

T Mobile

# UN-CARRIER BRAND GUIDELINES

FEBRUARY 2024



# WE ARE THE UN-CARRIER.

We love our customers. And, at T-Mobile we express that love through every touchpoint in the Un-carrier experience—through our unrivaled network, our amazing people, and our beloved brand.

This is why the T-Mobile Brand Guidelines are important for all of us. This living document is designed to provide a comprehensive understanding of who we are, what we believe, and why we do what we do. And it breaks down how we bring all that to life through our unique Un-carrier brand voice and distinctive visual identity.



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# Un-carrier Manifesto

**We love our customers.**  
*It's who we are.*

**Our unstoppable mindset sparked a revolution.**  
**Putting people first, treating them right, and changing the rules in their favor.**

**As the Un-carrier, we changed wireless forever.**  
We abolished barriers, cut the BS, and eliminated mind-bending costs and complexities.  
We led by example. And forced an entire industry to follow.  
That was just the start.

**This revolution is far from over.**  
Too many people are still unconnected, underserved, and unhappy.  
Too many companies fail to put people first.  
Entire industries are ripe for disruption and innovation.

Now more than ever, customers need someone fighting on their behalf.  
**A company with a beating heart.**  
That sees people over numbers.  
A company inspired to change the world for the better.  
That celebrates differences—knowing we are better together than apart.

Today, our success makes possible what was impossible before.  
**A transformative network experience connecting everyone everywhere.**  
And with the highest capacity network in US history comes the best value in wireless history.  
Eliminating the false choice between a great network and affordable access.

**While the carriers focus on how much they can charge**  
**We dream of what customers can do.**  
Frictionless, end-to-end experiences. On their terms.  
Technology in the service of people. Not the other way around.

**We don't wait for change, we make it.**  
**We use our brand, our people, and our network as catalysts FOR GOOD.**

**Our future is in redefining wireless.**  
**Not what is, but what it will be.**  
In bringing choice, value and simplicity to customers in entirely new ways.  
In reimagining a connected world for us all—without limits.

We are far from done.

We're taking this revolution to the next level.  
**Becoming the best in the world at connecting customers to their world.**  
**And earning a place in our customers' hearts forever.**

**We are T-Mobile.**  
**The Un-carrier.**  
***We won't stop!***





MISSION

**BEST IN THE WORLD**  
**AT CONNECTING CUSTOMERS TO THEIR WORLD.**

---

VISION

**#1** IN CUSTOMER CHOICE  
**IN CUSTOMERS' HEARTS**





# Our Values

**TOGETHER WE ARE THE UN-CARRIER.**

## **LOVE OUR CUSTOMERS.**

We don't just do customer service. We do customer love.  
Simply put, their "happy" is our "happy."

## **ONE TEAM, TOGETHER.**

We celebrate each other. Listen to and empower each other. INCLUDE each other.  
We value what each person brings. That's how we win.

## **DREAM BIG AND DELIVER.**

We aim high. We step out. Take smart risks and own our results.  
We act like owners because we ARE owners.

## **DO IT THE RIGHT WAY. ALWAYS.**

We do the right thing. For our customers, our shareholders, society and each other. Every time.

## **WE WON'T STOP.**

We are relentless. Striving. Never complacent. We find a way, busting down barriers.  
We don't wait for change, we make it.

# Core Brand Elements

## IN THIS SECTION:

OVERVIEW | LOGOS | COLOR | MNEMONIC



# Core Brand Elements

These are the cornerstones of our brand. They are uniquely ours and instantly recognizable, anywhere.

PRIMARY LOGO



T-DIGIT



COLOR, MAGENTA



SOUND, MNEMONIC





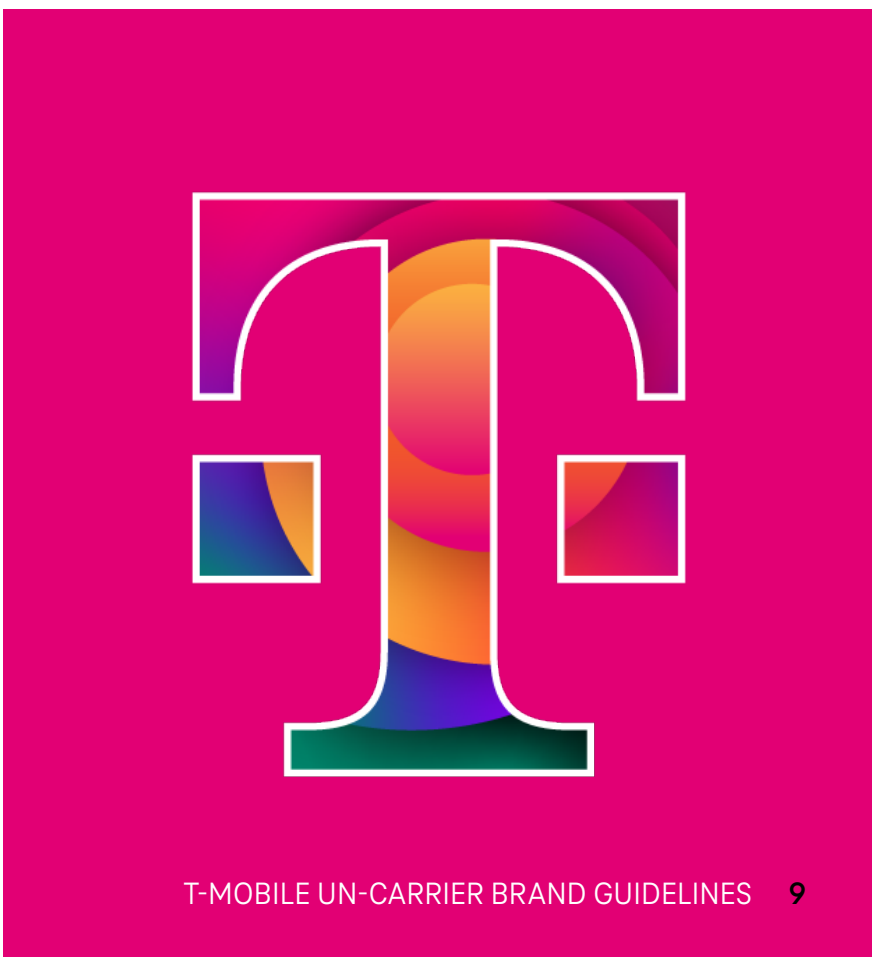
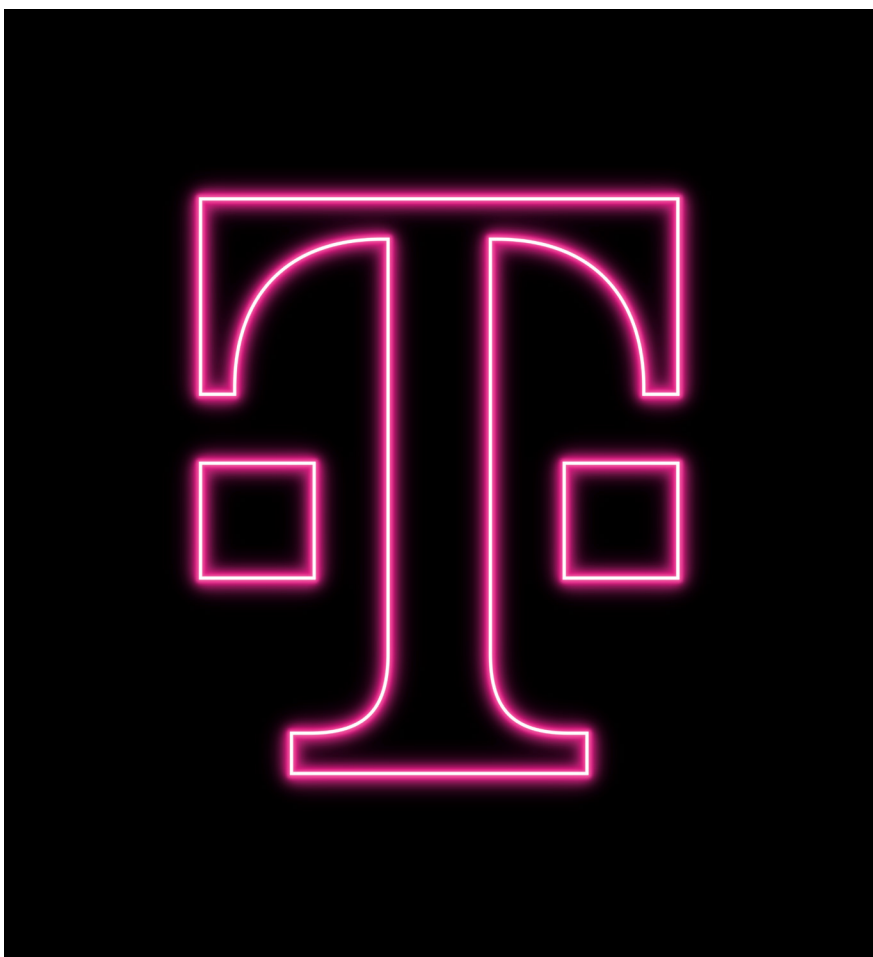
CORE BRAND ELEMENTS: LOGOS

# Our Iconic T-Digit

The T-Digit is central to our brand identity and how we show up in the market. We go BIG with the T-Digit to BOLDLY represent the brand rather than reserving it for small placements.

