

# The Compaq logo and tagline graphic lock-up

## **COMPAQ** Inspiration Technology

### Graphic lock-up

Compaq's brand identity is one of our most important assets. Our brand is expressed in how we answer the phone, our interaction with customers, our advertising, and of course our products. Every employee plays a key role in the presentation of our brand identity to our customers and partners. It is each employee's responsibility to ensure that your use of this new tagline graphic always meets Compaq's brand identity standards.

There are many ways for a company to go to market. Some technology vendors build a product, present it to customers and let them figure out if they need it.

Compaq's philosophy is different. Our approach is customer-focused, customer-centered. Our insight into customers reveals that technology is not an end unto itself but a means to inspire businesses and individuals to reach their full potential. The true differentiator is the human being — and what each individual can aspire to achieve with technology.

As part of our new brand strategy, Compaq has developed a new tagline. It is extremely important that this tagline is used consistently and properly — these standards must be followed each and every time.

### What is "Inspiration Technology from Compaq"?

We are no longer in the information age. We are in the inspiration age.

Information technology limits you. It only takes you so far. Information is input. Inspiration is output. Compaq believes technology should enable individuals to reach their full potential.

Compaq believes technology should enable but in a less intrusive way.

Compaq understands that the technology isn't what matters; it's what you want to do that is important. Technology should liberate you — help you get more of the things you want. "Inspiration Technology from Compaq" liberates you and allows you to focus all your time and energy on what inspires you — learning, communicating, selling, servicing, creating — whatever.

"Inspiration Technology from Compaq" delivers to the user exactly what they want in as seamless, invisible and effortless a way as possible. It allows you to do the things you want most on your terms.

Compaq goes beyond the limits of information technology to the boundless, liberating possibilities with "Inspiration Technology from Compaq."

### Using the standards

Correct use of this new tagline is critical to the successful implementation of the new brand identity for Compaq — in both the near and long term. If this new identity is to truly become synonymous with Compaq, careful and consistent use is absolutely necessary.

A key part of the registration process for trademarks and service marks is *consistency of use*. A company's right to use a mark begins with either (1) actual use of the mark, or (2) the filing of the proper applications to register a mark. So it's extremely important that this new tagline be used correctly from the start—and according to these standards. Misuse of the tagline could severely impact Compaq's attempts to register the mark.

**1. Usage in text:**

- a. The tagline is always two (2) words — with initial capital letters on the “I” in Inspiration and the “T” in Technology. All other letters are lower case. There is a regular space between “Inspiration” and “Technology”

**DO:**

"Inspiration Technology from Compaq"

**DON'T:**

"INSPIRATION TECHNOLOGY FROM COMPAQ" (all caps)

- b. The tagline can ONLY be used with Compaq. To ensure that we can own the tagline—both legally and in the minds of the customer—it is critical that we always use the tagline in conjunction with the Compaq logo. Using the tagline by itself is therefore unacceptable.

Examples of where the tagline CANNOT be used by itself are:

- Titles/headlines
- Press releases—unless the press release is providing a detailed explanation of our philosophy, as in the introductory paragraphs of this document.
- Web materials
- In the body of a PowerPoint presentation
- As part of a name (product or program)

- c. Body copy/voice-overs/supers:

- c1. For consistency reason, the tagline should ONLY be used as a sign-off or to “close” body copy in advertising. Until further notice, it should always be preceded by the wording “Welcome to the new IT”.

**DO:**

“Welcome to the new IT. Inspiration Technology from Compaq” followed by the graphic lock-up.



