CORPORATE STYLE GUIDE

INTERWOVEN

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This manual officially establishes Interwoven's corporate identity.

It defines the basic specifications for the visual identification system and its use in various applications.

INTERWOVEN

THE CORPORATE LOGO

The consistent and correct use of the Interwoven logo is essential to creating and maintaining a strong corporate brand identity.

The corporate logo represents the entire company, and is the most important element of a company's visual identification. The logo was designed with this in mind, so it must not be altered in any manner which would misrepresent the company.

The two versions of the logo can be used interchangeably, depending on the context. However, when reproducing the logo at a size smaller than $1\frac{1}{2}$ inches wide, use only the logo without the tagline below the company name. Do not reproduce any logo smaller than 1 inch wide.

When reproducing this logo, use the camera-ready art supplied with these guidelines or an equivalent electronic file.

INTERWOVEN
WEBSITE PRODUCTION CONTROL

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INTERWOVEN
WEBSITE PRODUCTION CONTROL
$1\frac{1}{2}$ **minimum size with tagline**

INTERWOVEN
1 **minimum size**

COLOR

INTERWOVEN
WEBSITE PRODUCTION CONTROL

Two colors have been selected as Interwoven's official corporate colors. The usage of these colors on the Interwoven logo is specified at right.

The logo must be printed in these colors as specified, entirely in black or, when on a dark background, reversed to white.

The CMYK process equivalents of the corporate colors are listed below:

PMS 229: 0% cyan; 87% magenta, 15% yellow; and 65% black.

PMS 549: 60% cyan; 0% magenta, 0% yellow; and 30% black.

The RGB screen color equivalents of the corporate colors are listed below:

PMS 229: R 51; **G** 0; **B** 0
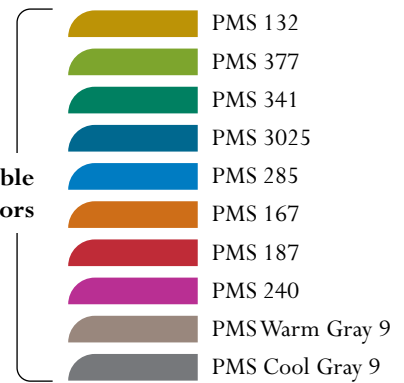
PMS 549: R 0; **G** 102; **B** 102

COLOR PALLETTE

The objective of the color pallette is to provide a consistent choice of colors to create a distinctive corporate image.
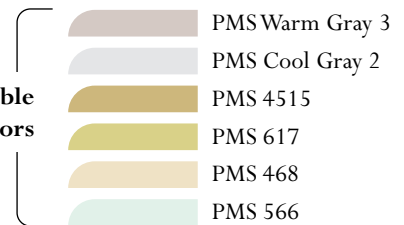
Use the examples at right as a guideline for colors to use as a background behind the corporate logo, and as accent colors elsewhere on the page to enhance the appearance of the corporate logo.

These color swatches are for reference only. For actual color reference, see a PANTONE® color specifier swatch book.

PMS 549   PMS 229

Examples of acceptable accent colors

PMS 132
PMS 377
PMS 341
PMS 3025
PMS 285
PMS 167
PMS 187
PMS 240
PMS Warm Gray 9
PMS Cool Gray 9

