

# Keysight Technologies Identity System

Version 5  
October 17, 2016

## Social Media Standards

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The social media space offers a unique set of opportunities and challenges for Keysight Technologies, its businesses and its employees. Social media offers Keysight new ways to engage customers but can present challenges for how Keysight can express and control its brand.

The objective of this standards document is to provide the appropriate structure and design guidance to ensure that Keysight effectively maintains a consistent brand while establishing a credible presence across relevant social media platforms and while using the tools and options those platforms provide.

### Scope

The design approach contained within this standards document applies to all social media platforms that Keysight is currently engaged in, as well as those platforms which Keysight may choose to pursue in the future. As social media evolves, new technologies, platforms or practices not previously considered are likely to arise. The basic guidance on the use of core elements and brand standards will result in a consistent brand presence in the social media space.

This document includes specifics for the social media platforms most used by Keysight's businesses, as of the date of publication.

### Social media policy and references

This standards document contains information relative to the application of the Keysight visual brand in social media platforms, but does not govern appropriate conduct when engaging in social media. Behavior is governed by the following policies and standards:

- Standards of Business Conduct: <http://sbc.corporate.keysight.com/>
- Keysight Social Media Policy: <http://emg.communications.keysight.com/marketing/brand/social.asp>
- Keysight Privacy Policy: [www.keysight.com/go/privacy](http://www.keysight.com/go/privacy)
- Legal's Internet and social computing top 10: <http://legal.keysight.com/info/index.shtm#internet>

### Resources

All standards, artwork, resource files and policies discussed in this document can be found on the brand websites:

- Internal: <http://emg.communications.keysight.com/marketing/brand/>
- External: [www.keysight.com/find/vendorbrand](http://www.keysight.com/find/vendorbrand)  
Username: brandid  
Password: keys

To maintain consistency and familiarity, Keysight social media platform account representation (e.g., handle name or platform name) will have the following format or nomenclature: **Keysight + product, product brand, market, topic (application, technology) or region +\_countrycode** (if applicable).

Examples:

**KeysightScopes**  
**KeysightEEsof**  
**KeysightJapan**  
**KeysightScopes\_CN**

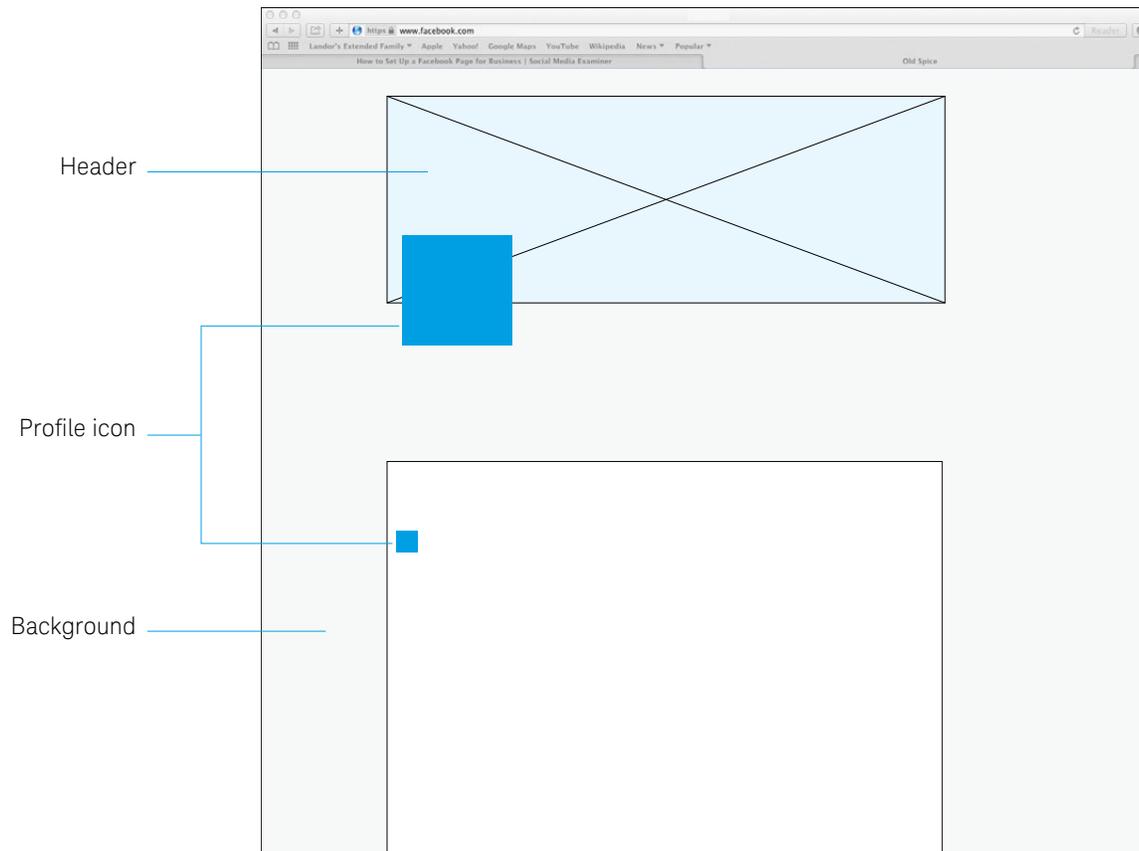
If the social media platform is operated by an employee on behalf of Keysight, such as for a blog, the nomenclature would be: **Keysight\_ EmployeeName**.

Examples:

**Keysight\_JohnSmith**  
**Keysight\_JSmith**

Any naming that could be construed as representing Keysight from a company-wide perspective or is generic enough that it could represent any business (e.g., KeysightInc., KeysightCareers, KeysightServices, etc.) is reserved for Keysight corporate use and coordinated through the Keysight brand identity team.

Distinctive names or those that may be considered a trademark, must be vetted through Keysight's branding and naming policy and process which can be found on the Keysight brand identity website.



Social media page example

The design direction described in these standards represents the best application of Keysight's core elements for the following social media platforms:

- LinkedIn
- Facebook
- Google+
- Twitter
- Weibo
- YouTube
- Youku
- WeChat
- Blogs

Any social media engagement is considered public; therefore, careful attention must be given to maintaining Keysight's reputation and its position as an industry leader.

A social media platform page is composed of a few standard components that are customizable. Each platform refers to the components differently. Shown on this page is the nomenclature this standards document uses to identify these components. For example, what is identified as the header in these standards may be referred to as "cover photo," "header photo" or "channel art" by the different platforms; or the profile icon may be referred to as "profile picture," "profile photo," "channel icon" or "avatar" by the different platforms.

# 1.00

Social Media Brand Elements

## Social Media Brand Elements: Overview



Profile Icon



Color palette



Social Templates



Variable Measure Bar



Imagery

ABC  
123

Typography

The design direction for customizing social media platforms must be followed as specified to ensure the consistent presentation of Keysight's brand across all social media platforms, and to build its equity.

### Profile Icon

The Keysight profile icon is the primary welcoming face of our brand in the social media space and appears as a white waveform on Keysight red. Unless directed by updated standards, the Keysight waveform can only be used standalone in social media applications.

See the following page, *Social Media Brand Elements: Corporate Signature/Profile Icon*.

### Color palette

Colors from the Keysight primary color palette are selected for use in the social media space to build strong Keysight brand equity.

### Social Media Templates

An important part of the Keysight identity system is consistency. Templates have been provided for multiple post options, and are key elements for Keysight's presence in the social media space.

### Variable Measure Bar

As an important element in the Keysight identity system, the Variable Measure Bar provides a unique and memorable Keysight look in the social media space.

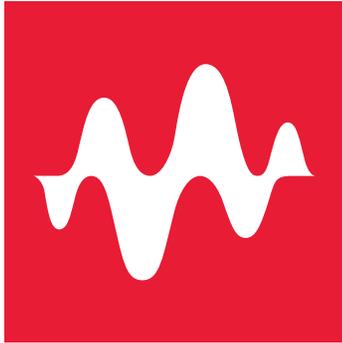
### Imagery

Full-color and grayscale photographic images are used for all of the social media platforms. They are available on the Keysight brand identity website.

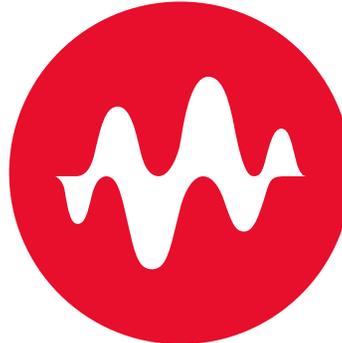
### Typography

The Keysight corporate typeface, Keysight Sans, is used in graphics only and where applicable.

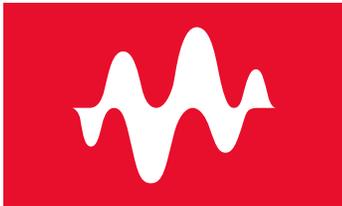
## Social Media Brand Elements: Corporate Signature/Profile Icon



Profile icon



Profile icon for Google+



Profile icon for LinkedIn

The Keysight profile icon is the primary welcoming face of our brand in the social media space as it is the profile icon in all of the platforms.

Depending on the social media platform, the profile icon will change in shape and size. It is most frequently a square. As the platforms often change their look and feel, always refer to the design specifications of the platform for correct shape and size information. The Keysight corporate signature is positioned within the profile icon shape.

Unless directed by updated standards, the Keysight waveform can only be used standalone in social media applications.

### Placement

Placement of profile icons varies in specific social media platforms.\*

### Color

The profile icon is a solid Keysight Red with the Keysight waveform in white, across all social media platforms.

### Naming

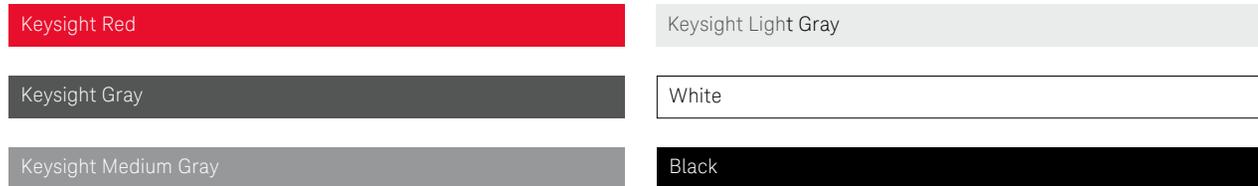
This profile icon uses the waveform only, so the social media handle must be set to **Keysight Technologies**, as to build brand equity.

Profile icon artwork files for social media platforms in which Keysight is currently engaged are available on the Keysight brand identity website. Go here: [http://emg.communications.keysight.com/marketing/brand/docs/ks\\_SocialMedia.asp](http://emg.communications.keysight.com/marketing/brand/docs/ks_SocialMedia.asp)

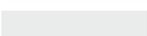
*\*For more details, see section 3.00, Social Media Platforms.*

## Social Media Brand Elements: Color

### Color palette



### Color specifications

	NAME	RGB	HEX	LAB
	Keysight Red	233 0 41	e90029	49 77 49
	Keysight Dark Red	137 21 24	891518	30 47 31
	Keysight Gray	85 85 85	555555	36 0 0
	Keysight Medium Gray	156 156 156	9C9C9C	63 -1 -1
	Keysight Light Gray	232 232 232	E8E8E8	93 -1 -1
	Black	0 0 0	000000	100 0 0
	White	255 255 255	FFFFFF	100 -0 -0

### Color palette

Colors from the Keysight primary color palette are selected for use in the social media space:

- Keysight Red
- Keysight Gray
- Keysight Medium Gray
- Keysight Light Gray
- White
- Black

### Color specifications

Use only the specifications listed on this page.

