



Corporate Identity and Brand Standards Manual

## Welcome to Diebold's Corporate Identity and Brand Standards Manual as Revised in 2008.

'»' and 'red' = link

As a global leader in providing integrated self-service and security solutions, Diebold has built a reputation as the company that delivers innovation to aid and delight its customers. Our well-respected brand is our most valuable asset. It embodies all that we stand for, conveys the beliefs and principles upon which we operate and serves as our introduction in any forum.

Recently, our corporate brand has been modernized and adapted to build upon and protect our reputation. As we continue to communicate with a variety of audiences, from customers to shareholders, suppliers to partners, consistent application of our revitalized brand is crucial to maintaining Diebold's image.

This manual contains guidelines, rules and examples for upholding the brand throughout all aspects of Diebold's corporate and marketing communications. Every Diebold associate is responsible for ensuring the materials produced, internally and externally, under their supervision adhere to these standards. The Corporate Communications department can provide expert and authoritative assistance on applications requiring further detail.

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the [Corporate Communications](#) department at +1 330.490.3790.

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WHAT IS A BRAND?

### - What is a Brand?

“A product is something made in a factory; a brand is something that is bought by the customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless.”

- – Stephen King, Director, WPP Group, London

### - Brand Implementation Principles

In order to translate the brand idea into a coherent experience and to deliver on its promise, the following principles must apply:

- The media applications that “make it real” have to form a consistent, unified impression and should always be closely linked to the company’s brand identity.
- The expectations generated by the brand should never be allowed to be invalidated by broken promises, inconsistent language or “out-of-character” visual presentation.

### - Brand Advocates

We must embody the Diebold brand in words and actions, in everything we do, every day. While each and every Diebold associate is responsible for upholding brand standards, we have created a new role, Brand Advocates, to assist associates in the local interpretation for understanding how to “live the brand.”

Brand advocates are located in all Diebold regions throughout the world.

### - The Five Metrics of a Strong Brand

Diebold has gone through a number of dramatic changes since it was founded in 1859 as a company that made safes and vaults for a U.S. market. Our product base later expanded to include ATMs and electronics and it has now grown to become a global technology leader that delivers an innovative and complex level of value-added services. That is why it became necessary for us to revisit and revise our mission, vision and value statements, and to come up with a new tagline as well. A great deal of research was done to develop the new brand, which included input from expert consultants, key executives and business unit leaders from around the globe. The following standards were considered:

- The brand – as idea, promise and experience – must fulfill five standards:
- It must be relevant to a real or projected need in the marketplace.
- It must be deliverable – the company must have the infrastructure, assets and intellectual capital to fulfill the promise and deliver value.
- It must be credible – the company behind the promise must be perceived as capable of delivering it.
- It must be differentiating – it must possess some quality that distinguishes it from all other competitively relevant brands.
- It must be both inspired and inspiring – it must motivate interest, action and enthusiasm among associates, shareholders, customers, suppliers and partners.





DIEBOLD'S BRAND

## Diebold's Vision

*To be recognized as the essential partner in creating and implementing ideas that optimize convenience, efficiency and security.*

Those words describe our ideal future and reflect the essence of what we intend to become as a company. We feel it stretches the organization's capabilities and the image of ourselves and is aspirational in its tone. We also believe our vision statement unites and inspires us in a common, coherent, strategic direction.

## Diebold's Mission

**We deliver innovative technology and services that make businesses better through a powerful combination of:**

- Customer knowledge
- Inspired thinking
- Attentive associates

The mission statement describes the overall purpose of our organization. It is about what we do, who we do it for, how and why we do it. The mission statement is a clear and succinct representation of why an organization exists, it sets boundaries for current activities and serves as a starting point for developing strategic vision – defining how we will achieve the vision.

## Diebold's Values

Our values reflect our core ideologies and drive the decisions we make. Our values are:

- **Integrity.**  
We are open, honest and responsible for following through on our commitments.
- **Collaboration.**  
We seek opportunities to partner with customers, fellow associates and suppliers.
- **Innovation.**  
We nurture creative thinking that adds value.
- **Knowledge.**  
We encourage continuous development of our skills and expertise to better serve our customers.

These values statements reflect what we must live, breathe and reflect in all our daily activities. They are the guidelines for driving every associates' day-to-day decision making and are the tools to help bring the brand to life.

## Our Corporate Tagline

### *Innovation Delivered.*

There are two core components of our new brand positioning:

- Being smart, thoughtful, a step ahead of the marketplace by pulling from years of experience and understanding industry trends
- Being focused on attending to customer needs and delivering on our promises

*INNOVATION DELIVERED*®



## Guidelines

Following are some guidelines and suggestions to send the right message and create the right tone to best communicate Diebold and its brand promise. Getting the message and tone right will be the measure between the success and failure of each communication.

Audiences must understand the benefits – the points of differentiation – that come from partnering with Diebold versus working with the competition.

Above all, you should strive to use the points of differentiation that uniquely position Diebold in the hearts and minds of our customers, partners and other key audiences.

- Obtain approval. All ads, literature and other external marketing communication materials must be reviewed and approved by Corporate Communications before they are completed.
- Be human. Images should relate to benefits and, therefore, be human, rather than product-oriented. Base the message in humanity and the human experience, not in technical gobbledegook.
- Be impactful. Find arresting images to capture the readers' attention immediately. Stock photography sites can be used, such as: [gettyimages](#), [corbis](#) and [photonica](#). Also check for new Diebold-owned images on our branded resources system, located at [www.dieboldimages.com](http://www.dieboldimages.com).
- Be confident. Quietly. Our message should be understated, subtle, not boastful. Our voice is one of partner, not seller. This is not about making claims; it's about who we are.
- Be understated. The dramatic understatement of under promising and over delivering is the tone to strive for. Find it.
- Be clean and crisp. Use elegant, simple but effective communication. Visually and verbally, less is more.
- Be conversational. The message should speak with people, not talk at them. Diebold is their partner, share our message with them.
- Be respectful and non-promotional. Engage the reader by speaking in a common language. No chest-beating or competitor-bashing. Avoid jargon.
- Be benefit-driven. How does this product or service enhance people's lives? Talk about the benefit.
- Be global. We are a global company — and need to act like one. Do not use metaphors or sports analogies. Consider translations and image selection with a worldview in mind.
- Be sensitive. Not all cultures in the global village share the same values. For example, subtle humor is a wonderful tool to use but humor "here" isn't necessarily humor "there." Also consider facial expressions and body language in the images you select.
- Be sure. Test the visual and verbal content with the target audience to be sure that you are communicating what you want to communicate.
- Above all, review [Diebold's Vision, Mission and Values statements \(p.6\)](#) —which are summarized by two words: "Innovation Delivered"— and make sure its message is conveyed in every Diebold communication that goes out the door. Every copy direction, every visual cue should do double duty – both fulfilling the goal of each assignment as well as communicating the brand promise. If it isn't building brand value, then it is stealing from it. There is no neutral position on the brand value scale!

Our corporate brand represents who we are to the world, so it is crucial that we both protect and build it. The sections that follow contain important information that you will need to know to communicate using the Diebold brand, including various documents, templates, logo and brand guidelines and examples of proper and improper applications. Additionally, please keep the following suggestions in mind in order to maximize our brand.

### Use the Brand Selectively

Solutions, business forms, advertising, presentations, specialty items and facility and tradeshow signage are the only objects that need to feature the brand. No other application requires use of the logo. Any time the brand is used, it should be considered a "product" that represents our company.

