NETSCREEN™

NetScreen
Corporate Identity
Guidelines

Corporate Identity Guidelines

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What is Corporate Identity?

A corporate identity is the fundamental style, quality, character, and personality that distinguishes one company from all others. Corporate identity plays a critical role in laying the foundation for recognition and preference among customers, employees, vendors, investors and the general public.

A strong corporate identity can be a powerful tool in the marketplace. A well-articulated, consistent, and legally protected corporate identity provides the recognition and credibility necessary to succeed in a competitive environment. In this guide we will examine the basic elements of our corporate identity and the standards for their use. The legal protection of these and other marks allows us to keep others outside our company from using them. However, to preserve these rights, the marks must be consistent in their appearance and use. This is important not only for legal reasons, but also because a mark is a company asset. Its consistent appearance and correct usage increase its recognition and strength in the marketplace. Important details that help us present a consistent image strengthen our presence in worldwide markets. You can either reinforce or undermine our corporate image depending on how closely you follow our standards. Our goal is to project the same professional image, regardless of application. We have created this guide to help avoid common misrepresentations. We urge you to refer to this manual often and to please help us by following these basic guidelines. Remember that you are preserving the integrity of NetScreen's most valuable asset, our image in the market.

The Corporate Signature

Our Trade Name

NetScreen Technologies, Inc. is the correct way of stating the legal name of the company, our **Trade Name**. A comma should be used after the word "Technologies". The "Inc." is optional except when one is legally referring to the **Trade Name** of the company.

Our Brand Name

NetScreen (without the words Technologies, Inc.) is, accurately speaking, our **Brand Name**.

Example: In a legal document, for example, after using NetScreen Technologies initially, all subsequent uses may refer to NetScreen. In most marketing literature NetScreen is the preferred usage. There is one, and only one NetScreen brand name. Spell it correctly and follow the capitalization convention: Uppercase **N**, uppercase **S**, lowercase everything else. All one word, no spaces.

Our Corporate Signature

The Logo together with our Slogan (or identifier) is our **Corporate Signature**. It consists of three separate elements: our symbol (logo), our logotype (Universe Condensed Italic), and our slogan. Rearranging these elements may seem creative. It is not. The example below is the only correct way to display our **Corporate Signature**. We will illustrate common misuses later in this guide. Throughout this guide, we will refer to the corporate signature by the more commonly used term, "logo".

The NetScreen Logo

Our Logo

Correct usage of the NetScreen logo is indicated at the right. The grid indicates the minimum allowable white space surrounding the logo. When printed in color, the logo consists of two PMS colors: PMS 288 (blue), and PMS 422 (grey). A ™ (trademark) always appears at the upper right of the N. Please assure that the logo you are using contains the ™. The logotype font is Universe Condensed Italic. We do not recommend setting the type separately as fonts vary from foundry to foundry and there is specific letter spacing. Always use approved electronic artwork. There are instances when the logo must be print-ed only in black and white or on colored backgrounds. Examples of this are shown on this page.

The NetScreen logo also has a horizontal application, both in color and in black and white. Even though the stacked version of the logo is preferred, the horizontal ver-sion is often a better alternative. Use good design judge-ment when selecting a logo format.

