Identity Guidelines

Axeda

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Axēda

Identifier

Axēda

Visual Language

Sabon Univers

Stationery Applications

Lisa-Marie Barker
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Axēda
Cel...

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89 Forbes Boulevard   fax   +1 508 337 9201
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USA

Axēda

Dear employees, partners and customers:

Welcome to the Axeda Identity Guidelines manual. We created this book so that all Axeda employees, partners and customers would have a clear set of guidelines for producing, programming, designing or writing anything related to Axeda. This consistency in communications is what good brand management is all about.

Our name suggests releasing, tapping into and accessing live data remotely. Our identifier conveys energy, motion and liveliness in a practical and reliable manner. Axeda is a dynamic organization, and accordingly, the identity guidelines are intended to be liberating rather than restricting. This manual covers basic guidelines and provides a range of examples from which we can glean the direction needed to accurately represent Axeda in any situation. Adhering to a set of identity guidelines doesn't mean we have to sacrifice creativity or originality. We should all feel free to use these rules and our different personalities to add color and depth to the Axeda identity.
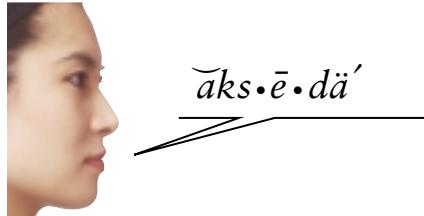
As our company grows, communicating a consistent Axeda identity becomes even more important. Thanks for taking the time to get familiar with the identity principles outlined in this manual. Your commitment to Axeda brand consistency is greatly appreciated.

Sincerely,

Robert M. Russell Jr.
Chairman and Chief Executive Officer

The most important verbal branding element is a name. A name should be memorable, distinctive, functional, timeless and descriptive.

$\breve{a}ks \cdot \bar{e} \cdot d\ddot{a}'$

Axēda

Vowel-consonant-vowel structure is easy to pronounce across a wide variety of languages

suggests:

bringing out   access   unlocking   tapping into   releasing   revealing   remote access   from a distance

When using the Axeda name in body copy, it should appear with initial capital "A" and then lowercase "xeda" (e.g., Axeda).

Axeda is: an enterprise software and services company that helps businesses be more competitive by using the Internet to tap the value of real-time information.

The Axeda logo is a wordmark. It is a visual translation
of Axeda's brand attributes. Our wordmark conveys
energy, motion and liveliness.

It is Axeda's visual signature. Just as a personal
signature always looks the same, Axeda's logo should
always appear in a specified and consistent manner.

Axēdə

visually conveys:

|					
upbeat	lively	energetic	practical	reliable	short
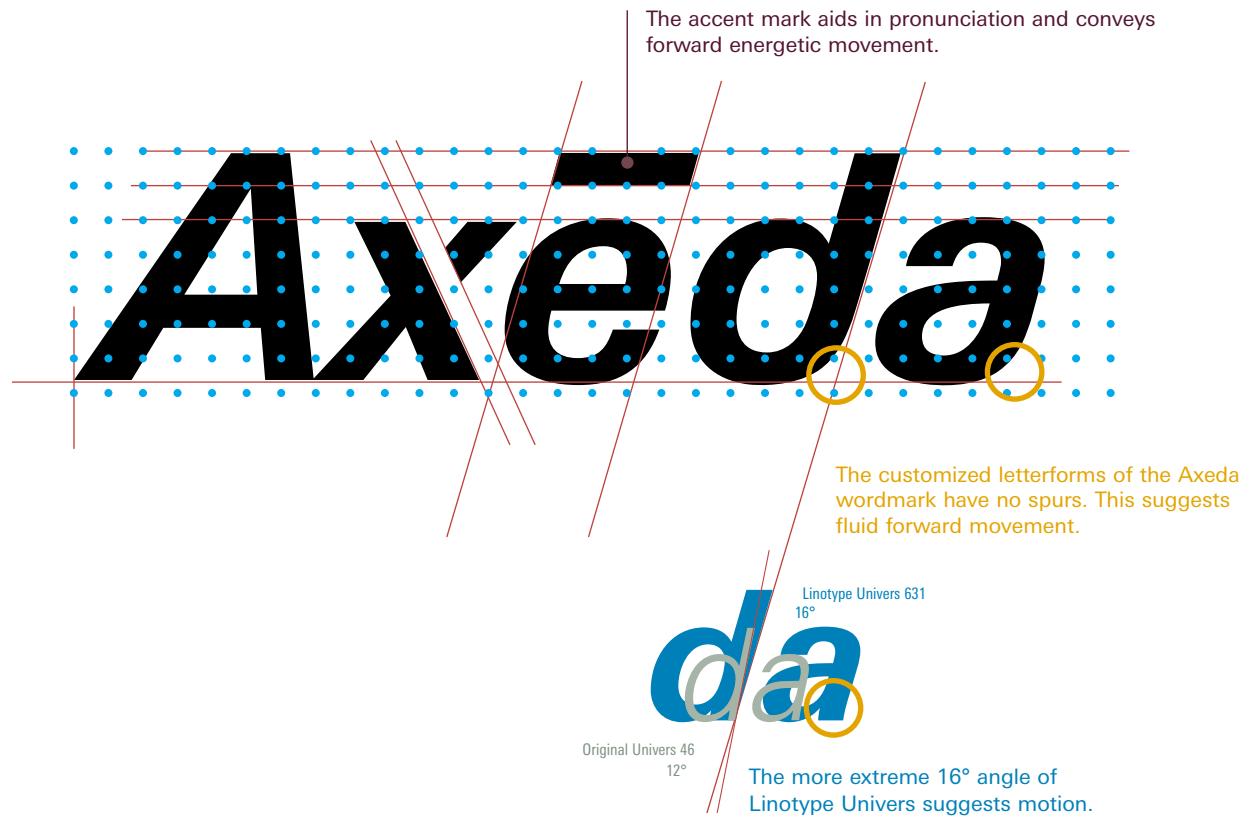
The Axeda wordmark is based on the Linotype Univers 631 (bold italic) typeface. The 1999 Linotype Univers is an update of Adrian Frutiger's 1954 Univers family of 21 unified fonts.

