



IDENTIVE

Branding Guideline & Logo Usage

Identive Group

Content

1. Introduction

2. Logo, Colors and Typography

- 2.1 Corporate Logo
- 2.2 Logo Size and Position
- 2.3 Use of graphical Element
- 2.4 Background
- 2.5 Dos and Don'ts
- 2.6 Corporate Colors
- 2.7 Sub-Branding
- 2.8 Corporate Typography
- 2.9 Repetitive mentioning of the company name

3. Identive – Stationery Material and Collateral

- 3.1 Business Cards
- 3.2 Business Letter
- 3.3 Powerpoint Presentation
- 3.4 Press Releases
- 3.5 Brochures and datasheets
- 3.6 Website

4. Contact

1. Introduction

This manual describes the overall corporate brand design of Identive – the logo usage, color scheme, typography, signage, stationery, and advertising – and gives guidelines in regards to their usage.

The objective is to create an easily recognizable and harmonized image for Identive and its business units – both inside and outside the company.

To achieve this, certain expressions of the identity require strict standardization, while others can be treated with greater flexibility and interpreted to meet specific needs. The manual therefore sets out precise instructions for the design and layout of some items, and gives only general guidelines for others.

As a general rule, all Identive corporate material required should be implemented or reviewed by Corporate Marketing Communications. In preparation and for ultimate review by corporate communication, this manual is to be followed in producing corporate and business unit literature and presentations.

This manual cannot cover or anticipate all the design requirements which might be needed. Any questions or problems relating to the implementation of the design specifications or to the corporate identity program should be directed to the Identive Corporate MarCom Team.

It cannot be stressed enough, that it is now more important than ever, that we present a consistent, well designed and professional looking image to the outside world.

2. Identive – Design Elements

The focus of Identive’s visual identity is the corporate logo – it represents the Identive brand in its most simple form.

A graphical and a name element are combined to form a modern and distinguishing logo. This must appear on all items that are intended for external usage that want to convey the Identive brand.

All logotypes are available as a vector graphic, .tiff, .jpg or .gif from the MarCom department. For most web site uses, a .gif or .jpg file of the logo can be used.

There are a few selected standard versions of the logo and instructions are given for their use below. These instructions should be strictly adhered to.

2.1 Corporate Logo

Wherever possible, the logo should be used in the two color (PANTONE® matching system) or four color (CMYK) versions. Additionally color versions of the logo do exist for screen-based media in the three color version (RGB).



Where only one color can be used, the logo may only be reproduced in black on bright backgrounds and in white reversed out on dark backgrounds.



2.2 Logo Size and Position

The logo should ideally not be used at a size smaller than 12 mm in true color (Pantone), and 20 mm in CMYK in width.



On publications with the size of a DIN A4 or American Quarto respectively, the logo should be used in a width of at least 35 mm or bigger. If the logo is to be reproduced on poor grade paper such as newsprint, please ensure that it is of a sufficient size to prevent 'filling-in' of the wording.



The logotype must be positioned in such a way that other items such as images, titles, product names, slogans etc. do not encroach into its placement area.

Please make sure to adhere to the safe area – this will overcome any 'logo overload' which may occur if multiple logos and graphics are placed in close proximity to one another.



The dimensions of the surrounding area are derived from the height and width (x) of the name's "E". This surrounding area should be increased whenever possible. The logo must be set standing horizontally.

2.3 Use of the graphical element

It is possible to use just the graphical element “ID” of the logo to represent the company brand.



However, also here it has to be ensured that the safe area is adhered to, and no other items encroach into this space.



2.4 Background

The Identive logo should be reproduced as color, greyscale or black logo on a relatively undisturbed white or light-colored background whenever possible.



When the logo is placed on black or dark backgrounds, the logo should appear in white reversed out. Make sure that the contrast to the background is strong enough to ensure readability of the logo!



For further guidance please contact Marketing Communications.

2.5 Do's and Don'ts

The logo must be set standing horizontally. The proportions of the logo are not allowed to be changed! Do not use the logo incorrectly!