When it is not possible to print using 4-color process or standard PMS, the logo should always be printed in black. Never substitute another color. Correct applications of color and contrast are illustrated on the following page.
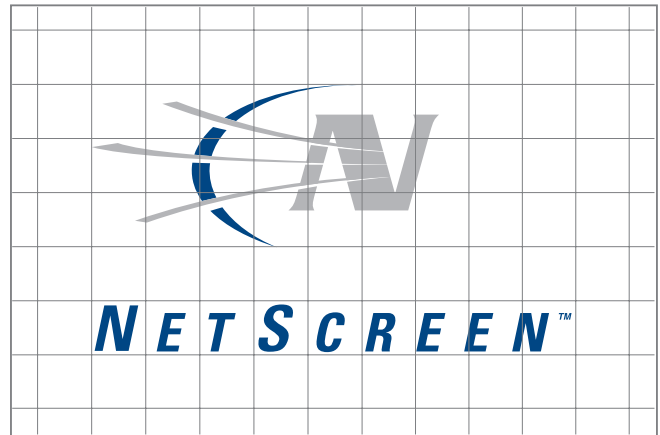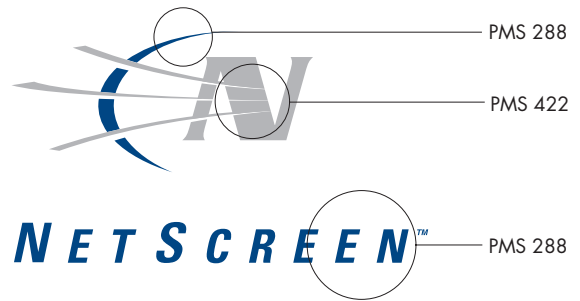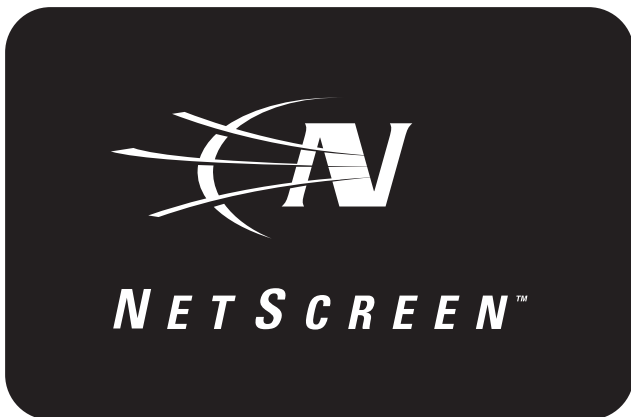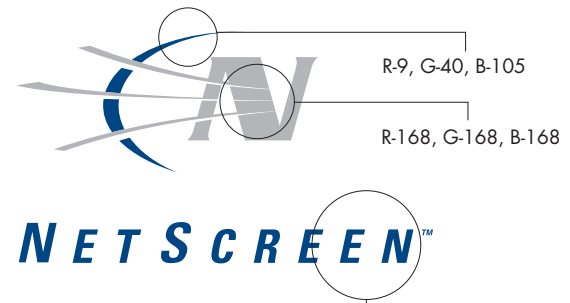
Logo Color and Contrast

Correct uses of the logo and color

The two colored logo is used for NetScreen products, business stationary, corporate literature (data sheets, brochures, etc.), and promotional items. Depending on the application, the logo may be printed in its PMS colors or 4-color process. The PMS and CMYK separations are shown at the right. The correct RGB values for web applications are shown at the right as well.
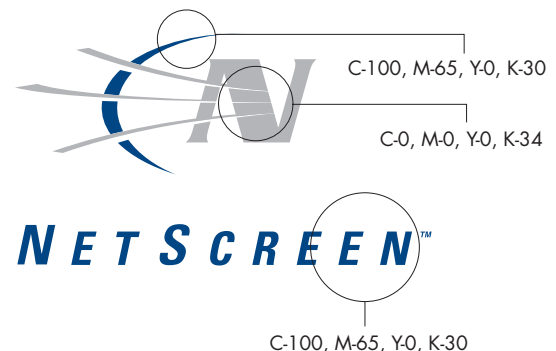
There are applications where the logo will need to be reversed out of a dark background. The ONLY acceptable solution is to reverse the logo in white. An example is shown below. The 2-color version of the logo should never be used against a dark background. There is insufficient contrast in the colors.

PMS 288

PMS 422

PMS 288

2-color - PMS

R-9, G-40, B-105

R-168, G-168, B-168

R-9, G-40, B-105

2-color - RGB (web applications)

C-100, M-65, Y-0, K-30

C-0, M-0, Y-0, K-34

C-100, M-65, Y-0, K-30

2-color - CMYK, 4-color process

Logo Color and Contrast

Assuring adequate contrast

Using the NetScreen logo with a colored background requires close attention to detail. You have two choices. You can overprint the logo or reverse it out of the background.

Regardless which approach you choose, there needs to be a contrast value of 50% or more between the logo and the grey value of the background shown here.

