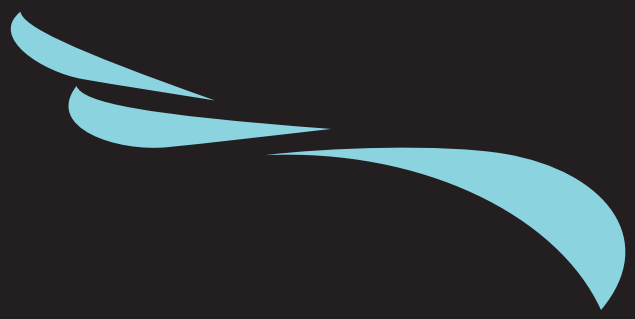


WORLDMATE®

STYLE GUIDE

WEB VERSION ~ JUNE 16, 2008

LOGO COMPONENTS

The WORLDMATE® logo is comprised of the WORLDMATE® wing and the WORLDMATE® logotype. It should not be altered in any manner that is not described in this style guide.

The acceptable WORLDMATE® logo variations are distributed in the following formats: EPS, TIFF, JPG, and PNG. They should never be recreated. These formats can be imported into most computer applications for a variety of uses. The size of the WORLDMATE® wing in relation to the WORLDMATE® logotype is set as shown on this page and must be in the same proportion if reduced or enlarged. Never resize individually. They should be treated as one unit. Before resizing, the height and widths of each should be locked together before scaling.

LOGO AND TAGLINE

WORLDMATE®

Go in the Know™

The WORLDMATE® logo should be used with the tag line, "Go in the know™" wherever space permits. Go in the Know™ has a Trademark, to be used in superscript. Follow the examples on this page for the logo positioning and tag line proportions.

WORLDMATE®

Go in the Know™

WORLDMATE® Go in the Know™

CLEAR SPACE AROUND LOGO

In order to present the logo in a clear manner, it is important that no other objects or text are too close to the logo. The space surrounding the logo is referred to as "clear space". The minimum clear space around the logo should be equal to the width of the "M". No type or any other element should be positioned inside this clear space. This measurement should be constant regardless of the logo size or format.

LOGO COLOR SPECIFICATIONS

pantone 3105	RGB = 97, 194, 211 CMYK = 51%, 0%, 14%, 0% HEX = 61C2D3
pantone 431	RGB = 77, 87, 95 CMYK = 65%, 51%, 44%, 16% HEX = 4D575F

LOGO IN BLACK AND WHITE

When using the logo in black and white, the WORLDMATE® logotype should be 100% black and the WORLDMATE® wing should be screened to 50% black.

If the situation calls for the WORLDMATE® logo to be on a black background (still limited to black and white), the logotype should be 100% knocked out to white, as shown below.

LOGO MISUSE

WORLDMATE™

Never create your own logotype.
Also, the logotype should never be in italics.

WORLDMATE®

There should never be an outline
around the logotype or wing.

WORLDMATE®

Never change the proportion between
the logotype and the wing.

WORLDMATE®

The wing cannot be rotated or resized.

WORLDMATE®

Never use the logotype or wing in any color
other than the approved PMS colors indicated
in this style guide.

WMATE®

Never abbreviate the logotype.

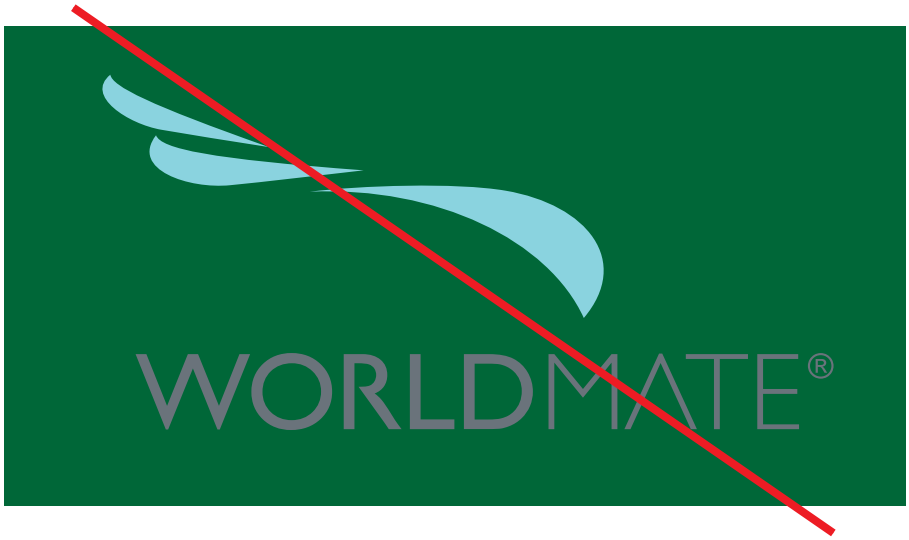
LOGO USAGE ON COLORED BACKGROUNDS

Logo use on a dark neutral background. Retain PMS colors if legible. Otherwise, knock out logotype to white.

