Polycom Brand Identity Guidelines

July 2008 – Version 1.1

POLYCOM®

▶ Table of Contents

Brand Elements

Project Examples

Contact Polycom Creative Services for more assistance at:
creativeservices@polycom.com.

▶ Brand Elements

Brand Definition
The images and words we use to describe Polycom need to reflect our brand essence and brand personality. In order to implement a brand in creative communications, first understand its foundation as outlined here.

Company Mission
Put the customer at the center of our business and embrace our partners to improve productivity through lifelike communication and collaboration.

Brand Promise
Connecting with Polycom makes sense.

What's a brand promise?
It's what we promise our customers and what they come to expect from us. An effective brand promise is unique and own-able. It's enduring and sustainable, compelling and persuasive. An effective brand promise also resonates with the customer because it strikes a need and is believable. A brand promise is NOT a tagline.

What's behind our Brand Promise?
That connecting with Polycom makes sense on many levels. It makes business sense, because we help customers instantly bridge distance and increase productivity. Our goal is to be open and standards-based which is good for the customer's business and offers true investment protection. More, connecting with Polycom makes sound environmental sense because our products help our customers reduce their carbon footprint and lower their businesses' impact on the global environment. Connecting with Polycom is also common sense: Why travel 8 hours for a 2-hour meeting? Why choose anyone but the leader in audio, video, and telepresence communications? Finally, connecting with Polycom makes sense because it connects the customers "senses" with HD Audio and Video.

Brand Positioning Statement
Polycom is a visionary in communications solutions which empower people to connect and collaborate everywhere.

Brand Pillars
Polycom solutions and our brand should reflect and remind customers that Polycom is a
- Specialist
- Innovator
- Provider of open standards
- Experienced leader

Brand Personality
Solving customer challenges is primary to Polycom and our communications should impart a brand personality that reflects this attitude
- Passionate
- Energetic
- Personal

Rational Benefits for Customer
Working with Polycom solutions, our customers benefit and grow from greater
- Connection
- Teamwork
- Leadership
- Productivity
- Sustainability

Emotional Benefits for Customer
Customer rely on Polycom solutions because they allow them to profit from increased
- Rapport
- Engagement
- Clarity

The corporate trademark
Logo design: A rationale.

Poly: more than one
Com(munication): the interchange
of information

The primary corporate logo consists of two elements, the graphic symbol made up of one large central triangle overlapped by three radiating smaller triangles, and the typographic treatment of the company name "Polycom."

The three small triangles suggest the three primary forms of teleconferencing: audio, data, and video. These three are united by the larger triangle into a whole which represents a complete conferencing solution.

Logos

Typeface and Orientation
"Polycom"—Novarese Medium

The horizontal corporate trademark is the preferred format and should be used on all marketing materials and tradeshow signage.

The optional the vertical corporate trademark is centered at the top of a page—not at the bottom—for corporate letterhead.

The graphic element of the corporate trademark (the triangles), never appears independent of the typography (Polycom).

The corporate trademark is not to be altered in any way.

The examples shown here illustrate the only approved variations of the corporate trademark and describe their appropriate applications. These are the only approved configurations of the Polycom corporate trademark.

White Space
The white space around the logo should be at least equal to the height of the POLYCOM logotype. In the case of a smaller version (5/8 inch wide or less), the white space should be at least 2x the height of the logo type.
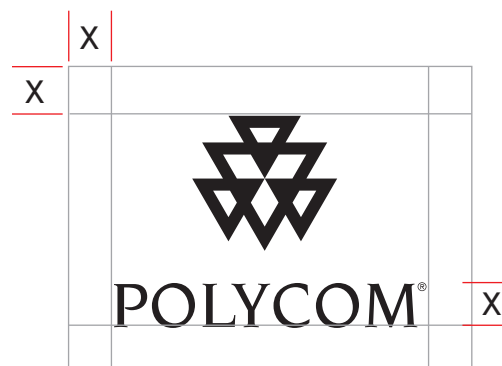
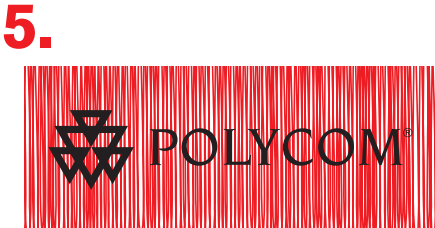**Preferred Corporate Trademark - Horizontal**

