

**CORPORATE LOGO STANDARDS**

Your logo is your signature, the first thing that immediately sets your company apart from anyone else. For Enterasys Networks™, we’ve created a bold, visually appealing logo that reflects our strength and leadership in the global marketplace. To ensure that we always make this connection for people, we must use our logo with discipline and consistency.

- Always print or reproduce the Enterasys logo in blue (PMS 288 or 288 match) when possible. The logo may also be reproduced in 100% black or knockout to white. There are no exceptions.
- The Enterasys logo must never print smaller than 1.5 inches wide. All exceptions must be approved by the marketing department.
- There is never a tagline underneath the word “Networks.”
- Place the logo in the bottom right hand corner, 1/2" (1.27 cm) up from the bottom and 1/2" (1.27 cm) in from the right on all corporate collateral.
- Keep a minimum of .4" (10 mm) of white space around all sides of the logo to maximize visibility and impact.
- When spelling out the corporate web address in printed communications, it is unnecessary to include the “www.” Simply refer to the site as “enterasys.com.” (However, in electronic communications with embedded links, it is necessary to include the “www.”)

The Pantone® 288 logo, the black logo, the white logo and a pdf of the logo sheet are available for downloading on our web site. The URL for Macintosh- and PC-compatible logos is [enterasys.com/graphics](http://enterasys.com/graphics).



When possible, always print or reproduce the Enterasys logo in blue (PMS 288) and 100% black as shown.



In instances when a one-color logo is required, the entire Enterasys logo may be printed in 100% black.



In instances where the logo is required to appear on a solid color that is darker than PMS 288 blue, the logo may be knocked out in white as shown here.



To learn more about the use of our logo or for questions about branding, please contact our marketing department at [marcom@enterasys.com](mailto:marcom@enterasys.com).

