

WRT1900ACS CAMPAIGN TOOLKIT

Model# 1900ACS



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Introduction

The Linksys WRT1900ACS Router is engineered for greatness with a powerful 1.6 GHz dual-core processor and 512 MB of RAM. The language on primary executions speaks to the step up in technology and power over the WRT1900AC and the professional-grade performance of Linksys' WRT ecosystem.

The Elements



Color Palette

Color specifications are shown for PMS, CMYK, RGB, and HEX values. All headlines, subheads and CTA copy must be black. The CTA button must be Linksys Yellow.



Linksys Blue
Pantone 3005
C100 M28 Y0 K0
R0 G104 B217
#0068D9



Black
Pantone Black
C0 M0 Y0 K100
R0 G0 B0
#000000



Linksys Yellow (CTA's Only)
R254 G209 B0
#FED100

Linksys Logo Lockup

Clearspace

In order to preserve the integrity of the logo, it is important that no other logos, lockup type or other graphic elements infringe on its space.

The minimum clearspace around the entire logo is equivalent to the square area created by the height of the Linksys “L”, shown as the value “X” in the illustration.

Minimum Size

The minimum Linksys logo size that may be used is 1.25" wide.

The registered trademark “®” symbol has been adjusted for small sizes. Use the small size logo assets provided for any use from 1.25" to 2" wide.

Standard Size

Use the standard size assets for logos 2" wide or larger.

Color

The logo lockup must always be Linksys Blue and Black.

Logo Position

The logo must always be positioned in the bottom-left corner, the top-right corner as an alternative, centered top or bottom on vertical layout, or centered right on extreme proportions of a layout such as a banner ad.

Clearspace



Minimum Size



Logo Position



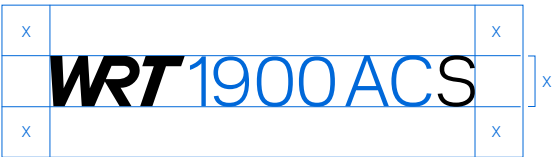
WRT1900ACS Lockup

Clearspace

In order to preserve the integrity of the logo, it is important that no other logos, lockup type or other graphic elements infringe on its space.

The minimum clearspace around the entire logo is equivalent to the square area created by the height of the WRT1900ACS “W”, shown as the value “X” in the illustration.

Clearspace



Usage

Preferred use is the complete lock-up, WRT1900ACS. Removal of WRT1900ACS is only acceptable when it is used in a subhead. When the product name is used in body copy and subheads, it must appear in title case.

Preferred Usage



Minimum Size

The minimum WRT1900ACS logo size that may be used is .9" wide.

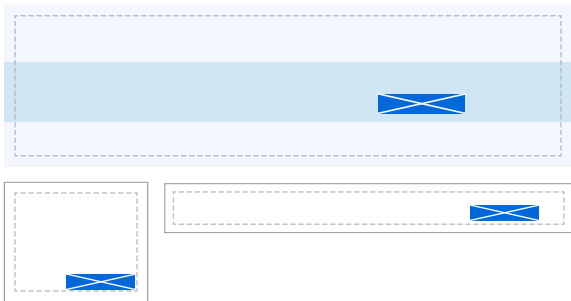
Minimum Size



Standard Size

Use the standard size assets for logos 2" wide or larger.

WRT1900ACS Lockup Position



Typography

Galaxie Polaris

Galaxie Polaris is the brand typeface family and is the only approved typeface.

Headlines

All headlines should be heavy weight and all caps (with the exception of Wi-Fi). Headlines should always be blue.

Subheads

All subheads should be medium weight, sentence case, and have proper punctuation. Subheads must always be black.

Typography Position

The headline and subheads must always be positioned to the left of the layout.



Typography Position



Image Files

A layered Photoshop image is provided in RGB and CMYK. Within the two various ratio sizes, the motion graphic and the router layers are provided.



LNK_IMG_WRT1900ACS_Campaign_RGB.psd

Using Campaign Images

Cropping

In Photoshop, choose one of the three ratio sizes that is closest to your layout dimensions. Use the suggested layout crop, or define a new crop area.

