promotional material is signed simply "Bell System."

Size relationships between seal and company names.

The Bell seal should always dominate a signature in which it is used because its specific function in a signature or layout is to act as a flash recognition device which draws attention to the company name. The function of an entire signature is to identify the company as part of a broad corporate system.

Because the seal is emphasized in a signature, the diameter of the ring must be at least three times the size of the capital letters in the company name. The seal can, of course, be larger.



Bell System

Right



Bell

Wrong (seal too small)

Size relationships
between seal and
company names.
(cont.)

While a company name can be too large in relation to the seal, the seal cannot be too large for the rest of the copy in a signature. A feeling of authority is suggested by a large seal. The following size relationship between the seal and the company name is desirable because it suggests this feeling.



New York Telephone
Part of the Nationwide Bell System

Right

Layout options for company signatures.

The Bell System signatures which follow show various acceptable layout options. Flexibility has been built into these formats so that the designer can use the signature in any space allowed by his layout. Company names can be set in one line, stacked vertically, or set flush right or flush left, and the seal can be related to the names above or below, or to the right or left.



Bell System

American Telephone & Telegraph
and Associated Companies



Bell System

American Telephone & Telegraph
and Associated Companies

All correct

Bell System

American Telephone & Telegraph
and Associated Companies



Bell System

American Telephone & Telegraph
and Associated Companies

Bell System

American Telephone & Telegraph
and Associated Companies

Bell System

American Telephone & Telegraph
and Associated Companies



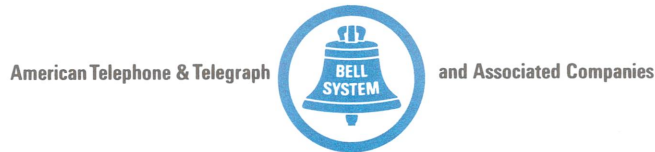
Bell System

American Telephone & Telegraph
and Associated Companies

Layout options for
company signatures.
(cont.)

As shown below, the Bell seal should never split a company name or descriptive phrase in two. However, these two elements may be separated from each other by the seal. Additional copy, such as an address on a letterhead, may also be separated from a company name by the Bell seal.

**Bell
System**



Wrong



American Telephone & Telegraph and Associated Companies



American Telephone & Telegraph and Associated Companies

Right



Company signature options: short name arrangements.

Ohio Bell

Part of the Nationwide Bell System



Ohio Bell

Part of the Nationwide Bell System



Ohio Bell

Part of the Nationwide Bell System



Ohio Bell

Part of the Nationwide Bell System



Ohio Bell

Part of the Nationwide Bell System



Ohio Bell

Part of the Nationwide Bell System

Ohio Bell

Part of the Nationwide Bell System



Ohio Bell

Part of the Nationwide Bell System

Company signature options: short name arrangements. (cont.)



**Ohio
Bell**

Part of the
Nationwide
Bell System



**Ohio
Bell**

Part of the
Nationwide
Bell System



**Ohio
Bell**

Part of the
Nationwide
Bell System

**Ohio
Bell**

Part of the
Nationwide
Bell System



**Ohio
Bell**

Part of the
Nationwide
Bell System

**Ohio
Bell**

Part of the
Nationwide
Bell System



**Ohio
Bell**

Part of the
Nationwide
Bell System



**Ohio
Bell**

Part of the
Nationwide
Bell System



Company signature options: long name arrangements.

The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System

The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System

The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



Company signature options: long name arrangements. (cont.)

The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System

Company
signature
options: long
name arrangements.
(cont.)

The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania

Part of the Nationwide Bell System

Standards
for company
signatures.



**American Telephone
& Telegraph Company**

Parent Company of the Bell System



**American Telephone
& Telegraph Company**

Long Lines Department



Bell of Nevada

Part of the Nationwide Bell System



Bell System

American Telephone & Telegraph
and Associated Companies



**The Bell Telephone Company
of Pennsylvania**

Part of the Nationwide Bell System



Bell Telephone Laboratories

Research and Development Unit of the Bell System



The C&P Telephone Company

Part of the Nationwide Bell System

Stands for
company
signatures.
(cont.)



**The C&P Telephone Company
of Maryland**

Part of the Nationwide Bell System



**The C&P Telephone Company
of Virginia**

Part of the Nationwide Bell System



**The C&P Telephone Company
of West Virginia**

Part of the Nationwide Bell System



**The Cincinnati and Suburban
Bell Telephone Company**

Part of the Nationwide Bell System



**The Diamond State
Telephone Company**

Part of the Nationwide Bell System



Illinois Bell Telephone

Part of the Nationwide Bell System



Indiana Bell

Part of the Nationwide Bell System

Standards for
company
signatures.
(cont.)



Michigan Bell Telephone Company

Part of the Nationwide Bell System



Mountain States Telephone

Part of the Nationwide Bell System



New England Telephone and Telegraph Company

Part of the Nationwide Bell System



New Jersey Bell

Part of the Nationwide Bell System



New York Telephone

Part of the Nationwide Bell System



Northwestern Bell Telephone Company

Part of the Nationwide Bell System



Ohio Bell

Part of the Nationwide Bell System

Standards for
company
signatures.
(cont.)



Pacific Northwest Bell

Part of the Nationwide Bell System



Pacific Telephone

Part of the Nationwide Bell System



Southern Bell

Part of the Nationwide Bell System



The Southern New England Telephone Company

Part of the Nationwide Bell System



Southwestern Bell Telephone Company

Part of the Nationwide Bell System



Western Electric

Manufacturing and Supply Unit of the Bell System



Wisconsin Telephone Company

Part of the Nationwide Bell System

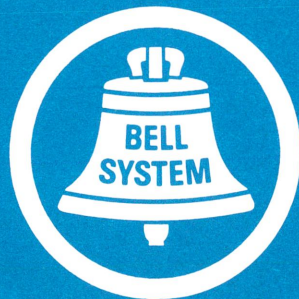
Multi-Company signatures.

Sometimes it is both necessary and appropriate to identify more than one Bell System company on the same layout, page, building, or advertisement. Although these instances will be relatively infrequent, the following examples show some of the visual solutions that may be applied.



The C&P Telephone Companies

Part of the Nationwide Bell System



Western Electric
New York Telephone
Bell Telephone Laboratories

Part of the Nationwide Bell System

Use of signatures in general application.

To be effective, signatures must be treated with dignity. This means that the signatures should be planned into the format of an advertisement or promotional piece. Sufficient white space should be available to allow the seal to operate as a flash recognition device and to permit the entire signature to identify the source of the advertisement clearly. Examples are shown on the next page.


Use of signatures in general application. (cont.)

A Bell System corporate or company signature should not be jammed into a layout as an afterthought.

Make Type Work for You: The most important use for type, of course, making words convey information.

Make Type Work for You: The most important use for type is making words to convey information. When type is used only for this purpose, it acts like a container for facts and id should be "transparent" like a clear plastic bag filled with candy. Our interest, after all, is the candy inside, not the bag. And in reading our interest is the words, not the type itself. An excellent rule for setting copy to be read continues to allow neither its arrangement on the page to distract the reader, in typeface design and type arrangement which call attention to themselves, however, the typographer need not be bound by rules easy to read. Attention-getting typefaces and type arrangement here because it must be assumed that advertisement article lead-ins compete with each other.

Make Type Work for You: The most important use for type is making words to convey information. When type is used only for this purpose, it acts like a container for facts and id should be "transparent" like a clear plastic bag filled with candy. Our interest, after all, is the candy inside, not the bag. And in reading our interest is the words, not the type itself. An excellent rule for setting copy to be read continues to allow neither its arrangement on the page to distract the reader, in typeface design and type arrangement which call attention to themselves, however, the typographer need not be bound by rules easy to read. Attention-getting typefaces and type arrangement here because it must be assumed that advertisement article lead-ins compete with each other.



Bell System
American Telephone & Telegraph
and Associated Companies

Wrong





It must not be covered up or crowded by additional copy or illustrations.

Make Type Work for You: The most important use for type, of course, making words convey information.

When type is used only
this purpose, it acts like a container for facts and id should be "transparent" like a clear plastic bag filled with candy. Our interest, after all, is the candy inside, not the bag. And in reading our interest is the words, not the type itself. An excellent rule for setting copy to be read continues to allow neither its arrangement on the page to distract the reader, in typeface design and type arrangement which call attention to themselves, however, the typographer need not be bound by rules easy to read. Attention-getting typefaces and type arrangement here because it must be assumed that advertisement article lead-ins compete with each other.

And in reading our interest is the
And in reading our interest is the words, not the type itself. An excellent rule for setting copy to be read continues to allow neither its arrangement on the page to distract the reader, in typeface design and type arrangement which call attention to themselves, however, the typographer need not be bound by rules easy to read. Attention-getting typefaces and type arrangement here because it must be assumed that advertisement article lead-ins compete with each other.

Make Type Work for You: The most important use for type is making words to convey information. When type is used only for this purpose, it acts like a container for facts and id should be "transparent" like a clear plastic bag filled with candy. Our interest, after all, is the candy inside, not the bag. And in reading our interest is the words, not the type itself. An excellent rule for setting copy to be read continues to allow neither its arrangement on the page to distract the reader, in typeface design and type arrangement which call attention to themselves, however, the typographer need not be bound by rules easy to read. Attention-getting typefaces and type arrangement here because it must be assumed that advertisement article lead-ins compete with each other.

Bell System
American Telephone & Telegraph
and Associated Companies

Wrong


Since a signature is the graphic representation of the company itself, it should be given generous space so that the sponsor of the ad or promotion piece or sign will be readily recognized.

Make Type Work for You: The most important use for type, of course, making words convey information.

An excellent rule for setting copy to be matter such as book and magazine text) nor its arrangement on the page to in typeface design and type arrangement selves withhold that attention from the however, the typographer need not be bo

Make Type Work for You: The most important use for type is making words to convey information. When type is used only for this purpose, it acts like a container for facts and id should be "transparent" like a clear plastic bag filled with candy. Our interest, after all, is the candy inside, not the bag. And in reading our interest is the words, not the type itself. An excellent rule for setting copy to be read continues to allow neither its arrangement on the page to distract the reader, in typeface design and type arrangement which call attention to themselves, however, the typographer need not be bound by rules easy to read. Attention-getting typefaces and type arrangement here because it must be assumed that advertisement article lead-ins compete with each other.

Make Type Work for You: The most important use for type is making words to convey information. When type is used only for this purpose, it acts like a container for facts and id should be "transparent" like a clear plastic bag filled with candy. Our interest, after all, is the candy inside, not the bag. And in reading our interest is the words, not the type itself. An excellent rule for setting copy to be read continues to allow neither its arrangement on the page to distract the reader, in typeface design and type arrangement which call attention to themselves, however, the typographer need not be bound by rules easy to read. Attention-getting typefaces and type arrangement here because it must be assumed that advertisement article lead-ins compete with each other.



Bell System
American Telephone & Telegraph
and Associated Companies

Right

Bell System Blue

Bell System Blue

Blue as a tradition.

Use of a blue emblem on a white background is a tradition that started when the first seal was designed in the late 1880's. This general color scheme has been used extensively ever since, especially on public telephone signs and on motor vehicle decals. As a result, blue and white have long been the Bell System's "official" and traditional corporate colors, both to telephone employees and to the general public.

Need for a standard.

Until now, however, there have never been standards or any artistic guidelines for the blue used for the Bell seal. Some blues used in the past were so dark they were often mistaken for black. Other blues were light and powdery and often presented a faded, washed-out appearance. Other colors in the blue family ranged from near-purple to turquoise and were of every intensity. Since it is both desirable and appropriate to continue the "Bell blue" tradition, one standard but extremely versatile shade of blue is needed to help give consistency to our overall corporate look.

Use of Bell blue.

The new Bell blue is intended primarily for use in company signatures as a second color for the seal. Use of Bell blue for the seal should be strongly considered whenever a company wants to show the official corporate color scheme in formal and semi-formal applications, such as letterheads, treasury forms, customer statements, buildings and the annual report.

Bell blue may be used for an entire signature when appropriate, but the seal will function more effectively as a dominant flash-recognition device if Bell blue is limited to the seal.

In addition to its use in a signature, Bell blue may be used (as a solid or a percentage-tint) elsewhere in layouts or body copy as an accent color -- wherever additional use of the color will be tasteful and appropriate. (Indiscriminate use of Bell blue is not sought, however.)

Use of
other colors.

Exclusive use of Bell blue is not a rigid standard for all signatures by any means. There will be frequent need to show the seal in black (in local and national advertising, for example). There will also be occasional need to use the seal in other shades of blue as well as orange, yellow, green, gold (on motor vehicles), and so on. However, when a second color is needed, it is hoped that Bell blue will be the frequent choice.

Characteristics of
Bell blue.

Designed for use with white

The new Bell blue works best in contrast with white. (As a result, maximum use can be made of it in most Bell System printed matter.)

When a Bell blue seal is going to appear against backgrounds other than white, such as brown, green, gray or yellow, color adjustments must be made so that the resulting blue will be in the correct value. The amount of adjustment necessary is left to the printer or designer.

Hue

The hue of Bell blue is as close to a pure blue as possible -- it is neither on the red nor the green side of blue.

Value

The new Bell blue is very versatile. It provides excellent contrast when used with white but at the same time is light enough so that black type as an overprint can easily be read. Its value (lightness or darkness) is equivalent to a #6 gray in a scale of ten grays, from black to white.

The Bell blue
formulas.

The new Bell blue has special printing ink formulas for use on paper with coated and uncoated finishes:

COATED PAPER

PMS Process Blue 6½ Parts
PMS Reflex Blue 1½ Parts
PMS Transparent White 8 Parts

UNCOATED PAPER

PMS Process Blue 24 Parts
PMS Rhodamine Red ¼ Part

The Bell blue formulas.
(cont.)

The formulas differ slightly to allow for the differences in ink absorption on the two basic types of paper and so that the Bell blue on coated and uncoated papers will match each other in appearance. The formulas are part of a standard color matching system developed by Pantone, Inc., New York City, and in widespread use throughout the country. ("PMS" in the formulas stands for "Pantone Matching System.") The ingredients for the formulas are available from over 45 printing ink manufacturers in the larger cities. (Each company coordinator has a list of these firms.)

Included in this section are perforated color samples of the Bell blue (on both coated and uncoated stocks), which can be furnished to designers, printers, painters and manufacturers for reference. These samples have been printed under carefully controlled conditions to maintain maximum fidelity.

In addition, large 13" x 20" sheets of uncoated Bell blue color paper are available to Bell System designers and art directors for general layout, design, and planning purposes. These sheets may be obtained through Supervisor of Drafting, AT&T Co., 195 Broadway, Room 2710, New York, N.Y. 10007. Area Code 212 393-3158.

Bell blue:
tints and halftones.

Also included in this section are pages of examples of halftones on solid Bell blue and on various percentage tints of Bell blue. These illustrate ways of achieving a variety of interest with Bell blue, but only when the blue is used as an accent color. Bell blue tints should never be used in company signatures, however, because tints of Bell blue and black halftone overprints always change the true value of the color.

The Bell seal when shown in Bell blue must always be in solid blue.

BELL SYSTEM BLUE

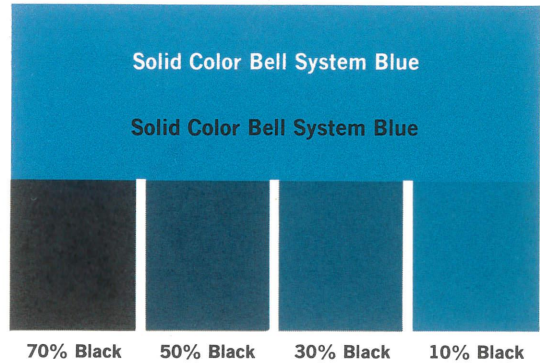
UNCOATED PAPER

Each exhibit illustrates:

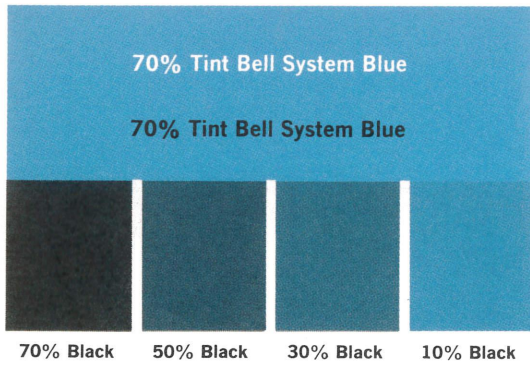
Reverse and positive effects of small size type with Bell blue (top half).

Overprinting with black percentage tints (in 133 line screen on bottom).

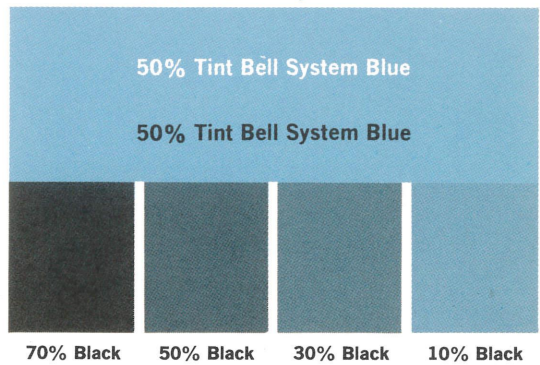
Solid Color Bell System Blue



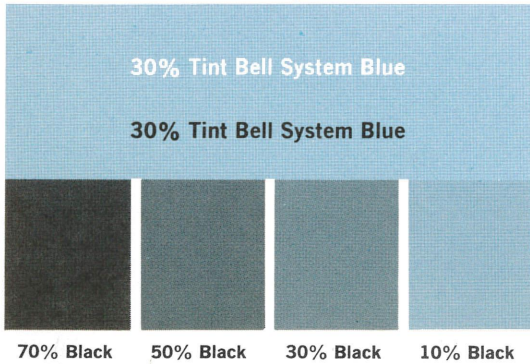
70% Tint Bell System Blue



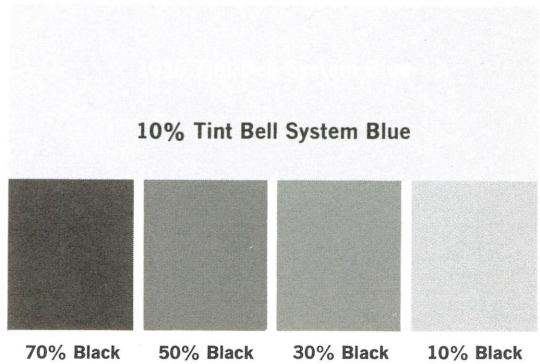
50% Tint Bell System Blue

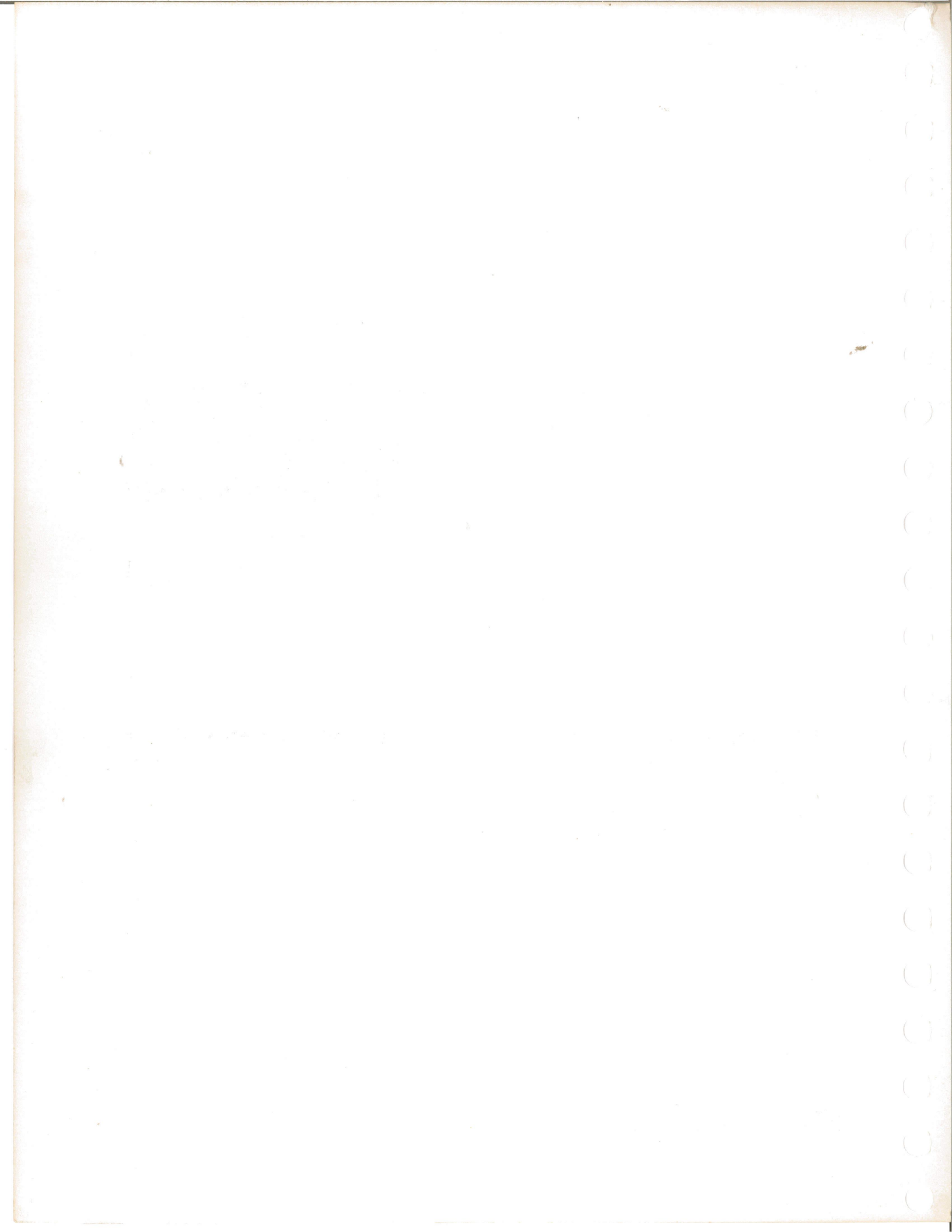


30% Tint Bell System Blue



10% Tint Bell System Blue





BELL SYSTEM BLUE

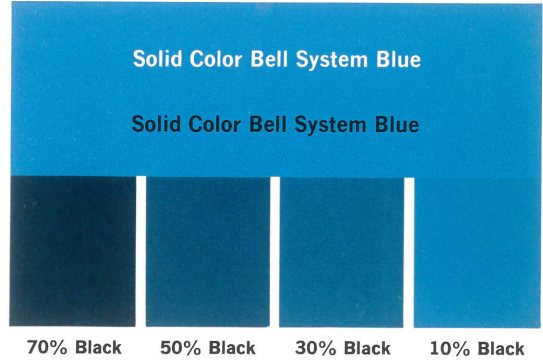
COATED PAPER

Each exhibit illustrates:

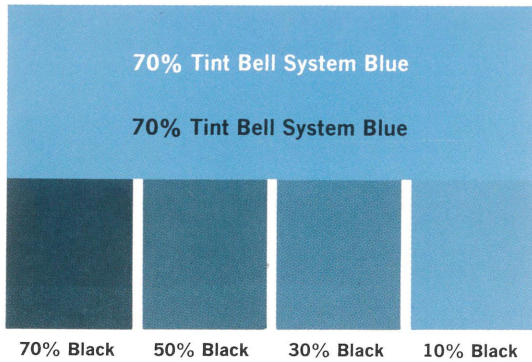
Reverse and positive effects of small size type with Bell blue (top half).

Overprinting with black percentage tints (in 133 line screen on bottom).

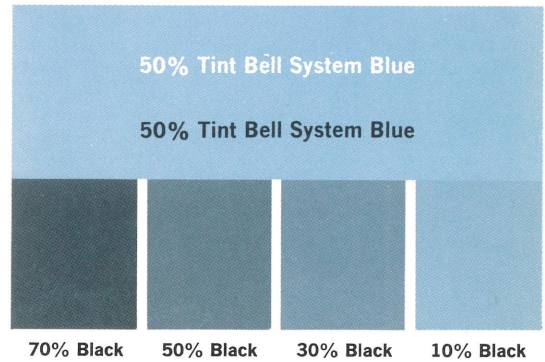
Solid Color Bell System Blue



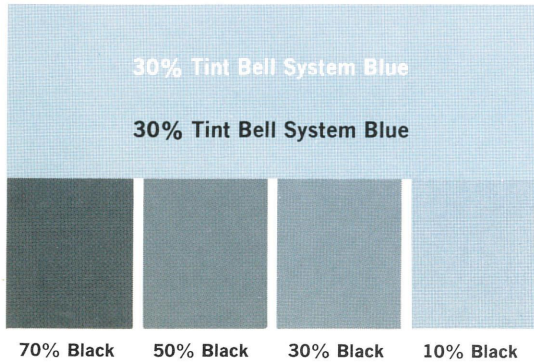
70% Tint Bell System Blue



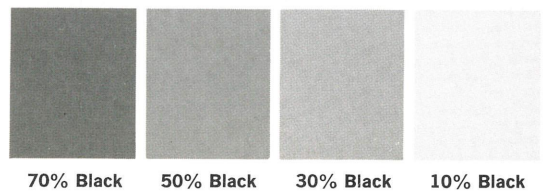
50% Tint Bell System Blue

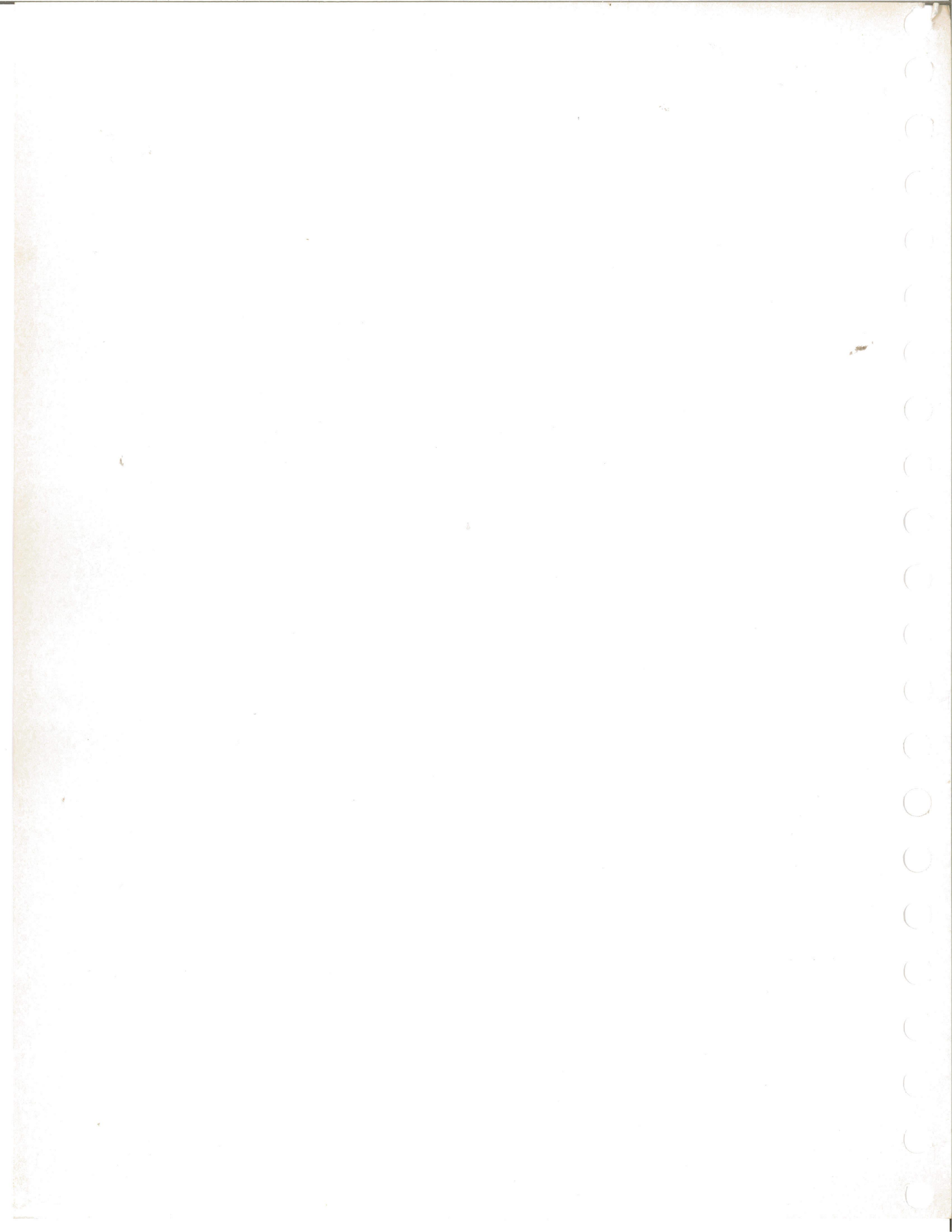


30% Tint Bell System Blue



10% Tint Bell System Blue







Bell System Blue

COATED PAPER

Every color reproduction should visually match this sample. The formula below is for use when mixing printing inks:

PMS Process Blue 6½ Parts
PMS Reflex Blue 1½ Parts
PMS Transparent White 8 Parts

May 1965



Bell System Blue

COATED PAPER

Every color reproduction should visually match this sample. The formula below is for use when mixing printing inks:

PMS Process Blue 6½ Parts
PMS Reflex Blue 1½ Parts
PMS Transparent White 8 Parts

May 1965



Bell System Blue

COATED PAPER

Every color reproduction should visually match this sample. The formula below is for use when mixing printing inks:

PMS Process Blue 6½ Parts
PMS Reflex Blue 1½ Parts
PMS Transparent White 8 Parts

May 1965



Bell System Blue

COATED PAPER

Every color reproduction should visually match this sample. The formula below is for use when mixing printing inks:

PMS Process Blue 6½ Parts
PMS Reflex Blue 1½ Parts
PMS Transparent White 8 Parts

May 1965



Bell System Blue

COATED PAPER

Every color reproduction should visually match this sample. The formula below is for use when mixing printing inks:

PMS Process Blue 6½ Parts
PMS Reflex Blue 1½ Parts
PMS Transparent White 8 Parts

May 1965



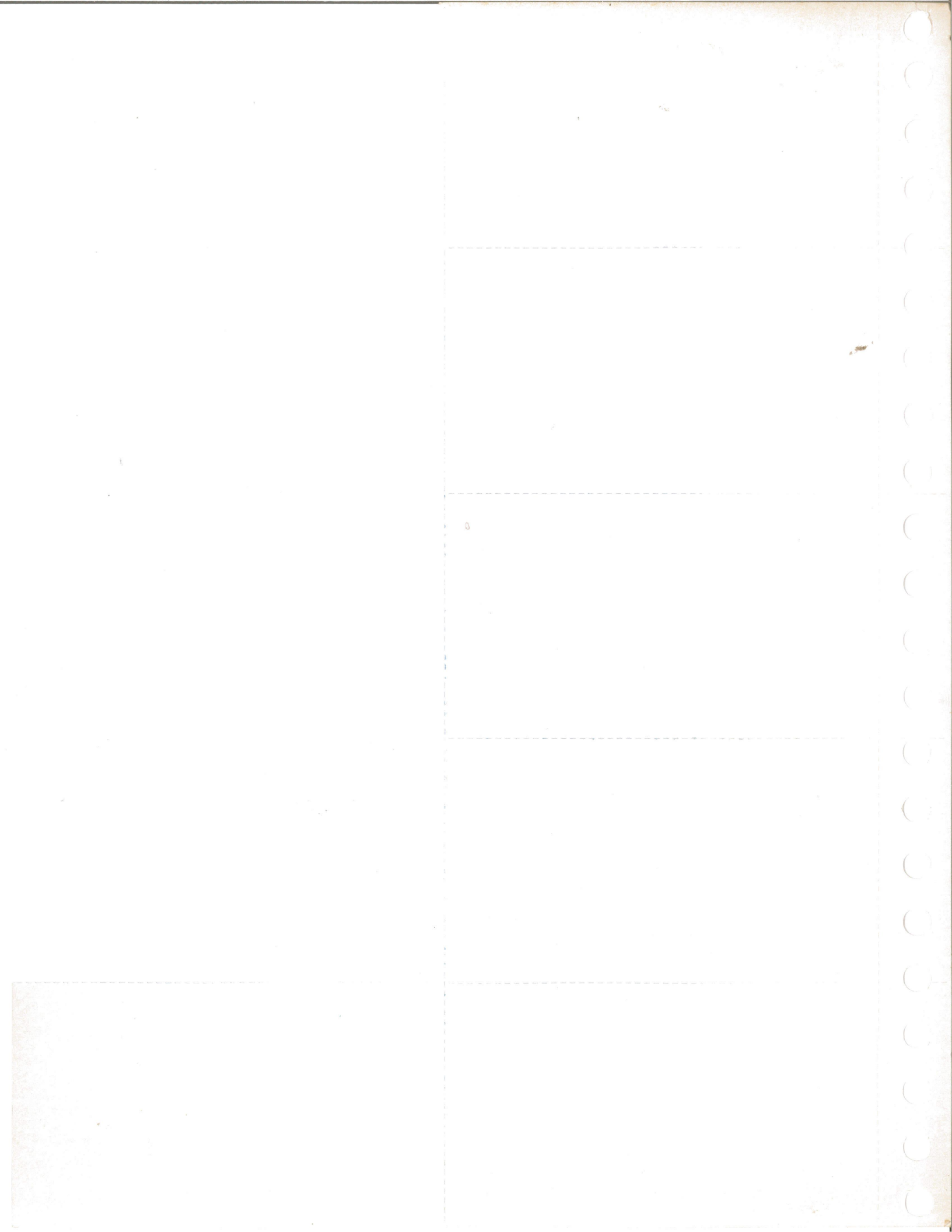
Bell System Blue

COATED PAPER

Every color reproduction should visually match this sample. The formula below is for use when mixing printing inks:

PMS Process Blue 6½ Parts
PMS Reflex Blue 1½ Parts
PMS Transparent White 8 Parts

May 1965



BELL SYSTEM BLUE

The examples on this page show how versatile and attractive Bell blue can be when used as an accent color in one and two-color printing



133 screen blue halftone



133 screen black halftone over solid blue



133 screen black halftone over 70% blue



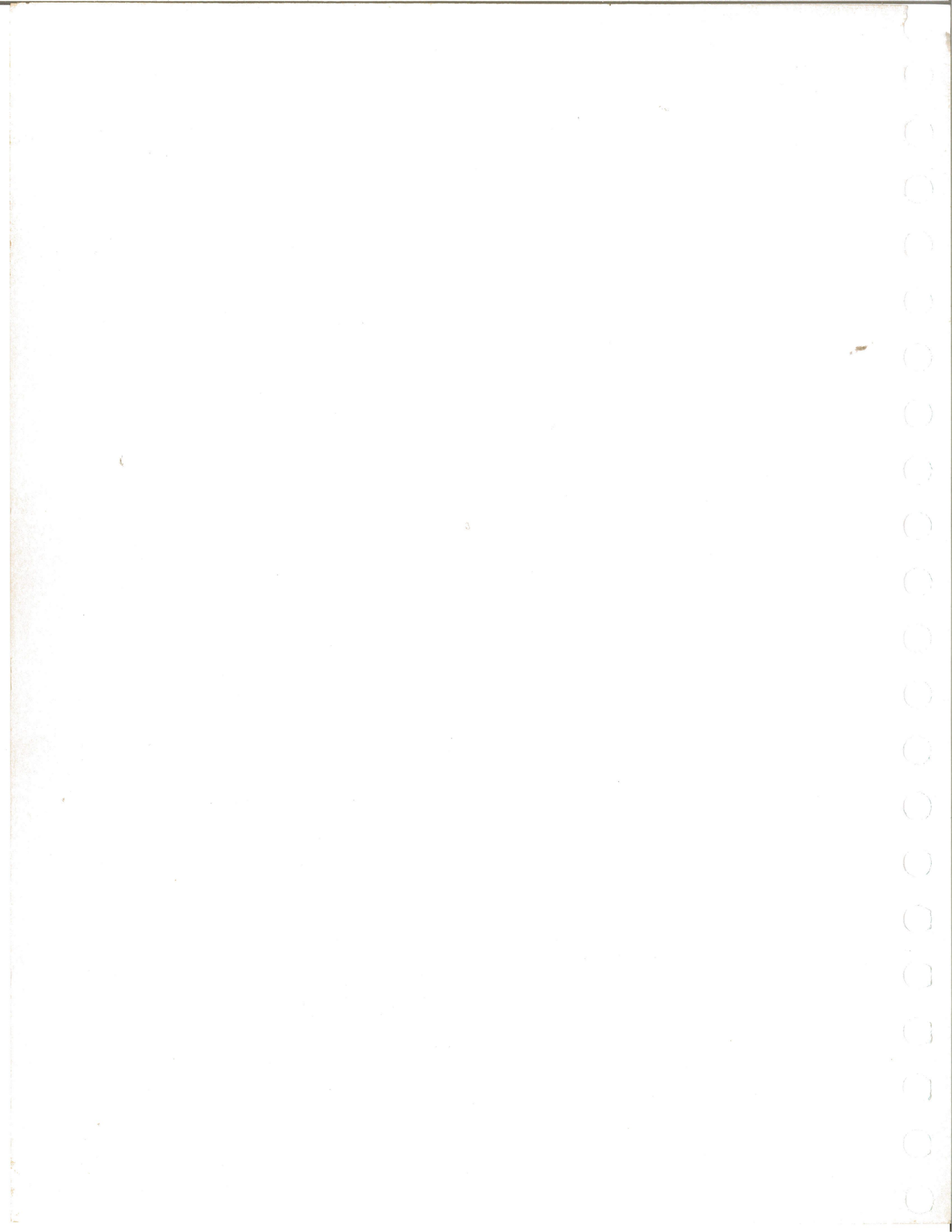
133 screen black halftone over 50% blue



133 screen black halftone over 30% blue



Duotone



Building Identification

General.

