

corporate
identity
guidelines

mpcTM

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To verify that you have the most current version of
this document visit:

<http://about.micronpc.com/media/styleguide.pdf>

As we introduce

m **pc**TM

It is imperative that we present ourselves to our customers and to the industry as a focused, consistent organization with a clear vision: **to be a reliable supplier of powerful PCs and services to customers in the government and small/medium business markets.**

One of the most visible ways we can present and reinforce this image is through our brand. The brand symbolizes everything we're about as a company, taking our strengths and serving them up as a unified image.

In our case, these strengths are our technological heritage, engineering expertise, and reputation of offering outstanding service and support to our customers. Our brand isn't some mystical invention of the marketing group or a logo, tagline or color scheme; it's a daily reinforcement of why customers should do business with us. The brand is a strategic asset that builds familiarity, trust, relationships and ultimately, revenue and margin.

Our situation today calls for a

uniform and united brand strategy.

We must focus on presenting a clear, unified image to customers, one that engenders understanding and confidence. There is simply no job more important than reassuring our best customers and potential customers that MPC is the same PC company that they know and love, both today and tomorrow.

As the brand is the most visible extension of MPC, every communication our company makes either strengthens the brand or weakens it. By leveraging the brand's power in all you do, your marketing and sales efforts are made more effective and the MPC brand is made that much stronger. Building our brand grows our market share and strengthens the appeal of our products and services. That's why it's essential that every member of the MPC team, including our strategic partners and creative agencies, implement the brand consistently and with a cohesive vision.

This MPC Corporate Identity Brand and Style Guide will help our company and you individually to achieve the goal of presenting a consistent unified brand for MPC. Its purpose is to give you the tools to insure consistency in both message and design so you can properly communicate the MPC brand in printed and online materials.

If you ever require assistance, please contact the MPC branding team:

Ross Ely [208-893-1560, rjely@micronpc.com]

Angela Lewton [208-893-3843, amlewt@micronpc.com]

Wendy Fox [208-893-1310, wfox@micronpc.com]

Top Ten “Things To Remember”

10. In all instances, refer to our company as MPC.
09. Always use the correct logo artwork.
08. Never modify or recreate the logo artwork . . . or fear the wrath.
07. Do everything you can to maintain clearspace around the logo.
06. Always use MPC fonts.
05. Always use the MPC color pallet.
04. If you're in need of a sub-brand logo, call the branding team.
03. Did we mention NEVER modify the logo artwork?
02. Unfortunately, these rules are not flexible.
01. When in doubt, ask.

The MPC Logo.

The MPC logo is the primary element in our corporate company signature. Consistent application of this single brand signature treatment strengthens the MPC identity throughout all of our communication materials.

The MPC logo should be used for all general marketing materials, including brochures, direct mail, sales sheets, sales communications, advertisements, etc.

The MPC, LLC logo should be used on formal business documentation, including contracts, Terms and Conditions, invoices, mousetype, paychecks, purchase order forms, etc. If you have questions as to which logo you should use on a particular project, please contact MPC legal.



Minimum Clear Space Requirements.

The minimum clear space surrounding the MPC logo should be equal to the letter "m" in "mpc", as indicated below.



Minimum Reproduction Size.

The minimum reproduction size of the MPC logo is 3/16". Never reproduce the logo at smaller sizes. Whenever possible, reproduce the logo in PMS® or black inks at this size. Avoid reproducing the logo at this size in 4/C process.



Text Treatment of MPC.

Always treat the make of the brand in text as "MPC" or "MPC Computers, LLC". Never try to mimic the logo in text using different fonts or treatments.

The MPC Sub-Brand Logo Family.

The MPC Sub-brand logo family is our system for designating secondary brands, specifically our government and factory outlet segments.

The following marks should be used in all instances where a logo is called for relating to these specific segments.

At this time, no other sub-brand logos will be used (ie: MPC Services will use the standard MPC logo and designate the service component in ways other than with a sub-brand logo). Should you find one necessary, please contact the branding team for further direction.



Things To Avoid.

Do not use old MicronPC sub-brand logos.



Do not create a new logo mimicking the MPC logo with devices such as a colored orange dot or a serif font that is "close" in matching the PC.



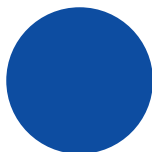
Do not change the color of the logo or use a type face for the subhead other than the one specified.



Do not create a new sub-brand logo. If you should come across an instance where one might be needed, contact the Branding Team.



Primary Color Pallet.



