

# Business card - U.S.

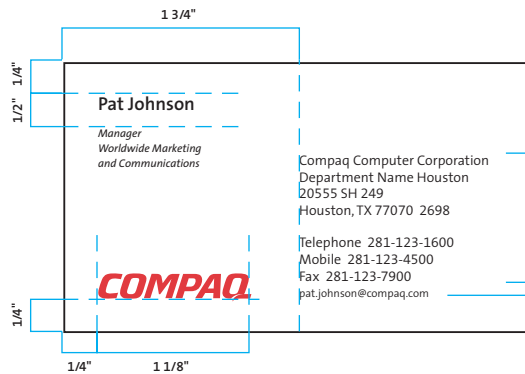
**Business cards**  
3 1/2 x 2" (not shown actual size)

**Logo**  
prints 100% PANTONE 186 C

**Name**  
prints 100% black,  
10pt The Sans CPQ SemiBold

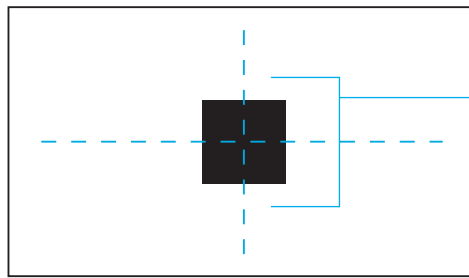
**Title**  
prints 100% black,  
6pt/8 The Sans CPQ SemiLight italic

**Address/phone numbers/  
fax/e-mail**  
prints 100% black,  
7.5pt/9 The Sans CPQ SemiLight



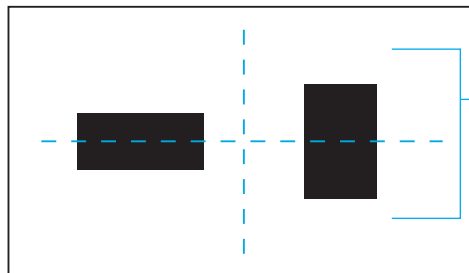
Last line of business card text aligns with baseline of Compaq logo. Text is The Sans CPQ SemiLight 7.5 point over 9 point leading, one line space between address and phone numbers.

Email address is 6 point to accommodate long names. Color: black



Approved certification logos, etc. may be printed on the back of the card. See the examples left for placement and size. The logos should be printed in Compaq in black and centered vertically and horizontally. Multiple logos must be sized proportionally with adequate white space between them for legibility.

No other logos are permitted on the front of the business card.

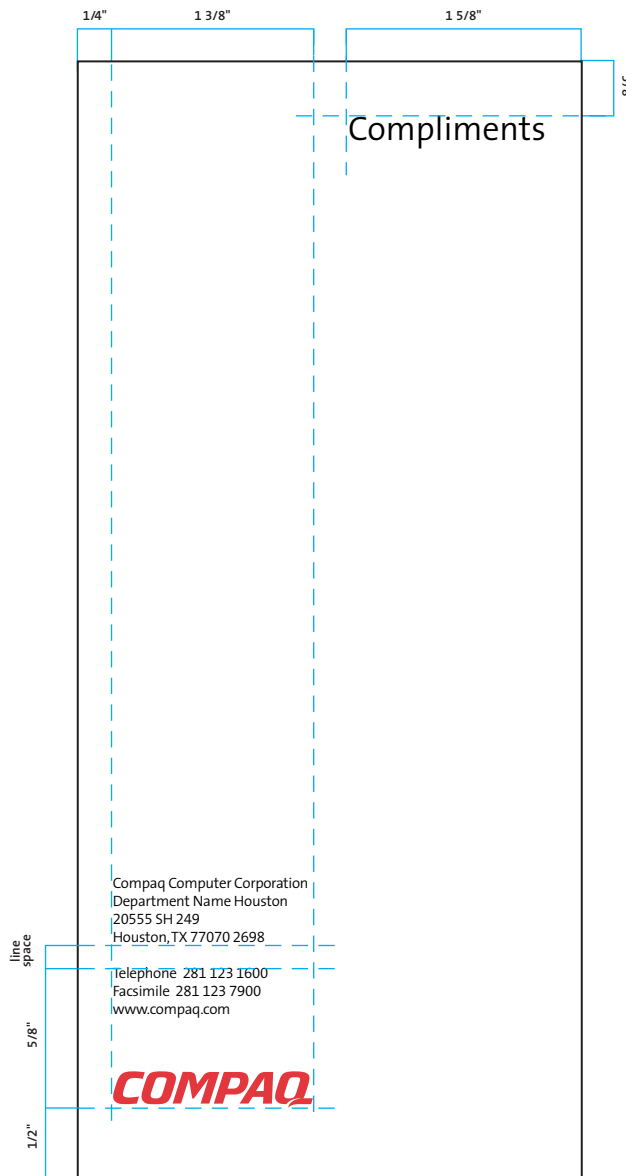


If you have a second language on the back of the card and require other logos you must print a folded version of the card. If you are a Compaq employee, absolutely no other logos are permitted on the face of the business card.

Although small in size, business cards can make a big impression. As a highly convenient means of exchanging information with customers, business associates, suppliers and other contacts, a well-designed card can have the same impact as a firm and confident handshake. Compaq cards organize all the essentials in an easy-to-read manner.

