DIEBOLD®

We won't rest.

Diebold Corporate Identity and Brand Standards Manual

We won't rest.

Welcome to Diebold's Corporate Identity and Brand Standards Manual.

As a global leader in providing integrated self-service and security solutions, Diebold has built a reputation for being the company that won't rest until we've measurably impacted the businesses of our customers and delighted their 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 further 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 the 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 under their supervision adhere to these standards. The Global Communications Division 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 Global Communications Division at +1 330.490.3790.

What is a brand?

"A product is made in a factory;
a brand is made in the mind."

Walter Landor
Founder, Landor Associates

Brand implementation principles

In order to translate the brand idea into a coherent experience and to vindicate its promise:

- 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.

The five metrics of a strong brand

The brand — as idea, promise and experience — must fulfill five standards:

1. It must be relevant to a real or projected need in the marketplace.

2. It must be deliverable — the company must have the infrastructure, assets and intellectual capital to fulfill the promise and deliver value.

3. It must be credible — the company behind the promise must be perceived as capable of delivering it.

4. It must be differentiating — it must possess some quality that distinguishes it from all other competitively relevant brands.

5. It must be both inspired and inspiring — it must motivate interest, action and enthusiasm among employees, shareholders and customers.

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There are three fundamental touch points between a brand and the market:

1. Behavior

Brand behavior is the associate code of conduct toward clients, the public, the financial community, the corporation and each other. It must be manifest in everything we do, from the way the phones are answered in a call center to choices about the kinds of philanthropic programs with which we choose to align. Brand behavior is the brand brought to life in the most vital, social and personal way. Our actions as a company and the actions of our associates will have to vindicate our promises at every turn, creating and sustaining a complete brand experience for our clients.

2. Appearance ("look and feel")

"Look and feel" applies to a wide range of graphic design applications including corporate symbol and signature, color palette, packaging, business systems, architectural signs, product design and standard attire. These must be consistent with each other while clearly and recognizably expressing the brand positioning.

3. Language ("voice" or "tone and manner")

"Tone and manner" or "voice" spans a company's entire system of verbal communications—from ad copy, taglines, brand lines and slogans to internet content, press releases, white papers and product names. Tone and manner shapes every message our company sends. As with look and feel, these different verbal expressions must be consistent across all media, serve as a recognizable and faithful voice of the brand and speak in different "dialects," in deference to its distinct audiences.

We won't rest...

...until we measurably improve the extent to which our customers' customers are delighted with our self-service and security solutions and we measurably improve the effectiveness and profitability of our customers' business.

Vision, position, implications

The Diebold vision and positioning are captured in a formula that is both our go-to-market brand line and our internal mantra: "We won't rest."

The implications for behavior are obvious: an untiring pursuit of perfection, a zero-tolerance attitude toward achieving anything less than absolute customer satisfaction, a zero-tolerance attitude toward resting until the job is done, the challenge met, the problem solved. It involves going above-and-beyond the call in everything we do, in never-ending pursuit of a better product, a better solution, a better, faster, less expensive way to deliver service.

The implications for messaging are likewise clear: our messages need to clearly and specifically spell out what the promise is and how we will deliver on it. There is one category of messages that has special relevance to the "We won't rest." idea: promises, guarantees, contracts and pledges.

Diebold's vision

Vision, as the word implies, is the image of the aspired-to standard and goal of all our striving. It is the "ultimate" foundation of our company's positioning and everything that positioning, in turn, drives; for example, strategy, policy, behavior, communications, product design and more.

Our vision serves as the rallying cry within Diebold — it defines who we are, what we are committed to accomplishing with and for our customer, even the types of businesses we will invest in. This is the promise we make to ourselves regarding the commitments we make to our customer.

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We won't rest...

...until we provide you with services, solutions, partnerships and performance that measurably improve your customers' satisfaction and measurably improve your business.

Diebold's positioning

When we speak externally, as we do in our advertising and product literature, we need to communicate a little differently. Now we are telling our customers what we are committing to do for them. This is our positioning that extends from our vision.

Positioning — in contrast to vision — is the point of differentiation between a company and its competitors. It stakes out a space (or "niche") in a competitive territory where it can credibly deliver some product, service or benefit — meet some need — that no other organization can deliver (or deliver as well). It declares the unique value-added benefit that distinguishes Diebold above all others.

Differentiation — the heart of positioning — is achieved through the intelligent, coordinated design and application of the three fundamental brand "touch points" discussed earlier: behavior, appearance and language. Companies that act, "speak" and look in a way that is unique among competitors and consistent across channels, business units and media can achieve a degree of distinctiveness that goes beyond that which it can accomplish through its superior products or services alone.

Diebold's vision-based positioning is, ultimately, its brand promise. It answers the question, "Why Diebold?" It is measurable and quantifiable with each customer and tells the customer what they can count on with Diebold as their partner.

Diebold's Brand – Message and mood

Following are some guidelines and suggestions to send the right message and create the right mood to best communicate Diebold and its brand promise.

Getting the message and mood right will be the measure between the success and failure of each communication.

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

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

- **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 terms.

- **Be impactful.** Find arresting images to capture the readers' attention immediately. Stock photography sites can be used, such as: www.gettyimages.com, www.corbis.com and www.photonica.com. Also check for new images on the Diebold Online Image Catalog at 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 underpromising and overdelivering 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're a global company — and need to act like one. Do not use metaphors or sports analogies. Consider translations and image selection with a world view 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're communicating what you want to communicate.

- **"We won't rest."** Above all, review Diebold's positioning statement, 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!

- **Obtain approval.** All ads, literature and other external marketing communication materials must be reviewed and approved by the Global Communications Division before they are submitted for final production or publication.

We won't rest.

Now that our corporate brand has been updated and adapted, it is crucial that we protect and build it. The sections that follow contain everything you'll need to know to communicate using the new Diebold brand, including various document, 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

Products, business forms, advertising, presentations, specialty items, and facility and trade show 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 trade show— displays the image proudly and properly.

Use the brand components correctly

It's 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.

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."

For more information

If you encounter a Diebold branding situation not addressed in this manual, please contact the Global Communications Division, +1 330.490.3790.

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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 new 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/down loads.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.
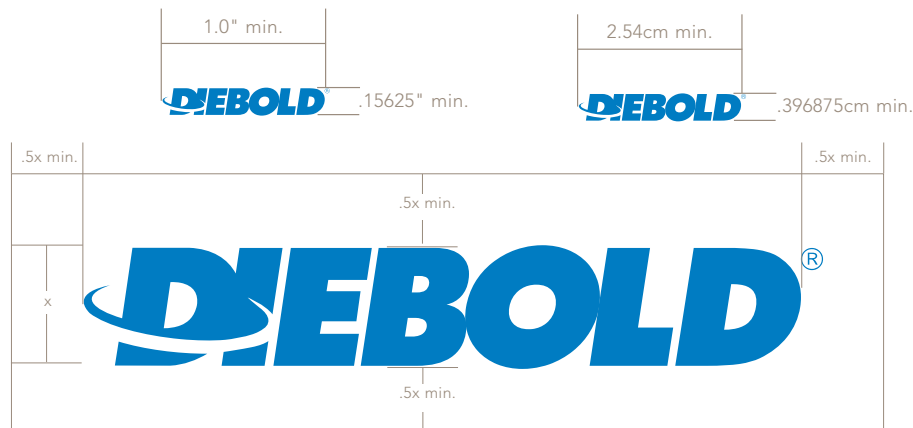
Diebold logo proportions and limits

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 "Brand line usage" (page 10) to decide when to use the Diebold logo with the brand line and when to use it without.

1.0" min.   **DIEBOLD**®   .15625" min.

2.54cm min.   **DIEBOLD**®   .396875cm min.

.5x min.   .5x min.

.5x min.

x

DIEBOLD®

.5x min.

DIEBOLD®

DIEBOLD®

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Corporate brand line

The three fundamental considerations of a corporate brand line 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 minimally five years.

The Diebold brand line "We won't rest." is an example of a corporate brand line.

Corporate brand line examples:

HP | Invent
GE | We bring good things to life
New York Life | The company you keep
Vodafone | How are you?

Diebold brand line principles and examples

There are two basic criteria that govern and test proper and improper application of the "We won't rest." brand line, particularly, in lock-up or conjunction with the Diebold signature:

- The shelf-life of the message and the message-carrying medium or context

- The risk of brand misperception

Both are really issues of message management and overall control of corporate, i.e., company-wide, communications.

Shelf-life

Typically, positioning-based corporate brand lines should have a shelf-life of five years or more. There is, however, no set tenure for such language, and rapidly shifting circumstances — for example, merger, acquisition, change in corporate strategy or macro-economic factors — may require modification or outright abandonment of the positioning that supports the brand line. For that reason, "We won't rest." should never be incorporated into more "permanent" media, such as architecture or on surface badges on Diebold's physical products.

Brand misperception

The second criterion that should govern the decision to lock-up "We won't rest." with the Diebold signature is whether or not the context has the potential to create a perception that conflicts with, invalidates or "embarrasses" the brand promise. In other words, one that makes the brand message vulnerable to mis-construal or derogatory interpretation, i.e., situations in which the language and — more importantly — the underlying idea are at odds with or belied by some element of the "message surround."