POLYCOM®

Graphic Symbol   Logotype
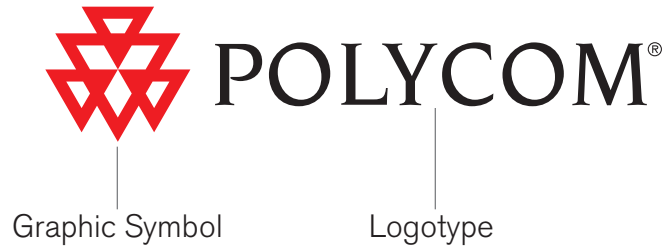
Corporate Trademark - Vertical

POLYCOM®

Appropriate White Space

X
X
POLYCOM®   X

X
X
POLYCOM®   X

1.

2.

3.

4.

5.

6.

7.

8.

Incorrect Trademark Usage

Any variation from the examples covered in this Brand Identity Guide would be incorrect and should not be used.

The following are examples of incorrect use of the corporate trademark.

1. The graphic element should never be separated from the typographic portion of the corporate trademark.

2. Never rotate the corporate logo or place it on its side. It should always align with the horizontal.

3. Any distortion of the overall proportions of the corporate trademark is incorrect.

4. Never stack, overlap or graduate the corporate trademark.

5. Never place the corporate trademark over a textured background other than the mosaic pattern.

6. Do not add any words or symbols to the corporate trademark.

7. Do not reproduce the corporate trademark over a colored background other than the colors specified in these guidelines without consulting Polycom Creative Services.

8. Do not modify the proportions of the logotype to the graphic element.

Polycom Green Initiative Logos

As part of our 'Going Green with Polycom' initiative, correct usage of its supporting identity is crucial to protecting the Polycom brand. The identity surrounding this initiative is comprised of 3 elements:

1) Polycom Green – Public-facing
2) Green Workplace – Internal
3) E-mail signature

These logos should never compete with or replace the Polycom logo or brand, or be more prominent than the Polycom logo on communications materials, packaging, and products.

Neither should the logos be modified or parts of them used separately (the leaf in the Green Workplace and Polycom Green logos, for example, should not be used as a bullet in presentations). With the exception of the design for the Polycom employee e-mail signature, the leaf is not used as a separate graphic element.

Polycom Green

The Polycom Green logo should be used in all appropriate public-facing materials highlighting Polycom's sustainability initiatives to reduce carbon emissions for a greener environment.

Correct uses
- Printed product/service collateral
  - Incorporated into legal content only unless product/service is a green-centric offering
- Green themed public-facing eBlasts/announcements
- PowerPoint presentations
- Polycom corporate Web site
- Green themed tradeshow or event signage
- Polycom products

Incorrect uses
- Internal communications
- Polycom collateral/documentation – prominent placement
- E-mail signature, except for the Polycom employee e-mail signature as described on Page 9
- Polycom Intranet site(s)
- Internal collateral/documentation
- Internal PowerPoint presentations
- Product/solution tradeshow or event signage for non-green themed event(s)
- Internal signage

greenworkplace

Green Workplace

The Green Workplace logo is part of an employee program and is to be used within Polycom only as a reminder to be environmentally friendly in the workplace.

Correct uses
- Employee-only communications
- Polycom Intranet site(s)
- Internal signage/posters
- Internal collateral/documentation

Incorrect uses
- Public-facing collateral/documentation
- Public-facing eBlasts/announcement
- Public-facing PowerPoint presentations
- Polycom products
- Tradeshow or event signage
- E-mail signature, except for the Polycom employee e-mail signature as described below
- Polycom corporate Web site

E-mail Signature

In conjunction with the external 'Going Green with Polycom' and internal 'Green Workplace' initiatives, is the reminder to consider the environment before printing any e-mail. The following is the only approved green message to be added to the corporate e-mail signature.

