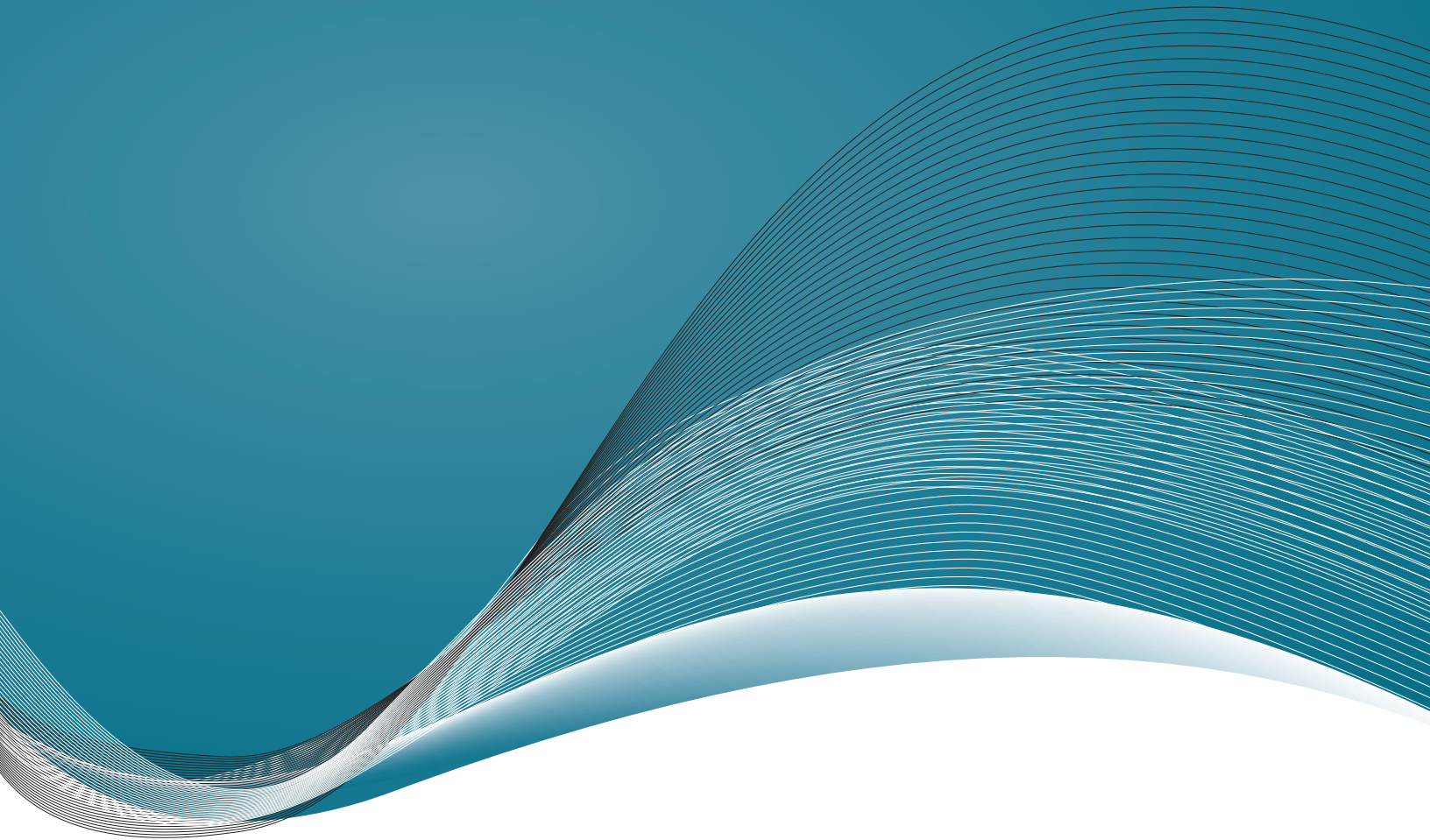




## 2009 BRANDING GUIDE



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# WildPackets Branding Guide 2009

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# Corporate Branding

In order to create greater awareness in the marketplace and to strengthen our image as an integrated software company, it is important that our logo and its components be applied consistently. Official logo artwork should be used at all times and can be found on the WildPackets marketing extranet located at [www.wildpackets.com/news\\_events/media\\_kit/overview](http://www.wildpackets.com/news_events/media_kit/overview).

