

# Graphic Guidelines



**Basic Elements**

**Stationery**

**News Releases**

**Brochures**

**Ads**

**Manuals and Proposals**

**Forms**

**Signage**

**Product Identification**

**Packaging**

**Tradeshows**

**Presentations**

**Vehicles**





Basic Elements

Introduction

Main Menu

Next

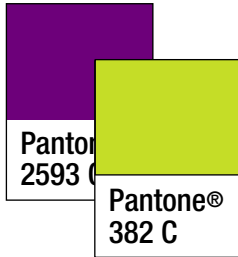
Basic elements of the Scientific-Atlanta corporate identity system

1 Logo and Tagline



Scientific Atlanta

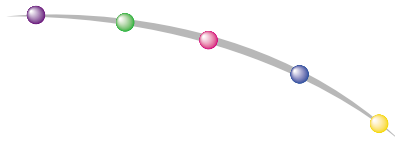
2 Color



3 Type

Helvetica Neue 73 Bold Extended  
ABCDEFGHI  
abcdefghi

4 Arc



5 Text/Language





## The Corporate Logo

Scientific-Atlanta's corporate logo is a carefully designed graphic element that is designed to represent the technological and progressive nature of Scientific-Atlanta. The abstract and simplified view of the globe with three rings suggests global communication. The Scientific-Atlanta logo is available in both vertical and horizontal formats as shown to the right.

The symbol part of the corporate logo should never be separated from the typeface part. Always reproduce them together to form the corporate logo.

The corporate logo should never be reproduced by typesetting. Always use an approved electronic version of the corporate logo.

**The Scientific-Atlanta logo can be downloaded from [www.scientificatlanta.com/logo](http://www.scientificatlanta.com/logo)**

### Vertical Positive Logo



### Horizontal Positive Logo



### Vertical Negative Logo



### Horizontal Negative Logo





## Basic Elements

[◀ Main Menu](#)

## Logo

[Next ▶](#)**Logo Color Alternatives**

Scientific-Atlanta's corporate logo can be also reproduced in a one-color version. If the logo is on a white background, the logo color should be gray (35% black). If the logo is on a color background, the logo should be a slightly darker or lighter shade of the background color. (see examples below).

For more information on the Scientific-Atlanta color palette, [click here](#).





## Legal Requirements

“Scientific-Atlanta” is the communicative name for the company. “Scientific-Atlanta, Inc.” is the legal name of the company and is required on all company legal documents, address blocks, and other communications deemed appropriate by the Scientific-Atlanta identity standards representative and the Legal Department.

To ensure that the Scientific-Atlanta logo remains fully protected as the legal property of the company and that it always distinguishes Scientific-Atlanta’s high quality products and services from the competition’s, strict adherence to certain trademarking policies is essential. Understanding of and compliance to these policies will result in a stronger market position and image for the Scientific-Atlanta brand, as well as reinforcing Scientific-Atlanta’s rights as the sole owner of the logo.

Never try to reproduce the Scientific-Atlanta logo other than from approved reproduction artwork as legal protection may be jeopardized.



# Scientific Atlanta

For legal reasons, it is recommended that the ® be used with the logo as well as with other registered trademarks of the company. However, as the logo is reduced in size, the ® may become illegible especially on non-print media such as embroidered shirts, screen printed items and some web applications. In either case, the ® should not be kept.



## Minimum Logo Sizes

All logo size references are based on the width of the symbol part of the logo. In general, do not reproduce the logo smaller than 5/16" wide. Exceptions can be made for printing the signature on promotional items such as pens.

As the logo is reduced in size, the ® may become illegible. The ® should not be kept if it becomes totally illegible.

Not less  
than 5/16"



Scientific  
Atlanta

Not less  
than 5/16"



Scientific  
Atlanta



**Common Mistakes**

Maintaining the long-term impact and integrity of the Scientific-Atlanta identity system is one of the key objectives of this identity program. If you alter or modify the Scientific-Atlanta logo in any way, legal protection may be jeopardized. Only reproduce the logo from approved electronic files.



Do not add anything to the logo.



Do not use the logo as part of a phrase.



Do not use the symbol without the type.



Do not transpose the logo colors.



Do not typeset the logo.



Do not distort the logo.

