

# *GoldMember*

## LOGO GUIDELINES

*How to correctly use and display  
the Microsoft System Builder  
Gold Member 2002 Logo.*

# 2002

# Gold Member Logo Guidelines

## Welcome to the Logo Program for Microsoft OEM System Builder Gold Members!

Microsoft has authorized you to use the Gold Member 2002 logo on your marketing materials according to the conditions specified in the Logo Program and Logo License Agreement you have already accepted, and this supplemental Guidelines book.

Using the Gold Member 2002 logo lets your customers know you are committed to being a knowledgeable and reliable source for PCs and servers preinstalled with genuine Microsoft OEM software and hardware.

This Guidelines book explains how to properly use the Gold Member 2002 logo — you must follow these guidelines to protect the integrity of the logos, correctly represent what they stand for, and continue using them throughout 2002.

**Compliance with Guidelines** Microsoft reserves the right to verify all marketing and promotional materials bearing this logo and may periodically request samples. Microsoft also reserves the right to review marketing and promotional materials for compliance with these guidelines and the Microsoft OEM System Builder Gold Member 2002 Logo Program and Logo License Agreement. You must correct any deficiencies in your use of these logos and cease and desist from further publication or distribution of the materials upon reasonable notice from Microsoft. Refusal to correct such deficiencies or to cease publication or distribution could result in revocation of your right to use the logos.

**Logo Materials** Electronic files of two-color for print and Web and black-and-white for print are available on the CD-ROM included with this Guidelines book. These materials are available to Microsoft OEM System Builders who meet the requirements and agree to use the logos according to the guidelines specified here and in the Logo Program and Logo License Agreement.

*Do not use this brochure for reproductions.*

**Usage Guidelines** You must accept the Microsoft OEM System Builder Gold Member 2002 Logo Program and Logo License Agreement prior to use of the Gold Member 2002 on your marketing materials. The Gold Member 2002 logo is a symbol that signifies you have met the requirements for Gold membership set forth by Microsoft, and may not be used for any other purpose. No other designation, description, or product specialization may be placed beneath the Gold Member 2002 logo.

*System builders who successfully meet the Microsoft System Builder Logo Program requirements may use the Microsoft System Builder Gold Member 2002 Logo as graphic symbol to let clients know they have demonstrated the expertise required to build, install, and support solutions with genuine Microsoft products. The following guidelines explain how to use the logos. You must follow these guidelines to protect the integrity of the logo and correctly represent what the logo stands for.*

### Using the logo

You must enter into the Microsoft System Builder Gold Member 2002 Program and agree to online Logo license Agreement ("the Agreement") before using the logo. If you have entered into the Agreement, the logo may be used as a symbol to signify that you are a Microsoft System Builder Program Member and for no other purpose. an employee may use the term "Microsoft System Builder Program Gold Member 2002" together with the designation of "Preinstallation Specialist," if that designation applies to that employee. the use of the designation "Preinstallation Specialist" separate from the term "Microsoft System Builder Program Gold Member 2002" is not authorized herein and constitutes a violation of the Agreement. No other designation, description, or product specialization should be placed beneath the Gold Member 2002 Logo.

- You may not alter the logo artwork in any way. All localized versions of the logo must be provided by Microsoft. Current approved localized versions of the logo is available on the enclosed Gold Member 2002 Logo CD-ROM. You may not translate or otherwise localize the logo into any other language.
- You may not display the logo in any manner that suggests you are an employee of Microsoft, nor in a manner that suggests "Microsoft" is part of your company name. Your use of the logo must clearly indicate that you are independent from Microsoft.
- You may not use the logo in any manner that is derogatory to or critical of Microsoft or any Microsoft product.
- Your trade name or company name must appear on any materials where the logo is used. The logo must be smaller and less prominent than your product or service name, trademark or service mark, logo, or trade or company name.
- The logo may not be used in any manner that expresses or might imply Microsoft's affiliation, sponsorship, endorsement, certification, or approval, other than as set forth by the Agreement.
- The logo, or any elements thereof, may not be included in your trade or business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.
- You may not combine the logo with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, or Web site audio files other than as outlined in these materials.
- The logo may not be used as a design feature on any of your materials.
- The logo may not be imitated in any manner in your materials.
- You may not use the logo after the Agreement expires or terminates.



