Stratus Logo Usage Guidelines

The Stratus logo and Stratus product logos are pieces of art that represent the company or its products. The logos might be used in printed materials, on screens, on t-shirts, and in other visual displays. These stylized letters are the single uniform visual identifier across different media, different products, different Stratus enterprises, and around the world.

In order to maintain a clear identity, we observe the following common guidelines, which are detailed in this document:

Surrounding Space

Logo Integrity

Colors, Variations, and File Formats

If you have access to Stratus' internal website (intranet), you may use an interactive online version of this guide at www.mis.stratus.com/marketing/corpcomm/logos

Other users may obtain this document in PDF format from their Stratus contact, or by sending email requesting the "Logo Usage Guidelines" to Corporate_Communications@stratus.com
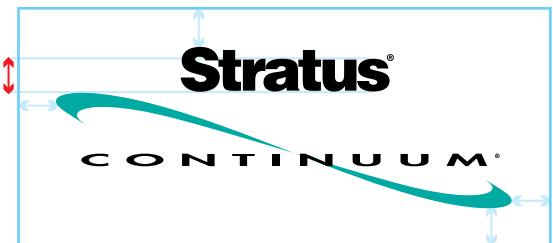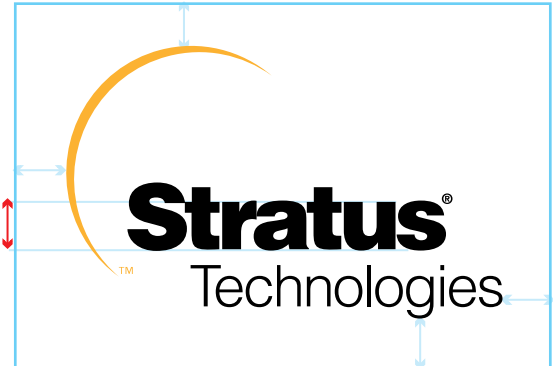
All Stratus logos must be set apart from adjacent materials by a certain amount of "negative space" or empty space.

You must keep all other artwork, type, and page edges at least this far away from the logo. Exceptions must be approved by Corporate Communications.

For the Stratus Technologies logo (all variations), the Continuum logo, and the ftServer logo, the minimum clear space is determined by the height of the largest lowercase letter "r" in the logo, as shown at right.

For the Stratus 24-7 logo, the minimum clear space is determined by the height of the 24-7 digits in the logo, as shown at right.
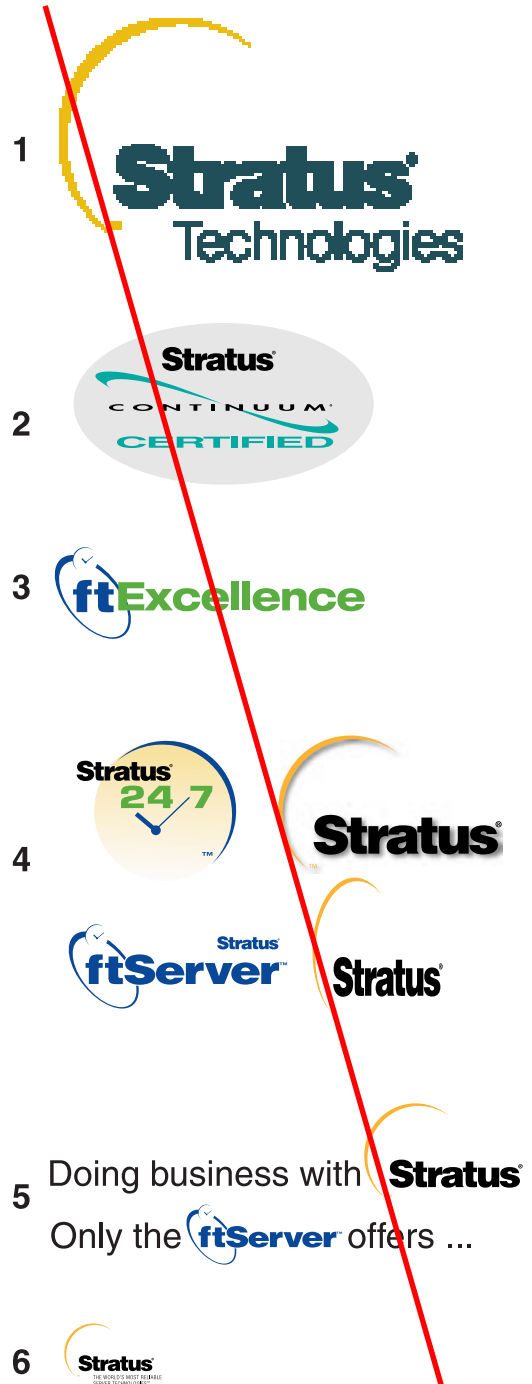
Logo Integrity

In order to preserve our rights to trademark the Stratus logos, we need to use them in a consistent fashion, without distortion or alteration.