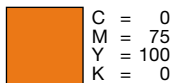
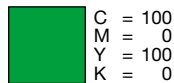
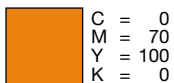
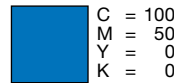
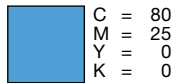
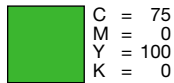
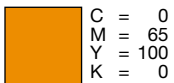
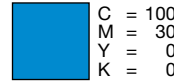
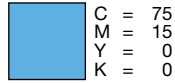
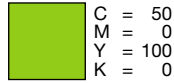
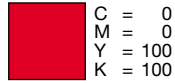
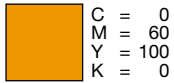
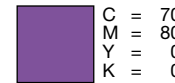
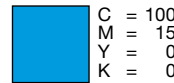
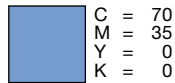
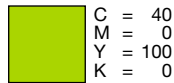
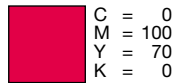
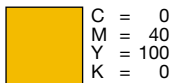
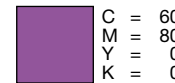
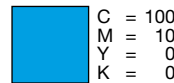
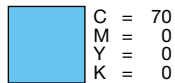
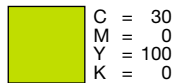
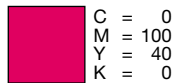
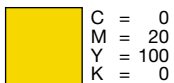
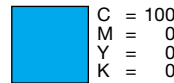
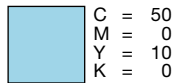
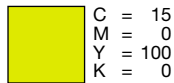
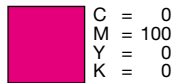
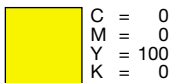


Basic Elements

Color

◀ Main Menu

Next ▶







## Basic Elements

## Tagline


 Main Menu

 Next 

**Scientific  
Atlanta**

 Bringing the Interactive  
Experience Home™

 Bringing the **Interactive**  
**Experience**  
**Home**™

Scientific-Atlanta's corporate tagline is "Bringing the Interactive Experience Home.™" It should always appear with the TM symbol. Likewise, the trademark and registered trademark statement that appears on all materials should also include the language, "'Bringing the Interactive Experience Home' is a trademark of Scientific-Atlanta, Inc." if the piece uses the tagline.

The standard Scientific-Atlanta logo may appear either alone or with the company tagline. There are two ways to position the tagline:

In advertisements, the tagline can be positioned under the logo, as per the ad templates that can be downloaded from

KnowledgeNet. The templates show exactly what size, color and font the tagline must be, where the words must break, and how far apart the logo and tagline must be. Do not alter the size, font, color or positioning of the tagline.

The tagline may also appear in its graphic form on the same page as the logo. As per our templates, this treatment may appear in the lower left or lower right hand corner of print materials. Again, do not alter the size, font, color or positioning of the tagline.

Any usage of the tagline other than that described here must be approved by Corporate Marketing (contact: Peggy Ballard).



## Type Specifications

Consistent use of the Scientific-Atlanta corporate typeface, Helvetica Neue, is essential to creating a strong brand identity. Helvetica Neue 73 or 83 is usually used for headlines while Helvetica Neue 55 is used for body text.

Helvetica Neue 83 Heavy Extended

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

Helvetica Neue 73 Bold Extended

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789



Basic Elements

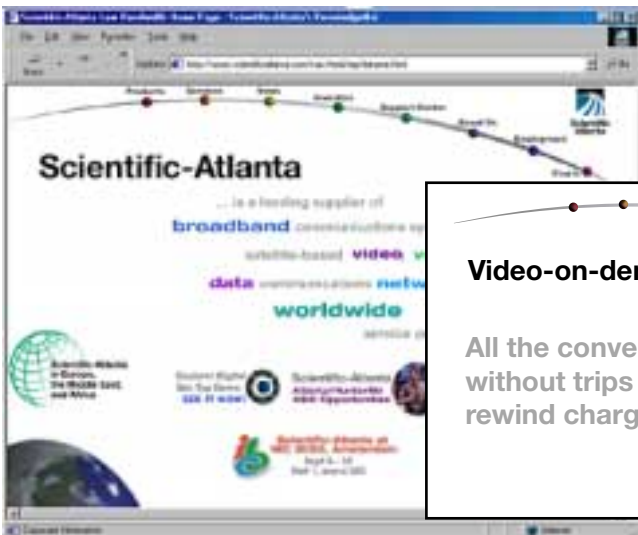
◀ Main Menu

Arc

Next ▶

The arc is used in slightly different ways depending on the material.


Web



Presentations

**Video-on-demand**

All the convenience of a video rental without trips to the store, late fees, rewind charges - even a VCR.



Brochures

**Change the Perspective**

- Content Distribution
- Broadband Access
- Subscriber
- Applications
- Services

- Conquer the competition
- Avoid obsolescence
- Prepare for the future
- Attract and satisfy subscribers
- Profit from the internet
- Plan with confidence
- Generate revenues

How Do Your  
**Subscribers**  
See You?



It's Not **Just**  
the **Graphics**

## It's Not Just the Graphics

### The importance of Text to Scientific-Atlanta Identity Standards.

The tone of headlines, subheads, feature blocks, slip-text and body text is very important to the effectiveness of the Scientific-Atlanta identity. Please keep the following guidelines in mind when writing materials that will be designed according to the Scientific-Atlanta identity standard.

