



PRELIMINARY STYLE GUIDE

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Introduction

Successful branding takes our core purpose and gives it shape, form, and substance. Our new 3PAR branding reflects the 3PAR of today and of the future.

Why change? To build credibility, shift perception, and add stature.

A new class of industry is emerging where information is the primary corporate asset and success is driven by a company's ability to store, access, and manipulate massive amounts of information in a robust and cost-effective manner.

3PAR is here to service that industry.

Brand promise and attributes

Our **promise** forms the foundation of the 3PAR brand experience, defining what we do and how we do it.

"3PAR is committed to a deep understanding of how each of its clients manufacture or manage information, driving the design of utility storage systems which optimize the use of corporate information."

Our **attributes** reflect our product and how we develop relationships with clients: Robust, innovative, reliable, trustworthy, industrial.

About this style guide

This style guide is designed to help everybody in the production of our communications and plays an important role in building our brand. It has been developed as an overview only and addresses the basic toolkit — logos, color palette, typeface, and examples.

In order to maintain the integrity of our new identity and what it represents, it is important to apply all the elements of the toolkit properly and consistently across all our communications materials. The purpose of this guide is twofold: to protect the intellectual property of 3PAR against infringement and to ensure consistent representation of the 3PAR identity.

Every employee and vendor involved in the development of communications materials should read and follow the principles outlined in this style guide. Our combined efforts in conscientiously protecting our visual identity will help ensure that the 3PAR brand message is consistently expressed across all media.

Our new logo

The exhibit to the right shows the construction of our Primary Logo with Tagline.

The relationship between the symbol, the logotype, and the tagline should never be changed. The logotype is a customized and outlined version of a typeface, so you do not need to install or open a new font to print the artwork. When reproducing the logo, never substitute another font for the logotype or attempt to recreate the logotype.

Tagline usage

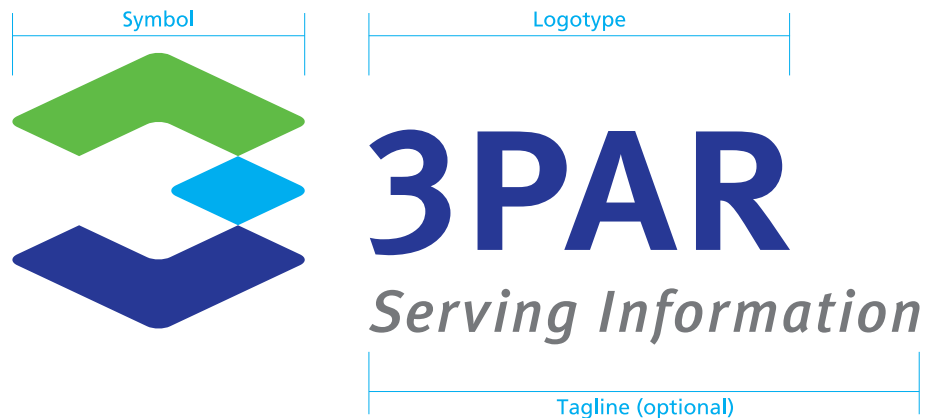
A tagline acts as an explicit description of an organization’s service or product offer. For 3PAR, the tagline is ‘Serving Information.’ Follow these basic rules for tagline usage:

Logo with locked-up tagline The lock-up (as shown to the right) establishes a fixed relationship between the logo and the tagline for use in those instances where space is limited or where 3PAR does not have complete control of the communications medium (e.g., web, email).

Logo with remote tagline All other applications may employ the logo with a remote relationship to the tagline. Here the logo is always supported by a descriptive message while ensuring it retains clear space and stature as the primary identification (e.g., on stationery).

Logo without tagline The logo may be used without the tagline where a supporting description of the 3PAR product/service is not needed (e.g., on products) or where space is very limited.

Primary Logo (with Tagline) Note: The tagline is optional with the Primary Logo. See tagline usage rules to the left.



Primary logo with tagline

Two versions of the Primary Logo with Tagline are shown on this page.

