



# COMPANY STYLE GUIDE

MENTOR GRAPHICS

# Welcome

The Mentor Graphics brand—our reputation in the marketplace—is one of our most valuable assets. What our brand means to customers, investors, analysts, and others has a real impact on our success.

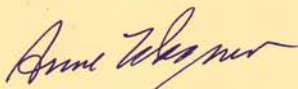
Our brand is strong. That's because our products and services are valued and respected and we have outstanding customer loyalty. But we can't rest on our laurels.

Today's global business environment is complex and competitive. It will be even more so as we enter the new millennium. That's a good reason to further strengthen our brand.

Strengthening our logo, reinforcing our typefaces, using a vibrant palette of corporate colors, and communicating in a direct style are all building blocks that create a stronger identity. And a strong corporate identity makes an even stronger Mentor Graphics brand.

I encourage you to use this information whether you're communicating with a customer, a prospect, an editor, or a coworker. Other aspects of our corporate identity are included in this new Mentor Graphics Style Guide and at [mentorweb/style\\_guide](http://mentorweb/style_guide). If you have questions about any of these guidelines, don't hesitate to contact your marcom professional.

Remember, we're building the future of Mentor Graphics.



Anne Wagner  
Vice President, Marketing



# BUILDING BLOCKS

SECTION ONE

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## Brand and Identity

**Brand and identity.** Two words that have one thing in common—they're about how people view us.

Brand is the Mentor Graphics umbrella encompassing our products, our services, our performance, and how we relate to other people. Identity is how we manage our communications to support our brand.

This section discusses the basics—the building blocks—of the Mentor Graphics identity. A stronger Mentor Graphics logo. New corporate typefaces with cross-platform flexibility. A new palette of colors to energize our communications.

And whether you're writing a datasheet, running a meeting, or talking with a customer, there is a set of behaviors—or attributes—that reinforce the Mentor Graphics brand in this global environment of rapid technological and economic change.

More than ever before, Mentor Graphics needs to be:

**Confident**

**Innovative**

**Vibrant**

**Focused**

**Fast Moving**

**Dynamic**

Adopt these attributes in your thinking, your behavior, and your communications. They'll improve our performance as we meet the challenges of a highly competitive global marketplace.

They are powerful marketing and good business.

They make a stronger Mentor Graphics.

## Do:

- Use approved electronic logo files to reproduce the logo. These are available in several formats at [mentorweb/images/logos.html](http://mentorweb/images/logos.html).
- Keep at least two picas between the logo and any other typographical element.
- Keep the registered trademark symbol ® in proportion to the logo as defined on approved electronic files.
- Use the standard PMS 201 or black logos against a background that is less than 50% black. Use the logo in white if the background is greater than 50% black.

## Do Not:

- Change the typeface or any other visual aspect of the Mentor Graphics logo.
- Embed the Mentor Graphics logo in a sentence, phrase, or headline.
- Use the PMS 201 logo on a background that is greater than 50% black.
- Represent the logo in colors other than PMS 201, black, or white.
- Customize the logo with other words or other graphic treatments.

## Correct Usage



## Incorrect Usage



# Innovative

We challenge today's methods.

We value creative thinking.

We know how to listen to new ideas.

We take risks.

## Typefaces

Typography is an essential element of our visual identity. Consistently using the same typefaces—like repeated use of our logo, corporate colors, and layout formats—reinforces our identity and brand.

The Mentor Graphics corporate typefaces are Arial and Times New Roman. Arial is a sans serif font and provides good contrast to Times New Roman. Both are available on most computers and printers and are easily accessible for your use. *(Note: Professional agencies developing Mentor Graphics printed materials may use Helvetica instead of Arial due to graphic considerations in the publishing industry. Mentor Graphics business cards and stationery will continue to use the Optima font.)*

Some recommendations for Arial and Times New Roman are:

- Use the bolder variations of Arial in headlines and subheads.
- Use Times New Roman for narrative text or body copy.
- Expand or condense Arial for special effects.
- Use flush-left and ragged-right margins. To improve readability, avoid line-break hyphenation wherever you can.

## Corporate Typefaces

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

### Arial (bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

### Arial (italic)

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz*

### Arial (bold italic)

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz***

### Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

### Times New Roman (bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

### Times New Roman (italic)

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz*

### Times New Roman (bold italic)

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz***

## Incorrect Type Usage

Do not extend (horizontally scale) text to more than 120% of its original width.

DO NOT USE ALL CAPITAL LETTERS FOR LENGTHY TEXT. THIS REDUCES LEGIBILITY.

Do not condense (horizontally scale) Times New Roman to less than 85%.

# Vibrant

We are open and positive.

We are excited about helping our customers.

We create and maintain a stimulating workplace.

We are enthusiastic.

## Colors

The Mentor Graphics color palette is a powerful part of our brand identity. Color—even more than typography—can create a positive emotional response and energetic image for a company.

The Mentor Graphics color palette is consistent with our key brand attributes. Its colors are vibrant and confident and can certainly be used creatively. Using these colors strengthens the visual impact of marketing pieces, press materials, signage, and web pages alike.

For highest impact, use the palette's main colors. The palette's lighter and darker colors are excellent for accenting its main colors.

These samples give the PANTONE® color number. It is important to use the formulas on the following page when printing in CMYK.

You may only display the Mentor Graphics logo in PMS 201, black or white. The Mentor Graphics color palette is also on the web at *[mentorweb/style\\_guide](http://mentorweb/style_guide)*.