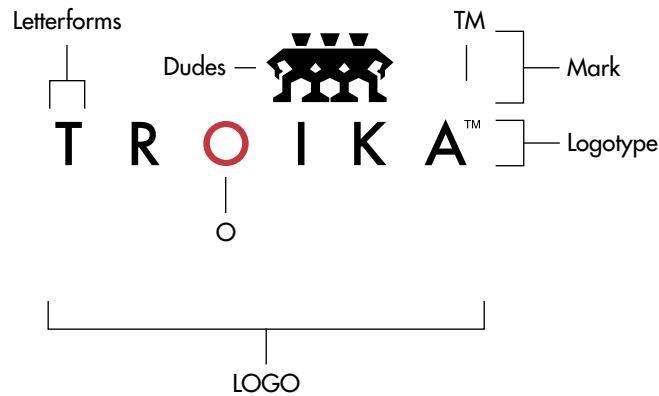


TROIKA Corporate Logo Guidelines

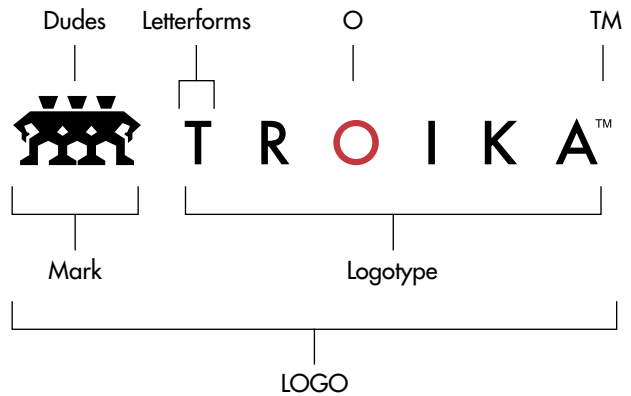
These guidelines explain how to treat the TROIKA logo regardless of the purpose for which it is being used. Guidelines apply to all media types (online copy, video images, hard copy, etc.) and to all logo sizes – from a small image on a giveaway to a large banner for a building. Proper usage of the logo contributes to a strong corporate image. Thank you for helping to demonstrate our company's commitment to consistency and professionalism.

Acceptable Configurations and Components of the TROIKA Logo

Vertical Configuration:



Horizontal Configuration:



- **IMPORTANT:** Never use the TROIKA logotype by itself.
- If you want to use the mark by itself, please contact the Marketing Department for permission and acceptable usage.
- The VERTICAL configuration is always asymmetrical. Never center the mark over the logotype.
- Use the VERTICAL configuration if space is not an issue.

Color Standards

The TROIKA corporate colors are:

- TROIKA Black: 100% Black
- TROIKA Red: PANTONE 187C

For PANTONE color standards, refer to the current editions of PANTONE color publications. The following are the only acceptable color applications for the TROIKA logo:

2-Color

- “Dudes”, “T,R,I,K,A,™”: 100% Black
- “O”: PANTONE 187C



1-Color

The entire logo 100% Black on white/light background



1-Color (halftone)

- “Dudes”, “T,R,I,K,A,™”: 100% Black
- “O”: 40% Black



1-Color

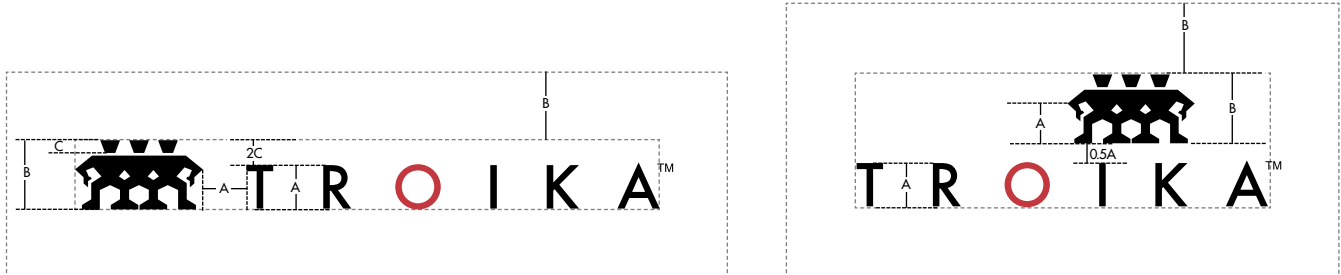
The entire logo White on black/dark background



TROIKA Corporate Logo Guidelines

Proper Proportions of the TROIKA Logo

Whenever the TROIKA logo is used there needs to be a minimum amount of empty space around to the logo. Use the "B" proportion as a distance reference for the minimum empty space distance.



Improper Use of the TROIKA Logo

Maintaining the integrity of the TROIKA logo depends on consistent and correct usage. The following guidelines are only some examples of how the TROIKA logo should NOT be used. If you have any doubts concerning the use of the logo, please contact Joan Pedersen, Marketing Communications, +1.408.257.5134 x14 or via e-mail at joanp@TroikaNetworks.com.



Do not try to re-create any part of the logo, either by redrawing the mark or resetting the type. Do not condense or stretch the logo. Treat the logo, whether the horizontal or vertical version, as one piece of artwork.



Do not place the logo on a background that is so close in value or so busy that it affects the readability of the logo.



Do not use the "networks" version of the logo. Do not add "networks" to the logo. The logo should stand alone without any modifications.

Do not insert the TROIKA logotype into a block of text.

Do not insert the logotype into text. TROIKA should be all caps and set in the same typeface as the text.



Do not use the logotype alone. The TROIKA mark may be used alone, but the logotype must always appear in conjunction with the mark.



Do not reproduce the logo in outline form.



Do not screen the logo as a background graphic. You may screen the TROIKA mark alone as a background graphic, at 20% black.



Do not enclose the logo in a shape so that the shape appears to be a part of the logo. Do not add a shape or type within the minimum empty space area as defined in the logo proportions above. The "O" can remain PMS 187 if the logo is used in a multi-color situation.