The Full Color Primary Logo with Tagline contains the four logo colors. It may be printed using four spot inks or four-color process.

The Gray Scale Primary Logo with Tagline contains solid black and screens of black. It is appropriate for applications where only one ink color (black) is available. Never use the Gray Scale Logo when the Full Color Logo is feasible. Do not reproduce this logo in colors other than black.

Digital artwork file names are shown above each logo. For more information about the logo colors, see page 10.

Full Color Primary Logo with Tagline

Spot: 3PAR_horiz_tag_PMS.eps

4/C: 3PAR_horiz_tag_CMYK.eps

RGB: 3PAR_horiz_tag_RGB.eps

Web: 3PAR_horiz_tag_WEB.eps



3PAR
Serving Information

Gray Scale Primary Logo with Tagline

4/C: 3PAR_horiz_tag_gray.eps

RGB: 3PAR_horiz_tag_gray_RGB.eps



3PAR
Serving Information

Primary logo

Two versions of the Primary Logo are shown on this page.

The Full Color Primary Logo contains three of the logo colors. It may be printed using three spot inks or four-color process.

The Gray Scale Primary Logo contains solid black and screens of black. It is appropriate for applications where only one ink color (black) is available. Never use the Gray Scale Logo when the Full Color Logo is feasible. Do not reproduce this logo in colors other than black.

Digital artwork file names are shown above each logo. For more information about the logo colors, see page 10.

Full Color Primary Logo

Spot: 3PAR_horiz_PMS.eps

RGB: 3PAR_horiz_RGB.eps

4/C: 3PAR_horiz_CMYK.eps

Web: 3PAR_horiz_WEB.eps



Gray Scale Primary Logo

4/C: 3PAR_horiz_gray.eps

RGB: 3PAR_horiz_gray_RGB.eps



Alternate logo

Two versions of the Alternate Logo are shown on this page. These two logos are less preferable than the Primary Logos and should only be used when the Primary Logos are impractical due to limited horizontal space.

The Full Color Alternate Logo contains three of the logo colors. It may be printed using three spot inks or four-color process.

The Gray Scale Alternate Logo contains solid black and screens of black. It is appropriate for applications where only one ink color (black) is available. Never use the Gray Scale Logo when the Full Color Logo is feasible. Do not reproduce this logo in colors other than black.

Digital artwork file names are shown above each logo. For more information about the logo colors, see page 10.

Full Color Alternate Logo

Spot: 3PAR_vert_PMS.eps
4/C: 3PAR_vert_CMYK.eps
RGB: 3PAR_vert_RGB.eps
Web: 3PAR_vert_WEB.eps



Gray Scale Alternate Logo

4/C: 3PAR_vert_gray.eps
RGB: 3PAR_vert_gray_RGB.eps



Reverse logo

Three reversed versions of the Logo are shown on this page: the Reverse Primary Logo with Tagline, the Reverse Primary Logo and the Reverse Alternate Logo.

Each of these logos should reverse to white out of a dark background, either 3PAR Purple or black. Do not reproduce this logo in colors other than white.

The Full Color Logos are considered preferable to the Reverse Logos. Never use a Reverse Logo when a Full Color Logo is feasible.

Digital artwork file names are shown above each logo. For more information about the logo colors, see page 10.

Reverse Primary Logo with Tagline

4/C: 3PAR_horiz_tag_white.eps

RGB: 3PAR_horiz_tag_white_RGB.eps



Reverse Primary Logo

4/C: 3PAR_horiz_white.eps

RGB: 3PAR_horiz_white_RGB.eps



Reverse Alternate Logo

4/C: 3PAR_vert_white.eps

RGB: 3PAR_vert_white_RGB.eps



Clear space

Clear space simply means keeping the area around the logo free from visual distraction. The logo should appear uncrowded and uncluttered by text, logos, and other graphic elements. The goal is to leave as much clear space around the logo as possible; in some instances, however, graphic or typographic elements may appear close to the logo.

A minimum amount of clear space, as shown in the exhibits to the right, is mandatory. These clear space rules apply to all versions of the logo.

