SAIC Branding and Visual Identity

The Next Generation of SAIC is Here

SAIC.

The SAIC brand is one of our most valuable assets. It embodies our promise to all our stakeholders. All our communications influence the perception of our brand. Consistent, positive expression of the brand is a responsibility we share as part of the SAIC family.

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SAIC Brand & Visual Identity Guidelines

The SAIC brand and visual identity are evolving to more closely align with our business strategy and vision for growth. With the adoption of this refreshed brand and visual identity system, we can deliver a more unified, powerful SAIC brand to the market through simplified and strengthened branding and communications. This guide is part of the toolkit with templates and other resources that allows us to smoothly transition to a consistent, cohesive master brand in our marketing communications. Through resources available on ISSAIC and within these guidelines, we provide a clear process with instructions and resources available to ultimately improve the success of our marketing communication execution activities.

We have worked collaboratively with SAIC leadership across the enterprise to ensure the accuracy and value of these elements in this brand for the company. We recognize that implementation of this refresh with the adoption and usage of these new assets will require time. We encourage you to use a "delete and replace" strategy for a smooth and efficient transition with this system.

Our Company

A company's brand is much more than just a name and logo. It's a promise. A promise of a certain type of experience that people will have whenever and wherever they come into contact with the company.

The "SAIC" logo is our company's primary identifier and the most fundamental visual element of the brand identity system. The company should be referred to as the simple initials — SAIC. Company press releases are an exception to this rule. First reference is to Science Applications International Corporation, our operating company. Subsequent references in press releases are to "SAIC."

Company Names

SAIC, Inc.
Science Applications International Corporation

Stock Symbol:
NYSE: SAIC

Our Voice

The SAIC brand voice identifies the distinctive tone, manner, and style conveyed in how we communicate our brand, both verbally and visually. Our brand voice is intended to personify our brand by infusing language, design and content across our brand communications.

These four attributes define our brand voice and will convey our brand in a humanistic, credible manner that establishes SAIC as a powerful ally to our customers and prospects.

Brand Voice Attributes

Authentic | **Expert** | **Focused** | **Effective**

Brandmark

The SAIC logo, or Brandmark, is made up of two components: the wordmark "SAIC" specifically set in the corporate typeface along with a registered trademark symbol. Proper use of this Brandmark helps us achieve consistent brand recognition in all of our communications. Our wordmark typeface, Franklin Gothic, conveys the strength and clear style of communications we wish to promote to our customers.

The registered trademark symbol indicates our right to this mark and covers the name of our company, our font and the style of the logo. It is located at the bottom line of the letter "C" in SAIC. The Brandmark should be used to "sign" all marketing communications. It should also be used in applications where primary identification is paramount. For example: stationery/correspondence, corporate signage, and branded items.

Trademark law in the countries in which we operate protects the SAIC logo against violations whereby others might try to use a similar name or logo to gain marketplace entry. By law, SAIC has the right to actively pursue all reasonable acts of violation and view this activity and those who intend such acts eligible for legal recourse. For additional information or to report an infringement, please contact SAIC legal counsel.

Acceptable Versions

It is critical that the SAIC logo is displayed in a consistent manner to present our company in a professional way. Use the logo clearly and only once per page.

When the SAIC logo appears on a black or dark background, use the reverse knockout white logo.

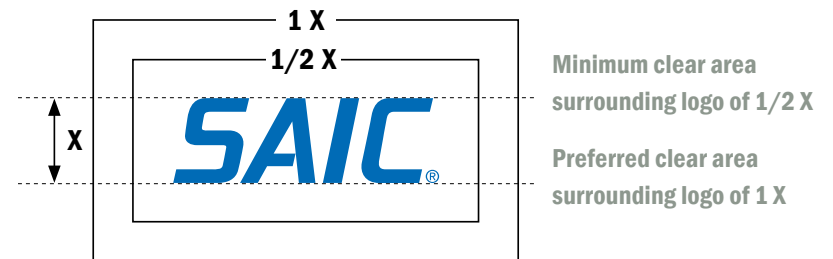**PMS 293** / **100c, 56m, 0, 0 (SAIC blue)**

Clearspace

Clearspace has been established around the SAIC logo to protect its integrity. The clearspace also ensures that the SAIC logo can maintain a strong presence and protect the logo from other background elements which may be overpowering.

The SAIC logo should always have a clear area surrounding the logo that is equivalent to at least half the height of the letters S-A-I-C. The preferred clear zone is equivalent to 1X that height. This applies to all versions of the logo, with or without the tagline. Consistent, visually repeatable logo placement across all our visual communications efforts will strengthen our brand recognition, support consistent execution and help ensure the integrity of all SAIC communications. The bottom right-hand corner is the preferred location for the logo.