We won't rest.

The following guidelines help to determine where and when to use the "We won't rest." brand line.

Required applications

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

Sales and marketing collateral
 - Printed
 - Online
 - Video

Permitted – Recommended applications

Tradeshow signage
Promotional gifts*

*For example, pens, paperweights, etc., depending on the nature, quality and function of the item. For example, a "We won't rest." pillow might count as creating a "brand misperception," while a pen would not. 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 Global Communications. See below for an extended, but by no means complete, catalogue of such items.

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

Promotional items: sample catalogue

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

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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/down loads.htm .

Application sizes

The minimum application size for the Diebold "We won't rest." 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.
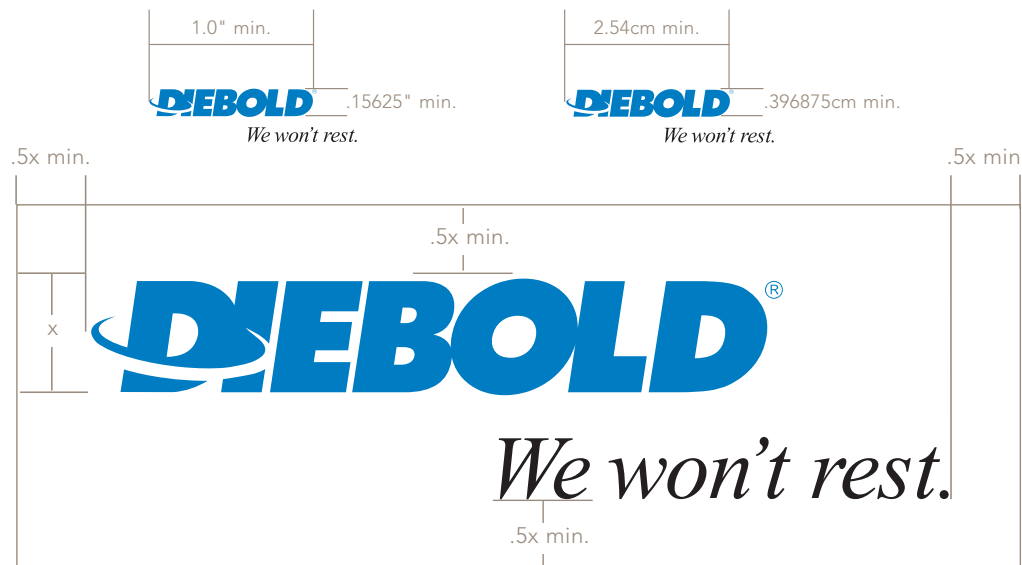
Logo color options

You have three basic options from which to choose:

- All-Diebold blue version with brand line
- All-black version with brand line
- Reversed version with brand line, 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 brand line should always be produced using 100% Pantone Process Black.

Refer to "Brand line usage" (page 10) to decide when to use the Diebold logo with the brand line and when to use it without.

1.0" min.

DIEBOLD® .15625" min.
We won't rest.

2.54cm min.

DIEBOLD® .396875cm min.
We won't rest.

.5x min.

.5x min.

.5x min.

x

DIEBOLD®

We won't rest.

.5x min.

DIEBOLD®

We won't rest.

DIEBOLD®

We won't rest.

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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."

"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.

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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 Global Communications Division at +1 330.490.3790 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% tint of Pantone Process Black. All other sub-brands should be produced using 100% Pantone Process Black.

BRANDS

Branded House

DIEBOLD®

Subsidiaries Legal Operating Division

DIEBOLD GLOBAL FINANCE

Subsidiaries Wholly Owned

DIEBOLD PROCOMP

Joint Venture/Co-Branding

DIEBOLD PIX PARTNER INFORMATION XCHANGE

Line of Business Brand or External Organization

DIEBOLD DIRECT

Internal Organization

DIEBOLD BUSINESS TRANSFORMATION

Authorized Vendor

DIEBOLD AUTHORIZED DISTRIBUTOR

OFFERINGS

Products

DIEBOLD Opteva®

Services

DIEBOLD PREMIER SERVICES

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A compact version of the logo has been created for use only on promotional items where space is limited. Applications include such items as golf balls and watches. 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. Please contact the Global Communications Division for questions on all potential uses or applications.

Artwork

"D" Mark artwork can be acquired by contacting the Global Communications Division, +1 330.490.3790.

"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.

"D" Mark color options

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.

We won't rest.
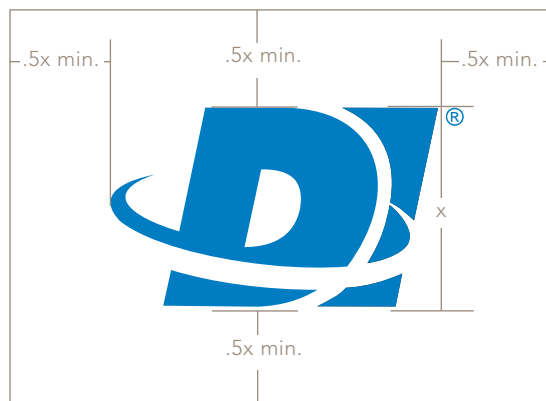
Diebold logo usage

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.

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the Global Communications Division at +1 330.490.3790.

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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.

Policy

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

Process

Global 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.

Global 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.

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Primary communication palette

Diebold Blue:
This is the primary identification color
for the company.
CMYK Reference: C 89%, M 43%, Y 0%, K 0%
PANTONE Reference: PMS 285 C
RGB: R 58, G 117, B 196

Diebold Light Gray – Primary:
This is the primary complementary color for
the rest of the Diebold color palette.
CMYK Reference: C 0%, M 4%, Y 9%, K 24%
PANTONE Reference: PMS Warm Gray 4 C
RGB: R 186, G 180, B 175

Diebold Dark Gray – Secondary:
This is the secondary complementary color
for the rest of the Diebold color palette.
CMYK Reference: C 0%, M 11%, Y 20%, K 47%
PANTONE Reference: PMS Warm Gray 9 C
RGB: R 132, G 124, B 117

Accent colors

Accent colors can be used on an as-needed
basis for special emphasis, as in this document.

Diebold Red – Accent:
CMYK Reference: C 0%, M 100%, Y 100%, K 0%
PANTONE Reference: PMS Red 485 C
RGB: R 189, G 41, B 37

Diebold Orange – Accent:
CMYK Reference: C 0%, M 82%, Y 100%, K 0%
PANTONE Reference: PMS Orange 021 C
RGB: R 229, G 93, B 0

Diebold Yellow – Accent:
CMYK Reference: C 0%, M 16%, Y 100%, K 0%
PANTONE Reference: PMS Yellow 116 C
RGB: R 245, G 224, B 0

Color control

For PMS® spot colors, please use the current
version of the "PANTONE® formula guide
coated/uncoated" for color specification,
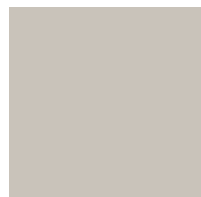matching and control.

For CMYK colors, please use the current
version of the "PANTONE® solid to process
chips" for color specification, matching
and control.

*The colors as shown in this manual are not intended to
match the PANTONE standards. PANTONE® and PMS®
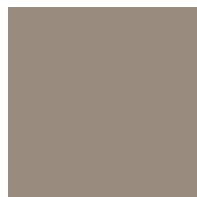are registered trademarks of Pantone, Inc.*

Primary colors

| Diebold Blue | Diebold Light Gray | Diebold Dark Gray |

Accent colors

| Red | Orange | Yellow |

If you have any questions regarding the use of the Diebold identity that are not addressed
within this document, contact the Global Communications Division at +1 330.490.3790.

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Typography

As an integral part of Diebold's brand the following Arial, Avenir, Futura and Times New Roman 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 (Adobe)
Horizontal Scale: 80%
Kerning / Track: +8

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

Futura Condensed Bold (Adobe)
Horizontal Scale: 80%
Kerning / Track: +8

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

Times New Roman (Adobe)
Horizontal Scale: 80%
Kerning / Track: +4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

Times New Roman Bold (Adobe)
Horizontal Scale: 80%
Kerning / Track: +4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

Times New Roman Italic (Adobe)
Horizontal Scale: 80%
Kerning / Track: +4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

Times New Roman Bold Italic (Adobe)
Horizontal Scale: 80%
Kerning / Track: +4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

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Diebold's Image Catalog

For approved Diebold product and related images, pictures and brochures in PDF format, associates, suppliers and partners are encouraged to use the Diebold Online Image Catalog located at http://www.dieboldimages.com. To use it properly and to fully appreciate the benefits of the site, users are strongly encouraged to review the "Help" page link found on the home page prior to using this system.
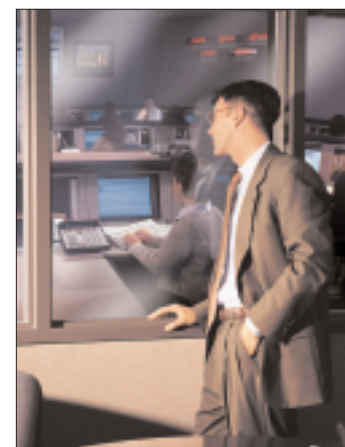
Both high-resolution images for quality printing and low-resolution images for PowerPoint and Web display are available to download for free. In addition, selected Diebold product literature is available for download in PDF format.