### Color use

A Keysight Red background and white waveform is used in the profile icon to express the brand consistently and uniformly across all social media platforms.

Keysight Red is used for the Indicator Line.

When product photography is used for the header or background images, White or Black may be used as a solid background color.

Red is used for links in platforms that provide the option:\*\*

- Active links are Keysight Red.
- Visited links are Keysight Dark Red.

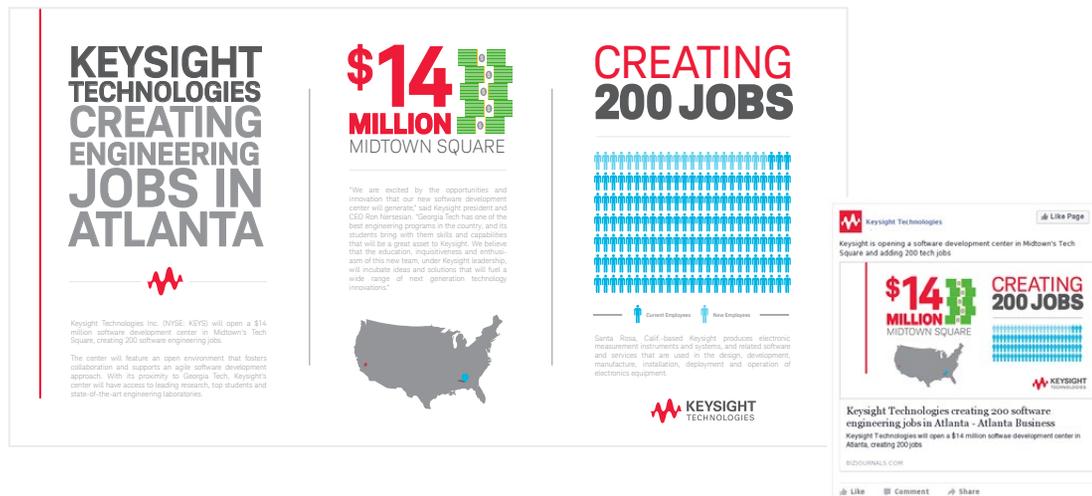
\*\*For more details on URL color use, refer to the Keysight Core Identity Standards.

## Social Media Brand Elements: Infographic Color Usage

### Color specifications

NAME	RGB	HEX	LAB
 Keysight Dark Blue	33 60 109	203C6D	24 0 -37
 Keysight Purple	81 21 135	511487	25 48 -52
 Keysight Orange	225 78 14	E04D0D	60 67 72
 Keysight Light Blue	77 177 224	4DB1E0	66 -35 -38
 Keysight Green	110 173 59	6DAC3A	63 -51 53
 Keysight Yellow	243 182 51	F3B632	81 21 79

### In Use



### Color palette

Colors from the Keysight primary color palette are the base for all infographics, with the addition of the approved secondary color palette being utilized for graphical and design elements:

- Keysight Dark Blue
- Keysight Purple
- Keysight Orange
- Keysight Light Blue
- Keysight Green
- Keysight Yellow

When used correctly, Keysight's primary and secondary color palettes will complement each other in any form of media, printed or digital.

Keysight's core colors will still take precedence, but the secondary color palette will bring the collateral alive (as can be seen in the 2 infographic items below).

### Color specifications

Use only the specifications listed on this page.

*\*\*For more details on URL color use, refer to the Keysight Core Identity Standards.*

## Social Media Brand Elements: Photography



Aerospace/defense



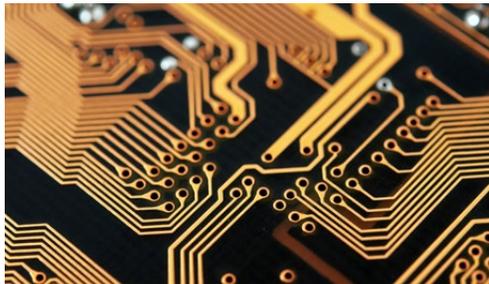
Computer



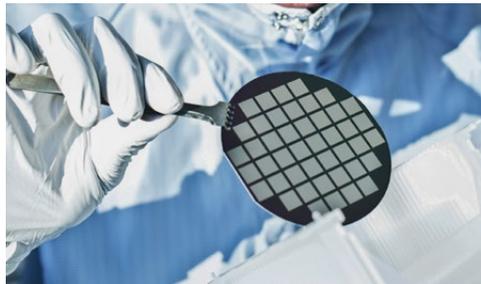
Industry (wireless)



People



Products we test



Semiconductor

Photographic images are used for social media to highlight the impact Keysight products make in the world. They are featured in the header or background depending on the platform page structure.\*

There are six categories of imagery, an example from each shown on this page:

- Aerospace/defense
- Computer
- Industry (wireless)
- People
- Products we test
- Semiconductor

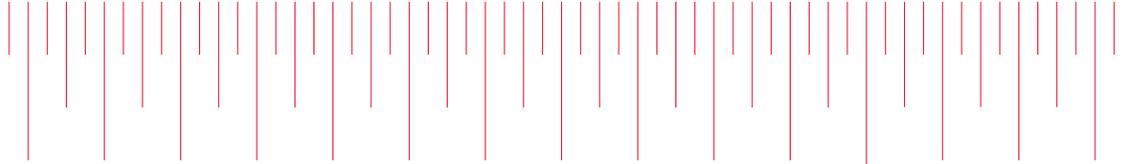
Images are used in full-color mode as well as grayscale mode. They are available on the Keysight brand identity website.

Alternatively, product images may be used for the header and background. Follow the standards established for product image use on page 2.02, Putting It All Together: Product Image Use.

*\*For examples of photography use, see section 3.00, Social Media Platforms.*

## Social Media Brand Elements: Variable Measure Bar

### Variable Measure Bar

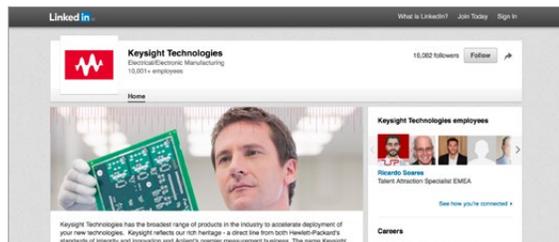


The Variable Measure Bar is a key element in the Keysight visual identity system. It expresses the concept of variability that exists in science and engineering. It communicates measurement, precision and accurate capturing of electrical signals that provide the deepest insights.

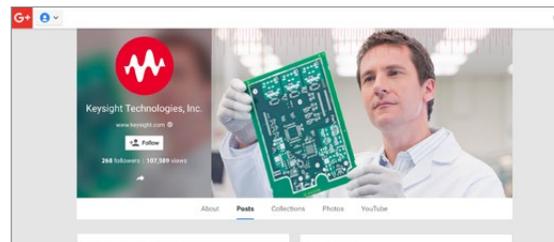
### Placement

The Variable Measure Bar appears in the header or the background depending on the platform. It is placed across the top of the header or background.

### Placement and color options



Header with a white Variable Measure Bar



Header with a Keysight Red Variable Measure Bar

### Color

The Variable Measure Bar can be Keysight Red or white depending on the image or color used for the header or the background. It is important that this key brand element stands out against the background.

The examples on the left illustrate how each color, Keysight Red and white, provides the proper contrast to the Variable Measure Bar when placed over an image.

Headers and background assets that contain the Variable Measure Bar for the social media platforms that Keysight is currently engaged in are available on the Keysight brand identity website. Templates for headers using product images that contain the Variable Measure Bar are also available on the Keysight brand identity website.

Keysight Sans Light  
Keysight Sans Regular  
**Keysight Sans Bold**  
Keysight Sans Condensed Light  
Keysight Sans Condensed Regular  
Keysight Sans Condensed Bold

Arial Regular  
**Arial Bold**  
Arial Narrow Regular  
**Arial Narrow Bold**

## Social Media Brand Elements: Typography

Social media engagement is a web and mobile touchpoint for Keysight. The electronic approach generally uses standardized HTML fonts (e.g., Arial, Helvetica, Sans Serif).

If a choice is provided, use Arial Regular and Bold.

If no choice is given, use the font provided by the social media platform.

The Keysight corporate typeface, Keysight Sans, is used in graphics only and where applicable.

*Condensed versions of both fonts may be used if constrained by space, but are not preferable.*

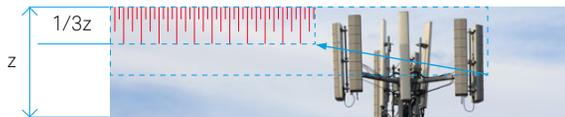
# 2.00

Putting It All Together

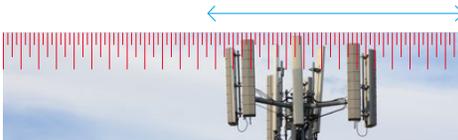
## Header



1 Place the Variable Measure Bar across the top.

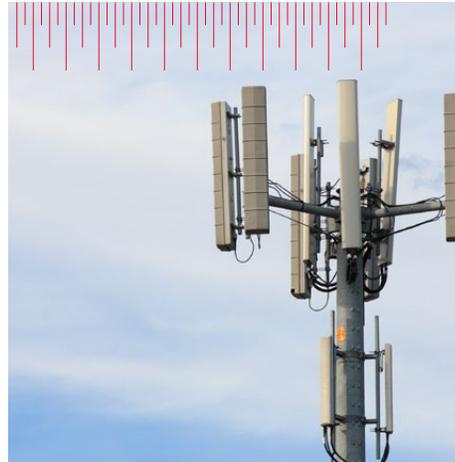


2 Scale the Variable Measure Bar proportionately to 1/3 of the header height.

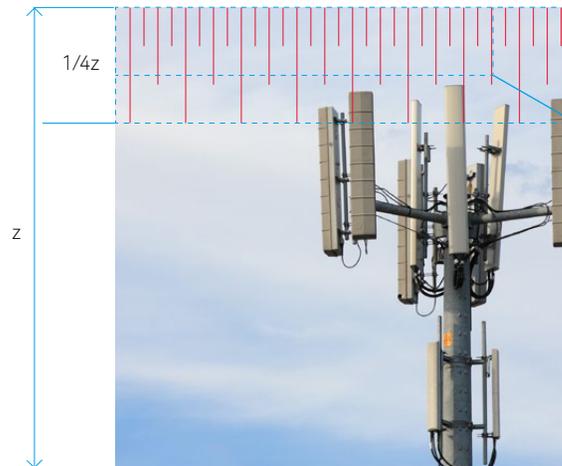


3 Multiply the Variable Measure Bar to fill the header width.

## Background



1 Place the Variable Measure Bar across the top.



2 Scale the Variable Measure Bar proportionately to 1/4 of the background height.

## Putting It All Together: Header and Background

The Variable Measure Bar together with full-color or grayscale photography in the header or background creates a strong Keysight visual presence in the social media space.

Headers and backgrounds have been created for the social media platforms that Keysight is currently engaged in, and are available on the Keysight brand identity website. They include the Variable Measure Bar layered over an image.

Social media platforms frequently change the design of their sites, including changing the specifications for headers and backgrounds. As a result you may need to create new headers or backgrounds to meet the platform requirements. To do so, follow the steps below, also illustrated on the left.