First and Last Name, Title
Street Address, City, Zip Code | t: 123.456.7890 | c: 123.456.7890

POLYCOM®

Please consider your environmental responsibility before printing this e-mail

This communication (including any attachments) may contain privileged or confidential information of Polycom and is intended for a specific individual. If you are not the intended recipient, you should delete this communication, including any attachments without reading or saving them in any manner, and you are hereby notified that any disclosure, copying, or distribution of this communication, or the taking of any action based on it, is strictly prohibited.

Acceptable Logo Size and Ratio

The size of these logos should never be equal in size or bigger than the Polycom logo on communications materials, packaging, and products. The respective green logos should never exceed 80% of the final Polycom logo size in any instance. **These logos should never replace the Polycom logo or brand.**
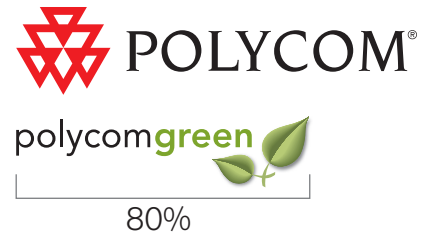
Appropriate White Space

The white space surrounding these logos should be at least equal to the height of the logo type. In the case of a smaller version (5/8" in size or less), the white space should be at least 2x the height of the logo type

Art File Download Locations

Various file formats of Polycom's corporate trademark and green initiative logos along with more examples of the logo on backgrounds and in different communications can be downloaded from Brand Central.

80%

Corporate Colors

To strengthen the Polycom visual identity, the guiding principle is to "own red." The use of a single, rich primary color gives our communications more uniformity, excitement, and visual consistency over time. Red conveys a sophisticated, kinetic, and financially successful feel.

A judicious use of gray is also acceptable but only in very specific and limited applications—in technical data sheets, for use in Microsoft PowerPoint presentations to financial audiences (a template will be provided), and in special cases that must be approved by Polycom Creative Services.

Color libraries and palette files for CMYK, RGB, and PMS can be imported into QuarkXPress and Adobe Creative Suite software for accurate color specification.

Color

Corporate Trademark Color Palette

The following are the only approved color versions of the Polycom corporate trademark:

Preferred two-color reproduction:
PMS 485 Red   or   PMS 485 Red
PMS Cool Gray 7   Black 100%

Printed on White background

The corporate trademark may reverse out on a dark background. The graphic symbol prints PMS 485 Red, and the logotype reversed out to print White.

The following are process color equivalents of Pantone PMS colors:

PMS 485 Red
CMYK: 0/100/100/0
RGB: 255/0/0
Hex: #FF0000

PMS Cool Gray 7
CMYK: 0/0/0/42
RGB: 153/155/158
Hex: #999B9E

Green Initiative Logos Color Palette

The following are the only approved color versions of Polycom's green initiative logos:

Preferred two-color reproduction:
PMS 377 Green
Black 100%

Alternate two-color reproduction:
PMS 377 Green
White

The following are process color equivalents of Pantone PMS colors:

PMS 377 Green
CMYK: 45/0/100/24
RGB: 120/162/27
Hex: #78A22F

POLYCOM®

PMS
485 Red   Black 100%

POLYCOM®

PMS
485 Red   PMS
                 Cool Gray 7

POLYCOM®

PMS   White
485 Red

polycomgreen

Black 100%   PMS
                    377 Green
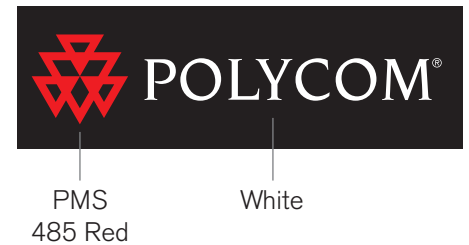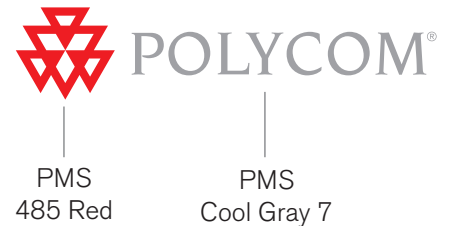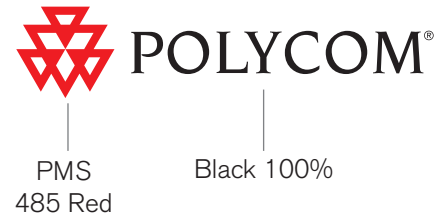
Corporate Color Palette

The following are the only approved colors of the Polycom corporate color palette:

Primary Colors

Polycom Red CMYK: 0/100/100/0 RGB: 255/0/0 Hex: #FF0000	Polycom Deep Red CMYK: 20/100/100/45 RGB: 120/0/0 Hex: #780000
Pantone PMS 485	Pantone PMS 188

Polycom Dark Gray CMYK: 0/0/0/60 RGB: 115/119/117 Hex: #737775	Polycom Gray CMYK: 0/0/0/42 RGB: 153/155/158 Hex: #999B9E		
Pantone PMS Cool Gray 10	Pantone PMS Cool Gray 7	Black	White
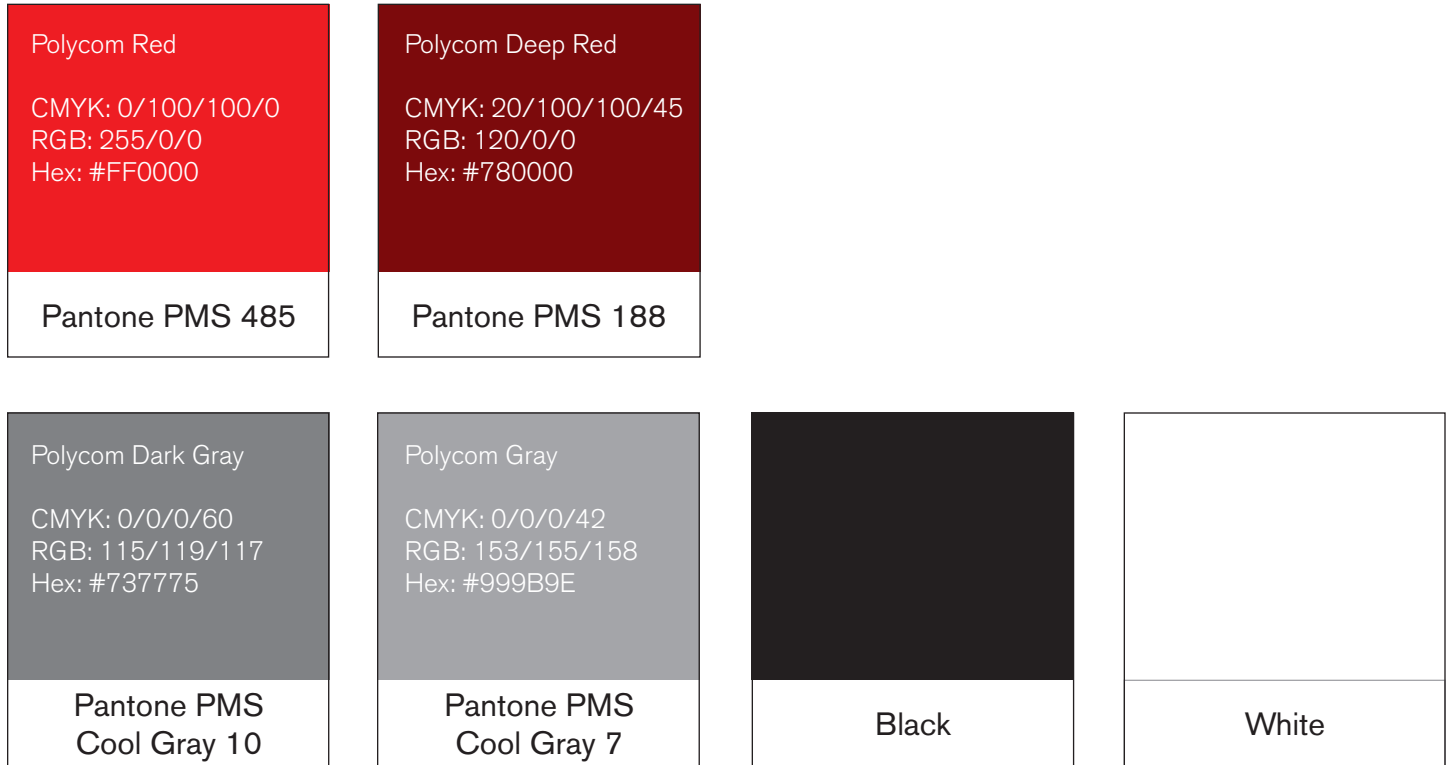
Secondary Accent Colors

