

This guide outlines the proper usage of several corporate identity elements. It is a tool to help maintain a consistent look and feel in all Actiance™ corporate communications. The consistent use of the elements of communications, including our logo and all trademarks, help ensure the stability and recognizability of the Actiance brand worldwide. If you have any questions concerning the use of any of these elements, please contact the Actiance corporate communications department. All Actiance brochures, datasheets, other collateral, advertisements, tradeshow graphics and exhibits, news releases and direct mail must be approved by corporate communications.

Our Company Name:

The company name is Actiance, Inc. When written, it should be spelled with an uppercase “A” (e.g., “the Actiance website” or “Actiance Vantage”). However, the Actiance logo has a lowercase “a”.

Corporate Logo Usage

The Actiance Logo

The Actiance logo is a key element of our corporate identity –it is the visual representation of our company and the Actiance brand. The colors are black and red (PMS 485U/485C). The Actiance logo may be reproduced using only the following approved logo color schemes:

Two-color logo: black and red



One-color (black)

logo: Black and 55% black on a white background, or white and 40% black on a black background. If a tint of black cannot be used, the logo can be all black on a white background or all white on a black background.



One-color reversed logo:

White and red logo on a black background, or black and white on a red background.



LOGO DETAILS

The Arrow

The Arrow is what we call this vital part of our corporate branding logo. It is also allowed to be used as a “bullet point” in appropriate text and PowerPoint presentations.



The Arrow is permitted to be used in a color background block called the Arrow Motion at the top of this sheet.

Logo Clear Space

To maintain the logo’s visual integrity, the area around the entire logo should be clear of elements such as type, photographs and other symbols. The minimum clear space required is equal to X (the height of the Actiance logomark). The entire logo should be surrounded by clear space as indicated in the diagrams below.



Minimum Size

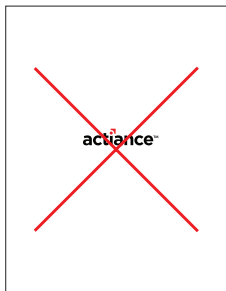
The minimum size of the entire logo on any printed material is 1” wide (72 pixels for online use).



Incorrect Logo Usage

There are a number of ways that the Actiance logo may be used incorrectly. Following are some examples to avoid:

- Altering the corporate colors
- Disproportionately adjusting the size of the logo or distorting the logo in any way
- Placing the logo on a background with a similar color value
- Placing the logo on a patterned background
- Moving elements within the logo
- Using elements from the logo as a graphic or in combination with any other type or graphic
- Centering the logo on a page layout (logo should be left- or right-justified on a page whenever possible)
- Using the word Actiance as a graphic element without the logomark



CORPORATE COLORS

Primary Colors

Black

When printing on a 4-color press, please use the following:

```
C: 0 M: 0 Y: 0 K: 100
```

Another option—if appropriate—is the use of a “rich black” in 4-color printing where a small amount of cyan, magenta, and/or yellow is added to the black. This gives the black a richer appearance. Appropriate uses of the logo are when it is over 3” wide, display type (72 points or larger), or large areas of black.

A 4-color mix for a “rich black” is as follows:

```
C: 30 M: 30 Y: 0 K: 100
```

For Word and PowerPoint, please use the following:

R: 0 G: 0 B: 0

For website and HTML coding, please use the following:

R: 0 G: 0 B: 0

HTML: 000000

Red

```
PMS 485U
PMS 485C
```

C: 0 M: 99.4 Y: 100 K: 0

For Word and PowerPoint, please use the following:

R: 210 G: 0 B: 0

For website and HTML coding, please use the following:

R: 236 G: 30 B: 36

HTML: EC1E24

Copyright and Trademarks

Actiance has trademarks on the following properties:

Actiance and the Actiance logo

The first appearance of a trademark property in the body copy should be followed by the trademark symbol TM or by (TM). Subsequent appearances in the same document need not be marked. The trademark symbol is not applied on appearances in headlines, subheads and captions.

The following copyright and trademark information should be placed on all public information, such as the Company Fact Sheet:
© 2011, Actiance, Inc. All rights reserved. Actiance and the Actiance logo are trademarks of Actiance, Inc.

The following copyright and trademark information should be placed on all confidential documentation, such as the Executive Summary, Corporate Profile and technical documentation:
Confidential and Proprietary © 2011, Actiance, Inc. All rights reserved. Actiance and the Actiance logo are trademarks of Actiance, Inc.

The following copyright and trademark information should be placed on the PowerPoint cover:
Confidential and Proprietary © 2011, Actiance, Inc. All rights reserved. Actiance and the Actiance logo are trademarks of Actiance, Inc.

The following copyright information should be placed on all PowerPoint slides:
Confidential and Proprietary © 2011, Actiance, Inc. All rights reserved.

Typography Usage

These fonts should be used for body copy and headlines in print materials.

Trade Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

These fonts should be used for all Web or electronic files.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Verdana
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Typography Style Usage

The Actiance standard fonts for use in these applications are Trade Gothic and Trade Gothic Bold:

- Advertisements
- Brochures
- Trade show graphics
- Sales and collateral materials
- Direct mail

The Actiance standard fonts for use in these applications are Arial and Verdana:

- Web
- Email
- Microsoft Word
- Microsoft PowerPoint
- Any electronic files