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SECTION I. Introduction

- a. Welcome
- b. Our Grande Value Statement
- c. Who Should Use These Guidelines?
- d. How to Use This Guide



I-a. Welcome...

Dear Grande Team Member,

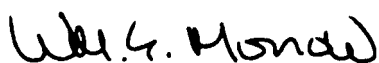
When we launched Grande Communications, we created a Statement of Values, which set the exceedingly high standards we strive for every day. Our Statement of Values guides the way we work internally, and the way we express Grande Communications to our neighbors, vendors, and customers. We place immense significance in our Statement of Values - even the one about having fun! They make Grande Communications the dynamic organization we are today.

As you may have discovered, the road to supreme customer satisfaction is not an easy one. But it is the road Grande has chosen. We are clearly the leaders in our field of technology, but our "silver bullet" is the power of who we are, and how we treat our customers. If we build a values-based company that earns customer trust and nurtures customer loyalty, we will do more than build a network - we will build a legacy.

Each of us plays a significant role in building the Grande Communications brand through our everyday actions and decisions. One key area of focus is how we represent the Grande brand to our customers, prospects, and other audiences. Remember, when it comes to our brand, even the smallest detail can have tremendous market impact.

To assist you in making choices that enhance the Grande brand, we created this easy-to-use Grande Communications Brand Guidelines CD. It contains directions for implementing the Grande brand icons, and presents visual examples of graphic standards. We are confident these guidelines will assist you in creating messages that clearly convey the Grande brand in every community we serve.

These guidelines are to be used by all Grande Communications employees, for all internal and external communication. I thank you in advance for embracing the brand principles outlined here.



Bill Morrow
CEO, Grande Communications

(CONTINUED...)

I-b. Our Grande Value Statement

We will individually and as a Team:

Work cooperatively delivering
what we said we would

Be honest and truthful
showing respect for others

Be easy to do business with
internally and externally

Serve our customers and communities
with passion and commitment

Have fun!

(CONTINUED...)

I-c. Who Should Use These Guidelines?

Anyone who has a hand in creating or influencing Grande's vehicles for communication (including stationery, forms, advertisements, presentations, and promotional materials) should have a copy of these guidelines, and refer to them as needed.

- Grande Communications Staff
- Designers & Publication Coordinators
- Public Relations Personnel
- Advertising Agencies & Graphic Designers
- Printers and Engravers
- Sign Fabricators
- Others as Needed

If you feel the standards conflict with a particular communication goal of Grande Communications or any of its business units, please consult with Grande's brand management team for advice on how to proceed.

(CONTINUED...)

I-d. How to Use This Guide

This Guide is intended to outline the way we implement the Grande Brand through the use of our Logo, our Color Palette, our collateral communications tools, and other methods through which we impart the Grande message about our company and products. Every Grande employee needs to be familiar with our identity guidelines, and to understand the importance of a consistent brand identity. That said, not everyone can be an expert or a designer, so this guide is designed to help you answer basic questions you may have about how to use the Grande identity system. This guide will not answer every question that may come up, so it is always a good idea to err on the side of caution, and contact Grande's Brand Management Team with specific issues regarding the brand.

- Contact Gail Stouffer at extension 5217

This disk includes digital files for you to use for internal and external communications efforts. A complete list of files is located at the end of this document.

How to print from the PDF

This Brand Guidelines CD functions in Adobe Acrobat Reader as a digital resource for you to access files and read pertinent information regarding our Brand Guidelines. You can, of course, print a version of this document as a hard copy from this PDF. We suggest you set your print size to 90% so that the entire image will fit on a standard letter-sized sheet.

SECTION II. Brand Essentials

- a. Delivering the World, One Customer at a Time...
- b. What is a Brand?
- c. Company Characteristics
- d. Essence of the Grande Brand
- e. The Grande Brand Promise



II-a. Delivering the World, One Customer at a Time...

Grande Communications' mission is as big as Texas. We want to touch every home, apartment, and business within the reach of our network. To do that, Grande must deliver a compelling and believable brand promise to each and every prospect and customer.

We compete to be seen, heard, and understood in this crowded marketplace of ideas, products, and services. To be successful, Grande must communicate a clear, powerful, and consistent message.

"The only thing scarce in a world of abundance is human attention... Each person has only 24 hours per day to sift through millions of choices. The filters...are more in demand than ever."

Editor-in-Chief

*Business 2.0
Magazine*

Our brand identity acts as a **filter**, helping consumers sift through the clutter of competing messages, while conveying the essential elements of what makes Grande a superior choice for their needs.

The Grande brand is our most powerful marketing tool.

(CONTINUED...)

II-b. What is a Brand?

"An orange...
is an orange...
is an orange. Unless
that orange happens
to be a Sunkist®, a
name 80 percent of
consumers know
and trust."

Russell L. Hanlen,
CEO
Sunkist Growers

The Grande brand helps people swiftly understand what we do, and communicates what makes us different and valuable among all the other activities, products, services, and ideas competing for attention in our world. As such, our brand is:

- **A pigeon hole for perceptions.**

The associations, emotions, and attributes connected to the brand help people understand where to "file" the information in their minds. It helps people decide whether the information is helpful and worth remembering. Grande is broadband. Grande is fun. Grande understands my world.

- **A specific promise of performance.**

A brand communicates the core promise. A Volvo's brand promise is safety. A BMW's brand promise is driving excellence. Grande's brand promise is empathy—a friendly pathway to the world.

- **A guaranteed continuity of experience.**

A brand is a promise that the products or services offered by that organization will always deliver the same experience, time and again. If you visit a McDonald's restaurant, the consistency of style, food, cleanliness, etc. is all part of the brand experience.

- **More than a logo or slogan.**

These are just elements of the brand identity. The logo, slogan and other visual materials help express the brand promise, as do all the other activities and features that surround the brand.

- **Everyone's responsibility in the organization.**

The brand promise is delivered by everyone within the organization, including our vendor partners, and is impacted by everything that happens between Grande Communications and our public audiences.

(CONTINUED...)

II-c. Company Characteristics

The Grande brand experience is characterized by these market differentiators:

- **Strong Value System – with a focus on customer satisfaction.**
“You’ll never get in trouble for solving the customer’s problem on the spot.”
– Bill Morrow
- **Bundled Service Provider**
A customer-friendly option that delivers the world of connectivity to customers with one provider, one competitive price, and one easy-to-understand package.
- **Own State-of-the-Art Network**
A new fiber-to-curb network that promises performance advantages over competitive options.
- **Texas Owned and Locally Focused**
With a one-to-one selling strategy that is based on establishing a customer-focused relationship with prospects.
- **One Neighborhood at a Time**
Gaining new customers as we expand, with a direct-marketing approach that is based on customer understanding.

