eGAIN COMMUNICATIONS
GRAPHIC STANDARDS AND USAGE GUIDELINES

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LOGO APPLICATION

CORPORATE LOGO:

The eGain logotype is the primary identification mark for eGain Communications. The relationships between each of the letter forms are defined in exact proportions and are not to be altered. All reproductions of the mark must be from authorized artwork only and should not be reproduced by typesetting.

The registration mark (®) must accompany the eGain logotype at all times. It should be enlarged or reduced in proportion to the established relationship between the two elements. However, the ® should never be used smaller than 4pt. (3⁄32") at minimum size applications, or larger than 18pt. (1⁄4") for large applications. In these instances, the spacing between the logotype and ® should be adjusted accordingly.

eGain®

eGain®

eGain®

eGain®

eGain®

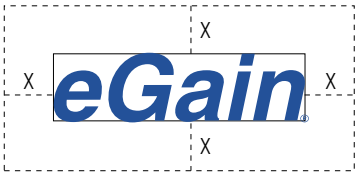
eGain®

LOGO APPLICATION

CLEAR SPACE:

The eGain logo must be clearly separated from other elements, including type, illustration and photography. Clear space is the appropriate amount of unviolated space around the logo. The clear space is based on a measurement of "x" established by the "x" height of the letter "n" in eGain.

Logo without tagline:



Logo with short tagline:

Logo with long tagline:

MINIMUM SIZE:

To ensure legibility of the tagline, the minimum size for reproduction of the eGain logo with tagline, is 2.5" (63.5 mm) wide, from the "e" in eGain on the left to the right side of the letter "s" in "Relationships." Without tag, the minimum reproduction size is 3/4" (19 mm) wide.

Logo with long tagline: 2 1/4" (57 mm)

Logo without tagline: 3/4" (19 mm)

Logo with short tagline: 3/4" (19 mm)

MAXIMUM SIZE:

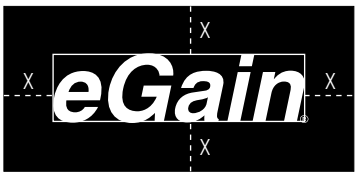
There are no maximum size restrictions as long as clear space requirements are met.

LOGO APPLICATION

REVERSE LOGOS

eGain logos reverse to white from any dark, solid color. Logos must be clearly separated from other elements, including type, illustration, and photography. Clear space is the appropriate amount of unviolated space around the logo. The clear space is based on a measurement of "x" established by the "x" height of the letter "n."

Logo without tagline:



Logo with short tagline:

Logo with long tagline:

MINIMUM AND MAXIMUM SIZE:

Size restrictions for reverse applications are the same as for positive versions as long as clear space requirements are met. Please refer to instructions on the preceding page.

LOGO APPLICATION

ACCEPTABLE COLOR APPLICATIONS

The following are examples of the only acceptable colors with which the eGain logo can be used:

PMS 281/Process PMS 281 on white background

Black on white background for B&W applications

White on PMS 281/Process PMS 281 background

White on black background for B&W applications

White on any dark background

PMS 281/Process PMS 281 on yellow background.

