

focus on our corporate identity.



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as we embark on this journey as a

new Company

... it is imperative that we present ourselves to our customers and to the PC industry as a focused, consistent organization with a clear vision: to be a reliable supplier of powerful PCs and services to technologists in government, small/medium business and consumer markets.

One of the most visible ways we can present and reinforce this image is through our brand. The brand symbolizes everything we're about as a company, taking our strengths and serving them up as a unified image.

In our case, these strengths are our technological heritage, engineering expertise, and reputation of offering tangible value for our customers. Our brand isn't some mystical invention of the marketing group or a logo, tagline or color scheme; it's a daily reinforcement of why customers should do business with us. The brand is a strategic asset which builds familiarity, trust, relationships and ultimately, revenue and margin.

Our situation today calls for a

uniform and united brand strategy.

Our transition from a public to a private company has raised concerns about our viability among many customers, and our past decentralized business model has resulted in a cacophony of different brands and logos competing for attention. Now, we must focus on presenting a clear, unified image to customers, one that engenders understanding and confidence. There is simply no job at this critical juncture more important than reassuring our best customers and potential customers that MicronPC is the right PC company for them, both today and tomorrow.

You'll see that we've taken the steps of removing the "dot.com" from our name and logo, as well as the "Think beyond the box" tagline. These changes will help to reinforce our new image as a focused company dedicated to supplying the best PCs and related services in the industry, while still maintaining the equity that "Micron" and "MicronPC" have among our customers. We have the rights to use the MicronPC name for the next 12 months, after which we are required to migrate to a new name. The MicronPC branding team has a project underway now to identify a new name for the mid-2002 timeframe. In the meantime, we will go forward aggressively with the MicronPC name.

As the brand is the most visible extension of MicronPC, every communication our company makes either strengthens the brand or weakens it. By leveraging the brand's power in all you do, your marketing and sales efforts are made more effective and the MicronPC brand is made that much stronger. Building our brand grows our market share and strengthens the appeal of our products and services. That's why it's essential that every member of MicronPC, including our strategic partners and creative agencies, implements the brand consistently and with a cohesive vision.

This MicronPC Corporate Identity Brand and Style Guide will help our company and you individually to achieve the goal of presenting a consistent unified brand for MicronPC. Its purpose is to give you the tools to insure consistency in both message and design so you can properly communicate the MicronPC brand in printed and online materials. If you ever require assistance, please contact the MicronPC branding team: Ross Ely [208-893-1560, rjely@micronpc.com] or Wendy Fox [208-893-1310, wfox@micronpc.com].

These rules are not voluntary, nor are they flexible.

They are not to be "bent" to address divisional needs or situations.

The Logo. one . one

micronpc



The MicronPC Logo.

The MicronPC logo is the primary element in our corporate company signature. Consistent application of this single brand signature treatment strengthens the MicronPC identity throughout all of our communication materials. The MicronPC logo should be used for all general marketing materials, including brochures, direct mail, sales sheets, sales communications, advertisements, etc. The MicronPC, LLC logo should be used on formal business documentation, including contracts, Terms and Conditions, invoices, mousetype, paychecks, purchase order forms, etc. If you have questions as to which logo you should use on a particular project, please contact MicronPC legal.



Minimum Clear Space Requirements.

The minimum clear space surrounding the MicronPC logo should be equal to the letter "m" in "micron", as indicated above.



Minimum Reproduction Size.

The minimum reproduction size of the MicronPC logo is 3/16". Never reproduce the logo at smaller sizes. Whenever possible, reproduce the logo in PMS® or black inks at this size. Avoid reproducing the logo at this size in 4/C process.

Text Treatment of MicronPC.

Always treat the make of the brand in text as "MicronPC" or "MicronPC, LLC". Never try to mimic the logo in text using different fonts or treatments.

The MicronPC Logo Family.

The MicronPC Sub-brand logo family is our system for designating secondary brands. It is our goal with these guidelines to provide a cohesive graphic representation of all our products and services while leveraging the MicronPC identity. The following marks should be used in all instances where a logo is called for.



















Do not create a new logo mimicking the MicronPC logo with devices such as a colored orange dot or a serif font that is "close" in matching the PC.





Do not change the color of the logo or use a type face for the subhead other than the one specified.

Do not create a new logo using non-approved typefaces or layouts. Follow sub-brand guidelines explicitly.

Building A Sub-brand Logo.

If you find that you need to create a new sub-brand logo, please follow these directions explicitly to create a mark that conforms to the standard sub brand style. Please use Adobe Illustrator or Macromedia Freehand to create appropriate .eps sub-brand logos.

