



Panasas Logo Usage Guidelines

Version 1.0 | February 2011

www.panasas.com

We at Panasas believe in the value of our brand.

Our brand is one of our most valuable assets. Our brand identity enables customers, investors, employees, and business partners to recognize us as *the* leader in high-performance parallel storage for business-critical applications.

We at Panasas want to see our name, identity, and logo used correctly — and the job of assuring that happens is complex. These guidelines provide the tools to maintain the integrity of our corporate identity. Since our identity is the visual means by which we distinguish our products and services, it is the essential link to our reputation and it is imperative that it be executed correctly and consistently every time.

The goals of this identity system can only be achieved through the active support of our communicators. For additional information about Panasas identity, please contact: marketing@panasas.com



www.panasas.com

The Panasas logo is the most visible and recognizable symbol of our brand and should be prominently displayed on all Panasas products as well as Sales, Marketing and Advertising materials.

The logo should be placed in an unobstructed location, on a clean, clear background. Maximum clarity and visibility should be maintained in every application.

The Panasas logo is comprised of the Panasas typography and “Infini-P” element. These elements must always appear together in the same proportions and relationship. This has been carefully designed to create a specific effect and should never be altered in any way.

The Infini-P element MAY be used as an independent graphic only when used in addition to the logo, in a format that complements the overall identity. It may **NOT** be used in place of the Panasas logo.



The Panasas Logo

COLOR USAGE AND APPLICATIONS

The color version of the Panasas logo is always preferred, but it is acceptable for the logo to appear in black and white.

When the logo is to appear on a background color field of 50% or greater density, the reverse version of the logo should be used. Single color applications of the Panasas logo include the follow examples.

NOTE:

It is **NOT** acceptable for the logo to appear in any single color other than black or white.



PREFERRED COLOR USAGE



PREFERRED COLOR USAGE ON
BACKGROUNDS DARKER THAN 50% DENSITY



PREFERRED BLACK AND WHITE USAGE — POSITIVE APPLICATION



PREFERRED BLACK AND WHITE USAGE — REVERSE APPLICATION

The Panasas Logo

ELEMENTS, SIZING, CLEAR SPACE & COLOR PALETTE

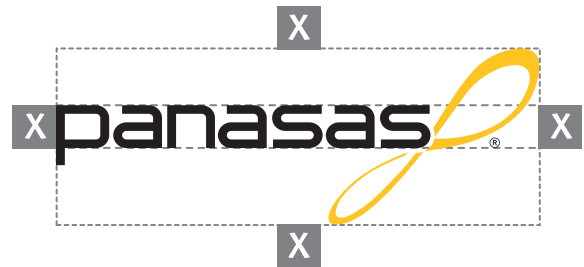
The Panasas logo should never appear at any size smaller than .75 inches in width.



MINIMUM SIZING

It should always be surrounded by a minimum amount of clear space, as depicted in the adjacent diagram.

It should never be crowded or encumbered by other elements such as text, logos or photographs which would detract from its clarity.



MINIMUM CLEAR SPACE

The Panasas logo consists of two colors; the chart below lists the formulas for RGB screen color, CMYK print color, Pantone Solid color (also referred to as “PMS” or “Pantone Matching System”), and Hexadecimal colors for web applications.



When matching an unspecified medium (such as paint, fabric, or vinyl film) please refer to the Pantone® Color Matching System for your specified substrate.

The PANTONE MATCHING SYSTEM is the definitive international reference for selecting, specifying, matching and controlling color. For more information, visit www.pantone.com

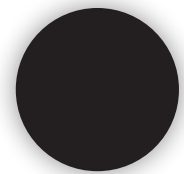


PANTONE 123C

CMYK: C: 0
M: 21
Y: 88
K: 0

RGB: R: 253
G: 200
B: 47

HTML: # FDC82F



BLACK

CMYK: C: 0
M: 0
Y: 0
K: 100

RGB: R: 0
G: 0
B: 0

HTML: # 000000

The Panasas Logo

UNACCEPTABLE LOGO USES

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

This page illustrates some common treatments to be avoided.

Please contact the Panasas marketing department for approval of any logo usage which seems questionable.



DO NOT use the logo smaller than .75 inches wide.



DO NOT use the typography portion of the logo independent of the Infini-P.

DO NOT alter or substitute the colors of the Panasas logo.



DO NOT alter any of the fonts in the logo.



DO NOT alter the proportions of the Panasas name and Infini-P elements.



DO NOT add additional elements or taglines to the logo.



DO NOT separate or rearrange the logo elements.