Some of the more common misuses are illustrated below:



DON'T:
slant the logo



DON'T:
reconstruct the logo with other colors



DON'T:
Alter the relative size of any of the logo's elements



DON'T:
use the logo in single color other than black or white reversed out



DON'T:
squeeze the logo



DON'T:
expand the logo



DON'T:
skew the logo



DON'T:
place any type of shadow behind the logo



DON'T:
form a new logo



DON'T:
place the logo on colorful backgrounds

2.6 Sub-Branding

There are a number of logotypes and product names associated with individual products within Identive (IdentiveNFC, CHIPDRIVE®, MyKey®, ...).

These help to differentiate our product lines and products from others. Please take care when using them to ensure a consistency of presentation, in particular as they may have been registered in a particular way.

2.7 Corporate Colors

A specific corporate color code is used to give Identive the characteristic look. There are three colors used in the Identive logo: Identive Turquoise, Identive Beige, and Black.



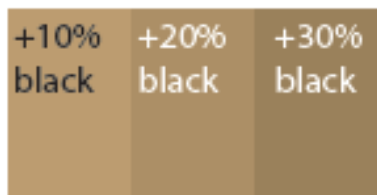
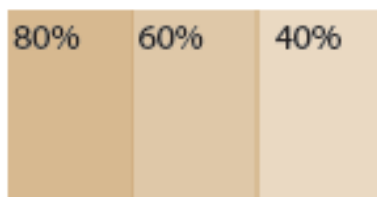
They can be used in printed matters, online media and screen presentations. Please adhere to the color specifications when reproducing the Identive logo.

Pantone 465 (direct print/true color)
20/32/58/0

Pantone 632 (direct print/true color)
92/0/15/5 (CMYK for advertisement f.i.)



To increase the number of available colors, the Identive corporate colors can be used in tint shadings.



Additionally, there is a range of secondary colors that are possible to be used.

Secondary colors (strong/ gradient))	CMYK: 8/95/100/0 RGB: 213/34/27 v CMYK: 20/100/100/14 RGB: 179/27/29	CMYK: 0/53/17/0 RGB: 128/202/211 v CMYK: 78/38/30/0 RGB: 53/128/153	CMYK: 8/67/91/0 RGB: 223/110/39 v CMYK: 25/75/100/16 RGB: 171/78/26		
Secondary colors (strong/ solid)	CMYK: 20/100/100/14 RGB: 179/27/29	CMYK: 78/38/30/0 RGB: 53/128/153	CMYK: 25/75/100/16 RGB: 171/78/26		
Secondary colors (discreet)	CMYK: 0/12/38/10 RGB: 236/212/162	CMYK: 85/0/15/5 RGB: 0/164/198	CMYK: 0/30/30/0 RGB: 248/197/174	CMYK: 0/30/0/30 RGB: 193/223/194	CMYK: 17/17/0/0 RGB: 217/213/233
Secondary colors (neutral)	CMYK: 0/0/0/60 RGB: 135/135/135	CMYK: 0/0/0/30 RGB: 200/200/200	CMYK: 0/0/0/15 RGB: 228/228/228		

PANTONE® Color

The Pantone color matching system is a world standard for printing inks. It is generally used for the printing of letterheads and business cards, where an exact color match is required.

CMYK Colors

When printing a color brochure the colors are generally made up from differing percentages of four ink colors: cyan, magenta, yellow and black. This is known as four color process printing. Pantone colors can be matched using this process. However on occasion there will be some minor color difference. In addition the color fidelity will depend on the type and color of the paper stock used.

RGB Colors

For the use in screen based media, such as websites or screen presentations, the colors are made up from differing values of red, green and blue (RGB).

Other Color Specifications

Color specifications for use on clothing and signage will need to be assessed on an individual basis. Please refer to Marketing Communications for guidance.

Please note that for accuracy a PANTONE® swatch book or four color process guide should be used.

2.8 Corporate Typography

The Corporate Fonts

To achieve a consistent visual style for all printed materials, several different typefaces have been chosen as part of the visual identity system.

The corporate typeface for Identive is the Arial family. Generally, text will be set in Arial Regular. Italics may be used to highlight specific areas. Titles or headers can be set in Arial Bold. It is advised that no more than two weights are used in any one document.