Two elements clearly stand out: the Compaq logo, in the corporate red at the lower left-hand side of the card and the name of the individual, at the top left. Overall, the business card stands as a bold reminder of who we are and where we come from.

# Complimentary slip



**Complimentary slip**  
3 1/2 x 7 3/4" (not shown actual size)

**Logo**  
prints 100% PANTONE 186 C

**Title**  
prints 100% black,  
17pt The Sans CPQ SemiLight

**Address/Phone Number/e-mail**  
prints 100% black,  
7.5pt/9 The Sans CPQ SemiLight

It is a form of courtesy to include a compliment slip when sending product literature or other items. The design of the Compaq compliment slip is consistent with that of our stationery as a whole and leaves ample room to add a personal message. Most importantly, as a clear reminder to the recipient of the source of the material, it reinforces the Compaq brand.

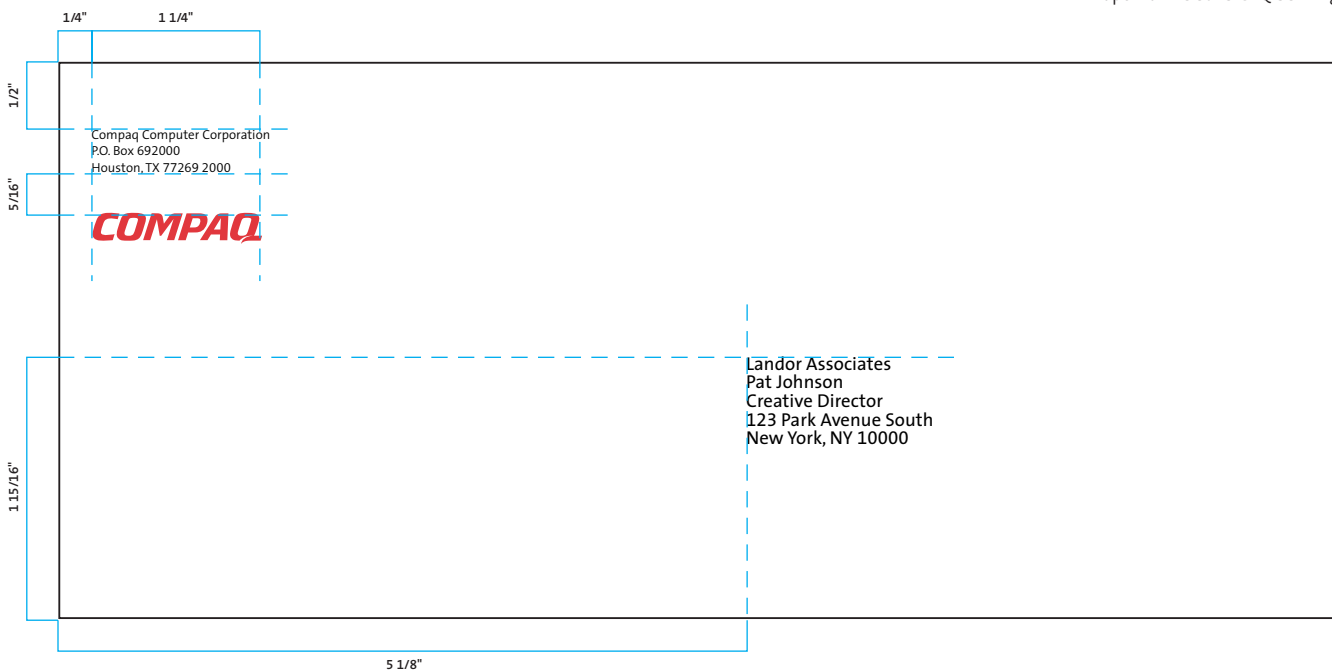
# #10 Envelope

**#10 Envelope**  
9 1/2 x 4 1/8" (not shown actual size)

**Logo**  
prints 100% PANTONE 186 C

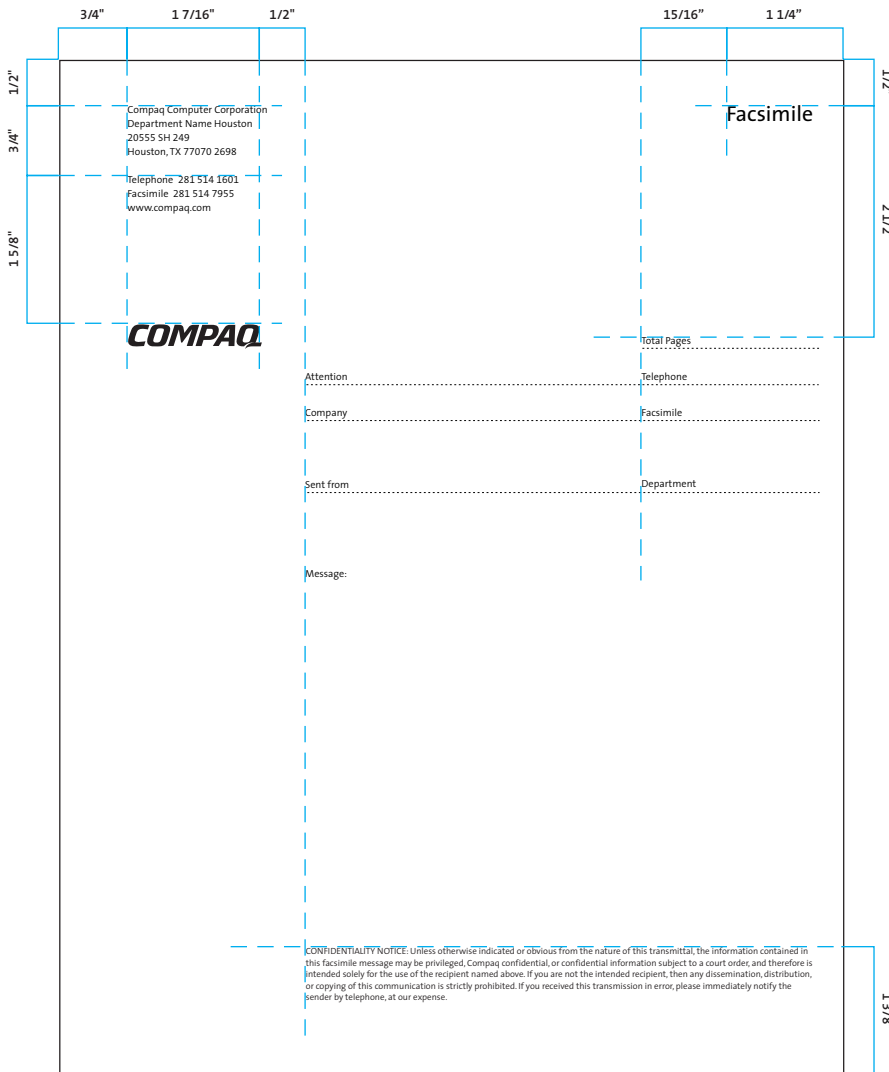
**Return Address**  
prints 100% black,  
7pt/9 The Sans CPQ SemiLight

**Address**  
prints 100% Black,  
10pt/10 The Sans CPQ SemiLight



An envelope is a form of packaging and, like all packaging, should be carefully designed to make the right impression. Compaq envelopes feature the Compaq logo in the upper left-hand corner, aligned with the return address above it. To create a balanced and distinctive look, the mailing address is positioned below the center, at a distance of 5 1/8" from the left edge.

# Fax cover sheet



**Fax cover sheet**  
8 1/2 x 11" (not shown actual size)

**Logo**  
prints 100% black

**Title**  
prints 100% black,  
17pt The Sans CPQ SemiLight

**Company name/address/phone number/Fax/web**  
prints 100% black,  
8pt/11 The Sans CPQ SemiLight

**Body copy**  
prints 100% black,  
8pt/14 The Sans CPQ SemiLight  
.3 dashed rule 100% black

**Confidentiality note**  
prints 100% black,  
7pt/9The Sans CPQ SemiLight

Every fax transmission is an opportunity to reinforce our brand identity. While providing essential information about the source of the transmission, a well- designed fax cover sheet also ensures that uneven transmission quality does not adversely affect the professional

appearance of the communication. Giving pride of place to the Compaq logo, our fax cover sheet has been designed to make sender and receiver information easy to read at a glance.

## Pocket folder (outside)



level A folder cover: example



level B folder cover: example

Pocket folders are a practical and professional means to organize several documents in a single package. Our pocket folders are clearly branded with the Compaq logo and tagline graphic lock-up which appear in white on the front cover in the lower left corner. The cover also features a dynamic image that reflects the tone and personality of the Compaq brand.