(CONTINUED...)

II-d. Essence of the Grande Brand

em-pa-thy

“The capacity for participation in another's feelings or ideas.”

Webster's New Collegiate Dictionary

We hear a common theme from consumers when we ask what they want from their telecommunications and television providers. That theme is "empathy." If you think about it, empathy for our customers, our employees and our vendors is exactly what our values statement—the foundation of our company—is all about.

It's being honest and respectful, while proactively treating others the way we know we would like to be treated. Putting ourselves in their shoes, understanding their point of view, and going out of our way to ensure they receive a quality experience from Grande Communications.

Empathy is something all of us desire from others, and it's a brand promise few companies in our industry have the ability to deliver even if they wanted to. That is why empathy will be our secret weapon, our point of differentiation, as we compete for customer acceptance and loyalty in the months, years and decades ahead.

At Grande Communications, empathy:

- Is the root of our value system
- Connects people—customers, employees, vendors
- Humanizes the company
- Is an enduring value that both encompasses and transcends technology
- Is a key competitive opportunity afforded us by our competitors

(CONTINUED...)

(II-d. Essence of the Grande Brand)

“You can tell right away if a company really appreciates your business, or just thinks of you as an annoyance.”

*Telecommunications
Customer*

For our retail audience, empathy stands for:

- Accessible
- Courteous
- Trustworthy
- Honest
- Proactive
- Appreciative
- Dependable

“In judging a company, you look at everything you know about them, from how you are greeted on the phone, to the way they deal with crisis.”

*Telecommunications
Customer*

For our wholesale audience, empathy means understanding their needs and being willing to deliver services that are:

- Fair
- Reliable
- Trustworthy
- Competent
- Cutting Edge

II-e. The Grande Brand Promise

"We deliver friendly pathways to the world. Our ultimate goal is to make our customers' lives better"

Bill Morrow, CEO

Grande Communications is in the business of "better, faster, now." Our customers expect more choices, better reliability, and faster accessibility in real-time for their telephone, television, and Internet experiences. They want cool technology they can brag about to their friends, and a level of customer service that moves beyond promise to performance.

You might say, *they want the world*. And they want it delivered to their door in an easy, affordable, and worry-free package, thank you.

Who better to deliver the world of television, internet, and phone – and delight their customers in the process – than Grande Communications? There is no other company more prepared to promise its customers:

*For you, the world.*SM

This statement is affirmative, supportive, and complimentary. It says, "We appreciate you so much that for you, anything is possible. For you, we'll deliver the world, and more."

"The world" is also a metaphor for the bundle. For customers who choose the bundled services, Grande truly delivers a total connection to the world.

This brand statement is to be used frequently, in advertising, promotional materials, brochures, and other communications.

SECTION III. Corporate Identity Guidelines

- a. Consistency Builds Brand Strength
- b. The Role of Creativity
- c. Grande Brand Family
- d. Company Name in Text
- e. Fonts and Typography
- f. Color Palette
- g. Logo Usage
- h. Tagline Use
- i. The Value Statement
- j. Business Cards
- k. Stationery
- l. Memos & Faxes
- m. News Releases
- n. Presentations
- o. Sponsorships



III-a. Consistency Builds Brand Strength

Consistent use of color, graphics, typestyle, and messaging helps our customers quickly identify Grande Communications products and advertisements. When a company uses different colors, layouts, graphic styles, and messaging from one venue to another, the effect is the same as wrapping the brand in camouflage, making it difficult for customers to see and rapidly understand the sales message.

Inconsistency tells the customer:

- "This company is unfocused."
- "They change so much, perhaps they won't be here tomorrow."
- "They are in turmoil."

On the other hand, consistency in graphics and messaging makes it easy for customers to form positive bonds with the brand.



A good example of brand consistency is Kodak's long-standing use of the same shade of yellow on packaging and advertisements, which enables consumers to instantly recognize their product on store shelves and in publications.

This consistency sends several messages to the customer:

- "This company is everywhere and easy to find."
- "This company is reliable and familiar to me."
- "Their products have a consistent quality and performance."

Obviously, we want to engender those kinds of positive reactions from our Grande Communications customers and potential customers. This requires a disciplined and thoughtful approach from the creators of advertising materials.

(CONTINUED...)

III-b. The Role of Creativity

The temptation to experiment with different looks, typefaces, or visual styles is strong. But remember, our customers don't see Grande's advertising every day. Our ads aren't tacked on their bulletin boards, or displayed on the screens of their computers. It can take months or years for a corporate identity to begin to find its place in a customer's mindset.

Our corporate standards encourage the use of powerful words and images to capture attention and convey the Grande Communications brand identity in thought-provoking ways. Adopting the Grande Communications corporate standards actually opens the door for more creativity from the advertising creators.

Rather than having to focus on ad layout, typestyle or colors, the designer is now free to focus on the important task of communication. Much creativity is required in answering important questions such as:

- What are the right words that will convey the customer benefit of this product or service?
- How can the customer benefit be communicated through the graphic elements?
- Is the body copy crisp and to-the-point, with a natural flow and a logical progression of ideas? Are the words compelling and original?
- Does the headline offer a solution to a real customer problem or concern?
- Is it clear what response is desired from the customer?
- Does the overall ad support the Grande Communications brand identity?

(CONTINUED...)

(III-b. The Role of Creativity)

In addition, the designer plays an all-important role in ensuring that the graphic images are produced to the highest standards possible. Photographs and illustrated graphics must enhance Grande's image.

Specifically, these visual elements should be:

- Professionally produced according to commonly understood design standards.
- Uncluttered—each photograph or illustration should communicate one idea, with a strong focal point.
- Complementary to the corporate identity colors.
- Consistent with other visuals in Grande materials. Photo and illustration styles should not vary from one medium to another.

As you see, there is plenty of work to do, and a great deal of creativity required to produce strong and effective marketing materials within these graphic standards!

(CONTINUED...)