Minimum size

The exhibits to the right show the logos at the smallest permitted sizes. These minimum size rules apply to print and onscreen applications such as the Web and PowerPoint. For guidance on other specialty items, please contact the 3PAR Marketing Department (see page 19).

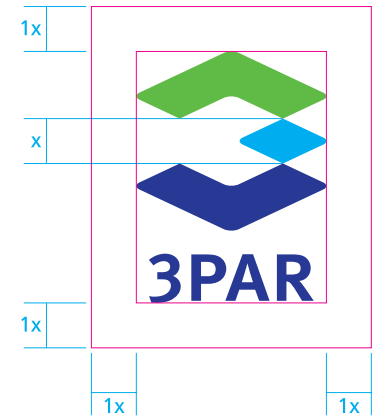
When reproducing the logo at small sizes in print, using spot inks as opposed to four-color process will result in a sharper, cleaner logo.

Small size signature usage should be considered for special cases only, where space is limited. Never reproduce the symbol at the minimum size when more space is available.

Minimum Clear Space
Primary Logo



Minimum Clear Space
Alternate Logo



Minimum Size
Primary Logo with Tagline



Minimum Size
Alternate Logo



Minimum Size
Primary Logo



Corporate color palette

The 3PAR Corporate Color Palette is comprised of four logo colors, shown to the right, plus seven support colors, shown on the next page.

Logo colors

The logo colors are the four colors used in the Full Color Logo with Tagline: 3PAR Green, 3PAR Cyan, 3PAR Purple and 3PAR Gray.

Communications materials should use these logo colors liberally in text and graphics. Be careful that the use of these colors does not compete with the logo itself.

Logo Colors



3PAR Green
 Spot: PANTONE 368 Coated or 368 Uncoated
 4/C: C 65, M 0, Y 100, K 0
 RGB: R 89, G 177, B 36
 Web: 33CC00 (R 51, G 204, B 0)



3PAR Cyan
 Spot: PANTONE Process Cyan Coated or Process Cyan Uncoated
 4/C: C 100, M 0, Y 0, K 0
 RGB: R 0, G 160, B 198
 Web: 0099CC (R 0, G 153, B 204)



3PAR Purple
 Spot: PANTONE 2745 Coated or 2745 Uncoated
 4/C: C 100, M 95, Y 0, K 0
 RGB: R 18, G 11, B 128
 Web: 000066 (R 0, G 0, B 102)



3PAR Gray
 Spot: PANTONE Cool Gray 9 Coated or Cool Gray 9 Uncoated
 4/C: C 0, M 0, Y 0, K 65
 RGB: R 89, G 89, B 89
 Web: 666666 (R 102, G 102, B 102)

The colors featured on this page and throughout this style guide are not intended to match the PANTONE®* Color Standards. The colors shown are 3PAR colors. In lieu of the 3PAR colors, you may use the PANTONE colors as indicated. The standards for the PANTONE Colors are shown in the current edition of the PANTONE Color Formula Guide. The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing, and packaging color language for the selection, marketing, and control of color.

*PANTONE® is a registered trademark of Pantone, Inc.

Support colors

In addition to the logo colors, 3PAR has a secondary palette of colors called the support colors. These colors have been selected to give the flexibility needed to express different ideas and to differentiate key messages and information.

Do not change these colors and do not substitute with other alternatives.

Formulas for all the corporate colors are provided below each color swatch on this page and the previous page. Use these formulas to ensure that the presentation of 3PAR is always compelling and consistent, regardless of the medium used.

Logo background colors

Solid 3PAR Yellow and white are the preferred background colors for the logo. Use them whenever possible to maximize the impact of the 3PAR logo and to build identification of our materials through consistent color usage.

It is not advisable to place the logo directly on a photographic background because the photograph may compete with the logo or obscure it. The only exception may be extremely light areas within images.

