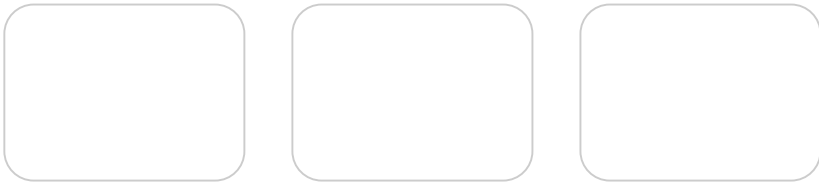




MontaVista Software Corporate Branding Guide



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INTRODUCTION

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ABOUT THE MONTAVISTA LOGO

The MontaVista identity assets are valuable to us. When you see the MontaVista corporate logo, it conveys the image of a modern, nimble and solid global company. The underlying messages are reliability and cutting edge technology. The “Horizon Mark” represents a vision for the future where standards-based approaches dominate. The proper and consistent use of the MontaVista corporate logo helps to present and preserve our brand identity. By consistently applying the guidelines outlined in this document you are playing an important role in protecting and strengthening important MontaVista corporate assets.



ABOUT THIS GUIDE

These MontaVista Software branding guidelines are applicable to all MontaVista organizations worldwide and to MontaVista partners, resellers, developers, customers, promotional agencies, consultants, professional writers and editors, licensees and third parties making reference to MontaVista products, services, and trademarks.

The MontaVista branding guidelines set forth the authorized legal policies for using or referring to MontaVista brands, trademarks, product and service names, logos and slogans. It is constantly updated. These guidelines are intended to protect and manage MontaVista Software brands, marks, names, and logos.

AUTHORIZED USE ONLY

Do not use any MontaVista logos in your publications or materials for seminars, user groups, trade shows, conferences, and expositions, unless you have written approval from MontaVista Software permitting such use. Do not do anything else that might be understood to suggest association with or sponsorship by MontaVista Software unless your company is a member of the MontaVista Partnering Program.

USING THE MONTAVISTA LOGO

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LOGO SPECS: COLOR AND GRAYSCALE



Color:
 Horizon Mark – MontaVista Gray
 MontaVista Logotype – MontaVista Blue



Grayscale:
 Horizon Mark – MontaVista Gray
 MontaVista Logotype – Black

| | | | |
|--------------------|------------------|---|--|
| MontaVista Blue | <i>PMS 294 C</i> | <i>R - 0</i> <i>G - 85</i> <i>B - 150</i> | <i>C - 100</i> <i>M - 58</i> <i>Y - 0</i> <i>K - 21</i> |
|--------------------|------------------|---|--|

| | | | |
|--------------------|----------------|--|---|
| MontaVista Gray | <i>PMS 420</i> | <i>R - 204</i> <i>G - 204</i> <i>B - 204</i> | <i>C - 0</i> <i>M - 0</i> <i>Y - 0</i> <i>K - 20</i> |
|--------------------|----------------|--|---|

LOGO SPECS: BACKGROUND COLORS



MontaVista Blue
background:

Horizon Mark – White
MontaVista Logotype – White



Black background:

(60% black or darker)
Horizon Mark – White
MontaVista Logotype – White



Gray background:

(40% black or lighter)
Horizon Mark – Black
MontaVista Logotype – Black

LOGO SPECS: INCORRECT USAGE

Do not...
resize the Horizon Mark



Do not...
relocate the Horizon Mark



Do not...
use the logo on a busy/textured background



Do not...
use the color logo on dark background



Do not...
use the light logo on a light background



LOGO SPECS: CLEAR SPACE

The clear space around the logo is integral to the design. This area ensures maximum integrity and clarity for the logo. Do not let copy or any other graphics encroach on this minimum space. However, feel free to expand the clearance around the logo as the design permits.