III-c. The Grande Brand Family

Grande Communications serves a wide variety of audiences through three primary business units:



Grande Communications

- Corporate Services
- Finance



Grande Internet, Phone, Cable (Retail)

- Consumer Retail
- Small Business Retail



Grande Networks (Wholesale)

- Network Infrastructure
- Wholesale Services

Each business unit has a distinct yet complementary logo treatment. Units should use only the treatment that is designed for that specific unit. Fonts, colors, and general layout remain constant across all three business units. The Grande brand should be consistent. The Grande brand management team is the ultimate arbiter regarding brand identity standards across all business units.

(CONTINUED...)

(III-c. The Grande Brand Family)

Product Naming

The naming of individual products and services is the responsibility of the marketing teams within each business unit. All potential product and service names, or other branded names (and accompanying logo marks) must be approved by the Grande brand management team and legal department to ensure brand consistency and trademark validity.

(CONTINUED...)

III-d. Company Name in Text

First Mention in Text

When used in a document, the first mention of the company name should generally be the full name: Grande Communications or Grande Networks. Additional mentions of the company in the same document may be shortened to Grande, as long as the full company name is clearly shown within the overall context of the document.

Upper and Lower Case

The names Grande Communications, Grande Networks, and Grande should be printed as seen in this paragraph, and should be set in the same type font as the rest of the text in which it is placed.

In general, the names should **NOT** be printed as:

~~GRANDE Communications~~

~~GRANDE COMMUNICATIONS or GRANDE~~

~~GRANDE (upper/lower caps)~~

Logo Lettering in Text

The distinctive lettering of the names Grande, Grande Communications and Grande Networks, as used in the logo, is reserved for logo usage only and should not be used within a headline or body text, such as in this example.

~~You will enjoy this new **Grande** product.~~

(CONTINUED...)

III-e. Fonts and Typography

Fonts for Grande External Business Communications

The following type families are specified for use in Grande external business communications. Use of type families outside of these specified fonts must be pre-approved by the Grande brand management team.

Type families other than these may be used for internal Grande documents, if suitable for the medium and audience, but we encourage consistency overall.

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Helvetica, Arial, and Times are standard fonts found typically in most word processing and presentation software programs (such as Microsoft Word and PowerPoint). Use Times for headlines and other accent text. Helvetica and Arial are the primary fonts for body text. Please note, fonts for external marketing materials, such as brochures, advertisements, etc. are specified as follows:

(CONTINUED...)

(III-e. Fonts and Typography)

Fonts for Grande External Marketing Materials

The following type families are specified for use in Grande external marketing materials. These classic fonts have been selected to communicate the Grande personality to potential customers, vendors, and neighbors. Futura and Garamond are specialized design fonts. Before using one of these fonts, a font license must be obtained. This can be arranged by contacting the Grande Creative Services Department. Usage of these fonts is outlined below. Help us achieve consistent external messaging by using the Grande fonts only as outlined here:

Futura

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Garamond

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Headlines

Futura is the primary headline font for use in all external marketing materials. Use Futura in all-caps, with no initial-caps, and 10 point kerning (the space between letters):

THIS IS A GRANDE HEADLINE

(CONTINUED...)

(III-e. Fonts and Typography)

Subheads

Futura is the primary subhead font for use in all external marketing materials. Use Futura in all-lower case with 10 point kerning (the space between letters). The subhead font size must not be greater than 75% of the headline font size:

THIS IS A GRANDE HEADLINE
with a subhead below it

Body Copy and Captions

Garamond is the primary body copy and caption font for use in all external marketing materials. Use Garamond in standard initial-cap format only. Use Garamond at a minimum size of 10 point. DO NOT italicize:

This is a sentence of Grande Body Copy, set in Garamond.

(CONTINUED...)

III-f. The Color Palette

To consolidate and strengthen the Grande Communications brand identity, we have adopted a consistent color palette for advertising and marketing materials. The color family begins with the Grande Corporate Logo Blue. The other primary colors are Grande Black and Grande Gray.

PRIMARY COLORS:



Grande Blue

PMS 653 coated
PMS 301 uncoated
C100 M45 Y00 K14
web: 003366



Grande Black

PMS Black
K100
web: 000000



Grande Gray

PMS Warm Gray 7 coated
PMS Warm Gray 7 uncoated
C03 M03 Y03 K40
web: CCCCCC

Use Grande primary colors

- as the main visual element of a page
- as a solid background behind a headline or text

(CONTINUED...)

(III-f. The Color Palette)

The blue, black, and gray are complemented by a secondary palette as well as an accent palette. They have been chosen to help lend emphasis and design appeal to professionally designed marketing materials. The secondary palette and accent palette are to be used only in conjunction with primary Grande colors, and only as specifically defined below. The secondary palette and accent palette colors should not be used as primary visuals without prior approval from the Grande brand management team.

SECONDARY PALETTE:



Grande Violet

PMS 5275 coated
PMS 2756 uncoated
C100 M94 Y00 K29
web: 333366



Grande Red

PMS 1805 coated
PMS 186 uncoated
C00 M100 Y81 K04
web: CC3333



Grande Green

PMS 3308 coated
PMS 336 uncoated
C100 M00 Y57 K42
web: 003333

ACCENT PALETTE:



Grande Gold

PMS 139 coated
PMS 131 uncoated
C00 M32 Y100 K09
web: CC9933



Grande Earth

PMS 4635 coated
PMS 1615 uncoated
C00 M56 Y100 K43
web: 996633



Grande Khaki

PMS 466 coated
PMS 467 uncoated
C09 M15 Y34 K00
web: FFFFCC

(CONTINUED...)

(III-f. The Color Palette)

Use Grande Secondary Palette colors

- with the primary palette, especially black fields with white type
- next to, or to define a “white space” for the Grande Logo
- as major elements in the design, panels of folded spreads, or as large color fields
- to compose illustrations or supplemental artwork, graphs, charts
- for typographic differentiation where necessary
- to make strong, bold, color statements

Use Grande Accent Palette colors

- as smaller supportive elements in the design
- for small dingbats, bullets, or highlights
- to accent significant graphic elements of a page
- sparingly and decisively and in small areas only

Ownership of the Grande Color Palette

It is important to look at the three palettes as guidelines, not limitations. By implementing this variety of colors across different branded materials, Grande claims these identity colors as our very own. The customer then recognizes this palette as our signature look, and identifies Grande as a colorful, versatile company, capable of great excitement and most of all – having FUN! As in our stationery system, it is important to use the Grande Secondary Palette colors liberally and equally, so that they are seen as much as possible by the consumer, and always in context with our blue Grande G. This look has great possibilities for refined and calculated creative growth, and also makes a bold colorful presence known in our market. You OWN these colors - make them yours!