Bell System buildings should state clearly, simply, tastefully, and consistently to whom the building belongs.

These guidelines, faithfully adhered to, will result in Bell System buildings bearing a family resemblance to each other, regardless of the graphic problems posed by each distinctive exterior. The public will be able to identify our buildings more quickly, and will see a definite visual link in the identification of all our buildings, national advertising, directory covers, telephone signs, motor vehicles, monthly statements, and so on.

The responsibility for administering this program of flexible but consistent building graphics lies with the Building Engineering group and with the Coordinator of Corporate Identification in each company. Special problems in building signage, as in any other area of corporate identification, should be referred to the Coordinator. Outside designers and consultants should consider proper building identification a vital and necessary design element in Bell System architecture. Building identification should always be part of the early design concept and not done as an afterthought.

Buildings to be identified.

All buildings occupied by Bell System personnel or equipment should be clearly identified unless the building is to be kept inconspicuous for security reasons, or unless building identification is not permitted by local codes or ordinances.

Information to be shown.

Two types of information should always be shown on Bell System buildings:

1. The correct Bell seal
2. The company name

The following information may also be displayed:

1. The relationship of the company to the Bell System by use of the correct descriptive phrase, such as "Part of the Nationwide Bell System."
2. The purpose of the building, if appropriate, such as, "Business Office," "Garage," "Accounting Center," etc.

BUILDING IDENTIFICATION

The approved
Bell seal.

The approved Bell seal, which consists of a Bell and encircling ring, is the only seal to be used for building identification.



Changing the seal in any way, such as tilting the bell, changing the size or width of either the outer ring or the bell, or using more than one color on the seal, destroys the approved mark and the consistent look of the identification.

The seal should not be made into a "button" by permitting the background between the bell and the outer ring to differ visually from the building surface upon which the seal is placed.

When possible, the letters and rings on the bell should be the same color as the area between the bell and the ring and that outside the ring. However, it is generally impractical and expensive in three-dimensional signing to perforate the letters and lines of the bell and to mount all the resulting pieces so that the seal's shape is faithfully maintained and these areas should be routed and recesses as much as possible so that shadows will provide maximum definition and legibility.

No maps or other graphic shapes or devices should be used in or near the signature area.

Company names.

The words used in company names on buildings are to be selected by each company. As in other areas of identification, it is not necessary to include on buildings all the words in a company's legal corporate name. ("New York Telephone" would suffice for "New York Telephone Company".) On the other hand, the company name on a building ought to be complete enough so there is no doubt as to which telephone company owns (or occupies) the building. (For example, "Bell Telephone" is not a complete company name and should not be used in place of "The Bell Telephone Company of Pennsylvania".)

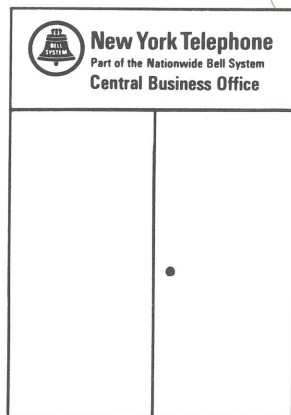
Descriptive phrases.

Explaining the relationship of an associated company or subsidiary to the Bell System by descriptive phrases, such as "Part of the Nationwide Bell System", is a key part of the total corporate identification program.

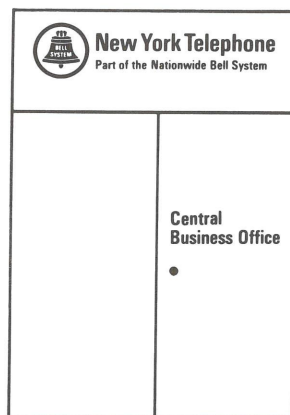
The normal size relationship between a descriptive phrase and a company name may cause the letters in the descriptive phrase to be too small to be legible except at very close range. The use of three-dimensional letters on rough textures may also cause the descriptive phrase to be relatively illegible. Nevertheless, these phrases should be used with company names wherever possible, in keeping with the spirit of the program.

The building's purpose.

The principal use of a building, whether it be primarily a central office building, a garage or an accounting center, may be indicated on or near the building entrance. The words that show this information should be as meaningful as possible to the public. These signs should not be a part of the company signature, but should be set apart. The same typography used for the company name (Univers 67) should be used in a smaller size to show the building's purpose.



Wrong



Right

The approved typography.

The approved typography for all Bell System company names and phrases on buildings is Univers 67 in upper and lower case letters.

There is a basic optical reason for this. Words made up of all capital letters are all of equal height and consequently, have no distinctive shapes. Tests, however, have shown that people tend to recognize words made up of upper and lower case letters more readily, because upper and lower case letters have ascenders and descenders which give to each word an individual and distinctive shape. Therefore, words set in upper and lower case letters offer faster and easier recognition.

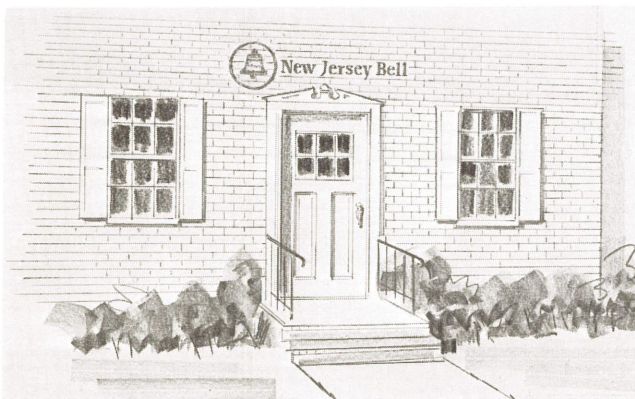
Telephone Company

Right

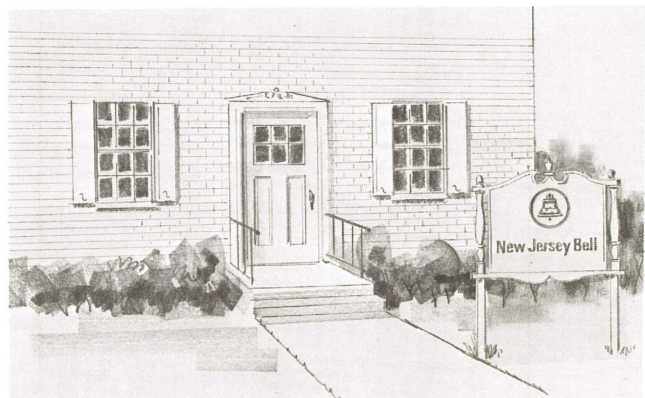
TELEPHONE COMPANY

Wrong

Univers 67 style lettering was selected because of its dignity and distinctiveness. It is one of the few styles that combines the classic form with the contemporary. For these reasons Univers 67 should be used in all Bell System building signs regardless of the architectural treatment of the building. Where special effects are desired, such as a colonial style sign in a traditional neighborhood or near or on a colonial architectural design building, the effect should be obtained in the basic format of the entire sign - not through the use of various styles of lettering.



Wrong



Right

Letter spacing.

To maintain dignity and consistency in the signatures, words should flow from one to the other and not read in staccato-like separate units.

Southwestern Bell Telephone Company

Wrong

Southwestern Bell Telephone Company

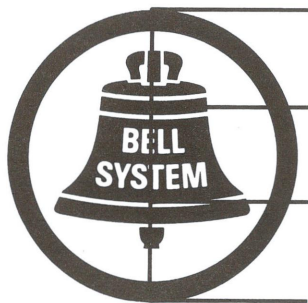
Right

Size relationships.

The Bell seal should always dominate a signature in which it is used because its specific function in a signature or layout is to act as a flash recognition device which draws attention to the company name. The function of an entire signature is to identify the company as part of a broad corporate system.

The size of the signature area in relation to the total area on the building facade is left to the discretion of the architectural designer. The only requisite is that the size of the signature and the overall design be tasteful and clearly visible.

Because the seal is emphasized in a signature, the diameter of the ring must be at least three times the size of the capital letters in the company name. The seal can, be of course, larger.



Bell System

The size relationship between a descriptive phrase and a company name is not definitely established. The phrase should be large enough to be legible although the capital letters should never be more than two-thirds the height of the capital letters in the company name.



New York Telephone
Part of the Nationwide Bell System

Color.

The corporate color scheme of the Bell System is Bell blue and white. Where blue and another approved color are combined in a signature, blue is to be confined to the seal, not blue for the company name and another color for the seal.

Permanent building identification generally will be conservative as far as color combinations are concerned. The approved colors for building identification are: Bell blue, white, charcoal gray, black, and natural metal colors such as aluminum, steel and bronze. Use of other colors in building identification is not sought or encouraged.

Right



New York Telephone
Part of the Nationwide Bell System

Right



New York Telephone
Part of the Nationwide Bell System

Right



New York Telephone
Part of the Nationwide Bell System

Wrong



New York Telephone
Part of the Nationwide Bell System

Wrong



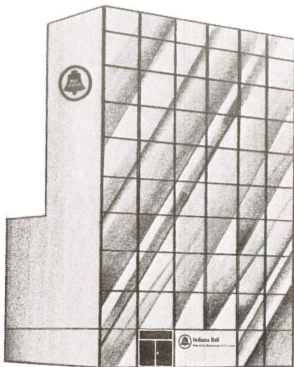
New York Telephone
Part of the Nationwide Bell System

Company signature considerations.

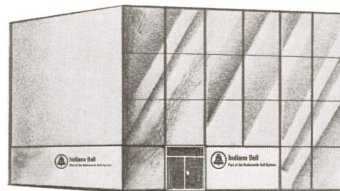
A company signature is a visual unit consisting of the seal, company name, and descriptive phrase placed in close proximity to one another. If the seal cannot be shown as part of the signature because of space or design limitations, it should at least be shown on the same face of the building as the rest of the signature and not around the corner from it.

Of course, some buildings should be identified with a complete signature on more than one side, especially if vehicle and pedestrian traffic approach the building from several directions.

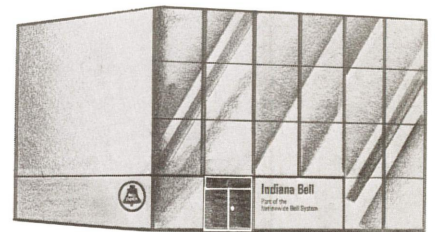
A high-rise building frequently poses special identification problems because it is often visible at a considerable distance. If the building has a tower too narrow to accommodate a complete company signature in an appropriate size for the viewing distance involved, a single Bell seal may be used in the space available as shown below. Additional identification may be shown on the same side of the building (closer to street level) if desirable and appropriate.



Right: complete signature shown on one side of building and special treatment for high-rise tower buildings.



Right: complete signatures shown on two sides of the building.



Wrong: seal here belongs with rest of signature on same side of building.

Multi-signature signs.

Some buildings and installations house personnel or equipment belonging to more than one Bell System company or subsidiary. If it is necessary to combine signatures in a single sign, the company occupying the greater portion of the building or site may be listed first, if appropriate.



Western Electric Company
Mountain States Telephone

Layout options for company signatures.

The signatures which follow show some of the various acceptable layout options. Flexibility has been built into these formats so that the designer can use the signature in the space allowed as the signature area. Company names can be set in one line, stacked vertically, or set flush right or flush left, and the seal can be related to the names above or below, or to the right or left.

**Ohio
Bell**
Part of the
Nationwide
Bell System



Ohio Bell
Part of the Nationwide Bell System



**Ohio
Bell**
Part of the
Nationwide
Bell System



**Ohio
Bell**
Part of the
Nationwide
Bell System

The Bell seal should never split a company name or descriptive phrase in two. However, these two elements may be separated from each other by the seal.

Ohio  **Bell**
Part of the Nationwide Bell System

Wrong



**Ohio
Bell**
Part of the
Nationwide
Bell System

Right

Four types of building signs.

Four basic signs may be used in identifying buildings:

1. Three-dimensional signs in which individual seals and letters are mounted on a building facade or on a panel which is mounted on the building facade.
2. Plaques which are mounted as one unit on building facades.
3. Free-standing signs, which are placed at key locations on building sites but not mounted on the buildings themselves.
4. Special signs for unusual situations.



1



2



3



4

Three-dimensional seals and letters.

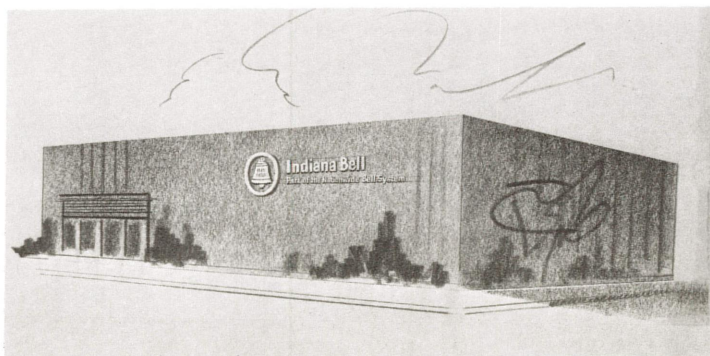
In general, three-dimensional seals and letters are preferred to two-dimensional signs for building identification because they provide a feeling of dignity, quality, and permanence. However, three-dimensional signing is relatively more expensive, and effective use of such signing is of maximum importance.

Careful consideration should be given to vantage points and viewing distances, light conditions (sunlight vs. shade and night lighting), pedestrian and vehicular traffic flow (moving past or coming at the building), and existing and potential viewing obstructions (such as newly planted shrubbery or trees).

For maximum visibility, light colored signs should be placed on dark backgrounds (such as dark brick, dark terrazzo, or dark paint). Although they may be placed anywhere on buildings with dark walls, the shady side offers soft shadows and provides maximum contrast for this type of sign. On the sunny side of a building the shadows, being dark in themselves, will tend to melt into the dark background, leaving the light colored stainless steel or aluminum with good contrast.



Right



Right

Three-dimensional
seals and letters.
(cont.)

If possible, dark colored sign elements should be placed on the shady side of a light colored building. In bright sunlight, dark seals and letters may cast sharp shadows on light backgrounds, often causing the seal and company name to be obliterated.

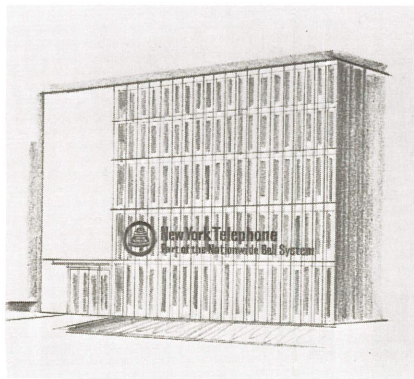
A sign mounted too far away from a building wall can form shadows which make the sign almost illegible. Flush mounting, on the other hand, causes corrosion and dirt to streak the facade after a short time. The ideal maximum distance in mounting three-dimensional elements is equivalent to half the width of the ring of the seal.



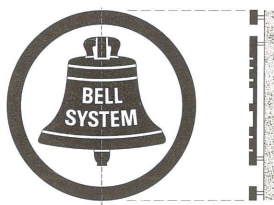
Wrong



Wrong



Wrong

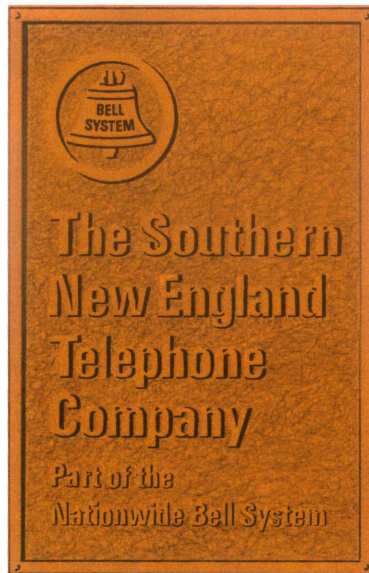


The ideal maximum distance in mounting three-dimensional elements is equivalent to half the width of the ring of the seal, as shown.

Plaques.

Signs with seals and letters individually mounted on a facade do not lend themselves to all types of architecture nor to all buildings. For example, small buildings, buildings in remote locations, and those located in residential neighborhoods need more modest signs. In such cases, plaques are ideal.

Plaques may be of any suitable material. In all cases the format must include the approved seal and company name in Univers 67 type face. Since plaques usually are mounted at eye level, it is recommended that the approved descriptive phrase also be included.



It is recommended that three-dimensional elements and two-dimensional elements not be used on the same plaque.

Free-standing signs.

When a texture, shape or some other characteristic of a building face provides an undesirable background for a sign on the facade, or when the building is set so far back from the street or road that signs on the building itself would not be readily seen, a free-standing two or three-dimensional sign may be the best solution. These signs should adhere to one of three preferred color formats.

-a Bell-blue seal and charcoal gray letters on a white background.

-a Bell-blue seal and white letters on a charcoal gray background.

-a white seal and white letters on a Bell-blue background

Other color combinations will only create an unnecessary variety in the corporate identification program.

Free-standing signs should be placed with special consideration given to vantage points, traffic flow and distance viewing.

A two-dimensional Bell seal should never be made to look three-dimensional.



Interior

Lit



Painted



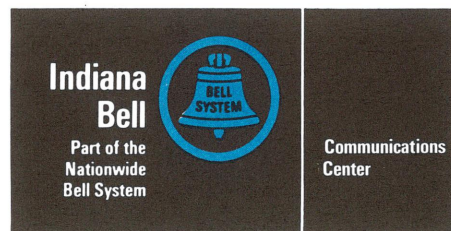
Painted or three-dimensional elements

Special signs.

There are buildings throughout the Bell System which may not be large enough to warrant placques or three-dimensional signs and which may not have enough surrounding landscape to utilize large free-standing signs. Many of these buildings will nevertheless require small facade or entrance signs. These signs may be in two or three dimensions and of any suitable material. They should be prepared in one of the three color formats prescribed for free-standing signs:

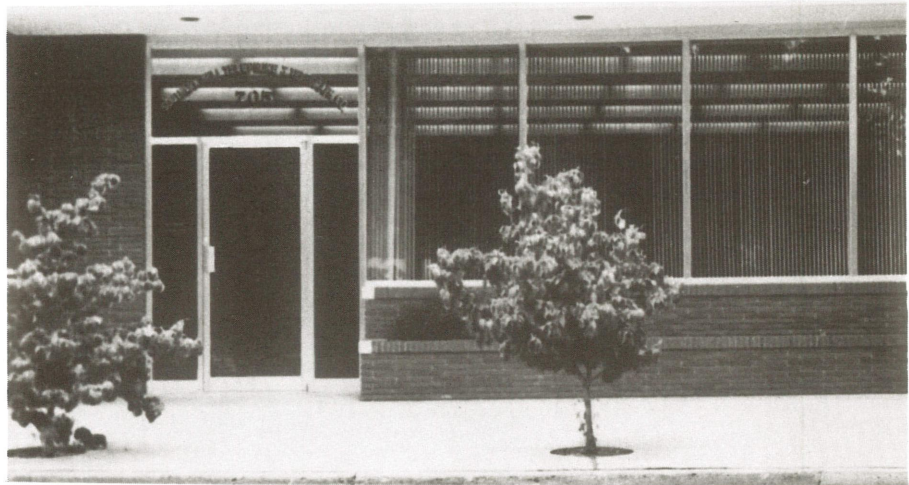
- a Bell-blue seal and charcoal gray lettering on a white background
- a Bell-blue seal and white letters on a charcoal gray background
- a white seal and white letters on a Bell-blue background

Other color combinations are unnecessary and should be avoided.



Signs on glass.

Signs on windows and glass doors can pose special problems because of reflections and possible show-through of the backgrounds behind the glass. The sign colors (Bell blue, white, gold, aluminum, and charcoal gray) should be chosen after reflections and backgrounds have been studied. Controlled background may be desirable and should receive careful consideration. Pressure sensitive film seals, Company name and descriptive phrase strips or hand painted signs are suitable for identification on glass.



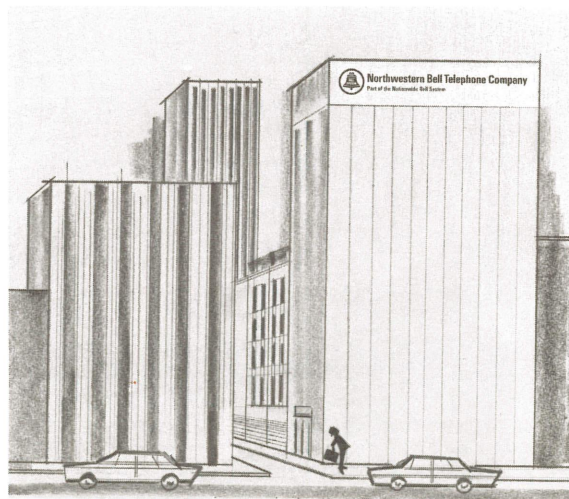
Wrong (poor legibility because of background show-through)



Right (background has been successfully controlled)

Size and location
of building signs.

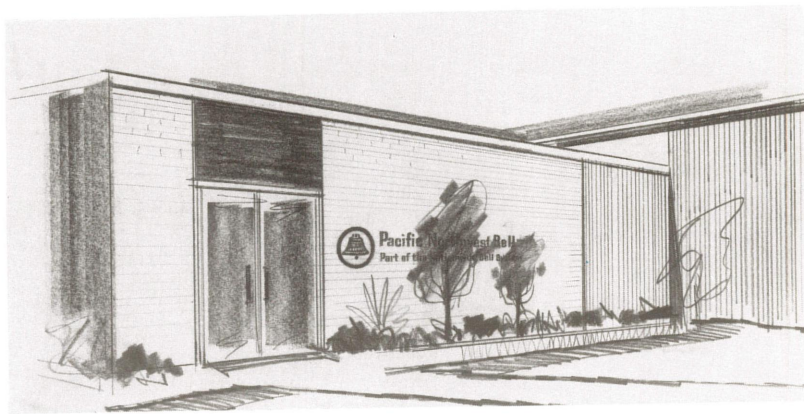
The size of a sign should be considered in terms of vantage points and viewing distances. The sign should be large enough to be read easily, but small enough so that it can be taken in at one glance. A sign fifty feet long that can be seen only from the sidewalk directly in front of the building is ineffective. A sign too high on a building to be read from street level is also ineffective unless supplemented with an additional signature at a lower level. If the entire sign can not be seen and read, a great deal of money has been wasted on building identification.



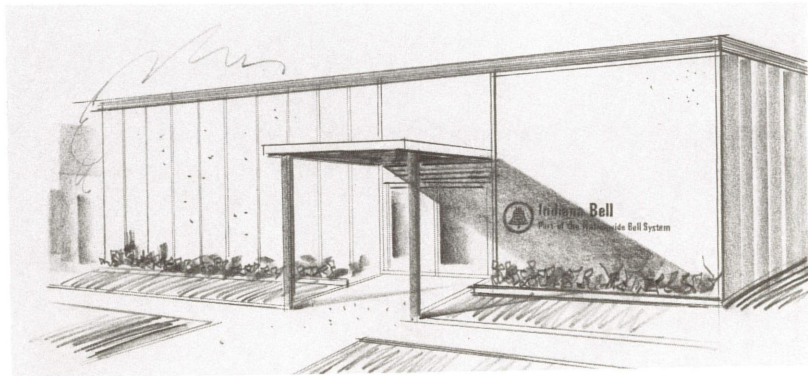
Wrong

Size and location
of building signs
(cont.).

Obstructions to viewing a sign from various vantage points should also be considered. A sign that is unwittingly placed too close to nearby trees or shrubbery in the winter may be partially hidden by foliage the next summer. Sharp shadows cast by overhanging or adjacent architectural elements may cut across a sign and obliterate it.



Wrong

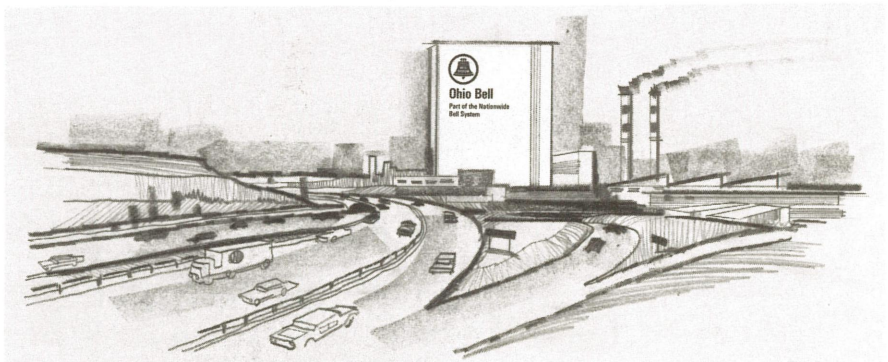
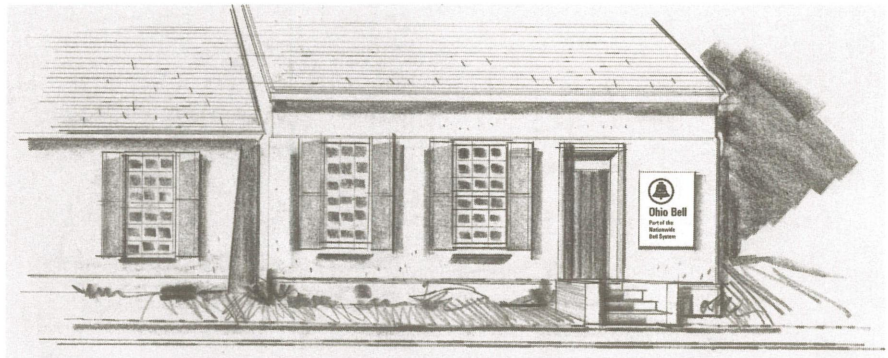


Wrong

Unless it is otherwise impossible, final agreement on the design and layout of building identification should not be made from architects' renderings or photographs. Each site should be visited and the vantage points and viewing distances of all proposed signs for a building should be studied. Mistakes in building signing are expensive to correct!

Traffic flow.

Studies of the direction and amount of traffic flowing past a building should be made. If the majority of people are walking past a building, the sign should be smaller and more reserved than when most of the viewers are driving past. Signs should also be placed in a position from which they can be seen clearly and at a distance by traffic moving towards the building.

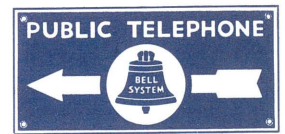


Coin Telephone Signs

Coin Telephone Signs

Introduction.

The first Bell seal appeared in the 1880's to advertise and identify public telephone installations. Since that time the seal, in many forms, has symbolized and identified public telephones.



But the communications industry has grown and diversified in recent years and we now use the Bell seal as a corporate mark identifying all Bell System products and services. Since the seal has been standardized into a graphically stronger mark which replaces all earlier versions, there are strong legal reasons (as well as marketing and public relations considerations) why present coin telephone signs, showing the seal incorrectly, should be replaced as quickly as practicable.

At present a visual hodgepodge of our own creation exists in coin telephone signing. This has prevented all Bell System coin telephones from having the unified appearance of a nationwide service. An examination of our coin locations across the country reveals an unnecessary variety of signs, many of which are garish, crude, hard to read, mutilated and in need of replacement, poorly placed or nonexistent. New graphic standards for coin telephone signs and a coin telephone signing program are clearly called for.

Objectives of the program.

The objectives of the new program for coin telephone signing are to:

1. establish graphic standards for a new and uniform family look in all coin telephone signing,
2. insure that current signs, especially those showing incorrect forms of the Bell seal, are phased out and replaced by new signs in an orderly way,
3. create a system for more tasteful and effective sign placement, and
4. indicate clearly that our coin telephone installations are a Bell System service.

Advantages.

Some of the most obvious advantages of such a program are:

1. improved customer recognition of our signs and coin telephone locations,
2. a positive reduction in the variety of visual clutter across the country, and
3. improved public service image for the Bell System and associated companies.

The role of corporate identification.

For the reasons stated previously, it is inappropriate and misleading for the Bell seal to continue to be the primary graphic element on all coin telephone signs. However, it is important for customers to know when they are using Bell System equipment and getting Bell System service. Therefore, coin telephone installations will display the Bell seal as shown in the following pages.

Design
elements.

The new coin telephone signs have been designed to be simple, legible from a distance, distinctive (by use of a graphic symbol), attractive, and consistent in appearance.

The design elements common to approved Bell System coin telephone signs are:

1. a vertical handset symbol,
2. the word "phone,"
3. the colors Bell blue and white, and
4. the Bell seal (on booth panels and booth cards).

As will be shown later, signs in certain applications, using only two or three of these elements, are also acceptable.

The handset symbol is already in widespread use in Europe and in parts of this country and hence has instant recognition value. The word "phone" is shorter and more colloquial than "Public Telephone." In addition to "phone," other words and phrases, such as "phone 1 mile" and "phone from car," may be used as appropriate.

Shapes, sizes,
and materials.

Shape is not included as a basic design element because several different shapes will be necessary to give the program maximum flexibility, as will be covered later.

Signs will also vary in size and may change as local needs or regulations change.

Materials may consist of any durable metal, wood, glass, plastic, or synthetic, and finishes may consist of paint, baked enamel, dye, ink, etc. -- as long as maximum permanency is achieved and the colors do not streak, peel, or fade.

Special problems.

A special problem exists because our signs frequently appear on customer-owned property. Since we do not pay for the space occupied by these signs, telephone company representatives must always ask permission to place, replace, or remove coin telephone signs.

In cases where a landlord or property owner is reluctant for us to change a sign, the advantages of the new Bell System signing program should be emphasized. Signs which are graphically consistent and well-placed will more easily attract the attention of people wanting to use coin telephones.

Removal of signs.

It is a disservice to the public to allow coin telephone signs to remain in place after the telephones themselves have been permanently removed, such as from buildings about to be condemned or torn down. Telephone employees should be alert to such instances and should either remove these signs or report the situation so that someone else can remove them.

Three major areas
of signing.

There are three major areas of coin telephone signing:

1. signs showing location and direction,
2. signs on booths, and
3. signs and markings on and near telephone instruments.

1. Signs showing location and direction.

The standard locational signs are shown below.



They are square or round in shape, Bell blue and white in color, and can be used in both illuminated and non-illuminated applications.

Non-illuminated applications.

These basic signs will be used most frequently in non-illuminated applications. Their presence will mean that a coin telephone is inside (a store or building) or nearby.



Right: acceptable



Right: preferred because of better visibility

Signs should also be placed for maximum viewing effectiveness so that the likelihood of additional visual competition is kept to a minimum.



Wrong: poor placement



Right: better placement

Non-illuminated applications.
(cont.)

Vantage points and viewing distances should also be considered in placing these signs.



Poor placement: sign is visible from too small a viewing angle



Better placement: sign is visible from a wider angle

Care should always be taken to place signs at right angles; they should never be tilted, bent, or angled.



Wrong



Wrong

COIN TELEPHONE SIGNS

Non-illuminated
applications.
(cont.)

Redundant signing should be avoided.



Wrong



Wrong

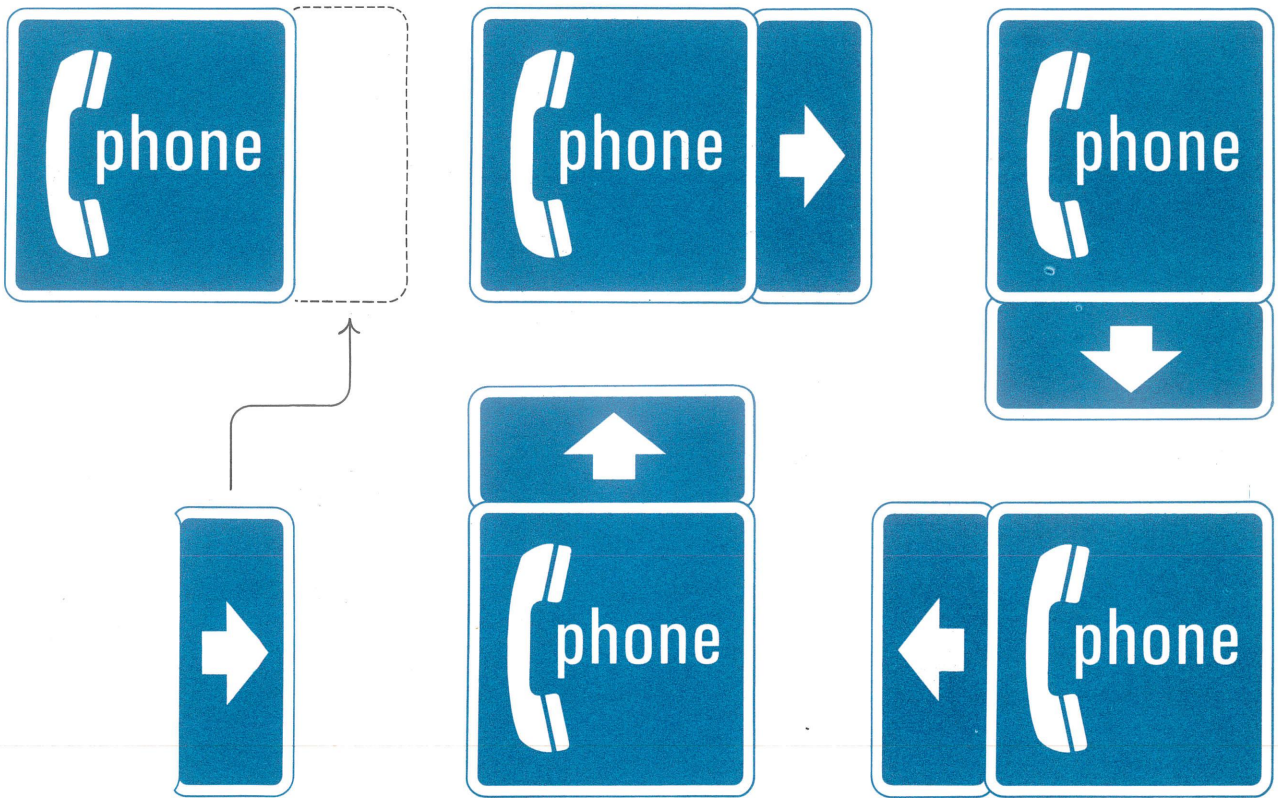
However, multiple signing is permissible if, after considering the vantage points and viewing distances, it appears to be the best method of guiding users progressively to a coin telephone installation, as shown below.



Right

Variations.

Signs showing the four directions (right, left, above, and below) can be easily created by fastening the arrow shown below to one of the four sides of the basic square sign. These directional signs must always be placed at right angles to the floor, ceiling, or level ground. They must never be tilted to point uphill or downhill.



No other pointed directional shapes or designs are acceptable.



Wrong



Wrong

Variations.
(cont.)

Horizontal rectangular signs, with designations as shown below, may be placed along roads and highways. Informational highway signs are nearly always required to be horizontal and to have no corporate advertising or trademark connotations. Color variations are permitted when necessary to conform to the regulations of certain highway commissions.



Illuminated applications.

The basic square design can be used as an illuminated sign in appropriate applications. In these cases, the sign will usually be unlighted during the day and lighted at night.

