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LANDesk® Software

Brand Identity Guidelines



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Simplicity.

At LANDesk, simplicity is the cornerstone of our brand. We provide simple, elegant solutions to very complex problems. Therefore, it is imperative that our brand personality reflects our simple solutions. These brand identity guidelines provide a diverse palette of graphic elements and colors which will enable you to create unique, fresh design projects time after time while always maintaining a consistent look and feel for LANDesk. Please remember that simplicity is our goal and when it comes to design projects “less is more.” You should pick and choose a few graphic elements and a few colors from the color palette per project—more for lengthy projects and less for shorter projects. This will keep your design projects within the brand personality: simple and elegant.

The LANDesk logo is a wordmark. It is a visual translation of LANDesk's brand attributes. Our wordmark conveys energy, motion and simplicity.

It is LANDesk's visual signature. Just as a personal signature always looks the same, the LANDesk logo should always appear in a specified and consistent manner.

Logo Options

Two logo options are available. LANDesk's corporate wordmark has the word "software" beneath it. It should be used in pieces that refer to LANDesk as a company. It should also be used for internal documents, corporate literature and on the back of brochures. The corporate logo should always be larger than 1.125" in length. Otherwise the word "software" is too small to read clearly.

The standard logo does not have the word "software" beneath it; this logo is used in all other applications.

Full-Color Version

When the logo is used in full-color it may only be reproduced on a white background (no darker than 10% black) as the light gray of the logo does not stand out well on most colors.

The reproduction of the full-color logo is:
PMS 648 (blue)

The three chevrons' PMS colors are:

PMS 429 (gray)

PMS 648 (blue)

PMS 583 (green)



This logo should be used in:

- Pieces that refer to LANDesk as a company
- Internal documents
- Corporate literature
- Backs of brochures



This logo should be used in:

- Advertising
- Marketing materials
- Resale materials
- All other uses

One-Color Versions

LANDesk Blue Version (PMS 648 coated)

Whenever possible, place the wordmark by itself on a solid background. The blue version should be used on shades of colors lighter than 55% black. If the logo is placed on top of a photograph, it should be positioned inside a ghosted bar. The bar should be white with an 80% opacity or transparency. This treatment should be similar to the Ghosted Product Bar found in the Graphic Elements section of this guideline. For use on dark backgrounds, reverse the wordmark to white.

Black Version

The black-and-white version is to be used only when color is not an option, such as newspaper ads and white papers.

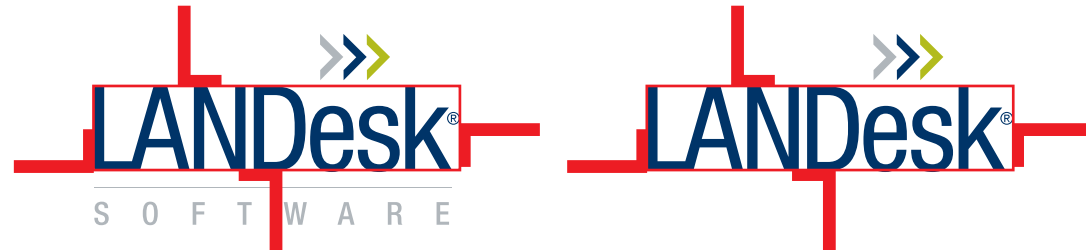
White Version (reversed out)

The white version is to be used when the area of placement provides ample contrast. Generally on colors darker than 35% black.



Non-Infringement Zone

For maximum impact and instant recognition, the LANDesk wordmark should not be crowded by other visual elements or words. Adequate space should be left around the wordmark so that its prominence is not compromised. The illustration at right gives a visual guide for providing the necessary space. The LANDesk logo should always be placed using the clearspace equivalent to one LANDesk “L” all the way around the main body of the logo. This rule applies to EVERY logo placement, regardless of color, composition or medium.

**Ghosted Product Bar Exception**

The Ghosted Product Bar is the only exception to the clearspace rule because the logo is close to the top of the ghosted bar. However no other graphic element or type may come within the clearspace of the “L.”

**Incorrect Usage**

Because of the growing complexity of the market environment, controlling exposure of the LANDesk wordmark is vital. The LANDesk logo may only be used as previously outlined. These illustrations represent misuses of the wordmark. Do not alter the wordmark in any manner. The logo may not be reproduced with effects like: beveled edges, outlines, 3-D effects, glowing edges, drop shadows, etc. The logo may not be skewed or stretched in any fashion.



Logo Co-Branding

In co-branded applications, the LANDesk logo should always appear on the left with the partner logo on the right. The two logos should be separated with a thin, vertical line. The weight of the line may be adjusted proportionally to match the size of the usage requirement. The line should extend above and below the LANDesk logo by approximately 1/2 the height of the Three Chevrons in the LANDesk logo. This treatment should always be used in co-branding situations regardless of the featured partner.



LANDesk Solution Provider Logos

The Solution Provider logo is provided to our various providers for usage in print, web or multimedia applications. Partners should use either the generic Solution Provider logo or the logo appropriate to their status.

In co-branding situations with a partner, the LANDesk partner logo should always be used with the LANDesk logo on the left and the Partner logo on the right. The two logos should be separated with a thin, vertical line. The weight of the line may be adjusted proportionally to match the size of the usage requirement. The line should extend above and below the LANDesk partner logo by approximately the height of the "L" in LANDesk in the LANDesk partner logo. This treatment should always be used in co-branding situations regardless of the featured partner.



Solution Provider Logo



Gold Expert Solution
Provider Logo



Silver Expert Solution
Provider Logo



Global Solution
Provider Logo



YOUR
company

Award Logos

LANDesk regularly wins industry awards and honors. Displaying award logos is an important opportunity to demonstrate the value of LANDesk® products. Whether in PowerPoint presentations, on the Web, or in other marketing materials, award logos should never appear near the LANDesk logo. There should always be a generous amount of space between the two logos.