A simple or comprehensive search can be performed by using key words or numbers from files, products, services or literature. Words such as "people," "office," "computer," or "woman" can also be used to find a variety of images that may contain these types of associated subjects.
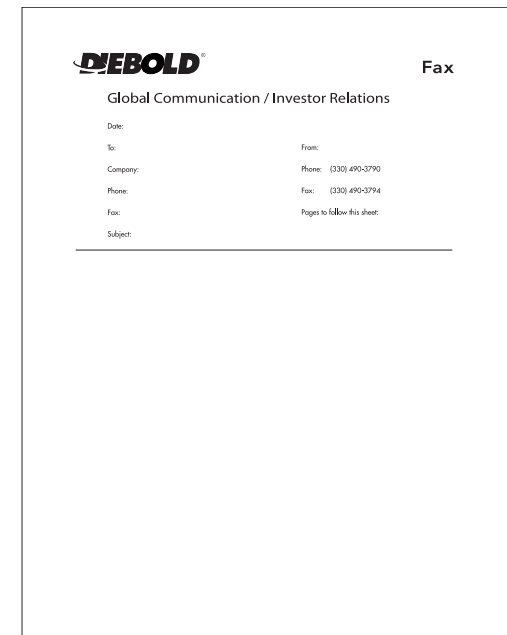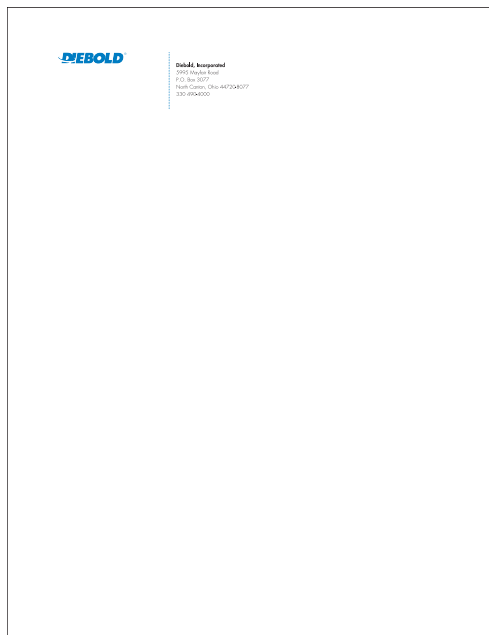

www.dieboldimages.com

Sample images

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the Global Communications Division at +1 330.490.3790.

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Business stationery

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.

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the Global Communications Division at +1 330.490.3790.

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.
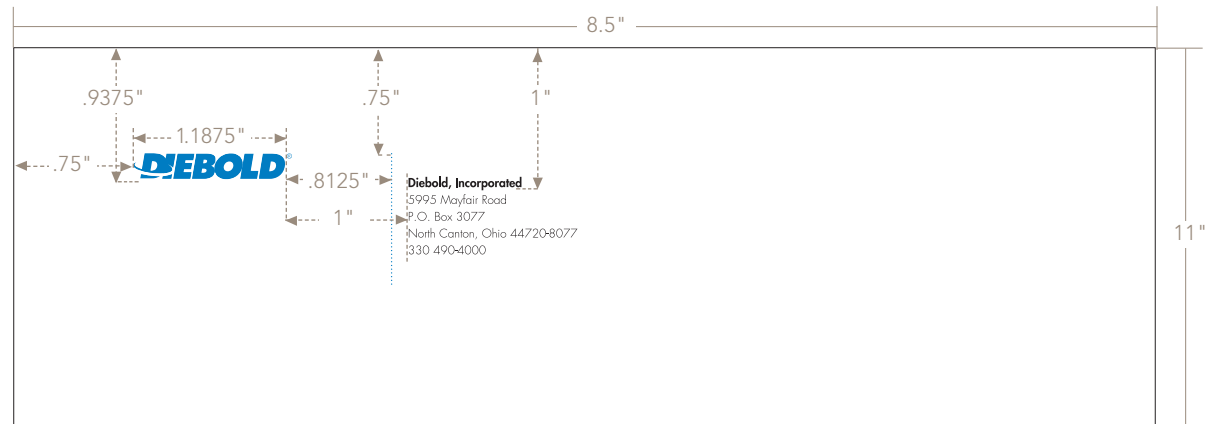
Text
First line of type is Futura Bold; point size is 6.75. All remaining lines of type are Futura Light; point size is 6.5. Leading for entire block of text is 9 points. Text is flush left.
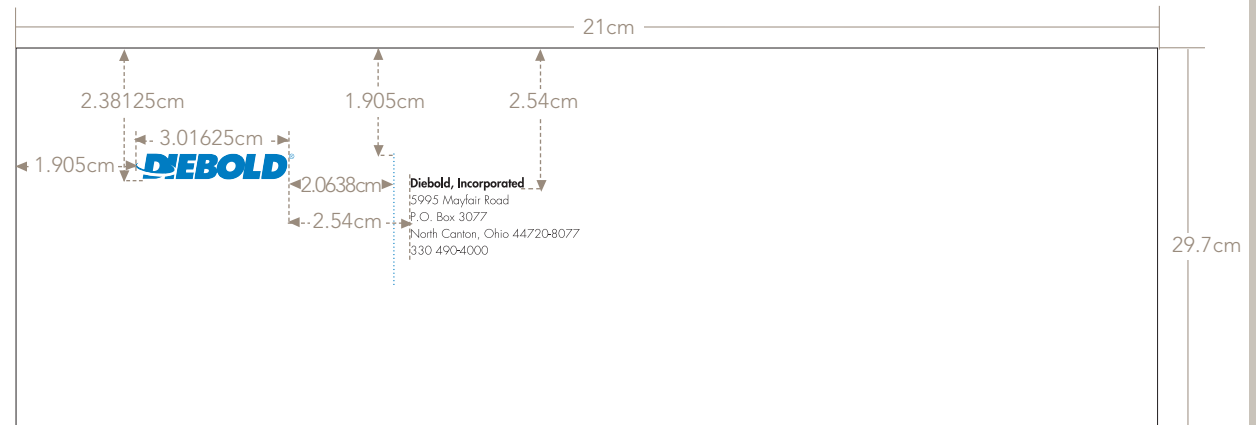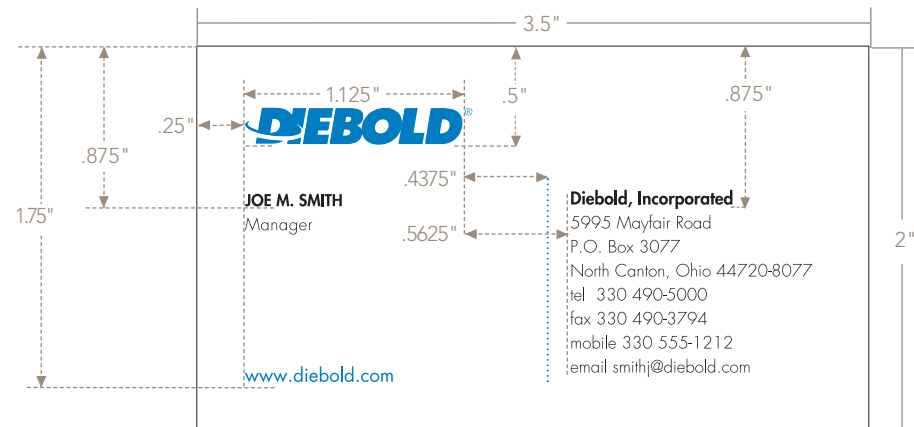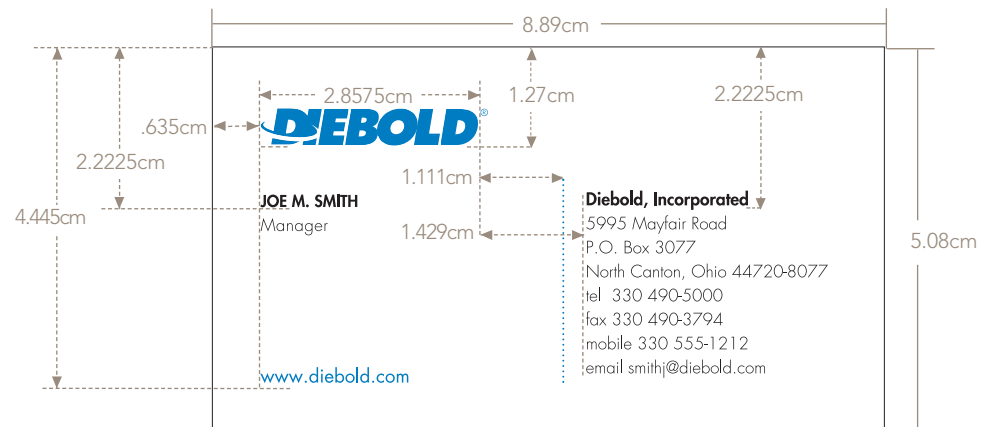
Registration and VAT numbers
In countries where registration numbers, VAT numbers, etc., are required, type is Futura Light; point size is 6.5. Leading is 9 points. Text is centered and positioned at the bottom of the letterhead

