

Welcome to Chatsworth Products, Inc. Certified Contractor Program Logo Usage Guidelines

Chatsworth Products, Inc. (CPI) leads the industry in providing structural support systems used to organize, store and secure valuable IT infrastructure equipment.

The CPI brand is well respected and recognized in the marketplace as a quality structural solutions supplier. To further our mutual branding success and ensure growth in recognition and awareness, the following guidelines have been created. We can achieve this goal through consistent visualization in branding communication.

Building and protecting brand equity benefits us all.



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These guidelines are effective immediately and Chatsworth Products, Inc. reserves the right to update this guide as deemed necessary.

If you need guidance that is not outlined in this document, please contact Marketing Communications:

Joan Fowler
Marketing Communications Manager
252-635-4265
jfowler@chatsworth.com

Chatsworth Products, Inc. Certified Contractor Program Guidelines

The Chatsworth Products, Inc. (CPI) Certified Contractor Program Guidelines are a global standard by which we go to market with our valued contractors. The guidelines define the relationship and provide for consistent use worldwide.

To ensure that the CPI name and the Contractor name are both represented correctly and consistently, please follow these guidelines, which supersede all previously published usage guidelines.

Positioning Statement

The CPI positioning statement provides a foundation for company communications. From print ads to presentations, consistent messaging will support and protect our Organize. Store. Secure.SM tagline and reinforce the CPI brand in the marketplace.

Chatsworth Products, Inc. (CPI) is a leading manufacturer of systems designed to organize, store and secure IT infrastructure equipment. As an industry leader, CPI products deliver superior structural support that exceeds customer expectations through innovation, function and performance. Unequaled customer service and technical support, as well as a global network of industry-leading distributors, assures our customers that CPI is dedicated to delivering IT infrastructure solutions designed to meet their needs.

Resources

In addition to the guidelines, please access the CPI Certified Contractor Program Website for marketing resources at: www.chatsworth.com/logo. Initial registration is required to set-up your account.

The online resource includes logos and design elements that can be downloaded and used to create materials.

The screenshot displays the Chatsworth Products, Inc. website. At the top left is the CPI logo and the text "CHATSWORTH PRODUCTS, INC. An Employee-Owned Corporation". To the right is a "Site Search" field with a "go" button and a dropdown menu for "--Featured Markets--". Below this is a navigation bar with links for Home, About Us, Products, eCatalog, Applications, News/Events, Support, and Partners. The main content area features a large banner for the "TeraFrame™ Cabinet System" with the tagline "Signature solutions...". To the right of the banner are several product category icons: Two-Post Systems, Four-Post Systems, Zone Cabling & Wireless Enclosures, Wall, Ceiling & Under-Floor Systems, Cable Management, Cable Pathway, and Accessories. Below these icons is a text box for "two-post systems" describing their strength and stability. The bottom section of the page is divided into three columns: "Product Showcase" featuring the TeraFrame Cabinet System with a "NEW!" badge and a description; "Tools & Resources" including a "Product Configurator" (also with a "NEW!" badge) for customizing systems and "Design Tools" for downloading software; and "Information" which includes "News, Views & Tips" with a list of recent updates and a "Request Information" section for eNewsletters and printed literature. A "Contact Us" link is also present at the bottom right.

Logo Usage

The following guidelines outline the standards for using the CPI Certified Contractor logos. By observing these guidelines and standards, you help protect the integrity of both organizations and define the relationship between the two.

Big Rule **Your company logo should be the primary identity in your communications.**

Exclusion Zone

This exclusion zone indicates the amount of space other graphic elements or messages can be positioned in relation to the mark and is determined by the depth of the "X" within each logo. Please use this exclusion zone proportionally in each situation the logo is used.

Minimum Size

Minimum size is 1" wide. Do not recreate, stretch or change the relationship of the logo and wording. If you need to translate the logo wording, please have the CPI Marketing Communications create it for you to maintain global consistency.

Colors

The approved colors for the CPI Certified Contractor logo are PMS #299 blue or black. Do not alter or eliminate any part of the logo.

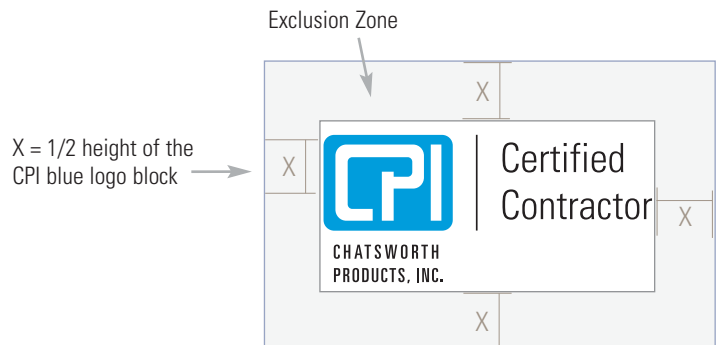
If only one color is used, the entire logo should appear in 100% of the color or it can be reversed out of a solid color to appear as white. Screening or shading any part of the logo is not permitted. Do not reduce the legibility of the logo by placing it on dominant backgrounds, patterns or textures.

