



AlphaPowered

AlphaPowered Identity Standards

COMPAQ

Introduction

The *AlphaPowered™* brand identity was created to increase awareness of Alpha microprocessors in the marketplace and designed to communicate the superior character of Alpha technology. Compaq strongly encourages its business partners to use it in their communications materials.

The brand symbol is the Alpha Cat, a stylized cheetah that instantly brings to mind the qualities of power, speed and agility. In conjunction with the carefully conceived logotype, this symbol sends a clear message about the exceptional nature of Alpha technology. The presence of the Alpha Cat signals to customers that they are purchasing a product powered by unparalleled high-performance technology.

The *AlphaPowered* signature is a trademark owned by Compaq. As such, third parties must be licensed by Compaq to display it.

To safeguard the integrity of the *AlphaPowered* mark and protect against misuse, the guidelines set out in this manual have been established for correct usage. The right to display the *AlphaPowered* signature depends on compliance with these guidelines.

Compaq reserves the right to periodically review any advertising, marketing, promotional or display materials that incorporate the *AlphaPowered* signature. Compaq may require review at any point prior or subsequent to the publication of such materials.

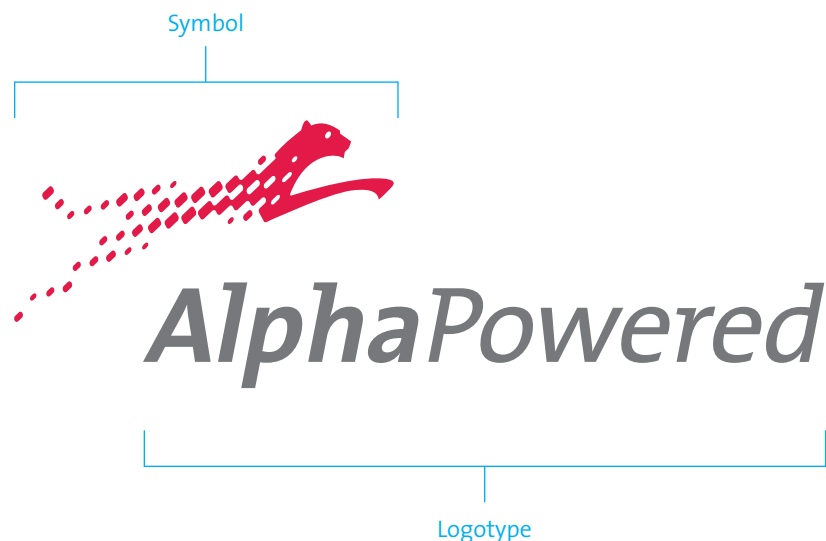
Compaq also reserves the right to determine if materials under review are in compliance with the standards and guidelines set forth in this manual. In cases of non-compliance, Compaq has the right to terminate a partner's use of the *AlphaPowered* signature upon 30 days notice in writing. This will become effective unless the partner in question corrects the problem to Compaq's complete satisfaction within the 30-day period.



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color chips
camera ready art
CD-ROM of electronic artwork



Signature Elements

The *AlphaPowered* signature is composed of two elements which form an integral whole: the symbol and the logotype. Neither the symbol nor the logotype should be displayed independently. The size and position of the two elements in relation to each other should never be altered.

- Never alter or redraw any part of the *AlphaPowered* signature in any way.
- The *AlphaPowered* signature may only be used in connection with products; it may not be used to identify a company or person, as on letterheads or business cards.
- When referring to the *AlphaPowered*[™] trademark in text, always include the “TM” symbol in superscript at the right shoulder of the mark as shown.
- Do not use the *AlphaPowered* trademark or any variation thereof in any product names.

Signature Clear Zone

When displaying the signature in any context, make sure that it is surrounded on all sides by an area which is clear of any distracting graphic elements, such as copy, photography, or background patterns. The purpose of this “clear zone” is to preserve the signature’s integrity and impact in any and all applications. The minimum clear zone is equal to the height of the letter “A” in the *AlphaPowered* signature.

Preferred



Small use



Small use extreme horizontal



Preferred

Electronic artwork for the preferred AlphaPowered signature may be reproduced no smaller than 57 mm or 2.25".



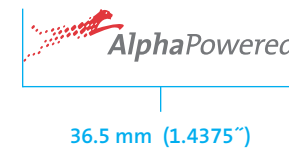
Small use

Electronic artwork for the small use AlphaPowered signature may be reproduced no smaller than 31.5 mm or 1.25".