Support Colors: Bright Palette



3PAR Yellow
 Spot: PANTONE
 116 Coated or
 109 Uncoated
 4/C: C 0, M 15, Y 95, K 0
 RGB: R 255, G 217, B 17
 Web: FFFF00
 (R 255, G 255, B 0)



3PAR Rubine Red
 Spot: PANTONE
 Rubine Red Coated or
 Rubine Red Uncoated
 4/C: C 0, M 100, Y 15, K 0
 RGB: R 255, G 0, B 102
 Web: FF0066
 (R 255, G 0, B 102)



3PAR Orange
 Spot: PANTONE
 1375 Coated or
 137 Uncoated
 4/C: C 0, M 38, Y 76, K 0
 RGB: R 255, G 153, B 51
 Web: FF9933
 (R 255, G 153, B 51)

Support Colors: Muted Palette



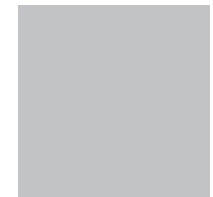
3PAR Light Green
 Spot: PANTONE
 373 Coated or
 372 Uncoated
 4/C: C 15, M 0, Y 47, K 0
 RGB: R 204, G 255, B 102
 Web: CCF66
 (R 204, G 255, B 102)



3PAR Sky Blue
 Spot: PANTONE
 283 Coated or
 283 Uncoated
 4/C: C 34, M 6, Y 0, K 0
 RGB: R 153, G 204, B 255
 Web: 99CCFF
 (R 153, G 204, B 255)



3PAR Light Purple
 Spot: PANTONE
 2716 Coated or
 2715 Uncoated
 4/C: C 47, M 34, Y 0, K 0
 RGB: R 153, G 153, B 255
 Web: 9999FF
 (R 153, G 153, B 255)



3PAR Light Gray
 Spot: PANTONE
 Cool Gray 4 Coated or
 Cool Gray 3 Uncoated
 4/C: C 0, M 0, Y 0, K 27
 RGB: R 204, G 204, B 204
 Web: CCCCCC
 (R 204, G 204, B 204)

The colors featured on this page and throughout this style guide are not intended to match the PANTONE®* Color Standards. The colors shown are 3PAR colors. In lieu of the 3PAR colors, you may use the PANTONE colors as indicated. The standards for the PANTONE Colors are shown in the current edition of the PANTONE Color Formula Guide. The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing, and packaging color language for the selection, marketing, and control of color.

*PANTONE® is a registered trademark of Pantone, Inc.

Incorrect logo usage

Our logo is a valuable asset and its integrity should not be compromised. When displaying the logo, always use the master artwork provided and follow the specifications outlined in this style guide.

A few examples of inappropriate logo usage are shown on this page. These examples do not illustrate every possible misuse of the logo. In general, follow these basic rules:

Do not alter, recreate, or manipulate the logo or any of its elements in any way. Do not use any logo colors other than those specified in this style guide. Do not add “special effects” or other graphics to the logo artwork.

Be very careful when placing the logo on a colored or photographic background. Be sure there is sufficient contrast between the logo and the background and that the background is free from clutter and visual distraction. The logo should be highly legible. When in doubt, choose the most simple, elegant solution.



Do not rearrange the elements of the logo.
Do not place the tagline in an unapproved position.



Do not change the proportions of the elements of the logo. For example, **do not** enlarge the logotype.



Do not outline the elements of the logo.
Do not add additional elements such as drop shadows.



Do not change or rearrange the colors in the logo.



Do not place the logo on a patterned background.



Do not distort, skew or resize the elements of the logo.



Do not typeset the logotype or the tagline.
Do not redraw the symbol.



Do not put the logo in a containing shape.
Do not put the logo on a screen of one of the logo colors.



Do not print the logo in all one color (other than the grayscale or reverse white versions, as specified on pages 5-8).



Do not place the logo on a cluttered photograph.