0%
10%
20%
30%
40%
50%

50%
60%
70%
80%
90%
100%
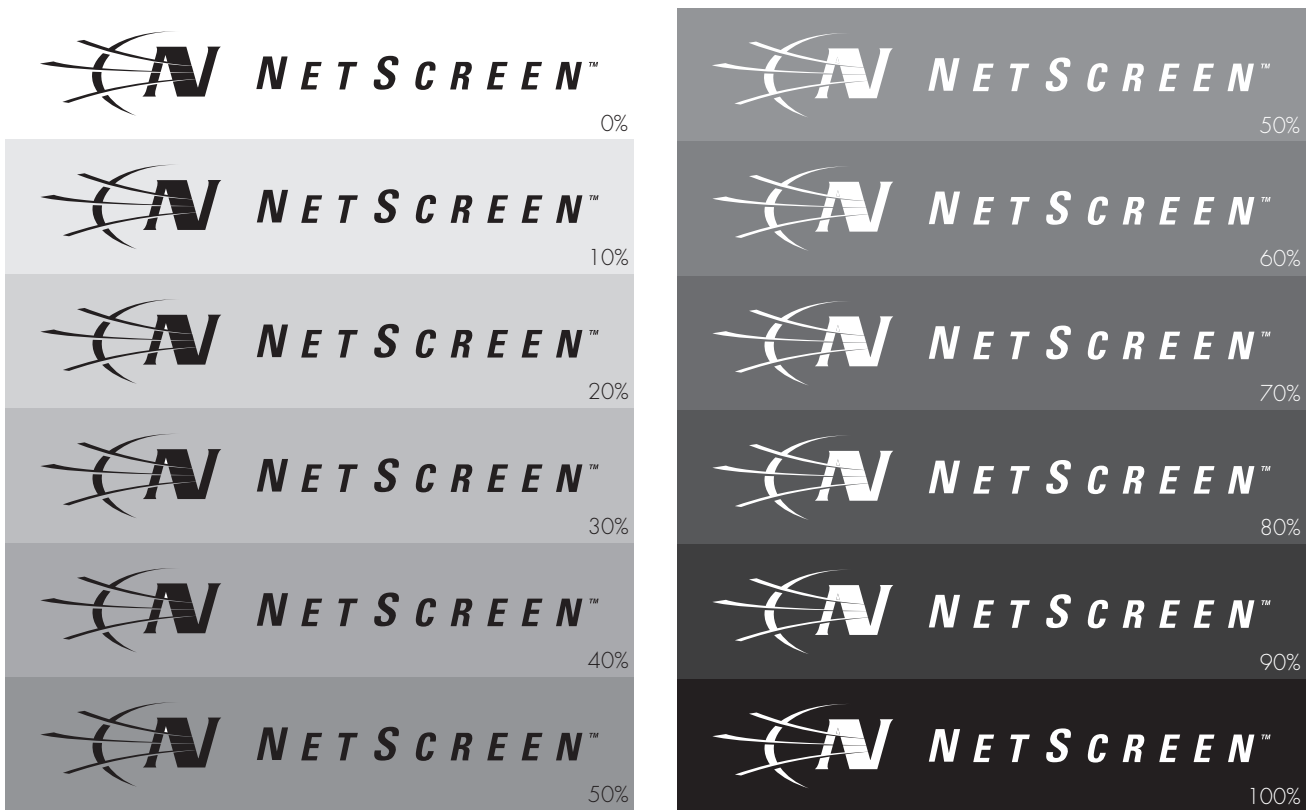
Misuses of the Logo

The possibilities for misuse are limitless. So are the consequences. We've tried to make it easy to avoid misrepresentations by showing some common mistakes.

Do Not add other elements to the logo

Do Not move or reposition any of the logo elements

Do Not change any colors in the logo

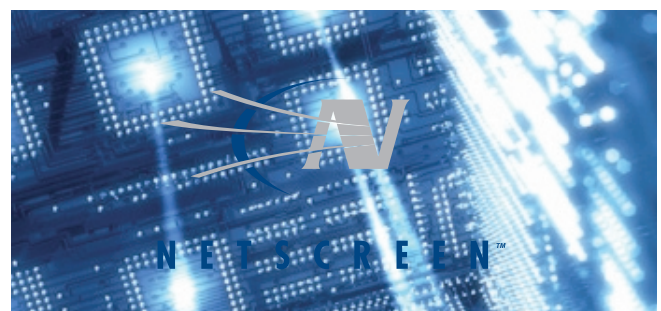**Do Not** stretch or distort the logo in any way

Do Not use a different font in the logo

Do Not rotate the logo

Do Not apply the logo to a background with insufficient contrast

Do Not use the logo on a photograph or background that impairs a clear definition of the logo

Color Palette and Typefaces

NetScreen's approved color palette

The palette at the right is NetScreen's approved corporate palette. Values are given in PMS, CMYK and RGB and web. Black may be used at any time as a primary or secondary color choice.

