Visual Identity Guidelines

August 2008 **U.S. Securities and Exchange Commision**

Contents

About This Guide

These guidelines represent the building blocks that define the IDEA brand. They should be used as a starting point and road map for developing communications that support the aesthetic established in these pages.

The IDEA brand is composed of essential visual elements that should be applied in a planned and thoughtful manner. These components are unique to the organization, and when used together will project a memorable and distinctive brand identity.

Logo

The IDEA logo is a distinctive graphic element and must not be altered for any reason.

Logo

Clear Space Requirements

A minimum of "S" area around the logo must be observed. These size requirements should be followed for all logo applications.

The "S" measurement represents the height of the logo characters.

Minimum Size Requirements

The preferred minimum size for the logo is 1" wide. For special applications, a measurement of no less than .75" wide is acceptable

IDEA

1" (recommended minimum size)

IDEA

.75" (absolute minimum size)

Unacceptable Usage

The IDEA logo may not be modified, altered or corrupted in any manner. (see examples below).

Additional examples of incorrect usage of the logo include:

- Breaking it apart or using elements separately
- Outlining it
- Repeating it

- Using it as a background pattern
- Adding a texture
- Attempting to re-draw or re-assemble logo (use original unaltered logo files only)

Do not add elements to the logo
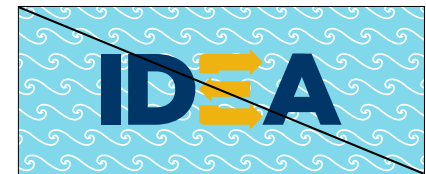
Do not alter logo colors

Do not place the logo on an image

Do not redraw or re-type elements of the logo

Do not distort or change the shape of the logo

Do not place the logo on a pattern

Do not add a drop shadow or filter effect

Do not screen or make the logo transparent

Do not place the logo within another shape

**Acceptable Spot
Color Usage**

The logo may only be reproduced in
the approved colors. For reversed
color versions, see the following page.

**2 Color Version
on White Background**

"I, D, A": 100% PMS 540
"E": 100% PMS 124

**1 Color Version
on White Background**

"I, D, A": 100% PMS 540
"E": 50% PMS 540

**1 Color Black (tinted)
on White Background**

"I, D, A": 85% Black
"E": 50% Black

**1 Color Black (solid)
on White Background**

"I, D, E, A": 100% Black

Reverse Application

The logo may be reversed out of the primary and secondary colors from the color palette (See page: 3.1).

File Naming and Format Options

Use this guide to select the appropriate logo for reproduction.

These formats represent the basic building blocks from which additional formats can be created.

**2 Color Version
on White Background**

File Names:

IDEA_Logo_2c_PMS.eps

IDEA_Logo_2c_CMYK.tif

IDEA_Logo_2c_RGB.jpg

IDEA_Logo_2c_RGB.png

**1 Color Version
on White Background**

File Names:

IDEA_Logo_1c_PMS.eps

IDEA_Logo_1c_CMYK.tif

IDEA_Logo_1c_RGB.jpg

IDEA_Logo_1c_RGB.png

**1 Color Black (grayscale)
on White Background**

File Names:

IDEA_Logo_1c_GRAY.eps

IDEA_Logo_1c_GRAY.tif

IDEA_Logo_1c_GRAY.jpg

IDEA_Logo_1c_GRAY.png

**1 Color Black (solid)
on White Background**

File Names:

IDEA_Logo_1c_BLACK.eps

IDEA_Logo_1c_BLACK.tif

IDEA_Logo_1c_BLACK.jpg

IDEA_Logo_1c_BLACK.png

**1 Color White (reverse)
on Color Background**

File Names:

IDEA_Logo_1c_WHITE.eps

IDEA_Logo_1c_WHITE.png

Understanding File Formats

The attributes described below relate to the logo files available on the IDEA Brand Resource Site (www.xx.com).

They are not necessarily universal attributes of those file formats.

File Type: EPS
File Extension: .eps

Resolution: Vector

Attributes: Highest quality — infinitely scalable — preferred file format for vendors, best format for two color offset printing and premiums such as hats, shirts, mugs, banners, etc.

File Type: JPEG
File Extension: .jpg

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100% decreases image quality. Uses include word processing and web

File Type: TIFF
File Extension: .tif

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100% decreases image quality. Uses include four color offset printing (CMYK)

File Type: PNG
File Extension: .png

Resolution: Vector

Attributes: Infinitely scalable — proprietary Microsoft® format designed for use with Microsoft® applications such as Word® and PowerPoint®

Color Palette

The color palette is divided into two categories, primary and secondary.

The primary palette is recommended for use on all corporate materials. The secondary colors provide flexibility to the system and are used to complement the primary palette.

The color palette must not be modified for any reason. Consistent usage will enhance the visual presentation of the brand across all expressions.

