

The Compaq logo and tagline graphic lock-up

COMPAQ Inspiration Technology

Graphic lock-up

Compaq's brand identity is one of our most important assets. Our brand is expressed in how we answer the phone, our interaction with customers, our advertising, and of course our products. Every employee plays a key role in the presentation of our brand identity to our customers and partners. It is each employee's responsibility to ensure that your use of this new tagline graphic always meets Compaq's brand identity standards.

There are many ways for a company to go to market. Some technology vendors build a product, present it to customers and let them figure out if they need it.

Compaq's philosophy is different. Our approach is customer-focused, customer-centered. Our insight into customers reveals that technology is not an end unto itself but a means to inspire businesses and individuals to reach their full potential. The true differentiator is the human being — and what each individual can aspire to achieve with technology.

As part of our new brand strategy, Compaq has developed a new tagline. It is extremely important that this tagline is used consistently and properly — these standards must be followed each and every time.

What is "Inspiration Technology from Compaq"?

We are no longer in the information age. We are in the inspiration age.

Information technology limits you. It only takes you so far. Information is input. Inspiration is output. Compaq believes technology should enable individuals to reach their full potential.

Compaq believes technology should enable but in a less intrusive way.

Compaq understands that the technology isn't what matters; it's what you want to do that is important. Technology should liberate you — help you get more of the things you want. "Inspiration Technology from Compaq" liberates you and allows you to focus all your time and energy on what inspires you — learning, communicating, selling, servicing, creating — whatever.

"Inspiration Technology from Compaq" delivers to the user exactly what they want in as seamless, invisible and effortless a way as possible. It allows you to do the things you want most on your terms.

Compaq goes beyond the limits of information technology to the boundless, liberating possibilities with "Inspiration Technology from Compaq."

Using the standards

Correct use of this new tagline is critical to the successful implementation of the new brand identity for Compaq — in both the near and long term. If this new identity is to truly become synonymous with Compaq, careful and consistent use is absolutely necessary.

A key part of the registration process for trademarks and service marks is *consistency of use*. A company's right to use a mark begins with either (1) actual use of the mark, or (2) the filing of the proper applications to register a mark. So it's extremely important that this new tagline be used correctly from the start—and according to these standards. Misuse of the tagline could severely impact Compaq's attempts to register the mark.

1. Usage in text:

- a. The tagline is always two (2) words — with initial capital letters on the “I” in Inspiration and the “T” in Technology. All other letters are lower case. There is a regular space between “Inspiration” and “Technology”

DO:

"Inspiration Technology from Compaq"

DON'T:

"INSPIRATION TECHNOLOGY FROM COMPAQ" (all caps)

- b. The tagline can ONLY be used with Compaq. To ensure that we can own the tagline—both legally and in the minds of the customer—it is critical that we always use the tagline in conjunction with the Compaq logo. Using the tagline by itself is therefore unacceptable.

Examples of where the tagline CANNOT be used by itself are:

- Titles/headlines
- Press releases—unless the press release is providing a detailed explanation of our philosophy, as in the introductory paragraphs of this document.
- Web materials
- In the body of a PowerPoint presentation
- As part of a name (product or program)

- c. Body copy/voice-overs/supers:

- c1. For consistency reason, the tagline should ONLY be used as a sign-off or to “close” body copy in advertising. Until further notice, it should always be preceded by the wording “Welcome to the new IT”.

DO:

“Welcome to the new IT. Inspiration Technology from Compaq” followed by the graphic lock-up.



Compaq tagline with lead-in statement

DON'T:

“Inspiration Technology allows you to”
“By using Inspiration Technology
from Compaq”

*The tagline is NEVER to be used by itself
in text, voice-overs or supers.*

This standard is to be used for ALL
brand advertising, demand generation
advertising, and product advertising
developed by all Compaq's advertising
and communications agencies:
FCB and Draft International, etc.

- c2. The only exception to this standard
is any advertising produced for the
Consumer Group. For consumer advertis-
ing, use ONLY the graphic lock-up. Our
research suggests that the consumer audi-
ence is not necessarily as knowledgeable
about computers and related technolo-
gies—so the term “IT” is not particularly
meaningful or relevant to them.
- d. Press releases:
The tagline is NEVER to be used by itself
in press releases. See section 1b on page 2.
- e. Web materials:
The tagline is NEVER to be used by itself
in text web materials. See section 1b on
page 2.
- f. PowerPoint presentations:
The approved graphic lock-up is incorporat-
ed into the new master presentation tem-
plate. That is the ONLY approved use in
PowerPoint presentations. See section 1b
on page 2.
- g. Translation of tagline into other languages:

Canada is currently the ONLY country
where is it mandated by law that the
tagline be translated into the local lan-
guage.

*All other countries should use the tagline
graphic lock-up in English.*



Compaq tagline used in
Consumer advertising

2. Usage of graphic lock-up

- a. Because consistency is such an important factor to ensure ownership of the tagline, it is critical that no one attempts to develop alternative or substitute graphic representations of the logo and tagline.
- b. The tagline is NOT to be used in any other graphic layout, type font, or colors than those listed in these standards.
- c. Use ONLY the approved artwork posted on the Brand Identity web site. DO NOT RECREATE THE TAGLINE OR ALTER ITS POSITIONING.
- d. Protection space:
Setting the Compaq logo and tagline apart from other graphic elements is key to preserving its visibility and legibility.

Here, we have indicated the minimum space required to protect the graphic lock-up from other graphic elements, such as typography, illustrations, or photographs.

The space is defined by the height of the “M” in Compaq. The size of the logo determines the amount of protection space.

- e. Uses in Collateral, Point-of-Sale Materials, Packaging, Trade Shows, Events, Premiums, and Promotions
Detailed standards for collateral and premiums and promotions will be available November 6, 2000 with additional standards to follow shortly. If you have projects that need to be produced before the standards are available contact the Brand Identity Group for assistance.

Compaq logo and tagline proportions

	x
	1/2x
	1/2x

Preferred version for use on all print material — left aligned



Alternate version for broadcast and interactive media — centered*



*NOTE:
Use of the centered version on other applications must have the approval of the brand identity team.

3. Approved signatures

- a. Websites:
 - Uses the “left aligned” graphic lock-up only.

The only sites authorized to use the graphic lock-up at this time are the Compaq.com home page and the Inline home page.

The graphic lock-up is NOT to be used on departmental or regional sites without approval from the Brand Identity group.

- b. PowerPoint presentations:
 - Uses the “left aligned” graphic lock-up on title page only.
- c. Advertising
 - c1. Print advertising:
 - Uses the “left aligned” graphic lock-up only as established by FCB.
 - c2. Broadcast advertising:
 - “Centered” graphic lock-up may be used.

Preferred broadcast use:



centered

NOTE: There is a specific animated treatment of the centered graphic lock-up which should be used to close all commercials. Please contact the Worldwide Integrated Marketing Communications Advertising group for information.

- Use “left aligned” graphic lock-up when creative direction requires it.

Preferred print use:



Left aligned – preferred alignment

Other acceptable uses:

Compaq Red* type on white background



Left aligned

White type reversed out of black background



Left aligned

Black type on white background



Left aligned

* NOTE:

- Color for Compaq Red
 - PMS 186
 - CMYK: 5C/100M/70Y/0K
 - RGB: 255/0/0

c3. Web advertising:

“Static” applications:

Uses “left aligned” graphic lock-up

“Interactive” applications:

Uses the “centered” graphic lock-up.

NOTE: There is a specific animated treatment of the graphic lock-up for rich media *using flash only*. Please contact the Worldwide Integrated Marketing Communications Interactive group for information.

Animation of the graphic lock-up is to be used very selectively in online advertising. Some flash ads may not use animation if it competes with other elements in the ad unit. All animations of the graphic lock-up must be reviewed with the Worldwide Integrated Marketing Communications Interactive group *prior* to publication.

d. Use with “ingredient brands”

The tagline graphic lock-up may be used in materials which require the inclusion of logos for applicable ingredient brands. The approved ingredient brand logos are “Intel Inside” processor logos, and the “MSN” logo which applies **ONLY** to the Compaq *iPAQ™* Home Internet Appliance.

The standards for using the tagline lock-up must be followed with regard to “left-aligned” versus “centered” versions, protection space, and color.

f. Use with partner logos and third-party logos:

A separate effort is being spearheaded by the Brand Planning and Identity team focused on co-branding strategies. Once that effort is completed, guidelines will be available with regard to the use of the Compaq logo and partner logos. At that time, we will address the use of taglines as well. In the interim, the Compaq tagline and partner taglines should **NOT** appear together in any communications material.

All materials must be reviewed and approved by the Brand Identity group PRIOR to production.

Jean-Leon Bouchenoire (508) 467-2371

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Worldwide Integrated Marketing and Communications contacts:

Karen Jones Advertising

Mary Bermel Interactive Advertising



Approved ingredient brand logos

4. Misuse of graphic lock-up

The Compaq logo and tagline are the bedrock of our brand identity, an expression of the company’s personality and basic values. It represents quality, reliability and leadership. An important piece of intellectual property, the logo must be protected through proper use. To ensure its clear and accurate reproduction, always begin by reviewing the guidelines; then use the approved reproduction materials available on the Brand Identity web site.

When using the Compaq graphic lock-up, apply the following basic rules.

DO



- Do use the “preferred” color arrangement of white reversed out of Compaq Red.
- Do use the “acceptable” color arrangements when white reversing out of Compaq Red is not possible.
- Do use the approved graphic lock-up downloadable from the Brand Identity web site.

DO NOT



Do NOT place graphic lock-up on any color other than one of the approved combinations from this standard.



Do NOT create a drop shadow.



Do NOT place graphic lock-up on photography or illustrations.



Do NOT use graphic lock-up in outline.

Joe Smith
Compaq Computer Corp.
281-514-3111
~~COMPAQ~~
“Inspiration Technology”

Do NOT re-create the graphic lock-up in email signatures.

~~Inspiration Technology~~

Do NOT use tagline alone.

~~COMPAQ~~ | ~~Inspiration Technology~~ | ~~Microsoft~~

Do NOT use the graphic lock-up with third parties.



Do NOT place graphic lock-up on or in a shape.



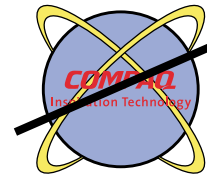
Do NOT distort graphic lock-up.



Do NOT recreate tagline in another typeface. Use ONLY the approved artwork.



Do NOT reposition tagline or alter the spacing between the two elements.



Do NOT reproduce graphic lock-up in other graphics, icons, or logos.



Do NOT use graphic lock-up in a read-through.

Compaq logo — protection zone

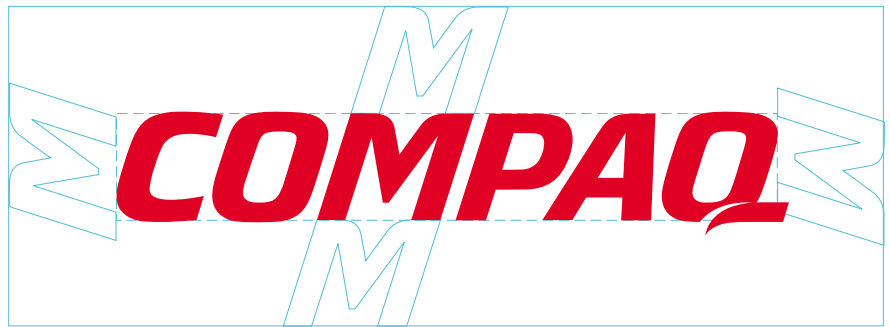
The Compaq logo is the keystone of our brand identity, an expression of our personality, our tonality, and our basic values. It represents quality, reliability and leadership.

As one of the most important pieces of intellectual property we own, the Compaq logo must be protected through proper use. To communicate most effectively, a minimum amount of space is to be left clear of text, symbols, logos and other extraneous graphic elements.

In no instance should a line of text or any other visual element overlay the logo.

The protection zone specifications are proportionate to the logo and are derived from the height and width of the M. A minimum of one M on each side of the logo will contribute to the legibility of the Compaq logo.

The only exception to this rule is with the "Inspiration Technology" tagline lock-up. Refer to the Compaq logo and tagline guidelines for more information.



Protection zone

Compaq logo — color versions

A consistent image is vital to building brand identity. For this reason, Compaq Red (100% Pantone 186) is the color of choice for the presentation of our logo.

In certain instances, where it is not possible to present the logo in the corporate red, it may appear in 100% black. The logo should never appear as a tint.

