DHS™

Digital HandShake™ Style and Usage Guide

iLumin

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Digital HandShake™ Style and Usage Guide

iLumin.

INTRODUCTION

The purpose of this document is to provide guidelines for use of the Digital HandShake™ logo, icons, navigation and processes by our employees and customers.

Our goal is to maintain a consistent look and feel to Digital HandShake, while allowing our customers enough flexibility to incorporate Digital HandShake into their web sites, without disrupting their corporate look.

THE DHS LOGO AND COLOR PALETTE

Proper use of the DHS logo and the DHS approved color palette is imperative to maintaining the integrity of the Digital HandShake brand. The following guidelines were designed for iLumin employees as well as ASPs, Customers, Integrators, OEM and Resellers of Digital HandShake. These guidelines are to be adhered to very strictly.

DHS LOGO

This is the DHS logo in its purest form–an elegant symbol that is derived from the iLumin corporate logo.

While the logo is derived from the iLumin logo, this mark is designed to stand alone as the symbol of the Digital HandShake brand – the dominant and power brand of iLumin corporation.

All black or all PMS Cool Gray 9 versions of the logo are approved where single color print is necessary. However, the color version should be used whenever possible. Keep single color use to a minimum. The logo may be reversed out of an approved corporate color or from black.
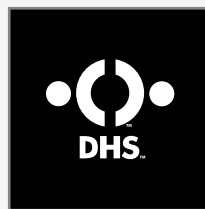
NOTE

Both the Digital HandShake mark and the Digital HandShake type are trademarked, that is, both elements of the logo need to have the TM.
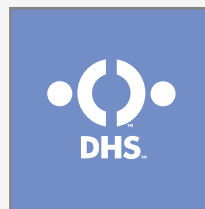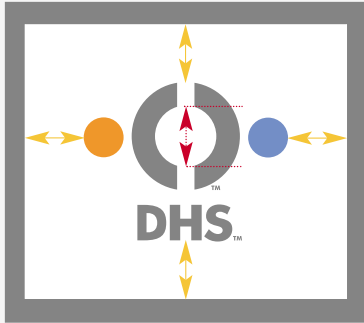

ALL BLACK

ALL CG 9

REVERSED FROM BLACK

REVERSED FROM PMS 2718

FULL COLOR ON 20% OF PMS CG 9

A

White space equal to the height of the "INTE-RIOR WHITE CIRCLE" should be given around all sides of the logo. In the example to the left, the red lines extend to the top and bottom of the interior white circle. The red arrow between the lines shows the height of the "INTERIOR WHITE CIRCLE."

In example A to the left, the white box, within the gray box, represents the minimum white space that should be associated with the logo.

The highest and lowest points and the left most and right most points on each logo should be used to figure the amount of white space. The yellow arrows represent the height of the "INTERIOR WHITE CIRCLE" away from the logo. This is the minimum white space allowed; more white space is allowable and desirable.

The consistent use of appropriate white space is critical to maintaining the integrity of the Digital HandShake image and the brand. The use of minimum white space should be considered with all iterations in which the logo should appear.

It is also acceptable to use the logo surprinted on a light gray background, such as a 20% screen of black or PMS Cool Gray 9, as seen on page 1.

The all black logo should only be used when a single printing in black is the approved print presentation, such as in a newspaper ad.

COLOR PALETTE

Color is an important element of any corporate identity system. Color conveys energy, dynamics, sophistication, and often subtle psychological suggestions that can elevate a corporate identity system into the realm of visual excellence. The colors selected for the Digital HandShake color palette do just that.-

RGB AND CMYK COLOR EQUIVALENTS. RGB COLORS ARE FOR ON-SCREEN. CMYK ARE FOR PRINTING IN 4 COLOR PROCESS.   WEB SAFE HEX NUMBERS ARE PROVIDED AS WELL, FOR ANY WEB APPLICATION OF THE BRAND.

