



LCTE Symbol Usage and Guidelines

The LCTE symbol provides an opportunity to communicate to your partners and customers that you are a Lucent Certified Technical Expert, which acknowledges that you maintain a high level of knowledge and skill when supporting Lucent Technologies products and solutions.

The LCTE symbol and all other components of the LCTE program identity, such as color and typography, should be used in a manner that reflects a standard of excellence for supporting Lucent Technologies products. For the LCTE symbol to communicate that the certified LCTE user demonstrates high levels of knowledge and skill of Lucent products, it must be used appropriately and in a consistent manner. Every effort should be made to ensure that the use of each element of the identity fulfills the original intent.

In general, the symbol should not be altered in any way including proportions, colors, elements, type or in any other respect without prior written consent from Lucent Technologies.

You may use the LCTE symbol on your products and services and associated marketing support materials to indicate to partners and customers that you, through a series of computer-based exams and a hands-on lab exam, have been certified to provide technical support on Lucent products. The symbol may not be used unless you have passed all exams and have signed and returned the official LCTE Logo Compliance Letter.

Once you have been officially certified, the LCTE symbol may be used in any advertising, direct mail, collateral, or other promotional materials. It may also be used on Web pages.

In all cases, your company logo should appear more prominently than the LCTE symbol. The Lucent Technologies and the LCTE names or symbols or any potentially confusing variations may never be incorporated as part of the name of a product or service of your company.

When using the LCTE symbol, you may not display it in a way that implies that your company, its products, services or Web site, are endorsed by, sponsored by or affiliated with Lucent Technologies. The LCTE symbol may not be used on Web pages and printed material that make inaccurate references to or disparage Lucent Technologies or its products and services.

LCTE Code of Conduct

As a Lucent Certified Technical Expert Candidate you will:

- conduct yourself in a professional and respectful manner.
- obey all licensing and usage requirements accompanying the Lucent Technologies software and hardware.
- not advertise or represent his/her services in a misleading manner or in a manner injurious to the dignity and integrity of the LCTE program or Lucent Technologies.

Failure to comply with the above conditions will result in the immediate disqualification of the LCTE candidate from further participation in the Lucent Certified Technical Expert Program and any LCTE certifications currently held by the candidate will be immediately considered null and void.

Color System

The following PMS color information is to be used for the Lucent Certified Technical Expert (LCTE) symbol:

- PMS Pantone 186C (red) is to be used for the LCTE symbol including the letterform.
- 1-Color Black is to be used for the lettering of "Technical Expert" and its following dots.
- White is to be used as a background color.

The colors shown on this page have not been evaluated by Pantone Inc. for accuracy and may not match the Pantone color standards. PANTONE® is a registered trademark of Pantone, Inc.



Please note that you may use 1-Color Black for the LCTE symbol and all lettering where appropriate or required when used in marketing materials and/or other printed media.