Small use extreme horizontal

Electronic artwork for the small use extreme horizontal AlphaPowered signature may be reproduced no smaller than 36.5 mm or 1.4375".



Signature Variations

The preferred *AlphaPowered* signature is designed for the greatest impact in the widest variety of applications. However, certain applications call for a modified graphic treatment to optimize the signature's impact. Thus, we have developed the two special versions illustrated here.

Naturally, when the brand is referred to in text the *AlphaPowered* signature should not be used as a read-through. Instead, the name *AlphaPowered* must appear italicized in the text typeface used.

Signature Minimum Acceptable Size

The identity has been designed in such a way as to retain its visual impact in a wide range of sizes. However, there are sizes below which the signature ceases to be clearly legible and is thus diminished in impact. The minimum acceptable sizes are illustrated here.

Positive signatures



Spot color

Alpha Red = Pantone 186
Alpha Gray = Pantone 424

File name: P_2C.eps



WEB

Alpha Red = R: 255, G: 0, B: 0
Alpha Gray = R: 102, G: 102, B: 102

File name: P_WEB.eps



4-color process

Alpha Red = C: 5, M: 100, Y: 70, K: 0
Alpha Gray = C: 0, M: 0, Y: 0, K: 65

File name: P_4C.eps



Black

File name: P_K.eps

Color Variations of the Preferred Signature

Color variations of the preferred signature have been created for each of the different reproduction methods. The spot color and 4-color process (CMYK) versions are shown here. The CD-ROM included at the back of this book contains camera-ready electronic artwork for each of these approved color variations. The electronic file name of each approved color variation is listed below the corresponding illustration.

An RGB version, shown above, has been created for on-screen applications such as broadcast and Web. A black version has been provided for situations in which color reproduction is not an option, as in newspaper advertising or facsimile transmission.

Reverse signatures



Alpha Powered

Spot color

Alpha Red = Pantone 186

File name: P_RKOR.eps



Alpha Powered

WEB

Alpha Red = R: 255, G: 0, B: 0

File name: P_WEBR.eps



Alpha Powered

4-color process

Alpha Red = C: 5, M: 100, Y: 70, K: 0

File name: P_RKO4CR.eps



Alpha Powered

Knockout

File name: P_KO.eps

Color Variations of the Preferred Signature

When a background is too dark for the color positive version of the signature to be clearly legible, a reverse version should be used. The CD-ROM included at the back of this book contains camera-ready electronic artwork for each of these approved reverse signatures. The electronic file name of each signature variation is listed below the corresponding illustration. See Background Control, pages 18-19, for additional information on selecting the correct signature variation.

Artwork has been provided for the spot color, 4-color process (CMYK), RGB and all white color variations.

Positive signatures



Spot color

Alpha Red = Pantone 186

Alpha Gray = Pantone 424

File name: S_2C.eps



4-color process

Alpha Red = C: 5, M: 100, Y: 70, K: 0

Alpha Gray = C: 0, M: 0, Y: 0, K: 65

File name: S_4CP.eps



WEB

Alpha Red = R: 255, G: 0, B: 0

Alpha Gray = R: 102, G: 102, B: 102

File name: S_WEB.eps



Black

File name: S_K.eps

Reverse signatures



Spot color

Alpha Red = Pantone 186

File name: P_RKOR.eps



4-color process

Alpha Red = C: 5, M: 100, Y: 70, K: 0

File name: P_RKO4CR.eps



WEB

Alpha Red = R: 255, G: 0, B: 0

File name: P_WEBR.eps



Knockout

File name: P_KO.eps

Color Variations of the Small Use Signature

A suite of signatures has been provided for applications that require the *AlphaPowered* signature to appear in sizes smaller than 57 mm in width. However, the small use signature must never be reproduced in a size smaller than 31.5 mm or larger than 47 mm.

Color variations of the small use signature have been created for each of the different reproduction methods. The spot color, 4-color process (CMYK) and all black versions are shown here, along with the RGB version for on-screen applications such as broadcast and Web. The black version has been provided for situations in which color reproduction is not an option, as in newspaper advertising or facsimile transmission.

When a background is too dark for the color positive version of the signature to be clearly legible, a reverse version of the small use signature should be used. They have been provided in spot color, 4-color process (CMYK), RGB and all-white color variations.

The CD-ROM included at the back of this book contains camera-ready electronic artwork for each of these approved reverse signatures. The electronic file name of each signature variation is listed below the corresponding illustration. See Background Control, pages 18-19, for additional information on selecting the correct signature variation.