To ensure the unified look that is so vital to a strong brand identity, it is important to reproduce the colors in the Compaq palette as accurately as possible in all print and electronic applications. All the relevant color-matching formulas are provided here.

Process

c - 5%
m - 100%
y - 70%
k - 0%

RGB

r - 224
g - 000
b - 036

Web RGB

r - 225
g - 000
b - 000

Web Hex

FF0000



COMPAQ



COMPAQ



COMPAQ



COMPAQ

Compaq logo — dos and don'ts

The Compaq logo is the cornerstone of our brand identity.

Whenever and wherever it appears, it should always be clear and visible. Care should therefore be taken in controlling the background on which it is presented in order to optimize legibility. The correct and incorrect examples illustrated here will serve as a useful guide when you are developing a layout or choosing an environment or a medium in which the Compaq logo will be displayed.

COMPAQ

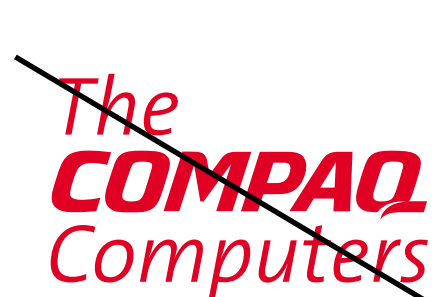
COMPAQ



Don't



To maximize readability, it is strongly recommended that the Compaq logo only appear on solid backgrounds such as white, black or red. Avoid using busy backgrounds such as photos, illustrations or patterns.



For the Compaq logo, always adhere to the protection zone guidelines. Please do not use colors outside of the approved color palette. Do not add bounding boxes or other graphic elements to the lock-up. Avoid using blends, drop shadows, filters or effects.

Please do not use the Compaq logo as a read-through.

Business card / Europe

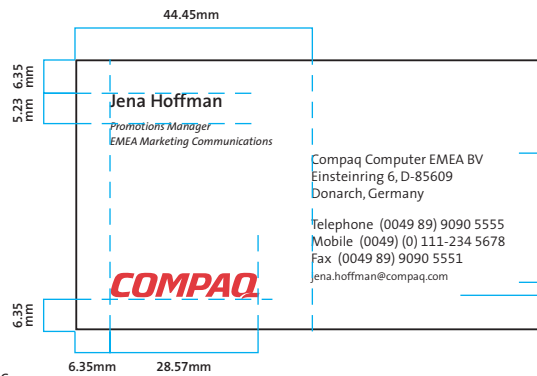
Business cards
88.9mm x 50.8mm
(not shown actual size)

Logo
prints 100% PANTONE 186 C

Name
prints 100% black,
10pt The Sans CPQ SemiBold

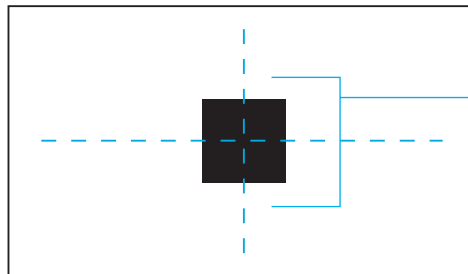
Title
prints 100% black,
6pt/8 The Sans CPQ SemiLight italic

**Address/phone numbers/
fax/e-mail**
prints 100% black,
7.5pt/9 The Sans CPQ SemiLight



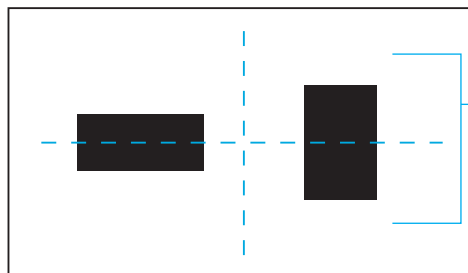
Last line of business card text aligns with baseline of Compaq logo. Text is The Sans CPQ SemiLight 7.5 point over 9 point leading, one line space between address and phone numbers.

Email address is 6 point to accommodate long names. Color: black



Approved certification logos, etc. may be printed on the back of the card. See the examples left for placement and size. The logos should be printed in black and centered vertically and horizontally. Multiple logos must be sized proportionally with adequate white space between them for legibility.

No other logos are permitted on the front of the business card.



If you have a second language on the back of the card and require other logos you must print a folded version of the card. If you are a Compaq employee, absolutely no other logos are permitted on the face of the business card.

Although small in size, business cards can make a big impression. As a highly convenient means of exchanging information with customers, business associates, suppliers and other contacts, a well-designed card can have the same impact as a firm and confident handshake. Compaq cards organize all the essentials in an easy-to-read manner.

Two elements clearly stand out: the Compaq logo, in the corporate red at the lower left-hand side of the card and the name of the individual, at the top left. Overall, the business card stands as a bold reminder of who we are and where we come from.

Complimentary slip

Complimentary slip
1/3 A4, 200 x 90mm
(not shown actual size)

Logo
prints 100% PANTONE 186 C

Title
prints 100% black,
17pt The Sans CPQ SemiLight

Address/phone number/e-mail
prints 100% black,
7.5pt/9 The Sans CPQ SemiLight



It is a form of courtesy to include a compliment slip when sending product literature or other items. The design of the Compaq compliment slip is consistent with that of our stationery as a whole and leaves ample room to add a personal message. Most importantly, as a clear reminder to the recipient of the source of the material, it reinforces the Compaq brand.

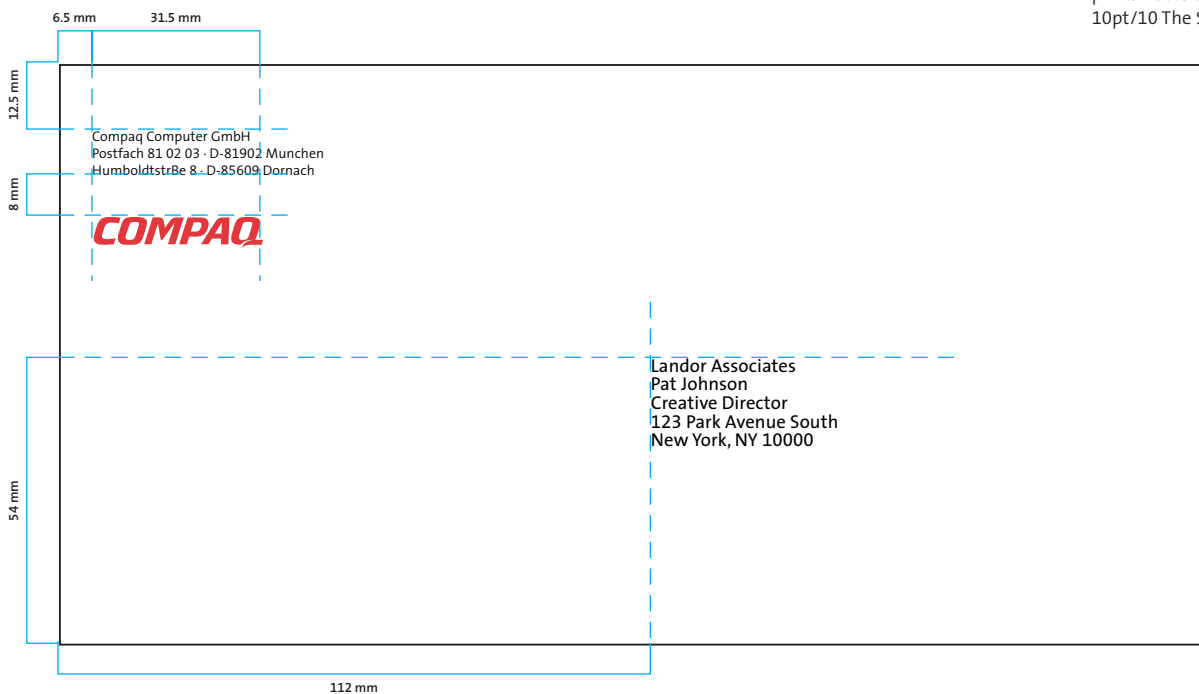
Envelope

Envelope
220 x 110 mm
(not shown actual size)

Logo
prints 100% PANTONE 186 C

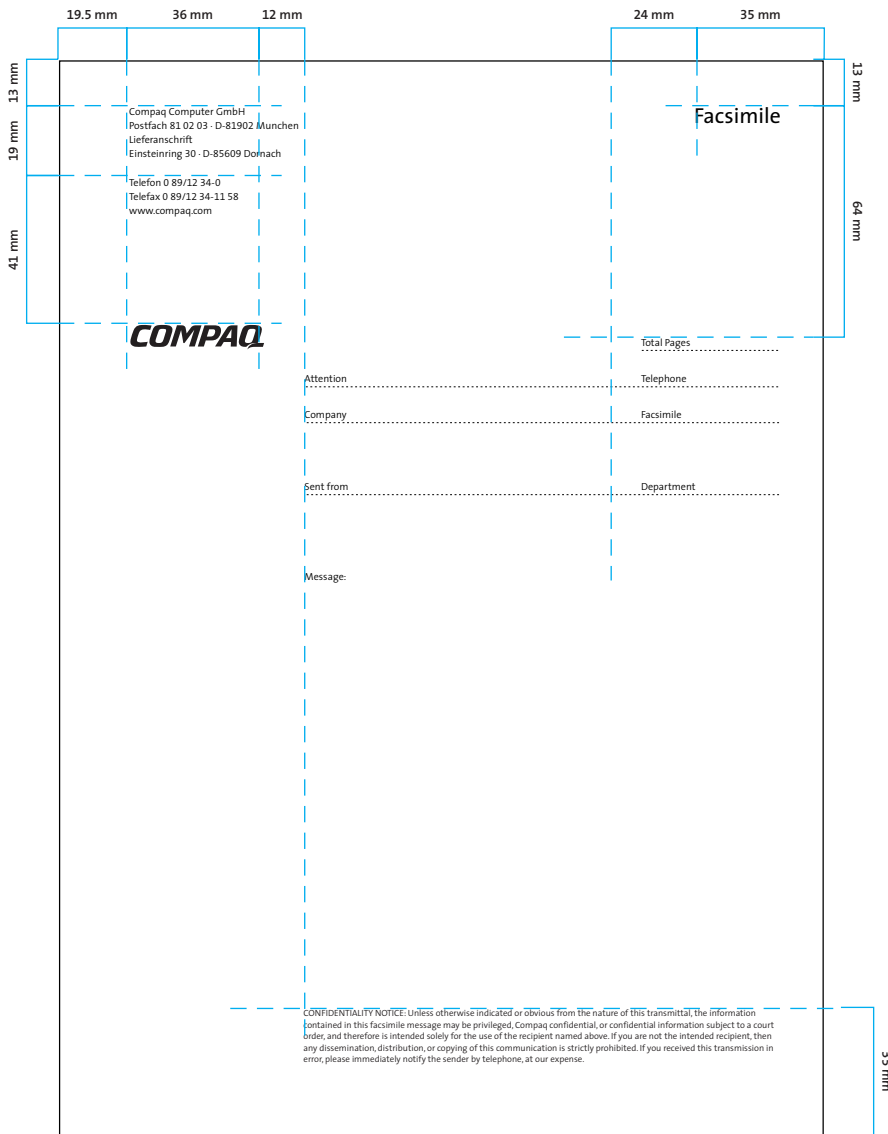
Return address
prints 100% black,
7pt/9 The Sans CPQ SemiLight

Address
prints 100% black,
10pt/10 The Sans CPQ SemiLight



An envelope is a form of packaging and, like all packaging, should be carefully designed to make the right impression. Compaq envelopes feature the Compaq logo in the upper left-hand corner, aligned with the return address above it. To create a balanced and distinctive look, the mailing address is positioned below the center, at a distance of 112mm from the left edge.

Fax cover sheet



Fax Sheet
A4 210 x 297 mm
(not shown actual size)

Logo
prints 100% black

Title
prints 100% black,
17pt The Sans CPQ SemiLight

Company name/ address/phone number/fax/ web
prints 100% black,
8pt/11 The Sans CPQ SemiLight

Body copy
prints 100% black,
7.5pt/14 The Sans CPQ SemiLight
.3 dashed rule 100% black

Confidentiality note
prints 100% black,
8pt/14 The Sans CPQ SemiLight

Every fax transmission is an opportunity to reinforce our brand identity. While providing essential information about the source of the transmission, a well- designed fax cover sheet also ensures that uneven transmission quality does not adversely affect the professional

appearance of the communication. Giving pride of place to the Compaq logo, our fax cover sheet has been designed to make sender and receiver information easy to read at a glance.