Two of the primary reasons Linotype Univers was selected for the Axeda wordmark are its similarity to the font used in the eMation wordmark and the accentuated forward angle of its letters, which conveys the energetic attributes of the brand.

131 *Axeda*

231 *Axeda*

331 *Axeda*

431 *Axeda*

531 *Axeda*

631 *Axeda*

731 *Axeda*

831 *Axeda*

931 *Axeda*

Range of nine weights in the Linotype Univers family of 56 fonts. The foundation of the Axeda wordmark is Linotype Univers 631.

The accent mark aids in pronunciation and conveys forward energetic movement.

The customized letterforms of the Axeda wordmark have no spurs. This suggests fluid forward movement.

Linotype Univers 631
16°

Original Univers 46
12°

The more extreme 16° angle of Linotype Univers suggests motion.

For maximum impact and instant recognition, the Axeda wordmark should not be crowded by other visual elements. Adequate white space should be left around the wordmark so that its prominence is not compromised. The illustration at right gives a visual guide for providing the necessary white space.

x = one square unit based on the x-height.

One way to maintain visual consistency in Axeda's identity program is to scale the wordmark for various applications. Arranging the wordmark with other design elements is like arranging a couch in a living room. The wrong size couch can make the room seem too crowded or too empty. Good designs (rooms or pages) use scale to enhance usability and provide pathways.

Provided at right are recommended sizes for placing the wordmark on certain documents.

Axēda

12 mm
2p10
.472 in
11 pt approx.

minimum allowable scale
use only in extreme cases:
credit line, subsidiary

Axēda

26—39 mm
6—9p
1—1.5 in
24—36 pt approx.

small formats
stationery items
Web applications
advertisements
brochures
packaging

Axēda

40 mm +
10p +
1.75 in +
42 pt approx. +

large formats
proposal covers
fliers
posters
exhibits

Two-Color Version
This is the most desirable application of the Axeda
wordmark. It should be used in all cases when color
is available.

Axeda Blue
(PANTONE® 7468 coated)
(PANTONE 314 uncoated)

Axeda Yellow
(PANTONE 1235 coated)
(PANTONE 122 uncoated)

One-Color Versions

Axeda Blue Version
(PANTONE 7468 coated)
(PANTONE 314 uncoated)

This is the second most desirable application.
It should be used when the two-color version is not
possible. The accent mark should not be tinted in
one-color versions.

Black Version
The black-and-white version is to be used when
color is not an option, such as newspaper ads.

White Version (reverse out)
The white version is provided for usage when
the area of placement provides ample contrast.
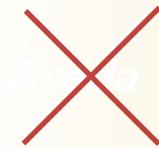
The Axeda wordmark may be placed on various backgrounds. The background should always provide contrast for legibility.

Whenever possible, place the wordmark by itself. When using the white wordmark on background subjects such as photographs or illustrations, extra precautions must be taken.

First, evaluate the area of placement as to how dark/light or simple/complex it is. If the area is dark and simple, reverse the wordmark to white. If the area is light, refer to page seven and use the two-color Axeda wordmark specifications.

White

Light

Medium

Dark

Because of the growing complexity of the market environment, controlling exposure of the Axeda wordmark is vital. When displaying the wordmark, maintain consistency with its established configuration and the way in which it is displayed.

These illustrations represent misuses of the wordmark. Do not alter the wordmark in any manner.

3-D in a 2-D application

distortion of form

without accent
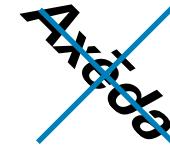
incorrect colors

original Linotype Univers 631
with accent

incorrect orientation
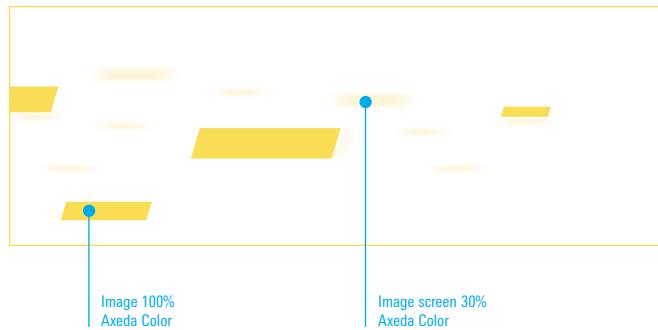
As part of the Axeda visual language, the bit stream imagery, built from the accent in the Axeda wordmark, represents live remote data access. This imagery is a staging element that adds dimension. It is to be used primarily on stationery items. It can be utilized on other collateral materials and Web applications.

Axeda Color 100%
Axeda Color 30%

White Background

Image 100%
Axeda Color

Image screen 30%
Axeda Color

Colored Background

Image
Knockout in White

Image screen 30%
Axeda Color

Color plays an important role in the Axeda identity program. The colors at right are recommendations for various media.

When using colored papers, note that the ink color may not exactly match your color swatch because the paper color shows through in the offset printing process. The numbers indicated at right refer to the PANTONE Matching System of printing ink colors, CMYK conversions,* RGB conversions and Web-safe conversions. PANTONE, PANTONE Matching System and PMS are Pantone, Inc.'s standard trademark for color reproduction and color reproduction materials. Remember to use only darker ink colors for text. Check with your designer or printer for legibility when considering a colored ink for text.

* Please note:
The four-color specifications described here are not the automatic defaults for the nominated PANTONE colors. Refer to the actual PANTONE color chips for accurate color matching and reproduction.

