



# Brand guidelines

**Part 1: About us**

**Part 2: Print media**

**Part 3: Digital media**



## **3 parts. One story.**

Each of these parts leans on the former. So even if you're only working on digital media, it's always best to take a look at Part 1 and 2.

### **Part 1 About us**

What are our values? How do we speak and write? What do we look like in photography? That's what Part 1 is all about.

### **Part 2 Print Media**

Here you'll find all design elements that will give your work the distinguishing Telenet look & feel. We show you step by step how to proceed.

### **Part 3 Digital Media**

In this part we show you how to apply our branding to digital media, such as banners, websites and digital OOH.

You'll also find links to specific info about motion design, social always-on and the entire website guidelines.



We are the ultimate optimists.  
The cheerful yellow brand with the disarming smile and a wink full of complicity.

But we're also more than ever involved in what happens around us. We take our responsibility in society. We want to move forward by making sure everyone can follow along.

Our engagement shows in our photography, with its eye for authentic moments, —true to life and with vivid colours. You see it in our typography, that allows us to start an even better dialogue, with accents in the right places. And in our rich palette of colours, full of nuance and humanity.

In this brand book we want to show you how to go ahead with all these elements and to produce real, warm Telenet creations.

Together, we can get the best out of it!



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## Part 1

### ★ TIP

Click on the items in the list. It brings you directly to the chapter you need.

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# Who we are

Before you get started with designing the outside, it's best to get to know Telenet from the inside. Once you know our values, it's easier to understand why we do what we do.





## Human

We're firmly anchored in the real world, and we feel the pulse of what's going on. We're close to people, close to businesses. We understand very well that life is not perfect. But we celebrate this life and this entrepreneurship with all its highs and lows.

We understand what is important and we see where we can help. Because people are at the centre of everything we do. They are what drives us.

And we leave no one behind, because we want everyone to follow along. Every day we help customers to get more out of life or out of their business.

Always honest, sincere and transparent. Our customer's smile, that's what we do it for.







## Optimistic

Yes, we are true optimists. We always think the glass is half full. And when it comes to technology, we always believe in the good side of it. That's what drives us every day. We see the opportunities in every challenge. And we seize them without hesitation and plenty of positivity and contagious enthusiasm. Always with the aim of making someone's life or business better.

Smarter. Safer. More pleasant. For us, tomorrow is always worth it. Hey, it's no coincidence that our logo smiles. ;)







## Self-assured

Change does not happen by itself.

It requires commitment. And that we have. Determined as we are, we're constantly looking for solutions and we create better products and services. That's how we create progress for every person, for every company and for society as a whole.

We inspire and guide with real-world expertise.

And we dare to take a stand as well.

Consistent, with lots of conviction and well substantiated.

Because nothing stops us.

Together, we create the future, and we move confidently forward.







[Brand guidelines](#) [About us](#)

# How we speak



**We are optimistic,  
self-assured and human.**

**What does this mean for the way we talk?**



## **WE GO FROM...**

**Happy. Fun. Joy.  
Very funny. Haha! That's stunning.  
Always enthusiastic.  
With an exclamation mark here  
and there! Exuberant. Cool. Yay!**

## **to...**

**Warm. Enjoyable.  
Friendly.  
Sentences with more  
meaning.  
Still contagious.  
And extremely personal.  
But a bit more mature.  
Confident & convinced.**

**WE GO FROM...**

**GREAT TECHNOLOGY.**

**To...**

**technology that moves  
society forward.**





## Human

Our images don't always have to show technology. What counts, is the emotion that technology produces. The words provide the context. They guide the interpretation of the image.







## Human

Start from an insight. From the emotion that technology brings about. It's a great way to show that you know what's going on in your customer's life. And it adds more credibility.

**Als je thuiswerkt  
zit er flink wat  
rek op je uren.**

**Daarom staat onze hulplijn 24/7 paraat.**



**Klaar voor morgen**





## Human

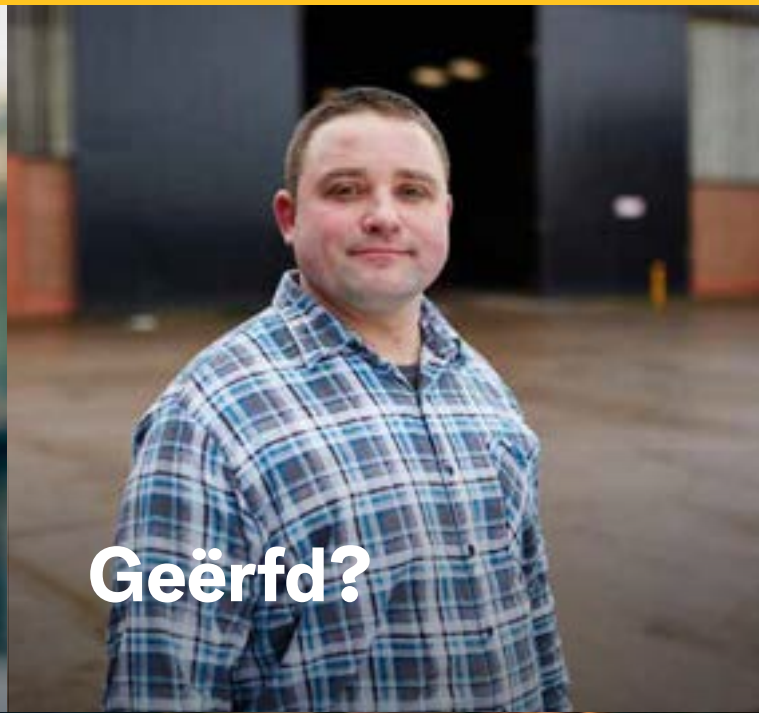
Use phrases and expressions that are part of the spoken language. We don't mean phonetically, but rather sounding true to life.