### Header

- 1 Place the Variable Measure Bar\* across the top of the header image.
- 2 Scale the Measure Bar proportionately to one-third of the height of the header image.
- 3 Multiply the Measure Bar to fill the width of the header image. The final Measure Bar will contain as many lines as needed.

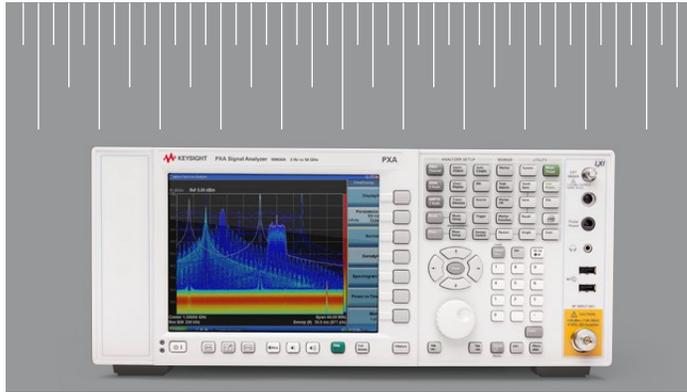
### Background

- 1 Place the Variable Measure Bar\* across the top of the background image.
- 2 Scale the Measure Bar proportionately to one-fourth of the height of the background image. The Measure Bar fills the width of the background; delete extra lines.

To achieve maximum contrast against the image, choose either Keysight Red or white for the Measure Bar.

*\*Refer to the Keysight Core Identity Standards.*

## Putting It All Together: Product Image Use



### Header example 1:

- Silhouetted product image
- Soft shadow
- Solid Keysight Medium Gray background
- White Variable Measure Bar



### Header example 2:

- Silhouetted product image
- Cropped image
- Solid Keysight Medium Light background
- Keysight Red Variable Measure Bar



### Header example 3:

- Two silhouetted product images
- Images scaled together
- Solid Keysight Medium Light background
- Keysight Red Variable Measure Bar

A product or a family of products may be featured on the header of a social media platform. On the left are examples of how product photography can be used for the header.

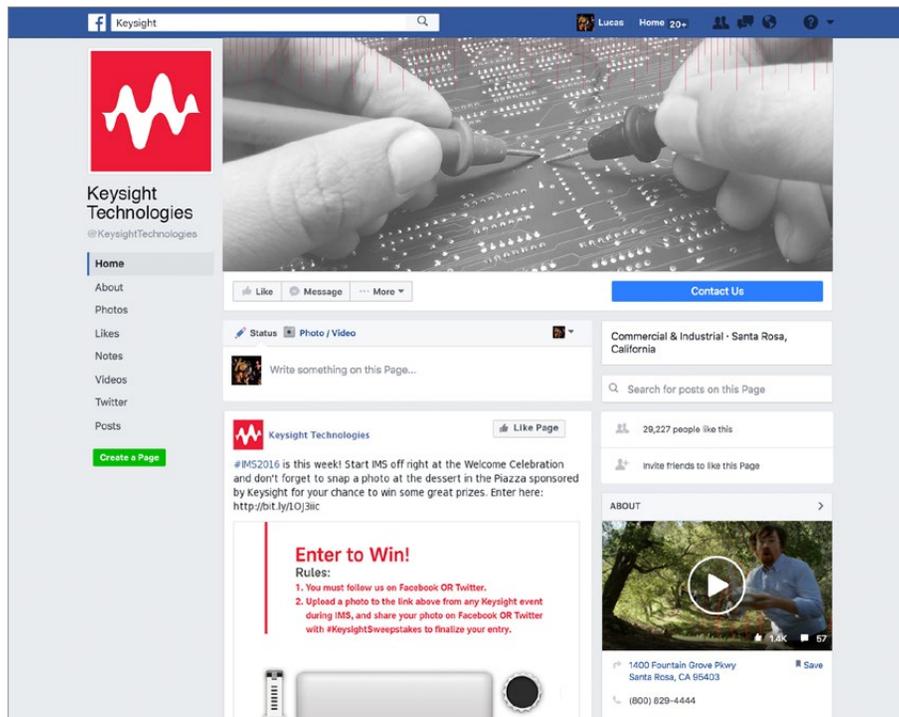
Layered Photoshop templates have been created for the social media platforms that Keysight is currently engaged in, and are available on the Keysight brand identity website. They include the red and white versions of the Variable Measure Bar layered over the three different Keysight Gray or white backgrounds, and a sample layer showing size and placement of a product image.

Users will need expertise in Adobe Photoshop – or engage a person who does – in order to create silhouetted product images and to compose appropriate headers.

To create a header consistent with the Keysight brand in the social media space, keep the following in mind:

- Silhouette the product image.
- A soft shadow adds dimension.
- The header background color is a solid Keysight Gray, Keysight Medium Gray, Keysight Light Gray or white.
- Using one product image as the hero shot is preferred.
- Crop into the image to fill the horizontal header space if it is a vertical image; avoid cropping into critical areas of a product, such as the screen of an instrument panel.
- When showing multiple products, scale them in a similar manner.
- Do not compose a collage of product images with a background filled with gradients or graphic elements.
- Place the Variable Measure Bar at the top of the header following the steps shown on the previous page, Putting It All Together: Header and Background.

## Putting It All Together: Background Images



When full-color photography is available, it is the preferred choice for a header image.

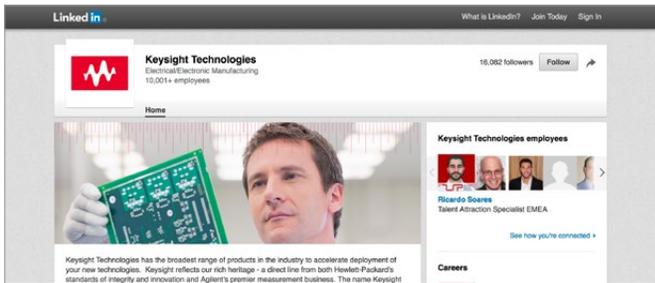
When full-color photography or product images are not used for the header or background, a textured background image in grayscale is used to complement the Keysight profile icon.

Headers and backgrounds have been created with textured background images in grayscale for use on the social media platforms that Keysight is currently engaged in. They are available on the Keysight brand identity website and include the Variable Measure Bar in Keysight Red and layered over the image.

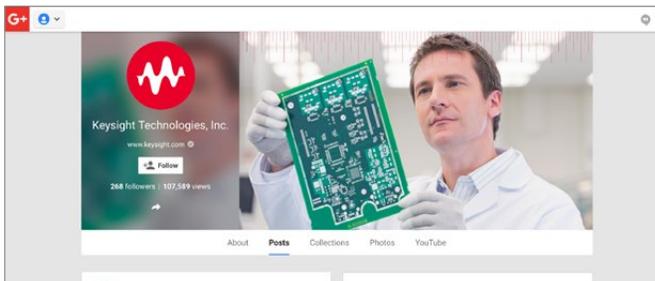
## Putting It All Together: Profile Icon



Twitter



LinkedIn



Google+

The majority of the social media platforms that Keysight is currently engaged in provides a square area to place the profile icon. The profile icon artwork has been created for the social media platforms that Keysight is currently engaged in, and is available on the Keysight brand identity website.

Circle is the alternate profile icon shape as shown in the Google+ example. The Google+ platform icon area is circular. The square Keysight profile icon is cropped by the circular shape.

For best results in designing a profile icon for a new platform or for an existing platform whose design has changed, follow the design specifications given by the platform for the size and shape of the profile icon.

### Color

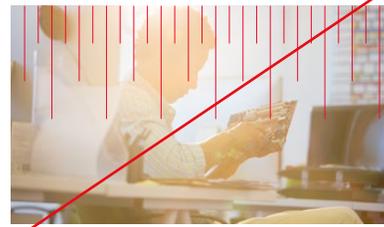
The profile icon is a solid Keysight Red with the Keysight waveform in white, across all social media platforms. These colors should never be altered.