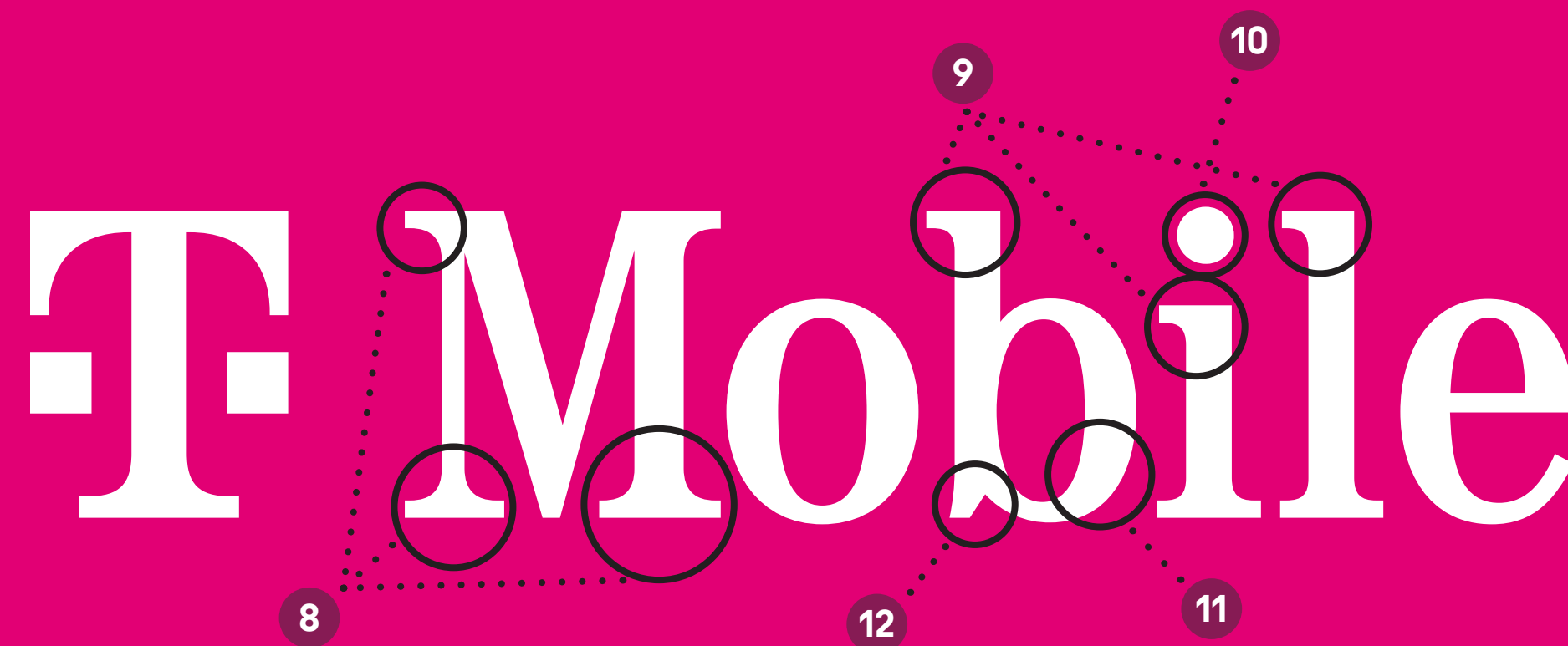
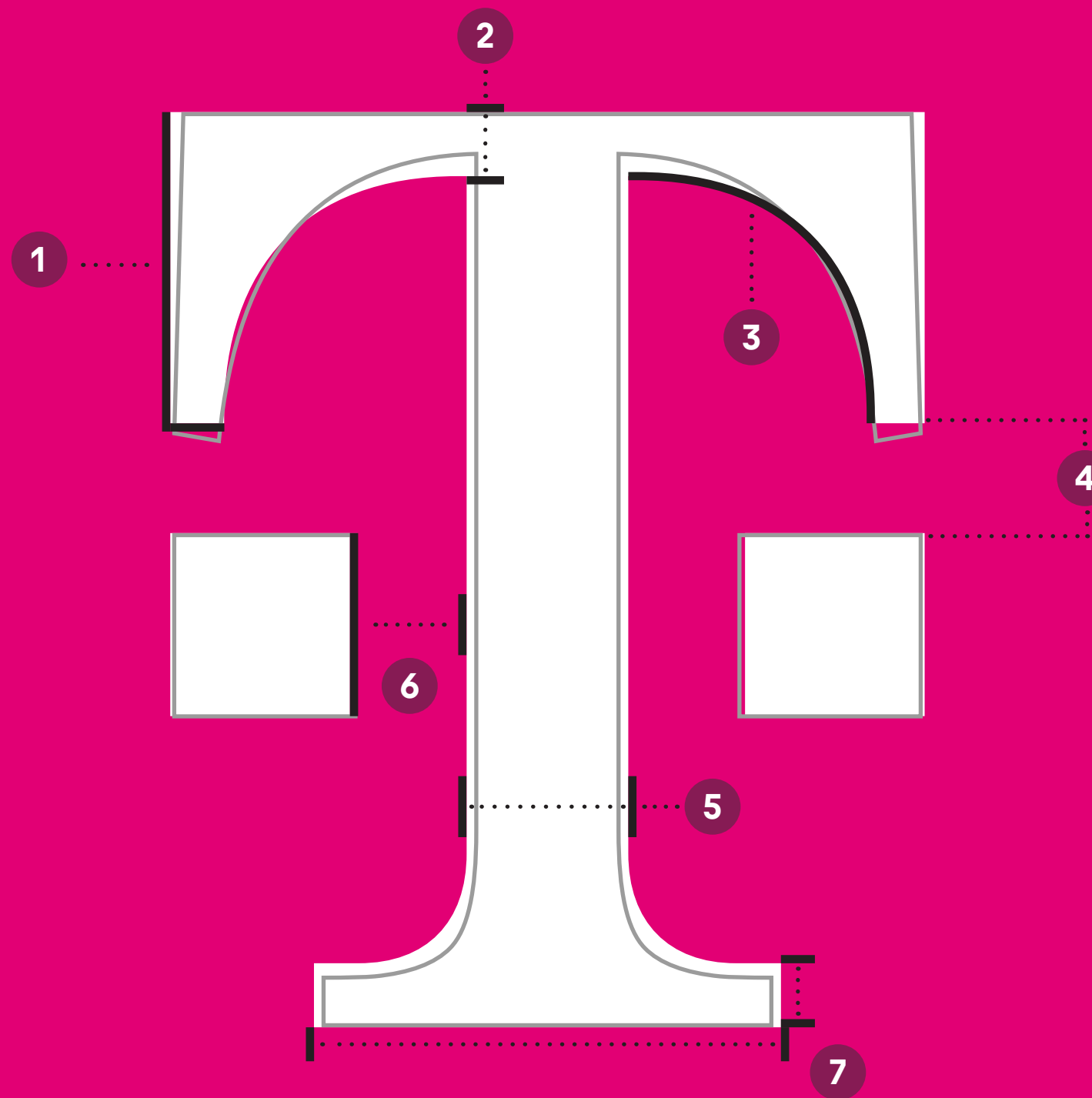
We selectively customize the T-Digit for very specific purposes or audiences—like to highlight certain moments and campaigns. For example, adding neon to connote our network or customizing the T-Digit to represent our ERG groups.

**Note:** Any customizations to the T-Digit should be approved and managed by the brand team and T Studios.





# A New Look: Strengthened, Simplified, Modernized



## 1. STRAIGHTENED ANGLES

Geometric construction instead of drawn feathered style looks more precise and modern.

## 2. STRENGTHENED TOPLINE

Provides more stability in the mark even in small insert size.

## 3. OPTIMIZED CURVES

More open, positive effect instead of previously drooping arms.

## 4. SHORTENED SERIFS, EXTENDED INNER SPACE

Giving Digits and arms a proper distance from each other, even in small sizes

## 5. STRONGER STEM

Emphasis in the center of the character creates more trustworthy overall effect.

## 6. PRESERVATION OF INNER SPACES

Digit position moves slightly outwards analogous to trunk thickening.

## 7. STRONGER BASE

For a solid stand and an aesthetic balance to the upper character part.

## 8. CURVATURE SIMILAR TO 1T1

## 9. STRAIGHT TOP SERIFS

## 10. DOT IS A TRUE CIRCLE

## 11. SYMMETRICAL B SHAPE

## 12. STRAIGHT STROKE ENDING

CORE BRAND ELEMENTS: LOGOS

# T-Mobile Logo

Our primary logo is the full T-Mobile logo. The T-Digit can also be used but should not be used in place of the logo, except for in owned properties like web and retail. The preferred versions are the Magenta logo on White, or White logo on Magenta.

To access the latest logo assets and for more logo guidance, please access the external [T-Mobile Brand Portal](#).

PRIMARY LOGOS

MAGENTA LOGO ON WHITE



PRIMARY T-DIGIT ICONS

MAGENTA T-DIGIT ON WHITE



WHITE LOGO ON MAGENTA



MAGENTA LOGO ON BLACK\*



WHITE T-DIGIT ON MAGENTA



MAGENTA T-DIGIT ON BLACK\*



**\*Caution:** Magenta on black can vibrate in small applications, especially in digital, so please ensure it's large enough for clear readability.

SECONDARY LOGOS

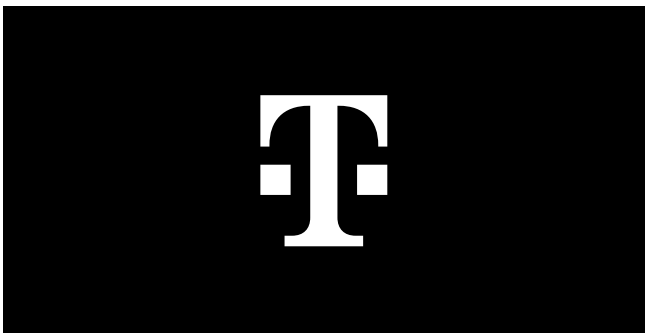
WHITE LOGO ON BLACK



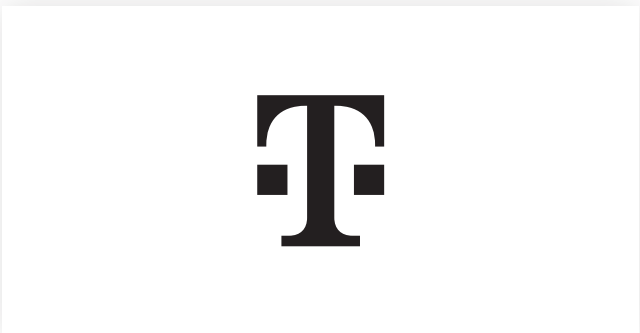
BLACK LOGO ON WHITE



WHITE T-DIGIT ON BLACK



BLACK T-DIGIT ON WHITE





CORE BRAND ELEMENTS: LOGOS

# T-Digit Badge

The T-Digit Badge icon is a secondary brand mark that may be used for partnership creative, apparel, merchandise, and environmental designs where a presence of Magenta is needed.

