



Previo Corporate Identity Guidelines

Previo has grown into a unique company. The worldwide recognition and reputation of the name “Previo” is a powerful competitive strength we share and must capitalize on as a unique competitive edge.

Every day thousands of people around the world are aware of Previo— sometimes just from seeing our name, using our products, reading our literature or talking to one of our people. This adds up to a lot of awareness resulting in a Previo “identity” in people’s minds.

Keeping the identity whole, accurate and beneficial becomes complicated as we grow and branch out. This is especially true when getting the best long-range identity seems incompatible with the daily needs and budgets. So the best way to do this is to recognize it as a formal program.

The Previo Corporate Identity Styleguide will help you to realize the immense marketing value of the Previo identity, and at the same time, will guide you in protecting one of our company’s most valued assets.

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Logo and Logotype Standards

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Primary Signature

The Signature is the graphic device we use to identify ourselves and the way we're recognized by customers. Our signature is a visual way of identifying our services and is an essential link to our reputation. Consistent and appropriate use of the signatures developed for Previo ensures the successful promotion of our new brand identity. To continue this identification, it is very important that we implement it according to the guidelines set forth in this document.

Do not alter, change, or distort the Previo Signature in any way. Do not change or interchange any of the color relationships discussed later in this styleguide. When you need to reproduce or implement the Previo Signature, simply use the electronic artwork provided on the disk included with this document or visit www.previo.com/identity/standards.



Minimum Size



Logo



Minimum Size



1/4"

Logotype

previo

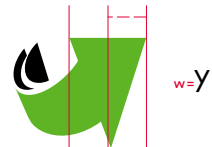
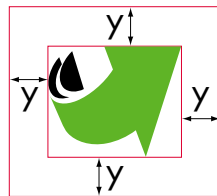
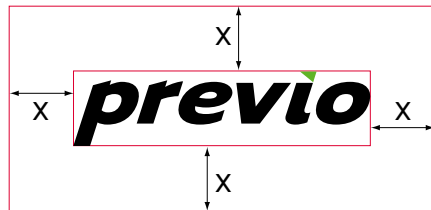
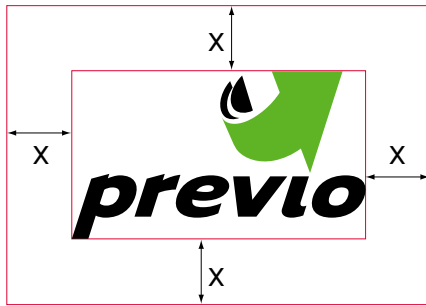
Minimum Size

previo

1/2"

Secondary Separated Signature

When using the logo separate from the logotype, you have the option of choosing the mark with or without the drop shadow. But in separated usage, you must use the Previo logotype with the green dotted "i". You may use them in any ratio.



Previo

12636 High Bluff Drive
San Diego, CA 92130-2093 USA
telephone: 877/9-PREVIO
facsimile: 858/794-4570
www.previo.com

Logo and Logotype Clear Space

To create greater visual impact and ensure audience recognition, keep the area around the Previo signature uncluttered.

There will be instances when the Previo logo and logotype will be used separately. When the logotype is alone, no other element should appear closer than the height of the "P" in the logotype.

The Previo logo (arrow) should have a minimum clear space equal to half the width of the arrow.



Never alter, reverse or change relationship between logo and logotype



Never reverse colors or use non-approved colors.



Never substitute another font or weight for logotype.



Never flip the logo in another direction.



Never alter logo proportions or placement of the elements.



Never use the logotype without the correct green dotted "i".

Logo and Logotype Incorrect Use

It is important to use our signature consistently. Use only signatures provided in these guidelines.

Samples of unacceptable uses of the Previo signature, logo and logotype are shown to the left. To maintain the integrity of our logo, it is vital that you avoid any variation in its appearance.

Color Standards

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Introduction to Color

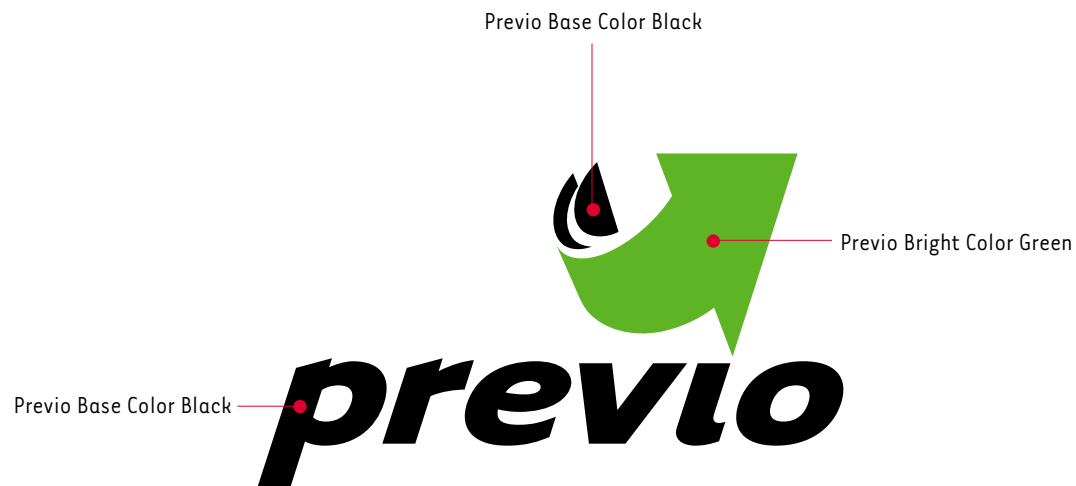
Color is a powerful tool that is an essential link in representing the Previo signature correctly. Used consistently, the Previo color palette will be a strong device in distinguishing our identity. The Previo color palette consists of two Primary colors, PMS 369 Previo Green and Black, and six secondary colors.

The printing method employed to produce the printed version of this guide approximates the calibrated colors and should not be used at press for color approval. Please refer to the Pantone Matching System guide for accurate color reference.

Previo Primary Color Palette

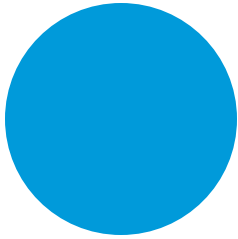
Black and Previo Green are the Primary corporate colors in the Previo identity. The signature is made up of a “base” color and a “bright” color. Reproduce the base color only in black or White. Reproduce the arrow only in the bright color, Previo Green.

Below the Primary signature are the color choice equivalents that are made to provide the best possible consistency between different types of printing media for Previo Green.

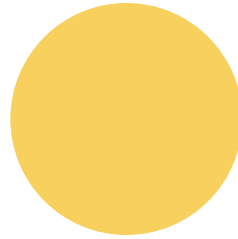


*Pantone-PMS coated [uncoated]	C M Y K	Exact RGB and Websafe RGB	Exact Hex	Websafe Hex
369 C [369 U]	C:65 M:0 Y:100 K:9	R:81 G:161 B:33	45 B0 00	33 99 00

* Pantone Matching System. Pantone Inc.'s check standard for color reproduction and color reproduction materials.



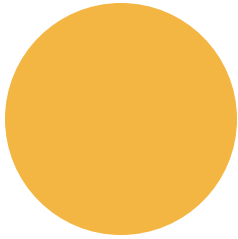
Pantone-PMS	Process Blue C Process Blue U
CMYK	C:100 M:9 Y:0 K:6
RGB	R:1 G:137 B:180



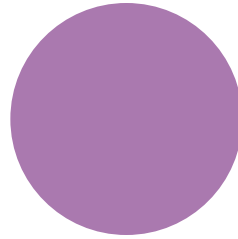
Pantone-PMS	136 C - 122 U
CMYK	C:0 M:27 Y:79 K:0
RGB	R:254 G:186 B:47

Previo Secondary Color Palette

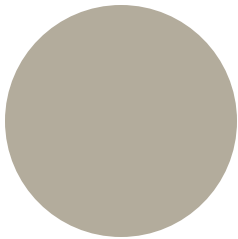
The secondary color palette is used in support of the primary mark color and selected to reinforce the Previo brand. These colors should be used sparingly and should compliment rather than replace the Primary Palette.



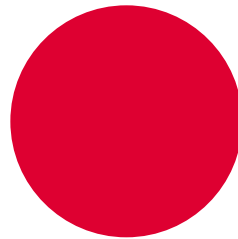
Pantone-PMS	151 C - 151 U
CMYK	C:0 M:43 Y:87 K:0
RGB	R:254 G:145 B:27



Pantone-PMS	2582 C - 2582 U
CMYK	C:100 M:9 Y:0 K:6
RGB	R:136 G:75 B:161



Pantone-PMS	403 C - 403 U
CMYK	C:0 M:6 Y:18 K:43
RGB	R:145 G:136 B:115



Pantone-PMS	485 C - 485 U
CMYK	C:0 M:100 Y:91 K:0
RGB	R:254 G:0 B:12



Reverse to white on black



Black signature on white



Reverse to white on black



Black logotype only on white



Logotype only on black



Signature on black



Gray scale signature on black



Gray scale signature on white



Gray scale logo only on black



Gray scale logotype only on black

One and Two Color Reproduction

One-color signature logo and logotype files have also been provided and should be used only during appropriate printing circumstances. Never print the Previo signature in a color other than black or white when using only one color.

The one-color black signature is recommended for printing on light-colored backgrounds such as newspaper advertisements, one color layouts, and light-colored layouts.

In two-color applications on a black background, only the arrow should be reproduced in Previo Green. The reverse white signature is used when printing on dark-colored backgrounds.

Use the gray scale version when reproduction quality allows for the use of half-tone screens.



Reversed signature on dark background.



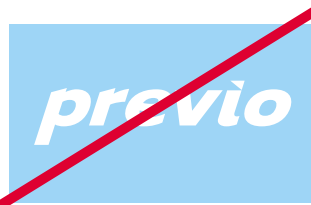
Reversed logotype on dark background.



Black signature on light background.



Black logotype on light background.



Signature on Colored Backgrounds

When applying the signature or logotype to colored backgrounds, it is necessary to have a large amount of contrast for best visual impact. Use the reversed to white signature for darker backgrounds. Use one color black signature for lighter backgrounds.

Never apply the black signature, logo or logotype to a dark background.

Never apply the white signature, logo or logotype to a light background.

Never use two-color signature, logo or logotype on a colored background.

