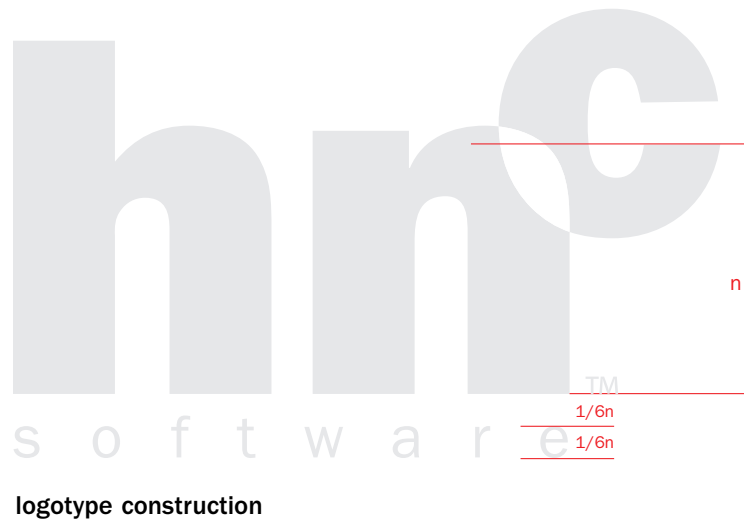




identity guidelines

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logotype



The HNC Software logotype uses custom-drawn lettering based on the Franklin Gothic Bold typeface.

The word “software” is justified below the logotype in the position indicated by this diagram.

The HNC Software logotype has been specially designed and must never be altered in any way or simulated through the use of any typeface no matter how similar.

The logotype must always be reproduced directly from the authorized reproduction artwork included with these guidelines. No attempt should be made to alter the logotype or to substitute artwork for it.

pantone
pms 485

4-color process
magenta 100%
yellow 100%

web
r 255
g 0
b 0

overlap between
"n" and "c" is
always white



pantone
process black

4-color process
black 100%

web
r 0
g 0
b 0

corporate colors

The use of color and its consistent application to the HNC Software logotype is an important element of HNC's corporate identity program. For this reason, explicit controls have been established.

The two corporate colors for the logotype are Pantone 485 and Black. This is the preferred two-color version of the logotype. Printers must always be instructed to create a visual match to these two color swatches regardless of the paper stock used.

When using Pantone colors is not feasible, please use the four-color process build. In four-color process printing, an acceptable Red can be created by combining 100% Yellow with 100% Magenta in precise registration. The word "software" prints in 100% black. Because this registration process requires extreme care, it must only be attempted at higher quality printers.

Note: Printers should be selected by the Corporate Marketing Department.



preferred two-color logotype,
Pantone 485 and black



preferred one-color logotype,
100% black—must be used on
solid white background only

color standards



The preferred two-color version of the HNC Software logotype should be used for most applications. When using Pantone colors is not feasible, the four-color process build is acceptable.

There may be some instances where a one-color version of the logotype is more appropriate for the application. The acceptable one-color version of the HNC Software logotype is 100% black. No shades of gray are acceptable.

Note: The black logotype must appear on a solid white background.



positive color logotype on light background



reverse color logotype on dark background



logotype on a differently colored background for use on the Web, Flash, PowerPoint or other multimedia applications

background control



The HNC Software logotype can appear on colored backgrounds if certain conditions are met.

For use in Print:

On white or light backgrounds up to 50% black, use the positive versions of the logotype.

On black or dark backgrounds from 50% black, use the reverse versions of the logotype.

Note: The VP of Communications must approve this use.

For use in Web, Flash, or PowerPoint:

The HNC Software logotype may appear on a differently colored or textured background as long as the word “software” is clear and legible.

Note: The VP of Communications must approve this use.

inappropriate uses



logotype must not appear in any other colors



logotype must appear in approved two-color combinations



one-color logotype must appear on solid white background



logotype must appear on a solid background when in print



the word "Software" must always be legible



logotype must not appear in a keylined box against a colored or textured background

The HNC Software logotype must never appear in any other color or color combinations than those specified. On printed pieces which do not use the corporate colors, or where four-color process is not available for simulating them, the logotype must appear in black against a white background.

