

The  
Corporate  
Identity  
Program



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# Introduction



In the past several years our company has changed dramatically. No longer merely a purveyor of equipment, we have become a leading company in the information technology industry, providing innovative solutions in software, hardware, services, and systems development.

In order to reflect the broader products and services we offer and the global scope of our business, a new and comprehensive corporate identity program has been developed for worldwide application. This manual expresses its policies and general guidelines. It also provides basic examples and specifications for the design and production of a wide variety of visual materials.

The corporate identity program reflects the strong values, quality performance and progressive attitude of our company and its people. The ultimate success of the program depends on you - the professionals who are responsible for producing the great variety of communications seen by employees, customers, suppliers, investors, neighbors and the general public. With your support, we can project the appropriate image of our company.

Thank you for your help and cooperation.

Patty Amerman  
Director of Marketing Services

# About This Manual



Every corporation has an identity that it projects in different ways. Our corporate identification system organizes the impressions made by advertising, marketing material, stationery, business forms, signs and other means of communication to convey a unified visual expression of BancTec. Each of these elements contributes to the overall impression which people receive when they are buying from, selling to, investing in, or dealing with our company.

Planning and design coordination are essential components in a corporate identification program, which interrelate to achieve the desired total impression.

Every employee plays an important role in upholding the integrity of the company image and reinforcing its reputation. Adherence to the specifications addressed in this manual will help everyone promote a unified and professional global image to our customers.

The purpose of this manual is to explain the identification system and to provide guidelines for the application of the system by company personnel, consultants and agencies.

The principles set forth in this manual are intended to guide creativity rather than to inhibit it. The goal is to develop a consistent and cohesive system that will build awareness of BancTec, its products and services.

Copies of the Corporate Identification Manual are provided to managers, staff and vendors who are responsible for planning and producing written and visual communications.

Questions concerning corporate identity that are not answered in this manual should be referred to the BancTec Marketing Communications or to Corporate Counsel.

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**To avoid improper representation of the  
Corporate Identity Specification outlined in this manual  
DO NOT PHOTOCOPY ANY PAGES.**

## The Creative Process



All sales collateral developed by the Marketing Communications Department are created so the materials can be used by all of the business units in North American Operations. This procedure ensures that the materials are consistent in design, tone and wording. Marketing Communications also coordinates with BancTec's Legal Department to receive legal approval on all materials created.

A sales collateral piece that is created to meet the need of a particular client or a special situation is generally developed by the individual business unit. Marketing Communications must be involved in the development of the materials in order to ensure consistency in design, tone and wording. In addition, Marketing Communications will coordinate the legal review and approval of the sales collateral. Please be sure to contact Marketing Communications early in the development stage to prevent any unnecessary delays in the creation and approval of the sales collateral item.



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## **Area Control**

The minimum space surrounding the corporate logo into which no text or graphic may intrude.

## **Baseline**

The imaginary line on which the body of every lowercase letter rests.

## **Bleed**

A graphic element that runs off one or more edges of a printed page, sign or other designated area.

## **Business Unit Name**

The name used to describe a section of BancTec that provides a particular function, product or service.

## **Communicative Name**

The informal name, BancTec, used to refer to the company as a whole, or the name used to refer to the brand, when the use of the full legal name is not required. See Legal Name.

## **Design System**

The method outlined in this manual for using all graphic elements, including the Wordmark, in a variety of visual applications.

## **Format**

The arrangement of graphic elements and words.

## **Leading**

The measure of space between lines of type.

## **Legal Name**

The formal name used to refer to the corporation, BancTec, Inc., or the name of a subsidiary (e.g., BancTec) in a document of legal significance or when otherwise required.

## **Logo Positive Sheet**

Authorized copies of the BancTec logo that are used for reproduction purposes.

## **Photomechanical Process**

A process by which graphic images are reproduced using a camera and photographic techniques.

## **Positive**

The appearance of the Wordmark or other graphic element(s) reproduced in a dark color against a light background.

## **Repeat Pattern**

A safety pattern printed on checks to make tampering easier to detect.

## **Reverse or "Drop Out"**

The opposite of positive. In reverse or "drop out," the background is dark and the Wordmark or other graphic element(s) are white.

## **Rule**

A horizontal or vertical line used as a graphic element.

## **Sans Serif Type**

Any typeface with uniform strokes and without serifs extending from the main strokes of letters. The heading used on this page is a sans serif font.

## **Screen**

A reproduction process by which artwork is reproduced in a tint of a color or a shade of black.

## **Serif Type**

Any typeface that has fine lines (serifs) extending from the main strokes of letters. The body text on this page is a serif font.

## **Tag Line**

A message or slogan that a corporation uses repeatedly to reinforce its image.

## **Typography**

The use of type, including the selection of typeface, specifications (size, weight, etc.), in the design of communicative materials.

**Section 1**  
**Company Name**  
**and Logo**



### Introduction

The image and message a company projects through its personnel, products and services, communication programs, and facilities are critical to the impression they leave with its customers, vendors and employees. A professional and consistent image is essential to BancTec. To ensure the enhancement and preservation of that image, the company has established a Corporate Identity Program.

The BancTec name and logo are primary elements contributing to the company's identity program. They are integral parts of all activities and functions, and often the first representation of BancTec to be seen by customers. The company logo is a unique trademark and visual used to identify all BancTec properties, products and services, and communication materials. It relates to all operations and their products to each other, increases awareness of the company's scope of activities worldwide, and projects the characteristics of the company to convey strength, integrity and unity.

Because of the impact the company name and logo will have on a customer's perception of the company, adherence to the established logo specifications and applications is essential to maintaining the consistency of its appearance and usage worldwide. Only through a unified effort can we preserve the integrity of the company logo, enhance the equity in the company's image and provide the legal protection of the trademark and logotype.

All approved logos for BancTec's Corporate Identity are available in digital form via cc:Mail or computer diskette. Digital artwork can be obtained by contacting BancTec Marketing Communications.

