

Logo Usage Guidelines



Corporate Office

Hughes Network Systems, LLC
11717 Exploration Lane Germantown,
MD 20876 USA

Phone & Fax

Phone: + 1 301 428 5500
Fax: + 1 301 428 1868

Online

Email: info@hughes.com
Website: www.hughes.com

Table of Contents

3	Brand Overview
4-8	Hughes Logo
9-11	HughesON™
12-14	JUPITER™ System
15-16	EchoStar® XVII and EchoStar XIX
17-20	HughesNet

Brand Overview

Hughes Network Systems, LLC (HUGHES) is the global leader in broadband satellite technology and services for home and office. Its flagship high-speed satellite Internet service is HughesNet[®], the world's largest satellite network with over 1.2 million residential and business customers across North and South America. For large enterprises and governments, the company's HughesON[®] managed network services provide complete connectivity solutions employing an optimized mix of satellite and terrestrial technologies. The JUPITER[™] System is the world's most widely deployed High-Throughput Satellite (HTS) platform, operating on more than 20 satellites by leading service providers, delivering a wide range of broadband enterprise, mobility and cellular backhaul applications. To date, Hughes has shipped more than 7 million terminals to customers in over 100 countries, representing approximately 50 percent market share, and its technology is powering broadband services to aircraft around the world.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations.

Hughes is a registered trademark and the marketing-facing name of Hughes Network Systems, LLC and all Hughes worldwide affiliates. It is to be leveraged for marketing products, solutions, and services, and for correspondence. Hughes Network Systems, LCC is the corporate legal name to be used for official documents such as contracts, press releases, and disclaimers.

© Copyright 2018 Hughes Network Systems LLC. All Rights Reserved.

Hughes, An EchoStar Company Logo

Always use the official logo displayed on the right which includes the ® symbol after the Hughes, an EchoStar company logo.

Logo and Tagline in Text:

The initial caps of “An” and “Company” are NOT used in text form. In text, the correct case usage is “Hughes, an EchoStar company” if the above logo is present. Hence, the registration mark is not required in the text version since it appears in the logo.

.....

The Hughes, an EchoStar company logo displays the relationship of Hughes Network Systems, LLC to its parent company, EchoStar Corporation. This logo is used for corporate-level messaging at major shows/events and as part of the address information on brochures and advertising. It is also to be used on corporate gifts and specialty items distributed at corporate-level events. The Hughes logo without the tagline can be used where space constraints or reproduction size prohibits clear legibility, such as on a watch face or a small etched crystal item.

When used in body copy, the tagline should always be preceded by the Hughes brand name, e.g., “Hughes, an EchoStar company” in mixed case as shown here.

If Hughes and the tagline appear in text unaccompanied by the Hughes and tagline logo, always display the ® symbol after HUGHES® (all caps) the first time it appears on a page in text. If the document is not likely to be separated into independent sections and distributed, the ® designation need not be repeated on subsequent pages following the first use.



An EchoStar Company

Always display the ® symbol within the HUGHES® logo.

Note:

It is always preferred that the Hughes logo with the "an EchoStar company" tagline be utilized in favor of the standalone Hughes logo. However, when the logo is sized such that the tagline would be illegible, the standalone logo may be used page is appropriate.

Hughes, An EchoStar Company Logo | Color

The official color of the Hughes, an EchoStar company logo is Pantone 286 for “HUGHES” and the tagline “an EchoStar company.”

This is the preferred use over a white or light-colored background.

.....

*286C for coated papers.
286U for uncoated papers.

PANTONE® A component of the PANTONE MATCHING SYSTEM®, Pantone, Inc.’s check-standard trademark for color reproduction and color reproduction materials.

.....

The CMYK build of PMS 286 for four-color printing is 100 Cyan, 68 Magenta, 0 Yellow, 0 Black. RGB is 0R, 93G, 172B.

When used over a black or very dark background, the entire logo is white or presented as a 70% screen of Pantone 286, except in PPT, Word, and Visio.

The purpose of these color treatments is to provide a sufficient color contrast with the background color field.



