



STYLE

GUIDE



STYLE GUIDE

Revision 1 - September 2002

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Introduction

This trademark usage guide was drafted to protect and strengthen the **iMAT** mark. Developing a mark involves a commitment from HBN, Inc., and its licensees, and reciprocal trust from its customers. A large part of that trust comes from maintaining a consistent message and trade identity. The consistency of the **iMAT** message is supported through a consistent identity for its marks.

This document provides the guidelines for portraying the **iMAT** mark. Some of these guidelines are extremely specific, and others are directional in order to allow personal judgement according to the specific piece of communication being developed. If a question or an unusual situation should arise, please contact:

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iMAT trademarks and service marks identify and distinguish the products and services of HBN, Inc., from those of other companies. The **iMAT** mark must be a single word; a logo, a design or a combination of the foregoing used to identify a single source of HBN, Inc's., products. Additionally, the marks symbolize quality and goodwill.

RULES OF USE

- The **iMAT** mark should always be used as an adjective, followed by a generic noun.
- An easy way to find out if you're following this rule is to remove the trademark from the sentence to confirm that a complete and grammatically correct sentence still exists.
- **iMAT** mark should never be used as a verb.
- **iMAT** mark should never be altered or appended to in any way: no hyphens, slashes, prefixes, suffixes, etc.
- **iMAT** mark should never be abbreviated.
- The **iMAT** words mark should always be set off from surrounding text in one of the following ways:
 - a. Quotation marks
 - b. Different colors
 - c. All upper-case letters
 - d. Distinctive lettering that has been approved by **iMAT**
 - e. Using the mark with the word "brand."
- Observe the Do's and Don'ts guidelines on the next page.
- The **iMAT** mark should always be displayed with the proper trademark symbol and notice.
- The trademark symbol TM should be used with the **iMAT** mark preferably as a superscript or subscript, otherwise in parentheses (TM).
- You may not include the Registered Trademark ® mark, without being granted such mark from the USPTO (United States, Patent and Trademark Office).
- When an **iMAT** mark is used in an advertisement, the following phrase should appear, in a 7 point or larger font size, somewhere in the advertisement, usually at the bottom of the page,

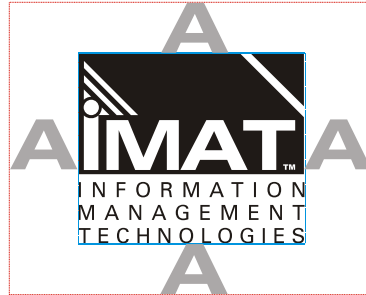
iMAT Information Management Technology is a registered trademark of HBN, Inc.



Do's & Don'ts

Do's

The iMAT logo should be surrounded by ample space. The exclusion zone must be observed. An exclusion zone equal to the height or width of the letter **A**.



Do use logos provided by iMAT. This guide contains many authorized variations to suit most designs.



Don'ts

Do not stretch the logo



Do not slant the logo



Do not condense the logo



Do not outline the logo



Do not combine graphics



Do not use logo at an angle



Do not combine with slogans





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USAGE & NOTES

The default logotype for most applications on a light or white background.

Use vector EPS or Illustrator files for print work and high-resolution.

Use bitmapped CMYK separated TIFF file for medium resolution.

Use JPG and GIF bitmapped files for emedia. Available in 1024 and 600 pixel widths.

[ALL FILES ARE PC FORMAT](#)

USER DATA FILES

Vector Art
imat_def_3spot.eps
imat_def_3spot.ai

CMYK Bitmapped
imat_def_cmyk.tif

Emedia art
imat_def_1024.jpg
imat_def_600.jpg
imat_def_1024.gif
imat_def_600.gif



USAGE & NOTES

The default logotype for most applications on a dark background.

Use vector EPS or Illustrator files for print work and high-resolution.

Use bitmapped CMYK separated TIFF file for medium resolution.

Use JPG and GIF bit-mapped files for emedia. Available in 1024 and 600 pixel widths.

[ALL FILES ARE PC FORMAT](#)

USER DATA FILES

Vector Art

imat_defrev_3spot.eps
imat_defrev_3spot.ai

CMYK Bitmapped

imat_defrev_cmyk.tif

Emedia art

imat_defrev_1024.jpg
imat_defrev_600.jpg
imat_defrev_1024.gif
imat_defrev_600.gif

Grayscale & Mono logos

GRAY



B&W



USAGE & NOTES

Grayscale & mono logotypes for most applications on a light or white background.