**LIMITED USE LOCKUP**

The T-Digit Badge with text lockup is for limited use and special occasions for promoting our brand name with the T-Digit Badge icon. Examples of this icon usage includes partnerships in a new category to help with recognition or in environments when the T-Mobile brand name is not present elsewhere. Please work with the Brand team before using in creative executions.

To access the latest logo assets and for more logo guidance, please access the external [T-Mobile Brand Portal](#).

**PRIMARY T-DIGIT BADGE ICON**

MAGENTA ICON ON WHITE



**LIMITED USE - T-DIGIT BADGE TEXT LOCKUP**

MAGENTA LOCKUP ON WHITE



WHITE ICON ON MAGENTA



MAGENTA ICON ON BLACK\*



WHITE LOCKUP ON MAGENTA



MAGENTA LOCKUP ON BLACK\*



**\*Caution:** Magenta on black can vibrate in small applications, especially in digital, so please ensure it's large enough for clear readability.



# Trademark, Spacing & Sizing

**NOTICE SYMBOLS**

Use trademark notice symbols (™ or ®) only when our trademarks and logos are used on devices, accessories, packaging for devices and accessories, and within apps (such as if a trademark is used in the “splash” screen).

Trademark notice symbols are NOT required on our trademarks and logos in any other media.

This guidance only applies to our trademarks. When using other companies’ trademarks, follow their brand guidelines.

Use this legal disclaimer in print advertising and in the footer to our websites (near the copyright notice). You don’t have to use these disclaimers in any other media.

**DISCLAIMER**

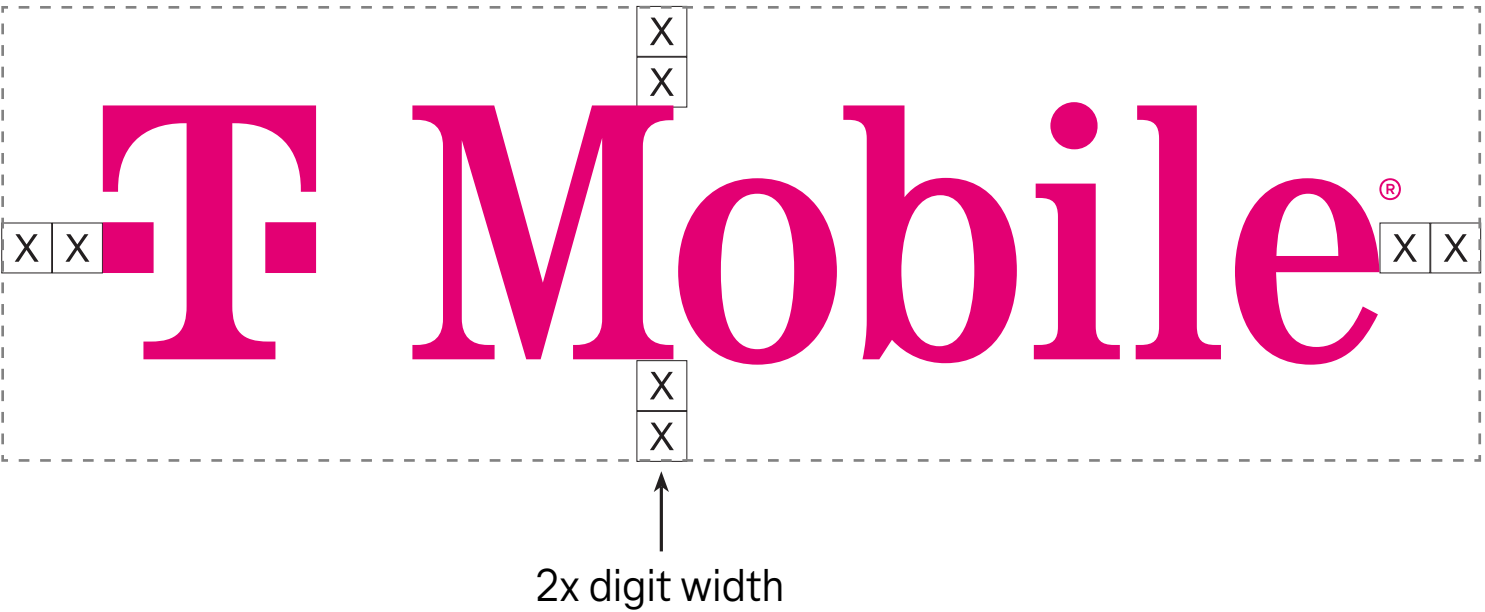
T-Mobile, the T logo, Magenta and the magenta color are registered trademarks of Deutsche Telekom AG.

**NOTICE SYMBOLS**



**CLEAR SPACE**

The margins surrounding our T-Mobile lockup and T-Digit should be equal to at least 2 square digits. Avoid placing text or graphics within this space.



**MINIMUM SIZES**

For legibility and impression, our marks should never be smaller than you see here.



# Contrast and Accessibility

When using the T-Mobile brand marks, be mindful of color contrast for the best viewability in print and digital applications. The logo examples shown to the right meet level AA criteria for contrast based on the Web Content Accessibility Guidelines (WCAG) version 2.0. This guidance applies to all brand marks outlined in this document.

Please utilize color contrast checking tools to ensure the color combinations between the brand marks and backgrounds pass for accessibility.


For logo placement in non T-Mobile executions, please get approval from the Brand team.

**COLOR BURNING**

Although the color contrast may pass for accessibility, be mindful of colors that burn or vibrate when paired with Magenta like the examples shown on this page.

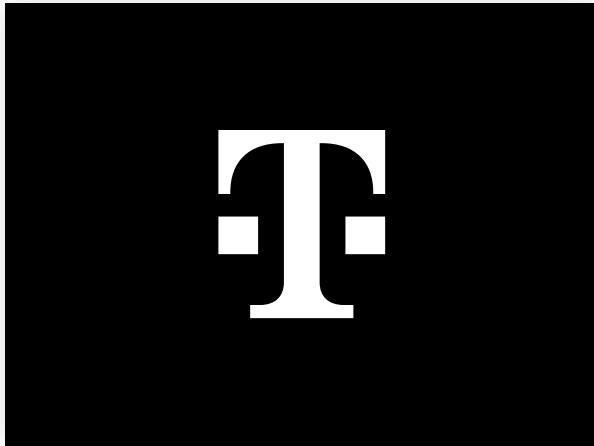
**T-MOBILE BRAND COLORWAYS**

✓




WHITE ICON ON MAGENTA  
AA PASS

✓




WHITE ICON ON BLACK  
AA PASS

✓



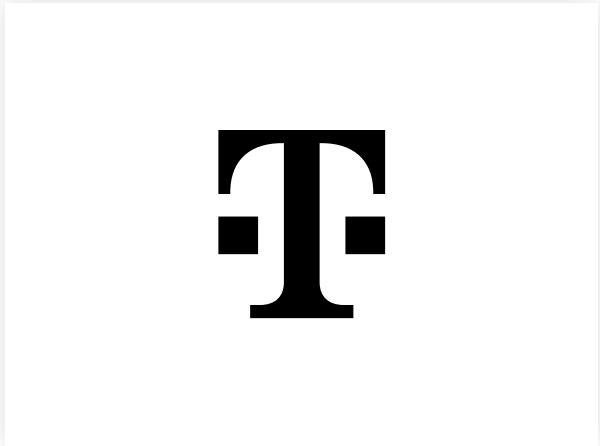
MAGENTA ICON ON WHITE  
AA PASS

✓



MAGENTA ICON ON BLACK  
AA PASS


✓



MAGENTA ICON ON BLACK  
AA PASS


**NON T-MOBILE BACKGROUNDS**

✗




AA FAIL

✗




AA FAIL

✓




AA PASS

✗




AA FAIL

✗




AA FAIL

✓




AA PASS

✗




AA FAIL

✗



AA FAIL

✓



AA PASS





# Logo Usage on Backgrounds

The brand marks work best when used over clean and non-cluttered backgrounds with the brand colors Magenta, Black and White.

**PLACEMENT & POSITIONING**

Be mindful of utilizing backgrounds that could distract the viewer and position the marks in prominent and easily identifiable locations within the composition. This guidance applies to all brand marks outlined in this document.



The Magenta brand marks are best used over Black and White colored backgrounds with minimally used graphic elements and patterns.



To reinforce brand presence, only use approved gradient backgrounds with a 80% Magenta coverage in all applications.














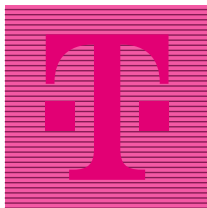
Select imagery that offer clear or blank space to position the brand marks. Be mindful to use the appropriate logo colorway to reinforce brand presence.



Add Black overlays or White overlays over busy imagery to help create a clear and blank space to position the brand mark.



# T-Mobile Logo Don'ts

<div>×</div> <div></div> <div>Don't use the old and outdated versions of the brand marks</div>	<div>×</div> <div></div> <div>Don't use alternate color combinations</div>	<div>×</div> <div></div> <div>Don't rearrange or adjust the spacing of the brand marks</div>	<div>×</div> <div></div> <div>Don't replace letters and create words with the brand marks</div>
<div>×</div> <div></div> <div>Don't change the notice symbol size or position</div>	<div>×</div> <div></div> <div>Don't distort, stretch or manipulate the angles</div>	<div>×</div> <div></div> <div>Don't tilt or angle the marks in diagonal orientations</div>	<div>×</div> <div></div> <div>Don't add a pipe or create unapproved logo lockups</div>
<div>×</div> <div></div> <div>Don't add strokes, outlines, or drop shadows</div>	<div>×</div> <div></div> <div>Don't alter the transparency or opacity of color</div>	<div>×</div> <div></div> <div>Don't resize, alter, or omit any elements of the brand marks</div>	<div>×</div> <div></div> <div>Don't place the marks over busy, patterned backgrounds</div>



# Logo Lockups Overview

T-Mobile is our master brand. To show affiliation to the master brand, T-Mobile branded lines of business, products, services, programs and campaigns can be locked up with the T-Digit icon.

