

# City Brochures

## Introduction

If you're just getting started in a new city these are the marketing materials for you.

These guides are designed as white label materials for you to use to market the CityFibre network to your prospects and customers. Each guide is focused on an individual city and contains details about our network, some general facts and information about gigabit speed connectivity and its impact on a city.

### Target audience

Any end user SME you're targeting to sell CityFibre connections to

### How to use these brochures

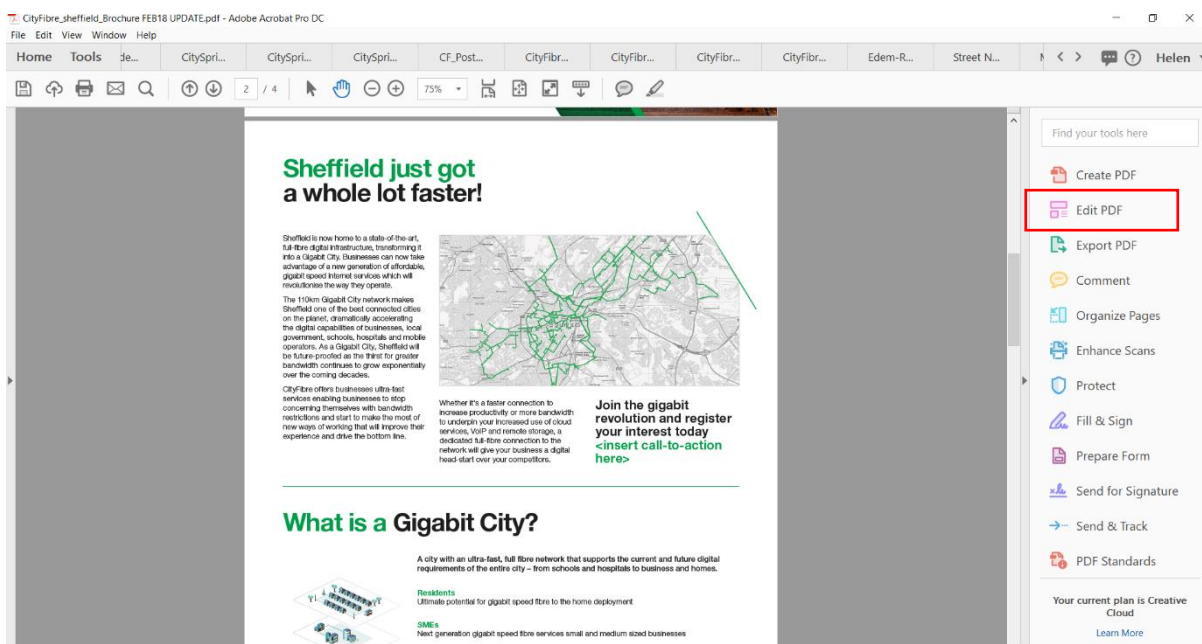
Each guide is available as a pdf, and can be edited to add in your own sales messages, call-to-actions or company logos.

You can also use copy blocks from this document in your own materials (but please be aware of the notes on imaging rights at the end of this document).

## How to edit PDF's:

To edit a PDF, you will need at least the Pro version of Adobe Acrobat DC. This will allow you to edit both text and imagery in a standard pdf.

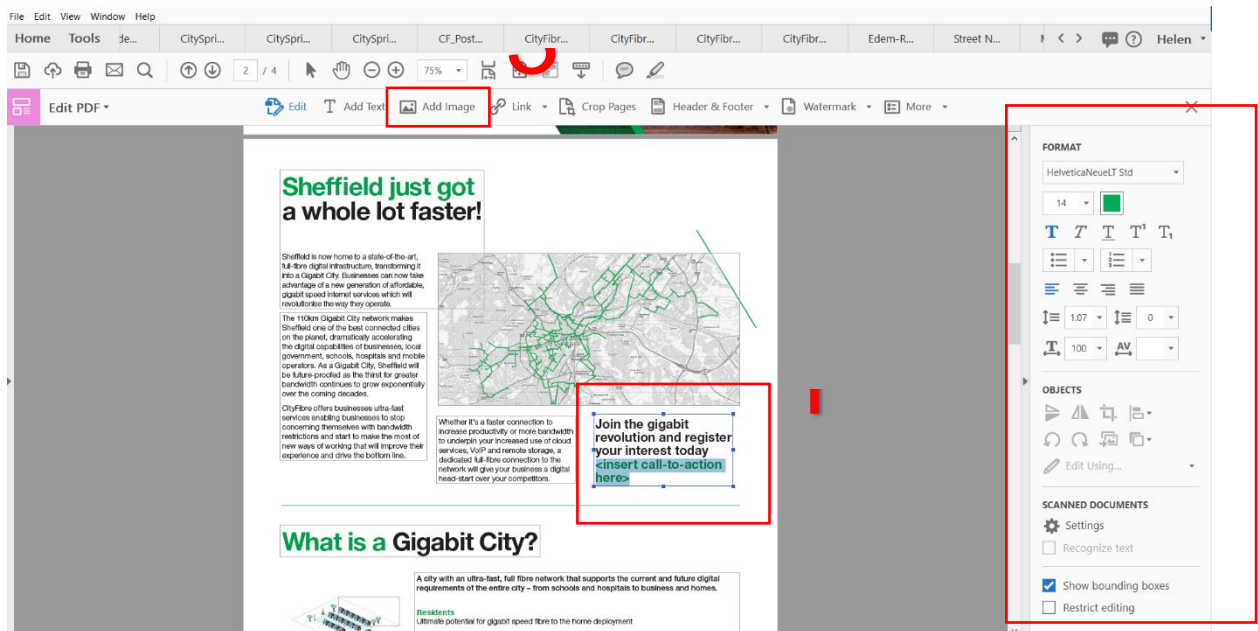
Open the file in Adobe Acrobat DC Pro, and select Edit PDF.



See the below screen grab with the following instructions:

- (1) Simply click inside one of these areas to edit the text in that area. The formatting will stay the same as the document default
- (2) Use this toolbar to make any formatting changes to the content in the selected box

(3) Click here to add any images, such as logos, to the document



We've highlighted a number of areas for you to edit:

**Call-to-action (Inside left, back page)** – Use your website/landing page link here.

**City names below “What is a gigabit City” (Inside left)** – Enter the names of the cities you are engaging in

**Quotes (Various)** – You may want to add in your own quote, or a quote from a connected customer in the area.

**Add logo** – Use the add image button to add your logo on the front cover or the back cover where appropriate.

## Other formats

**Please note** – this file can also be made available in a Powerpoint format. Please contact your marketing representative if you require this format and we can make this available to you.

## Fonts and images

We use Helvetica Neue in all our materials. If you need to download this font for consistency you can find it here: <https://www.myfonts.com/fonts/linotype/neue-helvetica/>

Weights used: 45 Light, 65 Medium, 75 Italic

*Please note that all images in this document are licenced to CityFibre. You are able to use them in any document that contains the CityFibre logo, however, please do not use these images in your own materials without first buying the appropriate licence for their use.*