



Corporate Identity Guide 3.0
April 2006

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Building a Brand

The Meridian Systems® brand is one of the company's most valuable assets. As Meridian continues to evolve, we are working to ensure that our identity remains relevant to its changing markets. The new corporate identity is an important component designed to energize and strengthen the Meridian brand.

These following pages provide the building blocks for supporting Meridian's corporate identity system. They are designed to help you apply the Meridian identity correctly and consistently across all media. We ask that you help us by properly using and crediting Meridian trademarks in accordance with these guidelines.

If you have any questions about style issues related to Meridian branding, please contact:

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Thank you,
Meridian Systems

Corporate Description

Construction project management software from Meridian Systems allows building owners, construction and engineering firms, and government agencies to efficiently manage their capital projects, programs and facilities. Meridian has pioneered Infrastructure Lifecycle Management (ILM) technology that automates the *Plan-Build-Operate* project lifecycle, enabling building owners and operators to improve top-line revenue growth, while reducing capital project costs and schedules. Meridian has become the industry standard for successful construction project delivery, and is ranked as the market share leader for project management and collaboration software by Constructtech magazine,¹ and by the CFMA among general contractors larger than \$101 million in revenue.² Meridian provides construction project management solutions to more than half of the ENR Top 400 Contractors. For more information, call Meridian at (800) 850 2660, or visit www.meridiansystems.com.

1 Statistics excerpted from the 2006 National Construction-Technology survey, Constructtech Magazine

2 CFMA's 2006 Information Technology Survey for the Construction Industry, sixth edition with the permission of the Construction Financial Management Association, Princeton, NJ, (609) 452 8000.

Product Descriptions

Proliance

The Proliance® solution from Meridian Systems® is a complete infrastructure lifecycle management (ILM) solution that manages the three phases of physical assets: plan, build and operate. Proliance optimizes project lifecycles and automates business processes for real estate, construction, and other physical infrastructure initiatives. Uniquely combining complete project and portfolio management functionality, business process management and a business intelligence layer, Proliance offers complete ILM in one comprehensive solution. Proliance is designed for large business enterprises that rely on physical infrastructure to deliver their core business, whether that infrastructure is manufacturing facilities, retail outlets, office buildings or transportation systems.

Prolog

Prolog®, from Meridian Systems® is the industry standard for successful construction project delivery. Prolog provides complete project control by automating all aspects of the construction lifecycle, from project design to close out. By delivering in-depth project management features across projects and programs, Prolog helps both large and small organizations deliver their construction projects on time and on budget. Prolog is offered as both a desktop application and web-enabled solution.

ProjectTalk

ProjectTalk®, from Meridian Systems® is a full-featured online project management and collaboration solution to which users subscribe and access via the Internet. This online project management application is used by professionals in the architectural, engineering and construction industry (AEC) to automate project processes and tasks, and to enable project team collaboration over the web. ProjectTalk is powered by Prolog®, the industry standard for successful construction project delivery. AEC professionals can use online project management by accessing these powerful, full-featured applications on a convenient, subscription basis.

Naming and Proper Use of Trademarks

The legal name of the corporation is Meridian Project Systems®, however the DBA Meridian Systems® should be used for ALL outbound marketing communication.

The first reference in a document should be to “Meridian Systems®”, and as “Meridian” in all following references.

- Meridian Systems®
- Proliance®
- Prolog®
- ProjectTalk®

Apply the trademark symbol the first time you reference one of our trademarked terms (see above) in a printed piece. Subsequent trademark references in the same document are not required.

- Trademarks should always be used as a proper adjective and should be followed by a generic name.
- A trademark is always singular.
- A trademark is never a possessive.

Example:

Yes — Prolog® software solutions can be deployed in a self-hosted or application service provider (ASP) environment.

Yes — Proliance® software consists of nine unique values that provide significant return on investment and value at the corporate, project, and individual levels.

No — Proliance® software’s nine unique values provide significant return on investment and value at the corporate, project, and individual levels.

Yes — One of the most important characteristics of the Proliance® solution is scalability.

No — Proliance’s® most important characteristic is its scalability.