(CONTINUED...)

III-g. Logo Usage

Our logo represents Grande Communications as an organization. The logo should be used only as specified here. Use only the authorized versions from the digital files included on this CD.

The logo is comprised of two elements, the "G" logo mark, and the name Grande set in the distinctive typeface.



NEVER attempt to recreate the logo from scratch, as the unique relationships between the type fonts and design mark are difficult to match. If you do not have the logo in a format suitable to your need, please contact the Grande brand management team.

Please do not...

- change the spacing between the letters in the logo
- use the logo or logo type within a headline, sentence, or other text
- add other graphic symbols or type to the logo or mark
- alter the letter form
- use other fonts to create the logo type
- place the logo in a box or surround it with a rule or other border
- associate the mark with any name other than Grande
- apply special effects that change the color or character of the logo

(CONTINUED...)

(III-g. Logo Usage)

Logo Variations

There is a distinctive logo arrangement for each Grande business unit. These logos are represented in their basic form here. Each business unit should use only the treatment that is designed for that specific unit.



(CONTINUED...)

(III-g. Logo Usage)

Logo Positioning and White Space

The Grande family of logo treatments is based on a stacked and centered format. The approved format works best centered and either at the bottom or the top of a layout. The logo should always be placed in a white field with ample space surrounding it. Every attempt should be made to provide as much clean white space around the Grande Blue G and logotype as is possible within a given design.

The following illustrations demonstrate the MINIMUM amount of white space that must be left around the logo. No artwork, typography, or any other element may interfere with this space around the logo, with the exception of the official Grande Tagline as illustrated in III-h. Note: the white space is equal to the height of the Grande Black "d" in the logo.



(CONTINUED...)

III-h. Tagline Usage

Use of the advertising slogan, "For you the world." is recommended for all advertising and marketing materials, except when space considerations do not make it feasible. It should be used on promotional materials, such as caps, shirts and other giveaways. Please note that the tagline is set in the FeltTipRoman typeface, and there is a certain size and space relationship between the logo and the tagline (shown below). Never try to recreate the logo and tagline artwork in any combination, as these proportions are important for our company's brand consistency.

When used in conjunction with the Grande Logo, the tagline is always Grande Blue to match the Grande "G." Please use the authorized logo and tagline versions from the digital files in these guidelines. Any questions regarding the use of the tagline should be referred to the Grande brand management team.

Tagline:

For you, the world.SM

Business Unit Logos with tagline:



(CONTINUED...)

(III-h. Tagline Usage)

Horizontal Format

There is a horizontal format of the logo and tagline combination for use when spacing constraints do not allow the typical stacked version. This format is ONLY for use when absolutely necessary, and when the Grande regular stacked version would become difficult to read.



(CONTINUED...)

III-i. The Value Statement

The Grande Value Statement is an important expression of our company culture. It is so important that we believe it should be included on external marketing materials and other business communications materials whenever feasible. The general guideline is to print the Value Statement on materials which are no smaller than a standard business card. And in fact – it's on the back of our business card!

“Grande is clearly a leader in technology and innovation, but our “silver bullet” is the power of who we are and how we treat our customers. If we build a values-based company that earns customer loyalty from the very beginning, no competitor will be able to steal our market share, because no other company can ever be Grande Communications.”

Bill Morrow

We will individually and as a Team:

Work cooperatively delivering what we said we would

Be honest and truthful showing respect for others

Be easy to do business with internally and externally

Serve our customers and communities with passion and commitment

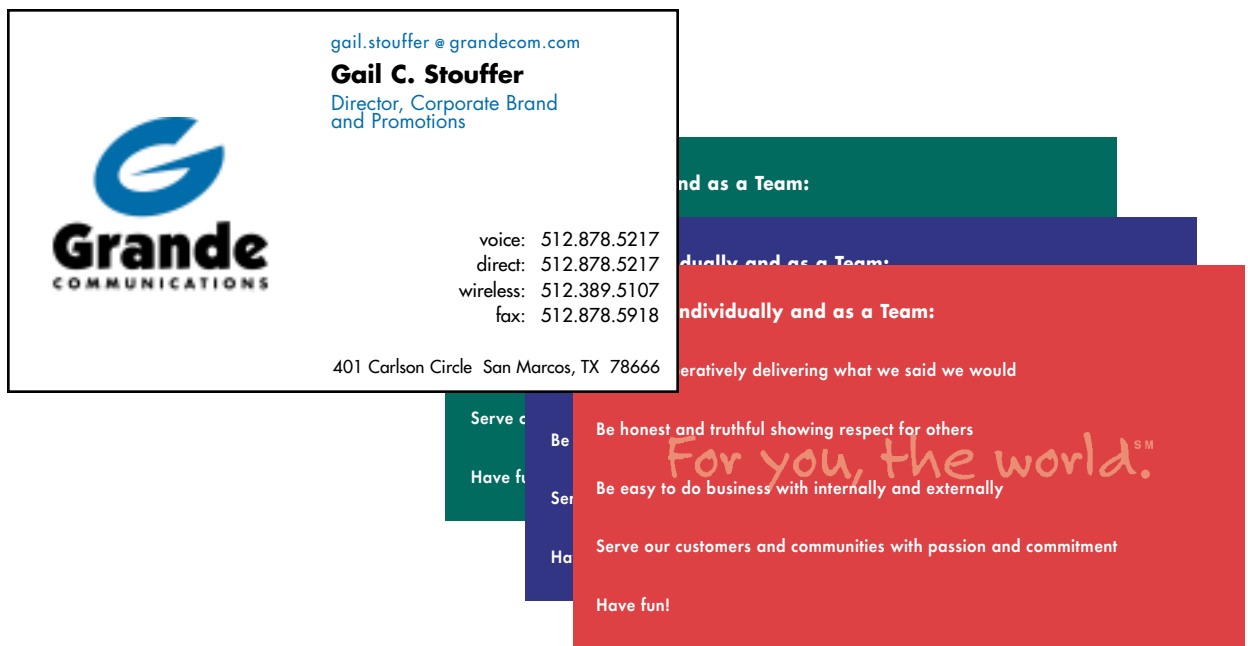
Have fun!