Ingredient Logos

Ingredient logos are logos that declare LANDesk software is installed in some form on a machine. Powered by logos will typically appear in OEM product collaborations and will generally be the only LANDesk branding that would appear on collateral, advertising or packaging. The product manufacturer develops the overall brand identity of marketing materials. In some cases, use of the LANDesk corporate logo may also be allowed. In these instances, the two logos should not be placed in close proximity to one another. The preferred placement is to have the powered by logo near the top of the piece with the corporate logo near the bottom of the piece. There should be a generous amount of space between the two logos.



This logo should be used on machines that have LANDesk® System Manager pre-installed.



This logo should be used on machines that have LANDesk® Management Suite pre-installed.



This logo should be used on machines that have the LANDesk® Management Suite client pre-installed.

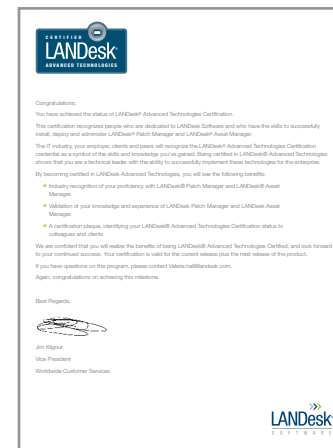
Certified Logos

Certified logos should not appear in close proximity to one another. Preferred placement is for the certified logo to appear in the upper left corner of the layout with the corporate logo in the bottom right corner. This holds true for marketing materials as well as for correspondence (i.e., certification, congratulations letters, etc.) and plaques. In the case of plaques, you should use the simplified versions of the certified logos and the single-color version of the corporate logo.



Certified logos should be used for communications regarding the various certification programs.

Example:



Typography is one of the most important design elements. It is used to differentiate sections of information such as headlines, subheads, text or captions. Because of its simple clean lines and presentation, the Helvetica Neue Family was selected for use in LANDesk visual communications. However, to keep a consistent look and feel, only these weights and variations may be used.

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 46 Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 56 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 66 Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 76 Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

This is an example of how the various weights of the typeface should be used.



Small amounts of type such as headlines may run over an image as long as there is enough contrast to read the copy well and it runs over a portion of a photograph with little or no texture.



Headlines may also vary in size to give emphasis on key words or phrases.

Large Headlines

Over 30 pt. Helvetica Neue 45 Light

Small Headlines, Product Names

Under 40 pt. Helvetica Neue 55 Roman

Subheads Subheads

Helvetica Neue 75 Bold or 65 Medium

CALL OUTS CALL OUTS

Helvetica Neue 75 Bold or 65 Medium

Body Copy Helvetica Neue 55 Roman

Recommended size 9 pt. with 14 pt. leading

When printing on a printing press, the body copy should be printed in one color only and may be a screen of that color. The preferred primary body copy color is 100% black. Colors built out of CMYK will appear blurry if the registration is off at all. It is preferred that gray body copy be printed as a gray PMS color. When color body copy is used to add emphasis, if it is brief (a few words), it may be a CMYK mix. If the copy is longer it should be printed as a PMS color. This also helps if you need to make an edit on press.

Legal Copy Helvetica Neue 45 Light

Recommended size 5 pt. with 7 pt. leading

Copyright ©2004 LANdesk Software, Ltd. All rights reserved. LANdesk is a registered trademark of LANdesk Software, Ltd. Other names or brands may be claimed as the property of others.

Principal Color Palette

The LANDesk color palette consists of the corporate blue (PANTONE® Matching System) PMS 648 and seven additional principal colors. These colors may be tinted or screened in values of 75%, 50% and 25%; however, if they are screened, then the full-strength, 100% color must be on the same piece as well. For special purposes (when an even darker color is needed), a color field may be copied and placed in front of itself with the top layer set to multiply; however, this new darker color may only be used sparingly.

Secondary Color

This is used to provide additional punch to design projects, charts and graphs. This color is intended to be an accent and should be used in moderation. (See next page for examples.)

Color Space Equivalents

Please use the specified color space equivalents when creating pieces without the benefit of six-color printing. Colors can vary depending on paper stock, press configuration, inks, screen calibration and any number of other variables. Use the definitions as a guide and always match the output with PMS color chips.

LANDesk has moved away from using Web-safe colors, as the majority of our Web visitors have modern browsers which support the usage of color defined outside the Web-safe gamut.

RGB values are somewhat subjective, as varying external factors contribute to colors not rendering correctly in the RGB space. The above specification is to be used as a guide, with some allowance for variance.

Principal Color Palette

PANTONE	C	M	Y	K	R	G	B	Hexadecimal	75%	50%	25%
648C	100	62	0	52	6	29	73	061D49	2B3C69	5F6B91	A6AAC2
2905C	41	2	0	0	151	212	229	97D4E5	B1DEEC	CBE9F2	E5F4F9
5285C	31	27	0	20	140	132	166	8C84A6	A69EBA	C1BCD0	DEDBE6
4525C	0	7	39	17	211	197	125	D3C57D	DED399	E9E1B8	F4F0DA
5565C	30	0	24	26	133	167	137	85A789	9FBBA1	BDD1BD	DCE7DC
413C	0	0	9	20	204	204	186	CCCCBA	D9D9CA	E6E6DC	F2F2EC
416C	0	0	16	50	127	127	107	7F7F6B	9F9F8C	BFBFB0	DFDFD6
429C	3	0	0	32	167	171	172	A7ABAC	BDC0C1	D3D5D5	E9EAEA

Secondary Color

583C	20	0	100	19	166	188	9	A6BC09	BACC3B	D0DD73	E7EEB4
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Do Not Apply Colors to Specific Products Only

The color palette is designed to be used across the board and is not intended to have any single color associated with a specific product. While this may help internal organization, to the customer (who may only purchase one product) it will appear as though that color represents the entire company.