#### General

Text should be bold but not obnoxious, aggressive but not offensive. It should be contemporary - our technology is at the crossroads of the most exciting trends of media and application convergence, after

all - but not beholden to trends. The tone of text should be a little brash, but never self-important. The tone exudes confidence and gets right to the point.

#### Speak Clearly

Avoid industry jargon, whenever possible. Text should be clear, direct and stripped of as much pretension as possible. "Generate increased revenues" is fine. "Increase revenues" is better. "Make more money" is even better.

#### Be as concise as possible

Never say in 20 words what could be said in five. The overall look of our materials is open, airy,



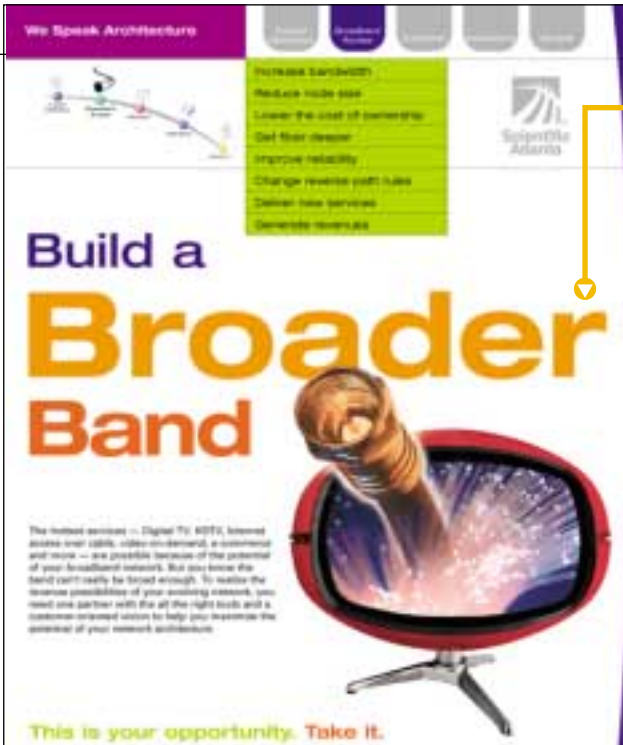
inviting and accessible - like the best web-sites. The more text that gluts up a page, the less the designer will be able to create that sense of openness and accessibility.

Design-wise, the spreads must have a sense of flow — they should never be a series of disconnected elements. The reader should not have to struggle to figure out what to look at first or next. Write text to support this sense of spread-specific flow.

**Text should not be about Scientific-Atlanta.** It must always be about our audience. It's not what our products do. It's what our audience can do with our products. It's not even how we support our audience. It's what our audience can do or do better with our support.

We must never forget that our audience is comprised of people. People who have jobs, lives and emotions. They have day-to-day challenges that don't seem to have much to do with our products and offerings. We need to think of how our offerings do make our audience's day-to-day challenges easier. Text should be written to hit people on a visceral, even emotional level. That's the level at which people make buying decisions.

Headlines, subheads and feature blocks are best when they're short and punchy. Whenever possible, allow them to be driven by active verbs, not nouns or gerund (i-n-g) forms of verbs.



We Speak Architecture

- Increase bandwidth
- Reduce total cost
- Lower the cost of ownership
- Get more done
- Improve reliability
- Change service cost rules
- Deliver new services
- Generate revenue

Build a  
**Broader  
Band**

The fastest services — Digital TV, HD TV, Internet access, VoIP, video-on-demand, a command and more — are possible because of the potential of your broadband network. But you know the hard part: it's not so easy to build enough. To realize the service possibilities of your existing network, you need one partner with the all the right tools and a customer-engaged vision to help you maximize the potential of your network architecture.

This is your opportunity. Take it.

### Headlines

Headlines and subheads usually have one word or short phrase that is bigger, bolder and/or a different color than the rest. Choose this word with care. If your phrase has an extremely provocative word in the title, it may look like the obvious choice. In many cases, however, such words are so strong that they don't need highlighting to make them jump out at people. For example, in the headline, "Dominate the Business," the word, "Dominate" is a very powerful word — so powerful, in fact, that when it's highlighted, you hardly even notice "the business." It's too

strong. When you highlight, "Business," you allow that to be the compelling word in the headline. "Dominate" is still seen and understood, but it's very clear that this is about business. After you've written your headlines, play around with how each one communicates a little differently with different words highlighted.



### Feature Blocks/Pull Down Menus

The pull-down menu/feature blocks on brochure covers should be a list of benefits. And they should begin with a verb. If you're not sure, imagine that each element in the list must finish a sentence spoken by the audience for the brochure: "If I buy this, I will be able to..."

Inside brochures, feature blocks should either summarize the benefits described on that page. Or, if the headlines do a sufficient

job of summarizing those benefits, they can be a list of applications, product names, capabilities, etc. On covers, there must be at least five feature blocks. They can be no longer than one line. Inside the brochure, you may have fewer than five feature blocks, but they, too, must be no longer than one line.

