



Brand guidelines

What is in this document

Brand rules cover what we make to present Ready. Inside a product screen, the product’s own rules apply, even on a slide.

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Color

READY BRAND GUIDELINES 2026



Mostly black, white and gray. Color when it means something.

MESSAGE	LABEL
Your application was approved	● Success
New guide to storm season planning	● Info
Reporting deadline in five days	● Caution
Service outage in your area	● Urgent

Backgrounds, text, lines and buttons are black, white or gray. We add one of the four brand colors when it tells the reader something, like the labels here. If a color adds nothing, leave it out.

Neutral is the default, and color is welcome: it shows **what kind of message it is** and where to look.

Four colors, four meanings.

Green Ease and good news. Something worked, is done or is going well. #4ADE80	Blue THE DEFAULT Calm and neutral. Facts and information. If you need a color and none of the others fit, use blue. #3479E9	Yellow Caution. Something needs attention soon, or is still on its way. #FACC14	Red Urgency. A warning, a hard deadline, or something that went wrong. #EF4444

Blue is the first choice **among the four**; green, yellow and red join when each one names something different. Use green, yellow and red only when the message really is good news, a caution or an urgent warning.

Light pages and dark pages.

Light

For customers, government, print and one-pagers.



Page, slides and graphics
#FAFAFA



Page, web
#FCFCFC



Boxes
#FFFFFF

Dark

Optional. May be used for internal work, launches, social media and the blog.

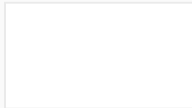


Page
#0A0A0C

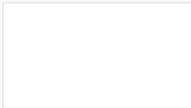


Boxes
#040406

The four colors look the same on light and dark pages. In a slide deck, section-break slides use the **opposite**: a light deck breaks with a dark slide, and a dark deck with a light one.



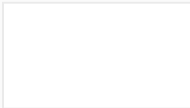
SLIDE



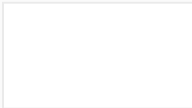
SLIDE



SECTION



SLIDE



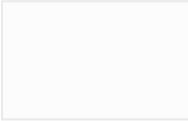
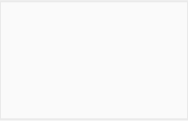
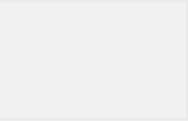
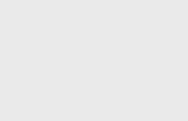
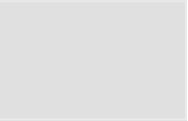
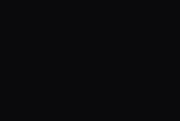
SLIDE



SECTION

A light deck, slide by slide.

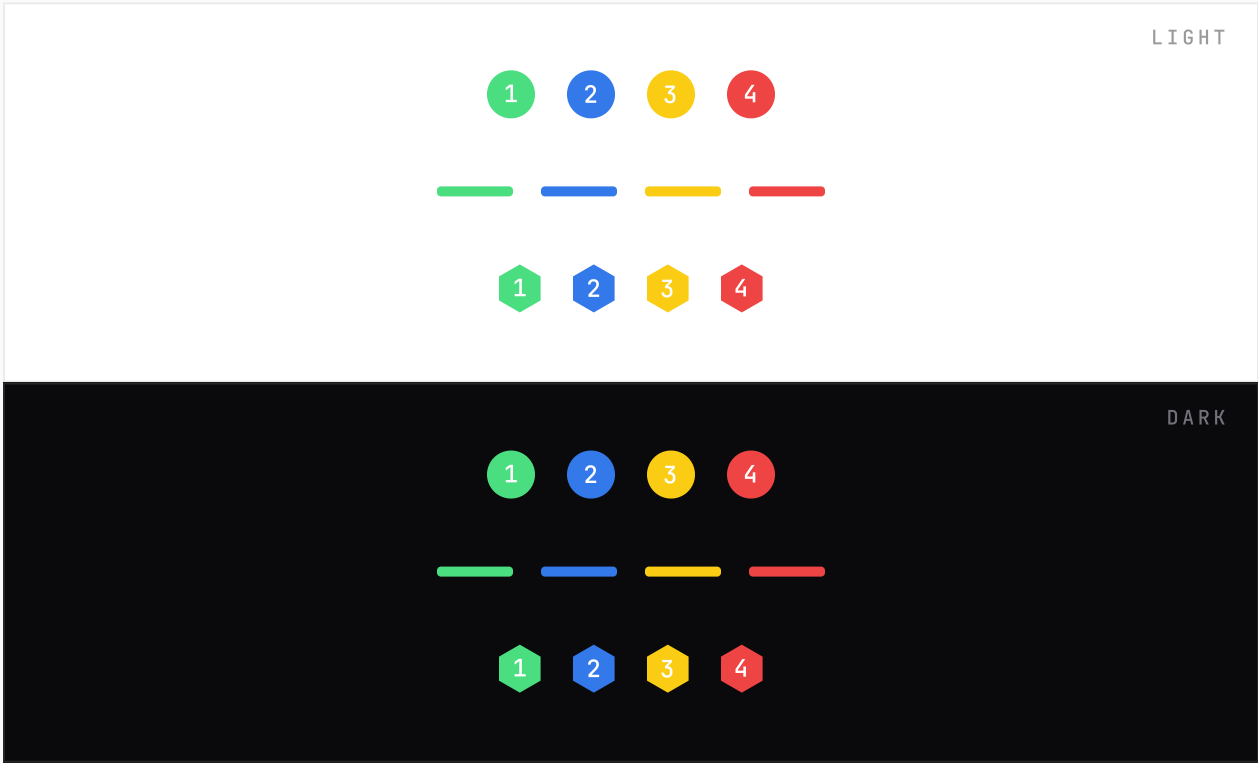
Our grays.

