

corporate signature

President's Letter

As SDL grows and moves into new systems and markets, it is imperative that we create a strong visual identity that can be instantly associated with our publications and products

At SDL, we consider ourselves leaders and innovators in the field semiconductor lasers and fiberoptic technology. To make sure others see us in the same way, we have developed a corporate identity that centers around a symbol and logotype whose crisp, precise design links our name with the innovative and superior products we manufacture.

The symbol, a wafer-form broken into smaller fragments indicating light projection, and the logotype are our registered trademark and together make up our corporate signature. And like any signature, it must never be altered. This includes using the registered symbol "®" to indicate that it is a trademark. Any deviation from the permitted formats weakens our corporate identity and could put our legal claim to the symbol and logotype in jeopardy.

We have, therefore, compiled the "SDL Corporate Identity Manual" to establish guidelines for using our corporate signature whenever we communicate visually with the public; stationery, advertising, products, facility, etc. Please consult this manual and follow the guidelines carefully. If the signature needs to be used in any format not identified in this manual, please contact the Marketing Communications Department at SDL, Inc.

A copy of the SDL Corporate Identity Manual is being given to all persons involved in the use and distribution of the corporate signature. It is important for all SDL employees to comply with the guidelines set out herein.

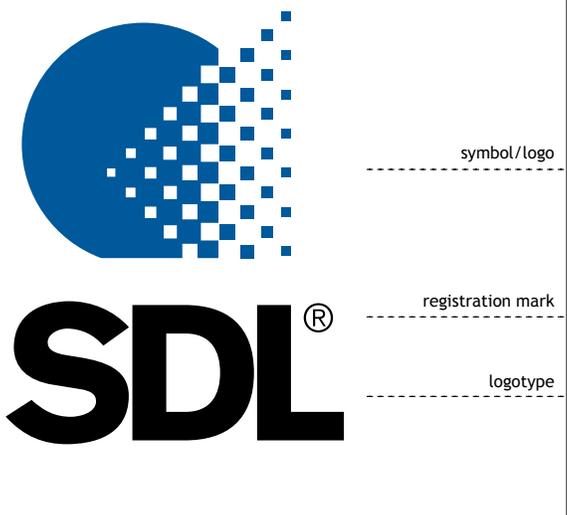
*Donald R. Scifres
Chairman, CEO and President
SDL, Inc.*

Proper Usage of SDL Trademarks

To understand proper trademark usage, it must first be understood what is a trademark. A good definition is a word(s), name(s), as series of letters and/or numbers, acronym, slogan, graphical symbol, or any combination of these elements that has been adopted by a manufacturer or business for use in connection with its products to identify their origin and to differentiate them from the products of a competitor. The principal trademark of the Company is the SDL corporate signature, which is the letters, "SDL" and the SDL symbol, also referred to as the "logo".

The "SDL" part of the SDL corporate signature is the SDL, Inc. house mark. The logo part is a distinctive pictorial representations adopted by the Company for quick visual identification of its products, product literature, product packaging or company letterhead. The house mark, "SDL", and its logo are always used together except in the case where the "SDL" house mark is referencing the Company or its products in text or literature, for example. The logo is never to be used separately from "SDL" in any context.

Because the SDL corporate signature has been registered in the United States, the mark should be used with the statutory superscript, "®", whenever the mark is prominently displayed. By preference, this superscript should immediately follow the stylized, "SDL" lettering as illustrated at right. When the house mark is used in text or product literature, it is preferred that its first reference in the text be indicated as "SDL®", as further explained and illustrated on the next page.



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Rules for Usage of SDL Trademarks

The following rules should be followed when using an SDL adopted trademark. These rules apply to any trademarks that the Company may adopt, such as “FM30” or “RL30”, but rules 3, 4 and 5 do not apply to the house mark, “SDL” when referring to the Company.

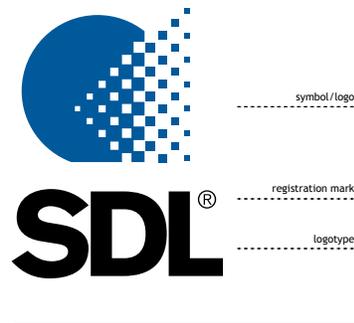
- 1. Whenever an SDL trademark is used in printed materials, always try to distinguish the mark in relation to other words in the text. In part, for example, the use of its capital letters helps to perform that function, such as, “the FM30 fiber amplifiers” or “the SDL fiber amplifiers”.*
- 2. Always adhere strictly to the correct form of the adopted trademark. Do not change its form or refashion the mark.*
- 3. Do not use an SDL trademark as a noun, as in, “the market for FM30 is unlimited”.*
- 4. Do not use an SDL trademark as a possessive, as in, “the FM30’s output power is impeccable”.*
- 5. Do not use an SDL trademark in the plural, as in, “the installed base for FM30s is immense”.*
- 6. Do not use an SDL trademark as a verb such as in the case of, “to Xerox a document”.*
- 7. When trademarks first appear in the body of a text, it should be followed by the appropriate trademark notice superscript/symbol, either the “®” or the “TM”. After this initial notation, the trademark notice need not be used again with that trademark in the text. The trademark notice need not first appear in titles or headlines.*