Size in inches (letter)

8.5"

.9375"   .75"   1"

1.1875"

.75"   **DIEBOLD**

.8125"   **Diebold, Incorporated**
5995 Mayfair Road
P.O. Box 3077
North Canton, Ohio 44720-8077
330 490-4000

1"

11"

Size in centimeters (A4)

21cm

2.38125cm   1.905cm   2.54cm

3.01625cm

1.905cm   **DIEBOLD**

2.0638cm   **Diebold, Incorporated**
5995 Mayfair Road
P.O. Box 3077
North Canton, Ohio 44720-8077
330 490-4000

2.54cm

29.7cm

Registration and VAT numbers

Capital Social   150.000 – Contribuinte nº P 504 953.478

Name and title
Name is Futura Bold and is set as all uppercase; point size is 6. Title is Futura Light; point size is 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 edge aligns with the bottom of the blue rule. Type is Futura Bold; point size is 6. Web address prints Diebold Blue.

Size in inches

3.5"
1.125"
.5"
.875"
.25"
.875"
1.75"
.4375"
.5625"
2"

JOE M. SMITH
Manager

Diebold, Incorporated
5995 Mayfair Road
P.O. Box 3077
North Canton, Ohio 44720-8077
tel 330 490-5000
fax 330 490-3794
mobile 330 555-1212
email smithj@diebold.com

www.diebold.com

Size in centimeters

8.89cm
2.8575cm
1.27cm
2.2225cm
.635cm
2.2225cm
4.445cm
1.111cm
1.429cm
5.08cm

JOE M. SMITH
Manager

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5995 Mayfair Road
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fax 330 490-3794
mobile 330 555-1212
email smithj@diebold.com

www.diebold.com

Standard Communication – Envelopes

Logo
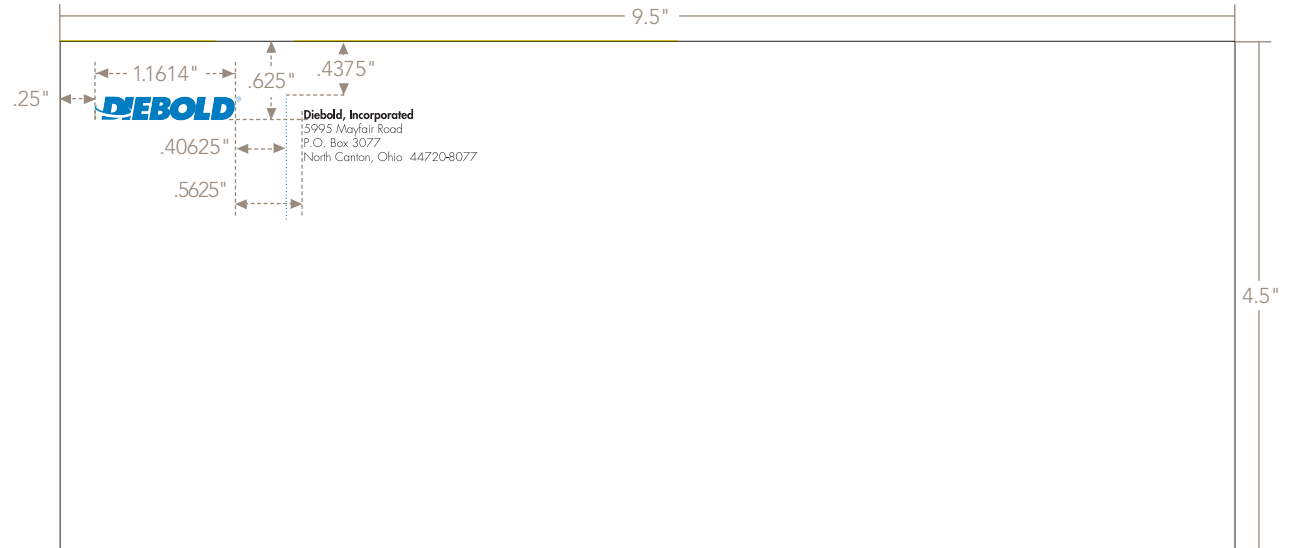Note: Measurement to end of swirl.

Rule
Weight of dotted rule is .75 point. Rule prints as Diebold Blue. The length of the rule is 1 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)

9.5"

1.1614"   .625"   .4375"

.25"

DIEBOLD®

.40625"

.5625"

Diebold, Incorporated
5995 Mayfair Road
P.O. Box 3077
North Canton, Ohio 44720-8077

4.5"

Size in centimeters (DL)

22cm

2.95cm   1.59cm   1.111cm

.635cm

DIEBOLD®

1.032cm

1.429cm

Diebold, Incorporated
5995 Mayfair Road
P.O. Box 3077
North Canton, Ohio 44720-8077

11cm

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

Logo
Note: Measurement to end of swirl.
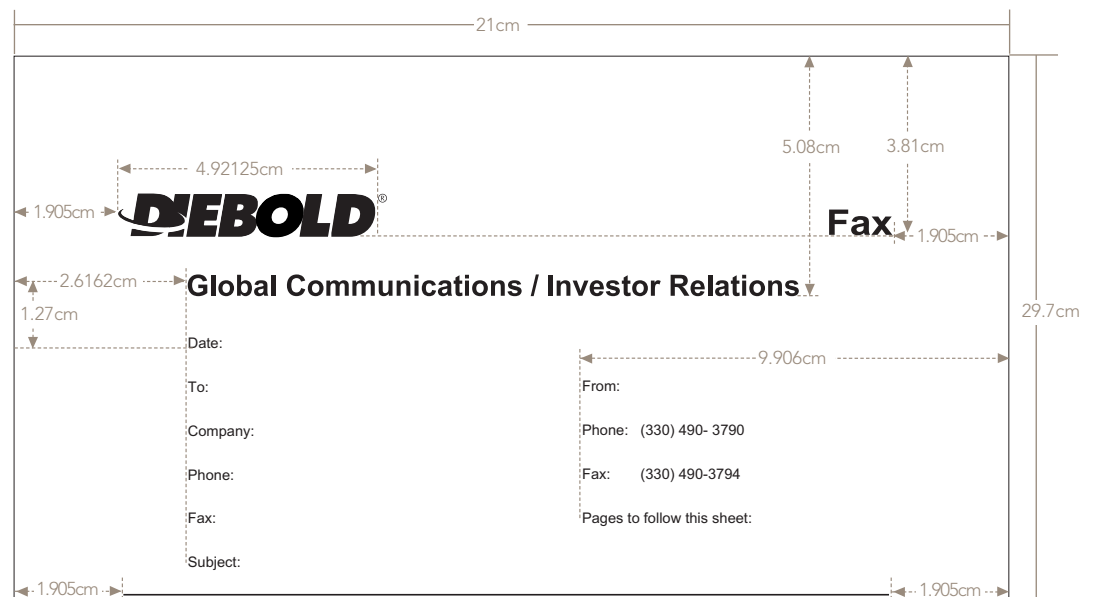
Rule
Weight of solid rule is 1 point.

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 (letter)

8.5"

1.9375"

2"   1.5"

.75"

DIEBOLD®   **Fax**   .75"

1.15"   **Global Communications / Investor Relations**

.5"

11"

Date:

To: From:

Company: Phone: (330) 490- 3790

Phone: Fax: (330) 490-3794

Fax: Pages to follow this sheet:

Subject:

.75"   3.9"   .75"

Size in centimeters (A4)

21cm

4.92125cm

5.08cm   3.81cm

1.905cm   **DIEBOLD**®   **Fax**   1.905cm

2.6162cm   **Global Communications / Investor Relations**

1.27cm

29.7cm

Date:

To: From:

Company: Phone: (330) 490- 3790

Phone: Fax: (330) 490-3794

Fax: Pages to follow this sheet:

Subject:

1.905cm   9.906cm   1.905cm

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

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

Email 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, taglines or messages to your email signature.

João Oliveira
Diebold Portugal
Costing and Service Department,
Manager of Procurement
Tel.: +351 - 214 708 126
Fax: +351 - 214 708 260
Mobile: +351 934 207 347
www.diebold.com/portugal
We won't rest.

Name
Type is Arial Bold; point size is 12.

Company
Type is Arial Bold; point size is 10.

Department or Division (optional)
Type is Arial Bold; point size is 10.

Title
Type is Arial Bold; point size is 10.

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

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

"We won't rest." brand line (optional)
Type is Arial Italic; point size is 10.

