

Graphic Standards Guidelines
Brands & Trademarks Usage Guidelines



Answers Systems Graphic Standards Guidelines

Introduction:

This guide was created to help our customers and partners when using the Answers Systems® family of logos. These guidelines outline rules for correct presentation of the Answers Systems family of logos in a variety of applications and media. The logo may be used only in accordance with these directives. All other use is prohibited by Answers Systems.

Thank you in advance for following the guidelines.

Helpful information:

All of the files associated with the Answers Systems family of logos can be found at: <http://www.answerssystems.com/guidelines>. Files are created in EPS (encapsulated PostScript®) format with all text converted to outlines, no fonts are necessary.

Logo files

- Answers_Logo_187.eps
- Answers_ContractPro_187.eps
- Answers_ValuTrak_187.eps

Should you have any questions please use the information in the “Contact information” section to get in touch with us.

Guidelines: Answers Systems Family of Logos



General information:

Logo Sizes

The logo can be reproduced in a variety of sizes. However, to ensure integrity, legibility, and clarity, observe the following:

- The Answers Systems family of logos should be reproduced in sizes that are appropriate for the context in which they are found. The logos should be easily visible, but not overwhelming.
- The smallest size allowed for general use in print is 1" in width.
- The smallest size allowed for general use on screen is 30 pixels H x 150 pixels W

Clear Zone

The clear zone, an area void of all imagery and typography, must surround the logos and be equal to one-half the height of the logo.

The Logotype

The logotype for the Answers Systems family of logos is ITC Garamond Light, but it has been customized and kerned and should never be reset or altered in any way.

Guidelines: Answers Systems Family of Logos

Usage:

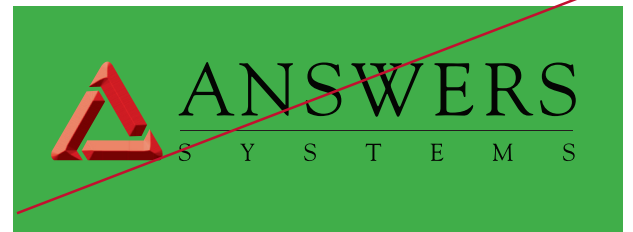


DO NOT use any color combinations, other than the one in the files provided.

DO NOT apply any special effects to the logo. No dropshadows, glows, outlines.

Guidelines: Answers Systems Family of Logos

Usage:



DO NOT alter the logo elements

DO NOT apply logos to colored background
logo always appears on a field of white.

Answers Systems Color Palette and Fonts



Color Palette:

Answers Systems family of logos should be reproduced in pms spot colors when possible.

Fonts:

LogoType: ITC Garamond Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

abcdefghijklmnopqrstuvwxyz0123456789

Headlines

Helvetica Neue (T1) 67 Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

abcdefghijklmnopqrstuvwxyz0123456789

Subheads

Helvetica Neue (T1) 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

abcdefghijklmnopqrstuvwxyz0123456789

Body Copy

Helvetica Neue (T1) 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

abcdefghijklmnopqrstuvwxyz0123456789

Answers Systems Brands & Trademarks Usage Guidelines

Answers Systems philosophy on trademarks, servicemarks, and brands:

Answers Systems philosophy on trademarks, service marks, and brands

Answers Systems' brands, service marks, and trademarks are valuable assets. This intellectual property is important and must be used properly. Trademark rights are fragile and can be lost through misuse of brand/mark in communications. They must be used consistently; otherwise, the name, phrase, or element risks becoming "generic" and the owner, Genesis Group, Inc. dba Answers Systems, can lose the rights of exclusive ownership.

Please follow the guidelines outlined in this document when using trademarks, service marks, and brands of Answers Systems in internal and external communications, documents, and electronic messages.

To whom do these guidelines apply?

Guidelines contained in this manual apply to Answers Systems' employees, licensees, consultants, outside vendors, and other third parties. LICENSEES of an Answers Systems trademark or logo have a license agreement that may have special trademark or logo usage guidelines that are different from guidelines set forth here. If so, the licensee should follow the guidelines outlined in the license agreement. Licensees who have been provided no special guidelines for logo or trademark usage should follow the rules set forth in this manual.

If you have questions about licensing or appropriate uses of Answers Systems' trade names, brand names, or logos, please contact Stacy Jackson in the Answers Systems Marketing Department at (813) 818-9299 x207 or stacy.jackson@answers-sys.com.

Answers Systems Brands & Trademarks

Usage Guidelines

Using Answers Systems' trademarks and servicemarks

References to Answers Systems and the products and services of Answers Systems by their associated trademarks and service marks must: a) be truthful, fair, and not misleading, and b) comply with these Guidelines, last updated on March 31, 2009, and may be modified from time to time at Answers Systems' sole discretion. Specifically:

- Follow the Answers Systems Trademark Rules
- Use the appropriate trademark symbol and trademark acknowledgement of Answers Systems' ownership of the marks and/or logos in question.
- Do not incorporate Answers Systems' logos or trademarks into your own product names, service names, trademarks, logos, or company names. Do not adopt marks or logos that are confusingly similar to Answers Systems' marks or logos.
- Do not make unlicensed use of Answers Systems' logos. Third party use of Answers Systems' logos requires a license or written permission from Answers Systems. If you are interested in obtaining a license to use an Answers Systems' mark or logo, contact your Answers Systems' marketing or sales representative.

