



JABRA®

*A simple reference guide for how to use the
JABRA Corporation logo in real-world
communications applications.*



INTRODUCTION



Corporate image is a valuable asset, one that is protected and enhanced by a consistent visual identity. Successful companies rely on powerful identity systems to not only maintain but also build upon their brand recognition. All employees and associates of the company must work to create and properly implement this strong image.

JABRA Corporation is an innovator in developing hands-free communications products for the telecommunications, interactive computing and computer telephony markets. Our logo, with its tagline, and accompanying identity elements, conveys the image of an innovator: a company that is always moving forward.

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This reference guide covers the key elements of JABRA's brand identity program. These elements include the corporate signature, color selections and typography, as well as packaging guidelines. Each element works with and complements the others to maintain a consistent JABRA identity in each usage. Consistent and proper use of these elements is essential to building and maintaining JABRA's worldwide brand recognition and corporate identity.

The guidelines in this manual exhibit the recommended uses of the key elements in our identity as they appear in various applications. *All materials that include JABRA product names and/or logos must be approved by JABRA Corporation prior to printing, publishing or distributing.* Materials should be submitted to the Marketing Department at fax: 858.622.0353 or emailed to marketing@JABRA.com. When submitting materials, it is the user's responsibility to allow sufficient time in the event that changes are required.

SIGNATURES

The Company signature is the primary visual representation of JABRA. It consists of the logotype (which is the name JABRA), the hand icon, and the register symbol ®.

The JABRA name and logo stand alone as the overall Company brand identity on products, packaging, promotions, and with our retail partners.

The identifier, "A GN Netcom Company" is considered a part of the Corporate signature when JABRA is being identified as a separate business unit of the GN Netcom Group. This formal logo should be used only in Company correspondence and when Corporate identity is foremost (see page 4). It is not appropriate for use in promotional or marketplace branding.



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JABRA®

A **GN** Netcom Company



LOGO COMPONENTS



The Company signature is the most visible element of the JABRA identity. It consists of the JABRA logotype, the hand icon and the ® symbol. When using the signature, allow a clean, visual separation from all other elements. As noted below, the height of the JABRA logo serves as a measurement for minimum clear space around the entire signature. The clear space should be a solid color without any patterns (refer to page eight for background color options). No type or other elements should be used in this clear space.

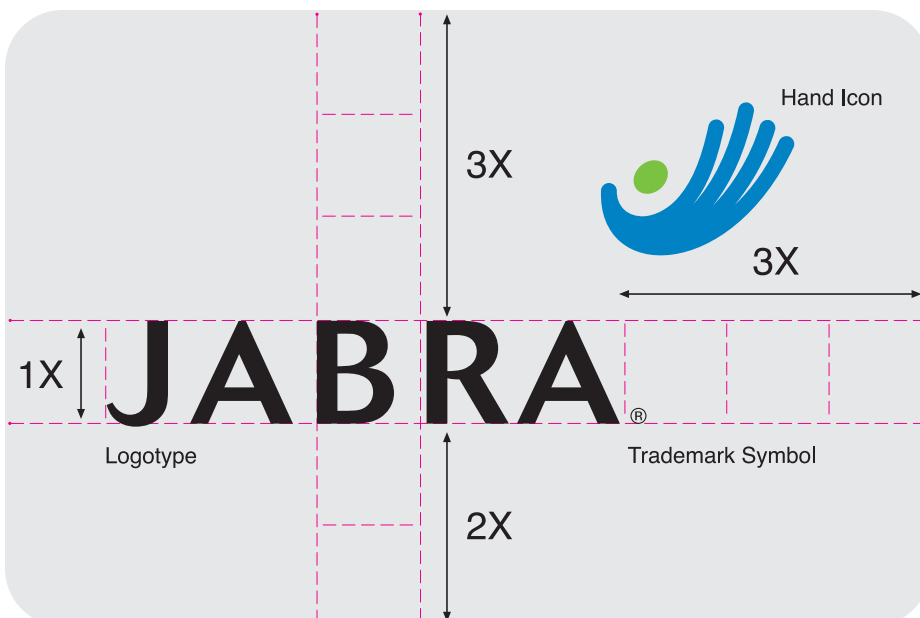
Tagline examples:

The innovator in hands-free communications products

**The innovator
in hands-free
communications
products**

JABRA®

In some cases, JABRA's tagline, "The innovator in hands-free communications products," appears on the same page or piece as the logo. Never place the tagline within the elements of the signature. Consider the tagline to be an independent graphic element which may be positioned anywhere outside the minimum clear space, except on Company materials where placement has already been defined. The tagline can appear as a single line or a stacked version (see left) and the font used should always be Myriad Semibold Condensed.