To preserve the integrity of the SAIC logo, do not reduce the width to less than three-quarters of an inch for print or special usage, and 80 pixels for screen applications. Other reproduction methods may require the minimum size to be different than indicated in this guide and would need prior approval.

1 X
1/2 X
X

Minimum clear area surrounding logo of 1/2 X

Preferred clear area surrounding logo of 1 X

Incorrect Applications

We encourage you to become familiar with the correct use of the SAIC logo. The consistent and correct application of the SAIC logo is essential.

The integrity of the brandmark must be respected at all times. Don't stretch, condense, or otherwise morph or manipulate it. Any modifications of the brandmark or brand signature confuses its meaning and diminishes its impact.

These Logo Usages Are NOT Permitted

Do not modify the logo in any way. Don't re-create, redraw or trace the logo.

Do not shade, screen, shadow or texture the logo

Do not superimpose other graphics on top or adjacent to the logo

Do not place the logo over another graphic element that interferes with its legibility

Do not display the logo at an angle or vertically

General Logo Prohibitions:

- Bleeding the logo off the page
- Using the logo to create repetitive patterns
- Using the logo in place of "SAIC" within text
- Underlining the logo
- Using more than one SAIC logo per page
- Printing the logo in 3D
- Using the logo as a watermark
- Displaying the logo side-by-side with other logos
- Designing other logos or names in a style parallel to the SAIC design

Color is a way of adding personality and visual interest to our branded communications. When consistently used, it will strengthen our brand and help to differentiate SAIC communications from our competitors and other marketplace clutter.

An extended Color Palette has been created for all SAIC communications materials. This consists of the Primary Palette – SAIC Blue, white and black and a Secondary Palette of various colors for use in differentiating our sectors.

To better understand our color policies, usage, standards, and benefits, send an email to saicbrand@saic.com.

PRIMARY PALETTE

SAIC BLUE
PMS: 293
CMYK: 100c 56m 0y 0k
RGB: 0r 107g 181b
HTML: 006bb6

WHITE
CMYK: 0c 0m 0y 0k
RGB: 255r 255g 255b
HTML: #ffffff

RICH BLACK
CMYK: 30c 30m 30y 100k
RGB: 0r 0g 0b
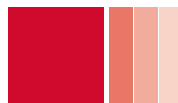HTML: #000000

SECONDARY PALETTE

PMS: 295
CMYK: 100c 56m 0y 34k
RGB: 0r 75g 133b
HTML: 004b85

PMS: 186
CMYK: 0c 91m 76y 6k
RGB: 224r 58g 62b
HTML: e03a3e

PMS: 463
CMYK: 14c 54m 95y 62k
RGB: 116r 79g 40b
HTML: 6a4005

PMS: 158
CMYK: 0c 60m 94y 0k
RGB: 234r 130g 43b
HTML: f5822b

PMS: 312
CMYK: 100c 0m 15y 0k
RGB: 0r 172g 212b
HTML: 00acd4

PMS: 348
CMYK: 96c 2m 100y 12k
RGB: 0r 132g 61b
HTML: 00843d

PMS: 124
CMYK: 0c 30m 100y 0k
RGB: 234r 170g 0b
HTML: fab913

PMS: 382
CMYK: 31c 0m 94y 0k
RGB: 188r 214g 62b
HTML: bcd63e

NOTE: The color mix values listed below are from the 2010 Pantone Bridge Color Coated Guide. The exceptions are the cmyk and rgb conversions for PMS 293, which are revised mixes that better represent SAIC Blue.

Primary Typeface

SAIC has selected standardized typefaces to support distinct delivery of our brand across all our communications. They are to be used in all external-facing print and digital communications.

The primary typeface for the SAIC brand identity system is Franklin Gothic. It is a simple, clean, yet strong typeface that conveys a professional and humanistic tone.

Use Franklin Gothic in all headlines and subheads in printed and digital applications. Franklin Gothic may also be used in body copy and for accent text. This font style is standard in the Microsoft Office® offering for ease of access and use.

PRIMARY:

Franklin Gothic Demi

Use for main headlines

Franklin Gothic Medium

Use for subheadlines

Franklin Gothic Medium Italic

Use for subheadlines where text calls for italic

Franklin Gothic Book

Use for body copy

Franklin Gothic Book Italic

Use for body copy where text calls for italic

Franklin Gothic Demi Condensed

Use for accent items such as sidebars, contact info, and pull quotes

Franklin Gothic Medium Condensed

Use for accent items such as sidebars, contact info, and pull quotes

Secondary Typeface

Palatino Linotype, also available in Microsoft Office applications, is an acceptable secondary typeface with Franklin Gothic. It may be used in body copy, subheads and accent copy applications for white papers only.

