

CONTRACTED SUPPLIER OF AMERINET SIGNATURE

The Contracted supplier of Amerinet signature (logo) should be placed in the lower right corner of a page and only appear once on a document (on the last page if the document contains multiple pages).

The Contracted supplier of Amerinet signature should be less than 50% of the size of the supplier signature and should never be placed directly across from the supplier signature.

The line “Contracted supplier of” should not be edited nor should it be repositioned in relation to “Amerinet”.

All other applicable guidelines for the standard Amerinet signature also apply to the Contracted supplier of Amerinet signature. See pages 5-8 for correct usage and pages 13-14 for examples of incorrect usage.

The Contracted supplier of Amerinet signature should be used for promotions and a limited number of other document types. (We prefer that neither the standard Amerinet signature nor the Contracted supplier of Amerinet signature be used on supplier web pages. If one of our signatures MUST be used, all guidelines on this page should be followed.)

Please request that your supplier provide a pdf for review by Amerinet Marketing before printing or distribution. For requests to use the Contracted supplier of Amerinet signature, contact Janice Bollmann or Aaron Wright of Amerinet Marketing.



**Supplier
signature**

Promotion for Amerinet members

details:

asdjfhakis djhrksd jhrkalsdjfh kjahdfllk h asdkjfhakis djhrksd jhrkalsdjfh kjahdfllk hasdkjfh
kis djhrksd jhrkalsdjfh kjahdfllk hasdkjfhakis djhrksd jhrkalsdjfh kjahdfllk hasdkjfhak
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dfllk hasdkjfhakis djhrksd jhrkalsdjfh kjahdfllk hasdkjfhakis djhrksd jhrkalsdjfh kjahdfllk
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s djhrksd jhrkalsdjfh kjahdfllk hasdkjfhakis djhrksd jhrkalsdjfh kjahdfllk h



maximum
size
←50% of→
supplier
signature
(logo)

STANDARD SIGNATURE

The signature is the most important element of Amerinet's identity program. The standard signature consists of the logotype (the word "Amerinet") and the positioning statement (the words "Delivering a Network of Solutions").

The logo should appear without the words "Delivering a Network of Solutions" (see below). When appropriate, only Amerinet Marketing will use all elements together.

The logotype has been submitted federally for registration with the service mark appearing after the word "Amerinet". The service mark should always appear in the same color as the "t" in the logotype. The two colors specified for the signature are PANTONE® Matching System 186 (PMS 186 - red) and Black. The proper two-color display of the signature is shown at right. For a list of other acceptable color standards, please refer to page 10.

PANTONE® is a registered trademark of Pantone, Inc.

The Amerinet logo features a stylized 'A' composed of three red, curved lines that sweep upwards and to the right. To the right of this symbol, the word 'Amerinet' is written in a serif font. The 'A' and 'm' are black, while the 'erinet' portion is red. A small 'SM' trademark symbol is located at the top right of the word.

*Delivering a Network of Solutions*SM

This is a second instance of the Amerinet logo, identical to the one above, showing the stylized 'A' symbol followed by the word 'Amerinet' in black and red serif font with a trademark symbol.

SIGNATURE INTEGRITY

To ensure optimum visibility and maximum impact, a margin of clear space must surround the signature. This clear area is called the non-interference zone and is equivalent to the width (to the left and right) and height (top to bottom) of the letter "A" in the word Amerinet in the logotype. Other visual elements should not cross into this zone.

Minimum Size

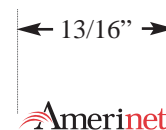
To maintain sharp, clear reproduction, the signature may not be reproduced any smaller than 13/16" wide, determined by the length of the word Amerinet and the service mark symbol.

Maximum Size

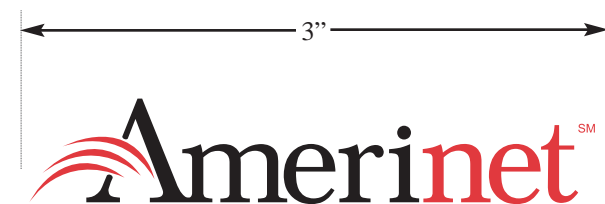
The signature may not be reproduced any larger than 3" wide on a standard 8 1/2" x 11" page, to keep it from overpowering a page.



minimum size



maximum size



TWO COLOR SIGNATURES

The two colors specified for the identity program are PMS 186 and Black. This signature is most effective when it appears in these two corporate colors, as shown at right. This preferred two-color signature should be featured on all high visibility applications. While white is always the preferred background color, the signature may be used on a colored background as long as there is sufficient contrast for optimum legibility. Refer to pages 13-14 for a list of common mistakes in using the Amerinet signature.

When the two-color signature cannot be used, one color options are available and are listed on page 8.

Color Swatches

Paper stock, surface finish, ink type and the reproduction process will affect the appearance of colors. Therefore, to ensure correct color reproduction, a color swatch should be provided with every printing order. If the colors are to be reproduced by silkscreening, imprinting, stamping or stitchery, specify that the coated color swatch be visually matched.

In cases where it is necessary to match the two signature colors in a four-color process, use the following stacked screens: PMS 186 (C=0, M=100, Y=81, K=4) for print, (R=227, G=25, B=55) for screen, and Black.



Delivering a Network of SolutionsSM

PMS 186



black



ONE COLOR SIGNATURE

One-color options are limited to all black or reversed out of background color with sufficient contrast. The signature may also be shown in white.

black



one-color - reversed out of black



INCORRECT USAGE - GENERAL

The guidelines have been discussed on the preceding pages. The examples shown on this page illustrate incorrect signature usages that must be avoided. The signature is not to be modified in any way.

EXAMPLES OF INCORRECT USAGE:

1. Do not alter, redraw or modify the typefaces in the signature.
2. Do not alter the spacing in the Amerinet logo.
3. Do not reverse out or enclose the signature within an unusual shape or one that could be misconstrued as part of the signature.
4. Do not place the signature on a visually distracting background.
5. Do not reproduce the signature on a background with insufficient contrast.
6. Do not reverse the signature colors in the two-color application.
7. Do not reproduce the signature in any colors other than PMS 186 and Black, all Black or reversed out of a background color.
8. Do not reproduce the signature in PMS 186.
9. Do not distort the signature by compressing when resizing.
10. Do not distort the signature by stretching when resizing.

In addition to these examples, remember not to place anything in the non-interference zone. (see page 6)

Incorrect Usage:

Example 1



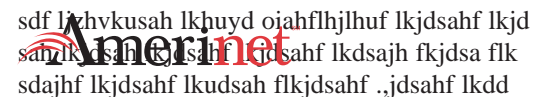
Example 2



Example 3



Example 4



Example 5



Example 6



Example 7



Example 8



Example 9



Example 10

