



CIBER Corporate Identity and Brand Standards Manual

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Welcome to CIBER’s Corporate Identity and Brand Standards Manual

CIBER, Inc. (NYSE: CBR) is a pure-play international system integration consultancy with superior value-priced services and reliable delivery for both private and government sector clients. CIBER’s services are offered globally on a project- or strategic-staffing basis, in both custom and enterprise resource planning (ERP) package environments, and across all technology platforms, operating systems and infrastructures. Founded in 1974 and headquartered in Greenwood Village, Colo., CIBER now serves client businesses from over 60 U.S. offices, 25 European offices and seven offices in Asia/Pacific. Operating in 18 countries, with more than 8,000 employees and annual revenue over \$1 billion, CIBER and its IT specialists continuously build and upgrade clients’ systems to “competitive advantage status.” CIBER is included in the Russell 2000 Index and the S&P Small Cap 600 Index.

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What is a brand?

A brand is not a logo.

A logo is merely a *symbol* for a brand.

A brand is a person's perception and feeling toward a product, service or company. "Charismatic brands" are perfect examples of companies whose products and/or services carry a certain non-vocalized perception with customers. These brands have a clear competitive stance, a specific "voice" or identity and a dedication to aesthetics. In other words, they are defined as any product, service or company for which people believe there is *no substitute*. Clearly examples of charismatic brands are Apple, Nike and Guinness.

To compare a brand with its competitors we only need to know what makes it different. This makes differentiation one of the most important factors in establishing a unique and lasting brand. Try answering the following questions about CIBER:

1. Who are we?
2. What do we do?
3. Why does it matter?

Having compelling answers to all three questions means you will be in a position where you can convey this to all the people you meet when doing business. This will help build CIBER's brand and differentiate us in the marketplace. Successful and lasting branding begins with *you*.

Brand implementation principles

In order to translate our brand idea into a coherent experience and to validate our service promise:

- The use of the logo and messaging that "make it real" should form a consistent, unified impression and should always be closely linked to the company's overall brand identity and company positioning.
- The expectations generated by the brand should never be allowed to be invalidated by broken promises, inconsistent language or "out-of-character" visual or verbal representations.

The five metrics of a strong brand

The brand—as idea, promise and experience—must fulfill five standards:

1. It must be relevant to a real or projected need in the marketplace.
2. It must be deliverable—the company must have the infrastructure, assets and intellectual capital to fulfill the promise and deliver value.
3. It must be credible—the company behind the promise must be perceived as capable of delivering the promise.
4. It must be differentiating—it must possess some quality that distinguishes it from all other competitively relevant brands.
5. It must be both inspired and inspiring—it must motivate interest, action and enthusiasm among employees, shareholders and customers.

Remember: Brands that keep their promise attract loyal customers who will return to them at regular intervals.

There are three fundamental touch points between a brand and the market:

1. Behavior

Brand behavior is the code of conduct toward clients, the public, the financial community, the corporation and each other. It must manifest in everything we do, from the way the phones are answered to choices about the kinds of philanthropic programs with which we choose to align. Brand behavior is the brand brought to life in the most vital, social and personal way. Our actions as a company and the actions of our employees will have to legitimize and support our service promises at every turn, creating and sustaining a complete brand experience for our clients.

Keep it pure.

2. Appearance (“look and feel”)

“Look and feel” applies to a wide range of graphic design applications including corporate symbol and signature, color palette, presentations, business systems, environmental signage and standard attire. These must be consistent with each other while clearly and recognizably expressing the brand positioning.

Keep it clean.

3. Language (“voice” or “tone and manner”)

“Tone and manner” or “voice” spans a company’s entire system of verbal communications—from ad copy, taglines, brand lines and slogans to internet content, press releases, white papers and service names. Tone and manner shapes every message our company sends. As with look and feel, these different verbal expressions must be consistent across all media, serve as a recognizable and faithful voice of the brand and speak in different “dialects,” in deference to distinct audiences.

Keep it focused.

CIBER is an acronym:

CIBER should *always* be written with all upper-case letters and should *never* appear as Ciber or ciber.

In 1974, in Detroit, Michigan, Bobby Stevenson and two additional partners founded a company that would primarily serve the information systems needs of the burgeoning auto industry. They called the company **Consultants in Business Engineering Research (CIBER)**. In 1978, Mr. Stevenson became full owner of the company and still on the board of directors. Headquartered in Colorado since 1988, CIBER has evolved through growth and acquisition from being an IT services consulting firm into an E-business end-to-end solutions provider for many of the Fortune 500 as well as mid-market companies.

CIBER Positioning

When we speak externally, as we do in our advertising, collateral materials and on our website, we need to communicate a little differently. It is important that we continuously tell our customers what we are committed to do for them and how we intend to deliver. Most importantly, we should always describe these things in terms that differentiate us from our competitors.

Positioning *is* the point of differentiation between a company and its competitors. It stakes out a space (or “niche”) in competitive territory where the company can credibly deliver a product, service or benefit that no other organization can deliver (or deliver as well). Positioning is where we declare the unique value-added benefit that distinguishes CIBER above all others.

Differentiation—the heart of positioning—is achieved through the intelligent, coordinated design and application of the three fundamental brand “touch points” discussed earlier: behavior, appearance and language. Companies that act, “speak” and look in a way that is unique among competitors and consistent across channels, business units and mediums can achieve a degree of distinctiveness that goes beyond that which it can accomplish through its superior products or services alone.

Sample positioning language

Instead of selling build versus buy, onshore versus offshore, legacy versus open source, CIBER helps clients figure out what works for their enterprise. We take the time to listen and understand their business goals, and then recommend the right solution for success. It's what is most effective for them, not what we want to sell. That's practical. Creative people drawing on global resources, finding new ways to do things – that's innovation. Practical Innovation. That's CIBER.

Here are some guidelines and suggestions to send the right message and create the right mood to best communicate CIBER and its brand promise.