Color System	PANTONE® Coated	Uncoated	C	M	Y	K	Web/On-screen R	G	B	Hexadecimal
Axeda Blue	7468C	314U	100	10	0	28	0	102	153	006699
Axeda Yellow	1235C	122U	0	29	91	0	255	204	0	FFCC00
Axeda Orange	1385C	1385U	0	44	100	7	204	102	0	CC6600
Axeda Red	704C	704U	0	90	72	29	153	51	51	993333
Axeda Plum	7449C	7449U	72	100	77	40	51	0	51	330033
Axeda Moss	5625C	5625U	28	0	29	48	102	153	102	669966
Axeda Green	309C	309U	100	0	9	72	0	102	102	006666
Axeda Brown	450C	450U	60	50	100	22	102	102	51	666633
Axeda Cream	7500C	7500U	0	2	15	3	255	255	204	FFFFCC
Axeda Black	Black 6C	Black 6U	100	35	0	100	0	0	0	000000

Typography is one of the most important design elements. It is used to differentiate sections of information as headlines, text or captions. From the hundreds of type fonts available, Linotype Univers and Sabon were selected for use in Axeda visual communications to ensure consistency and effectiveness throughout all its communication materials. When Linotype Univers is not available, default first to other versions of Univers. If no Univers versions are available, default second to Helvetica. When Sabon is not available, default to Times Roman.

Sabon Non-Aligning Numerals
Sabon non-aligning numerals are preferred.

Sabon Aligning Numerals

12345678
12345678

Use Helvetica when other versions of Univers are not available.

Helvetica
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstu
1234567890

Use Times Roman when Sabon is not available.

Times Roman
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvw
1234567890

Use Linotype Univers for:
Headlines
Subheads
Text
Captions
Technical charts
Diagrams

Use Sabon for:
Brochure text
Correspondence text
Extracts

Linotype Univers 230 Basic Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 231 Basic Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 430 Basic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 431 Basic Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 630 Basic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 830 Basic Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 320 Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 321 Condensed Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 520 Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 521 Condensed Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 720 Condensed Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Linotype Univers 831 Basic Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Although the full Linotype Univers system is available, attention should be given to making distinct changes. As a general rule, at least two steps in weight, width or the use of italic will achieve this.

Our patent-pending communications technology lets remote-access devices send and receive information securely.

*Take the Lead in Your Market
with Device Information*

Take the Lead in Your Market with Device Information

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Take the Lead in Your Market with Device Information
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.
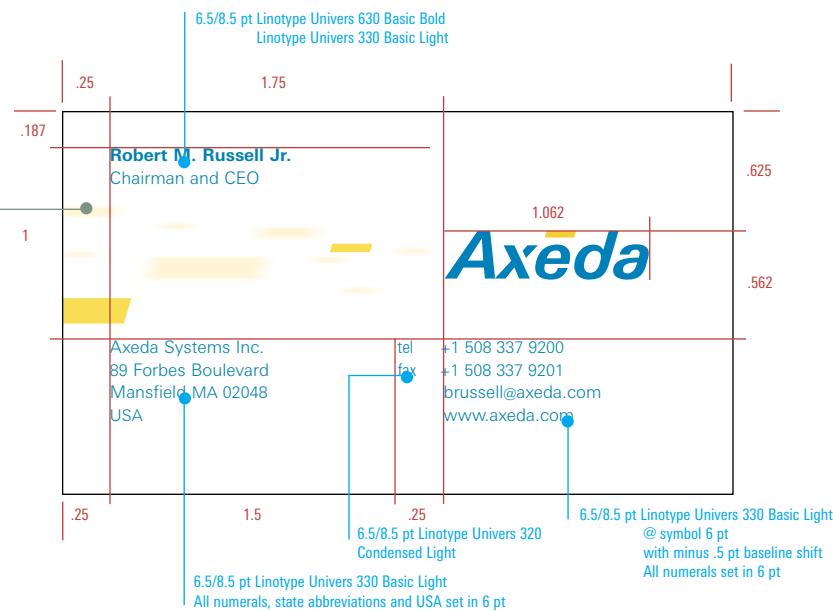
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

6.5/8.5 pt Linotype Univers 630 Basic Bold
Linotype Univers 330 Basic Light

.25   1.75

.187

Robert M. Russell Jr.
Chairman and CEO

.625

Image screen 30%
Axeda Yellow

1

1.062

Axeda

.562

Axeda Systems Inc.
89 Forbes Boulevard
Mansfield, MA 02048
USA

tel   +1 508 337 9200
fax   +1 508 337 9201
brussell@axeda.com
www.axeda.com

.25   1.5   .25

6.5/8.5 pt Linotype Univers 330 Basic Light
@ symbol 6 pt
with minus .5 pt baseline shift
All numerals set in 6 pt

