

Identity Guidelines

CMP Media



CMP

United Business Media

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United Business Media

We are United Business Media. We provide information that's targeted, timely and insightful to help businesses succeed.

From our vast international resources we provide information in simple but intelligent ways via a range of access media. We provide analytical services and tailored output to suit business needs.

Our goal is to be the recognised global leader for market information services.



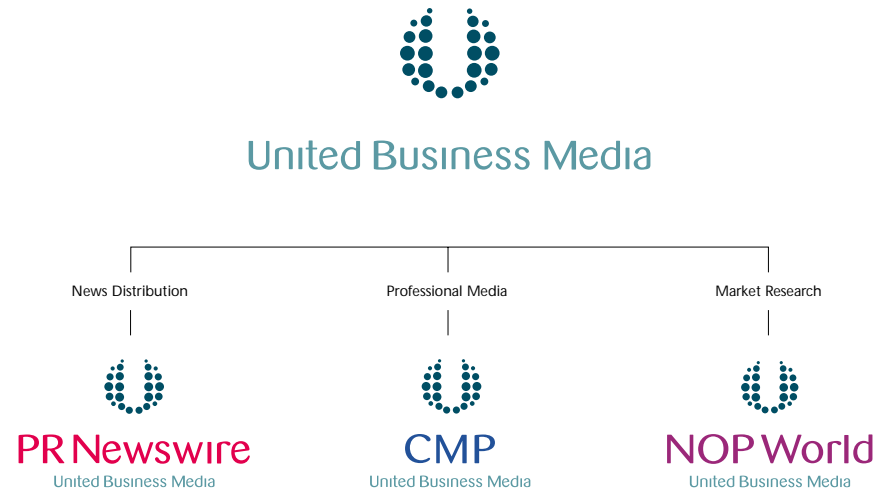
United Business Media

Our brand identity

Our new branding energizes our communications.

The identity concept is based on unity. Unity is strength. Strength comes through working together in close partnership. The stronger we are, the faster we will grow. The United symbol consists of independent entities that fit together in a unified community. Together we deliver a message of global strength and unity, wide expertise and creative diversity.

Our new identity reflects both our new name and our new group ambitions. Our goal is to become the leading provider of information to people and businesses worldwide.



Our operating businesses

Strength comes from working together in close partnership for the benefit of our customers. Our new identity will help us to be seen as a unified group rather than as isolated operations. It will help us to work together with a united purpose: to be the recognised leader for market information services worldwide.

Our three areas of focus are professional media, market research and news distribution. With our global partners - PR Newswire, CMP and NOP World - we have leading market positions in all aspects of market information.



PR Newswire is the global leader in the electronic delivery of breaking information directly from over 40,000 companies, agencies and institutions including 6,000 US public companies representing 70% of the US Fortune 500 companies. PR Newswire is the innovative force in news distribution, developing and delivering the solutions that best fit customer needs using the latest technology to deliver news releases and photos via dedicated newswire, fax, email, satellite and internet media for blanket coverage or pinpoint targeting.



CMP is United's global network of professional media. It is a leading high-tech B2B information brand that also encompasses integrated, market-focused portfolios of information products, targeted at high growth vertical sectors. CMP is uniquely positioned to offer marketers comprehensive, integrated media solutions tailored to their individual needs. Its diverse product and service portfolio includes newspapers, magazines, internet products, trade shows and conferences, research, direct marketing services, education and training, custom publishing, testing, consulting and directories.



NOP World is one of the world's top ten marketing research and business information companies. NOP World conducts primary custom and syndicated research for marketers, advertising agencies and media worldwide. The group has leading positions in healthcare, syndicated media and automotive research and has pioneered the use of new media for the collection, analysis and dissemination of information.

Figure 1



CMP identity

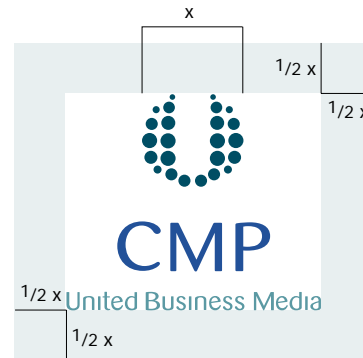
CMP is positioned as the focal point within the identity, presented on the United platform and crowned by the United symbol.

The CMP identity consists of three elements as shown in Figure 1:

- a - the United symbol
- b - the CMP wordmarque
- c - the United wordmarque

Original artwork should always be used to reproduce the identity. Please use the identity artwork provided on the enclosed CD.

Figure 2



Isolation area

The area indicated around the identity in Figure 2 is known as the isolation area. To ensure the clarity of the identity, this area should be kept free of any type, imagery or graphic elements.

Photographic or illustrative backgrounds are an exception. Please refer to Section 8 for details.

Identity size

The size of the identity is measured across the width of the symbol (as denoted by x). To ensure optimum definition of the identity in reproduction, it should not be reproduced smaller than the minimum size which is 0.314" across the width of the symbol shown in Figure 3.

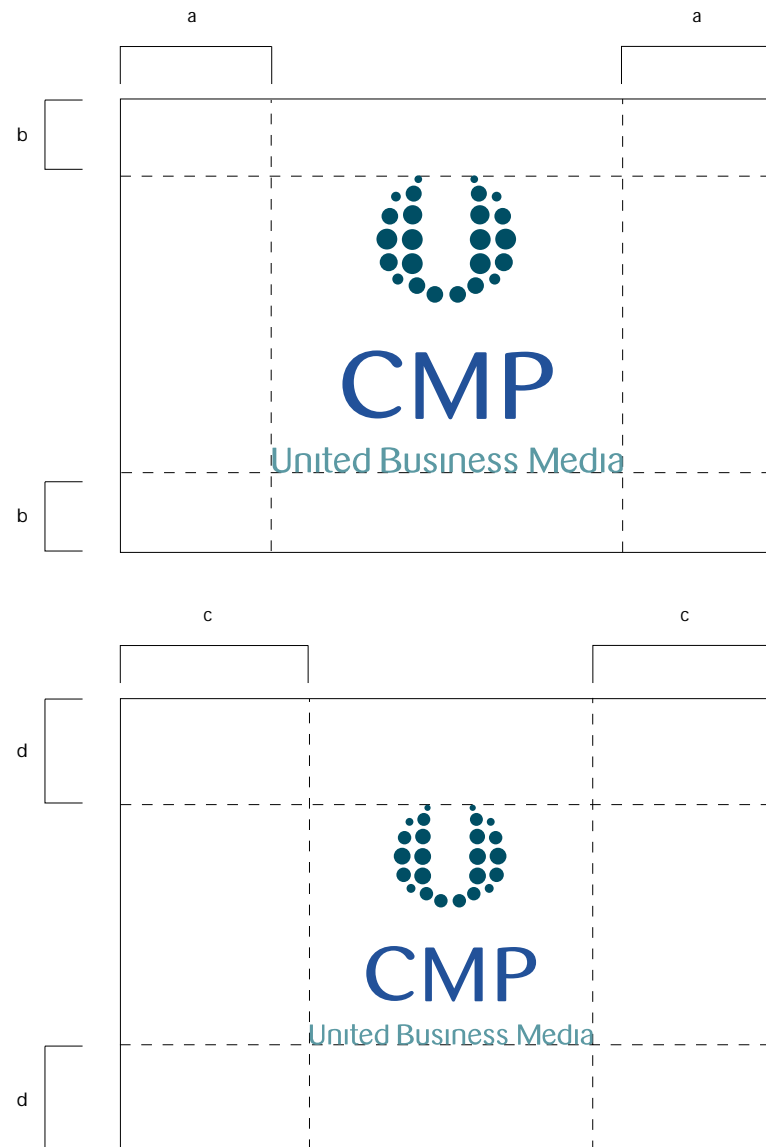
Original artwork should always be used to reproduce the identity.

