



2002



*For SCO Branding*

*Teams World-Wide*

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**POWERFUL CHOICES**

## A SINGLE VOICE TO THE WORLD

We welcome you into the SCO family. Your contribution to SCO's success is both appreciated and needed. For us to realize our mission we need to focus the minds and hearts of our employees and strategic partners on the customer. We must produce visual and textual consistency that speaks a single voice.

We have produced this style guide with the expectation that no matter the distance or language that may separate us, we will be able to convey our corporate and product messages as with that single voice to many audiences. In it, we provide you instructions and examples of the manner in which the single voice should be presented.

### Applications

All art from Marketing is produced in the following programs, it is recommended that all design teams use the same applications. Art is produced on Macintosh and can be read by PC: Quark Express 4.0, Adobe Illustrator 8, and Adobe Photoshop 5.5

### FTP Access

All finished work is placed on an FTP site and on the Branding Site. Commonly used files such as logos, fonts, templates, and these brand guidelines are on the FTP site. You can access our FTP site easily using Fetch Software, if you do not have Fetch you can get it off the internet for free or off the Graphics CD. Once you open Fetch you input the necessary info. Projects are compressed with Zipit then placed on the FTP site.

Find Fetch here

<http://download.cnet.com/downloads/1,10150,0-10000-103-0-17,00.html?tag=st%2Ecn%2E10000%2Dron%2Esb&qt=fetch&cn=&ca=10000>

FTP for PC

Go to [download.com](http://download.com) and search for cufteftp or ftp client in pc. Download the client. if you can't use the attached exe file. Set up the connection by going to "file" => "connection wizard" once you have it installed. If that doesn't work, click on "file" => "site manager" to add the site. The ftp site you want to connect to is <ftp://public.calderasystems.com/> and the folder inside is /private/. Username=kipgraphics and password=@PP.G4

Please remember the confidentiality of this process and passwords. Don't show them to anyone outside of your SCO team.

Host: public.calderasystems.com  
User ID: calderagraphics  
Password: Grph1c.s  
Directory: Private

**Kip Henrie**/*Creative Director*

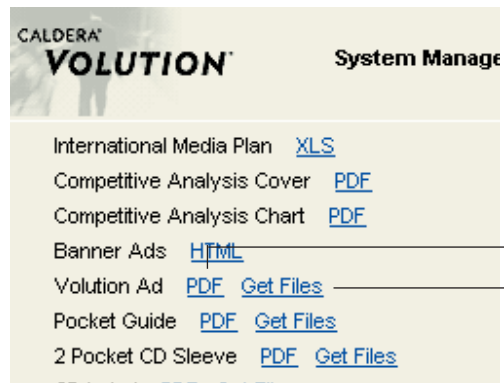
**Blake Stowell**/*Marcom Director*

**Branding Site**

To see the latest and greatest work available visit the Branding Site. This site is specifically set up for you to know what materials are available for you to use. If you can't find a specific item please contact Kip at 801-932-5420 or kip@caldera.com

BRANDING SITE: [www.sco.com/branding](http://www.sco.com/branding) Username: caldera Password: branding1

HOW DO YOU USE THE SITE? When you go to the site you will see something like this:



This is a PDF to help you know if this is the project you need. Look at this before you "Get Files"

This will take you to an FTP site where you can download all the necessary files for localization purposes. "Get Files" generally contains 3 different files:

1. The PDF
2. The Quark Express File (this contains the layout)
3. The .sit File (this is a stuffed file that contains all artwork necessary for the Quark file to print in high-quality. .sit consists of Photoshop, Adobe illustrator files. ie. eps/tif/jpg)

You will often see 2 Quark Files, one with \_let which means Letter size and \_A4 which means A4 size. A4 size is used in Europe, etc. If you are in the US please use the \_let size because that is the standard 8.5 X 11.

If you go to "Get Files", knowledge of desktop publishing is needed.