Therefore, much care should be taken in how the brand is displayed. Be sure that whatever "product" you use carrying the Diebold brand -- be it a PowerPoint® presentation, a fax to a potential customer, or a shirt you're wearing at a conference or tradeshow -- displays the image proudly and properly.

### Use the Brand Components Correctly

It is very easy to overlook seemingly minor details when using various brand components, yet these types of mistakes can damage the brand and create roadblocks in reaching your objectives. Always adhere to guidelines detailed in the following sections to guarantee smooth and successful implementation of the Diebold brand.

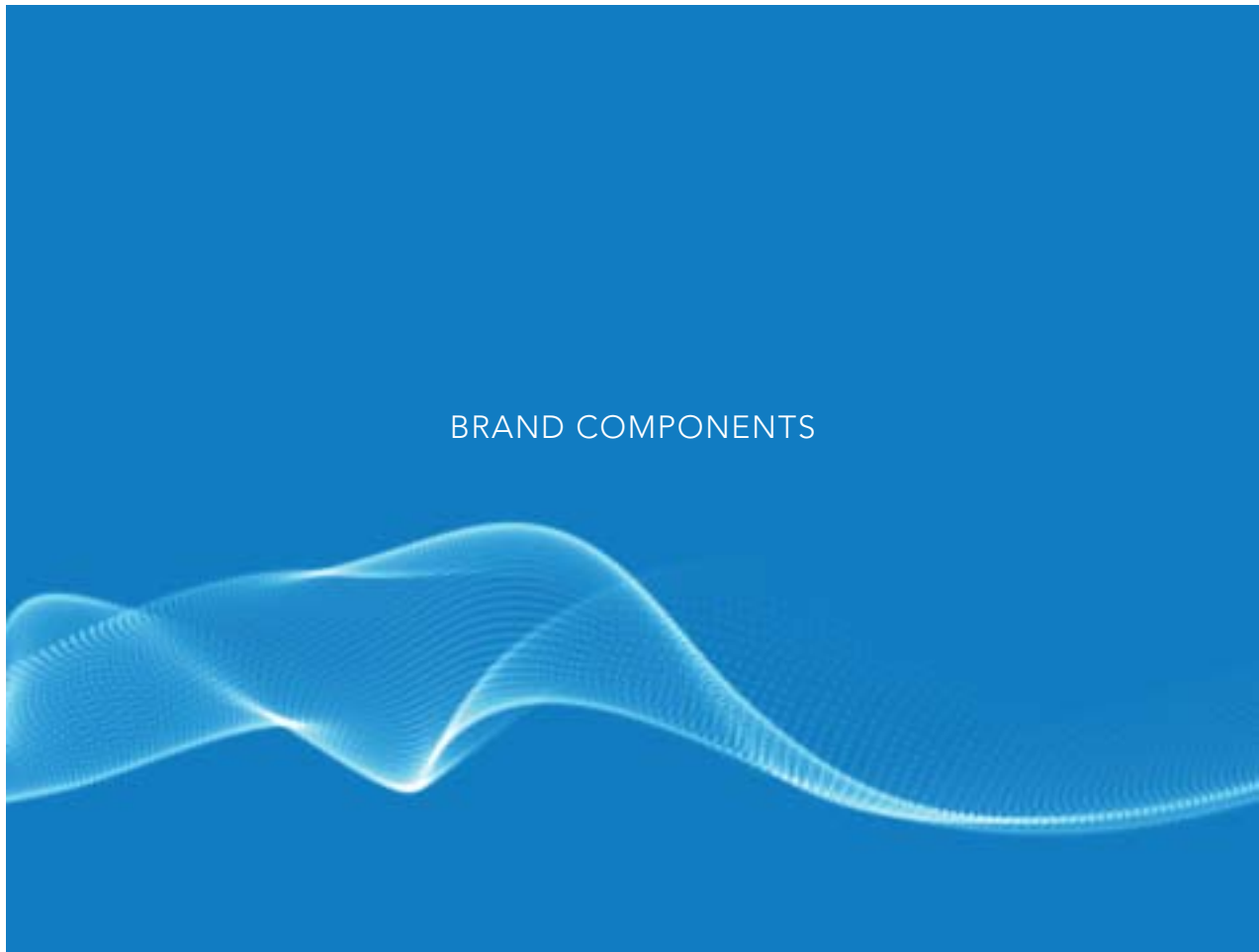
If you encounter a Diebold branding situation not addressed in this manual, please contact the **Corporate Communications** department.

### The word "incorporated"

While the word "incorporated" was an acceptable application with the previous logo, it should no longer be used in conjunction with the current mark. For copy purposes, it is permissible to use "Diebold" or "Diebold, Incorporated," but never "Diebold, Inc."



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BRAND COMPONENTS

Once again, bold, powerful type reflects the strength of Diebold.

The italic treatment adds motion, suggests “forward movement” and denotes a dynamic company that truly is going places. The graphic swirl adds still more motion and suggests a company that is “breaking out of the box” and globally “expanding its opportunities.” The Diebold Blue is bolder, more electric and more exciting than the blue it replaces.

### Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the Diebold logo are available online at: <http://www.diebold.com/brandmanual/downloads.htm>

### Application Sizes

The minimum application size for the Diebold logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the “D” to the right side of the ® mark

### Diebold Logo Properties and Limits

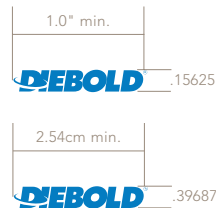
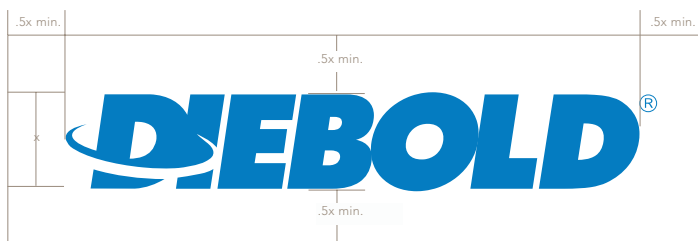
The Diebold logo should occupy its own space. Always maintain a generous “safe” area equal to half the height of the “Diebold” in the logo on all sides of the logo. Note the clearly defined spacing limits in the examples.

### Logo Color Options

You have three basic options from which to choose:

- All-Diebold blue version
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background; it is also acceptable for the logo to appear reversed on surfaces such as wood, granite and chrome.

Refer to “Tagline usage” (page 13) to decide when to use the Diebold logo with the tagline and when to use it without.



### Corporate Tagline

The three fundamental considerations of a corporate tagline are:

- Objective: The one “big idea” you most want associated with your company/brand in the mind of the marketplace; an essence-defining benefit statement.
- Graphic disposition: Always locked to the corporate signature, either “underwriting” it or following it.
- Shelf-life: Not campaign-dependent, but positioning-driven and strategic, therefore a shelf-life of five years, minimally.

The Diebold tagline “*Innovation Delivered*” is an example of a corporate tagline.

### Other Corporate Tagline Examples:

McDonald’s | i’m lovin’ it  
 Toyota | Moving Forward  
 Nokia | Connecting People



**NOKIA**  
 Connecting People

The following guidelines help to determine where and when to use the “Innovation Delivered” tagline.

