



The Panasas corporate logo is the most visible graphic element of our company and brand. It is the official signature on all our communications and a guarantee of the quality of Panasas products and services.

Correct usage of the logo is important for building recognition of the Panasas brand as well as protecting our valuable trademark rights.

Position, color, and spatial and proportional relationships are predetermined and should never be altered.

Use the graphic files provided; do not attempt to reproduce this logo on your own. Contact Panasas marketing department for approval of any logo usage which seems questionable.

When size limitations or design considerations do not allow for use of a primary logo treatment, a secondary logo treatment may be used.

1-Color, Black

**PANASAS®**

1-Color, Reverse

**PANASAS®**

Always maintain a distinct contrast between the Panasas logo and the color of the background on which it appears.

White

The Panasas logo, consisting of the word "PANASAS" in a bold, blue, sans-serif font with a registered trademark symbol (®) to the upper right, is centered on a white rectangular background.

Light Grey

The Panasas logo, consisting of the word "PANASAS" in a bold, blue, sans-serif font with a registered trademark symbol (®) to the upper right, is centered on a light grey rectangular background.

Black

The Panasas logo, consisting of the word "PANASAS" in a bold, blue, sans-serif font with a registered trademark symbol (®) to the upper right, is centered on a black rectangular background.

Dark Grey

The Panasas logo, consisting of the word "PANASAS" in a bold, blue, sans-serif font with a registered trademark symbol (®) to the upper right, is centered on a dark grey rectangular background.

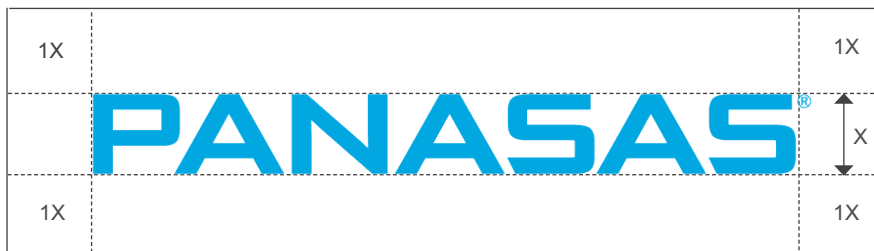
**PANASAS®**



The minimum size  
usage for the logo  
is .375 inches tall.

Always follow the minimum size requirements when  
changing the size of the logo.

The Panasas logo can be used as large as is needed as  
long as file is scaled in proportion.



Always allow sufficient space around the logo.

Do not let other graphics or text come within the space defined by the "x", which is the distance between the top and bottom edges of the "a" of the Panasas logotype.

This page illustrates what NOT to do with the Panasas logo. Following these standards will ensure that the quality and consistency of the logo is maintained.



Never stretch the logo horizontally



Never stretch the logo vertically



Never alter the perspective



Never place logo on a busy texture



Never add gradients or special effects



Never change the proportions of the text



Never place the logo in a shape



Never add elements to the logo



Never add a tagline to the logo