

Simon™ Mobile Communications Made Simple

Reproduction Proof Slicks are high-quality printed copies of logotypes produced for reproduction purposes. They are the **only** source from which the logos may be reproduced.

Size: These signatures may be enlarged or reduced, however **do not reduce to a size smaller than smallest signature shown here.**

Color: The entire signature may be shown in solid black or any other solid color against contrasting backgrounds. Or logo may be reversed out to white on a solid color background provided there is good contrast between the logo and background color and that lower lines are of a size that reads clearly. The logo should never be placed over a photo or any patterned background. **These signatures may not be built out of four-color process; in the case of four-color process printing, either designate signature to print in black or specify a spot color for it.** A suggested color is PMS 2735.

Staging: The signature must be surrounded by a clear margin equal to half of the height of the S in Simon.™

From BELLSOUTH Designed by IBM

Staging and Size: "From BellSouth Designed by IBM" may **only** be used for marketing materials and **must be used in conjunction with** "Simon™ Mobile Communications Made Simple" logo, **always in a smaller size than that logo.** "From BellSouth Designed by IBM" must be surrounded by a clear margin equal to the height of the "B" in BellSouth. **Use size and color as designated in standards listed above.**

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BellSouth Cellular Corp.
Logotype Reproduction Proof

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Size: These signatures may be enlarged or reduced. However, if enlarged beyond an 11" horizontal dimension, use the grid found in the Corporate Identification Graphic Standards Manual.

Staging: The signature must be surrounded by a clear margin equal to the height of the BellSouth portion of the logo. The dotted box around the signature shows the boundary within which no typographic or design element may appear.

Color: The preferred color treatment is BellSouth blue (see the Corporate Identification Graphic Standards Manual) and black against a white or light solid background, as shown. However, the signature may also be shown in other single solid colors against contrasting solid backgrounds.

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