



CoreStreet Enabled™

Guidelines for partners and licensees on the proper
usage of the *CoreStreet Enabled* brand





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“IT Company Revolutionizes Physical Security.”

“With the CoreStreet technology, a small percentage of strategically located readers are network-connected to the access control system front end. The remaining readers require no network connection because they are card-connected. . . which can reduce the total cost of systems by 40% to 75%.

This allows security system budgets to go much farther and provide higher security at lower costs. . . a CoreStreet-enabled system can scale up to one million readers, and 10 million cardholders, with central management of all access points whether or not their readers are on the network.

The CoreStreet technology is being adopted by major industry manufacturers. . . CoreStreet enabled door locksets are also being developed by ASSA ABLOY.”

**“Emerging Trends—Lower Costs, Bigger Benefits,”
Security Technology and Design, May 2005**



The CoreStreet Enabled™ Logo

The CoreStreet Enabled™ logo has been designed to convey a strong and direct message. Its elegant and compact shape is easy to use on the limited space available on hardware devices, in printed materials and in digital media. It is a symbol that communicates the high quality and unique functionality associated with CoreStreet Enabled™ products.

Logo Color

The CoreStreet Enabled™ logo has been designed to be reproduced in full color, 2 color and 1 color. Full color is the preferred version of the logo. The other version of the logo should only be used when there are production restrictions that require it. (e.g. silk screening, 1 color printing, etc.)

Logo Versions

The CoreStreet Enabled™ logo is available in two versions: The dimensional version and the flat version. The dimensional version is the preferred version - and it should be used anytime that the logo is being reproduced using high resolution reproduction techniques. The flat version is reserved for occasions when the reproduction technique that is being used in a particular application will not meet adequate reproduction quality standards.

DIMENSIONAL VERSION



FLAT VERSION





Logo Art Files

Following are the various versions of the logo and the file formats in which they are available. We have sized and optimized each of the logos for a Small, Medium and Large version in each format. It will be up to you to decide which size best suits your needs. To access these files, please contact CoreStreet via email at: marketing@corestreet.com



Dimensional Logo

This is the preferred version of the logo.

File Name	Usage
• CSE__3D.eps	Print
• CSE__3D.jpg	OnScreen
• CSE__3D.gif	Web



Dimensional Logo Reversed

For use when printing on a dark color background.

File Name	Usage
• CSE__3DRev.eps	Print
• CSE__3DRev.jpg	OnScreen
• CSE__3DRev.gif	Web



Logo Art Files *continued . . .*



Flat Logo

For use when reproduction constraints prohibit the use of the Dimensional Logo (e.g. embossing or silkscreening).

File Name

- CSE__2D.eps
- CSE__2D.jpg
- CSE__2D.gif

Usage

Print
OnScreen
Web



Flat Logo Reversed

For use when printing on a dark color background and when reproduction constraints prohibit the use of the Dimensional Logo (e.g. silkscreening).

File Name

- CSE__2DRev.eps
- CSE__2DRev.jpg
- CSE__2DRev.gif

Usage

Print
OnScreen
Web

Proper Color Usage for Flat Logo



PMS 186

CMYK 0,100,75,4



Reproducing the Logo: Print and Other Physical Formats

In order to ensure quality reproduction and continue to build brand value, partners must adhere by the following minimum size requirements when reproducing the CoreStreet Enabled™ logo in physical materials:

REPRODUCTION TECHNIQUE	VERSION	MINIMUM SIZE (WIDTH)
Hi Resolution 4C Reproduction (i.e. Lithography)	Dimensional	0.5 Inches
Low Resolution 1C Reproduction (i.e. Silkscreening)	Dimensional	5 Inches
Low Resolution 1C Reproduction (i.e. Silkscreening)	Flat	0.5 Inches
Blind Embossing / Debossing	Flat	0.5 Inches
Embroidery	Flat	1.5 Inches

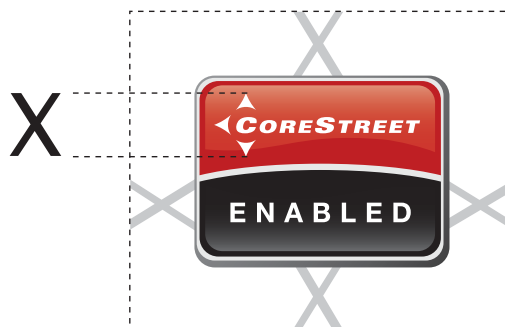
Reproducing the Logo: Digital Formats

In order to ensure quality reproduction and continue to build brand value, partners must adhere by the following minimum size requirements when reproducing the CoreStreet Enabled™ logo in digital environments:

LOGO SIZE	LOGO VERSION
>60 pixels in width	Dimensional
<60 pixels in width	Flat (no smaller than 40 pixels in width)

Clear Space

In order to maintain the integrity of the CoreStreet Enabled™ brand, the logo must appear in a clear visual field, without competing with other logos or visuals. No other object such as type, photography, borders, or edges, may appear in the clear space. Use the height of the CoreStreet logo to measure the minimum clear space distance around the logo, as shown in the illustration below.