PowerPoint templates

Several PowerPoint templates have been developed for use in corporate and solution-specific presentations. Many of the templates can be mixed and matched. Please refer to the established guidelines to determine appropriate combinations.

Artwork

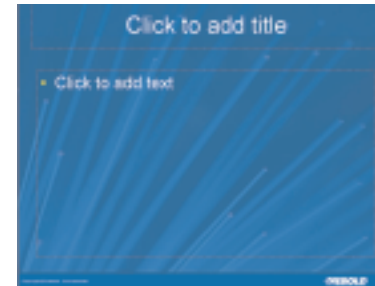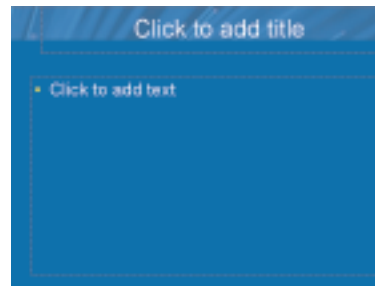Diebold associates may download PowerPoint templates from the corporate intranet at http://doc6.diebold.com/brandmanual/ppt/.

Text

All text is Arial.

For more information, please contact the Global Communications Division at +1 330.490.3790.

Corporate
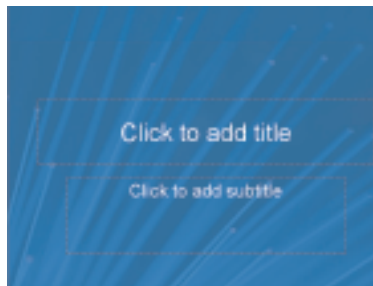
White Background Streaks

Dark Blue Background Streaks

We Won't Rest

Blue and White Simple

Corporate Communication – PowerPoint®

For presentations that span both security and self-service terminals (SST) solutions, white background security slides may be mixed with white background SST slides and dark blue background security slides may be mixed with dark blue background SST slides.

Blue and white simple template slides may be mixed with the appropriate matching security and/or SST slides.

SST/Security

Dark Blue Background Security

White Background Security
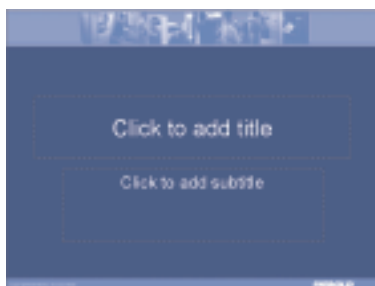
Dark Blue Background SST

White Background SST

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the Global Communications Division at +1 330.490.3790.

We won't rest.

Websites

Internet and intranet templates have been developed for use in the creation of public and internal websites for www.diebold.com and our corporate intranet. Diebold associates may request a website and download templates and guidelines from the corporate intranet at http://doc6.diebold.com/fiisdevpub .

Internet Example 1

Internet Example 2

Intranet Example 1

Intranet Example 2

We won't rest.

Building   Monument   Tenant Panel   Decals

**Corporate –
Individual Letters**

**Business Line –
Individual Letters**

**Corporate –
Staged Against
Background**

**Business Line –
Staged Against
Background**

If you have any questions regarding the use of the Diebold identity that are not addressed
within this document, contact the Global Communications Division at +1 330.490.3790.

DIEBOLD®

We won't rest.
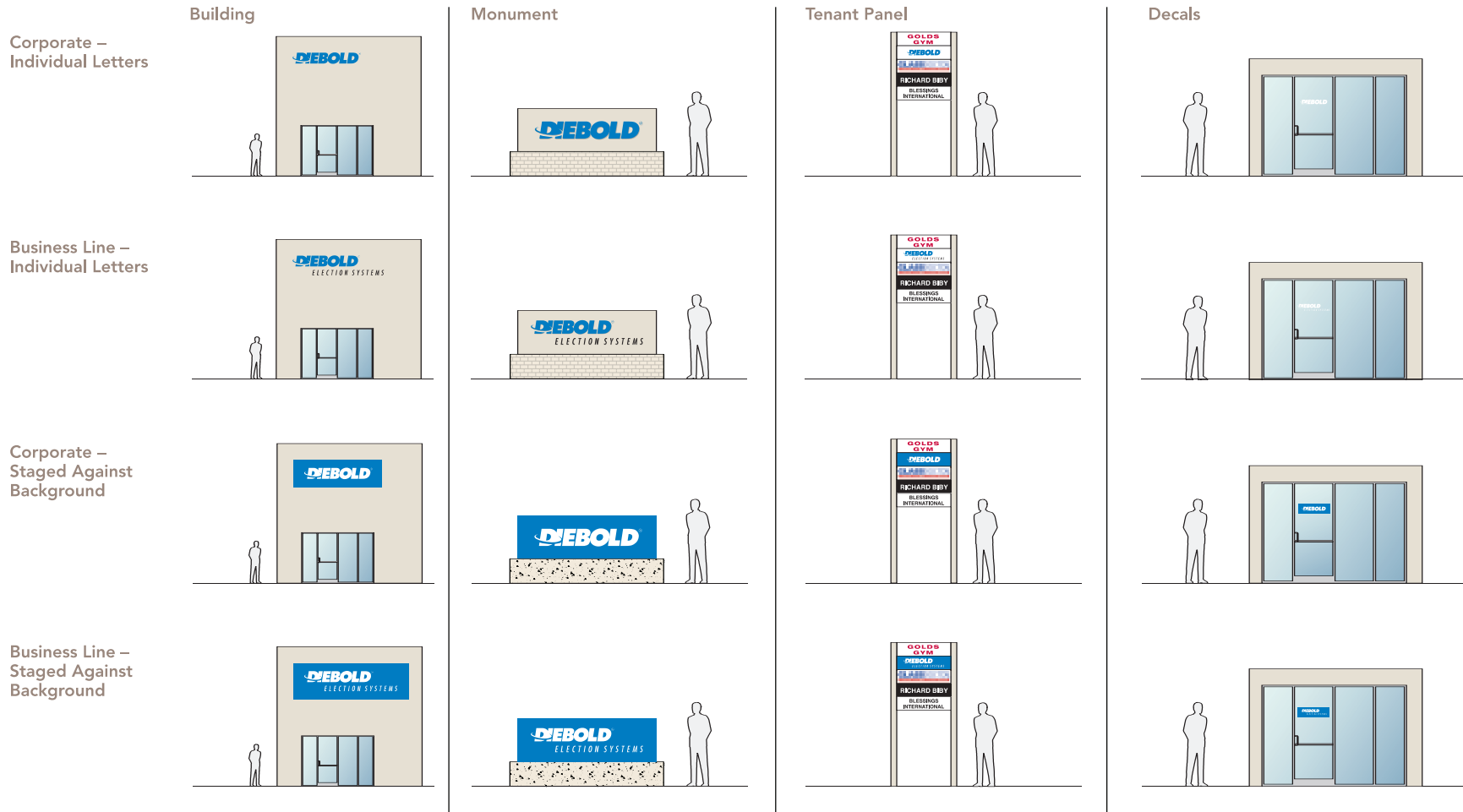
One major sign type for both corporate and business lines is a sign that is constructed of individual letters. When signs such as these are constructed with dimension and depth, they are referred to as channel letters. They can be fabricated both with and without internal illumination.

The preferred color for channel letters is Diebold Blue, but black or white can be used depending upon the color of the building on which the letters will be staged. When using black letters (whether for business line or for Diebold letters) with internal illumination, it is important to use day/night film (a vinyl film provided by 3M) so that the letters read black during the day and white at night. Refer to page 17 for more information on colors.

When using individual letters, be sure to maintain adequate clear space, for both corporate and business line, as shown in the exhibits below.

DIEBOLD®

We won't rest.

Many times our logo (and business line) will have to be staged against a background and constructed as a sign cabinet, either non-illuminated or internally illuminated. For these types of signs, the preferred treatment is with white letters against a Diebold Blue background. Alternatively, a black background can be used if necessary.

Non-illuminated signs can take the form of wall plaques, hanging signs, tenant panel inserts, blade signs and sign cabinets. Be sure to use a durable paint or vinyl finish.

Sign cabinets can also be internally illuminated. When using a Diebold Blue background, the preferred treatment is to have the entire sign face illuminated, using translucent materials such as polycarbonate with applied vinyl graphics.

When using a black background, only the white letters should be translucent.

Be sure to maintain minimum clear space and size requirements as indicated below.

DIEBOLD®

We won't rest.

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.

Diebold Blue – PMS 285C

White letters/Diebold Blue background – PMS 285C

Diebold Black

White letters/Black background

DIEBOLD®

We won't rest.

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 17 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.

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the Global Communications Division at +1 330.490.3790.