**NOTE:**

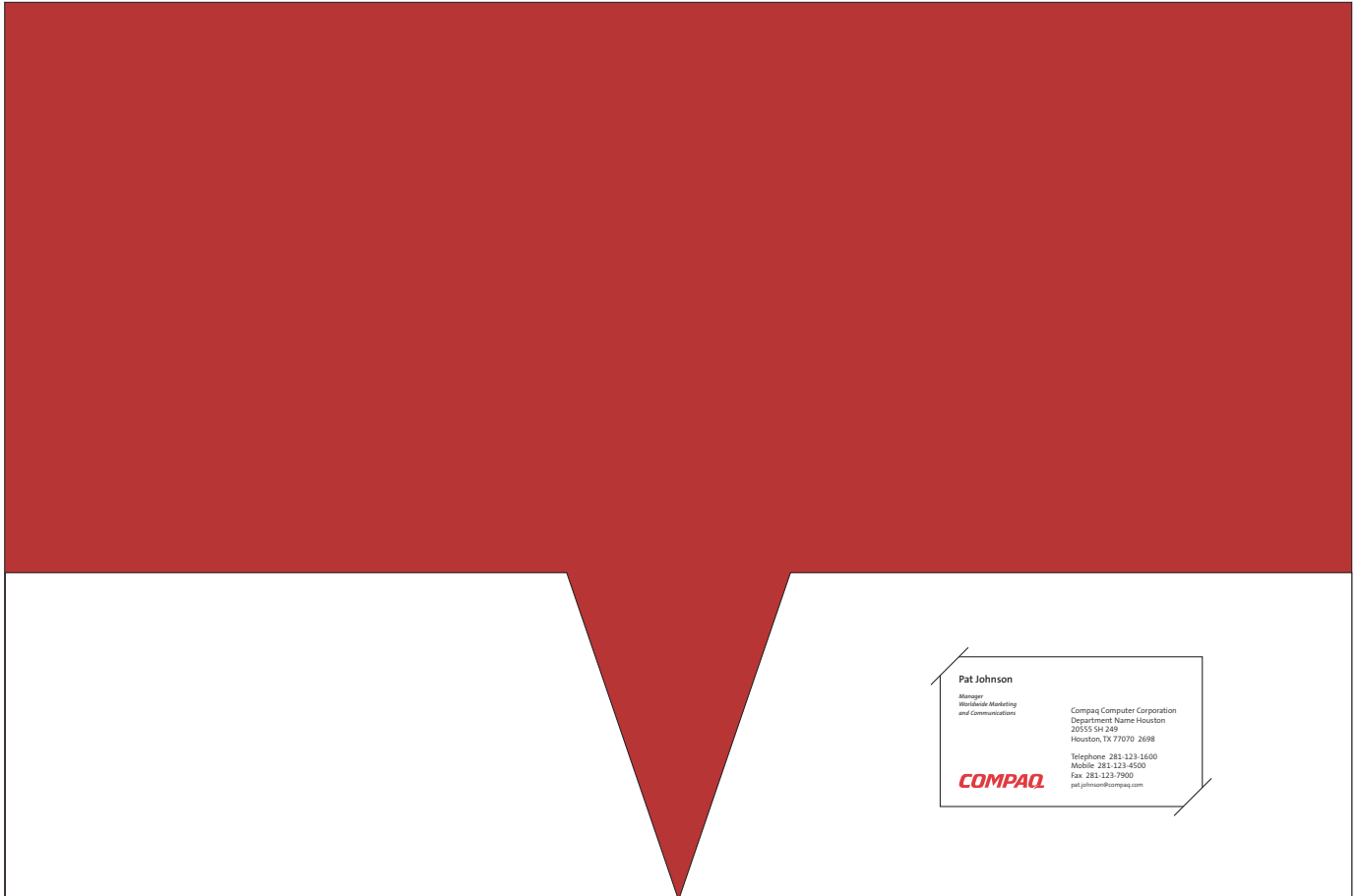
Please use the [Quark template](#) that has been built for folders which is available on [brand identity web site](#).

**Pocket folder outside**  
9" x 12" – open  
(not shown actual size)

**Vertical red bar**  
prints 100% PANTONE 186 C

**Signature**  
prints White

## Pocket folder (inside)



**Pocket folder inside**  
9" x 12" – open  
(not shown actual size)

**Background**  
prints 100% Compaq Dark Red  
PANTONE 704 C

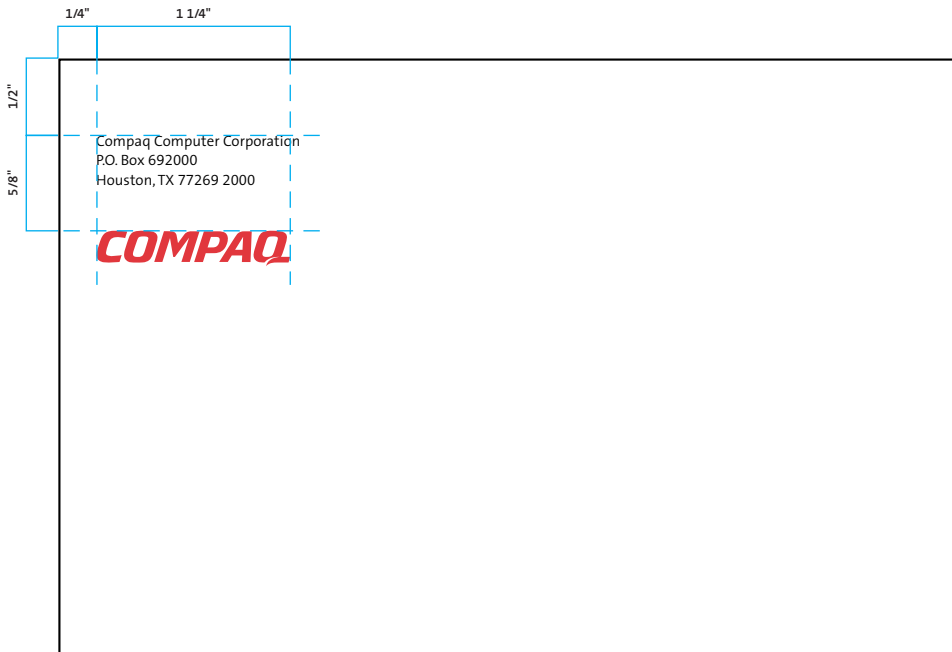
**Pocket flap**  
prints White

**Die cuts**  
on right pocket for business card

The inside of the folders presents a stark contrast between the Compaq Red background and the white pocket flaps. The die cuts on the right pocket provide a space for a business card, which should always be included with the folder to lend a personal dimension to the presentation of information.

Overall, the look and feel of our pocket folders is designed to reinforce the image of Compaq as pacesetting and human company.