When lighted signs are used, it may also be necessary to use additional unlighted locational or directional signs to direct customers easily to the telephones.



Companies having an investment in illuminated signs which are circular or square can convert these signs to the new program by simply ordering new face panels and leaving the frames and electrical fixtures intact.

2. Signs on booths.

The most frequently used booth sign will appear as a panel or header at the outside top of the booth. These will be of varying sizes and can be lit or unlit. The sign will consist of a large Bell seal to the left of the word "phone" as shown below.

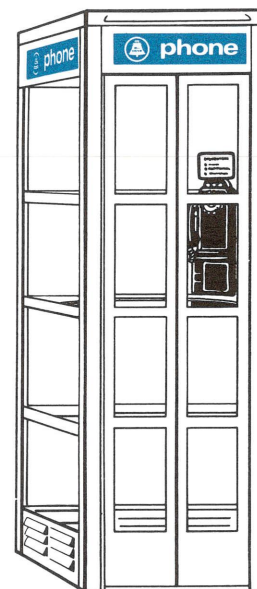


The preferred color combination consists of white characters on a Bell blue field as shown. Other color combinations may be specified if necessary so that the signs will blend into and harmonize with the environment.

Bell seals should not be used elsewhere on booth exteriors except in the top panels.



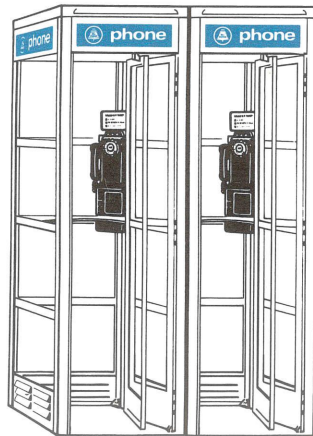
Wrong: seals should only appear in top panels.



Right

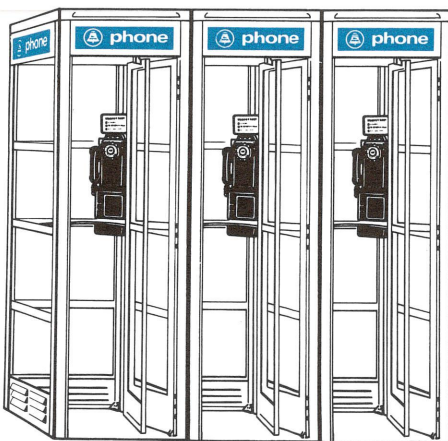
2. Signs on booths.
(cont.)

When booths are installed in groups of two, each booth header should carry the prescribed marking as shown.

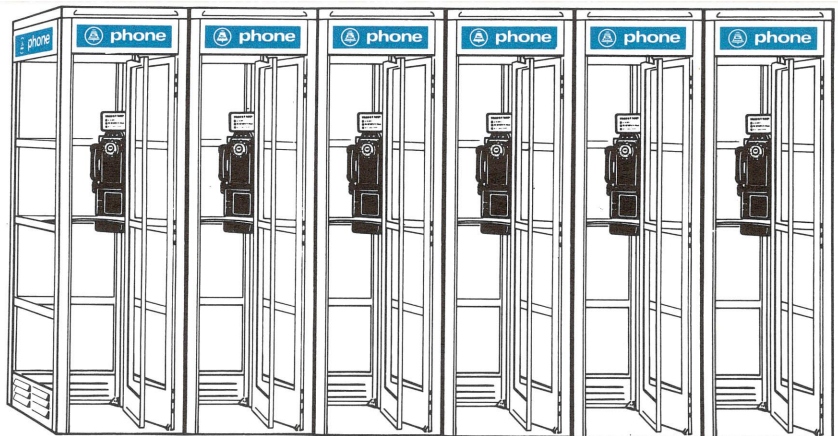


Right

But booths are often installed in groups of three or more, and repetitious markings result if care is not taken.



Wrong: repetitious markings

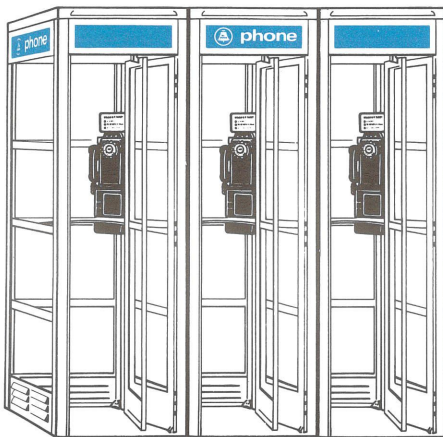


Wrong: repetitious markings

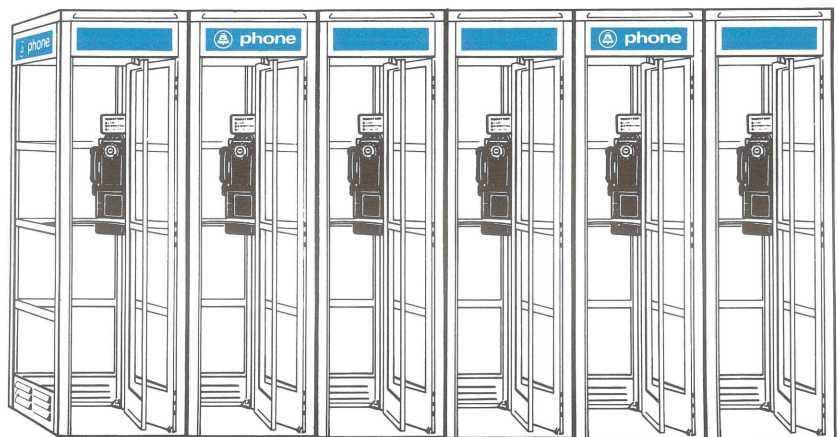
2. Signs on booths.
(cont.)

Booth panels in solid color having no copy should be alternated with the "phone" panels to minimize redundant marking situations.

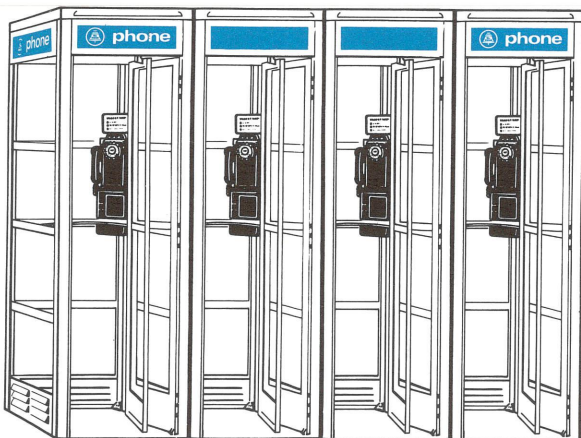
Because of viewing angles, some repetition will be necessary. Headers of three or more multiple booth installations should be marked as shown by the following system.



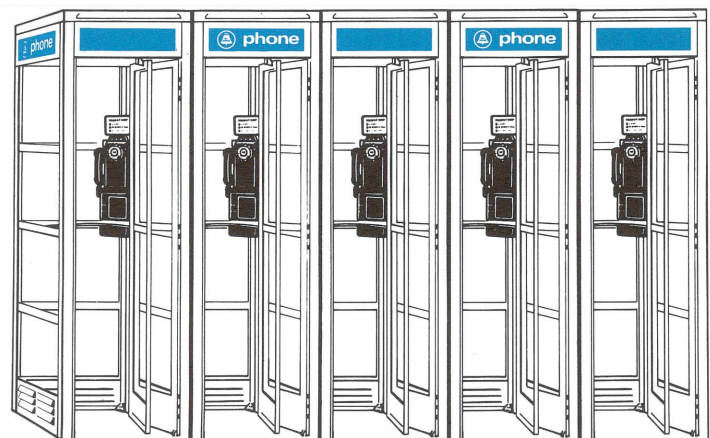
Correct markings for 3 booths



Correct markings for 6 booths



Correct markings for 4 booths



Correct markings for 5 booths

2. Signs on booths.
(cont.)

As an alternative to marking multiple booth installations along the headers as shown on the previous pages, one overall sign (illuminated or non-illuminated) can be placed on top instead. Note that with this arrangement the use of header markings results in redundant identification and should not be used.



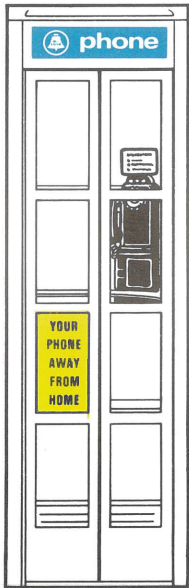
Correct alternative



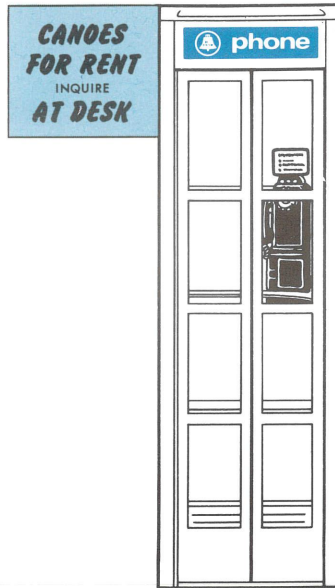
Wrong: redundant markings

2. Signs on booths.
(cont.)

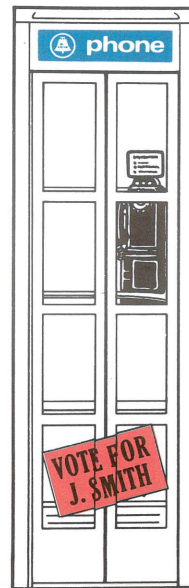
To keep coin telephone booths tastefully marked and to avoid a cluttered, unsightly appearance, no other signs (company or noncompany) should appear on coin telephone booths. If such signs now exist, they should be removed at once by a telephone company representative.



Wrong



Wrong



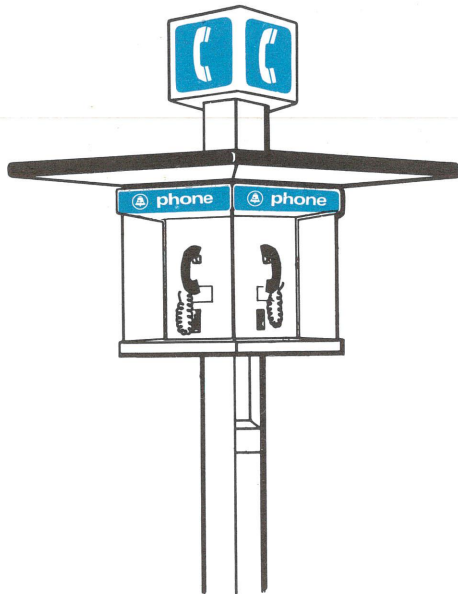
Wrong

Other booth applications.

Other coin telephone installations, such as walk-up and drive-up phones, should be marked clearly but tastefully, as shown below.



Suggested sign for portable booth unit



Suggested sign for walk-up island unit



Suggested sign for drive-up phone

3. Signs and markings on and near telephone instruments.

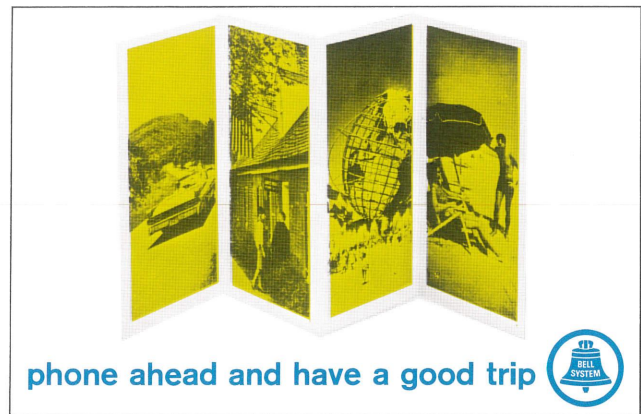
The third major area of coin telephone signing involves three distinct sub-areas -- advertising booth cards, coin telephone housings and customer instruction cards. These areas are covered in detail below.

Advertising booth cards.

Inside most Bell System telephone booths are built-in sign holders for 7" x 10 1/2" advertising cards. These cards should always display prominent corporate identification (a complete company signature or the Bell seal only) to let customers know they are using a Bell System phone.



Preferred booth card treatment - complete company signature used



Acceptable booth card treatment - use of Bell seal only


Coin telephone housings.

Future coin telephone housings will be stamped with the Bell seal during the manufacturing process for additional corporate identification.



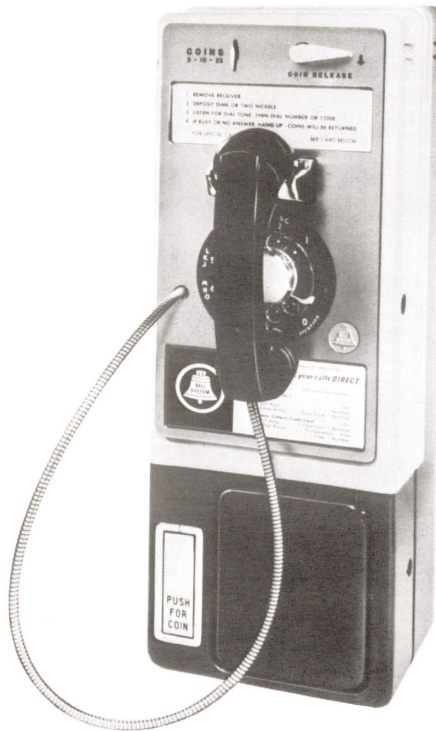
Customer instruction cards.

As a third means of obtaining corporate identification on or near existing coin telephones, a Bell seal should be used on all customer instruction cards when practical and when the legibility of the instructions will not be impaired.

<p>NOW this telephone is equipped for EXPANDED Direct Distance Dialing. Please dial ALL your calls</p> 	Remove Receiver - Deposit 10c • Listen for Dial Tone - Then Dial													
	<table border="0" style="width: 100%;"> <tr> <td>LOCAL CALLS</td> <td style="text-align: right;">DIAL</td> </tr> <tr> <td>Monticello, Liberty.....</td> <td style="text-align: right;">NUMBER</td> </tr> <tr> <td>Fallsburgh and White Lake.....</td> <td style="text-align: right;">NUMBER</td> </tr> </table>	LOCAL CALLS	DIAL	Monticello, Liberty.....	NUMBER	Fallsburgh and White Lake.....	NUMBER							
	LOCAL CALLS	DIAL												
	Monticello, Liberty.....	NUMBER												
	Fallsburgh and White Lake.....	NUMBER												
<table border="0" style="width: 100%;"> <tr> <td>LONG DISTANCE CALLS</td> <td style="text-align: right;">DIAL</td> </tr> <tr> <td>STATION</td> <td></td> </tr> <tr> <td> Within 914 Area</td> <td style="text-align: right;">1 + NUMBER</td> </tr> <tr> <td> Outside 914 Area</td> <td style="text-align: right;">1 + AREA CODE + NUMBER</td> </tr> <tr> <td>PERSON Within 914 Area</td> <td style="text-align: right;">0 + NUMBER (OPERATOR)</td> </tr> <tr> <td>COLLECT Outside 914 Area ...</td> <td style="text-align: right;">0 + AREA CODE + NUMBER (OPERATOR)</td> </tr> <tr> <td>CREDIT CARD</td> <td></td> </tr> </table>	LONG DISTANCE CALLS	DIAL	STATION		Within 914 Area	1 + NUMBER	Outside 914 Area	1 + AREA CODE + NUMBER	PERSON Within 914 Area	0 + NUMBER (OPERATOR)	COLLECT Outside 914 Area ...	0 + AREA CODE + NUMBER (OPERATOR)	CREDIT CARD	
LONG DISTANCE CALLS	DIAL													
STATION														
Within 914 Area	1 + NUMBER													
Outside 914 Area	1 + AREA CODE + NUMBER													
PERSON Within 914 Area	0 + NUMBER (OPERATOR)													
COLLECT Outside 914 Area ...	0 + AREA CODE + NUMBER (OPERATOR)													
CREDIT CARD														
<table border="0" style="width: 100%;"> <tr> <td>INFORMATION</td> <td style="text-align: right;">DIAL</td> </tr> <tr> <td>Sullivan County, Ellenville, Ketchikan</td> <td style="text-align: right;">411</td> </tr> <tr> <td>Other points within 914 Area</td> <td style="text-align: right;">1 + 555 - 1212</td> </tr> <tr> <td>Points outside 914 Area ..</td> <td style="text-align: right;">1 + AREA CODE + 555 - 1212</td> </tr> </table>	INFORMATION	DIAL	Sullivan County, Ellenville, Ketchikan	411	Other points within 914 Area	1 + 555 - 1212	Points outside 914 Area ..	1 + AREA CODE + 555 - 1212						
INFORMATION	DIAL													
Sullivan County, Ellenville, Ketchikan	411													
Other points within 914 Area	1 + 555 - 1212													
Points outside 914 Area ..	1 + AREA CODE + 555 - 1212													
<table border="0" style="width: 100%;"> <tr> <td>ASSISTANCE & TELEGRAMS</td> <td style="text-align: right;">O</td> </tr> <tr> <td>EMERGENCIES</td> <td style="text-align: right;">(Operator)</td> </tr> </table>	ASSISTANCE & TELEGRAMS	O	EMERGENCIES	(Operator)										
ASSISTANCE & TELEGRAMS	O													
EMERGENCIES	(Operator)													

Customer instruction
cards.
(cont.)

However, Bell seals should not appear on instruction cards when the cards are designed to fit into the face of the telephone housing and will repeat the identification on the housing. Redundant markings will result if judgment is not used.



Wrong: Bell seal on card not needed; too close to seal on housing.

Special customer requests.

We know from experience that there will be times when state and federal regulations or strong customer preferences will dictate variations from the standard design elements.

The requirement that corporate identification cannot be included on highway signs has already been mentioned on page 9. In addition, if the Bell blue and white color scheme is not in keeping with the colors used on the rest of the signs along highways, whatever colors will be acceptable may be used.

The same flexibility must exist in any such contact with customers. Requests for telephone signs to be in a special typography or color will most often be encountered in airport, hotel, and large public building lobbies where all signs commonly must conform to an architect's graphic standards for the entire area.

As a general rule, we can reserve for ourselves no prerogatives when special customer signs are in question. However, insofar as possible, we should try to preserve as many of the standard design elements as possible in these special signs so that a maximum of visual carry-over can occur for the customer.

Directory Covers

Directory Covers

Introduction.

Millions of customers refer to telephone directories every day. Each reference, however brief, is a subtle but tangible contact with the telephone company. Considered as a whole, the Bell System's 107 million directories are one of the most important forms of contact with customers the companies have. There are, then, important image aspects to directory covers.

Directory covers which are designed tastefully and thoughtfully make powerful and positive overall visual impressions on the public. The public relations opportunities afforded by directory covers are vast. If effectively harnessed, these opportunities can contribute greatly to our broad corporate goals. The Bell System, as the largest business organization in the world, has a responsibility to provide its customers with directories which are tasteful and attractive and which reflect favorably on the companies. This can be achieved on a nationwide basis with a few standard graphic design disciplines as guidelines.

The guidelines which follow are intended to establish a system for directory covers which will generate an impression of overall unity, quality, clarity and the impression that all our directories come from the same "publisher" - the Bell System.

Functions of directory covers.

Bell System directory covers have two major functions --

- 1) they should show clearly and simply certain basic information about the directory and the area covered, and
- 2) they should be tasteful and attractive enough to reflect positively on the company.

Past cover treatments have too often been ineffective because too much information has been crowded on them. Generally, the fewer the graphic elements a cover has (front or back), the greater the clarity and good taste that are likely to result. At the same time, restraint in the amount of information shown on covers (and effective presentation of that information) is vital to a successful Bell System directory cover program.

The concept of
the total cover.

Bell System companies should utilize the total outside cover (front, back and backbone) to achieve the greatest possible public relations and communications benefits from their directory covers.

In general, front covers should give basic information and should be reserved for whatever graphic design or artwork will best meet a company's customer relations and service objectives in a particular locality. Back covers should relate in visual format to front covers. And backbones should contain information that briefly identifies which and whose directory is inside. These three general directory cover areas will be covered in more detail in the following pages.

The front cover.

Since a directory is essentially a reference book like a dictionary or atlas, the front cover need only give basic information about the book and what's inside. This information or basic copy consists of:

WHO published the directory (the name of the Bell System associated company)

WHERE the area is that the directory serves (shown by naming the general area covered and the area code)

WHAT the publication is (so customers will know immediately it's a telephone directory, not a mail order catalog or a magazine, and whether it's a combined, a "White Pages only," or a "Yellow Pages only" directory)

WHEN the directory was published or the time for which it's to be used (so customers will know how current it is).

The front cover.
(cont.)

If only this basic copy is shown on the front cover of a directory, maximum space remains for creative designs or illustrations of local interest. As a result, clarity, simplicity and good taste are almost guaranteed by-products. Additional copy shown on the front cover will start to clutter the design.

For visual consistency, basic copy should always be presented in a standard top-to-bottom sequence shown in the six correct examples on the next page. The precise typographic arrangement is flexible, but the sequence of the basic copy should not vary. On front covers the Bell seal will always be the uppermost element, and the date of issue and Yellow Pages emblem will always follow the rest of the basic copy.

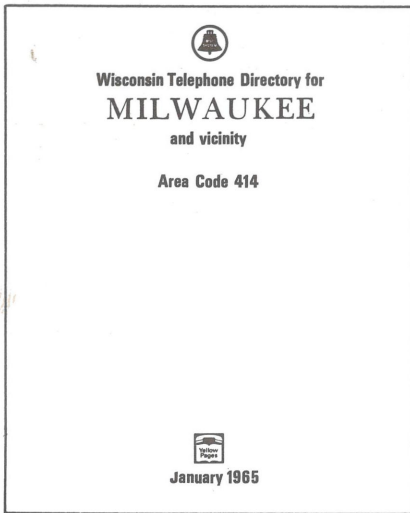
The Yellow Pages emblem should be used only on directories which contain Yellow Pages (see page 11).

The front cover.
(cont.)

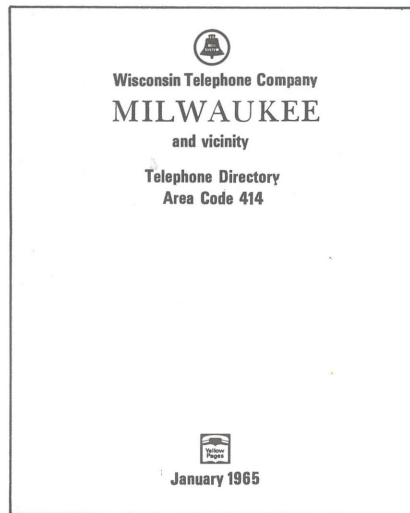
Note that there is one optional variation in displaying the basic copy -- the combination of the WHO and WHAT copy, as illustrated in examples 1, 3 and 5 (for example, saying "Wisconsin Telephone Directory for" as in #1, instead of "Wisconsin Telephone Company ... Telephone Directory" as in #2).

Sequence for showing the basic copy.

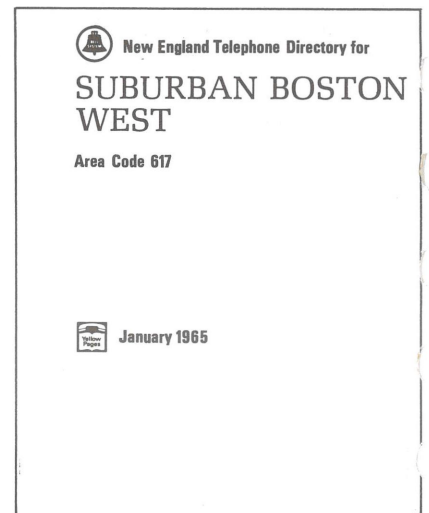
1



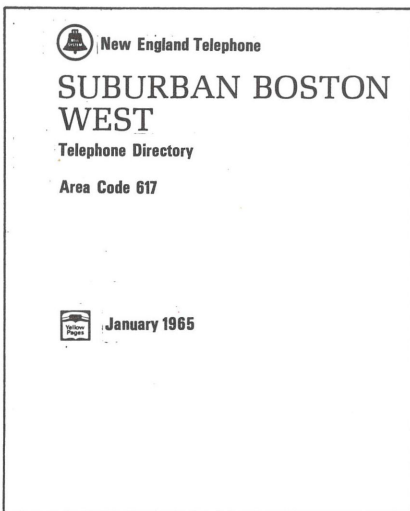
2



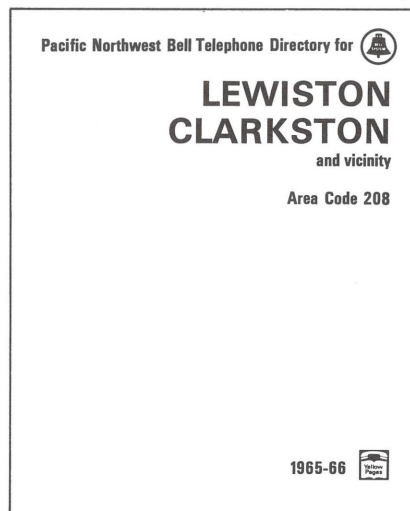
3



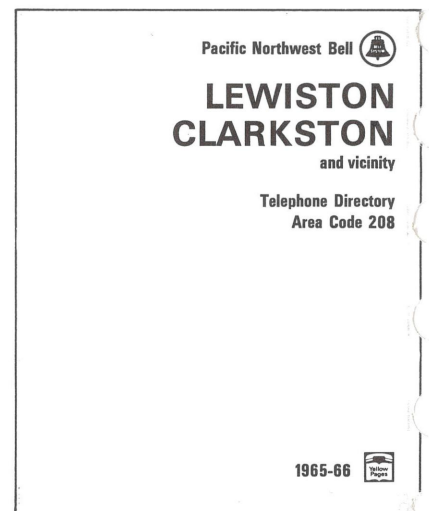
4



5



6



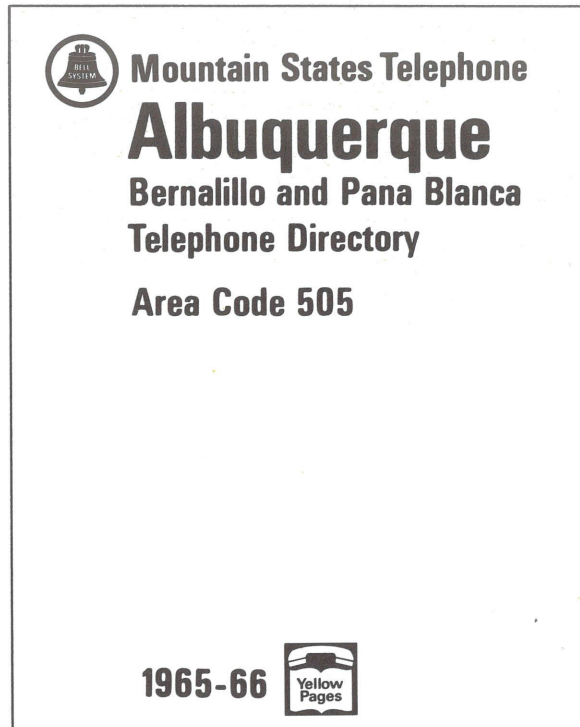
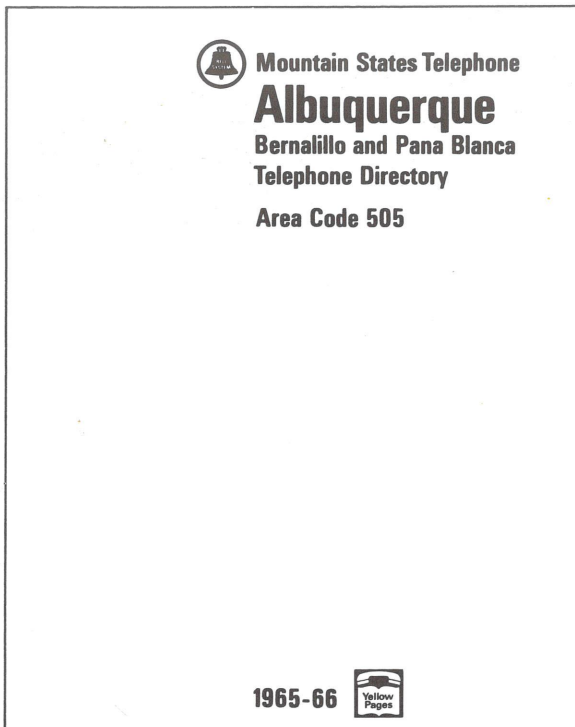
The front cover.
(cont.)

Typography

Only Univers 67, 57 or 47, in upper and lower case letters, should be used for company names, in proper conjunction with the Bell System seal. Because the use of as few different type faces as possible will contribute to the best possible design effect, the use of Univers for area codes and for the date of issue is recommended. The rest of the basic copy can be set in Univers or in a face compatible with Univers.

The name of the city or town should be emphasized by displaying it in appropriately larger type sizes so that it will draw attention to the most important part of the basic copy. Any type compatible with Univers may be used. Since this copy is meant to stand out, a type selection that would offer pleasing contrast to the rest of the basic copy is recommended.

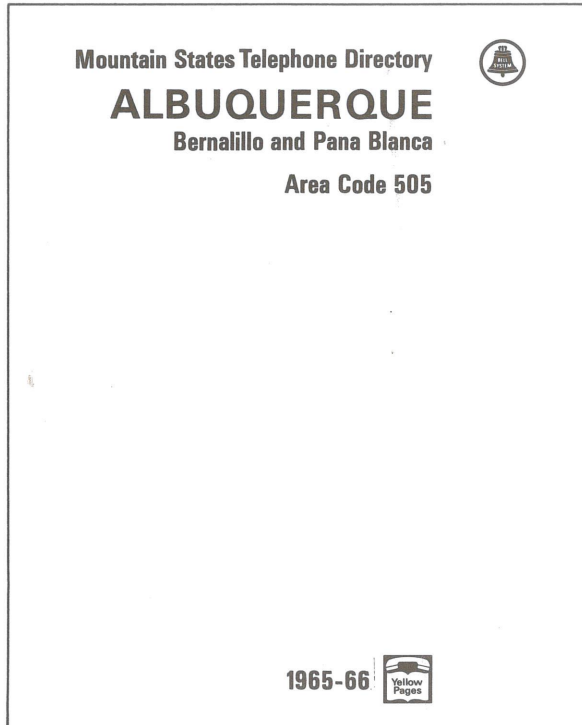
The Bell seal will always be used in one standard size for all Bell System directory front covers -- 1/2" outside diameter.



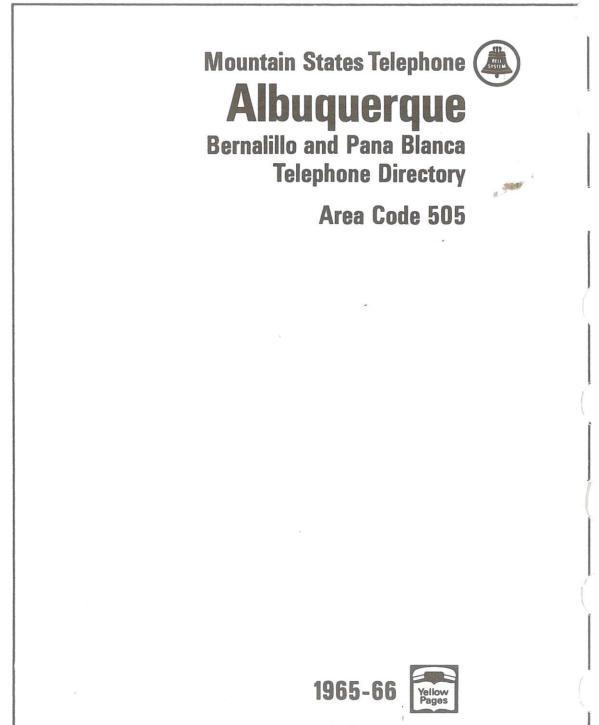
Right: basic copy typography in tasteful size relationship

Wrong: type size is overpowering

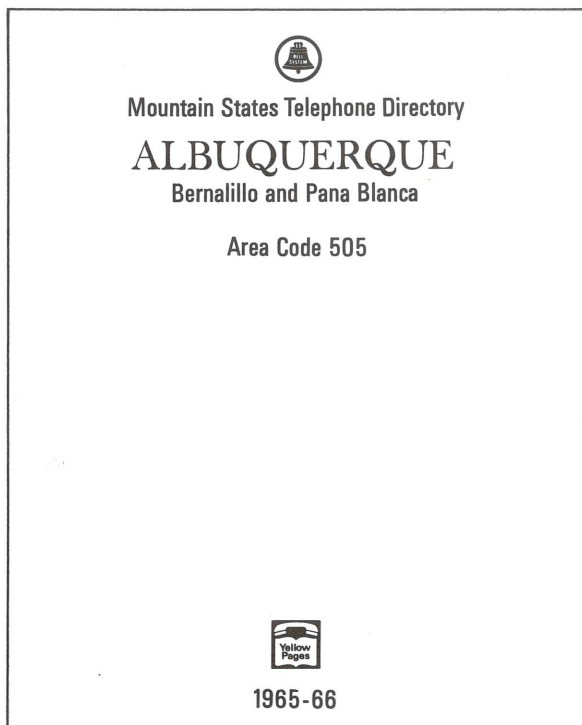
The front cover. (cont.)



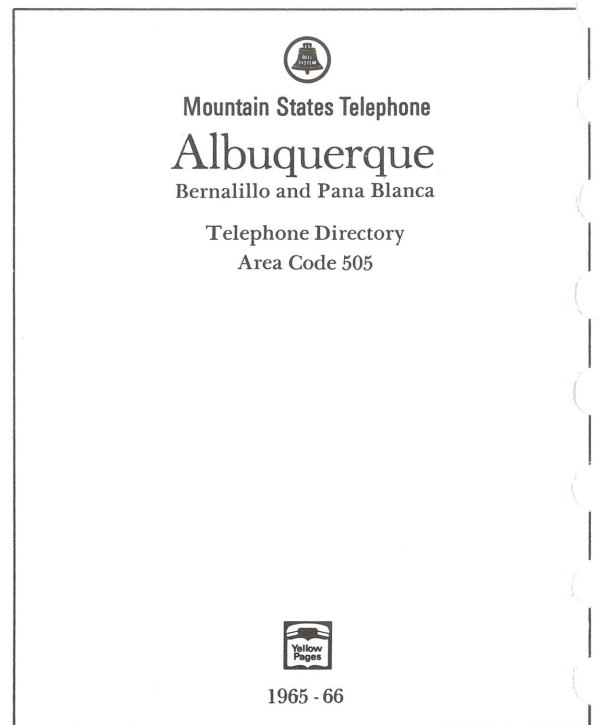
Right



Right



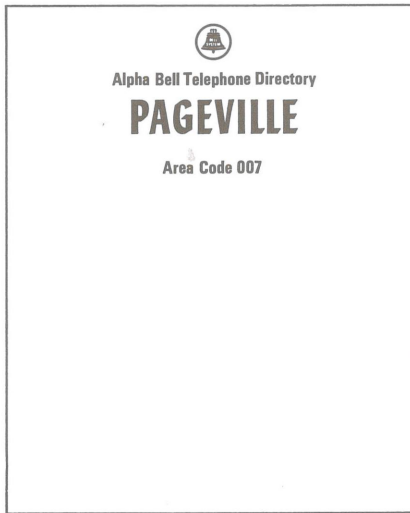
Right



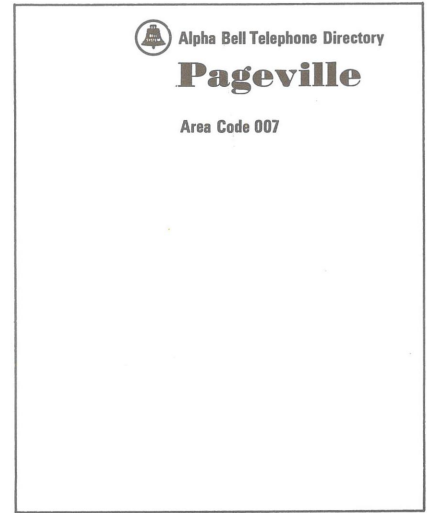
Right

The front cover.
(cont.)