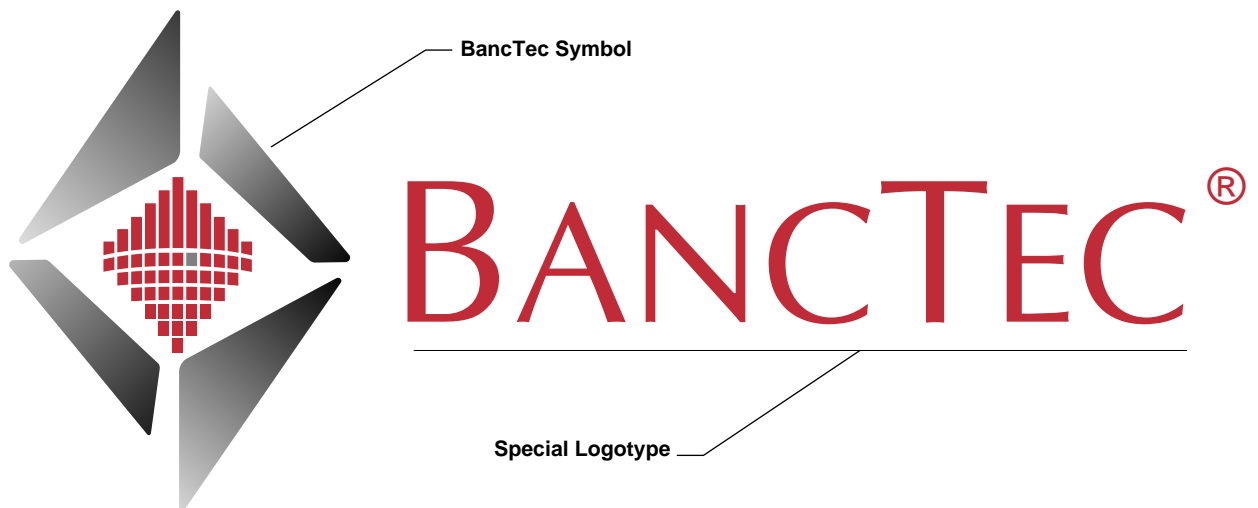
### Design Aspects

The BancTec logo is comprised of two major components that form its unique, single design. These are the BancTec Symbol, and the word BancTec in a special logotype. The strength and effectiveness of the logo is dependent upon the logo remaining consistent in appearance and usage throughout the world. Designed with special components and unique characteristics, this customized design must never be recreated, typeset, altered or manipulated in any way.

Color is a strong supporting device in facilitating logo recognition and memorability. Incorrect use of the colors specified will weaken the impact of the logo. Adherence to the color specifications must be maintained to assure strong and effective logo identification.

A major means of creating a unified appearance is through the use of typography. Type plays a dual role by spelling a word for verbal communication and by providing a graphic element for visual communication. The special logotype used in the BancTec logo adds to the overall distinctiveness of the design and achieves maximum legibility which increases its recall power.

Visibility is essential to the effectiveness of every aspect of the logo. The logo must be displayed in a fashion to enhance its visual dominance. All foreign objects must remain distant from the logo to avoid obscuring it and/or appearing as part of it.

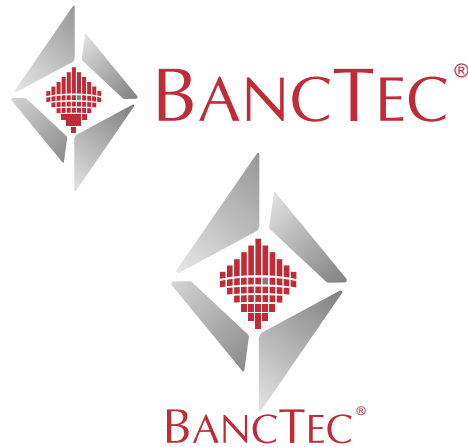


## Company Logo

There are three logo designs for BancTec and all of its business units. The logos are designed as a single unit with unique characteristics and specifications. Any deviation from the logo standards will dilute its distinctiveness. It must not be altered in any way, except as outlined in the alternate configurations below.

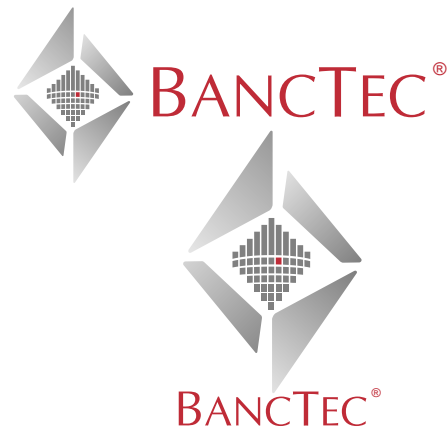
### Logo

This is the preferred logo. It consists of the BancTec symbol and special logotype which must be reproduced with the highest accuracy, maintaining the integrity of the design and the quality of the finished product. It should be used in all applications except those where color application is not desirable, in which case refer to the Alternate logo below.



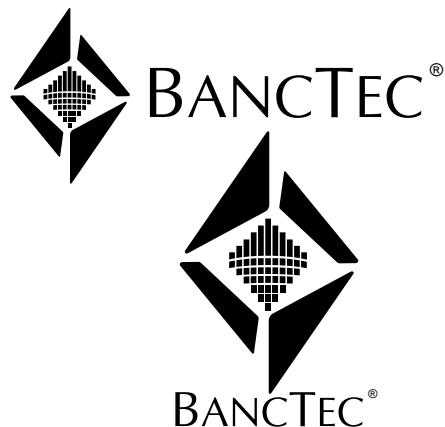
### Alternate Logo

The alternate logo may be used in place of the primary logo. This allows for more flexibility in design and can be used where more subtle tones are required.



### Single Color Logo

The single color logo is to be used only when one color is available and where it is not practical to print using a screen percentage. This design allows for more flexibility including printing in single color, (PMS187), black or reversing out the logo (white) on dark color fields.



## Logo Specifications

The BancTec logo is a single design unit with customized components and design relationships. Do not attempt to recreate the custom-designed logotype. It must never be typeset, altered or manipulated from the original specifications.

### Logo

Actual Design Colors

**Symbol:**

Gray (PMS 403) or 50% black

Red (PMS 187) coated paper

**BancTec:**

Red (PMS 187) coated paper



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### Important Note!

*Due to the extreme variations between coated paper PMS colors and non-coated paper PMS colors, it is necessary to substitute a custom color when printing with non gloss inks. See Color Specifications*

### Alternate Logo

Actual Design Colors

**Symbol:**

Gray (PMS 403) or 50% black

Red (PMS 187) coated paper

**BancTec:**

Red (PMS 187) coated paper



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### Single Color Logo

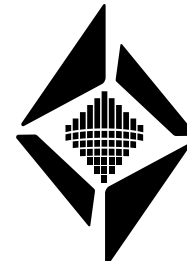
Actual Design Colors

**All**

Black or

Reversed White (or  
paper/surface color) or

Red (PMS 187) coated paper



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### Color Specifications

**Coated paper**

Gray (PMS 403) or 50% black

Red (PMS 187) coated paper

**Un-coated Paper**

Red 185.75 (custom)