For partnerships, a pipe acts as a separation device between the T-Mobile brand and external entities. Partnership logo lockups will include the T-Mobile logo or T-Digit and a ‘pipe’ between the T-Mobile brand and the external partner logo.

We only create official logos/lockups for the specific categories listed here. For more logo guidance, T-Mobile employees and vendors can access the [T-Mobile Brand Portal](#).

# T Mobile

LINE OF BUSINESS



PRODUCT



SERVICE



PROGRAM



CAMPAIGN



PARTNERSHIP





## CORE BRAND ELEMENTS: COLOR

# We Love Magenta

Our brand color, Magenta, is bold, spontaneous, and fun. You don't see it every day. But, when you do, it means something. Energy. Excitement. Possibility. Magenta immediately says "T-Mobile." It's a registered trademark. It's ours. Use it.

### TOP RULES

- Always make Magenta the hero.
- Place non-Magenta elements in close proximity to Magenta.
- Use black and white for balance. They help to make the Magenta pop.
- Use tertiary colors sparingly—and primarily in owned environments.





# Color Palette

**PRIMARY**

**MAGENTA** is the backbone of our visual identity, providing consistency throughout all brand communications.

**SECONDARY**

Black & White support and balance Magenta without distracting or detracting from its vibrancy.

**TERTIARY**

Use sparingly for accents and shading only. Never in a large swath of color. Primarily used in owned environments.

**COLOR PROFILES**

To ensure T-Mobile brand colors stay consistent, it is important your workspace color profile settings are always the same. Please work, save, and export your files in this color space:

**RGB:** sRGB EC61966–2.1

**CMYK:** Coated GRACoL 2006 (ISO 12647–2:2004)

The color settings dialog in most Adobe programs can be found under Edit > Color Settings

## Magenta

Pantone Process Magenta  
C0, M100, Y0, K0  
R226, G0, B116  
HEX #E20074

**Berry**

Pantone 228  
C16, M100, Y14, K42  
R134, G27, B84  
HEX #861B54

**Dark Gray**

Pantone Cool Gray 10  
C0, M0, Y0, K72  
R106, G106, B106  
HEX #6A6A6A

**Light Gray**

Pantone 420  
C0, M0, Y0, K10  
R232, G232, B232  
HEX #E8E8E8

**Black**

Pantone Process Black  
C60, M60, Y40, K100  
R0, G0, B0  
HEX #000000

**White**

Pantone White  
C0, M0, Y0, K0  
R255, G255, B255  
HEX #FFFFFF



# Gradient Backgrounds

Gradients are great way to add depth and focus to a design while helping to create the illusion of space in a flat 2D environment. Compared to solid and flat colors, gradients provide dimensionality and a natural transition between light and shadow. Use the lightest point of the gradient to define the positioning of your light source.

**COLOR DISTRIBUTION**

Be sure to follow an 80/20 color split distribution in all gradient applications ensuring Magenta has 80% coverage and is the hero color within the composition.

Only use approved branded gradients in your creative. T-Mobile employees and vendors can access the gradients shown on this page on the [T-Mobile Brand Portal](#).

GRADIENT TYPES



LINEAR



RADIAL



FREEFORM



# Mnemonic

The T-Mobile Mnemonic is our audio brand signature. Our primary, hero Mnemonic is in the key of C and should be used in all creative that does not include music or other audio tones.

For creative that includes music or other audio tones, 11 supplemental mnemonics in different keys are available to harmoniously transition to the Mnemonic.

The Mnemonic has a duration of 2.5 seconds and a tempo of 108 bpm.

The mnemonic files are available for download on the [T-Mobile Brand Portal](#).



# Typography

## IN THIS SECTION:

FONT | TEXT TREATMENT

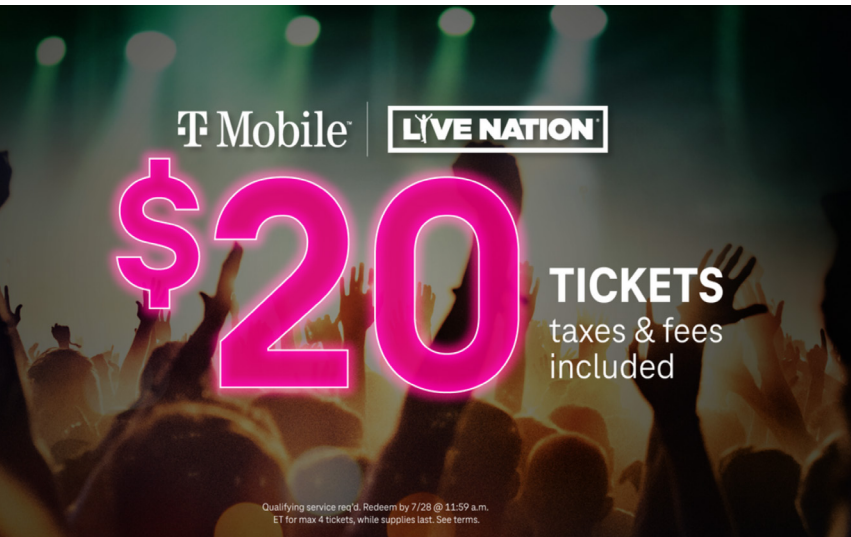


TYPOGRAPHY: FONT

TeleNeo

TeleNeo is exclusively designed for our brand. Its contemporary character design makes it recognizable and more flexible than our former TeleGrotesk typeface. We chose this font because it’s confident and unique.

This font is a central brand design element used across all products and channels in order to shape a cohesive customer experience.





## TYPOGRAPHY: FONT

# TeleNeo Font Family

For licensing reasons, only employees of T-Mobile USA and Deutsche Telekom are authorized to have the T-Mobile typeface installed on their computers.

Do not pass the typeface to third parties as licensing is required. External and agency partners can obtain the font at no charge but need approval to do so. Please have your partners visit the Deutsche Telekom Brand Site to request approval to download the font.

TeleNeo has **12 different styles** to provide a variety of weights and italics to meet creative needs. It has **529 characters** for optimal design flexibility.

### HOW TO ACCESS THE TELENEO FILES:

TMUS IT installs the TeleNeo Office fonts to all internal T-Mobile employee computers for automatic access.

TeleNeo Office is optimized and recommended for Microsoft Windows and Office 365.

Each individual at an agency or external group that installs/uses the T-Mobile brand font is required to register for a license.

There is no cost to register or obtain font files. Please [reference this document](#) for guidance on how to register and download the font files from the Deutsche Telekom site.

For any questions on how to obtain font files, please contact [TMAP@T-Mobile.com](mailto:TMAP@T-Mobile.com)

# TeleNeo



TYPOGRAPHY: FONT

# TeleNeo Typeface

TeleNeo is to be used for all external communications.

The complete family of available TeleNeo fonts is shown here for reference only. **Note that TeleNeo Italic fonts are not approved for use in creative executions.**

We use TeleNeo Ultra for short, concise messages. In addition, a minimum size of 14 pt must be ensured.

For web, apps, and legal copy Arial or another system font may be substituted.

**BRUSH-STYLE STROKE ENDINGS:**  
T-Mobile is a human-centered brand. These subtle brush-style elements lend a friendly, human touch to the typeface.

**VERTICAL & HORIZONTAL TERMINALS:**  
All stroke terminals are perfectly vertical or horizontal, conveying a sense of technical precision.

**CLEAR NUMERALS:**  
All numerals are designed to be perfectly clear and legible, reflecting and reinforcing our use of clear and credible facts and numbers.