Figure 3



Minimum size
Minimum size for identity that appears at 0.314" or above.

Figure 4



Identity positioning - centred

If the identity is the only device, it should be centred within the area. As an example, Figure 4 shows the identity at different sizes on a flag.

The minimum distance that the identity can appear from an edge is the same as the isolation area shown in Section 5.

Figure 5



Identity positioning - bottom right

As a general rule, on printed collateral, the identity should be positioned in the bottom right hand corner.

As a guide, the examples in Figure 5 show how a selected area can be worked out on different formats and how the identity can be positioned within this area.

The minimum distance that the identity appears from the edge of the page is the same as the isolation area in Section 5.

Figure 6

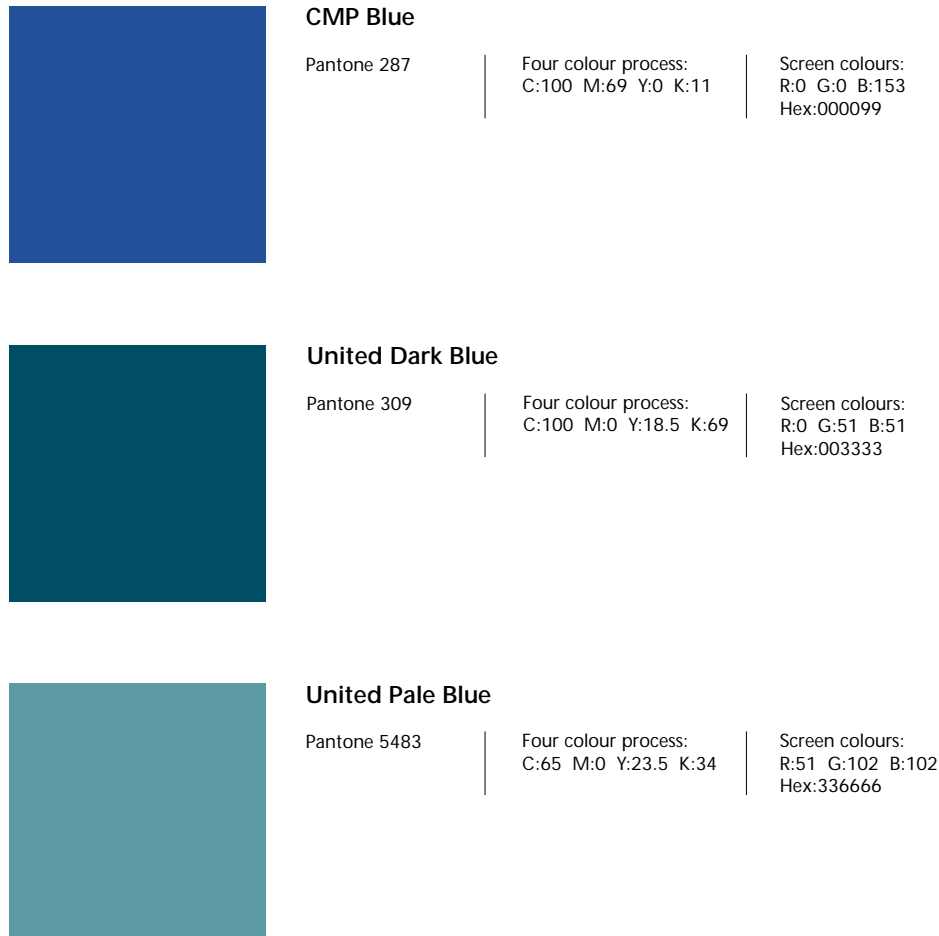


Identity sizes for literature cover

As a general guide, Figure 6 shows some suggested sizes for the identity on various standard literature cover formats - Letter, 1/2 Letter, Tabloid. Please refer to Section 7 for identity positioning details.

The minimum distance that the identity appears from the edge of the page is the same as the area of isolation in Section 5.

Figure 7



Corporate colours

There are three corporate colours: CMP Blue, United Dark Blue and United Pale Blue. The colours are shown on the left.

In print applications, the corporate colours should be reproduced using the Pantone Matching System™. Pantone™ references are given against each appropriate colour.

For the four colour process, the specifications shown on the left should be used. For web sites or screen graphics, the Hex colours given should be matched.

Pantone is a registered trademark.

NB: the colours in this guideline are not an exact match. Always match to written specifications.

Figure 8



Figure 8a



Figure 8b



Figure 8c



Figure 8d

Colour reproduction of the identity

The identity should be reproduced in the corporate colours on a white background, as in Figure 8a.

If corporate colours are not available, the identity should be reproduced in black on a white background, as in Figure 8b.

When the identity appears on an image, care should be taken to make sure that the identity is legible. Figures 8c and 8d show the identity reversed out white on blue and on a dark image.

Figure 9

Stone Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Stone Sans Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Stone Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Stone Sans Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Figure 10

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Stone Sans, as shown in Figure 9, has been chosen as the corporate font for CMP. The corporate font should be used in all CMP Media's communications to project a consistent image. This includes promotional material, advertising and all printed collateral.

As a general rule, Stone Sans regular is used for body text and Stone Sans semibold is used for headings or sub-headings. Italic versions of the font can also be used. All text should always be set in upper and lower case. All text should be left justified, wherever possible.

This font should be installed in your computer and used when printing items such as memoranda, fax transmittals and presentations. Arial, as shown in Figure 10, is the font for all html body text.

Marketing typography

The Stone Sans family is chosen for CMP Media's marketing typography. Garamond is the secondary typeface for minimal use such as on small text and body text. Garamond should never be used for headlines or titles.

Figure 11

~~Dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper
suscipit lobortis.~~

Stone Sans with shadow

~~DOLORE MAGNA ALIQUAM ERAT
VOLUTPAT. UT WISI ENIM AD MINIM
VENIAM, QUIS NOSTRUD EXERCI
TATION ULLAMCORPER SUSCIPIT
LOBORTIS.~~

Stone Sans in upper case

~~Dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper
suscipit lobortis.~~

Stone Sans in outline

~~Dolore magna aliquam erat
volutpat. Ut wisi enim ad
minim veniam, quis nostrud
exerci tation ullamcorper
suscipit lobortis.~~

Unspecified font

Incorrect use of typography

Figure 11 shows examples of the incorrect use of typography. The incorrect use of typography creates confusion and undermines confidence in the brand. Please ensure that the corporate fonts, Stone Sans Regular/Semibold, are used on all CMP visual communications.

Figure 12

Incorrect use of the identity

Some incorrect uses of the identity are shown in Figure 12. Please do not alter the identity artwork on the enclosed CD.