1. Begin using the large MicronPC .eps logo at an "m" height of .75".



2. Create a guideline horizontally at the base of the descender of the "p" and vertically at the left hand side of the "m".



3. Using Avenir Heavy @ 28pts, type the formal name of the sub brand with 100pts of kerning. Align it perfectly with the vertical and horizontal guidelines.



3. Adjust the kerning (the space between letters) so that visually, the words appear to flow and no letter is too close or too far away from its neighbor.



4. Delete guidelines. Convert type to "outlines" and save as an .eps.



5. If you have any questions, please contact the marketing department MicronPC branding team, Ross Ely and Wendy Fox.



MICRON BLUE PMS® 2728C

c/100 m/80 y/0 k/0 r/54 g/56 b/145 (print) r/51 g/51 b/204 (web) hexadecimal / 3333CC



The Logo: Color Signature.

MICRON ORANGE PMS® 1375C

c/0 m/50 y/100 k/0 r/255 g/153 b/0 hexadecimal / FF9900



BLACK

c/0 m/0 y/0 k/100 r/0 g/0 b/0

rich black c/60 m/40 y/20 k/100



MICRON LIGHT BLUE

PMS® 279C

c/69 m/34 y/0 k/0 r/102 g/153 b/255 hexadecimal / 6699FF

Please Note: Micron Blue has two different hue's.

For all Print, Presentations, Flyers, etc. the blue should reflect the CMYK values.

For all Web applications, it should reflect the RGB or hexidecimal code.

The Web RGB blue is much brighter than the CMYK blue, which matches closer to the actual logo blue.

The MicronPC Logo Colors.

The MicronPC logo may only be reproduced in the above colors. Below are the only approved variations of the logo. Whenever possible, reproduce the logo in the full, three color signature.

Note: All PMS colors listed are for coated papers. When printing on uncoated stock, visually match the coated color specs as closely as possible.





THREE COLOR SIGNATURE





TWO COLOR SIGNATURE





TWO COLOR SIGNATURE





TWO COLOR SIGNATURE





ONE COLOR SIGNATURE

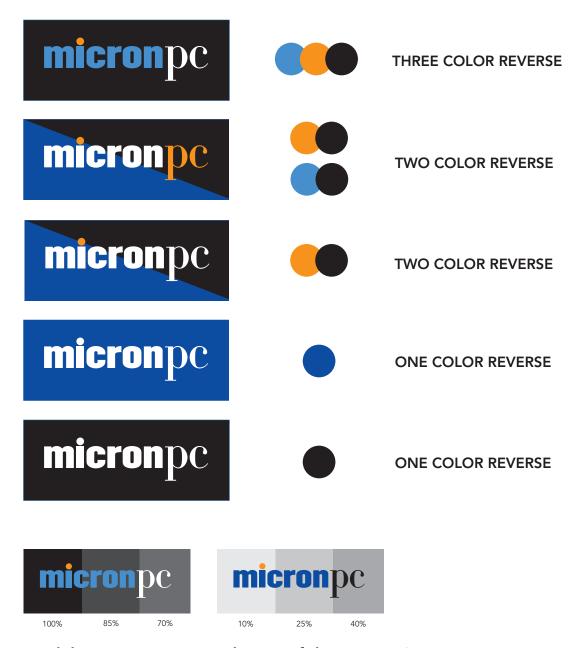




ONE COLOR SIGNATURE

Reverse Reproduction Of The MicronPC Logo.

The MicronPC logo may only be reproduced in the standard branding colors. Below are the only approved variations of the logo when printed on a dark surface. Whenever possible, reproduce the logo on the in full, 3-color signature.



Legibility In Reverse Reproduction of the MicronPC Logo.

To ensure legibility, the positive logo should always be reproduced on a light, neutral background that has a visual density no greater than 40% value of black. Reproduce the reverse logo on a visual density no less than 70% black.



Do not redraw the logo or set in a similar typeface. Use only master artwork.



Do not reverse the colors of the logo. Use only master artwork.



Do not change the color of the logo. Use only master artwork



Do not reverse the logo from an unapproved color. Use only approved colors and values.



Do not place the logo over a textured background or photo. Re-crop the image so that the logo may be placed over a flat area with correct clear space.

typeface family.

Typography is a fundamental building block of the MicronPC design architecture, providing a uniform structure to reinforce our corporate identity throughout all of our communications.

The two MicronPC corporate typefaces are Micron Avenir and GarageNeu. These two typefaces complement our corporate signature, are extremely legible and provide ample flexibility for a wide range of applications.

Use only these typefaces when creating printed materials for MicronPC.