The MontaVista logo should always maintain at least:

- » the HEIGHT of the “m” from the left edge of the MontaVista Logotype
- » the HEIGHT of the “m” from the bottom edge of the MontaVista Logotype
- » the HEIGHT of the “m” from the right edge of the MontaVista Logotype, not counting the TM as part of the logotype
- » the WIDTH of the “m” from the top of the first “t” in the MontaVista Logotype, not counting the Horizon Mark.



LOGO SPECS: SIZE RESTRICTIONS

The size of the MontaVista logo is measured from the left edge of the leading “m” to the “TM” trademark symbol:

In PRINT, the logo should be no smaller than: 1^{3/8} inches (1.375 inches) or 35 mm

For WEB usage, the logo should be no less than: 100 pixels wide (1280x1024)



1 ^{3/8} inches
(not shown at
actual size)

These measurements do not take into account clear space requirements.

There is no maximum size restriction, although whenever possible, the “TM” trademark symbol should be adjusted to a smaller size if the MontaVista logo is enlarged considerably.

LOGO SPECS: PRODUCTS

MontaVista Software Product Logos

MontaVista Linux

The logo for MontaVista Linux, featuring the word "montavista" in a bold, lowercase blue font, followed by "linux" in a lighter, lowercase blue font.

MontaVista Linux
Professional Edition

The logo for MontaVista Linux Professional Edition, featuring "montavista" in bold lowercase blue, "linux" in lighter lowercase blue, and "Professional Edition" in a smaller, italicized black font below.

MontaVista Linux
Carrier Grade Edition

The logo for MontaVista Linux Carrier Grade Edition, featuring "montavista" in bold lowercase blue, "linux" in lighter lowercase blue, and "Carrier Grade Edition" in a smaller, italicized black font below.

MontaVista Linux
Consumer Electronics Edition

The logo for MontaVista Linux Consumer Electronics Edition, featuring "montavista" in bold lowercase blue, "linux" in lighter lowercase blue, and "Consumer Electronics Edition" in a smaller, italicized black font below.

Mobilinux

The logo for Mobilinux, featuring the word "mobilinux" in a lowercase blue font.



MontaVista DevRocket

The logo for MontaVista DevRocket, featuring "montavista" in a small lowercase blue font above "devrocket" in a larger, bold lowercase blue font. A stylized grey rocket arrow points to the right from the end of the word "devrocket".

THE MONTAVISTA NAME

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CURRENT TRADEMARKS

| | Description | Registered (Use ®) | Unregistered Mark (Use ™) |
|---|---|--------------------|---------------------------|
| MontaVista | <i>Company</i> | ☒ | |
| MontaVista Software | <i>Company Name</i> | ☒ | |
|  | <i>Company Logo</i> | | ☒ |
|  | <i>MontaVista Partnering Logo</i> | | ☒ |
| MontaVista Zone | <i>MontaVista Customer Portal</i> | ☒ | |
| MontaVista DevRocket | <i>MontaVista Development Environment</i> | | ☒ |
| Mobilinux | <i>Product name</i> | | ☒ |

OUR COMPANY NAME

The MontaVista name is not only a trademark used to identify our products and services, it also serves as our company name and trade name. When using the MontaVista name as a reference to the company, MontaVista may be used as a noun and no ®, or ™ symbols are needed. For example, in a press release, the following use would be proper:

Example:

“MontaVista Software announced today a new line of complementary technology products.”

After you have used the company name in full (i.e.: MontaVista Software) in a module, it is acceptable to refer to the company as “MontaVista” subsequently in that document. (A “document” is a stand-alone document entity; e.g.: a press release, a data sheet, or a chapter within a manual.)

RULES OF PROPER USE 1

Trademarks are adjectives - not nouns or verbs. Accordingly, a trademark may not be used alone, as a noun. Rather, as often as possible, a trademark should be used as an adjective immediately preceding the generic noun that describes the product in question.

Example:

MontaVista® Linux

MontaVista® graphics

No Plurals: Since a trademark is not a noun, it must never be used in plural form.

