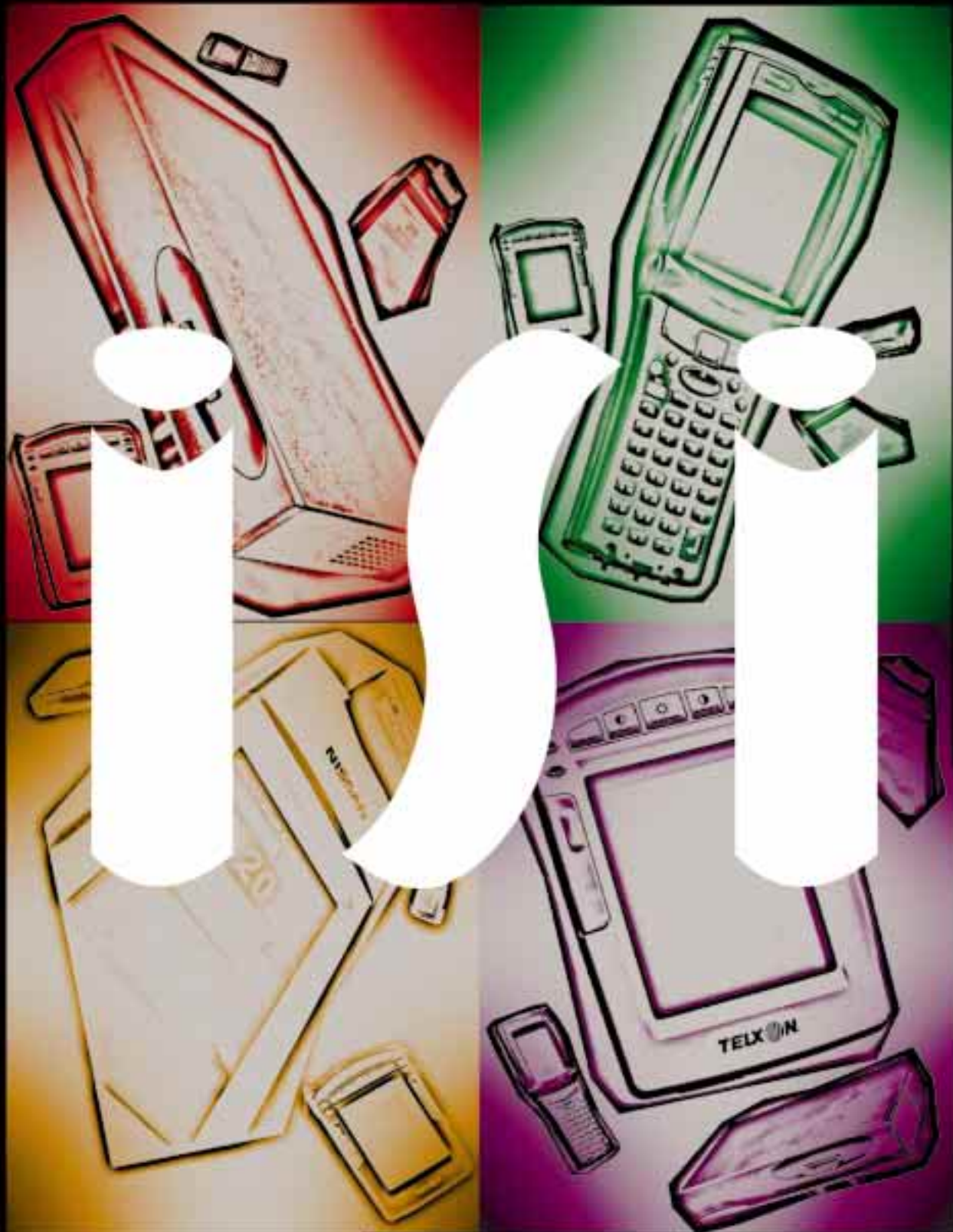


LOGO USAGE &



STYLE GUIDE



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Corporate ID

Our Promise

**"To be respected as the embedded systems solutions expert
that offer superior answers to the challenges facing customers."**

Our Tag Line

"See Below for Answers"

Primary and secondary target audience are engineers. They are "the builders" within their organizations, creating products and solutions to meet and exceed their customers' demands. They are looking to work with a company that can help them meet this goal, and build a better product (better in every way-cost, performance, experience, etc...). They are looking for straight answers to their challenges-what can your company and products do for me. They like to overcome challenges and want to work with a partner who thinks the same way they do.