MPC BLUE
 PMS® 2728C
 c/100 m/80 y/0 k/0
 r/54 g/56 b/145 (print)
 r/51 g/51 b/204 (web)
 hexadecimal / 3333CC



MPC ORANGE
 PMS® 1375C
 c/0 m/50 y/100 k/0
 r/255 g/153 b/0
 hexadecimal / FF9900



BLACK
 c/0 m/0 y/0 k/100
 r/0 g/0 b/0
 rich black
 c/60 m/40 y/20 k/100



MPC GREY
 PMS® CG#6C
 c/0 m/0 y/0 k/38
 r/153 g/153 b/153
 hexadecimal / 999999

Please Note:
 For all Print, Presentations, Flyers, etc. the blue should reflect the CMYK values.
 For all Web applications, it should reflect the RGB or hexadecimal code.
 The Web RGB blue is much brighter than the CMYK blue, which matches closer to the actual logo blue.

The MPC Logo Colors.

The MPC logo may only be reproduced in the above colors. Below are the only approved variations of the logo. Whenever possible, reproduce the logo in the full, two color signature.



PRIMARY TWO COLOR SIGNATURE



TWO COLOR SIGNATURE



ONE COLOR SIGNATURE



ONE COLOR SIGNATURE

Reverse Reproduction Of The MPC Logo.

The MPC logo may only be reproduced in the standard branding colors. Below are the only approved variations of the logo when printed on a dark surface. Whenever possible, reproduce the logo on the in full, 2-color signature.



TWO COLOR REVERSE



TWO COLOR REVERSE



ONE COLOR REVERSE



ONE COLOR REVERSE

Legibility In Reverse Reproduction of the MPC Logo.

To ensure legibility, the positive logo should always be reproduced on a light, neutral background that has a visual density no greater than 40% value of black. Reproduce the reverse logo on a visual density no less than 50% black.



100% 70% 50%



40% 25% 10%

What Not To Do.

Do not redraw the logo or set in a similar typeface.
Use only master artwork.



Do not reverse the colors of the logo.
Use only master artwork.



Do not change the color of the logo.
Use only master artwork.



Do not reverse the logo from an unapproved color.
Use only approved colors and values.



Do not place the logo over a textured background or photo.
Re-crop the image so that the logo may be placed over a flat area with correct clear space.



MPC typeface family

Typography is a fundamental building block of the MPC design architecture, providing a uniform structure to reinforce our corporate identity throughout all of our communications.

The two MPC corporate typefaces are Avenir and GarageNeu. These two typefaces complement our corporate signature, are extremely legible and provide ample flexibility for a wide range of applications.

Use only these typefaces when creating printed materials for MPC.

When creating electronic communications such as PowerPoint presentations or Web-based pages, use Arial as the secondary typeface. Because Arial is a standard font on PCs and is a similar design to MPC Avenir, it provides the best choice when our two corporate typefaces are not available.

In certain instances, it may be appropriate to use additional typefaces to call interest, co-ordinate with other marketing efforts or capture the feeling not possible with MPC Avenir or GarageNeu. In these cases, it is extremely important that the overall visual impression is still clearly MPC. Also, you must contact the MPC branding team for final approval.

MPC Avenir

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,.;!?!&

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,.;!?!&

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,.;!?!&

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,.;!?!&

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,.;!?!&

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

OBLIQUE

(AVAILABLE IN ALL WEIGHTS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

GARAGENEU

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;!?!&

MPC color pallet

The MPC Color System.

Below are the main colors that should be used on any communication vehicle. White space should be kept at a premium with the primary and secondary colors acting as accent points. Also, the associated colors for product lines and services are outlined below.

Primary Color Palette.



MPC BLUE
PMS® 2728C

c/100 m/80 y/0 k/0
r/54 g/56 b/145 (print)
r/51 g/51 b/204 (web)
hexadecimal / 3333CC

Color Association:
Partner Programs



MPC ORANGE
PMS® 1375C

c/0 m/50 y/100 k/0
r/255 g/153 b/0
hexadecimal / FF9900

Color Association:
Services



BLACK

c/0 m/0 y/0 k/100
r/0 g/0 b/0

rich black
c/60 m/40 y/20 k/100



MPC GREY
PMS® CG#6C

c/0 m/0 y/0 k/38
r/153 g/153 b/153
hexadecimal / 999999

Color Association:
Side Type and
Web Accent

Please Note:

For all Print, Presentations, Flyers, etc. the blue should reflect the CMYK values.

For all Web applications, it should reflect the RGB or hexadecimal code.

The Web RGB blue is much brighter than the CMYK blue, which matches closer to the actual logo blue.

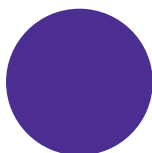
Secondary Color Palette.



