CORPORATE DESIGN MANUAL

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AND

TRADEMARK USE TERMS

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This manual is for all persons, companies and institutions who intend to use or otherwise display the SourceWeb® brand and logo, in whatever form and in whichever media.

The trademark may only be used within the scope of the intended purposes in accordance with the trademark law and the relevant international agreements (especially TRIPS). Use is only permitted if the brand refers to the SourceWeb Group, its companies, its departments, or its original products or if there is a written trademark usage agreement with a corresponding license between the SourceWeb Group and the user of the brand.

In any case, the guidelines in this manual must be strictly observed for each use.

Any use of the trademarks that does not comply with the guidelines in this document, regardless of whether such use of the trademarks would otherwise be permitted or not, in any case is a trademark infringement and will be prosecuted by the SourceWeb Group.

TABLE OF CONTENTS

GRAPHIC REPRESENTATION OF THE BRAND

The SourceWeb trademark may be represented graphically, in print media, digitally or in any other form, only in accordance with this policy.

Typography

Font

The only font allowed in any graphic representation of the brand is

Myriad Pro

Font style

The brand is made up of the following font styles:

"SOURCE": Myriad Pro SemiCondensed

"WEB": **Myriad Pro Semibold SemiCondensed**

Any additional designations such as company names, department names, project names, product names or the name of the publication must be shown in the Myriad Pro Light SemiCondensed font style.

Font markup

The name SOURCEWEB must always be in CAPITAL LETTERS in the graphic representation of the brand. An additional designation must be made in (1) CAPITAL LETTERS if it is on the same line as the brand name and (2) in normal type if the additional designation is on the next line.

Examples

Brand name without addition

SOURCE**WEB**®

Brand name with addition in the same line

SOURCE**WEB**® GROUP

Brand name with addition in the next line

SOURCE**WEB**®
Group

Representation of the logo

The logo in connection with the designation "SOURCEWEB"

The logo is to be centered vertically on the left side of the designation "SOURCEWEB" including any additional designations. In the case of two-line text, the distance between the logo and the designation should correspond to the distance between the text in the first and second lines. If the additional designation is longer, it can also be expanded to two lines.

Examples

The logo as a stand alone

It is also allowed to display the logo without mentioning the word mark.

Smallest display of the brand

The minimum width of the entire brand with lettering is 20 mm if printed on paper. If the brand is used digitally the minimum width is 100 pixels. The stand-alone logo must have a side length of at least 10mm if printed on paper and 50 pixels if it is used digitally. In any case, it must be ensured that both the logo and all text elements are clearly visible and legible.

Content and maximum length of the additional designation

The additional designation can contain the company name, the department, the project, or the title of the corresponding publication. The additional designation may only contain one of these designations and its length must not be longer than twice of the length of the SOURCEWEB designation. If necessary, the additional designation may be split over two lines. In any case, the additional designation must be as short and precise as possible. If the additional designation consists of only one line, the company or department responsible for the relevant project or publication can be named in an additional line and at least 50% smaller than the additional designation. The font, font style and font markup correspond to the same of the additional designation.

Not allowed representations of the brand

The following list shows examples of unallowed representations of the brand. In general, it can be said that the brand may only be represented in the approved representation without variations.

Rotation
It is not allowed to rotate the brand. The brand must be displayed horizontally to the viewer.

Distortion

The logo must not be distorted. The letters must be straight.

Non-proportional scaling

The proportions of the logo must always be maintained.

Colorful illustration / use of different colors

In general, depending on the background, only the colors black and white are permitted. In exceptional cases and if it clearly matches the design of the surrounding elements, the choice of a different color is also permitted. In no case it is permitted to use different colors in the brand. All components of the brand must always be shown in the same color.

Change of proportions

The logo must be higher than the sum of the elements on the right. The typographic elements must not be higher than the logo. The additional designation must also not be larger than the word "SOURCEWEB".

Expansion of the brand

The brand consists of the intended elements. Other elements are not permitted, regardless of whether they are text elements or graphic elements.

Change of the elements of the brand

It is not permitted to replace the logo or the SOURCEWEB designation with other elements, images or texts.

Cutting off

The brand must be displayed in full. It is not permitted to cut off the brand.

Use of other fonts, font styles or font markups

Only the specified fonts, font styles and font styles may be used in the brand. All other representations of the typography are prohibited.

THE BRAND IN RELATION TO OTHER ELEMENTS

Overlapping is not permitted. Background images under the brand are not permitted. The logo must be displayed in sufficient contrast to any background color so that all elements of the logo are immediately recognizable, and the text is easy to read.

Background

The logo can be displayed either in black on a white or otherwise very light background, or in white on a black or very dark background. Background graphics or patterns are not permitted.
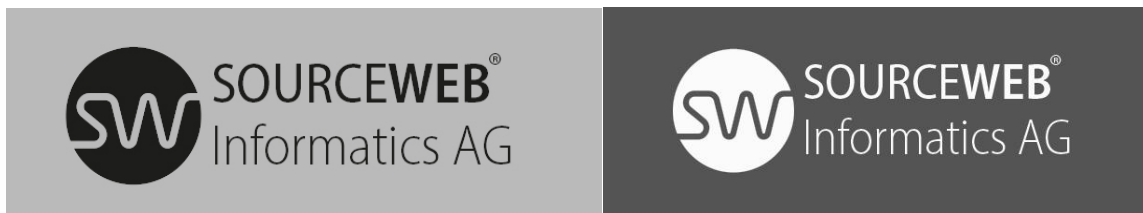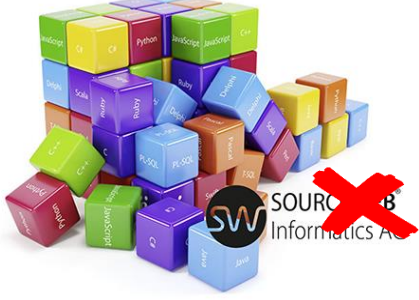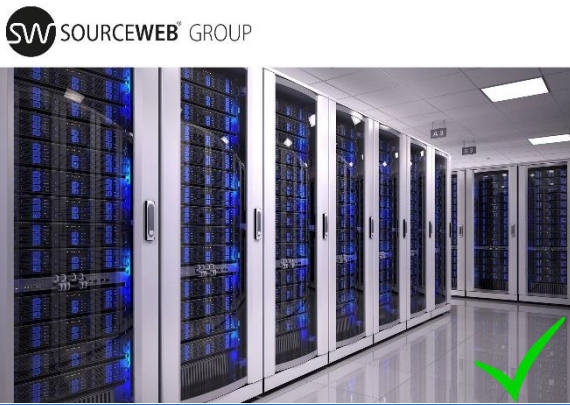
Protection zone

There must be a distance of at least 10 pixels to other elements for digital publications and a distance of at least 5 mm for printed media. The protection zone must not be disturbed by other design elements such as typography or images. The protection zone must be either white or in the background color of the document.
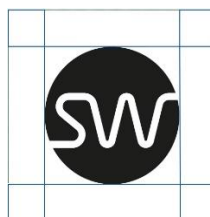
SW SOURCEWEB GROUP

Examples

The group management

SourceWeb International AG

CEO Mr. Günther Teissl