III-j. The Business Card

Business cards are the first visual impression many people will have of Grande Communications, particularly in a one-on-one encounter with an organization representative. Attention to quality and consistency in design will greatly enhance our ability to strengthen our brand.

Business card templates are shown here, however printing of business cards is handled through a central source. Send a completed request form to Sharon Popp x 5224 to order business cards for your business unit.

Note that the Grande Value Statement appears on the back of the card against a field of one of the Secondary Palette colors. Each individual can have cards with a variety of different colored backs to use. This enhances ownership of the Grande Palette.



- a Grande business card

(CONTINUED...)

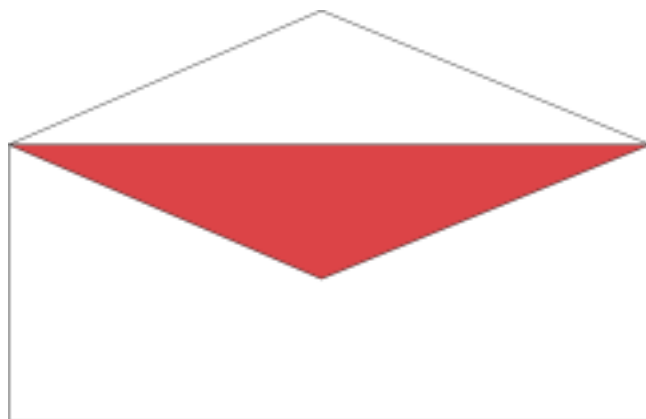
III-k. Stationery

Stationery represents one of the first opportunities to make a positive impression on behalf of Grande Communications, reinforcing the company's brand image. The choice of paper stock, print colors and printing method all contribute to a positive look and feel. Letterhead and envelope designs are demonstrated here.

Printing of letterhead, envelopes, mailing labels, and all other materials for correspondence is handled through a central source. Send a completed request form to Sharon Popp x 5224 to order these materials for your business unit.

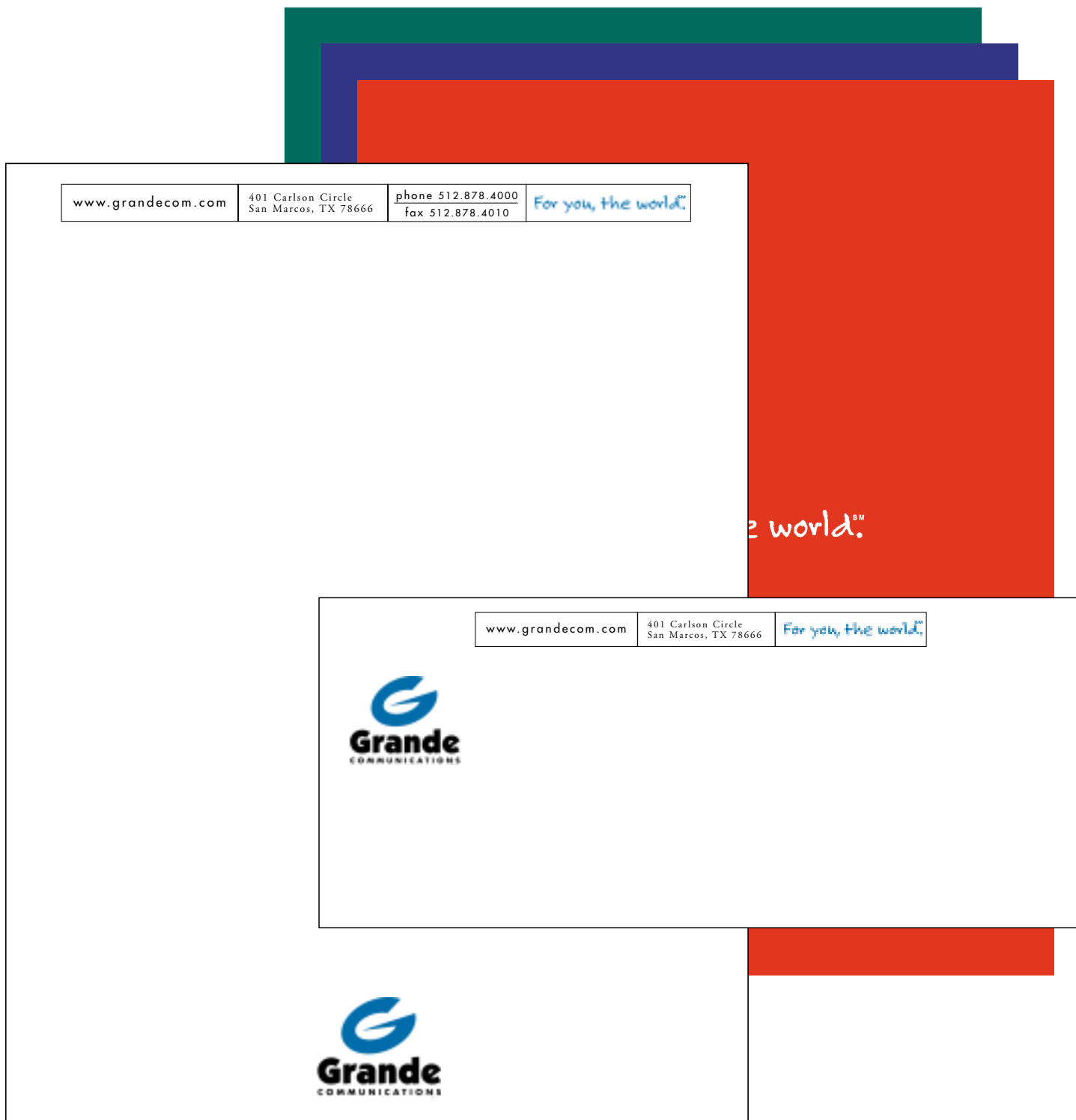
Letterhead, envelopes, and mailing labels

The letterhead, envelopes, and mailing labels are all part of a coordinated system for interfacing through the mail with the our customers and friends. In general the look and feel of the system is clean and white using simple bold colors. The clean white color accentuates the primary palette of Grande Blue, Black and Gray. The backside of the letterhead is a tool to display the advertising tagline of "For You The World" and demonstrate a bold hit of one of the Secondary Palette colors. This provides an element of surprise when the recipient of correspondence opens one of our clean white envelopes. They are met with a bright hit of color.



(CONTINUED...)

