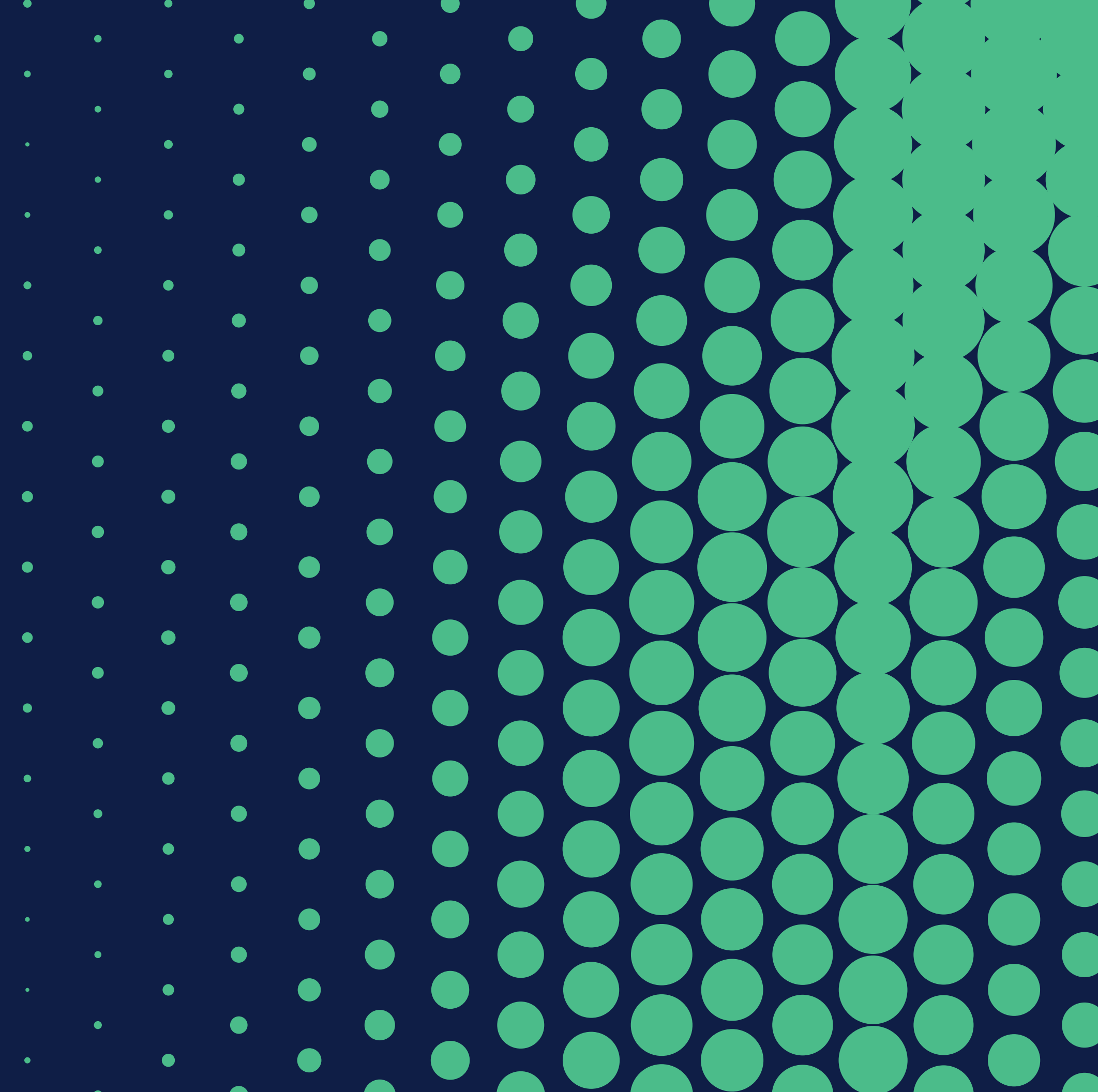




Derive Systems Brand Logo Guidelines



Logo

Our logo is the primary visual device we use to represent our brand. It plays a role similar to a signature for a person; a unique marker that identifies us as a company, and signals our endorsement.

As such, we need to manage our logo with consistency and care. We may enlarge or reduce it, to a degree, but we should never alter it in any way.

