

Graphic Standards Guide

For those third parties which are permitted to use Matrikon Inc. (“MATRIKON”) Trademarks (“Trademarks”), the following provisions must be complied with:

- 1) This Guide is subject to change by MATRIKON.
- 2) The third party hereby acknowledges MATRIKON’S right, title and interest in and to the Trademarks and MATRIKON’S exclusive right to use and license the use of the Trademarks. The third party agrees not to claim any title to the Trademarks or any right to use the Trademarks except as permitted by this Guide and any agreement with Matrikon. The third party shall include all notices and legends with respect to the Trademarks as are or may be required by applicable laws or by MATRIKON.
- 3) The third party shall ensure that the third party at no time adopts or uses, without MATRIKON’S prior written consent, any variation of the Trademarks, including translations, or any Trademarks likely to be similar to or confusing with the Trademarks. In the event that MATRIKON consents to any variation of the Trademarks, the third party agrees that MATRIKON shall own such new Trademarks and in such event, the third party shall give to MATRIKON assistance including execution and delivery of all documents required by MATRIKON to file applications for trademark registrations for such new Trademarks.
- 4) The third party shall not contest or deny the validity or enforceability of the Trademarks or oppose or seek to cancel any registration thereof by MATRIKON, or aid and abet others in doing so at any time.
- 5) The third party agrees to conduct its business in a dignified manner, consistent with and enhancing the general reputation of the Trademarks and MATRIKON, and in accordance with good trademark practice. The Trademarks may not be used in any manner that might imply that any products or services or company other than Matrikon Products or Services are sponsored, endorsed, licensed by, affiliated with or belong to Matrikon.
- 6) Any and all goodwill arising from the third party’s use of the Trademarks shall ensure solely to the benefit of MATRIKON, and the third party shall at no time assert any claim to the Trademarks or such goodwill. The third party shall not take any action that could be detrimental to the goodwill associated with the Trademarks or MATRIKON. The third party shall not assert any claim to the Trademarks or such goodwill and not take any action that could be detrimental to the goodwill associated with the Trademarks or MATRIKON.
- 7) The third party shall execute such documents as MATRIKON may request from time to time to ensure that all right, title and interest in and to the Trademarks remain with MATRIKON.
- 8) The third party shall notify MATRIKON promptly of any infringement or unauthorized use of the Trademarks by others of which the third party becomes aware.

MATRIKON shall have the sole right, at its expense, to defend and settle for other than money damages any action that may be commenced against MATRIKON or the third party alleging that the Trademarks infringes any rights of third parties. The third party shall, at the direction of MATRIKON, promptly discontinue its use of the Trademarks alleged to infringe rights of any other parties.
- 9) Notwithstanding anything herein to the contrary, MATRIKON shall have no liability to the third party for or in respect of any claim by any party that the third party’s use of the Trademarks pursuant to this Guide infringes upon or otherwise violates any proprietary or other rights of such party.
- 10) The third party, at its expense, shall defend and indemnify and hold MATRIKON harmless from and against any and all liabilities, claims, causes of actions, suits, damages and expenses, including reasonable attorneys’ fees and expenses, which MATRIKON becomes liable for, or may incur or be compelled to pay by reason of claims (i) of infringement of any patent, copyright or trade mark or (ii) any actions, whether of omission or commission, that may be committed or suffered by the third party or any of its directors, officers, or affiliates in connection with any variation of the Trademarks, created, published, distributed, or advertised by the third party, irrespective of whether any prior approvals shall have been given by MATRIKON with respect thereto.
- 11) The third party shall use its best efforts to promote the MATRIKON Products and Services sold under the Trademarks so as to maintain and enhance the value of the goodwill residing in the Trademarks.
- 12) Trademarks may not be used as part of a third party’s name, product names, services names and domain names or name of anything else. The Trademarks must always be used in a manner where it stands alone or is not confused as being part of anything else including without limitation any name, logo, symbol or design.
- 13) Whenever using a Trademark the letters “TM” must be used as a superscript following the Trademark and an attribution clause which follows the format immediately below:

“A” is either a trademark or registered trademark of Matrikon Inc. (where “A” represents the Trademark being used) should appear on the document or webpage, with other similar notices.