											
#FCFCFC	#FAFAFA	#F1F1F1	#EAEAEA	#E0E0E0	#9A9A9A	#7A7A7A	#5F5F5F	#474747	#2F2F2F	#1A1A1A	#0A0A0A

ON LIGHT PAGES			ON DARK PAGES		
	Page, slides and graphics	#FAFAFA		Page	#0A0A0A
	Page, web	#FCFCFC		Box a shade darker than the page	#040406
	Box	#FFFFFF		Floating box	#141418
	Floating box stands out with a border	#FFFFFF		Line	#27272A
	Line	#EAEAEA		Text	#FAFAFA
	Text	#1A1A1A		Lighter text	#A1A1AA
	Lighter text	#5F5F5F			

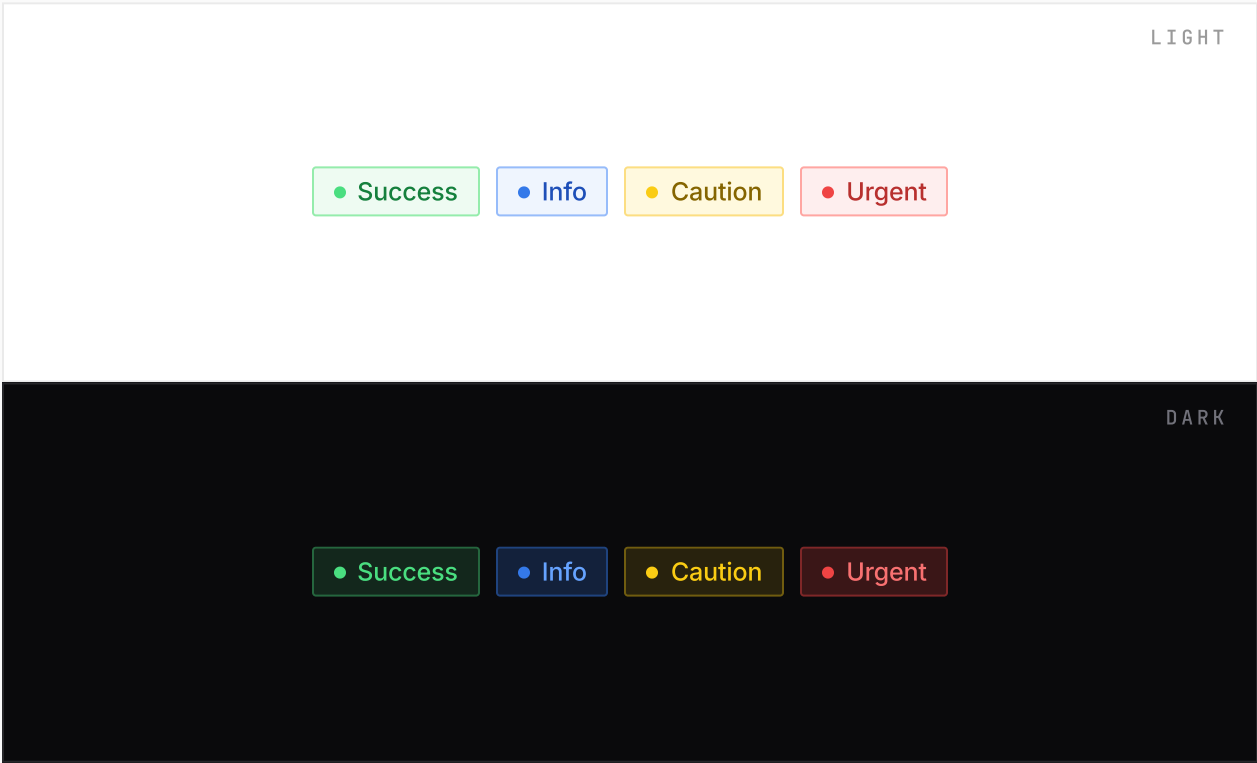
Two ways to use each color.