Use vector EPS or Illustrator files for print work and high-resolution.

Use bitmapped TIFF file for medium resolution and JPG and GIF bitmapped files for emedia. 600 pixel width.

[ALL FILES ARE PC FORMAT](#)

USER DATA FILES

Grayscale

Vector Art
imat_gray.eps
imat_wf_gray.ai

Bitmapped
imat_gray.tif

Emedia art
imat_gray_600.jpg
imat_gray_600.gif

Black & White

Vector Art
imat_bw.eps
imat_bw.ai

Bitmapped
imat_bw.tif

Emedia art
imat_bw_1024.jpg
imat_bw_600.gif

Reversed Grayscale & Mono logos

GRAY



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B&W



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USAGE & NOTES

Reversed Grayscale & mono logotypes for most applications on dark backgrounds.

Use vector EPS or Illustrator files for print work and high-resolution.

Use bitmapped TIFF file for medium resolution and JPG and GIF bitmapped files for emedia. 600 pixel width.

[ALL FILES ARE PC FORMAT](#)

USER DATA FILES

Grayscale

Vector Art
imat_grayrev.eps
imat_grayrev.ai

Bitmapped
imat_grayrev.tif

Emedia art
imat_grayrev_600.jpg
imat_grayrev_600.gif

Black & White

Vector Art
imat_bwrev.eps
imat_bwrev.ai

Bitmapped
imat_bwrev.tif

Emedia art
imat_bwrev_1024.jpg
imat_bwrev_600.gif

Stylized bitmap logo on LIGHT

Style A



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USAGE & NOTES

These stylized bitmapped images can be used for emedia and marcomms.

Available as a Photoshop layered image RGB (PSD 3000x1200 pixels) file, CMYK TIFF and a JPEG image at 1024 pixels wide.

ALL FILES ARE PC FORMAT

USER DATA FILES

Photoshop 6 images
imat_styliza_rgb.psd
imat_styliza_cmyk.tif

JPEG 1024 images
imat_styliza_1024.jpg

Stylized bitmap logo on DARK

Style B



USAGE & NOTES

This stylized bitmapped images can be used for emedia and marcomms.

Available as a Photoshop layered image RGB (PSD 3000x1200 pixels) file, CMYK TIFF and a JPEG image at 1024 pixels wide.

ALL FILES ARE PC FORMAT

USER DATA FILES

Photoshop 6 images
imat_stylizb_rgb.psd
imat_stylizb_cmyk.tif

JPEG 1024 images
imate_stylizb_1024.jpg

ZurichBkExBT

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ZurichExBT

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ZurichLtBt

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

USAGE & NOTES

Zurich BT series fonts are similar to the text used within the iMAT logo.

Verdana should be used for emedia body text.

Note. These fonts must be licensed before use.

USER DATA FILES

Bitsream (c) fonts

ZurichBkEXBT.ttf
ZurichExBt.ttf
ZurichLtBt.ttf

Microsoft Corps. fonts

Verdana.ttf

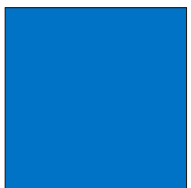
Corporate Colors

Coated stock



**Pantone
Yellow
012cvc
COATED**

back



**Pantone
300cvc**

COATED

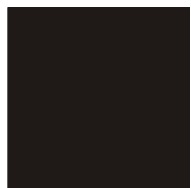
i, tab & TM



**Pantone
425cvc**

COATED

text



**100%
Process
Black**

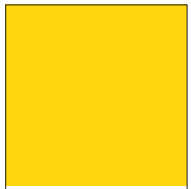
MAT



USAGE & NOTES

The approved colors for spot printing the iMAT mark.

Uncoated stock




**Pantone
803cvu**

UNCOATED




**Pantone
299cvu**

UNCOATED



**Pantone
440cvu**

Uncoated



**100%
Process
Black**



FURTHER INFO

www.pantone.com

imat_blur01



imat_blur02



imat_core01



USAGE & NOTES

Miscellaneous art used within marcomms.

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USER DATA FILES

- Emedia art
 - imat_blur01_1024.jpg
 - imat_blur02_1024.jpg
 - imat_core01_1024.jpg
 - imat_core01.ai
 - imat_core01.eps

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