In printed pieces, the logotype may not appear on textured backgrounds and may not appear in a keylined box atop a textured background.

The word "software" must always be legible in all applications.

minimum space



In print applications, a fixed minimum space should separate the HNC Software logotype from all other graphic and typographic elements (including page edges).

The fixed minimum space is based on 1/2 the height of the “n” of the logotype, as shown. No other graphic typographic elements should be placed in this area.

For the Web, this spacing may not always be possible. In such cases, allow as much space as possible in consideration of the spacing guideline.

When using the HNC Software logotype with a tagline, the space between the ascender and the bottom of the “n” is .75n.

The tagline is set in Franklin Gothic Book according to specific kerning adjustments that should not change.

For PowerPoint and Signage Use—Short Product Name

hnc Fraud Manager height of “n”

height of “n”

For PowerPoint and Signage Use—Long Product Name

hnc Financial Accounting height of “n”
Manager

height of “n”

For PowerPoint and Signage Use—Product Name with Edition

hnc CardAlert® Fraud Manager height of “n”
For Common Points
Of Purchase

height of “n”

product naming



The product names are set in a specific position using Franklin Gothic Book typeface.

For PowerPoint and signage use only:

Product names are set in initial caps in the position indicated by this diagram. If the name of the product extends longer than the space permitted, the text should wrap onto the next line flush-left with the above copy. When you have an edition name, when possible, keep the product name to one line and the edition name to follow below, flush left as indicated in the diagram. The leading should equal the size of the font. Example: if the font size is 48, the leading should be 48.

The word “software” is eliminated in the logotype when identifying the product name in this manner.

For Collateral Print Use (Headlines Only)—Suite Name

HNC OPPORTUNITY SUITE

For Collateral Print Use (As Headlines or Sub-heads)—Product Name

HNC Cross-Sell Optimizer

For Collateral Print Use (As Headlines or Sub-heads)—Product Name with Edition

HNC Financial Accounting Manager For Investment Accounting

product naming



For Collateral Print:

Suite names are to be set in all caps, product names are to be set with HNC in caps and initial caps for the product, using Franklin Gothic. Where possible, keep the name of the product on one line. When you need to indicate a product with an edition, keep the product name on one line and the edition name below. The leading should equal the size of the font. Example: if the font size is 48, the leading should be 48.

The full product name should be used at first mention. In subsequent mentions, abbreviations are acceptable in the following manner.

For Marketing Collateral Print Use In Body Copy—HNC Risk Manager For Acquirers

HNC Risk Manager

For Marketing Collateral Print Use In Body Copy—HNC Risk Manager For Telecommunications—Bad Debt

HNC Risk Manager

For Marketing Collateral Print Use In Body Copy—HNC Risk Manager For Money Laundering

HNC Risk Manager

For Marketing Collateral Print Use In Body Copy—HNC Financial Accounting Manager for Enterprise Information

HNC Financial Accounting Manager

product naming abbreviations



For Marketing Collateral Print:

The full product name should be used at first mention. In subsequent mentions, abbreviations are acceptable in the following manner.

Abbreviations of product names with editions and modules should be used in body copy for all marketing collateral: brochures, fact sheets, data sheets and module fact sheets.

For abbreviations of the product names HNC is all caps and the name of the product initial caps. Where possible, keep the entire name of the product on one line.

The full product name should be used at first mention. In subsequent mentions, abbreviations are acceptable in the following manner.

For Marketing Collateral Print Use In Body Copy—HNC Risk Manager For Acquirers

RM | Acquirers

For Marketing Collateral Print Use In Body Copy—HNC Risk Manager For Telecommunications—Bad Debt

RM | Telco—Bad Debt

For Marketing Collateral Print Use In Body Copy—HNC Risk Manager For Money Laundering

RM | Money Laundering

For Technical Documentation Print Use In Body Copy—HNC Financial Accounting Manager for Enterprise Information

