POWER QUEST

PROVEN SOLUTIONS FOR STORAGE MANAGEMENT

Corporate Identity

Phase 1
Core Brand Application
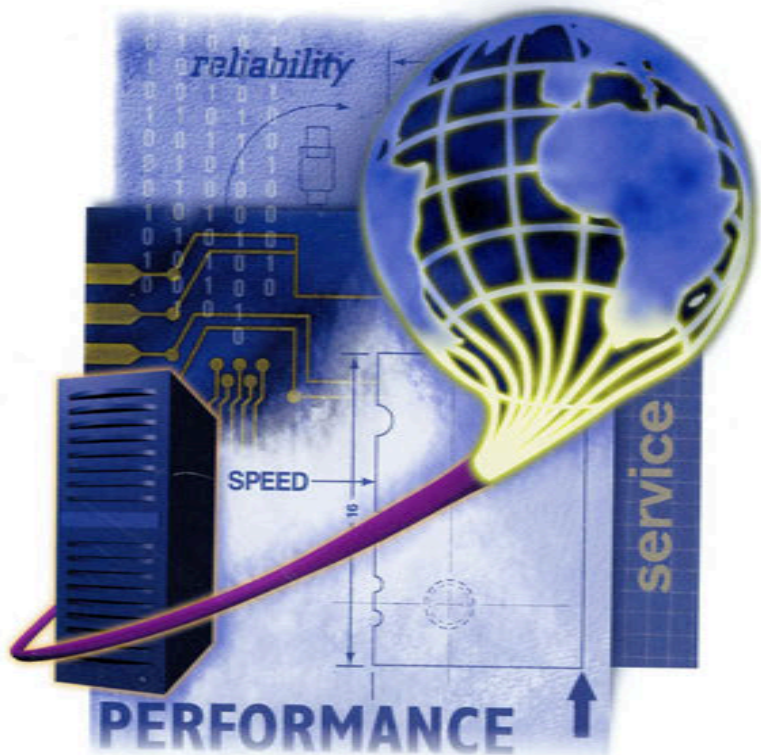
reliability

SPEED

service

PERFORMANCE

GLOBAL IDENTIFICATION STANDARDS

The quest for leadership in today's highly competitive business environment is increasingly a battle of brands and competition for brand dominance. More than ever before, businesses and investors recognize brands as the most valuable assets of an enterprise. This is a critical concept in understanding how to develop, strengthen, defend, and manage a business successfully in the new millennium. The most successful businesses will dominate markets. And they will do so by owning market-dominant brands.

At PowerQuest, our goal is to make our name the most recognized and preferred global brand in our priority market by 2005. In short, we want to be the dominant brand in storage management for the middleprise market.

To achieve this goal, we must take a disciplined approach to the way we express the PowerQuest brand. To that end, these Global Identification Standards provide us with the strategic knowledge and practical tools necessary to present our brand in a unified, distinctive, and compelling manner around the world.

The driving force behind our Global Identification Standards is the positioning of the PowerQuest brand, which establishes the characteristics and attributes that reflect our firm in every visual, verbal, and virtual expression we create. Our company's brand positioning is defined by our core attributes of reliability, service, performance, partnering, and scope of product offerings. These distinctive characteristics must be projected in each and every one of the many communications we disseminate to clients, prospects, and the general public.

The Global Identification Standards will also be available electronically on YODA, our Intranet. As key features of the electronic Power Branding Zone, the interactive standards components will be examples of digital asset management at its best. From PDF files demonstrating sample designs, to advertising, to downloadable grid templates and a fully functional image library, we will help to make the creative process more efficient and highly productive. By harnessing the power of our intellectual capital with digital delivery, we will be able to ensure levels of consistency in our brand messaging that were unprecedented just a few years ago. The Global Identification Standards will be launched in three phases. This, Phase One, identifies the core brand application,
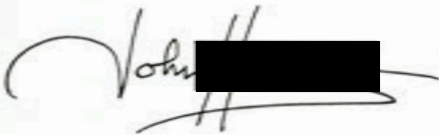
attributes and business systems. The second phase will include the adopted brand application as it applies to all collateral from a design standpoint, ensuring that PowerQuest takes advantage of the differences that imaging plays in our target markets. The third phase will include the brand in a worldwide market, image libraries, and variations in cultural standards.

These three phases represent a significant step forward in achieving our goal of brand and market dominance. Moreover, these new standards underscore the rigorous process of development, testing, and refinement we've undertaken to produce a system that is eminently usable and truly representative of a global brand.

I encourage you to embrace these standards and promote them to others in our organization and beyond. I look forward to seeing the results of widespread usage. Our Global Identification Standards are a critical key to building a passion for the brand and a strong marketing culture at PowerQuest.

John Harmston
Marketing Manager

DEFINITION OF TERMS

Align:
To relate typography and/or graphic elements to the same horizontal or vertical line.

Aligned (flush) left, ragged right:
Typography set to line up vertically on the left edge and not lined up on the right edge.

Aligned (flush) right, ragged left:
Typography set to line up vertically on the right edge and not lined up on the left edge.

Ascender:
The part of a lower case letter form that rises above the main body of the letter.