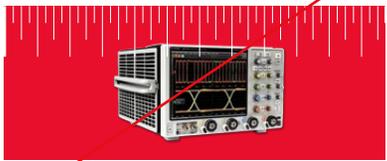
1



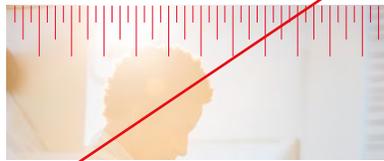
2



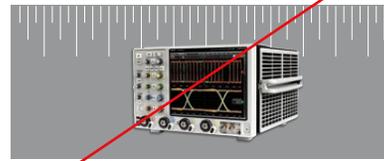
3



4



5



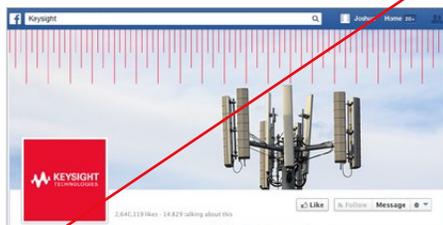
6



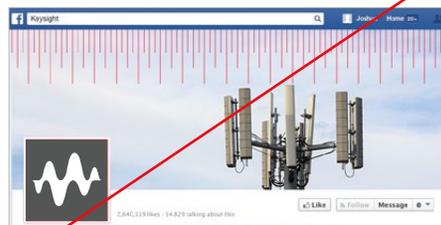
7



8



9



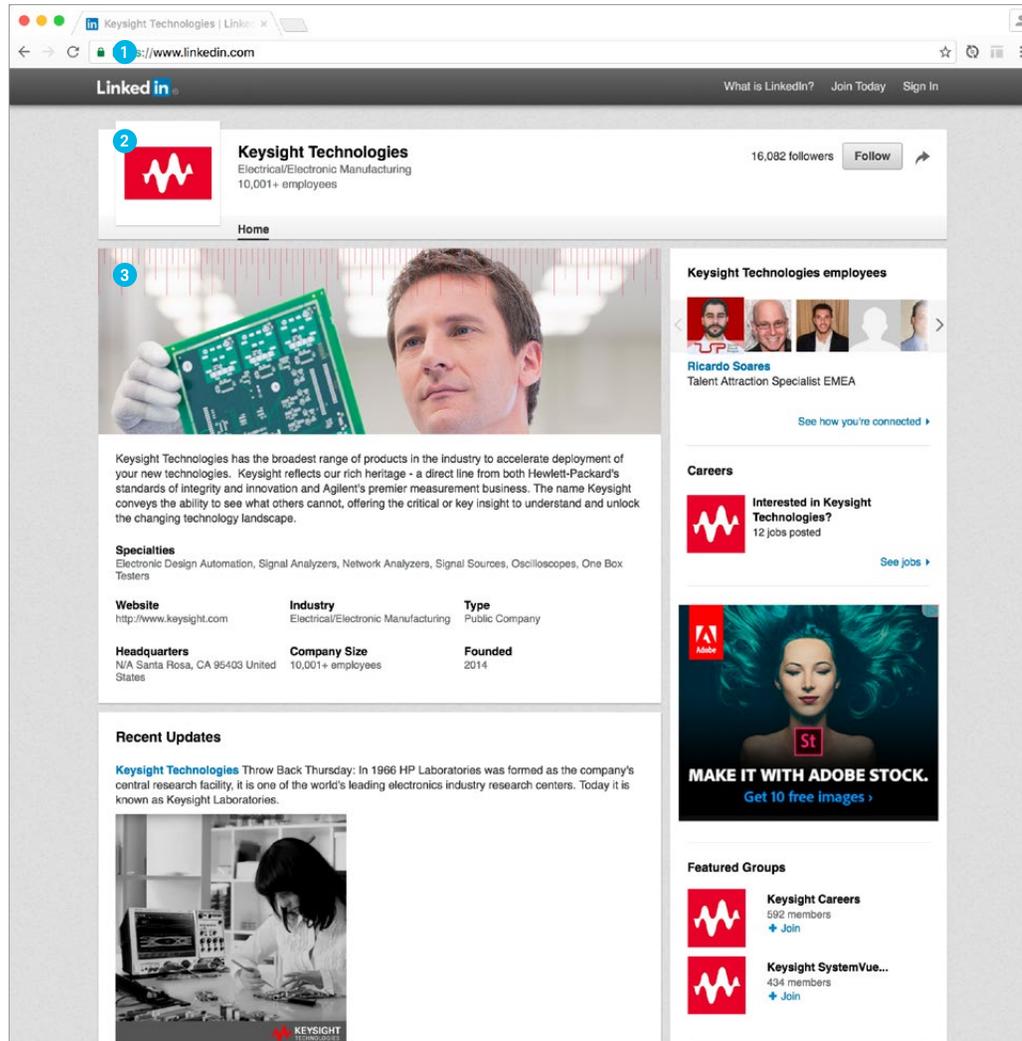
10

- 1 DO NOT choose white for the Variable Measure Bar if the background does not provide sufficient contrast.
- 2 DO NOT place the Variable Measure Bar on the bottom of the header.
- 3 DO NOT make the Variable Measure Bar longer than 1/3 of the header height.
- 4 DO NOT place a product image on a red background.
- 5 DO NOT place a silhouetted product image over a photographic image.
- 6 DO NOT flip the product image.
- 7 DO NOT put the square profile icon inside a circle.
- 8 DO NOT create a new shape for the profile icon.
- 9 DO NOT use the old Keysight profile icon.
- 10 DO NOT use change the background color of the profile icon.

# 3.00

Social Media Platforms

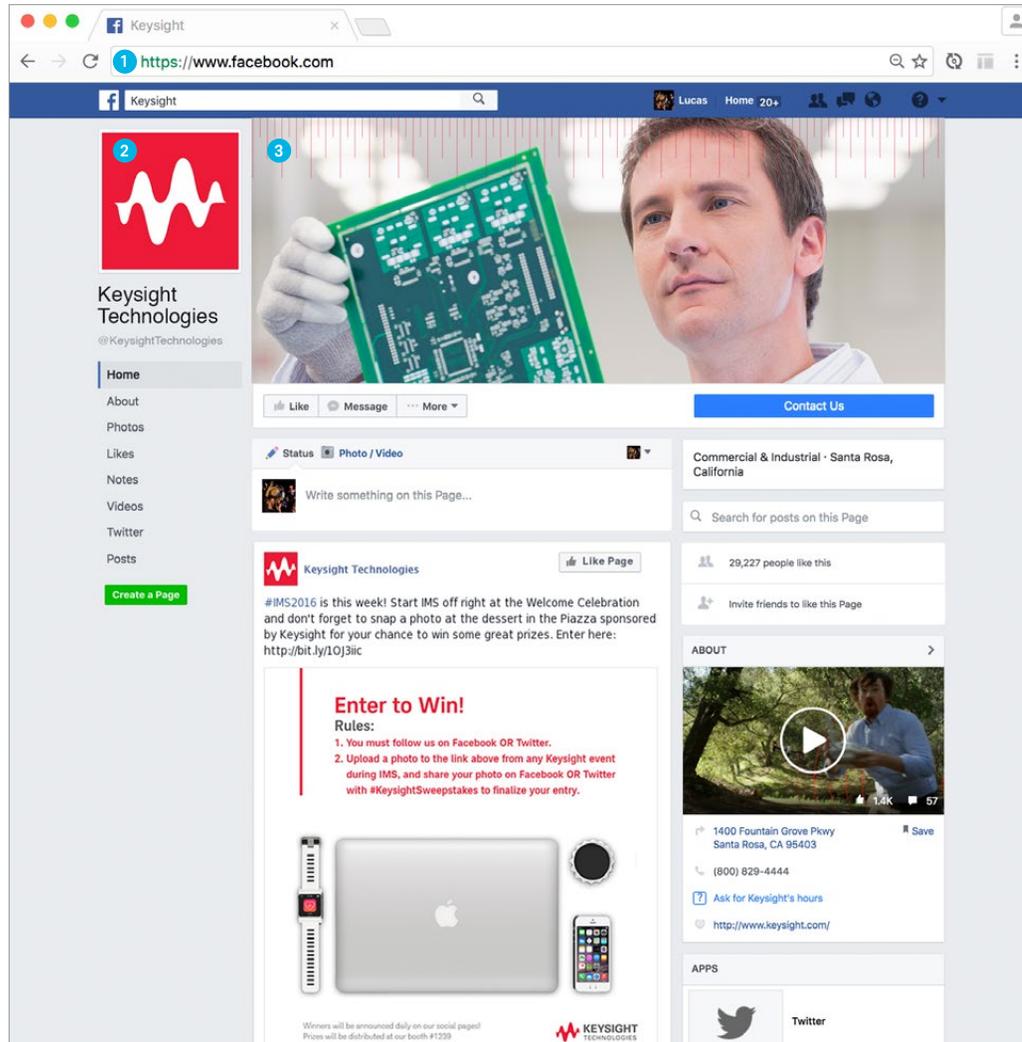
## Social Media Platforms: LinkedIn



LinkedIn can be a valuable professional tool for Keysight in recruiting and as a presence in business-appropriate forums and discussion groups.

- 1 URL (not shown)  
The Keysight naming convention for the LinkedIn URL is: `linkedin.com/company/keysight[channeldescriptor]`.
- 2 Profile icon  
The profile icon must fit in a 100px wide by 60px high space. Profile icon artwork for LinkedIn is available on the Keysight brand identity website.
- 3 Header  
The header image must fit in a 646px wide by 220px high space. Headers using a variety of photographic images have been created for use on LinkedIn, and are available on the Keysight brand identity website.

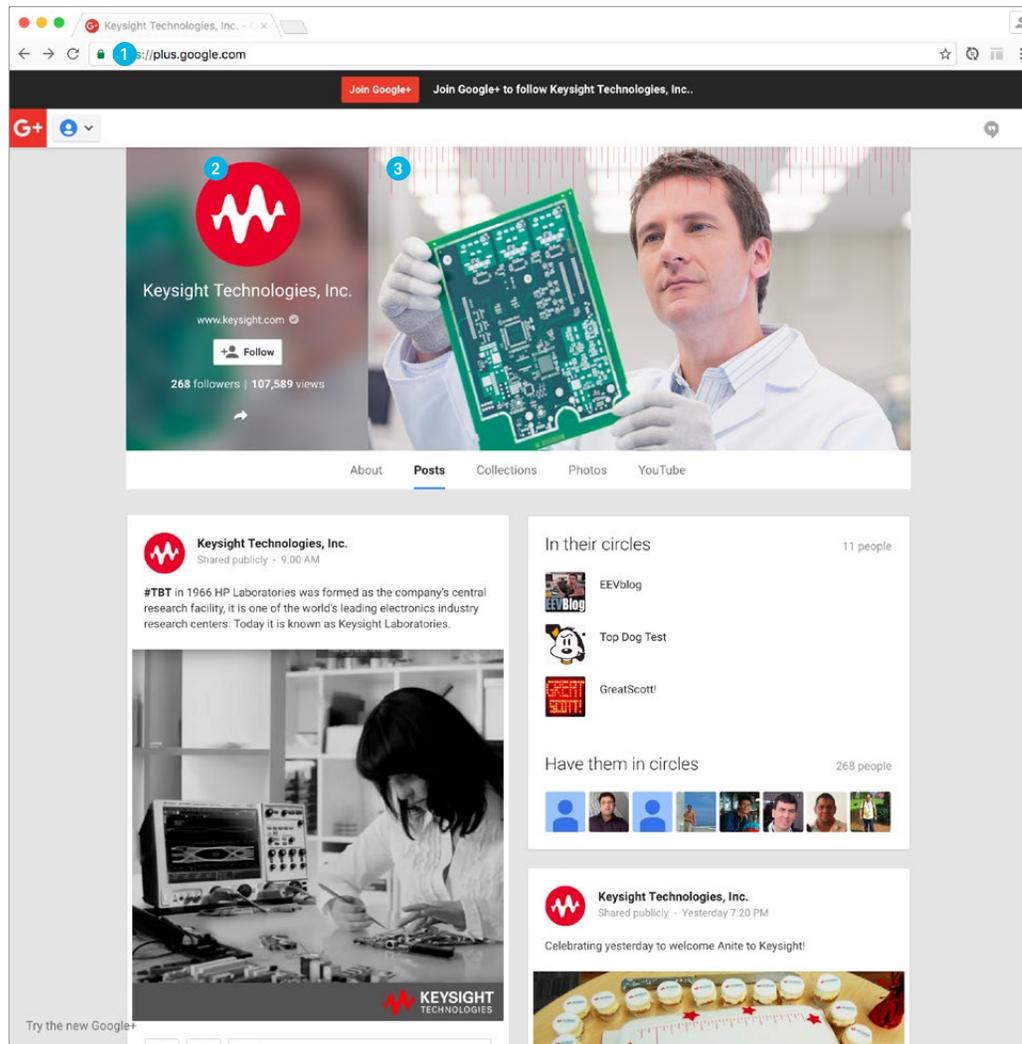
## Social Media Platforms: Facebook



Facebook offers Keysight a direct opportunity to interact with customers through a meaningful social presence. Custom pages may be created for promotions, events or product-specific information.

- 1 URL (not shown)  
The Keysight naming convention for the Facebook URL is: facebook.com/company/keysight[channeldescriptor].
- 2 Profile icon  
The profile icon must fit in a 160px by 160px space. Profile icon artwork for Facebook is available on the Keysight brand identity website.
- 3 Header  
The header image must fit in an 851px wide by 315px high space. Headers using a variety of photographic images have been created for use on Facebook, and are available on the Keysight brand identity website.