Positive signatures



Spot color

Alpha Red = Pantone 186

Alpha Gray = Pantone 424

File name: SH_2C.eps



4-color process

Alpha Red = C: 5, M: 100, Y: 70, K: 0

Alpha Gray = C: 0, M: 0, Y: 0, K: 65

File name: SH_4CP.eps



WEB

Alpha Red = R: 255, G: 0, B: 0

Alpha Gray = R: 102, G: 102, B: 102

File name: SH_WEB.eps



Black

File name: SH_K.eps

Reverse signatures



Spot color

Alpha Red = Pantone 186

File name: SH_RKOR.eps



4-color process

Alpha Red = C: 5, M: 100, Y: 70, K: 0

File name: SH_RKO4R.eps



WEB

Alpha Red = R: 255, G: 0, B: 0

File name: SH_WEBR.eps



Knockout

File name: SH_KO.eps

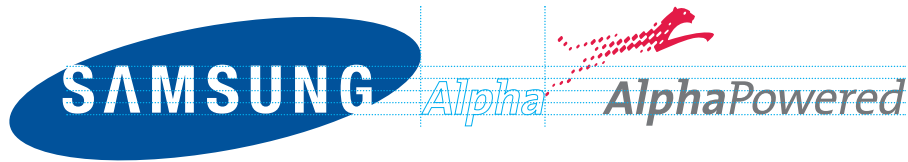
Color Variations of the Extreme Horizontal Small Use Signature

A suite of signatures has been provided for applications that require the *AlphaPowered* signature to appear in sizes smaller than 57 mm in width and in a horizontal arrangement to accommodate space constraints. The Alpha Cat has been redrawn to enhance its impact at small sizes and the relative positions of the symbol and the logotype have been modified. The extreme horizontal small use signature must never be reproduced in a size smaller than 36.5 mm or larger than 54 mm.

Color variations of the extreme horizontal small use signature have been created for each of the different reproduction methods. The spot color, 4-color process (CMYK) and all black versions are shown here, along with the RGB version for on-screen applications such as broadcast and Web. The black version has been provided for situations in which color reproduction is not an option, as in newspaper advertising or facsimile transmission.

When a background is too dark for the color positive version of the signature to be clearly legible, a reverse version of the extreme horizontal small use signature should be used. They have been provided in spot color, 4-color process (CMYK), RGB and all-white color variations.

The CD-ROM included at the back of this book contains camera-ready electronic artwork for each of these approved reverse signatures. The electronic file name of each signature variation is listed below the corresponding illustration. See Background Control, pages 18-19, for additional information on selecting the correct signature variation.



Thesis Sans Semi Light – Plain
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%&

Thesis Sans Semi Light – Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%&

Thesis Sans Semi Bold – Plain
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%&

Thesis Sans Semi Bold – Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%&

Thesis Mix – Plain
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%&

Thesis Mix – Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%&

Thesis Mix Semi Bold – Plain
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%&

Thesis Mix Semi Bold – Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%&

Thesis Mix Extra Bold – Plain
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&

Using the *AlphaPowered* Signature with the Compaq Brand or A Partner's Logo

The *AlphaPowered* signature should never appear together with the Compaq NonStop signature. However, it may be accompanied by the Compaq brand or a partner's logo. In this case, the *AlphaPowered* signature should be placed to the right of the accompanying logo, separated from it by a minimum distance equal to the length of the word "Alpha" in the signature.

The *AlphaPowered* signature should be on the same baseline as the letterforms in any accompanying logos. Further, the height of the letterforms in the *AlphaPowered* signature must be equal to three-quarters of the height of the letterforms in any accompanying logo.

Typography

For a consistent and highly readable presentation, information about Compaq is printed in a modified Agfa Thesis font family, one of the company's two corporate typefaces. Dynamic and contemporary, the Thesis family comprises 9 different typestyles, giving designers wide scope. The Thesis Sans typestyles speak in Compaq's more technical and practical voice — perfect for product information. Easy to read, they Thesis Mix semibold is used for all product names.



Color Palette











The *AlphaPowered* colors are drawn from the standard Compaq color palette. The use of these colors — and only these colors — ensures that the *AlphaPowered* signature harmonizes with the overall Compaq identity system.

In lieu of the Compaq colors specified throughout this guide, you may use the PANTONE colors referenced above, the standards for which are shown in the current edition of the PANTONE Color Formula Guide.