### Required Applications

#### Advertising

- Print (locked to the corporate signature, not stand-alone)
- Radio
- TV

#### Sales and marketing collateral

- Printed
- Online
- Video

### Permitted - Recommended Applications

#### Tradeshaw signage

#### Approved promotional gifts\*

\*For example, pens, paperweights, etc., depending on the nature, quality and function of the item. The test is: does the item clearly symbolize or express this core value or at least not contradict it? The category of promotional items is potentially quite wide and diverse and constitutes an area in which discretion will have to be exercised by Corporate Communications. See to the right for an extended, but by no means complete, catalog of such items.

### Promotional Items: Sample Catalog

- Golf balls
- Paperweights
- Umbrellas
- Buttons
- Ties
- Baseball caps
- Golf or sun visors
- Watches
- Clocks
- Pens, pencils
- T-shirts
- Sweatshirts
- Jackets
- Coffee mugs
- Glassware
- Thermal can / bottle “sleeves”

### Prohibited Applications

- Product badges
- Product packaging
- Architectural signs
- Monumental or sculptural signs
- Light cabinet
- Engraved signage
- Business stationery
- Letterhead
- Business cards
- Envelopes
- Automated voice system messaging
- Paychecks
- Legal contracts

**Artwork**

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the Diebold logo are available online at: [www.diebold.com/brandmanual/downloads.htm](http://www.diebold.com/brandmanual/downloads.htm).

**Application Sizes**

The minimum application size for the Diebold "Innovation Delivered." logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the "D" to the right side of the ® mark.

**Logo Color Options**

You have three basic options from which to choose:

- All-Diebold blue version with tagline
- All-black version with tagline
- Reversed version with tagline, in which the entire logo is shown in white against a dark background; it is also acceptable for the logo to appear reversed on surfaces such as wood, granite and chrome.

Please note: Unless you are using the reversed version, the tagline should always be produced using PMS Cool Gray 10.

Refer to "Tagline usage" (page 13) to decide when to use the Diebold logo with the tagline and when to use it without.



Diebold Gray PMS COOL GRAY 10			
C	M	Y	K
0	2	60	0
R	G	B	
128	127	131	

The term “brand architecture” is simply a way of clarifying how a company’s brands relate to each other in the marketplace. There are two examples usually given. The first is a “Branded House” and the second a “House of Brands.” With products and services with similar values, it’s common to use a Branded House approach.

Diebold is a Branded House, as we have a common vision and a strong positive brand equity that is the basis for all messaging related to our sub-brands.

**“Branded House” Architecture**

“Branded House” architecture employs a single master brand to span a series of offerings that may operate with descriptive sub-names. The sub-brands often add clarity and further definition to the offering. Market leaders like Boeing and IBM that seek to be the leader in entire markets and categories through a single, highly relevant and highly leveraged master brand typically employ the Branded House structure.

**“House of Brands” Architecture**

At the other end of the spectrum, “House of Brands” architecture characterizes a group of stand-alone brands. Here, each brand operates independently to maximize its market share and financial return. In such an approach, the belief is that the sum performance of the range of independent brands will be greater than if they were managed under the banner of a single master brand. Examples of House of Brands companies include General Motors, Viacom and Procter & Gamble.

With products and services with similar values, it’s common to use a Branded House approach. Diebold is a Branded House, as we have a common vision and a strong positive brand equity that is the basis for all messaging related to our sub-brands.

**“Cascading” our Diebold Brand Portfolio Strategy**





The starting point and kerning of the type for the logos varies from logo to logo, depending on the length of the name and the type of logo, and is positioned based on visual balance. Do not attempt to create your own logo for a product or group. Please contact the **Corporate Communications** department for more information.

**Logo Color**

You have three basic options from which to choose:

- All-Diebold blue version with sub-brand
- All-black version with sub-brand
- Reversed version with sub-brand, in which the entire logo is shown in white against a dark background; it is also acceptable for the logo to appear reversed on surfaces such as wood, granite and chrome.

**Please note:** Unless you are using the reversed version, product and service sub-brands are designated by the use of 50 percent tint of Pantone Process Black. All other sub-brands should be produced using 100 percent Pantone Process Black.

No Diebold logo shall be created or recreated without the approval of the **Corporate Communications**, Corporate Development and Legal departments. All questions regarding this should be directed to the Corporate Communications department.

**Wholly-Owned Subsidiaries**

Logo usage for wholly-owned subsidiaries is evaluated and created on a case-by-case basis. The Corporate Communications, Corporate Development and Legal departments manage this process. Any questions should be directed to the **Corporate Communications** department.

BRANDS

Branded House



Line of Business Brand or External Organization



Subsidiaries Legal Operating Division



Internal Organization



Authorized Vendor



OFFERINGS

Products



Services



A compact version of the logo has been created. Although this smaller logo appears to be a shortened version of the full-size logo, it is, in fact, a different design. Note the graphic element on the right that "caps" the "D" and solidifies the entire design. This compact version of the logo is only applicable for software usage and icons. You must obtain approval for use of the logo for software materials through Corporate Communications. Please contact the [Corporate Communications](#) department for questions on all other potential uses or applications.

### Artwork

"D" Mark artwork can be acquired by contacting the [Corporate Communications](#) department.

### Rule

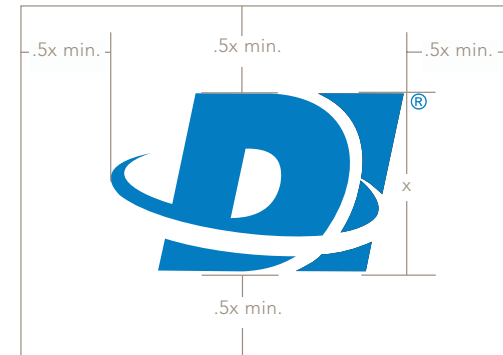
You have three basic options from which to choose:

- All-Diebold blue version
- All-black version
- Reversed version, in which the entire "D" Mark is shown in white against a dark background.

### "D" Mark Proportions and Limits

Always maintain a generous "safe" area equal to half the height of the "D" in the logo on all sides of the logo. Note the clearly defined spacing limits in the examples.

In addition, the standard Diebold logo and the "D" Mark are never to be used together or in close proximity to each other.



### Diebold Logo Use

For approved logo usage, please refer to the previous pages.

### Diebold Logo Misuse

Never use anything but the approved and provided logo.

- Never attempt to create your own Diebold logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.

~~DIEBOLD~~

~~DIEBOLD<sup>®</sup>  
INNOVATION DELIVERED™~~

~~DIEBOLD<sup>®</sup>  
INNOVATION DELIVERED™~~

~~DIEBOLD<sup>®</sup>  
Technology~~

~~DIEBC~~

~~You are the "heart" of  
the **DIEBOLD** brand.~~

~~DIEBOLD<sup>®</sup>  
INNOVATION DELIVERED™~~

~~DIEBOLD<sup>®</sup>  
INNOVATION DELIVERED™~~

### Process

Corporate Communications works with the internal organization requesting a new product/service name to determine key audiences and messages. A short list of names is then developed and recommended to the group requesting the name. Corporate Communications then works with Legal to research the availability of a given name and make a claim on a trademark. The name is then reviewed by the U.S. Patent and Trademark Office in Washington, D.C., and then published in the Trademark and Patent Gazette. If no objections are raised during the normal review period, the trademark office will then assign a registration number for the name requested.