Compaq tagline with lead-in statement

**DON'T:**

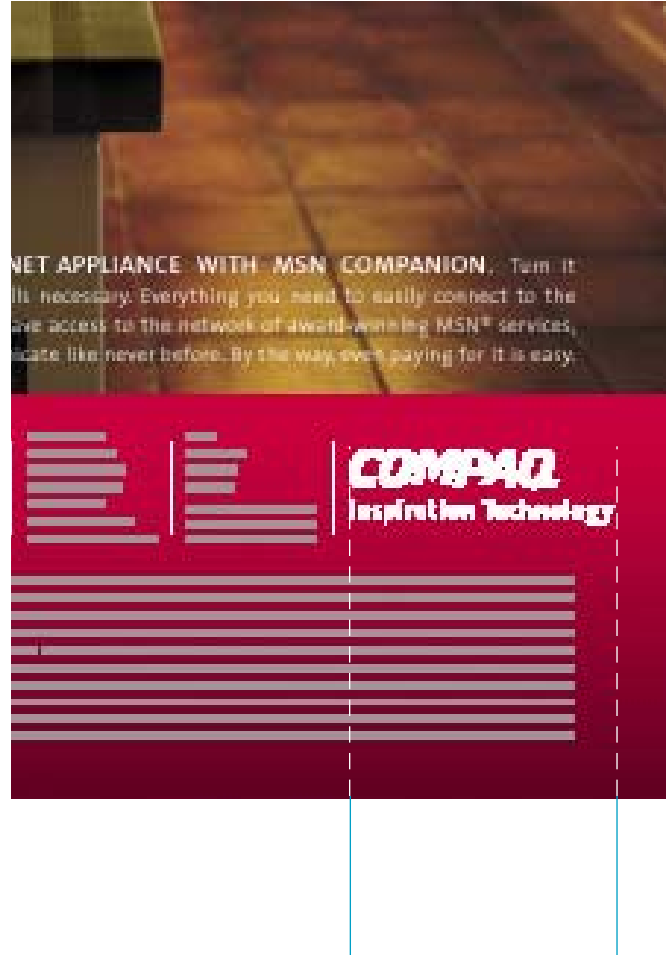
“Inspiration Technology allows you to ....”  
“By using Inspiration Technology  
from Compaq ....”

*The tagline is NEVER to be used by itself  
in text, voice-overs or supers.*

This standard is to be used for ALL  
brand advertising, demand generation  
advertising, and product advertising  
developed by all Compaq's advertising  
and communications agencies:  
FCB and Draft International, etc.

- c2. The only exception to this standard  
is any advertising produced for the  
Consumer Group. For consumer advertis-  
ing, use ONLY the graphic lock-up. Our  
research suggests that the consumer audi-  
ence is not necessarily as knowledgeable  
about computers and related technolo-  
gies—so the term “IT” is not particularly  
meaningful or relevant to them.
- d. Press releases:  
The tagline is NEVER to be used by itself  
in press releases. See section 1b on page 2.
- e. Web materials:  
The tagline is NEVER to be used by itself  
in text web materials. See section 1b on  
page 2.
- f. PowerPoint presentations:  
The approved graphic lock-up is incorporat-  
ed into the new master presentation tem-  
plate. That is the ONLY approved use in  
PowerPoint presentations. See section 1b  
on page 2.
- g. Translation of tagline into other languages:  
  
Canada is currently the ONLY country  
where is it mandated by law that the  
tagline be translated into the local lan-  
guage.

*All other countries should use the tagline  
graphic lock-up in English.*



Compaq tagline used in  
Consumer advertising

**2. Usage of graphic lock-up**

- a. Because consistency is such an important factor to ensure ownership of the tagline, it is critical that no one attempts to develop alternative or substitute graphic representations of the logo and tagline.
- b. The tagline is NOT to be used in any other graphic layout, type font, or colors than those listed in these standards.
- c. Use ONLY the approved artwork posted on the Brand Identity web site. DO NOT RECREATE THE TAGLINE OR ALTER ITS POSITIONING.
- d. Protection space:  
Setting the Compaq logo and tagline apart from other graphic elements is key to preserving its visibility and legibility.

Here, we have indicated the minimum space required to protect the graphic lock-up from other graphic elements, such as typography, illustrations, or photographs.

The space is defined by the height of the “M” in Compaq. The size of the logo determines the amount of protection space.

- e. Uses in Collateral, Point-of-Sale Materials, Packaging, Trade Shows, Events, Premiums, and Promotions  
**Detailed standards for collateral and premiums and promotions will be available November 6, 2000** with additional standards to follow shortly. If you have projects that need to be produced before the standards are available contact the Brand Identity Group for assistance.

Compaq logo and tagline proportions

<b>COMPAQ</b>	x
Inspiration Technology	1/2x
	1/2x

Preferred version for use on all print material — left aligned



Alternate version for broadcast and interactive media — centered\*



\*NOTE:  
Use of the centered version on other applications must have the approval of the brand identity team.

### 3. Approved signatures

- a. Websites:  
- Uses the “left aligned” graphic lock-up only.

The only sites authorized to use the graphic lock-up at this time are the Compaq.com home page and the Inline home page.