When creating electronic communications such as PowerPoint presentations or Web-based pages, use Arial as the secondary typeface. Because Arial is a standard font on PC's and is a similar design to Micron Avenir, it provides the best choice when our two corporate typefaces are not available.

In certain instances, it may be appropriate to use additional typefaces to call interest, co-ordinate with other marketing efforts or capture the feeling not possible with Micron Avenir or GarageNeu. In these cases, it is extremely important that the overall visual impression is still clearly MicronPC. Also, you must contact the MicronPC branding team for final approval.

Micron Avenir

ABCDEFGHIJKLMNOPQURSTUVWXYZ

LIGHT | abcdefghijklmnopqrstuvwxyz

1234567890,.:;!?&

ABCDEFGHIJKLMNOPQURSTUVWXYZ

BOOK abcdefghijklmnopgrstuvwxyz

1234567890,.:;!?&

ABCDEFGHIJKLMNOPQURSTUVWXYZ

ROMAN abcdefghijklmnopqrstuvwxyz

1234567890,.:;!?&

ABCDEFGHIJKLMNOPQURSTUVWXYZ

MEDIUM abcdefghijklmnopqrstuvwxyz

1234567890,.:;!?&

ABCDEFGHIJKLMNOPQURSTUVWXYZ

HEAVY abcdefghijklmnopqrstuvwxyz

1234567890,.:;!?&

ABCDEFGHIJKLMNOPQURSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.:;!?&

ABCDEFGHIJKLMNOPQURSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.:;!?&

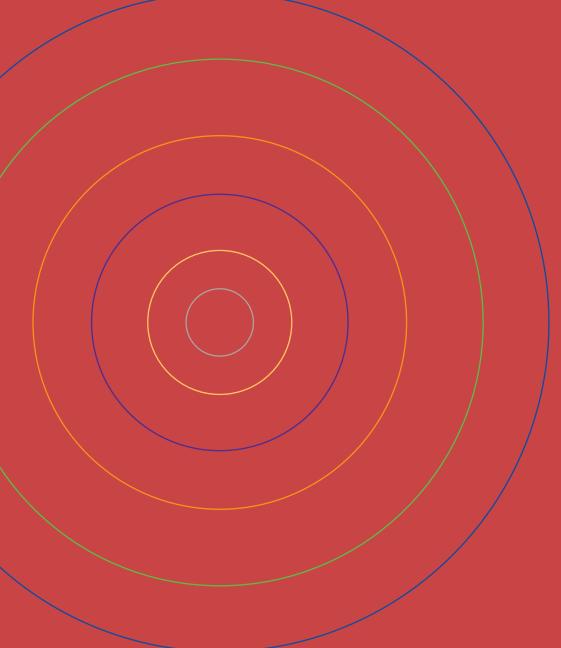
OBLIQUE (AVAILABLE IN ALL WEIGHTS)

BLACK

GARAGENEU

ABCDEFGHIJKLMNOPQURSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,..;!?&





The MicronPC Color System.

Below are the main colors that should be used on any communication vehicle. White space should be kept at a premium with the primary and secondary colors acting as accent points. Also, the associated colors for product lines and services are outlined below.

Primary Color Pallet.



MICRON BLUE PMS® 2728C

c/100 m/80 y/0 k/0 r/54 g/56 b/145 (print) r/51 g/51 b/204 (web) hexadecimal / 3333CC

Color Association: Partner Programs



MICRON ORANGE

PMS® 1375C c/0 m/50 y/100 k/0 r/255 g/153 b/0 hexadecimal / FF9900

Color Association: Services



BLACK

c/0 m/0 y/0 k/100 r/0 g/0 b/0 rich black c/60 m/40 y/20 k/100



MICRON LIGHT BLUE

PMS® 279C c/69 m/34 y/0 k/0 r/102 g/153 b/255 hexadecimal / 6699FF

Please Note: *Micron Blue* has two different hue's.

For all Print, Presentations, Flyers, etc. the blue should reflect the CMYK values.

For all Web applications, it should reflect the RGB or hexidecimal code.

The Web RGB blue is much brighter than the CMYK blue, which matches closer to the actual logo blue.

Secondary Color Pallet.



MICRON GREEN PMS® 368C

c/65 m/0 y/100 k/0 r/51 g/204 b/0 hexadecimal / 33CC00

Color Association: TransPort Line



MICRON PURPLE

PMS® 2597C c/87 m/100 y/0 k/0 r/102 g/0 b/153 hexadecimal / 660099

Color Association: ClientPro Line



MICRON RED PMS® 703C

c/0 m/83 y/65 k/18 r/204 g/51 b/51 hexadecimal / CC3333

Color Association: NetServer Line



MICRON YELLOW

PMS® 1225C c/0 m/25 y/72 k/0 r/255 g/204 b/51 hexadecimal / FFCC33

Color Association: Millennia Line



MICRON GREY

PMS® WG#7C c/0 m/83 y/11 k/38 r/153 g/153 b/153 hexadecimal / 999999

Color Association: Sidebar type

the MicronPC

tyle
guide.

