

INFORMATION INTEGRITY

intelligently organized *relevant* pure *accurate* current *balanced* fair

*Gale Group*

**CORPORATE ID  
STANDARDS MANUAL**



## Table of Contents

<b>1. General Usage Guidelines</b>	
1.1 Logo/Logotype	1
1.2 Information Integrity and the Code of Ethics	3
1.3 Typography	4
1.4 Size	7
1.5 Backgrounds and Positioning	7
1.6 Color Specifications	8
1.7 Special Effects	8
1.8 Trademark and Copyright Statement	8
<b>2. Stationery and Business Forms</b>	
2.1 Color Specifications, Typography and Paper Stock	10
2.2 Letterhead	10
2.3 Envelopes	13
2.4 Business Cards	14
2.5 Business Forms	17
<b>3. Products – Gale Group</b>	
3.1 Book Covers	21
3.2 Title Pages	21
3.3 Copyright Pages	22
3.4 CD Packaging	22
<b>Products – Imprints</b>	
3.5 Imprint Usage Eliminated	26
3.6 Imprint Usage Modified	27
3.7 Imprint Usage Unchanged	29
<b>Products – CD and Online</b>	
3.8 CD Product	33
3.9 Online Products	33
<b>4. Catalogs, Brochures, Space Ads, Direct Mail</b>	
4.1 Standard Display Typefaces for Advertising/Direct Mail	35
4.2 Standard Color Palette for Advertising/Direct Mail	35
4.3 Logo Placement/Standard Formats	35
<b>5. Online Use</b>	
5.1 Internet	43
5.2 Intranet	45
5.3 PowerPoint/Interactive Presentations	45
<b>6. Gale Group Logo with Product Line Logo</b>	50
<b>7. Trade Show Booth/Signage</b>	51
<b>8. Company Offices and Addresses</b>	53

# 1. General Usage Guidelines

## 1.1 Logo/Logotype

The Gale Group logo contains both the “mark” and the words “GALE GROUP”. The logo can be used with and without the words “GALE GROUP”, as is the case on book spines. The logo can be used centered, or to the left and right of center. The mark can be used with the words “GALE GROUP” to the right of the mark and also to the left of the mark. (See exhibit 1.a.) In space ads for instance, the version with the text to the left of the mark is consistently used in the right hand corner of the page. In direct mail, it is required to use the version with the text to the right of the mark. On stationery and business cards, the version with the text to the right of the mark will also be used.

Exhibit 1.a.



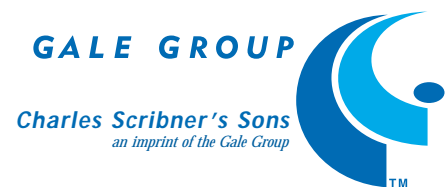
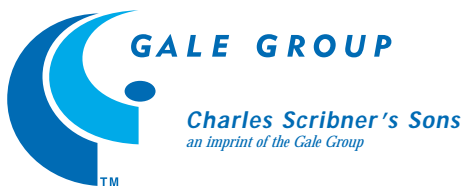
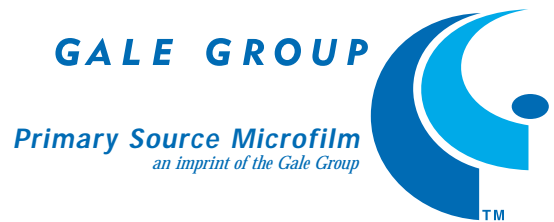
The imprint names of Macmillan Reference USA, Charles Scribner’s Sons, Thorndike Press, Graham & Whiteside, Primary Source Microfilm, U•X•L®, The TAFT Group and Visible Ink Press are also used with the Gale Group logo. The imprint name is set in Geometric 415 Black Italic, initial caps with tracking set at 10, and the tag line “an imprint of the Gale Group” is set in Adobe Garamond Italic. The imprint name is positioned to the right of the “inner G” of the logo and flush left with the left edge of the letter “L” in “GALE”. (See exhibit 1.b. for use on business stationery.) In all cases, whether the imprint name is used on letterhead, promotional materials or signage, the line “an imprint of the Gale Group” must appear with the imprint name. See exhibit 1.c. for use of imprint name and tag line at various sizes.

Exhibit 1.b.



A clear space of at least 1/4” should surround the logo and be free of any images or text. In addition, the Gale Group logo should not be positioned next to, above or below another logo on the same page or screen and should not be in direct competition with another logo.

Exhibit 1.c.  
Size relationship between  
logo, imprint name and  
tagline



The “mark” can be used without the words “GALE GROUP” as seen screened back as a small mark above the headline in the new corporate image space ads. (See exhibit 1.d.) The words “GALE GROUP” can also be used in Geometric 415 Black Italic, all caps with tracking set at 47, without the mark under special circumstances, i.e. on certain book spines to maintain a series look or on premium items such as ballpoint pens where there are space limitations. (See exhibit 1.e.) In some situations, with outdoor building signage, space may not allow the use of the mark and text together if “GALE GROUP” is not legible. However, at this time, it is not desirable to separate the “mark” and the words “GALE GROUP” when it is the only company identifier in a space ad, or on the mailing panel or brochure cover of a direct mail promotion. The use of the “mark” and “GALE GROUP” together in the first two years of its existence ensures future identification with customers.

Exhibit 1.d.



*What happens* WHEN  
INFORMATION HAS NO INTEGRITY?

Exhibit 1.e.