The colors shown throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

PANTONE® is a registered trademark of Pantone, Inc.















		PANTONE	C	M	Y	K	R	G	B
		(WEB Color Values)							
	Alpha Red	186	5	100	70	0	255	0	0
	Alpha Gray	424	0	0	0	65	102	102	102

		PANTONE	C	M	Y	K	R	G	B
		(WEB Color Values)							
	Compaq Dark Blue	2768	100	90	0	60	0	0	51
	Compaq Dark Green	576	56	0	91	38	0	153	51
	Compaq Dark Purple	2627	80	100	0	35	102	0	102
	Compaq Orange	1375	0	45	90	0	255	153	0
	Compaq Yellow	122	0	10	70	0	255	204	0
	Compaq Blue	2718	70	40	0	0	153	153	204
	Compaq Light Green	367	30	0	70	0	204	255	153
	Compaq Medium Purple	2593	65	100	0	0	no equivalent		
	Compaq Medium Gray	Cool Gray 6	0	0	0	40	102	102	102
	Compaq Light Gray	Cool Gray 2	0	0	0	15	204	204	204

Acceptable background colors—positive signatures

	Color positive	Color reverse
White		
Compaq Orange		
Compaq Dark Blue		
Compaq Yellow		
Compaq Dark Purple		
Compaq Medium Purple		

Acceptable background colors—reverse signatures

	Reverse knockout	B&W positive
White		
Compaq Orange		
Compaq Dark Blue		
Compaq Yellow		
Compaq Dark Purple		
Compaq Medium Purple		
Alpha Red		
Compaq Dark Green		
Compaq Blue		
Alpha Gray		
Compaq Light Green		
Compaq Medium Gray		
Compaq Light Gray		

Background Control

The signature's impact is affected by the background against which it is displayed. It is important to ensure that any background offers sufficient contrast for the *AlphaPowered* signature to be clearly visible. Only the colors illustrated in the following pages are suitable as signature backgrounds.

The *AlphaPowered* signature performs best in the color positive version against a white background. Accordingly, this is the preferred presentation. The acceptable alternatives shown here should be used only when the demands of a particular application rule out the use of the preferred presentation, for example, when a document is to be printed in only one color.



Do not change the colors of the signature.



Do not distort the signature.



Do not place the signature on an angle.



Do not place the signature on a textured background.



Do not reverse the colors of the signature.



Do not outline the signature elements.



Do not change the position of the signature elements.



Do not place the signature on a background without enough contrast.



Do not typeset the signature.



Do not place the signature in text as a read through.



Do not place the signature in a shape.



Do not place the signature on a distracting background.

Signature Misuse

A consistent presentation is essential for the signature to perform at its best and command instant recognition wherever it appears. This is why the *AlphaPowered* signature must never be altered in any way. Some undesirable modifications are illustrated here to underscore the general rule that the signature must always be reproduced intact and in keeping with the guidelines in this document.



Do not incorporate the signature with other artwork or symbols.



Do not create a new signature.



Supergraphic

The supergraphic shown here is a design element derived from the Alpha Cat brand symbol. It should be used on publication covers and as a background to echo the signature and underscore the qualities of power, speed and agility associated with the brand.

The supergraphic is created using a 90% tint of the background color. Any of the primary or secondary colors in the *AlphaPowered* palette may be used. On a white background, the supergraphic is created using 5% of Pantone 424. The supergraphic may also be used as a varnish.

When creating a supergraphic, the head of the Alpha Cat must never be cropped and the image can bleed on no more than three sides. The height of the supergraphic must be at least six times that of the *AlphaPowered* signature itself.

Only the preferred version of the *AlphaPowered* signature may be used to create a supergraphic. The special small versions of the signature should never be used for this purpose.

