

ORC

Graphical Guidelines 2009

This manual was created to help you use the Orc Software visual identity in the correct way. It gives you guidelines on how to use the logo and name as well as the Orc solution names and tagline. It also covers the use of colors, language and trademarks.

Introduction

The Orc Brand

The Orc visual identity is the foundation upon which the Orc brand is built, and is the icon by which we are recognized and remembered. It is most powerful when applied congruently and when integrated throughout all levels of communication. It is therefore critical that the visual identity is always presented correctly - whether used in printed material or on screen.

This document is designed to help you use the Orc visual identity in the correct way. It provides detailed guidelines for its use and identifies possible errors to avoid. The long-term effectiveness of the visual identity depends on ensuring the guidelines are adhered to. If you need further clarification or assistance with any matter relating to the identity please contact our Marketing Group.

Contact

Contact

For any inquiries please contact our Marketing Group at:

marketing@orcsoftware.com

Trademarks

Copyright and trademark text

In solution sheets and similar information, the following text shall be inserted:

©2009 Orc Software AB. Orc® is a registered trademark of Orc Software AB, Sweden.

When solution names such as Orc CameronFIX, Orc Trading for Algorithmic Trading or Orc Trading for Market Making is mentioned, insert the following text:

©2009 Orc Software AB, Orc® CameronFIX, Orc® Trading for Algorithmic Trading and Orc® Trading for Market Making are trademarks of Orc Software AB, Sweden.

(© = current year)

Language

Copy

All copy should be in US English = Corporate English.

Naming

The Orc Name

The first time our company name appears in a body text it shall be written as Orc Software. The same goes for headings and introductions. The following mentioning of the name shall be shortened to Orc. Orc Software must always be spelled with upper case O and S and additional letters in lower case. Orc shall always be spelled with upper case O and additional letters in lower case.

Orc Software

Orc

~~ORC SOFTWARE~~

~~ORC~~

~~Orc software~~

~~ORC Software~~

The Solution Names

In written text our solution names shall always be spelled with the first letter in upper case and additional letters in lower case. The words trading and connect shall never appear without Orc.

Orc Trading

Orc Connect

~~ORC TRADING~~

~~ORC CONNECT~~

~~Orc trading~~

~~Orc connect~~

~~ORC Trading~~

~~ORC Connect~~

~~Trading~~

~~Connect~~

Typography

Orc Typefaces

There are two (2) corporate typeface that may be used. Arial has been designated as the typeface for ALL internal documents. All external projects must use DIN. No other typeface is to be substituted for these and must always be used.

DIN Light

Body Copy. Diagram Detail.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

DIN Regular

Website Address.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

DIN Medium

Headings, Sub-Headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Arial Regular

When DIN is not accessible and for all letters, document or presentations use the typeface Arial Regular for all body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Arial Bold

When DIN is not accessible and for all letters, document or presentations use the typeface Arial Bold for all headings and sub-headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Logos and Color

This section identifies the hierarchy and breakdown of all brands (logos) throughout the Orc organization. It also covers the use of the Orc colors.

How to use Orc Software logos

- When using Orc Software 's logos always make sure to use a correct and approved logo provided by Orc.
- The Orc logo shall be displayed in the same size and with the same visibility as the partner logo or other logo.
- Use only approved trademark and logo artwork provided by Orc.
- Do not display the trademarks and logos more prominently, larger than, or before your own company name and logo and product name and logo, wherever displayed.
- Do not display the trademarks and logos in a manner or location disparaging to Orc.
- Do not display the trademarks and logos in any publication or on a web site that is pornographic, violent in nature, in poor taste or unlawful, or which has a purpose or objective of encouraging unlawful activities.
- Do not use the trademarks and logos as a possessive or in the plural form.
- If anything regarding the trademark and logo guidelines is unclear, or if your application falls outside our guidelines, please ensure you seek approval from Orc's Marketing Group prior to using the logo or trademark.
- When using the Orc logo the partner shall at Orc's request correct, remedy, or remove any logo or use of Orc trademarks, that is determined by Orc to be improper under these guidelines.

Company Logo

The company logo can only be used as positive or negative - no other colour variation should be reproduced.



Positive



Negative

Unacceptable logos

Any deviation from the acceptable logo configurations — no matter how minor — can undermine our valuable corporate identity. Consequently, no other configuration or any variation of the logo is permitted under any circumstances. The logo may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered. Below some samples:



Visual hierarchy

About Visual Hierarchy

The structure of the organization is graphically broken down into two (2) tiers - the company brand and then individual solution category brands (Orc Trading and Orc Connect).