Color matching

This style guide is designed to be viewed onscreen or on laser prints. Regardless of the printing or fabrication method, when reproducing the 3PAR Corporate Color Palette, do not match to onscreen colors or to color printouts. Use the appropriate color specifications, as listed on pages 10–11. For print applications (or other fabrication applications such as signage or promotional items), refer to the PANTONE®* Matching System®. Match the 3PAR colors to specified PANTONE Color Chips. Your particular paper stock or substrate — e.g., fabric, vinyl, plastic — may necessitate adjustments in ink colors or formulas in order to properly match the appropriate 3PAR color.

Color standards

Spot Color refers to print jobs that use line colors as opposed to process inks. For print jobs using line colors, whether PANTONE or other inks and base materials, refer to the PANTONE Color Chips listed on pages 10–11. Some adjustments in ink will be needed to achieve this color on various substrates.

Four-Color Process refers to print jobs that use four-color (AKA 4/C or CMYK) process inks: cyan, magenta, yellow, and black. These four inks can be combined and, by the use of screens, create almost any color. Materials with full-color imagery (e.g., magazine ads, company brochures and posters) generally use high-quality, four-color printing.

Basic formulas for our corporate colors are provided (on pages 10–11) for print jobs that use four-color process ink colors. These formulas are approximations only; please read “Color Matching” on the left. Always request proofs from your printer and verify that the colors visually match the appropriate PANTONE Color Chips.

Red / Green / Blue (aka RGB) refers to the color space used for onscreen applications such as computer monitors and TV.

Basic RGB color formulas are provided for onscreen uses such as PowerPoint presentations. As every monitor is different, these formulas may need some adjustment depending on the monitor and projector being used.

Hexidecimal, Web-safe RGB formulas are provided for use on the Internet. Do not use these formulas for any other applications, as the color space is extremely limited and is not always the optimum match to the corporate colors.

The digital files provided are EPS files. Onscreen users need to resize the files to the appropriate size and then save the files in the required formats (e.g., GIF, JPEG, TIFF). For more information about saving files in Photoshop, see page 14. These RGB files should not be used for print projects.

Grayscale logos are used for one-color reproduction in black ink only. When reproducing the logo with course line screens, such as in newspaper ads, please verify that the screens of black can be maintained. These files may also be used to output forms and reports on office laser printers and copy machines.

Digital files

Pages 5–8 of this style guide show exhibits accompanied by the names of the digital files available for the 3PAR logos. These names contain the following abbreviations:

- PMS = PANTONE* ink colors (spot colors)
- CMYK = Four-Color Process
- RGB = Red, Green, Blue (onscreen use)
- WEB = Web-safe RGB (Web use only)
- gray = Grayscale
- white = Reverse out to white
- horiz = Horizontal (Primary Logos)
- vert = Vertical (Alternate Logos)
- tag = With tagline
- eps = Encapsulated Postscript file format

Photoshop 6.0 settings

As described in the previous page, logo artwork files have been prepared in several color spaces (CMYK, RGB, Web-safe RGB, and with spot colors). All of these vector-based files were saved as EPS files in Adobe Illustrator 8.0 with specific color information.

If you need to rasterize or save any “RGB” or “WEB” artwork as a different format (e.g., GIF, JPEG, TIFF), please follow these recommendations:

First, be sure that the new Photoshop file you create (or the existing Photoshop file that you paste into) is already in RGB Color Mode.

Second, if you are using Photoshop 6.0 or higher, set your Color Settings per these recommendations **before** you open or place the artwork in Photoshop:

Custom Color Settings

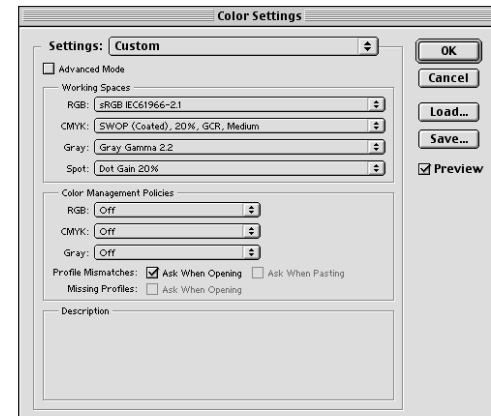
Working Spaces

- RGB: sRGB IEC61966-2.1
- CMYK: SWOP (Coated), 20%, GCR, Medium
- Gray: Gray Gamma 2.2
- Spot: Dot Gain 20%

Color Management Policies

- RGB: Off
- CMYK: Off
- Gray: Off

Profile Mismatches: Check “Ask When Opening”



Corporate typeface

The Frutiger typeface family has been specifically selected for the 3PAR identity system and should be used in almost all our communications materials.

