BLOOMBASE®

Contents

BLOOMBASE®

BLOOMBASE®

The Bloombase logos are available for qualified business and alliance partners to brand their preferred relationship and partnership with Bloombase as authorized partner and service provider of Bloombase-approved business activities. When clients see this identity being used by your corporation and/or organization, they will immediately recognize that you have met Bloombase's rigorous standards and have been approved and authorized by Bloombase to engage business activities for Bloombase products and solutions at your organization.

Protecting the integrity of Bloombase logos by using them consistently and correctly is essential to creating and maintaining a strong worldwide brand identity. It expands your standing as a closed aligned, industry-leading business and service partner, an identity from which we all benefit. This document provides guidelines for correctly using the Bloombase logos. Only corporations and organizations that strictly adhere to these guidelines and have accepted the online program agreement are authorized to display the Bloombase logo.

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Bloombase Brand Reference

Color Palette

Color is one of the most effective elements ensuring a clear and consistent presentation of the Bloombase brand identity and is essential to maintaining a strong worldwide brand. The logos must never be produced in any other colors or typefaces than those specified.

Color

Bloombase Blue

Pantone PMS 7462
Process 89C, 21M, 8Y, 28K
RGB   45R, 117G, 156B
Hex   2D759C

Bloombase Black

Pantone PMS Black C
Process 0C, 0M, 0Y, 100K
RGB   0R, 0G, 0B
Hex   000000
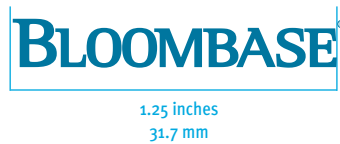
Bloombase Gray

Pantone PMS Cool Gray 11
Process 0C, 0M, 0Y, 60K
RGB   127R, 127G, 127B
Hex   7F7F7F

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Bloombase Logo Specifications

The Bloombase logos are for specific use by members of Bloombase Business Partner Program, Bloombase Technology Alliance Program and Bloombase InteropLab Program, etc. There are print and screen versions of the Bloombase logos, allowing partners to indicate their relationship to Bloombase Technologies Ltd. These logos should be implemented only on the partner's print or online creative, such as collateral and web sites.

Minimum Size

Print

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1.25 inches
31.7 mm

The print version of Bloombase logos may be reduced to minimum of 1.25" or 31.7mm in width

Screen

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90 pixels

The screen version of the logos may be reduced to a minimum of 90 pixels in width

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Bloombase Corporate Logo

Color Version

The blue Bloombase corporate logo may be printed onto both white and light backgrounds.

Black & White Version

The Bloombase corporate logo may be used in black when printing in only one color.

Reverse Color Version

When printed on dark background, the reverse version of the Bloombase corporate logo should be used.

Reverse Black & White Version

The Bloombase corporate logo may reverse out of a black field when printing in only one color.

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Bloombase InteropLab Logo

Color Version

interopLab

The Bloombase interopLab logo may be printed onto both white and light backgrounds.

Black & White Version

interopLab

The Bloombase interopLab logo may be used in black when printing in only one color.

Reverse Color Version

interopLab

When printed on dark background, the reverse version of the Bloombase interopLab logo should be used.

Reverse Black & White Version

interopLab

The Bloombase interopLab logo may reverse out of a black field when printing in only one color.

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Bloombase StoreSafe Security Server Logo

The Bloombase StoreSafe Security Server logo may be printed onto both white and light backgrounds.

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Bloombase SOA Security Server Logo

The Bloombase SOA Security Server logo may be printed onto both white and light backgrounds.

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Bloombase Message Security Server Logo

The Bloombase Message Security Server logo may be printed onto both white and light backgrounds.

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Bloombase KeyCastle Security Server Logo

The Bloombase Messaging Security Server logo may be printed onto both white and light backgrounds.

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Bloombase Keyparc Business Logo

The Bloombase Keyparc Business logo may be printed onto both white and light backgrounds.

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Keyparc Free Encryption for Everyone Logo

The Keyparc Free Encryption for Everyone logo may be printed onto both white and light backgrounds.

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Trademark Basics and Credit Line

All print advertising, brochures, and other corporate collateral bearing the Bloombase logos must credit ownership of the Bloombase trademarks to Bloombase Technologies Ltd. The following credit line should be used: "Bloombase, Spitfire and Keyparc are registered trademark of Bloombase Technologies Ltd and/or its affiliates." Exempt from this requirement are business cards, letterhead, and signage.

Translation or localization of the Bloombase logos is not allowed.

Correct Usage

The Bloombase logos are for use only on an approved institution's printed collateral or web site to indicate that the instruction is authorized to offer Bloombase products and services

The logos should not appear on any corporate print collateral or online creative other than to identify an organization's partnership in the Bloombase partnership programs. The logos do not imply that Bloombase endorses the organization's products or services

Use of the Bloombase logos are for materials containing marketing content only

Use the print version of the Bloombase logos for any printed collateral

Use the online version of the Bloombase logos for online or interactive creative

Use the static screen logo for any electronic presentation or demo

Use Bloombase-approved artwork only. Do not alter the artwork in any manner

Maintain the specified clearspace surrounding the Bloombase logos

Use the Bloombase logos in a subordinate manner to your organization's signature

The Bloombase logos cannot appear to be the name of a product or manufacturer

The Bloombase logo must appear equally as predominant as any other third-party trademarks

The Bloombase logo must always be accompanied by your organization's log when placed in merchandising materials. Please adhere minimum size and clearspace guidelines

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Incorrect Usage

Do not animate or alter the Bloombase logos in any way

Do not combine the Bloombase logos with any other words, logos, or graphics
to create a new logo

Do not put the Bloombase logos within any other shapes or logos

Do not use the Bloombase logos in running copy or in a headline

Do not place the Bloombase logos on an angle

Do not make a pattern out of the Bloombase logos

Do not change the color of the Bloombase logo

Do not place the Bloombase logos over 4-color photography that impares legibility

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