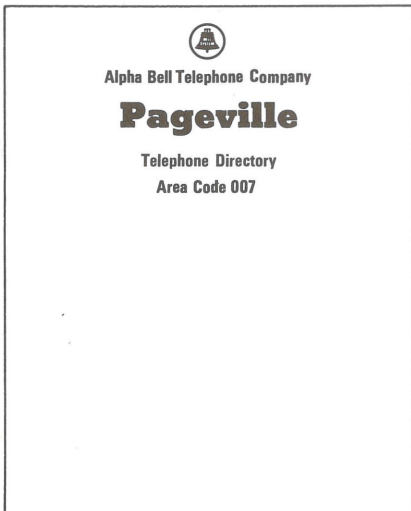
The bad examples below illustrate city names set in type styles which do not harmonize with the rest of the basic copy.



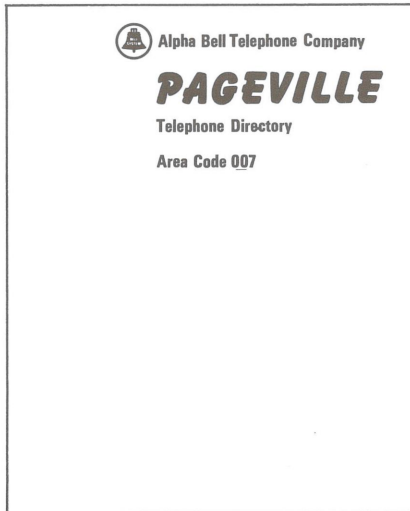
Wrong



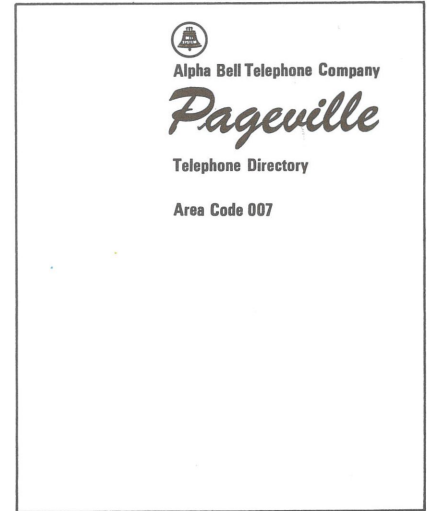
Wrong



Wrong



Wrong



Wrong

The front cover.
(cont.)

A front cover has three basic areas: top, middle and bottom.

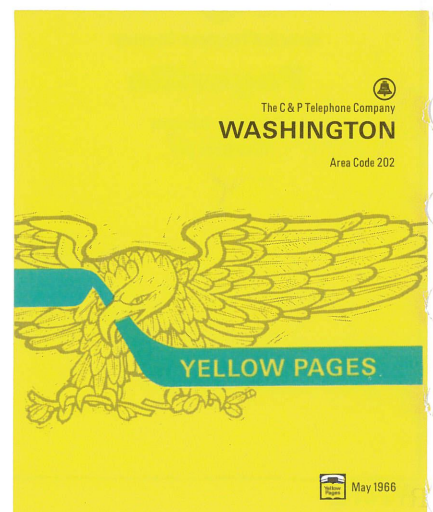
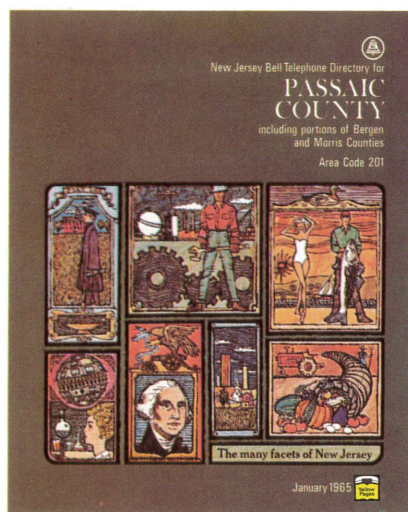
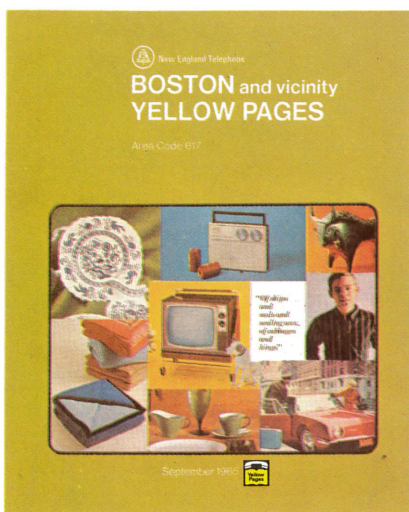
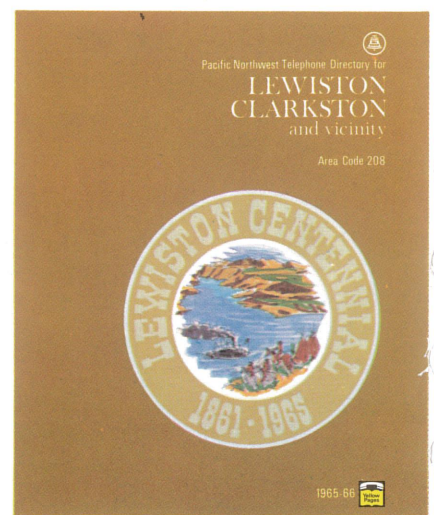
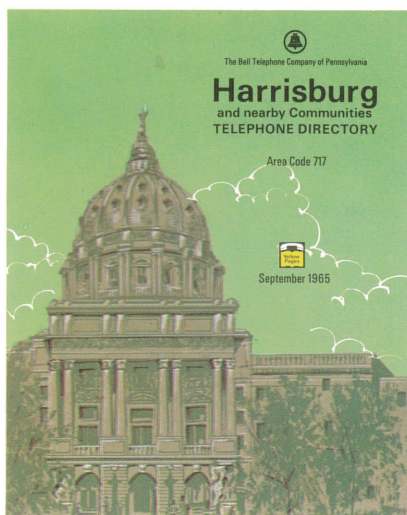
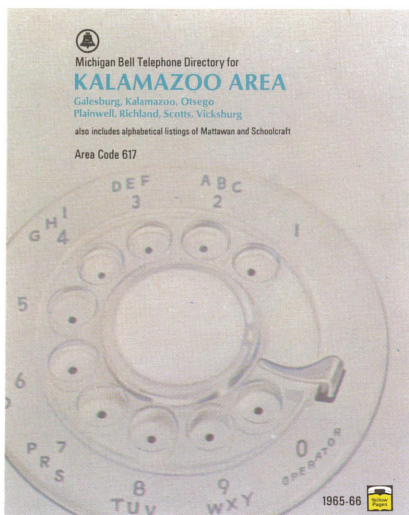
The top area.

The top area should always contain the company name, Bell seal, directory area and area code.

The middle area.

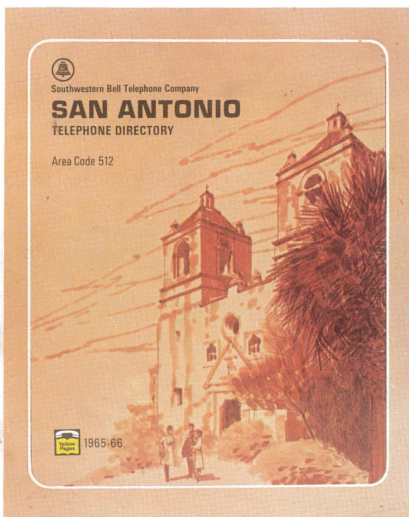
The middle area of a front cover should be reserved to accommodate a flexible pictorial treatment. This area is not confined to a specific dimensional space: the area can consist of a circular, rectangular, or a full-bleed illustration utilizing the entire cover area as shown below.

All acceptable examples.

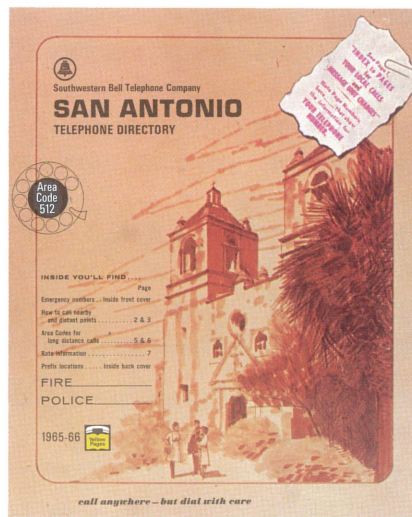


The front cover.
(cont.)

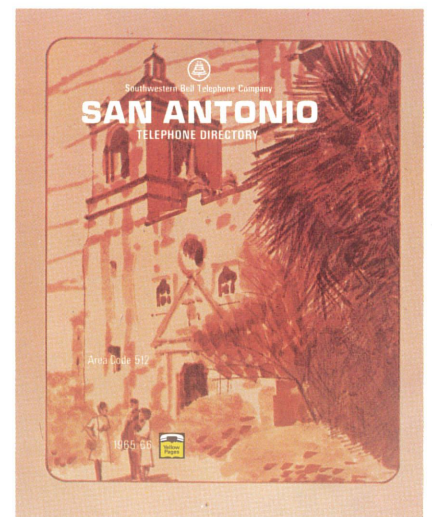
However, full-bleed illustrations should be chosen so that the basic copy will not be crowded, squeezed or visually obliterated by confusing and distracting designs, shapes and colors.



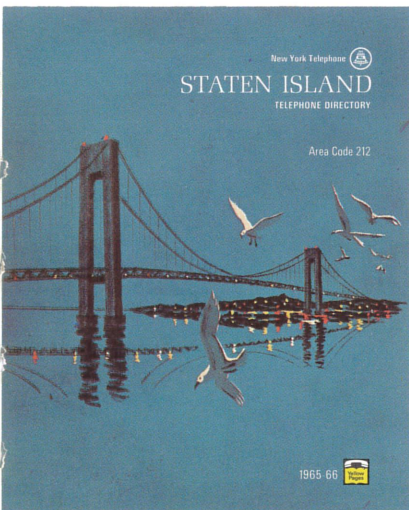
Right



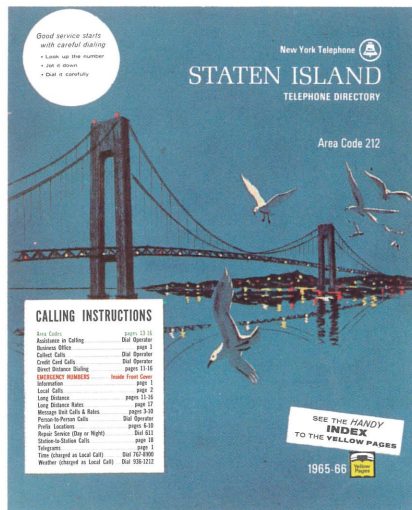
Wrong: cover cluttered by unnecessary elements



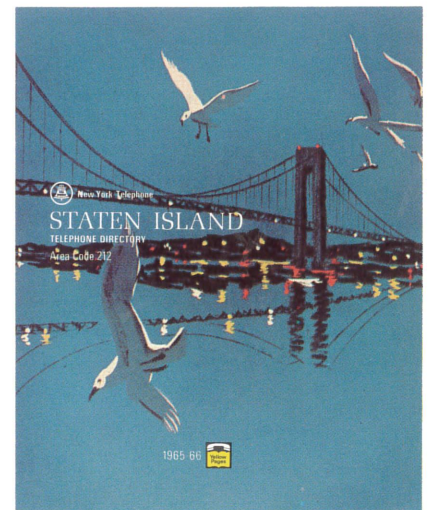
Wrong: bad cropping; type illegible



Right



Wrong: cover cluttered by unnecessary elements



Wrong: bad cropping; type illegible

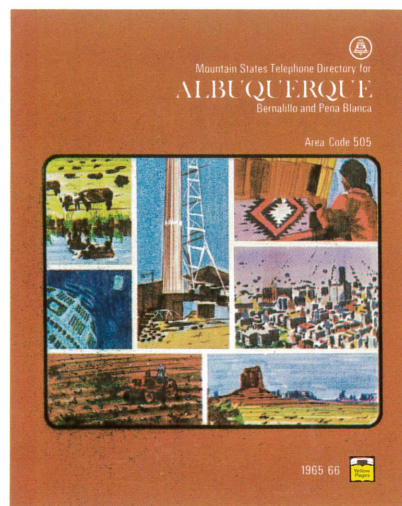
The front cover.
(cont.)

Except under most unusual circumstances, front cover illustrations fall into two categories.

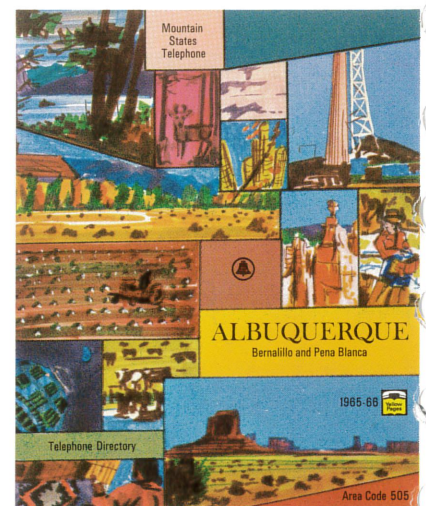
1) Illustrations of local or regional public significance can make ideal decorative designs. Such illustrations are especially pleasing to customers and as a result become attractive ambassadors of good will from the telephone company. Homely, dull-looking directories tend to be kept out of sight, making it bothersome for customers to refer to them. However, strikingly attractive directories have a much better chance of being kept near customer telephones. Customers having easy access to their directories will use them more and rely on operator services less.

2) Illustrations symbolic of the communications industry may be desirable at times but require careful treatment so as to avoid trite or amateurish designs which may cause the viewer to think he's looking at a hardware catalog.

Only quality photographs and illustrations should be used. Ideally, an illustration should express one basic thought. A group of pictures making up one composite illustration should blend together so that they result in a unified visual element. If used haphazardly, separate pictures may confuse the viewer and detract from the cover's overall effectiveness.



Right



Wrong: cluttered layout

Note: Maps or schematic drawings showing directory or dialing areas may be used only when needed to help meet critical service problems.

The front cover.
(cont.)

The Yellow
Pages emblem.

The bottom area.

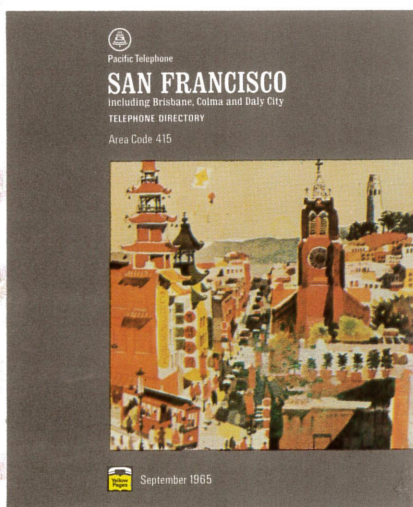
The bottom area, the smallest, should always contain the date of issue (month and year or year only) and, as appropriate, the Yellow Pages emblem.

The Yellow Pages emblem should be shown in a modest size so that it will not be a dominating element. Its only function on directory covers is to indicate that a directory contains Yellow Pages. It should not otherwise compete for attention. When the emblem is shown, it should be used in close proximity to the date of issue copy so that these two elements form a visual unit.

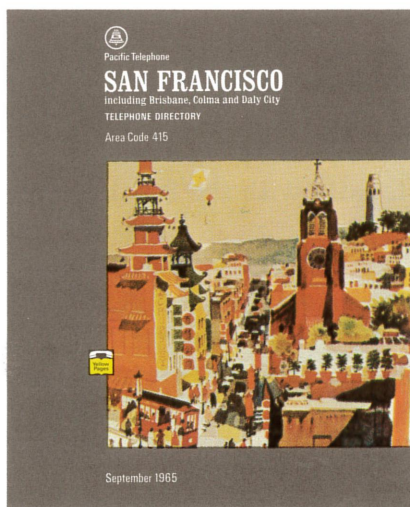
The Yellow Pages emblem has been standardized, as shown below, and replaces all previous emblems.



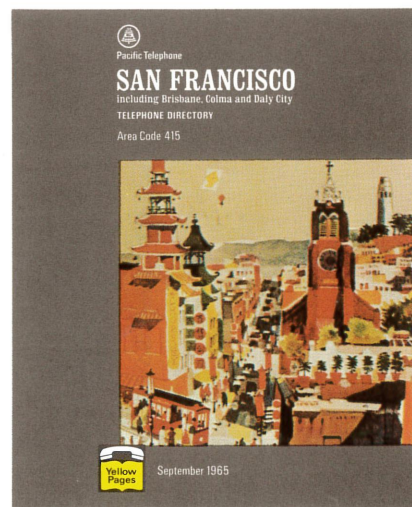
The preferred width for the emblem on directory covers is 9/16".



Right: emblem and date form a unit



Wrong: emblem and date do not form a graphic unit



Wrong: emblem too large

The back cover.

The back cover of a directory can play an important role in good cover design by relaying important information to customers. Too often the back cover is used ineffectively or not at all. Some companies have sold this space as advertising and in this way have not only lost control of its design but also the opportunity to utilize this area for an attractive and effective presentation.

The back cover should be treated as part of the total cover design and should be in keeping with the good taste and quality shown in the front cover.

The space on the back cover can be used for:

- 1) general merchandising messages promoting greater use of telephone company products and services,
- 2) general public service messages,
- 3) helpful telephone information for customers (but not dialing instructions), or
- 4) a tasteful continuation of the front cover illustration.

To have a feeling of quality, dignity and restraint and to communicate clearly, back covers should look as uncluttered as possible. No specific design format is suggested for back covers except that the design should harmonize and relate visually with the front cover.

Each directory back cover, however, should contain a complete company signature in Univers 67 (in upper and lower case letters) placed near the bottom. For the general size relationships of descriptive phrases to company names in signatures, see the section of the Graphics Manual on "Type Specifications," pages 3 and 5.

The examples on the opposite page show some of the many appropriate approaches to back cover designs.

The backbone

The backbone serves only to quickly identify the directory when the book is seen from the end. To fulfill this function, it need only repeat some of the basic copy used on the front cover. Because of limited available space on the backbone, the basic copy will usually have to be abbreviated. To maintain consistency, this information should be displayed as follows:

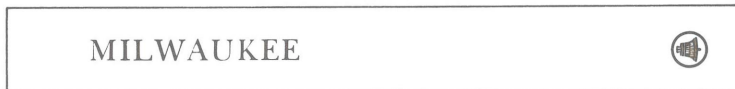
Right



Wrong - too much basic copy, complicated type arrangement



Wrong - not enough basic copy



For reasons of space, a complete company signature need not be shown. The Bell seal used alone, as shown, identifies the book as a Bell System publication. Bell seals should be used on all directory backbones which are 3/8" wide and wider. Placing the seal so that it is right side up when the directory is vertical is a method used widely by book publishers, even though directories are stored horizontally as well as vertically.

Legibility of all type on the backbone is important, and use of background colors which are plain or which have relatively muted textures and patterns are preferred.

Right



Wrong texture impedes legibility



The colors used and the style of type used on the backbone should harmonize with that used on the front and back covers so that they appear in context.

FRONT COVER

see pages 2-7

see pages 8-10

see page 11



company name

BASIC COPY

pictorial treatment

issue date

BACKBONE

see page 14

abbreviated basic copy



BACK COVER

pictorial treatment

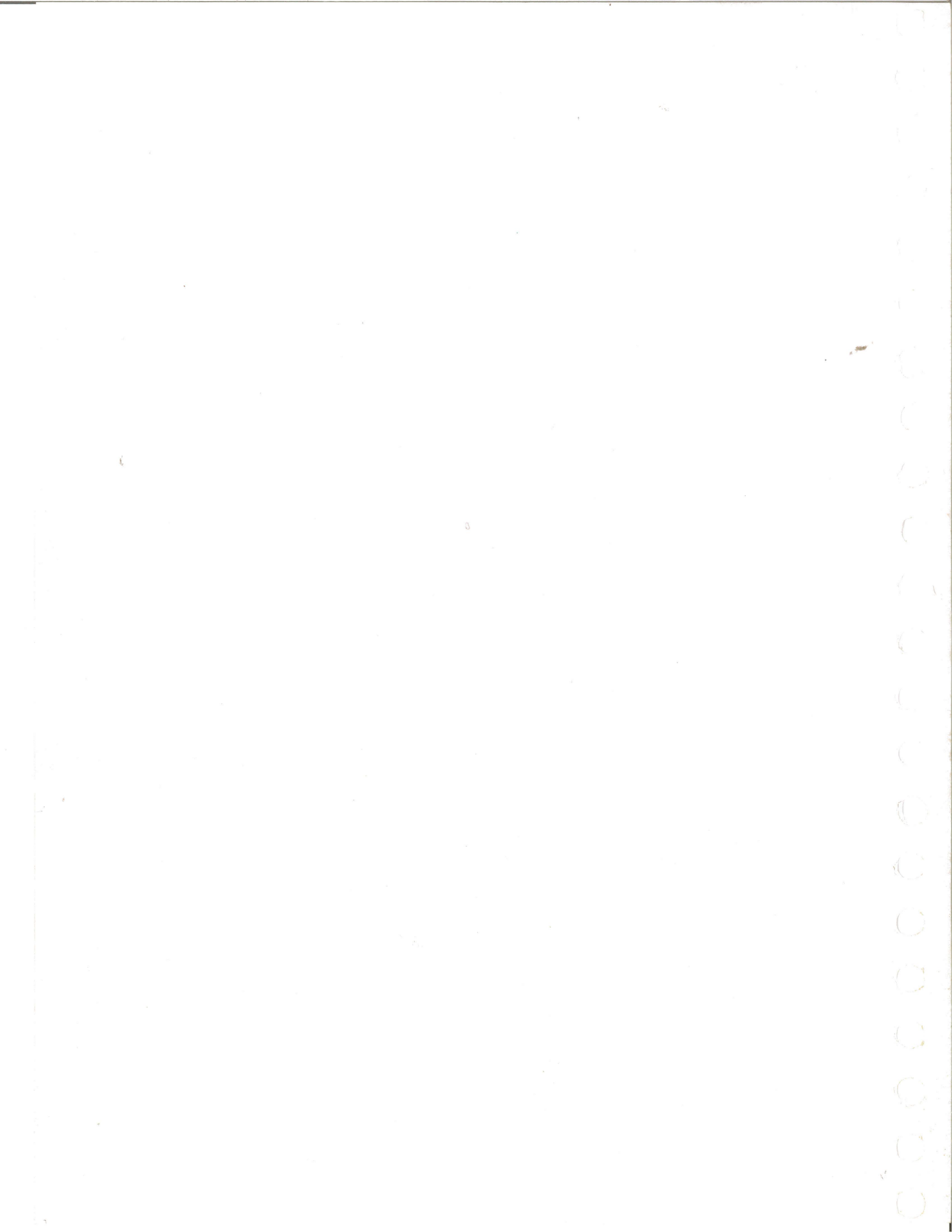


company name

plus "Part of the Nationwide Bell System"

see page 12

TOTAL GRAPHIC FORMAT



General.

The official emblem below is the only one to be used to identify Yellow Pages service. It has been standardized to foster instant Yellow Pages recognition through its use in national advertising and promotional media. The emblem, if used in good taste and so as not to compete with or detract from Bell System corporate identification objectives, may also be used wherever additional Yellow Pages identification is desirable. These applications will include local advertising, directory covers, stationery and business forms, and company publications, both internal and external.



Yellow Pages emblem in two colors as it should appear wherever possible.



Yellow Pages emblem in black and white only.



Yellow Pages emblem on colored stock.



When screened border is used in directories, always use 85-line 50% tint Ben-Day screening. (The words "Yellow Pages" remain in solid color, however.)

Use of color.

The Yellow Pages emblem should always be used in a consistent form.

Whenever possible, the emblem should be reproduced in yellow, black, and white as shown in Exhibit A, below. Exceptions to this rule are well defined:

In two-color reproductions (black and yellow on white stock), the open book design element should be yellow and the handset symbol should be white. In one-color reproductions (black or some other color on white or colored stock), the open book design element and handset symbol should both be the same color - the color of the stock (Exhibit B).

The words "Yellow Pages" and the border enclosing the open book design and handset symbol will usually be black. However, in one-color printing, any dark color is acceptable for these areas (such as the dark blue used in Exhibit B).

The specific shade of yellow in the Yellow Pages emblem should be used consistently so that the hue, value, and intensity does not vary. This can be achieved by using the same P.M.S. color system used in regulating Bell System Blue. The standard for the yellow color in the emblem is "P.M.S. Yellow" which is identical to four-color Process Yellow. (P.M.S. Yellow is used on these pages.)

Three- and four-color reproductions and the use of other color combinations, as demonstrated by Exhibit C, result in incorrect use of the Yellow Pages emblem. The emblem should always maintain a familiar one- or two-color format.



A Right



B Right: proper use of color other than black and Yellow Pages yellow



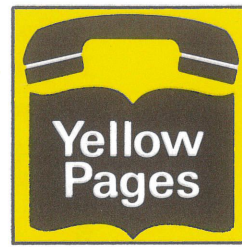
C Wrong: use of incorrect and extraneous color

All solid design elements.

The design elements in the emblem must not be treated as textures or outlines as shown in Exhibit D and E below. And under no circumstances should the colors of the elements be reversed, as shown by Exhibit E, nor should an element be omitted as in F.



D Wrong: use of textured or half-tone border



E Wrong: use of black "phone" and "book" with outlined border

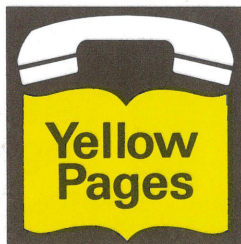


F Wrong: solid border omitted

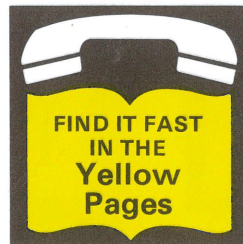
Use of typography.

The style of lettering in the Yellow Pages emblem has been specifically designed to relate to the Bell System identification program. (See Type Specifications section of the Graphics Manual.) The size and style of lettering insure clarity of the emblem in all sizes, especially in extreme reduction. Except as noted on the next page, the words "Yellow Pages" within the emblem must never be altered in style, proportion, or position.

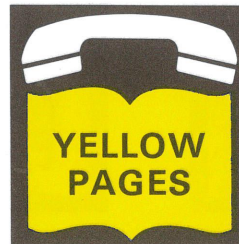
FIND IT FAST
IN THE



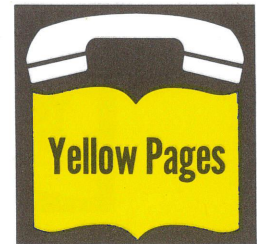
Right: supplementary copy used outside the design



Wrong: additional copy within design



Wrong: "Yellow Pages" in all caps

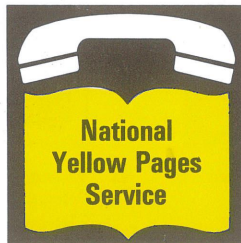


Wrong: "Yellow Pages" not in two lines

Exceptions
in typography.

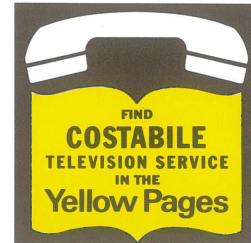
There are two exceptions in typographic treatment. One is the emblem for National Yellow Pages Service which consists of three centered lines in Univers type as shown in the first exhibit below. "Personalized" decals for Yellow Pages advertisers is the other exception. The diverse, yet compatible, Univers family of type is recommended.

National Yellow
Pages Service



Right: Univers type as shown is recommended

"Personalized" Decal



Right: Univers family of type used

Use of combined or adjacent graphic elements.

The Yellow Pages emblem is most recognizable and graphically effective when not crowded by other elements.

Unavoidable additional graphic elements, however, must never touch, overlap, or appear behind the Yellow Pages emblem. The emblem should always be used against a continuous color background.



Let your fingers
do the walking



ACTION-PEOPLE DO

Right: additional elements placed outside of emblem

LET YOUR FINGERS
DO THE WALKING



Wrong: additional elements overlap emblem



Right: emblem in a continuous color background

Wrong: emblem placed over a split color background

Use of combined or adjacent graphic element. (cont.)

Only those elements directly related to the Yellow Pages service should appear near it.

In no instance should the Bell Seal appear competitively near it.



with the Index

Right: supplementary copy used outside the design



with the INDEX

Wrong: design element touches emblem



Wrong: Bell Seal placed competitively near emblem

Distortion of the overall emblem.

The shape of the entire Yellow Pages emblem is square. The handset symbol, open book element and words "Yellow Pages" are all carefully balanced and proportioned within that square.

This square shape should never be altered graphically or distorted in photo-mechanical reproduction as shown below.

Only authorized copies of the Yellow Pages emblem should be used for reproduction.



All five examples are wrong; they should be square.



LOGOS FOR REPRODUCTION

3"



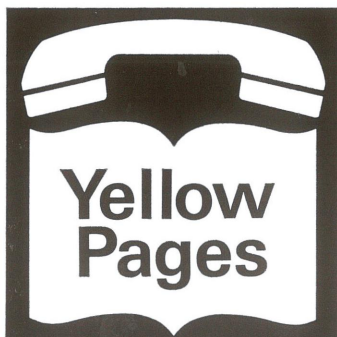
3"



2"



1 3/4"



1 3/4"

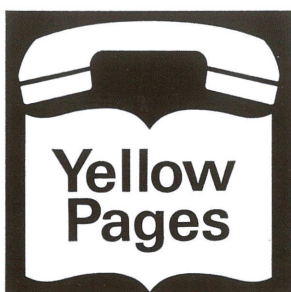


3/4"



3/4"

1 1/2"

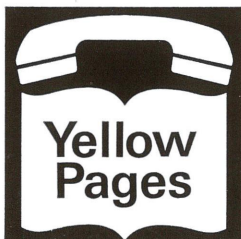


3/4"



9/16"

1 1/4"



9/16"



9/16"

1"



9/16"





**YELLOW
ON**

UNCOATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



**YELLOW
ON**

UNCOATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



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PMS Yellow 100%

9/66



**YELLOW
ON**

UNCOATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



**YELLOW
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PMS Yellow 100%

9/66



**YELLOW
ON**

UNCOATED PAPER

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PMS Yellow 100%

9/66



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ON**

UNCOATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



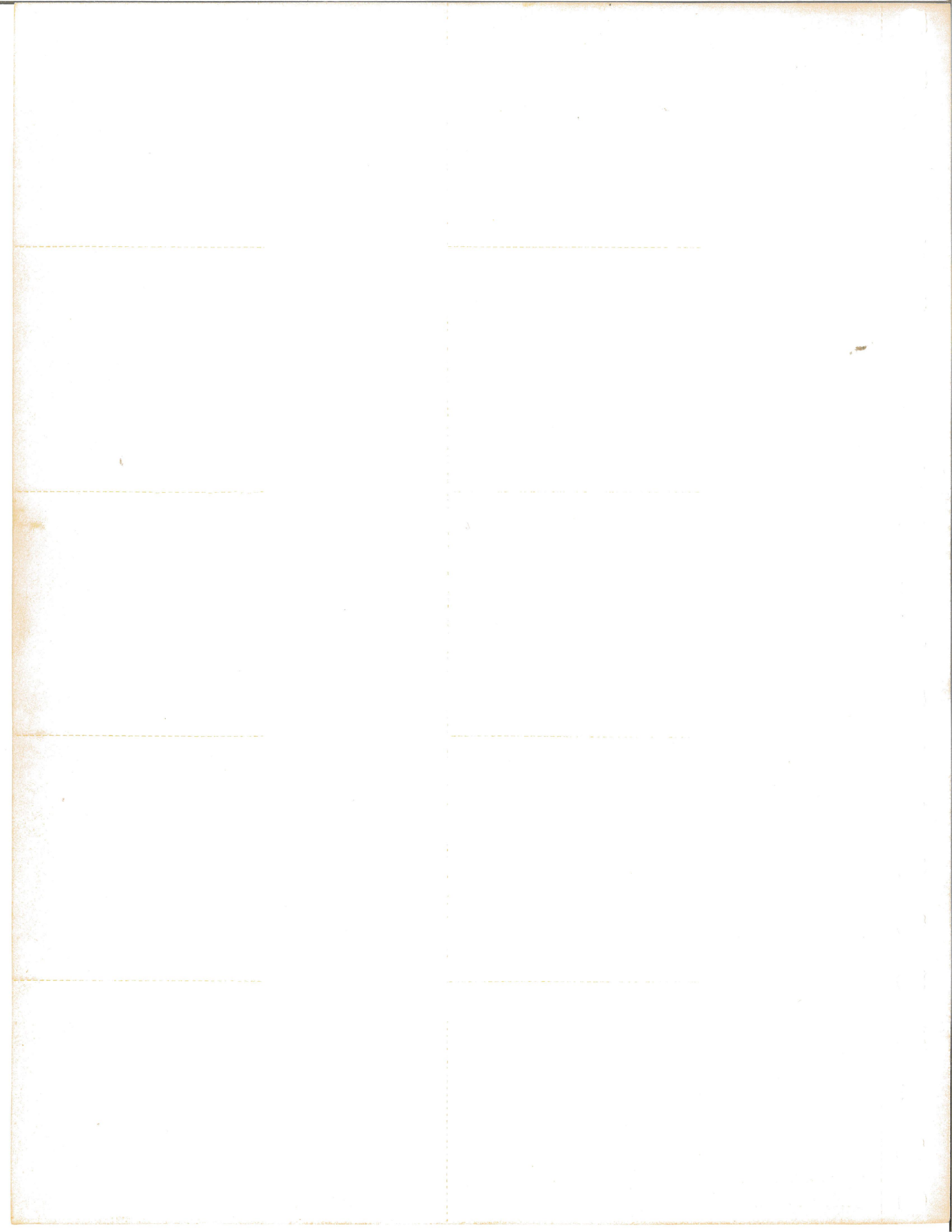
**YELLOW
ON**

UNCOATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66





**YELLOW
ON**

COATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



**YELLOW
ON**

COATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



**YELLOW
ON**

COATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



**YELLOW
ON**

COATED PAPER

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PMS Yellow 100%

9/66



**YELLOW
ON**

COATED PAPER

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PMS Yellow 100%

9/66



**YELLOW
ON**

COATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



**YELLOW
ON**

COATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



**YELLOW
ON**

COATED PAPER

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PMS Yellow 100%

9/66



**YELLOW
ON**

COATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



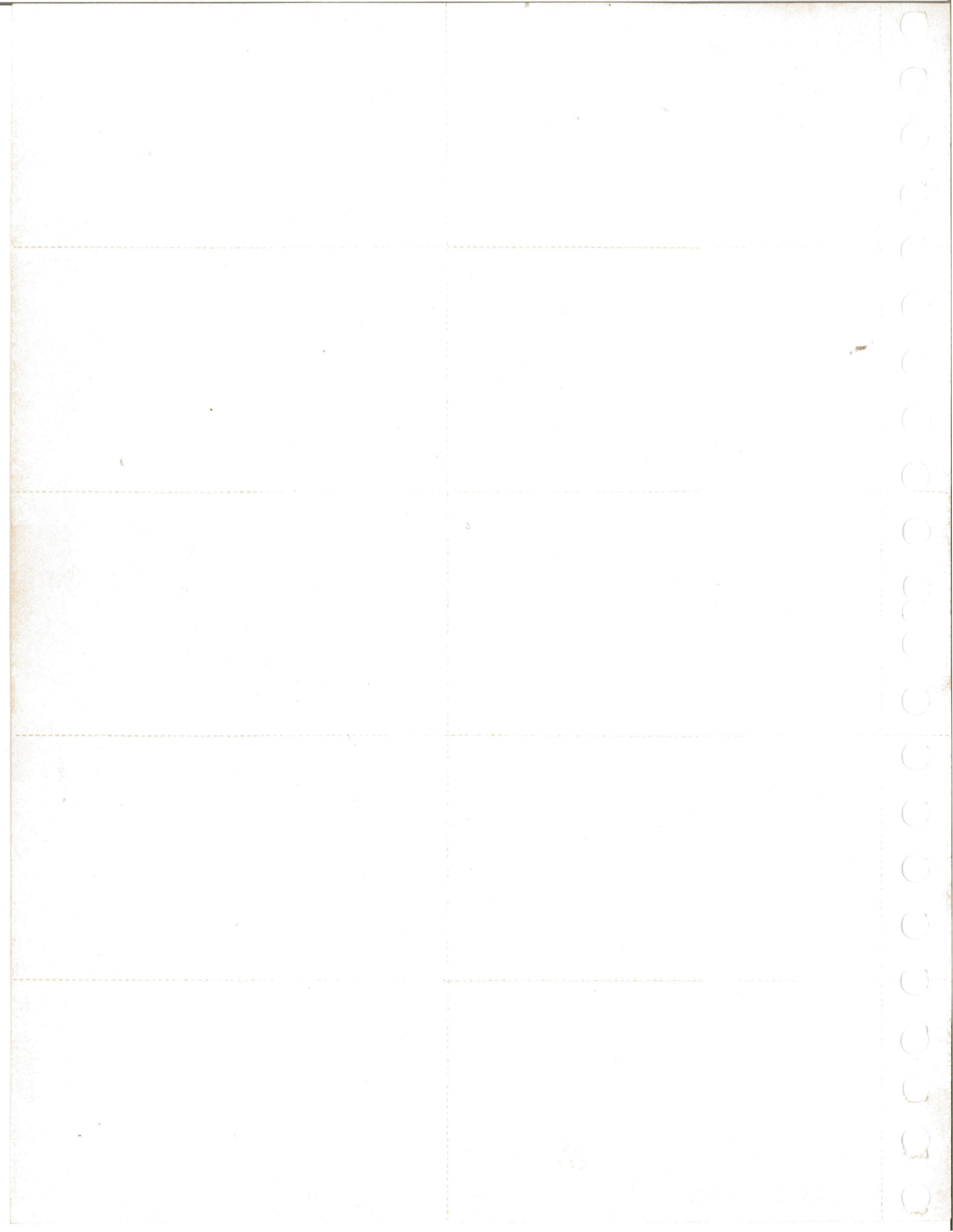
**YELLOW
ON**

COATED PAPER

Color reproductions must be visually matched to this swatch. When specifying ink for lithography or letterpress, use the following PMS formula as a guide:

PMS Yellow 100%

9/66



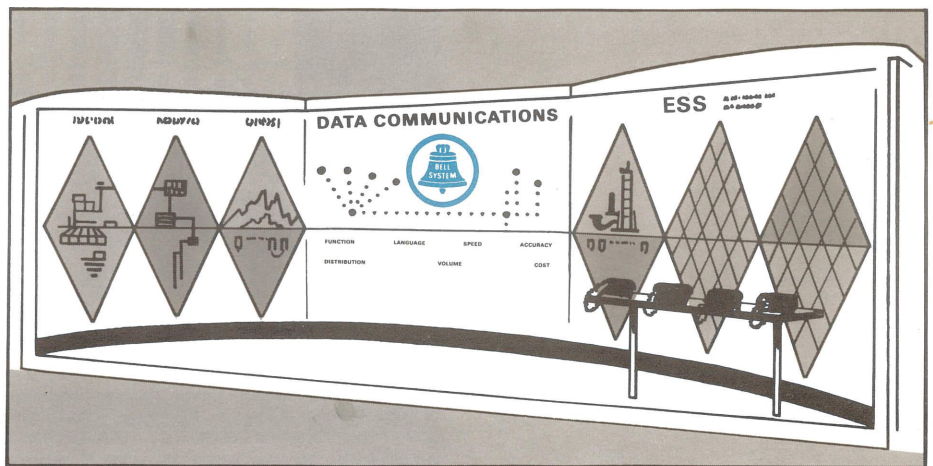
Exhibits & Displays

Exhibits & Displays

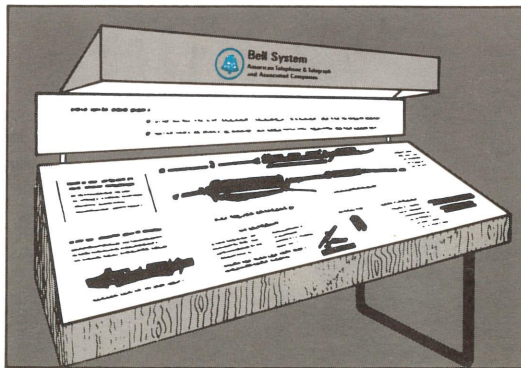
General.