### Feature Headlines

If you have *exactly* five feature blocks, you may write a "Feature Headline," which appears immediately underneath the feature blocks, but catty-corner to the left. See the CreativEdge Applications brochure ("Your

New Reality") for an example. Feature Headlines are almost like an introduction to the big headline. A Feature Headline is not required on any piece; it is an extra tool at your disposal.

**Titles**

Titles are the text in the upper left hand corner of a brochure or other item. The title can be the product name - but it doesn't have to be. It can also be a provocative statement about what our audience will be able to do with the product.

**Slip Text**

Slip text on brochures or other materials should be short. No more than 35 words - 50 if you're really really compelling, but 25 is ideal. Slip text is not required. Indeed, a great, punchy, compelling headline alone may be better than the same headline plus some slip text. It should either relate directly to the headline or it should entice the reader to go forth and read more of the piece.



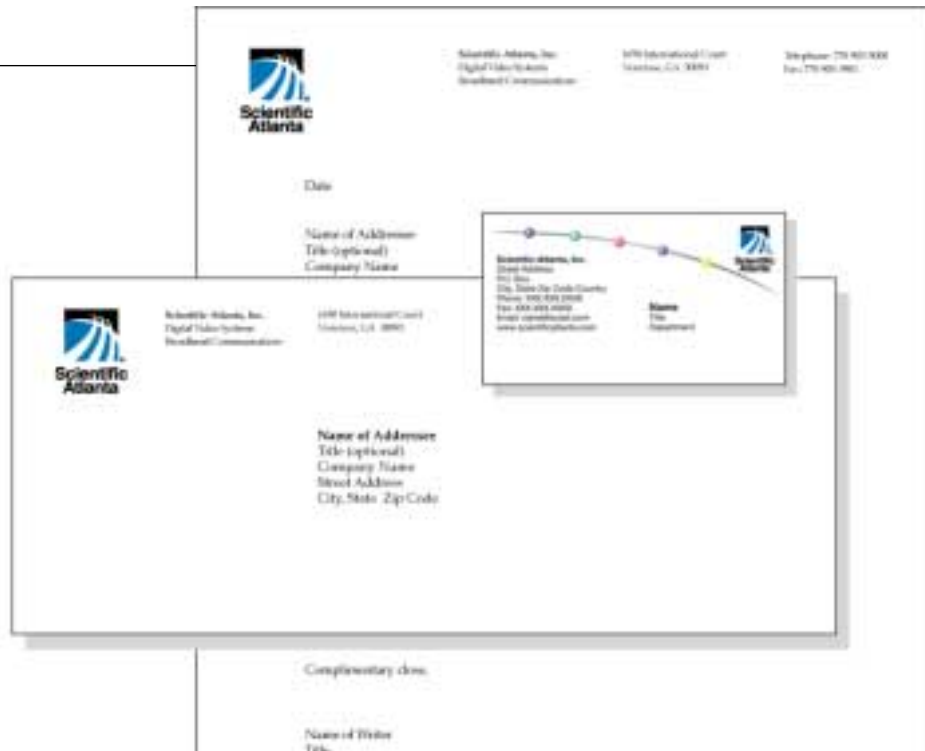


Stationery

Stationery Orders

◀ Main Menu

Next ▶



Stationery should be ordered directly from the Web at:  
[http://knowledge.net.sciatl.com/news\\_current/business\\_cards.htm](http://knowledge.net.sciatl.com/news_current/business_cards.htm)


 Main Menu

 Next
 

All news releases should follow the layout shown here.  
The content of news releases must be approved by the  
Public Relations Department.


  
News Release


Release Date: December 8, 2000

### Scientific-Atlanta Named Top Company at awards 2000

— *Company's overall community profile, contributions to the technology industry, community involvement and newsworthiness cited in award recognition* —

ATLANTA, GA – As Scientific-Atlanta heads toward the anniversary celebration of its first fifty years in 2001, it has just been named the top overall Atlanta company and the winner of the "award 2000" for overall business and community impact, presented by the Atlanta Business Chronicle and the Technology Association of Georgia.

The award recognizes an Atlanta-based technology company for its community profile and involvement, contributions to the technology industry, and impact on the metropolitan Atlanta region. According to the Atlanta Business Chronicle, "Beyond technological advances and profitability, Scientific-Atlanta encourages a pro-active, wide-ranging philosophy toward community involvement and corporate volunteerism."

The company recently donated \$1 million to Gwinnett Tech and its new George Busbee International Center for Workforce Development. The state-of-the-art facility, when completed, will prepare workers for the fast-growing information technology industry with the latest interactive communications technologies, satellite connectivity, and audio/visual and global distance learning capabilities. Scientific-Atlanta has representatives on the executive boards or committees of more than 30 not-for-profit organizations in Atlanta.