Pocket folder (outside)



level A folder cover: example



level B folder cover: example

Pocket folders are a practical and professional means to organize several documents in a single package. Our pocket folders are clearly branded with the Compaq logo which appear in Compaq Red on the front cover in the lower left corner. The cover also features a dynamic montage of imagery.

NOTE:

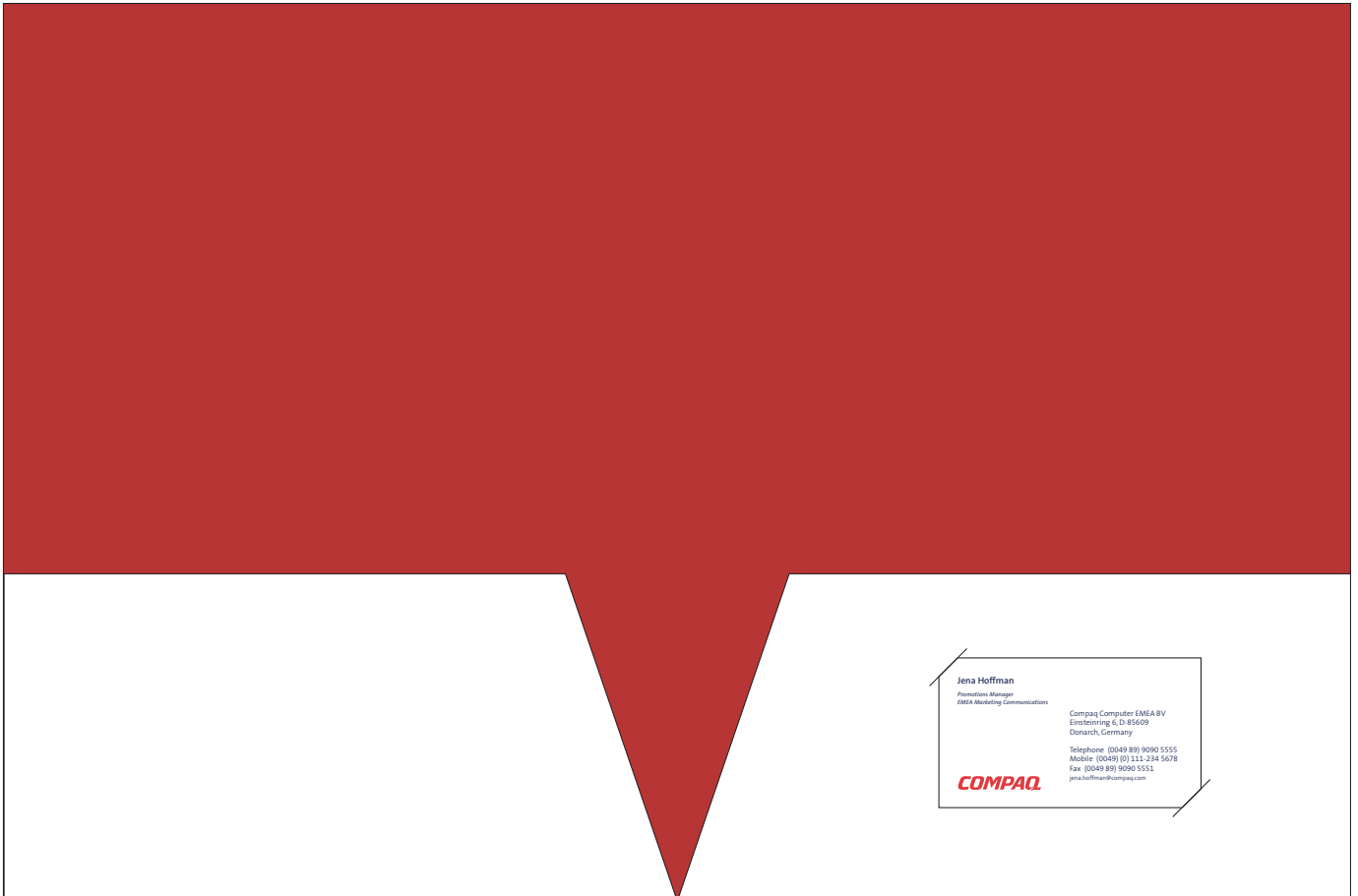
Please use the Quark template that has been built for folders which is available on brand identity web site.

Pocket folder outside
228.6 x 304.8 mm – closed
(not shown actual size)

Vertical red bar
prints 100% PANTONE 186 C

Signature
prints White

Pocket folder (inside)



Pocket folder inside
457.2 x 304.8 mm – open
(not shown actual size)

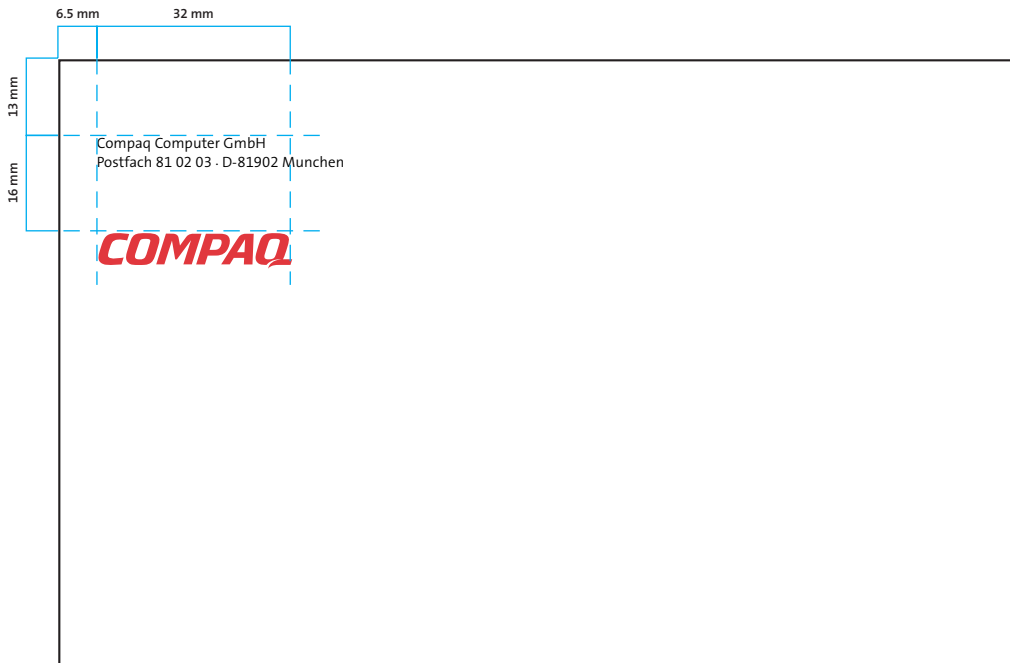
Background
prints 100% Compaq Dark Red
PANTONE 704 C

Pocket flap
prints White

Die cuts
on right pocket for business card

The inside of the folders presents a stark contrast between the Compaq Red background and the white pocket flaps. The die cuts on the right pocket provide a space for a business card, which should always be included with the folder to lend a personal dimension to the presentation of information. Overall, the look and feel of our pocket folders is designed to reinforce the image of Compaq as pacesetting and human company.

Mailing label



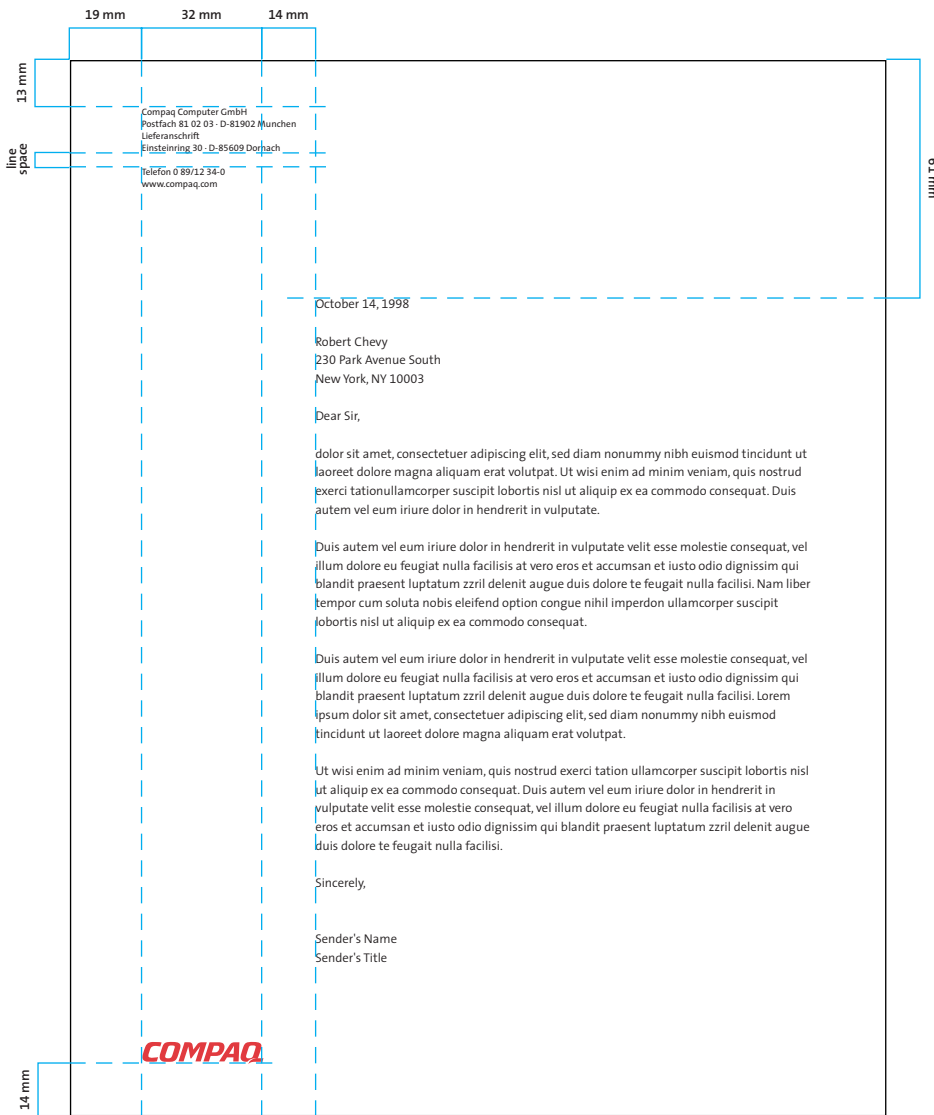
Mailing label
159 x 100 mm
(not shown actual size)

Logo
prints 100% PANTONE 186 C

Address
prints 100% black,
7pt/9 The Sans CPQ SemiLight

There is no item too small or too lowly to be considered an important component of our brand identity system. No matter how ordinary an item a mailing label may be, it still leaves an impression. Care has been taken to design our mailing labels so that they convey, in their own modest way, the Compaq brand spirit.