Baseline:
The imaginary line along which the bottom edge of letters without descenders, such as Ee or Mm, align.

Bleed:
A printed area that extends beyond the trimmed edge of a page.

Brand:
A unique set of differentiating promises communicated through a name and its related identifier that link a product, service, or company to its customer.

A powerful brand is global, requires significant marketing investments, occupies a singular place in the minds of clients and prospects, and–if nurtured properly–can be a powerful economic asset.

Brand Equity:
A set of assets (and liabilities) linked to a brand name and symbol that adds to (or detracts from) the value provided by a product or service to a company and/or that company's clients.

Brand Identifier:
A brand name rendered in a dedicated type treatment (the logotype) set in a fixed configuration. The brand identifier is commonly referred to as the "logo" (see Logo).

Brand Positioning:
The benefits and/or promise that distinguish a brand in the minds of customers and prospects relative to its competition. For example, Volvo is synonymous with safety, Ivory Soap means purity.

At PowerQuest, our positioning asserts we are reliable, as shown by our tag line, "Proven Solutions for Storage Management." This characteristic–reliablility–is supported by three other brand messages: service, performance, and partnering.

Branding Bar:
The bar device in which the brand identifier has been placed for maximum visual impact.

Call-Out:
Copy extracted and set in a style distinctive from and accompanying running copy, which calls attention to an idea relating to the overall subject under discussion.

Cap Height:
The height of a capital letter.

Caption:
A description for any graphic, such as photography, drawings, or maps.

Characters:
The individual letters, numbers, and punctuation marks that make up a typeface.

Crop:
To eliminate or truncate portions of photographs or illustrations.

Descender:
The part of a lower case letter that extends below the baseline.

Drop Out (knock out, reverse):
A graphic image created by printing the background and allowing the color of the paper to create the positive elements of the image.

Folio:
The page number of a book or other printed material.

Font:
A complete set of characters in a given type style.

Grid:
A series of vertical and horizontal intersecting lines that serves as a guide in the arrangement of graphic elements and typography to achieve a planned and consistent layout.

Gusset:
A scored and folded area to increase the capacity of a spine or pocket on a folder.

Gutter:
A specified measure of space between the columns within a grid.

Icon:
A bold symbol which, through its unique character, instantly conveys an idea.

Justify:
Typography set to vertically align left and right within a given measure.

Layout:
The visual arrangement of graphic elements on a page.

Leader:
A phrase, sentence, or paragraph. On covers, leaders are used as a third level of copy under subtitles. On inside spreads, leaders are used as an introductory statement for a new section of running text and generally appear below the headline.

Leading:
The amount of space, measured baseline to baseline points, between lines of type.

Logo:
A brand name rendered in a dedicated type treatment (the logotype), sometimes accompanied by a stylized symbol, all set in a fixed configuration.

Logotype:
The brand name rendered in a dedicated type treatment. The PowerQuest logotype is always set in Zurich Black Italic.

Margin:
A blank border surrounding the printed portion of a page.

Lower Case:
The smaller form of an alphabetical letter, as opposed to a capital letter.

Pica:
A standard typographic unit of measure, divided into 12 units called points. Six picas equal one inch.

Point:
A standard typographic unit of measure in which 12 points equal one pica. There are 72 points in one inch.

Process Colors:
The four color basic colors used in offset lithography from which other colors can be created. The process colors are yellow, cyan (blue), magenta, and black.

Sans Serif:
A typeface without serifs (the short, decorative lines appearing at the top and bottom of the strokes of each letter). Geometric is a sans serif type style.

Serif:
The short, decorative lines appearing at the top and bottom of the strokes of letters in typefaces such as Times New Roman.

Screen Tint:
Application of color in a dot pattern to render a shade of a solid color.

Solid Color:
Color applied without shading or tinting.

Solid Leading:
The space between lines of type that is equal to the nominal height of the type itself. Example: 10pt type with 10pt leading.

Spread:
Facing pages–consisting of two, three, or even four contiguous pages–of a book, magazine, or other printed material.

Tag Line or Brand Statement:
A short phrase used in advertising to help communicate the personality, positioning, and differentiating attributes of a brand; e.g., Nike's "Just do it!" and PowerQuest's "Proven Solutions for Storage Management."

Typeface:
A complete set of typographic characters of a single design, including its various weights and styles.

Typography:
The use of type, including its selection, specification, and relationship to a given layout.

Varnish:
A colorless transparent ink used for special effects or as a protective coating. Varnishes can have a matte or glossy finish.

Widow:
A word or very short line at the end of a block of text.

X-Height:
The height of a lower case letter, excluding ascenders and descenders.

THE BRAND IDENTIFIER AND TAG LINE

The PowerQuest brand identifier is the unique combination of the stylized PowerQuest symbol (the "energy swirl") and the PowerQuest name in a customized typeface (the logotype) set in a fixed configuration. The brand identifier, commonly referred to as the company's "logo," represents the communicative form of the company name. It is not, however, the legal name of the corporation. See Use of Legal Names on page 15.

The brand identifier, with the accompanying tag line, will always be used in its prescribed form and must never be altered or reconfigured in any way or for any reason, other than those set forth in this document.

