



We are continuing a comprehensive positioning program to assure our success in the marketplace. Identity plays as important a strategic role in meeting our goals as do any of our organizational and business elements.

A strong corporate identity helps strengthen our image and support our marketing activities. When our corporate identity program is presented consistently, we create a positive and lasting impression of our company. The value of our brand symbol (logo, corporate identity or signature) is immeasurable. Its value increases each time it is presented properly and decreases with every incorrect or improper application.

This DataCore Corporate Identity Standards is designed for DataCore distributors, resellers and system integrators as well as DataCore employees and agencies who are authorized to use the corporate logos in creating presentations, packaging, collateral or ads. Please read this guide carefully to make sure your use of the logos comply with DataCore corporate policy. Our Marketing Communications Department has the authority and responsibility for the maintenance and control of the corporate identity system and is your resource for guidance and clarification in applying these standards.

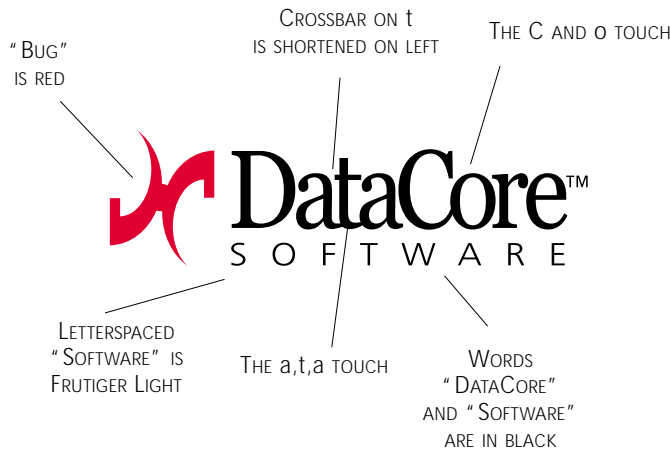
The standards and guidelines provide a unified and visible means of identifying DataCore to our employees, customers and all others who help shape and share in our performance. Your help and support in applying the guidelines strictly and consistently will add to the strength of our company.

Ken Horner
Vice President, Marketing
April 27, 2001

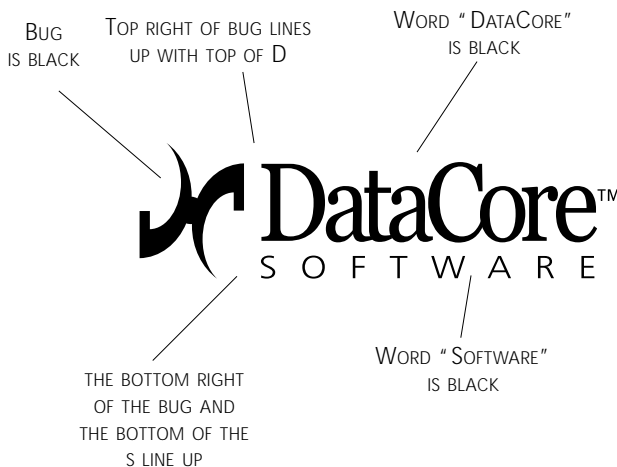
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PROPER USE OF THE DATACORE SOFTWARE LOGO



PROPER USE OF THE BLACK AND WHITE LOGO



DataCore Software's logo is the common and unique graphic thread that binds the company together. The simple rule is that the logo must be readily seen and positioned so that its impact is not diluted by other words or visual elements. It cannot be altered or distorted optically in any way.

Features

The DataCore Software logo consists of three parts:

- ① the bug.
- ② the logotype is the word DataCore in a unique stylized font – based on Century Schoolbook. It cannot be duplicated by specifying the typeface.
- ③ the word "software" positioned under the word DataCore is letterspaced in Frutiger Light.

Black and White Logo

There are times when the logo must be reproduced in black and white. Use this option only when necessary.

Corporate Colors

The corporate colors are PMS (Pantone Matching System) 485 red and black. These are the only acceptable colors for two-color reproduction of the logo.