Secondary Color Usage

The secondary color is used to draw attention to specific areas of a designed piece. This brighter color is intended to be used only as an accent and should not be used in large fields. It is intended to give a little extra kick to a designed piece.

583C



Photography used in LANDesk communications should depict real-life people and situations. The core of our brand centers around simplifying people's work and lives. Therefore, we should use photography of people whenever possible. The photography should be aspirational and the people should convey a feeling of confidence. Because LANDesk offers solutions for IT professionals, showing people interacting with technology helps define the nature of the LANDesk brand.

LANDesk Photo Library

These 29 images (14 on this page and 15 on the next page) are available for use in all media and are available from LANDesk Corporate Marketing. The images are available as high-resolution CMYK .tif files, medium-resolution RGB .jpg and as high-resolution grayscale .tif files. Contact LANDesk Corporate Marketing for images:



Isi_photo004.tif



Isi_photo007.tif



Isi_photo010.tif



Isi_photo013.tif



Isi_photo002.tif



Isi_photo005.tif



Isi_photo008.tif



Isi_photo011.tif



Isi_photo014.tif



Isi_photo003.tif



Isi_photo006.tif



Isi_photo009.tif



Isi_photo012.tif



Isi_photo015.tif



lsi_photo016.tif



lsi_photo017.tif



lsi_photo018.tif



lsi_photo019.tif



lsi_photo020.tif



lsi_photo021.tif



lsi_photo022.tif



lsi_photo023.tif



lsi_photo024.tif



lsi_photo025.tif



lsi_photo026.tif



lsi_photo027.tif



lsi_photo028.tif



lsi_photo029.tif



lsi_photo030.tif

Stock Photography or Provided Photography

Sometimes you may need specific photography which is not included in the LANDesk Photo Library. When selecting photography make sure to select images that are clean, simple, professional and reflect the LANDesk brand image. People should be used as the subject matter as often as possible. When using something other than people try to keep the imagery as simple as possible. Sometimes cropping in on an image will help accomplish this. Never select photography that incorporates graphic elements into the photograph. Never select photography which has been colored, digitally altered, or appears too trendy or funky as this is not in keeping with the brand.

- Keep it clean, simple and professional
- Use professional people when possible
- Look for classical, not trendy, images
- Do not use photos that feature people who do not reasonably represent an IT professional
- Do not use photos that feature colors or environments that are too dark
- Do not use photos that seem busy or complicated



LANDesk Link

July 2004

LANDesk goes head-to-head with Microsoft.

In This Issue

- LANDesk Goes Head-to-Head Against Microsoft
- New York State Police Choose LANDesk
- Proactively Manage Corporate Assets
- Generate Healthy Savings

Technical Tips

- Distributing Sets of Patches as a Group
- Keeping IP Addresses Current in the Database

Technical Updates

- LANDesk Knowledgebase Available
- General Availability Patch Released

Events

- Get a Grip on IT Spending
- Technology for Business Today Seminar Series

New York State Police Choose LANDesk

New York State Police has selected LANDesk® Management Suite to help manage the mobile laptops in state trooper vehicles... [Click here to read the full press release.](#)

Patch Management

Best Practices Summit

Join LANDesk Software on August 26th for a short presentation on patch management and some fun in the sun.

Your business-computing environment is under siege, and you can't afford to leave it unprotected or even partially protected. You can quickly secure your business assets and fortify them against attack, or you can pick up the pieces of your corporate image and watch your profits disappear in the aftermath of a major security breach.

See how LANDesk Software can help you manage your network and networked devices proactively.

Discover how LANDesk® Patch Manager can help you:

- Identify and manage the software on your desktops, laptops, and servers
- Keep up with the latest security patches
- Accurately assess known vulnerabilities
- Automatically install appropriate patches and software updates
- Report patch status at any time

Don't leave your business unprotected!

August 26, 2004
Sam Houston Race Park
2725 N. Sam Houston Parkway West
Houston, Texas 77064

Agenda:

3:00 - 4:30pm	Patch Presentation
4:30 - 5pm	Break
5pm - 11pm	Dinner / Racing

Quarter horse racing at Sam Houston Race Park

Register Now

A Low-Cost Solution Manages Migration



The bottler in the region, Coca-Cola Beverages, Czech Republic (CBBR) was formed in 1991. Today it supports more than 35,000 direct customers with full distribution services, managing a network of customers in 4 business units - grocery hyper and supermarkets, convenience (over the counter shops), HoReCa (hotels, restaurants, cafés) and away-from-home (petroleum chains, quick service restaurants etc.). In 1999, CBBR became a part of the Greece Coca-Cola Hellenic Bottling Company (COHBC), the third largest bottler in the world, offering the company products to 500 million consumers in 26 countries in Europe, Eurasia and Africa.

Standardisation and simplification

In mid 1999, as part of an overall policy of standardisation and simplification, COHBC issued an invitation to tender for a desktop management solution that would allow each of its business units to give remote support to their users and to more efficiently manage the hardware and software within the company's network architecture.

As the number of users and applications had risen within the Czech business unit, so had the workload of the IT support team. As a small team, engineers found themselves without the required resources. Desktops were spread across a wide geographical area, with the main headquarters holding 300 PCs and many other locations housing between 10 and 20. Traveling between sites to support these users was a costly and time-consuming exercise. Another worry was a planned migration in the Czech Republic from a number of different operating systems to a standardised Windows® XP environment.

Rapid implementation

Several different solutions were evaluated. While some initially seemed to require less capital outlay, once costs of server hardware, installation and support were taken into account, LANDesk Management Suite beat the competition hands down. Jan Kozmovsky, Network and Communication Manager, commented: "LANDesk Software delivered a rapid implementation, so the costs were much lower than with competitive products. As a result, we were able to start saving money and time even more quickly than anticipated."