LOGO APPLICATION

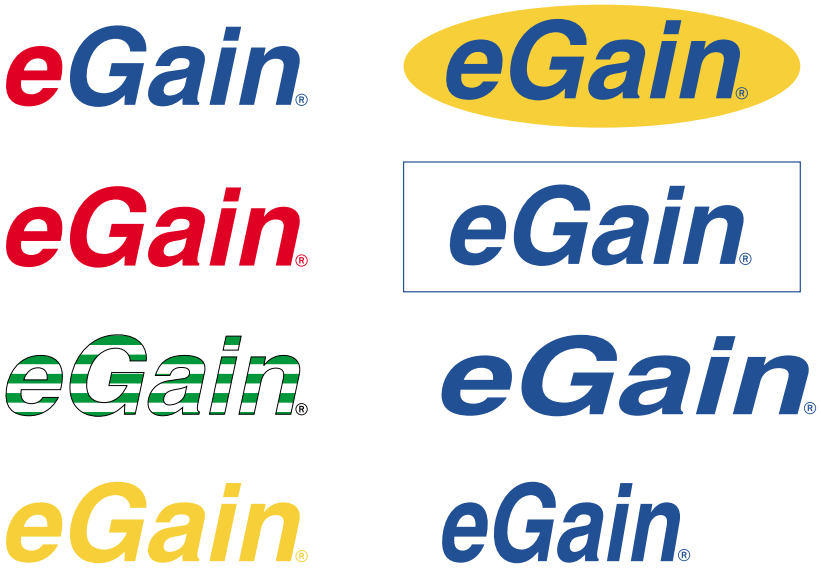
IMPROPER USE OF THE eGAIN LOGO

- Do not substitute with colors other than the approved eGain corporate colors.
- Do not alter color application within logo.
- Do not substitute fonts.
- Do not use the logo on colors that make it illegible.
- Do not place the logo within a shape other than the eGain swoop *(see pages 10 – 11).*
- Do not stretch or distort the logo.
- Do not create a text version of logo. Use custom artwork.

EXAMPLES OF IMPROPER USAGE:

Alteration of color within logo:

Improper distortion of logo:



REGISTRATION MARK USAGE GUIDELINES

REGISTRATION USAGE IN PRINTED MATERIALS:

A registration mark , should appear on lower right side of the eGain logo (see page 3).

Please note that the logo itself is not registered, only the word eGain is registered.

The eGain logo with the registration mark should be accompanied by the following text in graphics, collateral, advertising, and anywhere eGain is used in a graphically enhanced document:

© 2001 eGain Communications Corp. All rights reserved. eGain, the eGain logo and eGain products, services and slogans are trademarks, service marks or registered marks of eGain Communications Corporation. All other trademarks or registered trademarks are property of their respective owners.

The text in the above paragraph should be placed at the end of the document in 8pt or smaller type.

When the eGain logo with registration mark is used in the first instance it need not be used in running text.

REGISTRATION USAGE IN TEXT-BASED DOCUMENTATION:

When the eGain logo is not being used, but the company name eGain is referenced in text (such as a press release) then the registered trademark symbol should appear in the first instance of the eGain name (see page 3).

The following text should be used at the end of the document in the same typeface point size as the document text:

eGain, the eGain logo and eGain products, services and slogans are trademarks, service marks or registered marks of eGain Communications Corporation. All other trademarks or registered trademarks are property of their respective owners.

REGISTRATION USAGE ONLINE:

Web site

All eGain logos should appear with registration mark ®.

Copyright information should appear on each page of the Web site:

© 2001 eGain Communications Corp. All rights reserved.

The following text should appear under Terms & Conditions:

eGain, the eGain logo and eGain products, services and slogans are trademarks, service marks or registered marks of eGain Communications Corporation. All other trademarks or registered trademarks are property of their respective owners.

Outbound Mailers (Campaign)

The following text should appear at the bottom of the outbound mailer:

eGain, the eGain logo and eGain products, services and slogans are trademarks, service marks or registered marks of eGain Communications Corporation. All other trademarks or registered trademarks are property of their respective owners.

REGISTRATION MARK USAGE GUIDELINES (CONT.)

TRADEMARK AND SERVICE MARK USAGE

All eGain products and services should bare the trademark (TM) or service mark symbol (SM) in the first instance of the word.

The trademark or service mark symbols should appear on the bottom right side of eGain product or service names. (i.e. eGain Mail™)

The following paragraph should be added to text in graphics, collateral, advertising, and anywhere the logo is used in a graphically enhanced document:

© 2001 eGain Communications Corp. All rights reserved. eGain, the eGain logo and eGain products, services and slogans are trademarks, service marks or registered marks of eGain Communications Corporation. All other trademarks or registered trademarks are property of their respective owners.

This text should be placed at the end of the document in 8pt or smaller type.