Letterhead



Letterhead
210 x 297 mm
(not shown actual size)

Logo
prints 100% PANTONE 186 C

Address/phone number/fax/e-mail
prints 100% black,
7pt/9 The Sans CPQ SemiLight

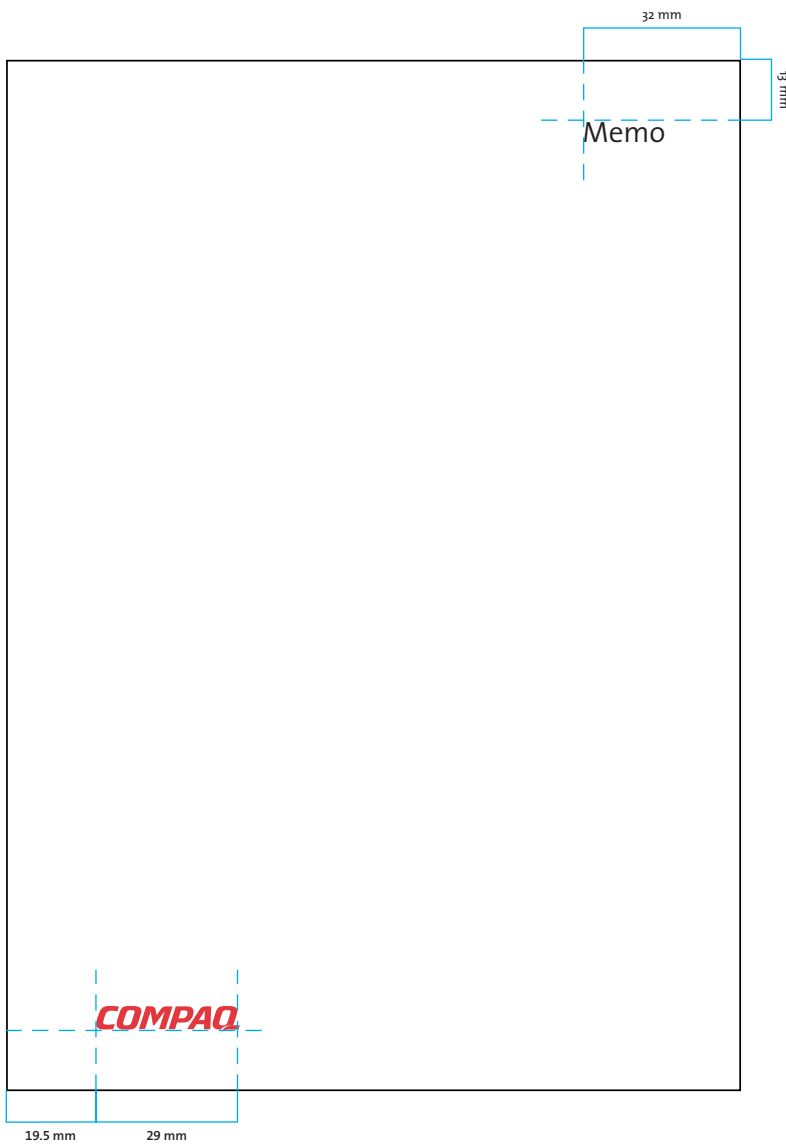
Body copy
prints 100% black,
9.5pt/14 The Sans CPQ SemiLight

If you do not have access to The Sans SemiLight fonts for body copy, Arial fonts may be substituted.

In our age of electronic communications, letters are becoming less commonplace. Consequently, a formal letter on official stationery is likely to command even more attention than it once did. A clean and sharp visual presentation is of the essence.

In keeping with our brand identity, the Compaq letterhead has been designed to make the origin of the communication immediately clear to recipients, while highlighting who is writing to them and where that person can be reached. The sender information is aligned with the Compaq logo, which is positioned at the bottom.

Memo pad



Memo pad
A5, 148.5 x 210 mm
(not shown actual size)

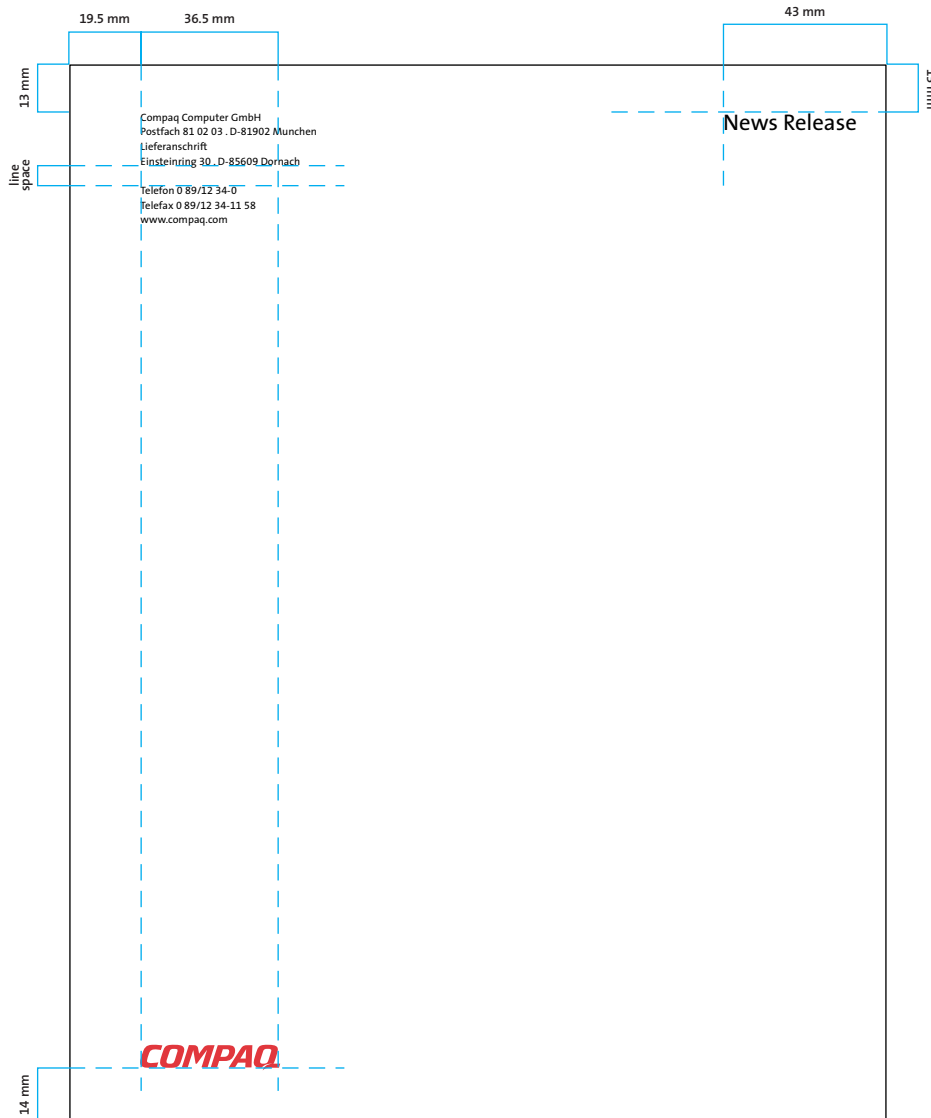
Logo
prints 100% PANTONE 186 C

Title
prints 100% black,
17pt The Sans CPQ SemiLight

Memos are indispensable to communicating information within a large company. Memo pads are thus a familiar feature of the landscape of working life. And even routine internal communications should partake of the Compaq brand spirit. The design of our

memo sheets is simple and smart, just as the content of our communications should be. The logo takes pride of place, affirming that Compaq is a single, unified enterprise.

News release



News release
A4, 210 x 297 mm
(not shown actual size)

Logo
prints 100% PANTONE 186 C

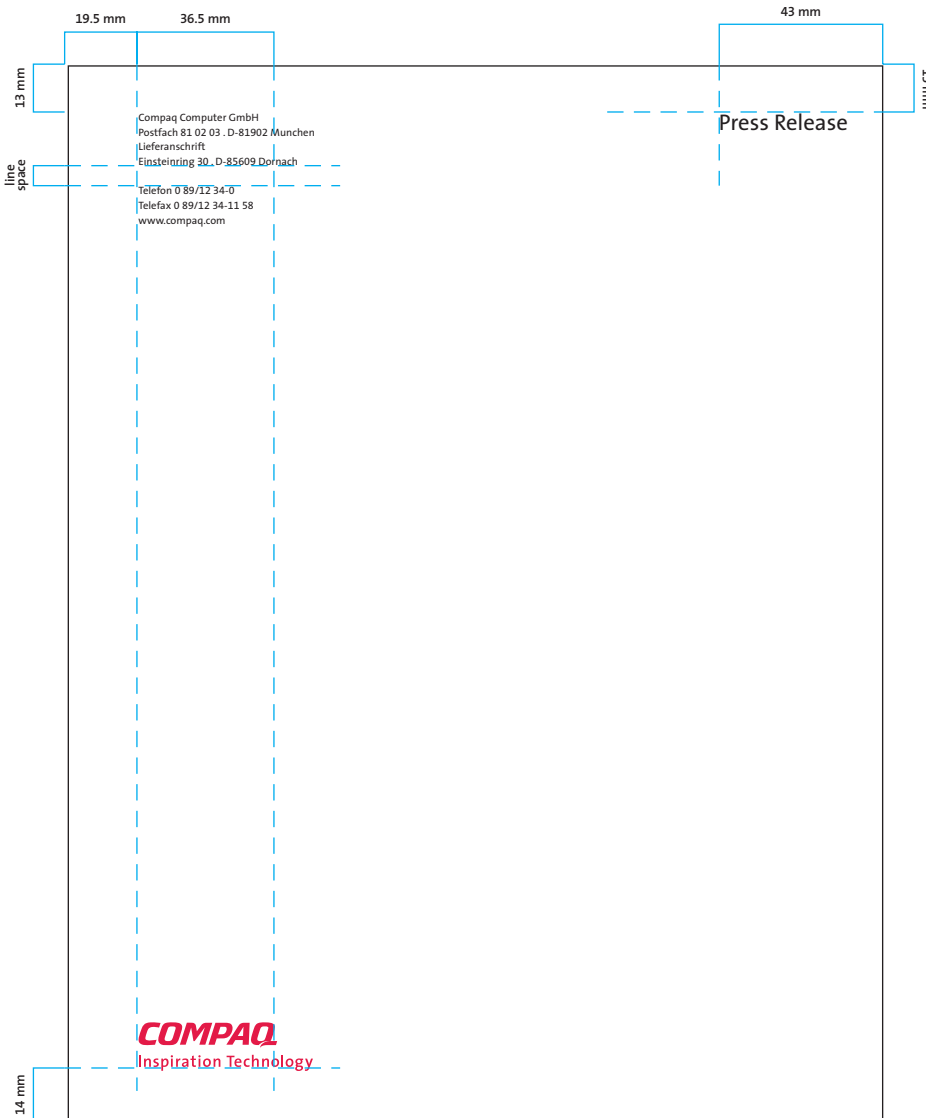
Company name/address/phone number/fax/web
prints 100% black,
8pt/11 The Sans CPQ

Title
prints 100% black,
17pt The Sans CPQ

For a growing and dynamic company committed to innovation, news and press releases are an essential vehicle of communication. An attractive and consistent presentation is essential in sending a positive message to the media about the Compaq brand. And because, news

and press releases are used to communicate with the media, these particular stationery items feature the Compaq logo.

Press release



Press release
A4, 210 x 297 mm
(not shown actual size)

Logo
prints 100% PANTONE 186 C

**Company name/address/
phone number/fax/web**
prints 100% black,
8pt/11 The Sans CPQ

Title
prints 100% black,
17pt The Sans CPQ

For a growing and dynamic company committed to innovation, news and press releases are an essential vehicle of communication. An attractive and consistent presentation is essential in sending a positive message to the media about the Compaq brand. And because press

releases are used to communicate with the media, this stationery item features the Compaq logo and tagline graphic lock-up.

Personal letterhead



Personal letterhead
A4, 210 x 297 mm
(not shown actual size)

Logo
prints 100% PANTONE 186 C

Name
prints 100% black,
10pt The Sans CPQ SemiLight

Title
prints 100% black,
7pt/9 The Sans CPQ SemiLight italic

Address/phone number/fax/e-mail
prints 100% black,
7pt/9 The Sans CPQ SemiLight

Body copy
prints 100% black,
9.5pt/14 The Sans CPQ SemiLight

If you do not have access to The Sans SemiLight fonts for body copy, Arial fonts may be substituted.

In our age of electronic communications, letters are becoming less commonplace. Consequently, a formal letter on official stationery is likely to command even more attention than it once did. A clean and sharp visual presentation is of the essence. In keeping with our brand identity, the Compaq letterhead has

been designed to make the origin of the communication immediately clear to recipients, while highlighting who is writing to them and where that person can be reached. The sender information is aligned with the Compaq logo, which is positioned at the bottom.

Business card - U.S.

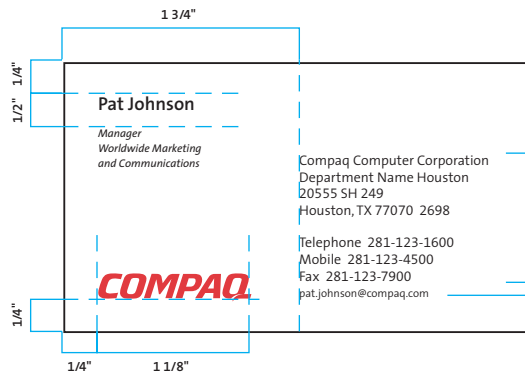
Business cards
3 1/2 x 2" (not shown actual size)

Logo
prints 100% PANTONE 186 C

Name
prints 100% black,
10pt The Sans CPQ SemiBold

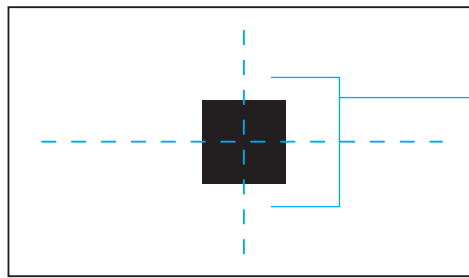
Title
prints 100% black,
6pt/8 The Sans CPQ SemiLight italic

**Address/phone numbers/
fax/e-mail**
prints 100% black,
7.5pt/9 The Sans CPQ SemiLight



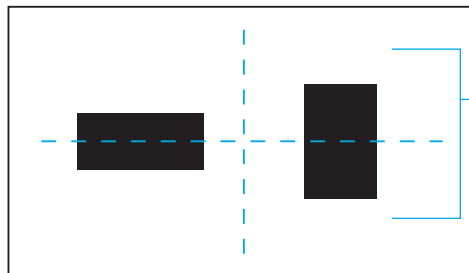
Last line of business card text aligns with baseline of Compaq logo. Text is The Sans CPQ SemiLight 7.5 point over 9 point leading, one line space between address and phone numbers.