Examples of acceptable background colors

PMS Warm Gray 3
PMS Cool Gray 2
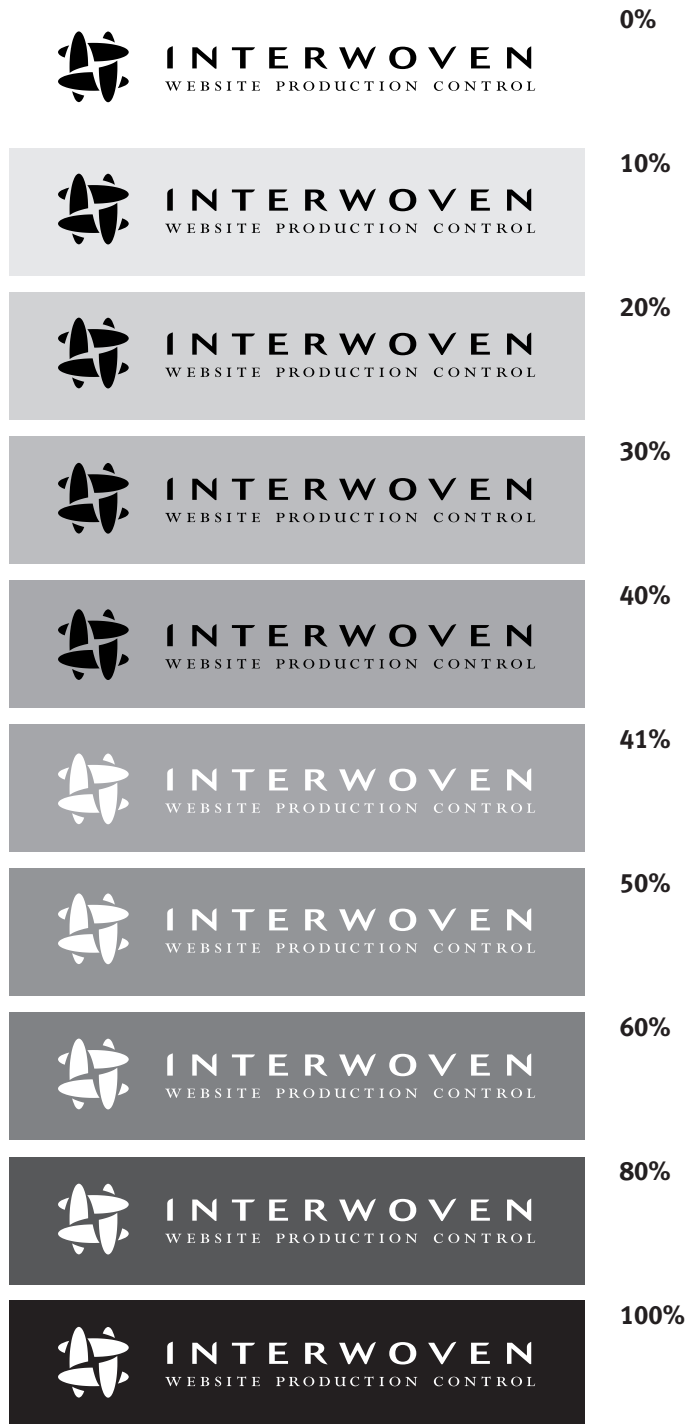PMS 4515
PMS 617
PMS 468
PMS 566

BACKGROUND

To enhance the appearance and distinctiveness of the logo, the following background color specifications were developed and must be adhered to at all times.

The logo should only be placed on a solid background of a light color that is harmonious with the corporate colors (see COLOR page).

Black: When the logo is in black, the background color tone value must be equivalent to **less** than 40% gray scale

White: When the logo is in reverse to white, the background color tone value must be equivalent to **more** than 40% gray scale.

Color: When the logo is in color (see COLOR page), the background color tone value must be equivalent to no more than 20% gray scale.

0%

10%

20%

30%

40%

41%

50%

60%

80%

100%

ISOLATION

To enhance the appearance and distinctiveness of the logo, isolation specifications were developed and must be adhered to at all times.

A. This zone consists of the immediate area surrounding the symbol mark. This area must be kept free of other graphic elements, except for acceptable background colors (see COLOR page). The measurement X is equal to the height of the logo bug.

B. The logo must not be printed on any background that would make it difficult to recognize. Any patterned background should have no more than 20% gray scale tone (see BACKGROUND page).

A.