### Trademarks and Naming

A crucial element to the success of any corporate identity program is following all legal guidelines regarding registered trademarks and patents. Any deviation from the guidelines in this manual could result in the loss of our legal right to use our marks, logos and, possibly, the Diebold name. The same attention must be paid to the company's process for registering names for its products and services. If the proper process for naming is not carefully followed, Diebold may face patent and liability issues. [To ensure proper usage of Diebold names, we have generated a trademark/patent list that is updated quarterly. Refer to this list if you have any questions, or contact the Corporate Communications department.](#)

### Policy

In order to ensure a precise, orderly process, Corporate Communications and Legal must be consulted to obtain a legally protected trademark/name for any product or service that the company wishes to market and sell.

### Diebold Color System

The Diebold Color System has been developed to provide a chromatic range for a recognizable brand personality and to help organize communications materials for the Financial Market.

This color palette is being used across all visual media including advertising, collateral, direct response, sales materials and Web marketing.

Consistent use of the color palette helps build and reinforce brand recognition by creating a strong, recognizable look for Diebold.

### Corporate Color

The Corporate Diebold Blue is used for rendering of the corporate signature and corporate image on brand-oriented communication pieces such as stationery and signage. In communication materials where an overall corporate message is inferred, Diebold Blue is used as the secondary color under the market color.

### Financial Color

The Financial Dark Blue is dominant as a masthead or color bar on advertising, collateral, white papers, case studies and other marketing tools aimed at the Financial Market. It always appears on the first page and usually in a top position. It should be retained throughout the piece in a prominent way.

### Commercial Color

The Commercial Russet color is an earthy, organic hue in the orange family which is suggestive of high visibility (hunters and workers wear orange) and enhancement. Orange hues also represent energy, good health and vibrancy.

### Government Color

The Government Blue Gray represents balance, security, reliability and intelligence. It is also reminiscent of neutrality, equality and the central tenets of the world's great democratic traditions.

### Retail Color

The Retail Dark Green is suggestive of currency, growth and success. The green family of hues is also the strongest of the organic earth-tones representing life, vitality and the regenerative nature of the retail marketplace.

### Horizontal Color

The Horizontal Bronze encompasses the major traits of all of the Market colors. It is a hue that at once suggests vitality, stability and reliability while also being reminiscent of currency and high visibility.

### Service, Accent, and Additional Colors

Please refer to Diebold's [Industry Communications Color Palette](#).

#### PRIMARY COLORS

<b>Diebold Blue</b> PMS 285	<b>Tagline</b> PMS COOL GRAY 10	<b>Financial</b> PMS 2955																																																
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<table border="0"> <tr> <td>C</td><td>M</td><td>Y</td><td>K</td> </tr> <tr> <td>13</td><td>23</td><td>67</td><td>38</td> </tr> <tr> <td>R</td><td>G</td><td>B</td><td></td> </tr> <tr> <td>152</td><td>134</td><td>66</td><td></td> </tr> </table>	C	M	Y	K	13	23	67	38	R	G	B		152	134	66																																			
C	M	Y	K																																															
13	23	67	38																																															
R	G	B																																																
152	134	66																																																

As an integral part of Diebold's brand the following Arial, Avenir and Futura fonts should be used. These fonts are Diebold's unique handwriting and add emphasis to the personality of this new identity. Please refer to the following samples for usage.

### Arial (Adobe)

Horizontal Scale: 100%  
 Kerning / Track: 0  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&()+/?@

### Avenir Light (Adobe)

Horizontal Scale: 80%  
 Kerning / Track: +4  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&()+/?@

### Avenir Medium (Adobe)

Horizontal Scale: 100%  
 Kerning / Track: +4  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&()+/?@

### Avenir Heavy (Adobe)

Horizontal Scale: 100%  
 Kerning / Track: 0 or +2  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!"#\$%&()+/?@**

### Futura Condensed Medium (Adobe)

Horizontal Scale: 80%  
 Kerning / Track: +8  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&()+/?@

### Futura Condensed Bold (Adobe)

Horizontal Scale: 80%  
 Kerning / Track: +8  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&()+/?@







Every day, Diebold stationery makes an impression on thousands of customers, prospects, suppliers, security analysts, shareholders and other important publics. These impressions must always be positive. All Diebold business stationery must be clear and professional. The pieces should “family” with one another, including stationery created for corporate and division use.

### Examples

The following pages show examples of corporate stationery. To create divisional stationery, simply replace the words “Diebold, Incorporated” and the corporate address with division information.

**Logo**

Note: Measurement to end of swirl

**Rule**

Weight of dotted rule is .75 point.

Rule prints as Diebold Blue. The length of the rule is 1.125 inches or 2.8575 centimeters.

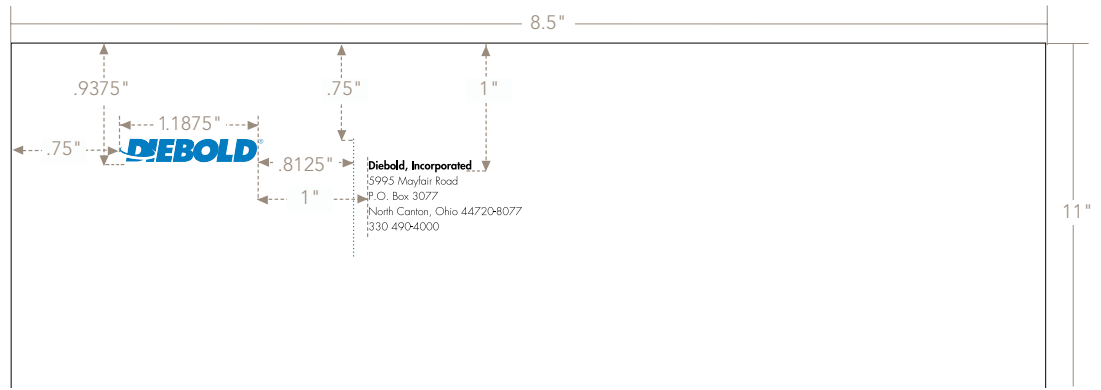
**Text**

First line of type is Futura Bold; point size is 6.75. All remaining lines of type are Futura Light; point size is 6.5. Leading for entire block of text is 9 points. Text is flush left.

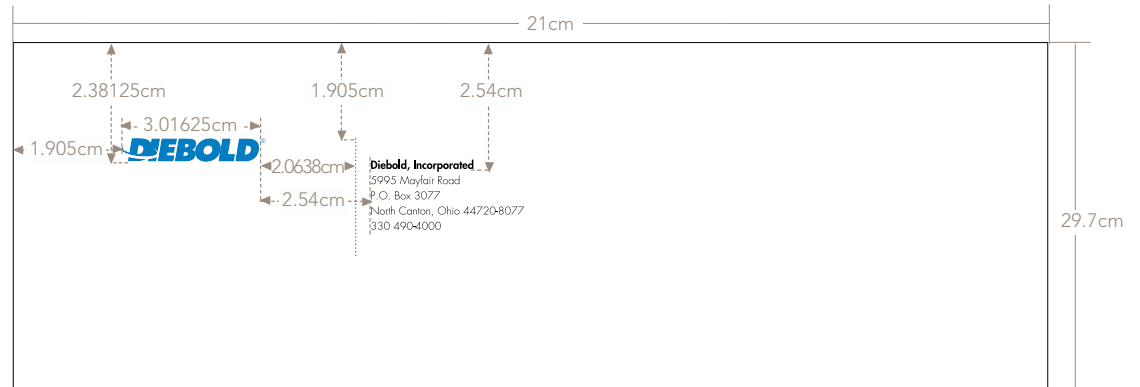
**Registration and VAT Numbers**

In countries where registration numbers, VAT numbers, etc., are required, type is Futura Light; point size is 6.5. Leading is 9 points. Text is centered and positioned at the bottom of the letterhead.