Shapes



Dots, lines, numbered steps, icons and charts. Same colors on light and dark.

Labels



For colored words. By default inside a label like this, not loose in a sentence.

The four hexagons.

DEFAULT

Four hexagons



JOINED

Touching hexagons



ALTERNATIVE

Stepped strip



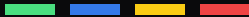
COMPACT

Honeycomb



LINE

Four lines



Covers, chapter openers and wherever the brand signs off.

When the four should read as one solid strip.

Another way to set the four, whenever you like the look.

Wide or in two columns. A short color icon for agendas, contents and lists.

Where a shape would be too heavy: small sizes, rules, footers.

A brand element we use often, and optional: a page works without it. When you use it, keep the order green, blue, yellow, red. Circles are for dots in labels and charts. Numbered steps sit in a hexagon: the number in JetBrains Mono, white on every fill. 

How we use color.

● We prefer

Black, white and gray for backgrounds, text and lines

Color to signal good news, caution or urgency

Black buttons on light pages, white buttons on dark pages

All four together, when each one means something

A word beside every color, so the meaning survives a black-and-white print

● We avoid

Color to show who the work is for

A brand color filling a background or a large area, unless it is a section divider

Any color outside the four

2

Aa

Typography

Inter: our main typeface.

Our main font is Inter, for documents, slides, marketing and the web. Use Regular for body text, Medium for labels and page titles, and Semi-Bold for the one main title. JetBrains Mono is its partner font, for labels above titles, numbers and dates. See page 14.

Pick the weight by what the line does.

Videos may use their own fonts.

Aa

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

Ag

Regular 400

Ag

Medium 500

Ag

Semi-Bold 600

BROADBAND / STATEWIDE COVERAGE

Every location, one record

Where service is, and where it is not

Ready gives state broadband offices one place to see coverage, funding and progress together.

Structure stays neutral so the data can speak. Color carries meaning; everything else is black. The reader should know what a page says before reading a sentence of it.

Slides are read from the back of the room, so by default nothing important goes below 24 px.

Label above a title

24 px · JetBrains Mono Medium · all capitals, spaced out

Title

80 px · Semi-Bold · letters set slightly tight

Headline

48 px · Medium · letters set slightly tight

Intro line

40 px · Regular

Body

34 px · Regular · black

Caption

24 px · Regular · the smallest size on a slide

Sizes are for a standard 1920 × 1080 slide; scale them down together for other formats. In print, body text is at least 12 pt.

Our partner font, JetBrains Mono.

JetBrains Mono is our partner font. Numbers and dates in charts and tables use it, and so do labels above titles. Every character in it is the same width. That keeps columns of numbers lined up.

Everything else is in Inter. Numbers stay black; if a number needs color, put a colored label beside it.