Some examples of products that should be trademarked are as follows:
eGain Mail™

eGain Live™

eGain Assistant™

eGain Inform™

eGain Campaign™

eGain Voice™

eGain Interact™

eGain Knowledge™

eGain Call Center Bridge™

CORPORATE COLOR PALETTES (Coated)

eGAIN PRIMARY COLORS

The eGain corporate color palette includes two colors:

- eGain Blue (PMS 281C)
- eGain Yellow (PMS 136C)

PMS 281	PMS 136
CMYK: 100/69/0/14 RGB: 0/0/102	CMYK: 0/27/90/0 RGB: 255/204/51

eGAIN SECONDARY COLORS

PMS 384	PMS 520	PMS 1525	PMS 201	PMS 568	PMS 423
CMYK: 45/25/100/0 RGB: 153/153/0	CMYK: 70/100/0/0 RGB: 102/0/102	CMYK: 0/70/100/10 RGB: 204/102/0	CMYK: 0/100/50/40 RGB: 153/0/51	CMYK: 100/0/40/40 RGB: 51/102/51	CMYK: 0/0/0/50 RGB: 153/153/153

For print, use the Pantone®* Color Guide to accurately reproduce the colors. Suggested CMYK color builds are provided if Pantone Colors can't be used. Please note that CMYK tint builds can vary from printer to printer and a test should be conducted to ensure an accurate color match.

For Web and on-screen viewing, RGB colors have been selected from the Web safe color palette. This palette is based on colors specified in the Pantone®* Color Guide. This sample is not intended to accurately represent the Pantone Colors (a current and accurate Pantone Guide should be consulted).

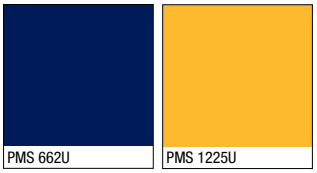
*Pantone® is a registered trademark of Pantone, Inc.

CORPORATE COLOR PALETTES (Uncoated)

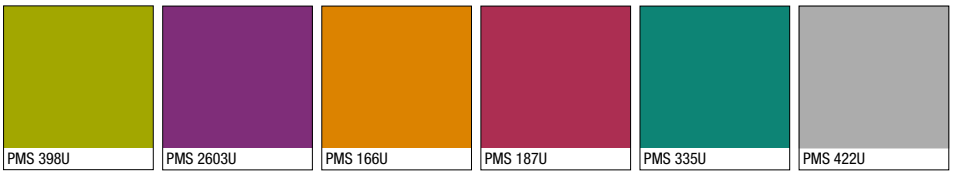
eGAIN PRIMARY COLORS

The eGain corporate color palette includes two colors:

- eGain Blue (PMS 662U)
- eGain Yellow (PMS 1225U)



eGAIN SECONDARY COLORS



For print, use the Pantone®* Color Guide to accurately reproduce the colors. Suggested CMYK color builds are provided if Pantone Colors can't be used.

This palette is based on colors specified in the Pantone®* Color Guide. This sample is not intended to accurately represent the Pantone Colors (a current and accurate Pantone Guide should be consulted).

*Pantone® is a registered trademark of Pantone, Inc.