Business Needs

- A low cost and easy-to-use solution to provide remote support to customers worldwide
- Manage an approaching migration from a number of Windows® systems, including Windows 95 and 98, to a standardised Windows XP environment

Solution

- LANDesk® Management Suite
- Business Benefits
- Easier management of 650 desktops in multiple sites
- Significant cost and resource savings through remote management and inventory
- Streamlined support infrastructure and software updating system deployment

Simplifying Support Earns an A+



A Challenging IT Environment

Located in Richmond, Virginia Commonwealth University (VCU) is a Carnegie Research University, and one of the three largest research doctoral institutions in the state of Virginia. Additionally, its medical campus - the Virginia Commonwealth Health System - is one of the most comprehensive academic health centers in the nation. The university's extensive IT network supports a range of key operations, including human resources, finance and administration, records and registration, and business services, as well as faculty and students.

Client Services supports more than 1,000 desktops, spread so far and wide across the VCU community that the staff spent most of the day catching the shuttles from one corridor call to another. Adding to the challenge, the staff sometimes arrived at a campus destination, only to find that the PC had "connected back", or that the customer and PC were not available. "Every area has such specialized system requirements, it's very time consuming to have to install applications on some of the switched machines, and remove applications on others," said Tonia Elerson, Manager of Desktop Applications Support for Client Services.

As a result, each staff member was only able to work on about three PCs a day. "Yet with everything so tightly networked, "...any downtime, brings most of the university's functions to its knees," reports Elerson.

Benefits Earn an A+

In 2002, Client Services began using LANDesk Management Suite and the benefits have been riding in ever since. "At least once a day someone says how much they love LANDesk Management Suite," Elerson states. "We use it to troubleshoot problems remotely, tally the inventory data and upgrade applications. It's saved us so much time because we can help people on the phone while doing something else like scanning a system for viruses. In the half hour it would have taken a technician to walk to someone's office, we've already completed 10 or more fixes over the phone."

Before implementing LANDesk Management Suite, Client Services' staff were harried and stressed by deadlines. Now, efficiency and user satisfaction have increased. Customer support and technician job satisfaction have

Business Needs

- Efficient, cost-effective PC desktop management system to provide remote support across Virginia Commonwealth University's sprawling 120-acre, two-campus network

Solution

- LANDesk® Management Suite
- Business Benefits
- Remote software installation and maintenance reduces downtime
- Better able to simplify IT planning, reporting and maintenance tasks
- Increased IT efficiency and greater user satisfaction

These graphic elements are provided to give variety and uniqueness to each designed piece, and to help keep the brand fresh and energetic. The elements should be used sparingly to keep with the simple tone of the brand. **The graphic elements are not intended to be used as part of the logo and should not be placed too close to the logo.** Only a few elements should be used on each piece. Below each element is a guide outlining how that element is to be used. None of the elements should be rotated or flipped horizontally or vertically. Sizes are given for printed pieces smaller than 14"; for larger pieces such as tradeshow booths, posters and signage, the designer should use his/her discretion.

Graphic Elements . 1



1

Three Chevrons

This graphic element may be used as a large or small graphic. When used as a large graphic, it is recommended that it be in a light color or white and no larger than 2" tall. When it is used small, there should be at least 0.5" clear space around it. The small version may not be used as a bullet in a list, but may set off a paragraph or act as an anchor to finish a paragraph.

Example

- Light or white color
- No larger than 2" tall
- Give 0.5" clearance to smaller versions



2

Square Chevron

The Square Chevron may be used no larger than 1.25" square and may only be used in the color above (PMS 648). It should bleed off of one edge of a printed piece. The exception is when it is used to start or finish a called out paragraph of a document.



Example

- PMS 648 only
- No larger than 1.25" square
- Give it a bleed



3

Color Squares

These graphic elements are intended to be used to call attention to specific areas of a layout. They can be used as bullets in a list, and as bullets to set off different paragraphs or thoughts. Generally they should appear on a white background, and they should always have ample contrast with their background. It is good to use the secondary color here, although any of the principal colors may be used as well.



Example

- Use as bullets
- Generally on a white background
- Secondary colors encouraged



4

Information Square

This graphic element is used primarily on the back of printed pieces. Additionally, it may be used on e-mail designs and PDF documents. Its purpose is to show company contact information such as phone numbers, addresses, fax numbers and URLs. It is sometimes followed closely by an additional Information Square listing product phone numbers by geographic regions. The preferred use is as a full-strength principal color with the text and logo reversed out white. It may also be a screened percentage of a principal color with darker text.



Example

- Back of printed pieces or on e-mail or PDF documents
- Contact information
- Additional information
- Full-strength principal color with reversed logo



5

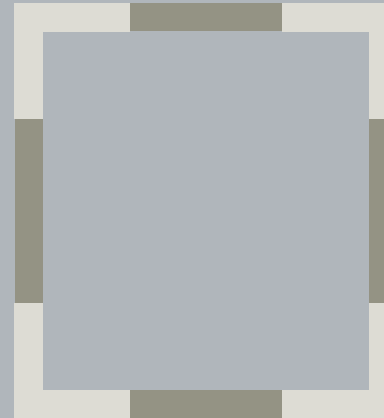
Corner Frames

These frames add visual interest to a photograph by breaking up the corners and keeping it from looking like an ordinary full-bleed photo. The horizontal arm and the vertical arm should always be the same length and should only be placed at right angles, creating a visual square. The combined length of the left and right sides of the horizontal bars should take up roughly one-third of the photo, but no more. They should be either white or a light color and may include transparency.