The brand identifier is a unique visual element and one of the key components of our Global Identification Standards. Over years of use, it will increase in asset value. Inconsistency of that usage will result in a deterioration of the PowerQuest brand and its subsequent impact. This style guide sets forth the methodology to establish extensive brand equity among our clients, prospects, employees, and other audiences around the world. Consistency in brand imaging, messaging and usage is critical to advancing a powerful, singular global brand and to the success of our identification system.

Space Relationship

All elements of the brand identifier relate in a precise and fixed mathematical relationship. The elements and their relationship never change. The PowerQuest energy swirl logo is never used alone. However, an element of the energy swirl logo is used as the corporate watermark. The PowerQuest logotype is never used alone or in any configuration other than that illustrated here.

Clear Space

To maintain the PowerQuest brand identifier as a vital expression of our brand, it must be clearly separated from other elements, including type, illustration, and photography. The only other element which may overstep this rule is the brand bar. The measurement "X" is the distance between the top and bottom of the "P" in "PowerQuest.""X" is the minimum amount of clear space required for the PowerQuest brand identifier.

Minimum and Maximum Size

To ensure legibility, the minimum size for print reproduction of the PowerQuest brand identifier is 3/4 inches (80 pixels) tall, from the tail of the swirl to the top of the swirl. There are no maximum size restrictions. Large-scale reproductions of the brand identifier for applications such as trade show exhibits, banners and signage require careful attention. Always maintain the integrity of the brand identifier letter forms and logo elements. Always maintain spatial relationships between elements.

ALTERNATE BRAND IDENTIFIER TREATMENTS

One Color

Reversed

Outline
(for use only in embroidery and etchings)

IMPROPER USAGE OF BRAND IDENTIFIER

Do not substitute with colors other than the approved corporate colors.

Do not use the brand identifier at smaller than minimum size.

Do not substitute fonts.

Do not rearrange the elements of the brand identifier.

Do not adjust brand identifier proportions.

Do not use the identifier on colors that make it illegible.

Do not use the energy swirl without the logotype.

Do not use the logotype without the energy swirl.

Do not print one color version in PMS 228 or any secondary colors.

Do not place the identifier inside a shape

Color Palette and Alternate Treatments

Whenever possible, the PowerQuest corporate signature appears in PMS 2000-60 and PMS 228, PowerQuest blue and magenta. The word "Power" always prints in PMS 2000-60; the energy swirl always prints in PMS 228 and PMS 2000-60 with the PMS 228 layer overlaying the PMS 2000-60 layer. One-color versions of the PowerQuest brand identifier also may be printed in black, all corporate blue, or may reverse out to white. The PowerQuest brand identifier and corporate colors must read boldly against any background environment.

Improper Usage of Brand Identifier

Unacceptable uses of the logo include the examples shown on the facing page. The logo is never altered in shape or proportion, nor does it appear in any other than the approved colors shown in this manual. It reads boldly and clearly and is used in its entirety. It is not to be used in combination with other visual or typographic elements.

SWIRL AS A WATERMARK

A (blue background)
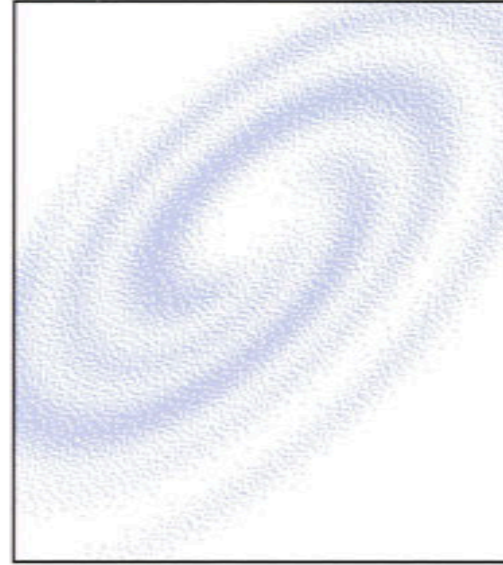
B (white background)

THE TAG LINE

PROVEN SOLUTIONS FOR STORAGE MANAGEMENT

Swirl as a Watermark

The "watermark" is either a tone-on-tone graphic or a screened graphic based on the energy swirl. Crop the watermark within the printed area to maximize its unique appearance. The screen value on solid blue (version A) is 80%. The screen value on white (version B) is 15%.

The Tag Line

The proprietary PowerQuest tag line– "Proven Solutions for Storage Management" –is an expression of the company's commitment to standing behind its products and services. In other words, doing what we say we will do.

The use of the tag line beneath the Brand Identifier reinforces our positioning and is to be used in all advertising and collateral materials (except in rare situations where a commercial message may be deemed inappropriate).

The tag line may be used in English or adapted for use in local languages. When adapted, the tag line must be true to the spirit and intent of the English version. No other tag lines are permitted.

Positioning, size, and typeface are specified for the tag line; they may not be changed or modified. When translated, the tag line must be rendered in Geometric Medium, small caps.

