



Corporate Standards Guide

This Corporate Standards Guide has been designed to ensure that every form of communication helps leverage a consistent, positive image of Multi-Tech to our customers and to the world-at-large. By following this identification system, we can be certain that whoever sees our materials will understand who Multi-Tech is, what we do and what we stand for as a company.

In the following sections, you will find specifications for applying Multi-Tech's corporate identity standards to many forms of communications. While the guidelines are comprehensive, they are also easy to implement, and flexible, to accommodate varied creative directions.

Corporate Description

Multi-Tech Systems offers the industry's most comprehensive M2M (machine-to-machine) communications products and services portfolio available today, and is a leading manufacturer of Unified Communications products designed to increase productivity and profitability. As a leader in the industry for more than 40 years, Multi-Tech's reputation for reliability and innovative design is evident with 80+ patents, 20+ million devices being used by thousands of customers worldwide and certifications from more than 30 carriers and over 80 countries. Multi-Tech is certified by the WBENC as a Women's Business Enterprise and by C-TPAT (Customs-Trade Partnership Against Terrorism). Visit www.multitech.com.

Naming and Proper Use of Trademarks

Corporate Brand

Our corporate brand is Multi-Tech Systems, Inc. – this should be used in all external facing communications and documents.

Approved:

- Multi-Tech Systems, Inc.
- Multi-Tech Systems
- Multi-Tech

Not approved:

- MultiTech
- Multitech
- Multi Tech

When a trademark symbol is used, the following text should be included at the end of the document for proper trademark attribution:

Copyright © 2011 Multi-Tech Systems, Inc. All rights reserved

-or-

Features and specifications are subject to change without notice.

Trademarks & Registered Trademarks: SocketModem, SocketWireless, SocketEthernet IP, QuickCarrier, RJModem, MultiModem, Universal IP, MultiVOIP, FaxFinder, MultiConnect, Multi-Tech and Multi-Tech Logo: Multi-Tech Systems, Inc. / All other trademarks or registered trademarks are the property of their respective owners.

Questions?

If you have any questions regarding trademark information, contact Multi-Tech's Marketing Department at (800) 328-9717 or via email at mtsmktg@multitech.com.

Multi-Tech Product Names with Registration and Trademarks

The following is a list of the Multi-Tech Systems brand names that must appear with an accompanying “TM” or “®” the first time they are used in headlines and text.

Unified Communications

FaxFinder®

FaxFinder® IP

MultiVOIP®

MultiVOIP® FX

Device Networking

BA Rack

CC1600-Series Rackmount Modems

MultiConnect™ AW

MultiMobile™ USB

MultiModem® Cell

MultiModem® CDMA

MultiModem® GPRS

MultiModem® iCell

MultiModem® iSMS

MultiModem® rCell

MultiModem® II

MultiModem® IND

MultiModem® ISI

MultiModem® ZBA

MultiModem® ZDX

MultiModem® ZPX

ZDXModemRack™

Embedded Device Networking

QuickCarrier™ USB

RJModem™

SocketEthernet IP®

SocketModem®

SocketModem® Cell

SocketModem® EDGE

SocketModem® GPRS

SocketModem® HSDPA

SocketModem® iCell

SocketModem® IP

SocketSLIC®

SocketWireless® Bluetooth®

SocketWireless® Wi-Fi®

Universal IP®

Open Communications Gateways

MultiConnect™ OCG

MultiConnect™ OCG-D

MultiConnct™ OCG-E

CoreCDP™

The logos in this section are the primary graphic elements of the Multi-Tech Systems brand. Through consistent application and precise production of the logos, it identifies and reinforces public awareness of the company, its products and services. By adhering to the following rules, you help protect the brand.

Brand Logos & Photos

Only these approved logos may be used in advertising, literature or other applications (only a few of which are shown here). Multi-Tech brand logos should never be re-created using different fonts or artwork.

If you have any questions regarding the use of brand logos, or you need a new logo, contact Multi-Tech's Marketing Department at (800) 328-9717 or via email at mtsmktg@multitech.com.

The 3-color logo color palette is:

Black (0%C, 0%M, 0%Y, 100%K)

(Multi, Systems and inner circle of bull's-eye)

Multi-Tech Blue = PMS 285 (91%C, 43%M, 0%Y, 0%K)

(Outer circle of bull's-eye)

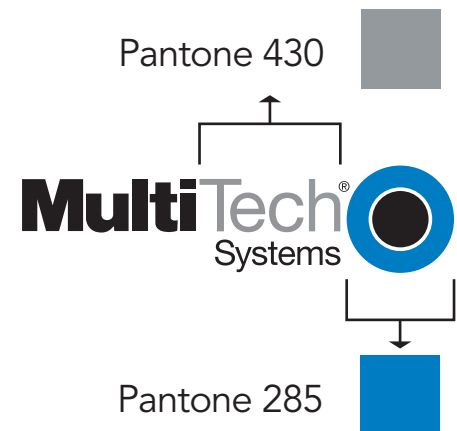
Gray – PMS 430 (0%C, 0%M, 0%Y, 50K)

(word "Tech")

Size

In print applications, the logo should be at least 1-1/4 " wide. Standard size is 2-1/4 inches wide. Except for specialized instances (such as large format displays or posters), the logo should not be more than 2-3/4" wide.