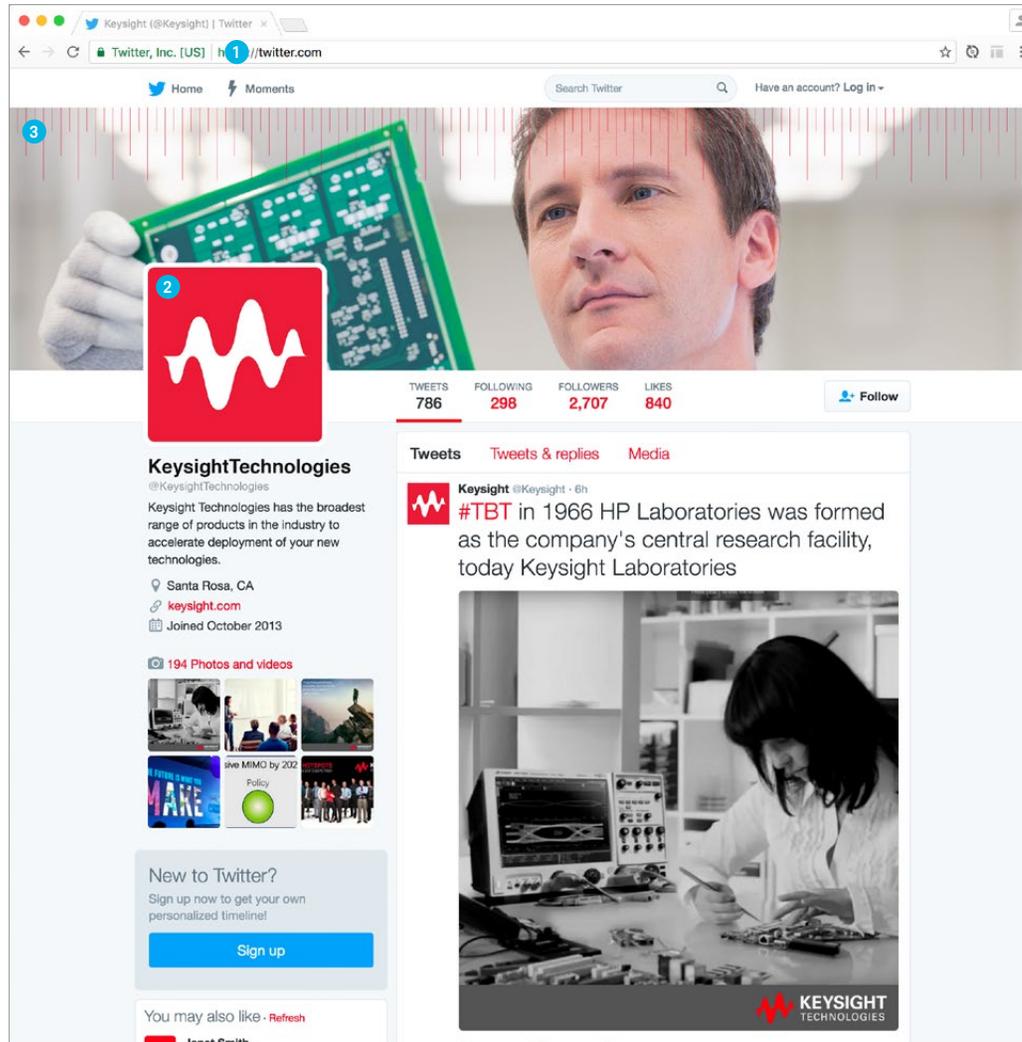
## Social Media Platforms: Google+



A Google+ profile and sharing links via Google+ increases SEO and visibility for those links and for Keysight in general.

- 1 URL (not shown)  
The Keysight naming convention for the Google+ URL is: `plus.google.com/company/keysight[channeldescriptor]`.
- 2 Profile icon  
The profile icon is a circle with a diameter of 250px. Uploading a 250px square icon to Google+ will result in the proper circle icon. Profile icon artwork for Google+ is available on the Keysight brand identity website.
- 3 Header  
The header image must fit in a 2120px wide by 1192px high space. Headers using a variety of photographic images have been created for use on Google+, and are available on the Keysight brand identity website.

## Social Media Platforms: Twitter



Twitter enables near real-time communication between customers and Keysight.

- 1 URL (not shown)  
The Keysight naming convention for the Twitter URL is: `twitter.com/company/keysight[channeldescriptor]`.
- 2 Profile icon  
The profile icon must fit in a 400px by 400px space. Profile icon artwork for Twitter is available on the Keysight brand identity website.
- 3 Header  
The header image must fit in a 1500px wide by 500px high space. Headers using a variety of photographic images have been created for use on Twitter, and are available on the Keysight brand identity website.

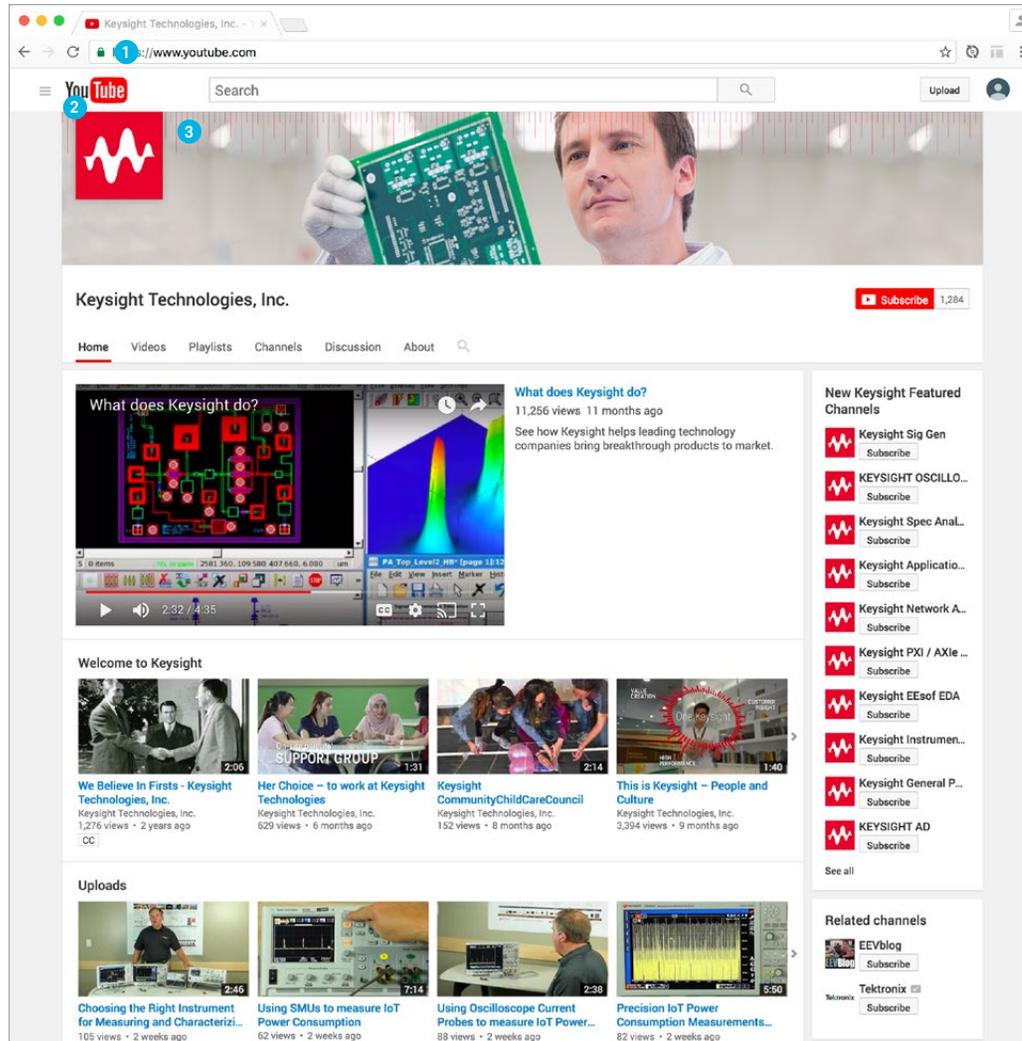
## Social Media Platforms: Weibo



Weibo is a popular platform for the China market.

- 1 URL (not shown)  
The Keysight naming convention for the Weibo URL is:  
weibo.com/company/keysight[channeldescriptor].
- 2 Profile icon  
The profile icon must fit in a 180px by 180px space.  
Profile icon artwork for Weibo is available on the  
Keysight brand identity website.
- 3 Header  
The header image is designed to be 980px by 300px.
- 4 Background (not shown)  
The background image must fit in a 2500px wide  
by 1600px high space. Headers using a variety of  
photographic images have been created for use on  
Weibo, and are available on the Keysight brand identity  
website.

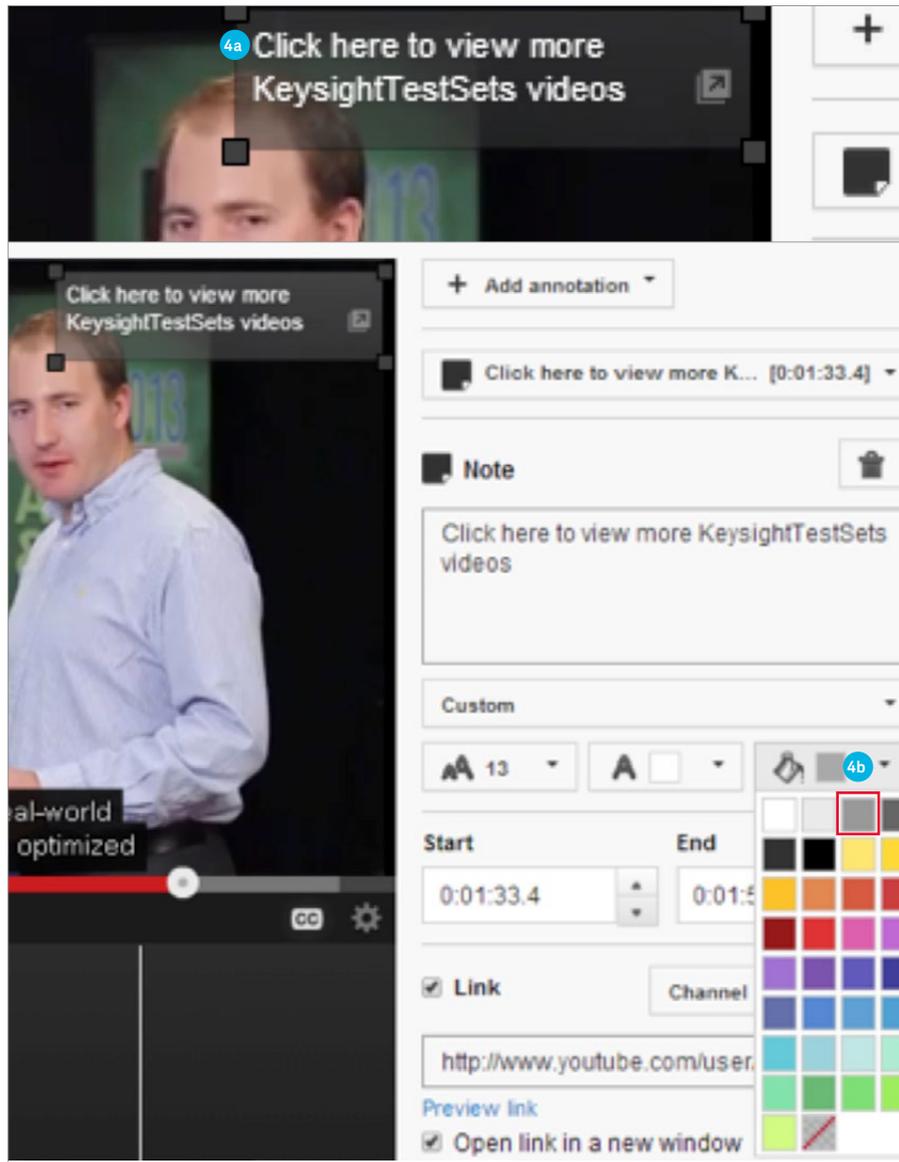
## Social Media Platforms: YouTube



Video has become a top source of information for Keysight customers, and YouTube has become the go-to platform for Keysight to create brand and product-specific channels to house and serve video content.

YouTube offers upgraded or branded channels for channel owners who qualify based on their content type, popularity and search spend with Google.

- 1 URL (not shown)  
The Keysight naming convention for the YouTube URL is: `youtube.com/company/keysight[channeldescriptor]`.
- 2 Profile icon  
The profile icon must fit in a 98px by 98px space. Uploading an 800px by 800px image is recommended. Profile icon artwork for YouTube is available on the Keysight brand identity website.
- 3 Header  
The header image must fit in a 2560px wide by 1440px high space. Headers using a variety of photographic images have been created for use on YouTube, and are available on the Keysight brand identity website.