THE BRANDING BAR

www.powerquest.com

Power Quest

PROVEN SOLUTIONS FOR STORAGE MANAGEMENT
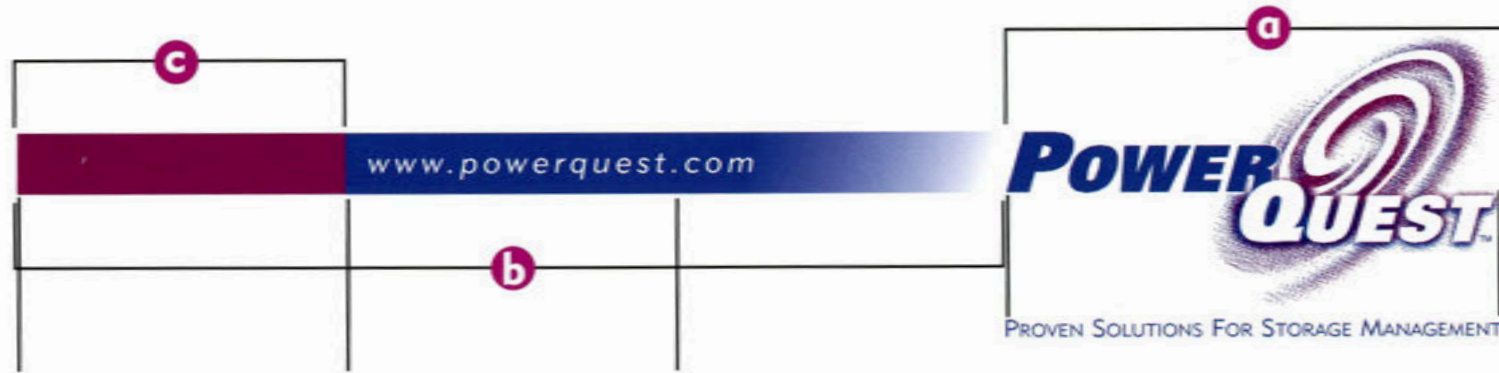
The brand identifier has been positioned adjacent to a bar device (branding bar), which is intended to amplify its visual impact and continuity among PowerQuest marketing materials around the world. With its definitive positioning and distinctiveness, the "branding bar" over time will gain brand equity. Moreover, it will enable clients and prospects to recognize all expressions of PowerQuest at a glance. Subsequent chapters of these Global Identification Standards will explain and illustrate the application of the brand identifier and branding bar to PowerQuest business sytems.

The colors in the branding bar are responsible for creating a strong visual identity. PowerQuest "blue" is the primary color, with the magenta playing the role of an accent. Together, they create a powerful and memorable visual identity, at the same time allowing for multiple uses of the branding bar to carry the brand into other applications.

In addition, the branding bar is intended to act as a header in all applications, allowing the PowerQuest corporate identifier and tagline a place of prominence on all collateral and visual applications. The usage of the brand corporate identifier combined with

the branding bar, when used as a heading, will also always include the italicized PowerQuest Web site address within the blue portion of the bar. In some special cases, such as when the URL would be smaller than 8 point type, the Web address is omitted. However in these applications, the Web address would still be included at the bottom of the document.

The branding bar, minus the URL and the brand identifier, is also used in all full color material as a stand-alone application. It serves as a page and heading identifier, while at the same time carrying the integrity and recognizability of the brand onto every page.

The branding bar is a customized configuration and must always be used exactly as provided on the templates. In the rare instance where it is necessary to enlarge or reduce the branding bar (and its tag line), all components must be grouped and scaled together. Only the length of the branding bar may be extended to the left or shortened as necessary.

When individuals do not have resizing capabilities in their graphic software programs, it will be necessary to construct the brand identifier and tag line by using the formula for positioning shown above.

The proper application of the branding bar is illustrated in the graphic to the left.

1. At any given size the length of the logo from the P to the T is length A.

2. B must be at least twice the length of A. In some applications, it may be longer.

3. C is always one third the length of B.

COLOR PALETTE

Primary Corporate Color Palette

PMS 2000-60 (653)				
Process	C:100	M:70	Y:0	K:20
RGB	R:36	G:62	B:130	

PMS 228				
Process	C:12	M:100	Y:5	K:30
RGB	R:157	G:0	B:91	

Secondary Corporate Color Palette

PMS 110				
Process	C:0	M:11	Y:94	K:6
RGB	R:255	G:204	B:0	

PMS 320				
Process	C:100	M:0	Y:31	K:6
RGB	R:0	G:153	B:153	

PMS 4545				
Process	C:0	M:0	Y:15	K:6
RGB	R:204	G:204	B:153	

PMS 667				
Process	C:56	M:47	Y:0	K:11
RGB	R:102	G:51	B:153	

PMS 689				
Process	C:18	M:79	Y:0	K:34
RGB	R:153	G:51	B:102	

Color is an important component of the PowerQuest identification system. Its consistent application will strengthen the company's worldwide presentation of communications materials while establishing a recognizable brand presence.

A specific color palette has been designated for PowerQuest. The colors will be used for all printed expressions of the company, both paper and electronic, worldwide. Since all colors specified are available through the Pantone color system, they will be readily available and relatively easy to maintain. Only the colors specified in the color palette and their attributable application percentages may be used when creating collateral expressions.