SIZE IN INCHES (letter)



SIZE IN CENTIMETERS (A4)



## Name and Title

Name is Futura Bold and is set as all uppercase; point size is 6. Title is Futura Light; point size 6.25. Leading is 9 points. Text is flush left.

## Rule

Weight of dotted rule is .75 point. Rule prints as Diebold Blue. The length of the rule is 1.0625 inches or 2.69875 centimeters.

## Text

First line of type is Futura Bold; point size is 6.5. All remaining lines of type are Futura Light; point size is 6.25. Leading for entire block of text is 9 points. Text is flush left.

## Web Address

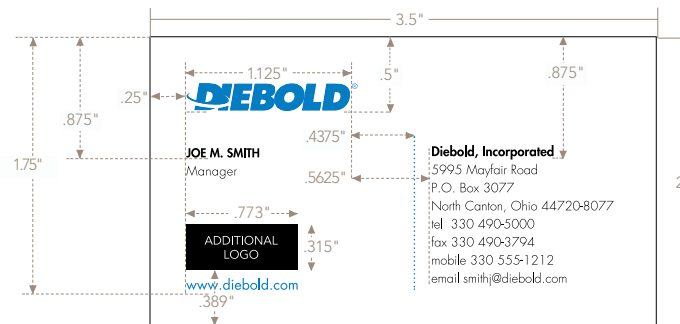
Left edge is common with logo and title/name. Bottom of the blue rule. Type is Futura Bold; point size is 6. Web address prints Diebold Blue.

## Additional Logo

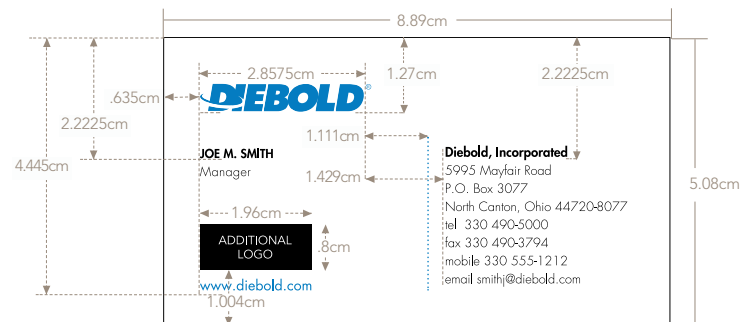
The black box represents the space designated for one additional logo (if applicable). The width and height specified are the maximum allowable dimensions for the logo. Please do not exceed these measurements. The additional logo must always be flush left and aligned to the left side of the Diebold logo.

**Important: Only one additional logo is permitted on the card.**

SIZE IN INCHES



SIZE IN CENTIMETERS



**Name and Title**

Note: Measurement to end of swirl.

**Rule**

Weight of dotted rule is .75 point. Rule prints as Diebold Blue. The length of the rule is 1 inch or 2.54 centimeters.

**Text**

First line of type is Futura Bold; point size is 6.75. All remaining lines of type are Futura Light; point size is 6.5. Leading for entire block of text is 9 points. Text is flush left.

SIZE IN INCHES (#10)



SIZE IN CENTIMETERS (DL)



**Download cover sheet**

The fax cover sheet can be downloaded in Microsoft® Word format from:  
<http://www.diebold.com/brandmanual/downloads.htm>.

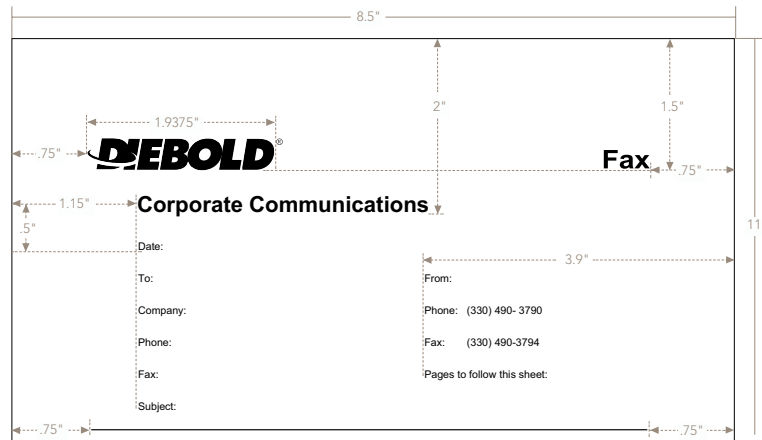
**Logo**

Weight of solid rule is 1 point.

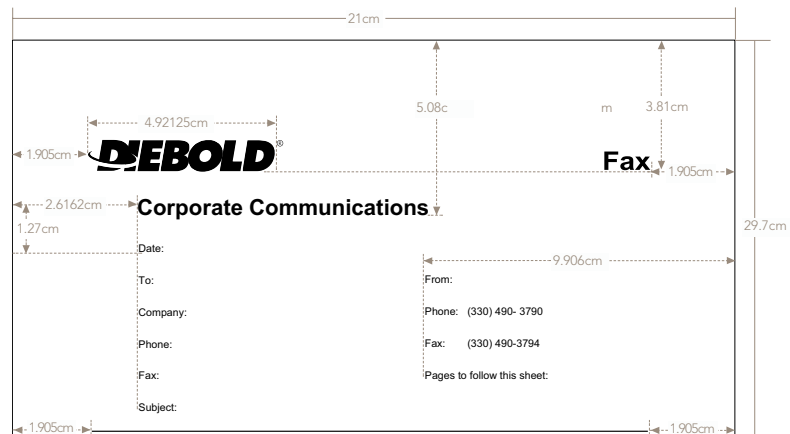
**Text**

First line of type is Arial Bold; point size is 18. All remaining lines of type are Arial; point size is 9. Leading for entire block of text is 24 points. Text is flush left.

SIZE IN INCHES



SIZE IN CENTIMETERS



For a strong corporate image, all e-mail messages should identify the sender in a standard and clear manner. Please follow the example shown.

It is possible to create a default e-mail signature through your e-mail program. As in the example, you can set up the program to automatically add your signature to the end of every e-mail you send.

E-mail signatures should be blue or black text. To keep a professional look and to minimize file size, do not add any additional graphics, logos, slogans, or messages to your e-mail signature.

### Name

Type is Arial Bold, All Caps; point size is 10.  
All Caps should be created by uppercase letters and not by choosing an All Caps style from a formatting menu.

### Job Title

Type is Arial; point size is 10.

### Company

Type is Arial Bold; point size is 10.

### Department

Type is Arial; point size is 10.

### Contact Information

Type is Arial; point size is 10.  
Telephone and fax numbers should be listed on same line. Mobile phone listing is optional.

### E-mail / Web address

Type is Arial, Lowercase; point size is 10.  
Internet address should be specific to your division/ country or product group, if applicable.

### "Innovation Delivered." tagline (optional)

Type is Arial Italic; point size is 10.