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

The typeface Arial is widely available and well suited for the use on multiple platforms. If Arial cannot be used as a font due to technical restrictions, additional typefaces can then be used as long as they follow the general spirit and style and match as closely as possible to the specified typefaces.

Setting Text

When setting text, the following guidelines should apply:

1. Text should be generally left-aligned.
2. Use normal letter and word spacing.
3. Avoid condensing or expanding letters and words.

4. Never use indents in conjunction with an extra line space.
5. Interlinear spacing (leading) generally 6 points more than the size of the text.
6. Try to avoid hyphenation where possible.
7. Please ensure that 'Identive Group' is not split onto 2 lines or hyphenated.
8. When setting text for print, titles and headlines may be colored.

2.9 Repetitive mentioning of the company name

When using the name repeatedly, you can use the full name "Identive Group", as well as the word "Identive" to secure the company's trademark ownership.

3. Identive – Stationary Material and Collateral

Stationery has a high day-to-day profile. The image it conveys can have a great influence on the way people perceive Identive. Clean and well thought out business communications with a consistent corporate image can establish and maintain positive impressions of the company.

3.1 Business Cards

Please follow the specifications shown below. Alternatively, a template for the business card can be obtained from MarCom.

Specifications:

85 cm x 55 cm, printed in Pantone corporate colors onto white 300g/m³ or equivalent.

Corporate employees' business cards

The business cards for corporate employees include the following information: Identive logo, name, title, phone (and fax) numbers, email address, address of corporate HQ (and if necessary additional address), and Identive website.



Division employees' business cards

The business cards for employees of the divisions include the following information: Identive logo, name, title, phone (and fax) numbers, email address, division name, and address, and Identive website.



No other logos than the Identive logo are acceptable on either side of the business card.

3.2 Business Letter

Please follow the specifications shown below for business correspondence documents. Alternatively, a template for the business letter can be obtained from MarCom.

Specifications:

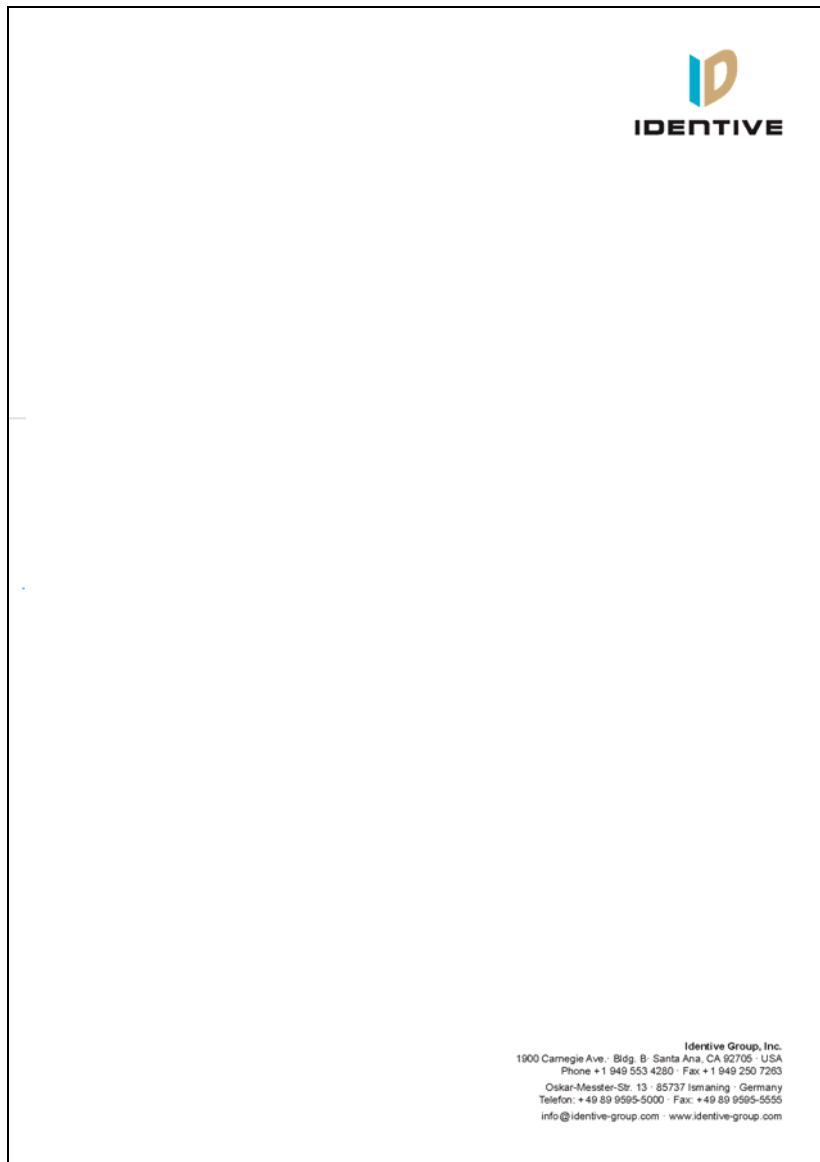
Paper size is either DIN A4 (210 mm x 297 mm) or American Quarto (8.5" x 11"), depending on regional requirements. Paper stock 100g/m², corporate colors.