Net gestart?



Vaste waarde?



Geërfd?



Self-made?



Carrièreswitch?



Zo gegroeid?



Strak gepland?



Uit passie?



Erin gerold?



Overgenomen?

**Waar je ook staat als ondernemer, wij staan er voor jou.**



Business





## Self-assured

If we express a point of view, we do it with conviction. Choose words that articulate resolve and underline our proposition. Without being arrogant.

Look for clever constructions in your copywriting. Play on the context, show that you know what you're talking about. Use your creativity and ingenuity.

**Alstublieft.**  
**10.000 uren**  
**digitale coaching**  
**voor lokale**  
**ondernemers.**



**Business**





## We're not passive

So avoid passive sentences and auxiliary verbs such as can, will and should as much as possible. Otherwise, it looks as if we're doubting ourselves.

~~Er wordt naar gekeken.~~

~~Hoe kan jij het  
verschil maken?~~

~~lijdende vorm~~

~~eventueel~~

~~Daarom willen we  
het anders doen.~~

~~Kunnen~~

~~Zou~~

~~Zodat je er makkelijk  
mee kan beginnen.~~

~~Het zal worden geregeld.~~



## **We're active!**

We address our customers in a direct way. In short, clear sentences. Preferably in the we-form and in the present tense. We commit, here and now!

**sowieso**

**Hoe maak jij  
het verschil?**

**bedrijvende vorm**

**Ik kijk ernaar.**

**Daarom doen we  
het anders.**

**Je begint er  
makkelijk mee.**

**We regelen het meteen.**





## Optimistic

Express yourself in a positive way and use optimistic words. Avoid harsh, unsympathetic language.

**Mooi wat  
al kan.  
Mooier nog  
wat komt.**



**Klaar voor morgen**





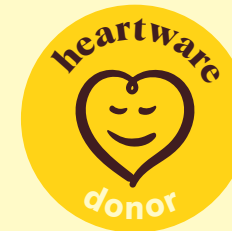


## Optimistic

Every day we are bombarded with negative statements about technology. Identify them and turn them into something positive.

# Laat je oude laptops liever **leerstof** vangen.

Met **opgeknapte laptops** helpen we  
iedereen vooruit. **Thuis én op school.**



De kans is groot dat je in je bedrijf afgeschreven laptops hebt liggen. Wist je dat die voor kwetsbare mensen het verschil kunnen maken? Tussen een job vinden of niet. Tussen huiswerk maken of je een buitenbeentje voelen. Doneer je oude laptops en samen met Ondernemers voor een Warm België maken we ze terug gebruiksklaar. In alle veiligheid en vertrouwen. **Samen zorgen we dat #iedereenmee is.**



**Maak heartware van je hardware.** Ontdek hoe je oude laptops doneert met je bedrijf op [telenet.be/heartware](https://telenet.be/heartware)



**Business**





## Optimistic

We focus on the way technology can help, connect, inspire or guide people. We're enthusiastic about the progress that's made, but we always make sure everyone is able to follow along.

That's how technology really makes a difference! Use words and characterisations that adequately express this ambition.

Longer sentences are no taboo, as long as they're easy to read. Feel free to use commas instead of full stops, but keep it legible.



# Ook voor iemand van tachtig moet het internet prachtig.

Technologie kan nooit democratischer genoeg zijn. Op haar best maakt technologie het leven van ons allemaal aangenamer, slimmer en/of veiliger. Daarom zijn al onze producten en diensten laagdrempelig, zodat je er makkelijk mee kunt instappen. En geven we in klare taal tekst en uitleg voor al wie het wenst. **Als het over vooruitgang gaat, bestaan er geen domme vragen.**



Klaar voor morgen





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# Photography





## Positively realistic

In our photography, we always look for a positive and realistic view of the world.

Go for editorial photography with a documentary eye for authentic moments and situations that are recognizable to everyone.







## Colour

Colour contributes to the overall positive feeling. Provide a location, style and props with a wide and balanced colour palette. Choose one colour to stand out and select other colours to match it.

Be careful not to lose authenticity. Each of these elements contribute to a cinematic documentary style. Realistic, but slightly sublimated.







## Telenet Business

We document the everyday reality of companies. From big to small. Always and everywhere. From the bicycle repairman to the IT manager. They're always busy!

We also record interactions with our people. We're closer to our customers than ever and we answer all their questions to the best of our ability. Always with a smile, and that translates in our photography. After all, providing a friendly service is part of our DNA.







## Casting

We're looking for real people with a real story where connectivity plays a supporting role in one way or another.

A healthy mix of age, skin colour and gender. We show interesting, positive, open-minded personalities that reflect the entire spectrum of emotions in a credible way. (Relief, surprise, joy, focus ...)

They don't have to be especially beautiful or cute in the classic sense. But people with a certain aura. The kind you would spontaneously chat with if you ran into them on the street.







[Brand guidelines](#) [About us](#)

# Contact





## Contact

Particular questions about Telenet's guidelines? Feel free to contact us.

## Telenet residential

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