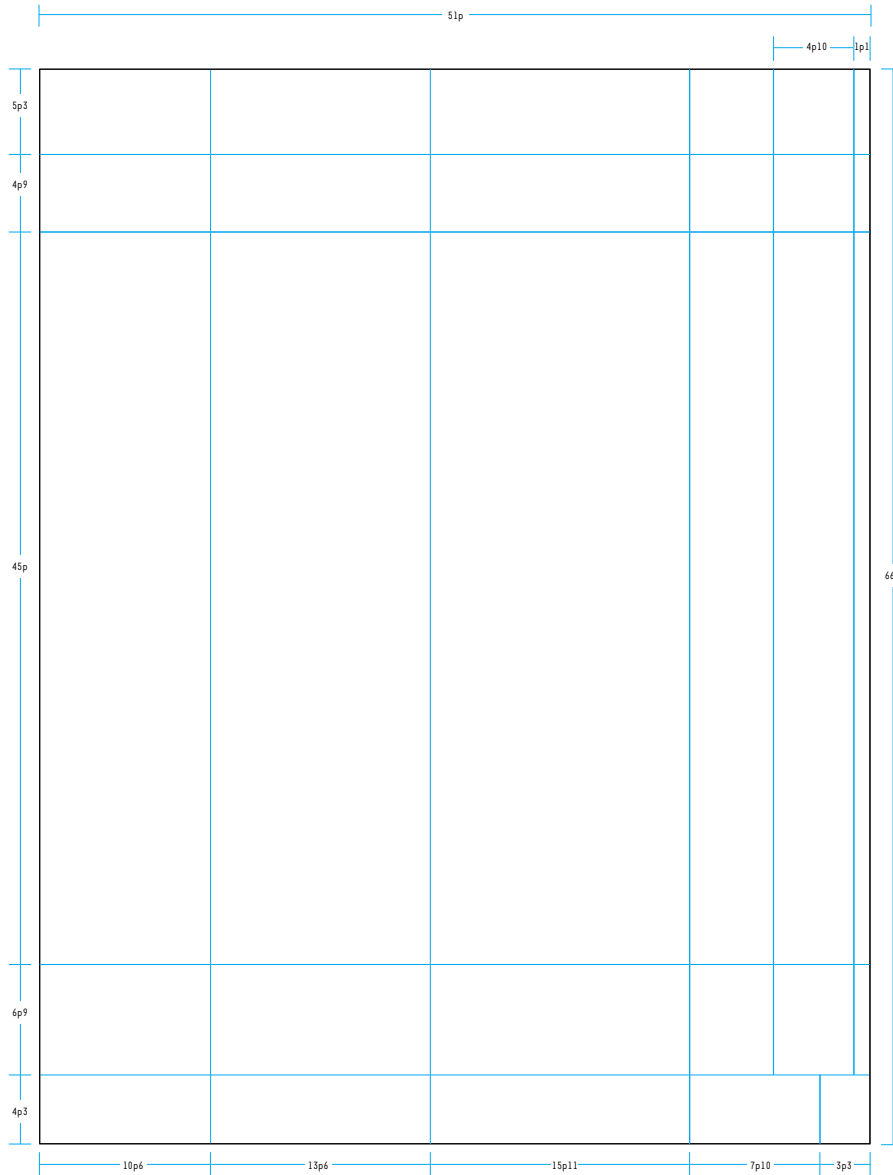
Business Stationery System

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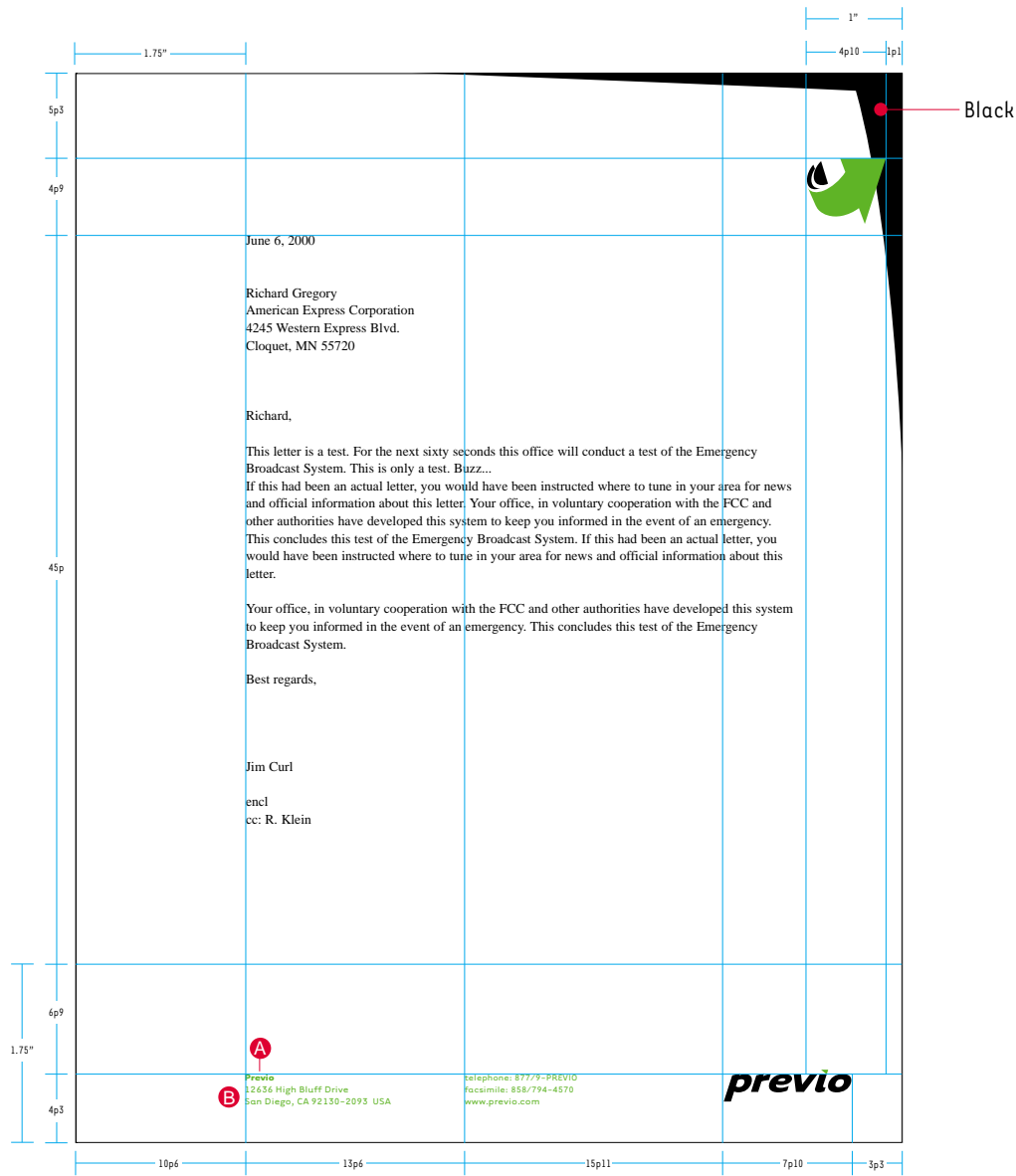
US Business Stationery System

Soon Previo will be using hundreds of letterheads, envelopes, business cards, and other forms of communication. Because of the number and variety of these documents, no one stylized format can be developed to fit every piece of literature in every situation.

We have, however, established a recommended guideline for the business stationery system that will serve to tie these various documents together expressing a sense of continuity. The basic component of this guideline is the page grid featured to the left. This grid provides the fundamental building blocks for all future printed applications. It is important to continue to express the sense of continuity with Previo applications. Never create personal versions of or variations of the layout.



US Letterhead



Size:

USA Standard Stationery Grid System w-8.5"(51p)
x h-11"(66p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

B: Tarzana Wide Regular 7.5pt / 9pt, color: PMS 369.

Paper Stock:

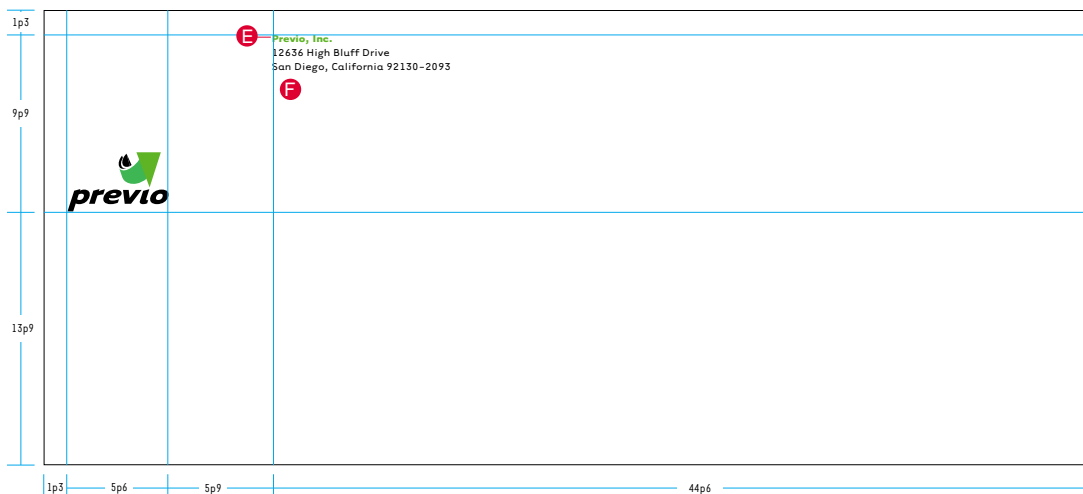
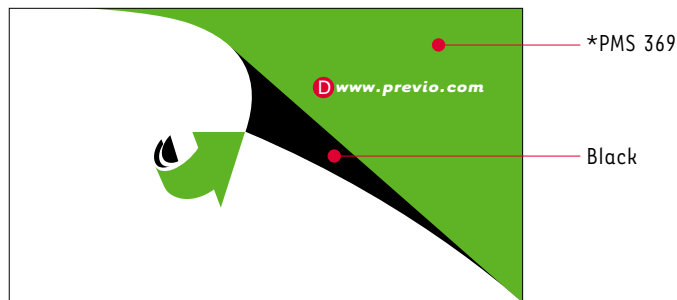
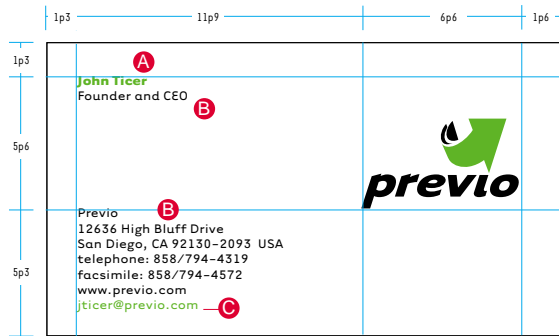
Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.

All copy aligns flush left 1.75" from the left edge of the letterhead. The top of the date falls approximately 1.625" below the top edge of the letterhead. Copy is typed random right with a right-hand margin of 1"; it must also be contained within a margin 1.75" from the bottom edge of the letterhead.

Insert three spaces between the date and the address block. Insert four spaces after the address block. Between each additional block of copy, insert two spaces. Between the closing and the sender's name and title, insert five spaces.



US Business Card

Size:

US Standard Business Card w-3.5"(21p) x h-2"(12p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Bold 7.5pt / 7.25pt, color: PMS 369.

B: Tarzana Wide Regular 7pt / 7.5pt.

C: Tarzana Wide Regular 7pt / 7.5pt, color: PMS 369.

D: Tarzana Wide Bold Italic 9pt, track: 30, color: white.

Paper Stock:

Business card: Classic Crest, Solar White, 110# Cover, Smooth.

US #10 Envelope

Size:

US #10 Envelope w-9.5"(57p) x h-4.125"(24p9).

Fonts:

Black type unless otherwise indicated.

E: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

F: Tarzana Wide Regular 7.5pt / 9pt.

Paper Stock:

Envelope: Classic Crest, Solar White, Smooth.

Word Template:

You can download a Word template for the business card and envelope from the following Web site: www.previo.com/identity/standards.

*You may want to double hit the PMS 369 green.

US Facsimile

4p10 1p1

5p3

4p9

5p3

1p .25pt Black Rules

2p

15p9

24p

6p9

4p3

10p6 13p6 15p11 7p10 3p3

A Facsimile

B To: From: Company: Fax Number: Phone Number: Date & Time: Fax Number: Subject: Number of Pages:

Urgent For Review Please Comment Please Reply Please Recycle

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

C **D** Previo 12636 High Bluff Drive San Diego, CA 92130-2093 USA Telephone: 877-9-Previo Facsimile: 858-794-4570 www.previo.com

previo

Size:

USA Standard Stationery Grid System w-8.5"(51p)
x h-11"(66p).

Fonts:

Black type unless otherwise indicated.

When using electronic version font used is Arial.

A: Tarzana Narrow Bold 20pt, track: 65.

B: Tarzana Narrow Regular 10pt / 12pt.

C: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

D: Tarzana Wide Regular 7.5pt / 9pt, color: PMS 369.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.

US Memo

4p10 1p1

5p3

4p9

5p3

13p3

26p6

6p9

4p3

10p6 13p6 15p11 7p10 3p3

A M e m o

B To:
Company:
Phone Number:
Fax Number:
CC:

.25pt Black Rules

2p

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consetetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

C

D

Previo
12636 High Bluff Drive
San Diego, CA 92130-2093 USA

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Facsimile: 858/794-4570
www.previo.com

previo

Size:

USA Standard Stationery Grid System w-8.5"(51p)
x h-11"(66p).

Fonts:

Black type unless otherwise indicated.

When using electronic version font used is Arial.

A: Tarzana Narrow Bold 20pt, track: 65.

B: Tarzana Narrow Regular 10pt / 12pt.

C: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

D: Tarzana Wide Regular 7.5pt / 9pt, color: PMS 369.

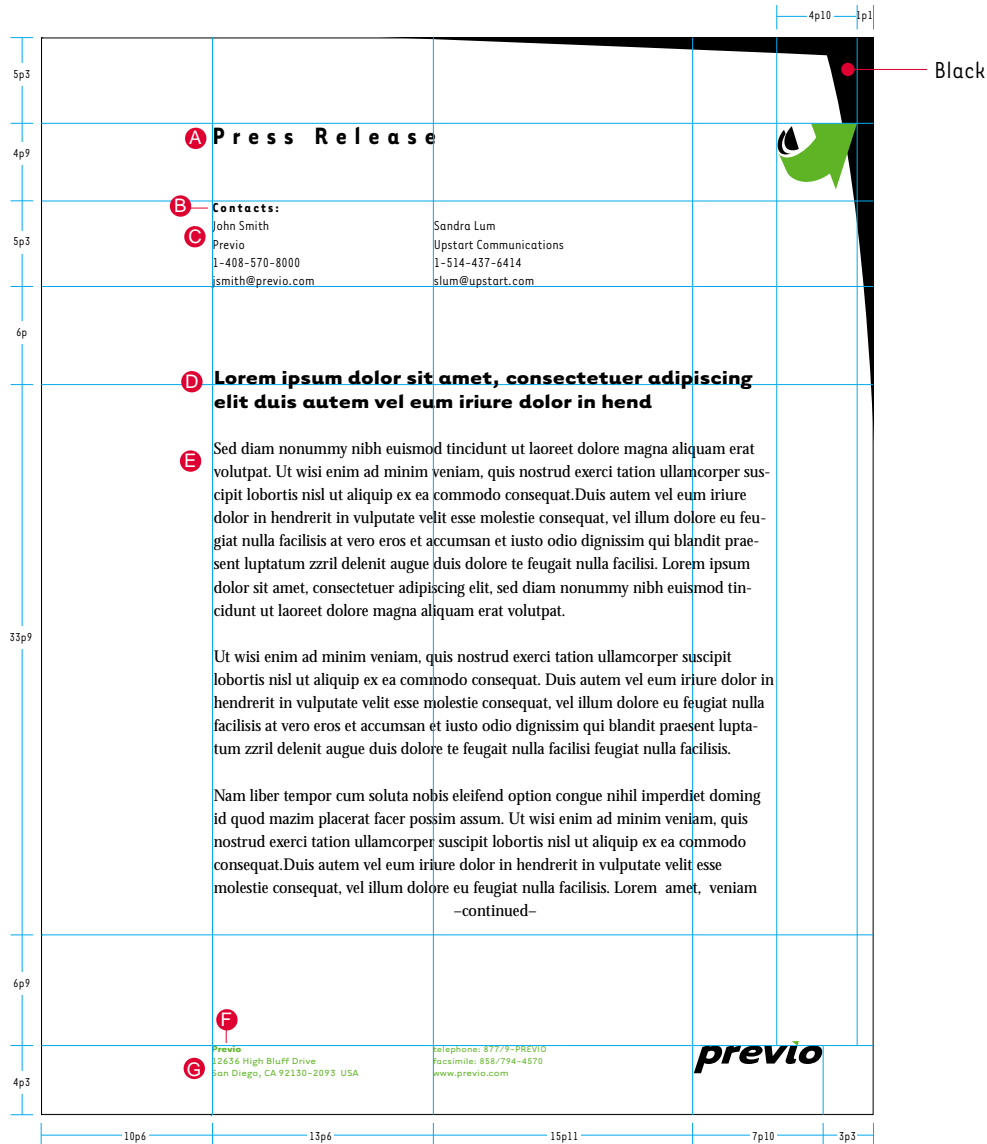
Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.

US Press Release

**Size:**

USA Standard Stationery Grid System w-8.5"(51p)
x h-11"(66p).

Fonts:

Black type unless otherwise indicated.

When using electronic version font used is Arial.

A: Tarzana Narrow Bold 20pt, track: 65.

B: Tarzana Narrow Bold 11pt / 13.5, track: 32.

C: Tarzana Narrow Regular 11pt / 13.5pt.

D: Tarzana Wide Bold 16pt / 17pt, space after
paragraph: 1 return.

E: Minion Regular 12pt / 17pt, space after
each paragraph: 1 return.