An EchoStar Company

Color Positive Pantone 286 and Black



B&W Positive Black



B&W Reverse White



Color Reverse on Pantone 286



Color Reverse on Pantone 286 -70% & White

Hughes, An EchoStar Company Logo | Staging

Staging refers to placing the Hughes, an EchoStar company logo in a manner that establishes a clear and unobstructed area around the logo so that it is always presented in the best possible way.

The area surrounding the logo should extend a minimum of 1X (X = the height of the Hughes text).

For example, if the logo is 1" in height, then the clear area should extend 1" from all edges of the logo.

The area behind the logo should be clean and unobstructed by overly complex patterns or graphics.

The color field behind the logo, as well as the logo itself, should always provide adequate contrast.



Note:

The Hughes, an EchoStar company logo should never be less than one inch wide.

Hughes, An EchoStar Company Logo | Affiliates

All Hughes Network Systems, LLC affiliates must use the HUGHES® logo as shown above.

Company legal designations, such as Hughes Communications India Ltd., can be used in text or as the logos provided and approved by Hughes Corporate Communications. The preferred identifications in text would be Hughes Europe, Hughes India, Hughes Brazil, etc.

.....

Any existing printed material that does not display the correct Hughes brand, either the logo or in text, can be replaced with the Hughes brand as supplies are exhausted and replaced.



An EchoStar Company

Always display the ® symbol within the HUGHES® logo.

Hughes Logo

The HUGHES® trademark and logo are to be used to promote the products and services of Hughes Network Systems, LLC and of all Hughes affiliates on product labeling.

The Hughes logo is a typographic device that represents the digital medium, the lines of communication, and, of course, the Hughes name. This logo cannot be set with conventional typography. Therefore, it is essential that only approved master artwork be used when reproducing the Hughes logo in any medium.

The Hughes logo is a registered trademark of Hughes Network Systems, LLC. Be sure to always display the ® symbol within the corporate logo.

.....

Treatment in Text

Hughes is always set in all uppercase letters, as shown above, for its first use on a page or in a document. Following first use, Hughes may be set in upper and lowercase. This is particularly important when Hughes appears frequently in text. Unless desired for specific emphasis, it is not necessary to always capitalize Hughes in text.

Some documents, such as this branding guide, are likely to be separated into sections or individual pages apart from the whole. In such cases, displaying Hughes in all caps for first use on every page is appropriate.



Color Positive Pantone 286 and Black

Note:

The Hughes logo should never be less than one inch wide.

HughesON™ Logo

The HughesON™ logo should be used for labeling all relevant marketing communications materials from Hughes or an authorized distributor or reseller.

The HughesON™ logo is a trademark of Hughes Network Systems, LLC, and any use of the HughesON™ logo must display the ™ trademark symbol.

The HughesON™ logo cannot be set with conventional typography. Therefore, it is essential that only approved master artwork be used when reproducing the HughesON™ logo in any medium.

Treatment in Text

HughesON™ should always appear in mixed case whenever it is used in headlines and text as shown here. "ON" is always capitalized.

Always display the ™ symbol after the HughesON™ mark the first time it appears on a page in text. If the document is not likely to be separated into independent sections and distributed, the ™ designation need not be repeated on subsequent pages following the first use.

Any use of the HughesON™ brand in text must include an appropriate legal notice as specified in the Legal Notices section of this guidebook.



HughesON™

© Copyright 2018 Hughes Network Systems, LLC. HUGHES® is a registered trademark and HughesON™ is a trademark of Hughes Network Systems, LLC.

HughesON™ Logo | Color

Color Applications

The preferred color treatment is Pantone 286 for HUGHES, a gradient of Pantone Cool Gray 9 for the O in ON, and solid Cool Gray 9 for the N in ON, and the TM on a white field as shown at right. The CMYK build for four-color printing of Hughes is 100C, 68M, 0Y, 0K. The O in ON it is a gradient of 60% black to 0. The N is 60% black.

The RGB for Hughes is 0R, 93G, 172B. The O in ON is a gradient of 60% black to 0% (or clear). The N and TM are 119R, 119G, 122B.



