# Branding Guidelines for Factiva Search Module

### Introduction

The following guidelines are available to qualified customers of Factiva Search Module, a research tool that can be inserted in a corporate intranet or portal interface. In this way, end users can run searches across Factiva's news archive without having to exit their corporate desktop interface.

Protecting the integrity of the Factiva identity through consistent and correct tile, logo and icon usage is essential to building and maintaining a strong, global brand. It ensures our standing as a source of reliable and relevant business information, cutting-edge technology and personalized service, which, in turn, builds credibility for our clients' information strategies.

This document provides guidelines on the correct use of the Factiva identity in Factiva Search Module and all its editions. It is a condition of our Factiva Search Module agreement that customers strictly adhere to these guidelines. Only companies with expressly written agreements with Factiva are authorized to display our Factiva tiles, logo and icon.

factiva™
Dow Jones & Reuters

# General Logo, Tile and Icon Specifications

## Colors

The Factiva tiles, logos and icons use the following colors, which should not be changed or altered in any way.

**Factiva Green**
Pantone # 383c, 390u
Process c35 m0 y100 k18
R151 G173 B0
Web 99CC00

**White**
Pantone # NA
Process c0 m0 y0 k0
R100 G100 B100
Web FFFFFF

**Black**
Pantone # Process Black
Process c0 m0 y0 k100
R0 G0 B0
Web 000000

**Light Grey**
Pantone # 420C
Process c0 m0 y0 k20
RGB NA
Web CCCCCC

## Tiles, Logos and Icons

All content from Factiva is branded using a system of tiles, logos and icons. All the tiles, logos and icons are available at
**http://www.factiva.com/integration/logos**. No logos or links provided with Factiva products may be removed, resized, altered or redirected.

## •Tiles

A tile should appear on a page whenever a user can access Factiva content. This includes any view that displays a search box, folders or headlines or articles that link to Factiva articles. Choose a black or white tile in one of three sizes.

**Links:** Factiva tiles need to link to **http://www.factiva.com/integration/aboutfactiva.**

**Size:** The Factiva tile should never be smaller than 88 x 31 pixels. This is to ensure legibility of Factiva's company parent names, Dow Jones & Reuters, which are an essential part of our identity.

**Tile option 1: 88 x 31 pixels**
To be used when your application offers limited space.

**Tile option 2: 88 x 62 pixels**
To be used when your application offers more than 88 x 62 pixel space.

**Tile option 3: 125 x 62 pixels**
To be used when your application space offers more than 125 x 62 pixel space.

31 pixels

88 pixels

**Clearspace:** The clearspace left around all tiles should be equal to one half the height of the tile used. No other words, logos, images or graphics should be closer to the tile than this space. Similarly, if the tile is placed in a corner, the amount of clearspace between the tile and the edge of the screen should be equal to one half the height of the tile used.

## • Logos

### Factiva logo

The Factiva logo appears in upper right corner of all Factiva articles.

**Size:** 31 pixels vertical minimum.

**Clearspace:** The clearspace left around the logo on article pages should maintain a minimum of 20 pixels padding. No other words, logos, images or graphics should be closer to the tile than this space.
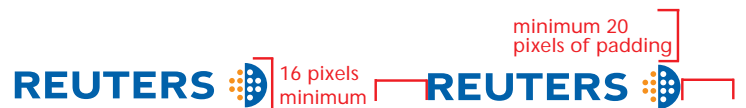
minimum 20 pixels of padding

31 pixels minimum

### Other logos

Certain information providers (IPs) such as McGraw Hill, Infoworld, Ziff Davis, Forbes, Reuters and Dow Jones, require that their logos also appear on articles they provide via Factiva. Please refer to the Factiva Integration reference guide for requirements on obtaining and displaying logos from Factiva's Information Providers (IPs).

**Size:** 16 pixels vertical minimum.

**Clearspace:** The clear space left around the logo on article pages should maintain a minimum of 20 pixels padding. No other words, logos, images or graphics should be closer to the tile than this space.

minimum 20 pixels of padding

16 pixels minimum

## • Icons

The Factiva icon must display alongside headlines that originate from Factiva. When co-mingling articles from other resources, the icon serves to distinguish Factiva content. Choose from one of four icon colors.

**Size:** 16 x 16 pixels. Four icons are available, to be used in conjunction with tile size options 1-3 to identify Factiva content on the headline view.