6.5/8.5 pt Linotype Univers 320
Condensed Light

6.5/8.5 pt Linotype Univers 330 Basic Light
All numerals, state abbreviations and USA set in 6 pt
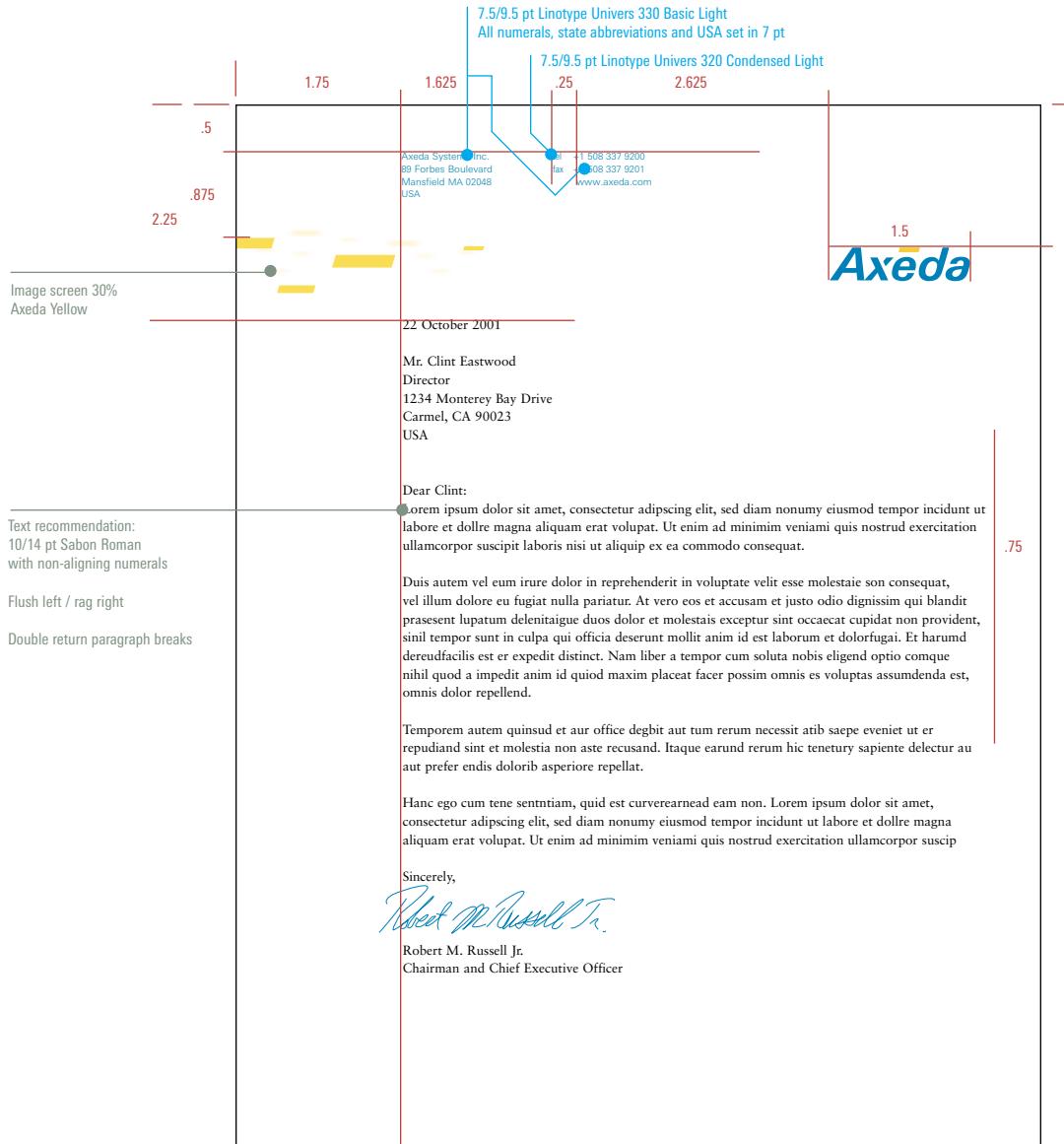
Illustration is 100% scale of 3.5 x 2" business card format.
All measurements are in inches and actual size.
Paper Stock: Strathmore Writing Ultimate White Wove 100 lb. Cover

Axeda Blue   PANTONE® 314 Uncoated
Axeda Yellow   PANTONE 122 Uncoated

Back side of business card can be used for
non-English language. Otherwise, back side of
card should remain blank.

7.5/9.5 pt Linotype Univers 330 Basic Light
All numerals, state abbreviations and USA set in 7 pt

7.5/9.5 pt Linotype Univers 320 Condensed Light

1.75   1.625   .25   2.625

.5

.875

2.25

1.5

Axeda Systems Inc.
89 Forbes Boulevard
Mansfield MA 02048
USA

tel +1 508 337 9200
fax +1 508 337 9201
www.axeda.com

1.5

1.5

Image screen 30%
Axeda Yellow

Axeda

22 October 2001

Mr. Clint Eastwood
Director
1234 Monterey Bay Drive
Carmel, CA 90023
USA

Dear Clint:

Text recommendation:
10/14 pt Sabon Roman
with non-aligning numerals

Flush left / rag right

Double return paragraph breaks

Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam nonumy eiusmod tempor incidunt ut labore et dollre magna aliquam erat volupat. Ut enim ad minimim veniami quis nostrud exercition ullamcorpor suscipit laboris nisi ut aliquip ex ea commodo consequat.

Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestaie son consequat, vel illum dolore eu fugiat nulla pariatur. At vero eos et accusam et justo odio dignissim qui blandit prasesent lupatum delenitaigue duos dolor et molestais excepturi sint occaecat cupidat non provident, sinil tempor sunt in culpa qui officia deserunt mollit anim id est laborum et dolorfugai. Et harumd dereudfacilis est er expedit distinct. Nam liber a tempor cum soluta nobis eligend optio comque nihil quod a impedit anim id quiod maxim placeat facer possim omnis es voluptas assumdenda est, omnis dolor repellend.

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Sincerely,

Robert M. Russell Jr.
Chairman and Chief Executive Officer

.75

Second Sheet

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Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam nonumy eiusmod tempor incidunt ut labore et dollre magna aliquam erat volupat. Ut enim ad minimim veniami quis nostrud exercition ullamcorpor suscipit laboris nisi ut aliquip ex ea commodo consequat.

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Hanc ego cum tene sentntiam, quid est curverearnead eam non. Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam nonumy eiusmod tempor incidunt ut labore et dollre magna aliquam erat volupat. Ut enim ad minimim veniami quis nostrud exercition ullamcorpor suscip

Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam nonumy eiusmod tempor incidunt ut labore et dollre magna aliquam erat volupat. Ut enim ad minimim veniami quis nostrud exercition ullamcorpor suscipit laboris nisi ut aliquip ex ea commodo consequat.

.5

2.375

2.625

.187

1.375   1.125

1.375

Axeda Systems Inc.
89 Forbes Boulevard
Mansfield MA 02048
USA

Image screen 30%
Axeda Yellow

.4375

Axeda

Mr. Clint Eastwood
Director
1234 Monterey Bay Drive
Carmel, CA 90023
USA

Illustration is 100% scale of 9.5 x 4.125" #10 business envelope format.
All measurements are in inches and actual size.
Paper Stock: Strathmore Writing Ultimate White Wove 24 lb. Text

Axeda Blue   **PANTONE® 314 Uncoated**
Axeda Yellow   **PANTONE 122 Uncoated**

7.5/9.5 pt Linotype Univers 330 Basic Light
All numerals, state abbreviations and USA set in 7 pt