# Mailing label



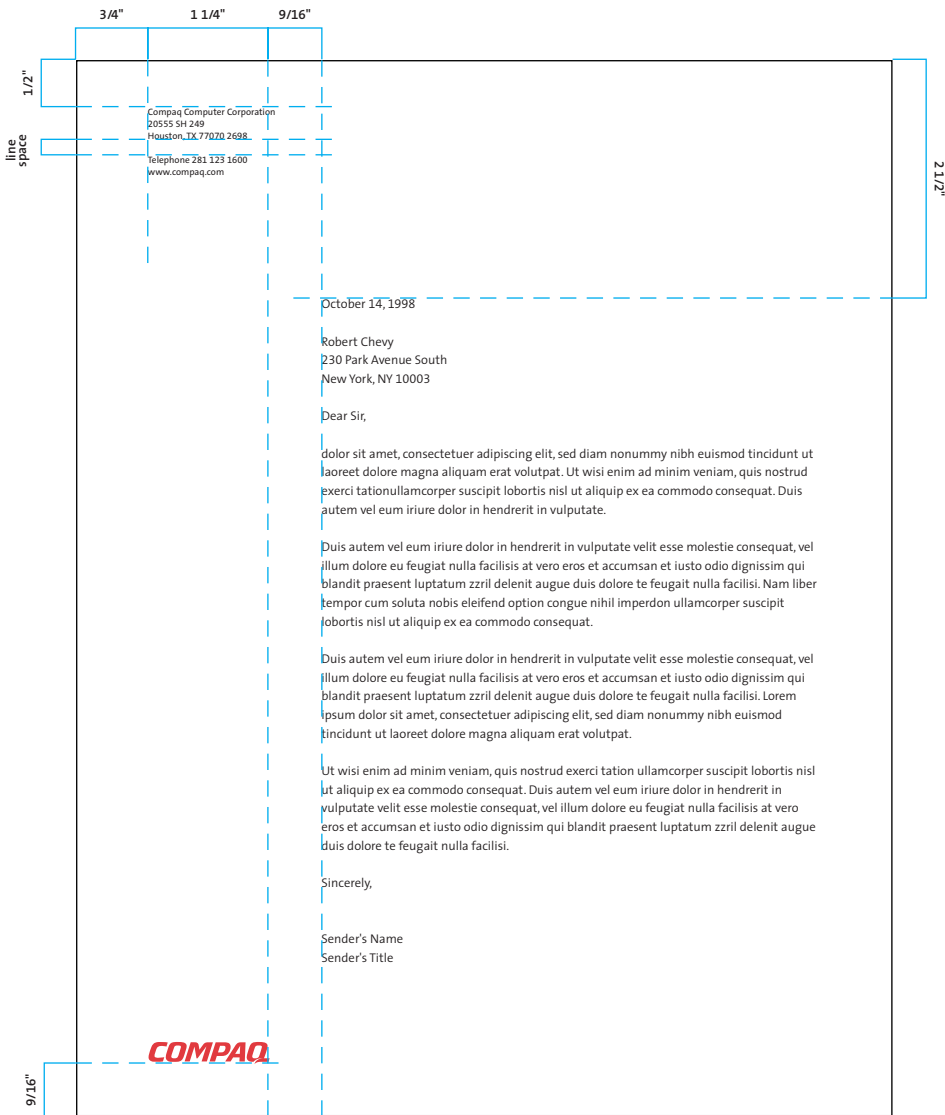
**Mailing label**  
5 7/8 x 3 7/8" (not shown actual size)

**Logo**  
prints 100% PANTONE 186 C

**Address**  
prints 100% black,  
7pt/9 The Sans CPQ SemiLight

There is no item too small or too lowly to be considered an important component of our brand identity system. No matter how ordinary an item a mailing label may be, it still leaves an impression. Care has been taken to design our mailing labels so that they convey, in their own modest way, the Compaq brand spirit.