Getting the message and mood right will be the measure between the success and failure of each communication. Audiences must understand the benefits—the points of difference—that come from partnering with CIBER versus working with the competition. Above all, you should strive to utilize these points of difference that uniquely position CIBER in the hearts and minds of our customers and other key audiences.

- **Be human.** Images should relate to benefits and, therefore, be human, rather than product-oriented. Base the message in humanity and the human experience, not in technical terms.
- **Be impactful.** Find arresting images and anecdotes to capture the readers' attention immediately.

- **Be confident.** Quietly. Our message should be subtle, not boastful. Our voice is one of a partner, not seller. This is not about making claims; it's about who we are.
- **Be understated.** The dramatic understatement of underpromising and overdelivering is the tone to strive for.
- **Be clean and crisp.** Use elegant, simple but effective communication. Visually and verbally, less is more.
- **Be conversational.** The message should speak with people, not talk at them. CIBER is their partner—share our message with them.
- **Be respectful and non-promotional.** Engage the reader by speaking in a common language. No chest-beating or competitor-bashing. Avoid jargon.
- **Be benefit-driven.** How does this product or service enhance people's lives? Talk about the benefit.
- **Be global.** We're a global company—and need to act like one. Do not use metaphors or sports analogies where

they may not be understood. Consider translations with a world view in mind.

- **Be sure.** Test your visual and verbal content with the target audience to be sure that you're communicating what you want to communicate.
- **Speak with CIBER's voice.** Above all, review CIBER's positioning statement, and make sure its message is conveyed in every CIBER communication that you produce. Every copy direction, every visual cue should do double duty—both fulfilling the goal of each assignment as well as communicating our brand promise. If it isn't building brand value, then it is diluting it!
- **Obtain approval.** All literature and other external marketing communication materials must be reviewed and approved by Corporate Marketing/PR before they are used before clients, potential clients or the media.

It is always crucial to protect and grow our brand.

The sections that follow contain everything you'll need to know to communicate using the CIBER brand, including various document, logo and brand guidelines and examples of proper and improper applications.

Additionally, please keep the following suggestions in mind in order to maximize our brand.

Use the brand selectively

Any time the brand is used, it should be considered a “product” that represents our company and who we are. Therefore, a great deal of care should be taken in how the brand is displayed. Be sure that whatever “product” you use carrying the CIBER brand—be it a PowerPoint® presentation, a fax to a potential customer, or a shirt you're wearing at a conference or trade show—displays the image proudly and properly.

Use the brand components correctly

It's very easy to overlook seemingly minor details when using various brand components, yet these types of mistakes can damage the brand and create roadblocks in reaching your objectives. Always adhere to guidelines detailed in the following sections to guarantee smooth and successful implementation of the CIBER brand.

Incorporated?

For copy purposes, it is permissible to use either “CIBER” or “CIBER, Inc.”

For more information

If you encounter a CIBER branding situation not addressed in this manual, please contact Creative Services at +1 303.267.3874.

The bold, powerful lettering of the CIBER logo reflects the strength of our services. The gray color symbolizes reliability and history. Our purple demonstrates regality in the industry. Together these elements demonstrate that we have over 30+ years expertise in the IT services industry.

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg or .gif extensions should be used primarily for onscreen viewing. Please consult with any vendor you may do business with for their preferred file format before submitting artwork for production. Electronic files for the CIBER logo are available online at: <http://www.ciber.com/employee>.

Allowable size

The minimum allowable size for the CIBER logo is .5 inch (1/2"). The height is measured from the top of the “i” to the bottom.



Minimum size of the logo.

CIBER logo proportions and limits

The CIBER logo should occupy its own space. Always maintain a generous “safe” area equal to half the height of the “i” in the logo on all sides of the logo.



Minimum spacing example for the logo.

Logo color options

You have three basic options from which to choose:

- Full-color with CIBER Gray and Purple
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background; it is also acceptable for the logo to appear reversed on surfaces such as wood, granite and chrome.



The term “brand architecture” is simply a way of clarifying how a company’s brands relate to each other in the marketplace. There are two examples usually given. The first is a “Branded House” and the second a “House of Brands.”

“Branded House” architecture

“Branded House” architecture employs a single master brand to span a series of offerings that may operate with descriptive sub-names. The sub-brands often add clarity and further definition to the offering. Market leaders like Boeing and IBM that seek to be the leader in entire markets and categories through a single, highly-relevant and highly leveraged master brand typically employ the Branded House structure.

“House of Brands” architecture

At the other end of the spectrum, “House of Brands” architecture characterizes a group of stand-alone brands. Here, each brand operates independently to maximize its market share and financial return. In such an approach, the belief is that the sum performance of the range of independent brands will be greater than if they were managed under the banner of a single master brand. Examples of House of Brands companies include General Motors, Viacom and Procter & Gamble.

With products and services with similar values, it’s common to use a Branded House approach. CIBER is a Branded House, as we have a common vision and a strong positive brand equity that is the basis for all messaging related to our sub-brands.

The starting point and kerning (space between letters) of the type for the logos varies from logo to logo, depending on the length of the name and the type of logo, and is positioned based on visual balance.

Never attempt to create your own logo for any product, division, line of business or group. Please contact Creative Services at +1 303.267.3874 for assistance or more information.

Logo options

You have two standard logo options from which to choose:

STANDARD LOGO



For use in USA with registered trademark symbol.



For use in Europe and Asia *without* registered trademark symbol.

A tagline is a variant of a branding slogan typically used in marketing materials and advertising. The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of a brand or product or to reinforce the audience's memory of a product.

The tagline can be used alone or with the logo. When it appears with the logo there are two approved variants only (see below).

Never attempt to create your own tagline or a variation of the approved tagline. Never use the tagline with the logo other than how it is shown below.

For assistance, please contact Creative Services at +1 303.267.3874 for assistance or more information.

Practical Innovation.