Product Names

Proliance
Prolog
Prolog Manager
Prolog WebSite
Prolog LT
ProjectTalk

Services Names

Meridian University
Meridian Support Services
Meridian Classic Support
Meridian Premier Support
Meridian Global Support

Standard Corporate Legal Statement

The standard corporate copyright information is as follows:

©Copyright 2006 Meridian Project Systems, Inc. All rights reserved. Prolog, Proliance, Meridian Systems, and ProjectTalk are registered trademarks of Meridian Project Systems, Inc. in the United States and other countries. The names of other products mentioned herein may be trademarks of their respective owners.

It is not necessary to use the names of all Meridian Systems applications in every usage of this copyright information. Only the names of the applications or services that are mentioned in the piece should be used in the copyright notice.

Acronyms

When writing about Meridian product names, you should always use the full name from the Official Names List, unless an abbreviation is listed as an acceptable alternate use.

Example:

Yes—Prolog Manager

No—PM

For industry acronyms, clarify the abbreviation in the first reference followed by the acronym in parentheses. Then, use the abbreviation in all subsequent references.

Example:

The Proliance® solution from Meridian Systems® is a complete infrastructure lifecycle management (ILM) solution that manages the three phases of physical assets: plan, build and operate. ...

... Uniquely combining complete project and portfolio management functionality, business process management and a business intelligence layer, Proliance offers complete ILM in one comprehensive solution.

Meridian Logo Guidelines

The logos in this section are the primary graphic elements of the Meridian Systems brand. Consistent application and precise production of the logos will identify and reinforce public awareness of Meridian, its products and services. When the logos are used properly with the other elements of the identification program, a unique and effective visual style can be established. By adhering to the following rules, you help protect Meridian and its brand.

Size

In print applications, the logo should be at least 1 1/4 " wide. Except for specialized instances (such as large format displays or posters), the logo should not be more than 2" wide.



- In electronic applications, the logo should be at least 150 pixels wide.
- In all applications, the logo should be the same size as, or larger than, the logos of other companies appearing on the same page.
- The logo must not be resized disproportionately. If the logo is resized vertically, it must be resized horizontally by the same percentage of the original logo size.
- The logo should not be rotated, reversed or inverted.
- The logo must not be modified to remove or move the icon portion.

Two-Color Logos

The Meridian logo includes two colors: Pantone 295 and Pantone 2915. No other color should be substituted for these colors.

Color

The color values for our corporate logo are as follows:

Swatch	Color Name	PMS color	CMYK color	RGB color
	Dark blue	Pantone 295	C:100 M:56 Y:0 K:34	R:7 G:47 B:103
	Light blue	Pantone 2915	C:65 M:8.5 Y:0 K:0	R:61 G:180 B:232



One-Color Logos

If the logo is presented in one color, that color should be Pantone 295 (dark blue). If the logo is presented in black and white (grayscale), the logo should be 100% black.

Printing on a Dark Background

The logo may be reversed by printing in white on a dark-colored background. In this case, the logo should be all white (0% black). When selecting which color to use on a dark background, the white logo should be used if the luminosity of the background color is less than 70 in LAB color mode, or a brightness of less than 70 in the HSB color mode.

Placement

When used in Meridian publications, the logo should appear in the upper-right corner of the page.

The logo must be at least 1/2" from any page edge.

Spacing

Proper spacing should be allowed between the logo and other page elements. The logo must be surrounded by white space using the following guidelines:

No other element should be placed above, below, or on either side of the logo within a distance equal to the 50% of the logo's height.

Online Usage

When the logo is used on web sites, the logo must link to the Meridian home page (www.meridiansystems.com), or a page on the Meridian site appropriate to the usage of the logo.

Other Usage

The logo should not be used as a primary design element, except in signs and stationery.

Background Colors



✓ Correct



✓ Correct



✗ Incorrect - the logo is in the original colors on a dark background.

Spacing



Prolog Logo

The “Prolog” logo should be used when referring to the Prolog line of solutions, which many include Prolog Manager, Prolog WebSite, and/or Prolog LT. If you are referring to a specific Prolog application, please use the logo for that application.

Prolog

The guidelines for Prolog logos are generally the same as the Meridian logos, with the following exceptions:



If the full-color logo is used on a dark background, the text (“Prolog”) should be white, and the circular icon should remain its original color. The lines within the circle, depicting the mouse, should remain white, regardless of the color of the background.