GRAPHIC ELEMENTS

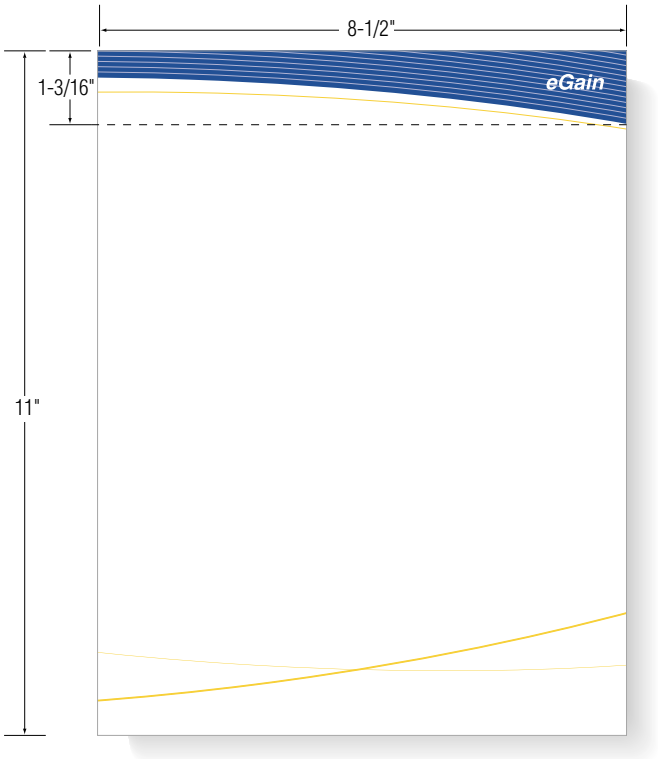
eGAIN SWOOPS

The graphic element refered to as the eGain “Swoop,” is used throughout eGain printed and electronic communications. There are two acceptable versions for its recommended usage.

2-COLOR “PINSTRIPE” SWOOP

When used on printed pieces, refer to the measurements for standard 8-1/2" X 11" materials as shown. The starting point for the swoop is always the upper right side of the page, but both the swoop and the yellow arcs below crop on the 8-1/2" point.

The 2-color “pinstripe” version of the swoop is to be used for corporate stationery, white papers and other similar types of printed communications where 4-color printing is not required or deemed appropriate. It will preserve this important element of the new graphic standards while accommodating the use of limited color printing or budget considerations.



