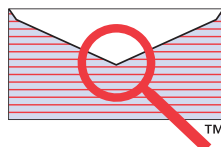


Mail-Filters Third-Party Logo Guidelines



Mail-Filters

Mail-Filter's goal is to ensure the consistent use of our logos by our partners, reinforcing Mail-Filter's branding efforts.

Logo Versions

There are two logo versions: 1) stacked, and 2) horizontal



Color

There are three standard color versions of the Mail-Filters logo:




- 1) *One-color black*: This is to be used in black-and-white material only.
- 2) *Three-color RGB*: RGB is the color mode of computer monitors, and this version is intended for digital applications, such as PowerPoint, or the Web. The JPEG versions of the Mail-Filters logo are in RGB color mode.
- 3) *Four-color CMYK (process-color)*: This version is for all standard printing purposes. The EPS versions of the Mail-Filters logo are in CMYK color mode.

NOTE: There is also a spot-color (Pantone) version of the Mail-Filters logo available. This version would only be used for silk-screening purposes (coffee mugs, t-shirts, etc.). Contact Mail-Filters if this version of the logo is required.

Color Palette

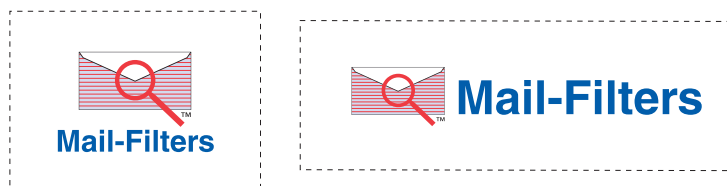
Below are the colors used in the Mail-Filters logo. No other color specifications should be used.

Note: These colors will be embedded within the logo files received from Mail-Filters, and will remain so. The files should never be altered in an editing application such as Illustrator or Photoshop.

	Pantone (PMS)	CMYK	RGB
Red	 Pantone 185	M: 91 Y: 76	R: 252 G: 25 B: 33
Blue	 Pantone 286	C: 100 M: 66 K: 2	R: 3 G: 90 B: 172
Black	 Pantone Black	K: 100	R: 0 G: 0 B: 0

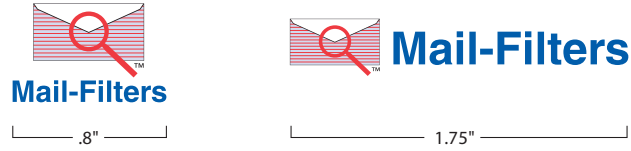
Clearspace

Logo usage should allow for clearspace around the logo, as illustrated below.



Minimum Size

Below are the minimum sizes for usage of the Mail-Filters logo.



File Formats

Mail-Filters logos are available for both Macintosh and PC platforms, in Illustrator EPS and JPEG formats. The EPS format should be used for all printed applications (brochures, datasheets, white papers, banners, posters etc.), while JPEG files should be used for digital applications where the logo will be viewed on computer monitors or screen projections (Web, PowerPoint, etc.).

Unacceptable Applications

1. Never reproduce the Mail-Filters logo in any color other than the approved red, blue, and black (see color section).
2. Never rotate or distort any part of the logo.
3. Never add drop shadows or other graphic elements.
4. Never scale disproportionately