#### About Scientific-Atlanta

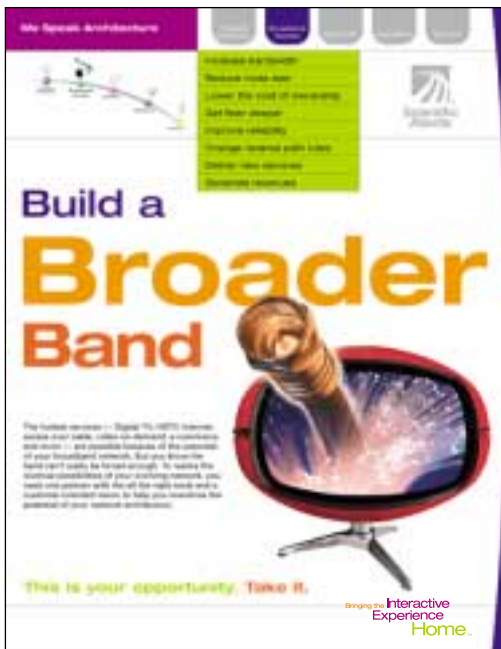
Scientific-Atlanta, Inc. (NYSE: SFA - <http://www.scientificatlanta.com>) is a leading supplier of digital content distribution systems, transmission networks for broadband access to the  
--more--

Brochures

◀ Main Menu

Brochure Covers

Next ▶



Brochures for the Subscriber Group should have a solid color background while brochures for the other groups should have a white background.

For brochure templates contact CMS.



Brochures

◀ Main Menu

Brochure Inside Spread

Next ▶

**Make Your Choices or Take Your Chances**

Scientific-Atlanta Subscriber Network Systems Can Help You:

**Plan Ahead Your Network**

**Conquer the Competition**

**Break the Rules of Disconnection**

**Generate Revenue in as Many Ways as You Have Subscribers**

**Walk Back to Your Chair and Plead in Your FAVOR**

**Take Advantage of Allowing Customer Choice**

For brochure templates contact CMS.



Brochures

Brochure Back Cover

◀ Main Menu

Next ▶

**Subscriber Network Systems**

**Analogue and Advanced Analogue SW-Tops**

- Automatic
- Call Screen Display
- Multi-Channel Speech Workflows, Pre-set, (operator, etc.)
- Various Video Formats: HDTV, HVS, SD, HD, DVI, DV
- Extended Tone Decoding: (HLS, HOS, HOS, HOS)
- Network Capabilities
- Operator Plug-In View
- Message
- Audio Mixing
- Software Upgrades (see Troubleshooting)
- Uncompromised Security
- Remote Monitoring Guide
- Visual Channel and Channel Capability
- Call Screen ID Mapping
- Program Capability
- 8-100 Line Data File

**Digital Navigator Guide**

- Selectable Program Guide
- Video Scaling
- Select Claps or Program Data
- Channel Monitoring
- Personal Channel Block by Time
- Features Channel
- Digital Video

**Explorer® Digital SW-Tops**

- Complete Set Top Product Family Available
- All Explorer Models are Network Protocol Based and Support Both Broadcast and Interactive Services
- Standalone Capabilities: OpenCable, DVI, and DCC/DOCSIS Explorer 4000
- Single and Dual-SD Tuner Solutions Available
- PowerView™ True-IP Features
- PowerView DCC-CP (Systems Available) Ranges from 100 to 100,000's
- Leading Edge HDTV Solutions
- PowerTV Operating System with HDTV, Client Engine
- Appoint and Provisioning Support
- Applications Available from Numerous Third-Party Developers
- PowerView™ Conditional Access
- HomeSync™ Standalone
- SD Standalone™ Card Slot
- HDTV, SD Capabilities, PVR and Hardware Expansion Capabilities
- Both Digital and Analog Support
- Many Field-Deployed Features

**CreativeEdge® Developer Applications**

- Video-on-Demand
- E-Commerce
- Web-Browsing
- Email
- Internet Services
- Video Downloading
- Streaming TV

**Distributed Network Control System (DNCS)**

- Non-IP/MIP Network Management
- Element Provisioning
- Service Management
- Content Management
- Application Provisioning and Management
- Asset Management
- Report Generation
- System Administration

**Centralized Management Solutions**

- Manage Multiple Sites from One Location
- Integrated Alarm and Network Management
- Manage Software Upgrades and Downloads from a Central Site
- Full Provisioning Service Management and Application Management Capabilities

**Put a Complete Range of Installation, Integration, Launch and Management Support.**

**Want MORE? [www.scientificatlanta.com](http://www.scientificatlanta.com)**

<p><b>Now TALK to someone</b></p>	<p><b>Atlanta, GA</b> Tel: 404-885-8222 Fax: 770-885-8877</p>	<p><b>Atlanta, GA</b> Tel: 404-885-8222 Fax: 404-885-8877</p>
<p><b>Frankfurt, Germany</b> Tel: 49-69-333-9999 Fax: 49-69-333-9999</p>	<p><b>London, UK</b> Tel: 44-11-4321-2831 Fax: 44-11-4321-2831</p>	<p><b>London, UK</b> Tel: 44-11-4321-2831 Fax: 44-11-4321-2831</p>