#### FORM:

**FIRSTNAME LASTNAME** | Job Title  
**Diebold, Incorporated** | Department  
Office: +1 123.456.7890 | Fax: +1 123.456.7890  
Cell: +1 123.456.7890 | first.last@diebold.com  
www.diebold.com | *Innovation Delivered.*

#### EXAMPLE:

**JOE SMITH** | Business Analyst  
**Diebold, Incorporated** | Business Development  
Office: +1 123.456.7890 | Fax: +1 123.456.7890  
Cell: +1 123.456.7890 | joe.smith@diebold.com  
www.diebold.com | *Innovation Delivered.*



INNOVATI  
COLLABO  
INTEGRIT  
KNOWLED



CORPORATE COMMUNICATION

### PowerPoint® Templates

Several PowerPoint® templates have been developed for use in corporate and solution-specific presentations. Please refer to the established guidelines to determine appropriate combinations.

### Artwork

Diebold associates may download PowerPoint® templates from the corporate intranet at:

<http://doc6.diebold.com/brandmanual/ppt/>

### Text

All text is Arial.

2008 DIEBOLD TEMPLATES



2009 INNOVATION DELIVERED #1



2009 INNOVATION DELIVERED #2



2009 INNOVATION DELIVERED #3



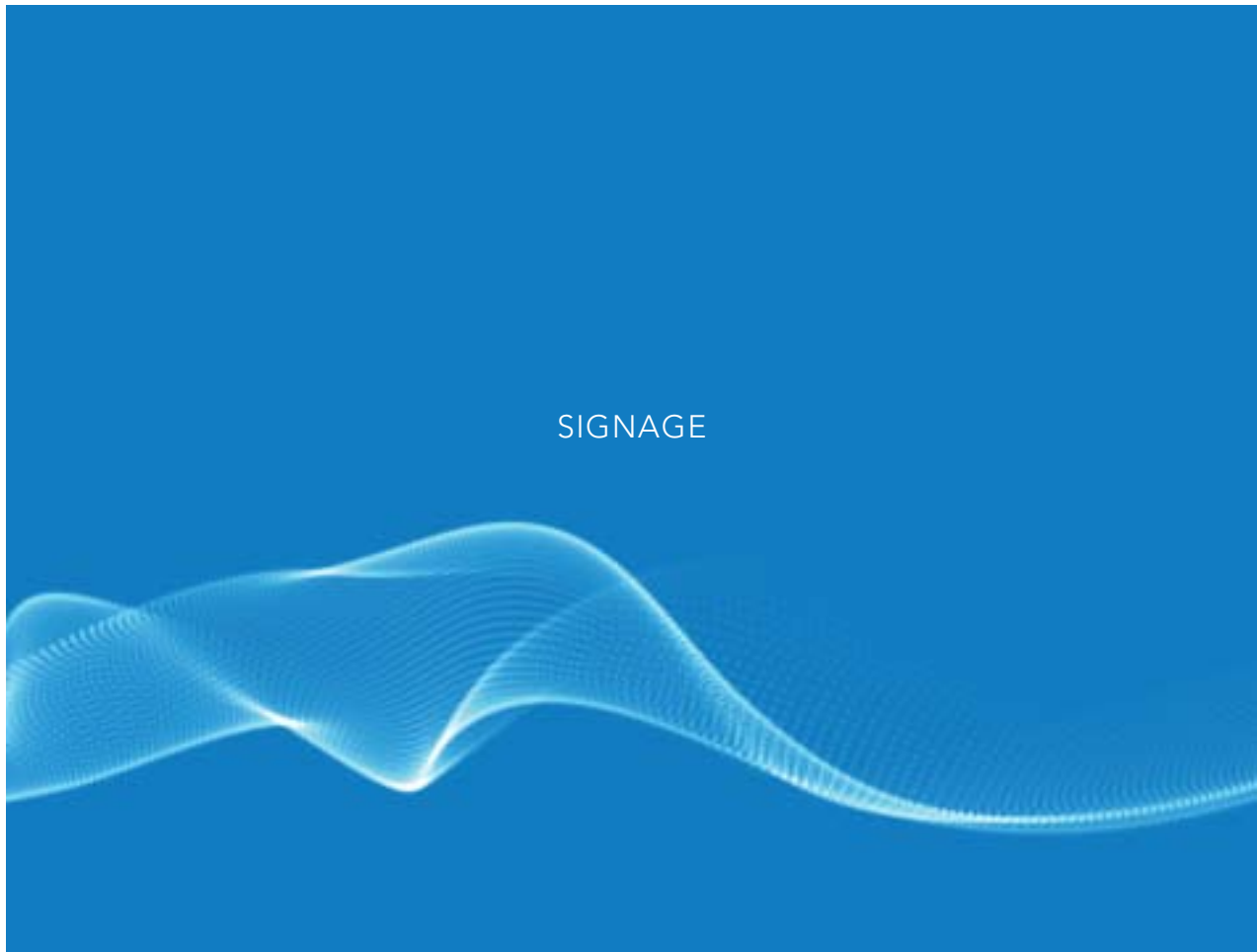


### Internet and Intranet Templates

Internet and intranet templates have been developed for use in the creation of public and internal Web sites for www.diebold.com and our corporate intranet. Diebold associates may request a Web site and download templates and guidelines from the corporate intranet at:

<http://doc6.diebold.com/fiisdevpub>





### Colors

The preferred color treatment for any type of signage is always Diebold Blue. For individual or channel letters, the faces should be Diebold Blue. Alternatively, when restrictions or background colors require another color, black or white letters are allowed provided there is sufficient contrast with the background.

For sign cabinets, the background color should be Diebold Blue with white letters. Alternatively, when restrictions require another color, white letters are allowed provided there is sufficient contrast with the background color, such as black or dark gray. When sign cabinets have internal illumination, the white letters with Diebold Blue background can be translucent. If a black background is used, only the white letters should be translucent and an opaque blackout film should be used so that the black background reads black at night.

Please note that Diebold Blue letters against a white background on a sign cabinet should be avoided when possible, except under certain conditions where local restrictions apply.

### Wholly-Owned Subsidiaries

Signage for wholly-owned subsidiaries is evaluated and created on a case-by-case basis. The Corporate Communications, Corporate Development and Legal departments manage this process. Any questions should be directed to the [Corporate Communications](#) department.

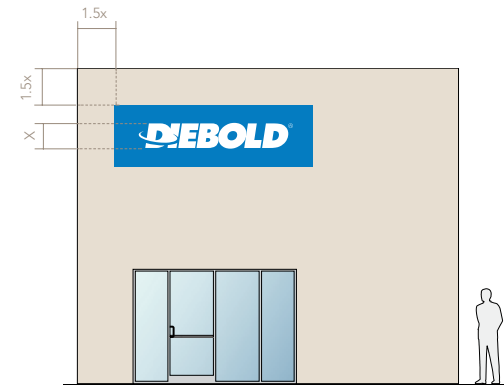
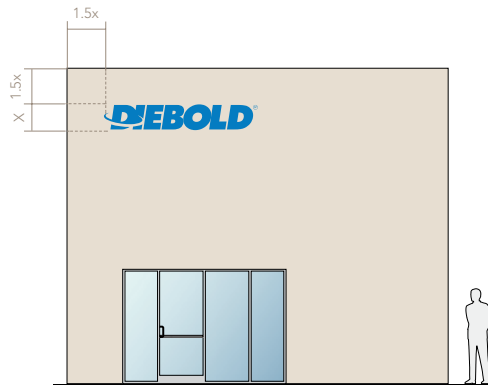


## Building Sign Applications

When trying to determine the most appropriate sign type for a building application, the following should be taken into consideration: landlord and city/local restrictions, background materials and colors, visibility and lines of sight, building size, colors and sizes of other sign types in the vicinity, electrical hook-ups and availability and background material surface obstructions.