**Clearspace:** The icon should have one letter space clear to the right of the icon prior to the beginning of the headline.

one letter space

## Trademark Basics, Copyrights and Legal Terms and Agreements

## Trademarks

Factiva is a trademark of Dow Jones Reuters Business Interactive, LLC. All of the content and artwork, except where stated otherwise, is protected by copyright or trademark law and is owned by Dow Jones Reuters Business Interactive, LLC., trading as Factiva. All rights reserved.

## Copyright

### •Factiva copyright

The Factiva copyright message must be included in the footer of every page containing headlines or articles from Factiva. This copyright must not be removed or altered in any way.

© [current year] Dow Jones Reuters Business Interactive, LLC., trading as Factiva. All rights reserved.

### •Other copyrights

All information provider (IP) copyright messages included in the Factiva articles must be clearly displayed and associated with the article. This copyright must not be removed or altered in any way.

## Legal Terms and Agreements

All end-users must have access, via a prominent blue link in Factiva articles, to the legal terms and conditions, **http://www.factiva.com/termsofuse**, which apply to the Factiva content.
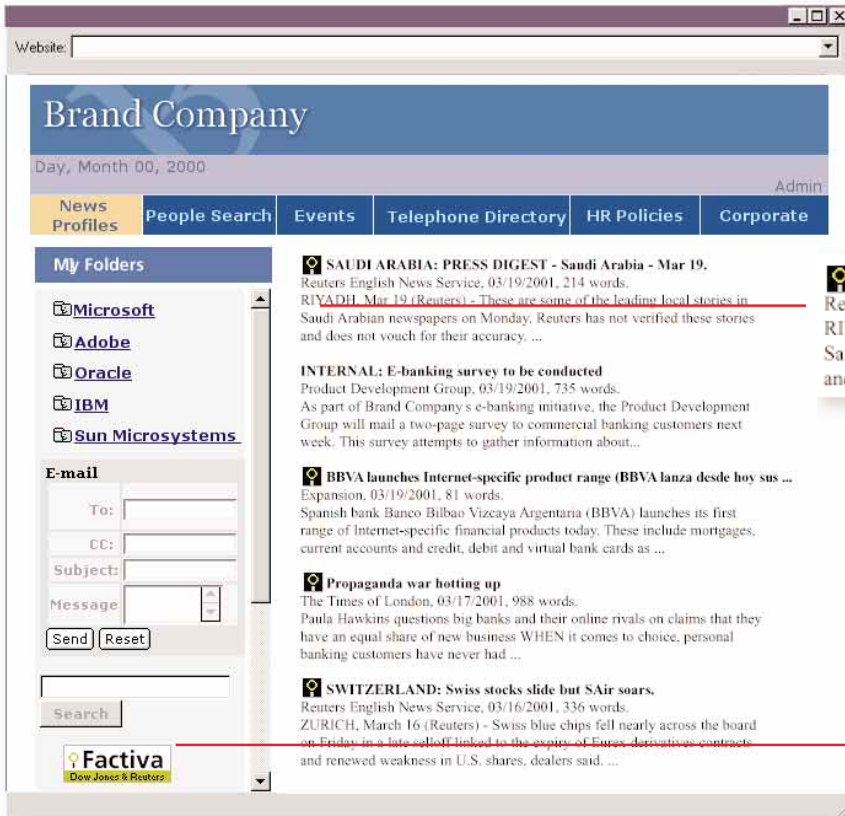
## Usage

Factiva products require use of the tile, logo and icon system at the 1) headline view and the 2) article view. All Factiva branding must be preserved on the printed output. A factiva tile, (size option 1, 2 or 3) must appear on any page containing a link to Factiva content.

## •Headline View Requirements

Whenever Factiva headlines appear, Factiva requires:

**1.** *Factiva tile:* a Factiva tile (size option 1, 2 or 3) must appear on any view that displays Factiva headlines.

**2.** *Factiva icon:* headlines delivered from Factiva must be branded with the Factiva icon. Factiva icons must never appear without the presence of a Factiva tile.

**2.** Factiva icon

**SAUDI ARABIA: PRESS DIGEST - Saudi**
Reuters English News Service, 03/19/2001, 214 w...
RIYADH, Mar 19 (Reuters) - These are some of th
Saudi Arabian newspapers on Monday. Reuters has
and does not vouch for their accuracy. ...

A properly placed Factiva icon appears before all Factiva headlines and never appears without the presence of a Factiva tile.