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DIEBOLD®

We won't rest.
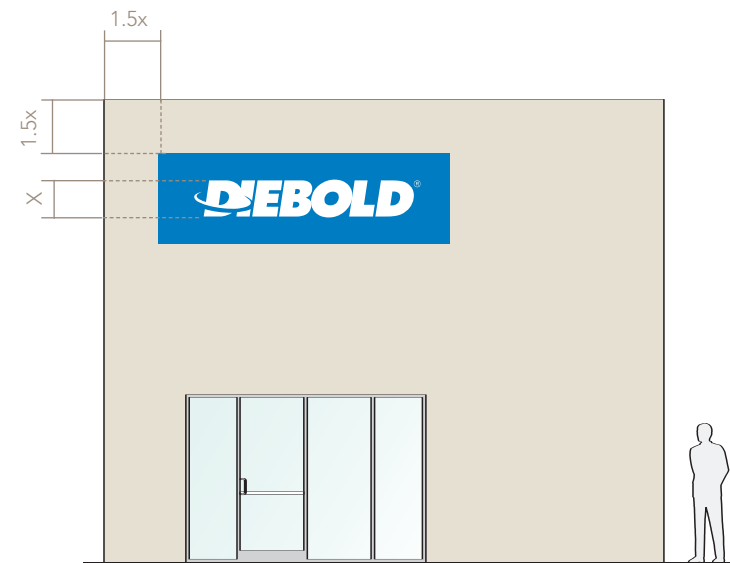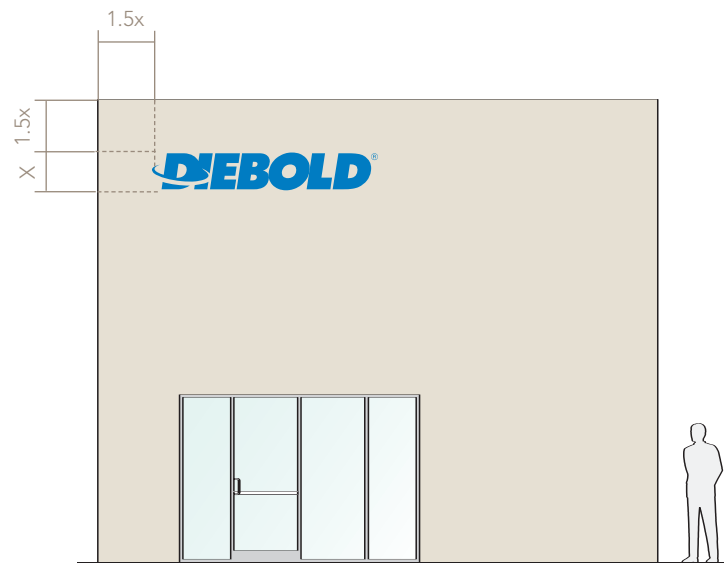
When incorporating a monument sign, it is important to consider landlord requirements, city/local restrictions, visibility and other building materials used nearby. The preferred treatment is a Diebold Blue sign cabinet with white letters and full internal illumination when possible (below, left). When 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 17 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.

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©Diebold, Incorporated 2004
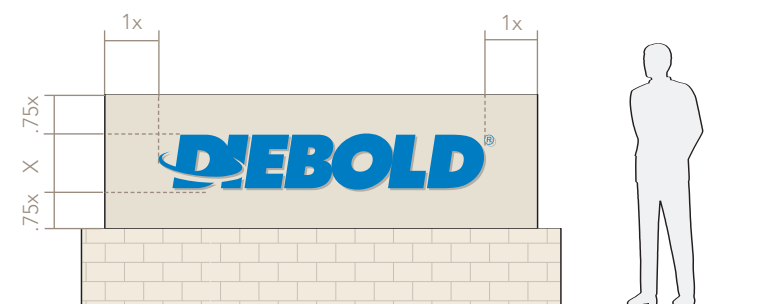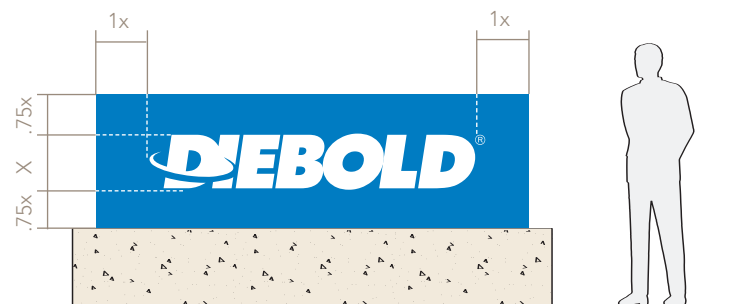
This is perhaps one of the most difficult sign conditions, as our Diebold brand has to fight for attention with other company logos in a small area. Therefore, it is imperative to always use our Diebold logo and our Diebold Blue whenever possible. Also, do not sacrifice clear space requirements due to 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.
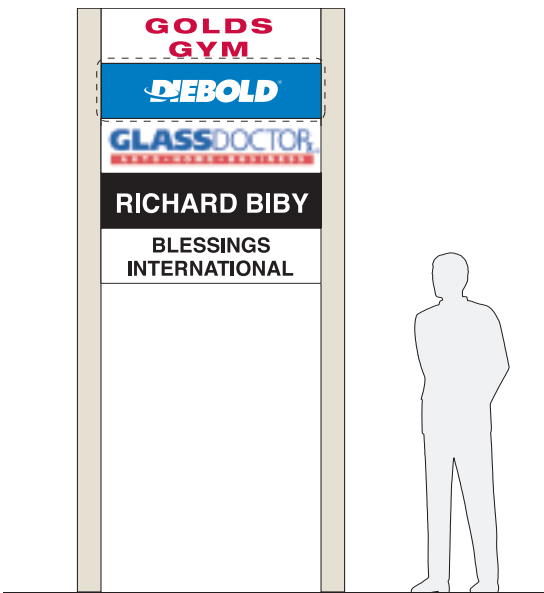
Signage – Door decals

We won't rest.

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.

EQ   EQ

3.75" / 9.525cm

5' / 1.524m

EQ   EQ

3.25" / 8.255cm

5' / 1.524m

EQ   EQ

3" / 7.62cm

5' / 1.524m

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the Global Communications Division at +1 330.490.3790.

We won't rest.
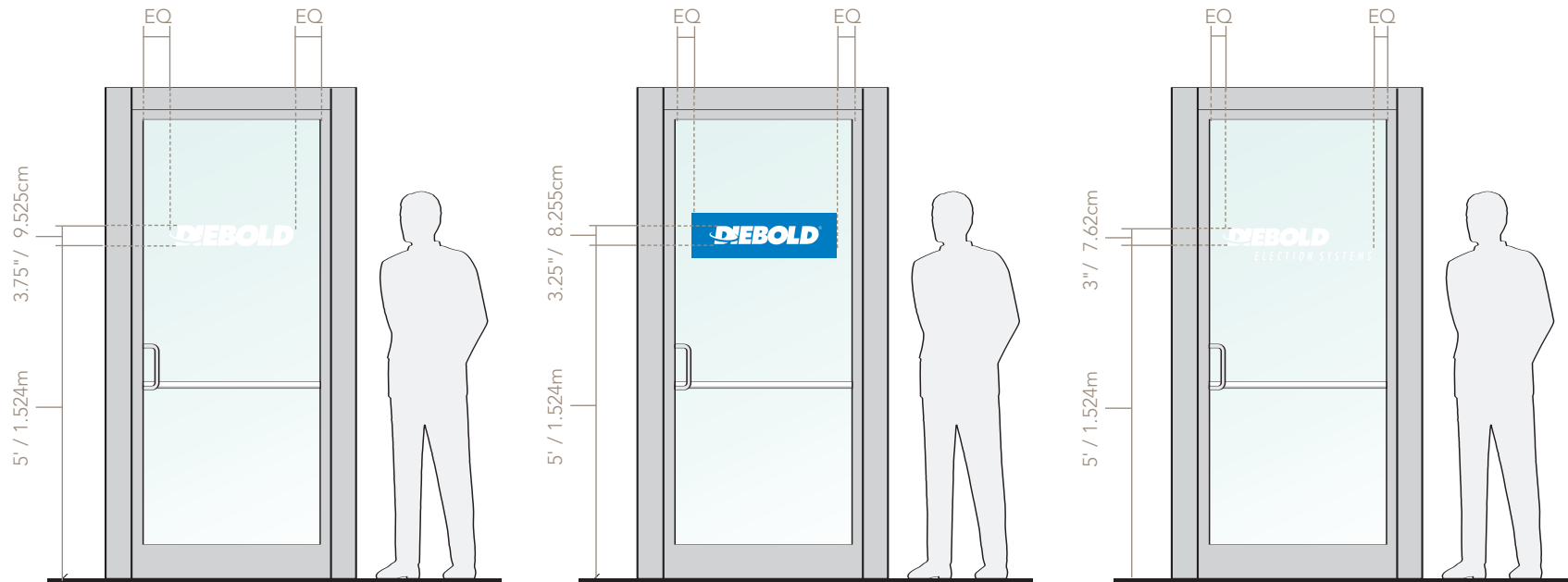
Chevrolet Express – Short Wheel Base

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 business line in black. Please note that our corporate brand line is not used on the vehicles. Only the corporate brand and business line are to be identified on vehicles. Also, the only identification on the vehicle is on the doors as indicated below.