12 parts warm red

4 parts rubine red

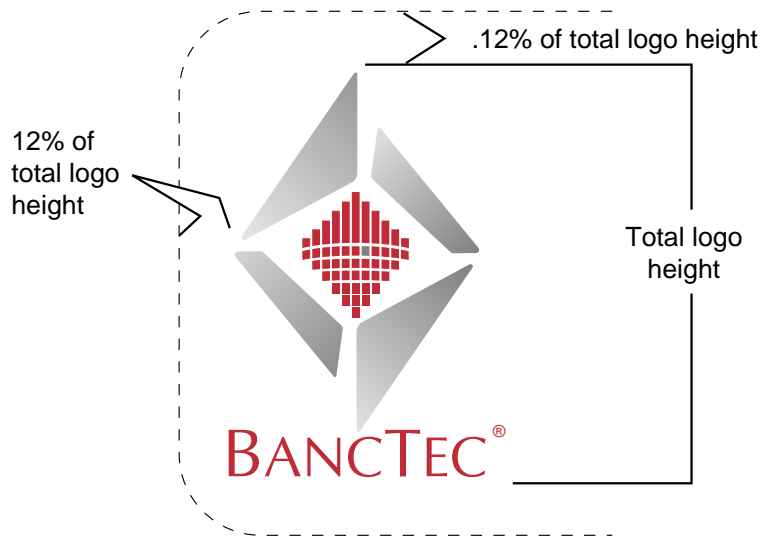
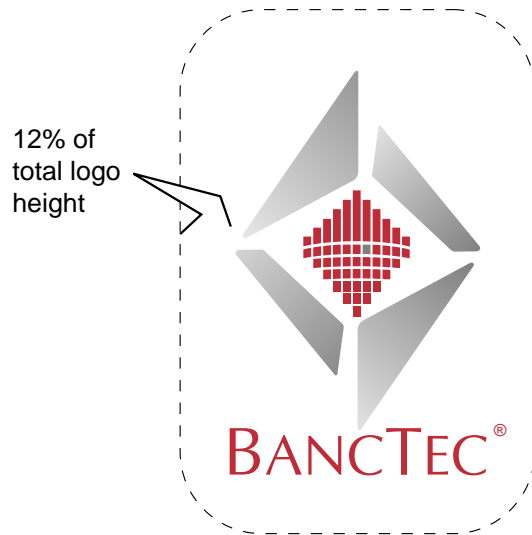
.18 of a part black

## Visibility

The visibility of the BancTec logo is dependent upon its dominance over surrounding objects. To help ensure logo integrity and high visibility, a clear field measuring 12% of the BancTec symbol height is to be maintained around the logo. This area must be kept free from all objects.

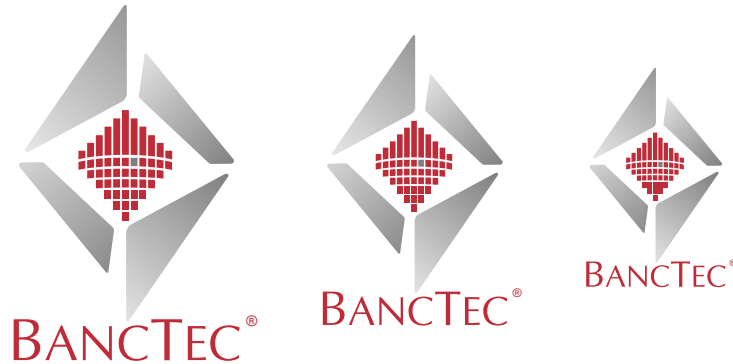
The area indicated is the minimum space requirement. It is desirable to have a larger area if the design permits.

Dotted line indicates field measuring 12% of the BancTec Diamond height.



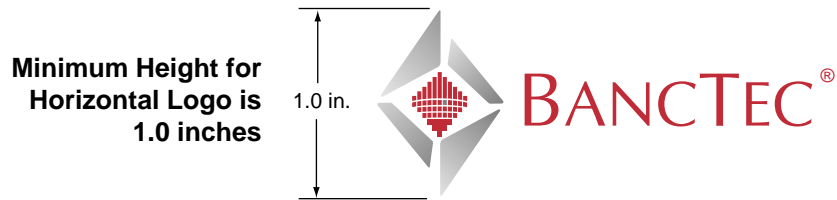
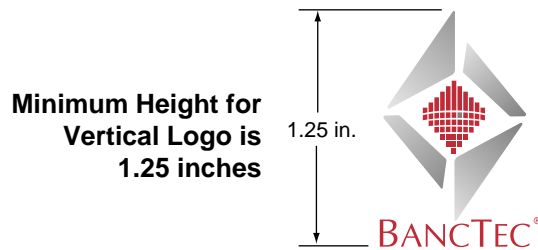
## Proportional Sizing

Proportional sizing of the logo is mandatory in sustaining the original design specifications. Altering the size and shape of any component will be detrimental to the logo's ability to be recognized. In many PC applications, in order to size the logo proportionally the "SHIFT" key must be held down during the re-sizing process. Check your Operator's Manual of the particular program you are using for the proper procedure for proportional re-sizing.



## Minimum Size

To maintain the integrity of the logo, a minimum size has been set for reproducing the logo.



## Using BancTec & Business Unit Name

When using “BancTec” in correspondence there are only two correct ways it can be written. BancTec with the B and T capitalized or BANCTEC in all capital letters. All other usage is prohibited.

Business unit names are separate components and are not to be considered part of the BancTec logo. As with the logo, business unit names will have certain specifications so their usage and appearance will be consistent. Specifications for business unit names are called out in the Corporate Stationery section of this manual.

In order to reflect a more synergistic, team-oriented structure, the BancTec business units have undertaken a name change. There is no 'division' or 'group' in the names. The BancTec logo will accompany the business unit name in most if not all forseen uses (business cards, etc). Hence, 'BancTec' is not required in the actual business unit name. If you need to use something in conversation when describing your area, use 'business unit,' 'operating unit' or 'unit.'

- Integrated Business Solutions (formerly Commercial Systems or USB&CSG)
- Financial Systems (formerly BancTec Financial Systems or BFS)
- Technology Development (formerly BancTec Technology or BTI)
- Service and Network Support (formerly BancTec Service Corp or BSC)
- Electronic Transactions Solutions (formerly BancTec Payment Systems or BPS)
- Advanced Systems Development (or ASD)

The following business units names will remain unchange.

- Plexus
- Support Products
- Corporate

## Logo Reproduction

The BancTec logo was designed to provide a company symbol recognizable worldwide. To preserve the integrity of the design and the effectiveness of the symbol, the logo must be reproduced to the exact specifications described in this manual. Each component of the logo is vital to the character, strength and unifying function of the overall design. These components are inseparable and must not be detached, recreated or altered in anyway. Photocopying is not recommended as it tends to deteriorate the sharpness of the logo and distort the design; thereby, altering the original design specifications.

### Correct Reproductions



**Correct:** The proper proportions of the elements of the logo are maintained. Also the stylized type of BancTec matches the logo specifications.



**Correct:** The proper proportions of the elements of the secondary logo are maintained. Also the stylized type of BancTec matches the logo specifications.

