



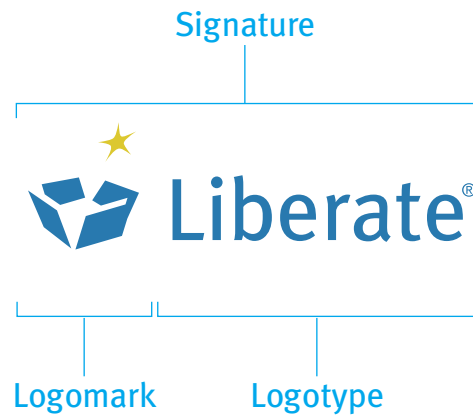
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**LIBERATE TECHNOLOGIES®**  
Corporate Identity  
and Design Standards

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<b>SIGNATURE</b>	<b>I.</b>
1.1 Logomark and Logotype	
1.2 Horizontal Signature	
1.3 Vertical Signature	
1.4 Incorrect Usage	<b>CONTENTS</b>
<b>PRINT USAGE</b>	
2.1 Corporate Colors	
2.2 Clear Space and Size	
<b>WEB USAGE</b>	
3.1 Web-safe Colors	
3.2 Clear Space and Size	
<b>TRADEMARK USAGE</b>	
4.1 Name and Trademark Specifications	

## SIGNATURE



### SIGNATURE

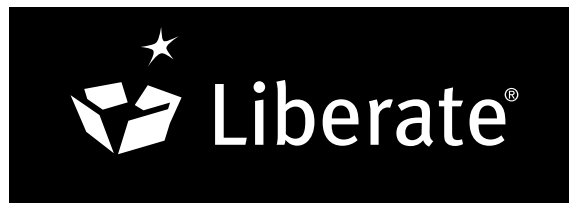
The Liberate logomark, logotype and registered trademark comprise the essential elements of the Liberate design system. This signature conveys who we are and identifies our products and services in the marketplace. Clear, consistent use of the signature—together with our corporate typeface—creates effective communications tools and builds equity in the Liberate brand.

The signature is our main visual identifier and is the only letterform and logo configuration that may be used as the legal corporate logo. Do not separate components of the signature or rearrange it in any way. For your convenience, you can obtain an electronic version of the logo from the Liberate website: <http://corporate.liberate.com/logos.html>.

Any color reproductions of the signature should always employ the correct corporate colors. Refer to the appropriate section of this guide for correct usage on various media.

1.1

## HORIZONTAL SIGNATURE



### HORIZONTAL SIGNATURE

The horizontal signature shown above is the preferred signature. You can render the horizontal signature in the correct Liberate colors, in black or reversed against a dark background.

For color specifications and sizes, refer to sections 3.0 Print Usage, 4.0 Web Usage, and 5.0 Enhanced TV Usage.

### SCALING

Always scale the signature proportionally (i.e., equally along the horizontal and vertical axis).

1.2

**SIGNATURE**  
Horizontal

## VERTICAL SIGNATURE



### VERTICAL SIGNATURE

The horizontal arrangement of the logomark and logotype (see Section 1.2) is the preferred signature. In the event design constraints force you to render the size of the horizontal signature excessively small (such as in square layouts), you should substitute the vertical signature shown above.

You can render the vertical signature in the correct Liberate colors, black, or reversed against a dark background.

For color specifications and sizes, refer to sections 3.0 Print Usage, 4.0 Web Usage, and 5.0 Enhanced TV Usage.

### SCALING

Always scale the signature proportionally (i.e., equally along the horizontal and vertical axis).

**INCORRECT USAGE**



**INCORRECT USAGE**

The Liberate signature is an important trademark and a valuable asset. To protect the value of the Liberate brand, please use the logo artwork available from Liberate Creative Services, or on our website at <http://corporate.liberate.com/logos.html>. Do not separate the logomark from the logotype or alter the signature in any way. Above are examples of incorrect logo usage.

No other character, figure, or mark should appear in the designated area around the Liberate trademark.


1. Do not add drop shadows.
2. Do not set the Liberate logotype in type.
3. Do not alter the spacing of the signature.
4. Do not fill the signature with patterns or gradations.
5. Do not outline the logomark or logotype.
6. Do not reproduce in any colors other than the approved colors.

**1.4**

**SIGNATURE**  
Incorrect Usage



Liberate Connect



**Network operators are using Liberate's server solutions to increase subscriber revenue and efficiently manage their services.**


**Key capabilities**

The true opportunity of information systems applications are derived from effectively managing operations.

Liberate provides network operators with the capability to manage their entire network, from the core to the edge, including all network elements, such as core, aggregation, access, and distribution. Liberate's solutions are designed to help network operators manage their entire network, from the core to the edge, including all network elements, such as core, aggregation, access, and distribution. Liberate's solutions are designed to help network operators manage their entire network, from the core to the edge, including all network elements, such as core, aggregation, access, and distribution.

