

# Wyse Technology Inc.

## **CORPORATE IDENTITY GUIDELINE**

Our Corporate Identity Program has been designed to provide consistency throughout all media of communication including correspondence, signage, advertising, sales promotion, collateral materials, etc. The importance of consistency in the appearance of the items throughout the corporation cannot be overemphasized. Consistent application will provide a coherent and cohesive image for Wyse throughout the world and will enhance our brand value. In addition, it will help us maintain our trademarks in good standing with the United States Patent and Trademark Office and similar government bodies elsewhere throughout the world.

Conformity to these specifications is most important to convey an image of professionalism to current and future Wyse customers and to the public.

This guideline covers many applications for the corporate identity, but where there is doubt as to proper usage, please consult the Marketing Communications Department at [webmaster@wyse.com](mailto:webmaster@wyse.com).

## **WYSE LOGO GUIDELINES**

The Wyse Technology Inc. logo must appear exactly as shown in the artwork. It must never be redrawn, repropotioned, or modified in any aspect of its configuration for any reason. Alteration of the logo weakens its ability to communicate and endangers its protectability.

The Wyse logo, shown below, is the only official design that can be used.



## REPRODUCTION OF THE LOGO

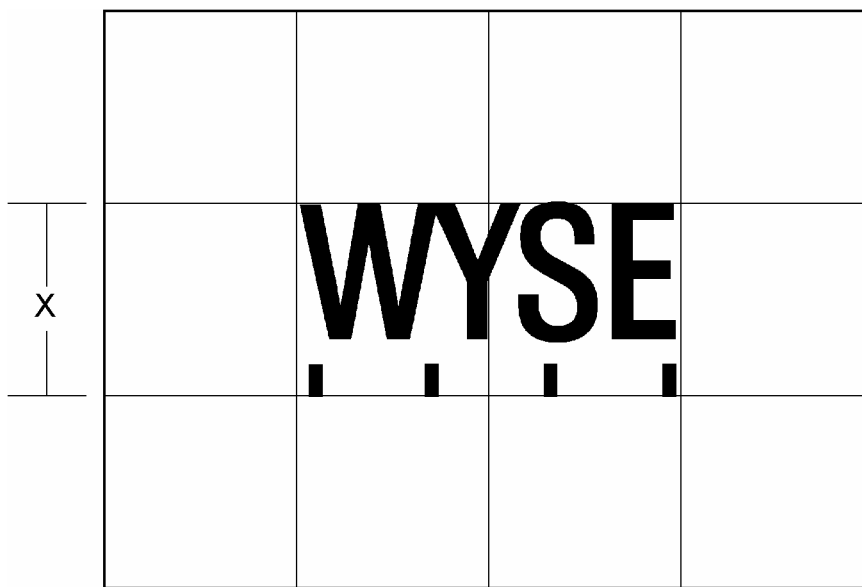
Wyse Marketing Communications can provide the Wyse and Winterm logos in a variety of resolutions and file formats. Please contact the Marketing Communications Department at [webmaster@wyse.com](mailto:webmaster@wyse.com) with your requirements.

## AREA OF ISOLATION

For the logo to communicate effectively, it should never be crowded. The Wyse logo is seen at its best when reproduced in an area free of clutter or complication. This is known as “clear space”, an area free from visually distracting elements such as copy, photos, patterns, or other design elements.

The basic unit of measurement for determining clear space is defined as the distance from the top edge of the “Wyse” to the bottom edge of the “tick marks” as shown in the figure below. A minimum of 1X (see example) must remain clear on all four sides of the logo regardless of the logo’s size.

Elements cannot be allowed to encroach upon this minimum space. There is no maximum space requirement.



When the guideline does not specify the exact position for proper placement of the logo, place it in a prominent position and observe the area of isolation. Never superimpose on or reverse out, the logo in an area of a photograph where the background image conflicts with the logo. Instead, position the logo over a solid/uncluttered area large enough to maintain the required area of isolation.

## WINTERM LOGO GUIDELINES

The logo for Winterm products must be treated the same as the Wyse logo, the regulations for their usage are the same as those for the Wyse logo itself.

This is the official Winterm logo. It should be used whenever you are producing materials that include Winterm thin clients. As you can see, the logo is all black and should never be reversed from this format (i.e. the letters should never be black).



This artwork must be obtained from the Marketing Communications Department and must observe all the rules of clear space, etc., that are listed on the previous pages for the Wyse logo.