Taglines

No taglines should be used with the CPI Certified Contractor logos.



Block version with elements knocked-out to white



Minimum size no smaller than 1" wide



Colors: Pantone #299
 CMYK: cyan 85%, magenta 19%, yellow 0%, black 0%



RGB: red 0%, green 157%, blue 220%

Web safe/Hex#: 009ddc

Big Rules

- Do not stretch the logo.
- Do not use taglines.
- Do not create a joint identity using your logo and the CPI logo.
- Do not create 3-dimensional effects or any other effects on the CPI Certified Contractor logo.
- Do not use the CPI Certified Contractor logo more than once on each page or advertisement.
- Do not use the CPI Certified Contractor logo in text.
- Do not place the CPI Certified Contractor logo in imagery or embedded text.

NO stretching!



NO squashing!



NO effects!



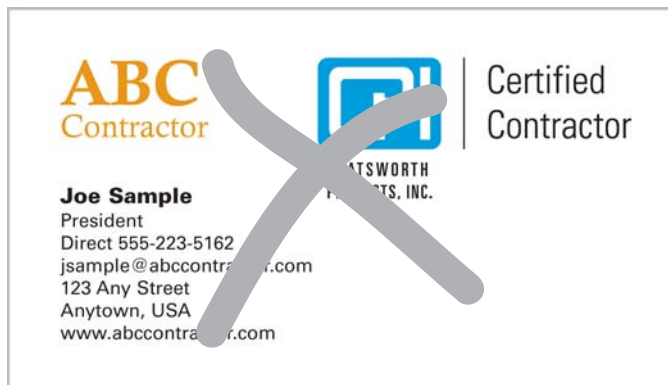
Business Cards

Business cards should have your organization's logo and the appropriate CPI Certified Contractor logo.

- Your company's logo should be the primary identity in your communications and should be larger and more prominent than the CPI Certified Contractor logo.
- Do not alter the colors of the logo. If you cannot use the CPI PMS #299 blue, print in all black.
- Logo size & placement: The CPI Certified Contractor logo should be no smaller than 1".



Correct usage



← The CPI Certified Contractor logo should be not be larger than your logo. Do not place the logo directly next to your logo.

Letterhead & Proposals

If you are not a CPI employee, you cannot use the CPI identity as your communication vehicle. The letterhead or proposal should have your organization's logo and the CPI Certified Contractor logo.

- Your company's logo should be the primary identity in your communications and should be larger and more dominant than the CPI Certified Contractor logo.
- Do not alter the colors of the logo. If you cannot use the CPI PMS #299 blue, print the logo in all black.
- Logo size & placement: The CPI Certified Contractor logo should be no smaller than 1" (25.4mm).

Correct usage

ABC
Contractor
123 Any Street
Anytown, USA
555-223-5182
www.abcontractor.com

Proposal

The CPI Certified Contractor logo should be no smaller than 1" (25.4mm) and should be less prominent than your logo. Do not place the logo directly next to your logo.



Presentations

CPI Certified Contractors giving presentations should not represent themselves as CPI employees. The presentation should have your organization's logo and the CPI Certified Contractor logo.

- Your company's logo should be the primary identity and should be larger and more prominent than the CPI Certified Contractor logo.
- Do not alter the colors of the logo. If you cannot use the CPI PMS #299 blue, use in all black.
- Logo size & placement: The CPI Certified Contractor logo should not be larger than your logo, and should not be placed directly next to your logo.

Correct usage



Advertising

Advertisements for CPI and by CPI Certified Contractors should have a consistent look and feel worldwide. The goal is to create a common visual platform that our customers will be able to identify with our brands. By maintaining consistency with the CPI style, CPI Certified Contractors can leverage the brand awareness from worldwide campaigns and our investment in marketing communications.


Your company logo should be the primary identity in your advertisements. CPI Certified Contractors cannot portray themselves in advertisements as Chatsworth Products, Inc. The ad should have your organization's logo and the CPI Certified Contractor logo.