B.
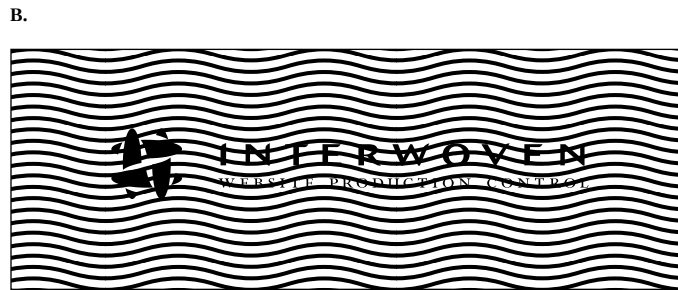
THE TEAMSITE LOGO

The consistent and correct use of the TeamSite logo is essential to creating and maintaining a strong product identity.

The TeamSite logo represents the product, and is the most important element its visual identification. The logo was designed with this in mind, so it must not be altered in any manner which would misrepresent the product.

Other than noted, all rules regarding the background and isolation of the Interwoven logo apply to the TeamSite logo as well (see BACKGROUND and ISOLATION pages).

In situations where a logo with a graphic element is innapropriate, it is acceptable to use the only the logotype portion of the logo. All rules regarding size and isolation of the graphic logo apply to the logotype as well.

When used in conjunction with the corporate logo, the TeamSite product logo should be at least 200% larger than the corporate logo. This is to visually position the product more predominantly than the company.

Do not reproduce the logo at a size smaller than 1 inch wide.

When reproducing this logo, use the camera-ready art supplied with these guidelines or an equivalent electronic file.

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1

minimum size

TeamSite Logo ▶ Isolation

To enhance the appearance and distinctiveness of the logo, isolation specifications were developed and must be adhered to at all times.

A. This zone consists of the immediate area surrounding the symbol mark. This area must be kept free of other graphic elements, except for acceptable background colors (see COLOR page). The measurement X is equal to the width of the "S" and "I" in TeamSite.
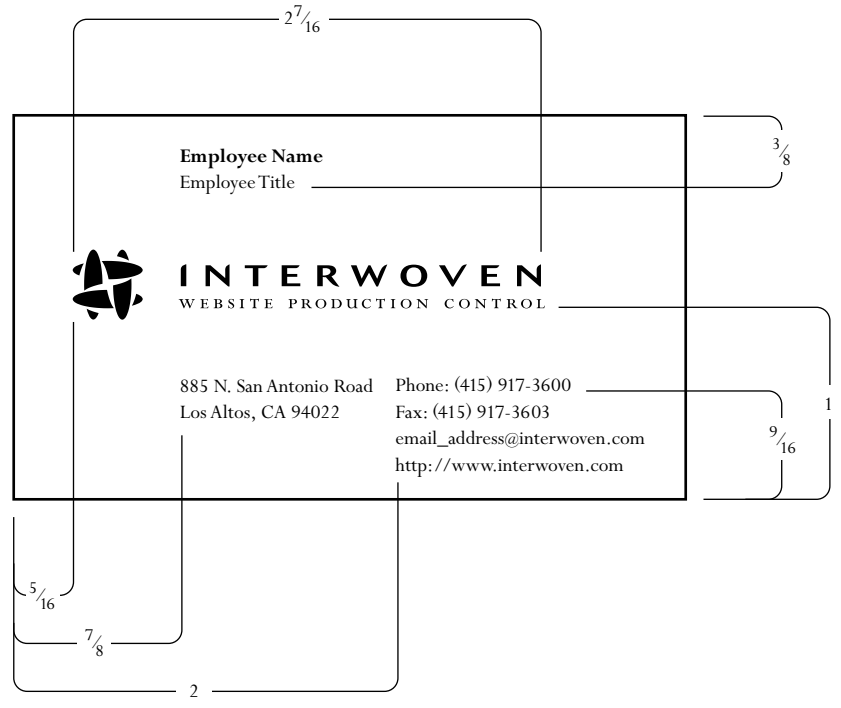
A.
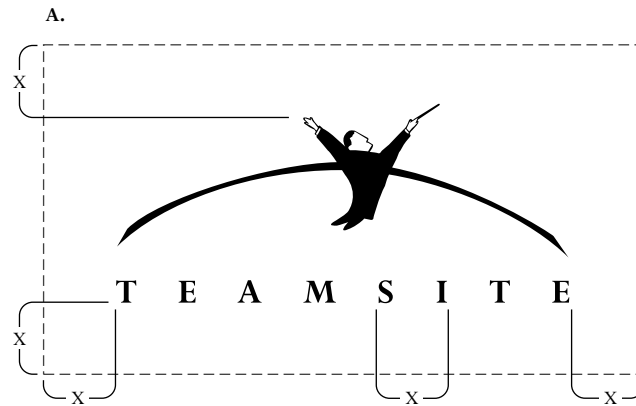
Business Card