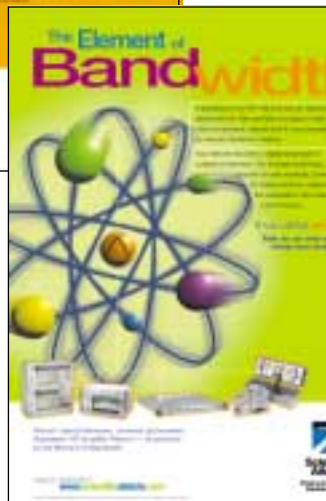
© 2004 Scientific Atlanta, Inc. All rights reserved. Scientific Atlanta and the Scientific Atlanta logo are trademarks of Scientific Atlanta, Inc. Scientific Atlanta, the Scientific Atlanta logo and the Scientific Atlanta logo are registered trademarks of Scientific Atlanta, Inc. All other trademarks are the property of their respective owners.

For brochure templates contact CMS.

Advertising

 Main Menu

Print Advertising

 Next
**Mandatory executional elements include:**

- Prominent Scientific-Atlanta logo and company tagline
- Helvetica Neue typeface with key word emphasis
- Colors from approved color palette
- Strong call to action with phone number and/or Web address
- Photography that follows imagery guidelines where applicable.
- Opening paragraph set apart and, when possible, connected to our product. Note: the opening paragraph should be able to stand alone, so if people read nothing else, they get a valid message.
- For ad templates contact Creative Media Services
- Opening paragraph set apart and where possible, connected to our product. Note: the opening paragraph should be able to stand alone, so if people read nothing else, they get a valid message.

For ad templates contact CMS.

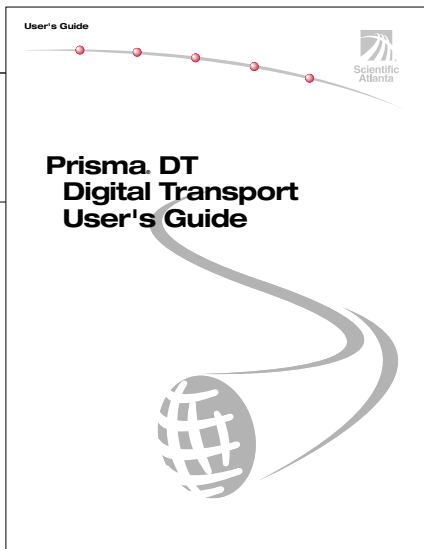


Manuals and Proposals

Manuals and Proposals

◀ Main Menu

Next ▶



Manual covers have the same design except for two elements, the title and the large graphic. The large graphic changes depending on which business unit the product comes from.

These are the business unit icons:



[www.scientificatlanta.com](http://www.scientificatlanta.com)

**United States**  
 Scientific-Atlanta, Inc., 5000 Sugarloaf Parkway, Box 45547, Lawrenceville, GA 30042  
 Tel: 770-505-5000; Telex: SAC-704-647C; Fax: 678-958  
**Europe**  
 Scientific-Atlanta Europe GmbH, Weidenbachstrasse 28-32, 64716 Kronberg, Germany  
 Tel: 49-6273-658-200  
**Asia-Pacific**  
 Scientific-Atlanta (Singapore) Pte. Ltd., 1 Claymore Drive, #08-11 Orchard Towers, Singapore  
 232904, Tel: 65-753-4294  
**Latin America**  
 Scientific-Atlanta Argentina S.A., Carlos Pellegrini 1949, Piso 11c, Capital Federal 101, Buenos  
 Aires, Argentina, Tel: 54-11-4325-2800

©2000 Scientific-Atlanta, Inc. Scientific Atlanta and the Scientific Atlanta logo are registered trademarks of Scientific Atlanta, Inc. Product and service names may be subject to change without notice.

Want to Know MORE? [www.scientificatlanta.com](http://www.scientificatlanta.com)

<b>SCIENTIFIC-ATLANTA, INC.</b>		<b>EUROPE</b>		<b>LATIN AMERICA</b>		<b>SINGAPORE</b>	
<b>NORTH AMERICA</b>		<b>Frankfurt, Germany</b>		<b>Buenos Aires, Argentina</b>		Tel: 65.733.4314	
Headquarters		Tel: 49-6773-02810		Tel: 54-11-4325-2800		Fax: 65.733.2708	
Tel: 800-433-6222		Fax: 49-6773-028150		Fax: 54-11-4325-5000			
Fax: 770-236-6777							
		<b>King Ludwig</b>		<b>Sao Paulo, Brazil</b>		<b>CHINA</b>	
		Tel: 49-9223-268-133		Tel: 55-11-3845-9154		Tel: 86-21-6432-0290	
		Fax: 49-9223-269-018		Fax: 55-11-3845-2514		Fax: 86-21-6432-0291	
		<b>Madrid, Spain</b>		<b>AUSTRALIA</b>		<b>Hong Kong</b>	
<b>JAPAN</b>		Tel: 34-91-383-49-20		Tel: 61-2-9462-3388		Tel: 852-2522-5059	
Tel: 81-3-5322-2067		Fax: 34-91-383-49-21		Fax: 61-2-9461-4452		Fax: 852-2522-5624	
Fax: 81-3-5322-2009							

