

Wyse Technology Inc. Corporate Identity Guidelines

Our Corporate Identity Program has been designed to provide consistency throughout all media of communication including correspondence, signage, advertising, sales promotion, collateral materials, etc. The importance of consistency in the appearance of the items throughout the corporation cannot be overemphasized. Consistent application will provide a coherent and cohesive image for Wyse throughout the world and will enhance our brand value. In addition, it will help us maintain our trademarks in good standing with the United States Patent and Trademark Office and similar government bodies elsewhere throughout the world.

Conformity to these specifications is most important to convey an image of professionalism to current and future Wyse customers and to the public.

This guideline covers many applications for the corporate identity, but where there is doubt as to proper usage, please consult the Marketing Communications Department at webmaster@wyse.com.

WYSE LOGO GUIDELINES

The Wyse Technology Inc. logo must appear exactly as shown in the artwork. It must never be redrawn, re-proportioned, or modified in any aspect of its configuration for any reason. Alteration of the logo weakens its ability to communicate and endangers its protectability.

The Wyse logo, shown below, is the official and preferred design that should be used.



All-black or all-white versions of the logo can be used as necessary – see usage guidelines below.

REPRODUCTION OF THE LOGO

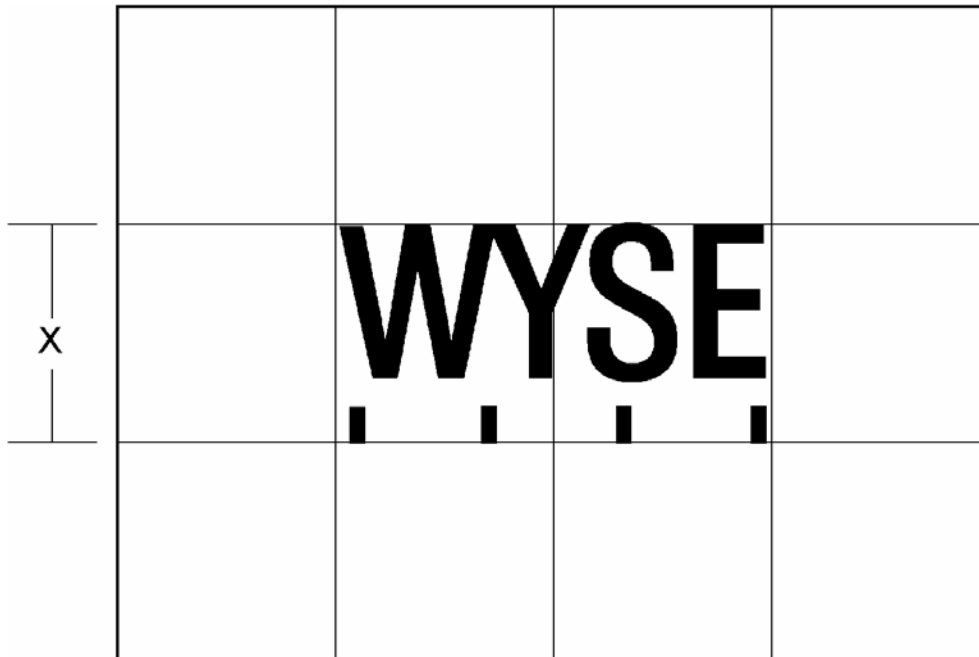
Wyse logos are available for download in a variety of resolutions and file formats online at: <http://www.wyse.com/about/news/media>

AREA OF ISOLATION

For the logo to communicate effectively, it should never be crowded. The Wyse logo is seen at its best when reproduced in an area free of clutter or complication. This is known as “clear space”, an area free from visually distracting elements such as copy, photos, patterns, or other design elements.

The basic unit of measurement for determining clear space is defined as the distance from the top edge of the “Wyse” to the bottom edge of the “tick marks” as shown in the figure below. A minimum of 1X (see example) must remain clear on all four sides of the logo regardless of the logo’s size.

Elements cannot be allowed to encroach upon this minimum space. There is no maximum space requirement.



When the guideline does not specify the exact position for proper placement of the logo, place it in a prominent position and observe the area of isolation. Never superimpose on or reverse out, the logo in an area of a photograph where the background image conflicts with the logo. Instead, position the logo over a solid/uncluttered area large enough to maintain the required area of isolation.