The palette has been divided into primary and secondary color families. The primary colors will be the most dominant and frequently used colors, while the secondary ranges will be employed as supporting or accent colors.

Primary Color Palette

The PowerQuest corporate and brand identifier color palette includes two colors: PowerQuest blue (PMS 2000-60), which is the newer version of PMS 653, and PowerQuest magenta (PMS 228). Pantone colors are used exclusively to accurately reproduce the PowerQuest blue and magenta.

Secondary Color Palette

To support the needs of diverse corporate and product collateral, a secondary color palette is available. This color palette allows for variety and creativity within the confines of the brand to ensure consistency of the PowerQuest brand image. The secondary colors are applied to charts, graphs, illustrations, backgrounds, typography and photography.

(NOTE: Where it is not possible to use Pantone colors or other spot color, use four-color process equivalents.)

NOMENCLATURE and LEGAL NAMES

Examples of product names

BootMagic
PartitionMagic
PowerQuest PowerDeploy Suite
PowerQuest PowerManage Suite
PowerQuest PowerProtect Suite
PowerQuest DeployCenter
PowerQuest VolumeManager
PowerQuest PowerExpert ST
PowerQuest StorageMonitor

Examples of product features

DriveMapper
ImageShield
PowerCasting
SmartSector

Examples of special exceptions

Server Image
PowerQuest Migration Manager

The PowerQuest nomenclature (or naming architecture) plays a critical role in communicating the corporation's range of competencies, while signifying the benefits of individual products, product suites, and services. As a key element of our identification system, it helps to solidify the PowerQuest brand.

The current corporate nomenclature is derived from compound names, in most cases illustrative of the product's use. Similarly, product features and associated elements are also generally compound names.

Increasingly, PowerQuest products will be identified as "PowerQuest <Product>." This standard will strengthen the trademark while reinforcing the PowerQuest brand. The complete product name, with the word "PowerQuest" before it, is to be used in the first mention of the product in any document. In subsequent mentions throughout the document, the word "PowerQuest" may be omitted, leaving only the base product name.

Within the software, all products are typically identified with the word "PowerQuest" before the given product name. (For example: PowerQuest PartitionMagic 8.0) This combination appears on title bars, splash screens, "about" boxes, icons, folders, and online documents.

This naming architecture may only be violated in cases where Product Marketing identifies situations that require departure from these conventions in order to more clearly communicate the product's benefits or for trademark reasons.

These lists are in no way comprehensive, but are only meant to demonstrate existing guidelines. As PowerQuest expands its product and service offering, it is imperative that our naming architecture remains clear and consistent.

Media	Legal Name
	PowerQuest Corporation
Contracts	Legal name is used in text in first mention and in signature block. The brand identifier should not be used in contracts.
Reports	On front cover, bottom of page, centered, in no less than 9 point type.
Letterhead	In return address block.
Memos	In address block.
Business Cards	In business address block.
Proposals	Legal name not required, use brand identifier.
Magazines (Print)	Legal name not required, use brand identifier.
Magazines (Electronic)	Legal name not required, use brand identifier.
Newsletters (print)	Bottom of back cover, centered, in no less than 9 point type.
Newsletters (electronic)	Bottom of last page, centered, in no less than 9 point type.
Brochures and manuals (print)	Bottom of back cover, centered, in no less than 9 point type.
Brochures and manuals (electronic)	Bottom of last page, centered, in no less than 9 point type.
Web Sites	Included in copyright credit line.
Advertising	Included in copyright credit line.
Conference Banners	On front in easily readable type.
Note Pads, PR cards	On front of note pad, centered, bottom in easily readable type. On back cover of cards, centered, bottom (if possible) in easily readable type.
Premiums and Signs	Legal name not required, use brand identifier.

Use of Legal Names

One of the primary goals of our identification systems is to establish the PowerQuest brand identifier as the firm's singular communicative name for all offices worldwide. To become the most recognized and preferred brand by 2005, we will go to market globally–to the fullest extent possible and permissible by law–under a single brand name, PowerQuest.

The PowerQuest name appears in the same typeface and format used for the copy in which it is contained. In body and legal copy, use the PowerQuest name with an initial cap "P" and "Q," all other characters print in lowercase. PowerQuest is always one word. If the PowerQuest brand name appears in a special style of text—for instance, all capitals and bold for a brochure headline—the PowerQuest name appears consistent within that style.

It is important to be aware of the distinction between our brand identifier and the various legal names under which PowerQuest operates worldwide. Our goal is for all parties to use the authorized global brand identifier wherever and whenever possible.

As an example, the legal name of the company in the United States is "PowerQuest Corporation." Yet the term "corporation" is not included as a component of the brand identifier. However, while all marketing collateral will display the brand identifier prominently, the legal name of the company–rendered in Times New Roman capital and small capital letters, and forming one word–must also appear on these and all other materials, on the back cover when at all possible, the inside cover or, if a single sheet, centered on the bottom of the page.

The table on the right has been prepared so that U.S. personnel can understand when and where to apply the PowerQuest Corporation legal name to all collateral and documentation. Similarly, legal counsel will be consulted to determine specific requirements on a country-by-country basis.