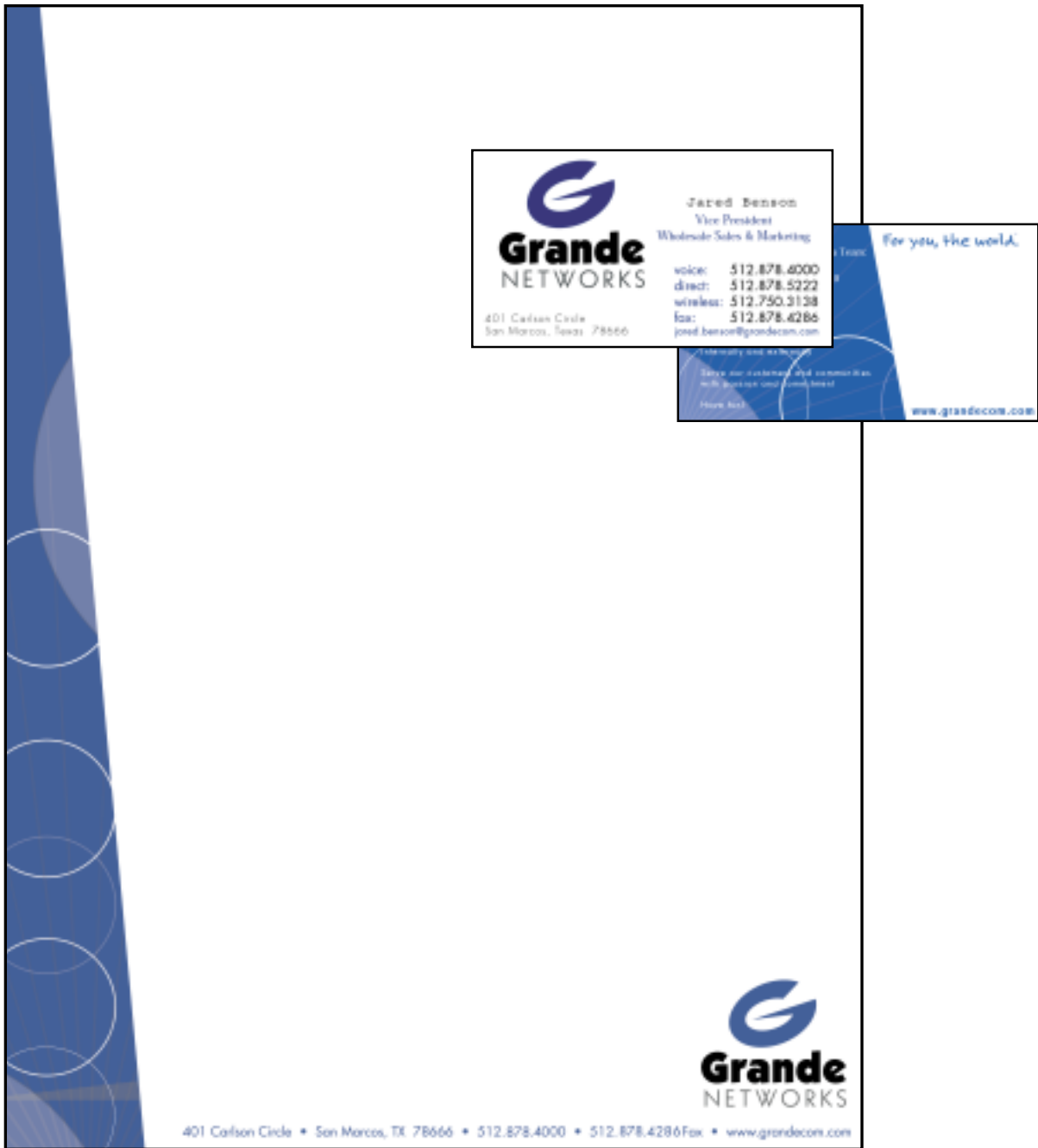
(III-k. Stationery)



- the Grande Communications Stationery System

(CONTINUED...)

(III-k. Stationery)



- the Grande Networks Stationery System

(CONTINUED...)

III-I. Faxes and Memos

Suggested formats for memos and faxes are provided here. These form designs are not mandatory, but are provided as a convenience to you. Templates are included in the digital files section of these guidelines, which you can use to create documents and print directly to your laser printer.

www.grandecom.com	401 Carlson Circle San Marcos, TX 78666	phone 512.878.4000 fax 512.878.4010	For you, the world.™
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FAX

The information contained in this facsimile is privileged and confidential. It is intended for the use of the individual or entity named below. If you have received this transmission in error please notify us by telephone collect and return it to us at the above address. Thank you.

To:

Fax #:

Company:


Date:

From:

Phone #:

Pages including cover:

Notes:



Grande
COMMUNICATIONS

- a Grande FAX Coversheet

(CONTINUED...)

(III-I. Faxes and Memos)

www.grandecom.com	401 Carlson Circle San Marcos, TX 78666	phone 512.878.4000 fax 512.878.4010	For you, the world. [®]
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MEMORANDUM

TO: [name, title]
FROM: [name, title]
DATE: [month, day, year]

RE: **HEADLINE** [title of memo]


 This is the body of the memo...

Subheading (if applicable, left justified)

 This is the body of the memo...

Subheading (if applicable, left justified)

 This is the body of the memo...


Grande
COMMUNICATIONS

- a Grande Memo

(CONTINUED...)

III-m. News Releases

The authorized format for all news releases issued by Grande Communications and any of the business units is displayed as follows. Releases may be laser printed on letterhead or on white paper with the black logo.

www.grandecom.com	401 Carlson Circle San Marcos, TX 78666	phone 512.878.4000 fax 512.878.4010	For you, the world.™
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NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Anne Tiedt, TateAustin
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atiedt@tateaustin.com

Rita Garza, Grande Communications
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rita.garza@grandecom.com

GRANDE COMMUNICATIONS' AUSTIN OFFICE NAMES NEW SENIOR MANAGERS OF SALES AND CALL CENTER AND NEW DIRECTOR OF FIELD OPERATIONS


Kevin Brodwick, J.D. Callahan, Tom Gridley, David Whiting and Bill Starks to Join Grande's Growing Austin Team

AUSTIN, TX — February 15, 2001 — Central Texas-based broadband company Grande Communications announced today the appointment of Kevin Brodwick and J.D. Callahan as senior managers of sales, Tom Gridley as director of field operations, David Whiting as director of special projects and Bill Starks as senior manager of the call center for the Austin region. All of these new hires will serve Grande's Austin-area customer base from Grande's Austin office.