The graphic lock-up is NOT to be used on departmental or regional sites without approval from the Brand Identity group.

- b. PowerPoint presentations:  
- Uses the “left aligned” graphic lock-up on title page only.
- c. Advertising
- c1. Print advertising:  
- Uses the “left aligned” graphic lock-up only as established by FCB.
- c2. Broadcast advertising:  
- “Centered” graphic lock-up may be used.

#### Preferred broadcast use:



centered

NOTE: There is a specific animated treatment of the centered graphic lock-up which should be used to close all commercials. Please contact the Worldwide Integrated Marketing Communications Advertising group for information.

- Use “left aligned” graphic lock-up when creative direction requires it.

#### Preferred print use:



Left aligned – preferred alignment

#### Other acceptable uses:

Compaq Red\* type on white background



Left aligned

White type reversed out of black background



Left aligned

Black type on white background



Left aligned

#### \* NOTE:

- Color for Compaq Red
- PMS 186
  - CMYK: 5C/100M/70Y/0K
  - RGB: 255/0/0

c3. Web advertising:

“Static” applications:

Uses “left aligned” graphic lock-up

“Interactive” applications:

Uses the “centered” graphic lock-up.

NOTE: There is a specific animated treatment of the graphic lock-up for rich media *using flash only*. Please contact the Worldwide Integrated Marketing Communications Interactive group for information.

Animation of the graphic lock-up is to be used very selectively in online advertising. Some flash ads may not use animation if it competes with other elements in the ad unit. All animations of the graphic lock-up must be reviewed with the Worldwide Integrated Marketing Communications Interactive group *prior* to publication.

d. Use with “ingredient brands”

The tagline graphic lock-up may be used in materials which require the inclusion of logos for applicable ingredient brands. The approved ingredient brand logos are “Intel Inside” processor logos, and the “MSN” logo which applies **ONLY** to the Compaq *iPAQ™* Home Internet Appliance.

The standards for using the tagline lock-up must be followed with regard to “left-aligned” versus “centered” versions, protection space, and color.

f. Use with partner logos and third-party logos:

A separate effort is being spearheaded by the Brand Planning and Identity team focused on co-branding strategies. Once that effort is completed, guidelines will be available with regard to the use of the Compaq logo and partner logos. At that time, we will address the use of taglines as well. In the interim, the Compaq tagline and partner taglines should **NOT** appear together in any communications material.

**All materials must be reviewed and approved by the Brand Identity group PRIOR to production.**

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**Worldwide Integrated Marketing and Communications contacts:**

Karen Jones Advertising

Mary Bermel Interactive Advertising



Approved ingredient brand logos

4. Misuse of graphic lock-up

The Compaq logo and tagline are the bedrock of our brand identity, an expression of the company’s personality and basic values. It represents quality, reliability and leadership. An important piece of intellectual property, the logo must be protected through proper use. To ensure its clear and accurate reproduction, always begin by reviewing the guidelines; then use the approved reproduction materials available on the Brand Identity web site.

When using the Compaq graphic lock-up, apply the following basic rules.

DO



- Do use the “preferred” color arrangement of white reversed out of Compaq Red.
- Do use the “acceptable” color arrangements when white reversing out of Compaq Red is not possible.
- Do use the approved graphic lock-up downloadable from the Brand Identity web site.

DO NOT



Do NOT place graphic lock-up on any color other than one of the approved combinations from this standard.



Do NOT create a drop shadow.



Do NOT place graphic lock-up on photography or illustrations.



Do NOT use graphic lock-up in outline.

Joe Smith  
Compaq Computer Corp.  
281-514-3111  
~~COMPAQ~~  
“Inspiration Technology”

Do NOT re-create the graphic lock-up in email signatures.

~~Inspiration Technology~~

Do NOT use tagline alone.



Do NOT use the graphic lock-up with third parties.



Do NOT place graphic lock-up on or in a shape.



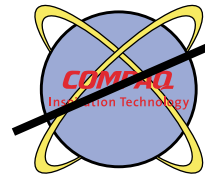
Do NOT distort graphic lock-up.



Do NOT recreate tagline in another typeface. Use ONLY the approved artwork.



Do NOT reposition tagline or alter the spacing between the two elements.



Do NOT reproduce graphic lock-up in other graphics, icons, or logos.



Do NOT use graphic lock-up in a read-through.