Polycom Accent Blue CMYK: 100/47/0/47 RGB: 0/70/119 Hex: #004677	Polycom Accent Mid-Blue CMYK: 76/23/0/9 RGB: 4/144/199 Hex: #0490C7	Polycom Accent Green CMYK: 27/0/100/15 RGB: 171/189/38 Hex: #ABBD26
Pantone PMS 540	Pantone PMS 542	Pantone PMS 583
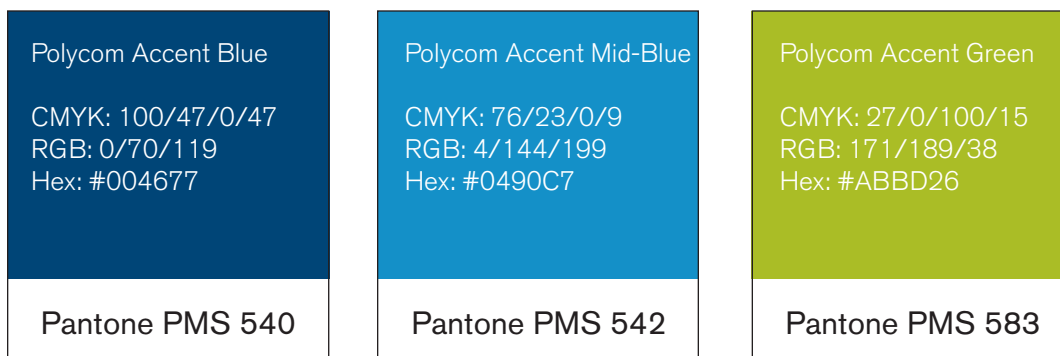
Design Elements

Business iconography and other graphic elements may be used to add clarity or visual interest and depth. In Polycom's brand identity system, two primary graphic elements have been chosen to enrich our communications: the Polycom tricon and the mosaic pattern.

Icons and Other Design Elements

Tricon

The Polycom tricon was chosen because it is an identifiable icon, based on our legacy of success with the unique shape. Used as a design element in layout, its orientation should always point right, as shown here.

The tricon can contain text, but no more than one word should be used, preferably an action verb, visionary word, or customer benefit, such as "Connect," "Imagine," or "Teamwork."

It can also be used to highlight top level content or as a bullet in lists, but only at the top level bullet style.

The tricon should never be used as the dominant design element in any communication, signage, or other Polycom materials. The Polycom tricon should not be overused in a single piece nor should it be used in close proximity to the Polycom logo.

The tricon never should be used as a replacement for the Polycom logo.

Mosaic

The purpose of the Polycom mosaic pattern is to give our designs and communications a distinct look that we own and that, over time, will be easily recognized and associated with the Polycom brand. The mosaic pattern can be used as a background for any communications piece.

The only approved color combinations for the mosaic pattern are:
- Pattern on a red gradient background
- Pattern on a gray gradient background
- Gray gradient pattern on a white background

Background gradient should always have a radial gradient applied.