.5

.312

.187

.563

1

Axeda Systems Inc.
89 Forbes Boulevard
Mansfield MA 02048
USA

Image screen 30%
Axeda Yellow

1

Axeda

1
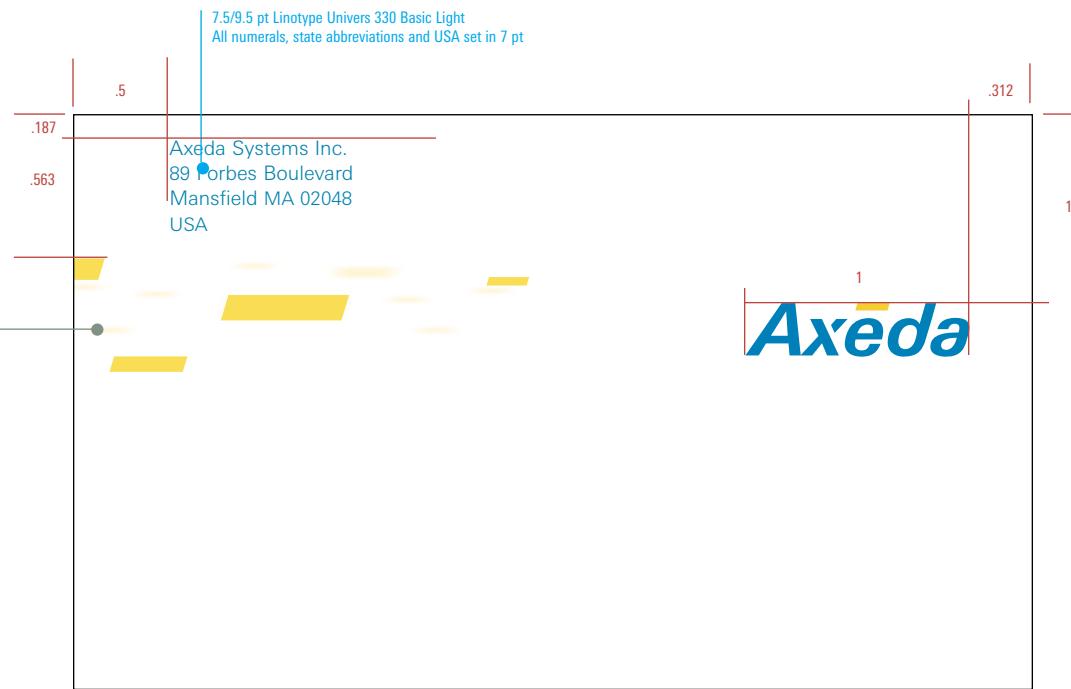
Illustration is 100% scale of 5 x 3" mailing label format.
All measurements are in inches and actual size.
Paper Stock: Strathmore Writing Ultimate White Wove Label Stock

Axeda Blue **PANTONE® 314 Uncoated**
Axeda Yellow **PANTONE 122 Uncoated**

PANTONE®- identified color reproduction information has been provided
for the guidance of the reader. The colors have not been checked by
Pantone, Inc. Refer to correct PANTONE Color Publications for the color
standard. PANTONE® is a registered trademark of Pantone, Inc.