# Letterhead



**Letterhead**  
8 1/2 x 11" (not shown actual size)

**Logo**  
prints 100% PANTONE 186 C

**Address/phone number/Fax/e-mail**  
prints 100% black,  
7pt/9 The Sans CPQ SemiLight

**Body copy**  
prints 100% Black,  
9.5pt/14 The Sans CPQ SemiLight

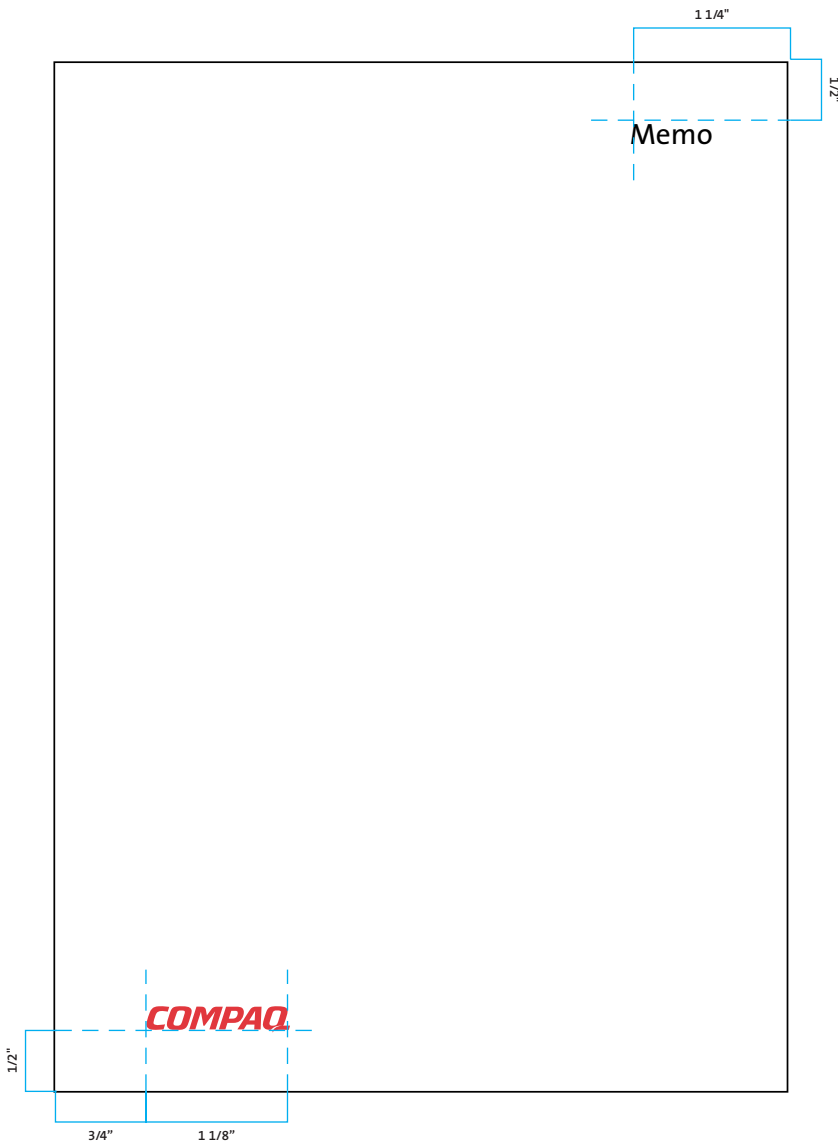
If you do not have access to The Sans CPQ SemiLight fonts for body copy, Arial fonts may be substituted.

In our age of electronic communications, letters are becoming less commonplace. Consequently, a formal letter on official stationery is likely to command even more attention than it once did. A clean and sharp visual presentation is of the essence.

In keeping with our brand identity, the Compaq letterhead has been designed to make the origin of the communication immediately clear to recipients, while highlighting who is writing to them and where that person can be reached. The sender information is aligned with the Compaq logo, which is positioned at the bottom.