When reproducing the logo in four-color process, the process equivalent (cmyk breakdown) is used. The process equivalent of PMS 485 is:

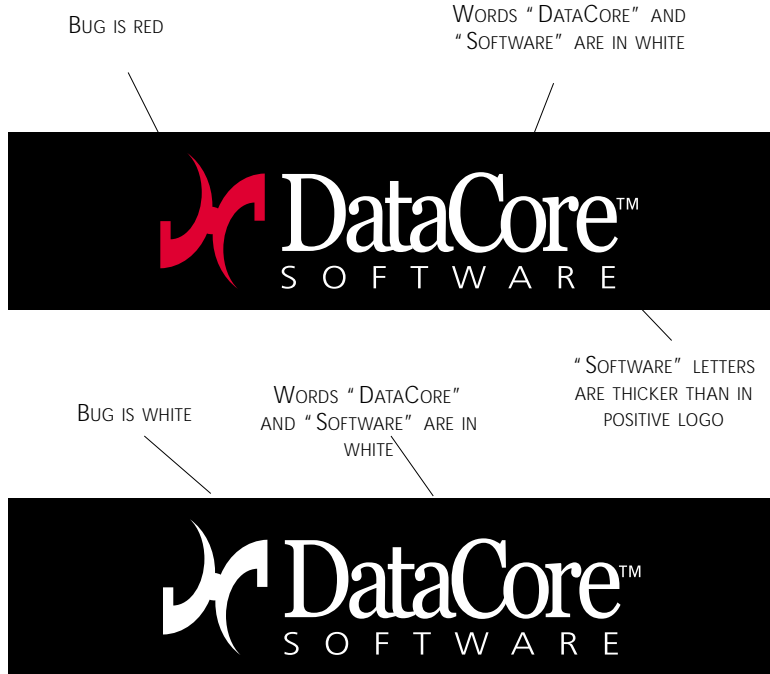
Cyan0%
Magenta100%
Yellow91%
Black0%

The RGB and web-safe equivalent is:

Red255
Green0
Blue0

Neither the logo nor the bug alone may be printed in other colors. (The only exception is if a piece is being printed in one color other than red or black — and then both the bug and the logo should always be in the same color, not two different ones. You must have prior permission to do this.)

PROPER USE OF THE REVERSE LOGO



Reverse Logo

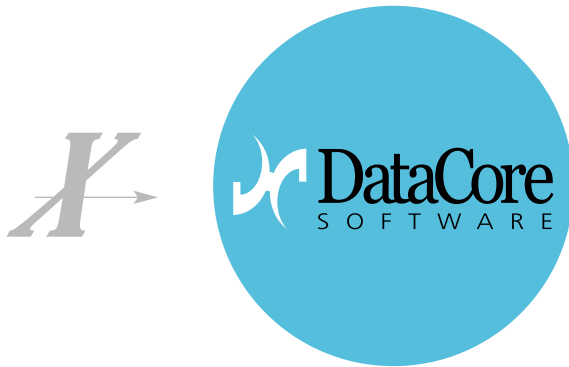
The corporate symbol may be reversed out of black with a white logotype and a red bug or all elements in white. No other color combination may be used. The word "SOFTWARE" is thicker than in the positive logo so that it will not "plug" when reproduced.

PRINTING ON A SOLID RED BACKGROUND



Solid Red Background

To reproduce the logo on a solid red background, the logo must be all white, all black or a white bug with black type.



Incorrect Logo Usage

The following are examples of incorrect applications of DataCore Software's logo. The corporate logo cannot be modified in any way and can never be combined with other words or graphics that corrupt its value.

- The logo should not be placed in a shape or reversed out of a shape.
- The logo's (or bug's) shape is never to be altered horizontally or vertically.
- The logo should be printed or reproduced only in PMS 485 or its process equivalent (C-0; M-100; Y-91; and K-0). (See page 2.)
- Do not combine the DataCore Software logo with any other words or symbols other than the approved tagline.
- Do not move the bug to a different position in relation to the words "DataCore Software."
- Do not use the bug with any other words other than "DataCore Software."
- Do not use the DataCore Software logo as an adjective on forms, brochures, building signs, shipping cartons, etc.
- Do not use the word "DataCore" by itself. It must always appear with the word "Software" and the bug.



