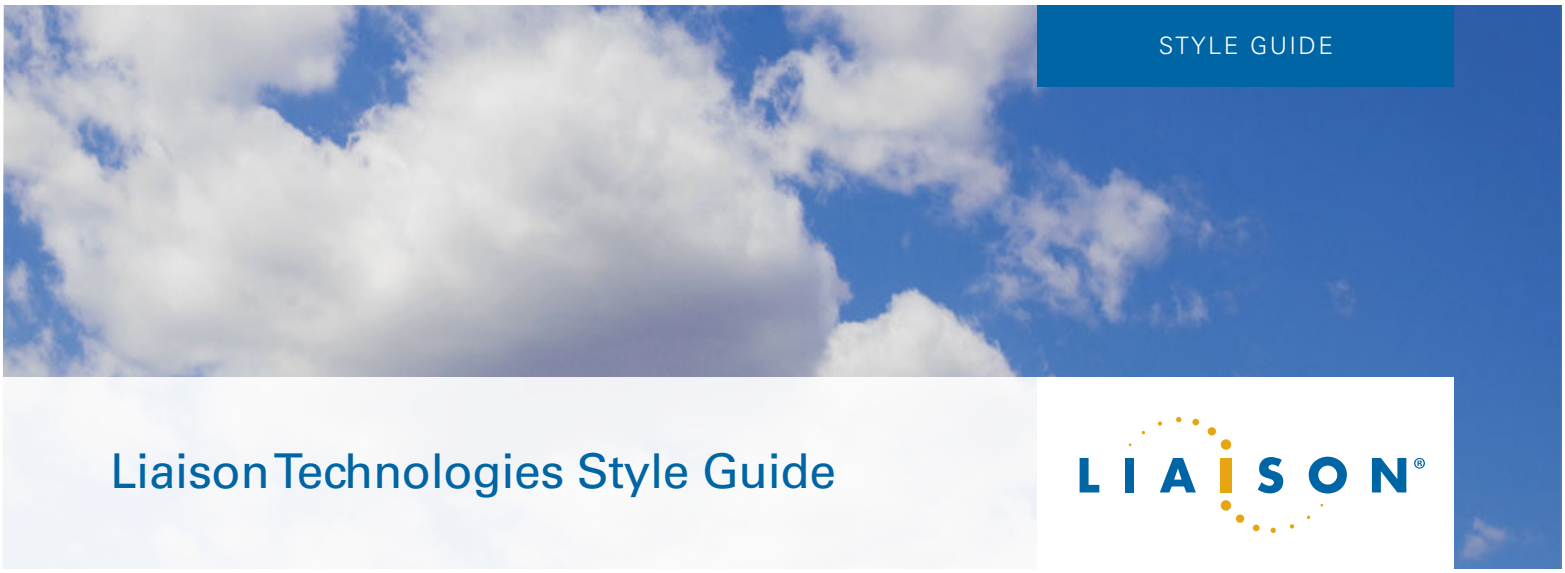


Liaison Technologies Style Guide

Last Updated on January 5, 2012

Logo

The logo is the most prominent visual symbol of our company. Maintaining its integrity is essential to the consistency of our communication.

Logo Artwork

Always use the logo artwork provided by Liaison's Marketing Department. Under no circumstances may the logo be redrawn or modified in any way. Do not add shadows or 3D effects. The trademark symbol ™ is an integral part of the logo and must not be omitted.

The logo may not be inserted into text in place of the words "Liaison Technologies."

Logo Colors

The logo may be used in only these colors:

- Blue and Gold – this is the preferred color combination and should be used whenever possible (see the Colors section for the correct colors)
- White – when the logo is on a dark background
- Black – when reproduction will be in black-and-white only

Do not use the logo in any other color (including gray). Do not reverse colors.

Logo Clear Zone

To be visually effective, the logo needs a certain amount of white space around it.

- The clear zone required is proportionate to the size of the logo.

No other text or graphics should be allowed to extend into the clear zone. If there is not enough space, a clear zone should be created by moving other elements, or by reducing the size of the logo. A smaller logo with the correct clear zone has more visual impact than a larger logo crowded by other elements.

Logo Size and Alignment

Try not to use the logo at too small a size.
Social media and web sometimes require a square logo. Marketing does not recommend this but does have one to use in these special cases.

As a general rule, the logo should be aligned either with the left or right margin of the text or other graphics. The logo tends to look less pleasing when centered.

Logo Examples

Correct usage:

Strapline

The strapline expresses the fundamental promise of what Liaison brings to the world. Therefore, it should appear on all communications wherever possible. Always use the strapline artwork provided by Liaison's Marketing Department. Under no circumstances may the strapline be redrawn or modified in any way. The strapline always appears in the same blue as the logo and the same rules regarding color apply to the strapline.

Strapline line in text

When the strapline is used in text, it follows the same capitalization rules as the rest of the text. In Liaison's text style, typically only the first word in a sentence or heading is capitalized.