Helvetica Neue 55 Roman

Helvetica Neue 75 Bold

See Color Palette on p.14

TAGLINE LOGOS

For use in USA only.

ciber[®]
Practical **Innovation.**

ciber[®] Practical **Innovation.**

For use in Europe/Asia.

ciber
Practical **Innovation.**

ciber Practical **Innovation.**

CIBER logo usage

For approved logo usage, please refer to the previous pages.

- Never use anything but the approved and provided logo.
- Never attempt to create your own CIBER logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.

Whatever your objectives, ~~ciber~~[®] has the knowledge and expertise to deliver..



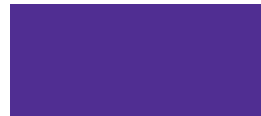
Primary communication palette

CIBER Purple:

CMYK Reference: C 85%, M 100%, Y 0%, K 0%

PANTONE Reference: PMS 2597 C

RGB: R 79, G 21, B 127



CIBER Gray:

CMYK Reference: C 0%, M 2%, Y 0%, K 60%

PANTONE Reference: PMS Cool Gray 10 C

RGB: R 90, G 90, B 90



Color control

For PMS® spot colors, please use the current version of the “PANTONE® formula guide coated/uncoated” for color specification, matching and control.

For CMYK colors, please use the current version of the “PANTONE® solid to process chips” for color specification, matching and control.

The colors as shown in this manual are not intended to match the PANTONE standards.

PANTONE® and PMS® are registered trademarks of Pantone, Inc.

Trademarks and naming

A crucial element to the success of any corporate identity program is following all legal guidelines regarding registered trademarks and patents. Any deviation from the guidelines in this manual could result in the loss of our legal right to use our marks, logos and, possibly, the CIBER name. The same attention must be paid to the company's process for registering names for its products and services. If the proper process for naming is not carefully followed, CIBER may face patent and liability issues.

Policy

In order to ensure a precise, orderly process, Creative Services, Marketing and the Legal department must be consulted to obtain a legally protected trademark/name for any product or service that the company wishes to market and sell.

Process

Marketing works with the CIBER division or group that is requesting a new product and/or service name to determine key audiences and messages. A short list of names is then developed and recommended to the group requesting the name.

Marketing will consult with Legal to research the availability of a given name and make a claim on a trademark. The name is then reviewed by the U.S. Patent and Trademark Office in Washington, D.C., and published in the Trademark and Patent Gazette. If no objections are raised during the normal review period, the trademark office will assign a registration number for the name requested.

Marketing then works with Creative Services to establish artwork that graphically represents the name. This too will be filed with the U.S. Patent and Trademark Office in Washington, D.C.

Registered Trademark symbol

The registered trademark symbol (®) should never appear with logos that are used on materials or signage in Europe or Asia (refer to page 11 for logo examples).

When writing the company's name in documents, emails, webpages or correspondence, you do not have to display the registered trademark symbol with the typed letters CIBER.

Typography

An integral part of any company's brand is the usage of fonts that represent the organization's unique handwriting and add emphasis to the personality of the brand identity.

As an integral part of CIBER's brand the following Arial, Helvetica, Franklin Gothic and Times New Roman fonts should be used.

Please refer to the following samples for usage.

Arial (Adobe)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Arial (Adobe) Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Arial (Adobe) Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Arial Narrow (Adobe)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Franklin Gothic Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Franklin Gothic Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&()+/?@

Business stationery

Every day, CIBER stationery makes an impression on thousands of customers, prospects, partners, analysts, shareholders and members of the media.

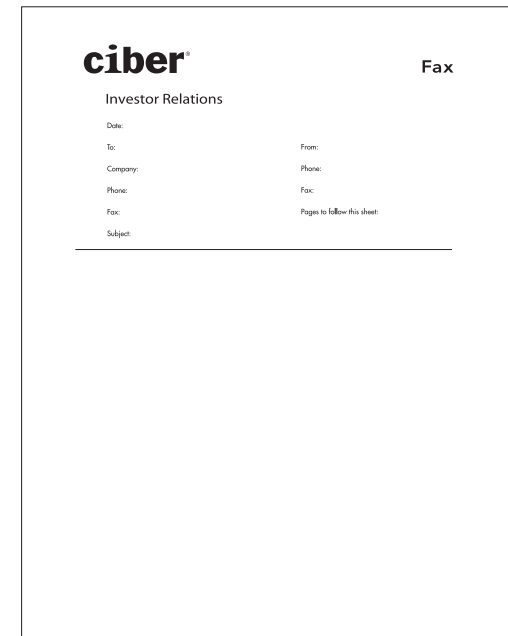
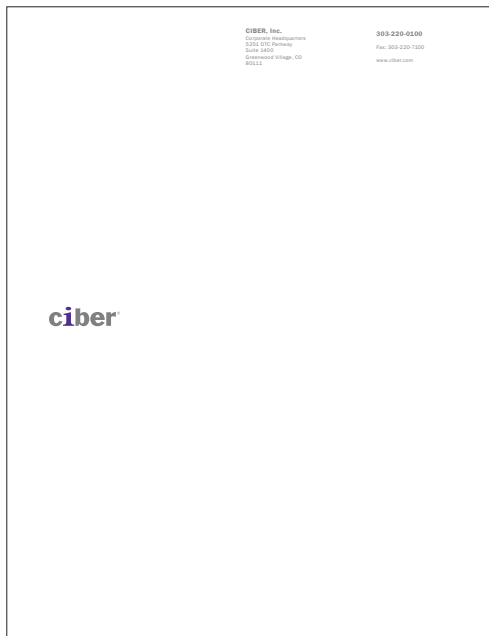
These impressions must always be positive. All CIBER business stationery must be clear

and professional. The pieces should “family” with one another to present a cohesive appearance.

Below are some examples of corporate stationery.

For more information

To order stationery please contact Nicole Quiring at +1 303.220.0100 or via email at nquiring@ciber.com.



It is possible to create a default email signature through your email program. As in the examples to the right, you can set up the program to automatically add your signature to the end of every email you send.