Audience Boards (Internal)

“This is a funny business we’re in. It seems like every time you solve one problem, a whole new challenge emerges, sometimes several of them.”

See Below For Answers



Audience Boards (External)

“Man, if you only knew the demands they put on us these days. Often I know exactly where to go for answers. Sometimes,...sometimes I haven’t a clue.”

See Below For Answers





Selling Theme

Corporate Advertisements

**IS THERE
SUCH THING AS A
HOLY GRAIL
FOR US EMBEDDED
SYSTEMS ENGINEERS?**

See below for answers.

ISI's embedded systems meets your challenge of real-time computing with realtime capability. Take heart, all ye design engineers. Your quest is nearly over. Because your toughest questions can now be answered, your greatest challenges met, thanks to the embedded wizards at ISI. ISI is combining 20 years of experience with the broadest set of networking capabilities, design services, consulting, installation and training anywhere to help its partners build highly-integrated, highly-reliable embedded designs. In fact, you can find ISI systems in over 41 million embedded devices worldwide. Call us at 1-800-000-0000 or log onto www.isi.com for some rather epic case studies.



Selling Theme

Product Advertisements

DO I
HAVE TO LIVE ON
THE EDGE
TO DESIGN
PRODUCTS THAT
PUSH THE EDGE?

See below for answers.

ISI's VANTAGE IA delivers big integration and cuts out a whole lot of risk. These days, designing a cutting-edge product can be risky business. So many vendors, so many empty promises. But you can change all that with ISI Vantage IA. Vantage IA provides you with an integrated hardware reference platform for OS, JAVA middleware and software applications. So you not only reduce risk, you also cut development time. With this stunning hardware/software package designed for internet-enabled devices, ISI simplifies and accelerates customization, production, and even the marketing process. Plus, ISI partners only with leading semiconductor and third-party software companies to ensure that risk is no longer a part of the embedded systems equation. Get the risk-free details at www.isi.com or 1-800-000-0000.



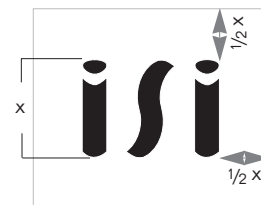
Corporate ID

Our Logo

Whenever and wherever people see ISI, it is vital the impression they get is compatible with our culture, our aims and our ambitions as a credible partner in the internet space. The new ISI logo is reflective of a vivacious, assertive and "digital age" personality. Integrating soft forms with strong verticals giving the logo a neo-techno feel.



Minimum clear space around the logo should equal 1/2 of the height of the logo. Regardless of the logos size.





Corporate ID

Our Logos Usage

Please limit logo usage to the variants listed below. By doing so we can maintain a consistent graphic brand that will be easily associated with ISI.

2 PMS version: PMS 5767, PMS 437



4 color version: C15 - Y 65 - B38, C43 - M43 - Y30.5



Reversed version



100% black



minimum size





Corporate ID

Our Color Pallet

*color is not true to final printing

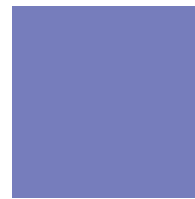
Primary corporate ad color pallet:



PMS 266



PMS 681



PMS 2715



PMS 653

Primary product ad color pallet:



PMS 266



PMS 173



PMS 117



PMS 157

Secondary color pallet:



PMS 187



100 yellow



100 294



PMS 347



Our Typography

abcdefghijklmnopqrstuvwxyz Folio light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 .,/?"';:-=+~!@#\$%^&*()_*

abcdefghijklmnopqrstuvwxyz Folio medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 .,/?"';:-=+~!@#\$%^&*()_*

abcdefghijklmnopqrstuvwxyz Folio bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
./,?"';:-=+~!@#\$%^&*()_*

abcdefghijklmnopqrstuvwxyz Folio bold condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 .,/?"';:-=+~!@#\$%^&*[]_*

abcdefghijklmnopqrstuvwxyz Folio extra bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
./,?"';:-=+~!@#\$%^&*[]_*



Our Typography negative version

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 .,/?"';:-=+~!@#\$%^&*()_*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 .,/?"';:-=+~!@#\$%^&*()_*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
./,?"';:-=+~!@#\$%^&*()_*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
./,?"';:-=+~!@#\$%^&*[]_*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
./,?"';:-=+~!@#\$%^&*[]_*

Folio light

Folio medium

Folio bold

Folio bold condensed

Folio extra bold



Leading and Proportion

The leading is always twice the point size of the text.