Primary
PMS 288
C100/M65/Y0/K30
R255/G204/B204
330066

Primary
PMS 422
C0/M0/Y0/K34
R166/G168/B165
999999

Secondary
PMS 123
C0/M30/Y94/K0
R255/G202/B0
FFCC00

Secondary
PMS 151
C0/M43/Y87/K0
R255/G101/B0
999999

Secondary
PMS 485
C0/M100/Y100/K0
R224/G0/B30
CC0000

Secondary
PMS 2602
C72/M100/Y0/K0
R104/G0/B147
660099

Secondary
PMS 3285
C100/M0/Y56/K0
R0/G144/B118
00999

Secondary
PMS 306
C76/M0/Y6/K0
R16/G184/B240
3399FF

NetScreen's approved fonts

NetScreen uses the Futura Condensed family for all literature, data sheets and trade show graphics. Futura is a contemporary, easy-to-read typeface. Please follow our type standards carefully.

The corporate slogan is set in Futura Condensed Light Oblique.

Futura Condensed Family

Futura Condensed Light
1234567890-=QWERTYUIOP{}ASDFGHJKL:"ZXCVBNM

Futura Condensed Light Oblique
1234567890-=QWERTYUIOP{}ASDFGHJKL:"ZXCVBNM

Futura Condensed
1234567890-=QWERTYUIOP{}ASDFGHJKL:"ZXCVBNM

Futura Condensed Oblique
1234567890-=QWERTYUIOP{}ASDFGHJKL:"ZXCVBNM

Futura Condensed Bold
1234567890-=QWERTYUIOP{}ASDFGHJKL:"ZXCVBNM

Futura Condensed Bold Oblique
1234567890-=QWERTYUIOP{}ASDFGHJKL:"ZXCVBNM

Trademarks and Product Names

Approved NetScreen disclaimer

A disclaimer is a legal list of trademarks and registered trademarks or service marks held by a corporation. Accurate usage of disclaimers helps protect a company's legal interest in company names, product names and slogans. Disclaimers normally appear in printed literature and in legal sections of web sites. **Disclaimers also frequently change!** For an up-to-date view of NetScreen's disclaimer, please consult any recent press release.

Obtaining and protecting legal trademarks and service marks is something that must be taken seriously. The only protectable form of a NetScreen trademark is correctly stated in the NetScreen disclaimer. Adjustments such as changing spacing, changing which letters are capitalized, or incorrectly using ® when you mean to use ™ can seem like a minor detail, but can lead to serious legal consequences.

In any document, not every occurrence need have legal trademark symbols present. It is common and legally acceptable to correctly label a product or service at its initial usage in the body of a text (first instance) as opposed to a title line or heading. It is not necessary to label a product with a trademark or registered trademark symbol every time it appears in a document.

NetScreen disclaimer

Copyright© 1998-2001 NetScreen Technologies, Inc. NetScreen Technologies, Inc., the NetScreen logo, NetScreen-5XP, NetScreen-10, NetScreen-100, NetScreen-500, NetScreen-1000, NetScreen-Global Manager, NetScreen-Global PRO, NetScreen-Remote, GigaScreen ASIC, and NetScreen OS are trademarks and NetScreen is a registered trademark of NetScreen Technologies, Inc. All other trademarks and registered trademarks are the property of their respective companies.

Product names and correct usage

NetScreen-5XP™ (the hyphen is mandatory) is the only accurate way of referring to our flagship product. The ™ is appropriate for the initial usage if in the body of a text document or at the end as a disclaimer – either are acceptable, neither are not. Titles and headlines do not need to reflect the trademark.

Similarly, NetScreen-10™, NetScreen-100™, NetScreen-1000™, NetScreen-Global Manager™, and NetScreen-Remote 2.0™, for example, are the only correct ways of referring to the aforementioned products.

Collateral Applications

NetScreen Stationary

NetScreen Power Point Template

Where to Find Approved Artwork

All NetScreen approved artwork is available in a folder as follows, Crown/Marketing/Art.

Additional questions may be obtained by contacting Sheri Stuckey in Marketing Communications at sstuckey@netscreen.com or at 408.730.6064.

Intranet:
http://intranet/Mktg/marcom/index.htm

Partner web site:
http://www.netscreen.com/partners/secure/us/marketing_tools/art.html

Corporate site:
http://www.netscreen.com/aboutus/onlinepress.html