Frutiger is one of the friendliest sans-serif typefaces. It has a high x-height and open characters that make it easy to read even at the smallest sizes.

Frutiger has a good range of weights, including a good regular weight and a good bold weight. It has very legible numbers — essential for tabular and chart information and for illustrating technical detail. It is economical and does not take up much space.

Use only the weights shown to the right to ensure 3PAR communicates in a way that is both visually consistent and appropriate to different messages.

Onscreen type

PowerPoint The preferred font for PowerPoint presentations is Arial because of its wide-spread availability. Arial is also the default font for other digital uses such as Word documents, but should never be used in print materials, signage, or other high-end communications materials.

Web sites For Web use, primary headings should be set in Frutiger and saved as graphics files. For text on the Web, defaults should always be set in the following order of preference: Arial first, Helvetica second, and Verdana third.

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger 56 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Frutiger 65 Bold

 Appropriate for headlines and subheads.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial

 Appropriate for PowerPoint and Web text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger 46 Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Frutiger 55 Roman

 This should be your normal text font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger 75 Black

 Appropriate for signage.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Bold

 Appropriate for PowerPoint and Web text.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Basic stationery system

Our printed business materials provide prime opportunities to reinforce our identity. The design of our stationery system presents our image in a unique and contemporary way. By adhering to the letterhead typing standards shown here, you will further support the organized and professional image of our identity system.

As shown in the exhibits, all basic stationery components display the Full Color Primary Logo and address blocks in Frutiger 55 Roman in 3PAR Gray.

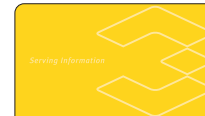
The business card has two distinct die-cut corners that suggest the curves found in our logo. The reverse side of the card prints with a flood of 3PAR Yellow, with the 3PAR line art symbol and tagline printing in a screen of 3PAR Yellow.

The letterhead displays the 3PAR line art symbol in a screen of 3PAR Gray in the background to create the look of a watermark. It also displays the tagline in 3PAR Gray.

The standard envelope and the large mailing envelope have similar clean layouts displaying the Full Color Primary Logo and an address block in 3PAR Gray. They display the tagline in 3PAR Gray on the back flaps.

All exhibits are shown at 30% actual size.

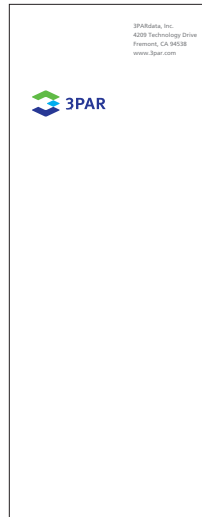
Business Card



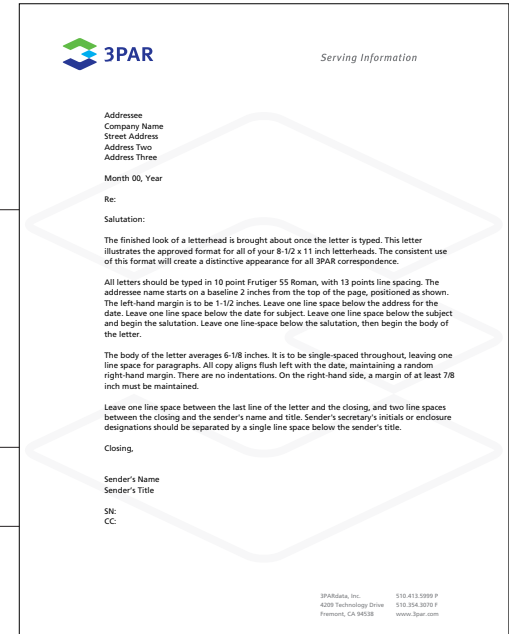
Standard Envelope



Large Mailing Envelope



Letterhead



Additional stationery items

Shown on this page are additional components of our stationery system: our compliments slip, mailing label, and facsimile form.