The most preferable sign type is internally illuminated channel letters as shown below, left. The preferred color is Diebold Blue if the background material provides sufficient contrast. A Diebold Blue sign cabinet with white letters can also be used if required or if the background does not allow for channel letters (below, right). Refer to [page 37](#) for more information about recommended colors.

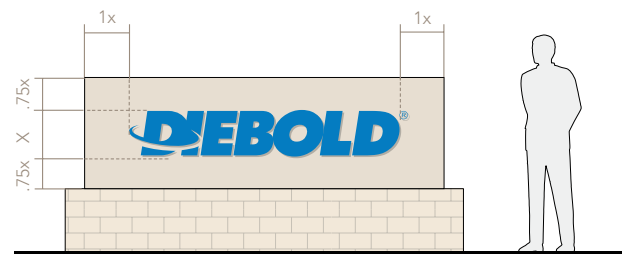
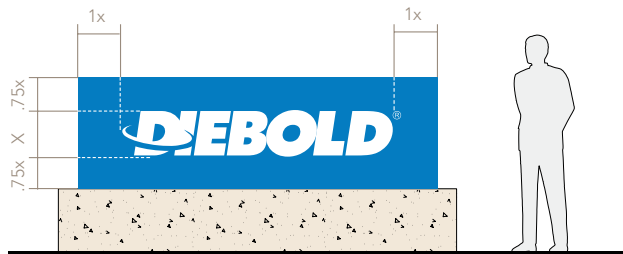
Ideal placement of the sign type is outlined below. This placement can be altered if existing architectural elements demand such or if lines of sight and other obstructions limit visibility. On-site adjustments based on the location of stationary objects should play a major role in signage placement.



### Monument Sign Applications

When incorporating a monument sign, it is important to consider landlord requirements, city/local restrictions, visibility and other building materials used nearby. The preferred treatment is a Diebold Blue sign cabinet with white letters and full internal illumination when possible (below, left). When other conditions and restrictions require a specific background material, individual letters should be used. If the background material provides sufficient contrast, internally illuminated Diebold Blue channel letters are preferred (below, right). Refer to [page 37](#) for more information regarding recommended colors.

The sign should be appropriately scaled for the location. Be sure to maintain adequate clear space around the Diebold logo as outlined below.



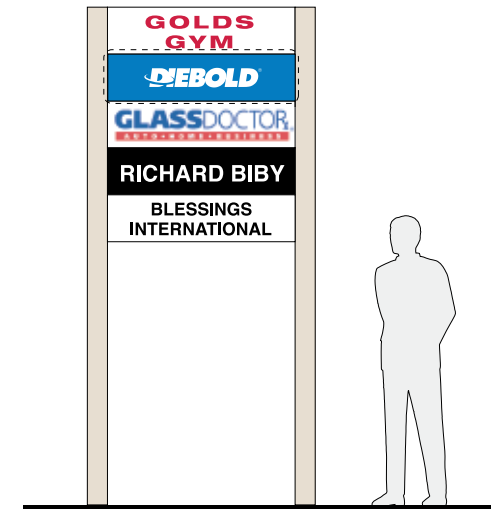
### Panel Inserts

This is perhaps one of the most difficult sign conditions, as our Diebold brand has to fight for attention with other company logos in a small area. Therefore, it is imperative to always use our Diebold logo and our Diebold Blue whenever possible. Also, do not sacrifice clear space requirements due to size constraints. A more appropriately scaled Diebold logo provides greater recognition and visibility than a larger one that is jammed into a smaller background.

The preferred color combinations for tenant panel inserts are as follows (in order of preference):

1. Diebold Blue background with white letters
2. Black background with white letters
3. White background with Diebold Blue letters
4. White background with black letters

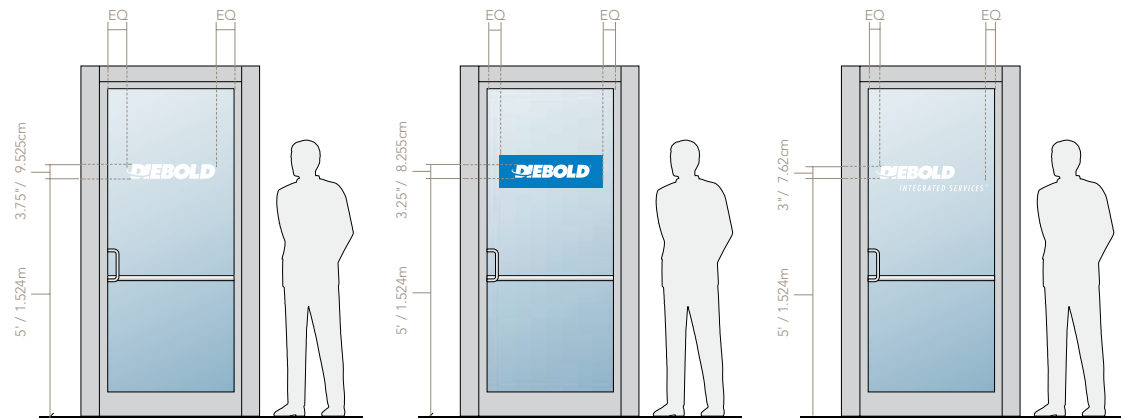
Other color combinations are unacceptable, and the Diebold logo must always be used.



## Decal Applications

White vinyl should always be used on glass doors because glass reads as a black background. Our Diebold logo should always be used (with or without business line) in the appropriate signature lock-up. The decal should be centered left to right as indicated below and mounted 5 feet or 1.524 meters to the underside of the logo to provide maximum visibility. Other obstructions or conditions may require an alternate placement.

If the door is made of another material other than glass, or if surface obstructions are present, a Diebold Blue decal can be used with white letters. Clear space requirements should be maintained and it should be placed as indicated below.



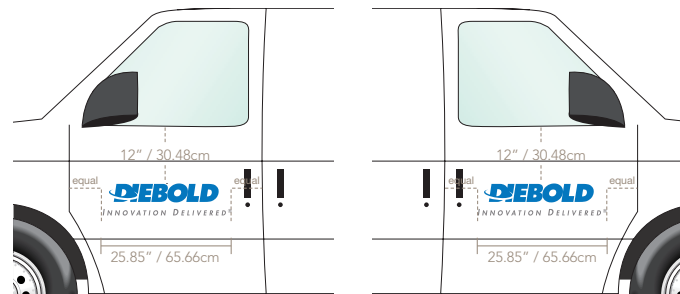
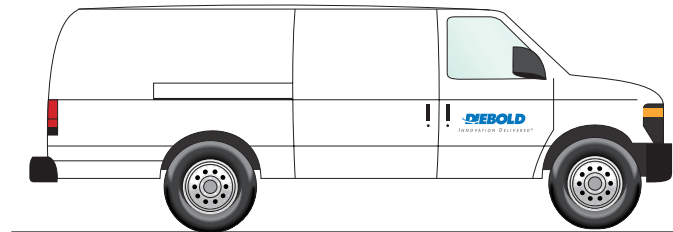
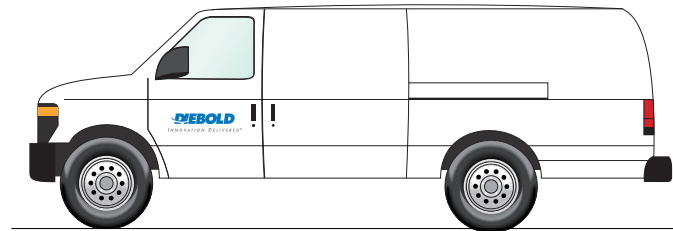
### Ford Cargo Vans – E150, E250, and E350

Vehicles are identified with a decal of a standardized size, which is placed on the door. The decal is in full color with our brand identified in Diebold Blue and tagline in PMS Cool Gray 10. Also, the only identification on the vehicle is on the doors as indicated within the drawing to the right.