### Incorrect Reproductions



**BANCTEC**

**Incorrect:** Logo proportions have been distorted.



**BANCTEC**

**Incorrect:** Logo proportions have been distorted.



**BANCTEC**

**Incorrect:** The typeface for BancTec is incorrect.



**XTOAPTO**

**Incorrect:** The BancTec name is not to be translated into any language other than English.



**Using The  
Tag Line**

## Section 2

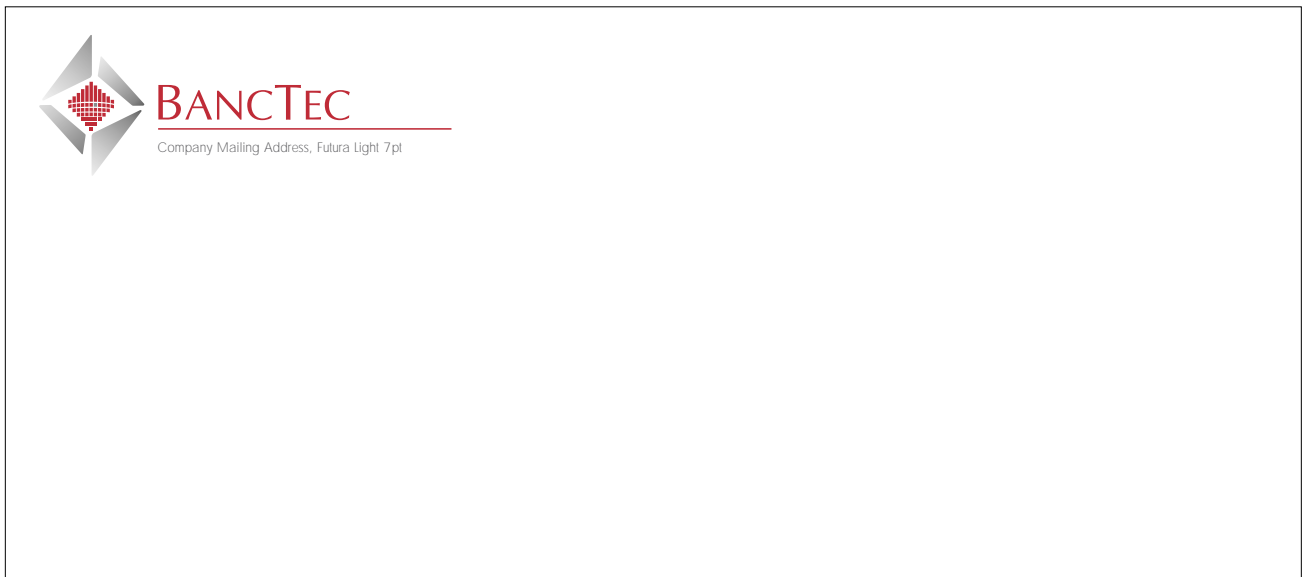
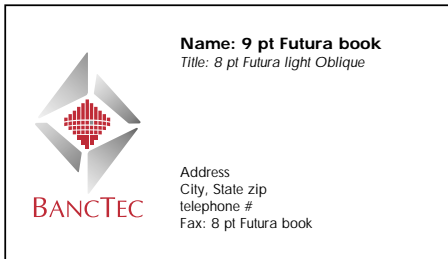
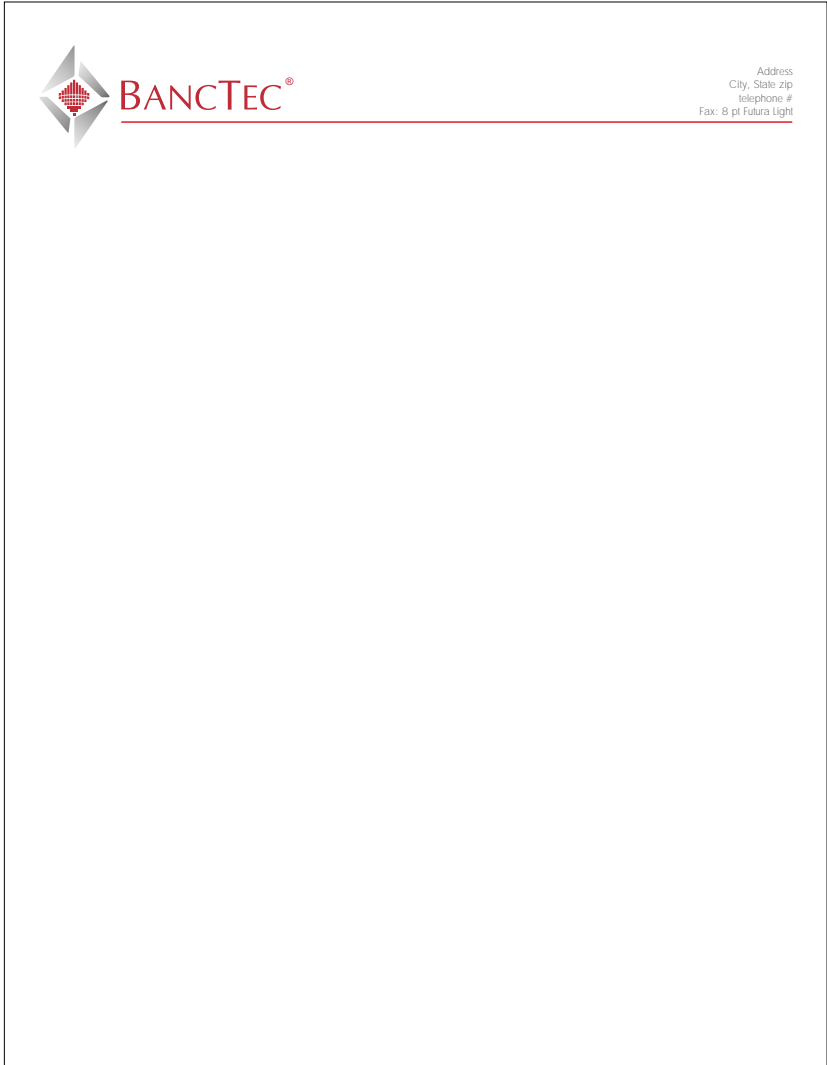
# Business Correspondence



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### Introduction

Key components to a corporate image/identity program are its stationery and business cards. Used to communicate both formal and informal messages, these elements are among the most widely used applications of the company's name and logo. Adherence to the approved guidelines and specifications outlined in this section is essential to the preservation and enhancement of the company's image.