**TELENEO THIN**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@©™#\$\$%&()-+”/’

**TELENEO REGULAR**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@©™#\$\$%&()-+”/’

**TELENEO MEDIUM**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@©™#\$\$%&()-+”/’

**TELENEO BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@©™#\$\$%&()-+”/’

**TELENEO EXTRA BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@©™#\$\$%&()-+”/’

**TELENEO ULTRA**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@©™#\$\$%&()-+”/’

**TELENEO THIN ITALIC**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789!@©™#\$\$%&()-+”/’*

**TELENEO REGULAR ITALIC**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789!@©™#\$\$%&()-+”/’*

**TELENEO MEDIUM ITALIC**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789!@©™#\$\$%&()-+”/’*

**TELENEO BOLD ITALIC**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789!@©™#\$\$%&()-+”/’*

**TELENEO EXTRA BOLD ITALIC**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789!@©™#\$\$%&()-+”/’*

**TELENEO ULTRA ITALIC**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789!@©™#\$\$%&()-+”/’*



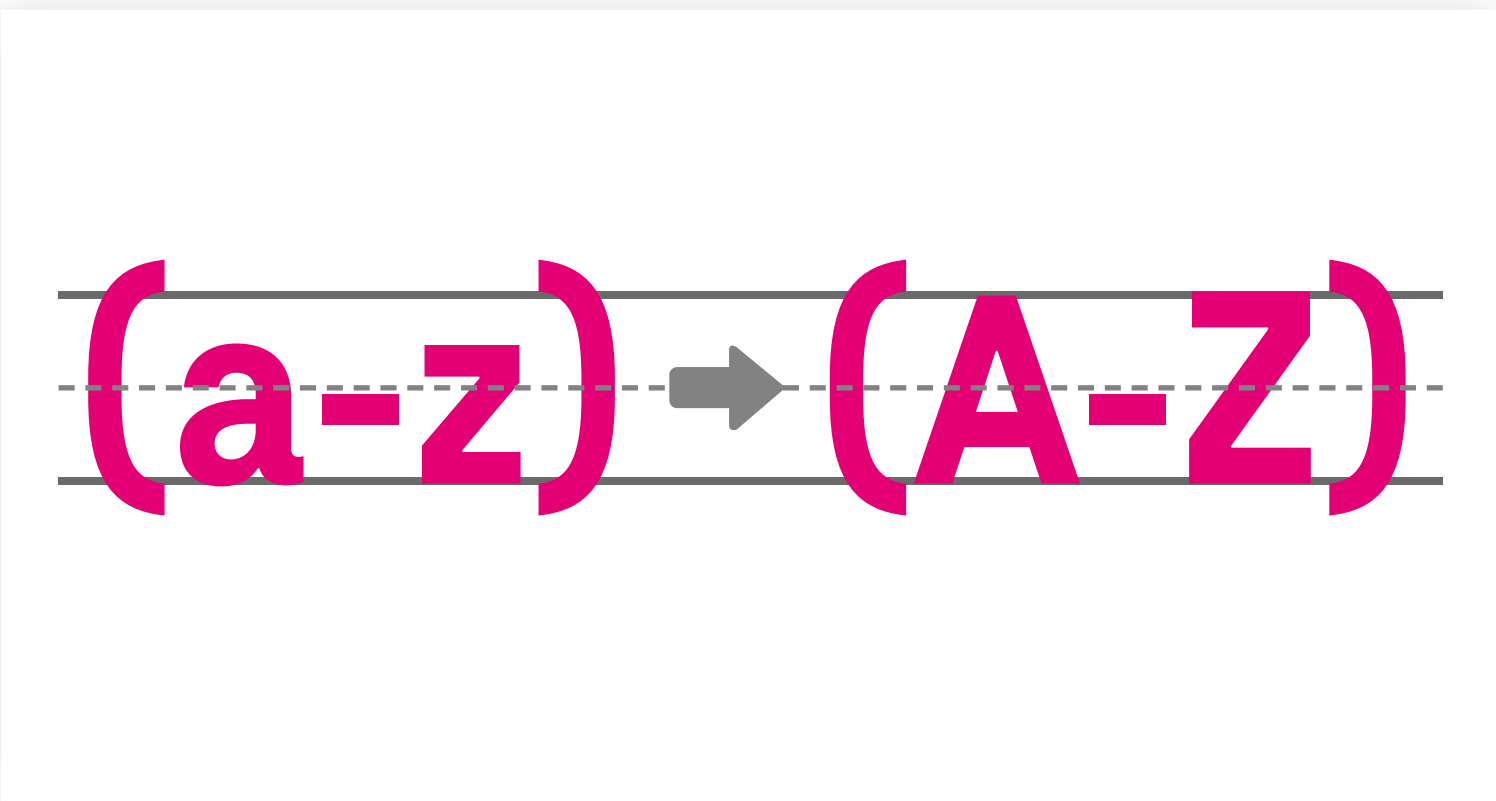
# TeleNeo Open Type Features

TeleNeo supports OpenType features to manage the typeface. It's designed to scale both in numbers and case sensitivity.

Specific treatments are prescribed for commonly used characters, including dollar (\$) and percent (%) signs.

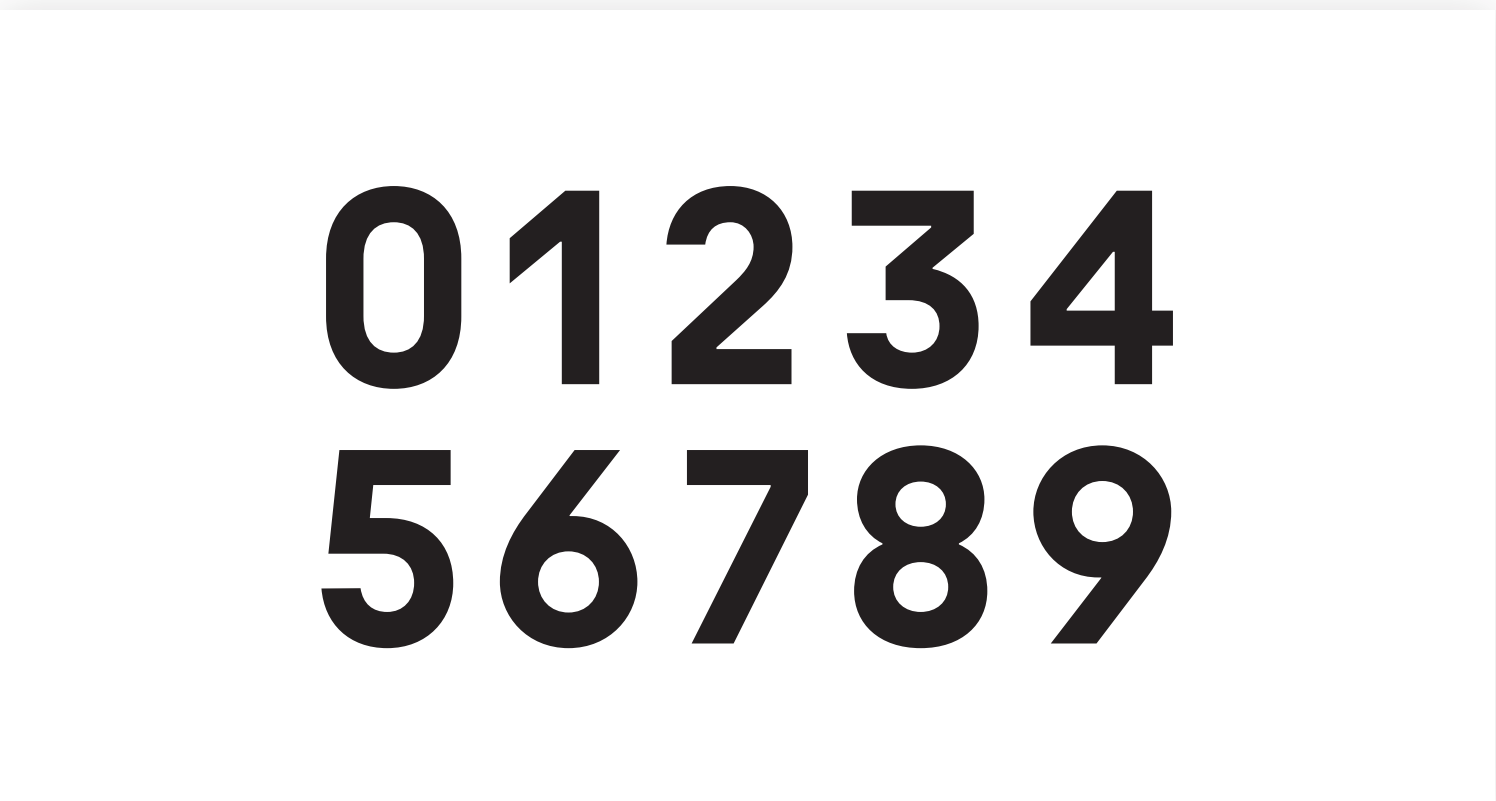
Price points and offer lines should use the TeleNeo Extra Bold and TeleNeo Bold typefaces for creative executions.

UPPER & LOWERCASE STYLISTIC SETS



Hyphens, brackets, and other punctuation automatically aligns with the center axis of the capital letters when using ALL CAPS.

PROPORTIONAL NUMBERS



The numbers have a different character width and are arranged optically.

SYMBOL, PRICE SIGN



SYMBOL, PERCENTAGE SIGN



In lockups, do not use automatic superscript or subscript for symbols.

# Leading & Kerning

## LEADING

We use the arm of the ‘E’ as our standard unit of measurement. Using this unit of measurement from our typeface itself assures greater consistency and scalability across all creative and all media.

Use the baseline and cap line of the type to start and end your measurement.

Please avoid crowding the letters. Letters should not be touching. There should be just enough space between the letters.

## KERNING

In general, kerning should be kept at zero points for most static headlines. TeleNeo is designed to be user-friendly and easy on the eyes, with consistent kerning for maximum legibility.

Maintain just enough space between the letters to avoid the appearance of crowding.





# Accessible Text Colors

All examples shown on the right pass the AA level contrast standards for digital executions with a minimum font size of 18 points.

When using text smaller than 14 points (typically 18.66 pixels), Black is the only color that provides the highest contrast over a White background.

White TeleNeo Bold on Magenta, 18pts

**White TeleNeo Extra Bold on Magenta**

Black TeleNeo Bold on Magenta, 18pts

**Black TeleNeo Extra Bold on Magenta**

White TeleNeo Bold on Black, 18pts

**White TeleNeo Extra Bold on Black**

Magenta TeleNeo Bold on Black, 18pts

**Magenta TeleNeo Extra Bold on Black**

Magenta TeleNeo Bold on White, 18pts

**Magenta TeleNeo Extra Bold on White**

Black TeleNeo Bold on White, 18pts\*

**Black TeleNeo Extra Bold on White**

**\*Note:** When using text smaller than 14 points (typically 18.66 pixels), Black is the only color that provides the highest contrast over a White background.

# Neon Text Do's and Don'ts

Our neon glow text treatment should be used to draw attention to select messaging.



The neon glow should be applied only to select words for special emphasis.



Do not make the glow so strong that the message becomes hard to read.



When using previously designed lockups for common phrases (like 5G Network), other type should be sized both in relation to the lockup and with messaging hierarchy or emphasis in mind.



Do not put the entire message in neon.



# Gradient Text Do's and Don'ts

Gradients should be used selectively and with purpose—generally to distinguish a unique, high-profile product or service.

A gradient type treatment is used to add emphasis and signify the importance of a word or phrase, energizing, and elevating the design by creating more dimensionality in an otherwise flat environment. It should make an impact without being visually overwhelming.



Gradient treatments should be rendered in magenta or white.



Do not render the gradient in any other color other than magenta or white.



For designs that have multiple lines, you may extend the gradient from the top to bottom of the entire text block.



Do not render the lighter font weights with a gradient.



TYPOGRAPHY: TEXT TREATMENT

# Typography Do's

Choose the type style, size, weighting and capitalization style that is most appropriate for the medium and the message.