Polycom corporate trademark should always be placed on the deep red color when using the red gradient background.

Connect

Red mosaic pattern

Red gradient background

Deep Red   Polycom Red

Gray mosaic pattern

Gray gradient background
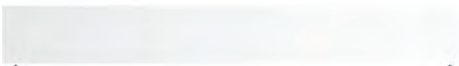
CMYK: 12% Black   CMYK: 4% Black
RGB: 10% Black   RGB: 2% Black

Corporate Typefaces

A typeface should combine aesthetic and functional qualities that make Polycom communications highly readable.

To create a consistent look and feel across all Polycom communications, we use two typefaces that are very similar yet different. Print communications, such as collateral, signage, and any piece that includes photography and design, should use Berthold Akzidenz Grotesk. Unless your work will require that you design pieces using Adobe Creative Suite products, it is unnecessary to purchase and use the Berthold Akzidenz Grotesk font.

Communications created in Microsoft Word, a PDF of a Microsoft Word document in the final version, as well as business letters, PowerPoint presentations, and Web copy should all use Arial.

Typefaces

Berthold Akzidenz Grotesk
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Size Requirements

Microsoft Word documents: use Arial 9pt for main body copy.

PowerPoint presentations: use Arial in sizes specified in the Polycom Corporate template. Avoid adding too much text to presentation slides. Instead, condense your statements. This will make the slides easy to read and you'll hold the attention of your audience more easily.

Typefaces

Corporate Voice

Voice reflects Polycom's personality. It shows the attitude and tone you use to convey information. When a trusted Polycom professional speaks, our customers, partners, and employees should be eager to listen.

The Polycom voice is conversational, concise, and credible. While elements of the Polycom voice are aimed at keeping the reader engaged, facts and benefits to them will persuade them to action. Engage your readers by being conversational. Highlight your messages by being concise. Earn your readers' respect by always being credible.

More information about voice can be found in the Polycom Editorial Style Guide which will be posted in the near future to Brand Central.

Voice

Corporate Photography

For an approach with impact, Polycom uses three types of photographs to reinforce specific messages: brand-level photography with a background, brand-level photography without a background; and product photography. This allows for flexibility in delivering messages that are stronger and more customer-benefit focused.

Currently Polycom Creative Services is expanding Polycom's photograph library. We will be adding photographs of each type in the library as they become available.

Photography

Brand Level Photographs

Since Polycom is moving away from a product-specific focus to a solution-based focus, our high level brand communications will rely on photography that is all about the human element—people communicating, people connecting, people sharing ideas. The photos in this category will evoke a feeling of positive interaction and success. They focus on the results of communication and connection, not the product. These photographs can be used with or without a background, as follows:

Product Photographs

We also use product photography. Use product photos on product data sheets, technical and administrative documentation, and in combination with lifestyle photos in other communications.

Co-marketing

The Polycom brand is leveraged and shared by many partners and external companies. The objective is to create a strong connection between Polycom and its partners in the minds of potential customers. Used correctly, co-marketing efforts strengthen—and never dilute—the Polycom or the partner brand.

More guidance for use of logos and other design elements in logos will be added soon.

Co-marketing and Partner Logos

Project Examples

The following projects are good examples for design reference. Build on these examples.

Additional samples will be added to this guide as they are developed.

Please contact creativeservices@polycom.com if you have questions about the guidelines, project examples, or if you require assistance with a specific project.

▶ Project Examples

Business System

Polycom's letterhead, business envelopes, business and correspondence cards are unchanged.

First Last Name
Title
Department

Polycom, Inc.
Street Address
City, State, ZIP
TEL   (123) 456-7890
FAX   (123) 456-7890
EMAIL first.last@polycom.com
www.polycom.com

Business System

Presentation Folder

Polycom's presentation folder allows press, sales, and event personnel to package brochures and/or event materials.

Presentation Folder

Advertising

Some examples of the 2008 Polycom Telepresence C-level awareness campaign are shown here to demonstrate the use of new brand identity elements in advertising. An advertising template has also been created to develop new ads. Please work with Polycom Creative Services on any new advertising needs you may have.