COUNTY	LOCATIONS	SERVED	UPDATED	STATUS
Harbor	12,480	11,932	2026-09-08	Complete
Cedar Falls	2,140	0	2026-09-08	Scheduled
Pine Ridge	8,215	6,104	2026-09-08	Pending
Eastfield	3,970	1,206	2026-09-07	Blocked
LOCATIONS		SERVED	LAST UPDATE	
26,805		19,242	2026-09-08	



Logo

READY BRAND GUIDELINES 2026

3

Three versions of the logo.



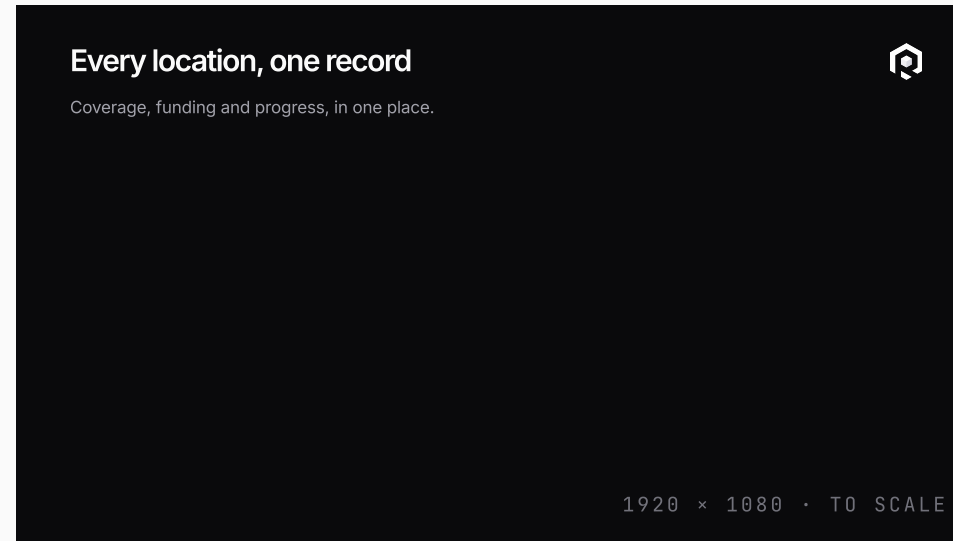
Use the vertical logo by default and the horizontal logo in wide or short spaces. Use the mark, the symbol on its own, for app and browser icons, watermarks, and places where the name Ready already appears. Always use the supplied files; never rebuild the logo yourself.

Use the black logo on light backgrounds and the white logo on dark ones. Never a colored logo.

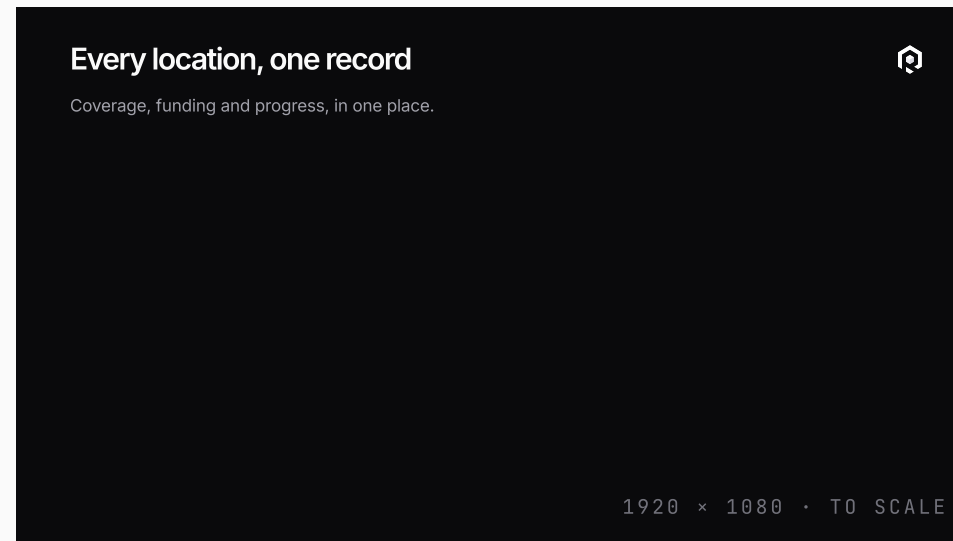
At least 56 pixels.