Email address is 6 point to accommodate long names. Color: black



Approved certification logos, etc. may be printed on the back of the card. See the examples left for placement and size. The logos should be printed in Compaq in black and centered vertically and horizontally. Multiple logos must be sized proportionally with adequate white space between them for legibility.

No other logos are permitted on the front of the business card.

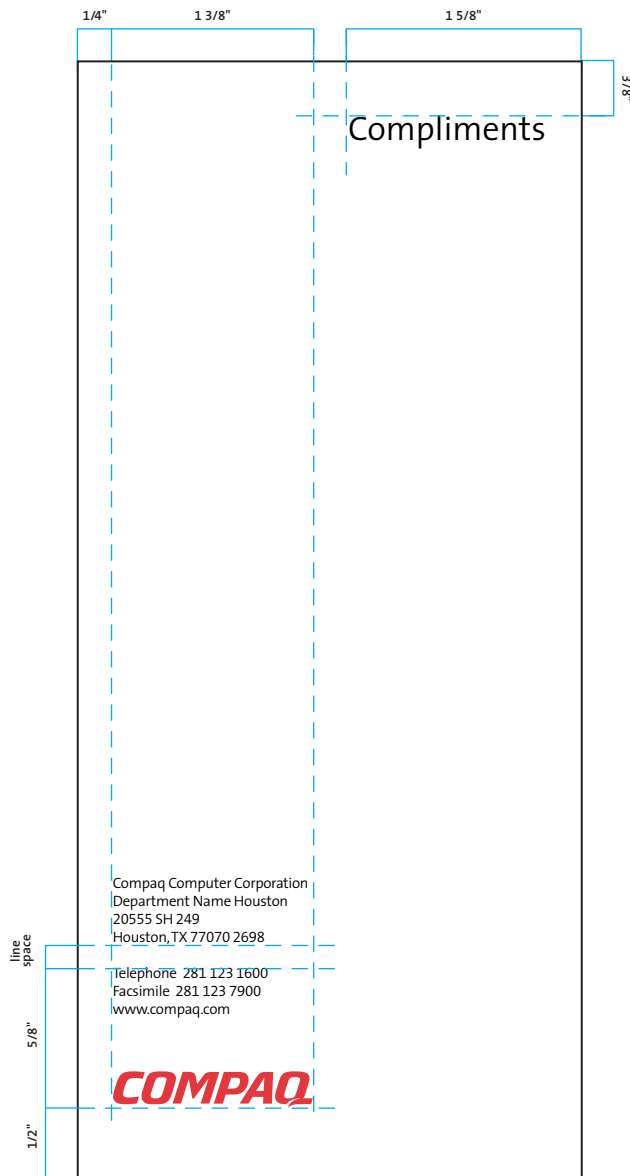


If you have a second language on the back of the card and require other logos you must print a folded version of the card. If you are a Compaq employee, absolutely no other logos are permitted on the face of the business card.

Although small in size, business cards can make a big impression. As a highly convenient means of exchanging information with customers, business associates, suppliers and other contacts, a well-designed card can have the same impact as a firm and confident handshake. Compaq cards organize all the essentials in an easy-to-read manner.

Two elements clearly stand out: the Compaq logo, in the corporate red at the lower left-hand side of the card and the name of the individual, at the top left. Overall, the business card stands as a bold reminder of who we are and where we come from.

Complimentary slip



Complimentary slip
3 1/2 x 7 3/4" (not shown actual size)

Logo
prints 100% PANTONE 186 C

Title
prints 100% black,
17pt The Sans CPQ SemiLight

Address/Phone Number/e-mail
prints 100% black,
7.5pt/9 The Sans CPQ SemiLight

It is a form of courtesy to include a compliment slip when sending product literature or other items. The design of the Compaq compliment slip is consistent with that of our stationery as a whole and leaves ample room to add a personal message. Most importantly, as a clear reminder to the recipient of the source of the material, it reinforces the Compaq brand.

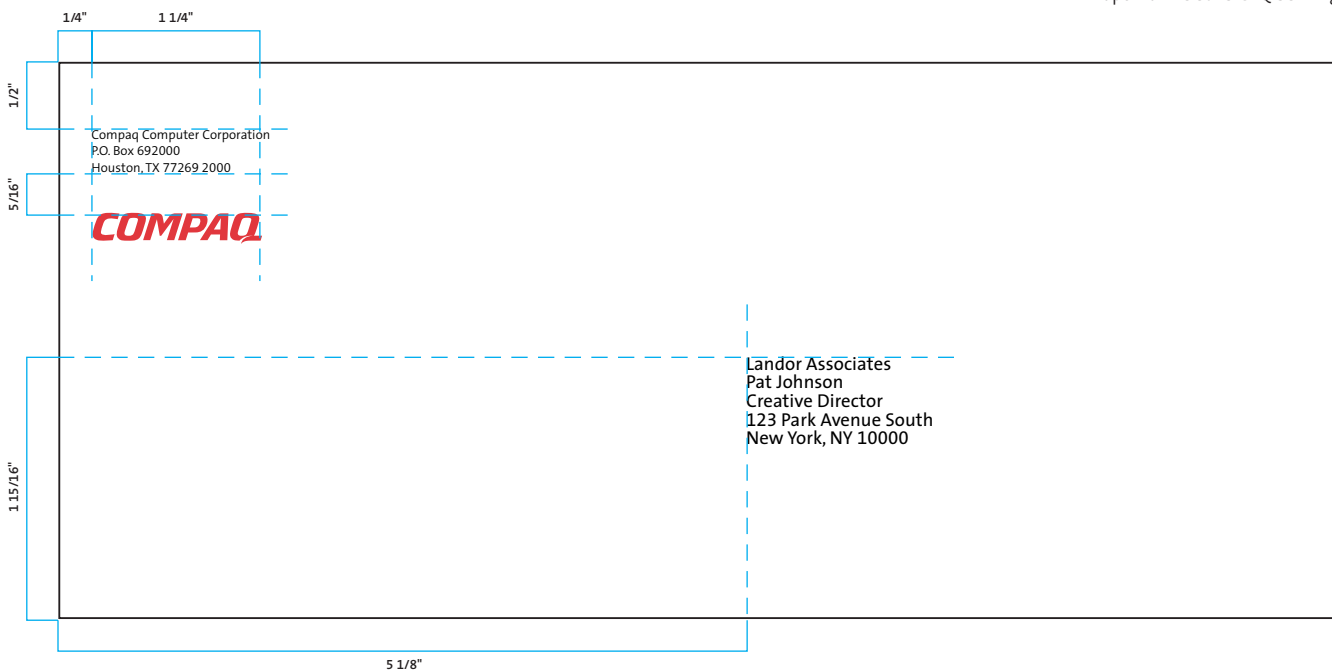
#10 Envelope

#10 Envelope
9 1/2 x 4 1/8" (not shown actual size)

Logo
prints 100% PANTONE 186 C

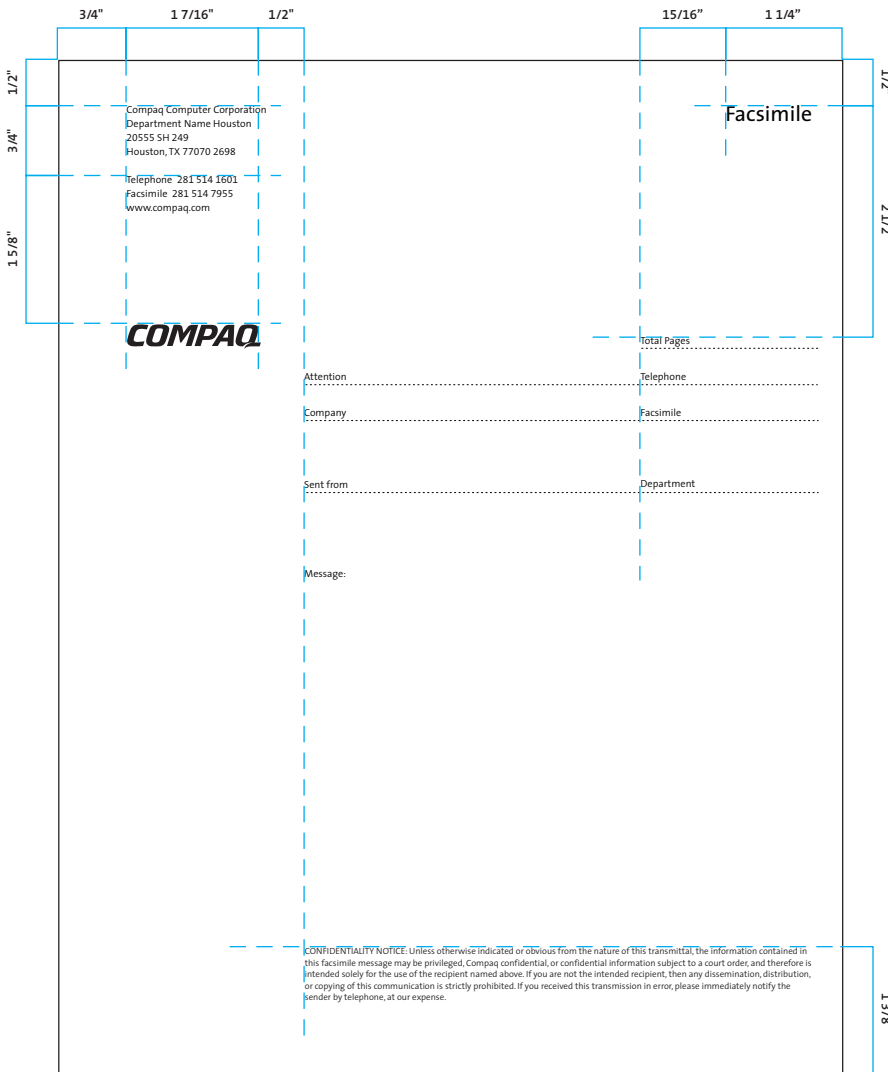
Return Address
prints 100% black,
7pt/9 The Sans CPQ SemiLight

Address
prints 100% Black,
10pt/10 The Sans CPQ SemiLight



An envelope is a form of packaging and, like all packaging, should be carefully designed to make the right impression. Compaq envelopes feature the Compaq logo in the upper left-hand corner, aligned with the return address above it. To create a balanced and distinctive look, the mailing address is positioned below the center, at a distance of 5 1/8" from the left edge.

Fax cover sheet



Fax cover sheet
8 1/2 x 11" (not shown actual size)

Logo
prints 100% black

Title
prints 100% black,
17pt The Sans CPQ SemiLight

Company name/address/phone number/Fax/web
prints 100% black,
8pt/11 The Sans CPQ SemiLight

Body copy
prints 100% black,
8pt/14 The Sans CPQ SemiLight
.3 dashed rule 100% black

Confidentiality note
prints 100% black,
7pt/9The Sans CPQ SemiLight

Every fax transmission is an opportunity to reinforce our brand identity. While providing essential information about the source of the transmission, a well- designed fax cover sheet also ensures that uneven transmission quality does not adversely affect the professional

appearance of the communication. Giving pride of place to the Compaq logo, our fax cover sheet has been designed to make sender and receiver information easy to read at a glance.

Pocket folder (outside)



level A folder cover: example



level B folder cover: example

Pocket folders are a practical and professional means to organize several documents in a single package. Our pocket folders are clearly branded with the Compaq logo and tagline graphic lock-up which appear in white on the front cover in the lower left corner. The cover also features a dynamic image that reflects the tone and personality of the Compaq brand.