LOGO COLORS

In order to preserve the integrity of the logo, only reproduction art supplied by the Wyse Marketing Communications Department may be used in any application. The logo consists of the word Wyse with four tick marks positioned underneath. It must be reproduced exactly as provided in the following colors:

PMS 123C	(yellow for coated stocks)	Tick marks only
PMS 123U	(yellow for uncoated stocks)	Tick marks only
PMS Cool Gray 10 C	(gray for coated stocks)	Logo type only
PMS Cool Gray 10 U	(gray for uncoated stocks)	Logo type only

When the corporate colors are not used, the logo must be printed in only one color:

Solid Black
Solid White
PMS Cool Gray 10

Optional treatment:

May be printed in a dark solid color on two-color pieces
May be reversed out of a solid color to white

LOGO USAGE

- Do not alter or distort the basic letter style
- Do not alter or distort the height-to-length relationship of the logo
- Do not alter the number or shape of the tick marks
- Do not use the logo against complex, irregular, or ornate backgrounds
- Do observe the area of isolation guidelines
- Do not flex or bend the logo
- Do not alter the distance between the logo type and the tick marks
- Do not alter the ratio of the logo type to the tick marks
- Do not incorporate the logo into a sentence, headline, or name
- Do not combine the logo with any other object, including but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols
- Do not reproduce the logo by any method which hampers integrity or legibility
- Do not add artistic designs or embellishments to the logo

NEVER

The design of the logo must **never** be altered. The logo type was not created in a particular font. Even though it looks similar to several type faces, it is unique. These elements form a unit which cannot, and may not, be recreated with just type and boxes.

The tick marks **cannot** be changed in size, shape, or number.

The Wyse logo must **never** be used with, or incorporated, into any other logo or symbol.

The logo type must **never** be rearranged in a vertical or stepped pattern.

The logo must **never** appear on an angle, in outline form, as a full-bleed design, or with a shadow or highlight effect.

The logo must **never** be used as a word in text copy, or as part of a title, heading, caption, etc. When the name Wyse appears in such ways, it should be in the same typeface and style as the body text.

The logo must **never** be combined with any other object, including but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols.

The logo should always be reproduced from original artwork available through the Marketing Communications Department or the Press Center page of Wyse.com (<http://www.wyse.com/about/news/media>). It should **never** be reproduced by hand, in other type faces, or by redrawing in desktop publishing systems.

TYPEFACES USED BY WYSE

Trade Gothic (Arial when Trade Gothic is not available)
Verdana (display font)

WEB SITE STANDARDS

In order to maintain consistent brand identity for Wyse products and Wyse Technology Inc., Wyse Authorized Reseller and Distributor websites are subject to specific graphic and content standards when referencing or promoting Wyse products or Wyse Technology Inc.

GRAPHIC STANDARDS

Wyse logo or product graphics in web-ready format are available from the Wyse Webmaster at webmaster@wyse.com, or Press Center page of wyse.com (<http://www.wyse.com/about/news/media>).

Any Wyse logo or product images used on an Authorized Wyse Reseller and Distributor website must be obtained from these sources. Creating new graphics utilizing any Wyse logo or product photo is not acceptable.

TRADEMARKS

The name Wyse is a registered mark. The first instance of the name Wyse in any document, email, or webpage needs the registration symbol ® next to it.

All of our product names are trademarks. The first instance of a product name in any document, email, or webpage needs the trademark symbol (™) next to it in superscript.

Wyse®
Wyse® ThinOS™

The appropriate footnote must appear when any of the Wyse registered trademarks or trademarks are used:

The Wyse logo and Wyse are trademarks of Wyse Technology Inc.

Note: There is *no* comma between “Technology” and “Inc.” The appropriate full company name is "Wyse Technology Inc." rather than "Wyse Technologies."

GRAMMAR

These simple rules must be used in order to protect a trademark. The danger of not following these rules results in a generic category instead of a particular brand, which threatens our trademark strength. Examples of this are Kleenex tissues, Band-aid bandages, and Windex glass cleaner.

Trademarks must be used as proper adjectives in all advertising and communications.

- Trademarks should never be used as nouns or verbs. To do so damages the integrity of the trademark.
- Never pluralize a trademark.
- Never use it as a possessive.