F: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

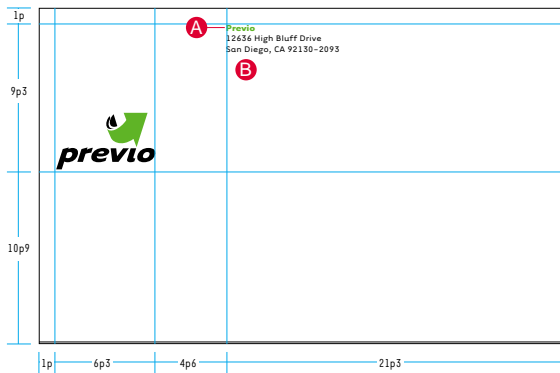
G: Tarzana Wide Regular 7.5pt / 9pt, color: PMS 369.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.



US Mailing Label

Size:

Mailing Label w-5.5"(33p) x h-3.5"(21p).

Fonts:

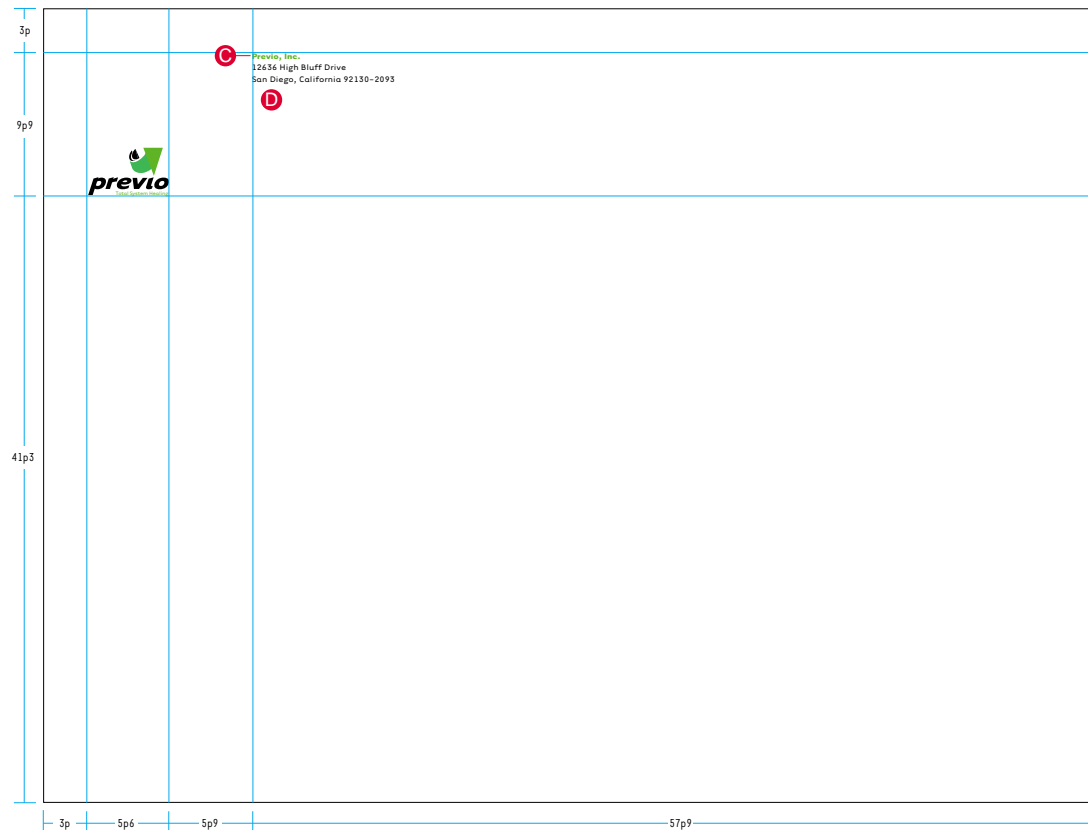
Black type unless otherwise indicated.

A: Tarzana Wide Bold 7.5pt / 8pt, color: PMS 369.

B: Tarzana Wide Regular 7.5pt / 8pt.

Paper Stock:

Mailing Label: Classic Crest, Solar White, Smooth.



US Catalog Envelope

Size:

9x12 Envelope w-12"(72p) x h-9"(54p).

Fonts:

Black type unless otherwise indicated.

C: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

D: Tarzana Wide Regular 7.5pt / 9pt.

Paper Stock:

Envelope: Classic Crest, Solar White, Smooth.

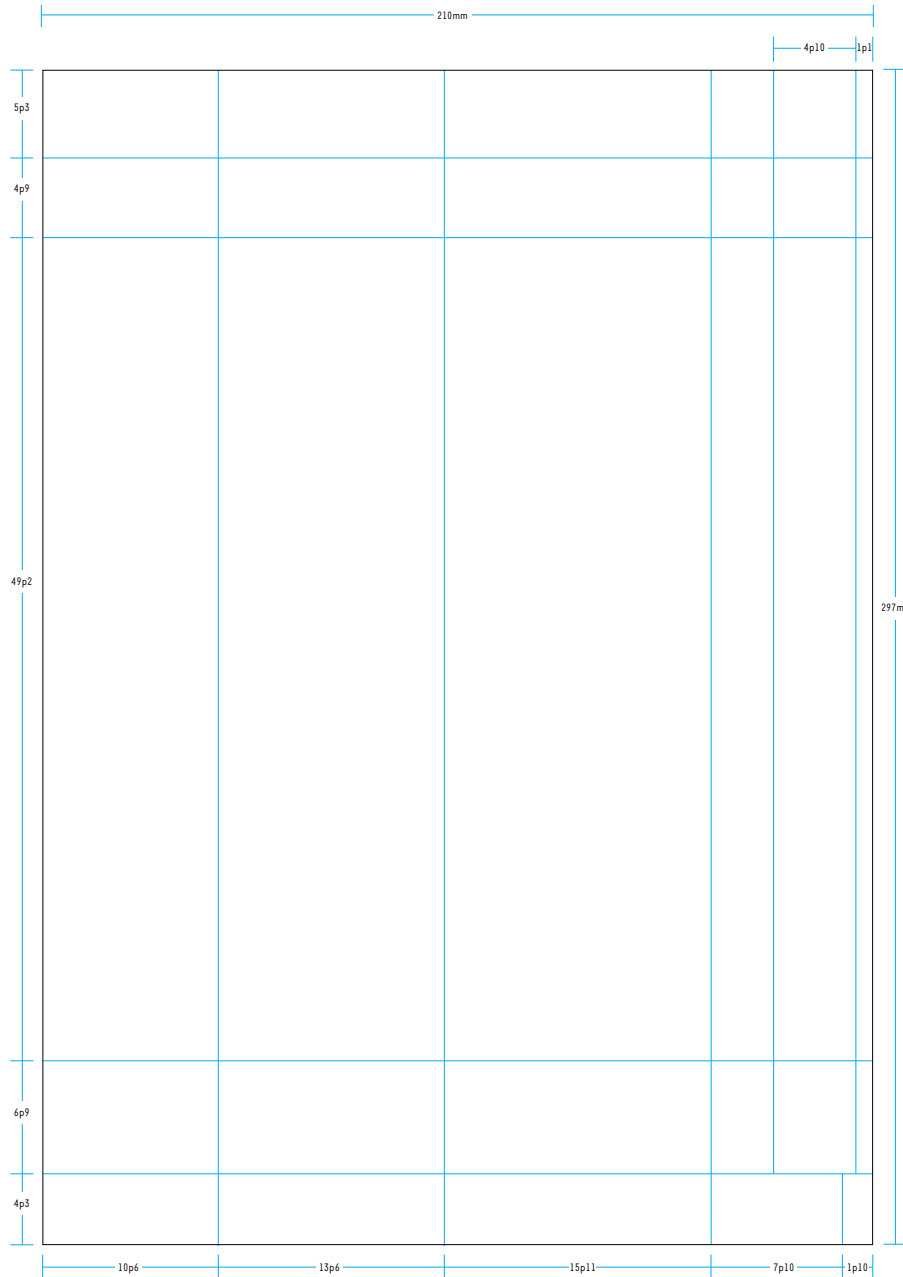
Word Template:

You can download a Word template for the label and envelope from the following Web site: www.previo.com/identity/standards.

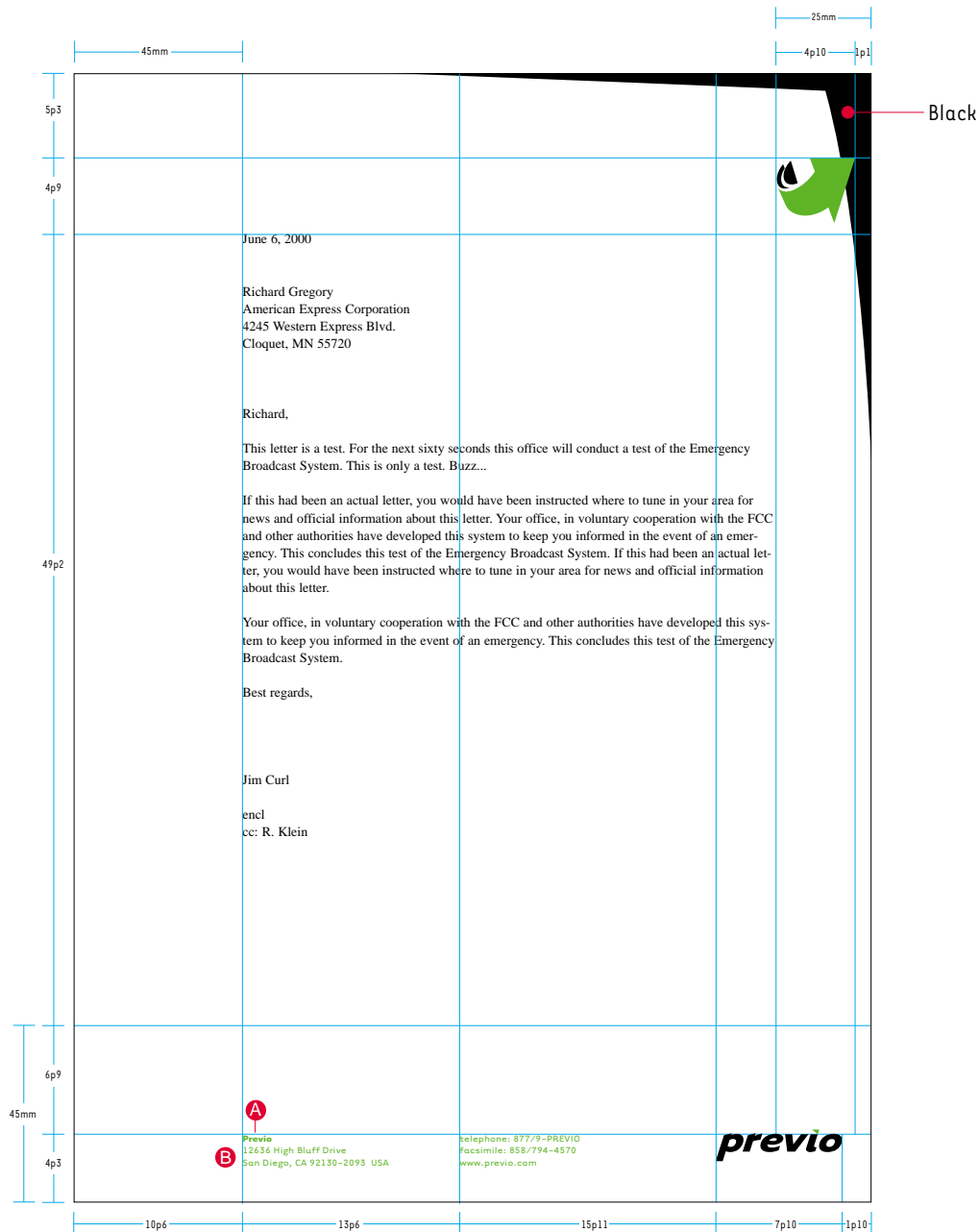
A4 Business Stationery System

Soon Previo will be using hundreds of letterheads, envelopes, business cards, and other forms of communication. Because of the number and variety of these documents, no one stylized format can be developed to fit every piece of literature in every situation.

We have, however, established a recommended guideline for the business stationery system that will serve to tie these various documents together expressing a sense of continuity. The basic component of this guideline is the page grid featured to the left. This grid provides the fundamental building blocks for all future printed applications. It is important to continue to express the sense of continuity with Previo applications. Never create personal versions of or variations of the layout.



A4 Letterhead



Size:

A4 International Standard Stationery Grid System
w-210mm(49p7) x h-297(70p2).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

B: Tarzana Wide Regular 7.5pt / 9pt, color: PMS 369.

Paper Stock:

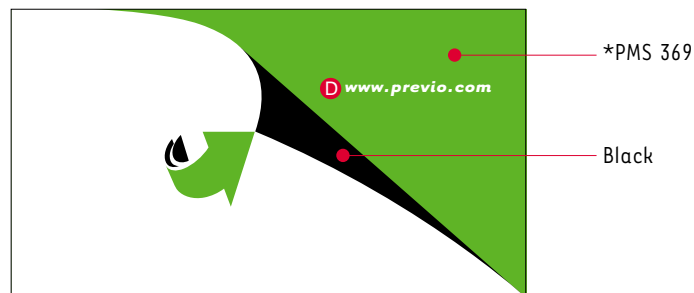
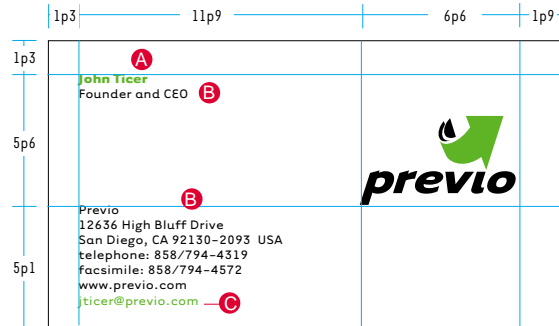
Classic Crest, Solar White, 105 g/m² Writing, Smooth.

Word Template:

You can download a Word template from the following Web site: www.previo.com/identity/standards.

All copy aligns flush left approximately 45mm from the left edge of the letterhead. The baseline of the date falls approximately 41mm below the top edge of the letterhead. Copy is typed random right with a right-hand margin of approximately 25mm; it must also be contained within a margin approximately 45mm from the bottom edge of the letterhead.

Insert three spaces between the date and the address block. Insert four spaces after the address block. Between each additional block of copy, insert two spaces. Between the closing and the sender's name and title, insert five spaces.



