



A strong corporate identity strengthens a company’s image, creating a positive and lasting impression. It is as important as the products we make. An identity is the total effect of our logos, products, brand names, trademarks, advertising, brochures and presentations. This style guide was developed to help you present the Vormetric identity consistently and correctly.

The guidelines in this document provide a unified and visible means of identifying Vormetric to our partners, customers, employees, the financial community and all others who help shape and share in our performance. Inconsistency degrades the value of our identity. Please help us by reading and following these guidelines.

Please direct any questions you may have on the usage of our corporate identity to our marketing department. You may find the most recent copy of this document at the Vormetric website at www.vormetric.com/news/VormetricStyleGuide.pdf.

Thank you.

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Correct Vormetric Logo Usage

The Vormetric logo should be readily seen and positioned so it is not diluted by other words or visual elements. Do not alter or distort it in any way.

Please leave a minimum 3/8" blank clearance around the logo.

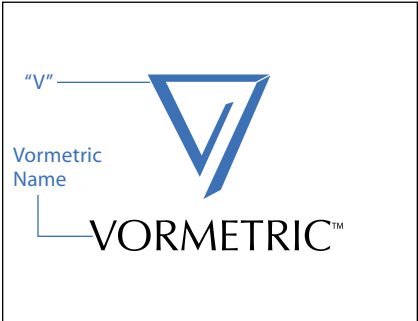


The logo may appear in these colors: black, white, or Vormetric's blue (PMS 300). For pre-approved promotional items, the logo may be reproduced in metallic gold or metallic silver. The logo may not be reproduced in any other color.

BLACK & WHITE LOGO

Please use the black and white logo only when necessary.

When the logotype is in black, the background color tone value must be equivalent to less than 40% gray scale. When the logotype is reversed to white, the background color tone value must be equivalent to more than 50% gray scale.



- ▽ White (or light-colored) background
- ▽ Black "V" and Vormetric name



- ▽ Black (or dark-colored) background
- ▽ White "V" and Vormetric name

COLOR LOGO

Please follow the same guidelines for background color tone values given above for a black and white logo.

The logotype colors are PMS 300 blue and black. These are the only acceptable colors for two-color reproduction of the logotype.

If the logo is to be printed using a four-color process method, the colors are as follows:

Color	C	M	Y	K
PMS 300	100	44	0	0
80% PMS 300	80	35	0	0



- ▽ White (or light-colored) background
- ▽ PMS 300 "V"
- ▽ Black Vormetric name



- ▽ Black (or dark-colored) background
- ▽ PMS 300 "V" at 80%
- ▽ White Vormetric name

Incorrect Vormetric Logo Usage

Here are some examples of what should **not** be done to the Vormetric logo. Please make every effort to adhere to the logo's correct style and colors.

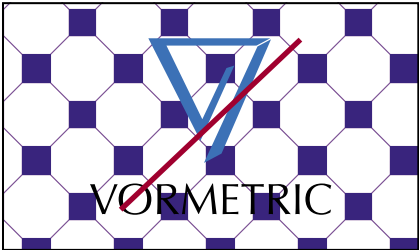
WRONG PROPORTIONS OR COLORS



INADEQUATE CLEARANCE AROUND THE LOGO



BUSY OR LOW-CONTRAST BACKGROUNDS



Using the Bug

THE “BUG”

The Vormetric “V” bug may be used as a single element, separate from the logo in special circumstances, which are listed below. The bug may be used in the following color combinations:

- ▽ PMS 300 blue
- ▽ Black
- ▽ White on PMS 300 blue or Black

It is not acceptable to use the bug in any other color.



THE BUG AS A BULLET

As demonstrated in several locations throughout this document, the bug may be used as a bullet. The baseline may have to be shifted to optimally align the bug to the text.

- ▽ **Height:** 0.083"
- ▽ **Width:** 0.082"

THE BUG AS AN END SLUG

The bug may be used as an “end slug” to close an article. It may be reproduced in PMS 300 blue or in black.

malicious intrusions, fine-grain data access control, and robust auditing and reporting. ▽

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GHOSTING THE BUG

The bug may be reproduced as a ghosted image, in either PMS 300 blue at 7%, or in black, at 3% on uncoated paper and 5% on coated paper.

The bug may “bleed” off of a page. Type and art may be printed over the ghosted bug.

If the bug is ghosted on a page, the normal Vormetric logo must also appear on that page.



Trademarks and Copyrights

The following information is available as a guideline for you. As trademarks change frequently, please check our website at www.vormetric.com/company/trademarks.htm for the most up-to-date listing of Vormetric’s trademarks, registered trademarks and copyright information.

of the trademarked word in the same document.

- 2. Always use the trademark in its proper form.
- 3. Take corrective action to correct improper usage. Improper use of a trademark can result in loss of trademark rights.

VORMETRIC TRADEMARKS

Vormetric™
CoreGuard™
MetaClear™

COPYRIGHT NOTICE

© 2003 (or appropriate year)
Vormetric, Inc. All rights reserved.

COPYRIGHT AND TRADEMARK NOTICE

© 2003 (or appropriate year)
Vormetric, Inc. All rights reserved.
Vormetric, the Vormetric logo, CoreGuard, and MetaClear are trademarks of Vormetric, Inc. All other trademarks are property of their respective owners. (Optional text depending on the document):
All specifications subject to change without notice.

BASIC TRADEMARK USAGE RULES

- 1. In general, add a ™ (trademark symbol) to the first appearance of a trademarked word in your document which is not inside a header or title. It is not necessary to append a trademark symbol to subsequent mentions

Summary and Contact Information

Below is a summary of the information covered on the previous pages. For more details, please see the appropriate sections.

Logo Usage

- ▽ The corporate logo should be produced in color if at all possible. The logo colors are PMS 300 (blue) and black. These are the only colors acceptable for two-color reproduction of the Vormetric logo.
- ▽ If the logo is to be printed in four-color process, the process equivalent can be used (see page 2 for more information).
- ▽ The logo must have a 3/8" clear space around it, which includes other artwork or copy.

The Vormetric Bug

Vormetric's "V" bug can be used as a separate element, printed in PMS 300 blue, black, or white, as follows:

- ▽ As a bullet accent, as in this example.
- ▽ As a ghosted image behind other text.
- ▽ As an end slug to a closing paragraph.

Contact Information

If you have any questions about any part of Vormetric's corporate identity guidelines, please contact us. We rely on you to help us build a strong, consistent brand for a strong company.

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