### Member 2002 Logo

x represents the height of the logo.

Minimum size

Your should take care to maintain the integrity of all elements of the logo. For example, the logotype and trademark notations must be readable; in no case should the logo appear at such a small size that these conditions are not met. The logo should not be reproduced at any size smaller than the smallest size shown in these guidelines.



The minimum acceptable size for the logo is 1 inch (2.54 cm).

Typography

The word “Microsoft” was created using the Microsoft Franklin Gothic Book font. The words “OEM System Builder” were created using the Microsoft Franklin Gothic Heavy Italic font. The word “Gold Member 2002” was created using the Microsoft Franklin Gothic Book Italic font. It is required that, when incorporating the logo into your materials, you use the artwork provided on the enclosed Gold Member 2002 Logo CD-ROM.

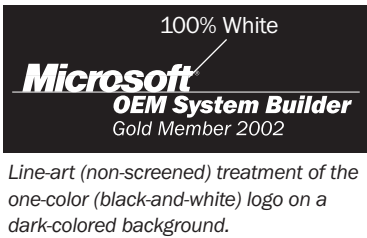
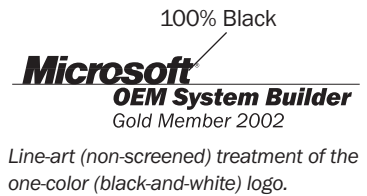
Color palette

The Microsoft System Builder Gold Member 2002 Logo can appear in four-color process, two color or in black-and-white. Acceptable uses of these variations are discussed in the following section. When placing the logo on your marketing materials, use the color scheme most appropriate to your audience and budget.

The two-color logo—in PANTONE 360 and black—should appear on a white background. It is acceptable, but not preferred, to reproduce the logo on an appropriate light-colored or dark-colored background, where the logo stands out from the background as it does on a white background. The entire logo may be reversed out of a black background or the words “Microsoft” and “Gold Member 2002” may be reversed out and the words “OEM System Builder” may be printed in green as shown in the examples.

One color Logo use

Reproduce the one-color (black-and-white) logo by using the file Gold Member\_Black.eps or Gold Member\_White.eps from the enclosed CD-ROM. The one-color logo should appear on a white background. It is acceptable, but not preferred, to reproduce the logo on an appropriate light-colored or dark-colored background, where the logo stands out from the background as it does on a white background. The entire logo may be reversed out of a black background as shown in the examples on the right.



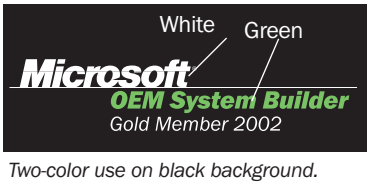
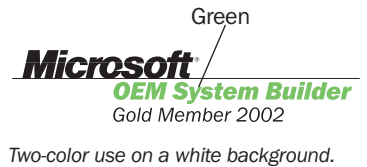
PANTONE color equivalents

Depending on the type of material you are creating, the PANTONE color used in the logo may be approximated by using the color equivalents in the chart below.

Suggested usage	Color Values (Green)
Printed materials such as as business cards and letterhead	PANTONE 360 4-color process equivalent: C55%, Y80%
Web sites	Hexadecimal: 66CC33
Electronic media such as videos and slide-show presentations	RGB: R102 G204 B51

Color Logo use

A two-spot color and four-color process version of the logo have been provided. Use of either version should be consistent with the examples shown on the right.