FAM | Enterprise Information

product naming abbreviations

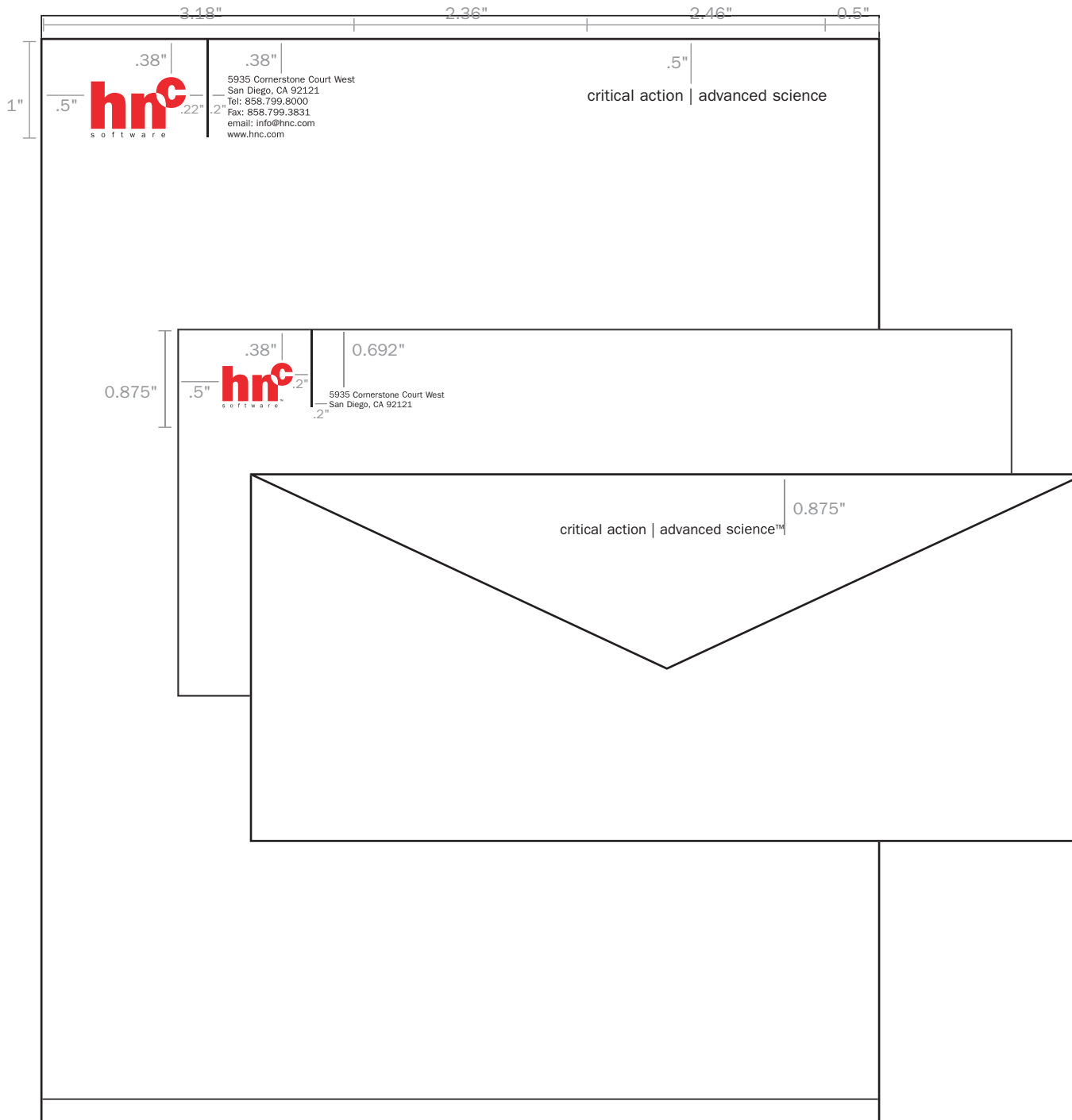


**For Technical
Documentation Print:**

The full product name should be used at first mention. In subsequent mentions, abbreviations are acceptable in the following manner.

Abbreviations of product names with editions and modules should be used in body copy for all technical documentation.