# Memo pad



**Memo pad**  
5 7/8 x 8 1/4" (not shown actual size)

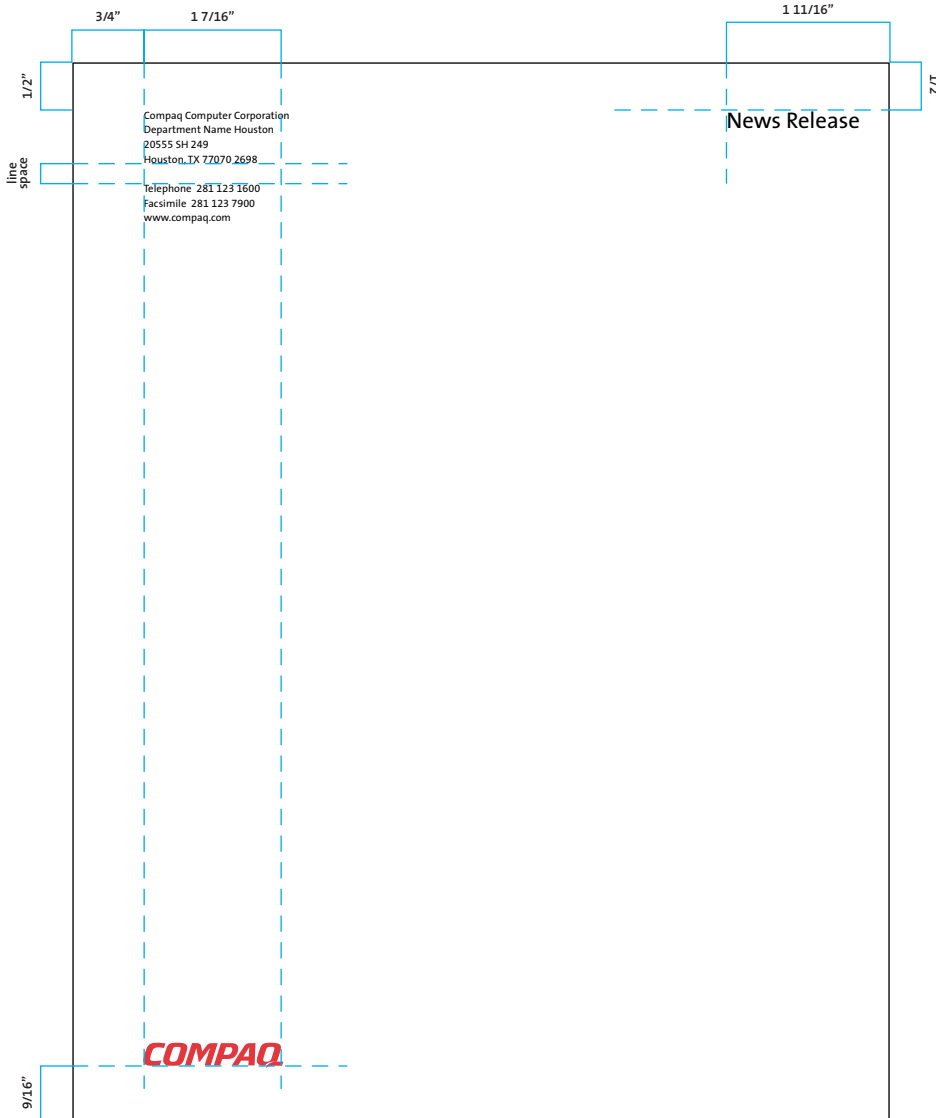
**Logo**  
prints 100% PANTONE 186 C

**Title**  
prints 100% black,  
17pt The Sans CPQ SemiLight

Memos are indispensable to communicating information within a large company. Memo pads are thus a familiar feature of the landscape of working life. And even routine internal communications should partake of the Compaq brand spirit. The design of our

memo sheets is simple and smart, just as the content of our communications should be. The logo takes pride of place, affirming that Compaq is a single, unified enterprise.

# News release



**News release**  
8 1/2 x 11" (not shown actual size)

**Logo**  
prints 100% PANTONE 186 C

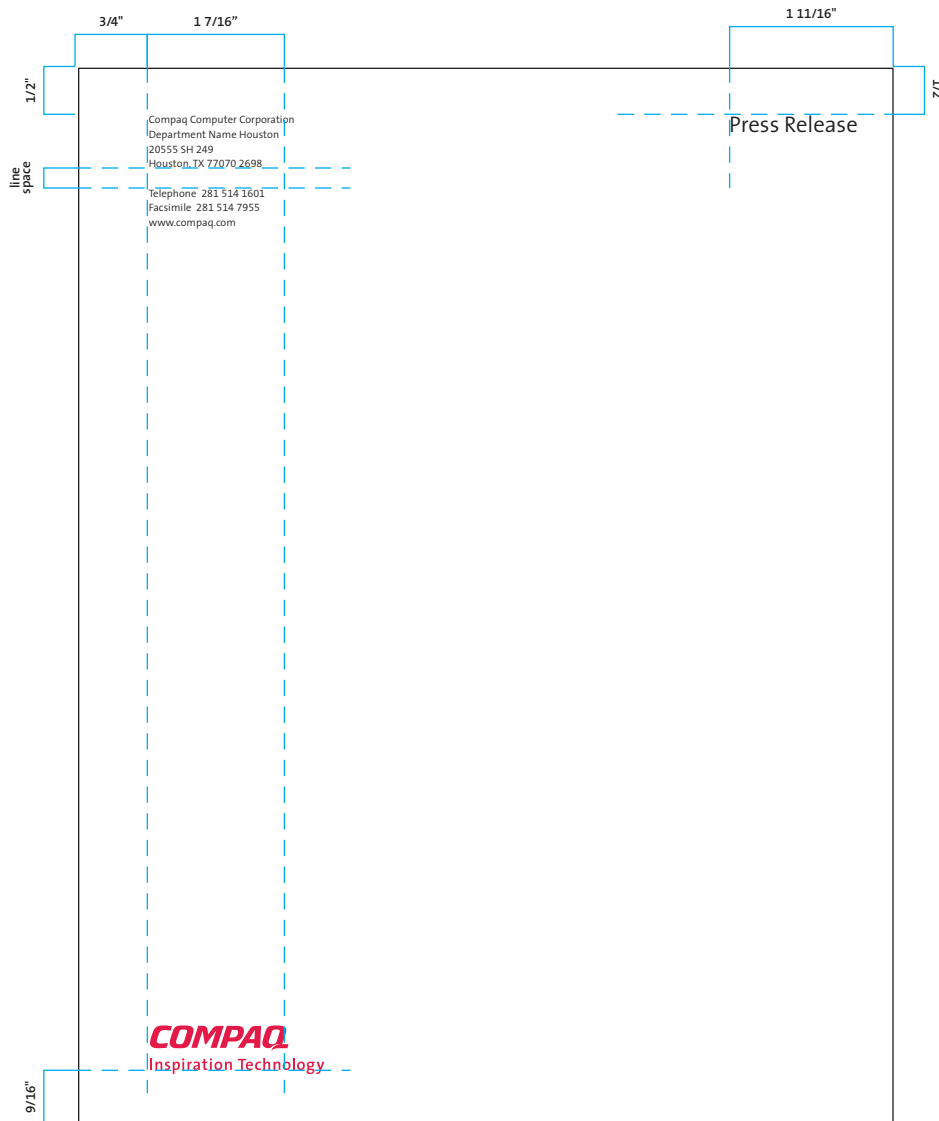
**Company name/address/phone number/Fax/web**  
prints 100% black,  
8pt/11 The Sans CPQ SemiLight

**Title**  
prints 100% black,  
17pt The Sans CPQ SemiLight

For a growing and dynamic company committed to innovation, news and press releases are an essential vehicle of communication. An attractive and consistent presentation is essential in sending a positive message to the media about the Compaq brand. And because, news

and press releases are used to communicate with the media, these particular stationery items feature the Compaq logo.

