



Corporate Branding and Typography Standards

Version 0.6.1: Interim

What's new in this version?

A note to the reader

This guide is intended to serve as an **interim** user's manual and tutorial for the revised Geoworks' branding and identity program. While the direction and suggestions listed here should be enforced immediately, it should be understood that this manual is still in development and that specifications may be changed or modified without notice. Please ensure that you have the latest version of this manual.

A major change to the corporate color scheme is found in this version (0.6).

Geoworks Yellow

Version 0.5 specified that Pantone 137 was to be used for both coated and uncoated printed offset applications. Please note that while Pantone 137C is approved for coated paper applications, **Pantone 123U should be used on all uncoated paper applications**, including corporate stationery.

Geoworks Blue

Pantone 534C and 288U are approved for Geoworks Blue. Note that on coated paper applications, 534C requires a special mixing formula. Contact Doug Stringham or Michael James at Stephen Hales Creative (+1 801 373 8888) for details.

Pantone 288U, used for uncoated paper applications, should be specified somewhat darker when run on offset presses. A good measurement of this density can be found on the back of employee business cards. Please ensure the consistency of this color on all subsequent uncoated paper applications.

Applying the Corporate Signature

Logotype Sizes and Recommended Applications

To accommodate visual impact of the registered trademark symbol (®) and a consistency of line art weight, the Geoworks signature is designed for use in various sizes. Taking into consideration the desired impact of the trademark symbol, use common sense as well as follow these general guidelines when applying the signature.

The small signature (**01gwrx.eps**) is primarily used on correspondence materials (stationery, envelopes, business cards), annual reports, office forms, smaller promotional items, or smaller apparel applications. The small signature is also best applied to multimedia (Internet, kiosk, CD-ROM), packaging, labels, advertising, and direct mail. **Never** use the small signature at sizes less than 1" (25mm) wide or greater than 4" (102mm) wide.

On medium-sized promotional items and apparel, use the medium signature (**02gwrx.eps**). Audio-visual presentations such as broadcast communications, overhead presentations, and some advertising might also use the medium signature. **Never** use the medium signature at sizes less than 4" (102mm) wide or greater than 7" (178mm) wide.

Use the large signature (**03gwrx.eps**) for oversized applications such as tradeshow signage systems, banners, exterior signs or advertising, and posters. **Never** use the large signature at sizes less than 7" (178mm) wide. There is no maximum size application for the large signature.

(Signatures shown here are for comparative purposes, and are not necessarily accurately sized.)



{ The Geoworks small signature
(01gwrx.eps)



{ The Geoworks medium signature
(02gwrx.eps)



{ The Geoworks large signature
(03gwrx.eps)

Applying the Corporate Signature

Geoworks Primary and Secondary Signature Colors

The Geoworks signature contains 2 main colors—Geoworks Blue and Geoworks Yellow; when needed, two secondary colors—Geoworks Green and Geoworks Orange—may be used as an accent. (Green and Orange are **never** used as substitutes in the signature.) Only Geoworks Blue and Geoworks Yellow or Black should be used to color the signature.

Across all of its applications, it is important that the Geoworks Blue and Yellow symbol colors remain visually consistent; no other colors should be substituted for those in the Geoworks signature. Consistent application of these symbol colors help it achieve maximum impact every time it is presented to the public. Avoid using other colors that seem “close enough.” Follow the guidelines and formulas in this booklet for keeping Geoworks symbol colors consistent in all applications.

Geoworks is branded across two very different media: traditional printed collateral and the Internet. Because these media reproduce color in different ways, five types of color formulas are approved for the Geoworks signature.

Geoworks Primary and Secondary Printed Colors

Whenever possible, print the Geoworks signature with PANTONE colors. Where necessary, CMYK reproduction should be used. The Geoworks signature is also available in a one-color version for print; see page 4 for usage. The formulas for the full-color Geoworks printed signatures are as follows:

PANTONE Coated



Geoworks Blue PMS 534CV	Geoworks Yellow PMS 137CV	Geoworks Green PMS 5767CV	Geoworks Orange PMS 1595CV
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PANTONE Uncoated



Geoworks Blue PMS 288CVU	Geoworks Yellow PMS 137CVU	Geoworks Green PMS 5767CVU	Geoworks Orange PMS 1595CVU
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Four-color Offset (CMYK)*



Geoworks Blue 100/65/70/30	Geoworks Yellow 0/35/90/0	Geoworks Green 15/0/65/40	Geoworks Orange 0/60/100/6
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*Each number represents a percentage of cyan, magenta, yellow, and black—the colors used in full-color, or CMYK, printing. For example, green is mixed with 55% cyan, 5% magenta, 70% yellow, and 0% black.