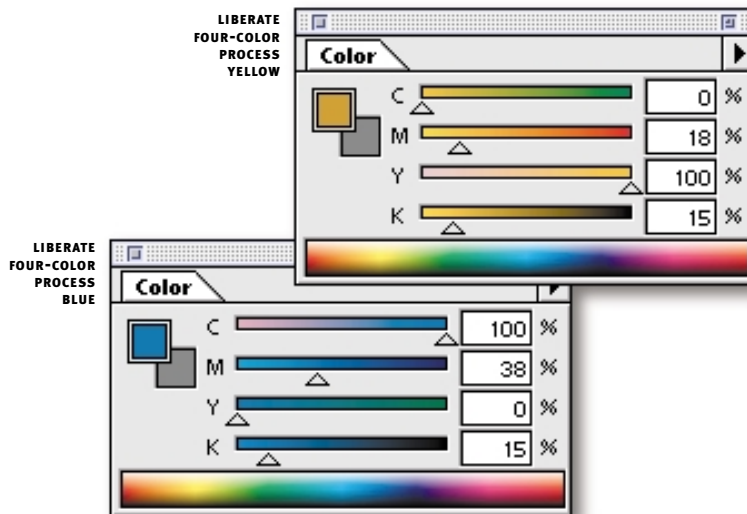
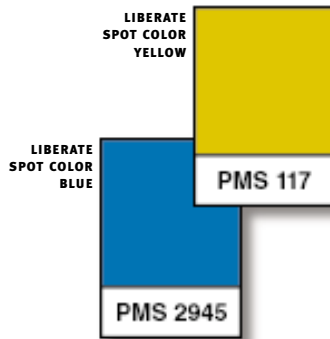
Liberate Connect's unique software-based architecture for managing and controlling network operations, including all network elements, such as core, aggregation, access, and distribution. Liberate Connect's software-based architecture is designed to help network operators manage their entire network, from the core to the edge, including all network elements, such as core, aggregation, access, and distribution.

Liberate Connect's software-based architecture is designed to help network operators manage their entire network, from the core to the edge, including all network elements, such as core, aggregation, access, and distribution.

 Liberate

2.0

## CORPORATE COLORS (PRINT USAGE)



### CORPORATE COLORS

The consistent use of the official colors is an essential element of corporate identity. All Liberate communications should rely on two main colors chosen for their appearance and universal availability. Liberate Blue (Pantone 2945) and Liberate Yellow (Pantone 117) are the Liberate corporate colors. The corporate signature, when printed in full color, must be reproduced using one of these color standards.

### SPOT COLOR

Pantone: Pantone colors comprise a proprietary set of colors that designers can use to specify custom colors for print. Liberate Blue (Pantone®\* 2945) and Liberate Yellow (Pantone 117) are the corporate colors.

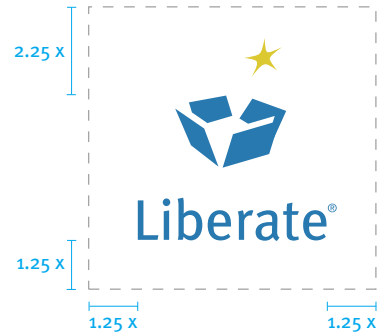
### FOUR-COLOR PROCESS COLOR

Four-color process: CMYK colors—cyan (C), magenta (M), yellow (Y), and black (K)—are the colors in “four-color” printing. CMYK colors are subtractive—i.e., mixing multiple colors creates black. To create the corporate colors in four-color printing, use the following formulas:

LIBERATE BLUE = C100%, M38%, Y0%, K15%  
LIBERATE YELLOW = C0%, M18%, Y100%, K15%

2.1

## CLEAR SPACE (PRINT USAGE)



## MINIMUM SIZE (PRINT USAGE)



### CLEAR SPACE

To create stronger visual impact, keep the area around the Liberate logo completely open and free of text graphics, type, photographs, illustrations or other visual elements.

A minimum clear space must be maintained as a staging area surrounding the signature. This distance, where x equals the height of the capital letter "L", must separate the signature from any artwork, text, patterns, or the edge of a printed surface.

### SIZE

The logo has been refined for optimal reproduction and consistency at different sizes. The minimum size for the signature in print is:

HORIZONTAL SIGNATURE = 1.125 INCHES WIDE  
VERTICAL SIGNATURE = .625 INCHES WIDE

Very large applications may require special artwork. Please contact Liberate Creative Services for assistance.

### SCALING

Always scale the signature proportionally (i.e., equally along the horizontal and vertical axis).