TOP RULES

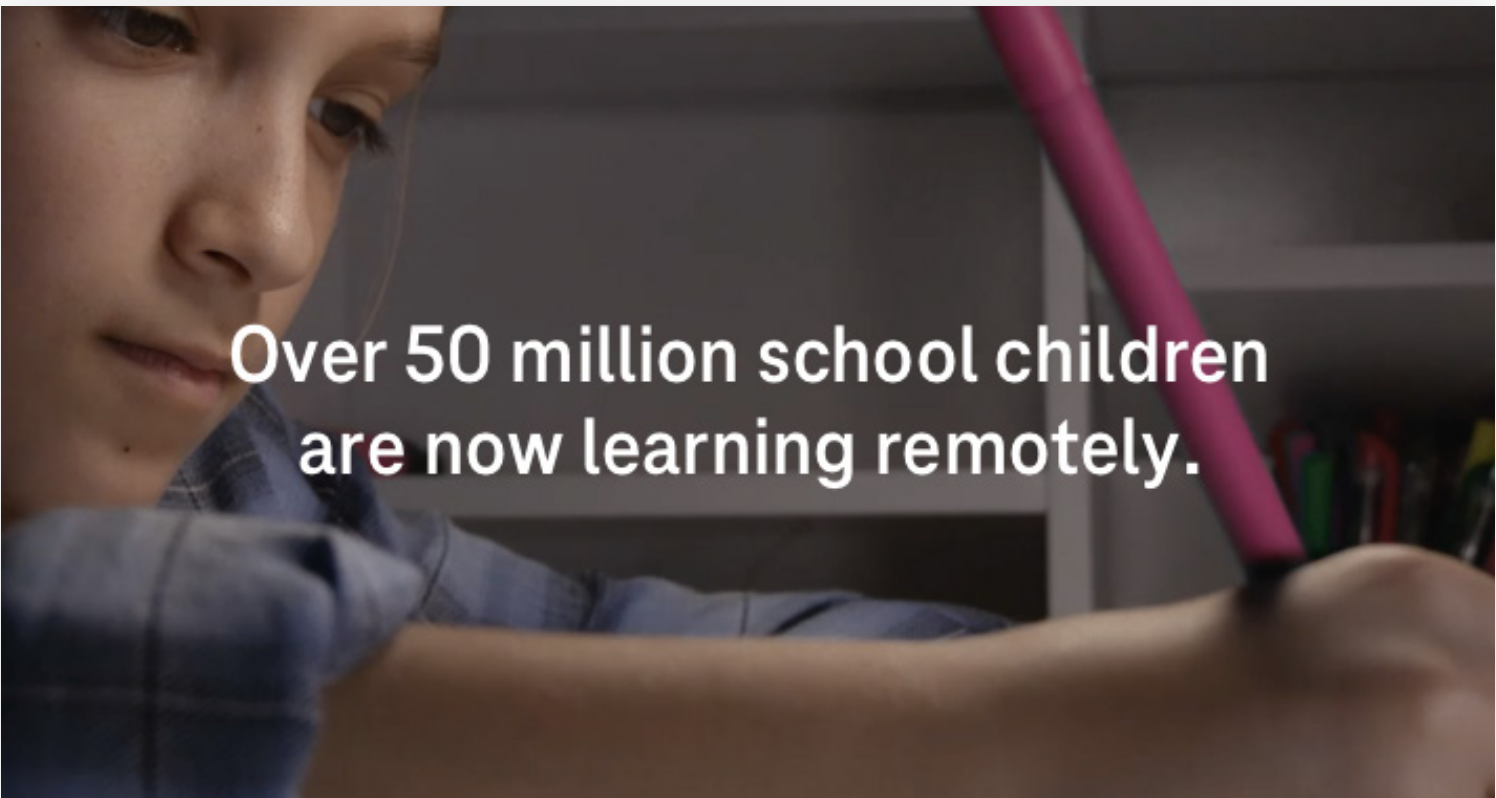
- Be consistent with typeface and weight
- Maintain a clear hierarchy
- Type treatments should reflect our conversational, approachable brand personality

ALL CAPS, HEAVIER WEIGHT FONT



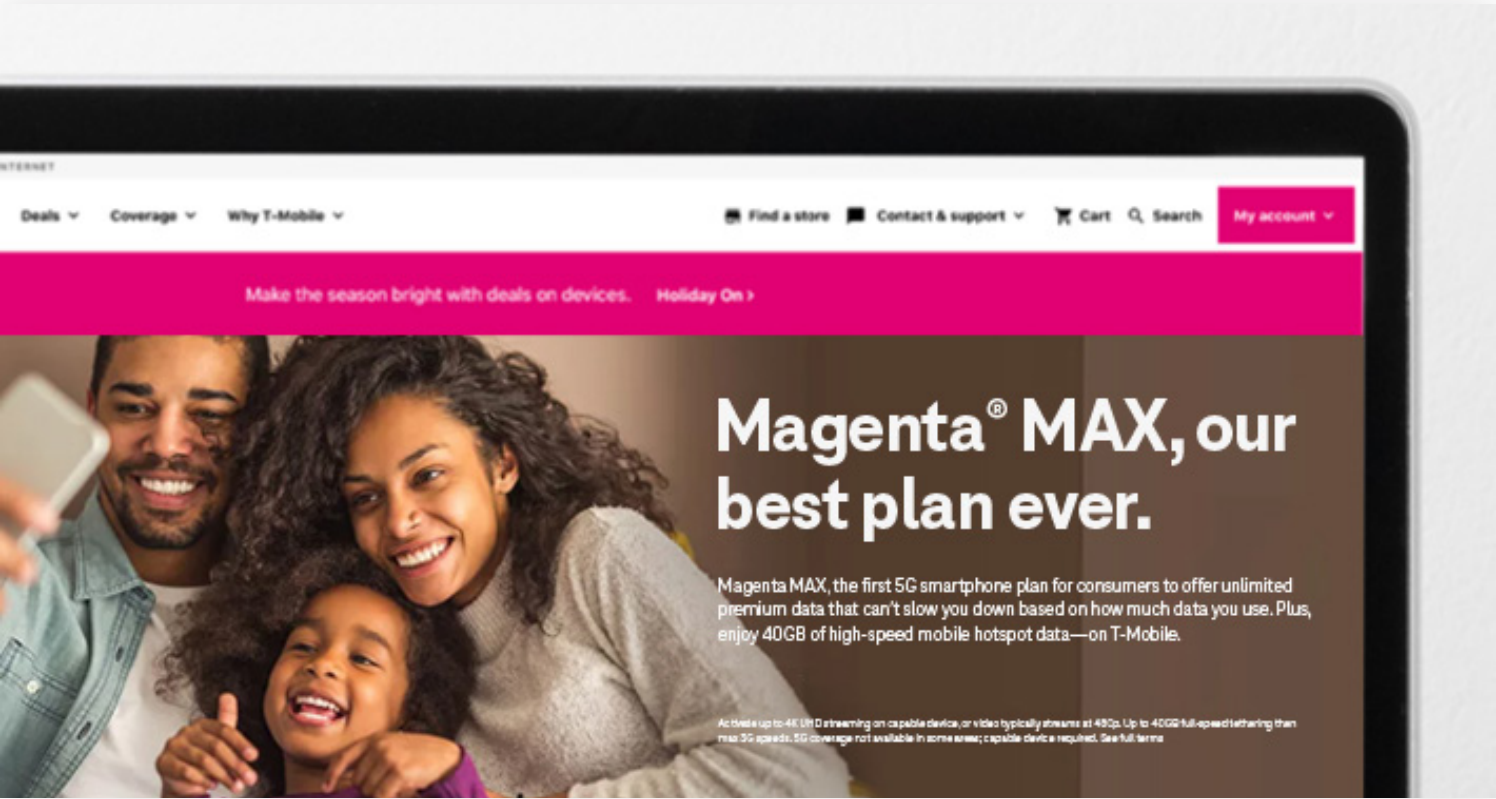
Great for grabbing attention as a short headline or to highlight short phrases.

SENTENCE CASE, MIDDLE TO LIGHTER WEIGHT



Good for narrative creative with a personal tone. Sounds conversational and not shouting at the audience.

SENTENCE CASE, HEAVIER WEIGHT



Communicates clearly and with confidence. Ideal for longer headlines or use within web applications.

GIVE SUFFICIENT CONTRAST BETWEEN THE IMAGE & TEXT



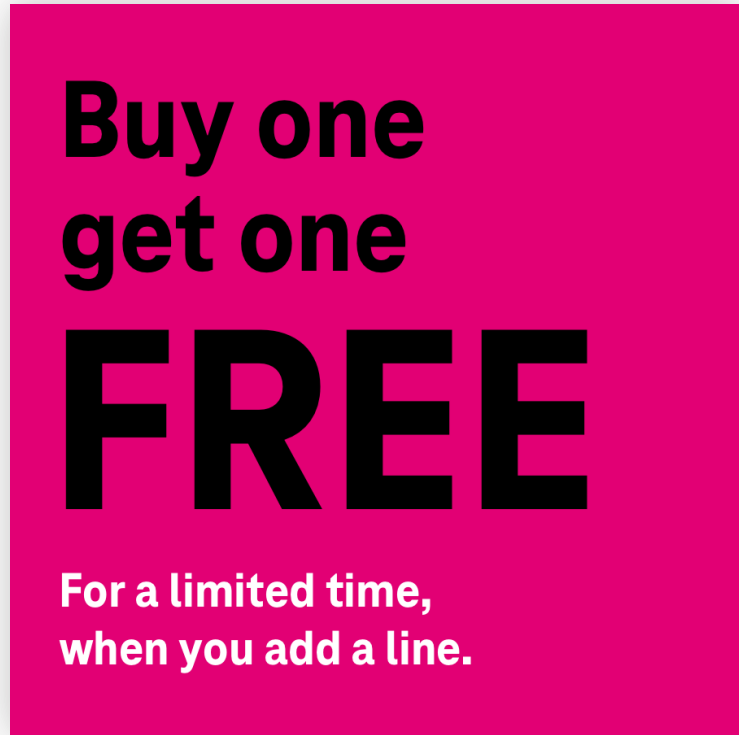
Type can be overlaid on imagery when there's sufficient contrast. Center-aligned type may work best for certain compositions.