Identity in unspecified colours



Relationship between elements not in the correct ratio



Do not integrate the CMP identity with another logo



Symbol misaligned with wordmarque



Incorrect wordmarque or use of other typefaces for the CMP wordmarque



Do not confine the identity in a decorative border



Do not add any words to the identity



Wordmarque never appears by itself



Identity has been condensed

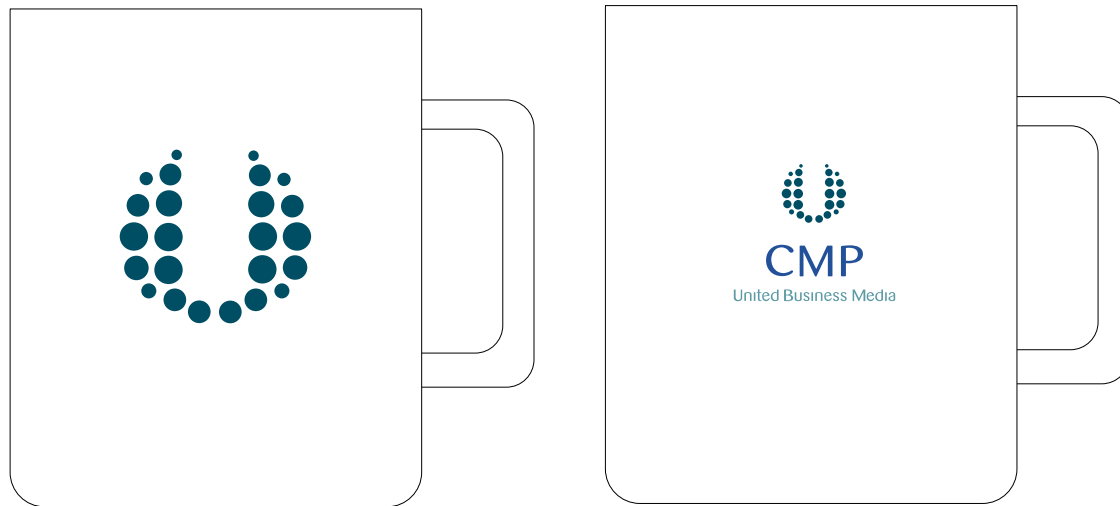


Do not use a drop shadow with the identity



Do not add any graphics to the identity

Figure 13



The symbol and its uses

In certain circumstances the symbol can be used on its own, but should always be endorsed by the identity, as shown in the example on the left.

Isolation area

The minimum distance that the identity symbol can appear from an edge is the same as the isolation area in Figure 2 in Section 5.

Minimum size

The minimum usage size of this symbol is the same as the minimum size shown in Figure 3a in Section 5.

Figure 14

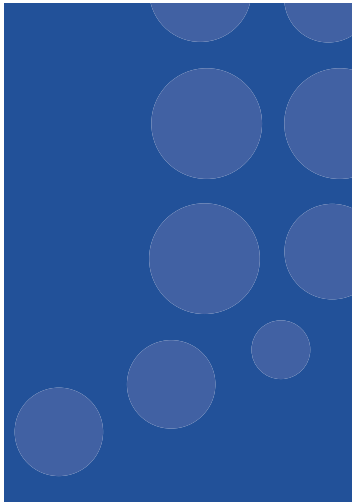


Figure 14a

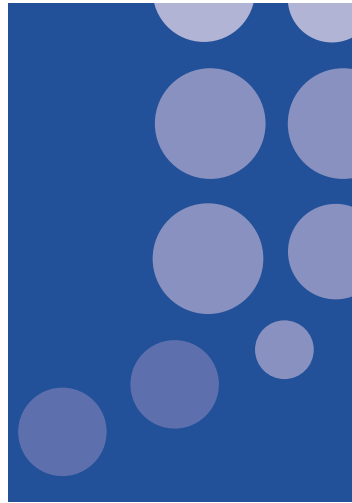


Figure 14b



Figure 14c

The symbol as a graphic device

The United symbol can be used as a graphic device to reinforce the identity. Figure 14 shows some suggested uses of the symbol as a graphic device. Other examples of usage can be seen on the CMP Media business card in Section 17 and on the CMP Media presentation template in Section 31.

When the United symbol is being used as a graphic device, it can be cropped to show a section of the whole symbol.

The symbol is in a tint on a solid CMP Blue background in Figure 14a. Figure 14b shows the symbol in a gradation of tints on a solid CMP Blue background. The symbol is tinted and slightly blurred on Figure 14c.

Figure 15



- Contact details in order as shown:
- Group or Division
 - Operating business
 - Postal address
 - Telephone number
 - Web site

Corporate letterhead

The corporate letterhead is included in the CMP Media stationery templates. They are provided on the enclosed CD.

All text is set in the corporate font Stone Sans. Contact details can be modified from the template.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as they are shown in the template.

The body copy for the letter should be set in 11pt on 13pt leading in Stone Sans regular. The body copy should always be left justified.

Figure 16



Corporate business card

The corporate business card is included in CMP Media stationery templates. They are provided in the enclosed CD.

All text is set in the corporate font Stone Sans. Name, title and contact details can be modified from the template.

The copy for the name should be set in 8pt with the title set in 6.5pt on 8.5pt leading. The address should be set in 6.5pt on 7.5pt leading. All text should always appear left justified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as they are shown in the template.

Figure 17

Contact details in order as shown:

- Name
- Operating business
- Postal address
- Telephone and fax numbers
- E-mail



News release

The corporate news release is included in the CMP Media stationery templates. They are provided on the enclosed CD.

All text is set in the corporate font Stone Sans. Contact details can be modified.

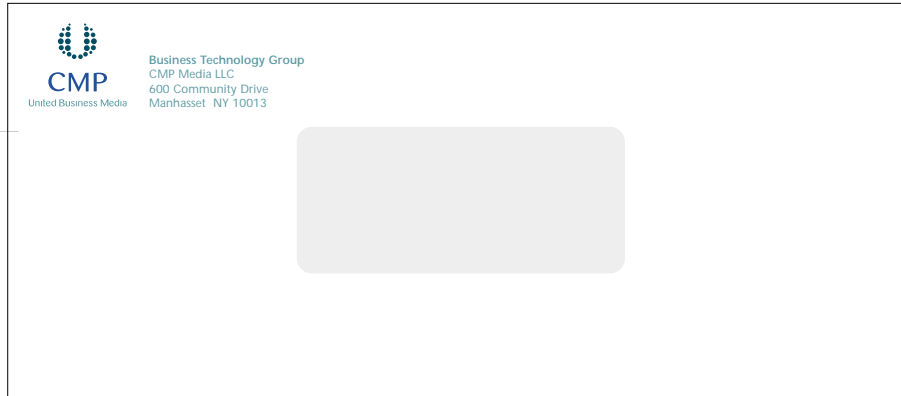
Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

The body copy for the news release should be set in Stone Sans and always be left justified.

Figure 18

Envelope #10

- Contact details in order as shown:
- Group or Division
 - Operating business
 - Postal address



Envelope #12

- Contact details in order as shown:
- Group or Division
 - Operating business
 - Postal address



Label

- Contact details in order as shown:
- Group or Division
 - Operating business
 - Postal address



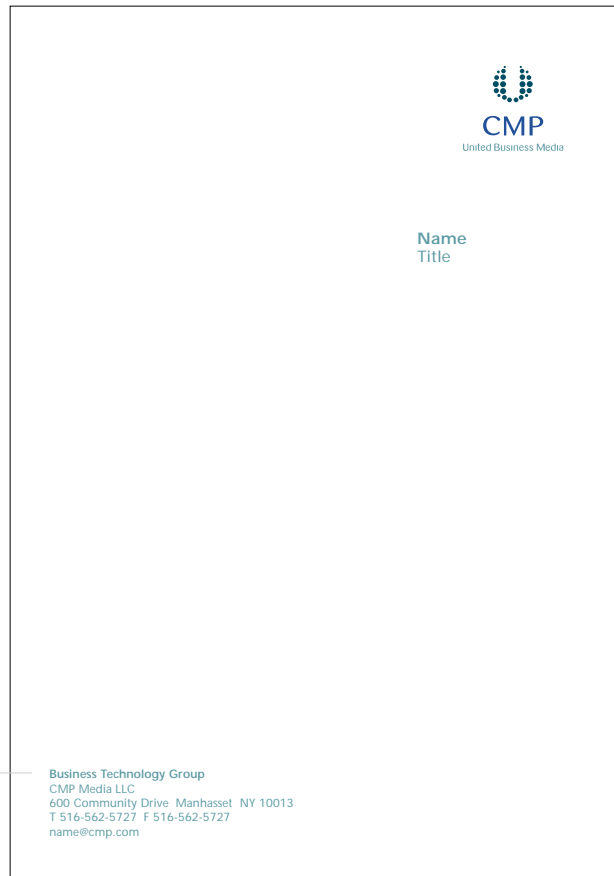
Envelopes and address label

The #10 and #12 envelope and address label are included in the CMP Media stationery, as illustrated in Figure 18. All templates are provided on the enclosed CD.