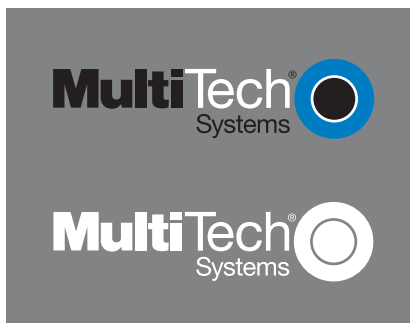
- In electronic applications (web), the logo should be at least 150 pixels wide.
- In all applications, the logo should be the same size as, or larger than, the logos of other companies appearing on the same page.
- The logo must not be resized disproportionately. If the logo is resized vertically, it must be resized horizontally by the same percentage of the original logo size.
- The logo should not be rotated, reversed or inverted.
- The logo must not be modified to remove or move the icon portion.



Approved color usage for the Multi-Tech logo
The "bull's-eye" color, type and tagline may not be changed for any reason other than the following:

- When printing over a light colored background (and Multi-Tech Blue is not one of the colors you are using), an all-black logo should be used.
- When printing over a dark-colored background, only the all-white logo is acceptable.
- When producing a design with only one ink available, Multi-Tech design standards allow printing the logo in its solid form only.

Acceptable logos



Non-acceptable logo use



Do NOT stretch logo either horizontal or vertical

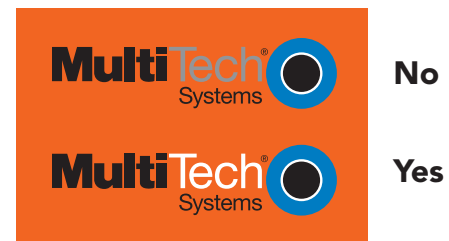
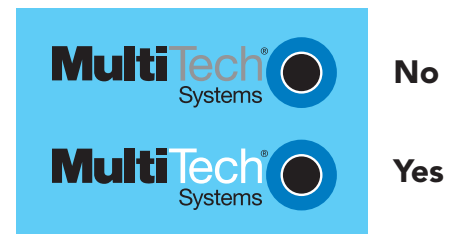
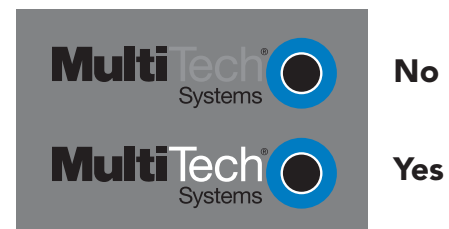


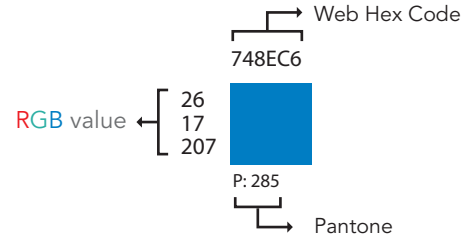
No drop shadow



Do NOT place logo over a busy photo or background pattern

Not enough contrast for 'Tech'.
Use white 'Tech' version





Standard

748EC6	818A8F	
26 17 207	140 143 145	
P: 285	P: 430	black

Primary

5381AC	FFCC00	96172e	44697D
94 130 171	247 209 23	153 20 38	69 99 122
P: 646	P: 116	P: 7427	P: 5405

Secondary

dceab	002b45	C60C30
227 212 173	0 51 82	207 20 43
P: 7501	P: 2965	P: 186

Note:

To see the 'absolute' true color. Please refer to a Pantone swatch book.

The Pantone book usually resides with the Marketing Manager or the company Graphics Designer.

Primary Fonts for Marketing Department/Graphic Designer

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Avenir Book

Avenir Book italic

Avenir Medium

Avenir Medium italic

Avenir Black italic

Avenir Black italic

Avenir is used mostly for headlines, subheads and bulleted text. Other uses may be applied as deemed appropriate by Marketing Manager and Graphic Designer.

Giovanni

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Giovanni Book

Giovanni Book italic

Giovanni Book italic

Giovanni Book italic

Giovanni Black

Giovanni Black italic

Giovanni is used mostly for body copy and in some cases subhead text. Other uses may be applied as deemed appropriate by Marketing Manager and Graphic Designer.

Secondary Fonts to be used if both Avenir or Giovanni are not available

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

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