The “Bug”

The bug may be used as a single element, separate from the logo (the preferred usage is the entire logo). The bug may appear in the following colors/color combinations:

- ① red
- ② black
- ③ white on red
- ④ black on red
- ⑤ white on black
- ⑥ red on black

The bug must always appear in red, black or white. Under no circumstances is it acceptable to reproduce the bug in any other color. All other colors must be approved by the Marketing Communications Department.

The bug may be enlarged to fit on a page, or “bleed off” a page. Type and art may not be over-printed on the bug image, except in special circumstances. You will need prior approval from Marketing Communications to enlarge the bug or overprint on the bug.

If you have any questions, contact Marketing Communications.

BUG USED AS END SLUG
(ENLARGED)



End Slug

The bug without the shadow may be used as an “end slug,” e.g., at the end of a news article. It may be reproduced in red or black. No other color is acceptable.

Ghosting the Bug

The bug may be used as a ghosted image, in almost any size. It is not acceptable to ghost in anything but a ghost of black. The approved percentage of black is 3 percent on uncoated paper and 5 percent on coated paper. If you are planning to print or use the bug as a ghost, please contact Marketing Communications.

The ghosted bug may be enlarged to fit on a page, or "bleed off" a page. Type and art may be over-printed on the ghosted image.

When the ghost appears, the logo must always be on the same page. In other words, the bug may not be used alone without accompanying logo.

If you have any questions, contact Marketing Communications.

Trademark Placement

The DataCore logo should have the trademark symbol. As illustrated here, an attribution must appear on all materials to identify the trademark.

The first use of each DataCore trademark mentioned in communications must be identified in the attribution. If other DataCore trademarks are referenced in text a TM should appear after the first reference to them.

Pay strict attention to proper capitalization of each DataCore product, service or program. They are as follows:

DataCoreTM Software
 SANSymphonyTM
 SANcentralTM
 SANvantageTM
 SANcollegeTM
 Powered by DataCoreTM

Attribution

© 1998-2001 DataCore Software Corporation. All rights reserved. DataCore, the DataCore Logo, SANSymphony, SANvantage, Powered by DataCore and SANcollege are trademarks of DataCore Software Corporation. All other products, services and company names are trademarks of their respective owners.

This format should be used in each of our other works in which we claim copyright, although dates of authorship need to be properly identified for each work.

Other Company Trademarks

Because we so often reference other companies trademarked services or products, the following is a list of those that are frequently used.

AIX is a registered trademark of IBM.

UNIX is a registered trademark of X/Open.

Solaris is a trademark of Sun.

Linux is a registered trademark of Linus Torvalds.

Mac OS is a registered trademark of Apple, but the R symbol is after Mac and before OS.

Windows is a registered trademark.

Windows NT is a registered trademark (symbol appears after the NT).

Windows 2000 – since you can't trademark a number, the symbol goes after Windows and before 2000.

Netware is a registered trademark.



SANSymphony Logo

The SANSymphony logotype is a stylized typeface based on the fonts Helvetica Black (SAN) and Century Schoolbook (symphony) and cannot be reproduced by specifying a type. Whenever possible, use the white version reversed out of a solid color such as red or black.

There are times when the logo must be reproduced in black and white. Use this option only when necessary.

No other color is acceptable.

The TM must appear at the top of the y's serif.

The SANSymphony logo must be positioned so that it does not compete with any other logos on the same page, i.e., the corporate logo or the Powered by DataCore logo, etc.

If you have any questions about the usage of the SANSymphony logo, please contact Corporate Communications.

Four logos identify DataCore Business Partners. One logo denotes the overall DataCore SANvantage Program. It is used for material produced by DataCore.

Two separate logos identify the DataCore Business Partner levels – Authorized Partner and Technical Partner.

When using the SANvantage logo do not use the DataCore Software logo in the same location or on the same page. For instance, the SANvantage logo can appear on the front, while the DataCore logo is on the back.