Thus, when the strapline appears in text as a separate sentence, it is "Secure integration and data management." When it appears as a continuation of a sentence, it is, for example, "That's Liaison Technologies: secure integration and data management."

Company Name

The company name should always be written in full as "Liaison Technologies" the first time it is used in a document. In subsequent uses it is acceptable to use the shorter "Liaison" at the writer's discretion.

The shorter version of our company name, "Liaison," is trademarked. To protect our trademark, the trademark symbol should be used the first time it is mentioned in a document like this:

Industry leaders depend on Liaison™ to integrate with…

Colors

Color is one of the first things people notice, so consistent use of color is an important means of standardizing our visual presentation. Liaison has a defined palette of colors that are suitable for multiple applications.

The exact color definitions in the palette should be used wherever possible. In some cases, an exact color match may not be possible, or may prohibitively be expensive; for example, it may not be possible to obtain shirts in the exact Liaison blue. In those cases, a close match may be substituted, or consider using black or white instead. Tints (percentage strengths) of the colors in the palette may be used for variety. But it is usually best to avoid using many different tints of multiple colors in one document.

Colors for Printing

In commercial (offset) printing, use of Pantone colors (also known as "spot colors") is preferred, as this gives the most accurate color match. Where spot colors cannot be used, the equivalent CMYK matches given in the table below should be used.

Inkjet and Color Laser Printers, and Color Copiers

Bear in mind that desktop printers and copiers are much less color-accurate than professional printing. Therefore, these methods are more suited to internal documents, or those that are produced in limited quantities, where color matching is less critical.

Colors On-Screen

On computer monitors, colors are defined in terms of RGB. The colors in the table below are recommended for on-screen use (e.g. website, PowerPoint). Since monitors and printed materials use completely different color technologies, exact matches between the two mediums are almost impossible to achieve. In addition, on-screen colors will vary depending on the monitor's brightness and contrast settings, its age, and other factors.

Liaison Extended Color Palette

PRIMARY		Pantone	301 C
		Bin Hex	005195
		CMYK	100.69.23.7
		RGB	0.81.149
		Pantone	131 C
		Bin Hex	D28E00
		CMYK	17.46.100.2
		RGB	210.142.0
		Pantone	419 C
		Bin Hex	1C1E1C
		CMYK	72.65.67.76
		RGB	28.30.28
SECONDARY		Pantone	314 C
		Bin Hex	0081AB
		CMYK	100.31.24.1
		RGB	0.129.171
		Pantone	201 C
		Bin Hex	9E1B32
		CMYK	25.100.79.20
		RGB	158.27.50
		Pantone	384 C
		Bin Hex	8E9300
		CMYK	48.29.100.6
		RGB	142.147.0
TERTIARY		Pantone	1595 C
		Bin Hex	D95E16
		CMYK	11.76.100.1
		RGB	217.94.22
		Pantone	260 C
		Bin Hex	642566
		CMYK	68.99.29.16
		RGB	100.37.102
		Pantone	371C
		Bin Hex	53682b
		CMYK	66.39.100.28
		RGB	83.104.43

Fonts

The shapes of letters are not something we typically notice consciously, but in a subtle way they can shape the perception of the words they convey. The consistent use of the correct fonts therefore supports the impression Liaison strives to create.

Business Correspondence Font

For everyday business purposes – letters, memos, PowerPoint presentations, etc. – the font Arial should be used. This font is standard on all Windows and Macintosh computers.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:?!'"$%&*()+-=/

Marketing Materials Font

For marketing materials and other high-end visual presentations, the font Gill Sans should be used. This font is available for both Windows and Macintosh, and in several weights from Adobe Systems (www.adobe.com).

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:?!'"$%&*()+-=/

Intellectual Property

Intellectual property is a legal concept that gives protection to information and expressed ideas, in the same way that material property is protected. Intellectual property laws, such as copyright, trademarks and patents, give the holder exclusive rights over the subject matter (or "work").

All "works" developed by Liaison Technologies are Liaison Technologies' intellectual property, and we want to protect them as much as possible.

Copyright and Trademarks

Every document you create while working for Liaison Technologies becomes copyright to the company simply through the act of its creation; no further step is necessary to create copyright. However, in order to make any potential dispute over copyright easier to prove, documents for distribution outside the company should be marked (with the year updated as appropriate):

© Liaison Technologies. All rights reserved. Liaison is a trademark of
Liaison Technologies.

This mark should appear at least once in the document, typically at the end of the document. Trademark law provides protection to Liaison Technologies against another party using, for example, our logo, or something similar which might cause confusion in the marketplace. To protect our trademarks, we must notify others that they are trademarked.

- For a graphic, this is done by placing the TM symbol next to the graphic.
- In text, this is done by using the TM symbol after the first reference to the trademarked words.
- In both cases, the above trademark statement is added at the end of the document.

www.liaison.com

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Liaison is a trademark of Liaison Technologies

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