All text is set in the corporate font, Stone Sans.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

Figure 19



- Contact details in order as shown:
- Group or Division
 - Operating business
 - Postal address
 - Telephone and fax numbers
 - E-mail

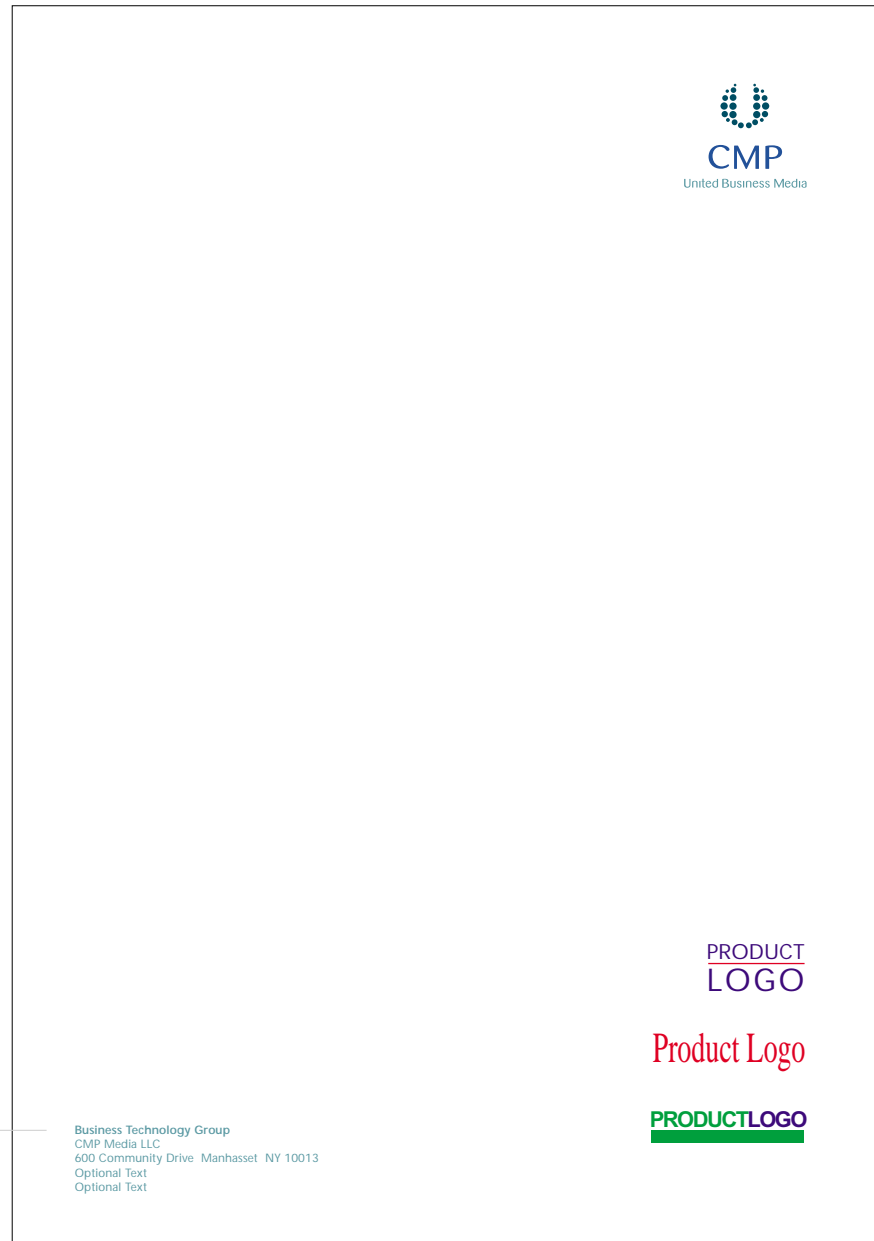
Notepad

The notepad is included in the CMP Media stationery templates. They are provided on the enclosed CD.

All text is set in the corporate font Stone Sans. Name, title and contact details can be modified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

Figure 20



Contact details in order as shown:
- Group or Division
- Operating business
- Postal address
- Optional text lines

Letterhead with multiple product logos

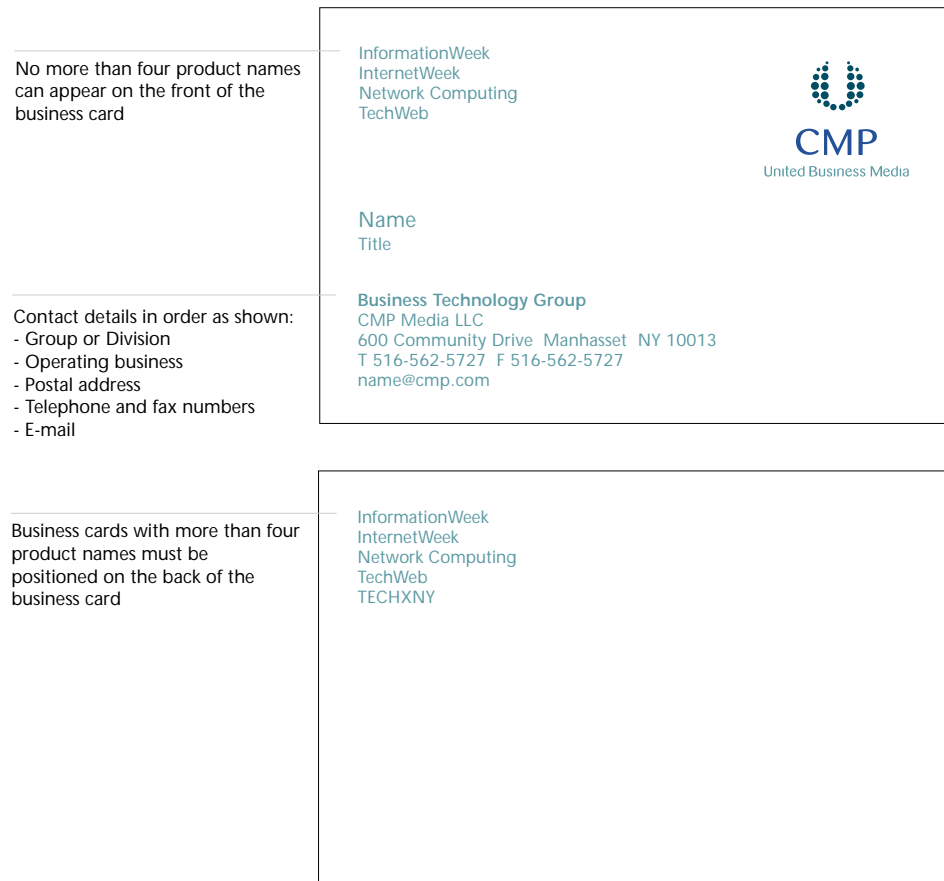
The letterhead with multiple product logos is included in the CMP Media stationery templates. They are provided on the enclosed CD.