As with the basic stationery items, the compliments slip and mailing label display the Full Color Primary Logo and address blocks in Frutiger 55 Roman in 3PAR Gray.

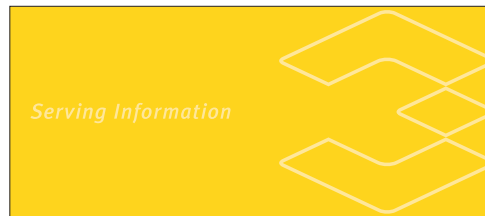
The front of the compliments slip displays the 3PAR line art symbol in a screen of 3PAR Gray in the background. The reverse side prints with a flood of 3PAR Yellow, with the 3PAR line art symbol and tagline printing in a screen of 3PAR Yellow.

The mailing label also displays the tagline in 3PAR Gray and the 3PAR line art symbol in a screen of 3PAR Gray in the background.

The facsimile form uses the Gray Scale Primary Logo. It displays the tagline in a screen of black. The address block and all additional text are Frutiger 55 Roman. This form prints entirely in black and screens of black.

All exhibits are shown at 30% actual size.

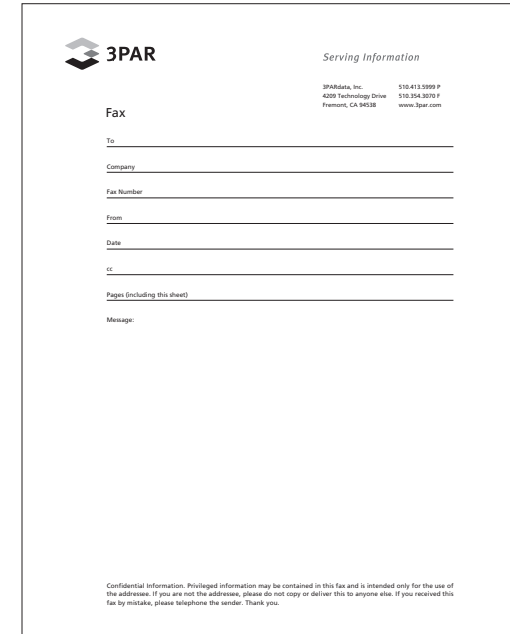
Compliments Slip



Mailing Label



Facsimile Form



The image shows a facsimile form template. It features the 3PAR logo in the top left corner. To the right of the logo, the tagline "Serving Information" is written in a light gray font. Below the logo, there is a block of text: "3PARdata, Inc. 510.413.5099 P
4209 Technology Drive 510.354.3010 F
Fremont, CA 94538 www.3par.com

The form includes the following fields:

- Fax
- To: _____
- Company: _____
- Fax Number: _____
- From: _____
- Date: _____
- CC: _____
- Pages (including this sheet): _____
- Message: _____

At the bottom of the form, there is a small block of text: "Confidential Information. Privileged information may be contained in this fax and is intended only for the use of the addressee. If you are not the addressee, please do not copy or deliver this to anyone else. If you received this fax by mistake, please telephone the sender. Thank you."

Email signature standards

Employees of 3PAR should type emails in Arial.
All 3PAR emails should sign off with a standard signature, customized for each employee, typed in exactly this manner:

Employee Name
Employee Full Title
firstname.lastname@3PARdata.com

3PARdata, Inc.
4209 Technology Drive
Fremont, CA 94538
510.413.5999 Main
510.000.0000 Fax
510.000.0000 Direct
www.3par.com



Contacts

This style guide has been designed as a preliminary overview to our new identity system. There will undoubtedly be issues that have not been covered in this document.

For further assistance, please contact:

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Julie.Pacheco@3pardata.com

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Fremont, CA 94538
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510.354.3916 D