Abbreviations of the product name are to be in all caps, with a | separating the product from the edition or module. Edition or module names should be set using initial caps. Where possible, keep the name of the product (including edition and module) on one line.



business system— letterhead

11

Letterhead Size:

8 1/2" x 11"

Envelope Size:

9 1/2" x 4 1/8"

Typesetting for address:

7 point Franklin Gothic Book
Left justified
8 point leading

Typesetting for tagline:

12 point Franklin Gothic Book

Color:

Pantone 485
Black

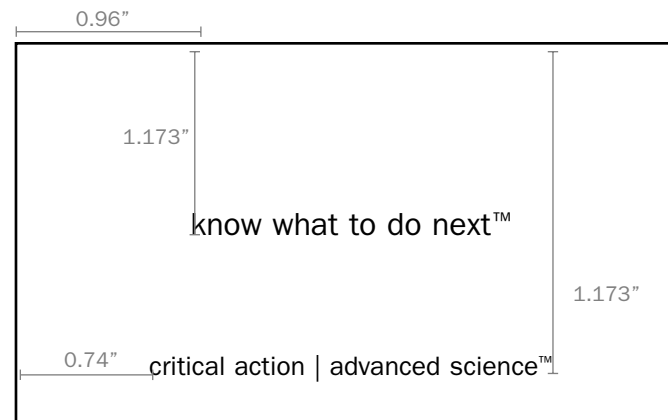
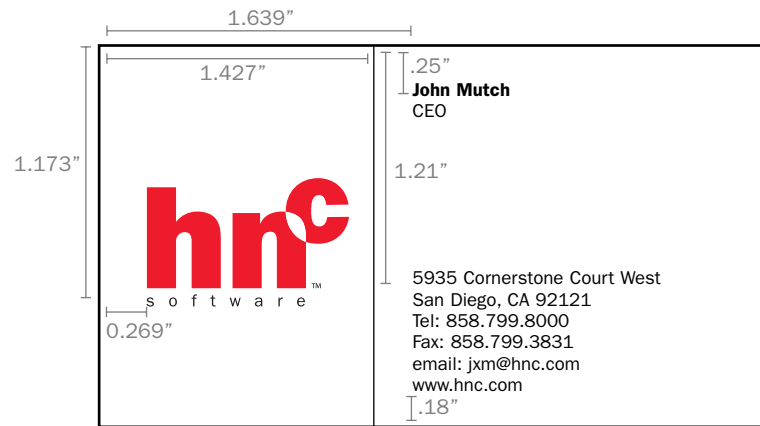
Paper Stock:

Classic Crest 24 lb. with
matching #10 envelope

Rule separating logotype
and address is .5 point.

business system— cards

12



Business Card Size:

8 1/2" x 11"

Typesetting for address:

7 point Franklin Gothic
Book

Left justified

8 point leading

Typesetting for tagline:

12 point Franklin Gothic
Book

Color:

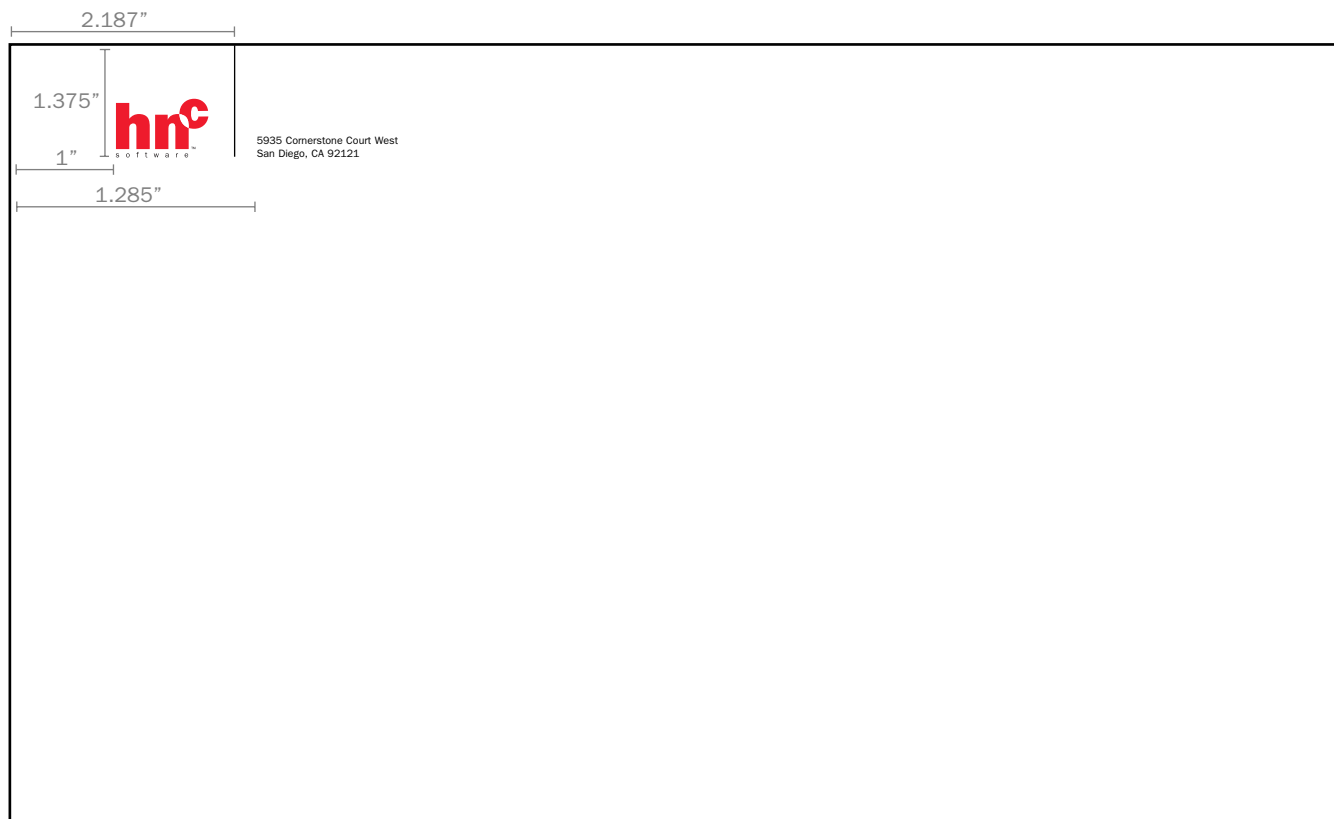
Pantone 485

Black

Paper Stock:

Classic Crest

Rule separating logotype
and employee name and
address is .5 point.



business system— envelope

13

Business Card Size:

8 1/2" x 11"

Typesetting for address:

7 point Franklin Gothic

Book

Left justified

8 point leading

Typesetting for tagline:

12 point Franklin Gothic

Book

Color:

Pantone 485

Black

Paper Stock:

Classic Crest 24 lb.



5935 Cornerstone Court West
 San Diego, CA 92121
 Tel: 858.799.8000
 Fax: 858.799.3831
 email: info@hnc.com
 www.hnc.com

critical action | advanced science™

4 line spaces

Date

Name of Addressee
 Title of Addressee
 Company Name
 Street Address
 City, State, and Zip Code

Salutation,

The Visual impression created by correspondence depends on how well typing is arranged on letterhead. A typing format has been developed to maintain a consistent visual image for all HNC correspondence.

This letter is an illustration of the recommended typing format. All typewritten copy is arranged flush left and aligned vertically with the edge of the HNC Corporate Signature.

The inside address is positioned four line spaces below the date. Two line spaces are left above the salutation and the body of the letter.

Body copy should be single-spaced paragraphs. Paragraph indentation is not an approved format for HNC correspondence.

2 line spaces

Sincerely,

4 line spaces

Name of Sender
 Title of Sender

3 line spaces

IOS: dsc
 CC:cs

	5935 Cornerstone Court West San Diego, CA 92121	.875"
4"		Name of Addressee Title of Addressee Company Name Street Address City, State, and Zip Code

business system— letters

The format for typing correspondence is an integral part of the business system design, and has a significant effect on the overall visual impression created.

The type should be aligned vertically, flush left with the edge of the “h” in the HNC Software logotype. No indentations are used to indicate a new paragraph. Double line spacing should be used between paragraphs instead.

Letters should be signed in black ink, and black is also the preferred color for typing ribbon or film. Envelope address copy blocks should be aligned flush with the left side of the return address and centered vertically.