All text is set in the corporate font, Stone Sans. Contact details can be modified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

The body copy for the letter should be set in 11pt on 13pt leading in Stone Sans Regular.

Figure 21



Business card with multiple products

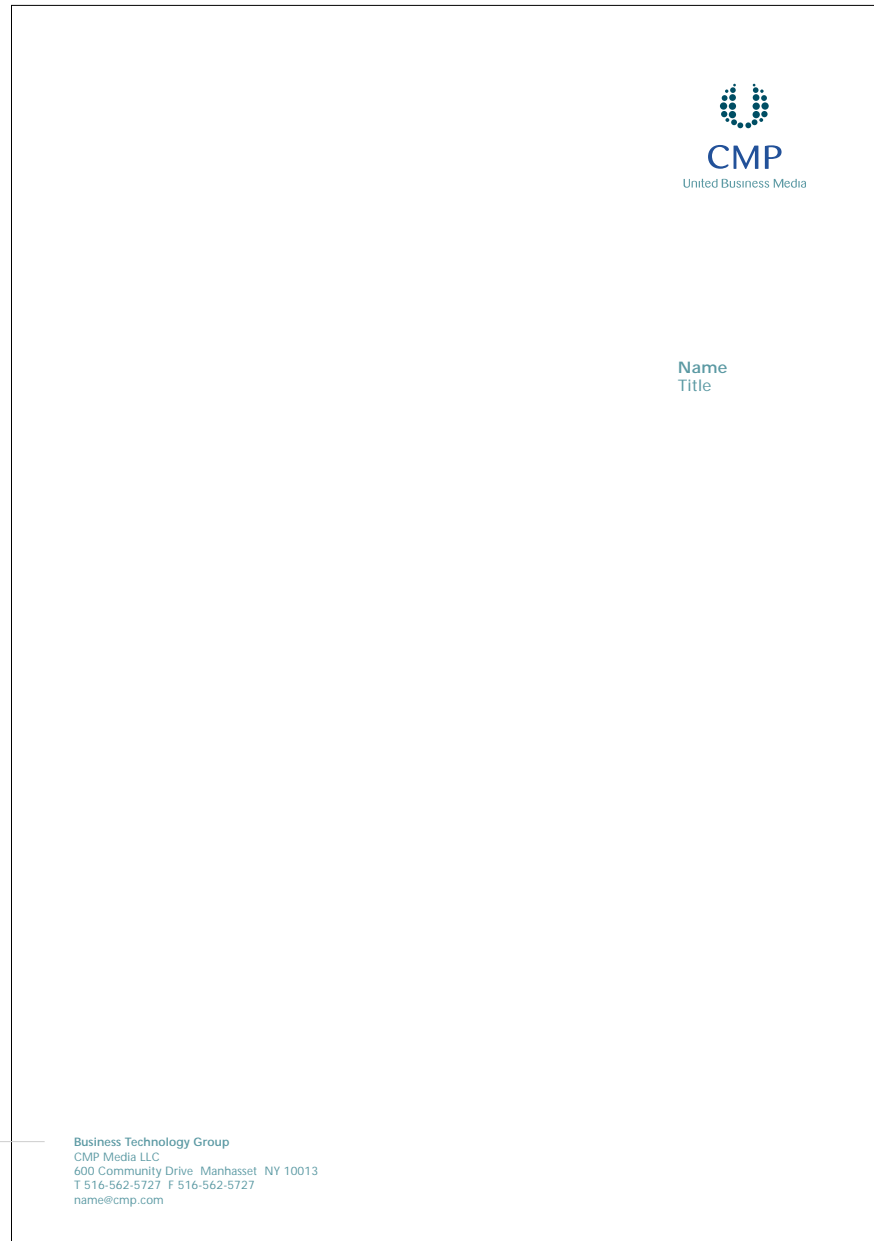
The business card with multiple products is included in the CMP Media stationery templates. They are provided on the enclosed CD.

All text is set in the corporate font Stone Sans. Name, title, multiple product names and contact details can be modified.

The copy for the Name should be set in 8pt with the Title set in 6.5pt on 8.5pt leading. The address should be set in 6.5pt on 7.5pt leading. All text should always appear left justified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

Figure 22



Contact details in order as shown:
- Group or Division
- Operating business
- Postal address
- Telephone and fax numbers
- E-mail

Personalised letterhead

The personalised letterhead is included in the CMP Media stationery templates. They are provided on the enclosed CD.

All text is set in the corporate font, Stone Sans. Name, title and contact details can be modified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

The body copy for the letter should be set in 11pt on 13pt leading in Stone Sans Regular.

Personalised letterhead usage is limited to publishers and corporate management only.

Figure 23



Business card for home offices

The business card for home offices is included in the CMP Media stationery templates. They are provided on the enclosed CD.

All text is set in the corporate font, Stone Sans. Name, title and contact details can be modified.

The copy for the Name should be set in 8pt with the Title set in 6.5pt on 8.5pt leading. The address should be set in 6.5pt on 7.5pt leading. All text should always appear left justified.

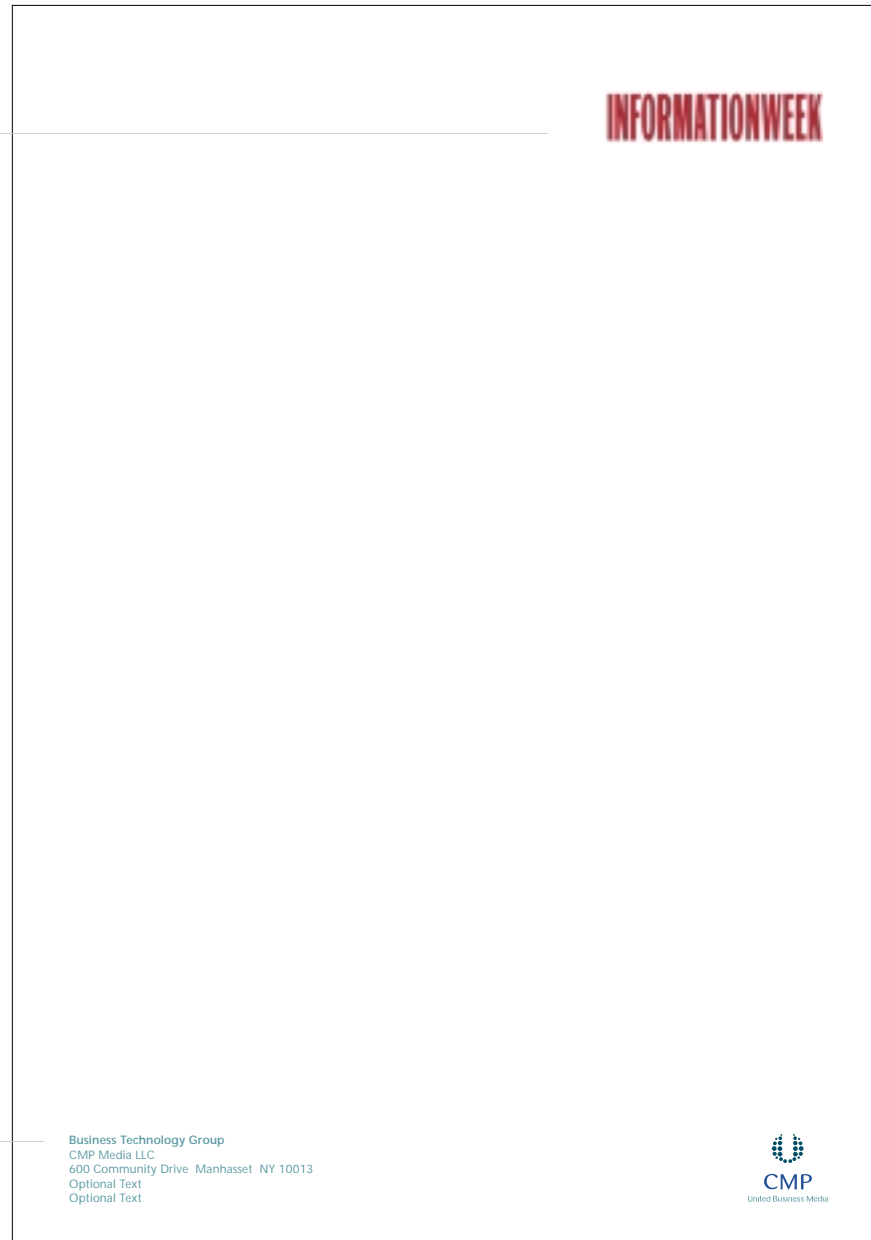
Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

