



2006 logo
usage guideline

Enterasys delivers Secure Networks™ that ensure the integrity and performance of IT services and the business users that rely on them.

Many of the world's best and largest organizations are our customers.

We must always display our brand in ways consistent with a world-class industry leader.

www.enterasys.com

Brand colors and display options



Logo/Brand Colors

| | | | |
|--------------|--------------------------|---------------------|---------|
| Pantone 1945 | CMYK = 0 / 100 / 56 / 18 | RGB = 170 / 16 / 63 | #aa103f |
| Pantone 432 | CMYK = 23 / 0 / 0 / 79 | RGB = 65 / 75 / 86 | #414b56 |

One-Color Logo Options



Reversed Logo Options



Ideally, the logo should be used on a white background. In instances where it has to be imprinted on a dark background the logo must appear as white, at no less than a 70% screen. It can never appear over a photo, gradient or texture.

Brand size and space limitations

White Space



There should be a minimum clearance the size of the “e” in the word enterasys surrounding the logo.

Sizing

The size of the logos can vary depending on use but they should never be smaller than 1” wide in print and 150 pixels wide on the web.



Inappropriate logo use

No Rearranging
Elements



Shown are some general guidelines for what NOT to do to our corporate identity. Our logo should only be used in the way we distribute it. Do not alter our logo in any way.

No Font Substitutions



No Resizing Elements



No Distorting



No Color Changes



No Screen Captures



Corporate fonts

Primary Fonts

Use in print, display, and high level internet messaging.

Trade Gothic Light

1234567890

ABCDEFGHIJKLMNOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Trade Gothic Medium

1234567890

ABCDEFGHIJKLMNOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold Number 2

1234567890

ABCDEFGHIJKLMNOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Secondary Fonts

Microsoft Word and Powerpoint documents should use the Franklin Gothic font included with Microsoft Office.

Franklin Gothic Book

1234567890

ABCDEFGHIJKLMNOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Fanklin Gothic Demi

1234567890

ABCDEFGHIJKLMNOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Special requests or questions

For alternate electronic versions of the Enterasys logo, or questions about limitations on usage, please email all requests to the Enterasys Marketing department at marcom@enterasys.com