General typography dos and don'ts:

- Do use Franklin Gothic for main headlines, subheads, etc.
- Do use Palatino Linotype for white papers or for copy accents.
- Don't use another version of Franklin Gothic.
- Don't distort or condense typefaces.
- Don't use outlines in type.
- Don't use shadows, images in letters or any other typographic effects.

SECONDARY:

Palatino Linotype Bold
Optional body copy subheads for white papers or for copy accents

Palatino Linotype Bold Italic
Optional body copy subheads for white papers or for copy accents where text calls for italic

Palatino Linotype
Optional body copy for white papers or for copy sidebars

Palatino Linotype Italic
Optional body copy for white papers or for copy sidebars where text calls for italic

Graphic Elements

Inspired by our enterprise strategic vision, the refreshed SAIC brand graphics are meant to express our company's evolution while preserving our heritage. These changes are intended to express our new forward-looking vision in a simplified, strong manner while maintaining traditional components to our original image.

Our image voice, brand voice and identity system must all act in unison for strong branding.

To better understand our image policies, usage, standards, and benefits of the graphic and imagery library, send an email to saicbrand@saic.com

Please visit us online: **saic.com** **SAIC**

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Like with color, images are a critical element in communicating the SAIC story and value to the market.

The use of images can help us convey a powerful message about the customers we support, the markets we serve, and the services and solutions we offer.

Our image voice, brand voice and identity system must all act in unison for strong branding.

To better understand our image policies, usage, standards, and benefits of the graphic and imagery library, send an email to saicbrand@saic.com

Stationery/Business Cards

Stationery

All letterhead and envelopes are to be printed on one side only, as shown in the examples. No unapproved additional logos, graphics, photos or symbols other than the SAIC master brand logo may appear on any of the elements in the correspondence system.

Business Cards

One of the most prominent pieces of our visual identity system is the SAIC business card. They not only tell people who you are, the role you play and how they can contact you, but they are generally the first impression that person has with our company.
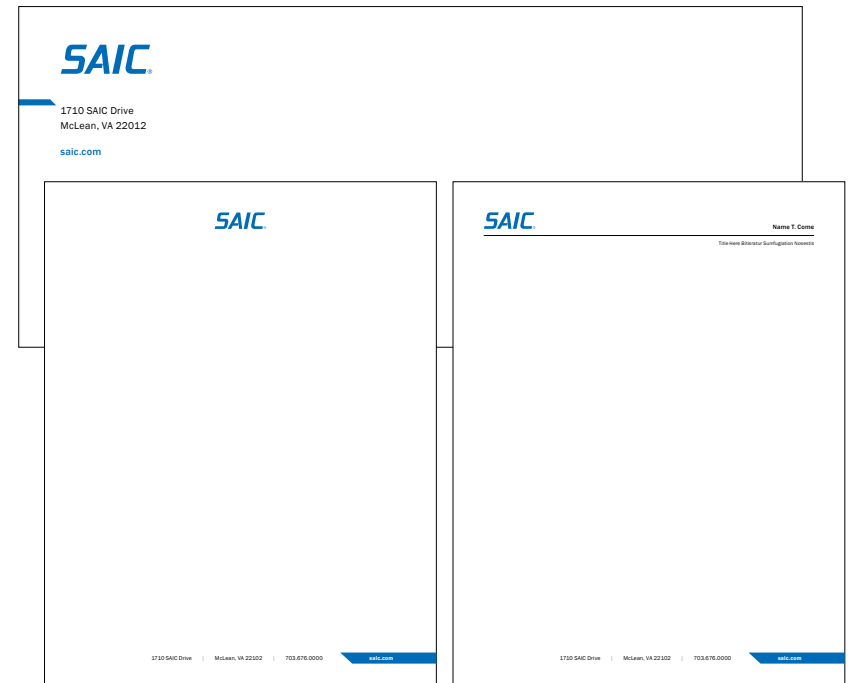
Detailed specifications and information on SAIC correspondence materials and business cards may be accessed on the SAIC SMART Marketing Portal on ISSAIC.

John Q. Smith
First Title Line Goes Here
Second Title or Department/Division Goes Here

SAIC
1710 SAIC Drive | McLean , VA 22102
tel: 703.123.1234 | cell: 703.123.4321
john.q.smith@saic.com | saic.com | @SAICinc

Front

Back

1710 SAIC Drive
McLean, VA 22012

saic.com

Name T. Come

Title Here Bittictotur Sucrifugation hobeestia

1710 SAIC Drive | McLean, VA 22102 | 703.676.0000 | saic.com

1710 SAIC Drive | McLean, VA 22102 | 703.676.0000 | saic.com

Print Advertising

Advertising is one of the most visible communications we produce. It must be consistent in tone, theme, imagery, and graphic style with the SAIC brand. With the ad template, there is flexibility to accommodate for a wide array of content, personalization, and creative expression across SAIC.