Refer to the sample at right for the location of the elements on the business card. All units are measured in inches.

All type is set at 8 points with 10 points lead. The employee name is set in Perpetua Bold, all other information is Perpetua Regular. The "@" symbol in the email address is set two points smaller than the surrounding type, at 6 points.

The logo must be printed in its two color form (see COLOR page). All type is printed in PMS 229.

The business card is printed on 88# Strathmore Writing Cover Bristol, Ultimate White, plate finish.

$2\frac{7}{16}$

Employee Name
Employee Title

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885 N. San Antonio Road
Los Altos, CA 94022

Phone: (415) 917-3600
Fax: (415) 917-3603
email_address@interwoven.com
http://www.interwoven.com

1

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$\frac{5}{16}$

$\frac{7}{8}$

2

LETTERHEAD

Refer to the sample at right for the specification for the placement of elements on the letterhead.

All type is set at 8 points with 10 points lead. All information is set in Perpetua Regular.

The logo must be printed in its two color form (see COLOR page). All type is printed in PMS 229.

The letterhead is printed on 24# Strathmore Writing, Ultimate White, wove finish.

$3\frac{3}{4}$

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$1\frac{3}{8}$

INTERWOVEN
WEBSITE PRODUCTION CONTROL

885 N. San Antonio Road   Phone: (415) 917-3600
Los Altos, CA 94022   Fax: (415) 917-3603
http://www.interwoven.com

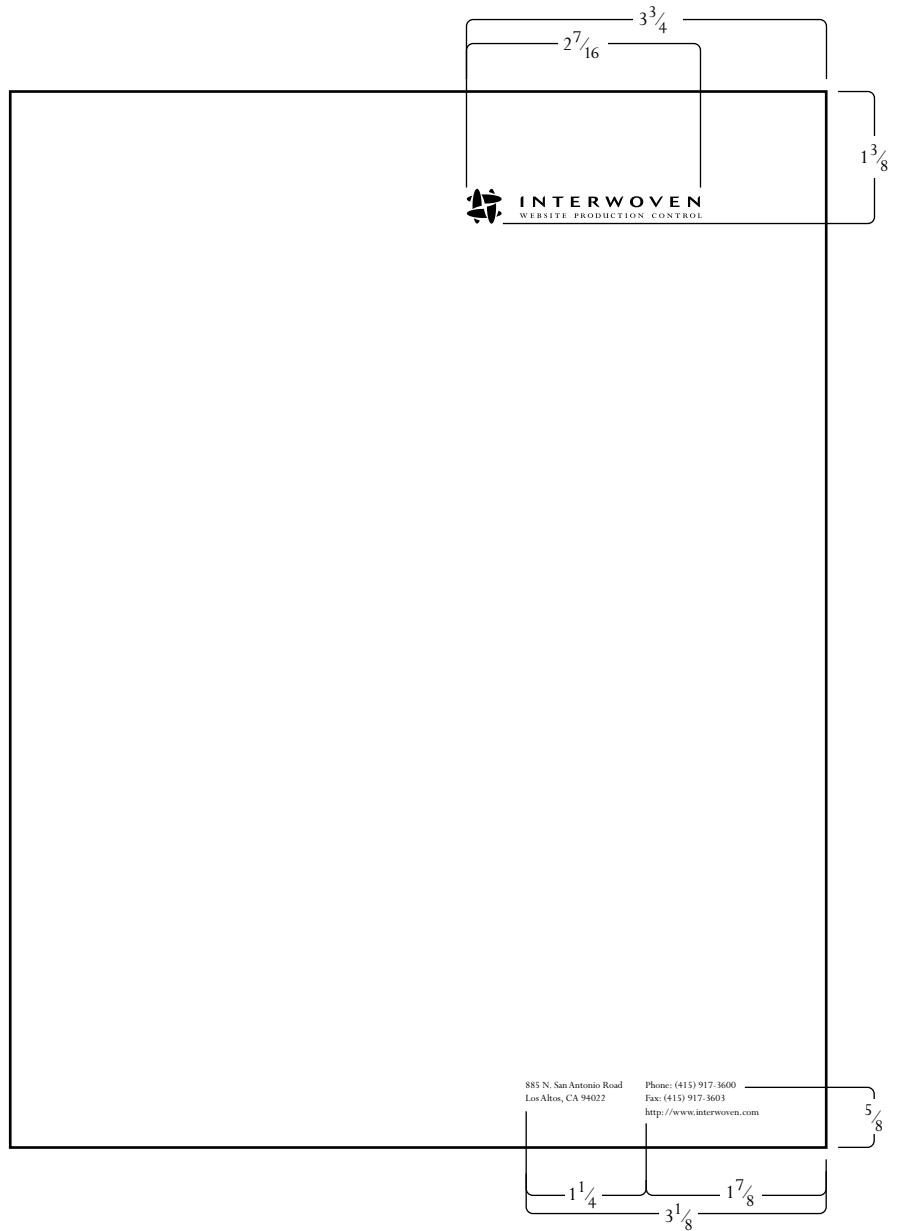$5\frac{}{8}$

$1\frac{1}{4}$

$1\frac{7}{8}$

$3\frac{1}{8}$

ENVELOPE

Refer to the sample at right for the specification for the placement of elements on the envelope.

All type is set at 8 points with 10 points lead. All information is set in Perpetua Regular.

The logo must be printed in its two color form (see COLOR page). All type is printed in PMS 229.