On a standard 1920 × 1080 slide the Ready logo sits in the top right corner, its top on the slide margin. The ideal height is 72 pixels; it is at least 56 pixels tall. The slide title lines up with the middle of the logo.

The slides on the right are drawn at a quarter of full size, so you can see how big the logo looks on a real slide.



I 72 px
Ideal

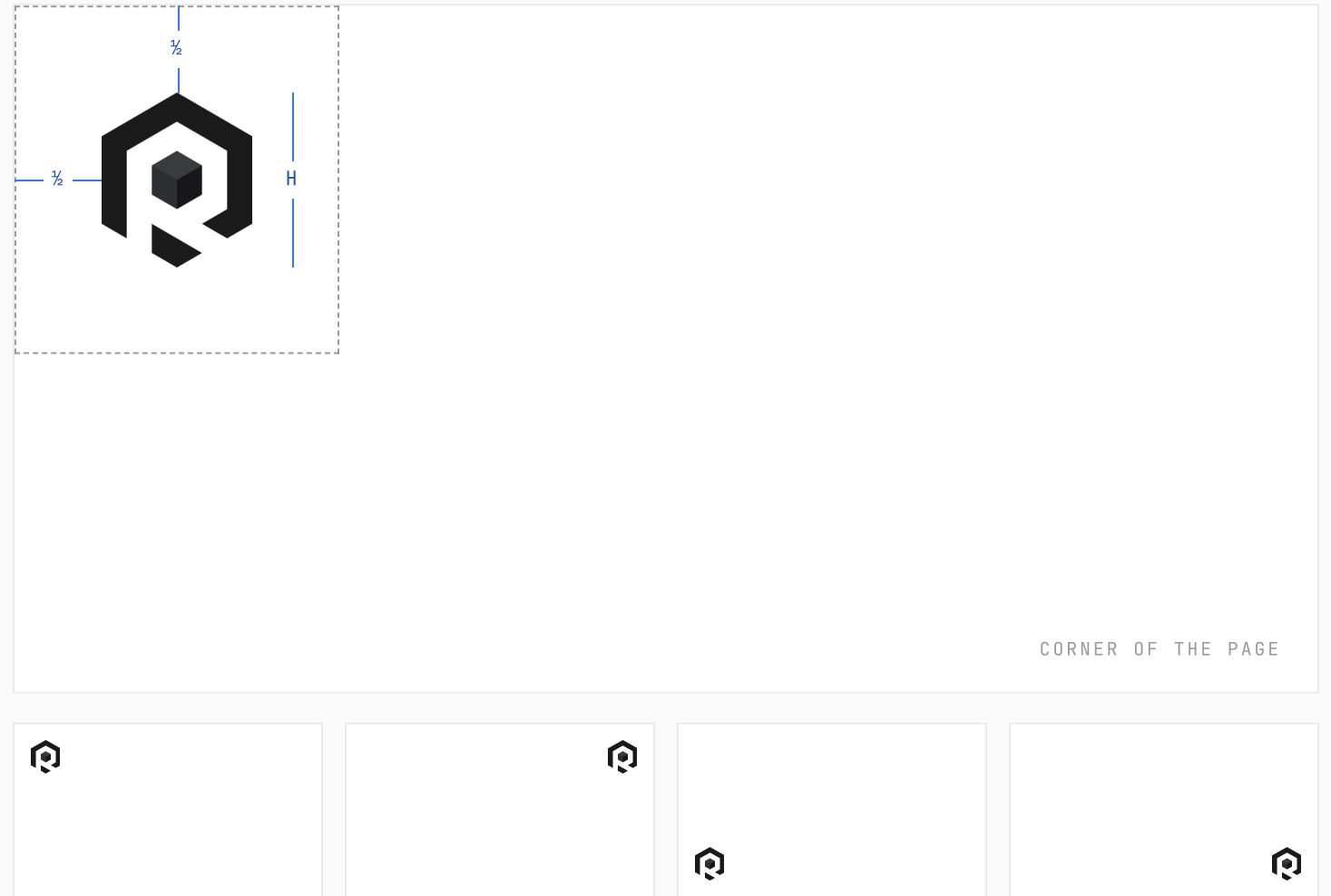


I 56 px
Minimum

Give the logo room.

Keep an empty space around the logo, at least half the height of the mark (the R symbol) on every side. Nothing goes in that space: no text, no edges, no other logos.