©2000 Scientific Atlanta, Inc. Scientific Atlanta and the Scientific Atlanta logo are registered trademarks and "Bring the Interactive Experience Home" is a trademark of Scientific Atlanta, Inc. Product and service names are subject to change without notice.



Forms

Main Menu

Next

**Scientific Atlanta**

**PHASE I—Application For Approval of Courses**  
To be completed by employee

Name \_\_\_\_\_  
School Attending \_\_\_\_\_  
Program of Study \_\_\_\_\_  
 Undergraduate Studies  Graduate Studies

Complete for approval \_\_\_\_\_  
Course Name/Number \_\_\_\_\_  
Credit Hours \_\_\_\_\_  
Date Entered \_\_\_\_\_

Complete at the end of course for reimbursement  
Required Tuition/ Fees \_\_\_\_\_  
Other Required Expenses \_\_\_\_\_

Course Cost	Total Cost	Grade	Date Completed

Employee No. \_\_\_\_\_  
PL / Dept. No. \_\_\_\_\_  
Employment Date \_\_\_\_\_  
 Full-Time  Part-Time

Date \_\_\_\_\_  
Date \_\_\_\_\_  
Date \_\_\_\_\_

Information on a separate page and attach to this application \_\_\_\_\_  
Reimbursement under the education assistance plan?  Yes  No

Division Human Resources signature \_\_\_\_\_  
Total cost (above) of this quarter/semester \_\_\_\_\_  
Total of other benefits (C.I. Bill, Scholarship, etc) \_\_\_\_\_  
Liquorance requested \_\_\_\_\_

Forms should contain the approved Scientific-Atlanta logo  
The layout of forms is determined by the type of form

**EXPENSE REPORT**

Name \_\_\_\_\_ Employee No. \_\_\_\_\_  
Trip to \_\_\_\_\_ Job No. \_\_\_\_\_  
City (State or County) \_\_\_\_\_ PL / DP \_\_\_\_\_  
Reason \_\_\_\_\_

Date	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Totals
Breakfast								
Lunch								
Dinner								
Total Meals								
Entertainment								
Hotel								
Car Rental								
Air Fare**								
Mileage**	¢/mi							
Gas								
Misc. (Itemize)								

**CASH SUMMARY**

Total Expenses \_\_\_\_\_  
Temporary Advances \_\_\_\_\_  
Cash Advance \_\_\_\_\_  
Airfare \_\_\_\_\_  
Car Rental \_\_\_\_\_  
Total Advances \_\_\_\_\_  
Balances Due \_\_\_\_\_  
Company (Advances > Expenses) \_\_\_\_\_  
Employee (Expenses > Advances) \_\_\_\_\_

**For Accounting Use Only:**

Section	Account	U	Center	ID	Job/Subledger	Amount
Meals	-712					
Entertainment	-718					