A4 Business Card

Size:

A4 Business Card w-90mm(21p3) x h-50mm(11p10).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Bold 7.5pt / 7.25pt, color: PMS 369.

B: Tarzana Wide Regular 7pt / 7.5pt.

C: Tarzana Wide Regular 7pt / 7.5pt, color: PMS 369.

D: Tarzana Wide Bold Italic 9pt, track: 30, color: white.

Paper Stock:

Business card: Classic Crest, Solar White, 110# Cover, Smooth.

A4 Business Envelope

Size:

A4 Business Envelope w-220mm(51p) x h-110mm(26p).

Fonts:

Black type unless otherwise indicated.

E: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

F: Tarzana Wide Regular 7.5pt / 9pt.

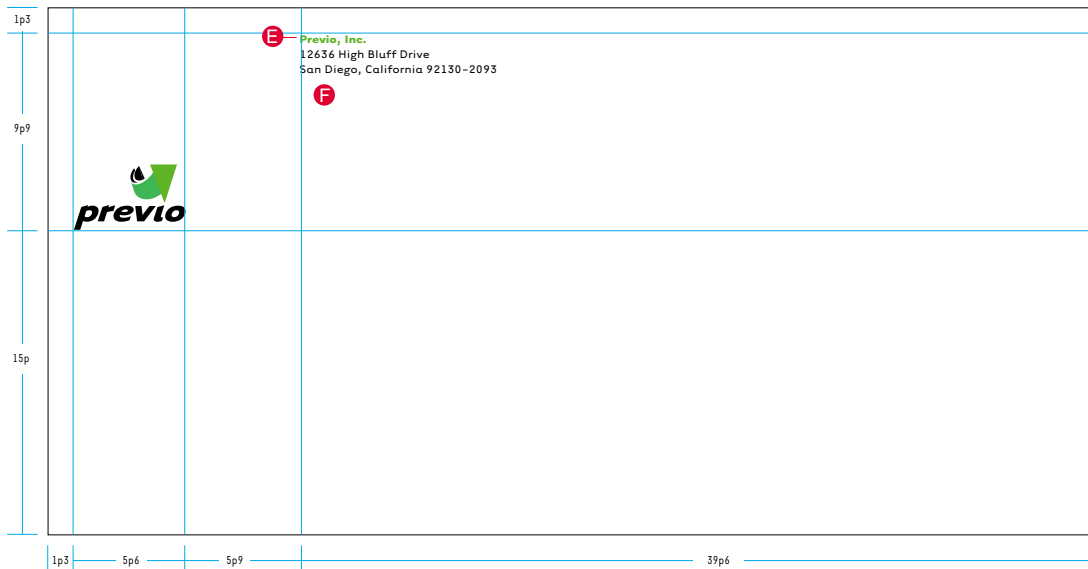
Paper Stock:

Envelope: Classic Crest, Solar White, Smooth.

Word Template:

You can download a Word template for the business card and envelope from the following Web site: www.previo.com/identity/standards.

*You may want to double hit the PMS 369 green.



A4 Facsimile

Size:

A4 International Standard Stationery Grid System
w-210mm(49p7) x h-297(70p2).

Fonts:

Black type unless otherwise indicated.

When using electronic version font used is Arial.

A: Tarzana Narrow Bold 20pt, track: 65.

B: Tarzana Narrow Regular 10pt / 12pt.

C: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

D: Tarzana Wide Regular 7.5pt / 9pt, color: PMS 369.

Paper Stock:

Classic Crest, Solar White, 105 g/m² Writing, Smooth.

Word Template:

You can download a Word template from the following

Web site: www.previo.com/identity/standards.

4p10 1p1

5p3

4p9

5p3

15p9

28p2

6p9

4p3

10p6 13p6 15p11 7p10 1p10

A Facsimile

B To: From: .25pt Black Rule
Company: Fax Number: 1p
Phone Number: Date & Time: 2p
Fax Number: Subject:
CC: Number of Pages:

Urgent For Review Please Comment Please Reply Please Recycle

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

C
D Previo
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San Diego, CA 92130-2093 USA
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Facsimile: 858-794-4570
www.previo.com

previo

A4 Memo

Size:

A4 International Standard Stationery Grid System
w-210mm(49p7) x h-297(70p2).

Fonts:

Black type unless otherwise indicated.

When using electronic version font used is Arial.

A: Tarzana Narrow Bold 20pt, track: 65.

B: Tarzana Narrow Regular 10pt / 12pt.

C: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

D: Tarzana Wide Regular 7.5pt / 9pt, color: PMS 369.

Paper Stock:

Classic Crest, Solar White, 105 g/m² Writing, Smooth.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.

The image shows a detailed layout of an A4 memo form on a grid. The grid is defined by blue lines with dimensions in points (p) and millimeters (mm). The form includes a header area with the word 'Memo' in a large, bold font (A), a logo in the top right, and a contact information section at the bottom left (D). A central section (B) contains a form for recipient details with a vertical line of red dots and a label '.25pt Black Rule'. A paragraph of placeholder text is located below the form. The bottom right corner features the 'previo' logo (C).

Dimensions:

- Top: 5p3, 4p9, 5p3
- Bottom: 6p9, 4p3
- Left: 10p6, 13p6, 15p11, 7p10, 1p10
- Right: 4p10, 1p1
- Vertical: 13p3, 30p8

Annotations:

- A:** Memo (Header)
- B:** To: Company: Phone Number: Fax Number: CC: (Form fields)
- C:** previo (Logo)
- D:** Previo 12636 High Bluff Drive San Diego, CA 92130-2093 USA Telephone: 877/79-PREVIEW Facsimile: 858/794-4570 www.previo.com
- Other:** .25pt Black Rule (Vertical line), 2p (Horizontal bracket)

A4 Press Release

A **Press Release**

B **Contacts:**

C John Smith
Previo
1-408-570-8000
jsmith@previo.com

Sandra Lum
Upstart Communications
1-514-437-6414
slum@upstart.com

D **Lorem ipsum dolor sit amet, consectetur adipiscing elit duis autem vel eum iriure dolor in**

E Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi feugiat nulla facilisis.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi feugiat nulla Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Lorem amet, veniam nostrud exerci tation ullamcorper suscipit lobortis nisl

–continued–

F

G **previo**
Previo
12636 High Bluff Drive
San Diego, CA 92130-2093 USA
telephone: 877-79-PREVIO
facsimile: 858-794-4570
www.previo.com

Size:

A4 International Standard Stationery Grid System
w-210mm(49p7) x h-297(70p2).

Fonts:

Black type unless otherwise indicated.

When using electronic version font used is Arial.

A: Tarzana Narrow Bold 20pt, track: 65.

B: Tarzana Narrow Bold 11pt / 13.5, track: 32.

C: Tarzana Narrow Regular 11pt / 13.5pt.

D: Tarzana Wide Bold 16pt / 17pt, space after
paragraph: 1 return.

E: Minion Regular 12pt / 17pt, space after
each paragraph: 1 return.

F: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

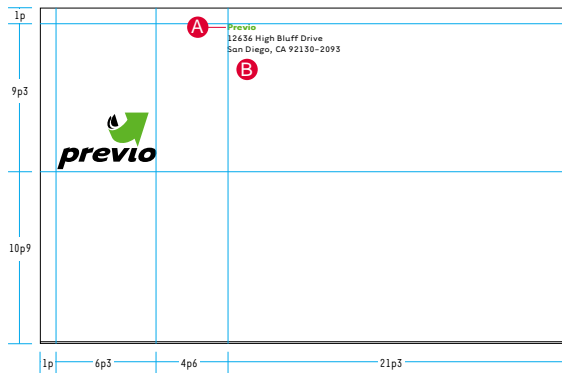
G: Tarzana Wide Regular 7.5pt / 9pt, color: PMS 369.

Paper Stock:

Classic Crest, Solar White, 105 g/m² Writing, Smooth.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.



A4 Mailing Label

Size:

Mailing Label w-140mm(33p) x h-89mm(21p).

Fonts:

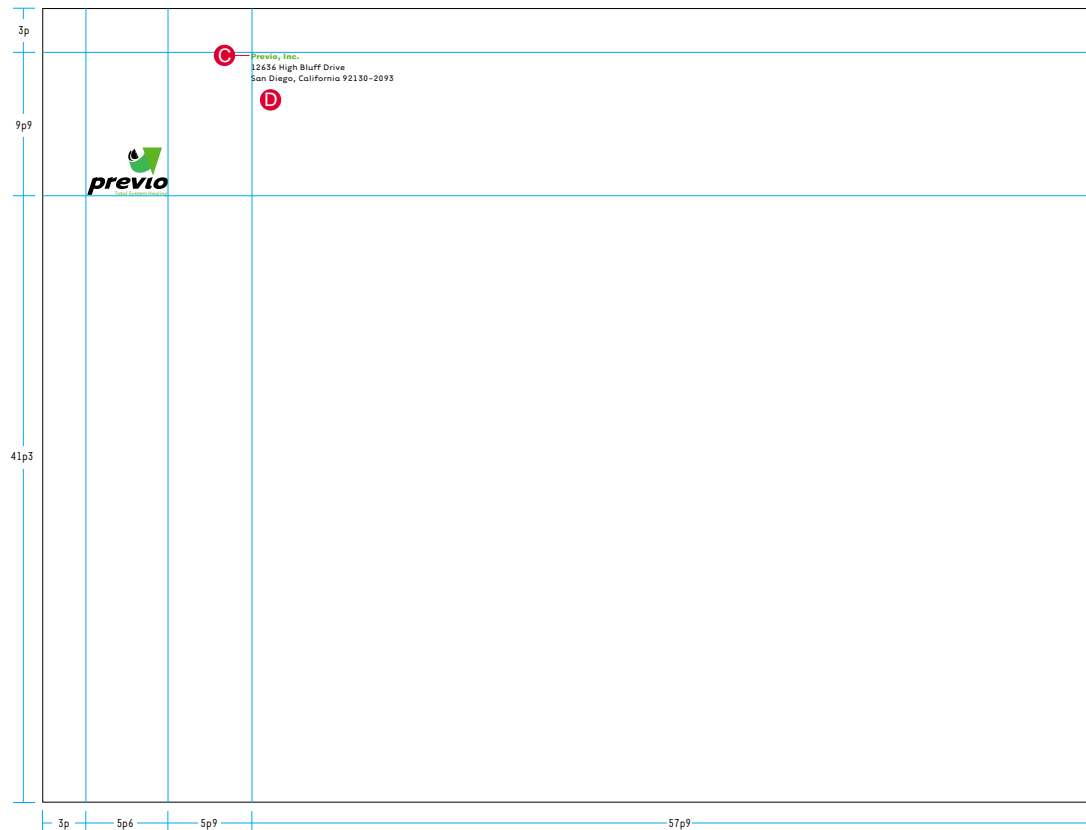
Black type unless otherwise indicated.

A: Tarzana Wide Bold 7.5pt / 8pt, color: PMS 369.

B: Tarzana Wide Regular 7.5pt / 8pt.

Paper Stock:

Mailing Label: Classic Crest, Solar White, Smooth.



A4 Catalog Envelope

Size:

9x12 Envelope w-3.5mm(72p) x h-229mm(54p).

Fonts:

Black type unless otherwise indicated.

C: Tarzana Wide Bold 7.5pt / 9pt, color: PMS 369.

D: Tarzana Wide Regular 7.5pt / 9pt.

Paper Stock:

Envelope: Classic Crest, Solar White, Smooth.

Word Template:

You can download a Word template for the label and envelope from the following Web site:www.previo.com/identity/standards.

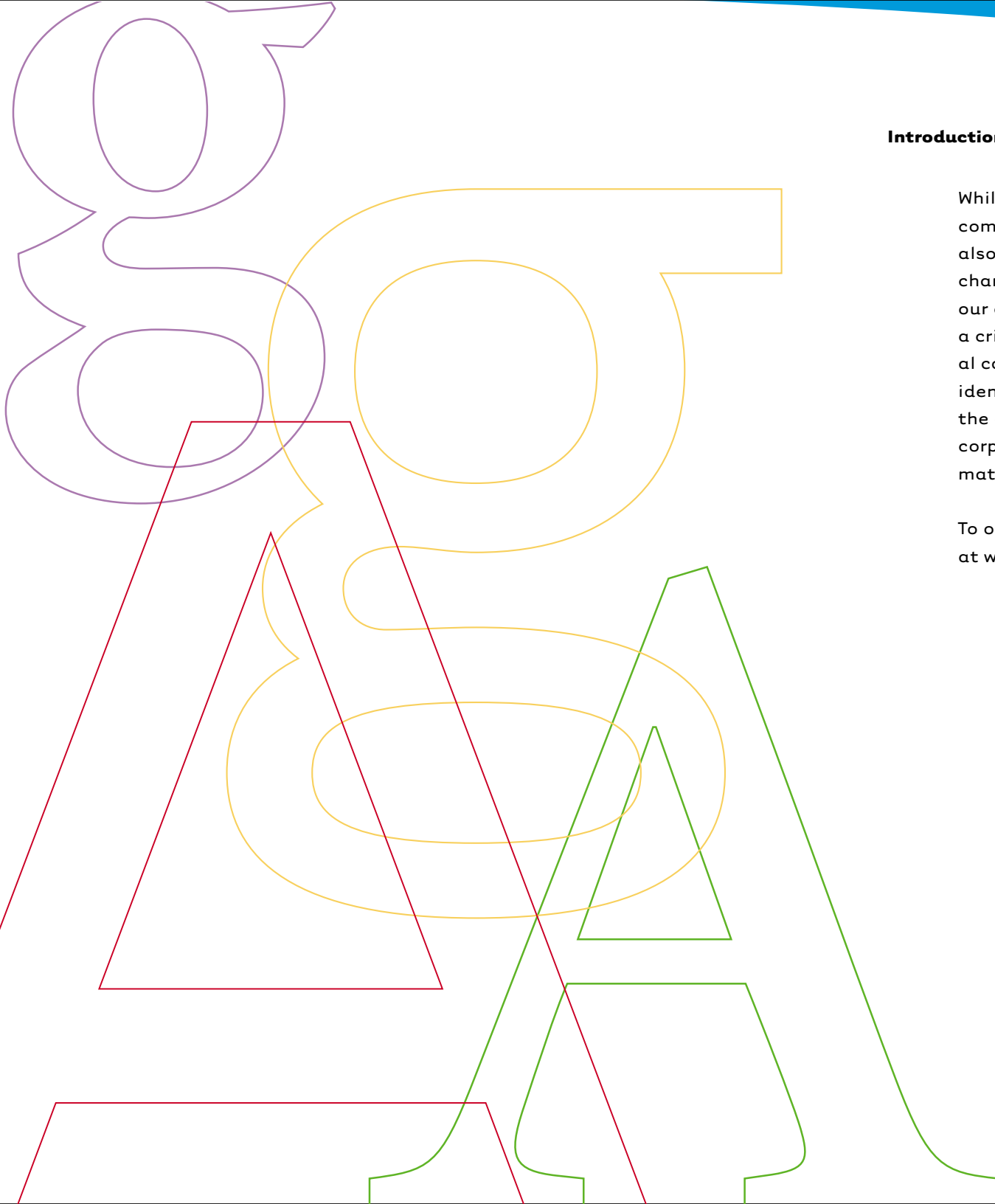
Typography

Introduction to Typography & Ordering Fonts	4.1
Previo Primary Typeface Family	4.2
Previo Secondary Typeface Family	4.3
Previo Alternative PC Typeface Family	4.4

Introduction to Typography and Ordering Fonts

While the basic aim of typography is the communication of ideas and facts, it is also an effective tool for creating a brand character and a favorable impression of our company. Correct use of typography is a critical element in maintaining this visual consistency throughout the corporate identity system. You are encouraged to use the corporate typeface when producing corporate, marketing and product materials for Previo.