### How to Order Business Correspondence

#### *North American Business Units*

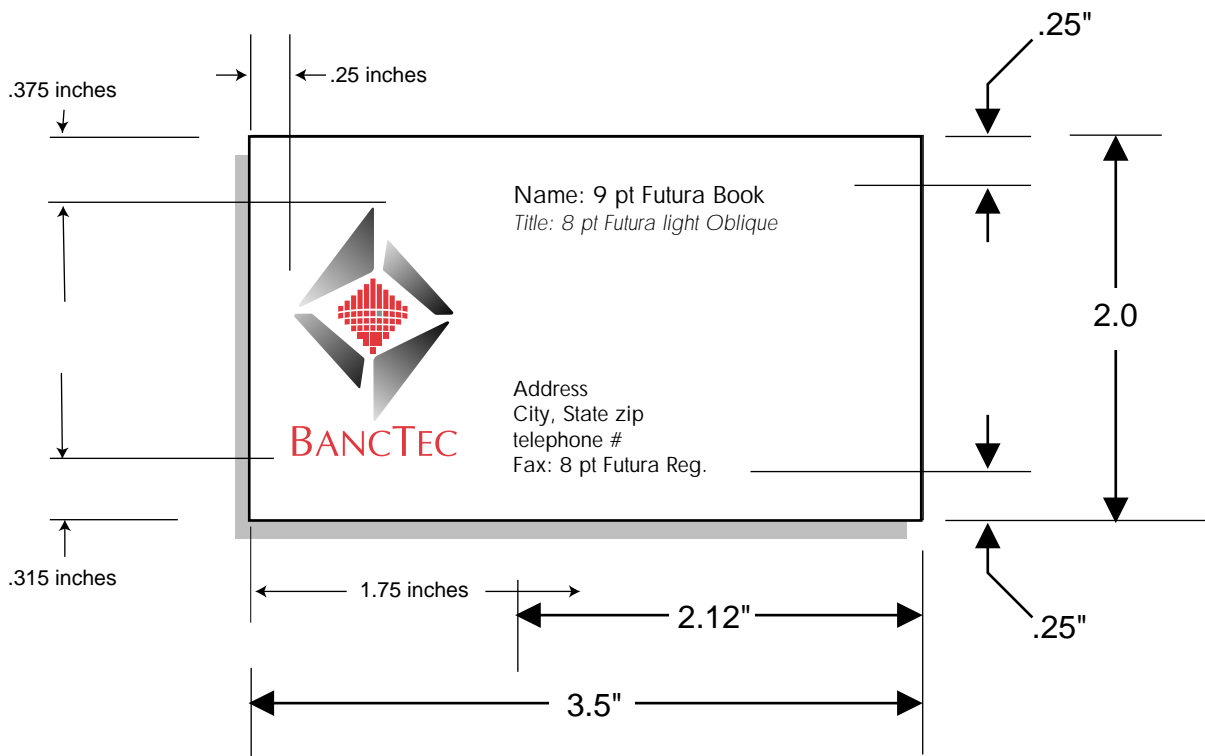
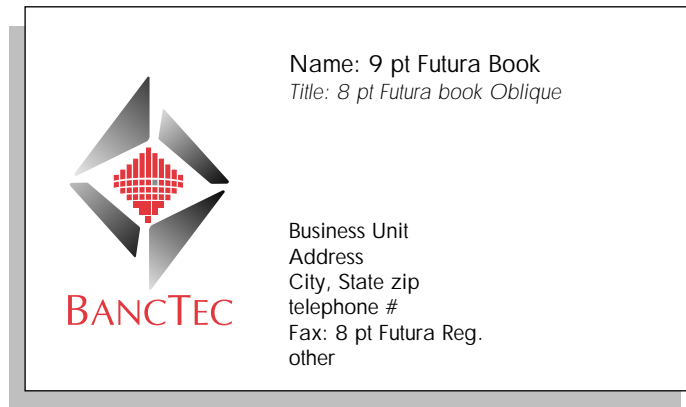
All North American Business Units can obtain letterhead, envelopes and business cards by submitting their order via cc:Mail to the Kerensa Fite 960-1666 ext. 505 or the designated Purchasing Representative at the Dallas, TX facility.

#### *International Business Units*

International Business Units should coordinate with their local printer. This manual should provide your local printer with all necessary information to produce the business correspondence.



### Business Card Specification



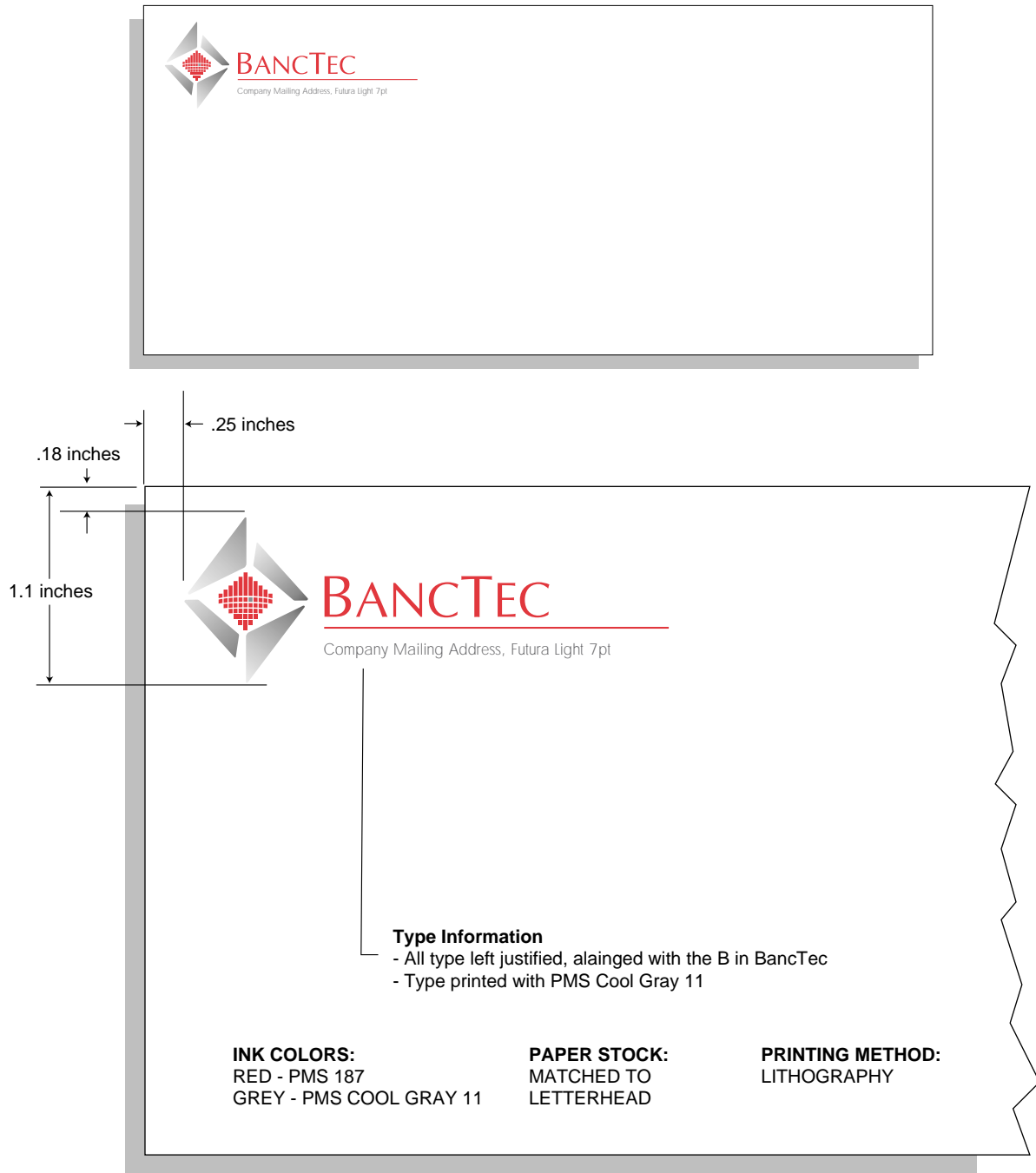
**INK COLORS:**  
MAROON - PMS 187  
GRAY - PMS COOL GRAY 11  
ALL TEXT PMS COOL GRAY 11