Advertising

Small Cards and Invitations

Examples of both a small card and invitation are shown here. More examples will be added to this guideline in the future.

Small Cards and Invitations

Collateral Hierarchy

Polycom is refashioning its corporate collateral system to reflect its current brand identity. The elements not only include a corporate presentation folder and the annual report, but also a corporate overview brochure, a corporate at-a-glance, product family and services overview brochures, solution overview brochures, product data sheets, generic brochures, customer case studies, partner profiles, and white papers.

Templates for the components of the collateral system will soon be available on Brand Central.

Collateral Hierarchy

Data Sheet

Product and Service data sheets provide high-level product information and messaging along with technical specifications.

Here is an example of data sheet that uses the new Polycom brand identity.

Data Sheet

Product Family Brochure

Polycom product family brochures provide a high-level view of an entire product line.

An example of a product family brochure is shown here.

Product Family Brochure

Solution Brochure

Solution Brochure

Polycom solution brochures provide real-life scenarios and information with individual markets in mind. They highlight how Polycom's solutions fit into these markets to help improve performance and productivity.

An example of a solution brochure is shown here.

Customer Case Study and Partner Profile

Polycom is developing a new library of case studies and profiles on our partner successes.

An example of Polycom case study is shown here.

Customer
Case
Study
and
Partner
Profile

Corporate Presentation Templates

Corporate Presentation Templates

Two versions of the corporate PowerPoint presentation template (for internal and external audience viewing) are posted to Brand Central. In addition, there is a special template for executive and Wall Street-audience financial presentations and is available from Polycom Creative Services to those employees whose work requires its use.

Please use only the illustrations and graphics that appear on Brand Central. We strongly discourage the use of cartoons and graphics, photographs and illustrations taken randomly from the Internet. Using clip art also adds an extremely unprofessional look to presentations,

It is easy to import older presentations to the new template. Instructions are posted to Brand Central. Make sure you update using new Brand messaging, as well.
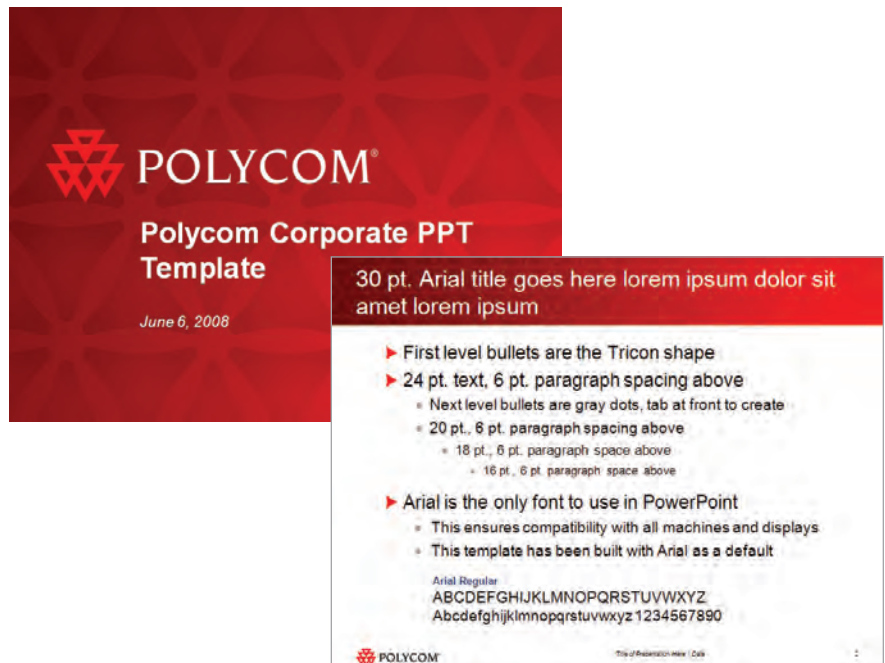
For more assistance, please
contact Polycom Creative Services
at creativeservices@polycom.com

POLYCOM®