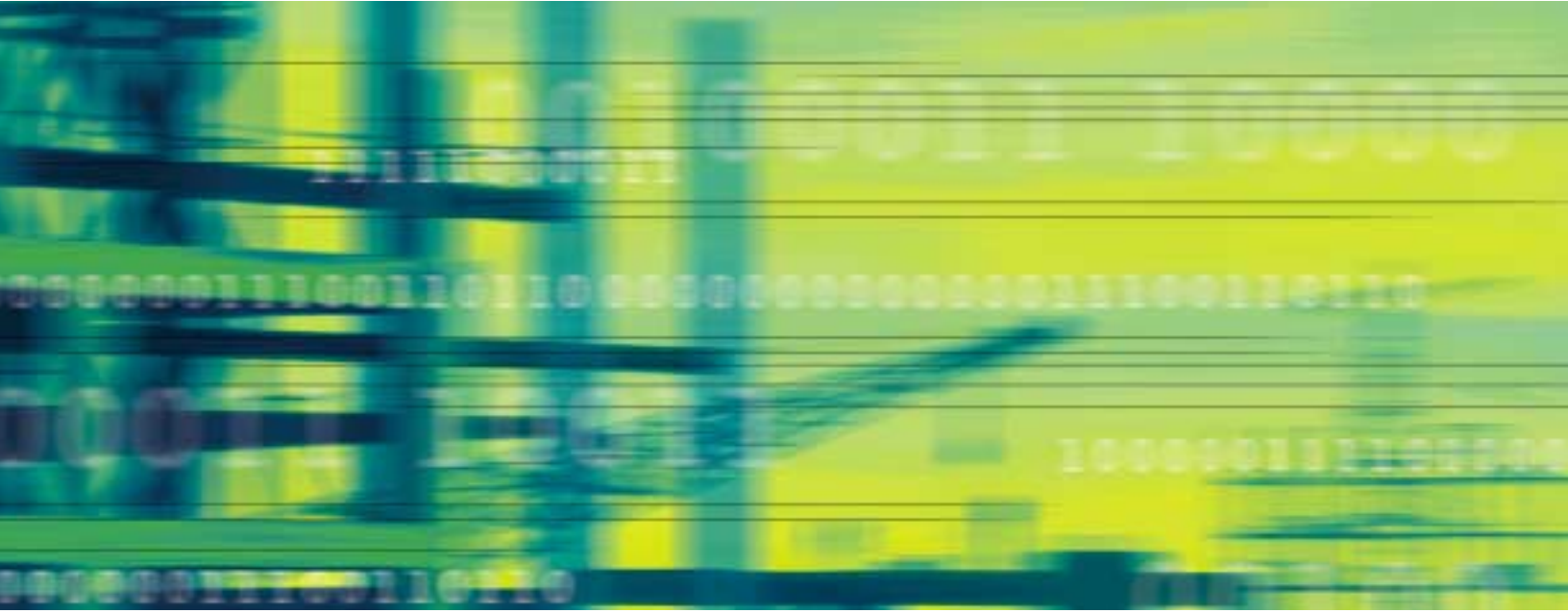


# Corporate Identity Standards



# Table of Contents

Our Identity 1

Cylink Corporation Logo 2

Logo Proportions 2

Exclusion Zone 3

Using The Logo With And Address Block 3

Using The Tagline 3

Using The Logo With The Tagline And An Address Block 3

Cylink Logo Colors 4

Special Effects And The Cylink Logo 5

Typography 5

Corporate Imagery 5

# Our Identity

As with all successful companies, our identity is distinct. It serves to set us apart from our competitors while building awareness of and preference for our products.

Our visual identity, including the Cylink logo, its colors, typefaces and positioning, is a powerful communications tool that identifies us to our customers, prospective customers, investors, business partners, competitors, vendors and employees. Therefore, to build the highest level of recognition among each of those audiences, our identity must be treated with absolute consistency.

This guide contains specific standards and instructions for representing Cylink in all forms of written and printed communications, electronic communications and product identification whether for internal or external use. Adherence to these standards is mandatory and should not be interpreted as mere suggestion. Our objective is to build a strong Cylink brand identity and consistent application of the standards contained in this document will help us achieve that goal.

## Cylink Corporation Logo

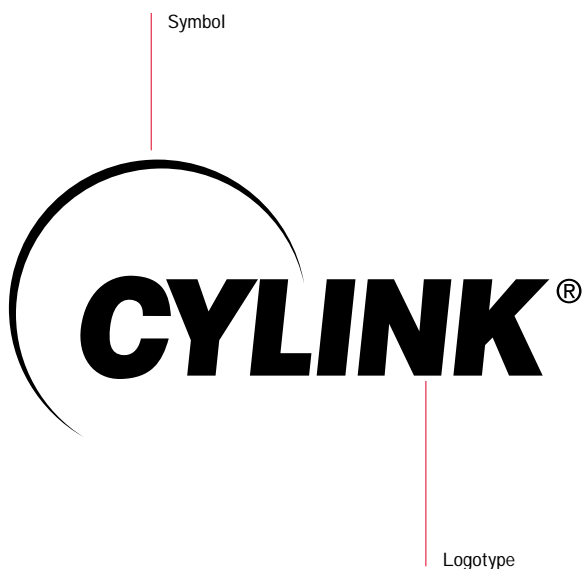
Always use the correct Cylink logo.