**PAPER STOCK:**  
STRATHMORE  
ULTIMATE WHITE  
80LB. COVER

**PRINTING METHOD:**  
LITHOGRAPHY

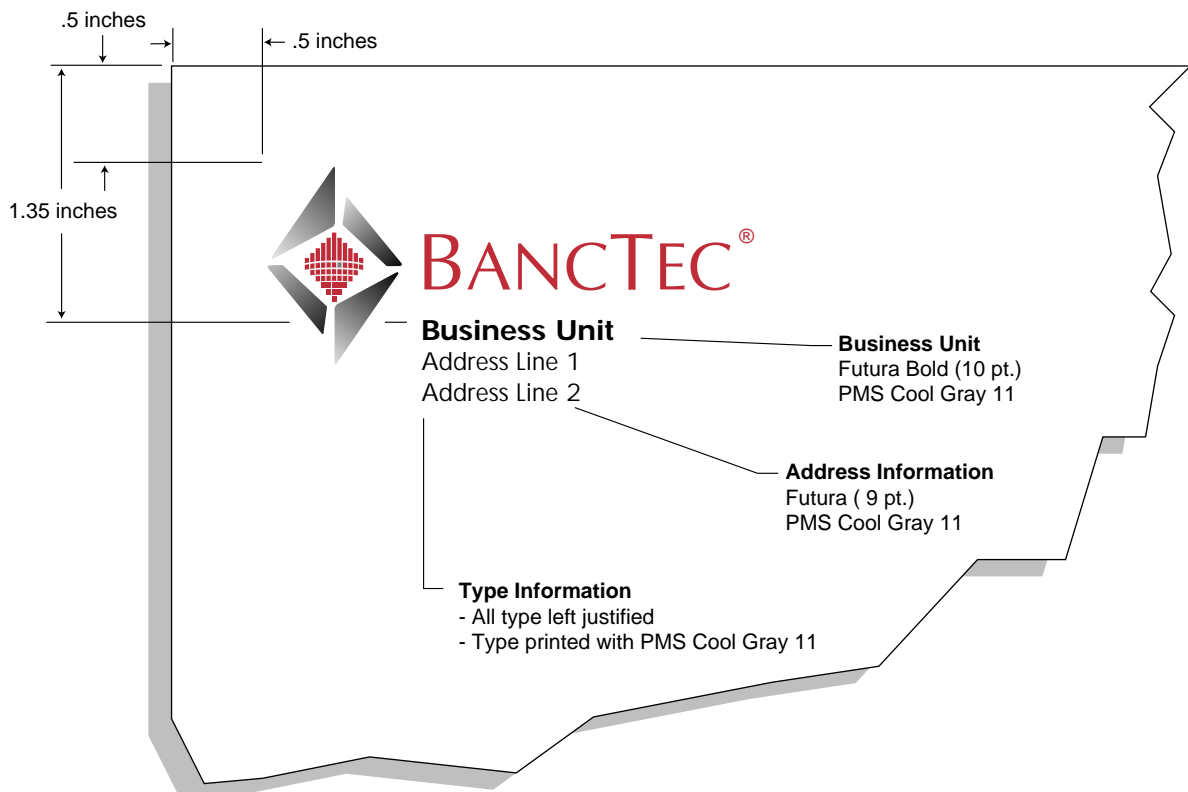
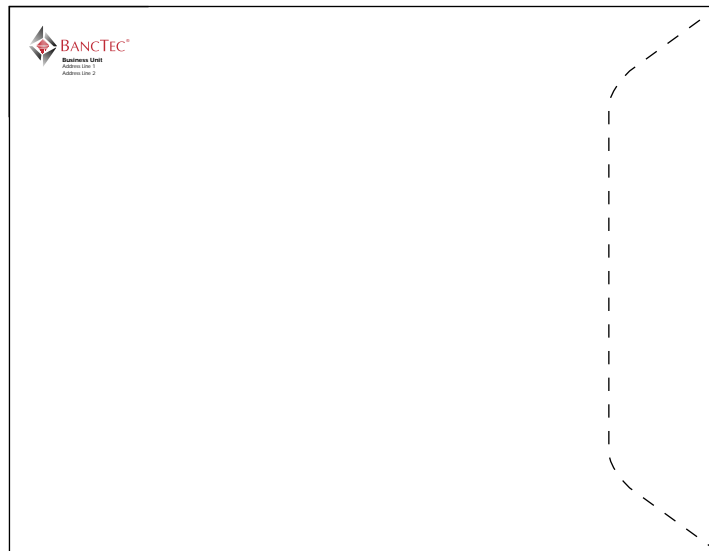
**Note:** When Business Unit is not used, address line position remains the same.

### Envelope Specification (Standard)



**Note:** When Business Unit is not used, address line position remains the same.

### Envelope Specification (10" x 13")



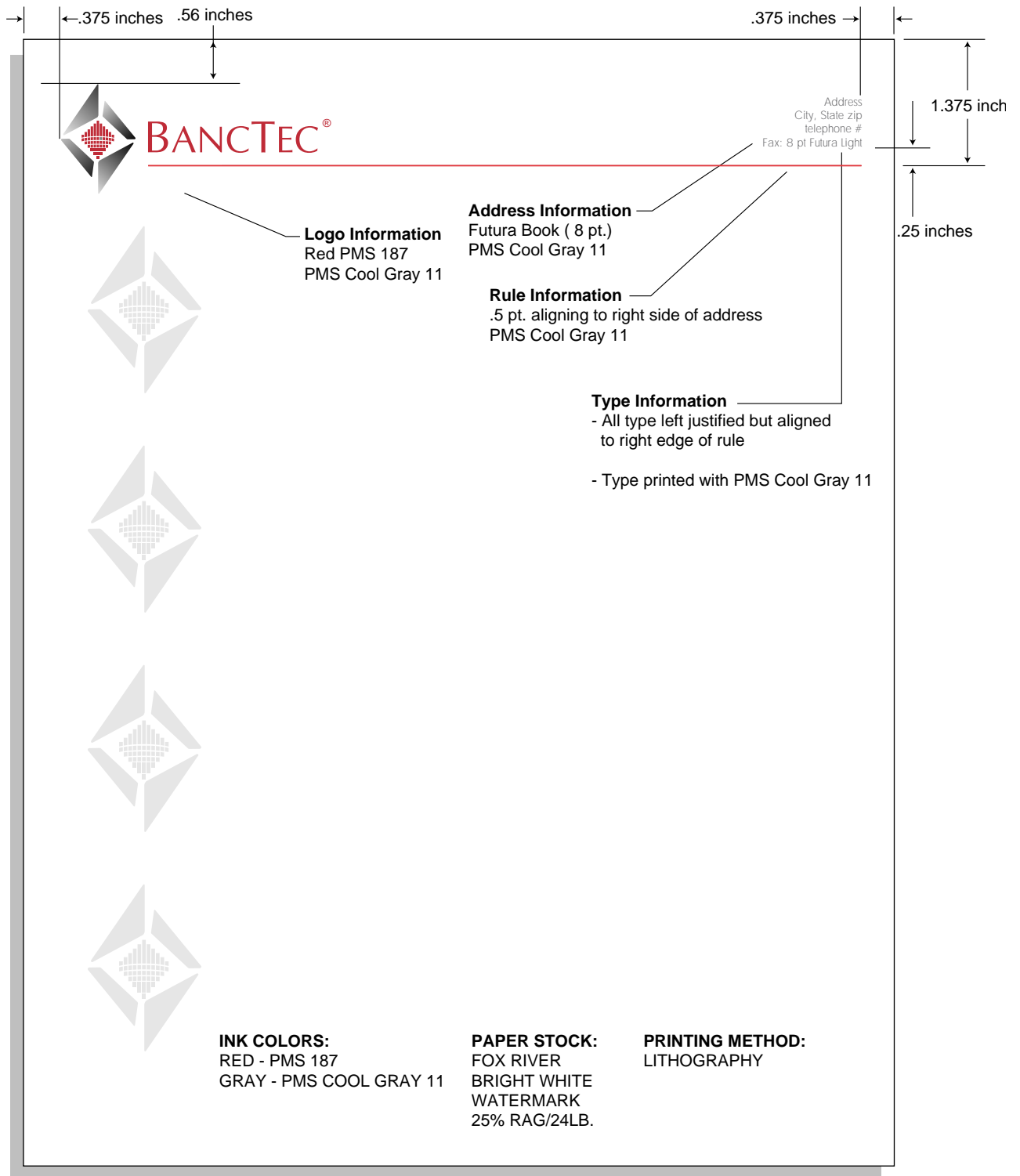
**INK COLORS:**  
MAROON - PMS 187  
GRAY - PMS COOL GRAY 11