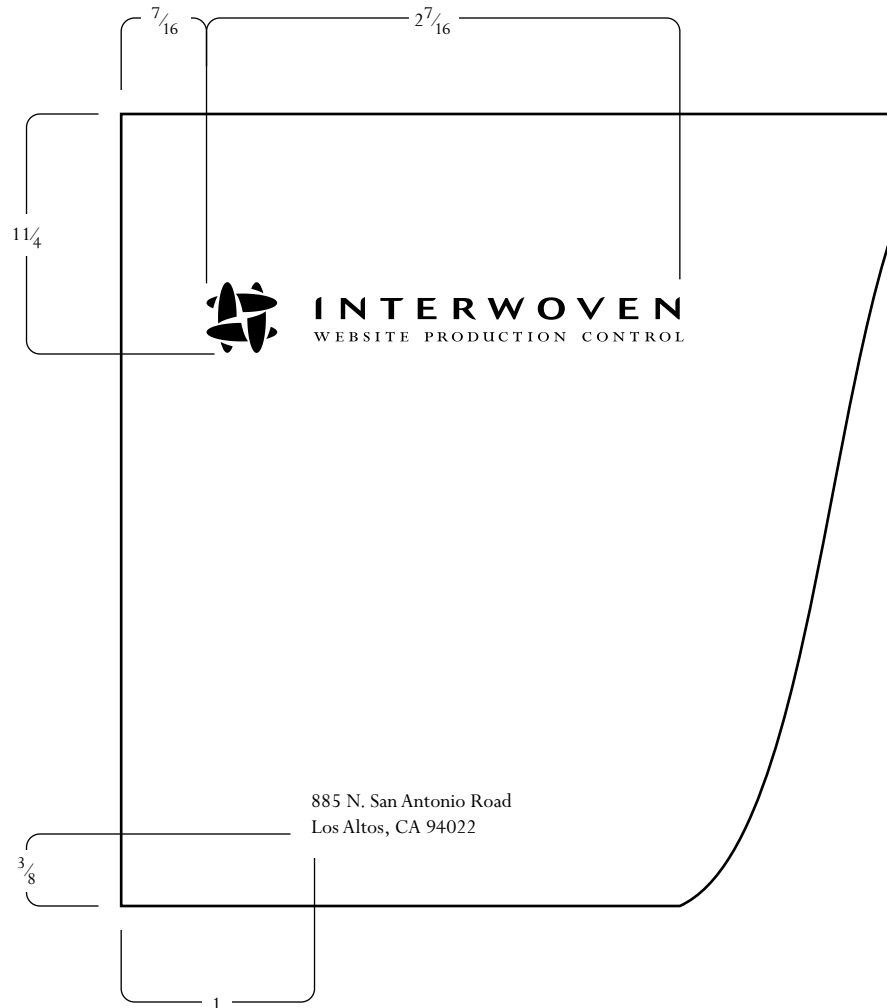The envelope is printed on 24# Strathmore Writing, Ultimate White, wove finish.

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$1\frac{1}{4}$

INTERWOVEN
WEBSITE PRODUCTION CONTROL

885 N. San Antonio Road
Los Altos, CA 94022

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TYPOGRAPHY

It is important to create and maintain a consistent typographic look throughout the corporate identity program.

Refer the the samples at right for examples of recommended typefaces to be used on collateral material representing Interwoven.

PERPETUA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890&?%'/'.,!

PERPETUA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890&?%'/'.,!

PERPETUA ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890&?%'/'.,!

META PLUS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890&?%'/'.,!

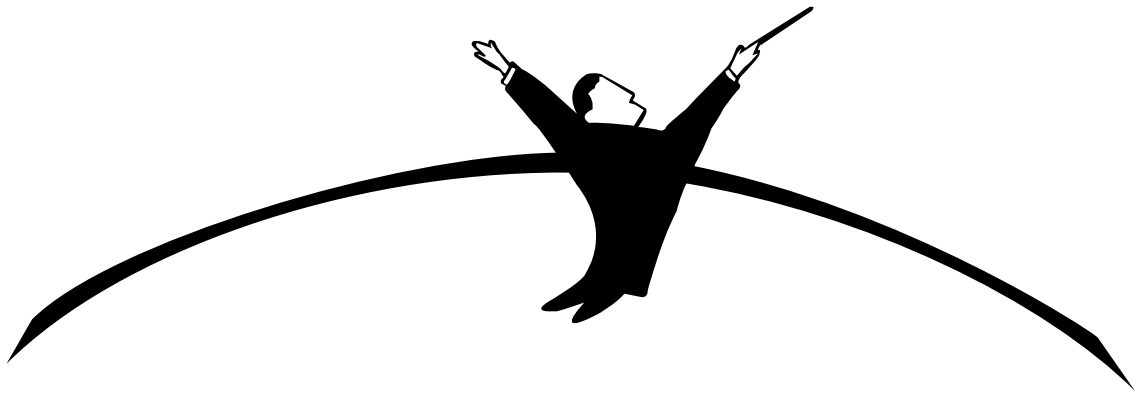FRUTIGER
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890&?%'/".,!

FRUTIGER BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890&?%'/".,!

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WEBSITE PRODUCTION CONTROL

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