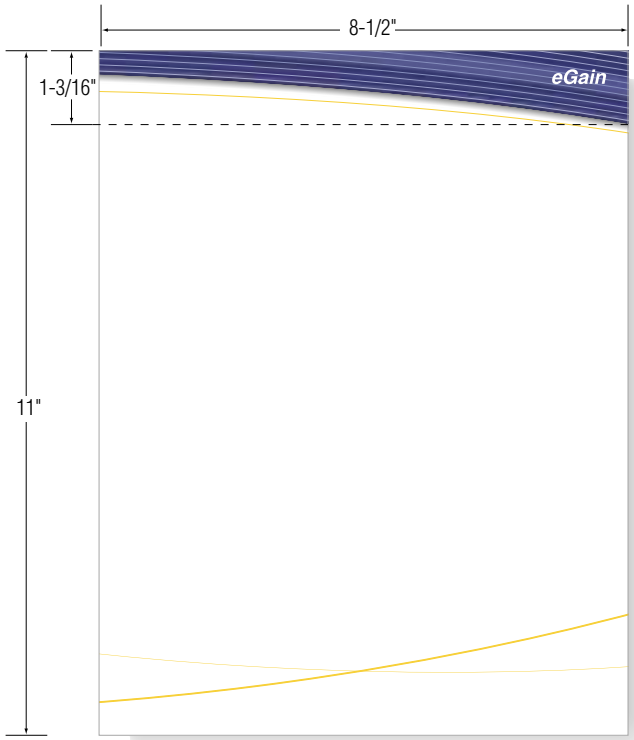
GRAPHIC ELEMENTS

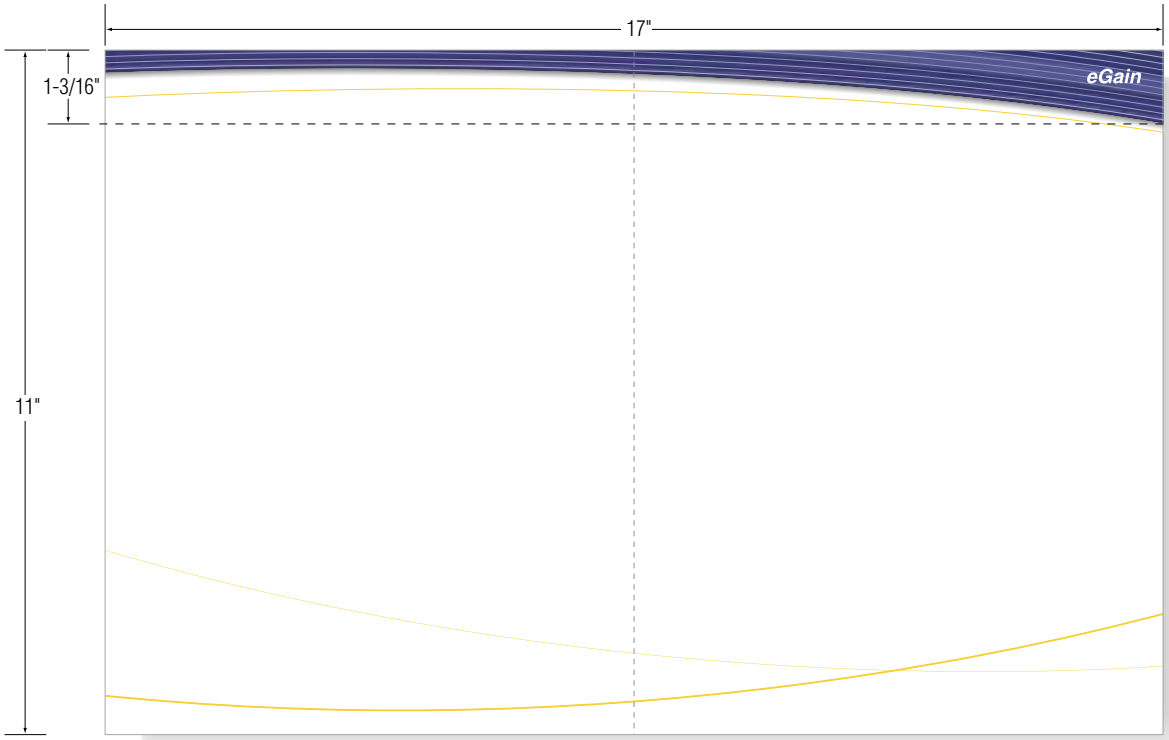
4-COLOR "MULTI-BAND" SWOOP

This version is intended for use with all printed materials that incorporate 4-color printing, such as marketing and promotional brochures, datasheets, direct mail and annual reports. As a 4-color application, it provides a visually, color-rich rendition of this important element of the new graphic standards.

When used on printed pieces, refer to the measurements for standard 8-1/2" X 11" and 11" X 17" materials as shown. The starting point for the swoop is always the upper right side of the page, but both the swoop and the yellow arcs below crop on the 8-1/2" point.

The eGain logo reverses out of any color swoop, with the exception of the yellow swoop, when the logotype is produced in PMS 281.

