

SMB Telephony Systems Certified Partner Guidelines

Synapse[®]

SynJ[®]

5.9.12

STYLE GUIDE

We created this style guide to provide you with tools to help maintain consistency in our SMB print and electronic communications. This will allow us to maximize core brand equity while continuing to evolve as a company.

Synapse[®] + SynJ[®] Logo Usage

Product Logotypes

The Synapse and SynJ logos are part of our products' identities and it's imperative that we use them correctly everywhere they appear.

These two logos are carefully drawn artwork and should never be redrawn or altered.

it should appear at a size where the type is always clearly legible.

The logo for Synapse, featuring the word "Synapse" in a bold, sans-serif font. "Syn" is in black and "apse" is in orange. A registered trademark symbol (®) is located to the upper right of the word.The logo for SynJ, featuring the word "SynJ" in a bold, sans-serif font. "Syn" is in black and "J" is in orange. A registered trademark symbol (®) is located to the upper right of the word.

Copyright Information

The following copyright sentence should appear on all collateral at the bottom of the document:

© 2012 Advanced American Telephones. All rights reserved.
AT&T and the AT&T logo are trademarks of AT&T Intellectual Property licensed to Advanced American Telephones.
Synapse® and SynJ® are trademarks of Advanced American Telephones.

It should always be 5pt type size or larger.

Logotype Spacing

The Synapse and SynJ logos should always be surrounded on all sides by a clear space that is equal to the x-height.



Color Variations

There are color variations of the Synapse and SynJ logos to provide for the array of color environments that these logos may appear in. They have been carefully selected and should not be altered.

Variations include:

black & orange—default; should be used when possible

orange & white—for full-color on a dark background

gray & white—for 1-color on a dark background

black & white—for full-color on a colored background

black & gray—for 1-color on a white background

Synapse®

SynJ®

Synapse™

SynJ™

Synapse™

SynJ™

Synapse™

SynJ™

Synapse™

SynJ™

Incorrect Use

To preserve the identity of our products, we must use the logos correctly and consistently in every application. Altering, distorting or redrawing the logo in any way works against this.



Do not change the colors



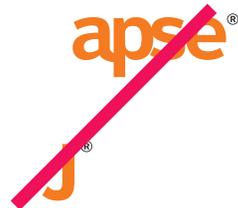
Do not invert the colors



Do not distort the logos



Do not adjust the text proportions



Do not remove any element from the logo.



Do not set the logos over images or graphics that make reading the logos difficult.



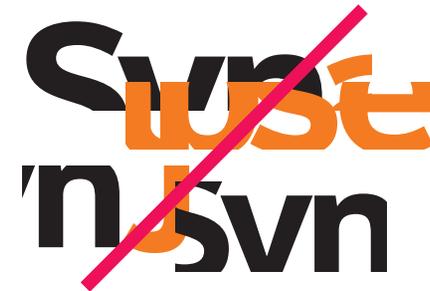
Do not adjust the typeface



Do not set the **Synapse** logo in text.

Do not set the **SynJ** logo in text.

Do not set the logos within text



Do not use the logos as decorative graphical elements

SMB Certified Partner Badge Usage

SMB Certified Partner Badge

The SMB Certified Partner Badge is a critical element proving our resellers are legitimately certified.

This badge is carefully drawn artwork and should never be redrawn or altered.



SMB Certification Badge Technical Functionality Overview:

Under the password protected "Partner Sources" section of telephones.att.com/smb website, a section is available called the "Web Badge" or "SMB Certification" page. The following information and code snippets can be found on this page:

- 1) Information on how to utilize the code snippet for the web version of the badge on partner websites.
 - Copy and paste code snippet for the desired size of the web badge into the desired location in your website code.
- 2) What the snippet will do once placed on partner websites.
 - Displays web badge at selected size
 - When a visitor to your website clicks on the web badge, an AT&T branded popup page will load that will be controlled by us and will display information about your company, such as:
 - Company name
 - Date first certification was achieved
 - All product lines that certifications are held in
- 3) Print version of the SMB Certified Partner Badge
 - Various print formats are available depending on your needs

Web and Print Versions

The SMB Certified Partner Badge has been created in different formats for Web and Print applications.

Information regarding the usage of the badge for Web applications is outlined in the overview to the left. Print versions can also be downloaded through the site. The badge has been created in several different formats including: eps, tif, jpeg, psd, bmp, gif and png. There are three sizes available:

- 300 x 78 pixels
- 200 x 52 pixels
- 150 x 39 pixels

Only the eps (vector) version may be scaled proportionately for print applications as it is not defined by pixel dimensions. All other formats should NOT be scaled. They are raster images which will become distorted if scaled and alter the quality of the badge.

Spacing + Sizing

The SMB Certified Partner Badge, when possible, should always be surrounded on all sides by a clear space that is equal to the x-height.

It should appear at a size where the type is always clearly legible.



Incorrect Use

To preserve the identity of our products, we must use the logos correctly and consistently in every application. Altering, distorting or redrawing the logo in any way works against this.



Do not change the colors



Do not distort the web badge



Do not reduce the size of the web badge below 2" x .52".



Do not set the web badge over images or graphics that make reading the web badge difficult.

Do not set the web badge in text.



Do not use the logos as decorative graphical elements