## Logo Application

### Primary Logo



### Color Logo for Desktop and Video



An RGB separated logo is provided for use on the web, and in on-screen presentations or video.

### One Color Logo



Our logo should be printed using 100% PMS 309 (dark teal) and 50% PMS 309 (light teal) when possible. If printer requires a PMS color for the light teal, it then becomes a two color logo and requires use of PMS 7475.

### Four Color Process



A CMYK four color process pre-separated logo format is provided.

### Solid One Color Logo



For use in printing environments that do not allow screens or tints.

### Reversed Logo

In general, the WildPackets logo should not be used reversed out onto a dark color. There are two exceptions to this rule.



When placing on a black background, the logo can be all light teal (50% PMS 309 or 100% PMS 7475)



When placing on a teal (PMS 309) background, the logo can be all white.

### Clear Space and Sizing



To maintain the integrity of our logo, a minimum amount of clear space must be maintained in all applications. Never let anything invade or interfere with this space.

## Logo Violation Examples

### Stretched or Distorted Logos



When resizing the logo for any application, it is important to maintain the correct aspect ratio. Most desktop word processing applications allow you to hold down the "Shift" key when drag-resizing to maintain the correct aspect ratio.



# Corporate Branding

## Corporate Colors

You may use the designated Pantone Matching System™ names whenever referencing the corporate logo colors. The CMYK, RGB, and Hexadecimal color break downs are listed for easy reproduction of the accent colors that compliment our logo colors and are allowed to be used for graphs.

### Logo Colors



Pantone 309



Pantone 309 50% or 7475

### Primary Accent Colors



C: 16 M: 94 Y: 61 K: 35  
R: 147 G: 32 B: 57  
HEX: 932039  
Pantone 208



C: 6 M: 3 Y: 60 K: 0  
R: 243 G: 231 B: 132  
HEX: f3e784



C: 86 M: 16 Y: 66 K: 15  
R: 0 G: 137 B: 108  
HEX: 00896c

### Secondary Accent Colors



C: 97 M: 67 Y: 12 K: 1  
R: 0 G: 93 B: 156  
HEX: 005d9c



C: 5 M: 53 Y: 98 K: 16  
R: 201 G: 121 B: 31  
HEX: c9791f



C: 21 M: 32 Y: 35 K: 0  
R: 202 G: 172 B: 157  
HEX: caac9d

## Typography

With the exception of the logo, Arial is to be used as the primary typeface for all documents. This includes body copy, headlines, titles, sub-heads, etc. Please do not use Gil Sans in any documents anymore.

## Style Samples:

### Titles:

Arial Regular 24pt Pantone 309

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz 0123456789!

### Headline:

Arial Regular 16pt, Pantone 309

ABCDEFGHIJKLMNOPQRSTU  
VWXYZ  
abcdefghijklmnopqrstuvwxy  
0123456789!

### Subheadline:

Arial Regular 14pt, Pantone 309

ABCDEFGHIJKLMNOPQRSTU  
VWXYZ  
abcdefghijklmnopqrstuvwxy  
0123456789!

### Second Subheadline:

Arial Regular 12pt, Pantone 309

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
0123456789!

### Body Text:

Arial Regular 9pt, 80% Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy 0123456789!

### Captions/Figures:

Arial Bold 8pt, 80% Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy 0123456789!

# Corporate Collateral

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Letterhead & Envelopes

Business Cards

Fact Sheet

White Papers

Case Studies

Cover

Inside

Front

Back

# Corporate Collateral

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Product Catalog

Sales Flyers

Email Campaigns

(only above the fold shown)

Cover

Inside Spreads

# Corporate Collateral

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E-mails (cont.)

WP Home Page

Videos

MyPeek Home Page

**Older Verison**

**Most Recent Verison**

# OmniPeek Product Family Collateral

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Logos

# OmniPeek Product Family Collateral

Datasheets (old to new)  
Technical Specifications

**Front**

**Back**

**Front**

**Back**

# OmniPeek Product Family Collateral

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Product Packaging

**Box**

**DVD Front**

**DVD Back**

**CD**

# WatchPoint Collateral

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DVD sleeve

Help Screen