NOTE:

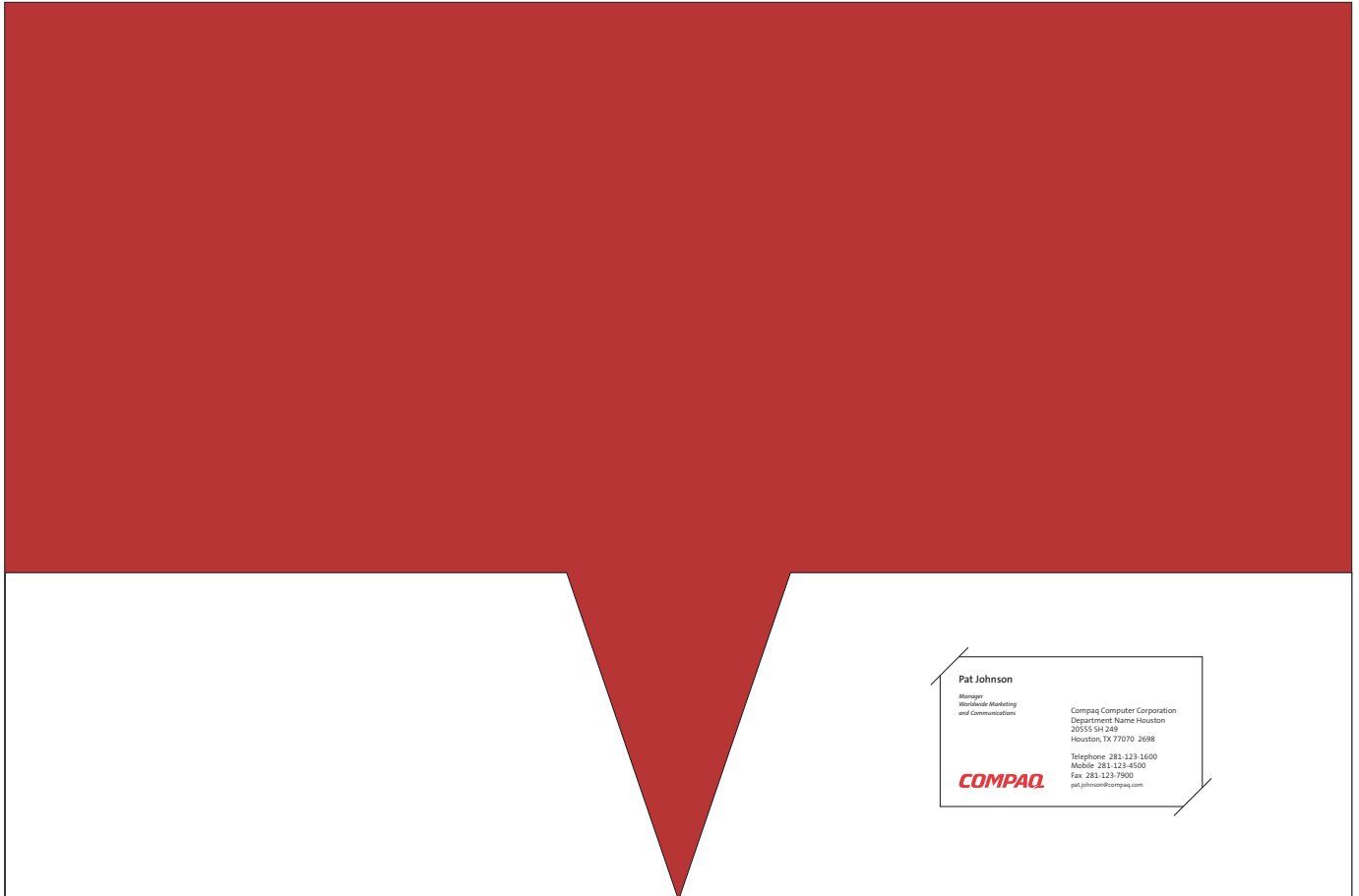
Please use the [Quark template](#) that has been built for folders which is available on [brand identity web site](#).

Pocket folder outside
9" x 12" – open
(not shown actual size)

Vertical red bar
prints 100% PANTONE 186 C

Signature
prints White

Pocket folder (inside)



Pocket folder inside
9" x 12" – open
(not shown actual size)

Background
prints 100% Compaq Dark Red
PANTONE 704 C

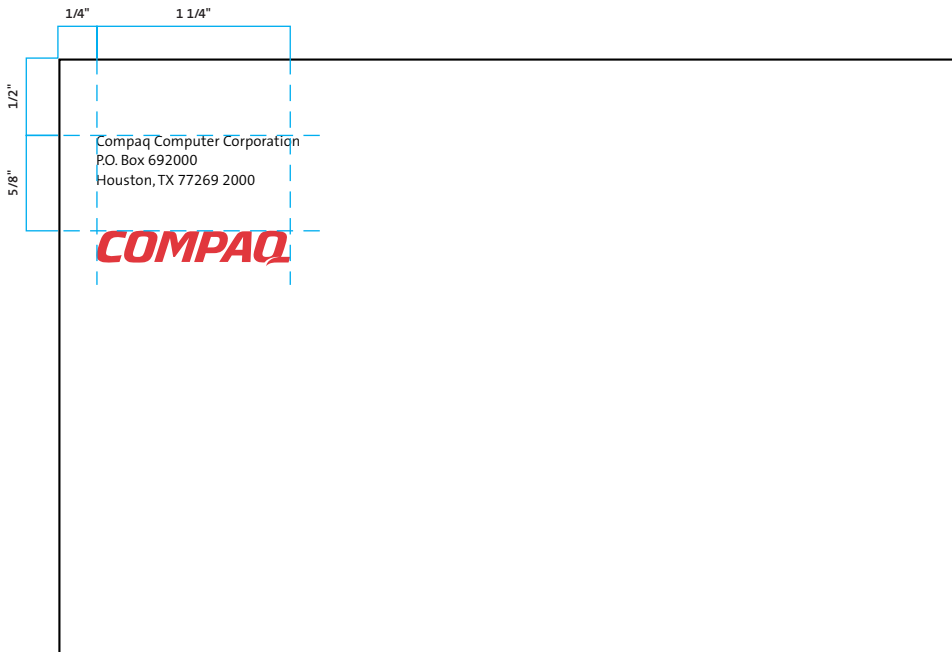
Pocket flap
prints White

Die cuts
on right pocket for business card

The inside of the folders presents a stark contrast between the Compaq Red background and the white pocket flaps. The die cuts on the right pocket provide a space for a business card, which should always be included with the folder to lend a personal dimension to the presentation of information.

Overall, the look and feel of our pocket folders is designed to reinforce the image of Compaq as pacesetting and human company.

Mailing label



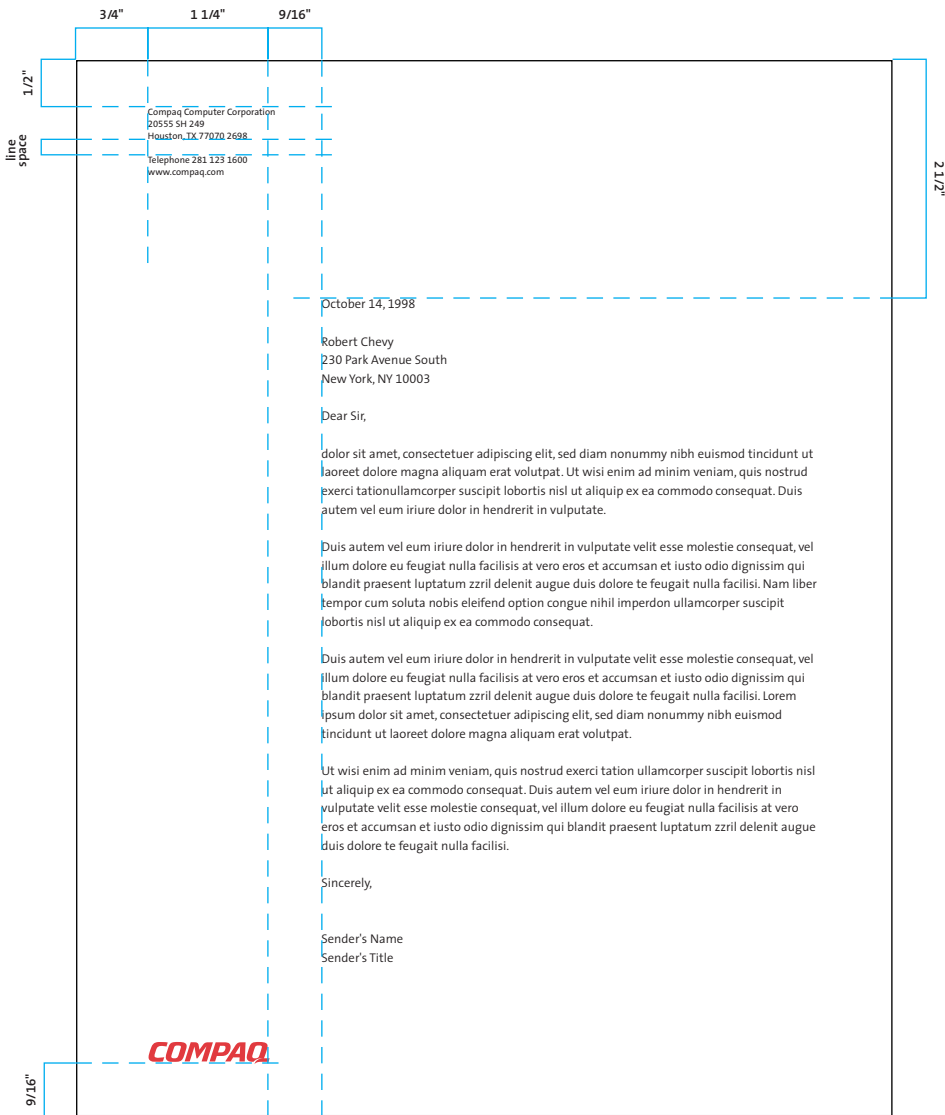
Mailing label
5 7/8 x 3 7/8" (not shown actual size)

Logo
prints 100% PANTONE 186 C

Address
prints 100% black,
7pt/9 The Sans CPQ SemiLight

There is no item too small or too lowly to be considered an important component of our brand identity system. No matter how ordinary an item a mailing label may be, it still leaves an impression. Care has been taken to design our mailing labels so that they convey, in their own modest way, the Compaq brand spirit.

Letterhead



Letterhead
8 1/2 x 11" (not shown actual size)

Logo
prints 100% PANTONE 186 C

Address/phone number/Fax/e-mail
prints 100% black,
7pt/9 The Sans CPQ SemiLight

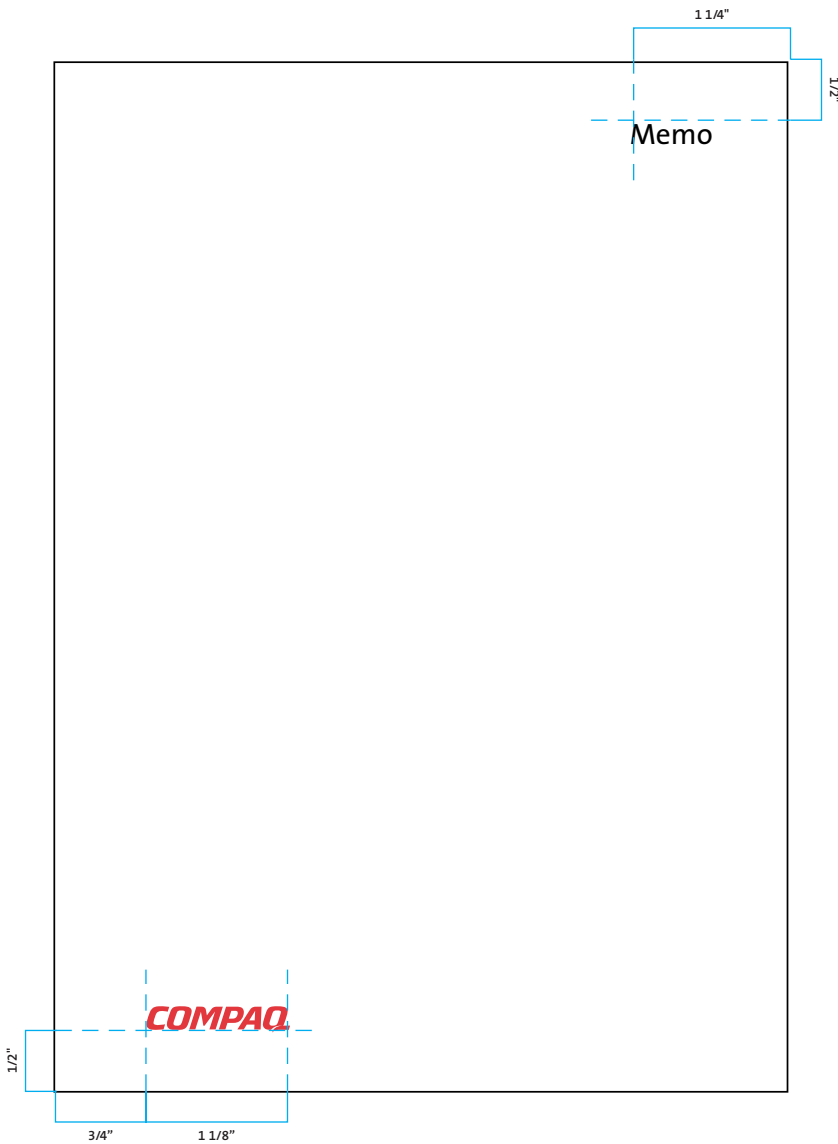
Body copy
prints 100% Black,
9.5pt/14 The Sans CPQ SemiLight

If you do not have access to The Sans CPQ SemiLight fonts for body copy, Arial fonts may be substituted.