MPC GREEN
PMS® 368C

c/65 m/0 y/100 k/0
r/51 g/204 b/0
hexadecimal / 33CC00

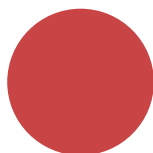
Color Association:
TransPort® Line



MPC PURPLE
PMS® 2597C

c/87 m/100 y/0 k/0
r/102 g/0 b/153
hexadecimal / 660099

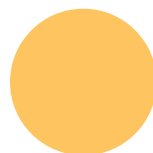
Color Association:
ClientPro® Line



MPC RED
PMS® 703C

c/0 m/83 y/65 k/18
r/204 g/51 b/51
hexadecimal / CC3333

Color Association:
NetFRAME® Line



MPC YELLOW
PMS® 1225C

c/0 m/25 y/72 k/0
r/255 g/204 b/51
hexadecimal / FFCC33

Color Association:
Millennia® Line



MPC LIGHT BLUE
PMS® 279C

c/69 m/34 y/0 k/0
r/102 g/153 b/255
hexadecimal / 6699FF

Color Association:
Reverse Logo Blue

MPC internal collateral

Using the MPC Color System with the MPC Internal Copy Center.

When creating documents in any Microsoft Office application in which you are using elements intended to match the branding colors (ie: background fills, colored type, shapes, etc) different RGB configurations of the MPC Blue, Orange and Yellow are needed when outputting files on the Internal Xerox Color Copier *(If previous RGB values are used, the color will shift dramatically when output. Color problem isn't either the Xerox Printer or the Office applications, but in the way they convert the color data respectively with each other. Use actual color guides in ALL other instances)*

To more accurately reproduce the colors on the Xerox Color Copier ONLY, substitute the following configurations within the Microsoft Office color selection pallet:

MPC Blue: r/14 g/49 b/146

MPC Orange: r/255 g/127 b/0

MPC Yellow: r/255 g/162 b/11

Letterhead and Business Cards.

Contact your departmental administrative assistant with all letterhead and business card needs.

Powerpoint Presentation Templates.

Consult the MPC Infonet Branding Site for approved presentation templates.

Corporate Imagery.

Consult the MPC Infonet Branding Site for approved corporate royalty-free images for MPC business collateral and other applicable applications.

Branding Fonts.

Consult the MPC Infonet Branding Site to find the corporate fonts for use when creating documents. Fonts files are contained within a compressed WinZip file.

HOW TO INSTALL BRANDING FONTS

Microsoft® Windows® XP

1. Unzip fonts and remember where the unzipped folder exists
(select the file to unzip to a folder on the desktop, or locate the default Unzipped folder on your C: drive)
2. Open CONTROL PANEL
3. Double-click the FONTS icon
4. Click FILE in the menu bar, and select INSTALL NEW FONT
5. Direct the explorer navigation to the folder you unzipped the font files into
6. Click SELECT ALL and then OK
7. The fonts will be installed automatically and are now available for use in all installed applications

NOTE:

Be aware that if you send a document in which you've used the Branding Fonts, they will not transfer with the document unless the recipient also has the branding fonts installed on their system. The Internal Copy Center is fully able to output branding fonts.

MPC style guide

General Configuration Style.

- Capitalization:
 - First letter of spec line if spec begins with a word
 - All product names
- Generic descriptors are not capitalized [hard drive, display]
- Trademark symbols on first mention of Intel and Microsoft trade names
- Inches are prime quotes [17", not 17"] or spelled out [17-inches]
- No space or hyphen between number and unit [32MB, 4GB exceptions: 128-bit, 7200 rpm]
- Uppercase X used to indicate CD, DVD speed [6X DVD-ROM, 40X CD-ROM]
- Lowercase x used to indicate multiples [7x24, 3x4GB]

General Copy Style.

- Spell out inch and pound measurements [1.5-inches thick, 14.1-inch display, 6.1 pounds]
- Omit cents from even dollar amounts [\$94, not \$94.00]
- Omit commas from sub-\$10,000 prices [\$2495, not \$2,495]
- Trademark symbols on first mention of Intel and Microsoft trade names

Logo Usage Rules.

- All formal documentation (PO requests, contracts, paychecks, mouseprint, Terms & Conditions, invoices) must use either the MPC, LLC logo or use "MPC Computers, LLC" in the copy.
- All other marketing materials (advertisements, brochures, sales sheets, relationship letters, etc.) should use the MPC logo or use "MPC" in the copy.
- If you have questions about logo usage, please contact MPC legal.

Trademark Usage Rules.

