

WiredScore Portfolio

User brand guidelines



Congratulations

You're now a WiredScore Portfolio.



Best-in-class portfolios, best-in-class connectivity

WiredScore Portfolio recognizes and awards landlords and developers who are committed to delivering best-in-class connectivity across their portfolio of real estate assets.

Being recognized as a WiredScore Portfolio is a powerful addition to your communications strategy. Having this sign of recognition from WiredScore will show your clients and investors your commitment to delivering best-in-class connectivity across your portfolio of buildings.

Whether it's deploying the WiredScore Portfolio seal on your website or re-evaluating your strategic proposition, it is worth investing dedicated time in planning a strong strategy to get the maximum return on this achievement.

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Using
your seal

You're in good company

You're now a member of a global network of landlords,
developers, real estate consultant and technology
providers, working at the forefront of innovation.



WiredScore

WiredScore was founded in New York in 2013 by leaders in real estate, technology and telecommunications, with endorsement from Mayor Bloomberg. The aim was to improve the city's technology infrastructure, and support its entrepreneurs who are driving technological advances and creating jobs.

Following success in the US, WiredScore launched in the United Kingdom in October 2015 after winning the Greater London Authority's tender to be the official Mayor of London Digital Connectivity Rating Scheme.

International demand for the global digital connectivity certification has since seen the company expand operations to 36 countries. To date, 800m square feet of offices has been certified by WiredScore globally.

1000+

clients

1000+

APs

8m+

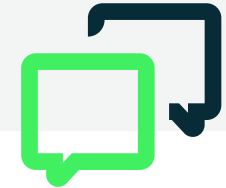
people work
in WiredScore
certified buildings

800m+

certified
square feet

Social media

Use #ConnectivityMatters on social media to help promote your building.



Using WiredScore Portfolio

Leveraging WiredScore

Use the WiredScore Portfolio name and seals when referring to the WiredScore Portfolio program or your WiredScore Portfolio. Take advantage of WiredScore Portfolio seals in marketing materials, websites, and physical installations including signage at a construction site.

Terms of use

Portfolios that are not WiredScore Portfolio are not authorized to use WiredScore's logo, seals, or brand to promote the property.

Achieving WiredScore Portfolio grants you the rights to use the WiredScore Portfolio seal as long as you fulfill the requirements for being a WiredScore Portfolio. Want to continue to promote your portfolio using the WiredScore Portfolio seal? Email us at hello@wiredscore.com

WiredScore Portfolio

WiredScore Portfolio recognizes and awards landlords and developers who are committed to delivering best-in-class connectivity across their portfolio of real estate assets.



WiredScore Portfolio
(The official name of the product is WiredScore Portfolio, with a Capital W, S and P)



Wired Score,
Wired score,
Wiredscore,
WiredScored

Written example

We're pleased to have been recognized by WiredScore as a WiredScore Portfolio! We're one of the first companies globally to be awarded for our commitment to delivering best-in-class connectivity across our portfolio of buildings.

WiredScore certification

WiredScore is the global digital connectivity certification that evaluates, improves, benchmarks and promotes best-in-class connectivity in the built world.



WiredScore certification
(The official name of the product is WiredScore, with a capital W and S, certification may be added to qualify the product name, using a lower-case C.)



Wired certified,
WiredCertified

Written example

We have achieved WiredScore certification. Our building has superior broadband Internet connectivity supported by diverse and future-ready infrastructure.

Certification seal colors

Colors

Our brand identity is built on a strong foundation of conifer.

Wired green is bright and energetic, used as a highlight in measure doses.

Calming and neutral, grey helps to ground our louder colors.



WiredScore
PORTFOLIO

Conifer

Pantone: 546 C
CMYK: 75 55 40 30
RGB: 64 74 77
HEX: 404A4D

Wired green

Pantone: 7488 C
CMYK: 54 0 80 0
RGB: 64 240 97
HEX: 40F061

Using your seal

Minimum size

To ensure our certification seals are clearly legible and stand out at all times, please do not use them below the following sizes:

Print: 41 mm
Digital: 100px



Certification exclusion zone

To ensure our certification seals are clearly legible and easily stand out, we ensure a measure of clear space surrounds our logo. This measure of clear space is equal to the height of the 'S' taken from the wordmark.