For a strong corporate image, all email messages should identify the sender in a standard and clear manner. You should always include the website URL as well as your email address in your signature.

Email signatures should be gray or black text. If you choose to add a logo to your email signature you can download the proper logo at www.ciber.com/employee.

Never attempt to create a logo or a representation of the logo using letterforms. This will only appear unprofessional and will hurt the brand image. Do not add slogans, sayings, images or other messages to your email signature. Partner logos or certifications must always appear smaller than the CIBER logo.

For more information

For assistance with creating your email signature, please contact the Help Desk at +1 888.773.2778 / helpdesk@ciber.com or view an example online at www.ciber.com/ciber/brand.

Stan Woodson
Vice President
CIBER, Inc.
Tel: 303-220-0100
Fax: 303-220-7100
swoodson@ciber.com
www.ciber.com

Stan Woodson
Vice President



Tel: 303-220-0100
Fax: 303-220-7100
swoodson@ciber.com
www.ciber.com



Stan Woodson



Vice President
Tel: 303-220-0100
Fax: 303-220-7100
swoodson@ciber.com
www.ciber.com

~~**Stan Woodson**
Vice President~~

~~Tel: 303-220-0100
Fax: 303-220-7100~~~~*“Success usually comes to those who are too busy to be looking for it.”*
Henry David Thoreau~~

~~**Stan Woodson**
Vice President~~

~~Tel: 303-220-0100
Fax: 303-220-7100~~

Potential E-mail Ramification

With people increasingly conducting business electronically and routinely reaching agreements through a variety of electronic means, the laws of most countries have recognized such agreements and permit parties to execute agreements by using “electronic signatures” rather than traditional, hand-written signatures. However, it is important to remember that an email can be a “signed writing” sufficient to create a contract, whether or not one was intended, when there is no dispute as to the source and authenticity of the email and even if the underlying contract specifically requires that modification must be in writing and signed by both parties.

It is recommended that, to avoid unintended results, all emails contain an electronic closure block that says that electronic signatures in emails should not be considered evidence of intent to be bound to any agreement unless expressly stated.

The following is the recommended email closure block for CIBER:

CONFIDENTIALITY NOTICE AND NOTICE REGARDING NO ELECTRONIC SIGNATURE: The materials in this electronic transmission (including attachments) may be subject to attorney-client or work product privilege, may be private and confidential and are the property of the sender. The information contained is intended only for the named addressee(s) and should not be considered evidence of intent to be bound to any agreement. The taking of any action in reliance on the contents is strictly prohibited. If you are not the intended recipient of this message, please immediately notify the sender and promptly delete this message.

For more information

For assistance with creating your email signature, please contact the Help Desk at +1 888.773.2778 or helpdesk@ciber.com.

See examples online at:

www.ciber.com/ciber/brand

Collateral, in marketing and sales, is the collection of media used to support the sales of a product or service. These sales aids are intended to make the sales effort easier and more effective and include brochures, newsletters, white papers and other documents. They are designed to get the message out and stimulate interest in prospects about specific services and solutions that we offer.

Since collateral is considered a direct form of communication with targeted audiences regarding the benefits of our

products or services, it is critical that each piece accurately represent CIBER and what we offer. Both the company's image and voice must be taken into account when creating collateral. The impression we make through our printed materials may be a prospect's first encounter with CIBER, but it will always be a lasting impression. Therefore, collateral must be professional in appearance, accurate in details and motivating in that it will lead to new or further contact with the reader.

At *no time* should you attempt to create collateral pieces yourself.

You can download CIBER's current marketing collateral at <https://ciberspace.ciber.com/sites/marketing/All%20Knowledge/Marketing%20Collateral.aspx?PageView=Shared>

For more information

Please contact the Corporate Marketing at +1 303.874.2182 for assistance with collateral.



Sample collateral pieces

Just as with stationary and collateral, PowerPoint can make a strong statement about our company and our ability to successfully implement solutions for our clients. Presentations should always be highly professional in appearance and should not use clip-art, graphics or images that do not reflect positively on CIBER as a whole.

PowerPoint template

A PowerPoint template has been developed for use in corporate and solution specific presentations.

Artwork

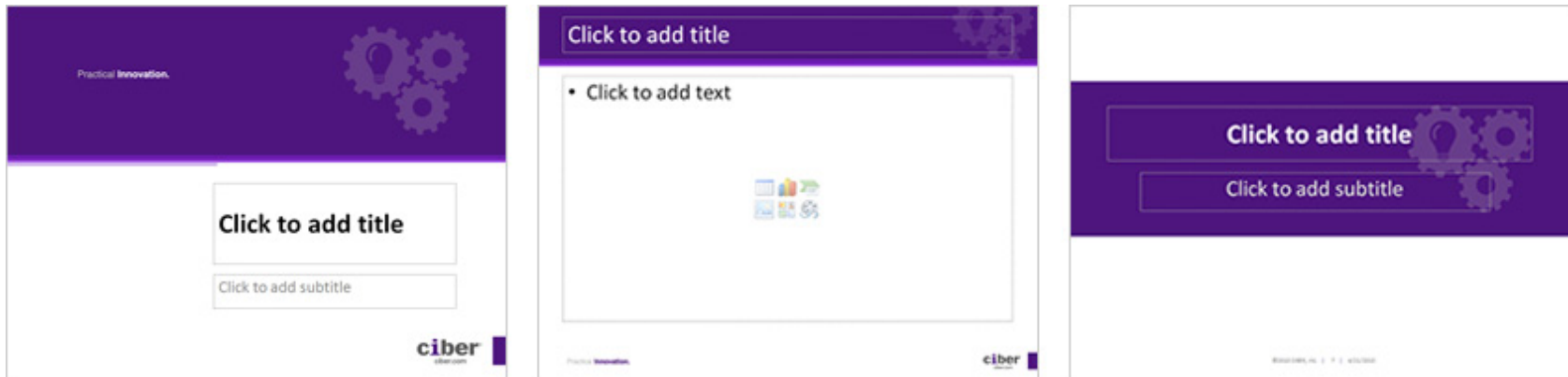
CIBER employees may download the PowerPoint template from the corporate intranet at <https://ciberspace.ciber.com/sites/marketing/Presentations/Forms/Presentation%20View.aspx>

Text

All text is Arial.