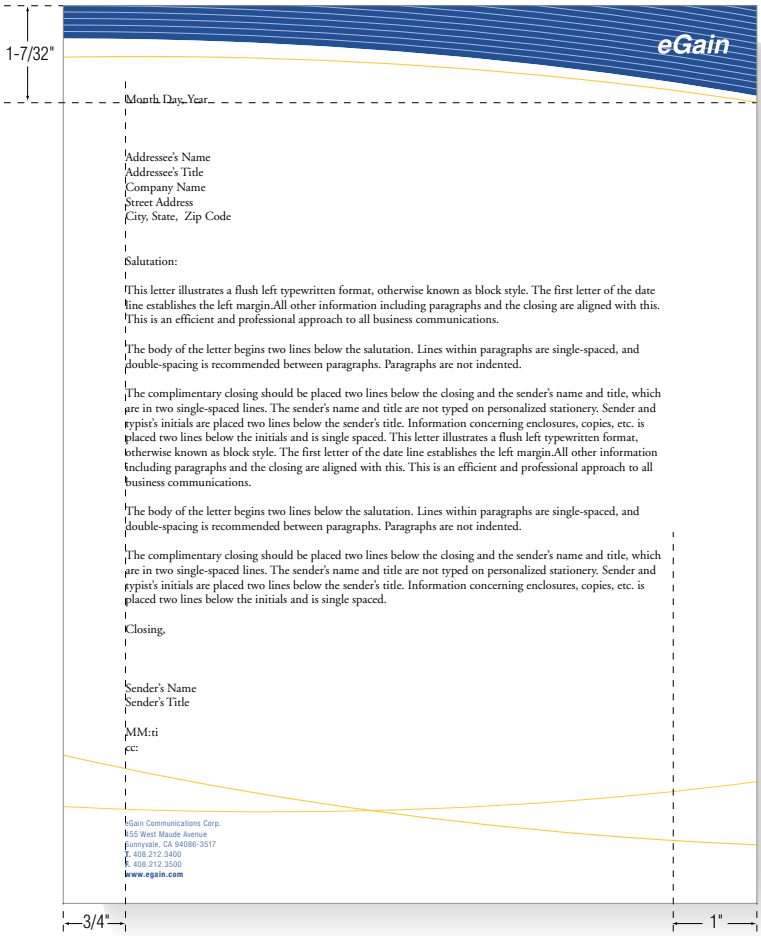




STATIONERY

TYPOGRAPHY

Typed copy must be in black. Letters typed in word processors should be set in Adobe Garamond (AGaramond) at the size of 12 points. Letters should have no indents and an extra line space between paragraphs.



ALIGNMENT

On the letterhead, copy should line up on the left with the address at bottom. The baseline of the date should align with the edge of the yellow arc beneath the blue swoop.

On the envelope, the address should align with the right edge of the eGain swoop and be centered visually.

PAPER STOCK SPECIFICATIONS

UNITED STATES

Brochures

Cover Pages: McCoy Silk 100# Cover
Text Pages: McCoy Silk 100# Text

Datasheets (2 & 4 pages)

McCoy Silk 80# Cover

Folder

McCoy Silk 120# Cover

Stationery

Letterhead: Starwhite Vicksburg Smooth - 24# Tiarra

Envelopes: Starwhite Vicksburg Smooth - 24# Tiarra

Business Cards: Starwhite Vicksburg - Card Stock, Tiarra

INTERNATIONAL

Brochures

Cover Pages: Satimat Silk 250gsm
Text Pages: Satimat Silk 170gsm

Datasheets (2 & 4 pages)

Satimat Silk 170gsm

Folders

Satimat Silk 300gsm

Stationery

Letterhead: Laserspeed 100gsm

Envelopes: Laserspeed 100gsm

Business Cards: Ivory Board 335gsm

TYPOGRAPHY

CORPORATE COMMUNICATIONS

Much of what gives eGain its unique look and style are the corporate type font families which are part of the core identity. Use only these typefaces for eGain corporate communications, including legal copy, proposals, product brochures and data sheets, product user manuals, stationery, signage, tradeshow graphics, packaging, PowerPoint presentations and conference materials.

- Use Helvetica Neue family for headlines, subheads and larger graphic quotes. *(The sample list below does not display all the weights available in the Helvetica Neue family.)*
- Use Adobe Garamond family for body copy.

HELVETICA NEUE CONDENSED LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE CONDENSED LIGHT OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE CONDENSED REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE CONDENSED REGULAR OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE CONDENSED BOLD OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE LIGHT
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE LIGHT ITALIC
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE ROMAN
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE ITALIC
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE BOLD
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE HEAVY
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND ITALIC
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND SEMIBOLD
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND SEMIBOLD ITALIC
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND BOLD
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