Axeda Systems Inc.
89 Forbes Boulevard
Mansfield MA 02048
USA

Axeda

5

**Mailing label
aligns to right
edge of envelope**

5.5

4.5

1

1   .312

Axeda

3

Image screen 30%
Axeda Yellow

.5 pt dashed rule mailing label application guides
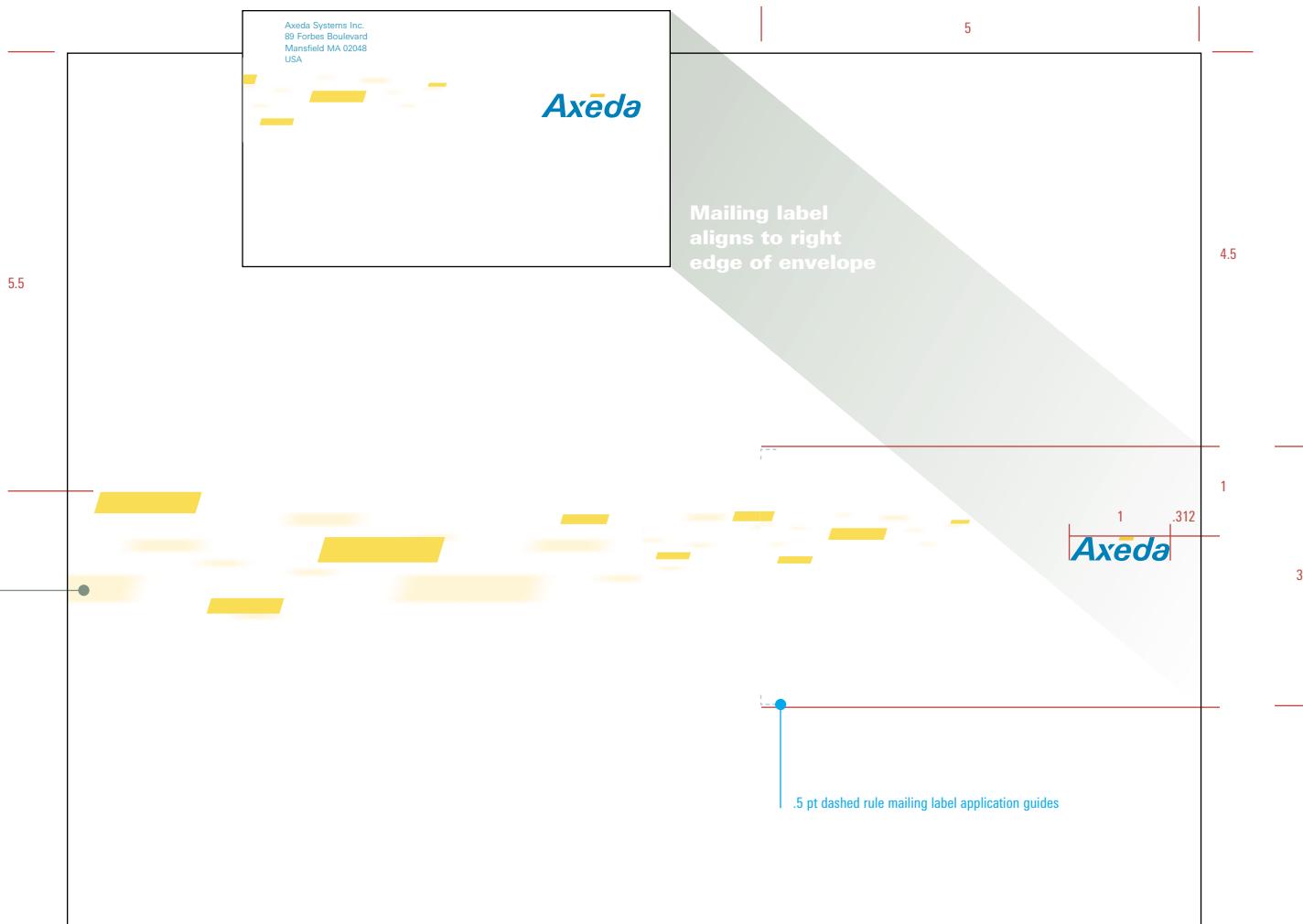
Illustration is reduced from the 13 x 10" large business envelope format.
All measurements are in inches and actual size.
Paper Stock: Strathmore Writing Ultimate White Wove 24 lb.
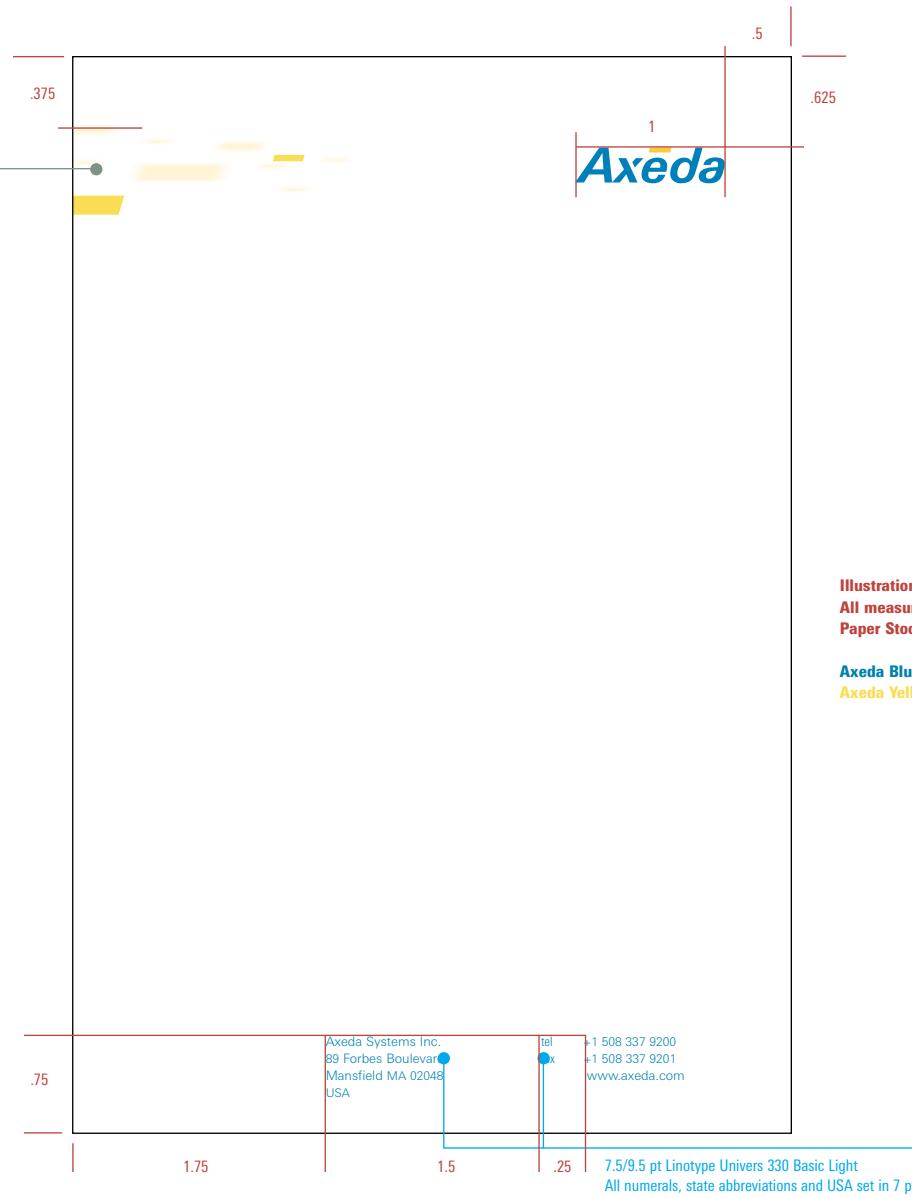
Axeda Blue   PANTONE® 314 Uncoated
Axeda Yellow   PANTONE 122 Uncoated

PANTONE®- identified color reproduction information has been provided
for the guidance of the reader. The colors have not been checked by
Pantone, Inc. Refer to correct PANTONE Color Publications for the color
standard. PANTONE® is a registered trademark of Pantone, Inc.

This informal stationery can be used for internal correspondence and for informal external correspondence.

.5

.375

.625

Image screen 30%
Axeda Yellow

1
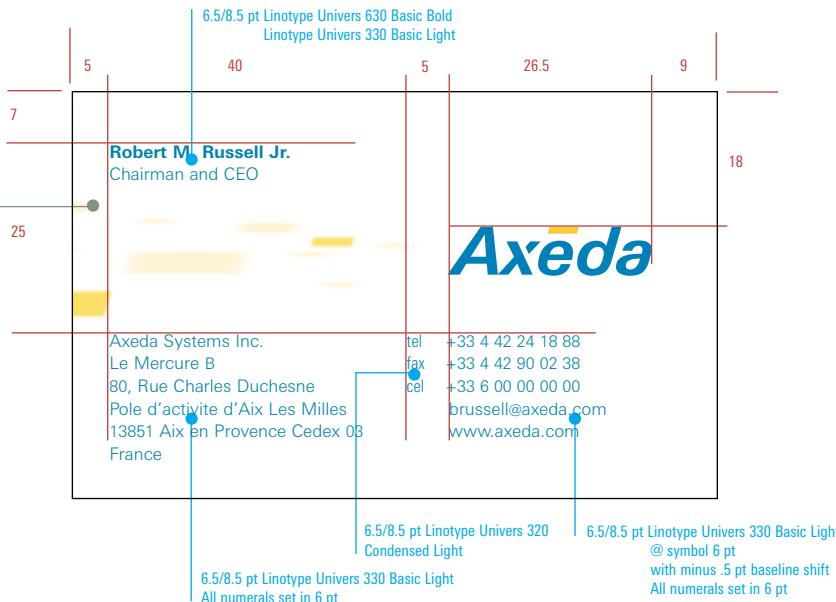
Axeda

Illustration is reduced from the 5 x 7.5" notepad format.
All measurements are in inches and actual size.
Paper Stock: Strathmore Writing Ultimate White Wove 24 lb.