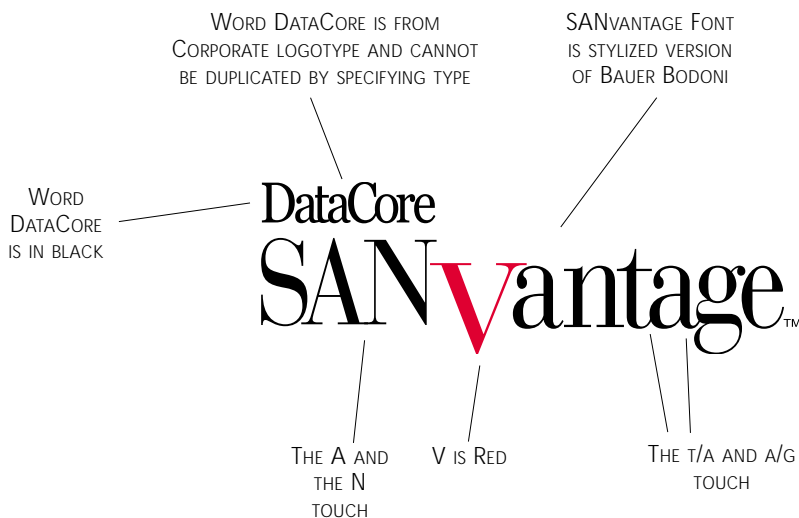
The SANvantage logo should be used only when referencing the DataCore partner program and the partner's relationship.

The Powered by DataCore logo (see page 12) is used by partners when referring to products and offerings, service or influence, for example, in advertising, publications, websites, customer contracts and customer proposals, you will use the "Powered by DataCore™" slogan.

The logo should not be used if your communication does not refer to these DataCore-related activities or to your role as a DataCore partner.

The SANvantage logo must be readily seen and positioned so that its impact is not diluted by other words or visual elements. It cannot be altered or distorted optically in any way.

THE PARTNER PROGRAM: SANVANTAGE



At the left is the logo used to denote the overall partners program. It is used only when referring to the partner program as a whole.

Features

The SANvantage logo consists of three parts:

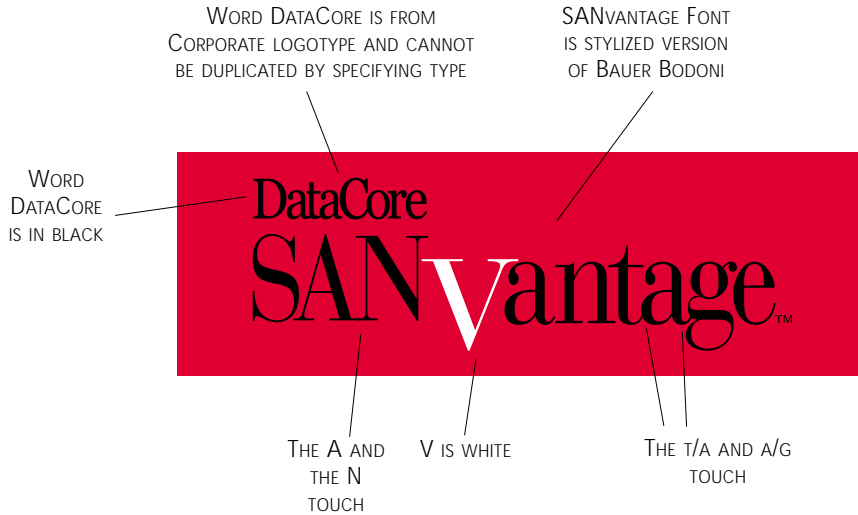
- ① the V.
- ② the logotype is the word SANvantage in Bauer Bodoni uniquely stylized. It cannot be duplicated by specifying the typeface.
- ③ the word DataCore positioned above the letters SAN.

Colors

The colors are PMS 485 red and black or the process equivalent (see page 2).

Neither the logo nor the V may appear in other colors.

PROPER USE OF THE LOGO ON RED



Logo on Red

The logo may appear on red, with the type in black and the V in white. There is no other alternative.