# Typography Don'ts

×



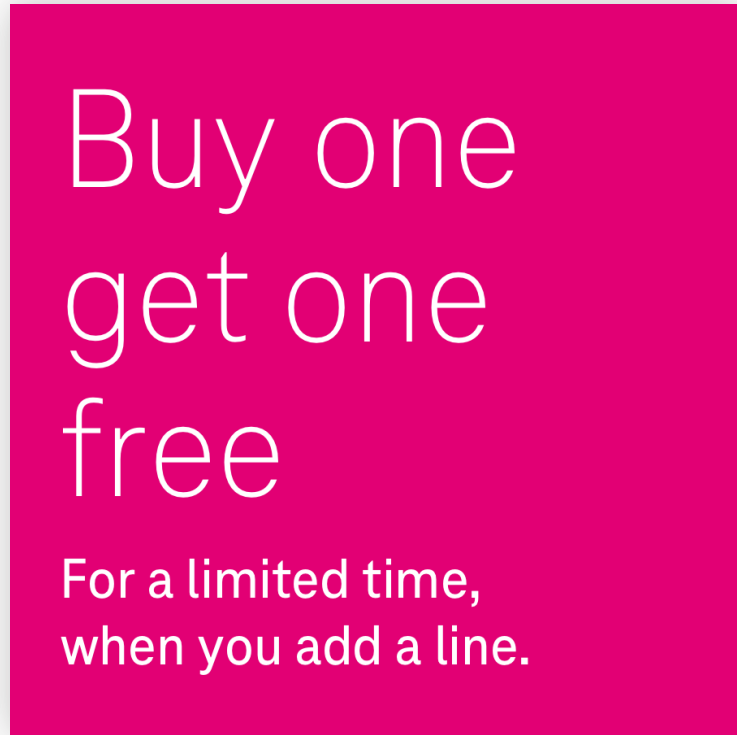
Don't lose focus on the part of the message you should be highlighting.

×



Don't use too many styles, weights, sizes, and colors (a.k.a. type-soup).

×



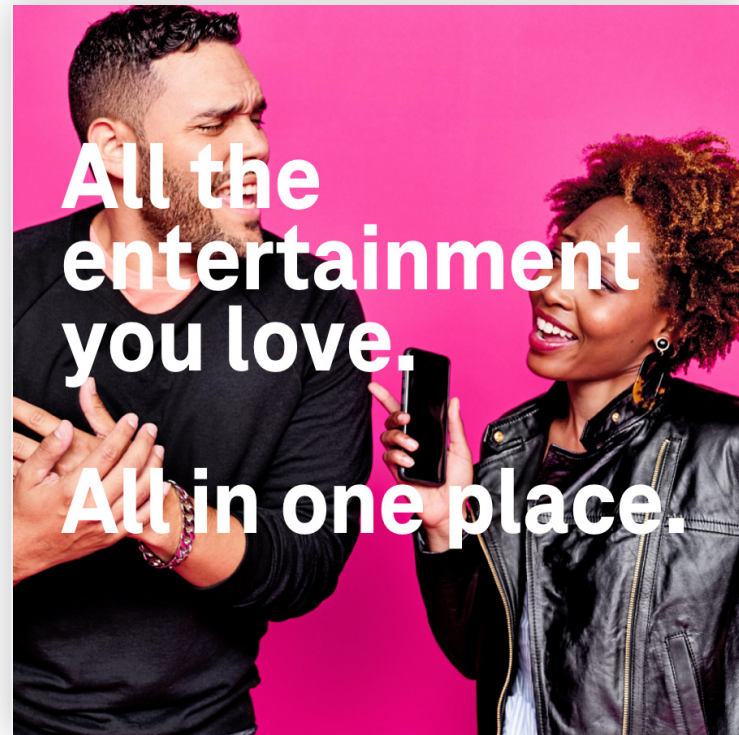
Don't use light weights for important messaging. Most headlines require a heavier weight.

×



Do not mix extreme tracking styles.

×



Don't run copy over faces or too much of the subject.

×



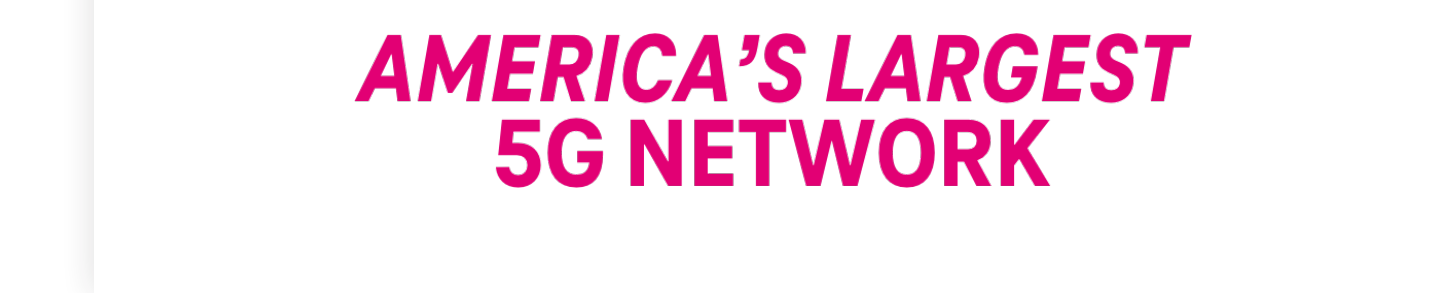
Don't lose contrast between type and an image.

×



Don't forget to maintain hierarchy between sections of type. **Ex:** if your body copy is the same size as the headline, it should not also be the same weight.

×



Don't use Italics as a design treatment. Italics are often more difficult to read.

# Copy Guidelines

## IN THIS SECTION:

BRAND VOICE | STYLE AND GRAMMAR



# Our Voice

ATTRIBUTE	IT MEANS	IT SOUNDS...	BUT NOT...
HUMAN	We're a company with a <b>BEATING HEART</b> , we talk to people like people and humanize the brand to earn a place in our customers' hearts.	Emotional Active Approachable	Sappy Disingenuous Cheesy
OPTIMISTIC	The brand has a sense of vibrancy and movement. We believe the future will be better than the past because our brand, our people and our network are <b>CATALYSTS FOR GOOD</b> .	Positive Energetic Fun	Out of touch Frenzied <b>Fun!!!!</b>
ACCESSIBLE	Our way of communicating is <b>INCLUSIVE</b> because we want everyone to join in on the fun. When we talk tech, we make it simple and clear, but not too serious because tech talk can feel like too much like homework and not enough like a conversation.	Uncomplicated Open Relatable	Generic Cliché Academic
ENERGETIC	We want our language to be concise and <b>ENGAGING</b> because tech doesn't need to sound complex and boring. We look for ways to infuse our communications with energy and wit.	Clever Intelligent Straightforward	Slang Arrogant Chatty
DISRUPTIVE	We're disruptive with a purpose. We challenge the status quo and speak our truth. We put people first and change the rules in their favor. We are as <b>BOLD</b> in our voice as we are in our actions.	Fearless Irreverent Assertive	Argumentative Disrespectful Aggressive



# Style and Grammar

## STYLE

Do not use abbreviations unless you absolutely must, due to space constraints.

Typically, we stick to first- or second-person perspective. On occasion, we'll use third person.

- Talking about T-Mobile? Use first or third person.
- Talking to the customer? Use second person.
- Avoid gender-specific pronouns (he or she)—instead use plural for gender inclusivity (they or them).

Use personal (you) and possessive (you, yours) whenever possible to engage visitors.

CTAs should be in sentence case and use an engaging, conversational tone.

Sentence fragments are okay if it works best for the message and design.

## GRAMMAR

Always use title case for Unlimited & Un-carrier unless it is in all caps

Use an em dash (—) to set off an explanatory or amplifying statement, as in “Online exclusive—limited time only!”

- Do not use a hyphen (-) or an en dash (–) in place of an em dash
- Do not add spacing on either side of the em dash

It is okay to use ampersands for design purposes when space is very limited (as in a headline).

Use exclamation points sparingly.

Do not use parentheses. If tempted, try using commas instead.





# Visual Guidelines

## IN THIS SECTION:

PHOTOGRAPHY | NEON | T-CONNECTOR



## VISUAL GUIDELINES: PHOTOGRAPHY

# Photography

We embrace a customer-centric approach to imagery – both still and motion. Let’s capture people’s true selves and their true lifestyle in moments of connection.

Elevated mobile documentary style in motion, short vibrant sequences of human moments worth sharing.

Authentic and in-the-moment photography (never staged or forced), captured through the lens of our customers’ phones (incl. phone moments), shot from both a directors’ and talent POV.

Allowing for camera awareness when possible but also interactions with the camera as if your friend/family is taking the photo (not necessarily looking at camera all the time).

Real people, friends & families sharing real emotions, energy and optimism. Authentic human connections with real people and their communities.

Local landscapes and locations as backdrops for layering action.

For more details on photography, T-Mobile employees and vendors can access the [T-Mobile Brand Portal](#).





