

Extensis Logo Guidelines



Overview:

Extensis, Inc. creates products to empower creative professionals to stay on the cutting edge of creative technology. From design through output, Extensis products and services make the process of creating and publishing digital content more productive and efficient. Extensis award-winning productivity software for Microsoft Windows, Macintosh OS and the Internet are known and sold worldwide.

The Extensis logo plays an essential role in maintaining customer loyalty and confidence in the products and services Extensis provides. Extensis has built a reputation of supplying high quality software and customer service, and the Extensis logo stands as a symbol of that quality and service. We appreciate the cooperation and support of our partners and resellers in ensuring that the logo guidelines outlined in this document are strictly adhered to.

The Extensis logo may only be used by authorized licensees who have received express permission from Extensis and/or ImageX Corporation. Use of the logo must meet all guidelines outlined in this document.

What's New:

Our industry has seen many changes over recent years, and many companies have come and gone. Those who remain have done so by adapting to the needs of their customers and their market. Extensis has remained a strong presence in our industry by welcoming changes that better our products, our image and our position in the market.

With many new exciting releases on the horizon, we feel the timing is right to update the familiar Extensis look, our logo. Our objective is to provide a look and feel that better represents both the enduring qualities of Extensis—quality, service, creativity—while, at the same time, highlights Extensis' continued focus in serving as an innovative force for creative professionals into the future.

Therefore, the Extensis logo has undergone transformations in both style and color. The custom-designed font represents a more contemporary look and feel. The overall design is simplified with the removal of the blue tone box background and multiple font color options. The text (notwithstanding the triangle) may be printed in black or white.

One enduring trait is the red triangle, dotting the 'i', which is now accentuated by the angling of the letters in the new custom font. There is a sense of forward momentum to this style, which mirrors Extensis' future direction, as well as the forward thinking of our customers.

Extensis Logo Guidelines

Configurations and Versions:

The Extensis logo consists of the word "Extensis" with an inverted red triangle dotting the letter "i". A trademark symbol appears at the end of the text. The custom font is in black type. If placed on a colored, black, or photographic background, the custom font should be printed in white type with the inverted triangle remaining in red.

The Extensis logo is available in versions: with or without the tagline, in two-color PMS, in four-color CMYK, in Black Only and in white. Web-ready versions of the Extensis logo are available from channels.extensis.com.

Without tagline



Extensis™

2/C: PMS 172 and Black



Extensis™

Four Color CMYK



Extensis™

Black only

With tagline



Extensis™
explore the possibilities...



Extensis™
explore the possibilities...



Extensis™
explore the possibilities...

Using the Extensis Logo:

The Extensis logo is used to indicate an Extensis software product or a package that includes Extensis software products. If used in conjunction with other logos, always make sure that the relationship between the Extensis logo and accompanying logos are separate and clear.

Always use the complete electronic artwork provided by Extensis. Do not alter the logo in any way. Do not animate or rotate the logo. Do not separate the elements of the logo.

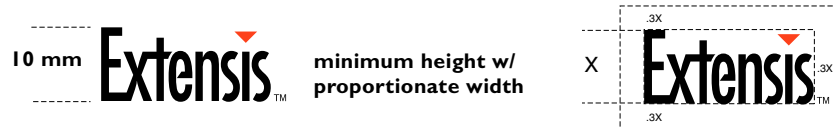
Do not translate or localize the Extensis logo and/or tagline, and do not add words or version numbers to it. Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or letter spacing. Always include the trademark symbol, "™" as a subscript at the end of the logo text. Do not use any part of the Extensis logo as a decorative illustration, graphic element, background graphic, or pattern.

Extensis Logo Guidelines

Minimum Size and Clear Space Requirements:

Minimum Size

The minimum size for the Extensis logo (vertical height) is 10 mm with a proportional width as shown.



Minimum Clear Space

The clear space surrounding the Extensis logo is an integral part of its design. This area must be kept clean and uncluttered. The clear space should measure at least .3X on all sides, where X equals the height of the uppercase "E" in the logo text. Do not place any other trademark, logo, graphic, text, photograph, or illustration in the minimum clear space area.

Logo Colors:

The colors of the Extensis logo are as important to the overall look and feel as the design. It is essential to apply the highest quality reproduction standards and maintain strict color-matching principles when reproducing the logo.

The logo may be printed using two-color PMS, four-color CMYK or black only. The two-color version can be printed using PMS 172 and black or PMS 172 and white when printing on dark backgrounds. Output film directly from the electronic artwork provided.

Background Colors:

The Extensis logo can appear on black or other background colors, and on photographic backgrounds, as long as the legibility of the logo is not diminished. If printing on a black or dark background color, the white type logo should be used.



On color, black or photographic background

Black and White:

A black-and-white version of the Extensis logo is available for black-and-white applications such as newspapers articles, ads and flyers. This version can be printed only on white backgrounds.

On the Web:

When using the Extensis logo on the Web, follow the same guidelines as for printed materials. As always, do not distort or alter the logo in any way. Do not rotate or animate the logo.

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For More Information:

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