# Press release



**Press release**  
8 1/2 x 11" (not shown actual size)

**Logo**  
prints 100% PANTONE 186 C

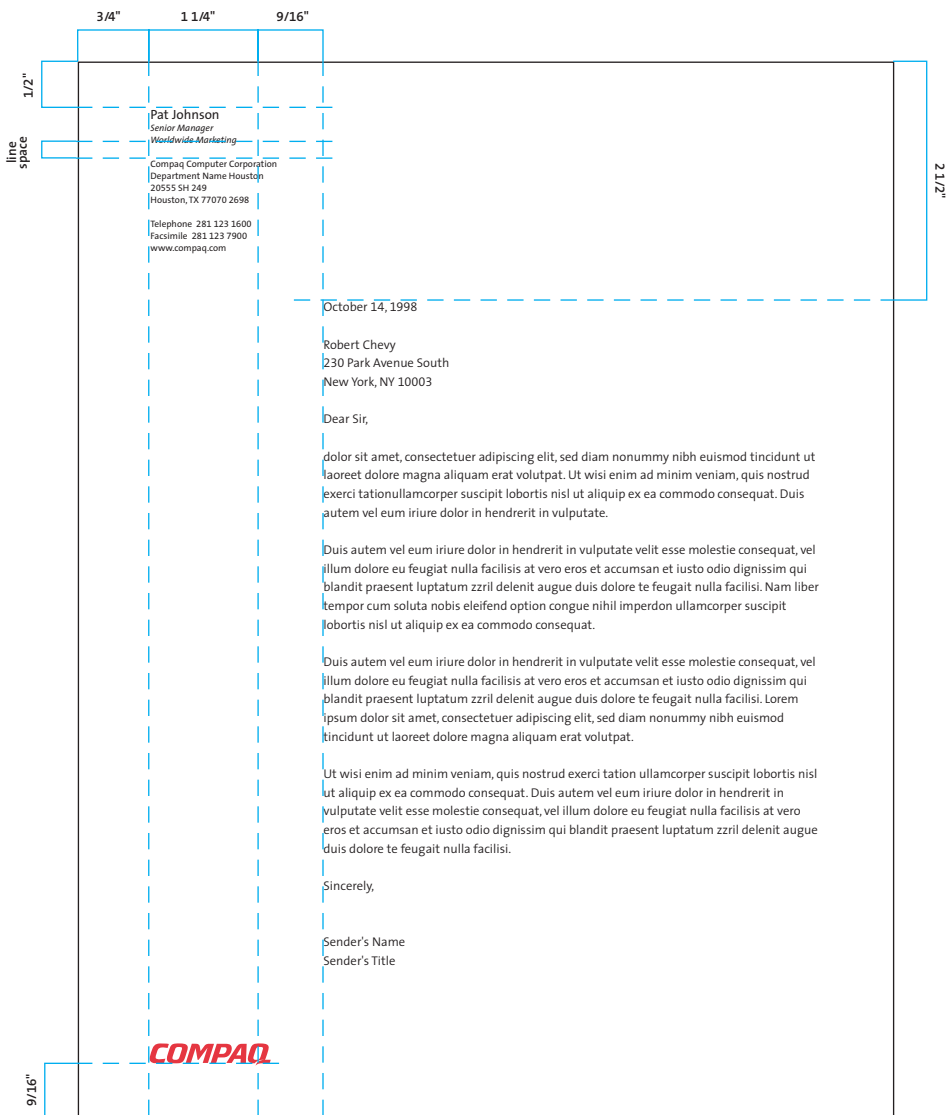
**Company name/address/phone number/Fax/web**  
prints 100% black,  
8pt/11 The Sans CPQ SemiLight

**Title**  
prints 100% black,  
17pt The Sans CPQ SemiLight

For a growing and dynamic company committed to innovation, news and press releases are an essential vehicle of communication. An attractive and consistent presentation is essential in sending a positive message to the media about the Compaq brand. And because press

releases are used to communicate with the media, this stationery item features the Compaq logo and tagline graphic lock-up.

# Personal letterhead



**Personal Letterhead**  
8 1/2 x 11" (not shown actual size)

**Logo**  
prints 100% PANTONE 186 C

**Name**  
prints 100% black,  
10pt The Sans CPQ

**Title**  
prints 100% black,  
7pt/9 The Sans CPQ SemiLight italic

**Address/Phone Number/Fax/e-mail**  
prints 100% black,  
7pt/9 The Sans CPQ SemiLight

**Body Copy**  
prints 100% Black,  
9.5pt/14 The Sans CPQ SemiLight

If you do not have access to The Sans CPQ SemiLight fonts for body copy, Arial fonts may be substituted.

In our age of electronic communications, letters are becoming less commonplace. Consequently, a formal letter on official stationery is likely to command even more attention than it once did. A clean and sharp visual presentation is of the essence. In keeping with our brand identity, the Compaq letterhead has

been designed to make the origin of the communication immediately clear to recipients, while highlighting who is writing to them and where that person can be reached. The sender information is aligned with the Compaq logo, which is positioned at the bottom.