	R	G	B	C	M	Y	K	HEX #
PMS 158	239	116	29	0	60	94	0	FF6600
PMS 2718	102	102	153	60	48	11	0	336699
COOL GRAY 9	119	120	123	0	0	0	65	666666
BLACK	0	0	0	0	0	0	100	000000

PLEASE NOTE: DO NOT MATCH TO COLORS ABOVE, ONLY MATCH TO ACTUAL PMS NUMBERS AND THE APPROPRIATE COLOR CHIPS OR SPECIFY EXACT RGB OR CMYK VALUES FROM THE TABLE TO THE RIGHT.

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DIGITAL HANDSHAKE™ TRADEMARKS

Trademark rights are acquired by the proper, continuous use of a trademark. A trademark that has not been registered with the Trademark Office is noted with a "™." Registered marks are noted with an "®." Proper use of iLumin™ trademarks is important to us. The following guidelines were designed for ASPs, Customers, Integrators, OEM, and Resellers of Digital HandShake.

TRADEMARKS

1. Set trademarks apart from other words or the nouns they modify. The common way to do this is to properly capitalize the product name and designate the trademarks with the appropriate symbols–® or TM. You may also use underlining, italics, or bold type.

> Examples:
>
> Incorrect: When setting up Digital HandShake to perform …
>
> Correct: When setting up Digital HandShake™ to perform ...

2. Use Digital HandShake trademarks as proper adjectives. Trademarks are adjectives that describe a specific brand of product. Because a trademark is an adjective, use it with the noun that it modifies.

> Examples:
>
> The install process for the Digital HandShake™ server ...

You may refer to products that are compatible with the Digital HandShake server as: "Digital HandShake™ compatible products", "Digital HandShake™ based products," or "products designed for the Digital HandShake™ server," such products may not be referred to as "Digital HandShake products [or software]."

3. Never combine an iLumin trademark/product name with your (or another third party's) trademark/product name. Trademarks serve to identify the source of a product. If iLumin trademarks are combined with the trademarks or product names of others, consumers may be confused as to which company is the source of a product.

4. Don't use iLumin trademarks in the possessive or plural form.

> Examples:
>
> Incorrect: iCabinet's interface
>
> Correct: the iCabinet™ interface
>
> Incorrect: Several Digital HandShake™s can. …
>
> Correct: Several Digital HandShake™ servers can…

5. Use the appropriate trademark symbol in the right place and give proper attribution.

Symbols:

® = registered trademark or service mark

™ = trademark ownership claimed

Notice:

"_____ are either registered trademarks or trademarks of iLumin in the United States and/or other countries."

6. Do not shorten, abbreviate or create acronyms out of iLumin trademarks.

Examples:

Do not say iCab for iCabinet™.

7. Most Prominent Uses. A trademark symbol is required for all prominent uses of the mark, e.g., on labels, packaging, promotional brochures, data sheets, press releases and advertisement headlines, except where space or style criteria prevent compliance with this requirement.

8. First Use in Text. If you use the same trademark repeatedly in a piece, you must follow these rules: At first reference, use the complete product name, plus its full descriptor and appropriate trademark symbol(s). After the first appearance, the trademark should appear with its noun descriptor, as often as possible (at least 50 percent of the time), but the trademark symbol is not required.

9. Do not imitate Digital HandShake logos, logotypes, trade dress or any other elements of the Digital HandShake product brand in any of your materials. This includes advertising, product packaging, Web sites, and promotional materials , without prior written consent from iLumin.

10. You must display your company name more prominently than a Digital HandShake trademark on all materials. Otherwise, there is the potential risk that consumers will think your company is owned by or legally associated with iLumin in some way other than as an ASP, Customer, Integrator, OEM, or Reseller of iLumin products.

11. You may not use any Digital HandShake trademark in any manner that expresses or might imply iLumin's affiliation, sponsorship, endorsement, certification or approval. You may not use any Digital HandShake trademark in such a manner that appears iLumin is legally associated with your company, other than the fact that your company is authorized to sell, integrate or host iLumin products or services.