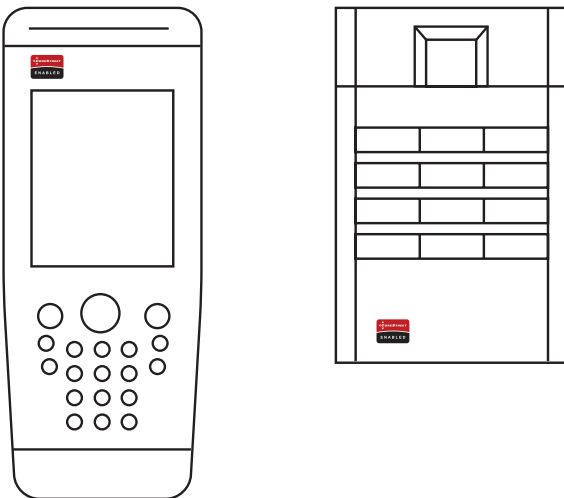
The CoreStreet Enabled™ Brand

Using the brand on hardware

In order to benefit from the value of the CoreStreet Enabled™ brand, the logo must be used on all hardware devices that incorporate CoreStreet technology. Proper usage will enhance the value of the products on which it appears.

Logo Placement Requirements for Hardware

- > The logo must appear at least once on any device that uses any CoreStreet technology.
- > The preferred placement is on the front of the device.
- > The secondary alternative is to use the logo on the back or the inside of devices that need to open in order to be used.
- > It is possible to use the logo on multiple sides of the device, but not more than once on each side.
- > CoreStreet requires approval of final placement of the CoreStreet Enabled™ logo in all hardware applications.





Printed materials, advertising, packaging, and the web

Logo Usage

The CoreStreet Enabled™ logo must appear on all materials used to promote products that use CoreStreet technology. These materials include, product packaging, as well as collateral, such as:

- Folders
- Brochures
- Datasheets
- Success stories
- Posters
- Direct Mail
- Sales Kits
- White Papers
- Technical Documentation

Note: These guidelines also apply to documents that may be distributed as PDFs or in other laser printer compatible formats.

Plaintext Usage

The adjective "CoreStreet-Enabled™" refers to products that have incorporated CoreStreet technology, as in the following examples:

- *The CoreStreet-Enabled™ readers significantly improve security.*
- *The handheld devices used by the police department are CoreStreet-Enabled™.*

Legal statement

The following legal statement must be included on any materials that feature the CoreStreet Enabled logo or word mark:

CoreStreet is a registered trademark of CoreStreet, Ltd. The CoreStreet Enabled logo is a trademark of CoreStreet, Ltd.



Web Sites

The CoreStreet Enabled™ logo must appear on all web pages that promote products that use CoreStreet technology.

Logo Usage Requirements for Web Sites

- > The CoreStreet Enabled™ logo must appear at least once on any web page promoting products that use CoreStreet technology.
- > The CoreStreet Enabled™ logo should be positioned within the top 25% of any page in which it appears.

Additional Requirements

- > Please refer to the Specifications Section of these guidelines for detailed information regarding how the CoreStreet Enabled™ logo can be reproduced, including:
 - Minimum Size Requirements and Reproduction Limitations
 - Clear Space Requirements
 - Logo File Formats

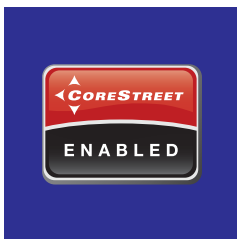
Proper Logo Usage

You may not combine the logo with any other feature including, but not limited to, other logos, words, graphics, photos, slogans, headlines, numbers, design features, or symbols

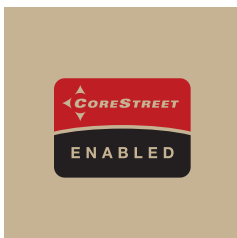
Always



The logo can be reproduced on colored backgrounds as long as it is treated as an opaque object.



When reproducing the logo on a dark colored background make sure to use a version that provides enough contrast.



When reproducing the flat version of the logo in one color (ie. silk screening on corrugated cardboard for a shipping box) it is acceptable to let the background show through.

Never



When reproducing the logo on colored backgrounds, the background color should never affect the color of the logo.



When reproducing the logo on colored backgrounds, always choose the version of the logo where the type is most legible.

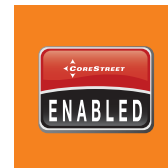


Whether reproducing the 2D or 3D version of the logo, always avoid patterned backgrounds.

Never



Never scale the logo disproportionately.



Never alter the proportions or relative position of the logo to the wordmark.



Never add other graphic elements to the logo.



Never add words or phrases to the logo.



The CoreStreet Enabled™ Brand

Contact Information

If any of the instructions contained in these guidelines are unclear or fail to address your specific questions, please contact your CoreStreet representative or email marketing@corestreet.com to reach a branding expert.