The column at right shows a number of examples of improper uses of the logo.

1. Don't use a digital file with insufficient resolution, or ones that display as "jaggy" or pixelated. Details on which files to use for which purposes are on the next page.

2. Don't make any logo part of another logo. And don't enclose the logo in a new shape that is too near to the logo (see previous page).

3. Don't use parts of any logo to make a new symbol or logo. The only legal uses of Stratus logo elements are those that have gone through Corporate Communications and Legal approval.

4. Don't modify the artwork with new backgrounds, dropshadows, or colors. Don't stretch or compress the logo unless you preserve its proportions exactly.

5. Don't use any logo as if it were type. The logo is a piece of art that happens to contain some type in it, and must be treated separately from type elements on the page.

6. Make sure all parts of the logo are legible in the medium you are using: print, web, PowerPoint. If the logo is too small for all the type to be easily read, change the size. [The Stratus logo itself has three variations: the one without the word "Technologies" is readable at the smallest sizes.]

Don't do this!

1

2

3

4

5

6

There are three different versions of the Stratus logo, two product logos, and one technology logo. Each of these six logos is available in up to four variations, depending on usage. Each of the 22 variations is available in 11 file formats.

This means that there are over two hundred logo files available.

Which is the right file for your intended use?

1. Which logo do you want? Each row of the table on page 5 contains a different logo, and an explanation of how it might be used.

2. Which variation? Depending on the color of the background, you may need a logo which has white type instead of black. Depending on your print method, you may not want colors in the logo. Pick a column that matches your need.

3. The label beneath each logo image indicates the folder that contains the logo you want, in a variety of file formats.

Which file format do I need?

See page 6 for a full discussion of which file format to select for any use.

What colors may I use?

Only the colors listed may be used. The Pantone Color Matching System is the reference for printing colors. For screen representation, use the closest approximation. The TIFF, GIF and JPEG files contain approved RGB transformations of the Pantone colors.

Do not convert the solid white or solid black logos to any other colors. If you are having trouble making a logo coordinate with your design project, contact Corporate Communications.

If you have access to Stratus' internal website (intranet), you can find these logos at www.mis.stratus.com/marketing/corpcomm/logos. Other users may request particular logo files from their Stratus contact, or by sending email to Corporate_Communications@stratus.com

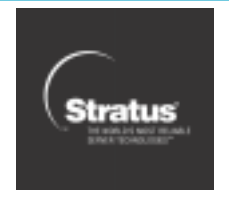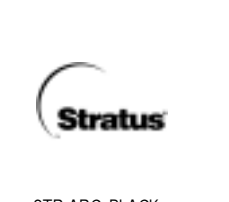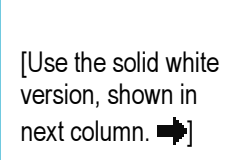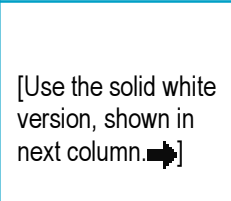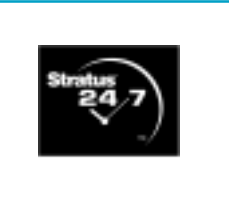|	_COLOR&BLK	_BLACK	_COLOR&WHT	_WHITE
	Full color version for use on light backgrounds.	Solid black version for use where color printing is not possible.	Full color version for use on dark backgrounds.	Solid white version for use on dark backgrounds where color printing is not possible.
STR-TECH-ARC The primary Stratus logo, used in signage, stationery, and wherever the company itself is the main message.	Stratus Technologies Pantone 137 Black STR-TECH-ARC_COLOR&BLK	Stratus Technologies STR-TECH-ARC_BLACK	Stratus Technologies Pantone 137 White STR-TECH-ARC_COLOR&WHT	Stratus Technologies STR-TECH-ARC_WHITE
STR-TAG-ARC Logo with tagline, used where the product message is more important than the full company name.	Stratus THE WORLD'S MOST RELIABLE SERVER TECHNOLOGIES™ Pantone 137 Black STR-TAG-ARC_COLOR&BLK	Stratus STR-TAG-ARC_BLACK	Stratus Pantone 137 White STR-TAG-ARC_COLOR&WHT	Stratus STR-TAG-ARC_WHITE
STR-ARC Basic uncluttered logo, used where clean appearance is more important than message, such as on coffee mugs or hats	Stratus Pantone 137 Black STR-ARC_COLOR&BLK	Stratus STR-ARC_BLACK	Stratus Pantone 137 White STR-ARC_COLOR&WHT	Stratus STR-ARC_WHITE
FTSERVER This logo identifies our ftServer product line. The "Stratus" may be eliminated where the context makes it clear.	ftServer Stratus Pantone 137 Pantone 2747 Black FTSERVER_COLOR&BLK	ftServer Stratus FTSERVER_BLACK	[Use the solid white version, shown in next column. ➡]	ftServer Stratus FTSERVER_WHITE
CONTINUUM This logo identifies our entire Continuum line. The "Stratus" may be eliminated where the context makes it clear.	Stratus CONTINUUM Pantone 3272 Black CONTINUUM_COLOR&BLK	Stratus CONTINUUM CONTINUUM_BLACK	Stratus CONTINUUM Pantone 3272 White CONTINUUM_COLOR&WHT	Stratus CONTINUUM CONTINUUM_WHITE
STR-24-7 This logo is reserved for special uses, with the permission of the IP licensing group only. No other use is permitted.	Stratus 24·7 Pantone 369 Pantone 2747 Black 24-7_COLOR&BLK	Stratus 24·7 24-7_BLACK	[Use the solid white version, shown in next column.➡]	Stratus 24·7 24-7_WHITE