In our age of electronic communications, letters are becoming less commonplace. Consequently, a formal letter on official stationery is likely to command even more attention than it once did. A clean and sharp visual presentation is of the essence.

In keeping with our brand identity, the Compaq letterhead has been designed to make the origin of the communication immediately clear to recipients, while highlighting who is writing to them and where that person can be reached. The sender information is aligned with the Compaq logo, which is positioned at the bottom.

Memo pad



Memo pad
5 7/8 x 8 1/4" (not shown actual size)

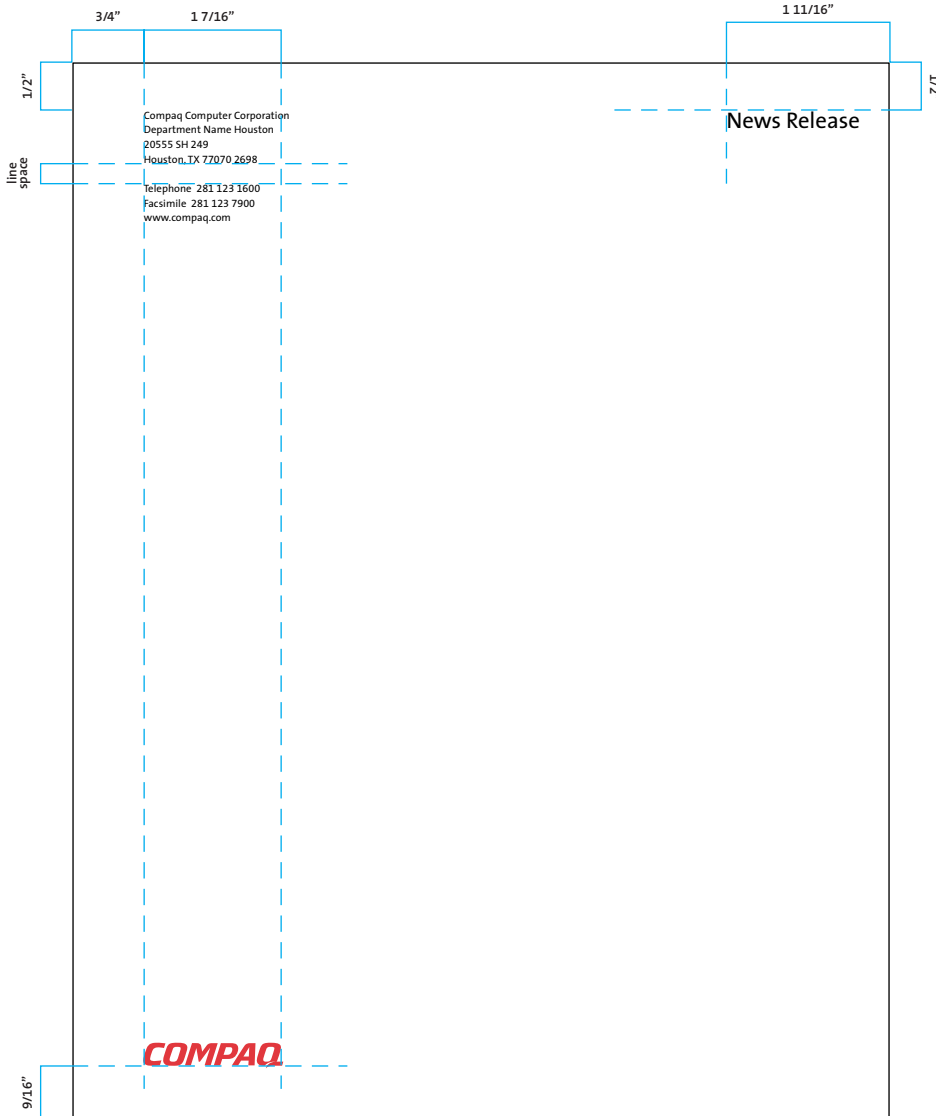
Logo
prints 100% PANTONE 186 C

Title
prints 100% black,
17pt The Sans CPQ SemiLight

Memos are indispensable to communicating information within a large company. Memo pads are thus a familiar feature of the landscape of working life. And even routine internal communications should partake of the Compaq brand spirit. The design of our

memo sheets is simple and smart, just as the content of our communications should be. The logo takes pride of place, affirming that Compaq is a single, unified enterprise.

News release



News release
8 1/2 x 11" (not shown actual size)

Logo
prints 100% PANTONE 186 C

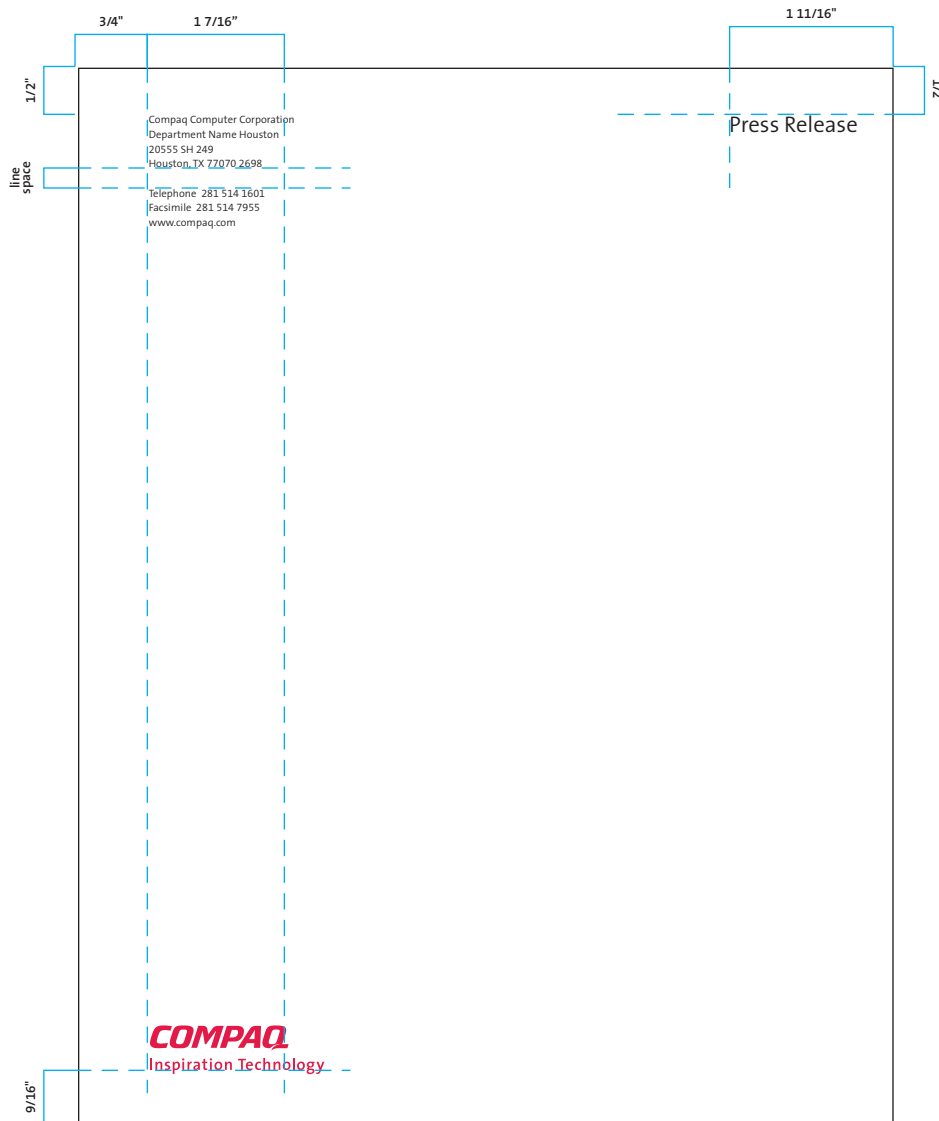
Company name/address/phone number/Fax/web
prints 100% black,
8pt/11 The Sans CPQ SemiLight

Title
prints 100% black,
17pt The Sans CPQ SemiLight

For a growing and dynamic company committed to innovation, news and press releases are an essential vehicle of communication. An attractive and consistent presentation is essential in sending a positive message to the media about the Compaq brand. And because, news

and press releases are used to communicate with the media, these particular stationery items feature the Compaq logo.

Press release



Press release
8 1/2 x 11" (not shown actual size)

Logo
prints 100% PANTONE 186 C

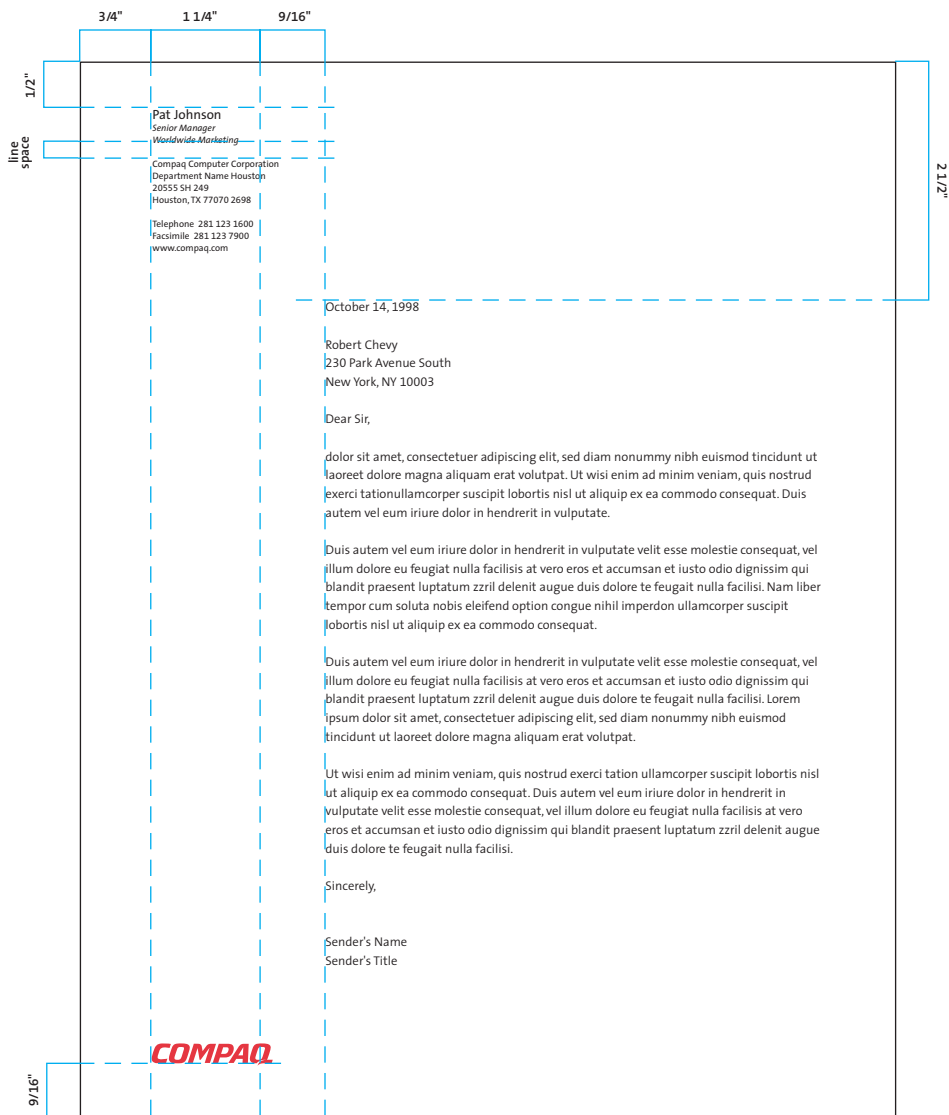
Company name/address/phone number/Fax/web
prints 100% black,
8pt/11 The Sans CPQ SemiLight

Title
prints 100% black,
17pt The Sans CPQ SemiLight

For a growing and dynamic company committed to innovation, news and press releases are an essential vehicle of communication. An attractive and consistent presentation is essential in sending a positive message to the media about the Compaq brand. And because press

releases are used to communicate with the media, this stationery item features the Compaq logo and tagline graphic lock-up.