Affiliates, Associates, Partnerships

It is our goal that parties use the authorized PowerQuest brand identifier in conjunction with their respective legal names. If for any reason a company or affiliate determines that it is inappropriate to use the brand identifier, alternatives should be discussed with Global Marketing Communications.

LEGAL NOTES AND COPYRIGHTS

Legal Notes

The PowerQuest brand identifier, or logo, is arguably one of the corporation's most valuable assets. It is not, however, our legal name (see Use of Legal Names, page 15).

The brand identifier should appear on all advertising, as well as promotional literature and other marketing media, since it is recognized as a symbol of the corporation's high-quality people, products, services, and solutions. It is directed to our markets to convey our image and brand equity.

To further leverage and protect our brand assets in advertising and marketing literature, trademark and copyright credit lines should appear on the bottom or back covers of these materials in easily readable type, along with appropriate patent notices. Credit lines, patent notices, and legal disclaimers should also appear on opening splash screens in all PowerQuest software.

While it is not legally required or mandated, the disciplined use of copyright credit lines, patent notices, and trademarks is an excellent way to continuously promote the PowerQuest brand and the corporation's proprietary intellectual capital.

Copyright Credit Line

While not legally required, a copyright credit line serves notice to the world that PowerQuest is claiming its rights to the content of advertising and marketing materials.

The copyright credit line consists of the copyright symbol—©—and the year of publication, followed by the legal name of the entity producing the materials. It is also advisable to include the words, "All rights reserved."

As an example, for materials produced in the U.S.A., the copyright credit line would be:

© 2000 PowerQuest Corporation. All rights reserved.

In the case of software copyrights, the credit line should include the range of years the product has been copyrighted (for example: © 1994 – 2000 PowerQuest Corporation.). This expanded range only needs to be placed in the software itself, in the printed legal notice, and on the face of the CD-ROM or other medium. In all other packaging and collateral, the copyright is referring simply to the contents of the printed component.

Trademark Credit Line

For all marketing collateral, the trademark credit line should read:

PowerQuest is a registered trademark of PowerQuest Corporation in the U.S.A. and elsewhere.

This credit line will change based on the other trademarks mentioned in the piece of collateral.

Use of Trademark Symbols

For other PowerQuest trademarks, please consult with Global Marketing for the appropriate designation. These guidelines are ever changing as the status of trademarks evolves. The superscript symbols listed below should follow the first or most prominent usage of the mark in marketing materials.

®	Trademark is registered with a trademark office.
TM	Proprietary trademark, but not necessarily registered.
SM	Proprietary service mark (a type of trademark), but not necessarily registered.

Product and service trademarks should similarly be included in the trademark credit line as appropriate. For example, a piece of collateral for Drive Image Pro that also mentioned PartitionMagic and DeltaDeploy would carry the following credit line:

PowerQuest, Drive Image, and PartitionMagic are registered trademarks; and DeltaDeploy is a trademark of PowerQuest Corporation in the U.S.A. and elsewhere.

Use of Patent Numbers

Careful use of patent numbers is another way to protect PowerQuest's intellectual capital. Since it can frequently take years to complete the patent process, this is also an ever-changing element. Consult Global Marketing if you are uncertain which patents apply to a given product. An example of proper patent notification follows.

U.S. Patents 5,675,769 and 5,706,472. Other patents pending in the U.S.A. and elsewhere.

Special Note: While SmartSector incorporates patented technology, it is not patent-pending.

Proper Use of Others' Trademarks

Company trademarks, like logos, are considered valuable assets of that company and should be treated with care. Every effort must be made to ensure that all third-party marks are used accurately. Additionally, the trademark credit line should include the following disclaimer:

All other brand and product names are registered trademarks or trademarks of their respective owners.

TYPOGRAPHY

Type is an important component of the identification system. Since we rely on the printed word to communicate our thoughts and ideas, typography plays a prominent role on the appearance of our visual expressions. Consistent and controlled use of a family of type styles will become familiar to our audiences. As a result, our identity will become more readily recognized.

Four type styles have been specified for the PowerQuest identification system that will be used exclusively when specifying type for all printed expressions of the company on a worldwide basis. These are Geometric, Zurich, Sabon, and Times New Roman. Geometric is a modern sans serif typeface that is strong, clear, and forceful. It communicates a powerful, direct quality about the company as a high-technology player, provider, and communicator. Times New Roman, a serif typeface, has excellent legibility, particularly in text, and projects an image of stability and tradition because of its classic design. Times New Roman is also the default text in all applications when the approved type formats are not available.

Combining these visually compatible typefaces establishes a distinctive typographic platform for PowerQuest, which communicates a sense of efficiency, quality, and consistency to our global audiences.

When using Microsoft Office programs on your PC platform, it is recommended that you select the True Type version of Times New Roman from your list of available fonts.

Zurich

The logotype, or that typestyle used to identify and form the PowerQuest name laid over the "energy swirl," is Zurich Black. However, as described previously, when typing the PowerQuest name or legal name in text body, the type is always Times New Roman. Zurich Black and Zurich Bold are also used in advertising and signage headlines.