FORMAL CORPORATE SIGNATURE

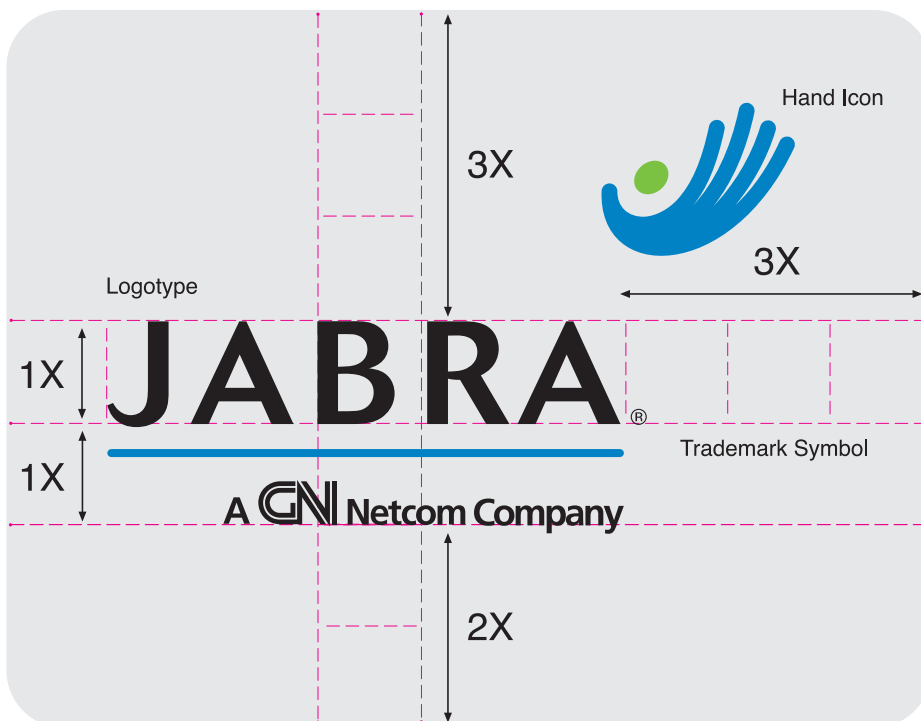


The identifier, "A GN Netcom Company" is part of the formal signature for JABRA Corporation as part of the GN Netcom Group. It is the element that links JABRA to our parent company, and should be used in Company correspondence and when a formal Corporate identity is foremost. All the requirements for the Company signature apply to this logo with the addition of the subtext. The underline bar should always appear in JABRA Blue (PMS #3005) with "A GN Netcom Company" in black.



Use this formal Corporate signature on:

- letterhead
- press releases
- business cards
- faxes
- envelopes
- memos
- tradeshow graphics
- Corporate signage (excludes in-store)
- signature tags on product collateral



SIGNATURE DON'TS

Because the Company signature is the most visible element of our identity, it must be reproduced properly and consistently at all times. This page depicts some inappropriate uses of the JABRA signature. These illustrations will help you determine the correct usage of the signature in various applications.



Never use upper- and lowercase letters for JABRA or delete the ® symbol.



Never substitute signature colors.



Never create your own symbol, logotype or signature for use in place of the JABRA signature.



Never rearrange the signature elements.



Never place the signature on high-contrast photographic or high-contrast patterned backgrounds.

The JABRA signature should only be used as a single unit.

- Never delete the ® symbol.
 - Never use upper- and lowercase letters for JABRA.
 - Never use the signature with additional graphic elements or place on top of complex illustrations or photography.
 - Never substitute signature colors.
 - Never change or modify the typeface of the signature.
 - Never increase the size of any singular part of the signature.
 - Never rearrange the signature elements.
 - Never rotate or reposition any of the signature elements.
 - Never place the signature on high-contrast photographic or high-contrast patterned backgrounds.
 - Never create your own symbol, logotype or signature for use in place of the JABRA signature.
- All of the above restrictions apply to both the formal Corporate signature and Company signature.*

COLOR PALETTES

JABRA Corporation's colors consist of specially chosen palettes.

The primary palette is used for the logo and Corporate applications; the secondary palette consists of colors that can be added to complement the primary palette when needed. The Pantone® (PMS) and CMYK equivalents are provided. Please do not substitute any of the colors in the primary palette; the secondary palette is optional.