To order Previo fonts, go to The Font Shop at www.fontshop.com or call 888.333.6687.



Tarzana Narrow Regular

AaBbCcDdEeFfGgHhIijJkKlLmMnNoOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?(*)&%\$

Tarzana Narrow Italic

*AaBbCcDdEeFfGgHhIijJkKlLmMnNoOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?(*)&%\$*

Tarzana Narrow Bold

**AaBbCcDdEeFfGgHhIijJkKlLmMnNoOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?(*)&%\$**

Tarzana Narrow Bold Italic

***AaBbCcDdEeFfGgHhIijJkKlLmMnNoOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789?(*)&%\$***

Tarzana Wide Regular

AaBbCcDdEeFfGgHhIijJkKlLmMnNoOoPpQqRrSsTt
UuVvWwXxYyZz 0123456789?(*)&%\$

Tarzana Wide Italic

*AaBbCcDdEeFfGgHhIijJkKlLmMnNoOoPpQqRrSsTt
UuVvWwXxYyZz 0123456789?(*)&%\$*

Tarzana Wide Bold

**AaBbCcDdEeFfGgHhIijJkKlLmMnNoOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789?(*)&%\$**

Tarzana Wide Bold Italic

***AaBbCcDdEeFfGgHhIijJkKlLmMnNoOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789?(*)&%\$***

Previo Primary Typeface Family

The Tarzana Family is the primary sans serif typeface for Previo communications. It is a sans serif typeface with a modern style that displays movement and direction that successfully mimics the motion of the Previo Signature. Tarzana is ideal for most applications, such as heads, subheads and body copy. You are encouraged to use the corporate typeface when producing corporate, marketing and product materials for Previo.

The Tarzana font comes in Tarzana Narrow and Tarzana Wide. The family of fonts offers Regular, Italic, Bold and Bold Italic.

Minion Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789?(*)&%\$

Minion Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789?(*)&%\$*

Minion Semibold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 0123456789?(*)&%\$**

Minion Semibold Italic

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789?(*)&%\$***

Minion Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 0123456789?(*)&%\$**

Minion Bold Italic

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 0123456789?(*)&%\$***

Minion Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 0123456789?(*)&%\$**

Previo Secondary Typeface Family

Minion is the secondary typeface. It is a serif typeface that is ideal for body copy of corporate and product literature and compliments the Tarzana family well. Though Minion is recognized as the secondary typeface, you are encouraged to use the corporate typeface, Tarzana, whenever possible.

The Minion family of fonts offers Regular, Italic, Semibold, Bold, Bold Italic and Black.

Arial MT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

Arial Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq

Arial Narrow Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw

Arial Narrow Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw

Arial Narrow Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

Arial Narrow Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

Times Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

Times Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

Times Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

Times Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

Previo Alternative PC Typeface Family

When generating daily correspondence using the Previo business stationery templates, and when Tarzana and Minion are not available, the default serif and sans serif faces within the PC platform are Arial(sans serif) and Times Roman(serif).

Arial is available in MT, Black, Narrow Regular, Narrow Italic, Narrow Bold and Narrow Bold Italic.

Times is available in Roman, Italic, Bold and Bold Italic.

Literature Applications Guidelines

Introduction/Grid System	5.1
Brochures	5.2
Product Information Sheets	5.3
PowerPoint Presentations	5.4
White Paper	5.5
Advertising	5.6

Literature Application Guidelines

Printed marketing literature, also known as collateral, should follow an established structure and design within the Previo literature system. However, at this time no formal literature system exists.

The purpose of this section is to display, at the very least, the appropriate usage of the Previo signature in literature applications. The following general guidelines apply to all print collateral and advertising.

In particular, we have included page layout guidelines for the Previo PowerPoint template and the white paper template.

Brochure

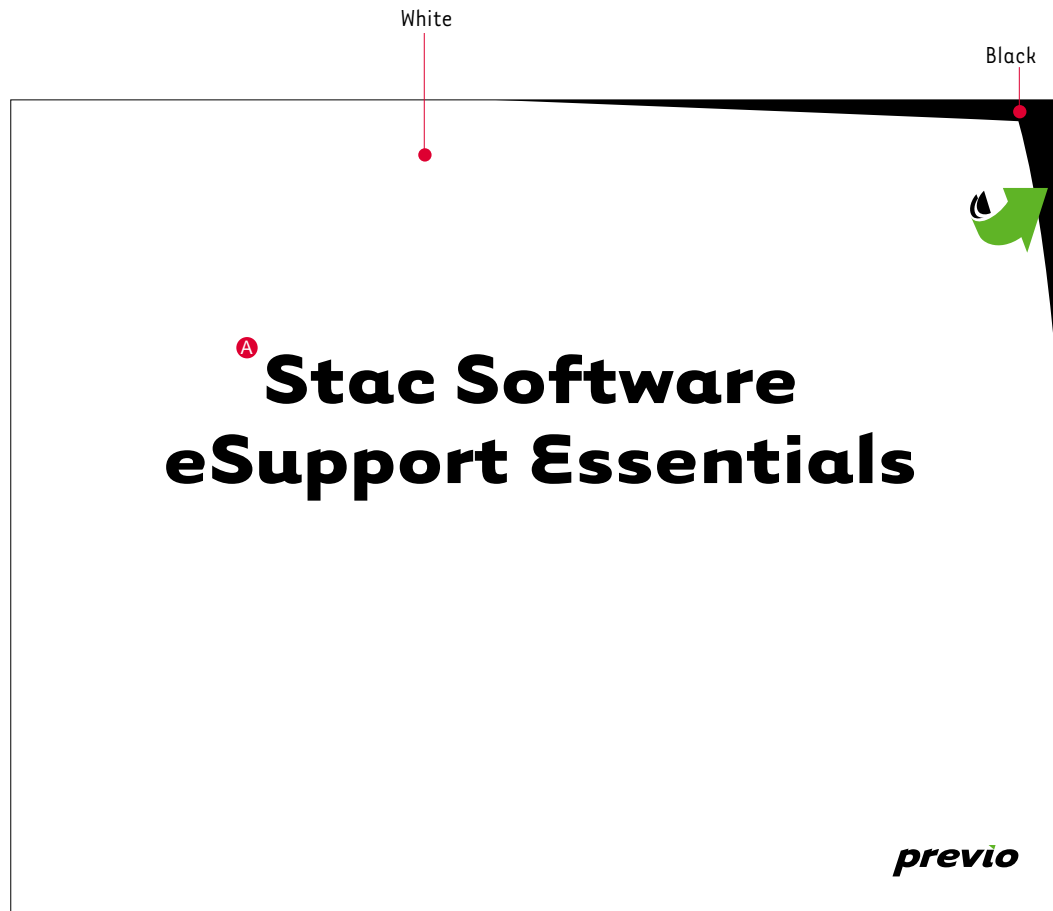


Front Cover



Back Cover

Product Information Sheet



PowerPoint Presentations

Cover Template

Size:

w-11"(66p) x h-8.5"(51p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Bold 30pt / 30pt.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.

White

Black

A ***Marketing Objective***

B • **Create single umbrella brand**

• **Participate in hot emerging market**

C • Become a thought-leader in the space

• Promote new umbrella branding sales of all products to target customers (mid-large size business)

• **Create single umbrella brand**


• Become a thought-leader in the space

• Promote new umbrella branding sales of all products to target customers (mid-large size business)

• Become a thought-leader in the space

• Promote new umbrella branding sales of all products to target customers (mid-large size business)

previo



PowerPoint Presentations

Section Template

Size:

w-11"(66p) x h-8.5"(51p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Bold Italic 45pt / 45pt.

B: Tarzana Narrow Bold 26pt / 26pt.

C: Tarzana Narrow Regular 21pt / 20pt.

Word Template:

You can download a Word template from the following Web site: www.previo.com/identity/standards.

PowerPoint Presentations

Following Page Template

Size:

w-11"(66p) x h-8.5"(51p).

Fonts:

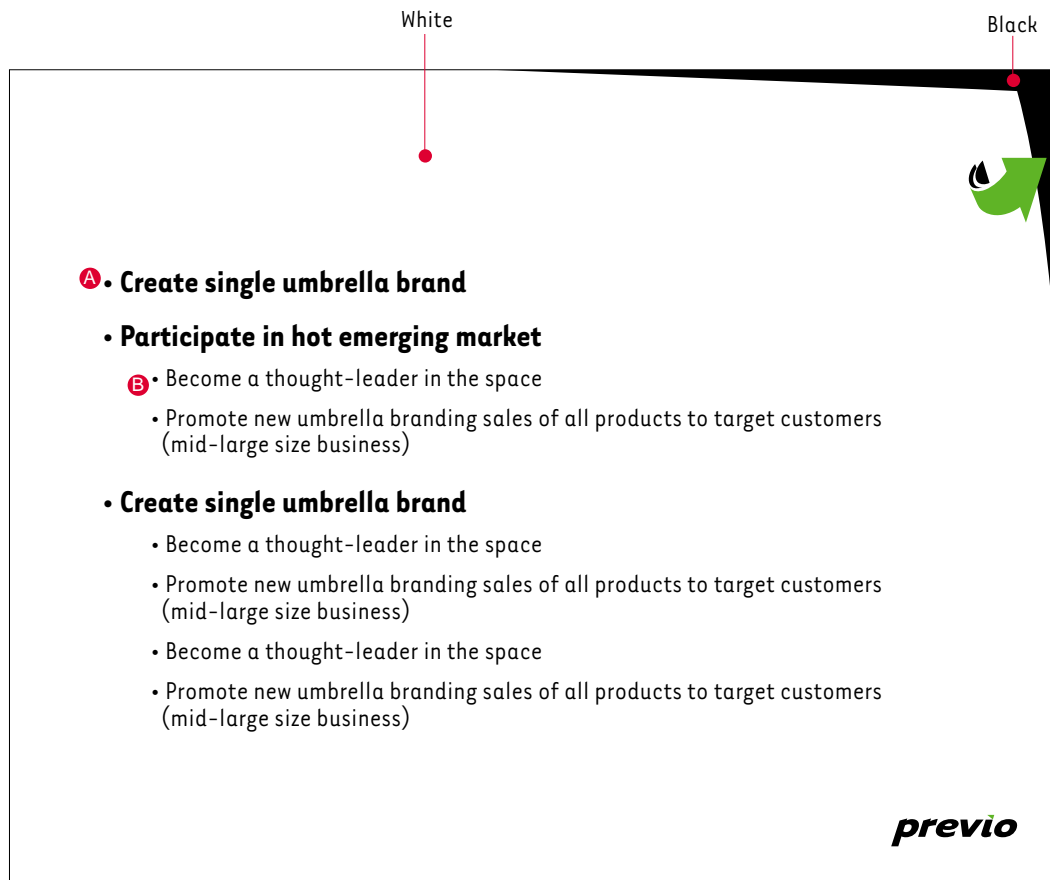
Black type unless otherwise indicated.

A: Tarzana Narrow Bold 26pt / 26pt.

B: Tarzana Narrow Regular 21pt / 20pt.

Word Template:

You can download a Word template from the following Web site: www.previo.com/identity/standards.