**PAPER STOCK:**  
MATCHED TO  
LETTERHEAD


**PRINTING METHOD:**  
LITHOGRAPHY

**Note:** When Business Unit is not used, address line position remains the same.

## Letterhead Specification



### Letterhead Specification (Second Sheet)

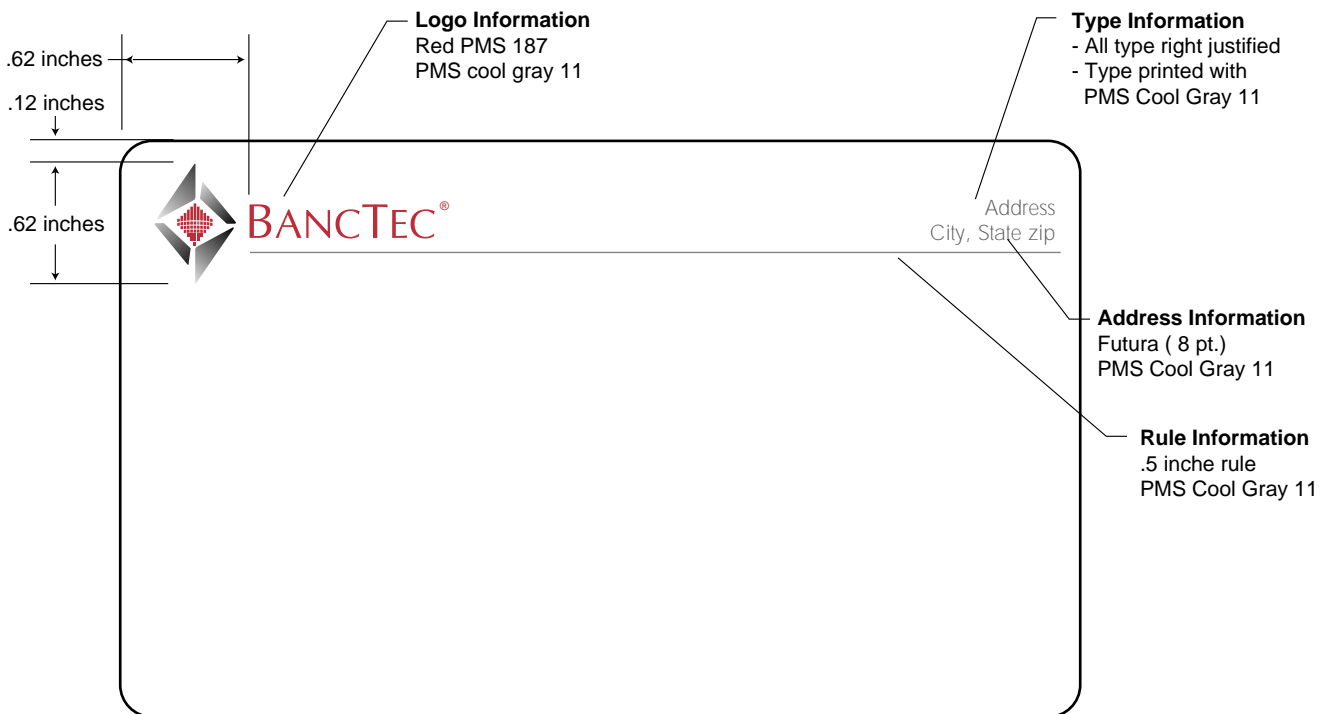


**Watermark Information (Optional)**  
Print as shown 4 logo diamonds  
equally spaced starting 1.75 inches  
from the top and ending with in .5 inches  
from the bottom.

Note: In certain geographic areas, the  
cost of producing letterhead with watermark  
may not be justified due to low quantity print  
runs. In this case, the use of a watermark on  
letterhead may be omitted.

**PAPER STOCK:**  
FOX RIVER  
BRIGHT WHITE  
WATERMARK  
25% RAG/24LB.

### Mailing Label



**PAPER STOCK:**  
STANDARD 3" X 5"  
MAILING LABELS

**PRINTING METHOD:**  
LITHOGRAPHY

# Section 3

# Slides and Overheads



### Introduction

Well-designed and planned audio-visual aids enhance the overall effectiveness of a presentation to influence an audience's perception of the speaker and the company. Although there are a wide variety of audio-visual tools available, slides and overheads are commonly used by BancTec for customer presentations. They support a presentation by providing the visual impact to complement, clarify and amplify the verbal message being presented. This section focuses on specific tips for preparing a presentations and the specifications for producing consistent, professional-looking slides and overheads.

Conformance to the specifications outlined in this section will project a cohesive, consistent image for all customer presentations. Following the standardized format also enables slides and overheads to be shared among groups and regions.



### Tips for Preplanning

- ◆ **Identify the Audience** - Determine the audience's background, related experience, problems, knowledge level, and awareness of symbols, abbreviations, and acronyms.
- ◆ **Establish the Objective** - Identify what message needs to be relayed and the degree of understanding required. Is the objective to influence an action, increase awareness explain technology, etc.?
- ◆ **Confirm the Size of Audience and Location of the Presentation** - A large audience may dictate a larger room or the need for separate presentations. Make sure the location can accommodate the required audio-visual system (electrical, wall space, etc.).
- ◆ **Prepare an Organizer** - A marketing communications representative can assist you in this endeavor, as well as translate your outline and thoughts into a final presentation.