Put the logo in a corner of the page or slide. Any corner works.



The gap from each edge is half the height of the mark. H is the mark's height.

Do not edit, change or distort it.

Use the logo files exactly as supplied. Never do any of these.



● Stretching

● Blur

● Shadow

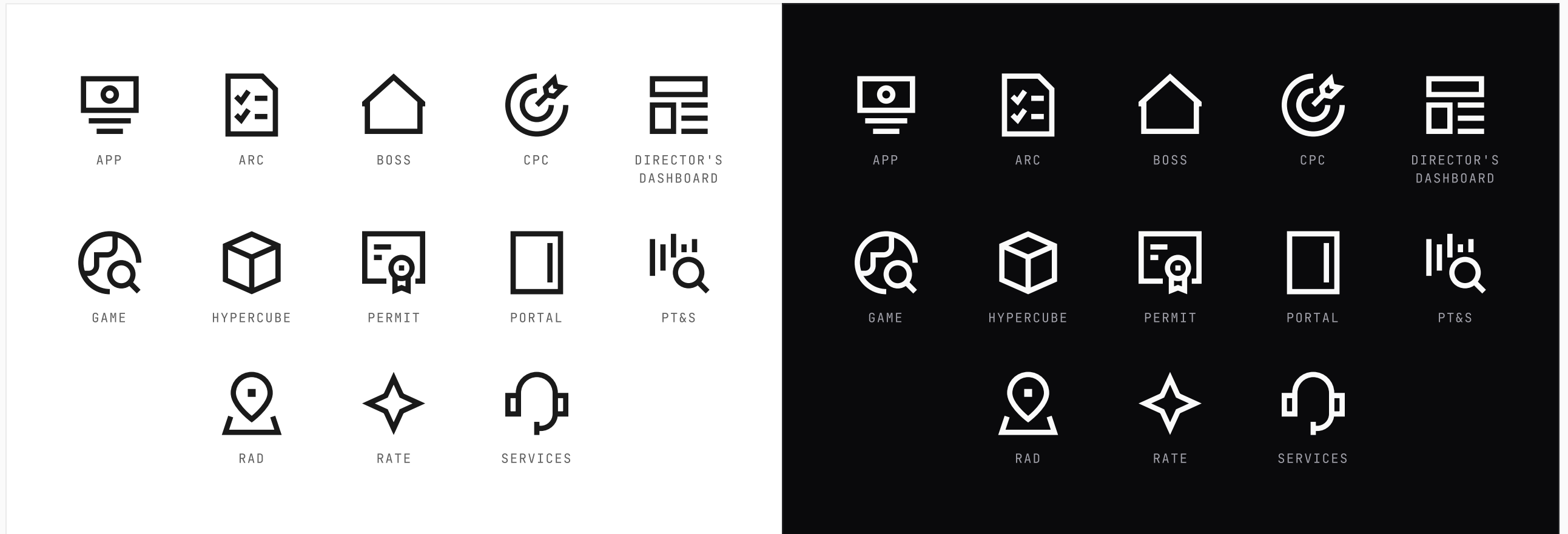
● Rotation

● Recoloring

● The old purple mark

This is our old logo, shown so you can recognize it. If you find it anywhere, replace it with the current logo.

Thirteen products, one color.



Product logos follow the same rule as the Ready logo: black on light backgrounds, white on dark, never in a brand color. When you write a product name in a sentence, type the name rather than pasting in its logo.