- Mark first appearance in configurations with appropriate symbol
- Mark first appearance in copy of all Intel and Microsoft marks
- No trademark symbols in copy head (except as requested by client) [NOTE: There are exceptions, subject to Client's request.]
- Always use trademarks as adjectives followed by a generic noun [Example: "Our new ClientPro desktops," not "our new ClientPro"]
- Never pluralize, abbreviate or split up

General Marketing Requirements

- **ALL** printed materials and webpages (spec sheets, advertising, promotional materials, configs) which contain information about MPC systems with Microsoft operating systems must contain the following tag line:

MPC recommends Microsoft® Windows® XP Professional.

- Type must be the same font as used in core messaging, bolded in the same font size as main body copy or 2 points larger, black or any other color that increases readability, and no italics or condensed type treatments.

Legal Notices/Disclaimers.

Intel Version:

©2003 MPC Computers, LLC. All rights reserved. MPC Computers, LLC is not responsible for omissions or errors in typography or photography. All purchases are subject to availability. Prices and specifications may be changed without notice; prices do not include shipping and handling and any applicable taxes, unless specifically required to be included under applicable contract. Seller's return policy does not include return freight and original shipping/handling charges, and all return and warranty periods begin from the date a product is shipped, not when it arrived. A restocking fee may be charged upon the return of a product. All sales are controlled by seller's current terms and conditions of sale, and contract terms and conditions as applicable. Copies of seller's terms and conditions of sale and contract terms are available on seller's website or from its sales representatives. On-site service is provided at sole discretion of MPC, LLC. A diagnostic determination for on-site service must be made by a MPC service technician prior to the provision of on-site service. On-site service is provided by a third-party service provider under a separate service contract between you and the service provider. Intel, the Intel Inside Logo and Pentium are a trademark or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. Microsoft and Windows are registered trademarks of Microsoft Corporation. Product names of MPC products are trademarks or registered trademarks of MPC, LLC. Other product names used in this publication are for identification purposes only and may be trademarks of their respective companies. Note: Advertised configurations may differ from award-winning configurations.

1. All hard drive sizes calculated with 1GB equal to 1 billion bytes.
2. MPC 56K modems capable of receiving downloads at up to 56Kbps and sending at up to 31.2Kbps. Due to FCC regulations on power output receiving speeds are limited to 53Kbps. Actual speeds may vary.
3. 52X = 52x max./17x min. 48X = 48X max./17X min. 24X = 24X max./10X min. 8X DVD = 8X max./1X min.

AMD Version:

©2003 MPC Computers, LLC. All rights reserved. MPC Computers, LLC is not responsible for omissions or errors in typography or photography. All purchases are subject to availability. Prices and specifications may be changed without notice; prices do not include shipping and handling and any applicable taxes, unless specifically required to be included under applicable contract. Seller's return policy does not include return freight and original shipping/handling charges, and all return and warranty periods begin from the date a product is shipped, not when it arrived. A restocking fee may be charged upon the return of a product. All sales are controlled by seller's current terms and conditions of sale, and contract terms and conditions as applicable. Copies of seller's terms and conditions of sale and contract terms are available on seller's website or from its sales representatives. On-site service is provided at sole discretion of MPC, LLC. A diagnostic determination for onsite service must be made by a MPC service technician prior to the provision of on-site service. On-site service is provided by a third-party service provider under a separate service contract between you and the service provider. AMD, the AMD logo, AMD Athlon, 3DNow! and combinations thereof are trademarks of Advanced Micro Devices, Inc. Microsoft and Windows are registered trademarks of Microsoft Corporation. Product names of MPC products are trademarks or registered trademarks of MPC, LLC. Other product names used in this publication are for identification purposes only and may be trademarks of their respective companies. DDR technology memory components are warranted under the applicable MPC limited warranty to function properly in the system in which they were factory-installed. MPC makes no warranty concerning the functionality of such components in any other system. Note: Advertised configurations may differ from award-winning configurations.

1. All hard drive sizes calculated with 1GB equal to 1 billion bytes.
2. MPC 56K modems capable of receiving downloads at up to 56Kbps and sending at up to 31.2Kbps. Due to FCC regulations on power output receiving speeds are limited to 53Kbps. Actual speeds may vary.
3. 52X = 52x max./17x min. 48X = 48X max./17X min. 24X = 24X max./10X min. 8X DVD = 8X max./1X min.

MPC ®s.

- ClientPro®
- Millennia®
- TransPort®
- NetFRAME®

MPC TMs.

- MPC™
- Millennia XP+™

Microsoft ®s.

("... are registered trademarks of Microsoft Corporation.")