The following examples demonstrate how our advertising should look and feel.

Sectors planning advertising should first coordinate with their sector communications contacts.

Proposal Covers

Using consistent proposal and report covers helps to create visually distinct and professional presentations.

Detailed specifications for designing SAIC collateral and literature may be accessed by sending an email to saicbrand@saic.com.

PowerPoint Templates

SAIC has developed a standard PowerPoint template option for customer and internal presentations. This template option contains established formats for the title slide, transition slides and content slides. The use of these common templates will establish a professional and consistent look across the SAIC PowerPoint presentation system.
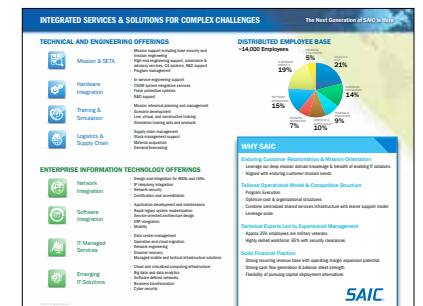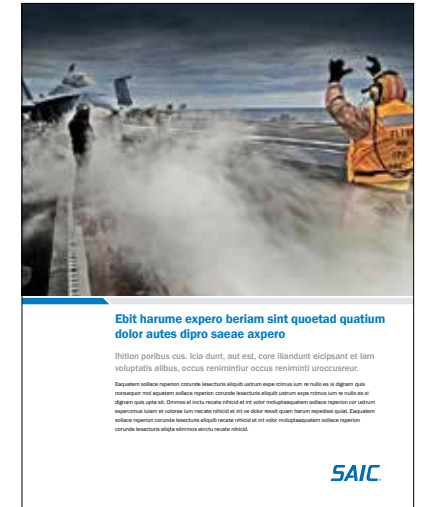
Templates also accommodate for the personalization needs of specific markets and customer types while also accommodating group, business unit, and service needs.

Periodically, templates will be refreshed and made available within the SAIC SMART Marketing Portal on ISSAIC for ease of access.
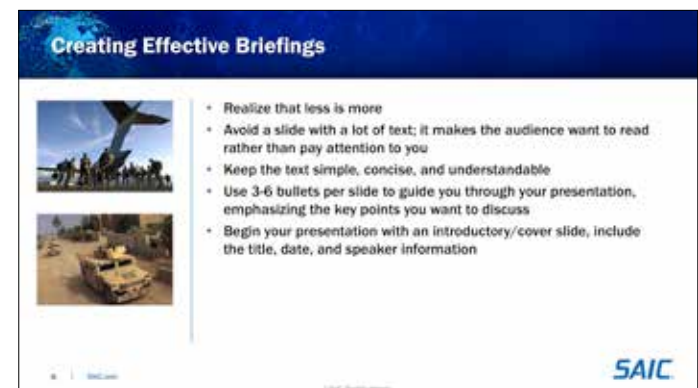
Fact Sheets/White Papers/Case Studies

When delivering technical, specification and detailed services and solutions information, various document formats can be used based on need and audience. Maintaining a consistent content structure across these documents is key to communicating specific features, functions and customer benefits gained from SAIC's solutions and involvement.

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Ihition poribus cus. Icia dunt, aut est, core iliandunt eicipsant et lam voluptatis alibus, occus reniminti uroccusreur.

Online (SAIC.com)

The SAIC.com website page shown here brings to life our unique positioning and personality through use of the core brand identity elements. It also provides a visual benchmark for guiding the development of all SAIC sites.

Questions about detailed specifications for designing web site content should be sent via email to saicbrand@saic.com.

Brand Marketing Contacts

These guidelines give you valuable insight to help build marketing communications that reflect the spirit and personality of the SAIC brand.

To facilitate improved access and speed of execution, use the SAIC SMART Marketing Portal on ISSAIC. At the SAIC SMART Marketing Portal, you can review our guideline and current policies, download approved templates, images and logos, and see examples of current marketing assets and best practices.

If you have any questions, or would like more information about implementing the SAIC brand, please reach out to any of the Marketing contacts listed on this slide.

The SMART Marketing Portal on ISSAIC is our most comprehensive SAIC branding and communications repository and should be consulted before contacting any of the resources noted below.

For additional questions, contact the following functions:

- Trademark issues – Legal Counsel
- SAIC logo with other company logos and creative needs – saicbrand@saic.com