PROPER USE OF THE REVERSE LOGO



Reverse Logo

The SANvantage logo may be reversed out of black with a white logotype and a red V or all elements in white. No other color combination may be used.

PROPER USE OF THE BLACK AND WHITE LOGO



Black and White Logo

There are times when the logo must be reproduced in black and white. Use this option only when necessary.

SANVANTAGE RESELLER PROGRAM LOGO



AUTHORIZED PARTNER

Reseller Program Logo

SANvantage resellers should use the logo at left to denote an affiliation with the program, i.e., authorized reseller partner.

SANVANTAGE ALLIANCE PROGRAM LOGO

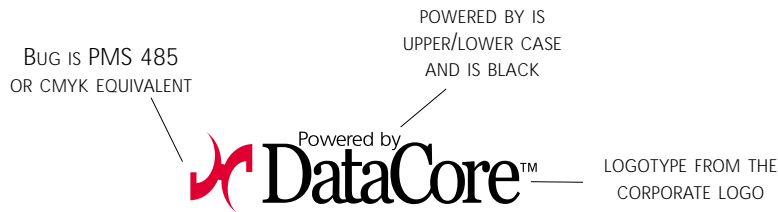


TECHNICAL PARTNER

Alliance Program Logo

SANvantage alliance partners should use the logo at left to denote their affiliation with the program, i.e., authorized technical partner.

PROPER USE OF THE POWERED BY DATACORE LOGO



USE ON BLACK

BUG IS PMS 485
OR CMYK EQUIVALENT

POWERED BY AND DATACORE
ARE IN WHITE



USE ON RED

BUG IS WHITE

POWERED BY AND DATACORE
ARE IN BLACK



USE ON RED

BUG IS BLACK

POWERED BY AND DATACORE
ARE IN BLACK



USE WITH ANOTHER LOGO IN PRINT



PARTNERS MAY USE SLOGAN "POWERED BY DATACORE"
OR THE POWERED BY DATACORE LOGO IN PRINT ADVERTISEMENTS

The Powered by DataCore logo is an integral graphic element used in conjunction with the DataCore SANvantage™ Partner Program. The logo cannot be altered or distorted optically in any way. It must be positioned so that it does not visually compete with the DataCore Software Corporate logo (see page 2). It should be used on equipment and in software. In print, partners may use either the "Powered by DataCore" slogan under their company logo or the Powered by DataCore logo.

Features

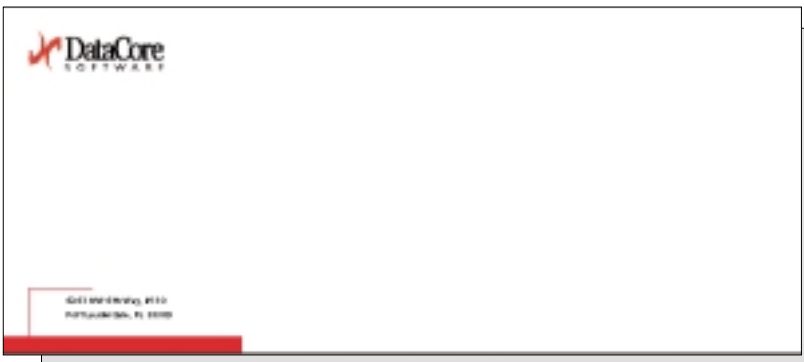
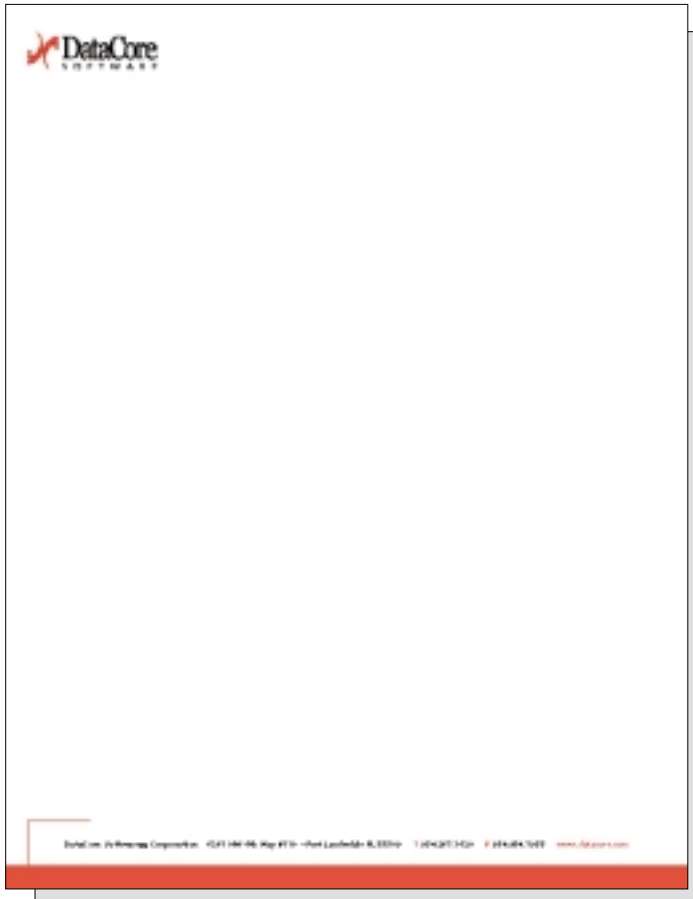
- ① the bug.
- ② the logotype is the word DataCore in a unique stylized font (a combination of two fonts). It cannot be duplicated by specifying the typeface.
- ③ the words "Powered by" positioned above the "ata" in the word DataCore.

