



WIND RIVER TITANIUM CLOUD BRAND GUIDELINES

OVERVIEW

The Wind River® Titanium Cloud™ Ecosystem, a community within the Wind River Partner Program, is a platform for Wind River and its partners to optimize, validate, and market compelling joint value propositions to our existing and growing base of service provider and telecom equipment manufacturer (TEM) and industrial customers deploying infrastructure based on network virtualization. As a Wind River partner participating in the Titanium Cloud Ecosystem, subject to the terms of our Wind River Partner Program Agreement, you may use the Titanium Cloud logo as provided by Wind River.

Wind River partners will also use the Wind River Partner Program logo based on the guidelines provided in the separate Wind River Partner Program Membership Mark Guide document.

Wind River partners may also use the Wind River wordmark based on the guidelines provided in the separate Wind River Logo Guide document.

PRINCIPLES OF USE

To support the Wind River Titanium Cloud Ecosystem, Wind River has developed a logo for your company's use.

You may use the logo only on approved materials, outlined by the following criteria:

- Usage must be associated with your qualifying Joint Value Propositions featuring applicable Wind River products as defined in your Partner Program Agreement.
- Proper usage requirements are adhered to at all times.
- Generally acceptable media for the Titanium Cloud logo are: tradeshows, event signage, product briefs, marketing collateral, and websites.
- Usage must adhere to the Titanium Cloud size, color, and space requirements outlined in the physical usage guidelines below.
- Your Wind River Alliance Manager must approve all final materials.

The following are general rules for correct use of the Titanium Cloud logo. More detailed information is provided in the pages that follow. Use the name and logo only as specified in this document.

Do

- Use the complete community title in all textual references.
- Display the Titanium Cloud logo on approved marketing materials such as product briefs, brochures, mailers, trade show banners, and websites.
- Use the Titanium Cloud logo files exclusively in the form received directly from Wind River.
- When using the Titanium Cloud logo or referring to the community in text, the following trademark acknowledgment must be used:

Wind River and the Wind River logo are trademarks or registered trademarks of Wind River in the United States and other countries.

Do Not

- Do not abbreviate Wind River Titanium Cloud Ecosystem. There is no approved acronym, but you may refer to Titanium Cloud or the Titanium Cloud Ecosystem.
- Do not use the Titanium Cloud logo for any other purpose not explicitly mentioned in this document without prior written consent.
- Do not use the logo graphic in a sentence. Use the name in typeface only in a sentence or other text.
- Do not display the Titanium Cloud logo in a manner that is larger and more prominently displayed than your own name or brand imagery.
- Do not use the Titanium Cloud logo in any manner whatsoever that disparages or undermines the community, its participants, or Wind River.

WIND RIVER TITANIUM CLOUD LOGO

The Wind River Titanium Cloud logo features a multidimensional cubic cloud in shades of grey with the words “Titanium Cloud” directly under the image in Wind River red. This image is consistent with the iconography Wind River uses for its products, and the Titanium Cloud label is set in the Bebas Neue font.

The Titanium Cloud logo is also available in a color-reversed version for application against dark backgrounds.



Figure 1. Wind River Titanium Cloud logo for use by participating partners

Clear Space

All applications of the Titanium Cloud logo should include the recommended clear space around the logo, equal to the height of two TITANIUMs from the logo label. This clear space gives the logo room to breathe and ensures that it won't be obscured by neighboring elements or typography. Any background inside this clear space must be even, unpatterned, and free from typography or any other graphic elements. If the logo is used directly on a photographic image, the clear space area must provide good contrast between the background and the logo, and be even in tone and pattern-free.

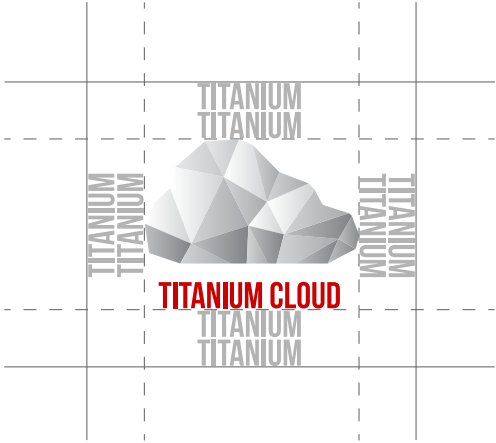


Figure 2. Minimum clear space around the logo is equal to twice the height of the word "TITANIUM" in the logo

Minimum Logo Size

The Titanium Cloud logo files are provided in three formats suitable for print, screen, or web safe applications. Minimum sizing for these three formats is as follows:

- Print format logos (Titanium-Cloud-Logo-PRINT.eps) should have a minimum width of 1 inch (25.4 mm) in any print collateral; an example is shown below.
- Screen format logos (Titanium-Cloud-Logo-SCREEN.eps) should have a minimum width of 100 px @ 72 ppi.
- Web safe logos (Titanium-Cloud-Logo-WEB.png) should have a minimum width of 100 px @ 72 ppi.

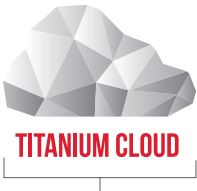


Figure 3. For print format applications, the minimum logo size is 1 inch in length (25.4 mm)

Always

- Reproduce the logo from an approved electronic file.
- Use the version of the logo most appropriate for the intended media:
 - Print version for printed materials
 - Screen version for large screen displays
 - Web safe version for Web pages and presentations
- Use the logo as it exists; do not alter the logo in any way, including altering the font, shape, or proportion of the logo.
- Increase or decrease logo size only in its entirety and in proportion to the original.

Please contact your Wind River representative if you have questions regarding correct usage.