The image shows the HughesON™ logo in a vibrant blue color. The letters 'HUGHES' are in a bold, sans-serif font, while the 'O' in 'ON' is a large circle with a gradient from 60% black to clear. The 'N' is in a bold, sans-serif font, and the 'TM' symbol is small and positioned to the right of the 'N'.

Color Positive Pantone 286



The image shows the HughesON™ logo in black text on a white background. The 'O' in 'ON' is a solid black circle.

B&W Positive Black



The image shows the HughesON™ logo in white text on a black background. The 'O' in 'ON' is a solid white circle.

B&W Reverse White



The image shows the HughesON™ logo in white text on a blue background. The 'O' in 'ON' is a solid white circle.

Color Reverse on Pantone 286

HughesON™ Logo | Staging

Staging refers to placing the HughesON™ logo in a manner that establishes a clear and unobstructed area around the logo so that it is always presented in the best possible way.

The area surrounding the logo should extend a minimum of 1X (X = the height of the “H” in Hughes).

For example, if the logo is 1” in height, then the clear area should extend 1” from all edges of the logo.

The area behind the logo should be clean and unobstructed by overly complex patterns or graphics.

The color field behind the logo, as well as the logo itself, should always provide adequate contrast.



Note:

The HughesON™ logo should never be less than one inch wide.

JUPITER™ System Logo

The JUPITER™ System logo cannot be set with conventional typography. Therefore, it is essential that only approved master artwork be used when reproducing the JUPITER™ logo in any medium.

Always display the ™ symbol within the JUPITER™ logo until it becomes a registered trademark.

.....

Treatment in Text

JUPITER™ should always appear in all caps whenever it is used in text.

Always display the ™ symbol the first time it appears on a page in text (e.g., JUPITER™). If the document is not likely to be separated into independent sections and subsequently distributed, the ™ designation need not be repeated following the first use.

Any use of the JUPITER™ brand in text must include an appropriate legal notice, as specified in the Legal Notices section of this guidebook.

In body copy, the name JUPITER™ should be set in the same typeface as the surrounding copy and should always be set in uppercase letters.



Always display the ™ symbol within the JUPITER™ logo.

JUPITER™ System Logo | Color

The official color of the JUPITER™ System logo is Pantone 3145 when used over a white or pale-colored background. This is the preferred use. The CMYK screen build of PMS 3145 is 100C, 0M, 19Y, 23K.

Alternate color variations over dark backgrounds are shown at right.

The purpose of these color treatments is to provide a sufficient color contrast with the background color field.

Be sure to display the ™ symbol within the JUPITER™ System logo. On dark backgrounds the ™ must always appear in white.

The color behind the logo, as well as the logo itself, should always provide an adequate amount of contrast. The area behind the logo should be clean and unobstructed by patterns or graphics.