File Formats for Graphic Arts

Selecting the right file format for your printing or display medium is crucial to getting a high-quality logo image. The chart below gives some general guidelines. Details about each format are provided on the next page.

Logos & Drawings Lines, Shapes, Type, Vector					
	Printing, posters, banners	**Power-point**	**Word**	**Web**	**View on desktop**
EPS	Best				No
PDF	Ask printer				Acrobat Reader
TIFF	Satisfactory [300 dpi]	Best [100 dpi]	Best [200 dpi]		Windows imaging tool
GIF				Best [72 dpi]	Web Browser
High-quality JPEG					

Resolution:

All pixel-based formats (TIFF, GIF, and JPEG) must be specified by dimension and resolution (in dpi) or as an absolute pixel dimension (pixel height and width).

The table at left specifies the resolution of the artwork at its final size. If your original file has smaller dimensions than it will be printed, its resolution will need to be proportionately greater.

For example, if you have a logo that is one inch wide at 600 dpi, you can print it on a printing press up to about 2 inches wide (which will give 300 dpi resolution); you can put it into a PowerPoint presentation and scale it to about 6 inches wide (resulting in 100 dpi resolution); or you can put it on the Web at 8.3 inches wide (at 72 dpi).

Resolution-Independent Formats (Vector-Based)

EPS: Encapsulated PostScript (EPS) files are usually the best format for high-quality logo reproduction at any size. Vector-based EPS print without the "jaggy" pixelation common to JPEG, TIFF and GIF files. Any competent print vendor can open these files with Adobe Illustrator. Unfortunately, EPS images cannot be imported into PowerPoint or other Office tools.

PDF: Portable Document Format (PDF) files, also known as Acrobat Reader files, contain all of the detail of the EPS file, but are viewable by most computer users, using the free Adobe Acrobat Reader. These files can be edited with Adobe Illustrator. Unfortunately, PDF files cannot be imported into PowerPoint or other Office tools.

Resolution-Dependent Formats (Pixel-Based)

TIF: TIFF (Tagged Image Format Files) is the best format for PowerPoint, and does not suffer the slight losses in quality of GIF and JPEG images. Since a TIFF file is fundamentally pixels, you must specify both the size and the resolution desired or you will get the dreaded "jaggies."

GIF: Graphic Interchange Format (GIF) files are the best format for logos on the Web, since the GIF format works well with a limited color palette. GIF files can also be imported into PowerPoint. Since it is a pixel-based format, you must specify the size and resolution desired.

JPG: JPEG files are compressed and can be considerably smaller than GIF or TIFF. They are the worst choice for logos on the web and PowerPoint because the compression scheme used in the file format degrades the file, corrupting the colors and the background. Avoid this format in favor of TIFF and GIF whenever possible.

If you have read and understood all of the information in this document and have access to Stratus' internal website (intranet), you may directly download your preferred file format at http://www.mis.stratus.com/marketing/corpcomm/logos/logolist.htm.

Other users may request particular logo files from their Stratus contact, or by sending email to Corporate_Communications@stratus.com

For reference purposes, here is a guide to file formats for photographs and similar artwork.

	Photos Paintings, gradients, blends, shadows, blurs				
	Printing, posters, banners	**Power-point**	**Word**	**Web**	**View on desktop**
EPS					
PDF					
TIFF	Best [300 dpi]	Best [100 dpi]	Best [200 dpi]		Windows imaging tool
GIF					
High-quality JPEG	Good [300 dpi]	Good [100 dpi]	Good [100 dpi]	Best [72 dpi]	Web Browser