For more information

For more information about using the template or assistance with text or image placing/creation, please contact Corporate Marketing at +1 303.874.2182.



Sample PowerPoint® template

A corporate website exists to provide information to the public about the company and its services much in the same way that printed collateral accomplishes this. Nearly every company that interacts with the public has a corporate website. Large companies, like CIBER, typically maintain a single umbrella corporate site for all of their various brands and subsidiaries.

As with all of the mediums for communication, it is extremely important to have accurate messaging and branding that builds on the overall CIBER identity and positioning.

Websites that do not adhere to uniform design and branding standards can actually dilute or negatively impact a company's position in the market. They present mixed messages and demonstrate a lack of cohesion within a particular company's leadership and goals. This not only effects the perception that potential clients have, but can detrimentally effect how job seekers, partners, investors and analysts think of the company.

You should never attempt to create your own office, division or product website.

You may actually hurt the CIBER brand and negatively impact CIBER's position in the market.



Sample home page (USA site)

Advertising is persuasive and informational and is designed to influence the purchasing behavior and/or thought patterns of the audience. In most cases, advertising is a marketing tool that may be used in combination with other marketing tools, such as sales promotions or special events or offerings.

Since the effectiveness of advertising can be measured through quantitative tools employed by marketing departments,

they can easily be refocused or adjusted to target a particular group or audience.

Advertising can be extremely useful in that it not only generates awareness about a company or product, but it can build upon the brand identity, solidify marketshare and strengthen or reshape perceptions that may exist about a company. This is why it is extremely important for all the images and messaging used in an advertising piece to support

the company's brand and positioning.

At *no time* should you attempt to create your own advertising.

For more information

Please contact the Corporate Marketing at +1 303.874.2182 for assistance with or if you have any question about advertising.



Sample advertising pieces

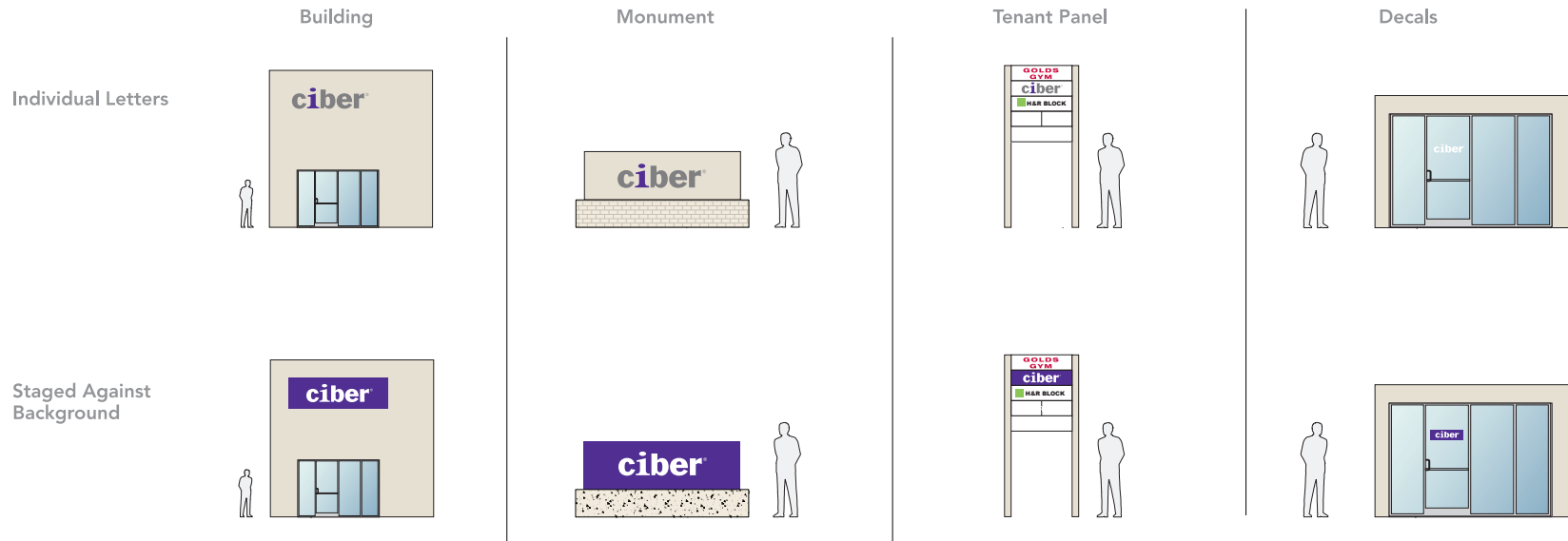
Tradeshows and events are excellent places for CIBER to display its brand and create awareness for our company. It is, therefore, extremely important for graphical elements and handouts to meet the style guidelines and to be of the highest quality materials and design.

For more information

Please contact Corporate Marketing at +1 303.874.2182 for assistance with your specific tradeshow needs.



Sample Tradeshow booth



The preferred type of signage is always the full color logo using the CIBER Purple “i” displayed as cut metal letters. However, ensuring that all elements of the logo are visible in all weather or times of day can be tricky.

