

Corporate Identity Guidelines

The following **Corporate Identity Guide** lays the foundation upon which we can build **Wanted Technologies'** brand into a world-class brand. **Please carefully read this guide to ensure that you safeguard the Wanted Technologies' brand in all its forms.**

Electronic versions of Wanted Technologies' corporate identity can be found at:
<http://www.wantedtechnologies.com/XXX>



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Note

This document was created to guide Wanted Technologies' employees, clients and partners as well as the press in properly using the company's logo, signature, logotype and symbol.

Only authorized Wanted Technologies' employees can determine how and when the company's logo, signature, logotype and symbol can be used. Moreover, only designated Wanted Technologies' Marketing-Communications department can modify these while creating presentations, packaging, advertisements and other marketing or corporate collateral. **Any modifications made without the explicit permission of Wanted Technologies' Marketing-Communications department will be given restricted access to Wanted Technologies' graphics.**

Wanted Technologies' Corporate Identity

Description

Wanted Technologies' corporate identity (logo) is the official identifying mark for the company. It is the single most visible and recognizable element of its overall brand image. The logo is the immediate association between Wanted Technologies and the marketplace's perception of the company. Correct and consistent usage will preserve this equity from a branding and legal standpoint.

The logo is composed of an abstract symbol and custom logotype to make up the following image:



General Use

All elements of the logo must be used at all times. Under no circumstances can any third party alter the logo in any manner (including size, proportions and elements) or animate, morph or otherwise distort the perspective in any print or online form.

Third parties can use Wanted Technologies' logo to promote the company's solutions or describe the company's operations in an objective manner. Third parties cannot display the logo in any medium that disparages Wanted Technologies or its solutions, infringes any Wanted Technologies' intellectual property, or violates any provincial, federal or international law.

Print Use

What formats to use:

.eps for vector graphics, such as in Adobe Illustrator and Corel Draw.

.tif for bitmap graphics, such as in Adobe Photoshop.

Web Use

For web use, third parties may display Wanted Technologies' logo only on web pages that make accurate reference to the company and/or its solutions. Wanted Technologies' logo must be linked to the company's corporate web site: <http://www.wantedtechnologies.com>

What format to use: **.gif**

On-screen Use

What formats to use: **.jpg**, such as in Microsoft Power Point.

Color Applications

Wanted Technologies' logo can only be used in:
three (3) PMS colors, grayscale, or in all black or all white.

Full-color Logo



The full-color logo **must always appear on a white background** and can only feature the following color combinations:

- **Print documents:**

PMS 661 (Blue), PMS 1525 (Orange), PMS 124 (Yellow)

- **Web or on screen:**

RGB 51-0-153 (Blue), RGB 255-102-0 (Orange), RGB 255-204-0 (Yellow)

These **colors are the only color combinations permitted in the company's logo**. If it is absolutely necessary to print the logo as a four-color build, care must be taken to ensure clean registration and printing.

Grayscale



The grayscale logo **must always appear on a white or light background**.

All Black or All White

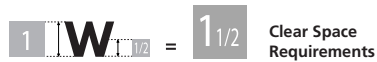


The black logo **must appear on a light to medium-light background**.
The white logo **must appear on a dark to black background**.

Clear-space Requirements

Wanted Technologies' logo must be allowed a clean visual separation from all other elements with which it appears.

Use **1 1/2 the height** of the "W" in the logotype for an appropriate clear-space. This space should be flat and unpatterned. **It should also be clear of any type or other elements**, including the edge of the page.



Size Restrictions

Official Version

The **minimum size** for Wanted Technologies' official logo version is:

- 3.5 picas
- 0.625 inches
- 5/8 inches
- 15 millimeters



There are **no maximum size** restrictions for the logo's official version. Large-scale uses—such as banners, signs, tradeshow exhibits, etc. require accurate enlargements. For these purposes, please **use the .eps (vector graphics) format** provided below **for resizing**.

Non-standard Version

Wanted Technologies has a non-standard version of its logo, to be **used only in two instances**:

- 1) in the footer of a document
- 2) in a small horizontal banner, such as in an advertising banner measuring 120 x 40 pixels

The **MAXIMUM size** of Wanted Technologies' non-standard logo version is:

- 5.5 picas
- 0.94 inches
- 15/16 inches
- 23.5 millimeters



Dos and Don'ts

Dos

- **Do** use the complete logo as provided
- **Do** use the logo in 3 PMS colors, grayscale, black or white
- **Do** maintain white or clear space around the logo

Don'ts

- **Don't** separate the logo into individual components
- **Don't** use elements from the logo to create a new design
- **Don't** use logo as a background, screensaver or watermark
- **Don't** redesign the logo's symbol
- **Don't** replace the logotype with another typeface
- **Don't** change the logo's colors
- **Don't** crop the logo off the edge of a page or screen
- **Don't** change the original ratio of the logo when resizing it
- **Don't** use the color version of the logo on a colored background

The following are **examples of proper use and misuse** of Wanted Technologies' corporate identity. Refer to the specific guidelines in this document for more information.



Example of a cover page.



Examples of a document header.



Examples of how to use/not use the non-standard version of the logo.