Example

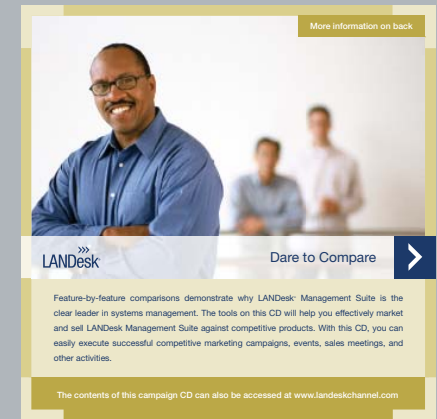
- Same length arms
- Always at a right angle
- White or light color (transparency allowed)
- Bleed



6

Connected Corner Frame

These are to be used similarly to the Corner Frames. They are intended to be a border treatment and should visually surround a piece. It is recommended that they bleed off the edges of a piece, but this is not necessary in all cases. The lengths that run in between and connect the Corner Frames must be the same color as the Corner Frames but a different screen value. They may be 25%, 50%, 75% or 100% of a principal color only and may include transparency.



Example

- Must surround the entire piece
- Bleed recommended
- Corners and frames should be the same color with different screens (transparency allowed)



7

Asymmetrical Photograph Box

This treatment creates visual interest by breaking a photograph into pieces, then taking away one piece. The grid should be either four or six boxes. The individual boxes must all be the same size, and one of the corners should be missing, leaving either three or five boxes.

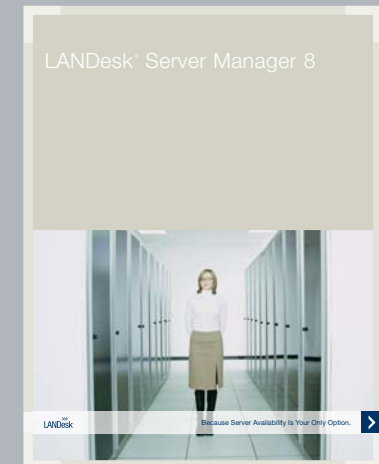
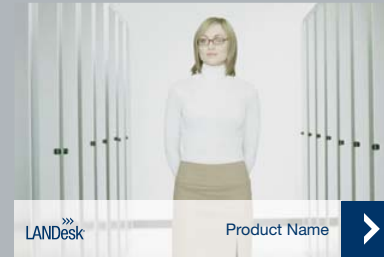
Example

- Always four or six boxes minus one corner

8

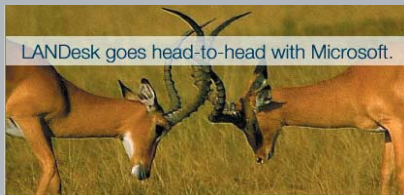
Ghosted Product Bar

A white bar with 80% opacity or transparency may be used to show the name, description or benefit of a product or service. When completed, it should appear as shown. The logo should be on the left side. The Square Chevron should bleed off the right side and touch the top and bottom of the bar. The product name should be typeset next to the Square Chevron, 0.25" away and right justified.



Example

- 80% opacity white
- Logo on the left side only
- Always bleed the Square Chevron
- 0.25" between Square Chevron and product name



9

Ghosted Bar

This treatment is very similar to the Product Ghosted Bar except here it is used to house a headline or subhead. It does not include a logo or the Square Chevron. A white bar with 80% opacity or transparency is used.



Example

- 80% opacity white
- For headlines or subheads
- No logos or Square Chevrons



10

Version Indicator

Not a graphic, this is used to show the version of a product release. It may only be used smaller than 0.75".

Example

- Circle should have a white background
- Type and circle can only be black or PMS 648
- "V" always appears outside circle
- Version number always appears inside circle
- "V" should be vertically centered with the circle
- Version number should have enough clear space to be legible at smaller sizes

Corporate icons are intended to visually communicate an idea or concept and may be used on any piece of artwork created for LANDesk, either online or printed. They must be placed on a solid color background lighter than 40% black and may not be placed on top of a photograph. Icons may not be altered, changed in color or combined together to create new icons.

LANDesk employees can download .gif versions of these icons from SuiteSpot. Non-LANDesk employees please contact LANDesk Corporate Marketing for images:



Software License Monitoring



Remote Control



IT Asset Management



Server Management



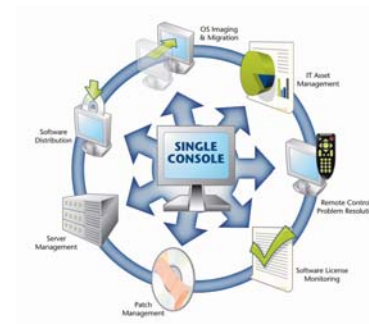
Patch Management



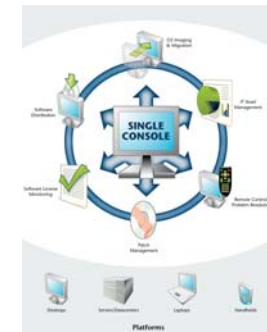
OS Imaging and Packaging



Software Distribution



Integrated Management Suite



Integrated Management Suite Platforms



Anti-spyware



Scan & Block



Security Audit Compliance



Monitor Denial



Integrated Security Suite



LANDesk®
Management Suite



LANDesk®
Security Suite



LANDesk®
Patch Manager



LANDesk®
Server Manager



LANDesk®
Handheld Manager



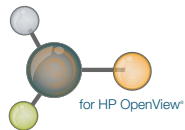
LANDesk®
System Manager



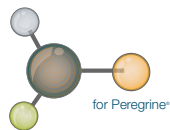
LANDesk®
Asset Manager



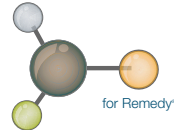
“Manager”
Trident



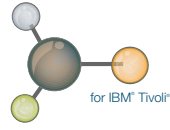
HP® Openview®
Connector



Peregrine®
Connector



Remedy®
Connector



IBM® Tivoli®
Connector



Mobile Phone



Desktop



Handheld



Pager



Laptop



Mac



Security



Firewall



Cache



Database



Rich Media



Wireless



Monitoring



Process



Worldwide Web



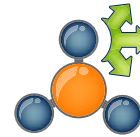
Manage



Application
Management



Asset
Management



Infrastructure
Management



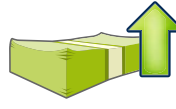
Increasing



Increasing Risk



Increasing Time to Market



Increasing Revenue



Increasing Costs



Increasing Customer
Satisfaction



Increasing Productivity



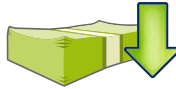
Decreasing



Decreasing Risk



Decreasing Time to Market



Decreasing Revenue



Decreasing Costs



Decreasing Customer
Satisfaction



Decreasing Productivity



Employee



HR Department



Service Department



Sales Department



Marketing Department



Finance Department



IT Department



Supplier



Helpdesk



Information



Sector Badge



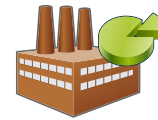
Healthcare



Finance



Education



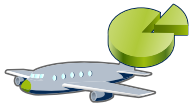
Manufacturing



Public



Retail



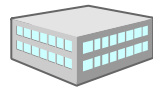
Travel



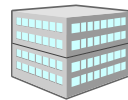
Business Process



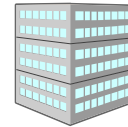
Partners



Small-Size Business



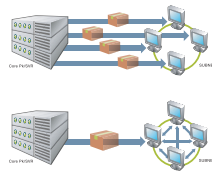
Medium-Size Business



Large Business



Document



Peer Download



Phone



Ping



Package



CD



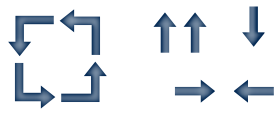
Console



Asset Manager



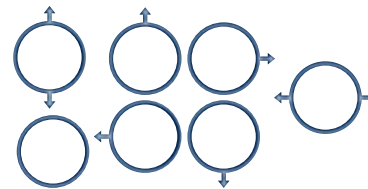
Chat



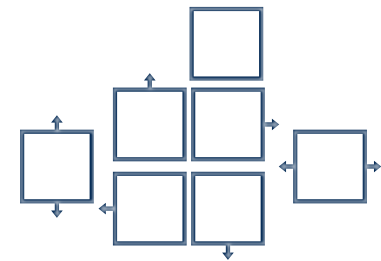
Arrows



Pipes



Circles



Squares

The following pages show examples of how different collateral materials can be designed by applying graphic standards. Designers should feel free to keep new documents looking fresh by changing the way graphic elements and colors are applied and by changing things like photo and box placement and grid setup. Occasionally, there will be templated documents which will only change by content and will otherwise always look the same.

Samples . 1



1 Product Brochure

This brochure is a good example of how to use the Ghosted Product Bar. It is also a good illustration of how to apply the Connected Corner Frame and the screened variation of a single color.



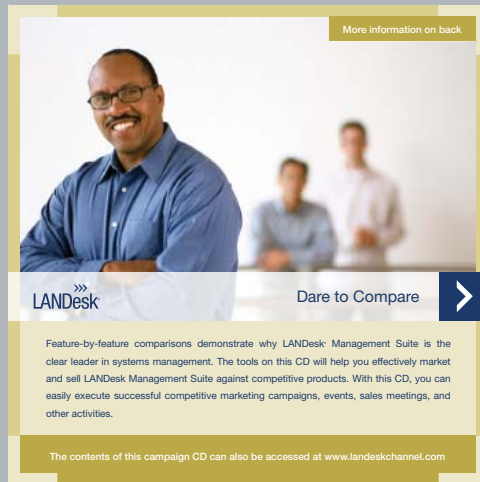
2 E-mail

This e-mail is a good example of how to apply the full-color corporate logo. It also uses the Color Squares and is a good example of how to use a secondary color to create additional energy.



3 Partner E-mail

This is a good example of how to vary the grid of the document to create a different look. It is a good use of primary colors from the color palette and shows how using only a few graphic elements can look refined and elegant. It also is a good demonstration of how to apply the partner logo treatment.



4

Partner Toolbox Insert

This is a good illustration of how to use only one principal color on a document that is small in size. Using more colors might come across as too visually complicated. This also shows how multiplying a color with itself can give you a darker version of that color for special purposes. Here, it is used to call attention to the URL and to the information on the back of the card.



5

Partner Toolbox Packaging

This is a good illustration of how to use a few different graphic elements in combination to create uniqueness and energy.



6

Corporate Brochure

This is a good example of “less is more.” It is a clean, minimalist design scheme and offers a good visual representation of simplicity. Take note that you don’t necessarily need to use color. You may also use white as a nice elegant background.

7

Product Ad

This is a good example of how using two graphic elements, the Connected Corner Frame and the Square Chevron, plus one principal color add up to a unique, branded look and feel. Also note that the Connected Corner Frame does not bleed. This is because doing so would cause it to fall outside the live area of the ad and could potentially be trimmed off irregularly.



Since when did "comprehensive"
mean "Windows only"?

LANDesk® Management Suite,
the only comprehensive systems management solution to include the Mac.

» When considering remote control, inventory or software distribution, it seems that Macs are often the outcasts of the IT environment. With LANDesk Management Suite, no one is left out. All Macs receive full, native support throughout your enterprise. Now you can automate system management tasks from a single console—creating a complexity-free network. For more information on what LANDesk Management Suite can offer, visit landesk.com/mac.

LANDesk
SOFTWARE



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8

PowerPoint Slide

This is a good example of several brand elements working together. This slide shows four elements; the Connected Corner Frame, an Asymmetrical Photograph Box, the Square Chevron and a solid color. Even though there are several elements, the design is clean and simple.