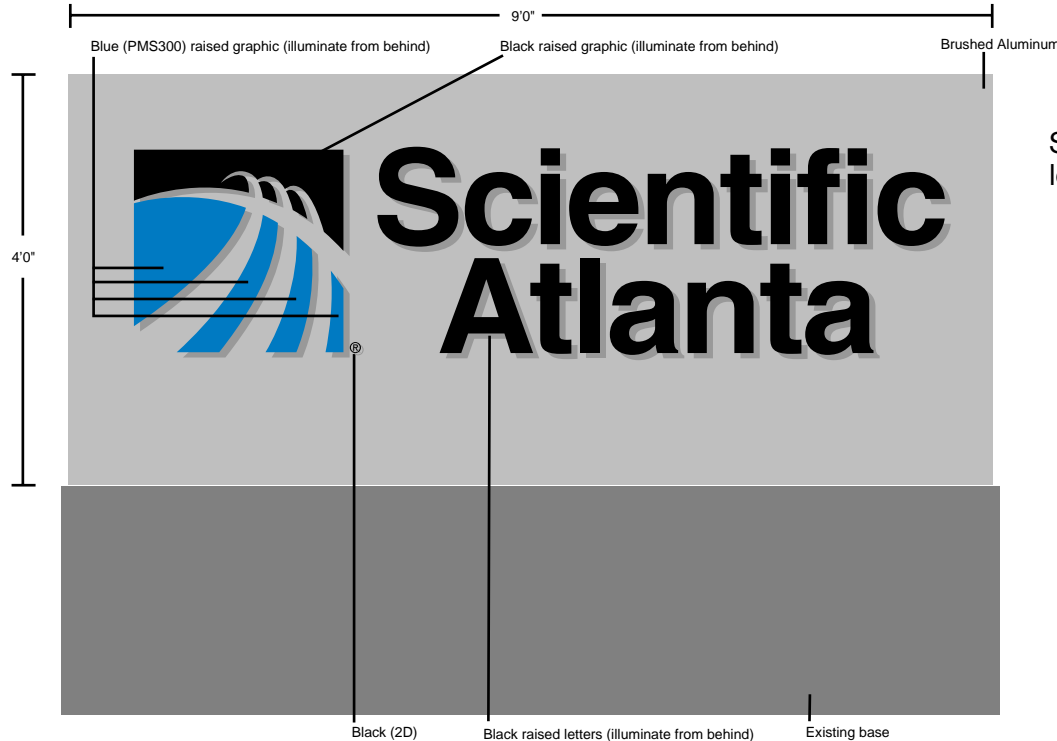




Signage

◀ Main Menu

Next ▶



Signage should contain the approved Scientific-Atlanta logo. The layout of signs will vary according to the use.

## Product Identification

 Main MenuNext 

Always use the approved Scientific-Atlanta logo on products.



## Packaging

 Main MenuNext 

All packaging should be coordinated through Marketing/Creative Media Services to ensure proper branding, etc.

Packaging will vary depending on the product. Make sure you use the approved Scientific-Atlanta logo for all packaging.



CD Packaging

◀ Main Menu

Next ▶

All CDs should be coordinated through Marketing/Creative Media Services to ensure branding consistency.

Templates for CD labels and packaging may be customized as follows:

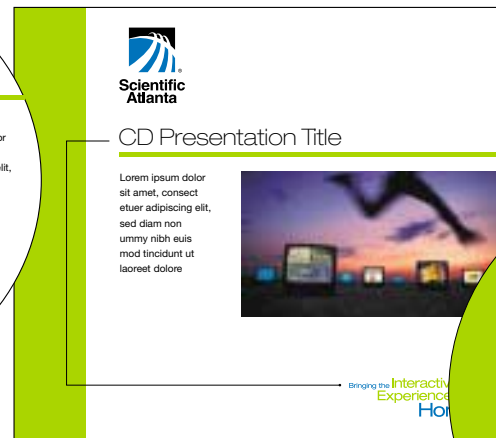
Shaded bar should match the color of the shaded bar in the presentation (see multimedia presentation guidelines for more information).

A brief description of the presentation (no more than 20 words) may appear in the designated area under the presentation title.

A photograph or illustrative graphic from the presentation should appear on the cover for the CD case, but not on the CD itself.



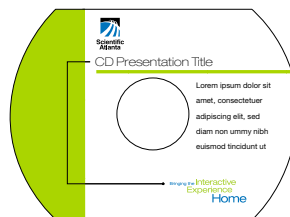
Standard CD



CD Jewel Case



Clamshell CD Case





Business Card CD and Insert Card

[Main Menu](#)[Next](#)

The Scientific-Atlanta corporate logo is used in industry trade shows. Product and service signatures will appear in a subordinate role to the Scientific-Atlanta logo in this venue.

## Presentations

 Main Menu**Slides and Overheads**Next 

## Video-on-demand

All the convenience of a video rental  
without trips to the store, late fees,  
rewind charges - even a VCR.

Bringing the Interactive  
Experience  
Home.

In support of our company identity and branding efforts, all PowerPoint presentations must begin with a standard introduction and end with a standard concluding slide. The introduction is available in an **animated** and a **non-animated** format and should precede the title slide containing the presentation's title, speaker's name and date of presentation. The standard concluding slide contains the Scientific-Atlanta logo and tagline, "Bringing the Interactive Experience Home." These introduction and concluding slides must be used on all presentations, *regardless of presentation content*.

The standard template, introduction (animated or non-animated) and concluding slides can be downloaded from the Web at <http://knowledgenet/creativemediaservices/presentationtemp/pretemplate.htm>

**CLICK HERE**  
to see the slide animated version

## Presentations

**Multimedia/Video and CD**[Main Menu](#)[Next](#)

All Multimedia Video and CD presentations must comply with Scientific-Atlanta look and feel, as per established templates.

Scientific-Atlanta's Creative Media Services group can help you develop and produce materials in conjunction with all company identity guidelines and standards. If for any reason you choose to work with any other internal or external source to create any Scientific-Atlanta support collateral, you must submit your designs to Corporate Marketing (Contact: Peggy Ballard) and Creative Media Services (Contact: Wayne Tidwell) before you publish or produce final materials.

## Vehicles

 [Main Menu](#)

All vehicles should display the approved Scientific-Atlanta corporate logo.