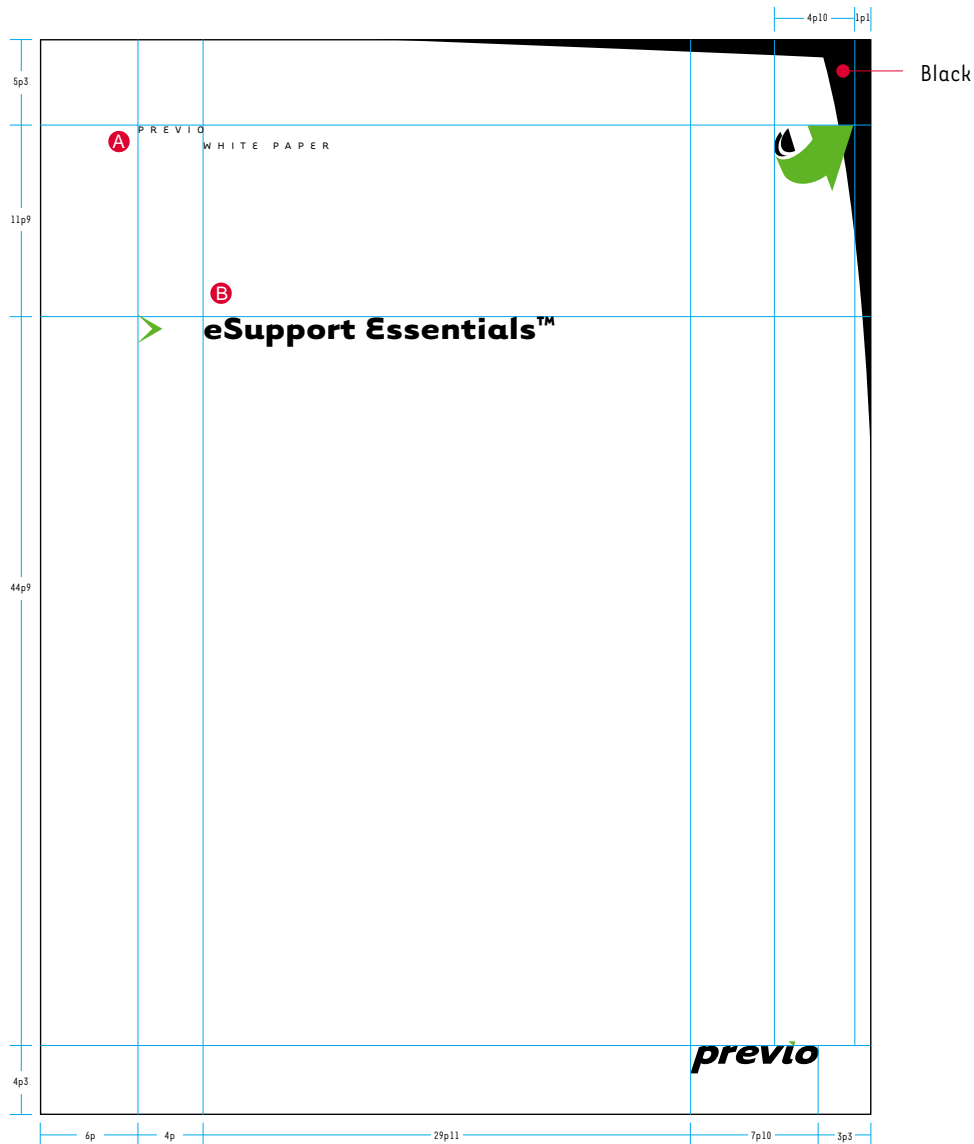


White

Black

- **A • Create single umbrella brand**
 - **Participate in hot emerging market**
 - **B • Become a thought-leader in the space**
 - Promote new umbrella branding sales of all products to target customers (mid-large size business)
 - **Create single umbrella brand**
 - Become a thought-leader in the space
 - Promote new umbrella branding sales of all products to target customers (mid-large size business)
 - Become a thought-leader in the space
 - Promote new umbrella branding sales of all products to target customers (mid-large size business)

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White Paper

Cover

Size:

w-8.5"(51p) x h-11"(66p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Regular Caps 8pt / 12pt, track: 100.

B: Tarzana Wide Bold 26pt / 29pt.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.

White Paper

Typical Left Page

Size:

w-8.5"(51p) x h-11"(66p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Regular 8pt.

B: Tarzana Wide Regular 13pt / 15pt.

C: Tarzana Wide Regular 11pt / 15pt, space after each paragraph: 1 return, space after last paragraph: 2 returns.

D: Tarzana Wide Bold 14pt / 18pt.

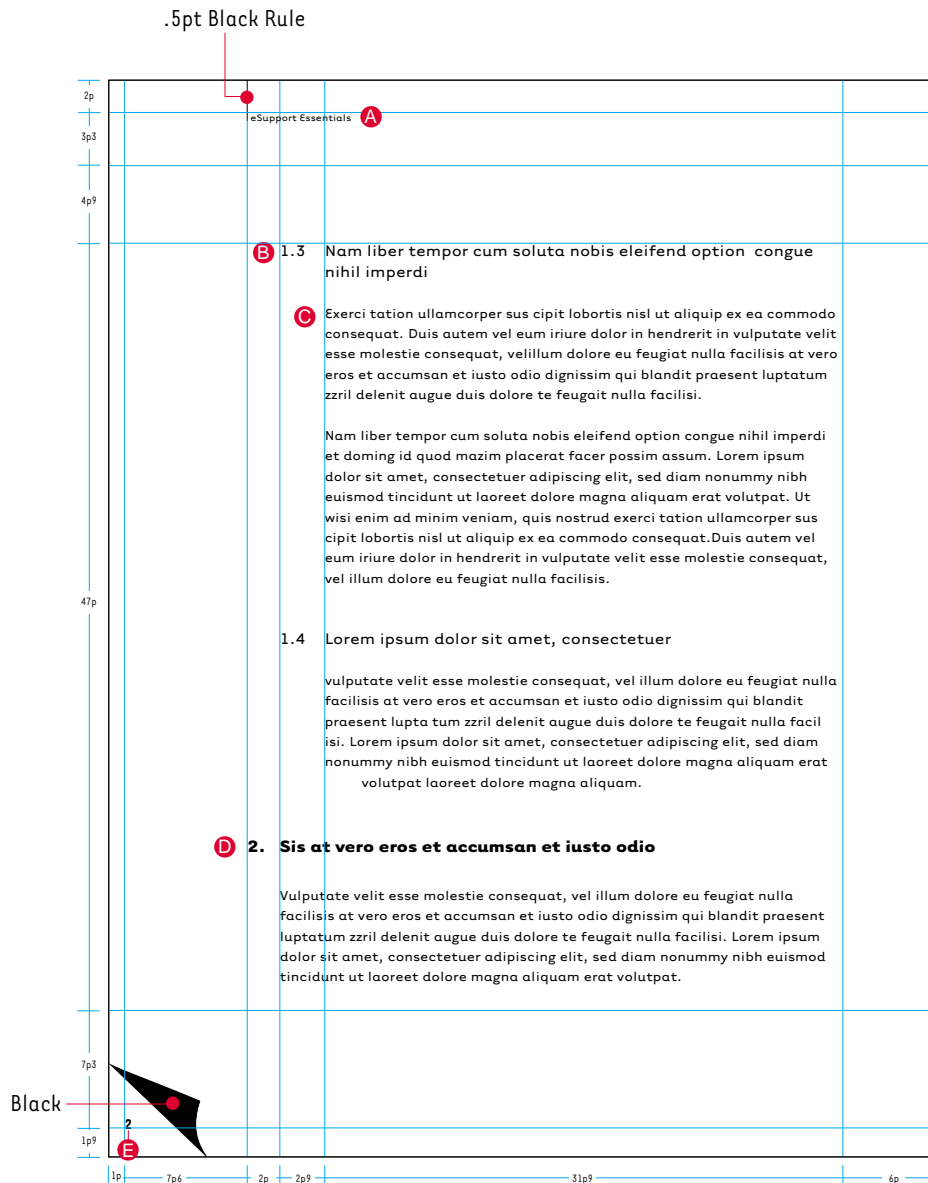
E: Tarzana Narrow Bold 12pt.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following Web site: www.previo.com/identity/standards.



White Paper

Typical Right Page

Size:

w-8.5"(51p) x h-11"(66p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Regular 13pt /15pt.

B: Tarzana Wide Regular 11pt / 15pt, space after each paragraph: 1 return, space after last paragraph: 2 returns.

C: Tarzana Narrow Bold 12pt.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following Web site: www.previo.com/identity/standards.



White Paper

Back Cover

Size:

w-8.5"(51p) x h-11"(66p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Bold 7.5pt / 9pt.

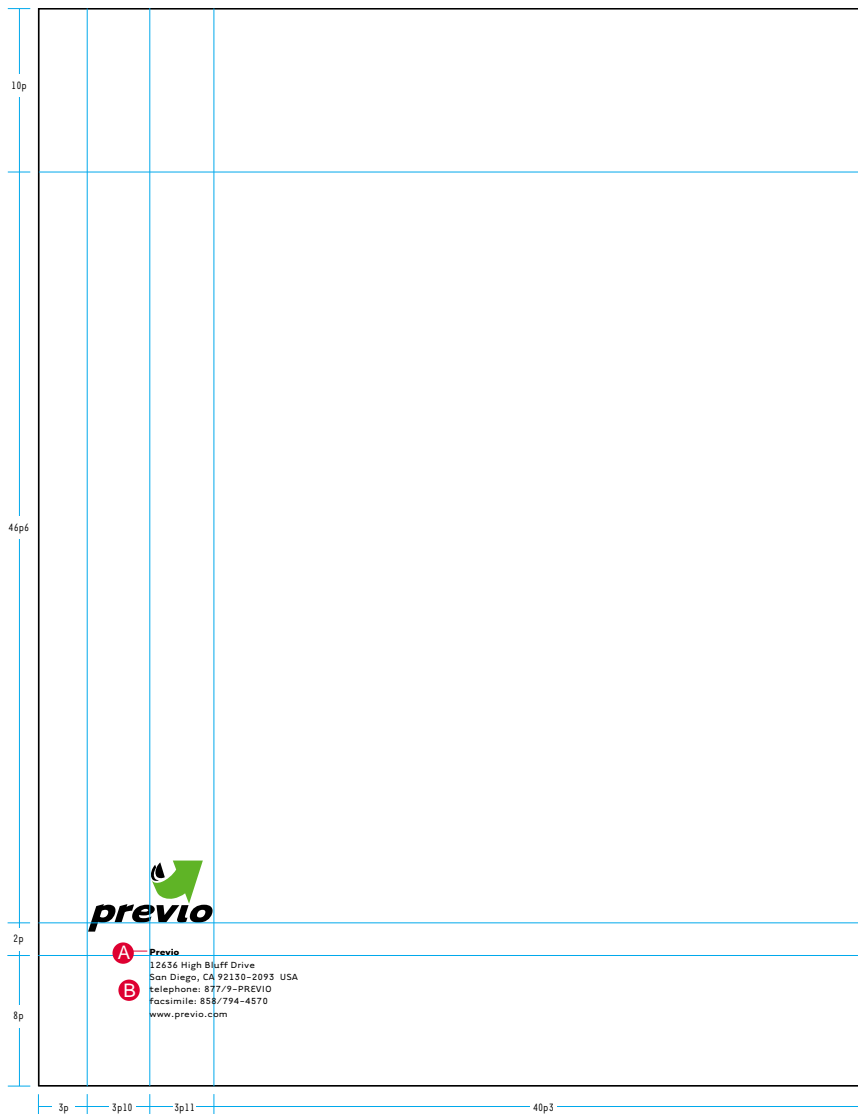
B: Tarzana Wide Regular 7.5pt / 9pt.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.



Advertising

Previo Takes the Computer World Premier 500 IT Leader.



THE
INDUSTRY'S
FIRST
REPLACEMENT
SUPPORT
SOLUTION
WHICH
RETAINS
INTEGRAL
SYSTEM
TO A
WORKING
CONDITION
INSTANTLY

**WHEN YOU MOVE AT THE SPEED OF @BUSINESS,
YOU NEED A WHOLE NEW BREED OF SUPPORT.**

PREVIO™ SUPPORT SOLUTIONS THAT INCREASE THE AVAILABILITY OF
END-USER COMPUTING DEVICES

Change to prevent when you're on the edge. You can't afford downtime for your computing devices. How do you ensure you could restore your systems in a working condition, while guaranteeing your data – all with a single click? Previo's Advanced Technology™ Product productivity and data security support time and resources. Finally, a solution that dramatically improves your ability to keep end users in business.

Secure your productivity. Visit www.previo.com



Previo, 100 Montgomery, 1000 West 20th Street, Suite 400, Los Angeles, CA 90024
Phone: 800-452-2222 | 310-407-1000 | Fax: 310-407-1000
www.previo.com | 2007 Previo, Inc.

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Trademarks and Terms Information

Trademark Information and Basic Usage	6.1
Approved Trademarks	6.2
Built on Previo Guidelines	6.3
Trademarks by Country	6.4
Tag Line Usage	6.5



SM

TM

Trademark Information and Basic Usage

Trademark symbols should be used in the first mention.

The appropriate trademark symbol should be used in the first mention of the trademarked product in any body text. Use the ® symbol for registered trademarks. All other marks should have either a TM (for unregistered trademarks) or SM (for unregistered service marks). If you are not sure which symbol to use, consult the corporate communications department. Logos should always be accompanied by the appropriate trademark symbol at least once in every document.

Avoid combining trademarks.

Serial trademark symbols should be avoided whenever possible. If the first mention is a product name trademarked on its own, do not trademark Previo and the product name. For example, if the first mention is Previo eSupport Essentials, the proper trademark is Previo eSupport Essentials™, not Previo® eSupport Essentials™.

Trademarks should not be used in possessive form.

Legally, trademarks should not be used in a possessive form because they are adjectives, not nouns. Whenever possible, try not to use a trademarked name in possessive format. For instance, use "Previo eSupport Essentials software's key component...", not "Previo eSupport Essential's key component..."