# Brand Photography Style

## THIS IS US

mobile documentary

elevated

sharp light

vibrant

focus

energetic

spontaneous

real, authentic

relatable

diverse

customer-centric

## NOT US

beauty shot

amateur

soft, moody

pastel, subtle

blur, motion blur

passive, relaxed

posed, manufactured

stereotype, fake

exclusive

idealized

device-centric





VISUAL GUIDELINES: NEON

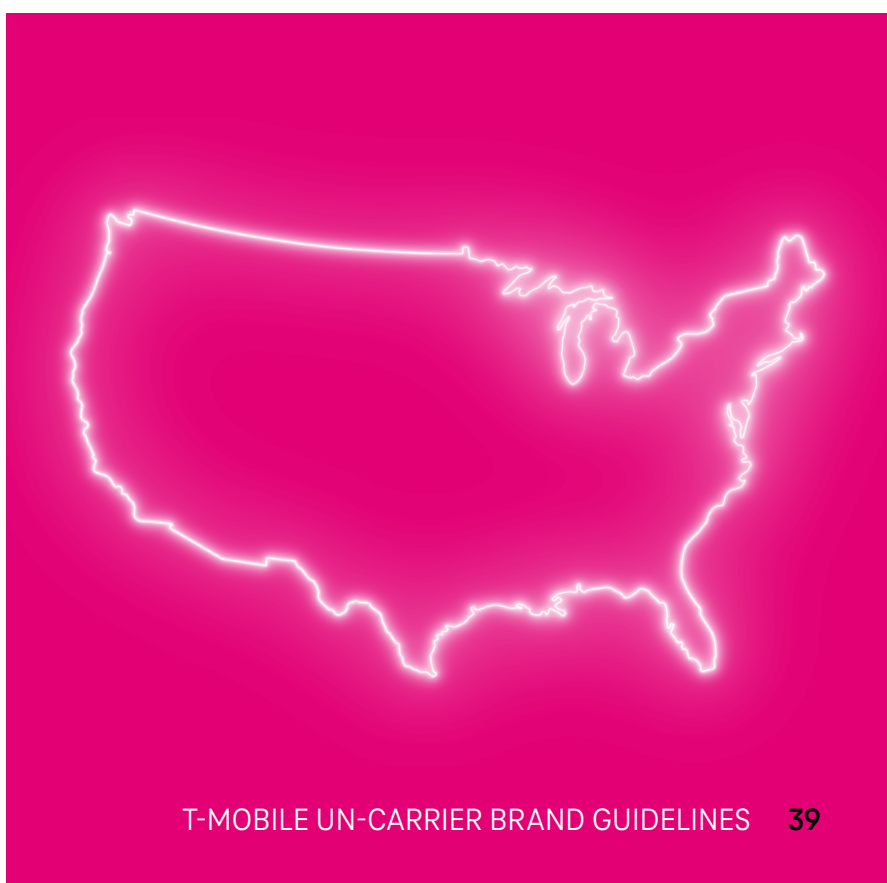
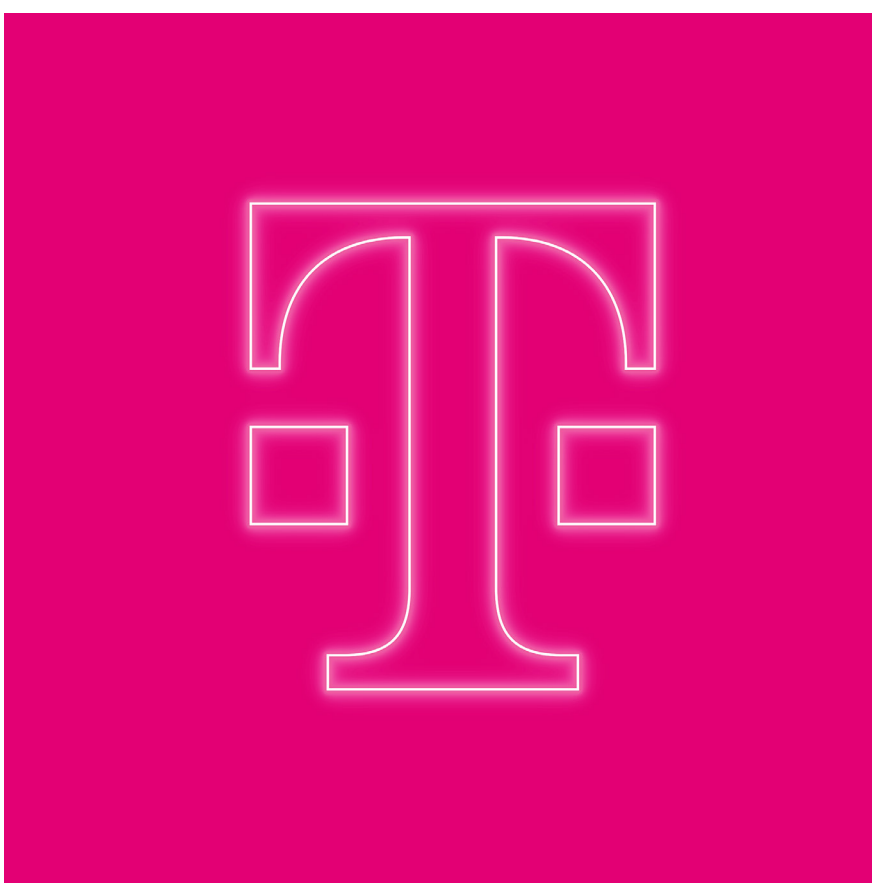
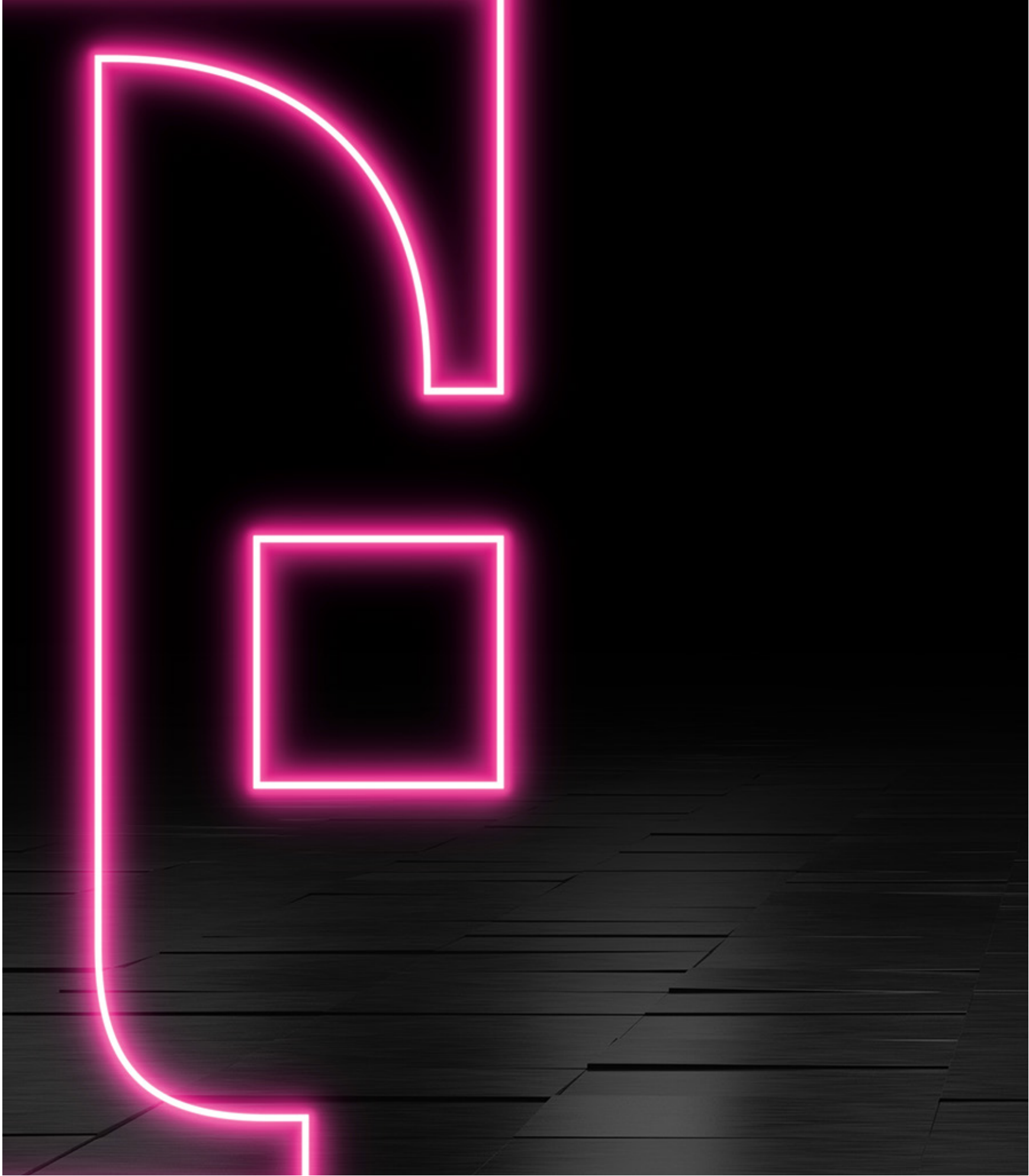
# Neon

Magenta neon makes the invisible visible.

The treatment was created to be instantly recognizable and to visually bring to life T-Mobile’s dynamic, ever-expanding network, connecting person to person, place to place.

In static, the treatment adds dimensionality and drama. Add motion, and magenta neon becomes an experience. As it moves, it traces our world, following the contours of the landscape, buildings, and roads.

**Note:** Flat T-Mobile Magenta remains our primary color treatment. Magenta neon is a supplemental treatment to be used as an accent. For more details on neon, T-Mobile employees and vendors can access the [Network Portal](#).





# Neon Do's

Because neon represents our network in motion, it should move swiftly and with purpose.

Neon beams, glow, and wash should have dimensionality and interact with the environment.

Our neon aligns to z-space principles (e.g., thicker close-up and thinning into the distance).

Neon should feel like a true network representation (e.g. connecting most, but not all, people and places).

NEON



Magenta wash and outline on houses ignites the power of our network.



Black & white footage turns into color with the power of magenta.



Apply neon outlines to devices to indicate our network.



Magenta neon outlines may be applied to roads (except when representing T-Mobile Home Internet) as well as to other structural and landscape imagery.



# Neon Don'ts

×



Please avoid every single house in a busy environment, this looks cluttered.

×



Do not create a magenta arc that resembles a rainbow.

×



Do not apply a magenta-in-motion effect to environments where it appears unnatural. Do not show too much black & white as this could be interpreted as poor network coverage. Do not place a neon outline on a busy horizon.

×



Do not direct neon beams vertically or up into the skies.



# T-Connector Do's

The T-Digit can function as a visual bridge between two distinct, but related images. Or, it can connect a single image with branding or messaging in internal communications.

## TOP RULES

- The T-Connector can be used to connect two images and visual transitions.
- Images should relate to each other and add context to messaging.
- Please omit the ® symbol from the T-Digit in T-Connector executions.
- The T-Digit should be white or magenta in T-Connector layouts.



Make sure the T-Digit completely covers the adjoining edges of each photo or background.



# T-Connector Don'ts

✗



Don't crop or make the T-Digit bigger than the image height.

✗



Always stick to one T-Digit.

✗



Don't use any color other than Magenta or white for the T-Digit.

✗



Don't pair images that feel random and unrelated.



# Resources



# Resources

## **BRAND ASSETS**

To access brand photography, supplementary style guides, and toolkits noted in this document visit: <https://tmap.t-mobile.com>

## **TELENEO FONT**

For licensing reasons, only employees of T-Mobile USA and Deutsche Telekom will automatically have the font loaded to their computer. Please do not send TeleNeo to third parties. External and agency partners can obtain the font at no charge but need approval to do so. [How to Register for TeleNeo](#)

## **T-MOBILE INTERNAL APPROVALS**

For T-Mobile Brand review and approval of your creative, submit a T-Mobile Creative Brand Review request through [Workfront](#).

## **WORKFRONT**

<https://tmobileusa.sharepoint.com/sites/MarketingandCommunicationsOperations/SitePages/Workfront.aspx>