webex™

Branding Guidelines

This guide explains requirements
for the usage of WebEx's signature.
Please follow them to consistently
brand WebEx.

WebEx delivers true Web-based meeting services that fully integrate voice, video, and real-time data exchange. Our globally distributed service platform provides interactive, multimedia communication services for business Web sites.

The WebEx brand represents our innovative technology which allows people the freedom to communicate anytime, anywhere, all live on the Web. Our powerful meeting services let anyone share ideas quickly and easily.

Our signature consists of our logotype "webex" in lowercase and our half blue and green ball which rests between the letters "b" and "e". They must never be separated.

Signature Structure

Clear Space

X

1/4X

Minimum Size

X

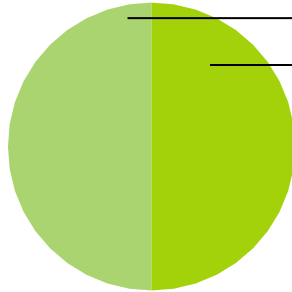|	X
Inches	**.25in**
Centimeters	**.64cm**
Picas	**3p**
Points	**36pts**

Signature with URL

webex.com

Color, like our company signature, helps us to create a strong and memorable WebEx impression. Our primary company palette consists of two colors: a vibrant green and bright blue. We also have three Web colors: Sky Blue, Light Gray, and Dark Gray. Please be sure to use only the colors and formulas indicated here.
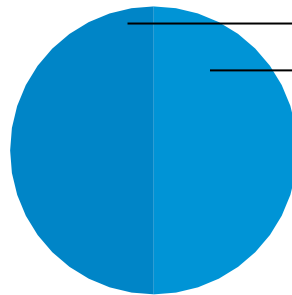
WebEx Green

PMS 375cv

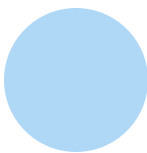**CMYK**
43 • 0 • 100 • 0

RGB
153 • 255 • 0

Hexadecimal
#99ff00

WebEx Blue

PMS 3005cv

CMYK
100 • 18 • 0 • 3

RGB
0 • 102 • 204

Hexadecimal
#0066cc

Other Web Colors

Sky Blue

RGB
153 • 204 • 255

Hexadecimal
#99ccff

Light Gray

RGB
238 • 238 • 238

Hexadecimal
#eeeeee

Dark Gray

RGB
221 • 221 • 221

Hexadecimal
#dddddd

Never alter our corporate signature. If it appears different from our guidelines, then it is incorrect and therefore unacceptable.

Always use the supplied electronic files to ensure that our brand is consistent and recognizable.

Don't make patterns with the signature

Don't distort the signature

Don't fill it with a pattern or gradient

Don't put it in a black rectangle

Don't put it on the WebEx ball

Don't make it three-dimensional

There are three possible color treatments of the WebEx signature: 2-color, black and white, and "reversed out" to white. The black and white version should be used whenever a project is restricted to one color. Otherwise, either the color or black and white version may be used. The WebEx signature may appear on a lightly textured background that does not compete with the signature. White is the preferred background color. If the background is light, such as the yellow below, use the color version. If the background is dark, use the black and white or the "reversed out" white version.

On WebEx green

On black tints (equal to or greater than 50%)

On light colors

On dark colors

Black/White signature on black

Color signature on black

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