PMS# 108



PMS# 109



PMS# 376



PMS# 3005



PMS# 2715



PMS# 485

The JABRA Corporation primary color palette consists of the following proprietary colors:

JABRA Yellow: PMS# 108;
CMYK is 100% yellow

Sound Wave Yellow: PMS# 109;
CMYK is 100% yellow plus 10% magenta

Kiwi Green: PMS# 376;
CMYK is 100% yellow plus 50% cyan

JABRA Blue: PMS# 3005;
CMYK 100% cyan plus 25% magenta

The secondary color palette consists of the following colors:

Purple: PMS# 2715;
CMYK is 60% cyan plus 47% magenta

Red: PMS# 485;
CMYK is 100% magenta plus 91% yellow



TYPOGRAPHY FAMILIES

The Company typefaces call out the “voice” of JABRA to our customers, suppliers and partners. These typeface families were specially selected to represent the innovation and quality in all JABRA products and Company communications. Please use these typefaces to ensure a consistent image across our entire system of communications pieces and presentations. Do not substitute.

Primary Typeface, Sans Serif—Myriad Family

The Myriad typeface family is extremely legible and suitable for both body type and headline applications. The family includes regular, condensed and extended versions and comes in light, regular, semibold, bold and black weights. All versions listed come in italic as well. This family should provide you ample choices for any application.

Secondary Typeface, Serif—Times Roman Family

The Times Roman typeface family is extremely readable at smaller sizes due to the serif quality of the font—therefore it is ideal for body type and Company correspondence. It is also widely available across many computer platforms and makes an excellent choice for Company correspondence for this reason.

The family includes regular, semibold and bold weights. All versions listed come in italic as well. This family should provide you ample choices for body copy and Company correspondence applications.

Primary Typeface, Sans Serif—Myriad Examples:

AaBbCcDd1234

Myriad Light

AaBbCcDd1234

Myriad Regular Condensed

AaBbCcDd1234

Myriad Bold Extended

AaBbCcDd1234

Myriad Regular Semibold Italic

Secondary Typeface, Serif—Times Roman Examples:

AaBbCcDd1234

Times Roman

AaBbCcDd1234

Times Roman Semibold

AaBbCcDd1234

Times Roman Bold Italic

BACKGROUND OPTIONS



The JABRA signature should always appear against a solid background color, preferably white, shown to the right.

Packaging can use a centered logo treatment on a field of JABRA yellow. If an application requires that you reverse the signature out of black, all signature elements including the ® symbol should print white. However, this is not the preferred use of the signature.

JABRA®

Standard logo background application.



Standard packaging logo application.



Reversed logo application.



BUSINESS SYSTEM USAGE

Stationery and forms represent the Corporate and professional face of JABRA. The entire stationery system is the front line of communication to customers, suppliers and partners. In other words, it creates the ever-important "first impression."

Each item in the JABRA stationery system is an individual communicator. Every time we send a letter or fax, hand out a business card, or mail an envelope, we deliver an immediate impression of JABRA's Corporate image. If strong and clear, this initial impact builds confidence and supports our reputation throughout our industry and the world of business.

The examples below exhibit correct standardization and consistency for Corporate communications on the Company stationery. Follow these guidelines exactly for proper alignment and positioning of the text on all letterhead, envelopes and other Company correspondence applications.



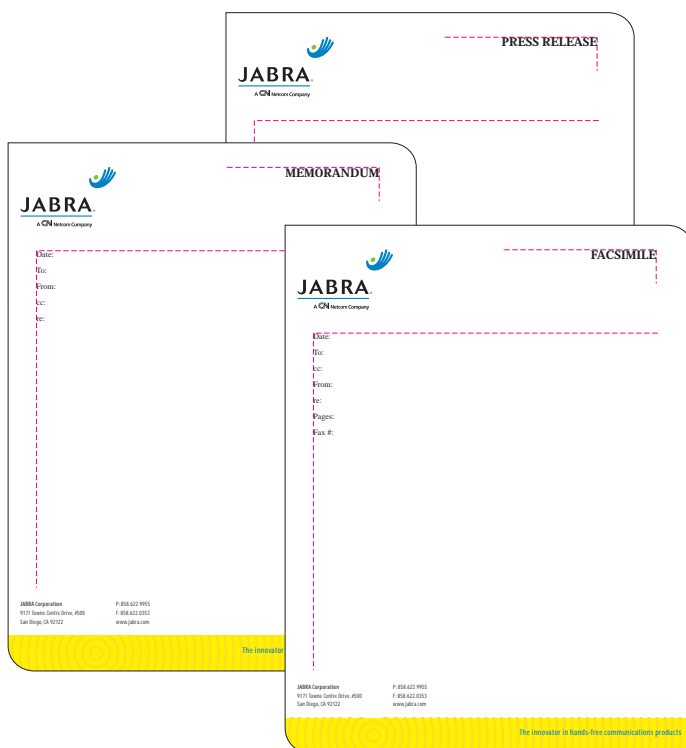
JABRA
A GN Netcom Company

When typing a letter, align the left margin with the left side of the "A" in the "A GN Netcom Company". Always use the Times Roman font family for Company correspondence. Your letter should be typed flush left with no indents. Always skip one line between paragraphs.