Kevin Brodwick comes to Grande with more than nine years experience in sales, marketing and management. He most recently served as the regional manager for the Austin branch of Infracore Corporation, and as a senior business development executive for Dell Computer Corporation. During his time with Dell, Brodwick launched one of the most successful corporate employment purchasing programs in Dell history.

Jon "JD" Callahan joins Grande as senior manager of sales. Most recently, Callahan held the position of director of inside sales at ConnectSouth Communications. Prior to his experience with ConnectSouth, he served as a sales manager for MCIWorldcom, where he was responsible for the hiring, management and development of 120 sales professionals.

(more)



- a Grande News Release

(CONTINUED...)

(III-m. News Releases)

Boilerplate Language

Every Grande news release should contain the current authorized boilerplate statement at the end. At the time of publishing of these guidelines, the boilerplate text is as follows. Please verify that you are using the most current boilerplate text.

"About Grande Communications

Grande Communications is building a ground-up deep fiber broadband network to homes and businesses. Grande will deliver high-speed Internet access, local and long distance telephone and cable television entertainment services over its own advanced broadband network to communities in Texas. Grande's service area will include the Austin metro area, San Marcos, New Braunfels, San Antonio and the Houston metro area.

Grande's wholesale service division, Grande Networks, serves the integrated communications needs of other service providers and carriers by providing the underlying network products, services and professional support staff for carriers, ISPs, CLECs, VolPs, ESPs and ASPs through Grande's ATM, voice and data switching platforms and SONET/fiber networks.

For more information, visit the company's Web site:
<http://www.grandecom.com>."

(CONTINUED...)

III-n. Presentations

All Grande Communications internal and external presentations should reinforce the Grande brand image. This can be accomplished simply by following a few standard formatting rules. As with external business communications, only official fonts should be used (Helvetica, Arial, Times). With horizontal page sized presentation formats (such as in Microsoft PowerPoint) always leave a 2" white band across the bottom, and center the logo therein at a reasonable size to allow for ample white space around it (no smaller than 1" tall). The field above may either be filled with a graphic or a colored background, or left white, but always leave the white band across the bottom for consistent Grande branding.



- a Grande Presentation Template (gray area is for content)

(CONTINUED...)

III-o. Sponsorships

Grande Communications is an active member of the communities we serve. In this role, Grande Communications is often included in printed documents, event materials, banners, and signs.

While Grande's role or level of participation in external events varies, the Grande brand presentation must remain consistent. The following instructions outline the proper use of the Grande Communications name and logo. No modifications are acceptable.

The Grande logo must always rest in ample white space according to the logo rules mentioned beforehand in section III-g. If the logo is used on signage or presentations with a colored or graphic background, the logo must rest in a white knocked-out square, as seen below. If the sponsorship is accompanied by a title (i.e. "gold sponsor," "premiere sponsor," etc.) then the title should be set in Garamond, all lower case, no smaller than 10 point in size, and with 10 points kerning between the letters. This title must be placed below the logo as shown below:



SECTION IV. Marketing Materials

- a. Grande Pioneer Spirit Campaign
- b. Visual Cues
- c. Messaging Points
- d. Campaign Tone



IV-a. Grande Pioneer Spirit Campaign

Grande's current residential and small business campaign theme is built around the idea of "Pioneer Spirit."

The campaign is directed to residents and businesses who are within a six month window of "build-out," and prospects who are already in a Grande service area.

For the most part, they will have been recently exposed to Grande. In some cases they will have seen the Grande cable installation activities in their neighborhood and may have received some kind of direct communication from Grande in the form of a direct marketing piece, or actual contact with an installation crew.



- a Grande "Pioneer"

(CONTINUED...)

(IV-a. Grande Pioneer Spirit Campaign)

A primary characteristic of Grande “early bird customers” is that they are more motivated than others to try a new internet/phone/cable option, because:

- **They are by nature early adopters of new services.**
They enjoy being on the “cutting edge” of product and service consumption. They are less risk-adverse than other consumers in their neighborhood, and less fearful of change.
- **They have had a negative experience with one or more of their existing telecommunications and cable providers.**
They are motivated to change as a way to “right the wrong.”
- **They see Grande as a valuable new presence in their neighborhood.**
In particular, they may view Grande’s presence as a positive indicator of the “free market” working in their neighborhood. Choice is positive.

In each of these cases, we believe these consumers can be characterized as “pioneers.” They are the leading edge of acceptance in our service market areas. They have an affinity for Grande because the company is also pioneering something new and improved in their neighborhood.

That “pioneering” affinity is what we want to exploit in the new campaign. Creating a sense of shared “adventure” that will be enjoyed by both the customer and Grande.

(CONTINUED...)

(IV-a. Grande Pioneer Spirit Campaign)

What is the campaign promise that addresses both the customer's needs and Grande's immediate marketing issues?

Key Sales Message...

A shared "pioneering experience" in which early-bird customers are rewarded for their pioneer spirit by getting something that other consumers do not have—the Grande experience.

The "something" they get may be tangible, in terms of a savings. But at a higher level, they get the reward of knowing they are receiving something special, and that they are being taken care of in the Grande way. They should feel, "I am Number One in the Grande book. I am a pioneer, like Grande."

Grande is an innovative pioneer, constantly improving telecommunications and entertainment options for Texans. Our customers are pioneers, who enjoy early adopter advantages, getting a better deal than they've ever gotten before. They want a better experience.

How do the Grande products and services support this sales message?

Reasons to Believe

- A one-to-one sales approach that emphasizes the shared adventure.
- Introductory pricing on services.
- Neighborhood presence of Grande – supported through events, the G-Force mobile interactive experience, etc.
- Grande's product enhancements deliver clear advantages over competitive offerings.
- Related to the above, Grande has the most advanced fiber-optic network in the country.
- Grande offers a choice in a category in which there hasn't been much choice before.
- The bundle product is currently a unique offering.
- Grande is owned and operated in Texas—we are neighbors to our customers.

(CONTINUED...)

IV-b. Visual Cues

Pioneer Spirit will be distinguished by the inclusion, arrangement and balance of specific visual elements. Pioneer Spirit marketing materials will include the following visual components:

Headline Visual Treatment

Pioneer Spirit Headlines should be typeset in a manner consistent with the Grande brand guidelines.

Example:

THIS IS A HEADLINE

Futura Reg.