AlphaServer ES40



AlphaServer GS320



Product Identification — AlphaServer systems example

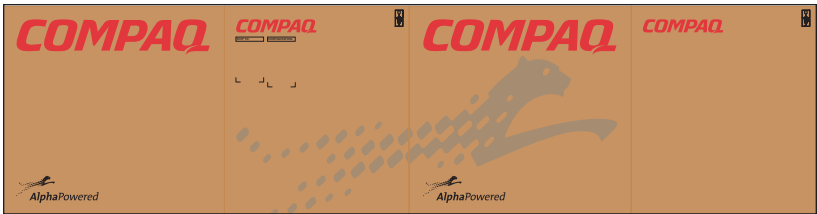
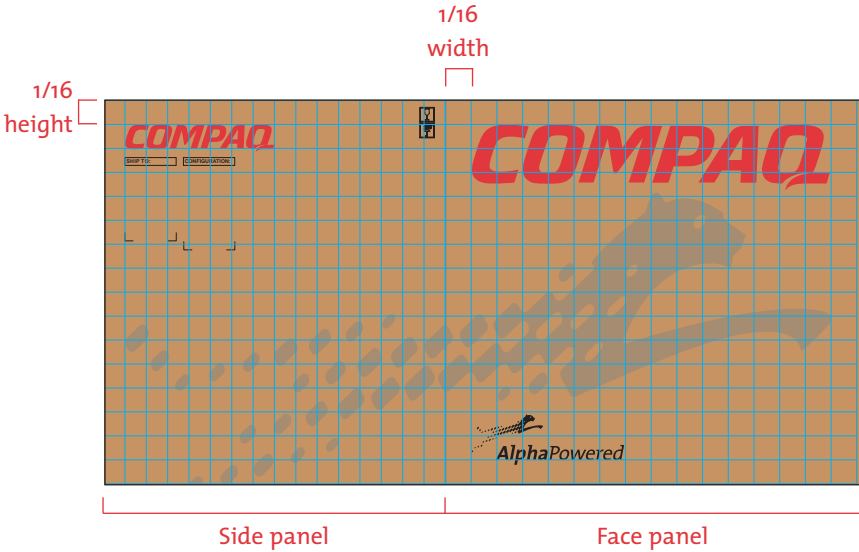
Product identification appears on all AlphaServer systems and workstations. The AlphaPowered signature and the AlphaServer model number must appear in a prominent place on the server front.

In the illustrated examples, the AlphaPowered signature is placed to the right of the face panel and the AlphaServer model number is placed beneath the Compaq logo.

On a blue surface, the Signature is printed in AlphaPowered Red (Pantone 186) and Silver (Pantone 877) and model number is printed in Silver (Pantone 877). On a light gray surface the Signature is printed in AlphaPowered Red (Pantone 186) and AlphaPowered Gray (Pantone 424) and model number is printed in AlphaPowered Gray (Pantone 424).



