



Logo Usage and Standards

Revised 3/20/07

The name and mark CIBER[®] is a distinctive and well recognized brand of our company. The CIBER logo is also our brand, associated with our reputation and leadership in the industry as an information technology provider to clients around the globe. It is the symbol of CIBER's brand identity and is an important corporate asset. It is also a distinctive piece of artwork that must never be recreated or typeset. Approved corporate digital logo files must be used for reproduction. Individuals and Web sites utilizing the CIBER logo are required to follow these usage guidelines.

General Specifications

These guidelines apply to all variations of the CIBER logo. You will find usage requirements specific to each logo variation on this and the following pages.

Usage

The CIBER logo is used to identify and promote CIBER's services and solutions. Use of the logo is limited to employees of CIBER, Inc. and parties obtaining permissions outlined below.

Permissions

Other companies cannot use the CIBER brand - in print, multimedia, or on a Web site - without the express written permission of CIBER. Permission to use the brand can be obtained by sending e-mail to webmaster@ciber.com. In general, permission to use the CIBER brand is granted only to companies with whom we have a direct business relationship.

Trademark Information

Proper trademarks and credit lines must be used with CIBER corporate logos.

CIBER (typeset) is a registered trademark of CIBER, Inc. It must always be typeset in all uppercase letters. The ® symbol should always be used in the initial occurrence of the name on your print document, presentation, web page, etc... (PLEASE NOTE: trademark registration does not apply in Europe.)

The CIBER logo is a registered trademark of CIBER, Inc. The CIBER logo with the ® symbol should always be used in the initial occurrence of the logo on your print document, web page, presentation, signage, etc... (PLEASE NOTE: trademark registration does not apply in Europe.)

The "ALWAYS ABLE" tagline is a registered trademark of CIBER, Inc. The "ALWAYS ABLE" tagline and CIBER logo with the ® symbol should always be used in the initial occurrence of the "Expanded Tagline" CIBER logo on your print document, web page, presentation, signage, etc... (PLEASE NOTE: trademark registration does not apply in Europe.)

All of the registered trademarks of CIBER are available in digital file formats for download at www.ciber.com/downloads. More trademark information is provided throughout this document.

Logo Specifics

Size

If resizing is necessary, the logo must be scaled in direct proportion to the original. If the Expanded Tagline logo is scaled, all words must be legible (see Sizing below). For assistance scaling the logo please contact webmaster@ciber.com.

Colors

The CIBER corporate logos consist of CIBER Purple and CIBER Gray. No variations are permitted.

Color	CMYK	PMS	RGB	Hexadecimal
CIBER Purple	85,100,0,0	100% Purple 2597	79,21,127	#4F157F
CIBER Gray	0,2,0,60	100% Cool Grey 10	90,90,90	#5A5A5A

Fonts

The fonts used in any variation of the CIBER logo may not be changed.

Which Logo Do I Use?

The color scheme of the CIBER logo elements is dependent upon their background color. Use these guidelines for different background and color situations. The user should always use best judgment in ensuring that the integrity of the logo is not diluted by the background color. The logo should never be placed on textured or patterned backgrounds.



Full Color on white or other light background

This is the preferred color scheme of the CIBER logo and all of its variations. The i is CIBER purple; the remaining letters are CIBER gray. No variations are permitted.



White on black or other dark background

The i is outlined in white; the remaining letters are solid white. No variations are permitted.



White on CIBER Purple or other similarly colored background

The i is outlined in white; the remaining letters are solid white. No variations are permitted.



Black on white or other similarly colored background

The i is outlined in black; the remaining letters are solid black. No variations are permitted.

Staging (Spacing)

To avoid diluting the logo's impact or integrity or obscuring its prominence, always leave an area of space (white space) around the logo.



If the "i" in the logo is one inch (1") tall, the white space around the logo should be a minimum of one-half inch (1/2") on all four sides of the logo.

Sizing

Size minimums help ensure that the integrity of the logo is maintained. These are the preferred size minimums however, smaller logos may be use as long as the integrity of the logo is maintained (ie. the header of this document). Please contact the Creative Services Department for help creating small logos for your documents (contact information is provided at the end of this document.)



The minimum size for the logo is one-half inch (1/2") tall from the top to bottom of the "i".

Logo Alterations

Lines, rules, graphics or text should never be added to the logo. The letters themselves ARE the CIBER logo. The letters should not be separated and should always be treated as one element.

A tagline should only appear with the logo in the Expanded Tagline version. The tagline cannot be added to an existing logo.

Lines of Business logo formats feature the line of business name in conjunction with the logo. Line of business logos (i.e., a logo with an individual branch, group or location name) must be approved, designed and developed by CIBER Creative Services (contact tkelsey@ciber.com).

Variations

The following are authorized variations of the CIBER logo.

The standard CIBER logo, featuring the word "ciber" in a lowercase, bold, sans-serif font. The letters "i" and "e" are purple, while "c", "b", "r", and "er" are dark grey. A registered trademark symbol (®) is located at the top right of the word.

This is the preferred corporate logo. Use this logo whenever possible. It is used in all print, multimedia, and Web projects unless otherwise specified. Use this version of the logo on all corporate materials, such as corporate advertising, business cards, letterhead, envelopes, fax forms, press releases, annual reports, Web home page, and trade show banners and signs.

The CIBER Europe logo, featuring the word "ciber" in the same font as the standard logo. Below the word is a horizontal line that ends in a small upward-pointing arrowhead on the right side. To the right of the line, the word "Europe" is written in a smaller, dark grey, sans-serif font.

These are a sampling of logos representing CIBER's European Lines of Business. Lines of Business logo formats feature the line of business name in conjunction with the logo. Line of business logos (i.e., a logo with a group or location name) must be approved, designed and developed by CIBER Creative Services (contact tkelsey@ciber.com). Use this version of the logo on line of business materials, such as advertising, business cards, fax forms, Web pages, and trade show banners and signs.

The CIBER Sweden logo, featuring the word "ciber" in the same font as the standard logo. Below the word is a horizontal line that ends in a small upward-pointing arrowhead on the right side. To the right of the line, the word "Sweden" is written in a smaller, dark grey, sans-serif font.

Incorrect Usage

The shape, color, and configuration of the CIBER logos should never be altered in any way. Although the examples below do not represent every misuse, they illustrate some common misuses that must be avoided when reproducing the CIBER logos. To ensure correct reproduction of the logos, begin by reviewing these basic guidelines. Then choose the appropriate signature from the approved digital artwork.



Never change the color of the logo.



Never rearrange the logo elements



Never change the proportions of the logo elements



Never use the positive logo on a dark background



Never typeset the logo (always use logo artwork files available for download at www.ciber.com/downloads).



Never distort the logo in any way.



Never apply gradation or any other embellishment to the logo



Never confine the logo in a shape



Never add accessories to the logo

Contact Us

For any questions you have about logo usage or this document please contact:

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