Bell System exhibits and displays should always bear clear corporate identification so they can be quickly recognized and properly identified by an audience. Guidelines for tasteful and effective corporate identification for exhibits and displays are contained in this section.

Since exhibits and displays are designed to make an appropriate presentation to particular audiences, the identification may vary in size, depending on the subject matter and the occasion. It should, however, always be prominent and legible.



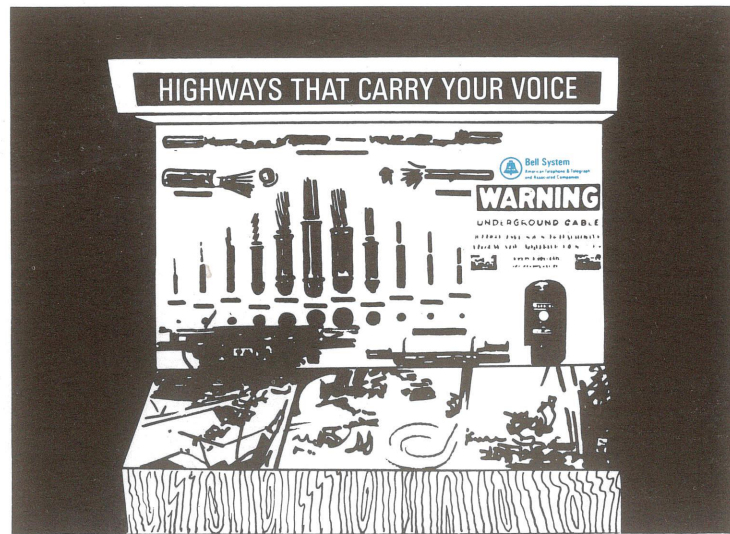
Right: identification prominent in trade show.



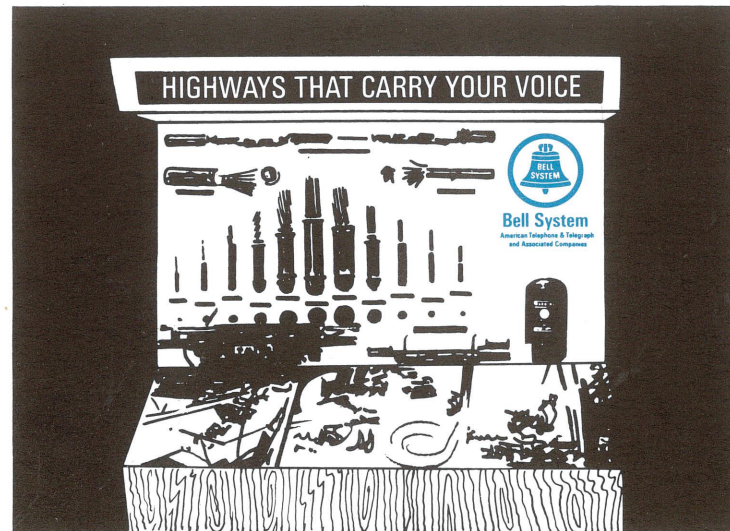
Right: identification less prominent at schools, museums, open houses.

The need for early planning.

Experience has shown that successful corporate identification on exhibits and displays depends on early planning by the exhibit designer. Bell seals and company signatures which are crammed into an exhibit layout as an afterthought or during the last stages of design planning generally suffer from being too small or too crowded by other design elements.



Poor: ineffective corporate identification.



Good: corporate identification is prominent.

Use of Bell seal
with and without
signatures.

The Bell seal is a universally recognized symbol. It is a proven attention-getting element, which by itself can provide sufficient corporate identification, especially at professional and trade shows where exhibits must compete for audience attention. Seals used alone can be used in larger, more prominent sizes and often more effectively than seals used with complete signatures.

However, there will also be times when a complete company or corporate signature is required, consisting of a seal, the company name, and the identifying phrase. In these instances, the signatures should always be used correctly and completely. In the examples below care must be taken not to abbreviate the Bell System signature by omitting the phrase which describes what the Bell System is -- "American Telephone & Telegraph and Associated Companies." In the first example below a redundant and meaningless signature has been created. The words "Bell System" to the right of the seal merely repeat what the seal already says. This form should never be used.



Bell System

Wrong - identifying phrase needed for clarity.



Right and sometimes preferred in exhibit use.



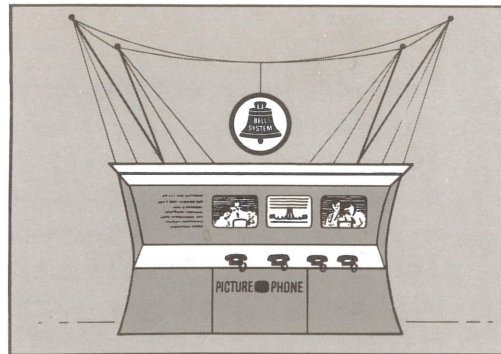
Bell System

**American Telephone & Telegraph
and Associated Companies**

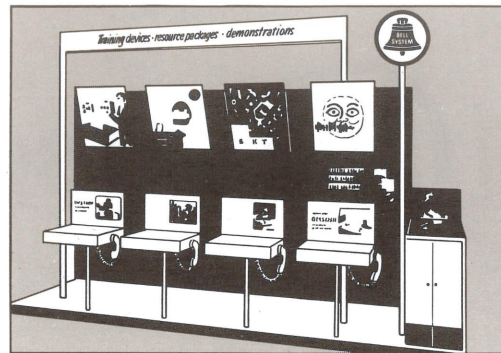
Right

Misuse of the
Bell Seal.

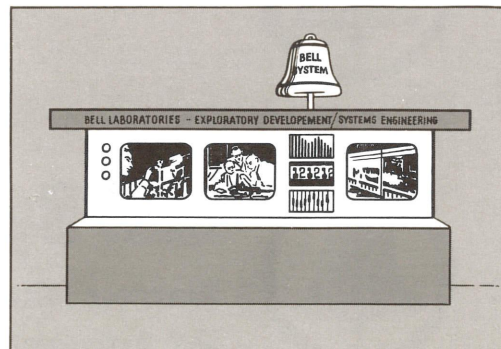
As has been stressed in the section on "The Bell Seal," the seal must never be shown as a disc or a button in which the visible background inside the ring differs from the background outside the ring. Similarly, the seal should not be cut out and suspended in space, displayed on a pole or extension, or represented by a three-dimensional bell.



Wrong: cut out Bell seal hanging in space.

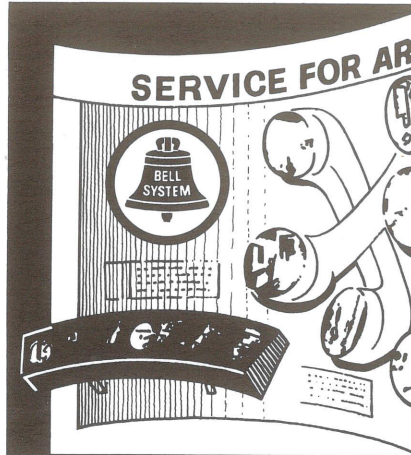


Wrong: cut out Bell seal on pole displays two different backgrounds.

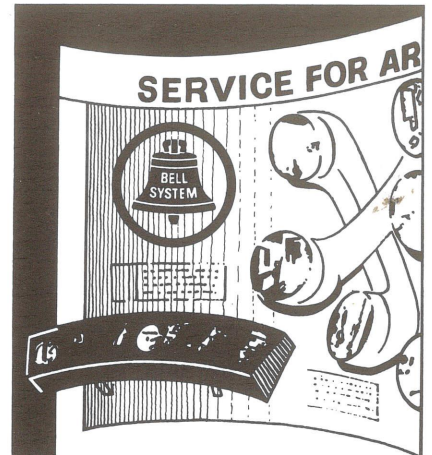


Wrong: Bell seal is represented by a three-dimensional bell.

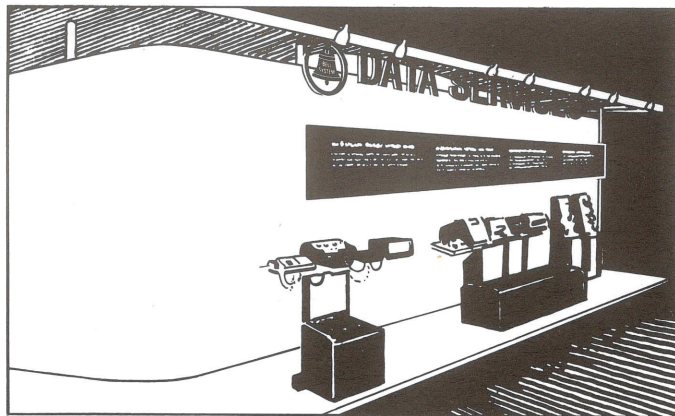
Misuse of the
Bell seal.
(cont.)



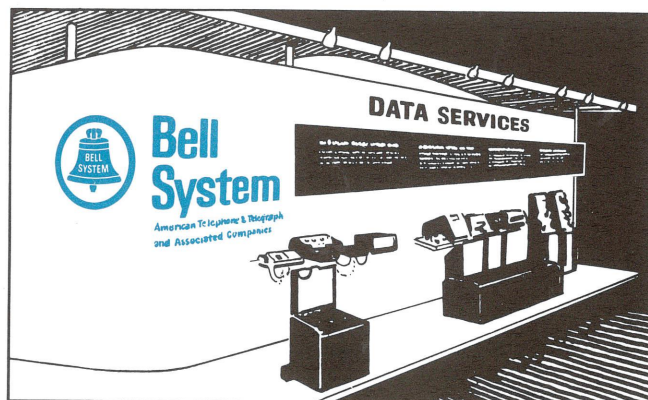
Wrong: Bell seal appears as disc.



Right: Bell seal on correct background.



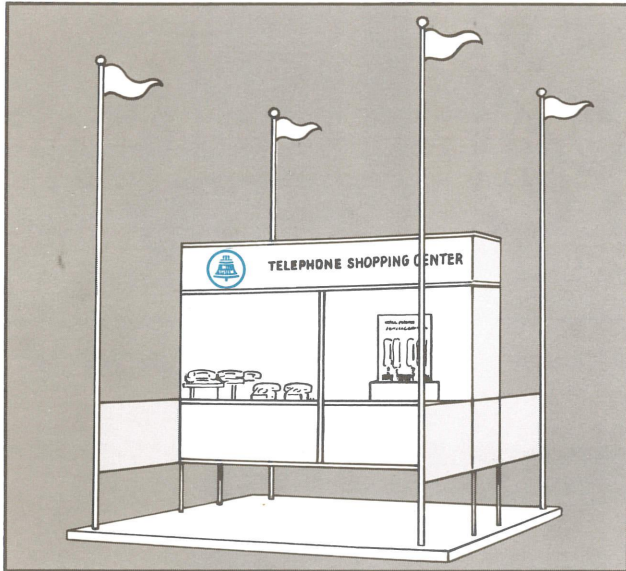
Wrong: cut out Bell seal and header illegible against background.



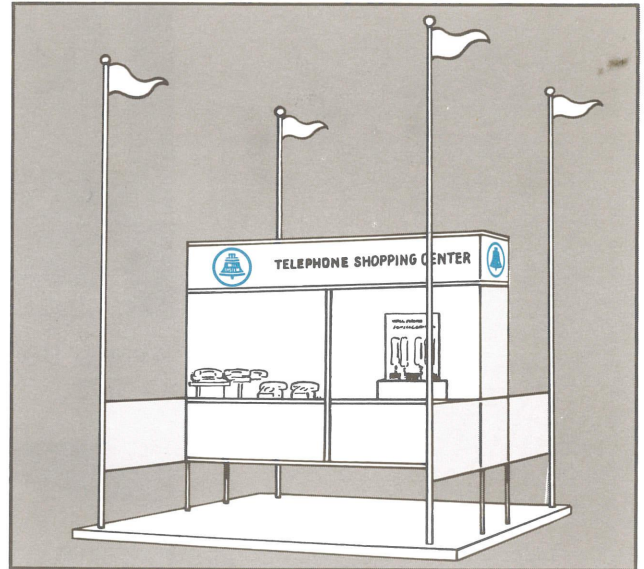
Right: header and identification are distinct.

Multiple use of the Bell seal.

Nearly all exhibits require more than one seal to provide adequate corporate identification from all vantage points, viewing distances and traffic approaches.

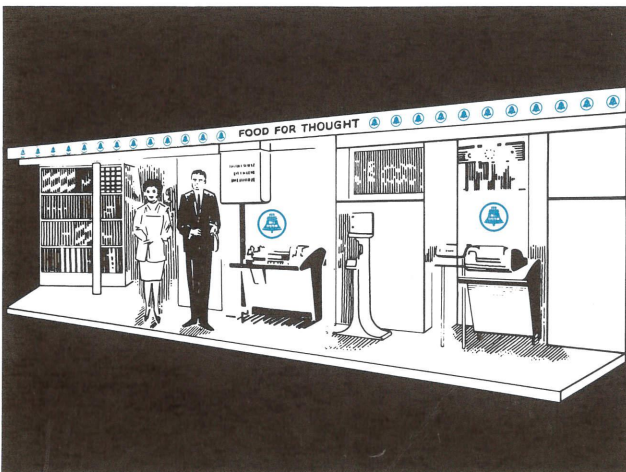


Wrong: Identification is too limited.

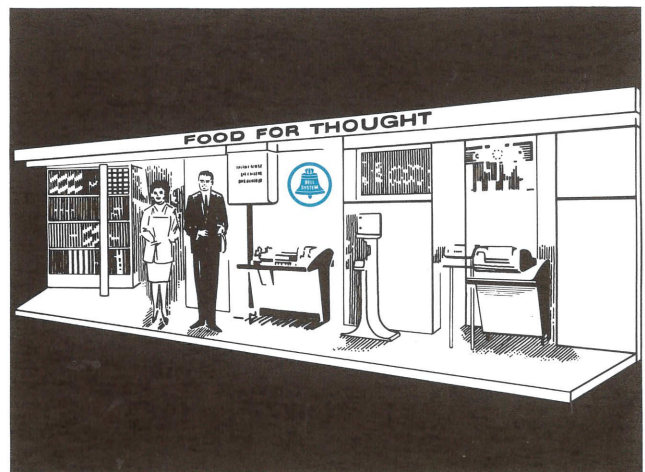


Right: Identification seen from all approaches.

However, the Bell seal should never be used as a multiple design or decorative element or to create a pattern for the viewer's eye. One distinctive seal from any particular viewing angle is preferred.



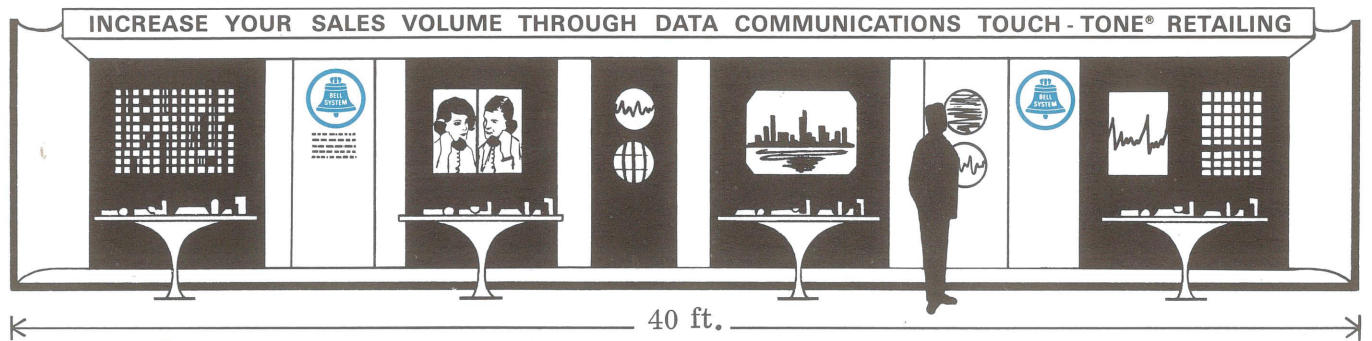
Wrong: multiple Bell seals.



Right: one distinct Bell seal.

Multiple use of
the Bell seal.
(cont.)

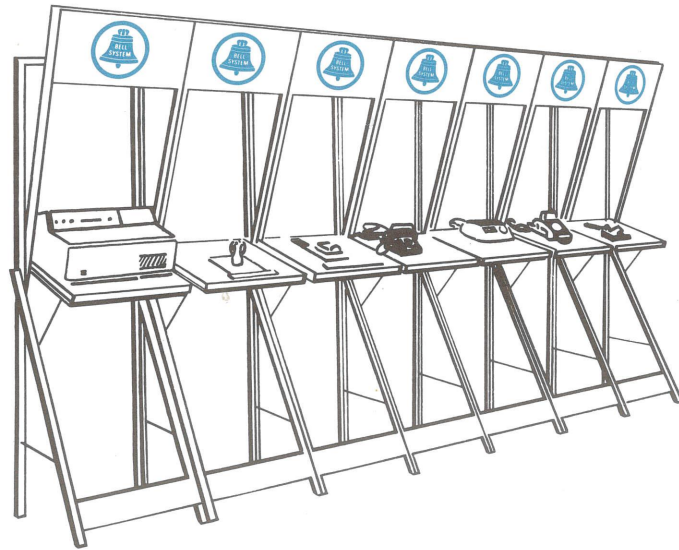
Exhibits with exceptionally long headers that face relatively narrow aisles require more than one Bell seal to provide adequate identification. Good judgment must be exercised in these cases so that a needlessly redundant look does not result.



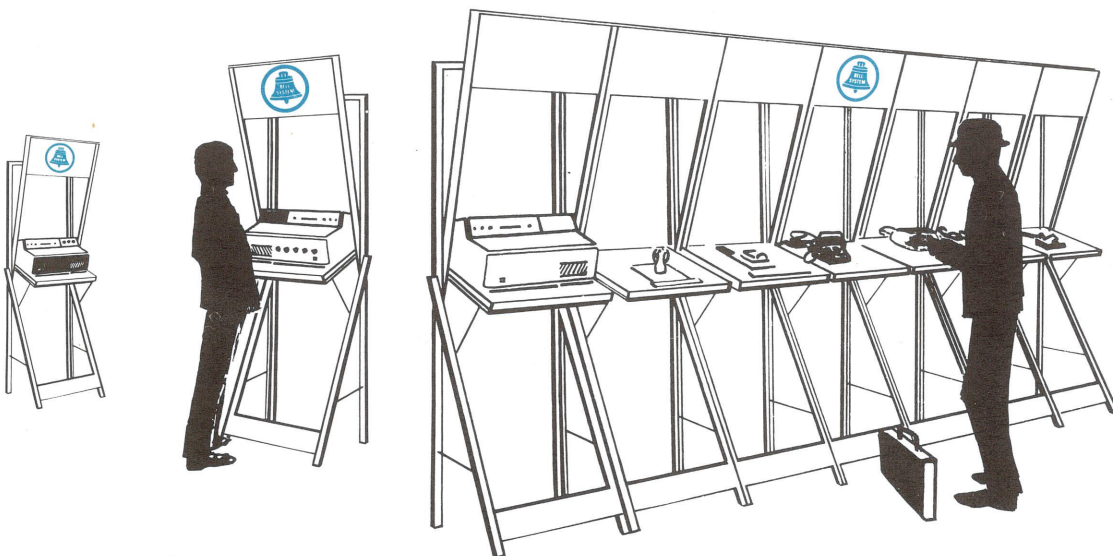
Correct multiple use of Bell seal.

Multiple use of
the Bell seal.
(cont.)

Modular exhibits and displays that are designed for use together or as separate units should be arranged so that only one distinctive Bell seal is displayed (from one view) in either situation. The illustration below demonstrates such versatility.



Wrong: Multiple Bell seals.



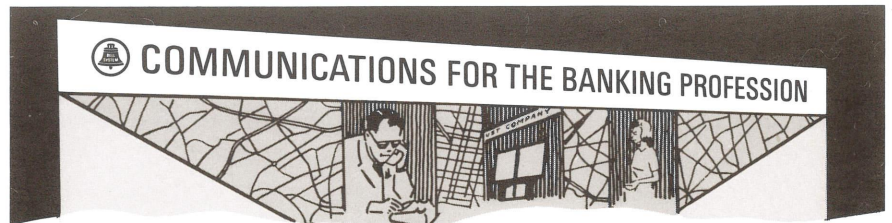
Right: One distinctive Bell seal from one view.

The seal used in exhibit headers.

While the most important exhibit copy usually appears on the header, the need for instant corporate recognition is equally important. The Bell seal because of its flash recognition value is effective if used by itself near the header copy.

The seal's official three-to-one relationship to all other copy should always be maintained. (See the section in the Manual on "Company Signatures," page 4.) Showing the seal in a dominant size prevents it from appearing to be part of the copy. Use of header copy in upper and lower-case letters instead of all caps will help the seal remain distinctive.

If the three-to-one ratio is not possible, the illusion of three-to-one can be achieved by rendering the seal in its own distinctive color (preferably Bell blue) and by physically separating it from the rest of the headline.



Wrong: seal and copy are shown in same size and same color which obscures seal's flash recognition value.



Right: seal is three-to-one in distinctive color; copy is upper and lower-case letters.

Use of Bell System Blue preferred.

The Bell seal should be rendered in the prescribed Bell System Blue on white or in white on a background of Bell Blue. However, other colors may be used where the story or design requires a co-ordinated color scheme.



Use of station number cards.

In no case should telephones be displayed without one of the station number cards shown on the next page.



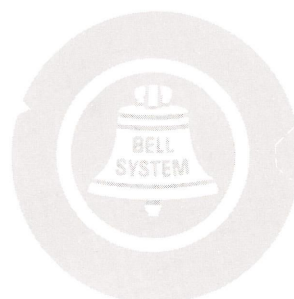
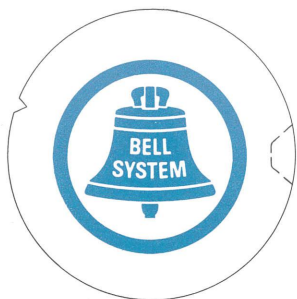
Wrong



Right

Use of station
number cards.
(cont.)

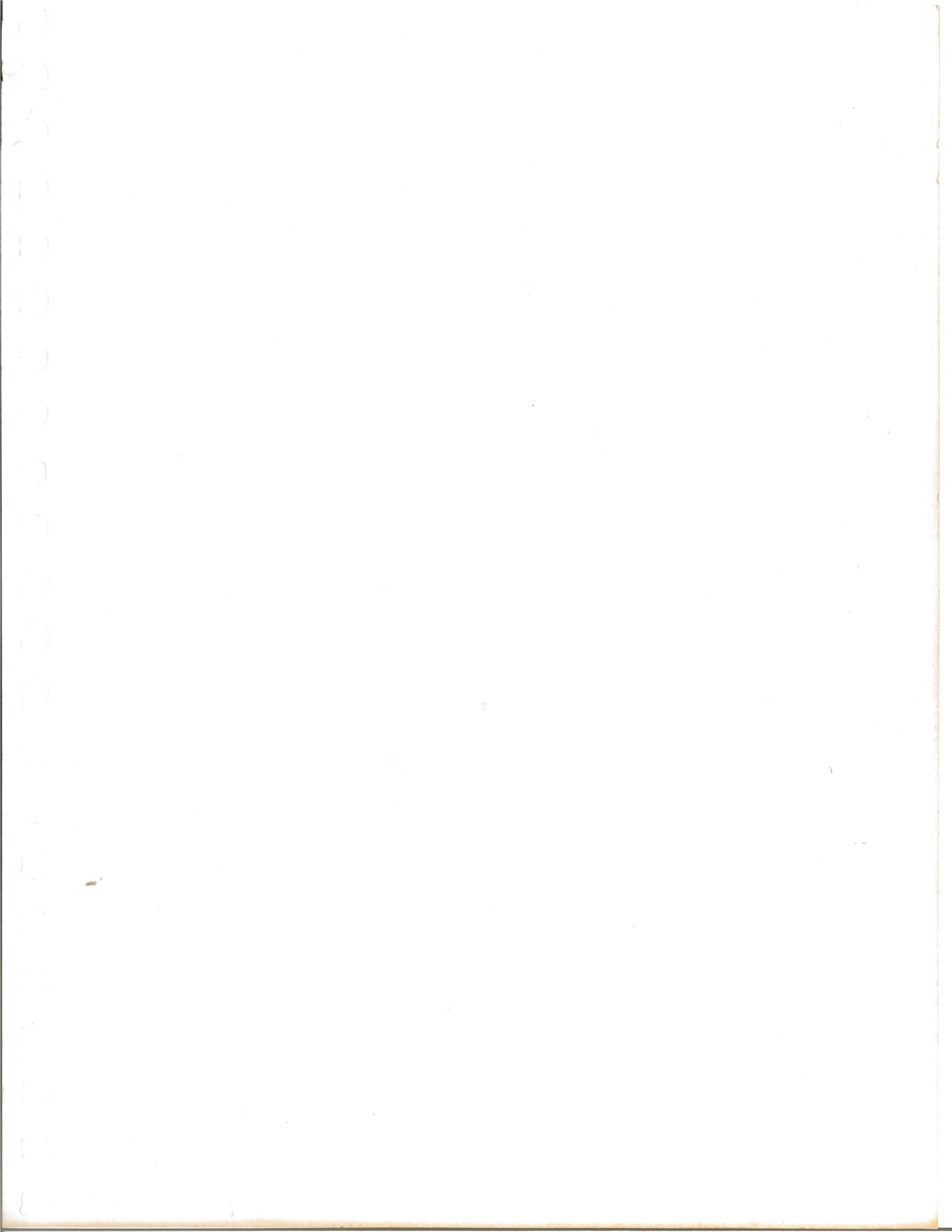
Station number cards for both rotary and Touch-Tone® phones, showing actual or approved fictitious telephone numbers should always be used on activated instruments. Nonactivated station telephone equipment used for demonstration purposes in exhibits, displays, films, photo or studio props should bear an appropriately imprinted station number card as shown below.

The station number cards shown above are available through the Western Electric Company as stock items.

As an option, the Touch-Tone® station number card can display a complete company signature, as shown below. These must be produced locally.





Stationery and
Business Forms

**Stationery and
Business Forms**

General.

Stationery and various business forms make up the most formal corporate statements a company makes. Because they hold this importance, these items should be designed in good taste, and with the total corporate identification program in mind.

The following guidelines set forth broad graphic approaches for:

1. Letterheads (and associated envelopes)
2. Large mailing and messenger envelopes
3. Mailing labels
4. Business cards
5. Checks, drafts and vouchers
6. Customer bills (and associated envelopes)
7. Miscellaneous business forms and invoices

Use of the key elements in the corporate identification program (the Bell seal, Univers type, and the standard Bell blue) will insure that Bell System stationery and business forms will bear a family resemblance to Bell System buildings, vehicles, coin telephone signs, and all other media where official company names are used. By this means, every company will be graphically associated with the Bell System. At the same time, these basic elements, when combined creatively with imaginative use of size and space, offer many dignified graphic possibilities.

General.
(cont.)

The Bell seal should be used on most company printed material in a relatively dominant size (three times the size of the capital letters used). If showing the seal in a solid black makes it appear too bold, Bell blue may be used, or the seal (in black) may be shown as a tint, or in a blind embossed effect. (See the sections on "The Bell Seal" and "Bell System Blue.")

Company names should always be set in upper and lower case letters. Lettering should always be set solid, and word spacing should never exceed 5 ems (a standard proportional type measure). Typography should always be arranged in units that relate logically and visually with one another. Spacing between lines (line leading) should be done with restraint and care, and excessive line leading should be avoided. When lighter weights than Univers 67 are desired, Univers 57 or 47 may be used in a layout. (See the section on "Type Specifications.")

No graphic symbols or artwork should be used adjacent or in close proximity to the Bell seal. Special departmental logos, merchandising and promotional symbols, informative maps, etc. have no connection with corporate identification and only compete with the seal for attention. They should be restricted to internal Bell System use and should be avoided in mass media contacts with the general public.

Bell System marks and the Yellow Pages emblem are exceptions. (See the section on "Trademarks and Service Marks " and pages 6 and 18 of this section.)

The examples shown on the following pages illustrate a variety of possible approaches using the basic elements of corporate identification. These examples are intended merely as guides. Many more graphic solutions are possible.

1.
Letterheads.

Shown below and on the following pages are a variety of possibilities demonstrating preferred use of the basic design elements in company letterheads.

All letterheads should display at least a Bell seal and a company name. Others will include addresses and phone numbers. Some will also incorporate departmental and personal names as required.

Michigan Bell Telephone Company
1365 Cass Avenue
Detroit, Michigan 48226
Telephone 313 393-9900

Michigan Bell Telephone Company
1365 Cass Avenue, Detroit, Michigan 48226
Telephone 313 393-9900

Michigan Bell Telephone Company
1365 Cass Avenue, Detroit, Michigan 48226
Telephone 313 393-9900

April 23, 1965

Mr. F. J. Morton
1234 5th Street
Anytown, Indiana

Dear Mr. Morton:

Thank you for your letter of April 20th.

For your information AT&T began mailings of prospectuses to employees today for the new offering under its Employee Stock Plan.

The maximum price under the new offering is 85 per cent of the average market price of the stock today on the New York Stock Exchange, or \$00.00 a share. The price to be paid will be 85 per cent of the average market price on June 30, 1967, but not more than \$00.00 nor less than


Acceptable letterhead formats

1.
Letterheads.
(cont.)

Acceptable
letterhead
formats

**Illinois
Bell Telephone**

John S. Brown 208 W. Washington Street, Chicago, Illinois 60606
Treasury Department Telephone 312 727-4038






Ohio Bell

Advertising Dept. 750 Huron Road, Cleveland 15, Ohio
Telephone 216 822-2103

New Jersey Bell

540 Broad Street
Newark, New Jersey 07101
John S. Brown Telephone 201 649-4050
Treasury Department

New York Telephone

140 West Street, New York, N. Y. 10007 Telephone 212 394-4225

Mr. F. J. Morton April 23, 1965
1234 5th Street
Anytown, Indiana

Dear Mr. Morton:

Thank you for your letter of April 20th.

For your information AT&T began mailings of prospectuses to employees today for the new offering under its Employee Stock Plan.

The maximum price under the new offering is 85 per cent of the average market price of the stock today on the New York Stock Exchange, or \$00.00 a share. The price to be paid will be 85 per cent of the average market price on June 30, 1967, but not more than \$00.00 nor less than \$00.00 per share. The two year installment payment period ends on June 30

Letterheads
incorporating
Yellow Pages Symbol.

Wrong
treatment



Illinois Bell Telephone

208 W. Washington Street,
Chicago, Illinois 60606
Telephone 312 727-4038



Illinois Bell Telephone

208 W. Washington Street, Chicago, Illinois 60606
Telephone 312 727-4038

Mr. F. J. Morton
1234 5th Street
Anytown, Indiana

April 23, 1965

Dear Mr. Morton:

Thank you for your letter of April 20th.

For your information AT&T began mailings of prospectuses to employees today for the new offering under its Employee Stock Plan.

The maximum price under the new offering is 85 per cent of the average market price of the stock today on the New York Stock Exchange, or \$00.00 a share. The price to be paid will be 85 per cent of the average market price on June 30, 1967, but not more than \$00.00 nor less than \$00.00 per share. The two-year installment payment period ends on June 30, 1967. Deductions from pay will begin on July, 1965.

Regular employees in active service today (April 23) are eligible to take part in the new offering. The employee may elect to purchase one share for each full $\$66\frac{2}{3}$ of annual basic rate of pay on April 23. He may buy fewer shares than he is eligible to purchase, but no one will be able to purchase more than 600 shares.

For an employee not now participating in the plan, an election to purchase form (with the payroll allotment authorization) must be signed and delivered to his office by May 21, 1965.

For an employee participating in the 1965 offering and remaining eligible, participation in the same number of shares in the new offering can be had without taking any action. If the employee wishes to increase or decrease his electing under the new offering, he should sign a new election to purchase. If he does not wish to participate at all, he should give written notice to his payroll office by May 21.

Sincerely yours,

K. J. Blythe

JKB:ab



Acceptable
treatment

1. Letterheads.

All the examples just exhibited, although diverse, reveal a family resemblance.

Color is not used indiscriminately, but rather for emphasis. Additional graphic decoration and ornamentation near the Bell seal is inappropriate because the visual distraction created weakens the impact of the corporate identification.