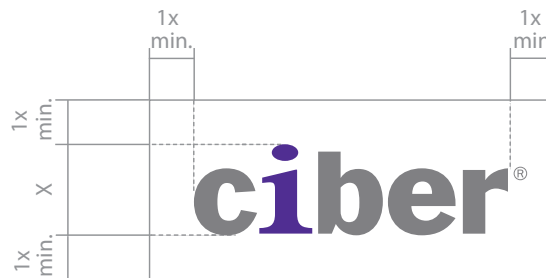
Cut metal letters and logos provide a sophisticated, professional, and distinctive image, unlike any other material. Normally the letters and logo elements are individually cut from the highest quality solid metal plate, and are available in a variety of metals and finishes including aluminum, brass, copper, bronze, stainless steel, and

hot-rolled steel, complementing a wide variety of environments and applications. Aluminum letters can also be painted to match any standard or custom brand color. With the CIBER logo it is best to utilize aluminum where the “i” is painted with the CIBER Purple.

Cut metal, while impressive, should only be used where there is sufficient lighting and contrast with the background. One method is to have the letters mounted with a projected jamb nut mount. This allows for some space to remain between the surface and the letter so

that halo backlighting can be used for illumination at night. Another method is to employ a flush stud mount so that the letters are mounted directly to the surface of the background. In this case floodlighting should be used for night-time illumination.

In either method it is very important to make sure that the purple “i” will be visible against the background and/or at night. If this cannot be achieved, then one of the following types of signage should be utilized instead.



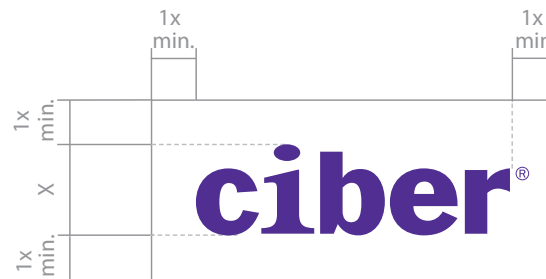
Channel letters are individually constructed letters that represent dimension and depth. They can be fabricated both with and without internal illumination.

The preferred logo for channel letters is CIBER Purple, but black or white can be used depending upon the color of the building on which the letters will be

staged. When using black letters with internal illumination, whether for business line or for CIBER letters, it is important to use day/night film (a vinyl film provided by 3M) so that the letters read black during the day and white at night. Refer to page 13 for more information on colors.

When using individual letters, be sure to

maintain adequate clear space for both corporate and business line, as shown in the exhibits below.



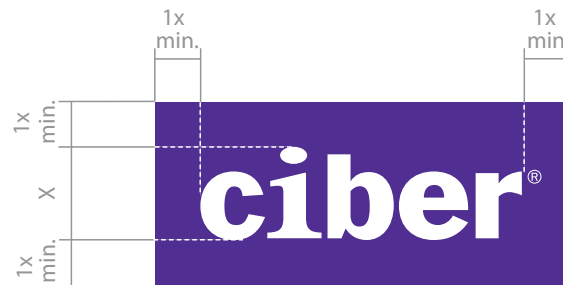
Many times our logo will have to be staged against a background and constructed as a sign cabinet, either non-illuminated or internally illuminated, for best results against certain backgrounds. For these types of signs, the preferred treatment is with white letters against a CIBER Purple background. Alternatively, a black background can be used if necessary.

Non-illuminated signs can take the form of wall plaques, hanging signs, tenant panel inserts, blade signs and sign cabinets. Be sure that a durable paint or vinyl finish is used. Sign cabinets can also be internally illuminated. When using a CIBER Purple background, the preferred treatment is to have the entire sign face illuminated, using translucent materials

such as polycarbonate with applied vinyl graphics.

When using a black background, only the white letters should be translucent.

Be sure to maintain minimum clear space and size requirements as indicated below.



With channel letters it is best to use either CIBER Purple or black for the letter faces. Alternatively, when restrictions or background colors require another color, black or white letters are allowed provided there is sufficient contrast with the background.

For sign cabinets, the background color should be CIBER Purple with white letters. Alternatively, when restrictions require another color, white letters are allowed

provided there is sufficient contrast with the background color, such as black or dark gray. When sign cabinets have internal illumination, the white letters with CIBER Purple background can be translucent. If a black background is used, only the white letters should be translucent and an opaque blackout film should be used so that the black background reads black at night.

Always select the best option that provides thorough illumination and visibility of the logo.

For more information

Contact Creative Services at +1 303.267.3874 if you need assistance or have questions.

CIBER Gary - PMS Cool Gray 10
CIBER Purple - PMS 2597

CIBER Purple - PMS 2597

Black

White letters, CIBER Purple background - PMS 2597

White letters, Black background

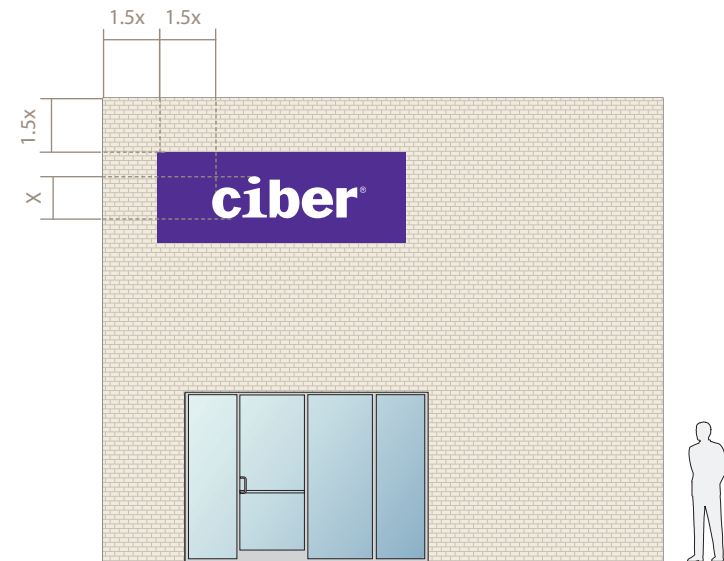
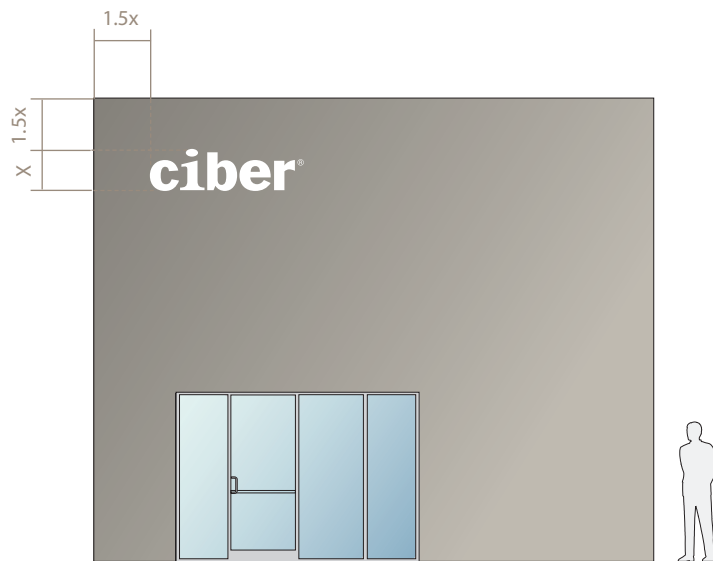
When trying to determine the most appropriate sign type for a building application, the following should be taken into consideration: landlord and city/local restrictions, background materials and colors, visibility and lines of sight, building size, colors and sizes of other sign types in the vicinity, electrical hook-ups and availability and background material surface obstructions.