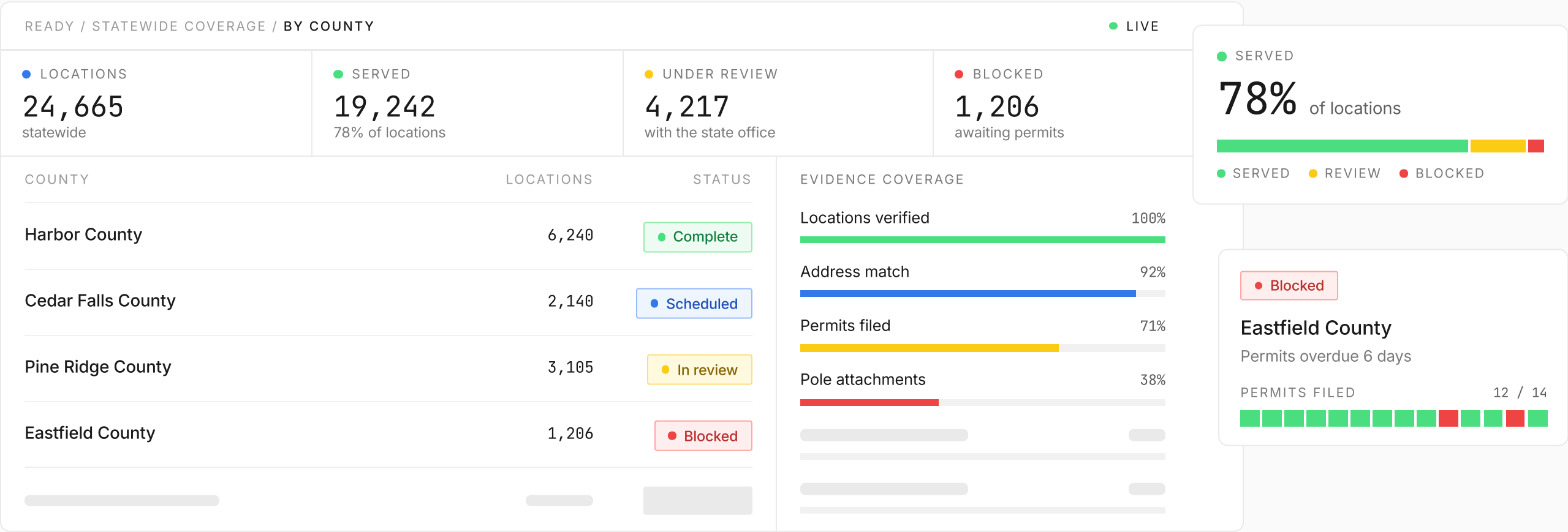
Imagery

READY BRAND GUIDELINES 2026



Few photos, simple charts.

Use real photos of our products, the places we work and the topics we cover, in muted, natural colors that follow the color rules. Avoid low-quality screenshots and stock photos of people.



This is how we show our products, anywhere they appear: a simple figure like this one instead of a screenshot, with a few real rows, one of each status, the rest grayed out, and the key numbers made large. Inside the screen the product’s own rules apply, even on a slide: words in Inter, numbers in JetBrains Mono, status dots as the product draws them.



Voice and usage

READY BRAND GUIDELINES 2026



Confident, grounded, plainspoken.

- The customer is the hero; Ready is the guide. Say what changes for them: time saved, clarity gained, risk reduced.
- Keep sentences short and say who does what: "Ready tracks your spending," not "Spending is tracked."
- "You" over "we": talk about the reader at least three times as often as about Ready.
- In titles, capitalize only the first word and names. Best: plain sentences, no emoji or exclamation marks.

Instead of ~~Revolutionary end-to-end connectivity solutions~~	Write Plan, deliver, and protect the services that keep communities connected.
Instead of ~~Unmatched resilience powered by cutting edge AI~~	Write Local workloads keep processing and storing data when power or backhaul drops, then sync when the link returns.
Instead of ~~A best in class, all in one compliance powerhouse~~	Write Track milestones, spend, evidence, and performance in one system.
Instead of ~~Billions in funding unlocked~~	Write \$1.48B BEAD funding managed

The lines under "Write" are from ready.net.

Four principles.

Protect the logo

Use the current logo files, at the sizes and spacing in chapter 3. Never add to, recolor, rotate or rebuild the logo. Replace the old logo wherever you find it.

Be subtle in external work

In material for customers, partners and government, the work is the focus. One small logo in a corner is enough.

Use the four colors by meaning

Green means good news, blue is calm and neutral, yellow means caution and red means urgent. Use color to signal meaning or attention rather than as decoration, and only in the shades shown in chapter 1.

Give elements room

Leave wide margins and keep to one idea per page. If a page feels crowded, remove something rather than squeezing it in.



Need more?

BRAND SITE

brand.ready.net

Every logo file, the four colors, and this document.

QUESTIONS

design@ready.net

Print and embroidery colors, new logo files, and anything this document doesn't cover.