

Brand Licensing Visual Design Guide

To obtain approvals, visual materials should be sent to **brand_licensing@ookla.com**

Speedtest Awards



Speedtest Awards™, presented by Ookla®, are an elite designation reserved for fixed and mobile providers in a market.

Procedures for use

- The award trophy must not be used without the Award claim. The trophy must be supported with the Award claim by appearing somewhere in the same piece of collateral or grouped with the trophy.
- The following is not meant to cover every possible implementation or circumstance that the awards asset may appear, but only examples of usage and suggestion for best practice.
- **Any usage of our brand marks or award assets must be reviewed for approval by Ookla.**
- Visual materials should be sent to Ookla at brand_licensing@ookla.com in a manner that best represents final execution. Ookla will not give final approval on wireframe or sketched concepts but will provide feedback in ideation phase.



Trophy graphics + isolation

Flat and Angled are the two renderings available for all trophy assets - Standard, Gold Premier, Glass 5 Year.







Flat



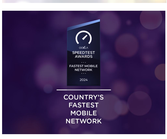
Angled

Claims Placement

Claims that are grouped with our award badge should follow the formatting options shown in this guide.

Ookla uses Gotham as a brand font and award winners are encouraged to use this when grouping the claim with the award badge. Ookla cannot provide Gotham to customers due to licensing restrictions. Other fonts are allowed so long as the type is set in a consistent format, color, size and font style.









Claims can also be placed elsewhere on a given piece of collateral so long as the full claim is used and it appears larger than the disclaimer.

Typography preference for claims is either all caps or initial caps and in a consistent format, color, size and font style. Claims may be paraphrased in secondary references.

Claims may be translated into local dialects based on the agreed upon wording provided by Ookla in the Awards Certificate.

Multiple Award Wins

If your organization has won multiple Speedtest Awards, the trophy assets can be arranged to show consecutive wins, or you can opt for a single badge that covers the winning years.







Animated Speedtest Awards

Animated Speedtest Award files are **.mov** files @ 1080p / 30 fps. Ookla can create broadcast quality 4K 60fps mov files upon request.





Claims placement for multiple badge years should follow the same usage guidelines as a single badge.





Usage Rules

Use the trophy graphics as provided. Do not overlay, blend, or otherwise mix the award trophy with any other type of visual or logo. The asset must always appear singular with the respect to the area of isolation. They cannot be shown as a co-branded icon with another logo

Do not distort, re-color, rotate, or make any modifications to the content of the trophy graphics.

Do not add additional effects to the award trophy such as glows, shadows, or special lighting.

Do not use the award asset as a button or interactive digital element. Do not re-style the award asset to appear in some other visual style (for example, a cartoon like illustration would not be approved).





Ookla Speedtest Verified™ Claims

The Ookla Speedtest Verified™ icon add confidence and equity to marketing claims throughout the world. All usage of the Speedtest Verified icon must be approved by brand_licensing@ookla.com

Logo isolation

The minimum white space margin should be about an extra 5%



Minimum size

Screens: 90px height

Print: 1" height

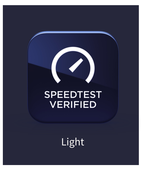


Primary colors

Use either Dark or Light badges, depending on which provides the best contrast.



Dark



Light

Pairing with claims

The badge may be paired with a text claim. The following are some examples of how this could be displayed



BEST 5G AVAILABILITY

Vertical layout



Horizontal layout

Logo restrictions

Our logo should not be visually compromised. Avoid these common misuse.



Do not place over other elements



Do not distort



Do not rotate



Do not add effects

Speedtest Brand

The Speedtest logo expresses achievement in performance and measurment. It is a symbol of excellence and trust recognized by consumers and industry alike.

Logo configurations and isolation
These logo configurations can be used depending on usecase.



x = Cap height

Large lockup
Use this configuration when possible.



x = Cap height

Medium lockup
The medium lockup is for smaller, rectangular spaces where the large lockup would not be readable.



x = 50% Gauge mark height

Horizontal lockup
The horizontal lockup is for use in space constrained situations.



Endorsed Lockups
These lockups may be used when branding both Ookla and Speedtest

Compact size
Use the compact logo when logo will appear 24px in height or less. The logo should never be smaller than 16px in height
Do not print the logo below 0.825 inches (including padding).

Logo restrictions
Our logo should not be visually compromised. Avoid these common misuse.



Do not change color



Do not add effects

Avoid common misuse
- Please avoid placing the Speedtest logo next to another logo that implies co-branding.
- Do not use in any type of negative context.
- Do not animate other than fading in or out.
- Do not add copy to the logo.
- Do not distort.
- Do not rotate.
- Do not add to busy backgrounds.

App Images
Images of Ookla's Speedtest application may only be used under review and permission from Ookla.



App image may be basd on screenshots of the app, photographs of the app in use, or rendered images created from source assets provided by Ookla upon request.

Procedures for use
- Source files, if provided, will only be available in Sketch or Figma formats. We do not provide layered PSDs or Illustrator files of the Speedtest app. The font used in the interfece is Gotham, and ths cannot be provided and must be licensed.
- Small modifications to the app interface may be made to reflect better visibility of speeds, or to eliminate objects that would be too small when applied.
- Do not modify the app interface to add elements that don't appear in the actual app.
- Do not change any colors of the app UI.
- Do not display images of the Speedtest app that show in-app advertising.