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 height of the "D" in Diebold is a fixed 3.5 inches or 8.89 centimeters high and is fabricated in a fixed visual relationship to the business line. It is unacceptable to alter the artwork in any way. For decal placement on the door, please refer to the drawing below. The decal is always centered left to right on the door.

For Chevrolet Express van, the decal is to be placed 2 inches or 5.08 centimeters below the handle, measured from the top of the Diebold logo as indicated below. The decal is always placed on the right and left side doors as indicated. Please do not alter this placement.

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

Overall View

Door Detail – Left Side

Door Detail – Right Side

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the Global Communications Division at +1 330.490.3790.
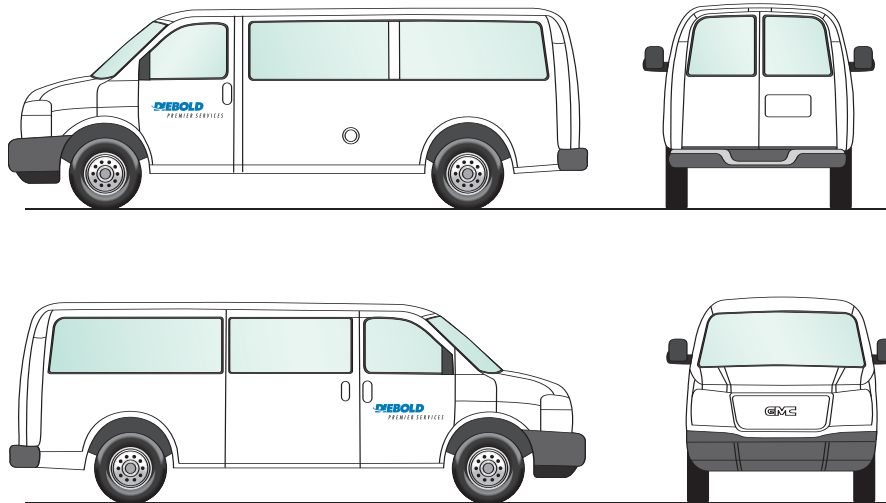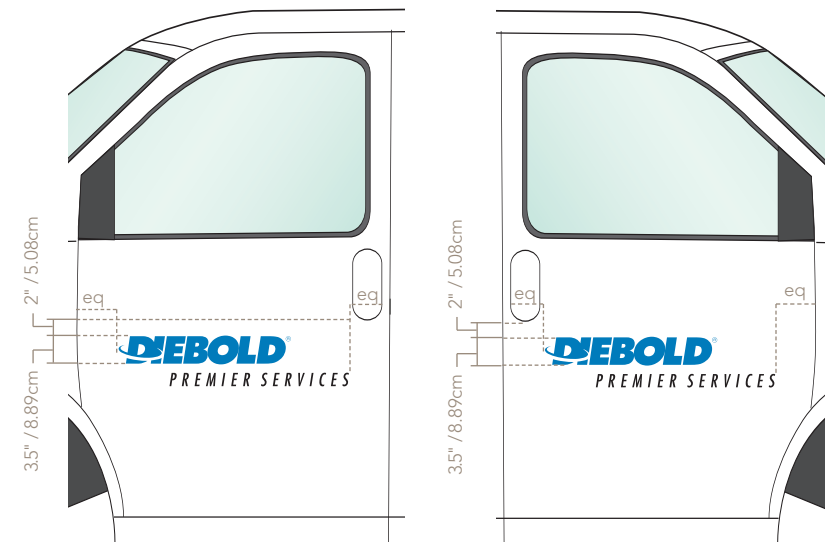
We won't rest.
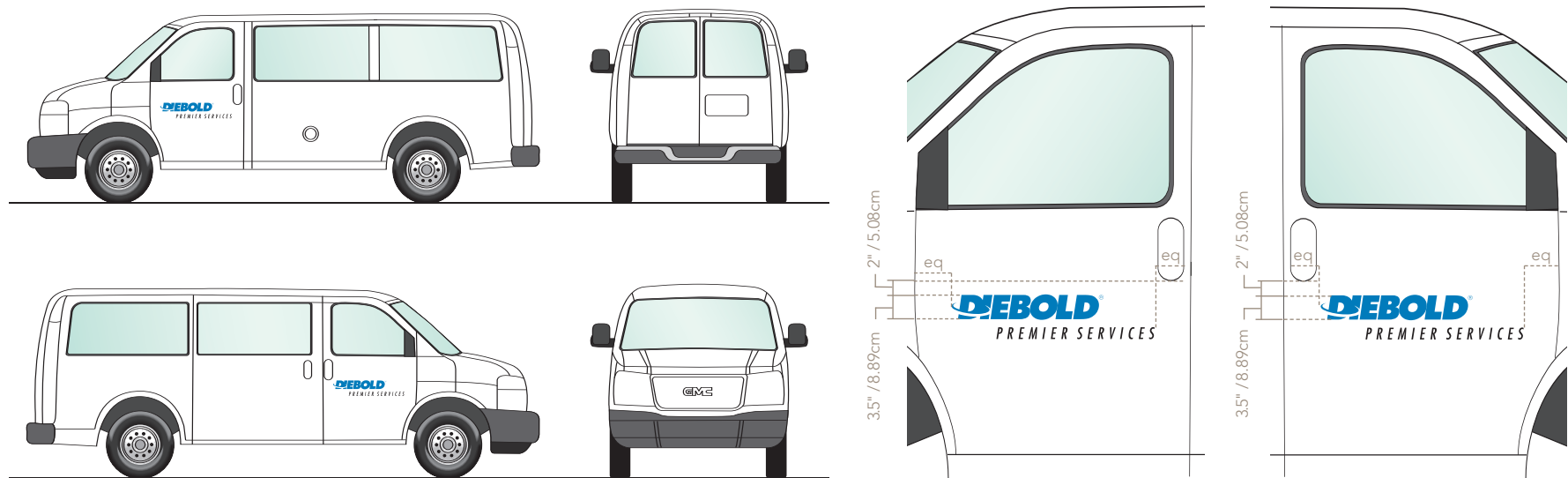
Chevrolet – Long Wheel Base

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 business line in black. Please note that our corporate brand line is not used on the vehicles. Only the corporate brand and business line are to be identified on vehicles. Also, the only identification on the vehicle is on the doors as indicated below.

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 height of the "D" in Diebold is a fixed 3.5 inches or 8.89 centimeters high and is fabricated in a fixed visual relationship to the business line. It is unacceptable to alter the artwork in any way. For decal placement on the door, please refer to the drawing below. The decal is always centered left to right on the door.

For the Chevrolet Express van, the decal is to be placed 2 inches or 5.08 centimeters below the handle, measured from the top of the Diebold logo as indicated below. The decal is always placed on the right and left side doors as indicated. Please do not alter this placement.

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

Overall View

Door Detail – Left Side

Door Detail – Right Side

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the Global Communications Division at +1 330.490.3790.
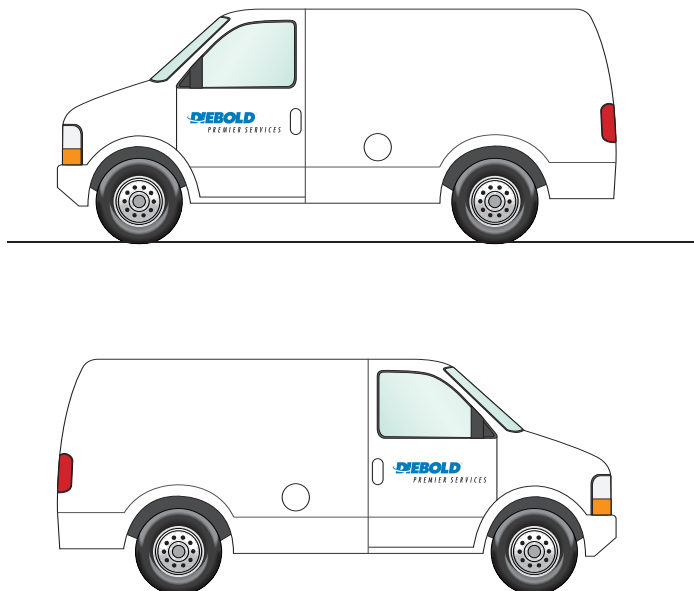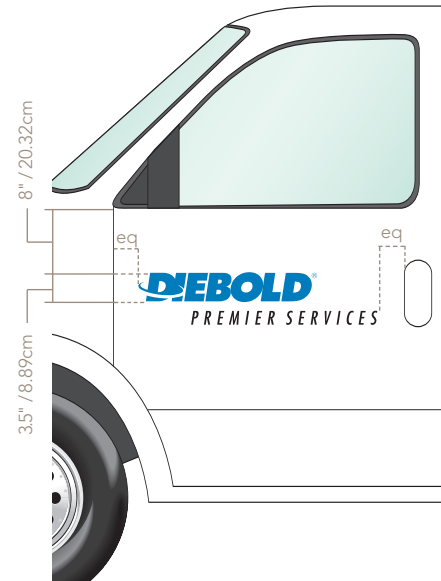
©Diebold, Incorporated 2004

We won't rest.