Example:

One would not refer to "MontaVistas". An example of correct usage would be references to "MontaVista® Linux-powered servers" or "MontaVista[R] Linux systems."

No Verbs: Since a trademark is not a verb, it must never be used as one.

Example:

One should not "Montavista-ize" or engage in "MontaVista-scripting."

RULES OF PROPER USE 2

No Hyphenations: The trademarks should never be hyphenated.

Example:

“MontaVista-powered” is not permitted.

No Puns: MontaVista trademarks are MontaVista brands, the symbols of MontaVista goodwill worldwide. They should be treated with respect as valuable corporate assets. Accordingly, they should not be used as the object of puns.

Use of Abbreviations: Abbreviations are allowed but only after they have been linked to their fully spelled out version, at the first occurrence of the abbreviation. (see *Terms and Acronyms*)

Example:

MontaVista Software announced the release of the latest version of MontaVista Linux Professional Edition 5.1 (Pro). The Pro product is the most advanced embedded development platform on the market today...

TRADEMARK SYMBOLS 1

Which Symbol Do I Use? Even though MontaVista trademarks may be registered in the U.S. and abroad, when referring to the MontaVista trademarks you should use the [TM] or [SM] symbols for trademarks and service marks, respectively, unless the artwork third parties receive from MontaVista already contains the appropriate symbols. A trademark is a mark used on or in connection with a tangible product, e.g.: the MontaVista® Linux technology, the MontaVista® Linux product line. A service mark is used in connection with the provision of services, e.g., the MontaVista Professional Services[SM] service program.

Where Do I Place the Symbol? The symbol is placed immediately after the trademark, either in superscript or subscript. If you don't have the appropriate symbol keys in your word processing software, then using the symbols in parenthetical form is acceptable, e.g. (R), (SM) or (TM).

Most Prominent Uses: A trademark symbol is required for all prominent uses of the mark, e.g., on labels, packaging, promotional brochures, data sheets, press releases and advertisement headlines, except where space or style criteria prevent compliance with this requirement.

First Use in Text: A trademark symbol is required upon the first use of the mark in any text or body copy within a document.

This applies even when the symbol may have already been used in the headline or other prominent use. The document may be a part of a larger entity. However, if that document can be referenced directly without reading through the prior sections (like previous chapters of a manual), then the first use applies to each section.

TRADEMARK SYMBOLS 2

Trademark Legends: All MontaVista trademarks that are used in a particular piece must be attributed in an appropriate trademark legend. The legend may be presented in "mouseprint" but must be large enough to be legible. It generally appears at the end of a document or on the back of a package, but it may be placed elsewhere, e.g., the front inside cover of documentation, or the bottom of a web page. MontaVista uses a standard trademark legend that does not change except to add the marks that are referenced in the text.

MontaVista Trademark Legend: Following is the standard MontaVista legend to be used in all material referencing any MontaVista trademark:

"MontaVista {insert relevant MontaVista trademarks, special program logos, product names, service names, program names, and slogans that are referred to or displayed in the document} is/are [a] trademark[s] [or] registered trademark[s] of MontaVista Software, Inc."

TERMS AND ACRONYMS

Full Form

Short Form

| | |
|---|-----------|
| MontaVista® Linux® Professional Edition | Pro |
| MontaVista® Linux® Carrier Grade Edition | CGE |
| MontaVista® Linux® Consumer Electronics Edition | DevRocket |
| MontaVista® Linux® Preview Kit | TestDrive |
| Linux Support Package | LSP |



Acronyms not on this list are prohibited.

PLEASE ESPECIALLY DO NOT USE THESE ABBREVIATIONS

- Do not refer to the company by the abbreviation "MV" or "MVS" or "MVSU."
- Do not abbreviate MontaVista Linux to "MVL."

QUESTIONS

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CONTACTS

If you have questions or would like further information regarding trademarks owned by MontaVista Software or about MontaVista trademark and logo use, please contact the MontaVista marketing department:

MontaVista Software, Inc.
Marketing Department
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