



GRIC Communications, Inc.

# GRIC Logo Guidelines

The GRIC logo is an essential element in identifying the GRIC brand. Correct and consistent use of the GRIC Logo is important in building recognition of GRIC products and services. These guidelines will help you to apply the GRIC Logo in your communications.

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# GRIC Logo Guidelines

## Definition

The GRIC Logo consists of the graphic symbol, the word “GRIC,” and the area of clear space surrounding it. To preserve the integrity of the GRIC Logo, these elements and their relative size and positioning must not be altered.

The GRIC Logo may be used by authorized licensees, and by employees of GRIC Communications, Inc. who are responsible for advertising, packaging, merchandising, retail environments, product design, public relations, or the development of any other communications related to GRIC products and services.

## Logo Configurations



*Standalone GRIC Logo*

The GRIC Logo consists of the combination of the “purple face” graphic symbol and a logotype, in this case the word “GRIC,” using specially designed typography. Neither the symbol nor the typography can be used alone. They must always appear together, in an approved configuration as shown.



*GRIC Logo in an Oval*

There are two approved configurations of the GRIC logo:

1. The GRIC Logo as a standalone element
2. The GRIC Logo encased in an oval shape

Do not alter these configurations in any way. Do not translate or localize the GRIC Logo. Do not animate, mutate, or otherwise distort it. Do not use any part of the logo as a decorative illustration, graphic element, or background graphic, or as part of a pattern.

## Minimum Size and Clear Space

The size selected for the GRIC Logo will depend on the design of the communications piece, the printing technique, and the printing surface. The minimum size (vertical height) is 10 mm for the vertical configuration of the logo and 23 mm for the horizontal configuration of the logo.

The clear space surrounding the GRIC Logo is an integral part of the logo. Keep the area around the logo clean and uncluttered. The clear space should measure at least 3-5 mm on all sides of the logo. Do not place any other trademark, logo, or logotype, or any other graphic, text, photograph, or illustration, in the minimum clear space area.

## Logo Colors

The colors of the GRIC Logo were chosen to create a specific visual image for GRIC Communications, Inc. It is essential to apply the highest-quality reproduction standards and maintain strict color-matching principles to provide a consistent representation of the logo.



*The GRIC Logo can be printed in Blue (PMS 273) shown or Black.*



*The GRIC Logo in the oval can be printed in Black (shown) or Blue (PMS 273) with the logo reversed.*

There are four approved color versions of the GRIC Logo:

- A. Blue GRIC Logo
- B. Black GRIC Logo
- C. Blue oval with the GRIC Logo reversed white
- D. Black oval with the GRIC Logo reversed white

The "A" version is considered the standard usage.

The GRIC Logo can be printed using Pantone Matching System (PMS) colors or four-color process printing. Choose the method that best suits your printing budget and application. Output film directly from the electronic artwork included with these guidelines. Do not alter the GRIC Logo in any way. The screen percentages for four-color process printing are built into the electronic artwork.

	Pantone Color	4-Color Process (CMYK)	Filename
A	PMS 273	C=96, M=95, Y=6, K=1	griclogo_blue.eps
B	Black	Black	griclogo_black.eps
C	PMS 273	C=96, M=95, Y=6, K=1	gricoval_blue.eps
D	Black	Black	gricoval_black.eps



*GRIC Logo reversed in white on a background color*

### Background Colors

When printing the GRIC Logo on a background color other than white, the standalone logo reversed in white must be used, provided the background color is relatively dark. If a light background color is used other than white, the black GRIC Logo or oval must be used.

### GRIC Logo Artwork Location

An Adobe PDF version of this document, along with the GRIC logo files can be found on the GRIC web site at: <http://www.gric.com/logo/>

## Use of the GRIC Logo

The GRIC Logo should be used to indicate hardware or software compatibility with GRIC products and services. As such, it should always be clearly subordinate to the primary product identity with which it is used. Always make sure that the relationship between GRIC's products and services and the compatible product is clear.

When the GRIC Logo is used in combination with a company logo, corporate trademark, or logotype, the GRIC Logo should be clearly subordinate in both size and placement. It cannot appear to be the name of the product or the manufacturer.

### Trademark and Credit Line Usage

A credit line must be included whenever a GRIC trademark appears in printed materials. It should be placed at the bottom of the piece of wherever other legal text appears.

When using the GRIC Logo, the credit line should read: GRIC and the GRIC Logo are trademarks of GRIC Communications, Inc.

## Contact Information

For questions regarding logo guidelines, please contact the GRIC Marketing Communications Department at (408) 955-1920.

For other information regarding trademark usage, contact the GRIC Legal Department at (408) 955-1920.

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