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The Innovator in hands-free communications products



JABRA
A GN Netcom Company

PRESS RELEASE

JABRA
A GN Netcom Company

MEMORANDUM

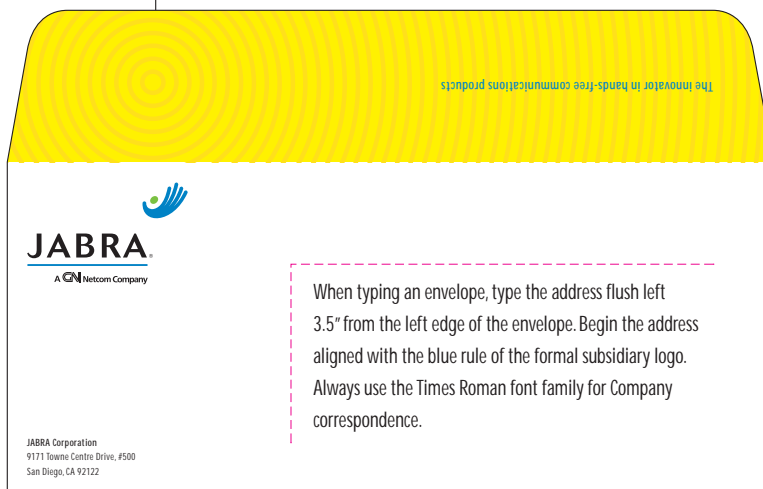
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FACSIMILE

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When typing an envelope, type the address flush left 3.5" from the left edge of the envelope. Begin the address aligned with the blue rule of the formal subsidiary logo. Always use the Times Roman font family for Company correspondence.

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PACKAGING LOGO USAGE

The JABRA packaging system is a set of basic design guidelines to help you develop packaging that will fit the overall look and feel of the JABRA identity. If, after reviewing the text and exhibits on the following pages and our website, you have any further questions about packaging design, please contact the Marketing Department at 1.800.327.2230 or refer to our website at www.jabra.com/materials.



For packaging applications where space is often limited, the hand is centered over the JABRA logotype and used in conjunction with the benefit statement "HANDS FREE PERFORMANCE".

These exhibits illustrate correct usage of the centered version of the signature on JABRA packaging and the overall look and feel of JABRA packaging.

Packaging execution may vary with product lines and resale strategy, however, the logo elements will stay consistent regardless of application.



PACKAGING CO-BRANDING AND PRODUCT NAMES

JABRA Corporation has a limited number of channel partners who have adapted packaging for our products. Such packages should adhere to JABRA style guidelines with regard to logo use and color palettes, while allowing our partners to conform with their own on-shelf image. However, when co-branding, JABRA's logo shall never appear smaller than 50% of the partner's signature. In addition, all color guidelines should be followed or substituted with black.

The guidelines in this manual exhibit the recommended uses of the key elements in our identity as they appear in various applications. All materials that include JABRA product names and/or logos must be approved by JABRA Corporation prior to printing, publishing or distributing. Materials should be submitted to the Marketing Department at fax: 858.622.0353 or emailed to marketing@JABRA.com. When submitting materials, it is the user's responsibility to allow sufficient time in the event that changes are required.



OPTIONAL GRAPHIC AND PACKAGING TYPEFACE

JABRA Corporation communications applications may incorporate a widely used “sound wave” graphic. This element appears on many applications, primarily the Corporate business papers system. It can be used for a wide variety of communications applications.



The sound wave artwork can be scaled for use on very small applications as well as large ones. Only a very small portion of the artwork is being represented here.

JABRA Corporation product packaging also incorporates a specially selected typeface. This unique typeface can be used in conjunction with the JABRA primary and secondary typefaces.

Packaging Typeface, Sans Serif—Cosmos Family

The Cosmos typeface family is commonly available and recognizable. It is suitable for both body copy and headline packaging applications. The family includes light, light italic, medium and extra bold weights. This family should provide you ample creative choices for packaging applications only.

Primary Typeface, Sans Serif—Cosmos Examples:

AaBbCcDd1234

Cosmos Light

AaBbCcDd1234

Cosmos Light Italic

AaBbCcDd1234

Cosmos Medium

AaBbCcDd123

Cosmos Extra Bold

PRODUCT NAMES AND BRANDS

JABRA Corporation has secured trademarks and registration marks for a variety of its product names and slogans.