If the logo is presented in one color, that color should be 100% black, except for the lines depicting the mouse, which should remain white. If the logo is printed on a dark background, it should be 0% black (white), with the lines depicting the mouse showing through the background color.



The logo should be printed between 1” and 2” wide, except in specialized, large-format applications.

Color



The color values for the Prolog and Prolog Manager logos.

Swatch	Name	PMS color	CMYK color	RGB color
	Black	Black	C:0 M:0 Y:0 K:100	R:0 G:0 B:0
	Yellow	Pantone 123	C:0 M: 30.5 Y:94 K:0	R:255 G:184 B:56

The color values for the Prolog WebSite logo.

Swatch	Name	PMS color	CMYK color	RGB color
	Black	Black	C:0 M:0 Y:0 K:100	R:0 G:0 B:0
	Yellow	Pantone 279	C:69 M: 34 Y:0 K:0	R:62 G:142 B:202

The color values for the Prolog LT logo.

Swatch	Name	PMS color	CMYK color	RGB color
	Black	Black	C:0 M:0 Y:0 K:100	R:0 G:0 B:0
	Yellow	Pantone 326	C:94 M: 0 Y:43 K:0	R:0 G:171B:166

Please note that the “Prolog Application Suite” and “Powered by Prolog” logos and references are no longer used. The word “Prolog” or the generic Prolog logo should be used instead.



Prolog full-color logo on a Light background.



Prolog all black logo on a Light background.



Prolog full-color logo on a dark background.



Prolog all white logo on a dark background.



Prolog Manager logo



Prolog WebSite logo



Prolog LT logo

Proliance Logo

The guidelines for the Proliance logo are generally the same as the Meridian logos, with the following exceptions:



The full color logo should not be used on a dark background.

If the logo is presented in one color, that color should be 100% black, when printed on a light colored background, or 0% black (white) on a dark background.

The logo should be printed between 1" and 2" wide, except in specialized, large-format applications.

Color

The color values for the ProjectTalk logo are as follows:

Swatch	Color Name	PMS color	CMYK color	RGB color
	Black	Black	C:0 M:0 Y:0 K:100	R:0 G:0 B:0
	Green	PMS 123	C:18 M: 0 Y: 100 K:18	R:171 G:191 B:8
	Orange	PMS 1385	C:0 M: 47 Y: 100 K:9	R:232 G:123 B:0
	Blue	PMS 542	C: 76 M: 23 Y: 0 K: 9	R:59 G:128 B: 174
	Red	PMS 1805	C: 0 M: 91 Y: 100 : 23	R:196 G:18 B:0
	Gray	Black 45%	C:0 M:0 Y:0 K:45	R:140 G:140 B:140

* No Pantone color



Proliance full-color logo on a Light background.



Proliance black logo on a Light background.



Proliance white logo on a dark background.

ProjectTalk® Logo





The guidelines for ProjectTalk logos are generally the same as the Meridian logos, with the following exceptions:

If the logo is presented in one color, that color should be 100% black, unless it is printed on a dark background, in which case it should be 0% black (white).

The logo should be printed between 1" and 2" wide, except in specialized, large-format applications.

Color

The color values for the ProjectTalk logo are as follows:

Swatch	Color Name	PMS color	CMYK color	RGB color
	Dark blue	Pantone 295	C:100 M:56 Y:0 K:34	R:0 G:75 B:133
	Yellow	Pantone 123	C:0 M: 30.5 Y:94 K:0	R:255 G:184 B:56

Ancillary Logos

Ancillary logos include logos for Meridian partners, resellers and networks, Supportlink and Meridian University.



Partners Logo Usage

Those partners that are certified as Consultants, Trainers or Support Analysts can use the ancillary "Certified Consultant", "Certified Trainer" or "Certified Support Analyst" logos below the logo that shows their Meridian relationship (i.e. "Authorized Solution Provider", "Authorized Premier Partner" or "Authorized Sales Agent", etc).

The ancillary certification logo is typically placed below the relationship logo. The ancillary certification logo is printed in Pantone 2915. The certification should always be used in reference to the relationship logo - it should not be used alone.

Ancillary Logos - Partners



Correct



Example Text, example text,
example text, example text.

+ Certified Trainer
+ Certified Support Analyst



Correct - the certification logo can be placed in positions other than directly below the relationship logo, if necessary.

