

Server Products Identity Program

In 1998, a special committee was appointed to oversee the creation of a new logo. The committee defined crucial design elements and directed the design process, ultimately reviewing more than 25 concepts. The new logo provides a more modern look, while retaining some recognizable elements. The sine wave is similar to the old logo, but now only the word Server is included. The text is a bold, block-style font which is easier to read. The new colors also help with brand identification.

We changed our logo to more clearly define our public identity as an ever improving industry leader. In choosing this new logo, we have revised our communication materials. We will also institute a program to maintain the integrity and uniqueness of the identity our committee worked to achieve.

We are providing this guide to introduce and explain our new identity program. It is important that we maintain a cohesive, consistent identity to convey our message. With your help, our identity program will enhance the public perception of Server Products, Inc.

Logo Elements

Consistency is important to the effectiveness of an identity program. Because the two elements of the logo (symbol and type) were carefully designed to work together, it is important that they be used correctly.

Colors

The official logo consists of black and PMS (Pantone Matching System) Metallic 876, a metallic copper. Black with a 30% screen is used in single color applications. No other colors are permitted.



PMS
Metallic 876



Process
Black



Black
30% Screen

Using the Logo

The Server Products logo must be reproduced from authorized original artwork and may not be redrawn, repropotioned, or modified in any way. Logo slicks and digital files are available. If you feel an unusual requirement will necessitate an exemption from these guidelines, it must be approved by Corporate Headquarters through the VP Sales & Marketing.

Correct Usage

The combination of symbol and type may appear in three different ways. Note, when printing on a black material, a fine white border with rounded corners can go around the black rectangle.



When the use of color is possible, black and PMS Metallic 876 are the official logo colors. The preferred combination is a black rectangle with rounded corners, a smaller copper rectangle over the black rectangle, a black sine wave (with a grayscale border) over smaller copper rectangle, and reversed out text above the copper rectangle.



When black and grayscale is possible, a black rectangle screened at 30% will replace the copper rectangle. This is the preferred style to use over a black only version.



When black only (no grayscale) is the only option for output, the copper rectangle is white along with the grayscale border around the sine wave.

Exceptions

The only exception to the rules for using the logostyle follows.



A fine white holding line may be used around the logo depending on the contrast between the logo and background color on which it appears. On a light colored or white background the holding line becomes unnecessary. See samples on page 4 of this document for exceptions.

Incorrect Usage

Altering the logostyle in any way will weaken the company's identity.



Do not alter the angle.



Do not print in any color other than those specified.



Do not reverse out the black rectangle or white text.



Do not distort the logo in any way.



Do not use the word Server without the remaining logostyle.



An additional border should never be used on a white or light colored background.



Do not add additional text within the logostyle.



Do not change the distance between text and rectangle with sine wave.

SERVER LOGO SPECS as of 03/11/03



Part No. 85426

(1" x 0.46875") or (1" x 15/32")

-logo size is measured from black edges-

For white outline:

"Offset Path" of black edge .015" (1 PT.)
and fill with white.



Part No. 85905

(2" x 0.9375") or (2" x 15/16")

-logo size is measured from black edges-

For white outline:

"Offset Path" of black edge .03" (2 PT.)
and fill with white.



Part No. 80305

(4" x 1.875") or (4" x 1 7/8")

-logo size is measured from black edges-

For white outline:

"Offset Path" of black edge .05" (3.5 PT.)
and fill with white.