In particular, the application of contracted product names is distinct in its use of capital and lower-case letters within the spelling. Please note the following standards, trademarks and registration marks.

JABRA EarGels™

JABRA EarSet®

JABRA EarBoom™

JABRA EarBud™

JABRA EarWrap™

The innovator in hands-free communications™

Practice Safe Cellular™

HANDS FREE PERFORMANCE

EarBoom™

EarSet®

EarWrap™

PRODUCT AND MODEL PHOTOGRAPHY USAGE

JABRA Corporation provides its partners with various application photography and scenes showing our products in use. Our partners may wish to download these images for use in advertisements or promotional materials. Please be aware that the legalities of model and photographer usage fees only allow these shots to be used in the promotion and sale of JABRA products. They may not be used in signage, materials or advertising that is generic in nature, promoting only the category or in combination with competitive products. Should you have questions regarding appropriate usage, please contact the JABRA Marketing Department.

JABRA Mobile Jogger



JABRA Mobile College Student



JABRA Mobile Driver



ELECTRONIC FILES

The JABRA Company signature is the most visible element of the JABRA identity system and must be reproduced properly each and every time. The following pages contain information on how to obtain original signature art. Always use original art supplied by JABRA Corporation whenever you reproduce the signature.

Please contact the Marketing Department at 1.800.327.2230 or refer to our website at www.jabra.com/materials to obtain electronic artwork files.



Spot Color (PMS) Signature:

The JABRA signature consists of two PMS colors and black. In most cases, spot color printing is the primary and preferred method of printing the signature for high-end applications.

File Names:

JABRA PMS.eps

JABRA GN PMS.eps (JABRA formal Corporate signature)

Four-Color (CMYK) Signature:

The JABRA signature can be printed in four-color process inks when applications or budgets do not allow for spot color. Typical examples might be magazine and newspaper advertisements, flyers, posters, etc.

File Names:

JABRA CMYK.eps

JABRA GN CMYK.eps (JABRA formal Corporate signature)

One-Color Signature:

The JABRA signature can be printed in one color (black or white only) when no other option is available. It is not the preferred way to reproduce the logo.

File Names:

JABRA Black.eps

JABRA GN Black.eps (JABRA formal Corporate signature)

JABRA White.eps

JABRA GN White.eps (JABRA formal Corporate signature)

GLOSSARY

Alignment—Precise arrangement of letterforms upon an imaginary horizontal or vertical line.

Body type—Text material, usually set in sizes from six to 12 point. Also called text type.

Boldface—Type with thicker, heavier strokes than the regular font. Indicated as BF in type specifications.

Clear space—Area designated to be free/absent of all graphics and typography.

Flush left (or right)—The even, vertical alignment of lines at the left (or right) edge of a column.

Font—Character set of a given size and style including upper- and lower-case letters, numerals and punctuation marks.

Format—The overall typographic and spatial schema established for a publication or any other application.

Heading—Copy that is given emphasis over the body of text, through changes in size, weight or spatial interval.

Headline—The most significant type in the visual hierarchy of a printed communication.

Logotype—Two or more type characters that are combined as a sign or trademark.

Margin—The unprinted space surrounding type on a page.

Reverse—Type or image that is dropped out of a printed area, revealing the paper surface.

Rule—In hand-set metal type, a strip of metal that prints as a line. Generally, any line used as an element in typographic design, whether hand-set, photographic, digital or hand-drawn.

Sans serif—Typeface without serifs (or feet). A sans serif typeface is generally even in overall weight with very little contrast between thick and thin strokes. Myriad is a sans serif typeface.

Serifs—Small elements added to the ends of the main strokes of a letterform in serifed typestyles.

Signature—A company's logo or logotype, which identifies and brands all company products and communications.

Tagline—A company's proprietary positioning statement, used to identify and brand all company products and communications.

Typeface—The design of alphabetical and numerical characters unified by consistent visual properties.

Type family—The complete range of variations of a typeface design, including roman, italic, bold, extra bold, expanded, condensed and other versions.

Typography—Originally the composition of printed matter from movable type. Now the art and process of typesetting by any system or method.

White space—The “negative” area surrounding a letterform.

x-height—The height of lowercase letters, excluding ascenders and descenders. This is most easily measured on the lowercase x.



CORPORATE INFORMATION

If you have additional questions you are unable to answer with the help of this guide, please contact the Marketing Department at 1.800.327.2230 or refer to our website at www.jabra.com/materials for further information.

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