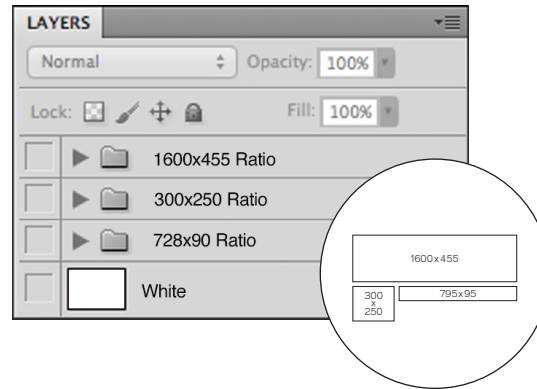
Router Position

The router should not be cropped. The router must always be positioned in the bottom-right corner or centered right on extreme proportions of a layout such as a banner ad. The router image should never overlap copy, and the copy should always be legible.

Don't

- Don't rearrange the order of the Photoshop layers.
- Don't overlap copy or the logo onto the router.
- Don't distort or alter the router.
- Don't replace or redraw the background art.

Ratio Sizes



Router Position



Copy & Features



Headlines and Subheadlines

PRIMARY HEADLINE	HEADLINE OPTION 01	HEADLINE OPTION 02
<p>UPGRADE TO THE NEXT LEVEL OF Wi-Fi</p> <p>Subheadlines</p> <p>More processing power and double the memory of WRT1900AC.</p>	<p>POWERFUL PROCESSOR. MASSIVE MEMORY.</p> <p>Subheadlines</p> <p>Dual-band Wi-Fi. 1.6GHz CPU. 512MB of RAM.</p>	<p>UPGRADE TO THE NEXT LEVEL OF OPEN SOURCE Wi-Fi</p>

Digital Applications



Marquee Banner



LNK_WRT1900ACS_MarqueeBanner_1600x455.jpg

Mobile Banner



LNK_WRT1900ACS_MarqueeBanner_640x360.jpg

Small Pod



LNK_WRT1900ACS_SmallPod_238x127.jpg

Large Pod



LNK_WRT1900ACS_LargePod_490x261.jpg

Email Blast



LNK_WRT1900ACS_Email_Blast_696x505.jpg

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PERFORMANCE PERFECTED®

 **FREE SHIPPING WITH \$50 PURCHASE***

UPGRADE TO THE NEXT LEVEL OF Wi-Fi
More processing power and double the memory of the WRT1900AC.

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Affiliate Banner



LNK_WRT1900ACS_AffiliateBanner_300x250.jpg

Affiliate Banner

A vertical affiliate banner for the Linksys WRT1900ACS. At the top is the Linksys logo with the tagline "PERFORMANCE PERFECTED®". Below this, the text "UPGRADE TO THE NEXT LEVEL OF Wi-Fi" is displayed in a bold, blue, sans-serif font. The background features several thin, blue, curved lines that sweep upwards from the router. In the center is a photograph of the WRT1900ACS router, a blue and black device with four antennas. Below the router, the model name "WRT1900ACS" is written in a bold, blue, sans-serif font. Further down, a short paragraph of text reads: "More processing power and double the memory of the WRT1900AC." At the bottom of the banner is a bright yellow rectangular button with the text "ORDER NOW" in a bold, black, sans-serif font.

LINKSYS®
PERFORMANCE PERFECTED®

**UPGRADE
TO THE
NEXT
LEVEL
OF Wi-Fi**

WRT1900ACS

More processing power
and double the memory
of the WRT1900AC.

ORDER NOW

LNK_WRT1900ACS_AffiliateBanner_160x600.jpg

Affiliate Banner



LNK_WRT1900ACS_AffiliateBanner_728x90.jpg

Social - Facebook



[LNK_WRT1900ACS_Facebook_851x315.jpg](#)

Social - Twitter



LNK_WRT1900ACS_Twitter_1500x1500.jpg

Retail Applications



Endcap



Endcap Header Signage



Endcap Footer Signage



Shipper



Shipper Header Signage



Shipper Footer Signage



PDQ Shelf Display



PDQ Shelf Display Wedge Signage



LINKSYS
PERFORMANCE PERFECTED

UPGRADE TO THE NEXT LEVEL OF Wi-Fi
More processing power and double the memory of WRT1900AC.

PDQ Shelf Display Lip Signage

Print Advertisement

UPGRADE TO THE NEXT LEVEL OF Wi-Fi

More processing power and double the memory of WRT1900AC.





PERFORMANCE PERFECTED®

WRT1900ACS

Circular Print Advertisement