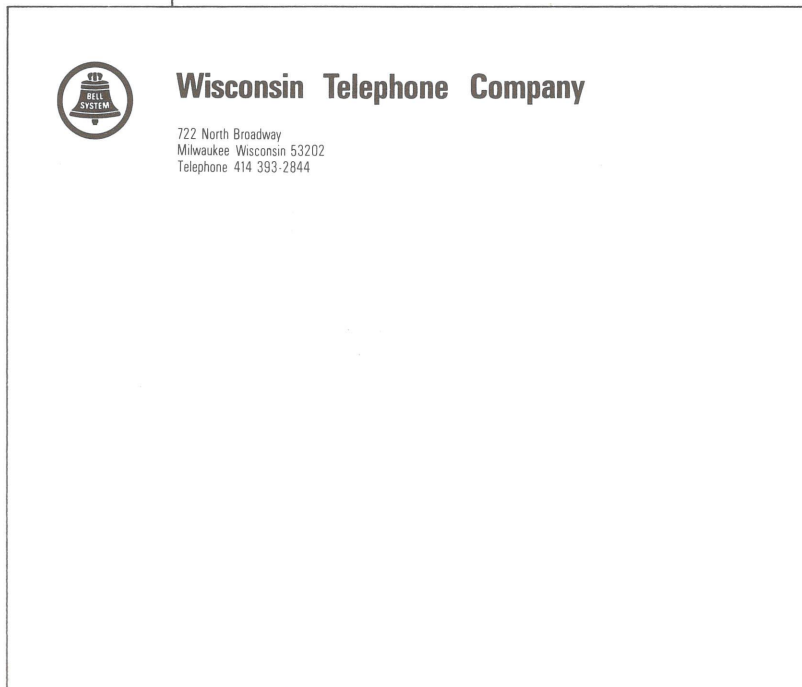
Type faces other than Univers 67, 57, and 47 should not be used.

The following exhibits demonstrate some graphic pitfalls which should be avoided.

Wrong:
excessive
letter spacing

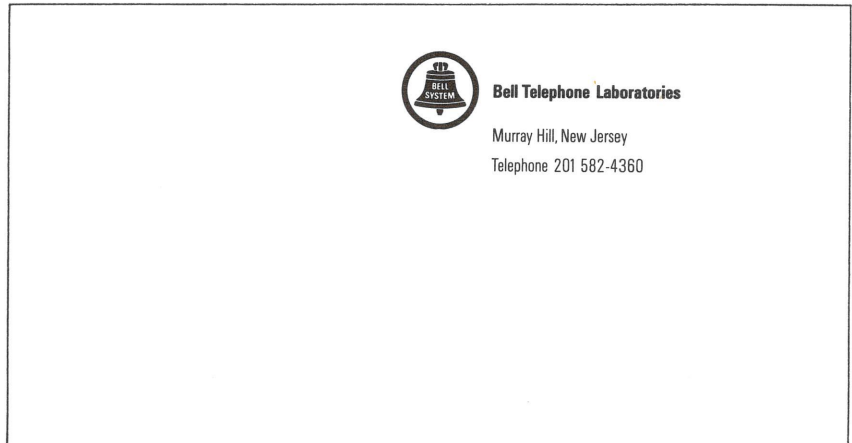


Wrong:
excessive
word spacing

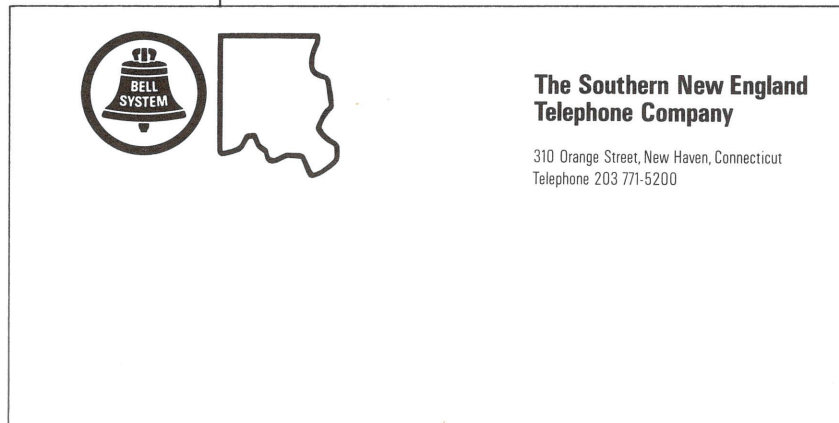


1.
Letterheads.
(cont.)

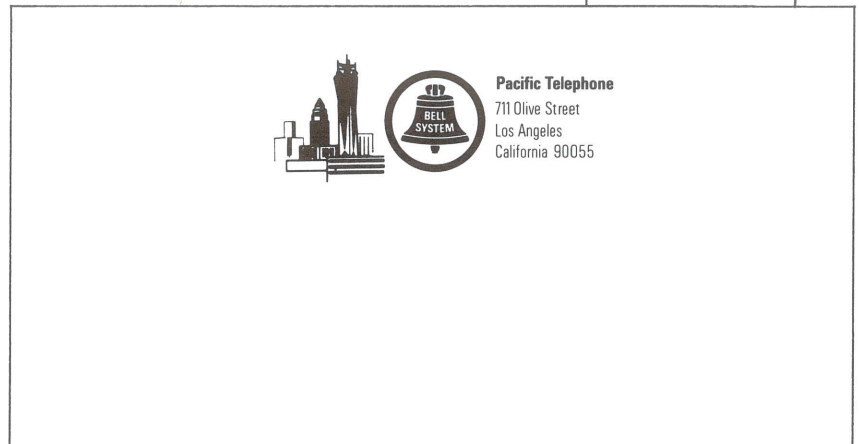
Wrong:
excessive
line leading



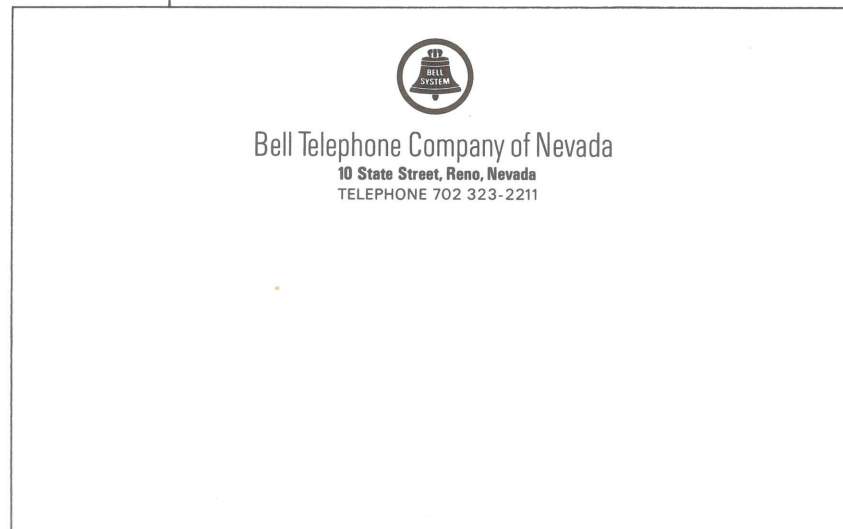
Wrong:
decorative
element
competes
with
Bell seal



Wrong:
decorative
element
competes
with
Bell seal



Wrong:
excessive
type sizes
and styles



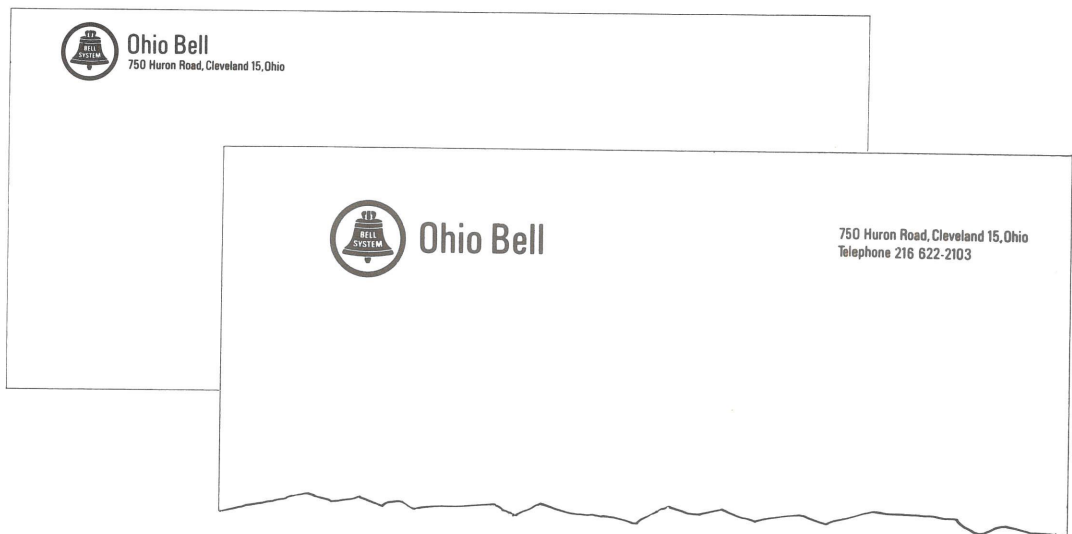
1. Letterheads and associated envelopes.

The return address design on envelopes should be related to the letterheads which are mailed with them.

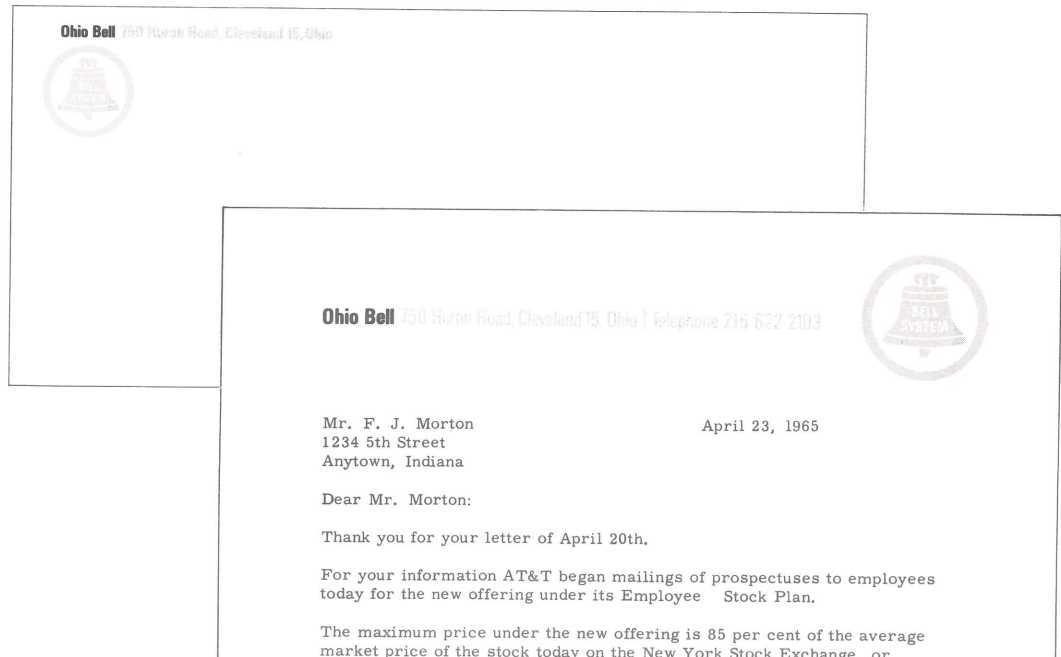
Important adjustments should be made, however:

1. The return address portion should be emphasized by reducing the relative size of the company name as compared to its use on the letterhead.
2. The U. S. Post Office Department recommends that all elements be placed in the upper left side of the envelope and parallel to the horizontal shape of the envelope.

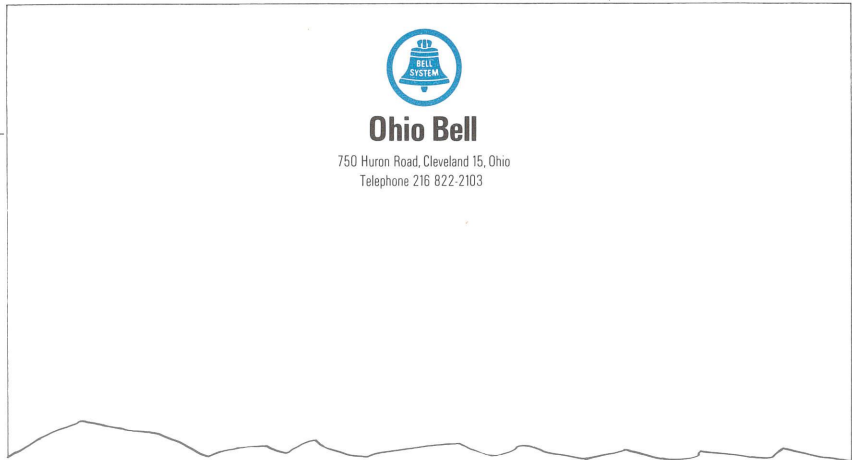
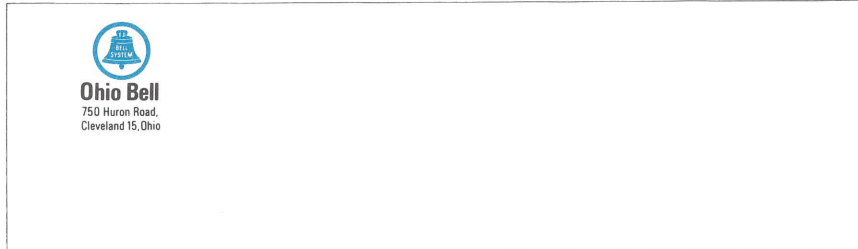
Acceptable



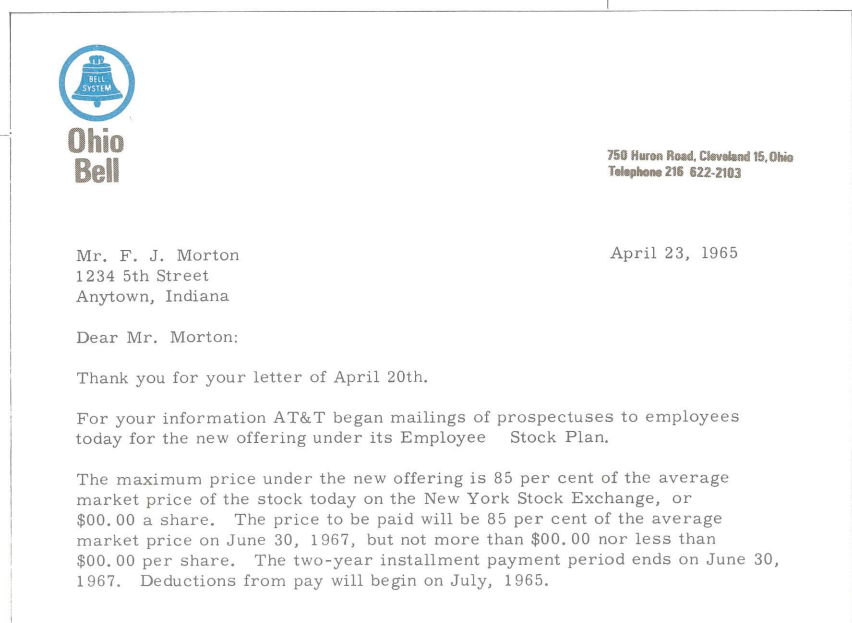
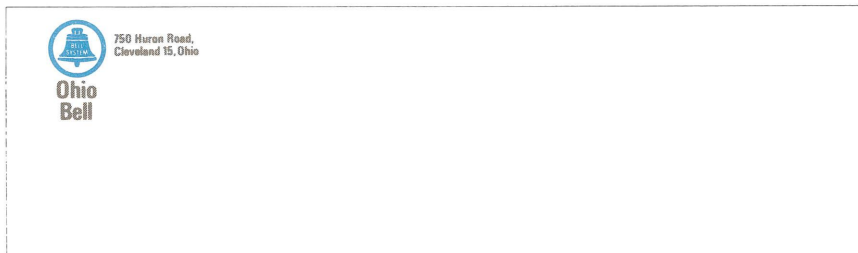
Acceptable



1.
Letterheads
and associated
envelopes.
(cont.)



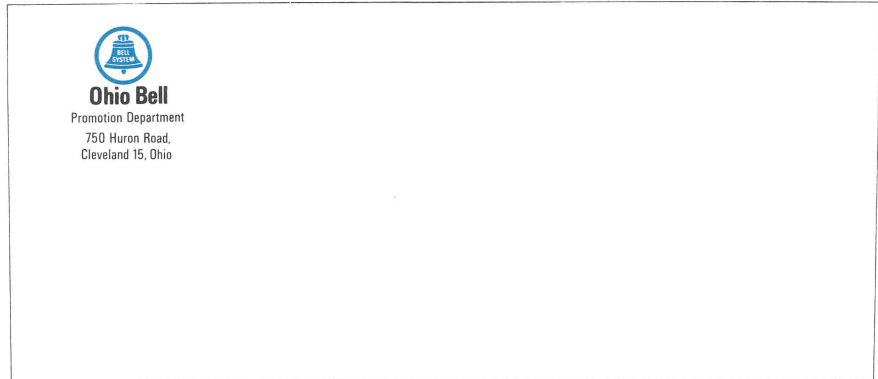
Acceptable



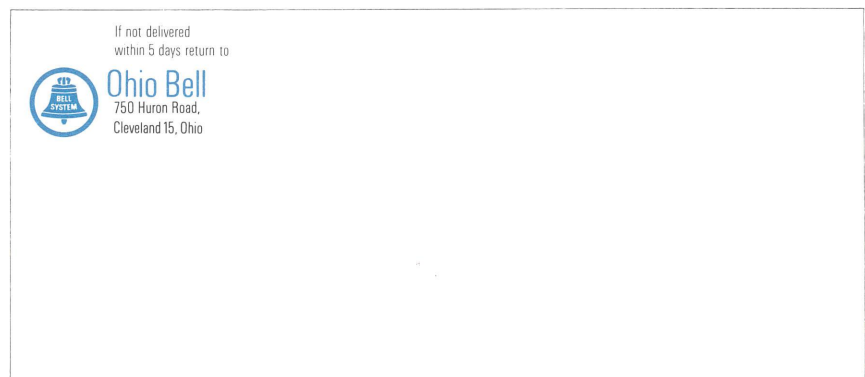
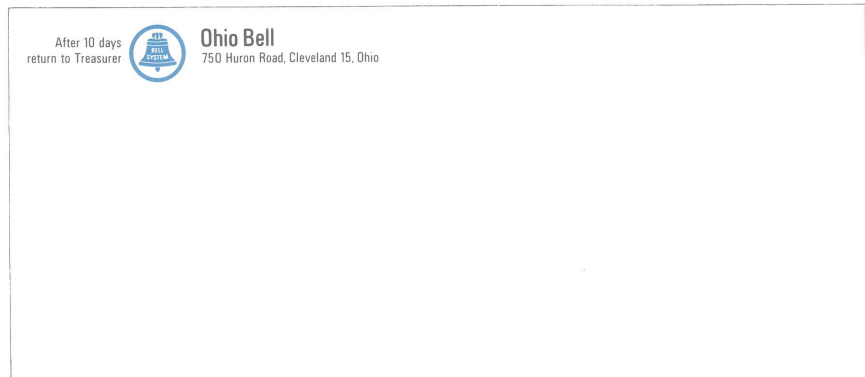
Acceptable

1.
Associated
envelopes.
(cont.)

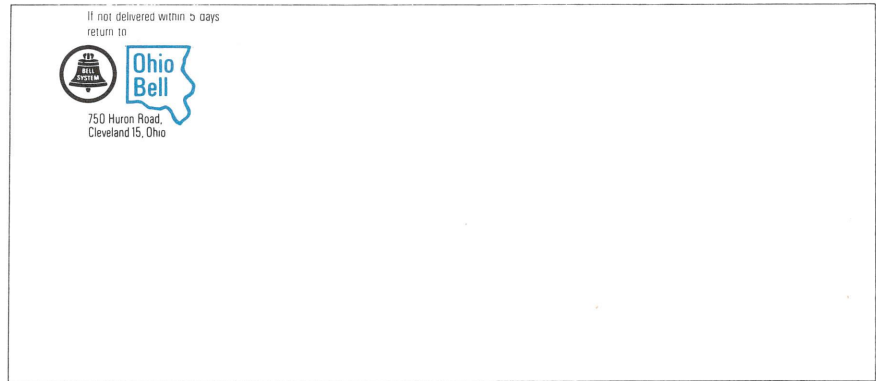
In addition to the Bell seal, company name and return address, a departmental name and words such as "Return in five days to" may be required on certain envelopes and may be incorporated into the design as shown below.



All
acceptable
treatments



1.
Associated
envelopes.
(cont.)

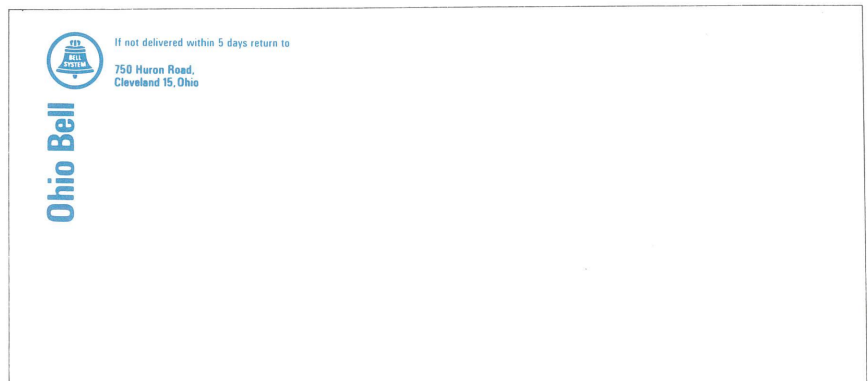


No other graphic symbols should be used

Wrong
treatments



Excessive word spacing



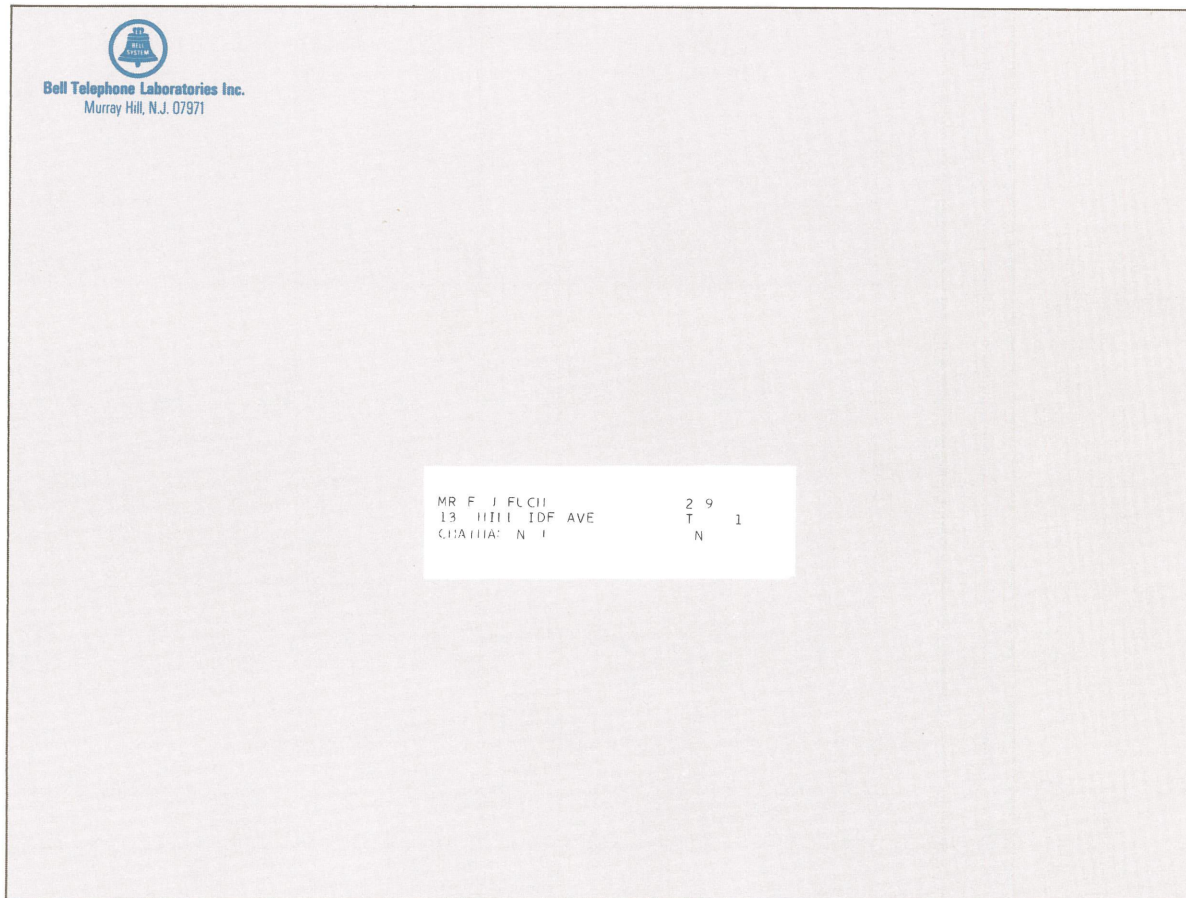
All type should run horizontally

2.
Large mailing
and messenger
envelopes.

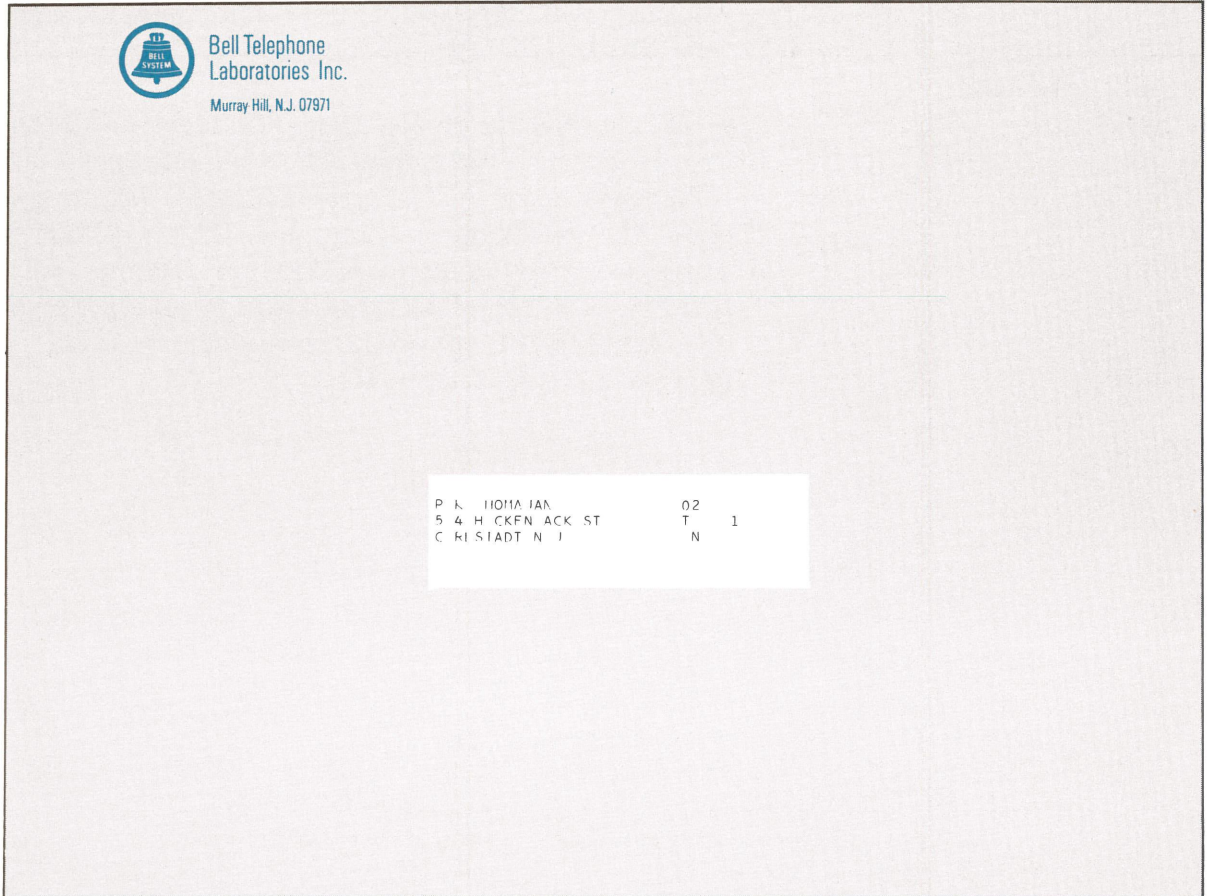
Messenger envelopes should bear a signature in the upper left corner to be consistent with other company envelopes.

Large mailing envelopes should be identified in the upper left corner only when they are to be addressed by hand, by typewriter or by a stencil machine. (Plain envelopes should be used with mailing labels which include company signatures.) Blue or black inks are recommended on gray stock (although manilla stock is also acceptable). (To obtain Bell blue effects on non-white stocks, see the section on "Bell System Blue".)


Acceptable



2.
Large
mailing
and
messenger
envelopes.
(cont.)



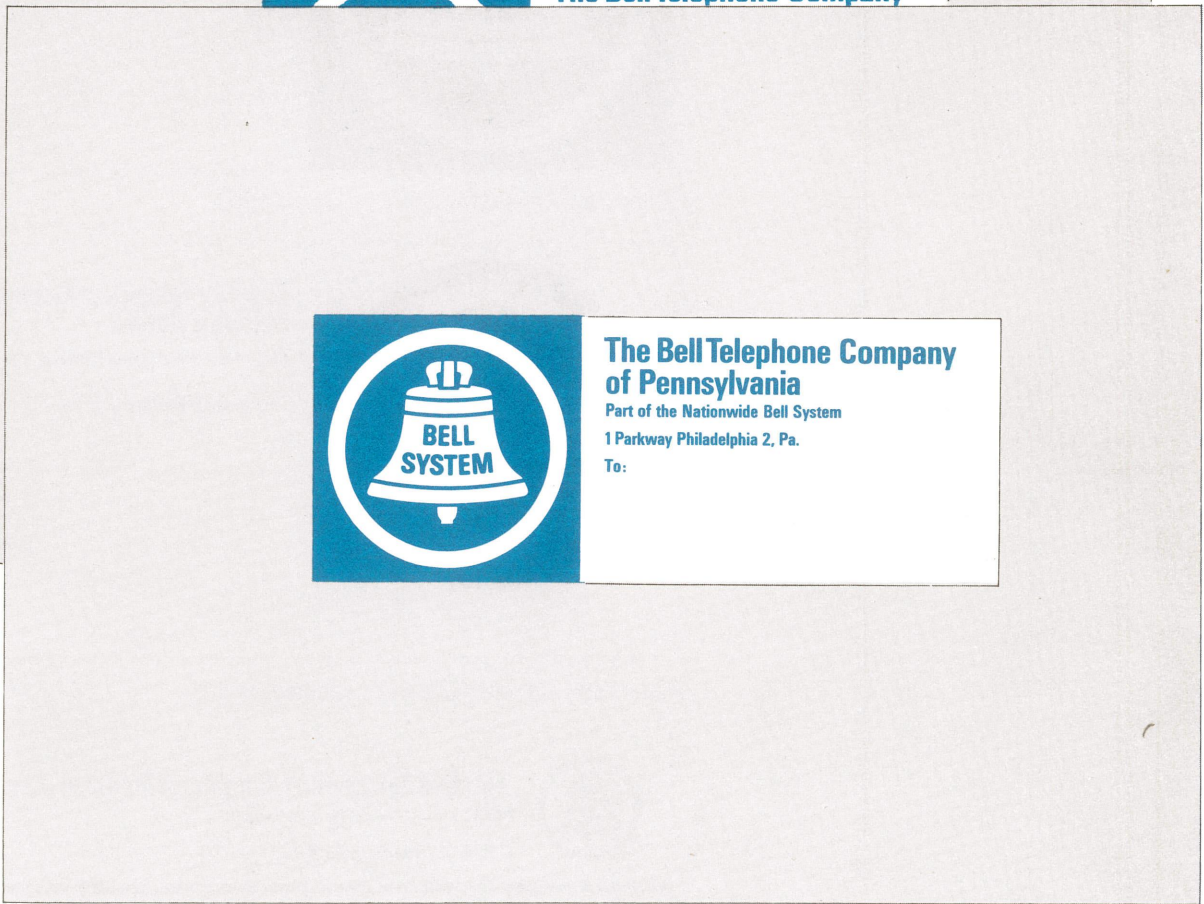
Preferred
formats

 Bell Telephone Laboratories Inc. Research and Development Unit of the Bell System				FOR MESSENGER SERVICE ONLY NOT TO BE USED IN U.S. MAIL TO EXPEDITE DELIVERY PLEASE ADDRESS ADEQUATELY			
1	8	15	22				
2	9	16	23				
3	10	17	24				
4	11	18	25				
5	12	19	26				
6	13	20	27				
7	14	21	28				

1. Large mailing and messenger envelopes. (cont.)

Redundancy results from using a mailing label having a Bell seal and a return address on a large mailing envelope which also carries a return address signature.

Wrong



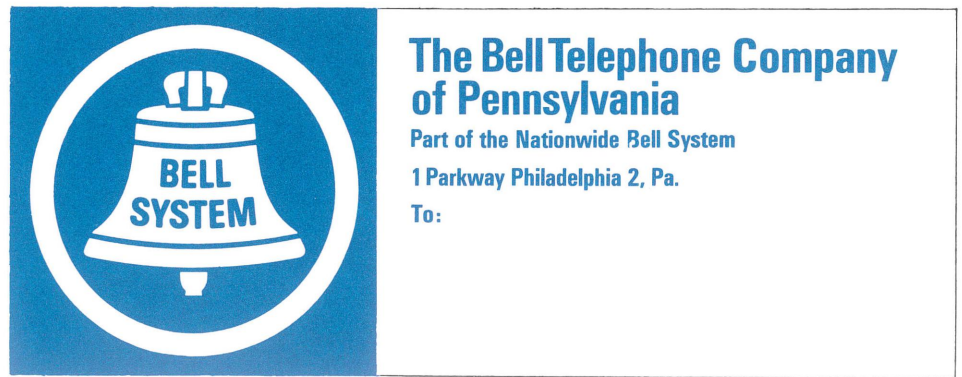
Preferred: plain envelope used with return address label

When the Bell seal and a return address are already part of a mailing label, a second return address signature is not needed in the upper left corner of a large mailing envelope as shown above. Economies can be effected if these envelopes are purchased unprinted.

3.
Mailing
labels
and tags.

Because mailing labels have an inherent display value for clear prominent corporate identification, Univers 67 is the typography and weight recommended for most applications.

"Fluorescent" white stock (or its equivalent) is recommended for mailing label design because it will work best with Bell System blue and with the black and gray inks suggested for general stationery and business forms.



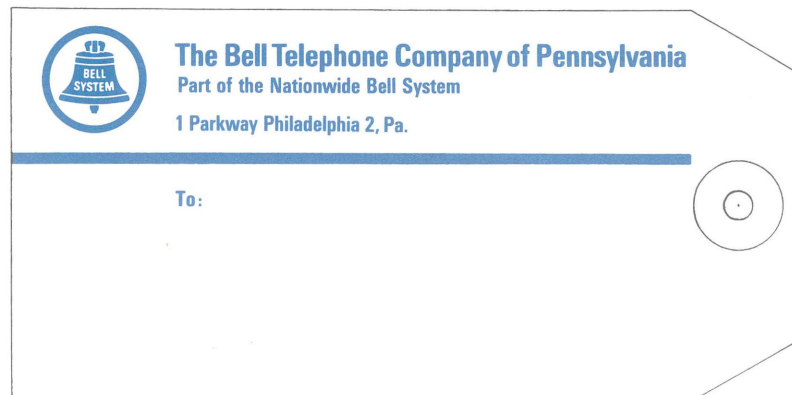
Regular mailing label (gummed)

Acceptable
formats



Special air mail label (gummed)

Hypothetical mailing
or shipping tag



4.
Business
cards.

Careful design of the company business cards is important because they are relatively small. This form of stationery is more personal because it is usually presented by individuals to other individuals, yet it must also be representative of the company.

The major factor that distinguishes the business card from other forms of Bell System stationery is that more emphasis will be placed on the name of the person for whom it is prepared. The person's name should dominate every other element on the card except the Bell seal by means of either color, size, position or weight.

To further relate to the overall Bell System look, the same design elements (colors and type face styles) recommended for letterheads should be used for company business cards.

In appropriate instances, blind-relief embossing may be used for the Bell seal.

Shown are four possibilities using these guidelines. There are many more.