Packaging

Packaging Introduction	7.1
Box	7.2
Manual	7.3
Disc	7.4

Introduction to Packaging

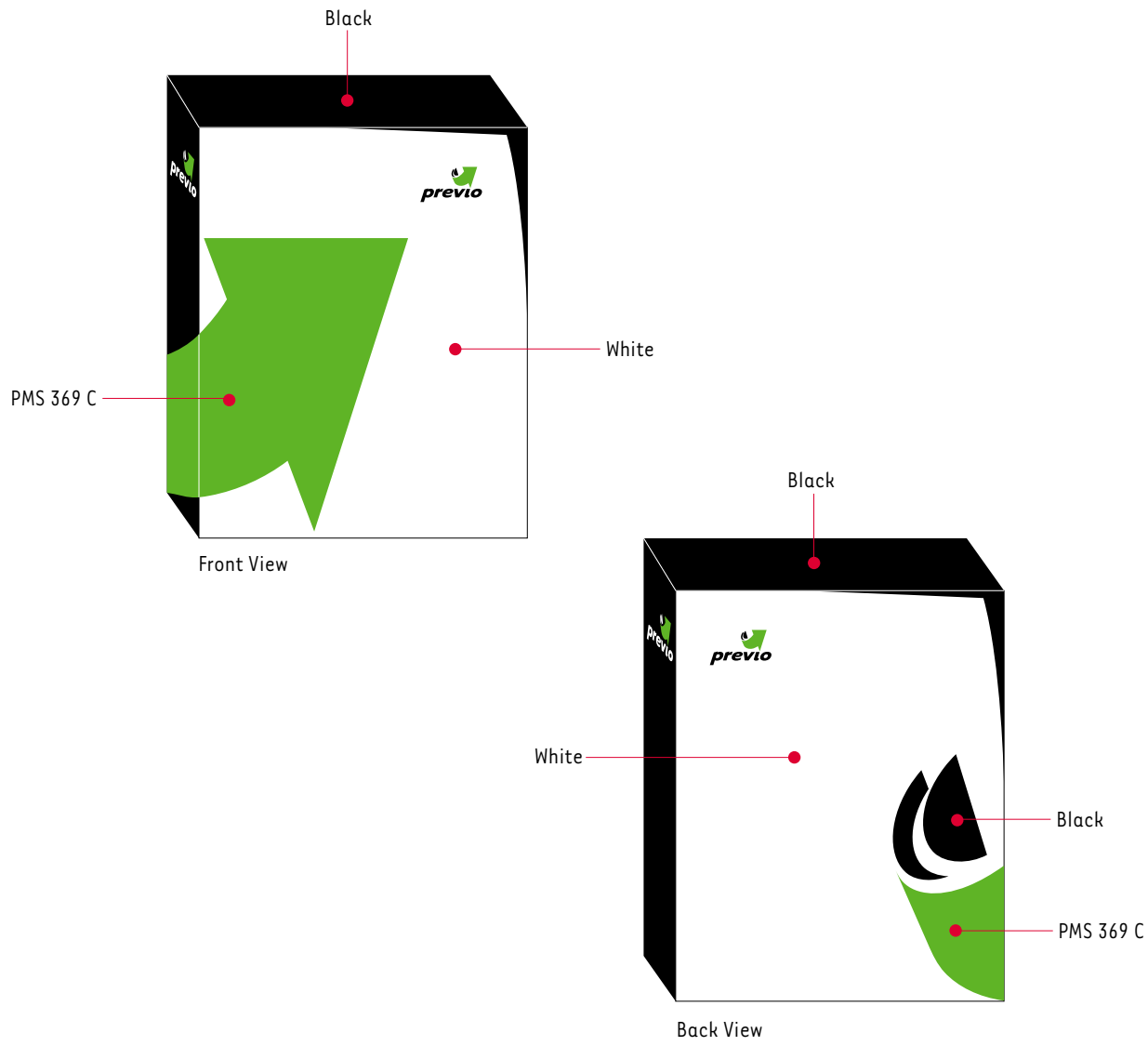
A good package is a good “salesperson”. It can go places no salesperson could go, reach people no salesperson could see, stay longer than any salesperson would dare stay.

The purpose of this section is to establish guidelines for the various packaging needs at Previo. While the sizes and panel relationships may change from package to package, the standards set forth in this document represent the spirit if not the literal interpretation of the standards.

Software Packaging

Size:

w-7.25"(43p6) x h-9.25"(55p6) x d-2"(12p).



User Manual

Front Cover

Size:

w-7"(42p) x h-9"(54p).

Fonts:

Black type unless otherwise indicated.

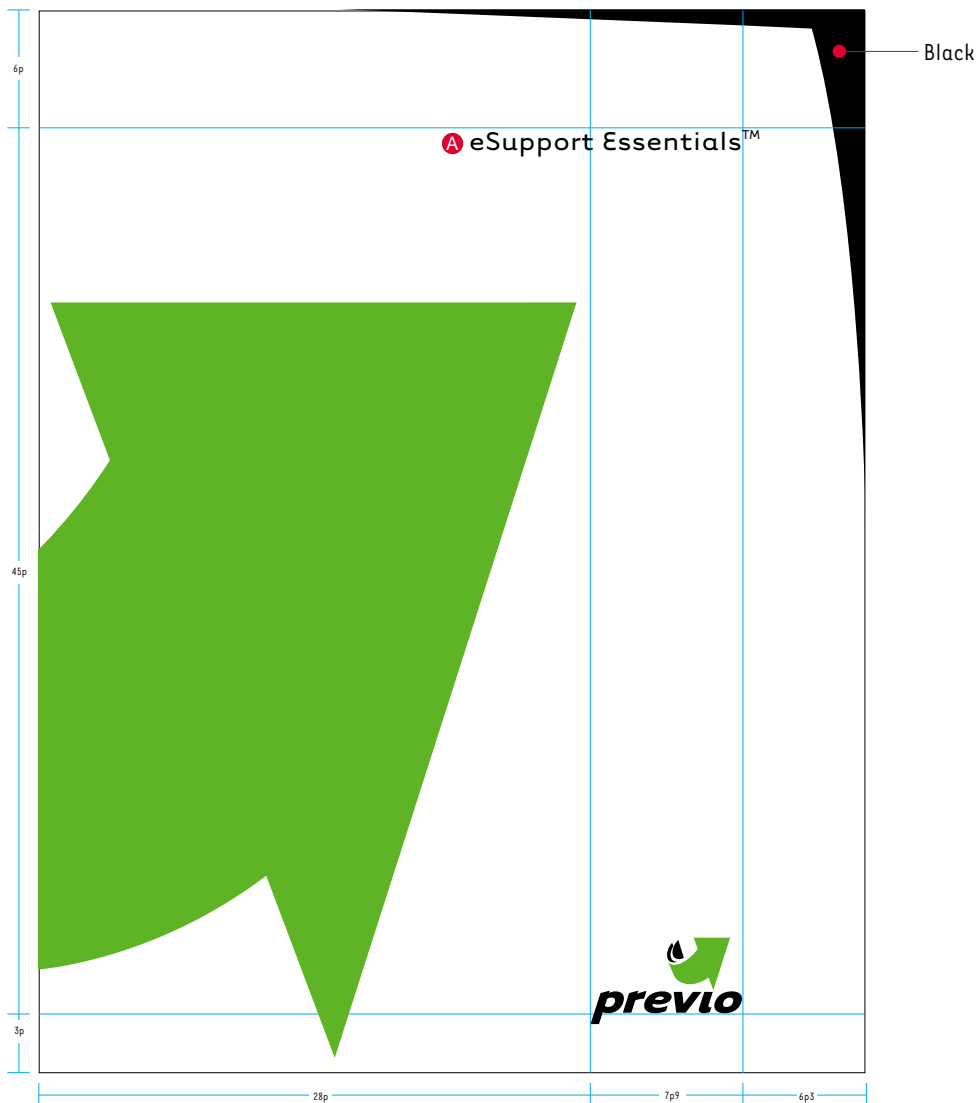
A: Tarzana Wide Bold 18pt.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following Web site: www.previo.com/identity/standards.



User Manual

Typical Left Page

Size:

w-7"(42p) x h-9"(54p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Regular 12pt.

B: Tarzana Wide Bold 13pt / 16pt, space after section head: 1 return.

C: Minion Regular 11pt / 14pt, space after paragraph: 1 return, space after last paragraph: 2 returns.

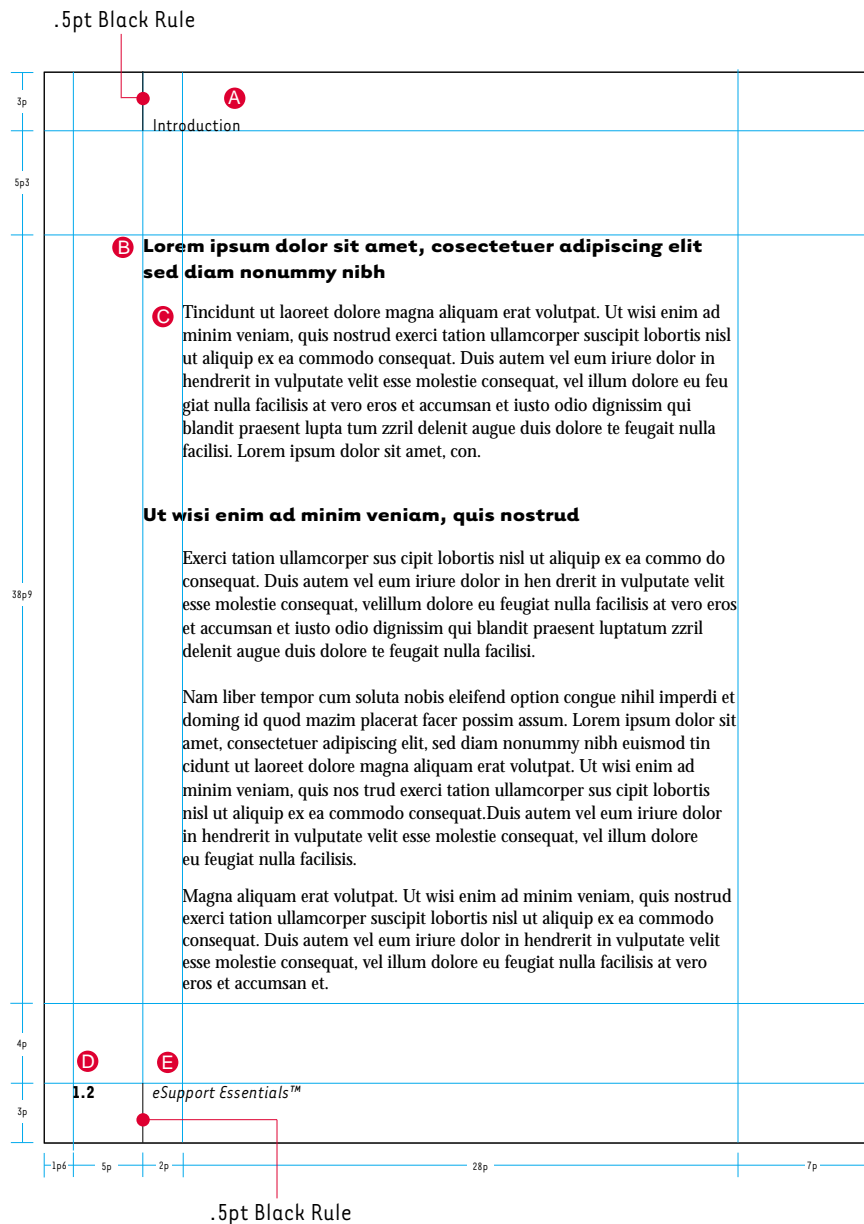
D: Tarzana Narrow Bold 12pt.

E: Tarzana Narrow Italic 12pt.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following Web site: www.previo.com/identity/standards.

User Manual

Typical Right Page

Size:

w-7"(42p) x h-9"(54p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Narrow Bold 12pt.

B: Tarzana Wide Bold 13pt / 16pt, space after section head: 1 return.

C: Minion Regular 11pt / 14pt, space after paragraph: 1 return, space after last paragraph: 2 returns.

D: Tarzana Narrow Bold 12pt.

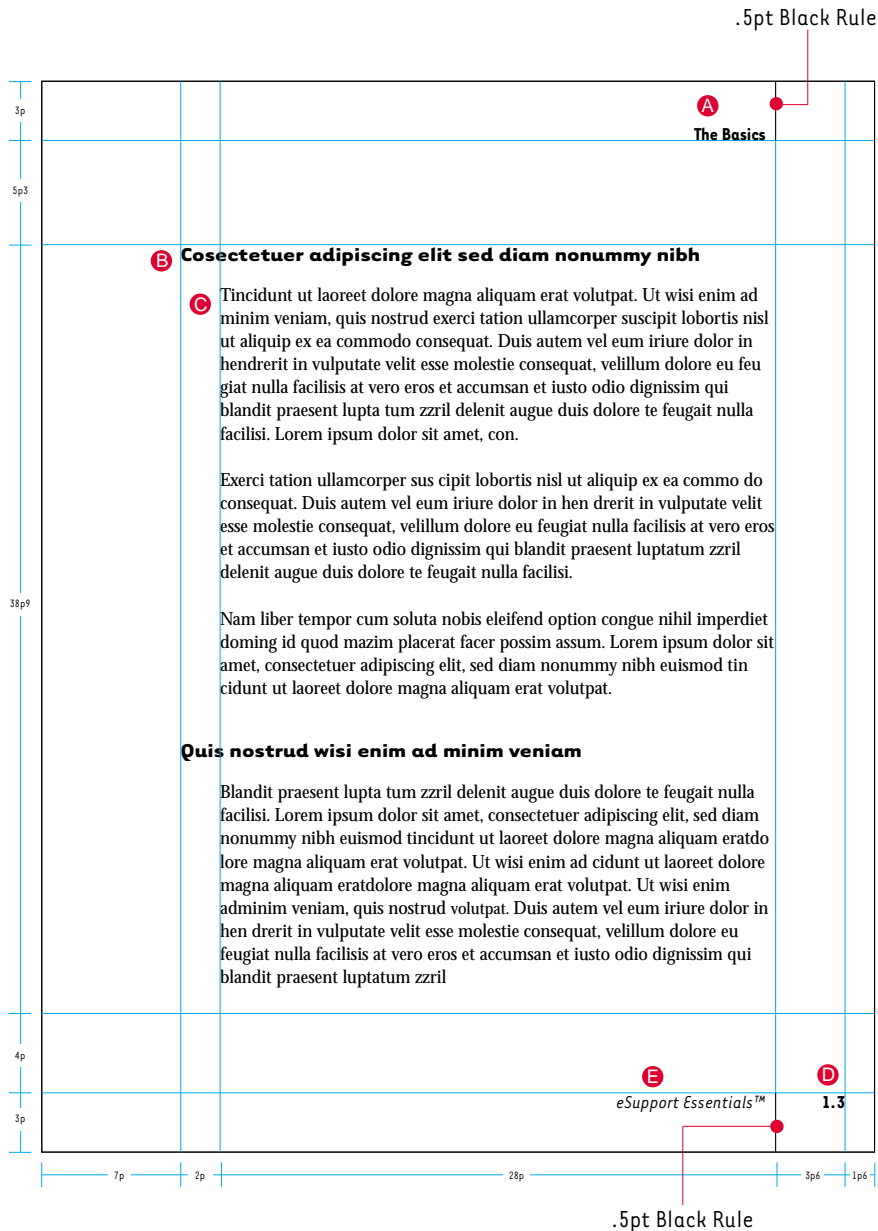
E: Tarzana Narrow Italic 12pt.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following Web site: www.previo.com/identity/standards.



User Manual

Back Cover

Size:

w-7"(42p) x h-9"(54p).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Wide Bold 7.5pt / 9pt.