2.2

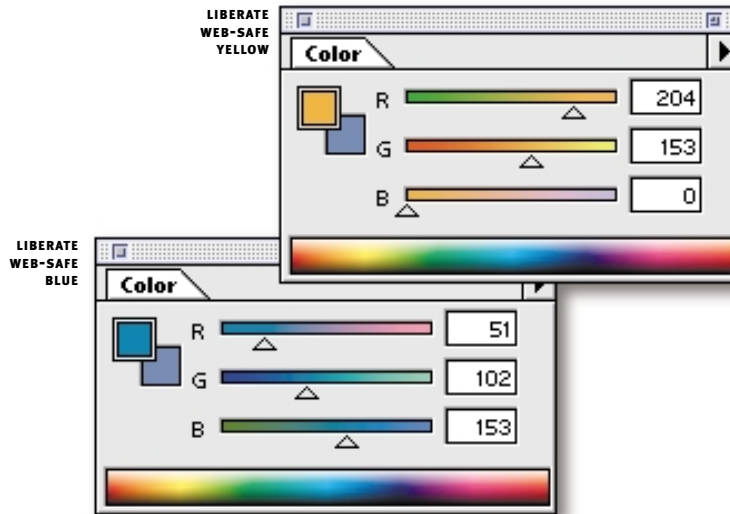
**PRINT USAGE**  
Clear Space and Size



3.0

WEB USAGE

## WEB-SAFE COLORS (WEB USAGE)



### CORPORATE COLORS

The consistent use of the official colors is an essential element of corporate identity. All Liberate communications should rely on two main colors chosen for their appearance. Liberate Blue and Liberate Yellow are the Liberate corporate colors. You should use appropriate design methods and color standards to ensure the signature reproduces correctly on the Web.

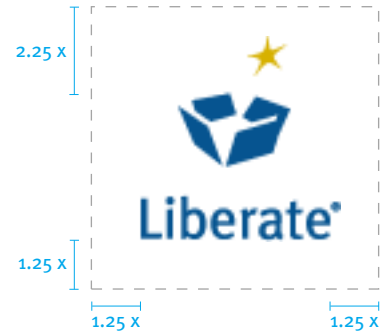
### WEB-SAFE RGB COLOR

To avoid dithering, use the following Web-safe\* colors when reproducing the Liberate signature on the Web:

LIBERATE BLUE = R51, G102, B153  
LIBERATE YELLOW = R204, G153, B0

\* Most commonly used web browsers work with the system palettes of the host machine (Mac OS, Windows, Windows 95, and Windows 98). These palettes vary considerably and, as a result, art may dither or vary in appearance across these platforms. Fortunately, Mac OS and Windows machines share 216 colors, often referred to as the "Web-safe" or "Browser-safe" palette.

## CLEAR SPACE (WEB USAGE)



## MINIMUM SIZE (WEB USAGE)



### CLEAR SPACE

To create stronger visual impact, keep the area around the Liberate logo completely open and free of text graphics, type, photographs, illustrations or other visual elements.

A minimum clear space must be maintained as a staging area surrounding the signature. This distance, where x equals the height of the capital letter "L", must separate the signature from any artwork, text, patterns, or the edge of a screen.

### SIZE

The logo has been refined for optimal reproduction and consistency at different sizes. The minimum size for the signature on the Web at 72 ppi resolution is:

HORIZONTAL SIGNATURE = 100 PIXELS WIDE  
VERTICAL SIGNATURE = 60 PIXELS WIDE

### SCALING

Always scale the signature proportionally (i.e., equally along the horizontal and vertical axis).

3.2

WEB USAGE  
Clear Space and Size

**NAME AND TRADEMARK SPECIFICATIONS**

In writing about Liberate Technologies it is acceptable to use “Liberate” as the company name. Use the full company name followed by the abbreviation—“Liberate Technologies (“Liberate”)”—in the initial reference, and Liberate in all other references.

A trademark is a name or symbol that identifies a company, product, or service. Please use the following guidelines for trademark usage:

1. The registered trademark symbol ® should appear next to (and preferably above, as superscript) the first reference to Liberate, the Liberate “box and star” symbol, and any other registered Liberate trademark. The trademark symbol ™ should appear next to (and preferably above, as superscript) any other Liberate trademark.
2. “Liberate” should be used as a noun, and should not be made plural, possessive or hyphenated.  
For example: *Liberate develops software for Internet appliances.*

3. Include the statement “Liberate is a registered trademark of Liberate Technologies and product names used in association with Liberate are Liberate trademarks.” in the appropriate area of the printed piece, usually at the end of a document or on the copyright page.
4. When referencing other companies’ trademarks, the following statement should be included as a footnote to the text: “All other company and product names mentioned are used for identification purposes only, and may be trademarks of their respective owners.”

Further information regarding Liberate trademarks may be obtained from the Liberate Legal Department.



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