Acceptable



Acceptable



4.
Business
cards.
(cont.)



Fred U. Smith
Sales Manager

National Yellow Pages Service



Illinois Bell Telephone 208 W. Washington Street
Chicago, Illinois 60606 Telephone 312 727-4038

Acceptable

John S. Brown
Commercial Manager



Southwestern Bell Telephone Company
1010 Pine Street
St. Louis, Missouri 63101
Telephone: 314 241-9800

Acceptable



John S. Brown
Chief Engineer

Pacific Northwest Bell
821 Second Ave.
Seattle, Washington 98104
Telephone: 314 214-9800

Acceptable: blind-relief embossed seal

New Jersey Bell Telephone Company

John S. Brown
Commercial Manager





540 Broad Street
Newark, N.J. 07101
Telephone: 201-649-4051

Wrong: poorly organized and irrelevant graphic elements are used

John S. Brown
Communications Consultant



New Jersey Bell

540 Broad Street
Newark, New Jersey 07101
Telephone 201 649-4050

Wrong: type is not shown in well organized units

5.
Checks, drafts
and vouchers.

Checks, drafts, vouchers and treasury forms in general should be designed clearly and with the dignity that a financial document representing the Bell System should have. For consistency, signatures should appear in the upper left wherever possible.


Use of Unifers 67 and 57, as shown, is recommended to stand up well against a "second color."

Although blue ink is an acceptable choice, black ink printed over colored safety papers is preferred for clarity.

A title showing the kind of check or draft, if prominently displayed, can help further clear identification.

Safety papers not only serve to protect against counterfeiting, but, because of the colors and patterns available, they also facilitate easy identification for those who handle checks. Because safety paper uses a repetitive pattern like envelope linings, use of multiple Bell seals for this pattern is acceptable as long as the seal is reproduced faithfully. (See the section on "The Bell Seal.")


Shown are three possibilities. There are many more.

 To New England Telephone Part of the Nationwide Bell System	Commission 12/15/64	19-3 210
	No. 002812 To the order of FRANKLIN W NESTERGOOD	PAY \$90.00*
Through First National City Bank Bennington, Vermont		Treasurer
⑆0 1 10 00 39 ⑆ 100 40 2 1 8 9		


Right

STATIONERY AND BUSINESS FORMS

5.
Checks, drafts
and vouchers.
(cont.)


	To American Telephone and Telegraph Company Parent Company of the Bell System	Dividend Number 301 January 2, 1965	19-9 210
	To order of JOHN DOE & MRS MARY DOE JT TEN 123 MAIN STREET WYCKOFF N J 07481	PAY \$00 00 123-4567-890 Account Number	American Telephone and Telegraph Co. Treasurer
Through Chemical Bank New York Trust Company New York	Please print change of address here _____ <small>Include Zip Code</small>		
⑆0⑆⑆0⑆⑆0⑆⑆0⑆⑆3⑆⑆9⑆⑆⑆0⑆⑆0⑆⑆4⑆⑆0⑆⑆2⑆⑆⑆⑆8⑆⑆9			

Right

	To The C & P Telephone Company of Virginia Part of the Nationwide Bell System	Voucher No. 19-9 270
	To the order of HOLLAND-SMITH INC. 401 WEST 10 STREET NEW YORK, N.Y. FOR SERVICES RENDERED- 11/15/64	PAY \$350.00* Acct.No. 000-0000-000 11/15/64
Through Chemical Bank Trust Company Richmond, Virginia	Please print change of address here _____ <small>Include Zip Code</small>	
⑆0⑆⑆0⑆⑆0⑆⑆0⑆⑆3⑆⑆9⑆⑆⑆0⑆⑆0⑆⑆4⑆⑆0⑆⑆2⑆⑆⑆⑆8⑆⑆9		

Right

Wrong: type disorganized

	To New York Telephone Part of the Nationwide Bell System	Voucher No. 12-2 715
	To the order of FRANCIS W COLLINS & MRS FLORA COLLINS JT TEN BOX 3851 PINOLE CALIF	PAY \$871.00* Acct.No. 000-0000-000 11/15/64
Through The Hanover Bank, New York	Please print change of address here _____ <small>Include Zip Code</small>	
⑆0⑆⑆0⑆⑆0⑆⑆0⑆⑆3⑆⑆9⑆⑆⑆0⑆⑆0⑆⑆4⑆⑆0⑆⑆2⑆⑆⑆⑆8⑆⑆9		

6. Customer bills and associated envelopes.

Customer bills and associated envelopes are usually the most important contact a company has with its customers.

Therefore, it is especially important that these designs follow the standard guidelines for stationery: simplicity, organization and clarity. This is achieved by grouping elements and groups of elements, and by using as few different type weights and sizes as possible in any one item.

Bell System blue, and black and gray inks are recommended. Univers 67, 57 and 47 are the type faces that should be used.

Production limitations and the expense involved in reproducing these forms may dictate a departure from the Univers faces specified. In these cases only, Alternate Gothic No. 2 and No. 3, or the News and Trade Gothics, may be substituted. These type faces should, however, never be used in company signatures or for any large sized headings on these forms.

Right

Pacific Northwest Bell
Part of the Nationwide Bell System

P.O. Box 2225 Seattle, Wash. 98111

Payments received after this bill date will be credited on your next bill. →

BALANCE FROM LAST BILL
ADDITIONAL LOCAL CALLS
LONG DISTANCE (LIST ENCLOSED)
OTHER CHARGES AND CREDITS (LIST ENCLOSED)
DIRECTORY ADVERTISING
MONTHLY SERVICE CHARGE
U.S. TAX ON ITEMS MARKED BY →

PLEASE PAY THIS AMOUNT →

If you pay by mail
Please return the payment card in the enclosed envelope.

If you pay in person
Bring both this bill and the payment card.

If not delivered within 5 days return to
Pacific Northwest Bell
P.O. Box 2225 Seattle, Wash. 98111

FIRST CLASS MAIL
U.S. POSTAGE
PAID 5 CTS.
PERMIT NO. 14


K 3056 (11-65)

6.
Customer bills
and associated
envelopes.
(cont.)

Right

IF YOU PAY BY MAIL
PLEASE RETURN PUNCHED CARD WITH YOUR PAYMENT

IF YOU PAY IN PERSON
PLEASE BRING BOTH THIS BILL AND PUNCHED CARD



New Jersey Bell Telephone Company
OFFICE HOURS 9 A.M. TO 5 P.M. MONDAY THROUGH FRIDAY


Business office addresses and telephone numbers are shown in front of telephone directory.

DATE	PLACE CALLED	AREA	TELEPHONE NO.	AMOUNT

RATE CODES
STATION CALLS
1. Day Rate
2. Evening Rate
5. Night Rate
PERSON CALLS
3. Day Rate
4. Night Rate

*Party letter omitted

Service and Equipment—For one month	
Message Units—For one month	
Calls Outside Local Area and Telephone	
Other Charges or Credits—Explanation enclosed	
United States Tax	
Directory Advertising	
Balance From Last Bill—Deduct amount paid	
PLEASE PAY THIS AMOUNT	→




Mountain States Telephone
931 Fourteenth Street Denver, Colorado 80202

PAYMENT DUE UPON RECEIPT OF BILL
PLEASE RETURN ENCLOSED CARD
WITH YOUR PAYMENT

	Local Tax	State Tax	Federal Tax	Charges Including Tax
# LOCAL SERVICE AND EQUIPMENT				
# ADDITIONAL LOCAL CALLS OR MESSAGE UNITS ()				
LONG DISTANCE CALLS AND TELEGRAMS				
DIRECTORY CHARGES				
OTHER CHARGES OR CREDITS—Explanation Enclosed				
BALANCE FROM LAST BILL—If Paid, Please Deduct				
# INCLUDES SPECIAL MUNICIPAL ASSESSMENTS IN COMMUNITIES WHERE APPLICABLE				
TOTAL AMOUNT DUE	▶			

Wrong: type disorganized



Pacific Northwest Bell
Part of the Nationwide Bell System


P.O. Box 2225 Seattle, Wash. 98111

Payments received after this bill date will be credited on your next bill →


IF YOU PAY BY MAIL
Please return the payment card in the enclosed envelope.

IF YOU PAY IN PERSON
Bring both this bill and the payment card.

BALANCE FROM LAST BILL
ADDITIONAL LOCAL CALLS
LONG DISTANCE (LIST ENCLOSED)
OTHER CHARGES AND CREDITS (LIST ENCLOSED)
DIRECTORY ADVERTISING
MONTHLY SERVICE CHARGE
U.S. TAX ON ITEMS MARKED BY →



Mountain States Telephone
931 Fourteenth Street Denver, Colorado 80202



PAYMENT DUE UPON RECEIPT OF BILL
PLEASE RETURN ENCLOSED CARD
WITH YOUR PAYMENT

	Local Tax	State Tax	Federal Tax	Charges Including Tax
# LOCAL SERVICE AND EQUIPMENT				
# ADDITIONAL LOCAL CALLS OR MESSAGE UNITS ()				
LONG DISTANCE CALLS AND TELEGRAMS				
DIRECTORY CHARGES				
OTHER CHARGES OR CREDITS—Explanation Enclosed				
BALANCE FROM LAST BILL—If Paid, Please Deduct				
# INCLUDES SPECIAL MUNICIPAL ASSESSMENTS IN COMMUNITIES WHERE APPLICABLE				
TOTAL AMOUNT DUE	▶			

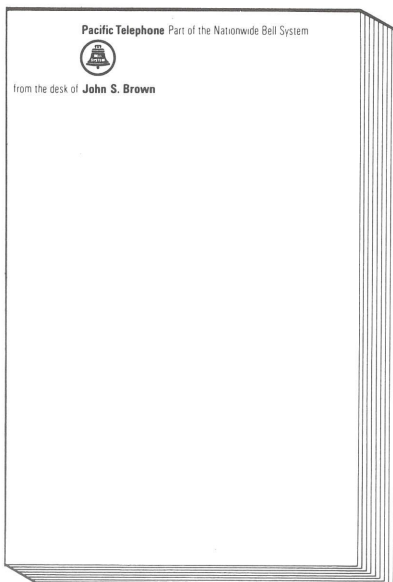
Wrong:
graphic symbols of an
informative or promotional
nature should be avoided on
customer statements and
envelopes


7. Miscellaneous business forms and invoices.


Signatures used on miscellaneous business forms and invoices should employ the basic guidelines discussed on page two of this section and should be shown in Univers 67, 57 or 47.

All other typography on these forms is left to local option, but use of compatible type faces is strongly recommended. The number of different type faces and sizes used in any one application should be kept to a minimum so that company forms will have a businesslike appearance of taste, consistency and unity.

All acceptable treatments



<table border="1" style="width: 100%;"> <tr> <td style="text-align: center;">AMOUNT OF PAYMENT</td> </tr> <tr> <td style="text-align: center;">EXCHANGE TELEPHONE NUMBER</td> </tr> <tr> <td style="text-align: center;">DATE OF PAYMENT 19</td> </tr> <tr> <td style="text-align: center;">REMARKS</td> </tr> <tr> <td style="text-align: center;"> </td> </tr> <tr> <td style="text-align: center;"> </td> </tr> <tr> <td style="text-align: center;"> </td> </tr> <tr> <td style="text-align: center;"> </td> </tr> <tr> <td style="text-align: center;"> </td> </tr> <tr> <td style="text-align: center;"> </td> </tr> <tr> <td style="text-align: center;"> </td> </tr> </table>	AMOUNT OF PAYMENT	EXCHANGE TELEPHONE NUMBER	DATE OF PAYMENT 19	REMARKS								 <p>The Southern New England Telephone Company Part of the Nationwide Bell System</p> <p>NAME _____</p> <p>ADDRESS _____</p> <p>_____</p> <p>A PAYMENT IN THE AMOUNT SHOWN HAS BEEN RECEIVED AND CREDITED TO YOUR ACCOUNT.</p> <p style="text-align: right;">THANK YOU</p>
AMOUNT OF PAYMENT												
EXCHANGE TELEPHONE NUMBER												
DATE OF PAYMENT 19												
REMARKS												

SEMIPUBLIC SERVICE	
 <p>Illinois Bell Telephone Part of the Nationwide Bell System</p>	
<p>PLEASE USE ENCLOSED ENVELOPE FOR MAILING PAYMENT. IF YOU WISH TO PAY IN PERSON, SEE INFORMATION PAGES OF DIRECTORY FOR BUSINESS OFFICE ADDRESS</p>	<p>AMOUNT DUE ON GUARANTEE—OR—ADD'L CHG* ON LOCAL CALLS OVER GUARANTEE _____</p> <p>ADD'L CHG* ON GUARANTEE _____</p> <p>U.S. TAX on the total of Guarantee and Additional Charge _____</p> <p>UNREDEEMED TOKENS _____</p> <p>EXTRA LISTINGS AND EQUIPMENT for one month in advance—Add'l Chg* _____ U.S. Tax _____</p> <p>DIRECTORY ADVERTISING (monthly installment) _____</p> <p>OTHER CHARGES OR CREDITS (explanation enclosed) _____</p> <p>BALANCE FROM LAST BILL (please disregard any portion of this amount already paid) _____</p> <p style="text-align: right;">TOTAL AMOUNT DUE</p>
<p>*Due to city tax.</p>	

Introduction.

Certain trademarks and service marks are used to identify the Bell System with Bell System products and services. The most widely used Bell System marks are listed on page 9 of this section. Such marks are valuable business assets.

When we use a Bell System mark, we should always use it to indicate that it is our particular "brand" (and not just the "common name") of a product or service so that our legal right will not be weakened.

(Manufacturers bitterly regret having lost such one-time trademarks as "Aspirin," "Cellophane," "Escalator," and recently, "Thermos.")

In many cases, a company's own careless advertising has been used as evidence against it! Bell System marks can be protected from the same fate by correct use.

This section of the Graphics Manual will show how our marks can be strengthened and how we can avoid weakening -- even losing -- our marks as identifying brands.

There are four basic points to remember:

1. ALWAYS USE A MARK AS AN ADJECTIVE
2. ALWAYS USE THE CORRECT COMMON NAME OF A PRODUCT OR SERVICE WITH A MARK
3. ALWAYS MAKE A MARK DISTINCTIVE
4. ALWAYS SHOW A MARK'S REGISTRATION

These points and other usage tips are covered in detail in the following pages.

1. Always use a mark as an adjective.

A mark must be used as an adjective and must precede and modify the common name of a product or service. It tells the reader what brand is under discussion.

1.

Always use
a mark as an
adjective.
(cont.)

Use a Mark as an Adjective

right: PRINCESS telephone
(mark) (common name)

right: DATA-PHONE data communications service
(mark) (common name)

Not as a noun

wrong: Put the PRINCESS beside the chair.
right: Put the PRINCESS phone beside the chair.

Not as a Plural Noun

wrong: The order was for three CALL DIRECTORS.
right: The order was for three CALL DIRECTOR
telephones.

Not as a Verb

wrong: Try DATA-PHONING your statistical informa-
tion.
right: Try sending your statistical information by
DATA-PHONE data communications service.

Not in the Possessive

wrong: The BELLBOY'S compact design is attractive.
right: The BELLBOY personal signaling set is
attractively designed.

2.

Always use the
correct common
name of a product
or service with
a mark.

There are two kinds of common names associated with
Bell System marks -- specific and general. It is best to
use a specific one often and prominently.

In talking about "Bellboy," for instance, calling it a
personal signaling set (a specific common name) is pre-
ferred because it is more specific than calling it a ringer
(a general common name).

2.
Always use the correct common name of a product or service with a mark.
(cont.)

"Dataspeed" is a tape-to-tape transmission service (a specific common name). This is preferable to simply writing "Data-speed" service (a general common name).

There are some marks shown on page 9, such as "Princess" and "Touch-Tone", which do not have specific common names. In these cases, general common names should always be used.

Where possible, use a specific common name with a mark at least once in every ad, commercial, sales promotion piece, exhibit, news release and article. Then for variety and stylistic flexibility, use general common names.

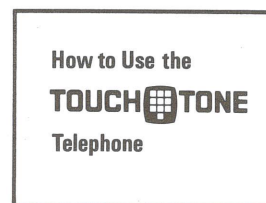
For example, if "Princess" appears in copy over and over, avoid repetition by saying "Princess telephone", "Princess phone", "Princess extension phone", or drop "Princess" and use "telephone" or "phone" by itself. The mark may be dropped for variety but not the common name.

A mark should not stand by itself -- it should always be followed by a specific or general common name.

There is an exception, however. The mark may be displayed by itself on the cover of a brochure or on an exhibit -- as long as it is not used near or adjacent to other words.



Right



Right



Wrong

3.
Always make a mark distinctive.

Always make a mark distinctive in headlines and in text to set it apart and to help it function as a "brand" name. There are many ways to do this:

Use the art style of the mark if one has been adopted (see page 9):

Princess phone

3.
Always make a mark
distinctive.
(cont.)

Set the mark in the same type as the rest of the copy,
but make it distinctive by showing it in a second color
(or in a lighter tone of gray):

right: **PRINCESS PHONE**

wrong: PRINCESS PHONE

wrong: princess phone

The following treatments are all acceptable:

Set the mark in regular caps: **PRINCESS phone**

In small caps: **PRINCESS phone**

In upper and lower caps: **PRINCESS phone**

With initial cap: **Princess phone**

Enclose the mark, with initial cap, in quotation marks:

"Princess" phone

Italicize the mark with an initial cap: ***Princess phone***

The rule is to make sure that the mark stands out and is
treated differently from its common name and adjoining text.

4.
Always show
a mark's
registration.

Registered Marks

Registration helps enforce our exclusive right to a mark, but
consistent proper use is what establishes a mark and what
gives us the right to prevent its use by others. Correct
usage is more important than registration itself.

4.
Always show
a mark's
registration.
(cont.)

For registered marks, use one of the following forms of registration notice at least once in every printed ad, once in every television commercial when the mark appears on the screen, once in any sales promotion material or exhibit, and on the first appearance of the mark in booklets and brochures.

Use the registration symbol ® and place it on the shoulder of, or adjacent to, the last letter of a registered mark:

Princess® phone

(This unobtrusive symbol is the easiest to handle and the most common method of showing a mark is registered.)

The legend "Registered U. S. Patent Office" (or abbreviated as "Reg. U. S. Pat. Off. ") may be shown as an asterisked footnote:

PRINCESS* telephone
*Registered U. S. Patent Office
(or *Reg. U. S. Pat. Off.)

The legend "Registered trademark (or service mark)" may also appear as an asterisked footnote when used in material in which the marks of others do not appear:

Princess* telephone
*Registered trademark
Data-phone* data communications service
*Registered service mark

When our marks are used in material which contains the marks of others as well, the legend to be used as an asterisked footnote should identify the corporate owner of the mark, such as AT&T Co. (or Teletype Corp.). A less desirable alternative, to be used sparingly, is "Trademark (or service mark) of the Bell System. "

Princess* telephone
*Registered trademark of AT&T Co.
(or *Trademark of the Bell System)

Teletype* teleprinter
*Registered trademark of Teletype Corporation

4. Always show a mark's registration. (cont.)

Two marks should not be used adjacent to each other. However, "Touch Tone Princess" may be treated as an exception. But it is important that a registration symbol appear with each mark. For example, "Touch-Tone® Princess® phone" is permissible, but a much preferred treatment would be "Princess® phone with Touch-Tone® calling."

Unregistered Marks

Unregistered marks are handled exactly like registered marks except that they can't be shown with a registration notice.

Where possible, use the legend "Trademark" (or "Service mark"). This may appear as an asterisked footnote when used in material in which the marks of others do not appear:

Bell Chime* ringer
*Trademark

When our marks are used in material which contains the marks of others as well, the legend to be used as an asterisked footnote should identify the corporate owner of the mark, such as AT&T Co. A less desirable alternative, to be used sparingly, is "Trademark (or service mark) of the Bell System."

Bell Chime* ringer
*Trademark of AT&T Co.
(or *Trademark of the Bell System)

Using names that are not marks.

We use many names that should not be confused with marks. Examples are: speakerphone, telpak, centrex, TWX, PBX, DDD and WATS. These names should not be used as if they were marks because genuine marks are weakened when other names are treated in the same manner.

Using names that
are not marks.
(cont.)

For example:

wrong: TELPAK and DATA-PHONE service
(This is wrong because telpak has been given the
same distinctive type treatment as the service mark
DATA-PHONE.)

right: Telpak and DATA-PHONE service

If names such as telpak are set in all caps or some other
distinctive typography, any marks which may appear in the
text should be treated even more distinctively.

Names which are not marks may be used as nouns or adjectives.

The following names are not marks:

airlight	impaired hearing handset
air-to-ground	weak speech handset
automatic call distributor	noisy location handset
business interphone	panel phone
card dialer	PBX
centrex	school-to-home service
curved door booth	seeing aid system
DDD	semi-booth
dial pak	speakerphone
DID	tele-lecture
drive-up	telpak
electronic artificial larynx	TWX
ETV	universal booth
farm interphone	versatile booth
guest-dial PBX	WADS
guest-dial phone service	walk-up
home interphone	WATS

Using marks
of other
manufacturers.

We have a duty to help other manufacturers protect their
marks, and we must use their marks carefully when we
advertise and promote equipment such as the Magicall reper-
tory dialer, produced by the Dasa Corporation.

Using marks
of other
manufacturers.
(cont.)

Where possible, try to use an asterisked footnote with a mark of another manufacturer because this enables you to tell to whom the mark belongs.

Examples:

Magical* repertory dialer

*Registered trademark of the Dasa Corporation

Electronic Secretary* automatic answering and recording set

*Registered trademark of Automatic Electric Co.

Code-a-phone* telephone answering set

*Registered trademark of Code-a-phone Electronics Corp.

Other companies'
use of
Bell System
marks.

Other companies, when mentioning our products or services in their material, should adhere to the same rules we follow.

Examples:

Call Director* telephone

*Registered trademark of AT&T Co.

Data-Phone* data communications service



*Service mark of AT&T Co.

There is an exception in the case of the Bell seal.

REQUESTS FROM OTHER COMPANIES TO USE THE BELL SEAL (in their advertising or promotional media or perhaps in an annual report) SHOULD BE POLITELY BUT FIRMLY REFUSED. The Bell seal is to be used exclusively to identify the Bell System, its associated companies and subsidiaries and its products and services and nothing else. The seal is a hallmark of quality, integrity and service. It may not be used to lend prestige to -- or imply endorsement of -- any other person or company who may have a Bell System company as a client.

Logo reproduction proofs of all Bell System marks may be obtained through Supervisor of Drafting, AT&T Company, 195 Broadway, Room 2710, New York, N.Y. 10007. Area Code 212 393-3158.

Registered Marks (should be shown with ®)

MARK	SPECIFIC COMMON NAME (PREFERRED)	GENERAL COMMON NAME*	OFFICIAL LOGO
Bellboy® (Registered Trademark)	personal signaling service/set	pocket signaling set, ringer, signal receiver*	<i>bellboy</i> ®
Call-a-matic® (Registered Trademark)	magnetic tape dialer, magnetic tape dialer with Touch-Tone® calling	telephone, phone, dialer, dialing*	Call-a-matic ®
Call Director® (Registered Trademark)		telephone, phone, office phone*	the CALL director®
Data-Phone® (Registered Service Mark)	data communications service/set	data set/service, calls, installation*	DATA·phone ®
Picturephone® (Registered Service Mark)		calling center, see-while-you-talk service/set, visual telephone*	Picturephone ®
Princess® (Registered Trademark)		telephone, phone, extension phone, bedroom phone, compact phone*	<i>Princess</i> ®
Spokesman® (Registered Trademark)	telephone loudspeaker	loudspeaker*	
Teletype® (Registered Trademark)	record communications systems and equipment, teletypewriter, teleprinter, (or specific products such as: keyboard, printer, transmitter, receiver, tape punch, perforator, reperforator)		TELETYPE 
Telstar® (Registered Service Mark)	communications satellite	satellite, project, experiment*	
Touch-Tone® (Registered Service Mark)		calling, dialing, telephone, phone*	TOUCH  TONE ®
Trimline® (Registered Trademark)	dial-in-handset phone	telephone, phone, extension phone, bedroom phone, compact phone*	<i>Trimline</i> ®

Unregistered Marks (must not be shown with ®)

MARK	SPECIFIC COMMON NAME (PREFERRED)	GENERAL COMMON NAME*	OFFICIAL LOGO
Bell Chime (Trademark)		ringer, signaling device, bell*	
Dataspeed (Trademark and Service Mark)	tape-to-tape transmission service/set	sender, receiver, reader, transmitter, tape punch, cabinet*	DATA speed

*All marks may also be used as adjectives with general common names such as **unit, device, machine, equipment, service** and **set**, when other names are unwieldy. These may be used even in a headline. But, always use the specific common name somewhere prominently in the text.

NOTE: The Bell seal is a registered service mark of the AT&T Co. but, because it is clearly distinguishable as belonging exclusively to the Bell System, using the registration symbol® with the seal is not necessary.

The Bell seal used with other marks.

The public should be able to recognize our products and services and associate them with the Bell System.

To promote clarity and increase the effectiveness of our marketing activities, the following guidelines are set forth for using the Bell seal with trademarks and service marks which identify the products and services we offer.

There are three distinct situations to be considered in using the Bell seal with other marks:

1. Use of the seal with Bell System marks (see page 9).
2. Use of the seal with names and phrases used throughout the telephone industry which are not marks of any company.
3. Use of the seal with marks owned by other companies.

1.
Use of the seal
with Bell System
marks.

Registered Marks

Unmistakable Bell System identification with our registered marks is of utmost importance. Three possible approaches are illustrated below for showing our marks when the registration symbol is used.

The first and preferred approach is one in which the seal, by itself, is closely associated with the mark. When a registered mark is used near the Bell seal the explanatory phrase "A Bell System Product" or "A Bell System Service" should appear in close proximity.

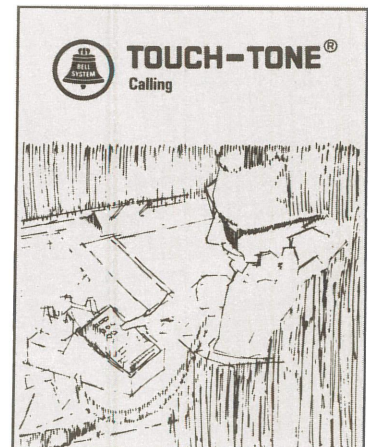
Wherever possible, these phrases should be in Univers 67, 57, or 47 to relate visually to the official Bell System typography. In this case, the typography used for the specific or general common name that follows the mark may be the same (in style, but smaller in size) as either the mark or the explanatory phrase. (Ideally, there should not be more than two varieties of type in a single typographical area.)



Right: common name and explanatory phrase both shown



Wrong: common name omitted



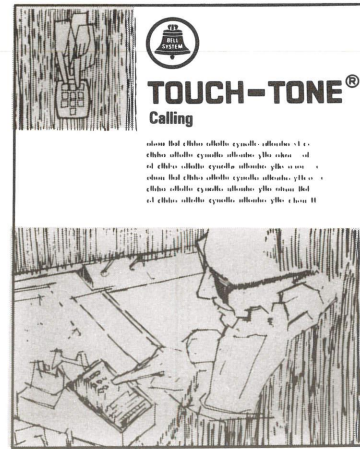
Wrong: explanatory phrase omitted

- 1. Use of the seal with Bell System marks. (cont.)

If the phrase "A Bell System Product (or Service)" cannot be used because of layout, space, or design limitations, there is no longer a verbal explanation that relates the mark to the Bell System. Therefore the seal should be used apart from the mark.



Right: seal should be away from mark if phrase not used

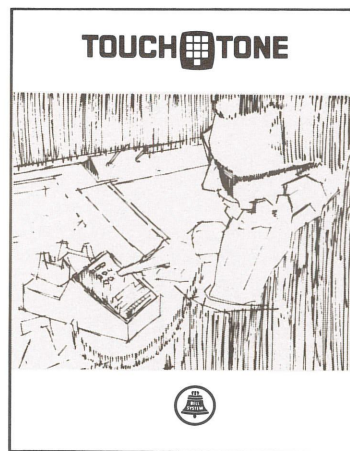


Wrong: seal too close to mark without the explanatory phrase

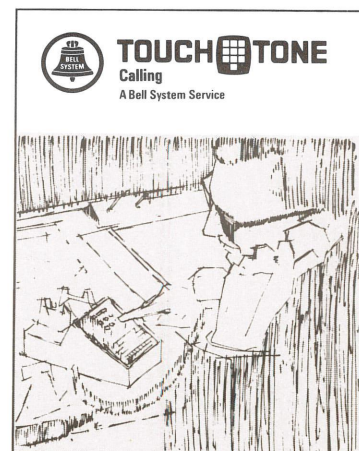
1.
Use of the seal
with Bell System
marks.
(cont.)

A second approach in using the seal with Bell System marks is shown below.

Two marks have art styles containing special graphic symbols – Touch-Tone and Teletype (see page 9). Using the seal with either of these art styles is incorrect (even if explanatory phrases and common names are correctly shown) because the Bell seal should not be shown adjacent or in close proximity to any other graphic symbols or design elements. (This rule also applies to all future Bell System marks which utilize graphic symbols as part of the art styles.)



Right: seal should be used apart from other graphic symbols



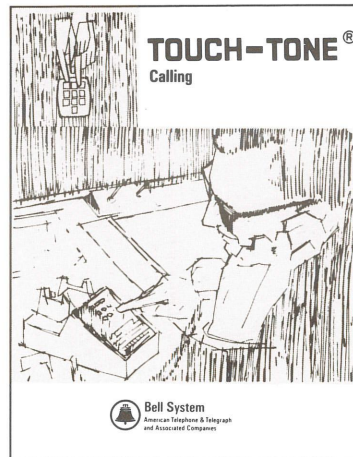
Wrong: seal too close to Touch-Tone keyboard symbol

1.
Use of the seal
with Bell System
marks.
(cont.)

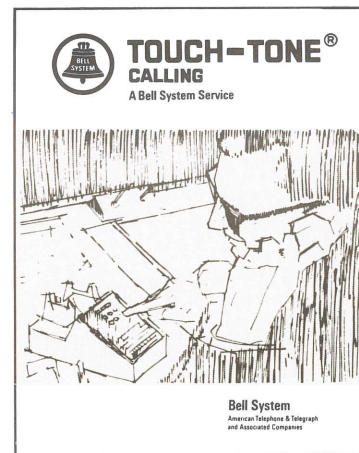
A third consideration in using the seal with Bell System marks involves company signatures.

As previously mentioned, a company signature should appear on most Bell System visual media. If the signature appears in the same layout as a Bell System mark which is being shown for the first time (such as on the front cover of a promotional or informative piece), the Bell seal always belongs in the signature and not close to the mark.

This situation can be avoided by placing the signature on another page if possible.



Right: when a signature and mark are part of the same layout, the seal belongs with the signature



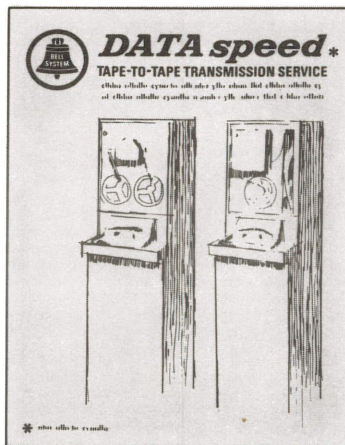
Wrong: seal should be part of the company signature in this example

1. Use of the seal with Bell System marks.
(cont.)

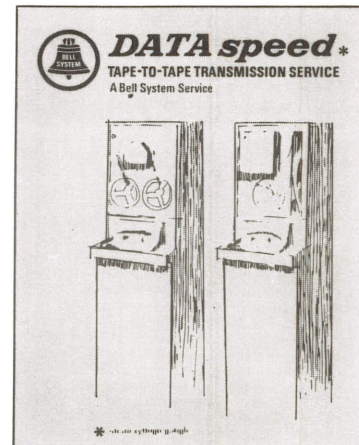
Unregistered Marks

Unregistered marks of the Bell System should be used in the same way as registered marks, except that the registration symbol ® cannot be used with an unregistered mark. An asterisk should be placed next to an unregistered mark when appropriate. The legend should appear in small type on the same page in the form of an asterisked footnote (as outlined on page 6) and should read:

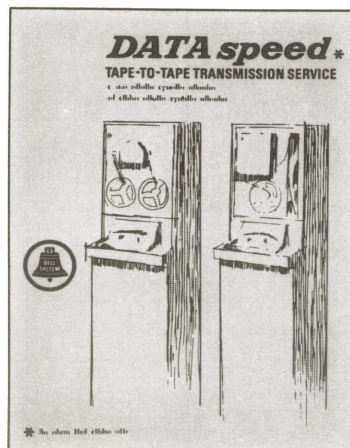
*Service mark
or *Service mark of AT&T Co.
(or *Service mark of the Bell System)



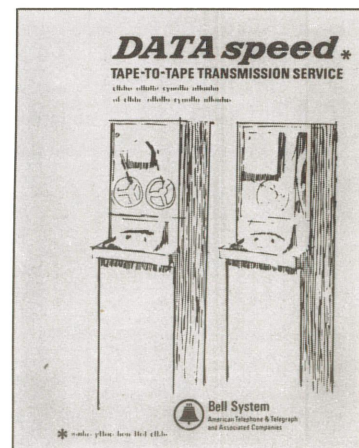
Wrong: explanatory phrase omitted



Right: explanatory phrase included



Right: phrase not needed when seal and mark are separated

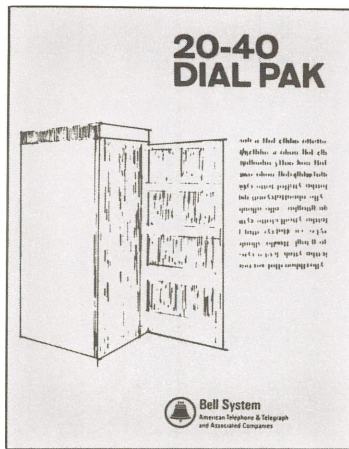


Right: phrase not needed when seal is part of a signature

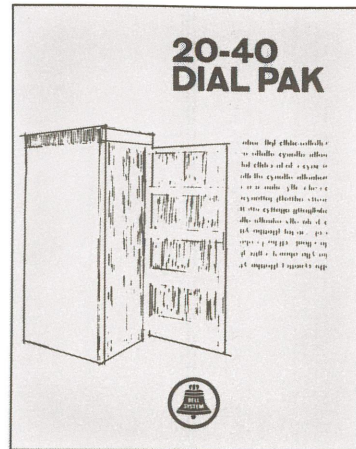
2. Use of the seal with names and phrases used by the telephone industry.

"Centrex," "20-40 Dial-Pak," "TWX," and "automatic call distributor" are examples of names and phrases used throughout the telephone industry but which are not marks of any company. These names are not the exclusive property of the Bell System and should not be used as such.

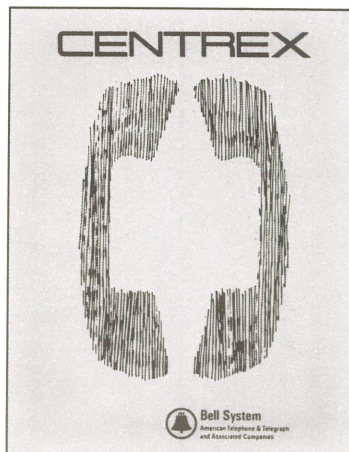
Implying ownership of these unowned names minimizes the authentic ownership of those marks that do belong to the Bell System. The following illustrations point out correct relationships:



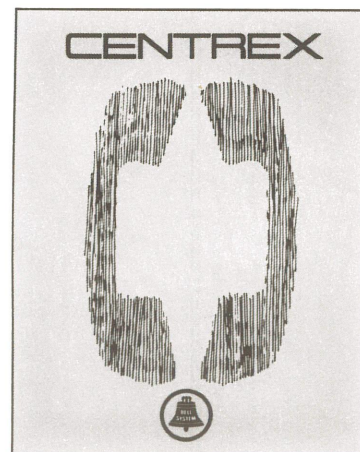
Right



Right

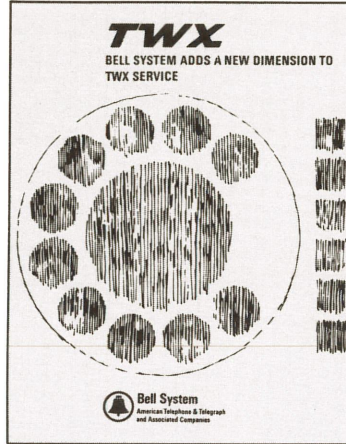


Right

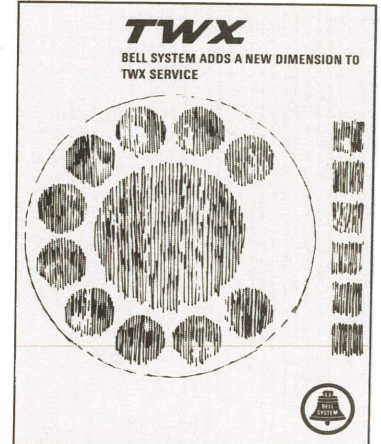


Right

Use of the seal with names and phrases used by the telephone industry.
(cont.)