**Project Procedure**

Below is the procedure you need to take to order work from Kip:

1. Plan Ahead. Design takes a week at least and that includes changes to copy and for approvals. Printing takes 2 weeks generally. If you do not plan ahead, your project is at risk of not getting done.
2. You provide the content. If you do not know how much content to write, Kip can send you a comp showing how much copy is available.
3. Once the content and design is completed Kip will email a .PDF to you for review. You will then have changes. You may include the changes in the .PDF or you may fax/email changes.
4. The job is then approved to be printed. Kip then hands off the files to Relma Cox (rcox@caldera.com) who hands it off to the printer.
5. The job is then placed onto the Branding Site and the FTP site for use worldwide. The job may also be converted to A4 size. If your job is being localized Kip needs to approve it via .PDF before it prints in your locale.

Approved Fonts

Use Geometric for headers and Trump for copy. Often translation will void this rule. If you are unable to use these fonts use Helvetica and Times Roman. The preferred fonts are:

Geometric 415 Lite  
*Geometric 415 Lite Italic*

Geometric 415 Medium  
*Geometric 415 Medium Italic*

Geometric 415 Black  
*Geometric 415 Black Italic*

Trump Mediaeval Roman  
*Trump Mediaeval Roman*

Trump Mediaeval Bold  
*Trump Mediaeval Italic*

Sample:

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

Colors

Corporate spot and process colors. Use blue dominantly in all branding:



**Corporate Blue:**  
Spot/PMS: 660  
Process: C:100, M:60, Y:0, B:0



**Corporate Gold:**  
Spot/PMS Coated Paper: 123  
Process: C:0, M:25, Y:95, B:0



**Corporate Gold:**  
Spot/PMS UnCoated Paper: 109  
Process: C:0, M:25, Y:95, B:0



**Use black too.**

Papers

Uncoated paper: Cougar Opaque white  
Coated paper: Consolidated Productolith; Gloss or dull

If this paper is not available use a quality white paper that is not too blue or yellow.

All authorized partners, vendors and communicators are encouraged to use the SCO Corporate logo with the SCO name in an approved and consistent way. The SCO name may appear in two primary ways: in graphical (logo) form, or in textual (wordmark) form. Incorrect use of the SCO corporate logo dilutes the SCO name and lessens its value as a recognizable visual identity. In textual form, always capitalize the first letter in each name (eg. SCO™), or in cases where more emphasis is required, use all caps (eg. CALDERA). Always use the complete name in the first use of any body copy or sub-head, (eg. SCO International).

Clear Space  
4-Color Logo or  
Process/cmyk

In all applications the clear space around the logo should equal the height of the "D" in SCO. Add Website when necessary. There are logos available in jpg and eps formats. Please use the eps formats for high-res print quality. the jpgs and tifs for Web use.



SCO Logo Straight  
SCO\_Logo\_cmyk.eps



SCO Logo Straight  
SCO\_Logo\_cmyk\_h.eps



SCO Logo on blue  
SCO\_logo\_bbackgr.eps



SCO Logo on yellow  
SCO\_logo\_bbackgr.eps



SCO Logo on black  
SCO\_logo\_bbackgr.eps

PMS-Color Logo  
for COATED  
papers



SCO Logo Straight  
SCO\_Logo\_pms.eps



SCO Logo Straight  
SCO\_Logo\_pms\_h.eps

1 color



SCO Logo white  
SCO\_logo\_white.eps



SCO Logo black  
SCO\_logo\_b.eps



SCO Logo PMS 660  
SCO\_logo\_pms660.eps

PMS-Color Logo  
for UNCOATED  
papers



SCO Logo Straight  
SCO\_Logo\_pms\_U109.eps



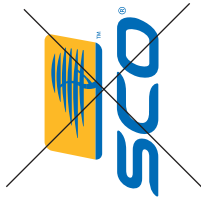
SCO Logo Straight  
SCO\_Logo\_pms\_h\_U109.eps

Minimum Size



Incorrect Usage

Do not try to re-create or imitate the logo stylistically with text type.



*Do not rotate the logo*



*Do not use the logo to make a pattern*



*Do not put the logo on a patterned, colored or busy background*



*Do not add taglines*



*Do not distort the logo*

Tagline

The SCO tagline can be used alone or with the logo. It can be rotated as shown.