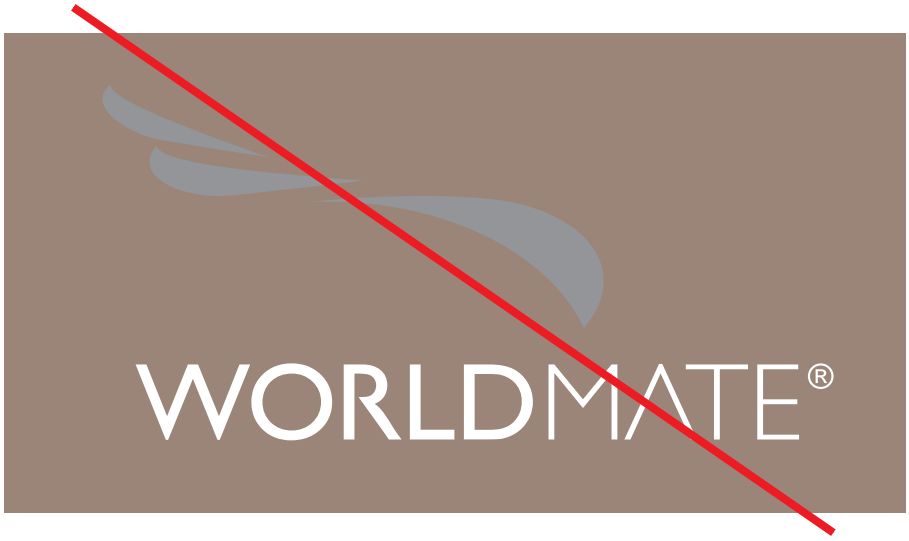
Logo use on a colored background. Use black and white version, either normal or knocked out as shown here.

Logo use on a light neutral background. Retain PMS colors if legible. Otherwise, shift logotype to black.

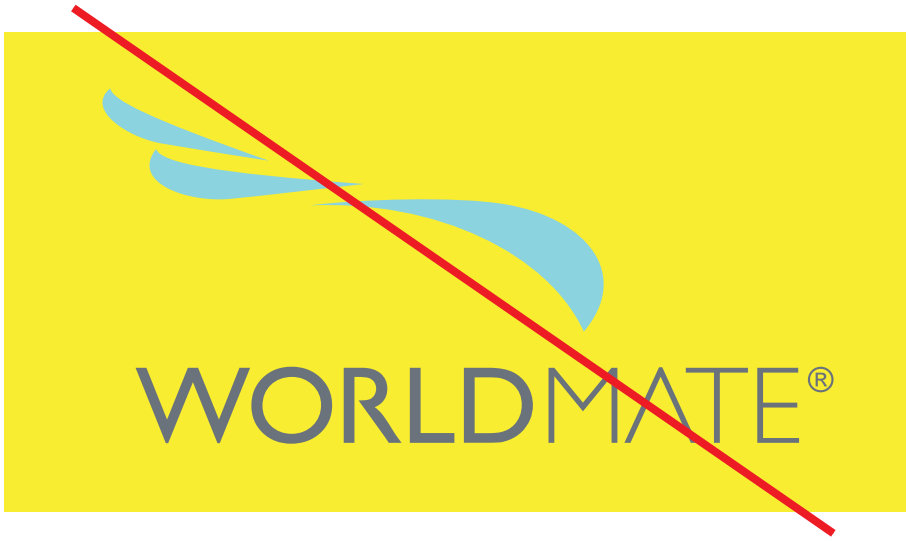
IMPROPER USE ON COLORED BACKGROUNDS



The background is not neutral enough to use the PMS colored logo.



Insufficient contrast between logo and background color.



The background is not neutral enough to use the PMS colored logo.

COMPANION LOGO TREATMENT

When the WORLDMATE™ logo is placed with another company's logo, care shoud be taken to follow both company's logo specifications.

On a WORLDMATE brand piece, the WORLDMATE logo should have more prominent placement, previous specifications for free space should be followed and it should be 20% larger than the corresponding logo.

WORLDMATE® Microsoft®

On a co-sponsored piece, the logos should be equally sized. The WORLDMATE logo should not appear smaller than a co-sponsor's logo. Specifications for minimum free space should be followed.

Microsoft® WORLDMATE®

WORLDMATE LIVE

The WORLDMATE LIVE™ logo should abide by the same guidelines as the WORLDMATE ® branding, in terms of color, proportions, clear space, typography, and other design elements. All versions are also available electronically. Please note the examples below.

WORLDMATE LIVE™

WORLDMATE LIVE™

WORLDMATE LIVE™

WORLDMATE LIVE™
Go in the Know™

The WORLDMATE LIVE®
application icon:

32x32

24x24