The following pages cover a set of rules and principles to help guide our use of the logo over time.



DERIVE

Logovariations

Usage

We have two versions of our logo and name based on our brand architecture: Derive and Derive Systems.

The **Derive logo** is our product logo and should be used on customer facing communications related to Derive products and services.

The **Derive Systems logo** is our corporate logo and should be used on broader communications referring to the Derive Systems company, e.g., stationery, signage, etc.

Blue type

The positive version of the logo should be used on white or light backgrounds.

Gray type on blue background

The inverted version of the logo should be used on dark backgrounds.

All blue or all gray type

The one color versions of the logo should be used only when full color reproduction is not available.

DERIVE

The word "DERIVE" in a bold, sans-serif font. The letter "E" is stylized with three horizontal bars. The first bar is green, and the other two are blue.

DERIVE SYSTEMS

The word "DERIVE" in a bold, sans-serif font, with the stylized "E" (green and blue bars) above the word "SYSTEMS" in a smaller, spaced-out, blue, sans-serif font.The word "DERIVE" in a bold, sans-serif font, with the stylized "E" (all blue bars) above the word "SYSTEMS" in a smaller, spaced-out, blue, sans-serif font.The word "DERIVE" in a bold, sans-serif font, with the stylized "E" (all blue bars) above the word "SYSTEMS" in a smaller, spaced-out, blue, sans-serif font.The word "DERIVE" in a bold, sans-serif font, with the stylized "E" (all gray bars) above the word "SYSTEMS" in a smaller, spaced-out, gray, sans-serif font.The word "DERIVE" in a bold, sans-serif font, with the stylized "E" (all gray bars) above the word "SYSTEMS" in a smaller, spaced-out, gray, sans-serif font.

Clearspace and minimum size

Clear space

For our logo to stand out, we need to give it room to breathe. We never want other logos, type or graphic elements infringing on its space.

The more breathing room the better, but at minimum, we leave space equal to the width of the letter “E” in the logo around all four sides.

Print minimum size

In print, the Derive logo should never appear smaller than .75” wide or 1” wide when using the Derive Systems logo.

Digital minimum size

In digital, the Derive logo should never appear smaller than 72px wide or 100px wide when using the Derive Systems logo.

CLEAR SPACE



MINIMUM SIZE



Print: .75"
Digital: 72px
(not to scale)



Print: 1"
Digital: 100px
(not to scale)

Logo—don'ts

Our logo will retain its impact when used consistently. It is up to all of us to preserve its integrity and never alter it in any way.

Maintaining the equity of our brand is everyone's job. Here's a few things to look out for:

- A.** Do not recolor the logo
- B.** Do not distort the logo or scale disproportionately
- C.** Do not place the logo on a busy background
- D.** Do not lock-up the logo with any words, phrases or product names
- E.** Do not resize systems
- F.** Do not add any effects to the logo
- G.** Do not use the logo on an image if it becomes illegible



A.



B.



C.



D.



E.



F.



G.

Color palette

Derive Green

A bright green hue is the most visible color in our palette and should be used sparingly as an accent to draw attention to a particular area of a communication.

Dark Blue

Our primary background color for top level communications is Dark Blue.

Dark Blue backgrounds are ideal for the first entry point of a communication, such as the top image on a homepage or the cover of a brochure, but subsequent pages should use a mix of lighter tones.

Dark and Light Gray

The gray tones are used in type, graphics and backgrounds to provide depth and variation throughout Derive communications.

CMYK color values should be used for process color print applications.

RGB color values should be used for digital applications such as Web, Microsoft PowerPoint™, Microsoft Word™, etc.

Pantone®, color values should be used for spot color print applications.

HEX codes are used specifically for the web.

NOTE: The RGB value most closely reflects the true brightness of our color palette.

Derive Green

Pantone 7479C
RGB 25/210/145
HEX 19d291
4C: 70/0/60/0

Dark Blue

Pantone 648C
RGB: 15/30/70
HEX: 0f1e46
4C: 100/90/40/45

Dark Gray

Pantone Cool Gray 7C
RGB 145/145/145
HEX 919191
4C: 0/0/0/50

Light Gray

Pantone: 428C
RGB: 210/210/210
HEX: d2d2d2
4C: 0/0/0/20