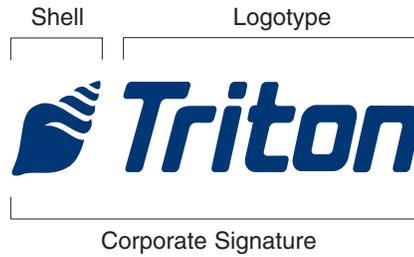


■ Artwork

Electronic and camera-ready artwork for all signatures shown in this guide, accompanies this document.

All questions relating to these guidelines should be directed to:

Laura Daeffler
Marketing Communications Manager
Triton
770-499-6533
laura.triton@mindspring.com



■ Color Application

PMS 281 blue, 100% black, and white are the only colors used for standard applications of the Triton corporate signature. Any deviation from this standard must be approved by the Triton Marketing Department.

Color

For color applications, the corporate signature is reproduced in PMS 281 blue and may overprint on light neutral backgrounds that provide sufficient contrast.

Black & White

In black & white applications the corporate signature is reproduced in 100% black on white background, or reverses to white on 100% black background.

Dark Background

On a dark background, corporate signature reverses to white only. Preferred background color is PMS 281 blue or black.



Process

Pantone 281

CMYK

Cyan	100%
Magenta	72%
Yellow	0%
Black	38%

■ Standard Typeface

Helvetica is the standard typeface for text (excluding corporate signature) on business documents and business forms. Helvetica Bold is used where emphasis is needed.

The Triton corporate signature has been custom designed and exists as artwork only. It is not derived from a standard typeface and should not be re-created from altered elements of a standard typeface.

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Clear Space Requirements

A clear space surrounding the Triton signature is required to provide maximum clarity and visual impact. No other elements, logos, or information should intrude into this space. The size of the clear space is determined by the height of the letter "o" in the Triton signature. This is the minimum clear space that must be provided.

To support brand recognition it is recommended that the Triton signature stay visually prominent in relation to other logos.



Preferred Configurations

The Triton shell and logotype are designed to appear together as a distinctive corporate mark.

When address accompanies signature, it is incorporated as shown here. Line lengths will vary according to application and text lengths.

Line

On business documents, the line below the logotype is a .09 pt stroke. On large format applications, the line remains a hairline in proportion to the signature.



522 E. Railroad Street
Long Beach, MS 39560
www.tritonatm.com



Misuse of Logo

On standard business documents, only typefaces specified in this guide may be used for the business address and the web address.

Additional words may not be added alongside the logo. Shell and logotype always appear in the same color. The shell and logotype must maintain the proportions shown in the Artwork section of this guide. The distance between the shell and the logotype may not vary.



Triton Documents Ready-to-Order

To Order Business Documents

All documents on this page can be ordered from:

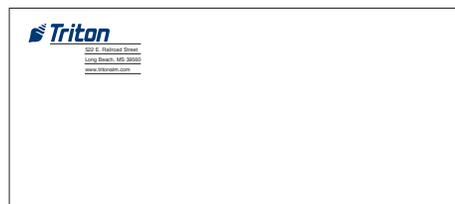
Laura Daeffler
 Marketing Communications Manager
 Triton
 770.499.6533
 laura.triton@mindspring.com

Shown at 25% actual size



Letterhead 8.5" x 11"
 (2nd sheet prints shell only)

Shown at 25% actual size



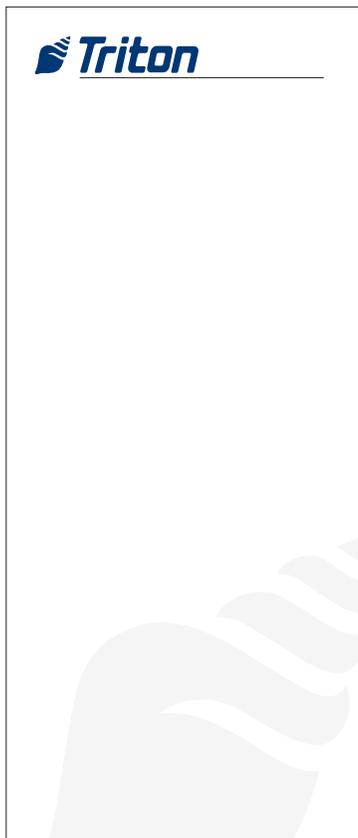
#10 Envelope 9.5" x 4.125"

Shown at 50% actual size



Mailing Label 5" x 3"

Shown at 50% actual size



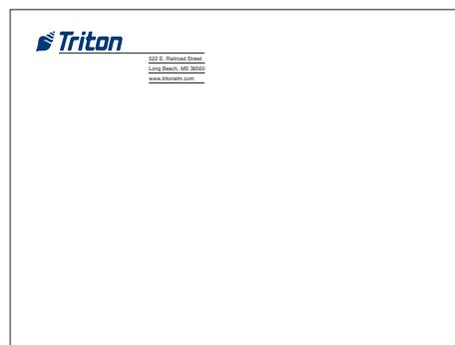
Note Card 3.75" x 8.75"

Shown at 50% actual size



Business Card 3.5" x 2"

Shown at 20% actual size



Mailing Envelope 12" x 9" (also available 13" x 10")

Shown at 25% actual size



Note Pad 5.5" x 8.5"

We've Grown Into a New Shell



In recent years, Triton has grown into one of the world's largest ATM solution providers. In response to this growth, a corporate graphic identity system has been developed to visually reinforce Triton's professional attributes and leadership in the marketplace.

This Corporate Identity Style Guide provides guidelines for the use and application of the Triton signature. To maximize the impact and recognition of the signature, it is essential that these guidelines be applied consistently wherever and whenever it is used. The Triton signature has been designed for effective application in print, signage and electronic media. It may be produced in both color and black & white. All acceptable applications are covered in these guidelines, along with color references.

To ensure visual integrity of the Triton signature, do not attempt to re-create the custom logotype or redraw the shell. For all applications of the corporate signature, use only the reproduction artwork accompanying this Style Guide. Reproduction artwork can be enlarged or reduced proportionately to suit application requirements, but can in no other way be altered.

With your cooperation in adhering to these requirements we can successfully build a brand identity for Triton. Please review this entire Style Guide before designing or producing any materials that visually represent Triton or use the Triton name. Thank you in advance for working with us to make our corporate identity program a success.

A handwritten signature in black ink that reads "Anthony W. Shaw". The signature is fluid and cursive, with a long horizontal stroke at the end.

Tony Shaw
Director of Global Marketing
Triton