Logo Color Combinations

The only acceptable combinations of the logo are shown at left. No other combination is acceptable.

Sticker Guidelines

When using the Powered by DataCore stickers provided by DataCore, they must be affixed to the front exterior of the server unit that is the storage domain server. On dark surfaces, use the white stickers. On light surfaces, use the black stickers. Do not alter the stickers in any way. Place the logo sticker prominently in an area with at least three-quarters of an inch of clean space surrounding it.



Approved Stationery

Shown here are the only acceptable formats in which letterheads, envelopes, labels and business cards may appear. If your office in the United States needs a letterhead with a local address, corporate will have it printed for you. Please consult with Marketing Communications regarding all stationery items you need to order.

International Materials

International offices produce their own stationery based on these guidelines but must obtain prior final approval from Marketing Communications prior to producing. Some alterations in format may be country-specific and allowed by Marketing Communications and will be addressed on an as-needed basis.

Departmental Review Process

It's important to establish a department-level review process to assure consistent use of the corporate identity program. You can take the following steps to create an identity management program in your department:

- Establish 100 percent identity-policy compliance.
- Make sure a copy of the *Corporate Identity System Guide* is available and is referred to when necessary.
- Use the identity documented in this brochure as the standard of comparison for approving logo usage.
- Do not recreate the identity; approved electronic files are available through the Marketing Communications Department.
- Discard all incorrect and obsolete applications of the DataCore Software identity.
- If you have questions about proper usage, contact the Marketing Communications Department.
- DataCore authorized partners must obtain DataCore approval prior to producing any literature using DataCore SANvantage and DataCore logos.

Logo Color Specifications

The corporate colors are PMS 485 (or PMS 032 on uncoated paper) and black. These are the only acceptable colors for two-color reproduction of the corporate logo.

When reproducing the logo in four-color process, the process equivalent can be used.

Area of Isolation

No other copy or art can be within the equivalent of the bug's height of the logo.

Company Literature

Company literature is produced by Corporate Communications. Text font is primarily ITC Century Book, with Frutiger Light and Roman.

Ad Specialties

Ad specialties often require special usage of the logo. Before ordering ad specialties, please check with Marketing Communications to make sure the intended usage is acceptable.

Web Applications

When using the logo on a website, use approved web-applicable logo available on the DataCore website. Please follow all corporate identity guidelines. If there are any questions or issues, please check with Marketing Communications.

This document provides professional standards and guidelines for the DataCore Software corporate identity program. For assistance in applying the program, and to obtain approved reproducible materials, please contact the DataCore Software Marketing Communications Department.

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