9

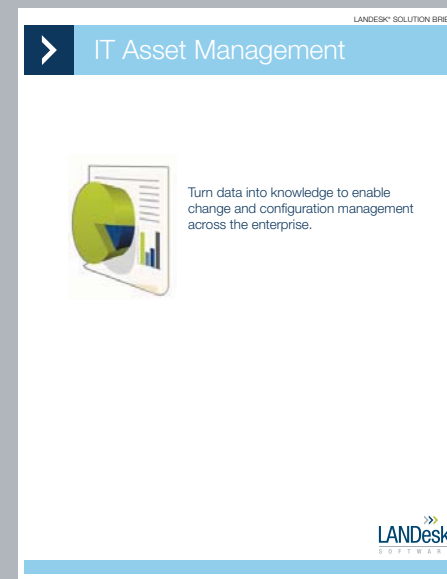
Icons

These examples show a good usage of the icons; whether used with other icons or used on their own. The email newsletter shows how icons can be used to add variety and color to a block of text. On the solution brief cover, a single icon is used to convey a concept. In the PowerPoint slide example, the LANDesk® Management Suite graphic shows how the icons integrate as well as tell a product story.

Email newsletter



Solution Brief



PowerPoint slide



10

Tradeshow Graphics

Tradeshow graphics are designed using these graphic standards. There is space allocated for partner logos. Partner logos cannot be larger than the LANDesk logo, and may not be on overly bright colored backgrounds so as to pull attention away from the tradeshow property.



The Web site is a good example of how to implement the various graphic elements and colors. It can be a good visual reference for designing new materials. Any additional online design projects should reflect the current Web site design and the LANDesk graphic standards.

All Web pages should include:

- A** The top headline
- B** The top white bar featuring the logo to the left
- C** Navigation
- D** A footer featuring the LANDesk toll-free number and additional site links.

Home Page

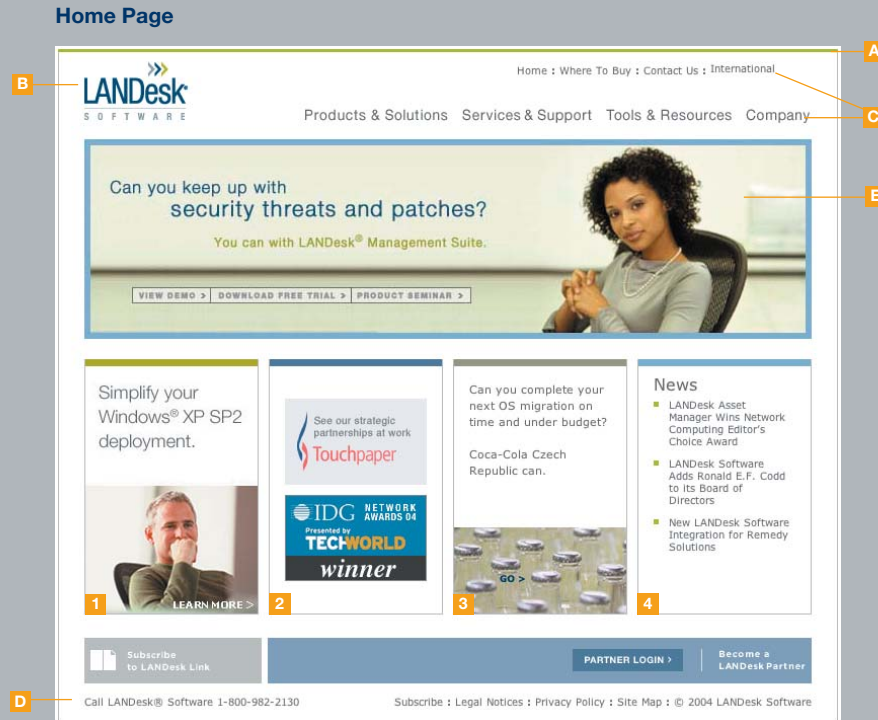
Just under the main header on the home page is the Feature Area.

- E** Designed to display changing, high-level messages.

The space below the Feature Area is divided into four equally sized spotlight boxes. Each box is designed to host specific information.

- 1** Box One (far left) is for special corporate promotions or offers
- 2** Box Two (second from left) is for promotions of LANDesk events, awards and key partners
- 3** Box Three (third from left) features customer success stories and case studies
- 4** Box Four (far right) includes recent news from LANDesk

Graphic elements created for this area and other home page areas should follow the general graphic guidelines outlined in this document.



Section Page

Section pages follow the general web page guidelines and feature:

- A** Graphic bar that appears just below the main header

The area below the graphics bar is divided into two content areas.

- B** The main area on the left is for general content and corresponding navigation
- C** The right-hand bar features related links.

Section Page



Content Page

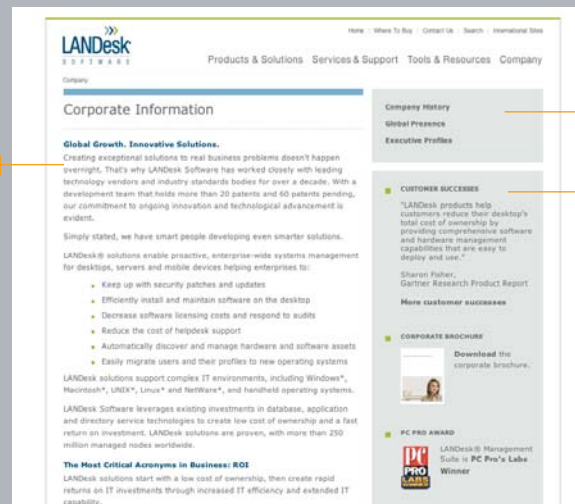
General content pages are used in lower-level areas of the site. The content area begins just below the main header area.

