

BRANDING STANDARDS



NIRIX TECHNOLOGY BRAND MARK REQUIREMENTS

Version: 1.0

Date: August 21, 2008

**Technology Today
Utility Tomorrow**

 **NIRIX CONFIDENTIAL**

Explicit written consent of Nirix Technology is required prior to any form of distribution of this document outside the intended recipient.

 **TRADEMARKS**

Nirix Technology and the Nirix Technology logo are registered trademarks of Nirix Inc.

 **STATEMENT OF CONFIDENTIALITY AND VALIDITY**

Nirix Technology has prepared this outline for the sole purpose and exclusive use of the intended recipient. Due to the confidential nature of the material in this outline, Nirix Technology requests that this document and its contents not be discussed, disclosed or divulged without prior explicit written consent of Nirix Technology.

© NIRIX TECHNOLOGY, 2001 – 2008. All rights reserved

TABLE OF CONTENTS

REVISION..... 4

NIRIX TECHNOLOGY BRAND MARK..... 5

COLOUR VARIATIONS 5

THREE-COLOUR STANDARD..... 5

THREE-COLOUR REVERSE 6

BLACK AND WHITE 6

ONE COLOUR BLACK 7

ONE COLOUR REVERSE ON BLACK..... 7

SIZE 8

CLEAR SPACE 8

MINIMUM SIZE 8

BRAND MARK INTEGRITY 9

DO NOT 9

Approver	Title	Date
STEVEN HSU	President & CEO	August 21, 2008

Revision Number	Comments	Author	Date
1.0	First Release	Rona Dickey	August 21, 2008

COLOUR VARIATIONS

The Nirix brand mark should be represented in full colour Nirix Gold, Nirix Grey, charcoal and black whenever possible. When printing, it is preferred that Nirix Gold be reproduced as a spot colour.

Standardized colour variations include:

- Three-colour (Nirix Gold, Nirix Grey and Black) standard
- Three-colour reverse
- Black and white
- One-colour black
- One-colour reverse on black

THREE-COLOUR STANDARD

This is the preferred version of the Nirix Brand Mark and should be used on most marketing and promotional materials and in all PowerPoint and online communications.

Nirix Gold and Nirix Grey can be presented as either spot colours (see PANTONE© colour references) or using the standardized CMYK or RGB colour formulas.



THREE-COLOUR REVERSE

Use this treatment when the Nirix brand mark appears against a medium to dark coloured background with sufficient colour contrast to ensure legibility of the design of the brand mark.

Nirix Gold can be produced using the spot PANTONE 123C or the standardized CMYK or RGB colour formulas. Nirix Grey can be produced using the spot PANTONE Cool Grey 5C (see colour specifications) or the standardized CMYK or RGB colour formulas.



BLACK AND WHITE

This alternative has been designed to effectively present the Nirix Brand Mark in black and white print applications when Nirix Gold and Nirix Grey are not available.

Examples include newsprint, magazine ads and one-colour (black) marketing or promotional materials. The option is not permitted in online or PowerPoint communications, or any other application with full colour capabilities.





ONE COLOUR BLACK

This is an acceptable option when the reproduction of the application is limited to a single black colour. This alternative can only be produced using a spot black colour, and is not permitted in online or PowerPoint communications, or other applications with full colour capabilities. This artwork should also be used for reproduction process such as blind embossing or debossing, foil stamping, etching or other similar uses.



ONE COLOUR REVERSE ON BLACK

This is an acceptable colour alternative when the brand mark appears against a medium to dark coloured background (either black or an alternative colour that provides adequate colour contrast to ensure legibility of the design elements of the brand mark).



CLEAR SPACE

Please adhere to these rules for clear space:

X = Small cap height

1X all around the brand mark



MINIMUM SIZE

The Nirix Brand Mark was designed to easily scale to larger and smaller sizes as needed. The minimum size of the Nirix Brand Mark is 2.0" (3.82 cm) wide. Depending on the reproduction method used, this minimum size may need to be increased to maintain legibility of the brand mark (e.g., embroidery, silk screening, etc.).



DO NOT

Maintaining the integrity of the Nirix Technology Brand Mark and the impact of our brand communications is crucial in every piece produced with the Nirix Technology Brand Mark on it.



Do not change the colour in the Nirix Brand Mark



Do not alter the Nirix Brand Mark's letterforms



Do not distort the Nirix Brand Mark



Do not place the Nirix Brand Mark over other graphic elements



Do not place patterns or images inside the Nirix Brand Mark



Do not outline the Nirix Brand Mark



Do not embellish the Nirix Brand Mark with drop shadows



Do not produce the one-colour Nirix Brand Mark in any colour except black



Do not place the Nirix Brand Mark against a patterned Background that compromises legibility



Do not place the Nirix Brand Mark against a photo that is too busy or compromises legibility



Do not create a key line frame or box around the Nirix Brand Mark