General Configuration Style.

- Capitalization:
 - First letter of spec line if spec begins with a word
 - All product names
- Generic descriptors are not capitalized [hard drive, display]
- Trademark symbols on first mention of Intel and Microsoft trade names
- Inches are prime quotes [17", not 17"]
- No space or hyphen between number and unit [32MB, 4GB exceptions: 128-bit, 7200 rpm]
- Uppercase X used to indicate CD, DVD speed [6X DVD-ROM, 40X CD-ROM]
- Lowercase x used to indicate multiples [7x24, 3x4GB]

General Copy Style.

- Spell out inch and pound measurements [1.5 inches thick, 14.1-inch display, 6.1 pounds]
- Omit cents from even dollar amounts [\$94, not \$94.00]
- Omit commas from sub-\$10,000 prices [\$2495, not \$2,495]
- Trademark symbols on first mention of Intel and Microsoft trade names

General Birdseed Style.

- All personal lease birdseed should be in 8-point type on 8 points lead
- All other birdseed should be in 6-point type, except in NY Times, which should be 8/8

Logo Usage Rules.

- All formal documentation (PO requests, contracts, paychecks, mouseprint, Terms & Conditions, invoices) must use either the MicronPC, LLC logo or use "MicronPC, LLC" in the copy.
- All other marketing materials (advertisements, brochures, sales sheets, relationship letters, etc) should use the MicronPC logo or use "MicronPC" in the copy.
- If you have questions about logo usage, please contact MicronPC legal.

Trademark Usage Rules.

- Mark first appearance in configurations with appropriate symbol
- Mark first appearance in copy of all Intel and Microsoft marks
- No trademark symbols in copy head (except as requested by client)
 [NOTE: There are exceptions, subject to Client's request.]
- Always use trademarks as adjectives followed by a generic noun [Example: "Our new ClientPro desktops," not "our new ClientPro"]
- Never pluralize, abbreviate or split up

MicronPC ®s.

- ClientPro
- Millennia
- TransPort
- MicronPC HP NetServers

Microsoft ®s.

("... are registered trademarks of Microsoft Corporation.")

- BackOffice
- FrontPage
- IntelliMouse
- Microsoft
- MS
- Windows
- Windows NT
- [the Windows logo]

Intel ®s.

("... are registered trademarks of Intel Corporation.")

- Intel
- [the Intel Inside logos]
- LANDesk
- Pentium [acceptable nouns: chip, processor, microprocessor; not technology]

Intel TMs.

("... are trademarks of Intel Corporation.")

- Celeron
- Pentium II Xeon
- SpeedStep

Standard Spellings.

active matrix [lowercase, no hyphen]

adapter [not -or]

autoreply (plies) [one word]

e-mail [hyphenate] extendable [not -ible]

factory-certified [hyphenate] (adj.) factory-installed [hyphenate] (adj.)

fibre channel [not -ber, no hyphen]

grayscale [one word] hot-plug [adj., hyphenate]

hot plugs [noun, no hyphen]

industry standard [noun, no hyphen]

industry-standard [adj., hyphenate]

Internet [uppercase I] lifecycle [one word]

li-ion [hyphenate]

lithium ion [no hyphen]

max. | min. [lowercase (CD-ROM)]

 $MiniTower \ [\mathsf{cap}.\ \mathsf{M},\ \mathsf{cap}.\ \mathsf{T}]$

 $mission\text{-}critical \ \ [\text{hyphenate}] \ (\text{adj.})$

multimedia [no hyphen]

network-optimized [hyphenate] (adj.)

network-designed [hyphenate] (adj.)

next-business-day [hyphenate - when used as an adjective before a noun]

online [one word]

onsite [one word]

palmrest [one word] preinstall

preload [no hyphen]

scalable, scalability [omit e]

64-voice [hyphenate]

64V [no space]

7x24 [7 first, l.c. x]

3D [no hyphen]

tollfree

troubleshoot [one word]

upgradable [omit e]

VServers [one word]

Wakeup on LAN [Wakeup one word]

Web [cap. W] Web site

Web hosting [no hyphen unless adj.]

WuOL [Wakeup On LAN]

Symbols.