Figure 24

Product Logo

Contact details in order as shown:

- Group or Division
- Operating business
- Postal address
- Optional text lines



Product letterhead

The product letterhead is included in the CMP Media stationery templates. They are provided on the enclosed CD.

The product logo should be positioned in the top right hand corner of the letterhead, as shown in Figure 24.

All text is set in the corporate font, Stone Sans. Contact details can be modified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

The body copy for the letter should be set in 11pt on 13pt leading in Stone Sans Regular.

Figure 25



Product business cards

The product business card is included in the CMP Media stationery templates. They are provided on the enclosed CD.

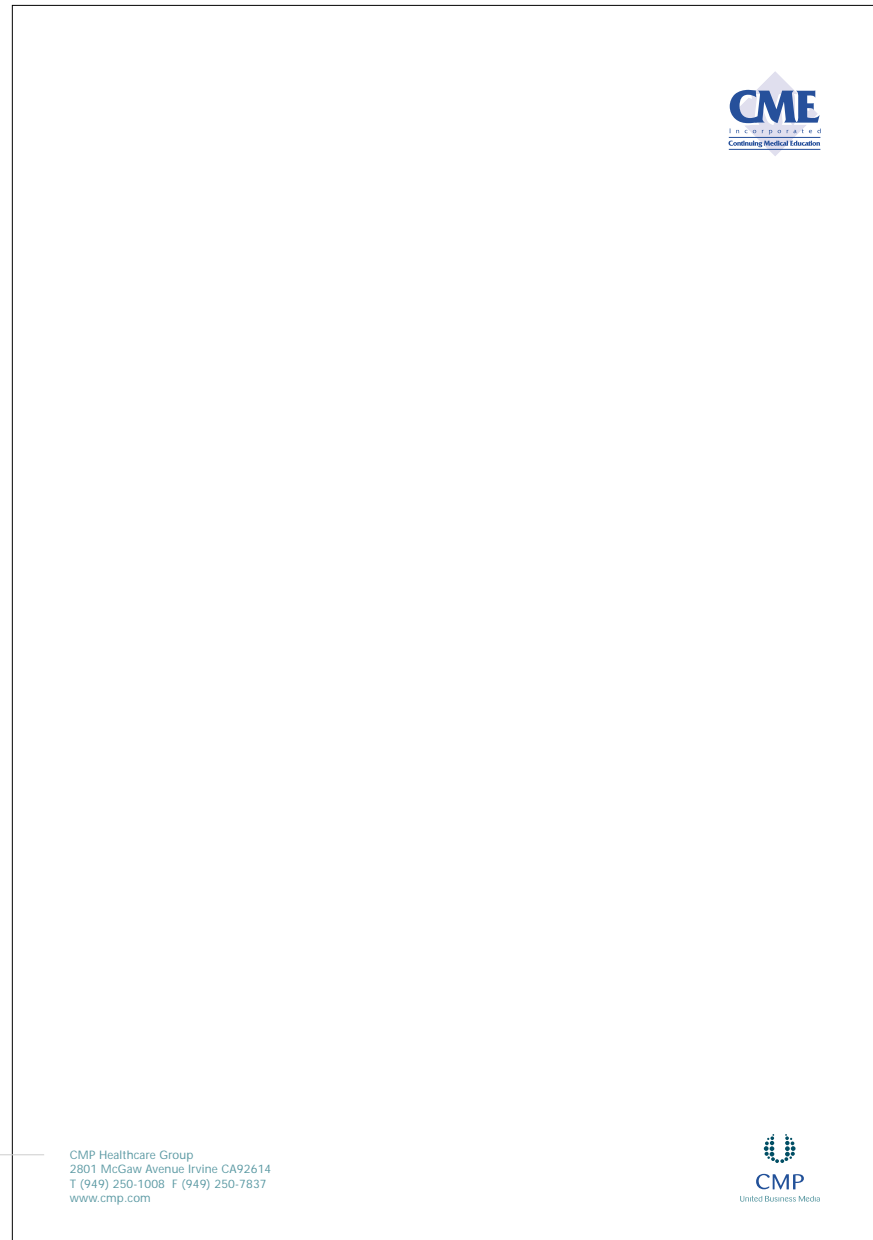
The product logo should be positioned in the top left hand corner of the business card, as shown in Figure 25.

All text is set in the corporate font Stone Sans. Name, title and contact details can be modified.

The copy for the Name should be set in 8pt with the Title set in 6.5pt on 8.5pt leading. The address should be set in 6.5pt on 7.5pt leading. All text should always appear left justified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

Figure 26



Contact details in order as shown:

- Operating business
- Postal address
- Telephone and fax numbers
- Website

CME letterhead

The CME letterhead is included in the CMP Media stationery templates. They are provided on the enclosed CD.

The CME logo should be positioned in the top right hand corner of the letterhead, as shown in Figure 26.

All text is set in the corporate font, Stone Sans. Contact details can be modified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

The body copy for the letter should be set in 11pt on 13pt leading in Stone Sans Regular.

Figure 27



CME business card

This business card is included in the CMP Media stationery templates. They are provided on the enclosed CD.

All text is set in the corporate font Stone Sans. Name, title and contact details can be modified.

The copy for the Name should be set in 8pt with the Title set in 6.5pt on 8.5pt leading. The address should be set in 6.5pt on 7.5pt leading. All text should always appear left justified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

Figure 28



CME single product business card

The product business card is included in the CMP Media stationery templates. They are provided on the enclosed CD.