Corporate business letter

The corporate business letter should include the following information:

First page: Identive logo, U.S. and European HQ address, phone and fax, email and website

Second page: Identive logo



Divisional business letter

The division business letter has the following information to be included:

First page: Identive logo, division name, address, phone and fax, email and website, regional or country-specific information that are required (for example tax number, WEEE information, managing director, district court, banking information for German business letters)

Second page: Identive logo

For reference only is an example German ID Infrastructure business letter shown below.



3.3 Powerpoint Presentation

A presentation should convey the corporate message with style and consistency.

Our Identive corporate presentation is designed in such a way that the complete presentation or parts of it can be used in their own right depending on the needs of the presenter. It will be updated on a regular basis to reflect the changes and expansion of the company into new markets.

Please only use this presentation template with the specifications listed below – all other versions are out-dated! A template can be obtained from Identive MarCom.

Typography

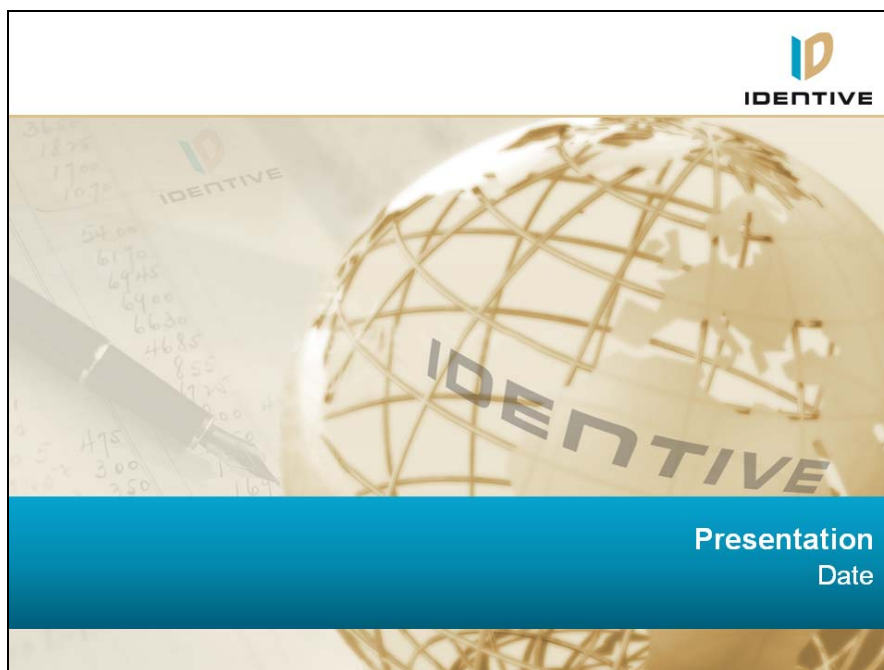
Title: ARIAL, 20 point, single line break