Chevrolet Astro

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 business line in black. Please note that our corporate brand line is not used on the vehicles. Only the corporate brand and business line are to be identified on vehicles. Also, the only identification on the vehicle is on the doors as indicated below.

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 height of the "D" in Diebold is a fixed 3.5 inches or 8.89 centimeters high and is fabricated in a fixed visual relationship to the business line. It is unacceptable to alter the artwork in any way. For decal placement on the door, please refer to the drawing below. The decal is always centered left to right on the door.

For the Chevrolet Astro van, 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 below. The decal is always placed on the right and left side doors as indicated. Please do not alter this placement.
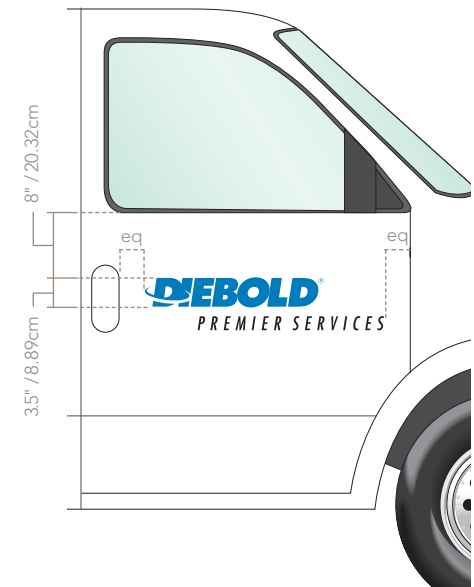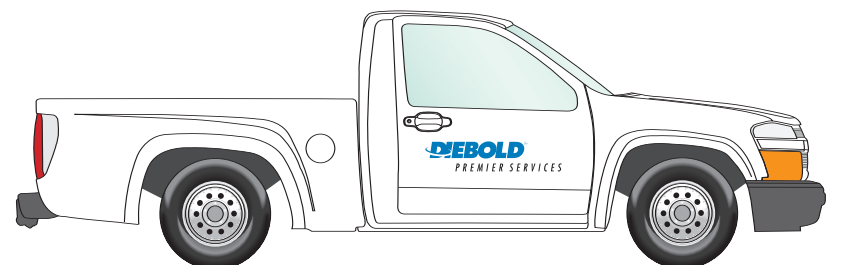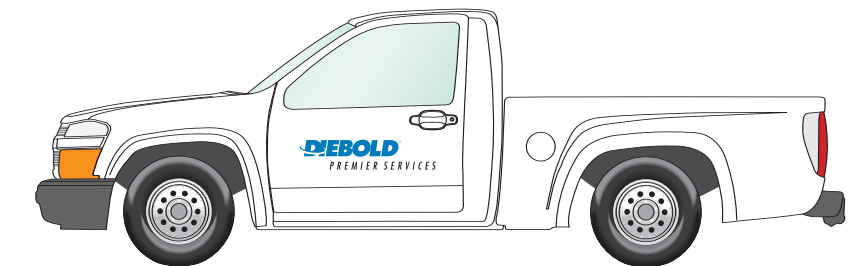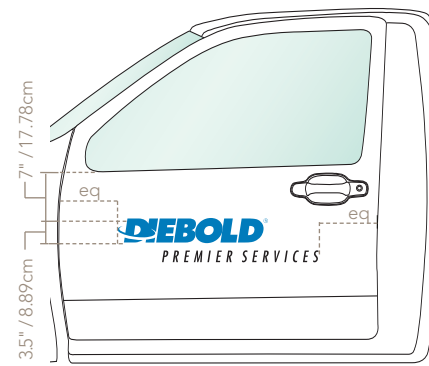
For vehicles in other countries, please use the standards as a guide.

Overall View

Door Detail – Left Side

Door Detail – Right Side

We won't rest.

Chevrolet Colorado

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 business line in black. Please note that our corporate brand line is not used on the vehicles. Only the corporate brand and business line are to be identified on vehicles. Also, the only identification on the vehicle is on the doors as indicated below.

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 height of the "D" in Diebold is a fixed 3.5 inches or 8.89 centimeters high and is fabricated in a fixed visual relationship to the business line. It is unacceptable to alter the artwork in any way. For decal placement on the door, please refer to the drawing below. The decal is always centered left to right on the door.

For the Chevrolet Colorado pickup truck, the decal is to be placed 7 inches or 17.78 centimeters below the lowest portion of the window, measured from the top of the Diebold logo as indicated below. The decal is always placed on the right and left side doors as indicated. Please do not alter this placement.
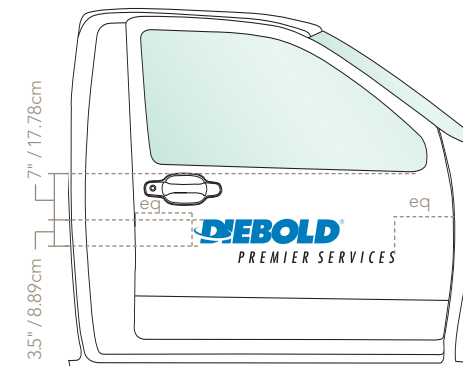
For vehicles in other countries, please use the standards as a guide.

Overall View

Door Detail – Left Side

Door Detail – Right Side

If you have any questions regarding the use of the Diebold identity that are not addressed within this document, contact the Global Communications Division at +1 330.490.3790.

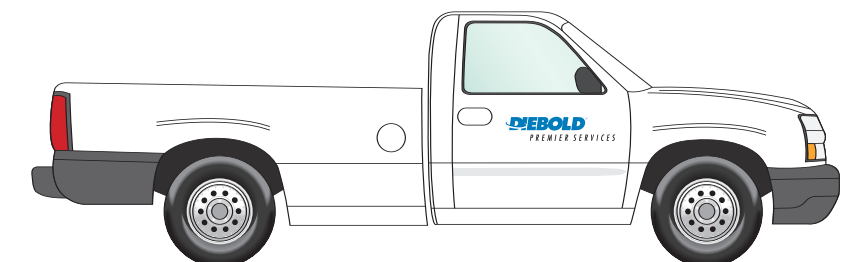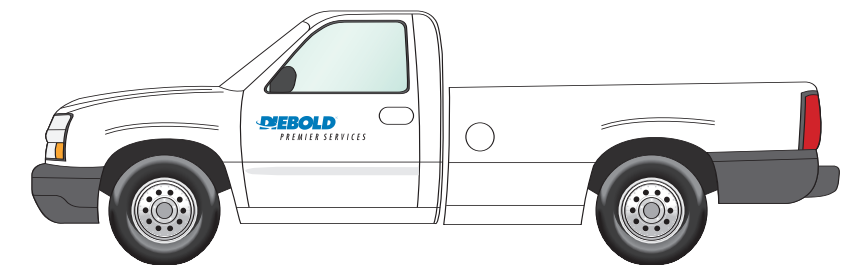©Diebold, Incorporated 2004

Chevrolet Silverado

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 business line in black. Please note that our corporate brand line is not used on the vehicles. Only the corporate brand and business line are to be identified on vehicles. Also, the only identification on the vehicle is on the doors as indicated below.
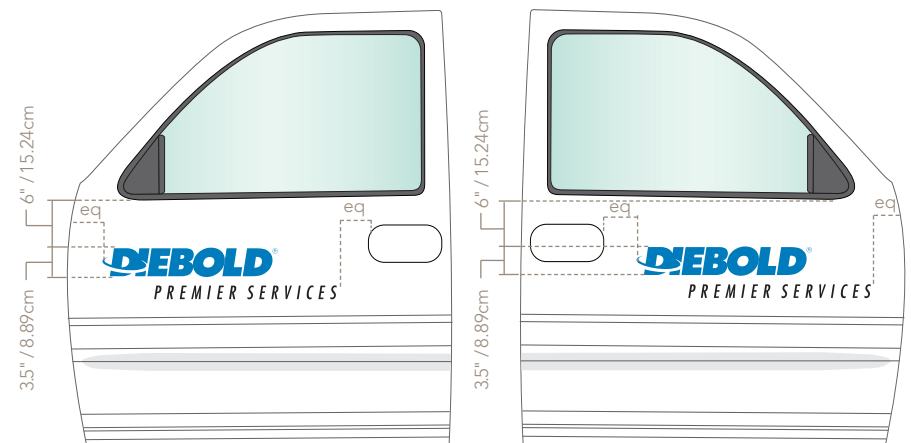
The decal is in full color with pre-spaced letters so that when it is applied to the door, the white finish of the vehicle shows through. The height of the "D" in Diebold is a fixed 3.5 inches or 8.89 centimeters high and is fabricated in a fixed visual relationship to the business line. It is unacceptable to alter the artwork in any way. For decal placement on the door, please refer to the drawing below. The decal is always centered left to right on the door.

For the Chevrolet Silverado pickup truck, the decal is to be placed 6 inches or 15.24 centimeters below the lowest portion of the window, measured from the top of the Diebold logo as indicated below. The decal is always placed on the right and left side doors as indicated. Please do not alter this placement.

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

Overall View

Door Detail – Left Side

Door Detail – Right Side