# Genuine Software Genuine Success Logo | Graphical Guidelines

The Genuine Software Genuine Success logo is Microsoft OEM's main anti-piracy brand identifier. This logo is intended to be used on all marketing communications. Consistency in the use of the Microsoft Anti-Piracy identity across all media is vital to maintaining the integrity of our Anti-Piracy initiative. Consult these graphical guidelines for appropriate use in your communications.

## USING THE IDENTITY IN PRINT

### Full-color version:

This version will be used in 4-color process printing. The colors are process builds to represent the PANTONE spot colors.

Use: *magazine ads, brochures, and other collateral.*



The full-color logo should always sit on a white background. Use the full-color version of the logo whenever possible. When print quality is limited, such as with screen printing, use the spot-color version. When black and white reproduction is necessary, use the 1-color version.

### Spot-color version: PANTONE 279 and PANTONE 360.

This version will be used where a limited number of PANTONE spot colors are printed.

Use: *business papers, screen printing, merchandise.*



### 1-color version:

This black version will be used when only one color is available.

Use: *fax, hardware, merchandise.*



### Reversing:

When the logo is to be placed on a colored background, use only the fully reversed version on black or the customized color versions on PANTONE 360 or PANTONE 279 backgrounds.

## DO



## DO NOT DO



# Genuine Software Genuine Success Logo | Graphical Guidelines

## Lockup:

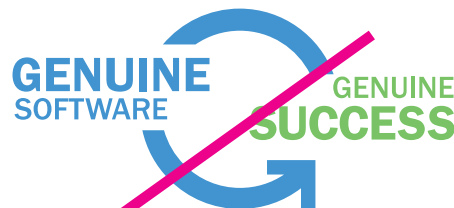
Retain the relationship of the visual to the logotype or typography. Do not rearrange or change the size of the logotype in relationship to the art or vice versa. The artwork elements in the logo should never be taken apart and recombined to create new artwork.

## DO

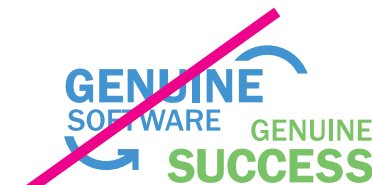


[www.microsoft.com/piracy/howtotell](http://www.microsoft.com/piracy/howtotell)

## DO NOT DO



[www.microsoft.com/piracy/howtotell](http://www.microsoft.com/piracy/howtotell)



[www.microsoft.com/piracy/howtotell](http://www.microsoft.com/piracy/howtotell)

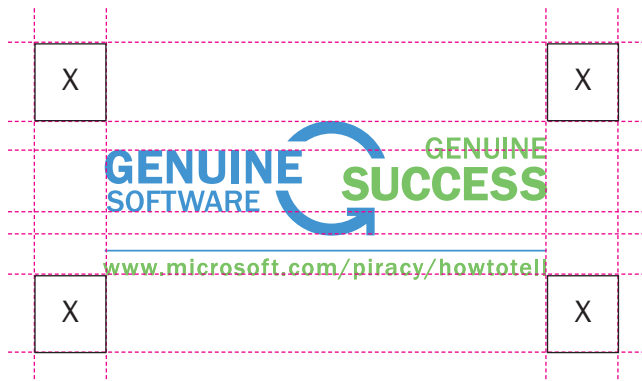
## Size:

To ensure accurate reproduction, please do not display the logo lockup smaller than .25 inch high.



## Clearspace:

The Microsoft Anti-Piracy identity must stand alone. A minimum amount of clearance must be maintained between the logo and other elements such as type, photography, or edges. The required clearspace around the logo is demonstrated below.



## Orientation and shape:

The logo should never be displayed in an orientation different from what is provided.

## DO



[www.microsoft.com/piracy/howtotell](http://www.microsoft.com/piracy/howtotell)

## DO NOT DO



[www.microsoft.com/piracy/howtotell](http://www.microsoft.com/piracy/howtotell)