## LOGO COLORS

In order to preserve the integrity of the logo, only reproduction art supplied by the Wyse Marketing Communications Department may be used in any application. The logo consists of the word Wyse with four tick marks positioned underneath. It must be reproduced exactly as provided in the following colors:

PMS 116C	(yellow for coated stocks)	Tick marks only
PMS 109U	(yellow for uncoated stocks)	Tick marks only
PMS 424C	(gray for coated stocks)	Logo type only
PMS 424U	(gray for uncoated stocks)	Logo type only

When the corporate colors are not used, the logo must be printed in only one color:

Solid Black	(not screened)
Light gray	PMS 424C or PMS 424U
Dark gray	PMS 432C or PMS 432U

Optional treatment:

- May be printed in a dark solid color on two-color pieces
- May be reversed out of a solid color to white

## LOGO USAGE

- Do not alter or distort the basic letter style
- Do not alter or distort the height-to-length relationship of the logo
- Do not alter the number or shape of the tick marks
- Do not use the logo against complex, irregular, or ornate backgrounds
- Do observe the area of isolation guidelines
- Do not flex or bend the logo
- Do not alter the distance between the logo type and the tick marks
- Do not alter the ratio of the logo type to the tick marks
- Do not incorporate the logo into a sentence, headline, or name
- Do not combine the logo with any other object, including but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols
- Do not reproduce the logo by any method which hampers integrity or legibility
- Do not add artistic designs or embellishments to the logo

### **NEVER**

The design of the logo must **never** be altered. The logo type was not created in a particular font. Even though it looks similar to several type faces, it is unique. These elements form a unit which cannot, and may not, be recreated with just type and boxes.

The tick marks **cannot** be changed in size, shape, or number.

The Wyse logo must **never** be used with, or incorporated, into any other logo or symbol.

The logo type must **never** be rearranged in a vertical or stepped pattern.

The logo must **never** appear on an angle, in outline form, as a full-bleed design, or with a shadow or highlight effect.

The logo must **never** be used as a word in text copy, or as part of a title, heading, caption, etc. When the name Wyse appears in such ways, it should be in the same typeface and style as the body text.

The logo must **never** be combined with any other object, including but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols.

The logo should always be reproduced from original artwork available through the Marketing Communications Department or the Press Center page of wyse.com (<http://www.wyse.com/about/media/index.htm>). It should never be reproduced by hand, in other type faces, or by redrawing in desktop publishing systems.

## TYPEFACES USED BY WYSE

Trade Gothic      (Arial when Trade Gothic is not available)  
Minion              (display font)

## WEB SITE STANDARDS

In order to maintain consistent brand identity for Winterm products and Wyse Technology Inc., Wyse Authorized Reseller and Distributor websites are subject to specific graphic and content standards when referencing or promoting Winterm products or Wyse Technology Inc.

## GRAPHIC STANDARDS

Wyse logo or product graphics in web-ready format are available from the Wyse Webmaster at [webmaster@wyse.com](mailto:webmaster@wyse.com), or Press Center page of wyse.com (<http://www.wyse.com/about/media/index.htm>). Any Wyse logo or product images used on an Authorized Winterm Reseller and Distributor website must be obtained from these sources. Creating new graphics utilizing any Wyse logo or product photo is not acceptable.

## TRADEMARKS

The appropriate footnote must appear when any of the Wyse registered trademarks or trademarks are used. They are listed below.

Wyse, WY, and WyseWorks are registered trademarks, and Winterm, Wyse Expedian, and Alcatraz are trademarks of Wyse Technology Inc. Rapport is a registered trademark of Rapport Technologies Inc., a division of Wyse Technology.

Note: There is **no** comma between "Technology" and "Inc." The appropriate full company name is "Wyse Technology Inc." rather than "Wyse Technologies."

## GRAMMAR

These simple rules must be used in order to protect a trademark. The danger of not following these rules results in a generic category instead of a particular brand, which threatens our trademark strength. Examples of this are Kleenex tissues, Band-aid bandages, and Windex glass cleaner.

Trademarks must be used as proper adjectives in all advertising and communications.

- Trademarks should never be used as nouns or verbs. To do so damages the integrity of the trademark.
- Never pluralize a trademark.

- Never use it as a possessive.  
See below for examples.

## SPECIFIC TRADEMARK REQUIREMENTS

### **Do:**

- Use the Winterm logo and the phrases:  
Winterm™ terminals  
Winterm™ family of thin clients
- The sentence “If you want it done right, use a Winterm™ terminal,” shows the correct use of the Winterm trademark .
- ™ must be used after Winterm in all advertising or broad communications such as catalogs, mailings, and signage at the first usage of the name and each distinct unit of text thereafter.
- Rapport® device management software

Rapport is a registered trademark of Rapport Technologies Inc, a division of Wyse Technology Inc.

- Wyse Expedian™ software
- Alcatraz™ software
- Wyse™ software

Wyse™ is only used in conjunction with software products, except for Wyse Expedian™, a two-word trademark.

- Wyse® Winterm™ thin appliances

Wyse® is only used in conjunction with hardware products, such as Wyse® Winterm™ products (incorrect: Wyse® Technology Inc. is the market leader; correct: Wyse Technology Inc. is the market leader)

Rapport should never be used as "our Rapport is great!" but "our Rapport software is great!". Another example would be "Rapport gives you powerful...." is WRONG. "Rapport client management software gives you powerful..." is RIGHT. Ditto for Alcatraz and Wyse Expedian

### **Don't:**

- Never capitalize the “t” in Winterm (i.e. do not print WinTerm)
- Never pluralize the trademark Winterm (i.e. do not print Winterms), instead use Winterm thin clients, Winterm terminals, Winterm products, Winterm models, etc.