- 1** General content is featured on the main, left-hand portion of the page

The right-hand bar is divided into two areas:

- 2** The upper area features navigation specific to the current page
- 3** The lower area features links highlighting related customer successes, downloads and awards

Content Page



Landing Page

Landing Pages & Registration Pages

Landing pages should follow the guidelines for all other web pages. Examples are listed here for reference.

Banners

Banners must follow the graphic standards in this document. An example is shown here for reference.

URL Structure

The URL structure on LANDesk websites is as follows:

base domain/1st Level/Index.asp
or
<http://www.landesk.com/products/index.asp>

LANDesk® Software 1-800-962-2130 Home | Where To Buy | Contact Us | International

Products & Solutions Services & Support Tools & Resources Company

The best value in patch & asset management just got better.

LANDesk® Patch Manager 8 33% Savings

Extend the power of your current LANDesk® Management Suite configuration to automate patch management and keep your IT environment secure and healthy.

LANDesk® Asset Manager 8 Buy 1 console, get 1 free

If you can identify it, LANDesk Asset Manager can track it. Take control of the entire IT asset lifecycle to control costs, support best business practices and improve service throughout the enterprise.

Yes, I'm interested in the following offers:

☐ LANDesk® Patch Manager
☐ LANDesk® Asset Manager

Please have a LANDesk representative contact me:

Name:
Phone:
Company:
Title:
Email:
Country:

Call LANDesk® Software 1-800-962-2130 Subscribe | Legal Notices | Privacy Policy | Site Map | © 2004 LANDesk Software

Banners

There's comprehensive.

Then there's COMPREHENSIVE.

LANDesk® Management Suite

The only comprehensive systems management solution to include Mac.

LANDesk® Management Suite
FREE TRIAL

Registration Page

LANDesk® Software 1-800-962-2130 Home | Where To Buy | Contact Us | International

Products & Solutions Services & Support Tools & Resources Company

Security Management from LANDesk

Avoid security threats with proactive patch management

Whether from hackers, viruses or ordinary bugs, your computers are vulnerable to new security threats that emerge every day. Keeping up with the constant stream of patches and updates is a serious drain on IT resources.

You need to automate the process with fast, efficient patch management tools and processes.

LANDesk® Patch Manager can help you reduce the time and expense needed to research, prioritize and distribute patches, then automatically maintain patch level security.

Yes, I'm interested in the following offers:

☐ Gartner Research Paper: Security Demands Drive Shift to Vulnerability Management
☐ Patch management solution brief
☐ XPSK2 deployment white paper

Please have a LANDesk representative contact me:

Name:
Phone:
Company:
Title:
Email:
Country:

REGISTER NOW TO RECEIVE:

- Gartner Research Paper: Security Demands Drive Shift to Vulnerability Management
- Patch management solution brief
- XPSK2 deployment white paper

LANDesk CUSTOMER SUCCESSSES

Learn more about why leading companies like Honeywell, Coca-Cola Beverages Czech Republic, Heinen France, New York State Police, Cuckoo County, Merck KGaA choose LANDesk Management solutions.

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ANNOUNCING
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Security Suite
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Learn more about our special introductory offer

WEB SEMINAR SERIES
Security within the Management Space

ARAMARK Gartner

COMPUTERWORLD
ENTERPRISE MANAGEMENT WORLD
September 12-15, 2004

Trademarks

The following general usage guidelines and examples are provided for use by outside agencies, partners, or customers when referencing products, brands, and trademarks of LANDesk Software. Acronyms should never be used in place of product names on any external communication.

LANDesk Software

The company name does not display a trademark symbol of any kind, but any document containing the company name must also include an approved copyright and trademark statement to claim and protect the mark.

LANDesk® nouns and verbs

When “LANDesk” is used as an adjective or adverb modifying a noun or verb, use the registered trademark symbol (®) on the word to protect the trademark.

- Example with product names: LANDesk® Management Suite, LANDesk® Instant Support Suite, LANDesk® System Manager
- Example with nouns: LANDesk® technology, LANDesk® product line, LANDesk® trade show
- Example with verb: LANDesk® Powered Note: Where multiple product names or technologies appear in the same document, chapter or Web page, use the trademark symbol for the first instance of each unique product name.
- Updated products include: LANDesk® Management Suite, LANDesk® Patch Manager and LANDesk® Server Manager, as well as substantial speed improvements for LANDesk® Targeted Multicast™ technology.

LANDesk® Targeted Multicast™

Use the fully attributed phrase “LANDesk® Targeted Multicast™” for the first reference in a document, slide, or Web page; subsequent use in that same document, slide or Web page can use the generic reference “Targeted Multicast” without further trademark attribution.

The phrase “Targeted Multicast” should always be capitalized as shown to fully protect the mark; never use the phrase generically as an adjective or adverb.

- Right: “LANDesk® Targeted Multicast™ technology enables efficient...Use Targeted Multicast to distribute...”
- Wrong: “Targeted Multicast™ technology from LANDesk Software...”
- Wrong: “Start a targeted multicast session...”

LANDesk® Peer Download™

Use the same guidelines associated with LANDesk® Targeted Multicast™.

Version Numbers

Use the product name and family number with a comma and the version number, e.g.:

LANDesk® Management Suite 8, version 8.5

Use of the fully attributed name “LANDesk® Management Suite 8, v.8.5” for a document/ presentation title/headline and in the first instance in body copy. In subsequent uses, products can be referred to as “LANDesk Management Suite”—dropping all version references.

Trademarks

Product names

LANDesk® Management Suite
LANDesk® Security Suite
LANDesk® Server Manager
LANDesk® Inventory Manager
LANDesk® System Manager
LANDesk® Patch Manager
LANDesk® Handheld Manager
LANDesk® Asset Manager
LANDesk® Connectors
LANDesk® Instant Support Suite Family



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www.landesk.com