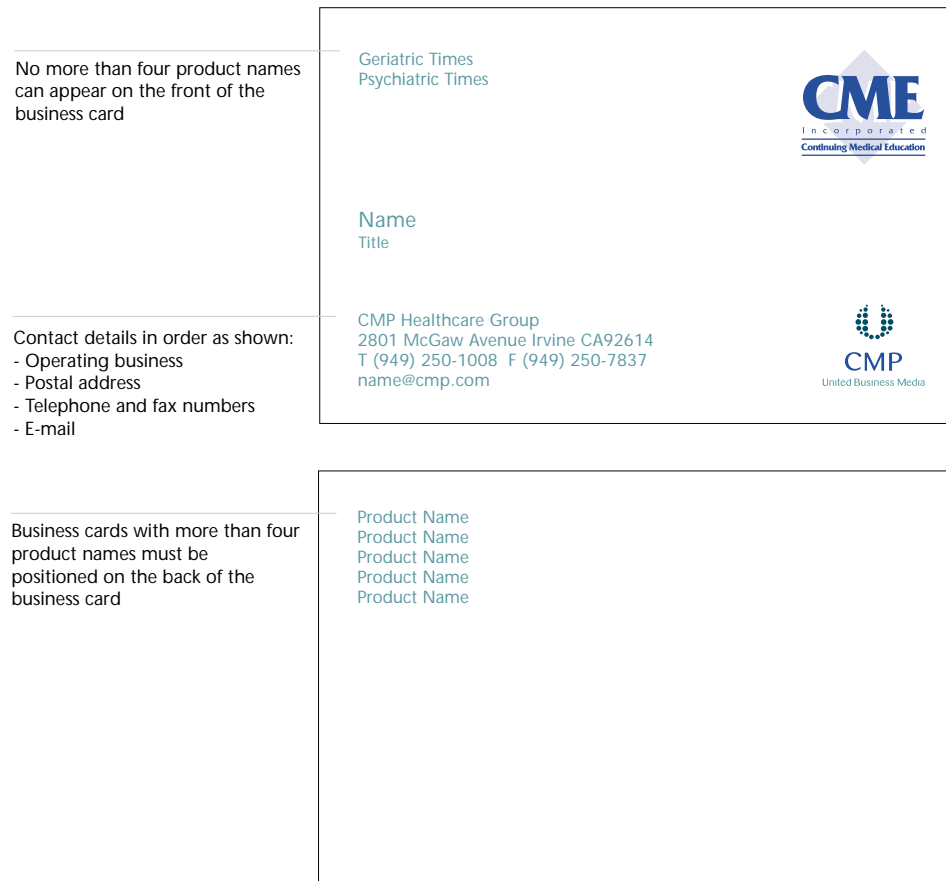
The product logo should be positioned in the top left hand corner of the business card, as shown in Figure 28.

All text is set in the corporate font Stone Sans. Name, title and contact details can be modified.

The copy for the Name should be set in 8pt with the Title set in 6.5pt on 8.5pt leading. The address should be set in 6.5pt on 7.5pt leading. All text should always appear left justified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

Figure 29



CME business card with multiple products

The business card with multiple products is included in the CMP Media stationery templates. They are provided on the enclosed CD.

All text is set in the corporate font Stone Sans. Name, title, multiple product names and contact details can be modified.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

Figure 30



Figure 30a



Figure 30b

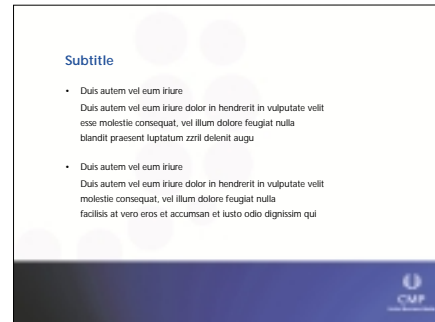


Figure 30c

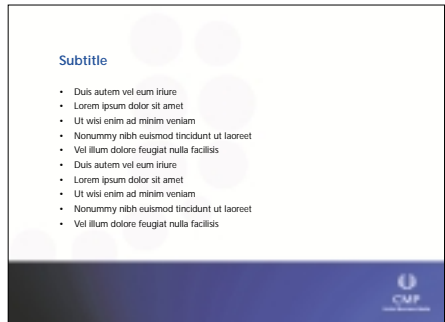


Figure 30d

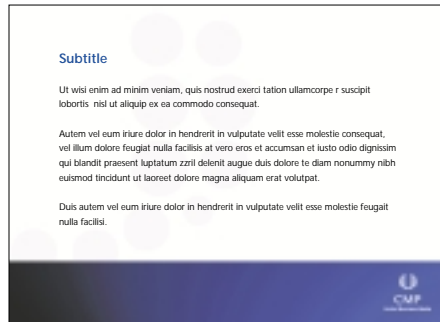


Figure 30e

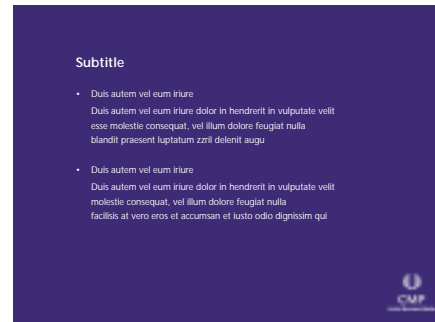


Figure 30f

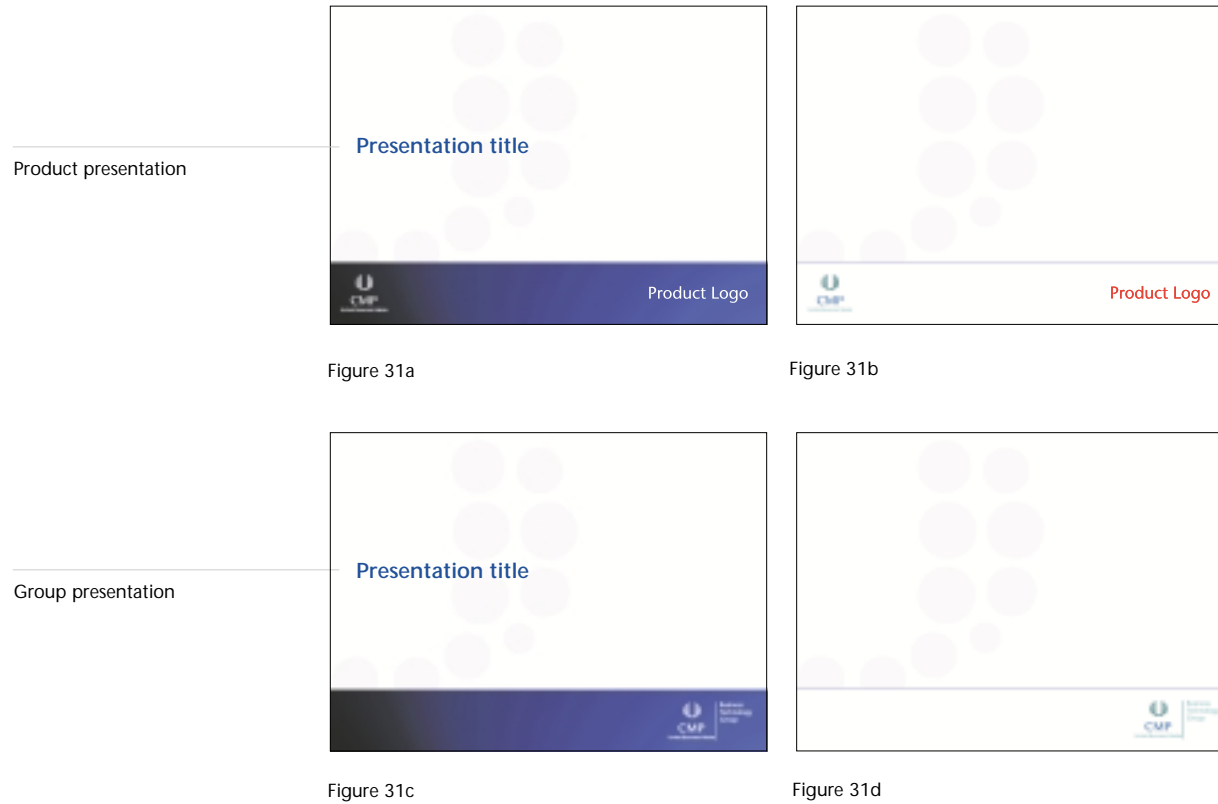
Corporate presentation

A PowerPoint style guide for corporate presentation use is available on the enclosed CD.