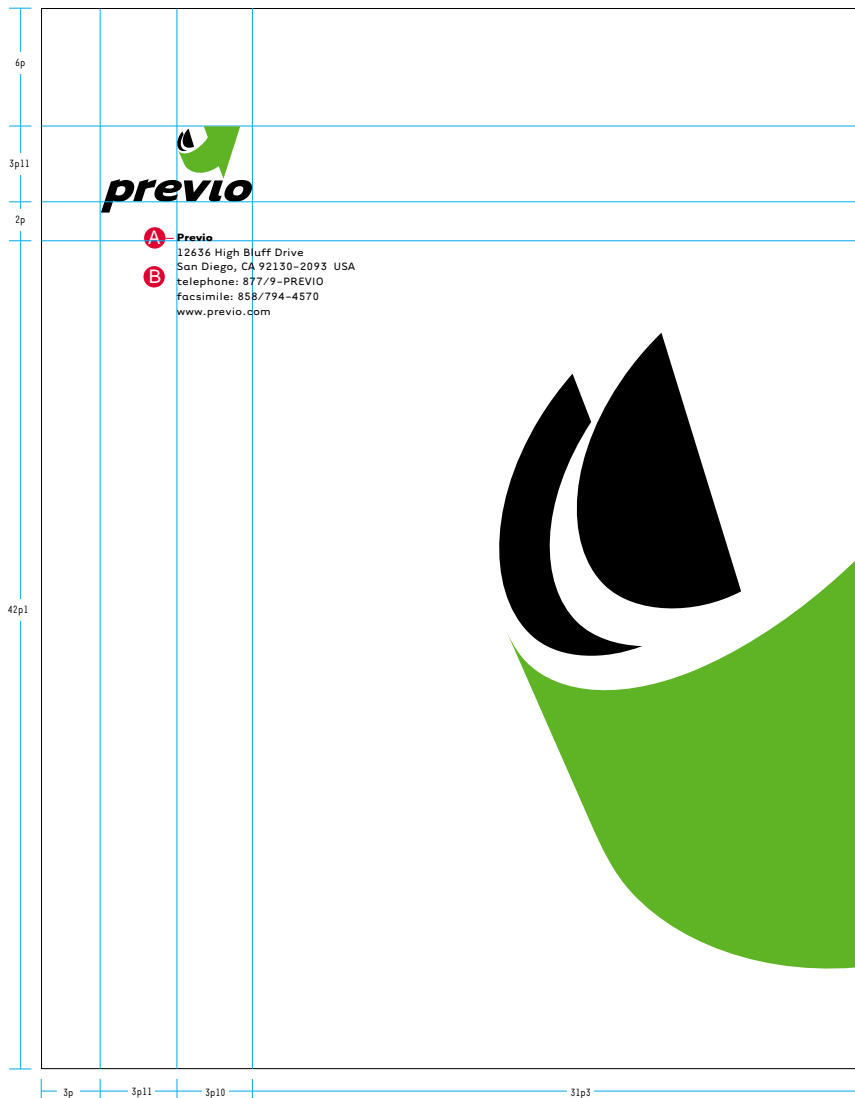
B: Tarzana Wide Regular 7.5pt / 9pt.

Paper Stock:

Classic Crest, Solar White, 28# Writing, Smooth.

Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.



Compact Disc

Size:

d-4.583"(27p6).

Fonts:

Black type unless otherwise indicated.

A: Tarzana Narrow Bold 22pt.

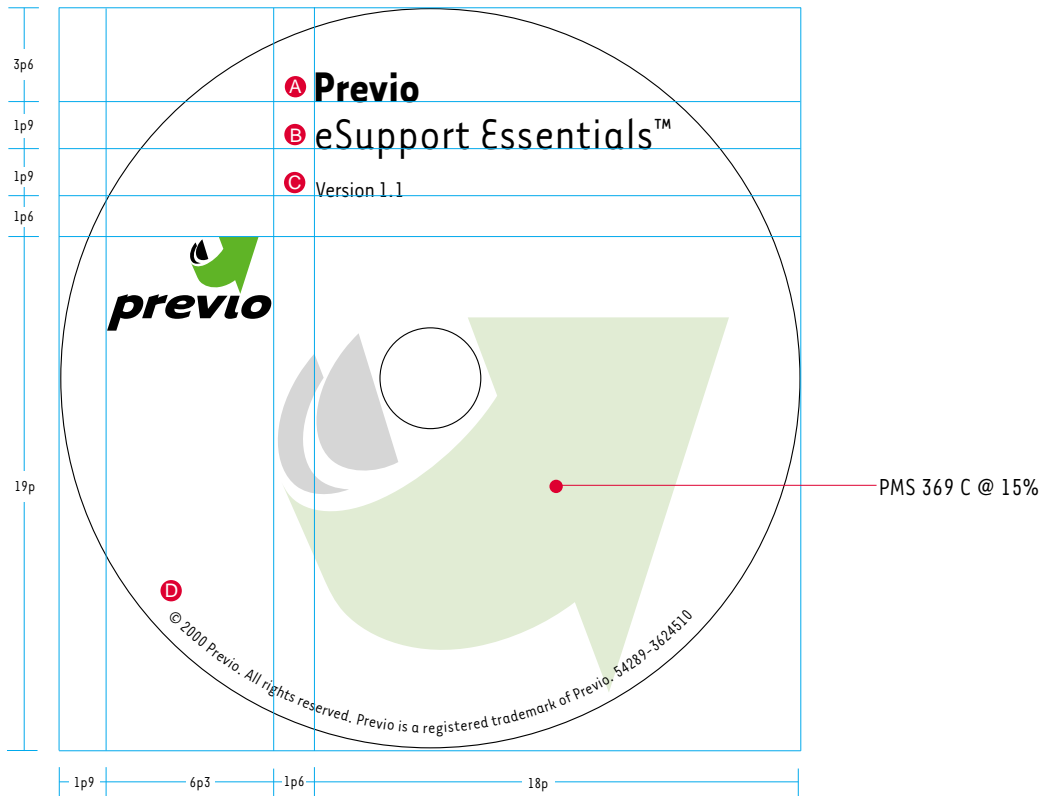
B: Tarzana Narrow Regular 22pt.

C: Tarzana Narrow Regular 11pt.

D: Tarzana Narrow Regular 8pt.

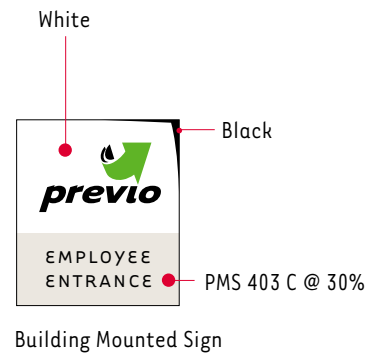
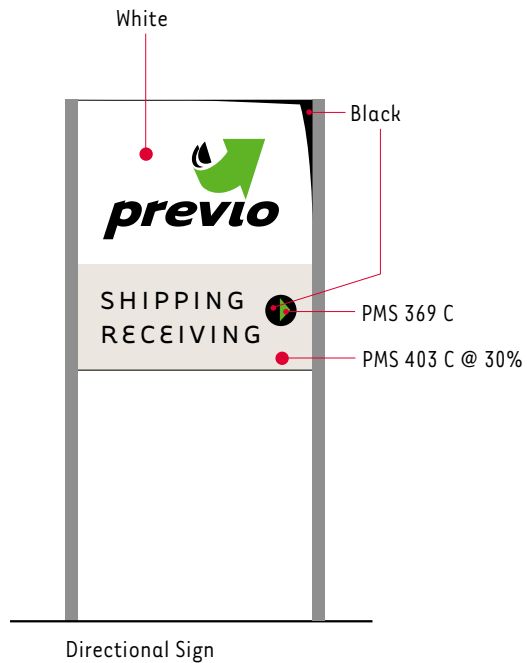
Word Template:

You can download a Word template from the following
Web site: www.previo.com/identity/standards.

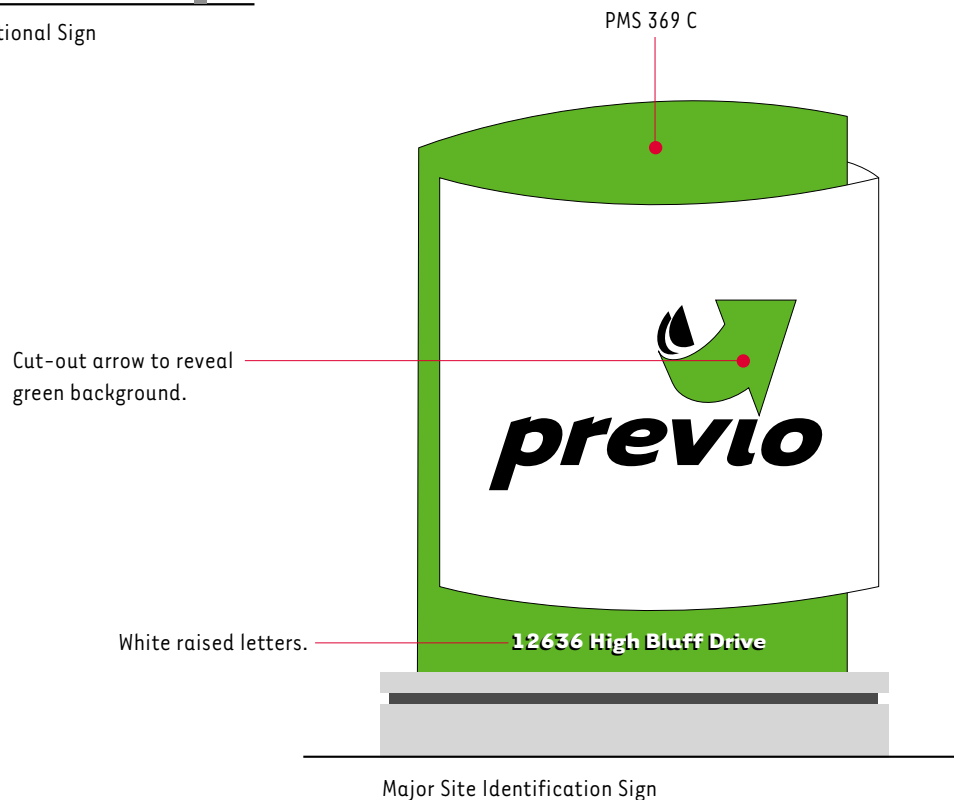


3 - D Applications

Identification Signs	8.1
Trade Show Suggested Usage and Scale	8.2



Directional Sign



Identification Signs

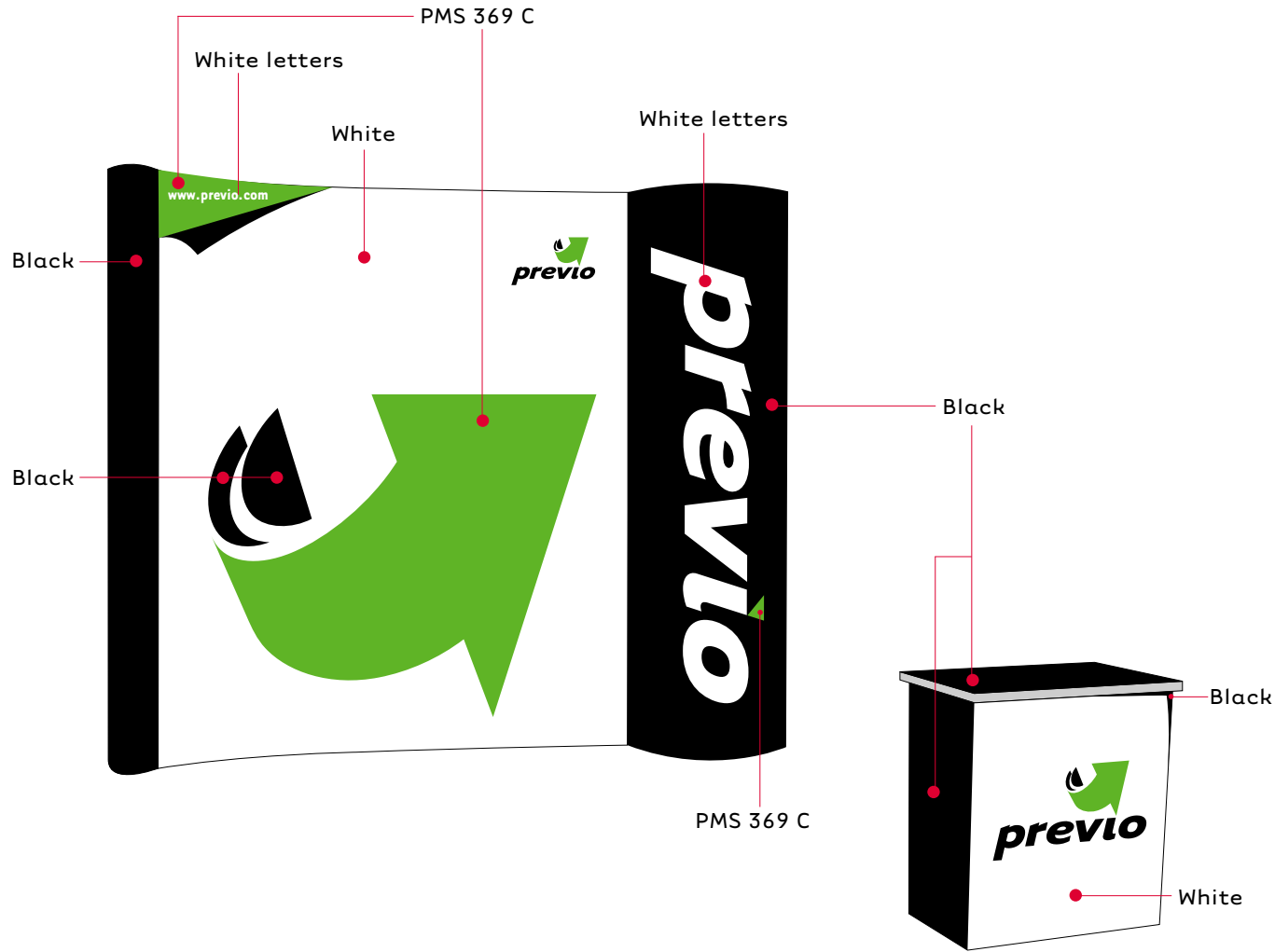
The Previo Signage Program aims at a high standard of design excellence throughout the many forms of sign identification used by the company.

After promotion, advertising and our products themselves, signage carries to the public the next greatest impression of our company name.

The corporate sign system was developed for use by divisions, departments and subsidiaries of Previo in and around owned and leased facilities.

Major site signs should be designed and fabricated individually in accordance with the site architecture. Secondary and directional signs should be coordinated within the Previo facilities department.

Trade Show Suggested Usage and Scale





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