As indicated above, the house mark, “SDL”, is subject to a somewhat different set of rules from the rules set forth above in that it may be properly used as a “noun” in a sentence, and may properly appear in the plural or possessive form, if desired, when used to refer to the Company, e.g., “SDL’s fiber amplifiers are the best in the world”. As a general rule, the “SDL” house mark should be used in conjunction with the Company’s other product related trademarks whenever these first appear in text or other printed matter. Also, there should be a space between the two trademarks whenever they are used together. Thus, the phrase, “SDL® FM30-1™ fiber amplifier”, is an appropriate first use of these two trademarks together in a text.

Elements That Form the Corporate Signature

Definitions

<i>Legal Company Name</i>	SDL, Inc.
<i>Communicative Name</i>	SDL
<i>Symbol</i>	Wafer-form broken into smaller fragments to indicate chip dicing and light projection
<i>Logotype</i>	“SDL” – all caps with tight letterspacing in Akzidenz Grotesk Black font style
<i>Corporate Signature</i>	Symbol, logotype and registration mark used in conjunction



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International Usage

When the corporate signature is used outside the United States, the registration mark “®” is removed or “™” used in its place as appropriate.



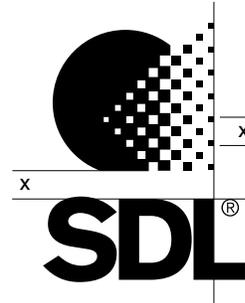
corporate signatures used outside the U.S.

Alignment of the Elements

Vertical Format (preferred)

The preferred layout of the SDL corporate signature is the “vertical format” depicted at right. This format is to be used for most applications where vertical space is not an issue. The symbol is positioned over the logotype “SDL” with the last row of squares inline with the ascender of the letter “L”.

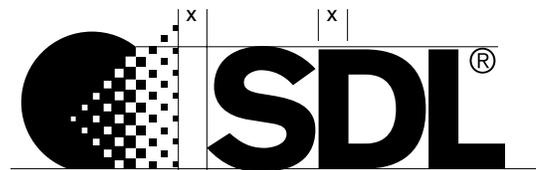
When used in the U.S., the registration mark must always be used in the corporate signature.



Horizontal Format (alternate)

When vertical space is restricted, the SDL corporate signature may be formatted “horizontally” as depicted at right. The symbol is always placed to the left of the logotype and sized accordingly. (Notice in this format the logotype is much larger in proportion to the vertical format.)

When used in the U.S., the registration mark must always be used in the corporate signature.



Examples of Unacceptable Usage

Configuration Control

The configuration of the corporate signature in either the preferred vertical format or alternate horizontal format has been designed for optimum graphic impact. These configurations must not be altered under any circumstances.

1. The size relationship of the elements has been altered to create an unacceptable result.
2. The position of the elements has been altered to create an unacceptable result.
3. The logotype has been altered or changed to create an unacceptable result.
4. The corporate signature must never be used in outline form.
5. The symbol must never be separated from the logotype "SDL".

1

**Unacceptable!**

2

**Unacceptable!**

3

**Unacceptable!**

4

**Unacceptable!**

5

**Unacceptable!**

Examples of Unacceptable Usage (continued)

Configuration Control

The configuration of the corporate signature in either the preferred vertical format or alternate horizontal format has been designed for optimum graphic impact. These configurations must not be altered under any circumstances.

1. The logo has been squeezed horizontally to create an unacceptable result.
2. Graphic elements must never be placed in close proximity or around the signature
3. Overprinting must never occur where it will affect the readability or separate the symbol from the logotype "SDL".
4. The signature must never be enclosed in another shape for the purpose of obtaining a reverse-out.



Color Control

Vertical Format (positive and reverse)

The corporate signature in the preferred vertical format may be used in the color combinations shown here. There are no exceptions in the use of color with the signature.

Definitions

Corporate Color

**Pantone Matching System
PMS 294 Blue**

Positive

**Corporate signature used
as dark color on light color
background (background can
be other color than white.)**

Reverse

**Corporate signature used as
light color on dark color
background**



black ink + 294, positive



black ink only, positive



Color Control

Horizontal Format (positive and reverse)

The corporate signature in the alternate horizontal format may be used in the color combinations shown here. There are no exceptions in the use of color with the signature.



black ink + 294, positive

Definitions

Corporate Color

**Pantone Matching System
PMS 294 Blue**

Positive

**Corporate signature used
as dark color on light color
background (background can
be other color than white.)**



black ink only, positive

Reverse

**Corporate signature used as
light color on dark color
background**



reverse