Primary Palette

Secondary Palette

540	124

166	Warm Gray 9	444

| 2955	542	7545
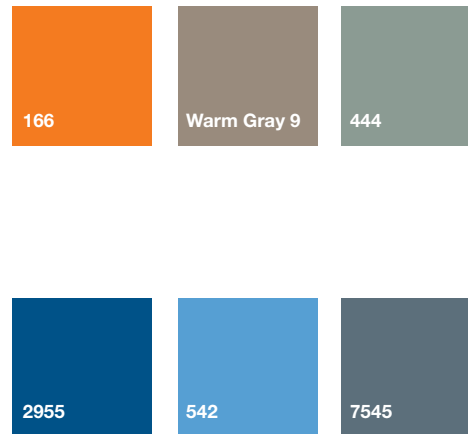
*The swatch colors shown on this page and throughout these guidelines are samples only and not intended to match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc. PMS refers to Pantone Matching System.

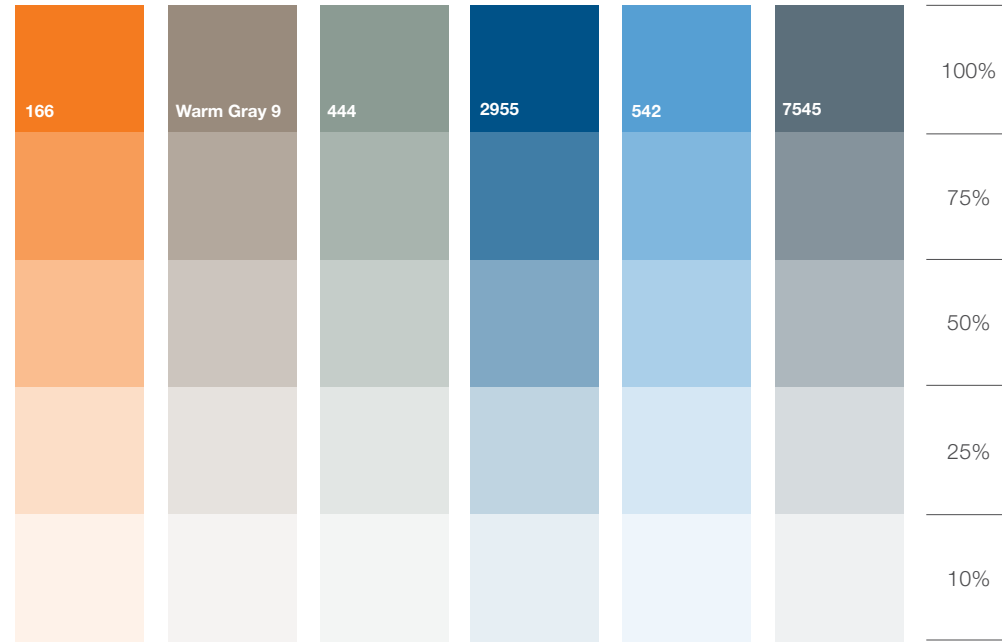## Color Palette Tints

The colors may be tinted from
100 percent to 10 percent in value.

Primary Palette

Secondary Palette

540	124		166	Warm Gray 9	444	2955	542	7545	100%
									75%
									50%
									25%
									10%
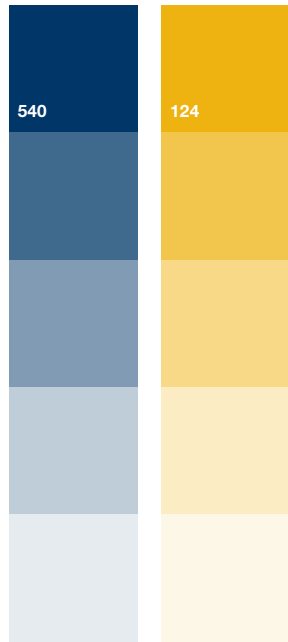
Color Systems

PMS	CMYK	RGB	
540	100/55/0/55	0/55/104	Primary Palette
124	0/28/100/6	238/178/17	
166	0/64/100/0	244/123/32	Secondary Palette
Warm Gray 9	0/14/28/55	138/121/103	
444	15/0/15/42	139/155/147	
2955	100/45/0/37	0/82/136	
542	62/22/0/3	86/159/211	
7545	23/2/0/63	92/111/123	

Internal Identity System | 4.0

Internal Identity System

The HUB logo is a distinctive graphic element and must not be altered for any reason. Standards outlined in preceding chapters for the IDEA logo apply equally to the HUB logo.

Logo

Internal Identity System

The PHOENIX logo is a distinctive graphic element and must not be altered for any reason. Standards outlined in preceding chapters for the IDEA logo apply equally to the PHOENIX logo.

Logo

Internal Identity System

The RADAR logo is a distinctive graphic element and must not be altered for any reason. Standards outlined in preceding chapters for the IDEA logo apply equally to the RADAR logo.

RADAR

Logo

Logo

The IDEA logo with tagline is a distinctive graphic element and must not be altered for any reason.

Logo w/ tagline

Internal Identity System

The HUB logo with tagline is a distinctive graphic element and must not be altered for any reason. Standards outlined in preceding chapters for the IDEA logo apply equally to the HUB logo with tagline.

Logo w/ tagline

Internal Identity System

The PHOENIX logo with tagline is a distinctive graphic element and must not be altered for any reason. Standards outlined in preceding chapters for the IDEA logo apply equally to the PHOENIX logo with tagline.

Logo w/ tagline

Internal Identity System

The RADAR logo with tagline is a distinctive graphic element and must not be altered for any reason. Standards outlined in preceding chapters for the IDEA logo apply equally to the RADAR logo with tagline.

Logo w/ tagline