

Logo Use Guidelines

About the Guidelines

These guidelines illustrate the correct use of the PossibleNOW and DNCSolution logos. By following these guidelines, we ensure consistency among all materials, printed and electronic, distributed by PossibleNOW employees.

Because the first formal contact that many people have with PossibleNOW is through one of our web sites or through printed material, it is important that these items project a consistent and readily identifiable image.

Consistency is the key to a strong brand image and a focused corporate message. Our logos become more effective every time they are properly used. Incorrect use of our logos blurs our corporate image and makes our identity confusing to prospects and customers.

Company Name

The company name is PossibleNOW. In writing the name, use a capital P and all caps for NOW.

About the logos

The PossibleNOW logo is represented by a unique typeface and a mark that is used either to the left or the top of the name. The trademark symbol is part of the logo.



Each of the product logos are also unique typefaces and have the trademark symbol as part of the logo.

Consistency and quality

Always reproduce the PossibleNOW or product logos from the electronic files.

- Do not alter the logo in any way.
- Do not stretch or distort the logo.
- Do not change the typeface or alter the position of the trademark symbol.
- Do not alter the position of the PossibleNOW mark from the left or top position.

Size

The PossibleNOW logo and the DNCSolution product logos should be kept uniform in size across all printed materials. Certain exceptions include their use on promotional items, trade show booth signs and wearing apparel.







For most printed materials the logo should be used approximately 2" wide measured from the mark to the TM symbol

Logo colors & designs

All logos are available in the preferred two color combination as well as single color and two color reverse (white) depending on their use and the background color on which they appear.

Two color	Blue (Pantone 294)	Green (Pantone 382)
Single color	Blue (Pantone 294)	
Reverse two color	White	Green (Pantone 382)

	POSSIBLE now ™	two color logo with the mark as an outline
	POSSIBLE now ™	single color logo with the mark as an outline
	POSSIBLE now ™	two color logo with the solid mark
	POSSIBLE now ™	single color logo

Logo use in print

Correct



WRONG



Do not stretch the logo from its original proportions



Do not distort the logo from its original proportions



Do not change the type font

These same principles apply to PossibleNOW product logos as well.

Correct



WRONG



How to avoid stretching or distorting the logo

To insert the logo into a Word document:

- 1) Select Insert > Picture > From File.
- 2) Select the file name of the logo you wish to place


To size it larger or smaller without distorting the image, hold down the **Shift key** as you “grab” one of the image handles with your cursor. See the information above regarding the correct size for the use of the logos in print.

Logo use electronically
(Outlook signature, Word documents, PowerPoint)

Outlook signature

You may choose to add the horizontal logo to your Outlook signature. If you do not use the logo, you should use the name “PossibleNOW” under your job title. Your electronic signature is the same as a business card and should include all relevant contact information.

Example:

your full name	→ Samantha Sample	Samantha Sample
job title (avoid abbreviations)	→ Human Resources Manager	Human Resources Manager
company name	→  POSSIBLENOW™	PossibleNOW
address	→ 4400 River Green Parkway, Suite 100 Duluth, GA 30096	4400 River Green Parkway, Suite 100 Duluth, GA 30096
Main number or toll-free #	(770) 255-1020 Main	(770) 255-1020 Main
Your direct line	(770) 255-4433 Direct	(770) 255-4433 Direct
Your email	→ ssample@possiblenow.com	ssample@possiblenow.com
Appropriate company URLs	→ www.possiblenow.com www.dncsolution.com	www.possiblenow.com www.dncsolution.com

Word documents

For correspondence, please use the template as shown below.

PowerPoint presentations

A template is provided with master title and master bullet slides.

June 30, 2006

John Q. Public
Call Center Manager
Bigworld Teleservices Company
2600 World Center Parkway
Suite 400
Mytown, CA 91330

Dear John:

Begin your letter here.

Please use the suggested margins.

Insert logo about 0.75" from the top

The date should begin about 2" from the top of the paper.

bottom margin .5"
left margin: 1.25"
right margin: 1.25"