## Social Media Platforms: YouTube

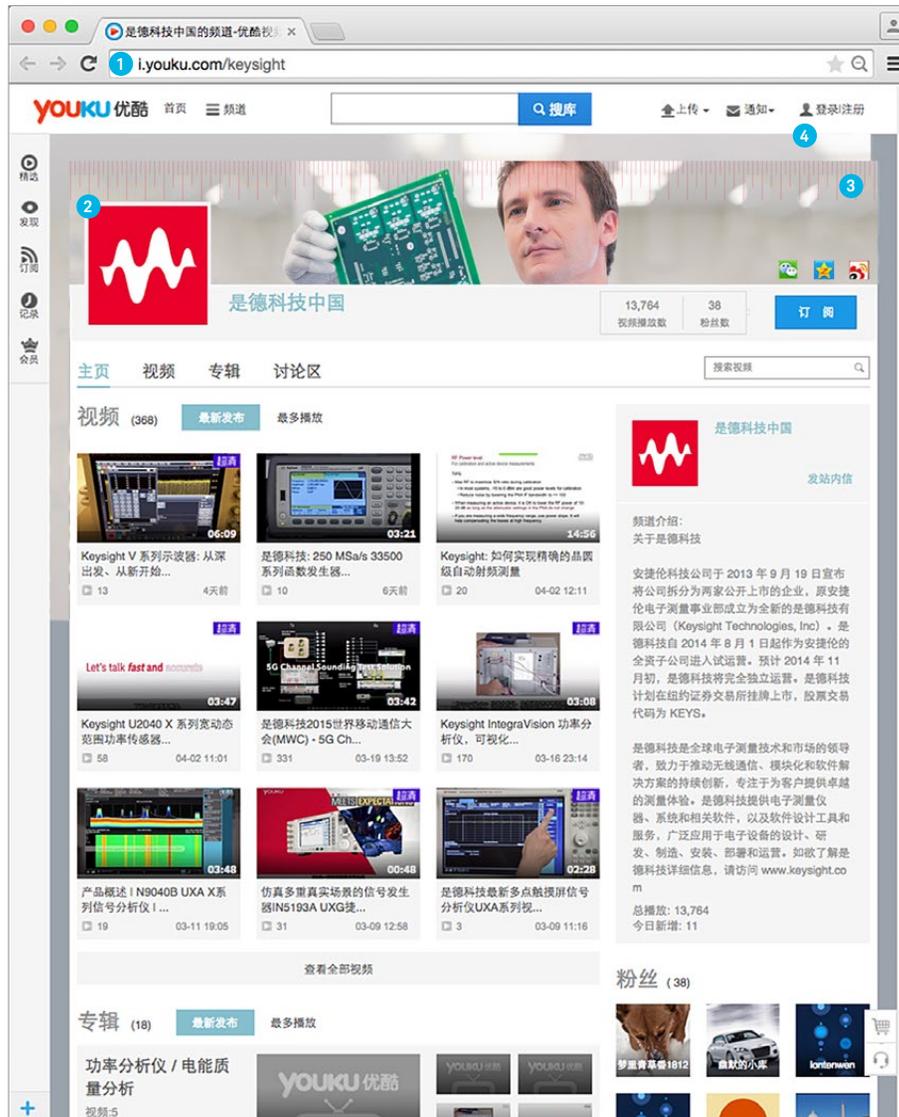
- 4 Annotations
 

For video annotations, use white text on a gray background (4a) as shown to the left. Select the gray color highlighted (4b) for the background color of annotations.
- 5 Jumpstations
 

When referencing Keysight jumpstations, always use lower case for “keysight”.  
Example: [www.keysight.com/find/UXM](http://www.keysight.com/find/UXM)

When building YouTube channels, additional information can be found in the Rich Media help guide on the [Rich Media](#) web site.

## Social Media Platforms: Youku



Youku is a platform for video similar to YouTube that is popular in China.

- 1 URL (not shown)  
The Keysight naming convention for the Youku URL is:  
`i.youku.com/company/keysight[channeldescriptor]`.
- 2 Profile icon  
The profile icon must fit in a 145px by 145px space. Profile icon artwork for Youku is available on the Keysight brand identity website.
- 3 Background  
The background image must fit in a 2500px wide by 1600px high space. Headers using a variety of photographic images have been created for use on Youku, and are available on the Keysight brand identity website.
- 4 Header  
The header image must be designed as 990px x 150 px.

## Social Media Platforms: WeChat



WeChat is a completely mobile communication platform as well as the most popular social network in China market.

1. URL: Keysight official WeChat account has no URL as it is only available on mobile devices.
2. Profile Icon: The profile icon is a circle within 2M size. Profile icon artwork for Wechat is available on the Keysight brand identity website.
3. Account name: According to WeChat Naming Rules, any name can be used for a newly applied public account as long as the name is unique and involves no infringement of laws or violations against the operating rules of WeChat Official Account Administration Platform, details include:
  - The certified names of public accounts must be identifiable and objective in relevant fields. No infringement, exaggeration, advertising, or misleading name is allowed;
  - The principle of unique verified name: Account names must not collide with the names that have successfully been certified; and account name should not infringe on the exclusive right of registered trademarks; otherwise, they may not pass the verification or face infringement complaints filed by the rightful owner;
  - The certified public account names cannot contain the following information: The name of the country (China), China national flag, national emblem, army flag, or Medal of Honor, and the names related to specific locations of Chinese central government authorities, or the names of landmark buildings. (The names of government authorities can only be used by the corresponding authorities; the name of the country can be used if it is contained in the name of foreign-funded enterprises or joint ventures, such as "P&G China").
4. Account name must be consistent with the registered full name of the enterprise.

## Social Media Platforms: WeChat



5. Bottom image: A bottom image can be created by using an image with a WeChat QR code that introduces the steps of how to subscribe to Keysight WeChat. The bottom image must be designed as 900px by 500px.
6. Background: This does not apply to official WeChat accounts due to Tencent's product design (Tencent is the parent company of WeChat). All official WeChat accounts stay the same in terms of background design.
7. The customized menu: The names of first-class navigation are limited to four Chinese characters or 8 English letters at most; the names of second-class navigation are limited to 8 Chinese characters or 16 English letters at most.

## Social Media Platforms: Blogs

The screenshot shows the Keysight Blogs website. At the top left is the Keysight Technologies logo. To the right is a 'Register' link. Below the logo is a navigation bar with 'Home', 'Forums', 'Blogs', 'Help', and 'My Links'. On the right side of the navigation bar are 'Log in' and a search icon. The main header features a large image of a person's hands on a laptop with the text 'All Places Keysight Blogs' and 'Actions'. Below the header is a secondary navigation bar with 'Home', 'Activity', 'Content', 'People', and 'Subspaces'. A message below the navigation bar says 'Log in to follow, share, and participate in this community.' Below this are two large images: 'Insights Unlocked' showing a hand reaching for glowing cubes, and 'Connect with Us on Social Media' showing a person in a suit surrounded by social media icons. Below the images is a 'Welcome to the Keysight Blogs' section with a list of bullet points:

- Get the latest tips and techniques from Keysight's product blogs
- Hear from our experts on the design and measurement advances to solve tomorrow's technology challenges
- Discover reflections, lessons, and insights from Keysight thought leaders on the technology and business issues of interest to today's electronics industry

Below the list is a paragraph: 'At Keysight, our goal is to help you unlock insights more quickly and easily than ever before. Whether you are connecting the world or the devices around us, making the world safer and more secure, or advancing technologies that make our lives and our planet better, we are proud to be your measurement partner. We invite you to visit often, subscribe, and give us feedback on topics you've found valuable.'

The bottom section is divided into three columns:

- Corporate Blogs**: Insights Unlocked
- Product Blogs**: General Purpose Electronic Test Equipment, Oscilloscopes Blog, Technology Power Blog
- Technology Blogs**: EEsof EDA, Engineers Blog (Japanese), High Speed ADC Technology, The RF Test Blog, Russian Blog

At the very bottom is a footer with '© Keysight Technologies 2000-2016' and links for 'Privacy', 'Terms', 'Feedback', and 'Contact Keysight'.

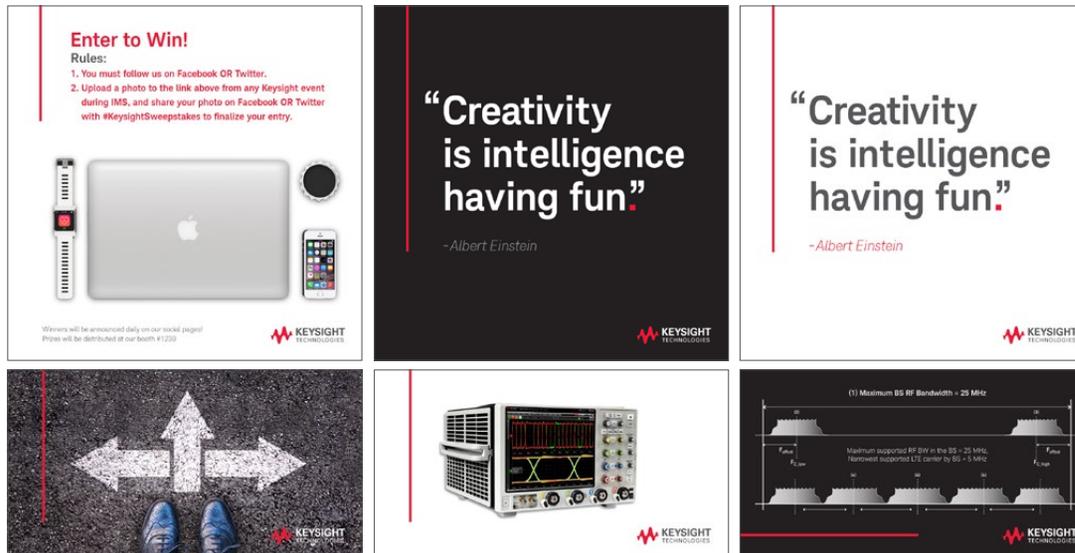
All Keysight blogs must use the approved blogging platform without exception. To find out more information regarding blog setup and approval, submit your request to [social.media@keysight.com](mailto:social.media@keysight.com)

4.00

Social Media Posts

## Social Media Posts: Overview

### Indicator Line



### Waveform



The Keysight social media space needs to look and feel consistent across all platforms. To aid with consistency, templates have been created to help achieve this look.

These templates are editable, and have been provided as both Photoshop and Illustrator files.

#### Indicator Line

The indicator line templates use a simpler, modified version of the variable measure bar, and are available in both light and dark formats. The indicator line in these templates is variable, and will change depending on content.