Trademark rules for Answers Systems

1. A brand name must appear as proper adjective followed by generic product name.
2. A trademark/service mark is never possessive or plural.
3. Use the correct spelling and appropriate symbol designations as outlined in the usage guidelines in this document.
4. Do not abbreviate trademarked names.
5. Always use brand names in the way they were intended for use.

Answers Systems Brands & Trademarks

Usage Guidelines

Usage

As of the last publication of this guide, the following brand names have federal trademark protection and should be followed by the “circle R” (®) symbol following the guidelines on page 3:

- ContractPro®
- ValuTrak®

The following brands/feature/product names have not yet received federal trademark approval as of June 8, 2009, and may not be followed by the “circle R” (®) symbol until final approval from the United States Patent and Trademark Office (approval process can take six months or longer):

- AthenaSM
- OptiShareSM

All brand/feature names should be treated as proper adjectives followed by an appropriate noun. Never use an Answers System’s brand name as a noun or a verb, and do not refer to it by an abbreviation. Please use the following examples as your guide to correct usage:

CORRECT USAGE:

We use the ContractPro® application to manage our trade promotion deals. The brand name “ContractPro®” is used as a proper adjective that modifies the noun “application.”

Other acceptable nouns to follow the brand name

“ContractPro®” include: solution, user(s), reporting, contracts, clients, portal, interface, UI, etc.

INCORRECT:

We use ContractPro® to manage our trade promotion deals. The brand name “ContractPro®” is used as a noun.

We use the CPRO® application to manage our trade promotion deals. While the attempt at using a brand name is done so by making it a proper adjective, one must refrain from using abbreviated versions of brand names.

We use CPRO® to manage our trade promotion deals.

Never abbreviate any Answers Systems’ brand name.

Answers Systems Brands & Trademarks

Usage Guidelines

Usage

CORRECT USAGE:

Use AthenaSM reporting to discover trends in your trade promotion contract performance.

The brand name “AthenaSM” is used as a proper adjective that modifies the noun “reporting.”

Other acceptable nouns to follow the brand name “AthenaSM” include: analytics engine, reports, graphs, etc.

INCORRECT:

Use AthenaSM to discover trends in your trade promotion contract performance. The brand name “AthenaSM” is used as a noun.

CORRECT USAGE:

The ValuTrak[®] solution helps improve monthly cash flow.

The brand name “ValuTrak[®]” is used as a proper adjective that modifies the noun “solution.”

Other acceptable nouns to follow the brand name “ValuTrak[®]” include: solution, user(s), reporting, contracts, clients, portal, interface, UI, etc.

INCORRECT:

ValuTrak[®] helps improve monthly cash flow. The brand name “ValuTrak[®]” is used as a noun.

The VTRAK[®] solution helps improve monthly cash flow. While the attempt at using a brand name is done so by making it a proper adjective, one must refrain from using abbreviated versions of brand names.

VTRAK[®] helps improve monthly cash flow.

Never abbreviate any Answers Systems’ brand name.

Answers Systems Brands & Trademarks Usage Guidelines

Symbols usage guidelines

- Designate appropriately (with ®, ™, or SM) all of Answers Systems' trademarks and brand names at the most prominent use (usually a headline) and the first occurrence in copy. This applies to letters, memos, press releases, white papers, advertising, slides, videos, and other multimedia presentations.
- Regarding presentation graphics, trademarks should be designated with the proper trademark symbol on each slide.
- In newsletters, magazines, and publications containing multiple articles:
 - Properly designate (with ®, ™, or SM) all of Answers Systems trademarks on the first occurrence in the Table of Contents, in headlines, and on the first occurrence in EVERY article in which they are used.
- In brochures, annual/quarterly reports, books technical documentation, and other bound documents:
 - Properly designate (with ®, ™, or SM) all of Answers Systems trademarks on the first occurrence in the Table of Contents, in headlines, and the first occurrence in text.
- In all charts or graphs, properly designate trademarks (with ®, ™, or SM), as they could be copied or pulled and used independently.
- In all tag lines incorporating a trademark slogan, e.g. "The Trade Performance Management Company™," always use the trademark symbol in every reference.

Answers Systems Brands & Trademarks Usage Guidelines

Acknowledgement Guidelines

Properly footnote and acknowledge trademark ownership, preferably identifying Answers Systems marks as being owned by Answers Systems Inc., e.g., “XYZ is a [registered] trademark of Genesis Group, Inc. dba Answers Systems in the United States.”

- You do not use the word “registered” in the acknowledgement statement unless the brand has been registered with the United States Patent & Trademark Office, and that registration application has been approved.
- You use all caps for the brand name in the acknowledgement statement.
- You do not use any symbol designations in the acknowledgement statement.

Note to licensees: Trademarks and logos licensed to you by Answers Systems may have specific contractual acknowledgement requirements or other restrictions. Refer to your contract or license for specific requirements.

Answers Systems Contact information

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