Variations

We understand there are occasions when you may need other variations to your primary seal.

For each certification level there are two variations, depending on background color and which gives best contrast. The full color version should be set against white or a 5% tint of the conifer mentioned on a previous page. The reversed version should be set against black or full strength conifer.

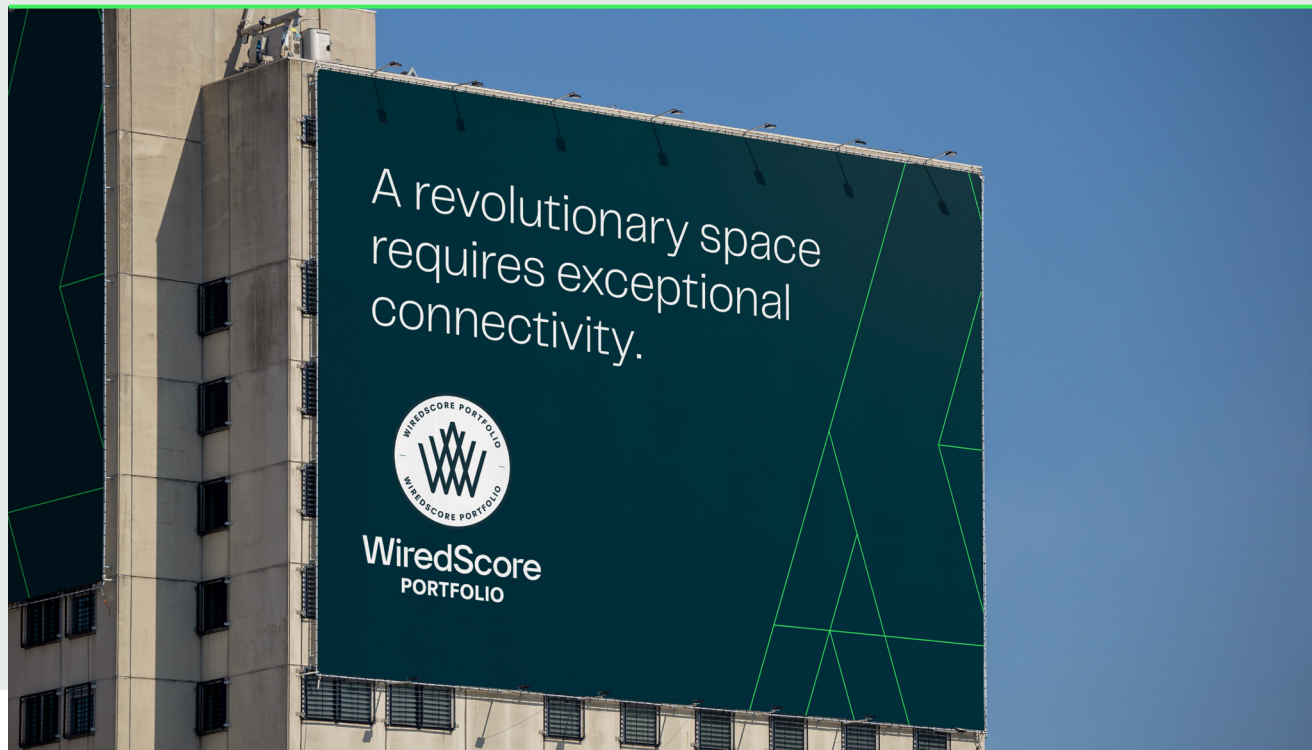
Primary



Secondary



Using your seal



The dos and don'ts



Our certification seals must always:

- Be featured in their entirety
- Honour their original colors
- Have the specified clear space around all sides
- Be positioned in a corner of a margin or centrally aligned



Our certification seals must never:

- Be warped, rotated, distorted altered or cropped
- Have any of the letterforms altered
- Have any of the graphic elements altered
- Have no clear space surrounding the logo
- Be scaled less than the minimum height
- Be cropped to show just the roundel
- Be colored anything other than the original

The future is connected.

Digital connectivity underpins economies around the world, enabling communication and collaboration at a global scale. Today's businesses, personal lives and entertainment depend on fast and reliable digital infrastructure to operate effectively making this an integral consideration for the real estate industry.

Being a WiredScore Portfolio allows you to communicate with both occupiers and investors about your commitment to best-in-class technology across your portfolio.