**GALE GROUP**

## 1.2 Information Integrity and the Code of Ethics

The Information Integrity tag line with the descriptive phrases called the “Code of Ethics” is used separate from the Gale Group logo, but should be used in a prominent place on the cover of a brochure, catalog or trade show sign. It can be used at the top of the page in a two-line treatment or as five lines at the bottom of a page. (See exhibit 1.f.) In most cases, the Gale Group logo would be located at the bottom of the page as the last graphic element. Both Information Integrity and the Code of Ethics are set in Regula CS. Information Integrity is capped and in the roman style; the Code of Ethics is an italic and roman combination, all lower case. The “swirl” separates the two elements in the five-line treatment.

Exhibit 1.f.

INFORMATION INTEGRITY  
intelligently organized *relevant* pure *accurate* current *balanced* fair

———— INFORMATION INTEGRITY ————

intelligently organized

*relevant* pure *accurate*

current *balanced* fair

www.galegroup.com

### 1.3 Typography

The type font used for the words “GALE GROUP” is Geometric 415 Black Italic, all caps. (See exhibit 1.g.) The imprint names when used with the logo, will also be set in Geometric 415 Black Italic, initial caps. The line “an imprint of the Gale Group” will be set in Adobe Garamond Italic (see exhibit 1.h.), with the words “GALE GROUP” the only ones in initial caps. Adobe Garamond will be used on corporate and direct mail letterhead as the typeface for the body text. Regula CS, Franklin Gothic, Gill Sans and Helvetica (see exhibits 1.i. - 1.l.) are joined with Geometric 415 and Adobe Garamond families as the branding fonts to be used on all company, advertising and promotional communications.

Exhibit 1.g.

*Geometric 415 Black Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Exhibit 1.h.

*AGaramond*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*AGaramond Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

See exhibit 1.i.

*Regula CS*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Regula CS Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Exhibit 1.j.

Franklin Gothic Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Franklin Gothic Book Oblique*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Franklin Gothic Demi  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Franklin Gothic Demi Oblique*  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Exhibit 1.k.

Helvetica  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Helvetica Italic*  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Helvetica Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Helvetica Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Helvetica Condensed Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Helvetica Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Helvetica Bold Condensed Oblique*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



Exhibit 1.I.

**Gill Sans****ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***Gill Sans Italic****ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*****Gill Sans Bold****ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***Gill Sans Bold talic****ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*****1.4 Size and Position**

In space ads and direct mail, with the average size being from 5" x 7" to 9" x 12", the logo is generally used from 30% to 70% of its original size. In business forms and stationery, and on mailing panels of self-mailers and direct mail packages, the logo is positioned in the upper left corner, as is generally the case with online use and in CD product. In space ads, the logo is positioned in the lower right corner of the page. In direct mail promotions and catalogs, the logo is generally located in the lower right corner or centered at the bottom of the cover.

**1.5 Backgrounds and Positioning**

The logo should not be used on a busy, patterned background or printed over images. Preferably use it with a solid color background; white is the ideal. The Gale Group logo should not be positioned next to, above or below another logo on the same page or screen and should not be in direct competition with another logo.

## 1.6 Color Specifications

The logo should only be used in black; a screen of black; reversed out of the background page, screen, product package, etc. as a white image; or in the two designated PMS colors 294 and 285 or cmyk equivalent. The “mark” itself is often used as a small icon on promotional pieces or space ads, above the headline as 10 - 20% screen of black, PMS 294, or 285, or their cmyk equivalents. (See exhibit 1.m.)

The 1-color logo appears in PMS 294, with the inner “G” 60% of PMS 294.

The 2-color logo appears in PMS 294, with the inner “G” in PMS 285. The words “GALE GROUP”, the oval shape above the inner “G” and the trademark symbol (TM) appear in PMS 294. When an imprint name is used with the Gale Group logo, it and the words “an imprint of the Gale Group” appear in PMS 294.

The 4-color logo appears in 100 cyan, 56 magenta, 0 yellow and 0 black for the outer “G”, along with the oval, TM, and the imprint name and tag line when it appears. The inner “G” is composed of 91 cyan, 6 magenta, 0 yellow and 0 black.

The black-and-white screened version of the logo uses 80% screen of black in the outer “G”, as does the words “GALE GROUP”, the oval shape above the inner “G” and the TM. The inner “G” is 40% screen of black. When an imprint name is used with the Gale Group logo, it and the words “an imprint of the Gale Group” appear as 80% screen of black.

## 1.7 Special Effects

The logo should not be altered with special effects, such as a 3-D look, and the “mark” should never be filled with a pattern or texture. The logo, whether the “mark” or the Gale Group text, should not be used in outline form or used screened back in whole or partial form as a background element, or rotated to any other position. The logo should not be wrapped around any surface that will distort the basic proportion of the logo, nor extended or condensed vertically or horizontally. The words “GALE GROUP” should never be repositioned up or down from their present location, nor resized smaller or larger. The size relationship with the “mark” must always be maintained.

## 1.8 Trademark and Copyright Statement

Thomson Legal has filed an application to trademark the Gale Group name and logo design. The final registration may take up to a year, however. In the meantime, the TM symbol must appear at least once in a prominent location in all advertising and promotional material, placed with the “mark” at the bottom end of the outer “G”, set in Helvetica, bolded in PhotoShop. The logo files have been prepared for use with this symbol in place. When the registration is final, the TM is replaced with the circle “R” (®).

As the “marks” are owned by Thomson Information Licensing Corporation and used by permission under a licensing agreement, the following phrase must appear at least once on all products and advertising:

Gale Group and Design is a trademark used herein under license.

In online use, in lieu of the TM symbol, the phrase is centered at the bottom of the home-page beneath the copyright line “(c) Gale Group Inc. 1999. All rights reserved.

Exhibit 1.m.