#### Waveform

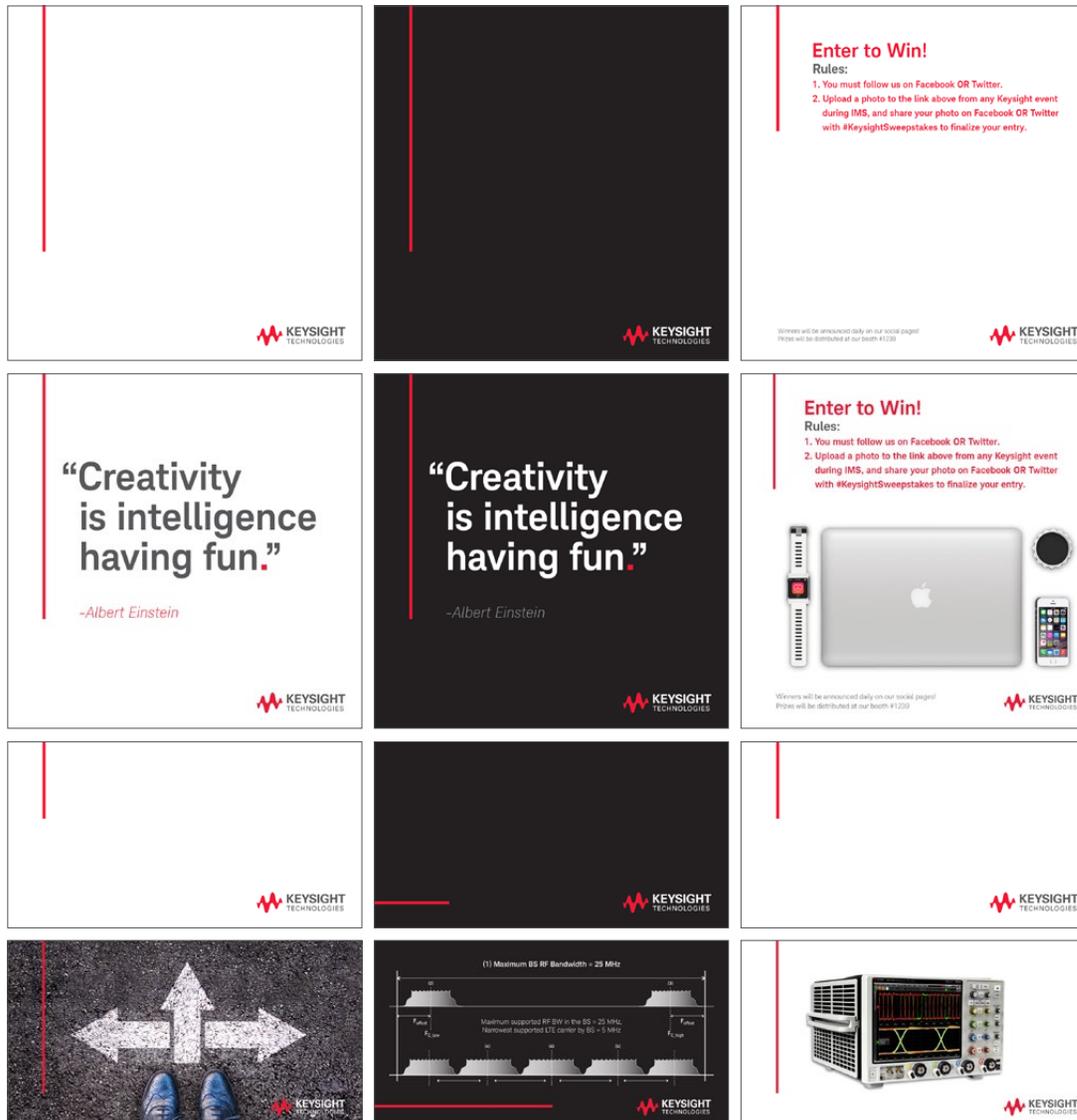
The waveform template can be used for inspirational and product related posts only, and is the secondary template. When creating social campaigns across multiple platforms and with multiple types of postings, please use the indicator line template for consistency.

#### Availability

These templates are available on the brand website [http://emg.communications.keysight.com/marketing/templates/ks\\_SocialMedia.asp](http://emg.communications.keysight.com/marketing/templates/ks_SocialMedia.asp)

## Social Media Posts: Indicator Line

### Indicator Line



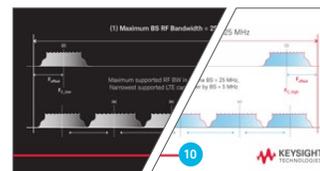
The Indicator Line templates come pre-loaded with 3-4 consistent elements. The background and logo will always remain consistent, while the indicator line will always remain editable. Additionally, if the post requires text, a copy block has been pre-populated for you to edit.

These templates are editable, and have been provided as both Photoshop and Illustrator files.

### Why the Indicator Line?

The indicator line templates uses a simpler, modified version of the variable measure bar, and are available in both light and dark formats. The indicator line in these templates is variable, and will change length depending on the content.

## Indicator Line



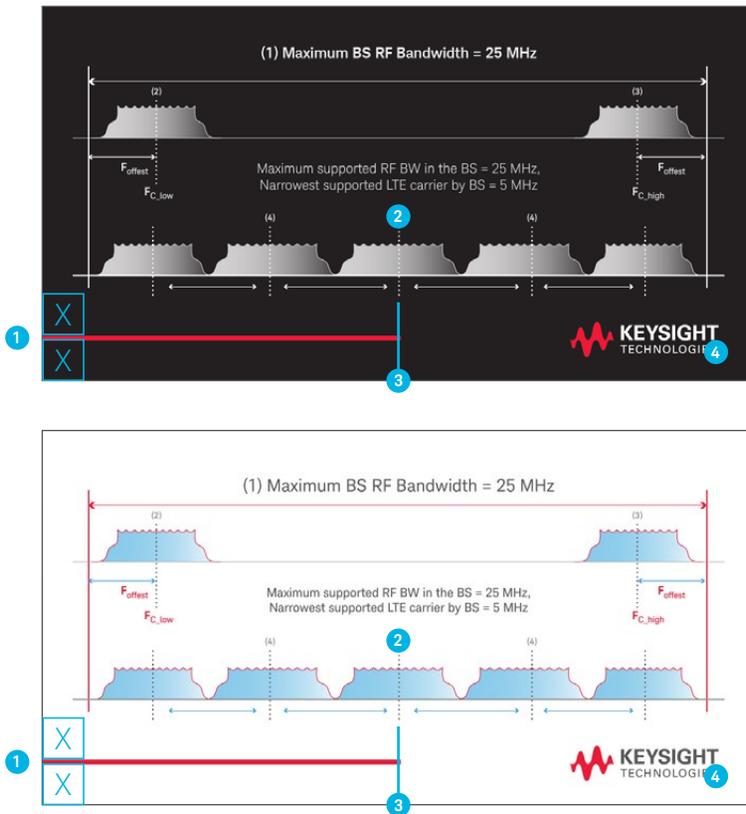
## Social Media Posts: Indicator Line – Usage

The Indicator Line templates are fully editable, but follow a specific set of rules to sustain consistency.

1. Templates must use an approved Keysight white or black background, (1a) unless a photo is being used.
2. The indicator line is a fixed width editable stroke, and may be manipulated vertically, but not horizontally.
3. The fixed indicator line sits [X] distance away from the edge of the template. All content must give the indicator line breathing room of [X] for spacial consistency. [X] is equal to 10% of the total width of the template (120 px for a standard 1200 px wide post).
4. Adjust the indicator line vertically so that the bottom edge lines up with the placed content.
5. The Keysight logo is 100% fixed, and must not be altered or moved in any way, shape, or form.
6. The initial quote is offset so that the first character of the sentence remains at [X] distance away from the indicator line.
7. Typeface set within the templates is set to Keysight Sans Bold for the quote, and Keysight Sans Light when crediting the quote (7a).
8. Final punctuation is always set in Keysight Red.
9. Templates featuring a product shot may be placed on a light or dark background.
10. A horizontal indicator line may be used when content diagrams need to be enlarged. In this instance only can the indicator line be moved horizontally. It should be centered on placed content.
11. When creating posts based off infographics, use the indicator line template. Use certain high-level elements from the infographic to create smaller, visually appealing click-bait.

## Social Media Posts: Indicator Line – Alt. Usage

### Indicator Line



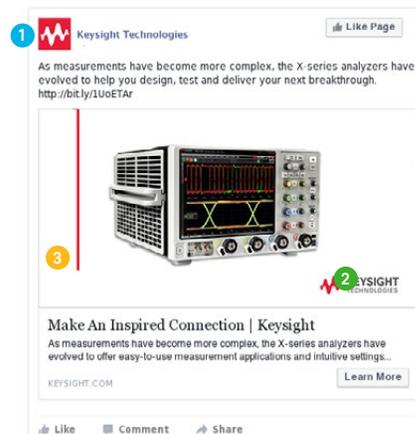
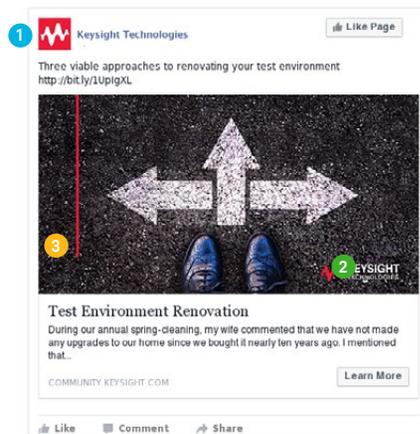
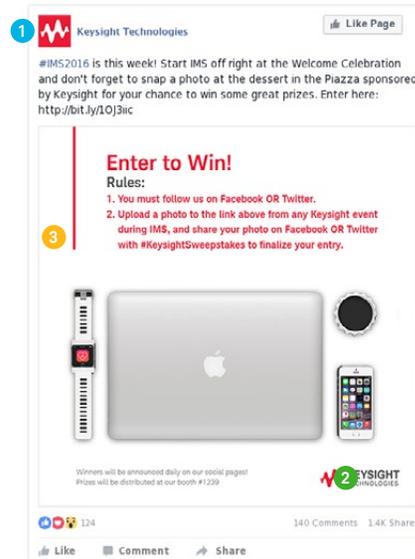
An Indicator Line template utilizing an alternate layout is available for when space is constrained.

Only use this alternate template for posts containing technical diagrams that need to remain large for legibility.

1. The fixed indicator line sits [X] distance away from the edge of the template. All content must give the indicator line breathing room of [X] for spacial consistency. [X] is equal to 10% of the total width of the template (120 px for a standard 1200 px wide post).
2. Center the technical content horizontally in the indicator line template
3. Adjust the indicator line horizontally so that the right-hand edge is centered on the placed content.
4. The Keysight logo is 100% fixed, and must not be altered or moved in any way, shape, or form.

## Social Media Posts: Indicator Line – Putting it all together

### Indicator Line



When properly utilized, the indicator line templates will create a consistent look and feel for Keysight across multiple social platforms.

1. Consistent use of social thumbnail with the handle: Keysight Technologies.
2. Consistent use of Keysight Technologies logo.
3. Consistent use of indicator line spacing and aligning to any featured content.

## Waveform



## Social Media Posts: Waveform

The Waveform templates come pre-loaded with 3 consistent elements. The gradient waveform background and logo will always remain consistent. Additionally, if the post requires text, a copy block has been pre-populated for you to edit.

These templates are editable, and have been provided as both Photoshop and Illustrator files.

### Why the Waveform?

The waveform is the heart of Keysight, and until recently has not been allowed to be used on it's own.

At the time of this revision, the Keysight waveform can only be used standalone in social media applications contained in this document.

When diving into the realm of searching social media, especially on a mobile device, content is very small, and must be immediately recognizable.

The waveform will help us break the small-screen barrier, and the use of it in coordination of the new social thumbnail will build brand equity for Keysight.

### Approved Uses

The waveform template is only approved for "inspirational quote" and "product" posts. ***\*Do not use this template for any other forms of posts on any social media platform.***

## Social Media Posts: Waveform – Usage

### Indicator Line

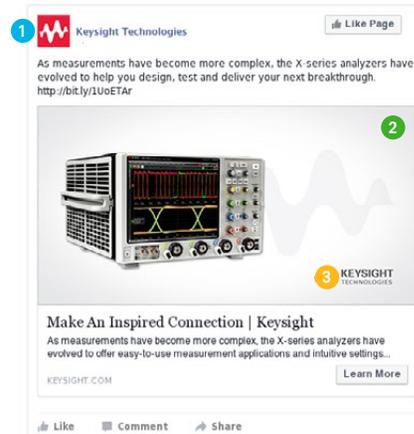


The Waveform templates are fully editable, but follow a specific set of rules to sustain consistency.