Axeda Blue **PANTONE® 314 Uncoated**
Axeda Yellow **PANTONE 122 Uncoated**

Axeda Systems Inc.
89 Forbes Boulevard
Mansfield MA 02048
USA

tel +1 508 337 9200
fax +1 508 337 9201
www.axeda.com

.75

1.75

1.5

.25

7.5/9.5 pt Linotype Univers 330 Basic Light
All numerals, state abbreviations and USA set in 7 pt

PANTONE®- identified color reproduction information has been provided for the guidance of the reader. The colors have not been checked by Pantone, Inc. Refer to correct PANTONE Color Publications for the color standard. PANTONE® is a registered trademark of Pantone, Inc.

6.5/8.5 pt Linotype Univers 630 Basic Bold
Linotype Univers 330 Basic Light

5   40   5   26.5   9

7

Robert M. Russell Jr.
Chairman and CEO

18

Image screen 30%
Axeda Yellow

25

Axeda

Axeda Systems Inc.
Le Mercure B
80, Rue Charles Duchesne
Pole d'activite d'Aix Les Milles
13851 Aix en Provence Cedex 03
France

tel +33 4 42 24 18 88
fax +33 4 42 90 02 38
cel +33 6 00 00 00 00
brussell@axeda.com
www.axeda.com

6.5/8.5 pt Linotype Univers 320
Condensed Light

6.5/8.5 pt Linotype Univers 330 Basic Light
@ symbol 6 pt
with minus .5 pt baseline shift
All numerals set in 6 pt

6.5/8.5 pt Linotype Univers 330 Basic Light
All numerals set in 6 pt

Illustration is 100% scale of 85.5 x 54 mm international business card format.
All measurements indicated in millimeters and are actual size.
Paper Stock: Strathmore Writing Ultimate White Wove 100 lb. Cover

Axeda Blue   **PANTONE® 314 Uncoated**
Axeda Yellow   **PANTONE 122 Uncoated**

Back side of business card can be used for
non-English language. Otherwise, back side of
card should remain blank.

7.5/9.5 pt Linotype Univers 330 Basic Light
All numerals set in 7 pt

7.5/9.5 pt Linotype Univers 320 Condensed Light

40   44   6   102   18

13

22

64

Axeda Systems Inc.
Le Mercure B
80, Rue Charles Duchesne
Pole d'activite d'Aix Les Milles
13851 Aix en Provence Cedex 03
France

tel   +33 4 42 24 18 88
fax   +33 4 42 90 02 38
www.axeda.com

38

38

7.5/9.5 pt Linotype Univers 330
Basic Light
All numerals set in 7 pt

Image screen 30%
Axeda Yellow

Axeda

17 October 2001

Mr. Clint Eastwood
Director
1234 Monterey Bay Drive
Carmel, CA 90023
USA

Dear Clint:

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Text recommendation:
10/14 pt.
Sabon Roman
with non-aligning numerals

Flush left / rag right

Double return paragraph breaks

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Illustrations are reduced scale of the 210 x 297 mm A4 format.

All measurements indicated in millimeters and are actual size.

Sincerely,

Robert M. Russell Jr.

Robert M. Russell Jr.
Chairman and Chief Executive Officer

Paper Stock: Strathmore Writing Ultimate White Wove 24 lb. Text

Axeda Blue
PANTONE® 314 Uncoated

Axeda Yellow
PANTONE 122 Uncoated

Second Sheet

Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam nonumy eiusmod tempor incidunt ut labore et dollre magna aliquam erat volupat. Ut enim ad minimim veniami quis nostrud exercitation ullamcorpor suscipit laboris nisi ut aliquip ex ea commodo consequat.

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Bit stream art prints in the same position and scale as letterhead first sheet.
Same specifications of text apply.
All margins same as first sheet.

Axeda Yellow   PANTONE 122 Uncoated

PANTONE®- identified color reproduction information has been provided for the guidance of the reader. The colors have not been checked by Pantone, Inc. Refer to correct PANTONE Color Publications for the color standard. PANTONE® is a registered trademark of Pantone, Inc.

7.5/9.5 pt Linotype Univers 330 Basic Light
All numerals set in 7 pt

10   55   45

5

Axeda Systems Inc.
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30

35

Image screen 30%
Axeda Yellow

15

Axeda

Mr. Clint Eastwood
Director
1234 Monterey Bay Drive
Carmel, CA 90023
USA

Illustration is 100% scale of 220 x 110 mm international business envelope format.
All measurements indicated in millimeters and are actual size.
Paper Stock: Strathmore Writing Ultimate White Wove 24 lb. Text