+ Certified Trainer



Incorrect - the certification logo is used without the Meridian relationship logo.

Text Formatting

Address Block

The Meridian corporate address should be displayed in the following format:

Meridian Systems
1180 Iron Point Road
Suite 300
Folsom, California 95630
USA

It may also be displayed with either the toll-free phone number or the toll number, with a single empty line between the address and phone number(s). This line can be omitted if space restrictions require (as in business cards).

If other phone numbers are included, such as fax, the descriptor (fax, cell) follows the phone number.

Telephone numbers

Phone numbers should be written in the following format:

Yes — (916) 850 2660

No — 800-850-2660

No — (800) 850-2660

Internet addresses

Web (http) addresses should be written as follows:

Yes — www.meridiansystems.com

Yes — www.meridiansystems.com/products

No — <http://www.meridiansystems.com>

No — meridiansystems.com

Address Block

Meridian Systems
1180 Iron Point Road
Suite 300
Folsom, California 95630
USA

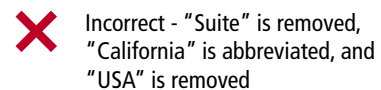


Meridian Systems
1180 Iron Point Road
Suite 300
Folsom, California 95630
USA

(800) 850 2660
(916) 294 2001 fax



Meridian Systems
1180 Iron Point Road #300
Folsom, CA 95630



Font (Typeface) Guidelines

Meridian has standardized on two fonts for corporate presentations; Frutiger and Univers Condensed. Where possible, these fonts (and variations thereof) should be used. In applications where these fonts are not available, any of the following sans-serif fonts are acceptable:

- Tahoma (most preferred)
- Arial
- Helvetica (on Macintosh computers)

Please avoid using any other fonts, including Times New Roman, in Meridian publications.

Font Styles

The standard font styles for Meridian publications are as follows:

Body

The body of the document includes most of the non-heading text. The format for Body text is:

Font: Frutiger Condensed Size: 10 pt Leading: 13 pt Tracking: 0	ABCDEFGHIJKLMN OP QRSTUVWX YZ abcdefghijklmnopqrstuvwxy 1234567890 !@#%\$%^&*({{<.,/?
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Captions

The "Caption" style is used for captions on illustrations.

Font: Frutiger Light Italic Size: 9.5 pt Leading: 10.8 pt Tracking: 0 Horiz. Scale: 85%	ABCDEFGHIJKLMN OP QRSTUVVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#%\$%^&*({{<.,/?
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Heading 1

The "Heading 1" style is the largest section heading.

Font: Frutiger Bold Condensed Size: 12 pt Leading: auto Tracking: 0 Space Above: 2/10ths inch	ABCDEFGHIJKLMN OP QRS abcdefghijklmnopqrstuv 1234567890 !@#%\$%^&*({{<.,/?
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Call-Outs and Intro

The "Call-Out" style is designed to bring attention to a phrase pulled from the main body, or other copy that is not included in the copy.

Font: Frutiger Condensed Size: 10 pt Leading: 16 pt Tracking: 0	ABCDEFGHIJKLMN OP QRSTU abcdefghijklmnopqrstuvwxy 1234567890 !@#%\$%^&*({{<.,/?
--	---

Heading 2

The "Heading 2" style is the second-largest section heading.

Font: Frutiger Bold Size: 10 pt Tracking: 0 Space Above: 15/100ths inch	ABCDEFGHIJKLMN OP QRSTUV abcdefghijklmnopqrstuvwxy 1234567890 !@#%\$%^&*({{<.,/?
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Typesetting Guidelines

Margins

Left, right, top and bottom margins should each be at least a 1/2-inch wide.

Tracking

The tracking (letter spacing) of all type should be set to 0. It is acceptable to adjust tracking in order to fit text, but tracking should never be set to less than -25 or more than 25, except in primary headlines.

Line Breaks

Each Subhead and Subhead 2 should be followed by a line break (not an empty line), then followed by body text.

Paragraphs should be separated by a full empty line.

Indents

The first line of a paragraph is not indented.

List items are indented. On a normal 8 1/2" page, using 9-point text, the indentation is .2" (2/10ths of an inch). This may be greater or smaller, depending on the size of the page and text.

Bullets

Bulleted items are denoted with a bold, condensed right arrow (">") in MetaBold Caps 10pt.