**POWERFUL CHOICES**

**POWERFUL CHOICES**

**POWERFUL CHOICES** 40% Black



*The tag can go on background, always leave good space around the tagline*

**Voice**

SCO documents must be written in a conversational flow, joining one idea to another, much as they might be when people are speaking one to another. The written word, however, introduces certain communication difficulties that are not apparent in speaking:

**Dialect** — The written language of SCO documents should use more formal grammar, spelling and punctuation than would be found in ordinary speech. Also, vocabulary should be selected that would be appropriate to a reasonably-well educated or professional audience. Slang and regionalisms are to be avoided. Some languages, unlike English, have low forms and high. Of the two, our language should tend to be “high.” **Spelling** — All words should be spelled correctly. **Grammar** — In the United States, we follow the Chicago Manual of Style. Documents written in or for countries other than the United States should select a similar style manual. **Voice** — Write in the “active” voice instead of the “passive.” **Audience** — Never address the reader directly. **Tone** — The written word should speak to the reader as a peer; as one seeking information and as one capable of understanding. **Translation from English** — A “glossary” of terms must be provided by those translation SCO documents. You must obtain approval from the Marketing Communications office at SCO headquarters before translation begins. Provision must be made for SCO Systems to own the glossary.

We expect that there will be many occasions when you will see an apparent contradiction in marketing messages, or seek an explanation of a corporate philosophy, a product focus, or a technology concept. We will be pleased to help you. Please address your concerns to Randy Richards at randyr@caldera.com

**Proofing**

Please send a PDF of all work to Marcomm for approval. We will review the work and reply with our approval and possible suggestions for improvement. Work will not be released without Marcomms’ official stamp of approval. This is the rule. Failure to abide by these standard rules will result in rewarding the design work to another designer/team.

Send PDF to Marcomm:  
kip@caldera.com  
randyr@caldera.com  
mlambourne@caldera.com

**Legal**

SCO trademarks and brands are SCO intellectual property and are important and valuable assets of the corporation. Trademarks must be used properly. Follow these Guidelines for using SCOs’ and others’ trademarks and brands properly in internal and external communications, documents and electronic messages. On any document you only need to use these guidelines in the first usage.

SCO®	SCO® Volution™
The SCO Group	SCO® Volution™ Online
SCO OpenServer®	SCO® Volution™ Manager
SCO® Open UNIX®	SCO® Volution™ Messaging Server
SCO Linux®	
SCO UNIX®	
SCO UnixWare®	

Unity

By using these common design elements to layout the SCO brand the brand will remain intact and professional.

Layout

Logo on white

Large copy that emphasizes important information

Proper fonts with bullets



Blue bar with short description.

Designs need to be clean and not overdesigned. The information is most important with the design enhancing the content. Ads, layouts, etc. need to look like the work in this guide.

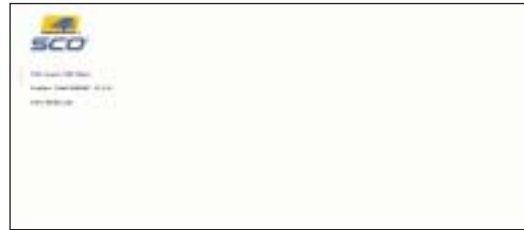
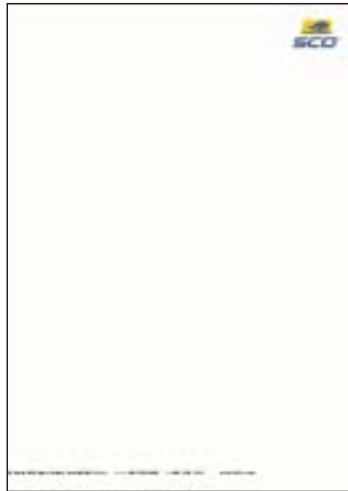
Gray (20%) .5 line Geometric layout allows easy reading

Gold tab with www.



Stationery and Folder

SCO is an international company with one voice.



Samples



Success story posters to come

CD



SCO Packaging



Corporate ad



COLORS  
PHOTOS  
SIMPLICITY

When you localize SCO materials including ads you may replace the caucasian people with people that will relate to your country better.

Please don't forget to send Kip a .PDF of localized ads. [kip@SCO.com](mailto:kip@SCO.com)





Slide Intro



SCO logos for usage



Use the provided artwork

The best resource for knowing how to properly brand and maintain the SCO website is to visit [www.SCO.com](http://www.SCO.com) often.

**This will be changing**