- NOTE:** 1) All Matrikon Product names when appearing on a document or website with other similar notices, shall be referred to in the following format with the attribution clause immediately below:
Product Name TM
“A” is either a trademark or registered trademark of Matrikon Inc. (where “A” represents the Product name)
- 2) The Matrikon Tagline “Empowering Excellence” may not be used by third parties



Introduction

The objective of this Graphic Standards Guide is to provide guidelines of usage for the Matrikon Corporate logo, and standards for additional elements and styles pertaining to the brand. Our Company's graphic standards program enables consistent visual expression, and serves as the foundation for our overall communications strategy.

It is important that these standards are followed to create a solid, uniform presentation of all our promotional material to aid in company recognition. Do not deviate from the branding standards set forth in this guide. Possession of this guide does not relieve the holder from the responsibility of obtaining corporate approval.

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GRAPHIC STANDARDS MARKETING

For additional information about logo usage or policies found in this graphic standards guide, please contact Bijhan Zaver, Creative Manager at (780) 448 1010 x 4557 or bijhan.zaver@matrikon.com.



Color Corporate

Green and Gray are Matrikon's primary colors. They may or may not be the predominant color on the page, but they must appear on every communication that uses color. Blue and Orange are Matrikon's secondary colors, generally used to create emphasis or show hierarchy within a lot of text. Each color has specific values to be used in a particular medium—digital or offset print, on-screen and web.



Matrikon Green

Pantone 369 C
C=59 M=0 Y=100 K=7
R=109 G=179 B=63
4FA600

Primary Colors



Matrikon Gray

Pantone Cool Gray 11 C
C=0 M=2 Y=0 K=68
R=113 G=112 B=115
626469



Matrikon Blue

Pantone 295 C
C=100 M=57 Y=0 K=40
R=22 G=70 B=122
002D62

Secondary Colors

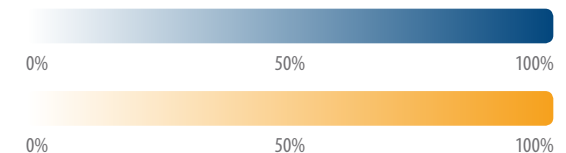


Matrikon Orange

Pantone 138 C
C=0 M=42 Y=100 K=1
R=245 G=159 B=26
E47F00

TRANSPARENCIES

Although it is encouraged to use each color at full saturation, it is up to the user's discretion as to whether it may be appropriate to use transparencies within the layout.



Fonts

Print

The suggested font for print and document preparation is Myriad Pro. The entire Myriad Pro family may be used at the user's discretion to create emphasis and hierarchy. As a general guideline, choose Myriad Pro Regular for body copy and Regular or Condensed for titles and headings.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro—Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro—Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro—Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro—Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro—Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro—Bold Condensed

NOTE: The Myriad Pro family also includes (*not shown*):

- Light Condensed • Light Condensed Italic • Semibold Condensed • Semibold Italic • Bold Condensed Italic • Black Condensed
- Black Condensed Italic • Light • Light Italic • Semibold • Semibold Italic • Bold Italic • Black • Black Italic



Fonts Internal

Arial is the support font for internal templates and documents created in programs such as Microsoft Office. All instances included in the Arial family may be used at the user's discretion to create emphasis and hierarchy.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Arial-Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Arial-Narrow

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*
Arial-Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**
Arial-Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***
Arial-Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**
Arial Black-Regular



Fonts Web

Although Myriad Pro appears periodically on some web banners and buttons, Verdana is the preferred font for all on-screen and web related text—body copy, titles, headings and sub-heads, banners and buttons. Verdana may be used in its regular, bold or italic form at the user’s discretion to create emphasis and hierarchy.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana-Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Verdana-Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Verdana-Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Verdana-Bold Italic



Copy Standards

For the most part, sizing of text—whether a title, headline, sub-head or body copy—should be chosen at the user’s discretion. However the standard size of body copy for legibility purposes, has been set. Please use these guidelines as a base and adjust sizing accordingly:

Print: Myriad Pro—10 points

Internal: Arial—10 points

Web: Verdana— 11 pixels

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Myriad Pro—Regular; 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Arial—Regular; 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Verdana—Regular; 11px



Logo

Corporate—Integrity

A corporate logo symbolizes a company's strength, confidence, promise of quality and competence. Proper treatment of a corporate logo ensures that it will be recognized amongst communication clutter and with repetitive usage. The Matrikon Logo consists of two elements: the symbol and the typeface. Both elements serve as a single logo entity and need to be presented as such.