All caps. No initial caps.

14-20pt. type with 10pt. kerning.

Personality Photograph

Photos will serve as the key visual element. Photography must be selected from the Grande Pioneer Spirit photography library, and must not be altered in any way. Photographs may be cropped as necessary for inclusion in specific printing formats only after approval by the Grande marketing department.



- a Personality Photograph

(CONTINUED...)

(IV-b. Visual Cues)

Layout/Design Grid

These are examples of the visual template for all Pioneer Spirit marketing materials. The Pioneer Spirit Layout includes a consistent graphic treatment of headline, key visual, logo, and copy field.

	<p>⋮ WHEN IT COMES TO COMMUNICATIONS, WHY ORDER A SLICE WHEN YOU CAN HAVE THE WHOLE PIE?</p>						
<p>GRANDE'S VALUE SYSTEM</p> <p>We will individually and as a team:</p> <ul style="list-style-type: none"> Work cooperatively delivering what we said we would Be honest and truthful – showing respect for others Be easy to do business with – internally and externally <p>Serve our customers and communities with passion and commitment</p> <p>Have fun!</p>							
	<table border="1"> <tr> <td data-bbox="847 1312 987 1346">JUDY</td> <td data-bbox="987 1312 1166 1346">⋮ bakery pioneer</td> <td data-bbox="1166 1312 1404 1346">Grande Customer</td> </tr> <tr> <td colspan="3" data-bbox="847 1346 1404 1486"> <p>Say hello to Grande Communications - a Texas pioneer in service, innovation and value.</p> </td> </tr> </table>	JUDY	⋮ bakery pioneer	Grande Customer	<p>Say hello to Grande Communications - a Texas pioneer in service, innovation and value.</p>		
JUDY	⋮ bakery pioneer	Grande Customer					
<p>Say hello to Grande Communications - a Texas pioneer in service, innovation and value.</p>							
<p>CALL FOR MORE INFORMATION:</p> <p>AUSTIN 512.220.4880</p> <p>SAN ANTONIO 210.320.4880</p> <p>SAN MARCOS 512.878.4880</p> <p>www.grandecom.com</p> <p>Se habla español. XXXXXX</p>							
<p>WORLD HEADQUARTERS</p>	<p>San Marcos, Texas</p>						

- Grande Pioneer Spirit Design Grid

(CONTINUED...)

IV-c. Messaging Points

Grande Pioneer Spirit Campaign messaging points will establish cohesive content, and will provide consumers a clear call-to-action and reason-to-believe. Pioneer Spirit marketing materials will generally focus on one key message point per piece. In each Pioneer Spirit marketing piece, the messaging point must be clearly defined in the headline, and must be explained in consumer-relevant language in the text. All Pioneer Spirit messaging points must be consistent with the overall Grande marketing strategy, and must be consistent with Grande's value system.

**BORN IN TEXAS
WITH ROOTS A DECADE OLD**
We're Grande Communications, and we're offering Texas-sized values for Internet, phone, and cable services. Born and raised in San Marcos, Texas, we're not just a communications company; we're your friendly Texas neighbor committed to delivering the highest quality services at the absolute best value.

ONE GRANDE BUNDLE OF VALUE
At Grande, we offer the ideal combination of high-speed Internet access, local and long distance telephone service, and a wide variety of cable TV options – all from one company. That means that you choose your combination of services, and we deliver them to you at the best possible prices, together on one convenient bill.

WE CAN'T WAIT TO MEET YOU
Grande representatives will help you determine which services are the best fit for your family. Call our local offices today to schedule an appointment. Or visit us on the web at www.grandecom.com.

Grande
INTERNET PHONE CABLE
For you, the world!

- Grande Pioneer Spirit Messaging Points

(CONTINUED...)

IV-d. Campaign Tone

The Grande Pioneer Spirit Campaign messaging tone will connect with potential customers, and set Grande apart from competitors. The Pioneer Spirit tone must walk a line between newsworthy information and entertaining sales language. To accomplish this, all Pioneer Spirit marketing materials must be concise, true to our message, consumer-relevant, and must exude Pioneer Spirit.

Headline Tone

Pioneer Spirit pieces will feature a headline that verbally connects the Grande benefit to the target audience through clear, concise language. Headlines should be written in a tone consistent with the Pioneer Spirit campaign. They should not contain directly competitive claims, or derogatory language. Pioneer Spirit headlines should provide the framework for specific messaging within each marketing piece.

∴ FINALLY, INTERNET,
PHONE, AND CABLE IN ONE
TIDY LITTLE PACKAGE.

Say hello to Grande Communications -
a Texas pioneer in service, innovation and value.

WESLEY ∴ delivery pioneer Grande Customer ∴

- Grande Pioneer Spirit Headline

SECTION V. Digital Files on This CD

These digital files are provided for use in Grande communications and marketing materials. If you have any questions about the appropriateness of a particular use, please consult with the Grande brand management team.

Word Files

Gfax.doc (Grande Fax Cover)

Gmemo.doc (Grande Memorandum)

Grelease.doc (Grande News Release)

Graphic Files

Grande Communications Logos

GcLogo_C.eps (Logo for use in Coated PMS ink)

GcLogo_U.eps (Logo for use in Uncoated PMS ink)

GcLogo_BLK.eps (Black Logo)

GcLogo_P.eps (Logo for use in 4-color Process)

Horizontal formats:

GcLogoH_C.eps

GcLogoH_U.eps

GcLogoH_BLK.eps

GcLogoH_P.eps

(CONTINUED...)



(V. Digital Files on This CD)Grande Retail Logos

GrLogo_C.eps (Logo for use in Coated PMS ink)
GrLogo_U.eps (Logo for use in Uncoated PMS ink)
GrLogo_BLK.eps (Black Logo)
GrLogo_P.eps (Logo for use in 4-color Process)

Horizontal formats:

GrLogoH_C.eps
GrLogoH_U.eps
GrLogoH_BLK.eps
GrLogoH_P.eps

Grande Networks Logos

GnLogo_C.eps (Logo for use in Coated PMS ink)
GnLogo_U.eps (Logo for use in Uncoated PMS ink)
GnLogo_BLK.eps (Black Logo)
GnLogo_P.eps (Logo for use in 4-color Process)

Horizontal formats:

GnLogoH_C.eps
GnLogoH_U.eps
GnLogoH_BLK.eps
GnLogoH_P.eps