JUPITER™
SYSTEM



JUPITER™
SYSTEM

Black on white



JUPITER™
SYSTEM

White on black



JUPITER™
SYSTEM

White on Hughes Blue: PMS 286

JUPITER™ System Logo | Staging

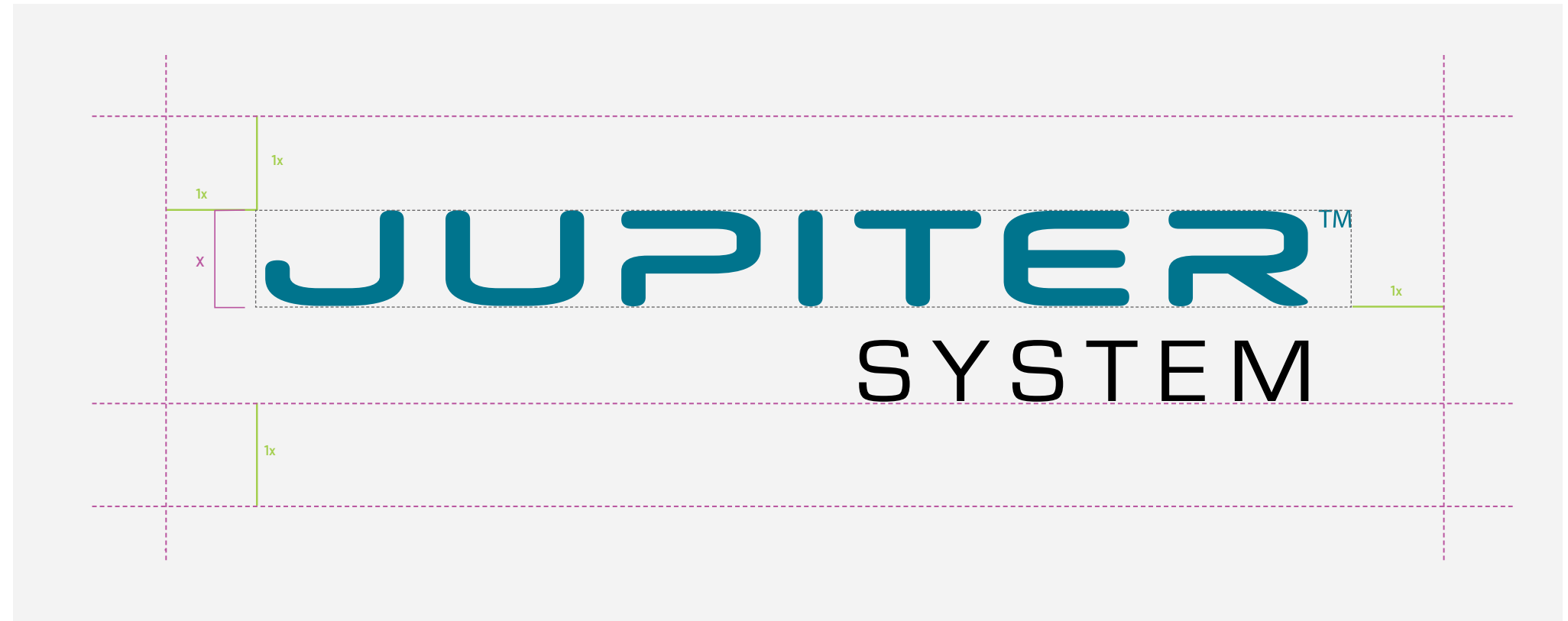
Staging refers to placing the JUPITER™ System logo in a manner that establishes a clear and unobstructed area around the logo. The following requirements should always be followed:

The area surrounding the logo should extend a minimum of 1X (X = the height of the JUPITER™ name). For example, if the logo is 1" in height, then the clear area should extend 1" from all edges of the logo.

.....

All public facing materials developed (marketing communications, customer events, customer incentives, premiums, etc.) are to be identified by the JUPITER™ System logo in the primary position and the Hughes logo at a secondary, though not subservient, level.

Product and service identifiers (secondary elements) can be positioned on the same surface, but care must be taken to ensure the secondary elements do not visually overwhelm the primary identifiers.



EchoStar® XVII and EchoStar XIX I Overview

The EchoStar® XVII and EchoStar XIX high-throughput satellites are the latest generation Ka-band satellites designed with JUPITER™ high-throughput technology from Hughes. EchoStar® XVII was launched in 2012 and EchoStar XIX was launched in 2016.

Employing a multi-spot beam, bent-pipe Ka-band architecture, EchoStar® XVII and EchoStar XIX operate in geostationary orbit delivering more than 300 Gbps of capacity covering the continental United States, Alaska, Mexico and parts of Canada and Central America.

Together, the satellites support HughesNet® Gen5 service in the U.S., as well as services in Canada and Mexico.

The EchoStar® Satellites and JUPITER™ combined logo

EchoStar® XVII and EchoStar XIX are the names of the next-generation, Ka-band satellite designed with JUPITER™ high-throughput technology from HUGHES®.

The use of the EchoStar® logos with the JUPITER™ logo and the tagline “JUPITER System” are appropriate when displaying the relationship between the satellites and the onboard technology that provides the improved consumer Internet service branded as HughesNet®.