Face panel



26 | 27

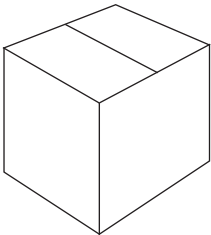
Product Packaging — Example

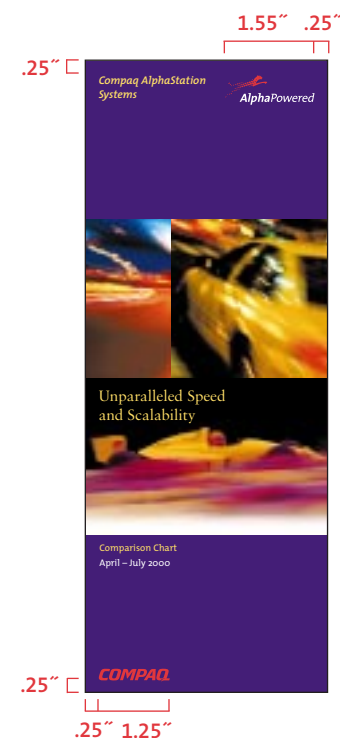
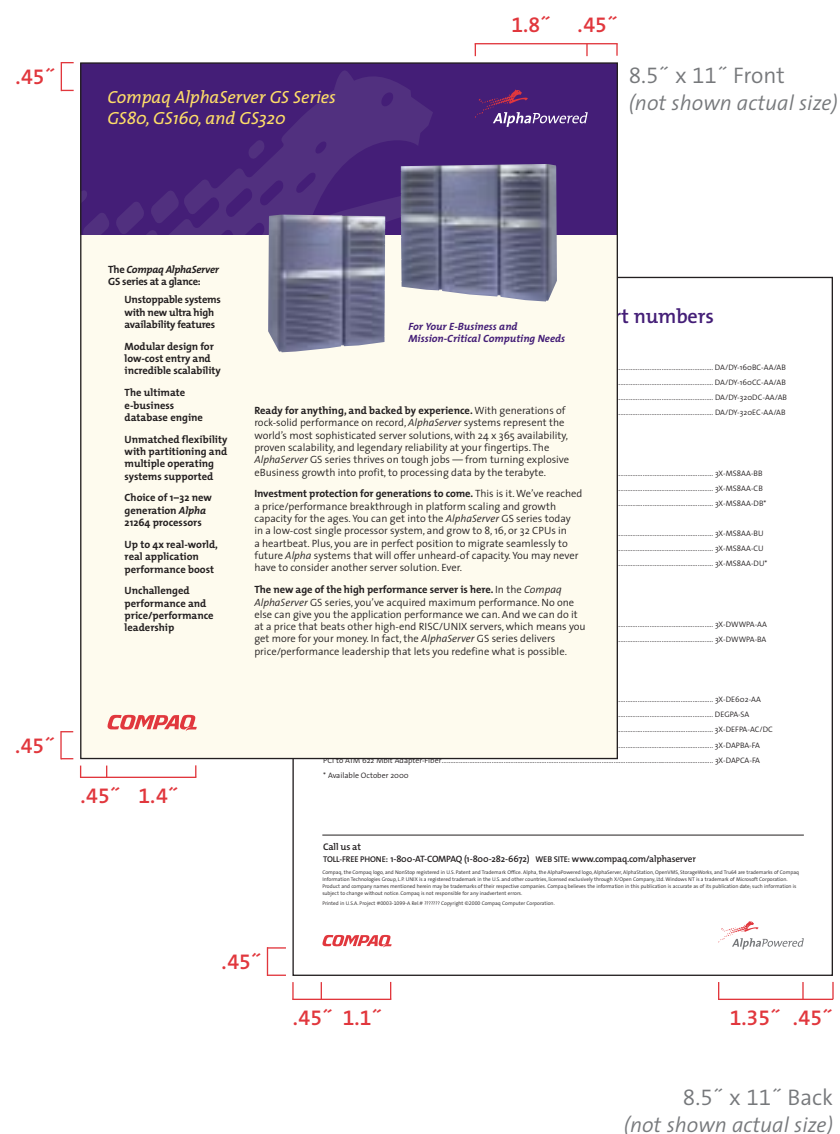
The grid for our shipping box is created by dividing the width and the height of each panel into 16 symmetrical columns and rows. On all sides the horizontal and vertical margins against which text and graphics are positioned are equal to 1/16th of the panel's height and width.

The Compaq signature is prominently displayed at the top of the box face, spanning 14 of the 16 total columns. The *AlphaPowered* signature appears on the bottom left, spanning 6 columns.

The *AlphaPowered* supergraphic is positioned so that the Alpha Cat appears on the box face. The supergraphic wraps around the side and bottom panels. A 1/16 margin is preserved on both the right and left sides of the supergraphic.

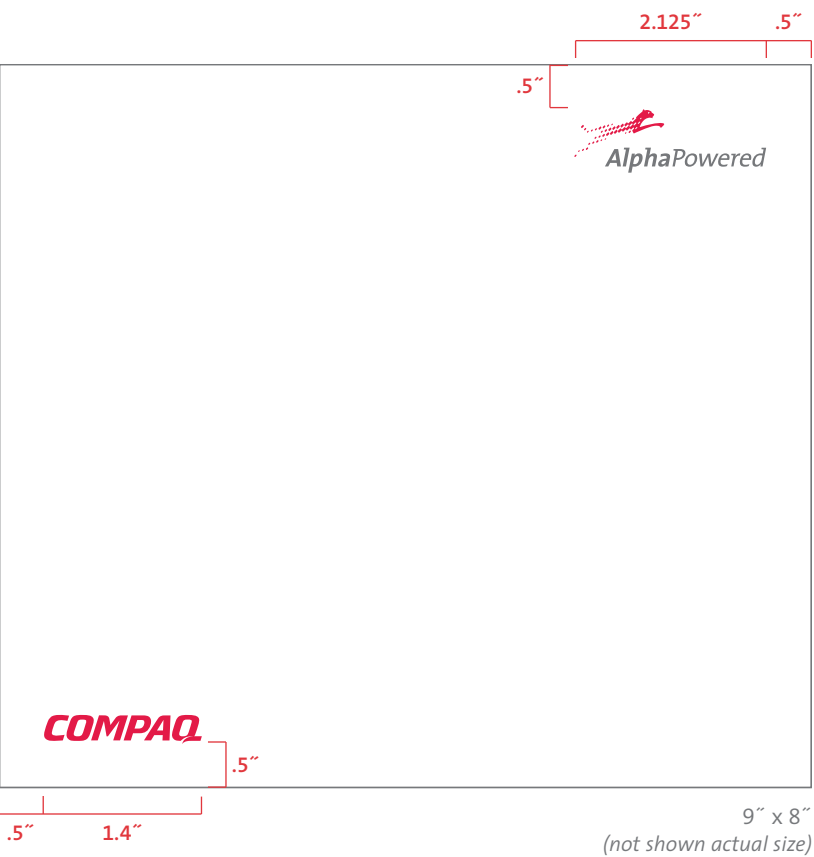
Inks printed on corrugated material are specified with GCMI “Flexo Color Guide”, the standard for most packaging suppliers. The Compaq logo is specified as GCMI 76 (Red), the AlphaPowered logo is specified as GCMI 90 (Black), the Alpha Cat image is specified as GCMI 970 (Gray). The Alpha Cat is printed as a 40% screen.