Applying Geoworks Colors to Internet Graphics

The Geoworks signature is also available for use in Internet graphics and uses the approved RGB 216-color “safe” palette used by all major Internet browsers. Only use this signature for Internet-related graphics; **do not use these versions for any printed collateral**. The formulas for the full-color Geoworks Internet signature are as follows:

RGB



Geoworks Blue 9/40/105	Geoworks Yellow 255/166/21	Geoworks Green 134/148/57	Geoworks Orange 240/96/0
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RGB / 216-color Websafe Palette**



Geoworks Blue 0/51/102	Geoworks Yellow 255/153/0	Geoworks Green 255/102/0	Geoworks Orange 153/153/51
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**Each number represents an amount of red, green, or blue—the colors used in creating on-screen, or RGB, colors. For example, green is mixed with 102 red, 204 green, and 51 blue. In addition, each of these colors are web “safe” and will be represented accurately (without dithering) in Internet graphics.

Applying the Corporate Signature

Geoworks Signature Alternate Color Versions

Aside from its various sizes, the Geoworks signature has also been designed for alternate color applications. As it is anticipated that the logotype will be used in and on many promotional products, a consistent visual impact is important. The Geoworks signature is available in three other versions: black, one-color, and reversed (or white).

The Black Signature

All elements in the Black version are, obviously, black. This version is primarily used when photocopying, laser printing, creating corporate forms, or when it is appropriate for the design. **Avoid using the Black signature in Internet graphics.**

The One-color Signature

When a design is reproduced in one or two colors (and neither of these colors are Geoworks Blue or Yellow), use a one-color version of the signature. In these cases, the signature is authorized for use in any single color; however, avoid:

- 1 using light colors on light backgrounds,
- 2 dark colors on dark backgrounds, or
- 3 similar colors on similar backgrounds.

Do not, for example, reproduce a light grey logotype on a white background or a pink signature on a red background. The areas inside the typography and supporting icons should appear transparent when placed on colored backgrounds.

Don't use a one-color version if producing collateral in full color; use the full-color Geoworks signature instead. **Avoid using a one-color signature in Internet graphics.**

The Reversed Signature

The reversed signature is always reproduced in white and is used only for laser printing or when the background color is dark. Do not reproduce a reversed signature on a light-colored background. The areas inside the typography and supporting icons should appear transparent when placed on dark-colored backgrounds.

No other color versions are authorized nor should be created. This helps to maintain a consistent visual impact across all of Geoworks' printed, on-screen, and promotional offerings. **Avoid using a black, one-color signature on any Internet graphics.**



{ The Geoworks Black signature
(01gwrx-bw.eps)



x Incorrect: A Geoworks one-color signature:
light color on light background



+ Correct: A Geoworks one-color signature
(using PANTONE 234) (01gwrx-234.eps)



+ Correct: The Geoworks Reverse signature
(01gwrx-rev.eps)



x Incorrect: The Geoworks Reverse signature on a
light background

Applying the Corporate Signature

Using Clear Space with the Geoworks Signature

To preserve the visual impact and graphic integrity of the Geoworks brand, always maintain an empty or “clear space” around the logotype. Keep all other supporting typography and other design elements at least one capital “G” space away from the logotype, as illustrated.

Never use the Geoworks signature in conjunction with another symbol or illustration. Wherever it appears, the signature should stand alone as a single element where it is applied.



Incorrect Uses of the Geoworks Signature

- 1 If changing the size of the signature, both the symbol and the typography should be enlarged or reduced together, at the same rate. Never make the symbol bigger or smaller in relation to the typography, or make the type bigger or smaller in relation to the symbol.
- 2 Never use the small version of the signature at sizes larger than what has been indicated. Never use the large version of the signature at sizes smaller than what has been indicated.
- 3 Never use the Geoworks symbol by itself.
- 4 Never retypeset the word “Geoworks” in another typeface (even if the typeface looks “close” to the real thing).



× Incorrect: Do not enlarge or decrease the size of the logotype and signature at different rates



× Incorrect: Never use the signature smaller (or larger) than what is outlined in the sizing guidelines



× Incorrect: Do not remove the Geoworks logotype



× Incorrect: Never reset the typography in another typeface, even if it looks “close enough”