- [the Windows logo]
- BackOffice®
- FrontPage®
- IntelliMouse®
- Microsoft®
- MS®
- Windows®
- Windows NT®

Intel ®s.

("... are registered trademarks of Intel Corporation.")

- [the Intel Inside logos]
- Intel®
- LANDesk®
- Pentium® [acceptable nouns: chip, processor, microprocessor; not technology]
- Celeron®

Intel TMs.

("... are trademarks of Intel Corporation.")

- Pentium Itanium™
- Pentium Xeon™
- SpeedStep™

AMD TMs.

("... are trademarks of Advance Micro Devices.")

- [the Intel Inside logos]
- Athlon™
- QuantiSpeed™

Standard Spellings.

active matrix [lowercase, no hyphen]
 adapter [not -or]
 autoreply (plies) [one word]
 e-mail [hyphenate]
 extendable [not -ible]
 factory-certified [hyphenate] (adj.)
 factory-installed [hyphenate] (adj.)
 fibre channel [not -ber, no hyphen]
 grayscale [one word]
 hot-plug [adj., hyphenate]
 hot plugs [noun, no hyphen]
 industry standard [noun, no hyphen]
 industry-standard [adj., hyphenate]
 Internet [uppercase I]
 lifecycle [one word]
 li-ion [hyphenate]
 lithium ion [no hyphen]
 max. | min. [lowercase (CD-ROM)]
 MiniTower [cap. M, cap. T]
 mission-critical [hyphenate] (adj.)
 multimedia [no hyphen]
 network-optimized [hyphenate] (adj.)

network-designed [hyphenate] (adj.)
 next-business-day [hyphenate – when used as an adjective before a noun]
 online [one word]
 onsite [one word]
 palmrest [one word]
 preinstall
 preload [no hyphen]
 scalable, scalability [omit e]
 64-voice [hyphenate]
 64V [no space]
 7x24 [7 first, l.c. x]
 3D [no hyphen]
 tollfree
 troubleshoot [one word]
 upgradable [omit e]
 VServers [one word]
 Wakeup on LAN [Wakeup one word]
 Web [cap. W]
 Web site
 Web hosting [no hyphen unless adj.]
 WOL [Wakeup On LAN]

Symbols.

μ [56K modem]
 ◇ [Hard drive sizes]
 † [Quotes, reviews, magazines]
 ††
 ‡
 ‡‡
 *
 **
 ° [CD-ROM speeds]
 Δ [Free with purchase]
 √ System Wizard Mobile Client not available on Windows NT.
 Ω Microsoft 2000 shipping date information.
 Ø Advanced Portable Exchange

Displays.

- 19-inch [spell out inch in copy]
- (16.0" display) [actual display must follow listed monitor size]
- (800 x 600 max. res.) [spaces around x]

Units of Measurement.

- -bit
- GB
- KB
- Kbps
- kHz
- MB
- Mbps
- MHz
- GHz
- ms
- rpm
- W

NOTE:
 No space between
 number and unit of
 measurement
 (e.g. 1.7GHz)

Drives.

- 32X var. speed CD-ROM
- 32X var. speed DVD-ROM
- 4GB Hard Drive [not 4.0GB]

Components/Peripherals/Software.

Processors.

Intel processors should be described as follows:

If GHz or MHz is used with the Intel processor name in text, then GHz or MHz must follow the processor brand mention, like this:

Intel® Pentium® III processor 900MHz
Intel® Pentium® 4 processor 1.20GHz

If using the word "mobile" with the Intel processor name in text, it must precede the processor

brand mention, like this:

Mobile Intel® Pentium® 4 Processor - M

When using the Celeron™ processor name in text, the Intel name must precede the processor

brand mention, like this:

Intel® Celeron® Processor 600MHz

Additional examples of Intel processor name usage:

Intel® Pentium® 4 Processor
Mobile Intel® Pentium® III Processor - M
Intel® Pentium® III Xeon™ Processor
Intel® Celeron® Processor

Note: When the Intel name is placed in front of the processor name, it is being used as a brand and therefore requires a registration mark.

AMD processors should be described as follows:

AMD Athlon™ XP Processor 1000MHz
AMD Athlon™ XP Processor with QuantiSpeed™ architecture
AMD Athlon™ XP Processor 1800+ with QuantiSpeed™ architecture
AMD Athlon™ Processor 1800+MHz
AMD Duron™ Processor 800MHz

Video and Graphics Cards.

NVIDIA should be described as follows:

NVIDIA®
GeForce
nForce IGP
Vanta

thank
you

mpc[™]

906 East Karcher Road, Nampa, ID 83642 1.800.438.3343