Print and Literature

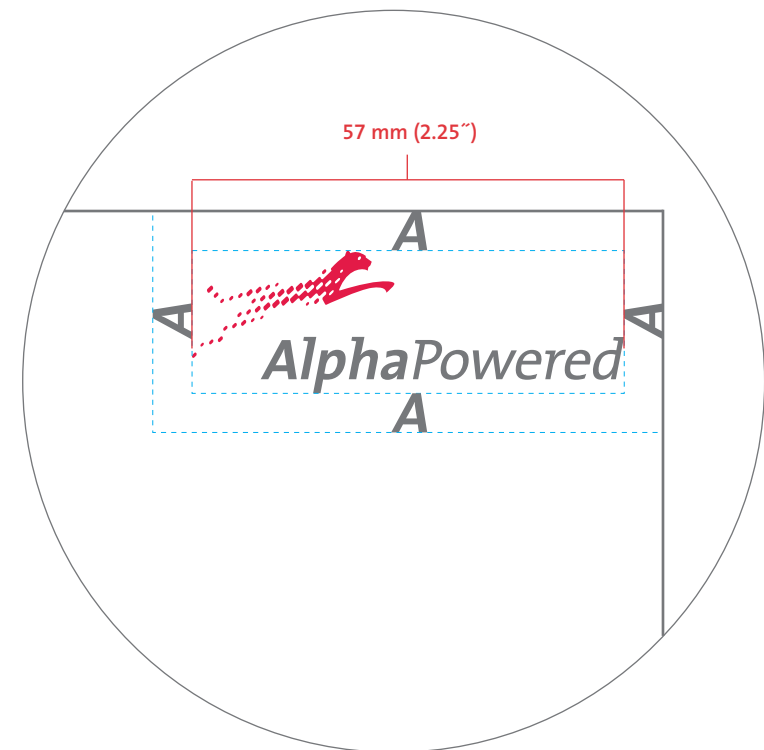
All printed material pertaining to *AlphaPowered* products and technology is designed in conformity with the Compaq brand identity system. The sample publication above illustrates the placement of the *AlphaPowered* signature on front and back pages. The supergraphic may also be used in the layout, as shown. More information about Compaq brand identity standards is available on the Compaq Web Site at: compaq.com.



Trade Advertising

AlphaPowered trade advertisements must be consistent with the Compaq corporate advertising campaign. The AlphaPowered signature and the Compaq brand should be prominently displayed in the standard size and position illustrated above. When the signatures cannot appear in the

standard positions due to the constraints of a particular layout, it is essential to maintain the size relationship between the AlphaPowered and Compaq signatures. See Using the AlphaPowered Signature with the Compaq Brand or a Partner's Logo, pages 14-15





Web Pages

Several pages on the Compaq Website provide information about the Alpha systems. They are designed in keeping with the Compaq brand identity standards. On the Alpha systems home page the *AlphaPowered* signature is prominently displayed in the banner ad, in the approved size relationship to the Compaq brand. The signature should be placed on the left-hand side of the banner 42 pixels high, centered top and bottom 18 pixels from the left margin.

On all Alpha product pages the signature should appear at the bottom of the text portion of the screen as an endorsement. It should be 25 pixels high, aligned flush left with the text. The clear zone around the signature should be maintained.

More information about the Compaq brand identity standards is available on the Compaq Website at: compaq.com.



Premiums

Brands make a fashion statement. Elegant and tasteful presentations invite customers, employees and partners to wear the Compaq and AlphaPowered brands with confidence and pride. This contributes to building brand awareness and brand equity.

Apparel and promotional items should carry clear and simple graphics that reinforce the brand identity. The materials and workmanship should reflect the high quality standards of the brand.