The decal is in full color with pre-spaced letters so that when it is applied to the door, the white finish of the vehicle shows through. The width of the logo is a fixed 25.85 inches or 65.66 centimeters wide. It is unacceptable to alter the artwork in any way. For positioning, the decal is always centered left to right on the door and is placed on the right and left side doors as indicated. Please do not alter this placement.

For the Ford E-Series, the decal is to be placed 12 inches or 30.48 centimeters below the window, measured from the top of the Diebold logo as indicated to the right.

For vehicles in other countries, please use the standards as a guide.





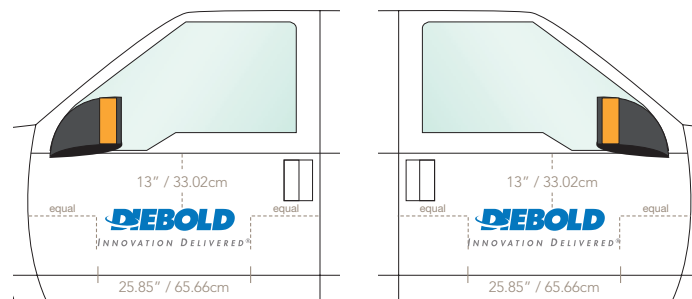
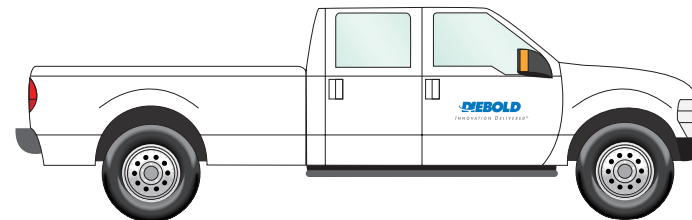
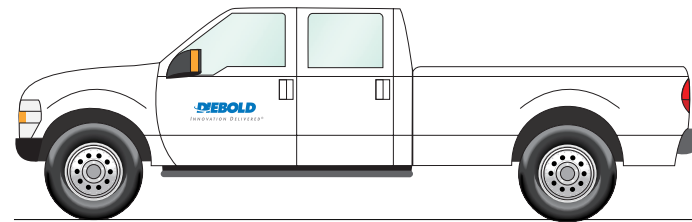
### Ford Pick Up Trucks – F150, F250, and F350

Vehicles are identified with a decal of a standardized size, which is placed on the door. The decal is in full color with our brand identified in Diebold Blue and tagline in PMS Cool Gray 10. Also, the only identification on the vehicle is on the doors as indicated within the drawing to the right.

The decal is in full color with pre-spaced letters so that when it is applied to the door, the white finish of the vehicle shows through. The width of the logo is a fixed 25.85 inches or 65.66 centimeters wide. It is unacceptable to alter the artwork in any way. For positioning, the decal is always centered left to right on the door and is placed on the right and left side doors as indicated. Please do not alter this placement.

For the Ford F-Series, the decal is to be placed 13 inches or 33.02 centimeters below the window, measured from the top of the Diebold logo as indicated to the right.

For vehicles in other countries, please use the standards as a guide.



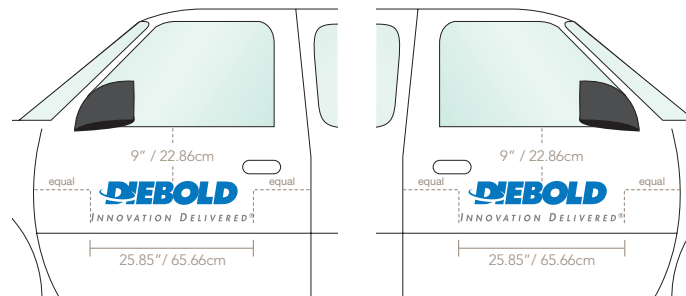
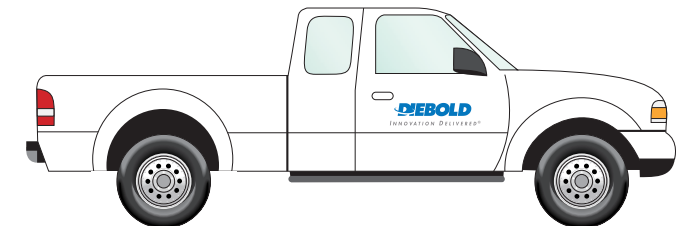
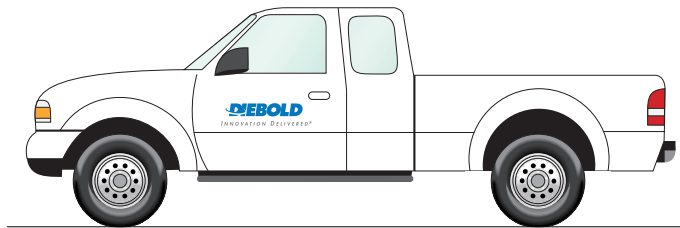
## Ford – Ranger

Vehicles are identified with a decal of a standardized size, which is placed on the door. The decal is in full color with our brand identified in Diebold Blue and tagline in PMS Cool Gray 10. Also, the only identification on the vehicle is on the doors as indicated within the drawing to the right.

The decal is in full color with pre-spaced letters so that when it is applied to the door, the white finish of the vehicle shows through. The width of the logo is a fixed 25.85 inches or 65.66 wide. It is unacceptable to alter the artwork in any way. For positioning, the decal is always centered left to right on the door and is placed on the right and left side doors as indicated. Please do not alter this placement.

For the Ford Ranger, the decal is to be placed 9 inches or 22.86 centimeters below the window, measured from the top of the Diebold logo as indicated to the right.

For vehicles in other countries, please use the standards as a guide.



### Dodge – Caravan

Vehicles are identified with a decal of a standardized size, which is placed on the door. The decal is in full color with our brand identified in Diebold Blue and tagline in PMS Cool Gray 10. Also, the only identification on the vehicle is on the doors as indicated within the drawing to the right.

The decal is in full color with pre-spaced letters so that when it is applied to the door, the white finish of the vehicle shows through. The width of the logo is a fixed 25.85 inches or 65.66 wide. It is unacceptable to alter the artwork in any way. For positioning, the decal is always centered left to right on the door and is placed on the right and left side doors as indicated. Please do not alter this placement.

For the Dodge Caravan, the decal is to be placed 8 inches or 20.32 centimeters below the window, measured from the top of the Diebold logo as indicated to the right.

For vehicles in other countries, please use the standards as a guide.