Personal letterhead



Personal Letterhead
8 1/2 x 11" (not shown actual size)

Logo
prints 100% PANTONE 186 C

Name
prints 100% black,
10pt The Sans CPQ

Title
prints 100% black,
7pt/9 The Sans CPQ SemiLight italic

Address/Phone Number/Fax/e-mail
prints 100% black,
7pt/9 The Sans CPQ SemiLight

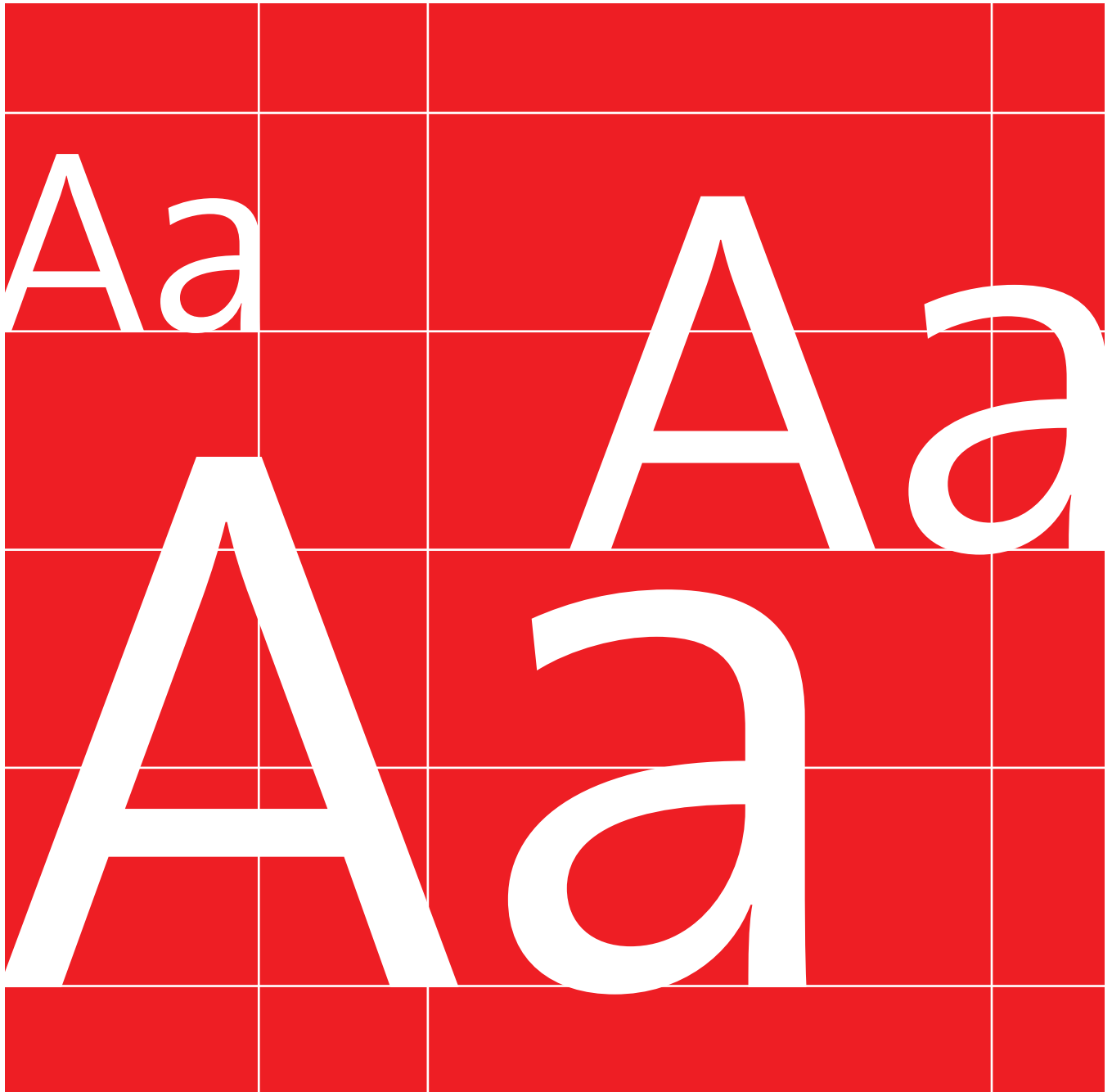
Body Copy
prints 100% Black,
9.5pt/14 The Sans CPQ SemiLight

If you do not have access to The Sans CPQ SemiLight fonts for body copy, Arial fonts may be substituted.

In our age of electronic communications, letters are becoming less commonplace. Consequently, a formal letter on official stationery is likely to command even more attention than it once did. A clean and sharp visual presentation is of the essence. In keeping with our brand identity, the Compaq letterhead has

been designed to make the origin of the communication immediately clear to recipients, while highlighting who is writing to them and where that person can be reached. The sender information is aligned with the Compaq logo, which is positioned at the bottom.

Typography



The Sans CPQ — The corporate typeface



Typography can be employed in such a way as to give Compaq communications a unique graphic style that contributes to shaping our brand identity. To achieve this aim, a custom typeface – The Sans CPQ – has been created for Compaq as our primary font.

Based on Thesis Sans that was originally designed by Lucas de Groot, The Sans CPQ has some distinct features, that emphasize the Compaq brand spirit. For this reason, only this customized font with the CPQ symbol in its name should be used in all Compaq publications.

The Sans CPQ is a casual, friendly and highly readable sans serif face that performs well in different sizes and media.

Once again, the quest for simplicity guides this choice. The consistent use of a single typeface creates a strong visual link among all our print and electronic communications, and gives them a distinctive look that is immediately associated with the Compaq brand.

10 distinct features of the The Sans CPQ typeface compared to other sans serif faces

- 1 The vertical stroke of the M is slightly angled
- 2 The dot of the i is round.
- 3 The counter of the c is more open.
- 4 The stem of the The Sans CPQ is connected to the bowl, whereas the one of Thesis Sans is not.
- 5 The upper end of the t closes diagonally.
- 6 The upper diagonal stroke of the italic k ends at an angle.
- 7 The point at which a curve meets a vertical stroke is very high.
- 8-10 The italic version of The Sans CPQ is not simply a skewed version, it is a specially drawn typeface. Note the high closing a, the open g and the rounded e.


Compaq has acquired the worldwide license for The Sans CPQ. The font can be downloaded directly from this site by all Compaq employees and staff of affiliated companies. This download file includes a “readme” document with technical instructions.

Since Compaq does not own the font, we are not permitted to make it available to third parties. Suppliers and vendors who wish to obtain the font must purchase a license from Agfa Monotype Corporation, which has agreed to supply licenses at a 25% discount.

Please contact Gary Brunelle at Agfa Monotype Corporation 888-988-2432 ext. 5955 or at gary.brunelle@agfamonotype.com.

Sidebar copy and technical specifications

Compaq Presario 7000

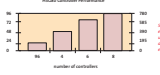


Exercitation ullam corpor suscipuitor tempor indunt. Uit labore et dolore magna aliquam erat volupat. Ut enim adim minimum veniami quis nostrud exercitacion ullam corpor sm dolor sit amet, consectetur adipscing.

Ut enim ad minimum veniam quis nostrud exercitacion ullam corpor suscipuitor tempor indunt. Uit labore et dolore magna aliquam erat volupat. Ut enim adim minimum veniami quis nostrud exercitacion ullam corpor sm dolor sit amet, consectetur adipscing.

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Ut enim ad minimum veniam quis nostrud exercitacion ullam corpor suscipuitor tempor indunt. Uit labore et dolore magna aliquam erat volupat. Ut enim adim minimum veniami quis nostrud exercitacion ullam corpor sm dolor sit amet, consectetur adipscing.



Category	Performance
A	95
B	85
C	75
D	65

- Esed diam nonumy euis-mod tempor:*
- > Ipsum magna aliquam erat volupat. Ut enim ad minimum quis quo is trud temporem incidunt bore et dolore magna aliqua volupat.*
 - > Ut enim ad minimum veniami quis nostrud allam exercitacion dolor sit amet, consetetur.*

Sidebar copy is always set in The Sans CPQ SemiLight italic, in black, at 7 pt size with 9 pt leading and 3.5 pt paragraph spacing.

Compaq Red type should be used to draw attention to subheads and keywords. In the event that a sidebar appears with a colored background (see Basic elements – grid), all type including subheads and key words should be set in black for greater contrast and readability.

Bullet points will often be used to list technical specifications. The bullet format is the “>” (greater than) character, in Compaq Red. This symbol should always appear in The Sans CPQ SemiBold italic. The left indent is 1 em (or 7pt).

Headlines

Lorem ipsum dolor sit amet uit labore et dolore magna aliquam erat voluptat

2nd level headline
The Sans CPQ SemiLight
20 pt size, 25 pt leading

also used for product descriptors
on brochure covers

Lorem ipsum dolore
sit amet et magna

Headline 40/50
The Sans CPQ SemiLight
40 pt size, 50 pt leading

Lorem ipsum
dolor sit amet

Headline 60/75
The Sans CPQ SemiLight
60 pt size, 75 pt leading

Headlines should be short and to the point; they exist to communicate a key message or customer benefit in the blink of an eye.

For a friendlier more casual tone, sentence-style capitalization is used for all headlines. All headlines appear in The Sans CPQ SemiLight.

We want to rely on variation in type size rather than weight to strike a particular tone in our headlines. There are a number of headline styles (shown here and on the next page). Your choice will depend on the level of the publication (see Print communications hierarchy in Basic elements – grid) and on the length of the headline (number of words).

Headlines

Lorem sum
dolor sit

Headline 80/100
The Sans CPQ SemiLight
80 pt size, 100 pt leading
-1/100 em range kerning

Lorm
sum

Headline 120/112.5
The Sans CPQ SemiLight
100 pt size, 125 pt leading
-2/100 em range kerning

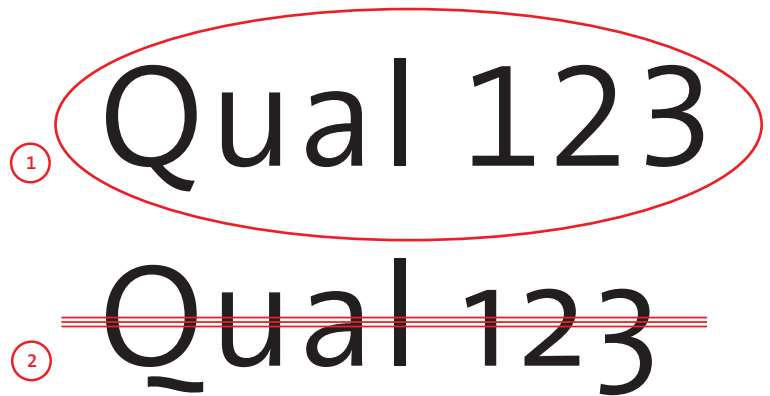
The choice of type size also determines the headline's tone of voice: the bigger the type, the louder the voice. The 120pt headline is reserved for level A publications (see Print communications hierarchy in Basic elements – grid).

The leading of each headline style is a number that can be divided by 12.5. This ensures that the baseline of the type will always align to the grid (see Basic elements – grid).

What not to do

Do not use wrong typeface.

Always use The Sans CPQ typeface shown right (1), not the Thesis Sans typeface (2).



- 1. The Sans CPQ
- 2. Thesis Sans

Do not stretch type.

To preserve the integrity of the typeface and maintain a unified look among all our communications, character width must always remain at 100%.

Excessive character spacing should be avoided and no features should be added to the type, such as shadows and outlines, which detract from a clear and simple presentation.