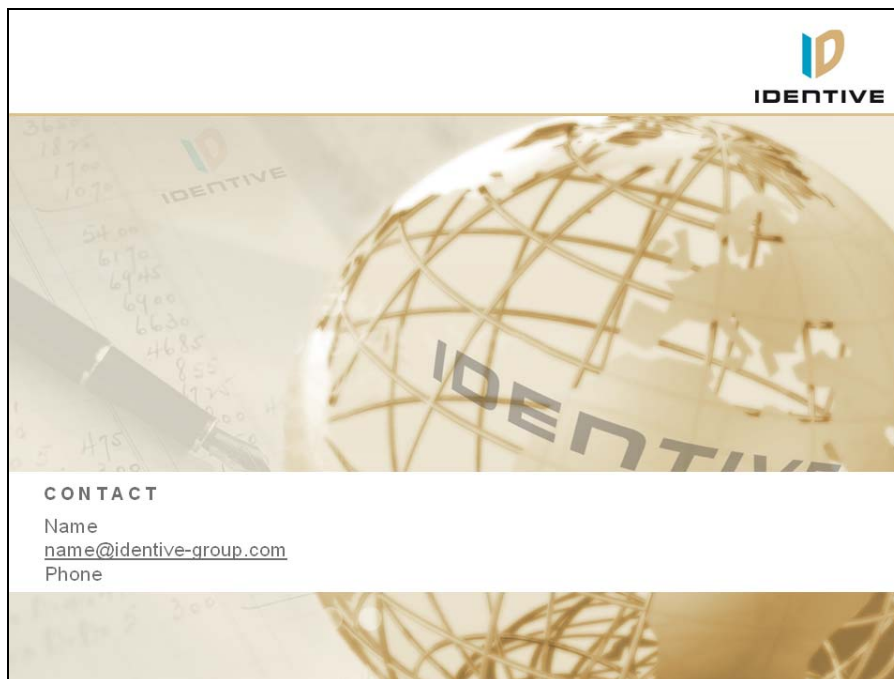
Subtitle: ARIAL, 18 point

Fonts not smaller than 14 point

All placement of the type and the styles attributed to it should remain as shown.

Corporate presentation





Divisions' presentation

The divisions' presentation layout should use the Identive logo, be based on the Identive color scheme, and use the Identive font, but can include own design elements.

idOnDemand, Hirsch and Multicard continue to use their current presentation layout, however, should always include the addition: "An Identive Group company" in the logo .

3.4 Press Releases

Please keep the following guidelines below in mind when preparing a new press release:

1. All press releases should follow a similar structure, so that there is some continuity of style across the company.
2. All press releases must include Identive's stock tickers and other information, so that this news is leveraged for Identive's investor audience.
3. All press releases should include a US and a European Identive contact (in addition to contacts from the individual division, in the case of divisions' releases).
4. The releases will be sent out simultaneously both in English and in German, so that all Identive investors have the news at the same time.
5. All Identive press releases should include the Identive logo at the top right of the release. In joint releases, partner logos should be placed at the top left.

6. Both the English and German versions of the releases should be posted to the Identive News page, following their news wire distribution.
7. Below please find the standard press release format that should be followed:


IDENTIVE

[HEADER / TITLE 1]
[Subheader / Subtitle]

SANTA ANA, Calif. and ISMANING, Germany, [Month XX, 20XX] – Identive Group, Inc. (NASDAQ: INVE; Frankfurt: INV), a provider of products, services and solutions for the identification, security and RFID industries, today announced... [event].

[Detail(s) of the factual event, elaboration].

["Quote from top executive such as CEO, CFO or BU top executive or sales executive discussing the event and its meaning to INVE"].

[Further detail(s) of the factual event(s) as needed].

About Identive Group:
Identive Group, Inc. (NASDAQ: INVE; Frankfurt: INV) is focused on building the world's signature company in Secure ID. The company's products, software, systems and services address the markets for identity management, physical and logical access control, NFC and a host of RFID-enabled applications for customers in the government, enterprise, consumer, education, healthcare and transportation sectors. Identive's mission is to build a lasting business of scale and technology based on a combination of strong technology-driven organic growth and disciplined acquisitive expansion. For additional info visit: www.identive-group.com.