The most preferable sign type is internally illuminated channel letters as shown below, left. The preferred color is white if the background material provides sufficient contrast, as this will provide the best visibility for both day and night.

A CIBER Purple sign cabinet with white letters can also be used to maximize visibility or if the background does not allow for channel letters (below, right).

Refer to page 13 for more information about recommended colors.

Ideal placement of the sign type is outlined below. This placement can be altered if existing architectural elements demand such or if lines of sight and other obstructions limit visibility. On-site adjustments based on the location of stationary objects should play a major role in signage placement.

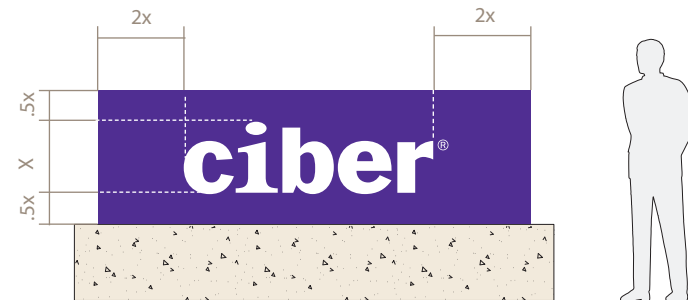
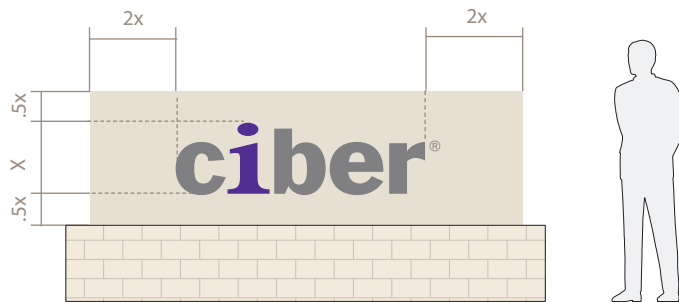


When incorporating a monument sign, it is important to consider landlord requirements, city/local restrictions, visibility and other building materials used nearby. The preferred treatment is a cut metal CIBER logo with a CIBER Purple “i” (below, left). This version, however, should only be used if proper illumination and

contrast with the background materials will ensure the logo is visible at all times of the day or night (as discussed on page 21). Otherwise a CIBER Purple sign cabinet with white letters and full internal illumination can be used (below, right). When other conditions and restrictions require a specific background material,

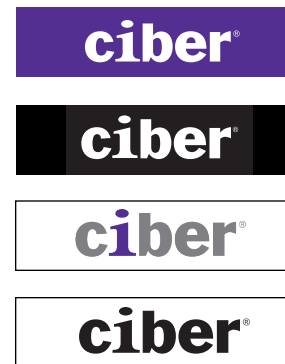
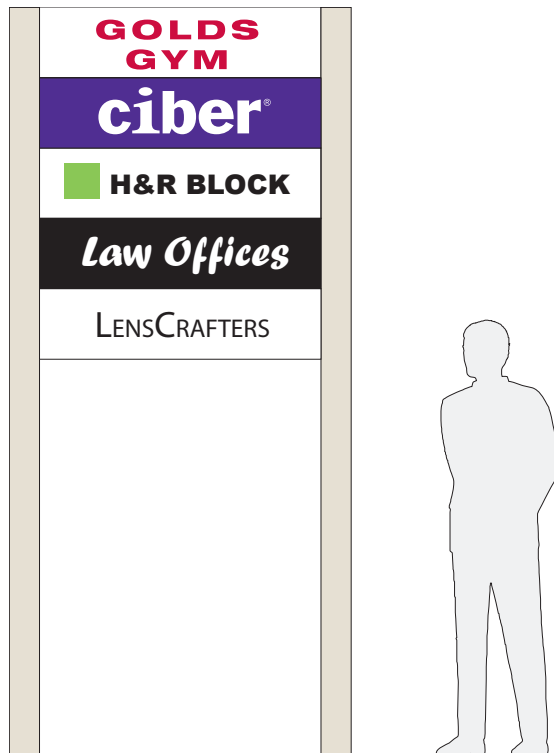
individual channel internally illuminated CIBER Purple channel letters should be used.

The sign should be appropriately scaled for the location. Be sure to maintain adequate clear space around the CIBER logo as outlined below.



Tenant signs are perhaps one of the most difficult sign conditions, as our CIBER brand has to fight for attention with other company logos in a small area. Therefore, it is imperative to always use our CIBER logo and our CIBER Purple whenever possible.

