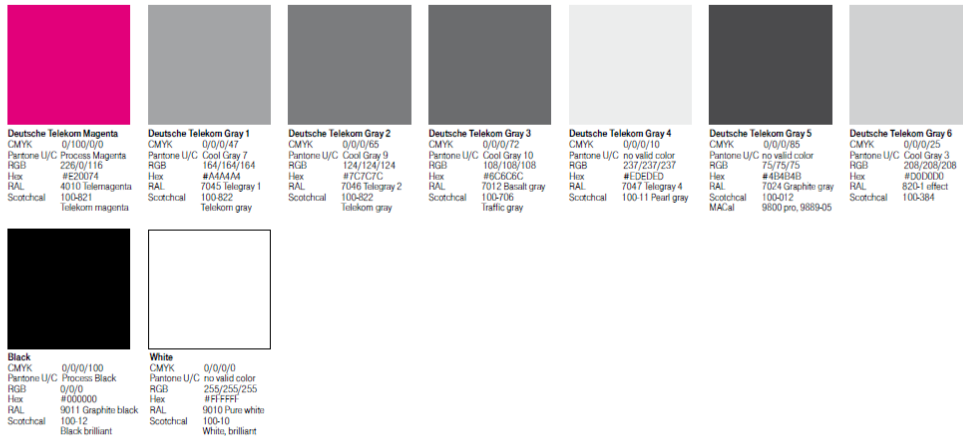


Colors.

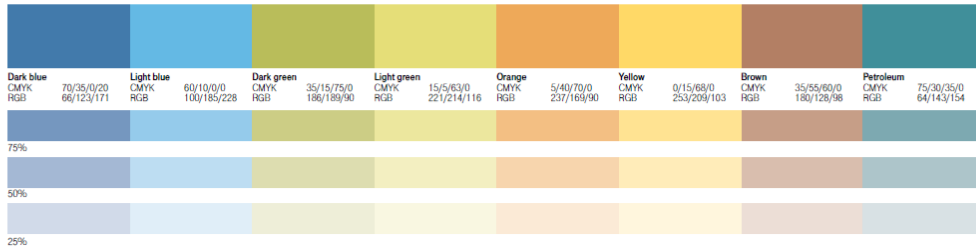
Corporate colors
Magenta, different shades of gray, black and white.

Use of the corporate colors
Boxes, backgrounds, typography, within graphics, highlighting text, etc.



Secondary colors
Defined colors can be used in shades of 100%, 75%, 50% and 25%.

Use of colors
Secondary colors may be used for graphics, tables, tabs, eye-catchers etc., but not for large areas. TeleGrotesk may not be set in these colors.



Color definition.

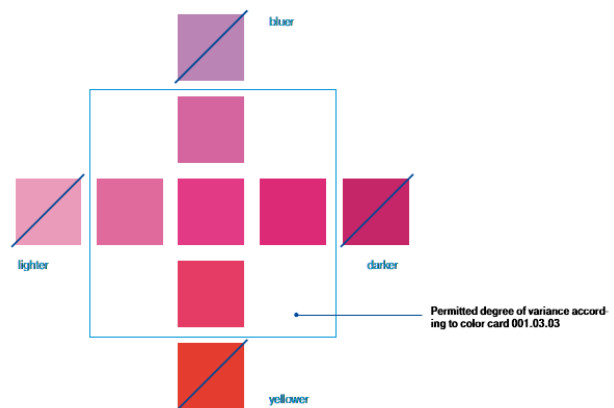
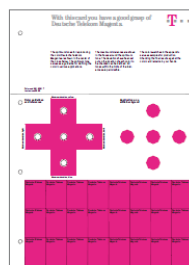
Color definition
Magenta is clearly defined for a variety of different color systems. Some color systems have even introduced a separate shade called Deutsche Telekom Magenta (e.g. RAL paints and Scotchcal foils). This was done to ensure that Magenta will have a consistent appearance in all media, even when different systems of reproduction are used.

In principle, Magenta should always be reproduced as purely and exactly as possible. Only minor variances in color are permitted.

Color card 001.03.03 defines the greatest possible variances of Magenta allowed for use at Deutsche Telekom. This can be ordered from the CH-tollfree (see last page).



Deutsche Telekom Magenta corresponds to
- RAL 4010 Telemagenta
- Pantone: Process Magenta
- Pantone TCX: 18-2436
- Euroscale (CMYK): 100% Magenta
- RGB: 226/0/116
- Hex: #E20074
- Scotchcal 100-821 Tele-Magenta



Degree of variance
Magenta is used consistently across all media (to the extent this is technically feasible). The variances shown above are permitted.