All trade names are trademarks or registered trademarks of their respective holders.

Contacts:

Darby Dye +1 949 553-4251 ddye@identive-group.com	Annika Oelsner +49 89 9595 5220 aoelsner@identive-group.com
--	--

Press releases from Hirsch, idOnDemand and Multicard should incorporate their company logo at the top right of the page.

As reference, please find below a standard press release for Multicard.



[HEADERLINE]
[Subtitle if applicable]

[City, State or Country], [Month XX, 20XX] – BUSINESS UNIT, a [short description of the company] and a business unit of Identive Group, Inc. (NASDAQ: INVE, Frankfurt: INV), today announced [core message / factual event(s)].

[Detail(s) of the factual event, elaboration].

[Quote from top executive such as CEO, CFO or BU top executive or sales executive discussing the event and its meaning to the Business Unit].

[Further detail(s) of the factual event(s) as needed].

About [BUSINESS UNIT]

[Standard company description, as applicable for each individual Business Unit.] For more information, please visit [www.\[businessunit\].com](http://www.[businessunit].com).

Identive Group, Inc. is a leading provider of products, services and solutions for the security, identification and RFID industries. For more information, please visit www.identive-group.com.

###

All trade names are trademarks or registered trademarks of their respective holders.

Contacts:

Main PR contact(s) at BU

Phone number

email

Darby Dye
+1 949 553-4251
ddye@identive-group.com

Annika Oelsner
+49 89 9595 5220
aoelsner@identive-group.com

A complete Press Release Guideline can be obtained from Identive MarCom.

3.5 Brochures and datasheets

Brochures and datasheets contain specific information about Identive's products and solutions. They should convey the corporate message with style and consistency. They should be printed using the corporate colors and typography.

Careful selection of appropriate imagery is crucial to the successful communication of the brand. When shooting or choosing photography, insist on superior lighting, composition, color and overall image quality.

When designing a brochure cover, image should be handled as a full-bleed, and background should be adjusted as necessary for type and signature legibility.

3.6 Website

The website is often the first place to go for interested people looking for information about the company, its markets, its IR and PR activities, and more.

The website must represent the Identive brand in an appropriate way, as it has a great influence on the way people perceive Identive. Well thought out business communications with a consistent corporate image establish and maintain positive impressions of the company.

New website architecture:

There will be two new menu items on the corporate website: “Products” and “Systems and Solutions”. The “Products” menu will point to the new Transponder and ID Infrastructure landing pages. The “Systems and Solutions” menu will point to the new landing pages for Hirsch Identive, Multicard and idOnDemand.

Website for divisions rebranded Identive (ID Infrastructure, Transponders)

Please keep the following guidelines below in mind when preparing the new website layout:

1. Use new domain names, and have existing URL's point to new landing page.
2. Place the new Identive Logo as on the corporate site (left side).
3. Include the division name in a prominent place, preferred in the header of the site.
4. Use Arial or Tahoma as website font, and eventually move to Arial within the next 12 months.
5. Use the same logo background and main menu items as on the corporate site.
6. Use the color palette provided before.
7. Content is provided by the divisions, however, please remove tabs like “Management” and rephrase tabs like “About us”.
8. Add a link back to the corporate home page.
9. Show contact details of division, and decide to add Identive contact or not, and if so, in which form.

Website for divisions with added tagline and Hirsch Identive (Hirsch, idOD, Multicard)

Please keep the following guidelines below in mind when preparing the new website layout:

1. Use new domain names, and have existing URL's point to new landing page.
2. Please use the new logo or the logo with added tagline/endorsement.

3. Have a look at the new corporate website design proposal and decide what changes can be done to move to a more common look and feel (menu, fonts, colors, etc...)
4. Add a link back to the corporate home page.
5. Decide yourself if to keep menu items like „management“, „about us“ etc.
6. Show respective contact details, and decide to add Identive contact or not, and if so, in which form.

4. Contact

Please contact the Identive MarCom Team if you have any questions.