LOGO LICENSING AND USAGE

LICENSED USE OF LOGOS

Most iLumin logos, including compatibility logo "Digital HandShake™," may be used only under license from iLumin. If a company or individual has met iLumin's requirements to license a logo and has a valid logo license agreement currently in effect with iLumin, use of that logo must conform to the guidelines described in the license agreement. Guidelines for using these logos may vary from license to license, and exceptions from standard logo usage will not be addressed in this document. If you wish to inquire about a particular licensing program, such as "Digital HandShake" logo program, please contact your account manager or sales representative.

PERMISSIBLE USE OF ILUMIN LOGOS BY ASPS, CUSTOMERS, INTEGRATORS, OEM AND RESELLERS

1. ASPs, Customers, Integrators, OEM, and Resellers may use the iLumin corporate logo without a license, pursuant to our Digital HandShake Logo Guidelines. The iLumin corporate logo may only be used to promote iLumin products and indicate that your company is authorized to distribute, sell or carry iLumin products. Please contact your account manager, sales representative or local iLumin subsidiary for camera -ready art for the iLumin corporate logo.

2. ASPs, Customers, Integrators, OEM, and Resellers may not use any iLumin product-specific logos or icons without express written consent from iLumin.

3. The Digital HandShake™ logo may be used only when referring to a site that employs Digital HandShake server. The following conditions and limitations apply when using our network logo. Any use of the logo that falls outside what is outlined below is strictly prohibited. ASPs, Customers, Integrators, OEM, and Resellers may use the Digital HandShake logo in advertising, and/or sale displays and marketing materials, solely for the purpose of promoting iLumin and pursuant to the following guidelines:

A . The logo may not be used in a manner that would imply goods or services provided by your company are sponsored, endorsed by or affiliated with iLumin.

B . The logo may not be used in a manner that would disparage iLumin Corporation, its subsidiaries, its products or services.

C . The logo should never appear larger and/or more prominent than your trade name, service name or trademark on any materials produced or distributed by your company.

D . The following trademark designation "™" must appear in the upper right, or at the baseline immediately following the logo. The logo should be accompanied by the following footnote: Digital HandShake is a registered trademark of iLumin Corporation.

E . If you have camera-ready art of the logo, you must only use what is provided to you with no changes in color or design. Camera-ready art is provided for reproduction purposes only. A minimum amount of empty space must surround the logo, separating it from any other object such as type, photography, borders, edges and so on. The logo may not be used as a feature or design element of any other logo.

F . iLumin reserves the right to object to unfair uses or misuses of its trademarks, or other violations of applicable law.

USING THE DHS LOGO WITH THE ILUMIN LOGO

Since the major focus of iLumin is to brand DHS as the power brand, there should never be a reason for DHS in logo form to appear as a secondary to the iLumin logo. Therefore, the DHS logo should always be shown as the dominant logo. If the iLumin logo needs to appear on the same layout as the DHS logo, such as packaging, the DHS logo becomes the dominant element, and the iLumin logo should only appear as the logotype, that is, without the iGuy mark. In instances where DHS is discussed as a subset of iLumin, it should always be shown in typographic form, i.e., Digital HandShake™. When Digital HandShake™ needs to appear as part of a headline, subhead or within the body copy of DHS support documents like White Papers, Fact Sheets, or Features Sheets where typographic and visual standards are established, then "Digital HandShake™" should automatically default to the specified headline, body copy or other clearly defined typographic usage.