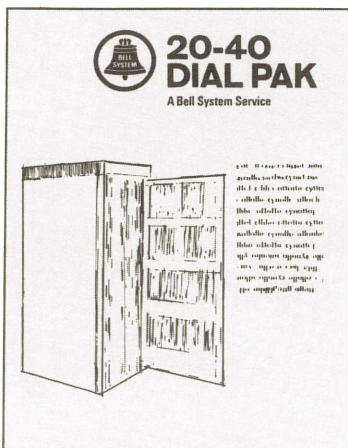


Right

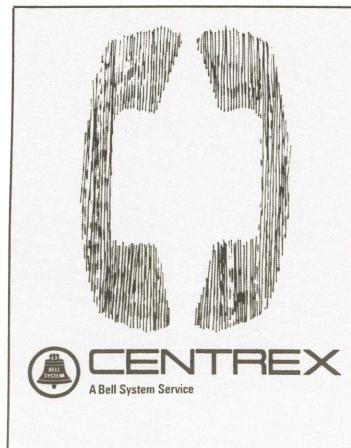


Right

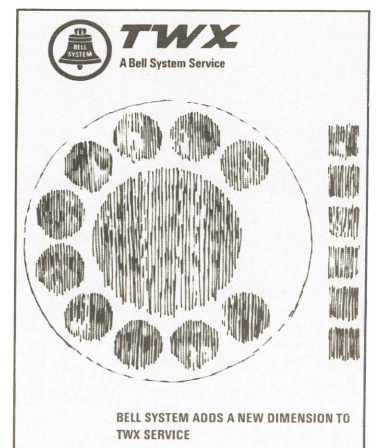
The following examples are incorrect because the Bell seal's proximity to the unowned name and the phrase "A Bell System Service" wrongly imply ownership of the name and exclusive provision of the service shown.



Wrong



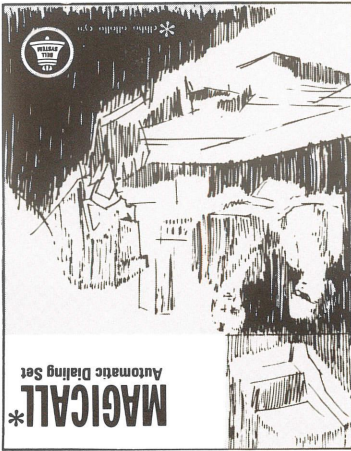
Wrong



Wrong

Use of the seal with marks owned by other companies.

When we advertise and promote the equipment of other manufacturers such as the Magicall repertory dialer (made by the Dasa Corporation), we must not place the Bell seal adjacent to their mark or otherwise imply ownership in any way. We have a duty to help these manufacturers protect their marks, and care must be given to any such use. An asterisk and an asterisked footnote should be used because it enables us to show to whom the mark belongs and that it is not a Bell System mark.



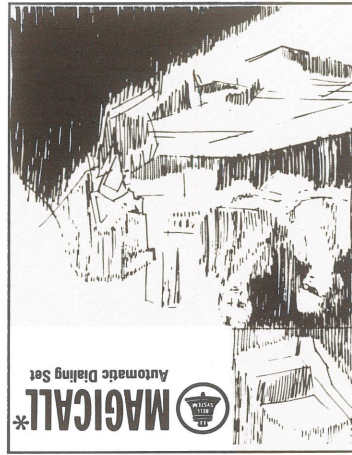
Right



Wrong



Right



Wrong

Vehicle Markings

Vehicle Markings

General.

This section specifies effective, consistent, yet distinctive identification for the more than 100,000 Bell System motor vehicles. These vehicles are found throughout the country in the fleets of each operating company and subsidiary, including Western Electric, Bell Laboratories, AT&T Long Lines Department, 195 Broadway Corporation and Bell-Comm, Inc. This makes vehicle identification an important part of our total corporate identification program because it exposes the Bell System to millions of subscribers every day, and because, in many areas, there is no corporate statement as effective.

The objectives of vehicle identification are quick recognition of the seal and the company name (by day or night) and strong visual association with the Bell System corporate look as it will be shown on buildings, coin telephones, stationery, bills, and in national advertising of all kinds.

The corporate identification program is designed to make the public more aware that the Bell System consists of many separate, yet highly integrated, associated companies and subsidiaries; that the System is indeed a system, not one company; and that the Bell System is larger than any of its parts. On vehicles, this concept is carried out by using Bell seals which dominate the signatures, and by showing the company names in the official typography as shown in the example below.



New York Telephone
Part of the Nationwide Bell System

General.
(cont.)

The descriptive phrase (such as "Part of the Nationwide Bell System") because of its smaller size, will not be as instantly legible as the company name. However, instant legibility from a distance is not the key reason for using the descriptive phrase. Its use is encouraged not only so that better clarity is established but so that the company signatures seen on vehicles will be complete and look the same as the company signatures seen in other corporate identification areas.

It is the responsibility of each company's Coordinator of Corporate Identification to insure, insofar as possible, that the company's signatures on vehicles, buildings, brochures, customer bills, in advertising, and so on, consist of the same words and be tied together visually so that the impact on the public is not only powerful but consistent as well.

Special
problems.

Unusual situations and special problems in layout or application of vehicle markings which cannot be resolved within the Plant Department should be referred to the Coordinator.

Vehicle markings.

Vehicle markings will consist of Bell seals used with upper and lower case lettering for company names in which the seals are three times the height of the capital letters.

Descriptive phrases such as "Part of the Nationwide Bell System" will consist of upper and lower case letters in which the capital letters are half the height of the letters in the company name. The style of all letters is Univers 67 -- the official Bell System type face.

Color of markings and source of supply.

All company signatures will be in gold, a color which provides a rich, effective contrast against Bell System green vehicles and the blue-gray vehicles in the Southwestern Bell fleet. Markings for each company will be made available through Western Electric in the form of pre-spaced, die-cut, pressure sensitive seals and letters. The words each company will need will be furnished on special backing paper which will be trimmed so that the correct amount of space between seals and words can be easily determined and so that the markings can be quickly but accurately applied, regardless of the layout limitations.



New York Telephone
Part of the Nationwide Bell System

Companies using reflective material for their vehicle markings will find the larger area covered by the new signature format provides maximum night time visibility of the vehicle.

Legal requirements.

Some states, in addition to specifying minimum letter sizes for company names, also require that information be shown on each vehicle regarding maximum load and gross weight in various sizes up to 3" high letters. It is standard for all companies to show this information in black pressure-sensitive material. Black lettering against green (and blue-gray) will be subordinate to—and will not compete or become confused with—the company signature. In all cases, legal information of this type should be placed in a rectangular formation, as shown, so that the numbers will add up to the correct total as required by law. Always place this information as far away from the company signature as practical.

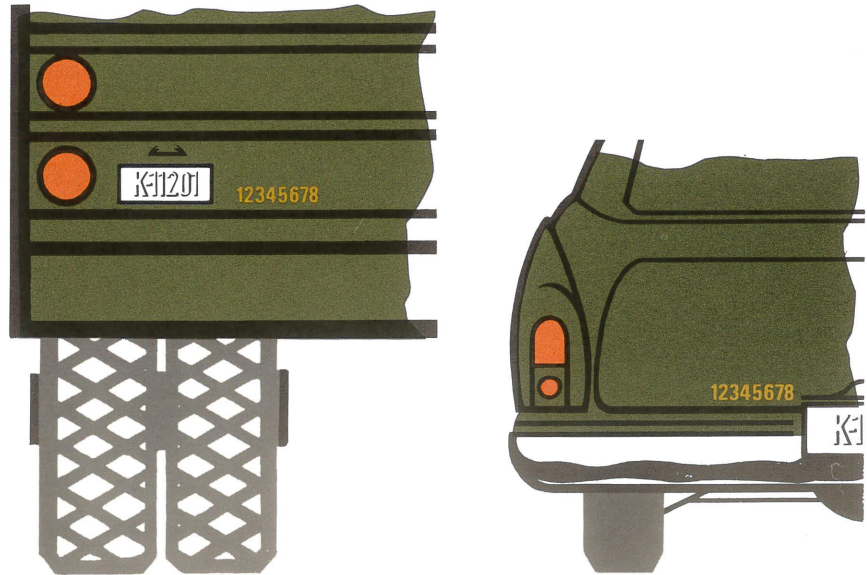


Some cities also require that garage locations be shown. This information should also be in black lettering (Univers 67, in upper and lower case letters) and displayed apart from the signature, as shown above.

Where a multi-state company is required to specify in which state a vehicle is garaged or operated, this information should also be in black lettering (Univers 67, in upper and lower case letters) and displayed apart from the signature.

Company
vehicle numbers.

Company vehicle numbers should be shown in gold reflective material for all vehicles that require such markings. These should be placed low on the rear of the vehicle near the license plate when possible.



Truck posters.

Nearly all companies use advertising, promotional or informative posters on their vehicles. Only one such poster should be used on each vehicle. Company vehicles should not display promotional Yellow Pages decals or signs of the type that are given away for use on customer vehicles.

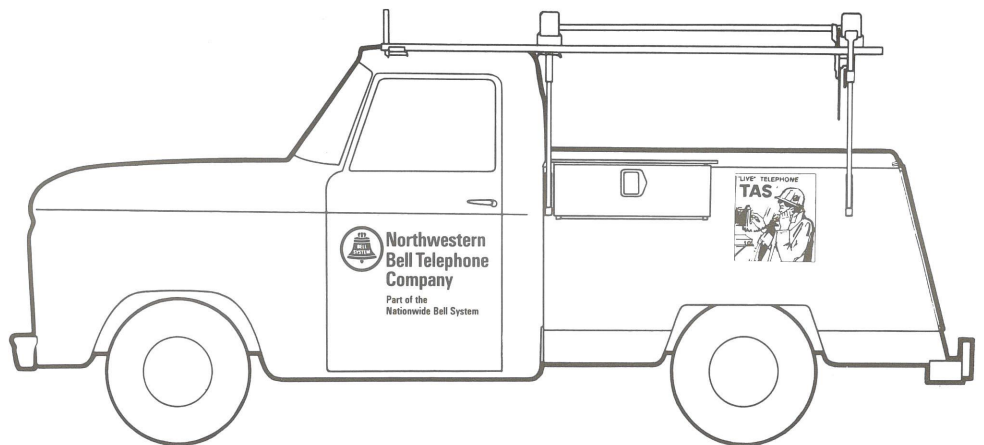
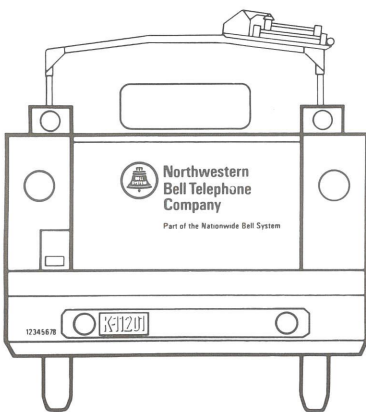
In the examples shown on the following pages, markings are kept away from the upper portions of vehicles wherever possible to leave room for company posters and because markings placed in the middle of vehicles are likely to be seen sooner in the headlights of other drivers than markings placed up high. But company identification markings take precedence in all cases, and if a vehicle has a limited area suitable for signing, this area should be reserved for the company signature. Truck posters should either be given a "second best" position or be abandoned altogether on that particular vehicle. A truck poster should never be placed so that it crowds or obscures the company signature. And posters should never be designed which consist predominantly of color combinations of green and gold (or in Southwestern Bell, of blue-gray and gold).

Vehicle types:
cab and body.

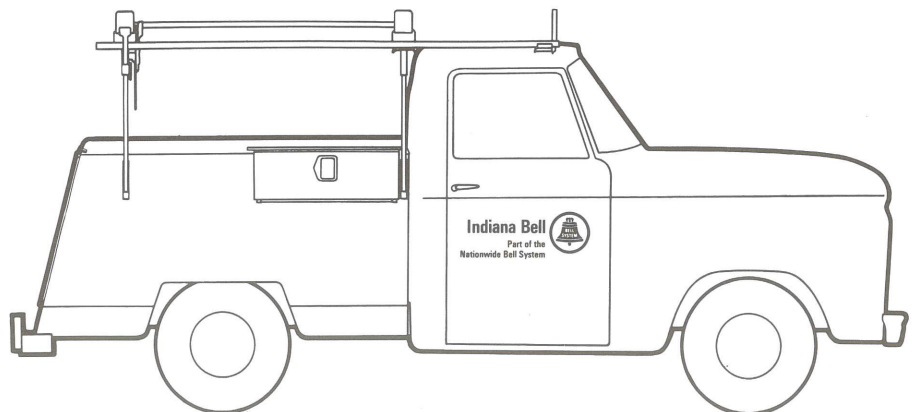
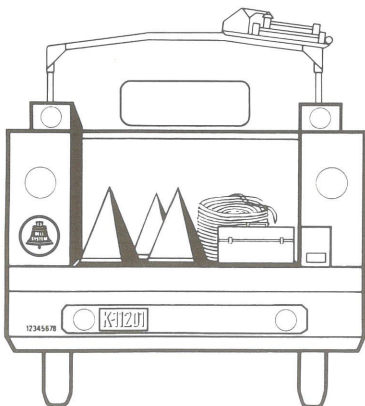
Cab and Body Type

Identification for cab and body vehicles should be placed on the vehicle doors because the body portion of the truck varies frequently in design and sometimes is covered by equipment. These markings should also be placed on the rear (as shown) when space permits and a seal alone if space is scarce.

The following formats for cab doors show seals placed toward the front of the vehicle, and company names and definitive phrases in flush right and flush left formats. Symmetrical (centered) formats should be avoided if possible.



Cab and body type - long company name arrangements.



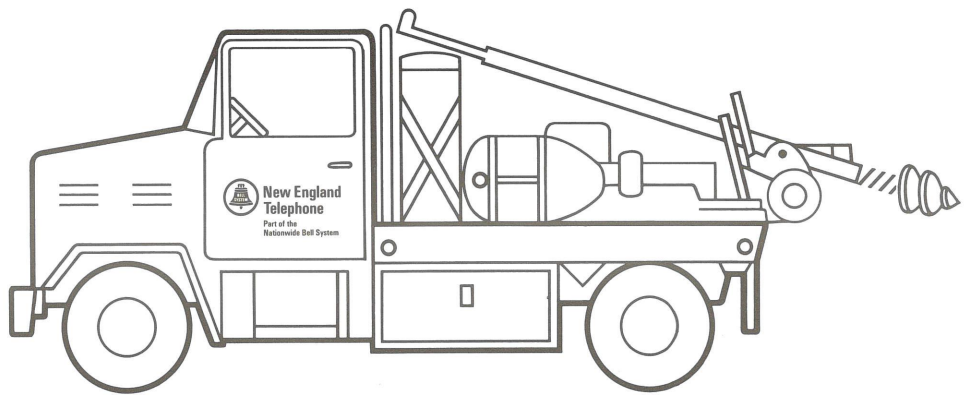
Cab and body type - short company name arrangements.

Vehicle types:
special vehicles.

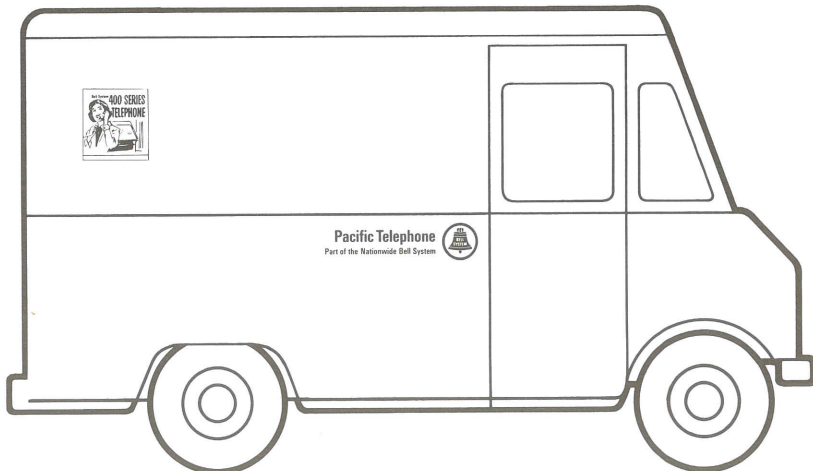
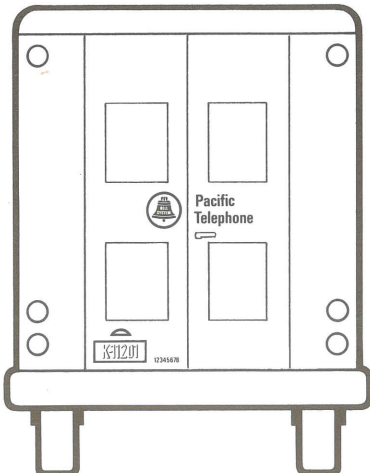
Special Equipment Vehicles (such as earth boring machines and aerial lift trucks.)

Flat bed body vehicles, trucks with irregular bodies and vehicles carrying equipment which may obscure the sides should also display company markings on cab doors using the same format system and marking sizes which apply to cab and body vehicles. Markings should also be placed on the rear, but only when space permits.

The cab door identification illustrated below applies to an irregular truck body.



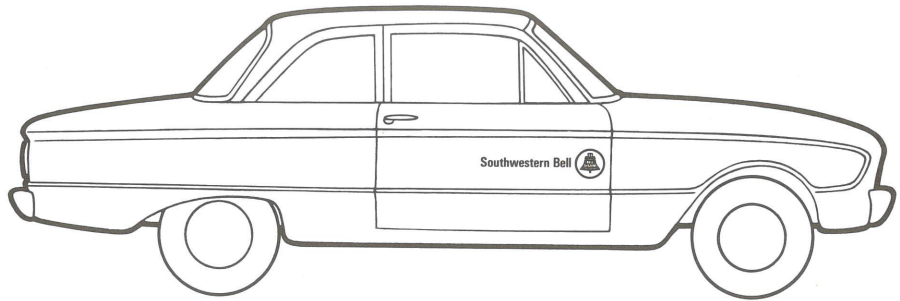
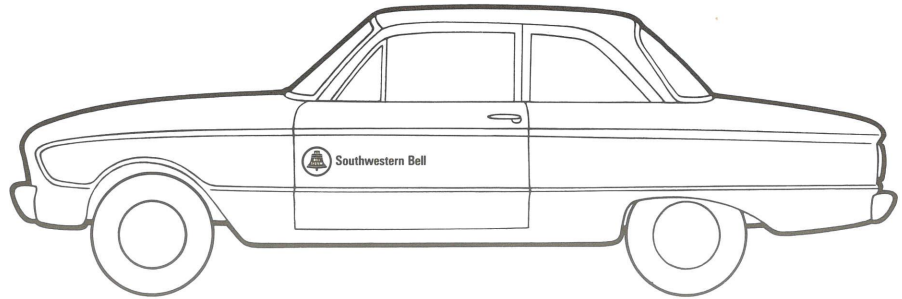
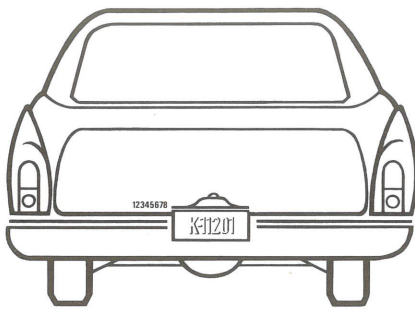
However, vehicles with side panels free of equipment and detail, such as large supply trucks and vans, should be marked as shown below. Markings should never be placed on sliding vehicle doors that are out of sight when open.



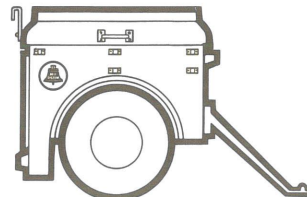
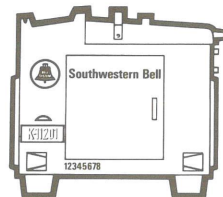
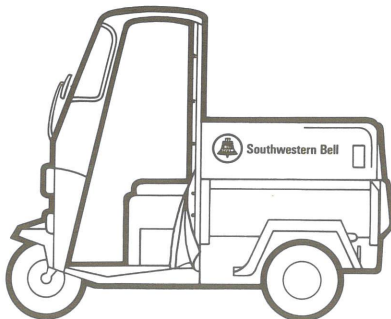
Vehicle types:
passenger cars.

Passenger Cars

All sedans in Bell System green and blue-gray should carry Bell seals and company names on each door of the vehicle. The only markings to be shown on the rear are vehicle numbers, placed low near the license plate. Descriptive phrases are not necessary in company signatures on passenger cars only because the proportionate sizes may make them too small to be effective.



Markings are also recommended for use on small utility vehicles and other small mobile equipment such as splicers' cable carts.

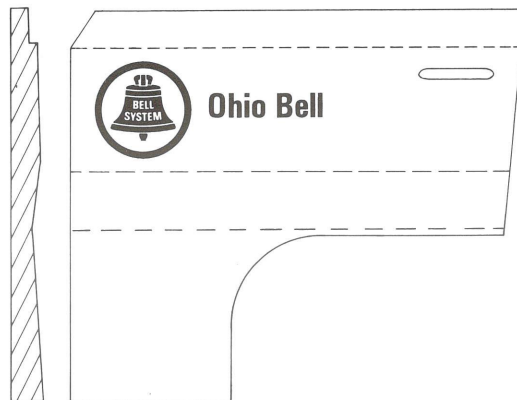


Vehicle types:
compact vans.

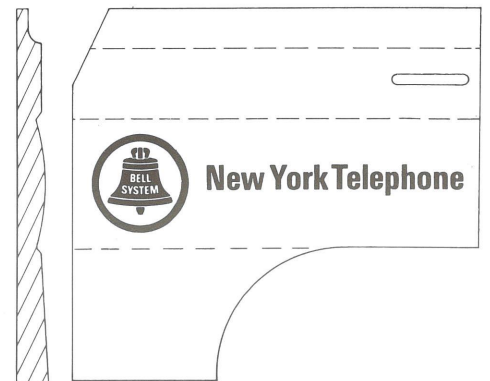
Compact Vans

On compact vans, markings will consist of seals with company names in capital and correspondingly lower case letters. Definitive phrases are also in capital and correspondingly lower case letters.

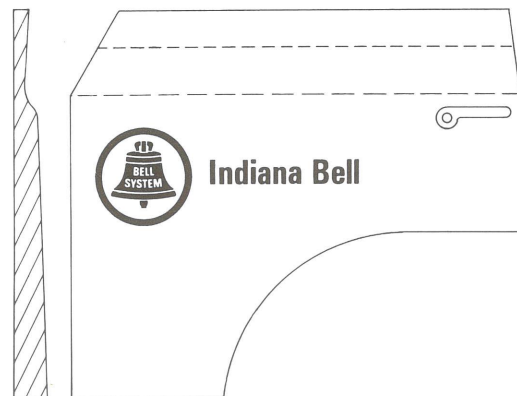
Markings are preferred on compact van doors if they will fit properly, as shown in the examples below. (However, there may be application problems because of unusual body contours.)



Chevrolet



Dodge



Ford

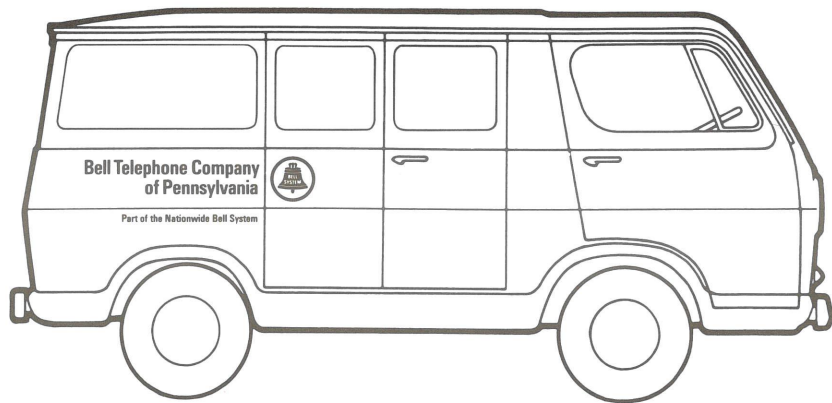
Compact Vans -
short company name
arrangements

Note that markings showed can only be applied on flat or gently curved surfaces. Sharp contours will distort and destroy the consistent look of the company identification.

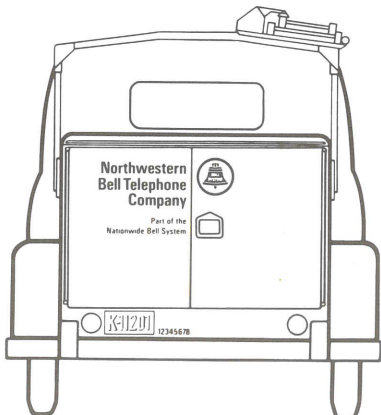
Vehicle types:
compact vans.
(cont.)

When marking compact van doors is impossible because the available space is too small to accommodate a long company name, markings should be placed on and toward the rear of both sides, as shown in the following illustrations. Gold vehicle numbers appear on the rear as shown. (Note that markings on the sides of all vehicles show the Bell seal toward the front of the vehicle.)

When a long company name appears on the rear of the vehicle in three or more lines, it may be necessary to omit use of the definitive phrase for lack of space.



Compact Vans - long company name arrangements.



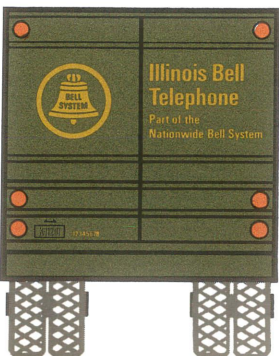
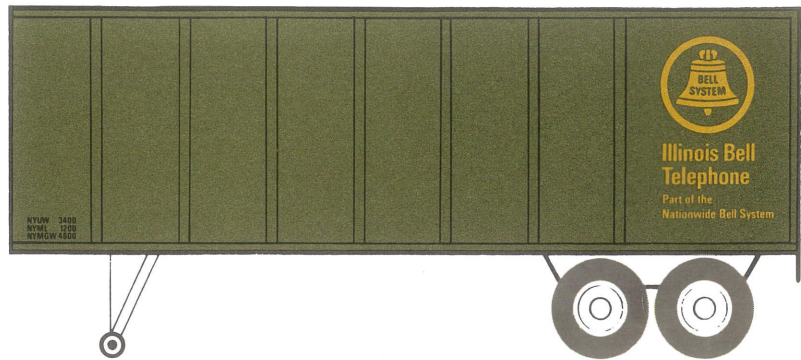
On the rear of a vehicle, the preferred format is seal on the left, company name on the right, as shown above. But where this format will not work (because of hardware mountings on the right door) the reverse may be employed, as shown at left. Nevertheless, this format should be avoided when at all possible.

Vehicle types:
tractor trailers.

Tractor Trailers

The cab doors of tractors should be marked as shown. Reflective vehicle numbers are recommended for the front of tractors and rear of trailers.

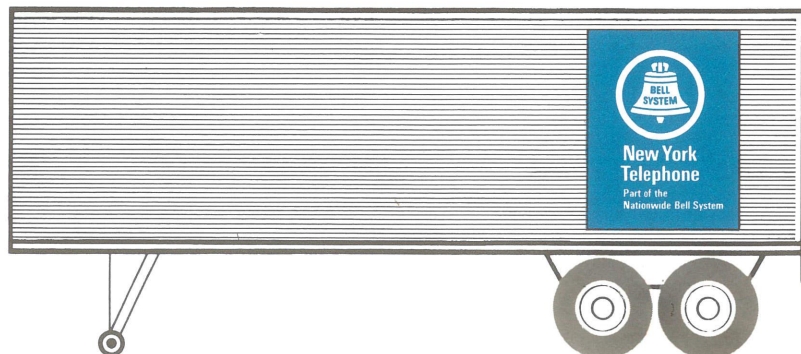
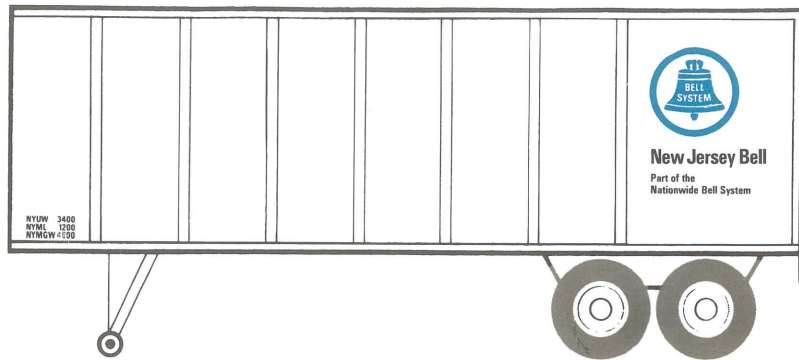
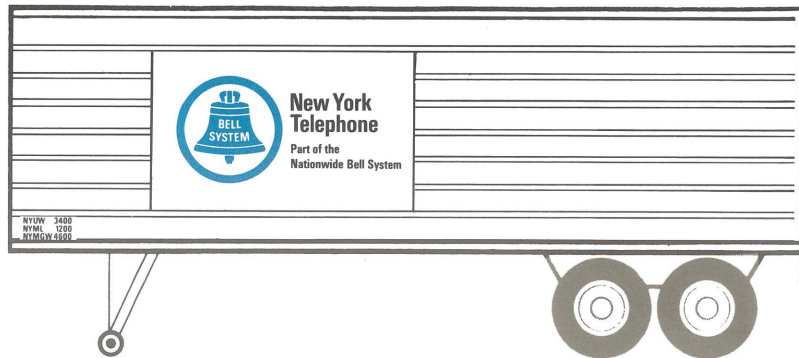
Trailers should also show larger company signatures with seals and words arranged as suggested below.



VEHICLE MARKINGS

Vehicle types:
trailers.

In marking trailers having ribs of aluminum or stainless steel, the markings should be placed on panels which in turn can be fastened to the sides of the trailer. The seal should be in Bell blue when possible and the rest of the company signature should be shown in black or dark gray in the formats suggested below.



Arrangement of long names.

Shown below are examples of various acceptable arrangements for displaying long company names on vehicles. Examples are shown both with and without the descriptive phrases, for both wide and narrow placement. (See also pages 10-13 of the section on "Company Signatures.")

The Bell Telephone Company of Pennsylvania
Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania
Part of the Nationwide Bell System

The Bell Telephone Company of Pennsylvania
Part of the Nationwide Bell System



The Bell Telephone Company of Pennsylvania
Part of the Nationwide Bell System

The Bell Telephone Company of Pennsylvania



The Bell Telephone Company of Pennsylvania

The Bell Telephone Company of Pennsylvania



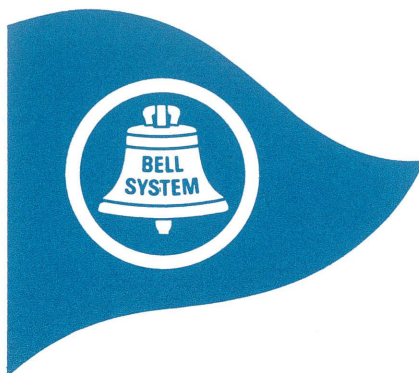
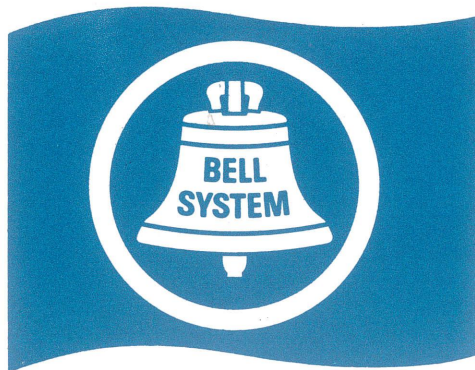
The Bell Telephone Company of Pennsylvania

Other Applications

General.

Many corporations display corporate flags or banners in conjunction with the American flag on company property or from company buildings. Such flags and banners provide an additional means of corporate identification.

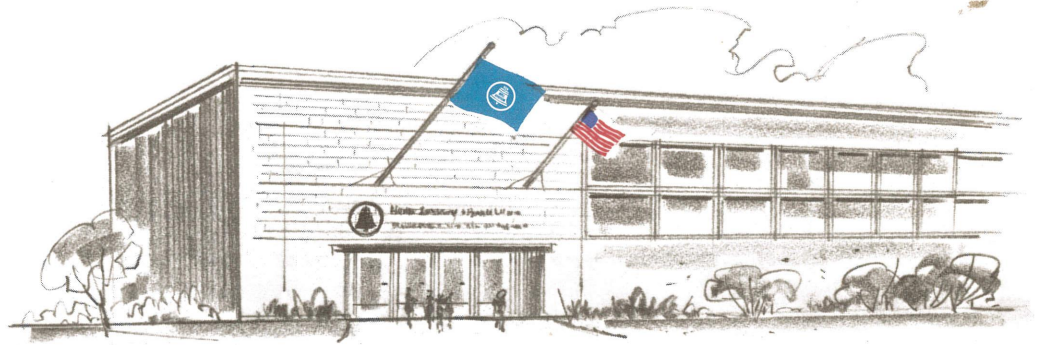
The Bell System's own corporate flag and a new corporate pennant are shown below. Any other version of the flag is either obsolete or incorrect and should not be used.



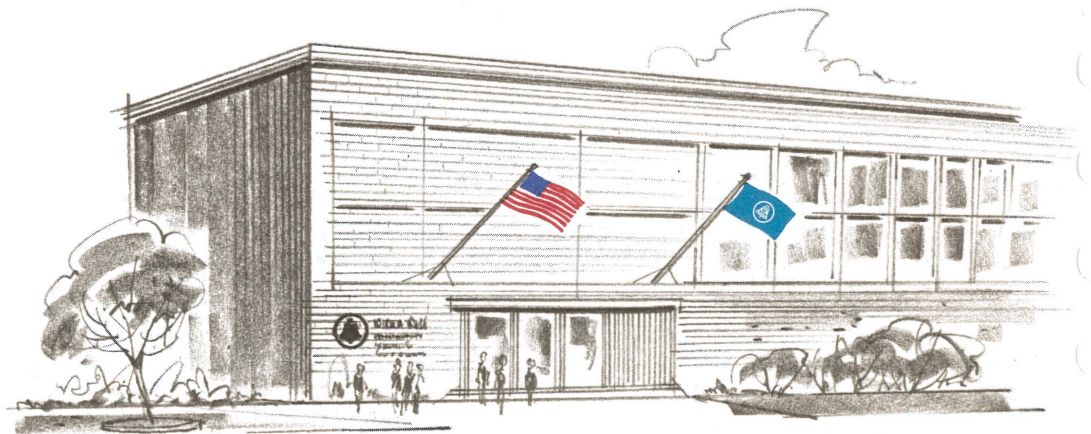
Flying the Bell System flag or pennant is optional. It is not mandatory that each building display one or the other. It is incorrect to display more than one flag or more than one pennant in a given situation.

Use with the American flag.

The American flag is given preference and priority on all Bell System buildings. The Bell System flag or pennant should never be displayed unless the American flag is also displayed in the same or larger size.



Wrong



Right

Use with the
American flag.
(cont.)

The pennant should not be displayed on a separate staff but directly below -- never above -- the American flag on the same staff.



Right

When the American flag is flown at half mast, the pennant should not be displayed at all. The Bell System flag may be displayed on a separate staff, however, but also at half mast.

Availability.

Bell System flags and pennants may be ordered through the Western Electric Company through normal requisition channels.

1945

1946

1947

1948

1949

1950

1951

1952

1953

1954

1955

1956

1957

1958

1959

1960

1961

1962

1963

1964

1965

1966

1967

1968

1969

1970

1971

1972

1973

1974

Faint, illegible text covering the main body of the page, possibly bleed-through from the reverse side.

Handwritten signature or initials in the lower left quadrant.