ISI's VANTAGE IA delivers big integration and cuts out a whole lot of risk. These days, designing a cutting-edge product can be risky business. So many vendors, so many empty promises. But you can change all that with ISI Vantage IA. Vantage IA provides you with an integrated hardware reference platform for OS, JAVA middleware and software applications. So you not only reduce risk, you also cut development time.

9/18 point

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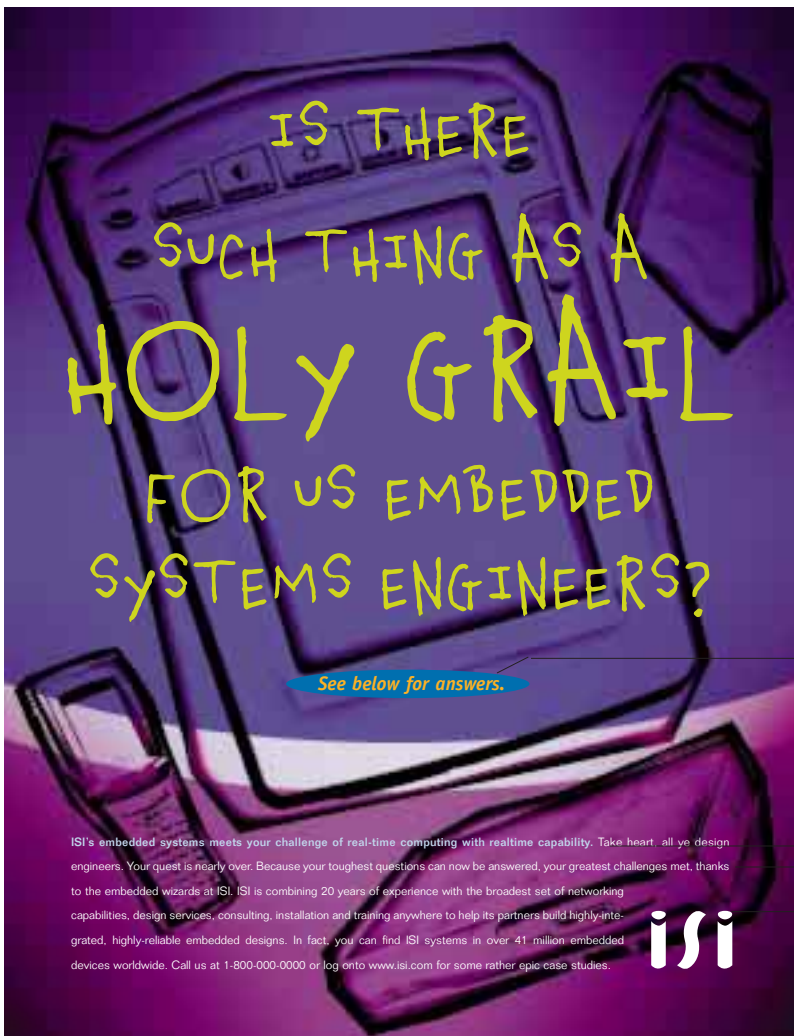
14/28 point



Corporate ID

Our Print Advertising Rules & Explanations

Corporate Advertisements *color is not true to final printing



Headlines should always be the first read. They should be as large as possible and allow ample space for the *See below for answers* tag line. Headlines are set in CHANCY SNOWMAN, in all capitals.

All advertisements will have a stylized background made up of devices. Just like the one pictured here. Purple for corporate ads or orange for product ads. They will be furnished by the agency.

See below for answers is centered in the open space between bottom of headline and lowest point in curve. It is set in *Officina Sans Italic*,

Space between upper and lower curve is .5"

Subheads are the same point size as body copy, but set in **Folio Medium** – upper & lower case. Subheads are included in the first line of copy.

Minimum clear space around the logo should equal 1/2 of the height of the logo. Regardless of the logos size.

Body copy is set in Folio light. The copy in a single page ad should span the width of the live. The ISI logo always resides in the lower right hand corner of the page. Be sure and maintain the minimum clear space guidelines around the logo. (minimum clear space around the logo should equal 1/2 of the height of the logo at any size)



Our Print Advertising Rules & Explanations

Product Advertisements *color is not true to final printing



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