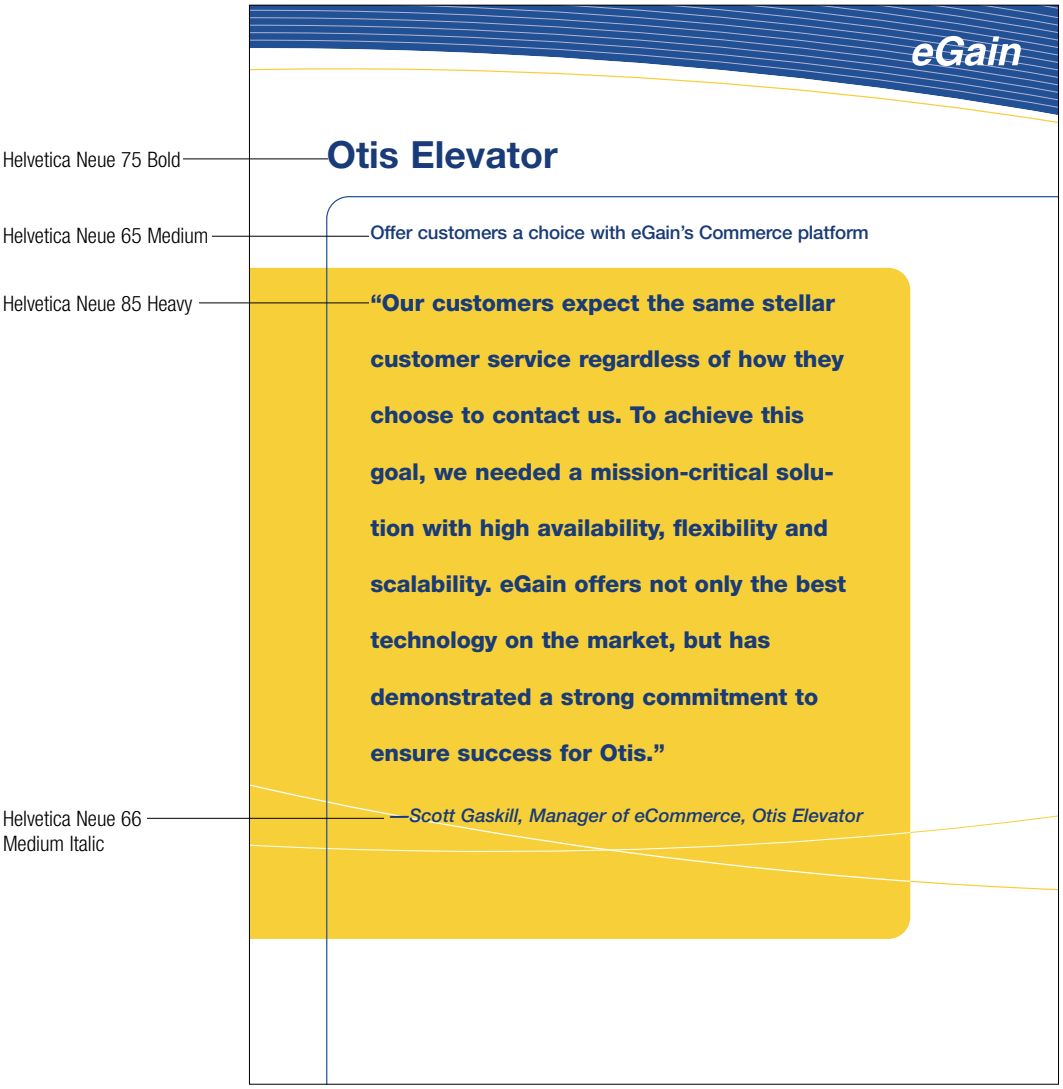
ADOBE GARAMOND BOLD ITALIC
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IN-HOUSE COMMUNICATIONS

For in-house communications, including letters and memos, use only these typefaces.

- Use Arial bold or bold italic for san-serif text.
- Use Adobe Garamond regular, italic, bold or bold italic for serif text.

TRADESHOW GRAPHICS

TYPOGRAPHY

To maintain eGain's brand image, we recommend using the Helvetica Neue family of fonts as shown below when producing all tradeshow graphics. *(See page 14 for the Helvetica Neue full range of weights.)*