DHS LOGO IN SIGNING ROOM

This logo should be used to identify a transaction that can be closed using Digital HandShake. This logo is to be used for print application. It will also appear online on the Signing Applet and on the Completed Transaction Applet (see samples below). It is recommended that the logo be a part of the link to the online transaction.
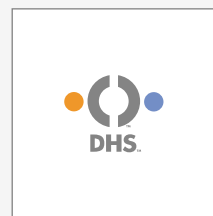
This logo must be displayed against either a white, or 20% neutral gray background. The size recommendations for this logo are at left.
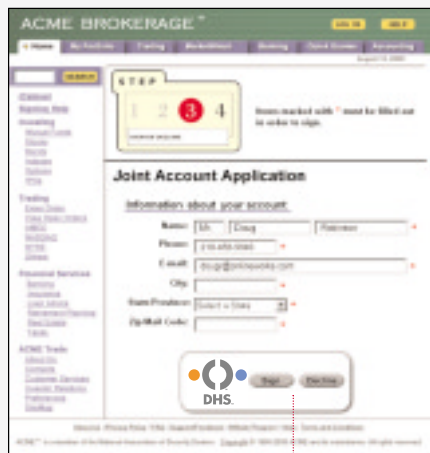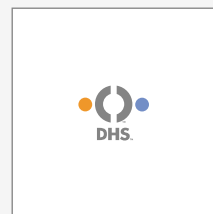

SIGNING APPLET
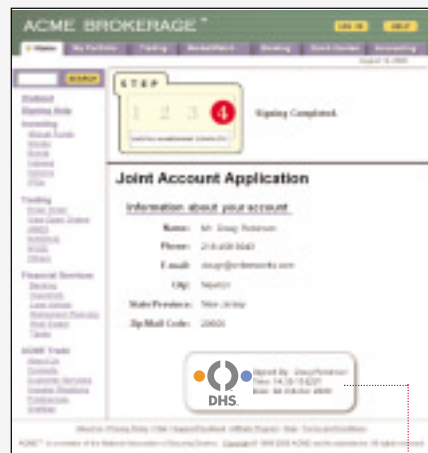
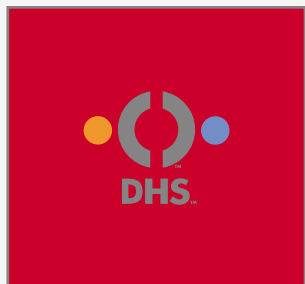COMPLETED TRANSACTION APPLET

Preferred Size
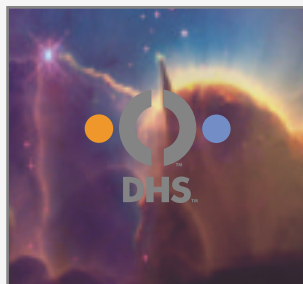.65" wide

Minimal Size
.375" wide

IMPROPER USE OF MARKS

As with all visual elements of an identity system, there are uses of a logo or mark that are improper, and therefore unauthorized by the corporate graphic standards guidelines. The following are examples of improper usage of the Digital HandShake visual elements:

A

B

EXAMPLE A
The Digital HandShake logo on an unauthorized red background.

EXAMPLE B
The Digital HandShake logo surprinted on a photographic background. In this case, the photograph visually dominates the logo, so that the logo is secondary in visual hierarchy.
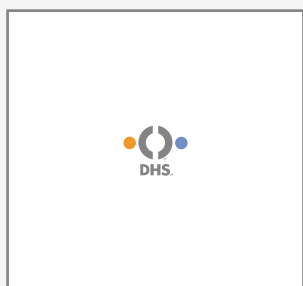
C

D

EXAMPLE C
The Digital HandShake logo surprinted on an illustrated background of many elements. This background competes with the logo to the point that the logo becomes unrecognizable.

EXAMPLE D
The Digital HandShake logo has unauthorized colors in its components.

E

F

EXAMPLE E
The Digital HandShake logo surprinted on a neutral gray background, but the color of the gray is 70% black, which is too dark.

EXAMPLE F
The Digital HandShake Logo is in its correct colors and on a white background but is too small to be readable.

G

H

EXAMPLE G
The Digital HandShake Logo reversed from an unauthorized color.

EXAMPLE H
The Digital HandShake Logo is in its correct colors and on a white background but is too large for the space it is contained in. It also exceeds the recommended usage size which is 1" width.

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