- Your company's logo should be the primary identity in your communications and should be larger and more prominent than the CPI Certified Contractor logo. The preferred placement for the dominant logo is typically bottom righthand corner so the reader ends on your identity. The CPI Certified Contractor logo should not be placed directly next to your logo. It should be placed near the product if possible.
- Do not alter the colors of the logo. If you cannot use the CPI PMS #299 blue, print in black or use all white knocked out on a solid background.
- Logo size & placement: The CPI Certified Contractor logo should be no smaller than 1"(25.4mm). Do not place the CPI Certified Contractor logo directly next to your logo.
- Remember that the CPI Certified Contractor logo should only appear once in any advertisement and not in the body copy. If possible place it near a photo of the product.
- Clearly state the benefit to the customer in lead text/heading and reinforce the message with a supporting visualization of that benefit.

- Use strong, professional quality visuals (photography/graphics) to show products in the best possible light. Use high-resolution logos in vector format, do not pull them from a web page. If you need the CPI Certified Contractor logo, please refer to the website or contact CPI Marketing Communications.
- Always include contact details and a Website address.

Infinite possibilities without infinite waiting

The New TeraFrame™ Cabinet System
Introducing the TeraFrame™ Cabinet System from Chatsworth Products, Inc. (CPI), the cabinet that can be personalized to meet your data center needs and delivered when **you** need it.



123 Any Street
Anytown, USA
555-223-5162
www.abccontractor.com

ABC Contractor

Business Listings and Directory Advertising

Business listings and directory advertisements should follow the same rules as publication ads. Your company logo should be the primary identity in your advertisements. CPI Certified Contractors cannot portray themselves in advertisements as Chatsworth Products, Inc. The ad should have your organization's logo and the CPI Certified Contractor logo.

- Your company's logo should be the primary identity in your communications and should be larger and more prominent than the CPI Certified Contractor logo.
- Do not alter the colors of the logo. If you cannot use the CPI PMS #299 blue, print in black or use all white knocked out on a solid background.
- Logo size & placement: The CPI Certified Contractor logo should be no smaller than 1" (25.4mm). Do not place the CPI Certified Contractor logo directly next to your logo.
- Always include contact details and a website address.



Sample of small listing
Logos should not be placed next to each other

Vehicles

CPI Certified Contractor vehicles should not represent themselves as Chatsworth Products, Inc. property. The vehicle should have your organization's logo and the CPI Certified Contractor logo.

- Your company's logo should be the primary identity and should be larger and more prominent than the CPI Certified Contractor logo.
- Do not alter the colors of the logo. If you cannot use the CPI PMS #299 blue, use in black.
- Logo size & placement: The CPI Certified Contractor logo should not be larger than your logo, and should not be placed directly next to your logo.



Tradeshows

Tradeshow booths should follow the same rules as publication ads. Your company logo should be the primary identity in your booth. CPI Certified Contractors cannot portray themselves at a tradeshow as Chatsworth Products, Inc. The booth should have your organization's logo and the CPI Certified Contractor logo.

- Your company's logo should be the primary identity and should be larger and more prominent than the CPI Certified Contractor logo.
- Do not alter the colors of the logo. If you cannot use the CPI PMS #299 blue, use in black or knocked out to white on a solid color background.
- Logo size & placement: The CPI Certified Contractor logo should not be larger than your logo, and should not be placed directly next to your logo.



Websites

CPI encourages our CPI Certified Contractors to display the partner logo on their Website. This is a mutually beneficial marketing resource which will boost both parties awareness.

CPI Certified Contractors requirements:

- CPI Certified Contractors that have a Website are required to link back to www.chatsworth.com.
- Logo size & placement: The link back to CPI's Corporate Website should follow the format to the right. Use the CPI Certified Contractor logo and the link below it. Do not alter the logo or colors. CPI Certified Contractor web optimized logos are downloadable from www.chatsworth.com/logo. The CPI Certified Contractor logo should be no smaller than 300 pixels wide. Do not place the CPI Certified Contractor logo and link directly next to your logo. Do not make the logo transparent.
- Do not alter the copy in the link. You may use your font for the type in the link and use your style for links, ie. underlined or highlighted rollover.

How To Implement This On Your Website

Your web designer or developer can obtain the HTML code needed for your site by visiting www.chatsworth.com/logo. You must use the code provided, as it is search engine optimized to increase CPI's ranking, which will benefit your business and improve your ranking as well.

- Got to www.chatsworth.com/logo.
- Log in using your user ID and password. If you have not accessed the site before, you can register.

Beneath the logo and link text is a box of HTML code. Your web designer or developer should cut and paste this code into your Website's HTML page(s). Do not alter the code.



[Chatsworth Products, Inc.](http://www.chatsworth.com)



Link to www.chatsworth.com (includes search engine optimized code to increase ranking)



Correct usage - the white elements should be maintained when placed on a background



Incorrect usage - do not use the logo as a transparent gif allowing the background to show through