NOTE: Our Company must always be represented by the complete Matrikon logo and never by the symbol alone. However, the symbol may stand on its own when acting as a supporting element; as long as it still follows branding standards—size, color, usage, etc. (Example seen on the bottom right of each page of this guide.)



Logo

Corporate—Colors

The logo should be replicated in the Matrikon Gray for general use, though Matrikon Green and Blue are acceptable alternatives (*see colors on pg. 3*). Black is used for black and white printing **ONLY**.

For internal production, The Matrikon Logo should be placed on a Matrikon Green, Gray or Blue background, and in rare cases, black. Reverse the logo out as white when placed on a dark, colored background.



Logo

Corporate—Placement & Size

The Matrikon logo requires “safe space” to eliminate surrounding clutter. This safe space is equal to 1x, where x equals the width of Matrikon’s lowercase “n”. Do not place any content, body text or printing margins within that space (*gray fill illustrated to the right*).

To maximize legibility, the logo may not appear smaller than 1” wide on print materials, and 100 pixels wide for on-screen and web.



1" Minimum Width (*print*)



100 Pixels Minimum Width
(*on-screen/web*)

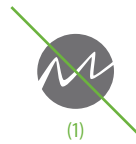


Logo

Corporate—Incorrect Usage

The following are guidelines listing incorrect usage of the logo:

- 1) **NEVER** remove an element from the brand
- 2) **NEVER** change proportions within the brand
- 3) **NEVER** reorganize elements
- 4) **NEVER** add a stroke
- 5) **NEVER** use a color that is not listed as an official Matrikon brand color
- 6) **NEVER** incorporate more than one color
- 7) **NEVER** stretch or squish the brand
- 8) **NEVER** rotate brand orientation



Logo

Integrator Program—Integrity

The MatrikonOPC logo consists of two elements: the symbol and the typeface. Both elements serve as a single logo entity and need to be presented as such. As part of the Integrator Program, the entire MatrikonOPC logo must be underlined with the Integrator description placed underneath.



Symbol

MatrikonOPC

Typeface



Integrator Description

NOTE: The following pages show examples of proper and improper use, color and placement of the MatrikonOPC Integrator Program Logo. These rules must be followed at all times with no exceptions.



Logo

Integrator Program—Colors

The MatrikonOPC logo should be replicated in the Matrikon Blue (see colors on pg. 4) or reversed out as white. When used for the Integrator Program, the Integrator description copy underneath the logo may use the following colors **ONLY**:

- “Integrator Program” = Matrikon Blue
- “Gold Integrator” = Pantone 143 C
- “Silver Integrator” = Pantone 422 C
- “Platinum Integrator” = Pantone 278 C



Gold Integrator

Pantone 143 C
C=0 M=35 Y=85 K=0
R=251 G=176 B=63
EFAA23



Silver Integrator

Pantone 422C
C=0 M=0 Y=0 K=33
R=182 G=184 B=186
A9AAAE



Platinum Integrator

Pantone 369 C
C=39 M=14 Y=0 K=0
R=150 G=192 B=230
8CB4E8



Logo

Integrator Program—Placement & Size

The MatrikonOPC Integrator logo requires “safe space” to eliminate surrounding clutter. This safe space is equal to 1x, where x equals the width of Matrikon’s lowercase “n”. Do not place any content, body text or printing margins within that space (*gray fill illustrated to the right*).

To maximize legibility, the logo may not appear smaller than 1” wide on print materials, and 100 pixels wide for on-screen and web.



1" Minimum Width (*print*)



100 Pixels Minimum Width
(*on-screen/web*)

NOTE: This logo should be placed in the lower left or right corners of any document and should never be stretched or distorted in any way from its original form. When applied to any outside document, the logo should not overpower the acting company's branding (acknowledging that MatrikonOPC is a partner but not promoting or endorsing the content of the any such document). The use of the Integrator logo is strictly prohibited from use by any person(s) that does not have the proper authorization to use this branding with regard to any form of document, product or service created.