### Logo Proportions

The logo height and width as well as the spacing between the logo symbol and logotype must be proportionately represented as it is here at all sizes. The Cylink logo must always be taken from an electronic file available from the corporate communications department. Please contact corporate communications for assistance with electronic logo files.

The logo consists of two elements: the symbol and the logotype. The symbol is the arc shape that is positioned to the left and over the top left of the logotype. The logotype carries the Cylink name and is positioned to the right of the symbol.

The elements of the logo must always appear in this configuration. The only exception to this rule is the separation of the symbol from the logotype for use as a graphic in collateral, web marketing and other certain cases. Use of the symbol separately from the logotype requires the approval of Cylink corporate communications.



These samples demonstrate incorrect configurations of the Cylink logo. The logo should never appear in these altered arrangements. Always use the electronic files provided by the corporate communications department.



### Exclusion Zone

The exclusion zone or “safe” area around the logo is equal to one and one half times the height of “x” on the right and bottom and twice the height of “x” and the top and left. No other graphic or text—other than the corporate tagline, should appear within the exclusion zone. See specifications below for placing the logo with the tagline or address block.

### Using The Logo With An Address Block

When using the logo (without the tagline) with an address block or other closing information such as a phone number or web site address, the text should be aligned with the farthest left point of the C in the Cylink logotype. The space between the lower edge of the logotype and the top edge of the address type should be equal to one and one half times the height of “x” .

### Using The Tagline

The approved corporate tagline should be used wherever possible with the Cylink logo to support Cylink’s positioning. It must invade the exclusion zone as defined above. Use the electronic file of the logo with tagline provided by the corporate communications department. Do not attempt to recreate the tagline and place it with the electronic file for the logo. The tagline must always appear in the same relationship to the logo as illustrated below. The tagline should not be used as a standalone element.

### Using The Logo With The Tagline And An Address Block

When using the logo and tagline with an address block or other closing information such as a phone number or web site address, the text should be aligned with the farthest left point of the S in “Securing e-business.” The space between the lowest point of the tagline type and the address type should be a minimum of “x” .



## Cylink Logo Colors

Color is a strong communications tool for creating brand recognition. The Cylink logo has been designed to appear in the following forms: two-color metallic, two-color non-metallic, one-color and four-color process.

**Preferred color usage:** Two-color metallic. However, if the surface cannot accept metallic or metallic is not available, two-color non-metallic is the next-preferred usage.

**One color usage:** When one-color usage is necessary, the logo should appear in 100% black, 100% PMS 540 or reversed to white on a dark color background to provide maximum contrast. The logo should not be reversed out of a pastel color or a percentage of a color that does not allow for high contrast.

**Four-color process:** If four-color process is the only printing choice available, use the CMYK percentages defined below.

Do not place the logo in a containing graphic shape that floats on a page or that floats within a plain area. Do not place the logo in a background color with insufficient contrast. Also, do not place the logo in a background with a coarse texture or background that may obscure the logo.



**Two-color metallic:**  
PMS 540 (blue) with  
PMS 8040 (taupe metallic)



**Two-color non-metallic:**  
PMS 540 (blue)  
with PMS 407 (taupe)



**One-color:**  
Black or PMS 540 (blue)



Do not place logo in a containing shape that floats on a page

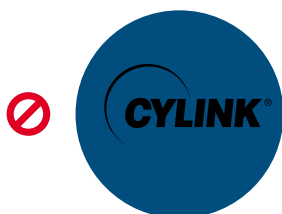


Do not place logo over coarse texture or obscuring background



**PMS 540 using four-color process:**

- 100% cyan
- 47% magenta
- 0% yellow
- 47% black



Do not place logo in a background with insufficient contrast



Do not place logo in a background with insufficient contrast



**PMS 407 using four-color process:**

- 0% cyan
- 0% magenta
- 8% yellow
- 27% black

## Special Effects And The Cylink Logo

Embossing and debossing of the complete logo (symbol and logotype) is acceptable. The corporate communications department must approve other special effects.

## Typography

The consistent use of typography is crucial to develop a clear and distinctive brand identity. The Bell Gothic font has been chosen for Cylink because of its readability, versatility and strength.

In general, headlines will use Bell Gothic light or bold, bullets and subheads should be set in Bell Gothic bold or black, and body copy should be Bell Gothic light. Do not use special effects, such as drop shadows.

These font guidelines should be followed for:

- Advertising
- Printed literature
- Product identification
- Technical literature
- CDs
- Technical documentation

## Corporate Imagery

Cylink's corporate imagery supports the "Building Trust" theme for 1999-2000. Specific guidelines for use of the main image and supporting color images are available from corporate communications. The corporate communications department must approve all usage of this imagery.

For other Cylink materials, the use of the corporate colors (see Cylink Logo Colors section) is appropriate. The spirit of other materials that do not include the "Building Trust" imagery must still reflect the spirit of Cylink's corporate image. Please refer questions to the corporate communications department.

Bell Gothic Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890

Bell Gothic Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890

Bell Gothic Black

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890



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