Do not sacrifice clear space requirements due to size constraints. A more appropriately scaled CIBER logo provides greater recognition and visibility than a larger one that is jammed into a smaller background.



The preferred color combinations for tenant panel inserts are as follows (in order of preference):

1. CIBER Purple background with logo
2. Black background with logo
3. White background with full-color logo
4. White background with black logo

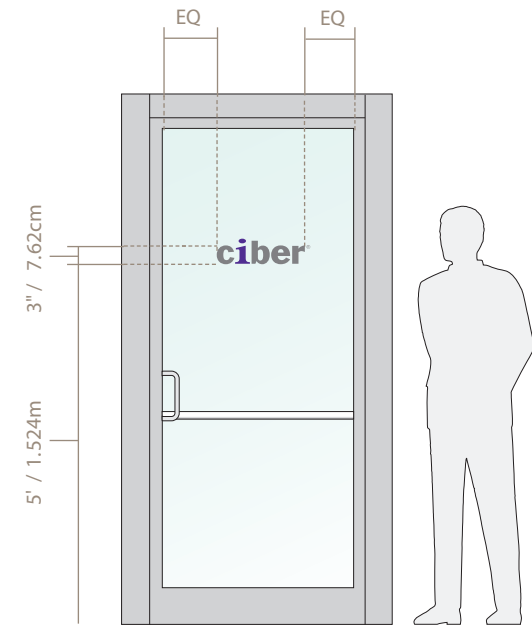
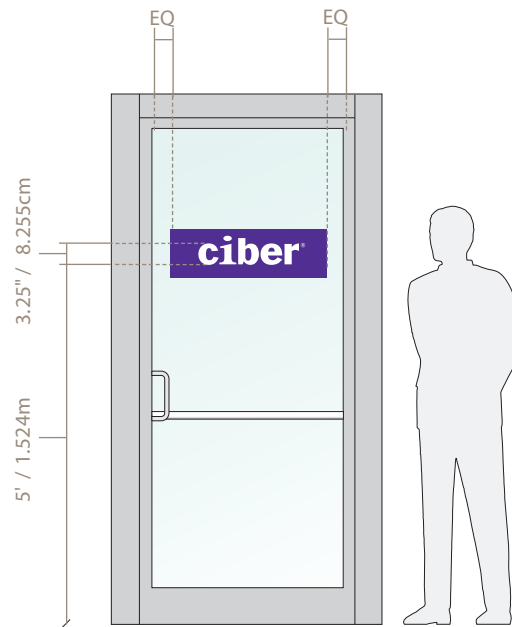
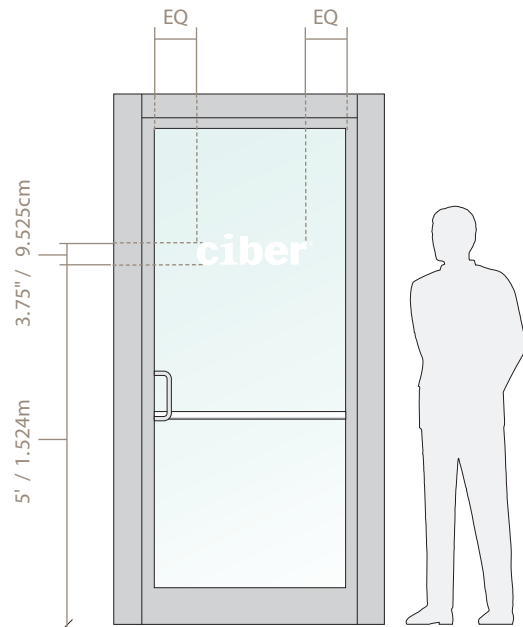
The CIBER logo must always be used.

White vinyl should always be used on glass doors because glass reads as a black background. Our CIBER logo should always be used (with or without business line) in the appropriate signature lock-up. The decal should be centered left to right as indicated below and mounted 5 feet or

1.524 meters to the underside of the logo to provide maximum visibility. Other obstructions or conditions may require an alternate placement.

If the door is made of another material other than glass, or if surface obstructions

are present, a CIBER Purple decal can be used with white letters. Clear space requirements should be maintained and it should be placed as indicated below.

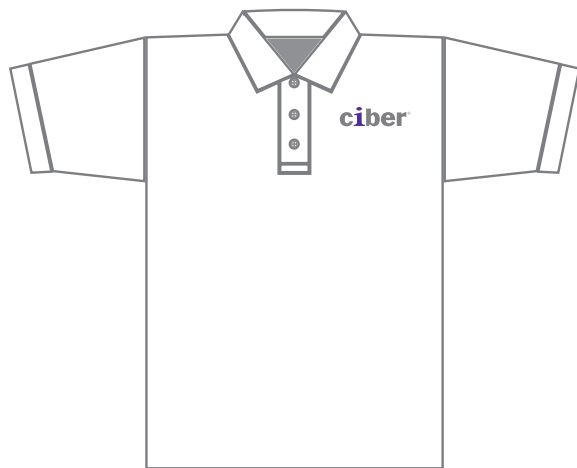


With promotional materials such as pens, cups or shirts, it is extremely important to take extra care in ensuring that the logo is properly displayed and positioned so that it creates maximum visibility and accurately represents the brand. Never place a full-color logo on a dark background if a solid white logo would be more effective.

Please refer to pages 9 and 13 for more information about placing the logo and color options.

For more information

Please contact Corporate Marketing at +1 303.874.2182 for assistance with promotional materials.



front



back



Brands and Branding, Rita Clifton, et al. (Bloomberg Press, 2003)

Brand Leadership, David A. Aaker and Erich Joachimsthaler (Free Press, 2000)

Brand Warfare, David D'Allessandro (McGraw-Hill Trade, 2001)

Managing Brand Equity, David A. Aaker (Free Press, 1991)

Purple Cow, Seth Godin (Portfolio, 2003)

Selling The Invisible, Harry Beckwith (Warner Books, 1997)

The Brand Gap, Narty Neumier (New Riders, 2006)