



Corporate Guidelines
October 2002

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Logotypes



These logotypes explain who Waveidea is - simply and directly. Do not modify or disassemble them in any way, and feel free to use them in all applications, unless noted otherwise somewhere in these guidelines.



Clear Space



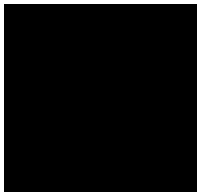
Please maintain a minimum area of clear space around all sides of the Waveidea logotype. It will ensure that the brand gets the importance it deserves.

Brandline



A brandline and lockup has been developed to explain what Waveidea offers to its clients. Use this lockup whenever deemed appropriate, and refrain from modifying it in any way.

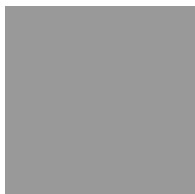
Color Palette



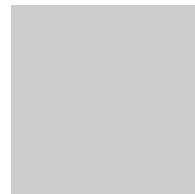
Black
CMYK 0 0 0 100
RGB 0 0 0



Orange
CMYK 0 51 87 0
RGB 247 146 57



Grey 1
CMYK 0 0 0 40
RGB 153 153 153



Grey 2
CMYK 0 0 0 20
RGB 204 204 204

Color is an important element in the visual identity of Waveidea. This palette will help maintain a coherent look. The primary colors are orange and black, with a group of neutral greys.

Typography

Helvetica Neue Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ORACLE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

These typefaces have been chosen carefully to represent Waveidea personality. Use whenever possible, and replace with generic versions in such instances where they are not available.

Do Nots



These are a few examples of misuse of Waveidea's logotype. Do not modify it in any way, and follow the directions in these guidelines for the creation of all communication pieces. It will help create a consistent and thoughtful representation of the company to its customers.