Geometric

Geometric is the sans serif font identified for usage in document headings, footers, product logotypes, address blocks, and the PowerQuest URL in the branding bar. The font was chosen for its market acceptance as representing high technology imagery. This font may be used in regular, bold, or italic. Arial Bold may be substituted only in cases where Geometric can not be used, such as in Word documents that do not have access to Geometric.

Sabon

The main body or text of any collateral or advertisement is to be executed using the serif type Sabon. This font can be used in either regular, bold, or italic.

Times New Roman

Because of its worldwide usage and availability, Times New Roman is to be used as the default text in all instances where the approved type styles and their associated applications are not available, particularly in the main body of a document. It may also be used immediately as a substitute for Sabon at any time, even if Sabon is available. This serif font can be used either in regular, bold, or italic.

GEOMETRIC LIGHT

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

GEOMETRIC LIGHT ITALIC

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

SABON ROMAN

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

SABON ITALIC REGULAR

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

SABON BOLD

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

SABON BOLD ITALIC

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

TIMES NEW ROMAN REGULAR

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

TIMES NEW ROMAN ITALIC

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

TIMES NEW ROMAN BOLD

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

TIMES NEW ROMAN BOLD ITALIC

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

ZURICH BOLD

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&
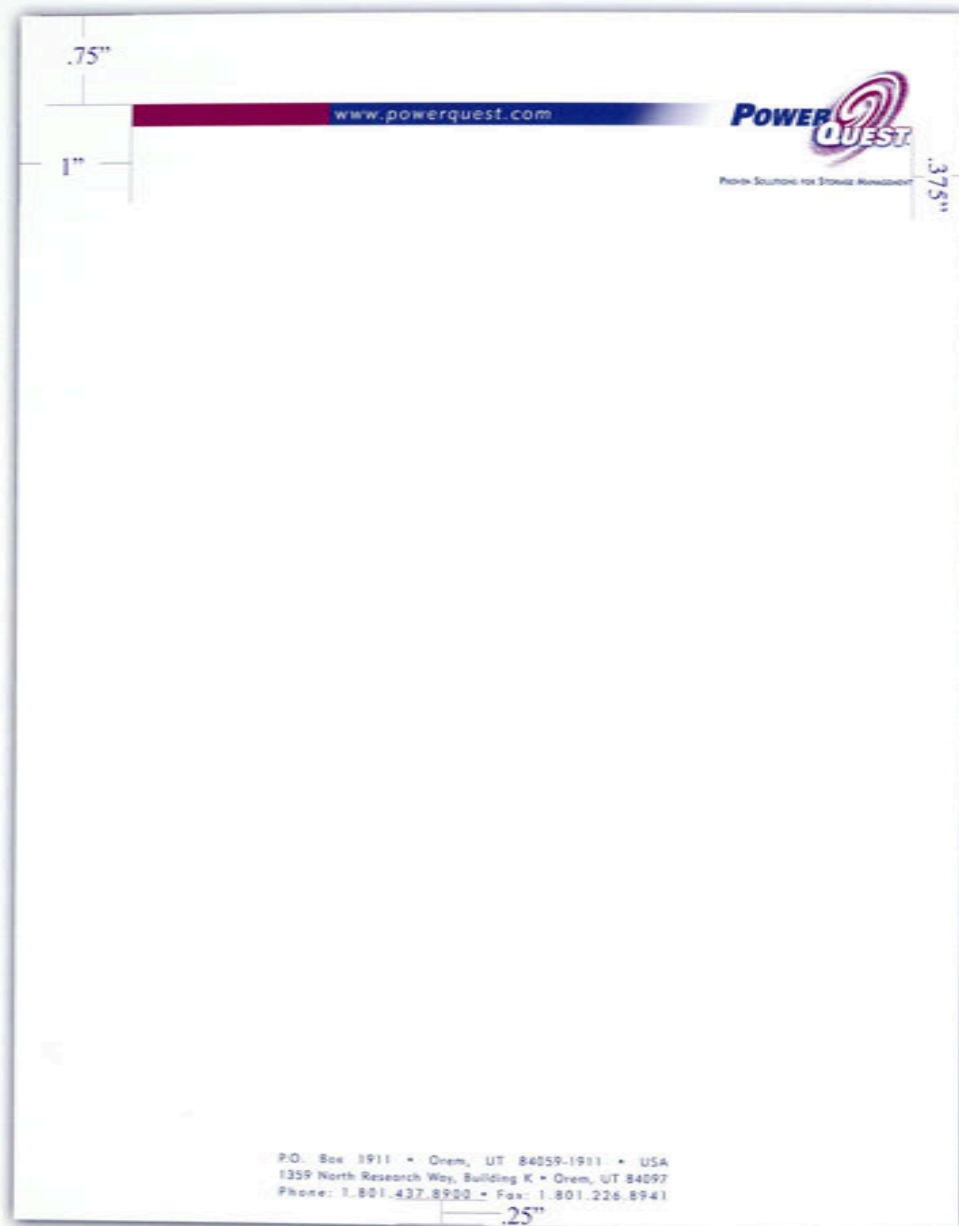
ZURICH BLACK

ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#$%&

BUSINESS SYSTEMS

Business systems for PowerQuest are consistent in maintaining the global brand, while requiring varied application of brand elements. An example of the U.S. standard is shown on the following pages. For international offices in countries where other stationery dimensions are the norm, adjust the internal measurements to accommodate the difference while maintaining the overall layout. If you need to include additional information on business cards (such as a person's alternative work address or cellular phone number), adjust spacing on the vertical axis to accommodate it.