### Tips for Preparation of Slide and Overheads

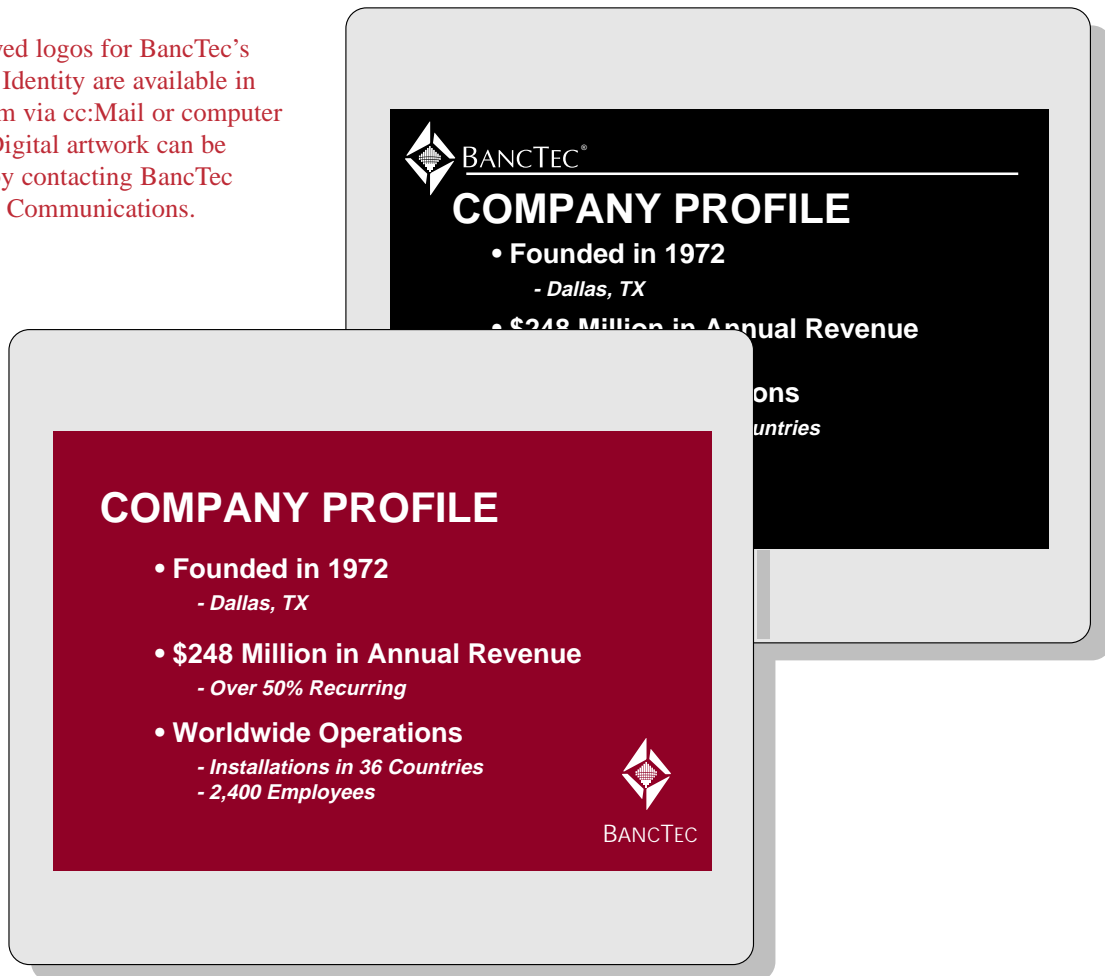
- ◆ Include only one major visual or idea per slide or overhead. Two or more simple visuals are more effective than one complicated visual.
- ◆ Use series of slides for progressive disclosure, pointing up minor copy or art changes from one frame to the next.
- ◆ Show close-ups, important details, and overviews, but do not include total surrounds unless relevant.
- ◆ Use dark background colors (blue) and light text colors for 35mm slides and light or clear backgrounds with dark text for overheads. This will enhance legibility and projectwell without a dark room.
- ◆ Use simple graphs with few captions, rather than tables, for quick comparisons.
- ◆ Use upper/lower case type for easier reading.
- ◆ Vary size and perspective of photos or art (e.g., angles, long-shots, close-ups).
- ◆ Limit slide contents to those items to be discussed (no more than 20-30 words of copy).
- ◆ Leave visual on screen long enough to comprehend, but not so long as to cause boredom.
- ◆ Use duplicate slides if needed later in the presentation, rather than "flipping back."
- ◆ Have a sequence number placed on the frame of each visual.
- ◆ Delete extraneous and nonessential information.

## Design Concepts

As computer systems and software continue to evolve, they will become more powerful and offer more features and functionality than ever before. It is for this reason that stringent design specifications are not placed on slide and overhead presentations. BancTec is a worldwide company with varying levels of computer systems throughout the corporation. The degree in which each employee can design design presentations is largely dependent upon the computer systems available to them. Computer programs such as MicroSoft PowerPoint®, Lotus Freelance® and Aldus Persuasion® offer advanced features and numerous background designs. Any of the background designs can be used when designing presentations. With this in mind, the following are basic guidelines everyone should follow when developing slide and overhead presentations.

When designing a presentation, use the alternate, solid color, BancTec logo as it will be the most legible whether the background is a dark color or clear. Place logo in one corner of the slide/overhead on each page. Title pages may be treated differently.

All approved logos for BancTec's Corporate Identity are available in digital form via cc:Mail or computer diskette. Digital artwork can be obtained by contacting BancTec Marketing Communications.



## Design Concepts (*Continued*)

### *Low Resolution Printing*

If the presentation is being output to a black and white laser printer, or a low resolution color printer, consider removing any background color and making the text a dark color such as black or dark blue. If you are not sure as to which way to do it, print one overhead each way and place on projector as a test for legibility.

### *35mm Slide Considerations*

Because of a slides' high resolution properties, dark background colors are best suited for this form of media. Also the page dimensions for slides are different than overhead transparencies. Refer to your program manual when preparing slides.

### *Font Usage*

Use only one font family (i.e. helvetica). Too many fonts clutter a presentation. Remember, one font family has several type faces i.e.

- Helvetica
- *Helvetica Italic*
- **Helvetica Bold**
- ***Helvetica Bold Italic***

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## COMPANY PROFILE

- **Founded in 1972**
  - *Dallas, TX*
- **\$248 Million in Annual Revenue**
  - *Over 50% Recurring*
- **Worldwide Operations**
  - *Installations in 36 Countries*
  - *2,400 Employees*

# Section 4

Building  
Signage



### Introduction

Signs play an important role in not only identifying corporate facilities worldwide, but also in communicating the company's image to customers and the general public. As with any form of communication, projecting a consistent, unified corporate image can impact the perception customers have about the company.

Whether a sign is freestanding, attached to a building, or on an office door, it is imperative all company signs maintain a consistent appearance to ensure company properties relate to each other as part of a global organization.

With the many types of sign applications and materials available around the world, it would be difficult to address the proper specifications for each type of sign. All sign activity should be coordinated through BancTec Marketing Communications in Dallas, Texas. They can provide guidance on sign placement, style, size, esthetic appearance as well as the proper sign specifications.

Since the company logo is part of many company signs, Section 1 should be referred to when designing a sign. Section 1 addresses the proper use of and specifications for the company logo. Several examples of signage follow.

**Note:**

When designing a sign, use the BancTec secondary, solid color logo.

Due to the disproportionate large logo and relatively small text, it is permissible to enlarge the text for building signage



## Typical Signage

Several typical sign applications are shown as examples of the appropriate image desired. It is not the intent of this section to address all possible sign applications.