**1.** Factiva tile

A Factiva tile must appear on any page a user can access Factiva content. This includes any view that displays a search box, folders or headlines. This tile must link to http://www.factiva.com/integration/aboutfactiva

### Incorrect Usage:

**BBVA launches Internet-specific product range (BBVA lanza desde hoy sus ...**
Expansion, 03/19/2001, 81 words.
Spanish bank Banco Bilbao Vizcaya Argentaria (BBVA) launches its first range of Internet-specific financial products today. These include mortgages, current accounts and credit, debit and virtual bank cards as ...

⊘ Do not place the icon within the headline or lead sentences.

**BBVA launches Internet-specific product range (BBVA lanza desde hoy sus ...**
Expansion, 03/19/2001, 81 words.
Spanish bank Banco Bilbao Vizcaya Argentaria (BBVA) launches its first range of Internet-specific financial products today. These include mortgages, current accounts and credit, debit and virtual bank cards as

⊘ Do not place the icon to the right of the headline and lead sentences.

# •Article View

Whenever Factiva articles appear, Factiva requires:

1. *Factiva logo:* The Factiva logo must appear in the upper right corner of all pages displaying Factiva articles. The Factiva logo must appear as predominantly as other third party trademarks and must also appear on all article print output.

2. *Other logos:* Certain information providers (IPs) such as McGraw Hill, Infoworld, Ziff Davis, Forbes, Reuters and Dow Jones require that their logos also appear on articles they provide via Factiva. These logos must appear in the upper left corner of the article.

3. *Factiva copyright:* The Factiva copyright must appear at the bottom of all pages displaying Factiva articles.

4. *Other copyrights:* All information providers require that their copyrights appear on articles they provide via Factiva. These copyrights must appear underneath the title of the article.

5. *Terms of use:* Factiva's Terms Of Use must appear as a blue link at the bottom of all pages displaying Factiva articles.

**2.** Other logos (from IP's)
minimum 20 pixels of padding

**1.** Factiva logo
minimum 20 pixels of padding

## REUTERS

**4.** Other copyrights (from IPs)

1 March 2001
Reuters English News Service
(C) Reuters Limited 2001.

**REUTERS**

**UK: UPDATE 1-Aegis' Carat secures Pfizer ad account.**

1 March 2001
Reuters English News Service
(C) Reuters Limited 2001.

LONDON, Feb 13 (Reuters) - British media services group Aegis Group Plc said on Tuesday its Carat agency had beaten off rivals to keep drug giant Pfizer Inc.'s North American media account, worth some $700 million in annual billings.

The London-based media group said Pfizer decided to opt for Carat over WPP Group Plc's MindShare USA and U.S. rival Omnicom Group Inc.

Pfizer had reviewed its account for media strategy, planning and buying since merging last year with Warner-Lambert Co. While Pfizer had traditionally used Carat, Warner-Lambert had hired MindShare and Cordiant's Bates.

"This doubles our Pfizer account and takes it to a similar size as our largest account, Renault," Aegis Chief Executive Doug Flynn said in an interview. "It's an endorsement of our model business model, and we have a lot of U.S. bu

Fears that Pfizer might defect to another agency have weighed on Aegis' s about 24 percent in the past six months during Pfizer's review of its North .

The Pfizer account was previously worth around $300-$400 million of annu of just 1.5 percent but has seen its ranking rise to No. 6 from No. 12 last year.

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**3.** Factiva Copyright

"This account puts Carat on the map in the United States. They're winning accounts against the best and will no doubt be in the running for others now," said Anthony de Larrinaga, a media analyst at SG Securities in London.

Aegis won a record $1.85 billion in new business in the first 10 months of 2000, taking its total billings to some $14 billion, after winning new business mainly in Europe, including Renault, Carrefour and BMW AG.

Through Carat, Aegis is the biggest media buying group in Europe. It has set itself a five-year target of becoming the biggest in the United States.

"Winning the Pfizer account had become something of a totem in the minds of investors and was seen as a test of our business model in the United States," Flynn said.

Carat's win does not include Pfizer's media business outside North America, which is worth another $700 million and is split among a number of Bates, a unit of Cordiant Communications Group Plc will retain Pfizer's North American account for creative work.

**5.** Terms of use Link

**Terms of use**      ©2001 Dow Jones Reuters Business Interactive LLC., trading as Factiva. All rights reserved.

## Terms of use

## Incorrect Usage:

🚫 Do not place the Factiva logo below other logos (from IPs).

🚫 Do not place the Factiva logo at the bottom of the article.