The Orc Company Brand logo consists of the letters "ORC" in a bold, dark red, sans-serif font.

Company Brand



Solution Category Brands

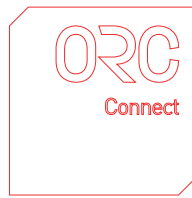
Solutions brand

Orc Connect Solution logo

The Orc Connect logo can only be used as positive or negative - no other colour variation should be reproduced.



Positive



Negative

Orc Trading Solution logo

The Orc Trading logo can only be used as positive or negative - no other colour variation should be reproduced.



Positive



Negative

Tagline

Use of Solution Tagline

Our tagline "Take Advantage" must always appear together with our solutions Orc Trading and Orc Connect. It can not appear together with our company logo.

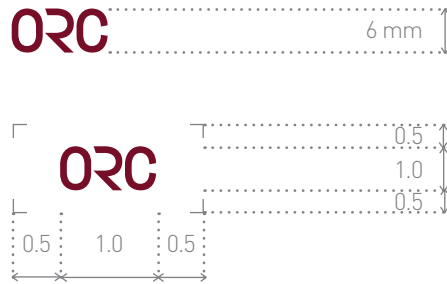


Take Advantage

Sizing and Spacing

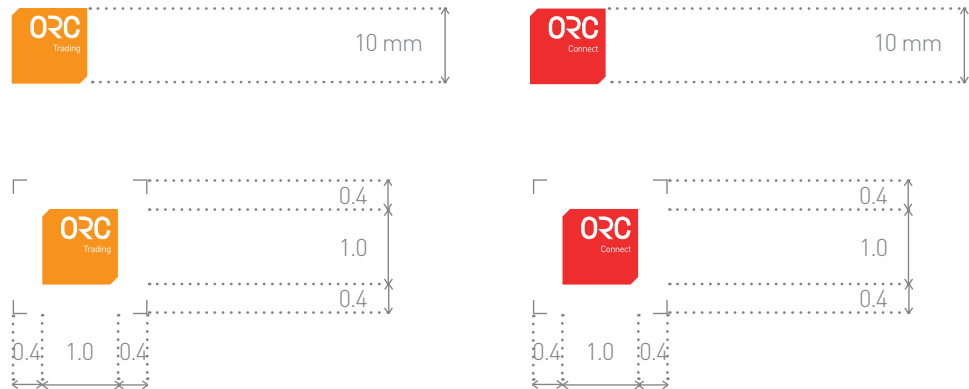
Sizing and spacing of the Company Logo

The height of the Orc logo can never be smaller than 6 millimeters. The clear spacing must always be 50 percent of the logo size.



The Solution Logos

The height of the solution logos can never be smaller than 10 millimeters. The clear spacing must always be 40 percent of the logo size.



With other Logos

The Company Logo in combination to other logos

- The Orc logo shall be displayed in the same size and with the same visibility as the partner logo or other logo.
- Do not display the trademarks and logos more prominently, larger than, or before your own company name and logo and product name and logo, wherever displayed.
- If anything regarding the trademark and logo guidelines is unclear, or if your application falls outside our guidelines, please ensure you seek approval from Orc's Marketing Group prior to using the logo or trademark.
- When using the Orc logo the partner shall at Orc's request correct, remedy, or remove any logo or use of Orc trademarks, that is determined by Orc to be improper under these guidelines.
- Make sure to respect spacing rules as above.

Colors

Company Brand Color

The visual identity must always be reproduced in the following specified colours in all circumstances. Below is a list of the correct breakdowns for:

PMS (Pantone Matching System)
CMYK (Cyan/Magenta/Yellow/Black)
RGB (Red/Green/Blue)
HEX (#)

Corporate

PMS 188 C
C=12 M=95 Y=59 K=54
R=136 G=45 B=57
#882D39

Solution Category Brand Colors

Connect

PMS 485 C
C=0 M=95 Y=90 K=0
R=232 G=52 B=39
#E83427

Trading

PMS 138 C
C=0 M=55 Y=100 K=0
R=246 G=141 B=9
#F68D09

Note: A PMS color may look different in different parts of the world. Therefore, always make sure to get a print proof from your supplier. If you are unsure, contact our Marketing Group at marketing@orcsoftware.com.

Orc Vantage Logos

Orc Vantage Program Logo

The Orc Vantage Program Logo should be use on collateral distributed by Partners.



Orc Vantage Electronic Partner Plaque

The Orc Vantage Program Logo should be use on collateral distributed by Partners.



For long-term use; to be used thriftly

Contact

marketing@orcsoftware.com