Axeda Blue   PANTONE® 314 Uncoated
Axeda Yellow   PANTONE 122 Uncoated

7.5/9.5 pt. Linotype Univers 330 Basic Light
All numerals set in 7 pt

14

9mm

4

15

25mm

Axeda Systems Inc.
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France

29mm

Axeda

Image screen 30%
Axeda Yellow
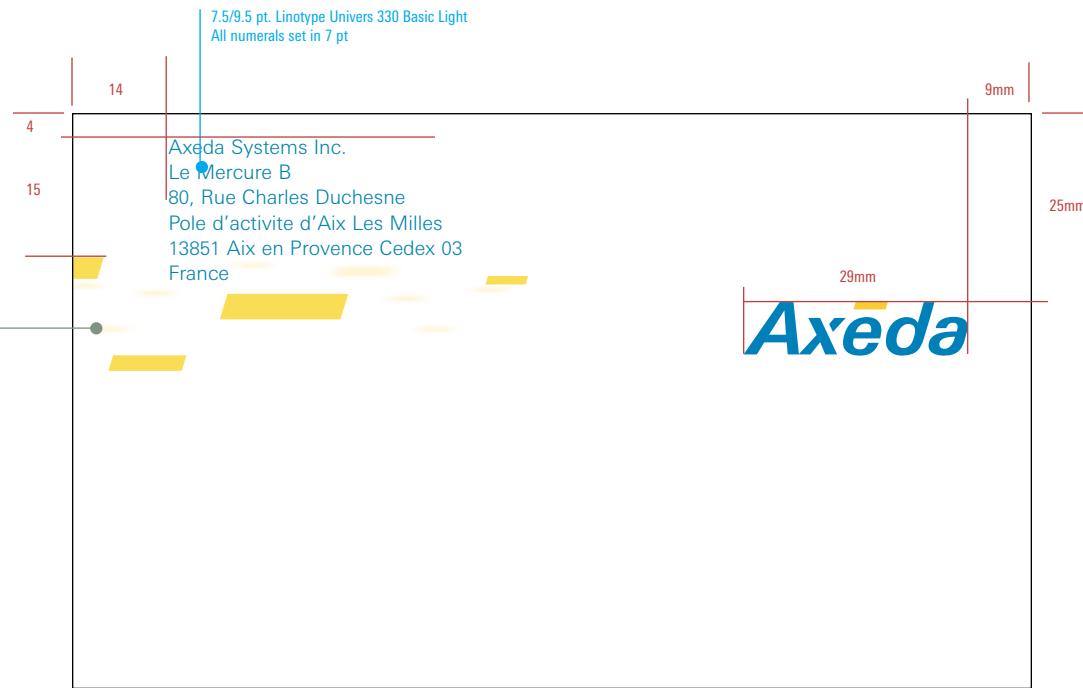
Illustration is 100% scale of 127 x 76 mm international mailing label format.
All measurements indicated in millimeters and are actual size.
Paper Stock: Strathmore Writing Ultimate White Wove Label Stock

Axeda Blue   PANTONE® 314 Uncoated
Axeda Yellow   PANTONE 122 Uncoated

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Axeda Systems Inc.
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13851 Aix en Provence Cedex 03
France

Axeda

**Mailing label
aligns to right
edge of envelope**

140

114

25

29   9

Axeda

76

Image screen 30%
Axeda Yellow

.5 pt dashed rule mailing label application guides

**Illustration is reduced from the 330 x 254 mm large business envelope format.
All measurements are in millimeters and actual size.
Paper Stock: Strathmore Writing Ultimate White Wove 24 lb.**

Axeda Blue   PANTONE® 314 Uncoated
Axeda Yellow   PANTONE 122 Uncoated

Signs play a vital role in communicating the Axeda brand. Signs should be easy to see and easy to read. They should provide clear, helpful information in a consistent, recognizable manner.

General Axeda Signage Guidelines

When applying the Axeda wordmark, use the non-infringement zone rules (refer to page 5).

The Axeda wordmark should appear on a white or light background.

Signage should be well lit.

The two-color version is the most desirable application of the Axeda wordmark.

When using the wordmark with other words, left align the words with the "d" in Axeda.

The words should be half the lowercase x-height of the wordmark.

Words should also appear in Linotype Univers 831 Basic Black Italic.

Format of signs should be horizontal.

When horizontal formats are not possible, left align words with the "A" in Axeda.
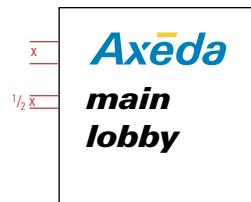
Example of exterior identification sign using the two-color wordmark and adhering to the non-infringement zone rules.

Examples of directional signs utilizing the two-color wordmark and additional words in a horizontal format.

Example of non-horizontal sign with words aligning to capital A.

The Axeda voice guidelines dictate the cadence, vocabulary and attitude of all marketing communications. A unified and recognizable voice is essential for ongoing brand awareness and recognition by the target audience. If implemented correctly and consistently, the Axeda voice will differentiate the company from all perceived competitors.

The success of the Axeda voice will depend on diligent management and monitoring by our company and creative team. Though Axeda will need to address various audience segments with a wide range of messages, the company voice should always remain consistent.

As part of the Axeda visual language, the bit stream imagery, built from the accent in the Axeda wordmark, represents live remote data access. This graphic device complements the Axeda voice.

The Axeda voice should convey integrity, stability and reliability.

It is grounded, confident, approachable and easy to understand.

Copy should be active, clear, concise, direct, authoritative, definitive and confident. Overly descriptive, flowery, passive, hyperbolic or metaphorical language is to be avoided.

The voice should be serious but never cold or austere. It is intelligent and informative, but relaxed.

Use of e-jargon and obscure acronyms should be limited to avoid the impression that the technology is too bleeding edge or complicated.

Content and copy should be compelling in its relevance to the audience and should persuade with features, benefits and facts rather than marketing hype.

Axeda communications should be straightforward. The first sentences of paragraphs should quickly offer the most relevant information or interesting point. Information should be clearly organized and easy to digest. Readers should not have to work to be informed by Axeda content.

Body copy should be organized with bullets, summaries and extracts whenever possible. The idea is to save the reader time and make the product benefit immediately apparent.

Words and sentences should be efficient and easy to understand without diminishing Axeda's credibility as an authority. Lengthy paragraphs and sentences with embedded clauses should not be used. Punctuation should follow the guidelines set forth in *The Chicago Manual of Style*.

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Four questions to ask when deciding if Axeda copy is in voice:

1 Does it get to the point as quickly as possible?
2 Does it engender confidence with facts?
3 Does it support the Axeda brand attributes?
4 Does it articulate the product benefit in a direct, no-nonsense way?

?

Lisa-Marie Barker
Director of Marketing Communications
lbarker@axeda.com

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USA

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fax   +1 508 337 9201

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suggested readings   *for style reference:*

The Chicago Manual of Style
14th Edition
The University of Chicago Press
ISBN 0226103897

for type/design reference:

Typographic Design: Form and Communication
2nd Edition
Rob Carter, Ben Day, Philip B. Meggs
John Wiley & Sons
ISBN 0471284300