If space is limited, please use the lock-up of the Compaq and AlphaPowered brands shown above. And please consult page 5 for the minimum acceptable signature size.

Dick Price
Director of Marketing – Alpha Technology
508-467-2483

Frank Cornine
Product Marking & Labeling
HPSBU Engineering and Customer Satisfaction
Compaq Computer Corporation
200 Forest Street MRO1-3/K23
Marlboro, MA 01752
Tel: 508.467.8756
Fax: 508.467.6796
Email: frank.cornine@compaq.com

Match Color Chips
Coated

[illegible]

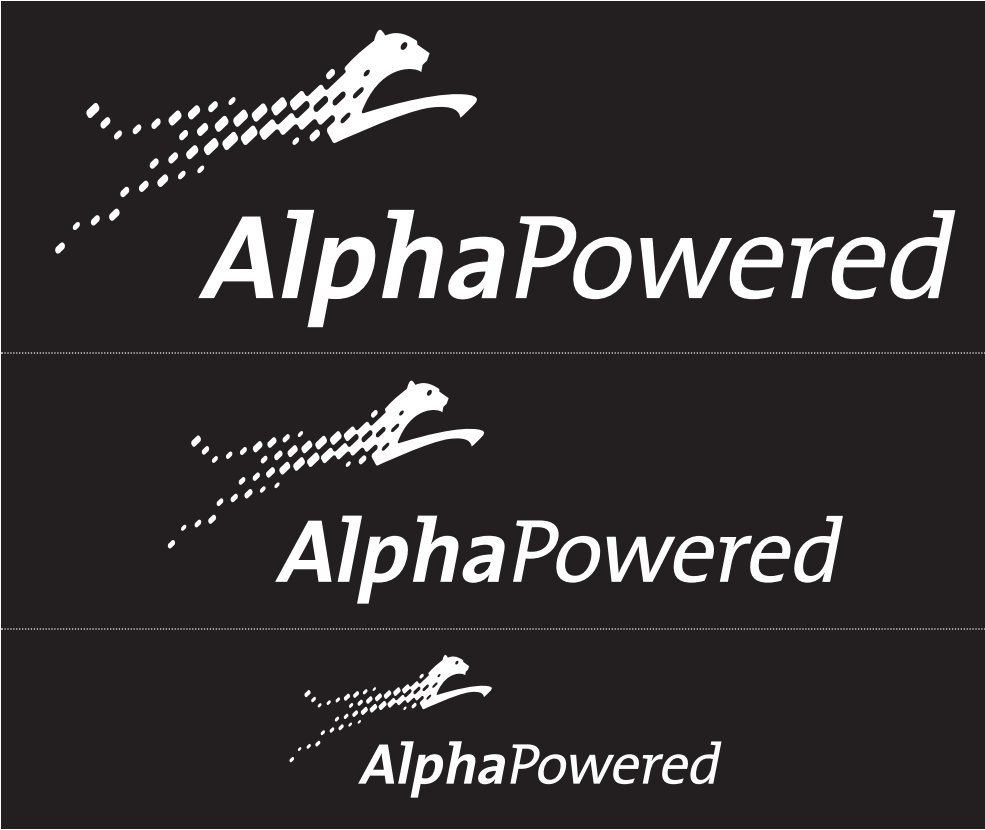
In lieu of Alpha Red you may use PANTONE®* 186C, as shown in the current edition of the PANTONE® Color Specifier. **The colors shown on this page and throughout this manual are not intended to match the PANTONE® Color Standards.**

*PANTONE® is a registered trademark of Pantone, Inc.

In lieu of Alpha Red you may use PANTONE®* 186U, as shown in the current edition of the PANTONE® Color Specifier. The colors shown on this page and throughout this manual are not intended to match the PANTONE® Color Standards.

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Preferred Signature



Small-Use Signature



Small-Use Extreme Horizontal Signature



Camera Ready Art – Reverse Signatures

The samples on this sheet should be used for reproducing the *AlphaPowered* signature when you are not able to use the camera-ready electronic artwork provided on the enclosed CD-ROM.

Always produce the *AlphaPowered* signature in the authorized colors. See Background Control, pages 18-19.

The minimum acceptable size of the *AlphaPowered* signature is 57 mm (2.25”) in width.

The minimum acceptable size of the *AlphaPowered* small use signature is 31.5 mm (1.25”) in width.

The minimum acceptable size of the *AlphaPowered* extreme horizontal small use signature is 36.5 mm (1.4375”) in width.