In most cases, the PowerQuest logotype will be used as the communicative name on stationery items. In some countries, however, local legal requirements still dictate that originally chartered company names be used as both the legal and communicative name. Contact Global Marketing for assistance in creating alternate logotypes.

.75"

1"

www.powerquest.com

Power *Quest*

PROVEN SOLUTIONS FOR STORAGE MANAGEMENT

.375"

P.O. Box 1911 • Orem, UT 84059-1911 • USA
1359 North Research Way, Building K • Orem, UT 84097
Phone: 1.801.437.8900 • Fax: 1.801.226.8941

.25"

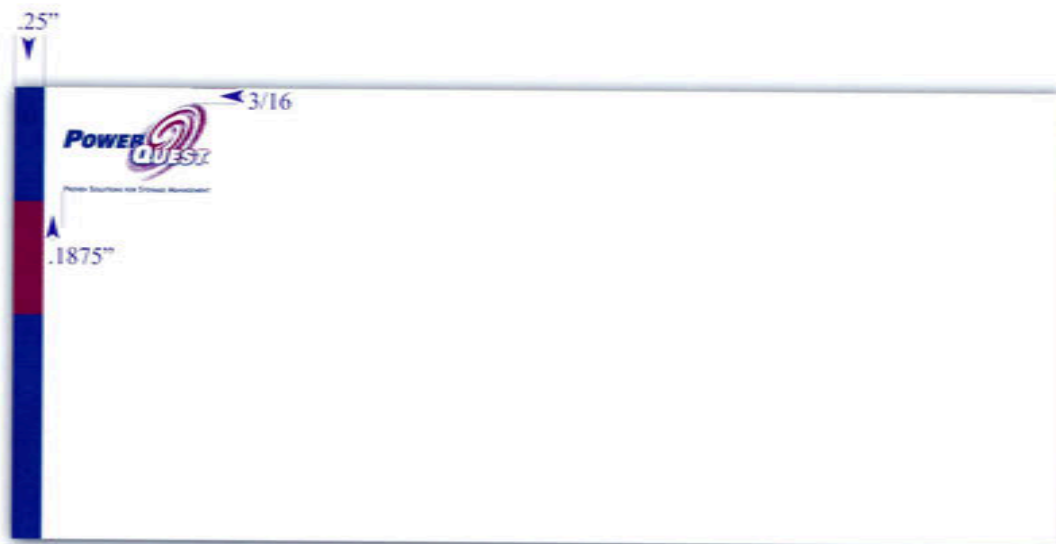North American letterhead (shown at 50% of full size)

Dimensions: 8.5" x 11"

Address Block: Geometric Light, 8pt, forced justification.

All copy must be Times New Roman. Type is to be set flush left with a 1" margin.

Headings and sub-headings are Geometric Bold or Arial Bold when Geometric is unavailable.

.25"

3/16

POWER QUEST
Power Solutions for Storage Management

.1875"

North American envelope
(shown at 50% of full size)

Dimensions: No. 10

Address Block: Geometric Light,
8pt, forced justification.

.25"

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1359 North Research Way, Building K • Orem, UT 84097
Phone: 1.801.437.8900 • Fax: 1.801.226.8941

Business Systems

North American business card

Dimensions: 3.5" x 2"

Address Block: Times New Roman, 11.8pt.

Employee Name: Geometric Black, 9pt.

Employee Title: Geometric Light, 6pt.

Tag Line: Geometric Light, 7pt, small caps.

.375"

.1875"

.25"

www.powerquest.com

POWER QUEST

P.O. Box 1911

Orem, UT 84059-1911, USA

1359 North Research Way, Bldg. K

Orem, UT 84097

Direct Tel: 1.801.437.8364

Fax: 1.801.437.4164

stephen.anderson@powerquest.com

Stephen E. Anderson
Graphic Artist

.375"

PROVEN SOLUTIONS FOR STORAGE MANAGEMENT

Fax

PROVEN SOLUTIONS FOR STORAGE MANAGEMENT

To: From:

Company: Phone:

Fax: Pages: (including cover)

Re: Date:

This facsimile is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply facsimile and destroy all copies of the original message.

Comments:

POWERQUEST® CORPORATION
P.O. Box 1911 • Orem, UT 84059-1911 • USA
1359 N. Research Way, Bldg. K • Orem, UT 84097
Phone: 1.801.437.8900 • Fax: 1.801.226.8941
w w w . p o w e r q u e s t . c o m

PowerQuest fax cover sheet–Orem location (shown at 50% of full size)

Dimensions: 8.5" x 11"

Comments: Times New Roman, 12pt, or handwritten.

Address Block: PowerQuest Corporation; Arial Black, 8pt. Address and Web address; Arial, 8pt, forced justification, imbedded in footer.