1. Templates must use the approved gradient background, built into the waveform templates. The background consists of a gray to white gradient, and a screened back gray waveform. This background must not be altered in any way.
2. The typeface used in the waveform template is Keysight Sans Light, and is set to center aligned text.
3. The Keysight logo is 100% fixed, and must not be altered or moved in any way, shape, or form.
4. For quotes, use the square template. When using this template for a product, choose the right-aligned version (4a).

## Social Media Posts: Waveform – Putting it all together

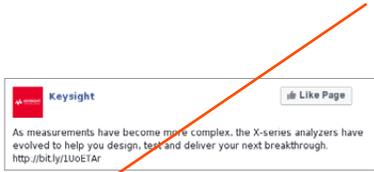
### Waveform



When properly utilized, the waveform templates will create a consistent look and feel for Keysight across multiple social platforms.

1. Consistent use of social thumbnail with the handle: **Keysight Technologies**
2. Consistent use of waveform background.
3. Consistent use of Keysight Technologies logo.

Social Media Posts:  
Incorrect Use



1



2



3

- 1 DO NOT use the old profile icon or handle.
- 2 Indicator Line is not flush bottom with content.
- 3 DO NOT invert Indicator Line.
- 4 DO NOT change template fonts.
- 5 DO NOT alter template colors.
- 6 DO NOT alter template backgrounds.
- 7 DO NOT move the indicator line.
- 8 DO NOT remove template items (Indicator Line + Logo).
- 9 DO NOT use Waveform templates with non-approved content (*Quote + Product only*).



4



5



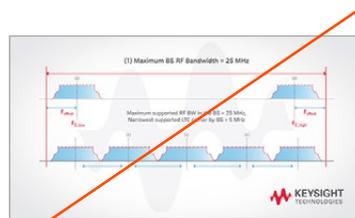
6



7

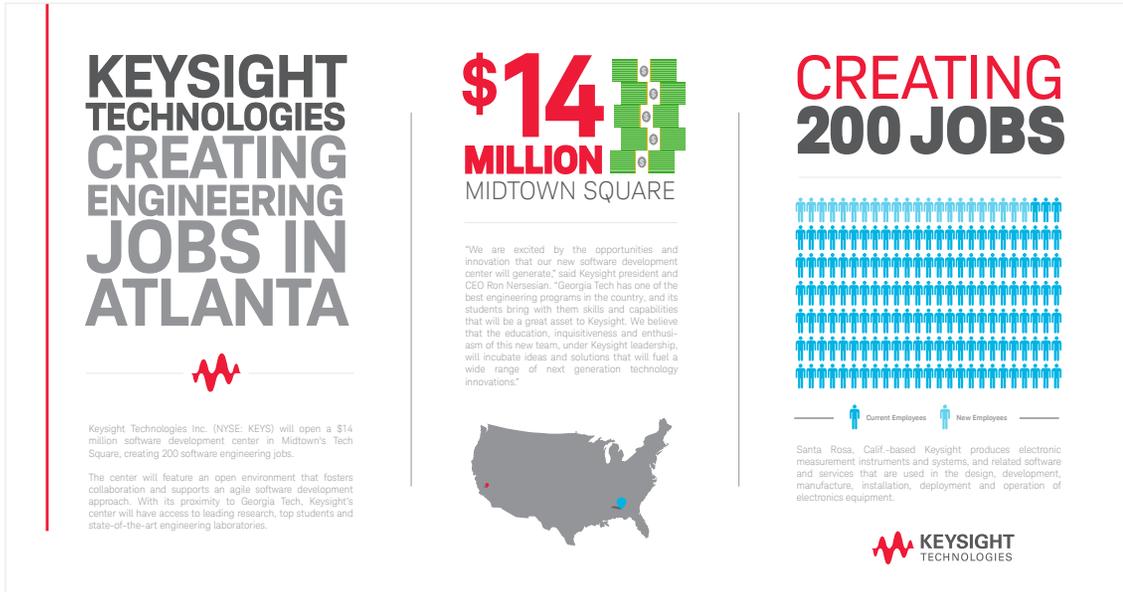


8



9

## Social Media Posts: Infographics



Creating infographics requires a balance of information and graphics. The goal is to create a graphical piece of collateral that can house a lot of technical data, while being presented in a visually appealing format.

### Usage

Infographics should only be created by trained designers who know the brand and the specific guidelines that have been set in place for social media.

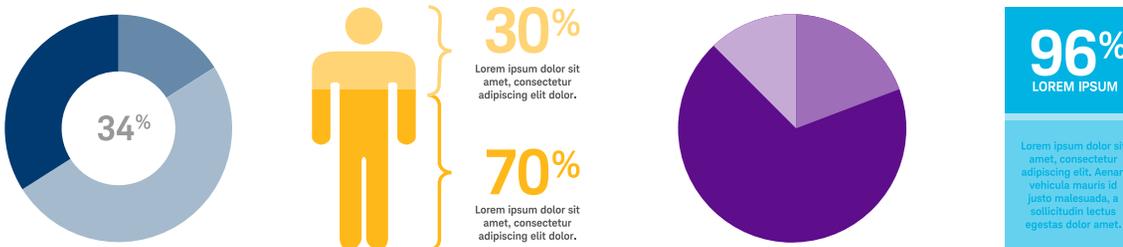
### Color palette

Colors from the Keysight primary color palette are the base for all infographics, with the addition of the approved secondary color palette being utilized for graphical and design elements.

Keysight's core colors will still take precedence, but the secondary color palette will bring the collateral alive (as can be seen in the infographic references).

### Graphics

When creating or obtaining graphics, utilize a flat style for consistency. Refrain from creating or using graphics that are 3D or viewed from a 3/4 perspective.



## Social Media Posts: Icons

### Approved Icons



People  
(Man & Woman)



Smartphone



Jetplane



Cell Tower



Money  
(Universal)



Electrical Waves



Box Instrument



A custom set of line icons have been created that can be used across all Keysight social media platforms.

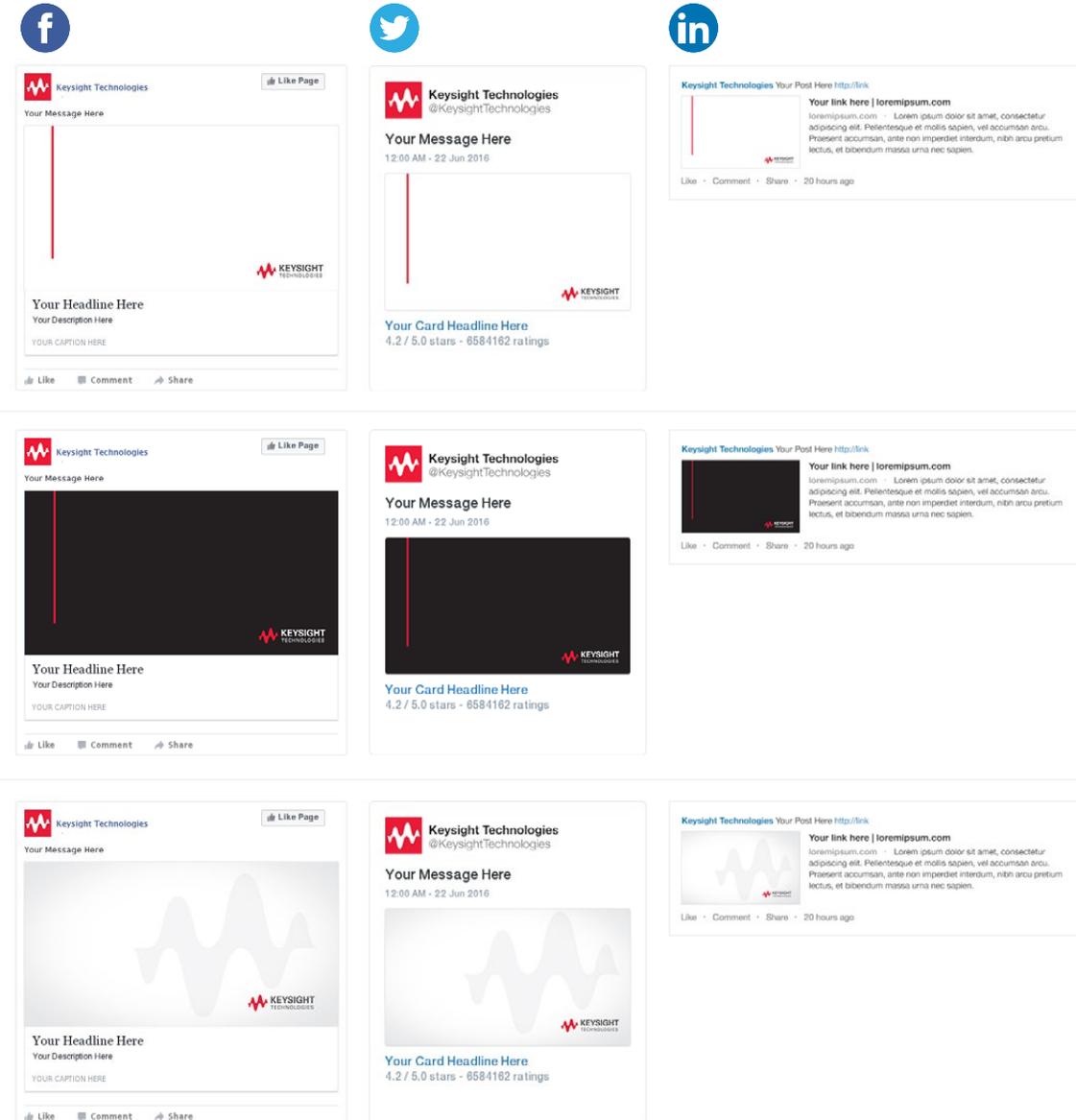
The icons have been created in line format, so that new icons can be created easily by simply tracing over the subject matter, which will streamline the creation process as new icons are added to the library.

The icons may be used standalone or contained in circles to create an alternate look that can additionally function as a button or a link.

### New Icons

New icons must be created by a trained designer, and must be reviewed and approved by the Brand Identity team before being used on any social media platform.

## Social Media Posts: Available Templates



The Keysight social media templates have been optimized for Facebook, Twitter, and LinkedIn. For alternate social platforms, please modify the size of the available templates to the specific platform, ensuring that the corporate signature does not become distorted or go below minimum size.

## Document History

Date	Version	Who	Comments
	1	Bethanne Stolte	Draft for internal review
6 June 2014	2	Bethanne Stolte	First publication
20 June 2014	3	Bethanne Stolte	Edits to reflect the availability of turnkey headers for the popular social media site on the Brand Identity Website.
1 May 2015	4	Bethanne Stolte	Added content for YouKu, Weibo headers and YouTube video annotation. Corrected guidance for LinkedIn icon. Minor corrections and URL updates. Added backpage boilerplate. Added document control history. Updated images for YouKu and Weibo.
1 February 2016	5	Derrick Ijames	Added content for WeChat.
11 October 2016	6	Lucas Svaren	Updated social media corporate signature, brand elements, and added social media templates. Updated all social media platforms with new thumbnail. Added section on how to use new social media templates.



This information is subject to change without notice.

Check the Keysight brand identity website for the latest version.

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Published in USA, October 11, 2016

5992-0267EN

[www.keysight.com](http://www.keysight.com)