Figure 30 shows a few examples of a CMP Media presentation through the starting page in Figure 30a and the title page in Figure 30b. Figures 30c and 30d show the use of bullet points and Figure 30e illustrates the use of paragraphs. Figure 30f illustrates an alternative layout, with the use of reversed out type on a corporate coloured background, with the logo always positioned in the bottom right hand corner.

The font for presentation use is Stone Sans. All text should always be set in upper and lower case. All text should be left justified, wherever possible. Type style and type size should be consistent throughout a presentation.

Figure 31



Product / Group presentation

A PowerPoint style guide for product/group presentation use is available on the enclosed CD.

Figure 31 shows two examples for product presentations (31a and 31b) and also two examples for group presentations (31c and 31d).

The font for presentation use is Stone Sans. All text should always be set in upper and lower case. All text should be left justified, wherever possible. Type style and type size should be consistent throughout a presentation.

Figure 32

CMP Identity endorsement in the top left hand corner



44 pixels



CMP

United Business Media

Website endorsement

Figure 32 is an example demonstrating the use of the CMP Media identity on a website. The identity must appear in the top left corner and be visible on every page within the site. The identity must appear in full colour on light backgrounds or reversed out white on dark backgrounds. It is preferred that the size of the CMP identity for web endorsement is 44 pixels measured across the United symbol.

It is supplied on the enclosed CD.

Figure 33



Product endorsement

Figures 33 and 34 demonstrate how the CMP identity is being used as an endorsement on INFORMATIONWEEK products – a mug and a CD.

Isolation area

The minimum distance that the identity symbol can appear from an edge is the same as the area of isolation in Figure 2 in Section 5.

Minimum size

The minimum usage size of this symbol is the same as the minimum size shown in Figure 3 in Section 5.

Figure 34



Figure 35



Figure 35a



Figure 35b

CMP Publication tag

The CMP Publication tag appears at its standard size, which is 0.945” across the width. Please do not alter elements or the size of the artwork.

Publication endorsement

Figure 35 shows the CMP publication tag. The CMP identity sits on the CMP blue tag in white as shown in figure 35a, or in full colour on a white tag in figure 35b.

The tag should always be positioned at the top left hand corner of all publications. It should always be reproduced according to the corporate colour CMP Blue.

The artwork of the CMP publication tag with the identity in its minimum size is supplied on the enclosed CD. It is the standard size, which is 0.945” across the width and should always be used to ensure consistency within the brand identity.

Please do not alter the size or the elements of the artwork.

Figure 36



CMP identity and product logos

Figure 36 shows how the CMP identity can appear on product advertisements.

The CMP identity should always appear in the bottom left corner, endorsing the product logo which appears in the bottom right. When there are multiple product logos, as illustrated, the same principles must apply.

Figure 37



CMP identity and group logos

Figure 37 shows the CMP identity locked up with the group name, divided by a vertical linking rule as illustrated in the advert. The corporate font for the group name should be set in Stone Sans and reproduced in the United Pale Blue.

The elements of the group logo have been created in a fixed-size relationship and the artwork for this is provided on the enclosed CD.

Figure 38



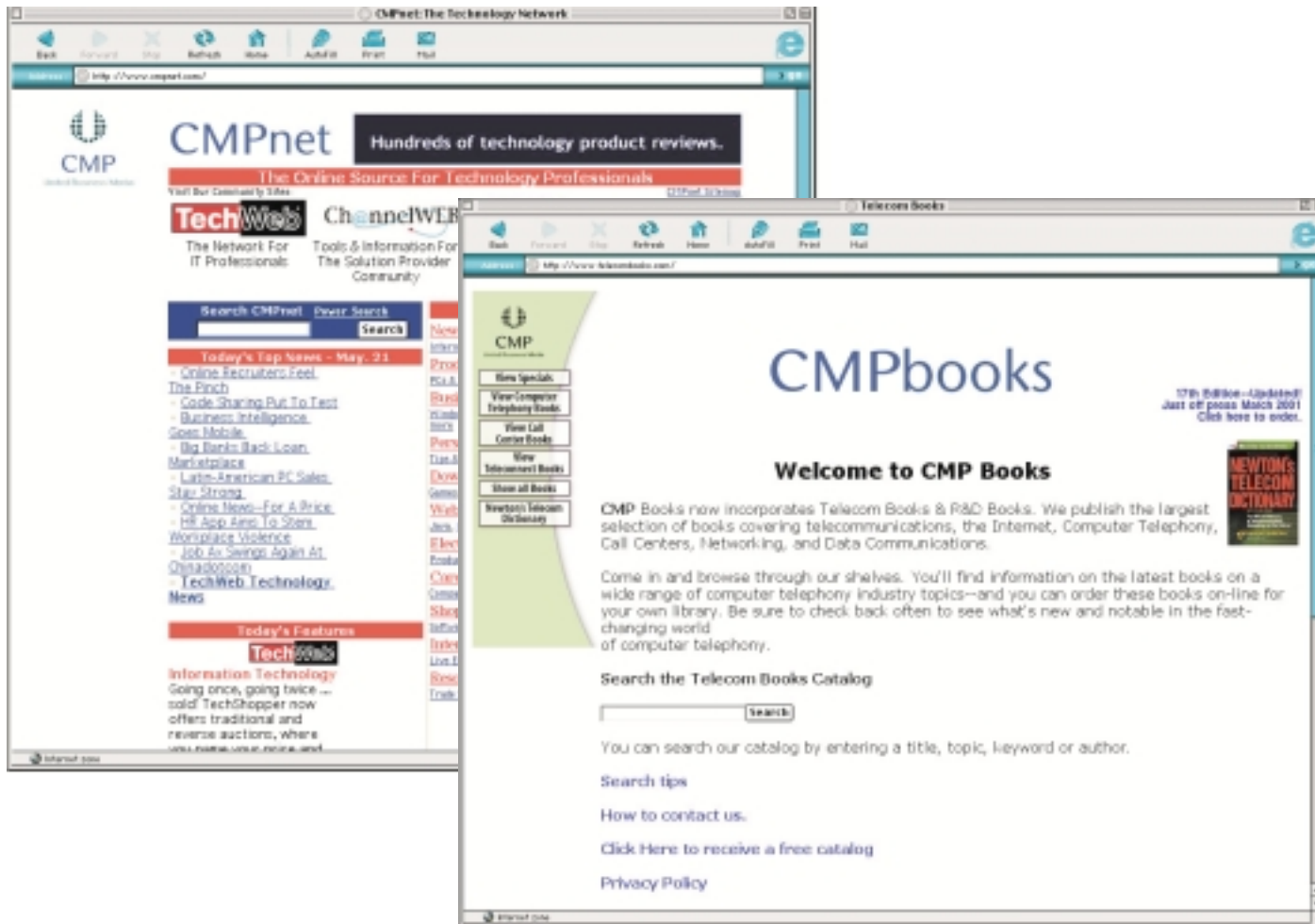
Corporate advertisement

The CMP logo when used on corporate communications, as illustrated here on a corporate advertisement, should always appear in the bottom right corner.

Figure 39

CMP Books and CMPnet

The artwork for CMP Books and CMPnet is provided on the enclosed CD.



Digital artwork

1. CMP identity guidelines pdf
2. CMP identity
3. CMP publication tag
4. CMP stationery templates
5. CMP presentation templates
6. CMP identity lock-up with group name
7. CMP generic lock-up
8. CMP Books and CMPnet
9. CME stationery templates