μ [56K modem]

♦ [Hard drive sizes]

† [Quotes, reviews, magazines]

††

#

‡‡

. .

° [CD-ROM speeds]

 Δ [Free with purchase]

√ System Wizard Mobile Client not available on Windows NT.

 Ω Microsoft 2000 shipping date information.

Ø Advanced Portable Exchange

Units of Measurement.

-bitGB

NOTE:

• KB

No space between number and unit of measurement

(e.g. 1.7GHz)

Kbps

kHz

MB

Mbps

• MHz

• ms

• rpm

• W

Legal Notices/Disclaimers.

Intel Version:

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- 1. All hard drive sizes calculated with 1GB equal to 1 billion bytes.
- 2. Micron 56K modems capable of receiving downloads at up to 56Kbps and sending at up to 31.2Kbps. Due to FCC regulations on power output receiving speeds are limited to 53Kbps. Actual speeds may vary.
- 3. 52X = 52x max./17x min. 48X = 48X max./17X min. 24X = 24X max./10X min. 8X DVD = 8X max./1X min.

AMD Version:

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- 1. All hard drive sizes calculated with 1GB equal to 1 billion bytes.
- 2. Micron 56K modems capable of receiving downloads at up to 56Kbps and sending at up to 31.2Kbps. Due to FCC regulations on power output receiving speeds are limited to 53Kbps. Actual speeds may vary.
- 3. 52X = 52x max./17x min. 48X = 48X max./17X min. 24X = 24X max./10X min. 8X DVD = 8X max./1X min.



Components/Peripherals/Software.

Processors.

If GHz or MHz is used with the Intel processor name in text, then GHz or MHz must follow the processor brand mention, like this:

Intel® Pentium® III processor 1000MHz Intel® Pentium® III processor 1GHz

Note: Micron prefers to use the MHz designation rather than the GHz designation for processors over 1000MHz/1GHz. *Intel® Pentium® III processor 1GHz*

If using the word "mobile" with the Intel processor name in text, it must precede the processor brand mention, like this: mobile Intel® Pentium® III processor

When using the Celeron™ processor name in text, the Intel name must precede the processor brand mention, like this: Intel® Celeron™ processor 600 MHz

Additional examples of Intel processor name usage:

Intel® Pentium® III processor
Intel® Pentium® III Xeon™ processor
Intel® Pentium® II processor
Intel® Pentium® II Xeon™ processor
Intel® Celeron™ processor

Note: When the Intel name is placed in front of the processor name, it is being used as a brand and therefore requires a registration mark.

AMD processors should be described as follows:

AMD Athlon™ processor 1000MHz AMD Duron™ processor 1000MHz

Displays.

- (16.0" display) [actual display must follow listed monitor size]
- 19-inch [spell out inch in copy]
- (800 x 600 max. res.) [spaces around x]
- ViewSonic [uppercase V, uppercase S]

Drives.

- 32X variable speed CD-ROM
- 4GB hard drive [not 4.0GB]
- 100MB Iomega Zip BUILT-IN [note capitalization]

Modems.

- USRobotics (USR) [no spaces/periods]
- Gold Card [two words]
- V.90 [uppercase V]
- x2 [lowercase x]

Video Cards.

- Intel DVMT 2X AGP integrated
- 2X/4X Accelerated Graphics Bus interface
- 2X/4X AGP Slot
- STB nVidia ZX 8MB 3D 2X AGP Graphics Card

Printer.

• Epson SuperScript [uppercase S]

Power Supplies/Surge Suppressors.

- Smart-UPS 700W
- Back-UPS
- APC SurgeStation Pro8T2
- APC SurgeArrest Pnote 1 Pro

Software.

- Norton AntiVirus
- Microsoft® Windows® 2000
- Microsoft® Windows® ME
- Microsoft® Windows® XP
- Microsoft® Office 2000
- Microsoft® Works Suite Basic 2001
- Microsoft® Works 2001
- Microsoft® Money 2001 standard
- Microsoft® Encarta Encyclopedia
- Microsoft® Internet Explorer 5 with Outlook

Other.

• S-Video Port [hyphenate]

Acronyms.

- ACPI (Advanced Configuration and Power Interface)
- AGP (Accelerated Graphics Bus)
- Fast IR1.1
- PCI
- EISA
- DMI (Desktop Management Interface)
- DVMT (Dynamic Video Memory Technology)
- EIDE
- SCSI

- SCSI-3
- S.M.A.R.T. II

(self-monitoring analysis and reporting technology)

- MPEG-2
- RAID
- Ultra-2
- Ultra-2/LVD SCSI
- CALs [Client Access Licenses]
- WfM (Wired for Management)

than (you

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