For the logos, ECHOSTAR [SATELLITE NUMBER] is PMS 1797, the ® symbol and JUPITER™ SYSTEM is black.

.....

Treatment in Text

When used in body copy, the correct mixed-case usage would be “EchoStar® XIX with JUPITER™ High-Throughput Technology.” Always display the ® and ™ symbols the first time they appear on a page in text. If the document is not likely to be separated into independent sections and distributed, the ™ designation need not be repeated on subsequent pages following the first use.

Staging

Use the same staging requirements as the Hughes logo.



ECHOSTAR[®] XIX



ECHOSTAR[®] XVII



ECHOSTAR[®] XIX
JUPITER[™]
SYSTEM

The HughesNet Logo

This logo represents a new generation of HughesNet®. The new HughesNet logo should be used across both the consumer and business brands for labeling all relevant marketing communications materials from Hughes or an Authorized Retailer.

- HughesNet is registered—HughesNet is a registered trademark of Hughes Network Systems, LLC. All uses of the HughesNet logo must display the ® (registration) mark.
- Present in mixed case—HughesNet should always appear in mixed case, as shown here, whenever it is used in text.
- Use the registration symbol—Apply a superscript ® (registration mark) to the first mention of HughesNet in text. It should be applied to the first mention in body copy rather than the header.
- Follow with the legal notice—Any use of the HughesNet brand must include an appropriate legal disclaimer as specified in the Legal Notices section of this guidebook.



HughesNet®

The HughesNet Logo

Color Applications

The preferred color treatment is the HughesNet® brand primary blue on a white field, as shown at right. When placing the logo on a dark field, the logo should be 100% white, ensuring maximum contrast for the brand. In situations where color is limited to black and white, 100% black may be used. The full CMYK and RGB builds, as well as the Pantone values can be found in the Color Palette section on page 13.

Alternate logos are available for use in exceptional situations as illustrated below.

HughesNet®



White on primary blue



White on black

HughesNet®

B&W Solid

The HughesNet Logo - Incorrect Usage

The following “Don’ts” apply equally to all HughesNet® logos, including HughesNet Voice, HughesNet Authorized Retailer, and 4-H logos.

All HughesNet logos are to be used as provided, and should never be altered.

Do not break apart the logo.

The only exceptions to this rule are in the case of the “favicon” used on official HughesNet Websites and the “avatar” icon used in official HughesNet social media communications—explained elsewhere in these guidelines.

Do not use the HughesNet logo in copy when it can be avoided. In marketing materials or web applications where there is very limited space, the logo can be used in headline or titling copy.

The logo should never be used in body copy or text that is smaller than 16pt font. Spacing regulations around the logo must still be applied even when it is used in headlines.

Do not display the logo on a tilted plane. The logo should remain horizontal.

Do not display the logo on a tilted plane. The logo should remain horizontal.

Do not use the logo in any color combination other than specified. Logo should be blue at all times if possible. White and black logos are to be used on an exception basis only.

Do not use the color logos on a color or pattern background.

Do not add “Gen 5” to the logo. The HughesNet Gen5 may only to be referenced in text.

Do not use the logo in any color combination other than specified. Logo should be blue at all times if possible. White and black logos are to be used on an exception basis only.

Do not use the color logos on a color or pattern background.

Do not add “Gen 5” to the logo. The HughesNet Gen5 may only to be referenced in text.



High-speed satellite Internet services for residential consumers and small businesses delivered by **Hughes Net.**



The HughesNet Logo- Staging

Staging refers to placing the HughesNet® logos in a manner that establishes space around the logo so that it is always presented in the best possible way.

- Proper spacing—The area surrounding the logo should extend a minimum of 1X (X=the height of the “H” in HughesNet). For example, if the “H” is 1” in height, then the clear area should extend 1” from all edges of the logo.
- Clean background—The area behind the logo should be clean and unobstructed by overly complex patterns or graphics.
- Adequate contrast—The color field behind the logo as well as the logo itself should always provide an adequate amount of contrast.

